

GOVERNMENT POLYTECHNIC, JALGAON



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Ideology

Great Philosopher Heraclitus once said “The Only Constant in Life Is Change.” So, we should never settle with a technology and cope up to contribute in ‘Digitalized India’. As of now online shopping has been sweeping the world at rapid pace and customers are preferring online over in-store shopping as it requires less time and effort.

Despite their advantages in comparison with in-store shopping, customers often have concerns when they shop for products that require measurements estimation such as clothes. Choosing the wrong clothing size is particularly a common issue experienced by many online shoppers while purchasing clothes and due this there is significant rise in replacements and returns with customer dissatisfaction. Therefore, in this capstone i.e. CLOTHIIFY – “The look you need, the convenience you crave” will be an E-commerce shopping web-site in which we are trying to propose a model that estimates body measurements from real-time pictures using the strong AI of python at backend to perform its task. It will calculate the body size of customer and will determine their best fitting cloths as per their size. The underlying project helps user to view and buy trending clothes of all age, groups and genders. After syncing the customer front angled picture, they will be provided with the filtered view of their own size and will be able to add products in Wishlist/Cart so that they can order them as per their convenience.

Our Research

- **What problem is our venture targeting to solve?**

Customers with online shopping were unable to determine their clothing size accurately, and were obliged to buy without knowing whether they are suitable for them or not. So, there is a lack of system which calculates body size of customer while buying clothes to provide them with their best fit.

- **How are the affected people (customers/consumers) coping with the problem at present?**

Customers are just coping up with this, by replacing or returning the inappropriate-sized product which in turn leads to inconvenience and disappointment. There may also be unexpected delays and waste of time.

- **What is the intended customer segment of our venture?**

The individuals who find convenience in shopping clothes online on regular basis and who might have standard body size or a different size/shape of body which doesn't fit in standards of sizes with the peoples who are unaware of their actual body size. All of them can use this platform to purchase their best fit clothes.

- **How our clientele will be benefitted?**

Customers using CLOTHIIFY will be capable of determining their clothing size accurately, and will be able to buy their best fit clothes. So, replacements/returns will be overridden by convenience as there will be no inappropriate-sized product shipping which in turn reduces unexpected delays and waste of time.

- **How will our venture generate revenue?**

As we are providing the best service for purchasing clothes across the town so more and more people will find convenience using our site and this will eventually lead to increased revenues and better profits.