

# SOW (Business Requirement)

**CAPSTONE TERM - II**

*COURSE FACILITATOR: MARCOS BITTENCOURT*

NAME	Reg. No
Mohamad Althaf	100757321
Karthik Ashok	100695894
Vinod Vijayaraghavan	100772404
Saravanan Balasubramanian	100699139

## **RATIONAL STATEMENT**

This project start from the view that it is possible to identify the expressions of customers on different products by making use of Artificial intelligence and computer vision. Our primary focus is for clothing stores because a clothing store is an ideal place for implementing our system.

We are going to build a face recognition systems for expression extraction using computer vision with large sets of data on facial expressions. This will help the management to find the feedback from customers with ease and thereby make them make better decisions which will help them grow.

## **KEY METRICS TO BENCHMARK BUSINESS VALUES**

By analyzing the positive and negative attitudes towards a particular category of products using our system,

- Show room managerial could analyze the product selection and refinement using the results of analysis.
- This also helps to understand the ongoing trends of products in the showroom.
- This system will also help the management to understand the demonstration quality of aisle.

## **PROBLEM STATEMENT**

Our idea is to develop an application to detect real-time facial expressions using computer vision for clothing showrooms. This system can identify the customers' attitude towards the products and the arrangement mechanism in the showroom. This helps the businesses to understand the trends and interests of clothes and accessories plus the arrangement priorities of the showroom.

Given a customer and his expression towards the products in the store, an analysis about the feedback of the customers on the products is created using a dashboard. There are three problems that have to be handled during the development of the system: face recognition, expression extraction and creating an analysis based on the feedback of the customers.