

Introduction

The Virtual Try-On Mobile Application aims to allow users to try on virtual products (Clothing, Hair & Hairstyles/Haircuts, Footwear, and Accessories) using images from their gallery, web searches, and products posted by businesses/affiliates. This document outlines the requirements and features for individual users and businesses/affiliates.

Phases

Phase 1: Basic Functionality (MVP)

- Individuals can create accounts and log in
- Allow individual users to try on images from their gallery.
- Enable searching and trying on images sourced from the web.
- Individual users can try on products posted on the “Explore page” by businesses/affiliates.
- Integration of social sharing features for both users and businesses/affiliates.
- Businesses/affiliates can create accounts and log in.
- Businesses/affiliates can add products to the app.
- Basic analytics for businesses/affiliates (e.g., number of try-ons, click-throughs on affiliate links).
- Individuals and businesses/affiliates will receive notifications when new products are posted and when users try on products

Phase 2: Enhanced Features

- Users can try different variations of the same product e.g. colors, sizes, etc on the app before making a purchase.
- Businesses can create a virtual shop and receive payment directly on the app.
- Integration of ecommerce features for businesses/affiliates
- Integration with affiliate marketing platforms.
- Integrating marketing features for businesses and affiliates
- Enhanced security measures for user data and transactions.

Number of Users

- Individual Users: Targeting fashion-conscious individuals interested in trying on virtual products.
- Businesses/Affiliates: Brands, retailers, and affiliates interested in showcasing and promoting their products through virtual try-ons.

Features

For Individual Users:

- Account creation and management
- Upload images from the gallery for virtual try-on.
- Search and try on products from the web.
- An “explore page” for discovering products posted by businesses/affiliates.
- Social sharing options for sharing try-on experiences.
- User profile management.
- Notifications when new products to try on are available

For Businesses/Affiliates:

- Account creation and management.
- Product uploading and management.
- Detailed analytics dashboard (try-on statistics, click-through rates on affiliate links).
- Customer engagement tools (e.g., notifications, messaging).

Subscription Plans for Businesses/Affiliates

- Basic Plan: Allows businesses to list a limited number of products with basic analytics.
- Premium Plan: Unlimited product listings, advanced analytics including demographic insights, and enhanced promotion features.
- Enterprise Plan:** Customizable solutions, API access, dedicated support, and advanced integrations.