What is your project type:
- ❏ Design Sprint
- ❏ Tech Analysis

LiT

"Find your ideal life, Mark your inspiring life"

(LifeStyle Fashion Tech)

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What is LiT?

LiT means exciting!

LiT means happening!

LiT is an **AI/ML-powered Lifestyle Sharing Platform** that helps its users (often female in the age group of 18-30) to find out trends and trend-setting products in the fields of fashion, food, travel to overall lifestyle from other users.

LiT provides a twist to visualize trending products on your virtual avatar before you buy them!

LiT Features

LiT

- Social platform and E-commerce platform
- Beauty product try-on personalization
- Learn from anonymous people's lifestyle ideas
- Let customers know worldwide products
- A channel for Fashion Brands to promote their trends, driving brand recognition and sales aside
- Provide the difference in pricing

Other Platforms

- Social platform or E-commerce platform
- Only see the pictures of products
- Social network focuses more on people around you
- Only have access to local brands or limited foreign brands
-

UI (Front-End Infrastructure)


4
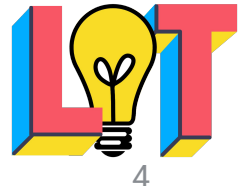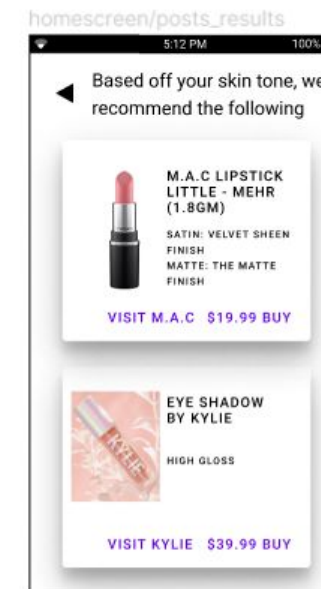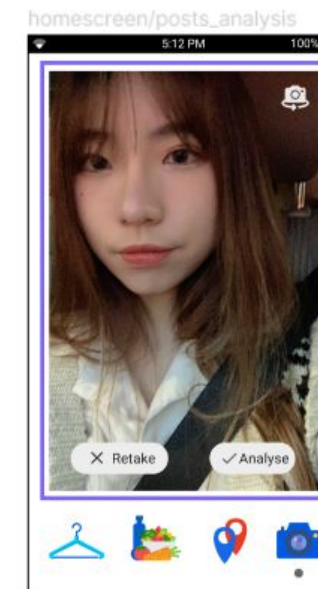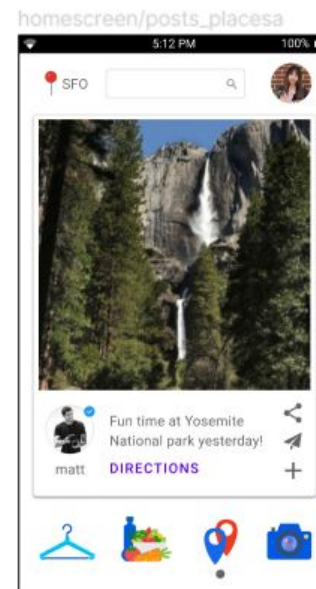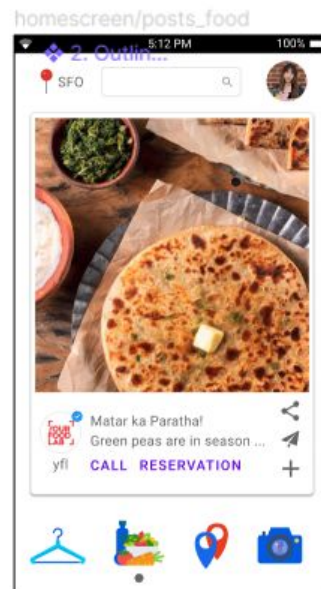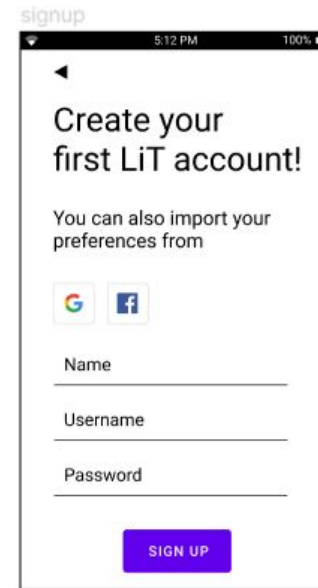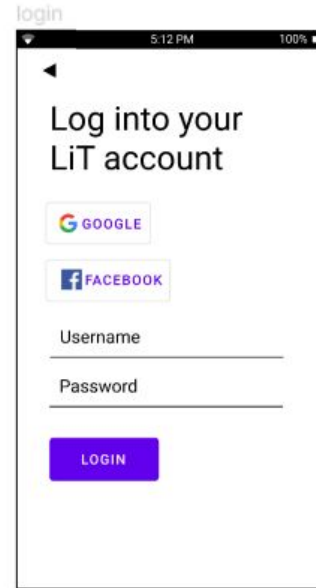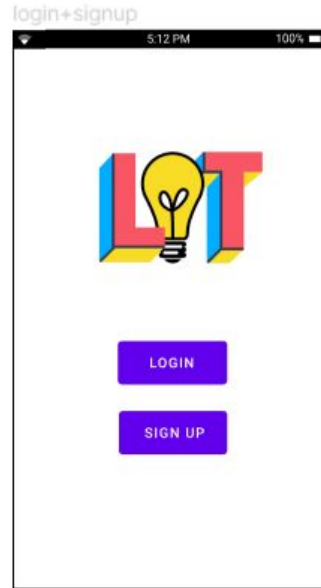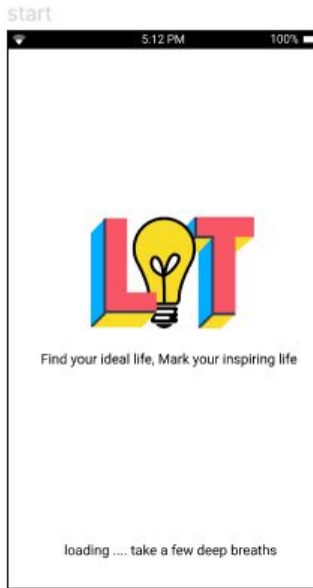
Survey Questions

- Do you enjoy seeing lifestyle posts related to fashion, food, travel, etc. on social media?

- Do you prefer to follow online influencers to follow the latest trends in any industry?

- Do you try out beauty trial products before purchasing them?

- Which of the following will most likely help you pick fashion / beauty products?

    - Social media, YouTube, People around you, Website reviews

Survey Results

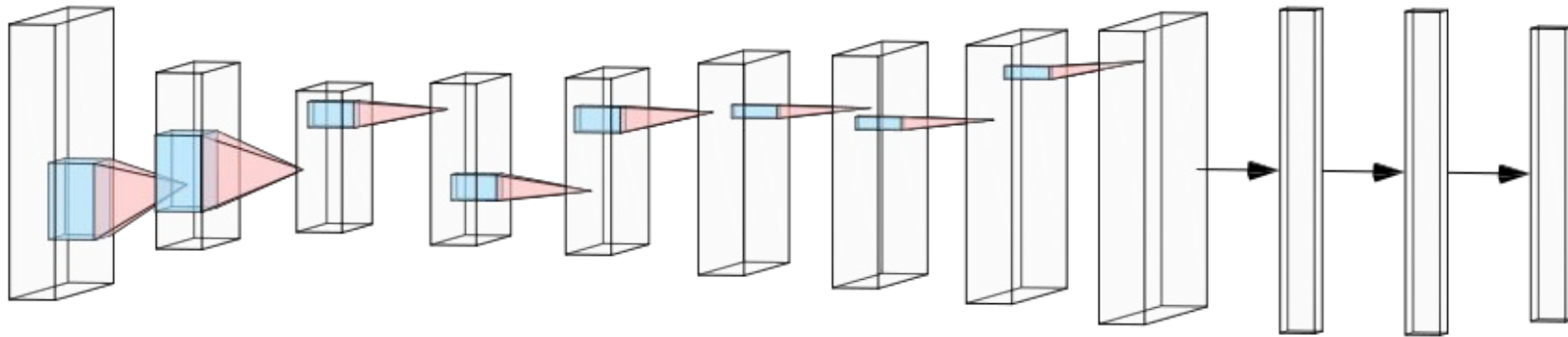The percentage of interest in downloading LiT
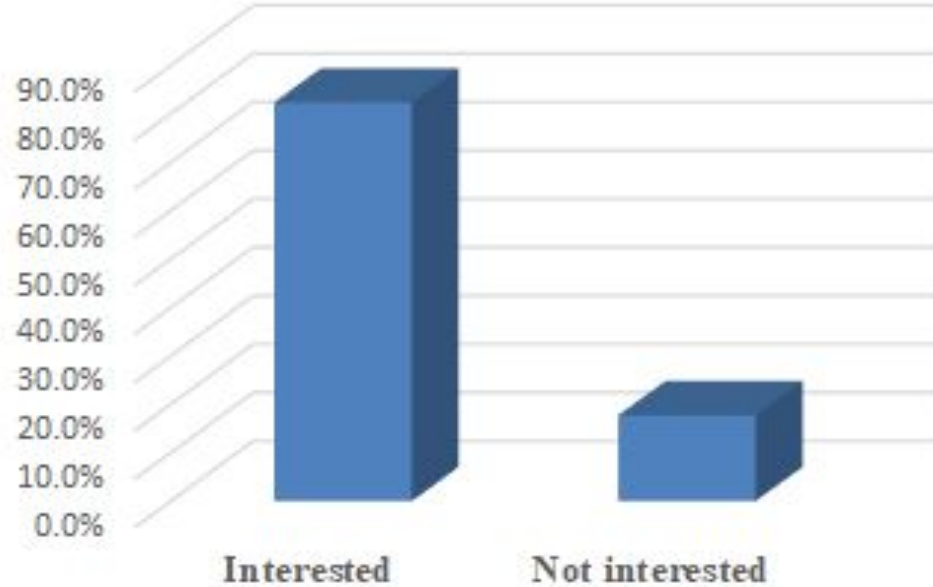
Popular categories on LiT
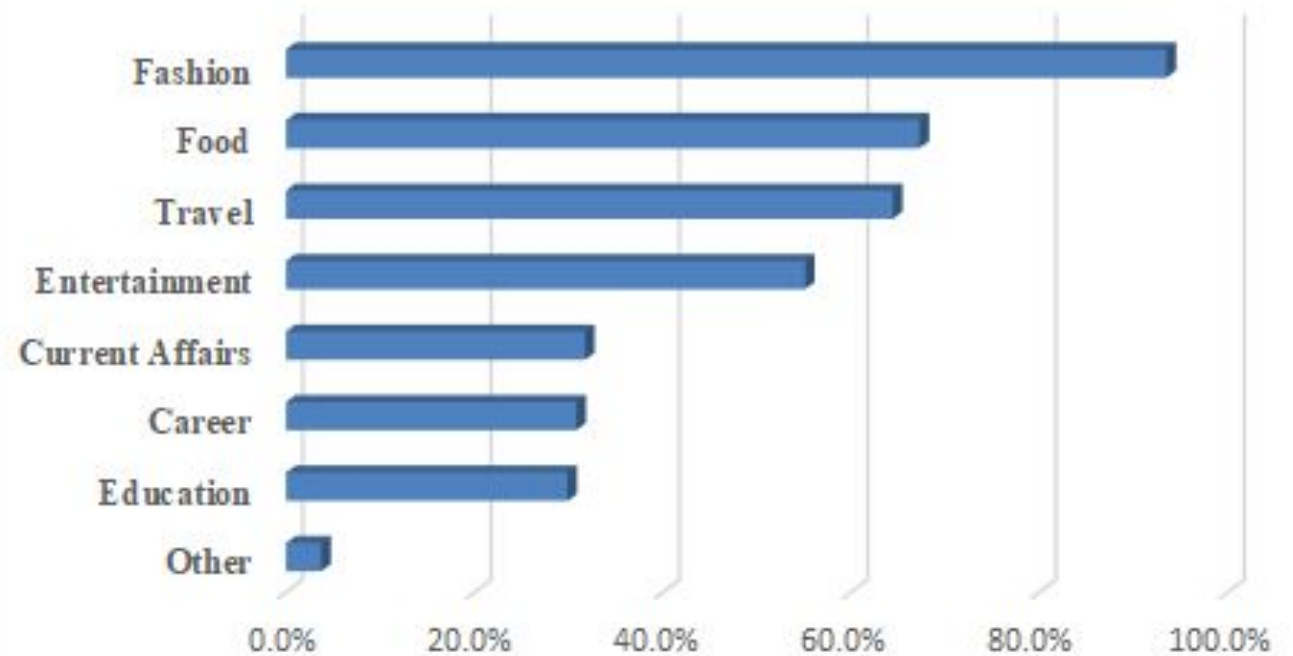
Personalization Engine Pipeline | Model 1

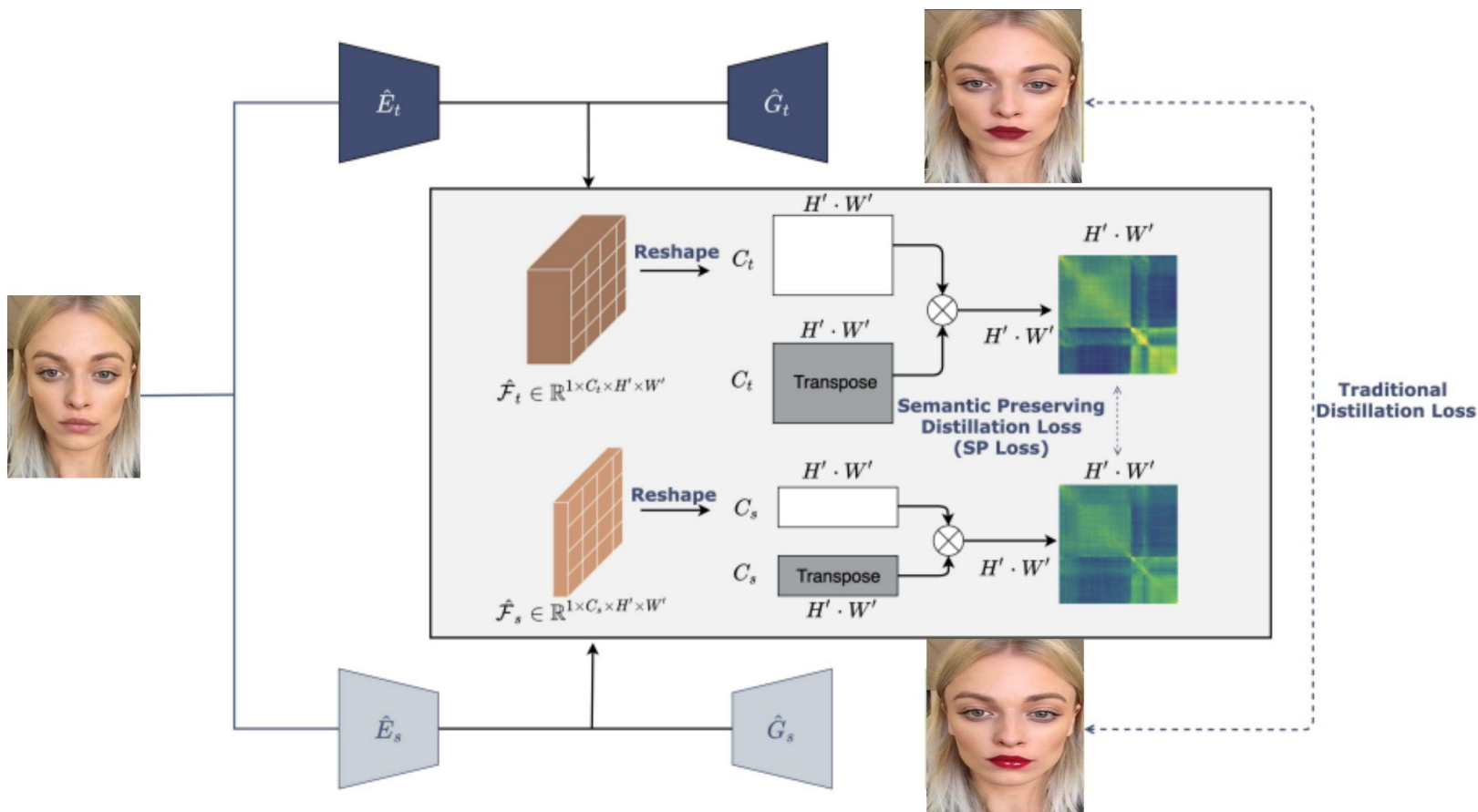**Use Case - Facial Products Try-On**

CNN light architectures that are adapted for precise two-stage prediction and solves the problem of aligning facial coordinates for images having low-resolution.
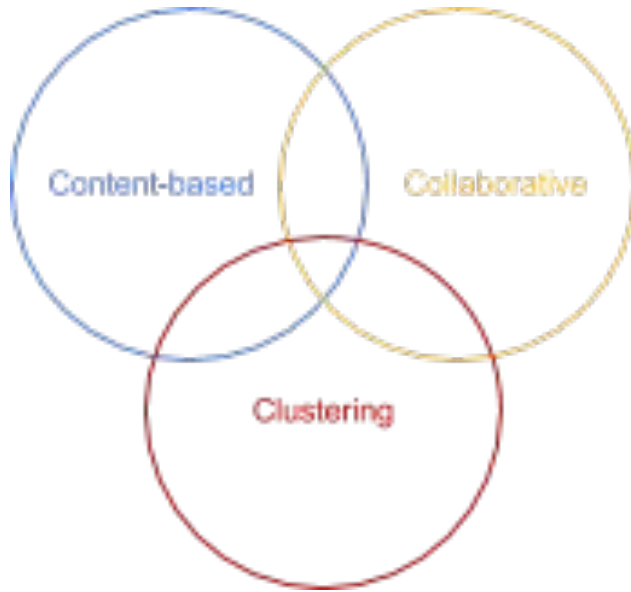
Personalization Engine Pipeline | Model 2

Use Case - Personalized variant recommendation of different beauty products (Lipstick Shades)
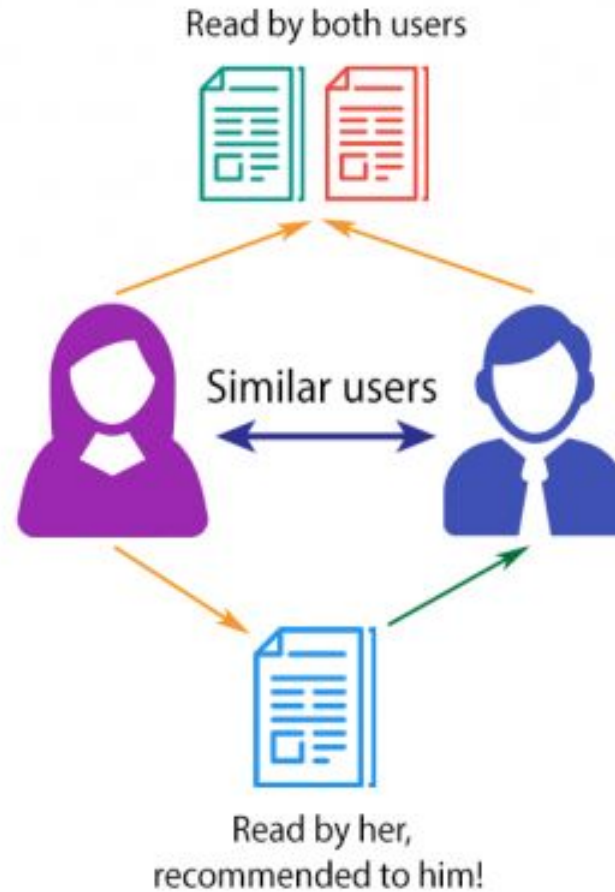
Generative adversarial networks (GANs) for image-to image translation (leveraging the ResNet9 pre-trained model to improve efficiency)
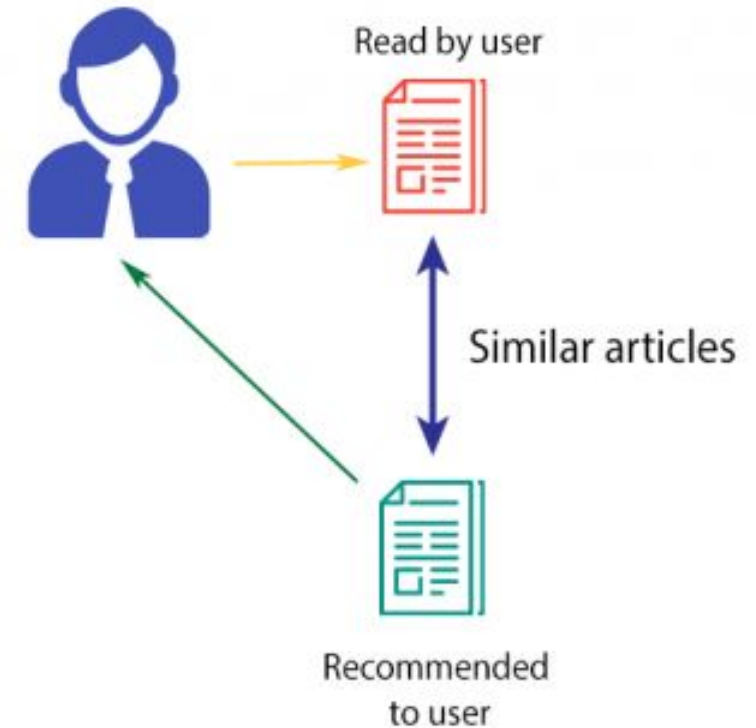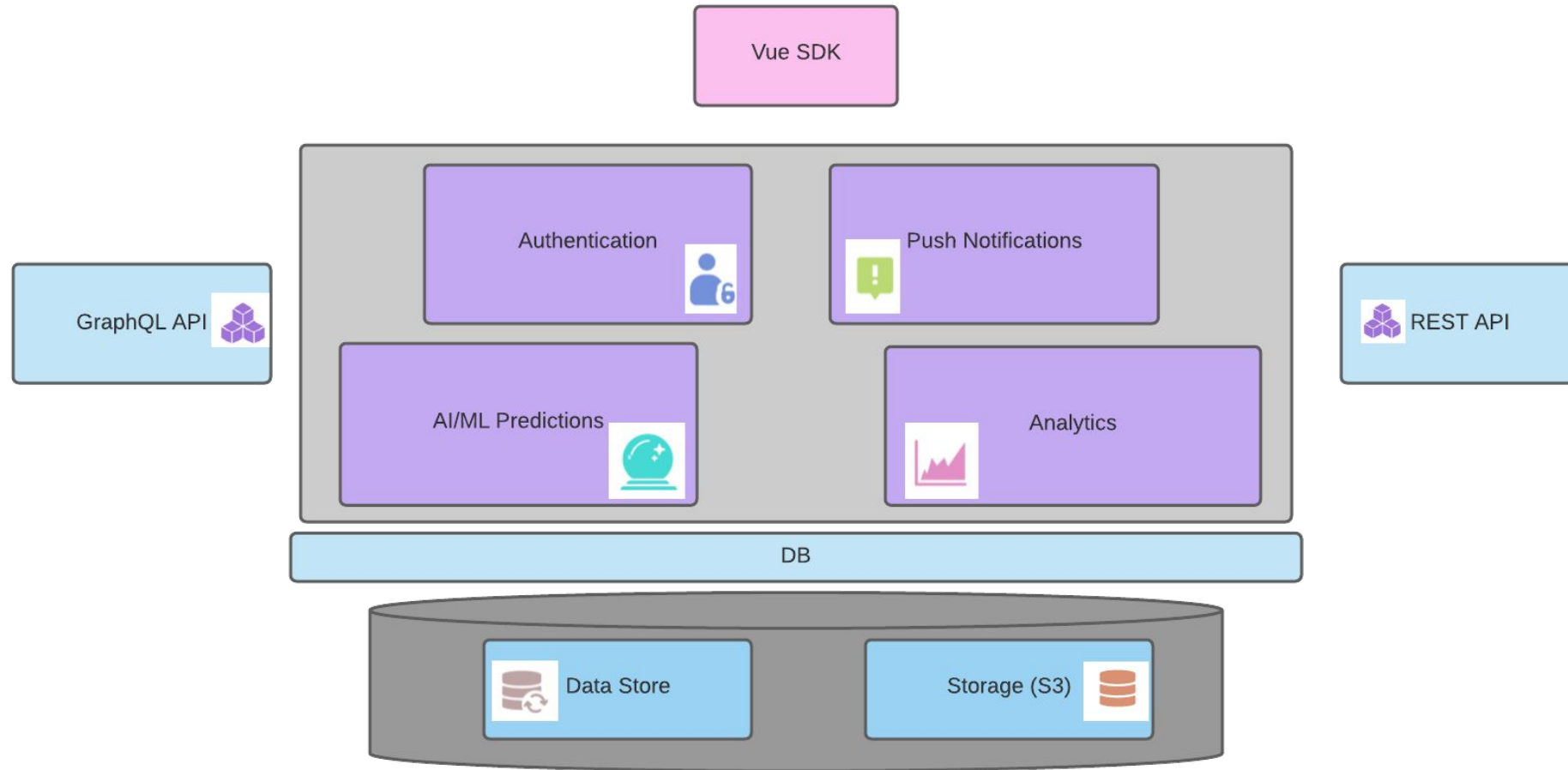
Hybrid Recommendation Engine

COLLABORATIVE FILTERING

Read by both users

Similar users

Read by her, recommended to him!

CONTENT-BASED FILTERING

Read by user

Similar articles

Recommended to user

Content-based

Collaborative
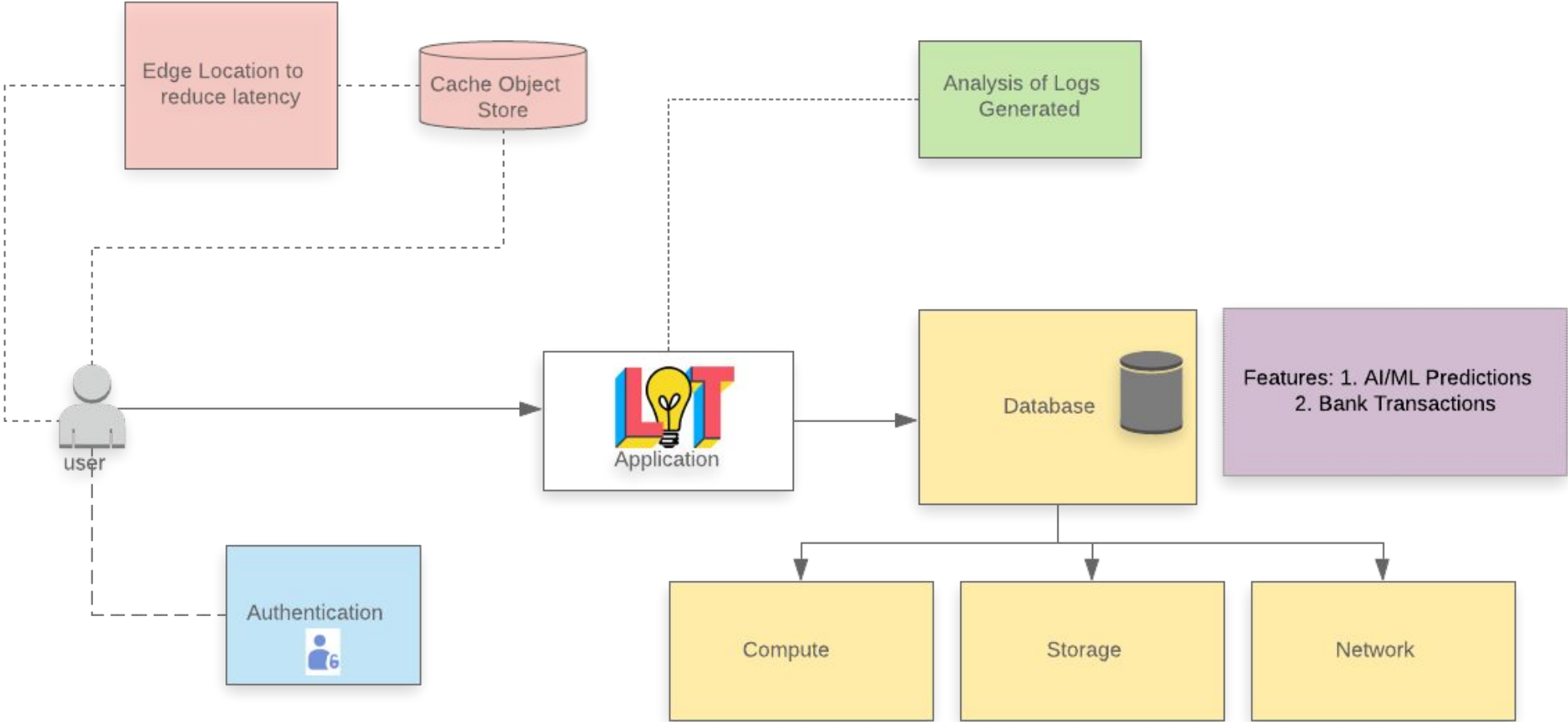
Clustering

Back-End Infrastructure

High level view of AWS Amplify

Back-End Infrastructure

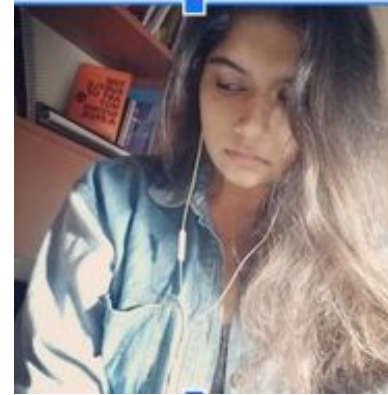**User Flow**

LiT Team

Chuzhen Wang

Chuzhen is taking her MS degree in IEOR at UC Berkeley with specialization in Data Science and Machine Learning

Bhavika Jain

Bhavika is a Tech Leaders Fellow with SCET, UC Berkeley with a specialization in Artificial Intelligence and Gamification.

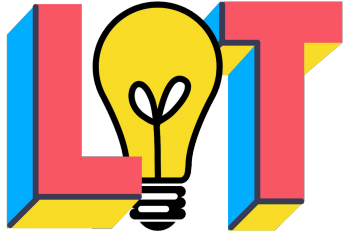

Sanjna Chaturvedi

Sanjna is a 3rd year Computer Science major at PES University with an interest in cloud and cloud technologies.

Santosh Pathak

Santosh holds a MS in Computer Science and postgraduate diploma in business management with specialization in marketing and sales promotion.

Questions ?

**Your search for a better life,
ends here!**