Class Project Summary

Right Fit

Tai Martinez (719)582-4247, tmartin5@uccs.edu

Kylee Hart (719)310-1103, khart7@uccs.edu

Tyler Braker (909) 767-9080 tbraker@uccs.edu

Jason Hawk (719)377-1826 jhawk2@uccs.edu

Tyler Einspahr (719) 342-1793 teinspah@uccs.edu

02 December 2016

ENTP 1000 Sec 005

Executive Summary:

The value proposition is the reason why customers would choose our service and process over the competition. Throughout the class, we pivoted our value proposition several times in accordance with our idea pivots. Eventually, we concluded that our value proposition is, "We recommend clothing items to shoppers by taking measurements with a body scanner." Team RightFit believes that our body scanner and website service and process that will have a positive impact on the world because it is a new and innovative way for shoppers to find clothing. Furthermore we are providing a fast and effective way for shoppers to find the type of clothing and styles that best fit their body thus creating their life easier.

Based on market research, RightFit found there were no current patents that use a tablet scanner and website to suggest current brands and styles of clothing based on the scanner measurement results. In addition, there is are no current services such as ours that are implemented in stores. According to researched patents, RightFit has acquired that the only competition implemented today are downloadable application that make recommendations based on what clothing items you like and certain services that take body measurements but only for specific tailored made clothes.

Initially, RightFit started out as a scanner that helps individuals find outdoor gear. However we then later concluded that we would have a larger group of customers if we included all types of clothing stores in our project. Several weeks later, RightFit pivoted once again because we found out from our 200 customer surveys that they would not be willing to pay over $20.00 for a one time usage fee-the price we would need to charge to pay for a walk-in scanner. With that being said, RightFit changed the idea of a full walk-in scanner to a tablet scanner on the wall of dressing rooms. Throughout each of these pivots and project changes each team member was ready to contribute to have a quick and efficient change.

Right Fit conducted 200 interviews and it was very helpful to our project because we were able to identify what problems we might have in our business. Our first issue that we found in our business was that our one time usage fee that we were planning on was too high. Originally we were planning on charging $30.00, but decreased it to $10.00 because many people were not willing to pay over $20.00. The next issue that we corrected was where to put the scanners. Our surveys showed which stores our customers shop at most often, so we were able to use that information in planning what stores to work on implementing our scanner in. The most useful information we found from our surveys was what incentives customers would want to be willing to pay a subscription fee for our website. Most people indicated that coupons and special deals on clothing items would compel them to want to pay a subscription fee.

Business Model Canvas: Is included as a PDF Version

How we make money:

As seen in our business model canvas, our revenue streams or how we will make money is mainly the usage fee to utilize the scanner from the clothing shoppers. This price will be $10.00 for a one time usage of the scanner where you can view and save your measurements on our website. From the 200 survey results, Team RightFit concluded that the average price a person was willing to pay for the one time usage fee was $10.50. Therefore, we rounded this estimate to $10.00. Furthermore with an researched estimation cost of $800.00 per tablet scanner, it will take only 80 users to pay off the price of the tablet.

In addition, another revenue stream is advertising for certain brands of clothing. For example, with our scanner in their stores, we will advertise their brands with our clothing suggestions. With that being said, we will have partnerships with these companies in which we have a strategic alliance between non-competitors where we both benefit from the partnership. Lastly, as a team, we have determined at the end of year two once we reach 90% ROI, we will implement a subscription based pro feature on the website that offers discounts on name brands and style suggestions to grow and update our business by to keeping and gaining customers. Again, from surveys we concluded that the average amount a person is willing to pay is $6.00 per month so we rounded this number to $5.00.

Prototype:

RightFit scanners are a tablet computer with program specifically installed that will use camera software to compute a person's' measurements based on pictorial evidence. These touch-screen tablets will be located in the dressing rooms of retail stores where individuals can privately use RightFit without the need of a sales associate. Upon entering the dressing room, individuals will see the RightFit tablet mounted in the wall and a red line where the customer would stand while the tablet scanner it taking its measurement pictures as seen in Image 1. Image 2 simply shows a generic welcoming screen on the tablet that customers will see when they face the tablet. Image 3 shows the term and conditions in Right Fit that the person must agree to in order to complete the RightFit scan. These terms and conditions explain that the cost of the scan will be $10.00 in which the customer will pay after the measurements have been taken at the end of the process. Payment methods include credit/debit cards and paypal, both of which have guaranteed security while using the RightFit tablet. Furthermore these terms and conditions also explain how the results of RightFit suggests the best fit type of clothing based on body measurements. However, not all suggestions are exact when considering personal preferences. Also, no refunds are available if the customer is dissatisfied with the clothing suggestions. In addition, not following direct instructions given throughout the RightFit process will result in defective and inaccurate measurements.

Image 4 explains the first step of the process in which the customer is to stand on the red line facing the tablet with arms extended outward. A visual element is included to help aid the customer. Furthermore, there is audio for each step to help explain the process to the customer throughout the RightFit Scan. When the camera senses that the

customer is on the red line, it will automatically move to the scan countdown as seen in Image 5. The scan countdown in Image 5 gives the customer 3 seconds to further ready themselves before the picture measurements are taken. After this measurement is taken, the process moves forward to step 2 (shown in Image 6) where the customer stands on the red line with the tablet camera on the left side as shown in the included visual element. Again, as shown in image 7, the scan countdown starts when the camera senses the individual is on the red line.

Step 3 is shown in image 8 where the customer stands on the red line with the tablet camera on the right side as shown within the included visual element. Shown in image 9 is the scan countdown. Step 4 is shown in image 10, the customer will stand on the red line and turn to have the camera facing their backside with arms extended outward. The audio aid is crucial for this step of the process because the customer will be facing the opposite wall from the tablet, thus they will not be able to see the scan countdown (shown in image 11). The final step of the RightFit scan process is to enter payment information in order for the person to receive his or her scan measurements as seen in Image 12.

Lastly, Image 13 shows the results page in which customers will enter their full name and be given a special code. With this information, the individual will then log onto the RightFit website. Following this, they will enter their name and code, and then receive an extensive report with their measurements that suggests various clothing brands and styles. However on this final step, there is another option. The option in which the customer taps continue to simply see the clothing suggestions based on their measurements right on the tablet just for the current store at which the scan was conducted.

*Image 1:*

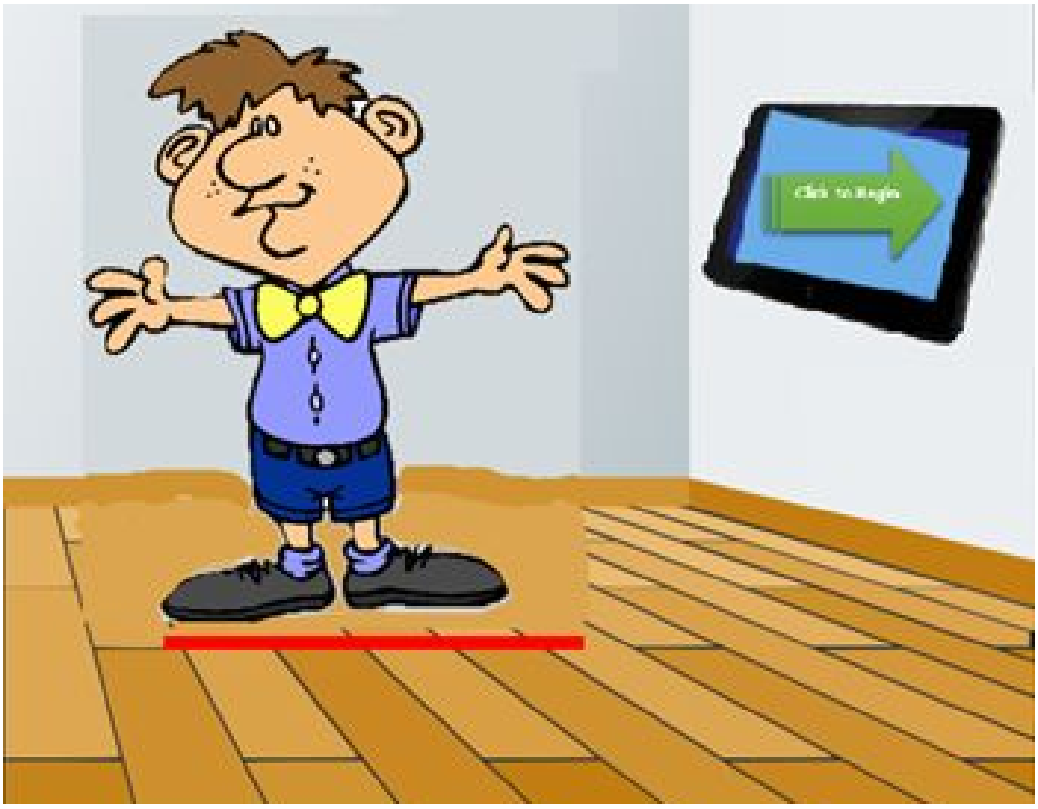

*Image 2:*

*Image 3:*

RightFit Terms and Conditions
Complete scans will cost $10·00
Based on your body measurements we will suggest the best fit type of clothing
Not all suggestions are exact based on personal preference
No refunds available if you are dissatisfied with clothing suggestions
Not following direct instructions will result in defective measurements
Payment type will be collected after the scan
Payment methods are secure
By tapping continue, you have agreed to these terms and conditions
Agree and Continue

*Image 4:*

*Image 5:*

*Image 6:*

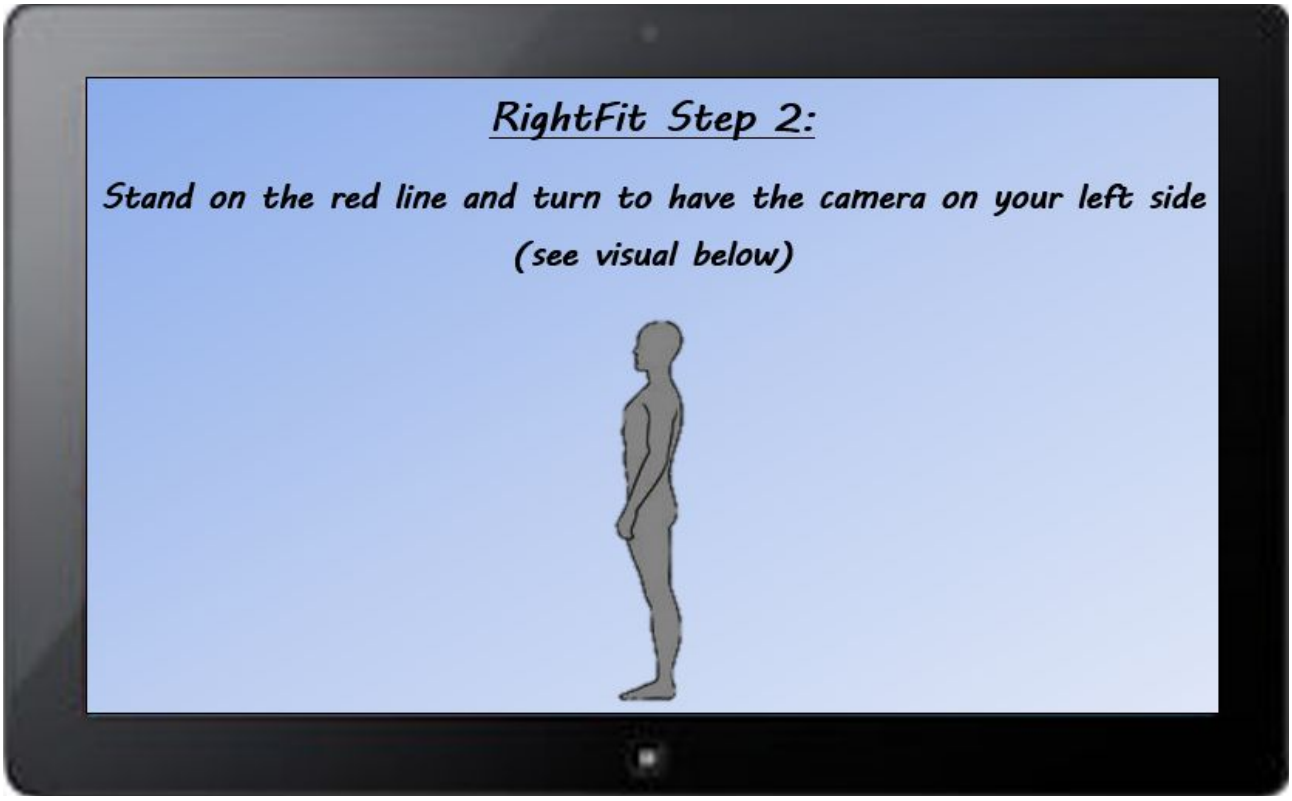


*Image 7:*

*Image 8:*

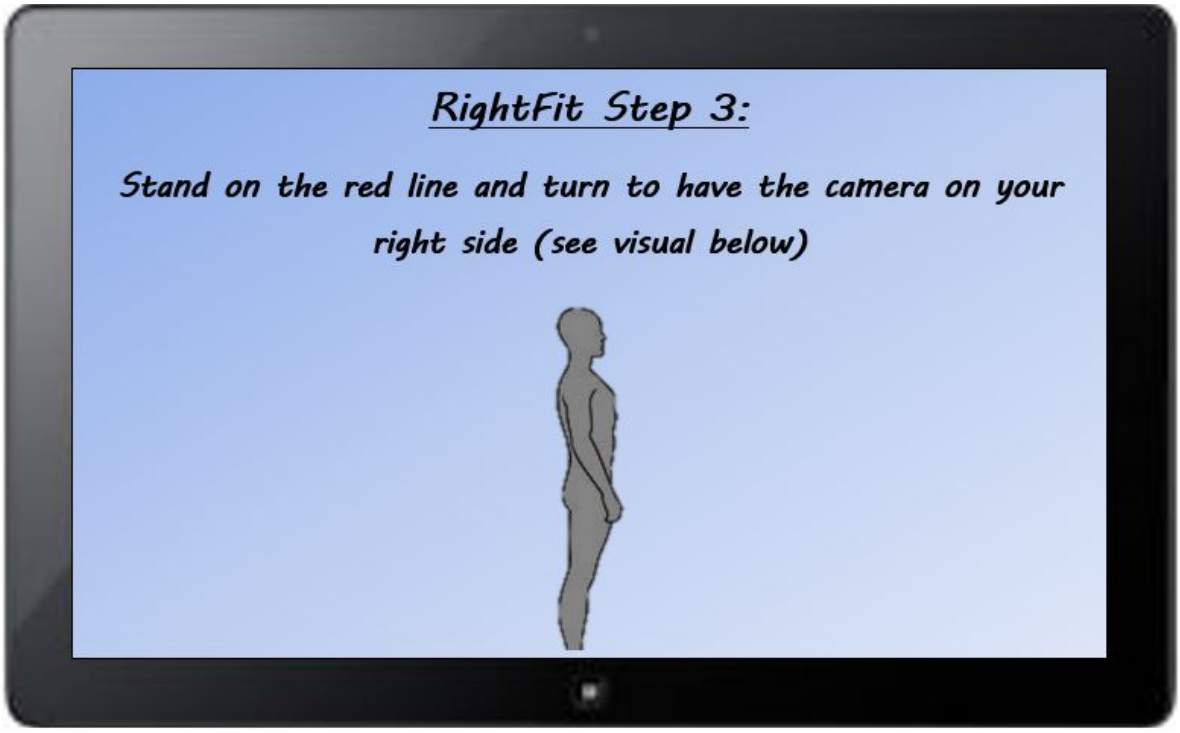


*Image 9:*

*Image 10:*

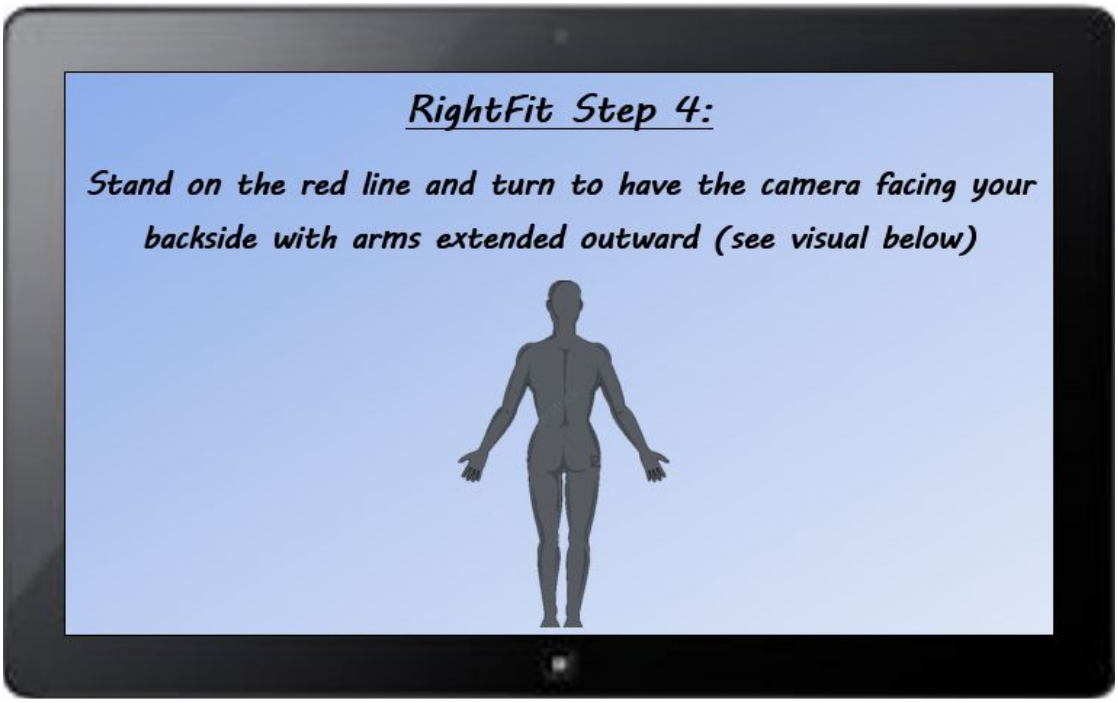


*Image 11:*

*Image 12:*

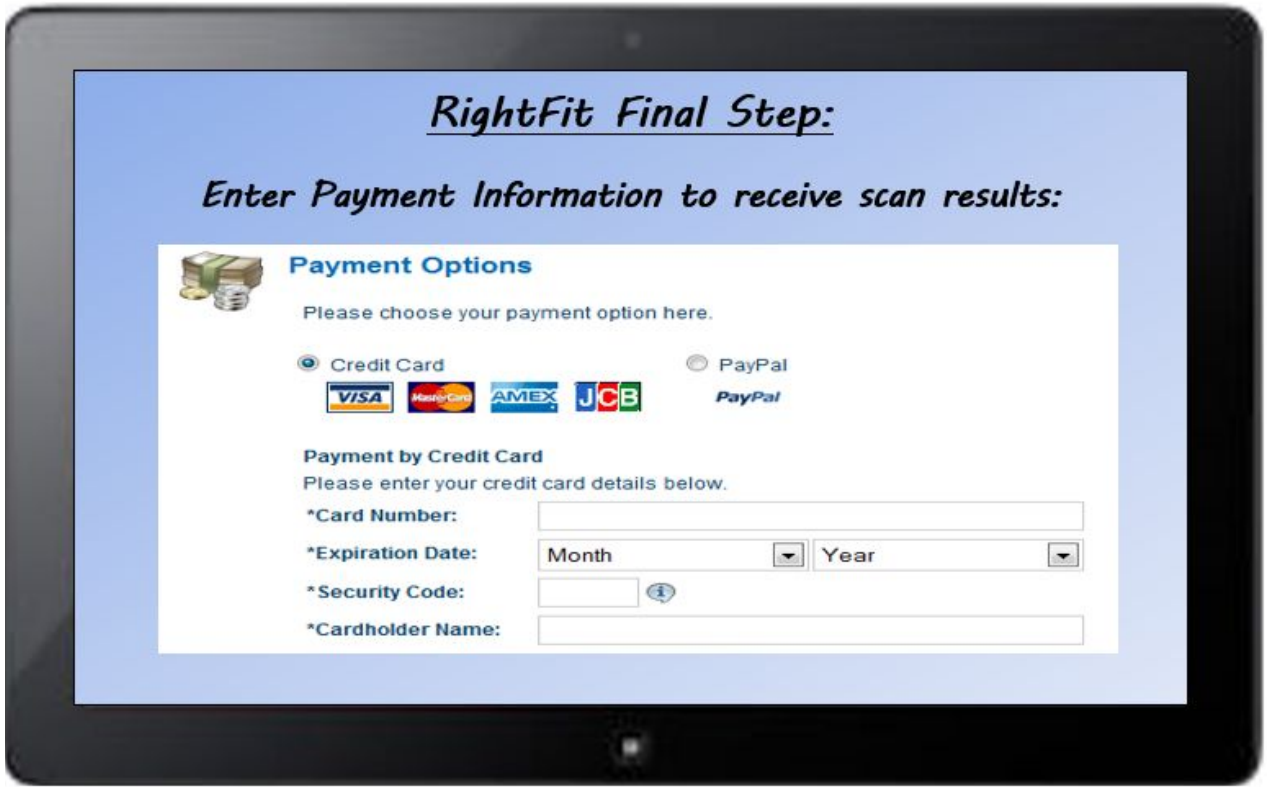
RightFit Final Step:
Enter Payment Information to receive scan results:
Payment Options
Please choose your payment option here.
Credit Card
PayPal
VISA
AMEX
JCB
PayPal
Payment by Credit Card
Please enter your credit card details below.
*Card Number:
*Expiration Date:
Month
Year
*Security Code:
*Cardholder Name:

*Image 13:*

RightFit Results:
Enter Name:_____
Results Code: 2F5D6L
Go to www.rightfitscans.com and enter the code above to receive an in-depth result page with clothing suggestions for multiple brands and stores
Tap to continue to see suggestion results for this store

Lesson Learned:

The first lesson our group learned throughout this project is teamwork and communication. At first we had a hard time figuring out when to meet up and how to finish our assignments on time because all of us had a busy schedule. We tried to work around each other's schedule as much as we could, but kept running into the issue of not everyone being available to meet at the same time. We worked around this by doing the majority of our meeting over Skype so that all members of the group could be present at our meetings. To make sure that each person had the opportunity to participate in, and look over our assignments before we submitted them we used google docs so that all members had access to the assignments.

The second lesson our group learned is how to adjust our project quickly based on what we were hearing from our interviews. Originally we were going to focus our scanner on outdoors gear, but later realized that we would have a larger group of customers if we broadened the scanner to any clothing store. Later on in the project we pivoted our design because customers were not willing to pay as much as we were thinking for a one time usage fee to use the machine. We had originally planned to have a scanner that was large enough for people to stand in, but we were learning from our interviews that that would be too expensive and take up too much space. We decided to pivot our design and instead of a large machine we designed a program for a tablet that could take body measurements on the tablet camera. This design is less than half or the cost of the original machine and it is much faster and more convenient than the large scanner. We learned to be open to changes and how to adapt quickly so that we didn’t lose any time working on our final presentation.