Why we selected this problem statement

I think out of 5 given problems this one only involves direct B2C and digital marketing in this so scalability becomes very easy this is the primary reason behind choosing this problem statement

Proposed Solution

Given 3 Challenges:

- digitizing the buying cycle of the consumer through D2C
- Hyper-personalizing consumer experience using insights into individual preferences
- Digital marketing campaigns and loyalty programs

Strategy:

Android App That solves All 3 Challenges:

Solution 1: Take the entire inventory of the store for lipstick on the App with

Buy & Cart option

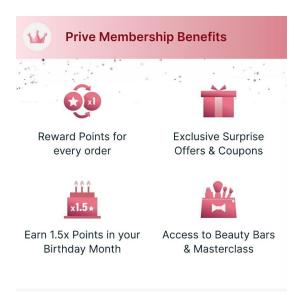
Solution 2: Use AR for Hyper-personalizing consumer experience Customer can Select lipstick shades and with the help of a front camera she can see what it will look like

Solution 3: After trying on lipstick with AR or a Camera customer can share it on social media with #LIPAR and then there will be a monthly the winner will get a discount on gift hampers this will solve Digital marketing campaigns and loyalty programs

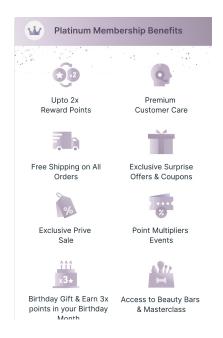
To dramatize solution 3:

We can introduce a point system on bought products Purchase of 1 Rupee = 1 point

Prive(2K), Gold(5K), Platinum (10k)







Background Work Reference:

https://github.com/yyhz76/Apply-Lipstick-based-on-Facial-Landm ark-Detection

https://github.com/Mai1902/MachineLearning-VirtualTryon

https://github.com/pauljor1499/Android-Ecommerce-AR-App

https://mashable.com/article/meitu-makeup-counter

https://www.nykaa.com/nykaa-prive