Ideation Phase
Empathize & Discover
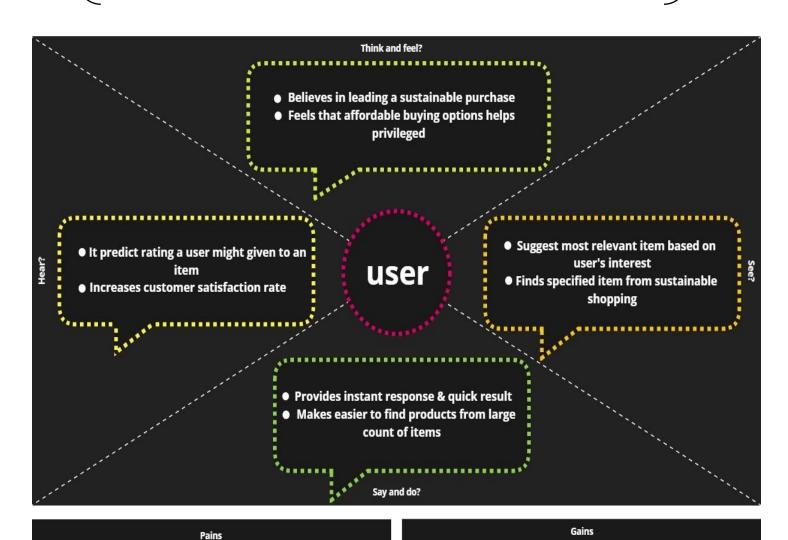
Date	19 September 2022
Team ID	PNT2022TMID46176
Project Name	Project – Smart Fashion Recommender Application
Maximum Marks	4 Marks

Goals and Objectives

- Recommendation system is to suggest relevant items to the user.

- To predict user's interest and recommend relevant items that quietly likely interesting for them.

Think and feel?
- Believes in leading a sustainable purchase
- Feels that affordable buying options helps privileged

Hear?
- It predict rating a user might given to an item
- Increases customer satisfaction rate

user

See?
- Suggest most relevant item based on user's interest
- Finds specified item from sustainable shopping

Say and do?
- Provides instant response & quick result
- Makes easier to find products from large count of items

Pains
- Lack of data
- Unforeseeable items
- Changing user preference
- Privacy concerns

Gains
- Drive traffic
- Control merchandising
- Reduce overload
- Reduce workload