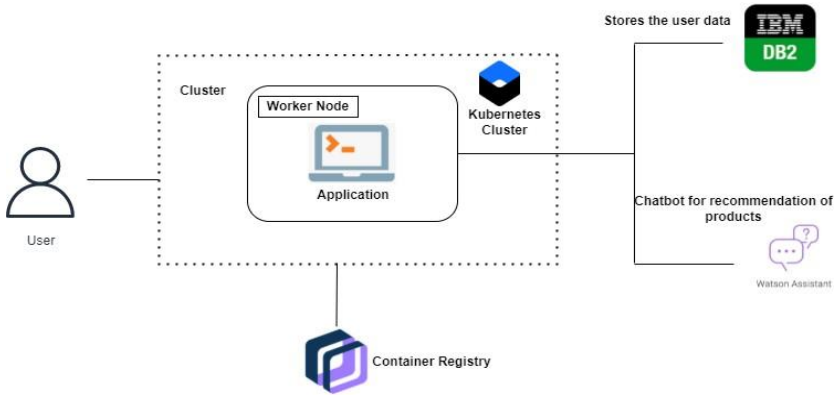
PROJECT DESIGN PHASE - I

PROPOSED SOLUTION

Date	22 October 2022
Team ID	PNT2022TMID11984
Project Name	Smart Fashion Recommender Application
Maximum Marks	2 Marks

SMART FASHION RECOMMENDER APPLICATION		
S.NO.	**PARAMETER**	**DESCRIPTION**
1.	**Problem Statement**	• *In E-commerce websites, users need to search for products and navigate across screens to view the product and order product.* • *A new innovative solution came up through which can directly make online shopping based on the choice of the user without any search.* • *It can be done by using the chatbot which can be achieved by a smart fashion recommender application.*
2.	**Idea / Solution description**	• *The smart fashion recommender application leverages the use of a chatbot to interact with the users, gather information about their preferences, and recommend suitable products to the users.* • *User can be able to mention their preferences by interacting with chatbot.* • *The user must receive a notification on order confirmation/failure.* • *The chatbot must gather feedback from the user at the end of order confirmation.*
3.	**Novelty / Uniqueness**	• *Chatbot asks and learns from user preference which recommends appropriate products to the user without making them search through various filters which reduces time and thus increases sales.* • *Instead of searching manually a chatbot will help to find the right product effectively, with this feature user can save time and it is an easy process, chat keep sending a notification about new collections.*

4.	**Social Impact / Customer Satisfaction**	• *Feedback from the user at the end of the session or after placing an order is one of the most important factors in deriving customer satisfaction and providing better services.* • *The model can recommend products that are more suitable to the customer.* • *Directly do online shopping based on customer choice without any search.* • *It can also save a lot of time.*
5.	**Business Model**	• *Due to market dynamics and customer preferences, there is a large vocabulary of distinct fashion products, as well as high turnover.* • *This leads to sparse purchase data, which challenges the usage of traditional recommender systems.* • *Better experience and Feasibility.* 
6.	**Scalability of the Solution**	• *The solution can be made scalable by using micro service architecture provided that each server is responsible for certain functionality of the application.* • *Storing user preferences along with the product in the browser cookie will enable it to provide a response instantly and allows for fetching related products.* • *The scalability can be increased by increasing the number of products and also the accuracy of the product suggestions.*