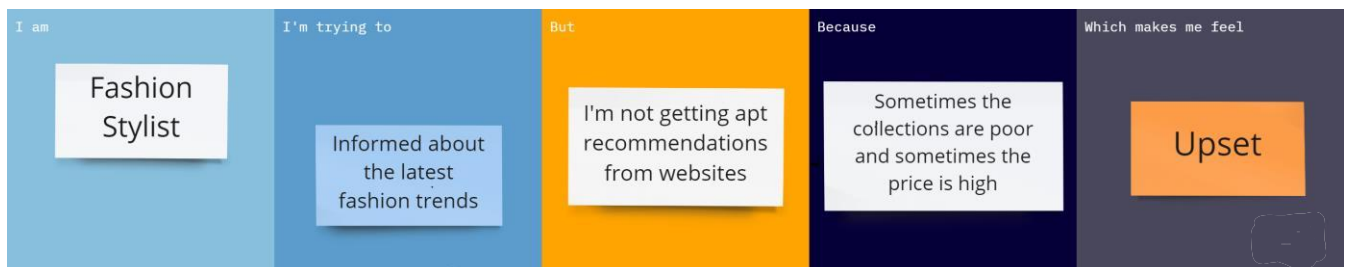


## Ideation Phase

### Define the Problem Statements

Date	29 October 2022
Team ID	PNT2022TMID04912
Project Name	Project – Smart Fashion Recommender Application
Maximum Marks	2 Marks

#### Customer Problem Statements:



<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	Common man	Buy clothes at cheap rate	Buying cheaper clothes at shops near me raises quality issues	At cheaper rate, unrecognized brand products are sold	Disappointed
PS-2	Fashionista	Buy trendy and branded clothes	Availability of desired products is not assured	The clothes are not up to my expectations	Frustrated
PS-3	Celebrity	Buy clothes like normal people	Due to paparazzi, I can't do so	Being a celebrity, people are curious about my personal life	My privacy is invaded
PS-4	Fashion Stylist	Informed about the latest fashion trends	I'm not getting apt recommendations from websites	Sometimes the collections are poor and sometimes the price is high	Upset