**Stay Fashioned Product Development Life Cycle**

**1. Product Overview**

Product Name: Stay Fashioned  
Product Type: Mobile Application (iOS & Android)

**Purpose:** To help users generate personalized outfit suggestions based on preferences, weather, occasion, and available wardrobe items.

**Goal**: Stay Fashioned aims to empower users to make confident and stylish clothing choices by generating personalized outfit suggestions based on individual preferences, occasions, weather, and wardrobe items. The app seeks to simplify the decision-making process in daily dressing and enhance personal style through intelligent, parameter-driven recommendations.

**Problem Statement:** Many individuals struggle with daily outfit selection due to time constraints, lack of fashion confidence, or uncertainty about how to combine items from their wardrobe. This often leads to frustration, repeated outfit choices, or unnecessary clothing purchases. There is a need for an easy-to-use tool that can provide tailored outfit suggestions based on parameters like occasion, weather, color preferences, and available clothing items to help users dress stylishly and efficiently.

**2. Product Development Lifecycle (PDLC)**

**Stage 1: Discovery (Ideation)**

Activities:

* Conducted user interviews with 50+ participants
* Performed market analysis and competitor benchmarking
* Created user personas

Insights:

* Users feel overwhelmed choosing outfits, especially during mornings.
* Many users don’t track what clothes they own.
* Existing solutions lack true personalization.

Deliverables:

* User Personas
* High-level feature list
* Problem-solution mapping

**User Personas:**

* Sophia, 27, Marketing Executive: Has a full wardrobe but often repeats the same few outfits due to lack of ideas.
* Daniel, 35, Freelancer: Wants to look stylish without putting much time into planning outfits.

**User Stories**

1. As a user, I want to upload my wardrobe by taking photos, so that I can easily catalog my clothes.
2. As a user, I want the app to suggest outfits based on the weather, so I can dress appropriately.
3. As a user, I want to set preferences (e.g., colors I like), so the suggestions reflect my style.
4. As a user, I want to plan outfits for the week, so I can save time each day.
5. As a user, I want to rate outfits, so the app learns what I like.

**Core Features**

* Wardrobe Management: Upload, categorize, and edit wardrobe items.
* Outfit Generator: AI-powered recommendations based on parameters.
* Weather Sync: Real-time weather-based outfit suggestions.
* Occasion & Style Filters: Choose outfits by event type or style mood.
* Planner: Schedule outfits for the week with calendar integration.
* Outfit Rating System: Rate and improve future recommendations.
* Favorites & History: Save and revisit favorite outfits.

**Stage 2: Design**

**Activities:**

* Created wireframes and user flows
* Developed high-fidelity mockups
* Usability testing with interactive prototypes

**Key Design Screens:**

* Onboarding and Preferences Setup
* Wardrobe Scanning/Upload
* Outfit Recommendation Feed
* Daily Outfit Planner
* Outfit History and Favorites

**Design Principles:**

* Minimalistic and intuitive UI
* Accessible design (color contrast, readable fonts)
* Modular components for outfit cards

**Stage 3: Development**

Tech Stack:

* Frontend: Flutter
* Backend: Node.js + MongoDB
* Image Recognition: TensorFlow Lite
* Weather API: OpenWeatherMap
* Authentication: Firebase Auth

**Features:**

* Wardrobe Upload via Camera or Gallery
* Outfit Generator based on filters (weather, occasion, preferences)
* Calendar-based outfit planner
* Weather sync and suggestions
* Outfit Rating System for feedback learning

APIs & Integrations:

* Weather API
* Google/Facebook Login
* Analytics (Mixpanel)

**Stage 4: Delivery (Launch)**

Activities:

* Usability testing with 100 users
* App Store/Play Store submission
* Created onboarding walkthrough

**Marketing Materials:**

* Landing page with feature highlights
* Social media content plan
* Explainer video

**Metrics Tracked:**

* Onboarding Completion Rate
* Daily Active Users
* Outfits Generated per User

**Stage 5: Iteration (Feedback & Improvement)**

Feedback Channels:

* In-app feedback form
* App reviews
* Direct interviews with beta users

Improvements Made:

* Added "Style Mood" filter (e.g., bold, minimal, vibrant)
* Improved wardrobe upload with auto-categorization
* Implemented user-based outfit suggestions using machine learning

**6. Roadmap**

| Quarter | Milestone |
| --- | --- |
| Q1 | MVP Development and Private Beta Launch |
| Q2 | Public Launch + Planner + Feedback System |
| Q3 | Social Sharing + Improved AI Suggestions |
| Q4 | AR Try-on + Store Integration |

**6. Future Enhancements**

* Integration with online stores for missing wardrobe pieces
* Virtual try-on using AR
* Social sharing and community outfit boards
* Premium style consulting feature

**7. KPIs (Key Performance Indicators)**

* Daily Active Users (DAU)
* Average Time Spent per Session
* Outfit Suggestions Click-through Rate
* Retention Rate (30-day)
* User Feedback Ratings

**8. Conclusion**

Stay Fashioned addresses a common but often overlooked daily problem: choosing what to wear. By combining personalization, intelligent recommendations, and seamless user experience, it aims to be the go-to digital stylist for users seeking confidence and style in their daily lives.