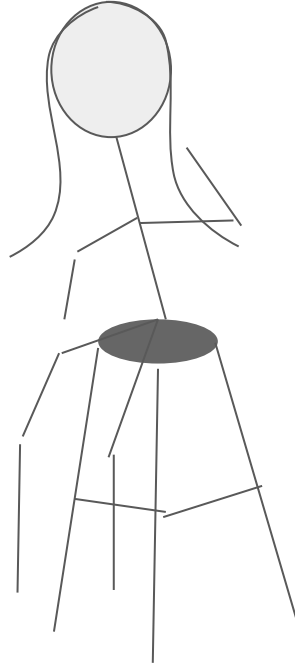
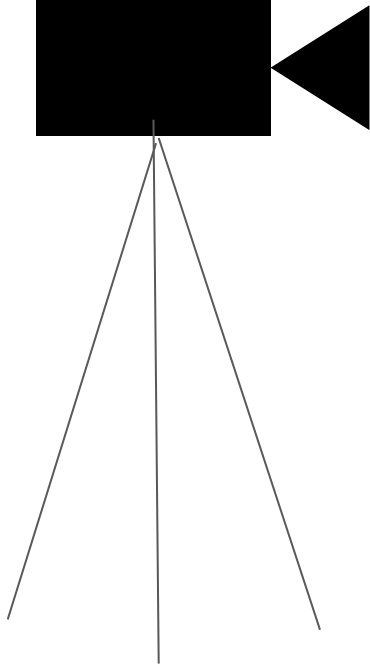


# Sharon's story



Sharon is a YouTuber living in Los Angeles, California. She spends nearly every hour meticulously planning her videos. In fact, Sharon's YouTube career reached new heights recently as she created her new makeup channel.

One day, while watching YouTube, Sharon sees an ad for an app that promises to help people change their wardrobes up based on user feedback.

Being the busy woman that she is, Sharon is always interested in spending less time thinking of ways to impress other L.A. influencers when possible.

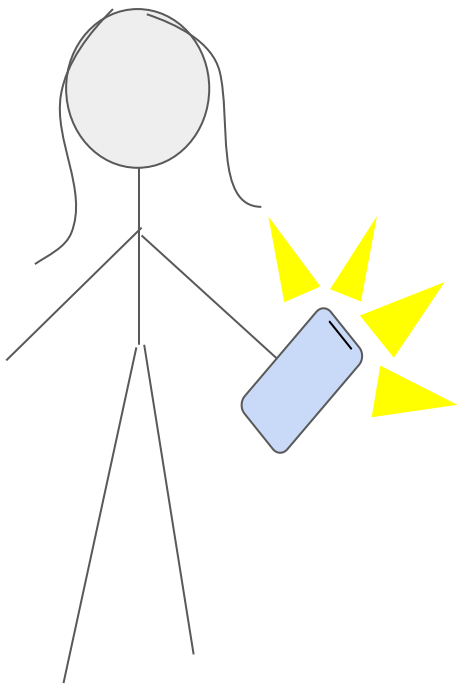




Interested, Sharon downloads the app from the advertisement onto her phone.

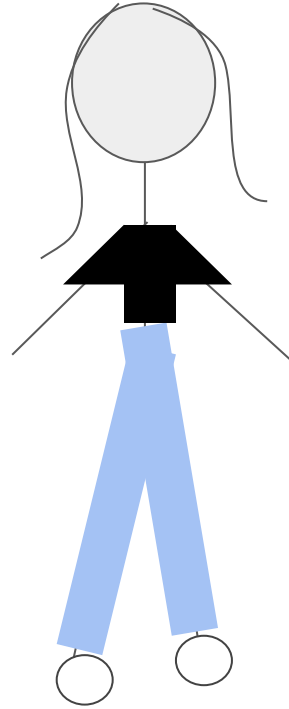
Sharon enters her wardrobe and lets the app's algorithm choose an outfit for her.

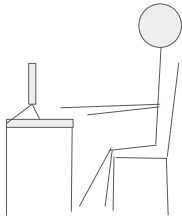




That evening, Sharon gets a notification that an influencer company wants to sponsor her next video and wants to meet over lunch for an interview.

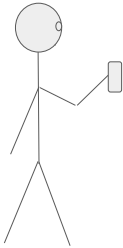
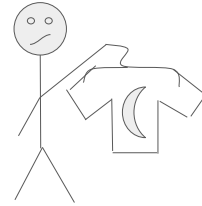
Sharon, donning her outfit generated by the fashion app, heads off to her lunch where she hopes to get her sponsorship later that week.



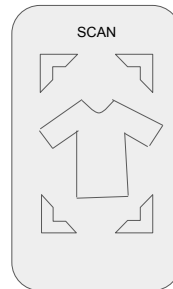


Avery is an independent game developer who makes incredible games in his apartment. His recent small games have earned him a decent following and increasing name recognition in the industry.

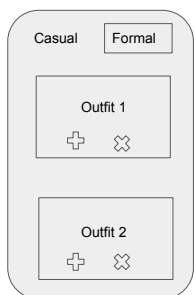
Avery just got an email from an executive at a large game company that is considering bringing him on as the project lead for a new game. Avery is over the moon, however, he is worried about his first impression, as he has never been a particularly sharp dresser.



Avery does some research on trying to dress nicely and comes across an ad for a smartphone application that allows a user to scan their wardrobe and come up with easy outfit ideas

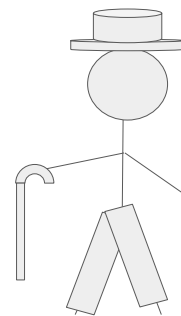


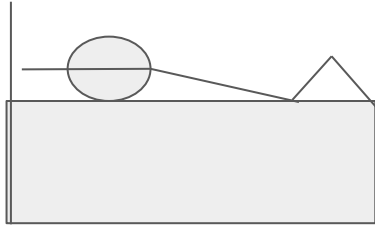
Avery uses the app to scan as many articles of his clothing as he wants and store them in the app



Avery browses a customly curated list of possible outfits made entirely from his clothing. He can decide whether or not to save the outfits and can delete ones which he dislikes. The app will use these preferences to create even better suggestions.

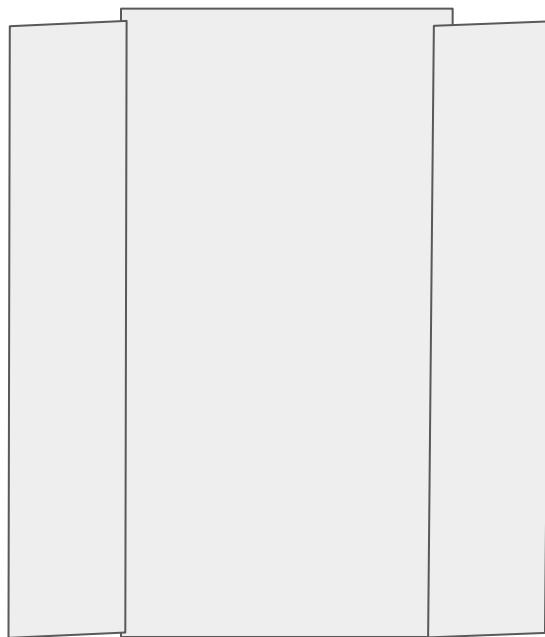
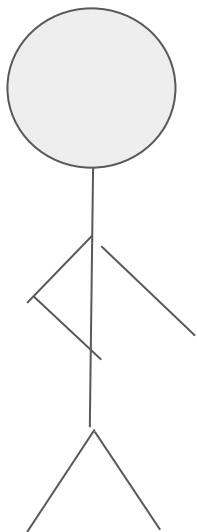
Avery dons his new clothing and heads out to his interview, confident in his look.



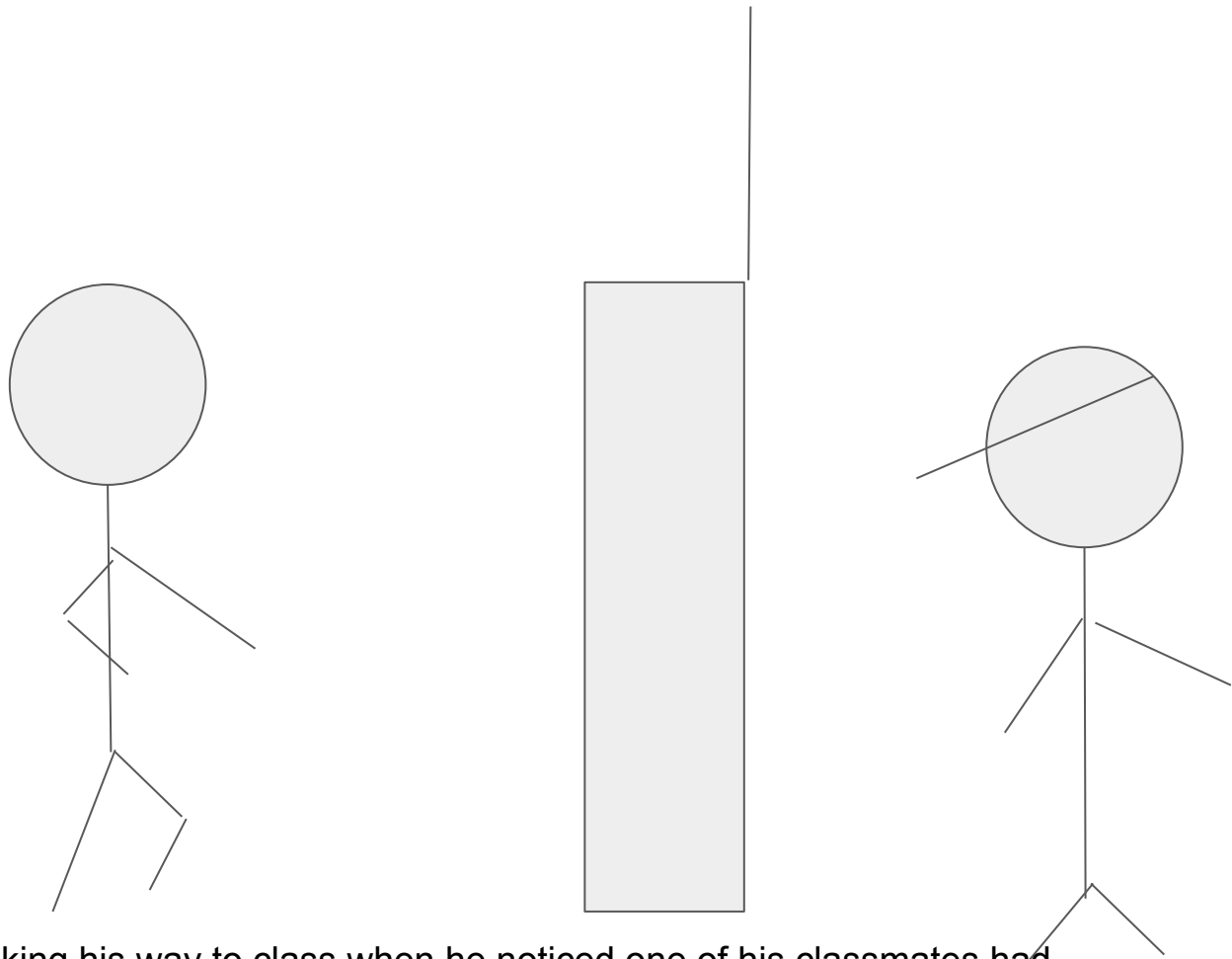


Marcus wakes up in the morning, wondering what to wear for school. Just wanting something comfortable

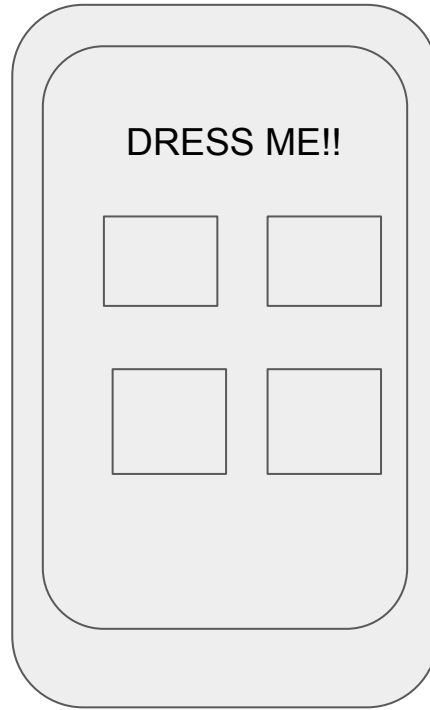




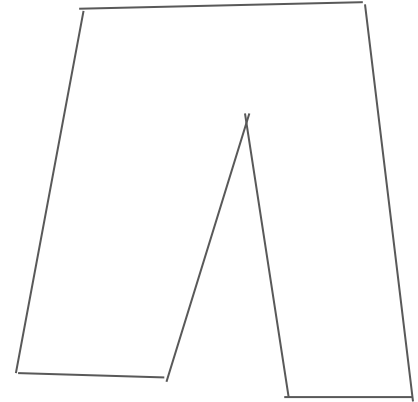
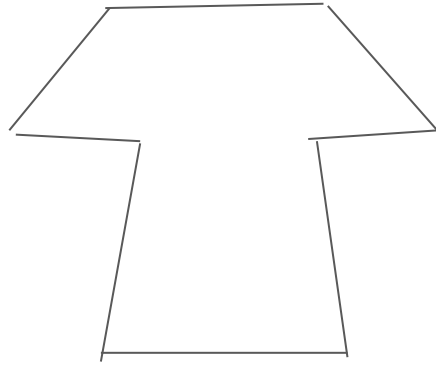
Marcus looked in his closet and couldn't decide on what to wear, so he just put on a hoodie and jeans.



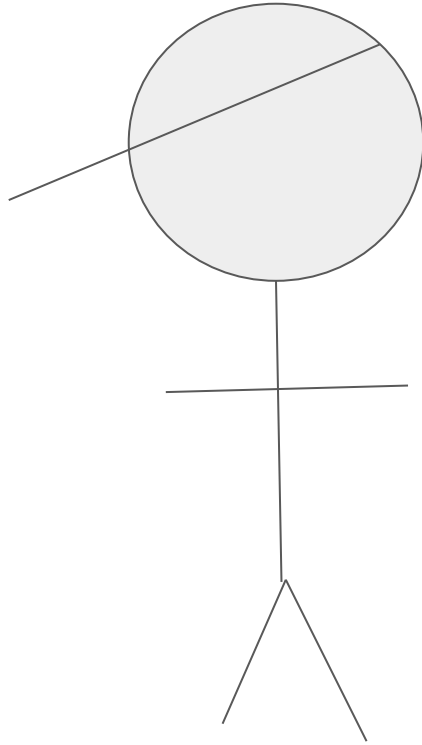
Marcus was making his way to class when he noticed one of his classmates had a nice outfit on, so Marcus went up and asked him how he knew what to put on in the mornings. He told him to check out dress me.



His classmate told marcus that Dress Me was an app where you take a photo of your individual items of clothing and upload them to the app and they make an outfit for you.



So the next day Marcus downloaded the app and took photos of his cloths and started searching for outfits.



So the next day Marcus tried out one of the outfits the app made for him and he got so many complements because It was something different but look good, but he was still able to be comfortable.