

CUSTOM APPAREL DESIGN CONFIGURATION TOOL



CASE STUDY

The client is one of the world's leading manufacturers and supplier of sports apparel and accessories. They supply customized cricket apparel, accessories and sports kits to a number of major cricket clubs and cricket teams in Australia and around the world.

BUSINESS NEED

Generally cricket clubs and sports establishments order team apparel and sports accessories like caps, helmets, etc., which are customized to their team colors and with the club/ team logo as decorations.

- For ordering customs apparel and other accessories, each club had to download a PDF form from the website and manually complete the form and send over to the production department.
- The clubs do not have an option to get a preview of the items based on their color selection
- Since the whole cycle is manual, the quote process is time consuming and prone with missing information; going back and forth between the customer and the client.

OUR SOLUTION

A Flash based interactive design configuration tool was developed to allow users to customize and preview the products online. The tool enabled the customer to :

- Select color combinations for each apparel/accessory and get a instant preview of the item
- Allow the customer to indicate the locations in the garment to place embroidery or screenprint decorations and upload images for them.
- Indicate the number of items required in various size ranges and submit quote request
- An preview image of the customized items was generated and sent along with all the customized quote request

KEY BENEFITS

- Automated the quote request process hence reducing lead generation time
- Online preview of the customized products gives flexibility and realtime design feedback to the customer
- The tool was designed as a plug-in module the existing customer website without disturbing the current website setup.
- First level data verification is done automatically thereby reducing the client interaction loop and faster turnaround time for quote generation.

TOOLS USED

- Adobe Flash with Action script 2.0
- C#, ASP.NET, .NET framework 3.5
- IIS 6.0