MAD Tailor Mobile Application

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Abstract

This research project "M.A. D Tailor" aimed to develop a comprehensive mobile application platform that would build strong connections between customers, designers, tailors, and boutique owners in Oman's custom fashion industry by replacing the traditional business processes often time-consuming, lack seamless communication channels, and facing difficulty in getting measurements and design preferences. This interactive mobile app simplifies order shipment and customization processes, streamline the industry's operations, enhances user experience, simplifies order placement, and facilitates services that would meet customer's needs and satisfaction within the Omani community.

Further, the study employs a quantitative research methodology using a structured questionnaire to gather data from the key stakeholders including customers and business owners in the fashion industry sector. This helped the research identify the gaps between the current fashion ordering processes and suggest improvements, ensures that app design elements such as user interface, ordering processes are user friendly, and determine the market demand on digital solutions. identifies potential barriers. The development of the application follows agile methodology, a flexible and iterative approach that ensures responsiveness to user requirements throughout the project life cycle. This method has proven effective in refining the software design process, allowing workflow efficiency, and enabling continuous improvement based on the users' needs and feedback.

To evaluate the users' satisfaction of the newly developed app, a comprehensive study was conducted among key stakeholders and potential users. There were fifteen (15) participants of the study. The results showed that 95% of the participants were satisfied with the functionalities of the mobile application and expressed confidence in the design approach's effectiveness. To further enhance user experience, the researchers performed a series of tests on initial prototypes, which highlighted the need for certain improvements. These included clarifying specific features like the "Video Tutorials" function and refining the user interface through enhanced gestures and icons. It offers a range of innovative features that make it both unique and comprehensive including multiple options for placing custom fashion orders and delivering personalized recommendations based on users' preferences and needs. The app enables clients to make bespoke requests, allowing them to obtain exclusive pieces tailored to their measurements and tastes, thus enhancing user satisfaction and loyalty to the platform.

In conclusion, the research project has achieved an 80% success rate, reflecting a high level of accomplishment in meeting project goals and fulfilling the needs of target customers. The app delivers a distinctive digital experience that connects all key players in the custom fashion field, thereby building a comprehensive digital environment that facilitates effective communication between clients and designers and offers innovative solutions aligned with the demands of the digital age. Through this application, customers in Oman now have convenient access to top-tier custom fashion designs, while designers and boutique owners are able to expand their businesses and reach a broader audience. This opens new avenues for growth and strengthens the position of the Omani fashion industry. The application stands as a pioneering platform, being the first of its kind in Oman, the Gulf region, and the Middle East.