



CustomIt: Custom Your Happiness

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ABSTRACT

CustomIt is an application that will provide customers a service to customize a product the way they want it to be. Customers can customize products like clothing, accessories, resin arts, illustrations, gifts and handicrafts. Our application consists of login accounts for Admin, Customers and Vendors. The admin will be the one who will look after the all the activities of customers and vendors. The vendor's account is for vendors who will customize the product as per the customer's needs. Vendors will receive a list of orders and he will have a privilege to accept the order or not. The customer will have choice to choose the vendor they want from the list of vendors available on the platform. The customer can leave their feedback for other customers by filling the feedback form available on the platform. For full-fledged customizations of products, we have provided a chat box, where the customer can have conversation with the vendor and can give the detailed information about how he wants the product to be. Our application will help user to find authentic vendors and vendors would find a bulk of audience without any publicity.

Key word: Admin, Vendor, Customer, Feedback form, Service, Customizations, functionality, Chat box.

Introduction

The main objective of this application is to provide a platform where customers can get their products customized from the vendors very easily. In recent years, customization websites have been popping up everywhere. People can customize products to their own liking, giving them a unique and personalized experience. But there are some downsides to these platforms which includes high costing, limited to printing-based customization only, trust issues and most being foreign based. Also, the platforms available don't sale in single units hence taking this issue in consideration we decided to create a platform called "CustomIt". Our application aim is to achieve the following:

- The need for searching different types of customization place to place will be reduced.
- Vendors will be benefited as they would sell their products themselves.
- Small scale selling vendors will get high number of public or audience.
- Variety of options will be available for customers.
- Customers can choose their choice of vendor to purchase from

Now days people who are passionate about getting customized products don't get such a platform where end-to-end customization of product can be done. Existing systems are limited to printing based customization of products only. Platforms till date available for end-to-end customization of product are available in service for wholesale dealers only. These platforms also don't give customers a choice to choose their seller. Most of them are foreign based hence charging high cost along with trust issues.

E.g., During Covid various customization businesses opened over Instagram. Some of them closed after some months due to:

- Lack of required audience due to unskillful marketing or branding.
- Customers can't judge if the vendor is authentic or fraud.

- People interested in customized products needs to search different vendor for different variety customization.

The Vendors can join our platform and can take orders from customers this will make a source for vendors to get customers without working on publicity and advertisements of their products. The platform will work for them to give them customers. Our platform works very well for the customers who are searching a right place to get their own customized products at reasonable prices, zero trust issues and most importantly in single units. Customer can directly communicate with the vendor and modify the product as he wants using chat box. Customer will get the preview of the order before it is set for delivery so that if incase customer wants to modify it more or wants to make some changes in it, he can. Sometimes a same product customization can be provided by different vendor at lower cost, hence it provides a customer a choice to choose the vendor he wants. So, a very detailed approach for providing satisfaction to customer requirements by providing Right and Quality product will be taken by the platform. The customers who already used our service can leave their feedback for other customers this will help other customers to know more about the service provided by our platform.

Survey and Specification

- Customized products can command a price premium, and consumers may accept longer wait times for bespoke items.
- Existing systems are limited to only printing based customization of products.
- Platforms till date available for end-to-end customization of product are only limited to wholesale dealers.
- Existing platforms don't give customers a choice to choose their seller.
- Products on existing platforms can't be customized as it is as customer wants.
- Platforms available are foreign based hence charging high cost along with trust issues.

Literature Review

In the contemporary market landscape, an increasing number of brands are embracing the concept of immersive, computer-simulated environments that empower consumers to personalize their products. Noteworthy instances include Nike's customizable sneakers, Lancôme's tailored foundation matching various skin tones, and Amazon's exploration into selling personalized clothing tailored to individual measurements. This surge in customization reflects a strategic shift among businesses to cater to diverse consumer preferences. Despite this trend, the demise of Shoes of Prey underscores the presence of substantial variation in consumer preferences regarding product customization. While extensive research provides an overarching view of the potential demand for mass customization, it is crucial to recognize the nuanced differences among consumers. According to US statistics, 62% of online shoppers have engaged with brands offering customized experiences or services, indicating a widespread interest in personalization. Furthermore, studies suggest that customized products can command a price premium from consumers, and customers may be willing to endure longer wait times for these bespoke items.

In the current landscape, individuals passionate about personalized products face a challenge finding platforms that offer comprehensive end-to-end customization. Existing systems primarily focus on print-based customization, limiting the scope of personalization. Moreover, available platforms catering to end-to-end customization are often restricted to wholesale dealers, leaving individual enthusiasts with few options. Current platforms lack the flexibility for customers to choose their preferred sellers, and the existing foreign-based options bring concerns of high costs and trust issues. Our platform addresses these issues, providing a holistic solution. By using our platform, customers will no longer need to scour different places for various customization needs. Vendors stand to benefit by directly selling their products, particularly advantageous for small-scale sellers due to increased exposure to a larger audience.

Our platform not only addresses the limitations of existing systems but also offers a diverse range of customization options for customers. The unique feature of allowing customers to choose their preferred vendor adds an extra layer of personalization to the purchasing experience. With these innovations, we aim to revolutionize the customization market, providing a seamless and flexible platform for both vendors and customers.

Discussion and Methodology

To use our CustomIt app, you'll need an account, and you can choose to be a customer or a vendor. When you open the app, you'll start on the login page. If you don't have an account, you can easily create one. By default, the app works as a customer account, but you can switch to a vendor account in the settings.

On the homepage, you'll find options to explore categories, check your cart, read messages, and view your profile. As a customer, you can browse different customizable products, select what you like, and place an order. The exciting part is communicating with the vendor to customize your chosen product. They'll show you a preview before finalizing it. Once you're happy with the customized product, it goes into the delivery process.

CustomIt makes the journey from customization to doorstep delivery smooth and enjoyable, connecting customers and vendors in the world of personalized products.

Key Partner Local vendor	Key Activities User customize their products Vendors produce customized products.	Value propositions Customer : Vendors produce customized products. Vendors : Make customization as per the customer request.	Customers Relationships Chatbox Feedback	User Segment Customer : Customer who want to purchase product. Vendors : Vendor who want to sell product.
	Key Resources Local vendors use of latest technology.		Channels Application	
Cost Structure Application maintenance and Digital-marketing			Revenue Streams Basic plans and Customer order Commission	

Figure 1. BMC Diagram

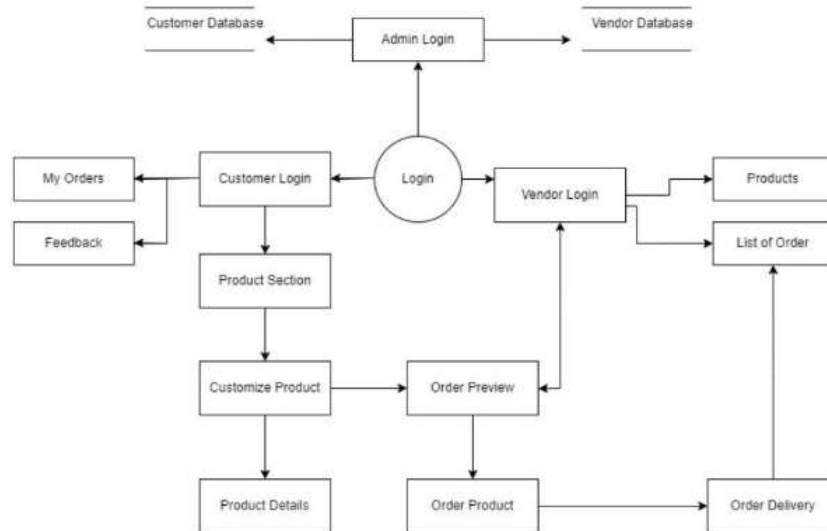


Figure 2 Data Flow Diagram

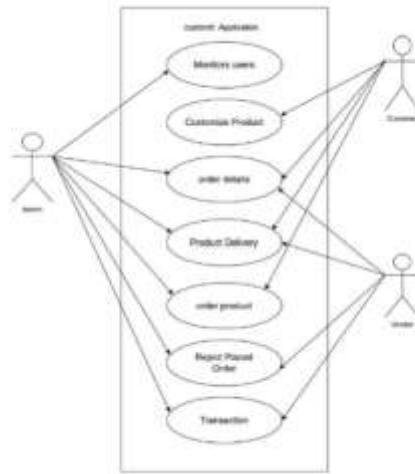
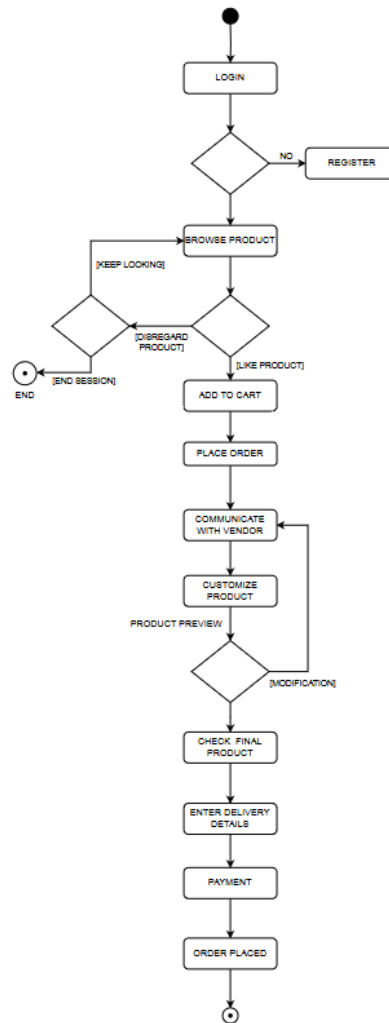


Figure 3. Use Case Diagram



Conclusion

Recognizing the limitations of current systems, we introduce a revolutionary solution – the CustomIt Application. This platform empowers vendors to directly showcase and sell their products to customers, fostering a more personalized and rewarding experience. Unlike existing systems, CustomIt not only grants customers the freedom to customize their products but also serves as a lucrative avenue for small-scale vendors to thrive.

In essence, CustomIt bridges the gap between customers seeking unique, personalized items and vendors eager to showcase their craftsmanship. This innovative application is poised to transform the way products are bought and sold, creating a win-win scenario for both customers and small-scale vendors. Welcome to a new era of customization and entrepreneurship with CustomIt!

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