The Stylist

Red A
People with dementia struggle with selecting clothing

- Wrong Order
- Weather Inappropriate
- Same Outfit
- Feeling Overwhelmed
“We are not always present when they are getting dressed, and we worry that they will forget how to get dressed by themselves.” - caretaker
The Stylist | Product Vision
<table>
<thead>
<tr>
<th>Customer Need</th>
<th>Product Attribute</th>
<th>Engineering Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selection is clear</td>
<td>Visibility</td>
<td>Visual and friendly verbal cues.</td>
</tr>
<tr>
<td>Weather appropriate clothes</td>
<td>Accurate</td>
<td>Responds to weather data -20°C - 40°C.</td>
</tr>
</tbody>
</table>
The Stylist | Risk 1

“Can we present clothes in a *visible* manner?”
The Stylist | Risk 2

“Can we **automate** the selection of **appropriate** clothes?”
Target Price: $300

Buyers:
Caretakers, senior home supervisors, & (eventually) family members

Beachhead Market:
Caregiving facilities & senior homes
The Stylist | Next Steps

- User testing
- Undergarments and shoes
- Reducing costs
- An app for caretakers
The Stylist

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