SMART FASHION RECOMMENDER APPLICATION

PROJECT DESIGN PHASE - I

PROPOSED SOLUTION

Team ID	PNT2022TMID19287
Project Name	Smart Fashion Recommender Application
Maximum Marks	2 Marks

TEAM MEMBERS:

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S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	• Lack of interaction between application and user • User need to navigate across multiple pages to choose right product • Confusion in choosing product • Lack of sales • Complex User Interface. • Lack of proper guidance.
2.	Idea / Solution description	By using Smart fashion recommender application: • Improve customer relationship, interactivity and services. • Effective recommendation of products. • Recommendation within a single page via chat-bot • Collect feedback instantly. • Reduce human error • Proper guidance in accessing application.
3.	Novelty / Uniqueness	• Chat-bot asks and learns from user preference which recommends appropriate products to the user without making them to search through various filters. Reduces time in choosing right product thus increases sales.
4.	Social Impact / Customer Satisfaction	• Feedback from the user at the end of session or after placing order is one of the most important factor in deriving customer satisfaction and providing better services.
5.	Business Model (Revenue Model)	• The application can be developed at minimum cost with high performance and interactive user interface.

6.	Scalability of the Solution	• The solution can be made scalable by using micro service architecture provided that each server responsible for certain functionality of the application. Storing user preferences along with product in browser cookie will enable to provid response instantly and allows for fetching related products.