Logo, company name

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**PUSL3190 Computing Individual Project**

**Project Proposal**

Virtual Dress Fitting

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Based on

As reported by

As stated by

apparel retailers

online clothing sales

ecommence apparel retail

retail ecommence sales

Global retail ecommerce sales worldwide

# Chapter 01

## **Problem statement**



**Figure 1** (Administration, 2021)

After the covid19 pandemic in 2019, the worldwide online shopping sales has rapidly increased as shown in the above figure 1. Furthermore, 8 percent of increment in online shopping sales can be seen within the next couple of years in comparison to past few years, for all sectors including fashion clothing (Administration, 2021).

However, compared to the huge online clothing purchasing rate, the return rates of the clothing items also claimed to be high.

According to a survey conducted by Coresight Research, within US apparel brands and retailers, discovered that the average return rate of the online apparel sales in US is about 24.4% (Coresight & Zheng, 2023). The reasons for high return rates in online clothing are people having different body shapes and compared to the user body measurements the clothing brand’s size chart measurements with clothing item specifications being different. Besides the material of the clothing item should also be considered when considering the sizes.

In a study that collected data from the in-person interviews were asked about the online apparel shopping and its feedback. Both ‘product quality’ and ‘return and exchanges’ topics were mentioned 18 times each. Which mentioned more often than the other topics (Yin & Xu, 2021).

According to Statista, comparing to other retail product categories such as shoes, bags and accessories, the highest returned rate which is 26% is for the clothing items among all the categories. (Dopson, 2023). All these researches show that customers are not happy with the purchases made through online mostly in clothing apparel category.

For this problem, developing a system which can recommend the suitable clothing size for the user would be the best solution.

According to an analyze, found that once people are satisfied with the (online) shopping experience, the customer would be loyal to the brand in a behavioral way or an attitudinal way (Al-dweeri, 2017 ). Using this system, can improve the customer satisfaction on online clothing experience.

Data from several surveys found that men have more trust in online shopping (purchases) than women who reported have lesser trust (Kumar & Singh, 2014). Therefore, this system would be mainly focused on women and in age range of 20-55.

# Chapter 02

## **Project description**

### Project Objectives

* Recommend the best fitting clothing size for the user according to the body measurement, and the material attributes.
  + According to the Coresight Research Analysis based on the survey, more than half of the respondents which is about 53% selected size or fit as the reason for the online apparel returns. Most returns included shirts and blouses (Coresight & Zheng, 2023).
  + Both mobile application and a web application are used in this system. Mobile application is for the user to enter the one user-specific body measurement which is the chest size. Then that data would be sent to the related database.
  + The brand’s size charts with its measurements, such as small (S) , medium (M) , large (L) , extra-large (XL), etc.. are stored in another database as in the chart shows below. Thus, the material attributes for each clothing items are also stored in the same database.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Size | Small (S) | Medium (M) | Large (L) | Extra-Large (XL) |
| Shoulder width (in) | xxx | xxx | xxx | xxx |
| chest size (in) | xxx | xxx | xxx | xxx |
| Waist size (in) | xxx | xxx | xxx | xxx |
| hem size/ Hip size (in) | xxx | xxx | xxx | xxx |
| sleeve circumference/  Bicep (in) | xxx | xxx | xxx | xxx |

* + A mathematical model would compare both the user specific measurement (chest size) and the clothing material with the clothing brand’s size chart, then find the best fitting clothing size (S,M,L,XL, etc) for the user.
  + The web application is used to collect data from users about the past purchases made from each brand (feedback). From these data, can improve the reliability of the mathematical model and the system.
* Ability to select a clothing material first and based on that searches the available items.
  + A feature for the customer to first select a material such as cotton, linen, silk, etc. Then the user could select/ search for a suitable clothing item from the preferred material.
  + This value-added feature benefits the users to find the exact same material that searching for. When the ordered or selected clothing item is delivered, can find whether it has the exact same material attributes. This minimizes low quality and wrong order delivering. Thus, increases brand loyalty.
* Able to improve online shopping experience.
  + With the high apparel return rates mostly in blouses and shirts as mentioned in the page number [3](#_Problem_statement), this system assists the users to find the best fitting clothing item while reducing the return rates.
* Able to improve the in-person shopping /physical shopping experience.
* Shopping malls which have different clothing brands, this system can be introduced as a new feature/ development to their already existing mobile or web application(s), which enhances the user experience.

### Project keywords

* Mathematical Model
* Android Studio
* Java
* MongoDB
* Nodejs
* Dress fitting
* Online shopping
* Size recommendations

# Chapter 03

## **Research Gap**

According to

Research about ‘Avatar manager system’, developed a system where the user can try on the clothing item he/she likes on an avatar when do online shopping. Men and women can select a suitable body type which matched for each user from the given options. Then after should select the preferred body size such as small or large or extra-large, etc. In the end of this process user can adjust the avatar’s body measurements compared to the user’s body measurements. Then it would display how the selected clothing item would fit on according to the users’ body measurements (Polke & Kumari, 2018).

In that research, it would fully visualize how the clothing item would fit. But in this project the approach is a bit different. Analyzing a collection of data, system would be able to tell the size of clothing that is recommended for the user and without fully need of the visualization. And the reliability of this can be further improved with the customer feedback.

# Chapter 04

## **Requirements Analysis**

### Hardware Requirements

* Smart phones and computers with access to internet.

### Functional Requirements

* Shows the well-fitting size (as Small/Medium/Large, etc.) from the selected clothing item.
* Searches the clothing items according to preferred materials.
* Shows the available clothing items of clothing brands and its material.
* Able to give user feedback about the past purchases.
* Asks authentication before login to the system.

### Non-functional Requirements

* Reliable system for the users (can make accurate predictions).
* Better user experience and user-friendly applications.
* Data is protected and secured in both clothing brand and user ends.

# Chapter 05

## **Finance**

This project does not require any hardware equipment. In addition to that, requirement of paid software tools/License, APIs or high-end GPUs are also not required for this project as for now.

# Chapter 06

## **External organizations**

* This project does not involve an external party, or any real client. However, a survey is used for gathering the data based on material-related sizes according to the user body measurement.

A screenshot of a survey

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A screenshot of a chat

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# Chapter 06

## **Time Frame / Timeline**

A close-up of a graph

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# **Referencing / Bibliography**

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