InstaMerch

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InstaMerch - Personalized Merchandise Made Easy

InstaMerch revolutionizes personalized merchandise creation by offering an easy-to-use app that instantly generates custom designs using the Stability API.

Seamlessly integrated with the Print on Demand API, users can generate mockups and effortlessly order a wide range of products. Hosted on Vercel, our frontend ensures fast, secure, and scalable performance for an unparalleled user experience.
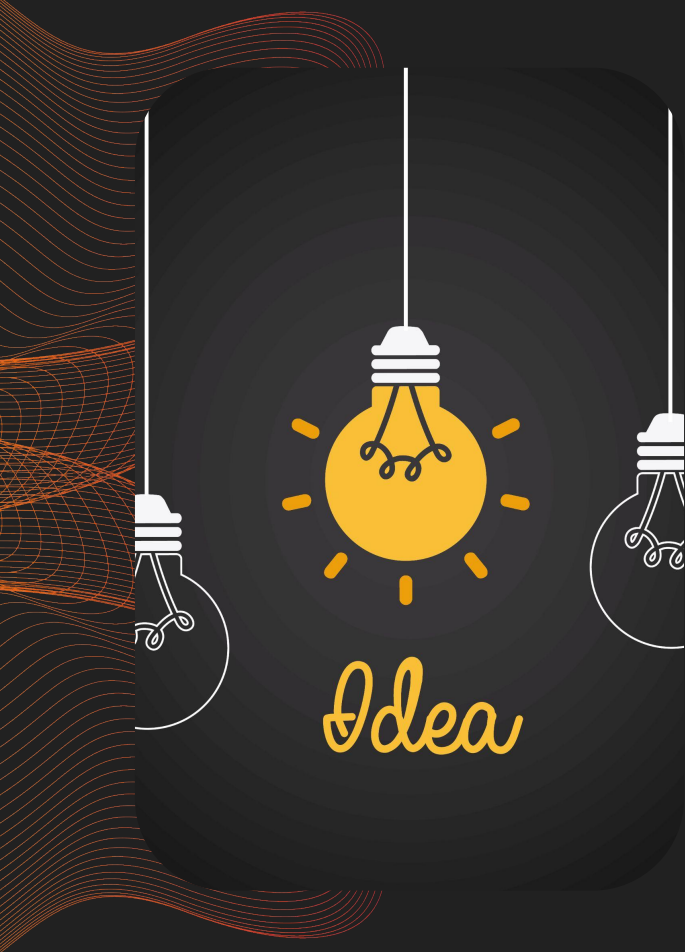
Problem Statement

- Custom merchandise creation is often time-consuming and requires manual design input.
- Limited choices in customization, resulting in less personalized products.
- Difficulty in quickly ordering and producing merchandise.

Solution

- Introducing InstaMerch, an app that accepts an image, a style, and a text, and creates custom merchandise instantly.
- Stability API for image generations and and Vercel for frontend hosting.
- Seamless integration with Print on Demand API for easy ordering and shipping worldwide.

Target Audience

- Small businesses and entrepreneurs seeking custom branded merchandise.
- Artists and designers looking to monetize their work through unique products.
- Individuals seeking personalized gifts for friends and family.
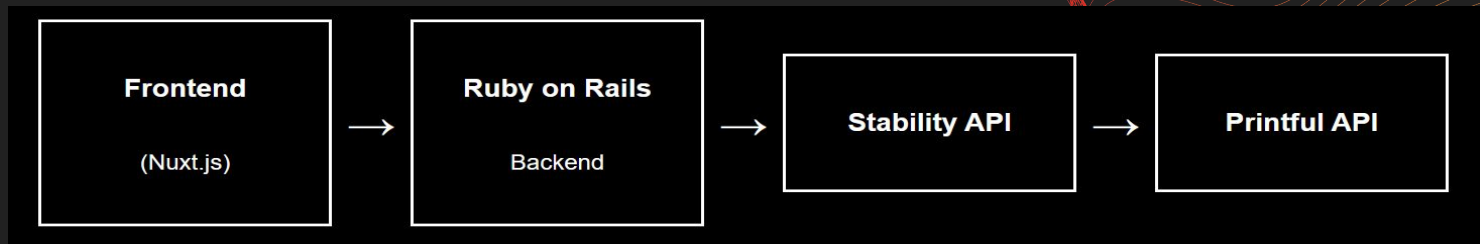
Unique Features & Benefits

- Easy-to-use interface for customization and ordering.
- Wide range of merchandise options, including Tees, all other Unisex accessories.
- Automated design creation using Stability API for reliable and accurate results.
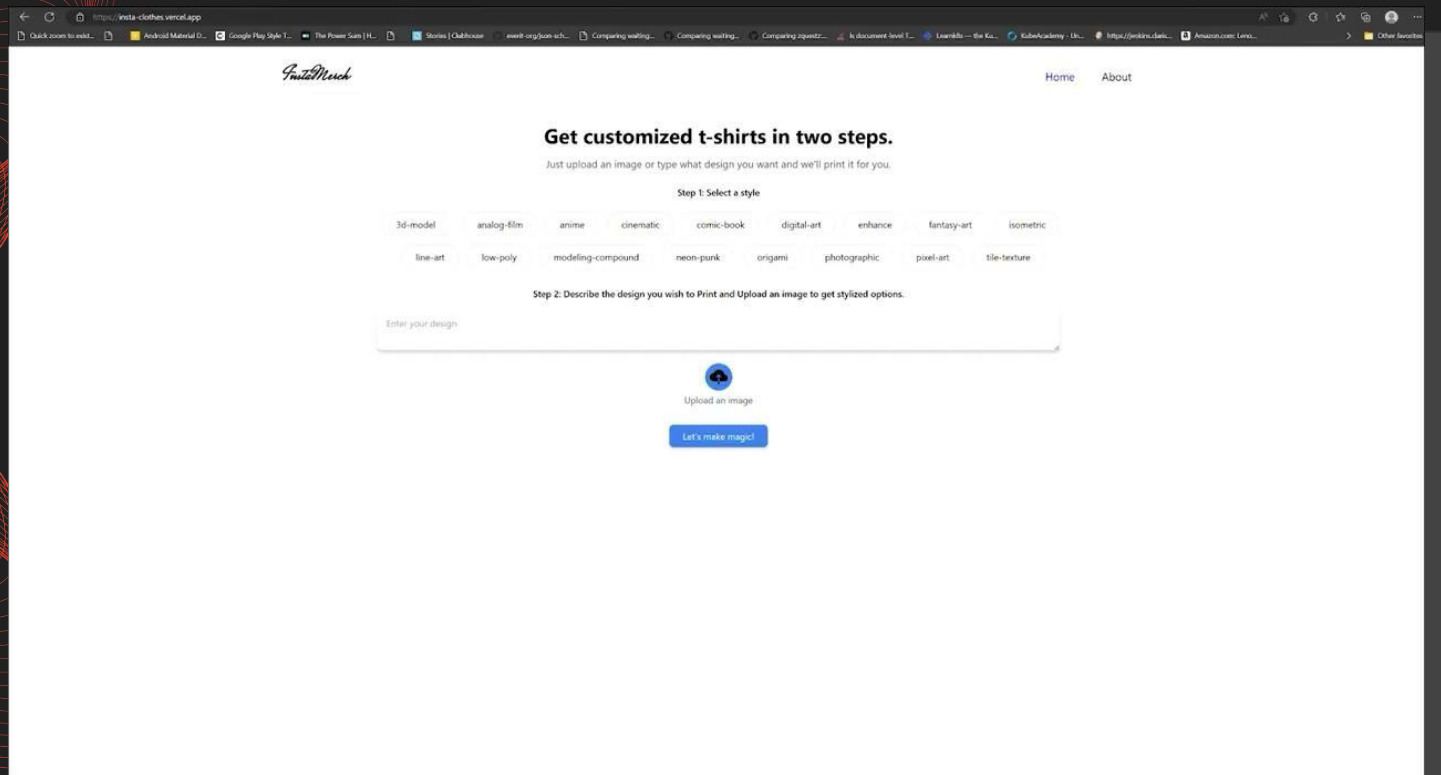- Fast, secure, and scalable frontend hosted on Vercel.

Technologies & Categories

- Stability API
- Vercel
- Printful API
- Ruby on Rails (Backend)
- Nuxt JS (Frontend)

| **Frontend** (Nuxt.js) | → | **Ruby on Rails** Backend | → | **Stability API** | → | **Printful API** |

Demo & User Interaction (Screen Recording)

Business Prospects & Applications

- Expansion to other print-on-demand services with API Access for increased product variety, faster delivery times worldwide.
- Potential partnerships with brands, influencers, and event organizers.

Future Work and Enhancements

Expanded Merchandise Offerings:

- Extend functionalities to include a diverse range of products, from t-shirts to various accessories such as phone covers, bottles, and more.
- Cater to a broader audience with unique and personalized merchandise options.

Personalized Recommendations:

- Introduce the "You May Also Like" feature, showcasing similar designs created by other users.
- Enhance user experience by providing tailored suggestions for inspiration and potential purchases.
- Enable users to customize all aspects of the T-Shirt, including the front, back, and sides.

Conclusion

InstaMerch revolutionizes the custom merchandise industry with its unique features and seamless integrations.

Leveraging the power of Stability API and Vercel for a reliable and efficient user experience.

Endless possibilities for growth and expansion.

App Link: https://insta-clothes.vercel.app

Thank you for your time and attention 🙂