

# TRENDLY

## INTELLIGENT CLOTHES SHOPPING

---

ANTHONY J. RUFFA, JOSH HEBERT, HIMANSHU SAHAY



## VALUE PROPOSITION

- Help people dress better through intelligent location and trend-based clothing recommendations in a Tinder-style interface.
- On the enterprise side, we aim to be the go-to app for small brands to list their inventory.
- **IMPORTANT** – Number of users and time spent in app (not money spent!)

# THE APP

- Ability to like an item of clothing
- Likes register in the server, affecting recommendations for that item in nearby locations
- Likes also register in the user's favorites
- Users can shop directly from their favorites

# SHORT DEMO



# TARGET AUDIENCE

- 18-35 year olds
- Marketing – particular focus on women

# WHY WE'LL WORK

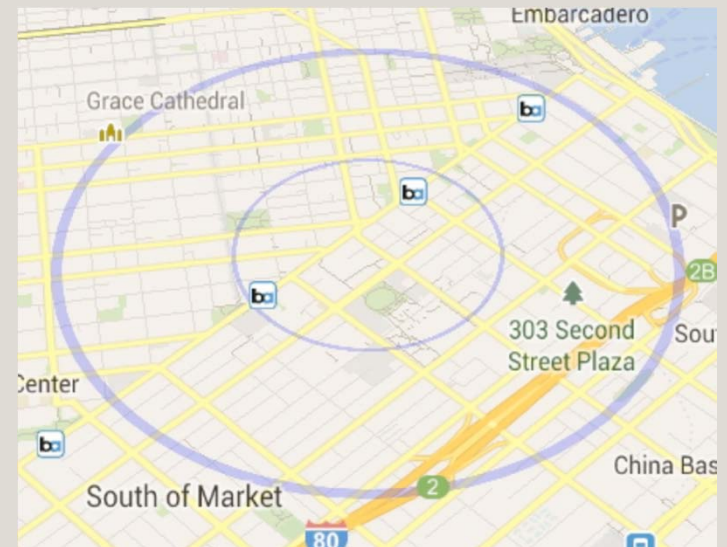
- Nothing like this exists
- Online clothing retail in the US - \$86.4 bn in 2018
- 7.1% of online shoppers shop daily
- Our survey showed:
  - People like being given clothing recommendations
  - People like browsing clothes online and saving to wishlists

# TECHNICAL DETAILS

- Used fragments for different parts of the UI
- Server handles all the data

# SERVER EXCHANGE

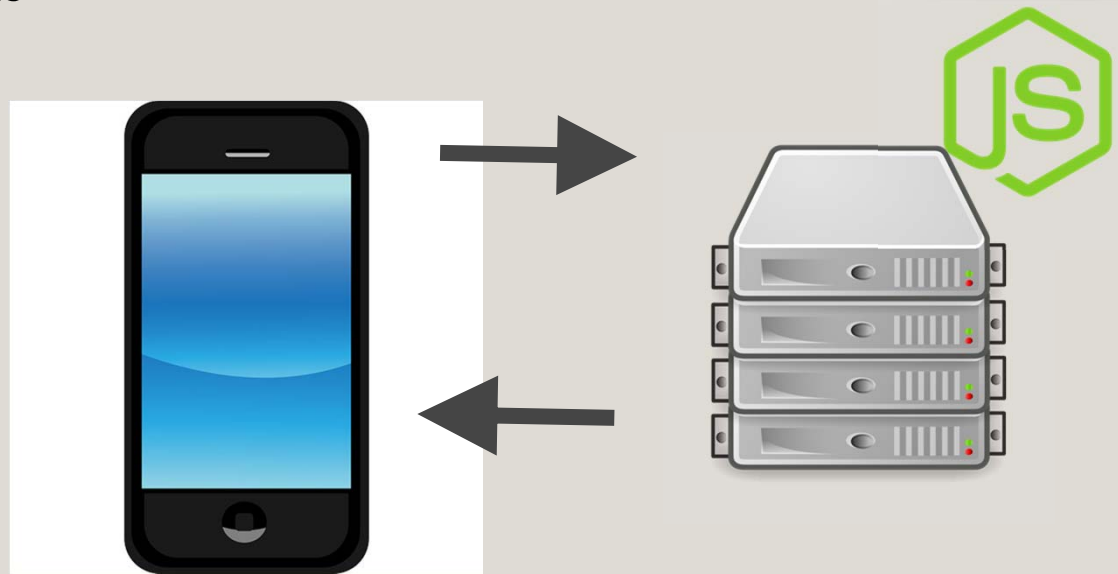
- Each like collects the user's location from GPS
- Data is sent to the server, along with item
- No processing locally on the device





# SERVER EXCHANGE

- Receive popular items
- Display to user



# SERVER EXCHANGE



- “Popular”
  - Look at nearby likes
  - Cluster and rank



# CONCLUSION

- Online clothing retail is ripe for innovation
- The Tinder-style model has strong potential to work
- Users = Currency
- Small clothing brands will use our app as a strong marketing platform

# FUTURE WORK

- Categorization of clothing items
- Promoted clothing items
- Machine learning on user preferences to make better recommendations
- User uploaded collections