

Trial Room

*"Revolutionizing E-Commerce
and Fashion: Virtual Dress Try On"*

Explore, Try, Love

Experience Virtual Dress Try-On



ABSTRACT

The rise of online shopping has revolutionized the retail experience, but it has also introduced challenges, particularly in the apparel sector. Customers often hesitate to purchase clothes online due to uncertainty about fit, style, and how the garment will look on them. This leads to high return rates, decreased customer satisfaction, and lost sales for e-commerce platforms. "Trail Room" seeks to address this gap by offering a virtual try-on experience that integrates seamlessly with major e-commerce websites like Amazon and Flipkart. The platform will allow users to virtually try on clothes of any size, age, gender, and material, providing a personalized and interactive shopping experience that boosts confidence in online purchases and reduces return rates.



INTRODUCTION

"Trail Room" is a virtual try-on platform integrated with e-commerce sites like Amazon and Flipkart, allowing users to try on clothes virtually. It addresses challenges in online apparel shopping, such as uncertainty about fit and style, by offering a personalized experience that reduces return rates and improves customer satisfaction.

Objectives

- Online Shoppers
- Fashion Enthusiasts
- Elderly or Physically Challenged Users
- E-commerce Platforms
- Busy Professionals
- Plus-Size Shoppers
- Frequent Travelers
- Petite Shoppers
- Tall Shoppers
- Young Adults and Students
- Fashion Influencers and Bloggers
- Occasional Shoppers

Needs

1. User-Friendly Virtual Try-On:

- *Seamless Integration*: Easy to use across various e-commerce platforms.
- *Accessibility*: Intuitive interface with features for all skill levels and physical needs.

2. Accurate Fit and Appearance:

- *Advanced Tech*: 3D modeling, AR, and ML for precise fit visualization.
- *Customization*: Personalized fit options based on user measurements.

3. Visualizing Outfits and Materials:

- *Mix and Match*: Allows users to create and view complete outfits.
- *Material Simulation*: Realistic rendering of fabrics and textures.

4. Engaging Shopping Experience:

- *Social Sharing*: Share virtual try-ons with friends.
- *AI Styling*: Personalized outfit suggestions and virtual styling advice.
- *Gamification*: Features like virtual wardrobes and style challenges to enhance engagement.

LITERATURE SURVEY



Insights from the Survey conducted!!!

1. Brown, T. (2008). Design Thinking. Harvard Business Review.
2. Liedtka, J. (2015). Perspective: Linking Design Thinking with Innovation Outcomes through Cognitive Bias Reduction. Journal of Product Innovation Management.
3. Kim, J., & Forsythe, S. (2008). Adoption of Virtual Try-on Technology for Online Apparel Shopping. Journal of Interactive Marketing.

METHODOLOGIES



Technologies and Algorithms

- 3D Body Scanning
- Augmented Reality (AR)
- Machine Learning Algorithms
- Virtual Fit Simulation
- Recommendation Systems

User Interface Designs

- Interactive Avatars
- Intuitive Navigation
- Visual Feedback
- User Engagement

Integration with E-Commerce Platforms

- API Development
- Data Synchronization
- Partnership Strategies

Enhancing the Virtual Try-On Experience

- Mix and Match
- Lighting and Environment Simulation
- Fit Adjustments
- Virtual Styling Assistance

EXPECTED OUTPUT

Try On Clothes Online



Thank You!!!