

# STYLEMYNIGHT

## APP DEVELOPMENT PROJECT

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FASHION MANAGEMENT & MOBILE PLATFORM DEVELOPMENT

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# 1.0 EXECUTIVE SUMMARY

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The increasing desire for constant newness has resulted in young people wanting more clothes at a lower price and a higher trend level. Aged 18-25 female consumers are the drivers of the online fast fashion sector. With this consumer shopping weekly, they can't turn to the high street as they would previously due to rising costs. The result has been the major success of the online only retailer. The problem is, money savvy students do not want to spend all of their free time searching their favourite websites to find their next outfit. StyleMyNight is an app which features four popular online retailers: Missguided, PrettyLittleThing, Boohoo and InTheStyle. StyleMyNight's USP (Unique Selling Point) is that it is a comparative shopping experience which introduces the consumer to new trends whilst comparing retailers like for like on the same platform. The goal is to save the customer time and money whilst satisfying their shopping needs.

Direct competition comes from apps Shopstyle and Shoptagr, although these do not have trend/price comparison elements. While most of the brands that StyleMyNight uses are available to purchase through ASOS, the ranges available on ASOS are limited, prices are higher, and the consumer can't benefit from the brands' own promotions; meaning that StyleMyNight has a distinct USP over purchasing through ASOS. Other indirect competitors include Zalando and Shopbop; however, like ASOS, orders are fulfilled through these retailers rather than through individual brands.

The target market is heavily influenced by trends seen on Instagram and celebrities, and don't like to post an image in the same outfit twice. To understand the target market, a questionnaire was used to gain insight into consumer behaviour and the perception of the app concept, feedback of which was overwhelmingly positive. The StyleMyNight team is made up of the Managing Director, Financial Director, Marketing Executive, a Developer and two Stylists (responsible for spotting trends and categorising items). The team has experience across fashion retail and technology sectors.

The planned financial revenue for the StyleMyNight app will be generated via two sources, firstly brands will be charged a monthly fee to have their brand on the app. Secondly, sales made through the app will generate revenue through an affiliate link. Using these methods it is expected that the app will pay back within month seven. This payback period is calculated on the basis that the app would begin with four brands, increasing to eight after the first six months. In order to achieve the projected success StyleMyNight would require an investment of £75,000 for a 20% stake in the business. The projected return in investment is expected to be £5,200 per month for the first six months, increasing to £10,400 for the next six months as the app gains greater sales and more brands.

Current features of the app include: budget and trend filters, personalised notifications and social sharing. Future developments for the app include the addition of a distribution centre, this would allow StyleMyNight to process orders through the app rather than via external links to brand websites and create an increasingly seamless user experience. In addition, StyleMyNight will be developed to allow the consumer to build outfits, collating items they have previously purchased with prospective purchases with advice from StyleMyNight stylists. This will increase brand loyalty and allow customers to build a relationship with the app as a purchasing tool.

StyleMyNight fills a gap in the market and aims to be the number one shopping destination for young, fashion-forward females to shop their way via trend and price.

## 2.0 APPENDIX A: MARKET OPPORTUNITY

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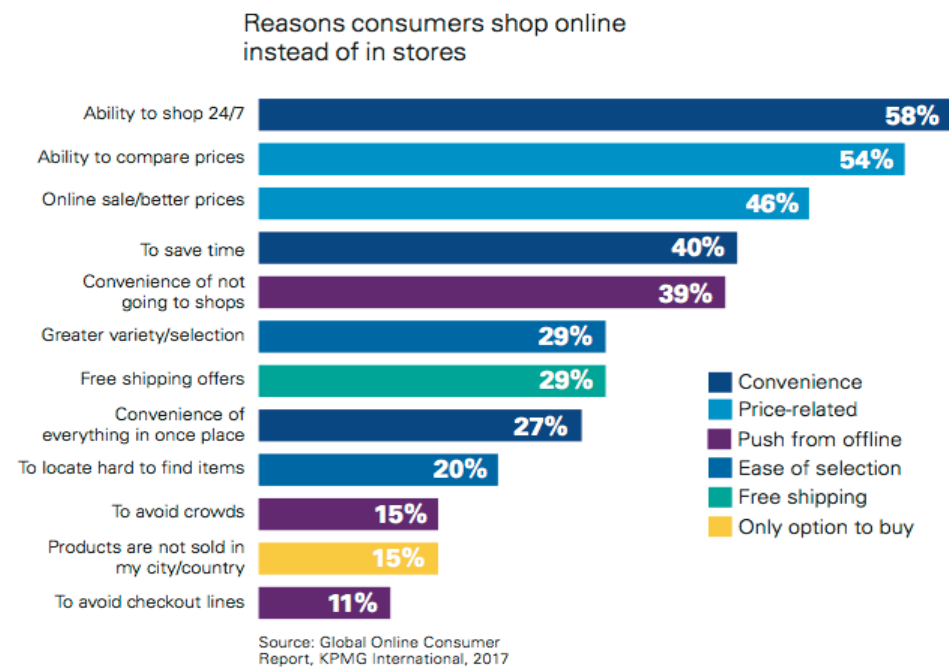
### **BACKGROUND**

The world of fast fashion and consumption is growing and evolving and in order to stay relevant, retailers must develop strategies in order to keep up with this demand (MacKenzie, Meyer and Noble, 2018). With one in ten people saying they would “throw away an item after being pictured online with it three times” (Bayley, 2018), the market has been forced to increase the number of seasons in a year, extend product ranges and create an overall shorter product life cycle (Bhardwaj and Fairhurst, 2010).

In contrast with Generation X, the millennial consumer is spending less money on nights out, however still prioritise buying a new outfit and taking pictures wearing it (Marsden, 2018). This cultural shift has been a component to the rise of the affordable, fast fashion, online retailer (Gilliland, 2018). The mobile application StyleMyNight will be developed for females aged 18-25 who are fashion and financially conscious.

## **INTRODUCTION**

StyleMyNight is a female fashion shopping app which satisfies the customer's desire to comparatively shop in relation to their chosen brand, trend and price point, which has been shown as the second largest motivator when it comes to online shopping (Figure 1).



*Figure 1 - Reasons Consumers Shop Online Instead of In Stores (Chaffey, 2018).*

The app is unique in giving the customer the opportunity to filter down products to shop a range of retailers, prices and trends, creating a tailor made comparison shopping experience of all their favourite online stores. By using only online retailers, StyleMyNight appeals to the target market who frequently online shop for occasions or to satisfy their hedonic shopping motivations (Kang and Park-Poaps, 2010). Hedonic consumption is described as “consumption directed at satisfying needs for fantasy, excitement and fun” (Yurchisin and Johnson, 2010, p.40). The user of this app will shop to fulfil both consumer behaviours. This means that females will not only shop rationally and functionally as a utilitarian consumer, but also as a hedonic consumer for mood improvement and happiness.

Primary research has been conducted in the form of a questionnaire to determine the most popular online retailers, online shopping habits and to see if this idea would be well received by the target audience.

## **AIMS & OBJECTIVES**

The aim of the StyleMyNight app is to allow the customer to compare items from their favourite online retailers, filtering down into their chosen price point and trend/occasion. It gives the customer a wider view of the marketplace, saving them time and money when online shopping. Objectives of the application are:

- To satisfy the customers desire to online shop in a comparative fashion.
- Allows the popular, affordable, online only retailers to be compared and contrasted on one platform, saving the user time and money.
- Creates a platform where customers can discover new trends and products throughout the season.



## **BRIEF APP OVERVIEW**

Upon opening the app, the customer will be given the option to create a StyleMyNight account, meaning a more personalised app experience, log in through social media or continue as a guest. The customer will then follow the simple steps:

1. **Select Brand(s)** - At this stage the customer can select multiple brands from the given selection.
2. **Select Price Point** - The customer will then select a price point that suits their budget. This means they will not see any products outside of their selected amount.
3. **Select Trend or Occasion** - This page will contain a list of key trends for the season as well as occasion options for the user to select, such as: animal print trend, neon trend or a night out occasion.
4. **Shop the Results** - The customer can now browse all products from their chosen brand(s) and trend(s) within their budget. When checking out, the customer will then be directed via affiliate link to the retailer's website to complete the purchase.

## **MISSION STATEMENT**

*'Provide a seamless shopping experience where fashion forward individuals can compare prices and trends.'*

## **PROBLEM STATEMENT**

The current fashion market focuses on individual business to expand and improve sales using technology. Their mobile applications use unique features to benefit customers to find their top selling products and establish new trends. However, they fail to capture how young people would use technology to save them time and money during their online shopping experience by being able to compare different brands without the need of doing it themselves. StyleMyNight will address this issue by allowing users to compare different trends, styles and prices all through one application.

## **COMPANY OVERVIEW**

It is proposed that in the early stages of the app's life, the StyleMyNight team will be fairly small. It has been estimated that the following job roles will be necessary for the running of the app:

- Managing Director
- Financial Director
- Marketing executive
- App developer
- 2x stylists

Looking at potential future growth for StyleMyNight, possible developments could include:

- Introducing a wider range of brands onto the app.
- Store past purchases onto the customer's account and suggest items to match, introducing a personal styling aspect.
- Allow the customer to checkout in-app and develop StyleMyNight into a multi brand retailer with their own stock and distribution centre.

## **MARKET ANALYSIS**

*The mobile app market is continuing to expand, with the emphasis firmly on free downloads and subscription payments or microtransactions. [...] While young people are regularly downloading new apps, they must provide unique functions over websites or risk being quickly deleted. (Mintel, 2018).*

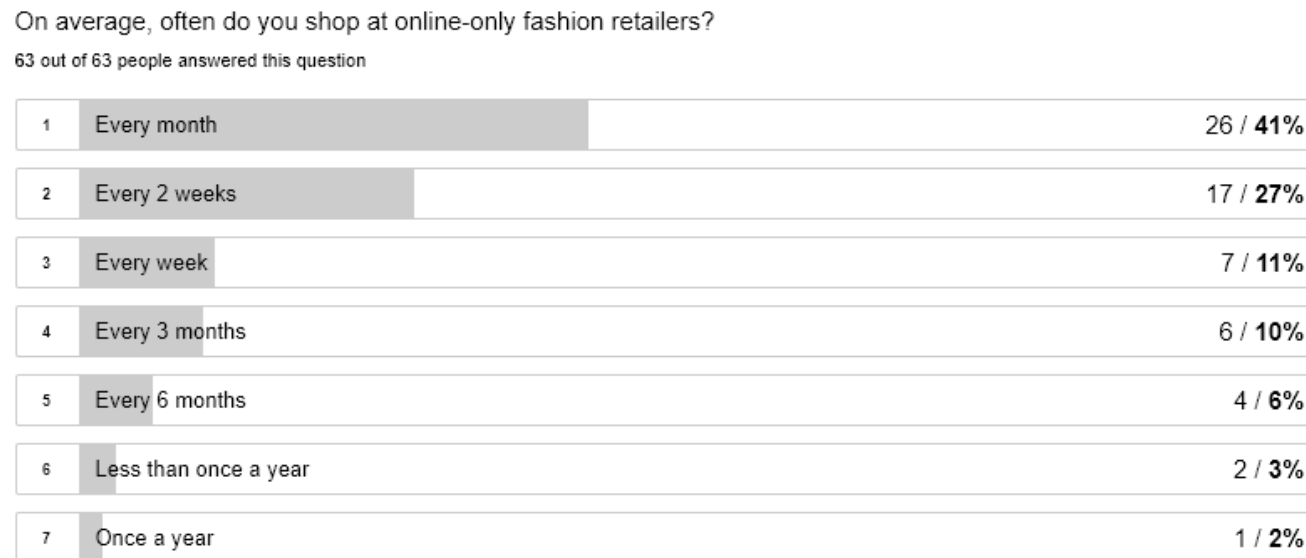
The UK mobile application market is growing at an impressive rate driven by smartphone ownership, with 93% of 16-34 year olds owning a smartphone (Mintel, 2018). Almost half (48%) of Millennials have bought fashion from their smartphones, overtaking tablets to become the most popular mobile device for online fashion purchases (Mintel, 2017). Research shows that free-to-download apps or subscription models are hugely preferred to paid apps – 72% of 16-24 year olds state that they will only download an app that is free (Mintel, 2018). The market opportunity for a free app that allows for online fashion purchases, aimed at a young target market is therefore viable; however, it is noted that the app must add value or differentiate itself sufficiently from a website-version in order to not be deleted (Mintel, 2018). StyleMyNight differentiates itself from brands' own apps, and allows for ease in browsing and comparing styles online.

## **ANALYSIS OF PRIMARY RESEARCH**

To gain an understanding of the target consumer's shopping habits and preferences in relation to the app, an online questionnaire was conducted which gathered 63 respondents. As the research was targeted, only participants aged 18-25 were asked to complete the survey. The breakdown of ages of respondents is shown below; showing that the middle age groups (20-21 and 22-23 year olds) within our 18-25 segmentation were well represented. Results show that target consumers predominantly shop for clothing online (62%), rather than instore (38%).

When given a selection of online fashion brands and asked 'which of the retailers have you shopped at in the past 6 months', the most popular response was ASOS (77%), followed by Pretty Little Thing (75%), Missguided (72%), and Boohoo (51%). This data helped to determine which 4 brands to use for the primary app development – PLT, Missguided, Boohoo and InTheStyle (ASOS was omitted due to the wide selection of other brands available on the ASOS site, while the other retailers only sell own-branded clothing).

It was found that most respondents shopped at these fashion retailers once a month (41%), although 27% shop once a fortnight, and 11% once a week (it is notable that weekly purchases were more common than purchases between 3 months and one year). This data (Figure 2) shows how important shopping at online fashion brands is to the consumer, and the regular purchases that they make.



*Figure 2 - How often the target market shops online (Author's Own, 2018)*

76% of respondents stated that they liked to keep up with the latest trends (Figure 3), which supports the trend-driven feature of StyleMyNight. When asked whether they mainly shopped for an occasion (e.g. night out) or in general, the responses were nearly even (51% in general, 49% for an occasion). Linking the ability to shop in categories for new trends and for specific occasions should allow StyleMyNight to be valuable to the target market.

Respondents were told the concept of the app, and asked for opinions. The responses were largely positive, and provided valuable information about how to potentially develop the app further to meet more consumer needs. Table 1 shows a selection of useful written responses.

A common theme that was suggested was the ability to filter sizes that are in stock, as the target market sees unavailable sizes as an inconvenience. This feature will be developed on StyleMyNight to address this issue. An impressive 92% of respondents stated that they would download and use the app (Figure 4). This figure shows that the app concept is desirable to the target market, and it addresses a realistic problem of comparing outfits within trends and price points.

Do you like to keep up with the latest trends?

63 out of 63 people answered this question



*Figure 3 - Percentage of respondents that like to keep up with the latest trends (Author's Own, 2018)*

Would you download and use this app?

63 out of 63 people answered this question



*Figure 4 - Responses to whether the target market would use StyleMyNight (Author's Own, 2018).*

*Table 1 – Written feedback on the StyleMyNight concept*

*"Good idea! Makes online shopping a lot easier and faster maybe include a section that compares similar products against different retailers. Eg. "Leopard print dress" and it shoes boohoos, asos and PLT version etc"*

*"Would be great to have this as an app. Usually if I have a specific idea in mind for an outfit I will type it in to google and click the shopping tab and compare the product/price."*

*"I like this idea but you would need to have a long list of keys words if searching for a trend. Would also be good to have a suggested for you section like ASOS"*

*"This sounds like a great idea that would save me time scrolling through each website to find an outfit that I have in mind!"*

*"I would definitely use this app! I hate haven't to browse all the websites separately! This would be a lot less time consuming."*

*"It seems like a good idea for a comparison app, maybe include fields like dress size to narrow options down further"*

*"I like this idea. It would solve my greatest online shopping annoyance, which is that there's just too much products shown that are not relevant to my wishes"*

*"Great idea! I would like to also see if size stock is available before pressing links (if poss!)"*

*"I love this! I do this independently already, and this app would make it so much easier! Maybe a complete outfit comparison across the different retailers?"*

*"I love this, as personally I get very overwhelmed with the number of different retailers, and I'm an idiot when it comes to the latest trends. Something like this would give me the confidence to wear more on trend outfits and know that they look good"*

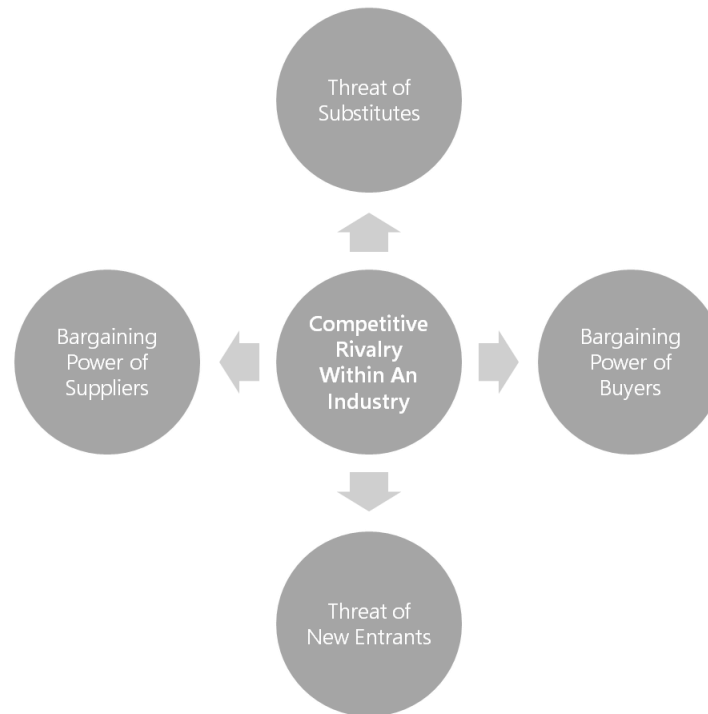
*"Ability to share outfit combination suggested so other people can see choices. Great idea for the app"*

*"I really like this idea, it would make browsing for an affordable outfit much easier. I think reviews on the app for each item of clothing (quality, fit etc) would also be helpful"*

*"Great idea, would be really helpful! As long as it was updated regularly"*








## **COMPETITOR ANALYSIS**

The unique concept of StyleMyNight means that there is not a competitor in the market that may be substituted – a key factor in Porter's Five Forces Framework for Industry Rivalry (shown in Figure 5). There are however a number of competing apps with similar functionality or aims to address a similar problem (comparing online brands in one place). Table 2 shows a competitor analysis for direct and indirect competitors; direct being ShopStyle and Shoptagr, and indirect retailer apps for ASOS, Zalando, and Shopbop, and wardrobe-building apps Mode-Relier and Stylicious. Primary research through using each app informs the level of competition in relation to StyleMyNight, and pros and cons that the target consumer may encounter.



*Figure 5 - Porter's 5 Forces (Porter, 1979)*

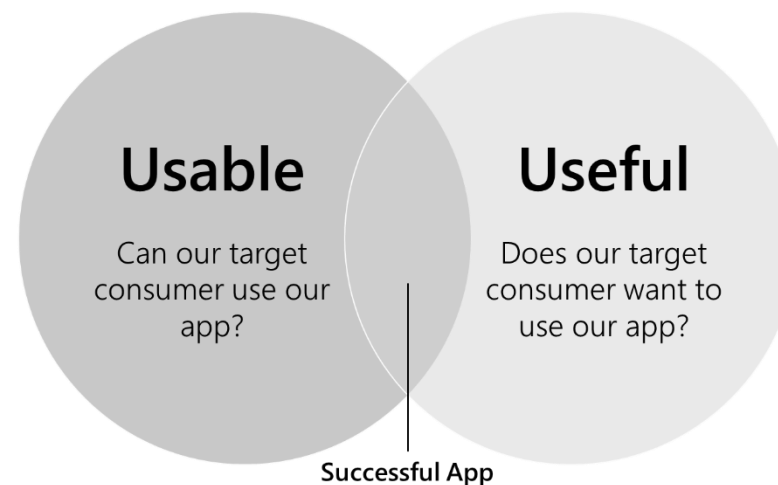
Table 2 – Competitor Analysis

APP	OVERVIEW	COMPETITION	PROS	CONS
 <b>ShopStyle</b> ShopStyle Inc.	ShopStyle lets users shop from over 1,500 brands, with 18 million products to choose from. The user can favourite brands and sign up for alerts when favourite items go on sale. You can also shop Instagram looks on the 'Trending' page.	<b>Direct competitor</b> – ShopStyle is the most direct competition, as it allows brand comparison and the products are bought through a link to each retailer's website, rather than through the app's own distribution channel.	<ul style="list-style-type: none"> <li>ShopStyle lets users shop from a wide range of brands, from luxury to high street/fast fashion (including boohoo, PLT, Missguided and Nasty Gal).</li> <li>Signing up for sale alerts and the Trending page are useful features.</li> </ul>	<ul style="list-style-type: none"> <li>There may be too much choice for the consumer – the huge brand portfolio and 18m products may seem overwhelming to the user.</li> <li>There is no 'shop the trend' feature (StyleMyNight's USP).</li> </ul>
 <b>Shoptagr</b> Shoptagr LTD	Shoptagr uses an extension that allows the user to save any clothing item from 1100 brands into the app. The app then alerts the user when the item(s) go on sale.	<b>Direct competitor</b> – Shoptagr is a direct competitor due to the comparison functionality. However, it brings items into the app from the user, rather than being able to browse	<ul style="list-style-type: none"> <li>Allows any product from a wide range of brands to be stored in the app and the user is given alerts when they go on sale.</li> <li>The user can share their 'list' on social media, encouraging engagement.</li> </ul>	<ul style="list-style-type: none"> <li>Not able to easily compare brands/prices – the user has to input the products they like into the app.</li> <li>No 'shop the trend' function or styling inspiration given.</li> </ul>
 <b>Zalando</b> Zalando SE	Multi-brand retailer Zalando's app allows users to browse and purchase from 1500 brands available. Purchases are made through Zalando, and orders are fulfilled through the retailer's 7 distribution centres, serving 17 European markets.	<b>Indirect competitor</b> – while the Zalando app has functionality that is similar to StyleMyNight (i.e. shop the trend), it is an indirect competitor due to Zalando being a physical retailer that is responsible for fulfilment.	<ul style="list-style-type: none"> <li>Users can order multiple items across different brands together</li> <li>Sleek app design and good functionality</li> <li>Top Trends' section on homepage puts together products across different brands that fit into the trend.</li> </ul>	<ul style="list-style-type: none"> <li>The wide range of brands available may be overwhelming for the consumer – especially the 18-25 target consumer that demands speed and ease in purchases (i.e. for a night out).</li> <li>User can't benefit from brands' own site promotions.</li> </ul>
 <b>ASOS</b> ASOS	ASOS is the 4 <sup>th</sup> largest clothing company in the UK, with 2000 brands available on site, including ASOS' own branded collections. ASOS fulfil orders through their DCs in the UK, Germany and US. PLT, Missguided, and Boohoo are available.	<b>Indirect competitor</b> – the 4 brands available to shop through StyleMyNight are all available to buy on ASOS, however, these are fulfilled through ASOS and not the individual brands (i.e. wholesale).	<ul style="list-style-type: none"> <li>'Boards' lets the user group favourites within 'Saved Items', i.e. the user can create different boards for different occasions / trends.</li> <li>Key trends shown on homepage.</li> <li>User can shop multiple brands together.</li> </ul>	<ul style="list-style-type: none"> <li>Amount of trends / occasions to browse are limited.</li> <li>Prices for PLT, Missguided and Boohoo products tend to be higher on ASOS rather than direct through the retailer.</li> <li>User can't benefit from brands' own site promotions.</li> </ul>
 <b>Shopbop</b> Shopbop Mobile LLC	Part of Amazon.com Inc, Shopbop allows consumers to shop from 1000 established and emerging designers, focusing on high-end and luxury brands.	<b>Indirect competitor</b> – Shopbop does not offer the fast fashion brands that StyleMyNight offers, as it is positioned at the high-end market, hence has a different target customer. Orders are fulfilled through Shopbop.	<ul style="list-style-type: none"> <li>Curated trends available on the homepage</li> <li>'Whats New' section handpicked.</li> <li>User can shop multiple brands together.</li> </ul>	<ul style="list-style-type: none"> <li>Limited 'shop the trend' functionality</li> <li>Focus on high-end/luxury brands rather than lower-end fast fashion (different segmentation)</li> </ul>
 <b>Mode-Relier</b> Multi-Angle United, Inc.	The Mode-Relier app allows users to upload images of their clothing and organise their wardrobe into different occasions. The user is able to share their 'rooms' with friends who can collaborate.	<b>Indirect competitor</b> - Mode-Relier's concept is very different to StyleMyNight, as it focusses on users organising their current wardrobe rather than comparing and shopping new items. This function could be used to develop StyleMyNight in the future.	<ul style="list-style-type: none"> <li>User can organise wardrobe into trends and occasions</li> <li>Share features allows collaboration with friends</li> <li>Heavily personalised (but relies heavily on user input)</li> </ul>	<ul style="list-style-type: none"> <li>Potentially time consumer for the user to upload images of their entire wardrobe.</li> <li>Concept doesn't encourage new trends and new purchases.</li> </ul>
 <b>Stylicious</b> FABU Inc.	Stylicious (similarly to Mode-Relier) is an app that allows users to organise their wardrobe through uploading images and categorising styles. A shopping features allows users to buy new items through a range of retailers.	<b>Indirect competitor</b> – Stylicious does have a limited shopping feature in addition to wardrobe organisation, however it is broken down into category rather than trends.	<ul style="list-style-type: none"> <li>Combines wardrobe organising with shopping feature (but no focus on price)</li> <li>Inspiration section links to Tumblr blog with curated outfits, but hasn't been updated since 2016.</li> </ul>	<ul style="list-style-type: none"> <li>Of all the competitors, the Stylicious app is the poorest in design – the shopping section in particular has an out-dated feel.</li> <li>User can't shop multiple brands together.</li> </ul>



## **MARKET POSITIONING**

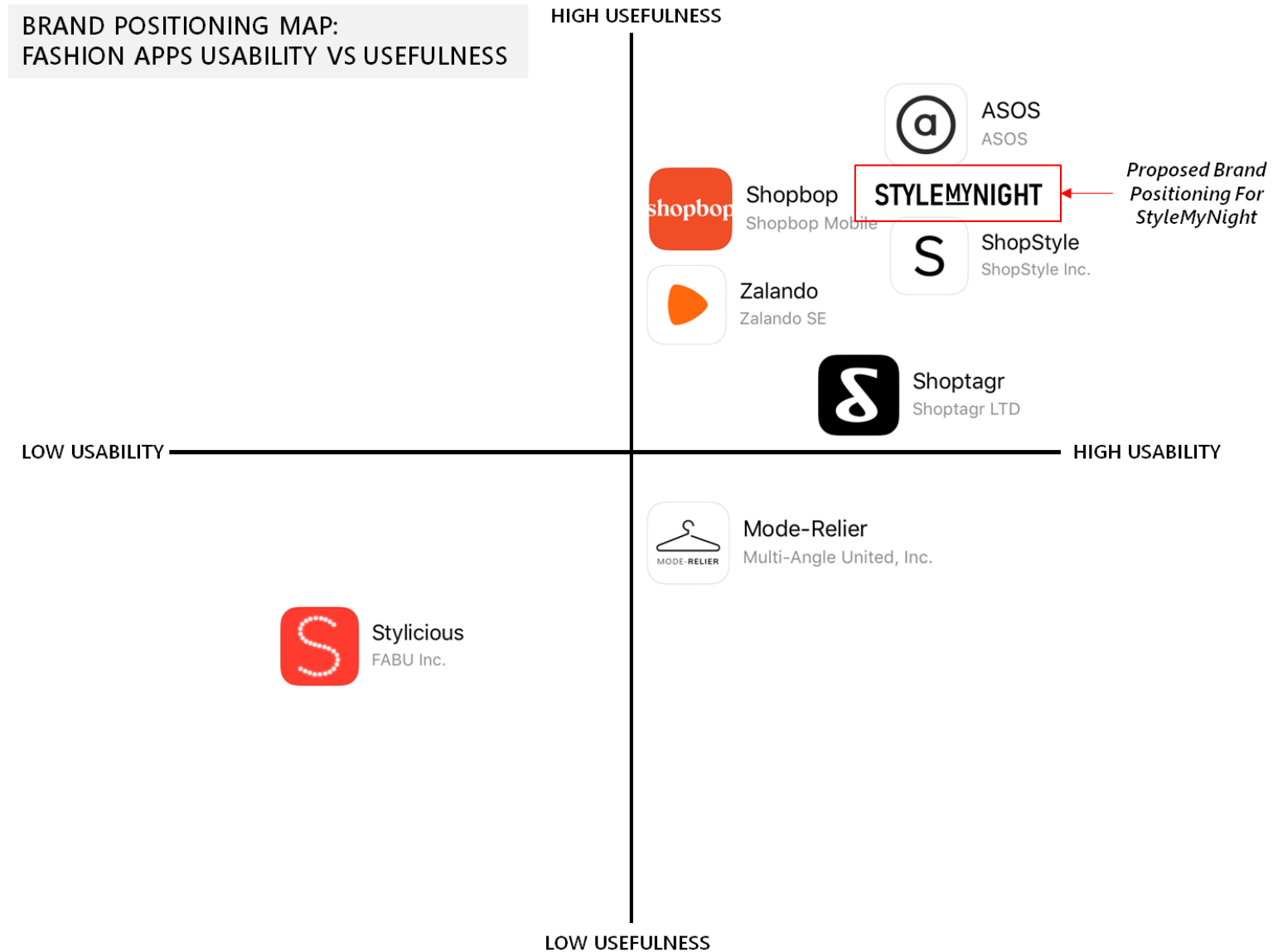
User Experience (UX) can be defined as the usefulness of a service, combined with its usability and aesthetic value (Paplauskaite, 2014). Successful UX therefore requires an application to be easy to use (i.e. usability) while being valuable through the features and functions available (i.e. usefulness) (Paplauskaite, 2014). Figure 6 shows the relationship between usability and usefulness adapted for app development.



*Figure 6 - Useable VS Useful Model (Adapted from ECHOUSER, 2018)*

Positioning Maps can be used to 'pinpoint the desired position for a brand and give a visual overview of this position relative to that of competitor brands within a market' (Posner, 2011, p.52). Research was undertaken to test competitor apps, and plot a Positioning Map based on the usefulness of the competitor app against its usability. Figure 7 shows the map plotting the research findings, and proposes the brand positioning for the StyleMyNight app.

Figure 7 - Market Positioning Map



## **PESTLE ANALYSIS**

To analyse the macro-environment, a PESTLE analysis has been conducted in relation to the StyleMyNight app. As defined by Posner (2011, p. 65), 'PESTLE analysis ensures an organisation is responsive to the political, legal, economic, social, cultural, and technological situation at any given time'.

*Figure 8 - PESTLE Analysis for StyleMyNight (Author's Own, 2018)*

<b>P</b>	<b>Political</b>	<ul style="list-style-type: none"> <li>The impact of Brexit since the vote has caused uncertainty for the fashion retail industry, and consumer confidence has weakened (Euromonitor, 2018).</li> <li>The influence of Brexit on inflation rates and currency value has a particular affect on fashion retail, as most products are manufactured globally and shipped to consumers worldwide. Euromonitor (2018) explains 'currency weakness since the Brexit vote has pushed up the cost of imported goods and, as a result, inflation jumped from 0.6% in 2016 to 2.7% in 2017'. This in turn impacts consumer spending.</li> </ul>
<b>E</b>	<b>Economic</b>	<ul style="list-style-type: none"> <li>Driven by Brexit, there is currently general uncertainty for the economy. Only when a deal is in place will retailers be able to plan to adapt to the economic changes.</li> <li>Research suggests that the economy is slowing (or perceived of such), which may result in reduced consumer spending (FTI Consulting, 2017).</li> </ul>
<b>S</b>	<b>Social</b>	<ul style="list-style-type: none"> <li>There is a current trend for consumers spending more on experiences and entertainment, and less is being spent on non-essential products such as fashion clothing (FTI Consulting, 2017).</li> <li>Consumers are increasingly using new services through apps, due to the rise of smartphones in addition to growing demand for convenience and sustainability concerns (Euromonitor, 2018).</li> </ul>
<b>T</b>	<b>Technological</b>	<ul style="list-style-type: none"> <li>New technology is constantly changing and developing the app market. Future trends identified for the mobile app market include: facial recognition, augmented reality (AR) and artificial intelligence (AI) (Holland, 2018).</li> <li>It is recommended that apps are updated 1-4 times per month – regular updates are vital to provide bug fixes and add/adapt features that consumers are requesting (Yarmosh, 2016).</li> </ul>
<b>L</b>	<b>Legal</b>	<ul style="list-style-type: none"> <li>The legal impacts of Brexit will largely influence businesses, particularly through: Corporate Law, Employment Law, Data Protection, and Taxation (Herbert Smith Freehills, 2018).</li> <li>'The EU General Data Protection Regulation (GDPR) outlines six data protection principles that organisations need to follow when collecting, processing and storing individuals' personal data' (Irwin, 2018). As a business that handles user data, StyleMyNight will need to ensure it complies with the GDPR regulation.</li> </ul>
<b>E</b>	<b>Environmental</b>	<ul style="list-style-type: none"> <li>Smartphone ownership has increased dramatically over the past 10 years, and is expected to rise to 6.1billion phones by 2020; around 70% of the world's population (Greenpeace, 2017). The environmental impact of the growth in smartphone production (with consumers replacing their phone on average every 2 years) with its limited recycling capabilities and energy and materials required cause a concern on the environment (Greenpeace, 2017).</li> </ul>

## 3.0 APPENDIX B: CUSTOMER PROFILE

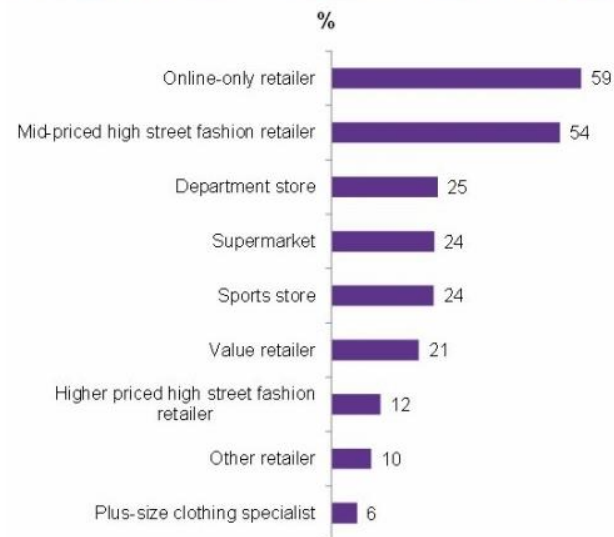
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### **TARGET CONSUMER**

StyleMyNight will be targeted towards the millennial consumer. This relates to consumers born between 1980 and 2000 (Bucuta, 2015). Millennials are highly technical with 48% now using their smart phones for fashion (Mintel, 2017), making them the ideal target market for StyleMyNight.

A clear majority of the millennial demographic are also choosing to shop at fast fashion online retailers - Boohoo (48%), Missguided (40%) and ASOS (51%) (Figure 9). Online retailers are tapping into what is important for this generation; low price points and on-trend clothing with a seamless purchase process (Mintel, 2017).

*"From which of the following retailers have you bought fashion items online in the last 12 months?"*



*Figure 9 - Graph showing the breakdown of Generation Y's shopping habits (Mintel, 2017).*

## **CUSTOMER PROFILE**



*Figure 10 - Target Consumer (Instagram, 2018).*

### ***PEN PORTRAIT: LUCIA***

This is Lucia, she is single and aged 21 (Figure 10). She lives in a student house with 3 other girls- having moved out of her family home to study Marketing at university. Her ambition after university is work in digital marketing for a young fashion brand such as Missguided.

Her primary source of income is her student loan, however she is also supported by her parents. Her income is low but highly disposable, preferring to budget other parts of her life and save for a new outfit to wear on a night out. When choosing outfits she prefers cheap options, spending around £30 on each outfit, as she usually only wears an outfit once or twice. She shops fortnightly, dependant on events she has coming up.

Her friendship circle is her primary focus and she spends most of her time socialising with her large friendship circle. Her favourite activities being going out for cocktails, on a night out and out for food. When not socialising, she keeps up to date with social media (Instagram) posting new outfit pictures regularly. She enjoys following fashion in beauty bloggers on Instagram and keeping herself fit, regularly going to the gym.

Her fashion style is very trend driven, she doesn't like to be seen in the same outfit twice. Due to her low income and the fact she likes to keep up with trends her favourite retailers are: PrettyLittleThing, Boohoo and Missguided with the occasional purchase from Topshop.

## **LEAN UX PERSONA**



*Figure 11 - Target Consumer  
(Instagram, 2018).*

**Name:** Lucia  
**Role:** Customer

### **[Factors that influence behaviour]**

Young adult (21).  
Social media following.  
Digital marketing student.  
Friendship circle – Likes going out.  
Disposable income.

### **[Needs, obstacles, desires]**

#### **[Needs]**

Needs to keep up with the latest fashion trends, using her favourite shops such as PrettyLittleThing, Boohoo and Missguided with the occasional purchase from Topshop.  
Compare prices of her favourite shops to get the lowest prices.

#### **[Obstacles]**

Student income – Low budget.  
Doesn't like to be seen in the same outfit twice.

#### **[Desires]**

Shop for outfits for around than £30.

## **CUSTOMER JOURNEY**

"A customer journey map is a visual that helps marketers outline the story of a customer's experience" (Muhammed, 2018). The StyleMyNight consumer will follow the below customer journey map (Figure 12).

*Figure 12 - StyleMyNight Customer Journey*

Touchpoint	Awareness	Consideration 1	Consideration 2	Purchase	Experience product	Experience product 2	Experience product 3	Experience Product 4
Problem	Has an event and no outfit to wear.							
Brand Website (EG- Boohoo, Nasty Gal, Missguided)	Visits several websites, gets frustrated as the products aren't all in one place.					Affiliate link takes the customer to the brand website to pay for their chosen products		
Instagram	Customer is drawn in by influencer promotion.							Posts a picture of herself wearing the outfit- recommends the APP in the comments.
APP Store		Searches for the APP in 'App Store'.	Reads the description	Downloads the APP			Leaves a review of the product	
APP on Smartphone					Uses the app to easily browse trends and occasions			

## 4.0 APPENDIX C: FEATURES & BENEFITS OF THE APP

### **FEATURES AND BENEFITS TABLE - Keys: 1 = Most Important, 14 = Least Important**

<b>Feature</b>	<b>Hypothesis</b>	<b>Benefit</b>	<b>Ranking</b>
Filter	Filters will help Lucia to get her desired outfit for the lowest price by allowing her to compare the prices and trends of different brands.	Users can select the price and trend they wish to find, this created a personalised shopping experience for the user.	3
Seamless Checkout (affiliate link)	Using the brand's website instead for purchasing allows the customer to feel more secure when entering their bank details as it's a trusted website.	A successful affiliate link that allows users to check out their shopping basket.	4
Colour scheme	Using a light colour background will cause less eye strain for users.	Colours used in the background of the application must consider users with a visual disability.	14
High-Quality Images	Having higher resolution images will allow the user to see the product clearly and if they were to zoom in they will get a clear pixel picture without any blur.	Product pictures must be clear along will allowing users to zoom in to see the material in a closer image. More than one picture should be displayed of the product in different angles e.g. front and back of a dress.	8
Text	Having clear and uniform text throughout the application will allow users to clearly see what they are clicking and suit all users.	The text used throughout the application should be kept constant and used to support users with reading disability e.g. Verdana.	7
Intuitive and Easy Navigation	If the user can easily navigate around the application, it increases the chance of them returning.	User-friendly layout for users to navigate easily around and find different features.	2
Simplicity	Keeping the application simple will allow the user to clearly navigate around and reduce confusion.	Keeping the layout and design of the application simple for users to clearly navigate around and keeping it constant will give the application a professional look.	6
Login Form	Log in forms will increase the number of returning users increasing user interaction.	The user can create an account that will allow them to access additional features e.g. save products they like in a 'wish list'. If any items within their wish list were to go on sale the user will be sent notifications.	10



<b>Feature</b>	<b>Hypothesis</b>	<b>Benefit</b>	<b>Ranking</b>
Social Login	Adding social media signup will be a useful feature for busy users who don't want to spend time creating an account. This will increase the number of users that sign up.	The user can create an account that will allow them to access additional features e.g. save products they like in a 'wish list'.	12
Social Sharing	Adding social sharing will increase the number of users using the application through brand awareness.	Allows influencers to easily share what they are wearing and what shopping application they purchased their products from.	9
User Feedback	User feedback will increase brand loyalty as users will be able to interact with the application and hopefully see new features added using their feedback.	Allowing users to express their personal thoughts along with eliminating them having to contact customer support every time they face an issue.	11
Responsive Design	Responsive design will decrease not wishing to use that application as it doesn't suit their phone.	Having a responsive design increases the users experience whilst using the application.	5
Notifications	Notifications about the latest fashion trends will increase returning users as Lucia likes to keep up with the latest fashion trends.	Direct communication to the customers from the application e.g. sending promotional offers that drive engagement and sales.	13
Security	Security will increase user signups as the target audience is well aware of the implications of data breaches.	Making sure any details users enter e.g. name, birthday and email address are saved and secured in the chosen database system.	1

### **RISK ANALYSIS TABLE – Keys: 1 = Low Risk, 10 = High Risk**

<b>Potential Risk</b>	<b>Risk Description</b>	<b>Countermeasures</b>	<b>Impact Rating</b>
Communication	The communication between the client and the developer isn't clear. Therefore the outcome of the mobile application isn't successful.	Setting up weekly meetings between the client and developers to ensure the application is designed using the client's feedback.	10
Market	Market research isn't carried out in depth, leading to a product that isn't desirable or like an existing application.	Ensure the market research is carried out during the planning stage before starting to design the application.	8
Brand Resources	The application is dependent on companies signing up and wanting to display their products on the application. If companies don't wish to sign up, StyleMyNight will not have any products to post.	Arranging and signing legal contracts between the four brands to partner with StyleMyNight.	10
Security	If the database is not secure and gets hacked. This puts clients, partners' and customers' data at risk.	Invest in strong security (e.g. Firebase Database) that will reduce the risk for the database getting hacked, along with having a strong firewall protection.	10
Financial	If StyleMyNight isn't making any income or run into debt.	Ensuring a business plan is completed during the planning stage which includes a proposed financial plan.	10
Technical	If the application crashes or includes bugs.	The application will be thoroughly tested during the testing stage by the clients and developers to find any technical issues.	9
Maintenance	If the application isn't updated, causing technical issues and creating bugs.	The application will be updated regularly.	9
External Factors	If the user loses internet connection causing their products not to be added to the basket or their wish list.	The application will be developed to store the user's basket and wish list offline. Once they have an internet connection it will be updated.	5
Text	Users are not able to read the text on the application with ease.	The text used throughout the application should be kept constant and used to support users with reading disability e.g. Verdana.	7
Colour Scheme	Users may not like the colour scheme, or it might not suit their needs.	The use of colour within the application is very important because it should suit all users. Using a light pink and white background colour allows users to read off the page without eye strain.	7
User Interface	Users are not able to navigate around the application.	The application will be created using a simple layout reducing any unnecessary text or context.	8
Notifications	Users may get annoyed with too many notifications.	The user will be able to change setting regarding how often they want notifications.	4

## **TECHNOLOGY REQUIREMENTS**

To get the StyleMyNight mobile application running, it will need basic hardware and software requirements, listed below:

- **Server** – A server will be required to host the applications database. The database will be responsible for holding user information, product information such as images, pricing and product descriptions, colour and sizes. The database servers are usually expensive as they require large amounts of RAM to handle inputs and outputs of information.
- **Storage** – The database requires storage, therefore a flexible storage solution will be used as the company expands.
- **Development software** – The use of different software languages will be required to develop and produce the mobile application and maintain it.
- **Other software** – Other possible solutions for developing the application without the use of the cloud would require purchase of an operating systems and database software such as Windows 2019 and Microsoft SQL Server.

StyleMyNight is currently a small company therefore it isn't feasible to purchase a server, storage and software as this would require constant maintenance and support, which would add unnecessary costs to the company.

There are different cloud options available to use within SytleMyNight but Firebase by Google offer the best possible features and a platform to develop the application without having to manage the infrastructure. Firebase allows you to store and sync application data in real-time, authenticate users simply and securely furthermore it allows cross platform development which benefits users with iOS devices as the application will be developed as an Android product. The monthly cost of Firebase is included within the budget for 'Maintenance', shown in the finances (Appendix 5: Business Plan).

### **PHONE HARDWARE USED**

The only hardware features that the application for StyleMyNight is going to utilise is the phone's touchscreen, accelerometer, speaker and the vibrator motor. The touchscreen will allow users to swipe up and down to view all the available items of clothing, touch to select different button options and pinch to zoom into the different articles of clothing to get a closer look. The accelerometer will allow the application to know the orientation of the device and change which direction the user interface is facing. The speaker/vibrator motor will be utilised when a notification is sent to the user, creating a vibration if the device was on silent mode.

## 5.0 APPENDIX D: BUSINESS PLAN

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### **MARKETING PLAN**

<b>Product</b>	StyleMyNight offers the consumer the bringing together of products from their favourite online shopping retailers, using existing successful product minimises the risk of the app as the consumer is already choosing to shop at the retailers. Stylists curating trends and occasions will ensure only the most relevant and best products from each website appear on the app, creating a more streamlined product offering.
<b>Price</b>	StyleMyNight allows the consumer to input their budget, this is vital as the millennial consumer are highly price conscious. (Intel, 2018) With a focus on showing the consumer only what they can afford, the consumer receives a personal shopping experience tailored towards their chosen price point.
<b>Place</b>	The target consumer for the app is a busy millennial, who uses her smartphone for purchasing fashion. The app allows her to browse trends whilst on the go and doesn't leave her confined to her laptop.
<b>Promotion</b>	StyleMyNight will primarily be promoted via influencers on Instagram, as 73% of Instagram's 300 million users are millennials (Clasen, 2015). Influencers will be used to promote the app through posts as well as showing a 'walk through' of how to use the app via Instagram stories. Multiple specifically chosen influencers will be chosen in the hope that the consumer will see the marketing message 7 times- as this is the number needed to make someone perform an action from an advert (Stenberg A, 2018).
<b>People</b>	StyleMyNight will have a small team consisting of a Managing Director/ Founder, Financial Director, Marketing Executive, app developer and two stylists. Keeping the team small allows for employee satisfaction to be taken seriously as well as allowing creative impacts to come from everyone in the team. Keeping a passionate team allows StyleMyNight to ensure they have the people power to create a successful app.
<b>Process</b>	The app will be constantly updated to ensure processing is up to speed. This is important as the consumer forms an opinion on a website/ app in 15 seconds. Therefore any issues with speed/ efficiency of the app will stop success (Zheng D, 2018).
<b>Physical Environment</b>	With millennials increasingly shopping via online retailers rather than in store - Boohoo (48%), Misguided (40%) and ASOS (51%). As well as 92% of the target market stating they would use the app when surveyed. The app is well tailored towards the needs of the millennial market environment.

## **INCOME**

StyleMyNight will receive income from two sources, one being the monthly fee that brands will pay to be a part of the app, and the other being from sales via affiliate link. It is proposed that each brand pays a sum of £5,000 per month to be listed on StyleMyNight. This will mean for the first six months after launch, StyleMyNight will be receiving an income of £20,000 per month, as a result of four brands being featured. At month seven, the expansion will begin and four more brands will be listed, meaning a monthly income of £40,000 from brand fees.

It was found that the average cost of an online order from Boohoo was approximately £40 (Boohoo PLC, 2018). If the proposed 5,000 users make an order once each month, it was calculated that when taking 3% commission from each sale, StyleMyNight would make a total income of £6,000 per month from affiliate link sales. In the first three months of the app launching, it is estimated that the number of users will be lower than the rest of the year, generating fewer sales. Therefore, during this period it is proposed that the app will have 2,500 users, generating £3,000 worth of sales from affiliate links.

## **EXPENDITURE**

After completing detailed research, the development cost of the app was estimated at \$74,250 (£57,716.00). The details of the cost breakdown are listed in Figure 13.

User Profiles	3,750
Gallery - Photo / Video	2,625
Search	4,500
Custom User Interface	6,000
Dashboard	5,250
E-mail Login	1,875
Social Login	2,625
Social Sharing	2,250
User Privacy Settings	2,625
Push Notifications	3,375
Email / Mailing Lists	1,125
Menu / Ordering	5,250
User Administration	9,000
Content Management System	15,000
Feedback System	9,000
<b>Total</b>	<b>\$74,250</b>

*Figure 13 - Development Costs (Otreva, 2018)*

## **CASH FLOW FORECAST**

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
<b>Income</b>												
Brand Monthly Fee	£20,000.00	£20,000.00	£20,000.00	£20,000.00	£20,000.00	£20,000.00	£40,000.00	£40,000.00	£40,000.00	£40,000.00	£40,000.00	£40,000.00
Affiliate Link Sales	£3,000.00	£3,000.00	£3,000.00	£6,000.00	£6,000.00	£6,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00	£12,000.00
<b>Investment</b>	<b>£75,000.00</b>											
<b>Total Income</b>	<b>£98,000.00</b>	<b>£23,000.00</b>	<b>£23,000.00</b>	<b>£26,000.00</b>	<b>£26,000.00</b>	<b>£26,000.00</b>	<b>£52,000.00</b>	<b>£52,000.00</b>	<b>£52,000.00</b>	<b>£52,000.00</b>	<b>£52,000.00</b>	<b>£52,000.00</b>
<b>Expenditure</b>												
Development Cost	<b>£57,716.00</b>	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Maintenance	£721.00	£721.00	£721.00	£721.00	£721.00	£721.00	£721.00	£721.00	£721.00	£721.00	£721.00	£721.00
Wages	£10,000.00	£10,000.00	£10,000.00	£10,000.00	£10,000.00	£10,000.00	£10,000.00	£10,000.00	£10,000.00	£10,000.00	£10,000.00	£10,000.00
Business Rent	£300.00	£300.00	£300.00	£300.00	£300.00	£300.00	£300.00	£300.00	£300.00	£300.00	£300.00	£300.00
Business Rates	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Travel and Vehicle costs	£125.00	£125.00	£125.00	£125.00	£125.00	£125.00	£125.00	£125.00	£125.00	£125.00	£125.00	£125.00
Printing and Stationery	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00	£50.00
Marketing	£5,000.00	£1,000.00	£1,000.00	£800.00	£800.00	£5,000.00	£800.00	£800.00	£800.00	£800.00	£800.00	£800.00
Professional Fees	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00	£100.00
General Expenditure	£7,401.20	£1,229.60	£1,229.60	£1,209.60	£1,209.60	£1,629.60	£1,209.60	£1,209.60	£1,209.60	£1,209.60	£1,209.60	£1,209.60
<b>Shareholder Dividends</b>	<b>£5,200.00</b>	<b>£5,200.00</b>	<b>£5,200.00</b>	<b>£5,200.00</b>	<b>£5,200.00</b>	<b>£5,200.00</b>	<b>£10,400.00</b>	<b>£10,400.00</b>	<b>£10,400.00</b>	<b>£10,400.00</b>	<b>£10,400.00</b>	<b>£10,400.00</b>
<b>Total Expenditure</b>	<b>£86,613.20</b>	<b>£18,725.60</b>	<b>£18,725.60</b>	<b>£18,505.60</b>	<b>£18,505.60</b>	<b>£23,125.60</b>	<b>£23,705.60</b>	<b>£23,705.60</b>	<b>£23,705.60</b>	<b>£23,705.60</b>	<b>£23,705.60</b>	<b>£23,705.60</b>
<b>Monthly net inflow / outflow</b>	<b>£11,386.80</b>	<b>£4,274.40</b>	<b>£4,274.40</b>	<b>£7,494.40</b>	<b>£7,494.40</b>	<b>£2,874.40</b>	<b>£28,294.40</b>	<b>£28,294.40</b>	<b>£28,294.40</b>	<b>£28,294.40</b>	<b>£28,294.40</b>	<b>£28,294.40</b>
<b>Cumulative monthly flow</b>	<b>£11,386.80</b>	<b>£15,661.20</b>	<b>£19,935.60</b>	<b>£27,430.00</b>	<b>£34,924.40</b>	<b>£37,798.80</b>	<b>£66,093.20</b>	<b>£94,387.60</b>	<b>£122,682.00</b>	<b>£150,976.40</b>	<b>£179,270.80</b>	<b>£207,565.20</b>



## **PAYBACK PERIOD**

Investment	Cash Inflow	Cash Outflow	Return	Cumulative Return	Cash Flow	Cumulative Cash Flow
£75,000.00	£23,000	£86,613	-£63,613	-£63,613	£75,000	£75,000
	£23,000	£18,726	£4,274	-£59,339	£4,274	£79,274
	£23,000	£18,726	£4,274	-£55,064	£4,274	£83,549
	£26,000	£18,506	£7,494	-£47,570	£7,494	£91,043
	£26,000	£18,506	£7,494	-£40,076	£7,494	£98,538
	£26,000	£23,126	£2,874	-£37,201	£2,874	£101,412
	£52,000	£23,706	£28,294	-£8,907	£28,294	£129,706
	£52,000	£23,706	£28,294	£19,388	£28,294	£158,001
	£52,000	£23,706	£28,294	£47,682	£28,294	£186,295
	£52,000	£23,706	£28,294	£75,976	£28,294	£214,590
	£52,000	£23,706	£28,294	£104,271	£28,294	£242,884
	£52,000	£23,706	£28,294	£132,565	£28,294	£271,178
				Payback is	7 months 1.8weeks	

## **COST BENEFIT ANALYSIS**

		Annual
<b>Sales Income</b>		
	Sales a- Brand app usage charge	£360,000.00
	Sales b- Affiliate link	£99,000.00
	<b>Total Sales Income</b>	£459,000.00
<b>Direct Costs</b>		
	Cost of creating app	£57,716.00
	Direct wages- App developer	£20,000.00
	Shareholder Dividends	£93,600.00
	<b>Total Direct Costs</b>	£171,316.00
<b>Gross Profit</b>		£287,684.00
	% GP Margin	62.67625272
<b>Overheads</b>		
	Staff Salaries / wages- All other wages	100,000.00
	Business Rent	3,600.00
	Business Rates	0.00
	Water Rates	0.00
	Light / Heat / Power	0.00
	Repairs and Renewals	8,652.00
	Business Insurance	0.00
	Travel and Vehicle costs	1,500.00
	Phone and Postage	0.00
	Printing and Stationery	600.00
	Marketing	18,400.00
	Professional Fees	1,200.00
	General Expenditure	21,166.80
	<b>Total Overheads</b>	155,118.80
<b>Net Profit / Loss</b>		£132,565.20

## **EXPENDITURE (CONT.)**

After the initial development cost, the app will need to be maintained monthly. This cost is 15 percent of the development cost per year, payable monthly.

After researching, it was found that the average wage for a UK graduate was £20,000, this is the figure that the employees' wages were based on. In the first year, all employees are paid the same salary, this will then be evaluated after the year.

It was found that the average cost of a small commercial office space located in a larger office block in Nottingham was approximately £300 per month. This price included WiFi, water and electric. This would then be reviewed after the first year and if necessary, a larger working space would be considered.

It is expected that some members of the StyleMyNight team would have to travel to the brands' head offices around the UK in order to pitch the idea and welcome them on board. For travel costs it has been estimated at £125 per month, as it is essential to keep good relations with brands.

At months one and six, StyleMyNight will have large scale marketing campaigns. In the first month, the purpose will be to advertise the brand and create awareness in order to generate users. In month six, the second marketing campaign will launch four more brands to the app. Each campaign will cost £5,000. As marketing in the first three months is vital, it is proposed that in months two and three, the marketing expenditure will be £1,000, with later months at £800.

General expenditure is 10% of all costs (not including development and shareholder dividends). This sum is for other potential costs which have not been factored into the original budget.

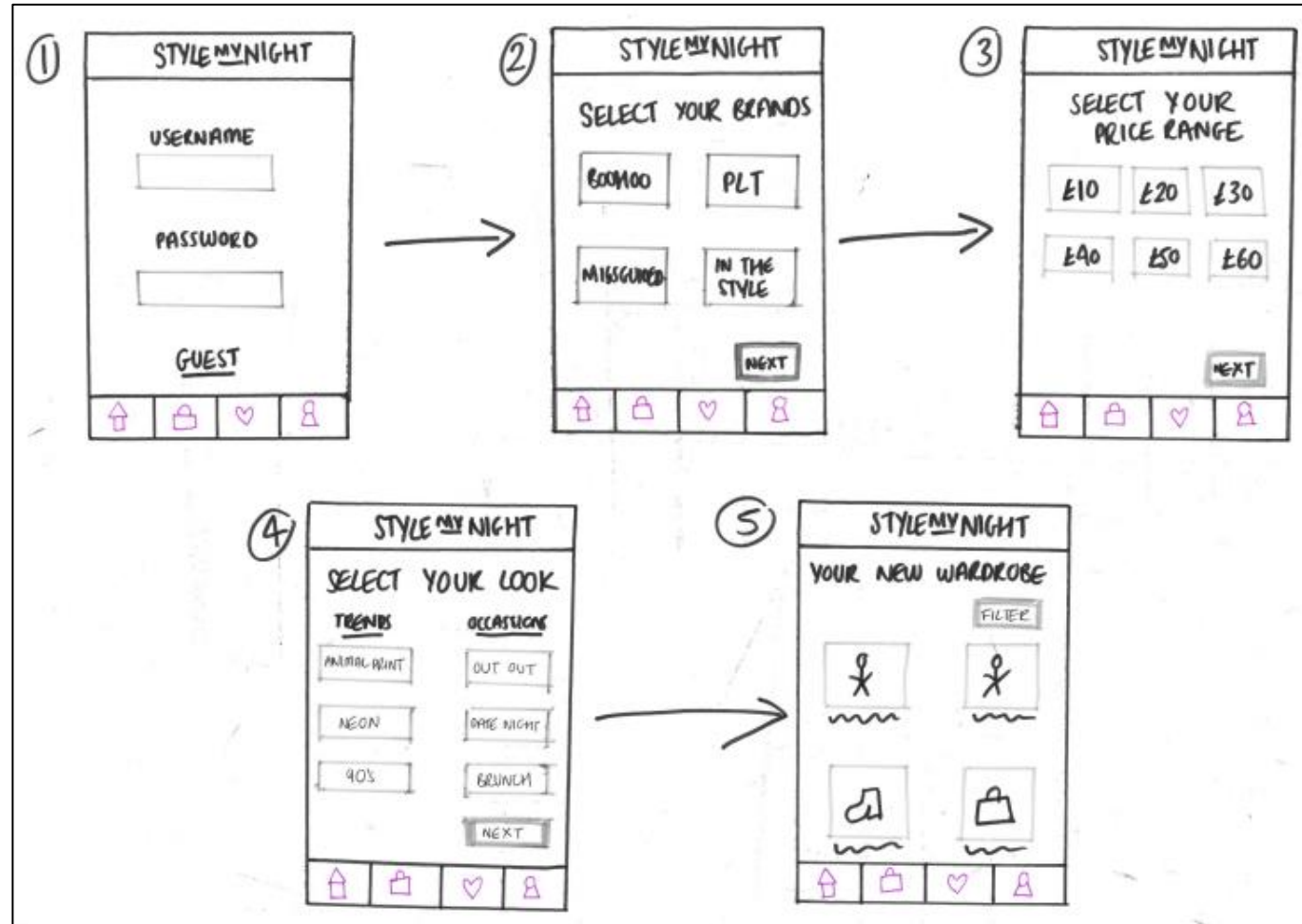
As a result of the £75,000 investment, the shareholders will be paid back in 20% dividends every month at £5,200 for the first six months. This figure will then be doubled to £10,400 as the app introduces more brands.

## 6.0 APPENDIX E: PROTOTYPE

### INITIAL PAPER

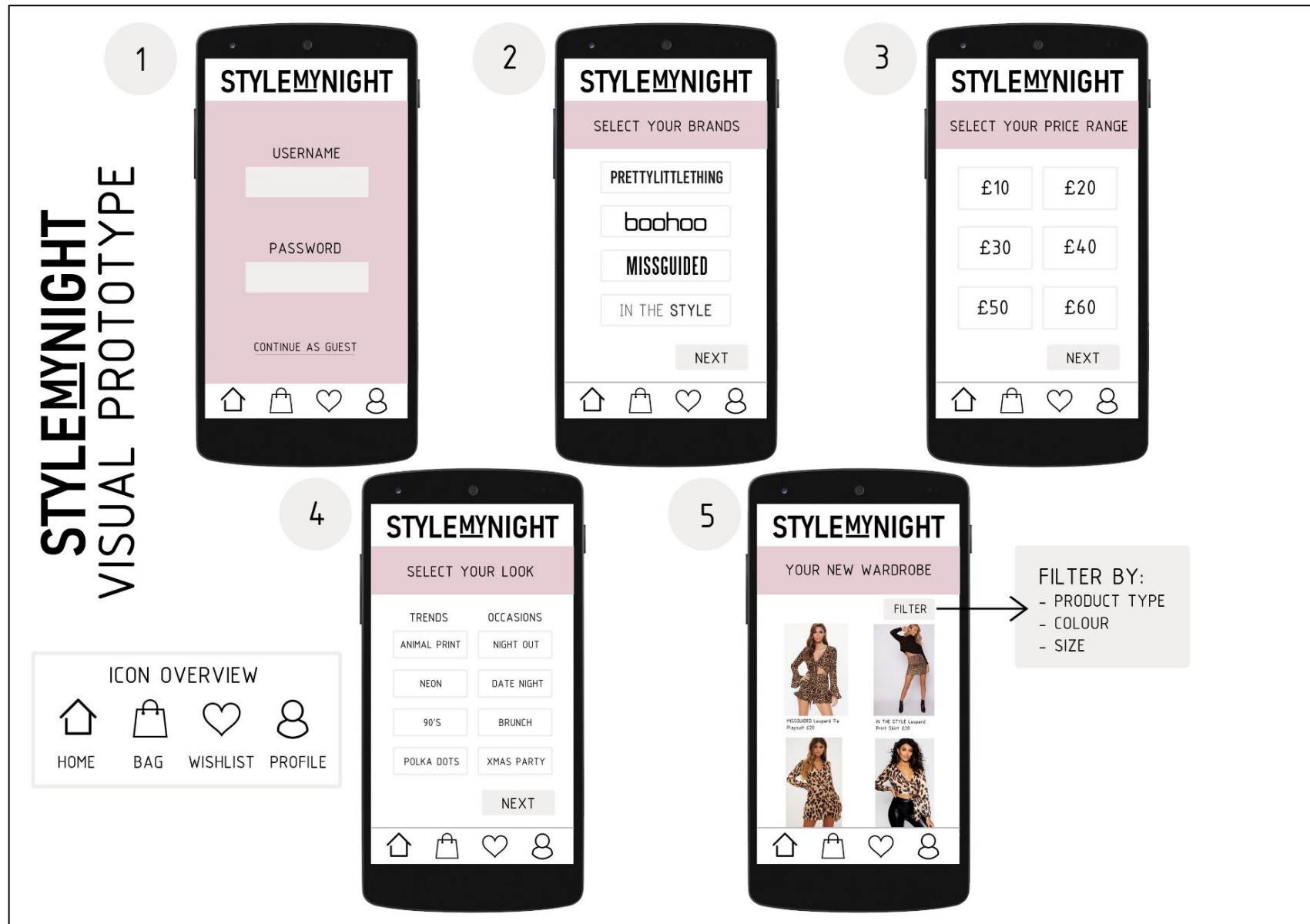
### PROTOTYPE

A sketched paper prototype was produced for the initial app concept. This shows the basic journey that the customer will follow through the app.



## VISUAL PROTOTYPE

Figure 14 – Visual Prototype



## **FINAL DEVELOPED PROTOTYPE**

The mobile application StyleMyNight will be designed following the Lean UX methodology. All information such as products and customer data will be stored or inputted into the Firebase real-time database. Security will be an important aspect within the application as it must follow GDPR guidelines.

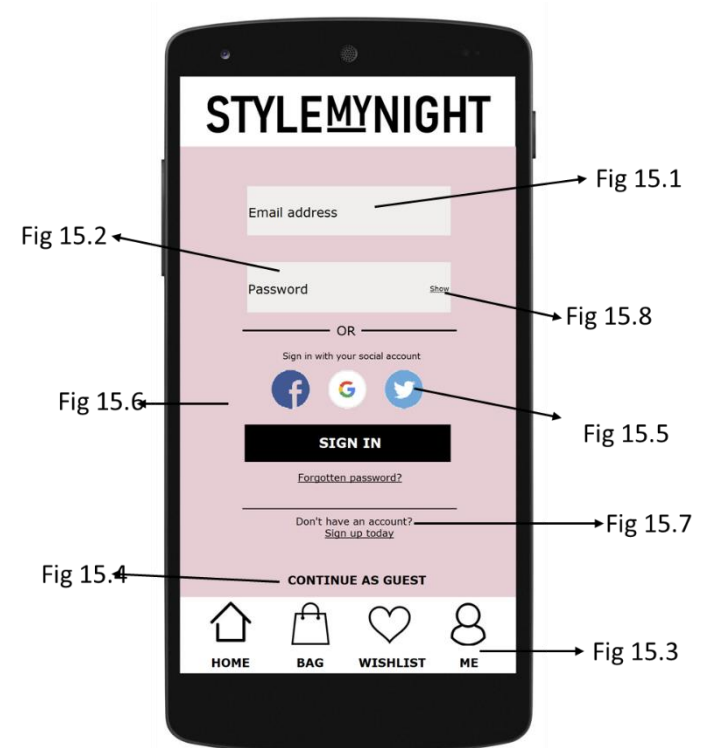
Lean UX, unlike traditional UX's, focuses on the experience under design rather than focusing on deliverables. The prototypes created have been developed using client feedback and opinion.

With the proposed design as shown Figure 15 the login screen. The user will be able to authenticate using their email address and password or social media accounts (Figure 15.1, 15.2, 15.3). They also have the option to continue as guest if they don't want to create an account (Figure 1.4), but this restricts access to functionalities such as creating a wish-list within the application.

When the user first logs into StyleMyNight they have the choice to save their login information, this will save them time in the future and skip the login screen. If any of the information entered by the user is incorrect an error message will be displayed to direct the customer what went wrong and what the next step should be to fix the error. Providing feedback to the user creates user interaction and reduces any confusion or miscommunication.

The user also can click the 'show' button to view the password they have entered (Figure 15.8).

The layout of the application has been designed to remain constant throughout for example the logo (Figure 16.2). Making it a clean and an easy-to-use application that allows users to navigate in seconds. The navigation, for example, remains consistent from page-to-page to facilitate easy navigation (Moyers, 2018). The navigation uses both icons and text to support all users, icons help overcome any language barriers and are visually pleasing for the user to understand based on previous experiences (Figure 15.5).



*Figure 4 - Prototype*



Figure 7 - Prototype

The use of colour within the application is very important because it should suit all users. Using a light pink and white background colour allows users to read off the page without eye strain (Figure 15.6 and 16.1).

The text font that will be used throughout the application is Verdana (Figure 15.7). Verdana is known as a sans serif font as it removes word shape cues, it is promoted by Microsoft as a very screen-friendly font and therefore is legibility for dyslexic readers (Smith, 2017 and British Dyslexia Association, 2017).

With the proposed design as shown in Figure 16, the user is able to select from single or multiple brands they would like to shop and compare (Figure 16.3). The brand names will be designed as buttons which will become highlighted if the user selects it. This will help the user see what they have selected if the user wishes to unselect a brand they simply touch the button again (Figure 16.3). The next step for the user will be to push the 'NEXT' button (Figure 16.4).

The customer is provided with directions on each screen of what they need to do (Figure 16.5). The use of text is very short and simple yet informative for the user to understand.

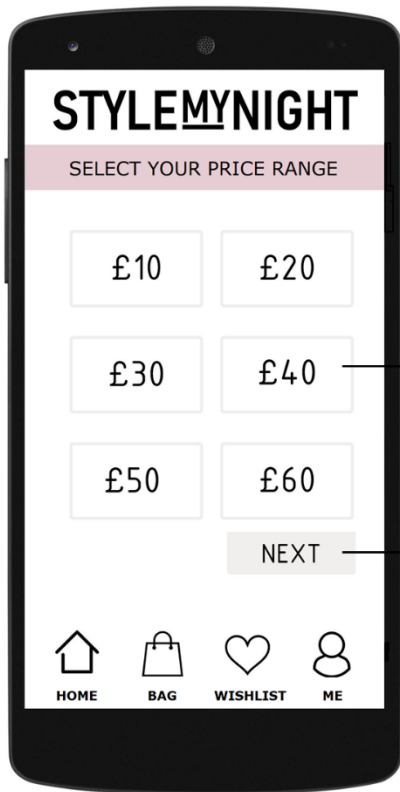


Figure 9 - Prototype

As seen on the proposed design (Figure 17), the user is now able to select their price range. For example, if the users selected £20, they will be displayed with all products costing £20 and under. The prices will be developed as a button, keeping the application consistent. This will help the user get familiarised which navigating around the application (Figure 17.1). The users' next step would be to click 'NEXT' after successfully choosing their price range (Figure 17.2).

With the proposed design as shown in Figure 18, the user now selects their look. There are two categories the user can choose from, either trends or occasions (Figure 18.1 and 18.2). If the user wishes, they can select multiple different looks e.g. neon, night out and polka dots.

As the previous proposed design, these options will be designed as buttons. The next step for the user is to touch the 'NEXT' button (Figure 18.3).

Figure 8 - Prototype





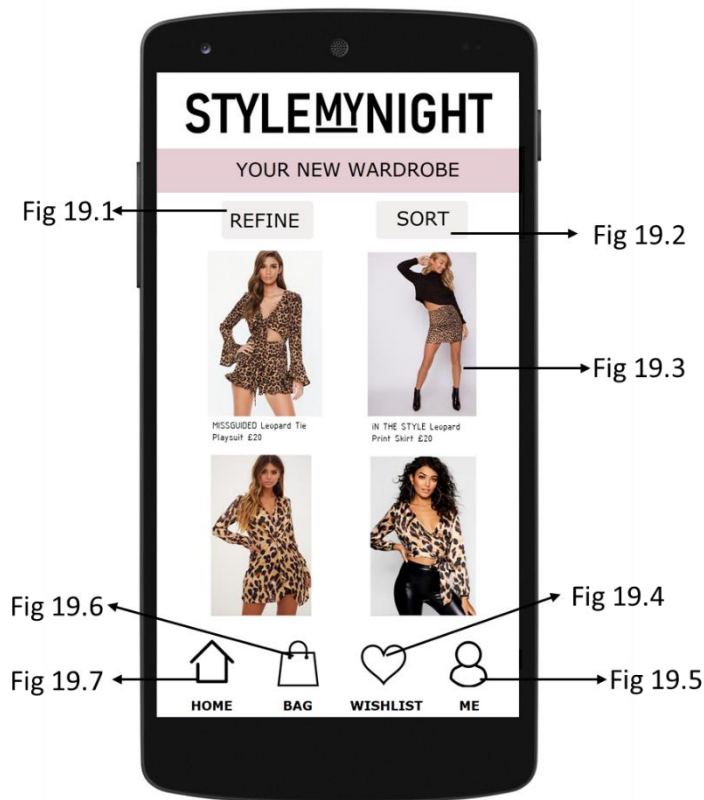


Figure 10 - Prototype

Finally, the proposed design as shown in Figure 19 displays all the products personalised to the user (Figure 19.3).

The user can also use the 'REFINE' button (Figure 19.1) to filter through the products for example size and colour. This can be achieved by entering sizes and colours available in the Firebabase database and then writing an SQL code that will filter through and sizes and colours the user wants. The user will then be displayed outfits (Figure 19.3).

If the user has signed into the application, they will have access to their wish-list (Figure 19.4). The user can touch an outfit (Figure 19.3) and will be displayed with additional information such as clothing material, add to bag, style notes and an icon that lets them add the product to their wishlist. Adding products to the wishlist will benefit the user by notifying them if it goes on sale or to purchase at a later date.

The sort button (Figure 19.2) will also the user to choose from options such as; price (high to low), most popular, and new-in.

The 'bag' icon (Figure 19.6) allows the user to change screens and see the items they have added into their basket. If the user has finished their shopping and wants to checkout the user will click on an affiliate link.

This is a URL that contains a unique ID that relates back to the affiliate, which allows the company to track and record traffic that is being sent to

their site. If a sale is made using the affiliate link a small percentage of the sale is given to the affiliate (3%).

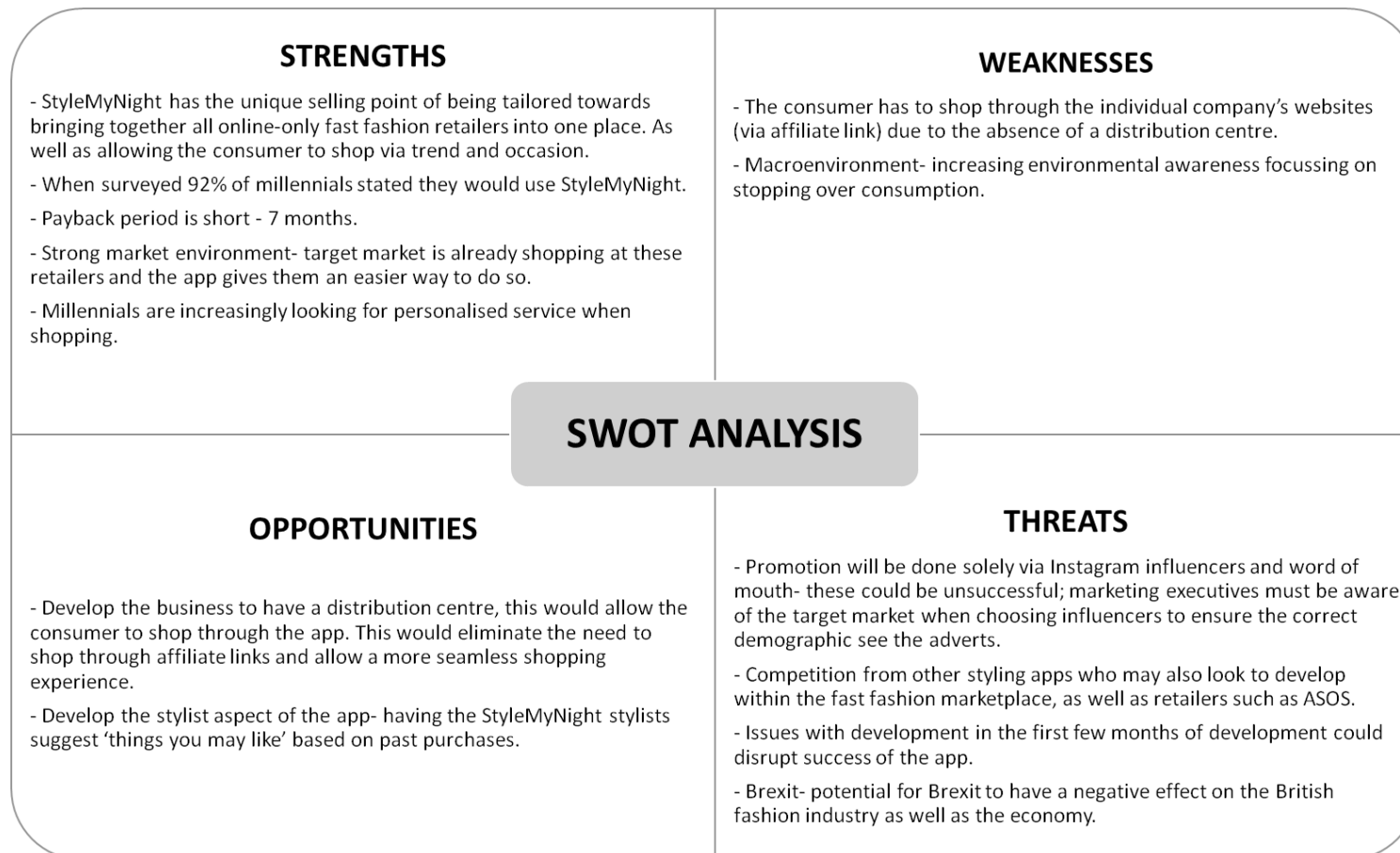
The 'Home' icon (Figure 19.7) will take the user back to the display where they can select the brand(s) they would like to shop from.

Finally, the icon 'Me' (Figure 19.5) allows the user to control their account, for example, they can view their past orders, current order, update their customer details and delete their StyleMyNight account.

## 7.0 CONCLUSION

StyleMyNight fills the gap in the market for young fashion conscious female consumers to shop within their personal preferences. A SWOT Analysis was conducted to show the strengths and weaknesses of the app, and potential opportunities and threats in the future.

*Figure 20 – SWOT Analysis (Author's Own, 2018)*



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