



THIRDLOVE

Zero to Production
in 5 Months

Megan Cartwright



The Problem: Why Bras ?



Strap slipping down?

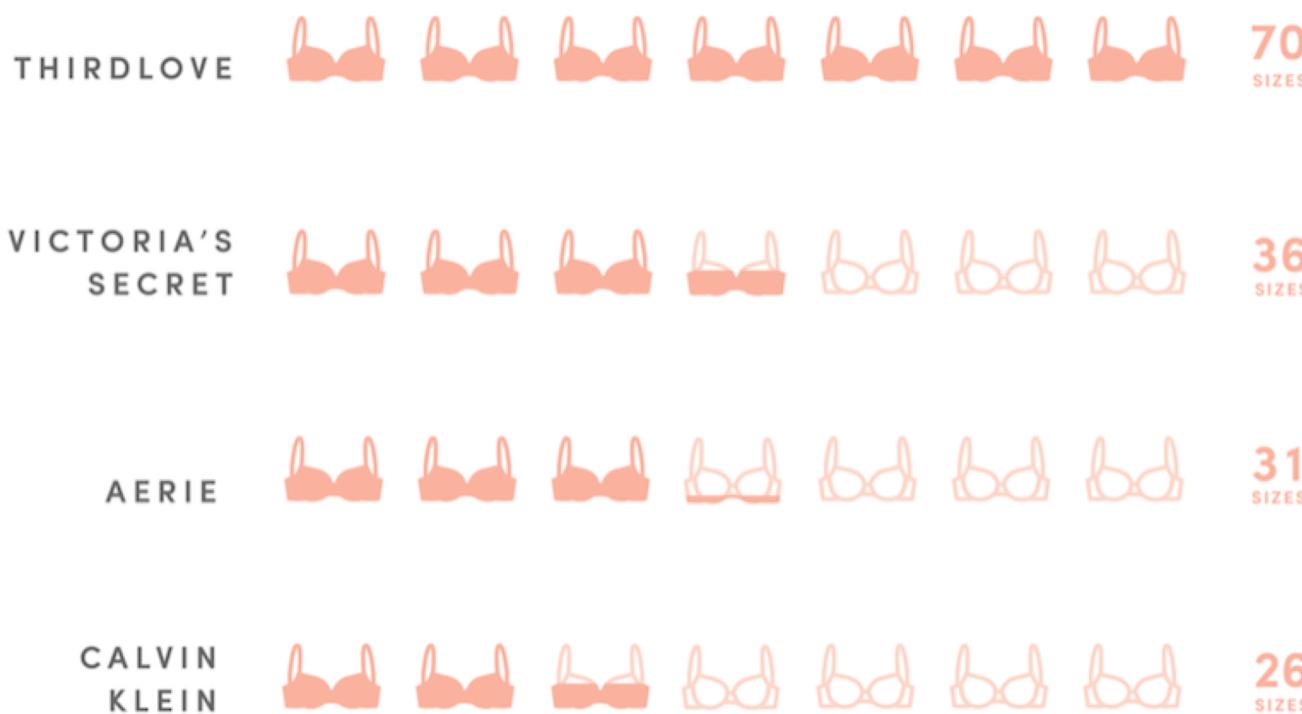




THIRDLOVE

We are committed to fit
and comfort for all
women.

Often women don't fit a “traditional” bra size

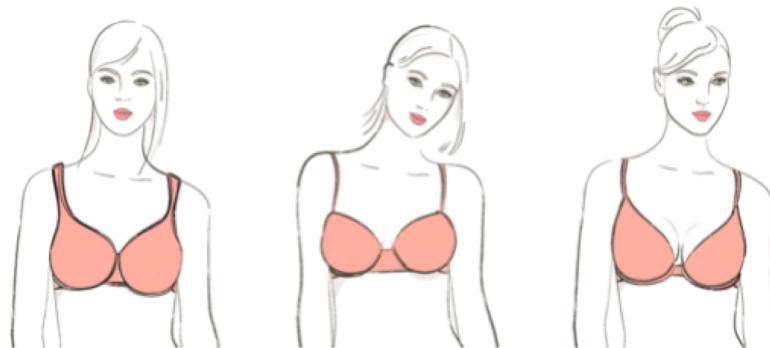


Moving bra sizing from the store to online

Find Your Fit In Just 60 Seconds

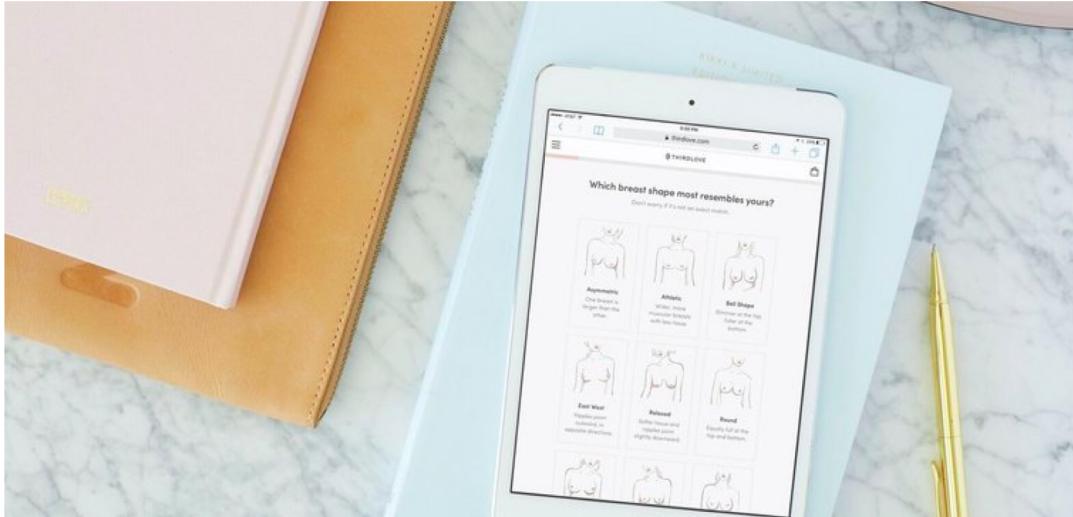
Millions of women have found their perfect size without stepping into a dressing room.

Let's Get Started



Give your best answers! You can always update later.

Data Solution: Find the perfect fit for every woman?



Millions of women have
taken our
Fit Finder®

&

~70% say they have a
fit issue

Let's talk about your current everyday bra, the one that fits you best. What size is it?

Band size



Cup size



What brand is your current everyday bra?

What brand is your current everyday bra?

Other



Please specify (optional)

Target

Next

How do your cups fit?

 watch video



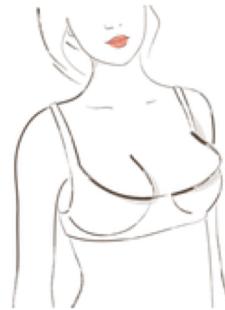
Cups gape
a lot



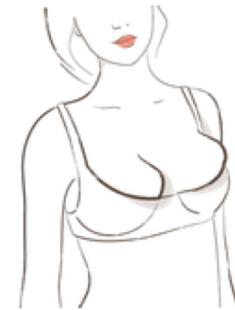
Cups gape
a little



Cups fit just
right



Cups overflow
a little



Cups overflow
a lot



Next

Because you're a **38A** and Athletic, we recommend:



● ● ● ●

24/7™ Classic Contour Plunge Bra

\$68

★★★★★ [REVIEWS](#)

COLOR: NUDE



[Add to Bag](#)

With supple memory foam cups, flexible no-poke underwire, and removable inserts, the ThirdLove Classic Contour Plunge bra gives you extra lift when you want it.



Our 60 Day Fit Guarantee

Wear it. Wash it. If you don't love it, for any reason, we'll make it right. [?](#)

[Full Product Details](#)

The real world is full of messy data



Real world: are we tracking all the data?



Real world algorithm design: how do we define success?

Fit Finder Size	Fit Finder Style	Order Status	Final Kept Size		Bra Age	Current Size	Cup Fit	Band Fit	Hook Position	Breast Shape
34C 1/2	plunge	Exchanged	34D		> 2 yrs	34D	gaping	tight	loosest	bell shaped
38F	t-shirt	Kept	38E		1 - 2 yrs	36E	good	loose	middle	teardrop

Real world: many quiz sessions

3, 5, 10 times !?!

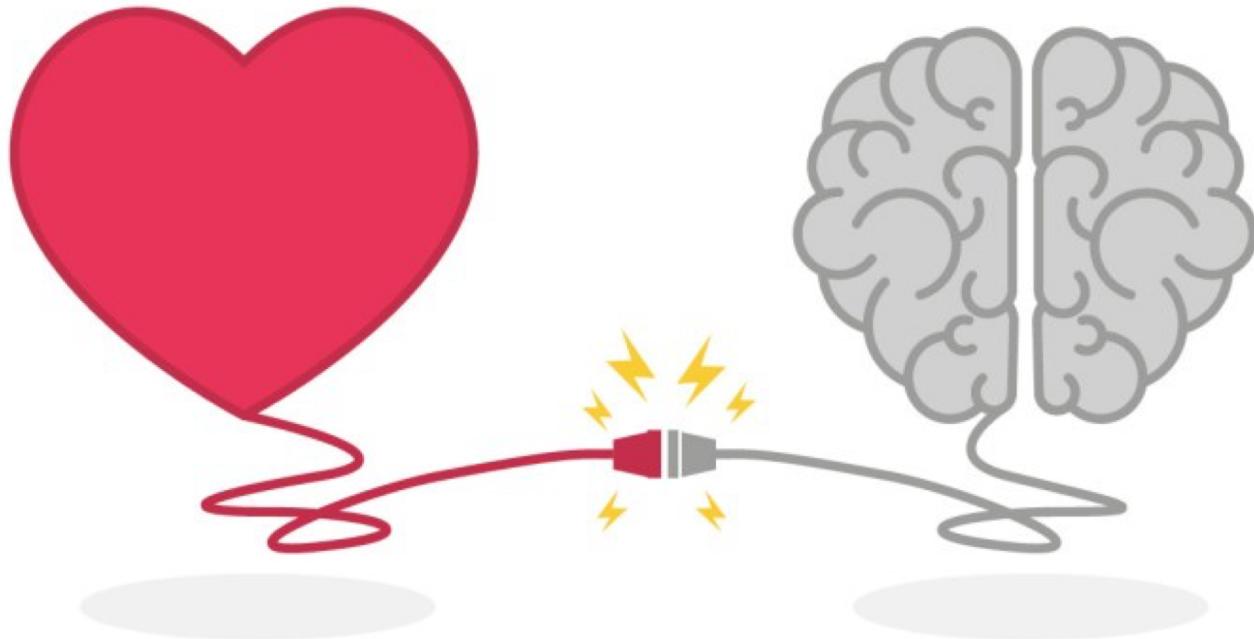
YOUR SIZE
38A

YOUR CUP STYLE
Plunge



Retake Quiz

Real world biases: emotional connection



Real world biases: lazy-returner syndrome



Real world biases: but did it actually fit?



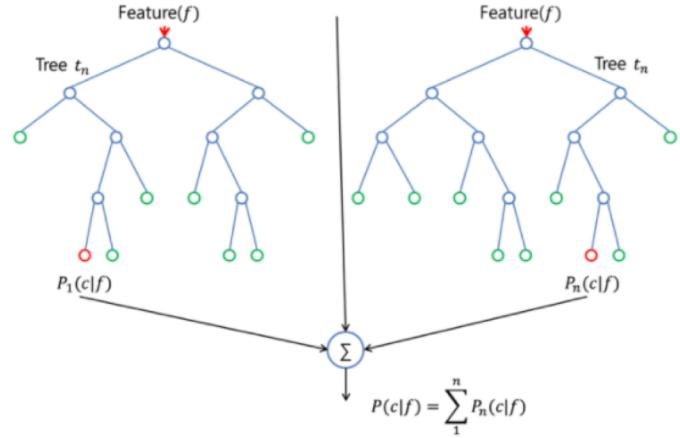
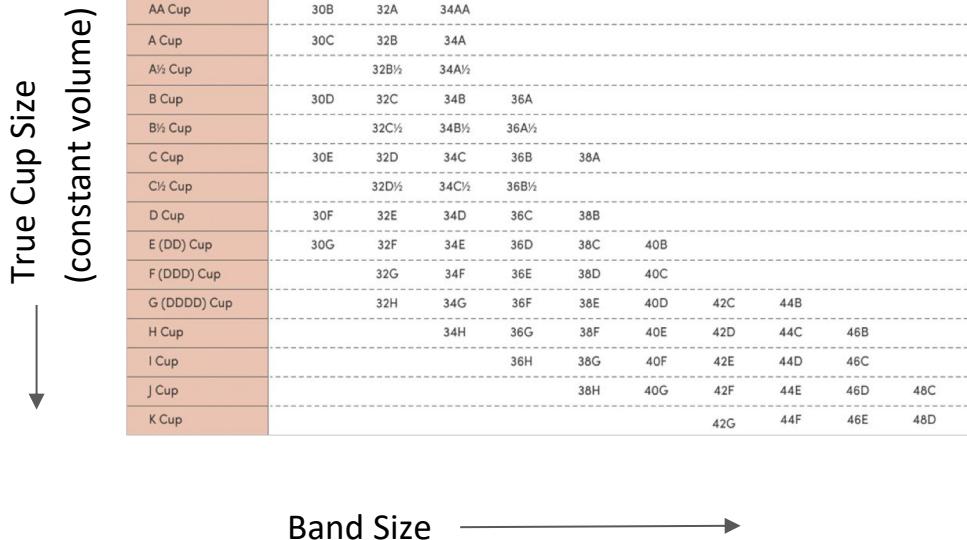
Real world: cold start problem

AA Cup	30B	32A	34AA						
A Cup	30C	32B	34A						
A½ Cup		32B½	34A½						
B Cup	30D	32C	34B	36A					
B½ Cup		32C½	34B½	36A½					
C Cup	30E	32D	34C	36B	38A				
C½ Cup		32D½	34C½	36B½					
D Cup	30F	32E	34D	36C	38B				
E (DD) Cup	30G	32F	34E	36D	38C	40B			
F (DDD) Cup		32G	34F	36E	38D	40C			
G (DDDD) Cup		32H	34G	36F	38E	40D	42C	44B	
H Cup			34H	36G	38F	40E	42D	44C	46B
I Cup				36H	38G	40F	42E	44D	46C
J Cup					38H	40G	42F	44E	46D
K Cup						42G	44F	46E	48D

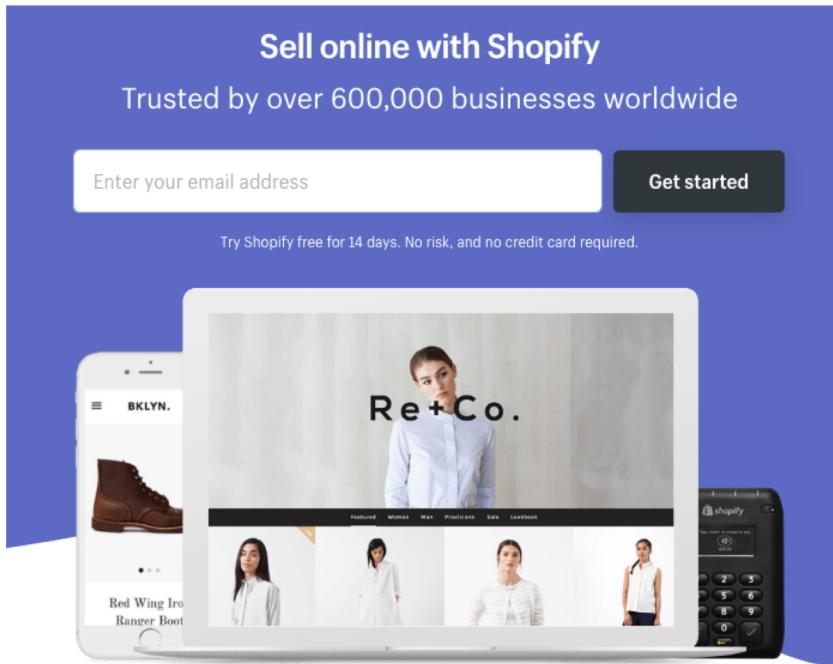
Real world: what to predict?



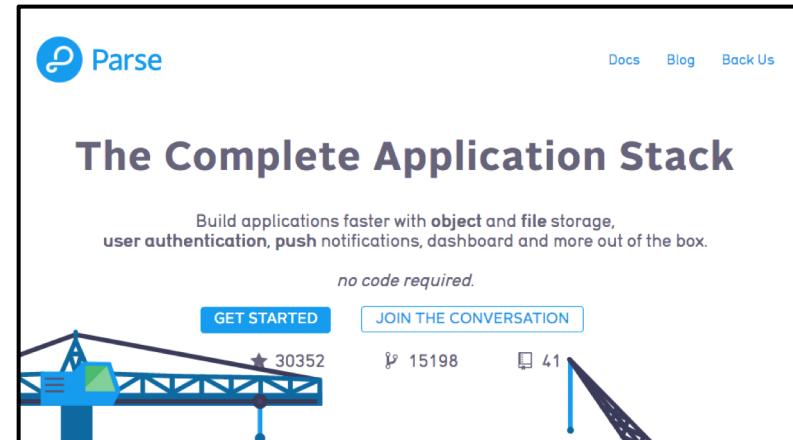
Which model to choose for production?



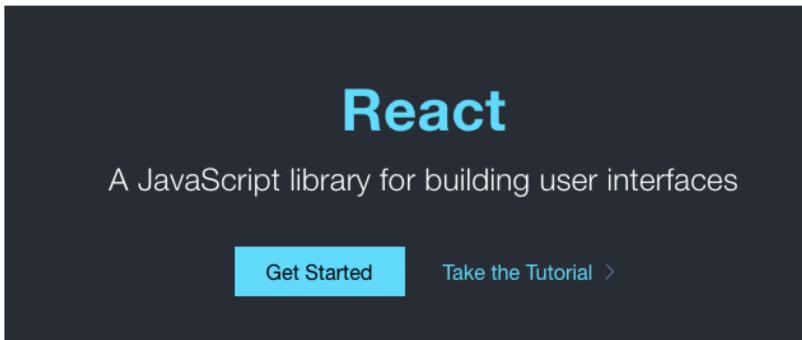
Creating a compatible model API & infrastructure



The image shows the Shopify landing page. It features a blue header with the text "Sell online with Shopify" and "Trusted by over 600,000 businesses worldwide". Below this is a form with a placeholder "Enter your email address" and a "Get started" button. A subtext below the form says "Try Shopify free for 14 days. No risk, and no credit card required." At the bottom, there are images of a smartphone, a tablet, and a desktop screen, all displaying different parts of a Shopify store.

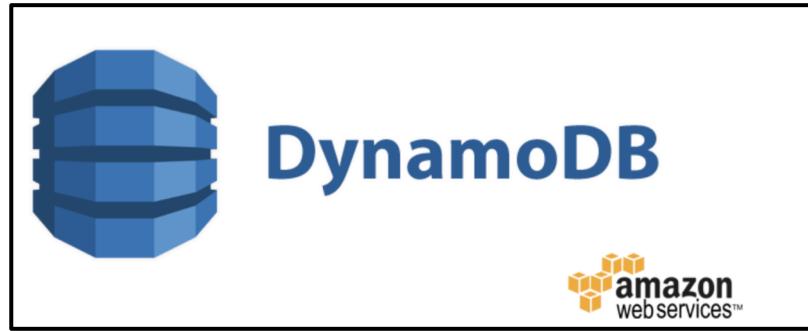
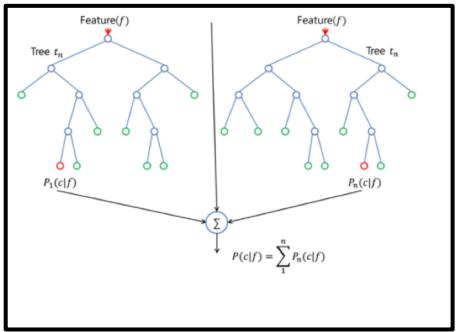


The image shows the Parse landing page. It features a header with the Parse logo and links to "Docs", "Blog", and "Back Us". The main title is "The Complete Application Stack". Below it, a subtext reads "Build applications faster with object and file storage, user authentication, push notifications, dashboard and more out of the box." A callout "no code required." is shown above a graphic of a bridge. The graphic includes a "GET STARTED" button, a "JOIN THE CONVERSATION" button, and three icons with counts: 30352, 15198, and 41.



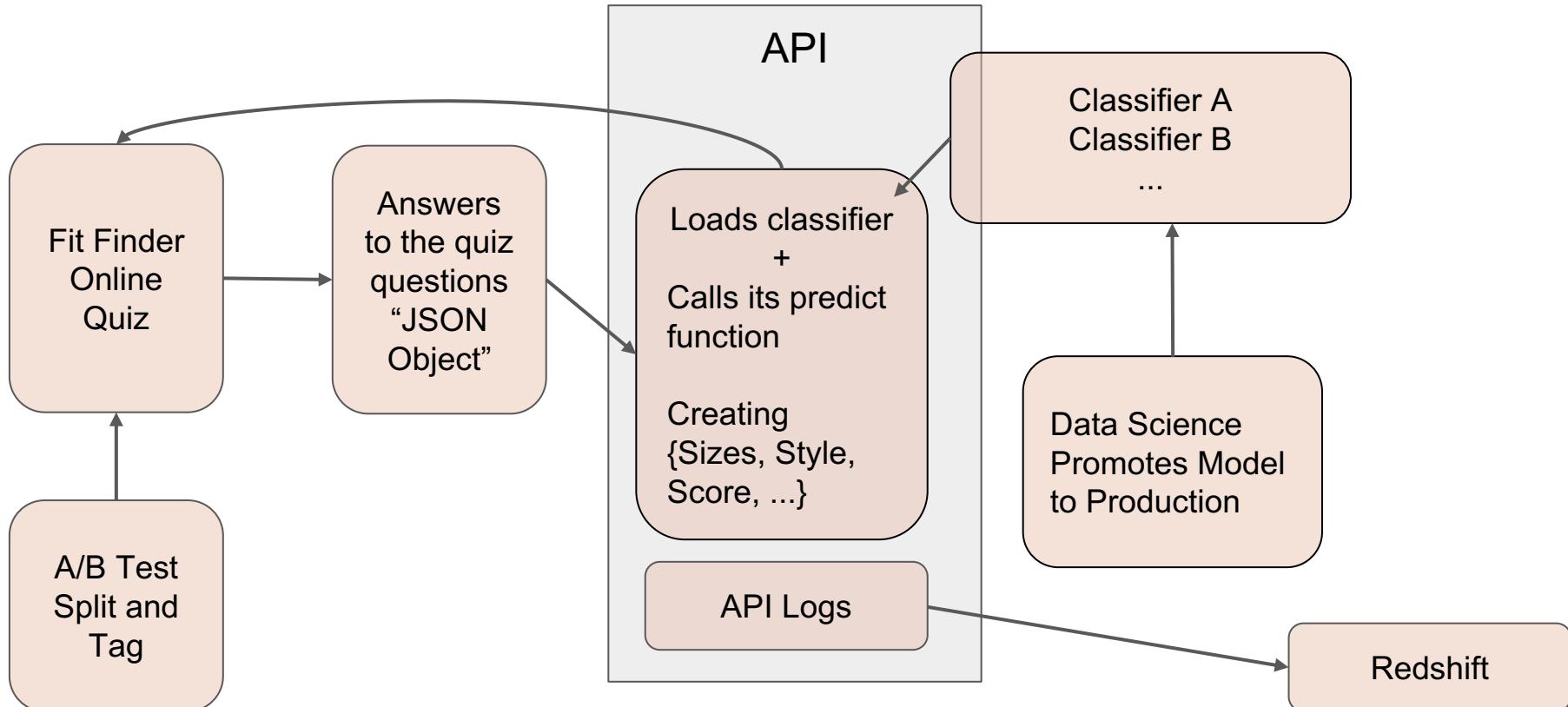
The image shows the React landing page. It has a dark background with the word "React" in large, bright blue letters. Below it, the text "A JavaScript library for building user interfaces" is displayed. At the bottom, there are two buttons: "Get Started" and "Take the Tutorial >".

Deploying the chosen production model ... or NOT?!



picture taken from [cloudally](#)

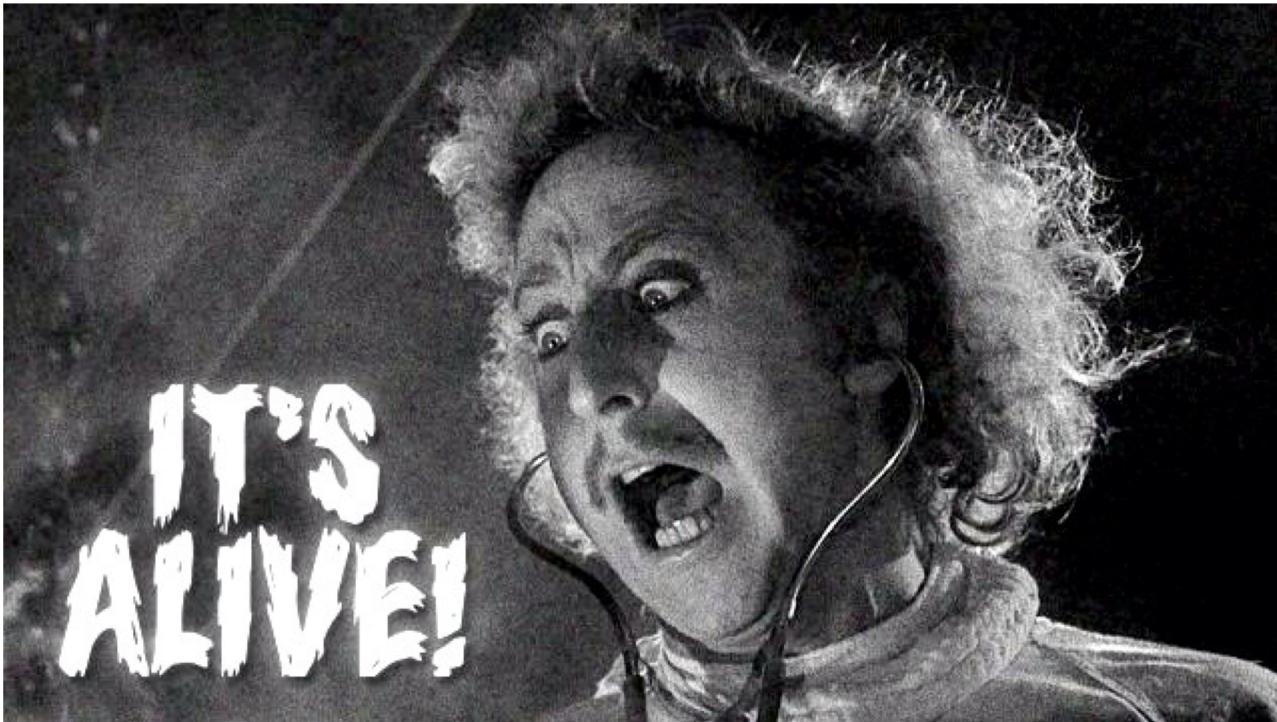
Our Design Overview



Shadow Testing & Validation



Deployment



Source: <https://www.cjsr.com/2017/06/its-alive-online-streaming-returns/>

Our Timeline: from zero to production in 5 months

1

Customer completes the Fit Finder online

Let's talk about your current everyday bra, the one that fits you best. What size is it?

Band size

28 30 32 34 36 38 40 42 44 46 48

Cup size

AA A B C D E DD F DDD G DDDD H I

NEXT

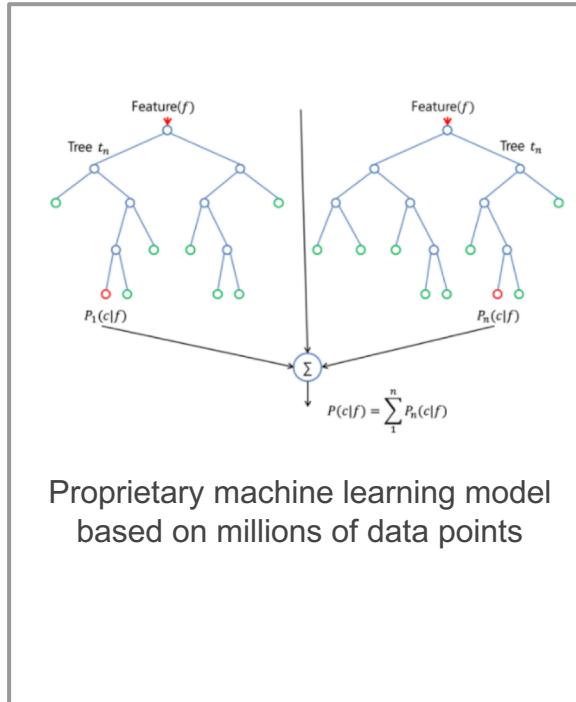
How do your cups fit?

▶ WATCH VIDEO

Cups gape a lot Cups gape a little Cups fit just right Cups overflow a little Cups overflow a lot

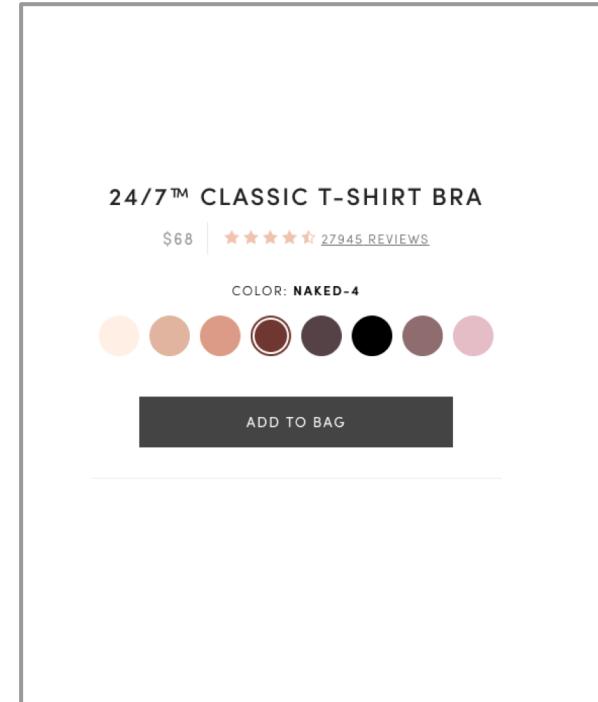
2

Our machine learning models are deployed real time



3

Recommendation ML engine picks the best size and style



Proprietary machine learning model based on millions of data points

Where are we going?

It's time to see real women like you.



Meet Janis



Meet Darleen



Meet Mason

Come Join Us!

<https://careers.thirdlove.com/>

