Flipkart GRiD 5.0

Problem Statement Title: **Conversational Fashion Outfit Generator powered by GenAI**

Team Name: **SHA-AK**

TEAM MEMBER DETAILS

Team Name	SHA-AK		
Institute Name/Names	Lovely Professional University Indian Institute of Information and Technology (IIIT), Dharwad		
Team Members >	1 (Leader)	2	3
Name	Akshay Rahul	Shashank Shekhar	
Batch	2024	2024	

USE-CASES

High Impact (P0):

Personalized Outfit Recommendations:
Generate personalized outfit recommendations based on user preferences, historical data, and real-time trends.

Real-Time Trend Integration:
Incorporate real-time fashion trends from social media platforms to ensure up-to-date and trendy recommendations.

Medium Impact (P1):

Natural Conversational Interface:
Create a user-friendly chatbot interface for seamless interactions, feedback, and outfit modifications.

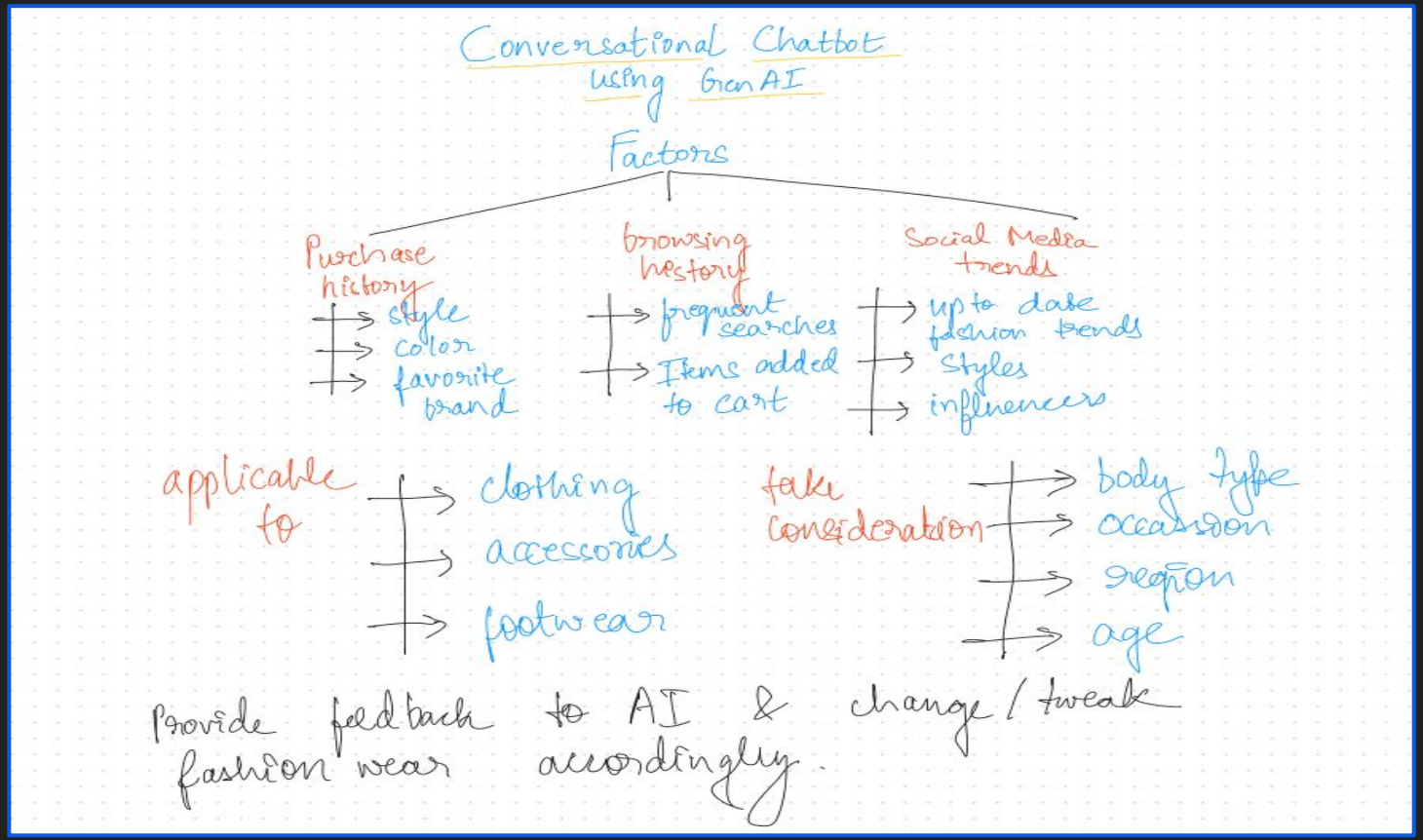
Styling Tips and Advice:
Offer personalized styling advice on color combinations, accessories, and outfit coordination.

Low Impact (P2):

Ethical Data Handling and Privacy:
Implement strong data privacy measures and address biases for trustworthy and unbiased recommendations.

Regional and Occasion-Specific Outfits:
Tailor recommendations for various occasions, seasons, and regional fashion preferences.

SOLUTION STATEMENT/PROPOSED APPROACH



SOLUTIONS PROPOSED

- For purchase history, AI can fetch into user account and get the trends from there. Like which brand they buy from often, their body size and user location.
- For browsing history we can use cookies and tracking pixels for what you are searching, scrolling and adding to cart. We can also use session data as well as third party data analytics tools.
- To keep up with the current trend of fashion in the social media industry we can use clickable ads and popular hashtags and promote fashion via marketing through social media platform.
- The fashion generator should cover clothing, accessories such as caps, watches, etc and footwears to provide variety of matching apparel.
- Also the chatbot should, consider the body size of the user, the region they live in and the current occasion they wish to buy the fashion wear for.
- And lastly we like to let the user curate the fashion wear as per their choice and provide in terms of feedback to the bot , for what they would like to change.

LIMITATIONS

Algorithmic Bias and Cultural Diversity:
The AI algorithms might unintentionally reinforce biases present in data, leading to recommendations that lack inclusivity and fail to cater to diverse fashion preferences.

Subjective Fashion Interpretation:
Interpreting and predicting highly subjective fashion preferences accurately can be challenging, potentially resulting in recommendations that don't align with individual user tastes.

Privacy and Data Sensitivity:
Relying on user data for personalized recommendations raises privacy concerns and regulatory challenges, necessitating a careful balance between personalization and data protection.

Complex Contextual Understanding:
The system might struggle to understand nuanced contexts, such as event-specific attire requirements, regional fashion variations, and user-specific wardrobe needs.

Dependence on Current Trends:
Overemphasis on current trends might lead to recommendations that lack timeless appeal, potentially limiting user satisfaction in the long term.

FUTURE SCOPE

Augmented Reality Integration:
Implement virtual try-on features using augmented reality (AR) to enable users to virtually try on recommended outfits, enhancing their shopping experience and providing a more immersive way to evaluate outfits before purchasing.

Real-Time Trend Tracking:
Utilize AI algorithms to track and identify emerging fashion trends in real time, ensuring that outfit recommendations are consistently aligned with the latest shifts in the fashion landscape.

Global Localization and Cultural Sensitivity:
Extend the system's capabilities to provide outfit recommendations tailored to regional fashion trends and cultural preferences, enhancing its relevance and appeal to users across different geographic locations.

Collaborative Filtering and User Communities:
Develop a platform where users can share and rate their favorite outfits, creating a collaborative filtering system that offers recommendations based not only on individual preferences but also on insights from like-minded users.

Ethical AI and Data Transparency:
Prioritize ethical considerations by implementing robust data privacy measures, ensuring transparent handling of user data, and addressing potential biases in recommendations, thereby building user trust and confidence in the system.

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THANK YOU