

Problem-Solution Fit TEAM ID:PNT2022TMID03223

Purpose / Vision To recommend the fashion products in the feasible way

Define CS, fit into CL	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Anyone who uses the internet but does not have time to shop between the ages of 16 to 55</div>	<div>6. CUSTOMER LIMITATIONS<div>EG. BUDGET, DEVICES</div><div>CL</div></div> <div>It does not support version lower than i3 Network speed- minimum speed 512kbps Supported browsers - windows, linux, mac</div>	<div>5. AVAILABLE SOLUTIONS<div>PLUSSES & MINUSES</div><div>AS</div></div> <div>The customer can directly do the online shopping based on their choice without any search. It can be done by using the chatbot. Typically, it will recommend new products to users according to the individual browsing records. Content-Based Filtering (CBF) can attain the specific interest of a user and make recommendations accordingly.</div>	Explore AS, differentiate
	<div>2. PROBLEMS / PAINS + ITS FREQUENCY<div>PR</div></div> <div>The customer easily get bored by searching again and again this may due to the insufficient interaction and recommendation. They also feel worried about the extra delivery charges if it does not meet out their budget</div>	<div>9. PROBLEM ROOT / CAUSE<div>RC</div></div> <div>Searching a product makes the customer frustrated if they don't get their required product. This leads to losing of customer. Customer may not find their suitable product by simply searching. These factors leads to less customer satisfaction. Further lack of interaction and personalization is the main cause for customer un satisfaction. Some other issues like missing or unclear product information. Having a poor onsite search engine leads to showing unrelated products.</div>	<div>7. BEHAVIOR + ITS INTENSITY<div>BE</div></div> <div>Gives the customer feeling like taking to the sale person. we are able to get the details that are required. Better searching. Able to customize the search. Customer will get instant and constant reply from the chat bot. Consistency in answering makes the customer satisfied. Able to order without human touch. we shall provide multilingual hence supporting customers world wide.</div>	
Focus on PR, tap into BE, understand RC	<div>3. TRIGGERS TO ACT<div>TR</div></div> <div>customer can compare the products rate from the previous purchase or from the other websites. They also compare the quality of the products by the purchase made by their friends and family. Customer may expect discounts and coupons</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>We have come up with a new innovative solution through which you can directly do your online shopping based on your choice without any search. Typically, chatbot will recommend new products to users according to the individual browsing records. Instead of having to scroll through a dozen product pages, people only need to answer a few questions and get the perfect recommendation within minutes, if not seconds. Fitting our self with the product available by taking photos Adding Trust signals to the product suggestions. Return or exchange the products through chatbot itself.</div>	<div>8. CHANNELS of BEHAVIOR<div>CH</div></div> <div>ONLINE Online payment Track the order through chatbot Ratings and reviews Adding products to the cart Fitting with the products by taking photos</div> <div>OFFLINE Selling at Manufacturer's Plant Door-to-Door Sales Sales by Opening Own Shops Referring to neighbors</div>	Extract online & offline CH of BE
	<div>4. EMOTIONS<div>BEFORE / AFTER</div><div>EM</div></div> <div>Customer feel so hard and they worry about wasting too much time on searching. They may go through a mixed emotions while interacting with the chatbot. They feels excited about the products recommended and they feel overwhelmed if they got their perfect recommendation.</div>			
Identify strong TR & EM				