

Digital Screen: A Study

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ABSTRACT

Developing a digital screen to help customers find a suitable in a fashion store by the convenience of sitting down at the fitting room and swiping through the digital screen the research helps the customers at retail stores to find what they are looking for in an easier and faster way, this digital screen works when you fill in a simple information about your body and what are you looking for and it will show you what is suitable for you, the digital screen would be placed in the fitting room and/or waiting room as they choose an outfit on a this device and it will be delivered by their convenience by their staff. The digital screen will help you find what you are looking for in few minutes rather than browsing through loads of clothes and searching for the perfect fit; with this digital screen it will give the customers a luxurious shopping session and save a lot of the customer's time.

Key words: Digital Screen, Digital Fashion Screen, Digital era of shopping, Digital Screen in Middle East, Digital Screen quick shopping, Easy shopping with digital Screen, Luxurious shopping experience.

1. Introduction

1.1 Developing a digital screen provides customers with the most suitable outfit in the minimal time in a fashion department store. Shopping at fashion department stores would be easier and quicker. The digital Screen would be most suitable for large fashion department stores, it would be most helpful for people who are looking for luxuries shopping section, and also it will Attract young customers who have less time to shop for specific occasions. It would save department stores' physical space too. On the other hand the development of the singular shopping experience would make technological sense. This product would be suitable for this generation as day by day it becomes more intoned with technological advancement.

1.2 "The new technology era of shopping:"

1.2 Developing this kind of shopping method facilitates and enriches the experience of the consumer greatly. Finding the suitable outfit should be made as pleasant, and comfortable as possible. Not only that, it should also be made an

exciting experience. And presenting products in this way will provide a new psychological outlet for the whole experience. Time conscious shopping methods can also convince buyers to purchase more efficiently as well as purchase more items in general. This is because, the shopping experience has been made something pleasant to go through and not something to avoid or try to finish quickly as that -time- is accounted for already. Organizations need to meld computerized and physical encounters, says Rigby, to permit clients to move effectively between the two. However few organizations are giving this consistent client experience. Numerous still run their physical and advanced operations independently, making disengages that disappoint clients. This has specific ramifications for retail and how we shop.

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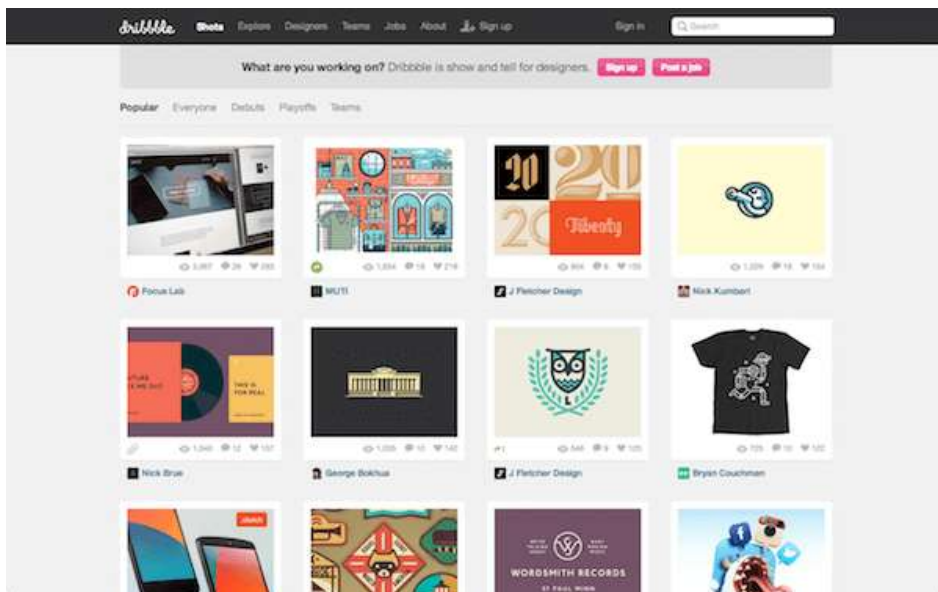
1.4 The software that will be used is very simple, it's an ordinary app but it is more developed for all users. It will simply ask in the menu bar what kind of outfit style, colors, accessories, shoes, scarfs, etc. You would like and what sizes are you looking for.

It will show what is available to the customer and they could as simply swipe through the available items option. This would save the customers time as well as the staffs for example: customers wouldn't have to look for staff that are around to ask them what sizes and/or colors available, they will simply enter the fitting room and take their time to look for what they want, the staff can also offer them coffee while waiting, getting them helped being dressed, and get the outfit for them, there will be an option in the menu which is "Help", that will ask them what kind of help they need. So that will save time for every

individual.

1.5 This product provides luxury to its customers and as well as to the store. Showing that the store is modern and up to date would attract customers. Younger people would be attracted to this kind of luxury as they are more intoned with technology, and it would be of great use for individuals looking for a certain event as they use this device to help them find what they are looking for efficiently rather skimming through all the clothes to find the perfect outfit, this will do it in matters of minutes. This would as well help people of greater age to shop effortlessly, as they shop sitting down in the waiting rooms or dressing rooms this software works on the screen of the device that is as convenient as a tablet.

1.6 Every collection in the app will have its own category that will show the customer the collection that is provided in the store, it will also show the fabric material, size, length and the colors that are available. The app will alert the staff what the customer asked for, with a limit of 10 items maximum. How this app can be done is by:



- ❖ Sketching the ideas down would help develop the app layout, colors and style etc....
- ❖ Researching the idea is a great way to help you find more about the product.

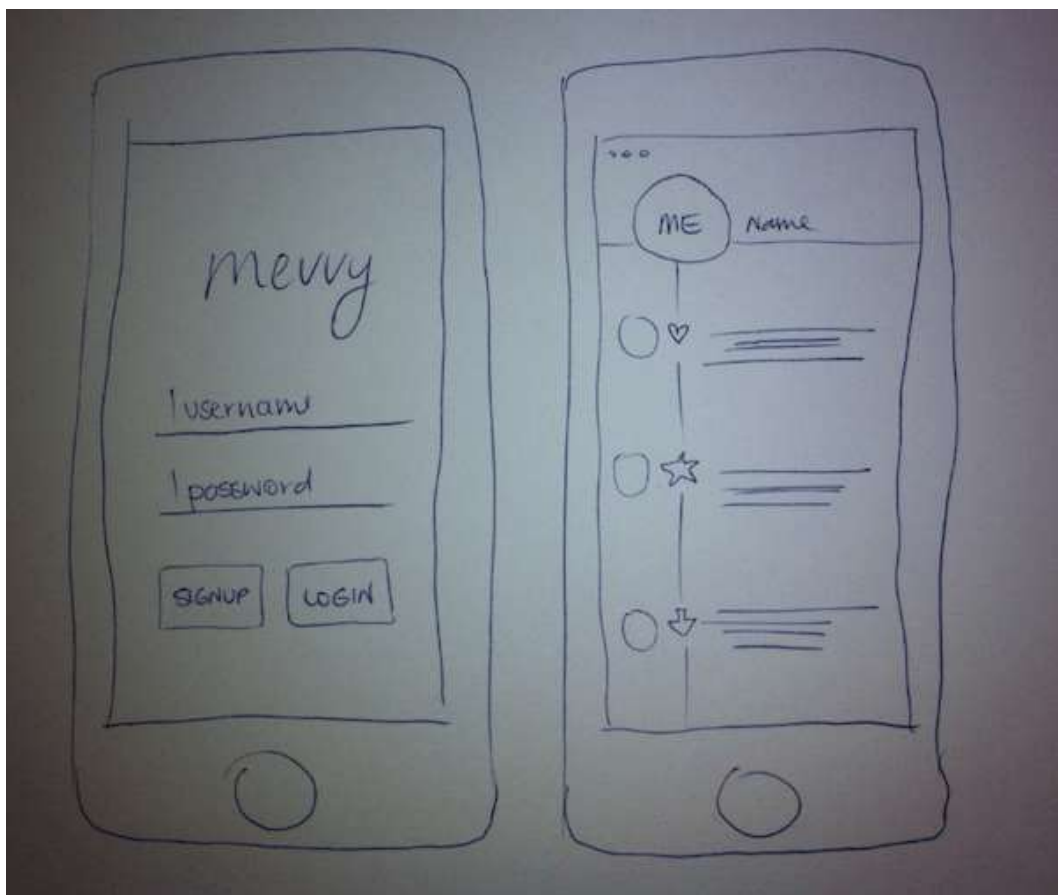
"This research has four main purposes:

- Find out whether there are other apps

doing the same thing

- Find design inspiration for your app
- Find information on the technical requirements for your app
- Find out how you can market and monetize your app" [1]

- ❖ Creating a Wireframe and Storyboard are the parts where you put your ideas to reality. In this stage your thoughts and elements wire into a clearer picture. Wireframing is the procedure of making a mockup or model of your application. You can locate various prototyping apparatuses on the web. The most well known ones are Balsamiq, Moqups, and HotGloo, which permits you to not just move and customize every one of your placeholders and delegate representation into spot, additionally add catch usefulness with the goal that you can navigate your application in audit mode.
- ❖ Designing your app "Skins" are what creators/engineers call the individual screens required for the application. Your fashioner's occupation is currently to think of high-determination variants of what were beforehand your wireframes. In this stride it is significant to incorporate all remarks from your model analyzers. All things considered, you are attempting to manufacture an application your intended interest group is really going to utilize, in this manner their criticism ought to guide you toward to the ideal UI-User.



1.7 There are some disadvantages to the digital screen, as it will decrease the staff in some outlets as people will be getting used to the digital screen and it will be faster and quicker as well as some people might face difficulty to use the device, age ranged 15-60 years old.

2. Time is money

Time is a very valuable thing, not lots of people have the time to go and look for the most appropriate outfit, saving time by filtering out and suggesting the best results for the customer, in addition it will most helpful for the customers

with a tight strict budget, for example if the customer has a budget of 400\$ this app will show what kind of items will be convenient for the customer, as will it will suggest for the customers what's the most trendiest and newest collections that are available in the department stores.[3]

Shopping even without arrangement looking is a period suck. As indicated by NetPlenish, the normal buyer burns through 45 minutes almost twice every week on errands. Compton - still spooky by the memory of attempting to run shopping with his little child girl close behind - needs to bridle the force of the Internet to get the entire shopping background down from 45 minutes to 45 seconds.[4]

Conclusion

To prove my research this study shows the rate of people who prefer shopping on digital devices: "Last year, 7 % -- or \$202 billion -- of U.S. retail sales were conducted online, according to research firm Forrester, and mobile purchasing is on the rise: In the first quarter of 2011, 13% of U.S. online adults used a smartphone to make a purchase; mobile commerce is expected to grow at 39% a year over the next five years, reaching \$31 billion by 2016. Sellers are adapting: Some 57% of online retailers have developed a mobile commerce strategy, and 48% already have a mobile-optimized site. And 56 of the top 100 retailers in the U.S. have developed Android, iPad, or iPhone m-commerce apps." [4]

Digital screen, it would be a great idea; in terms of time saving, fast shopping, easy clothes picking which would increase the amount of customers that would bring per day, also it would be the new technological thing that people will have around. Having the latest device in the store would want customers to walk in the stores and try the outfits and getting suggestions from the device itself would get customers curious. The digital screen maybe confusing for people at first and some people might even reject using it as terms of new device in the market but targeting the young

adults into this would bring a lot of attention through social media, radios, television and etc. Customers tend to carry a lot of clothes with them in the fitting room and they take time but with the digital screen the staff would provide the clothes way quicker and faster. Customers will have a luxurious shopping session with the device as they can be in the waiting room swiping for style check or try on the outfit and with the digital device. This digital device is mostly suitable for luxuries places like Harvey Nichols, Saks Fifth Avenue and some high end fashion stores like, Dolce & Gabbana , Dior, Versace and Etc...

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Imagination is more important than knowledge.

~ Albert Einstein