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NAP Snaps

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What?

NAP Snaps is a mobile app that allows you to take a snap of a fashion inspiration, upload it to Net-A-Porter, and they'll get back to you with a suggestion and a link to where you can find it at [Net-A-Porter.com](https://www.net-a-porter.com).



Snaps

Take a new snap to get new suggestions, or view the status of your existing snaps.

New snap

Take a new snap. >

Existing snaps

View existing snaps. >

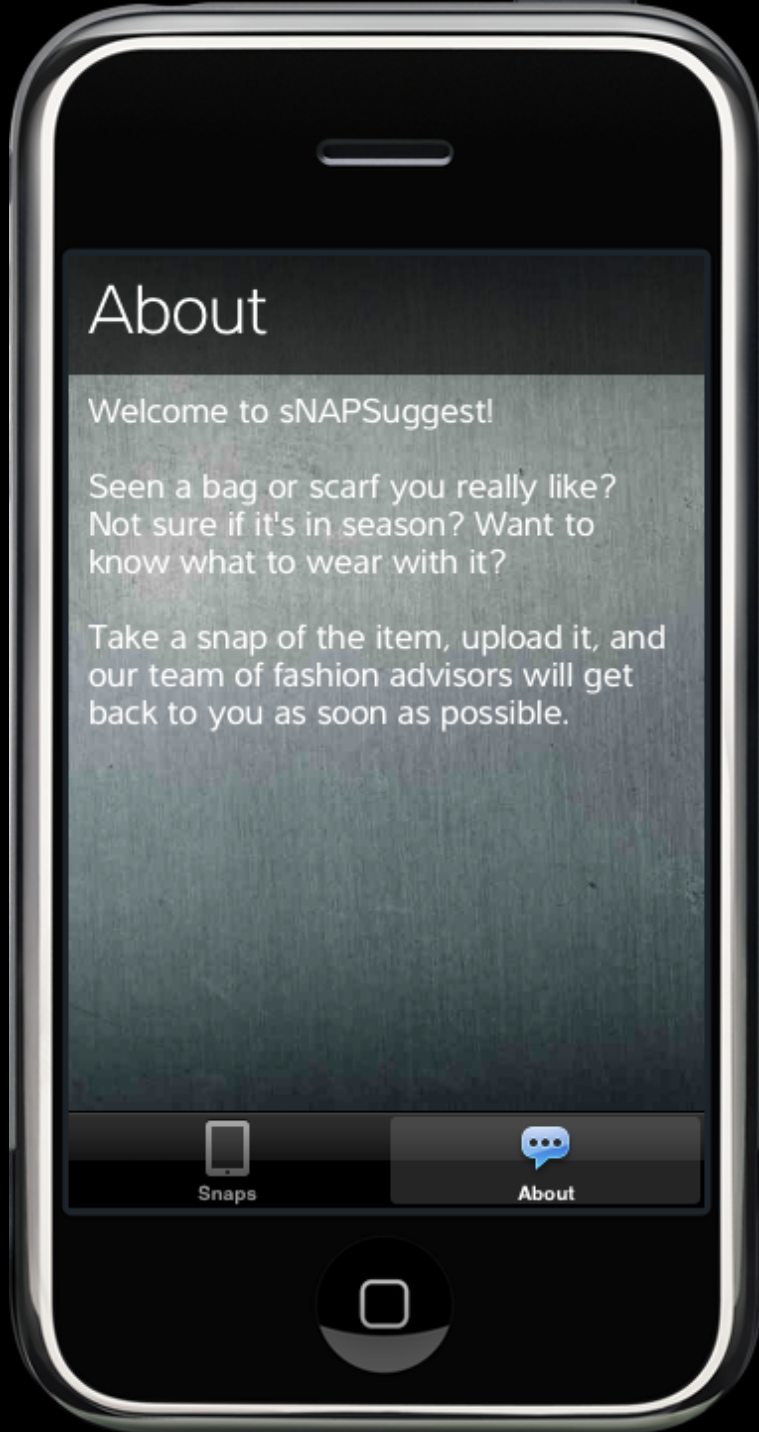


Snaps



About

NAP Snaps



About

Welcome to sNAPSuggest!

Seen a bag or scarf you really like?
Not sure if it's in season? Want to
know what to wear with it?

Take a snap of the item, upload it, and
our team of fashion advisors will get
back to you as soon as possible.



Snaps



About

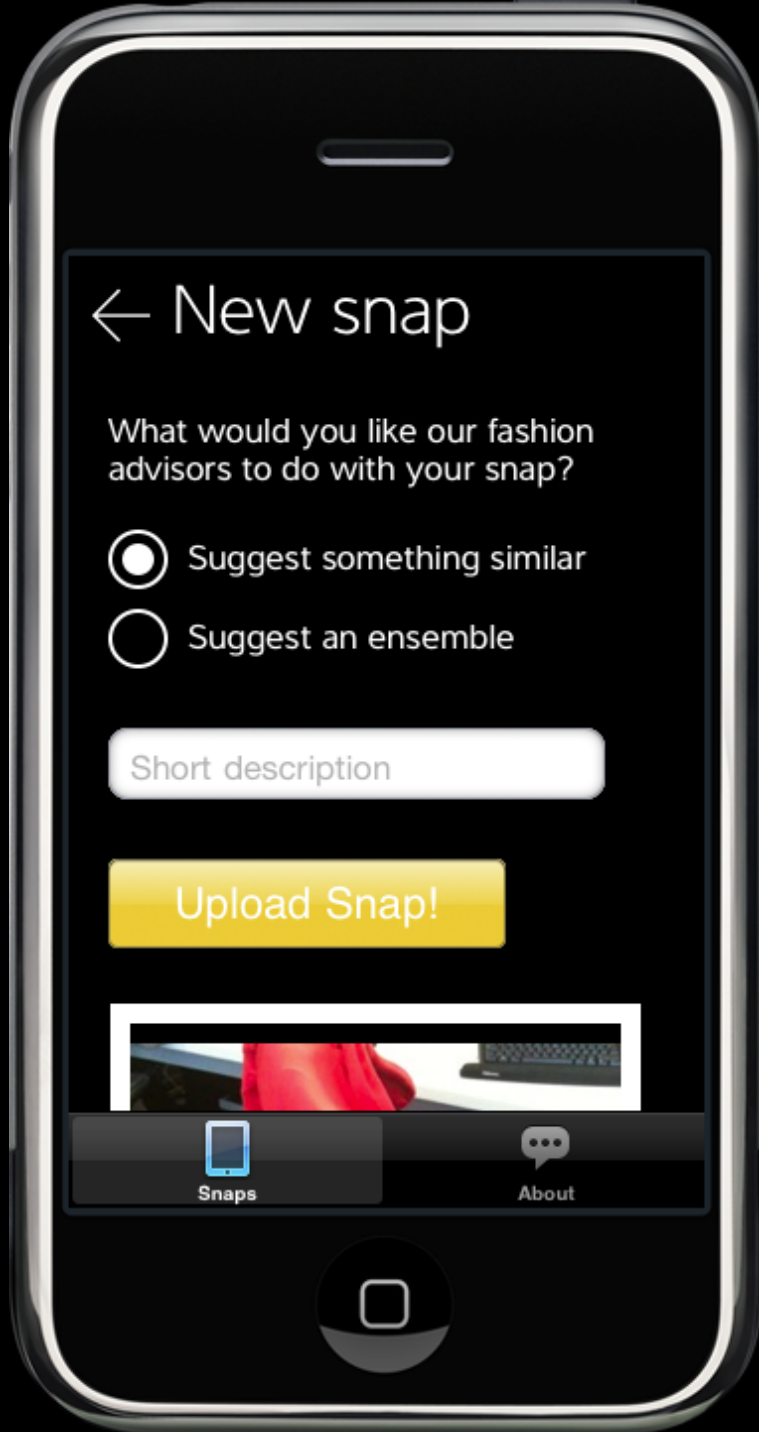
What is it
about?



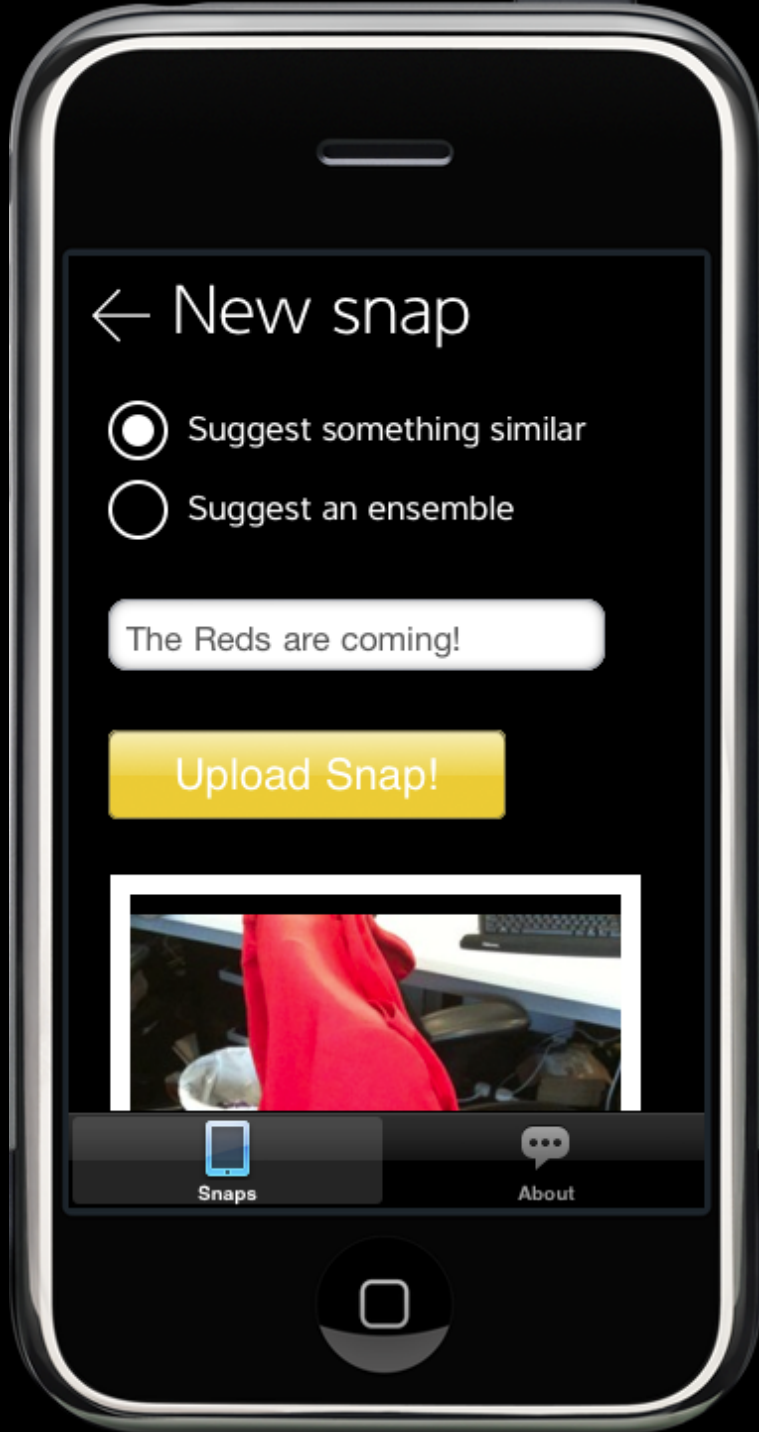
New snap



Check, and tap
'Use'



New snap options

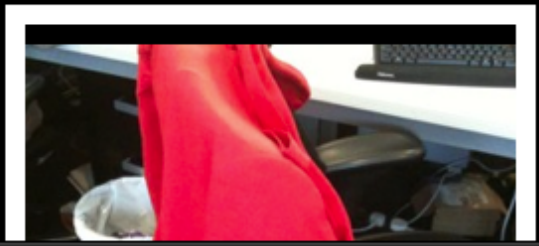


← New snap

- Suggest something similar
- Suggest an ensemble

The Reds are coming!

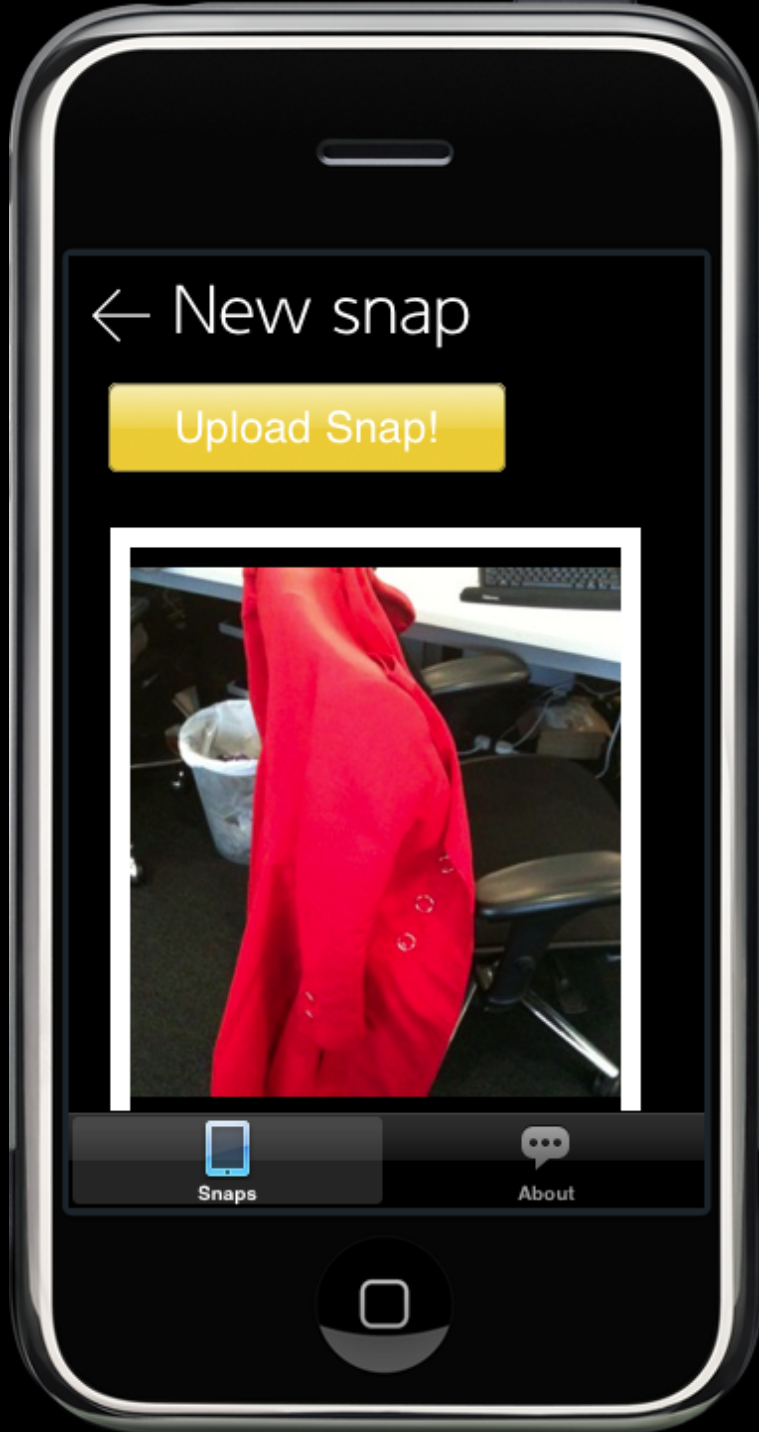
Upload Snap!



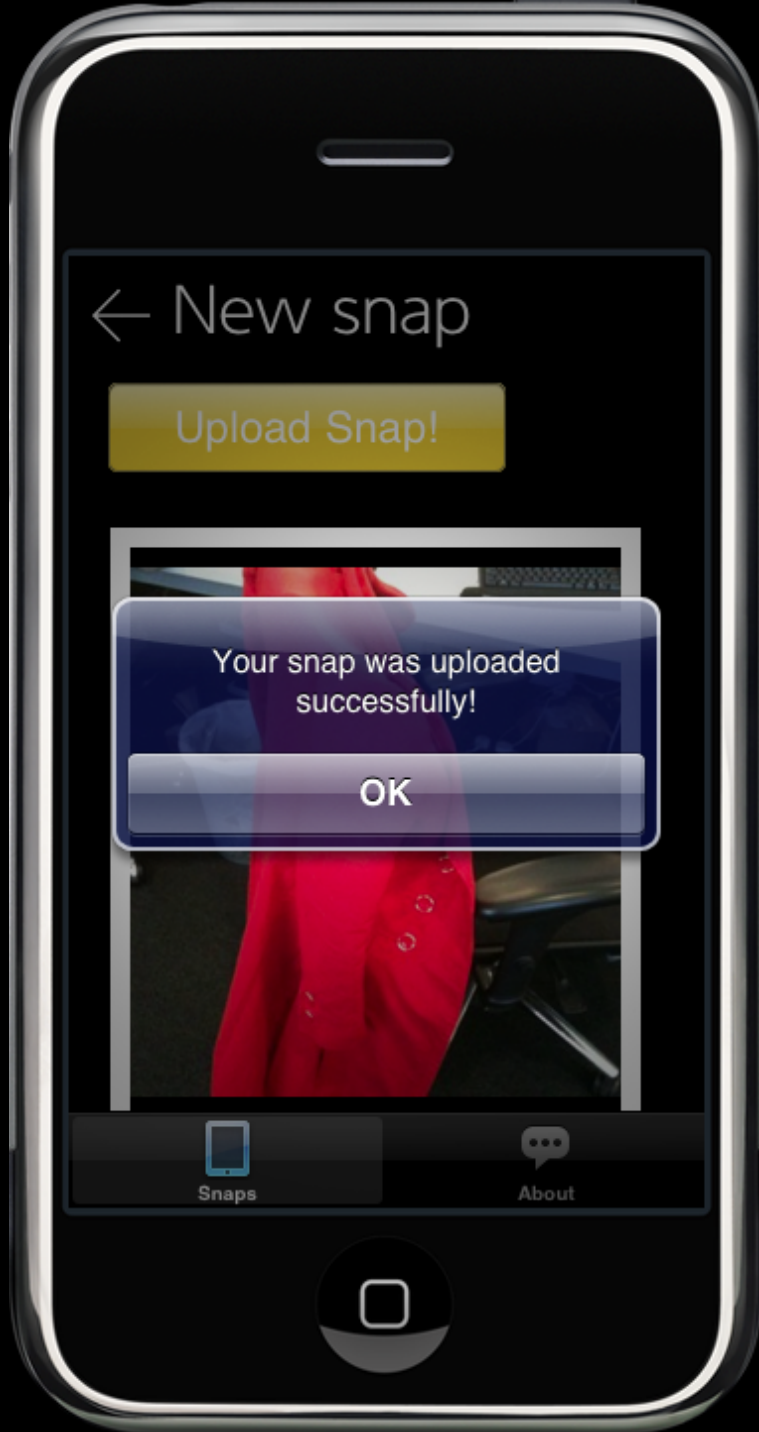
Snaps

About

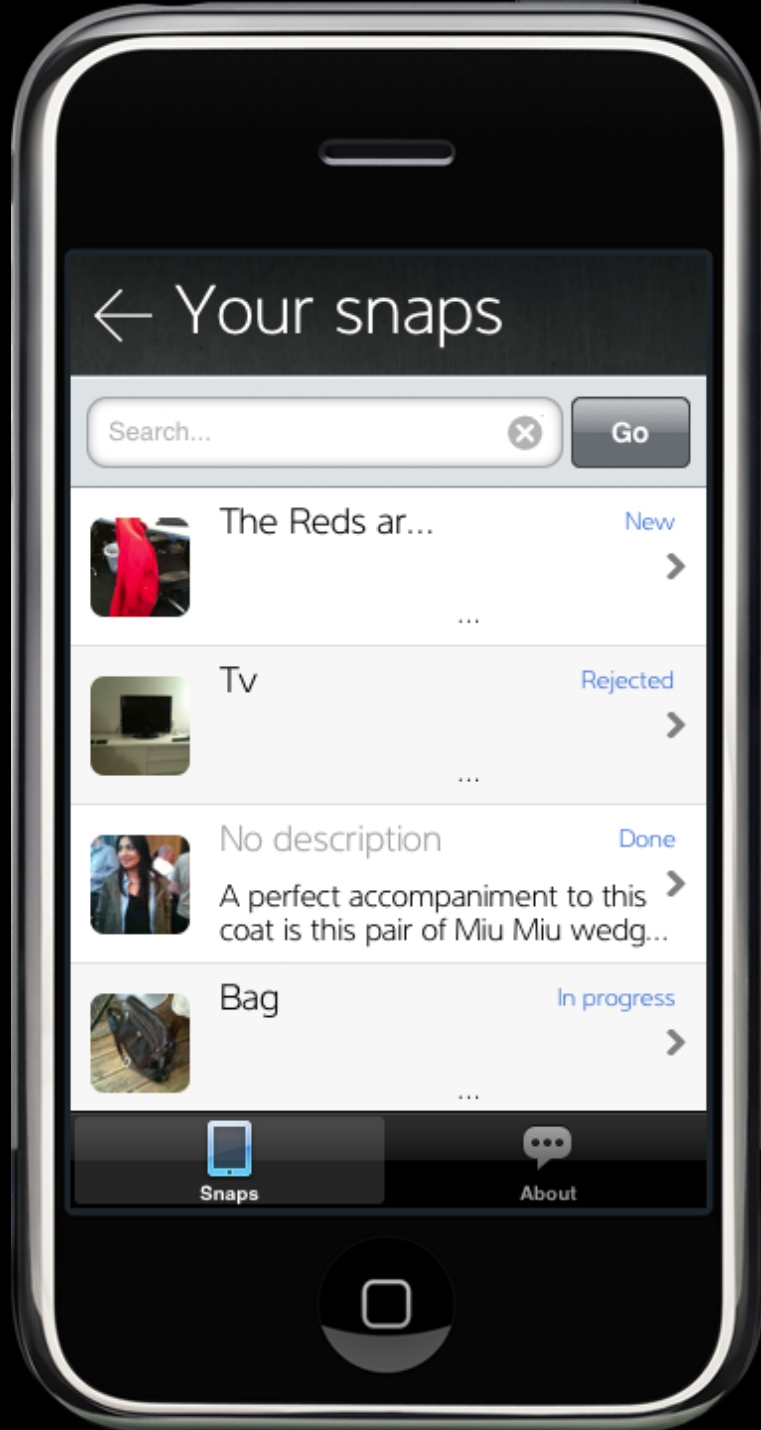
Name your snap



Tap 'Upload Snap!'



Upload success



Existing snaps

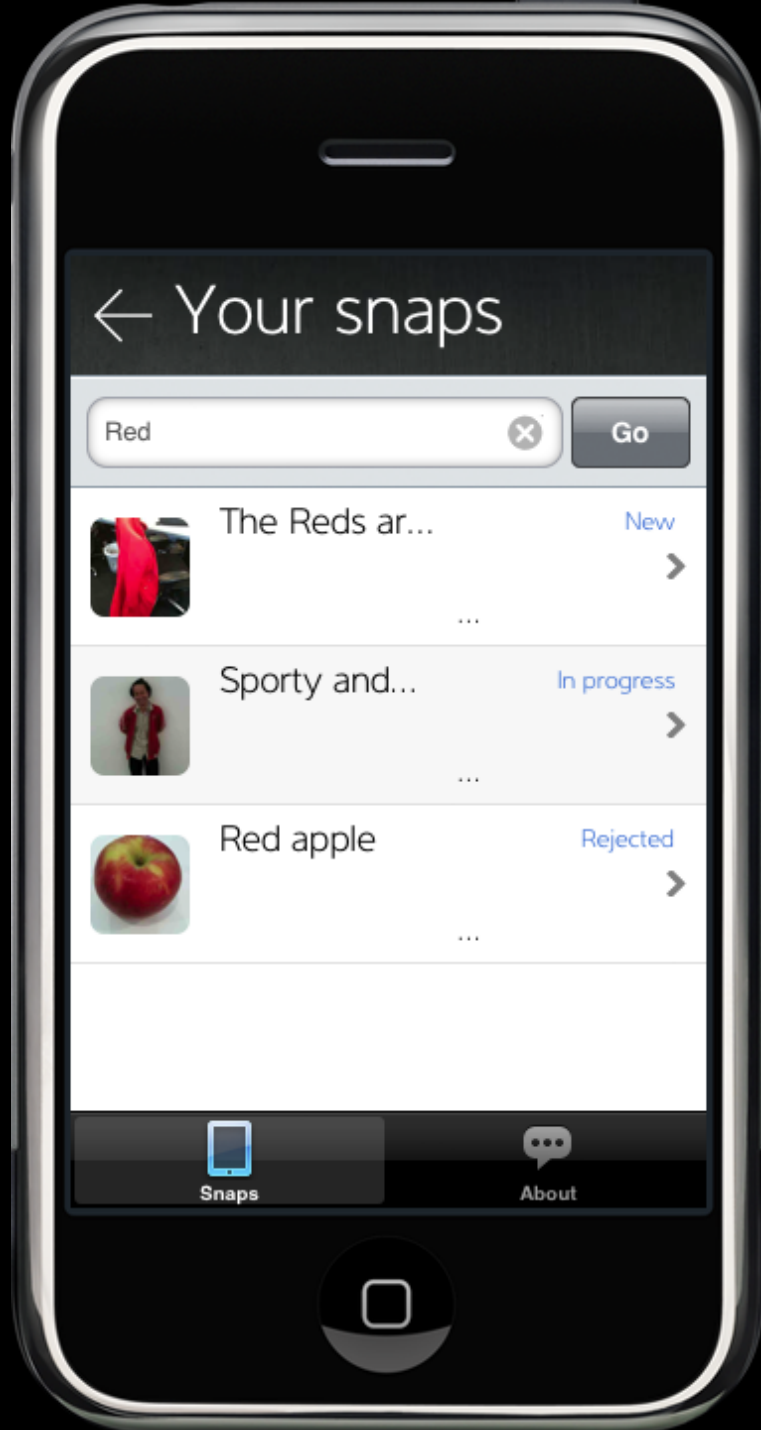
4 statuses

/ New

/ In progress

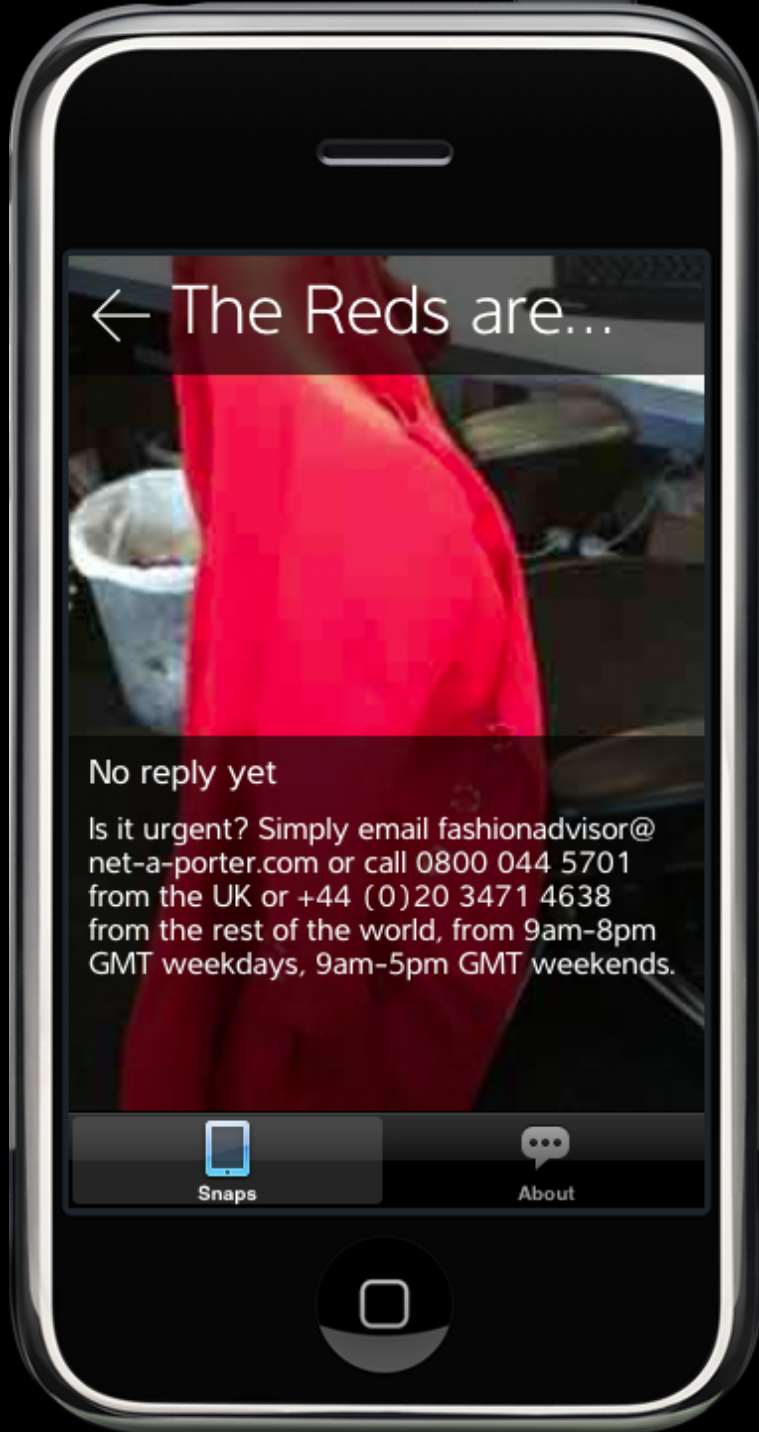
/ Rejected

/ Done



Find your stuff

Here we search
for items with
'Red' in the
name

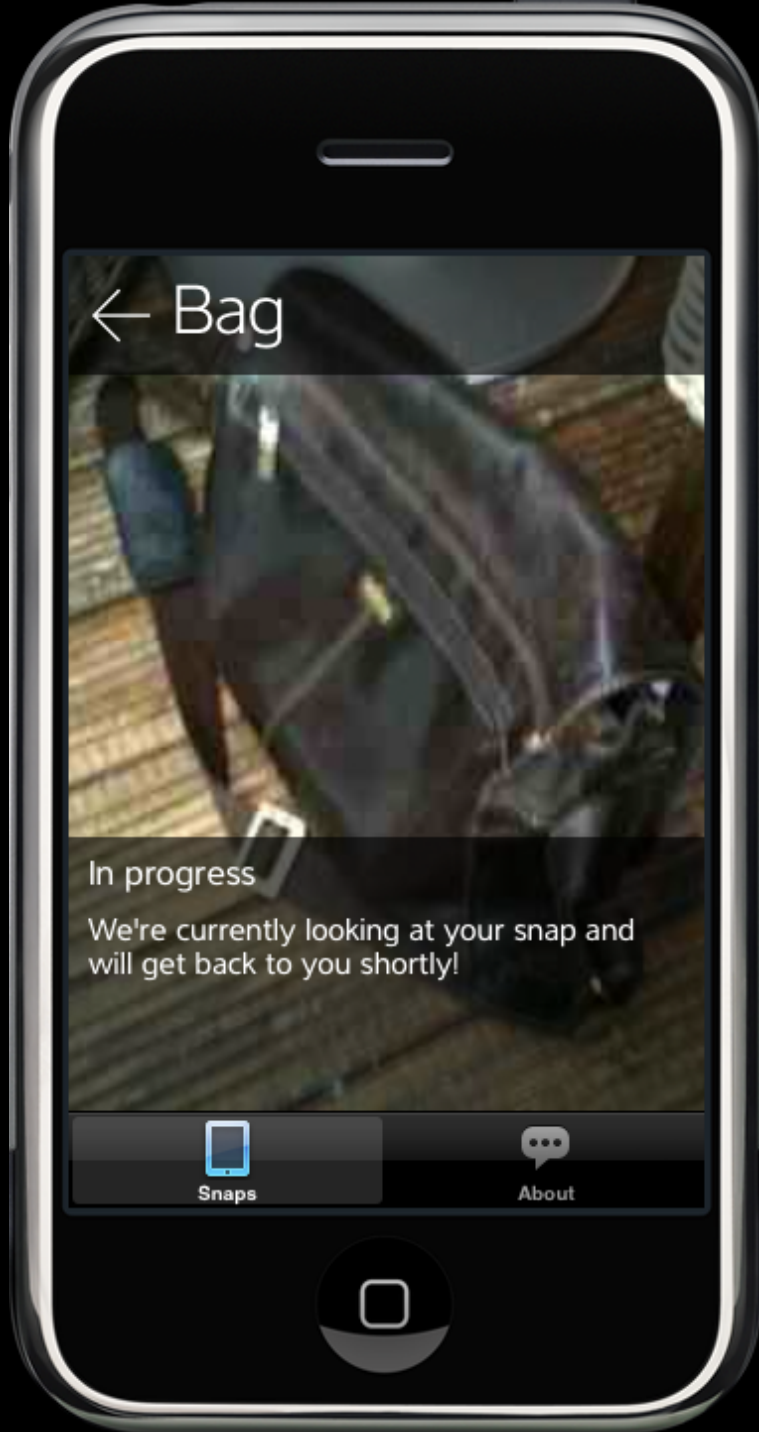


New snap

'No reply yet'



New snap
fullscreen



← Bag



In progress

We're currently looking at your snap and will get back to you shortly!

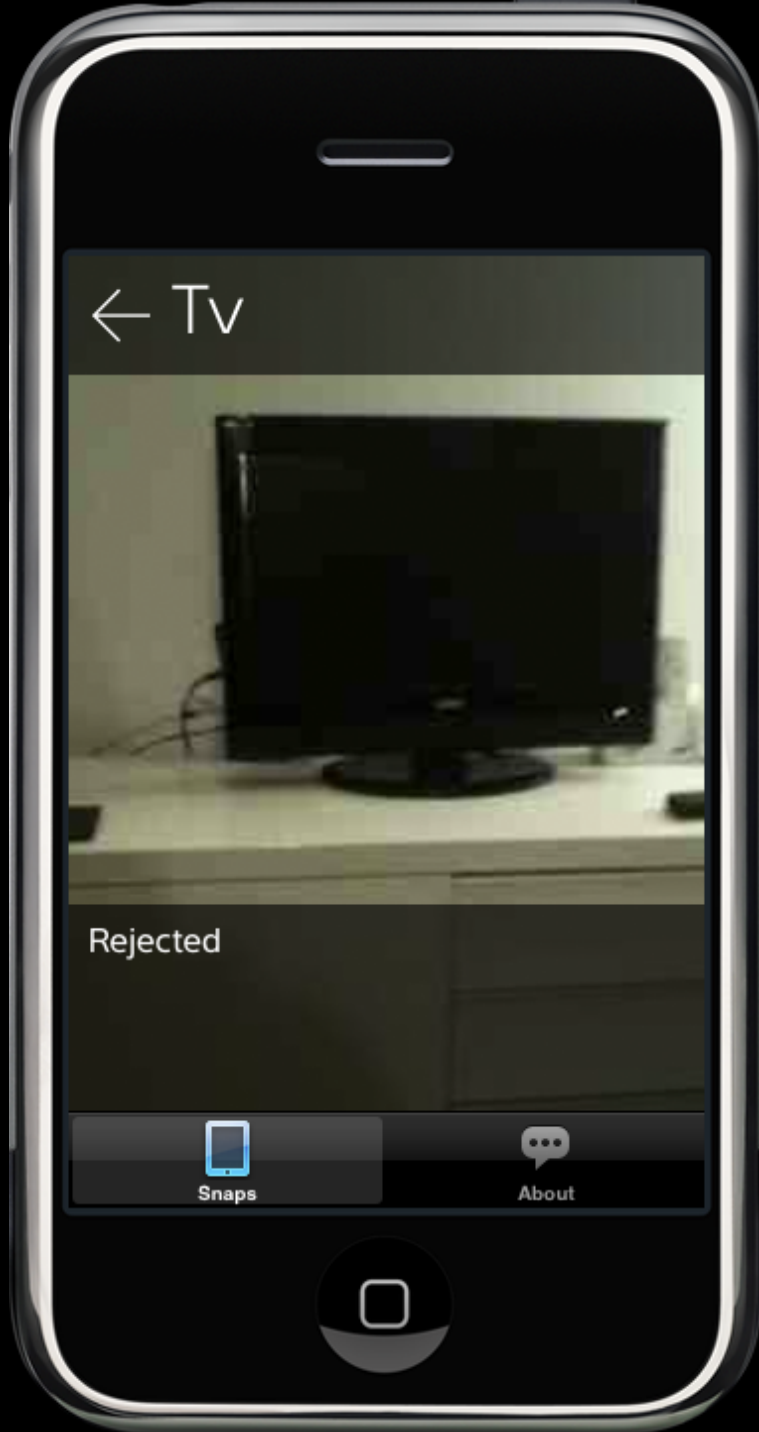


Snaps



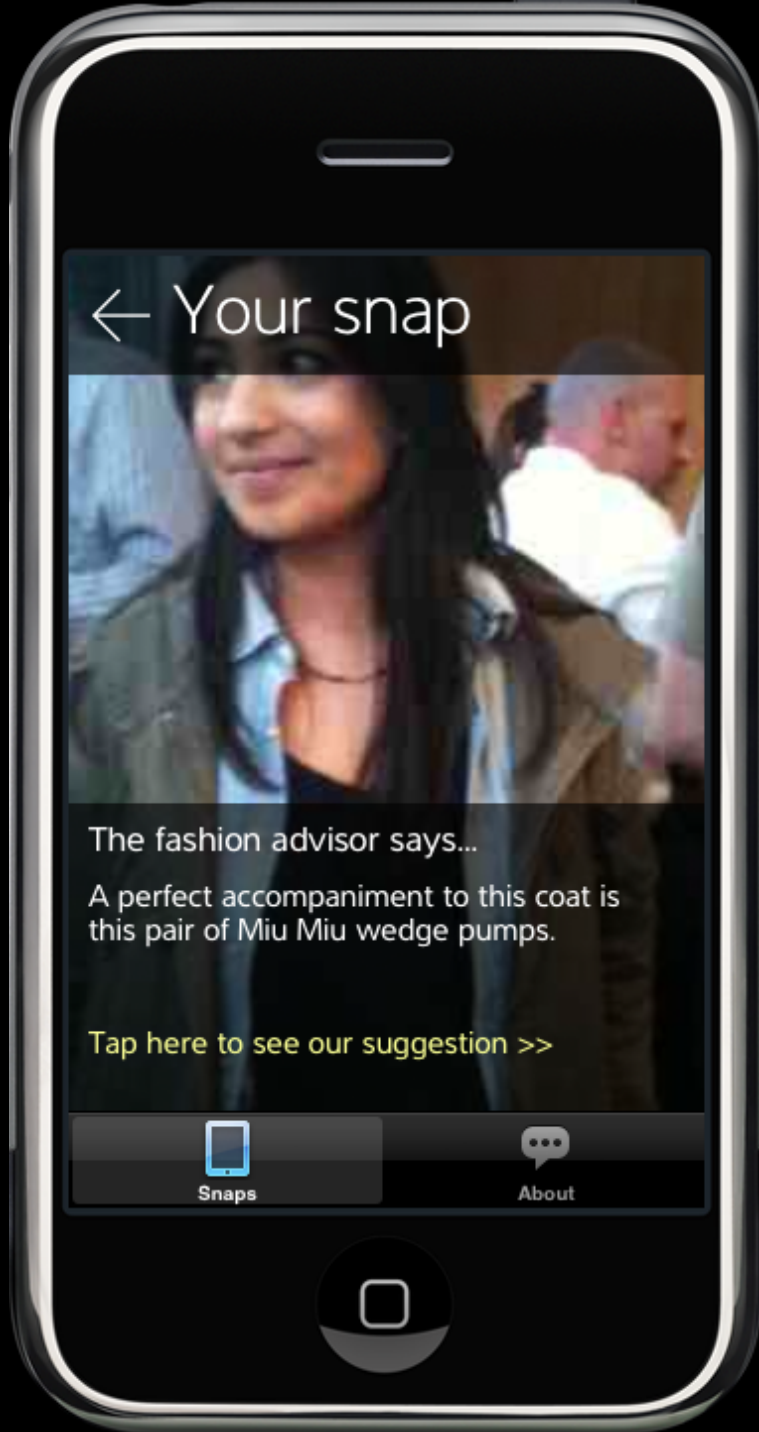
About

In progress



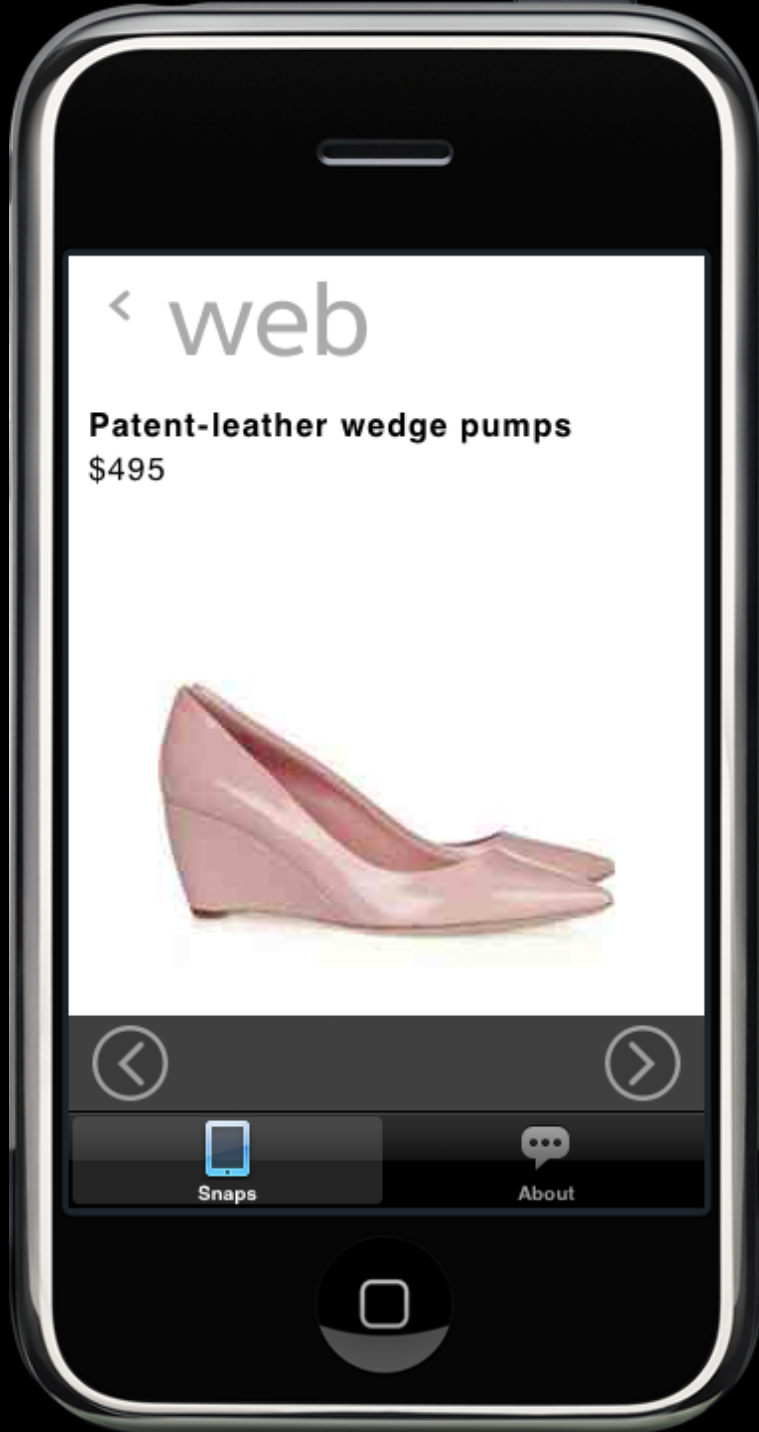
Rejected

Couldn't find a
match, or
anything to go
with it.



Done

Tap to see the suggestion, and...



Et voila!

The customer
can now
purchase the
suggestion.

Other ideas

/ Automate Snap rejection and “similar” using image recognition technology

/ Integrate with Net-A-Porter LIVE so customers can see Snaps in real-time (thanks, Natalie!)

/ Push notification once your Snap has been actioned

Other revenue streams?

59p “in-app” purchase for customers who want the Fashion Advisor to phone back immediately

Other uses?

/ Data insight as to what draws our customers' attention

Benefits of developing on the RedFoundry.com platform

- / No knowledge of Objective-C needed
- / Speedy development – save, refresh, and see your changes
- / App “as is” developed in 9 hours, and real-world testing done at pub on first day!
- / iPad-ready (with slight modifications)

And the biggest benefit is...



What about Android?



Android support is in active development and is on track for a Q2 2011 release.

<http://redfoundry.com/about/faq>

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