

Background Purpose Goal

The problem of returns due to poor fit is a significant challenge in online clothing retail (Lagerstedt 2024; Statista 2021). While several solutions based on 3D and AI are trying to solve this, they have not yet reached widespread use and cannot fully simulate the physical experience (Chen et al. 2024). NARNIYA aims to fill this gap by offering an alternative tool for the fit-conscious consumer. By asking the question: **How can digital design be used to create a greater perception of the fit and feel of clothing online?**, the aim is to create a more reliable perception of how clothing will fit and feel before purchase.

Method

The project has followed a user-centered design process, with qualitative research through workshops to understand the needs of the target group. The work has included sketching and idea generation in a divergent phase to explore different solutions, followed by iterative prototyping in Figma and user testing to converge towards an optimal solution.

Results

The project's concrete results include:

- An interactive high-fidelity prototype in Figma, clearly visualizing the application's user flow and design.
- A web-based demo and beta version, demonstrating the core functionality of metric comparison and providing a technical proof of concept.

Early indications from evaluation of the prototype and beta suggest that the concept has the potential to create a better perception of fit when purchasing clothing online.

Design contributions

Narniya's primary design contribution is a user-centric and proven solution for online fit assessment, which stands out through its simplicity and strong focus on individualization. Key contributions include:

- A unique design concept that establishes the user's own wardrobe as a reliable and personal reference point, unlike generic size guides and complex body scans.
- An innovative and scalable computational model inspired by MCDM, which enables a more nuanced and flexible comparison by integrating both general fit relevance and individual preferences.

Contribution of knowledge

The project contributes general knowledge in UX/UI for e-commerce of clothing by exploring an alternative user-centric solution that increases the user's control over the fit assessment via their own wardrobe. Furthermore, the importance of a user-centric model for measurement comparison that integrates personal preferences is highlighted. Finally, the project provides insights into user motivation when digitizing one's own wardrobe, where perceived value and trust are central to engagement.

Conclusion

By leveraging the user's existing wardrobe as a personal reference point and offering a user-centric model for measurement comparison, the project has explored **how digital design can create a greater perception of the fit and feel of clothing online**. The results in the form of a high-fidelity prototype and a working beta version indicate the potential of this approach to reduce uncertainty, minimize returns, and contribute to a more informed and sustainable e-commerce. Despite the progress, capturing the actual feel of materials in online shopping remains a major challenge, requiring further innovation in the future.

Click for prototype

Click for Demo/Beta

OR Scan QR

Prototype



Demo

Beta

Statista (2021). Main reasons for online shoppers worldwide to return clothes purchased online as of 2021. <https://www.statista.com/statistics/1300981/main-reasons-return-clothes-bought-online/>

Lagerstedt, J. (2024). SVT-undersökning: Upp till 40 procent av alla e-handlade plagg returneras. SVT, 14 mars. <https://www.svt.se/nyheter/inrikes/svt-kartlaggning-upp-till-40-procent-av-alla-e-handlade-plagg-returneras>

Chen, C., Ni, J. & Zhang, P. (2024). Virtual Try-On Systems in Fashion Consumption: A Systematic Review. Applied Sciences, 14(24), 11839. doi: 10.3390/app142411839.