

Project Work Statement

Sponsor

Banana Republic

Develop the "Weadress" Daily Dressing Tips
Application

Wedress sounds better, but doesn't reflect the brand name :)

- nice concept
 - what are your exogenous & endogenous variables?
 - make the project to be such that it can be used for the basis for App. development.
- objective should be marketing (not CS project)

Participants

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85/100



68/80

Date: October 2, 2012

Any apparent association of this work to Banana Republic is fictional one, and the sole purpose of this work is a class exercise.

1 Background

The original Banana Republic was founded by Mel and Patricia Ziegler in 1978. It was a two-store safari and travel themed clothing company. The majority of sales came from its eccentric, hand-illustrated catalog, which presented high-end and unique items with chatty, usually fictional backstories from exotic locations, as well as more pedestrian high-volume products deliberately spiced up with a similar treatment. Many of the backstories were written by well-known authors including Cyra McFadden, author also of *The Serial* and *Rain or Shine*. As Banana Republic expanded its retail operation, it became known for the themed decoration in its stores, often featuring authentic elements, such as real Jeeps and foliage, as well as atmospheric elements, such as fog and steam. The Gap, Inc. acquired Banana Republic in 1983, eventually rebranding it as a mainstream luxury clothing retailer. The literate articles, hand-drawn catalogue, and eccentric tourist-oriented items were phased out and were replaced with more luxurious, but less unique, items for which the brand is currently known (as of 2012). To set itself apart from Gap as a more upmarket brand, Banana Republic occasionally buys and refurbishes historic buildings for its retail locations. As of the end of Q1 2011, Banana Republic had 642 company owned or franchised stores in operation across 32 countries, shipped to 20 countries through company owned websites, and had the ability to ship to more than 50 countries through a 3rd party.

Good stuff!!

really, I saw most Banana R. are in shopping mall

2 Problem Statement

Cellphone is widely used nowadays and many companies started to target the cellphone users. However it is difficult to advertise through cellphones. The conventional way of cellphone commercials is pop-out advertisement using **GOOGLE PLUS**, which gets a lot of critic and will possibly damage the brand image. Banana Republic launched an app on Apple Store this year, which customers can shop through the app. However, the app did not get enough downloads and usage rate. Additionally, the sales data did not show improvement after the app was launched for more than a year. Therefore, Banana Republic is seeking a new solution to grow customer loyalty. The app that Banana Republic wants can:

1. Create positive brand image. The public's perception will come from every interaction your company has, so it is important to interact with users. Delivering an interesting experience with the app will make good impression in clients mind.
2. Develop customer loyalty. Receiving feedback and giving constant adjustment is the commonly recognized way to gain customer loyalty. By personalizing and learning, the app will be able to give customized experience to clients and will increase daily usage.
3. Bring profit to the company. The core of the app is to build profitable

Insert the relevance of your project to Banana R.'s overall goal. (i.e. a short/concise version)

really, who use Google plus on their phones?

how do you figure? (reference?)

this is not the only one. so, say, for example.

this is hard to read format

begin to itemize
item
item
item
end to itemize

Do not make it a CS project.
It is Math project.

connection with customers. After launching the app, Banana Republic should continuously monitor the sales data and keep updating the app.

3 Approach

How do you plan to develop the model?

We propose to
My idea is to develop a mobile application, named "Weadress", combining the weather forecast and dressing tips. This app would not only give the daily weather report but also show users what they should put on in order to keep their body comfortable. For example, if today will be rainy with 60 degrees in Fahrenheit, the app would suggest users to put on hoodie, shorts and flip-flop. At the end of the day, there will be some questionnaires. What we need to do is give our feedback on dressing tips. Based on the feedbacks, the app can modify its system. Giving more and more feedback, user will finally be fed with dressing tips totally personally designed. The way to show the tips is picking some pictures of latest products from Banana Republic.

see Pg 272
(Chapter 12)
of WMA.

-10.

put them in mail. terms?

4 Milestones

We have the following major deadlines:

- Work Statement due date, Sep 28, 2012,
- Midterm Presentation due date, Oct 12, 2012,
- Progress Report due date, Oct 26, 2012,
- Final Presentation due date, Nov 6, 2012,
- Final Report due date, Nov 30, 2012,
- R package due date, Dec 5, 2012, good!
- Beta version Weadress due date, Dec 10, 2012,
- Weadress 1.0 due date, Dec 26, 2012.

→ this could be an internal
a part of your internal
timeline, but you don't
promise them on paper.

5 Deliverable

5.1 From Team to Sponsor

The following outputs are expected from this project:

- List of features of Weadress and how it helps in advertising BR
- Algorithms for tips generating and self-modify system
- Numerical experiment results reporting performance of the developed algorithms
- R package of the regression model, with a complete set of documentations along with some test codes that can be used to reproduce our numerical and simulation test results
- Beta version of Weadress package with testing report
- Final version of Weadress
- Technical report and presentations summarizing the work.

5.2 From Sponsor to Team

In order for our project to be of successful one, we will need:

- Images for latest products, *why here, and not here*
- *I* interface to the member account database,
- *S-1* sales analytic report of each season,
- Timely responses to inquiries.

*ok : this is good!, but
let's try to be a little bit
more realistic for next version
for class project.*