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**PUSL3190 Computing Individual Project**

**Project Initiation Document**

Material-related Size Recommendations

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# Chapter 01

## **Introduction**

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 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).

Since the quality of the product matters, this system provides the user with a feature to select the preferred materials of the clothing according to their likings. Which gives a certainty about the product quality.

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). Since not all the customers are happy with the online clothing purchasing, developing a system that can recommend the best fitting size before buying the actual product would be a better solution.

This proposed system called ‘Material-related size recommendations’, can recommend the perfectly fitting size for the user by getting one user specific measurement such as user’s chest size. Then that measurement would be compared with the specific clothing brand’s size chart, considering the material of the clothing item as well. This gives the user a material-related size recommendation.

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. Women found difficulties with the materials related sizes mostly. A survey would be conducted to collect the data about this.

Through the survey, data such as user’s chest size and their preferred size according to the type of the material would be checked. And the data about brand’s past purchases made by the user are gathered through a web application given to the users. And a mobile application provides a good user experience with user-friendly user interfaces (UIs) for the user to get the recommended fitting size of the clothing item. In addition to that some more features are available in the mobile application.

# Chapter 02

## **Business Case**

### 2.1 Business Need

* A customer can easily find the clothing that fits and to check the availability.
* Thus, after checking the availability the clothing, can make the payment for it as well.
* Increases the brand engagements.
* Increases the sales revenue.
* Better user experience.
* User-friendly UIs for both web and mobile applications

### 2.2 Business Objectives

* Ables to boost the sales revenue of clothing brands.
* According to an analysis, 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, et al., 2017). Therefore, it enhances customer satisfaction and can boost the brand’s revenue by increasing the sales.
* Reducing the return rates of the apparel industry.
* Enhances user engagement.
* Using customer feedback, it improves the reliability of the model and the user engagement in this system.
* 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 and expand the
* Secured data.
* Data is authenticated ensuring the privacy of the data.

# Chapter 03

## **Project Objectives**

The main objective of this system is recommending a fitting size for the users. For this

* Recommend the best fitting clothing size for the user according to the body measurement, and the material attributes.
  + 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.

# Chapter 04

## **Literature Review**

Using ‘FashionFit’ system, user can virtually try on any unbranded clothing item from any retailers using AI. The 3D pose maps the user’s body and Neural body fit model creates 3D models of the body according to the body shapes. Then able to virtually try on the clothing using GANs framework in machine learning (Hashmi, et al., 2020). In that system it uses 3D body pose to map the user’s body based on an image. Even though the accuracy of mapping can be lesser, the user can get a better virtual experience with this technology for any retail clothing items. The main difference of these projects is that ‘FashionFit’ system is mainly focused on virtualization and in this project, it is more rely on the data of buying history of the users and material-related size questionnaire survey data to mathematically see the accuracy of the fit on.

A system where gathers the data about user’s previous purchases, and with the specific clothing item’s details it predicts the suitable size of for user using the GBM classifier (Abdulla, et al., 2019). While in this ‘material-related size recommendations’ system a mathematical model would be trained to perform this task.

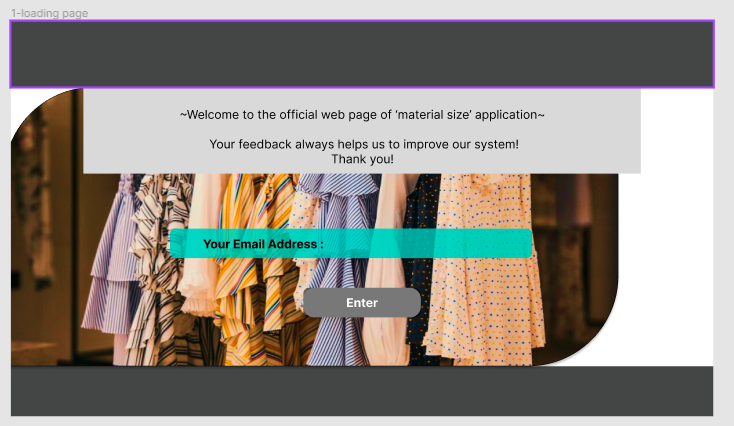
Research about ‘Avatar manager system’, developed a system where the user can try on the clothing item he/she likes on an avatar when do online shopping. Men and women can select a suitable body type which matched for each user from the given options. Then after should select the preferred body size 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 user’s body measurements (Polke & Kumari, 2018). In that research, it has fully visualized 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 05

## **Method of Approach**

Mathematical Model

The model is trained using a questionnaire survey that conducted about the martial-related sizes in clothing items and to make the model more reliable it gathers the data about the customer’s order history through the web application. This feature comes as a user feedback as the first scratch of the prototype shows bellow,



A screenshot of a clothing store

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Database and Integration

Node js, MongoDB

Web Application

Mobile Application

Use case and activity diagram.

* Android Studio
* Java
* Dress fitting, Online shopping, Size recommendations

# Chapter 06

## **Initial Project Plan**

A close-up of a graph

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# Chapter 07

## **Risk Analysis**

# Chapter 08

## **Other**

The UIs are designed as this for now.

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