

# Project Plan

**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.

## Objectives:

- Introduce an app that you can upload photos of outfits from celebrities, friends, or even people on Instagram and generate suggestions from second hand online provider Poshmark.
- App will provide
  - An easy-to-use app that allows users to find their favorite styles/ outfits quickly.
  - An alternative to high-cost items and promote sustainability through secondhand clothing.
- Gamification: Incorporate the “swipe right” technology allowing users to have a bit of fun while finding what they are looking for at an affordable price.

## Stakeholders:

- FashionEye Team – Sara Valko, Samara Grossel, Megan Sharkey, Hannah O’Hara, Abby Merola, Henry Fountain, & Arpana Shekhar
- Poshmark team - Manish Chandra (CEO & founder)
- Mentor – Lori Greene
- Faculty Advisors – Amy Lavin & Rebecca Zinn

## Minimum Viable Product (MVP):

- A mobile app that provides a convenient and easy to use solution that allows users to find cheaper alternatives to their favorite outfits/clothing based on photo submissions.

## Project Scope:

- Establish Objective & Opportunity
- Identify Target Customers (e.g. Poshmark)
- Establish partnership with Poshmark for financial benefit & marketing possibilities
- Create Website
- Brand Development (company name, logo)
- Establish Proposed Solutions (Photo scanner technology, AI technology that identifies similar clothing items to photo, Swipe-right gamification, marketing for product, etc.)

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- Create Wireframes of Mobile App for Featured above Functions (Figma)
- Market Research & Competitive Analysis
- Establish Pricing Strategy (Freemium and Premium(?))
- Architecture of the Digital Platform/Technology
- Data and Process Mode
- Marketing Plan & Channels
- Proposed Measurement and Improvement

**Schedule:**

<https://trello.com/invite/b/WQ334w5B/7b1e419b34925387966of29b5bfc289a/capstone-project-management>