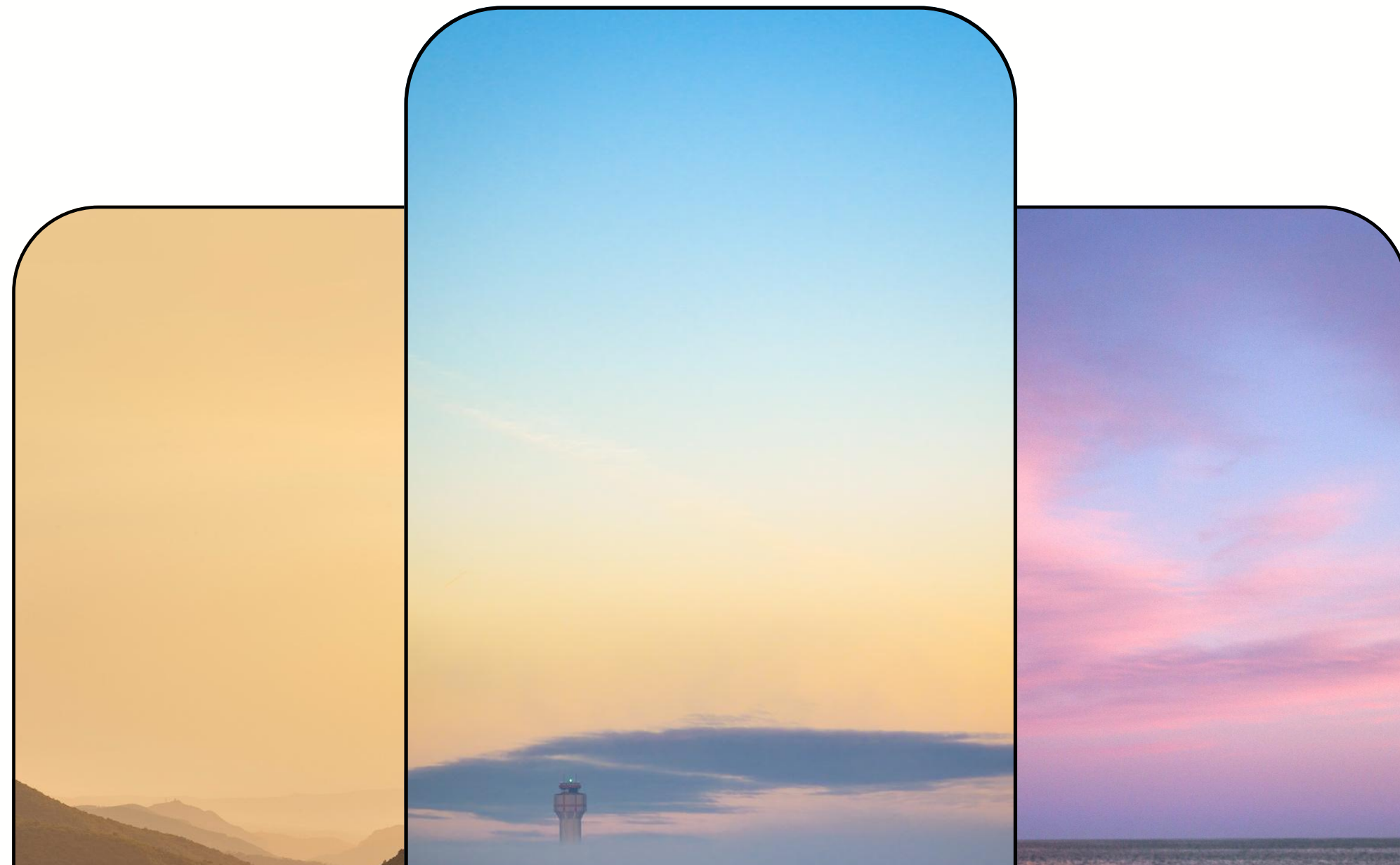# Try Before You Buy
TRY ON OUTFITS

About the company

WHO

Virtual Try On is a revolutionary e-commerce platform designed to streamline the online fashion experience for both businesses and consumers. We tackle the twin challenges of high return rates and customer sizing difficulty, creating a win-win situation for everyone involved.

WHY

Inefficient online fashion shopping? We feel you. Virtual Try On uses AI to fix sizing & returns, saving you time & money.

HOW

Ditch the dressing room! Virtual Try On uses AI for virtual try-on, personalized styling & easy returns. Shop smarter, stress-free.

TEAM PROFILE

PV NAME	TEAM MEMBER NAME	ROLE	ROLE TAKEN BY EACH MEMBER
VIRTUAL TRY ON	SHUBHAM GUPTA	OPERATION LEAD	Ensuring smooth service
	ADITYA RAJ	PROJECT MANAGER	Overseeing the project's execution
	SHORYA KUMAR	TECH LEAD	Leading the technical development of our application
	TRISUL	MARKETING LEAD	Spearheading our marketing efforts

PROBLEM STATEMENT

CONTEXT

- Online fashion retail is booming, but customer satisfaction lags due to the inability to try on clothes physically.
- Traditional sizing charts are often inaccurate and don't account for individual body types.
- Customers struggle to visualize how clothes will look and fit, leading to a high rate of returns.
- convert this into points

PROBLEM

- Sizing Mismatch: Inaccurate sizing charts and a lack of virtual try-on lead to poor fit and costly returns.
- Return Hassle: The inconvenient return process frustrates customers and discourages future online purchases.
- Limited Trust: Without a "try-before-you-buy" experience, customers hesitate to shop online, hindering sales growth.

EMOTIONAL IMPACT

- Frustration & Confidence Hit: Ill-fitting clothes lead to unhappy and insecure customers.
- Financial & Environmental Waste: High returns (30% vs. 8% in-store) cost businesses money and harm the environment.
- Missed Sales: Sizing uncertainty leads to abandoned carts, hurting retailers' bottom line.

ALTERNATIVES

- Physical Stores: Time-consuming, inconvenient, and limited selection.
- Size Guides: Subjective and don't account for individual body types.
- Customer Reviews: Inconsistent and lacking specific body type insights.

SOLUTION

We bridge the gap between online convenience and the in-store fitting room experience. (Your Company Name) utilizes cutting-edge AI technology to transform online fashion shopping for both customers and businesses.

Our Offering:

- Virtual Try-On Technology: Leveraging AI and 3D body scanning, we create a virtual fitting room experience. Customers can see themselves in chosen outfits, minimizing the risk of getting the wrong size.

- Personalized Styling Recommendations: Our sophisticated algorithm analyzes purchase history, personal preferences, and body type to suggest curated outfits for each user. No more endless scrolling!

- Simplified Returns: Our system streamlines the return process, making it quick and easy for customers, reducing operational costs for businesses.

CUSTOMER PERSONA

Sarah Jones: Busy Pro Seeks Seamless Shopping

Who: Sarah, 32, Marketing Manager (SF) Lifestyle: Busy professional, va

convenience & style. Shops online often (2x/month).Pain Points:

- Difficulty visualising fit online

- Frustrated with returns & inconsistent sizing
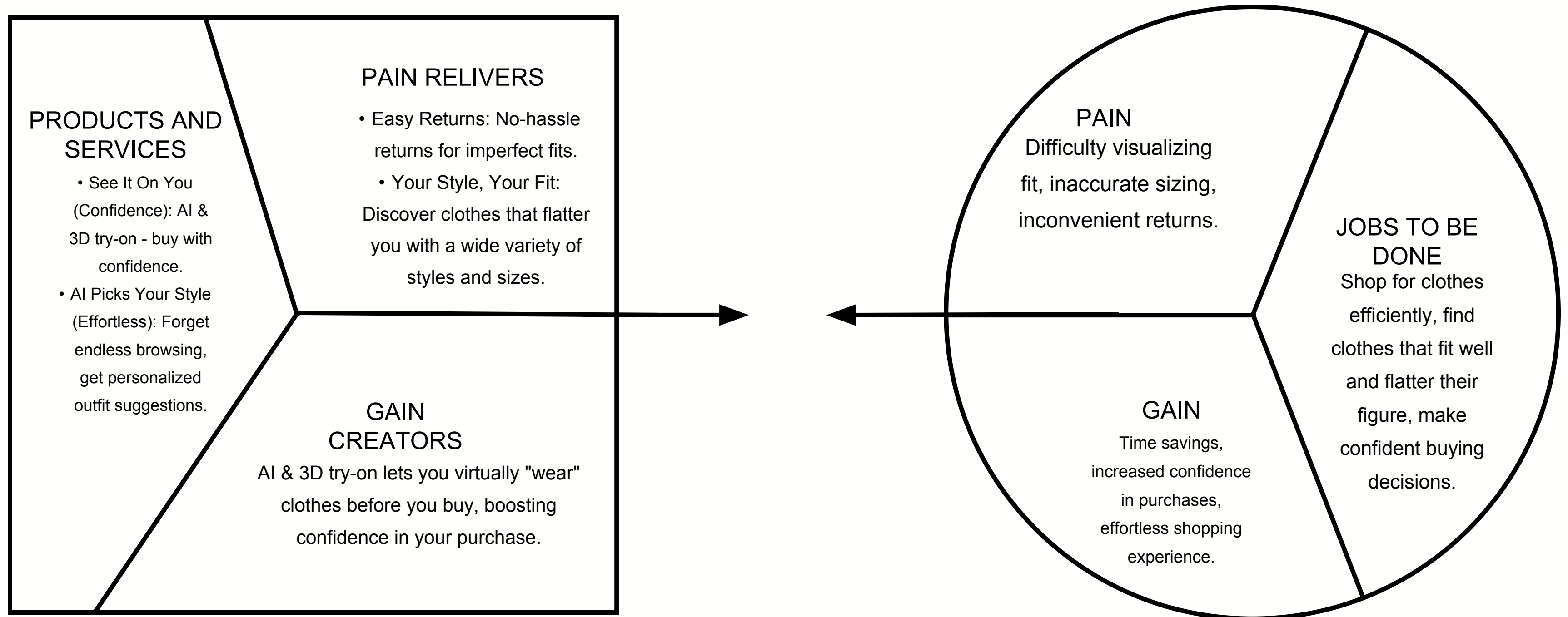
- Dislikes in-store shopping

Needs:

- Virtual try-on for accurate fit

- Personalized style recommendations

- Easy returns & variety in sizes

Quote: "Virtual try-on would save me time & frustration!"

VALUE PROPOSITION CANVAS

PRODUCTS AND SERVICES

• See It On You (Confidence): AI & 3D try-on - buy with confidence.

• AI Picks Your Style (Effortless): Forget endless browsing, get personalized outfit suggestions.

PAIN RELIVERS

• Easy Returns: No-hassle returns for imperfect fits.

• Your Style, Your Fit: Discover clothes that flatter you with a wide variety of styles and sizes.

GAIN CREATORS

AI & 3D try-on lets you virtually "wear" clothes before you buy, boosting confidence in your purchase.

PAIN

Difficulty visualizing fit, inaccurate sizing, inconvenient returns.

JOBS TO BE DONE

Shop for clothes efficiently, find clothes that fit well and flatter their figure, make confident buying decisions.

GAIN

Time savings, increased confidence in purchases, effortless shopping experience.

BUSINESS MODEL

KEY PARTNERS

- E-commerce Platforms
- Clothing Retailers
- Technology Providers

KEY ACTIVITES

- Technology Development: Continuous improvement of the virtual try-on experience and recommendation engine.
- Securely manage customer data and ensure accurate size
- Recommendations is provided.
- Personalized styling

KEY RESOURCES

- AI & 3D Body Scanning Technology
- Skilled Software Engineer
- Data scientist
- Cloud Platform

VALUE PROPOSITION

Virtual Try-On Experience: AI-powered virtual try-on allows customers to see clothes on their body.

CUSTOMER RELATIONSHIP

- Online Platform: Provide a user-friendly platform with clear instructions for the virtual try-on experience.
- Personalized Support: Offer live chat or email support to address customer questions and concerns.
- Social Media Engagement: Build a community through social media channels for user feedback and trend inspiration.

CHANNELS

- E-commerce Integration
- Mobile App
- Social Media Marketing

CUSTOMER SEGMENTS

- Busy Professionals: Individuals with limited time who value convenience and a seamless online shopping experience.
- Fashion-Conscious Consumers: Customers who prioritize style but struggle with online sizing and fit.
- Eco-Conscious Shoppers: Consumers concerned about the environmental impact of returns and excess clothing production.

COST STRUCTURES

- Technology Development & Maintenance: Ongoing costs associated with improving and maintaining the virtual try-on platform and AI technology.
- Marketing & Sales: Expenses related to user acquisition, partner acquisition, and marketing campaigns.
- Customer Support: Costs associated with providing customer support through various channels.
- Partnership Fees: Potential revenue-sharing agreements or upfront fees with partner retailers.

REVENUE STREAMS

- Subscription Model: Offer a subscription fee to e-commerce platforms for access to our virtual try-on API.
- Transaction Fee: Charge a small fee per virtual try-on session completed by a customer.
- Data Insights (Optional): Provide anonymized data insights to partner retailers for a fee (e.g., customer sizing trends).

COMPETITIVE ANALYSIS

|	SizeMe	Outfittery	Virtual Try On
PRODUCT	Virtual try-on solution using 2D image recognition.	Personalized styling service with human stylists.	Virtual try-on solution using AI and 3D body scanning.
UVP	Easy integration for e-commerce platforms, focuses on size recommendations.	Curated outfit suggestions based on style preferences.	Most realistic virtual try-on experience with 3D body mapping and personalized styling recommendations.
PRICE	Freemium model with limited features, paid tiers for advanced functionalities.	Subscription-based service with different stylist access levels.	Pricing model to be determined (consider subscription or transaction fee).
BRANDING	Tech-focused, emphasizes size accuracy and data-driven approach.	Fashion-forward, targets trend-conscious consumers seeking expert advice.	Blend of technology and fashion, emphasizing convenience, personalization, and a seamless shopping experience.
MARKET REVIEW	Strong presence in the market, popular with retailers but limited user engagement due to basic 2D try-on.	Established brand, loyal customer base, but lacks cutting-edge virtual try-on technology.	New entrant with a potentially disruptive technology, needs to build brand awareness and secure partnerships with retailers.

FLOW CHART
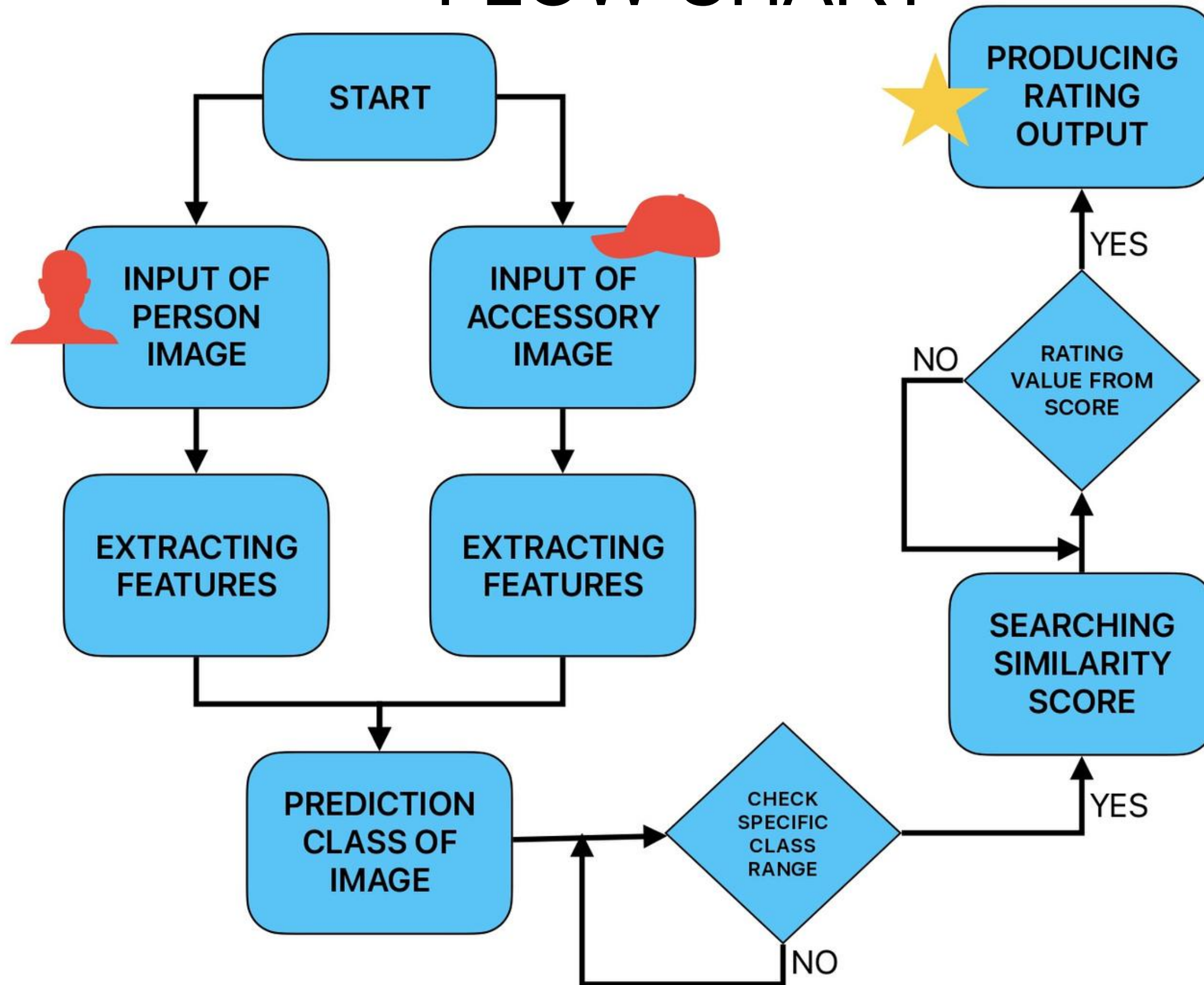
MVP

Android App
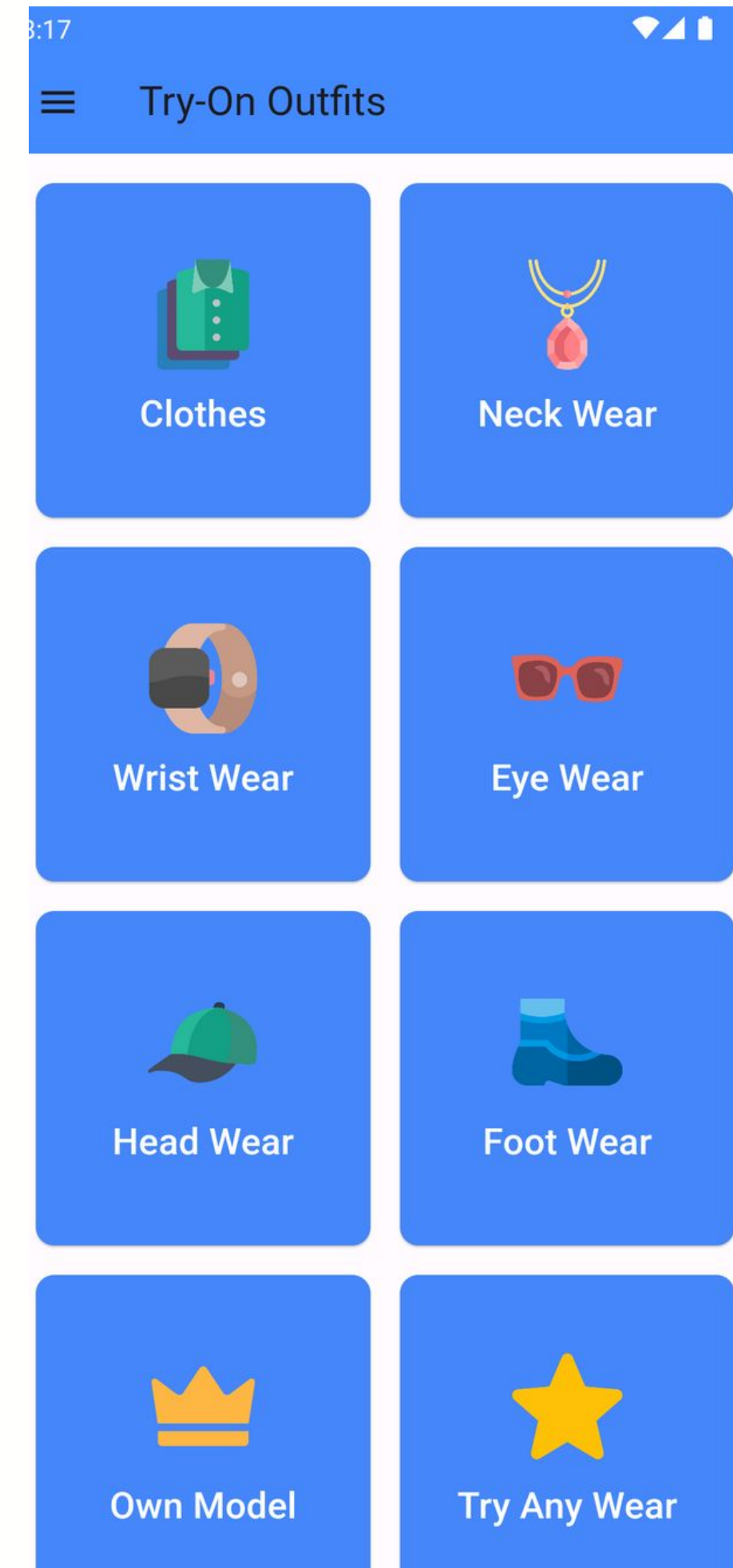
MVP

Features

Virtual Try On

- Personalisation
- Try On Clothes
- Try On Other Category

Security And Privacy

- Security
- Privacy
- Data Encryption
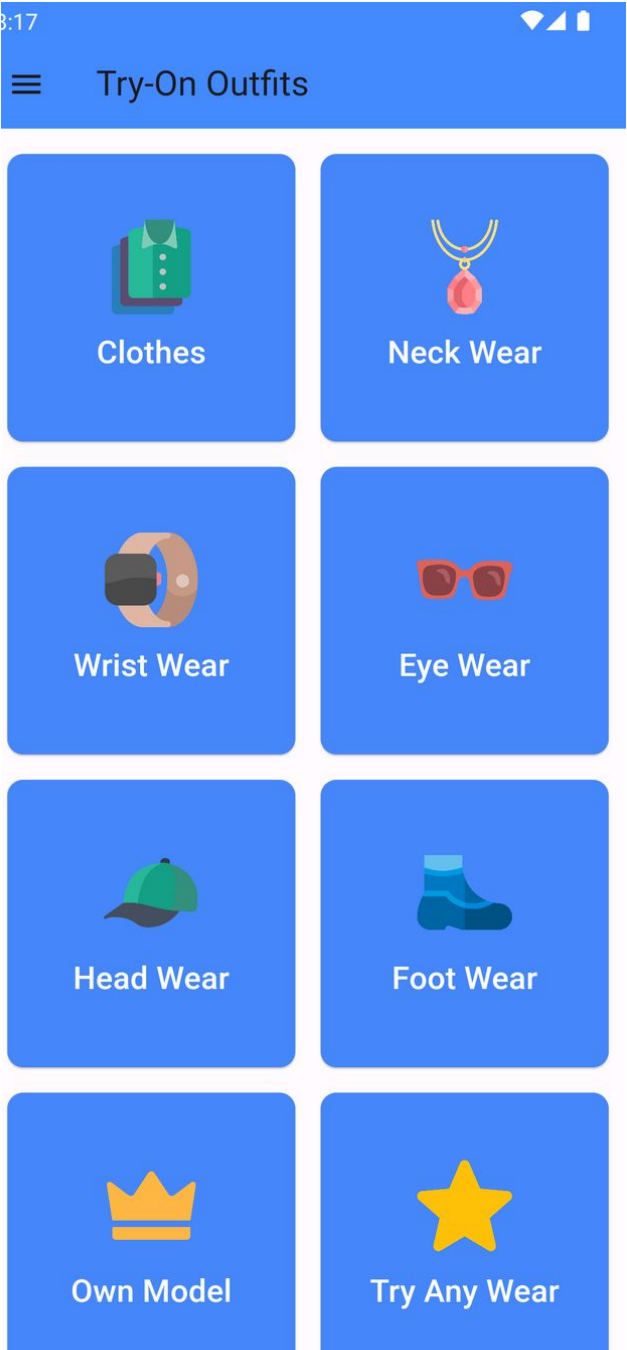
- AI Model
- Feedback
- Advance Technology
- Ratings

DEMO OUTCOME

Thank You