1. Elevator Pitch
   - Imagine having your own stylist who picks out outfits for you to wear everyday,
     based on what you like or according to the hottest trends.
     The stylist will pick out outfits based on what you have in your closet and make
     recommendations
     on what to buy to help you look stylish 24/7. This can also help with decision
     fatigue many
     working professionals experience.

2. Document Assumptions
    - There are people who want to look stylish but don't know how to.
    - For those who dont have fashion sense, there is a mental cost associated
      with picking out a stylish outfit.
    - Mental cost from picking out a stylish outfit can lead to decision fatigue,
      bleeding into productivity on the more important aspects of life.

3. Problem statement
    - Indentify why people want to look stylish.
    - Describe a typical daily schedule of target demographic.
    - Identify academic research regarding decision fatigue.
    - Identify academic research regarding the benefits of looking stylish.
    - Identify the obstacles or problems people face in looking stylish.

4. Analysis & Reporting
   - key findings
     1) There is demand for this app.
        - Usefulness rating is 7.2/10
        - Liklihood of people using the app is 6.6/10.
        - 60% surveyed are willing to pay for the service.
     2) Lack of money, time, and knowledge on where to buy stylish clothes are the
     main obstacles
        to wearing a stylish outfit.
     3) I have a biased outcome. Everyone who participated in the survey is a student
     who at most work part time.

   - Addressing problem statement.
     1) Wasnt able to address some problem statements.
     2) I forgot to ask specific questions regarding
        some of the problem statements.
     3) Also, regarding the obstacles people face in picking stylish clothes,
        I need a more diverse group of people to answer the question. Everyone is
        a student which results in a biased outcome.