A RESEARCH ON INTELLIGENT AGENT SYSTEM FOR FASHION CLOTHING USING KANSEI ENGINEERING

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DISEDIAKAN OLEH :

ANITAWATI MOHD LOKMAN

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Puan

KELULUSAN MEMBIAYAI PROJEK-PROJEK SCIENCEFUND DI BAWAH RMKe-9

Dengan hormatnya perkara di atas adalah dirujuk.

Sukacita dimaklumkan Jawatankuasa Kelulusan MOSTI telah meluluskan kertas cadangan puan dan membiayai projek penyelidikan di bawah dana *ScienceFund*.

Penyelidikan yang diluluskan adalah seperti berikut:

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Kami mengucapkan tahniah kepada puan kerana berjaya mendapatkan peruntukan *ScienceFund* ini dan semoga berjaya menyiapkan projek penyelidikan ini dengan cemerlang.

Sekian, harap maklum.

Yang benar

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5. Report

5.1 Proposed Executive Summary

The study intends to implement Kansei Engineering in the design of an intelligent agent system for fashion clothing. The proposed system will read potential buyer's constraints, such as purpose, desire, age, and budget. The system will process the data and retrieve suitable fashion clothing from the database according to the results of Kansei evaluation and social constraints. Ultimately, the system will send clothing details to an avatar that advise the details to buyer, and display a list of possible fashion clothing including details as proposal to the potential buyer.

5.3   Introduction

The growth of e-Commerce is very encouraging over the past recent years. According to research done by Forrester in 2007 (http://www.forrester.com), online sales are expected to rise 18 percent to $259.1 billion as compared to $219.9 billion in the previous 2006, and previous years have seen approximately 25% year-to-year increase. This shows that e-Commerce, which is the medium of online sales, has become more important than ever.

Likewise, according to the first part of The State of Retailing Online 2007 (http://www.forrester.com/SORO), Americans last year spent more online on clothing than they did on computers for the first time in history. Apparel has taken over the top spot in terms of online sales volume. Online clothing sales are forecast to hit $22.1 billion in 2007, and 10 percent of all clothing sales are expected to occur online in 2007. The report suggests that one of the reason why the clothing category has experienced strong sales is because the online retailers are integrating new technologies onto their sites including rich imaging, where customers can zoom and rotate merchandise or see the item in different colors before buying, all of which eases the mind of a customer who is hesitant to purchase apparel online.

Corresponding to the facts, in the effort to encourage purchase, online shopping sites provide diverse techniques to help consumers find products to purchase. Clothing e-Commerce provides recommender system to give choices according to buyer's preferences. Recommender Systems act as personalized decision guides, aiding users in decisions on matters related to personal taste. However, current recommender systems tend to be short-sighted in nature and usually focus on the narrow problem of pushing a set of closely related products that try to satisfy the user's current need. Most e-commerce recommender systems analyze a large amount of