



T-Shadow (Make Own Fashion)

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ABSTRACT: -

This project is to provide a platform in the form of a website that would allow customers to be able to customize T-shirts and place an order of custom T-shirts. Online Printed T-Shirt Designing will have registration for new Users and login for Members. This software will have Admin Login which will check for new requests and orders, Member Login in which they can use the designing studio. In the designing studio they can create customized designs using a wide range of Colors & Design, select any image, enter any custom text & choose the size and color of the T-shirt. After designing is complete, they can place orders & make payment online or at a delivery time and can even place bulk orders for the same. This Ordered T-Shirt will be delivered to their door steps by COD & online mode. The Admin Login will accept requests to check design, approve Order, and create bills. After that they can track and cancel their order also & all other things.

Keywords: Online Shopping, Satisfaction with choice of product, E-Retailing, Internet, Shopping Habits, E-Commerce

Introduction

According to recent studies, t-shirts lead the list of top-selling fashion articles across all demographics. If you are planning to build your own business, this is a smart choice to consider. In order to be successful, all businesses must move with the world; not against it. Being smart about your next move is a better way to have a competitive edge. The proposed project "T-SHADOW" is a designing platform that provides a user-friendly environment. We allow users to register on our platform to design T-shirts according to their choice. They can have a 3D view of T-shirts which will provide them with an actual idea about how their design looks after printing.

Market of print land exists only in the U.S.A and shipping is limited to U.S.A only and orders can be placed from anywhere in the world. In India, there exist no such online platforms or few platforms with not so many features. So, this can be revolutionary in India if such a type of platform is made available to the public. As we all do online as well as offline shopping, most of the time people found it irritating and unsatisfactory because they don't get the design of their choice or like someone who has a T-shirt design but can't find the same. So, we are going to provide a platform where people can design according to their choice.

Problem Formulation

Traditional printing makes personalization more difficult. If you're working on a project that requires a lot of customization, print on demand is more likely to provide the flexibility one needs. Today people's choices are becoming more complex because of western dress code influence. People are liking something extraordinary which results in the setback to current designers as they are not delivering according to the customers' needs. If you need a quick turnaround, last minute project, or any time sensitive situation, print on demand is the way to go. Also, offset printing makes personalization more difficult. If you're working on a project that requires a lot of customization, print on demand is more likely to provide the flexibility one needs.

Literature Review

According to a Report, it stated the increasing consumption of Internet making India as the third largest Internet population globally comprising about 73.9 million users. The study findings suggest that online retail in India is on a big rise having huge growth potential with about 60 percent of web users visiting online shopping websites. The major players in the segment are Myntra, Flipkart and Amazon with others. The survey started with asking the respondents why they prefer to shop online after the qualifying question, "do you shop online". The respondents revealed that it saves time, it gives them convenience of shopping at their time and place, it offers a variety of products & products are delivered at their doorstep and last but not the least it offers very good price deals and discounts.

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According to the survey findings, the age distribution of respondents opting for 42% of online shopping falls in the 26-30 age group. It clearly shows that youngsters are more aware of new genre purchasing options and are interested in e-shopping.

Table 1: Age Distribution and Occupation

Age Group	Frequency	Percent	Occupation	Frequency	Percent
15-20	8	8	Student	14	14
21-25	15	15	IT Professional	38	38
26-30	42	42	Businessmen	20	20
31-35	22	22	Service/Job	16	16
36 & Above	13	13	Others	12	12
Total	100	100	Total	100	100

The Table1 illustrates the occupational distribution of respondents as 38% of total respondents were IT professionals.

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Among all the Generation Y is more networked and interconnected than all the other age groups. One report published in The Financial Express, in the year April 2014 illustrates the findings by the Paradox panel constituted by watchmaker Titan to gain an insight into the Gen Y in India. The study reveals that about 89 percent of the youth in India conduct online research prior to making any purchase; about 74 percent have the capability to influence the purchase decisions in their circle. Gen Y is individualistic in nature, comprising 43 percent alone shoppers, and approximately one third highlighted the importance of personal satisfaction for every purchase decision. The interesting thing to notice is that 90 percent of consumers give responsible share feedback with companies after their usage experience.

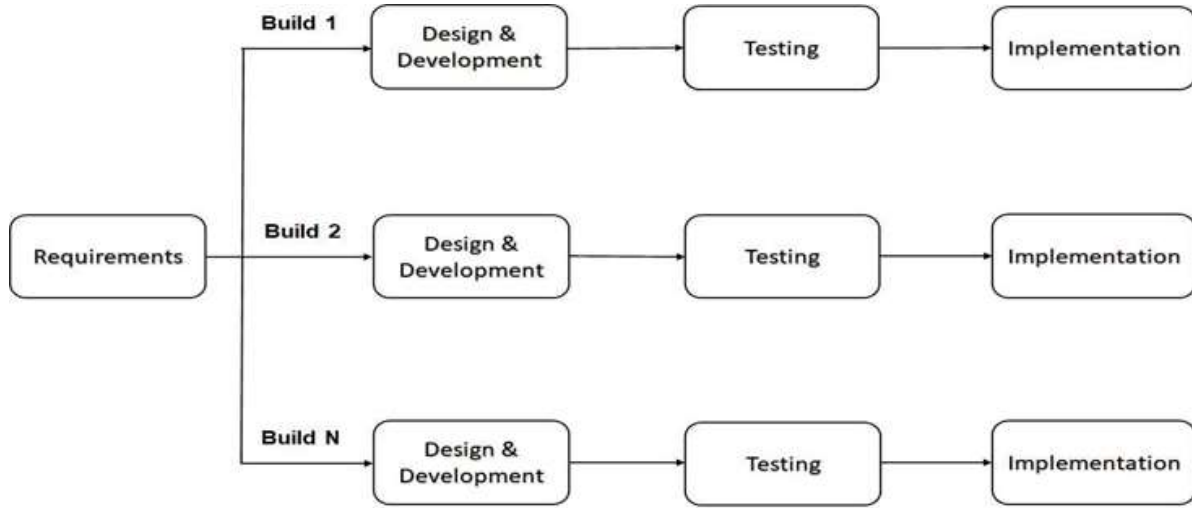
Gender	Frequency	Percent	Marital Status	Frequency	Percent
Male	61	61	Married	58	58
Female	39	39	Unmarried	42	42
Total	100	100	Total	100	100

The above table shows that the male respondents are more interested in online shopping than the female respondents.

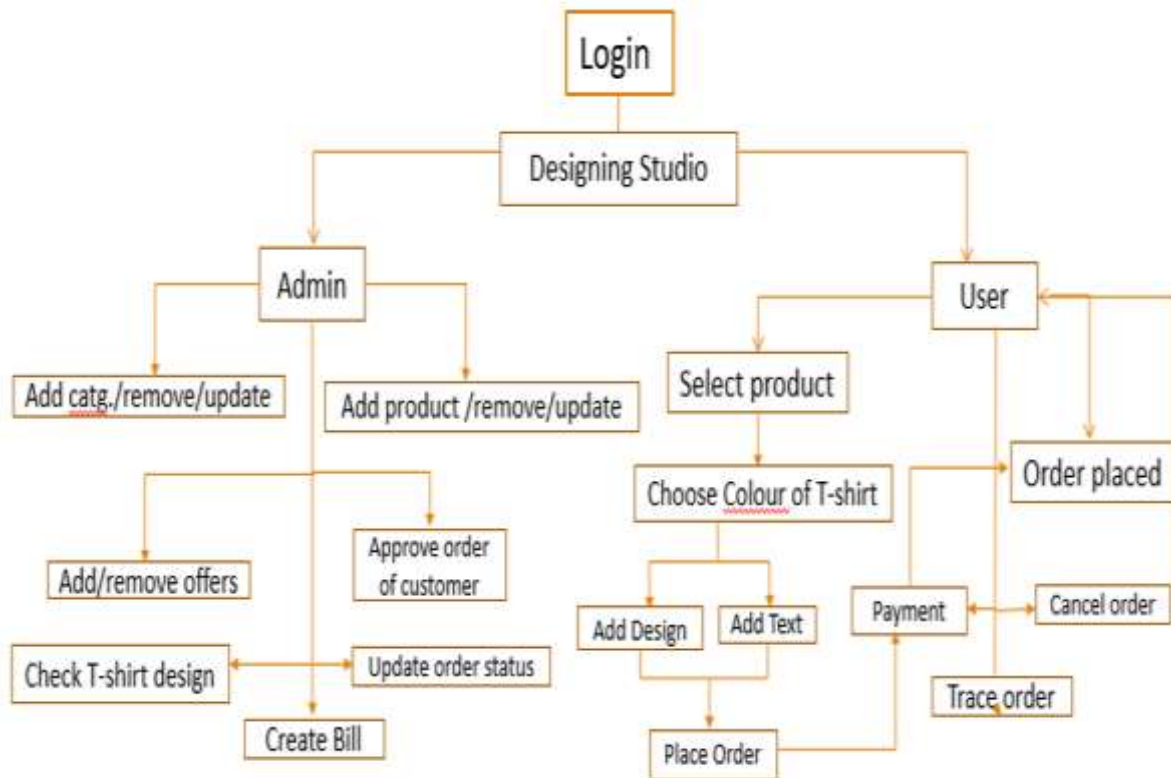
Methodology

The proposed system is "**Make Own Fashion**". Basically, it is a website that provides a user-friendly environment in which intended users are common people. This application allows customers to design their T Shirts from their own with the help of available designing tools. Customers register on the website and go to the design studio. In the designing studio they can select any available image, enter any custom text and choose size and color of the T Shirt. After the design is complete, they can place orders and make payment online. Users can register on this website as a '**FREELANCER**' and as a '**CUSTOMER**'. After getting registered the Freelancer gets an interface where he/she needs to put up his details and build the profile. On completion of this user will see the instructions page where all the necessary information like how to operate the website and some other features will be there. On the other hand, it is compulsory for customers to register but if they want to place an order or they want to design T-shirts, they have to compulsorily register. After registration customers can sign up, sign in, and be able to see all printed. T-shirts of other designers and design their own in which they have to select T-shirt color, add text, choose Font, choose Font color, Choose logo, upload an image, apply filters to images, transform text or images, choose T-shirt size and save designs for future references. Customers would be able to add the design to a cart, manage cart and checkout with their credit card to purchase for the order and view their previous orders. After the payment users are notified about the status via message along with unique code. All the profiles and order are recorded in our database.

Incremental Model: - Incremental Model is a process of software development where requirements are divided into multiple Standalone modules of the software development cycle. The Incremental Model is a method of software development where the product is designed, implemented & tested incrementally (little more is added each time) until the product is finished. It involves both development & maintenance. The product is defined as finished when it satisfies all of its requirements. This model is the SDLC approach (Software Development Life Cycle). It processes for creating high quality software. The model goes through all the phases.



Flow Diagram



Are you looking for custom style bulk t-shirts? We are working with people just like you—your Custom T-shirts printing expert for school, college, team, company, or any life's event also. **Contact Us!**

Overview:



✓For different companies & industries.



✓For schools, colleges & other organizations.



✓For Team jersey & kits. Like IPL Teams.

Technology Used

HTML, CSS, JS and Java. Java is a programming language and a platform. Java is a high level, robust, object-oriented and secure programming language and Sql for databases.

Expected Outcome

The expected outcome of the project is to put in place new solutions for Online Printed T-shirt Designing as per the end user expectations; so that the accuracy, speedup, digitization of the system will be enhanced.

- **Optimized website** - Users find the available size or colour, saving time, resources and energy.
- **Branding** - Every year thousands of new businesses get started. This is making little challenging for companies to get the attention of their target audience. In order to spread the word about the company and grab the attention, companies have started making use of custom t-shirts by adding different features which will attract the users.
- **Less Costly**- As compared to other forms of advertising like hoardings, T.V, etc. custom t-shirts are one of the most cost-effective ways to promote business. Online t-shirt maker tools have also made it easy for people to design shirts or t-shirts for any occasion. In addition to this, a good quality t-shirt has a longer shelf life, helping brands in gaining visibility for a longer period. This has increased the demand for t-shirts.
- **Promoting A Safe Planet**- Now-a-days, people have become more aware and concerned about the environment. It is making them use eco-friendly products. Not only do these t-shirts have quotes that motivate people to protect the planet, but they also use minimal energy and carbon. Why not consider setting up an environmentally friendly t-shirt printing company? After all, there is no planet B!
- **Build an E-Commerce Platform**- To have an online store, you need to first choose an e-commerce platform. You can either choose to have a self-hosted platform or a hosted platform. The advantage of having a self-hosted platform is that it helps you in creating e-commerce solutions on your own. You can edit your design and can have endless SEO options as well. However, if you choose to have a hosted platform, it will cost you less, compared to a self-hosted platform. But the platform will not allow you to make any editing in your design if you go for a hosted platform.

Result Discussions

The major findings related to buying habits and behavior was revealed from the study in e-shopping habits of Indian consumers in India. Shopping by visiting shops, malls or retail outlets is more time consuming. Hence, many people preferred to shop online. The online shopping habits are gaining a quick market and are growing every year because of the increasing Internet usage of people and availability of Internet connections on mobile at cheaper rates. The present study also highlights that there is no significant relation between use of discount coupons and occupation. This implies that discount coupons are emerging as an attractive feature calling for more consumers to shop online. The study found that the preferred mode of payment for e-shopping is cash on delivery (COD).

Conclusion

The Expected Outcome of this project will be a user friendly & useful online website in which users can register or easily login and access the designing studio in which they can create customize design using a wide range of Colors & Design, select any image, enter any custom text & choose size and color of T-shirt. And place the order & make a safe payment successfully. (here they save their precious time and can also follow the Digital and cashless India mission). After that T-shirt & happiness will be delivered to their door steps.

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