

Project Design Phase-I Proposed Solution Template

Date	19 September 2022
Team ID	PNT2022TMID23026
Project Name	Project – Smart Fashion Recommender Application.
Maximum Marks	2 Marks

Proposed Solution Template:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	In recent years, the textile and fashion industries have witnessed an enormous amount of growth in fast fashion. On e-commerce platforms, where numerous choices are available, an efficient recommendation system is required to sort, order, and efficiently convey relevant product content or information to users.
2.	Idea / Solution description	Fashion recommendation systems (FRSs) have attracted a huge amount of attention from fast fashion retailers as they provide a personalized shopping experience to consumers. With the technological advancements, this branch of artificial intelligence exhibits a tremendous amount of potential in image processing, parsing, classification, and segmentation.
3.	Novelty / Uniqueness	<ul style="list-style-type: none"> According to different studies, e-commerce retailers, such as Amazon, Flipkart, and Meesho, and Social Media, such as Snapchat, Instagram, Facebook, are now regarded as the most popular media for fashion advice and recommendations. Research on textual content, such as posts and comments, emotion and information diffusion, and images has attracted the attention of modern-day researchers, as it can help to predict fashion trends and facilitate the development of effective recommendation systems.
4.	Social Impact / Customer Satisfaction	<ul style="list-style-type: none"> Improved Conversation in the chatbot.

		<ul style="list-style-type: none"> • Guaranteed satisfaction for the user, since it gives the suggestion according to their needs. • It shows the images of the results to satisfy the user. • Comparison on other products to show the difference on different products.
5.	Business Model (Revenue Model)	<ul style="list-style-type: none"> • This application can be very useful for the E-commerce websites like Amazon, FlipKart, Mynthra etc... to suggests the best products on their websites. • This application is just not only for the E-commerce websites and also for the people who don't buy products in online shopping websites, in which it can suggest the appropriate culture of dress for their according need of the festivals or any other occasions.
6.	Scalability of the Solution	<ul style="list-style-type: none"> • Improved recommendation on the user's needs. • Chatbot interactions are also get improved in this application to know the exact idea of the user. • Fashion advisor is collecting the information from the user and then feed the required details to the user on their need. • Likely, more Indian cultural festivals and all the other occasions are predefined loaded into the application to understand their culture for the suggestions.