

Tab 1

## 1. Product Overview

| Element | Content |

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| **Problem** | Fashion shoppers are paralysed by infinite choice, generic algorithms, and a lack of trusted guidance when they simply need “one perfect item” for a specific moment. |

| **Mission (re-stated)** | We equip conscious individuals to build a lasting wardrobe with intention—liberating them from trend-driven noise through trusted human expertise. |

| **Target Users (MVP)** | 23-45 y/o digitally-native professionals who are “post-algorithm”, value authenticity, and regularly shop across multiple retailers. |

| **Primary Job-to-be-Done (MVP)** | “Find ONE item for ONE occasion in under 24 h with confidence.” |

| **Secondary Job-to-be-Done** | “Gradually learn my style identity so future purchases are intentional.” |

## 2. Selected Goal Cards (in priority order)

### 1. **Goal Card #1 – The Overwhelmed Shopper**

“I’m too tired to scroll; I just need something great for Friday’s cocktail event.”

### 2. **Goal Card #2 – The Style Seeker**

“My closet is random; I want a system, not another impulse buy.”

### 3. **Goal Card #3 – The Trust-Deficient Consumer**

“I don’t trust the algorithm; I want a real person who gets me.”

## 3. User Stories

| Persona | Story (As a... I want... so that...) |

|-----|-----|

| Overwhelmed Shopper | \*As a\* busy analyst \*I want\* a curated shortlist of 3 dresses that fit my office-to-event dress-code \*so that\* I can buy tonight and feel confident tomorrow. |

| Style Seeker | \*As a\* creative lead \*I want\* a stylist to explain why a blazer shape works for my shoulders \*so that\* I learn what to look for forever. |

| Trust-Deficient Consumer | \*As a\* sceptical product manager \*I want\* to chat live with the same stylist who helped my friend \*so that\* I believe the recommendation is for me, not the retailer’s margin. |

## 4. Feature Requirements

> Legend: **CORE** = MVP must-have; **SUPPORTING** = differentiating but ship-able after CORE; **FUTURE** = roadmap.

| ID | Feature | Priority | Detailed Functionality |

|---|-----|-----|-----|

| F1 | **\*\*1:1 Stylist Match & Chat\*\*** | **\*\*CORE\*\*** | • Onboarding quiz (2 min) captures size, budget, event, vibe, retailer prefs<br>• Algorithm scores in-store associates from partner brands (Nordstrom, Zara, Reformation, etc.) based on inventory overlap & stylist specialty<br>• User chooses stylist profile (photo, rating, specialities)<br>• Persistent chat thread with 2-h response SLA until purchase |

| F2 | **\*\*Occasion Brief Builder\*\*** | **\*\*CORE\*\*** | • 5-question wizard: event type, dress-code, weather, body-focus, “one word vibe”<br>• Auto-generates shareable brief card visible to stylist<br>• User can attach Pinterest board or selfie |

| F3 | **\*\*3-Item Shortlist with Buy-Links\*\*** | **\*\*CORE\*\*** | • Stylist drags SKUs from retailer APIs into app<br>• Each card shows: product image, price, why-it-works note, stock in nearby stores<br>• One-tap checkout via retailer deep-link; app earns affiliate fee |

| F4 | **\*\*24-h “Try & Decide” Loop\*\*** | **\*\*CORE\*\*** | • In-app reminder: “Reserve in store” or “Buy & return” deadlines<br>• User swipes “Keep / Return / Ask Stylist”<br>• Return label auto-generated for e-comm orders |

| F5 | **\*\*Stylist Video Micro-Consults\*\*** | **\*\*SUPPORTING\*\*** | • 5-min booked slot (Calendly-style) to discuss fit & styling hacks<br>• Recorded snippet saved to user profile for future reference |

| F6 | **\*\*Style Vault ( Closet Lite )\*\*** | **\*\*SUPPORTING\*\*** | • Upload photos of kept items; AI tags category & colour<br>• Stylist can reference owned pieces when suggesting new ones<br>• Generates “cost-per-wear” metric to reinforce intentional buying |

| F7 | **\*\*Trust Badges & Reviews\*\*** | **\*\*SUPPORTING\*\*** | • Post-purchase survey: “Did you feel understood?”<br>• Stylist earns “Listening”, “Speed”, “Taste” badges displayed on profile |

| F8 | **\*\*Retailer Inventory Bridge\*\*** | **\*\*FUTURE\*\*** | • Real-time stock across 200+ brands<br>• Price-drop alerts for wish-list items |

| F9 | **\*\*Style Course Modules\*\*** | **\*\*FUTURE\*\*** | • 10-min lessons from same stylists on body-shape, colour theory<br>• Unlocks after 3 successful purchases |

## 5. User Flow (Happy Path)

**\*\*Scenario:\*\*** Overwhelmed Shopper (Sarah) needs a wedding-guest dress in 36 h.

1. **\*\*Landing\*\*** → Opens app, taps “Find one perfect item”
2. **\*\*Quiz\*\*** → Completes Occasion Brief Builder (event: outdoor wedding, cocktail dress-code, 65 °F, budget ≤ \$250, likes “modern romantic”)
3. **\*\*Match\*\*** → App surfaces 3 available stylists; she picks “Maya” at Nordstrom (5★, 12 min response)
4. **\*\*Chat\*\*** → Maya confirms brief, asks for shoe height, Sarah replies “2-inch block heel”
5. **\*\*Shortlist\*\*** → Maya drops 3 dresses with notes:
  - **\*\*#1:** emerald silk wrap—accentuates waist, pairs with your auburn hair”\*
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6. **\*\*Decision\*\*** → Sarah hearts #1; app shows size 4 in stock 0.8 mi away; she taps “Reserve & Try”
7. **\*\*Store\*\*** → QR code scanned at Nordstrom pickup counter; tries dress; loves it

8. **\*\*Checkout\*\*** → In-app Apple-Pay completes purchase; affiliate cookie fires
9. **\*\*Follow-up\*\*** → Next day push: “You kept the emerald wrap! Upload a pic to your Style Vault?”
10. **\*\*Metric\*\*** → Time-to-buy = 18 h; Net-Promoter survey = 10

#### 6. Success Metrics (MVP – first 90 days)

1. **\*\*Confidence Conversion:\*\*** 70 % of users report “I feel more confident in my purchase” (in-app survey 24 h post-checkout).
2. **\*\*Speed-to-Solve:\*\*** Median time from brief submission to purchased item  $\leq 24$  h.
3. **\*\*Stylist Trust Index:\*\***  $\geq 4.5 / 5$  average on “My stylist understood me” question.
4. **\*\*Retention Loop:\*\*** 40 % of users who complete one purchase open a second brief within 60 days.
5. **\*\*Business Viability:\*\*** Average affiliate commission per order  $\geq \$8$  (covers CAC benchmark).

Tab 2

## # Product Requirements Document

**\*\*Project Codename:\*\*** "Wardrobe 911"

**\*\*Version:\*\*** 0.9 (MVP)

**\*\*Date:\*\*** 9 Oct 2025

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### ## 1. Product Overview

| Element | Content |

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| **\*\*Mission (re-stated)\*\*** | We equip conscious individuals to build a lasting wardrobe with intention—liberating them from trend-driven noise through trusted human expertise. |

| **\*\*Target Users (MVP)\*\*** | 23-45 y/o digitally-native professionals who are "post-algorithm", value authenticity, and regularly shop across multiple retailers. |

| **\*\*Primary Job-to-be-Done (MVP)\*\*** | "Find ONE item for ONE occasion in under 24 h with confidence." |

| **\*\*Secondary Job-to-be-Done\*\*** | "Gradually learn my style identity so future purchases are intentional." |

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### ## 2. Selected Goal Cards (in priority order)

#### 1. **\*\*Goal Card #1 – The Overwhelmed Shopper\*\***

\*"I'm too tired to scroll; I just need something great for Friday's cocktail event."\*

#### 2. **\*\*Goal Card #2 – The Style Seeker\*\***

\*"My closet is random; I want a system, not another impulse buy."\*

#### 3. **\*\*Goal Card #3 – The Trust-Deficient Consumer\*\***

\*"I don't trust the algorithm; I want a real person who gets me."\*

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### ## 3. User Stories

| Persona | Story (As a... I want... so that...) |

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| Overwhelmed Shopper | \*As a\* busy analyst \*I want\* a curated shortlist of 3 dresses that fit my office-to-event dress-code \*so that\* I can buy tonight and feel confident tomorrow. |

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| F8 | **\*\*Retailer Inventory Bridge\*\*** | **\*\*FUTURE\*\*** | • Real-time stock across 200+ brands<br>• Price-drop alerts for wish-list items |

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## ## 5. User Flow (Happy Path)

**\*\*Scenario:\*\*** Overwhelmed Shopper (Sarah) needs a wedding-guest dress in 36 h.

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## ## 6. Success Metrics (MVP – first 90 days)

1. **\*\*Confidence Conversion:\*\*** 70 % of users report “I feel more confident in my purchase” (in-app survey 24 h post-checkout).
2. **\*\*Speed-to-Solve:\*\*** Median time from brief submission to purchased item ≤ 24 h.
3. **\*\*Stylist Trust Index:\*\*** ≥ 4.5 / 5 average on “My stylist understood me” question.
4. **\*\*Retention Loop:\*\*** 40 % of users who complete one purchase open a second brief within 60 days.
5. **\*\*Business Viability:\*\*** Average affiliate commission per order ≥ \$8 (covers CAC benchmark).

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## ## 7. Out-of-Scope for MVP

- Full wardrobe digitisation
- Subscription boxes
- AI-generated outfits without human review
- Social feed / community
- Second-hand marketplace integration

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**\*\*End of Document – ready for developer hand-off & stakeholder review.\*\***

Tab 3

# Product Requirements Document

## 1. Product Overview

Element	Content
<b>Problem</b>	Fashion shoppers are paralysed by infinite choice, generic algorithms, and a lack of trusted guidance when they simply need “one perfect item” for a specific moment.
<b>Mission</b>	We equip conscious individuals to build a lasting wardrobe with intention, liberating them from trend-driven noise through trusted human expertise.
<b>Target Users (MVP)</b>	23-45 y/o digitally-native professionals who are “post-algorithm,” value authenticity, and regularly shop across multiple retailers.
<b>Primary Job</b>	“Find ONE item for ONE occasion in under 24h with confidence.”
<b>Secondary Job</b>	“Gradually learn my style identity so future purchases are intentional.”

## 2. Goal Cards

### 1. Goal Card #1 – The Overwhelmed Shopper

*“I’m too tired to scroll; I just need something great for Friday’s cocktail event.”*

- User + Situation:** A busy professional trying to find a new outfit for an upcoming event but is confronted with thousands of options on various shopping sites after a long day.
- Problem to Solve (Not a Feature):** Choice paralysis. The user is mentally exhausted by the sheer volume of options and the lack of effective filters, making the shopping experience a chore rather than a pleasure.
- Desired Outcome (Behavior Change):** The user moves from endlessly scrolling and abandoning carts to quickly reviewing a small, highly relevant selection of items and making a confident decision. They feel relief and satisfaction instead of fatigue.

### 2. Goal Card #2 – The Style Seeker

*“My closet is random; I want a system, not another impulse buy.”*

- a. **User + Situation:** A consumer who feels their wardrobe is a collection of random, trend-driven items and now wants to build a more cohesive, lasting collection of clothes that truly represents them. They don't know where to start.
  - b. **Problem to Solve (Not a Feature):** Lack of style identity. The user doesn't just want more clothes; they want guidance to define their personal aesthetic and understand what works for their life and body.
  - c. **Desired Outcome (Behavior Change):** The user shifts from making impulsive, one-off purchases to strategically investing in pieces that fit their established style profile. They begin to see their closet as a system, not just a pile of clothes.
3. **Goal Card #3 – The Trust-Deficient Consumer**  
*"I don't trust the algorithm; I want a real person who gets me."*
  - a. **User + Situation:** A digitally-aware shopper who has become cynical about algorithmic recommendations after being shown the same striped sweater repeatedly. They are skeptical of "personalized" feeds and crave genuine advice.
  - b. **Problem to Solve (Not a Feature):** Distrust. The user feels misunderstood by technology and believes that current recommendation engines are designed to sell, not to serve. They value human insight over automated suggestions.
  - c. **Desired Outcome (Behavior Change):** The user actively seeks out and engages with recommendations from a trusted human expert on the platform, valuing the "why" behind a suggestion. They begin to trust the service as a partner in building their wardrobe.

### 3. User Stories

Persona	Story (As a... I want... so that...)
<b>Overwhelmed Shopper</b>	As a busy analyst, <i>I want</i> a curated shortlist of 3 dresses that fit my office-to-event dress-code so <i>that</i> I can buy tonight and feel confident tomorrow.
<b>Style Seeker</b>	As a creative lead, <i>I want</i> a stylist to explain why a blazer shape works for my shoulders so <i>that</i> I learn what to look for forever.
<b>Trust-Deficient Consumer</b>	As a sceptical product manager, <i>I want</i> to chat live with the same stylist who helped my friend so <i>that</i> I believe the recommendation is for me, not the retailer's margin.

### 4. Feature Requirements

Legend: **CORE** (MVP must-have); **SUPPORTING** (Ship after CORE); **FUTURE** (Roadmap)

ID	Feature	Priority	Detailed Functionality
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F1	<b>1:1 Stylist Match &amp; Chat</b>	<b>CORE</b>	<ul style="list-style-type: none"> <li>• Onboarding quiz captures size, budget, event, vibe, retailer preferences</li> <li>• Algorithm scores associates from partner brands (e.g., Nordstrom, Zara) based on inventory &amp; specialty</li> <li>• User chooses stylist profile (photo, rating)</li> <li>• Persistent chat thread with a 2-hour response SLA</li> </ul>
F2	<b>Occasion Brief Builder</b>	<b>CORE</b>	<ul style="list-style-type: none"> <li>• 5-question: event type, dress-code, weather, body-focus, vibe</li> <li>• Auto-generates a shareable brief card for the stylist</li> <li>• User can attach a Pinterest board or selfie for context</li> </ul>
F3	<b>3-Item Shortlist &amp; Buy-Links</b>	<b>CORE</b>	<ul style="list-style-type: none"> <li>• Stylist provides 3 SKUs with product image, price, and a "why-it-works" note</li> <li>• Card shows stock in nearby stores</li> <li>• One-tap checkout via retailer deep-link; app earns an affiliate fee</li> </ul>
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F8	<b>Retailer Inventory Bridge</b>	<b>FUTURE</b>	<ul style="list-style-type: none"> <li>• Real-time stock visibility across 200+ brands</li> <li>• Price-drop alerts for wish-listed items</li> </ul>
F9	<b>Style Course Modules</b>	<b>FUTURE</b>	<ul style="list-style-type: none"> <li>• 10-min lessons from stylists on body-shape, color theory, etc.</li> <li>• Unlocks after 3 successful purchases</li> </ul>

## 5. User Flow (Primary Happy Path)

**Scenario:** Sarah, the Overwhelmed Shopper, needs a wedding-guest dress in 36 hours.

1. **Landing:** Opens app, taps **“Find one perfect item”**.
2. **Quiz:** Completes the **Occasion Brief Builder** (outdoor wedding, cocktail attire, ≤\$250, "modern romantic" vibe).
3. **Match:** App surfaces 3 available stylists. She picks **“Maya”** at Nordstrom (5★, 12 min avg. response).
4. **Chat:** Maya confirms the brief and asks for her preferred shoe height. Sarah replies, “2-inch block heel.”
5. **Shortlist:** Within the hour, Maya sends a shortlist of 3 dresses with personalized notes:
  - *“#1: The emerald silk wrap accentuates your waist and pairs beautifully with your auburn hair.”*
  - *“#2: This terracotta midi is on-trend and its earth tone is perfect for an outdoor setting.”*
  - *“#3: A classic black jumpsuit is re-wearable and the ankle length works perfectly with your heels.”*
6. **Decision:** Sarah loves option #1. The app shows her size is in stock at a store 0.8 miles away. She taps **“Reserve & Try”**.
7. **Store Visit:** At the Nordstrom pickup counter, a QR code is scanned and the dress is ready. She tries it on and loves it.
8. **Checkout:** She completes the purchase in-app using Apple Pay.
9. **Follow-up:** The next day, a push notification asks, “You kept the emerald wrap! Upload a pic to your Style Vault?”
10. **Metric:** Total time from brief to purchase: **18 hours**.

Stylist User Flow:

### Stylist-Side User Flow for Stylect

This flow details the experience of the partner stylist from receiving a new client request to completing the interaction and tracking their performance.

#### Stylist Persona: Maya, The Partner Stylist

- **Role:** An experienced in-store associate at a partner retailer (e.g., Nordstrom).
- **Motivation:** Wants to build genuine client relationships, showcase her styling expertise beyond the shop floor, and earn extra commission.
- **Needs:** An efficient tool to manage multiple client requests, easily search her store's inventory, and communicate authentically. She is busy, so the workflow must be fast and intuitive.

## The Flow: A Day in the Life of Maya

The user flow can be broken down into four key phases:

1. **Setup & Availability** (A one-time and ongoing process)
2. **The Core Interaction Loop** (The primary "job to be done")
3. **Post-Purchase & Follow-up**
4. **Performance & Growth**

### Phase 1: Onboarding & Profile Setup

*(This phase happens before Maya can be matched with users like Sarah.)*

1. **Create Profile:** Maya signs up through the Stylelect for Stylists portal. She completes her profile by adding:
  - A professional headshot.
  - A short bio detailing her experience and style philosophy.
  - **Specialties & Vibe:** She tags her areas of expertise (e.g., "Cocktail & Event," "Modern Minimal," "Business Casual") which directly feeds the matching algorithm (**F1**).
  - **Retailer Association:** She links her profile to her employer (Nordstrom).
2. **Set Availability:** Maya sets her working hours within the app (e.g., "Available Mon-Fri, 10 am-6 pm"). This ensures she only receives requests when she can meet the 2-hour response SLA (**F1**). She can toggle her status to "Busy" or "Away" at any time.

### Phase 2: The Core Interaction Loop (Responding to Sarah's Brief)

1. **New Brief Notification:**
  - Maya receives a push notification: "New Client Brief: Sarah is looking for a wedding guest dress."
  - Simultaneously, a new card appears at the top of her **Stylist Dashboard** in a "New Requests" queue. The card shows Sarah's name, the occasion ("Wedding"), and a countdown timer for the 2-hour response SLA.
2. **Review the Occasion Brief:**
  - Maya taps the card to open the full **Occasion Brief (F2)**.
  - She sees a clean, consolidated view of all of Sarah's answers:
    - **Event:** Outdoor Wedding
    - **Dress Code:** Cocktail Attire
    - **Budget:** ≤\$250
    - **Vibe:** "Modern Romantic"

- **Attachments:** She can view the linked Pinterest board or selfie for visual context.

### 3. **Accept & Initiate Chat:**

- At the bottom of the brief, Maya taps "Accept & Start Chat." The brief moves from her "New Requests" queue to her "Active Clients" list.
- This opens the persistent chat thread (**F1**). A system message auto-populates: "Hi Sarah! I'm Maya. I've received your brief for the wedding and I'm excited to help. Let me review and I'll be back shortly." Maya can edit this before sending.

### 4. **Clarify & Build Rapport (The Human Touch):**

- Based on the brief, Maya formulates a key clarifying question to build trust and gather crucial information.
- She types and sends: "Thanks, Sarah! The 'Modern Romantic' vibe is perfect for an outdoor wedding. To make sure I find the right silhouette, could you tell me your preferred shoe height?" (This directly mirrors the happy path from the PRD).

### 5. **Build the Shortlist:**

- While waiting for Sarah's reply, Maya navigates to the **Shortlist Builder** tool within the chat interface. This is the core creation tool.
- **Inventory Search:** She uses a built-in search tool connected to her store's inventory (**F8**, though simplified for MVP). She can filter by category (dresses), price (under \$250), size, and even color.
- **Select Items:** She identifies three potential dresses. For each one, she taps "Add to Shortlist." The tool pulls the product image, name, price, and available sizes.
- **Add the "Why":** For each of the three items in the builder, a text box prompts her to add her personalized note (**F3**). This is where her expertise shines.
  - *For Dress 1:* "The emerald silk wrap accentuates your waist and pairs beautifully with your auburn hair."
  - *For Dress 2:* "This terracotta midi is on-trend and its earth tone is perfect for an outdoor setting."
  - *For Dress 3:* "A classic black jumpsuit is re-wearable and the ankle length works perfectly with your heels."

### 6. **Send the Shortlist:**

- Once Sarah replies ("2-inch block heel"), Maya finalizes her choices.
- She hits "Send Shortlist." The three curated items are sent to Sarah as a single, elegant, interactive card within the chat. Maya's job is now done for the moment. The chat status in her dashboard changes to "Awaiting Client Decision."

## **Phase 3: Post-Shortlist & Follow-up**



1. **Decision Notification:** Maya receives a notification when Sarah takes action: "Sarah has reserved the Emerald Silk Wrap Dress at Nordstrom!" This confirms her recommendation was successful.
2. **Purchase Confirmation:** After Sarah checks out in-store, Maya gets a final confirmation: "Purchase Complete! Sarah kept the Emerald Silk Wrap Dress." This signals the end of the primary job loop.
3. **Feedback Loop (F4):**
  - If Sarah had swiped "Ask Stylist" on an item, Maya would have received a chat notification: "Sarah has a question about the Terracotta Midi Dress." This would re-engage the chat.
  - If Sarah had swiped "Return," Maya would see this feedback, helping her learn about the client's preferences for the future.

#### Phase 4: Performance & Growth

1. **View Ratings & Badges:**
  - Maya has a "Performance" tab in her app.
  - After Sarah completes the post-purchase survey, Maya's ratings are updated. She can see her overall star rating and her score on specific questions like, "Did you feel understood?"
  - This is where she sees progress toward earning **Trust Badges (F7)** like "Listening," "Speed," and "Taste."
2. **Review Client History:**
  - Maya's "Active Clients" list becomes a "Client History." She can revisit past conversations and successful shortlists.
  - When the **Style Vault (F6)** feature is implemented, she'll be able to see the items Sarah has kept, allowing her to make even better recommendations for future requests.
3. **Track Earnings:**
  - A simple dashboard shows her completed orders and the affiliate commission earned for each, providing direct business viability feedback.

#### Key Screens / Components for the Stylist App:

- **Stylist Dashboard:** A home screen showing new requests, active client chats (sorted by SLA urgency), and a summary of weekly performance.
- **Profile & Availability Screen:** To edit bio, specialties, and set working hours.
- **Occasion Brief View:** A clean, read-only view of the client's request.

- **Chat Interface:** A standard chat UI but with an integrated entry point to the "Shortlist Builder."
- **Shortlist Builder:** A dedicated tool to search inventory, add up to 3 items, and write personalized notes for each before sending.
- **Performance & Earnings Tab:** To view ratings, badges, and income.

## 6. Success Metrics (First 90 Days)

1. **Confidence Conversion:** >70% of users report feeling more confident in their purchase.
2. **Speed-to-Solve:** Median time from brief submission to purchase is  $\leq 24$  hours.
3. **Stylist Trust Index:** Average rating of  $\geq 4.5 / 5$  on the "My stylist understood me" survey question.
4. **Retention Loop:** 40% of first-time purchasers open a second brief within 60 days.
5. **Business Viability:** Average affiliate commission per order is  $\geq \$8$ .

# Stylist USerflow

## Stylist-Side User Flow for Stylect

This flow details the experience of the partner stylist from receiving a new client request to completing the interaction and tracking their performance.

### Stylist Persona: Maya, The Partner Stylist

- **Role:** An experienced in-store associate at a partner retailer (e.g., Nordstrom).
- **Motivation:** Wants to build genuine client relationships, showcase her styling expertise beyond the shop floor, and earn extra commission.
- **Needs:** An efficient tool to manage multiple client requests, easily search her store's inventory, and communicate authentically. She is busy, so the workflow must be fast and intuitive.

### The Flow: A Day in the Life of Maya

The user flow can be broken down into four key phases:

1. **Setup & Availability** (A one-time and ongoing process)
2. **The Core Interaction Loop** (The primary "job to be done")
3. **Post-Purchase & Follow-up**
4. **Performance & Growth**

#### Phase 1: Onboarding & Profile Setup

*(This phase happens before Maya can be matched with users like Sarah.)*

1. **Create Profile:** Maya signs up through the Stylect for Stylists portal. She completes her profile by adding:
  - A professional headshot.
  - A short bio detailing her experience and style philosophy.
  - **Specialties & Vibe:** She tags her areas of expertise (e.g., "Cocktail & Event," "Modern Minimal," "Business Casual") which directly feeds the matching algorithm (F1).
  - **Retailer Association:** She links her profile to her employer (Nordstrom).
2. **Set Availability:** Maya sets her working hours within the app (e.g., "Available Mon-Fri, 10 am-6 pm"). This ensures she only receives requests when she can meet the 2-hour response SLA (F1). She can toggle her status to "Busy" or "Away" at any time.

#### Phase 2: The Core Interaction Loop (Responding to Sarah's Brief)

### 1. **New Brief Notification:**

- Maya receives a push notification: "New Client Brief: Sarah is looking for a wedding guest dress."
- Simultaneously, a new card appears at the top of her **Stylist Dashboard** in a "New Requests" queue. The card shows Sarah's name, the occasion ("Wedding"), and a countdown timer for the 2-hour response SLA.

### 2. **Review the Occasion Brief:**

- Maya taps the card to open the full **Occasion Brief (F2)**.
- She sees a clean, consolidated view of all of Sarah's answers:
  - **Event:** Outdoor Wedding
  - **Dress Code:** Cocktail Attire
  - **Budget:** ≤\$250
  - **Vibe:** "Modern Romantic"
  - **Attachments:** She can view the linked Pinterest board or selfie for visual context.

### 3. **Accept & Initiate Chat:**

- At the bottom of the brief, Maya taps "Accept & Start Chat." The brief moves from her "New Requests" queue to her "Active Clients" list.
- This opens the persistent chat thread (**F1**). A system message auto-populates: "Hi Sarah! I'm Maya. I've received your brief for the wedding and I'm excited to help. Let me review and I'll be back shortly." Maya can edit this before sending.

### 4. **Clarify & Build Rapport (The Human Touch):**

- Based on the brief, Maya formulates a key clarifying question to build trust and gather crucial information.
- She types and sends: "Thanks, Sarah! The 'Modern Romantic' vibe is perfect for an outdoor wedding. To make sure I find the right silhouette, could you tell me your preferred shoe height?" (This directly mirrors the happy path from the PRD).

### 5. **Build the Shortlist:**

- While waiting for Sarah's reply, Maya navigates to the **Shortlist Builder** tool within the chat interface. This is the core creation tool.
- **Inventory Search:** She uses a built-in search tool connected to her store's inventory (**F8**, though simplified for MVP). She can filter by category (dresses), price (under \$250), size, and even color.
- **Select Items:** She identifies three potential dresses. For each one, she taps "Add to Shortlist." The tool pulls the product image, name, price, and available sizes.
- **Add the "Why":** For each of the three items in the builder, a text box prompts her to add her personalized note (**F3**). This is where her expertise shines.

- *For Dress 1:* "The emerald silk wrap accentuates your waist and pairs beautifully with your auburn hair."
- *For Dress 2:* "This terracotta midi is on-trend and its earth tone is perfect for an outdoor setting."
- *For Dress 3:* "A classic black jumpsuit is re-wearable and the ankle length works perfectly with your heels."

6. **Send the Shortlist:**

- Once Sarah replies ("2-inch block heel"), Maya finalizes her choices.
- She hits "Send Shortlist." The three curated items are sent to Sarah as a single, elegant, interactive card within the chat. Maya's job is now done for the moment. The chat status in her dashboard changes to "Awaiting Client Decision."

### Phase 3: Post-Shortlist & Follow-up

1. **Decision Notification:** Maya receives a notification when Sarah takes action: "Sarah has reserved the Emerald Silk Wrap Dress at Nordstrom!" This confirms her recommendation was successful.
2. **Purchase Confirmation:** After Sarah checks out in-store, Maya gets a final confirmation: "Purchase Complete! Sarah kept the Emerald Silk Wrap Dress." This signals the end of the primary job loop.
3. **Feedback Loop (F4):**
  - If Sarah had swiped "Ask Stylist" on an item, Maya would have received a chat notification: "Sarah has a question about the Terracotta Midi Dress." This would re-engage the chat.
  - If Sarah had swiped "Return," Maya would see this feedback, helping her learn about the client's preferences for the future.

### Phase 4: Performance & Growth

1. **View Ratings & Badges:**
  - Maya has a "Performance" tab in her app.
  - After Sarah completes the post-purchase survey, Maya's ratings are updated. She can see her overall star rating and her score on specific questions like, "Did you feel understood?"
  - This is where she sees progress toward earning **Trust Badges (F7)** like "Listening," "Speed," and "Taste."
2. **Review Client History:**
  - Maya's "Active Clients" list becomes a "Client History." She can revisit past conversations and successful shortlists.

- When the **Style Vault (F6)** feature is implemented, she'll be able to see the items Sarah has kept, allowing her to make even better recommendations for future requests.
3. **Track Earnings:**
- A simple dashboard shows her completed orders and the affiliate commission earned for each, providing direct business viability feedback.

## **Key Screens / Components for the Stylist App:**

- **Stylist Dashboard:** A home screen showing new requests, active client chats (sorted by SLA urgency), and a summary of weekly performance.
- **Profile & Availability Screen:** To edit bio, specialties, and set working hours.
- **Occasion Brief View:** A clean, read-only view of the client's request.
- **Chat Interface:** A standard chat UI but with an integrated entry point to the "Shortlist Builder."
- **Shortlist Builder:** A dedicated tool to search inventory, add up to 3 items, and write personalized notes for each before sending.
- **Performance & Earnings Tab:** To view ratings, badges, and income.

Final PRD



## ## \*\*Product Requirements Document (Revised)\*\*

### ### \*\*1. Product Overview\*\*

| Element | Content |

| :--- | :--- |

| **\*\*Problem\*\*** | Fashion shoppers are paralyzed by infinite choice, generic algorithms, and a lack of trusted guidance when they simply need “one perfect item” for a specific moment. This disconnect between online discovery and offline confidence leads to user fatigue and lost sales for retailers. |

| **\*\*Mission\*\*** | We equip conscious individuals to build a lasting wardrobe with intention, liberating them from trend-driven noise through trusted human expertise. We seamlessly connect digital discovery with the tactile, confidence-building experience of in-store service. |

| **\*\*Target Users (MVP)\*\*** | **\*\*1. The Stylee:\*\*** 23-45 y/o digitally-native professionals who are "post-algorithm," value authenticity, and regularly shop across multiple retailers.<br>**\*\*2. The Stylist:\*\*** In-store retail associates and approved independent stylists who possess deep product knowledge and want to expand their client base.<br>**\*\*3. The Brand Manager:\*\*** Retail managers who need to drive in-store sales, understand the online-to-offline customer journey, and empower their team of stylists. |

| **\*\*Primary Job\*\*** | **\*\*For the Stylee:\*\*** "Find ONE item for ONE occasion in under 24h with confidence."<br>**\*\*For the Stylist:\*\*** "Efficiently provide expert recommendations to qualified clients and earn commissions."<br>**\*\*For the Brand Manager:\*\*** "Increase in-store sales and gain actionable insights on my products and stylists." |

| **\*\*Secondary Job\*\*** | **\*\*For the Stylee:\*\*** "Gradually learn my style identity so future purchases are intentional."<br>**\*\*For the Stylist:\*\*** "Build a personal brand and a portfolio of loyal clients."<br>**\*\*For the Brand Manager:\*\*** "Identify top-performing talent and product trends." |

### ### \*\*2. Goal Cards\*\*

#### 1. **\*\*Goal Card #1 – The Overwhelmed Shopper\*\***

- \* **\*\*Quote:\*\*** “I'm too tired to scroll; I just need something great for Friday's cocktail event.”
- \* **\*\*Problem to Solve:\*\*** Choice paralysis and shopping fatigue.
- \* **\*\*Desired Outcome:\*\*** The user moves from endless scrolling to quickly reviewing a small, highly relevant selection and making a confident decision.

#### 2. **\*\*Goal Card #2 – The Style Seeker\*\***

- \* **\*\*Quote:\*\*** “My closet is random; I want a system, not another impulse buy.”
- \* **\*\*Problem to Solve:\*\*** Lack of style identity.
- \* **\*\*Desired Outcome:\*\*** The user shifts from impulsive purchases to strategically investing in pieces that fit an established style profile.

#### 3. **\*\*Goal Card #3 – The Trust-Deficient Consumer\*\***

- \* **\*\*Quote:\*\*** “I don't trust the algorithm; I want a real person who gets me.”
- \* **\*\*Problem to Solve:\*\*** Distrust in automated recommendations.

- \* **\*\*Desired Outcome:\*\*** The user actively seeks and values recommendations from a trusted human expert, viewing the service as a partner.

#### 4. **\*\*Goal Card #4 – The Data-Driven Retailer (New)\*\***

- \* **\*\*Quote:\*\*** "I know my online traffic is high, but I can't connect it to in-store sales or prove the value of my expert staff."
- \* **\*\*Problem to Solve:\*\*** Disconnected online-to-offline data and underutilized in-store talent.
- \* **\*\*Desired Outcome:\*\*** The brand manager uses a real-time dashboard to see exactly how platform activity drives in-store visits and sales, gaining clear ROI and performance insights.

### ### **\*\*3. User Stories\*\***

| Persona | Story (As a... I want... so that...) |

| :--- | :--- |

| **\*\*Overwhelmed Shopper\*\*** | As a busy analyst, I want a curated shortlist of 3 dresses that fit my office-to-event dress-code so that I can buy tonight and feel confident tomorrow. |

| **\*\*Style Seeker\*\*** | As a creative lead, I want a stylist to explain why a blazer shape works for my shoulders so that I learn what to look for forever. |

| **\*\*Trust-Deficient Consumer\*\*** | As a skeptical product manager, I want to chat with the same stylist who helped my friend so that I believe the recommendation is for me, not the retailer's margin. |

| **\*\*Stylist (New)\*\*** | As a busy in-store stylist, I want to see all of my client's style preferences and past purchases in one place so that I can quickly build a relevant and personalized shortlist without asking repetitive questions. |

| **\*\*Brand Manager (New)\*\*** | As a retail brand manager, I want to see which of my stylists is driving the most sales and receiving the best client feedback so that I can reward top performers and identify coaching opportunities. |

### ### **\*\*4. Detailed User Flows & Screen Specifications\*\***

\*This section details the screen-by-screen experience for each user, defining the features and logic that create a seamless ecosystem.\*

#### #### **\*\*User One: The Stylee (The Customer)\*\***

The Stylee's journey is meticulously designed for clarity, confidence, and a touch of delight at every step.

##### \* **\*\*Flow 1: Onboarding & First Impression\*\***

###### \* **\*\*Screen 1.1: Welcome & Value Proposition:\*\***

- \* **\*\*Purpose:\*\*** To immediately convey the core value (human expertise) and drive the first action.

- \* **Features & UI:** Primary Header ("The perfect item is one conversation away."), Primary CTA Button ([Find My Perfect Item]), Dynamic Stylist Showcase (scrolling gallery of real, rated stylist profiles), Secondary Link ("Log In").
- \* **Screen 1.2: The Onboarding Quiz (Multi-Step):**
  - \* **Purpose:** To gather essential data in an engaging way.
  - \* **Features & UI:** Progress Bar, Image-based Style Vibe selector, Sizing inputs, Budget slider, Favorite Brands checklist.
- \* **Screen 1.3: Account Creation & Privacy Consent:**
  - \* **Purpose:** To create the account and establish trust through transparent data consent.
  - \* **Features & UI:** Social Sign-On, Email/Password fields, clear consent modal explaining data usage for recommendations.
- \* **Flow 2: The Core Task - Finding the Perfect Item**
  - \* **Screen 2.1: Home Dashboard:**
    - \* **Purpose:** Command center for new and active requests.
    - \* **Features & UI:** Primary CTA ([Create a New Brief]), Active Brief Status Widget (visual timeline), "From Your Stylist" content feed, Bottom Navigation Bar ([Home] [Briefs] [Style Vault] [Profile]).
  - \* **Screen 2.2: Occasion Brief Builder:**
    - \* **Purpose:** To capture specific context for the request.
    - \* **Features & UI:** Form fields (Event, Dress Code, etc.), Image/Link Upload, **new** [+ Link an item you already own] button connected to Style Vault.
  - \* **Screen 2.3: Stylist Matching & Selection:**
    - \* **Purpose:** To give the user confidence in who is helping them.
    - \* **Features & UI:** Displays 3 available stylists with detailed profile cards (Photo, Brand, Rating, Tier, Bio). User taps to select.
  - \* **Screen 2.4: Chat, Shortlist, & Revision:**
    - \* **Purpose:** Central hub for communication and feedback.
    - \* **Features & UI:** Chat interface, pinned Brief Status Timeline, interactive Shortlist Carousel (3 items), CTA Buttons ([I'll take one of these!] and **[Request Revision]**), Revision Modal with feedback tags.
  - \* **Screen 2.5: Item Detail & In-Store Reservation:**
    - \* **Purpose:** To provide final details and bridge the online-to-offline gap.
    - \* **Features & UI:** Product images/description, Inventory Widget with map, Size Selector, Primary CTA ([Reserve & Try In-Store]), Secondary CTA ([Buy Online]).
  - \* **Screen 2.6: Reservation Confirmation & QR Code:**
    - \* **Purpose:** A utility screen for in-store pickup.
    - \* **Features & UI:** Large QR Code, Store Details, Confirmation Text, Button ([Add to Apple Wallet]).
  - \* **Screen 2.7: Post-Purchase Feedback & Style Vault:**
    - \* **Purpose:** To close the feedback loop and build the user's style identity.
    - \* **Features & UI:** In-app modal with Stylist Trust Survey (1-5 star rating) and a prompt to add the purchased item to their Style Vault.

#### #### \*\*User Two: The Brand Manager (The Partner)\*\*

A professional dashboard focused on data, performance, and actionable insights.

- \* \*\*Screen 1.1: Main Dashboard:\*\*

- \* \*\*Purpose:\*\* At-a-glance overview of brand health on the platform.

- \* \*\*Features & UI:\*\* Widget-based view showing KPI Summary (Sales, Store Visits, Return Rate), Stylist Leaderboard, Product Insights (Most Kept/Returned), Live Activity Feed. Side Navigation Bar.

- \* \*\*Screen 1.2: Stylist Management & Performance:\*\*

- \* \*\*Purpose:\*\* To manage the stylist roster and track performance.

- \* \*\*Features & UI:\*\* CTA Button ([+ Invite New Stylist]), searchable/filterable list of all stylists with columns for Status, Tier, Rating, Sales.

- \* \*\*Screen 1.3: Stylist Detail View:\*\*

- \* \*\*Purpose:\*\* A deep-dive into a single stylist's performance.

- \* \*\*Features & UI:\*\* Stylist Header Card, Performance Metrics Graph (trends), Client Feedback Section, Shortlist Analytics (Revision Rate, rejection reasons).

#### #### \*\*User Three: The Stylist (The Expert)\*\*

A hyper-efficient workspace designed to minimize administrative tasks and maximize creative styling.

- \* \*\*Screen 1.1: Stylist Dashboard:\*\*

- \* \*\*Purpose:\*\* To see all active tasks and manage workflow.

- \* \*\*Features & UI:\*\* Column-based layout ([New Briefs], [In Progress], [Awaiting Client]), Performance Snapshot Widget (Rating, Tier, Earnings), Status Toggle ([Available]/[Unavailable]).

- \* \*\*Screen 1.2: Brief View & Client Intelligence:\*\*

- \* \*\*Purpose:\*\* A unified screen to understand client needs and craft the shortlist.

- \* \*\*Features & UI:\*\* Two-panel view: Left Panel (Chat & Brief), Right Panel (Client Intelligence Hub with tabs for Style Profile, Style Vault, History), \*\*AI Co-Pilot Banner\*\* with actionable insights.

- \* \*\*Screen 1.3: Shortlist Builder:\*\*

- \* \*\*Purpose:\*\* An integrated tool to quickly find and curate products.

- \* \*\*Features & UI:\*\* Search & Filter bar connected to brand inventory, Product Results Grid, Shortlist Tray with mandatory "Why it works" note field, CTA Button ([Send Shortlist]).

#### ### \*\*5. Feature Requirements\*\*

**Legend:** **CORE** (MVP must-have); **SUPPORTING** (Ship after CORE); **FUTURE** (Roadmap)

| ID | Feature | Priority | Detailed Functionality |

| :--- | :--- | :--- | :--- |

| F1 | 1:1 Stylist Match & Chat | CORE | Onboarding quiz, algorithm-based matching (brand, specialty, rating), user chooses stylist, persistent chat thread with 2-hour SLA, pinned **\*\*Shared Brief Status Tracker\*\***. |

| F2 | Occasion Brief Builder | CORE | 5-question form, attach Pinterest/selfie, **\*\*new:\*\*** link item from Style Vault. |

| F3 | 3-Item Shortlist & Buy-Links | CORE | Stylist provides 3 SKUs with image, price, "why-it-works" note, shows nearby stock, one-tap checkout/reserve, includes **\*\*Request Revision\*\*** loop. |

| F4 | 24h "Try & Decide" Loop | CORE | In-app reminders, **\*\*QR code generation for in-store reserve\*\***, auto-generated return labels. |

| F5 | Stylist Video Micro-Consults | SUPPORTING | 5-min booked slots for live feedback on fit/styling, snippets saved to user profile. |

| F6 | Style Vault (Closet Lite) | SUPPORTING | Upload photos of kept items, AI tags category & color, generates "cost-per-wear," stylist can reference for new suggestions. |

| F7 | Trust Badges & Reviews | CORE | Post-purchase survey ("Did you feel understood?"), stylists earn "Listening," "Speed," and "Taste" badges. |

| F8 | Retailer Inventory Bridge | FUTURE | Real-time stock visibility across 200+ brands, price-drop alerts for wish-listed items. |

| F9 | Style Course Modules | FUTURE | 10-min lessons from stylists, unlocks after 3 successful purchases. |

| F10 | **\*\*Brand Manager Dashboard (New)\*\*** | CORE | View KPIs (sales, store visits), manage stylist roster, track stylist and product performance. |

| F11 | **\*\*Stylist Workspace (New)\*\*** | CORE | Task-based dashboard (New, In Progress), access to Client Intelligence Hub, integrated Shortlist Builder. |

| F12 | **\*\*AI Co-Pilot (New)\*\*** | SUPPORTING | Provides smart suggestions to stylists based on Stylee's profile, vault, and history to speed up recommendations and improve relevance. |

| F13 | **\*\*Stylist Tiers (New)\*\*** | SUPPORTING | Gamification system (Bronze, Silver, Gold) based on performance metrics to motivate stylists and signal quality to users. |

#### ### **\*\*6. User Flow Example (Primary Happy Path)\*\***

**\*\*Scenario:\*\*** Sarah, the Overwhelmed Shopper, needs a wedding-guest dress in 36 hours.

**\*(Note: This is one example. See Section 4 for the complete user flow specifications.)\***

1. **\*\*Landing:\*\*** Opens app, taps "Find my perfect item."
2. **\*\*Quiz:\*\*** Completes the Occasion Brief Builder.
3. **\*\*Match:\*\*** App surfaces 3 available stylists. She sees "Maya" is a "Gold Tier" stylist at Nordstrom and picks her.
4. **\*\*Chat:\*\*** The brief status updates to "In Progress." Maya confirms the brief.
5. **\*\*Shortlist:\*\*** Within the hour, Maya sends a shortlist of 3 dresses with personalized notes.
6. **\*\*Decision:\*\*** Sarah loves option #1. The app shows her size is in stock nearby. She taps "Reserve & Try." A QR code is generated.

7. **Store Visit:** At the Nordstrom counter, the QR code is scanned. She tries the dress on and loves it.
8. **Checkout:** She completes the purchase in-app using Apple Pay.
9. **Follow-up:** The next day, a push notification asks her to rate Maya and add the dress to her Style Vault.
10. **Metric:** Total time from brief to purchase: 18 hours.

### 7. Success Metrics (First 90 Days)

1. **Confidence Conversion:** >70% of users report feeling more confident in their purchase via the post-purchase survey.
2. **Speed-to-Solve:** Median time from brief submission to purchase is  $\leq 24$  hours.
3. **Stylist Trust Index:** Average rating of  $\geq 4.5 / 5$  on the "My stylist understood me" survey.
4. **Retention Loop:** 40% of first-time purchasers open a second brief within 60 days.
5. **Business Viability:** Average affiliate commission per order is  $\geq \$8$ .
6. **Stylist Adoption (New):** >80% of invited stylists complete their profile and become 'Active' within 7 days.
7. **Seamlessness Metric (New):** Shortlist Revision Rate is <15% (indicates high quality initial matches).

### Master User Flow for All Three Primary Users (Stylee/Client, Stylist, Brand Manager)

Of course. I have integrated the comprehensive, screen-by-screen master user flow directly into your Product Requirements Document. I have also revised and expanded the original sections to reflect our detailed discussion, incorporating the new personas, features, and system-wide logic to create a single, cohesive, and actionable document.

Here is your updated and enhanced Product Requirements Document.

\*\*\*

## Product Requirements Document (Revised)

### 1. Product Overview

| Element | Content |

| :--- | :--- |

| **Problem** | Fashion shoppers are paralyzed by infinite choice, generic algorithms, and a lack of trusted guidance when they simply need "one perfect item" for a specific moment. This disconnect between online discovery and offline confidence leads to user fatigue and lost sales for retailers. |

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- \* **\*\*Flow 2: The Core Task - Finding the Perfect Item\*\***
  - \* **\*\*Screen 2.1: Home Dashboard:\*\***
    - \* **\*\*Purpose:\*\*** Command center for new and active requests.



- \* **Features & UI:** Primary CTA ([Create a New Brief]), Active Brief Status Widget (visual timeline), "From Your Stylist" content feed, Bottom Navigation Bar ([Home] [Briefs] [Style Vault] [Profile]).

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- \* **Features & UI:** Widget-based view showing KPI Summary (Sales, Store Visits, Return Rate), Stylist Leaderboard, Product Insights (Most Kept/Returned), Live Activity Feed. Side Navigation Bar.

- \* **Screen 1.2: Stylist Management & Performance:**

- \* **Purpose:** To manage the stylist roster and track performance.

- \* **Features & UI:** CTA Button ([+ Invite New Stylist]), searchable/filterable list of all stylists with columns for Status, Tier, Rating, Sales.

- \* **Screen 1.3: Stylist Detail View:**

- \* **Purpose:** A deep-dive into a single stylist's performance.

\* **Features & UI:** Stylist Header Card, Performance Metrics Graph (trends), Client Feedback Section, Shortlist Analytics (Revision Rate, rejection reasons).

#### #### **User Three: The Stylist (The Expert)**

A hyper-efficient workspace designed to minimize administrative tasks and maximize creative styling.

\* **Screen 1.1: Stylist Dashboard:**

\* **Purpose:** To see all active tasks and manage workflow.

\* **Features & UI:** Column-based layout ([New Briefs], [In Progress], [Awaiting Client]), Performance Snapshot Widget (Rating, Tier, Earnings), Status Toggle ([Available]/[Unavailable]).

\* **Screen 1.2: Brief View & Client Intelligence:**

\* **Purpose:** A unified screen to understand client needs and craft the shortlist.

\* **Features & UI:** Two-panel view: Left Panel (Chat & Brief), Right Panel (Client Intelligence Hub with tabs for Style Profile, Style Vault, History), **AI Co-Pilot Banner** with actionable insights.

\* **Screen 1.3: Shortlist Builder:**

\* **Purpose:** An integrated tool to quickly find and curate products.

\* **Features & UI:** Search & Filter bar connected to brand inventory, Product Results Grid, Shortlist Tray with mandatory "Why it works" note field, CTA Button ([Send Shortlist]).

#### ### **5. Feature Requirements**

**Legend:** **CORE** (MVP must-have); **SUPPORTING** (Ship after CORE); **FUTURE** (Roadmap)

| ID | Feature | Priority | Detailed Functionality |

| :--- | :--- | :--- | :--- |

| F1 | 1:1 Stylist Match & Chat | CORE | Onboarding quiz, algorithm-based matching (brand, specialty, rating), user chooses stylist, persistent chat thread with 2-hour SLA, pinned **Shared Brief Status Tracker**. |

| F2 | Occasion Brief Builder | CORE | 5-question form, attach Pinterest/selfie, **new:** link item from Style Vault. |

| F3 | 3-Item Shortlist & Buy-Links | CORE | Stylist provides 3 SKUs with image, price, "why-it-works" note, shows nearby stock, one-tap checkout/reserve, includes **"Request Revision"** loop. |

| F4 | 24h "Try & Decide" Loop | CORE | In-app reminders, **QR code** generation for in-store reserve, auto-generated return labels. |

| F5 | Stylist Video Micro-Consults | SUPPORTING | 5-min booked slots for live feedback on fit/styling, snippets saved to user profile. |

| F6 | Style Vault (Closet Lite) | SUPPORTING | Upload photos of kept items, AI tags category & color, generates "cost-per-wear," stylist can reference for new suggestions. |

F7	Trust Badges & Reviews	CORE	Post-purchase survey ("Did you feel understood?"), stylists earn "Listening," "Speed," and "Taste" badges.
F8	Retailer Inventory Bridge	FUTURE	Real-time stock visibility across 200+ brands, price-drop alerts for wish-listed items.
F9	Style Course Modules	FUTURE	10-min lessons from stylists, unlocks after 3 successful purchases.
F10	**Brand Manager Dashboard (New)**	CORE	View KPIs (sales, store visits), manage stylist roster, track stylist and product performance.
F11	**Stylist Workspace (New)**	CORE	Task-based dashboard (New, In Progress), access to Client Intelligence Hub, integrated Shortlist Builder.
F12	**AI Co-Pilot (New)**	SUPPORTING	Provides smart suggestions to stylists based on Stylee's profile, vault, and history to speed up recommendations and improve relevance.
F13	**Stylist Tiers (New)**	SUPPORTING	Gamification system (Bronze, Silver, Gold) based on performance metrics to motivate stylists and signal quality to users.

#### ### **\*\*6. User Flow Example (Primary Happy Path)\*\***

**\*\*Scenario:\*\*** Sarah, the Overwhelmed Shopper, needs a wedding-guest dress in 36 hours.  
**\*(Note: This is one example. See Section 4 for the complete user flow specifications.)\***

1. **\*\*Landing:\*\*** Opens app, taps "Find my perfect item."
2. **\*\*Quiz:\*\*** Completes the Occasion Brief Builder.
3. **\*\*Match:\*\*** App surfaces 3 available stylists. She sees "Maya" is a "Gold Tier" stylist at Nordstrom and picks her.
4. **\*\*Chat:\*\*** The brief status updates to "In Progress." Maya confirms the brief.
5. **\*\*Shortlist:\*\*** Within the hour, Maya sends a shortlist of 3 dresses with personalized notes.
6. **\*\*Decision:\*\*** Sarah loves option #1. The app shows her size is in stock nearby. She taps "Reserve & Try." A QR code is generated.
7. **\*\*Store Visit:\*\*** At the Nordstrom counter, the QR code is scanned. She tries the dress on and loves it.
8. **\*\*Checkout:\*\*** She completes the purchase in-app using Apple Pay.
9. **\*\*Follow-up:\*\*** The next day, a push notification asks her to rate Maya and add the dress to her Style Vault.
10. **\*\*Metric:\*\*** Total time from brief to purchase: **\*\*18 hours.\*\***

#### ### **\*\*7. Success Metrics (First 90 Days)\*\***

1. **\*\*Confidence Conversion:\*\*** >70% of users report feeling more confident in their purchase via the post-purchase survey.
2. **\*\*Speed-to-Solve:\*\*** Median time from brief submission to purchase is  $\leq 24$  hours.
3. **\*\*Stylist Trust Index:\*\*** Average rating of  $\geq 4.5 / 5$  on the "My stylist understood me" survey.
4. **\*\*Retention Loop:\*\*** 40% of first-time purchasers open a second brief within 60 days.
5. **\*\*Business Viability:\*\*** Average affiliate commission per order is  $\geq \$8$ .

6. **\*\*Stylist Adoption (New):\*\*** >80% of invited stylists complete their profile and become 'Active' within 7 days.
7. **\*\*Seamlessness Metric (New):\*\*** Shortlist Revision Rate is <15% (indicates high quality initial matches).