S.No	Parameter	Description
1	Problem Statement(problem to be solved)	In shopping apps, navigating to the desired product is very difficult and no proper assistance is provided. Customers find it difficult and face problems like, 1. No live chat facilities 2. Language problem while interacting with bot 3. Out of stock 4. Payment failure 5. No proper guidance
2	Idea Description	Getting a different product via live chat. Native language is enabled to chat with bot by one ' s native vernacular. Linking the customer with retailers directly to communicate Payment failures (OTP & password) can be explained in detail!
3	Novelty / Uniqueness	We have a chatbot that assists user in finding the finest fashion item for the personal style
4	Customer Satisfaction/social impact	Help the customer to navigate products.Alert for suspicious activity on users data.
5	Business model	Creating a chain between retailers for stock details,stock availability. Price drop catalogue of items in cart to boost the sales and to grab the customers attention.
6	Scalability of the Solution	Reliable items with excellent chatbot.