**DressMe App / Service Idea:**

App that is able to hook into a user’s favorite retailers inventory and product pools; pull in those items and put together outfits based on the user’s filters/preferences. Users are then able to purchase all items within the app environment. All order information will be sent to the merchant of record (i.e. Target, Macy’s, etc.).

The platform would be retailer agnostic (anyone can be on the app), difference between this and the retailer’s current site is the personal stylist / outfit-put-together-fancy-service-thing.

Users would also be able to select all retailers that they like/prefer and have the “stylist” tool pick from all of those product / clothing pools

[retailers will need to be integrated for users to pick items]

For the purpose of this final project I will be focusing on a simplified desktop website as a proto type, more details around that can be found in the wireframes doc, but below is initial throughts around the big picture / blue skies end product.

**Competition**

* App called “StyleIt”
  + Largely based on social media postings and following
  + You can style an outfit from your closet or around the web
  + HOWEVER: major drawback here is it appears some retailers are integrated while others aren’t, if you pick an item from your outfit that is not integrated you are taken to the retailer’s site, and if you have an item that is and can buy there you are still having to purchase in two different locations. Not a great user experience.
    - Also seems to have multiple focuses which can be confusing to users:
    - More info:
      * Site: <http://styleitapp.com>
      * Company info: <https://angel.co/peekabuy-1>
      * FB page: <https://www.facebook.com/styleitapp>
      * iTunes page: <https://itunes.apple.com/us/app/styleit-your-personal-styling/id782659265?mt=8>

Target audience/user profile:

* Primary: women (18-34)
* Secondary: adults (18-34)
  + Millennials

Benefits to consumer:

Benefits to retailer:

* Another opportunity to sell your inventory
* Unique way that allows loyal customers to buy product from you
  + Offers a unique service to users

Retailer concerns:

* I don’t want to be in an app where my competitors are:
  + If you have an ecommerce store on the web than you are already in an environment with your competition. If a loyal user selects you as a preferred retailer, and only you, only your products will be pulled into the matching tool.

Filters could include:

-       Colors (I like red, blue, orange so pick outfits that have those colors incorporated)

-       Clothing Item types (base my outfit off of this sweater, pair of pants, shoes, etc)

-       Specific retailers (could include one or multiple)

-       Occasion (work, evening, weekend, etc.)

-       Price range (will only pull in items within a certain range that the user picks)

-    Size [things to consider here; not all sizes are universal - part of preferred retailer option would be to include what size you are at that particular retailer]

Matching Logic: Outfits should always include these basic formulas:

Top + bottom + shoes + outerwear + accessories; Dress + shoes + outerwear + accessories

-       Item tags (when a shirt is selected the system should know to pic outfit variations that include pants, skirt, shoes, outerwear, jacket, accessories, etc)

o   Could also include tags of seasons (when a user selects “winter” the system should know to match with warm tops, pants, leggings, boots, outerwear, etc.)

-       Price

User flow:

-       User fills out a user profile with all of their preferences:

o   Preferred retailer(s)

o   Favorite color

o   Articles of clothing they gravitate towards (I really like blouses, cardigans, shoes, etc.)

o   Price range

o   Size

Option to create an outfit as well by “saving” items with the system making recommendations:

* “you saved this shirt, you need x items to complete a look, we recommend”

Things to think about:

* Don’t include social
  + Social is everywhere and on everything, need to do research on how many ecommerce shoppers actually share the things they buy.
  + Would prefer to keep the app hyper focused on creating and buying outfits
* Each retailer may have their own deals / specials with promo codes (x% off or free shipping as an example), how could the app account for this / count promo codes for each in a situation where a purchase may be from several different retailers?