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flipstar

Tinder for macy's catalog

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# User Story: The 10-Year Reunion

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Hussie, age 28.

- ★ Is on a tight budget: \$150 maximum!
  - ★ Dislikes in-store shopping, and
  - ★ Is overwhelmed by online shopping.
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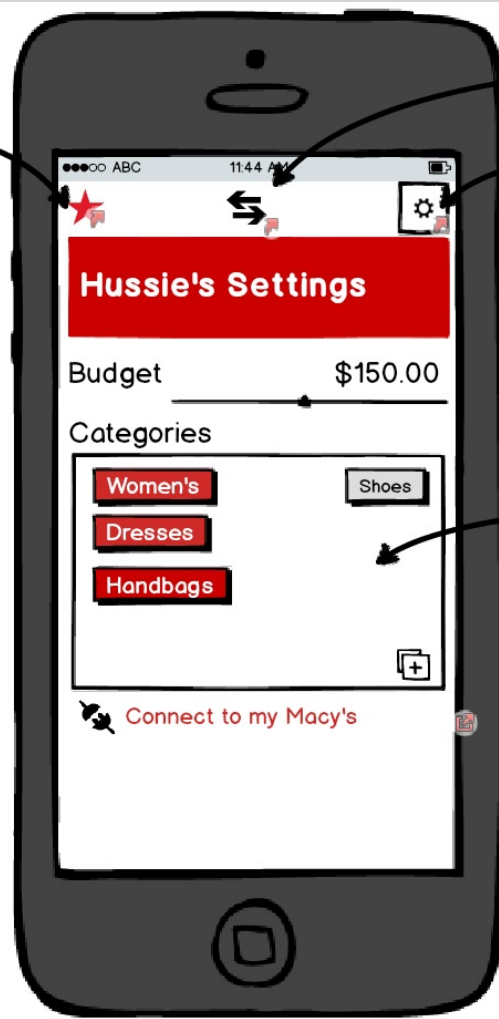
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# Demo 1

## mock-ups



MyFlips (liked items)



FlipScreen

Settings

Category selector

- User-curated list of categories
- Toggle on/off to select user-curated categories
- Add more categories (pulls from Macys.com api)

Swipe left for "no"

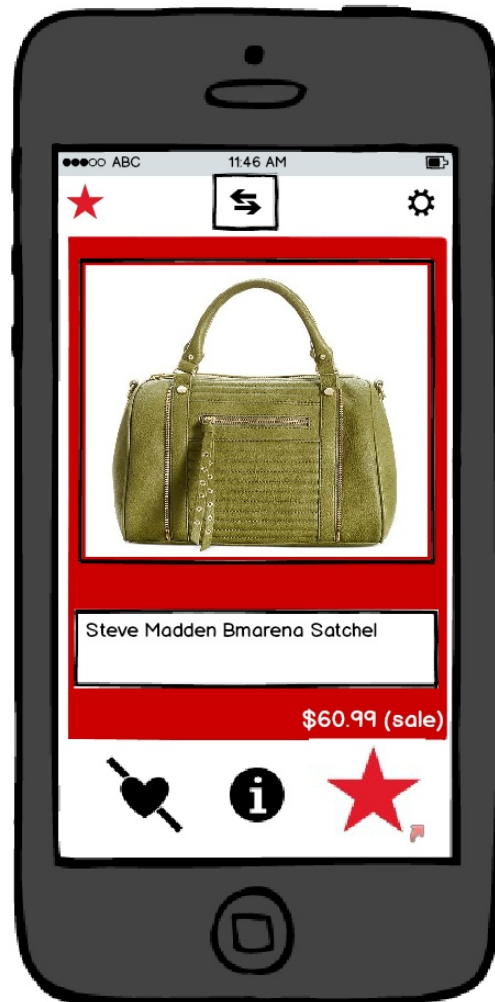


Tap item to view more details

Swipe right to save to MyFlips

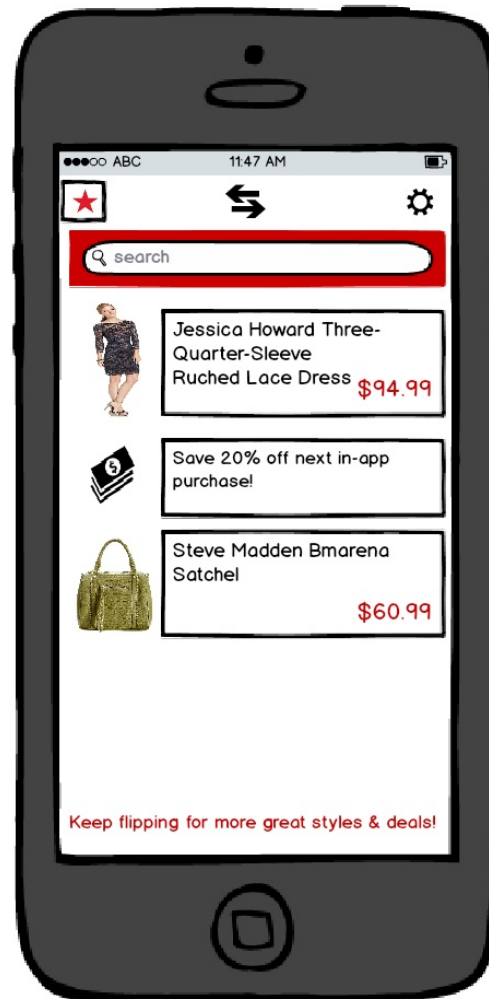


- Saved user settings auto-populate into this section
- If the setting hasn't previously been saved for this user, she will be prompted to fill out this information upon liking the item









#### MyFlips screen

- A place for the user to review their liked items and to then go on to purchasing the item.
- Future iterations of flipStar could integrate directly into the user's shopping cart on Macys.com so that any items they like go directly into their cart instead of having this intermediate step

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# Demo 2

implementation



# Technologies: Take it, Noah

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- ★ HTML & CSS
  - ★ Angular
  - ★ Ionic Framework
  - ★ Balsamiq
  - ★ Brackets
  - ★ Macys.com API
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# Hussie the flipstar





# Potential

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- ★ User-specific fashion recommendations
  - ★ Machine learning to tailor the flipstar feed
  - ★ Notification pushes: “The shoes you liked went on sale!”
  - ★ Shared wish lists; integration with Pinterest and Facebook
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