

# Project Design Phase-I

## Problem Solution - Fit

Date	7 Oct 2022
Team ID	PNT2022TMID07960
Project Name	SMAR FASHION RECOMMENDER APPLICATION WITH CHATBOT
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 behaviour.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem behaviour 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.

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> <ul style="list-style-type: none"> <li>People who are looking for right product in online</li> <li>Sellers or manufacturers who are selling their products online</li> </ul>	<b>6. CUSTOMER</b> <span>CC</span> <ul style="list-style-type: none"> <li>Inappropriate product recommendation on various site's in online</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <ul style="list-style-type: none"> <li>Daily alerts</li> <li>Finding best watch on preferences and requirements</li> </ul>	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> <ul style="list-style-type: none"> <li>Customer's/Buyer's facing difficulties in finding the suitable product that fits their requirements</li> <li>Difficulty in navigation</li> <li>Time consuming</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> <ul style="list-style-type: none"> <li>Mismatch product recommendation</li> <li>Fake sellers</li> </ul>	<b>7. BEHAVIOUR</b> <span>BE</span> <ul style="list-style-type: none"> <li>When inappropriate is displayed as result the customer get's irritated</li> </ul>	
Focus on J&P, tap into BE, understand RC	<b>3. TRIGGERS</b> <span>TR</span> <ul style="list-style-type: none"> <li>Chatbot that helps in fashion recommendation buying product based on their requirement</li> </ul>	<b>10. YOUR SOLUTION</b> <span>SL</span> <ul style="list-style-type: none"> <li>Daily alerts</li> <li>Displaying relevant products based on customer preferences</li> <li>An alert is sent when there is a match. Product recommendation from seller's. Notification &amp; alerts or sent</li> </ul>	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> <p>ONLINE:</p> <ul style="list-style-type: none"> <li>Matching products based on user requirements</li> <li>Placing order</li> <li>Payment</li> </ul> <p>OFFLINE:</p> <ul style="list-style-type: none"> <li>Product delivery</li> </ul>	Focus on AS, differentiate
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> <p>Before:</p> <ul style="list-style-type: none"> <li>Untrustworthy</li> </ul> <p>After:</p> <ul style="list-style-type: none"> <li>Pleasant mindset</li> <li>Quite relief</li> </ul>			

Identify strong TR & EM

Extract online & offline CH of BE

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

Focus on AS, differentiate

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