

# Style Board

Style Board is a mobile shopping and social media experience that allows users to design their own fashion looks and share them with friends or place the entire ensembles into their shopping cart with one easy tap. The app conveniently stores the users size and preferences so unavailable and irrelevant items are not shown. Once an item has been purchased this information is stored in the users Wardrobe and can be used to mix with other new looks in the future.

## Create Profile

User creates a profile that stores:

- profile name
- user email
- user password
- measurements and or size information
- shipping address
- payment preferences
- multiple profiles can be store in the app

## Settings

User chooses:

- user profile
- wardrobe preferences
- event or occasion

## Create Custom Looks

- user is shown looks according to the event/occasion preferences chosen in settings.
- user can customize looks:
  - regional tap to scroll through available item colors
  - regional swipe changes to new item
  - regional double tap hides item
  - broad swipe from right to left for a new look
  - broad swipe from left to right for previous look
- add entire look to shopping cart
- add entire look to wardrobe
- save look to favorites for sharing and calendar use

## Share

- items saved to favorites can be shared via:
  - facebook
  - twitter
  - email

## Calendar Feature

- user can assign looks to specific days
- can be used to generate a packing or shopping list

## Checkout & Shopping Cart

- a simplified checkout screen will allow users to confirm or change their sizes, colors, and quantities and easily remove items.
- a subtotal including tax and shipping is shown at the top with a simple “checkout” call to action button.

