

## **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)


**Prive Membership Benefits**




Reward Points for every order




Exclusive Surprise Offers & Coupons




Earn 1.5x Points in your Birthday Month




Access to Beauty Bars & Masterclass


**Gold Membership Benefits**




Upto 1.5x Reward Points




Free Shipping on All Orders




Exclusive Surprise Offers & Coupons




Exclusive Prive Sales




Birthday Gift & Earn 2x points in your Birthday Month




Access to Beauty Bars & Masterclass


**Platinum Membership Benefits**




Upto 2x Reward Points




Premium Customer Care




Free Shipping on All Orders




Exclusive Surprise Offers & Coupons




Exclusive Prive Sale



Point Multipliers Events



Birthday Gift & Earn 3x points in your Birthday Month



Access to Beauty Bars & Masterclass

## **Background Work Reference:**

<https://github.com/yyhz76/Apply-Lipstick-based-on-Facial-Landmark-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>