

DATE:	03/10/2022
TEAM ID:	PNT2022TMID39615
PROJECT TITLE:	SMART FASHION RECOMMENDATION SYSTEM

PROBLEM-SOLUTION FIT

Define CS, fit into C

1. CUSTOMER SEGMENT(S)

- Demographic segmentation
- Technographic segmentation
- Geographic segmentation
- Behavioral segmentation
- Needs-based segmentation

6. CUSTOMER

With the rapid rising of living standard, people gradually developed higher shopping enthusiasm and increasing demand for garment. Nowadays, an increasing number of people pursue fashion.

- Customer should aware of updated application for recommendation.
- Smart devices with active Internet Connection.
- Customer should have installed application

5. AVAILABLE SOLUTIONS

- The system does a great job in inculcating a fashion sense among the users and can provide the best recommendations based on the user's wardrobe.
- Since the system is implemented as a website, it is very easy for the end users to access as well as use.
- The scope of this system can be expanded by including the ability to detect the various design and patterns on clothing, and to increase the number of occasions.

Explore AS, differentiate

I d e n t i f

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

- Lack of Data. Maybe the biggest problem facing recommender systems is that they need a lot of data to effectively make suggestions.
- Changing Data.
- Changing User Preferences.
- Unforeseeable Items.
- This Stuff is Complex.

9. PROBLEM ROOT CAUSE

- Recommending items to users in case there is very little data available related to the user or item.
- If you do not have high-quality data, or cannot crunch and analyze it properly, you will not be able to make the most of the recommender application.

7. BEHAVIOUR

- Managing the User-Based Collaborative Filtering Model and making remarks.
- Many shopping websites have no website policies at all or have unclear and confusing user, return and refund policy.
- One of the biggest challenges faced is security breaches.
- Missing or Unclear Product Informations.

3. TRIGGERS

Recommendation systems have been proposed in many domains, but have received limited attention in the area of End-User Development (EUD). We propose a novel approach for formulating recommendations in this area, based on deconstructing trigger-action rules into sequences of elements and the links between them.

4. EMOTIONS: BEFORE / AFTER

Before: Customers have individual knowledge and emotional feature.

After: Customer feel smart through the knowledge representation of the recommender application

10. YOUR SOLUTION

Using a mobile phone App, people can easily take of photo of the appealing clothes they saw on magazine, web page or even street, then get the recommended clothing with similar fashion and style in seconds. People can even directly link to the online shopping website to purchase if they like it. When people find a clothes they like but don't know where to buy it or how to find more similar clothing, the Clothing Fashion Style Recommendation System provides a convenient way to help find that. What's more, designed under the concept of Model-View-Presenter, the Clothing Fashion Style Recommendation System provides a highly flexible and extensible framework. Also, if we want to significant improve the system in the future, we can let people who good at programming and aesthetic designing work on improve the view. Thus, this is a well-designed framework for long term maintaining and upgrading.

8. CHANNELS OF BEHAVIOUR

ONLINE

Through Advertising in social medias, news platforms makes customer to know and recognize the effectiveness of recommending system and their instant and secure features.

OFFLINE

Words of mouth among customers.