1. Project Description

An app that will take the user's wardrobe to the next level: they can now enter any item of clothing they have into the app and categorize it by season, brand, color, style, etc. They don't have to spend hours every morning deciding what put on in front of mirrow, they can browse their clothes online and create stylish outfits anytime, anywhere. They can also use virtual stylist suggestions and make wise shopping decisions based on what they already have and what they really need.

2. Business Requirements

**Become the leading online wardrobe tool in Kazakhstan**

We aim to become a major player in the online wardrobe market in Kazakhstan, offering advanced technologies and solutions for advanced users who value convenience and smart consumption. Our goal is to occupy more than 90% of the market and become an integral part of the everyday life of fashionable people in the country.

**Reach 500k users in the first 3 years**

Reaching a minimum of 100,000 users in the first year after launching the app is our first priority. We aim to attract 500,000 users in the first three years of the service, offering them innovative and convenient solutions for wardrobe management.

**first 3 year ROI 200%**

We need to achieve an ROI of 200% in the first two years after launching the app, which means we plan to earn at least twice as much as we invest during that period.

**High retain**

We aim for a high level of user retention in our app. We focus on DAU/WAU figures of at least 30% and MAU of at least 50%, which will indicate real popularity and active use of our app

**Unique app**

To develop an innovative fashion and wardrobe app for Kazakhstan that stands out from the competition due to its unique features. Such features include online clothing fitting, augmented reality fitting, access to online stylists and personalised style picks.

3. Stakeholders

end user

4. User requirements

* Wardrobe organization
  + user should be able to add Items to the wardrobe
  + user should be able to categorize and tag items
  + user should be able edit items
  + user should be able Search and Filter through wardrobe
  + user should be able to filter items by color, by events, by weather
  + user should be able organize wardrobe across several devices
* Outfit Planning
  + user should be able to create outfits
  + user should be able to edit outfits
  + user should be able to duplicate outfits
  + user should be able to share outfits
  + user should be able to see styling suggestions to outfits
  + user should be able to integrate his outfits with calendar
  + users should be able to see suggested outfits for weather
* Sharing Experience
  + users should be able to share outfits through Social Media
  + users should be able to share outfits in-app tab
* Purchases
  + users should be able to see suggested items to his outfits in retailers’s shop
  + users should be able to discover items for his outfits
  + users should be able to see images and details of items
  + users should be able to price match
  + users should be able to add items on wishlist and favorites
  + Users should have access to suggested looks that are styled specifically for them, leveraging integration with clothing shopping apps.