

**STYLE ARRAY – A VIRTUAL FASHION ASSISTANT
WEB APPLICATION**

Milni Ruwanya Andradi

A dissertation submitted in partial fulfillment of the requirement for Bachelor of
Science (Honours) degree in Business Information Systems.

Business School

**Informatics Institute of Technology, Sri Lanka in collaboration with
University of Westminster, UK**

2023

Abstract

This report consists of the steps taken to implement the minimum viable product Style Array which aims to solve the common problem of indecisiveness when it comes to choosing what to wear. Selecting clothes is a very tiring and tedious process. Indecisiveness in choosing clothes could be eliminated when people get proper help when styling clothes and if they own clothes that fit and flatter them.

The aim of the project is to analyze why people find it hard to come up with what to wear and to design, create, test, and evaluate an application that would help users how to make the most of clothes while offering fashion advice and style suggestions.

A literature survey and a pilot study were conducted to further analyze the problem domain from which the sub-problems leading to the main problem were identified. Further, an industry survey was conducted where the potential end users took part in questionnaires and interviews which were intended to elicit the requirements. That is needed for the solution for the application of the problem identified.

In order to achieve the aim an application platform is implemented which is named Style Array. The Style Array application consists of a machine-learning model to give users styling advice and view clothing recommendations based on the user's preference, to view the sort of color and styles that fits the users the best.

The Style Array platform would be helpful to minimize the decision fatigue of selecting what to wear. Overall, it demonstrates the potential of using technology to simplify everyday tasks and enhance the user experience when it comes to selecting clothes.

Keywords: Styling advice, Fashion assistant, Machine learning, Fashion recommendations, Fashion assistant web application, Colors suitability, clothing size comparison