

Project Design Phase-I
Proposed Solution Template

Date	10 October 2022
Team ID	PNT2022TMID05066
Project Name	Project – Smart Fashion Recommender Application
Maximum Marks	2 Marks

Proposed Solution Template:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	. To the best of the authors' knowledge, this is the first scholarly article to review the state-of-the-art fashion recommendation systems and the corresponding filtering techniques. In addition, this review also explores various potential models that could be implemented to develop fashion recommendation systems in the future. This paper will help researchers, academics, and practitioners who are interested in machine learning, computer vision, and fashion retailing to understand the characteristics of the different fashion recommendation systems.
2.	Idea / Solution description	Recommendation systems have the potential to explore new opportunities for retailers by enabling them to provide customized recommendations to consumers based on information retrieved from the Internet. They help consumers to instantly find the products and services that closely match with their choices. Moreover, different state-of-the-art algorithms have been developed to recommend products based on users' interactions with their social groups. Therefore, research on embedding social media images within fashion recommendation systems has gained huge popularity in recent times. This paper presented a review of the fashion recommendation systems, algorithmic models and filtering techniques based on the academic articles related to this topic.
3.	Novelty / Uniqueness	There has been significant progress recently in fashion recommendation system research, which will benefit both consumers and retailers soon. The use of product and user images, textual content, demographic history, and cultural information is crucial in developing recommendation frameworks. Product attributes and clothing style matching are common features of collaborative and content-based filtering techniques. Researchers can develop more

		sophisticated hyper personalized filtering techniques considering the correlation between consumers' clothing styles and personalities.
4.	Social Impact / Customer Satisfaction	After collecting a sizable sampling of customer satisfaction surveys, analyse how pleased your customers are with their experience with your business. Most surveys use a scale of answers to provide you with customer satisfaction metrics. The customer satisfaction metrics will divide your business into differing aspects so you can see how well each portion of your business is doing. This allows you to see what may need immediate action, what can wait, and what you should leave alone completely.
5.	Business Model (Revenue Model)	Ultimately, you need to understand your customer and their expectations, assess your current resources to find a realistic revenue model, and identify your budget allocation. And, there are many other types of revenue streams to consider within these five models (check out 101 of them. Of course, while competition is fierce in the online world, there has never been a better time to get in on the action. Covid-19 accelerated the shift to eCommerce by five years in just one year, boosting revenue growth in eCommerce and making it the number one shopping choice of customers everywhere.
6.	Scalability of the Solution	When your ecommerce store's customer support demands outpace what you're able to handle on your own, the solution might not be to hire a new rep. It might be to integrate a chatbot into your store to answer common questions.