Project Design Phase-I
Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID25605
Project Name	Smart Fashion Recommender Application
Maximum Marks	2 Marks

1. CUSTOMER SEGMENT(S) — CS

Age, gender, location, browsing habits, interests, and even the devices we use, say a lot about our shopping habits. They influence what we buy, why we buy, and how often we spend

6. CUSTOMER CONSTRAINTS — CC

- Quality issues
- Delivery and logistics
- Digital payment failures
- Additional charges
- Unclear return and guarantee policies
- Lack of security

5. AVAILABLE SOLUTIONS — AS

▸Generally, the search bar option is available when a customer or user needs to find the desired product.
▸However, occasionally this can lead to the user or customer finding a product that is unrelated to what they were looking for.

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

- Navigating between various screens to make an online purchase. This one is the grumpy one.
- Typically, e-commerce features include searching for a user's product may take more time.

9. PROBLEM ROOT CAUSE — RC

- Making an online purchase while navigating between numerous screens. The grouchy one is this one.
- When a customer visits your e-commerce website, they expect to easily and quickly locate what they're looking for.

7. BEHAVIOUR — BE

- A key priority is convenience.
- Simple access on all devices
- Availability of omnichannel shopping
- Uncomplicated payment
- Quick and dependable shipping

3. TRIGGERS — TR

- Utilize the personal touch
- Encourage loyalty

4. EMOTIONS: BEFORE / AFTER — EM

BEFORE
The search bar option is available when a customer or user needs to find the desired product
AFTER
Chatbot is like talking to a human which may make it easier for people to find the product

10. YOUR SOLUTION — SL

∗ You can directly do your online shopping based on your choice without any search. It can be done by using a chatbot
∗ User recommendations can be made by the chatbot depending on their interests
∗ It may advertise the day's top specials and promotions
∗ If the order is accepted, the chatbot will notify the customer

8. CHANNELS of BEHAVIOUR — CH

ONLINE
. • In order to purchase a specific commodity or service, the customer must first register online at the relevant website.
• A customer adds a good or service to their "shopping cart" when they like it

OFFLINE
Warehouseman collects products specified in an order.