

## **Final Project Proposal**

### **Introduction**

Situations are quite usual that people don't know how to dress, especially for specific occasions like an interview, a dating, or a party. Such troubles are frequently encountered thus there must be someone's need to call for outfits recommendations. Illuminated by it, the final project is designed to build an interactive platform for individuals who need suggestions of how to dress in different occasions, how to match tops with bottoms, how much money can be saved and where to purchase. The idea is hard to realize without considering UX elements in mind. Therefore, the original idea is preliminarily enriched by figuring out the strategy and scope of the final website.

### **Strategy**

**Objective:** As mentioned before, the website is planned to be an outfits recommendation platform. People who browse the website will know how to match clothes. However, there are already some apps or websites of similar functions, such as Xiaohongshu app. So it is necessary to think what is the unique point and useful function of my website.

**Identify users:** To distinguish my website and find out powerful functions, identifying who the customers are and what they need is of vital importance. It is thought that busy individuals who are in a rush to get out home, people who are not good at outfits matching, and people who want to pick outfits as presents for their families may be the target customers. So what do they need? Busy people requires outfits recommendation in fewer and simpler steps. People poor in matching and the family-caring ones call for beautiful outfits suitable for multiple occasions. To be mentioned, it is also believed that users prefer to save money and they need informations about purchasing locations.

### **Scope**

**Function and content:** Thus, based on users' needs, the website is designed to occupy following functions and contents. Firstly, my website is occasion-oriented, which means outfit recommendations are given based on distinct occasions. It also reduces procedures to find the favorite outfits because when users want to know how to dress, they just choose what kind of occasions they are going for and then suitable suggestions can be shown. The occasions offered in the website are business&interview, casual occasions, dating outfits and party outfits, which are thought to cover common occasions to a large extent. Secondly, the website offers discount information scraped from online garment stores. People will know how much money they can save after picking their beloved outfits. Thirdly, information about Hong Kong local shopping malls are

also offered to make users feel more convenient. The information includes shopping mall's name, location, telephone number and opening period. Additionally, it is considered that users may not need the whole outfits but how to match for some specific tops or bottoms, thus areas of "Tops" and "Bottoms" are respectively offered for those who don't need the whole outfit recommendation but a suggestion for single clothing.

### Summarization

As shown in the figure below, the final website is planned to offer outfits recommendations for people who are busy, those who are not good at clothing matching, or those who want to dress more pretty. Functions and contents are designed according to users' needs, including occasion classification, single item matching, discount information and locations to purchase.

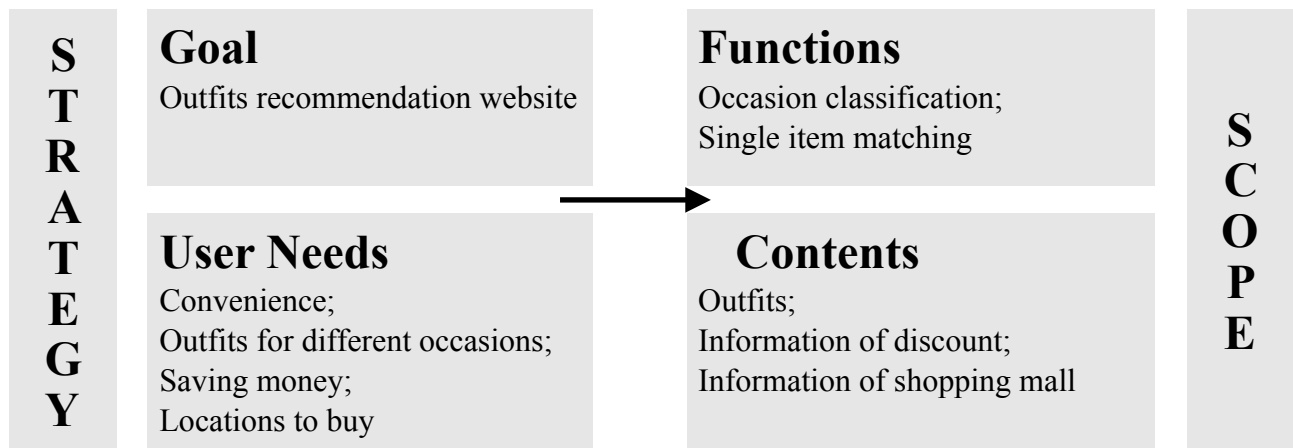


Figure. Summarization