Consumer-facing Smartphone 3D Body & Foot Scanning Based on Medical-Precision Platform

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Abstract

Apparel and footwear e-commerce has a high return rate of 35%, and 70% of these returns are due to the "wrong size". This leads to an estimated $66 billion of loss in profit globally. Over the last decade, various big-data-based algorithms have been utilized to combat this problem. Due to the unique nature of the human body/foot morphology, the apparel and footwear industry highly desires a more accurate approach. Recently, several major apparel & footwear brands have adopted a smartphone-based 3D body/foot scanning platform to combat high return rates problem more effectively.

This presentation provides an update with in-depth details of such a smartphone 3D scanning platform and size-recommendation engine. We also demonstrate how this platform can help apparel and footwear brands and retailers reduce returns, increase conversions, and scale-up mass-customized offerings.