

STYLE SYNC

Apps For Good

Project Proposal

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Executive Summary

A common issue that many people face nowadays is what they should be wearing. People have clothes that can be worn in different seasons with different colors and different patterns, so it is often hard to coordinate matching items of clothing together to create a cohesive outfit. A lot of the time people end up wearing similar clothing everyday, and sometimes people don't go places simply because they do not know what to wear. Our goal is to create an app that will take the items of clothing that a user has and compile them. From there, it will be able to select items of clothing that go well together and suggest multiple outfits for the user. These suggestions will be made using levels of formality, seasonal wear, color, and patterns in order to match a top and bottom together. The end goal is that the user will be able to have multiple outfits created for them at a moment's notice, so they can be certain of having fitting attire, and don't have to be worried when going out.

Introduction

Problem

Managing a wardrobe may seem like a simple task but can present many problems and setbacks. Especially when someone is in a rush, choosing an outfit that matches and is appropriate for the day can be challenging, often presenting individuals with difficult choices that can waste time. A new study released by Marks & Spencer has revealed that the average woman will spend 17 minutes each morning trying to find an outfit to wear to work (De Klerk, 2016). These individuals, oftentimes, do not have time to pick out an outfit, and this leads to a delayed schedule or a disorganized appearance. A poll of 2,000 Americans, conducted by OnePoll on behalf of Trunk Club, a personal styling service, discovered sixty-five percent of those surveyed said they felt overwhelmed when choosing what outfit to wear to a restaurant and 46 percent try on more than half of their closet trying to create the perfect outfit (Gervis, 2023). In order to prepare for this time, an app can be created to help organize the wardrobe. Organization is key in being time-efficient.



Audience

This application can help nearly anyone with all their dressing up needs. It could be a kindergartener who is wondering what they need to wear to school, or it could be a CEO who needs to dress formally for a meeting. This application could also help people that are colorblind, since it is a lot harder for them to identify colors. An additional target audience is those who are unsure of what to wear in the morning. Many people are very indecisive when deciding what they should wear, and this app can address that need. This app could also be used by individuals who wear similar clothes on a day-to-day basis. This app could spice up their dressing variety. All in all, this app would be used by an audience that needs help with what to wear for an occasion.

Competition

During the researching process, the group came across three apps that attempted to solve a common problem. The first app, Pureple, is a closet organizer and outfit planner that can be found on both iOS and Android. The app offers various useful features such as cataloging clothes into different categories, planning outfits for future occasions and creating outfits. Additionally, the app can style based on the weather or occasion. However, users have expressed their concerns with the poor user interface, since it does not allow return to the home screen without exiting the app. Some have even been frustrated by the presence of advertisements which can only be removed by purchasing the pro version of Pureple for \$7.48/month.

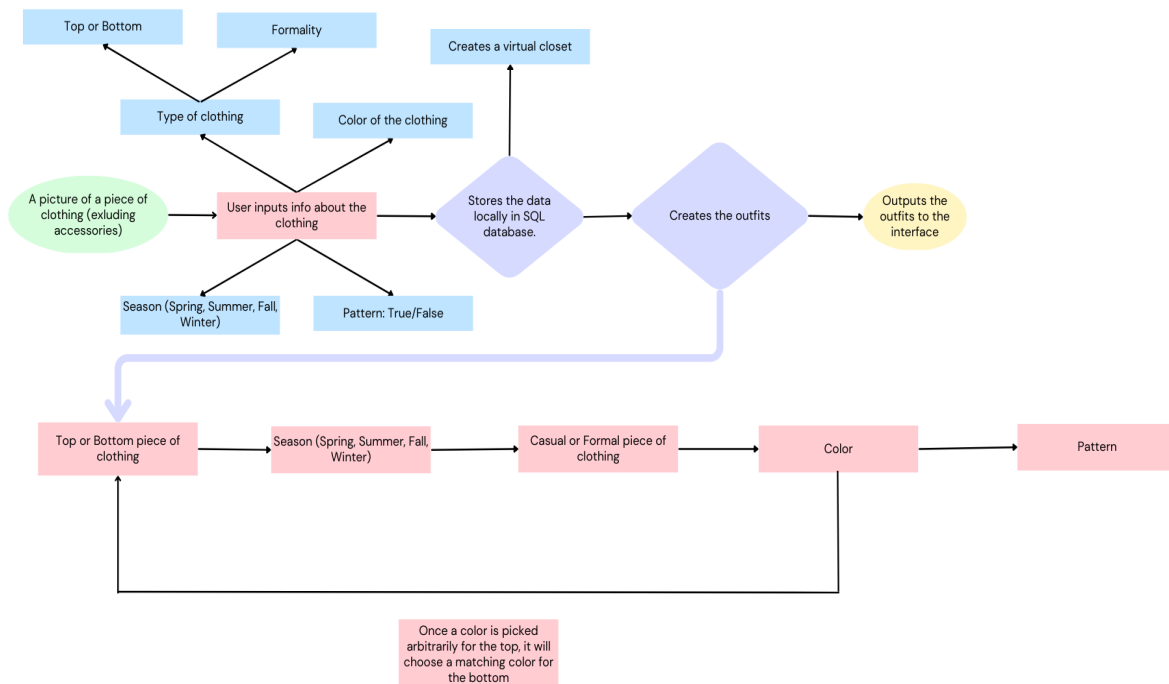
Another identified competitor was the app Cladwell, another a virtual closet organizer and stylist that can be found on both iOS and Android. Cladwell offers an extensive number of features such as: a large catalog to set up a virtual wardrobe, uploading clothes, daily app-suggested outfit ideas and the option to create capsule wardrobes for different occasions. To access these features, however, the app offers a seven day free trial before requiring payments of \$6.98/month or 73.98/year.

The third and final competitor our group identified was the app Closet+, yet another closet organizer and outfit planner that is, unfortunately, only available on ios. Closet+ offers services such as:

wardrobe organization, outfit building and planning, and a packing list that eases the packing process. Though the app has many unique aspects, such as the packing assistant, it does charge for many of the features, charging \$2.38 for every created closet place as well as having a monthly fee of \$4.48. Users have also spoken about the hard-to-use user interface, claiming it was text heavy with too many obstructing dropdowns.

Features

The user can add new pieces of clothing to their virtual closet by taking pictures of the desired garment. There is a camera feature on one of the three screens where the user can snap a photo of the layed out shirt or pants. After the picture is taken, some edit options will appear on the screen. Here, the user can enter the color, type of clothing, whether it is patterned, and the seasons it can be worn in. After the user is done editing all the details of their clothing, they can add the piece to their closet, with all the details stored. The flow chart below depicts how the picture of the clothing piece gets stored and displayed.



Another screen suggests outfits depending on the weather. When the user first sets up their closet, they can input their general location to load weather data. The app uses this information to suggest outfits that are most compatible with the temperatures. For example, the app will associate longer sleeves and pant lengths with colder weather and shorts ones with warmer weather.

Feedback

In the app store, users can leave a review for our app. These reviews will be reviewed monthly to decide on what types of modifications to the app could be made. The modifications will be completed in less than two months after reviewing.

Future Works

With the allocation of more time, our team would implement a packing assistant to help the user choose the perfect outfits for any trips or vacations. The app would take into account the location, the duration of the trip, and the dress code. From business trips to family vacations, the app would compile the best pieces from the user's wardrobe to ensure matching, fashionable outfits. The team would also add in a component that takes into account the weather and temperature when generating outfit suggestions. This will allow the user to have more practical outfits to choose from.

References

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