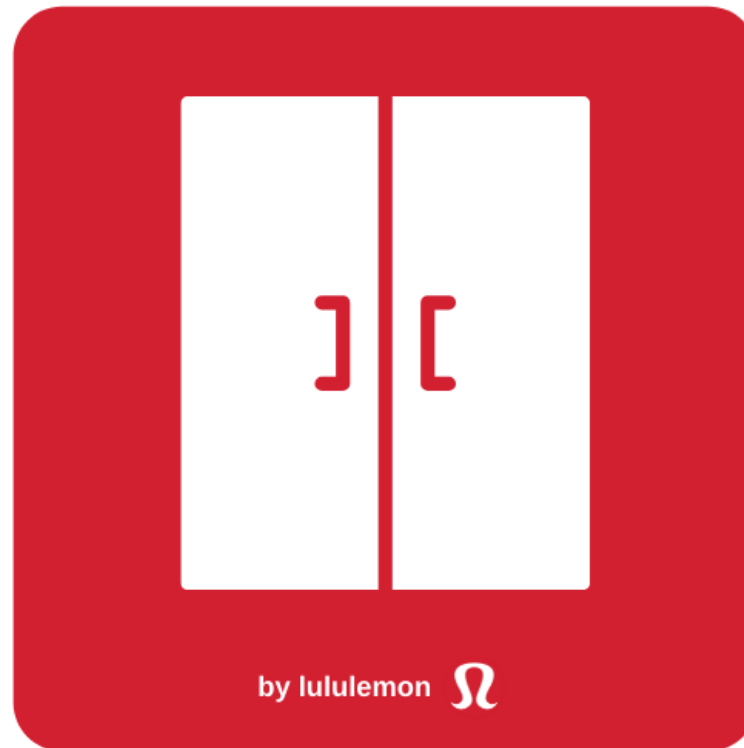


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# Digital Product Concept: lululemon Dresser



The app where users can dress and store their lululemon e-merchandise

### Vision Statement

To be the most interactive and exciting digital platform for users to collect, store, and virtually dress in exclusive e-merchandise.

### Current State Pain Points / Problem to be Solved

- Giving customers access to products that aren't physically accessible
- Providing features that create a digital experience that is valuable, immersive, and useful

### Possible Opportunities for lululemon

- Creating a platform that engages consumers
- Making interacting with the company exciting, fun, and possible from any location
- Providing customers with access to pieces they may not otherwise have had access to
- Attracting athlete partnerships with the ability to create uncommon and impossible clothing items virtually
- Partnering with companies in the digital market and reaching their audience

### Potential Impact / ROI of a lululemon Offering

- Immerses lululemon into consumers everyday life
- Gives users feelings of excitement and reward that becomes associated with purchasing lululemon products and exclusive digital content
- Creates a simple and enjoyable way for products to be discovered, considered, and purchased
- New partnerships with athletes and other companies
- Introduction of lululemon to new markets

### Risks and Challenges

- App security
- Complex software
- Accuracy of functionality
- Constant adaptation to consumer needs

### Product Description

lululemon Dresser is an interactive app that allows users to experience products like never before. This app will provide information on exclusive attire, virtual try-on, and digital photography studios where customers can show off their e-merchandise and share in real-time from any location. With the lulu coin collection, users are motivated to interact with the brand to receive access to and purchase otherwise locked digital content.

### Visualization or Description of Customer Experience

#### Features on the app:

##### **E-Shop and Connection**

Collection of exclusive lululemon digital products that can be discovered and purchased. Once purchased they can be worn virtually through other programs (Metaverse, Bitmoji, The Sims, and Nintendo) as well as a lululemon avatar they can take photos of. These products could include apparel, shoes, accessories, and props.

##### **Dresser**

Collection of users purchased e-merchandise. This is where the user can view all their purchases and statistics regarding each item (rarity, price, styles, fabric, looks, etc.). They also have easy access to purchase the physical item in-store (if available).

##### **Photography Studio (once technology permits)**

Real-world camera filter where users can “try-on” their purchased e-merchandise and take high quality photos to share on social media.

##### **Coin Collection**

Users can scan the Dresser code on their lululemon receipts, certain print ads, and hidden Dresser stickers (found in store and around hotspots) to collect lulu coins. lulu coins can be traded in to unlock exclusive e-merchandise in the E-Shop and discounts on the app.

### Minimum Viable Product Features / Functionality

#### - **App software that allows:**

- In-app purchase
- Avatar creation
- Content and information storage
- Camera access
- Barcode scanning and sticker recognition

#### - **Partnership with other brands:**

- Metaverse
- Bitmoji
- The Sims
- Nintendo

#### **Photography Studio**

(once technology permits)

- Computer technologies and 3D software to create filters that fit different clothing items and accessories to a recognized body through a phone camera.