Ideation Phase
Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID32325
Project Name	Smart Fashion Recommender Application
Maximum Marks	4 Marks

TEAM:

1. Team Leader   : Mohamed Uvais S
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Goals and Objectives:

- The Main Goal is to Create a Recommendation System For Fashion Knowing the User's Point of View.

- Predict and Recommend Items Relevant to User's Interests.

Empathy Map:

Smart Fashion Recommender Application

What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

Will This be the good as the Picture Shown?

Is the Payment process Secure?

Not any platform to sell directly to customers

I can't Decide What to Choose

Is the Platform TrustWorthy?

Which Is Better Online or Offline Shopping?

Product Advertisement

What do they
HEAR?
what friends say
what boss say
what influencers say

Recommends quality products

Atrractive offers and discount

Look for latest fashion apparels

Is the Rating For the Product Good?

User Friendly - UI

Is Customer Good?

What do they
SEE?
environment
friends
what the market offers

What do they
SAY AND DO?
attitude in public
appearance
behavior towards others

Recommends To Friends and Family.

To Give the Desired Products of

Compare Prize and Offers

Keep it Civil and Friendly

PAIN
fears
frustrations
obstacles

Product Exchange

Packaging and marketing is a big concern

Limited Collections

GAIN
"wants" / needs
measures of success
obstacles

better online purchasing

Shop Anytime and Anywhere

Compatible Tech Support