

**STYLE CHAZE: A SOLUTION TO EFFICIENTLY LOCATE
THE IDEAL CLOTHING AS PER THE CUSTOMER STYLE
PREFERENCES AND SIZE RECOMMENDATION SYSTEM**

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Abstract

When shoppers are disoriented on how and where to look for the right clothing items from local clothing stores that matches their preferences, finding the ideal clothing items from a wide range of options can at times be difficult.

Moreover, it is evident that the majority of local shoppers still favor in-store shopping over online shopping for their fashion needs for numerous factors, despite the increased online shopping tendency due to the time efficiency and convenience. But due to the discomfort of in-store shopping and as well as time and transportation constraints, shoppers find themselves compelled to make their purchases online. This is why it's crucial to facilitate both in-store and online shopping, as doing so would increase the convenience and efficiency of the clothing shopping experience.

The project aims to address the identified problems, design, develop, and evaluate a prototype that will assist local shoppers to find the ideal clothing items that fit with their preferences both in-store and online by facilitating visual search to locate similar clothing items and by precisely offering them local retailer suggestions where the match is. Additionally, the solution would also offer size recommendations based on shoppers' body measurement details in order reduce and ease the clothing sizing problems that are primarily experienced by online clothing shoppers. To establish the background, identify the requirements that would be best served by the proposed solution, and gain a deeper understanding of how Sri Lankan clothing retailing currently functions, as well as the existence of various shortcomings in local clothing shopping that have not yet been primarily addressed by any existing local or global solutions, extensive research was conducted through a literature survey. Through questionnaires and interviews, the experts and non-experts evaluated the findings in greater detail.

Even though there are global solutions that already offer the visual search functionality for clothing items, they are all centered on facilitating online clothing shoppers and do not yet expanded their services to facilitate the local clothing retailing industry.

Therefore, there is a greater lack of applications that focus on the efficiency of local clothing retailing, and to exploit this gap by considering the requirements identified, **“Style Chaze”** solution is introduced.