

Olli - Cloud Based Women's Custom Garment Designing Software

Problem Statement

As we know, the shape and size of a human body change continuously with time, from birth till death. This change is more noticeable during adolescence, as the changes are faster than any other age group.

In women especially, the changes are predominantly in the breast and hip region of the body. The changes in these regions lead to a need for continuous change in the inner garments used in these regions.

As each human body structure is unique, there exist various standard sizes which are used to categorize garments to suit different human body shapes. For example, the BRA sizes are categorized into 30A, 30B, 30C, 31A, 32D etc.

Although, these sizes are universal they don't perfectly fit all body shapes and sizes, especially women's bra. As there are so many variables like shape of the cups, position, size and shoulder width etc., involved in designing a bra.

Also there is a social stigma and market standard, where in women don't try these inner wear in trial rooms in the shopping center, leading to buying of misfits.

Solution

Olli, being in inner wear industry has recognized the problem and wants to be a pioneer in the industry to create an online software tool to design custom bra's which not only solves the problem of physical shape and size but also takes care of design and aesthetics.

The software tool would help to custom design the bra and eliminate:

- Misfits
- Social stigma involved during purchase of inner wear

The software tool will have various input parameters that would be required for a tailor to design and stitch a custom bra. Along with this the customer would be provided an option to choose fabric, accessories and the colors for different fabrics chosen.

Process Flow

Customer looking for a custom bra would

1. Drop into the website
2. Customer then signs-up /login
3. Would be shown animated images to measure and input various parameters like
 - a. Cup size
 - b. Shoulder width
 - c. Cup shape
 - d. Strap length etc.
4. Next customer would be provided an option to pick fabric for the various parts of the bra
5. Customer then needs to pick Color of the fabric
6. The invoice for the design would be generated based on the above input parameters
7. Customers makes payment
8. Customer would receive the custom stitched bra in 15 days from Order date

Olli team would receive the order along with all the details for stitching a custom bra. The custom bra would be stitched and delivered to the customer within 15 days.

Software

For Customers (Website):

1. Sign Up/Login - Using Email or Mobile Number
2. Ask series of questions with animations, to collect physical **shape and size** information like
 - a. What is the cup size?
 - b. What is the shoulder width?
 - c. Pick one of the shapes which best matches your physical appearance? Etc.
3. Next showcase a template of all the parts of the bra and ask the customer to choose **fabric and color**,
 - a. Pick any part in template
 - b. Choose fabric
 - c. Choose color
 - d. Choose shape
 - e. Choose accessories etc.
4. Generate invoice based on the customer design
5. Ask customer to make payment
6. Generate Invoice and forward order to Olli backend team
7. Once order delivered collect User feedback

For Olli backend team (Website – Admin Login):

1. Login using Mobile Number & OTP
2. Manage team – Add or remove Olli team members
3. Dashboard

- a. Number of order received till date
 - b. No. of orders in process
 - c. No. of orders closed
 - d. Total payment received
- 4. Process Order
 - a. Download order details
 - b. Change order status from,
 - i. Processing to completed
 - ii. Completed to shipped
 - iii. Shipped to delivered
 - c. Send SMS to customer when the order status is changed
- 5. Provision to add / edit fabric type
- 6. Provision to add / edit colors
- 7. Provision to upload new designs
- 8. Payment Management
- 9. Inventory management
- 10. Listing Management