

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

Date	10 october 2022
PNT2022TMID50535	PNT2022TMID50535
Project Name	<b>Smart Fashion Recommender Application</b>
Maximum Marks	2 Marks

**Proposed Solution Template:**

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

S.No.	Parameter	Description
❖	Problem Statement (Problem to be solved)	<ol style="list-style-type: none"><li>1. Unprofessional, Dated Design</li><li>2. Having a Poor On-site Search Engine</li><li>3. Bad User Experience.</li></ol>
❖	Idea / Solution description	<ol style="list-style-type: none"><li>1. <b>Unprofessional, Dated Design</b> Pay attention to keeping your design up-to-date, user-friendly and easy to handle.</li><li>2. <b>Having a Poor On-site Search</b> Engine Treat your site search solution as a great opportunity for engaging with users and offering them relevant products.</li><li>3. <b>Bad User Experience</b> Make sure that your hosting provider is up to the job and that you have the appropriate service for the number of visitors your site experiences at peak volume.</li></ol>

❖	Novelty / Uniqueness	<p>Providing a better user, and customer, experience is the key to increasing sales volume and revenue and most of it boils down to thinking like your customer. You don't even have to try hard, just look at the statistics of your own site, and the messages and questions you directly receive from customers. With a little effort, you will have a complete picture of their needs, problems, and expectations. The next step is just to act on these insights.</p>
❖	Social Impact / Customer Satisfaction	<ol style="list-style-type: none"> <li> <b>1. Accessibility</b>        Have you made it easy for customers to interact with you to ask questions, voice concerns, or get a problem solved? Or, do customers have to jump through a number of hoops, do an extensive Google search, and pray to the gods of customer service that they can get a hold of you? While it may be unpleasant dealing with an unhappy customer, it's significantly worse dealing with an unhappy customer who took 2 hours out of their day to track you down.     </li> <li> <b>2. Empathy</b>        Mistakes happen, and despite the old adage, the customer isn't always right. But if you'd like to keep them as a customer, they must always be happy. You can ensure this by hearing them out when they are upset, showing concern for the situation, and letting them know that you'll do everything in your power to make it right.     </li> <li> <b>3. Language</b>        Every industry and company has its own "shop terms" and lingo that they use to describe what they do and how they do it. Unfortunately, this insider language doesn't resonate with customers. They want to know that you understand their problem and have a solution for it. In order to communicate that, you need to figure out what words they use when they talk about it.     </li> </ol>

❖	Business Model (Revenue Model)	<p><b>Setting Your Own Revenue Goals :</b></p> <p>One of the key small business benefits are the financial rewards. These benefits are wide-ranging, from having the pride of earning your own pay check to the flexibility to put more savings away toward goals like retirement. In addition, as the business owner, you decide how hard you work, what revenue goals you go after, and potentially how much money you can make. There's no ceiling on what's possible with the right vision, hard work and planning.</p> <p><b>Deeper Customer Interactions</b></p> <p>Operating a small business means you have the ability to work closely with your customers and get to know them. Whether you're connecting on a personal level or making customized recommendations, this approach to business stands out in today's impersonal automated age. Use the personal touch to build stronger customer relationships, increase customer loyalty, and provide the kind of high-touch support that makes it easier to sell more products. Providing direct customer service can quickly make you a buyer's most trusted brand. Make the most of this opportunity by spending time on your business's most important activity: serving customers and ensuring they are happy.</p> <p><b>Making a Positive Difference</b></p> <p>According to the SBA, small businesses create 66 percent of all new jobs. As a small business owner, you have a positive impact on your community. You create jobs for your employees. You bring tax revenue to your town, state and federal government. Your products and services help people. Business owners make a difference on another level as well, by inspiring other local entrepreneurs to believe that going after their dreams is</p>
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		<p>possible. Consider being a mentor to an aspiring business owner in your town, sharing some of the lessons you learned while starting your own business. This chance to give back to your community in a larger way is an important benefit of business ownership</p>
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❖	Scalability of the Solution	<ol style="list-style-type: none"><li>1.Better user experience</li><li>2.Cost-effectiveness</li><li>3.Stable performance</li><li>4.Customisation</li><li>5.Project growth</li></ol>
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