

Project Design Phase-I
Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID32325
Project Name	Smart Fashion Recommender Application
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Smart Fashion Recommender Application —Template:

Project Title: Smart Fashion Recommender Application

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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 <ul style="list-style-type: none"> • Network Issues • Additional Delivery Charges. • Payment Failures. • unclear return and guarantee policy • Missing or Fake Product Reviews 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> • 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. 	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Finding for the best deals and offers. • Best and Reliable Products. • Simple access to all device. • Uncomplicated payment • Availability of the omnichannel shopping. 	

3. TRIGGERS TR <ul style="list-style-type: none"> • Through advertisements , The users are triggered in fashion. • Encourage loyalty 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> • 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 : <ul style="list-style-type: none"> • 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 : <ul style="list-style-type: none"> • Warehouseman collects products specified in an order
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		