Brit Biddle, hw2-design, STLYL.ai

1. The Idea

The product is STLYL.ai, an AI-powered B2B2C software add-on for online retailers of women's apparel.

- It allows shoppers to visualize how clothing items will look on their unique body types (using body dimensions, skin tone, height, and weight as inputs).
- Unlike size-recommendation tools, STLYL.ai emphasizes style and fit visualization, reducing returns caused by poor fit or misleading product imagery

2. Similar Services & Differentiation

Existing services:

- True Fit, Eyefitu, Fit Analytics – focus mainly on sizing recommendations.
- BODS, ModelMe, Poplar Studio, Wanna – experiment with virtual try-on, but tend to create higher friction for customers and retailers (more data collection, higher integration cost)

Differentiation:

- Lower friction adoption for retailers and users (retailers provide tech packs and garment images; customers give minimal body metrics).
- Uses a hybrid pipeline: Blender & physics simulation to render garments realistically, then GenAI (e.g., MidJourney) for photorealism (page 8 diagram).
- Focused on style suitability — helping customers discover which garments flatter their body type, not just whether they "fit."

Why feasible now:

- Advances in AI-driven generative image modeling make realistic virtual try-ons possible.
- Increased retailer demand to reduce costly returns (returns = $890B in costs, 70% caused by fit/style issues
- Cloud compute costs for image generation have dropped, enabling scalable, real-time personalization.

3. Stakeholders

- Customers (shoppers): Want confidence that clothing will look good on them; motivated by reduced return hassle and better shopping satisfaction.
- Retailers (users): Small-to-medium e-commerce apparel businesses (often on Shopify); motivated by reducing costly returns, improving conversion rates, and building loyalty.
- Employees (STLYL.ai team): Engineers, designers, and product staff motivated to refine the AI models, maintain retailer integrations, and deliver strong KPIs.
- Owners/Founders: Motivated by scalability, innovation leadership, and successful market adoption.

- Investors: Motivated by ROI from adoption in a $457B apparel e-commerce market

  Fit AI Pitch Deck (1)

  . Expect metrics like reduced return rates, improved NPS, and adoption across Shopify merchants.

- Regulators: Limited role, but possible oversight on data privacy (body scans, personal data) and AI transparency. Ensuring compliance (e.g., GDPR, CCPA) will be important.
- Others: Fashion brands (partners) — motivated by accurate representation of their products and preserving brand image.

4. User Journey (Primary User: Shopper)

Persona: Sarah, 28, frequent online shopper for workwear and evening dresses.

Journey:

1. Discovery: Browsing a Shopify retailer's website, she sees a "Visualize on Me" button powered by STLYL.ai.
2. Onboarding: She enters her height, weight, and a couple of body proportions (minimal friction).
3. Engagement: AI renders photorealistic images of dresses on a mannequin resembling her body type. She can toggle between outfits to see how styles drape differently.
4. Decision: Sarah chooses a style that flatters her shoulders and avoids a silhouette that accentuates areas she dislikes.
5. Outcome: More confidence in her purchase, less likelihood of return.

Values Tensions:

- Shopper vs. Retailer: Shoppers want realism; retailers worry about computational cost and potential dissatisfaction if the visualization sets unrealistic expectations.
- Shoppers vs. Regulators: Customers expect privacy, but regulators enforce stricter controls on biometric/body data storage.
- Retailers vs. Investors: Retailers want low integration costs; investors expect rapid scaling and monetization, sometimes creating pressure to push adoption quickly.