



International Journal of Innovative Research in Science Engineering and Technology (IJIRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)



Impact Factor: 8.699

Volume 14, Issue 3, March 2025

Enhancing Tailored Fashion Experiences through Digital Platform: Analysing Core Functionalities of StitchGo

Smita Chauhan

U.G. Student, Department of Computer Science and Engineering, Parul University, Vadodara, Gujarat, India

ABSTRACT: In response to the evolving landscape of bespoke fashion in India, this project introduces an innovative platform that seamlessly connects users with tailors and designers. By consolidating diverse fashion offerings into a single, user-friendly interface, the platform enhances the shopping experience through intuitive navigation, aesthetic design, and secure transactions. Grounded in extensive market research and user feedback, it empowers individuals to explore unique designs and express their personal style. This transformative solution not only simplifies fashion customization but also paves the way for a more accessible and creative future in the fashion industry.

KEYWORDS: Fashion Industry, Fashion Designer, Tailors, Tailoring Market, Centralized Platform, User Friendly Design, Innovation

I. INTRODUCTION

In the bustling landscape of the Indian tailoring market, where creativity meets craftsmanship, StitchGo emerges as a transformative force, poised to revolutionize the way users interact with tailors and designers. With the market valued at a substantial 27000 crore and growing steadily at 12 percent annually, the need for innovation and accessibility has never been more pressing. StitchGo steps into this arena as a beacon of change, offering a centralized platform that seamlessly connects users with skilled artisans, facilitating the creation, discovery, and acquisition of tailor-made designs.

At its core, StitchGo embodies the essence of convenience, creativity, and community engagement. Through intuitive features and streamlined processes, users can explore a vast array of unique designs, engage with talented artisans, and facilitate transactions with ease. But StitchGo is more than just a platform; it is a vibrant ecosystem pulsating with energy and innovation. By fostering a sense of community and collaboration, StitchGo empowers both users and service providers, driving growth opportunities and pushing the boundaries of traditional tailoring practices.

With a clear understanding of the challenges plaguing the industry—limited accessibility, inefficient connection methods, and fragmented markets—StitchGo stands as a beacon of change, offering a solution that addresses these pain points head-on. By bridging the gap between users and service providers, StitchGo not only enhances the overall user experience but also catalyses growth and innovation within the Indian tailoring market. Welcome to StitchGo, where creativity knows no bounds, and possibilities are endless.

II. LITERATURE SURVEY

[1] Mobile Application Design for a Unified Platform of Boutiques and Tailors

Author: Abhishesk Bhushan

The project explores the integration of traditional tailoring with digital platforms, focusing on e-commerce impact, demographic trends, and user experience. It aims to enhance collaboration between fashion and UX designers and provide guidelines for managing online boutiques.

[2] Development of Mobile Application to Link Tailors and Consumers for Easy Order Placement

Author: Ms. Rugveda Bipin Pisat

"Touch and Stitch" connects tailors and consumers, allowing users to browse stitched garments and place custom orders. It simplifies the selection process and received positive feedback from 50 tailors and consumers, addressing the fast fashion industry's challenges.

[3] Web-Based Application for Freelance Tailor

Authors: Diana Teresia Spits Warnars, Muhammad Lutfan Nugraha, Harco Leslie Hendric Spits Warnars
A web-based platform empowering freelance tailors to showcase skills and boost income. It streamlines customization and transactions, offering consumers an interface to explore and purchase clothing within their budget.

[4] Darasal-Tailor's App (A Business Management App for Tailors and Fashion Design Enthusiasts)

Author: Termitope Ogundipe

The app streamlines order management, client interaction, and payment tracking. It enhances productivity, minimizes errors, and provides secure access to past records, helping tailors focus on creativity while managing operations efficiently.

[5] Digital Tailoring App

Authors: Adesh Gaikwad, Gauri Ingale, Ansh Lutade, Pranav Satav, Tanmay Kadam, Prof. Renuka Gavli
An automated tailoring management system that handles booking, measurements, and customer data. It improves efficiency and accuracy through features like body scan technology and online accessibility, streamlining processes and enhancing customer experience.

III. SYSTEM DESIGN

StitchGo is a cutting-edge platform designed to streamline the connection between users and skilled tailors and designers. With an intuitive interface, it allows users to explore diverse design portfolios, provide feedback, and collaborate on custom creations. The platform ensures seamless and secure transactions, enhancing user experience and satisfaction. Through continuous improvement and user-driven innovation, StitchGo is set to redefine the tailored fashion industry.

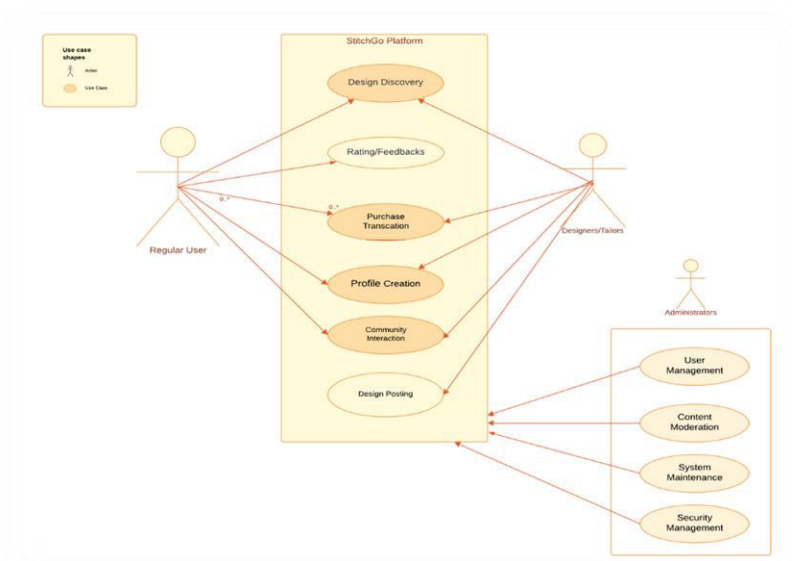


Fig. 1. Use Case Diagram

IV. EXPERIMENTAL RESULTS

StitchGo app effectively transforms the Indian tailoring market through seamless integration of Firebase, Figma, and Flutter with Dart. Firebase ensures secure authentication, real-time data storage, and smooth communication, allowing users to register, log in, and manage orders effortlessly. The app's intuitive UI/UX, designed with Figma, enhances user engagement from profile management to design exploration and order tracking. Flutter and Dart bring these designs to life, providing a responsive and scalable experience while efficiently handling user data, orders, and communication. Rigorous testing across devices using Firebase Test Lab and Android emulators ensures compatibility and smooth performance. Continuous monitoring and optimization further guarantee convenience, reliability, and innovation, redefining the tailoring experience for both users and service providers.

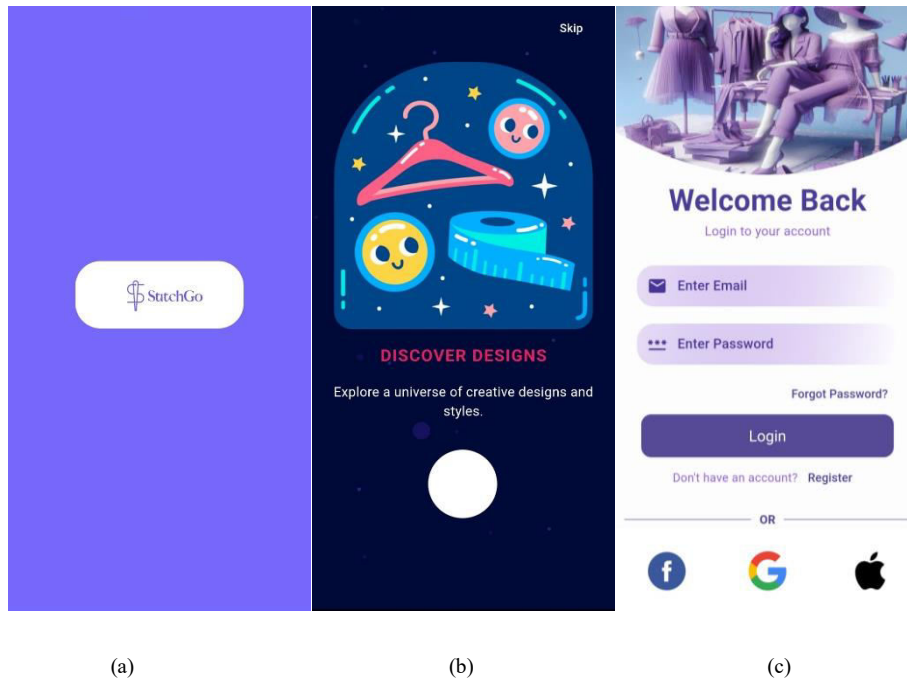
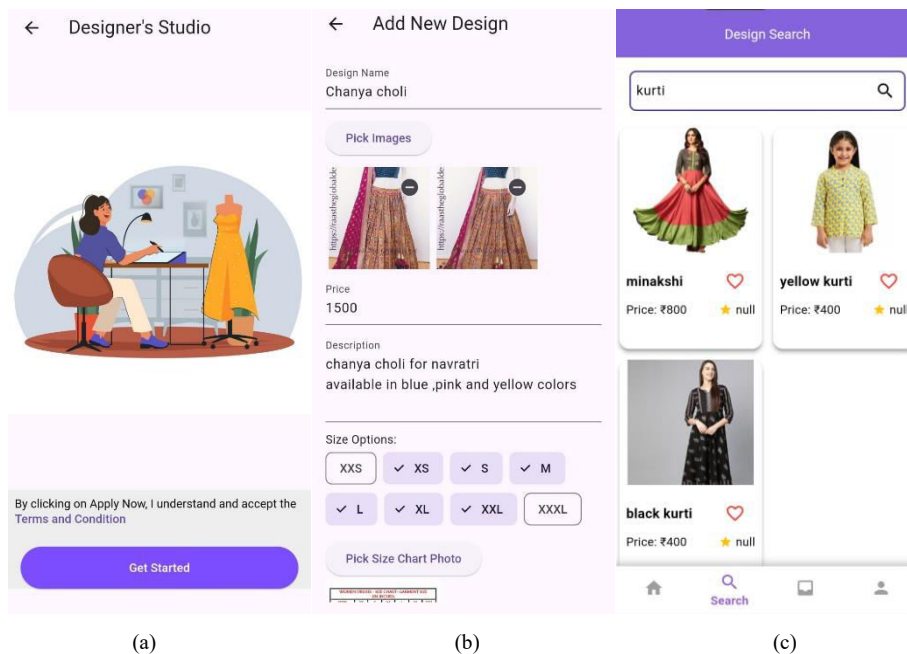
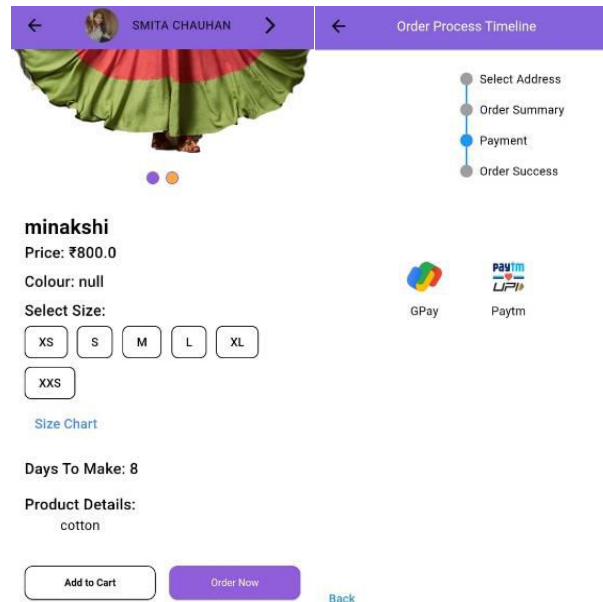


Fig. 2. Onboarding and Authentication Screens (a) Splash Screen (b) Onboarding Screen (c) Login Screen





(d)

(e)

Fig. 3. StitchGo Application Screens (a) Designer's Studio Screen (b) Designer's Post Design Screen (c) Design Search Screen (d) Design Purchase Screen (e) Payment Process Screen

Fig. 3 illustrates the some of the core functionalities of the StitchGo app. (a) The Designer's Studio Screen allows designers to register and showcase their work. (b) The Designer's Post Design Screen lets them upload designs. (c) The Design Search Screen helps users explore and filter designs. (d) The Design Purchase Screen enables order placement. (e) The Payment Process Screen handles secure transactions.

V. CONCLUSION

StitchGo, built on the Flutter framework, revolutionizes the fashion industry by seamlessly connecting users with tailors and designers. With its user-friendly interface, it allows users to explore, rate, and purchase unique designs while providing valuable feedback. By emphasizing transparency and trust through user ratings and integrated payment gateways, StitchGo simplifies the search for custom clothing and fosters creativity and collaboration within the fashion community. This innovative platform sets a new standard for personalized fashion experiences, driving innovation and connectivity in the industry.

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