Project Design Phase-I Proposed Solution

|  |  |
| --- | --- |
| Team ID | PNT2022TMID50137 |
| Project Name | Smart Fashion Recommender Application |

**Proposed Solution Template:**

|  |  |  |
| --- | --- | --- |
| **S.No.** | **Parameter** | **Description** |
| 1. | Problem Statement | How can we make online fashion shopping even smarter ?  Eventhough online shopping is convenient , the main problem is that a shopping cart cannot say “This dress looks like it was made especially for you ,mam” or “ May I suggest a top that  perfectly matches with the pant ?” |
| 2. | Idea / Solution description | * **Chatbot** helps the customer in selecting an Outfit * Customer can easily ask for what they want and it filters the various collection to suggest the products fitting their style. * The Bot will assist the customers till   the purchase is done. |
| 3. | Novelty / Uniqueness | * With the help of IBM Cloud Object Storage, we are going to store and manage large amount of data which is highly scalable and secure. * Give recommendation based on customer interest. * The chatbot indeed keeps you engaged   and perfectly fits the designer’s goal of “Going directly to the consumer”. |
| 4. | Social Impact / Customer Satisfaction | * Fashion recommending chatbots , the automated and smart contextual messaging system act as a personal stylists. * Integrated customer Feedback collecting system. * Advertise best deals and offers on that   day. |

|  |  |  |
| --- | --- | --- |
| 5. | Business Model (Revenue Model) | * Simple and easy UI to enable end-user for seamless and smart purchase experience. * Get many inputs such as: Gender, Age, Dress size, Dress category, Color preference, Price filter etc.. for better recommendation. * Easy monitoring of customers,   products as well as feedback database in dedicated Admin dashboard. |
| 6. | Scalability of the Solution | * Large and Varied collection of fashion apparels in database for more personalised search results. * Cloud integration of Chatbot for quick and efficient recommendation system. * Chatbots may be seen as a user interface for fashion applications by providing recommendations,exploring and searching huge catalogues , complementing virtual fitting room features and delivering customer   services. |