

# Proposed solution

- Target : Business-to-business
- Web application
- Provide automated measurement services
- No external hardware, just webcam and a card to calibrate



Image source : [https://encrypted-tbn0.gstatic.com/shopping?q=tbn:ANd9GcTvNCjdN81J5oZmc4\\_ERQzq5\\_Ei3rS\\_ZC7GHYBDmU6YGGfFxFtA&usqp=CAY](https://encrypted-tbn0.gstatic.com/shopping?q=tbn:ANd9GcTvNCjdN81J5oZmc4_ERQzq5_Ei3rS_ZC7GHYBDmU6YGGfFxFtA&usqp=CAY)

Image source : <http://koehlerlaw.net/wp-content/uploads/2010/11/credit-card-pile1.jpg>





# Benefits

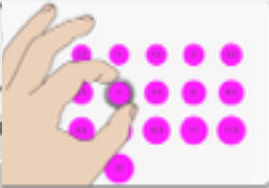
- Improve measurement results
- Reduce confusion of different country scale
  - Ring diameter (Japan 14 and Taiwan 14)

STEP 1.  
Choose your ring

STEP 2.  
Tune your display

STEP 3.  
Find your size

				
Inner diameter in mm	16.10 - 16.40	17.00 - 17.35	17.90 - 18.30	18.80 - 19.90
Europe	52	55	58	60
UK	L (16.40mm)	M (17.10mm)	P (17.97mm) or Q (18.30mm)	R (18.75mm)
USA	6 / S	7 / M	8 / L	9 / XL
Australia	M	O	Q.5	R.5 - S
Canada	6 / S	7 / M	8 / L	9 / XL
Japan	10 - 12	13 - 15	16 - 18	19 - 20
Korea	52 (S / 11-12)	55 (M / 14-15)	58 (L / 17-18)	60 (XL / 19-20)
China	12	15	18	20
Taiwan/Hong Kong	11	14	18	20



**A** Find the matching circle [?](#)

**B** Click on your size [?](#)

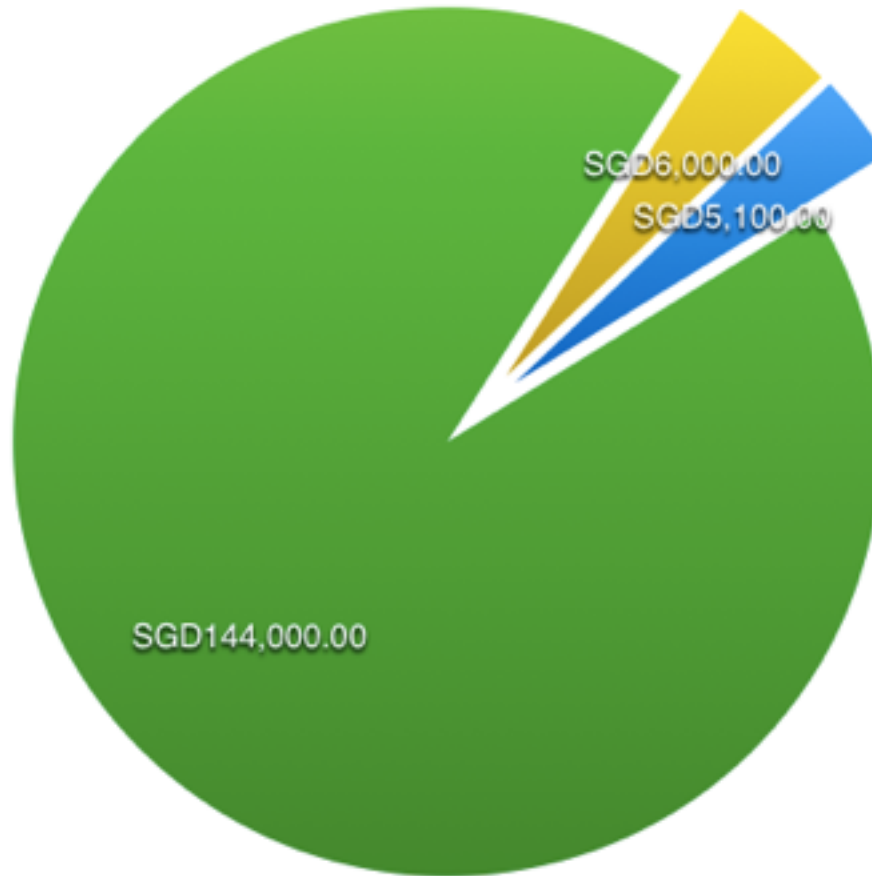
**Things You'll Need**

- Cut a thin strip of paper.
- Wrap the paper around your finger. Make sure the paper is below the joint of your finger and close to your knuckle.
- Mark the spot where the paper meets and measure the distance with your ruler.
- Use the following chart to determine your ring size.

- Provide standardization
- Able to provide data statistics

# Cost / Budget

- MySQL subscription (5+ socket server)
- Marketing/Sales
- Labour Costs (For 3 employees)



**Annual Cost Breakdown**

# Possible Expansion

- Measurement for clothes and shoes
- Mobile app
- Become a common database for online shop
  - One account to have all measurements to ease selection and purchase

# Conclusion

- E-commerce is irrefutable
- Critical to increase profit margin and market share
- Frodo is the best solution to align with business strategy
- Enhance online shopping experience