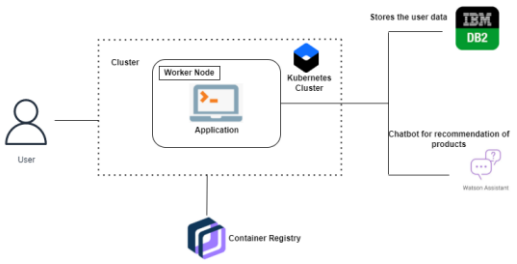
Project Design Phase-I

Proposed Solution

Date	19 September 2022
Team ID	PNT2022TMID02826
Project Name	SMART FASHION RECOMMENDER APPLICATION
Maximum Marks	2 Marks

SMART FASHION RECOMMENDER APPLICATION

S.No.	Parameter	Description
1.	**Problem Statement (Problem to be solved)**	• In E-commerce websites, users need to search for products and navigate across screens to view the product and order product. • A new innovative solution came up through which can directly make online shopping based on the choice of the user without any search. • It can be done by using the chatbot which can be achieved by a smart fashion recommender application.
2.	**Idea / Solution description**	• The smart fashion recommender application leverages the use of a chatbot to interact with the users, gather information about their preferences, and recommend suitable products to the users. • User can be able to mention their preferences by interacting with chatbot. • The user must receive a notification on order confirmation/failure. • The chatbot must gather feedback from the user at the end of order confirmation.
3.	**Novelty / Uniqueness**	• Chatbot asks and learns from user preference which recommends appropriate products to the user without making them search through various filters which reduces time and thus increases sales. • Instead of searching manually a chatbot will help to find the right product effectively, with this feature user can save time and it is an easy process, chat keep sending a notification about new collections.
4.	**Social Impact / Customer Satisfaction**	• Feedback from the user at the end of the session or after placing an order is one of the most important factors in deriving customer satisfaction and providing better services. • The model can recommend products that are more suitable to the customer. • Directly do online shopping based on customer choice without any search.

		• It can also save a lot of time.
5.	**Business Model (Revenue Model)**	• Due to market dynamics and customer preferences, there is a large vocabulary of distinct fashion products, as well as high turnover. • This leads to sparse purchase data, which challenges the usage of traditional recommender systems. • Better experience and Feasibility. 
6.	**Scalability of the Solution**	• The solution can be made scalable by using micro service architecture provided that each server is responsible for certain functionality of the application. • Storing user preferences along with the product in the browser cookie will enable it to provide a response instantly and allows for fetching related products. • The scalability can be increased by increasing the number of products and also the accuracy of the product suggestions.