**Project Scope – AI Stylist App**

The AI Stylist app aims to deliver a personalized shopping experience using artificial intelligence. The scope of the project includes all major components required to develop, launch, and maintain the application effectively.

**🔍 In-Scope Activities:**

1. **User Data Collection:**
   * Gather key personal attributes such as:
     + Weight
     + Height
     + Body shape
     + Preferred clothing styles
   * Securely store and manage user profiles.
2. **AI Algorithm Development:**
   * Build machine learning models to analyze user data.
   * Generate personalized clothing recommendations based on body metrics and style preferences.
   * Continuously improve the accuracy of recommendations through user feedback and machine learning.
3. **User Interface Design:**
   * Develop a clean, intuitive mobile and/or web interface.
   * Allow users to input and update their data easily.
   * Display personalized outfit suggestions in an engaging format.
   * Enable Wishlist creation and filtering by occasions, seasons, or trends.
4. **Integration with Fashion Stores & Brands:**
   * Connect the app with APIs of online fashion retailers.
   * Display real-time product availability, sizes, and prices.
   * Redirect users to partner stores for seamless purchasing.
5. **Marketing and Promotion:**
   * Design and implement marketing strategies to increase awareness and user acquisition.
   * Utilize social media, influencer collaborations, and targeted digital ads.
   * Monitor campaign performance and adjust strategies accordingly.
6. **Analytics and Reporting:**
   * Track user interactions, behavior, and satisfaction.
   * Measure performance of recommendations and store conversions.
   * Provide dashboards for business insights and decision-making.