



Point Of View

S W I S H

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USER

A college student with a limited budget.

A fashion enthusiast who loves discovering new trends.

A plus-sized individual struggling to find their size.

NEED

To find stylish yet affordable clothing options.

To explore the latest fashion styles and incorporate them into their wardrobe.

To access stylish clothing that fits well and makes them feel confident.

INSIGHT

The user wants to stay trendy but struggles with high fashion costs, making personalized budget-friendly recommendations essential.

The user is overwhelmed by the vast number of options and seeks curated suggestions tailored to their taste.

The user often feels excluded from mainstream fashion and wants a more inclusive, body-positive shopping experience.

USER

A person looking for formal attire

A woman who frequently attends traditional events.

A bride-to-be searching for wedding attire within a budget.

NEED

To find professional yet stylish clothing for work.

To find stylish yet budget-friendly ethnic wear for multiple occasions.

To find a stunning bridal lehenga or saree without overspending.

INSIGHT

The user wants to make a great first impression with their wardrobe but is unsure how to balance professionalism with personal style.

The user wants trendy yet reusable outfits but struggles with balancing affordability and variety.

The user dreams of a designer look but wants cost-effective alternatives, preferring smart shopping over lavish spending.

MAD LIBS

A college student with a limited budget who wants to stay trendy but struggles with high fashion costs needs a personalized, budget-friendly clothing recommendation system because they want to express their style without exceeding their financial limits.

A fashion enthusiast who loves discovering new trends but is overwhelmed by the vast number of choices needs a curated suggestion system that filters the best styles because they want to stay ahead in fashion without spending hours searching for the right pieces.

A plus-size individual struggling to find fashionable clothing in their size needs an inclusive and body-positive shopping experience because they often feel excluded from mainstream fashion and want to wear stylish, well-fitting clothes that make them feel confident.

MAD LIBS

A person transitioning their wardrobe for a career change who wants to make a great first impression needs professional yet stylish clothing recommendations because they are unsure how to balance professionalism with their personal style and need guidance on work-appropriate fashion.

A young Indian woman who frequently attends weddings and traditional events needs a stylish yet budget-friendly ethnic wear discovery tool because she wants trendy, reusable outfits but struggles to balance affordability and variety for different occasions.

A bride-to-be searching for wedding attire within a budget needs cost-effective yet elegant bridal fashion recommendations because she dreams of a designer look but wants smart shopping options rather than lavish spending.

HMWs

HOW MIGHT WE?

HMW make style discovery effortless?

HMW make personalized fashion recommendations more interactive?

HMW track user preferences and evolve recommendations over time?

HMW ensure data privacy and user control over personal preferences?

HMW provide users with confidence in their clothing choices?

HMW track user preferences and evolve recommendations over time?