Module 7

1) The problem that is being tackled within the community is helping millennials that can't dress become better dressers. We all know the expression "First impression last" or "When you look good you feel good". There are some negative stigma when not having some type of a fashion sense that is up to par in today's society such as loss of job opportunities, missing out on typical fun activities, and mental health can also play a role . The way one dress says something about that person's character. The purpose for this application is to take whatever information the user put into our system, take it and find little pieces of clothing to help the individual up their wardrobe using the information that was provided. The individuals that are mostly affected by this are the millennials that have little to non style when it comes to fashion.

2a) We are assisting millennials that have little or no style when it comes to fashion and would like help in that area in their life to improve their wardrobe.

2b) We are looking to attack all three of our pain points. First it is helping users find fashionable pieces that go with their personality. As well as helping them boost their mental health.

2c) We are looking to provide the information to our users that would solve their problem. For example if a user wants a shirt, the application will ask the user questions regarding what type of shirt they are looking for. Such as size, color, if they want short sleeves or long sleeves, special occasion, or just have a need to shop. Once those questions are answered the app will filter through all the best matches, once finished processing the user will see the shirts that they would like to purchase.

3) This app's only purpose is for users to become more fashionable while keeping their individuality along the way. We are finding little pieces of clothing for the user's choice by using the information that was put in before the search happens. The idea of this application is to give the millennials that want to change their wardrobe will always have access to their own personal stylists at their hands at the touch of a button. Every search is saved for future reference so users always have the ability to go revisit their searches.

4a) The MVP (Minimal Viable Product) for this application is to give millennials who struggle with fashion and wanting to update their wardrobe.

4b) We are helping those that want to change their wardrobe.

Problem Definition: Helping millennials that can't dress become better dressers.

Customer Segments: Millennials who can't dress and want to change their appearance while staying true to themselves.

Solution: Creating an application that helps millennials find little fashion pieces that will overall change their style without changing them. The user answers questions so the app can search and find and tell the users the information they need regarding their search.

Key Metrics: By using user feedback, and monthly reviews to track our process and to see where the app is standing with the users.

Unique Value Proposition: We track our process monthly.

Channels: The app will be downloadable and it is free for both Apple and Android. There will be a tutorial when the app is first downloaded to show users how to operate the app and what to expect.

Unfair Advantage: The data that we have is from the users by the users and for the users only. We are just taking the information that is given to find the item(s) for the user. Most data comes to the users directly so they can give what is needed.

Cost Structure: Base cost goes from $10,000 - $50,000 and to maintain this app is $20,000 a year. The cost of serving one person will be about $5,000 while the 100th person will cost roughly about $50,000 and the 100th person is $10,000 and the 1000th person is about $150,000.

Revenue Structure: The app will make revenue by how many downloads, click through rate, and there will be a premiere service for those who want to get extra out of their searches.