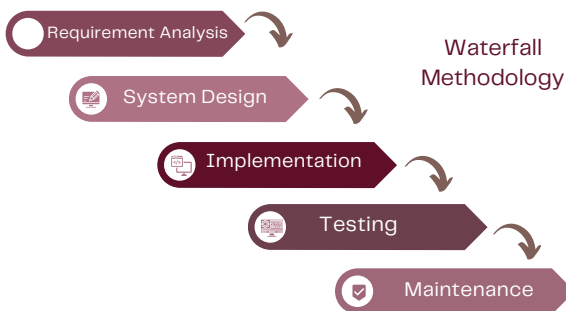


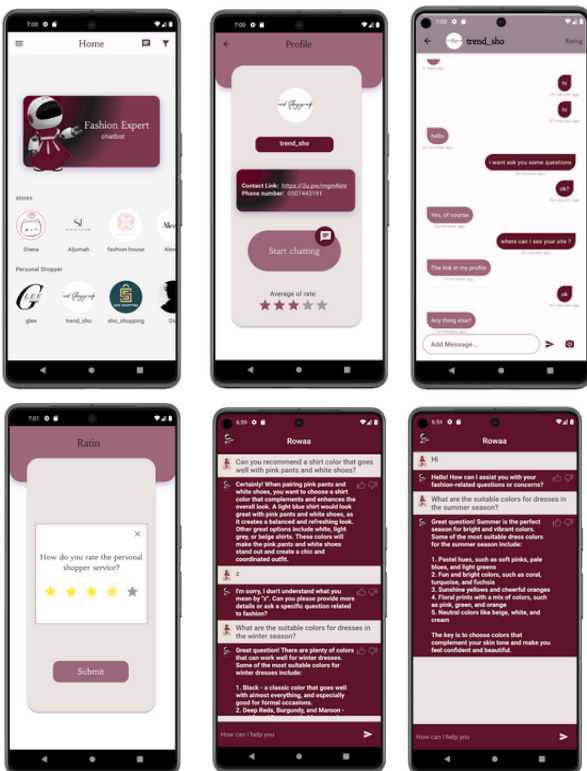
## Abstract

The "Rowaa" app addresses challenges in selecting clothing and coordinating outfits from a wide range of options. It offers personalized fashion suggestions through an AI-based chatbot fashion expert, connecting users with trusted personal shoppers who source products from multiple stores. In order to enhance sustainability, "Rowaa" provides quick access to established and emerging fashion stores, enabling users to explore new options as well as enhancing shopper experience in one platform.

## Methodology



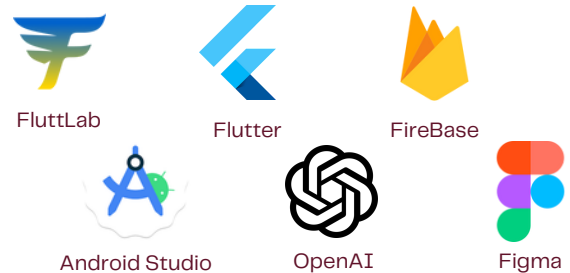
## Results



## Objectives

- Help women make smart shopping decisions through personalized advice from an expert chatbot.
- Save users' time with a platform offering access to a wide range of fashion stores, including emerging and new ones, to expand customer options.
- Provide a platform for personal shoppers to connect with potential customers and showcase their services.
- Enable users to filter Stores and Personal Shopper based on specific criteria .

## Tools



## Conclusions

- Offering a platform that includes multiple trusted personal shoppers.
- Help users choose the appropriate outfit.
- Providing smart tips and trustworthy advice from an AI expert.
- Ensure that the AI expert is always available to users.
- Aims to increase users' privacy protection and give them peace of mind knowing that an AI expert is always nearby.
- Empower users with the confidence to make informed choices and enhance their overall shopping experience.

## Future work

The app could be improved to include the following:

- Blind customer.
- Arabic language.
- Adding more categories in Filtering feature.
- Abiling in-app purchases.
- Expanding the target group.
- Designer products service.