

Marketing Requirements Document (MRD)

"Glow-up"

A Digital Closet that helps users find/locate clothing, and provide outfits and make-up suggestions.



The "Glow-up" is an integrated hardware and software solution that users can easily find the clothes they want by clicking the screen. It will also provide outfits recommendations based on users' selection. The users can virtually browse their closet, try on outfits, and choose the desired one. This system will then give makeup suggestions based on the chosen outfit to give users the best look ever.

-Appearance

A standing mirror with a smaller moveable make-up mirror attached to it

-Capabilities

Selecting suitable clothes the user wants without wasting time finding clothes in the disordered closet

Giving recommendations for the total outfits and makeups

Virtual try-on functions

Connecting to the internet for users to catch on the newly fashion trend and try-on the fashion bloggers' outfits virtually

-Interface Functionality

The mirror screen is touchable

Basic function: It has buttons for selection (brand, size, color, categories)

Provide outfit ideas when you need help: The system will present possible matching outfits suggestions related to certain clothes you choose. Give suggestions based on influencers' outfits to help you keep up with fashionable trends.

Make-up assistant: Generate makeup suggestions to fit the total look

Revenue or Cost Focus

Revenue Focus. The idea of virtual try-on design and outfit recommendation systems hasn't been brought into market yet. Though the makeup try-on mirror has been carried out (by Sephora), it's not a mature market yet. The combination of these two designs can be costly, so we don't expect it to be very cost reductive. Instead, we expect the combination of these two designs to be better than simply 1+1. The complete look for users with all their clothes, accessories and makeups will be our differentiator with other digital closet products in the future market.

Desire to Innovate

The "Glow-UP" Digital Closet is part-renovative and part-innovative.

Renovate:

There is an existing product called FITRUE Mirror

(https://www.youtube.com/watch?v=OAQy2o9DPOE&ab_channel=GoodMorningAmerica) , which has the same concept of interactivity as our digital closet. This product is a standing mirror helping users to workout using the "FITURE Motion Engine", which has the idea of human interactive design system. The design of installing interactive system with a standing mirror is not a new idea. Moreover, there is an existing product named Sephora 3D Augmented Reality Mirror (https://www.youtube.com/watch?v=sc9pbJYo6wM&ab_channel=PerchInteractive) that can test lipsticks color virtually. Our "Glow-up" will apply such a system to fulfill the makeup assistant functionality.

Innovate:

However, the digital closet is a new product focusing on getting dressed with fashion recommendations. It also provides the searching engine for the clothes in the closet. The interior design and functionality is totally an innovation idea.

Length of Time Horizon

Targeting the upcoming shopping season (typically around thanksgiving, followed by black friday, and Christmas), the investors of the Glow-up have established the summer of 2021 as the target for launch of the Glow-up .

The set-back schedule for the design, development, manufacturing and delivery of the Glow up is as follows:

- Design Process: February through the end of April 2021
- Prototype development and manufacturing: May 2021
- Delivery of the first working set of products: June 2021

Design Schedule Detail

Activity	Timeframe
Design Research	February 2021
User & Domain Analysis (U&DA) Complete	Feb 28, 2021
Development of Requirements and Context Scenarios	March 2021 (first half)
Development of Framework and Design Language	March 2021 (Second half)
Form & Behavior Specification (F&BS)	March 28, 2021
Detailed Design Development	April 2021
Delivery of final design and presentation	Late April 2021

Understanding of the Problem

Like mentioned above, similar products that had an interactive system installed within a standing mirror already existed, as well as the virtual makeup try-on system. However, combining all the functions in Glow-up remains a challenge. Another thing that might heavily affect user experience of the product, is how the clothes would fit their body, especially when users want to move and change their poses and turn around. This is a hard part and also a valuable point that could distinctly raise customer satisfaction.

Willingness to Invest

The target market of Glow-up would be those who spare no expense on their daily look. E.g. higher income households, celebrities, fashion bloggers. We aim to create a luxurious product, thus, no expense should be spared in terms of the style, technology, physical design, and quality.

Risk Factors

Since we are trying to combine couples of different features in Glow-up, we will have to make sure the interface is designed "user-friendly" enough for people to use. If the interface is designed too complex, people might find it hard to control. However, the product will have to at the same time remain highly interactive and functional, or it will be at risk for being considered as useless if not designed correctly.