

## Ideation Phase

### Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID32347
Project Name	Smart Fashion Recommender System
Maximum Marks	4 Marks

#### Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

# Smart Fashion Recommender System



## Gain

Comfortable way to buy the product

Time Saving

Multiple Payment Option

Fast Delivery

Easy Return Policy

## Pain

Look for the product that doesn't match interest

Old Products

Hard to find the Perfect Size of the Product

Extra Cash for Product Delivery

Damaged Products