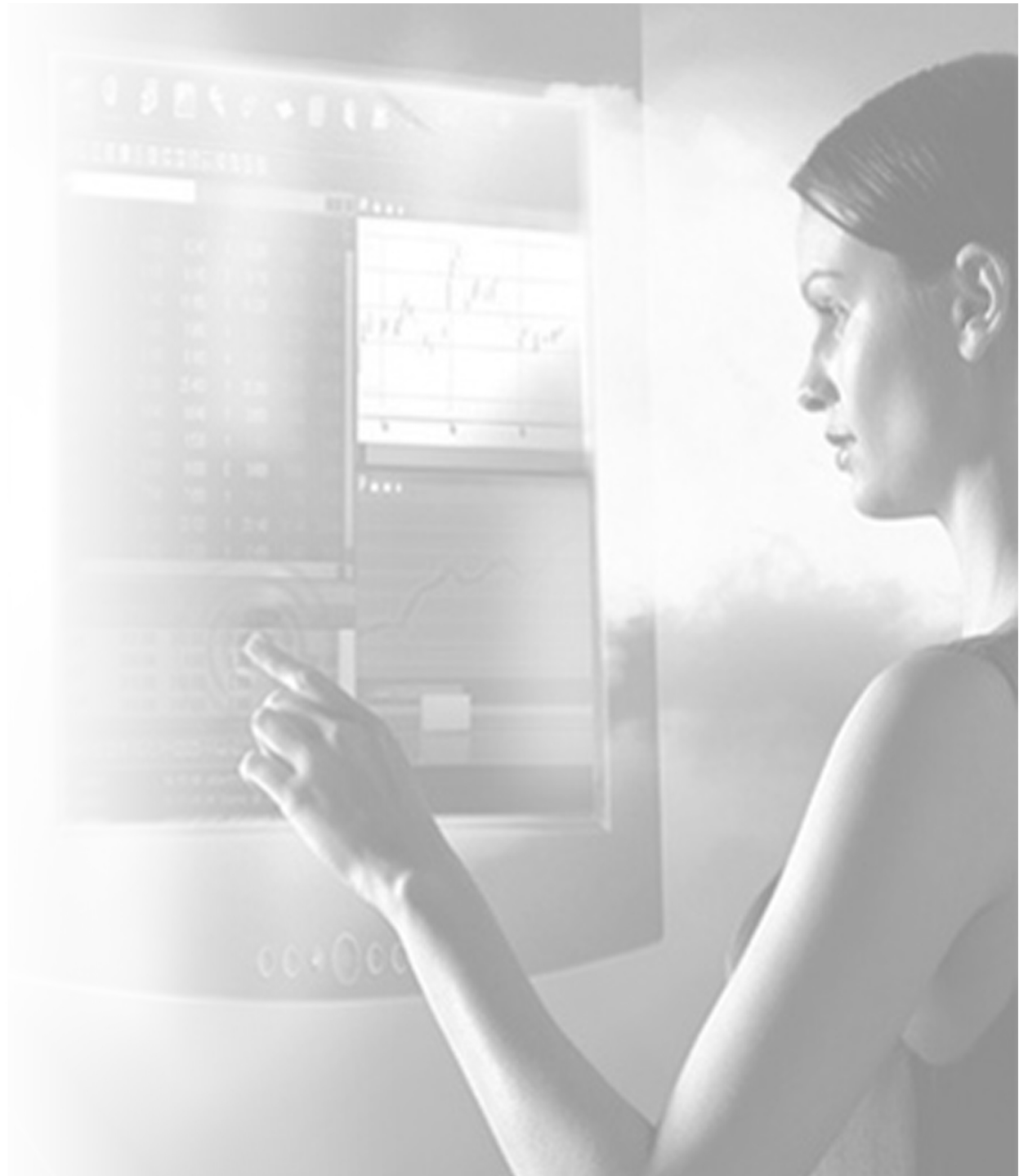


# FAS.PonSite team B

review\_milan\_23.02.10

FAS.P  
on@ite



# Our focus was CUSTOMIZATION

## Our VISION

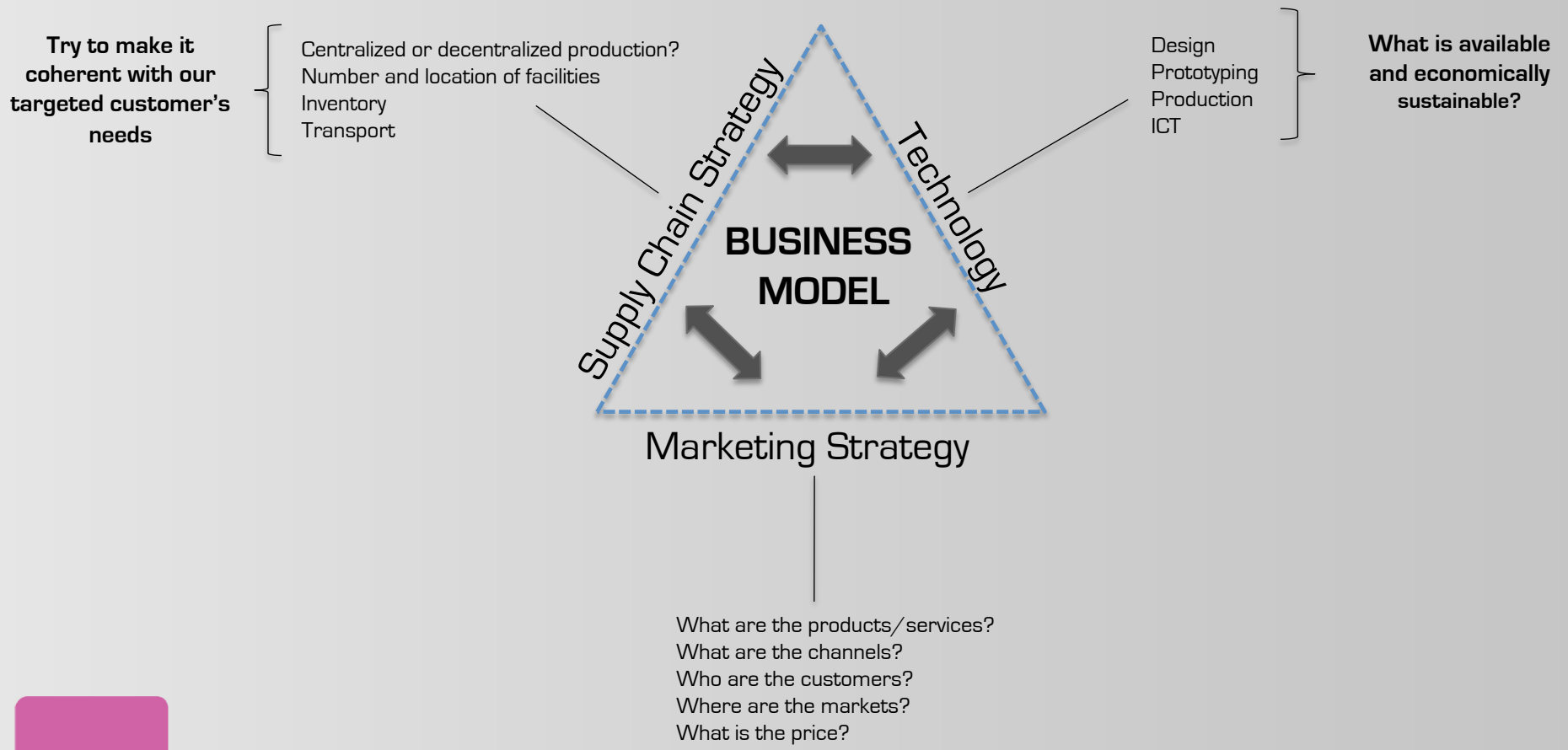
“make it possible for anyone to design a custom-fit garment and have it made in a reasonable time for a competitive price”

## Where's the innovation?

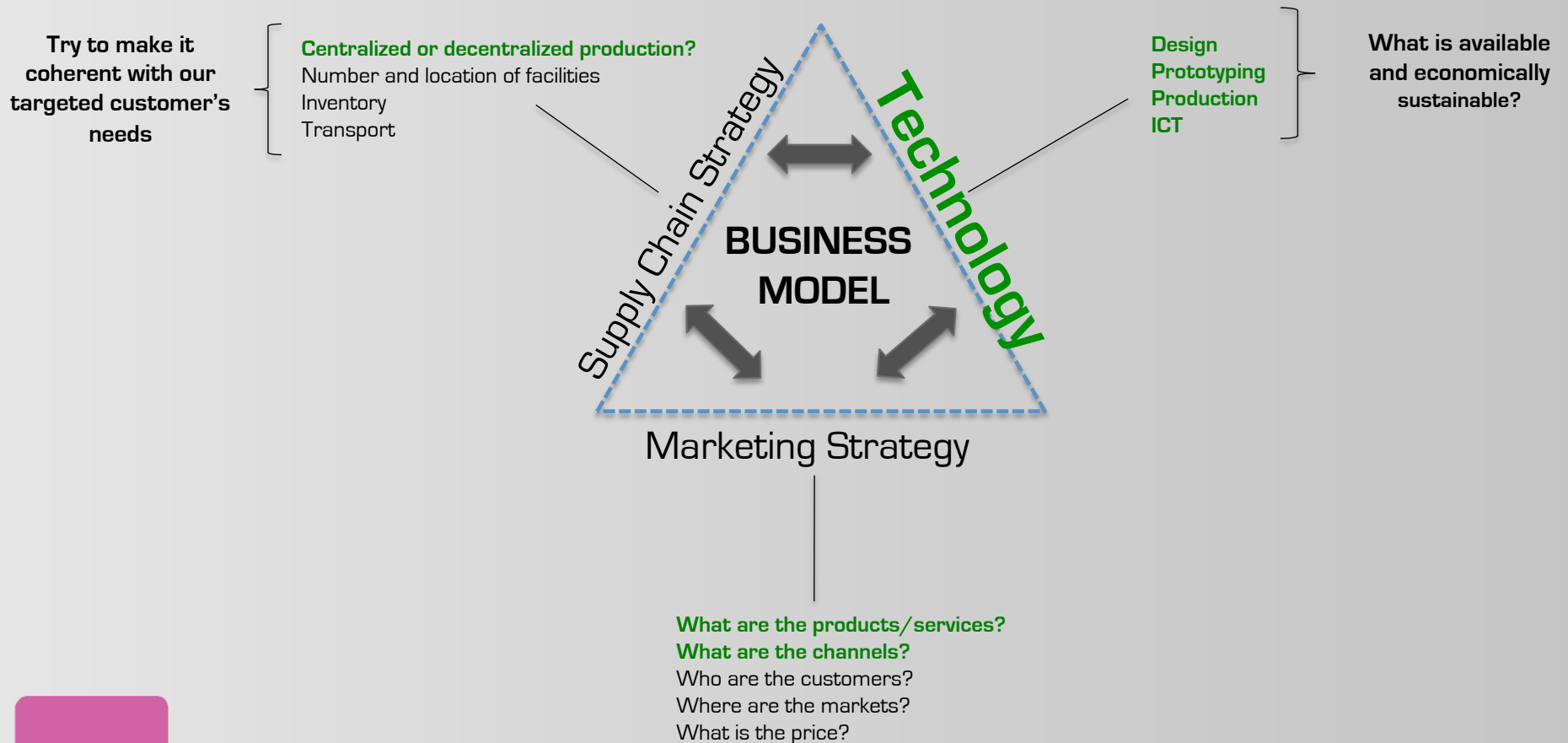
Custom-fit garments are offered already by other companies (important market since 62% of US shoppers complain that they cannot find clothes that fit and return of catalog and online orders, the fastest growing sales channel, are in excess of 30% due to fit) – UniqueScan

We take a step further and give the user the possibility to  
**create and share**

# Our framework...

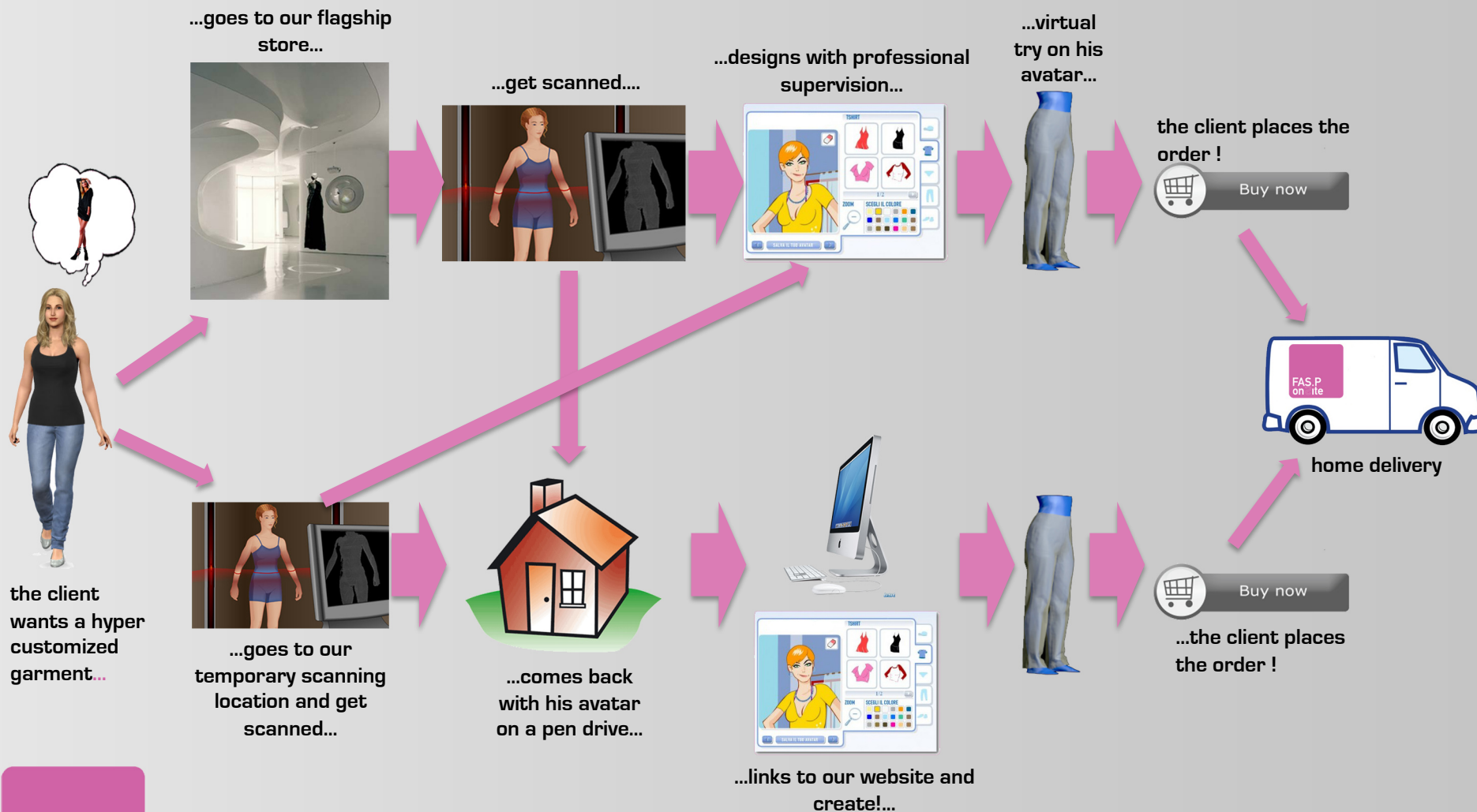


# So far we have answers for...

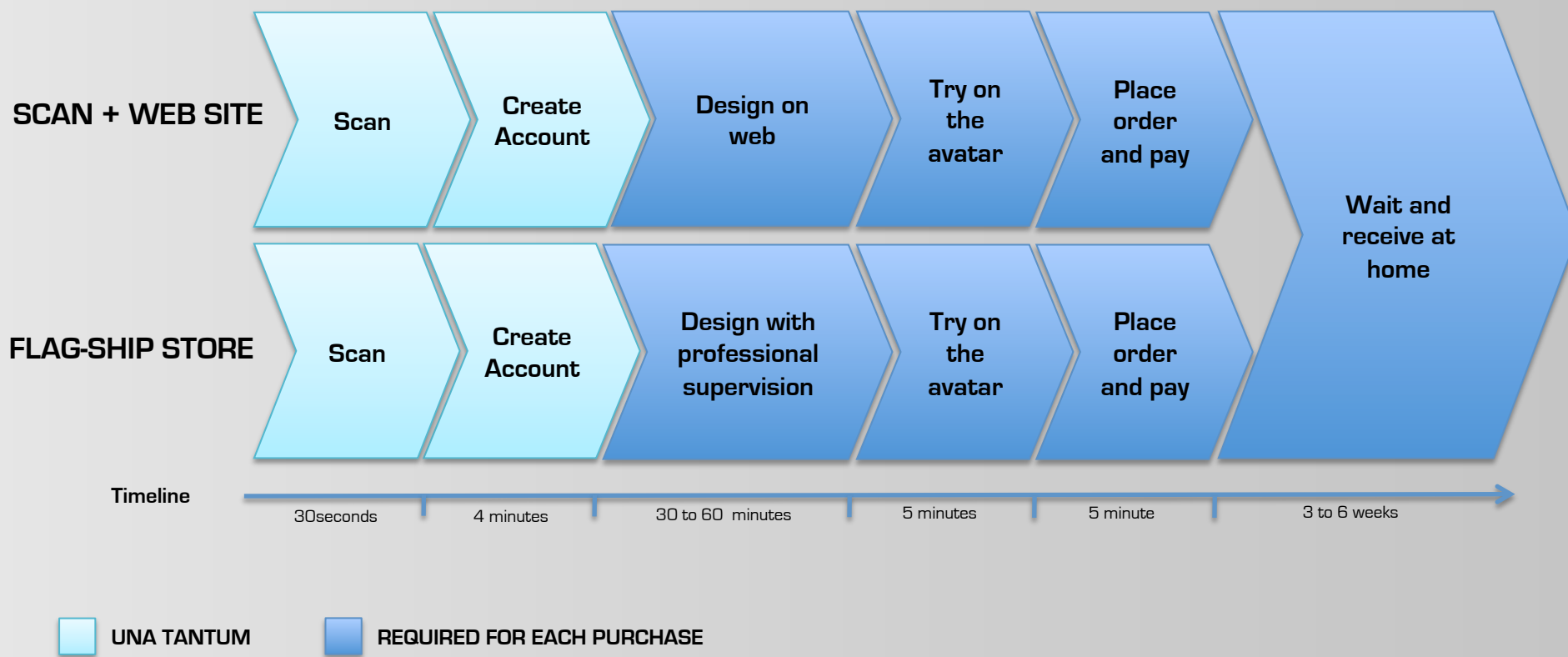




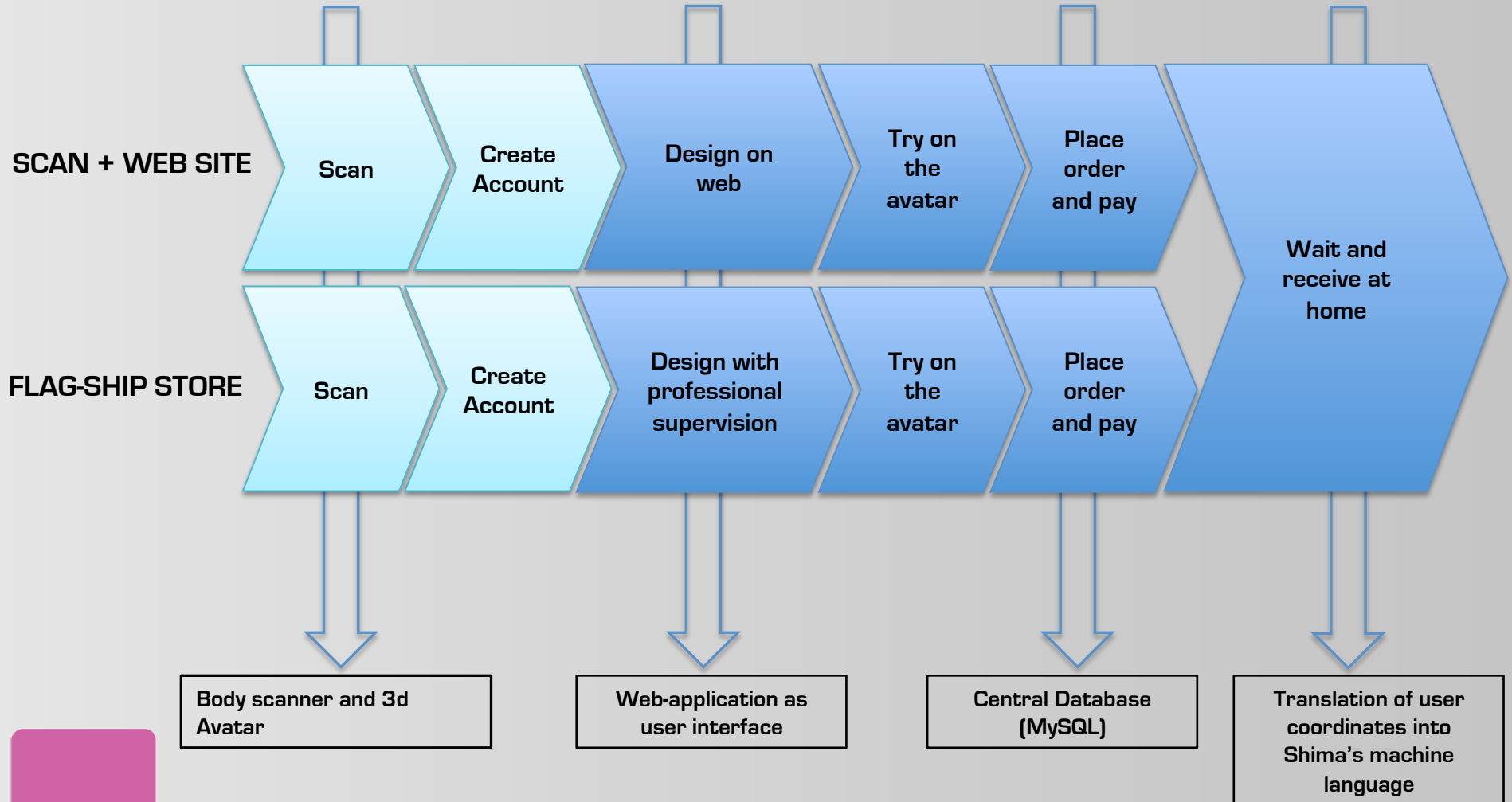
# These Answers Have Led to an Idea of Service



# These Answers Have Led to an Idea of Service



# Our Service Requires the Following Technologies



# Body Scanner and 3d Avatar

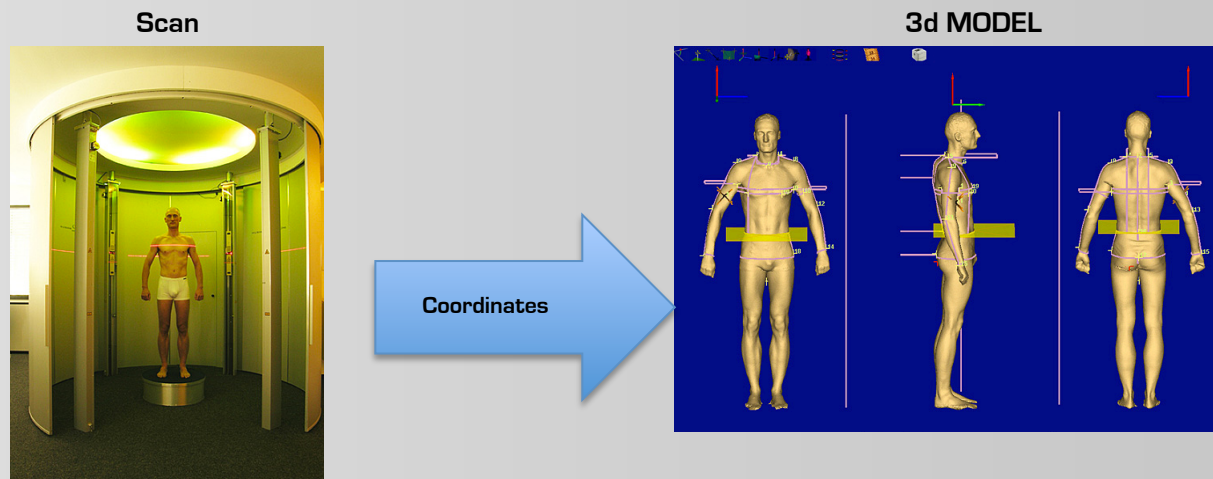
**REQUIREMENTS:** Must produce accurate measures of the user's body and output thousands of 3d coordinates in a reasonable time. A software should receive in input the coordinates and represent them through a 3d model.

**SOLUTION:**

## Human Solutions Body Scanner

We can then exploit synergies with the SW the company already provides → **FIGURA 3d (it creates the Avatar)**

The output of each scan will be associated to the user and stored in the database in different resolutions for different devices (e.g. low resolution for design phase, high resolution for production phase).



# User Interface

## REQUIREMENTS

- control the personal data
- **have targeted tips**, according to her/his tastes
- browse the personal and user-generated creations
- design and order personal creations
- **resume a project** stopped in a previous moment
- **share** the personal creations

If you create you usually also want to share and if what you share is appreciated you want to translate that into money to reward your effort

## EXTENSION OF THE BUSINESS MODEL

Allow people whose designs have success to make profit – then ask for margin on it or a simple monthly fee to keep using the platform for commercial purposes

## HOW:

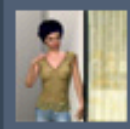
The design tool could be come by Browzwear since it's compatible with the 3d model output of Figure3d and online based

The addition we've referred to are strictly connected to the design of **the database**

# Browzwear

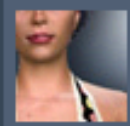
## Innovative Features

### Features that enhance the e-shopping experience



#### Create a virtual double

Easy-to-use wide array of options for virtual model customization.



#### Try on garments

Once garments have been chosen, realistic visualizations of the dressed model show the shopper how they look on, with true-to-life fabric draping and photo-quality fabric texture.



#### Share the experience

Shoppers can send images to friends, chat about it online, and consult with experts.



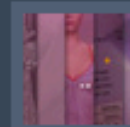
#### Photo-quality display of fabric textures

Unique texture mapping capabilities provide photo-like representation of fabric, stitches, prints and any other attachments.



#### Real-time 3D response to any 2D changes

Inherent CAD capabilities such as moving and dragging points and curves enable modification of 2D patterns with fast 3D results.



#### Remote viewing via Internet platform

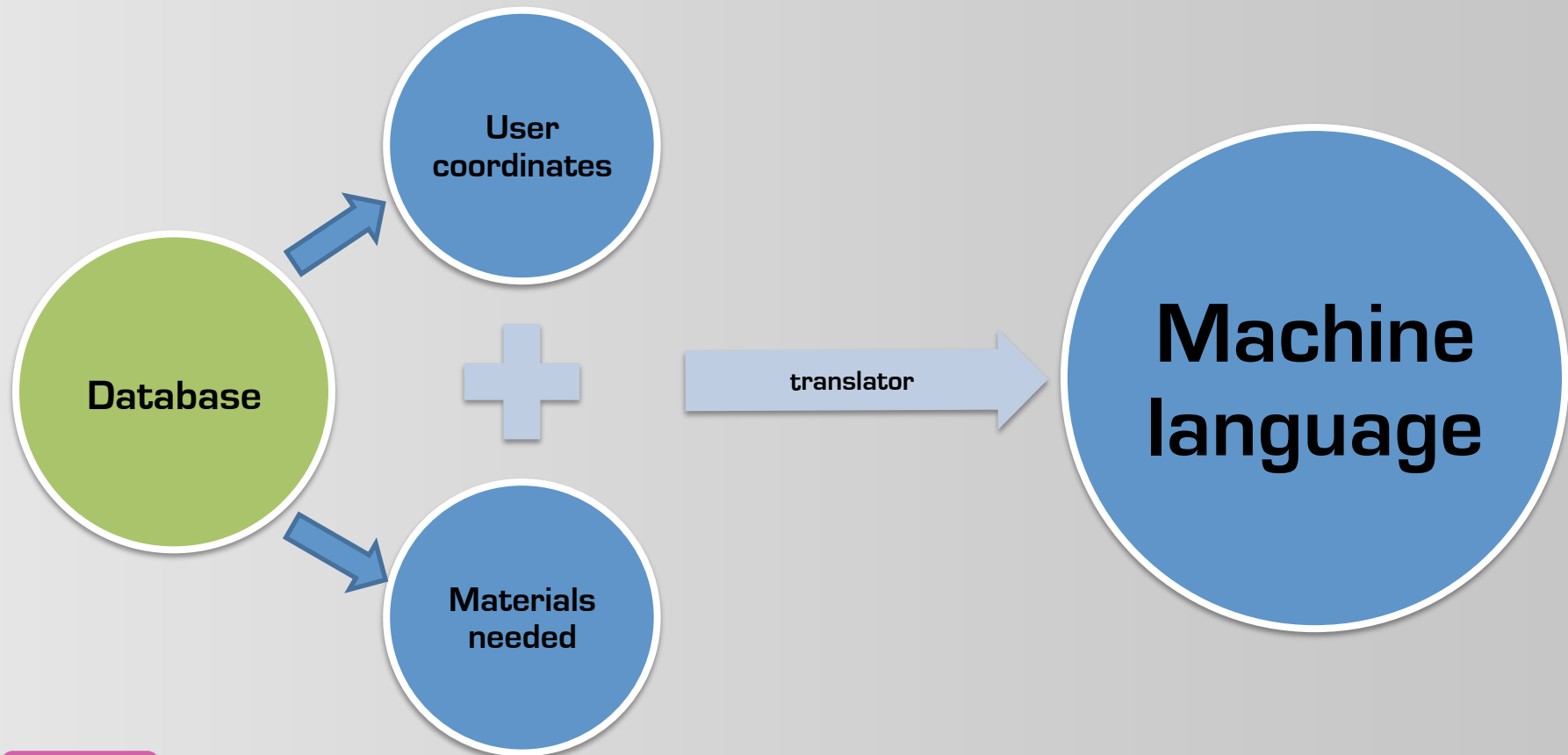
As a born-for-the-Web application, VStitcher™ ensures real-time 3D representation of your garment at any remote location, enabling immediate feedback from clients.



#### Integrated database

All your information is safely stored for easy access, from style, size and fabric to texture and attachments.

# From User Coordinates to Machine Language



# Data Storage

Central repository of information, accessible from Shima stores/stocks/machines by a dedicated server or from users through the web or mobiles phones.

## Pros:

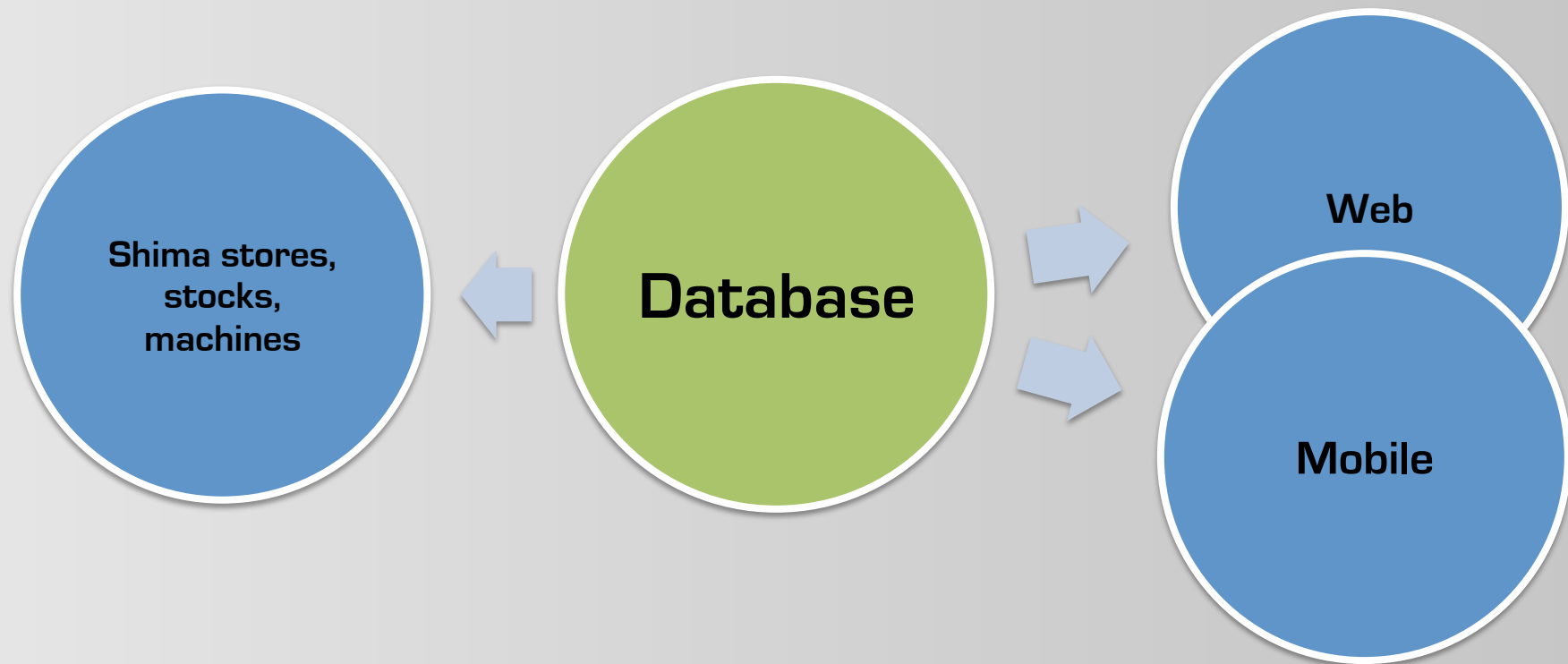
- one single place for data storing
- only three blocks (database, web server, server)
- the three blocks can be installed on a single machine or on dedicated machines => modular, scalable

## Cons:

- problems when the number of accesses increases (to solve it is possible to use clusters of elements instead of just one for each block)



# Architecture



# Database

Database is the heart of the system.

The external interfaces for accessing its data are:

- Web server (for web and mobile)
  - Manages the accesses from outside the internal network, need of a robust control on accesses
- Server (for Shima stores/stocks/machines)
  - Manages the access from internal network, use of secure protocols (https, sftp)

# Database Tables

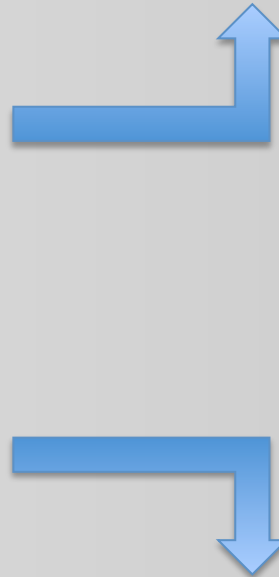
The important information will be stored in these tables, one for each entity:

- User: user's information like nickname, password, address...
- Designer: designer's tariffs...
- Machine: informations of allowed Shima's machines/stores/stocks
- Stock: stock's location, raw materials available
- Material: name, description, photo of raw materials
- Wearing: creator, user-generated coordinates and materials needed to produce the product...
- Texture: user-generated or uploaded textures/photos
- Order: order of a wearing, its status...

The database tables must be designed to permit cross-references and cross-queries (e.g. count the number of wearings with a specific raw material that have been bought by a specific user)

# Channels

Temporary Scanning Location + WebSite



Flagship Store

# Temporary Scanning Location

**What?** Temporary body scanner location

**Where?** In the most important and crowded place of a city

**When?** During significant events (fairs, exhibition...)

**Who?** People can scan their own body in order to start their FasP.OnSite Experience

**Why?** It is an exceptional advertising system and the presence of temporary body scanning locations in crucial points in the world can rapidly increase the number of our clients

# How It Could Look Like...



# How It Could Look Like...

In order to create an economic and easily demountable and transportable structure, it is possible to create a cool scanning location from the standard shape of a cargo container (12x2,4x2,6 m).



# Flagship Store

**What?** FasP.OnSite boutique (body scanner + creative area)

**Where?** In the most important and fashion place of a city. For example, in Milan it will be opened in the Quadrilatero della Moda

**When?** The boutique in Milan must be opened from the entrance into the market of our brand. Later, new boutiques can be placed in other important Italian and foreign cities

**Who?** People can scan their own body in order to start their FasP.OnSite Experience and can create their garments directly in the store, under the supervision and being assisted by professionalists

**Why?** It is an exceptional advertising system in order to capture the attention of an increasing number of client. In addition, here people, once they have had their avatar, can directly create their garment and can be helped by our staff



# How It Could Look Like...

The flagship store will have an high tech and cool design. It will host a 3d body scanner and a “creative area” with touch screen terminals, where our clients can create their garments and accessories. The creative staff will help people using the interface, giving also advices about fashion issues (e.g. Apple Store’s Genius Bar).



Alessi FlagshipStore\_New York



Garmin FlagshipStore, Chicago



Neil Barret FlagshipStore, Tokyo

# Storyboard



# BACKUP SLIDES

# User Table

- user\_id
- nickname
- password
- photo
- creation timestamp
- last connection timestamp
- name
- surname
- date of birth
- address
- city
- email
- phone
- avatar (coordinates of points recorded with the body scanner)

# Designer Table

- designer\_id (is the user\_id of User table)
- creation timestamp (when the user has become a designer)
- tarif
- public nickname (permission to show the nickname of the designer)
- public name/surname
- public address/city

# Machine Table

- machine\_id
- IP address
- machine socket
- password
- type (shima machine/store/stock)
- location (city where the client is located)
- creation timestamp
- last connection timestamp
- exit timestamp

# Stock Table

- stock\_id (is the machine\_id of Machine table)
- material (it is the material\_id of Material table)
- colors (list of colors available for the material)
- quantity
- price
- discount

# Material Table

- material\_id
- name
- description
- image url



# Wearing Table

- wearing\_id
- creator\_id (field user\_id from User table)
- inspired\_by (wearing\_id of the wearing taken as inspiration)
- machine instructions (combination of materials used and coordinates given by the user)
- allow inspiration (permission to let other users use the wearing as inspiration)

# Texture Table

- texture\_id
- user\_id
- texture

# Order Table

- order\_id
- user\_id
- status
- stock\_id
- wearing\_id
- price

## 1. ONLINE

- Existing library - shop online
- Basic customization following existing templates
- Preliminary body scanning
- Online opinion sharing/network
- Track your delivery online/get notified when it's ready

## 3. BODY SCANNING CENTERS

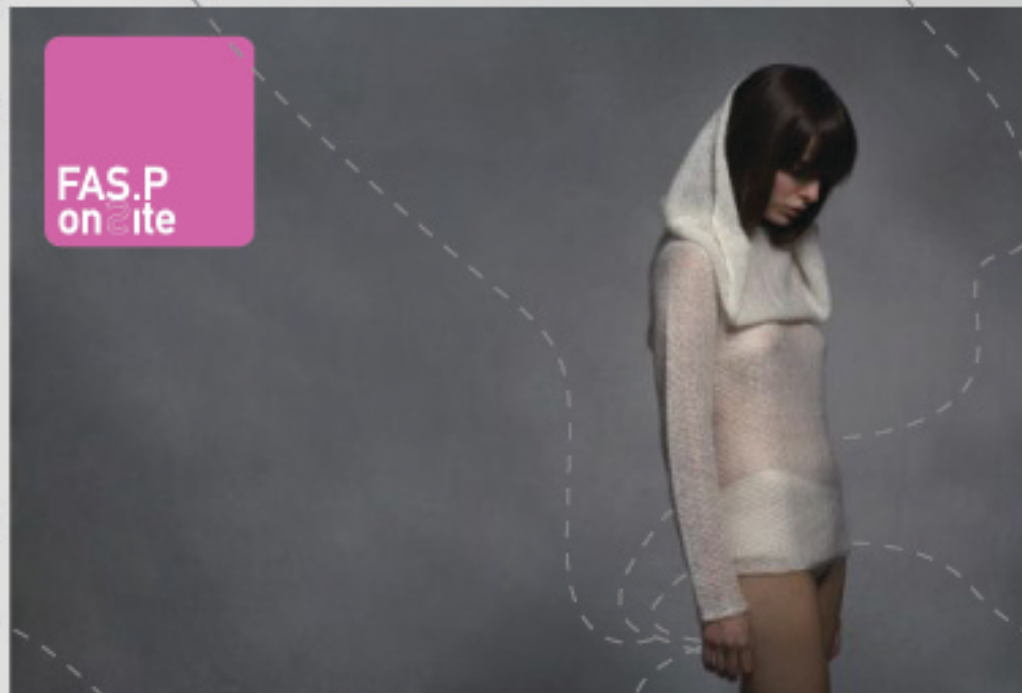
(individual cells, distributed within the city)

- Precise body scanning/advanced machines and assistance by professional technicians

## 2. SHOP

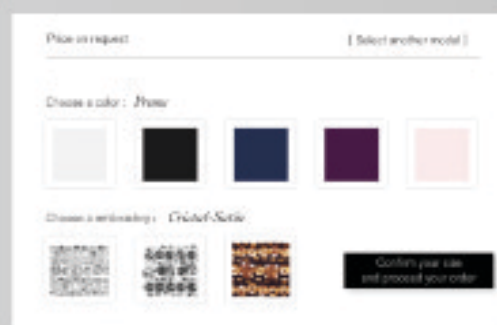
- Existing library
- Advanced Customization and design / assistance by professionals
- Precise body scanning/advanced machines and assistance by professional technicians
- Bar/coffeeshop
- Fashion/Knitwear workshops
- "Add-on" ready-made accessories shop

## 4. DELIVERY/PICK UP POINTS



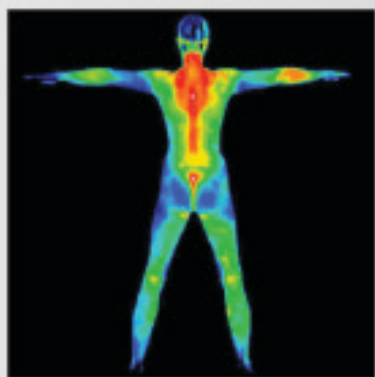


Existing library - shop online



Basic customization following existing templates

## 1. ONLINE SERVICES



Preliminary body scanning

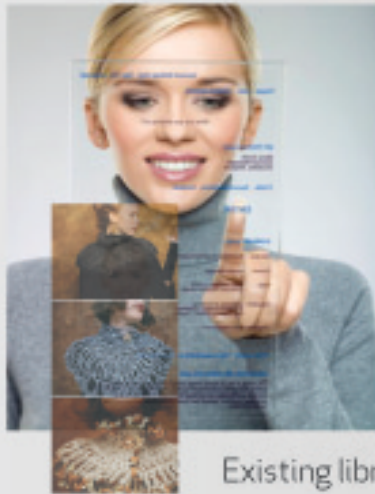


Track your delivery online/  
get notified when it's ready



Online opinion sharing/network





Existing library



Advanced Customization and design assistance by professionals



Fashion/Knitwear workshops

## 2. SHOP



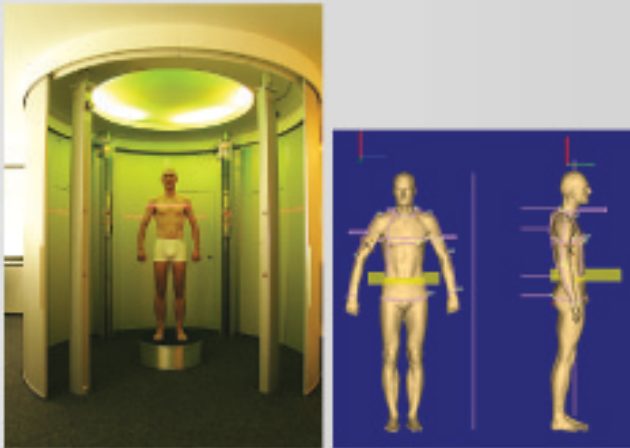
Precise body scanning/  
advanced machines and  
assistance by professional technicians



Bar/coffeeshop



"Add-on" ready-made  
accessories shop



Precise body scanning/ advanced machines and assistance by professional technicians

### 3. BODY SCANNING CENTERS

(individual cells, distributed within the city)



### 4. DELIVERY / PICK UP POINTS

Track your delivery online/ get notified when it's ready for pick up