Imagine that you are in 2030 and the world is progressing at a rapid pace.

Identify a potential problem in this world and solve it using an innovative product of the future.

JANHVI HALDWANIA

20MI10022

haldwaniadimple@gmail.com

+91-6375586244

- What do you think will be a 2030 problem and why do you think so?
- Who will you solve for first and why?
- What part of the problem will you solve for first and how will you solve it using the tech of tomorrow?
- Comment on the feasibility of your solution by 2030.
- How will you measure the success of your product and what are the potential pitfalls in your solution?

Fashion's Eco-Conscious Evolution: A Futuristic Approach to Sustainability and Style

Problem in 2030:

- Demand for sustainable fashion due to heightened environmental awareness, fostering eco-friendly choices
- Busy lifestyles limiting physical shopping, driving the need for convenient fashion solutions
- High return rates challenge the fashion industry's sustainability efforts and contribute to pollution

USER PERSONAS

Eco-Conscious: Prachi Roy
Age: 28, Location: Bengaluru

Pain Points:

- Struggles to find sustainable fashion options in Bengaluru.
- Concerned about the environmental impact of fast fashion in an urban setting.

Expectations:

- Expects to find a wide range of eco-friendly clothing options online.
- Hopes for an online shopping experience that aligns with her sustainable values in a city like Bengaluru.

Time-Strapped: Arjun Sharma
Age: 35, Location: Gurgaon

Pain Points:

- Lack of time for in-store shopping due to work and family commitments in a suburban setting.
- Needs a seamless online shopping experience to save time.

Expectations:

- Expects online fashion retailers to provide convenient and time-saving solutions in a suburban setting like Gurgaon.

Body-Positive: Adarsh Jha
Age: 22, Location: Pune

Pain Points:

- Struggles to find clothing that promotes body positivity in a college town like Pune.
- Frustration with inconsistent sizing and limited size options in physical stores.
- High return rates due to sizing issues affect their confidence

Expectations:

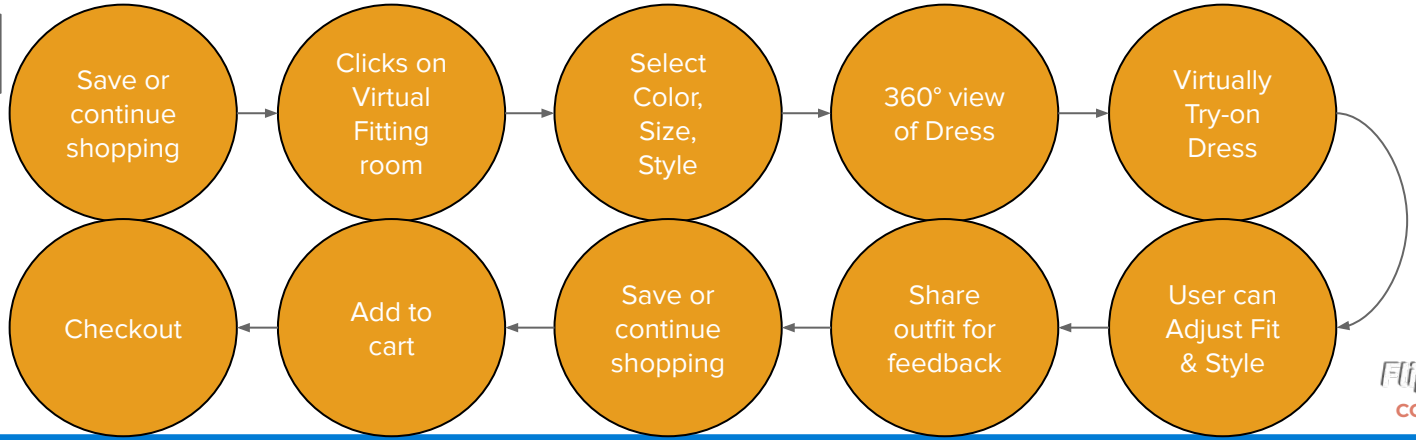
- Hopes for a body-positive shopping experience that encourages self-expression.
- Expects to reduce the hassle of returns

Solution: Virtual Wardrobe

Creation of Virtual Wardrobe which allow customers to virtually try on clothes before purchasing

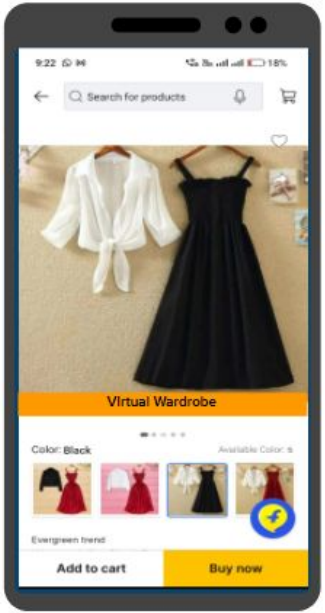
	Features	Technology
01	Personalized Style Selection for selecting preference such as color, size, fit	UI Design & Database Management
02	360-degree view, allowing the user to see the item from all angles	Image Stitching
03	Try On feature, which superimposes the dress onto the user's body	Augmented Reality Technology
04	Social Share allowing customers to seek feedback from friend & family	Social Media API Integration

USER JOURNEY



Solution: Virtual Wardrobe

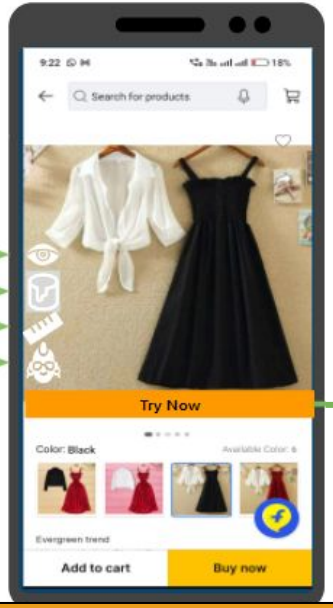
01



Choosing the outfit and trying it virtually by clicking on virtual wardrobe button

02

360° view
Color
Size
Style

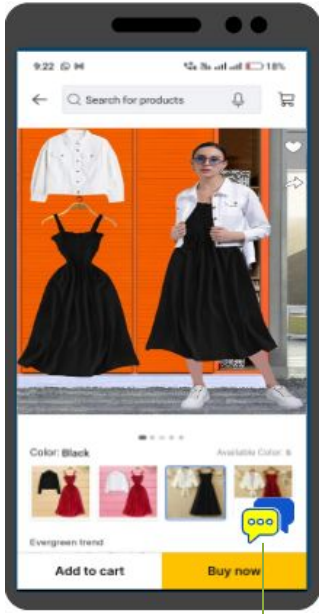


360-degree view helps taking multiple images of a clothing item from various angles, users can rotate the view to see the item from all sides offering a comprehensive and realistic representation of the product

03

User camera is switched on after clicking on Try Now button. Image is captured. AR technology superimposes a digital representation of the selected clothing item onto the captured picture. It appears as if the user is wearing the item in real-time. As the user moves or turns in front of the camera, new picture can be captured, the digital clothing item interacts with their movements. Users can see how the clothing fits, looks, on their body

04



Integrate share button and comment sections allowing users to share experiences and seek feedback from friends, family before purchasing

Benefits

Reduce the environmental impact of the fashion industry by reducing the number of returns due to poor fit or dissatisfaction. This can help reduce the amount of waste generated by returns

Save time for customers by allowing them to try on multiple items quickly and easily without having to physically change clothes. This can be especially helpful for individual who may not have the time to visit physical stores or try on clothes in person

Promote body positivity and empower users to feel confident and in control of their style, ensuring accurate sizing and eliminating sizing frustration

Virtual wardrobe are versatile, catering to a wide array of products, such as jewelry, footwear, helmets, hairdressing, and eyeglasses, providing a solution for various industries

Feasibility

The virtual wardrobe market is expected to reach USD 20.63 billion by 2030, growing at a CAGR of 24.1% from 2023

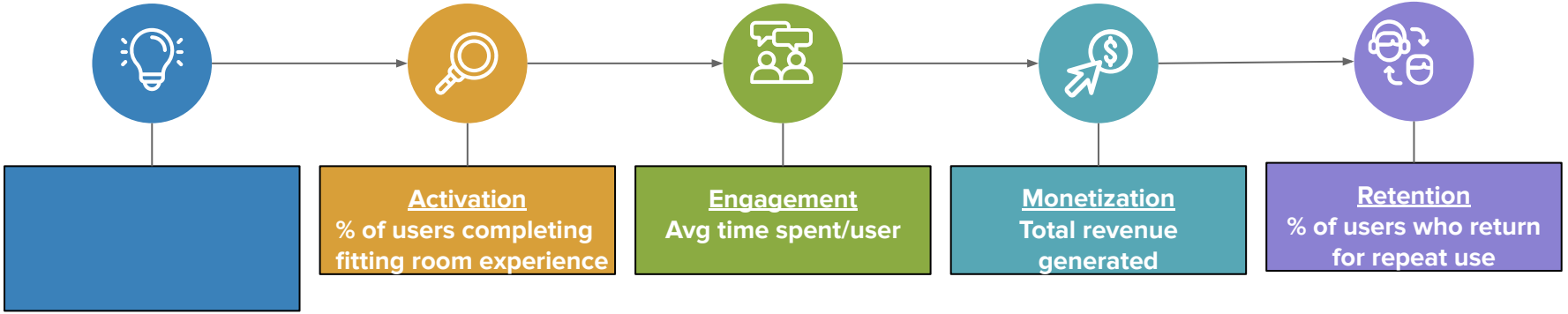
Many retailers, including Walmart and Louis Vuitton, are already exploring the potential of AR technology through virtual clothes try-on

The emergence of 3D printing technology is already being used in the fashion industry to create sustainable and eco-friendly products

According to a survey, about 30% of all products ordered online in India get returned because they don't fit, virtual wardrobe can help reduce waste and promote sustainability in the fashion industry

Metrics

Product Metrics



Conversion rate: % of users making purchases

Return rate: % of post-purchase returns

Success Metrics

Customer satisfaction: Net Promoter Score

Sales revenue: Total revenue from the feature

% of gross margin

% of market captured

Business Metrics

Cost / acquisition

Return of investment as %

Possible Pitfalls

Color,Fit And Design

Issue: Not always accurately represent the color, fit, and intricate design details of the product, leading to customer dissatisfaction

Detection: Return rates, negative online reviews, feedback

Cure: Invest in 3D rendering, collect feedback & conduct A/B testing

01

Body Scanning

Issue: Unnatural poses during scanning may lead to inaccurate measurements and fittings

Detection: User feedback, support requests.

Cure: Retailers can offer user-friendly alternatives, clear instructions.

02

Unrealistic AR Rendering

Issue: Minor imperfections can detract from the immersive experience and erode customer trust

Detection: User feedback and negative reviews

Cure: Retailers should Invest in high - quality AR technology, user testing can help identifying issue

03

Negative Perception

Issue: Negative perception especially for customers with unhealthy body image perception

Detection: Customer reviews, body image correlations.

Cure: Promote body positivity, provide support resources

04