

ALTA

CONSULTING INDUSTRY IMMERSION



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The student team members once more thank you for being an important member of a community (university, faculty, expert advisors, and business owners) that has helped us learn practical skills and lessons about potential careers in professional consulting.





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MISSION

To empower organizations with innovative solutions, strategic insights, and transformative expertise, enabling them to navigate challenges, optimize performance, and achieve sustainable success. We are committed to fostering collaborative partnerships, driving positive change, and delivering unparalleled value to our clients.

VISION

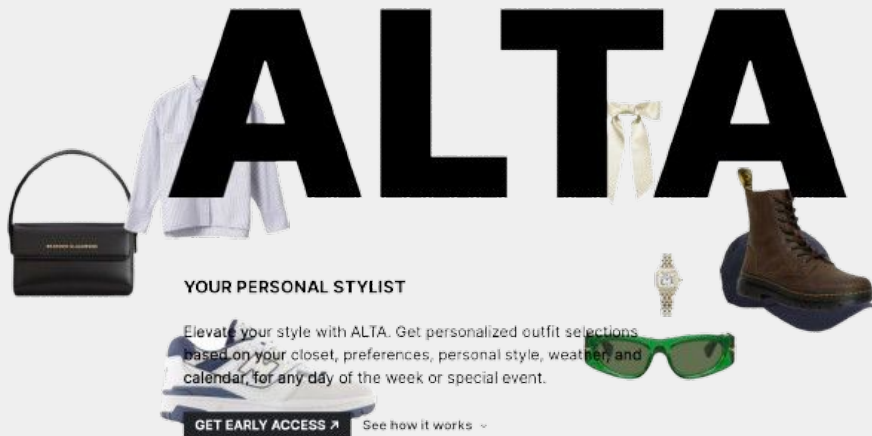
Scarlet and Gray Consulting envisions a business landscape where every organization thrives through informed decision-making, operational excellence, and a commitment to continuous improvement. We aspire to be the consulting partner of choice, renowned for our integrity, agility, and ability to inspire positive change in the ever-evolving global business environment.



CLIENT OVERVIEW

ALTA is your own personal stylist that uses AI to help you get personalized outfit selections based on your closet, preferences, personal style, weather, and calendar, for any day of the week or special event.

See how any item can be styled using what you already have in your closet!



Going on a picnic...



80°F and sunny...

No heels please!



COMPETITOR ANALYSIS

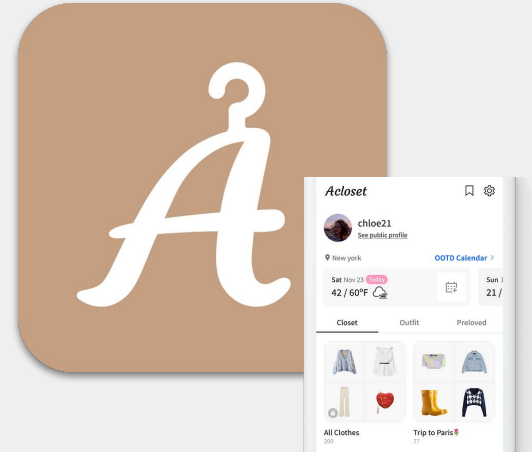
Whering



Stylebook



Acloset



DELIVERABLES



TARGET PERSONA: THRIFTY TINA



Demographics:

Name: Thrifty Tina

Age: 18-22 (Gen Z)

Occupation: Undergraduate College Student

Values and Priorities:

- ★ Affordability of clothing selections
- ★ Hyper-personalization in both UX/app interactions and clothing suggestions
- ★ Diversity and Inclusion
- ★ Sustainable clothing options

Challenges:

- ★ Styling pieces that are unique or in a unique way
- ★ Using all of the clothing items and accessories that are owned.
- ★ Styling based on what pieces would look good on their body specifically

Information Sources:

- ★ Influencers and celebrities
- ★ Social Media Platforms
 - Instagram
 - Tiktok
 - Youtube

Characteristics and Habits:

- ★ Likes to create content with a familiar community
- ★ Easily influenced by social media (posts), influencers, and other aspirational group leaders
- ★ Prefers omnichannel retail options
- ★ Needs engaging content at every touchpoint within an app or other platform

Goals and Motivations:

- ★ Putting together a variety of outfits with what is already owned and/or is cost-effective
- ★ Tools and features that aid in selecting outfits that are confidence-boosting and perceived well by others
- ★ Finding or building on their current style



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HOW TO TARGET THRIFTY TINA?

01

Features

- ★ Fostering diversity through body types
- ★ Push omnichannel retailing options
- ★ Allow users to create a “friends-only” or private community
- ★ In-app influencer marketing
 - Suggestive buttons to post
 - “Twinning” feature

02

Marketing

- ★ Coin the term “captures” with ALTA
 - “Did you see that Instagram Reel?” : “Did you see her ALTA Capture?”
- ★ Make ALTA a verb
 - “I ALTAed my outfit”
- ★ Emphasize core values in marketing campaigns

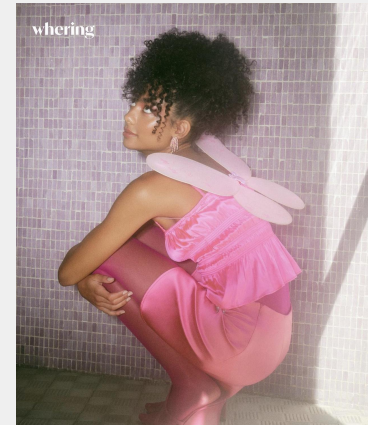


ADS FOR THRIFTY TINA FROM COMPETING APPS



whering_ Captain of the itsy bitsy cute bag committee, it was about time we created a Jacob Elordi themed moodboard 🍷 and the best part is, everything linked from our marketplace is secondhand 🌱

Who should we do next? 🌱



EXAMPLE ALTA ADS FOR THRIFTY TINA

01



02

Bought last minute Doja Cat tix?

Q Y2K + Urban + Grunge

Let ALTA worry about your fit

03

ALTA
Just For You.

Q New York Night Out

Party
You'll look amazing and confident in this outfit!



CUSTOMER ACQUISITION STRATEGIES

01

Promotion



03

Building Hype



02

Offline Strategies



Promotion



01

User Generated Content

- ★ UGC refers to any content created and shared by users or consumers rather than by a brand or professional entity

02

Influencer Endorsement

- ★ These endorsements leverage the influencer's credibility, expertise, or popularity to sway their followers' into making decisions, in this case, signing up for the app

03

Professional Campaign

- ★ Strategic execution and original content created to increase brand awareness and establish a presence and place in the market
- ★ Short-form commercials, paid ads on Instagram, and Vogue feature



Offline Strategies

01

Store Demonstrations

- ★ Conduct in-store demonstrations with partner companies (ex:H&M) for customers to experience the app

02

Fashion Partnerships

- ★ Sponsor fashion events, local fashion shows, or community events to increase brand visibility (ex: LA Fashion Week)
- ★ Use these events to network with industry professionals, media, and potential customers

03

Interactive Displays

- ★ Set up interactive displays featuring QR codes that lead to the website in shopping malls or public areas, providing customers with the opportunity to interact with ALTA



Building Hype

01

Teaser and Sneak Peaks

- ★ Release teaser content on social media platforms to give glimpses of your products without revealing everything to pique curiosity



Building Hype



02

Spark A Wave

- ★ Develop a branded hashtag and encourage them to use it in their posts related to your brand
- ★ Collaborate with influencers & clothing brands to create buzz by encouraging them to share teaser content

#DAILYDOSEOFALTA

#ALTASTYLEAI

#FASHIONSYNCWITHALTA

CUSTOMER RETENTION STRATEGIES

01 Marketing



03 Positive Onboarding Experience



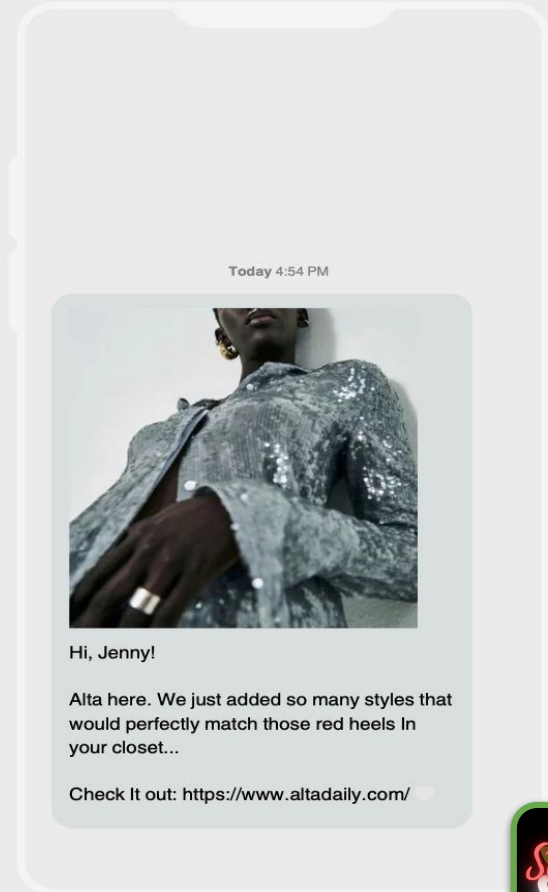
02 User Feedback



Marketing

01 SMS

- ★ Utilizing SMS as a tool to reach our Gen Z target demographic
- ★ Main form of communication while the app is being built
 - Will be our source for real-time notification
- ★ Personalization is KEY
- ★ Always include a call to action
 - Makes it easier for the consumer
- ★ Other tips:
 - Use emojis sparingly
 - Stay up to date on the lingo
 - Use casual language



Marketing

02 Partnerships & Collaborations

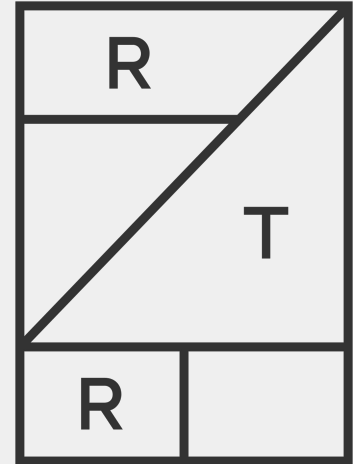
- ★ Collab with brands that align with the brand values of Alta and the consumer
 - Gen Z values sustainability
- ★ Partner with brands that promote fashion circularity by:
 - Thrifting
 - Renting
 - Upcycling

THREDUP

nu

depop

The RealReal

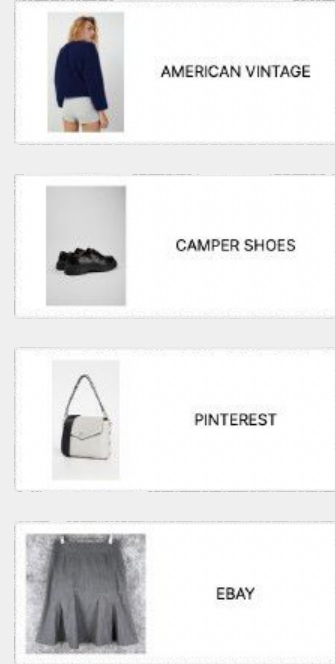


Marketing



03 Loyalty Program

- ★ Retain customers by incentivizing them to come back
- ★ Based on the business model of Alta, a points system could be an option
- ★ For example, points can be awarded if the consumer:
 - Refers a friend
 - Adds items to their closet
 - Uploads a selfie
 - Reaches a milestone
- ★ Alta can award a coupon code to another retail brand if point threshold is passed
 - Ex: ALTA10



User Feedback

Embracing Diversity

- ★ Style quiz: adding diversity
 - Diverse models
 - Different body types
 - Different hair types and textures

Meeting Daily Style Needs

- ★ Incorporating more casual styles for day to day, deterring them from continuing to use the product

Improvement for Men's Section

- ★ Beta testers have mentioned the male section is not showing enough styles for men, still showing women's clothing

Creating Close Friends for Selfie Feature

- ★ Fosters a more intimate and exclusive social connection and encourages individuals to post by offering a sense of security

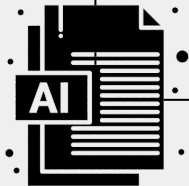


Positive Onboarding Experience

01

New AI Technology Learning

- ★ AI technology is new
- ★ Amazing product, lots of learning involved
- ★ If customers can effectively use the product and see results, they will continue to be lifelong customers



02

Impact of Onboarding Experience

- ★ Most important part of the customer journey
- ★ Builds positive impressions of the product through starting to set expectations and build a relationship with the customer
- ★ Recommendation: step by step in app tutorial



MONITORING & ANALYTICS



CHALLENGES

	Keeping low churn rate Customers may turn away from Alta if there is no clear extended value
	Cultivating a relationship Having strong connections with customers can lead to mass word of mouth marketing
	Tracking success of initiatives Understanding which initiatives are worth investing in, and what can be cut

SOLUTIONS

	Gamify user experience Create a system that draws users back consistently i.e. industry leading ambassador/referral program
	High Customer Satisfaction Create a robust customer service platform that records FAQs and pain points. Make proper modifications quickly.
	Monitoring KPIs with chronological goals Track customer lifetime value, churn rates, click rate, etc. and sort by personas

PROCEDURE OVERVIEW



Track, Track, and Track!

	Customer Acquisitions →	Customer Retention →	Onboarding →	Monitoring
I	Promotion	Marketing	Have a structured guideline to navigate Alta	Track most essential KPIs for stage of lifecycle (ex: qualitative feedback, churn rate, etc.)
II	Offline Strategies	Recording User Feedback	Highly encourage adding more clothes	Create goals for each KPI
III	Building Hype	Make Changes	Finding a happy minimum of clothing items-user experience	Consistently monitor to see what is working

THANK YOU!
Questions?

