**LO1**: Conceptualise product ideas to successfully capitalise on identified relevant market opportunities

**LO2**: Develop comprehensive product strategies aligned to relevant business objectives

**LO3**: Prepare product-led growth strategies to support business objectives

**LO4**: Substantiate and give reasons for answers, choices, and approaches submitted.

My Mobile Stylist

Need against Want

This is the biggest battle our generation is facing with advanced AI and marketing strategies. In this world of consumerism where every sec, we are pushed with different products of nature luring us to endlessly buy even when we do not need it. We are lined with discounts, coupons throughout the year.

Build a mobile app that can suggest wardrobe styling suggestions

Purpose:

This is a fun application to be owned by anyone

enthusiastic about styling and fashion. This application can guide any novice to style like a professional at the click of a button without spending excess money on a stylist or even wasting time watching youtube on styling guidance.

What sets this apart from other apps is this app utilizes the wardrobe of the individual and provides suggestion and not dragging data outside which is not in their purview. Hence it helps an individual to effectively choose the style from the existing wardrobe and not look for additional pieces outside. But there can be additional feature to add that as recommendation if it is not found in their personal wardrobe.

Phase1:

1. Market Analysis
   1. Existing products of similar nature
   2. Popularity and features
   3. Benchmark on few parameters like number of downloads
2. Feasibility
3. Resource Requirements
   1. Human Personnel
   2. Software skills
   3. Deployment cloud
4. Deployment
   1. Android
   2. IOS

**VestiGo** – Derived from "vesti" (Latin for clothing) + "go" (on the go).

Scenario 2:

Write the product vision statement for the mobile app – Your wardrobe stylist

"VestiGo is your personal stylist, transforming your existing wardrobe into endless outfit possibilities—right at your fingertips. Say goodbye to the daily struggle of “What should I wear?” and let VestiGo curate the perfect look for any occasion. Unlike other styling apps, VestiGo exclusively utilizes your own closet, making fashion effortless, sustainable, and uniquely yours. Whether dressing for work, a night out, or a casual day, VestiGo ensures you always step out in style—with zero guesswork."