Ideation Phase
Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID51846
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 THINK AND FEEL? what really counts, major preoccupations, worries & aspirations — Take Less Time, Discount Offers, Easy to Use, Doorstep Delivery

What do they HEAR? what friends say, what boss say, what influencers say — Cloths size may differ, online shopping is less secure, Cloths may Damage

What do they SEE? environment, friends, what the market offers — Comparing with other products, Low Cost, Lots of design

What do they SAY AND DO? attitude in public, appearance, behavior towards others — Easy to Return, Wear clothes he/she likes, Buying Current Trend cloths, Easy to Buy & Track

PAIN — fears, frustrations, obstacles — Appling for exchange or refund frequently, Quality will assured only by seller, User Thoughts on Online shopping

GAIN — "wants" / needs, measures of success, obstacles — Keep in Current trend, Quality & fit clothes, Save money and time

Empathy Diagram by :
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