

Topic: Website for Styling Clothes

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Problem Background

- People do not know how to dress with their current clothes in different styles
- A lot of people are indecisive when it comes to dressing up to go to activities or just flat out go out with friends.
- People want recommendations that could help them find a new style, also most people do not know how to dress different colors.

Target

Our target for the end of this semester is a website where the website itself makes you an outfit with the clothes you currently own. In this site, we'd like for it to be able to make an outfit based on the criteria you put in or a completely random outfit that may be in style right now. The purpose of the site is for you to be able to upload all the clothes you currently have and based on how you want to dress that day be it color wise, style wise or fashion type the site would be able to create an outfit. After you receive the outfit idea you can either go dress like that or hit randomize again and it will give you a new and different one. This site will also have updates with every new fashion trend that makes it through to the mainstream. This site will also have the knowledge of color theory and will be able to pair anything and everything with accuracy. We would also like to be able to give recommendations of things you could buy that can elevate your style and can be used in many outfits. These recommendations will be based on the price range that you give it and it will also tell you where you can buy whether you prefer online or to go and get it yourself.

Causes

Problem: People's indecisiveness on what to wear

Why? Because people are indecisive overall

Why? The stigma that if you're now wearing trendy fashion you look bad

Why? People categorize that if you do not look like everybody else, you're "weird"

Why? People also do not know color theory all that well

Why? Not everybody wants to know on how to pair colors

Why? Color theory is complicated. Not everybody has the time or patience to learn it. And some of them don't even care how they pair their colors

Why? It is subjective whether you follow the color theory since it is a theory

Countermeasures

1. Give the site all the education on the color theory so people do not have to learn it
2. Provide articles on popular fashion trends
3. Show outfit inspirations
4. Show outfits created by the site and people modeling them
5. The site will choose the clothes for indecisive people
6. The site will let you choose on what fashion style you want to dress that day
7. The site will let you choose on what color you want your outfit to be about
8. The site can also choose a set of clothes and make an outfit for indecisive people. It can provide information on the color palettes used and where these outfits shine the most.

Check/Evaluate

- The project's success will be determined by factors of continued growth of the users registered on the site and if the users give good rating to the outfits that are made by the randomizer.
- On the other hand, the project's failure will be determined if the randomizer ends up making outfits that do not make sense and gets bad ratings.

Act/Standardize

- Continuous success will be ensured by promoting the site or app via fashion icons and models.
- Additionally, by adding updates of the latest fashion trends and suggestions of the users if they are realistic.
- By the end of the project the group will have acquired knowledge to program using OCaml and improved programming skills overall.