

Outfit Finder

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The Outfit Finder allows you to take photos of your clothes, instantly remove the background, categorize and easily scroll through to find stylish looks. You can also message it to friends or save in your closet to look at later.

Special features like the weather on your main screen and the suitcase help you to prepare for future trips.





Audience

So based off the study done by the *Telegraph* (a newspaper from the UK), I believe my target audience is 16-60.

The app might primarily be used by:

- Fashion Students
- Fashion Industry
- Bloggers
- Sales floor workers
- Business men and women
- Travelers

This app can also be used by an international audience with a setting allowing you to change the language.

Objectives

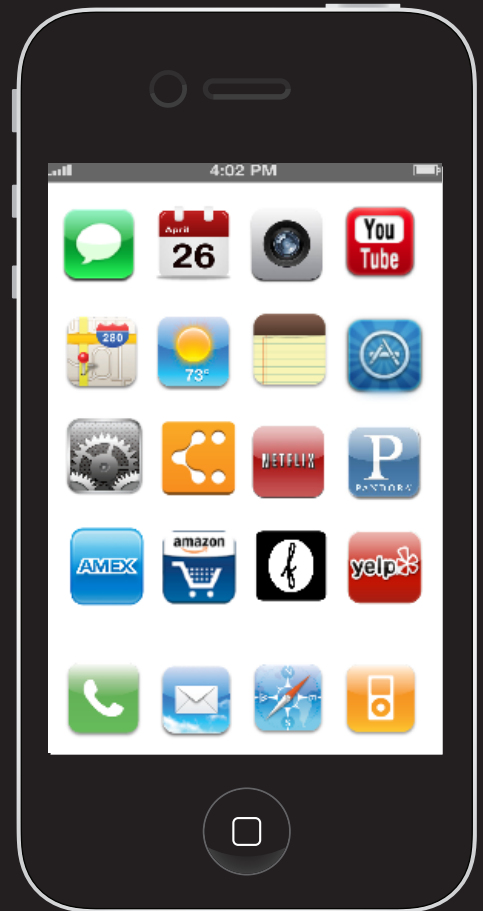
The objective of this app is to allow you to be prepared and organized.

1. You can pick out your outfits ahead of time
2. Prepare for a vacation
3. Organize your closet
4. Helps you to remember clothes that you own
5. Keep a clean room



Market

App will be for Apple iPhones and the iTunes market, it includes an accompanying website accuweather.



Competitive Analysis

Stylebook

Get the most out of your closet, for the price of a latte or a gossip magazine, you could have a closet assistant for life



Competitive Analysis

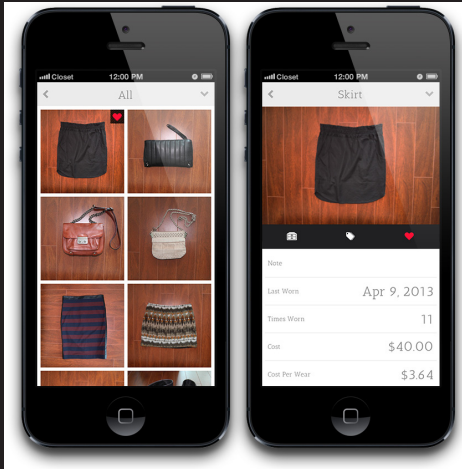
Stylebook



Competitive Analysis

Closet

Access your closet on the go! Use the calendar to keep track of what you wore, when and where.



Competitive Analysis

Netrobe

The easiest way to manage your clothes. Take pictures of your clothes, edit and categorize, pack for trips

