

<CorvidCasual> - Team 4

Project Team Members

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1. Executive Summary (Overview)

Have you been searching for a fashion inspiration app to meet your alternative-style needs? Sick of apps like Pinterest and Instagram who claim to be all-inclusive yet clearly have a specific target demographic? Tired of your apps that are supposed to be focused on content turning into social media? Well then look no further than CorvidCasual.

CorvidCasual doesn't shy away from its own nature- we are exactly what we advertise. We are a place where those with a desire to have a more alternative style can come together on one multi-use platform and share their own styles and take inspiration from others.

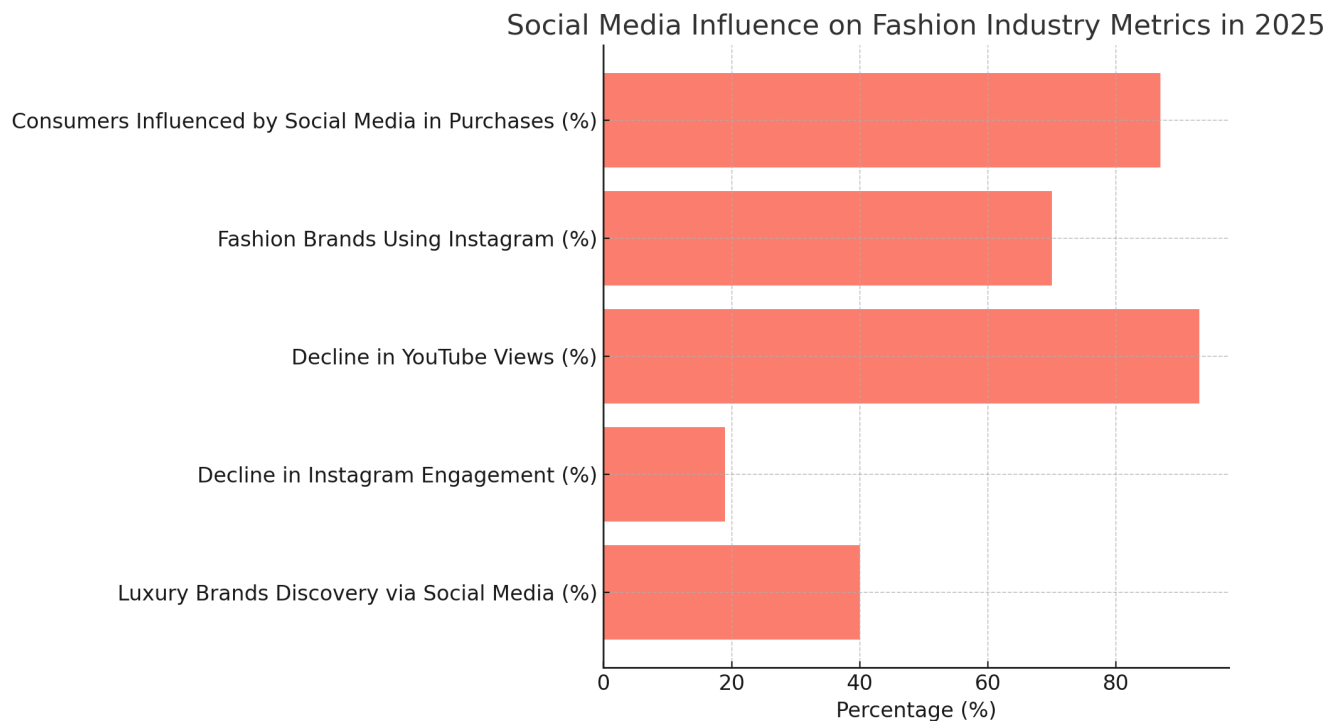
Users have the ability to generate outfits based on items from their closet or from pieces of clothing they see on others. The app will come up with a look for the user using this input- or the user can put it together themselves- and they have the ability to try it on virtually. Then, they have the option to post their outfit to the public, where others can save it, view the exact clothing items using our built-in search model, and purchase clothing from partnered brands if they so desire.

Upon downloading the app, the user is given a few questions to determine the exact types of clothing they like best. Then, over time as they save more of other users' posts, the algorithm develops a better sense for what clothes they will like best. That information is then used to display certain posts on a user's leaderboard- CorvidCasual's version of a public feed.

CorvidCasual is intended to be a more individual experience for users- there is no possibility for text posts to be made nor comments to be written on others' posts. However, the app has a direct message feature which can be toggled in an individual's settings. A user can be open to any messages from others (with necessary filtering), they can only accept messages from people they have saved the posts of, or they can have the messages turned off entirely. Additionally, a user has the ability to block anyone they need to.

2. Market Research and Need Justification

- ❖ **What is the market for fashion apps? What is the presence of fashion on social media?**
 - Despite 68% of the American population saying that fashion is focused upon too much, 55% of Americans pay attention to how they dress. Dress is shown to have a psychological effect on how we are perceived and people often dress to impress others.
- ❖ **What age demographic would pay most attention to fashion trends?**
 - Gen Z (1997-2012) and Gen Alpha are the most present on social media, and are more likely to be exposed and try new fashion trends they see on social platforms.
- ❖ **What competitors exist on the market? How do we differentiate?**
 - There are personal stylist apps such as Indyx which acts as a shopping cart where you can have biometrics and search up different styles. How CorvidCasual will differentiate is that it is a social media platform where you can see the content of others and more directly connect to ongoing trends.



- ❖ **Competitors (Cont.), how will you deal with Pinterest currently dominating the 'aesthetic' app market?**
 - Pinterest is a widely used app for image searching and inspiration, and what many people use to create mood or aesthetic boards to share their own content. What Corvid Casual differs in this regard is that it is not going for as mainstream an

audience as Pinterest and caters more towards tighter-nit niche communities. There is something as well to be said about the state of Pinterest as it has recently been flooded with AI-generated content that can clog up search results.

- While you can tailor your pins and feed on pinterest, it's not the easiest as a creator on there to have your audience reach out to you and discuss style just because Pinterest is not really a discussion app. CorvidCasual remedies this fix by letting other people seeking information reach out to creators and posters.



Fig XX: Global Styling App Market Size & Forecast

Global Outlook

2022-2033



By Platform

iOS
Android
Web-based

By Application

Personal Styling
Virtual Fitting
Fashion Recommendations
Others

By End-User

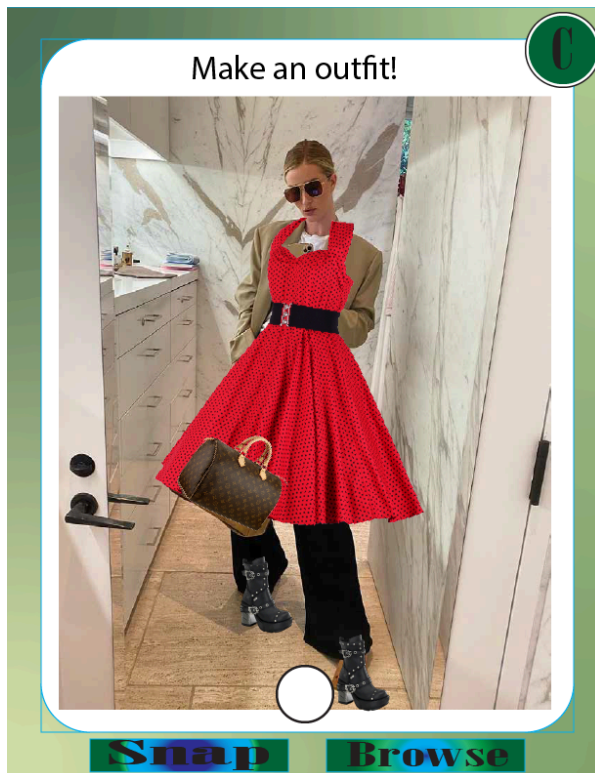
Individuals
Fashion Brands
Retailers

By Subscription Model

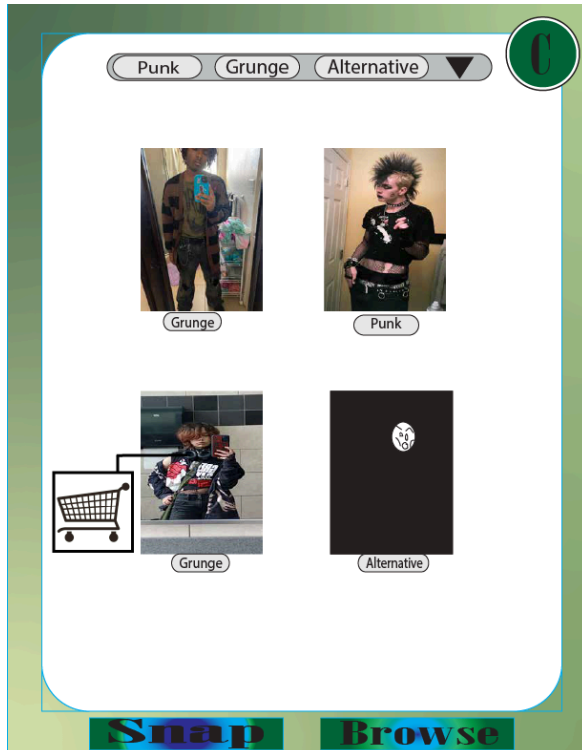
Free
Freemium
Paid

3. Product Description

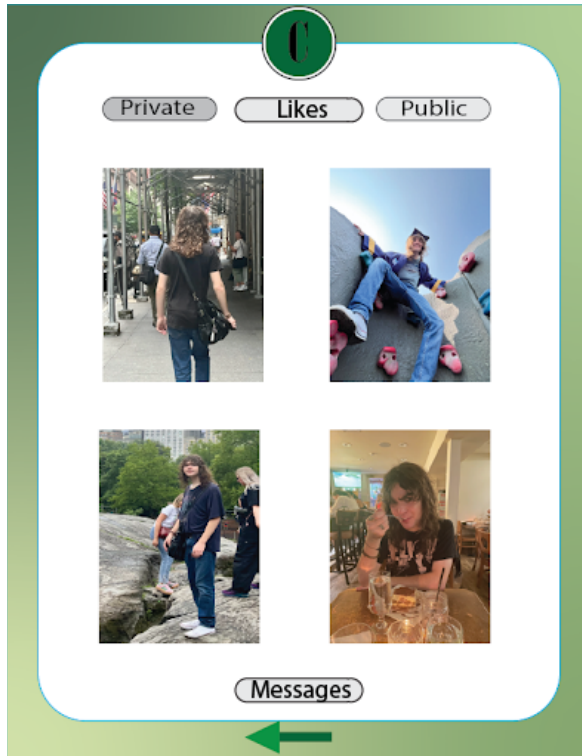
The product will have 3 main menus, or functions. The first is for taking a picture of one's outfit, to be posted on the service or cataloged for personal use under their profile. The picture will be automatically tagged with the user's height and "body type" (i.e. slim, average, plus, etc.), which will be entered when they create their account. An option is provided to tag the post with up to 5 pre-determined tags to identify the "style" included in the post. Alternatively, the page can be used to view an outfit pieced together from saved outfits and their items. This allows a user to see how an item would look on them before buying it.



This data will be used in the second screen, where a user searches for a certain style board, and their user data mentioned above, as well as previously posted clothing items will be used to generate a "post pool". This post pool will contain curated posts to inspire the user in their outfit choices. Occasionally, a sponsor may pay to have their product pushed, whether by an increase in posts with their items included, or a sponsored post featuring their items primarily. The advertising will be as non-invasive as possible to encourage purchases. Additionally, posts will be occasionally put on the users "post pool" from outside styles to ensure the user gets a full view of current fashion trends, ensuring they don't end up in a "bubble". Lastly, some items in photos may be clicked for a direct link to the product online if it's available. This way, a user can immediately get an item they want.



The last screen is for the user's profile, to directly view one user's catalog of posts. The user can choose to have posts be private, viewable only by them, or public, viewable to everyone. For example, if someone liked a particular person's style, they could view all their public posts in one place. Additionally, the user can message a poster to ask about an outfit. Our reason for having DMs but not comments is we want to build a sense of personal connection, and focus on exclusively one-on-one conversations. To keep our users safe, these DMs are both filtered for having keywords that are regularly updated and must be approved by the recipient before they can be viewed.



4. Possible Issues and Counterarguments

What is the difference between CorvidCasual and apps like Instagram and Pinterest?

This app is specifically designed for clothes, especially clothes in your wardrobe. It will help you create outfits and store them for future reference. The social aspect is just to share outfits with other users and to see outfits other users post, just in case you lack inspiration or need to know what you should look for on your next shopping trip. Instagram and Pinterest are a lot more versatile and diverse in terms of what you can see, but CorvidCasual is specifically for clothes and outfits.

Something that separates it from its competitors is the fact that it highlights all different styles so one never gets thrown away and “forgotten”. This aspect can allow people to appreciate and learn about different styles of clothes and even learn about the culture surrounding it. Other apps accommodate your preferences and keep giving you what you like, CorvidCasual is for all and will show all.

What about any financial issues that could arise?

The way how financial burdens can be solved or lifted would be partnering with brands to promote their articles of clothing. We can have advertisements on the sides of the app to show off items like sweaters, shoes, pants, etc. This allows us to gain money and ensure that our users can see new clothes that they might be interested and want to purchase. It can also pair with small businesses and artists that want to gain popularity by making advertisements on the app.

Its ability to give you outfit recommendations and help you shop for it. Looking for a specific outfit or piece of clothing, then the app can lead you to either the in app store or the store for that item and let you buy it.

This app will have its audience because many people either want to impart some fashion wisdom or gain more fashion sense. As well as to showcase multiple styles. This app allows for that space to exist for that specific purpose unlike other apps.

5. Conclusion and Recommendations

CorvidCasual solves the problem of plain and boring outfits around the world. It gives people who wish to have an alternative style the opportunity to widen the scope of their fashion sense alongside others like them, while maintaining healthy independence.

Additionally, the app provides a place for people to make their style dreams a reality by providing users the means to purchase clothing that suits them, while also giving smaller companies the chance to promote their products.

In summary, this product should be supported because it provides a platform for consumers and producers to come together and share a space to engage in their common fashion interests.

6. Appendix

<https://www.reuters.com/article/lifestyle/study-finds-most-americans-pay-attention-to-fashion-idUSKBN0FQ1PP/>

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Art mock-ups made by Greg Murray