

A MOBILE AND WEB APPLICATION FOR PRODUCT EXPERIENCE AND CUSTOMIZATION: ETHIMO

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Abstract – In this current generation there is no one good online retail shop for product customization and experience. But there is a need for product personalization. The youth are concern with fashion and unique designs. Existence of such app or a website allows the user to personalize the products according to their desire. This app is integrated with a feature where customers can upload their imaginative designs and bring it as a original one. The customer can able to get the product in the design they want. Experience gives more satisfaction to the customers.

I.INTRODUCTION:

Customizing goods or services to a customer's unique needs, preferences, and traits is known as product customization. Instead than providing a one-size-fits-all solution, it entails tailoring a good or service to the particular needs of each customer. This modification may take many many forms, such as changing a product's shape, color, size, or features to suit the tastes of the buyer.

Utilizing information and insights from a customer's Personalize the experience of the product or service based on behavior, history, and feedback.

In order to produce personalised

recommendations and offers, businesses frequently employ product personalization in e-commerce. Personalized goods and services can also be used in other sectors like healthcare, education, and finance.

Websites for product customization: Custom

Ink:



With its headquarters in Fairfax, Virginia, Custom Ink is an American online retailer that creates personalised clothes as well as other products like T-shirts, sweatshirts, bags, and tech accessories. Create personalised T-shirts, clothing, and promotional items online with the best printing and customer support. Simple ordering. Free & Quick Shipping.

Vistaprint, a company, assists small business owners in developing professionally crafted, modern custom marketing. They provide them with the range of products they require to appear and feel qualified, organised, and connected.

Caseable - An multinational e-commerce business called Caseable focuses on creating bespoke cases and coverings for electronic devices such tablets, laptops, e-readers, and smartphones.

Etsy - Inc., an American online shop, specialising in vintage or homemade goods and artistic supplies. These items fall into a number of categories, including jewellery, bags, clothing, home furnishings and décor, toys, and supplies for creating art. To qualify as vintage, an item must be 20 years old.

Zazzle - Designers and customers can create their own products on the American online marketplace Zazzle with the assistance of independent manufacturers and the use of images from partner firms. website provides visibility for items

IKEA - Customers may view how furniture will look by using the IKEA app employing augmented reality, at home.

Customers may virtually test on glasses with Warby Parker's app by using the phone's camera. With the use of augmented reality, customers may preview products in their own environment utilising the Amazon AR View app. Customers can use the Wayfair app to view furniture in their own space using augmented reality. Houzz - with augmented reality, clients may view furniture and home décor in their actual space with Houzz's app. Our customers can upload their original patterns and designs and receive the finished result thanks to this feature. Here, our software enables users to upload their creative ideas using the specific tools we've enabled and customise their purchases. Therefore, we are here advancing the customisation of products.

Customizable Products:

T-shirts, hoodies, caps, coats, socks, and other clothing. Pillows, blankets, carpets, curtains, shower curtains, and wall art are examples of home decor. Accessories include keychains, laptop sleeves, backpacks, and wallets. Business cards, invitations, notepads, and notebooks are examples of stationery. Mugs, water bottles, chopping boards, and aprons are examples of kitchenware. Products for pets include pet dishes, collars, and tags. Calendars, desk organizers, and mousepads are examples of office supplies. Sports equipment includes team clothes, athletic equipment, and baggage. Toys include games, puzzles, and plush animals. These are only a few instances of the configurable products available, and our web application allows for the customization of many more.

II.LITERARY REVIEW

According to **Menato, Landolfi, Alge, and Sorlini.M**, the demand for personalised consumer goods is ever-growing, necessitating ever-more adaptable production technology as well as more dependable methods of accurately capturing each customer's preferences. Fitting is particularly important to achieve personalization in the footwear industry, since the predominance of manual processes makes production flexibility fairly simple, but the tight relationship between shoe and foot necessitates incredibly exact understanding of the body part which is being gloved. The authors are creating a powerful smartphone app to perform 3D scanning of a foot as part of an ongoing research effort, and here they display and discuss some of the preliminary registered performances. The remedy is anticipated to create a fresh perspective on the trade-off between the degree of data collection accuracy and the accessibility and ubiquity of the scanning feature, enabling a pervasive best-matched fit customisation in the footwear market.

Yang Zhang, Tianbiao Yu, Kai Zhao, Jing Zhou, and Wanshan Wang – says, textbook proposes a fashion route that would develop a three- dimensional parametric design system that's grounded on individual product customization under the network terrain, while it

conducts exploration on the crucial ways, in order to give the business enterprise capacity to respond to client's need more directly and snappily. In order to construct the system prototype, this textbook eventually uses a type compressor as the usable object. As a result, it shows that the system prototype can connect client requirements and product design processes veritably effectively. In addition, by integrating knowledge base and software second- time development into the design course, the system can realise automatic three- dimensional parametric design and assemblage, which reduces the workload of contrivers and increases effectiveness. It creates a new way for the company to realise speedy collaborative design, is how we might put it.

According to **Tien,J.M.**, " Our focus herein is on personalised services and products," which is fulfilled by creating a useful taxonomy for the concurrent and real- time operation of force and demand chains. The taxonomy is developed more specifically in terms of its supporting rudiments and exploration focuses. Our taxonomic system, in an intriguing way, draws attention to a pivotal field of exploration where force and demand are both variable and so controllable. The stage is prepared for mass personalization, which is concerned with satisfying the requirements of an individualised customer request, by the contemporaneous operation of force.

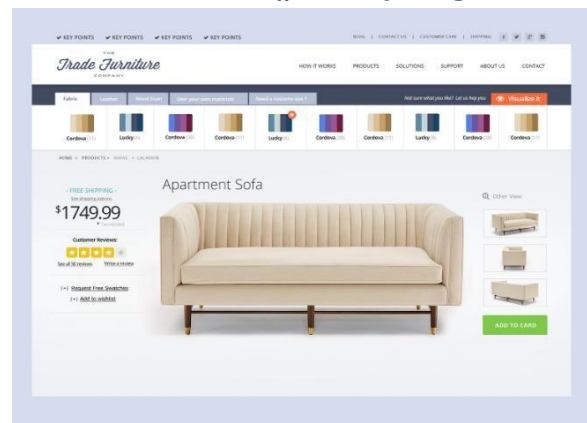
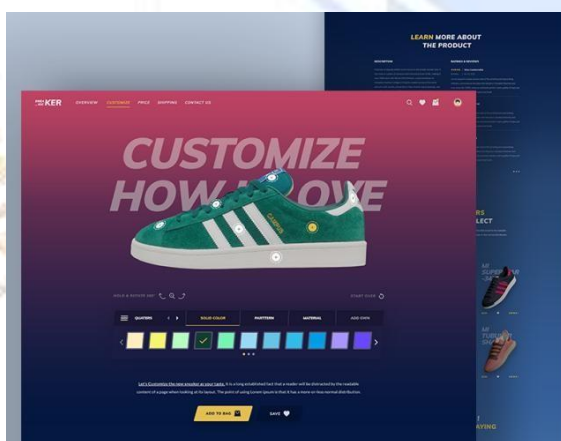
Mass personalisation in real time is made possible by the simultaneous and real-time management of supply and demand chains. It is impossible to overstate the advantages of real-time mass personalization since it gives businesses a huge competitive economic edge by making goods and services virtually identical and coproducing them in real-time. Value chains, supply chains, demand chains, taxonomies, services, and goods, as well as real-time management, personalization, information technology, and decision technology, are some of the keywords.

III.Existing:

There are many existing websites which allows customers to do customization on individual products through individual websites.

There are many individual websites available to do customization for specific products and that include shoes, clothes ,water bottle , stationery items, bags etc

Existing website for customization:

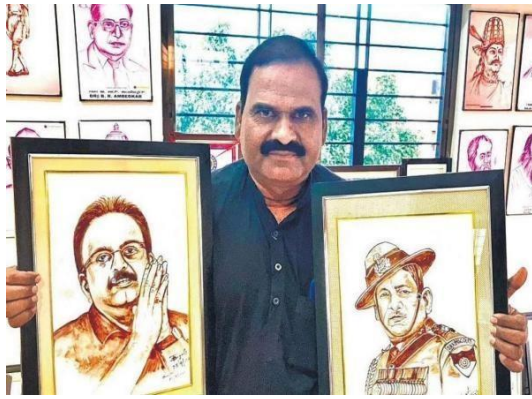


Examples for product customization in shoes and sofa category. Ker shoe customization website allows the user to customize their shoes from colors to materials . Trade furniture, sofa customization website

Allows there user to customize there sofa legs, materials, sponges, colors etc...

There are many websites which allows user to personalize wide range of products.

Sangamesh Bagli has put a lot of blood and sweat into it, according to Jamkhandi/Bagalkot. A staggering 325 paintings and portraits have been created by the 52-year-old drawing instructor from Jamkhandi using his **own blood as a dye**. Sangamesh Bagli, a citizen of Jamkhandi town and employee at a state-run high school in Hosur Village, distinguishes out from other professional painters due to his preference for the medium. Although he has produced tens of thousands of paintings in conventional colors, he claims that his blood sketches have rendered many officials and elected officials speechless.



Sangamesh has painted pictures of social reformers from the 12th to the 21st centuries, freedom warriors from 1857 to 1947, Bharat Ratna awards, scientists, athletes, and politicians, among others, using his blood.

IV. Proposed:

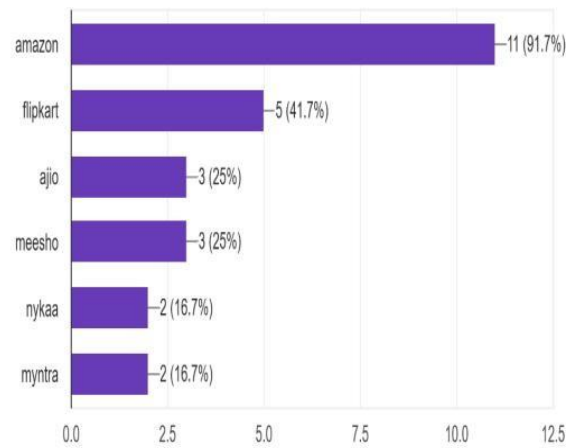
Ethimo is the web application integrated with special features like product customization and product experience. There are many individual websites where users can do product personalization. But in those websites the products are limited. Ethimo allows those individual websites to run under this and the users can shop wide range of products. Shopping wide range of products with product experience and customisation. Here ethimo allows the user to upload their imaginative designs and they get a finished customised product. Ethimo uses AR/VR for product experience. Ethimo consists of renovation and repair sectors. The key concept of ethimo is about connecting producer and consumer under one platform. In repair sector, wide range of products can be repaired. This also includes household products and many. Big electronic devices can be repaired through home service and alternative ways are followed to make it possible. In renovation sector the same procedure is followed. The transportation of products will be taken care by the shop owners

Customer's shopping style or mode:

Survey:

survey among people who got tired and fed up after a long search for a particular or kind of customized product.

your shopping style/mode
12 responses



People prefer Amazon more than other application or website, because they provide handsome interface and customer satisfaction. The results were recorded by a survey we had conducted.

- Stores can provide a wide range of exotic designs and implementing in to existing inventory of a product line
- Make a better way to experience the product

Need all the products under one shelter Based on this survey out of 100% of customers, 75% of people prefers this type of online shopping mode.

V. Difference between ETHIMO and other websites:

There are many websites which allows people to do personalization with products they purchase. But there is no one platform were many categories of products are available with personalization feature. E-commerce: Amazon's e-commerce platform is one of the largest in the world, with millions of products available for Amazon Alexa is a virtual assistant that can be used to ask questions, play music, operate smart devices, and complete a number of other tasks. Kindle e-readers from Amazon are intended for reading books, periodicals, and newspapers. Amazon Music is a streaming service with millions of songs and playlists available. Movies, TV series, and original programming are all available on Amazon Prime Video, a streaming service. Fresh foods can be delivered the same day with Amazon Fresh, a grocery delivery service. A website that allows clients to customise and personalise products in accordance with their own preferences or demands is known as a product customization website. Websites usually offer a variety of personalised options, including colors, sizes, materials, and design components. Customers can create a unique, bespoke version of the product that meets their own needs or preferences with the aid of these options. The customer can make an order and have the item created and sent to them once the product has been fully personalised by them. Product customisation websites are frequently used by businesses that sell customizable products like garments, accessories, and home decor. These websites

purchase.

Amazon Prime is a subscription-based programme that provides advantages including free two-day shipping, movie, TV show, and music streaming, among others. The Amazon Web Services acronym **AWS** is a cloud computing platform that provides businesses with resource and scalable computer infrastructure.

It can be an excellent tool for engaging customers and encouraging brand loyalty because users can develop products that are truly one-of-a-kind and tailored to their particular preferences. Websites that allow for product customization include NikeiD (for customizable Nike shoes), CustomInk (for customizable t-shirts and other apparel), and Vistaprint (for customizable business cards, signage, and other promotional items).

A website dedicated to updating or improving an existing product is known as a product refurbishment website. These websites often offer advice and tools on how to enhance, modernize, or redesign a product in order to increase its consumer appeal or marketability. Websites dedicated to product renovation frequently offer advice on how to spot places where a product may be made better, how to undertake market research to ascertain client wants and preferences, and how to put those changes into practise.

A product refurbishment website's objective is to assist businesses in keeping their products current and competitive in a market that is continuously changing. These websites can assist businesses in retaining existing consumers and gaining new ones by offering advice on how to update and improve items. Examples of websites that offer resources and templates for product redesign projects include the Harvard Business Review website, the Product Renovation Toolkit website, and the Design Thinking website. The Harvard Business Review website offers articles and insights on product innovation and design, while the Product Renovation Toolkit website offers resources and templates for product redesign projects.

Innoget: A website called Innoget links businesses with technology and innovation suppliers to assist them in bettering their goods and services. On the webpage, Businesses have a platform where they can post their innovation issues and connect with service providers who can assist them find solutions.

Yanko: Yanko Design is a website that displays unique and imaginative product design ideas from all around the world. For businesses wishing to revamp or upgrade their products, the website offers motivation and ideas. **Frog Design:** Frog Design is a product design and innovation firm that aids businesses in the development of new goods as well as the redesign of their current offerings. On their website, they offer information and resources on product innovation and design, as well as case studies and articles on market trends.

A website that offers tools and information on how to fix or repair damaged or malfunctioning products is known as a product repair website.

For customers who wish to save money by fixing things themselves rather than buying a new one, these websites can be a helpful resource.

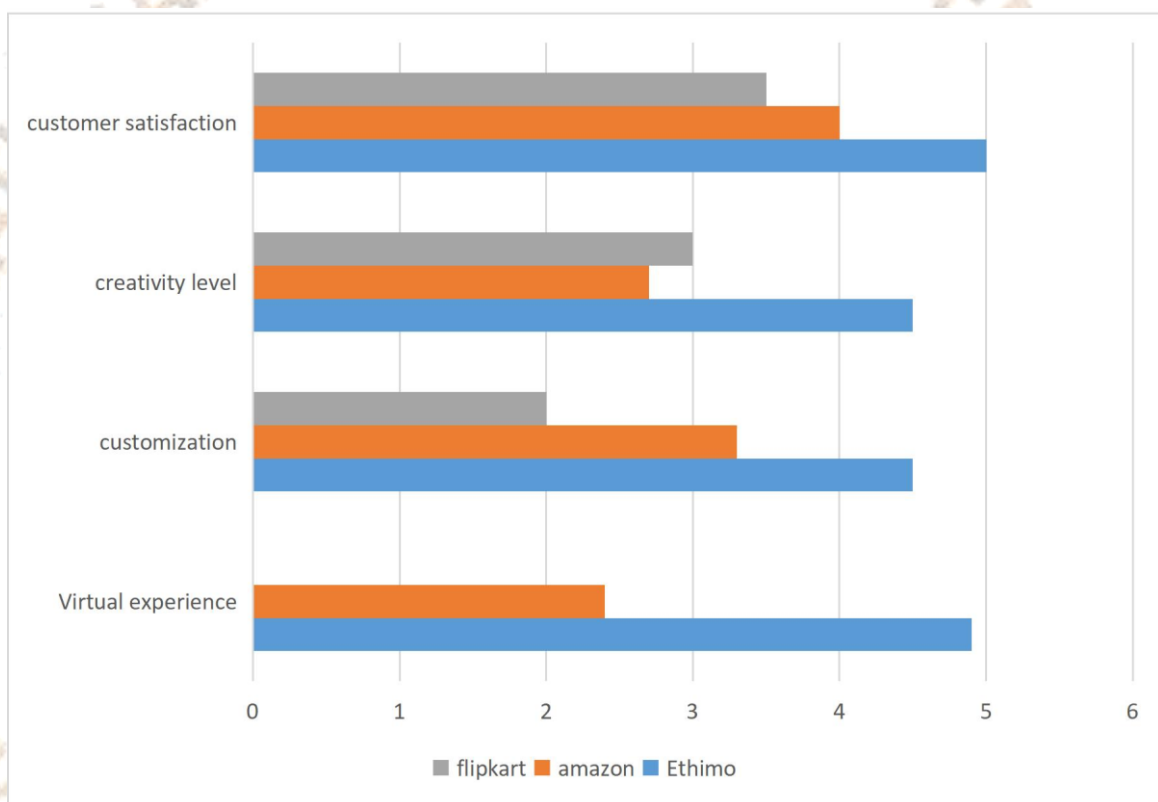
Websites for product repair often offer detailed instructions on how to identify and resolve common problems with products, as well as details on where to find new tools and parts. Additionally, some of these websites include forums or communities where users can post queries and request assistance from other users. A product repair website's objective is to provide customers the power to take charge of their products and increase their lifespan through repairs and maintenance. These websites can help users save money, minimise waste, and lessen their environmental impact by offering tools and advice on how to fix things

The Repair Association, which promotes the right to repair and offers resources for both consumers and repair professionals, Repair Clinic, which offers resources and replacement parts for home appliances and other products, and repair guides and tools for a variety of electronic devices, are some examples of product repair websites. **iFixit:** iFixit is a website that sells parts, tools, and repair manuals for a variety of electronic gadgets, such as game consoles, computers, and smartphones. The website also features a discussion board where users can post queries and seek assistance from other users.

Repair Clinic: Repair Clinic is a website that offers information and replacement parts for household appliances such as refrigerators, dishwashers, washing machines, and dryers. A portion of the website devoted to repair assistance offers guidance on how to identify and resolve typical problems with household appliances. The Repair Association is a website that supports the right to repair and offers tools for both customers and repair specialists. On the webpage are

information about laws, activities, and resources related to repairs. **Fix.com:** Fix.com is a website that offers resources and repair instructions for a variety of home and garden items, such as plumbing fixtures, appliances, and outdoor furniture. The website also features a discussion board where visitors can post queries and solicit advice from other visitors. **Bike Repair** is a website that offers materials and instructions for fixing bicycles.

Ethimo Vs Others



Characteristics	Flipkart	Amazon	Ethimo
Customer satisfaction	3.5	4.0	5.0
Creativity level	3.0	2.5	4.5
Customization	2.0	3.3	4.5
Virtual Experience	0	2.5	4.9

VI. Conclusion:

There are many existing individual websites for product customisation renovation and repair. Ethimo is the web application which allows user to do customisation, renovation and repair of any products through online and offline mode.

If a product is purchased in online and further task can be carried out through online. If a product is available in offline and need to be customised, then the product is taken control by the respective delivery partners. After customisation the product will be home delivered. The renovation and repair sector involves home services

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