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Mynta Fashion Swipe

An AI-Driven Recommendation System

Data Collection

Fashion Blogs & Social Media: Scrape and analyze data from popular fashion blogs and social media platforms to identify trending styles and preferences.

Customer Browsing History: Track user interactions on the platform, including product views, searches, and clicks.

Purchase History: Analyze past purchases to understand individual customer preferences.

Recommendation Engine

Machine Learning Algorithms: Use collaborative filtering, content-based filtering, and neural network algorithms to create personalized recommendations.

Trend Analysis: Incorporate trending data from fashion blogs and social media to keep recommendations current and relevant.

Customer Feedback Loop: Continuously improve recommendations by incorporating feedback from user interactions.

Personalized Ads Feature

5-Second Swipe Ads: Integrate a new feature where personalized ads appear as a quick 5-second swipe left/right interaction to gauge customer interest.

Interest-Based Targeting: Use data from swipe interactions to refine customer profiles and enhance recommendation accuracy.

Engagement Tracking: Monitor how users interact with these ads to further personalize their shopping experience.

SOLUTION & BENEFITS

KEY FEATURES	Data Collection	Recommendation Engine	Personalized Ads Feature	System Integration	Engagement Tracking & Feedback
STEPS	Scrape data from fashion blogs and social media Track customer interactions on the platform	Implement collaborative and content-based filtering Incorporate trend analysis and Continuously improve	Design and integrate swipe ads Track interactions to gather data and Refine user profiles	Develop and deploy APIs Ensure real-time processing and updates	Track metrics like swipe rate and conversion rate Implement feedback loop
BENEFITS	Comprehensive data on trends and customer preferences	Highly personalized product suggestions	Enhanced understanding of customer interests and Improved targeting Higher Conversion Rate	Smooth user experience and real-time personalization	Continuous improvement in recommendation accuracy and ad relevance



How Personalized Ad Features Work and Improve Based on Customer Interests

Displaying Ads:

Ad Format: Ads are designed to appear as swipeable cards (similar to Tinder) within the app interface.

Integration: Ads are embedded seamlessly within the user's browsing experience, appearing between product listings or during specific app interactions.

Swipe Interaction:

Right Swipe: Indicates interest in the outfit.

Left Swipe: Indicates disinterest in the outfit.

User Feedback Collection: Each swipe action is recorded as feedback on the user's preference.

Data Collection:

Tracking Interactions: Every swipe (left or right) is tracked and stored in the user's interaction history.

Analyzing Patterns: Machine learning algorithms analyze swipe patterns to understand user preferences better.

Iterative Improvement & Real-Time Processing:

Feedback Loop: User interactions (swipes) are fed back into the recommendation system.

Profile Updates: User profiles are continuously updated based on their swipe behavior, refining the accuracy of future recommendations.

Ad Selection: The system dynamically selects and displays ads that align more closely with the user's demonstrated interests.

Immediate Response: The recommendation engine processes swipe data in real-time, adjusting the user's profile and ad recommendations instantly.

Algorithm Adjustment: Machine learning models are retrained periodically with new interaction data to improve their predictive accuracy.

ADDITIONAL FEATURES

Virtual Fashion Assistant

Chatbot Integration: Integrate a virtual fashion assistant chatbot that can provide personalized styling tips, answer queries, and suggest products.

Voice Command: Enable voice command features for hands-free browsing and recommendations.

Augmented Reality (AR) Features

Virtual Try-Ons: Implement AR to allow customers to virtually try on clothes and accessories.

Virtual Showrooms: Create virtual showrooms where users can browse collections in an immersive environment.

Social Integration Enhancements

Fashion Challenges: Introduce fashion challenges and contests that users can participate in and share on social media.

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Enhanced Gamification

Rewards System: Implement a rewards system where users earn points for engaging with the app (e.g., swiping ads, sharing content).

Fashion Quizzes: Introduce fashion quizzes and style challenges that users can complete to earn rewards and discover new trends.

Community Building

User Forums: Create user forums for discussions on fashion trends, tips, and experiences.

Collaborative Design: Allow users to participate in collaborative design projects where they can contribute ideas for new collections.

Sustainability Insights

Eco Score: Introduce an eco-score for products, rating them on sustainability factors.

Sustainable Choices Alerts: Notify users when new sustainable products are available or when their preferred brands launch eco-friendly collections.

IMPLEMENTATION STEPS



Planning

Identify data sources and partners
Define project scope and objectives

Development

Develop AI and AR tools
Build personalization engine
Design swipe ads

Integration

Integrate recommendation engine and ad feature
Ensure real-time data processing

Testing

Conduct beta testing with select users
Collect and analyze feedback
Refine features

Launch

Launch marketing campaigns,
Introduce new features to all users

Ongoing Optimization

Monitor platform performance
Continuously collect data and update features