Project Title: Smart Fashion Recommender Application
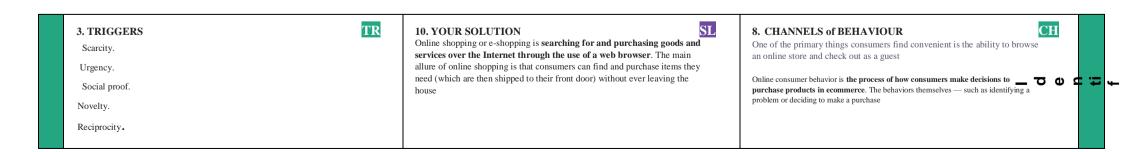
Project Design Phase-I - Solution Fit Template

Team ID: PNT2022TMID41314

Define CS, fit into

1. CUSTOMER SEGMENT(S) `CS`

A man is working in company

6. CUSTOMER CONSTRAINTS `C`

- possible visiting time windows
- the priority, frequency, and minimum space between, visits
- the average visit duration
- the date of the last visit
- favorite visit days

5. AVAILABLE SOLUTIONS `AS`

Improving shopper's interaction through large product images,

detailed instructions and reviews.

Explore AS, diff

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

2. JOBS-TO-BE-DONE / PROBLEMS

A man might hire (buy) a dress to make her look good at a party. She may have other requirements too. She might want to look slim, but not reveal too much skin. She might want a comfortable fit.

If she buys a dress that doesn't meet her requirements, it won't perform the job, which leaves her unfulfilled. In this example, buying the product wasn't sufficient to satisfy her needs.

9. PROBLEM ROOT CAUSE `RC`

Unprofessional, Dated Design.

Having a Poor On-site Search Engine. No data-based product suggestions. Search Autocomplete is not typo tolerant. ...

Bad User Experience.

The Lack of Personalization.

Missing or Unclear Product Information.

7. BEHAVIOUR `BE`

To better understand online shopping behavior, an analytics tool is required. The goal of any business analytic tool is to analyze customer data and extract actionable and commercially relevant information that can be used to increase results or performance.

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

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3. TRIGGERS `TR`

Scarcity.

Urgency.

Social proof.

Novelty.

Reciprocity.

10. YOUR SOLUTION `SL`

Online shopping or e-shopping is **searching for and purchasing goods and services over the Internet through the use of a web browser**. The main allure of online shopping is that consumers can find and purchase items they need (which are then shipped to their front door) without ever leaving the house

8. CHANNELS of BEHAVIOUR `CH`

One of the primary things consumers find convenient is the ability to browse an online store and check out as a guest

Online consumer behavior is **the process of how consumers make decisions to purchase products in ecommerce**. The behaviors themselves — such as identifying a problem or deciding to make a purchase

4. EMOTIONS: BEFORE / AFTER

EM

Harnessing the power of customer emotion can help you to forge deeper customer relationships and develop loyalty. Learn how to include insights on customer emotion in your business processes for a better customer experience.