



Team - MercariHer

For Women, By Women



Team B

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PROBLEM STATEMENT



Current Challenges

Lack of Inspiration

Women often struggle to find style inspiration online, leading to indecision and abandoned carts.

Traditional Listings

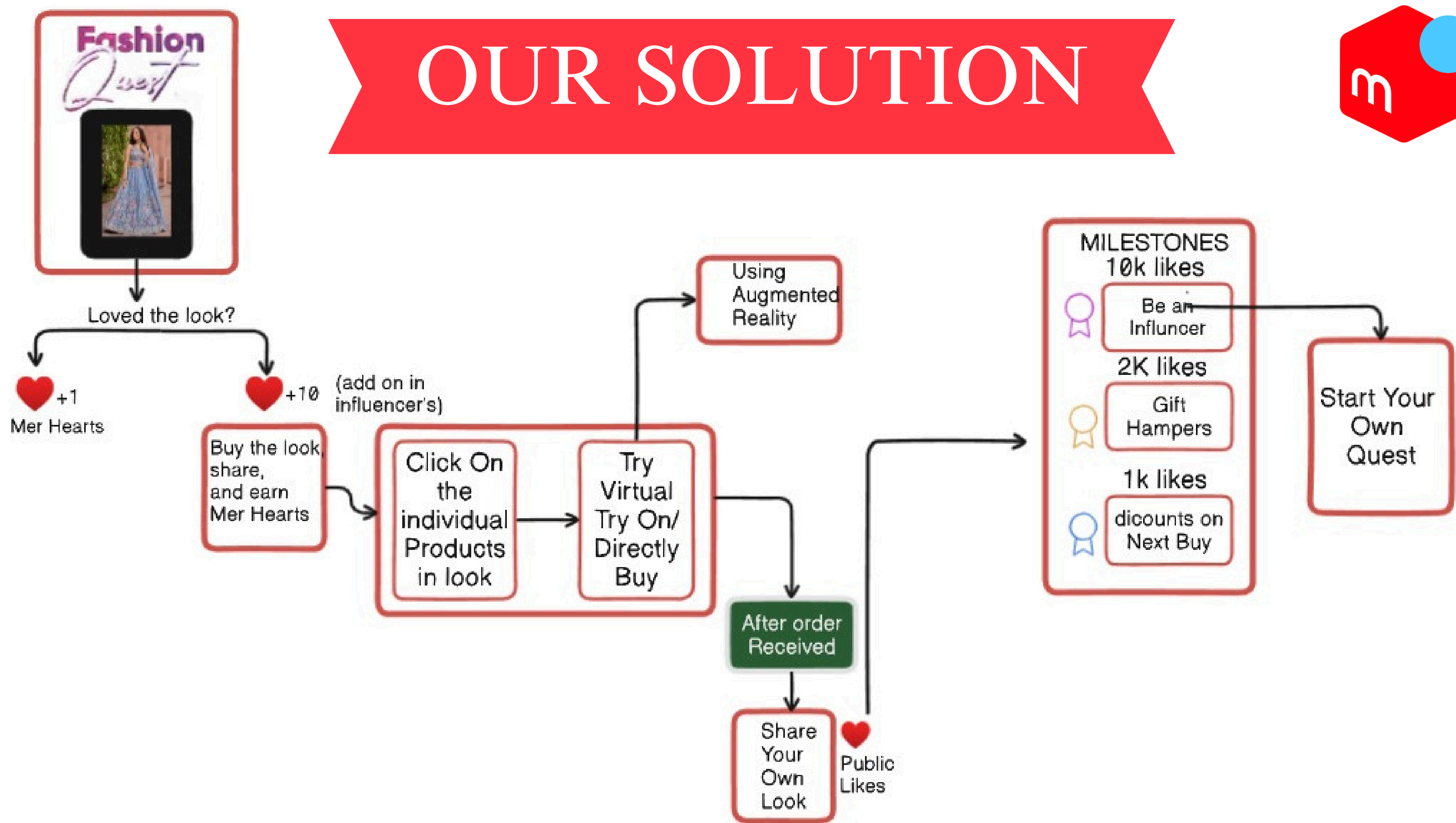
Products are shown in isolation, making it hard to visualize styling options.

Influencer

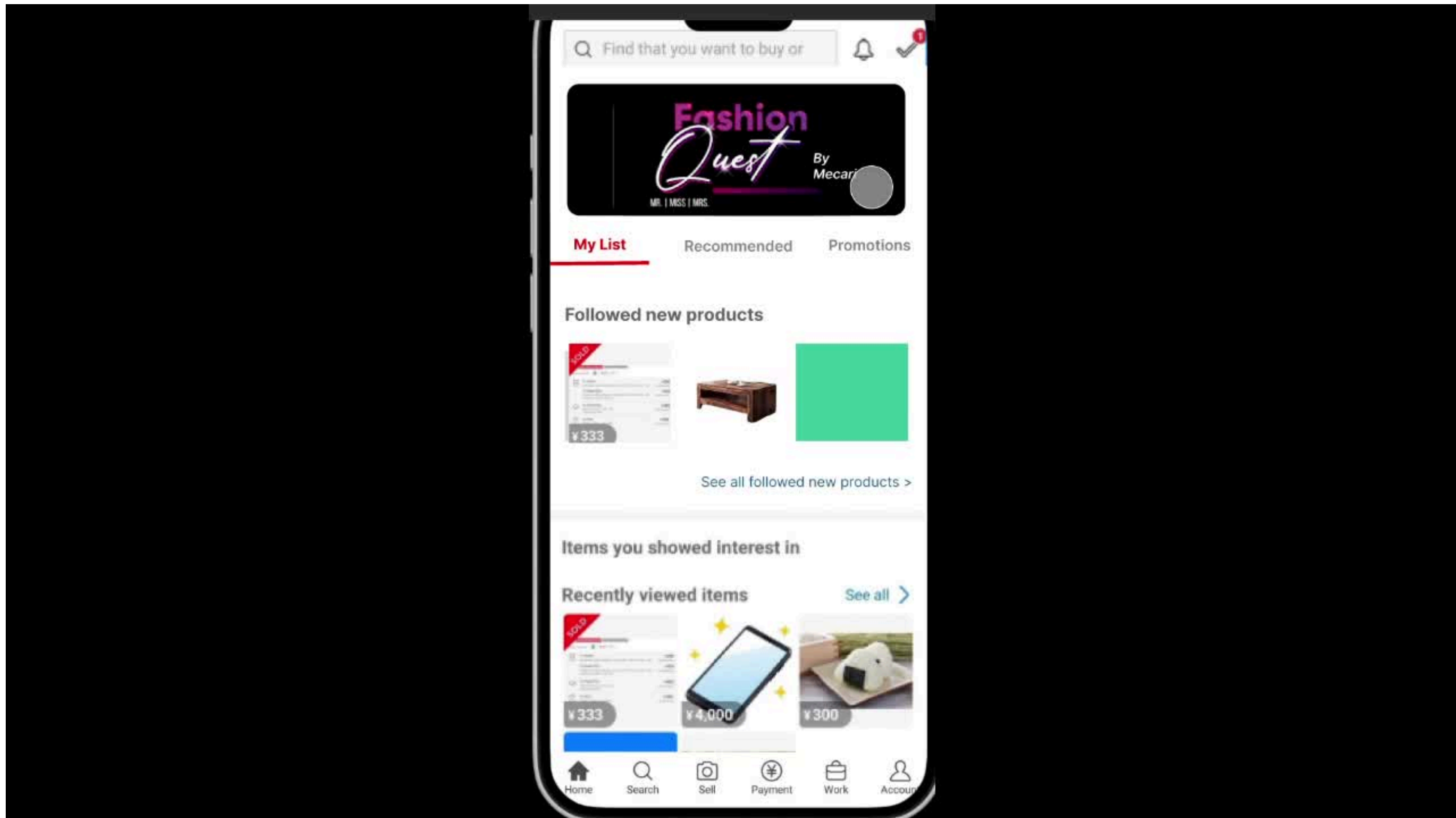
Women rely on influencers for fashion guidance, which is not seamless right now.



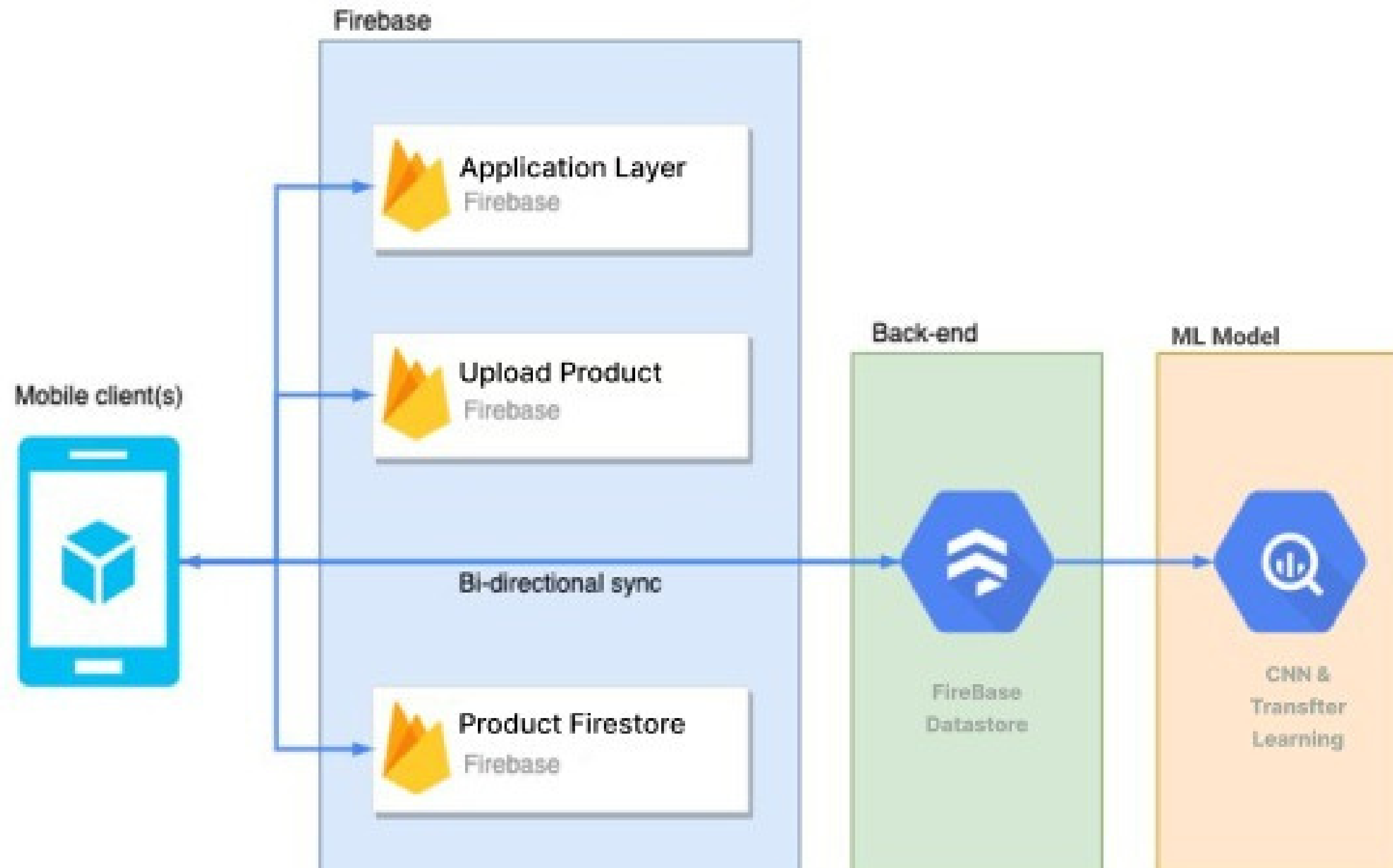
OUR SOLUTION



DEMO



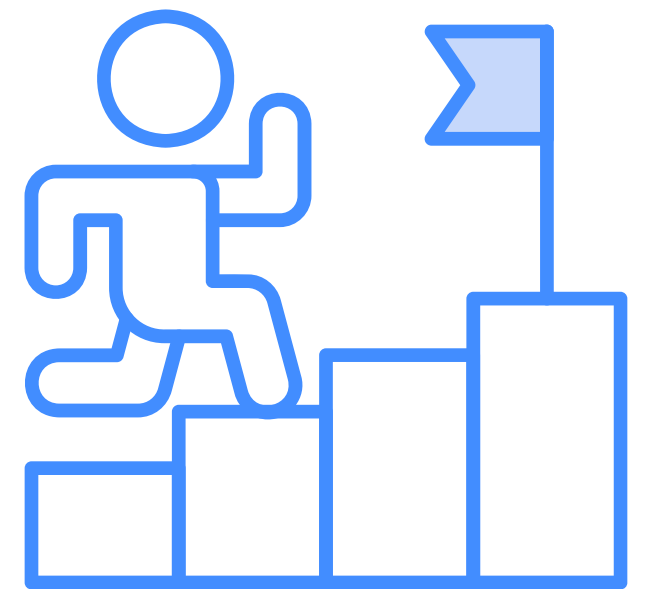
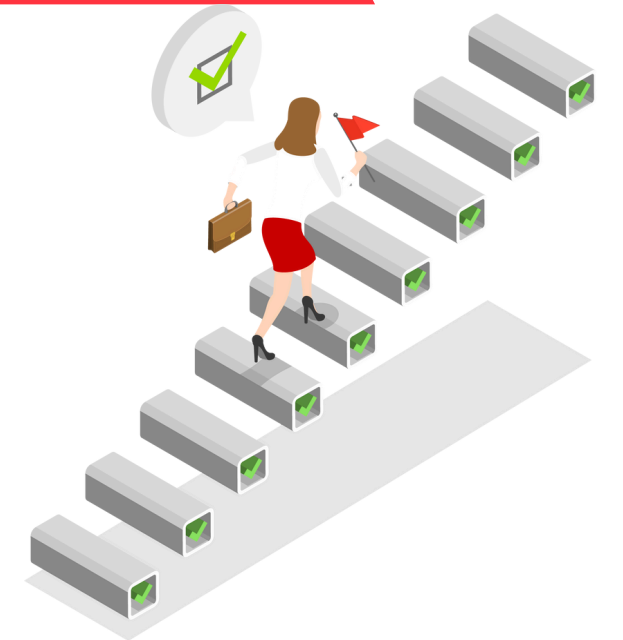
ARCHITECTURE





Technical Challenges Faced

Implementing AR features for 360-degree product views poses the challenge of ensuring a user-friendly interface, while simultaneously designing a fair and motivating merheart reward system that encourages user interaction without adding complexity.



REVENUE MODEL

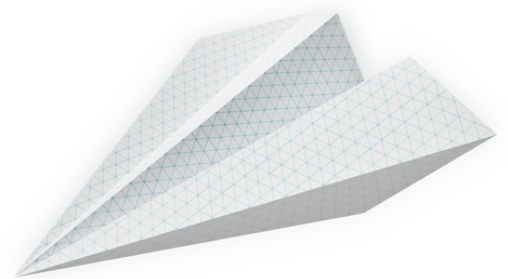


- **Influencer's Benefit:** Increased popularity, wider reach, and a consistent source of income through product recommendations and sponsored content.
- **Company's Benefit:** Higher sales due to increased traffic, with more women engaging on the platform, attracted by personalized business tools, and a supportive community.
- **Mercari's Overall Benefit:** Increased app traffic, inspiring women to start businesses, and fostering a supportive environment where they can thrive and contribute to the app's ecosystem.

FUTURE SCOPE



- **Category Expansion:** Broaden virtual influencer and quests to include categories like home decor, electronics, and beauty products for wider user engagement.
- **Festival or Event-Based Quests:** Create quests around festivals and special events to drive participation and increase sales during key periods.
- **Collaborations with Brands:** Partner with brands to feature exclusive influencer campaigns, offering discounts or promotions for specific product lines.
- **AI-Driven Virtual Influencers:** Develop AI-based influencers for personalized product recommendations, styling advice, and interactive experiences to boost user engagement.



Thank You