IDEATION PHASE

EMPATHIZE & DISCOVER

DATE	20 September 2022
TEAM ID	PNT2022TMID22341
PROJECT NAME	SMART FASHION RECOMMENDER APPLICATION
MAXIMUM MARKS	4 Marks

PROJECT DESCRIPTION:

An effective recommendation system is a crucial tool for successfully conducting an e-commerce business. Fashion recommendation systems (FRSs) generally provide specific recommendations to the consumer based on their browsing and previous purchase history.

EMPATHY MAP CANVAS:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes. It is a useful tool to helps teams better understand their users. Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

EMPATHY MAP FOR SMART FASHION RECOMMENDER APPLICATION