



CLOUDIE.

A Personal Weather Assistant

LINZI WU

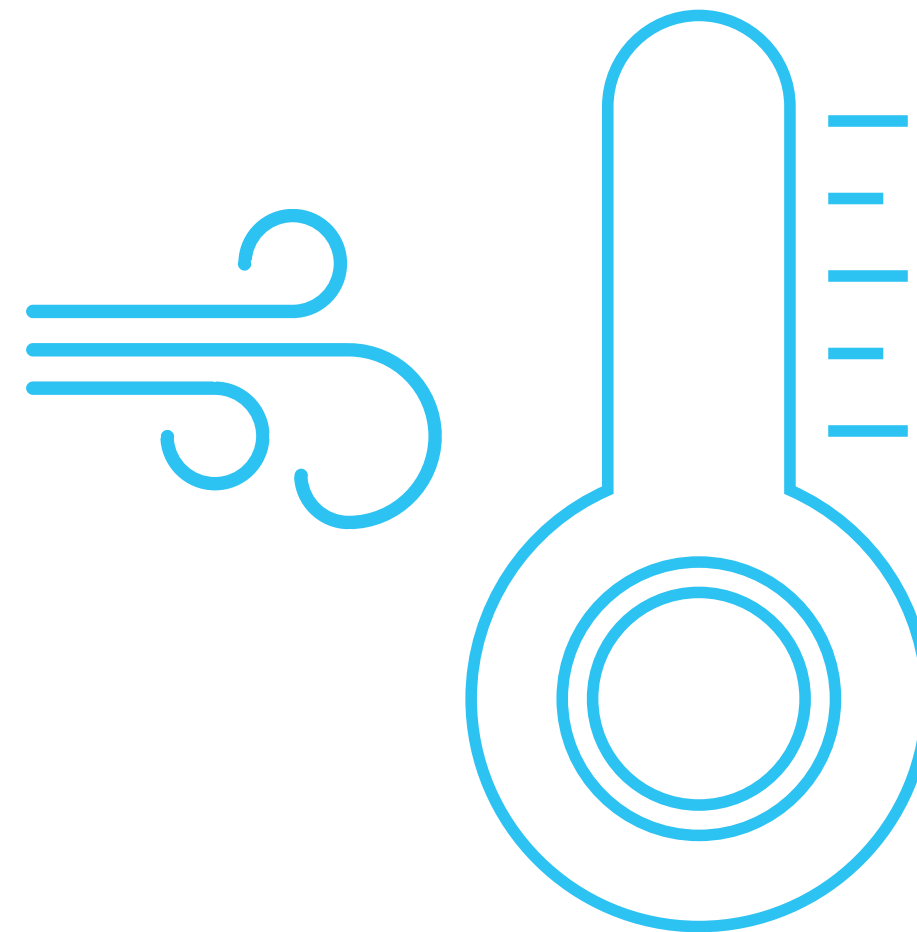
CLOUDIE.

- Team (including the team/project name)
- Problem
- Solution (concept)
- Solution (technology)
- Business model (how are you going to make money?)
- Competition
- Competitive advantages
- Schedule

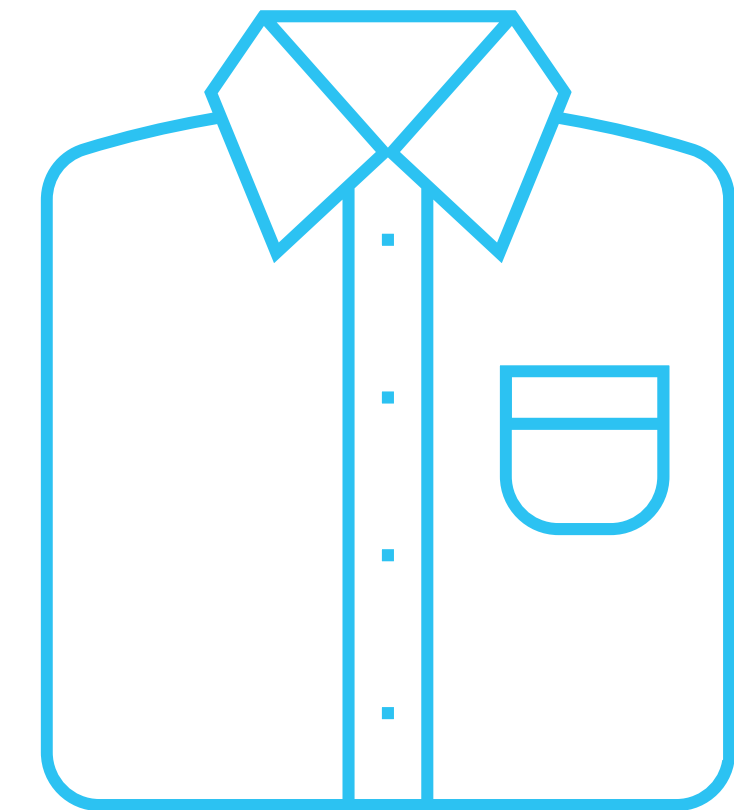
PROBLEMS



don't know the weather
or the weather change
during a day



don't know how that
temperature feel like (with
wind/fog etc.)



don't know what's appropriate
to wear under that weather or a
certain situation

SOLUTION (concept)

A physical cloud (either flat or more 3D) that can:



- inform you the weather and possible change during the day
- tell you how that weather feels outside
- give you suggestions of what to wear based on the weather and certain situations (ex. interview, date, etc.)

SOLUTION (technology)

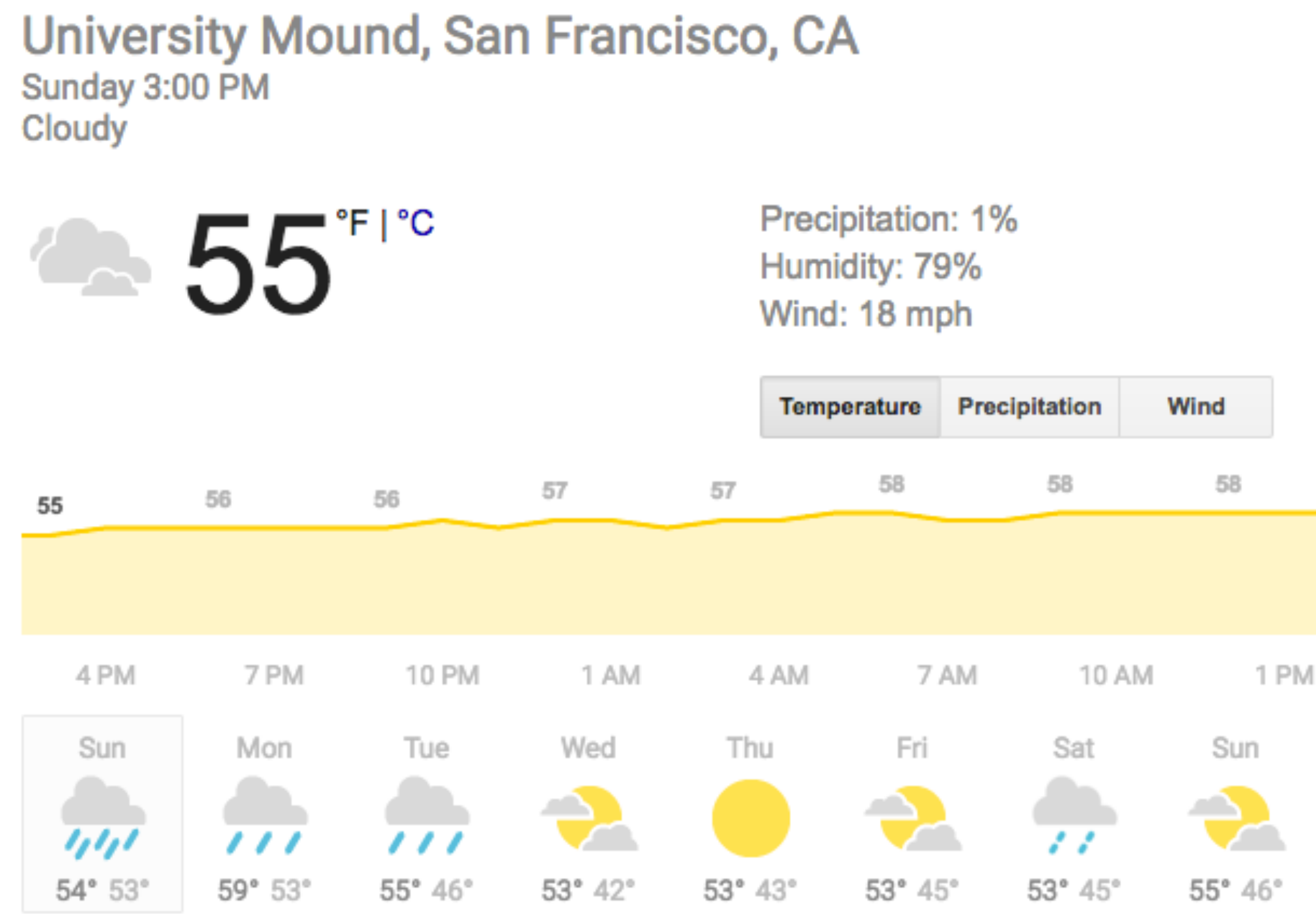
- Finite State Machine
- weather API
- how to input the wardrobe information
- electronic light based on the temperature

BUSINESS MODEL

- Physical Device
- Upgrade Membership Fee (Based on how many items of clothes that uploaded)

COMPETITION

- Existing clothes recommendation website



- Existing weather apps



COMPETITION

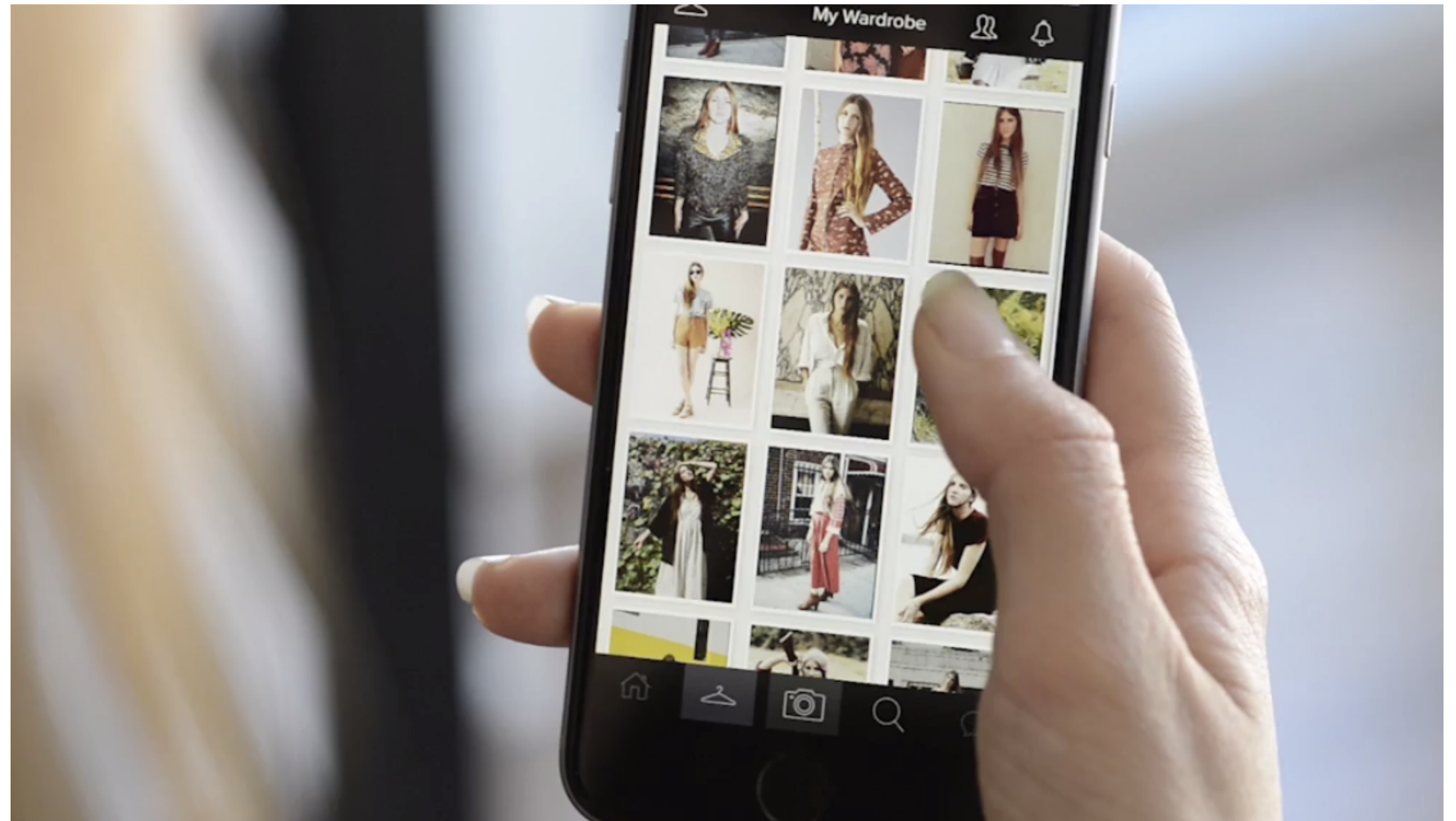
cloth

SNAP: Organize your looks by category, weather, or anything else

SHARE: Let the world see your style

CHAT: Ask friends for style advice and give your own

DISCOVER: Explore real-time street style



COMPETITION

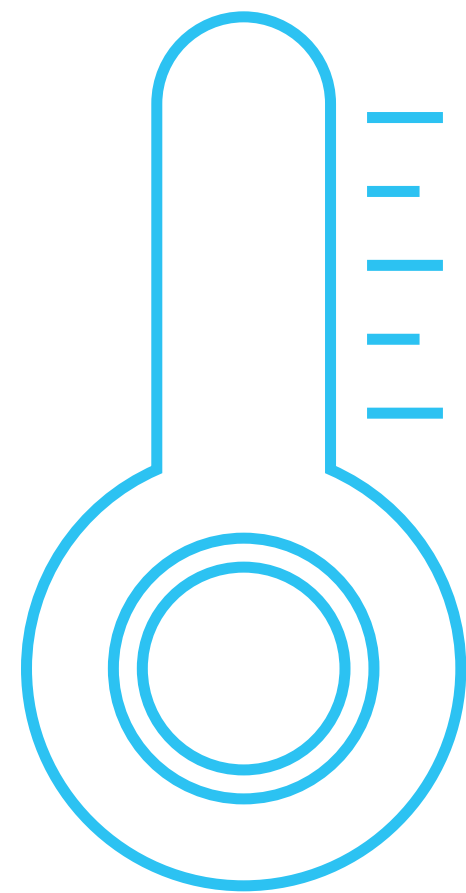
Daily Dress Me

switch to men's • change to C° • follow us on instagram

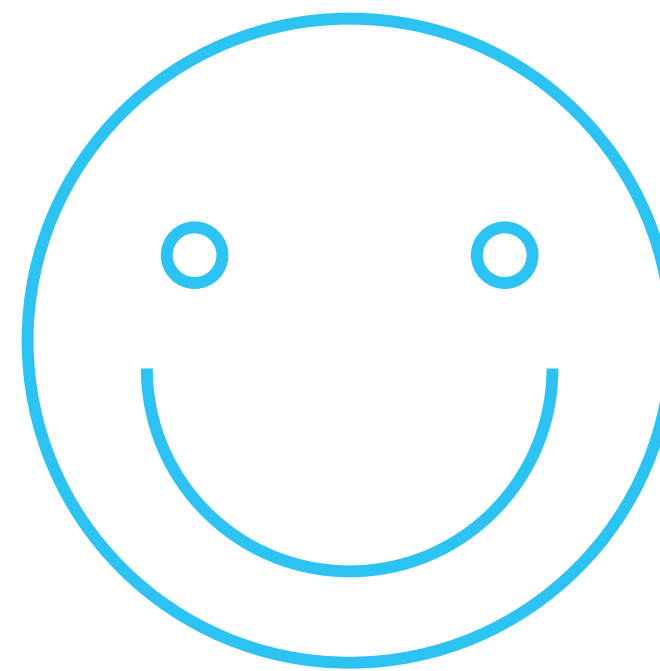
enter your current location
san francisco, ca

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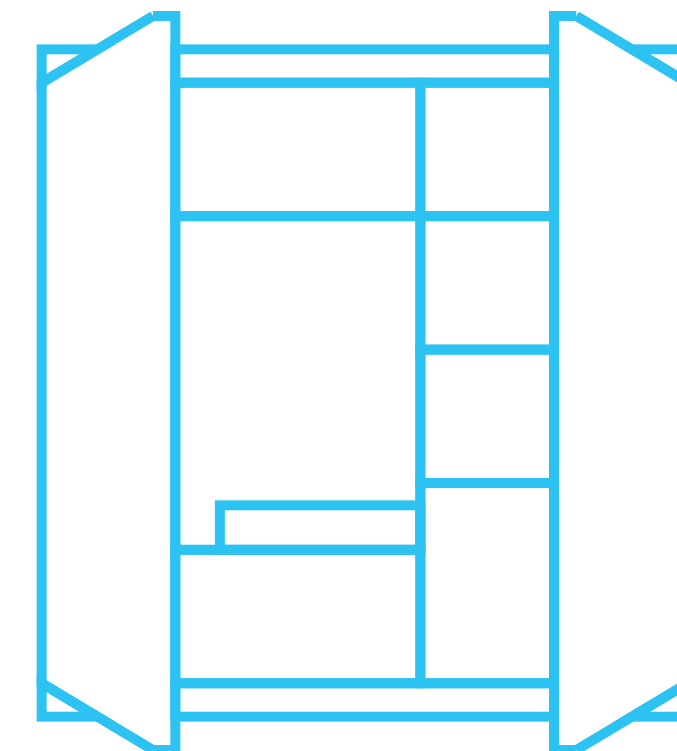
COMPETITION ADVANTAGES



The weather Cloudie not only tells the temperature but also tells how it feels

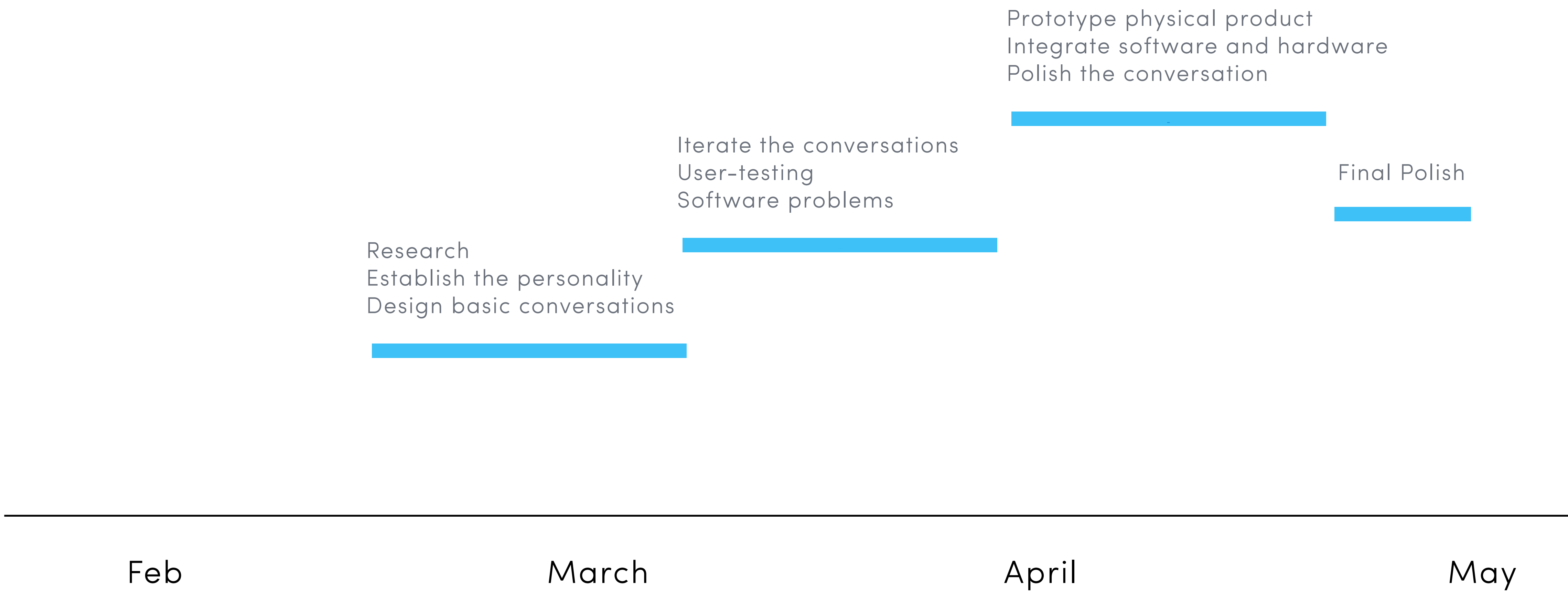


The weather Cloudie can have a humorous personality that wakes the user up in a good mood



The weather Cloudie gives suggestions on what to wear based on the user's personal wardrobe

SCHEDULE



THANK YOU.