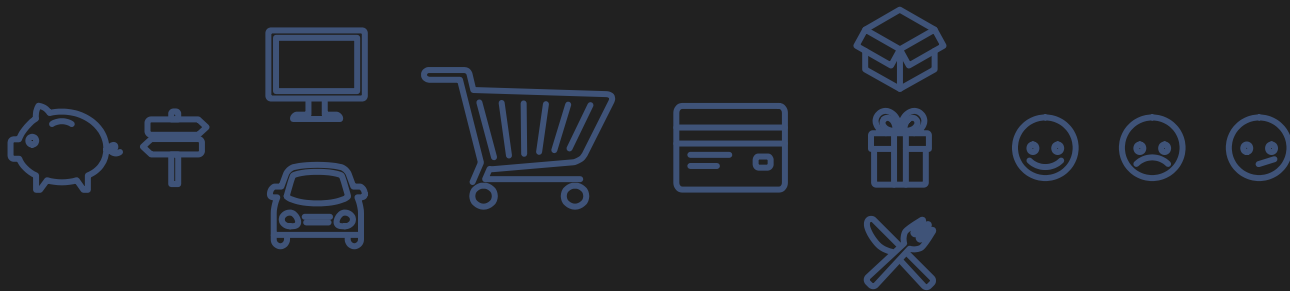


Conejo

Seamless shopping recommendations



Problem & Solution Overview

Currently, customer recommendations focus on products **similar** to those they already own. Usually, customers are actually looking to make purchases that **complement** items they own.

We are making recommendations more useful by helping people choose the best **sizes and styles** for them based on what they already own.



Three Tasks



Simple

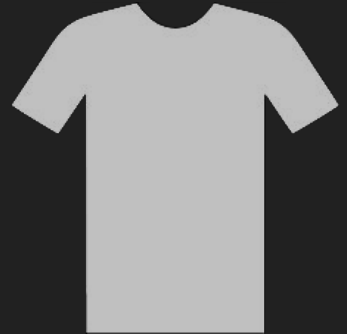
Javier is trying to buy a new pair of shoes, but after ordering lots of different sizes from lots of different brands, nothing fits just right.

He needs to figure out exactly what size Vans will fit him best.



Medium

Jack spilled ice cream on his shirt and needs to find a replacement quickly. He's not very comfortable buying clothes so he doesn't know if his t-shirt size will translate to other brands. He would also like to take this opportunity to upgrade his style and wants recommendations for new types of shirts.



Complex

Amin is thinking about what he wants to wear for his date. He finds a great pair of pants, but would like a great new outfit to go along with them. Unfortunately, Amin is very uncomfortable choosing a matching outfit, and would like to get recommendations of what would go well with his pants.



StoryBoards



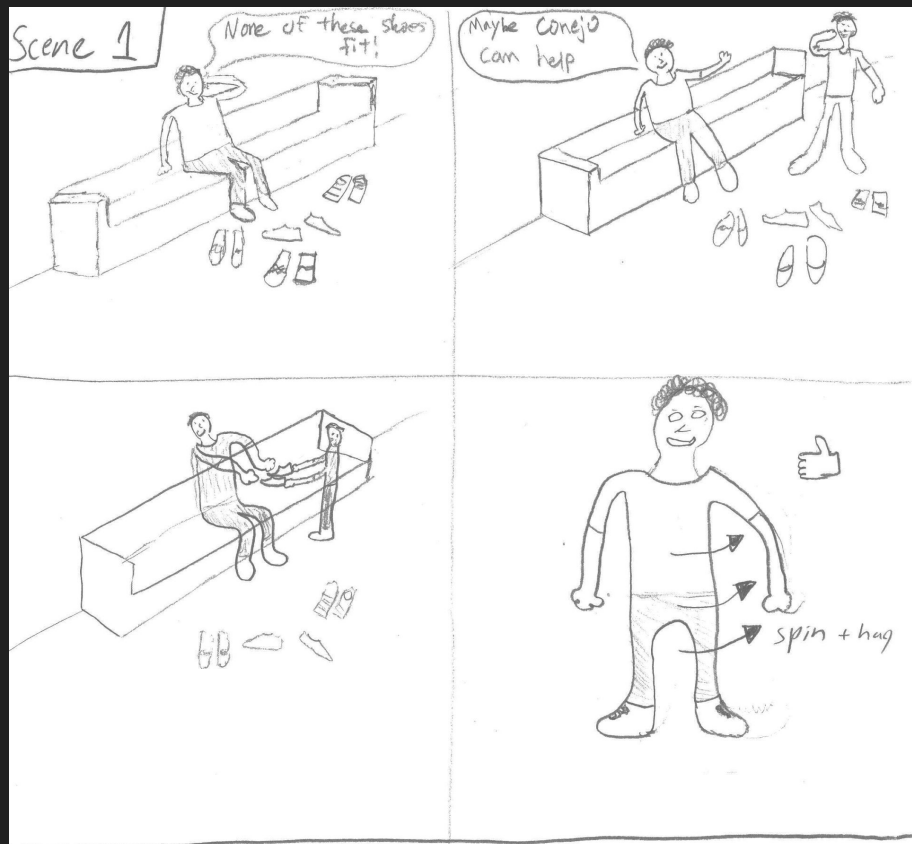
Scene 1



Scene 2



Scene 3



Video



<https://www.youtube.com/watch?v=ieuQ8IXEyPs&feature=youtu.be>

Thank You

Questions

Feedback