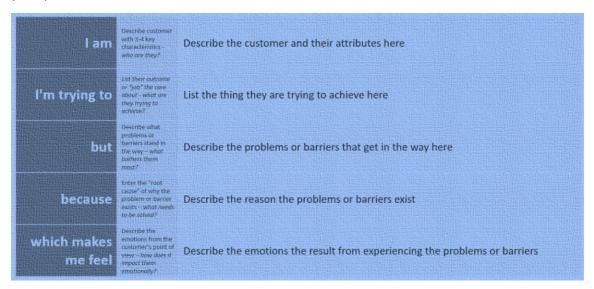
Ideation Phase Define the Problem Statements

Date	29 September 2022		
Team ID	PNT2022TMID08681		
Project Name	Smart Fashion Recommender Application		
Maximum Marks	2 Marks		

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	I am a stude nt	I am trying tobuy a formal dress for college event	l can't find perf ect match	Either the brand or colour doesn't suit	I don't have any choice in choosing right brand.
PS-2	I am a bride	Looking for wedding and reception dress	Could notable to choose right dress	Availabili tyof wide variety of products	Like I'm overthinking regarding how my dress should looks like.
PS-3	I am an Average Man	Buy clothes toattend family function.	could not find dress of my desire	Product price not within the budget	Give up and move forother ecommerce site



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