Title of DTI Project

Develop a virtual fitting room prototype

Role Profile/Job Description

Help shape the future of online shopping with a British luxury knitwear brand! The Client – a sustainable, independent brand based in Cumbria – is looking for a digital-savvy intern to develop a virtual fitting room prototype for their Shopify e-commerce platform. This exciting project will give customers a personalised, immersive experience when shopping online and help the Client showcase their bespoke garment offerings. Anytime from May 2025 You'll be: - Mapping the customer journey and spotting key improvement area -Researching and comparing AR fitting room tools compatible with Shopify -Building a working prototype using low-code tools or third-party apps - Collaborating closely with the Client team to make sure the solution fits production workflows - Creating a simple training guide to help staff use and develop the system

Duration of internship

300 hrs

Business Overview

The client is an independent British knitwear brand based in Cumbria, crafting timeless garments with a commitment to sustainable practices and ethical production. With a growing online customer base and a strong heritage in custom-made garments, they are exploring the integration of digital tools to enhance customer experience and strengthen their position in the premium knitwear market.

Skills required

UX/UI or digital product design, e-commerce platforms (esp. Shopify), basic prototyping (e.g., Figma or similar), strong communication and research skills.

Location

Cumbria

Start date

From May 2025