

CONCEPT

People are in a hurry

Just want to know what affects them

Numbers aren't human

Others opinions are valuable

Most people check the weather just to
find out what to wear - or ask their
friends.

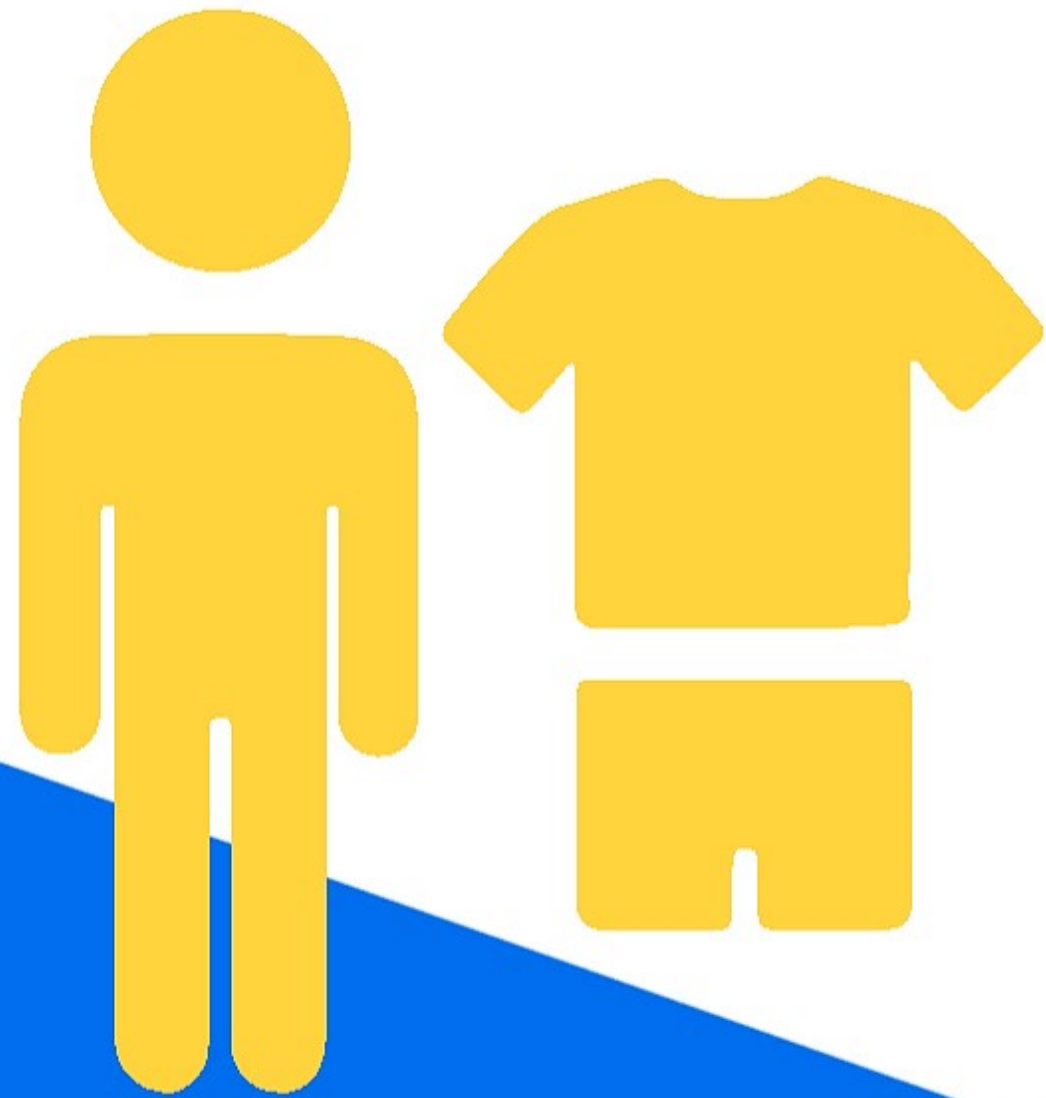
Targeting younger generation

Mobile first

Three stages - quick recommendation,
what about everyone else, I want to
contribute

API's geolocation and MetService

Option to look elsewhere



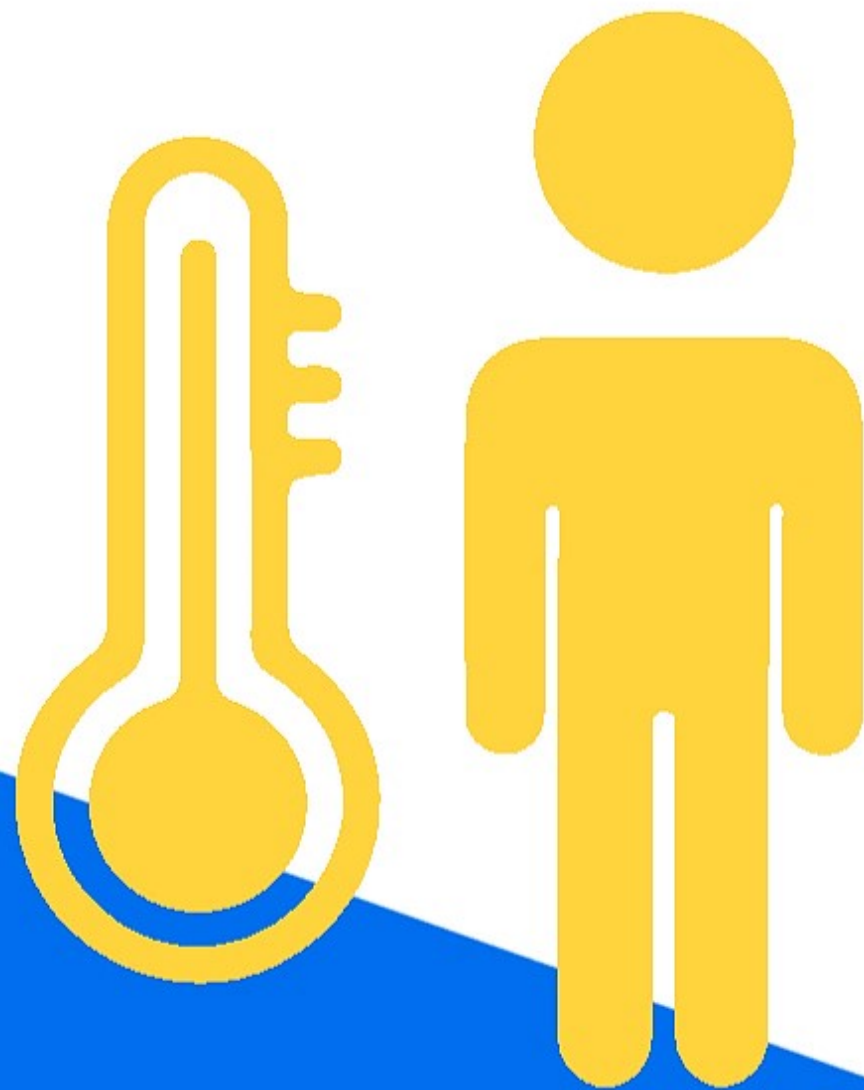
DEVELOPMENT

Researching scale of clothing

Simple but fun UI and UX

Data storage and code format switch to having a global data object that updates fluidly

Still could expand - e.g. more data that the user enters for better citizen science, automatic deletion of old entries.



REFINEMENT