OutFit

Clothing Mobile App developed by
Big Ham McChaCho

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Meet the Team: Big Ham McChaCho

[Brent Biglin]

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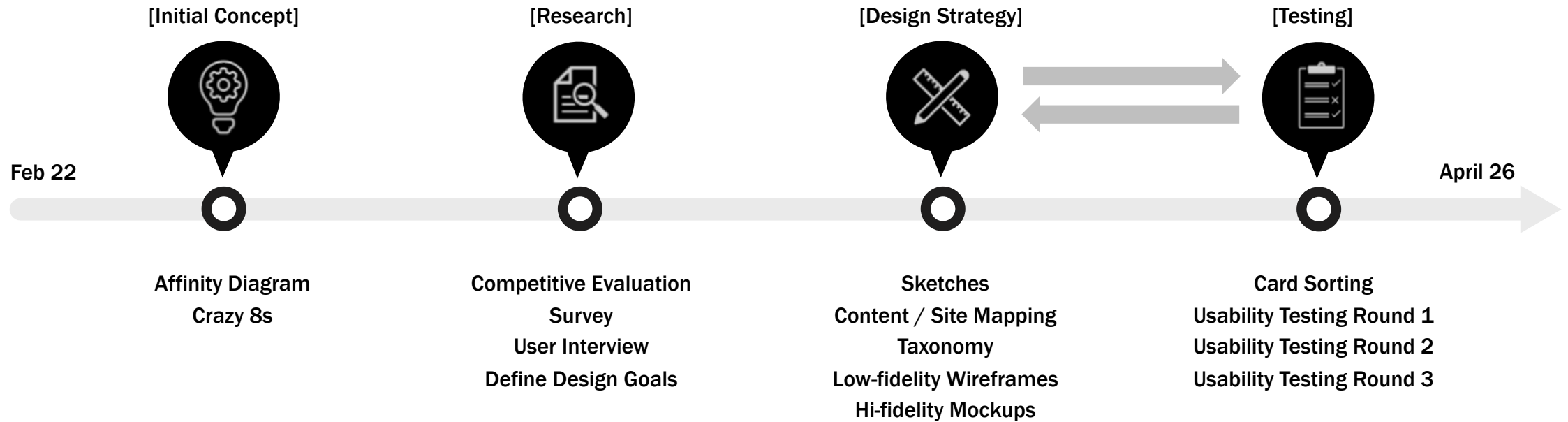[Molly McGee]

Process

OutFit
Development Process

[Initial Concept]   [Research]   [Design Strategy]   [Testing]

Feb 22   April 26

Affinity Diagram   **Competitive Evaluation**   **Sketches**   **Card Sorting**
Crazy 8s   **Survey**   **Content / Site Mapping**   **Usability Testing Round 1**
          User Interview   **Taxonomy**   **Usability Testing Round 2**
          Define Design Goals   **Low-fidelity Wireframes**   **Usability Testing Round 3**
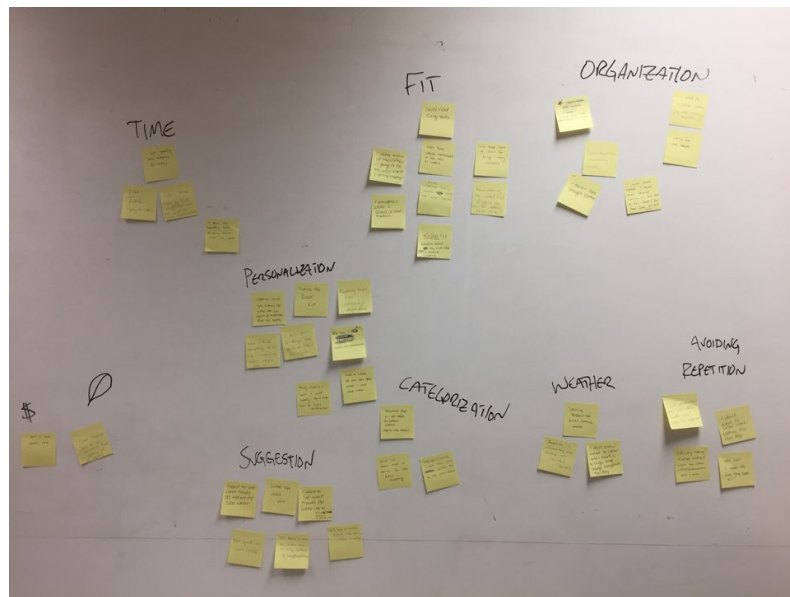   **Hi-fidelity Mockups**
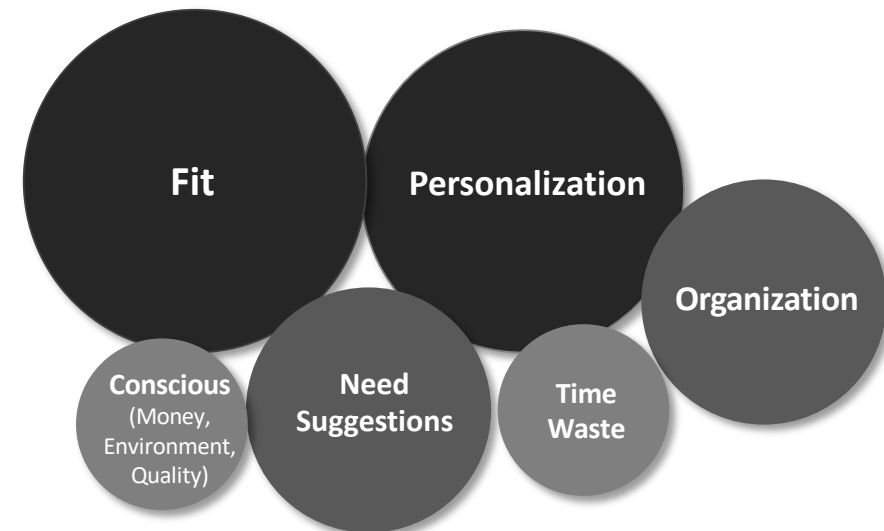
1

Initial Concept

What should our clothing app do?

Affinity Diagram

Using an affinity diagram exercise, our team discussed common pain-points people have with clothing to further our initial idea of developing a clothing app. We explored diverse user problems that our product should help solving.
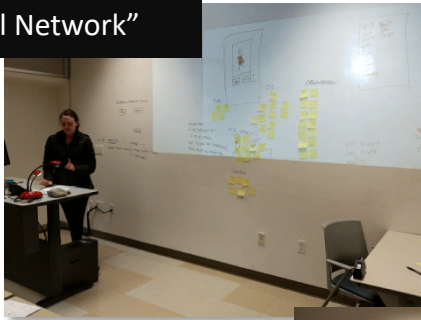

Our key pain-points included:

Share the creative ideas

Crazy 8s

Before diving into research, each of our team member suggested potential solutions and mapped out a variety of possible design and product concept ideas both general and specific.
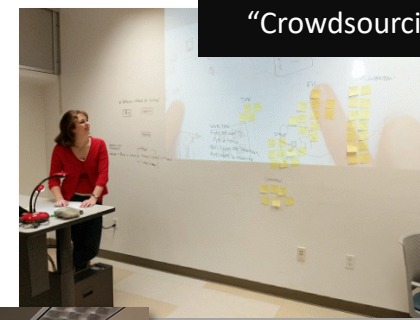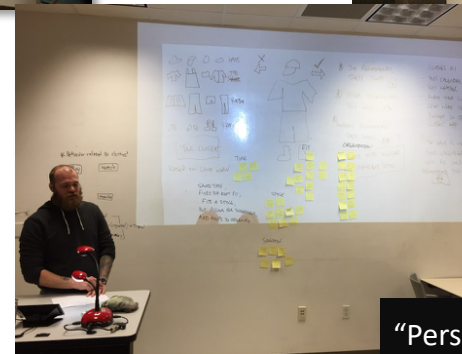
"Fit Social Network"

"Smart Mirror, AR"

"Crowdsourcing style"
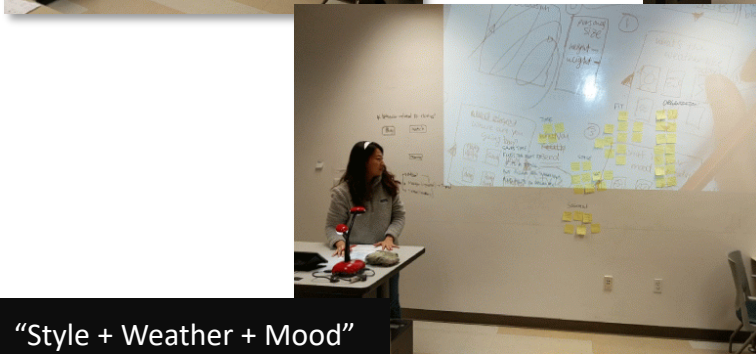
"Style + Weather + Mood"

"Personalized Outfit recommendations"

Initial Concept

We decided to research a solution that could allow users to do one or many of the following things:

Create a fit (sizing) and style profile

Find clothes to buy based on these profiles

Identify styles/trends to follow

Organize clothes in a digital "closet"

Suggest clothing combinations based on weather, occasion, mood, etc.

Share trends and styles with others

Match people with similar profiles so they can share information about where to buy clothes that fit properly

?

②

Research

Understand the market and audience

Competitive Analysis

We initially evaluated nine apps that focus on on shopping, sharing or suggesting styles, planning outfits, and organizing clothes, but eventually narrowed our focus to these three based on popularity and similarity:

[1st Analysis]

Rackery   Stylebook   GlamOutfit

Finery   Netrobe   ClosetSpace   LiketoKnowit

Pose   Stylicious

[2nd Analysis]

	Stylebook	ClosetSpace	Size Charter
Main Features	Create Looks, Closet, Inspirations	Daily outfit recommendations	Find avg. sizes across brands
Target Audience	Women (ages 15-40)	Women and men (average is 25 yr old female)	Men, women, pregnant women
Strengths	Wide variety of features, Integration with Pinterest	Wide variety of features, Founding company is a fashion analytics firm	Simple, Focuses only on fit
Weaknesses	Too many features, Very specific audience (separate app for men)	People may not like the idea of their data being sold	Doesn't provide next steps for user, No images or examples of items

What did the real users say?

Survey Result

We launched a 21-question Qualtrics survey to narrow our target group and identify pain points and potential use cases.

[Total Responses: 2,809]

Demographics

*Neither male nor female (13.8%)

78%

Gender
Female

80%

Age
18-34

50%

Income
Less than $35,000

80%

Last time purchase
Less than $100

Psychographics

When shopping for clothes:

60%

Difficult to find clothes that fit

Stopped using clothing apps

65%

#1 reason:
Time consuming

When choosing an outfit:

70%

Weather is a significant factor

What did the real users say?

User Interview

We recruited 5 interviewees who have trouble finding clothes that fit, would describe clothing as a necessity, not necessarily a hobby or passion, and prefer to not spend a lot of money on clothes.

"I haven't bought clothes online recently because in the past, I usually just send back lots of clothes when I buy online. They never fit right."

"Trying to figure out the right size when online shopping is such a guessing game."

Quotes from interview

"I typically avoid looking for clothes because it's depressing."

"It's hard to find items that fit all of you (e.g. some things fit well in hips but not in waist)"

Define Design goals

Insights from User Research

Based on the analysis of user data, we decided to develop a mobile app that focuses on **helping users find and purchase clothes that fit them only**.

[Word cloud of our survey result]

③

Design Strategy

Identify feature sets

Based on findings from our research, we determined our **main feature sets**.

Fit

[Personalization]

🏠 **Home**

👕 **Fit & Style profiles**

[Finding]

🔍 **Search**

🏠 **Browse**

⚫ **Filter**

[Organization]

📖 **Closet**

🔖 **Wishlist**

+

[Purchase]

💳

User Feedback

Business profit
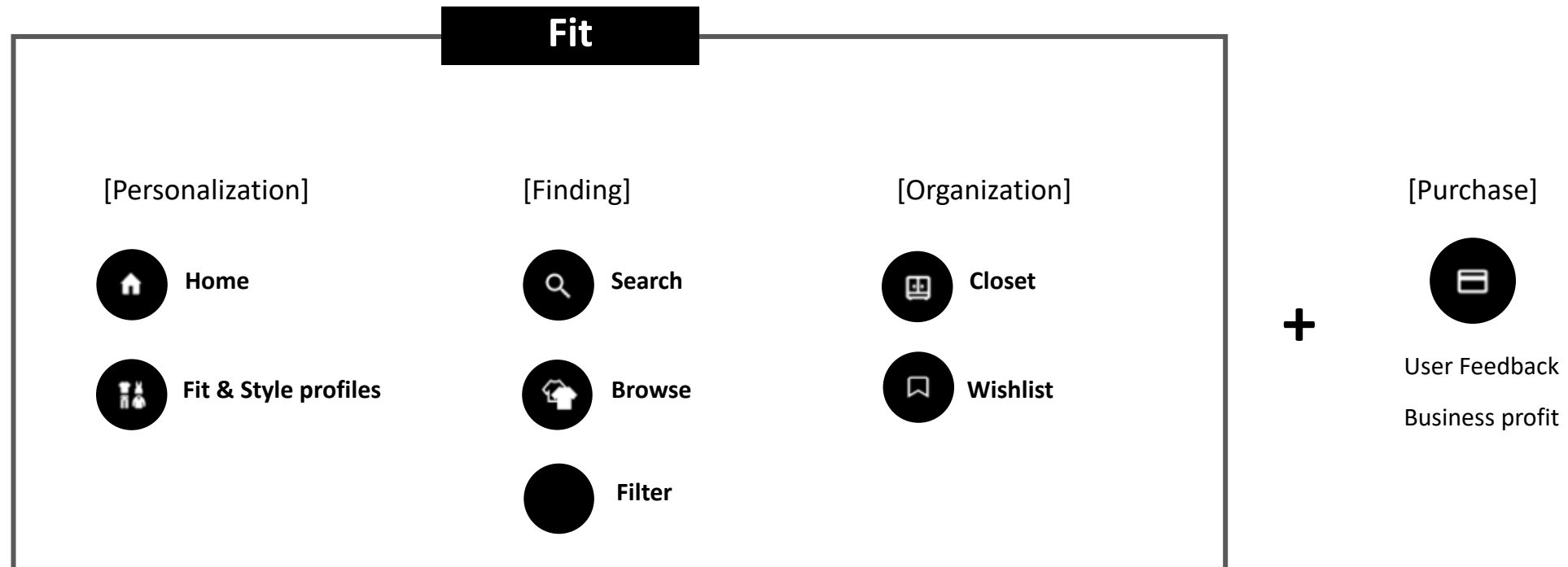
Organize the content

With our defined feature sets, we mapped out the information architecture for our app, starting from rough sketches to an early iteration of the low-fidelity wireframes.

Sketch
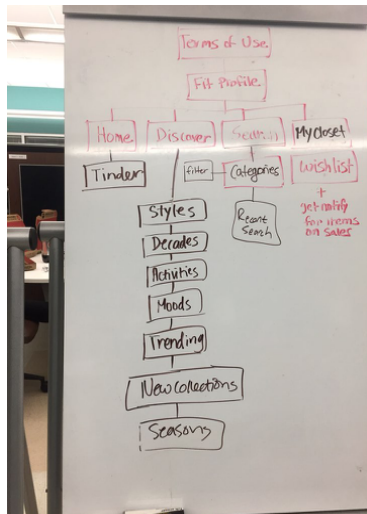
Blueprint
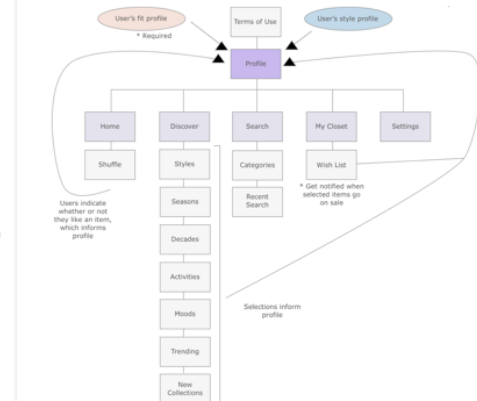
Content Mapping
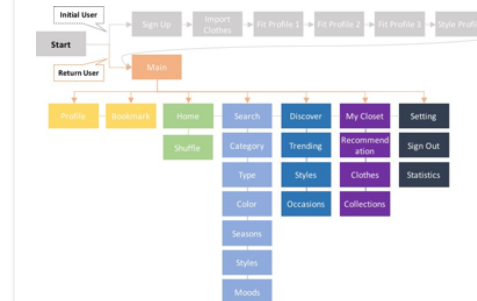
Content Model
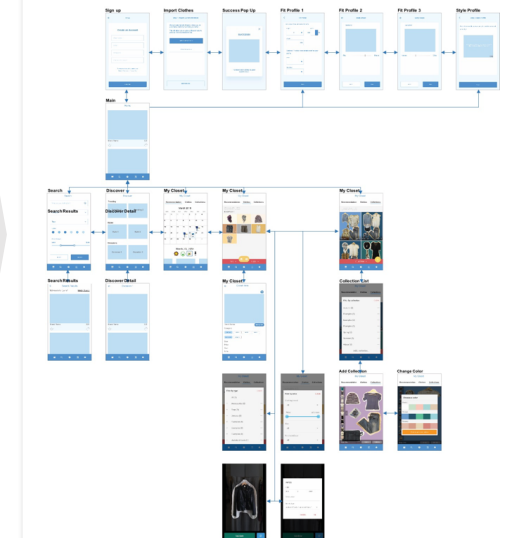
Define the language

A content inventory and controlled vocabulary list ensured the language across the platform was consistent.

Content Inventory

#	Page
1.0	Create an account
1.1.1	Import Clothes
1.1.2	Import Successful
1.2.1	Fit Profile - Measurements
1.2.2	Fit Profile - Body Shape - Stomach
1.2.3	Fit Profile - Body Shape - Shoulders
1.3	Style Profile
2.0	Home Screen - Feed
2.1	Wishlist - Success Message
2.2	Purchase - Redirect Message
3.0	Search for Specific Items
3.1	Search Results
4.0	Discover - Browsing Items
4.1	Trending - Results
4.2	Styles - Results
4.3	Occasion - Results
5.0	Digital Closet
5.1	Recommendations - List
5.2	Looks - List
5.3	Items - List
5.4	Clothing Item Detail Page

Controlled Vocabulary

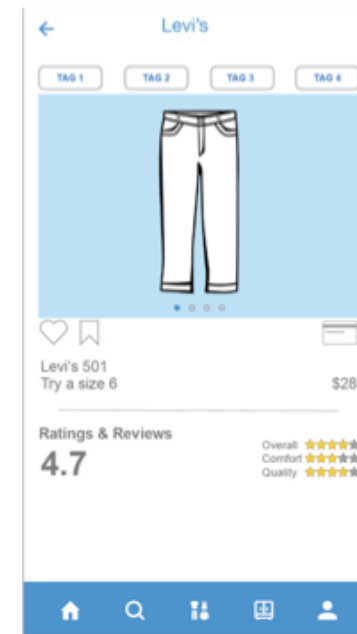| Vocabulary	Description	Examples	Maintenance
Clothing category	Categories of clothing items available	Tops; bottoms; shoes	Moderate
Clothing subcategory	Subcategories of clothing items available	Blouse; sandals;	Moderate
Clothing brand	Brands of clothing items available	Hollister; Lands End	Easy
Price range	Cost of clothing items	$5-$20, $21-50,	Easy
Material	Materials clothing items are made from	Cotton; polyester; rayon	Easy
Color	Color of clothing item	Navy; Black; Red	Easy
Season	Time of year clothing is commonly worn.	Winter; Spring; Summer; Fall	Easy
Occasion	Occasions clothing items may be appropriate for	Wedding; work; date night	Easy
Style	Styles of clothing items	Hipster; vintage; classic; streetwear	Difficult
Descriptive Tags	User-generated terms	Dinosaur; birds; The Grateful Dead	Difficult

Develop low-fidelity prototypes

Using Adobe XD, our team began developing low-fidelity prototypes for our app. Our wireframes were constantly refined as we discussed further details about each feature and the onboarding process.
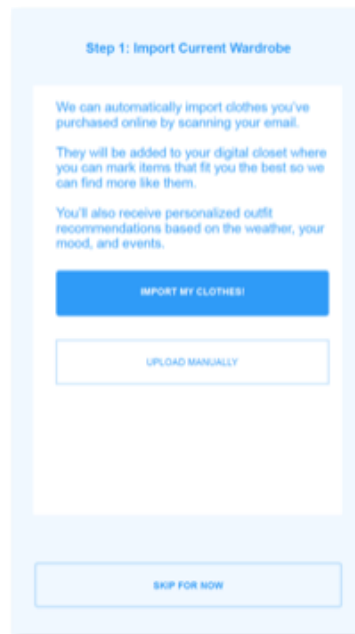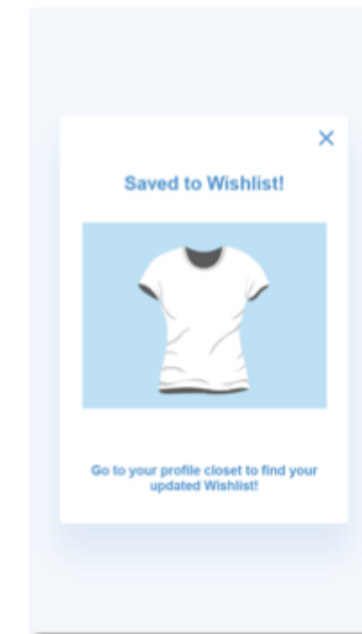

[On boarding: Import Clothes]   *[Homepage]*   *[Item Tile]*   *[Wishlist Pop-up]*
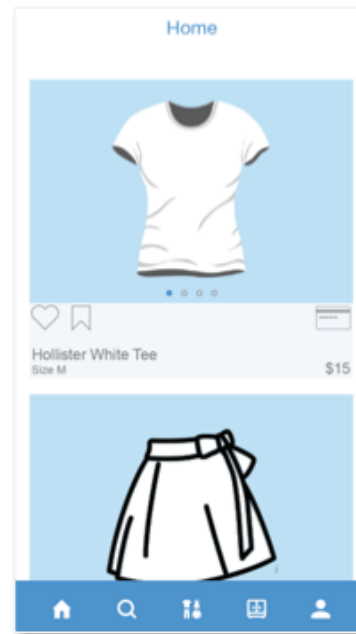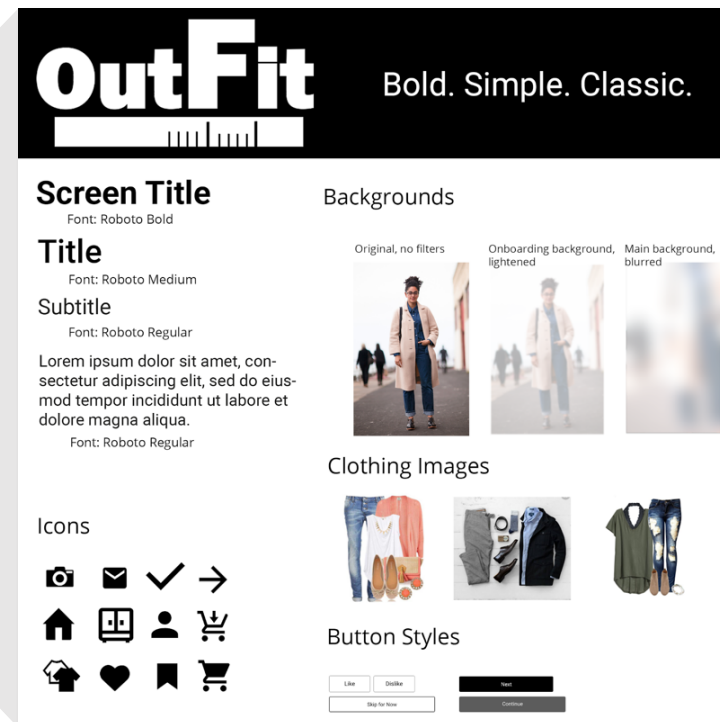
Create visual identity

As we began designing our high-fidelity prototypes, we quickly realized that some of the colors we chose in the first stage might clash with clothing items users uploaded or searched for on the site. This caused us to transition to a primarily black and white palette, with a few greys.

[2ⁿᵈ Stage]

[1ˢᵗ stage]

Bolder and simpler look

Two main colors

Increased accessibility

Representative logo

Build high-fidelity prototypes

Once low-fidelity prototypes were in a more definite shape, our team began developing high-fi prototypes that incorporated our visual identity.
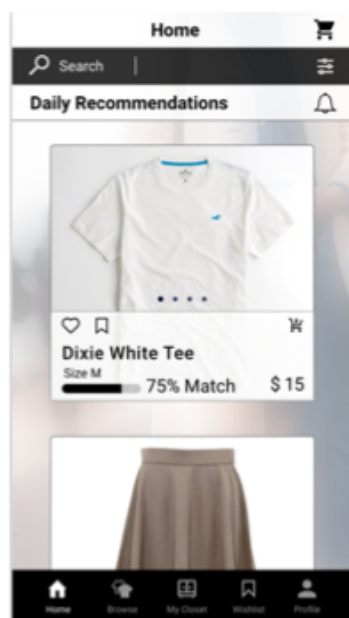
[Homepage]
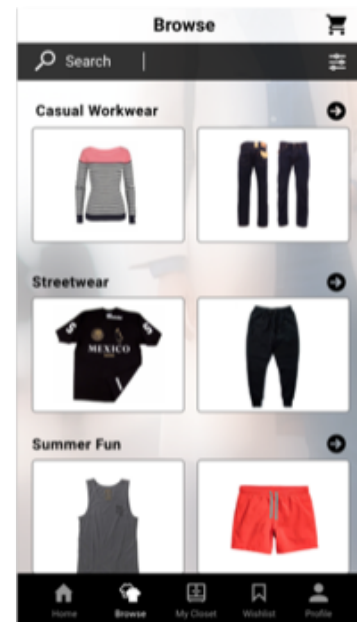
[Browse]
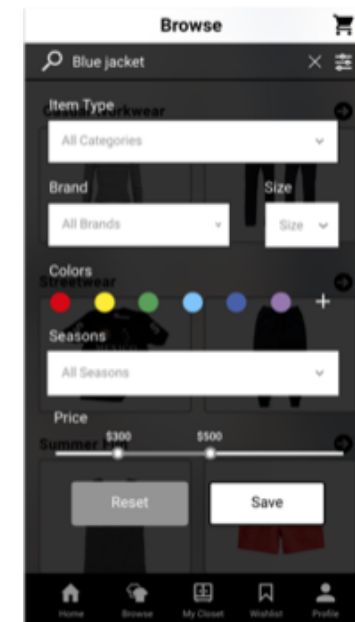
[Search & Filter]
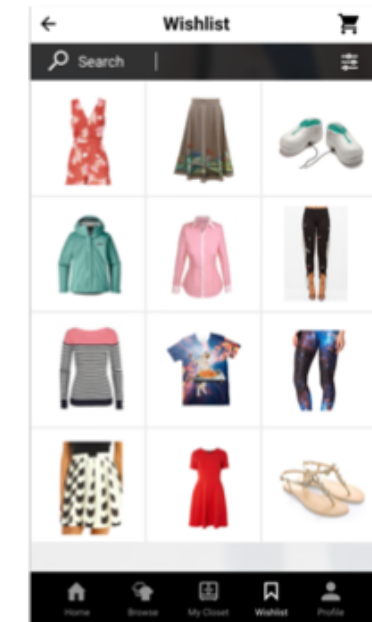
[Wishlist]

4

Testing & Implementation

Usability Tests Summary

4 Rounds, 28 participants total

Card Sorting: <u>1 Round with 8 participants</u> (All from Optimal Workshop)
Lo-fi Test: <u>1 Round with 8 participants</u> (6 in-person, 2 from usertesting.com)
Hi-fi Test: <u>2 Round with 12 participants</u> (All from usertesting.com)

Card sorting

Usability Test
1st Round

Usability Test
2nd Round

Usability Test
3rd Round
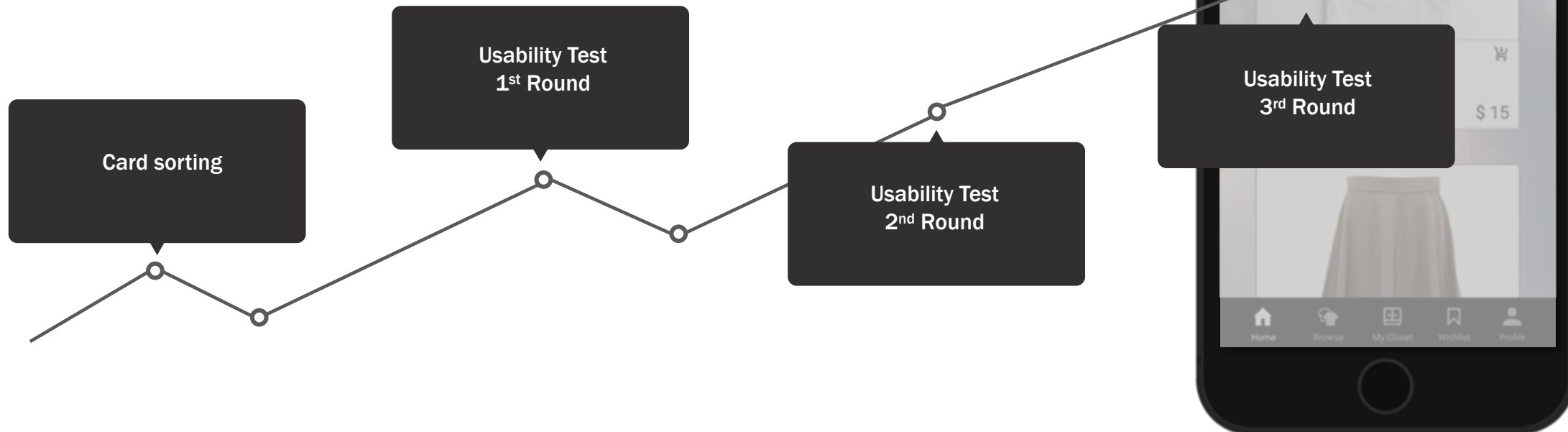
Improvements – Card Sorting

We tested eight users in order to gather insights into how we should organize and categorize our browse categories. Our results revealed that people agreed the most on tags categorized as "style," and the least on tags categorized as "outfits."

The labels for categories – occasions, outfits, and styles – were confusing

Got rid of 'occasion' and 'outfit' and use 'style'

Occasion
0.50

Outfit
0.29

Style
0.66

Improvements – Home

[Low-fi]   [High-fi 1]   [High-fi 2]

- Bottom navigation

- Layout of item cards

- Search and filter

- Ability to purchase
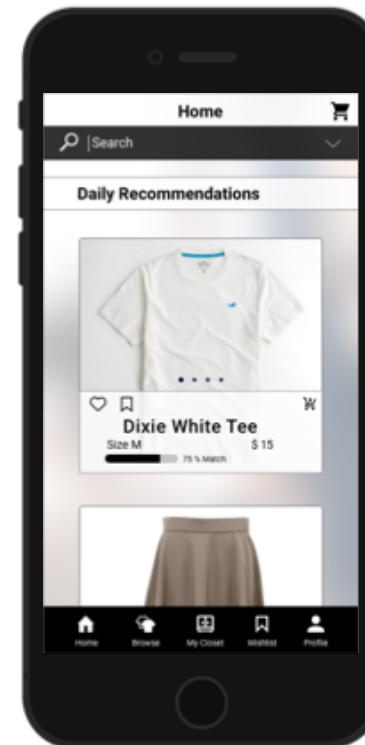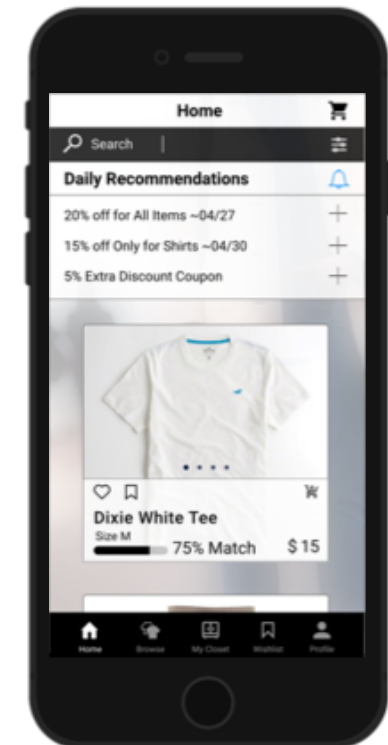
Improvements – Browse

[Low-fi]   [High-fi 1]   [High-fi 2]

- Bottom navigation

- Search and filter

- Consistency in layout and Interaction
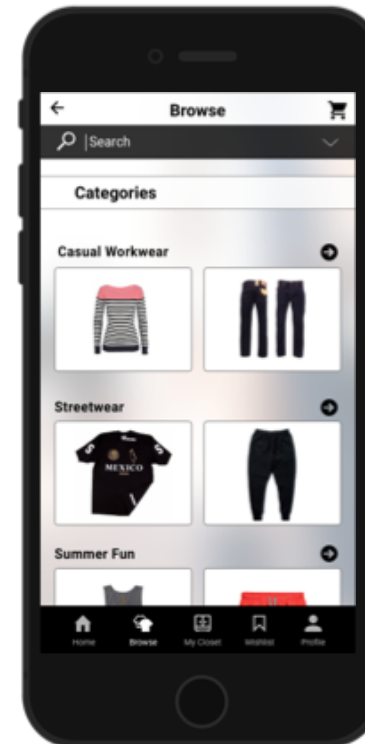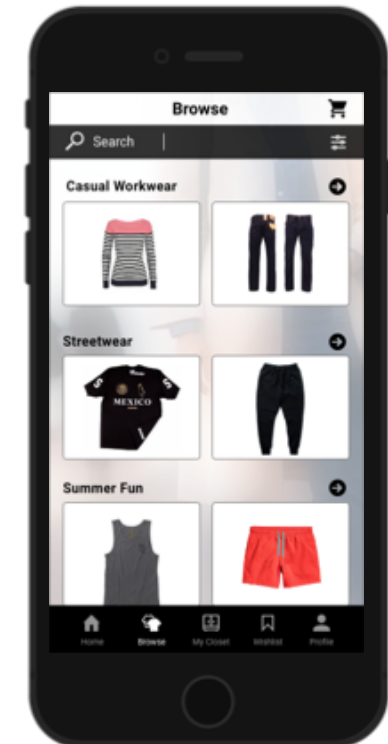
Improvements – Style Profile

- Interaction Consistency
  - ✓ Heart vs. Like/Dislike
  - ✓ Sliders vs. Numbers

[Low-fi]

[High-fi 1]

[High-fi 2]

Improvements – Fit Profile

[Stage 1]   [Stage 1]

- Interaction Consistency

  ✓ Heart vs. Like/Dislike

  ✓ Sliders vs. Numbers

Improvements – Fit Profile

[Stage 2]   [Stage 2]

- Interaction Consistency

  - ✓ Heart vs. Like/Dislike

  - ✓ Sliders vs. Numbers

Improvements – Fit Profile

[Stage 3]

[Stage 3]

[Stage 3]

- Interaction Consistency

  ✓ Heart vs. Like/Dislike

  ✓ Sliders vs. Numbers

Improvements – Onboarding Process

[Low-fi]

[High-fi 1]

[High-fi 2]

- Bottom navigation

- Layout of item cards
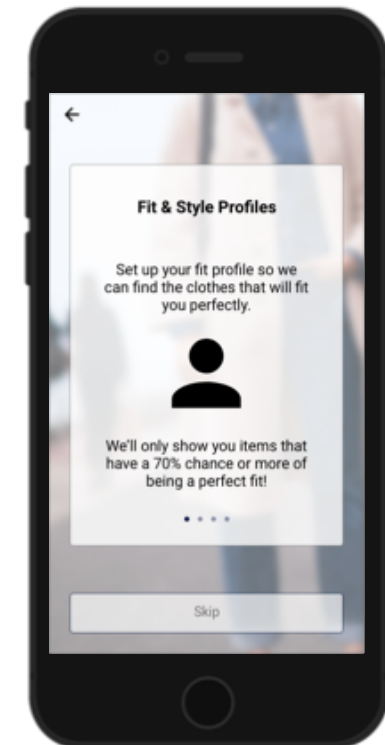
- Search and filter

- Ability to purchase
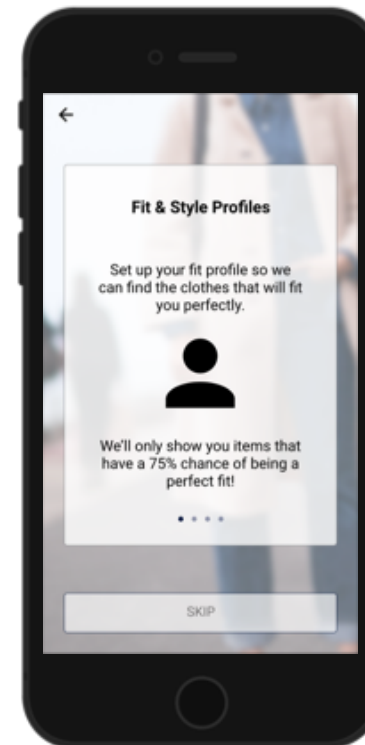
Improvements – Search and Filter

[Low-fi]   [High-fi 1]   [High-fi 2]

- Remove Search from Bottom Navigation

- Change Filter Icon

- Keep Layout Consistency
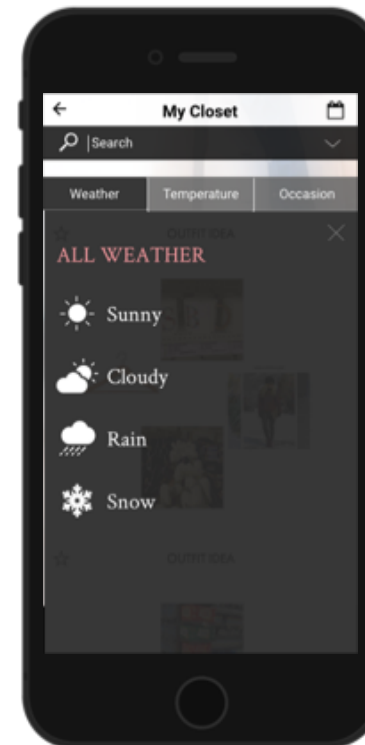
Improvements – My Closet > OutFit Recommendations
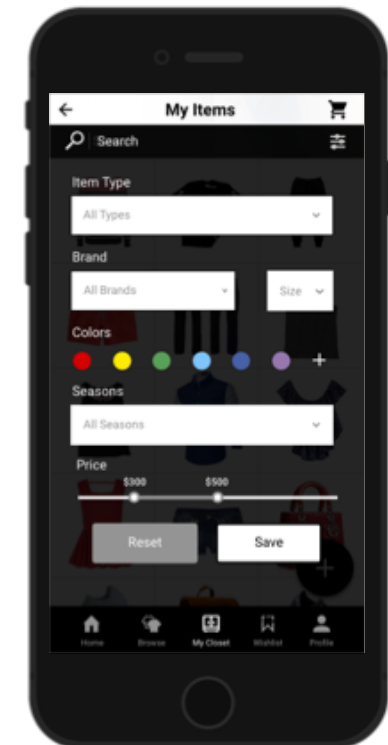
[Low-fi]   [High-fi 1]   [High-fi 2]

- Layout of Recommendations

- Search and filter

- Adding Button

- Calendar View

- Random Recommendations
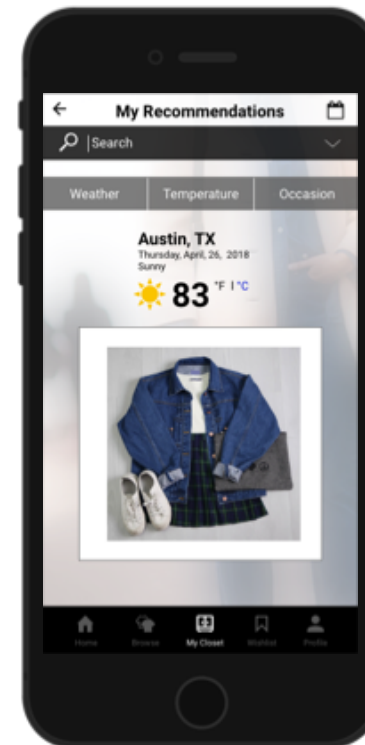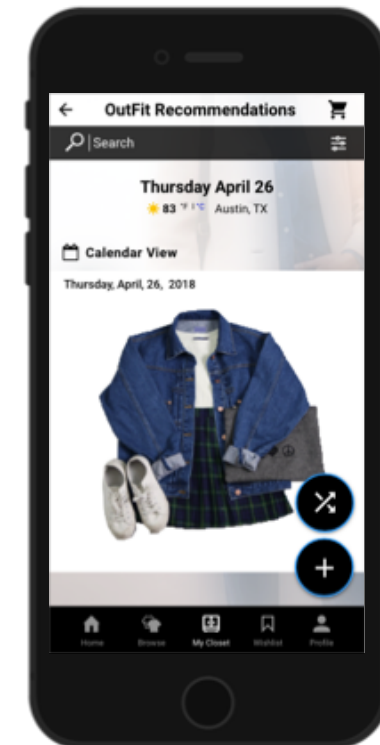
Improvements – My Closet > My OutFits

[Low-fi]   [High-fi 1]   [High-fi 2]

- Layout Consistency

- Label Consistency

- Button Consistency
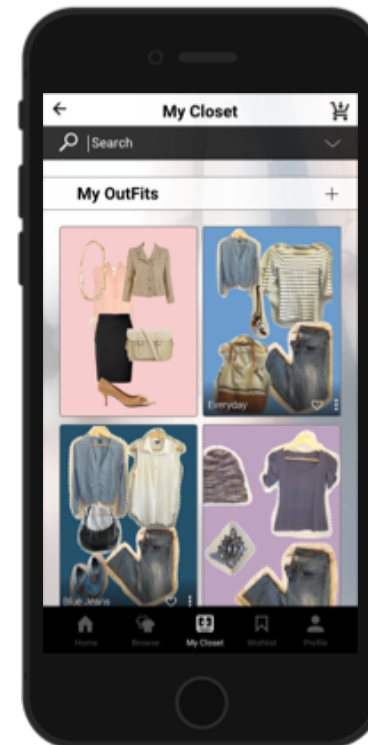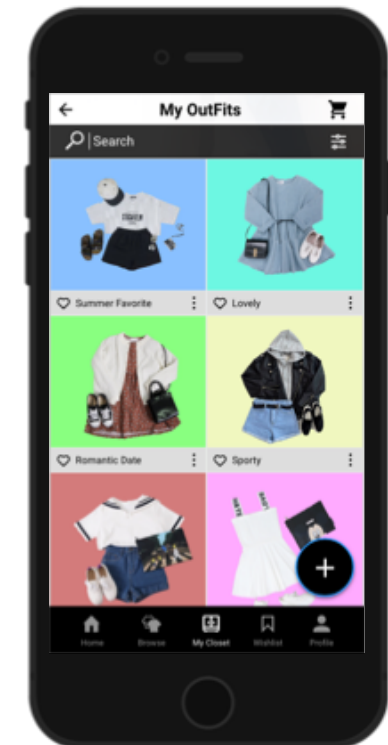
Final Prototype

User Feedback

⑤

Wrap-Up

Lessons Learned

✓ Trend matters – Facebook crisis in user privacy impacted our users' decision

✓ The importance of establishing scenarios or use cases to help users understand their motivation and information needs.

✓ Take feedback users provide when they say "I'm personally okay with [this thing], but others might not be."

✓ Have a good "business case" or reason for any changes you want to make

✓ Context is just as important as users or content when it comes to architecting an app

Future Considerations

(+)   Ability to sort items by price and fit percentage

(+)   Features to assist in-store shopping

(+)   Add social aspect

(+)   Smart Mirror

Thank you!