

Ideation Phase

Define the Problem Statements

DATE	22 SEPTEMBER 2022
TEAM ID	PNT2022TMID25605
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.

I am	I'm trying to	But	Because	Which makes me feel
student	formal outfit	collection volume is low	the website can't remember the stock	sad
users	new collections	No returns	size or color was mismatched to website photo	Frustrated
the users	assistant for finding cloths	need suggestion	every one is busy	lonely
The users	new fashion cloths	shop doesn't have new collection	shop doesn't update collection	unhappy
The users	avoid time to travel textile shop	user doesn't have time	traffic	tired

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