

## Project Design Phase-I Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID08681
Project Name	Smart Fashion Recommender
Maximum Marks	2 Marks

### Problem – Solution Fit Template:

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right;">CS</span> <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small> <div style="border: 1px solid black; padding: 10px; text-align: center; margin-top: 20px;">Customers include both adults and kids</div>	<b>6. CUSTOMER CONSTRAINTS</b> <span style="float: right;">CC</span> <small>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</small> <div style="border: 1px solid black; padding: 10px; text-align: center; margin-top: 20px;">Financial and networking connections</div>	<b>5. AVAILABLE SOLUTIONS</b> <span style="float: right;">AS</span> <small>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</small> <div style="border: 1px solid black; padding: 10px; margin-top: 20px;">Online purchasing offers New Collections pros: easy to use Cons: Customer confusion when collections are lost due to ease of usage</div>	Explore AS, differentiate	
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span style="float: right;">J&amp;P</span> <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides.</small> <div style="border: 1px solid black; padding: 10px; text-align: center; margin-top: 20px;">Users struggle to find trendy clothing.</div>	<b>9. PROBLEM ROOT CAUSE</b> <span style="float: right;">RC</span> <small>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</small> <div style="border: 1px solid black; padding: 10px; text-align: center; margin-top: 20px;">Customers must keep up with changing trends to be successful</div>	<b>7. BEHAVIOUR</b> <span style="float: right;">BE</span> <small>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</small> <div style="border: 1px solid black; padding: 10px; text-align: center; margin-top: 20px;">Customers take their time looking for new styles of clothing.</div>		Focus on J&P, tap into BE, understand RC
	<b>3. TRIGGERS</b> <span style="float: right;">TR</span> <small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small> <div style="border: 1px solid black; padding: 10px; text-align: center; margin-top: 20px;">Viewing neighbor's attire</div>	<b>10. YOUR SOLUTION</b> <span style="float: right;">SL</span> <small>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</small> <div style="border: 1px solid black; padding: 10px; text-align: center; margin-top: 20px;">Create a chatbot assistant to help customers shop and provide alerts when new collections are available.</div>	<b>8. CHANNELS of BEHAVIOUR</b> <span style="float: right;">CH</span> <b>8.1 ONLINE</b> <small>What kind of actions do customers take online? Extract online channels from #7</small> <div style="border: 1px solid black; padding: 10px; margin-top: 20px;">ONLINE: Consumers purchase the new clothing.</div> <b>8.2 OFFLINE</b> <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small> <div style="border: 1px solid black; padding: 10px; margin-top: 20px;">OFFLINE: Consumers have a trail on wearing cloths.</div>		
<b>4. EMOTIONS: BEFORE / AFTER</b> <span style="float: right;">EM</span> <small>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</small> <div style="border: 1px solid black; padding: 10px; text-align: center; margin-top: 20px;">Sad and Frustrated versus Confident</div>					
Identify strong TR & EM				Focus on J&P, tap into BE, understand RC	