Smart Fashion Recommender Application

Problem Solution Fit

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PROJECT NAME	Smart Fashion Recommender Application

Problem-Solution fit canvas 2.0

Smart Fashion Recommender Application

1. CUSTOMER SEGMENT(S) `CS`

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

- **Customers are those who want to purchase fashion items in a short time**

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.

- **Most of the solution available in the internet hosts a lot of adds limiting its usability.**
- **Needs a proper network connection**

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

- **Smart Fashion Recommender which are supported in many browsers**
- **Smart Fashion Recommender Chatbot is developed in this project.**

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.

- **To collect data about our visitors and leverage it to make better product suggestions and recommendations**
- **Understanding customer inquiries, their needs, and preferences can allow you to personalize product pages and build customer loyalty and affinity.**

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.

- **For No-Pressure Shopping Experiences**
- **Customer service will be available for 24/7**
- **Chatbot can help with recovering abandoned carts**

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)

- **Seamless Real-Life Interaction**
- **Customer Data Security**
- **Reduce Customer Frustration**

3. TRIGGERS `TR`

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

- **Improve Lead Generation.**
- **Reduce Customer Service Costs.**
- **Monitor Consumer Data to Gain Insights.**

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.

- **Took longer time to process and respond to the query**

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 behaviour.

- **Instead of navigating to several screens for booking products online, the user can directly talk to Chatbot regarding the products.**

8. CHANNELS of BEHAVIOUR `CH`

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

- **Able to serve customers with a consistent level of quality in a short period of time across different channels,**

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

- **Make sure they are aware of the usage of the chatbots**