



<hacker-ramp/>

*weforthe*

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# FASHION AND PEOPLE

▶ *trendy vines : )*

The power of fashion doesn't lie in the clothes we wear but the people who wear them. As long as fashion has existed it is the people, their likes, their cultures and movements that have been a catalyst for every fashion trend there has been.



*Liberation movement leading to  
bright bold styles*



# FILLING THE GAP

Currently fashion trends have become more swift and radical than ever thanks to social media. So now people with just one click can make and break fashion trends, knowing what their styles are and No this time we don't need an AI prompt to know how WE FEEL. So...To address the gap that our team found in the app presenting



# ALL ABOUT



@jessicagarg



→ FashionTAKES

Is it just me or anyone else finds Y2K a little outdated :)  
Sorry not Sorry



Reply



10 likes

## Tentative Tech

- CSS for styling , Express & MongoDB for middle ware & backend
- Socket.io for real time updates
- Strapi/KeystoneJS for content management

## ISSUES

Spam : Captcha tests, keywords that should be hidden, community guidelines, custom models to detect.

## Main Features

- # Can keep a username
- # Different groups within the community for eg. fashion takes, desi feels
- # Groups become popular as more members join
- # text and non-text posts both
- # threaded comments

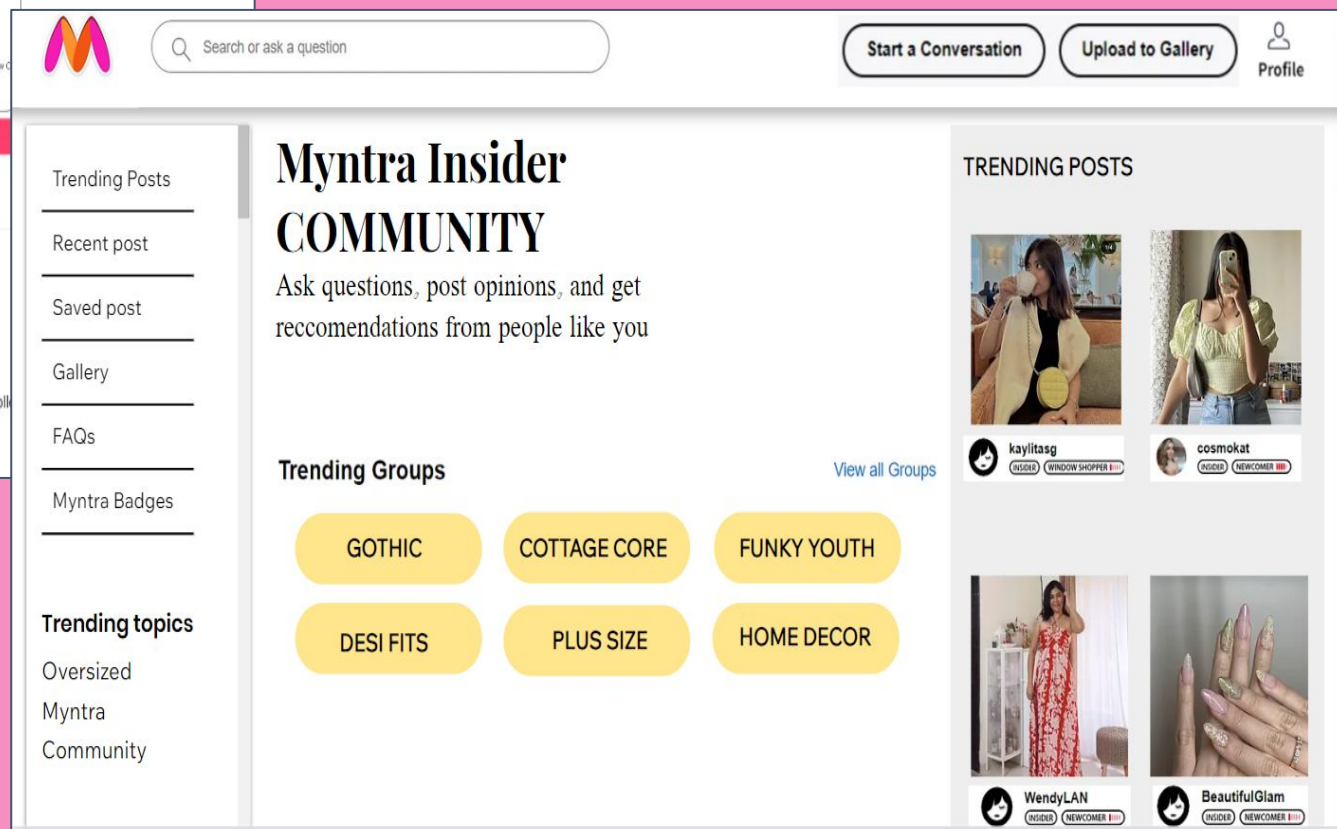
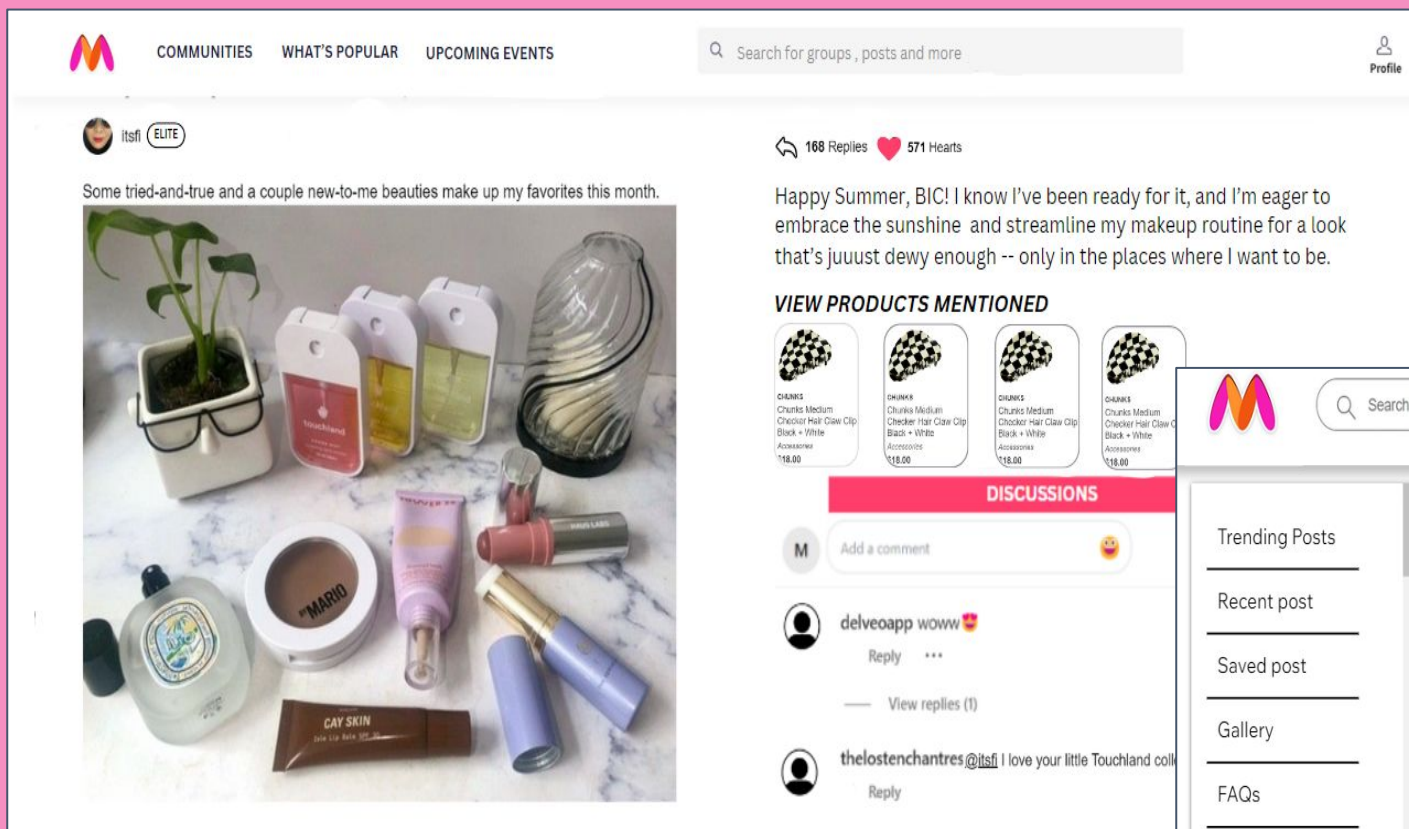
Fashion is inspired and inspiration are the people. So let's hear their opinion and feel their style.

## USP

# PROTOTYPE

## Post

## Community page





# IMPLEMENTATION !

Communities based on :  
**Genres** (Funky youth , cottage core , Goth)  
**Body Types** (Skinny , Mid , Plus Size) etc will be made

Within community will be **numerous groups**.  
Eg. Denim group, Soft girl core, Dark Academia, Plus size group etc.

Within each group will be related posts. Posts can be done by Icons , Elites or the brand itself. Insiders can do textual posting.

Below each post will be comments/discussions based on the overall product review or styling tips or anything else. These include :

Non insider member can only view discussion and not actually participate

**Threaded conversations** carried out by any Insider+ member talking about the products/styling tips etc

**Hyperlinks** to featured product or upcoming brand/deals offer

Most popular trends/ products will be based on most upvoted post

# BENEFITS OF Community

01	Feeling of loyalty and connection	<ul style="list-style-type: none"><li>Regular participation in community activities can turn occasional visitors into habitual users, leading to more frequent app usage . Since youth is the most interested in growing connections with people this will become a viral feature.</li></ul>
02	Consistent Shopping By Users	<ul style="list-style-type: none"><li>The community displays the respective users' shopping badge next to their username i.e Insider, Elite, Icon and allows only Insider + members to comment or post.</li><li>Therefore driving users to maintain their shopping streak !</li></ul>
03	No additional functional coding needed	<ul style="list-style-type: none"><li>Integrate product reviews into communities, allowing users to comment and engage within discussions.</li><li>Use current moderation tools to ensure the community remains positive and respectful.</li></ul>
04	Increasing customer engagement	<ul style="list-style-type: none"><li>Seeing multiple posts on a product will give people a good idea of how an outfit would look on a specific body type or even styling tips from real people with tutorial videos/images.</li><li>Hence motivating people to view/buy the product from MYNTRA</li></ul>
05	Myntra's own fashion reporter	<ul style="list-style-type: none"><li>Based on the popular posts on the community Myntra can get a first hand review of what's demanded among it's users across fashion and beauty; leading to improvement in their marketing and products!</li></ul>