Project Design Phase-I
Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID50218
Project Name	SMART-FASION-RECOMMENDOR-APPLICATION
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 behavior.
- ❑ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ❑ Increase touch-points with your company by finding the right problem-behavior 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.**

TEMPLATE:

1. CUSTOMER SEGMENT(S) `CS`	6. CUSTOMER CONSTRAINTS `CC`	5. AVAILABLE SOLUTIONS `AS`
• DEALERS • AGENCIES	• Contain fashion products • spending power ,network connection	• Keep record of your conversation and actions, • Give the Company Time to Fix the Problem.

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`	9. PROBLEM ROOT CAUSE `RC`	7. BEHAVIOUR `BE`
• Identify the problem • Analyze the problem • Identify decision criteria • Develop multiple solutions • Choose the optimal solution	• Develop a detailed timeline of events that lead up to a failure, especially for those cases that are one-time occurrences. • When we fix one again the new might will appear.	Customer should use this platform to buy the all fashion items.

3. TRIGGER TO ACT `TR`	10. SOLUTION `SL`	8. CHANNELS of BEHAVIOUR `CH`
• Time • Trust • Value • Belonging • Competition	To create best platform to purchase fashion recommended with the help of chatbot .here we will implement a better collaborative filtering for better accurancy.	• A marketing channel consists of firms that have banded together for their common good. • ; Each channel member plays a specialized role in the channel. Ideally, because the success of individual channel members depends on overall channel success, all channel firms should work together smoothly.

4. EMOTIONAL: BEFORE / AFTER