Ideation Phase Empathize & Discover

Date	19 September 2022
Team ID	PNT2022PMID36267
Project Name	Project –Smart Fashion Recommender
	Application
Maximum Marks	4 Marks

Empathy Map Canvas:

SMART FASHION RECOMMENDER Understanding and Solving customer problems using Empathy Map What do they Take Less Time THINK AND FEEL? Easy to Use major preoccupations worries & aspirations Low Cloths size may differ What do they Cost What do they online shopping is less secure SEE? HEAR? what friends say what boss say Cloths may Damage Lots of

What do they

SAY AND DO?

appearance behavior towards others

Buying Current Trend cloths

GAIN

"wants" / needs measures of success obstacles

Quality

& fit clothes Save

Wear clothes he/ she likes

User Thoughts on Online shopping

PAIN

fears frustrations

Quality will assured only by seller

Appling for exchange or refund frequently

what the market offers

design

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what influencers say