FINAL BUSINESS IDEA:

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The following are the details of our proposed business idea, along with the premises which emphasizes the *pain points* while using the appropriate context:

**BUSINESS NAME:** *Your Personal Stylist*

1. **Premise**: There are people who have a hard time choosing what to wear every day, there are those who prefer to buy their clothing online, and there are also those who look for clothes to wear for different occasions that they need to attend.

The following are the **pain points** that are mostly encountered by various individuals:

* People sometimes have difficulty in identifying what to wear each day because:
  + They don’t have the time to prepare
  + They don’t feel confident with their fashion sense
  + They find it hard to identify clothing that will match their physique (e.g. Those with physical qualities that are hard to pair with clothing)
  + Of various themes for different occasions
* The preference of shopping online, using style as a filter to find clothing
* The problem of shopping online, but not seeing how it would look like \*on you\*
* The intimidation of finding expensive items in shops that have *established* names, thus yielding to wasted opportunities to both the probable buyer and the shop
* People having to shop online due to the fear that certain shops might not have the sizes / the specific style for them

1. It is an online app / mobile application that you can access anytime anywhere.
2. You’ll have to create your account and type in certain information such as (body type, vital statistics, skin tone, etc.).
3. There will be a default list of limited set of outfits that you can choose from if you are accessing it for free. You can view the brand and price of the item so you’ll know where to buy it.
4. You can also key in clothes that you already have in your wardrobe and the app will just try to match them out so you’ll save time trying them on.

The **target market of this** proposed solution involve**:**

* Those who download functional applications on the market for daily routines
* Those who download applications specifically for the option of having a better fashion sense
* Those who prefer selecting their clothing based on style and their measurements as a filter
* Those who are also willing to pay a certain amount to be able to have a way to select clothing styles and purchase online

**FUNCTIONS**

After creating an account a user is considered as “FREE type account” by default

***FREE***

**Free users:**

* Can upgrade their account into PREMIUM for added features
* A default list of limited set of outfits
* Can view the brand and price of the item
* Can order online
* Can only fit either top or bottom one at a time
* can also receive notifications about the newest fashion trends and news
* Calendar
* can read and write reviews
* Add to bag / cart
* Credit card/debit card, paypal
* wish list

***PREMIUM***

**Premium users:**

* can order online, he/she can also pick where it’s for pickup or delivery
* can also upload personal items from his/her wardrobe (personal collections)
* can specify their color preferences for more precise selection of clothing
* can plan in advance, what to wear, when to wear, and where using Calendar
* can also receive notifications about the newest fashion trends and news
* can read and write reviews
* can change the sizes of the clothes they have picked
* you can also see other people’s profile
* like, share button available
* Add to bag / cart
* Cash On Delivery, Credit/Debit Card, paypal
* Track order
* wish list