# Problem-Solution fit canvas 2.0

## To create a Smart Fashion reccomender application

**Define CS, fit into CC**

### 1. CUSTOMER SEGMENT(S)  CS
1. FASHION DESIGNER
2. TEENAGER
3. SENIOR-CITIZEN
4. FIRST-TIME MOTHER

### 6. CUSTOMER CONSTRAINTS  CC
1. Spending time
2. Budget
3. No cash
4. climatic changes
5. product reviews by family and friends

### 5. AVAILABLE SOLUTIONS  AS
1. Various cataloges are present for design suggestios
2. Experienced fashion reccomenders are present
3. Boutique suggestions are present but are costly

**Explore AS, differentiate**

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**Focus on J&P, tap into BE, understand RC**

### 2. JOBS-TO-BE-DONE / PROBLEMS  J&P
1. Facing problems to get suggestions for the customers and understand their point of view
2. Unable to choose the best dresses for the occasion as people are not good at fashionable selection
3. Donot know how to choose the criteria to buy products
4. Doesnot have offers

### 9. PROBLEM ROOT CAUSE  RC
1. Due to a raise in online shopping trends during the time of the pandemic people lost their communication skills and the catch for current fashion trends
2. Problem of gaining customers

### 7. BEHAVIOUR  BE
1. Customer approaches and gives the required input details
2. Suggests various requirements according to the suggestion
3. Add user-friendly interface where the customer can interact and find the various fashion suggestions

**Focus on J&P, tap into BE, understand RC**

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**Identify strong TR & EM**

### 3. TRIGGERS  TR
The customer is unable to reach the needs of his customer due to which his business is not getting improved and he wants a solution for this

### 4. EMOTIONS: BEFORE / AFTER  EM
The fashion designer feels less interactive with the customer as he is not updated upto the market he feels insecure and helpless

### 10. YOUR SOLUTION  SL
To overcome the stated problems a smart fashion recommendation system can be proposed so that all the needs of the customer are satisfied along with providing them the platform to communicate and find the best product according to their needs.

### 8. CHANNELS of BEHAVIOUR  CH
**8.1 ONLINE**
1. Checks for various updates online
2. Tries to search various fashion trends
3. Checks for various offers present online
4. Searches for various comments

**8.2 OFFLINE**
1. Checks for discounts in various shops
2. Relative suggestions in various shops at cheap prices
3. Latest trends and various boutiques for dresses will be checked

**Extract online & offline CH of BE**

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