Graduation Assignment:
Virtual fitting of personalized garments

About "Personalized knitwear"
The start-up company “Personalized Knitwear” wants to make a sustainable contribution to the fashion industry. By producing clothes on-demand we could reduce the waste of the industry up to 30%! The founders of this startup, an industrial designer and a fashion and textile designer, want to make an online app that is easy to use and compatible with the current fashion industries infrastructure. To achieve this they are participating in the TUDelft fieldlab Ultra Personalized Products and Services (www.UPPS.nl). They are also establishing collaborations with knitting factories, designers and software developers.

The project
The aim is to develop an application that makes it possible to personalize, buy and order your knitwear. The end-product will be an easy to use, online solution in which the customer can fit and personalize the garments, probably based on a do it yourself measurement method. The focus of this project is to optimize the process of taking body measurements, personalizing the garments, and virtual fitting them. See the figure below.

Challenge
1. Design an online application for personalizing your knitwear;
2. Develop a prototype to evaluate usability, UX and satisfaction with final knitwear;
3. Testing of the prototype with 20 subjects, by fitting the personalized and fitted clothing in real life.

You:
A student with a passion for fashion.

Us:
The Applied labs will be your base. We are a small team of experts in ergonomics and usability testing and user experience evaluation, doing research on personalization of the design and manufacturing based on 3d anthropometrics and statistical shape modelling. We will work together with the startup Personalized Knitwear.

If you are interested, please send your cv and motivation to Anton Jellema. For additional questions you can contact me by email a.h.jellema@tudelft.nl

References:
www.upps.nl
http://personalizedknitwear.com founded by Leslie Eisinger, knitter, nerd designer and Emma van Sandick, Industrial designer Innovation consultant, knitter