Project Summary Template

This document is intended to provide a summary understanding of the high-level vision of your project goals.

Company Name/ Team Name	BLO
Company Address	N/A
Company Website	N/A
Telephone	N/A
Company Contact/ Team member names	Meha Jayesh Modi Kushal Patel VedantSinh Gohel Maharshi Barot
Title	Blo
Company Email/ Email address for all team members	MehaJayesh.Modi@georgebrown.ca Kushal.Patel@georgebrown.ca VedantsinhJayendrasinh.Gohel@georgebrown.ca Maharshi.Barot@georgebrown.ca
Telephone	N/A
Project Title	Blo
Project Description	**About the company:** BLO is not just another fashion e-commerce brand; it's a revolutionary force redefining how customers engage with fashion in the digital age. As the fashion industry continues to evolve, BLO stands at the forefront, committed to providing a cutting-edge online shopping experience that seamlessly blends technology and style. This project revolves around the ambitious goal of transforming BLO into a pioneer in the world of fashion e-commerce by introducing innovative features such as chatbots and virtual reality (VR) clothing experiences. **About the project:** The project is driven by the following key features: Innovation through Chatbots: BLO seeks to introduce intelligent chatbots into its online platform, providing customers with instant support, personalized recommendations, and a seamless shopping journey. Immersive Virtual Reality (VR) Experience: BLO is set to pioneer the integration of VR technology, allowing users to virtually try on clothing items, experience products in three dimensions, and make more informed purchasing decisions. Data-Driven Decision-Making: The project aims to harness the power of data analytics to gain deep insights into customer behavior, preferences, and trends, enabling data-driven strategies for marketing and product development. User-Centric Design: BLO is committed to creating a user-friendly interface that transcends traditional online shopping. The platform will prioritize accessibility, engaging multimedia content, and a seamless, intuitive experience for users.
Problem/ Opportunity Assessment *	*Please describe current state problem/opportunity that describes the nature and extent of the problem (factual, quantified, concise), or that outlines a chance for advancement or progress.*

1.	As of the current state, BLO faces a significant challenge in providing a personalized and engaging shopping experience for its customers. Traditional e-commerce platforms lack the interactive elements necessary to replicate the

		in-store try-on experience, resulting in reduced customer engagement and satisfaction.
	2.	Chatbots can offer personalized product recommendations, taking into account customer preferences and browsing history.
	3.	VR allows customers to virtually try on clothing items, experiencing the look and feel of the products before making a purchase.
Desired Project Outcomes/ Requirements*	*Define how this project shall address a business need, e.g. the business problem or opportunity described above; describe what the beneficiary must be able to do / receive from the solution*	
	1.	Customers must receive a solution that significantly improves their engagement with the BLO brand. Through the chatbot, they can access personalized product recommendations, style advice, and assistance with inquiries.
	2.	The VR clothing experience allows them to virtually try on clothing items, providing an engaging and interactive shopping experience that closely mimics the in-store experience.
	3.	One of the key benefits should be a significant reduction in cart abandonment rates. Customers who use the VR clothing experience are more likely to feel confident about their selections, leading to a higher likelihood of completing their purchase.
	4.	The chatbot can also provide real-time support to address any concerns or hesitations that customers may have during the checkout process.
Key Deliverables to be produced by students*	*Define the boundaries of work that you expect to receive from the students effort (vs. internal effort)*	
	1.	Students are expected to conduct research and analysis related to the project, focusing on external factors such as market trends, consumer behavior, and emerging technologies. This includes gathering data, conducting surveys or interviews, and summarizing findings to inform project decisions.
	2.	Depending on their skill set, students may participate in the development and coding aspects of the project. This could involve writing code for specific features or functionalities within the chatbot or VR system.
	3.	Students may assist in documenting project processes, including user guides, technical documentation, or reports summarizing project progress and outcomes.
Desired Start Date	20-Sep-2023	
Desired End Date	1-Apr-2023	
Attachments	*List attachments that support project description*	
	1	
	2	

* Please add fields as required