**Project Title: SMART FASHION RECOMMENDER Project Design Phase-I** - **Solution Fit Template Team ID:** PNT2022TMID14860

**Focus on J&P, tap into BE, understand RC**

**Explore AS, differentiate**

**Deﬁne CS, ﬁt into CC**

THE ONLY SOLUTION AVAILABLE TO THE CUSTOMER IS ONLINE SHOPPING THROUGH WEBSITE. BUT THEST CAN BE TEDIOUS AND MORE TIME CONSUMING

**AS**

**5. AVAILABLE SOLUTIONS**

1. PERSONALISATION GARMENT FITMAY BE AN ISSUE
2. PRECISE AND DETAILED INFO OF A GARMENT CANNOT BE PROVIDED
3. FIT PREDICTION IS TOUGH FOR NEW USERS

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

1. MORDERN DAY ADULTS
2. TEENAGERS
3. PEOPLE WHO NEED ASSISTANCE IN TRENDY AND FASHIONABLE CLOTHS

**Explore AS, differentiate**

**Define CS, fit into CC**

1. IN CASE OF CHATBOTS THE TASKS ARE MADE EASIER AND THE CUSTOMER CAN INTERACT WITH THE CHATBOT AND HE CAN GET WIDE VARITY OF INFORMATION
2. THE BOT ALSO GIVE SUGGESTIONS AND QUALITY DETAILS AND MAKE THE CUSTOMER CLEAR ABOUT WHAT HE IS VIEWING

**BE**

**7. BEHAVIOUR**

**RC**

**9. PROBLEM ROOT CAUSE**

1. EVOLUTION IN FASHION INDUSTRY
2. 24/7 CUSTOMER SERVICE
3. COVID KIND OF PANDEMIC SITUATION

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

**Focus on J&P, tap into BE, understand RC**

**Focus on J&P, tap into BE, understand RC**

* SENTIMENT ANALYSIS
* MULTILINGUAL AI
* Tracking your orders more accurately
* Auto correction
* Suggestions based on previous searches
* Rich media messaging format

**Identify strong TR & EM**

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| **Identify strong TR & EM** | **3. TRIGGERS TR**   * The rapid progress of computer vision, machine learning, and artificial intelligence combined with the current growing urge for online shopping systems opened an excellent opportunity for the fashion industry. * Virtual try-on and fashion synthesis systems are the solutions to this problem, preventing customers from buying unsuitable and unexpected items, making sure to provide the customers with an enjoyable experience. Moreover, they can decrease the refunding rate of online stores. | **10. YOUR SOLUTION SL**   * Smart Fashion Recommender is an e-commerce website project that we developed . * The backend was written by Flask (Python) and the frontend used Bootstrap. * In addition to an easy-to-use and robust web interface, we also integrated some AI technologies to make the project unique. * For example, there is a recommendation system to provide useful feedback on what a user might potentially want to buy, based on their previous choices. A chatbot is also available to provide a sense of personalized shopping and seamless service. I plan to implement even more interesting features as future work. Scalable and adaptive, this website can be used by a wide range of e-commerce businesses | 1. **CHANNELS of BEHAVIOUR CH**     1. **ONLINE**  * **THE BOT DOES ALL THE TASKS IN THE ONLINE MODE** * **ALL THE SUGGESTIONS AND THISGS CAN BE VIEWD AND ANALYSED BY BOT**   1. **OFFLINE** * **ONLY THE PREVIOUS AND ALREADY STORED DATA CAN BE RETRIEVED** * **NEW UPDATES CAN’T BE VIEWED** |  |
| **4. EMOTIONS: BEFORE / AFTER EM**  **Identify strong TR & EM**   1. Online fashion shopping is at the [biggest trend](https://thenextscoop.com/ecommerce-trends-2018/) and people throw themselves in this benefited store. In the fashion industry, business insiders get more excited when they have useful tools that make their selling or their business operations more lenient and generate profit for them. 2. Bots never get tired, call in sick or have bad days that can rub off onto customers and tarnish brand image. On top of that, they are not susceptible to human error that can cost your businesses revenue and loyal customers. 3. Other advantages:-    * 1. **Enhanced customer experience**      2. **Task automation**      3. **Reduction in support cost** |