

Project Proposal

FashionEye App - The Fastest Way to Find Affordable Fashion!

Overview: Have you ever seen a celebrity wearing an outfit you loved? You searched high and low and could not find the outfit or piece of clothing anywhere – well, that problem is about to be solved. We are proposing an app that you can upload photos of outfits from celebrities, friends, or even people on Instagram, which uses an advanced algorithm to generate where the clothing is from. The app will be an extension of Poshmark and built into the existing interface of the app. It will also incorporate the “swipe right” technology allowing users to have a bit of fun while finding what they are looking for at an affordable price.

The Problem Statement: We are creating a one-stop solution for a fashion-oriented audience, where users can upload images of any trending clothes, shoes, and accessories to find all the retailers on Poshmark carrying similar products.

Target Markets:

- **Audience 1:** Women aged 16-24 following pop culture and looking for *discounted clothing*.
- **Audience 2:** Women aged 25-30 that are interested in what is popular but have a *harder time* pinpointing the whereabouts of these items/fashion.

Problems the app is solving:

- **Saving time and effort by targeting**
 - Poshmark users, on average, spend 30 minutes per day looking at new shares and uploads. According to the Social Commerce Report, the app currently has about 60 million active users. We can tap into this market by simply having the user upload the photo of the style they are looking for so our technology can sift through third-party sites to find the items.
- **Making fashion easily accessible**
 - The younger generation (between ages 16-24) finds accessing trending fashion hard, not only because they don't know where and how to find the exact match they have been looking for, but also because exclusive and trending fashion might burn a hole in their pocket. The Fashion Eye app provides product availability with multiple retailers offering the best price options to the target audience.
- **Helping users save money & the environment**
 - Users will be given options to buy similar items on re-sell platforms, which is cheaper and helps reduce waste. Since our core target audience is 16-24, they generally have a lower income than those older and established in their career. Giving this audience a cheaper alternative will increase the chances of selling products. Additionally, re-sale platforms provide a way for clothing to get more than life out of them/it. When one person is tired of the item, another may be interested and buy it second-hand rather than new from a store which reduces the amount of carbon, water, and other resources needed to create the clothing.

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How the app works:

1. User uploads a photo of the intended fashion style and item
2. App uses learned systems to identify the photo and articles of clothing within it
3. The user chooses what they want to search for (pants, shirt, glasses, jewelry, shoes, etc.)
4. App uses the acknowledgment from the user to search within the algorithm linked to Poshmark, Depop, and other sources
 - a. The algorithm will use style, cuts of fabric, and color of the item to yield suggestions
5. App returns multiple possibilities to the users which are similar to the articles of clothing selected.
 - a. Users swipe right to match with the item and go toward the listing
 - b. Users swipe left on items not matching, which helps our system learn even stronger algorithms
 - c. Users swipe up to find out details like size and distributor

Other Capabilities of FashionEye App:

- **Silhouette** - Provides pieces that work best with certain body types
- **Lookbook** - Retrieves previous fashion items at the touch of a finger
- **Boutique** - Promotes small business boutiques on Poshmark and Depop
- **Swatch** - Identify clothing of a similar color rather than cut or style.
- **Style Surfing** - Allows all similar results to populate rather than the identical article
- **Influencer Programs** - We will promote the application through popular influencers on social media sites such as Instagram

Feedback from Becca and Amy to consider:

- *As the term progresses, invest special attention in the technology. Given the nature of the app, the app needs a top-notch user experience. Without it, users may lose interest & try any of a number of other fashion apps.*
- *Similarly, the tech you use to match purchase recommendations to the outfit uploads will be important to your success. The process map will be an important aspect of your project.*
- *Consider how the app will generate revenue - and will that source be large enough to sustain the platform?*
- *Consider competitors in this space & how you'll differentiate / offer a unique experience that others don't have -- and what will keep your app users returning.*