

The Efficiency of Programs to Determine the Appropriate Size of the Pre-Ordered Product

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Abstract

The fit of a garment is known as one of the main concerns of customers when selecting clothing. Various solutions have been developed to help address the issue of returning online purchases due to inappropriate clothing issue such as the 3D body scanners that have become widely available along with Computer Aided Design (CAD) technologies which play a significant role in manufacturing processes as well as enabling individuals to identify garments that are likely to offer a better fit. This paper provides insight into the use of virtual technologies intended to offer consumers better fitting bespoke garments including the associated benefits and limitations by assessing post-purchase satisfaction and fulfillment. Furthermore, the study aims to develop an innovative technology-based process offering greater customer engagement with the bespoke garment experience. No previous attempt has been made to assess how customer satisfaction with online purchases, once the items have been received, relates to the suitability of – and satisfaction with – the clothing obtained. This novel insight will be answered by undertaking online questioners. The responses received will enable the research objective to be achieved by comparing the fit based on a virtual try-on with the real-world try-on using 3D scanning technology and appropriate computer aided design software, thereby assessing customer satisfaction with the entire process from start to finish. the current study provides fresh insight into how well garments fit after utilising digital technologies for both purchase and creation.

Keywords: 3D Body scanning, Virtual try-on, Real-world try-on, Computer added design software, Online bespoke garments

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