Business Requirements

iClothe

Version 1.1, Mar 15th 2021

Document Revision History

Ref#	Content	Revised By	Date	Version
1	Initial Draft	Cameron	Mar 10th 2021	0.1
2	Added Overview and Product Overview Updated Work Plan	Cameron	Mar 12th 2021	0.2
3	Added Customer Journey	Cameron	Mar 12th 2021	0.3
4	Added Context Diagram	Burcu	Mar 12th 2021	0.4
5	Added Survey Results	Cameron	Mar 13th 2021	0.5
6	Added Interviews 2.2	Nitin/Thufayle	Mar 13th 2021	1.0
7	Added Interview Answers Added Decomposition Made Edits	Cameron	Mar14th 2021	1.1

Distribution List

Name	Title	Department
Carrie Pajotte	Instructor	BA Case Study 2 – BUS4062

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1.0 – Introduction

In developing business requirements, we needed to elicit requirements for our application. We needed to conduct a survey, interview potential product users, define personas, write business scenarios that describe our product's usage, and define the customer journey.

1.1 – Overview

This document in a record of our requirements elicitation, including customer survey and customer interviews. Further, included is the analysis of the requirements elicitation including detailed customer base personas and usage scenarios culminating in a documented customer journey. Also included is an updated business analysis work plan and survey results.

1.2 – Product Overview

The problem of customers not being confident in their purchases of clothing items which they order online affects both retail brands and consumers by increasing returned orders and decreasing customer satisfaction and engagement the impact of which is increased waste and decreased revenue. A successful solution would provide customers with a platform for trying on clothes virtually and see with high confidence how that piece looks and fits.

For the clothing or cosmetics retail brands that wants to provide a novel online shopping experience to their customers and reduce the number of returned merchandises, iClothe provides a white-label AI application that allows customers to virtually try on clothes and cosmetics from the comfort of one's own home with minimal data provided by the user. Unlike other applications in this space that use off-the-self AI platforms with low accuracy and high compute load, our solution will provide highly accurate models that properly reflect users' body shape, measurements, and skin tone.

1.3 – Product Scope
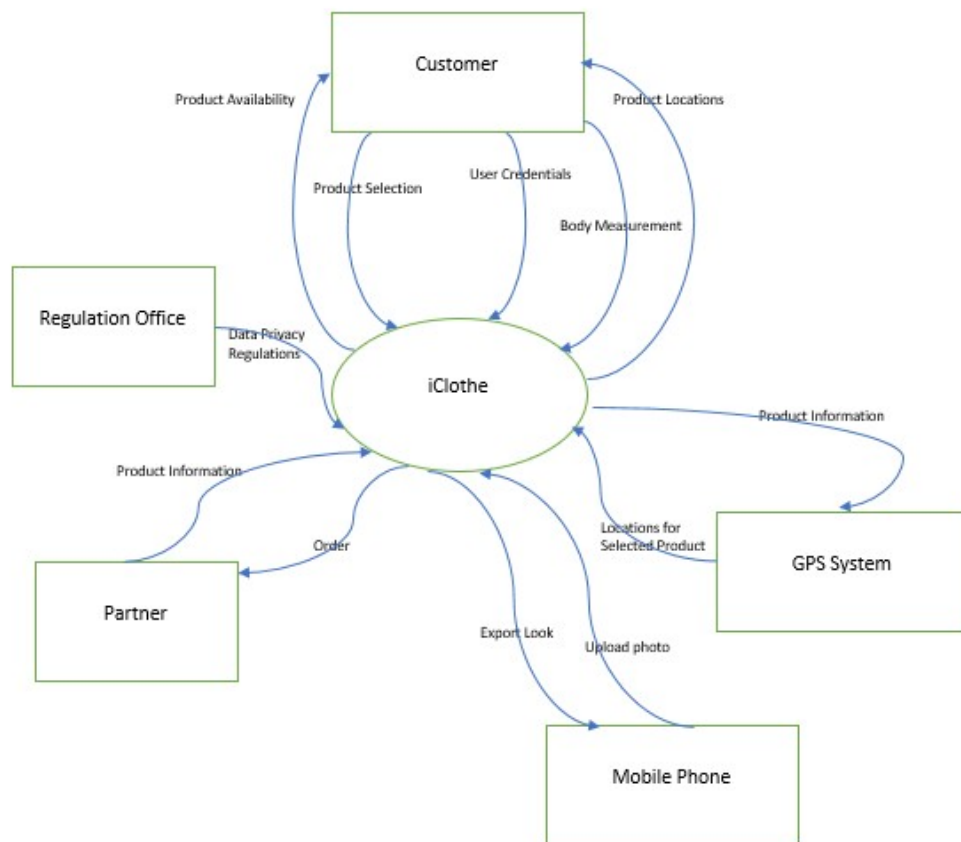
2.0 – Requirements Elicitation

During the Requirements elicitation phase, we conducted both a survey and interviews. The summary is provided below, and full results are included in the appendix.

2.1 – Survey

Our survey consisted of 13 participants across a range of age and gender.

When looking at the survey results, we can draw a number of conclusions:

The phone models our participant use are majority recent models within the time frame one might expect to have an on-board neural engine, ensuring that they could run an application like iClothe

that would leverage that hardware. Additionally, most participants shop online using their mobile devices over their computer, making mobile our primary platform to target.

Clothing returns were strongly connected to the frequency of purchases, as one might expect, but while only 4 users returned clothing all of those were due to sizing issues. For make-up the results were much different. Most participants did not purchase makeup online and those that did they did not like to return them, possibly due to the return policy common with makeup products.

When sizing clothing most participants will go with either past purchase history or, if available the sizing chart. A smaller group will go further to read the comments provided by other purchasers or measure themselves at home.

When finding articles that will look good on them, about half of the participants will reach out to a friend for their opinion. We also noted that very few participants had to get their clothing altered.

Interestingly, while about half of the participants considered their skin tone when purchasing clothing, many more knew about their skin tone or if they didn't, they were interested to know.

There are also a couple of overall observations:

- Participants that purchased make up online also knew their skin tones
- Participants the purchased make up and were more frequent clothing purchasers were more likely to share with a friend

2.2 – Interviews

A focus group interview was conducted with 7 samples so far with each interview lasting 15 mins. All these focus groups were asked the same questions and the responses were recorded. Overall, the summary for this is as follows,

Product idea:
The idea of a virtual tryout seems to be very interesting, and the samples were willing to try it out. The concept of trying outfits before one makes a purchase will make shopping easier than ever before and on top of that, the hassle of returning products could be potentially reduced. However, the respondents had one concern about implementation as they think this could be a bit tough to execute.

Potential users:
The commonality among the respondents for potential users for iClothe tends to be those living in remote areas who have less/no access to shopping, those who don't want to go to physical stores especially considering the COVID situation and more importantly working professionals and Millennials who tend to be more tech savvy are potential users for the application.

Persona:

Working professionals aged 18-40 and have a busy work life, millennials who keep up to current emerging trends with active social media usage tend to be the common persona perceived by the respondents.

Product Decomposition:

Participants ideas ranged from having a new feature/clothing for children 5years and above and also having a confirmation of size once the body was scanned accurately through the application.

Additional question:

The respondents were very adamant on using the web/google to look for the download and information of the application along with the recommendation from a friend and having some sort of incentive to download the app.

2.3 – Customer Base

Cameron's Persona

Persona Name/Title	Jamie – Young Professional
The Basics	
Image	
Quote:	"Work hard, party hard, and look good doing it."
Demographics	- Age 37 - Gender Female - Department Manager - Lifestyle: an active professional who likes to go out regularly after work and wants to keep up with the latest fashion trends - Family: Single
Character	
Architype	Young Professional: Disposable income and time. Like to be at the top of their game both socially and professionally
Tier	Frequent User
Personality	Jamie is a maintains a high social status in her circle of friends, she expects a lot from her friends and collogues, but just as much from herself. She is always well dressed when in public.
Traits	- Outgoing - Competitive - Focused - Social media savvy
Goals	To ensure that all of her outfits are well thought out and that she looks her best on a daily basis

Frustrations	Her online clothing purchases are never the same measurements despite being the same size. The make-up she purchases online never looks the same as the color shown on-screen.
Final Details	
Motivations	Jamie doesn't mind taking the time to research the clothing and make-up purchases she makes, but frequently the information she wants isn't available or it is misleading. She also wants to be able to compile outfit details to get a second opinion from friends she trusts
Preferred Brands	Reitman's Dynamite MAC Madewell J. Crew
Access Channels	Brand Websites Social Media Clothing & Makeup Influencers

Nitin's Persona

Persona Name/Title	Angela Bhalla – Working Professional & Mom
The Basics	
Image	
Quote:	"Look good, no matter where you are."
Demographics	- Age: 33 - Gender: Female - Senior Officer - Lifestyle: A working woman who enjoys working and spending time with family & friends enjoying life. - Family: Married
Character	
Architype	Young Professional: A young & cheerful likes to spend time with family & friends while dressing nicely for small & big occasions. Also, she likes to post her pictures of clothing items on social media.
Tier	Frequent User
Personality	Angela is a well known personality among her peers, friends & family as she is outgoing, hardworking and fun when amongst them.
Traits	- Outspoken - Competitive

	• Socialite • Social media enthusiast
Goals	Angela wants to look good in nice clothes while working or socializing on a daily basis.
Frustrations	She is upset with the colour & size matching on the online platforms, which totals to more than 50% of her purchase returns while shopping online.
Final Details	
Motivations	Angela likes to be up to date with the fashion trends of the market and makes her purchases according to them.
Preferred Brands	Coach Ann Taylor RW & Co. Michael Kors
Access Channels	Brand Websites Social Media Brand outlets

Burcu's Persona

Persona Name/Title	Bella – Young Professional
The Basics	
Image	
Quote:	"Work hard, stay humble"
Demographics	• Age 31 • Gender Female • Software Developer • Lifestyle: also a professional athlete who likes to try different sports and follows new technology sport clothing. • Family: Married
Character	
Archetype	Young Professional: Managing her sport and professional career at the same time.
Tier	Frequent User
Personality	Bella likes to interact with people, and wants her clothes to reflect her personality. She is always elegant.
Traits	• Sportive • Humble • Thoughtful • Adventurous
Goals	To ensure that all of her clothes are high-quality and elegant.

Frustrations	Her online clothing purchases for sport are generally fit for her. However, because of an active sport life, she can easily gain or lose weight. So, she can't follow her body measurement.
Final Details	
Motivations	Bella likes to be elegant and different. She can spend time for finding the highest quality.
Preferred Brands	Under Armour Tatami H&M
Access Channels	Brand Websites Social Media Social Environment - Advice

Iris's Persona

Persona Name/Title	Jane – Young Professional
The Basics	
Image	
Quote:	"Business in the front, party at the back"
Demographics	• Age 30 • Gender Female • Global Accounting Specialist • Lifestyle: an active professional who likes to spend time with friends and family after-work hours • Family: Single
Character	
Architype	Young Professional: Charity work and having goals of caring for the elderly at the local church
Tier	Frequent User
Personality	Jane likes to dress well for work, looks forward to casual Fridays. Likes to bake for co-workers over the weekend. Looks forward to having deep conversations with people about different cultures and diversity in the workplace. Jane also likes to try different types of food from different cultures.
Traits	• Reserved • Easy-going • Soft-spoken • Likes to take care of people around her
Goals	Make sure high fashion doesn't interfere with dressing presentable at work
Frustrations	Has recently tried online shopping and is frustrated over mixed reviews on the same product.

Final Details	
Motivations	Jane is always seeking motivation from friends who accept her flaws as a human being. She also helps those around her who are going through certain difficulties in life such as changing careers or school programs.
Preferred Brands	Winners Marshalls Reitman's
Access Channels	In store Brand website (for updates)

Adeel's Persona

Persona Name/Title	Anna R – Young Professional
The Basics	
Image	
Quote:	"Feel good, look good!"
Demographics	- Age: 32 - Gender: Female - Senior Data Scientist - Lifestyle: A tech-savvy working professional who enjoys time with family and friends. - Family: Married and with a child
Character	
Architype	Young Professional: A young professional who enjoys socializing with her friends and loves to stay up to date with the latest technology.
Tier	Frequent User
Personality	She is a friendly person who enjoys making connections with people. On top of balancing work and family, she has hobbies that she can pursue by herself as well, like photography.
Traits	- Tech-savvy - Competitive - Perfectionist
Goals	She wants to stay up to date with the latest fashion trends and save time on shopping.
Frustrations	She likes being up to date in fashion but dislikes going shopping, especially if he needs to physically try on multiple clothing items.
Final Details	
Motivations	She likes to look good and in style, without wanting to go for multiple shopping trips.

Preferred Brands	Zara
	Banana Republic
Access Channels	Brand Websites and stores
	Amazon

Savneet's Persona

Persona Name/Title	Karl – Young Professional International Student
The Basics	
Image	
Quote:	"Fragrance Clings to the hands of those who distribute roses"
Demographics	- Age 25 - Gender: Male - Computer Science Graduate and Project Manager - Lifestyle: Exploring places, Playing Sports and Party with friends . - Family: Single
Character	
Architype	Young Professional: A Philanthropist, who is an extrovert and thinks about others for his happiness. A student who saves 1/3 of the money for charity.
Tier	Frequent User
Personality	Karl likes to interact with people and understand their emotions. He loves doing charity.
Traits	- Helpful - Social Intelligence - Curious - Brave
Goals	Karl wants to look good and others too. He is actively engaged in checking Instagram feeds for new styles .
Frustrations	His frustration is finding unique styles that look for cheap clothes for himself. His frustrations are quantity of same type of clothes & availability.
Final Details	
Motivations	Karl Visits Stores regularly and looks for online services regularly and then decides. Also, he takes advice from his old friend.
Preferred Brands	Puma
	Nike
	H&M
Access Channels	Brand Websites
	Social Media -Instagram feeds

Sahil's Persona

Persona Name	Jack – Young College Student
The Basics	
Image	
Quote:	"Never Settle, Always Seek Excellence."
Demographics	Age: 20 Gender: Male Computer Science Undergrad Student Lifestyle: Fitness conscious and fashionaholic youngster who is tech geek and extravagant. Family: Single
Character	
Architype	Young student: Spending lot of money on gadgets and fashion accessories.
Tier	Frequent user
Personality	Jack is an extrovert, and he tries to maintain his physique. He has a good sense of fashion and he follows latest fashion trends.
Traits	Persistence Determination Loving Optimism
Goals	To ensure that all his outfits are of good quality and fitting.
Frustrations	Jack likes to buy clothes online, but he hates that clothes look good on online platform but do not suit on him. Also, he dislikes that there are some size measurement differences depends on various brands.
Final Details	
Motivations	Jack follows latest fashion trends and shops online. He wants that he can try outfits virtually with the help of technology and can get clarification on size variations of different brands.
Preferred Brands	H&M American Eagle Hollister Zara
Access Channels	Brand Websites Social Media

Thufayle's Persona

Persona Name/Title	Finn- Post Graduate International Student
The Basics	
Image	
Quote:	"Never satisfy yourself with the normal"
Demographics	• Age 24 • Gender: Male • Profession: Part time associate at a retail store • Lifestyle: An international student whose dad owns a business in his home country. He loves spending time with his friends, travelling, shopping and soccer fan. • Family: Single
Character	
Archetype	International student spends most of his time on social media posting stories/content on Instagram, Snapchat and often shops trendy products. Likes buying expensive items.
Tier	Frequent User
Personality	Finn is an open person who enjoys interacting with different people, an impulse shopper, works out every day, spends weekends with his friends, keeps trying new restaurants and is an active user of social media. Shares everything what he does on Instagram.
Traits	• Social media user • Outgoing • Sociable • Humble
Goals	To shop high quality trendy clothes that fit Finn the best.
Frustrations	Finn is an impulse shopper that keeps shopping online all the time. Gets frustrated easily if the clothes do not fit him well or looks good on the website but don't look good on him when he wears it.
Final Details	
Motivations	Finn cares more about his social media presence and outlook than he cares about himself. It does not matter if the cost is high, he wants the best looking and the best fitting outfits. He wants people to think very highly of him and I want to be an influencer in the future.
Preferred Brands	Gucci Armani Coach Yves saint Laurent
Access Channels	Social media, Clothing brand websites

2.4 – Scenarios

Scenario: Creating a New Look to Confirm Fit
Created by: Cameron Dyke
Context: App Name: iClothe
An app directed to online clothing and makeup shoppers to help them assess the sizing of their purchases and plan their outfits. The goal of the scenario is to construct a look to share with a friend. Jamie completes the look and sends the resulting image to a friend to assess for her.

Scenario
Jamie heard of a hot new brand available for purchase now online, she doesn't have the ability to go to a physical location as there are none near her and she want to order a new outfit before they are all sold out, but this would be a significant purchase and she wants to ensure her purchase fits perfectly first. So, Jamie goes to the brands iClothe integration app and select the products she wants, applying them to her avatar and creating a new look. She then is able to see exactly how the clothing she wants to purchase will fall on her body and what size to purchase. Jamie can then check out online with confidence in size and fit.

Scenario: Sharing Look with Friend
Created by: Nitin Teotia
Context: App Name: iClothe
An app directed to the people that want to share their look with a friend. The goal for the scenario is to share the virtual look with a friend to get their opinion before making a purchase for her office attire.

Scenario:
Angela is a banking professional with one son who is 6 years old. She likes to work from the office and spend time with her family and friends when she is not working. She is a very social person and also popular amongst her peer group. She needs a new dress for her office for an official meeting. She wants an honest opinion from her friend who lives far and is unable to get in touch with her personally. Angela shares her new look with her friend, on the iClothe app to get her friends honest opinion/recommendation for her office attire which she will be wearing. On getting the green light from her friend about the attire, Angela goes ahead with the purchase.

Scenario: Adjusting iClothe to Find Perfect Fit
Created by: Burcu Atik
Context: App Name: iClothe
An app directed to the people that want to share their look before purchasing any clothes virtually. The goal of the scenario is to adjust the clothes according to the body measurements. Bella inputs her body measurements into iClothe and adjusts dress. The scenario is done.

Scenario:
Bella is a 31-year-old software professional and a professional athlete. She spends most of her time at gyms after work, she rarely meets her friends. Her company decided to hold an invitation to its employers. Bella needed a new dress, but she didn't have a typical woman ody measurement; she has a bigger shoulder than a typical woman. So, she had to make some measurement changes to dress. She browsed some popular Clothing Apps and decided on iClothe because of the adjustment feature that iClothe has. She created a profile and input her body measurements. Then, she chose a dress and made some adjustments according to her measurements. Finally, she found a perfectly fit dress for her body.

Scenario: Take accurate measurements
Created by: Iris Fabros
Context: App Name: iClothe
An app directed at people that want to save time to try on different clothes physically. The goal of the scenario is to be able to get accurate measurements for stress-free virtual shopping. Jane follows camera placement, upper and lower body instructions then the system scans and validates and saves measurements.

Scenario
Jane is a 30-year-old accounting specialist and likes to spend her time with her family in her free time since she spends most of the time at work and barely has time for running errands. She is new to her workplace and she was told her co-workers go out for a fine dining dinner. As this is her first time going out with her co-workers, she would like to get dressed for this. She is used to buying clothes in-store and it would take her huge amount of time browsing for clothes to make sure which one perfectly fits. She believes that shopping should be stress-free and be able to find a dress that fits and looks good on her in a specific situation. She browses brands through iclothe app to see which are the latest trends and which category would look best on her. She tries clothes through her avatar based on validated measurements.

Scenario: Scanning skin tones
Created by: Adeel Mela
Context: App Name: iClothe
Context: This app is created to help potential customers select make up and clothing items to purchase online. The app will help people see how the makeup and clothing items would look on them, without actually physically going to a store to try the items on.

Scenario:
Anna is married lady with a young son. She loves fashion and staying in touch with the latest trends. Being a very detailed oriented person in her make up shopping, she needs to exactly know how certain colours will look on her skin before making a purchase. She uses iClothe to scan her face and the skin tone. She's then able to see exactly how the colours look on her face which helps her make the best choice before making the purchase online.

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Scenario: Search of Product Style

Created by: Savneet Baluja

Context- App Name: iClothe

An Online Clothing application which gives users the ease of access to try clothes as per their needs. The app provides features such as body measurements which fit best for an individual. The pros of the application are that it gives an idea of what an outfit looks like and minimizes the rate of return of products.

Scenario:

Karl is 25-year-old international student who loves doing charity. He has always been doing charity work since he was young. He follows his father footsteps to being kind and nice. He is trendy with the latest fashion and follows the Instagram pages for fashion. He Loves shopping online and always looks for best fit for himself and for the charity. He uses 'Search Product' option and takes advice from his friends to approve of the clothes for charity and himself. He is frustrated with this unfortunate pandemic and waiting for things to settle meanwhile he is using the application to take the advantage and save time, since it is pandemic, he wants to try it out at home and not to take risk going outside to shop. Also, he does not want to put a break on the work he loves doing.

Scenario: Check the outfit look

Created by: Sahil Patel

Context- App Name: iClothe

An app directed to the people that want to check how outfit looks on them. The goal of the scenario is to check the appearance of clothes on the customer by 3D Virtual modelling.

Scenario:

Jack is a 20-year-old boy who studies Computer Science at the University of Toronto. Currently he is in the 2nd year of a bachelor's degree. He spends most of his time in using and studying different technologies. He does work out regularly and likes to dress perfectly at all times. He has an interview next week for a summer internship. But he does not have any formal outfits that he can wear in interview. He had not tried formal clothing, so he was confused about ordering it online and he wanted to know how they would look, and which product would suit better before purchasing it. So, he downloaded the iClothe app and used 3D virtual try-on feature to check how different formal outfits would look on him. Then, he was able to find perfect pair of formal clothes for him.

Scenario: Creating favourite looks

Created by: Thufayle Jamal

Context- App Name: iClothe

An online clothing application that allows shoppers to assess their size using the virtual try out option where one needs to give few inputs such as their body measurements in order to find their

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perfect fit and size. The goal of this scenario is to find a perfect fitting outfit with different looks and then decide to purchase the best one.

Scenario:

Finn is an international student who came to Canada a year ago. His dad owns a business back in his home country and Finn is here for his studies and belongs to an upper class family. He loves shopping online and is an active social media user and wishes to be an influencer one day. Price is not a factor to him as all he needs is a good fit and has some size issues and is so picky about it (customer journey). Since he posts on social media actively, he prefers the outfit from a highly recognized brand with a trendy look. Currently due to COVID and lockdowns, all the retail stores are closed and are available only for pick up. Finn is frustrated as he cannot try the clothes instantly and must wait for his order to arrive. He has been returning clothes so often for the past few months. He came across iClothe on an Instagram ad and wanted to try this app out. He started browsing apparels in the app (Product) and was amazed to see the virtual try out option. As he has the option to virtually try the products by giving few inputs such as his body dimensions by creating an avatar, now he can literally look how the desired apparel looks on him. Thus, Finn creates multiple looks and makes a few of his favourites (Goal). He will now decide which looks are better among his favourites and purchase the best look.

2.5 – Customer Journey

STAGES	AWARENESS		CONSIDERATION	PURCHASE		RETENTION	
JOURNEY	Buying clothing and make up online and finding that they need to be retuned as they are not as expected	Looking for ways to ensure that they have confidence in their online make up and clothing purchases	They found iClothe on social media and decide that this is a unique solution, and they decide to give it a try. The application works well, and the clothing looks great on their avatar.	They create a look that they like and send to a friend, the friend likes the look, so they decide to buy the outfit	The outfit arrives and everything fits perfectly, and the colors look great on them	One week after they're last purchase the application recommends a number of new items to try	A friend thinks they look great and asks where they got the outfit
GOALS	To buy clothing and makeup online	To find online clothing and makeup products that fit and look the way they expect	To try out the application to see if it works as advertised	To purchase clothing that looks good and fits well	Validate that the application had done a good job of measuring and matching both size and color	To stay informed on the latest fashion trends	To share iClothe with their friends
ACTIONS	Going to an online retailer and making a purchase	Researching online methods of ensuring good fit and color match	Downloading application and adding clothing and make up to avatar	Saving the 'look' they created, sending the 'look' to a friend and then purchasing the outfit	Trying on the clothing that they had purchased and the makeup they had purchased	Clicking on the prompt that the brand provides to evaluate in iClothe	Recommending iClothe application to a friend
THINKING	Why doesn't the sizing work and why doesn't the colors look the same as on	How can I ensure that I don't have the same thing happen next time I buy clothing and makeup online	I hope that this application will solve my issues	Excited to show my new look I created	Wow! I'm impressed that this application was able to nail my size and the color coordination	I remember this brand and application, let's see what's new	I'm impressed with how well this application works; I want to tell my friends

CHANNELS	Online clothing and make up retailers	Online search engines	Instagram	iClothe Application	Online clothing and make up retailers	iClothe Application	iClothe Application
screen							
Excited				☺	☺		
Happy						☺	☺
Neutral			😐				
Confused		😐					
Frustrated	☹						

3.0 – Appendix

The appendix contains all of the raw data used to complete the pervious works and also our updated work plan and product decomposition.

3.1 – Business Analysis Work Plan

Milestone	Date	Assigned to
Project Vision - Feb 7th, 2021		
~~Research Competitor Products~~	~~Week of Jan 25th~~	~~Everyone~~
~~Survey Team to Ideate Product Features and Functions~~	~~Week of Jan 25th~~	~~Bureu~~
~~Analyse Results~~	~~Week of Jan 25th~~	~~Bureu~~
~~Draft Stakeholder Analysis~~	~~Week of Jan 25th~~	~~Nitin, Thufayle~~
~~Draft Business Analysis Work Plan~~	~~Week of Jan 25th~~	~~Cameron~~
~~Alignment Meeting:~~ ~~- Results Analysis~~ ~~- Product Features and Functions~~ ~~- Products for Comparison Analysis~~ ~~- Stakeholder Analysis~~ ~~- Business Analysis Work Plan~~ ~~- Product Overview~~ ~~- Work Plan Updates~~	~~Jan 30th, 2021~~	~~Everyone~~
~~Draft Product Features and Functions~~	~~Week of Feb 1st~~	~~Bureu, Iris~~
~~Draft Comparison Analysis~~	~~Week of Feb 1st~~	
~~Draft Product Overview~~	~~Week of Feb 1st~~	~~Nitin, Cameron~~
~~Project Vision Document Edits~~	~~Feb 5th, 2021~~	
~~Project Vision Document Review~~	~~Feb 6th, 2021~~	~~Everyone~~
~~Submit~~	~~Feb 7th, 2021~~	~~Cameron~~
Mobile Sketches - Mar 1st, 2021		
~~Alignment Meeting:~~ ~~- The Anatomy of Sketching~~ ~~- Sequential Storyboards~~ ~~- Mobile Scanner App~~ ~~- Work Plan Updates~~	~~Feb 24th, 2021~~	~~Everyone~~
~~Workshop~~	~~Feb 27th, 2021~~	~~Everyone~~

~~Draft Mobile Sketch~~	~~Feb 27th, 2021~~	~~Everyone~~
~~Mobile Sketch Review~~	~~Feb 28th, 2021~~	~~Everyone~~
~~Submit~~	~~Mar 1th, 2021~~	~~Cameron~~

Business Requirements - Mar 15th, 2021

~~Identify Research Participants~~	~~Week of Feb 8th~~	~~Sahil, Savneet~~
~~Design Questions/Methodology~~	~~Week of Feb 15th~~	~~Thufayle, Nitin~~
~~Create Research Documents~~	~~Week of Feb 15th~~	~~Everyone~~
~~Conduct Elicitation~~	~~Feb 20th, 2021~~	~~Everyone~~
~~Compile and Organize Results~~	~~Week of Feb 22nd~~	~~Iris, Burcu~~
~~Analyse Results~~	~~Week of Feb 22nd~~	~~Iris, Burcu~~
~~Alignment Meeting:~~ ~~- Results Analysis~~ ~~- Application Scope~~ ~~- Customer Base~~ ~~- Scenarios~~ ~~- Customer Journey~~ ~~- Work Plan Updates~~	~~Feb 27th, 2021~~	~~Everyone~~
~~Draft Business Requirements Document~~	~~Week of Mar 8th~~	~~Cameron, Adeel~~
~~Document Edits~~	~~Mar 13th, 2021~~	~~Everyone~~
~~Submit~~	~~Mar 15th, 2021~~	~~Cameron~~

System Specifications - Mar 22nd, 2021

~~Alignment Meeting:~~ ~~- User Stories~~ ~~- Use Cases~~ ~~- Mock-up and Storyboard Tools/Methodology~~	~~Mar 14th, 2021~~	~~Everyone~~
Draft Use Cases	Week of Mar 15th	Cameron, Sahil
Draft User Stories	Week of Mar 15th	Burcu, Savneet
Draft Story Board	Week of Mar 15th	Nitin, Iris, Adeel
Alignment Meeting: - Work Plan Updates	Mar 13th, 2021	Everyone
Workshop	Mar 20th, 2021	Everyone
Draft Mid-fidelity Mock-ups	Mar 20th, 2021	Adeel, Iris
Mid-fidelity Mock-ups Review	Mar 21st, 2021	Everyone
Document Edits	Week of Mar 15th	Everyone
Submit	Mar 22nd, 2021	Cameron

Alignment Meeting: - System Specification User Stories - Video Tools/Methodology - Work Plan Updates	Mar 27th, 2021	Everyone
Presentation Script	Week of Mar 29th	Savneet, Sahil
Hi-Fidelity Mock-up Draft	Week of Mar 29th	Cameron, Burcu, Nitin
Hi-Fidelity Mock-up Review	Apr 15th, 2021	Adeel, Thufayle, Iris
Presentation Filming	Apr 10th, 2021	Everyone
Presentation Edits	Week of Apr 12th	Cameron, Iris
Presentation Review	Apr 15th, 2021	Everyone
Submit	April 17th, 2021	Cameron

3.2 – Additional Content

Survey Results:

Figure 1

What year is your phone model?
2019
2017
2020
iPhone
2015
2020
2017
2016
2019
2020
2020
2019
2019

Figure 1.a

What year is your phone model?

2020 ■ 2019 ■ 2018 ■ 2017 ■ 2016 ■ 2015

Figure 2

Do you prefer using your computer or a mobile device to shop online?
Mobile
Mobile
Mobile
Mobile
Mobile device
Yes
Yes
Yes
Mobile
Phone
Mobile device
Computer
Computer

Figure 2.a

Do you prefer using your computer or a mobile device to shop online?
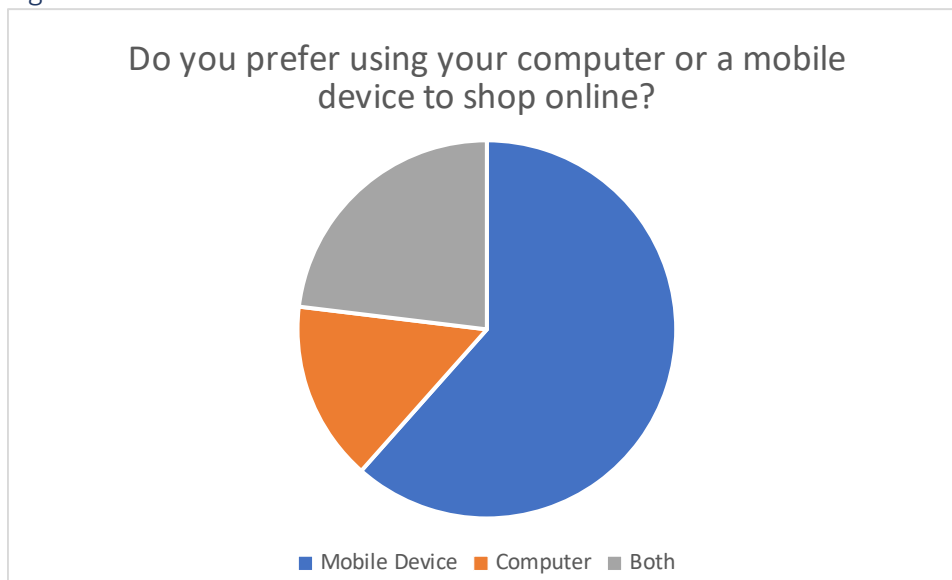

■ Mobile Device ■ Computer ■ Both

Figure 3

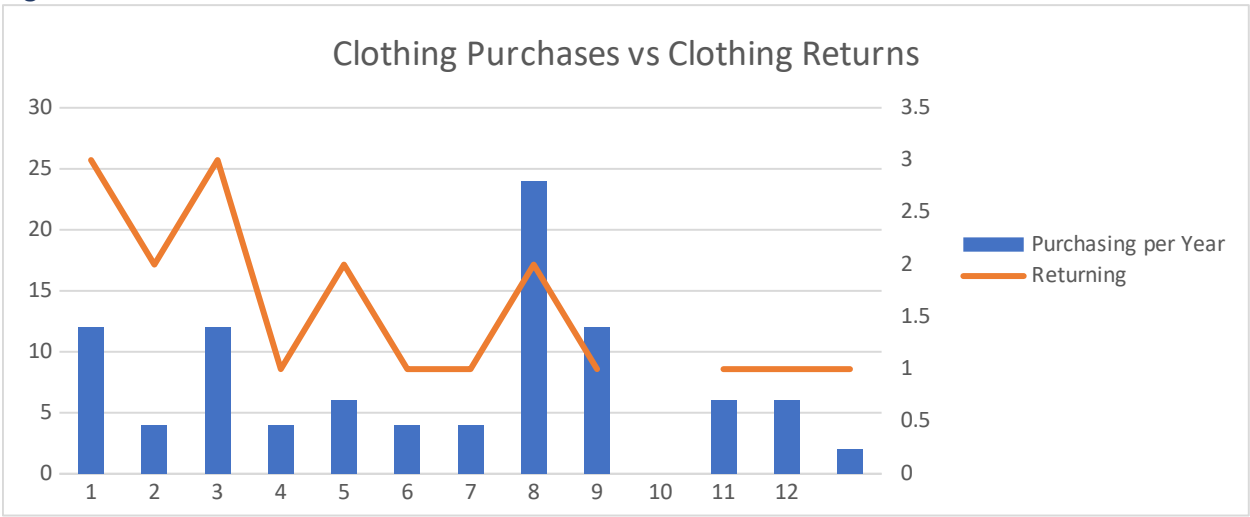| Do you buy clothing online? How often?	How often do you end up returning clothing that you purchased online? Why?
Yes. Once a month.	50% - fit/style on me
Yes, not very often	I only return if there is a size issue.
Yes, Almost every month	Frequently almost half of the time, size or quality issue
Yes, sometimes	Never . I am lazy
Yes, I do. I usually buy clothing online	Every once in a while. The size doesn't always fit so I end up returning
Yes. Sometimes	Rarely. Because i usually purchase somethings from the brands that i know before.
quarterly	I usually do not return.
Yes. Several in a month	Few. Because size is not fit
Yes, monthly	Rarely
Online	10% of time - size issues
Yes, once every few months	Rarely. If I do it's because it's the wrong size
Yes, bi monthly	Rare, too much effort to return to sender etc.
Yes, about two per year	Never

Figure 3.a

Clothing Purchases vs Clothing Returns

Figure 4

| Do you buy makeup online? How often?	How often do you end up returning makeup that you purchased online? Why?
Yes. Twice a year.	Never. Usually buy stuff I already know I like/know the shade.
No	NA
Yes, almost monthly	No I haven't returned makeup
No	No
Sometimes	Never.
Yes, but rarely.	Never happened. Because i dont prefer the products of makeup if i cant test on my skin.
I dont	I dont
No	None
No	Never
No	NA
Yes, maybe once a year	Haven't ever
Rare, once or twice a year for makeup	Never, makeup is harder to return.
No	N/A

Figure 4.a

Makeup Purchases vs Makeup Returns

Legend: Purchasing per Year, Returning
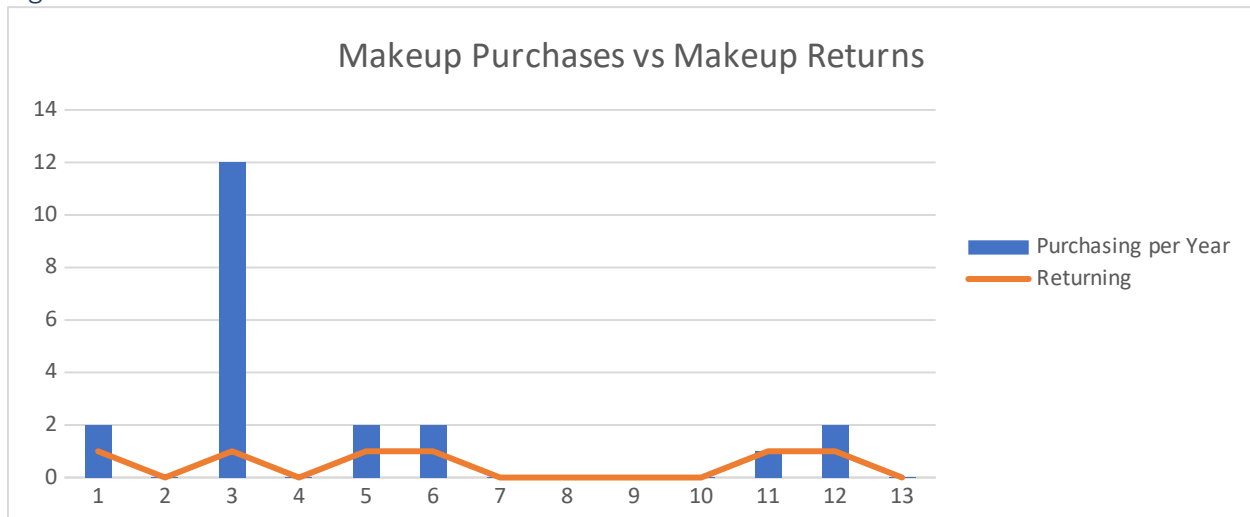
Figure 5

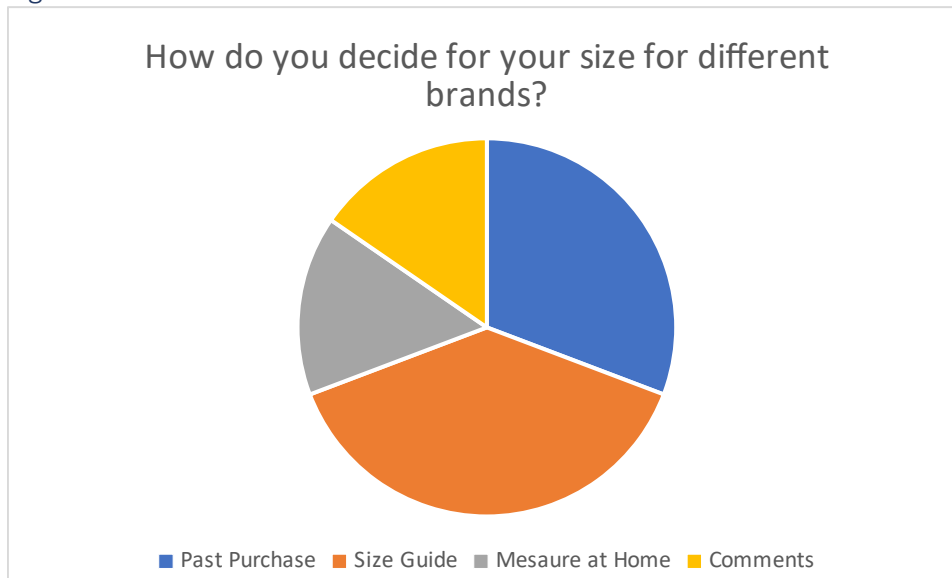| How do you decide for your size for different brands? |
| --- |
| Previously purchased clothes. |
| Looking at the size guide |
| I measure on my own and compare with their size chart |
| Experience from previous ones |
| I give it a look if there's any comments |
| By reading the comments |
| I buy by looking at the body measurements |
| Check size from official site of brand |
| Their sizing information |
| Look at the size chart |
| Trial and error, I shop at mostly the same places so I know what fits |
| Familiarity with the brand/reviews. |
| Sizing guides with body measurements |

Figure 5.a

How do you decide for your size for different brands?

■ Past Purchase　■ Size Guide　■ Mesaure at Home　■ Comments

Figure 6

Do you share outfit pictures with friends before purchasing? Why?
Sometimes, to see if they look ok.
No
Sometime I share. For their opinion
No,
I actually don't
Yes. For sharing our ideas about the clothes.
No
No
No, I buy what I like
No. I buy what I like
No
Sometimes.
No

Figure 6.a

Do you share outfit pictures with friends before purchasing?

	Yes	No
	4	9

Figure 7

Do you often need have clothing altered or taken in?
I choose not to.
No
Very unlikely.

I sometimes need clothing altered
Yes
No
No
No
No
Never
No
No

Figure 7.a

Do you often need have clothing altered or taken in?
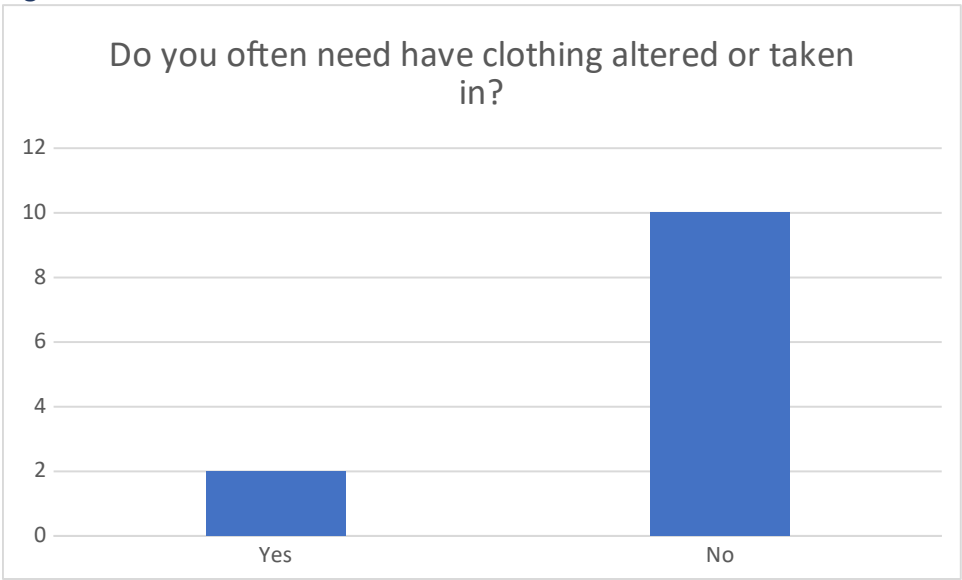
Figure 8

Do you consider your skin tone before buying clothing/makeup?
Sometimes? For foundation.
No
Yes
Not really
Sometimes yes
Yes.
No
No
No
NA
Yes of course
No
Yes

Figure 8.a

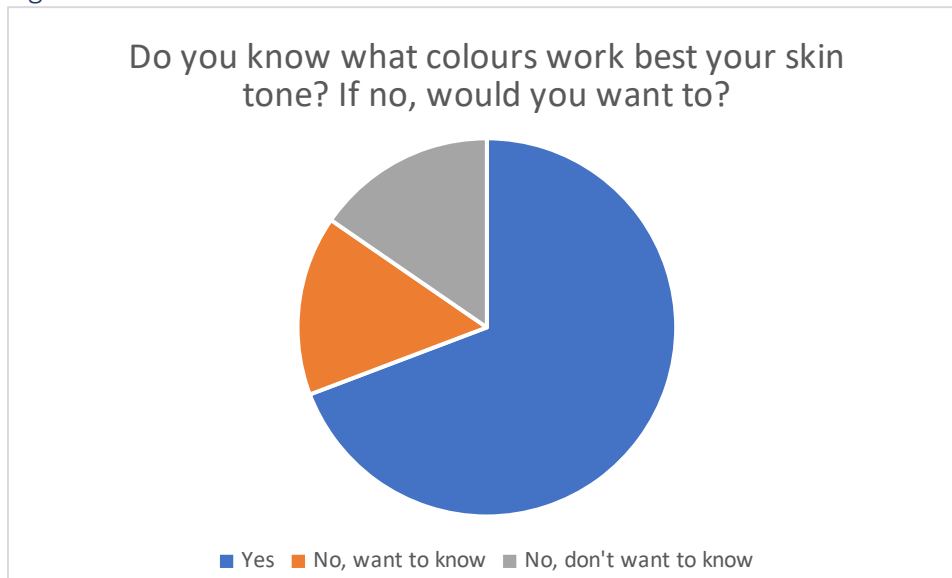**Do you consider your skin tone before buying clothing/makeup?**

Figure 9

Do you know what colours work best your skin tone? If no, would you want to?
Yes, I have had my colours done.
Yes
Yes I know
Yes.
Yes, I do.
Yes.
I do not know. I want to know.
No
No, but Sure
No
Yes
Warmer neutral tones.
Yes

Figure 9.a

Do you know what colours work best your skin tone? If no, would you want to?

■ Yes ■ No, want to know ■ No, don't want to know

Interview Results:

Interview 1

After describing our product to you, what do you think of our idea? Please give detailed comments

Knowing clothing and how I've tried them on I know that sizing is a tricky issue, I'm skeptical of whether or not this will work. Also, the photos of my body, how is that managed?

So, I have previously gotten my "quote-unquote" my colors done, and I don't think that I would buy makeup online based just on that. I would want to go into a location and test things on my hand and get a professional's option.

Who do you think would be users of this application? Can you think of any specific groups?

I would say that people that live in remote areas and places that don't have a mall or store nearby would benefit from this.

If you had to image the person who would use this application what kind of person do you think of? What are they like? What do they care about?

I can think of two types of people.

I can see this being good for a single mother who don't have time to shop for clothing for themselves or going back to a person who is in a remote area like a solder overseas.

Now that I have told you about all of our features and how they are laid out in the application what do you think? Is anything missing? Should anything be changed? Should anything be removed?

> *I think there should be a feature that lets you confirm your measurements so that I can be confident that the AI has done a good job of measuring my body.*

How would you find/discover an application like this? What would make you download and try this application? What would this application have to accomplish for you in order for you to recommend this to others?

> *I would find this application on Instagram. I would probably need extra incentive to download the application, maybe a discount code. This application would need to be able to find either black work pants or Jeans for me that fit perfectly, those are the tough ones for me.*

Interview 2

After describing our product to you, what do you think of our idea? Please give detailed comments

> *It is amazing to have an application like that which gives you ease of access and provides you a virtual tour of trying clothes. It is best not to risk your life going out and try clothes virtually. It's gives perfect idea how a person looks. I am happy that I get to use this application.*

Who do you think would be users of this application? Can you think of any specific groups?

> *Anyone who is smart enough and knows how to use technology can gain access. Teenagers aged above 14 can try this application. This application is likely to be accessed by people who wants to give a first virtual try and cannot manage time. Also, People with Disability can use this application effectively.*

If you had to image the person who would use this application what kind of person do you think of? What are they like? What do they care about?

> *I think of a young student who loves trying new clothes while focusing on his studies. They care about the convenience of trying clothes using the application.*

Now that I have told you about all of our features and how they are laid out in the application, what do you think? Is anything missing? Should anything be changed? Should anything be removed?

> *No, I think the application is very efficient in terms of time management and all the features are very interactive and user friendly. There could be an option of saving the avatar and sharing it with friends.*

How would you find/discover an application like this? What would make you download and try this application? What would this application have to accomplish for you in order for you to recommend this to others?

> *I will simply google it with the best Keywords and see what I get in results. But I make sure I download the application with the highest given rating without any bugs in that. I'll read the app description first before I proceed downloading. This application will save me time and I can share the same application with my friends too who are busy with their studies too. The application should be easy to navigate to keep persisting customers.*

Interview 3

After describing our product to you, what do you think of our idea? Please give detailed comments

> *Seems like a good idea to help in the decision making process on what to buy. The app will also help get opinions on certain products from friends and family.*

Who do you think would be users of this application? Can you think of any specific groups?

> *It will be especially useful for the female shopping market to be able to see the look, feel and fit on them whilst being able to share the look with others for advice. Age bracket would most likely be teens to early 30s, people who use technology products the most.*

If you had to image the person who would use this application what kind of person do you think of? What are they like? What do they care about?

> *In my view, it's the average female who would like to see how a certain cut or fabric would flow on their skin tone and how the clothing item would look on their body.*

Now that I have told you about all of our features and how they are laid out in the application what do you think? Is anything missing? Should anything be changed? Should anything be removed?

> *I would love to be able to see the digital image of myself walk up and down so that I can see how the outfit would look in movement. The flow, cut and fall of the outfit can be more easily ascertained that way.*

How would you find/discover an application like this? What would make you download and try this application? What would this application have to accomplish for you in order for you to recommend this to others?

> *I don't think people would actively search for such an app unless they know of its existence. I would love to see this app attached with clothing website or*

websites that teens and young working women usually shop at so it could get exposure to the target market.

Interview 4

After describing our product to you, what do you think of our idea? Please give detailed comments

I think it will help young professionals who are tech savvy to buy the styles they're looking for. Online stores are becoming the new norm for the younger generation because of their busy work schedule.

Who do you think would be users of this application? Can you think of any specific groups?

Young people who want a variety in styles and colours and don't have time to go visit actual stores

If you had to image the person who would use this application what kind of person do you think of? What are they like? What do they care about?

Young working adults

Now that I have told you about all of our features and how they are laid out in the application what do you think? Is anything missing? Should anything be changed? Should anything be removed?

There should be features that allow you to colour coordinate outfits, so you look polish

How would you find/discover an application like this? What would make you download and try this application? What would this application have to accomplish for you in order for you to recommend this to others?

I would find this application on Honey or Groupon, where it's an incentive to get a discount while using the application

Interview 5

After describing our product to you, what do you think of our idea? Please give detailed comments

The app has really good features. Thanks to this app, the time that is spent in the stores can be reduced. Especially, the people that use the same brand and size clothes can take advantage of this app.

Who do you think would be users of this application? Can you think of any specific groups?

People that have no time to visit the stores and can use technology would use this application. Additionally, families with kids would be users. They may not want to visit the stores with their kids because of hygienic reasons.

If you had to image the person who would use this application what kind of person do you think of? What are they like? What do they care about?

This person would love to be trendy and likes to try new styles. Clothing would be a hobby for him/her instead of a need.

Now that I have told you about all of our features and how they are laid out in the application what do you think? Is anything missing? Should anything be changed? Should anything be removed?

The app should have a baby clothing feature. Detecting body feature is designed for adults and cannot be applied to the baby body.

How would you find/discover an application like this? What would make you download and try this application? What would this application have to accomplish for you in order for you to recommend this to others?

I would definitely search on Google with key words and read the review for the app. I would use social media. The app should detect the body perfectly to gain my respect.

Interview 6
After describing our product to you, what do you think of our idea? Please give detailed comments

The idea of the application is good and interesting. I really like the whole idea of sitting at home and trying on clothes to purchase, leaving less margin of error in the form of returns (size).

Who do you think would be users of this application? Can you think of any specific groups?

People who don't have time to run to the store and try different apparels would love to use this application. Also, the millennial generation who is more comfortable the technology these days should be the target audience.

If you had to image the person who would use this application what kind of person do you think of? What are they like? What do they care about?

Immediately, a working professional who cares about his/her appearance and does not have time to run to the stores, so as to maintain a work life balance comes to mind. Also, they care about their social circles.

Now that I have told you about all of our features and how they are laid out in the application what do you think? Is anything missing? Should anything be changed? Should anything be removed?

> *The additional feature which I would include is a clothing option for children (5 yrs. and above) as it would be helpful for people like me (working moms).*

How would you find/discover an application like this? What would make you download and try this application? What would this application have to accomplish for you in order for you to recommend this to others?

> *I would take recommendations from close friends and search on the web for better options.*

Interview 7

After describing our product to you, what do you think of our idea? Please give detailed comments

> *I think this app is great idea and has potential to disrupt the online clothing industry. The 3D virtual model for trying outfit and option for sharing it with friends make it more useful. This product is much useful and relevant in current time of pandemic as it provides very close experience of in person shopping.*

Who do you think would be users of this application? Can you think of any specific groups?

> *I think this application would be used by people of age between 14 to 40. College students and young working professionals will be the major users of this application.*

If you had to image the person who would use this application what kind of person do you think of? What are they like? What do they care about?

> *I would think of young lady who just started professional career and vary conscious about her outfits while working as well as on outing.*

Now that I have told you about all of our features and how they are laid out in the application what do you think? Is anything missing? Should anything be changed? Should anything be removed?

> *There could be a chat feature where you can chat or share look with friends by inviting them within this application or you can ask about any doubt about product to the outfit experts.*

How would you find/discover an application like this? What would make you download and try this application? What would this application have to accomplish for you in order for you to recommend this to others?

> *I would find this kind of application through online advertising which usually targets ads on fashion brands websites. Also, this app can be promoted with celebrity endorsement on social media. I would install app by checking reviews on play store or app store.*

Interview 8

After describing our product to you, what do you think of our idea? Please give detailed comments

> *It's a great idea!! It will help one to find their exact fit and fulfil their needs. And since different brands have different fits, this is actually a great option for one to try the apparel and see how it fits them. But the execution of this idea can be a bit tough since this technology is not used much so far and the implementation can be a bit tough too. But overall it's a great idea and if executed properly, it will be a huge success. And considering the COVID situation, this would be much preferred.*

Who do you think would be users of this application? Can you think of any specific groups?

> *The potential users can be teenagers (aged above 15), shopaholics, women and men in the age group of 18-40; working professionals who are don't have time.*

If you had to image the person who would use this application what kind of person do you think of? What are they like? What do they care about?

> *A university student who is outgoing, tech savvy and loves shopping. This person cares about perfect fitting clothes and doesn't want the hassle of ordering and then keep returning which is time consuming. This person belongs to a middle to upper class category.*

Now that I have told you about all of our features and how they are laid out in the application what do you think? Is anything missing? Should anything be changed? Should anything be removed?

> *The features are great overall. But some people can find it frustrating if too many questions are asked as inputs. Would be great if the inputs required are kept simple and easy to enter.*
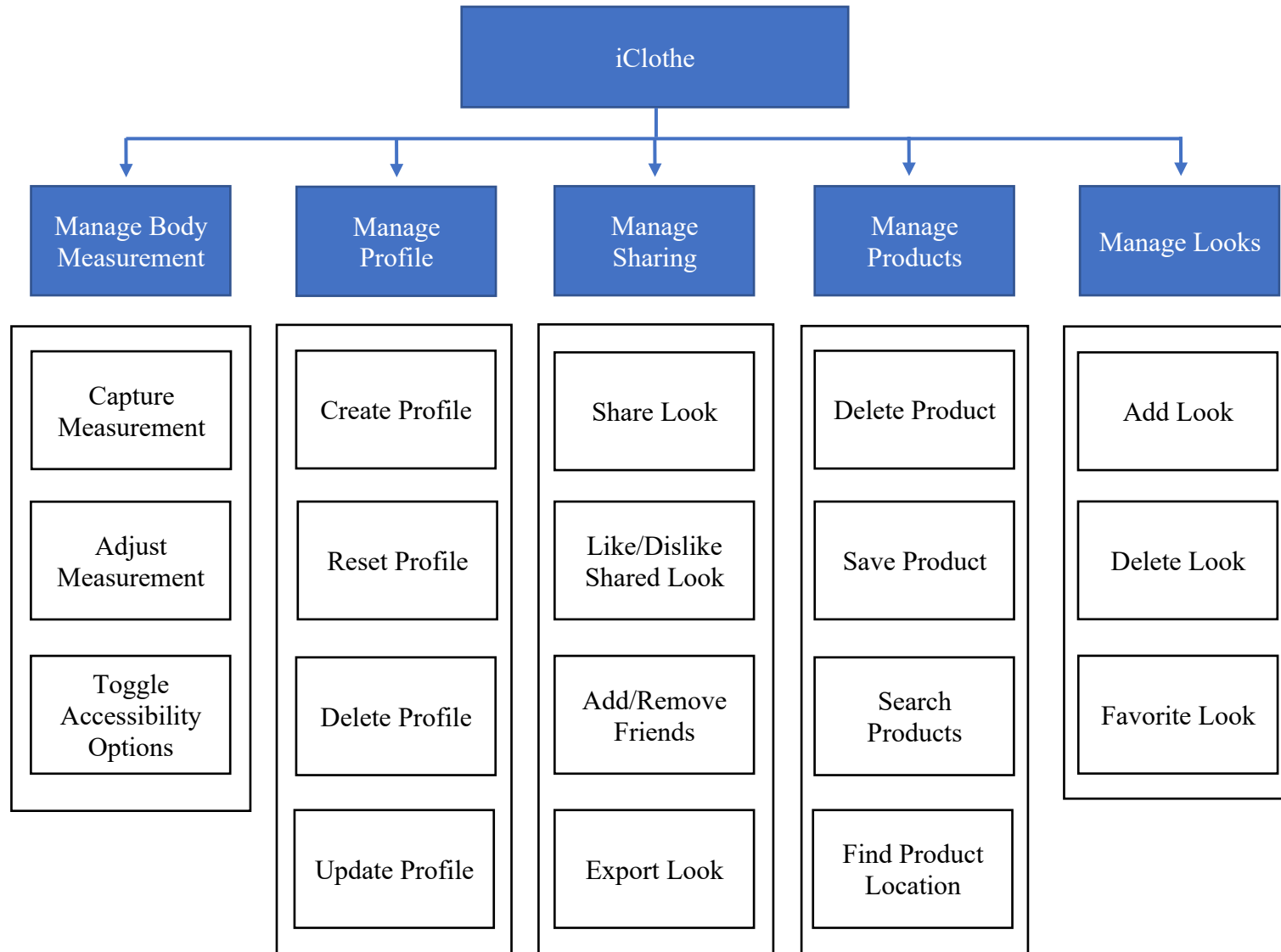
How would you find/discover an application like this? What would make you download and try this application? What would this application have to accomplish for you in order for you to recommend this to others?

These applications can be found through influencers, social media (Tik tok is very trending currently and has a lot of users after facebook/instagram) and the target market would usually be young people and it's easier to reach them through social media.

Just like discovering/window shopping I would like to download this app but as this has the feature to try it out, I would prefer using this over other apps if it is user friendly.

I would refer this application to others if I get a referral bonus by sharing the link to download with my friends.

Updated Product Decomposition:

64d2a7eb-30b1-49bd-bd87-340f4f9810bf_Group+6+-+Business+Requirements+Document.docx64d2a7eb-30b1-49bd-bd87-340f4f9810bf_Group+6+-+Business+Requirements+Document.docx

4.0 – References