

SERVICE SCIENCE COURSE - ACADEMIC YEAR 2024 - 2025



DressApp

*Tired of choosing how to dress
each morning?*

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| OUR IDEA

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

1.

People would be interested in our product

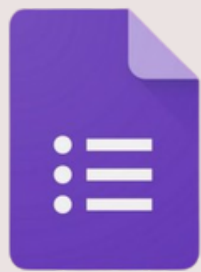
2.

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**

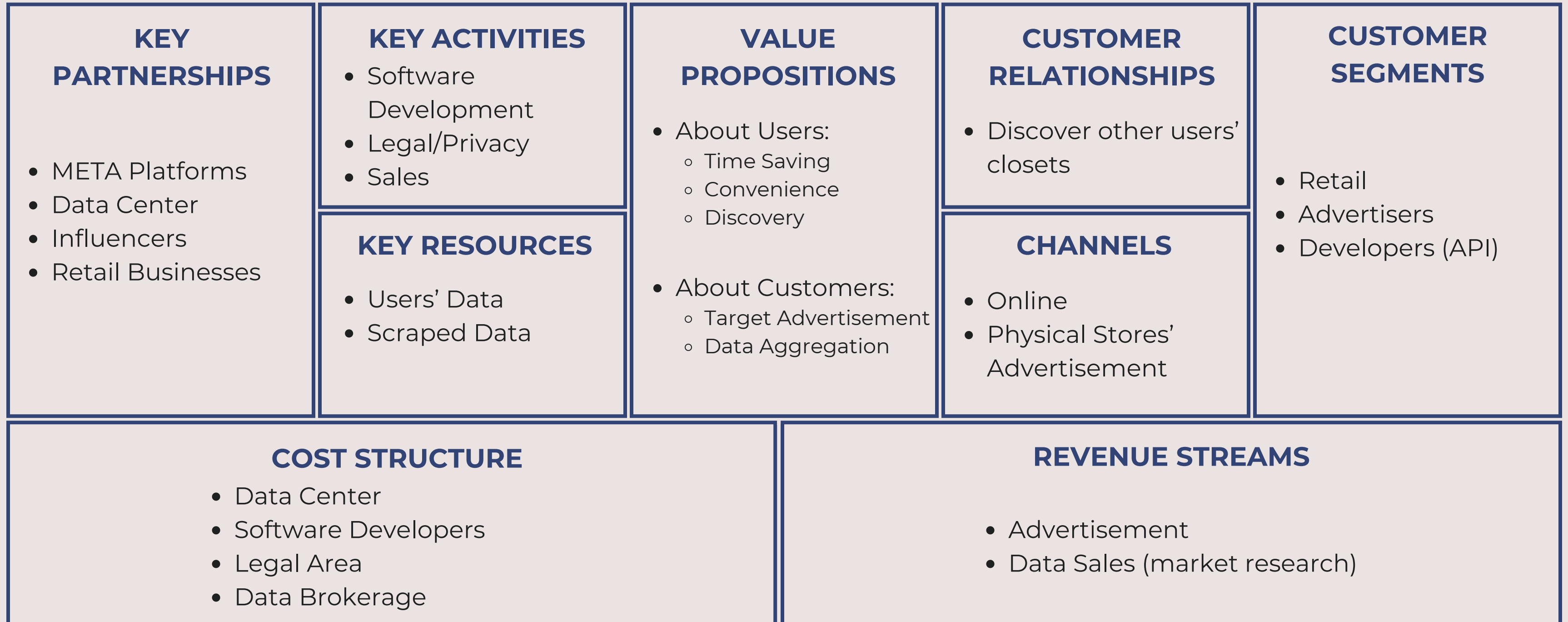
We get new customers using word of mouth

- **PAID GROWTH ENGINE**

We get new customers using advertisements



OUR BMC





USERS' MVP



Some extracts of our app's screens

Try using the prototype app now by scanning the QRCode:



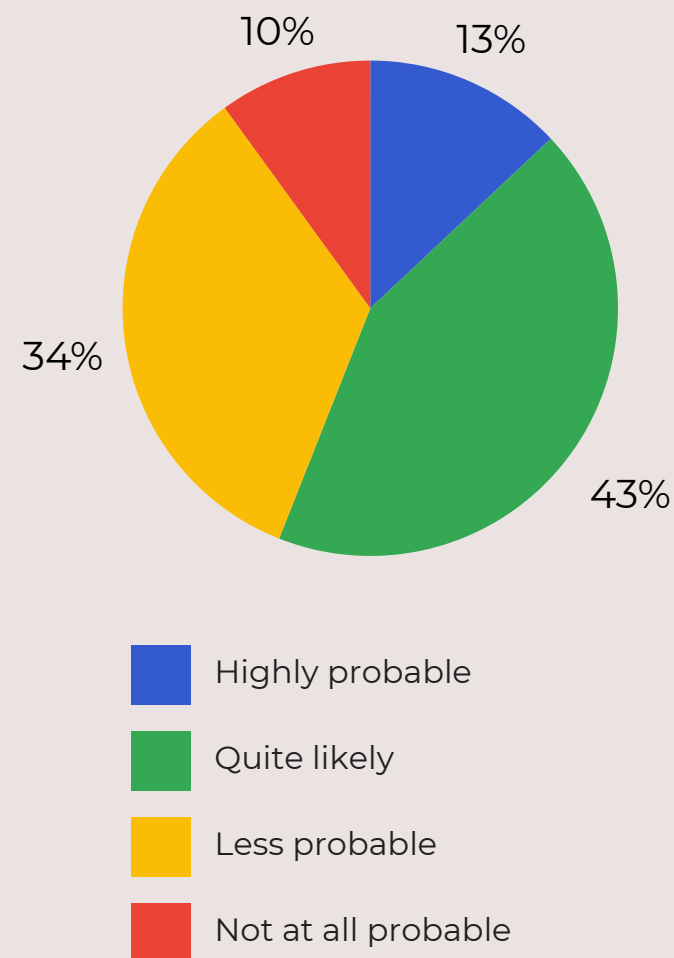
or paste in the search bar the following link:

<https://tinyurl.com/DressApp>

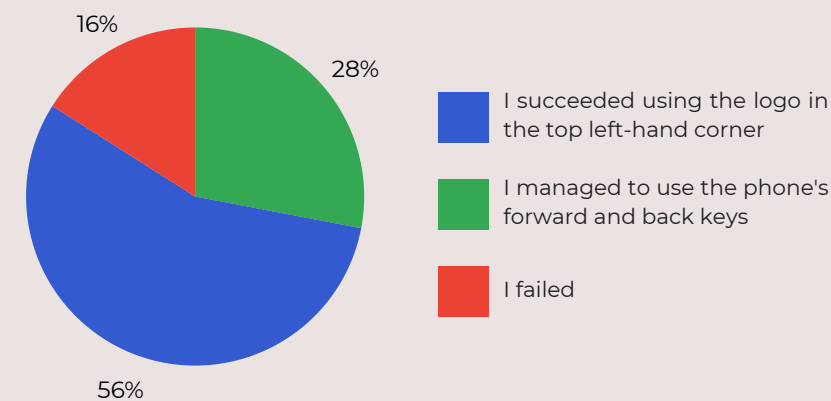


USERS MVP RESULTS

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



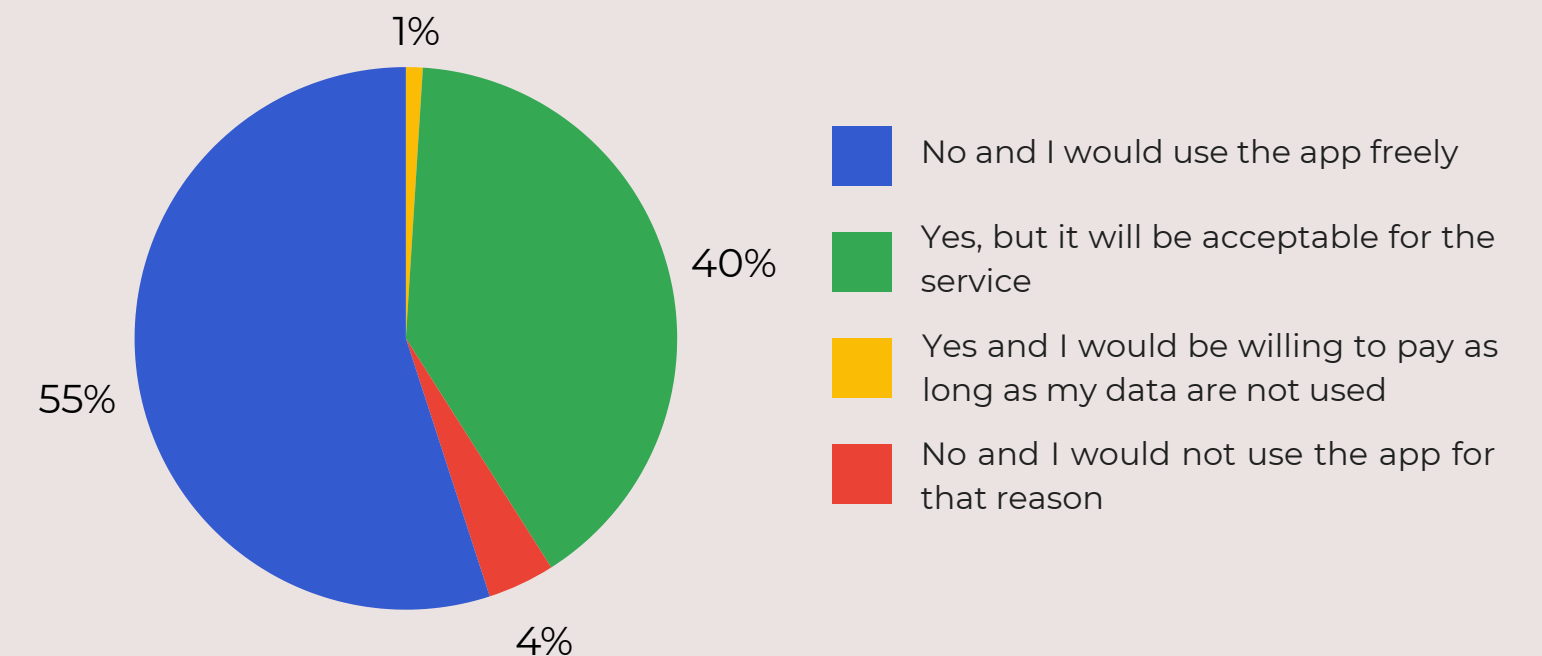
Go to shopping page directly from the homepage. Then move to laundry page autonomously



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?



* replies taken by a total of 68



BRAND'S MVP

An extract of our web page's screen:



Paste in the search bar
the following link:

<https://tinyurl.com/DressAds>



BRAND MVP RESULTS



[Redacted]@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

[Redacted]
DIGITAL MERCHANDISING MANAGER
ECOMMERCE EMEA





IMPROVEMENTS

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



Thank You

FOR THE ATTENTION