TRENDLY
INTELLIGENT CLOTHES SHOPPING

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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