Project Title: Smart Fashion Recommender Application   **Project Design Phase-I** - Solution Fit Template   **Team ID:** PNT2022TMID32325

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   **CS**

Users

Examples: Shoppers like Price-Sensitive Shoppers. Experience Shoppers. Ready-to Purchase Shoppers. Latest Product Shoppers. Research Shoppers.

6. CUSTOMER CONSTRAINTS   **CC**

• Network Issues

• Additional Delivery Charges.

• Payment Failures.

• unclear return and guarantee policy

• Missing or Fake Product Reviews

Explore AS, differentiate

AS

5. AVAILABLE SOLUTIONS

• 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 a customer finding a product that is unrelated to what they were looking for.

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

2. JOBS-TO-BE-DONE / PROBLEMS   **J&P**

• The user will login into the website and go through the products available on the website.

• The user can directly talk to Chatbot regarding the products.

• Get the recommendations based on information provided by the user.

9. PROBLEM ROOT CAUSE   **RC**

• When a customer visits your ecommerce website , they except to easily and quickly locate what they're looking for.

• Making an online purchase while navigating between numerous screens. The grouchy

7. BEHAVIOUR   **BE**

• Finding for the best deals and offers.
• Best and Reliable Products.
• Simple access to all device.
• Uncomplicated payment
• Availability of the omnichannel shopping.

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

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3. TRIGGERS `TR`

• Through advertisements , The users are triggered in fashion.
- Encourage loyalty

4. EMOTIONS: BEFORE / AFTER `EM`

BEFORE :
    The search bar option is available when a customer needs to find the desire product.

AFTER :
    Chatbot is like talking to a human which may make it easier for people to find the product

10. YOUR SOLUTION `SL`

• Implementation of Interactive Chatbots.
• Providing effective Recommendations.
• Instant Notifications regarding the status of the order.
• Providing reliable information of the products and customer reviews.
• 24 x 7 Customer services.

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