**Project Design Phase-I**

**Proposed Solution Template**

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| Date | 19 September 2022 |
| Team ID | PNT2022TMID14860 |
| Project Name | Project - Smart Fashion Recommender Application |
| Maximum Marks | 2 Marks |

**Proposed Solution Template:**

Project team shall fill the following information in proposed solution template.

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| **S.No.** | **Parameter** | **Description** |
|  | Problem Statement (Problem to be solved) | 1. 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. 2. As a result, many studies worldwide are dedicated to modern fashion related applications such as virtual try-on and fashion synthesis. Fitting rooms are the heart of customary in-store apparel shopping, where the customers make the final decision about the purchase. 3. 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. |
|  | Idea / Solution description | 1. Smart Fashion Recommender is an e-commerce website project that we developed . 2. The backend was written by Flask (Python) and the frontend used Bootstrap. 3. In addition to an easy-to-use and robust web interface, we also integrated some AI technologies to make the project unique. |
|  | Novelty / Uniqueness | 1. SENTIMENT ANALYSIS 2. MULTILINGUAL AI 3. Tracking your orders more accurately 4. Auto correction 5. Suggestions based on previous searches 6. Rich media messaging format 7. Standard UI & UX 8. Voice assistant 9. GDPR settings must be easy to handle |
|  | Social Impact / Customer Satisfaction | 1. Chatbots are emerging as an increasingly important area for the HCI community, as they provide a novel means for users to interact with service providers. Due to their conversational character, chatbots are potentially effective tools for engaging with customers, and are often developed with commercial interests at the core. 2. chatbots also represent opportunities for positive social impact. Chatbots can make needed services more accessible, available, and affordable. 3. They can strengthen users' autonomy, competence, and (possibly counter-intuitively) social relatedness. |
|  | Business Model (Revenue Model) | * Chatbot picks what they need and shows them related products that will help consumers to select more and more. Besides this, chatbot tells “what they want to know about the product”. * All the queries even colors, size, other matching stuff, and till the price, the chatbot helps and suggests them in all stages without wasting a single minute. This is how the chatbot works for the online fashion industry to make it better and then better. * 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. |
|  | Scalability of the Solution | 1. Fashion chatbot as a personal assistant and stylist  2. Fast and relevant recommendations of fashion products  3. Smooth checkout experience no need to fill long forms  4. Round the clock virtual assistant for your fashion store  5. Luxury experience of your fashion store via chatbot |