Project Title: Smart Fashion Recommender Application
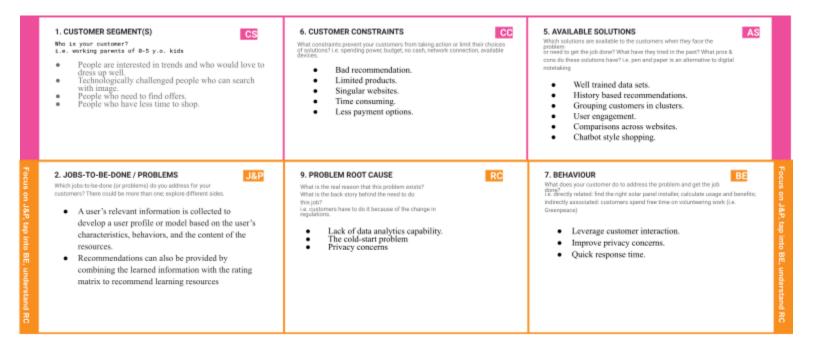**Project Design Phase-I -Solution Fit Template**
Team ID: PNT2022TMID01360

1. CUSTOMER SEGMENT(S) `CS`

Who is your customer?
i.e. working parents of 0-5 y.o. kids

- People are interested in trends and who would love to dress up well.
- Technologically challenged people who can search with image.
- People who need to find offers.
- People who have less time to shop.

6. CUSTOMER CONSTRAINTS `CC`

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.

- Bad recommendation.
- Limited products.
- Singular websites.
- Time consuming.
- Less payment options.

5. AVAILABLE SOLUTIONS `AS`

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

- Well trained data sets.
- History based recommendations.
- Grouping customers in clusters.
- User engagement.
- Comparisons across websites.
- Chatbot style shopping.

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- A user's relevant information is collected to develop a user profile or model based on the user's characteristics, behaviors, and the content of the resources.
- Recommendations can also be provided by combining the learned information with the rating matrix to recommend learning resources

9. PROBLEM ROOT CAUSE `RC`

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.

- Lack of data analytics capability.
- The cold-start problem
- Privacy concerns

7. BEHAVIOUR `BE`

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)

- Leverage customer interaction.
- Improve privacy concerns.
- Quick response time.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.

- The 'discovery' Factor
- User Engagement
- Personalized Experience

4. EMOTIONS: BEFORE / AFTER

EM

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.

1. Lose interest
2. Slow Response Time

10. YOUR SOLUTION

SL

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 behavior.

- The user can speak with the ChatBot directly about the product rather than having to navigate through numerous menus to make an online purchase.

8. CHANNELS of BEHAVIOR

CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE
ind of actions do customers take offline? Extract channels from #7 and use them for customer pment.

- Clear with want they want and choices