

Team meeting notes 9/23/24:

Group members: Lewen, Ryan, Ajibola, Nancy

- Attendance:
 - o Everyone is here
- Picked EasyStyle as main product
 - o Thought that ReturnRoute would be a bit harder to implement
- Answered questions below as discussed in class:
 - How big a problem is this really solving?
 - o To those who don't care too much about fashion, EasyStyle is a fix to a problem that doesn't exist. However, EasyStyle solves a serious problem for fashion lovers who are after the latest trends and love a good deal.
 - For who, and do you think those people would be willing to pay for it?
 - o EasyStyling aims to provide the fashion community with real, relatable fashion ideas from a diverse community. Currently, people looking to create new styles face cost concerns when buying clothes they may not like.
 - o For girls who are always eyeing on trendy clothing styles (e.g. #ootd) and pays attention to celebrity outfits.
 - o For people who want to share their outfits and be influencers
 - o For people who are into fashion outfits but worried about the price
 - How would you get it to them?
 - o Promotion through social media and collaborations with smaller influencers/brands that would benefit mutually from the collaboration.
 - o Will be on both browser and app formats, so easy to get into willing customer's hands
 - o Offer coupon for first time users who download the app (lose money)
 - What kind of price do you think they would be willing to pay?
 - o Monthly membership that allows premium features requires purchase (much later down the line)
 - o Run ads specifically for fashion brands (later down the line)
 - Are you pretty sure this can be productized?
 - o Yes, there are similar websites/apps that follow the same interface that we would want to create
 - What would the Shark Tank say of it?
 - o Would raise questions regarding current user base and potential customer base