Project Design Phase-I
Proposed Solution

Date	19 September 2022
Team ID	PNT2022TMID20574
Project Name	SMART FASHION RECOMMENDER APPLICATION
Maximum Marks	2 Marks

Proposed Solution:

S.No.	Parameter	Description
1.	**Problem Statement (Problem to be solved)**	• Lack of interaction between application and user • User must navigate across multiple pages to select the correct product • Product selection confusion • Lack of sales • Complex User Interface
2.	**Idea / Solution description**	Using the Smart fashion recommender app: • Enhance customer interactions, interactivity, and services. • Product recommendations that are effective. • Recommendation via chat-bot on a single page • Instantly collect feedback. • Reduce the possibility of human error • Proper application access guidance.
3.	**Novelty / Uniqueness**	The chat-bot asks questions and learns from the user's preferences to recommend appropriate products to the user without forcing them to search through multiple filters. Reduces the time spent selecting the right product, resulting in increased sales.
4.	**Social Impact / Customer Satisfaction**	One of the most important factors in determining customer satisfaction and providing better services is feedback from the user at the end of the session or after placing an order.
5.	**Business Model (Revenue Model)**	The application can be developed at a low cost while providing high performance and an interactive user interface.
6.	**Scalability of the Solution**	The solution can be made scalable by employing a micro service architecture, with each server responsible for a specific function of the application. Storing user preferences as well as product information in browser cookies allows for instant response and retrieval of related products.