**Project Design Phase-I**

**Proposed Solution Template**

|  |  |
| --- | --- |
| Date | 19 September 2022 |
| Team ID | PNT2022TMID02318 |
| 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.

|  |  |  |
| --- | --- | --- |
| **S.No.** | **Parameter** | **Description** |
|  | Problem Statement (Problem to be solved) | As our lives are very busy these days, we often feel we need more than 24 hrs. a day to cope up with everything we have in our schedule. It takes a lot of time to select and decide the best products for us. Therefore people today are looking for an easy and comfortable way to buy products. |
|  | Idea / Solution description | In E-commerce websites, users need to search for products and navigate across screens to view the product, add them to the cart, and order products. The smart fashion recommender application leverages the use of a chat bot to interact with the users, gather information about their preferences, and recommend suitable products to the users.  Our project saves time when compared to other shopping websites since other websites. |
|  | Novelty / Uniqueness | In our project the product shown are based on the cookies and personalized recommendations based on their browsing history. Also the recommendations are based on user’s input with the chat box. So there is less chance that the user gets a product recommendation outside of their taste. So this separates our product from other websites. |
|  | Social Impact / Customer Satisfaction | As the customers get the recommendations of their taste there is a high possibility of increasing of sales, so there is high chance that the customer will recommend our product to others. Our traffic and revenue will increase as the number of customer increase. So this is a win-win situation for both customers and us. |
|  | Business Model (Revenue Model) | Charging annual subscription fees for fast delivery and higher discounts. Commission for selling of products from sellers. Revenue from ads. |
|  | Scalability of the Solution | This application is totally constructed using  a scalable architecture. Therefore, this  application can be expanded to meet any  amount of traffic, making the user  experience seamless regardless of the  increase in demand. This application is  totally hosted in the cloud, so when demand  increases, the configurations and processing  power can be changed to give users a  seamless experience. |