

## Project Design Phase-I

### Problem Solution Fit

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Project Title: Smart Fashion Recommendation Application

Define CS, fit into CC	<b>1. <u>CUSTOMER SEGMENT(S)</u></b> <b>CS</b> <ul style="list-style-type: none"><li>✓ Men</li><li>✓ Women</li><li>✓ Kids</li><li>✓ Elderly</li></ul>	<b>5. <u>CUSTOMER CONSTRAINTS</u></b> <b>CC</b> <ul style="list-style-type: none"><li>✓ Product quality</li><li>✓ Hidden cost</li><li>✓ Cash budget</li><li>✓ Application security</li><li>✓ Network connection</li></ul>	<b>8. <u>AVAILABLE SOLUTIONS</u></b> <b>AS</b> <ul style="list-style-type: none"><li>✓ Multiple contact option</li><li>✓ Customer support system</li><li>✓ FAQs or help pages</li><li>✓ Cash on delivery</li><li>✓ Reviews and rating option</li><li>✓ Live chat with the seller</li></ul>	Explore AS, differentiate
	<b>2. <u>JOBS-TO-BE DONE / PROBLEMS</u></b> <b>J&amp;P</b> <ul style="list-style-type: none"><li>✓ Quality issues</li><li>✓ Product delivery</li><li>✓ Digital payment transaction</li><li>✓ Unclear return and warranty policies</li><li>✓ Fake products</li><li>✓ Lack of physical examination</li></ul>	<b>6. <u>PROBLEM ROOT CAUSE</u></b> <b>RC</b> <ul style="list-style-type: none"><li>✓ Customers do not get proper and timely information.</li><li>✓ Product's price varies for different seller for the same type of product.</li><li>✓ Lack of standard weight and measurement.</li><li>✓ Delivery of duplicate or incorrect goods.</li></ul>	<b>9. <u>BEHAVIOUR</u></b> <b>BE</b> <ul style="list-style-type: none"><li>✓ Send email to customer for order confirmation.</li><li>✓ Quick to adapt to ensure that the customer have alternate payment methods.</li><li>✓ Understand and update the likes of customer.</li><li>✓ Social media platform to offer a direct and real time service.</li></ul>	
	Focus on J&P, tap into BE, understand RC			

**3. TRIGGERS****TR**

- ✓ Friends/Family using them.
- ✓ Recommended in app store.
- ✓ Ad in other application.
- ✓ Social media.
- ✓ Ad while browsing in the web.
- ✓ Online/ Offline ad.

**4. EMOTIONS: BEFORE/ AFTER****EM**

- ✓ Achievement: People like the feeling of accomplishment. Personal status is a primary motivator for a purchase.
- ✓ Power: People have a natural desire to be better than others and outperform rivals.
- ✓ Fear: It refers to missing out on a good opportunity.
- ✓ Happiness: Customers love buying easy-to-use products that create pleasure in their lives and the sellers like profit.

**7. YOUR SOLUTIONS****SL**

- ✓ Convenience is a top priority: consumers find convenient is the ability to browse an online store and check out as a guest.
- ✓ Easy access across all devices: Customers can use various devices such as desktop, a mobile or others without interruption. This multiple device experience is to be expected with personal details on the device the customers finalize their buying.
- ✓ Personalization: By analyzing the users' history, online retailers can offer products and services that a customer is more likely to be interested in

**10. CHANNELS OF BEHAVIOUR****CH**

- ✓ ONLINE:
  - The customer can also compare prices with different stores.
  - Limited product quality standard.
  - Rely on the product details and reviews available on the site.
  - Manufacture and expiry date.
  - Continuous shopping.
- ✓ OFFLINE:
  - Check the goods personally and there is no scope of one getting disappointed with the quality of the product.
  - Instant use and no waiting period.
  - Lack of choices as physical stores have a limitation when it comes to the variety of product choices.