

Digital Analysis

FashionEye is an integration to an intended application that resells fashion through the mobile device. There are two focused technologies of interest that will be vital to the success of this project. The API that connects the two technologies will give permissions to access the data and make a seamless experience for the consumer. The reverse image lookup returns the results based on identification of what the user is searching for and uses algorithms to refine results to better match the user's needs.

Integration Journey

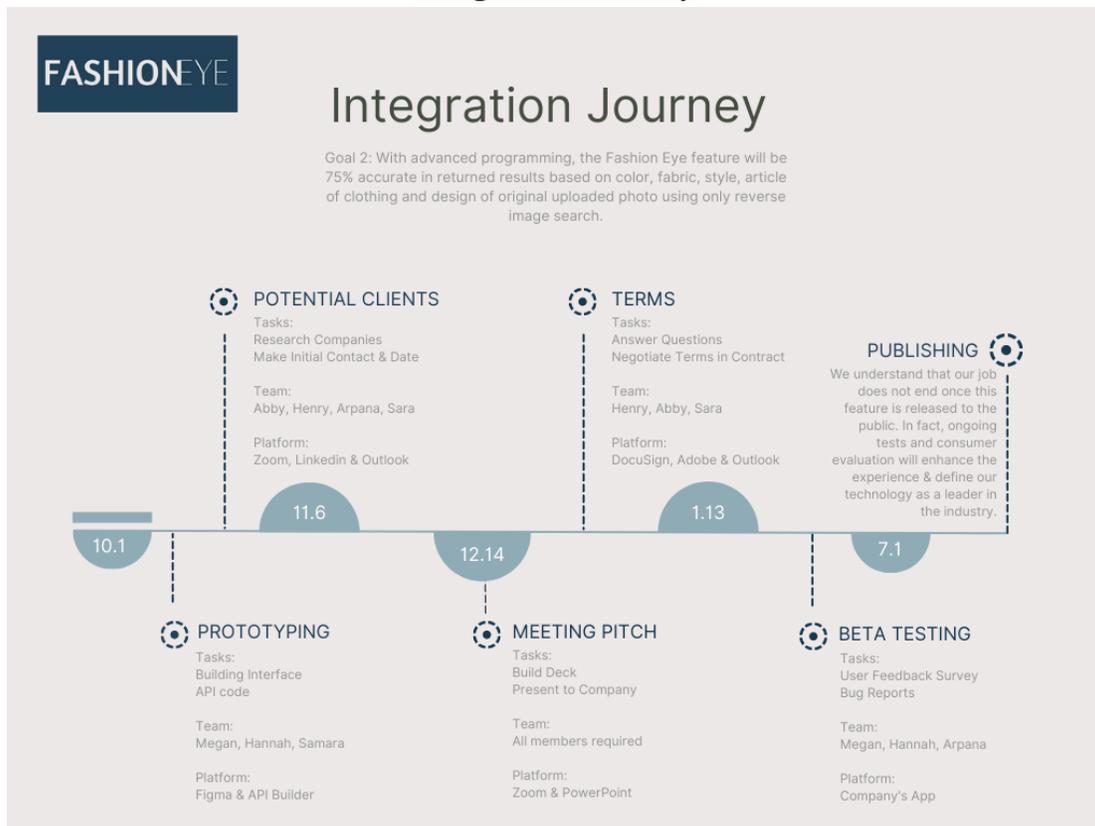


Figure 1: Planned Integration Journey

Upon agreement with the intended app, we will build a contract (see Figure 2) that allows our technology to integrate with the database. Using an API code, we will be able to collect data from seller's uploads each day into the search results of the buyer. Data included with the seller's upload will include their storefront tag, size, photo of clothing and price.

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Draft Contract

This document represents an agreement between [Client] and FashionEye. The agreement was made on [Date] and enters into effect immediately.

Scope of Representation
The Client hereby appoints FashionEye as the exclusive agent in reverse image lookup technology granting access to the database providing information on the platform users.

The Client will receive final approval regarding the release of the digital adaptation to the application after beta testing.

Term
Subject to termination clauses, the initial term of this agreement shall be for a period of two (2) years and for a successive one (1) year periods thereafter; unless either party give written notice of termination at least sixty (60) days prior to the end of the term. After such written notice is given, this agreement shall expire.

Commission
As payment for the services provided, The Client authorizes ___% of purchases made through the reverse image lookup feature provided by FashionEye's technology. The payments shall be received by the 1st of each month.

Dispute Resolution
Any dispute to this agreement will be mediate in accordance to all federal and state laws.

Verification
In witness whereof, the parties specified herein have executed this agreement on the day and year specified above.

Client

FashionEye

Figure 2: Drafted Contract Template

End-User Journey

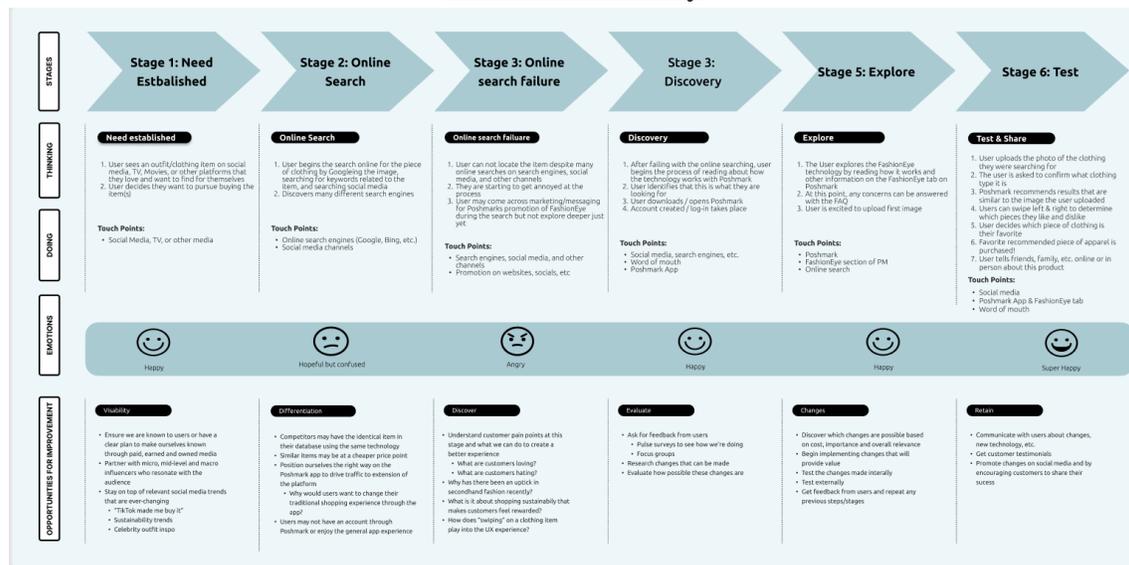


Figure 3: Customer Journey Map

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The buyer has an account where their information is stored in order to see what is for sale through the platform. Buyers select the FashionEye icon to open their camera app or upload an image of the intended fashion item. FashionEye scans the image to identify the articles of clothing and reports what it has found. This may include shirt, shorts, pants, dress, skirt, hat, or shoes. Once the buyer selects the specifics in the image that they would like FashionEye to search for, the integration from the intended app uses an algorithm to sift through all the current data within the database. This will use the descriptions that the seller's add to their items for listing as well as the image identification to match article of clothing, style, fabric, and color to yield suggestions. FashionEye will return multiple possibilities in a deck to the buyer which are like the uploaded image and intended article of clothing. Buyers can swipe right to match with the listing and add it to their cart, swipe left on items not quite what was requested or swipe up to find out quick details like size, brand and storefront.

Pros & Cons



Figure 4: Pros & Cons Associated with Developing FashionEye

FashionEye is in a competitive market to create and implement groundbreaking technologies before the competition swarms the market. The interface using the technology in FashionEye is unique as it allows users to help build the algorithm with a yes/no test of each result. This machine learning technique will build accuracy while continuing to adapt to the new data put in the system by sellers each day. Our technology is only as good as what is uploaded into the storefront using the details that the seller puts by hand to describe their item or identifies the clothing in the image

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based on photo quality. These factors are in fact manageable as they are due to human error and can be navigated in the required fields process.

Competitor Technology

	FASHIONEYE	amazon StyleSnap	Lykdat
Competitor Analysis			
Target Audience	Sustainable Fashionistas Poshmark Users	Current Amazon Fashion Customers	Online Shoppers using a desktop
Strengths	Continuous improvement in technology & returned results	Already established business	Perfected technology on a web-based platform
Weaknesses	Only as good as the data in the Poshmark app	Not very popular, inaccurate data & higher price points	Interface design is unorganized and not marketed well
Key Advantage	Cheaper price points, interactive interface with machine learning technology	New clothes & credible parent company	Many years of experience with technology

Figure 5: Competitor Analysis

Amazon StyleSnap

How it works: This AI-powered feature built into the Amazon app, allows users to find looks they love quickly and easily. Users can take a photograph or screenshot of an outfit, upload it onto the Amazon app, and you'll be presented with items that look just like the ones in the picture.

- In our favor: Product is not well known, spending a lot of influencers marketing, shows us what not to do, not app for just this feature
- In their favor: Coming from a huge company with unlimited budget, big name recognition.

Lykdat

How it works: Lykdat allows customers to use Image Search technology to find clothing they are looking for but cannot find the words to search for it. The technology they are using is a cutting-edge visual AI which makes it easy for customers to find the right products even when they don't have the right words.

- In our favor: They do not have an app, unorganized webpage, lack of marketing/brand recognition, does not show cheaper options
- In their favor: Site is solely dedicated to this technology their fore they have perfected the technology, providers users' suggestions, & can view in different currencies

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Growth Prospects

The technology associated with reverse image lookup is endless as competitors are currently trying to tap into the industry. With our generation (add fact about visual learners). FashionEye doesn't have to stop with online reselling fashion platforms! As discussed previously, with any accurate data source FashionEye can work as a reverse image lookup. With sustainable fashion, many individuals visit their local thrift stores to search for the latest finds. However, non-dedicated patrons may find the lack of organization in the thrift store frustrating to say the least. With a carefully crafted database holding information on the incoming and outgoing articles, FashionEye can help these stores be friendly to everyone looking for a sustainable find that is suitable for every closet.

FashionEye has a mission to remain sustainable, but have you seen the work from (insert fashion designers who use recycled materials)? FashionEye can use their reverse image lookup technology to enhance the fashion show for any designer using recycled materials. Attendees can use their phones to capture a photo of the model and return details such as availability, materials used, style, size and more!