Ideation Phase
Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID24396
Project Name	SMART FASHION RECOMMENDER APPLICATION
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Reference: https://miro.com/templates/customer-problem-statement/

Example:

LIST OF PROBLEM STATEMENTS

1. In India, E-commerce is growing day by day. It is a tedious task for customers to find the appropriate product from the very wide collection of products. Smart Fashion Recommendation System helps in this case.

2. **Who does the problem affect?**
    - When the customer is unable to find the product of their choice.
    - Unhappy customers who did not get their desired product.
    - The seller who lost a potential sale or even a client in some cases.

3. **What are the boundaries of the problem?**
    - Requires a huge data set to train a reliable system.
    - Customer's data need to be collected, stored and analyzed.
    - Only in-stock items should be recommended.
    - Items should be recommended according to the customer data.

4. **What is the issue?**
    - Customer becomes unsatisfied when recommendation system doesn't give the relevant items.

5. **When does the issue occur?**
    - The desired product will not be recommended if
        1. The user data is insufficient
        2. The product is not available in stock.