Project Design Phase-I
Proposed Solution

Date	19 September 2022
Team ID	PNT2022TMID03223
Project Name	Project – Smart fashion Recommender
Maximum Marks	2 Marks

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Searching a product makes the customer frustrated if they don't get their required product. This leads to losing of customer. customer may not find their suitable product by simply searching. These factors leadsto less customer satisfaction. Further lack of interaction and personalization is the main cause for customer unsatisfaction. Some other issues like missing or unclear product information. Having a poor onsite search engine leads to showing unrelated products.
2.	Idea / Solution description	We have come up with a new innovative solution through which you can directly do your online shopping based on your choice without any search. It can be done by using the chatbot. Typically , it will recommend new projects to users according to the individual browsing records. Content-Based Filtering (CBF)can attain the specific interest of a user and make recommendations accordingly.
3.	Novelty / Uniqueness	Provides a valuable explanation, which motivates users to make decisions .allow users to discover new interests despite the absence of content in the user's profile. 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. It enables human knowledge and human emotions on garment design to be extracted, formalized, updated and applied to recommendations. As this system will be implemented by the e-shopping platforms of fashion brand companies, the proposed feedback mechanism can be largely adapted to the big data

		environment (various connected consumers with time-varying purchasing behaviours and various innovative products)
4.	Social Impact / Customer Satisfaction	Gives the customer feeling like taking to the sale person. we are able to get the details that are required .better searching. Able to customize the search. customer will get instant and constant reply from the chat bot. consistency in answering makes the customer satisfied. able to order without humantouch. we shall provide multilingual hence supporting customers world wide
5.	Scalability of the Solution	The best part of chat bot is their ability to help businesses grow and scale with ease, especially when web traffic volume increases. with chat bot we can handle multiple and complex queries .chat bot can be molted to specialize in a specific domain making it more scalable.
6.	Business Model (Revenue Model	The proposed business model is given below

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
. Artisans . Weavers . manufacturers . Retailers . builder . Vendors . Investors . Capital owner . Content writer . Bank . Raw Material . Fabric Dealer . Contractors . Tie ups with local brand	. Insure quality of the garments . Comfortable fit . Weaving by hand with the blend of embroidery . Westen silhouttes . Observe environment friendly	. Comfort . Accesible . Richness . Bring confident . Affordab;e . Special seasonal offers . Peaceful . Minimal . Indian touvh . western cuts . Weaving choices . Specially designed clothes for physically disabled and elder community	. Pro Active communication . Responsiveness to issues . Loyality . consider customer feedback . Assure good quality product	. Middle class . Working men and women . modern wearer . young youth . local community . Delhites . denim Lovers . Designers . College students
	Key Resources . Capital . Workers . electricity bills . Threads . Sourcing of fabric		**Channels** . Situated in DLF emporio . Banners, Hoardins, Pamphelets . Social media Ads (tv, radio, instagram, twitter)	

Cost Structure	Revenue Streams
. Artisans cost . Manufacturer cost . Raw material . Capital and furniture depriciation . building cost . Fabric buying cost . Advertisement . Bank loan @ interest . Employees . Wastage	. Target on jeans and jersey fabric . Promoting indian weavers with their beautiful skills . comfoartable and affordable clothes