

Problem statement: what and why?/Moto

Beauty and personal care .

The pandemic has forced all kinds of businesses to operate online. Although the beauty products are available on many platforms, due to the nature of the products the customers are unsure of whether to buy them online. Major reason for that is not being able to personally test the product beforehand which is a common practice while choosing beauty and self care products. So our idea is to overcome this issue and make it easier for the user to choose products and improve user-experience.

Solutions: (Binwant)

We aim to create an application which attracts users to buy beauty products and self care products hasslefree. We plan to give users a companion, starting from need recognition to information search and finally what brand, skin type product suits them the best.

We plan to create separate channels for different beauty care products where the users can interact with each other and build a community. This will increase the interaction of users, so that people can share their opinion with other people.

We propose to expand Myntra's website interactivity from come, see and buy to a place where people can share knowledge about fashion and their experience with Myntra's services.

Following this cause we'll look forward to developing a short video uploading, watching and sharing feature for Myntra's Website.

We also aim to try to create an impact in the beauty industry by making sure that all colors and types of people are provided with well matched beauty products. We will ensure it using Virtual makeup try-on. Here users can try beauty products on themselves virtually. To help users choose between different products by aiding them in knowing what suits them the best, share their view and get to know others.

Planned features:

Multi chat room → Propose & node.js

Short videos → Propose & react.js

Virtual Make Try-on→ Propose & GANs

Future Scope:

Algorithms for knowing whether the content . and interact with other folks, in the motive of creating a community.

Short Videos: we want people coming at Myntra should know how great Myntra's service and fashion expertise is so as a way so that people could their shopping or to share any interesting stuff related to fashion we will be developing a short video uploading feature where connectivity with Myntra increases with knowledge spreading and community connections.

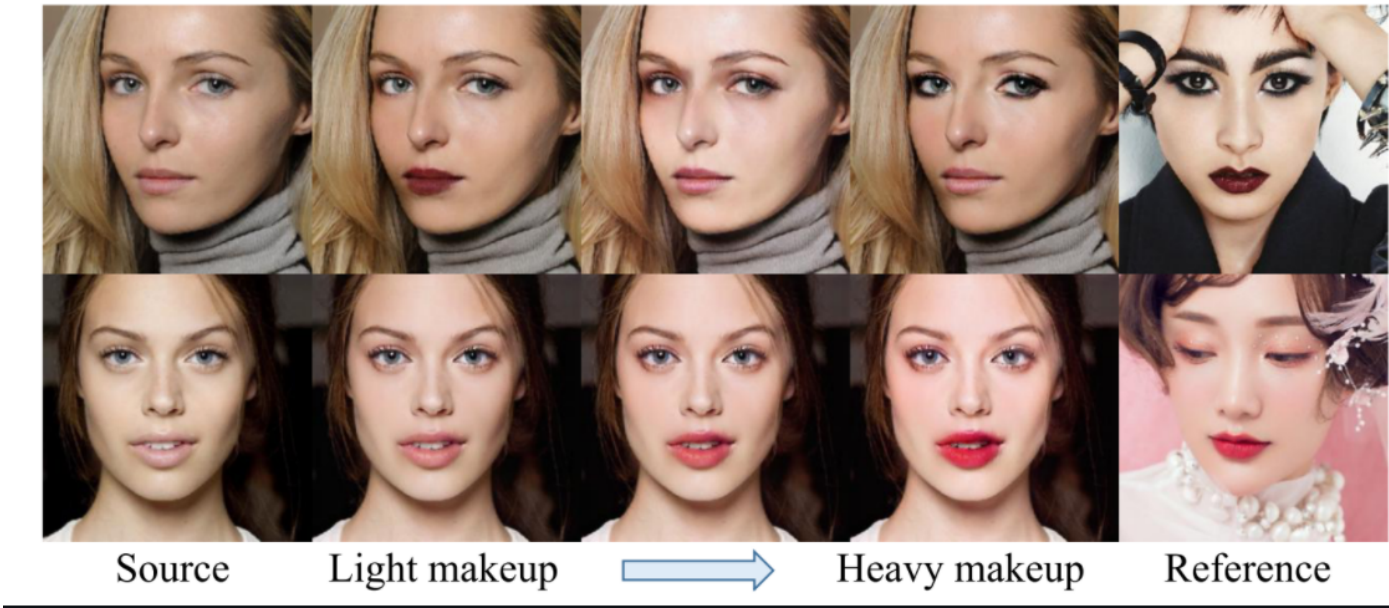
Multi chat room: We want Myntra's website to be no longer a place where people come buy and leave but a place where people interact and feel like there at a place which provides them a comfort and community connection, so we propose to build a multi room chat feature where people can create different chat room and join them and create a community of fashion.

Virtual Make Try-on:

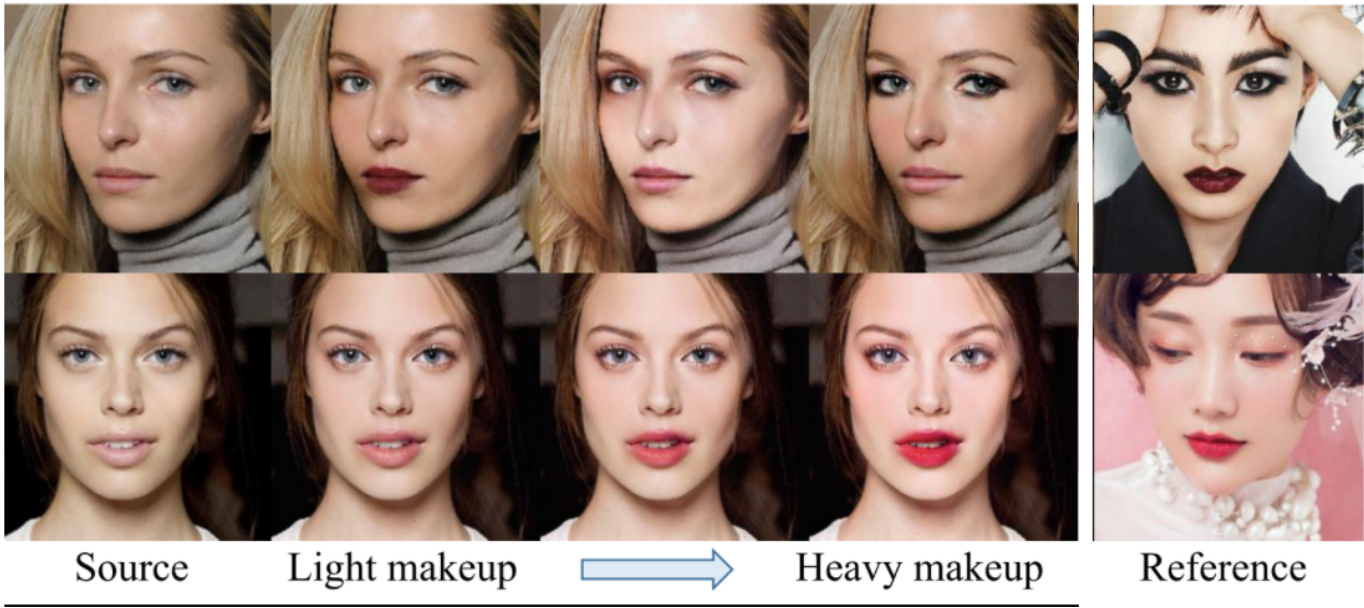
India is a country of diverse races and finding the just-right shade yourself is a challenging task. Myntra provides people of different communities to virtually try on the make-up products on themselves and choose what suits them the best.

Generate the product-applied pic of the person with the help of a reference pic of that particular product applied on someone else using BeautyGAN.

Partial makeup trasnfer (lip, skin, eye)



Partial makeup trasnfer (lip, skin, eye)



Future Scope of Virtual try-on: