Public Report

Summary

1. Introduction

Fashion is one of the most powerful forms of personal expression, reflecting identity, lifestyle, and even emotional state. Yet, the daily decision of what to wear remains a common source of indecision and frustration. Many users struggle to visualize outfit combinations using clothes they already own, optimize their wardrobe for different occasions, or avoid impulsive purchases that ultimately go unused.

This everyday challenge coincides with a moment of technological transformation. According to Statista Research, the global market for artificial intelligence in fashion was valued at $270 million in 2018 and is projected to reach $4.4 billion by 2027. This remarkable growth is driven by the demand for personalized, intelligent, and accessible solutions for end consumers.

In Brazil, this trend is amplified by the dominant role of WhatsApp in users' daily routines. With more than 30 hours of usage per person per month—and a growing tendency to migrate various digital interactions into the platform—an opportunity emerges for solutions based on conversational interfaces. Although there are global applications focused on wardrobe management and personal styling, such as Acloset and StyleDNA, their adoption in the Brazilian market remains limited, revealing an untapped space for local innovation.

It is in this context that **Vise** is born: a virtual fashion assistant integrated into WhatsApp that uses artificial intelligence and computer vision to analyze photos of real clothing items and generate personalized outfit suggestions. Vise aims to merge convenience, style, and technology to transform the act of getting dressed into a more practical, sustainable, and intelligent experience.

2. Overview of the Solution

2.1 What is Vise?

Vise is a virtual fashion assistant integrated into WhatsApp, designed to transform the way users interact with their wardrobe by leveraging artificial intelligence and computer vision. The concept is both simple and powerful: to help people express their style in a more practical, creative, and conscious way—by making better use of the clothes they already own before considering new purchases.

By sending photos of their clothing items via WhatsApp, users activate Vise's intelligent system, which automatically detects and analyzes each garment, identifying visual attributes such as type, color, pattern, and style. This data is then organized into a smart digital wardrobe, allowing users to view their entire collection and receive personalized outfit suggestions.

The experience is guided by an interactive chatbot that tailors responses based on contextual information provided by the user—such as weather, occasion, or mood—and on the contents of their wardrobe. The interaction is natural, conversational, and continuous, fully embedded within WhatsApp, a platform that is already a central part of daily life for most Brazilians.

Behind this experience are two core engines:

- **Mirror**: responsible for processing images, extracting garments, and accurately describing their visual attributes.
- **Stylist**: responsible for generating personalized outfit recommendations based on the user's wardrobe and contextual inputs.

These components represent the intelligent core of the Vise platform. The complete system architecture and the technical decisions—including tools like Supabase, Railway, LangChain, and the OpenAI SDK—will be detailed later in this document, in the section dedicated to Vise's technical infrastructure.

Beyond practicality, Vise promotes a more conscious approach to fashion consumption. Many people make impulsive purchases without considering how well new items integrate with what they already own. By encouraging the reuse and recombination of existing pieces, Vise helps reduce unnecessary shopping and supports a more sustainable lifestyle.

The business model is based on a **Software as a Service (SaaS)** approach, focused on B2C. Users can subscribe to different plans that unlock varying levels of personalization. In the medium term, Vise also aims to explore **B2B partnerships**, integrating its technology with retailers and e-commerce platforms looking to offer customized shopping experiences to their customers.

2.2 Deliverables and Development Process

The development of Vise was structured into four main modules, organized in an iterative and incremental manner across five key sprints. Each sprint marked a significant step forward—both in refining the strategic vision of the solution and in advancing its technical construction and MVP validation.

This section highlights the core deliverables produced during the initial phase of the project:

Módulo 1 – Planejamento e Infraestrutura (Sprints 2 a 5)

The primary goal of this first module was to establish the strategic, functional, and technical foundations of Vise. Our focus was on validating the relevance of the problem, understanding the market landscape, and clearly defining the solution's essential features. To accomplish this, we developed a set of deliverables that served as the guiding framework for the following phases of development. The main outcomes of this module included:

1. Market Research
2. Persona
3. Customer Journey Map
4. Key Feature Definition
5. Key Feature Architecture
6. Database Structure

This first module was crucial in ensuring that Vise's development proceeded with strategic alignment, user-centered focus, and a clear long-term vision. With this solid foundation in place, we were able to move forward into the technical build and validation stages with greater clarity and confidence.

Module 2 – Algorithm Development and Integration (Sprints 2 a 5)

Objective: Develop and test the computer vision system and personalized recommendations. The main outcomes of this module included:

1. N8n vs FastAPI documentation
2. Functional MVP (N8n Workflow - v1)
3. Initial webchat
4. Business Plan
5. Tabela de Hipóteses

This module proved pivotal in consolidating Vise's core functionalities. Throughout its execution, we evaluated a range of technologies and development approaches via n8n, enabling the automation of complex workflows and rapid iteration. Upon completion, we delivered the first functional MVP of Vise—deployed and validated within our dedicated webchat test environment. This milestone was instrumental in launching the project, both strengthening the underlying architecture and illuminating new challenges and opportunities for future enhancement.

3. Market Research

We conducted an in-depth study to understand the global and national landscape at the intersection of fashion and technology. The objective was to identify emerging trends, assess the competitive landscape, and validate the market opportunity for Vise in Brazil—using both quantitative data and qualitative insights.

Our research focused on answering three key questions:

1. What is the size and growth potential of the AI-powered fashion assistant market?
2. Which solutions already exist globally, and how are they performing in the Brazilian market?
3. Are there unique strategic opportunities that only Vise is positioned to explore?

The starting point for our research was the global landscape. According to Statista Research, the market for artificial intelligence in fashion was valued at $270 million in 2018, with projections indicating exponential growth reaching $4.4 billion by 2027. This expansion is being driven by the increasing demand for data-driven, personalized solutions, as well as by investments from major industry players, such as Bernard Arnault (CEO of LVMH), who has been channeling resources into AI startups focused on the luxury segment. This movement reinforces the relevance of solutions like Vise, which merge fashion and technology with an intelligence-first approach.

In the Brazilian context, we identified highly favorable conditions for the adoption of a solution like Vise. The country has an exceptionally high level of digital engagement, particularly on WhatsApp—an app where Brazilians spend, on average, over 30 hours per month. This behavior has fostered a trend of migrating various functions into WhatsApp itself, turning it into more than just a messaging tool: it has become a central platform for digital interaction. This shift was highlighted by Guilherme Horn, Head of WhatsApp for Brazil, India, and Indonesia, who stated, “apps are turning into conversations on WhatsApp”—a statement that validates Vise’s strategic decision to operate exclusively within this environment.

To understand how Vise positions itself within the current market, we analyzed three global solutions that offer similar functionalities: **Acloset**, **StyleDNA**, and **Stylebook**.

Acloset: An app that digitizes users’ wardrobes and suggests combinations based on weather, seasons, and personal preferences. It boasts 2.5 million downloads and over 70,000 daily uploads, yet shows low penetration in Brazil (estimated between 700 and 1,300 downloads in Q1 of 2024).

StyleDNA: An AI-powered app that recommends outfits based on physical appearance and a digital wardrobe. It includes a shopping assistant and style analysis features, with over 1 million downloads globally.

Stylebook: An iOS-exclusive app focused on manual wardrobe organization, outfit creation, and calendar-based planning. It does not use AI as part of its core offering.

What all of these solutions have in common is that they operate exclusively through dedicated mobile applications. None of them leverage WhatsApp as their primary channel—an aspect that sets Vise apart. By delivering an intelligent, conversational experience via WhatsApp, Vise not only lowers the barriers to entry but also aligns directly with the everyday digital behavior of Brazilian consumers.

In light of this scenario, we also developed a market potential estimation for Vise using the TAM, SAM, and SOM framework.

Indicator	**Description**	**Estimated Value**
TAM (Total Addressable Market – Global)	Potential market size of AI applied to fashion	**USD 270 million** (2018, conservative estimate)
SAM (Serviceable Available Market – Brazil)	1% of TAM, estimated based on Brazil's representation in the global fashion industry	**USD 2.7 million**
SOM (Serviceable Obtainable Market – Vise, 3-Year Outlook)	Conservative projection of capturing 5% of SAM	**USD 135,000** (~BRL 800,000)

The conclusions from the research were clear: Brazil presents a market with low penetration of global fashion tech solutions, strong adherence to WhatsApp, and a growing demand for personalization and convenience in fashion consumption. Vise is strategically positioned as a pioneer in this emerging landscape, offering an accessible usage model, relevant technology, and a value proposition that aligns directly with the behavior and expectations of its target audience.

4. Persona

As part of our iterative design process, we continually refine and expand our user personas so that they reflect the full spectrum of real-world contexts, motivations, and pain points. In doing so, we have created four distinct archetypes—each serving as a strategic lens through which we validate hypotheses, tailor feature prioritization, and measure impact against clearly defined user needs.

1. Laura, 28

- Occupation & Lifestyle

Laura is a 28-year-old marketing coordinator at a fast-paced startup. She wakes up at 5:30 AM, prepares for her 7 AM departure, and juggles a packed schedule of client calls and creative meetings.

- Tech & Behavior

Relies on her smartphone to manage her calendar, set alarms, and quickly glance at notifications over morning coffee. She uses WhatsApp for both work-group chats and personal planning.

- Goals & Motivations

1. Get out the door on time without last-minute wardrobe indecision.
2. Feel polished and professional for back-to-back client presentations.
3. Simplify her morning routine so she can grab breakfast and avoid traffic.

- Pain Points
- Wastes 5–10 minutes each morning standing in front of her closet.
- Feels stressed when she’s running late and still hasn’t picked an outfit.
- Often resorts to “safe” looks that feel uninspired.
- Quote

“I wish I could press one button and know exactly what to wear so I can focus on my presentation prep.”

———

2. Rafael, 32

- Occupation & Lifestyle

Rafael is a project manager at an environmental nonprofit. He lives with a small wardrobe of versatile pieces and strives to adopt sustainable habits. He often attends community events and webinars on conscious living.

- Tech & Behavior

Uses both Instagram and Pinterest to curate eco-friendly outfit ideas. He tracks his wardrobe via a simple spreadsheet but finds it hard to remember under-worn items.

- Goals & Motivations

1. Maximize use of each garment in his limited collection.
2. Avoid unnecessary fast-fashion purchases.
3. Showcase sustainable style on social media.

- Pain Points
- Loses track of pieces he owns, leading to accidental duplicates.
- Feels guilty about impulse buys that don't align with his eco values.
- Spends time rummaging through racks instead of focusing on his volunteer work.

- Quote

"I want to make the most of every piece in my closet—and skip all the wasteful shopping habits."

———

3. Camila, 25

- Occupation & Lifestyle

Camila works part-time at a boutique and studies fashion merchandising. She loves keeping up with the latest trends and is active on TikTok and fashion blogs.

- Tech & Behavior

Shops via mobile apps, taps "Buy Now" quickly, and often subscribes to flash-sale alerts. She stores outfit screenshots in a "Wishlist" album on her phone.

- Goals & Motivations

1. Refresh her style with on-trend pieces.

2. Feel unique and admired at school events.

3. Manage her budget so she can still travel and dine out.

- Pain Points

- Frequently regrets purchases because she can't pair them with what she already owns.

- Exceeds her monthly clothing budget without realizing until the credit card statement arrives.

- Spends hours browsing and comparing sites, yet still misses key pieces.

- Quote

"I love discovering new styles, but I hate hitting checkout only to find I'll never wear it with anything in my closet."

———

4. Pedro, 19

- Occupation & Lifestyle

Pedro is a first-year engineering student living on campus. He cares about looking put-together for class presentations and social events but feels lost picking clothes in the morning.

- Tech & Behavior

Heavy WhatsApp user to coordinate with study groups. Occasionally uses fashion apps but finds too many options overwhelming.

- Goals & Motivations

1. Build confidence through sharp, cohesive outfits.

2. Spend less time worrying about style so he can focus on coursework.

3. Get peer validation when he feels he "got his look right."

- Pain Points

- Lacks basic knowledge of color pairing and dress codes.

- Feels anxiety when guessing whether an outfit is appropriate.

- Avoids social gatherings if he's unsure about his appearance.

- Quote

“I want to feel like I belong—not stand out for the wrong reasons—every time I walk into class.”

In sum, crafting and maintaining multiple, high-fidelity personas ensures that every product decision remains firmly rooted in user reality—driving both rigor in our academic-level research and clarity in our roadmap for the Vise B2C solution.

5. Customer Journey Map

To gain a deeper understanding of the user experience with Vise, we developed a **Customer Journey Map** that outlines each stage of interaction with our product—from initial contact to ongoing use. This tool was essential in identifying points of friction, opportunities to delight the user, and in guiding the prioritization of core MVP features.

The journey was divided into seven key stages, highlighting user behaviors, interaction channels, and the emotions experienced throughout the process.

Customer Journey Map

STAGE	Awareness	Consideration	Purchase	Onboarding	First Usage	Daily Use	Retention & Growth
USER ACTION	Visits the Vise landing page.	Reads about features & pricing.	Selects a plan, enters phone number, completes checkout.	Receives WhatsApp confirmation and first message from Vise.	Uploads photos of clothes, interacts with Vise via messages and voice notes.	Adds/deletes clothes to/from virtual wardrobe. Requests outfit recommendations.	Continues using Vise, explores more features. Shares with friends.
TOUCH POINTS	Website	Website	Website, Payment Gateway	WhatsApp	WhatsApp	WhatsApp	WhatsApp, Social Media
FEEL-INGS	Curious about the product. Wants an easy way to manage outfits.	Excited by the convenience of Vise. Wonders if it will work well.	Quick process. Happy with simplicity. Ready to start.	Feels welcomed and ready to try it out.	Feels engaged, enjoys the AI-driven conversation.	Finds it easy and convenient. Appreciates quick responses.	Feels loyal to Vise. Enjoys personalized fashion assistance.

This journey was visually represented in an interactive prototype developed in Figma, where we simulated the user flow of Vise within the WhatsApp environment. This visual representation allowed us to test the usability of the interaction, simulate real-world behavior, and refine key touchpoints in the conversational experience.

6. Key Feature Definition

After gaining a solid understanding of the market landscape and the profile of our target audience, we moved on to defining Vise's core functionalities using a structured, user-centered approach. The goal was to identify the essential capabilities the platform must deliver in order to create real value, while also taking into account the constraints of a viable MVP.

The methodology adopted for this stage was grounded in **Design Thinking**, specifically the **Double Diamond** framework. We began with a divergent phase, exploring a wide range of possibilities based on market trends, competitive analysis, and Vise's strategic vision. Using a collaborative Miro board, we grouped ideas, prioritized features, and translated insights into actionable functionality.

These features were then organized into two primary groups:

- **Essential**, representing the minimum viable core required for Vise to fulfill its value proposition;
  Non-essential, representing enhancements that improve the user experience but can be developed in later phases.

To structure these functionalities clearly and in a scalable way, we grouped them into **four main epics**, each containing related features and user stories:

Epic 1: Account Management

This epic encompasses the administrative and personalization functions related to the user's account. Among the essential features are:

- **Plan management and settings** (e.g., upgrading or downgrading a subscription, editing personal information, deleting an account);
- **Collection of demographic data** (such as location and age group) to personalize recommendations.

As future features, we propose:

- A **fashion-focused social space**, where users can exchange or sell clothing with others who share a similar style;
- **Body measurements and sizing preferences registration**, to further refine outfit curation and personalization.

Epic 2: Virtual Wardrobe

This is the visual and functional core of Vise. It is where users manage their digitized clothing items. The essential features within this epic include:

- **Clothing registration via image**, directly through WhatsApp;
- **Removal of items** from the digital wardrobe;

- **Automatic attribute detection** (such as type, color, and pattern) using computer vision.

As potential future functionalities, we propose:

- **Clothing registration via shopping links**, bridging online and physical wardrobes;
- **Video-based item detection**, to further simplify the registration process;
- **Automatic background removal** and the ability to create **personalized moodboards**.

Epic 3: Fashion Recommendation System

Personalized recommendations are the core intelligent differentiator of Vise. Among the essential features in this epic, we highlight:

- **Outfit suggestions based on a specific item** sent by the user;
- **Context-aware recommendations**, tailored to specific occasions (such as parties, work, or weather), and even to the user's mood.

In the platform's future development roadmap, we propose:

- **A history of past suggestions**, allowing users to revisit and reuse them;
- **Weather-based reminders**, offering recommendations aligned with forecast conditions;
- **Smart shopping suggestions**, which propose new items that consciously complement the user's existing wardrobe.

Epic 4: WhatsApp Interaction with Conversational AI

Finally, the interface layer is what makes Vise both accessible and unique: the interaction with the assistant happens entirely within WhatsApp. As an essential feature:

- **Text-based chatbot with artificial intelligence**, enabling the exchange of messages about clothing, context, and personalized recommendations.

As a future enhancement:

- **Voice interaction**, allowing users to send voice messages and receive suggestions in an even more natural and accessible way.

This feature definition served as the central guide for MVP prioritization, helping transform our vision into a concrete and actionable structure. With this foundation in place, we were able to move forward with the architectural design of the solution—already having a clear understanding of what to build, who to build it for, and why.

7. Key Feature Architecture

To bring our virtual fashion assistant to life, we designed a technical architecture that is modular, scalable, and lightweight—perfect for supporting our MVP and future growth into a robust, intelligent product. Vise is, at its core, a virtual fashion assistant integrated with channels like WhatsApp and Webchat, using artificial intelligence to catalog clothing and recommend personalized outfits. Our goal was to build an infrastructure that balances high performance with low cost and rapid iteration.

The entire backend is consolidated into a single, powerful workflow built on **n8n**, which orchestrates all of Vise's core functionalities. This central workflow acts as a unified API for multiple front-end channels.

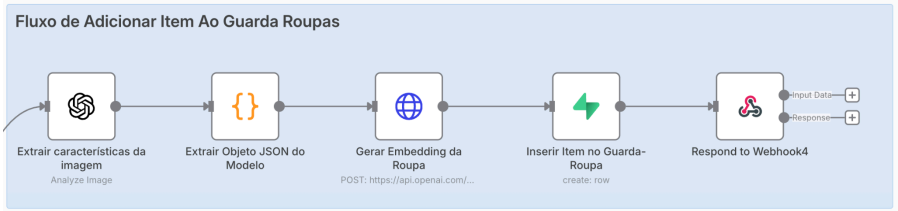
The Workflow

The architecture is designed as a monolithic workflow that handles all operations, triggered by a Webhook that receives user requests. Here's how it works:

1. **User Identification:** When a message arrives, the system first standardizes the input data, extracting the user's identifier and the message content. It then queries our Supabase database to verify if the user is already registered.

2. **Intent Classification and Routing:** The user's message is classified to determine its intent. Based on this, the workflow routes the request to the appropriate sub-flow.

3. **Core Functions:**
    - **Add Item to Wardrobe:** If a user sends an image of a clothing item, the Add_item flow is triggered. The **gpt-4o-latest** model analyzes the image, extracts its attributes into a JSON format, generates a vector embedding, and stores the new item in the user's digital wardrobe in the database.



[Image: Add-Item flow diagram from the n8n canvas]

    - **Get Outfit Recommendation:** For style requests, the Get_recomendation flow is activated. The user's question is converted into an embedding and used to perform a similarity search against the vector embeddings of their wardrobe items. This pre-filtered context is then sent to a specialized OpenAI Assistant—our "AI Stylist"—which generates a creative and relevant outfit suggestion.

[Image: Get-Recomendations flow diagram from the n8n canvas]

4. **Auxiliary Flows:** To make the assistant more robust, we've included auxiliary flows to handle other inputs, such as help requests or messages with unclassifiable intent, ensuring a smooth user experience.

Why We Chose n8n

The decision to build our MVP's architecture on **n8n** was a strategic one, aimed at maximizing development speed and flexibility while minimizing initial complexity. Here's why it was the right choice for Vise:

- **Rapid Development and Onboarding**: n8n's visual, low-code interface allows for the rapid assembly of complex workflows that would otherwise take significantly longer to hand-code. This accessibility was crucial for quickly building and iterating on our MVP, enabling us to go from concept to a functional backend in days, not months.

- **Effortless Integrations**: The platform excels at connecting disparate services with minimal effort. With pre-built nodes for Webhooks, databases like Supabase, and messaging APIs, we were able to integrate our entire stack without writing extensive custom code. This "plug-and-play" capability was vital for a lean startup, saving invaluable development time.

- **A Strategic Path to Scale**: While n8n is perfect for our current stage, it also provides a clear path for future growth. The platform is excellent for orchestrating workflows and connecting APIs. For more complex, feature-rich needs that may arise, such as custom machine learning models, we can adopt a hybrid approach. This involves developing standalone microservices (using a framework like FastAPI) that can be called by n8n, allowing us to scale our logic and performance-critical components progressively without having to discard our initial infrastructure. This strategy gives us the best of both worlds: immediate time-to-value and a clear, maintainable path toward a sophisticated, scalable platform.

Backend Tech Stack and Rationale

To make this architecture viable with speed and efficiency, we selected a lean tech stack based on criteria such as ease of use, low cost, fast deployment, and scalability. The technologies adopted were:

- **n8n**: The core of our backend is this low-code platform, which we use to orchestrate the entire workflow. It was chosen for its visual, node-based interface that allowed us to build and deploy the MVP with incredible speed and minimal code. Its pre-built connectors for APIs and databases were essential for rapid integration.

- **Railway**: This is our deployment platform for running the n8n orchestration layer. It was selected for its simplicity in managing the backend, offering a low-cost, resource-based billing model that is ideal for the MVP stage.

- **Supabase**: We use Supabase as our all-in-one backend for its open-source database, authentication, and file storage capabilities. It serves as the digital wardrobe's database where we store user data and clothing item information. Crucially, we also leverage its support for vector similarity searches to power our scalable and efficient recommendation engine.

- **OpenAI**: To power the assistant's intelligence, we integrate directly with OpenAI's models. Specifically, we use `gpt-4o-latest` to analyze user-sent images and extract clothing attributes. For outfit suggestions, we use a specialized, pre-configured **OpenAI Assistant** that acts as an "AI Stylist," ensuring high-quality, creative, and contextual recommendations.

Results

The implementation of the Vise v1 architecture brought significant and measurable improvements, particularly in performance and efficiency. The optimizations directly translated into a faster and more responsive user experience.

- **Drastic Reduction in Recommendation Time**: The most impactful result was the drastic reduction in response time for outfit suggestions. This dropped from an average of 40 seconds, with peaks of over 57 seconds, in the previous version to approximately 7-10 seconds in the new implementation. This was achieved by replacing item-by-item analysis with a highly efficient vector similarity search.

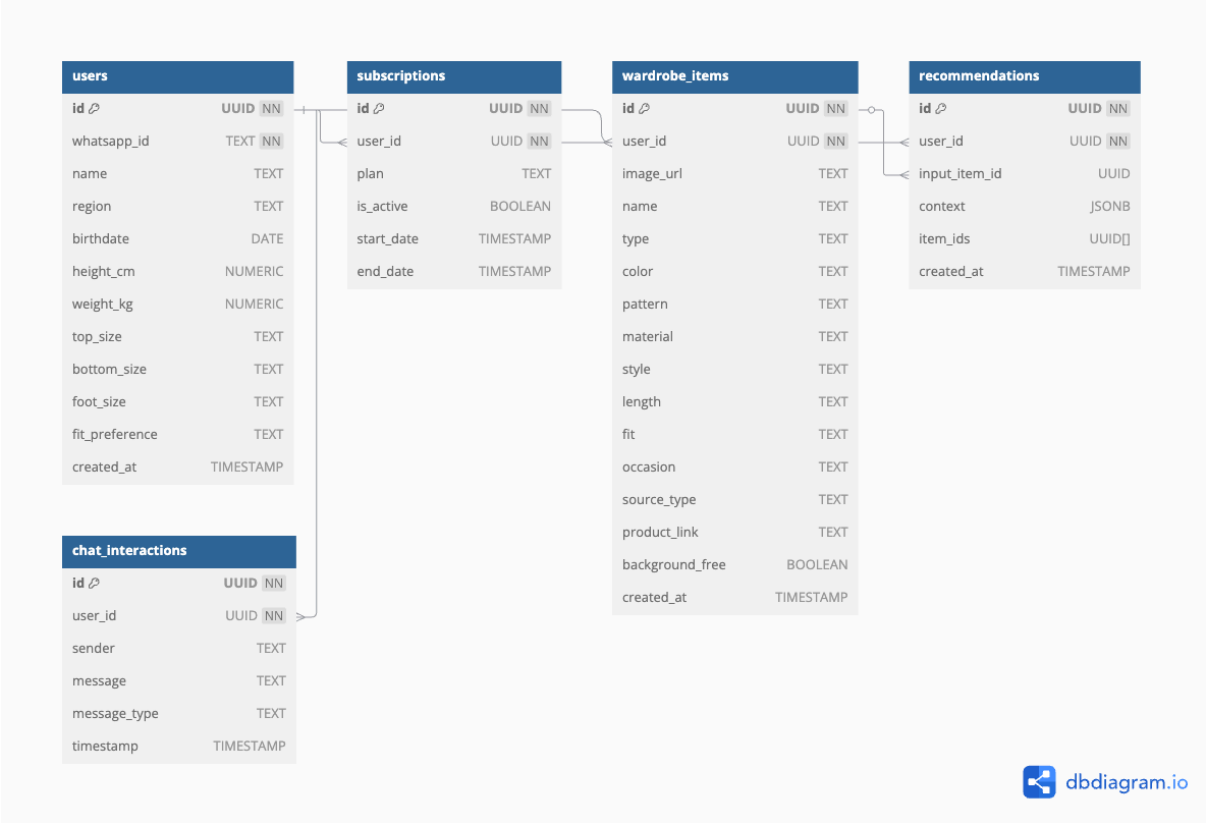
- **Optimized Item Registration**: The workflow for adding a new piece of clothing to the user's wardrobe also saw a notable performance gain. This process was improved by 100 to 200 milliseconds per item registered.

- **Enhanced Scalability**: By using embeddings and similarity search, the system's performance remains practically constant, whether a user has dozens or thousands of items in their wardrobe. This ensures the solution is scalable and can maintain a fast and efficient service even with massive data volumes.

8. Vise's Database Structure

To ensure that Vise's user experience would be not only functional, but also reliable and scalable, it was essential to design a solid database structure aligned with the platform's modular architecture. In this stage, we explored the use of **Supabase** as our backend solution, structured tables to support the platform's core functionalities, and conducted API tests to validate the system's integration with the application.

Based on the previously defined features, we organized the database tables around five main components:



1. users
This table stores core information about each user, including their WhatsApp ID (used for authentication), basic demographic data, and physical attributes such as height, weight, and clothing size preferences. These fields enable Vise to provide personalized outfit recommendations.

2. subscriptions
This table tracks users' subscription plans, including whether the subscription is active and its duration. It is designed to support different tiers of functionality as Vise grows and introduces premium features.

3. wardrobe_items
This is the central table for managing users' virtual wardrobes. Each entry represents a clothing item uploaded by the user, containing metadata such as type, color, pattern, material, style, and fit. It also includes context-aware fields like occasion and source type (e.g., purchased, gifted, etc.). The `background_free` field indicates whether the image has been processed for background removal, enabling visual features like outfit previews.

4. recommendations
This table logs outfit suggestions generated by the AI engine. It links a user to a recommendation session and stores the input item (if applicable), the contextual data used to generate the recommendation (such as weather or event), and the final set of item IDs selected to form the suggested outfit.

5. chat_interactions
This table keeps a record of all messages exchanged between the user and the Vise assistant via WhatsApp. It stores the sender (user or system), the type of message (text, image, audio, or command), and the message content. This is essential for auditing, retraining models, and enhancing the conversational AI experience over time

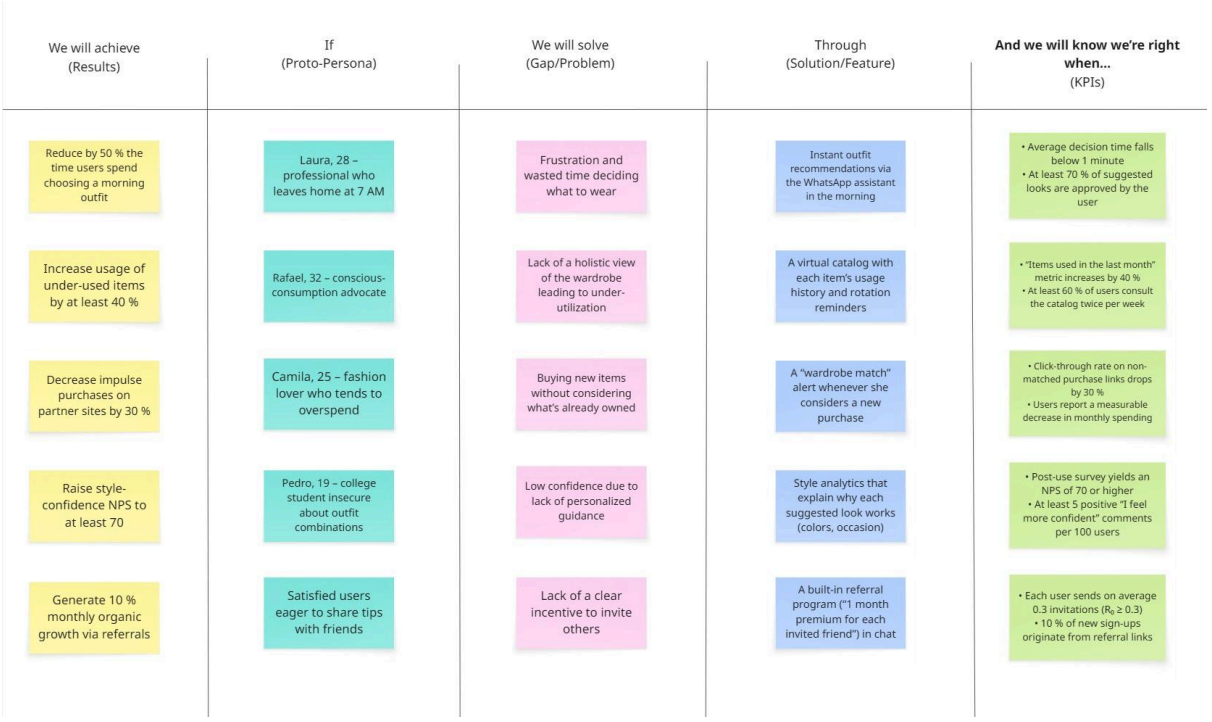
We conducted a series of initial tests using Supabase's API, following the official documentation. These tests included basic operations such as user authentication, data insertion and retrieval, and file uploads to the storage bucket.

Through this process, we observed how **robust and consistent** the Supabase API is. The documentation is clear, and the endpoints are intuitive and well-structured, allowing for quick implementation and validation of the core features we need for Vise.

The database structure proposed and validated during this stage represents more than just a data repository—it serves as the foundation that enables Vise to deliver a personalized, seamless, and secure user experience. The technical decisions made here ensure that the system can evolve with stability, scale alongside a growing user base, and intelligently integrate the AI layers that define the core value of our solution.

9. Hypotheses Table

To objectively guide the definition of our success indicators, we developed the **Hypotheses Table**. This instrument links each **persona** to their primary **needs** and **usage scenarios**, from which we derive the expected **outcome metrics** for each feature.



We will achieve (Results)	If (Proto-Persona)	We will solve (Gap/Problem)	Through (Solution/Feature)	**And we will know we're right when...** (KPIs)
Reduce by 50 % the time users spend choosing a morning outfit	Laura, 28 – professional who leaves home at 7 AM	Frustration and wasted time deciding what to wear	Instant outfit recommendations via the WhatsApp assistant in the morning	• Average decision time falls below 1 minute • At least 70 % of suggested looks are approved by the user
Increase usage of under-used items by at least 40 %	Rafael, 32 – conscious-consumption advocate	Lack of a holistic view of the wardrobe leading to under-utilization	A virtual catalog with each item's usage history and rotation reminders	• "Items used in the last month" metric increases by 40 % • At least 60 % of users consult the catalog twice per week
Decrease impulse purchases on partner sites by 30 %	Camila, 25 – fashion lover who tends to overspend	Buying new items without considering what's already owned	A "wardrobe match" alert whenever she considers a new purchase	• Click-through rate on non-matched purchase links drops by 30 % • Users report a measurable decrease in monthly spending
Raise style-confidence NPS to at least 70	Pedro, 19 – college student insecure about outfit combinations	Low confidence due to lack of personalized guidance	Style analytics that explain why each suggested look works (colors, occasion)	• Post-use survey yields an NPS of 70 or higher • At least 5 positive "I feel more confident" comments per 100 users
Generate 10 % monthly organic growth via referrals	Satisfied users eager to share tips with friends	Lack of a clear incentive to invite others	A built-in referral program ("1 month premium for each invited friend") in chat	• Each user sends on average 0.3 invitations ($R_0 \geq 0.3$) • 10 % of new sign-ups originate from referral links

This approach offers three principal benefits:

1. **Assumption Clarity** – by explicitly stating what is being tested, we minimize ambiguity regarding each feature's intended impact;

2. **Experiment Design** – with well-defined criteria, we can structure tests to confirm or refute each hypothesis;

3. **Data-Driven Iteration** – quantitative and qualitative insights inform prioritization decisions and continuous MVP refinement.

10. Business Plan

Following SABET guidelines, we developed a comprehensive Business Plan that articulates Vise's strategic framework across six key dimensions.

The **Executive Summary** establishes our mission: to streamline outfit selection and maximize wardrobe utilization through an AI-driven fashion assistant on WhatsApp. Our primary target audience consists of urban adults aged 20 to 35.

Our **Market Analysis** indicates significant potential, with the global AI-in-fashion market projected to grow from USD 270 million in 2018 to USD 4.4 billion by 2027, at a compound annual growth rate (CAGR) of approximately 42%. For Brazil, we have identified a Serviceable Addressable Market (SAM) of USD 2.7 million and a near-term obtainable share of USD 135,000.

To capture this market, the **Marketing Plan** outlines a multi-channel strategy utilizing Meta Ads, TikTok Ads, Google Search & Display, and partnerships with micro-influencers to drive brand awareness and user conversion.

The **Operational Plan** is built on four principal objectives: ensuring 24/7 service availability, continuously validating our MVP hypotheses regarding performance and usability, establishing systematic user feedback loops, and maintaining strict compliance with the LGPD.

From a financial perspective, the **Finance Plan** projects that core monthly infrastructure costs will remain below USD 5, which translates to less than USD 0.01 per active user in our "Growth" scenario. This lean cost structure, which leverages Railway, Supabase, and GPT-4o mini, supports a four-tiered subscription model designed to achieve profit margins exceeding 80%.

Finally, the **Conclusion** delineates our immediate next steps. These include launching pilot deployments to test engagement, refining the financial model with real-time usage data, and developing a robust marketing module to solidify Vise's first-mover advantage in Brazil's conversational AI fashion market.

11. Conclusion

The completion of the first half of the Vise project marks a critical milestone, transforming our initial concept into a validated, functional solution. The work across our initial modules has established a powerful technical and strategic foundation, confirming the viability of our core vision while paving the way for the development planned for the next semester.

Our journey began with in-depth market research and user analysis, which allowed us to build a solution genuinely rooted in the needs of our target audience and the unique opportunities within Brazil's WhatsApp-driven market. These insights materialized in our second module with the successful delivery of a functional MVP. The decision to build on n8n, Supabase, and OpenAI not only accelerated development but also yielded a robust and scalable architecture. The most compelling proof of this success is the drastic reduction in recommendation time to under 10 seconds, demonstrating a massive leap in performance and user experience.

With this proven foundation, we are now positioned to advance into the next phase of the project. The upcoming semester will be dedicated to two parallel streams: continuous product improvement and strategic market thinking. We will focus on enhancing the MVP by exploring advanced features already mapped out, such as voice interaction , smart shopping suggestions , and richer personalization options. Concurrently, we will execute the next steps of our business plan, launching pilot deployments to gather real-world data and refining our marketing and financial models to ensure a strong market entry.

In successfully delivering a functional and efficient MVP, we have de-risked the project's core technology and confirmed our value proposition. We move forward with a clear, data-driven path to mature Vise from a promising MVP into a market-ready product, solidifying its potential as a first-mover in Brazil's conversational AI fashion landscape.