

# Style Topics

Stitch Fix / Data  
Labs

# Objective

How can we ensure that stylists  
make clients feel best served?

# Objective

One is by not making mistakes  
that makes our service feel  
impersonal.

# How?

High-level roll-ups  
of what she's saying

...previously we had client-lifecycle topics

## Topic Prevalence

...text is divided into 35 topics.

Perfect Fix	5.71%	Style Profile	2.74%	Body Type	2.07%
Thank You	5.37%	Material	2.73%	Color	2.01%
Future Requests	5.06%	Recommend SF	2.64%	Weather Climate	1.97%
Not Quite Right	5.02%	Can't Wait for Next	2.62%	Unknown	1.94%
Disappointment		Print Patterns	2.59%	No More of this Style	1.70%
Cancellation	4.88%	Getting There	2.59%	Travel & Holidays	1.56%
Can't Wait for Next	4.05%	Style Profile	2.55%	Stylist	1.48%
SF Experience	3.73%	Price & Quality	2.43%	Leaving SF	1.26%
Clothing Department	3.61%	Wardrobe Mix	2.31%	Blog & SF Brand	0.70%
<b>Listening &amp; Attention</b>	3.31%	Unknown	2.28%		
Fit & Size	3.30%	Please Stop Sending	2.23%		
Buy Five Discount	3.27%	Unknown	2.16%		
Bummer Fix	3.20%	Package Delivery	2.15%		
Work, Date & Casual Wear	2.78%				

Less likely

# Style Topic Examples

Main Categories

**Construction**

**Fit**

**Style**

**Type**

Main Categories	Secondary Categories
<b>Construction</b>	Detail
	Fabric
<b>Fit</b>	Upper
	Midsection
	Bottom
	Shape
<b>Style</b>	Color
	Motif
	Pattern
<b>Type</b>	2nd
	Accessories
	Bottoms
	Tops



Main Categories	Secondary Categories	# of sub-topics
<b>Construction</b>	Detail	25
	Fabric	12
<b>Fit</b>	Upper	3
	Midsection	3
	Bottom	2
	Shape	4
<b>Style</b>	Color	10
	Motif	4
	Pattern	8
<b>Type</b>	2nd	3
	Accessories	7
	Bottoms	6
	Tops	6
	Maternity	1

Main Categories	Secondary Categories	# of sub-topics
Construction	Detail	25
	Fabric	12
Fit	Upper	3
	Midsection	3
	Bottom	2
	Shape	4
Style	Color	10
	Motif	4
	Pattern	8

Main Categories	Secondary Categories	# of sub-topics
Construction: Detail Topics		
accents, studs, embellish		
beach, cover, up, kimono, paisley		
bead, pearl, embellish		
bra, strap, tanktop		
button, gap		
crochet, silk		
cuff, roll, wrist		
cutout, racer, back		
denim, wash		
feather, leaf		
flair, peplum		
honeycomb, jumper, multi		
lace, trim		
layer, scallop, laser, cut		
necklace, chain, tangle, pendant		
pocket, sweatshirt, hoodie		
rhinestone, bling, flutter, sleeve		
rose, bandage, sparrow		
ruffle, frill		
split, back, backless, flap		
tie, tassel, bow		
trim, pop, contrast		
tulip, slit, expose		
twist, knot, crop		
zipper		

Main Categories	Secondary Categories	# of sub-topics
<div>Fit: Midsection Topics</div> <div>butt, belly, curves</div> <div>cling, drape, neck, cowl</div> <div>stomach, hug</div> <div>butt, belly, curves</div>	Detail	25
	Fabric	12
	Upper	3
	Midsection	3
<div>Fit</div> <div>Style</div>	Bottom	2
	Shape	4
	Color	10
	Motif	4
	Pattern	8

Main Categories	Secondary Categories	# of sub-topics
<div>Style: Motif Topics</div> <div>bohemian</div> <div>conservative</div> <div>nautical, preppy, classic</div> <div>western, cowboy</div>	Detail	25
	Fabric	12
	Upper	3
	Midsection	3
Fit	Bottom	2
	Shape	4
	Color	10
	Motif	4
Style	Pattern	8

Main Categories	Secondary Categories	# of sub-topics	Chris's Estimate of Profile Coverage
Construction	Detail	25	0%
	Fabric	12	33%
Fit	Upper	3	33%
	Midsection	3	66%
	Bottom	2	50%
	Shape	4	33%
Style	Color	10	100%
	Motif	4	50%
	Pattern	7	57%

Main Categories	Secondary Categories	# of sub-topics	Chris's Estimate of Profile Coverage
Construction	Detail	25	0%
	Fabric	12	33%
Fit	Upper	3	33%
	Midsection	3	66%
	Bottom	2	50%
	Shape	4	33%
Style	Color	10	100%
	Motif	4	50%
	Pattern	7	57%

# Objective

Address our coverage



# How?

The right information  
at the right time

# Parachute

Ask 2x-3x more questions

Easier to do

Overwhelm the stylist?

Overwhelm the client?

Too much information on the profile?

Show the right information at the right time

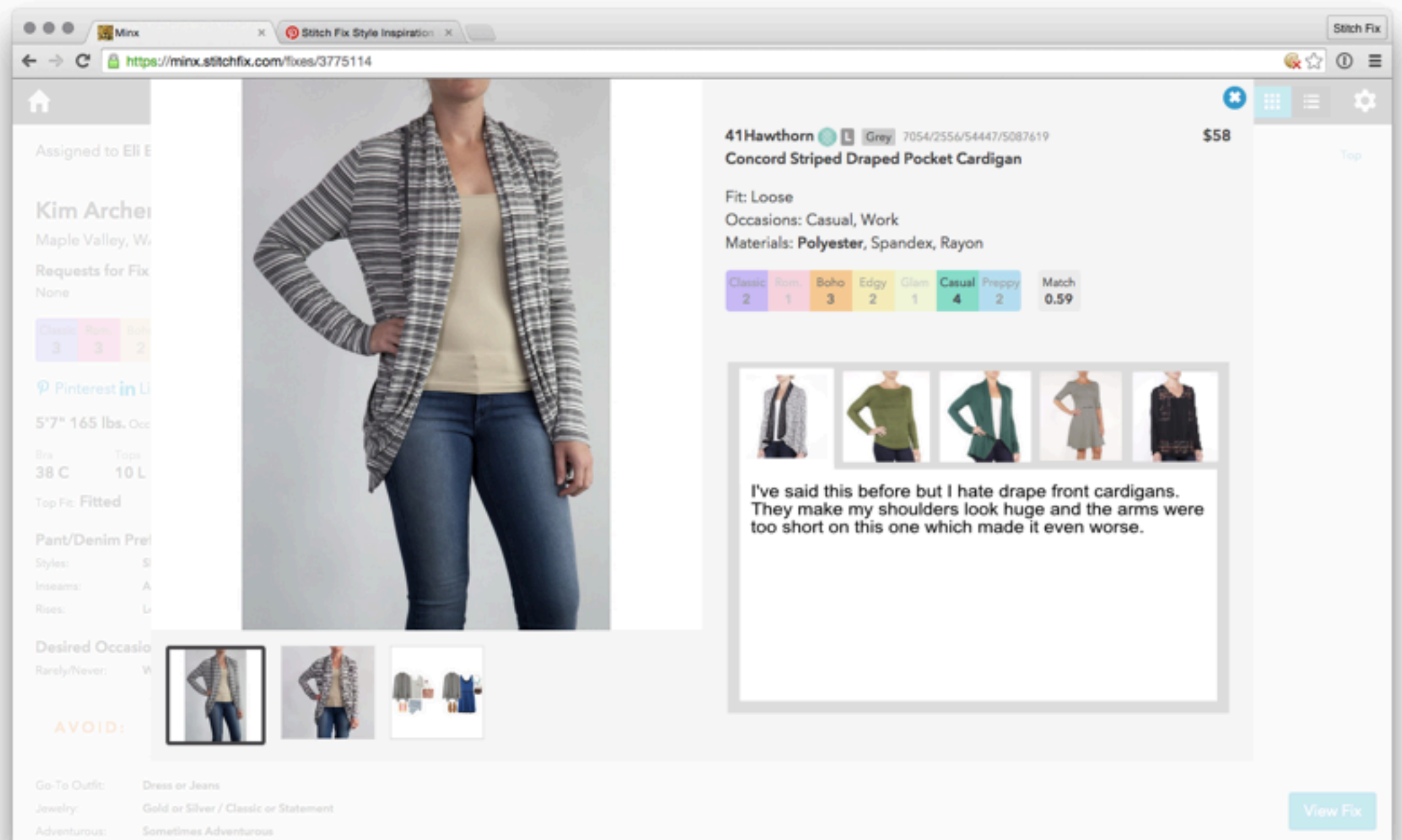
More difficult: more

UX, Eng & AA effort

Reduces stylist load

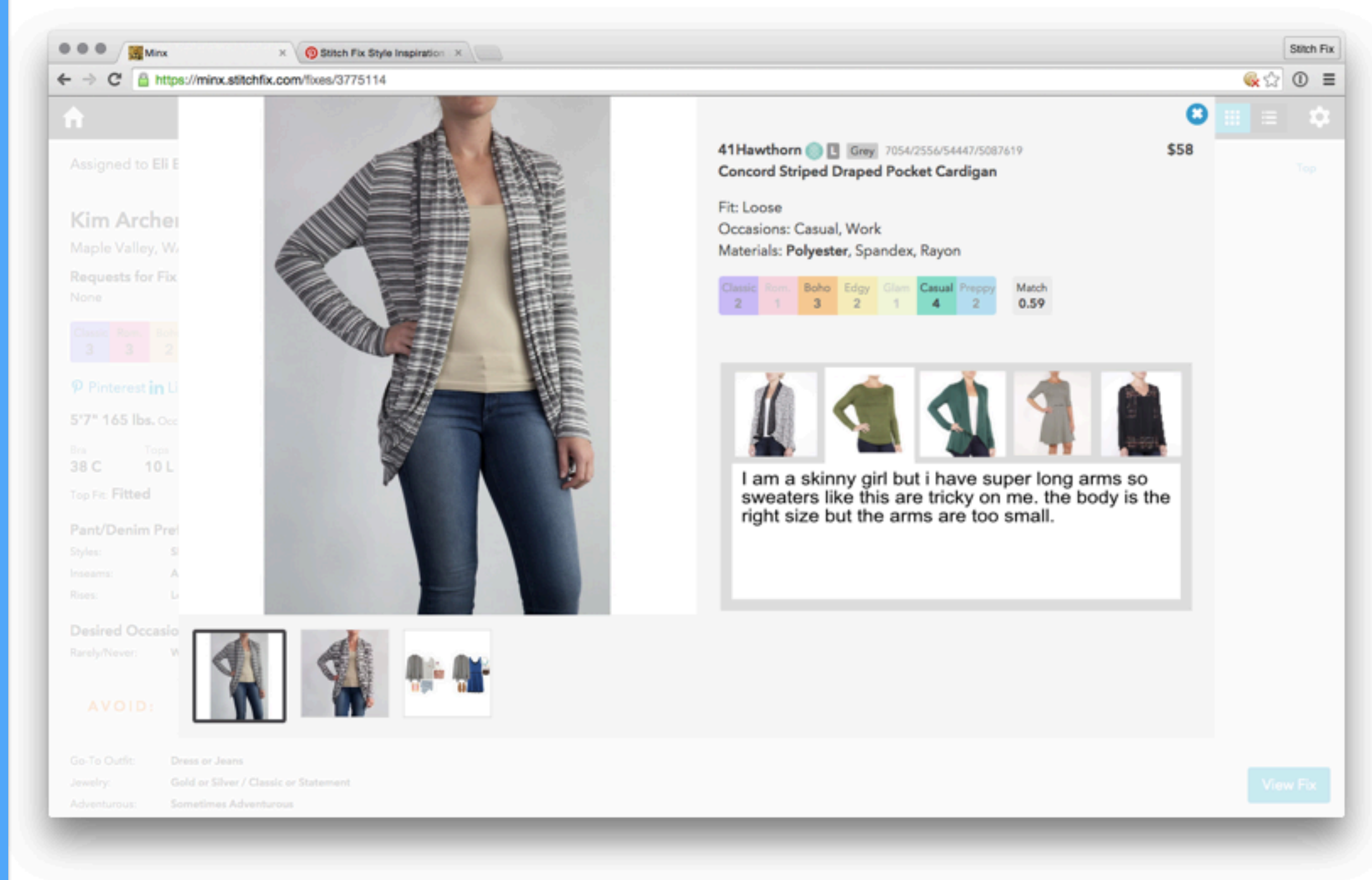
Helps w/ client history

Parachute



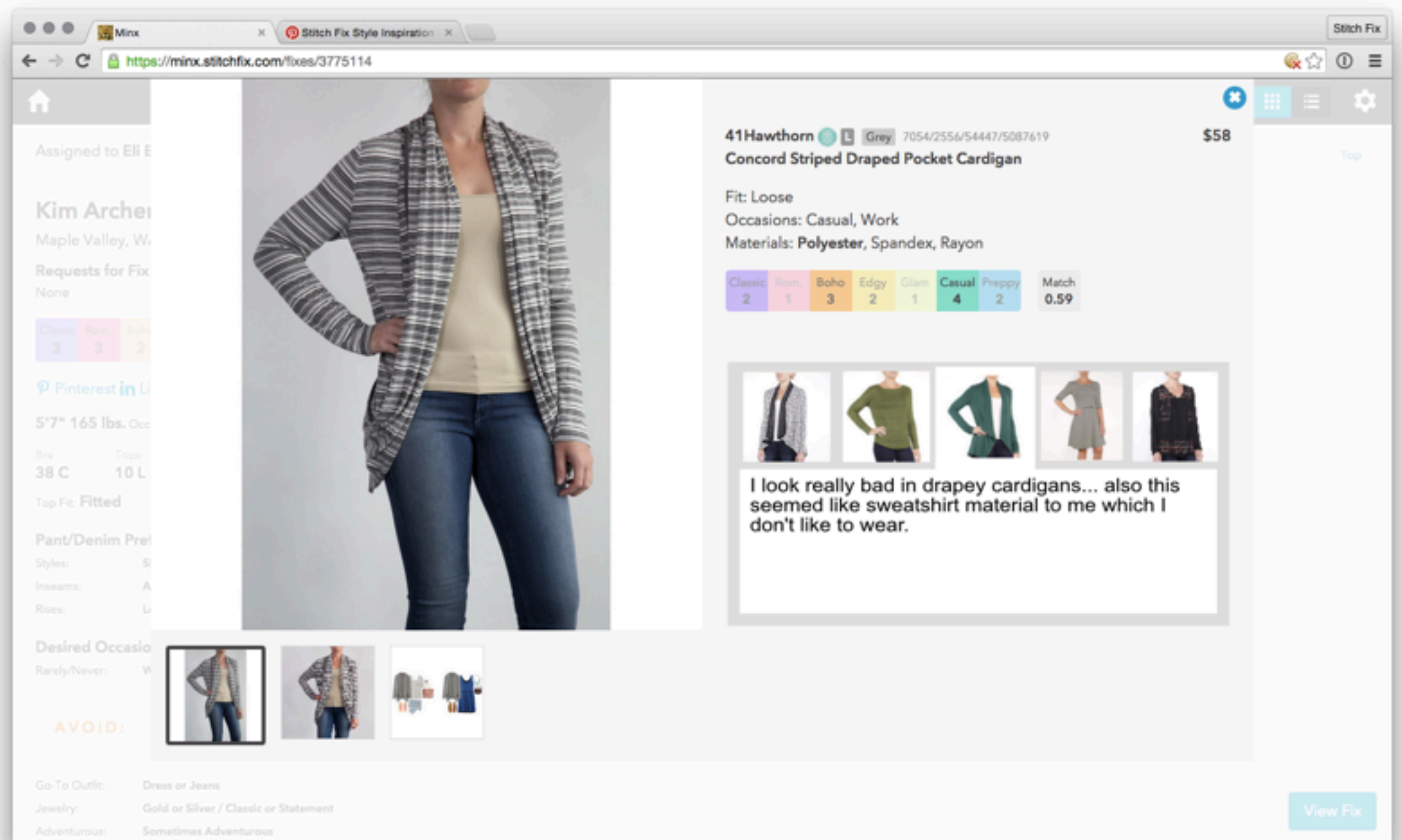
(Similar to but at review time instead)

Parachute



(Similar to but at review time instead)

Parachute



(Similar to but at review time instead)