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# Define your problem statement

To find a feasible solution to the smart fashion recommender application for an e-commerce website

## PROBLEM

How might we overcome the inability to capture changes in the users behaviour?

## PROBLEM

How might we reduce the dependency on customer support on the website?

## PROBLEM

How might we personalize the user journey to reduce the friction points of users?

## PROBLEM

How might we incorporate a chatbot without repetitive automated answers for different questions?

## Brainstorm

Write down any ideas that come to mind that address your problem statement.

### Pavithra M

- user based collaborative filtering models largely arises in the search for neighbours

A user's preference lies in a subset of items most similar to items that have already rated highly
- Reduce transaction costs of finding and selecting items in an online shopping environment

Keep feeding chatbots with new information

### Snekha D

- Incorporating the image based recommendations as this idea have attracted huge amount of fashion retailers

Providing an efficient recommendation system to sort ,filter and efficiently convey relevant product content or information to the users
- Boosting the computational methods or the algorithms used corresponding to fashion recommendor

Provision of high quality explicit and implicit feedback to improvise the transparency in the recomendor system

### Sripradha M

- Improving recommendation based on purchase history

Personalizing user experience by validating individual profile interests and usage
- Showing relevant ads and discounts in the chatbot

Minimizing service support by introducing an automated chatbot

### Thapasya K

- A virtual influencer with very real impact

Personalized recommendation technology provides users with more rapid and effective information.
- Rapid data analysis for quick adaptation. It should be able to adapt to new products and new users

Recommendation for fitting: An engine that claims to suggests properly fitting clothing and apparel, as well as styles, after using computer vision .

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# Group ideas

## Personalization

Personalizing user experience by validating individual profile interests and usage

Personalized recommendation technology provides users with more rapid and effective information.

Improving recommendation based on purchase history

Recommendation for fitting:  
An engine that claims to suggests properly fitting clothing and apparel, as well as styles, after using computer vision .

Providing an efficient recomendation system to sort ,filter and efficiently convey relevant product content or information to the users

Boosting the computational methods or the algorithms used corresponding to fashion recommendor

## Chatbot automation

Showing relevant ads and discounts in the chatbot

A user's preference lies in a subset of items most similar to items that have already rated highly

Keep feeding chatbots with new information

Provision of high quality explicit and implicit feedback to improvise the transparency in the recomendor system



Prioritize

