Project Vision

iClothe

Version 1.0, Feb 7th 2021

Document Revision History

Ref#	Content	Revised By	Date	Version
1	Initial Draft	Cameron	Jan 17th 2021	0.1
2	Stakeholders	Nitin, Thufayle	Jan 30th 2021	0.2
3	Features & Functions	Burcu, Iris	Jan 30th 2021	0.3
4	Overview, Work Plan, & Intro	Cameron	Feb 5th 2021	0.4
5	Comparison Analysis	Adeel	Feb 5th 2021	0.5
6	Final Draft	Everyone	Feb 7th 2021	1.0

Distribution List

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

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Introduction

iClothe is an application that allows users to virtually try on clothes and cosmetics from the comfort of one's own home. With minimal data provided by the user our application will create a model of either the users body or their face. This model is then used to map clothing articles and cosmetics onto the user's body in a digital space.

With this digital model users can select clothing from our partner brands to overlay on their digital model with a high degree of accuracy, allowing for user to assess not only the look of that particular item but also the shape and fit. Users can also create a virtual face with accurate skin tones providing a color accurate canvas to try-on our partner brands cosmetic products before purchase.

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.

We see this application as an opportunity during this time due to the confluence of several factors at once: the Covid-19 pandemic and its impact on the retail industry has created an appetite for novel sales methods, advancement in on-device artificial intelligence has reached a point where it is possible to develop sophisticated body models, and digital natives are now the largest consumer segment. With these factors impacting the industry, we believe an application that replaces some of the remaining benefits of a brick-and-mortar location in the garment industry would be highly successful.

The business model of this software will see the application integrated into retailers' online stores, whether that be in mobile and tablet retailers' applications or websites within desktop browsers. This ensures that our technology is provided to the retail consumers free of charge and allows the merchandise to exist within a context and style that makes sense for any given brand.

Stakeholder Analysis

**STAKEHOLDER Onion Diagram for
iClothe**
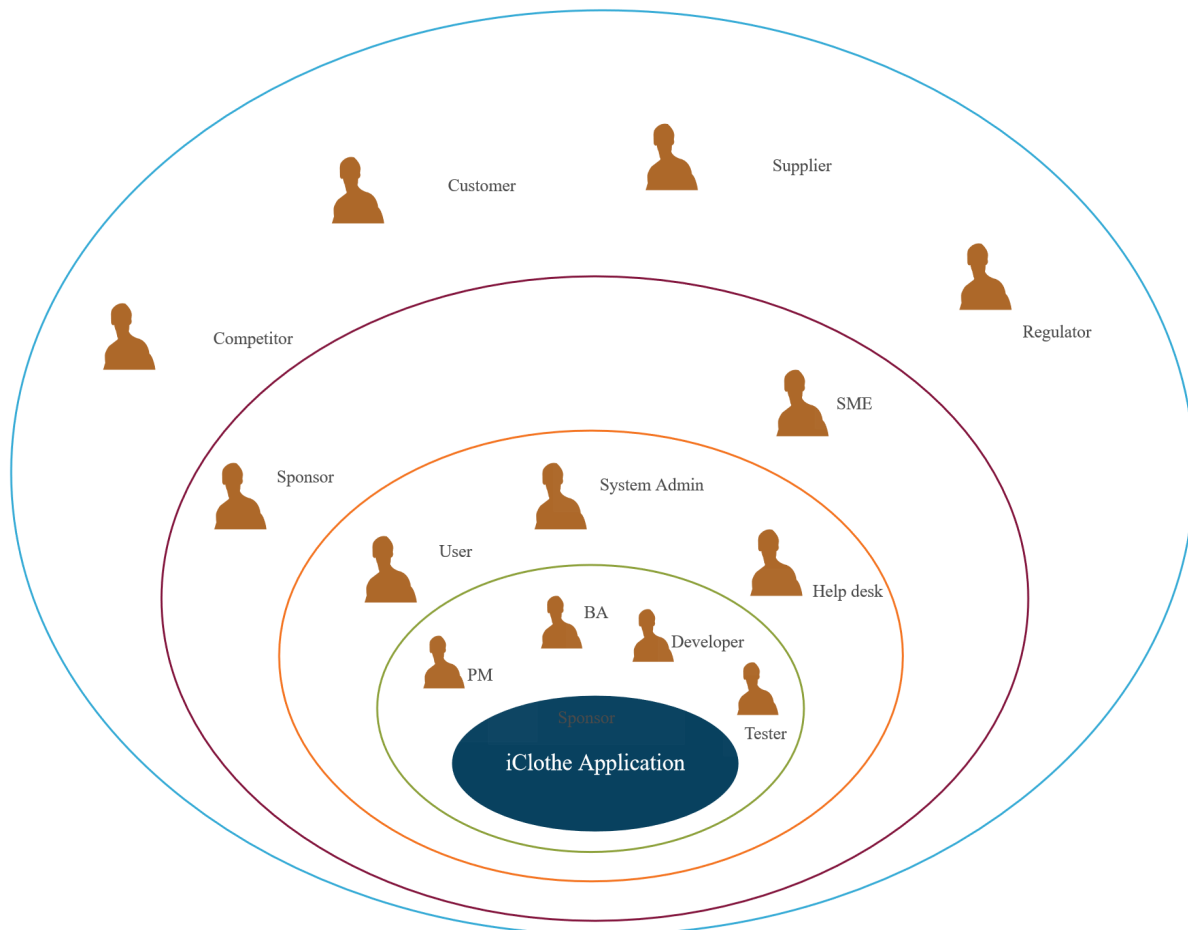
| Stakeholders	Description
Project manager	A project manager will be helping in managing the overall development of the app in terms of its requirements and solutioning as a head.
Business Analyst	A business analyst would help in assisting the PM in development of the app and gathering the requirements through critical thinking and analysis.
Application Developer	This stakeholder will be the one involved in front and back end developing of the product/application

Tester	This stakeholder tests the software for bugs, errors/defects that an end user can come across.
User	This stakeholder is the active actor in the application trying on retailers clothing and cosmetics
Help desk	This stakeholder will help in assisting the customers and end user with the support to troubleshoot app related problems.
System Administrator	Responsible for configuration and operation of a company's network and systems
Sponsor	This stakeholder will be responsible for the overall financial inflow to develop the app.
SME	These are the stakeholders who evaluate organizational needs, determine technical solutions and make sure the requirements are met.
Competitor	This stakeholder will be watched to assess our own app in terms of competition in the market.
Customer	This stakeholder will be integrating the app into their retail site to allow customers to try on their merchandise through it.
Supplier	This stakeholder will be responsible for supplying apparels/products required for the store and application as virtual objects
Regulator	This stakeholder will be responsible for the smooth running of app in terms of regulatory requirements from external sources.

Product Features and Functions

Functional decomposition:
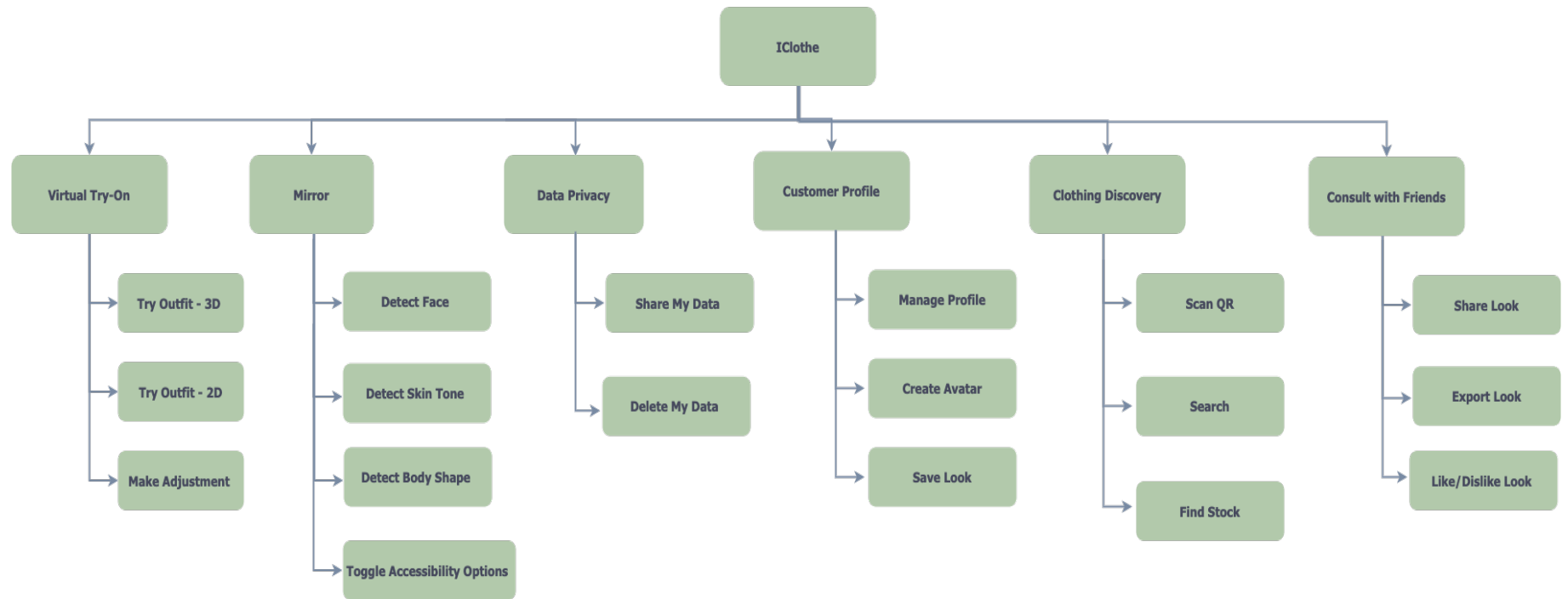
Comparison Analysis

In our comparative analysis we have compared iClothe to two other apps, Zeekit and Virtual Dressing Room. The table below shows the features that all mentioned apps have, while also shedding light on some of the features that make iClothe stand out from its direct competition.

	iClothe	Zeekit	Virtual Dressing Room
Virtual Try-on			
Try Outfit 3D	Yes	Yes	Yes
Try Outfit 2D	Yes	Yes	Yes
Make Adjustment	Yes	No	Yes
Mirror			
Detect Face	Yes	Yes	Yes
Detect Skin Tone	Yes	No	No
Detect Body Shape	Yes	Yes	Yes
Accessibility Options	Yes	No	No
Data Privacy			
Share My Data	Yes	Yes	Yes
Delete my Data	Yes	Yes	Yes
Customer Profile			
Manage Profile	Yes	Yes	Yes
Create Avatar	Yes	No	No
Save Look	Yes	No	No
Clothing Discovery			
Scan QR	Yes	No	No
Search	Yes	Yes	Yes
Find Stock	Yes	No	Yes
Consult with friends			
Share Look	Yes	No	No
Export Look	Yes	No	No
Like/Dislike Look	Yes	No	No

iClothe will be using cutting edge technology; the most advanced algorithm currently available on the market to help the user select the best product according to their look, sizing and fitting. While shopping in a store the exclusive QR code feature allows user to instantly see what certain clothing items would look like on them, along with suggesting the size that would suit them best.

One of the unique selling points of this app is how it attempts to socialize how we shop, by allowing users to share their 'look' with friends and family and getting their opinion before making the final decision regarding the item to be purchased.

iClothe will also include the latest accessibility features catering to a wide variety of audience

with special needs, as it will assist people with wheelchairs and walkers as well to make the best decision possible.

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	Burcu
Analyse Results	Week of Jan 25th	Burcu
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	Burcu, 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 1st	Cameron, Adeel
Document Edits	Mar 8th, 2021	Sahil, Savneet
Submit	Mar 15th, 2021	Cameron

System Specifications - Mar 22nd, 2021

Alignment Meeting: - User Stories - Use Cases - Mock-up and Storyboard Tools/Methodology	Mar 6th, 2021	Everyone
Draft Use Cases	Week of Mar 8th	Cameron, Sahil
Draft User Stories	Week of Mar 8th	Burcu, Savneet
Draft Story Board	Week of Mar 8th	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

Requirements Design - April 17th, 2021

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

References

Charlton, G. (2020, September 25). Ecommerce Returns: 2020 Stats and Trends. SaleCycle. https://www.salecycle.com/blog/featured/ecommerce-returns-2018-stats-trends/