

Project Design Phase I Proposed Solution Template

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| Date | 25th October 2022 |
| Team ID | PNT2022TMID49324 |
| Project Name | Project - SMART FASHION RECOMMENDER APPLICATION |
| Maximum Marks | 2 Marks |

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

| S No. | PARAMETER | DESCRIPTION |
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| 1. | Problem Statement (Problem to be solved) | Globally, fashion creates 40 million tons of textile waste annually, according to the Ellen MacArthur Foundation, and much of it is unnecessary — despite cotton's recyclable nature, less than 1% of cotton materials were recycled in 2020. |
| 2. | Idea / Solution description | Clothing that monitors the wearer's physical condition. Smart shirts and body suits provide biometric data, such as pulse rate, temperature, muscle stretch, heart rhythm and physical movement, and the data are transmitted via Bluetooth to an app in real time. |
| 3. | Novelty / Uniqueness | Wearable devices can monitor body temperature, blood pressure and location. Wearable smart clothing can also be fabricated with sensors to monitor health and fitness. There are numerous medical uses for smart clothing. Wearable sensors can monitor vital signs, such as blood glucose levels, heart rate and oxygen levels. |
| 4. | Social Impact / Customer Satisfaction | 1. Justify the Sale With Social Proof. 2. Give Shoppers a Gift & Surprise Them With Another One. 3. Take Notes. 4. Train Staff to Handle Disgruntled Customers. |

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| 5. | Business Model (Revenue Model) | The business models were related to the concepts identified in the co-creation workshop, which preceded the organization of the business model one. The projects which presented the best potential were further explored, and translated into viable products or services. |
| 6. | Scalability of the Solution | 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 |