Project Design Phase-I
Proposed Solution

Date	19 September 2022
Team ID	PNT2022TMID32325
Project Name	Smart Fashion Recommendation System
Maximum Marks	2 Marks

Proposed Solution:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	To promote intuitive interfaces and appealing design, to Remove all the clutter that can distract users from navigating and to overcome paradox of choices issues.
2.	Idea / Solution description	To build chatbot which helps users streamline and manage queries with ease by setting up quick replies, FAQs and order status automations and tracks the behaviour of the user in real-time, and ranks the search results according to their assumed needs which promotes personalization (i.e., Content-Based Filtering).
3.	Novelty / Uniqueness	A chatbot is meant to remove the barrier between you and your customers by enabling seamless and proactive conversations which improves improve customer experience and reduce the bounce rate by keeping visitors meaningfully engaged. The CBF technique examines the features of a recommended item by classifying users' (or consumers') and products' profile data based on the products' features. Typically, it will recommend new projects to users according to the individual browsing records.
4.	Social Impact / Customer Satisfaction	Gives the customer the feeling like talking to the salesperson. we are able to get the details that are required. Users can customize the search and will get instant and constant reply from the chat bot. Consistency in answering makes the customer satisfied. Multilingual, supporting customers world-wide through online mode.
5.	Scalability of the Solution	Facilitate Seamless Live Communication, offer a Smoother Customer Journey, Eliminate Interactive Voice Response (IVR) Systems, and Make Marketing More Targeted.

6.	Business Model (Revenue Model)	Its affiliate marketing When a user interacts with the chatbot and inquires about where to find specific items , makes the user to an affiliate link, and if the user makes a purchase, can earn an affiliate commission.