










Project Design Phase-I
Proposed Solution

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| Date | 19 September 2022 |
| Team ID | PNT2022TMID23050 |
| Project Name | Project – Smart fashion Recommender |
| Maximum Marks | 2 Marks |

| S.No. | Parameter | Description |
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| 1. | Problem Statement (Problem to be solved) | Searching a product makes the customer frustrated if they don't get their required product. This leads to losing of customer. customer may not find their suitable product by simply searching. These factors leadsto less customer satisfaction. Further lack of interaction and personalization is the main cause for customer unsatisfaction. Some other issues like missing or unclear product information. Having a poor onsite search engine leads to showing unrelated products. |
| 2. | Idea / Solution description | We have come up with a new innovative solution through which you can directly do your online shopping based on your choice without any search. It can be done by using the chatbot. Typically , it will recommend new projects to users according to the individual browsing records. Content-Based Filtering (CBF)can attain the specific interest of a user and make recommendations accordingly. |
| 3. | Novelty / Uniqueness | Provides a valuable explanation, which motivates users to make decisions .allow users to discover new interests despite the absence of content in the user's profile. The CBF technique examines the features of a recommended item by classifying users' (or consumers') and products' profile data based on the products' features .Typically, it will recommend new projects to users according to the individual browsing records. It enables human knowledge and human emotions on garment design to be extracted, formalized, updated and applied to recommendations. As this system will be implemented by the e-shopping platforms of fashion brand companies, the proposed feedback mechanism can be largely adapted to the big data |

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| | | environment (various connected consumers with time-varying purchasing behaviours and various innovative products) |
| 4. | Social Impact / Customer Satisfaction | Gives the customer feeling like talking to the salesperson. We are able to get the details that are required. Better searching. Able to customize the search. Customer will get instant and constant reply from the chatbot. Consistency in answering makes the customer satisfied. Able to order without human touch. We shall provide multilingual hence supporting customers worldwide. |
| 5. | Scalability of the Solution | The best part of chatbot is their ability to help businesses grow and scale with ease, especially when web traffic volume increases. With chatbot we can handle multiple and complex queries. Chatbot can be molded to specialize in a specific domain making it more scalable. |
| 6. | Business Model (Revenue Model) | The proposed business model is given below |

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| <div>Key Partners</div> <div></div> <div><ul style="list-style-type: none">. Artisans. Weavers. manufacturers. Retailers. builder. Vendors. Investors. Capital owner. Content writer. Bank. Raw Material. Fabric Dealer. Contractors. Tie ups with local brand</div> | <div><div>Key Activities</div><div></div><div><ul style="list-style-type: none">. Insure quality of the garments. Comfortable fit. Weaving by hand with the blend of embroidery. Westen silhouettes. Observe environment friendly</div></div> <div><div>Key Resources</div><div></div><div><ul style="list-style-type: none">. Capital. Workers. electricity bills. Threads. Sourcing of fabric</div></div> | <div><div>Value Proposition</div><div></div><div><ul style="list-style-type: none">. Comfort. Accesible. Richness. Bring confident. Affordab;e. Special seasonal offers. Peaceful. Minimal. Indian touvh. western cuts. Weaving choices. Specially designed clothes for physically disabled and elder community</div></div> | <div><div>Customer Relationships</div><div></div><div><ul style="list-style-type: none">. Pro Active communication. Responsiveness to issues. Loyalty. consider customer feedback. Assure good quality product</div></div> <div><div>Channels</div><div></div><div><ul style="list-style-type: none">. Situated in DLF emporio. Banners, Hoardins, Pamphlets. Social media Ads (tv, radio, instagram, twitter)</div></div> | <div><div>Customer Segments</div><div></div><div><ul style="list-style-type: none">. Middle class. Working men and women. modern wearer. young youth. local community. Delhites. denim Lovers. Designers. College students</div></div> | |
| <div><div>Cost Structure</div><div><ul style="list-style-type: none">. Artisans cost. Manufacturer cost. Raw material. Capital and furniture depriciation. building cost</div></div> | | <div><div>Fabric buying cost</div><div></div><div><ul style="list-style-type: none">. Advertisement. Bank loan @ interest. Employees. Wastage</div></div> | | | <div><div>Revenue Streams</div><div></div><div><ul style="list-style-type: none">. Target on jeans and jersey fabric. Promoting indian weavers with their beautiful skills. comfoartable and affordable clothes</div></div> |