

EveryStyle

**Personal stylist in your
pocket – in any weather**

App description

The app is called EveryStyle. It helps the user to pick clothes to wear from their own wardrobe. The app makes suggestions based on the weather and time of day.

The user will insert info on clothes and accessories they have into the app. The app then gives suggestions on outfits based on the weather and the possible function that the user is attending. It saves time in the morning as it checks the weather independently and has a suggestion ready for the user. As a second problem it eases the circulation of different pieces of clothes, so some items won't be left to dust in the wardrobe.

App functions

1. Make suggestions on outfits based on the weather
2. Make suggestions on outfits that suit the users body and face
3. Make suggestions on outfits based on the function (eg. dinner, party, weekend at home)
4. Make suggestions on what to add to the wardrobe

App user groups

1. Young professionals that are interested in fashion.
2. Busy parents that need to get up and dressed quickly
3. Person whose job entails performing (ie. nice clothes are important)
4. Anyone who wants to save time in the morning

Detailed profile of the 2. user:

Young parents with possibly more than one child. Works fulltime normal office hours. Like to look nice, but do not want to spend too much time on this. Lives in a part of the world where the weather plays a significant role (eg. North-Europe). Is not a "digi-native". Uses some money on clothes every month. Wants the same ease in dressing the kids.

Designer goals

1. Save time
2. Offer comfort (right clothes for the weather)
3. Help create great styles
4. Offer diversity in choices

Similar apps

1. My Wardrobe: The user adds photos of their clothes to the app. Then they are able to sort them according to color, style etc. The user can combine the clothes in the app to create different styles.
2. Mind Dress: The user adds clothes to the app. The app then suggests new styles and combinations from these.
3. Getwardrobe: The user adds images of their clothes to the app. They can then create new styles according to different situations (sports, work, rest etc.)

Sitemap

