

# 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