

The Kipling Method 5W1H

WHO?

1. Whose problem is this?

People who are not able to go to the stores for the cloth trying on.

2. Is this your client?

Yes

3. Have you checked that the problem does exist?

The problem show itself when people do not have enough time to spend, are scared to be outside because of the pandemic or when they feel too lazy to go out for trying clothes before buying.

4. Can you prove it?

Yes, because almost all of the people suffer from this problem at least once in their lifetimes.

WHAT?

1. What is the essence of the problem?

Wasting time and effort with trying clothes on, Covid-19.

2. Can you explain it easily?

The more clothes to try on = The more time to waste in stores

3. How do you know that this is a problem?

Since buying a cloth is an universal thing among all people, I know a huge percentage of people have this problem.

WHY?

1. Why is the problem worth solving?

Time is one of the most valuable thing in the whole world. Since the problem causes the waste of time, it is worth to solve it.

2. What benefits do you find in his solution?

Saving time, saving effort, reduces the workload of store employee's, reduces the crowd in shopping malls.

WHERE?

1. Where does the problem appear?

It can appear any of the stores selling clothes.

2. In what context does the customer experience the problem?

Shopping malls, local stores, anywhere that we can buy the clothes.

3. Have you seen the problem in its context?

Yes, I faced that problem many times.

4. Can you describe this context?

Finding an empty fitting room to cloth trying on in a store when there is a long queue of people to wait.

WHEN?

1. When does the problem appear?

There is no particular time period for that problem, it can appear anytime.

2. Is the problem permanent or appears periodically?

Problem is not appearing periodically, it is permanent.

HOW?

1. How you can solve the problem?

By developing an application that allows people to try their clothes by using the camera of the devices such as smartphone or tablets.

Six Thinking Hats Method

White Hat

Trying clothes in fitting rooms make people waste their times and doing online shopping sometimes could be even worse because of unfitting clothes. An application that can show how the cloth will fit the user can make people see the quality and perfect size of it.

Red Hat

With this application people can be calmer and happier since they spend less time on cloth trying, also the workers at shopping centers will have less workload which is good.

Black Hat

Since it will use some algorithms of artificial intelligence, that can make application run slow and may be that will frustrate the users.

Yellow Hat

Cooperation with lots of brands that are in clothing industry, application range is worldwide not just one specific place, gaining sponsors for developing the application from well-known brands.

Green Hat

Creating an artificial fitting room that user can see how the cloth fits him/her. Also creating an online wardrobe that can show how many items for per category and showing user the possible brands and products that you need according to your wardrobe data.

Blue Hat

Creating an application that uses artificial intelligence as kernel can be very difficult to develop but once it successes it can be a new era of clothing industry since the problem is so common and there isn't an effective solution yet.