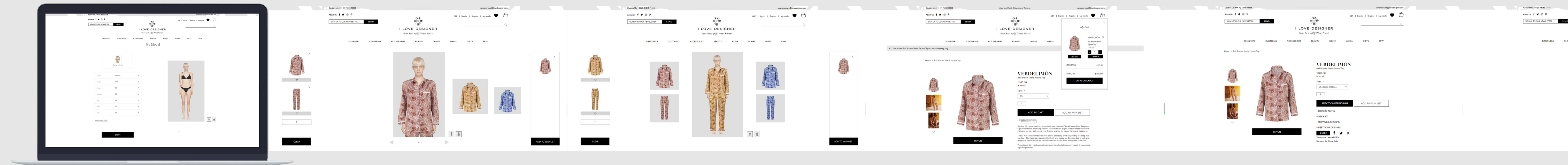


Abstract

This project attempts to add virtual try-on functionality to ILD's clothing products, modelling the user and the clothing product separately so that the user can observe how well the clothing fits their image.

Diagram/Design



Introduction & Background

I Love Designer is dedicated to providing a platform for designers from around the world to sell the product. This project aims to enhance the attractiveness and stickiness of the I Love Designer (ILD) website to its users. The proposed strategy is to change the way products are displayed and to enrich the visual experience of the products, adding more variety to the display than pictures and text, so that users can experience the appearance of the products in a more intuitive way.

Study Methodology

- Research the current situation of ild and find new ideas to attract more users and increase user stickiness
- Research and compare existing online clothing platforms to understand the current market situation
- Identify the design direction of virtual try-on and investigate its feasibility
- Design and prototype the new work flow

Research approach:

Questionnaires: to find out how users feel about competing products

Face-to-face user testing: to understand the user's experience and feedback on the incorporation of personal image into the purchase process

Conclusion

The project investigated how to increase user attraction and user stickiness for ILD, confirmed the design direction, conducted research and user testing on virtual fitting, and completed the prototype design of the virtual fitting session for ILD.

Future Work

To add users' personal item

According to the user survey, users have a desire to add their own clothes to the clothing library and match them with the products. The advantage of this feature is that it is new and interesting and can meet more of the user's matching needs.

Real-time virtual try-on

This project creates a personal model for the user to try on instead of the user, real time virtual fitting can eliminate the gap between the user and the user model, the user can do the action in real time to achieve a more realistic trying on effect.

Testing & Evaluation

Firstly, the desktop research yielded multiple findings and a large number of existing group experimental data that virtual fitting can help users to make better online purchases.

A set of face-to-face tests determined that the addition of a user image changed users' purchase intentions and helped them make better judgements.

In the competitor analysis it is known that virtual fitting is not currently used in online shopping platforms (especially in the UK) and that the more detailed and informative the presentation of the product the more likely it is to be liked by users.

It is also clear from the user feedback that the addition of virtual fitting adds to the attractiveness of online shopping and is a new experience for the user.

Research Result

Multiple findings from desktop research and a large amount of pre-existing group experiment data can help confirm the feasibility of the project for citation.

In the face-to-face test, users were asked to score the items offered before and after their personal image, and conclusions were drawn from the number of groups/total groups where the scores changed before and after and the absolute mean, combined with user interview feedback to show that virtual fitting can change users' willingness to buy.

In the competitor analysis, a questionnaire was used to understand users' preferences for online clothing shopping, and the comparison of scores showed that users would be more attracted to a more detailed and informative presentation. The addition of virtual fitting can increase the richness and credibility of the product presentation.