Designing Smarter Shopping at NEWME

Hi, I'm Diya 👋

I'm 23, and a *core* user of **NEWME**.

I'm Gen Z — obsessed with fashion, always up to date with trends, and never afraid to say *"this could be better."*

But here's the twist: I don't just scroll and shop.

I love thinking about how product and data can come together to build better user experiences.

So today, I'm here with 3 ideas — not just as a customer, but as someone who genuinely wants to help Newme grow💚.

👗 Let's look at NEWME through the eyes of a user... and a potential product analyst👀.

📁 What This Deck Covers

A user's lens → product analyst's thinking

🛍️ 1. **Build Trust with Visual Reviews + Virtual Try-On**
No reviews = hesitation. How do we build trust before the buy?

🔍 2. **Let Users Shop by Reel, Moodboard, or Screenshot**
Gen Z don't shops by SKUs, they use pinterest and instagram — let's turn inspo into instant discovery.
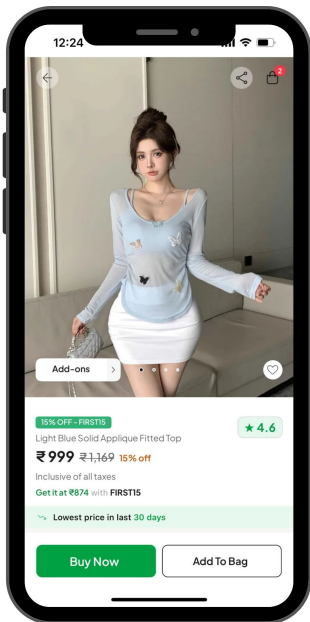
🔁 3. **Recover Drop-Offs from Out-of-Stock Products**
When a size is sold out, there's no follow-up, no alt suggestions, no nudge. That's lost intent.

💖 4. **Why Me — From User to Product Analyst**
From power user to product thinker — here's why I want in.

Build Trust with Visual Reviews + Virtual Try-On

👀"This top is giving Revolve but at ₹999 and no reviews? What if the quality isn't great??"

Where trust drops, tech can step in.

✨**Problem Statement:**
Price and style alone aren't enough.Without visual trust signals (reviews), users drop off.

💡 **What I'm Pitching**
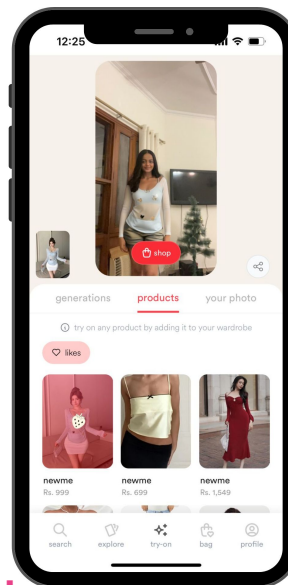
1**. Boost Visual Reviews**
 Incentivize buyers with rewards to upload photo reviews post-purchase.

2. **Train Virtual Try-On with UGC**
 Use those photos to power and fine tune a AI-based try-on tool that lets users try on clothes virtually.

3. **Build the Feedback Loop**
 User reviews improves the AI → AI builds trust → trust boosts conversions → more content.

Solved:
✅ Reduces anxiety around fit and color → builds trust
 ✅ Lowers returns from misfit or mismatch
 ✅ Enhances NEWME Zip with the try & buy feature

Turn Inspo into Conversions with Visual Search

NEW ME

✨Problem Statement

The Gap: What's Missing Today

NEWME has Search with AI, but it mostly relies on:
- Browsing categories
- Product IDs
- Find in Store

But that's not how Gen Z shops.

We get inspired by reels, Pinterest, screenshots — and we want to shop that exact vibe.

💡 What I'm Pitching

Search by Energy, Not Just Product

Let users upload a photo, reel link, or moodboard, and NEWME returns product suggestions based on aesthetic, cut, color, and vibe — powered by GenAI.

Key Features:

- Break down visual cues (necklines, silhouettes, tones)
- Match to Newme's catalog
- Personalize based on body type + previous behavior

From "search by product" → to "search by energy"

⚠️ Risk & Solution

If users shop via reel links, it could bypass referral codes + affiliate links, cutting off influencer revenue.

✅ How We Solve It:
1. **Auto-Linked Tags**
Detect the creator → auto-apply their referral tag.
2. **Tracking Pixels + Creator Mapping**
Embed tracking pixels in content to map creator-to-conversion — even if the user shops via visual search. Ensures creators get credit, and keeps the affiliate loop strong.
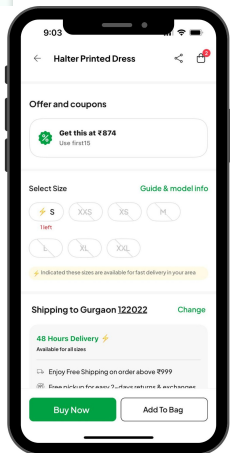
Turn Out-of-Stock into Smart Recommendations

NEW ME

When something's sold out, don't end the journey — reroute it.

🔍 **Problem Statement**

User loves a product → but their size is out of stock. No alert. No alternative. Result? Frustration → drop-off.

💡 **What I'm Pitching**

PDP PAGE
📋 User views OOS item → triggers interest but no purchase

Notification
🔔 "Notify Me" option → lets user opt-in for restock alert

Recomendations
👤 Smart Similar Recos → recommends products with similar cut, style, or color (powered by AI)

Conversion
❤️ Keeps user engaged → converts via alternatives or brings them back when restocked ➡️ loops back into discovery

📈 **Solved**

- Recovers lost purchase intent
- Reduces bounce
- Builds stronger user retention

💖 Why Me — And Why NEWME

> "I don't just shop on NEWME. I think about how it could be better — every time I open the app."

I currently work at BlackRock, where I work on billion-dollar portfolios.
But the moments that *truly lit me up* were when I was building for real users — decoding behavior, designing smarter flows, and making products feel like magic.

This deck wasn't built for a job listing.
It was built because I care — about fashion, Gen Z, and what NEWME is building💚.

I think like a power user. I execute like a product analyst.
I see data not just as numbers — but as insight waiting to be built on.

> NEWME isn't just selling outfits. It's helping people *feel like their best selves in 3 clicks or less.*

I'd love to help shape what comes next...

Let's talk? :)
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