

Team Captain Denver
presents

Change it Up

Team Members

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Problem Statment

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. A 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.



Proposed Solution:

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 skin types** are provided with **well-matched beauty products**. We will ensure it using **Virtual Makeup Try-On**. Here people can **try and choose** beauty products **virtually**.

To help users **choose** between different products by aiding them in knowing what suits them the **best**, **share their views**, and **build meaningful connections**.



Plannned features

01

Short Videos:

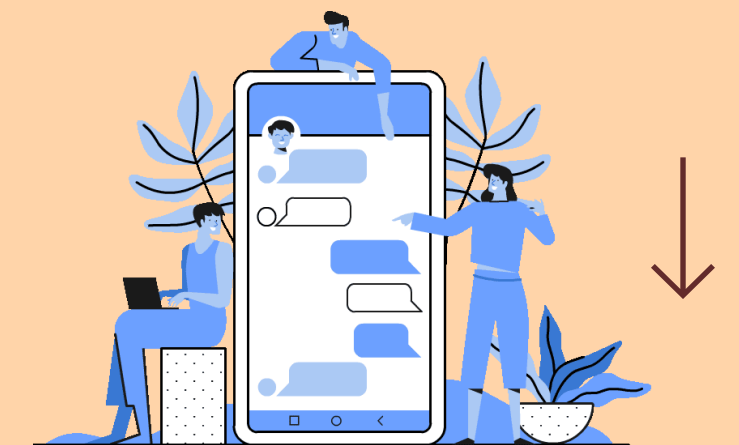
We want people coming to Myntra should know how great Myntra's service and fashion expertise is so as a way so that people could share their shopping or to share any interesting stuff related to fashion we will be developing a short video uploading feature where connectivity with Myntra increases with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



02

Multi chat room:

We want Myntra's website to be no longer a place where people come to buy and leave but a place where **people interact** and feel like they're at a place that provides them **comfort and community connection**, so we propose to build a **multi-room chat feature** where people can create a different chat room and join them and create a community of fashion using Node.js and socket.io.



Plannned features

03 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 skin types** to **virtually Try-On the Makeup** products on themselves and **choose** what suits them the **best**.

Generate the **product-applied picture** of the user with the help of a **Reference** image of the product applied on the model/third person using **BeautyGAN** (depicted in **Figure: 1** on the right side). →

04 A pop up on load:

We want the users to know that everyone is perfect and **Myntra** has the **product for every size and shape**. We want to **promote** the importance of **self-love** and acknowledge it through a short **graphic pop-up** using JavaScript.

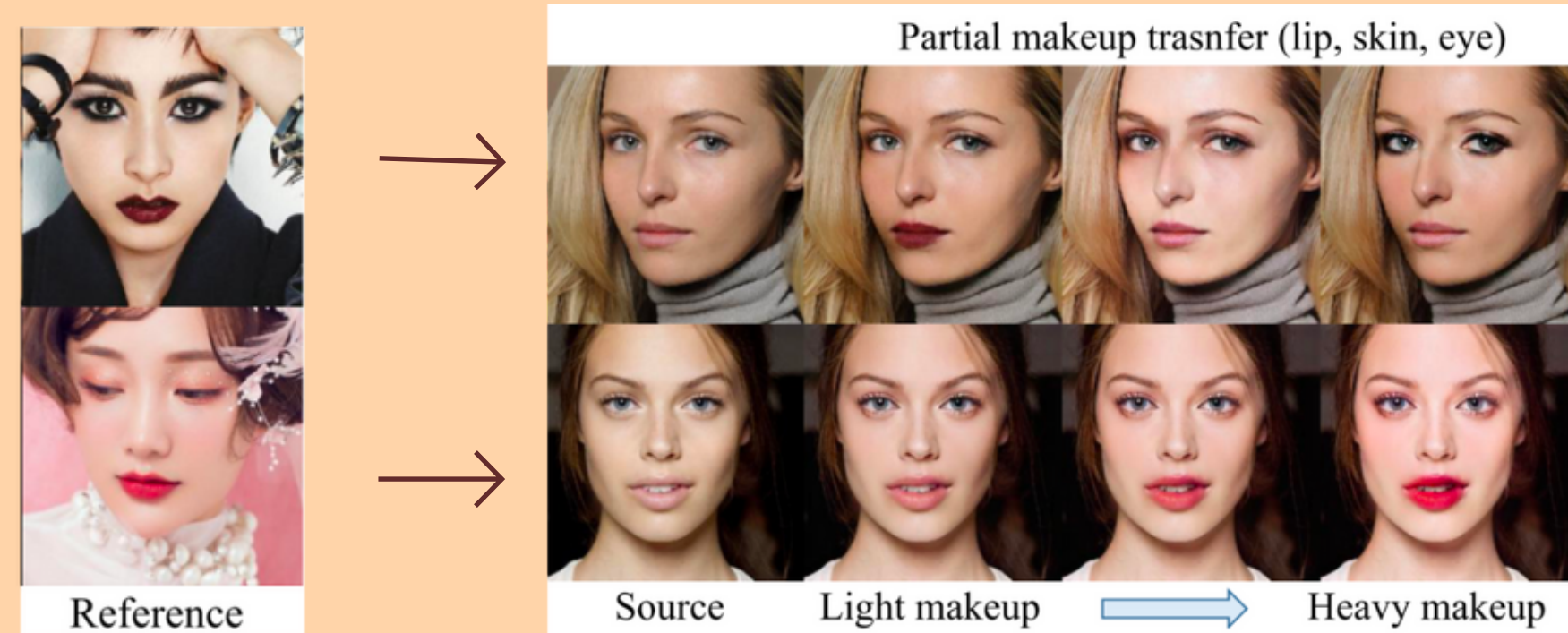


Figure: 1

Future Scope

1. Since we are proposing features for community participation and content creation we expect to work on several content control and community violation checking ways to create a healthy environment.
2. Keeping in mind the major disadvantage of shopping online that is finding the right size for all the body types, we plan to expand Virtual Makeup Try-On to **Virtually Try-On Clothes**.

