



Fashion MORPH

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FASHIONMORPH

About Our Project

Where it comes from?

Morph which is transformation of appearance just like how caterpillar transforms into a butterfly. Our website will make you more fashionable.



FASHIONMORPH





What is design thinking?

Design Thinking is a problem-solving approach that focuses on understanding users' needs, challenging assumptions, and redefining problems to identify alternative strategies and solutions.

Empathise phase:

Design process where we observe, engage and immerse the user.

Define phase:

Design process where we develop a deep understanding of the users and come up with an actionable problem statements.

Ideate phase:

Design process where we focus on idea generation.

Prototype phase:

Design process where we developed a basic version of the project.

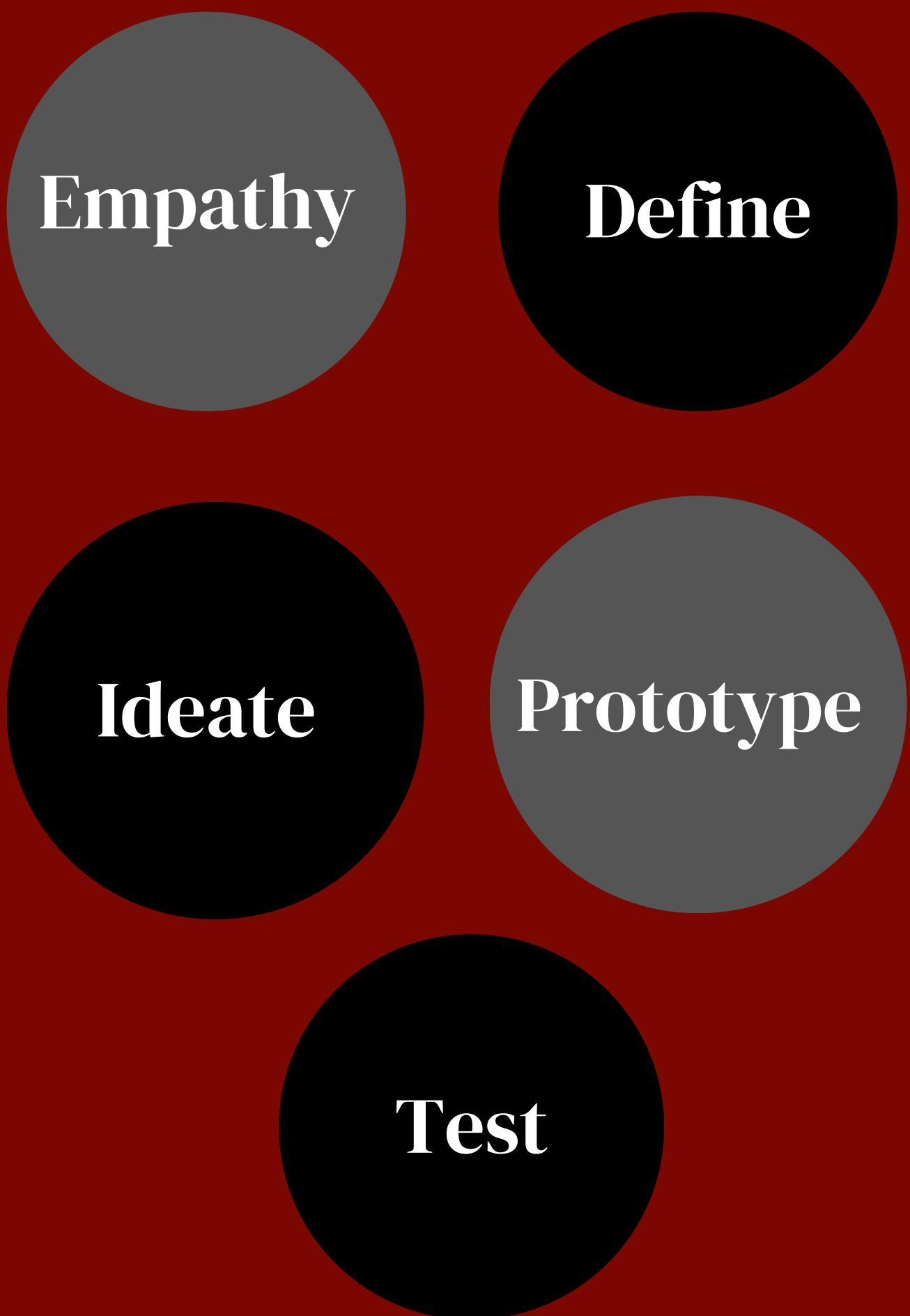
Test phase:

Design process where we had users interact with the prototype and we refine it to make it better based on user's feedback.

DETAIL STEP



We divide our steps in 5 phases:



01

Empathy

After some discussion, we decided to conduct interviews and survey to explore our target customer's need.



Interview

gain a deeper understanding of their experiences, preferences, and challenges

interviewee - colleagues to know the problems faced as a client while choosing clothes.

Survey

quickly collect data from a wide range of participants, let us understand trends and gathering diverse perspectives.

02

Define

Gather and analyzed insights to clearly define the core problem or challenge

We found that our target clients face challenges when choosing outfits from their wardrobe and shopping for clothes online. These challenges are mainly centered around four key aspects:

The lack of a way to **try on clothes** virtually without visiting a store.

Uncertainty about purchasing clothes online.

Struggling to create cohesive outfits when mixing and matching items.

Difficulty deciding what to wear for special occasions or daily activities.

03

Ideate

collaborate and brainstorm various ideas to develop new solutions.

To identify the solution: we use several ways:

Research

About the combination of Artificial Intelligence and fashion
Virtual try-ons, personalized styling recommendations,
smart wardrobe management systems.
-predict fashion trends, analyze user preferences, and
provide tailored suggestions based on individual styles.

Group discussion

By using the information from research, we conducted several meetings to discuss the best solution to the revealed problem. Our discussion focused on finding practical, innovative, and user-centric solutions that could guide us in designing an effective application.



04

Prototype

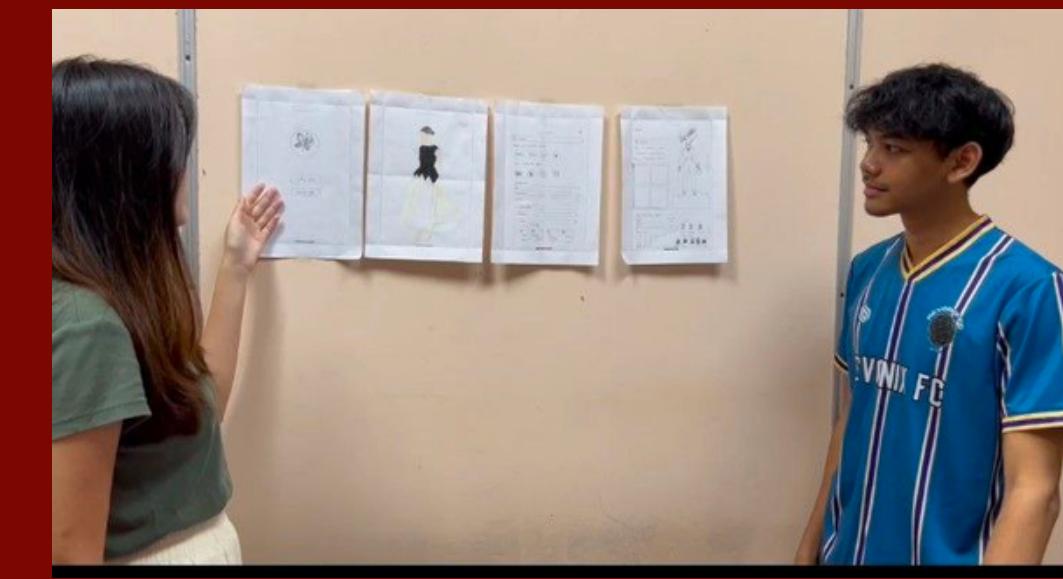
We decided to design our prototype using paper and pencil to clearly showcase the features of our application.



05

Test

In testing phases, we testing our application by showing users how to interacted with this application and paying close attention to any challenges encountered.



DETAILED DESCRIPTIONS



Problems Identified

- How can we make it easier for individuals to mix and match their clothing to create cohesive outfits?



- How can we help people decide what to wear for special occasions or everyday situations?



- How can we enable people to virtually try on clothes without visiting a physical store?



- What solutions can reduce the stress and uncertainty of shopping for clothes online?



SOLUTIONS

01

VIRTUAL TRY-ON
FEATURE

3D MODEL



SOLUTIONS

02

SIZING GUIDES AND FIT REVIEWS

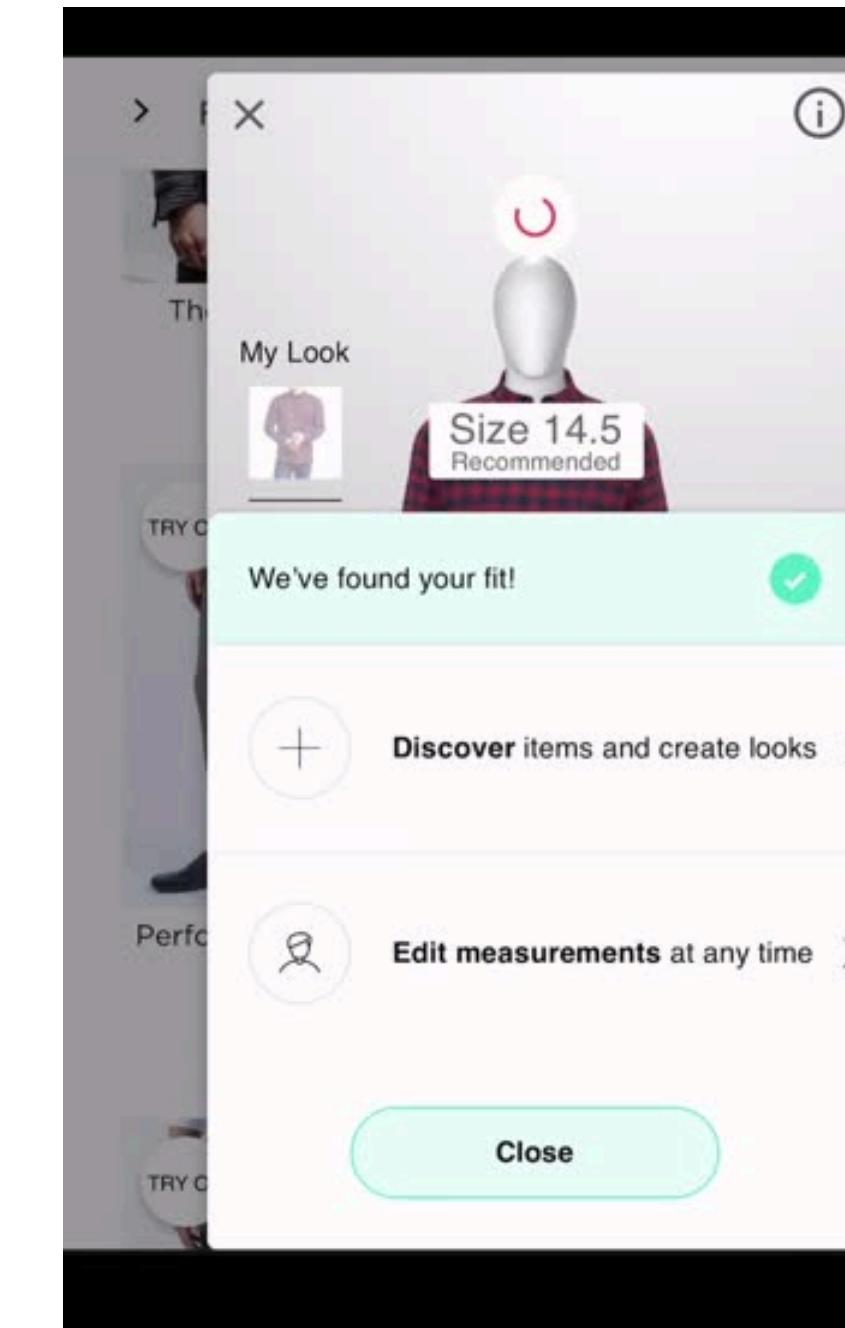
DETAILED
MEASUREMENTS
AND SIZE
CONVERSIONS

WOMEN'S SIZES: DRESSES, JACKETS, COATS AND BLOUSES

SIZE	XXS	XS	S	S/M	M	M/L	L	L/XL	XL	XL/2X	2X	3X	4X
UK	4	6	8	10	12	14	16	18	20	22	24	26	28
EUROPE	32	34	36	38	40	42	44	46	48	50	52	54	56
USA/CAN	0	2	4	6	8	10	12	14	16	18	20	22	24
AUS/NZ	4	6	8	10	12	14	16	18	20	22	24	26	28
ITALY	36	38	40	42	44	46	48	50	52	54	56	58	60
FRANCE	32	34	36	38	40	42	44	46	48	50	52	54	56
GERMANY	30	32	34	36	38	40	42	44	46	48	50	52	54
JAPAN	5	7	9	11	13	15	17	19	21	23	25	27	29
RUSSIA	38	38/40	40	42/44	46	48	50	54	58	60/62	64	66/68	72/74

WOMEN'S SIZES: SHOES, BOOTS, TRAINERS

	S	I	Z	E									
UK	2	2.5	3	3.5	4	4.5	5	5.5	6	6.5	7	7.5	8
EUROPE	34.5	35	35.5	36	37	37.5	38	39	39.5	40	41	41.5	42
USA/CAN	4.5	5	5.5	6	6.5	7	7.5	8	8.5	9	9.5	10	10.5
AUS/NZ	3	3.5	4	4.5	5	5.5	6	6.5	7	7.5	8	8.5	9
ITALY	35	35.5	36	36.5	37	37.5	38	38.5	39	39.5	40	40.5	41
FRANCE	36	36.5	37	37.5	38	38.5	39	39.5	40	40.5	41	41.5	42
GERMANY	36	36.5	37	37.5	38	38.5	39	39.5	40	40.5	41	41.5	42
JAPAN	20.5	21	21.5	22	22.5	23	23.5	24	24.5	25.5	26	26.5	27
RUSSIA	33	33.5	34	34.5	35	35.5	36	36.5	37	37.5	38	38.5	39

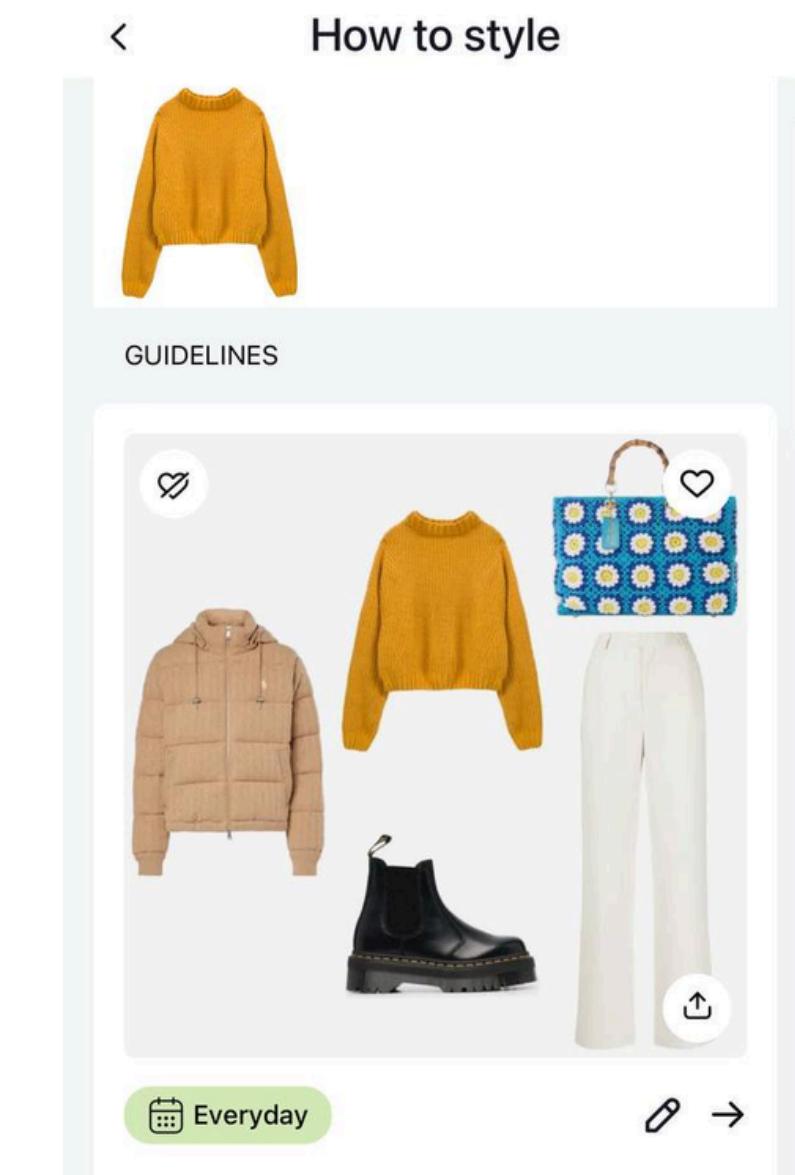
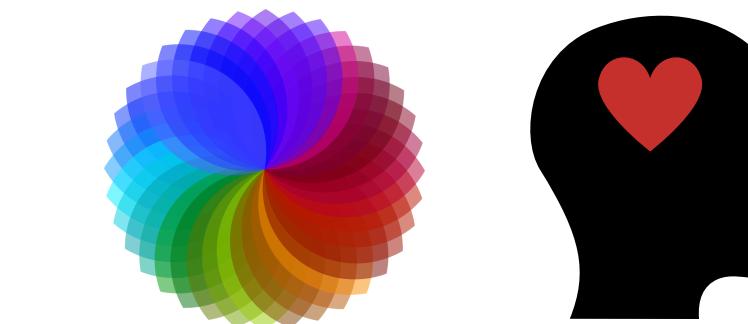


SOLUTIONS

03

AI OUTFIT GENERATOR

MIX-AND-MATCH
COMBINATIONS
FROM THE USER'S
WARDROBE OR
SHOPPING CART



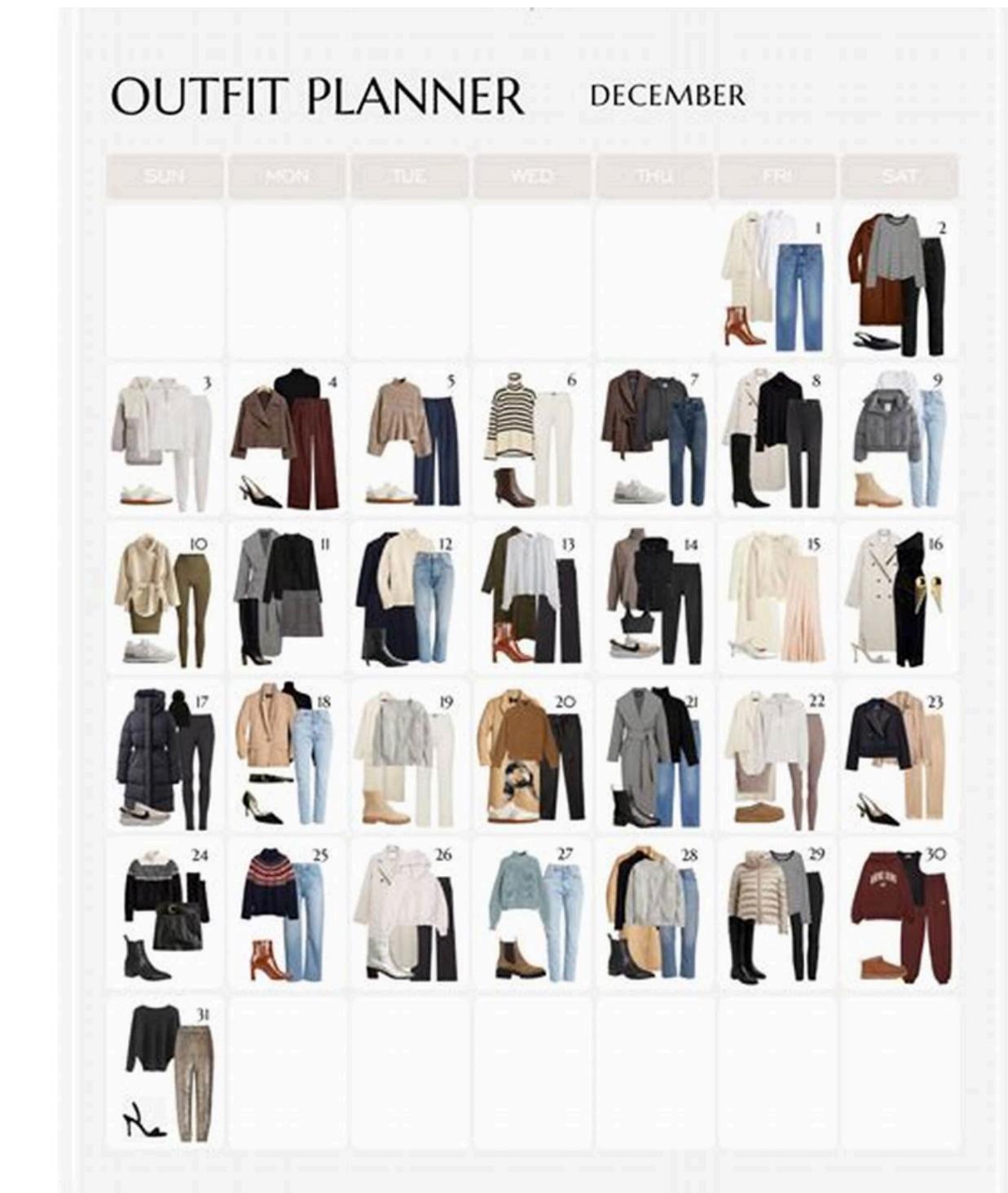
SOLUTIONS

04

CALENDAR

GENERATE AND
ORGANIZE YOUR
OUTFITS FOR THE
FUTURE

1. DAILY OUTFIT PLANNING
2. SEASONAL ADJUSTMENTS
3. TIME-SAVING



DESIGN THINKING EVIDENCE



Empathy Phase

01

Interview



02

Interview



03

Google Form

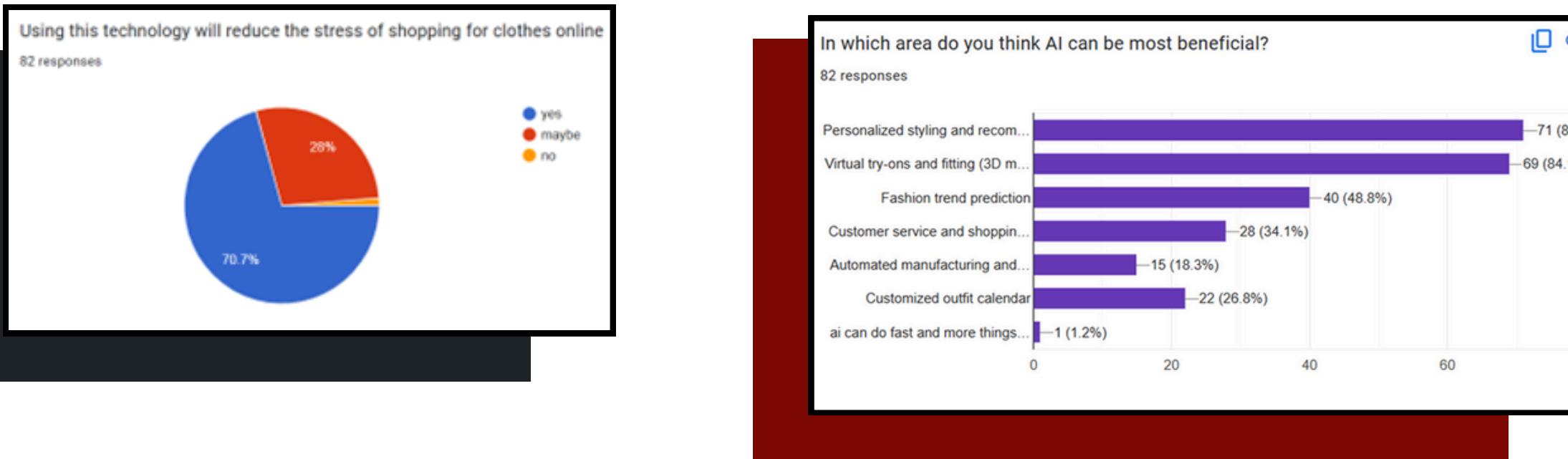
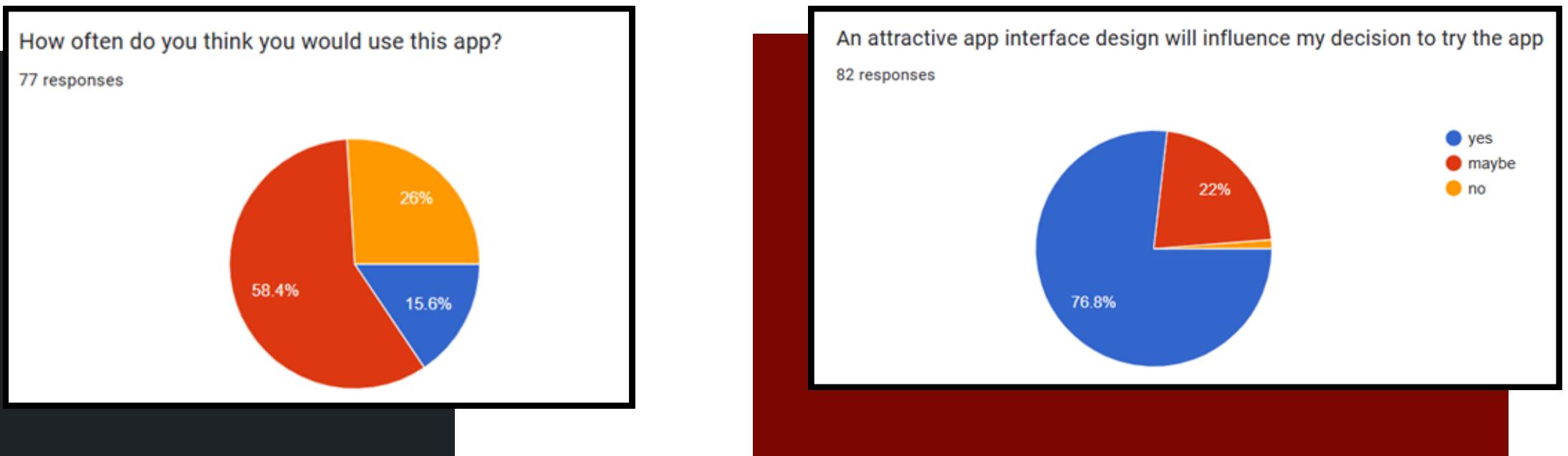
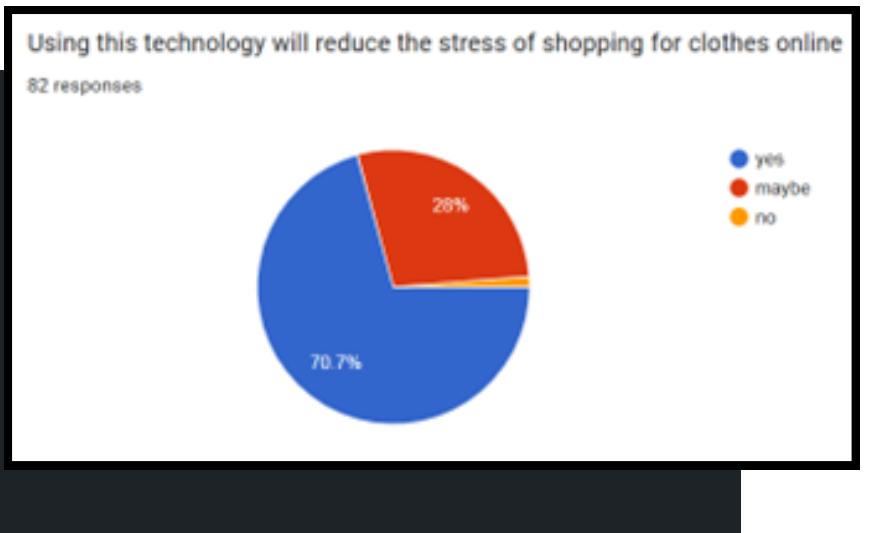
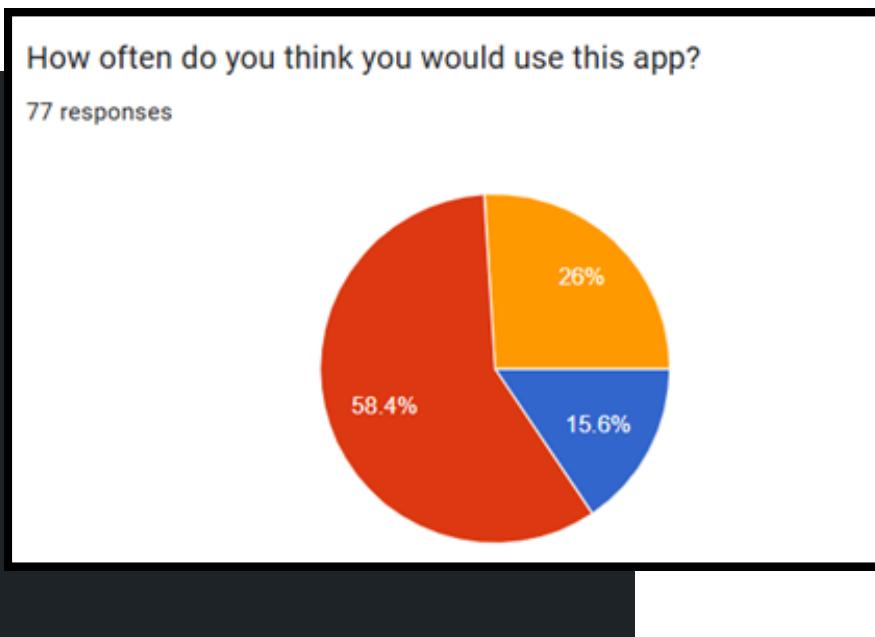
I am interested in trying on clothes virtually using an AI application *

yes
 maybe
 no

I will use an AI Fashion app if it provides realistic clothing simulations *

yes
 maybe
 no

A screenshot of a Google Form survey. It contains two questions with three response options each: 'yes', 'maybe', and 'no'. The first question is about interest in virtual try-on using AI, and the second is about using an AI fashion app if it provides realistic simulations.



Define Phase

Key Features:

- People struggle to mix and match outfits.
- Online shopping feels uncertain—will it fit?
- There's no easy way to try on clothes virtually.

These clear challenges set the stage for brainstorming solutions

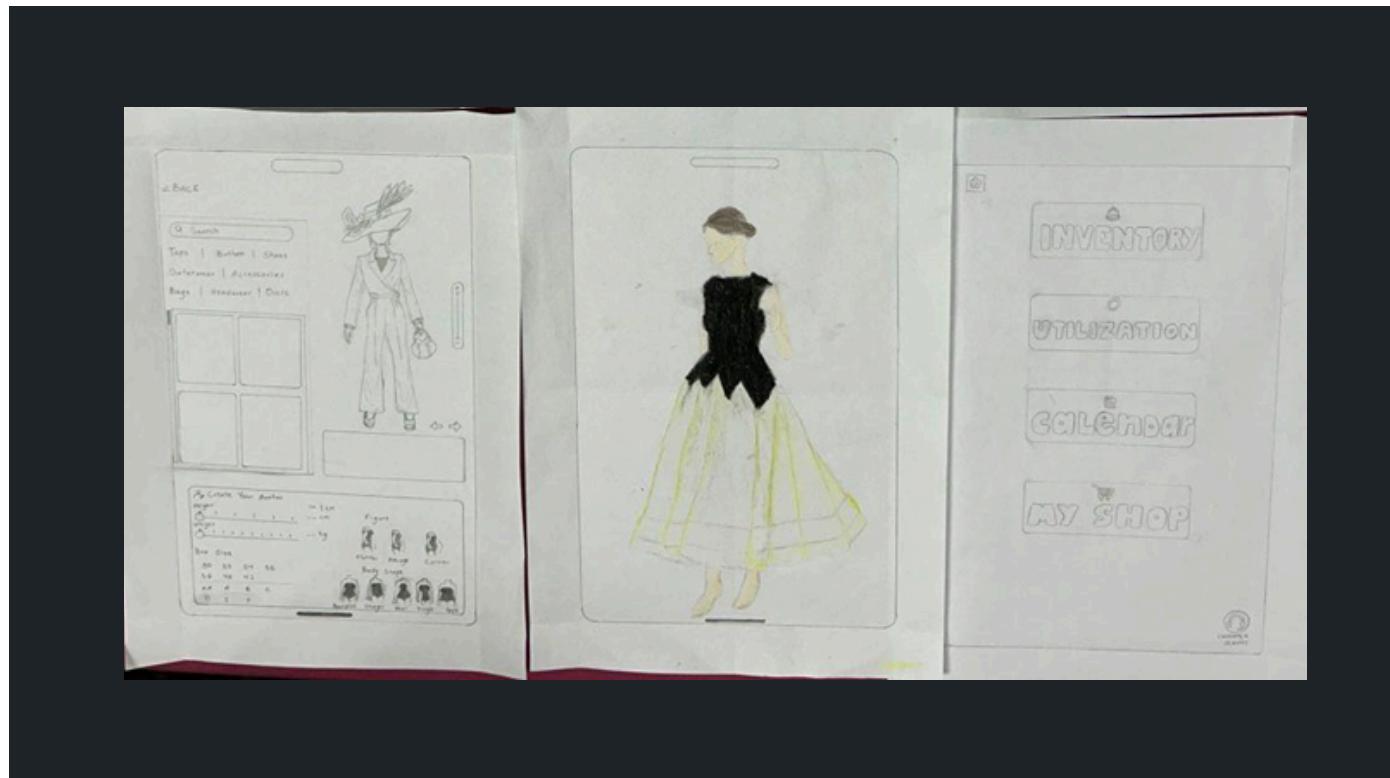


Ideate Phase

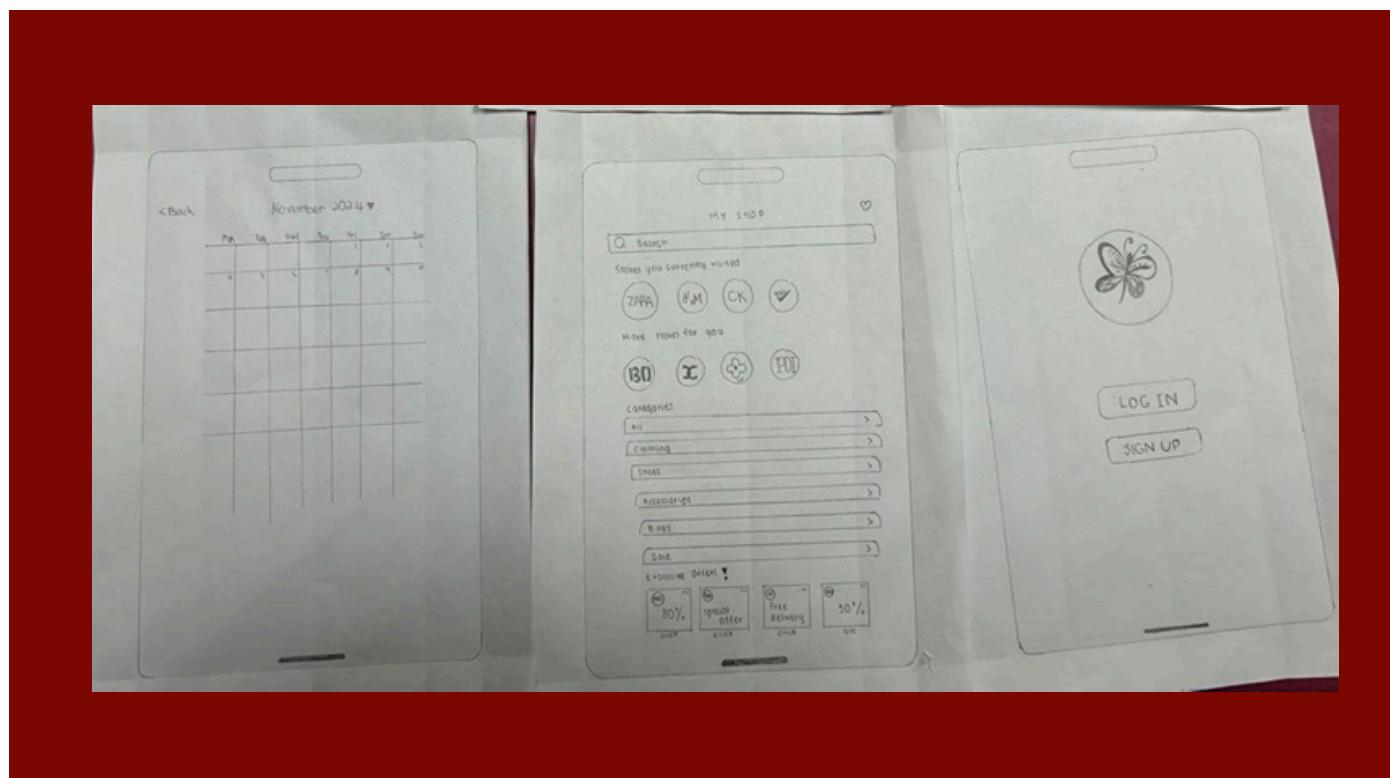
ocused on practical solutions like:

- AI outfit suggestions.
- Virtual try-on features.

These ideas felt the most useful and innovative.



Prototype Phase

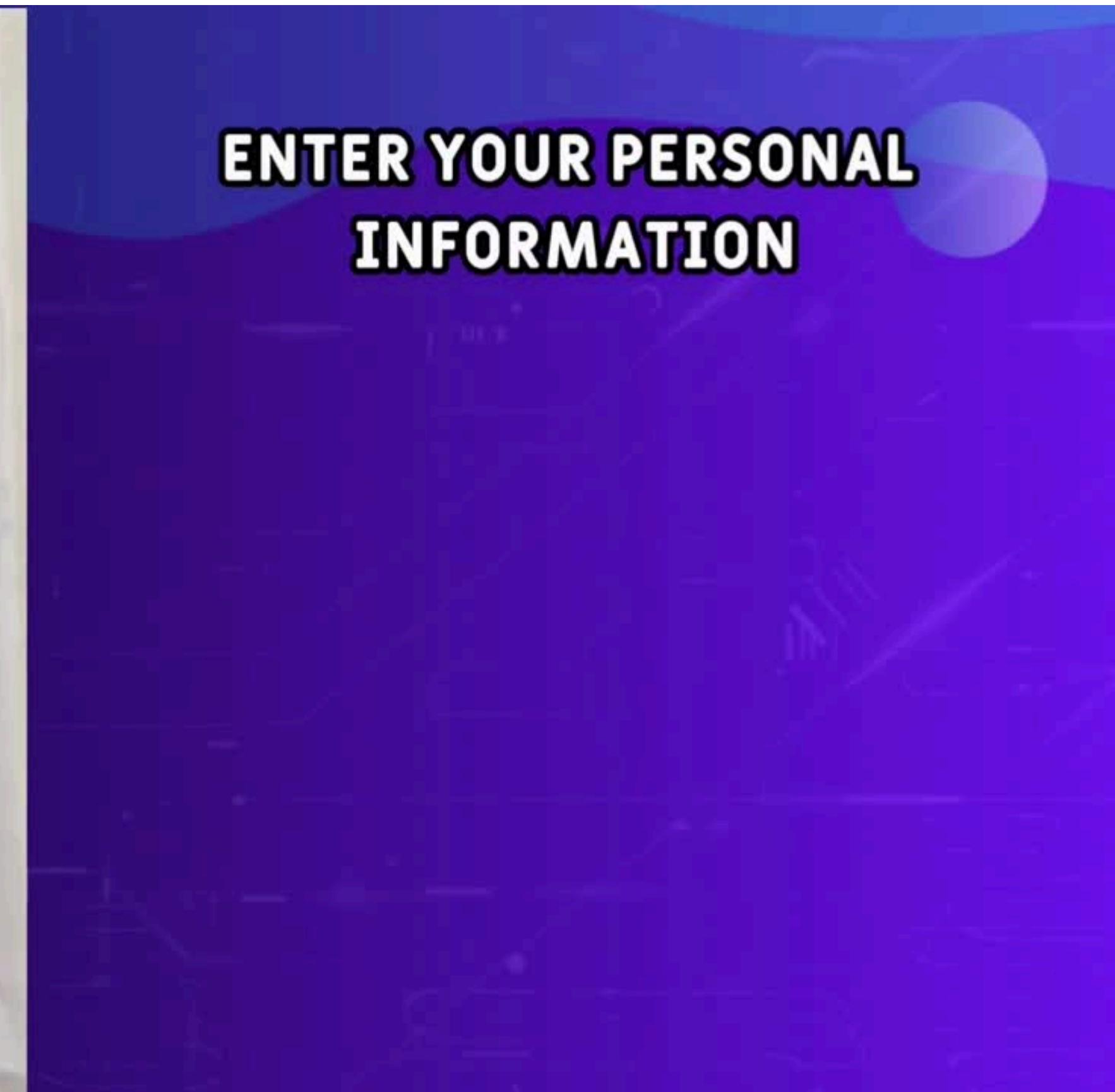
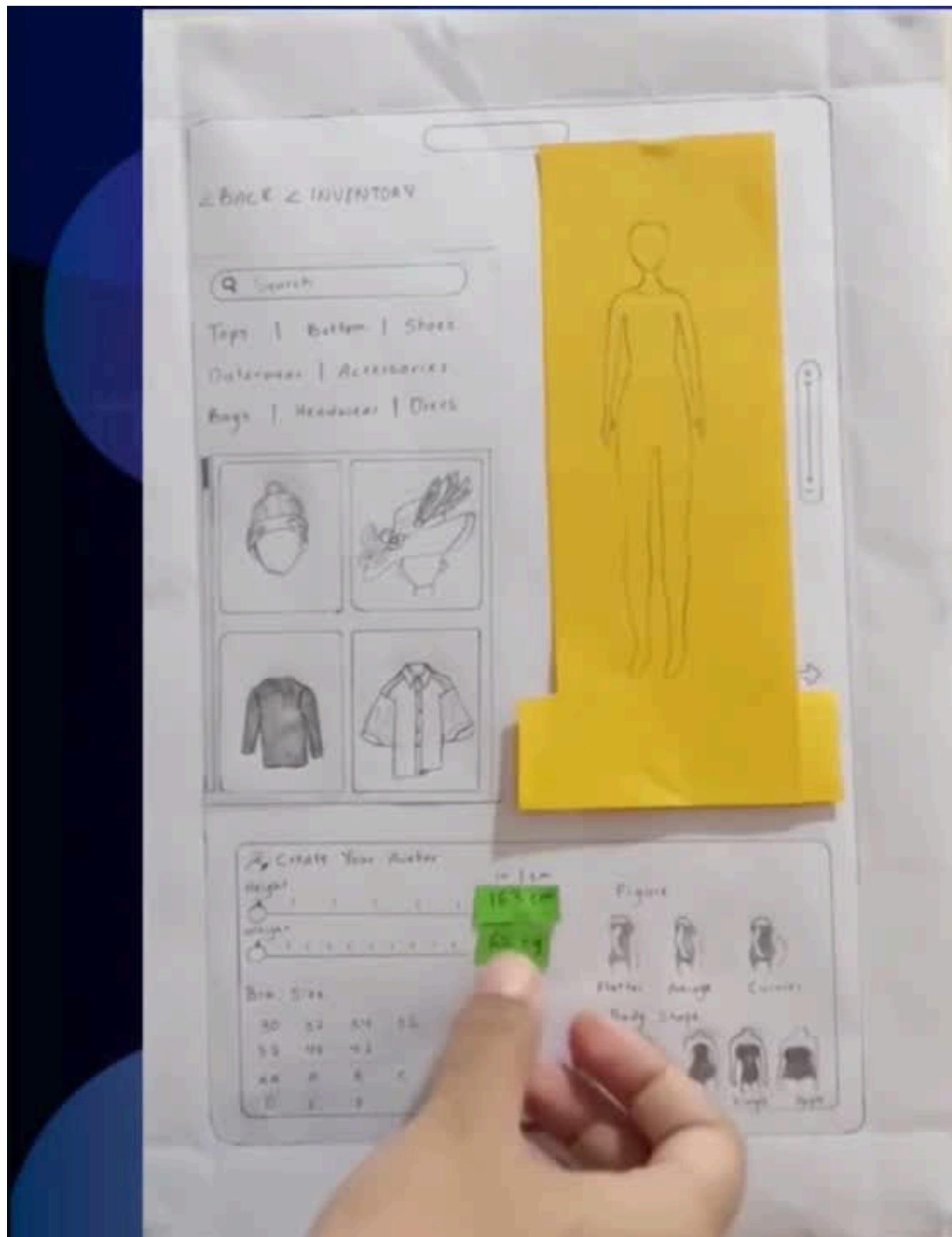


We turned our ideas into simple prototypes. They were basic sketches with paper and pencil but showed how the app could solve real problems. This helped us visualize and refine the key features.

Prototype Testing

We tested our prototypes with colleagues. Their reactions were so encouraging! —they loved the idea and found it helpful for organizing their wardrobes and planning outfits. Their input also helped us make improvements





Thank You

For Your Attention

