



SMARTSTYLIST

# Storyboard: SmartStylist App

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# Problem



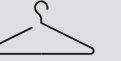
The daily task of selecting outfits can be so time-consuming, overwhelming, and sometimes inefficient, especially when considering various factors like weather, events, and the look you are trying to achieve. Many of us struggle with coordinating our wardrobe effectively, leading to stress and indecision in their daily routines.

# Elevator Pitch



Introducing the SmartStylist – an innovative, intelligent system that takes the hassle out of choosing outfits. Powered by advanced AI algorithms, it effortlessly curates stylish and weather-appropriate outfits tailored to your unique style. With the SmartStylist, you can step into each day with confidence, knowing you'll always look your best while saving valuable time and energy for what truly matters. Say goodbye to outfit dilemmas and hello to effortless style!

# Targeted Users

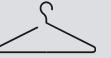


Busy professionals who need  
fashion tips

Indecisive individuals

Individuals with excessive  
clothing

# Mockup: Understanding the user



SMARTSTYLIST

GET STARTED



## STYLE QUIZ

TAKE OUR STYLE  
QUIZ SO WE CAN  
CURATE  
PERSONALIZED  
OUTFITS THAT  
YOU'LL ENJOY!

START

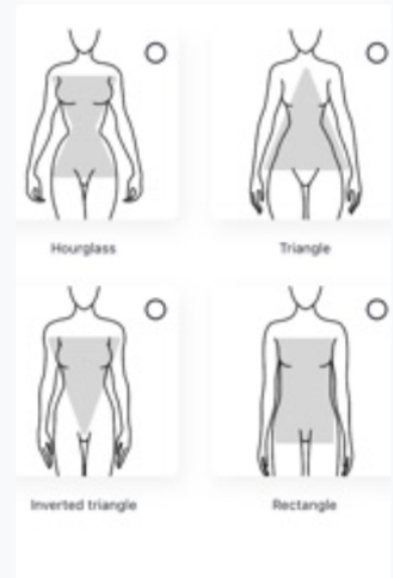


## STYLE QUIZ

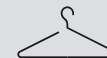
WHICH LOOKS  
WOULD YOU WEAR?



## WHAT IS YOUR BODY TYPE?



# Mockup: App features



ADD PIECE



ADD IMAGE



ADD A  
WEBSITE LINK

GOOD MORNING,



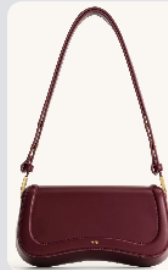
*Expect dark clouds with light  
showers this evening* 58 °F



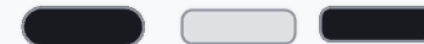
GOOD EVENING,



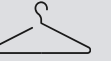
Calendar shows dinner with  
Sophia at MARTINAS 61 °F



CLOSET



# Why you should invest?



Time-Saving  
Convenience

Efficient Wardrobe  
Management

Stress-Reduction

Convenience &  
Confidence

**BENEFITS**



# References

- Rule, D. (2023, July 14). The best wardrobe apps 2023: Compared & ranked. Indyx. <https://www.myindyx.com/blog/the-best-wardrobe-apps>
- Wardrobe and 3 other AI tools for fashion advice. (n.d.). <https://theresanaiforthat.com/ai/wardrobe/>
- Agency, D. (2023, March 8). How to conduct market research for your mobile app? <https://decode.agency/article/app-market-research/>



Thank you!