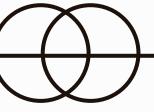


SWISH

PRESENTED BY GROUP-6

PAGE 01



PROJECT OVERVIEW

A fashion shopping app designed to redefine the online shopping experience by making it fun, interactive, and personalized.

A seamless swipe-based interface, enabling users to like or skip clothing items, just like on Tinder.

Personalized recommendations adapt to user preferences, ensuring a tailored shopping experience.

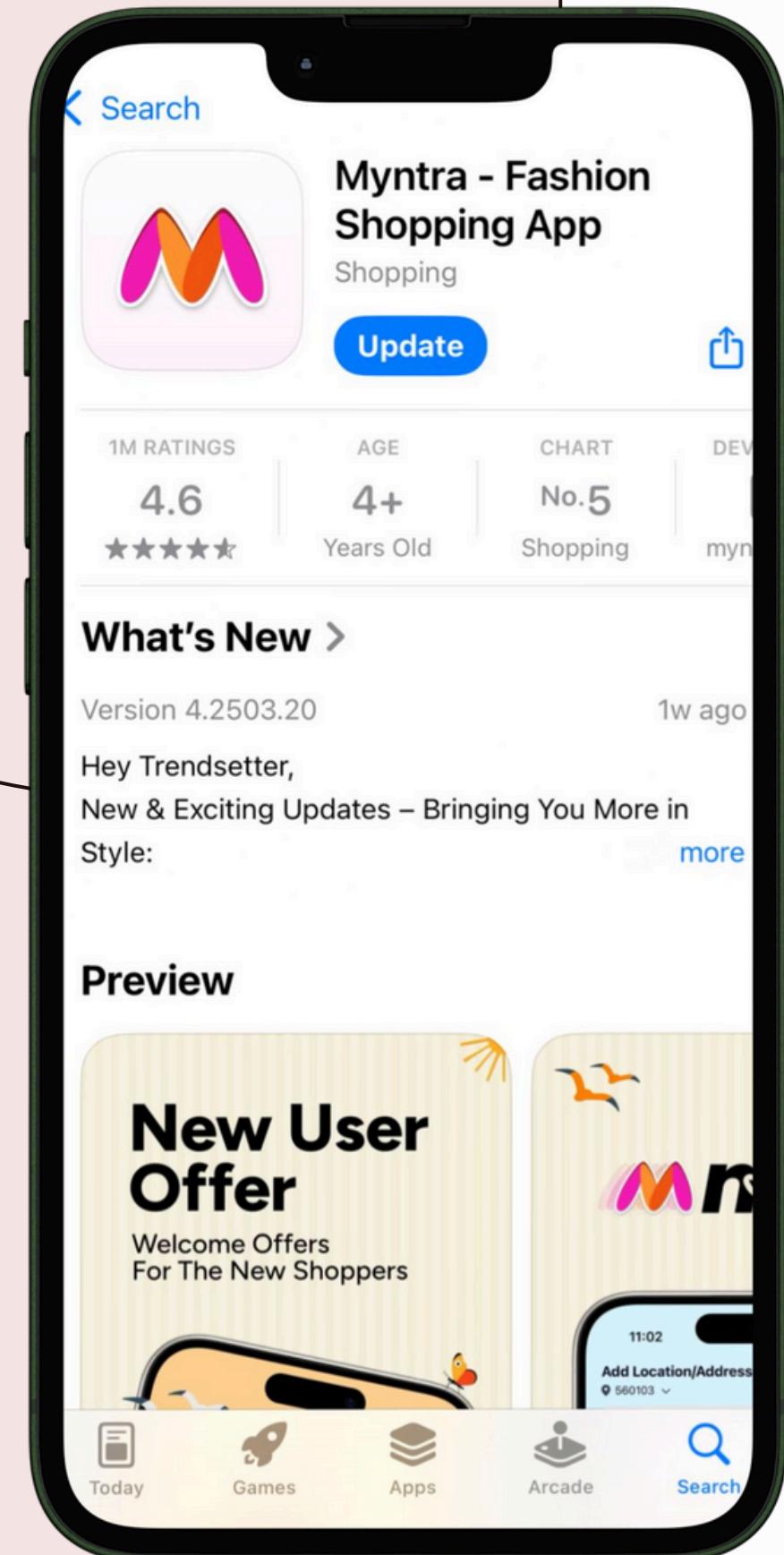
A wishlist and cart integration, allowing users to save favorites, revisit past swipes, and complete purchases smoothly.

A built-in social sharing feature, enabling users to share favorite finds with friends and get style opinions instantly.

Whether you're looking for a quick outfit fix or building a wardrobe, Swish makes fashion effortless, fun, and swipe-worthy!



COMPETITIVE ANALYSIS



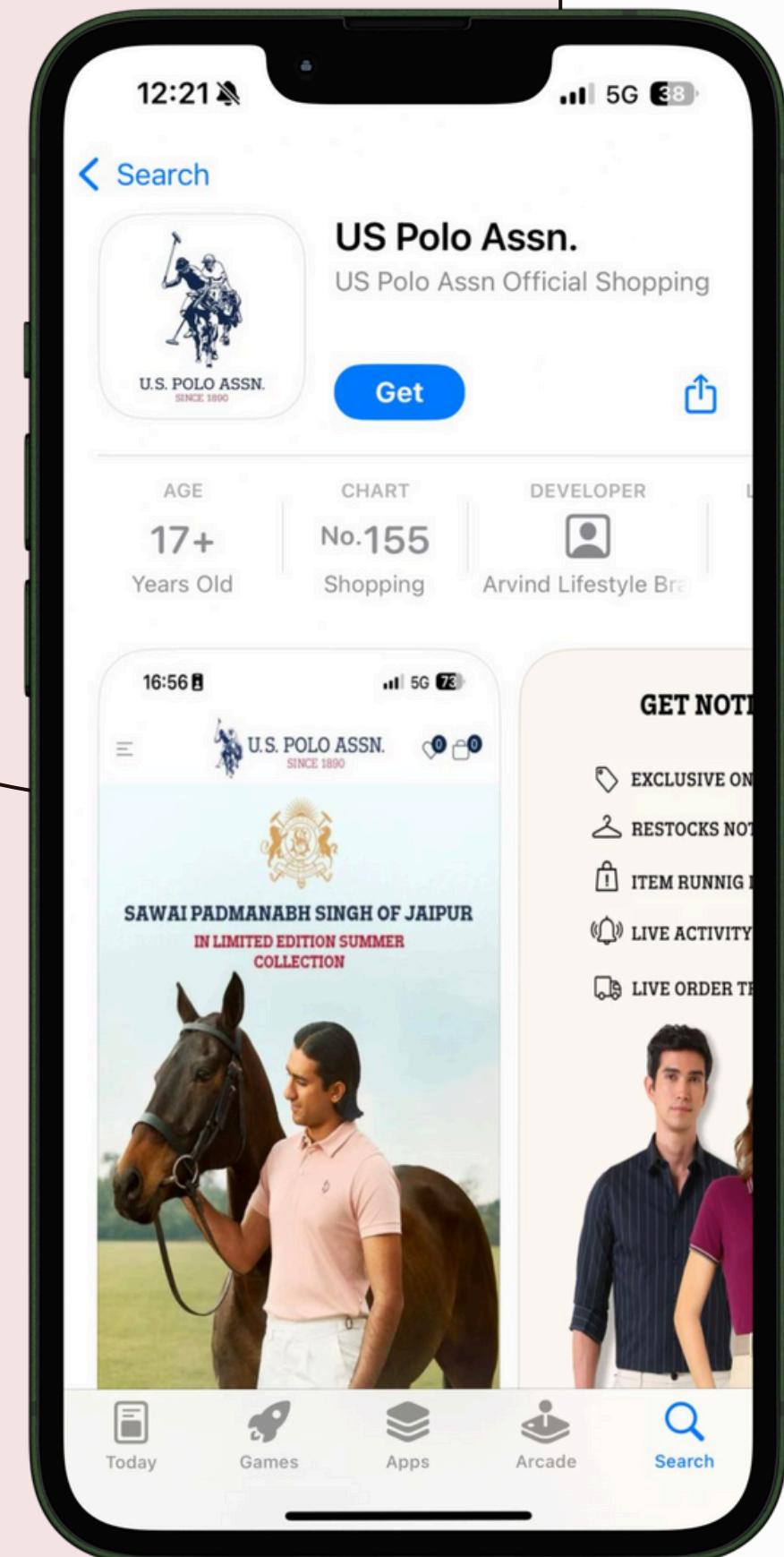
STRENGTHS

- Myntra runs big sales.
- Established brand with secure payments & return policies.

WEAKNESS

- Cluttered UI
- Myntra suggests products based on past searches, but it's not dynamic.
- Myntra is a regular e-commerce site, which can feel boring.

COMPETITIVE ANALYSIS



STRENGTHS

- Navigation is simple and clutter-free, unlike multi-brand e-commerce platforms.
- The app sells only official U.S. Polo Assn. products

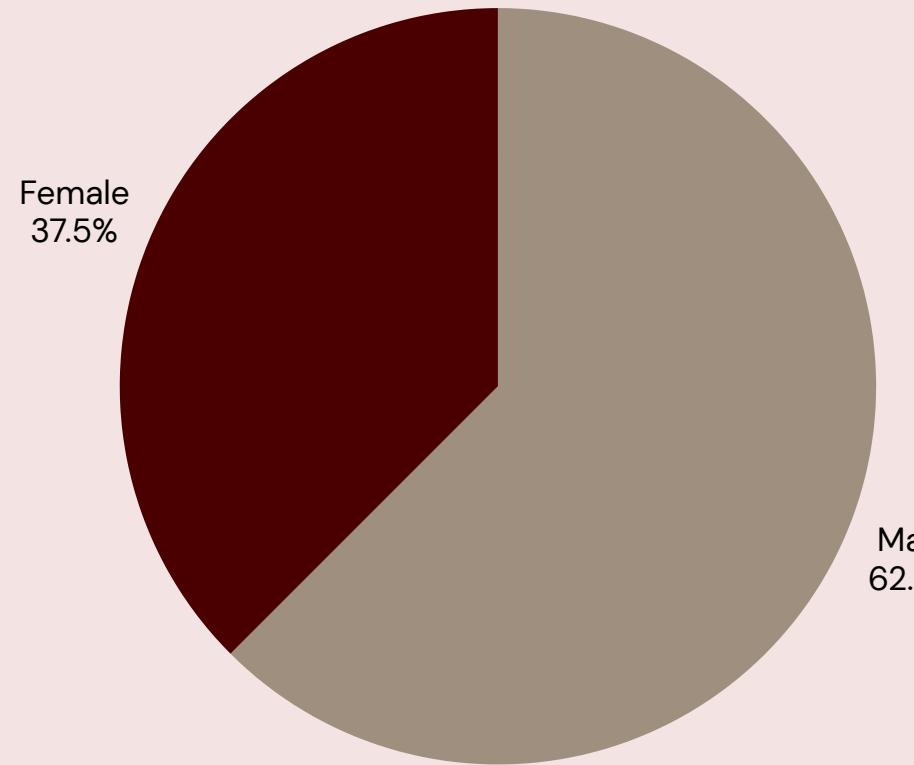
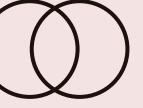
WEAKNESS

- Customers have to search manually for products rather than getting curated suggestions.
- Customers seeking a variety of brands will need to shop elsewhere, as this platform exclusively offers official U.S. Polo Assn. products.

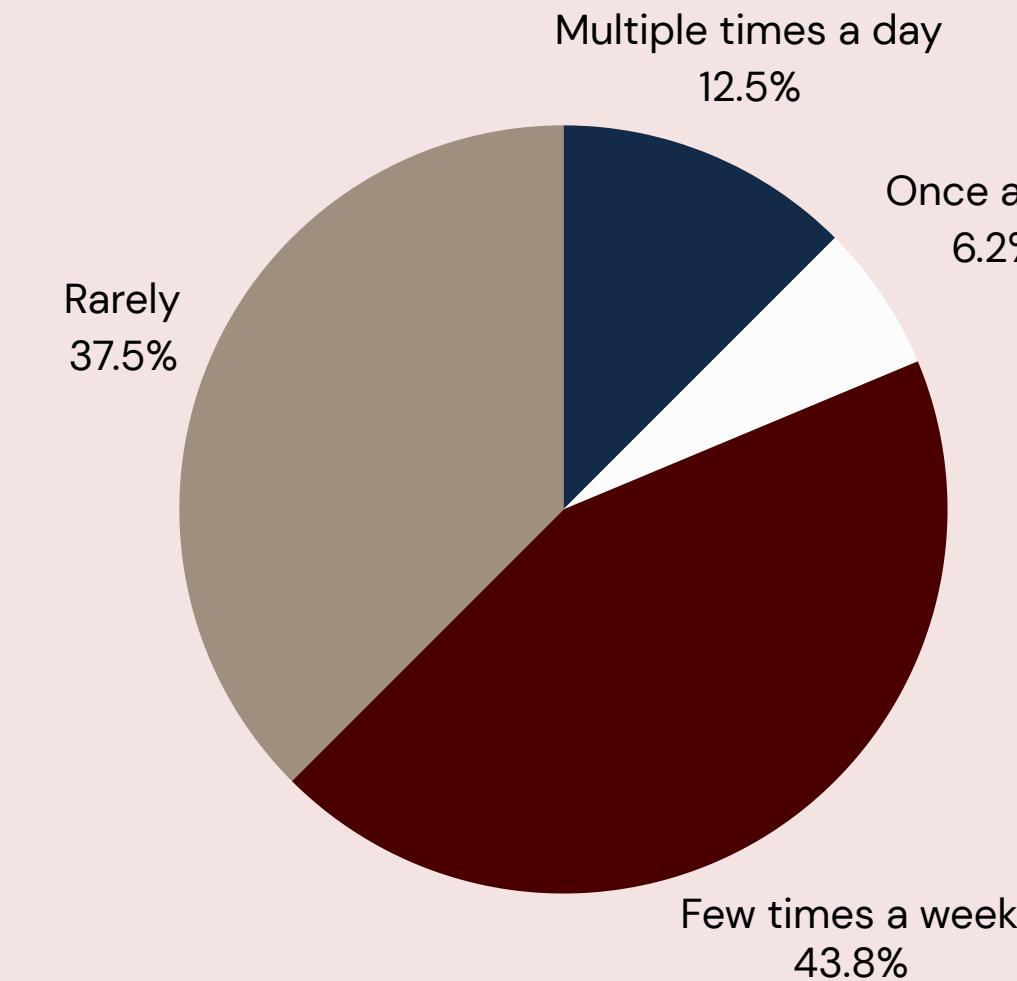
QUESTIONNAIRE

- What is your Gender?
- Have you used an app like this before?
- When do you prefer shopping?
- What platform do you most frequently to shop for clothes?
- What kind of brands do you usually shop for?
- What is your age?
- How often do you expect to use this app?
- How often do you shop for clothes in a year?
- What type of clothing recommendations are you most interested in?
- How would you like the app to notify you about the sale/special discount alerts?

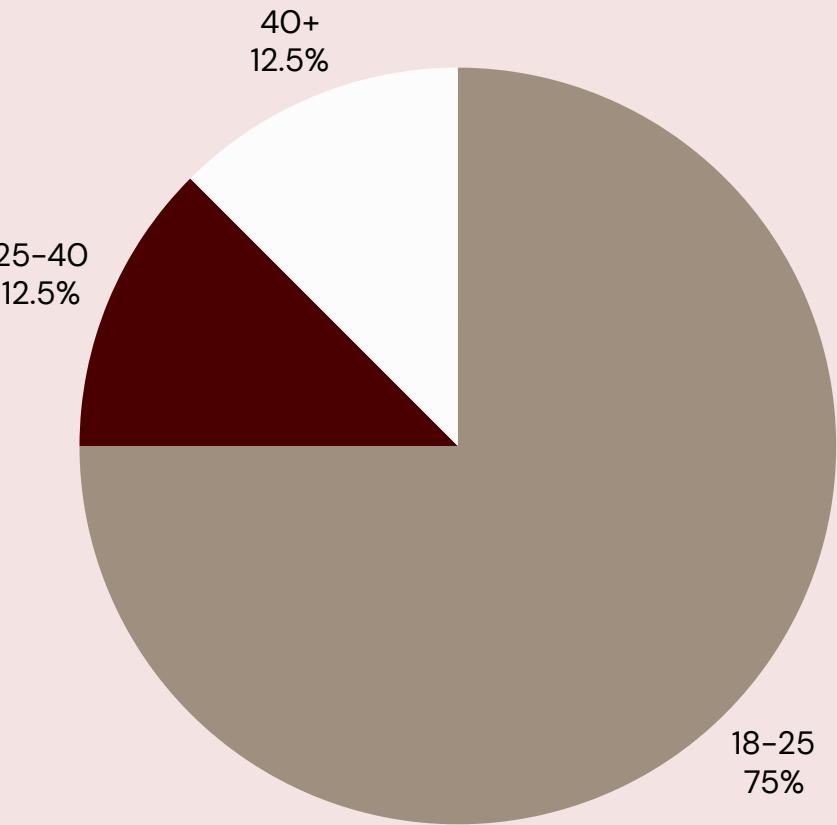




Gender



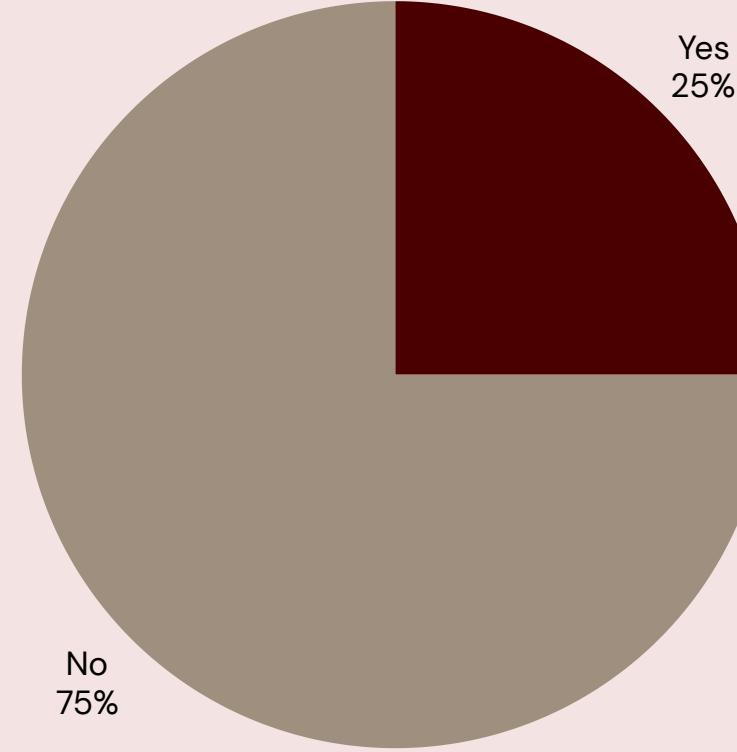
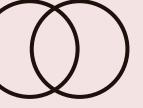
Usage



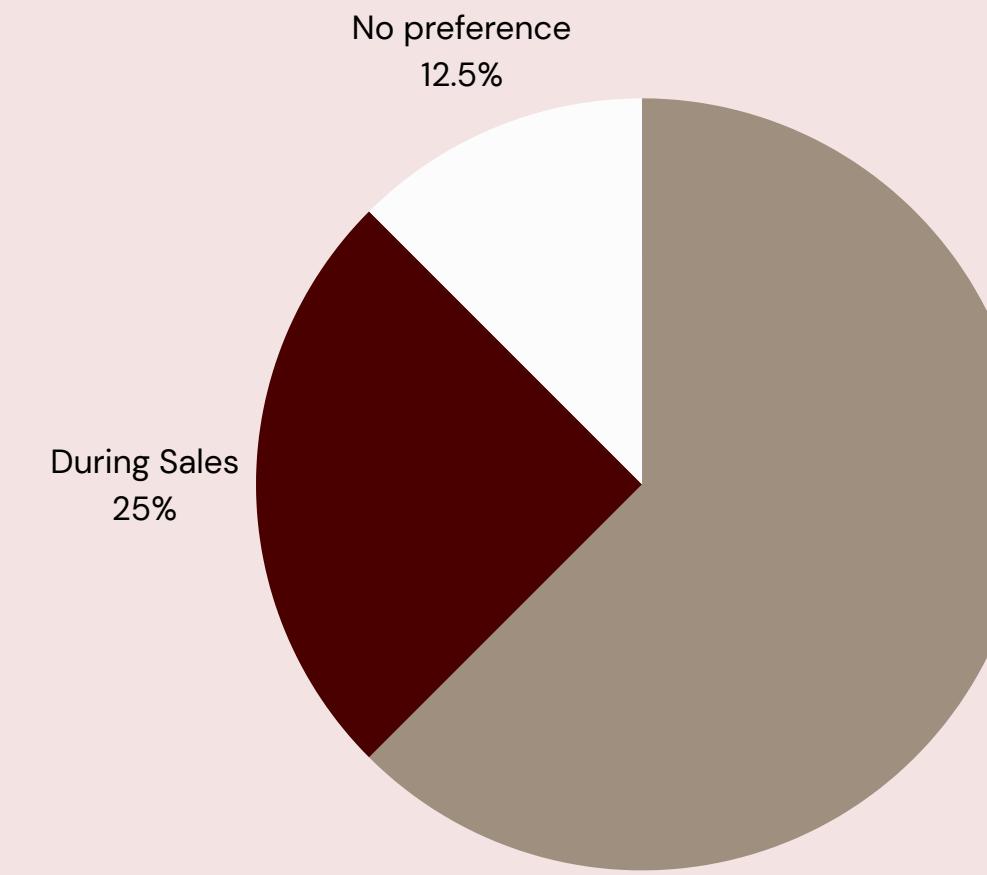
Age

. Engagement is moderate, with most users using the app a few times a week, showing potential for increased daily activity. These insights suggest Swish should focus on visual, fast-paced features and youth-oriented marketing to boost usage.

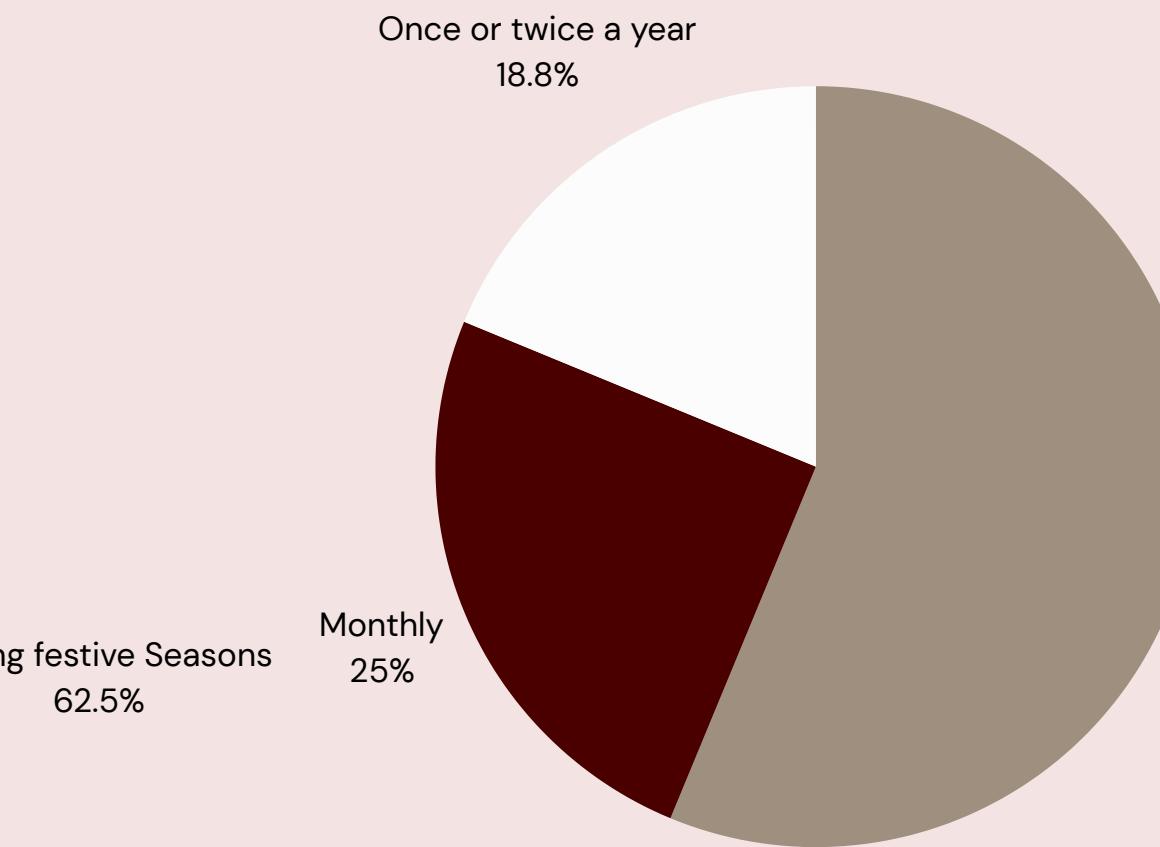




Have you used an app like this



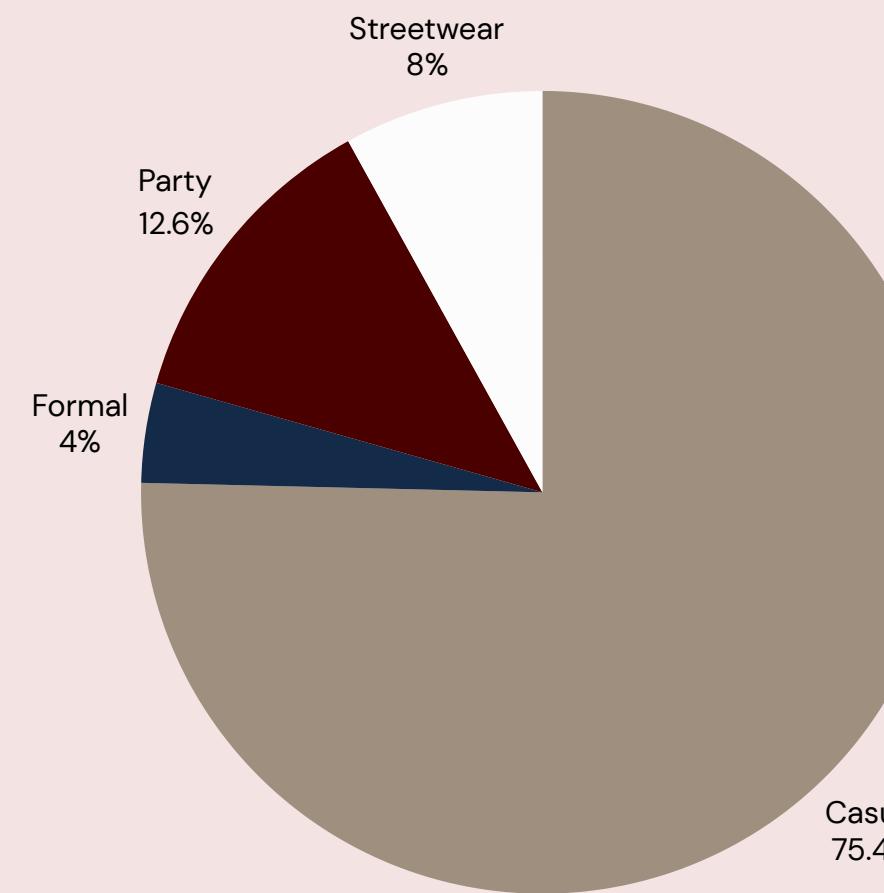
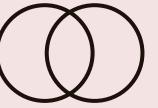
When do you prefer to shop



How often do you shop

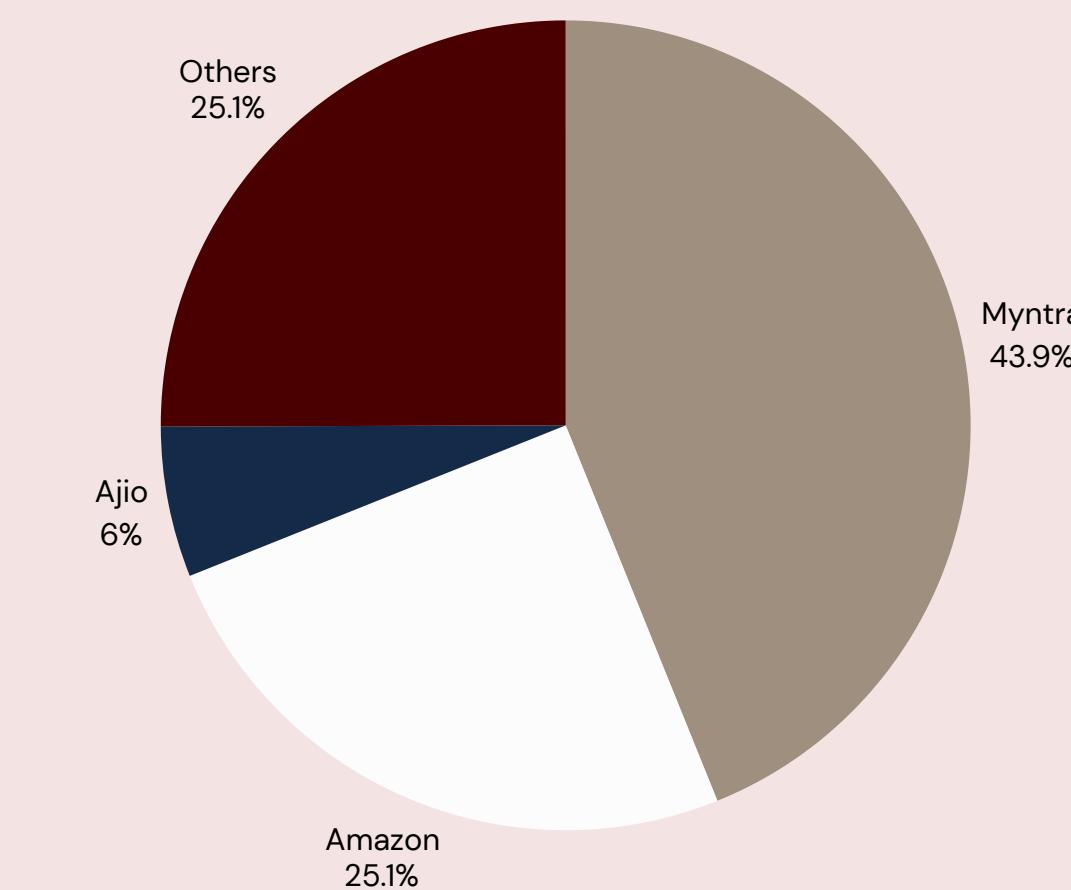
Most people have never used an app like Swish, showing a big opportunity to introduce them to a new shopping experience. Shopping is mainly done during festive seasons, so seasonal campaigns and timely reminders could drive engagement and boost usage.



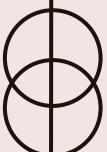


Clothing you are interested in

Most users prefer casual clothing, so Swish should prioritize recommending relaxed, everyday wear to match user interest. With Myntra being the top preferred platform, Swish can take cues from its design and features to enhance user experience while offering a fresh, swipe-based twist.



What platform do you prefer for shopping?





AROHI

- 24 years old
- Bombay
- Product Manager

DESCRIPTION

Arohi Verma is an easy-going professional known for being inspiring and a problem solver. A shopaholic at heart, she loves staying updated with the latest fashion trends. In her free time, she enjoys reading books and watching beauty pageants for entertainment

ABOUT THE USER

- Easy-going
- Reliable
- Inspiring
- Problem solver
- Shopping Enthusiast

CHALLENGES

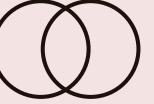
- Too many irrelevant notifications
- Cluttered shopping experiences.
- Spending hours to find the right outfit.
- Difficult to find latest fashion magazine trends and outfits

GOALS

- Stay updated on sale events and discounts.
- Discover new budget-friendly brands.
- Maintain a balanced wardrobe with both casual and party needs.

NEEDS

- Personalized clothing recommendations
- Efficient shopping experience
- Sale alerts and discount notifications
- Prefers budget-friendly brands like Reliance Trends and Pantaloons, as well as mid-range brands like H&M and Zara.





PIYUSH

- 19 years old
- Surat
- Student

DESCRIPTION

Piyush Gupta is a young adult from India who shops occasionally but is highly active during major sales events. He prefers budget-friendly and mid-range brands and values a seamless, clutter-free shopping experience.

ABOUT THE USER

- Enjoys socializing and attending events.
- Easy-going
- Reliable
- Budget-conscious

CHALLENGES

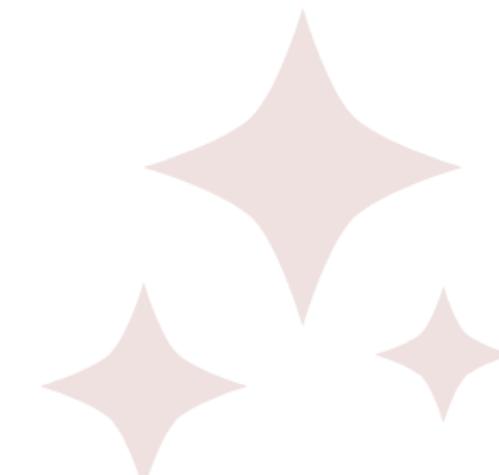
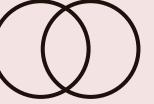
- Dislikes excessive or irrelevant notifications
- Prefers a straightforward interface that quickly helps him find good deals
- Wants minimal notifications when not actively shopping.

GOALS

- Find stylish yet budget-friendly clothing
- Receive personalized recommendations for casual and party wear
- Get updates about discount
- Likes to follow any new social media trends

NEEDS

- Personalized clothing recommendations
- Efficient shopping experience
- Sale alerts and discount notifications
- Prefers budget-friendly brands like Reliance Trends and Pantaloons, as well as mid-range brands like H&M and Zara



JOURNEY MAP

Onboard

Explore

Engage

Add to Closet

Purchase/Exit

THOUGHTS AND FEELINGS

Hope this app gets my style

Oooh, I love this look!

Going to add this to summer closet!

Going to add this to cart

Too many irrelevant styles

Ugh, I accidentally swiped wrong

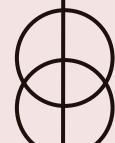
No discounts??!

Personalisation of Feed

Ease of swiping

Saving Looks

Purchasing



Download and sign up

Swipe the first batch

Like a few, skip some

Clicks to view full outfit

Scrolls to view details

Looks at reviews

Saves to closet

Starts building others

Looks for purchase details

Redirected to cart page

Completes purchase

JOURNEY

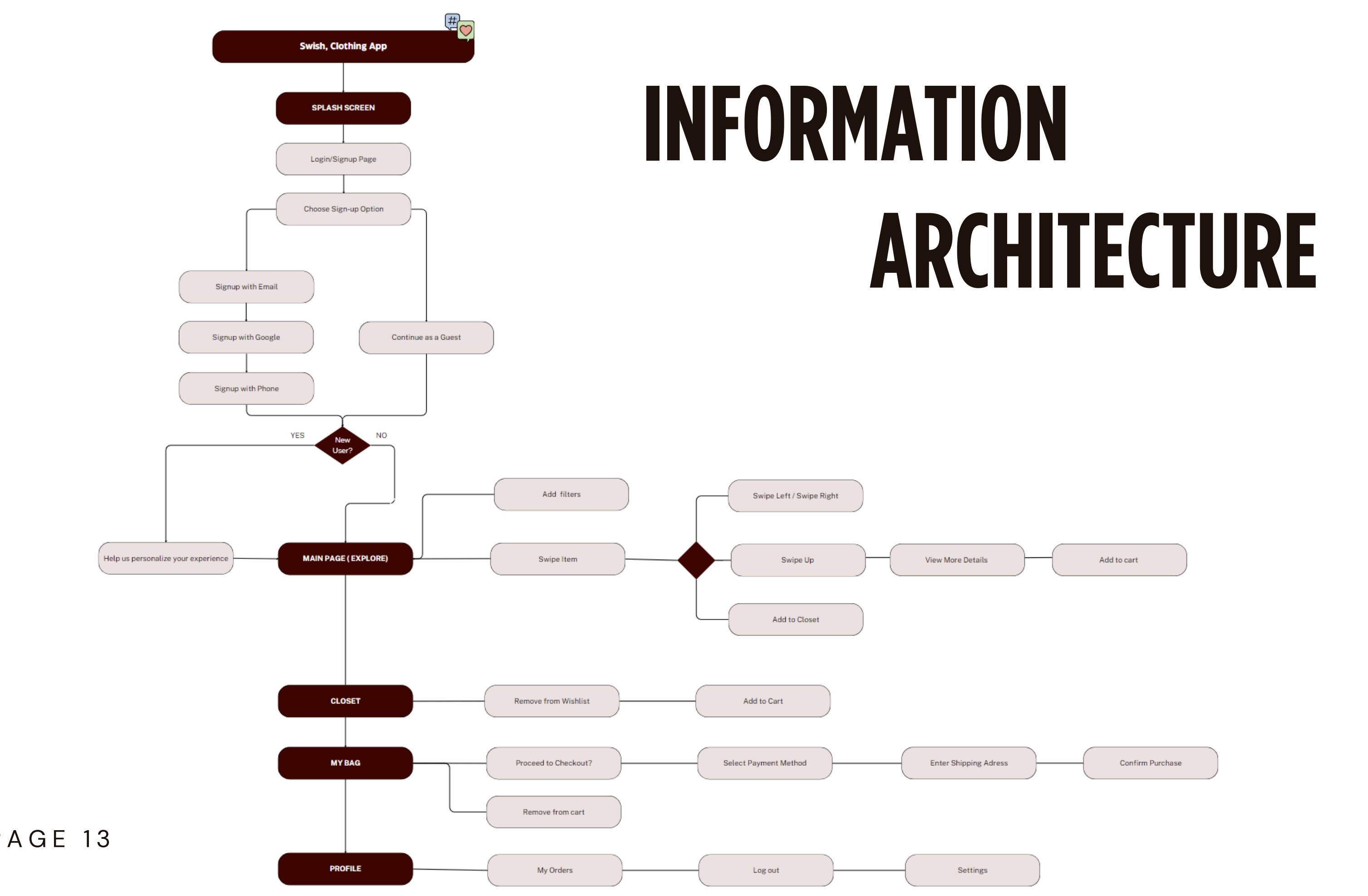
PAIN POINTS



EMPATHY MAP

<ul style="list-style-type: none">• "I shop when I need to, not too often."• "I prefer casual wear and mid-range or budget-friendly brands."• "I usually shop during sales or festive seasons."• "I mostly use Myntra, Amazon, or Ajio."	<p>SAYS</p>	<ul style="list-style-type: none">• Excited about trying new looks but doesn't want to spend a lot of time.• Overwhelmed by options—wants convenience, clarity, and control.• Competitive pressure to look stylish yet stay on a budget.	<p>FEELS</p>
<ul style="list-style-type: none">• Shops a few times a year, mostly during sales or festivals.• Looks for casual/party/streetwear depending on the mood.• Doesn't typically use fashion tech apps but is open to new experiences.	<p>DOES</p>	<ul style="list-style-type: none">• "I want the process to be quick and simple—just when I need it."• "Sales and good deals are the main triggers for me to shop."• "I don't want too many alerts—just relevant ones."	<p>THINKS</p>

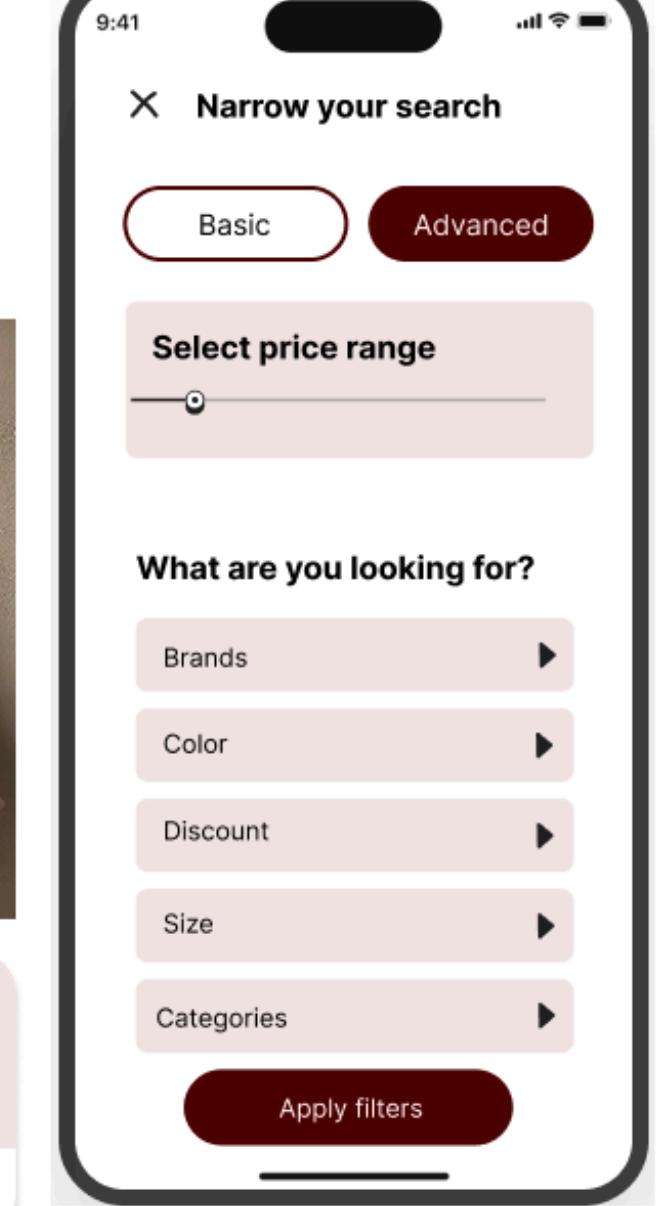
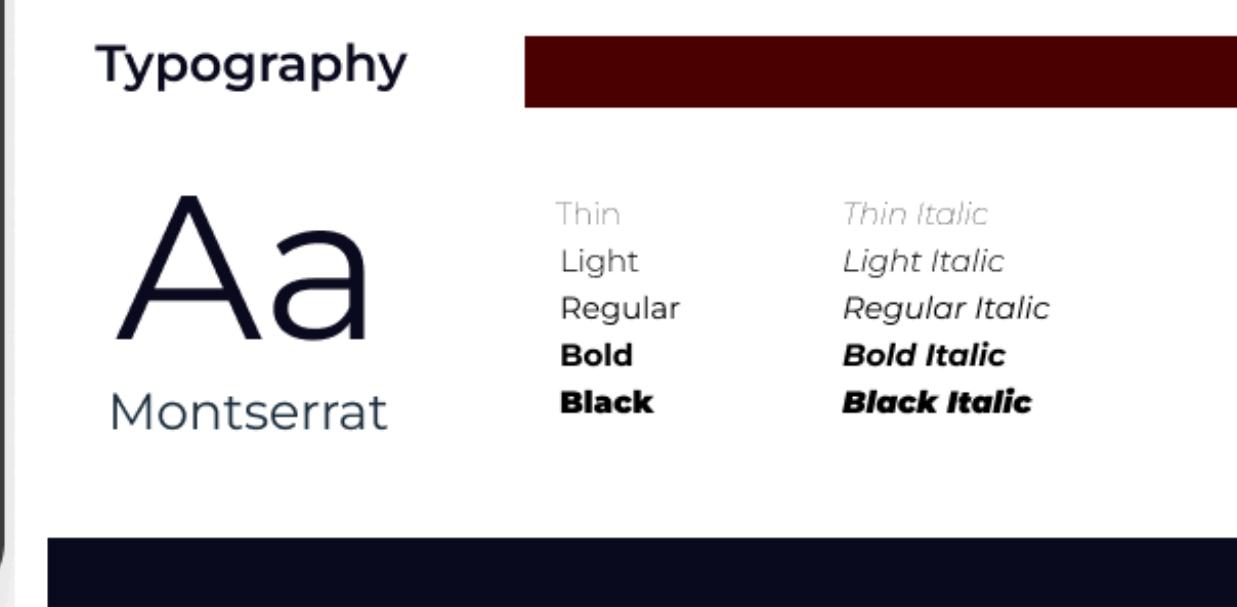
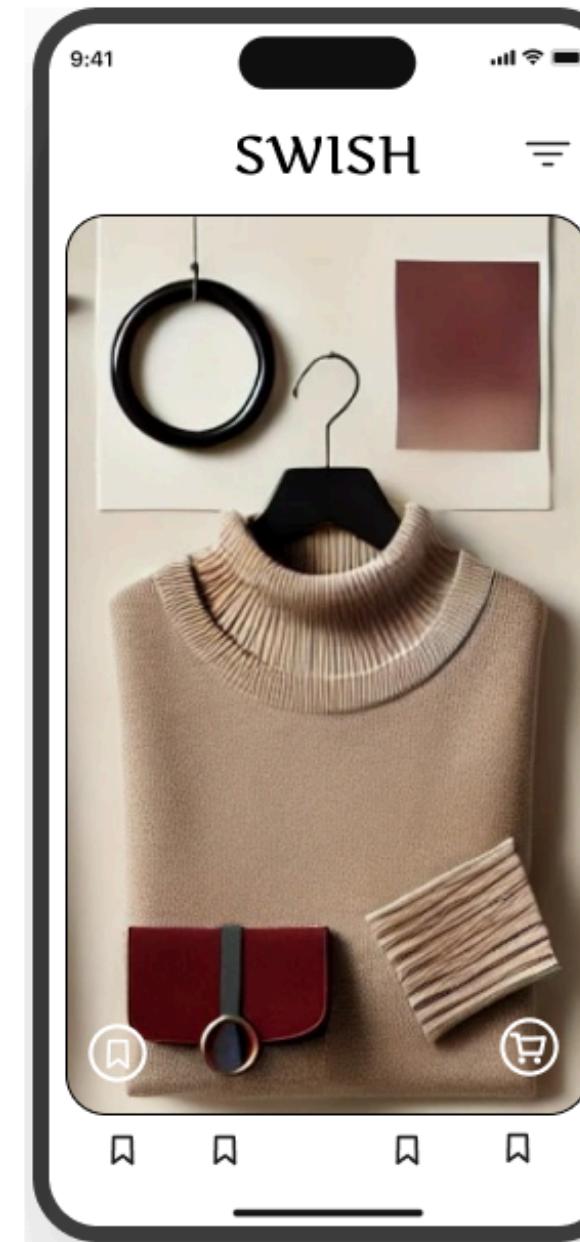
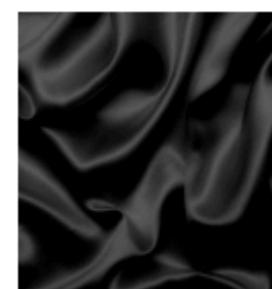




MOOD BOARD

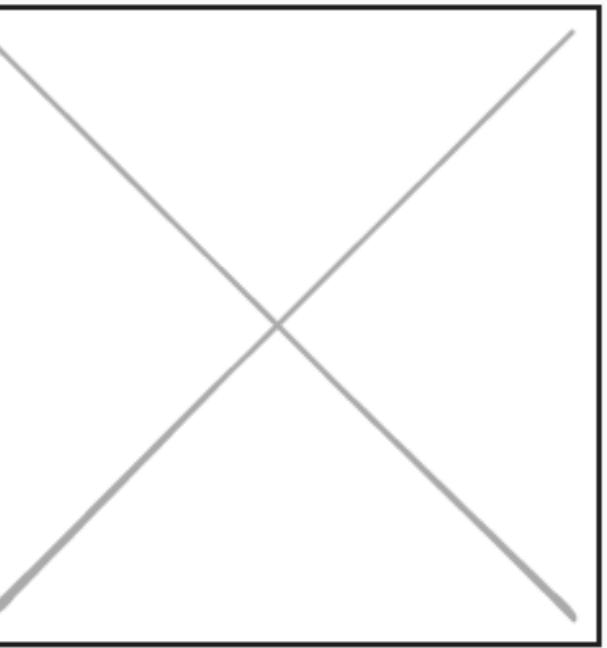
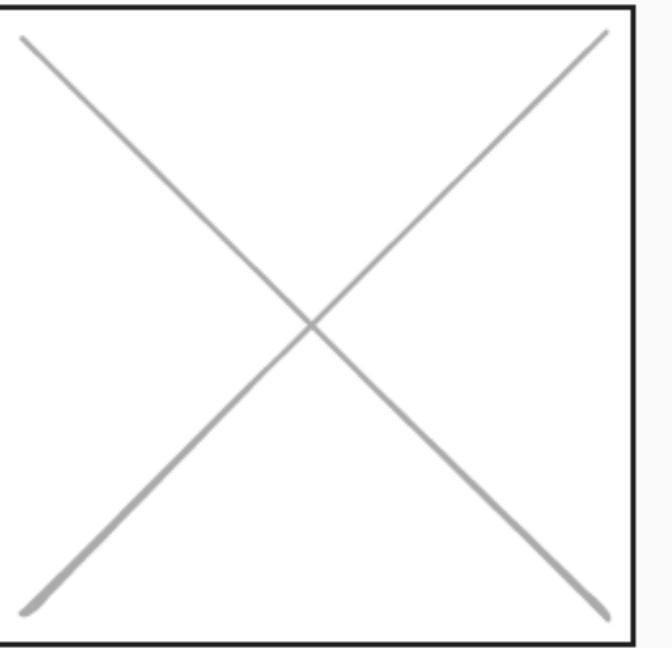
Swish.

Swish.



SKIRTS

PANTS



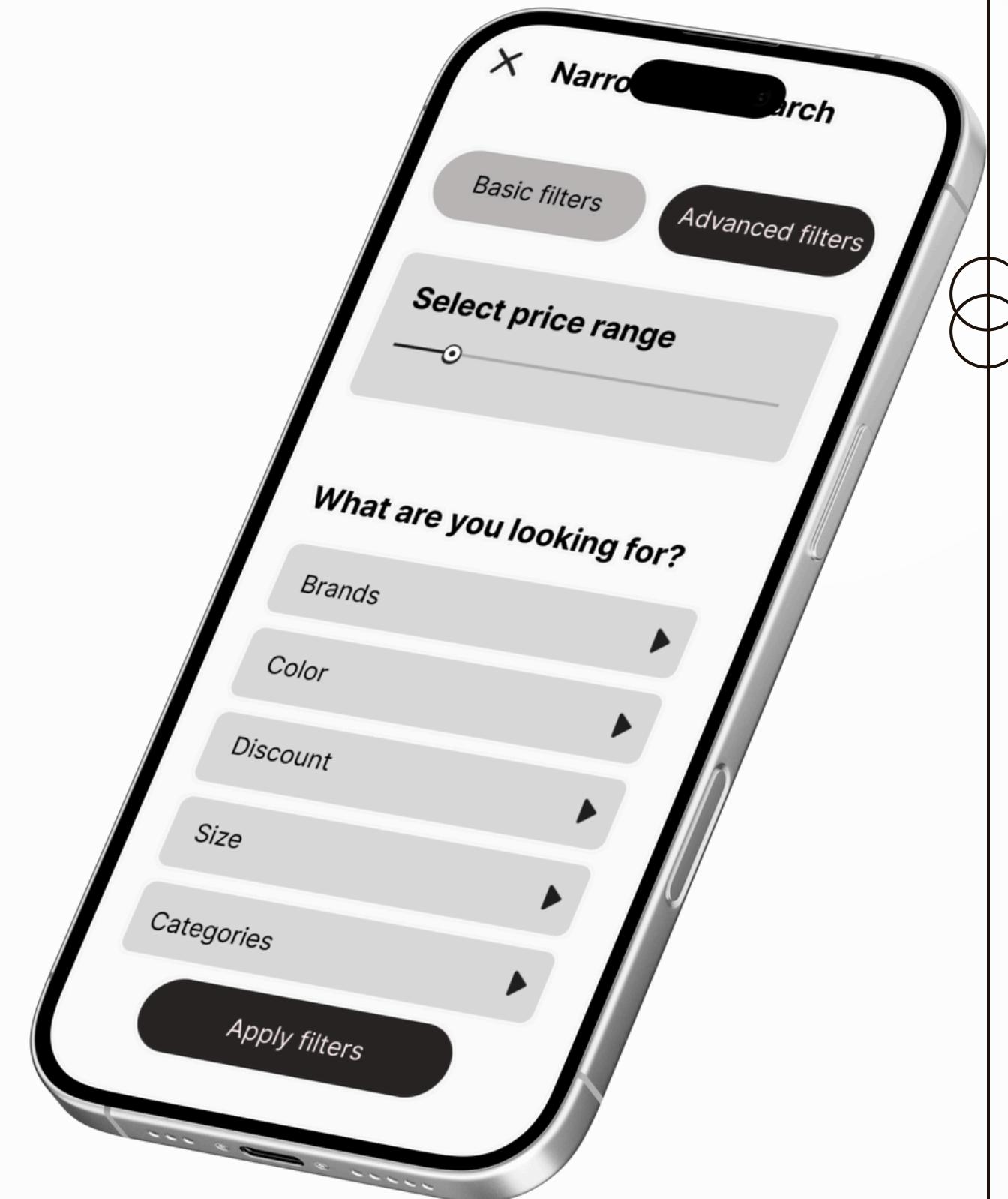
DIWALI

SWEATERS



LOW FIDELITY WIREFRAME

The low-fidelity prototype of Swish captures the core functionality and layout of our fashion browsing experience.



Swish

LET'S GET YOU READY

By signing up , you agree to our terms and conditions.

Welcome Back

Enter your credentials

Username
Password
Login Now

Forgot Password?

Login

Signup

By signing up , you agree to our terms and conditions.

Sign up

Create your account

Username
Email
Password
Confirm Password
Sign Up
Login with Google

Already have an account ? Login

Don't have an account ? Sign Up

Hey there! Let's start with an intro

Your name
Your birthday
Day Month Year
We have special birthday surprises planned for you

Gender

NEXT

What do you want to see on the app?

Search

Choose 3 or more brands you like.

What great picks!

SWISH

SWISH

SWISH

SWISH

Swipe left to dislike an outfit

Swipe up for more details

Swipe right to like an outfit

X Narrow your search

Basic filters Advanced filters

Select price range

What are you looking for?

Brands
Color
Discount
Size
Categories

Apply filters

CLOSET

WINTER WEDDING
SUMMER CONCERT
SKIRTS PANTS
DIWALI SWEATERS

SHOPPING CART

Item name Brand name Size 42 Qty 2 ₹499 Delivery by 16 Feb 2025

Item name Brand name Size 42 Qty 2 ₹499 Delivery by 16 Feb 2025

Item name Brand name Size 42 Qty 2 ₹499 Delivery by 16 Feb 2025

PLACE ORDER

ADD NEW ADDRESS

Contact Details
Name
Mobile No

Address
Pin Code
Address
Locality/Town
City State

Address Type
Home Office

Cancel Save

Order Summary Address Payment

X SHOPPING CART

Select Payment Method

Debit Card
UPI
Cash on Delivery
Net Banking
Wallets

Username
Email Id
Phone number

Logout

MY PROFILE

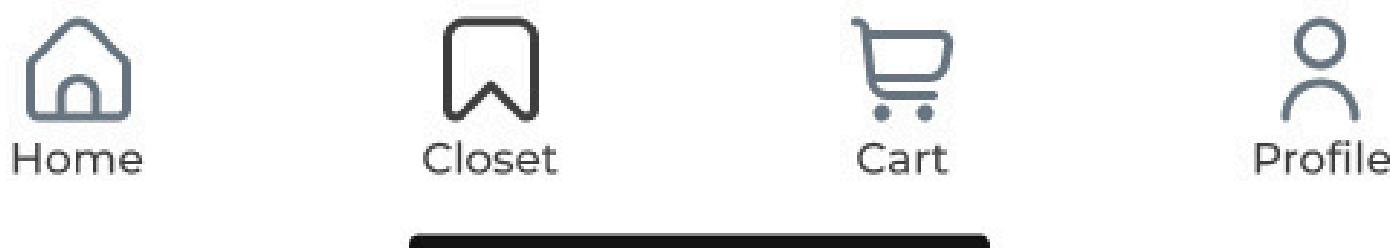
₹499 VIEW DETAILS PAY NOW



PARTY

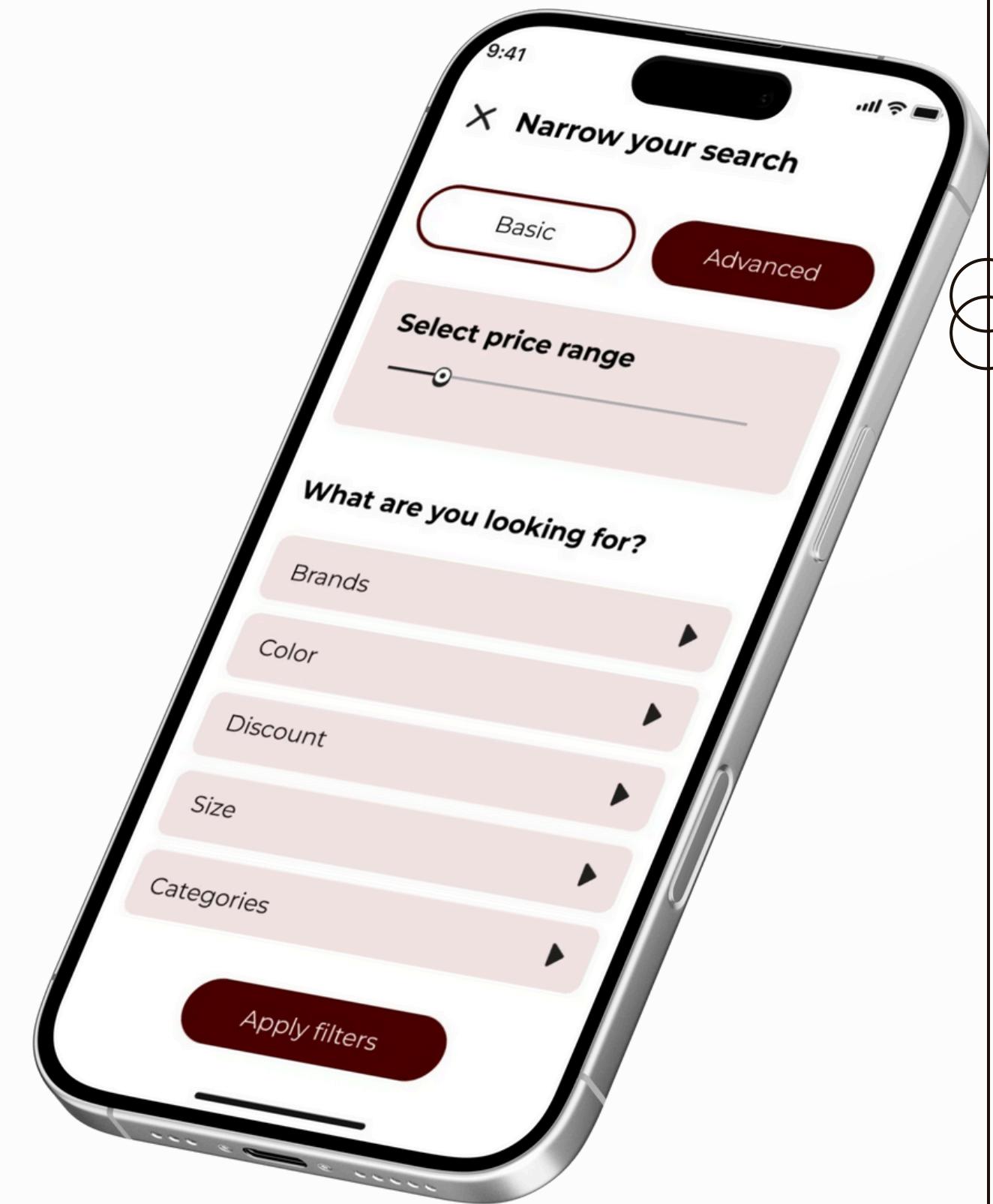


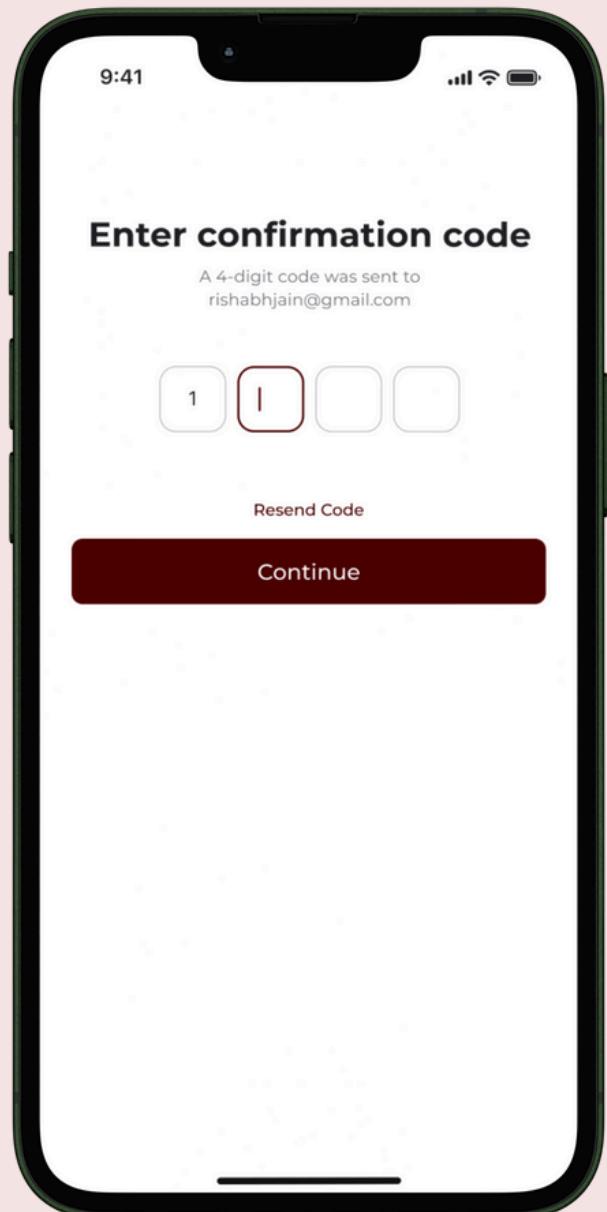
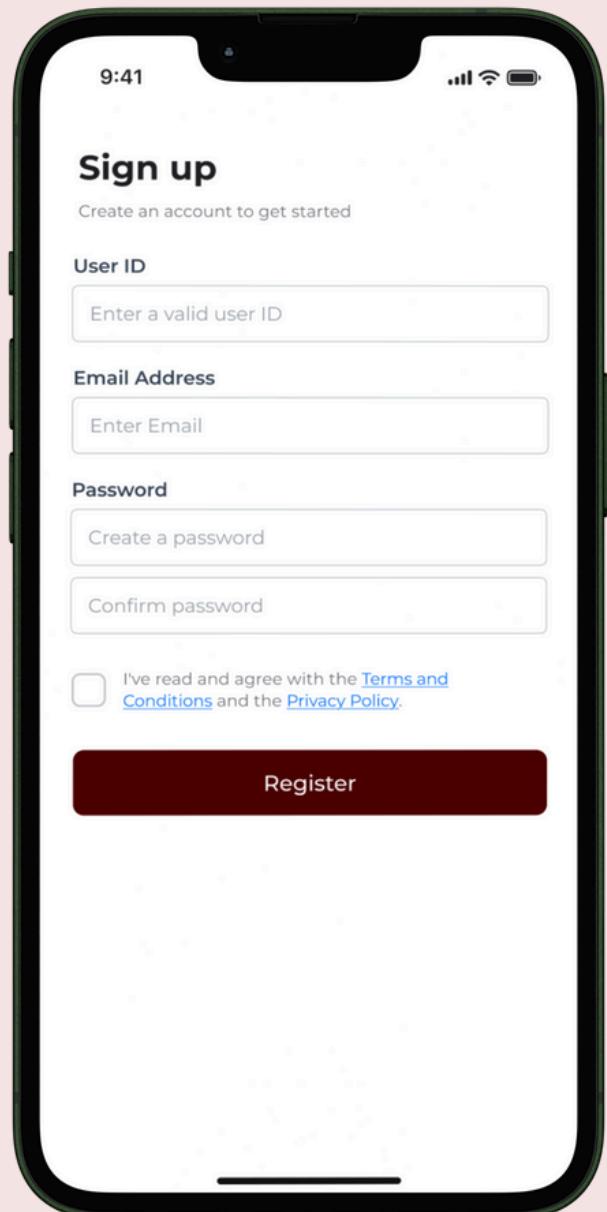
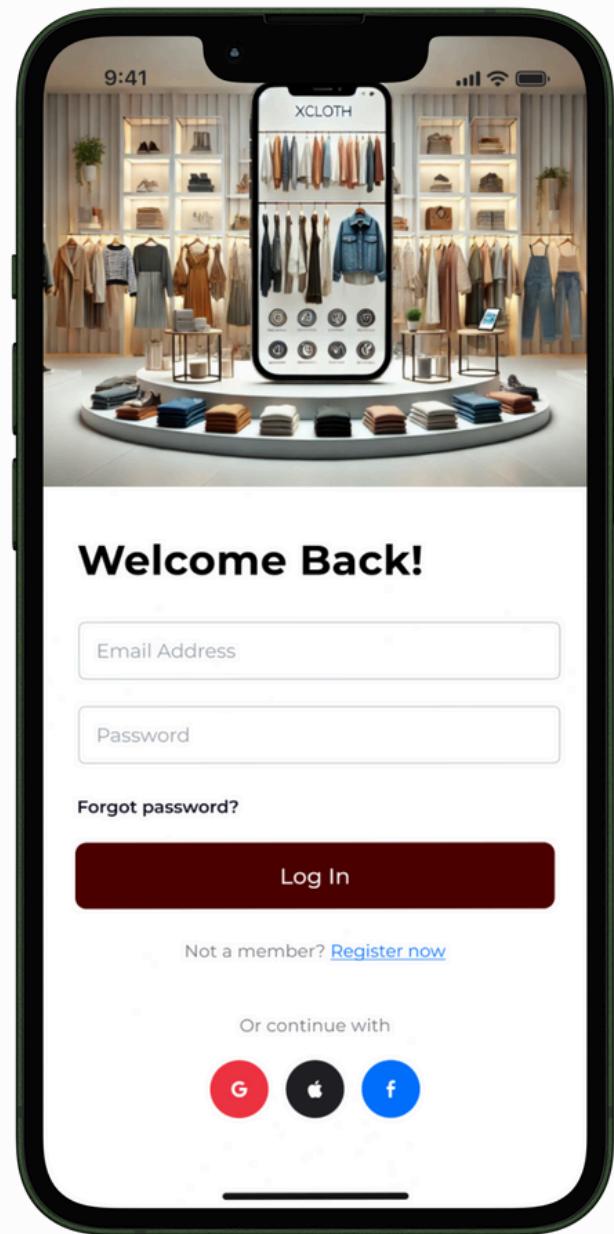
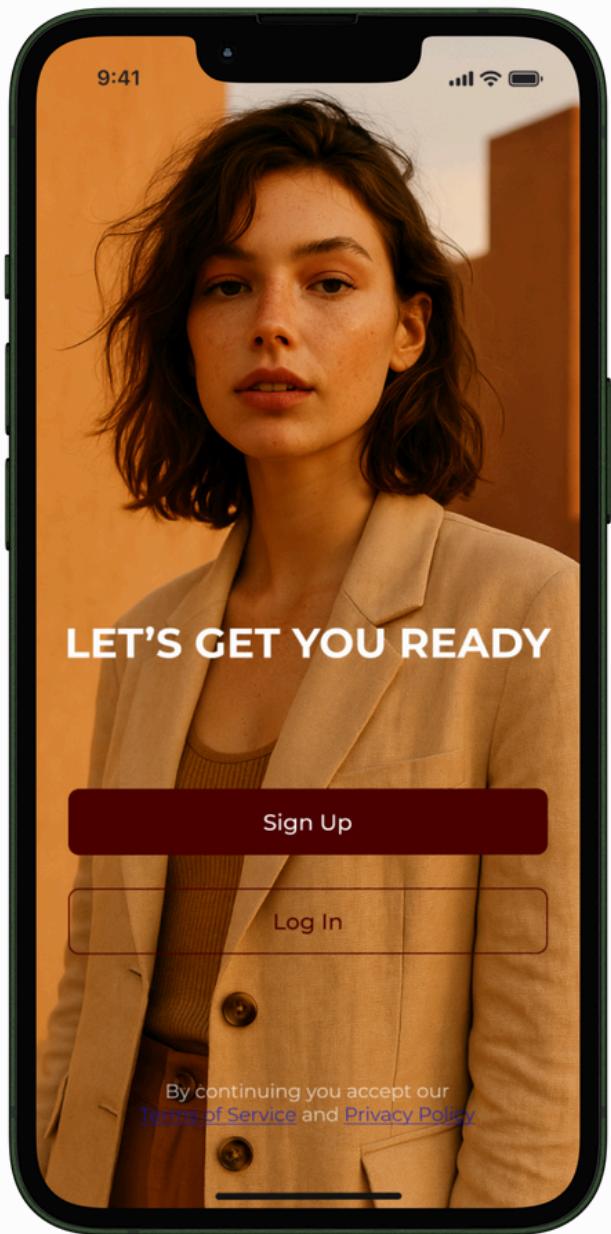
WINTER



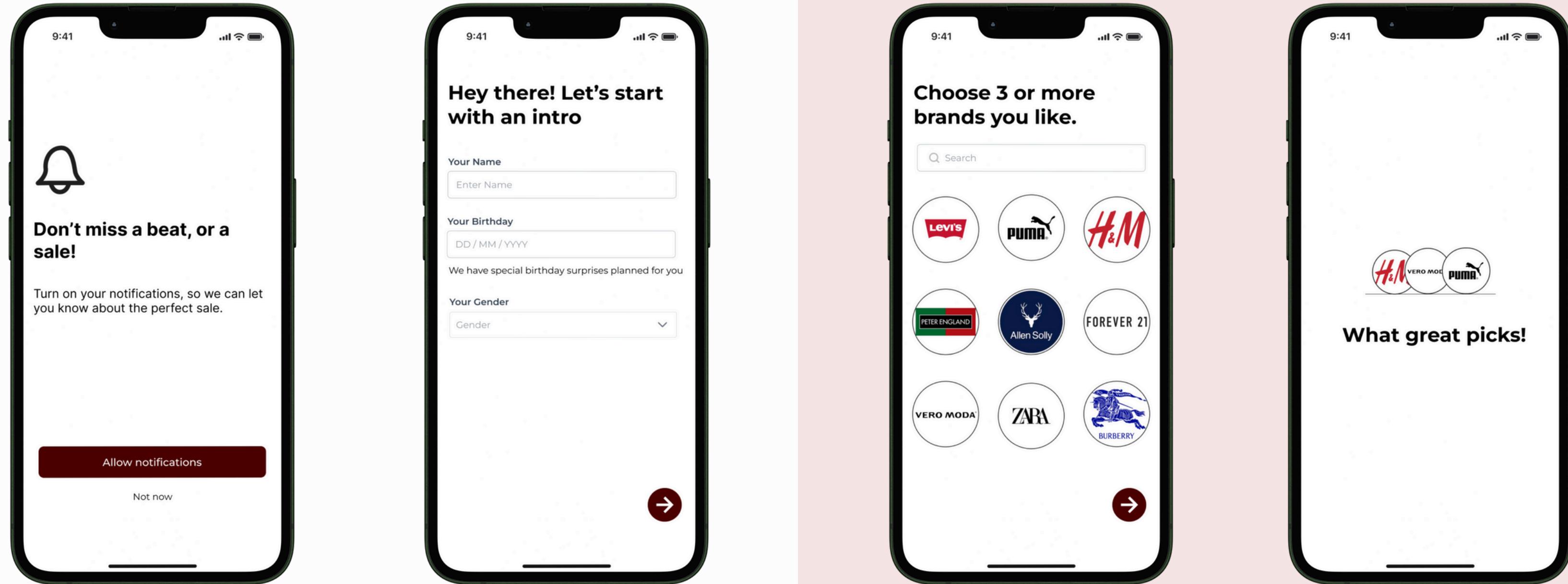
HIGH FIDELITY WIREFRAME

The high-fidelity prototype of Swish showcases refined visuals, interactive elements, and a polished user interface that closely resembles the final app.

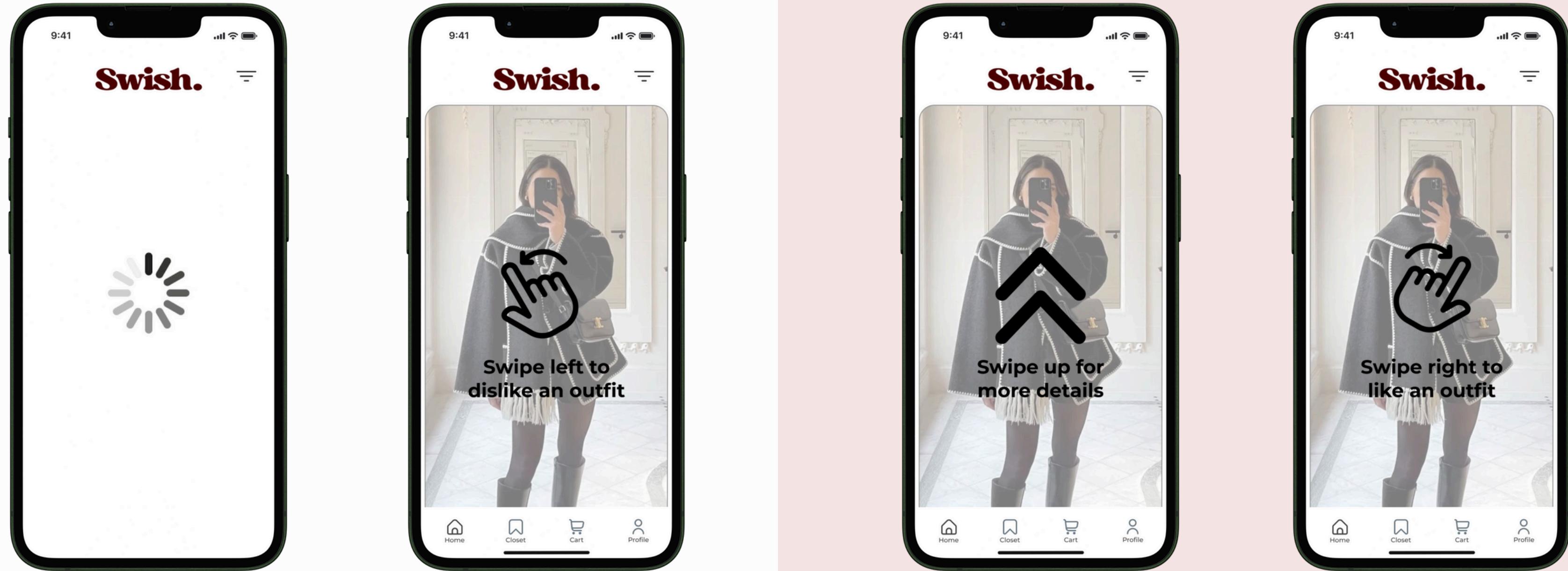




The initial flow of the app begins with a simple gateway offering clear Sign Up and Log In options, leading to a visually engaging login screen featuring sleek fashion visuals. The Sign-Up screen allows quick account creation with fields for name, email, and password, along with privacy agreement checkboxes. To ensure security, a confirmation code screen prompts users to enter a 4-digit code sent to their email.

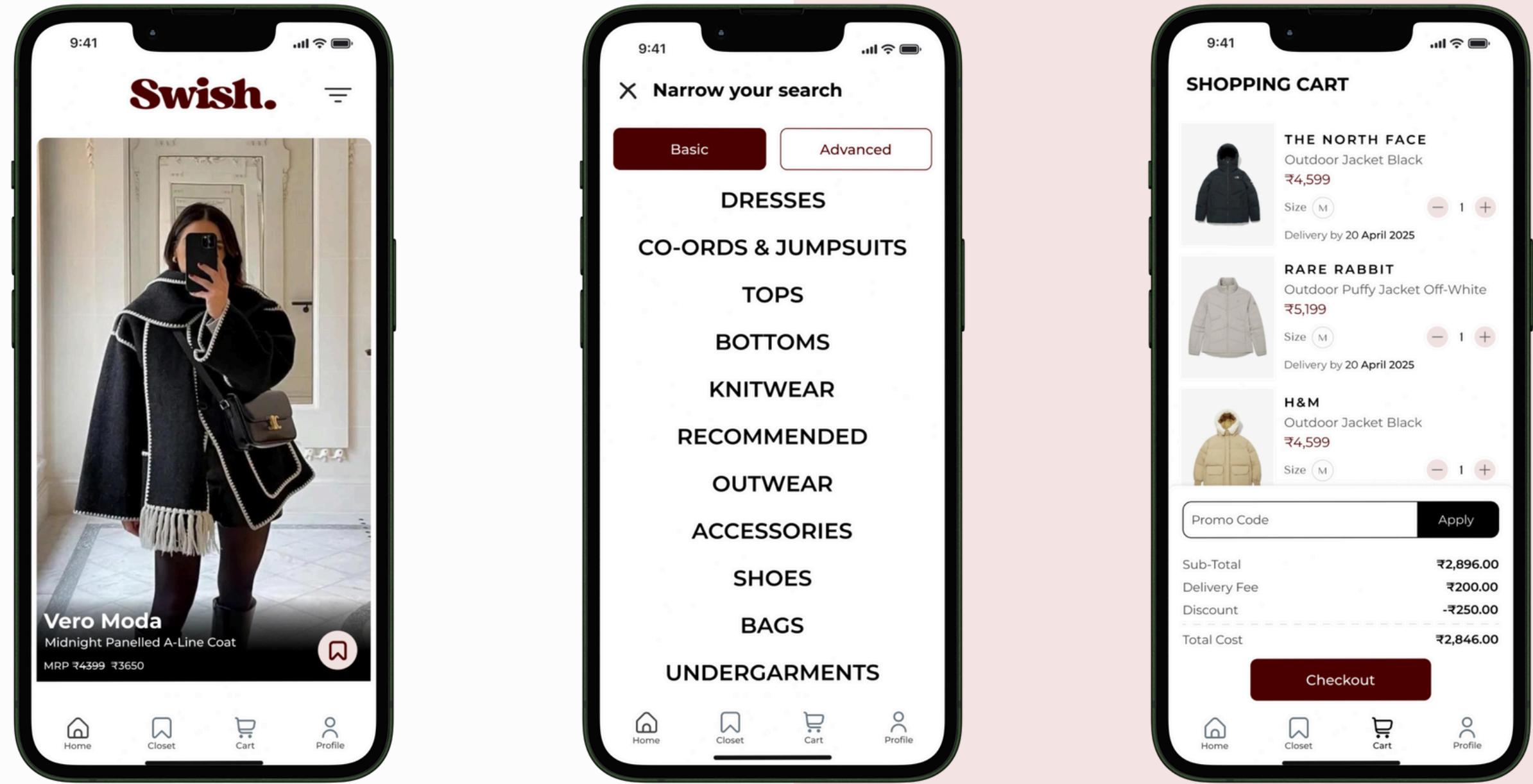


Swish begins by encouraging users to enable notifications so they never miss exclusive sales or updates. A quick form follows, where users can share their birthday and preferences for personalized surprises. Next, the preferences screen lets users choose their favorite brands, helping tailor the app to their unique style. Finally, a loading page assures users that Swish is preparing their personalized fashion feed.

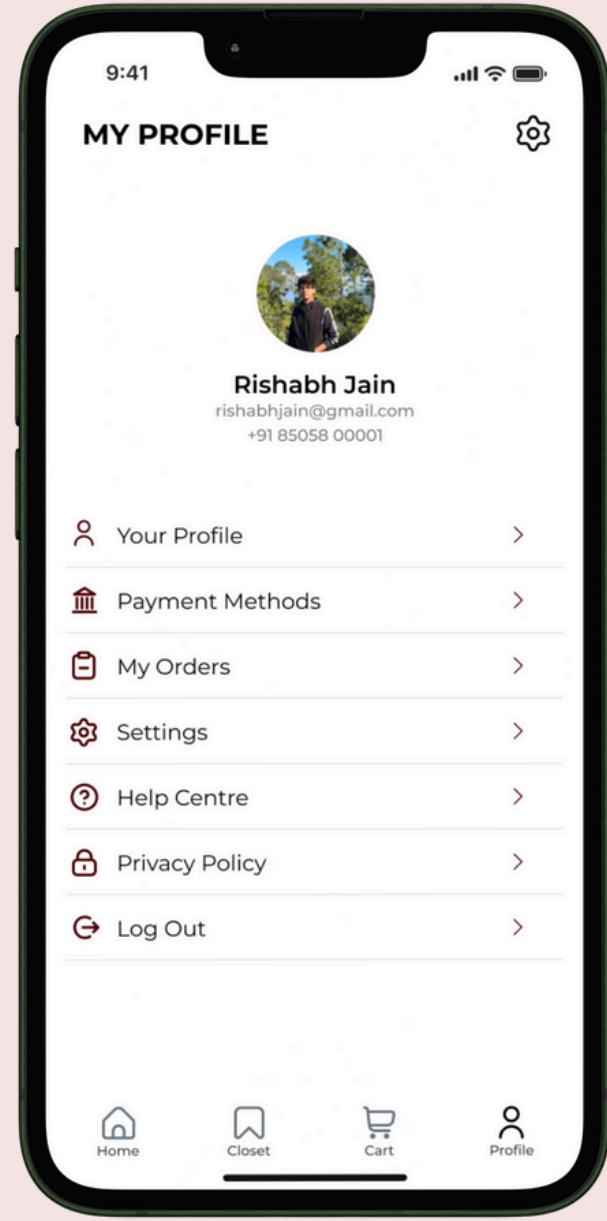
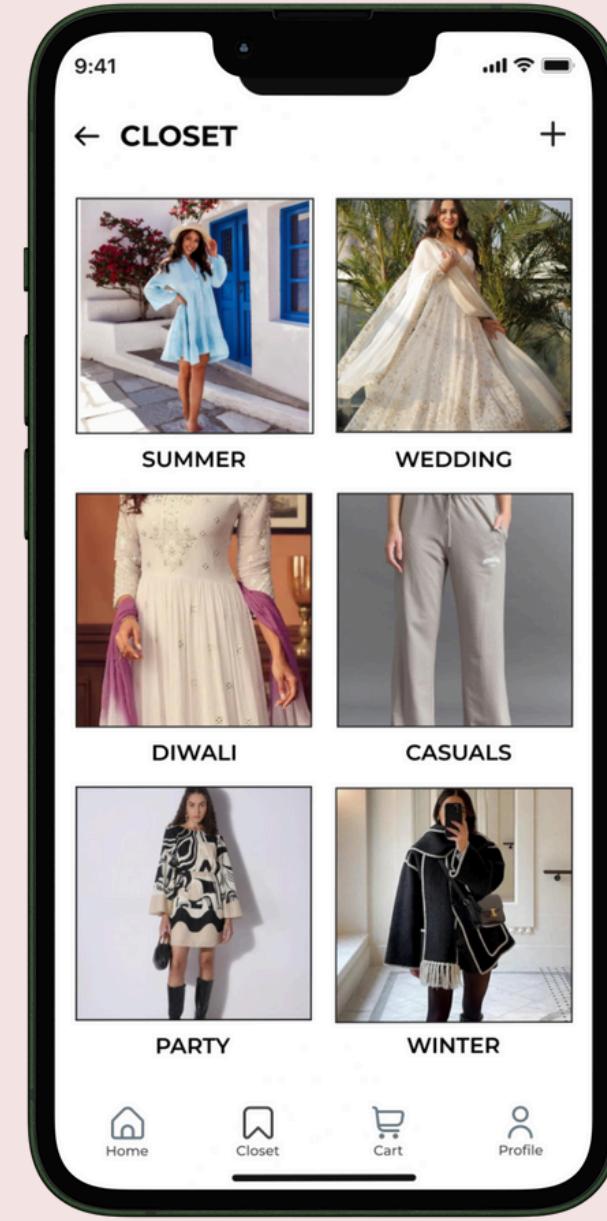
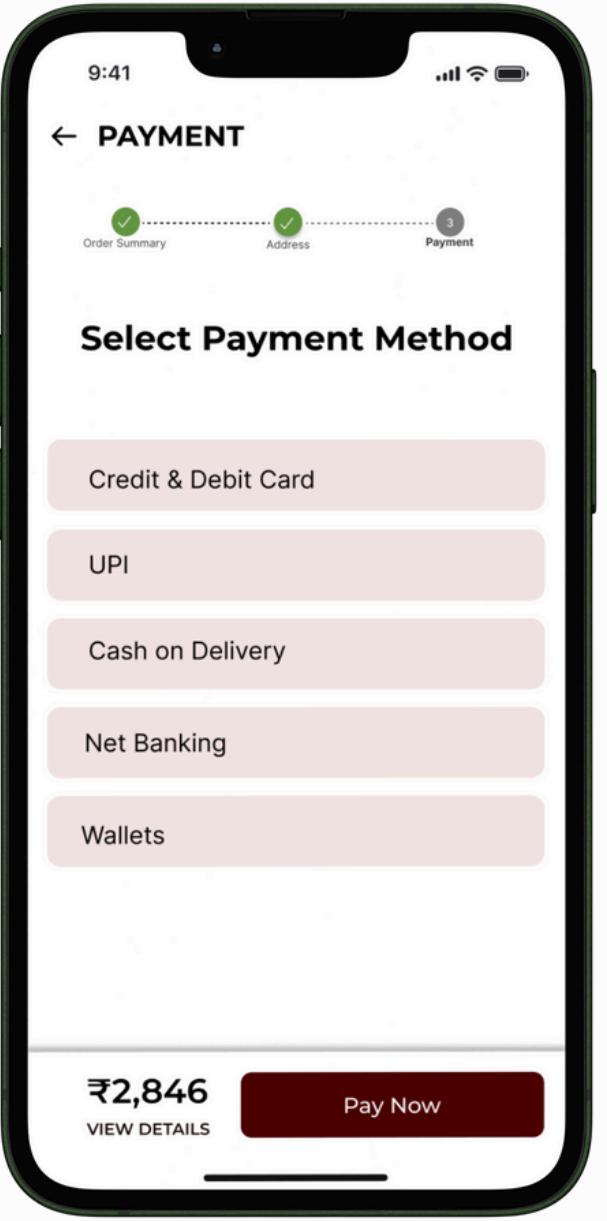
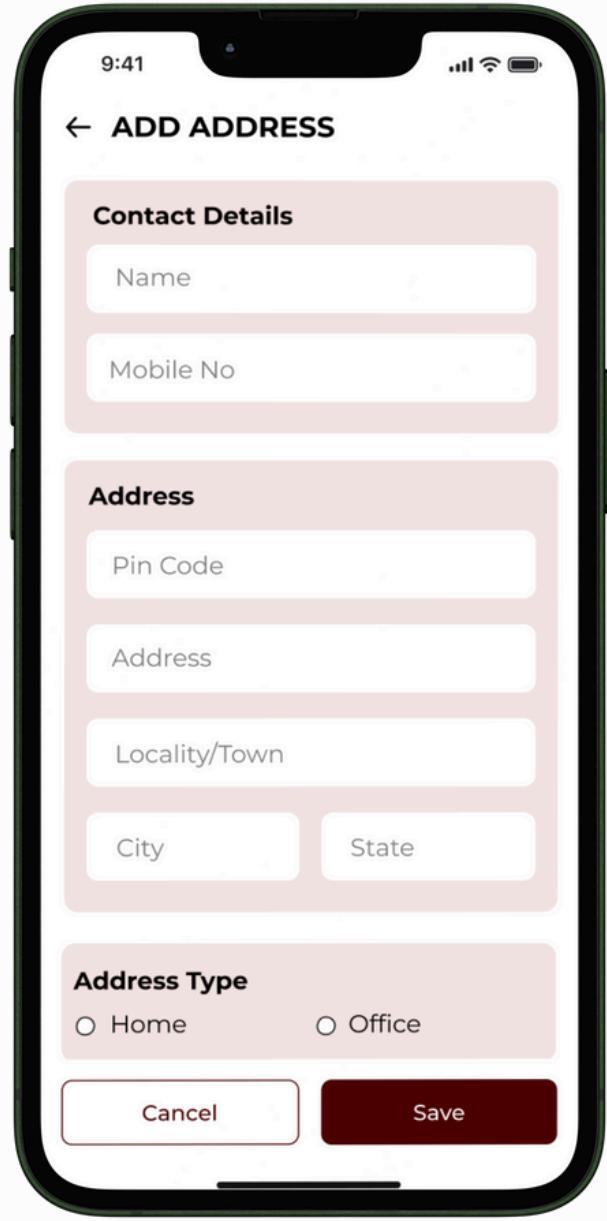


Swipe Actions

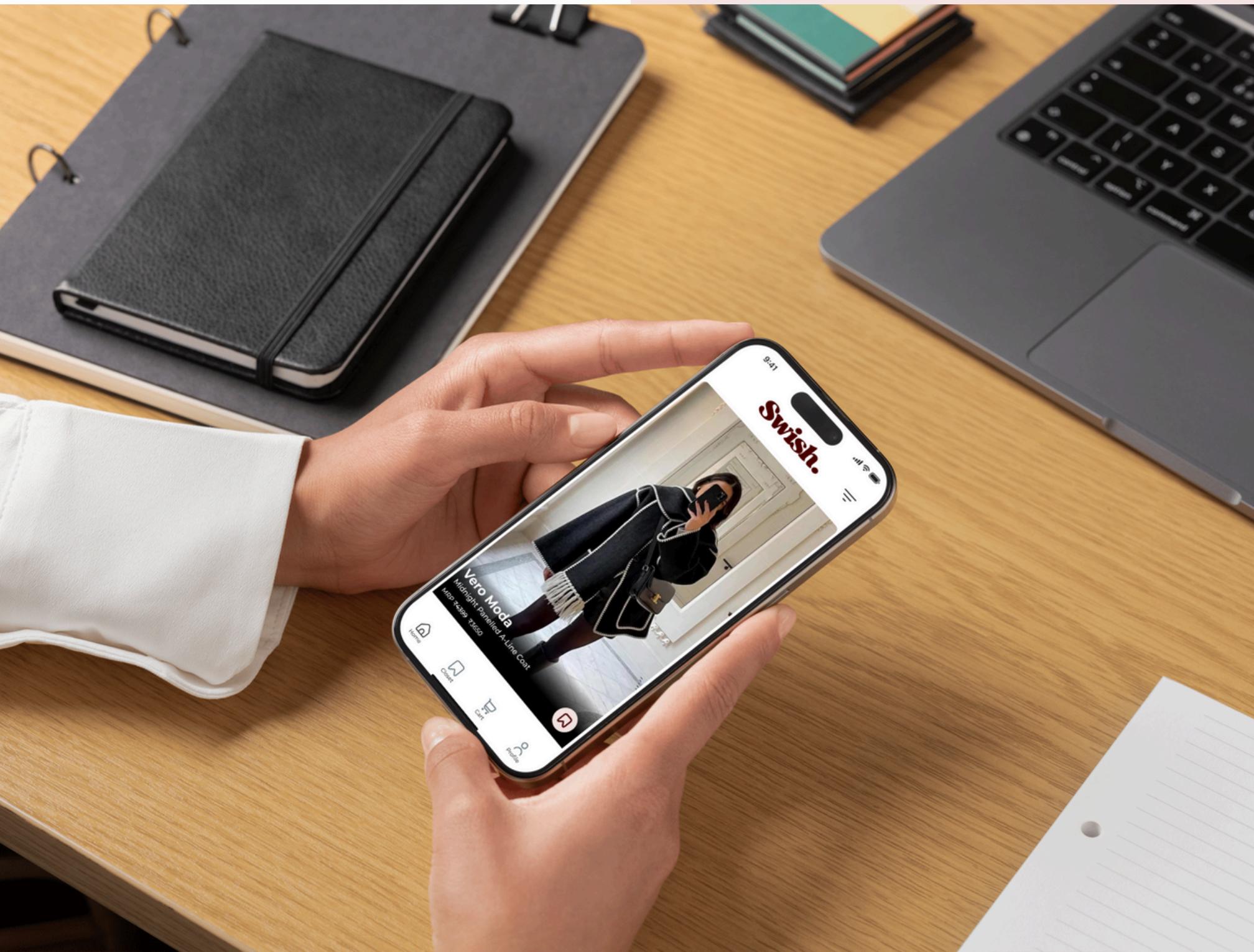
Refine your style with simple gestures! Swipe left to dislike, right to like, and up for more outfit details. Your preferences shape your personalized fashion feed.



The homepage showcases trending outfits curated to your style—swipe, like, and explore looks that match your vibe. Use the filter feature to refine your search by price range, brands, colors, and more for a personalized shopping experience. The shopping cart lets you review your selected items, adjust quantities, or remove products before heading to checkout.



Complete your shopping journey with the address page, where you enter your contact details and delivery information for checkout. Select from various payment options like cards, UPI, or cash on delivery to finish your purchase. Keep track of your fashion finds in the closet, organized by categories like Summer, Winter, and Party for effortless outfit planning. Manage everything from personal details to order history in your profile, giving you full control over your shopping experience.



THANK YOU

GROUP - 06

Anjali Chandwani – 202201032

Rishabh Jain – 202201271

Abhishek Abbi – 202201438

