



KUNGLIGA TEKNISKA HÖGSKOLAN

ENTREPRENEURSHIP FOR ENGINEERS
FINAL ESSAY

Online Fitting Room

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1 Online Fitting Room: Pioneering Innovation in Fashion E-commerce

The Online Fitting Room, an AI-based solution, addresses the prevalent challenges encountered by online shoppers, specifically within the fashion industry. Utilizing generative AI, it crafts a personalized virtual try-on experience, enabling customers to visualize how selected clothing items would look and fit on them. This innovative technology generates realistic images by considering crucial factors like size, fit, and style.

For customers, this product is a game-changer, alleviating fit uncertainty and reducing high return rates, saving both time and money. Given the escalating number of online shoppers, the venture holds significant financial promise. Its potential for substantial revenue, coupled with cost savings through minimized returns, presents an appealing economic outlook. However, a major risk lies in the potentially high capital requirement for product development.

To mitigate this risk, conducting comprehensive economic viability research is crucial. Initiating with a beta version using modest initial capital, estimating enhancement costs, and exploring cost-effective development methods are pivotal steps toward ensuring the venture's economic feasibility.

To sell this product, I thought about several approaches: One may be the easiest B to B, selling a subscription to the different e-commerce to add your tools on their website. With this, they could attract a lot of customers.

The second is to sell a membership directly to the people. With this membership, they could use your product a certain number of times or even freely. You could also pay for each use.

The last one would be to work directly with some e-commerce platform and sell the product on their platform at the moment customers will need the most to use your product.

The key strategies to foster the idea's development are as follows:

User-Focused Design: Prioritizing an intuitive, visually engaging interface encourages customer interaction with the virtual try-on feature. This approach enhances user adoption and satisfaction, setting the venture apart in a competitive market.

Data Privacy and Security: Addressing privacy concerns with robust data security measures and transparent data usage is essential to build trust with customers and

comply with evolving data protection regulations.

Integration with E-commerce Platforms: Collaborating with established e-commerce platforms for seamless integration of the virtual try-on feature expands accessibility and usability across multiple retailers.

Marketing and Education: Investing in informative marketing efforts educates consumers about technology benefits and usage. This not only drives adoption but also positions the venture as a trusted fashion technology resource.

Continuous Innovation: Staying abreast of AI, AR, and fashion tech advancements ensures a competitive edge, keeping the solution attractive to both customers and industry partners.

Strategic Partnerships: Partnering with fashion brands to showcase products using the virtual try-on fosters mutual benefits, expanding the venture's reach and providing brands a unique customer engagement approach.

Sustainability: Leveraging reduced return rates and eco-friendly aspects as selling points aligns with the trend of sustainable fashion, appealing to environmentally conscious customers.

By implementing these strategic initiatives, the Online Fitting Room aims not only to revolutionize the online fashion retail experience but also to establish itself as a leader in the evolving landscape of fashion technology.

2 The Rabbit-Model: Applying it to the Online Fitting Room Venture

In this section, we delve into applying the rabbit-model to the innovative concept of the Online Fitting Room, understanding its potential impact.

2.1 Unpacking the Potential Impact of the Online Fitting Room

The emergence of the Online Fitting Room in the e-commerce fashion sector is expected to cause significant upheavals in multiple crucial areas.

It is, first and foremost, positioned to transform consumer behavior. Through the provision of a very customized and engaging experience, clients are able to virtually try on different articles of apparel. This creative method closes the gap between digital shopping and conventional in-store testing. The easy way to try on multiple clothes may encourage buyers to look at additional possibilities, which could have a big influence on their purchasing habits.

This change may have a significant impact on consumer choice. The Online Fitting Room helps to mitigate the widespread ambiguity about fit and style in online clothes purchasing. It gives users more lucid visuals, enabling them to make wise decisions. Furthermore, by lowering return rates, this technology promotes a more sustainable business model by helping customers make better decisions and having a positive influence on retailers' operating expenses.

Moreover, the incorporation of this technology can trigger changes in the online fashion retail sector. Platforms that adopt the Online Fitting Room may stand out from the competition and obtain a competitive advantage. With its launch, customer expectations may change, maybe establishing a new benchmark for customized try-on experiences. As a result, it may force other businesses to review and update their online purchasing platforms. In order to draw in and keep customers, marketing methods might also change and concentrate more on emphasizing the virtual try-on experience. This strategy may result in more engaged customers since it makes use of cutting-edge and interactive features to build closer bonds.

Thus, the Online Fitting Room appears as a catalyst that has the power to transform consumer behavior, change the dynamics of purchasing, reshape the online fashion retail environment, and revitalize industry marketing tactics.

2.2 Strategic Approaches for Market Penetration

Comprehending the Online Fitting Room's disruptive potential within the retail industry demands innovative approaches to enable its extensive implementation and assimilation.

Strategic planning begins with imagining a future in which the Online Fitting Room is an essential part of the online fashion purchasing experience. Imagine a world in which this technology is widely used across all major web sites.

We identify the following benchmarks using backcasting that are essential to realizing this desired future:

In order to ensure interoperability, scalability to manage rising traffic, and smooth interaction with key e-commerce platforms, the technology must be accessible across platforms and devices. Maintaining strict data security protocols to safeguard user information becomes essential for fostering compliance and establishing credibility.

Next-generation technologies should prioritize improving virtual try-on accuracy. Investigating the integration of virtual or augmented reality provides more immersive experiences. Adoption is facilitated by ongoing optimization for quicker rendering and more user-friendly interfaces.

The key to achieving noteworthy rates of user adoption is to have an interface that is easy to use and to demonstrate the value of the product through case studies, success stories, and data-driven outcomes. Users are encouraged to interact with the technology through targeted marketing efforts and partnerships with fashion influencers that increase visibility and reputation.

Collaborations with fashion labels offer a path to success, but they also call for goal alignment and flexible solutions that work across a range of channels.

Tailored strategies are necessary to penetrate different market niches.

Presenting the Online Fitting Room as a high-end, exclusive experience that is consistent with their ideals is crucial for luxury businesses. Highlighting exclusivity and convenience helps overcome any reluctance while preserving the opulent in-store experience.

To compete with the current try-on alternatives, mid-range manufacturers can enhance their brand image by exhibiting features such as cost, convenience, and better fit possibilities. Providing evidence of simplicity of use and affordability reduces worries re-

garding technological complexity.

Focusing on specialized markets, like athleisure or maternity apparel, means demonstrating how the technology can meet certain requirements. Emphasizing features that cater to particular markets, such as making maternity clothing comfortable, is a way to present products to a wider audience.

These calculated moves ensure that the Online Fitting Room remains relevant and has an impact on the fashion e-commerce scene by facilitating its smooth integration and acceptance across a wide range of market groups.

2.3 Strategic Planning for Market Penetration

With its revolutionary technology, the Online Fitting Room promises to remove fit and style uncertainties from online fashion shopping. Its main advantages are that it offers a customized, lifelike try-on experience, which eliminates the need for in-person trials and empowers clients to make confident, well-informed purchases.

A number of key initiatives emerge that must be emphasized in order to successfully manage the changing business environment and promote broad adoption within online fashion retail:

First and foremost, it becomes essential to establish strategic alliances with e-commerce sites and fashion brands. Through these partnerships, the Online Fitting Room will be more easily integrated and widely used throughout the industry. In order to solidify the technology's existence, these relationships must be given top priority.

Simultaneously, improving the Online Fitting Room user experience is more important. It becomes essential to have a strong marketing effort that highlights its advantages and addresses problems. This campaign emphasizes how technology improves the shopping experience and reduces returns, aimed at both consumers and businesses.

Furthermore, one of the most important steps is to inform them about the potential of the technology. By introducing users to the Online Fitting Room through tutorials, instructions, or interactive material, you may increase user acceptance and usage.

In order to satisfy growing demand, scalability and expansion planning are essential. It is still crucial to make sure the technology can support an increasing number of users and change to meet the demands of various market segments. The Online Fitting Room's effectiveness is further increased by placing an emphasis on iterative enhancements based on performance data.

Through a strategic focus on partnerships, scalability, educational activities, user experience enhancements, and constant improvements, the venture may position the Online Fitting Room at the forefront of the online fashion retail space, guaranteeing long-term growth and widespread adoption.

3 Harnessing Disruptive Innovation

Conventional e-commerce for fashion is based on impersonal product displays and little to no client engagement. This approach is upended by the introduction of the Online Fitting Room, which gives online buying a highly customized and participatory element. By redefining client expectations and eliminating long-standing uncertainties in fit and style, it revolutionizes the paradigm.

The Online Fitting Room, at first thought of as an add-on, gained popularity by addressing important issues with online buying. As technology replaces conventional experiences and provides a solution that greatly lowers the uncertainty associated with online transactions, its disruptive character becomes apparent. By addressing the growing need for personalized and immersive shopping experiences, this invention raises the bar for the sector.

By changing the value proposition from static displays to interesting, individualized trips, the technology upends market dynamics. Retailers, brands, and developers all play different roles in the fashion e-commerce ecosystem as they adjust to this revolutionary technology. While established players innovate to remain competitive, new players enter the scene.

We can use the Online Fitting Room as a market disruptor by embracing its disruptive character and demonstrating how it is revolutionizing online fashion retail. This technology distinguishes our platform by radically improving the user experience. Presenting it as a vehicle for brand distinction highlights its capacity to provide distinctive value and alleviate problems.

Using an agile methodology, we will leverage disruption to innovate and stay ahead of the curve as we continuously improve the Online Fitting Room in response to customer feedback. Through strategic alliances, we will showcase its potential and show how cooperation may smoothly incorporate this technology and spur its broad adoption.

In the end, we can promote the Online Fitting Room as a revolutionary force that is reshaping the industry and delivering unmatched consumer experiences by capitalizing on disruption.

4 Understanding Innovation Adoption

The diffusion of innovation theory developed by Everett Rogers sheds light on how novel concepts, items, or technological advancements proliferate and become accepted in communities or social structures. It suggests that innovations will be adopted in a predictable way.

Innovations go through several adopter groups, each with their own unique traits. Because they are daring and willing to take chances, innovators are the first to adopt novel concepts. Deliberate decision-makers who are early adopters frequently follow after witnessing successful implementations. While laggards are resistive to innovations and may adopt extremely late or never at all, the late majority, who are skeptics of change, adopts under societal pressure (figure 1).

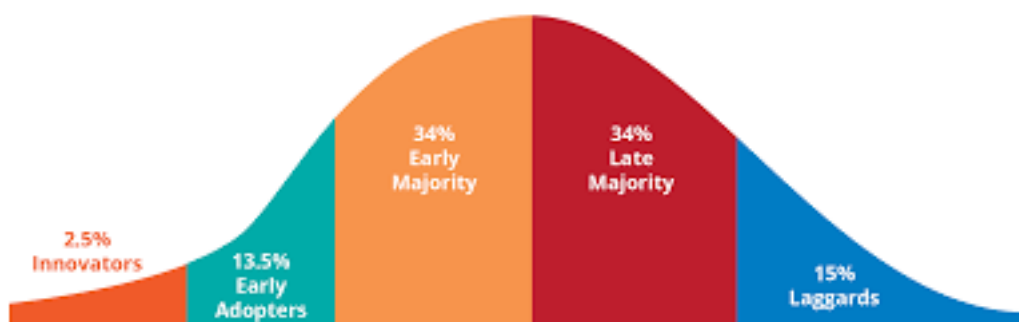


Figure 1: The diffusion of Innovation

A company like the Online Fitting Room needs early users to thrive and gain approval. The startup gains momentum and valuable input from these early users, which helps it progress.

Knowing who might be the early adopters of the Online Fitting Room in the fashion e-commerce space means focusing on groups and individuals who are ready to accept and benefit greatly from the technology.

Experiences that are new and revolutionary are what attract early adopters. The novelty of the Online Fitting Room draws them in and satisfies their need for a customized and interesting purchasing experience. Given their appreciation for setting the standard for both fashion and technology, the promise of lowering returns and producing better-fitting apparel also speaks to their requirements.

Some characters are more likely to use new technology. Fashionistas who are tech-savvy and want to stay on top of trends are excited to try out new tools that will improve their shopping experiences. Through creative shopping experiences, fashion influencers

and bloggers aim to improve audience engagement and content quality.

Technology like as the Online Fitting Room is often adopted by e-commerce platforms in an effort to improve user experiences and stand out from the competition. This helps to decrease returns, increase customer happiness, and increase conversion rates. Fit-related problems sufferers see this technology as a relief, as it lowers uncertainty and improves their shopping encounters.

Essentially, early adopters include tech enthusiasts, influencers, e-commerce platforms, and those looking for answers to certain problems. They are all motivated by the prospect of innovation and better purchasing experiences.

5 The Evolution of Innovations

Virtual try-ons are just one area among the many developments that are expected to emerge in the fashion e-commerce industry's changing terrain in the future.

Developments in AI and image processing represent an important field with room to grow. Advancements in this field, which are centered on improving realism and accuracy, combine AI and image processing to improve virtual try-ons. This could result in more lifelike visual representations and better simulations of how clothes fit. Moreover, efforts could focus on improving technology compatibility between different platforms and devices, guaranteeing a smooth integration in a range of digital contexts.

Another important aspect of the developing virtual try-on space is the immersive world of interactive activities. The virtual try-on experience might be completely transformed by using AR technology, which would allow for more realistic and dynamic interactions with clothing items. Additionally, developments may allow users to customize their virtual try-ons with 3D modeling, enabling a more customized and interesting purchasing experience.

Still, innovation in the fashion sector takes on other forms outside just virtual try-ons. A major frontier is Data-Driven Personalization and Insights. These advancements use data analytics to provide tailored wardrobe suggestions based on past likes and fashion selections. Additionally, studying user behavior in the Online Fitting Room provides retailers with priceless information about client preferences that they can use to improve their products.

Furthermore, ethical and sustainable factors have created a special place for themselves in the world of fashion innovation. By digitally including features that highlight the sustainable characteristics of clothing products, important information about materials and production processes may become available. To improve inclusivity, innovations may

also concentrate on resolving sizing disparities and encouraging diversity in virtual try-on experiences.

To put it briefly, the fashion e-commerce market is experiencing a plethora of developments that are taking many different forms. These range from technological advancements to customization and moral implications, all of which point to a dynamic and dynamic future for the sector.