Design Thinking and Innovation Milestone Two - 2021 Batch

Deadline: 11 March 2023 - 23:59 hrs. save your answers in MS Word file first and then copy paste in the form. Keeping form open for a longer duration may give an error (e.g., response is too large).

\*Required

# NOTE: One member from each team should fill the form. Min and max limit is of CHARACTERS in some questions (500 characters is different than 500 words).

The milestone will help you make sure you're on track and should describe what you've

accomplished so far, and very briefly say what else you plan to do. You should write it as if it's an “early draft" of what will turn into your final project. You can write it as if you're writing the first few pages of your final project report, so that you can re-use most of the milestone text/figures in your final report.

Second Milestone is a major task for that and consists of 25 Marks but will be scaled to 20. Any laxity in preparing this may cost you your grade in this course.

The Form will be checked for Plagiarism using Turnitin/Cross-Check and Language Checker. In case the Form is not submitted by Due date, for each late day your evaluated marks will be reduced by two marks. If your plagiarism score is more than 5% then you will get Zero marks overall. If your Language Checker has more than 50 errors in the whole Form, you will get Zero marks overall.

This Form sets the journey for your critical and important step for project. Spend sufficient time to build the answers. For each Question, no of marks is given. You will either get Zero, Half or Full marks in every question for the content of your answer.

Any white spaces or other manipulation to fulfil the criteria of minimum characters to answer the question will attract zero marks out of 25 in the 2nd milestone.

After submitting 2nd Milestone Any change in team and Project will attract a penalty of 2 marks for each subsequent day.

# Write Your Name \*

1. Write your Enrollment Number \*

# Your team number [check LMS for project list and team number for your project] \*

1. Write your alternate Email Address \*

# Write your Mobile Number \*

Project Details

# Write names of your team members separated by comma (e.g., Abc, Xyz) \*

1. Write enrollment no's of your team members separated by comma (e.g., \*

# E21CSE001, E21CSE002)

1. Select your team's batch \*

*Mark only one oval.*

EB05 EB06 EB07 EB08 EB09 EB10 EB11 EB12 EB13 EB14 EB17 EB18 EB19 EB20 EB21 EB22 EB23 EB24 EB25 EB26 EB27 EB28 EB29 EB30 EB31

# Project Title \*

1. User Interface Design [prototype] \*

Salient Points/ How it meets the characteristics of User-Centered Design etc. (Minimum 500 characters and maximum 1000 character and at least 4 figures of the User interface or other related figures of your project via a tool [e.g., mockflow]). This Question Carries Two Mark.

Focus on User Needs: The website is designed with the user's needs in mind. It provides a personalized experience for each user by recommending outfits based on their individual style preferences.

User Involvement: The website involves users in the design process by allowing them to create a personal profile and input their style preferences. This information is used to provide personalized outfit recommendations, ensuring that the user is involved in the design of their experience.

Usability: The website is designed to be user-friendly, with clear navigation and easy-to-use filters that allow users to easily find the outfits they are looking for.

Accessibility: The website is designed to be accessible to all users.

Aesthetics: The website is designed to be visually appealing and engaging, with high-quality images and an intuitive layout. This ensures that users enjoy their experience on the website and are more likely to return.

PICTURES PLS.

That too 4.

# Upload a User Interface Design File. Create a PDF with all images and upload \*

the single PDF. This is part of the above question.

# Files submitted:

1. Potential User Feedback \*

This feedback should be collected from potential user in person or by phone.

Potential User 1 Feedback:

Potential User 2 Feedback:

Potential User 3 Feedback:

Potential User 4 Feedback:

Potential User 5 Feedback:

At least 50 words for each feedback This Question Carries One Mark.

# Design Documents: (Overall Architecture Diagram/ Use-case Diagram/ Activity \* Diagram/ Solution Diagram, etc.) (As Applicable) . Please write Minimum 500 and Maximum 1000 Characters. This Question Carries Three Mark.

1. Upload a Design Document as PDF file (you may use a tool like Lucidchart to \*

# create them easily). This is part of above question. (You are supposed to upload a single file, If you have multiple files then merge them into a single file, convert it into PDF and then upload.)

Files submitted:

# Ethical and legal/privacy/terms and conditions \*

Actual Text of such issues that will be put before the user to agree. Please write minimum 2000 and maximum 10000 Characters. This Question Carries Three Mark.

Ethical and Legal Considerations:

1. User Privacy: The website must adhere to data privacy laws and regulations, including the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA). This includes obtaining user consent for data collection and providing transparency around how user data is collected, stored, and used.
2. Information Security: The website must ensure the security of user information, including using secure encryption methods and protecting against unauthorized access or disclosure of user data.
3. Advertising Ethics: If the website displays advertisements, it must ensure that they are truthful, accurate, and not misleading. It must also clearly disclose any sponsored content or paid promotions.
4. Intellectual Property: The website must respect intellectual property rights and ensure that it does not infringe on any copyrights or trademarks.

Terms and Conditions:

The website's terms and conditions should include the following:

1. User Obligations: Users must agree to provide accurate and truthful information when creating a profile, as well as to use the website in accordance with the terms and conditions and applicable laws and regulations.
2. Limitations of Liability: The website must limit its liability for any damages incurred by users, including lost profits or data, and exclude liability for any indirect or consequential damages.
3. Intellectual Property: The website should include information on the ownership of intellectual property, including trademarks, copyrights, and patents, as well as guidelines for using or reproducing any content on the website.
4. Termination: The website must reserve the right to terminate user accounts for any reason, including for violating the terms and conditions, and should provide guidelines for how termination will be handled.

Overall, the website must prioritize user privacy, information security, advertising ethics, and intellectual property rights. Its terms and conditions should clearly outline user obligations, limitations of liability, intellectual property ownership, and termination guidelines. By doing so, the website can ensure a fair and safe experience for its users while also protecting its own interests.

# Feasibility study/ Business Context of the idea/ Monetization/ Opportunity \*

Analysis

Please write Minimum 1000 Maximum 2000 Characters. This Question Carries two Mark.

Feasibility Study:

Strengths:

* The concept of curating outfits based on a single piece of clothing can be a unique and innovative approach to online fashion, providing a different experience than traditional online shopping.
* As people become more comfortable with online shopping, there is potential for high demand for online fashion solutions.
* The algorithm and technology needed to match outfits can be developed with existing machine learning and image recognition technology.

Weaknesses:

* Competition in the online fashion industry is already intense, making it difficult to break through with a new product or service.
* Creating and curating a large database of outfits can be time-consuming and expensive.
* Getting users to trust and adopt a new service can be difficult without a strong marketing strategy.

Business Context:

Market Size: The online fashion industry is growing rapidly, with global sales expected to reach $872 billion by 2023, according to Statista. This indicates significant potential for your website to tap into the market and carve out a unique niche.

Target Audience: Your target audience would likely be young and tech-savvy individuals who are interested in fashion and online shopping. They may be looking for an easier way to shop online or new and innovative ways to express their personal style.

Monetization: Here are some potential ways to monetize your website:

* Affiliate Marketing: Earn a commission by directing users to purchase the clothes and accessories featured in the outfits.
* Sponsored Content: Partner with fashion brands to feature their products in the outfits and charge for the exposure.
* Premium Membership: Offer a premium membership with extra features, such as more outfit recommendations, personalized styling advice, or exclusive discounts.

Opportunities:

* Use social media and influencer marketing to promote your website and reach your target audience.
* Partner with fashion brands and bloggers to increase exposure and reach new audiences.
* Expand the database of outfits to include outfits for specific occasions, such as weddings, job interviews, or date nights.
* Develop a mobile app for even more convenient access to your service.

In conclusion, the idea of building a website for curating online outfits has the potential to be a profitable business if executed correctly. However, it will require extensive research, marketing, and investment to succeed in a highly competitive online fashion industry.

# Project cost estimation \*

Please write the estimated cost [think about COCOMO model from last semester and other possible costs] that your project required in 3 years or completion of the project. A cost estimate is a summation of all the costs involved in successfully finishing a project, from inception to completion (project duration). Common types of expenses include Labor, Materials, Equipment, Services, Software, Hardware. Please write Minimum of 500 Maximum 1000 Characters. This Question Carries one Mark.

# Partial Implementation/ Draft Code \*

Give Link of Github or any other public Repository/ Web Link/URL where your partial code is available to see. Minimum 25% of the code should be declare in this answer. This Question Carries Three Marks.

# Week wise Updates/ Diary/ Proportional achievement of stated outcomes/ \*

Graded Functionality, etc. You may use a tool (e.g., Hugo) to keep your meeting notes handy.

( At least 300 characters in each week) Week 1 Week 2 Week 3 Week 4

Week 5 Week 6 Week 7 Week 8. This Question Carries Two Marks.

# Week Wise Plan for the remaining time to complete the Project \*

( At least 300 Character in each week) Week 9 Week 10 Week 11 Week 12. This Question Carries Two Mark.

# One impressive post on LinkedIn regarding your Project [submit the URL of \*

your post].

( At least 300 Characters and one Image and 5 hashtags). This Question Carries one Mark.

# Is your idea/Project/Product is applicable for patent? If Yes then, Why do you \*

think it can be submitted for patent? How do you plan to proceed for Patent? Even if your answer is no, explain why do you think it cannot be submitted for patent? (Minimum 300 characters maximum 1000, this question carry 1 Mark)

# Discuss your Project with at least three students of your senior batches of Bennett

Feedbacks

Senior students and others

University and ask them how they rate your project from 1 to 10 scale. They should be ready to confirm if they are called on their mobile number.

(At least 200 Character feedback from each of them, Positive or negative feedback will not

determine the marks but the quality of the feedback will) This question carry 2 Mark.

# Feedback 1 - Name, Enrolment#, email and mobile# of student along with the \*

description of the feedback.

# Rating 1 \*

*Mark only one oval.*

Poor

1

2

3

4

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6

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8

9

10

Awesome

# Feedback 2 - Name, Enrolment#, email and mobile# of student along with the \*

description of the feedback.

# Rating 2 \*

*Mark only one oval.*

Poor

1

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10

Awesome

# Feedback 3 - Name, Enrolment#, email and mobile# of student along with the \*

description of the feedback.

# Rating 3 \*

*Mark only one oval.*

Poor

1

2

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Awesome

# Discuss your project with two people outside the Bennett University (apart from your family members and preferably from industry) and and ask them how they rate your project and its progress from 1 to 10 scale. They should be ready to confirm if they are called on their mobile number.

(1+1 mark for each of two).( At least 200 Characters feedback from each of them, Positive or

negative feedback will not determine the marks but the quality of the feedback will)

# Feedback 1 - Name, who they are, email and mobile# of those along with the \*

description of the feedback.

# Rating 1 \*

*Mark only one oval.*

Poor

1

2

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Awesome

# Feedback 2 - Name, who they are, email and mobile# of those along with the \*

description of the feedback.

# Rating 2 \*

*Mark only one oval.*

Poor

1

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Awesome

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