

GUJARAT TECHNOLOGICAL UNIVERSITY

Chandkheda, Ahmedabad

Affiliated



NEW LJ INSTITUTE OF ENGINEERING AND TECHNOLOGY

A

Project Report

On

STYLE & WRAP

Under subject of

DESIGN ENGINEERING – 2 A

B. E. II, Semester – V

(IT BRANCH)

Submitted by: Group:

	<u>Name</u>	<u>Enrollment No</u>
1	VRUSHTI SANJAY SHAH	201430116082
2	VANSH SANJIV MALHOTRA	201430116021
3	VRUSHTI PARESHBHAI PANCHAL	201430116018
4	KUNJ MANISHBHAI PATEL	201430116052

Mrs Ankita Rathod

(Faculty Guide)

Dr. Gayatri S Pandi

(Head of the Department)

Academic Year

(2021-2022)

CERTIFICATE

This is to certify that project work embodied in this report entitled “**STYLE & WRAP**” was carried out by below mentioned students at department of Information Technology NEW L J Institute of Engineering and Technology,

Ahmedabad for partial fulfillment of the subject design engineering 2 A. This project work has been carried out under my supervision and is to the satisfaction of department.

Sr	Name of Student	Enrollment No.
1	Vrushti Sanjay Shah	201430116082
2	Vansh Sanjiv Malhotra	201430116021
3	Vrushti Paresh Panchal	201430116018
4	Kunj Manish Patel	201430116052

Internal guide`s sign

HOD`s sign

College seal

ACKNOWLEDGEMENT

I cannot express enough thanks to my support members for their continued support and encouragement: **Dr. Gayatri S Pandi** (HOD), **Mrs Ankita Rathod**(your Guide name). I offer my sincere appreciation for the learning opportunities to my support members.

The completion of this project could not have been accomplished without the support of the team members. A special thanks goes to my team members they help me to assemble the parts and gave suggestion about the project. Besides, we would like to thank all the teachers who helped us by giving us advice and providing the material required. I would like to thank my family and friends for their support. Without that support we couldn't have succeeded in completing this project. At the end, we would like to thank everyone who helped and motivated us to work on this project.

ABSTRACT

- The problem mainly faced by people these days when it comes to attend a occasion like birthday, wedding, house warming , etc are

- 1) What to gift to the person hosting the event.
- 2) What to wear for the occasion.

- The Budget, idea of what to wear and gift are the main subproblems.
- For these our website provides Solution with its features like

1)Suggestions for Clothes

2)Gifting Ideas

3)Cloth Renting

- Thus this is the brief idea of our project.

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LIST OF ABBREVIATIONS

- 1) LNM - Learning Need Matrix
- 2) AEIOU - Activity Environment Interaction Object User
- 3) RE - Reverse Engineering
- 4) PDC - Product Development Canvas
- 5) HTML - Hyper Text Markup Language
- 6) CSS - Cascading Style Sheets

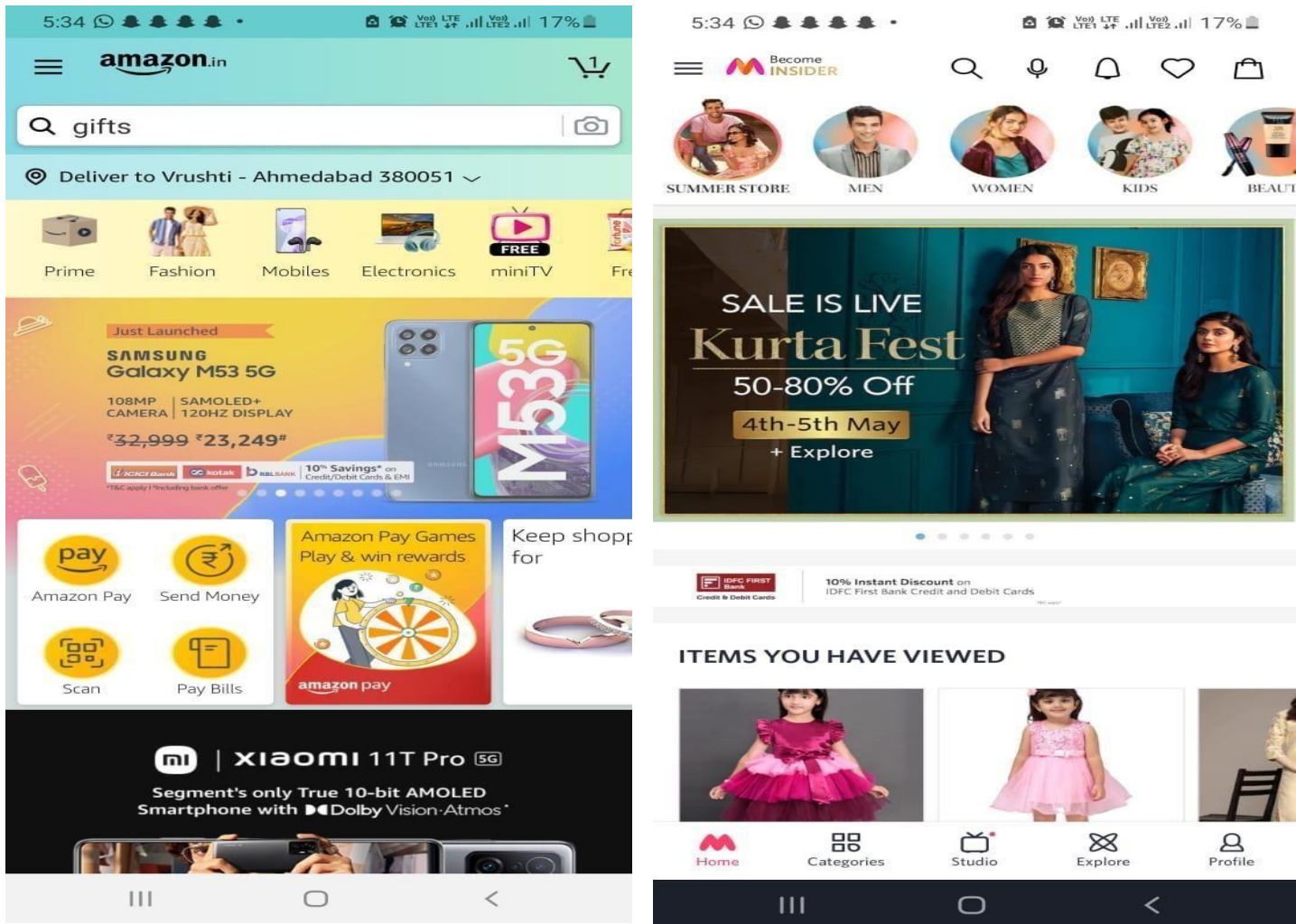
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INTRODUCTION

Phase 1 :Reverse Engineering (RE) :Selection and disassembling of artefact/component)



(FIGURE 1: WEBSITE COMPARISON)

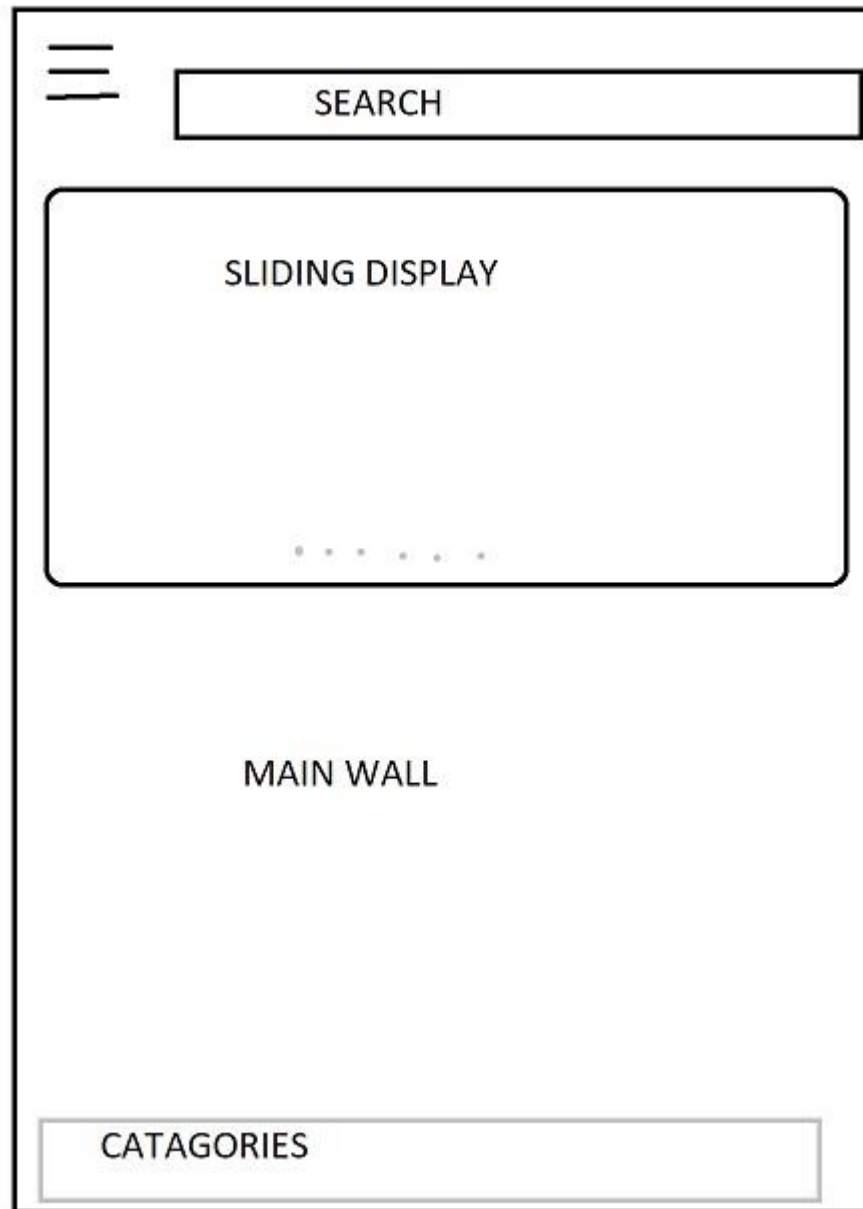
Phase 2 :Disassembly / Analysis of the component / product / art fact / program and learning about the topic

List of Observed Features: 1)

- Search Bar
- 2) Categories
- 3) Filters
- 4) Wishlisting
- 5) Add to Cart Option
- 6) Menu

- 7) Notifications Tabs
- 8) Sliding Display For New and Best Selling products.

Design Specifications:



(FIGURE 2: DESIGN SPECIFICATION)

PROJECT SUMMARY

<u>Sr No.</u>	<u>Paper Title</u>	<u>PaperAuthor</u>	<u>PublishedYear</u>	<u>Summary</u>
1)	Status Brand Management and gift purchase: A discriminant Analysis	David M Andrus Edward Silver Dallas E Johnson	2019	It is study based on decision making while purchasing gifts according to the situation and person capacity.
2)	Augmented Reality Based Online Application for Eshopping	Arshif Ali Kishor Saikia Biki Nayak Monoj Muchahari Pranav Kumar	2021	Online Shopping is a very popular option has it provides quality products and good prices adding more features can enhance it.

3) AEIOU CANVAS:

AEIOU stands for 5 elements to be coded: Activity, Environment, Interaction, Object and User.

ACTIVITY:

Activities are goal-directed sets of actions—paths towards things people want to accomplish. What are the modes people work in, and the specific activities and processes do they go through?

There are several activities which are carried out on the current system which are mentioned below

- Buying Gifts and Clothes
- Giving Clothes for Rent
- Giving Suggestion for gifts

ENVIRONMENT:

Environments include the entire arena where activities take place. What is the character and function of the space overall, of each individual's spaces, and of shared spaces?

The environment/arena where above mentioned activities took place was as follows:

- Birthdays
- Weddings
- Parties

INTERACTION:

Interactions are between a person and someone or something else; they are the building blocks of activities. What is the nature of routine and special interactions between people and objects in their environment, and across distances?

In the above mentioned environment, interaction which were observed are as follows:

- Buyer- Seller
- Advisor-Buyer
- Shopkeeper-Buyer

OBJECTS:

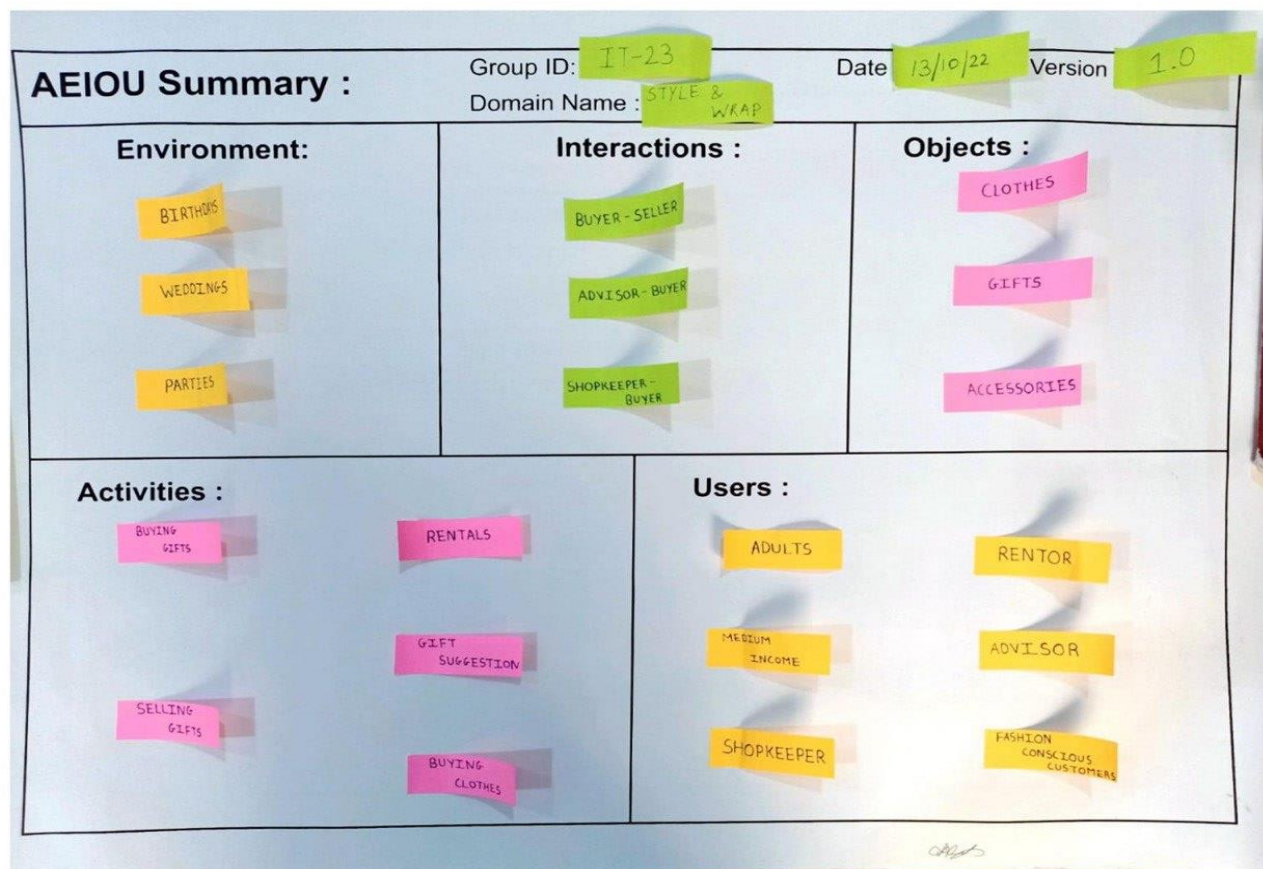
Objects are building blocks of the environment, key elements sometimes put to complex or unintended uses (thus changing their function, meaning and context). What are the objects and devices people have in their environments and how do they relate to their activities?

In the above mentioned environment objects that participated in interactions and activities were as follows:

- Clothes
- Gifts
- Accessories

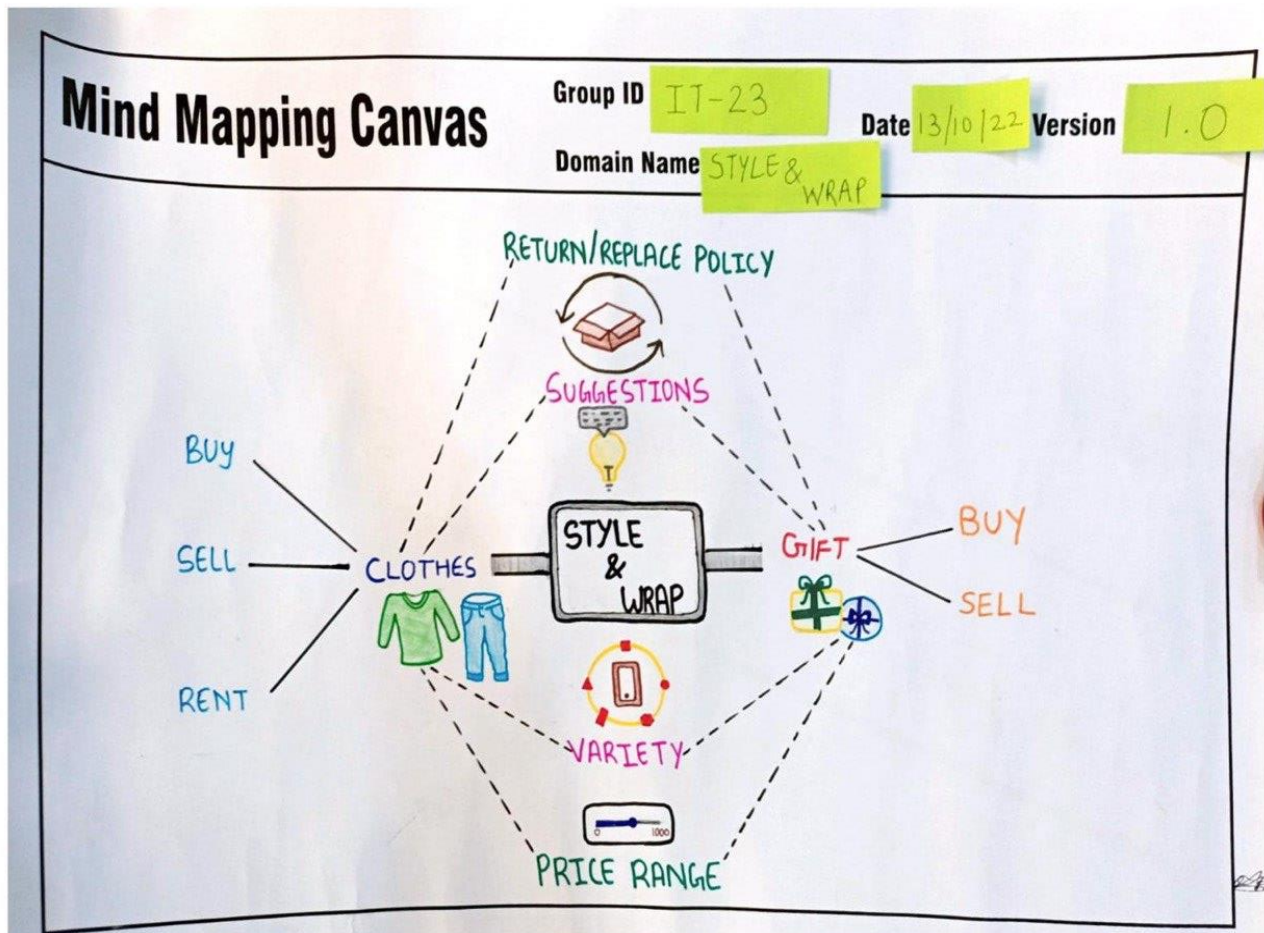
USERS:

Users are the people whose behaviours, preferences, and needs are being observed. Who is there? What are their roles and relationships? What are their values and prejudices? In the above mentioned interactions, activities and environment, following users were observed:



(FIGURE 3: AEIOU SUMMARY CANVAS)

4) MIND MAP CANVAS



(FIGURE 4: MIND MAP CANVAS)

5).IDEATION CANVAS:

Ideation is the creative process of generating, developing, and communicating new ideas, where an idea is understood as a basic element of thought that can be either visual, concrete, or abstract. Ideation comprises all stages of a thought cycle, from innovation, to development, to actualization. Ideation can be conducted by individuals, organizations

PEOPLE:

As we studied the AEIOU canvas and Empathy canvas we have collected that several activities are performed as well as there are several users of it. The people are as mentioned below:

Buyer
Supplier
Investors
Management System

ACTIVITIES:

Activities based on inference of AEIOU and empathy canvas, are as follows:

- Gift Suggestion
- Custom Clothes
- Rental Clothes
- Custom Gifts

PROPS:

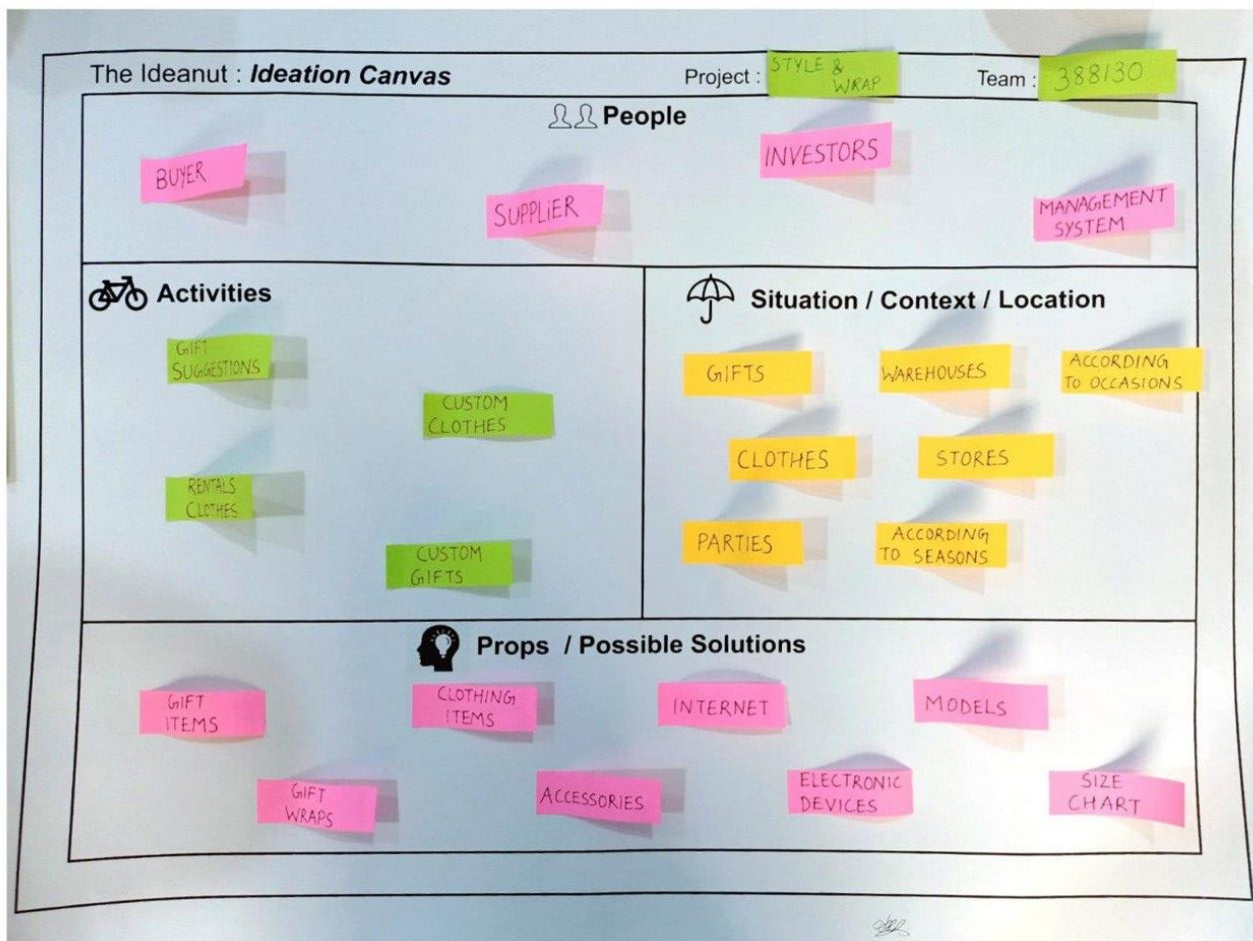
Props and solution shows with what tools and techniques problems can be solved. Based on the solution we provide, these are their props/ tools/ equipments.

- Gift Items
- Clothing Items
- Internet
- Gift Wraps
- Accessories
- Electronic Devices

- Models
- Size Charts

SITUATION/CONTEXT/LOCATION:

<u>CONTEXT</u>	<u>SITUATION</u>	<u>LOCATION</u>
Gifts	Parties	Warehouses
Clothes	According to Season According to Occasion	Stores



(FIGURE 5: IDEATION CANVAS)

6).EMPATHY CANVAS:

An empathy map is a collaborative visualization used to articulate what we know about a particular type of user. It externalizes knowledge about users in order to 1) create a shared understanding of user needs, and 2) aid in decision making. Traditional empathy maps are split into 4 quadrants (Says, Thinks, Does, and Feels), with the user or persona in the middle. Empathy maps provide a glance into who a user is as a whole and are not

USERS:

Users are people who will directly interact with the system. From the current system observation we have determined that there are several users like,

Supplier
Buyer
Seller
Advisor

STAKEHOLDERS:

Stakeholders indirect entity which are affected by activities that are carried out by users. Following stakeholders were observed into current system:

Advisor
Investor
Factories
Management System

ACTIVITIES:

Activities: There are different tasks which are carried by out different users because each user have unique work to do, So from all the most common of the activities are as shown below,

- Gift Suggestions
- Buying Clothes
- Rental Clothes
- Advising Style
- Custom Gifts

STORY BOARDING:

- Story Boarding: In empathy mapping there are two types of stories, one is sad story and another one is a happy story.

HAPPY STORY:

- I easily found what I wanted and was up to the mark, quality wise and the advice from the adviser helped me buy good gifts.

HAPPY STORY:

- I was unable to afford a variety of clothes for different days of the wedding so renting helped me a lot.

SAD STORY:

- I and my friend used the website and got the same advice for the same event and ended up giving the same gift.

SAD STORY:

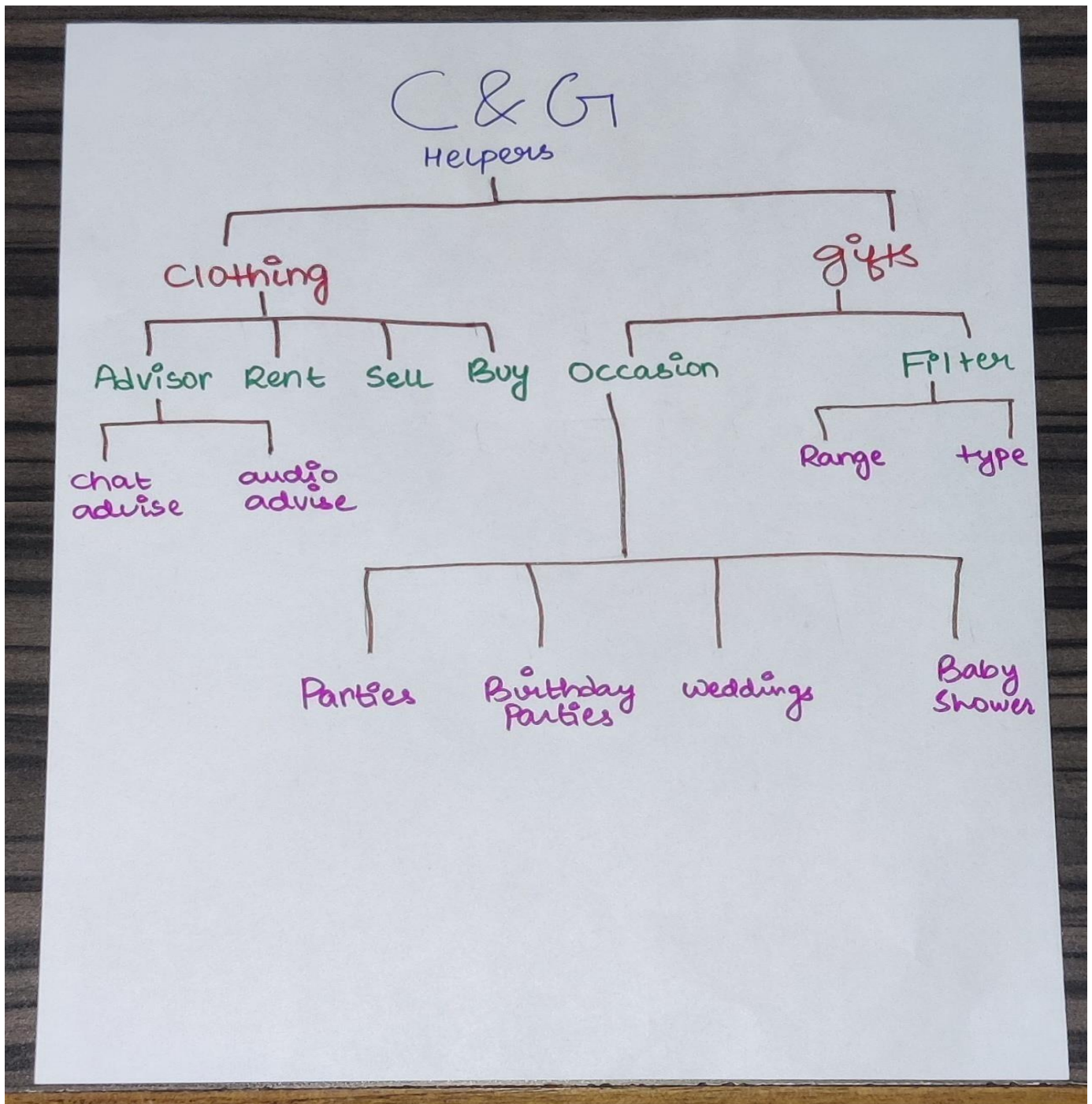
- I got delivery of the gifts after the event and was a different product than what I ordered.

Design For **STYLE & WRAP** Design By **388130**
 Date **13/10/22** Version **1.0**

USER SUPPLIER BUYER SELLER ADVISOR	STAKEHOLDERS INVESTORS ADVISORS MANAGEMENT SYSTEM FACTORIES
ACTIVITIES GIFT SUGGESTIONS BUYING CLOTHES RENTAL CLOTHES ADVISING STYLES CUSTOM GIFTS CUSTOM CLOTHES	
STORY BOARDING HAPPY I easily found what I wanted and was up to the mark, quality wise and the advice from the advisor helped me buy good gifts.	
HAPPY I was unable to afford a variety of clothes for different days of the wedding so renting helped me a lot.	
SAD My friend and I used the website and got the same advice for the same event and ended up giving the same gift.	
SAD I got delivery of the gifts after the event and was different product than what I ordered.	

(FIGURE 6: EMPATHY CANVAS)

7) PROTOTYPE:



(FIGURE 7: PROTOTYPE)

8) PRODUCT DEVELOPMENT CANVAS

- Product development canvas can give you insights to these problems when creating a product, factors such as Purpose, people, product experience, product functions, product features, and components. Analysis Canvas can help you avoid wasting resources and time on development ideas with limited commercial profits. Helps you anticipate market demand, and analysing the industry status.

Purpose:

There are several purpose behind designing this system from that the most significant one are as shown below:

- Saves Time
- Provide Options
- Renting Clothes
- Resolve Confusions
- Suggestions

People:

These all were the problems of the present system, so we have kept all these functions in our system to overcome the difficulties which people are facing now.

There are different people included in the system to work within or with it like as shown below:

- Buyer
- Seller
- Renter

Product Experience:

By using the end product the experience of the users would be like,

- Quick Responses
- Affordable
- Good Advice and Quality

Product Features:

There are several features which are kept in our system which overcomes the problems of the present system. The features are as shown below,

- Payment Security
- Data Security
- Easy Return and Refundable

- Chat and Audio Consultation
- Different Languages
- Good Deals
- 24/7 Available

Product Functions:

By adding below functions we have added the features in the newsystem which are mentioned above. The functions are like,

- Online Payment
- Consultation
- Renting

Components:

Several components are required to use this new system. The components which are essential are,

Internet

Location

Devices

Gift and Clothes Customer

Revalidation:

There are a few customers revalidation which are as mentioned below,

- Fully Satisfied
- Average Advising
- Size Issues
- Stock Unavailability

Reject, Redesign, Retain:

Based on the above custom revalidation, some of the designs were accepted and some were retained. Such designs are shown as below:

Fully Satisfied -> Retain (as it is as per expectations)

Average Advising->Redesign (by knowing about the person first then suggesting) Stock

Unavailable->Reject (analysing the available products then displaying it)

Product Development Canvas

<p>? Purpose</p> <p>What is the purpose of this concept you're developing? Does it solve a problem, or it enhances a certain experiences?</p> <p>Is it serving a need or it is trying to create a new need or tap an untapped need?</p> <p>SAVES TIME PROVIDE OPTIONS RENTING CLOTHES RESOLVE CONFUSION SUGGESTION</p>	<p>Product Experience</p> <p>Define what your customer should feel like when he uses your product / service? emotions, feelings would define his experience? feeling</p> <p>Conventions: saying more with less (look at the feeling of greater security, safety, etc.)</p> <p>QUICK RESPONSE AFFORDABLE GOOD ADVISE GOOD QUALITY</p>	<p>Customer Revalidation</p> <p>Once you're finished with your feature set, test with the customer / user if the features, functions are useful. Speak to the customer / user.</p> <p>FULLY SATISFIED AVERAGE ADVISING SIZE ISSUES STOCK UNAVAILABLE</p>
<p>People</p> <p>Who is the key customer segment who will use this product / service or the end product of the concept you're pursuing?</p> <p>Write here about them, describe them a little.</p> <p>BUYER RENTER SELLER</p>	<p>Product Functions</p> <p>Functions are a products answer to user problems / needs. They do something that user wants. They are often verbs in nature. Every function is powered by many features. Multitasking is a function. Browser tabs is a feature that powers the multitasking feature. A function can have one or more features powering it. Functions are very generic in nature, features are often more specific. Functions can be similar to product experience. Safety (product function) provides a feeling of safety (product experience).</p> <p>ONLINE PAYMENTS CONSULTATION RENTING</p>	<p>Reject, Redesign, Retain</p> <p>Post customer validation, reject, those function or feature that the customers didn't find useful. Redesign those that were partially useful and retain those that met the bar. Iterate with this until all functions / features are accepted.</p> <p>FULLY SATISFIED RETAIN AVERAGE ADVISING REDESIGN SIZE ISSUES REJECT</p>
<p>Product Features</p> <p>Product features are specific. One of more features will power a function. Antilock Brakes, Airbags are features that power the safety function. Browser tabs, Apple's home button to multitask between apps are features powering the multitasking function. Each feature will have many components/sub-components powering it. Sometimes a very popular component becomes a feature in itself. Like car stereo is a major components and a feature at the same time powering the in car entertainment function powering entertainment as a product experience.</p> <p>PAYMENT SECURITY DATA SECURITY DIFFERENT LANGUAGES 24 X 7 AVAILABLE CHAT AND AUDIO CONSULTATION GOOD DEALS EASY RETURN AND REFUNDABLE</p>	<p>Components</p> <p>Components build up the features. For an Airbnb it will comprise a list of component like tags, triggers etc. that go into making it. For a laptop browser it will comprise of various chunks of code that will make the tabs work. In cases where the feature is a major component, you could list here the auxiliary components that are required to make the major component work. You can also list new adjustments and innovations you're planning here at the component level.</p> <p>INTERNET LOCATION DEVICES GIFTS AND CLOTHES</p>	

(FIGURE 8: PDC CANVAS)

9) LEARNING NEED MATRIX CANVAS

1)Tools/Methods/Theory/Application Process:

- Blueprints
- Links

2)Software/Simulation/Skill/Mathematical Requirement:

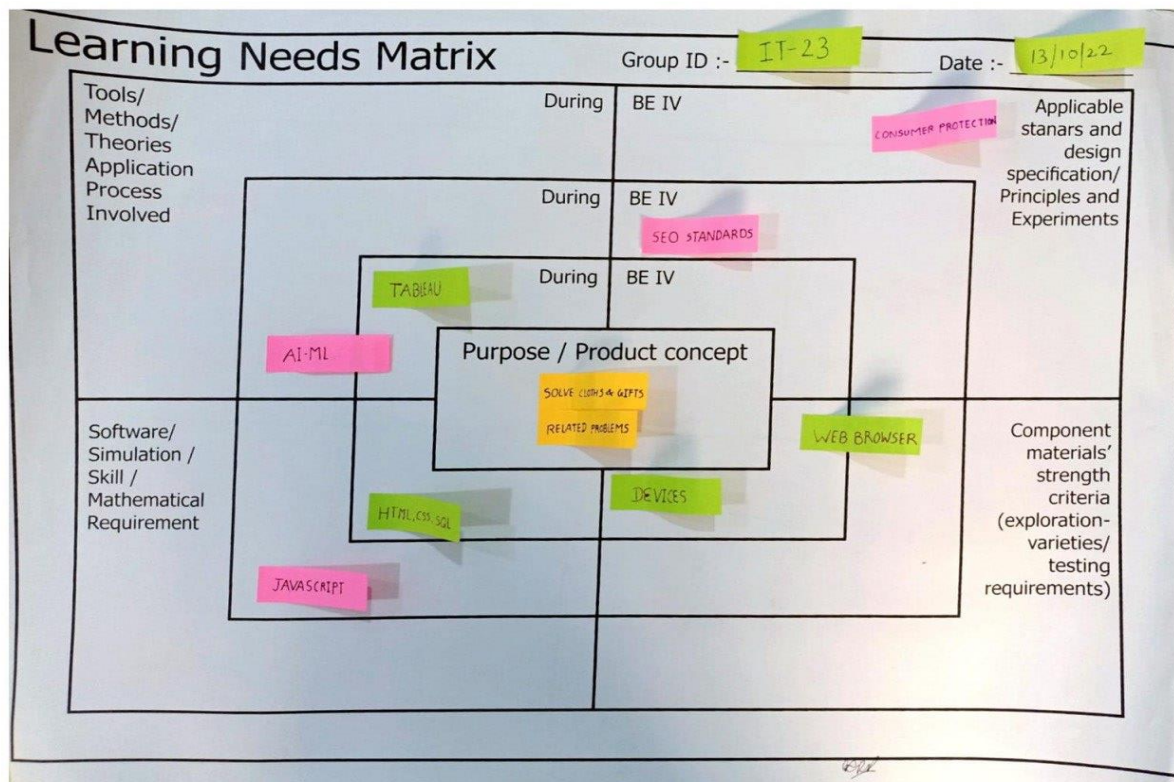
- Java
- Html
- CSS

3)Component Materials Strength Criteris:

- Modified Regularly
- Easy to Access

4)Application Standards and Design Specifications:

- Accessibility
- Credibility



(FIGURE 9: LEARNING NEED MATRIX CANVAS)

FEEDBACK ANALYSIS:

- 1) The suggestions are very helpful as choosing gift became easy for me And the reference of the shop was cherry on cake.
- 2) The Cloth Renting Section was very helpful as I got the desired outfit and Renting made it less costly.
- 3) It has all varieties of clothes for all the occasion and the suggestion section help me decide the complete look including the jewellery.
- 4) The advisor section helped me deciding the perfect outfit for the occasion and I also feel good for helping other by dropping my advice. Thus it is very user friendly and affordable app .

CONCLUSION

While doing our DE project we came to know so much about the current E-comm websites and we got the ideas of what is missing and what we can include to make our website stand out from others. Options like 1) Renting 2) Suggesting 3) Gift suggesting and references of the shops 4) Advising outfit ideas 5) Giving ideas for different looks for different occasions

Thus including the above mentioned points in our websites might help us to stand out in this competing world and help people with the dilemma of deciding clothes and gifts. We also consider the feedback section for further improvement of the website.

REFERENCES

We took the references from the following websites and articles

1)Papers:

- David M Andrus , Edward Silver And Dallas E Johnson "Status Brand Management and gift purchase: A discriminant Analysis", Journal of Consumer Marketing, August 1986
- Arshif Ali, Kishor Saikia, Biki Nayak, Monoj Kr. Muchahari and Pranav Kumar "Augmented Reality Based Online Application for E-shopping"
INTERNATIONAL JOURNAL OF ADVANCED RESEARCH IN ENGINEERING & TECHNOLOGY · March 2021 pp.212-232.

2)Website:

1)Amazon

[Amazon.com](https://www.amazon.com/), Inc. is an American multinational technology company which focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence. It has been referred to as "one of the most influential economic and cultural forces in the world", and is one of the world's most valuable brands.

- <https://www.amazon.in/>

2) Myntra

Myntra is a major Indian fashion e-commerce company headquartered in Bengaluru, Karnataka, India. The company was founded in 2007 to sell personalized gift items.

- <https://www.myntra.com/>

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1/13 4) MIND MAP CANVAS 2/13 5). Ideation Canvas: Ideation is the creative process of generating, developing

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