

H&M SmartFit: Your H&M AI Assistant

H&M SmartFit is an AI-powered assistant designed as a size recommendation and visualization tool, helping users accurately select their ideal size while allowing them to see how clothes might fit their body type before making a purchase. By leveraging body measurements, past purchase data, and fit preferences, SmartFit enhances shopping confidence, reduces return rates, and improves the overall online shopping experience at H&M.

Product Manager: Dooshima Nenchi

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Mentor: Sam

Summary

H&M SmartFit is an AI-powered assistant designed to help users select the right size by allowing them to input their body measurements (height, weight, and fit preference), with an optional photo upload for privacy-conscious customers. Available on H&M.com and as a mobile app, SmartFit enables users to visualize how clothes will fit their body type through AI-driven overlays generated based on their measurements. This feature provides a clearer representation of how a clothing item will look without the need for physical try-ons. Additionally, it offers personalized size recommendations based on past purchases, enhancing the overall shopping experience.

Overview of problem statement

Online shopping offers convenience, but uncertainty in sizing remains a significant challenge for H&M shoppers, often leading to hesitation, abandoned carts, and high return rates. Many customers struggle with choosing the right size, as standard size charts lack personalization and do not account for individual body variations. Despite existing size guides, shoppers often rely on trial and error, resulting in frequent returns due to poor fit.

Problem Statement: How can H&M online shoppers have a better experience when selecting clothing using AI, thereby optimizing online sales and reducing return rates?

Goals

1. Make it easy for customers to select accurate sizes before purchasing products.
2. Reduce returns caused by incorrect sizing.
3. Enable customers to visualize how clothes will fit their body type through AI-driven overlays.
4. Make it easy for customers to make informed size decisions quickly and confidently.
5. Drive revenue

Non-Goals:

1. Handle customer service inquiries.
2. Replace the existing size chart completely.
3. Predict fashion preferences.

User Stories/Use Cases

Persona	User Story and job to be done
First Time Online Shopper Struggling with Sizing.	As an H&M online shopper, I want to receive accurate size recommendations based on my body measurements so that I can avoid returns due to poor fit. As an H&M online customer, I want to visualize how clothes will fit on my body before purchasing so that I can shop with confidence and avoid buying clothing that doesn't fit. As a privacy-conscious H&M online shopper, I want to receive accurate size

	recommendations without uploading a personal photo, so that I can maintain control over my privacy.
Returning H&M Customer	As a returning H&M customer, I want to see personalized size recommendations based on my past purchases, so that I can quickly find my best fit without trial and error.
H&M Executives	As an H&M Executive, I want to reduce return rates caused by incorrect sizing, so that I can minimize costs related to returns on shipping and logistics. As a business stakeholder, I want to increase conversions by improving shopper confidence in size selection, so that I can boost sales and customer satisfaction.
H&M Customer Support Representative	As an H&M customer service representative, I want to have a clear understanding of how SmartFit works, so that I can better assist customers with sizing concerns. As an H&M customer support service representative, I want to minimize customer support time/resources spent on inquiries related to size issues and return requests. As an H&M customer service representative, I want to reduce unnecessary returns due to sizing issues so that I can help optimize company operations and lower costs.

Customers Impact

For customers, H&M SmartFit will offer a seamless and accurate way to determine their ideal clothing size, reducing the uncertainty associated with online shopping. By allowing users to input their body measurements (height, weight, and fit preference) and receive size recommendations, this solution will help address the frustration of inconsistent sizing across different clothing categories. Additionally, it will minimize the time spent reading size charts and customer reviews, making the shopping experience faster and more efficient. Ultimately, it will help lower return rates due to sizing issues and enhance overall customer satisfaction with their purchases. Check out the [Research Synthesis](#) for more information about the customer pain points driving this project.

Business Impact

SmartFit will provide valuable customer insights for H&M, allowing the company to make data-driven business decisions across key aspects of the business, including:

1. What are the primary reasons for size-related returns?
2. How effectively does SmartFit reduce return rates?
3. Which sizes should be stocked more or less in specific regions.
4. Which future product designs should be improved based on size trends across different demographics.
5. How many customers engage with SmartFit before making a purchase?
6. What percentage of items are purchased using SmartFit recommendations?

All of the above will help achieve the following outcomes:

1. Reduce return rate due to size related issues.
2. Optimize inventory management by stocking the right sizes in the right regions.
3. Enhance customer confidence and satisfaction, leading to higher conversion rates.
4. Increase engagement with AI-driven size recommendations, improving the overall shopping experience.
5. Provide data-driven insights to refine future product designs and sizing standards.

Alternative Solutions

Solution	Key Features	Main Benefits	Potential Drawbacks
H&M FitBot (AI Chatbot)	AI-powered chatbot that provides instant size recommendations based on previous purchases, customer reviews, and sizing data.	Offers a conversational and user-friendly experience for shoppers. Helps users navigate confusing size charts and compare sizes across different brands. Uses crowdsourced fit data from customer reviews to improve recommendations. Can proactively suggest better sizes based on the past.	May not be as intuitive for customers who prefer a more visual shopping experience. Customers with low trust in AI chatbots may hesitate to rely on it for size guidance. Requires a robust AI training model to ensure responses are accurate and relevant.
AR-Fit by H&M (Virtual)	Augmented Reality (AR)	Provides real-time visualization of how	Requires device compatibility with

Try-On)	technology overlays clothing onto a digital avatar or the shopper's body using a smartphone camera.	clothes fit different body types. Enhances customer engagement with an interactive shopping experience. Helps customers see styling and proportions before purchasing.	smartphones that support AR technology. Can increase page load times and introduce technical complexities, potentially affecting the shopping experience.
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Proposed Solution: SmartFit H&M

Feature	Description	Benefits
AI-Powered Size Recommendations	Uses customer-inputted body measurements (height, weight, and fit preference) to suggest the most accurate size. Recommended size is based on trends of other customer purchases of similar size, and data from returns based on issues with sizing.	Reduces size-related uncertainty and increases shopping confidence. Minimizes guesswork, leading to fewer sizing-related returns.
AI-Driven Overlay for Fit Visualization	Generates a virtual representation of how clothes will fit based on user measurements.	Allows customers to see how clothes fit before purchasing.

Fit Preference Customization	Allows customers to select their preferred fit (tight, regular, or loose) to adjust size recommendations. Customers can see insights from customers on how they found the fit of the clothing in an AI summary.	Gives customers control over how they want their clothing to fit. Reduces dissatisfaction due to fit preference mismatches.
Personalized Recommendations Based on Past Purchases	Learns from previous purchases and returns to refine future size suggestions.	Continuously improves recommendation accuracy over time.
Optional Photo Upload for Privacy-Conscious Customers	Customers can choose to upload a photo for AI to analyze fit while ensuring privacy controls.	Allows customers concerned about data privacy to opt out of facial recognition. Provides an additional layer of accuracy in fit recommendations.

User Experience

Experience 1: First Time Customer

A new user visits H&M.com or opens the H&M mobile app to browse clothing items.

Shoppers click on the profile icon to create an account/sign up.

They navigate through the product catalog and select a clothing item (e.g. jeans or a jacket).

On the Product Detail Page (PDP), they see product images, available color options, a size guide, a basic size chart, and a pick up location option.

They notice a “Find My Size with SmartFit” button and decide to use it.

The shopper clicks the “Find My Size with SmartFit” button on the Product Detail Page (PDP).

A dedicated SmartFit sizing page appears.

The shopper is prompted to enter their basic measurements:

- Height
- Weight
- Waist circumference
- Chest circumference
- Hips circumference
- Fit Preference (Regular, Loose, or Tight)

They then click the “Go to Visualization” button, which takes them to the photo upload page.

The shopper can choose to:

- Skip the photo upload and proceed by clicking the “Visualize Fit” button or
- Upload a photo for an AI-generated overlay, which dynamically displays how the clothing item would fit their body type.

The shopper can edit size dimensions on the photo upload page.

The H&M SmartFit system analyzes:

- Body measurements
- Fit preferences
- Size trends from other customers with similar measurements

Based on this data, SmartFit provides a personalized size recommendation.

Example recommendation: "We recommend size 10 for a relaxed fit based on your measurements and customer size trends."

If the shopper uploaded a photo, an AI-driven overlay is generated, displaying how the clothing item fits their body type.

The shopper can refine Inputs – Modify measurements, for preferences or re-upload a new photo for better accuracy.

The shopper then clicks on “Check Size Fitting”.

Shopper proceeds to add the item into the cart.

Signed in Shoppers proceed to Checkout and complete the purchase.

First time Guests:

- They are prompted to sign in, Create account|Sign up.
- Shopper inputs sign up or sign in details and completes the purchase.

They receive an order confirmation email and a SmartFit success summary.

Experience 2: Returning Customer Who Previously Used SmartFit and Was Satisfied with the Size Recommendation.

Scenario: A customer who has successfully used SmartFit H&M in a previous purchase and was satisfied with the fit now wants to place another order.

Step-by-Step Interaction:

The customer logs into their H&M account via the website or mobile app.

They browse the latest collections and select a new clothing item (e.g., a dress, or jeans).

Upon landing on the Product Detail Page (PDP), they see the “Find My Size with SmartFit” button.

They select the SmartFit button and since they previously used SmartFit, the system automatically retrieves their saved body measurements and fit preferences.

SmartFit displays a prompt: "Based on your previous selections and successful fit history, we recommend size 10 for this item."

The customer can choose to use the saved recommendation or update their measurements if needed. If they ordered multiple items, SmartFit may provide personalized insights like: “Based on your past orders, this brand tends to run smaller. You might consider sizing up.”

If satisfied, they proceed to add items to cart, then checkout without needing to re-enter sizing details, making the process quick and seamless.

They successfully place the order and receive order confirmation email including a SmartFit success summary, reinforcing trust in the tool for future purchases.

Experience 3: Returning customer who used SmartFit but received an Inaccurate Size recommendation, wants to return the item, improve fit accuracy on SmartFit, and reorder the same item.

Scenario: A customer who previously used SmartFit received an inaccurate size recommendation and had to return the item. Now, they want to refine their SmartFit experience for better accuracy and re-order.

Step-by-Step Interaction:

The customer logs into their H&M account and clicks on the menu icon.

They select customer service from the drop down.

Customer clicks on "Register a return".

The customer begins the return process by filling in their order number and the email address used to place the order.

The customer selects the previously purchased item that didn't fit and sees an option to return the item with feedback.

H&M SmartFit prompts: "Was the size recommendation accurate?"

If the customer selects "Yes," they provide feedback such as:

"The recommended size was too small/large."

"The fit preference didn't match my expectations."

The customer can re-enter their measurements or adjust fit preferences based on past experience. Shopper clicks on "Go to visualization".

SmartFit recalculates and generates a more accurate size recommendation.

An AI-driven overlay is produced, visually representing how the clothing item will fit based on the updated details.

Shopper clicks on "check size fitting".

They receive a prompt asking: Do you want to repurchase the item in a better size?"

The customer selects "Yes" and they select the type of courier to use.

The customer has the option to:

- Modify inputs (measurements, fit preference, or upload a new photo).
- Select the new size recommendation.

They click on the “add to cart” button.

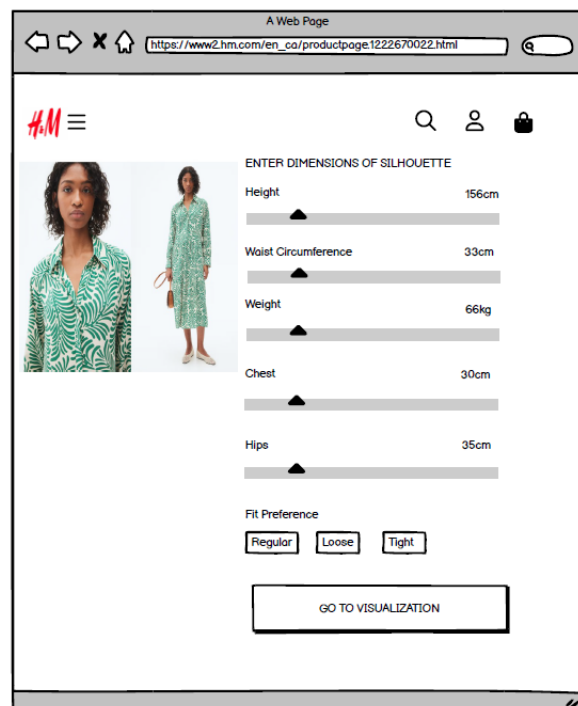
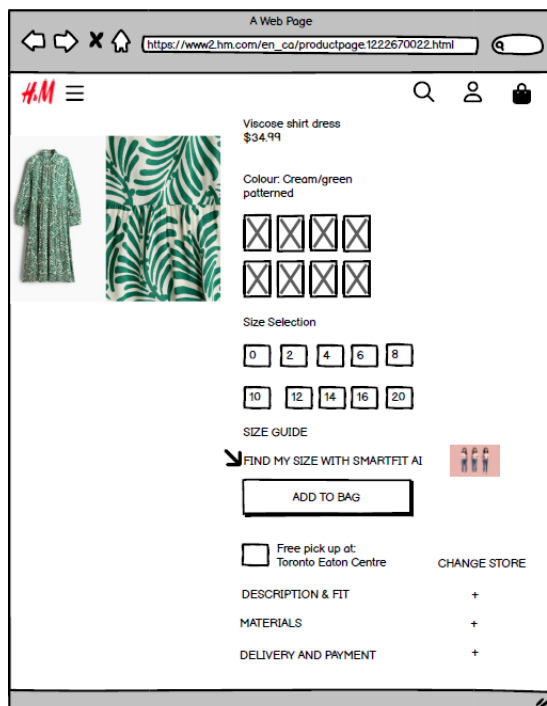
Shopper then proceeds to checkout.

The shopper completes the purchase and receives an order confirmation email, including a SmartFit success summary.

USER FLOW:

Find attached the link to the user flow: [User Flow Link on Lucid Chart](#)

Wireframe:



Functional Requirements

P1 (High Priority): Core features required for SmartFit to function effectively.

P2 (Medium Priority): Enhancements that improve user experience and trust but are not essential for launch.

P3 (Low Priority): Future feature enhancements that add value but are not critical in early stages.

No	Functional Requirements	Priority Level	Justification for Priority Level
1	Allow customers to input body measurements (height, weight, and fit preference) to receive AI-powered size recommendations.	P1	A core feature which is necessary for SmartFit to generate size recommendations. Without this, the system cannot function.
2	Provide an AI-driven visualization overlay to show how clothing fits on different body types.	P1	A key differentiator that enhances user confidence by offering a visual representation of how clothes will fit.
3	Offer personalized size recommendations based on past purchases and returns.	P1	Improves recommendation accuracy and user trust over time, reducing return rates.
4	Provide a detailed breakdown of why a size is recommended, including measurement alignment and past fit preferences.	P2	This requirement will allow customers to understand SmartFit's recommendations and increase adoption.

5	Allows customers to adjust fit preferences (tight, regular, loose) for a customized experience.	P1	This requirement is crucial for catering to individual fit preferences, preventing dissatisfaction with recommendations.
6	Allow customers to save and update their body measurements for future use.	P2	This requirement will improve convenience, reducing the need to enter details for every purchase.
7	Provide an optional photo upload feature for enhanced AI accuracy, allowing privacy-conscious customers to opt out.	P2	This requirement enhances AI accuracy, but is not essential for basic recommendations.
8	Collect post-purchase fit feedback to improve future AI recommendations.	P2	This requirement will help refine future size accuracy, but benefits long-term rather than immediate use.
8	Allow H&M to track SmartFit adoption, usage trends, and customer engagement using an analytics dashboard.	P2	This requirement will help H&M monitor feature effectiveness, but not directly user-facing.
9	Allow H&M generate reports on size trends across different demographics,	P2	This requirement will inform future product development based on customer size

	allowing for product design improvements.		trends.
10	Ensure compliance with data privacy and security regulations (e.g., GDPR) for storing user inputs.	P1	Essential for user trust and legal compliance when handling personal data.
11	Offer a guest mode where users can get size recommendations without creating an account.	P2	Encourages adoption among new users while maintaining convenience.
12	Analyze data on which sizes are most frequently recommended to improve inventory planning.	P2	Ensures H&M stocks the right sizes, optimizing supply chain efficiency.
13	Allow H&M track return rates for customers using SmartFit versus those who do not.	P1	Measures the impact of SmartFit on reducing sizing-related returns.
14	Ensure SmartFit integrates seamlessly with H&M's existing customer database for personalized recommendations.	P1	This requirement will allow for consistent recommendations across purchases and improve personalization.
15	Track AI recommendation accuracy by analyzing	P2	Helps refine the AI algorithm over time for better

	discrepancies between suggested sizes and customer-reported fit issues.		recommendations.
16	Enable targeted promotions for customers based on their SmartFit interactions (e.g., suggest new arrivals in their preferred fit).	P3	Encourages engagement but is more of a marketing feature than a core function.

FAQ

1. How does SmartFit H&M work?

SmartFit uses AI algorithms to analyze your body measurements, past purchases, and customer reviews to suggest the best size for each item. Customers can enter their height, weight, and fit preferences, and for enhanced accuracy, an optional photo upload is available.

2. Do I have to upload a photo to use SmartFit?

No, photo uploads are optional. SmartFit can generate recommendations using just your body measurements (height, weight, and fit preference). The photo option is available for users who want enhanced AI accuracy, but it is not required.

3. Is my personal data safe with SmartFit?

Yes, SmartFit follows strict data privacy regulations (e.g., GDPR compliance). If you upload a photo or input body measurements, this data is secured and not shared with third parties. Users can delete their data at any time from their profile settings.

4. Will SmartFit recommendations be accurate?

SmartFit recommendations are based on customer feedback, past purchases, and AI learning models. While highly accurate, customers can also refer to customer reviews and fit guides for additional guidance.

5. Can I use SmartFit without an H&M account?

Yes. A guest mode allows you to enter body measurements and receive recommendations without creating an account. However, saving your measurements and preferences requires an H&M account.

6. How will SmartFit H&M drive revenue for H&M?

SmartFit H&M will increase conversion rates by offering accurate size recommendations, SmartFit boosts customer confidence, reducing hesitation and increasing completed purchases. SmartFit H&M will also reduce return costs saving H&M millions in reverse logistics, restocking, and refund processing.

7. Does SmartFit replace traditional size charts?

No, traditional size charts will still be available for users who prefer manual sizing selection. SmartFit is designed as an enhanced recommendation tool.

Measuring Success

No	Success Metrics	How to Measure	Why It's Important
1	Reduction in Return Rates	Measure the percentage decrease in size-related returns post-SmartFit implementation. Calculated as: $\text{Return Rate} = \frac{\text{Total Items Sold}}{\text{the number of Returned Items}} \times 100$	Lower return rates reduce operational costs and improve profitability.

2	Increase in Conversion Rates	Track the percentage of customers who use SmartFit and complete a purchase. Calculated as: $\text{Conversion Rate} = \frac{\text{Number of Purchases using SmartFit}}{\text{Total Website/App Visitors}} \times 100$	Higher conversion rates indicate better customer confidence in sizing recommendations.
3	User Engagement & Adoption Rate	Monitor how many customers interact with SmartFit and how frequently they use it.	High adoption rates indicate that the feature is valuable and user-friendly.
4	Customer Satisfaction (CSAT)	Conduct post-purchase surveys and collect Net Promoter Score (NPS) data.	Measures overall customer trust and satisfaction with SmartFit recommendations.
5	AI Accuracy & Prediction Success	Measure how often the recommended size matches the size customers ultimately keep.	Ensures that the AI is learning and improving to enhance accuracy over time.

Milestones and Timelines for SmartFit H&M feature development:

Milestone	Timeline	Exit Criteria (Definition of Done)
Design User Flow & Wireframes	1 week	Map out SmartFit user flow, covering entry points, interactions, and exit points within the H&M website and app. Create low-fidelity wireframes for initial feedback and iteration.
UI/UX Wireframes & Prototyping	1 week	Create high-fidelity wireframes and interactive prototypes for SmartFit. Conduct usability testing with at least 3 H&M online shoppers and refine design based on feedback.
AI Model Development & Training	1 month	Develop initial AI model using H&M's size and purchase data, ensuring it recommends sizes with at least 80% accuracy. Train model on historical sizing and customer return feedback. Integrate with H&M's product catalog.
MVP Development	1 month	Develop SmartFit MVP with core functionalities: body measurement input, AI-driven overlays, size recommendations, and privacy options. Integrate MVP with H&M.com and mobile app.
Internal Testing & QA	2 weeks	Conduct functional, performance, and security testing. Ensure AI recommendation accuracy improved to 85%+. Fix critical bugs (<5%)

		before launch.
Beta Launch (Soft Launch)	1 month	Release SmartFit to 5-10% of H&M online shoppers. Collect engagement data on feature adoption, user interaction, and AI recommendation effectiveness.
User Feedback & Iteration	2 weeks	Analyze beta user feedback and address concerns related to fit accuracy, UI clarity, and privacy settings. Implement refinements to enhance AI prediction quality and improve usability.
Full Product Launch	2 weeks	Roll out SmartFit to all H&M.com and mobile app users. Achieve adoption goals of 30%+ engagement from online shoppers. Ensure feature stability and seamless integration.
Post-Launch Performance Tracking & Optimization	2 weeks	Track return rate reduction, conversion rate improvement, AI recommendation accuracy, and user engagement levels. Implement further optimizations based on live user behavior.

Appendix:

1. [Research Plan](#)
2. [Research Synthesis](#)
3. [User and Use Case Prioritization](#)
4. [User Experience Document](#)
5. [User Flow](#)
6. [Wireframe Mockups](#)
7. [H&M SmartFit Pitch Presentation](#)