Situational Analysis

Mission: FashionEye's aims to provide the fastest method for finding affordable, thrifted fashion through an uploaded image in order to effortlessly fulfill your ideal sustainable fashion vision without wasting time or resources.

Vision: To use cutting-edge technology to provide a seamless experience between the world, our mobile devices, and a sustainable fashion-forward closet.

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 they can upload images of any trending clothes, shoes, and accessories to find all the retailers carrying similar products.

How FashionEye Works:

1. This technology will be integrated into Poshmark's application. Users of the Poshmark app will already have an account to scan through preferred sizes and styles.
2. Users navigate to the FashionEye button to upload a photo of the intended fashion style and item
3. App uses learned systems to identify the photo and articles of clothing within it
4. The user chooses what they want to search for (pants, shirt, glasses, jewelry, shoes, etc.)
5. App uses the acknowledgment from the user to search within the algorithm linked to Poshmark
   a. The algorithm will use style, cuts of fabric, and color of the item to yield suggestions
6. 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

Value Proposition:

1. **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.

Situational Analysis

2. **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 FashionEye extension of the Poshmark app provides product availability with multiple retailers offering the best price options to the target audience.
3. **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.

Competitors:

1. **Amazon StyleSnap**
   a. 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.
      i. 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
      ii. In their favor: Coming from a huge company with unlimited budget, big name recognition.

2. **Lykdat**
   a. 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.
      i. In our favor: They do not have an app, unorganized webpage, lack of marketing/brand recognition, does not show cheaper options
      ii. 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