Developer Brief: Style with Flair – v1.1

Project Overview:
Flair is an AI-powered fashion stylist designed for busy professionals who want to look polished and confident without spending time or effort. The platform must feel like *calling a stylish, smart friend*—natural, supportive, and highly personalized.

Our biggest differentiator: **voice-based interaction + ultra-simple onboarding**. Flair meets the user where they are—no lengthy questionnaires, just instant, practical help.

Key Additions & Requirements

1. Conversational Voice Interface (Core)

- **MUST have real-time voice interaction**, similar to ChatGPT voice.
- Users should be able to speak to Flair like they're on a FaceTime call or using a voice assistant.
- Flair should understand context and provide **spoken responses**.
- Future state: Flair should also recognize **visual input** (photos, videos) and give styling feedback in real time.

2. Flexible User Journey Options (3 Tracks)

Flair should ask just *one or two natural questions* to determine which path the user wants:

1. **Quick Event Styling**
    - "I have a job interview tomorrow" or "I'm attending a gala"
    - Flair delivers curated looks fast, pulling from existing wardrobe or offering tailored shopping links.
2. **Build a Foundational Wardrobe**
    - Flair guides the user to invest in ~25 must-have items that build 70+ professional looks.
    - Easy buying links and mix-and-match outfit planner.
3. **Full Wardrobe Audit (optional)**
    - Upload current wardrobe photos (bulk upload or piecemeal)
    - Flair analyzes and gives daily suggestions + identifies gaps.

⚠️ Note: All paths must start with **minimal upfront effort**. We want to showcase effectiveness *without overwhelming the user*.

3. User Experience Priorities

- **Absolutely no 100-question quizzes**. Instead:
    - Use **casual, voice-based conversation** to understand user goals.
    - Optionally pull insights from **Instagram/LinkedIn** if the user connects their profile.

- Users should get their **first outfit recommendation within 2–3 interactions**.

---

4. Data Collection for Personalization

We want to gather user data from:

- Voice interactions
- Wardrobe uploads
- Social profiles (if connected)
- Calendar/weather context
- Feedback (like/dislike outfits)

Purpose: Continuously optimize Flair's recommendations like Netflix does—learn user preferences over time, reduce repetitive effort, and build trust.

Requirements:

- Must be **privacy compliant** (GDPR/CCPA)
- Users should see and control their data usage
- Data encrypted at rest & in transit

---

5. Platform & Technical Needs (Summarized)

- **Platforms**: iOS and Android (MVP). Web optional later.
- **Authentication**: Google, Facebook, LinkedIn logins; OAuth for social integrations.
- **Recommendation Engine**:
  - Trained via user feedback and behavioral data
  - Inputs: calendar, weather, wardrobe, social content
  - Outputs: spoken outfit advice, shopping links, curated looks
- **Cloud Infra**: Open to developer's recommendation, default AWS
- **Real-Time Capabilities**: Handle both voice and visual input over time
- **Bot Tone**: Friendly, confident, supportive—Flair should sound like a human best friend (witty, casual, stylish)

MVP Goal

Deliver a **highly intuitive**, **voice-based stylist experience** that makes the user feel instantly supported, stylish, and in control. Our success metric is:
🕐 *From app open to outfit recommendation in under 60 seconds*.