Product Brief – Wardrobe Planner

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The Problem

Busy professionals and students wake up, stare at their closet, and waste time deciding what to wear that fits the day's schedule, weather, and social context.
They juggle weather apps, Google Calendar, and a mental inventory of clothes, which often leads to last-minute stress, uncomfortable outfits, or defaulting to the same few items.
There is no effortless way to translate "what's on my calendar + what's the weather + what do I own" into a ready-to-wear outfit suggestion.

Who has this problem?
Urban professionals and students who rely heavily on Google Calendar and care about looking appropriate without spending energy on outfits.

How do they currently deal with it?
They scroll weather apps, skim Google Calendar in the morning, mentally filter their wardrobe, sometimes text friends or partners for advice, or repeat the same two or three "safe" outfits.

How painful is it?
People report decision fatigue in the morning, anxiety about being under- or over-dressed for key events, and frustration about owning "nothing to wear" despite having a full closet.

The Solution

We are building an effortless wardrobe planner that connects to Google Calendar and local weather to suggest what to wear for each day and event.
The app pulls the user's schedule, checks the forecast and conditions, and uses a lightweight wardrobe profile (or optional item catalog) to propose complete outfits the user can accept, tweak, or skip with one tap.

What does it do?
For each day, it generates outfit recommendations tailored to event type (meeting, date, workout, travel), weather, and user style or constraints such as dress code, comfort preferences, and laundry status.

How does the user interact with it?

- Connect Google Calendar and location once.
- Set simple style and wardrobe preferences (for example, "business casual," "no heels on commute," "hate being cold").
- Each night or morning, review a small set of suggested outfits for key events, then tap to accept, swap, or adjust.

What makes it different from how people solve this today?
It removes manual cross-checking of weather and calendar, avoids overwhelming closet cataloging, and delivers a "just tell me what to wear" experience tied directly to real events rather than generic style inspiration.

Target User

Who specifically is this for?

Demographics:
Ages 22–38, urban or suburban, students or knowledge workers, living in cities with variable weather such as New York City, Chicago, or London.

Defining behavior:

- Uses Google Calendar daily to structure their time.
- Checks the weather most mornings.
- Cares about looking appropriate and put-together but does not enjoy spending 10–20 minutes deciding outfits.

How they describe the problem (examples to validate in interviews):

- "I just want someone to tell me what to wear based on my day."
- "I always forget to dress for the actual weather until I'm outside."
- "I overthink outfits for important meetings and dates."

Why Now

People's lives are already organized around digital calendars, especially Google Calendar, but their wardrobe decisions are still manual and ad hoc.
Weather patterns are increasingly unpredictable, making daily outfit planning more complex and annoying.
AI-driven personalization and growing comfort with data-connected apps make users more open to automated suggestions that feel like a personal stylist in their pocket.

Key Interview Evidence

(Replace with your real data as you collect it.)

Strongest quote:
"If my calendar and the weather could just spit out three outfit ideas every morning, I'd pay for that."

Pattern:
Across multiple interviews, users checked weather and calendar separately, reported morning decision fatigue, and defaulted to a few outfits even though they owned many more clothes.

Surprise:
Several users said they would prefer a very lightweight setup, without a full closet photo catalog, if the suggestions were good enough and effortless.

Current spend or effort:
Users spend time scrolling Pinterest or Instagram, watching outfit videos, or buying new clothes instead of better using what they already own; some pay for personal styling boxes or rely heavily on friends or partners for outfit validation.

Open Questions

What assumptions still need testing?

1. Will users go through even a minimal setup, such as a basic wardrobe profile, if the payoff is daily effortless suggestions?
2. Is Google Calendar integration enough for launch, or do we need to support Outlook and Apple Calendar early on?
3. What level of outfit accuracy and personalization is required for users to trust and rely on the recommendations long term?
4. Will users prefer one "best outfit" per day or multiple options, such as conservative versus bold, for each key event?
5. What is the right pricing model—free, freemium, or subscription—for this level of convenience?