



<hacker-ramp/>

we for the

Team Name : Dumbledore's Army

Team Details: Anjali Changedia
Harsha Pareek
Lochani Kalidasu

PROBLEM STATEMENT

- Engaging GenZ consumers amidst rapid trend shifts and heightened sustainability expectations poses a significant challenge.
- Current industry methods fail to adapt to change swiftly, resulting in barriers to capturing and retaining young users, reducing app engagement and brand loyalty.
- Our solution integrates AI-driven trend forecasting and a collaborative supply chain to meet GenZ's demand for sustainable fast fashion, enhancing personalized shopping experiences, enabling customization and seamless designer connections, and accelerating style delivery.
- Our goal is to establish Myntra as a leading platform for GenZ fashion by leveraging AI-driven trend forecasting and a collaborative supply chain. This will enhance personalized shopping experiences, enable customization, and streamline style delivery, fostering customer engagement through tailored fashion recommendations and collaborative shopping experiences.



SOLUTIONS

Trend-Centric recommendations & Engagement on a shopping platform

Create your perfect personalized space: Personalized home decor with GenAI-powered inspirational aesthetics

Sunshine or Storms? We've got you covered: Find your Weather-Appropriate Outfits

Don't find what you need? Fashion frustration solved: Customize, create & connect with your perfect designer

Never get caught uncoordinated again, collaborative shopping: Outfit coordination with group chat made easy

Discover your fit with AR/VR size detection: try on, step up, and stand out.

Confidence starts with color: Discover a wardrobe & makeup palette that suits your skin and makes you shine

From Pinterest inspiration to outfit: Understanding your Pinteresty fashion obsessions by decoding your style

From push alerts to pull actions, get captivating notifications: Design notifications that keep users coming back for more

No more waiting games: This quick fashion app brings styles at your doorstep at a warp speed

Rent It, Rock It, Return It: The sustainable style made simple

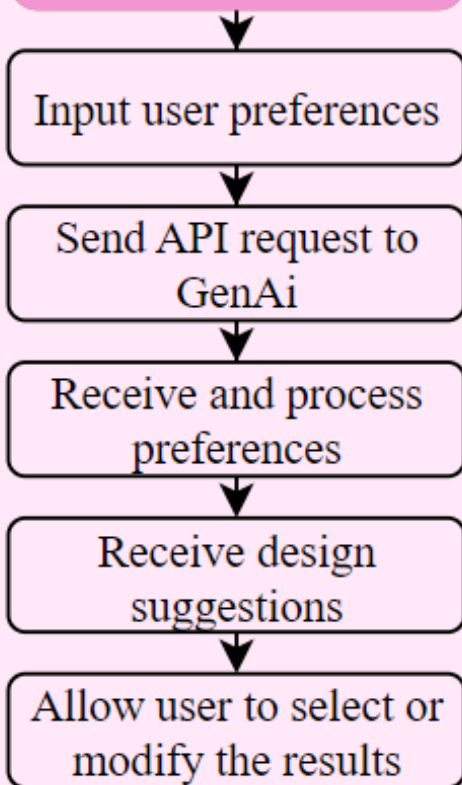
Customer-First

Personification

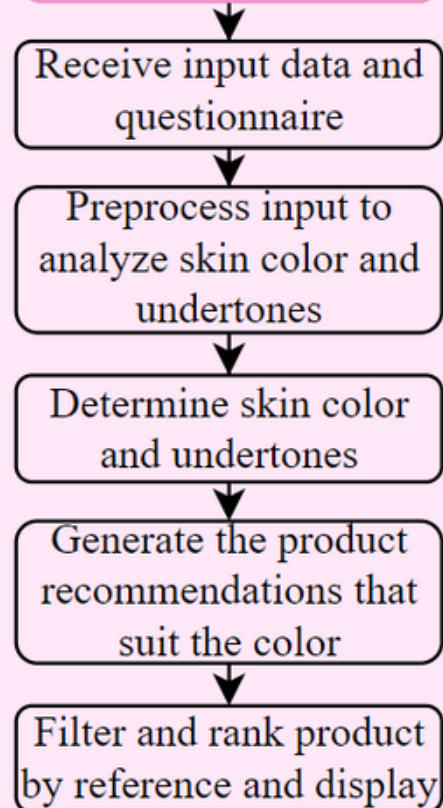
Profitability

WORKFLOW DIAGRAMS ⚙️

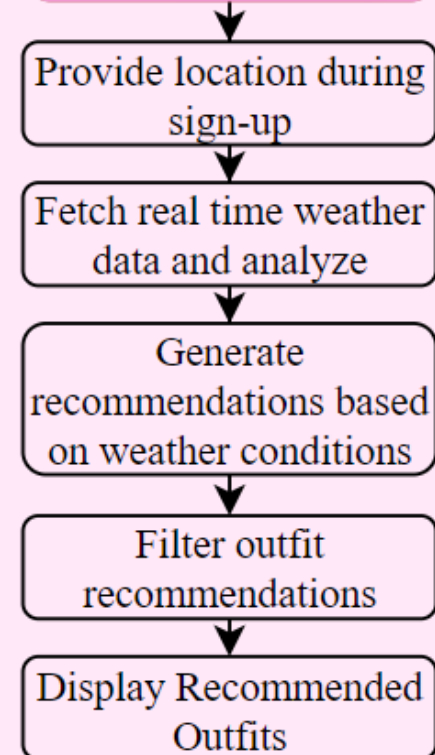
GenAI Home Decor Feature



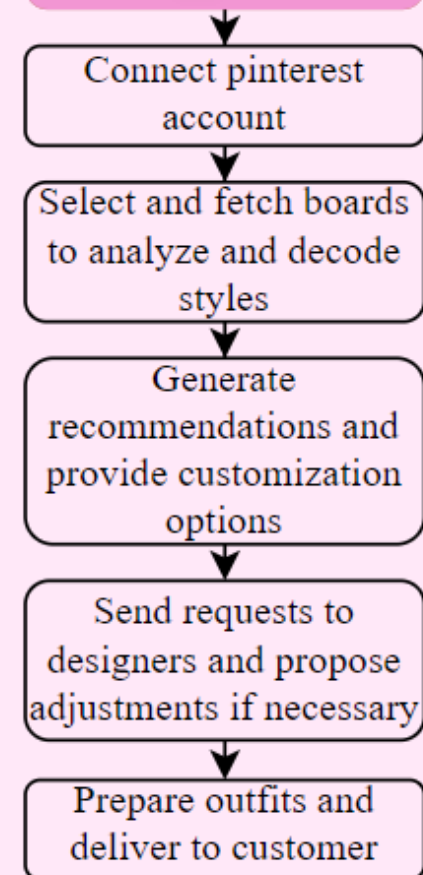
Personalization through skin color analysis



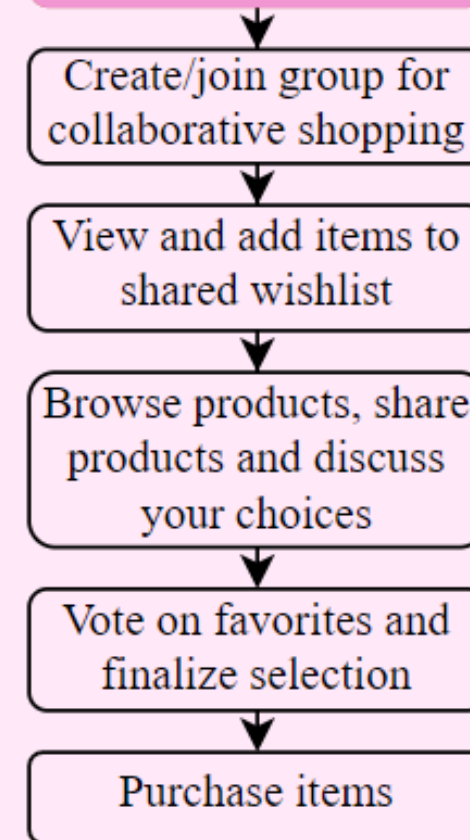
Real-Time Weather-Based Outfit Recommendations



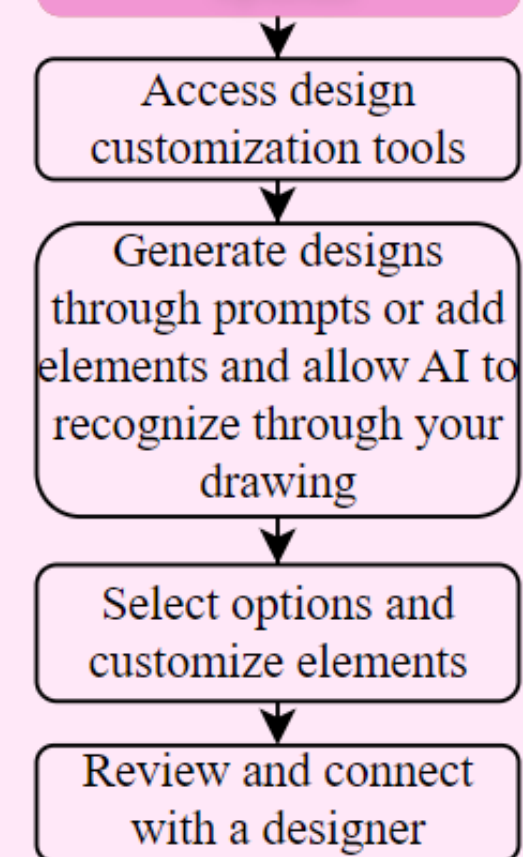
Pinterest inspired outfit suggestion



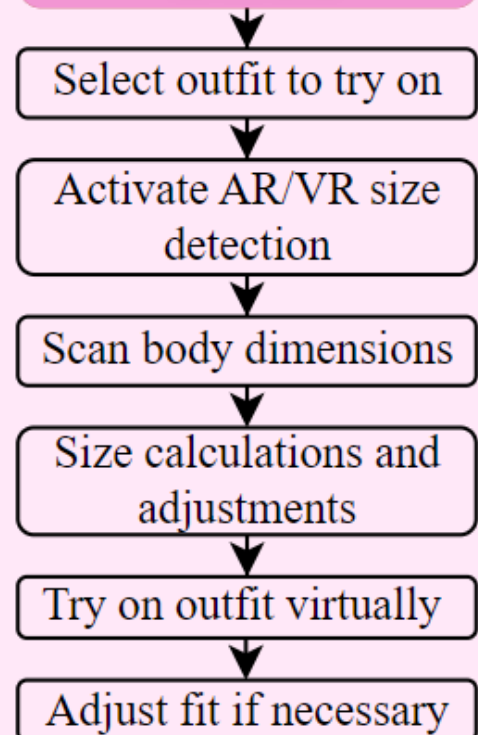
Collaborative shopping



Ultimate customization options



AR/VR based size detection



TECH STACK



REACT JS



EXPRESS JS



NODE JS



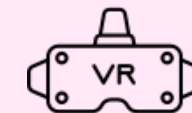
MONGO DB



APIs



AUGMENTED
REALITY



VIRTUAL
REALITY



AI/ML, DL, NLP

BENEFITS

- Seamless accessibility cater specifically to Gen Z
- Unique product offerings and designer collaborations differentiate the brand
- Immersive AR/VR experiences that reduces the amount of returns
- Community engagement in fashion choices
- Increased sales due to satisfaction
- Sustainability Initiatives for more engagement
- Create unique, personalized products that reflect their individual style preferences



COHORT ANALYSIS

	Convenience	Differentiation	Price	Quality	Competition	Engagement
BEFORE	<div><div></div></div> <div>Limited shopping options</div>	<div><div></div></div> <div>Generic fashion offerings</div>	<div><div></div></div> <div>Unclear pricing strategy</div>	<div><div></div></div> <div>Inconsistent product quality</div>	<div><div></div></div> <div>Lagging behind competitors</div>	<div><div></div></div> <div>Passive shopping experience</div>
AFTER	<div><div></div></div> <div>Seamless, personalized shopping</div>	<div><div></div></div> <div>Unique, curated collections</div>	<div><div></div></div> <div>Competitive pricing transparency</div>	<div><div></div></div> <div>High-quality, curated selections</div>	<div><div></div></div> <div>Leading in innovation and trends</div>	<div><div></div></div> <div>Active community involvement</div>