**Project Design Phase-1**

**Proposed solution Templates**

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| Date | 02/11/2023 |
| Team Id | NM2023TMID22194 |
| Project Name | How to create landing page in Hubspot |

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| **S.NO** | **PARAMETER** | **DESCRIPTION** |
| **1.** | Problem statement (problem to be solved) | Men seeking actual clothing face challenges with sizing accuracy, limited diversity in designs, and inadequate representation of various body types. The absence of comprehensive guidance complicates the process of building a versatile wardrobe that fits individual preferences and sizes. There is a need for improved inclusivity, diversity, and guidance in the men's clothing market to ensure a more satisfying shopping experience. |
| **2.** | Idea / Solution Description | Create an online platform offering diverse men's clothing sizes and styles. Incorporate accurate sizing tools, virtual fitting rooms, and style guides. Foster a supportive community, provide educational resources, and tailor recommendations to ensure an inclusive, personalized, and convenient shopping experience for men seeking authentic clothing options. |
| **3.** | Novelty /Uniqueness | The uniqueness of "Actual men's clothing" lies in its precise sizing for diverse body types, a wide range of styles, interactive virtual fittings, a community-driven approach, and personalized guidance, creating an inclusive and tailored shopping experience for men. |
| **4.** | Social Impact /customer satisfaction | "Actual men's clothing" promotes body positivity, inclusivity, and community support by offering diverse sizes and styles. It empowers men through education, ensuring a satisfying shopping experience that boosts confidence and mental well-being. |
| **5.** | Business Model (Revenue Model) | The business model for "Actual Men's Clothing" includes revenue streams from e-commerce sales, subscription/membership services, affiliate marketing, advertising, data insights, branded merchandise, partnerships, and licensing. |
| **6.** | Scalability of the solution | The scalability of "Actual Men's Clothing" involves utilizing technology, optimizing the supply chain, expanding globally, fostering community engagement, forming partnerships, and using data insights to accommodate and grow with a larger customer base while maintaining quality and customer satisfaction. |