

## CUSTOMER SEGMENT(S)

CS

Buyer, who needs to reduce the navigations in the application while online shopping

## 6. CUSTOMER

L

Network connection, Available devices, Budget.

## 5. AVAILABLE SOLUTIONS

AS

The applications that contains a search option and a bot to generate the recommendation based on the input given by the users

## 2. JOBS-TO-BE-DONE / PROBLEMS

J&amp;P

Purchaser, who needs a convenient shopping of required products, we redesigned a chat bot availability in the applications for better shopping experience.

## 9. PROBLEM ROOT

L

Customer have to do it because they want to explore the products quickly and accurately.

## 7.

L

A chat bot that suggests properly fitting clothing and apparel as well as styles based on factors that include color, color pattern and clothing shapes.

## 3. TRIGGERS

TR

Seeing friends and relatives easily explore the products in online shopping with less time.

## 4. EMOTIONS: BEFORE / AFTER

EM

Before:

Feeling exhausted because of so many navigations and the difficulty to reach the required products

After:

feeling time utilised, better shopping companion and easy to reach the products

## 10. OUR SOLUTION

In this project, we proposed a personalized fashion recommendation system that generates recommendations for the user based on an input given. This project aims at using a chat bot as a user-friendly recommendation.

SL

## 8. CHANNELS of BEHAVIOUR

CH

online

It is easy to access, highly available, visually appealing and can place orders instantly.

offline

It is exhausting and time-consuming and the number of varieties is limited.

