

Case Breakdown:

Alle

AI-powered fashion stylist and studio

Breakdown of user-onboarding journey of Alle

Vismaya R

The logo for 'Alle' is displayed in a bold, lowercase, sans-serif font. The letters are black and set against a solid yellow rectangular background. The 'a' has a rounded bottom, the 'l's are tall and thin, and the 'e' has a rounded bottom and a small tail. The overall aesthetic is clean and modern.

alle

About Alle

Discover Personalized Fashion with Alle

Alle is your AI-powered personal stylist, designed to revolutionize your fashion experience by offering personalized outfit ideas, virtual try-ons, and instant feedback. Perfect for any occasion—work, night out, or casual day—Alle ensures you always look your best effortlessly.

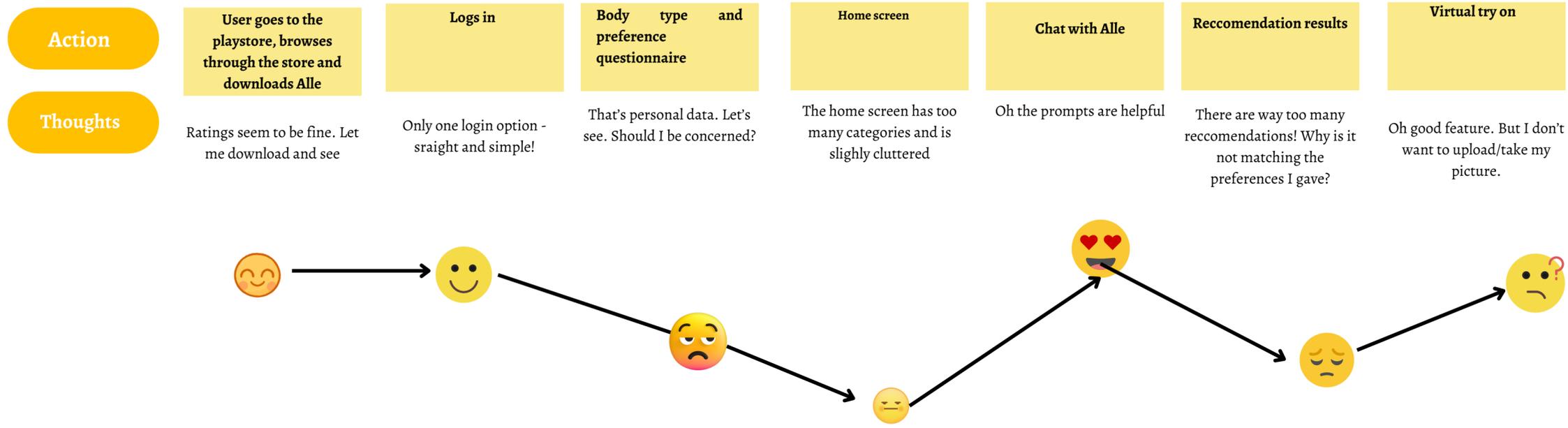
What Alle Brings to the Table - Key features:

Personalized Outfit Ideas: Tailored recommendations for every scenario, from chic evening wear to professional office attire and casual day looks.

Shop the Look: Seamlessly shop recommended items directly through the app, accessing a variety of online retailers to complete your look with ease.

Try On Before You Buy: Use Alle's augmented reality feature to see how outfits look on you before purchasing, minimizing the risk of returns.

Fit Check: Upload a photo of your outfit and receive instant feedback, with expert tips on color coordination, accessorizing, and fit adjustments.



Hey 🙌 I'm Alle,
your AI personal stylist

When **Data** talks...

60%

of all survey participants, across all genders, needed fashion advice and consultant help.

75%

of tier 2 city residents demonstrated interest in Alle, indicating a growing market potential outside of major metropolitan areas.

Survey Demographics

- Total Participants: 10
- Gender Distribution:
 - Women: 40% (4 participants)
 - Men: 40% (4 participants)
 - Gender Fluid: 20% (2 participants)
- City Distribution:
 - Tier 1 Cities: 60% (6 participants)
 - Tier 2 Cities: 40% (4 participants)

Introduction

To better understand the user onboarding journey for Alle, we conducted interviews with 10 individuals. Our goal was to identify the demographics showing genuine interest in the app and to gather insights on their needs and requirements. This summary provides a detailed analysis of our findings.

Key Findings

1. Genuine Interest in Alle:
 - Women: 75% of the women (3 out of 4) showed genuine interest in using the Alle app.
 - Gender Fluid Individuals: 100% of the gender fluid participants expressed strong interest in the app.
 - Men: While men were surveyed to understand their needs, none showed a high level of genuine interest compared to women and gender fluid individuals.
2. City Penetration and Fashion Awareness:
 - Tier 1 City Residents: 100% of participants from tier 1 cities (6 participants) showed interest in Alle, citing better fashion awareness and app penetration as key factors.
 - Tier 2 City Residents: 75% of participants from tier 2 cities (3 out of 4 participants) demonstrated interest, indicating growing fashion awareness and the potential for market expansion.
3. Identified Ideal Customer Profiles (ICPs):
 - Women: Representing 40% of the total participants, 75% of women expressed a genuine interest in Alle. They cited the need for personalized outfit ideas, seamless shopping experiences, and virtual try-on features as major attractions.
 - Gender Fluid Individuals: Accounting for 20% of the survey population, these participants showed a strong preference for inclusive fashion options and personalized style advice, aligning closely with the app's offerings.

Needs and Requirements:

- Personalized Fashion Advice: Both women and gender fluid individuals emphasized the importance of personalized outfit suggestions tailored to their unique styles and occasions.
- Convenient Shopping: The ability to shop recommended looks directly through the app was highlighted as a key feature, especially among tier 1 city residents.
- Virtual Try-On and Fit Check: These features were highly valued for their ability to help users visualize outfits and receive instant feedback, reducing the likelihood of returns and enhancing overall satisfaction.

Ideal Customer Profile for Alle

Ideal Customer Profile 1: Woman in Her Late 20's from a Tier 2 City	Ideal Customer Profile 2: Gender Fluid Person in Early 20's from a Tier 1 City
Personal and Demographic Information:	Personal and Demographic Information:
- Pronouns: She/Her	- Pronouns: They/Them
- Age: 28	- Age: 22
- Marital Status: Single	- Marital Status: Single
- Current Location: Indore, India	- Current Location: Mumbai, India
- Education Status: Bachelor's degree in Business Administration	- Education Status: Pursuing a Master's degree in Fine Arts
Psychographic and Behavioral Information:	Psychographic and Behavioral Information:
- Lifestyle: Active social life, enjoys exploring local fashion trends	- Lifestyle: Vibrant city life, values inclusivity and self-expression
- Interests: Fashion, beauty, lifestyle trends, social media influencer followings	- Interests: Fashion, art, culture, avant-garde and inclusive fashion
- Shopping Habits: Prefers online shopping, seeks fashion inspiration online	- Shopping Habits: Mix of online and in-store, values sustainability
- Technology Use: Regular user of Instagram and Facebook, uses fashion apps	- Technology Use: Active on Instagram, YT shorts, engages with fashion influencers
- Pain Points: Keeping up with latest trends, outfit decisions for various occasions	- Pain Points: Finding inclusive fashion options, lack of personalized advice
- Goals: Enhance personal style, stay updated with fashion trends	- Goals: Reflect identity through fashion, stay updated with inclusive trends

Jobs-to-be-done framework for ICP profiles

	Factor	Woman in Her Late 20's from a Tier 2 City	Gender Fluid Person in Early 20's from a Tier 1 City
Primary	Personal	<ul style="list-style-type: none"> Enhance personal style and confidence Self-expression through fashion Stay updated with trends 	<ul style="list-style-type: none"> Authenticity and self-expression Inclusivity and gender-neutral options Personal identity through fashion
Secondary	Functional	<ul style="list-style-type: none"> Help in choosing outfits for various occasions Convenience of online shopping Feedback on outfits 	<ul style="list-style-type: none"> Inclusive fashion choices Virtual try-on for fit and look Reliable fashion advice
Primary	Financial	<ul style="list-style-type: none"> Budget-conscious decisions Value for money in purchases Time-saving features 	<ul style="list-style-type: none"> Ethical and sustainable shopping Budget-friendly inclusive options Investing in identity through fashion
Secondary	Social	<ul style="list-style-type: none"> Maintain stylish image in social settings Influence from fashion trends and influencers 	<ul style="list-style-type: none"> Social acceptance and inclusivity Cultural and social identity expression Engagement with diverse communities

Onboarding Teardown for Alle

At Alle's Product-Market Fit (PMF) stage, the primary objective is to refine the onboarding process to achieve PMF:

1. Define Core Value Proposition:

- Clearly articulate Alle's core value proposition.
- Identify the key action or benefit that constitutes the core value users should experience.

2. Reverse Engineer Activation:

- Map out the steps users need to take to reach the core value proposition.
- Conduct a thorough audit of the current onboarding process to identify barriers or missing steps hindering user activation.

By focusing on refining Alle's onboarding process at this crucial stage, the aim is to streamline user activation and foster initial engagement, paving the way towards achieving Product-Market Fit.

Core value proposition of Alle

The core value proposition of Alle revolves around providing personalized and convenient fashion solutions through innovative technology. Alle empowers users to effortlessly discover, try, and perfect their style with AI-driven outfit suggestions, virtual try-ons, and instant feedback. By seamlessly integrating these features, Alle ensures that every user can confidently express their unique fashion identity while staying updated with the latest trends, all from the convenience of their mobile device.

Onboarding journey breakdown

Awareness and consideration stage

How Did Users Land on Alle?

Understanding how users discover Alle is crucial for refining the onboarding process. Here are potential discovery channels and insights:

1. Search Engines:
2. App Stores:
3. Social Media:
4. Referrals and Word of Mouth:
5. Content Marketing:

Touchpoint Analysis: App on Play Store Listing

- What's Working:

- Clear and engaging app description: Highlights key features and benefits effectively.
- Positive user reviews and high ratings: Builds credibility and trust.
- Attractive screenshots or video previews: Demonstrates app functionality convincingly.

- Areas for Improvement:

- Addressing Negative Feedback: Promptly and transparently address any negative reviews or feedback.
- Visual Updates: Keep graphics and videos updated with the latest features and UI changes.

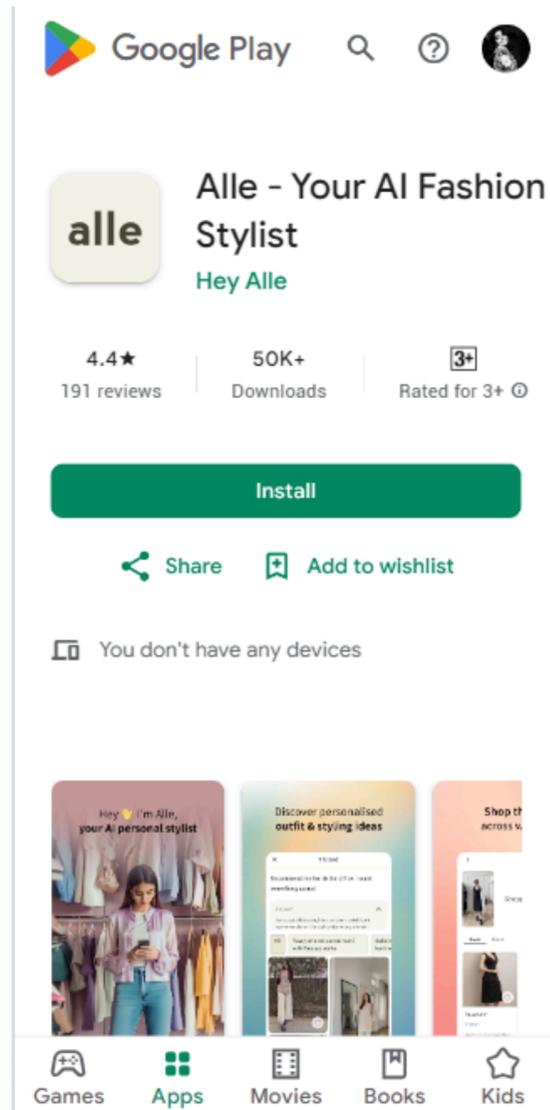
Content and Goal of the Play Store Listing Stage

- Content:

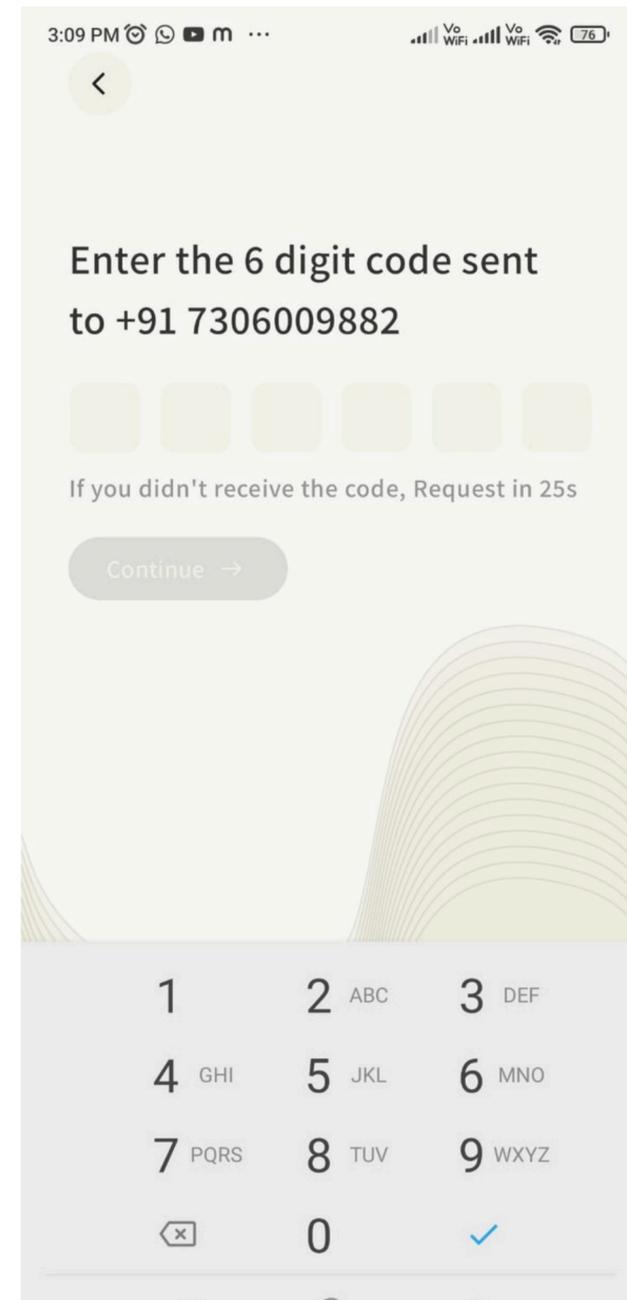
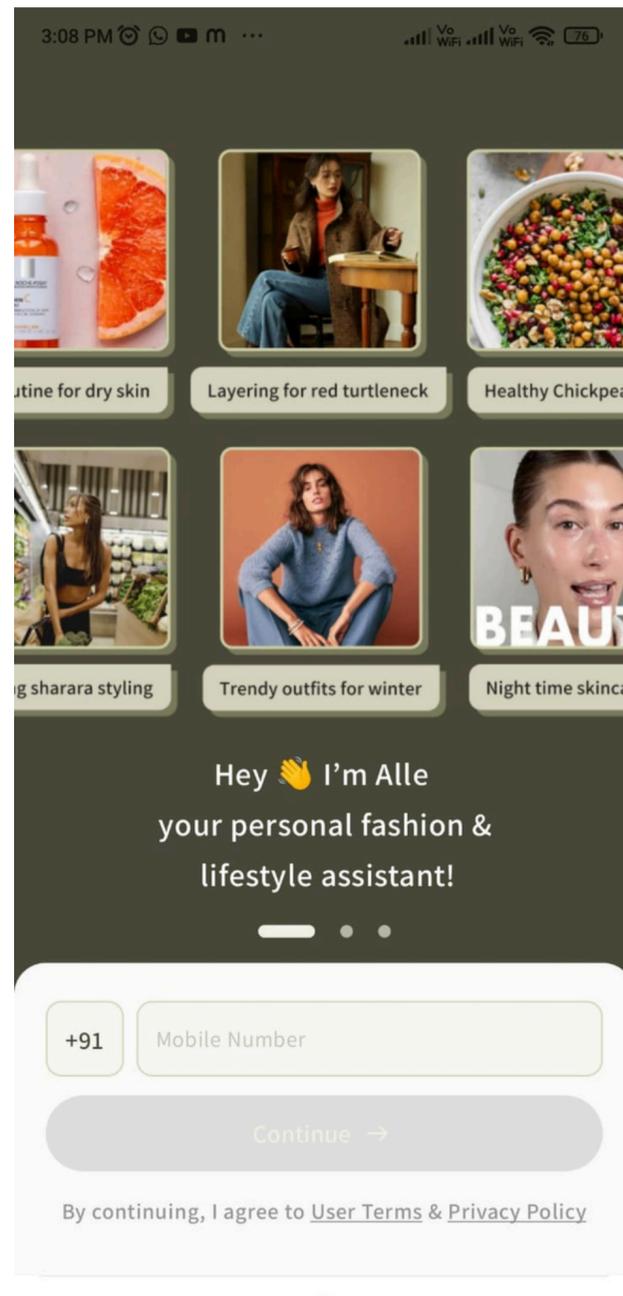
- Detailed and engaging app description emphasizing Alle's core value proposition.
- High-quality images and videos showcasing app features and user interface.
- Positive user testimonials and high ratings to build trust.

- Goal:

- Capture user interest and encourage downloads by clearly communicating the app's value and benefits.
- Convince users that Alle can effectively solve their rental market pain points.



Onboarding stage



Touchpoint: OTP Login Screen

After users download the Alle app and open it, they encounter the phone number login screen. Upon entering their number, they are redirected to the OTP (One-Time Password) page where the OTP is auto-read.

Current Performance:

- **What's Working:**

- Simplicity: The phone number login process is straightforward, reducing barriers to entry.
- Auto-Read OTP: This feature enhances user convenience by automatically detecting and inputting the OTP, saving time and effort.
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Content and Goal of the OTP Login Stage

- **Content:**

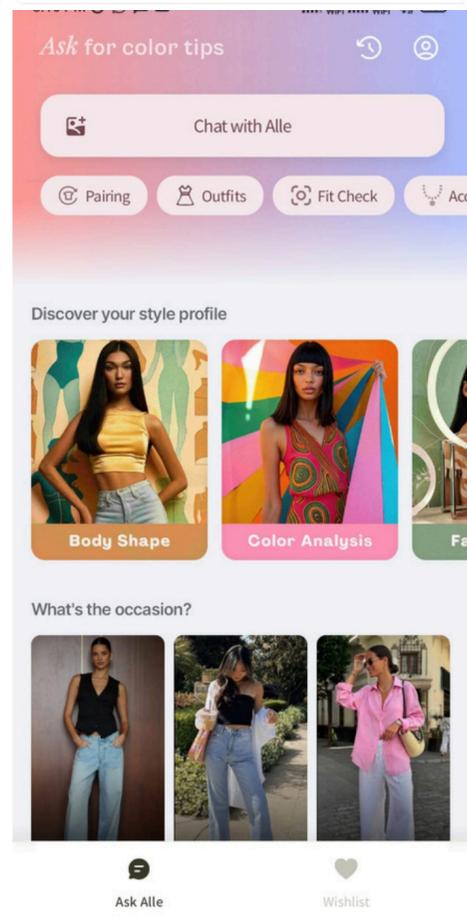
- Instructional Text: Clear and concise instructions on entering the phone number and waiting for the OTP.
- Visual introduction about the product through engaging slides.

- **Goal:**

- Seamless Login: Ensure a smooth and quick login experience to keep users engaged.
- User Trust: Build user confidence by showcasing the efficiency and security of the OTP process.



Reduced Decision Fatigue: Offering a single login option reduces the number of decisions users need to make during the login process. Decision fatigue refers to the idea that making decisions can wear down mental resources, leading to poorer decision-making over time. By limiting choices, users can navigate the login process more quickly and easily.



Touchpoint: User Personalization Details Screen

After the OTP login, users are directed to a screen where they provide personal details such as gender, age range, body shape, skin color, and body size to receive more personalized recommendations.

Current Performance:

- What's Working:

- Personalization Approach: Collecting personal details to tailor recommendations shows that Alle is committed to offering a personalized experience.
- User Input: The process of asking for specific user information indicates that the app aims to provide relevant and customized recommendations.

- Content:

- Input Fields: Fields for gender, age range, body shape, skin color, and body size.
- Instructional Text: Clear instructions on why this information is needed and how it will improve the user's experience.
- Privacy Assurance: Messages reassuring users about the confidentiality and security of their personal data.

- Goal:

- Data Collection: Gather necessary user information to provide personalized recommendations.
- User Trust: Build user trust by ensuring that the information provided will enhance their experience.
- Accuracy: Improve the accuracy of personalized recommendations based on user-provided data.

Recommendations for Improvement:

1. Gender-Based Recommendation Accuracy:

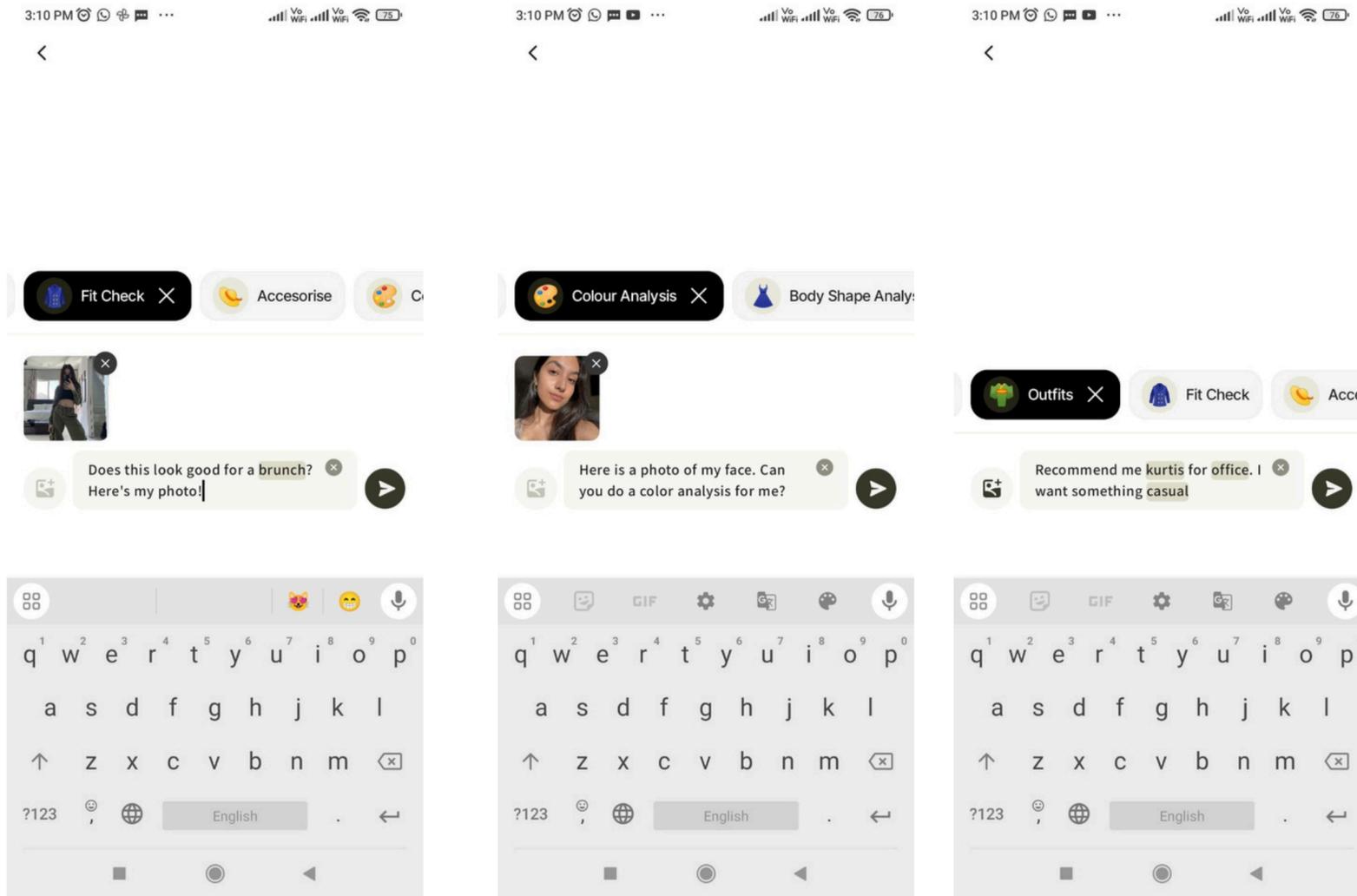
- Algorithm Refinement: Ensure that the recommendation algorithm accurately reflects the user's gender selection. Users have reported that selecting "male" still results in female-oriented recommendations.

2. Accuracy and Personalization:

- Personalized Greeting: Use personalized messages like "Hey Vismaya, here are some recommendations just for you!" to make users feel special.
- Like and Dislike Options: Incorporate feedback mechanisms such as like and dislike buttons to refine future recommendations. For example, "Hey _____, Does this work for you? Like 👍 or Dislike 👎 to help us improve your recommendations."



Decision Paralysis: An overwhelming number of options that are not tailored to the user's preferences can lead to decision paralysis. This occurs when users feel overwhelmed by the choices available and struggle to make a decision. As a result, they may hesitate or delay taking action, reducing their engagement with the platform.



Touchpoint: Chat with Alle - Personal AI Assistant

The next stage in the onboarding process involves interacting with Alle's personal AI assistant through a chat interface. Users can request personalized services such as color analysis and fit checks.

Current Performance:

- What's Working:

- **User Engagement:** The chat interface is interactive and user-friendly, encouraging users to engage with the app.
- **Personalization:** Offering services like color analysis and fit checks based on user-provided photos makes the experience highly personalized.
- **Intuitive Design:** The clear, simple interface with easy-to-follow prompts and the ability to upload photos is user-centric.

- Goal:

- **Personalized Experience:** Deliver highly personalized fashion and style advice based on individual user characteristics and preferences.
- **User Satisfaction:** Ensure users feel understood and valued by providing accurate and helpful recommendations.

Recommendations for Improvement:

1. Enhance Recommendation Accuracy:

- **Algorithm Refinement:** Continuously refine the recommendation algorithm to ensure that it accurately reflects user inputs, such as gender and style preferences.
- **Feedback Utilization:** Use user feedback (like/dislike) to improve future recommendations dynamically.

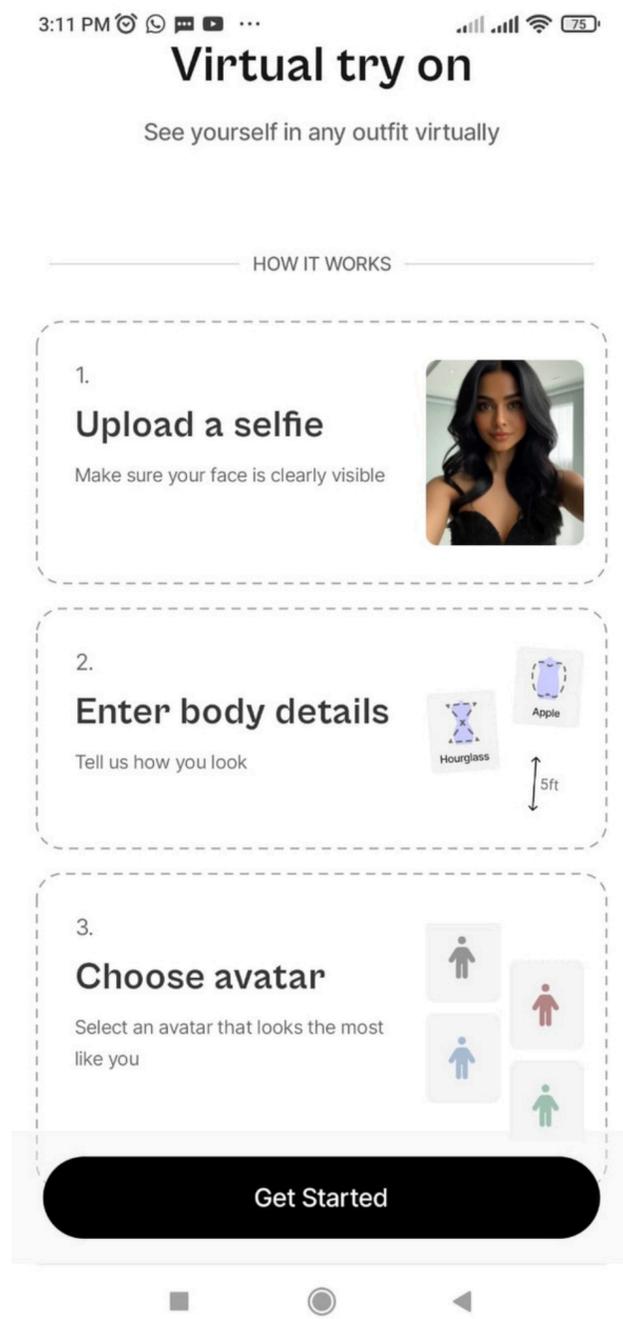
2. User Guidance:

- **Clear Instructions:** Provide clear instructions or suggestions on what users can request from the AI assistant (e.g., "Ask me for a color analysis!").
- **Examples and Tips:** Include examples of common queries or tips on how to get the best recommendations from the AI. eg "Suggest me a brunch outfit!"

3. User Feedback Integration:

- **Like/Dislike Buttons:** Incorporate clear like and dislike buttons for users to easily provide feedback on the recommendations.
- **Feedback Follow-Up:** Consider follow-up questions if a user dislikes a recommendation, to understand why and refine future suggestions.
 - Users in survey have reported that they would like to see "Hey _____, and there by reiterating their name for a more personalised touch in the responses.

Adoption stage



Touchpoint: Virtual Try-On Screen

- What's Working:

- User Engagement: The virtual try-on feature is interactive and engaging, allowing users to visualize outfits before making a purchase.
- Personalization: Users can see how clothes fit and look on their own bodies, enhancing the personalized shopping experience.
- Ease of Use: The process of trying on virtual outfits is straightforward and user-friendly.

Content:

- Virtual Try-On Interface: An AR tool or photo upload option for users to try on clothes virtually.
- Goal:
 - User Confidence: Increase user confidence in purchasing by allowing them to see how outfits look on their own bodies.
 - Engagement: Maintain user engagement with interactive and immersive features.
 - Personalization: Provide a highly personalized shopping experience tailored to individual preferences and body types.

Recommendations for Improvement:

1. Mannequin Try-On Option:

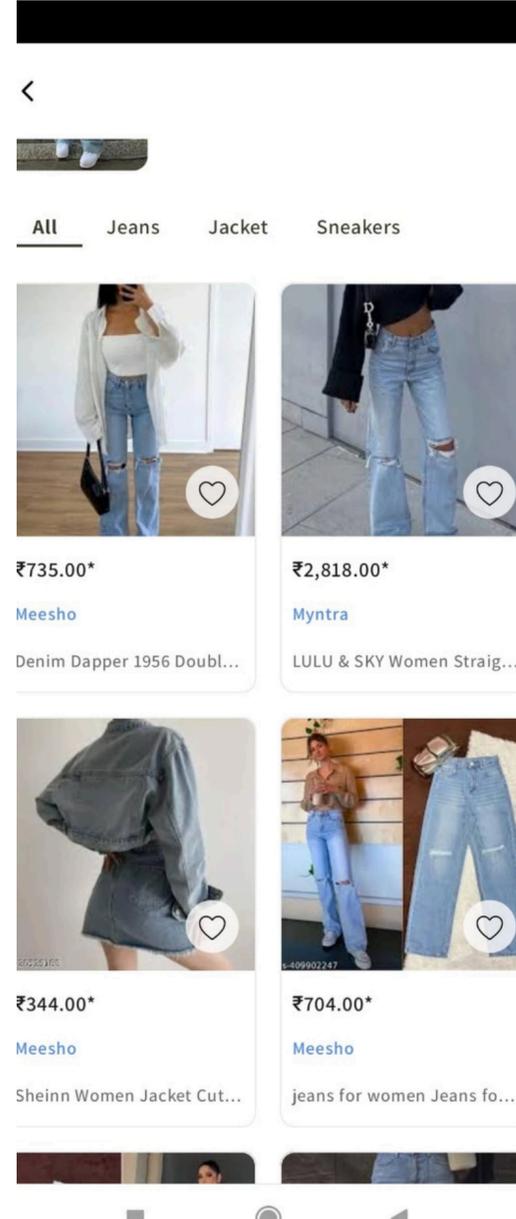
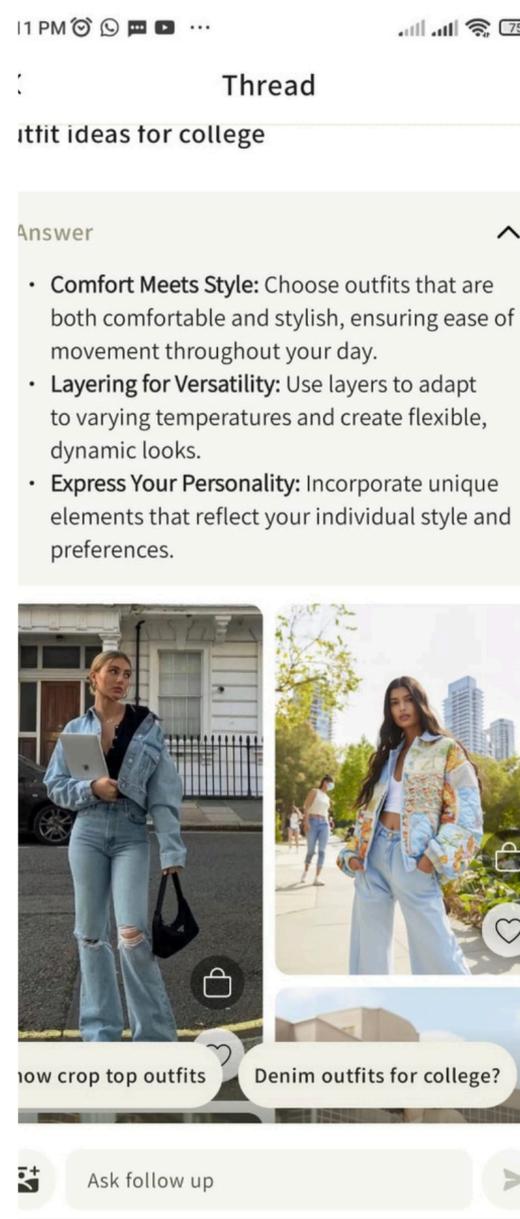
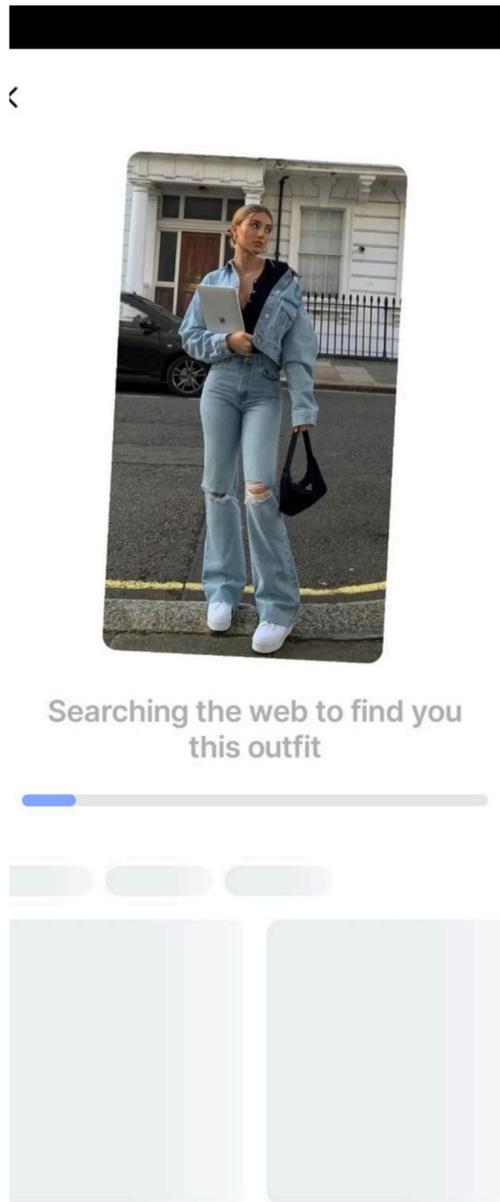
- User Choice: Offer users the option to see outfits on a virtual mannequin if they prefer not to upload their own photos.
- Diverse Mannequins: Provide mannequins with different body types to represent a wide range of users.

2. Appreciative Text and Follow-Up Engagement:

- Positive Reinforcement: After a user tries on an outfit, display appreciative messages such as "You look great in this outfit!" to boost user satisfaction.
- Accessory Suggestions: Immediately suggest matching accessories or complementary items to enhance the outfit and increase cross-selling opportunities.

3. Interactive and Immersive Features:

- 360-Degree View: Allow users to view the outfit from different angles to get a complete understanding of the fit and style.



Maturity stage

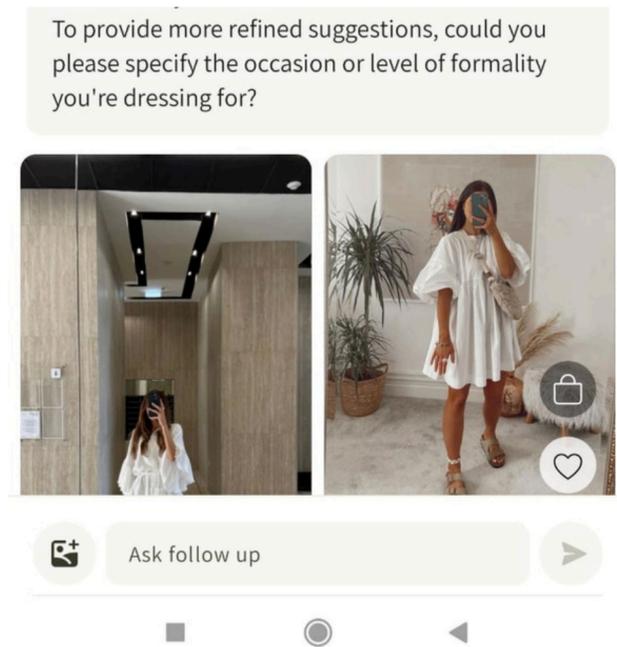
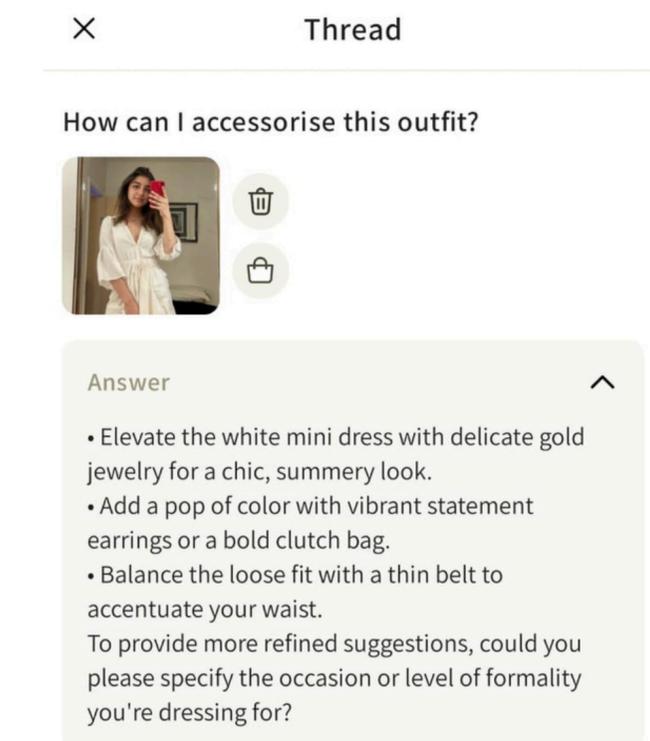
Touchpoint: Recommendations Screen

What's Working:

- Curated Suggestions: Personalized outfit ideas align with user preferences.
- Visual Appeal: High-quality images enhance engagement.
- Interactivity: Options to explore more categories, wishlist, and find alternatives.
- E-commerce Integration: Direct links to purchase recommendations from various sites.

Content and Goal:

- Content: Outfit ideas, visual and textual guidance, interactive buttons, e-commerce links.
- Goal: Engage users, offer personalized recommendations, facilitate purchase decisions, and provide a seamless shopping experience.



Overwhelm and Cognitive Load: An abundance of content and recommendations can overwhelm users, leading to cognitive overload. This occurs when there is too much information for the user to process effectively, which can result in decision paralysis or frustration.

Detailed Recommendations for Improving Alle's Recommendations Screen

Improved Navigation:

- **Advanced Filters:** 85% of surveyed users expressed a strong preference for advanced filters including price range, color, brand, occasion, and style. These filters streamline the shopping experience by allowing users to quickly find items that match their specific criteria.
- **Sorting Options:** 70% of users showed interest in sorting options by popularity, newest arrivals, and customer ratings. These sorting features help users discover trending items and make informed purchasing decisions.

Interactive Features:

- **User-Generated Content:** 90% of respondents expressed enthusiasm for a user-generated content feature where they can upload photos of themselves in outfits they've purchased or tried on. This feature not only enhances social proof but also fosters a sense of community among users.

Detailed Information:

- **Comprehensive Outfit Details:** 80% of users highlighted the importance of detailed information such as fabric type, fit, and care instructions for each recommended item. This information aids in making confident purchasing decisions.
- **Accessory Suggestions:** 75% of surveyed users requested accessory recommendations (e.g., shoes, bags, jewelry) to complement outfits, enhancing overall styling options and user satisfaction.

Common Prompts:

- **Show Me Cheaper Options:** 60% of users appreciated prompts to find more budget-friendly alternatives to recommendations, catering to various financial preferences.
- **Different Color Options:** 70% of respondents were interested in features displaying items in different colors or patterns, providing more choices to suit individual tastes.
- **Similar Items:** 65% of users indicated interest in suggestions for similar items based on their preferences, increasing the variety of options available for consideration.

User Profile Enhancements:

- **Detailed Preferences:** 85% of users expressed a desire to regularly update style preferences, favorite brands, and budget range to ensure recommendations remain relevant over time and align with evolving tastes.

Wishlist Improvement:

- **Price Tracking:** 80% of users favored a feature to track prices and receive alerts when wishlisted or liked items go on sale, enhancing convenience and facilitating smarter purchasing decisions.

Alle Activation Metrics and Hypotheses

Metrics	Description	Hypotheses and value proposition realization
First Transaction on the Platform (NSM)	The first successful purchase made by a user on Alle	Users who complete a purchase on Alle are more likely to become repeat customers, indicating successful value delivery.
Onboarding Completion Rate	Percentage of users who complete the entire onboarding process on Alle	A smooth and engaging onboarding process on Alle leads to higher user retention and satisfaction.
Usage % of Alle Chat Assistant	Usage rate of the Alle chat assistant feature	Users who interact with the Alle chat assistant find personalized assistance valuable, leading to higher engagement.
DAU/MAU	Number of unique users who use Alle daily/ monthly	Higher daily engagement/monthly activity on Alle indicates strong user interest and satisfaction with the app's offerings.
Wishlist Additions	Number of items added to wishlist on Alle	Users who use the wishlist feature on Alle are more likely to convert to buyers, showing strong interest in specific products.
Personalized Recommendations Click-Through Rate	Rate at which users click on personalized recommendations on Alle	Effective personalized recommendations on Alle lead to higher engagement and conversion rates.

Some other Recommendations for Improving Alle's Recommendations Screen

- Wardrobe Booster Suggestions:
 - Mix and Match: Suggest how new items can be paired with existing wardrobe pieces to create multiple outfits. Provide mix-and-match ideas to maximize the utility of each purchase.
 - Seasonal Updates: Recommend items to update the user's wardrobe for upcoming seasons, helping them stay stylish and weather-appropriate.
- Cross-Category Recommendations:
 - Complete Outfit Ideas: Provide cross-category suggestions, such as recommending a handbag and shoes to go with a new dress, or suggesting a complete outfit including accessories.
 - Lifestyle-Based Recommendations: Tailor recommendations based on user lifestyle and activities, such as gym wear, office attire, or casual weekend outfits.
- Curated Categories on the Homepage:
 - Feature the latest fashion trends, body shape-specific clothes, influencer/actor-inspired outfits, DIY fashion ideas, seasonal clothes, vacation outfits, and highlight small business products to ensure users stay stylish, find the best fit, get inspired, prepare for different seasons and occasions, and support local economies.
- Integration with Calendar:
 - Integrate with the user's calendar to understand upcoming events like meetings, weddings, and social gatherings, and offer tailored outfit suggestions. Send reminder notifications for these events along with outfit suggestions a few days prior to ensure ample time for preparation.
- Pinterest Integration:
 - Allow users to log in with their Pinterest account for seamless access to their boards and pins. Analyze these boards to understand their style preferences and recommend outfits that match their saved styles, helping users find real-life products similar to their virtual inspirations.

Conclusion

In summary, user feedback has highlighted both areas of satisfaction and areas for improvement in the Alle app:

- **Positive Feedback on Chat Assistant:** Users appreciated the responsiveness and effectiveness of the chat assistant, noting its promptness in providing assistance. This feature has been a standout in enhancing user experience by delivering quick and helpful support.
- **Ambiguity and Frustration with Homepage and Recommendations:** Users expressed slight frustration and ambiguity with the homepage and recommendations page. Specific concerns include clarity of information and relevance of recommendations, suggesting a need for clearer navigation and more personalized content.

In refining Alle's onboarding process, the focus revolves around defining and emphasizing the core value proposition action that best showcases the app's utility and benefits. By systematically reverse-engineering the user journey to this core action, the aim is to streamline and simplify the onboarding experience, addressing any identified gaps or obstacles that hinder user engagement. Through iterative improvements and A/B testing, we will incrementally enhance the onboarding flow to optimize user activation. Gathering qualitative feedback and adapting based on user behavior ensures a responsive approach to refining Alle's onboarding, ultimately aiming for a seamless user experience that effectively communicates Alle's value proposition from the outset, fostering stronger engagement and laying a solid foundation towards achieving Product/Market Fit.

Thankyou