



<hacker-ramp/>

we for the

Team Name : CODERELLAS

Team Details :

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Problem Statement

We aspire to implement a "Makeover Game" where users, especially Gen Z who grew up playing such games, can create virtual outfits using available fashion items, earning points for likes, with AI-driven recommendations based on current trends to enhance engagement and conversion.

Incorporated Use Case:

- ▶ **Engagement on a shopping platform:** Building engagement constructs on a platform which will drive a connect and virality among younger audiences in the country. It need not be linked to shopping but needs to be linked to fashion, which will drive users to keep visiting the app on a habitual basis.
- ▶ **Trend-Centric Recommendations:** Employ AI-driven recommendation systems that analyze current fashion trends, customer preferences, and purchase history to deliver tailored product suggestions, enhancing customer engagement and conversion rates in the fast fashion segment.



Our Solution

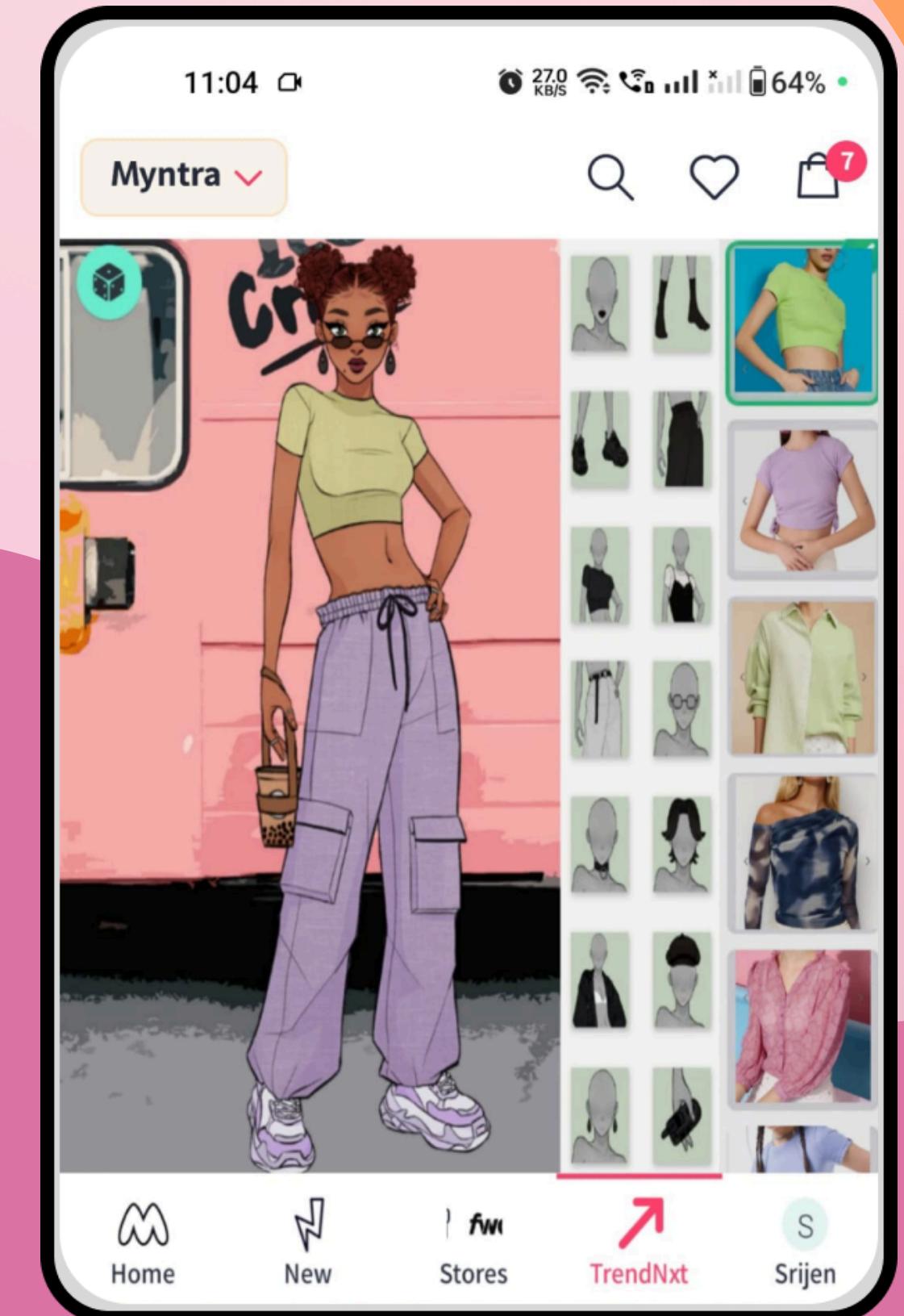
Myntra Glam Lab

About Game:

- ▶ Users can create outfits on virtual models using clothes, footwear, and accessories available on Myntra, shareable to the Myntra community.
- ▶ Models in the game are inclusive of all body types, promoting diversity and body positivity.

Engagement Features:

- ▶ Points awarded for likes on selected outfits.
- ▶ Points redeemable for app discounts.
- ▶ Weekly competitions among top liked outfits with specific themes (party, casual, formals, weddings, etc.).
- ▶ Monthly Contest winners receive the outfit worn by their model as a reward.



AI-Driven Recommendations

- Our AI analyzes current fashion trends, customer preferences, and purchase history to deliver tailored outfit suggestions in the Makeover Game. This enhances engagement and boosts conversion rates.



Enhanced User Experience

- By providing personalized fashion recommendations based on Gen Z trends, we encourage continuous user engagement through trendy and relevant outfit suggestions.
It's a nostalgic journey for Gen Z, who grew up playing makeover games.

Competitive Edge and Creative Ideas

- Gamification: Drives continuous app engagement and user retention through competitions and rewards.
- Inclusivity: Models of all body types to cater to a diverse audience.
- Rewards System: Discounts and outfit rewards enhance user loyalty and satisfaction.

Tech Stack

Front-End:

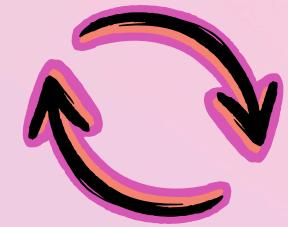
- React Native mobile app development, using Figma UI/UX design.
- Back-End:
- Node.js server-side development.

AI Integration:

- TensorFlow for machine learning models, and Google AI Platform for scalable AI services.

Benefits To Myntra:

- 1 **Increased User Retention**
- 2 **More Profits**
- 3 **Brand Loyalty**
- 4 **More seller registrations**



Benefits To Users and Sellers:

- 1 **Community Engagement**
- 2 **Exposure to Small Designers**
- 3 **Extra Discount**
- 4 **Influencer Promotion for Top Sellers**
- 5 **Effortless Trend Discovery**