

Tab 1

1. Product Overview

Element	Content
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.

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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.
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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 • Algorithm scores in-store associates from partner brands (Nordstrom, Zara, Reformation, etc.) based on inventory overlap & stylist specialty • User chooses stylist profile (photo, rating, specialities) • 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” • Auto-generates shareable brief card visible to stylist • User can attach Pinterest board or selfie
F3 **3-Item Shortlist with Buy-Links** **CORE** • Stylist drags SKUs from retailer APIs into app • Each card shows: product image, price, why-it-works note, stock in nearby stores • 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 • User swipes “Keep / Return / Ask Stylist” • 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 • Recorded snippet saved to user profile for future reference
F6 **Style Vault (Closet Lite)** **SUPPORTING** • Upload photos of kept items; AI tags category & colour • Stylist can reference owned pieces when suggesting new ones Generates “cost-per-wear” metric to reinforce intentional buying
F7 **Trust Badges & Reviews** **SUPPORTING** • Post-purchase survey: “Did you feel understood?” • Stylist earns “Listening”, “Speed”, “Taste” badges displayed on profile
F8 **Retailer Inventory Bridge** **FUTURE** • Real-time stock across 200+ brands Price-drop alerts for wish-list items
F9 **Style Course Modules** **FUTURE** • 10-min lessons from same stylists on body-shape, colour theory • 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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 - #3: black jumpsuit—re-wearable, ankle length for heels”*
6. **Decision** → Sarah的心s #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

1. Product Overview

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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.”
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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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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

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| ID | Feature | Priority | Detailed Functionality |

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

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• Auto-generates shareable brief card visible to stylist
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| F3 | **3-Item Shortlist with Buy-Links** | **CORE** | • Stylist drags SKUs from retailer APIs into app
• Each card shows: product image, price, why-it-works note, stock in nearby stores
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| F7 | **Trust Badges & Reviews** | **SUPPORTING** | • Post-purchase survey: “Did you feel understood?”
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Price-drop alerts for wish-list items |

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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

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

Tab 3

Product Requirements Document

1. Product Overview

Element	Content
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Mission	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	“Find ONE item for ONE occasion in under 24h with confidence.”
Secondary Job	“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...)
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.

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

ID	Feature	Priority	Detailed Functionality
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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 Usser 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 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.

6. Success Metrics (First 90 Days)

1. **Confidence Conversion:** >70% of users report feeling more confident in their purchase.
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- **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)

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Primary Job	**For the Stylee:** "Find ONE item for ONE occasion in under 24h with confidence." **For the Stylist:** "Efficiently provide expert recommendations to qualified clients and earn commissions." **For the Brand Manager:** "Increase in-store sales and gain actionable insights on my products and stylists."
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 - * **Quote:** “I’m too tired to scroll; I just need something great for Friday’s cocktail event.”
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* **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."

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* **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...) |

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

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 - * **Purpose:** At-a-glance overview of brand health on the platform.
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 - * **Purpose:** An integrated tool to quickly find and curate products.
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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. |
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- | F10 | **Brand Manager Dashboard (New)** | CORE | View KPIs (sales, store visits), manage stylist roster, track stylist and product performance. |
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- | 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."
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10. **Metric:** Total time from brief to purchase: **18 hours.**

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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 ≤ 24 hours.
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5. **Business Viability:** Average affiliate commission per order is ≥ \$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)

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2. **Speed-to-Solve:** Median time from brief submission to purchase is ≤ 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).