

## Project Design Phase-I

### Problem – Solution Fit Template

Date	16 October 2022
Team ID	PNT2022TMID43829
Project Name	Smart Fashion Recommender Application
Maximum Marks	2 Marks

## PROBLEM SOLUTION FIT

**Problem-Solution fit canvas 2.0**

Purpose / Vision

<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Define CS, fit into CC</div> <div> <b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right; background-color: #f8d7da; padding: 2px 5px;">CS</span> <p>Customers are those who are looking for fashionable items through internet by smart recommendation .</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <b>6. CUSTOMER CONSTRAINTS</b> <span style="float: right; background-color: #f8d7da; padding: 2px 5px;">CC</span> <p>- Most of the solution available in the internet host a lot of ads limiting its usability</p> <p>- The customer should have a good internet connection to use the application without interruption</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <b>5. AVAILABLE SOLUTIONS</b> <span style="float: right; background-color: #f8d7da; padding: 2px 5px;">AS</span> <p>The user visits the shop and selects the outfit which suits them</p> <p>PROS :- consumer can buy the item by checking its material.</p> <p>CONS :- The user need to travel in the traffic to visit the shop to buy the item and many shops don't provide the required item</p> </div> <div style="writing-mode: vertical-rl; font-weight: bold;">Explore AS, differentiate</div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Focus on J&amp;P, tap into BE, understand RC</div> <div> <b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span style="float: right; background-color: #fff3cd; padding: 2px 5px;">J&amp;P</span> <p>Recommendation system may not be accurate and provide many choices to the user which may confuse the use</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <b>9. PROBLEM ROOT CAUSE</b> <span style="float: right; background-color: #fff3cd; padding: 2px 5px;">RC</span> <p>The person may be busy and might not have time to visit a store to buy quality clothes. So by using our application user can check out products in free time</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <b>7. BEHAVIOUR</b> <span style="float: right; background-color: #fff3cd; padding: 2px 5px;">BE</span> <p>DIRECTLY ASSOCIATED ; The user may be worried about spending time in travelling to buy new fashion items</p> <p>INDIRECTLY ASSOCIATED : Spending a lot of money in shops</p> </div> <div style="writing-mode: vertical-rl; font-weight: bold;">Focus on J&amp;P, tap into BE, understand RC</div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Identify strong TR &amp; EM</div> <div> <b>3. TRIGGERS</b> <span style="float: right; background-color: #d4edda; padding: 2px 5px;">TR</span> <p>people wishes to buy items when their friends buy items from this platform and also get best quality products</p> </div> </div> <div style="margin-top: 10px;"> <b>4. EMOTIONS: BEFORE / AFTER</b> <span style="float: right; background-color: #d4edda; padding: 2px 5px;">EM</span> <p>The customer will be happy after using this application and get best products without travel expense</p> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <b>10. YOUR SOLUTION</b> <span style="float: right; background-color: #d4edda; padding: 2px 5px;">SL</span> <p>The user want to login to several websites to search for their item. Instead of searching on several screens user can directly talk to chatbot regarding the products and also get recommendation based on the information provided by the user</p> </div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> <b>8. CHANNELS of BEHAVIOUR</b> <span style="float: right; background-color: #d4edda; padding: 2px 5px;">CH</span> <p>ONLINE :- The chatbot can give recommendation to the users based on their interest and promote the best deals and offers on the day .</p> <p>OFFLINE :- The product chosen by the customer arrives at his doorsteps</p> </div> <div style="writing-mode: vertical-rl; font-weight: bold;">Extract online &amp; offline CH of BE</div> </div>

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