OUR IDEA

DressApp

Where the idea came from

? The idea stems from the need of many users who find themselves undecided every morning when choosing an outfit. We address both those who want to simplify this daily choice and those who are looking for creative and diverse advice on how to make the most of the items in their wardrobe.

How we developed the idea

? We created a mockup smartphone app that guides users in choosing outfits. In addition, we developed a mockup web page targeting potential fashion companies interested in acquiring profiled data on registered users, useful for market analysis and customized strategies.

Which key points we considered

? The app takes into account the user profile, enriched by information such as height, sizes and integrations with social profiles. By analyzing the clothes in the "wardrobe" section and accounting for laundry and user input, the app suggests personalized and creative outfits on a daily basis.

OUR ASSUMPTIONS

DressApp

1.
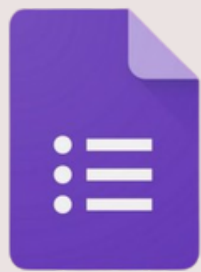People would be interested in our product

2.
Companies would be willing to pay for the data we provide

3.
Potential users would not be concerned with our usage of their data

What we used to test our assumptions?

Google Forms

Gmail

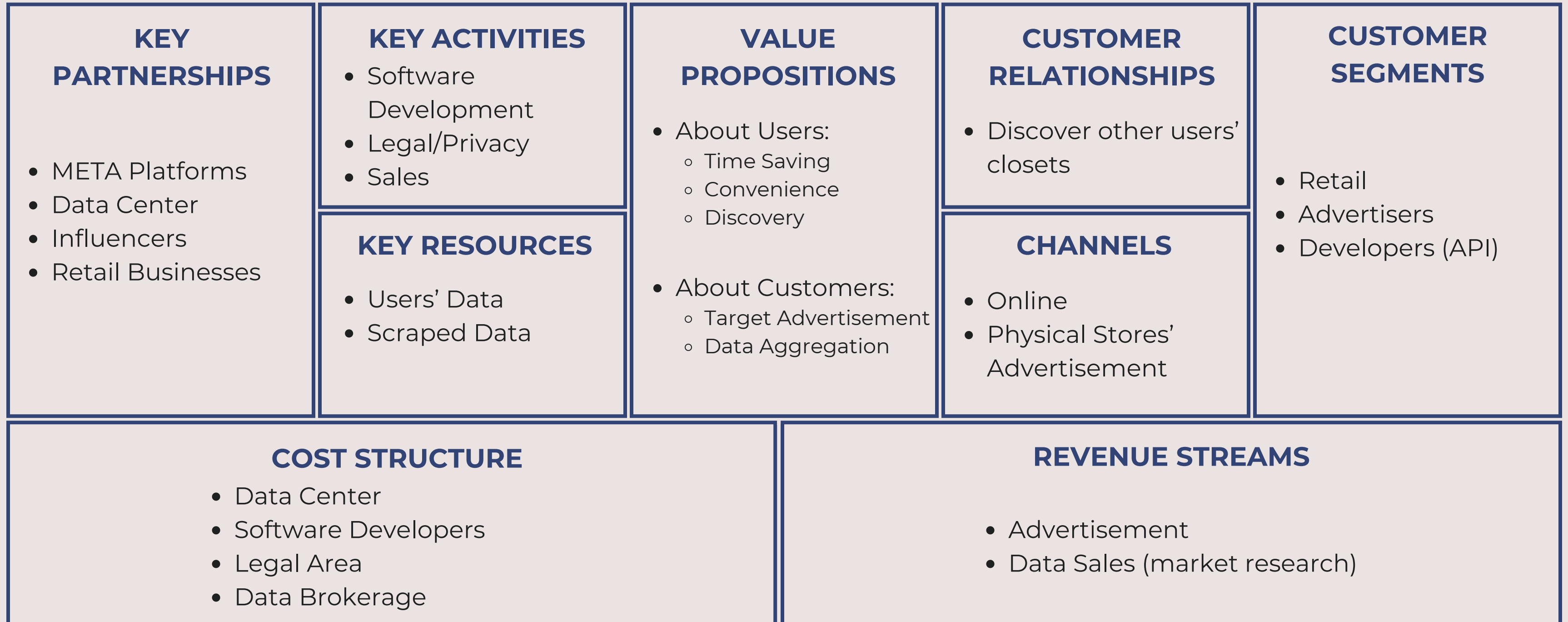*Ways with which we plan on growing:*

- **VIRAL ENGINE**
We get new customers using word of mouth

- **PAID GROWTH ENGINE**
We get new customers using advertisements

OUR BMC

DressApp

KEY PARTNERSHIPS

- META Platforms
- Data Center
- Influencers
- Retail Businesses

KEY ACTIVITIES

- Software Development
- Legal/Privacy
- Sales

KEY RESOURCES

- Users' Data
- Scraped Data

VALUE PROPOSITIONS

- About Users:
  - Time Saving
  - Convenience
  - Discovery

- About Customers:
  - Target Advertisement
  - Data Aggregation

CUSTOMER RELATIONSHIPS

- Discover other users' closets

CHANNELS

- Online
- Physical Stores' Advertisement

CUSTOMER SEGMENTS

- Retail
- Advertisers
- Developers (API)

COST STRUCTURE

- Data Center
- Software Developers
- Legal Area
- Data Brokerage

REVENUE STREAMS

- Advertisement
- Data Sales (market research)

DressApp

USERS' MVP

my wardrobe

shopping
category | order by | filters
search
suggestions
favourites
SHOW ALL | MY CART

laundry
to be washed
+add
drying rack
START WASHING

Some extracts of our app's screens

Try using the prototype app now by scanning the QRCode:
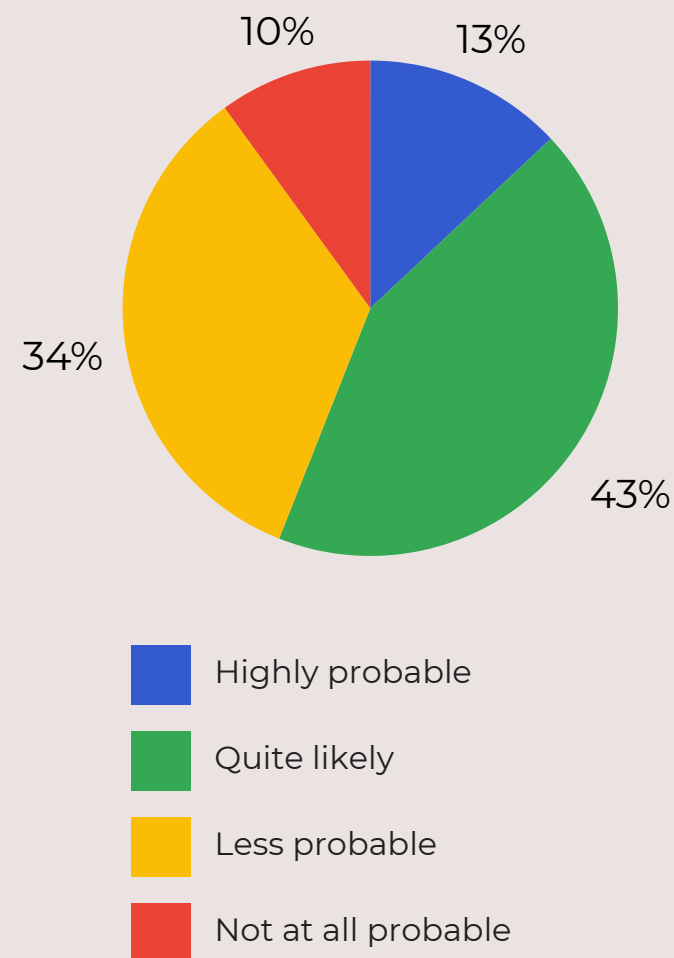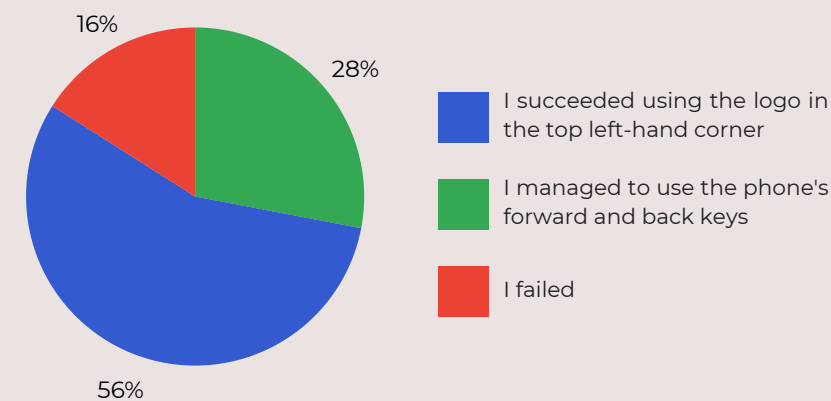
or paste in the search bar the following link:
https://tinyurl.com/DressApp

USERS MVP RESULTS

DressApp

How likely would you be to use this app if it were developed in the future?

- 13%
- 10%
- 34%
- 43%

- 🟦 Highly probable
- 🟩 Quite likely
- 🟨 Less probable
- 🟥 Not at all probable

Go to shopping page directly from the homepage. Then move to laundry page autonomously

- 16%
- 28%
- 56%

- 🟦 I succeeded using the logo in the top left-hand corner
- 🟩 I managed to use the phone's forward and back keys
- 🟥 I failed

The final average rating: 3.63

⭐⭐⭐⭐⭐

In the "shopping" section, the app will provide you with a selection of new clothes customised to your style, size, fit and needs. Would this worry you about the use of your data?

- 1%
- 40%
- 55%
- 4%

- 🟦 No and I would use the app freely
- 🟩 Yes, but it will be acceptable for the service
- 🟨 Yes and I would be willing to pay as long as my data are not used
- 🟥 No and I would not use the app for that reason
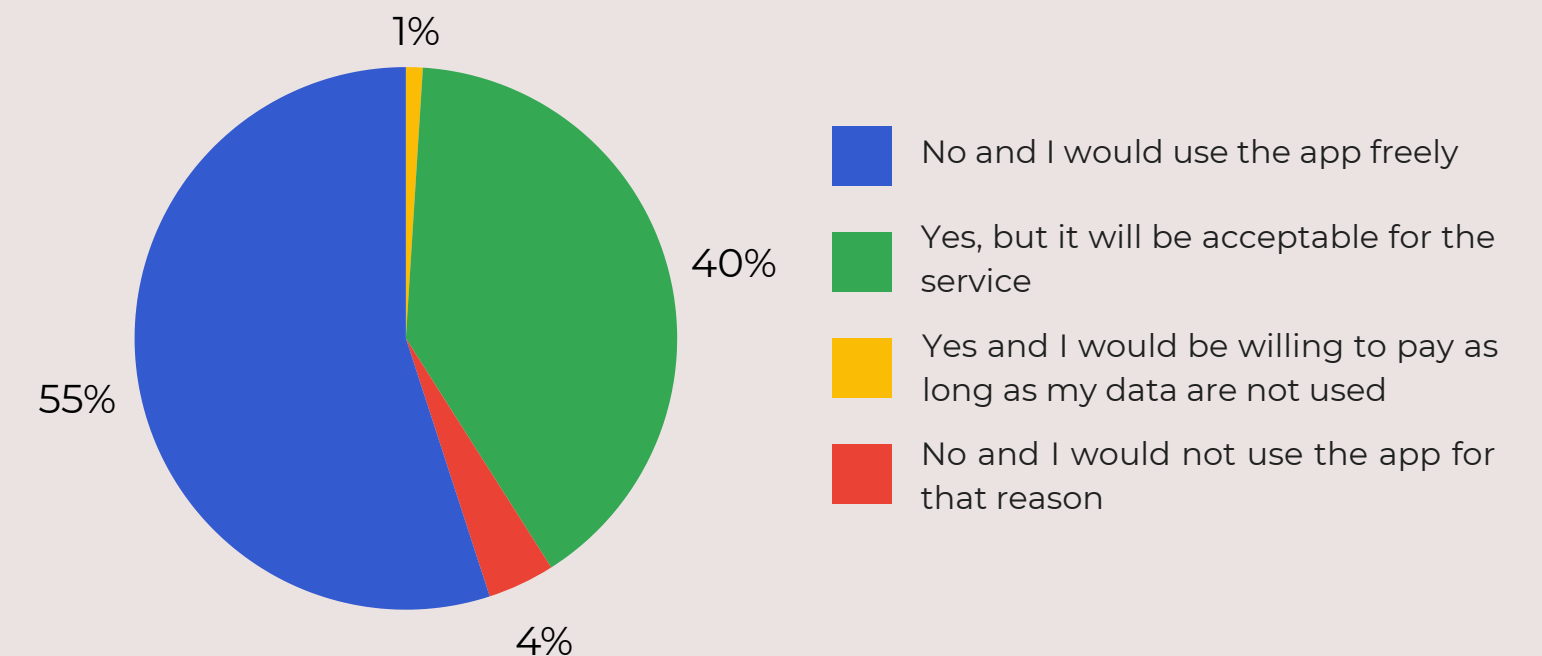
* replies taken by a total of 68

BRAND MVP RESULTS

DressApp

██████████████████████████@vfc.com
to c.arpini3@campus.unimib.it, c.mariani63@campus.unimib.it, e.lotano@campus.unimib.it

Dear Chiara, Carlo and Emmanuele,

Thank you for reaching out and sharing your exiting project with me. I appreciate the detailed overview and the links to your APP.

Your concept is interesting, especially the possibility to personalize outfit suggestions through AI and tgt users who typically avoid fashion-related decisions. With the right interface/UX and custom data, I think you guys can have great results, once feedback gathered through the mvp process, will gave you the real and expected business potential.

Here are a few suggestions and thoughts that might help refine your project:

- Transparency to your customer is the key, always be careful once you are using sensible customer data. Using GDPR and other relevant data on protection regulations will create trustiness.
- Test and maximize your interface from a Customer Journey prospective that should be intuitive and easy to be used. Always think: the easier it is for users to interact with your app, the more likely they are to adopt it.
- Consider how you can form partnership with brands to offer exclusive deals or early access to new collections. This could enhance the value proposition for both users and brands.
- Always think how you want to tailor your marketing approach for both fashion enthusiast and those who find choosing outfits tedious and boring, this will help you in reaching these distinct users' groups more effectively.

I believe this project represent a fresh idea in a continuously evolving market. I encourage you to continue developing it, paying close focus to both tech aspects and the relationship with users and brands.

I hope this will help you and if you need further assistance, feel free to ask!

Thanks

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DIGITAL MERCHANDISING MANAGER
ECOMMERCE EMEA

VF CORPORATION

IMPROVEMENTS

DressApp logo

DressApp:

Usability

Proper usability to be implemented as 15% of potential users got lost and could not find the menu

Design

Redesign of the app to improve ratings at least over 4/4.5 stars out of 5

DressAds:

Transparency

Making sure GDPR is followed - need to manage informed consent and show it to partners

Design

The easier it is for users to interact with your app, the more likely they are to adopt it