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by A B

Introduction

The role of innovation management in the digital era represents an improvement in business processes, performances, workflow, and customer experiences and it also provides a proper business model through which the organisation can gain success. the study is going to educate regarding innovation and digitalisation necessary in the fashion industry. It is going to cultivate with the information where targetting 3 customers are preferred with the interview process to understand the views and justified Customer Persona Canvas are going to include.

Industry Overview

The fashion industry is part of a larger social and cultural phenomenon which is the fashion system which embraces larger business concepts with the interaction of art and craft. Innovation and Technology is one of the important concepts in the fashion world as they provide shape to the industry beyond its current crisis and it helps the business to reduce rich factor and increases the shopping experience of the consumer. The fashion industry is considered a radical (disruptive) innovation, As the fashion industry disturbed the conventional kind of operation in the fashion industry and it involves the business to force on adopting new year in terms of preventing themselves from irrelevant aspects in the current market. The innovation required to disrupt which is necessary is radical changes in the management system which processes marketing, manufacturing and distribution (Harba, 2019). It is one of the necessary needs to implement disruptive innovation in the fashion industry.

Primary research on a potential customer

The potential customers for the fashion industry are high school and college students, fashion influencers and young professionals, who are selected to conduct the primary research and the research is going to proceed with interviews among these three potential customers. The role of the primary research shows the importance towards the decision and commitment for improvement (Julia *et al.*, 2019), and the fashion world necessary to involve Innovation and Technology and it is required to understand the expectation and needs of the potential customers to involve sustainability in the business.

Question 1: *Is technology necessary for the Fashion Industry?*		
Students	*Fashion Influencers*	*Young Professionals*

Yes, technology is necessary in the fashion world which helps in achieving more changes in new kinds of fashion and clothing	*Yes, an adaptation of technology helps to increase the fashion business and the social media platform is one of the important parts of the expansion of the fashion business*	*I think, technology is important but the traditional way of shopping is more convenient*

Question 2: *What digital transformation you like to see in the fashion world?*

Students	*Fashion Influencers*	*Young Professionals*
Customized clothing must be available, where one can customise the clothes and new clothes are handed over to the customers in 2 days.	*3D body scanning will be helpful for online buyers*	*I think digitalisation on the outlets will help to increase the experience, like scanning the price on the trolley or automatic checkouts.*

Question 3: *Do you like to shop for clothes from online platforms or offline platforms?*

Students	*Fashion Influencers*	*Young Professionals*
Offline is preferable, as hanging out with friends and opinion shopping are available	*The online platform is more reliable and discounts are available on a large scale*	*Offline is preferable, as adjustments in the size and quality check can be done. However, online is also preferable as it helps in saving time.*

Question 4: *What positive impact falls on a human being for digitalisation in the fashion industry?*

Students	*Fashion Influencers*	*Young Professionals*

It helps in experiencing AI and getting personalizing products	It helps in saving the time	Clothes from the branded shops can get at a cheaper price

Question 5: *Is there any negativity with respect to changes happening in the fashion industry?*

Students	Fashion Influencers	Young Professionals
No, I do not think so	Use of tons of microplastic in the manufacturing process	It hampers the labour market as technology replaces the employee's

Secondary research for justification of the potential customer

For analysing customer personal Canvas it is necessary to contribute primary as well as secondary research through which it is easier to ensure that the data collected for the customer Persona and not completely based on the data collected from the organisation. it helps to discover internal and external processes through which updates can be provided to the data models and it helps for the fashion industry to influence innovation. From the primary research, it is understandable that technology is one of the important aspects of the fashion industry and it is acceptable to potential customers. Fashion and technology are an interesting combination where clothing and machinery provide high-end fashion design which explores due to the dependency on technological achievement in designing and providing massive outcomes to the fashion business (Minh and Ngan, 2021). The role of AI help in influencing various designs on clothing which became trends and it helps the business to achieve more profit. The Persona Canvas helps to focus on the mental model of the group of the potential customer which is selected i.e. high school and college students, young professionals and fashion influencers. It helps to provide a clear picture with basic information about the needs of the potential customer.

Customer Persona Canvas for 3 potential customer

Teenage Student (Emily)

Background	Name: Teenage Student (Emily)	Challenges
- College Student - Studying fashion design - Buys clothes every week for gathering details regarding clothes - Interested in online shopping		- Unable to understand the AI technology - Less focus
Demographic - Female 23 years		**Job to be Done** Increase the AI knowledge for designing the design in clothes
Goals - Improve the technological studies - Focus more on the fashion study - Independence and responsibility - Support local business	**Interest and Hobbies** - Photography - Understanding the new fashion trends	**Major Fear** - Corona crisis - Completion of education and get a proper job - Interacting with others

(Source: Self-created)

Young Professional (Lisa)

Background	Name: Young professional (Lisa)	Challenges
• Working in the fashion industry • Working in designing section • Like to buy offline dresses than online shopping		• Unable to provide an opinion as the company dependent on the AI designing • Hard for decision making
Demographic		Job to be Done
• Female • 29 years • Unmarried		• Require unable to work with the AI model and provide proper decisions in terms of manufacturing the new fashion trends
Goals	Interest and Hobbies	Major Fear
• Pay attention to the impact of the fashion on environment • No interested to leave the organisation, hence necessary to work hard	• Music • Trekking • Update in fashion news	• Cutting the labourers due to engagement of AI technology in fashion • Corona crisis

(Source: Self-created)

Fashion Influencer (Alex)

Background	Name: Fashion Influencer (Alex)	Challenges
• Fashion influencer for the past 3 years • Studied fashion design and merchandising		• Unable to interact with people directly, mostly introverts • Searching for more collaboration with another influencer for the increase the social media viewers
Demographic • Male • 34 years • Single		**Job to be Done** • Understanding the technological boundaries for improving the social media page and the fashion world.
Goals • Educate more people regarding proper fashion • Modelling for brands • Understanding the necessity of the technology for more fashion world	**Interest and Hobbies** • Social media • New fashion trends • Following online, the models • Photography	**Major Fear** • Negative comments on online posts • Providing proper education regarding fashion to other people

(Source: Self-created)

The selected customer persona as a part of the key customer is the teenage student Emily.

Customer Journey Map

Stages	Awareness	Consideration	Decision	Service	Loyalty

Customer Action	Viewing online ads and here the campaigns from friends regarding new fashion	Investigation and research on the prices and compare the prices in different stores and online platform	Making a purchase of a particular cloth	Through online receiving the product and contacting customer service. through offline purchasing of the product.	Provides a review and makes another purchase from the same brand.
Touchpoints	Social media	Websites	Websites And mobile applications	Email, and phone calls	Social media and reviewing sites
Customer Experiences	🙂 Interested	😊 Curious	😊 Excited	🙁 Frustrated	😊 Satisfied
KPIs	Number of people connected	Visitors of new websites	Online sale analysing and conversation rate	Analysing reviews on the product, customer service satisfaction	Customer service satisfaction score and retention rate

Business Goals	Awareness and interest increase	checking the website visitors	checking the reviews and online sales	increasing customer satisfaction and with time reduction	positive reviews analysing
Teams Involved	Communication and marketing	Increase in marketing sales	Online development and technology Integration	Technology integration towards Customer services	Online development

(Source: Self-created)

From the customer journey map on the teenager's student Emily has shown the steps that are necessary to experience towards the product and servicing in the existing market and the point that is necessary to encounter. in the fashion industry, it is necessary to engage in technological integration and development of various online processes through which the business can achieve proper goals and objectives.

Solution for the persona canvas involves key customers Jobs to be Done

The Chosen personal Canvas is of teenage student Emily, it elaborates the customer preferences and various goals and issues which helps to determine the problem and three possible solutions can be provided for justification of the key customer just to be done (JTBD). After analysis of the personal canvas of the preferred customer, it is identified that the customer is bearing various challenges with the technology involved in the fashion industry and with the corona crisis. However, justifying the JTBD, of the customer it is highlighted that AI implementation in the fashion design is one of the necessary aspects. The resolution is as follows,

Apparel Designing

The role of AI provides resolution to fashion design which increases the potential of the fashion industry and it directs toward automation in the designing and presentation process. during the pandemic crisis which is one of the challenging areas for the potential customer Emily, the engagement of AI represent new opportunities for the designer and business expansion. Initiation of AI implements a measurable demand towards the business as it

provides creativity which overcomes the various challenges of maintaining the quality, quantity and various prospective (Dwivedi *et al*., 2021), where technology provides information on the demands of new trends with respect to the fashion industry.

Changing the purchasing behaviour of the customers in a wider range

The role of engaging AI provides a facility for increasing the experience of the consumer. combination of machine learning and AI includes analysing social, behaviour and many more data which help to represent accuracy towards the customer which enable the expectation and demand. The traditional data analysis software is generated and adopted by AI and it improves continuous learning which provides anticipation towards the behaviour of a particular customer and it also highlights the purchasing decision of the customer.

Market Demand

AI provides an extension toward the account base marketing solution with the help of big data in promoting inside analysis and creating smarter online advertisements (Lai, 2021). These activities help in getting connected with the target consumers and increase the market demand.

Figure 1: Analyze graph for the engagement of AI for increasing the market demand 2021-2030

(Source: www.precedenceresearch.com, 2023)

The report provides information that the engagement of the deep learning segment increases the growth of almost CAGR 42% till the end of 2013. In the fashion industry, it is been marked that almost a 40.8% increment in every compound annual year is analysed due to the engagement of global artificial intelligence in the fashion market.

Elaboration on solution and recommendations

For customer personal Canvas of Emily has enraged with a resolution for engaging AI and deep learning. The study has provided the importance of AI and connectivity with the fashion world which is necessary to incorporate through analysing the market demand adjusted with the AI performances (Jin and Shin, 2021). Anticipating the market demand the future scope of engaging AI in the fashion industry provides an increase in shopping experience as AI inbuild with chat boats which provides an opportunity for the customers together information on the market demand towards the product, provide a *personalised recommendation, understand the customer purchasing behaviour and styling advice*.

Experiments depend on an important assumption

The under-proposed assumptions on understanding the purchasing behaviour of the customers are necessary together which helps in enriching the fashion market demand in connection with artificial intelligence. The two experiments which are necessary to incorporate in understanding the purchasing behaviour of the consumers are the *interview process and the survey process*. The interview process and necessary to engage for understanding the direct views of the target audiences, which is helpful for the artificial intelligence to identify and predict the needs and expectations of the customers and dynamically helps to change the purchasing behaviour of the customers. However, the role of the survey help in representing individual views and experience (Neubauer *et al.*, 2019). It is one of the common experiments with help to provide a huge and wider range of behaviour of the consumers and it helps in taking important decisions.

Illustrate the change management approach for the kind of change and elaborate on the necessity of the change

Elaborating the change management approaches in the organisation of the fashion industry are necessary to incorporate Technological innovations which can be done by involving artificial intelligence in the operations. Engagement of AI in the fashion industry not only helps in providing better design according to the data collected from the consumer (Rathore, 2023), although it helps in reducing the marketing cost, increases communication with the customer and speeds up the process manufacturing of the product and services. The AI model helps managers with the potential measurement of digital activity which is connected with real time and it approaches work 24 hours in 365 days.

The impact of the change enjoyed by the fashion industry owners, AI is going to provide a huge profit margin, and it also provides influence to the target customers and stakeholders.

The justification for choosing change management in the fashion industry is engaging disruptive innovation in the fashion industry which can be authorised through engaging digitalisation in the industry.

Conclusion

Innovation management in the digital era process of managing an organisation with the proper procedure which provides the initial stage of ideation till it enhances with proper success. The report establishes knowledge regarding the need for digitalisation and innovation in the fashion industry and it is also respected with analysing primary research on three potential customers connected with the fashion industry. However, estimations on the Customer Persona Canvas model are inspected regarding three potential customers with various approaches and JTBD aspects. It is further analysed with a customer journey map and provided the resolution to the concern just to-be-done aspects which is identified in the persona canvas model.

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