

Project Designing Phase - I

PROBLEM-SOLUTION FIT

Date	19 September 2022
Team Id	PNT2022TMID36493
Project Name	Smart Fashion Recommender
Maximum Marks	2 Marks

1.Problem Statement:

There can be a million reasons why people don't buy from a website, but statistically speaking, you only need to identify and fix a few of those reasons to get back most of the revenue you're currently missing out on.

*Visuals always provide the first, and often most important impression, either when we see a person for the first time, or visit a website. A negative impression can often deter your customers from making a purchase, even if your store is completely legitimate otherwise. An online store with an appearance that is obviously unprofessional is not inviting to customers. If your design is clearly dated, falls apart, images are missing, buttons are nowhere to be found – customers will be reluctant to engage with your site.

*A good site-search solution should be able to track customer behavior and adapt to it. If on-site behavior is not tracked, the customer will see irrelevant products in their searches, solely based on the provided keywords, not even taking popularity or current discounts into account.

*When there are discounts or other sales going on, the on-site search tool you use should be able to distinguish these items and not only rank them in better positions, but also highlight the fact that there is something special going on – for example with photos, badges or other eye-catching digital merchandising solutions.

2.Solution Description:

Providing a better user, and customer, experience is the key to increasing sales volume and revenue – and most of it boils down to thinking like your customer.

You don't even have to try hard, just look at the statistics of your own site, and the messages and questions you directly receive from customers. With a little effort, you will have a complete picture of their needs, problems, and expectations. The next step is just to act on these insights.

First we need to be an user for our applications because then only we can understand where we need get changes and we can able to solve the problem. First while doing the project we need to survey all the problems in the field. It is either done by team leader or team members along. And we need to know which coding is need o use to develop the application. we should maintain our database securely and server need to be user friendly.

And if there is any problem from customer side we need to get ready for to solve the issue raised by the client and user. And designs for pages should be attractive like customer need to impress by our site. And offers should me cleared and images should be real. And for important positive reviews should be maintained.

3.Scalability of Solution:

Scaling your ecommerce business strategically is the best way to manage high growth and help prevent your business from dealing with a slew of unhappy customers.

In this guide, we've talked a lot about:

- Online marketing strategies — like social media, podcasts, blogging, and SEO — to drive growth and acquire new customers.
- Omnichannel strategies — like selling on Amazon, Etsy, or another online marketplace.
- Email marketing — to assist your sales funnel and enable potential customers to opt-in to your newsletter to grow your email list.

Chances are your business model includes at least one of these growth tactics, and you've started to see its effectiveness. In turn, you're feeling both excitement and growing pains

4.Social Impact:

- Greater use of the Internet The fastest growing demographic segment includes students and youth.
- This segment is the leading user of advanced applications and online technologies.
- According to a survey conducted by the Internet and Mobile Association of India, the number of Internet users in the country was 190 million at the end of June 2013.
- With more and more users on the web through telephony, it was expected that the country reached 243 million in June 2014, representing a growth of 28% over the previous year.
- The growth in the number of Internet users has also led to substantial growth in other digital industries such as e-commerce, mobile commerce, and digital advertising.
- The government of India has made efforts in the education system through the implementation of computer tools and techniques, essential for all educational levels, from primary education to the end of studies.
- Students from urban and rural areas were sensitized by supplying the personal computer, Laptops, tablets or laptops with the use of the Internet and its advantages to improve lifestyle and provide electronic books and e-books.
- Entrepreneurs are also attracted to advanced computer technologies and their usefulness for electronic commerce.
- The development of educational standards at all levels has allowed a great demand for electronic commerce and m-commerce in the market.
- Changes in online shopping habits The online shopping process is constantly being worked on to make it easier, more understandable and easier to use.
- As online offers give some discounts and attractive prices.

5.Bussiness Model:

Key Partners 1.Rajesh kumar 2.Krishna Chaitanya 3.Lokeshwari 4.Surya Iyyappan 5.Karthick 6.Moni Shankari	Key Activities 1.Data handling 2.Issue analyse 3.Data base management 4.Evaluation Key resources 1.Krishna Chaitanya 2.Rajesh Kumar	Value propositions	Customer relationship Customer can drop their ideas in review box or else to info in description Channels Web applicaton Through link	Customer Segments 1.Trending 2.unique 3.Quality 4.Discount 5.Retail 6.Promissible 7.Immediate actions on complaints
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