



<hacker-ramp/>

welcome

Team Name : Boomers

Team Details :

Institute Name : National Institute of Technology Goa

Members : 1. Shruti Patil(IV year CSE)

. 2 . Ayushi Kandpal(III year CSE)

. 3. Poonam Prabhugaonkar(III year CSE)

Problem Statement

- To create and execute a cutting-edge trend identification system customized for **Gen Z** consumers' preferences.
- Integrate it with a captivating audience interaction platform on **Myntra's** shopping interface to elevate the shopping experience and boost engagement with **fashion** trends.

Solution

Our approach offers an interactive platform for users to engage with friends and designers, enabling them to make custom orders directly from the designers. We will be focusing on two use cases :-

- Trend identification and Recommendation
- Increasing engagement on shopping platform

Trend Identification and Recommendation

Objective: Identify and recommend fashion trends using data from multiple sources.

Key Features:

1. Trend Identification:

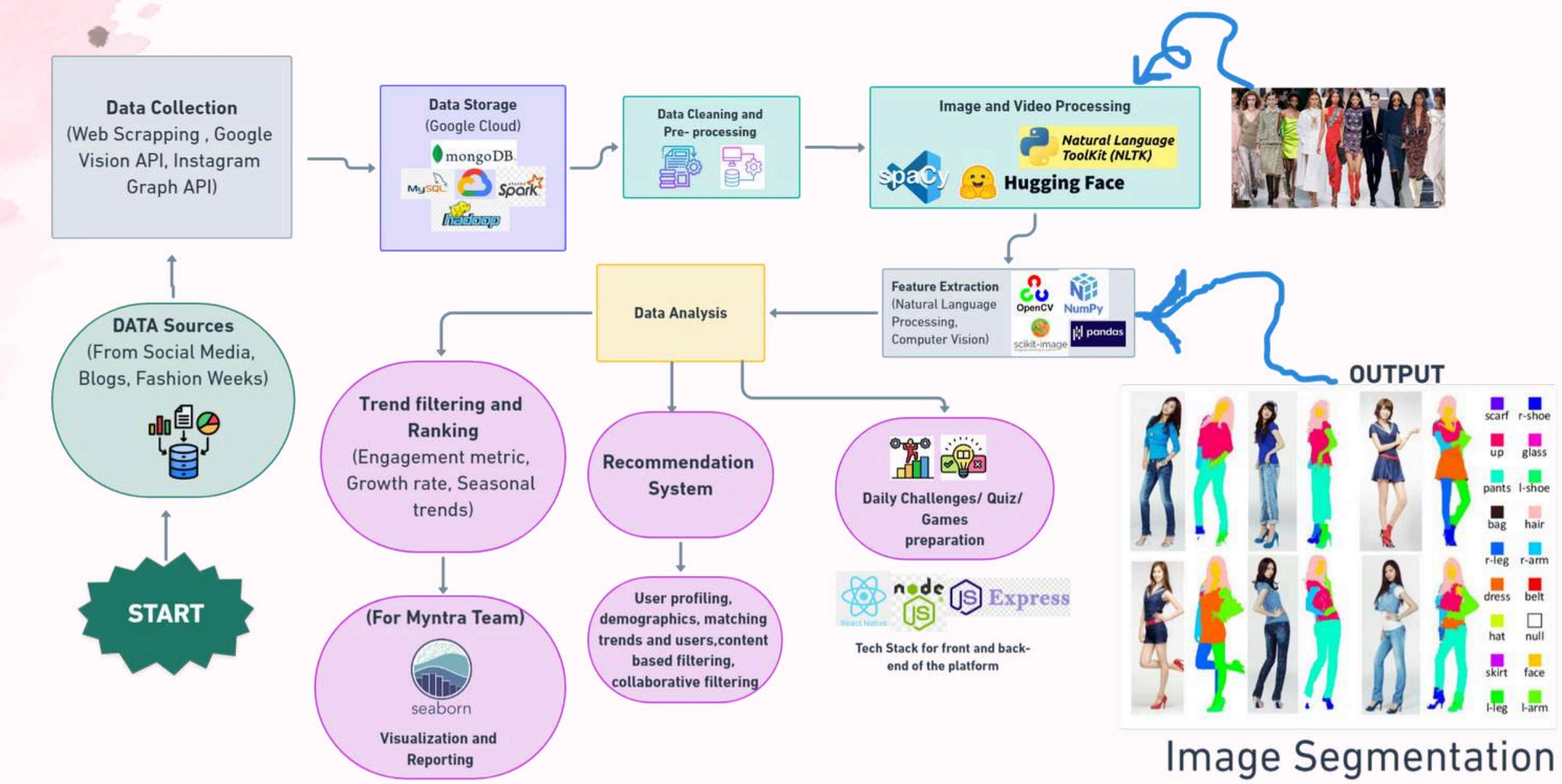
- Extract data from social media, blogs, and search trends.
- Monitor fashion weeks and designer collaborations.

2. Visualization and Reporting:

- Trend Dashboards: Interactive, real-time data visualization.
- Automated Reports: Regular summaries of key trends and insights.

3. User Engagement:

- Personalized Recommendations: Outfit suggestions based on style and body type.
- Hashtag Tracking: User-submitted trends with rewards.



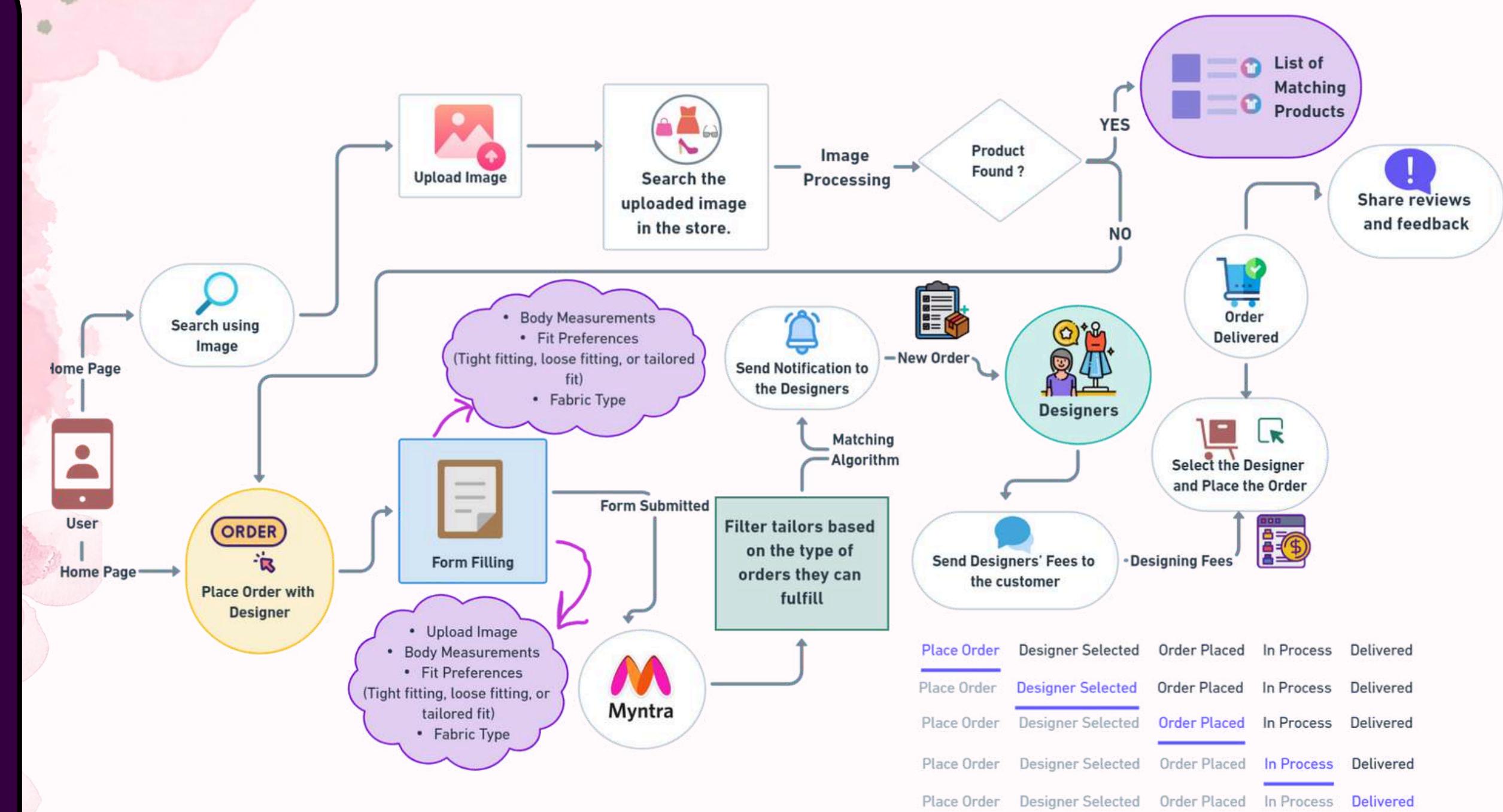
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Engagement on a shopping platform

Objective : Creating an interactive feature to help users stay connected to the shopping platform through fashion.

Key Features

- 1. Place custom orders with local designers**
- 2. "Style Quiz" for Users :** Discover your preferred clothing styles and colors.
- 3. Hosting style challenges and competitions :** Participate in the fashion events by styling outfits from the platform's product catalog.
- 4. Live Stream Shopping:** Host interactive live shopping events led by Gen Z micro-influencers or stylists. This creates a sense of urgency and exclusivity, driving sales and engagement.



Benefits and Future Scope

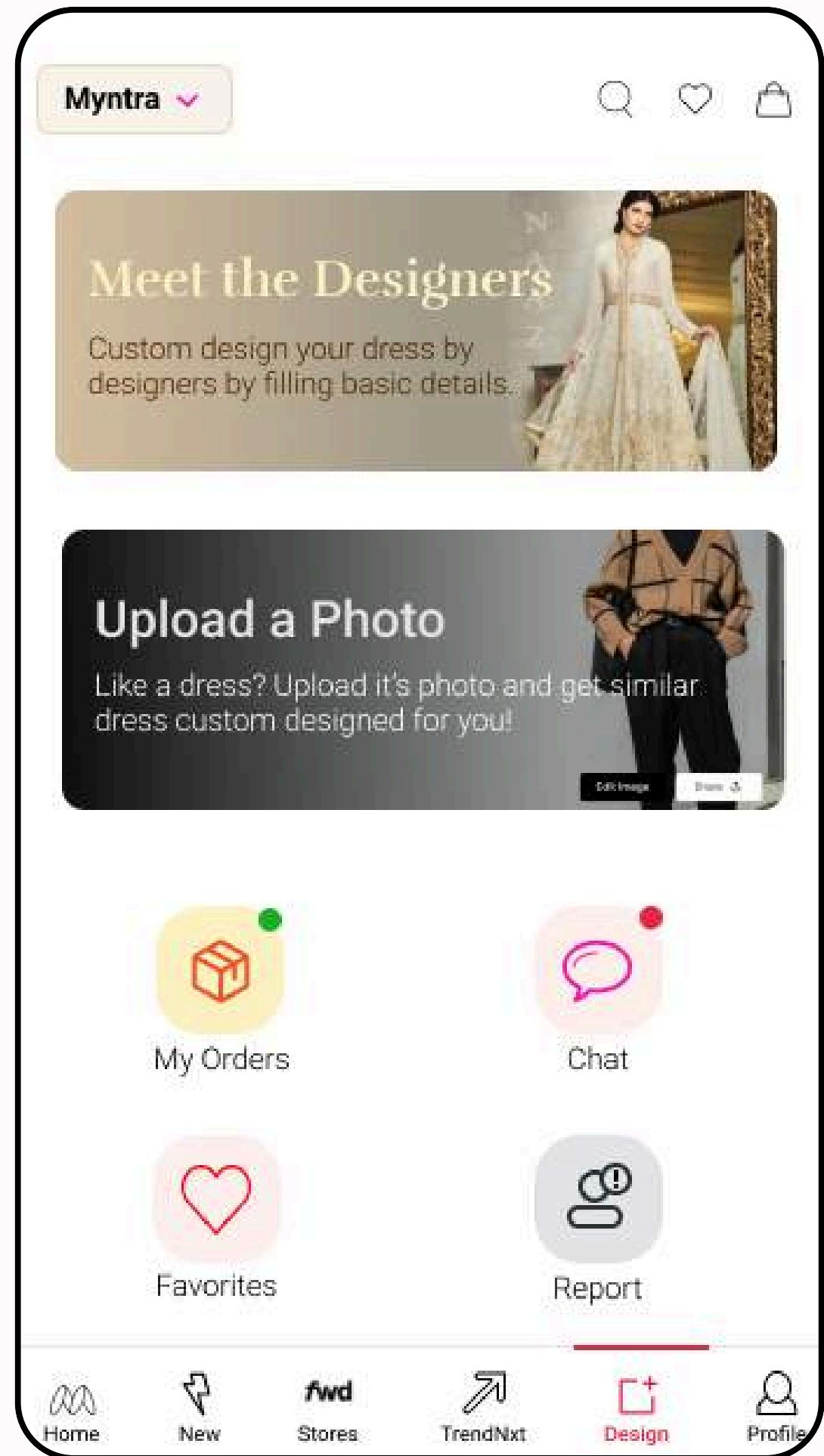
Benefits

- 1) Personalized and engaging shopping experience:- Personalized recommendations and gamification will keep **GenZ** users engaged leading to higher sales and customer lifetime value.
- 2) Increased sales and conversions:- Live shopping streams featuring engaging hosts showcasing products, interacting with viewers in real-time, and potentially offering exclusive deals can boost sales and brand awareness through a fun and dynamic experience.

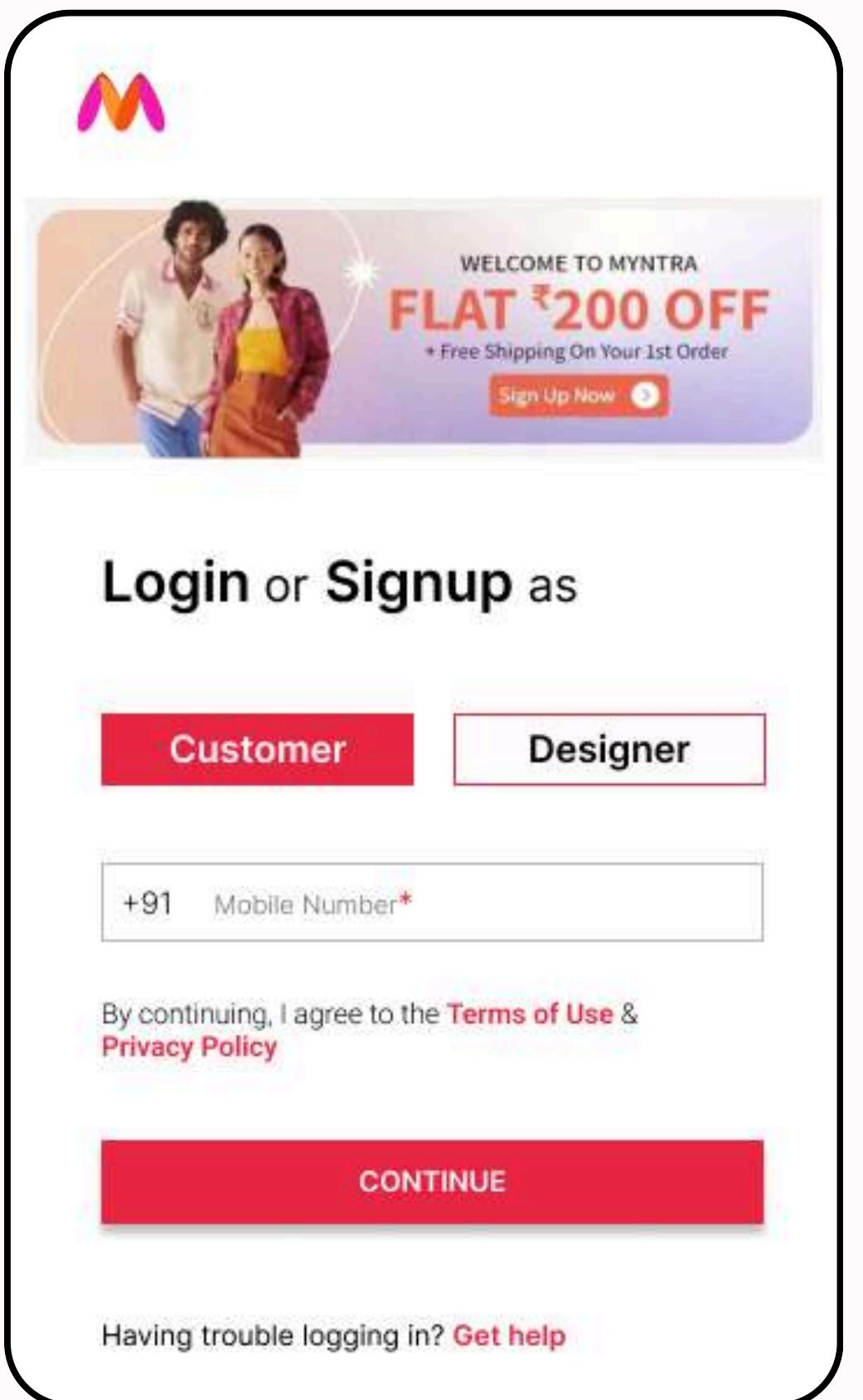
Future scope

- 1) Evolving AI & Personalization: AI will become even more sophisticated, offering hyper-personalized recommendations and trend predictions.
- 2) Metaverse & Virtual Shopping: With interactive avatars and social media integration, the metaverse offers promise for immersive virtual shopping experiences.

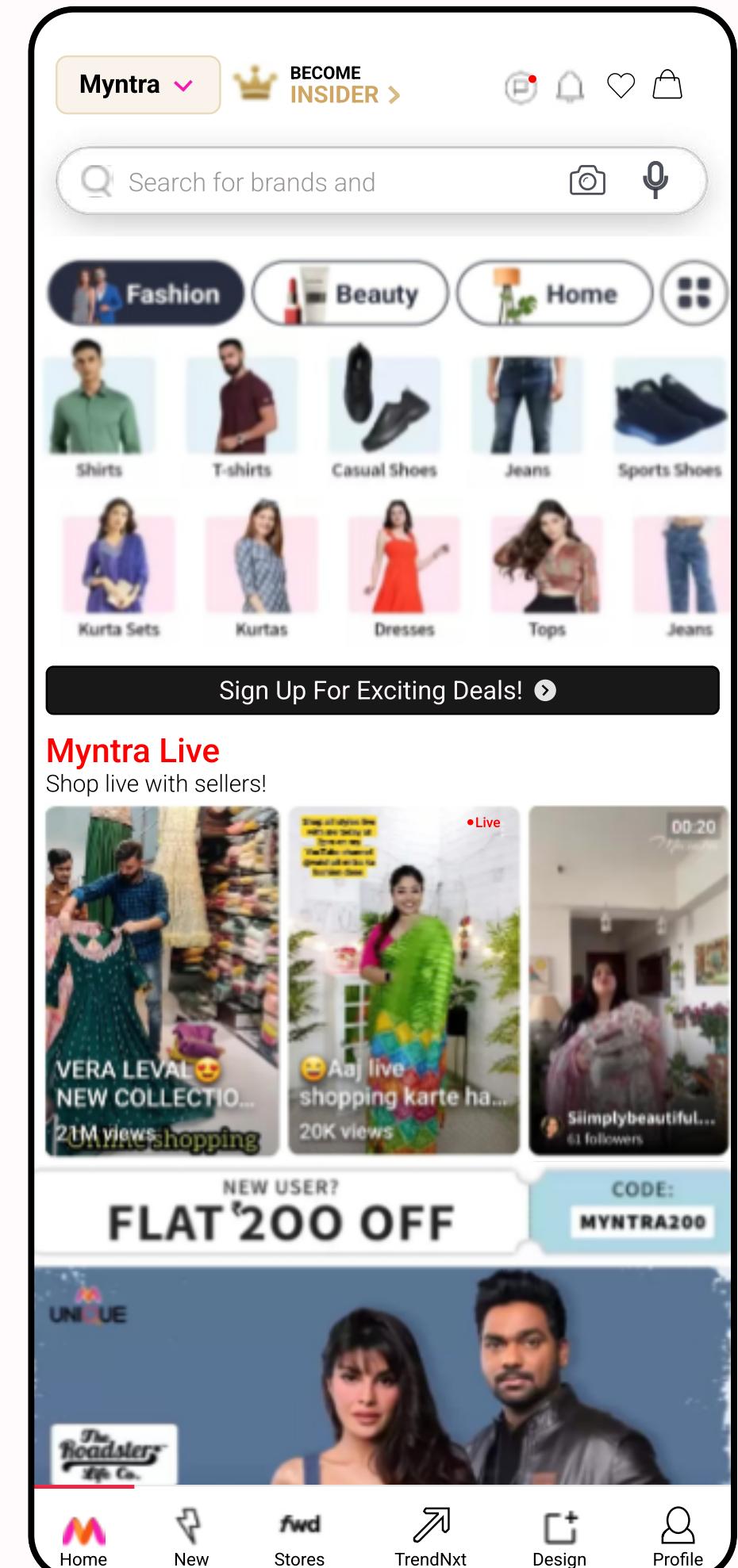
UI Mockups



Designer's Page



Signup Page



Home Page