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"Reflect Me": business process modeling and management of "smart mirror" product development teams

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Introduction: The Reflect Me project aims to revolutionize online clothing shopping with the help of innovative virtual fitting room technology. The relevance is due to the problems of incorrect choice of sizes and colors during online purchases, which leads to a high level of refunds and doubts about further purchases. The goal of the project is to increase the accuracy of sizing and improve the online shopping experience. Tasks include the development and implementation of advanced machine learning and artificial intelligence technologies to create a personal virtual fitting.

The main part: Over the past two years, the Reflect Me team has developed and successfully implemented a virtual fitting room using the B2B2C approach. Thanks to this, it was possible to significantly improve the online shopping process, reducing the level of refunds and increasing the accuracy of clothing sizing. The main focus was on the application of team management practices, as well as the use of Scrum [1] methodology, adhocracy and the principles of PAM, TAM, SAM, SOM [2] for effective work and achieving goals. We fully write the business plan, marketing research and all of this allowed a team of 20 people to successfully implement the project, offering the market a qualitatively new product.

Conclusion: Working on the Reflect Me project, a team of 20 people has proven the effectiveness of using modern management and planning methods. The application of the PMBoK methodology, as well as the PAM, TAM, SAM and SOM strategies, has made it possible to successfully develop and implement innovative virtual fitting room technology. This success not only confirms the capabilities of the team, but also opens up new prospects for the development of online shopping, making it more convenient, accurate and enjoyable for users around the world.

List of sources used:

1. Scrum Example: A Real-Word Scrum Example for Top Agile Teams [Electronic resource] – URL: <https://www.scrum-institute.org/>
2. PAM,TAM,SAM,SOM- Tools of Market Size Analysis [Electronic resource] – URL: <https://itatororders.in/blog/pamtamsamsom-tools-of-market-size-analysis/>

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