**Sprint-1 Requirements**

**<P14>:<Shop Savvy>**

**<team member names & ids>**

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| --- | --- |
| **Student ID** | **Name** |
| **25100002** | **Ahmad Kashif Jabbar** |
| **25100229** | **Syed Messam Ali** |
| **25100208** | **Zainab Fatima** |
| **25100105** | **Husnain Ali** |
| **25100179** | **Musa Aftab Ahmed** |

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# Introduction

The AI-driven Personalized Clothing Recommendation Platform aims to enhance the online shopping experience for Pakistani consumers by bringing together local clothing brands on a single platform. This allows users to explore clothing from various brands with ease and convenience. The platform will focus on showcasing **at least 10 local Pakistani clothing brands**, providing users with a curated selection of their favorite products. This approach caters specifically to the local fashion market, giving shoppers access to multiple brands in one place.

**Main Incentive for Shoppers** The platform’s primary benefit is convenience. Users can find their preferred clothing items from different brands all in one location, eliminating the need to visit multiple websites. The experience will be personalized, offering tailored suggestions that align with their style and preferences.

**AI-Powered Personalization** The recommendation system will be powered by an **AI model** that learns from users’ previous purchases, browsing history, and personal taste. This data-driven approach allows for highly relevant, personalized product suggestions, making the shopping experience more enjoyable and efficient.

**Future Scope** The platform also has the potential to generate revenue through **affiliate marketing**. By partnering with local brands, the platform can earn commissions for purchases made through the site. This creates a mutually beneficial relationship between the platform and the brands, helping to drive visibility and sales for both parties.

Ultimately, the goal is to provide a **seamless, personalized, and engaging shopping experience** for Pakistani consumers. By offering a convenient, **AI-enhanced** platform, the project will simplify the process of discovering and purchasing clothing from a variety of local brands.

# List of Requirements for Sprint-1

<List down the requirements selected for Sprint-1 development.>

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| --- | --- |
| **Requirements** | |
| **Sr#** | **Requirement** |
| 1 | Scrape data from five websites, focusing on product details, categories, and images. One website has already been scraped; complete the remaining four. |
| 2 | Improve the UI of the website such as product display for better visuals and user experience and refine the wish list feature. |
| 3 | Develop an intuitive navigation bar similar to top clothing websites. |
| 4 | Implement an onboarding process with style-related questions to personalize user experience, inspired by Pinterest-style preference selection. |
| 5 | Introduce a **smart search** feature allowing multiple keywords to refine product searches. |
| 6 | Track user history, including clicks and browsing behavior, to gather insights for personalization. |
| 7 | Develop a recommendation page featuring AI-driven suggestions based on user preferences, clicks, and browsing behavior. |
| 8 | Optimize the development done in Prototype 1: Optimize data fetching to reduce delays, fix and enhance the wishlist functionality |
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# Review checklist

Before submission of this deliverable, the team must perform an internal review. Each team member will review one or more sections of the deliverable.

|  |  |
| --- | --- |
| **Section** **Title** | **Reviewer Name(s)** |
| Requirements for Sprint 1 | Ahmad Jabbar, Husnain Ali, Zainab Fatima, Musa Ahmad, Messam Naqvi |
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