**Project Title: Smart fashion cloud application development Project Design Phase-I** - **Solution Fit Template Team ID: PNT2022TMID22148**

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

**AS**

**5. AVAILABLE SOLUTIONS**

* Accessible from anywhere
* Simple to use, safe and secure
* More varieties
* Potential access to global market
* Automated system and resources sharing.

spending power, budget, no cash, network connection, available devices.

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

Customer segmentation, also known as market segmentation, is the practice of dividing consumers into segments that can be focused on. Data, for example, a clients’ socioeconomics, topography, psychographic and behavioural preferences are considered while deciding customer segmentation.

**Explore AS, differentiate**

**Define CS, fit into CC**

i.e

**BE**

**7. BEHAVIOUR**

Increasing customer satisfaction , Building customer loyalty, Improving customer service, Understanding customer needs

**RC**

**9. PROBLEM ROOT CAUSE**.

There are several common problems that customers face today. Topping the list is the lack of authentic information on products and services. complex navigation to specific pages, connection issues with digital payments, is also quite a hassle.

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

### Managing Unavailable products

### Increasing product quality

### Avoiding Long waits

### Enabling Continuous transferring

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

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

**Identify strong TR & EM**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Identify strong TR & EM** | **3. TRIGGERS TR**  The reasons why customer are triggered to purchase online  Free shipping, lower prices, convenience, price comparison, more product options, discounts, search for a certain brand, fast shipping, safety, see reviews, find new brands. | **10. YOUR SOLUTION SL**  Recommender systems help users find items they like. They do so by producing a predictable likeliness score or a list of top recommended items for a given user.  The most successful engagement strategies attempt to meet your customers  where they’re at. Choosing to message through the channels they use most and proactively  reaching out. | 1. **CHANNELS of BEHAVIOUR CH**     1. **ONLINE** What kind of actions do customers take online?   Here there is no human interaction so they usually choose to have a live chat support online.  **OFFLINE**  What kind of actions do customers take ofﬂine?  If there is any issue then the customer directly contacts the salesperson for queries |  |
| **4. EMOTIONS: BEFORE / AFTER EM**  . When the customers faces some problem, they get bad user experience. And this makes them feel   like shopping online is always fake  Same way when they received what they ordered without any issues , they get confidence and will  Purchase Online without any hesitations |