

Case Study


Virtual Fitting Room Software Development

Using Augmented Reality for small and mid-size retailers



PROJECT OVERVIEW

A US-based startup in the tech space identified a pressing need in the retail sector - reducing customer returns and offering a personalized online shopping experience. They collaborated with Rishabh Software to develop a virtual dressing room web application. The goal of this virtual dressing app development project was to drive higher sales by allowing customers to try on products virtually.



Capability
Digital
Experience



Industry
Retail



Country
UK

KEY FEATURES

We developed a user-friendly virtual dressing room application that would be placed on online stores for shoppers to try on clothes to enhance their personal shopping experience. The key features of this virtual fitting room web app included:

Image Upload Functionality

Enable end customers to upload their images to virtually try on clothing items. This technology utilizes advanced image processing algorithms to provide customers with an interactive try-on experience.

Optimized Inventory Management

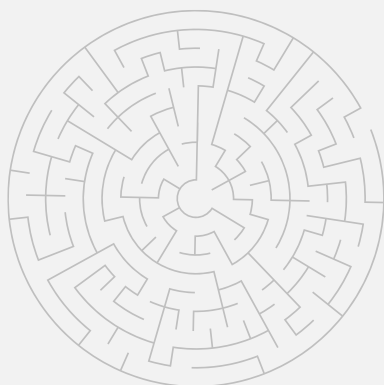
Retailers can easily upload and manage a diverse range of products within their online store. They can optimize inventory levels, reduce stockouts, and minimize overstocking.

Real-time Try-On

Customers can personalize their virtual experience with various color and size options and get a reliable sense of how a garment will look and fit their unique body.

Data Analytics

The data collected through virtual fitting room interactions enables retailers to conduct market research, trend analysis, and customize marketing campaigns and products based on customer preferences and purchase patterns.



CHALLENGES

- Seamless and intuitive user experience for both retailers and end customers.
- The need for scalability to accommodate a growing number of retailers and customers.
- Realistic and accurate virtual fitting experiences were significant challenges.

SOLUTION

We used advanced technologies like Python, NodeJS, and AWS to develop a virtual trial room web application that provides a personalized and convenient shopping experience. Our team leveraged its expertise in three key areas to ensure seamless functionality, scalability, and user- friendliness.

Augmented Reality Virtual Fitting Room Expertise

We leveraged sophisticated pose estimation algorithms; to develop web application that accurately maps clothing onto uploaded images to offer an authentic interaction. This in turn allows retailers to offer confidence-boosting virtual try-on capabilities.

Seamless WordPress & WooCommerce Integration

Architected the app around a modular event engine to enable real-time, context-aware handling of jobs, incidents and checks. QR integration ensured quick patient identification & enhanced responsiveness.

Cloud & Data Management

We leveraged the power of the cloud to host the web application on Amazon Web Services (AWS). This platform provided unmatched scalability, reliability, and security for a smooth virtual try-on experience even with peak site traffic. Additionally, our developers implemented MongoDB and MySQL databases for efficient data management.

TECHNOLOGIES & TOOLS



Outcomes

77%

reduction in refund or replacement due to wrong fit issue

62%

improvement in conversion rate compared to size chart

100%

expansion in customer base with enhanced CX

ABOUT RISHABH SOFTWARE

As a Digital Engineering and Enterprise Transformation leader, we empower businesses to scale, innovate, and thrive in today's digital-first world through technology rooted in trust and transparency. We leverage emerging capabilities such as Cloud, Data Engineering & Analytics, AI, Automation and Application Engineering to drive digital transformation and unlock new opportunities. We have successfully served across 25+ countries, and we work towards customer delight as "WE CARE."

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