

I am

Fashionista

I'm trying to

Look for clothing
recommendations

But

The
recommendations
are not accurate

Because

The datasets
are limited

Which makes me feel

Disappointed

SOLUTION FIT

1. CUSTOMER SEGMENT He/she is devoted follower of the latest fashion trends.	2.JOBS-TO-BE-DONE The recommendations that are generated are not accurate enough.	3.TRIGGERS Seeing their peers use an application that provides a more accurate and favored output.
4.EMOTIONS:BEFORE/AFTER BEFORE -Disappointed and dissatisfied. AFTER -Happy and satisfied.	5.AVAILABLE SOLUTIONS Going to an in-person store to look for more options instead of an online application	6.CUSTOMER CONSTRAINTS Lack of resources, low budget, transportation issue and lack of stores.
7.BEHAVIOUR DIRECTLY RELATED -Find an application that has a wider range of options or check for update in the current application to get better recommendations. INDIRECTLY ASSOCIATED -Customer visits fashion runways and exhibits frequently.	8.CHANNELS OF BEHAVIOUR ONLINE -Do research on what application works the best for their individual need for better satisfaction. OFFLINE -Goes to fashion related events to get a better understanding on fashion so that they don't need to rely on the application much.	9.PROBLEM ROOT CAUSE Customers have to keep updating with the ever growing technology where things get old or outdated easily.
10.YOUR SOLUTION Create an application with a primary goal to provide a better recommendations ie. provide many more datasets as training and testing set to get a more accurate result.		