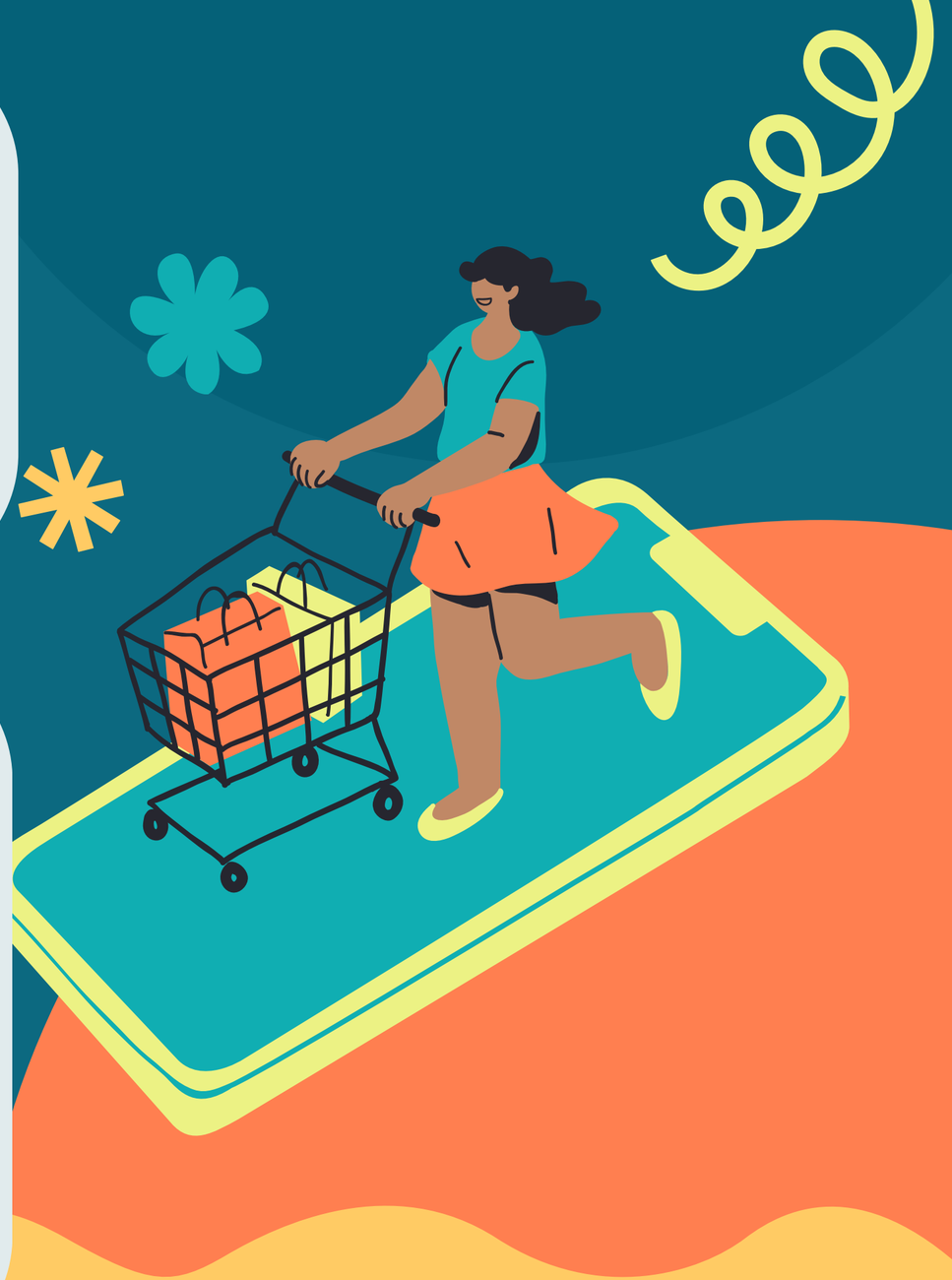
EMOTESTYLE

“EXPERIENCE SHOPPING THAT UNDERSTANDS YOU”

VALUE PROPOSITION

At EmoteStyle, we're transforming online shopping by combining virtual try-ons with personalized recommendations that reflect your mood, while highlighting sustainable products—all in one seamless experience.



DESCRIPTION

EmoteStyle transforms online shopping by combining virtual try-ons with an assistant that understands and responds to your emotions. You can virtually try on clothing, accessories, furniture, and cosmetics while receiving personalized recommendations that match your mood. Plus, the platform highlights sustainable products, helping you make environmentally conscious choices.

FEATURES

1. VIRTUAL TRY-ON EXPERIENCE
2. EMOTIONALLY INTELLIGENT ASSISTANT
3. SUSTAINABILITY HIGHLIGHT
4. DATA PRIVACY AND ETHICAL AI
5. PERSONALIZED RECOMMENDATIONS
6. TRANSPARENCY AND CONTROL

PRODUCT ROADMAP

RESEARCH AND PLANNING

- Finalize product concept and specifications.
- Conduct comprehensive market research.
- Assemble a skilled development team.
- Establish key partnerships.

PROTOTYPE DEVELOPMENT

- Develop Minimum Viable Product (MVP) prototype.
- Validate core functionalities.
- Gather initial user feedback.

PILOT TESTING AND BETA LAUNCH

- Test the product in a real-world environment.
- Collect extensive user data and feedback.
- Refine features based on insights.

PRODUCT REFINEMENT

- Enhance features and fix issues identified during pilot testing.
- Prepare for full-scale launch.

KPI'S

1. PURCHASE RATE AFTER VIRTUAL TRY-ON
2. NUMBER OF PRODUCTS TRIED ON PER SESSION
3. OPT-IN RATE FOR EMOTION RECOGNITION
4. NET PROMOTER SCORE (NPS)
5. SALES OF SUSTAINABLE PRODUCTS
6. NUMBER OF ACTIVE USERS
7. PRODUCT RETURN RATE
8. NUMBER OF PRIVACY COMPLAINTS OR INQUIRIES

USE CASES

- ENHANCED VIRTUAL SHOPPING EXPERIENCE
- EMOTION-AWARE PERSONALIZATION
- SUSTAINABLE PRODUCT DISCOVERY
- REDUCED RETURN RATES
- CUSTOMER SUPPORT ENHANCEMENT
- DATA PRIVACY ASSURANCE

TRADE OFFS

COMPLEXITY VS. USABILITY

Balancing advanced features with a user-friendly interface

PERSONALIZATION VS. PRIVACY

Ensuring emotional data is used ethically, with explicit consent and robust privacy safeguards.

COST OF IMPLEMENTATION

Advanced AI and AR technologies may require significant investment

TECHNOLOGY ADOPTION

Users may be hesitant to adopt emotion-recognition features.

WHY IT STANDS OUT

DIFFERENTIATION

Adds a unique layer of personalization that competitors may not offer.

CUSTOMER ENGAGEMENT

Emotionally responsive interactions can significantly enhance user experience and satisfaction

ADAPTIVE EXPERIENCE

The assistant can adjust recommendations in real-time, catering to the customer's current mood and preferences

VALUE ADDITION

Combines the convenience of online shopping with the personalized attention of in-store experiences

PRODUCT AND MARKET STRATEGY

TARGET MARKET

- Primary: Tech-savvy, environmentally conscious consumers reached through online fashion retailers, cosmetics brands, and e-commerce platforms
- Secondary: Brick-and-mortar stores aiming to enhance their digital presence.

MARKET ENTRY

- Launch with select retailers to pilot EmoteStyle
- Focus on regions with high smartphone usage and strong awareness of AR technology

MARKETING STRATEGY

- Digital Campaigns: Leverage social media, influencers, and content marketing to showcase features
- Educational Content: Provide materials on emotion recognition and data privacy to build trust
- Partnerships: Collaborate with sustainable brands to strengthen ethical positioning

OPERATIONAL EFFICIENCY

DEVELOPMENT TEAM

- Specialists in AI, AR, affective computing, and cybersecurity
- UI/UX designers focused on creating intuitive interfaces

INFRASTRUCTURE

- Cloud services with robust security protocols
- Scalable systems to handle increasing user data while maintaining performance

CUSTOMER SUPPORT

- Training for retailers on integration and usage
- Responsive support team for troubleshooting and inquiries

FINANCIAL PLANNING

COST STRUCTURE

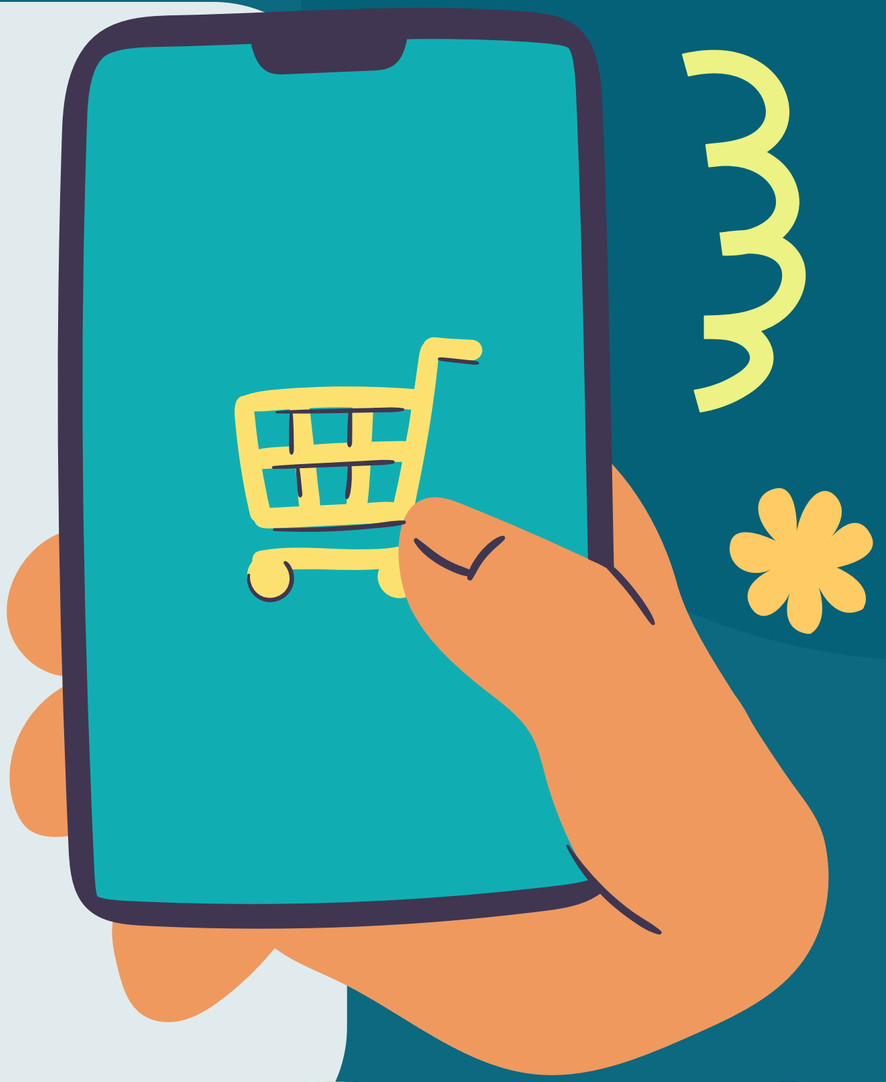
- Development Costs: Initial R&D, ongoing updates, and feature enhancements
- Operational Costs: Hosting, maintenance, customer support, and compliance
- Marketing Expenses: Campaigns, partnerships, and promotional activities

REVENUE STREAMS

- Subscription Model: Tiered pricing for retailers based on feature access
- Integration Fees: One-time fees for custom integrations
- Data Insights: Offeringaggregated, anonymized data trends to retailers (with user consent)

MOBILE SHOPPING TRENDS

Mobile shopping continues to grow, driven by the increasing use of smartphones and mobile apps. Businesses need to optimize their online presence for mobile users to capitalize on this trend. Mobile-Optimized Websites, Mobile Apps , Mobile Payments And Location-Based Marketing



COMPETITIVE ANALYSIS

Feature	EmoteStyle	Amazon	Walmart
Virtual Try-On	☑	☑	☑
Emotion Recognition Personalization	☑	✗	✗
Sustainability Highlight	☑	Partial	Partial
Data Privacy and Ethical AI Practices	☑	Partial	Partial
Personalized Recommendations	☑	☑	☑
Transparency and User Control	☑	Partial	Partial

MOCKUPS

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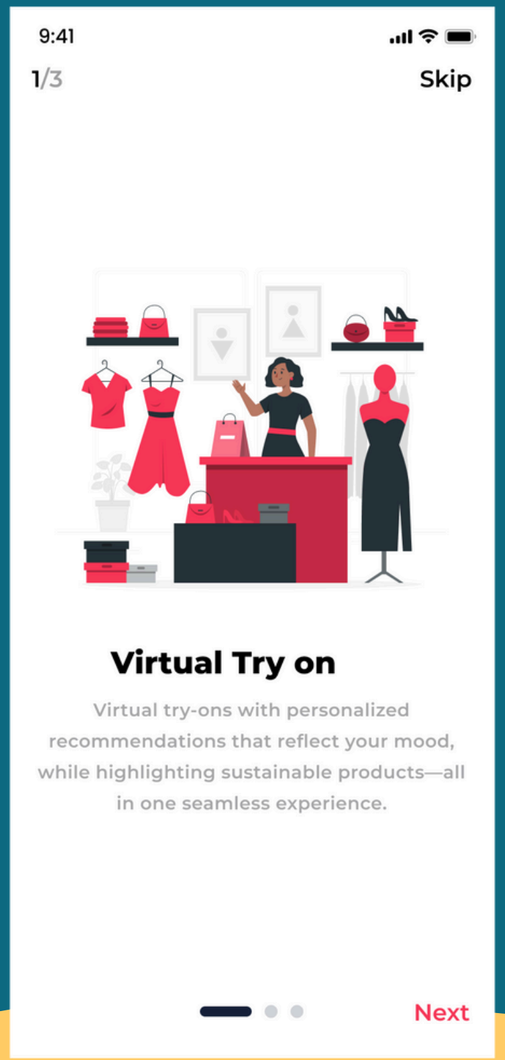
EMOTESTYLE
Experience shopping that understands you
Get Started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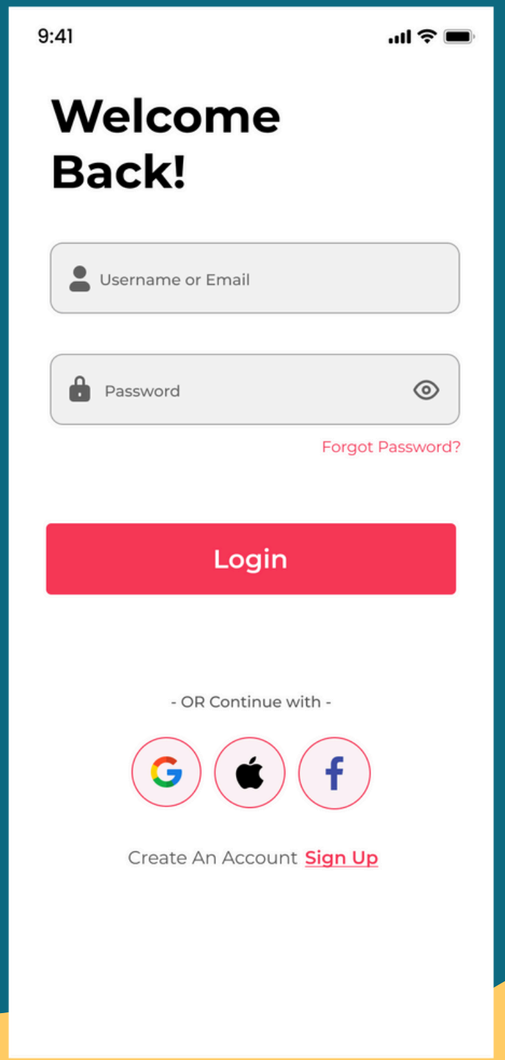
Virtual Try on
Virtual try-ons with personalized recommendations that reflect your mood, while highlighting sustainable products—all in one seamless experience.
Next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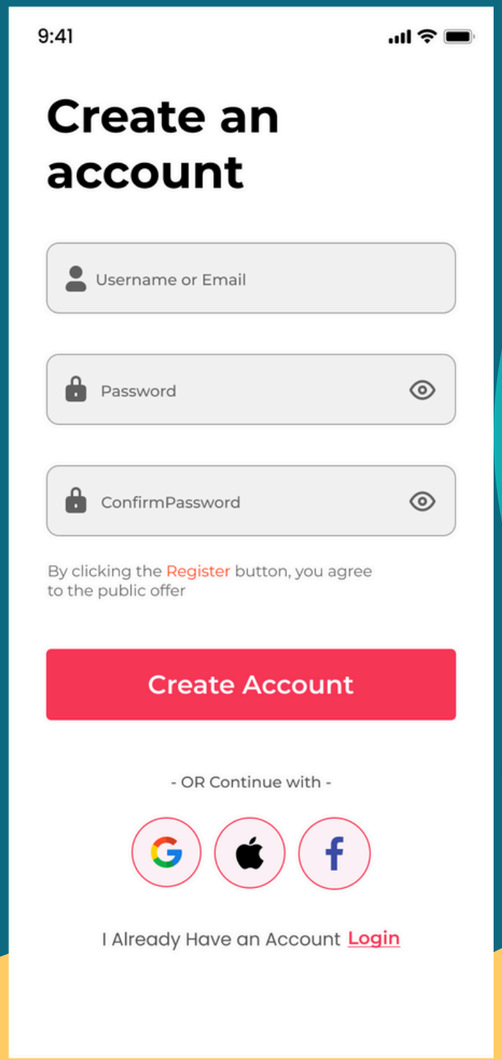
Welcome Back!
Username or Email
Password
Forgot Password?
Login
- OR Continue with -
Create An Account Sign Up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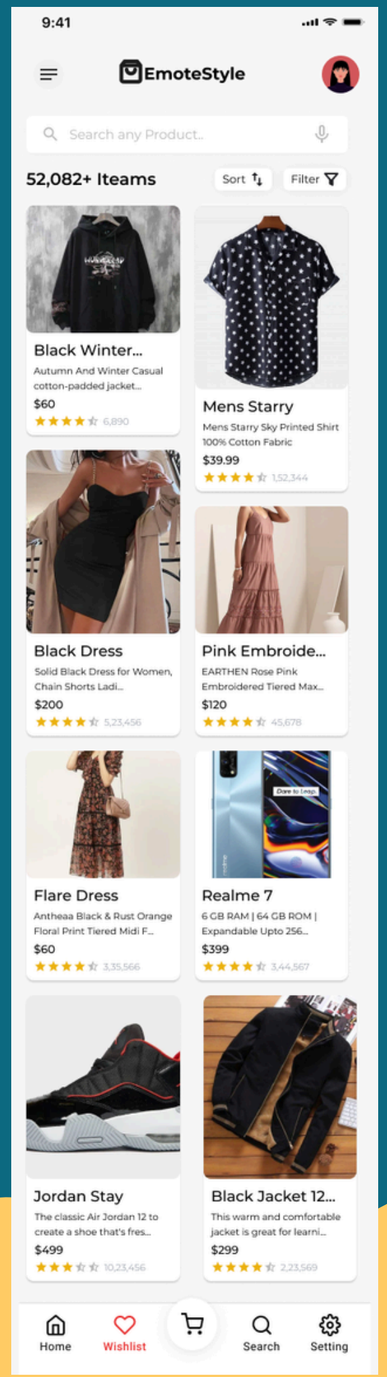
Create an account
Username or Email
Password
ConfirmPassword
By clicking the Register button, you agree to the public offer
Create Account
- OR Continue with -
I Already Have an Account Login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EmoteStyle
Search any Product..
52,082+ Iteams
Sort
Filter
Black Winter...
Autumn And Winter Casual cotton-padded jacket...
$60
6,890
Mens Starry
Mens Starry Sky Printed Shirt 100% Cotton Fabric
$39.99
1,52,344
Black Dress
Solid Black Dress for Women, Chain Shorts Ladi...
$200
5,23,456
Pink Embroide...
EARTHEN Rose Pink Embroidered Tiered Max...
$120
45,678
Flare Dress
Antheaa Black & Rust Orange Floral Print Tiered Midi F...
$60
3,35,566
Realme 7
6 GB RAM | 64 GB ROM | Expandable Upto 256...
$399
3,44,567
Jordan Stay
The classic Air Jordan 12 to create a shoe that's fres...
$499
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Black Jacket 12...
This warm and comfortable jacket is great for learni...
$299
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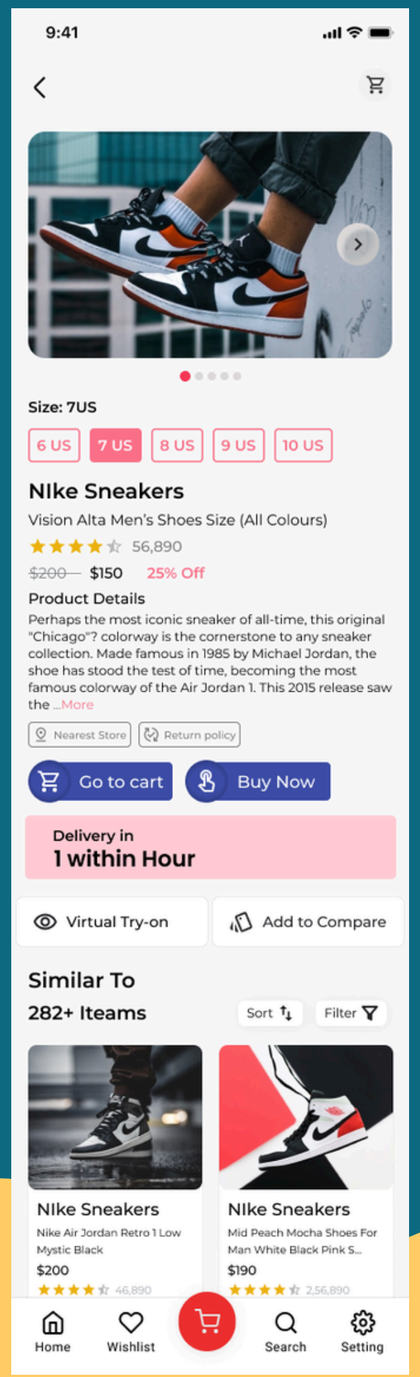
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Size: 7US
6 US
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10 US
NIke Sneakers
Vision Alta Men's Shoes Size (All Colours)
56,890
$200
$150
25% Off
Product Details
Perhaps the most iconic sneaker of all-time, this original "Chicago"? colorway is the cornerstone to any sneaker collection. Made famous in 1985 by Michael Jordan, the shoe has stood the test of time, becoming the most famous colorway of the Air Jordan 1. This 2015 release saw the ...More
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Delivery in
1 within Hour
Virtual Try-on
Add to Compare
Similar To
282+ Iteams
Sort
Filter
NIke Sneakers
Nike Air Jordan Retro 1 Low Mystic Black
$200
46,890
NIke Sneakers
Mid Peach Mocha Shoes For Man White Black Pink S...
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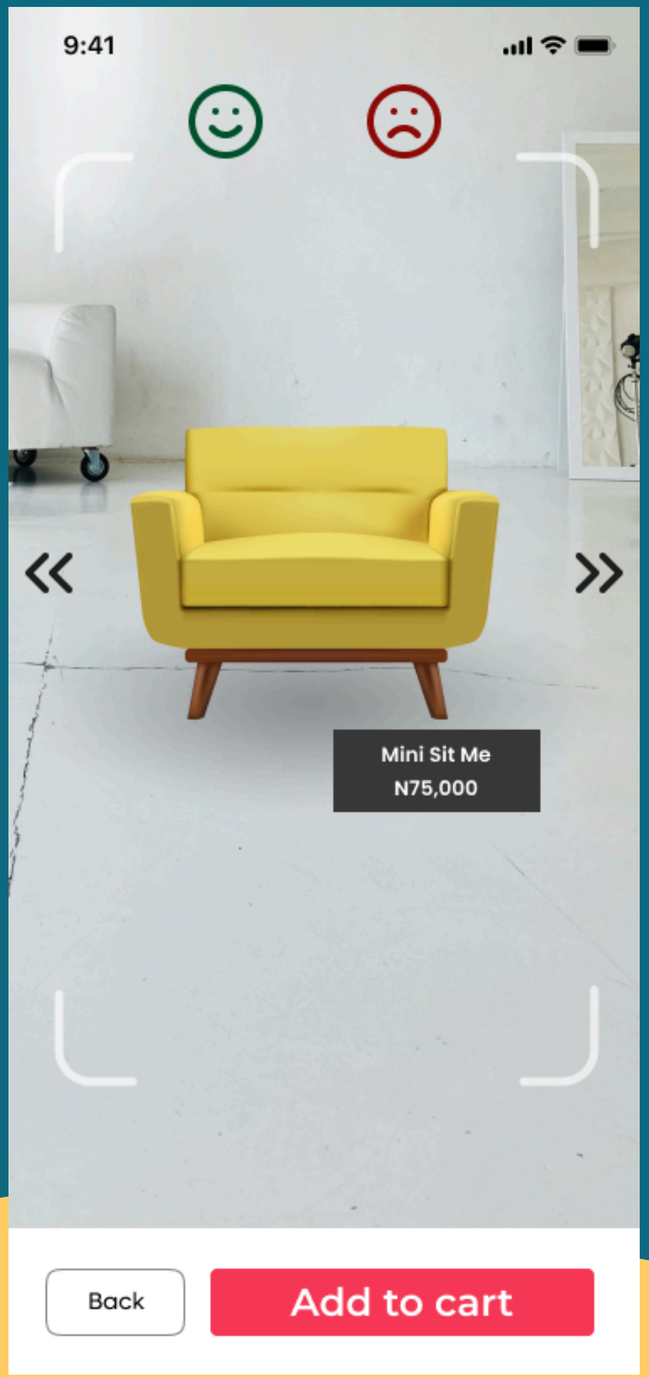
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Mini Sit Me
N75,000
Back
Add to cart

THANK YOU

FOR JOINING ME TODAY TO EXPLORE THE EXCITING TRENDS SHAPING THE FUTURE OF E-COMMERCE.