

Graduation project:

Online presentation of clothing fabric



The research topic

In online retailing, communicating clothing fabric is difficult, as people cannot feel the items. When an item bought online differs from what was expected, people often return it, which leads to costs for the retailer and is undesirable from a sustainability point of view.

Better communicating fabric properties online, for example using pictures, videos, or interactive graphics, will help people in getting an accurate perception of the fabric. This is very relevant for online fashion retailers, helping them decide how to present certain clothing items online in order to reduce product returns.

Your project

In this research project, you will investigate how clothing fabric can be best presented online so that consumers get an accurate perception and feel confident in ordering the item.

Different ways of presenting fabric properties can be compared, for example pictures with scrunched fabric, a video in which hands interact with the fabric (building on an earlier project), photogrammetry and other ways to create 3D percepts (including old school 3D photos), interactive graphics (e.g., <https://xiehowe.github.io>), and possibly integrating AI in emphasizing material qualities. The performance of such visual representations will be compared with perception of the real material.

You will decide on the specific ways of presentation to compare, construct the needed pictures/videos/graphics, and test their effect for certain clothing items. The project falls within the DDL (Delft Design Lab) pictorial research lab. Involvement of an online retail company is possible, but not arranged (if you prefer this, you could try to arrange this).

Interested?

Experience in doing a research project (e.g., SPD Research Project), knowledge of SPSS (for statistical analysis), or experience in taking professional photographs or making videos, are beneficial (but not a requirement, motivation to learn is sufficient).

Involved in this project are:

- Dr. Maarten Wijntjes (HCD department): visual and tactual perception.
- Dr. Mariëlle Creusen (DOS department): consumer product perception and evaluation.

If you want to know more, please contact Mariëlle Creusen: m.e.h.creusen@tudelft.nl