

[Stynel]

Jenn Blunt X Chloe Lu X Nosa Oghafua
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MVP

Solution:

- A **landing page** that includes an **email capture**
- **Social channels** to advertise and get exposure

Purpose:

The landing page helps capture **how many people are interested in our product concept/idea.**

MVP

Success Metrics from website:

- Number of website visitors
- Website session duration
- Website average time on page
- **Email subscription email numbers**

Success Metrics from social media:

- **Social media demographic, accounts reached, accounts engaged**
- Social media views / likes
- Social media shares (positive VS negative; keywords)
- Social media **comments (positive VS negative ; keywords)**

How:

- Social media & built-in analytics
- Google analytics

MVP Prototype

Product Vision

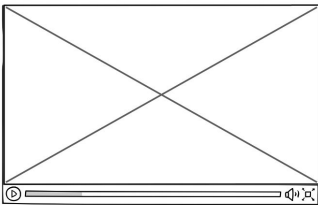
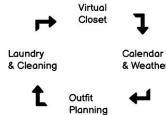
Youtube video:

Comprehensive analysis, such as audience segment, traffic source, video engagement, engagement funnel and so on.

LOGO How it works Benefits SUBSCRIBE

To empower everyone to confidently face their day. With style.

How it works

Benefits

Eco-consciousness & sustainability

Bring efficiency to your life
Increase self-confidence

Interesting to you?
Subscribe to our mailing list for our latest news!

Footer

Floating email subscription section where audience can subscribe at any points.

Email subscription banner section where we can continue capturing more emails.

User Stories

Virtual Closet

As a user, I want to **create a virtual closet** so that I can manage all items in my closet.

As a user, I want to **manage my apparel** so that I can properly categorize them.

As a user, I want to **view my closet inventory real-time** so that I know what's available.

Outfit Planning

As a user, I want to **view the apparel schedule** so that I can get my apparel ready prior to the day.

As a user, I want to **update my outfit plan** so that I still have the flexibility to make decisions on what to wear.

Calendar & Weather

As a user, I want to **connect with my personal calendar** so that I can wear to my daily activities.

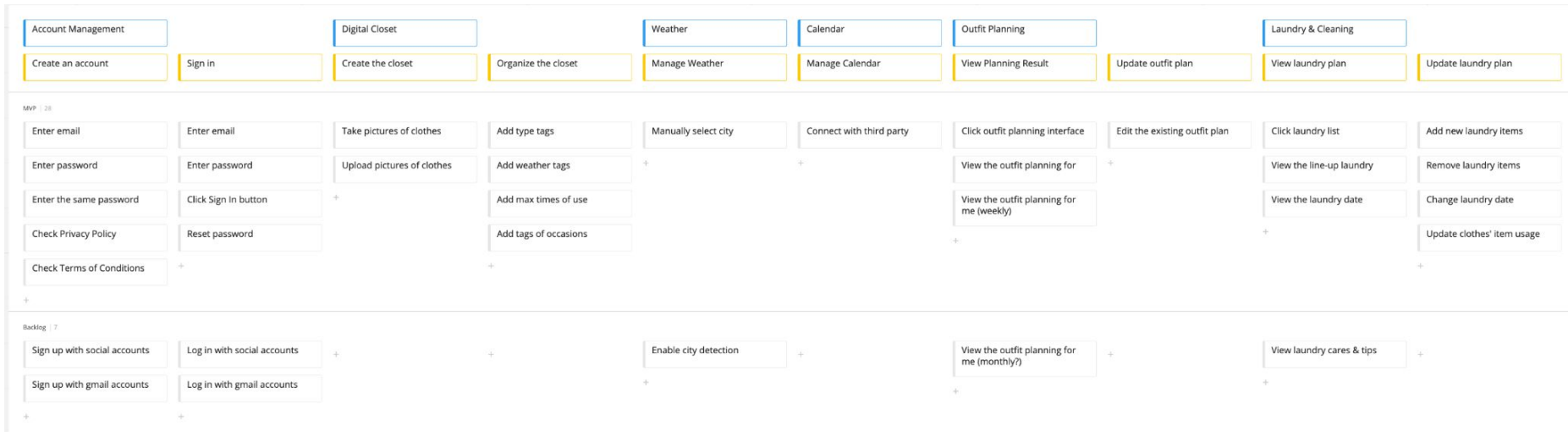
As a user, I want to be able to **view the future weather** so that I can wear to the weather.

Laundry & Cleaning

As a user, I want to **view the laundry plan** so that I can gather the apparel for cleaning.

As a user, I want to **update my laundry plan** so that I can have the flexibility to clean what is needed.

User Story Mapping



Go-to-Market Strategy: Positioning

What Is It?

A lifestyle mobile app

Market Category

Lifestyle Market in the United States.*

Primary Differentiation

- Help users develop a sustainable lifestyle
- Optimize your day/time

Target Segment

- Millennials & Gen Zs, Tech-savvy, working class **

Competitive Alternatives

- Manual apparel management
- Cladwell, Combyne

Key Benefit

- Increase daily efficiency
- Decrease time spent in apparel management
- Increase self-confidence
- Improve lifespan of clothing



Go-to-Market Strategy: Metrics

Success Metrics:

- Number of emails submitted for waitlist
- Landing page session duration
- “Write out metrics from Video” e.g. drop-out rate

How to measure:

- Social media analytics
- Google analytics connected to the website

SWOT

	Helpful	Harmful
Internal	<p>Strengths</p> <ul style="list-style-type: none">• Laundry Management feature• Built in advertising with Social Share OOTD• Flexible cost to Users: Basic & Premium• Background remover API is scalable• APIs make initial development faster and less expensive• Weather and Calendar connection• Potential for users to actively consume less (buying fewer pieces, not over washing clothes)	<p>Weaknesses</p> <ul style="list-style-type: none">• Onboarding Pain point• Features rely on APIs• Background remover is most expensive API• Image storage costs
External	<p>Opportunities</p> <ul style="list-style-type: none">• Built in Stylist - Recommend wardrobe combos based on previous pics• Capsule Collection Feature• Shopping through app - Partner with Brands	<p>Threats</p> <ul style="list-style-type: none">• Competitor development<ul style="list-style-type: none">◦ Cladwell - Add Social Sharing◦ Combyne - Add Calendar• API changes

SWOT

Risk / Weakness	Probability / Impact	Action to Prevent / Manage Risk
Onboarding Pain point	High / High	<ul style="list-style-type: none"> • Add Text Recognition to read style tags on existing wardrobe pieces • Scan the UPC on tags of new pieces added to wardrobe. • Conduct extensive testing with users for insight. • Guide users with tutorial on sign up. • Prompt with helpful tips. Eg. Take photos of pieces as you wear them. If you haven't worn something in a while, try it on and take pics if you're going to keep it. • Partner with Vloggers / Influencers to demo easy onboarding flow.
API function changes	Low / High	<ul style="list-style-type: none"> • Monitor APIs for release notes. • Plan in house development for any critical functions. • Build error messaging for users in case of temporary feature disruption.
Background remover app is expensive (Premium subscription feature)	Mod / Mod	<ul style="list-style-type: none"> • Cost becomes less of an issue with 10 000+ active users. • Ad revenue from basic account can offset some costs until premium user base increases. • Negotiate lower custom pricing with API developer. • Roll out basic platform first, then introduce Premium subscription with background remover, ad free.
API fees could increase	Mod / Low	<ul style="list-style-type: none"> • Negotiate custom pricing and lock in with contract. • Regularly review our plan pricing models vs costs.
Data / Image Storage Costs	Low / Mod	<ul style="list-style-type: none"> • Build image size params to resize all images before sending them to storage. • Storage is scalable, free until >1GiB. Negotiate pricing once user pool is large enough.
Competitor Development	Low / Low	<ul style="list-style-type: none"> • Laundry management feature built in house. Included in phase one release. Test to ensure function best for users. • Fresh and intuitive User Experience and Interface.

Risk Matrix

		Impact		
		Minor	Moderate	Extreme
Probability	Rare	Competitor development	Data / Image Storage Costs	Changes to core API functions
	Moderate	API Fees could increase	Background Remover API is expensive	-
	Very Likely	-	-	Onboarding Pain Point

The background is a solid green color. In the center, there is a large, faint white question mark. Surrounding the question mark are several thin white lines that form a funnel-like shape, pointing towards the center. The lines are thin and light, creating a subtle graphic element.

Questions?