IDEATION PHASE

EMPATHIZE & DISCOVER

DATE	19 October 2022
TEAM ID	PNT2022TMID44592
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:

EMPATHY MAP FOR SMART FASHION RECOMMENDER APPLICATION