

Coordinated Look Website - Project Definition

Description (2–3 Sentences)

The website is a personal styling planner that helps users coordinate every part of their look—nails, hair, makeup, outfit, shoes, and accessories—in one place. It allows users to plan complete looks for events or daily life, collaborate with friends or groups, and stay visually consistent with their personal style.

Purpose Statement

The purpose of this site is to simplify and organize personal styling by providing an all-in-one platform where users can create, save, and share cohesive looks. It aims to reduce stress when planning outfits, boost confidence, and inspire creativity in personal fashion choices.

User Personas

Primary Persona: Jasmine, 21

College student balancing classes, part-time work, and a busy social life. She loves experimenting with fashion and needs a quick, organized way to plan looks for parties, dates, and school events. Goals: Save time, express personal style, and stay on-trend. Frustrations: Wastes time deciding on outfits last minute; photos of past looks are scattered across her phone.

Secondary Persona: Carla, 28

Event planner and influencer who coordinates themed outfits for weddings, galas, and brand collaborations. She wants to collaborate with clients and friends on looks. Goals: Collaborate with groups, maintain a professional image, and showcase polished style boards. Frustrations: Hard to manage styling details across different platforms (Instagram, Pinterest, notes apps).

Top Five Functions of the Product

- Look Builder: Upload or select items (outfits, makeup, nails, accessories) to create cohesive styling boards.
- Event Planner: Schedule and organize looks for specific dates or occasions.
- Group Collaboration: Share boards with friends or clients for feedback or coordinated group looks.
- Style Archive: Save and categorize past looks for easy reference.
- Inspiration Feed: Curated ideas and trends to inspire new styles.

Measures of Success

- High user engagement (number of looks created and shared per user).
- Positive user feedback on ease of use and time saved.
- Consistent increase in returning users over time.
- Group collaboration and sharing features are actively used.
- Favorable comparisons to competitors in terms of design and usability.

Competitor's Visual Audit

- Pinterest – Minimalistic boards, clean grid layout, visually rich images, strong use of white space.
- Canva – Drag-and-drop interface, playful yet professional design tools, bright and modern color schemes.
- Instagram – Highly visual feed, focus on bold imagery and community interaction.
- Polyvore (archived concept) – Collage-style boards with mix-and-match fashion items, clear product categorization.
- Stylebook App – Neutral, simple layouts focused on wardrobe organization and outfit planning.

Mood Board Ideas

- **Colors:** Soft pastels (blush pink, lavender, mint), accented with gold and cream for a chic, feminine aesthetic.
- **Fonts:** Playful script for headings (e.g., Pacifico), paired with a clean sans-serif (e.g., Lato) for readability.
- **Layout:** Grid-based sections with rounded-corner cards, generous white space, and subtle drop shadows for a modern, elegant feel.
- **Icons:** Minimal line icons for fashion elements (nails, shoes, accessories) to keep visuals consistent.
- **Imagery:** Polished lifestyle photography and soft gradients to create a cohesive, stylish experience.