

**Project Design Phase-I  
Proposed Solution Template**

DATE	10 October 2022
TEAM ID	PNT2022TMID14283
PROJECT NAME	SmartFashionRecommenderApplication
MAXIMUM MARKS	4 Marks

**Proposed Solution Template:**

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

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	It will reduce the bounce rate. Conversions will increase once they find what they are looking for. Users can easily find what they are looking for. They may explore a nice dress/product. All these things will increase the user footfall on the app .The retention rate can increase. Reduce the time on performing any task.
2.	Idea / Solution description	Understand the problem statement & select User Flow. Self Heuristic Evaluation of the user flow. Hypothesis & Assumptions based on heuristic evaluation .Secondary Research( Desk Research, Competitive Research).Primary Research ( Usability Testing).Data Analysis (Affinity Mapping, Journey Mapping, Screen Mapping). Making ' How Might We ' questions, Ideation & Wireframing .UI and prototyping. Usability testing with users Improved prototyping as per feedback

3.	Novelty / Uniqueness	AJIO OWN is our private label – that's designed by us, and owned by you. If you're looking for head-turning styles that are one-of-a-kind, AJIO OWN is what you should stock up on. We bring you the trendiest and most exclusive brands from around the world to your wardrobe
4.	Social Impact / Customer Satisfaction	Through the study we can find that, how product attributes, average consumer ratings, and single affect-rich positive or negative consumer reviews influenced hypothetical online purchasing decisions of consumers. After the study, we can find that the younger generation clearly preferred products with better attributes and with higher average consumer ratings. If making a choice was difficult because it involved trade-offs between product attributes, most consumers chose the higher-rated product. The preference for the higher-rated product, however, could be overridden by a single affect-rich negative or positive review. These results suggest that consumers consider aggregated consumer information and positive reviews focusing on positive experiences with the product, but are easily swayed by reviews reporting negative experiences.
5.	Business Model (Revenue Model)	AJIO is a fashion and lifestyle brand by India's leading telecom business and chain of retail stores, Reliance Industries. AJIO brings to the customers the best of fashion at the best prices. The brand offers hand-picked and unique styles to its customers and today it has emerged as the ultimate fashion destination for millions of its customers.
6.	Scalability of the Solution	For an e-commerce fashion brand, returns and refunds are some of its major regular challenges. Reliance-owned Ajio wanted to tackle the same posed by poor quality returned items by ensuring they could be reinventorized for sale.