

Swipe for a new look

# Pitch Deck for Clothest Match

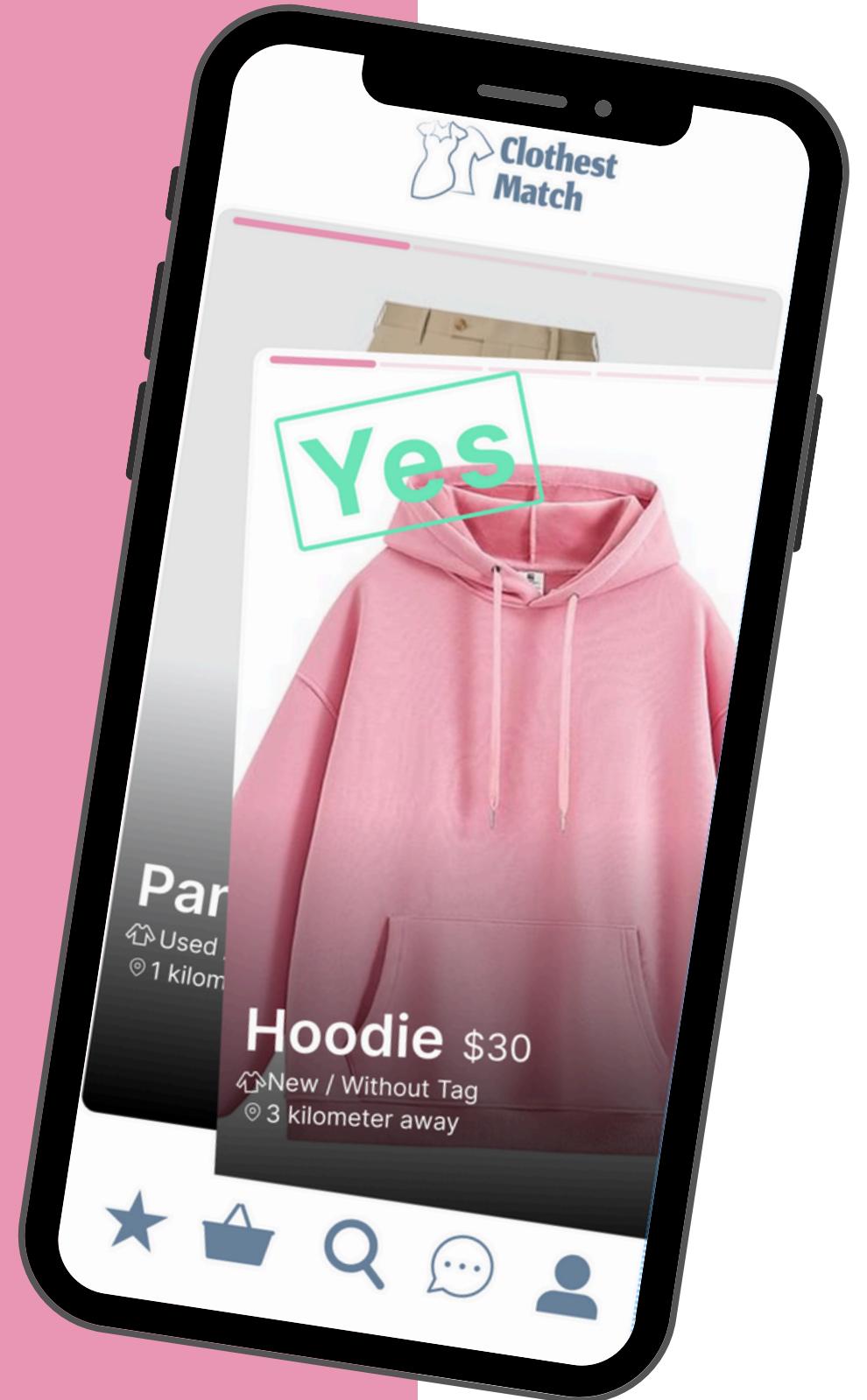
**Caillin Nugent**

**Roger Zhang**

**Isaac Luk**

**Mali Pourzanjani**

18th Aug, 2024



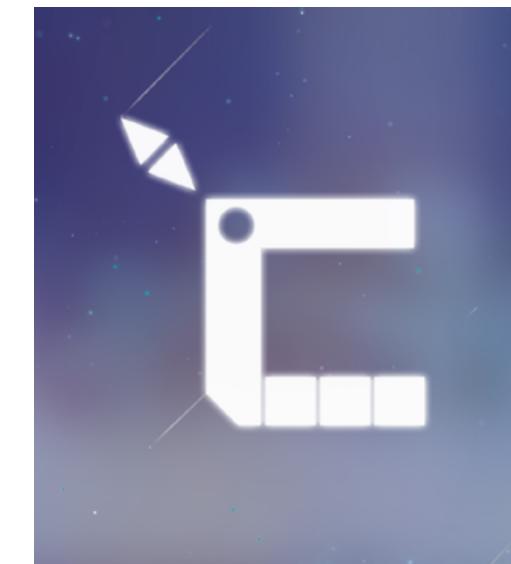


# Team Introduction



**Caillin Nugent**

Back-end, Front-end Developer



**Roger Zhang**

Back-end, Front-end Developer



**King Him Luk, Isaac**

Front-end, UI Designer



**Mali Pourzanjani**

Graphic, UI Designer

On average, clothes  
are only worn

# 7 times

before being discarded

Source: <https://www.vox.com/2019/9/12/20860620/fast-fashion-zara-hm-forever-21-boohoo-environment-cost>



# 18.6 Million

tons of clothes are being  
thrown away around the  
world every year

Source: <https://pebblemag.com/clothes-in-landfills/>

**Amazon Prime**

- ✓prime | Ships from Australia
- ✓prime | International Shipping

**Eligible for Free Delivery**

- Free Delivery by Amazon

All customers get FREE Shipping on orders over \$59 shipped by Amazon

**Delivery Day**

- Get It by Tomorrow
- Get It Within Two Days

**Department**

Clothing, Shoes & Accessories

Women's Sports Tracksuits

Women's Sports Shorts

Men's Sports T-Shirts

Men's Sports Shorts

Women's Sports Jackets

Women's Sports T-Shirts

Women's Shorts

**Customer Review**

★★★★★ & Up

**Brands**

- AUTOMET
- CRZ YOGA
- Under Armour
- FILA
- THE GYM PEOPLE
- Amazon Essentials
- YEOREO

▼ See more

**Price**

\$0 – \$2,800+

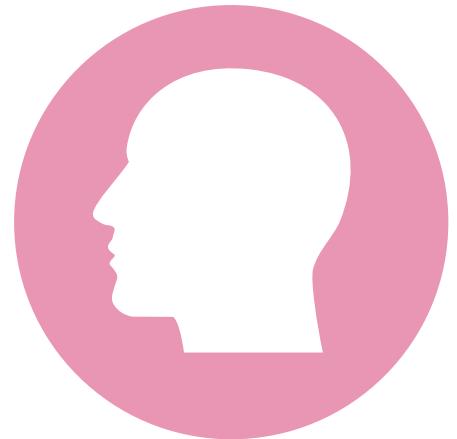
- Shopping for clothes are stale and boring
- the sliders on websites are non-intuitive and interactive

# Solutions



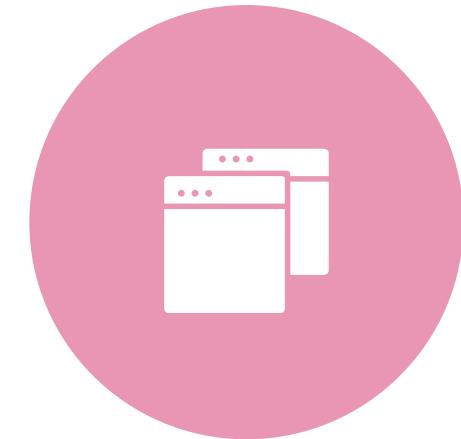
## Interactive way to buy wearings

By swiping, users do not need much consideration on individual items; instead, they can quickly browse and discover clothes that match their style and preferences with minimal effort.



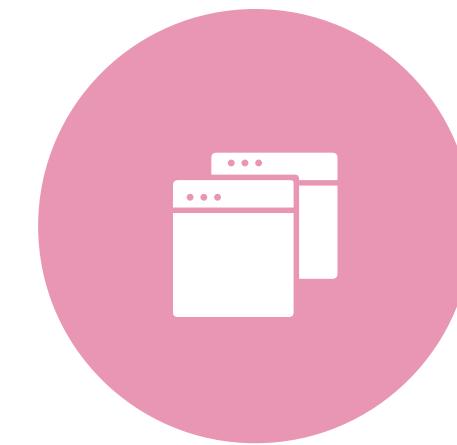
## Personalise Experience

With algorithms, the system can push items that users are interested in. This way, more second-hand clothes can be shared with people who need them.



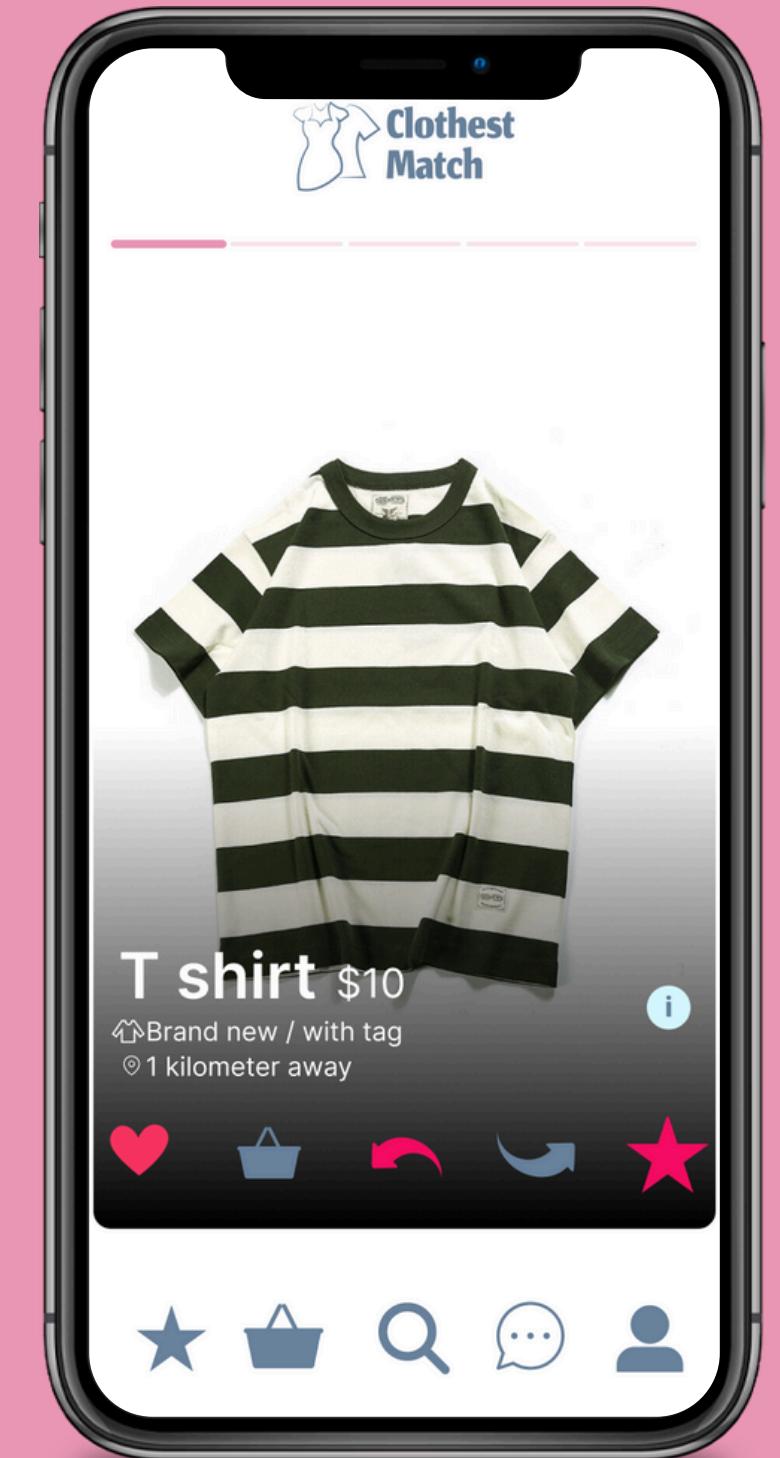
## Online presence and visible ratings for new fashion brand

An online presence and visible ratings are important for new fashion brands. People often prefer established brands, making it challenging for new brands to gain visibility. By suggesting items based on user preferences, the app can bring new brands to users' attention and increase their exposure.



**Clothest  
Match**

**A sustainable  
solution to better  
match your style:**

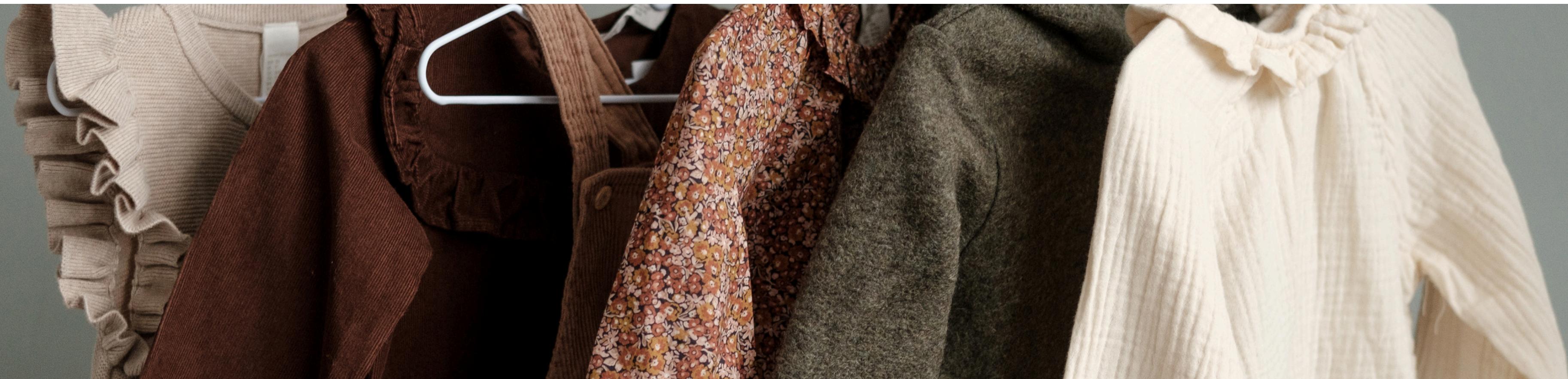


**Clothest  
Match**



# About Clothest Match

We match users with clothes they truly like while giving brands valuable insights into improving customer journeys.



# App Features for Stakeholders



## Buyer

- Personalize Shopping Recommendations
- Sustainable Solution
- 24-Hours Help Center
- Secure Payment
- Easy Delivery
- Reduce Shopping Time

## Sellers

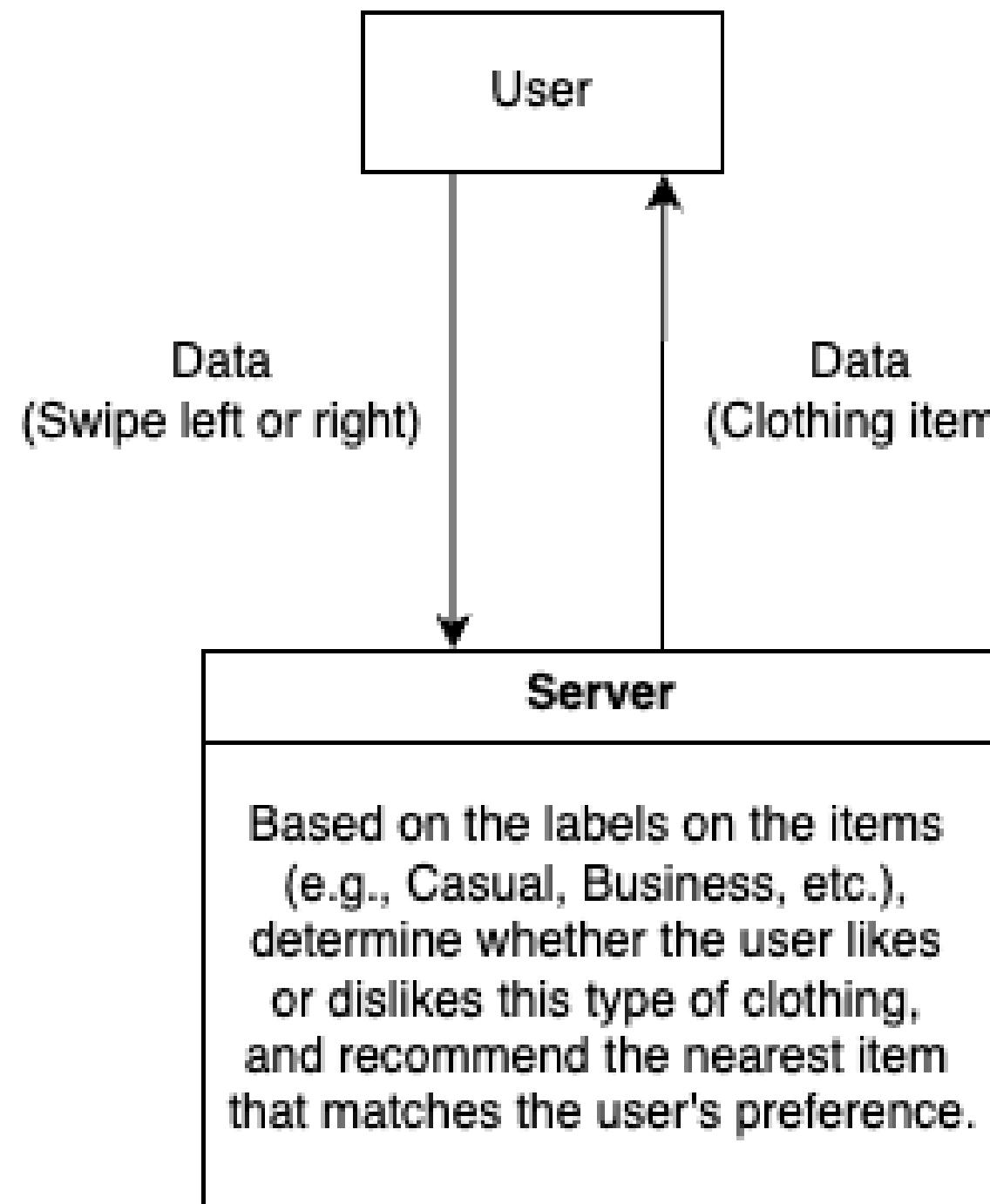
- Sustainable Solution
- Real Time Communication Channel
- Comprehensive Data Access



# How the Clothest Match App work

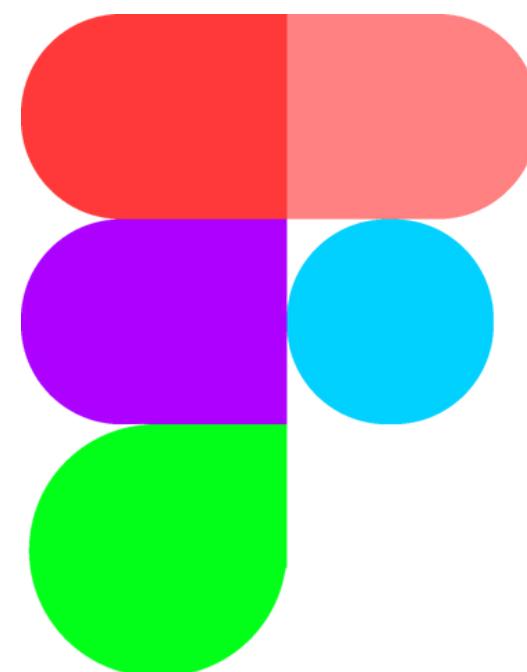


# User Preference System



Each product will be rated on a scale from -10 to 10 across different aspects. By incorporating more data from users, the system can provide accurate insights into what users want.

# Programming Environment (Front-end)



**Figma**



**Android Studio**



**Flutter (.dart)**



# Programming Environment (Back-end)



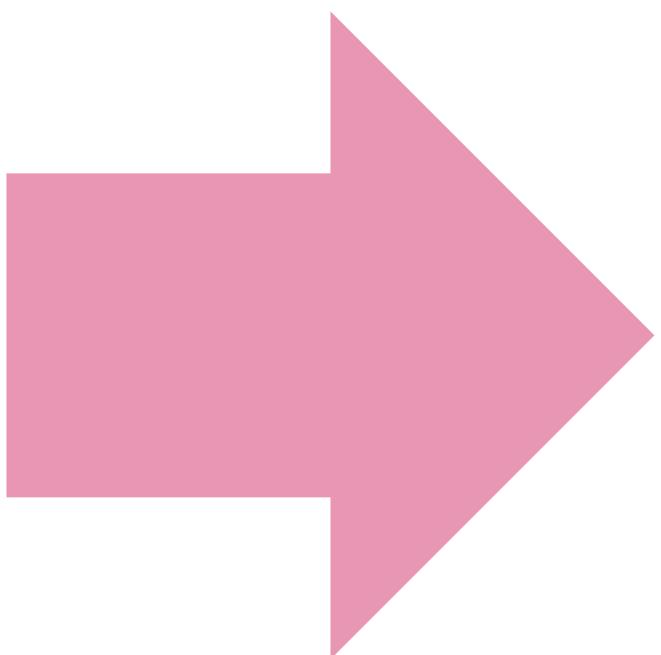
MySQL



Spring Boot  
Spring Session



Spring Data JPA



**RESTful API**

<http://api.clothestmatch.caillin.net>



# User Login Method

## Session Token

i.e. TikTok style login

✓ users do not even need to log in to use the service if they do not wish to

# Why Have Us As Your Fashion Buying Platform



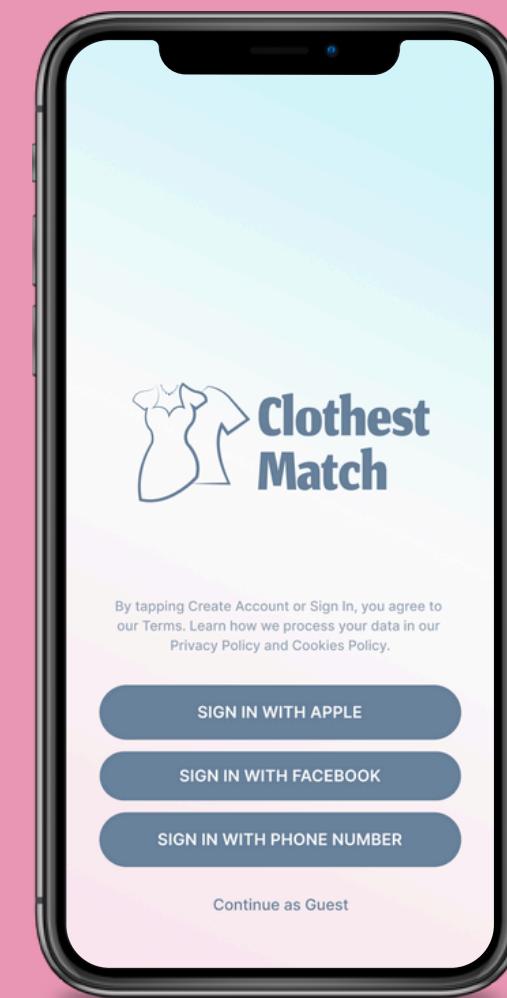
## Provide accurate user feedback data to the supplier

While users must respond with either 'like' or 'dislike' for the item, suppliers can easily obtain information about market reactions."

## Users can easily identify items that they truly like

While the system continuously recommends items that users are interested in, it becomes easier for them to locate and purchase new items they like.

# Future Plans



## Able to Bid for Buyer

Customers will be able to bid for second hand item



## More function for User Preference Prediction

AI price prediction, AI user goods preference prediction, AB price testing



## Collaborate with Logistics Company

With a fast and secure parcel transfer method, clients will have more confidence in our app



**THANK  
YOU**