# STAGE 1: DISCOVER - Understanding the Problem

Problem:

Working-class women often face challenges when preparing their Aso-Ebi outfits. They have demanding schedules, and their tailors frequently fail to meet deadlines or deliver the desired quality. When they find someone available to sew last-minute, the prices are usually exorbitant. This leads to stress, dissatisfaction, and sometimes even missing out on events.

Insight:

There is a growing desire for a simpler, more reliable way to access stylish Aso-Ebi. With many events being planned and attended last-minute, the need for convenience, speed, and guaranteed

results critical.

# STAGE 2: DEFINE - Brand & Customer Clarity

Brand Name: Stay Fashioned

Tagline: "Ready-to-wear Aso-Ebi, for the woman who never has time but always shows up."

Target Market:

Working-class Nigerian women - especially professionals, entrepreneurs, and busy urban dwellers who attend weddings, social gatherings, and formal events but don't have time to deal with

traditional tailors.

Positioning:

Stay Fashioned offers a tech-driven, stylish, and time-efficient solution that allows users to order ready-to-wear or custom Aso-Ebi via mobile - with smart tools to assist with fitting, design, and delivery.

# STAGE 3: DEVELOP - Feature & Product Development

Core Features:

1. Curated Ready-to-Wear Aso-Ebi Collections:
   * Available in popular and trending styles
   * Available in common fabrics used for owambes
   * Select your size or use the fit tool
2. Upload-A-Style for Custom Orders:
   * Upload a screenshot or saved image of your desired outfit
   * Receive an instant price quote and delivery timeline
3. AI-Powered Design Tool:
   * Users can drag and drop sleeves, necklines, skirt styles, etc.
   * Perfect for those who want something unique but don't know how to explain it to a tailor
4. Smart Fit Calculator:
   * Enter basic body stats or answer fit questions to get the right size
   * Reduce return rate, increase satisfaction
5. Express Delivery Options:
   * Standard: 5-7 days
   * Express: 48-72 hours delivery (Lagos & Abuja focus initially)
6. Add-On Services:
   * Matching accessories (gele, purse, shoes)
   * Tailoring adjustments on delivery

# STAGE 4: DELIVER - Go-to-Market Plan

Launch Plan:

* Soft Launch (February):
* Friends & family network, select influencers, and working professionals in Lagos & Abuja.
* Feedback collection and early testimonials.
* Official Launch (March 8):
* Tied to International Women's Day
* Campaign Theme: "Styled to Show Up"
* Brand alignment with empowering working-class women

Marketing Strategy:

* Influencer partnerships with fashion stylists and career women
* Social media storytelling with "Style Diaries" and "From Boardroom to Party" features
* Partnerships with event planners and fabric vendors
* Launch Pop-ups in Lagos and Abuja

# STAGE 5: REITERATE - Final Reflection & Future Focus

Reflection:

The concept is solid and validated by real pain points. Every feature was built with working-class women's challenges in mind. We've crafted something both useful and aspirational.

Learnings:

* Speed and trust matter more than price alone
* Design flexibility (upload or customize) is a strong hook
* Women want digital fashion tools that feel intuitive

What's Next:

* Finalize the MVP for AI and upload features
* Conduct usability tests
* Build operational logistics partnerships (tailors, delivery)
* Finalize pricing and margin structure

Vision:

Become the go-to digital Aso-Ebi brand for women who want to stay fashionable without stress.