

# Project Proposal: AI-Based Fashion Brand Mobile App

## Project Overview:

This project aims to revolutionize the fashion industry by integrating Virtual Reality (VR) and Artificial Intelligence (AI) into the online shopping experience. The application will feature advanced 3D modeling and body scanning technologies, combined with machine learning algorithms, to create a personalized, immersive shopping experience tailored to each customer’s unique body type and preferences. By leveraging these cutting-edge technologies, the app seeks to improve customer satisfaction, reduce return rates, and position the fashion brand as a leader in tech-driven fashion.

## Project Duration:

The project is planned over a 18 months period, with various phases dedicated to research, development, testing, and final handover.

## Resource Plan

Role	Number of Resources	Details
Front-End Developer	1	Responsible for UI/UX design, mobile app interface, and VR integration.
Back-End Developer + DevOps	1	In charge of server management, database, API integration, and cloud setup.
AI Developers	2	Focus on AI algorithms for body scanning, 3D modeling, and machine learning.

QA Engineer (Recommended)	1	Ensures all features work smoothly across devices and platforms, including VR.
Infra Specialist	TBD	Managed based on app scalability and cloud infrastructure requirements.
<p style="text-align: center;"><b>Total Resources: 5</b></p> <p style="text-align: center;">*This includes an additional QA Engineer to oversee quality control, which is crucial for a project of this scope involving complex VR and AI integration.*</p>		

## Tentative Project Schedule (18 months)

### 1. Phase 1: Research & Data Collection (3-4 months)

- Market research
- Dataset gathering (e.g., body scans, user preferences)
- Initial design and technical architecture

### 2. Phase 2: Prototype Development (4-5 months)

- Basic UI/UX design and front-end interface
- Initial AI/VR integration for customer body scanning
- Cloud infrastructure setup (Back-end and DevOps)

### 3. Phase 3: Core Development (6 months)

- Development of AI algorithms for personalization
- Full-stack development of core features
- Testing with internal datasets

### 4. Phase 4: Testing & Optimization (3 months)

- End-to-end testing of all features, focusing on AI precision
- VR performance evaluation
- Bug fixes and system optimization

### 5. Phase 5: Handover & Launch (1 month)

- Final testing

- Training for internal teams
- Deployment and post-launch support

### **Deliverables:**

- Full-stack mobile app with AI and VR integration
- Documentation on AI models, infrastructure, and maintenance

### **Costing:**

#### **Total Project Cost (without Infra Specialist):**

₹25,00,000 (25 lakhs INR) over 18 months for the core team.