

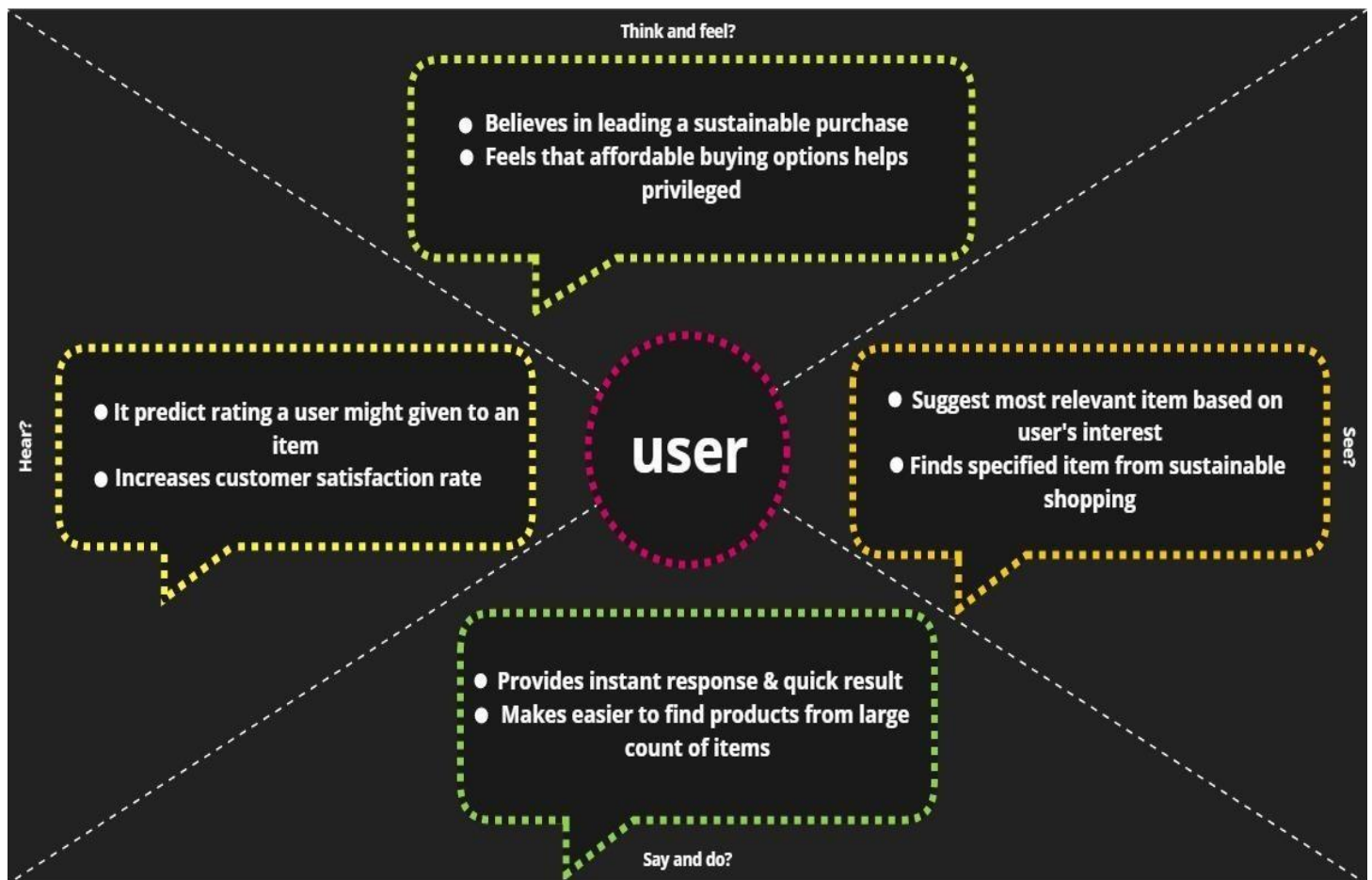
Ideation Phase

Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID20463
Project Name	Project – Smart Fashion Recommender Application
Maximum Marks	4 Marks

Goals and Objectives

- Recommendation system is to suggest relevant items to the user.
- To predict user's interest and recommend relevant items that are likely interesting for them.



Pains

- Lack of data
- Unforeseeable items
- Changing user preference
- Privacy concerns

Gains

- Drive traffic
- Control merchandising
- Reduce overload
- Reduce workload