Team MaKleNe

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Overview

This project tackles the challenges users face when shopping for various products online, including clothes, cosmetics, accessories, footwear, and more. By understanding user frustrations, we aim to develop a mobile application (app) that simplifies and improves the overall online shopping experience.

Solving the Problem

The application will address user pain points such as:

- Difficulty visualizing how products will look or fit
- Lack of detailed product information (descriptions, sizing, ingredients)
- Inefficient browsing and searching
- Finding trustworthy product reviews

The Application: StylEst

StylEst is a mobile application designed to be your one-stop shop for a seamless online shopping experience across various fashion and beauty categories.

Features:

- **Unified Search & Filter** Narrow down your search results by brand, price range, user reviews, category (apparel, accessories, makeup, shoes), and other pertinent parameters unique to each kind of product (e.g., size, color, shade, material).
- **High-Quality Product Details:** Comprehensive descriptions, size charts (for clothing and footwear), ingredient lists (for cosmetics), high-resolution images from various angles, and instructional videos (for cosmetics application).
- **User-Generated Content (UGC) Integration:** Access customer reviews, photos of users wearing clothes or using cosmetics, makeup tutorials, and outfit inspiration.
- **Virtual Try-On Technology (Future Integration):** Utilize augmented reality (AR) to virtually try on clothes and see how cosmetics might look on your face. (Considered for future development)
- **AI-Powered Recommendation Engine:** Receive personalized suggestions based on browsing history, purchase data, user preferences, and product compatibility (e.g., recommending shoes that complement a chosen outfit).
- **Seamless Checkout & Secure Payment:** Secure payment gateway with an easy checkout process.

- **Wishlist & Saved Searches:** Save favorite items and searches for easy access later.
- **Community & Inspiration Feed:** Discover user-generated content, browse curated collections, and follow fashion influencers for style inspiration.

Questions about the Application:

Target Users:

- Who are the potential users? Individuals from a variety of demographic backgrounds who regularly purchase clothing, accessories, footwear, makeup, and other fashion and beauty products online (age, gender, location).

User Tasks:

- What tasks do they seek to perform? Users want to browse product categories, search for specific items, filter results, view detailed product information, read reviews, virtually try-on products (future feature), discover new trends, and complete purchases.

Functionality:

- What functionality should any system provide to these users? The application should offer a unified search and filter system, comprehensive product details with varying levels of information specific to each product category, UGC integration, a recommendation engine, secure payment processing, wishlist functionality, the ability to save searches, and a community/inspiration feed.

Design Constraints:

- What constraints will be placed on your eventual design? The design must be responsive and function well on various mobile devices (smartphones and tablets). It should also prioritize fast loading speeds, data security, and a user-friendly interface that caters to the diverse product categories.

Success Criteria:

- What criteria should be used to judge if your design is a success or not? The success of the application will be measured by user satisfaction through surveys and reviews, increased task completion rates (purchases), reduced browsing time, positive user ratings, and active engagement with the community/inspiration feed

Approach:

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