



# IS480 Project Proposal VEON

## Can.One

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### **Faculty Supervisor:**

- Kyong Jin SHIM – Project Supervisor

### **Sponsor and/or Clients (if any):**

Gamurai Pte Ltd

- WOO Sze Ming (szeming@gamuraitech.com) – Director
- LIU Jin Yao (jinyao@gamuraitech.com) – Chief Technology Officer

## Project Overview

### 1.1 Project Description:

We are building an e-commerce web application (VEON) which allows users to create their 3D avatar of themselves from a 2D photograph. This innovation creates a brand new shopping experience where users can try on and visualize various hairstyles and apparels before making a purchase.

This web application will also help users in decision making, by recommending products based on users' facial features and preferences. In addition, users will be able to connect to each other, and share their thoughts about the products and vendors.

### 1.2 Motivation:

Many people today still prefer shopping for fashion goods at a physical, than online, because the shopping experience is better, despite the convenience of online shopping. Hence, we wish to bridge the gap in shopping experience between physical and online shopping. For example, unlike shopping at a physical stores, online shopping does not allow people to try on products, so they have to rely on imagination to visualize how it looks on them. We can bridge the gap by providing 3D visualizations of shoppers and the products.

### 1.3 Stakeholders:

Sponsor	<b>Gamurai Pte Ltd.</b> , a start-up company incubating under SMU Institute of Innovation and Entrepreneurship (IIE). This project is initiated by the director of the company, Woo Sze Ming.
Clients	<ul style="list-style-type: none"> <li>• People shopping for apparels online</li> <li>• Merchants who want to submit product previews to the application and view published products.</li> </ul>
Advisors/ Practitioners	<ul style="list-style-type: none"> <li>• <b>A*STAR</b> will be giving advice on the 3D technology for the project.</li> <li>• <b>Hair Industry Chapter of the Spa and Wellness Industry Singapore</b> will provide insight on the latest hair trends and advice on the hair recommendation.</li> <li>• <b>Nanyang Optical</b> will provide insight on the latest spectacles trends and advice on the eye wear recommendation. They will also provide sample glasses for 3D modeling.</li> </ul>

### 1.4 Scope:

#### Project Scope:

- 1 User Management**  
Registration and Login, Profile, Linking to Facebook Account.
- 2 3D Visualization**  
Create and Display 3D Avatar, Add and Remove Accessories to 3D Avatar
- 3 Shopping**  
Catalogue, Search Items, Purchase (For Self and/or Friends), Promotions, Newsfeed, Subscription, Rewards, Vouchers
- 4 Payment Gateway**
- 5 Social**  
Friends, Chat, Clubs, Groups, Post Picture on Social Network Sites, Wish List
- 6 Recommendations (Analytics)**  
User Demographics, User Preferences, Usage Analysis, and Industry Trends

Note: Detailed information about our scope can be found on our wiki page [\[https://wiki.smu.edu.sg/w/is480/images/e/e8/Can.One\\_Functional\\_Requirements.pdf\]](https://wiki.smu.edu.sg/w/is480/images/e/e8/Can.One_Functional_Requirements.pdf)

#### X Factor:

- 1. Recommendation based on facial features** - We will recommend products based on the users' facial features, accompanied by experts' opinions.
- 2. Vendor one-stop portal** - We will develop a portal that allows vendors to upload their product details (xml + photo) easily. Previously, this process is currently done by email. In addition, they will also be able to view their published products.

## Project Plan

### 2.1 Project milestones:

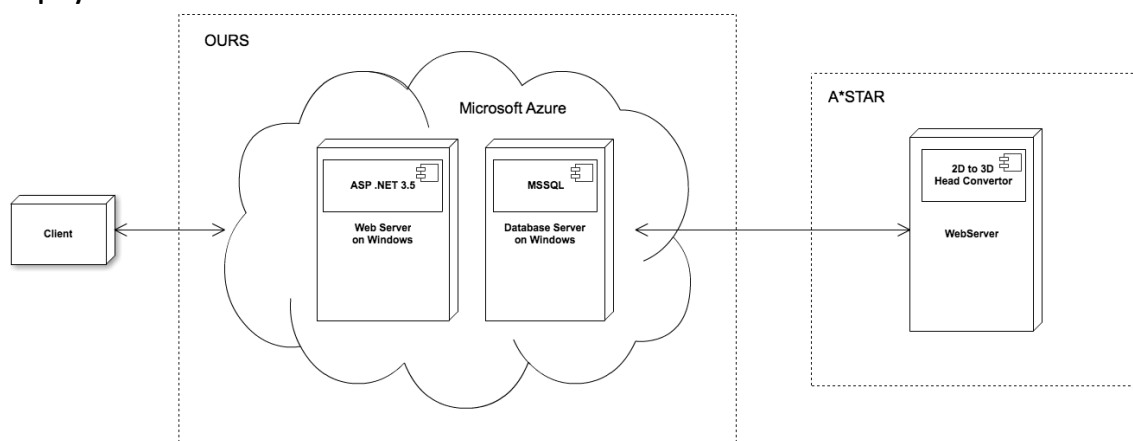
Date	Iteration	Tasks
10 Sep - 30 Sep	1	Registration and Login, Landing Page UI
1 Oct - 24 Oct	2	Create and Display Avatar, Catalog UI
26-Oct	Milestone 1: Proposal Submission Deadline	
25 Oct - 4 Nov	3	Add Accessories to 3D Avatar, Catalog UI
6-Nov	Milestone 2: IS480 Acceptance Presentation	
22 Nov - 5 Dec	4	Shopping, Profile
6 Dec - 26 Dec	5	Promotions, Rewards, Social (Friends and Chat)
27 Dec - 9 Jan	6	Social (Group and Club), Payment Gateway, Linking to Facebook Account
7-Jan	1st Day of Class	
10 Jan - 16 Jan	Buffer	
17 Jan - 30 Jan	7	Recommendation (User Data, User Preferences)
31 Jan - 13 Feb	8	Recommendation (Usage Analysis, Industry Trend)
14 Feb - 20 Feb	Buffer	
18 Feb - 22 Feb	Milestone 3: Midterm Presentation and UT	
21 Feb - 13 Mar	9	X Factor (Vendor Portal), Project Refinement
14 Mar - 20 Mar	Milestone 4: UT	
21 Mar - 27 Mar	10	Project Refinement
28 Mar - 3 Apr	Buffer	
4 Apr - 10 Apr	Milestone 5: UAT	
11 Apr - 17 Apr	11	Project Refinement
15 Apr- 24 Apr	Milestone 6: Final Presentation	
26-Apr	Poster Day	

### 2.2 Risks:

No	Specific Risk	Likelihood	Impact	Threat Level
1.	Metro Design may not be well accepted because it is a new UI design	Medium	High	High
2.	High Learning Curve of new programming language and design	High	High	High
3.	Changes in user requirement and scope creep	Medium	High	High
4.	Third party web services may be unreliable	Low	High	Medium

Note: Detailed information about our scope can be found on our wiki page [[https://wiki.smu.edu.sg/w/is480/images/b/bc/Can.One\\_Risk\\_Analysis.pdf](https://wiki.smu.edu.sg/w/is480/images/b/bc/Can.One_Risk_Analysis.pdf)]

### 2.3 Deployment Architecture



### 2.4 Resource and reference

Resources & References	Description
Specifications	ASP.NET 3.5 MVC 4.0 (Framework), C# (Programming Language), Metro Design (UI)
Browser Specifications	Internet Explorer 9, Chrome 2.2, Firefox 12
Development Softwares	Windows 7 (OS), Visual Studio 2012 Professional (IDE), SQL Server 2012 Express + SQL Server Management Studio (Database), Git – SmartGit hosted on Assembla (Versioning Control)
Deployment Platform	Windows Azure
Project Management	Redmine [ <a href="http://surecanone.dnsdynamic.com:88/redmine/">http://surecanone.dnsdynamic.com:88/redmine/</a> ]