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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

**Impact of Virtual Try-On Technologies** to improve user satisfactions

Considering both the user’s manual measurement and material attriiutes/metrial

user's manual measurement and the material-related size

# 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 next couple of years in comparison to past 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 in US apparel brands and retailers, discovered that the average return rate of online apparel sales in US is about 24.4% (Coresight\_Research & Zheng, 2023). The reasons for high return rates in online clothing are people having different body shapes and the user body measurements and clothing brand’s size chart measurements or each clothing item’s specifications are not being matched. Besides the material of the clothing item should also be considered when considering with the sizes.

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

# Chapter 02

## **Project description**

### Project Objectives

### Project keywords

* Android Studio
* Mathematical Model
* Java

According to the Coresight Research Analysis based on the survey conducted, 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\_Research & Zheng, 2023). Which mainly focuses on this project.

Chapter 03

# **Research Gap**

Chapter 04

# **Requirements Analysis**

Chapter 05

# **Finance**

Chapter 06

# **External organizations**

Chapter 06

# **Time Frame / Timeline**

# **Referencing / Bibliography**

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