Project Design Phase-I

Proposed Solution Template

Date	24 September 2022
Team ID	PNT2022TMID40325
Project Name	Smart Fashion Recommender Application
Maximum Marks	2 Marks

Proposed Solution Template

Project team shall fill the following information in proposed solution template.

S.No	Paramater	Description
1.	Problem Statement(Problem to be solved)	Many brick and mortar locations are closing and being replaced by online stores, direct-to-consumer brands, and subscription/membership services. However, while the breadth of assortment is something that drives customers to a website, a lot of e-Commerce platforms fail to sell through a high percentage of their merchandise. This is often due to poor user browsing experience. In E-commerce websites, **users need to search for products and navigate across screens to view the product, add them to the cart, and order products**. The smart fashion recommender application leverages the use of a chat bot to interact with the users, gather information about their preferences, and recommend suitable products to the users. Customers can spend hours scrolling through hundreds, sometimes thousands of items of merchandise never finding an item they like. Shoppers need to be provided suggestions based on their likes and needs in order to create a better shopping environment that boosts sales and increases the time spent on a website

		This application has two predefined roles assigned to the users. The roles are customer and admin. The application demands redirection of the user to the appropriate dashboard based on the assigned role. Admin should be able to track the number of different products and admin should be assigned the responsibility to create products with appropriate categories. The user should be able to mention their preferences using interacting with chat bots. The user must receive a notification on order confirmation/failure. The chat bot must gather feedback from the user at the end of order confirmation. The main objective of this application is to provide better interactivity with the user and to reduce navigating pages to find appropriate products.
2.	Idea/Solution description	One such initiative that is gaining popularity in shopping circles is the use of chatbots which are essentially computer programs that can comprehend and act on people conversations. This whitepaper seeks to explore the potential for these intelligence-based chatbots in the Recommendation industry including pitfalls and supplier landscape.
3.	Novelty/Uniqueness	Chatbot powered with Cloud Application development domain knowledge that facilitate customers to ask - Fashion-related questions without visiting the Shop. - Chatbots achieve this using some clever natural language processing (NLP) that turns regular sentences into structured data. - Bots need to be smart to understand the sense of urgency and complexity of a conversation. Even when a chatbot template for online order fails to understand the query, it can still intelligently hand over the conversations to human support. - AI chatbots should not be complex or hard to use else they won't be able to make conversations interactive.

		The design has to be simple and intuitive so that users find it easy to use them for answers.
		• Fashion Products activities can be done through conversation-like interactions there by reducing turn around time.
4.	Social Impact / Customer Satisfaction	The AI powered chat bot has become an integral part of the organization. • It enables, 24×7 customer service, has lowered processing time and facilitated faster query resolution,leading to increased customer satisfaction • AI chatbots provide homogeneous service tirelessly round the clock. • A chatbot can be there to help every step of the way. It can engage customers and provide quick solutions to keep them satisfied, gently moving them to the next stage in their journey. • Providing a personalised experience is a big part of satisfying customers. • We can be learn about customers' needs and expectations .it's best used alongside real time communications channels like **live** chat . • Chatbots are a great way to engage customers and provide personal customer support, which in turn drives conversions and sales. • Chatbot is the perfect way to collect customer data without interrupting the customer journey.
5.	Business Model (Revenue Model)	Conversion of Chatbot leads customer better experience and feasibility. Chatbots using shopping serve as a powerful lead generation tool for online retailers.
6.	Scalability of the Solution	Chatbot solves a big problem for business. And the problem is replying to the questions from customers. Normarlly,

		people become bored while answering questions that come from the customers. And people can't answer them 24/7. And a person can't deal with more than one person a the same time. Chatbots understands the customer concerns and assists them just right, round the clock. In case, there comes a moment when you need human assistance, the bot carries forward your entire conversation to the human executive. On the other hand, a chatbot can answer all of the questions from customers without being tired or overworked. Moreover, a chatbot can answer questions from thousands of customers at the same time. Also, it can do the work 24/7 without taking any rest.