

SEPTEMBER 2024

SOFTWAREAR

XEON 2035

SoftWear: The Journey Begins:

Perception:

"The world of how we shop is changing."



Reflections:

The world of how we shop is changing. With the rapid advancement of technology and the growing shift towards online retail, traditional methods of trying on clothes are becoming less relevant. SoftWear addresses this evolving landscape by offering a cutting-edge virtual try-on solution. By allowing users to see how garments fit in real-time through their phones, SoftWear enhances the online shopping experience, providing a more interactive and accurate way to assess clothing fit and style. We have seen a shift towards online retail, traditional fitting methods are becoming obsolete, leading to challenges such as expensive returns and uncertainty about fit.

This project, part of my MSc dissertation at Birkbeck, responds to the need for innovative digital solutions that bridge the gap between virtual shopping and real-world fitting, making online fashion more accessible and satisfying. It combines my skills in full-stack development with an interest in the burgeoning fields of Extended Reality (XR) and Augmented Reality (AR) to provide a realistic and interactive fitting experience, addressing the growing need for advanced digital fashion solutions.

From this initial germ of an idea will stem a lengthy four-month feasibility study of primary and secondary research. During this period, I will undertake extensive ER design, testing, and development of a mock-up of a full-stack, responsive, interactive web application and phone app. These preliminary efforts will serve as the foundation for the project and support the implementation of XR/AR

technologies.

Over the next three weeks or so, I will be undertaking extensive conceptual ER design, testing, and development, focusing on new technologies and frameworks. The tech stack I've initially identified includes JavaScript and Node.js due to their versatility and efficiency in building dynamic, full-stack applications. I will also be developing a mock-up of a responsive, interactive web application and phone app. This approach ensures that the application is accessible and functional across various devices, which is crucial for providing a seamless user experience. These preliminary tasks will lay the groundwork for the project and support the integration of XR/AR technologies.