

Project Design Phase-I Problem – Solution Fit

Date	19 September 2022
Team ID	PNT2022TMID43745
Project Name	Smart Fashion Recommender Application
Maximum Marks	2 Marks

Problem – Solution Fit:

Project Title: *Smart Fashion Recommender Application*

Project Design Phase I

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Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small> <div style="border: 1px solid #f08080; padding: 10px; text-align: center; margin-top: 20px;"> The Customers are Adults and children </div>	6. CUSTOMER CONSTRAINTS CC <small>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</small> <div style="border: 1px solid #f08080; padding: 10px; text-align: center; margin-top: 20px;"> Money and Network Connection </div>	5. AVAILABLE SOLUTIONS AS <small>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</small> <div style="border: 1px solid #f08080; padding: 10px; text-align: center; margin-top: 20px;"> Online shopping gives New Collections pros: Manage to use cons: customer confused when have lost of collections </div>	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small> <div style="border: 1px solid #ff8c00; padding: 10px; text-align: center; margin-top: 20px;"> Users hard to find Trending Fashion Clothes. </div>	9. PROBLEM ROOT CAUSE RC <small>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</small> <div style="border: 1px solid #ff8c00; padding: 10px; text-align: center; margin-top: 20px;"> Customers need to be with new fashions for current trends </div>	7. BEHAVIOUR BE <small>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</small> <div style="border: 1px solid #ff8c00; padding: 10px; text-align: center; margin-top: 20px;"> Customers spend the time to find the new fashion clothes </div>	
Identify strong TR & EM	3. TRIGGERS TR <small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small> <div style="border: 1px solid #008080; padding: 10px; text-align: center; margin-top: 20px;"> Seeing neighbour Dressing Styles </div>	10. YOUR SOLUTION SL <small>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</small> <div style="border: 1px solid #000080; padding: 10px; text-align: center; margin-top: 20px;"> Make a ChatBot Assistant for shopping with customers and send notifications when new collections arrived </div>	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE <small>What kind of actions do customers take online? Extract online channels from #7</small> 8.2 OFFLINE <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small> <div style="border: 1px solid #008080; padding: 10px; text-align: center; margin-top: 20px;"> ONLINE: Customers buy the new clothes OFFLINE: Customers will use the clothes </div>	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM <small>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.</small> <div style="border: 1px solid #008080; padding: 10px; text-align: center; margin-top: 20px;"> Felling Sad and Frustration > Selfconfident </div>			