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# ***SMART FASHION RECOMMENDER APPLICATION***

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## **PROPOSED SOLUTION DOCUMENT**

### **INTRODUCTION :**

\*Recommender system With an increase in the standard of living, peoples' attention gradually moved towards fashion that is concerned to be a popular aesthetic expression. Humans are inevitably drawn towards something that is visually more attractive. This tendency of humans has led to the development of the fashion industry over the course of time. However, given too many options of garments on the e-commerce websites, has presented new

challenges to the customers in identifying their correct outfit. The goal of a recommender system is to provide personalized suggestions to users, based on large volumes of historical Feedback, by uncovering hidden dimensions that describe the Preferences of users and the properties of the items they consume.

\*Traditionally, this means training predictive algorithms that can identify (or rank) items that are likely to be clicked On, purchased (or co-purchased), or given a high rating. In domains like fashion, this can be particularly challenging for a number of reasons: the vocabulary of items is long-tailed and new items are continually being introduced (cold-start); users' preferences

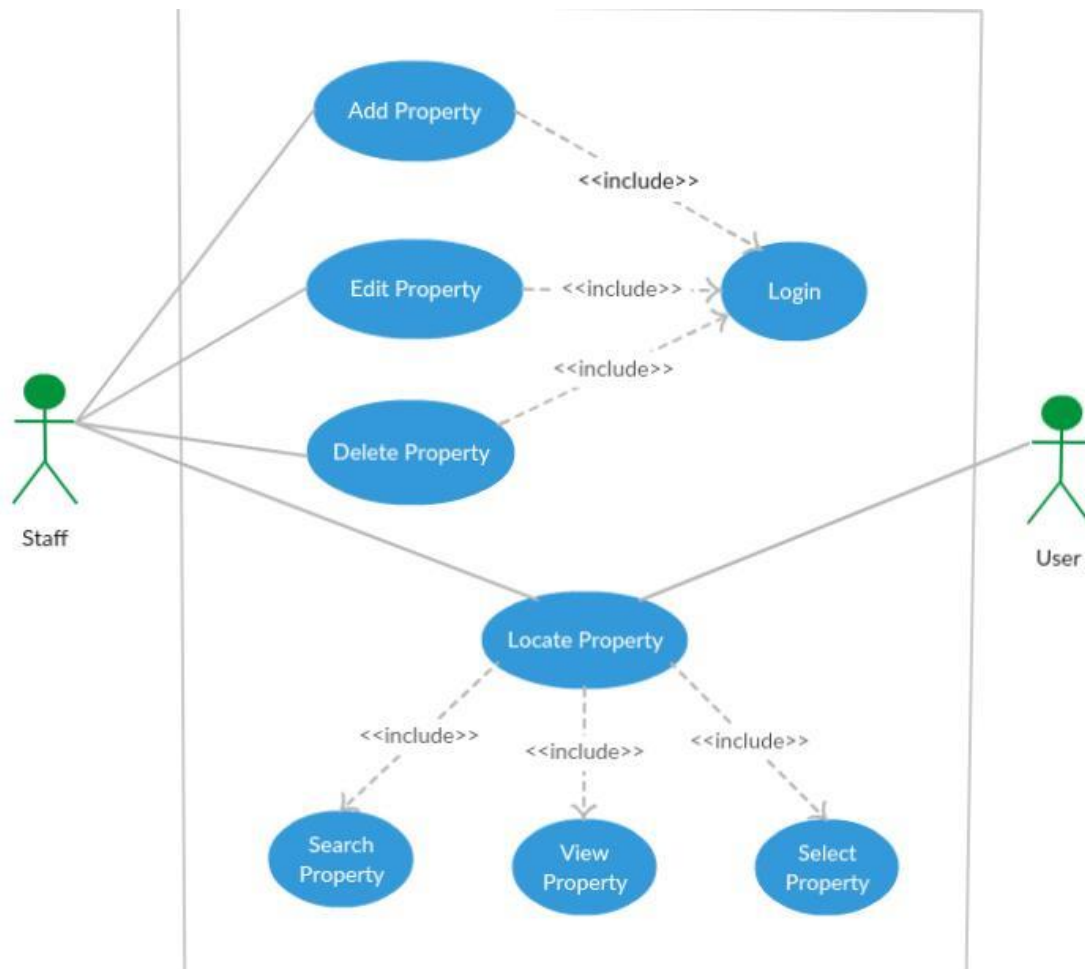
and product styles change over time; and more critically, the semantics that determine what is 'fashionable' are incredibly complex.



## NOVELTY OF THE PROJECT:

- \* The goal is for collections generated by the model to contain some aspects of the input but with serendipity to pleasantly surprise users.

- \* Fashion recommendation systems and methods to personalize clothing are also included in this subcategory, in fact, these systems are meant to develop collaborative filtering to predict user preferences online, when data from purchase history are lacking, as well as content-based filtering, to support consumers' decision-making process, improve the customer experience and increase sales.



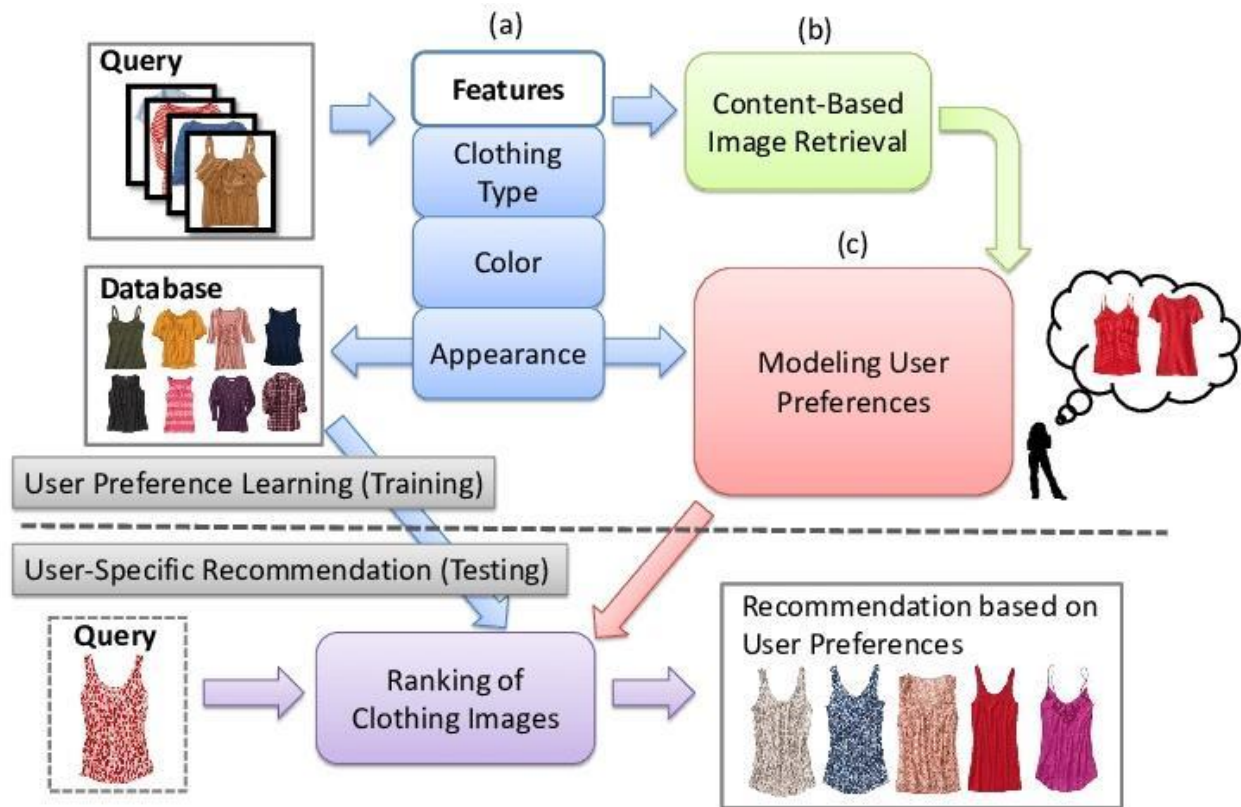
\*Thus, in this project, we proposed a personalized Fashion Recommender system that generates recommendations for the user based on an input given. Unlike the conventional systems that rely on the user's previous purchases and history, this project

aims at using an image of a product given as input by the user to generate recommendations since many-a-time people see something that they are interested in and tend to look for products that are similar to that.

## **FEASIBILITY OF CODE:**

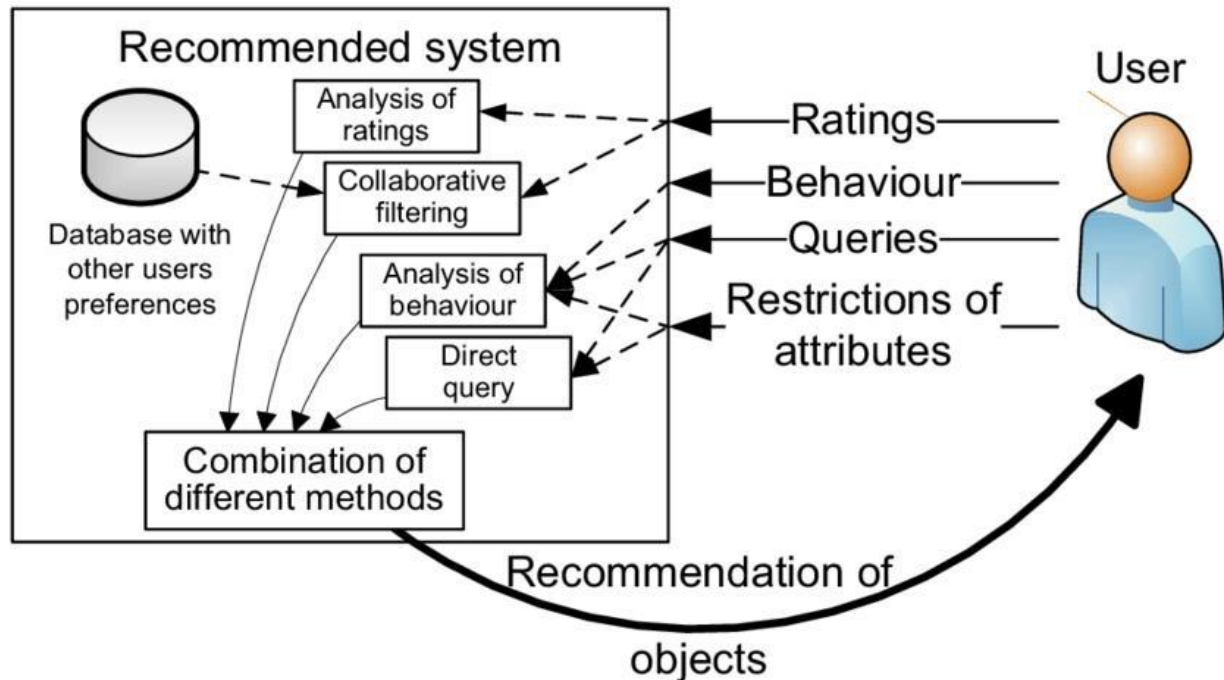
\*Using chatbot we can manage user's choices and orders.

- The chatbot can give recommendations to the users based on their interests.
- It can promote the best deals and offers on that day.
- It will store the customer's details and orders in the database.



- The chatbot will send a notification to customers if the order is confirmed.
- Chatbots can also help in collecting customer feedback.

## BUSINESS MODEL:



## STATEMENT:

- Unavailability of chat bots that are interactive enough to navigate the user to do whatever they want.



- The amount of toil a user has to go through to look for a product they desire for.
- Need for a more User-friendly Interface to navigate through.
- Users need to manually select their preferences like size, cost etc...

## RESULT AND CONCLUSION:

\*The extracted results can then be evaluated by the designer and the preferred products can be saved on their dashboard over time and for each product search. If the user is not satisfied by the recommendations, they have the ability

either to renew their preferences or ask for new recommendations.

\*Fashion do not only have the objective to recommend items users will buy, but also promote a trendy-fashion image of themselves to engage with the user and project the image of fashion leading company.

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