


Project Design Phase-I

Problem Solution Fit & Solution Architecture

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Team ID	PNT2022TMID01930
Project Name	Project – Smart Fashion Recommender Application

Problem Solution Fit Document

1 Customer Segment(s)  CS Retailers (merchant) & person who sells and buy products online.	6 Customer Limitations <small>EG, Budget, Device</small> CL Collaborative filtering is unable to discover the latent association between synonyms, so it will treat these products differently.	5 Available Solutions <small>Pros & Cons</small> AS PROS Easy recommendations make less searches and some times end up good deals Speed up the process of decision and purchase based on the previous statistics <hr/> CONS If the system recommends products with bias, then customer will be landing into wrong deals Chances are that some websites may suggest products wrongly based on analysis of little information gathered
2 Problems \ Pains <small>It's Frequency</small> PR Lack of data Unforeseeable items Privacy concerns Changing user preference	9 Problem Root \ Cause RC Some offer up too many 'lowest common denominator' recommendations, some don't support The Long Tail enough and just recommend obvious items, outliers can be a problem	7 Behaviour <small>It's Intensity</small> BE Algorithm also includes a way of providing implicit ratings considering the users' movements after receiving recommendations, aimed at measuring the users' interest for the recommended items. Conducted experiments measure the effectiveness and the efficiency of our recommender algorithm, as well as the impact of implicit ratings.
3 Trigger to act TR Social proof. Usage. Ads Scarcity. <hr/> 4 Emotions EM Before Disappointed, Disgruntled, Frustrated After Gratitude, Fulfilled	10 Your Solution SL Combine content based and collaborative technique Propose a hybrid algorithm Giving border exposure to many product Propose dimensionally reduction technique	8 Channels of Behaviour CH Online software that analyzes available data to make suggestions for something that a website user might be interested in <hr/> Offline data is used to estimate how a user might have reacted to a different set of recommendations placed in front of them at a certain point in time, by using the knowledge of what they really did react to later.

Solution Architecture

