

GR4: Concept Video

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The Team



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Project Info



Problem / Solution Overview

College students and Gen Z shoppers often turn to online shopping as an emotional activity, but current platforms feel impersonal and overwhelming. This app introduces an AI shopping companion that holds a natural, supportive conversation with the user to understand their mood, context, and intent. Based on that interaction, the AI curates and presents products in a way that feels personal, low-pressure, and emotionally aligned.



Name Reveal

(drumroll please...)



TEXTURE

Product discovery that knows how you feel



Why we chose **TEXTURE**

Our app is less about what you buy and more about how you feel. That is why we called our app **TEXTURE**, which is for word for what something feels like!

Texture also refers to the feel of the fabric in the fashion industry, which significantly overlaps with the online shopping industry.

Market Research

Competitor 1

The Yes

The Yes is a shopping app tailored for women's fashion with the goal of making shopping fun again. The Yes accomplishes this using an AI-powered algorithm that quizzes the user about their preferences to achieve a level of personalization better than passive inference. The Yes was acquired by Pinterest.

We love how The Yes is targeted towards a specific audience instead of compromising for general audiences. Their research that retailers are looking into personalization and that smart shopping apps makes users feel more excited is perfect for us. The platform also leans into a conversational tone, which we would like to emulate.



Competitor 1

The Yes [cont.]

However, their solution only quizzes users about their preferences once at the beginning; all other intelligence is gathered from what products they click on. We instead hope to quiz our users about their mood every time they open the app, so their feed feels even more personalized towards their short term interests and habits.

Also, The Yes only asks yes/no questions in their quiz. By employing an AI agent, we'll be able to make our users feel more heard and augment the personal, conversational touch that users loved about The Yes.

Finally, many users complain that The Yes's algorithm takes too much time to truly figure out the user's preferences. Instead of trying to understand clothing preferences, we will try to understand how the user themselves feels, which we believe will be easier to determine and lead to quicker results. Also, we will make it clear that this app is for product discovery and not for users who already know what product they are looking for.

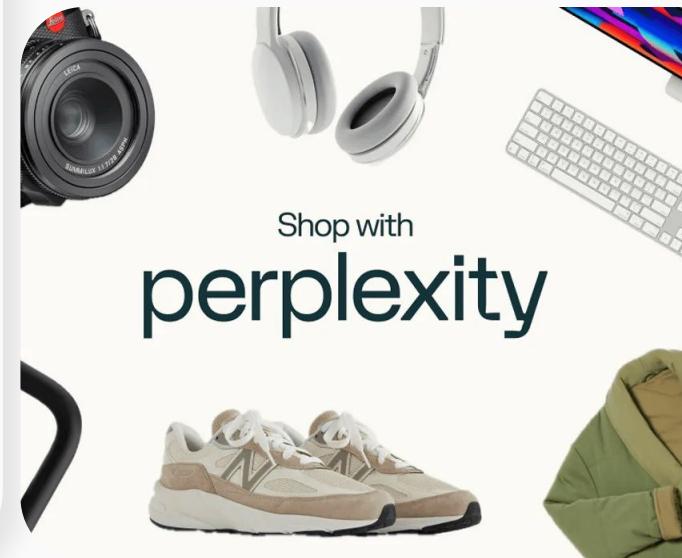


Competitor 2

Perplexity Shopping

The Perplexity Shopping app is an addition to the standard Perplexity agent, which allows the user to actively find items on sale that fit the users needs. It leverages the power of existing LLM's like GPT and Gemini to understand and finetune the users recommended products.

Our team admires Perplexity ability to reason and understand the users requests and needs. It leverages state of the art technology to do this and it presents relevant information and products without the user having to manually refine things. The UI allows the user to first enter a query, with additional context about price and specs, and returns a list ordered by relevance.



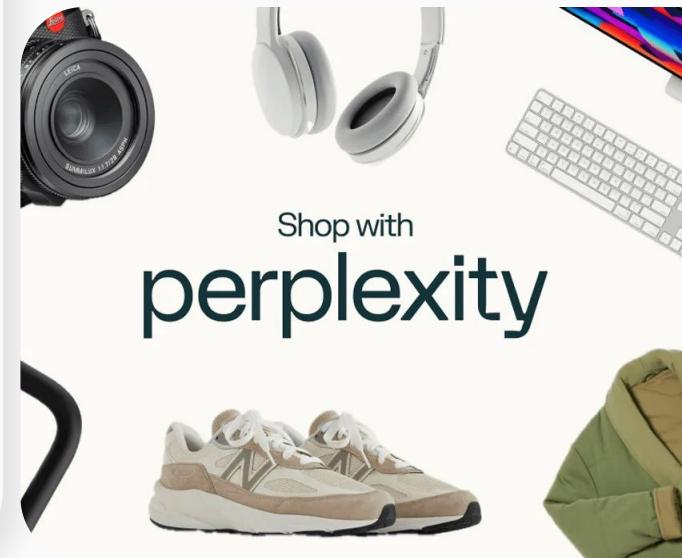
Competitor 2

Perplexity Shopping [cont.]

One big issue with Perplexity is its rate limit. After only searching up 2 items using their chat system I was blocked from searching any more. In practice, users will look up dozens of items at once. If we prompt the user to pay too quickly they may become disinterested in the app and try a cheaper alternative.

Another issue is that Perplexity's shopping system is unintuitive. Instead of suggesting from reliable sources like Amazon or Walmart they suggest products from very niche sites. It's very easy for a subpar product to be on an unreliable site and inflate its own reviews so that it can be deemed relevant.

Generally Perplexity's shopping does a good job agentic integration, but it feels like their focus is elsewhere. They don't immediately offer shopping results and mostly focus on research and programming problems. A good improvement for our site would be to focus on shopping primarily, allowing the user to instantly get what they want.



Competitor 3

Glance AI

Glance AI is an AI driven fashion discovery platform that generates personalized outfits and product recommendations based on user data like selfies, behavior, and contextual signals such as trends or weather. Its goal is to remove the need for active searching by proactively showing users what they might like.

We admire Glance AI's emphasis on discovery over search and its use of AI agents to generate content rather than simply rank products. Their visual, feed-based approach makes shopping feel more inspirational and aligns with our belief that discovery should be intuitive and engaging.



Competitor 3

Glance AI [cont.]

However, Glance AI's personalization is primarily driven by inferred style preferences and visual signals. Texture instead focuses on understanding how users feel in the moment, using mood as the primary driver of personalization rather than appearance or long term style profiles.

Additionally, Glance AI relies heavily on passive learning over time, which can take repeated interactions before results feel truly relevant. By actively checking in on users' moods every time they open the app, Texture aims to deliver faster, more situationally relevant recommendations.

Ultimately, while Glance AI excels at AI generated visual personalization for commerce, Texture is uniquely positioned as an emotionally aware discovery tool. By prioritizing mood and short-term intent, Texture reframes shopping as an experience shaped by feeling, not just fashion preferences, making it clear that it is designed for exploration rather than goal-oriented purchasing.



Tasks

Tasks

- | | | |
|---|-----------------|---|
| 1 | Simple | <p>The user can express their mood or vibe. (<i>Doesn't involve direct action by the user, just responding to our prompts, so simple.</i>)</p> |
| 2 | Moderate | <p>The user can find new items that feel emotionally aligned and interesting. (<i>Involves scrolling, visual analysis, so moderate.</i>)</p> |
| 3 | Complex | <p>The user can compare products and make the purchase that feels “right.” (<i>Involves more visual analysis, back and forth, and communication b/w our AI, and not everyone will compare or purchase items on our app, so complex.</i>)</p> |

Concept Video



Planning

Context: Two users are each searching for products to buy online.

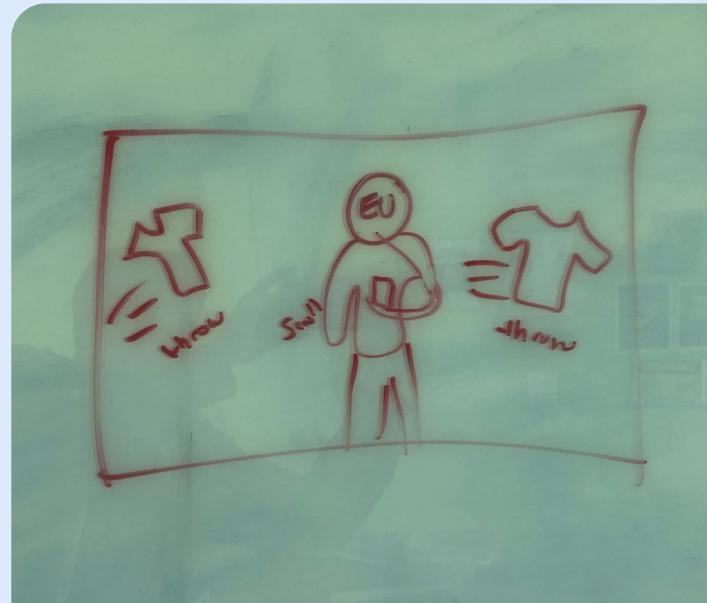
Roles: Excited User, Skeptical User, and Our App

Conflict: The users aren't getting products that match their vibe; it feels like products are being randomly thrown at them.

Resolution: Our App steps in and has a conversation with both users to understand what they are feeling and present products in a way that seems tailored to each user's mood.

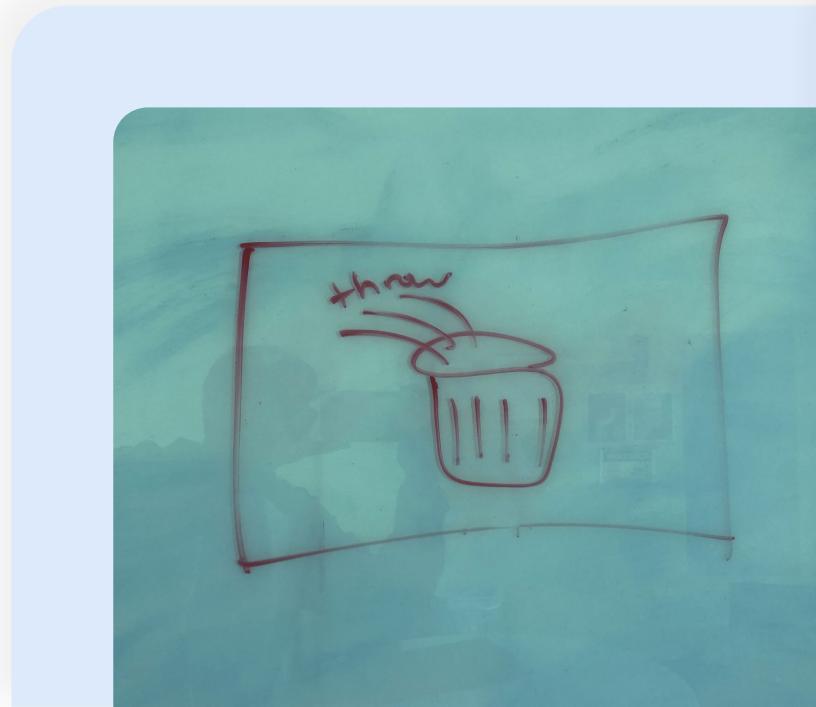
Storyboard 1

The Excited User scrolls on his phone. Products are thrown at him, which he tosses to the side.



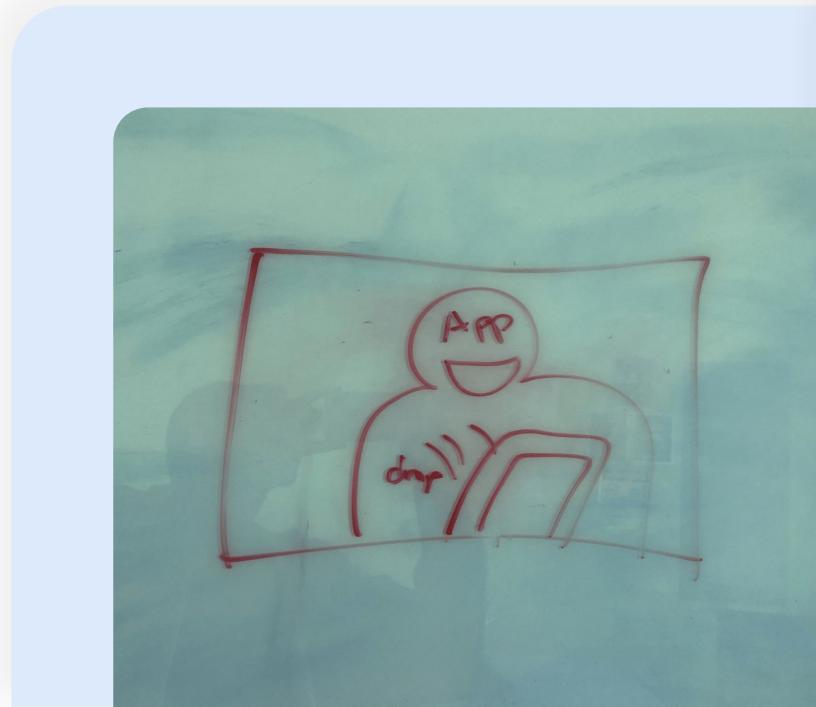
Storyboard 2

We cut to a shot of a product being thrown in the trash can.



Storyboard 3

The Excited User drops his phone and sees the app guy in front of him with a smile.



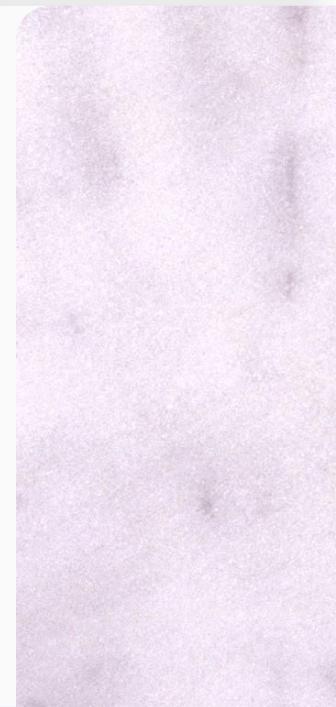
Storyboard 4

The app queries the excited user's mood. The excited user expresses that he is looking for exciting products.



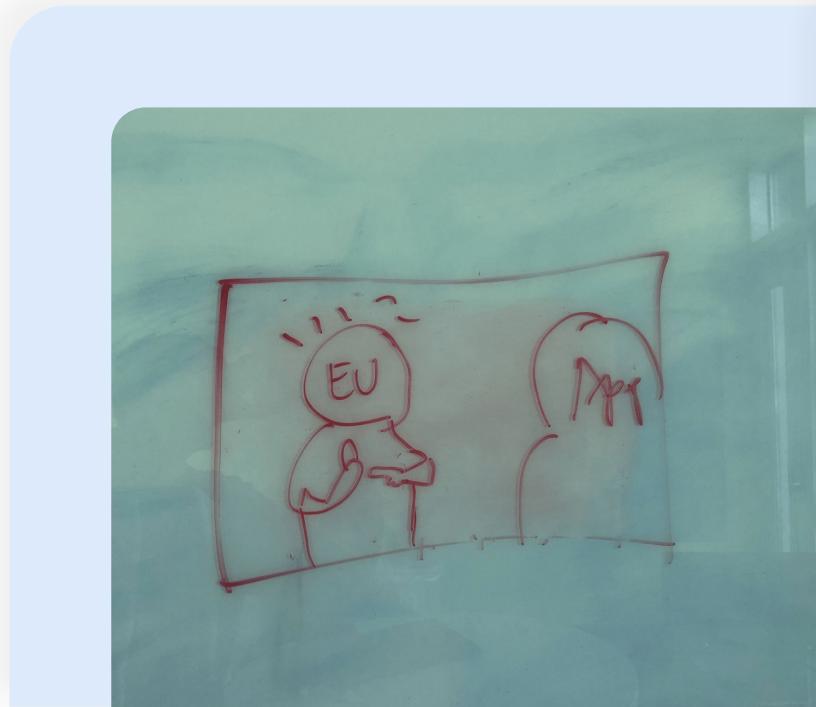
Storyboard 5

The app shows two options that match the excited user's vibe.



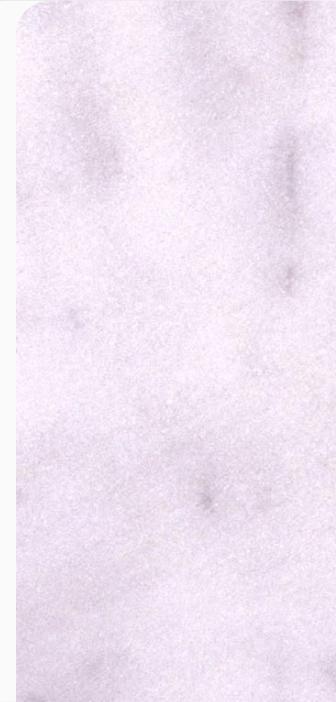
Storyboard 6

The app selects the one he likes the most with reinforced feedback from the app.



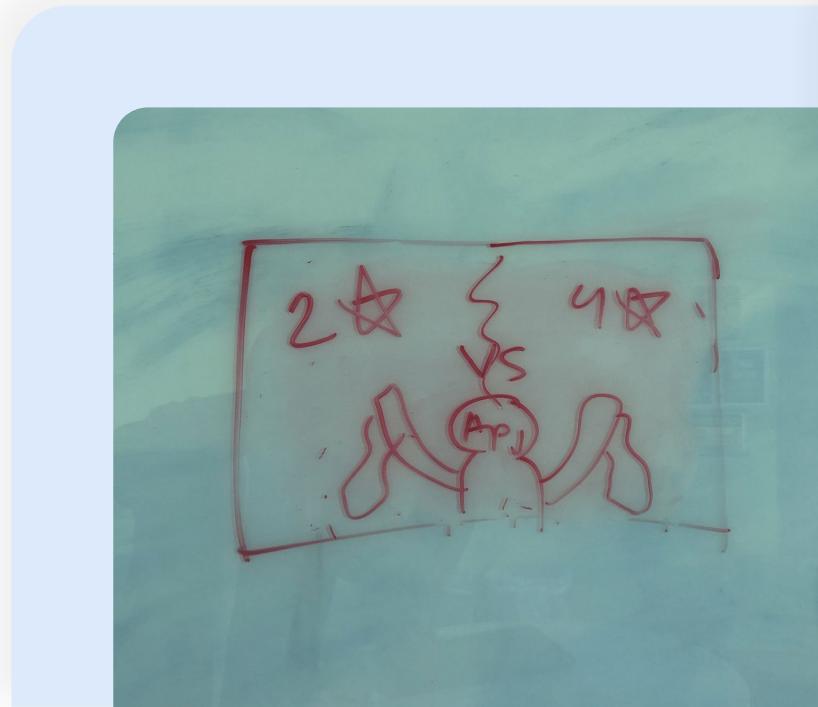
Storyboard 7

We cut to a skeptical user. The app records his mood via a drawing.



Storyboard 8

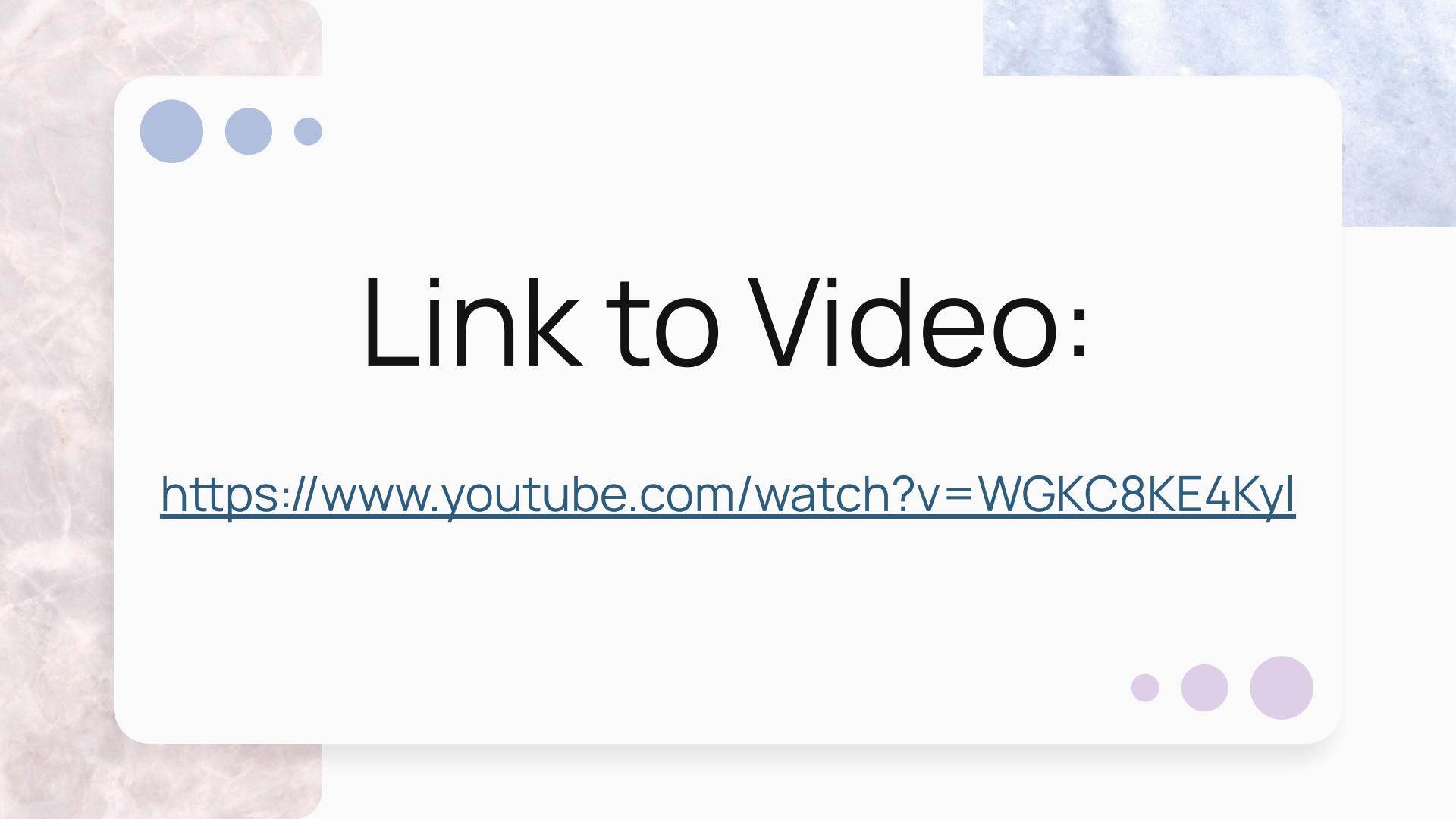
The app compares two products with a description of pros and cons behind him.



Storyboard 9

The skeptical user examines the products and picks one. The app agrees with the choice.





Link to Video:

<https://www.youtube.com/watch?v=WGKC8KE4Kyl>



Thank you!