

# UX Planning

(Additional Needfinding, POVs, HMWs, Brainstorming, and Experience Prototypes)

Team The Best Dressed

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# Team Members



Hannah Cha



Evan Chen



Hana Dao



Caroline Wang

# Table of contents

01

Introduction

02

Additional  
Needfinding

03

POVs

04

HMWs and  
Solutions

05

Experience  
Prototypes

06

What's Next?



01

Introduction

# Problem Domain: Previously

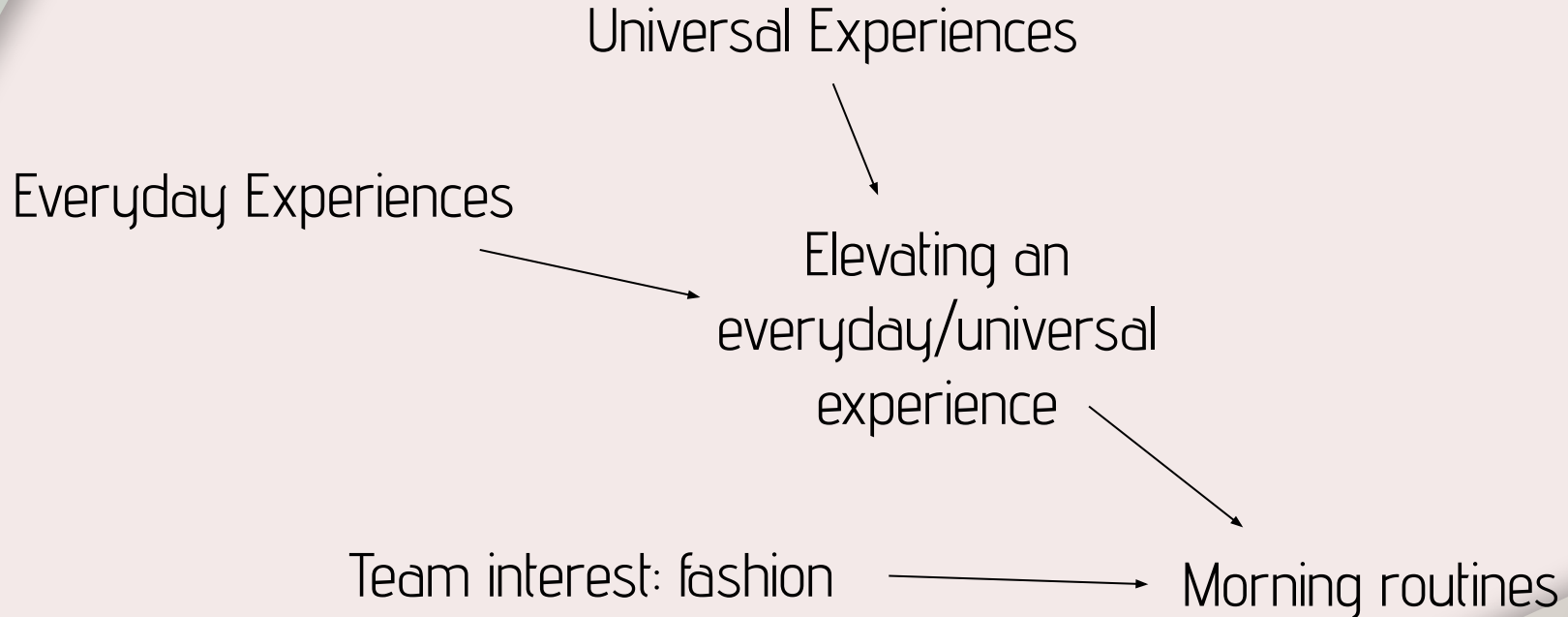
Universal Experiences

Everyday Experiences

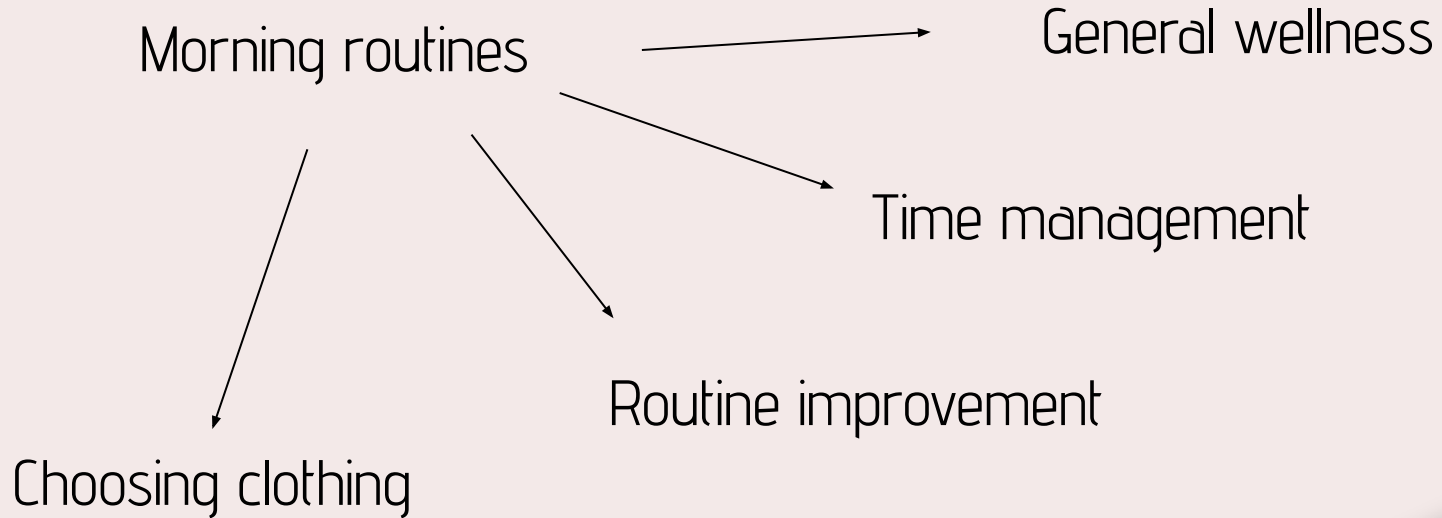
Elevating an  
everyday/universal  
experience

Team interest: fashion

Morning routines



# Problem Domain: Currently





02

Additional  
Needfinding

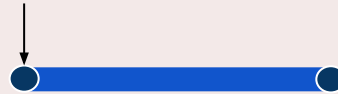
“When I’m just hanging out with friends, I like to show off my style. The clothes I’m wearing change how confident I feel. I like wearing asian style clothes because I feel it represents my identity as an Asian American.”



Emily Huang

3rd-year English and  
Psychology Major at  
Stanford

**Interviewer:** Caroline



Fashionable

Restricted



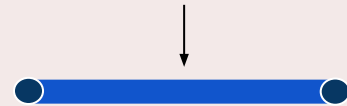
# Learnings

- Everyday feels like a struggle to get up but he's become used to waking up at 4 am
- Considers his days somewhat static and pretty standard like other white-collar workers
- Works long hours from home
  - usually wears T-shirt, shorts or jeans
- Isn't satisfied with his work-life balance but thinks it isn't something in his control that can be changed
- Doesn't use an online calendar since he is able to remember everything from memory for scheduling



Ryan Finney

Cancer Therapy Researcher  
based in the Bay Area  
**Interviewer:** Hannah



Fashionable

Restricted



03

POVs

# John's POV

We met...

John Gunderson,  
a current software  
developer at  
Roblox with a  
dynamic living  
situation

We were  
surprised  
to realize...

That he prepares  
to leave the house  
in just 10 minutes  
and skips  
breakfast until he  
arrives at work

We wonder  
if this  
means...

He would be  
interested in  
further reducing  
the time it takes  
to get ready

It would be  
game  
changing  
to...

Further optimize  
his already quick  
preparation time

# Judy's POV

We met...

Judy, a middle-aged woman working at the Stanford Alumni Center who maintains a consistent schedule and style

We were surprised to realize...

That she gets bored of wearing the same outfits but often sticks to consistency when making closet choices

We wonder if this means...

She wants to try new styles, but finds it difficult to explore or incorporate new activities or items in her routine

It would be game changing to...

Find a way to maintain a consistent schedule despite inevitable disruptions, while also allowing for experimentation in styles and outfits

# Sarah's POV

## We met...

Sarah, a freshman at UCLA studying psychology who is very into fashion

## We were surprised to realize...

She spends more time looking at Pinterest for fashion inspiration rather than her own closet when deciding what to wear

## We wonder if this means...

It is more fun to browse clothes that are new to her and which she doesn't already own

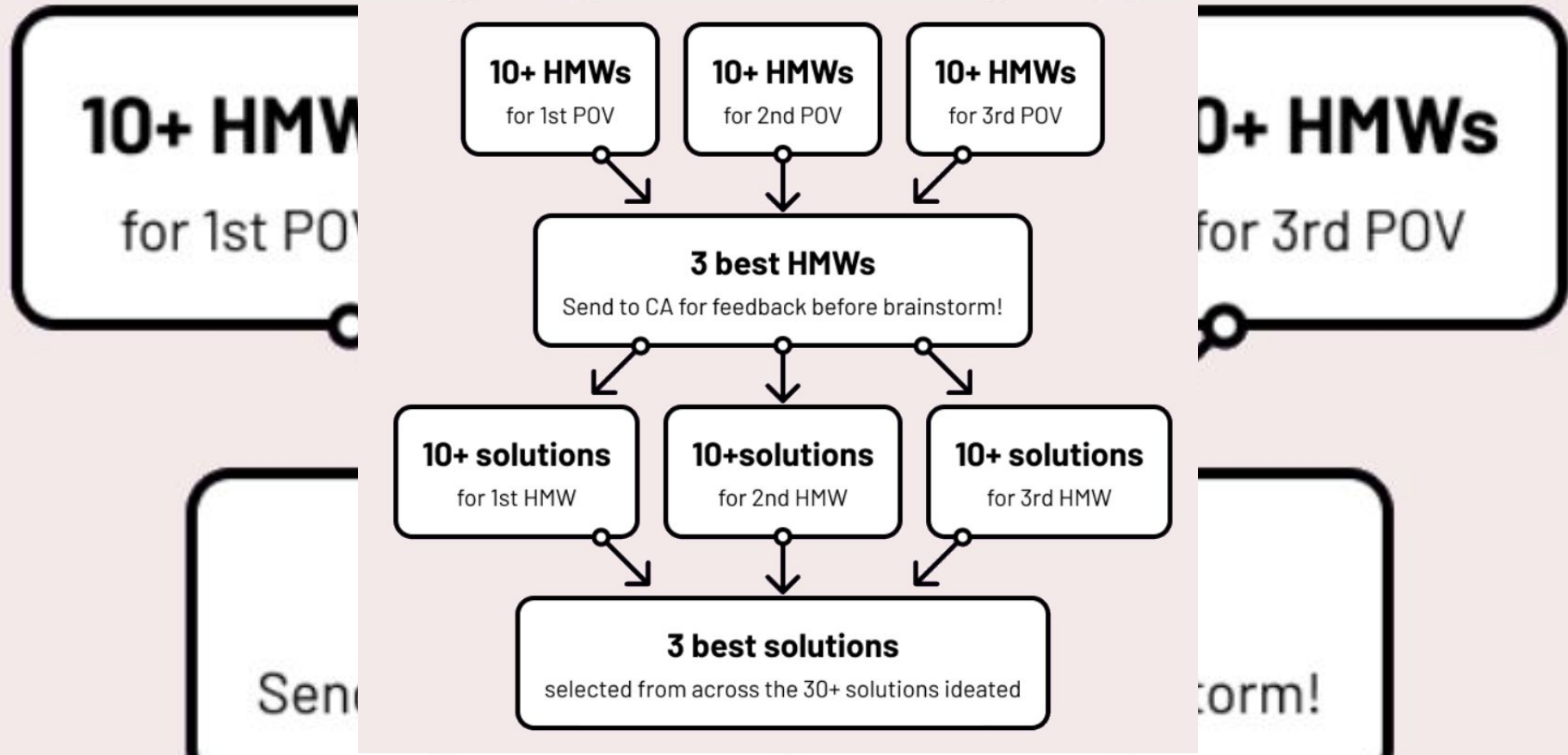
## It would be game changing if...

People are inspired by their own closet, and enjoy the experience of "shopping" the clothes that they have already bought

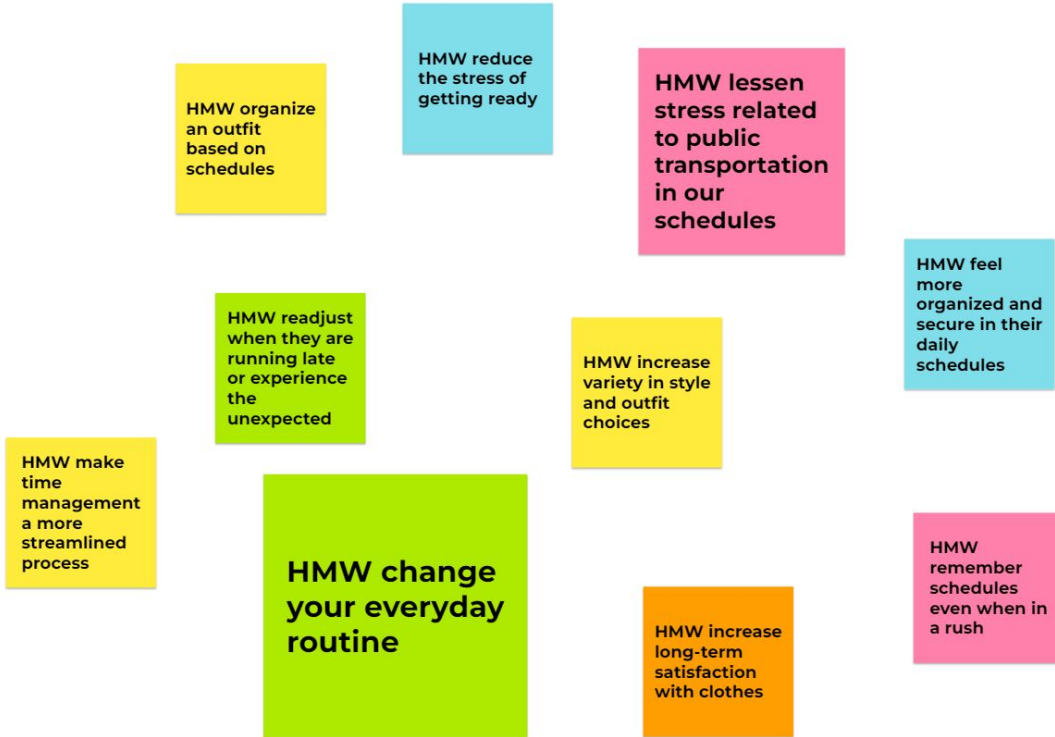


04

HMWs and Solutions

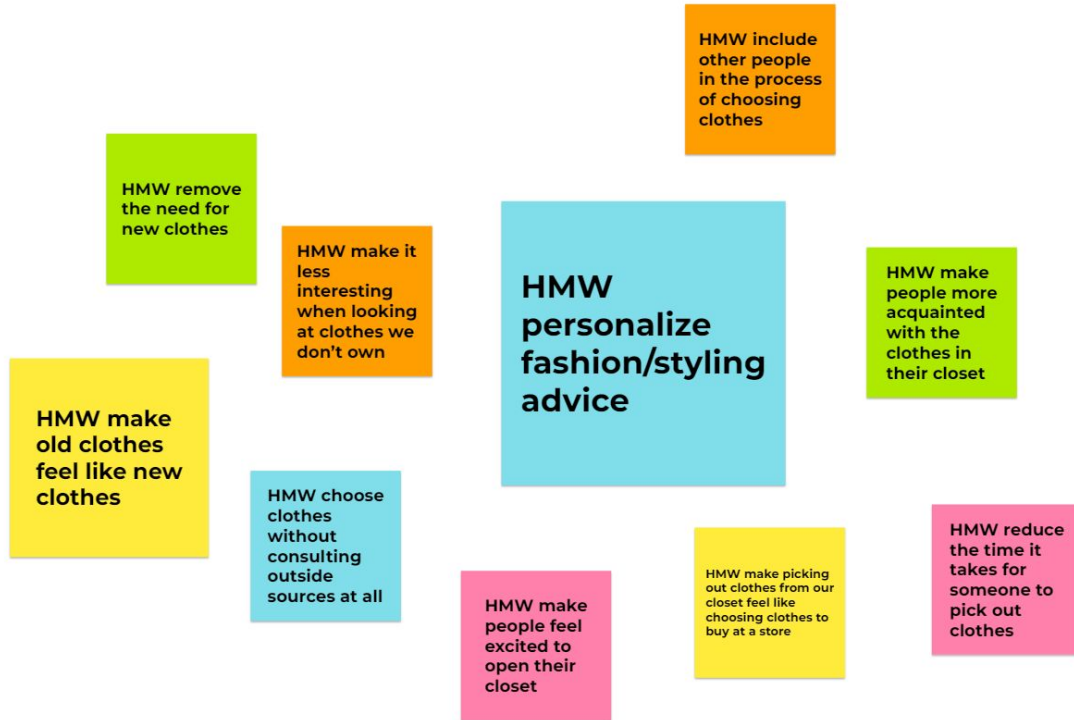


# HMW's from Judy's POV





# HMW's from Sarah's POV



# HMW's from Emily's POV

HMW give meaning to the clothes we wear

HMW remove the desire to throw out clothes

HMW make people feel proud of the clothes in their closet

HMW make it cool and fashionable to rewear outfits

HMW make clothes feel more custom and personalized

HMW buy clothes that we know we will keep for a long time

HMW make someone want to wear a piece of clothing more times

HMW make the process of throwing out clothes a more thoughtful one

HMW let people we are close to also feel attached to our clothes

HMW make picking clothes feel like picking friends to go out with

# HMW's from John's POV



# Best HMW's

**HMW change  
our routine to  
be more  
exciting and  
satisfying  
everyday**

**HMW make it fun  
when someone is  
running late or  
experiencing the  
unexpected**

**HMW personalize  
fashion/styling  
advice that is  
limited by the  
person's closet**

Send to CA for feedback before brainstorm!

**10+ HMWs**  
for 1st POV

**10+ HMWs**  
for 2nd POV

**10+ HMWs**  
for 3rd POV

**10+ solutions**  
for 1st HMW

**10+ solutions**  
for 3rd HMW

**3 best HMWs**  
Send to CA for feedback before brainstorm!

**10+ solutions**  
for 1st HMW

**10+ solutions**  
for 2nd HMW

**10+ solutions**  
for 3rd HMW

se

**3 best solutions**

selected from across the 30+ solutions ideated

ted

# Solutions for HWM #1 (Routine Improvement)

Buddy matching system to get you to explore a new activity with another person

**Have other people come up with a new routine for them**

Assign activities to varying time and effort and let an algorithm (or person) pick them to match your current routine

Have an algorithm introduce different variables into daily routines

Keep track of your routine and create suggestions for new things to try (new foods, new sports activities, etc)

**Point system or generate gifts/freebies for new routine tasks**

Something that tracks how often you do something (ie you wear this outfit x times, or you order this at this restaurant x times)

Online community that provides new routine suggestions

**Recommendations for new activities to integrate into their routine based on their interests**

Something to track (if your happiness increases) when you do something new (ie you lost x calories)

Find free activities to do nearby and suggest them :D

Track Heart rate and if you are happy, it'll notify you (and ask you to take a picture???)

Introduce a point system specific to number of visitations to local small businesses to encourage new routines

# Solutions for HWM #2 (Enhance Running Late)



# Solutions for HWM #3 (Fashion Advice)





# Best Solutions

**Recommendations  
for new activities to  
integrate into their  
routine based on  
their interests**

**Take outfit  
inspirational  
pictures that you  
like and interact  
with and create  
outfits from your  
existing closet**

**Find calming ways  
to distract from a  
stressful scenario  
and  
encouragements  
that reduce stressful  
scenarios**



05

Experience  
Prototypes

# Reduce Stressful Scenarios: Assumptions

**Find calming ways to distract from a stressful scenario and encouragements that reduce stressful scenarios**

- People want to feel more relaxed under stressful circumstances
- Being distracted when stressed is preferable
- Sensory experiences like music will reduce stress
- Reducing stress will not affect performance

# Reduce Stressful Scenarios: Prototype

- Synthetic stressful situation:  
Participant asked to perform a multiplication worksheet
- Performance was timed and scored
- Participant asked to rate their anxiety and provide feedback
- Different music was played during each of 3 trials

2-Digit by 1-Digit Multiplication (A)				
Name: _____	Date: _____	Score: ___ /25		
Calculate each product.				
$\begin{array}{r} 72 \\ \times 2 \\ \hline \end{array}$	$\begin{array}{r} 31 \\ \times 8 \\ \hline \end{array}$	$\begin{array}{r} 73 \\ \times 4 \\ \hline \end{array}$	$\begin{array}{r} 95 \\ \times 9 \\ \hline \end{array}$	$\begin{array}{r} 11 \\ \times 7 \\ \hline \end{array}$
$\begin{array}{r} 65 \\ \times 9 \\ \hline \end{array}$	$\begin{array}{r} 74 \\ \times 4 \\ \hline \end{array}$	$\begin{array}{r} 11 \\ \times 9 \\ \hline \end{array}$	$\begin{array}{r} 24 \\ \times 5 \\ \hline \end{array}$	$\begin{array}{r} 68 \\ \times 9 \\ \hline \end{array}$
$\begin{array}{r} 99 \\ \times 9 \\ \hline \end{array}$	$\begin{array}{r} 35 \\ \times 3 \\ \hline \end{array}$	$\begin{array}{r} 56 \\ \times 9 \\ \hline \end{array}$	$\begin{array}{r} 52 \\ \times 4 \\ \hline \end{array}$	$\begin{array}{r} 83 \\ \times 5 \\ \hline \end{array}$

# Reduce Stressful Scenarios: Participant

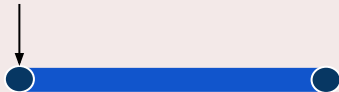


Nanami

Tourist from Japan

“Calm music makes you more anxious because you’re not sure if relaxing makes you do worse”

“I got better at multiplication over the trials”



Fashionable

Restricted

# Reduce Stressful Scenarios: Results

- Trial 1 (No Music)
  - 56.92s, 14/15 correct
  - Anxiety rating: 5
- Trial 2 (Lo-Fi Music)
  - 105.98s, 11/15 correct
  - Anxiety rating: 7
- Trial 3 (Intense Music)
  - 105.35s, 14/15 correct
  - Anxiety rating: 2

2-Digit by 1-Digit Multiplication (A)				
Name: _____	Date: _____	Score: ____/25		
Calculate each product.				
$\begin{array}{r} 72 \\ \times 2 \\ \hline 144 \end{array}$	$\begin{array}{r} 31 \\ \times 8 \\ \hline 248 \end{array}$	$\begin{array}{r} 73 \\ \times 4 \\ \hline 292 \end{array}$	$\begin{array}{r} 95 \\ \times 9 \\ \hline 855 \end{array}$	$\begin{array}{r} 11 \\ \times 7 \\ \hline 77 \end{array}$
$\begin{array}{r} 65 \\ \times 9 \\ \hline 585 \end{array}$	$\begin{array}{r} 74 \\ \times 4 \\ \hline 296 \end{array}$	$\begin{array}{r} 11 \\ \times 9 \\ \hline 99 \end{array}$	$\begin{array}{r} 24 \\ \times 5 \\ \hline 120 \end{array}$	$\begin{array}{r} 68 \\ \times 9 \\ \hline 612 \end{array}$
$\begin{array}{r} 99 \\ \times 9 \\ \hline 891 \end{array}$	$\begin{array}{r} 35 \\ \times 3 \\ \hline 105 \end{array}$	$\begin{array}{r} 56 \\ \times 9 \\ \hline 504 \end{array}$	$\begin{array}{r} 52 \\ \times 4 \\ \hline 208 \end{array}$	$\begin{array}{r} 83 \\ \times 5 \\ \hline 415 \end{array}$

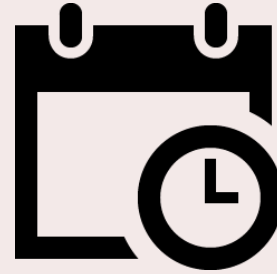
# New Activities: Assumptions

- Users want to change their routine
- People accept others changing their routine
- Users will follow through with the change

**Recommendations  
for new activities to  
integrate into their  
routine based on  
their interests**

# New Activities: Prototype

- Ask participant to try new activities during their morning routine
- Followed up later via email
- Asked participants whether they enjoyed incorporation new activities into their daily routine



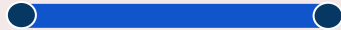


# New Activities: Participant



Vivian Xiao

Woman in her 50s  
Works from home, both children  
at college



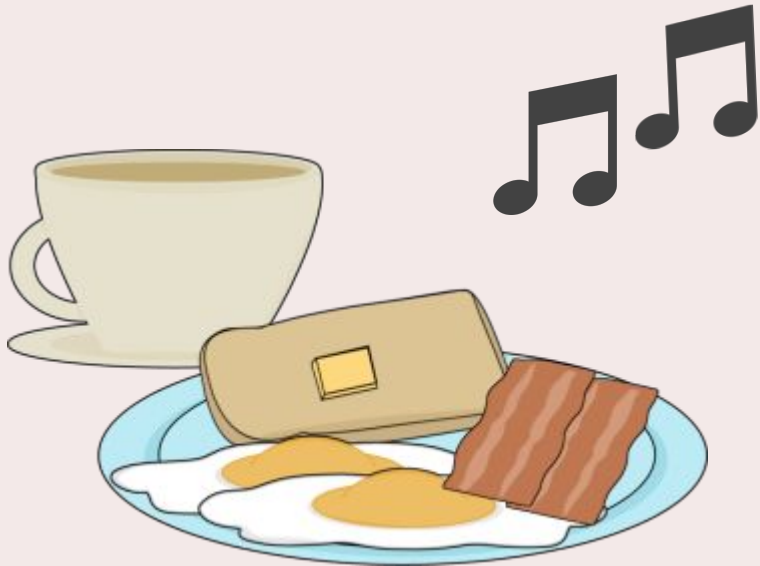
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“I don’t really want to change my  
routine”

Wears a work top but pajama pants  
due to WFH

# New Activities: Results



- Changing up breakfast helped her feel less hungry
- Singing made her happy
- Didn't like going outside or wearing work clothes at home, felt unnecessary

# Re-discovering Your Closet: Assumptions

**Take outfit  
inspirational  
pictures that you  
like and interact  
with and create  
outfits from your  
existing closet**

- People want to go through and document their entire closet
- People want to spend time curating their outfits
- People are willing to invest time in documenting outfits
- People want to break out of their normal fashion routine

# Re-discovering Your Closet: Prototype

- Tasked someone with digitizing their closet for 10 minutes:
  - Going through their closet, taking pictures clothing items, and documenting potential outfits
- Participant were asked:
  - How many clothing items they got through
  - How many outfits they found and how they rated the outfit
  - **How enjoyable the exercise was**

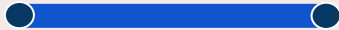


# Re-discovering Your Closet: Participant



Jhon Chavez

Recent Graduate from Cal Poly  
SLO



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“Off the top of my head, I’m not too sure of all the items in my closet.”

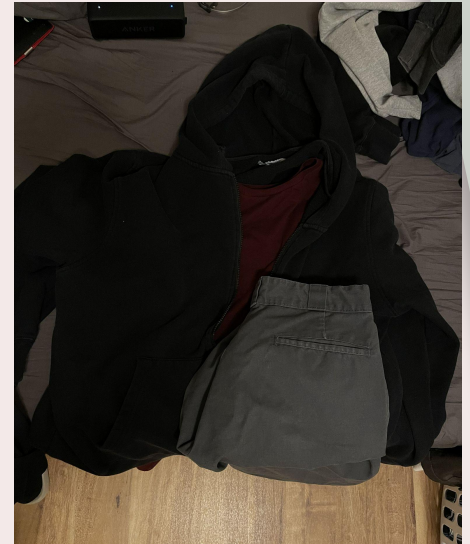
“My style is a product of rushed comfort.”

# Re-discovering Your Closet: Results

- Jhon didn't completely enjoy the activity as it was just another task on top of his busy schedule
- Got through around 15% of his closet
- Came up with 7 different outfits
- Didn't get to know his closet much better since he went through his most worn items in the 10 minutes



**Outfit Rating: 8/10**



**Outfit Rating: 7/10**

**100% likely to wear both outfits in the future!**



06

What's Next?

# Solution Moving Forward

**Take outfit  
inspirational  
pictures that you  
like and interact  
with and create  
outfits from your  
existing closet**

- One of our more successful ideas
- Ethical implications:
  - May not be very useful for those with a small closet
  - Could further fast fashion



Thank you for  
listening!

-evan