

Interactive Medium-Fi Prototype



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#OOTD
Impress to Dress

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Problem

Ask any person about their morning routine and they're sure to mention the act of creating an outfit. Making an outfit every morning requires time and effort which can be especially stressful.

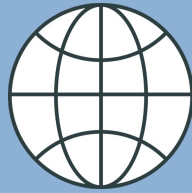
Solution

#OOTD is an app that helps you to digitize your closet with minimal activation energy required. It can be used to create an outfit for you or streamline the task for you utilizing information from the weather, previous outfit history, input from friends, and your daily schedule.



Values in Design

Sustainability



By developing a product to help users rediscover their closet and construct new outfits from existing clothes, we seek to reduce clothing consumption.

Inclusion



We recognize the wide diversity of potential users for our app. We strive to build a product that includes users of different ethnicities, ages, and body types.

Privacy



With the responsibility of safeguarding users' data, we seek to be transparent about the data being shared and give privacy controls to users looking to share outfits.

Value Aligned Features

Sustainability



- User's browse through their own closet for inspiration rather than a clothing store
- Automatically generated outfits mean that users will always have something to wear from their closet

Inclusion



- Users are limited to sharing and viewing content with only their friends. This lowers the pressure of having "perfect" outfits that might not reflect their unique identity
- Auto generated outfits are based off of the user's own style and wants

Privacy



- Only users who have both added each other as friends can see each other's closets
- Users can decide what specific outfits they want to share - all others will be kept private

Value Tensions

In order to uphold **inclusion** and create personalized recommendations for our users which factor in unique and individual styles, our app utilizes large amounts of data which can raise **privacy** concerns. However, we wish to uphold autonomy and privacy by ensuring that users maintain consent over which information they choose to share and protect privacy as people should feel comfortable sharing their closet on their own terms.

Simple Task:

Choosing an Outfit

- Expected to be the most frequent task in our product
- 2 simple workflows:
 - Outfit generation
 - Manual outfit picking

Medium Task:

Add Clothes to Closet

- Mostly a one-time setup task
- Can also be performed for new clothing
- AR assisted clothes categorization
- “Mini closets”: subcategories of clothes

Complex Task:

Share Clothes with Friends

- Occasional or rare task
- Updated from the previous task: profile creation (since creating a profile is not why a user uses the app)

Usability Goals & Key Measurements

Intuitiveness

- **Rationale:** #OOTD is meant to be used first thing in the morning, when the user has just woken up. Therefore the app should be intuitive enough even for groggy users.
- **Key Measurements:** Ask how easy/intuitive the features of the app felt on a scale of 1-10.

Effectiveness

- **Rationale:** #OOTD is meant to help users get quickly dressed and avoid the time consuming act of rummaging through a closet. Therefore the app should give users a fast and easy way of choosing the right clothes from their closet.
 - **Key Measurements:** How long it takes participants to complete a task.
-

Progress Towards Goals

Intuitiveness

- Streamlined task flows, each screen has limited buttons/actions
- Larger buttons and clearer icons
- Clearer wording of button labels
- Indication of which screen the user is currently on in the nav bar

Effectiveness

- Option to automatically generate an outfit
- Automatically update a user's closet based on their photos and receipts from email
- Option to organize clothes based on categories set by the user



Title or Position

Title or Position

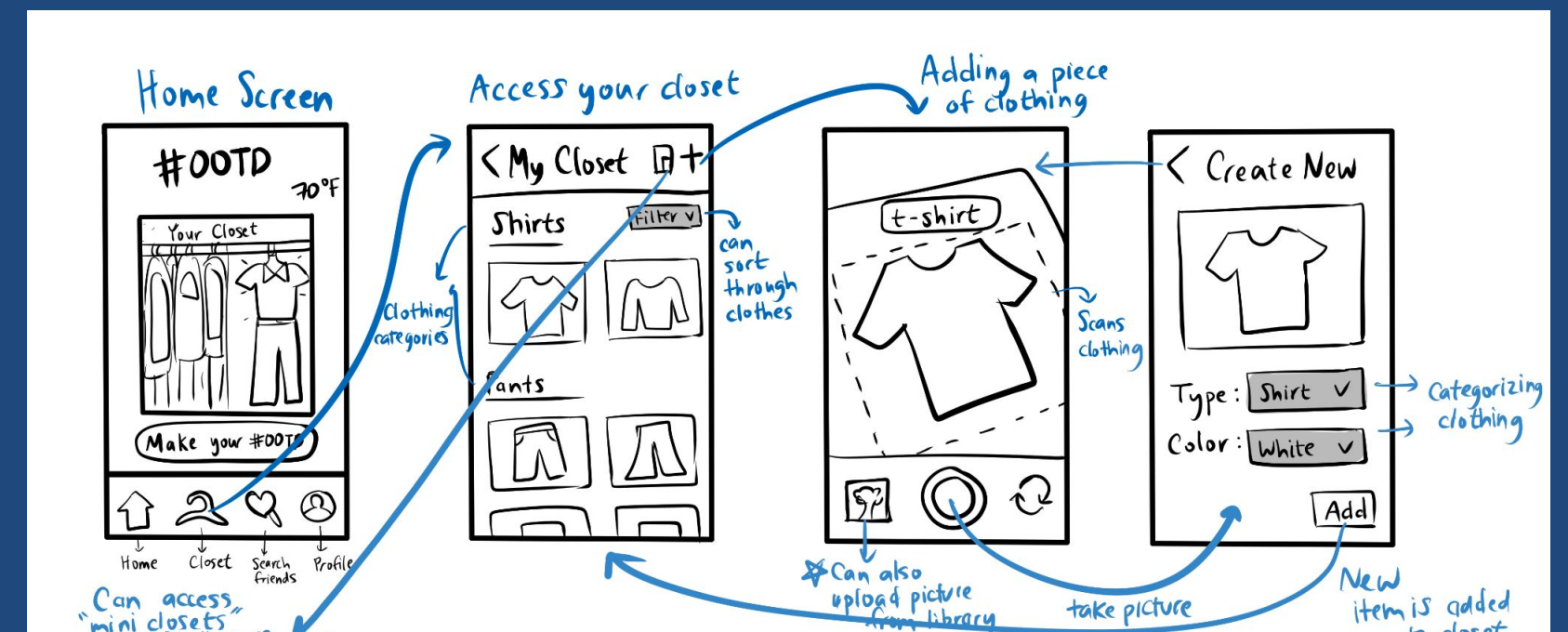
Revised Interface

Sketches

Major Change #1

How should users upload their clothes to the app?

Before



Manual uploading of clothes is a tedious and time consuming task

Major Change #1

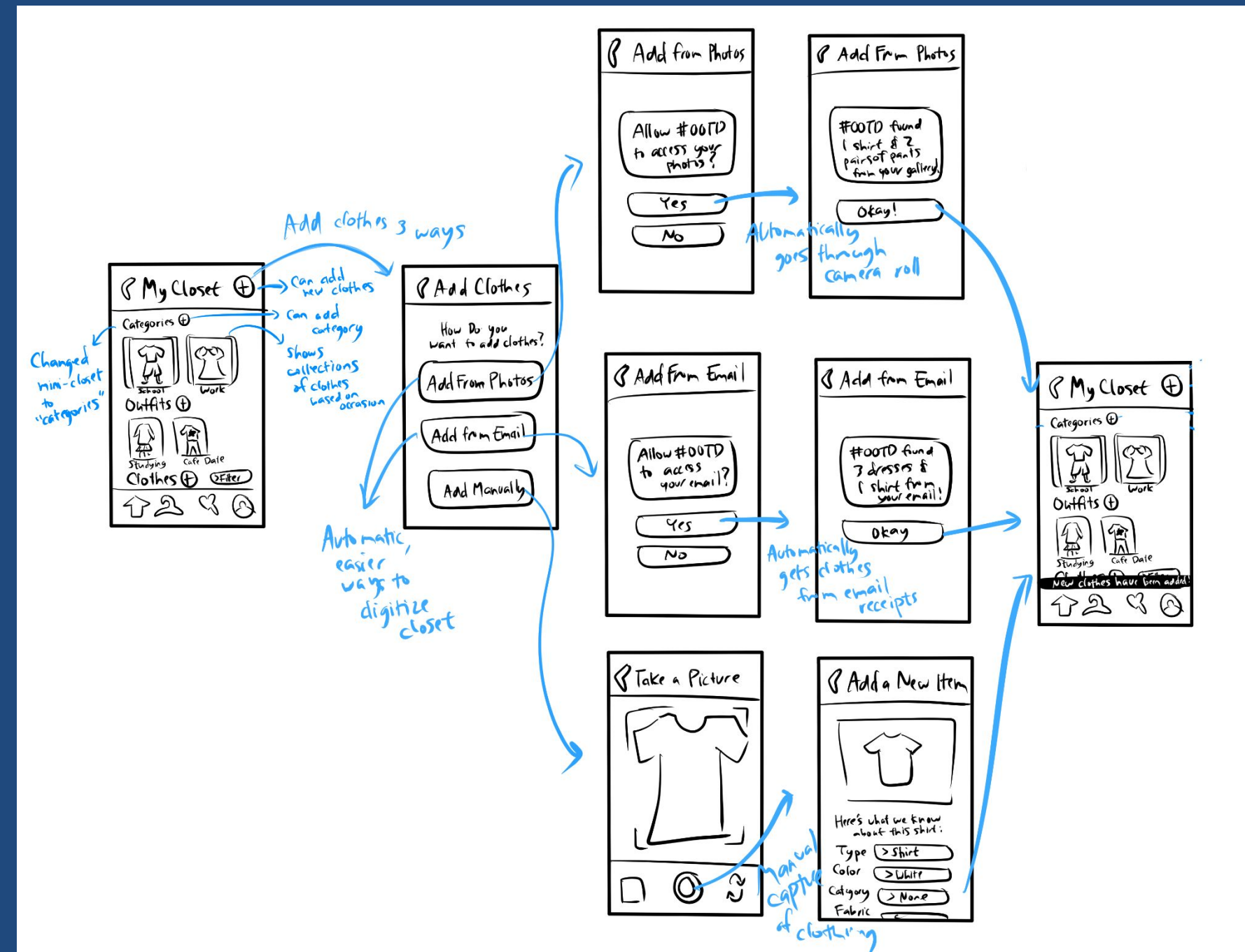
Revised Interface

Feedback

- "Adding clothes seems like a nightmare"
- Many questions on how to lower the activation energy needed to upload clothes from closet

Changes

- Reduced the emphasis of manually uploading clothes to the app by automating process
- Added the option to add clothes via user photos and email receipts



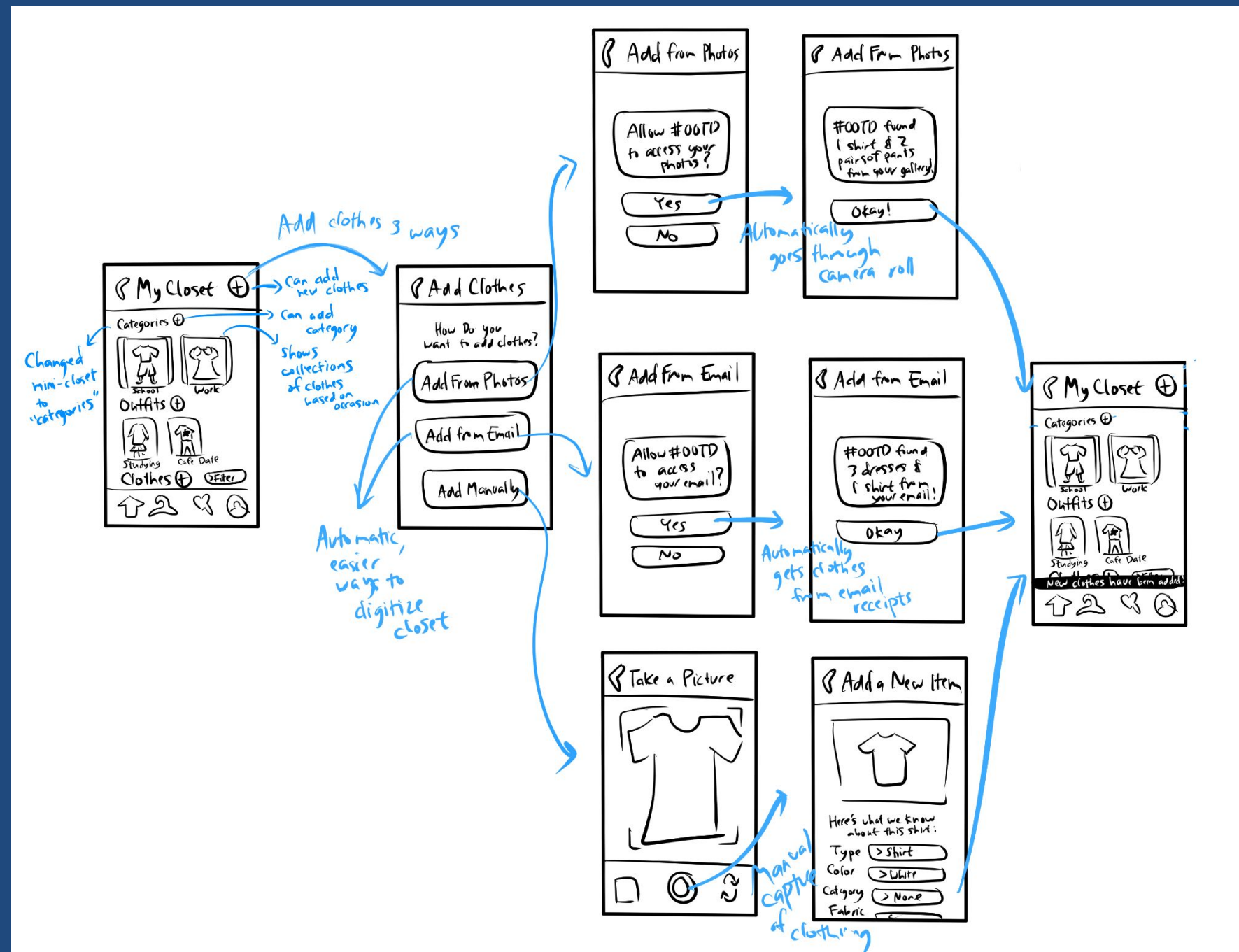
Added three options to add clothes, with adding through email or photos being easy and streamlined

Major Change #1

Revised Interface

Rationale

- Reducing the need to manually photograph and tag each item of clothing, making the app more intuitive and effective
- Users no longer have to remember to upload clothes everytime they buy something new, making the app more effective
- Online shopping has become more and more popular, and many in-store retailers also provide the option to email receipts, so many users have receipts for clothes in their email
- As suggested by "#OOTD", many young women take pictures of their outfits, so it is likely that a user's photo app will contain images of their clothes

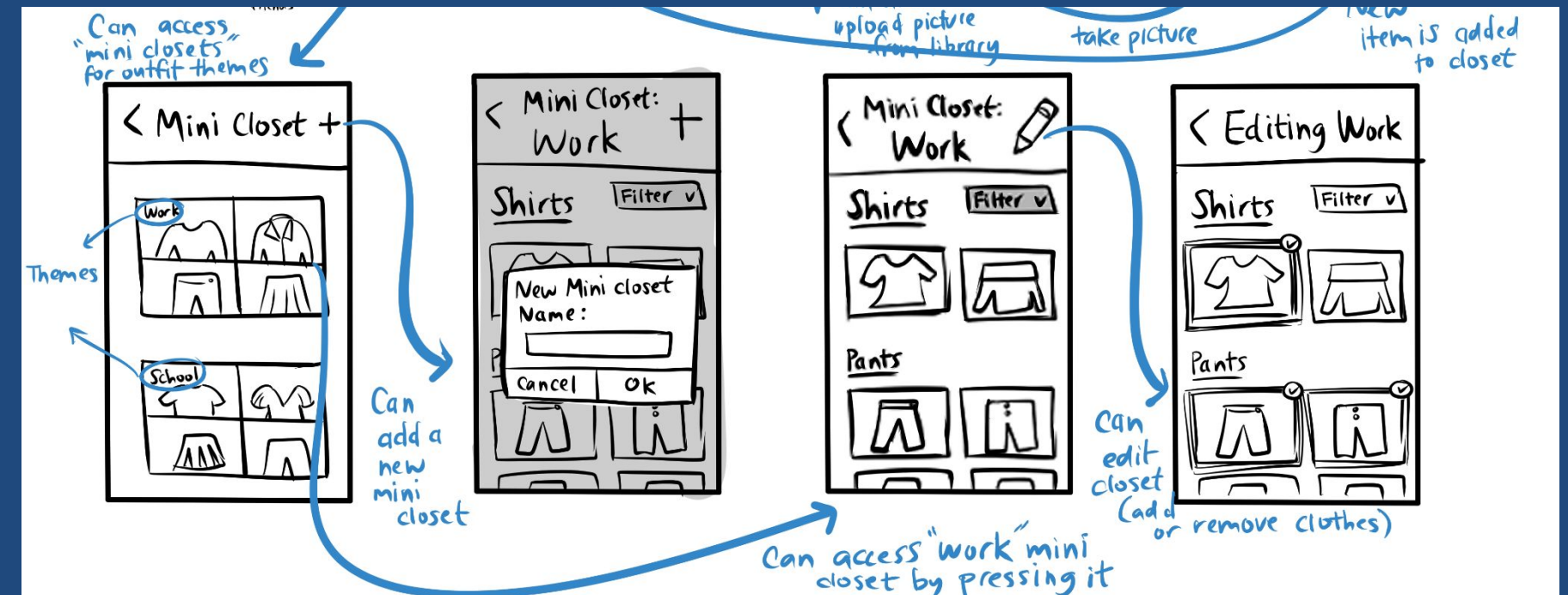


Added three options to add clothes, with adding through email or photos being easy and streamlined

Major Change #2

Before

How should we represent a digital closet?



Redundant working of "mini" closet vs. closet confused users

Major Change #2

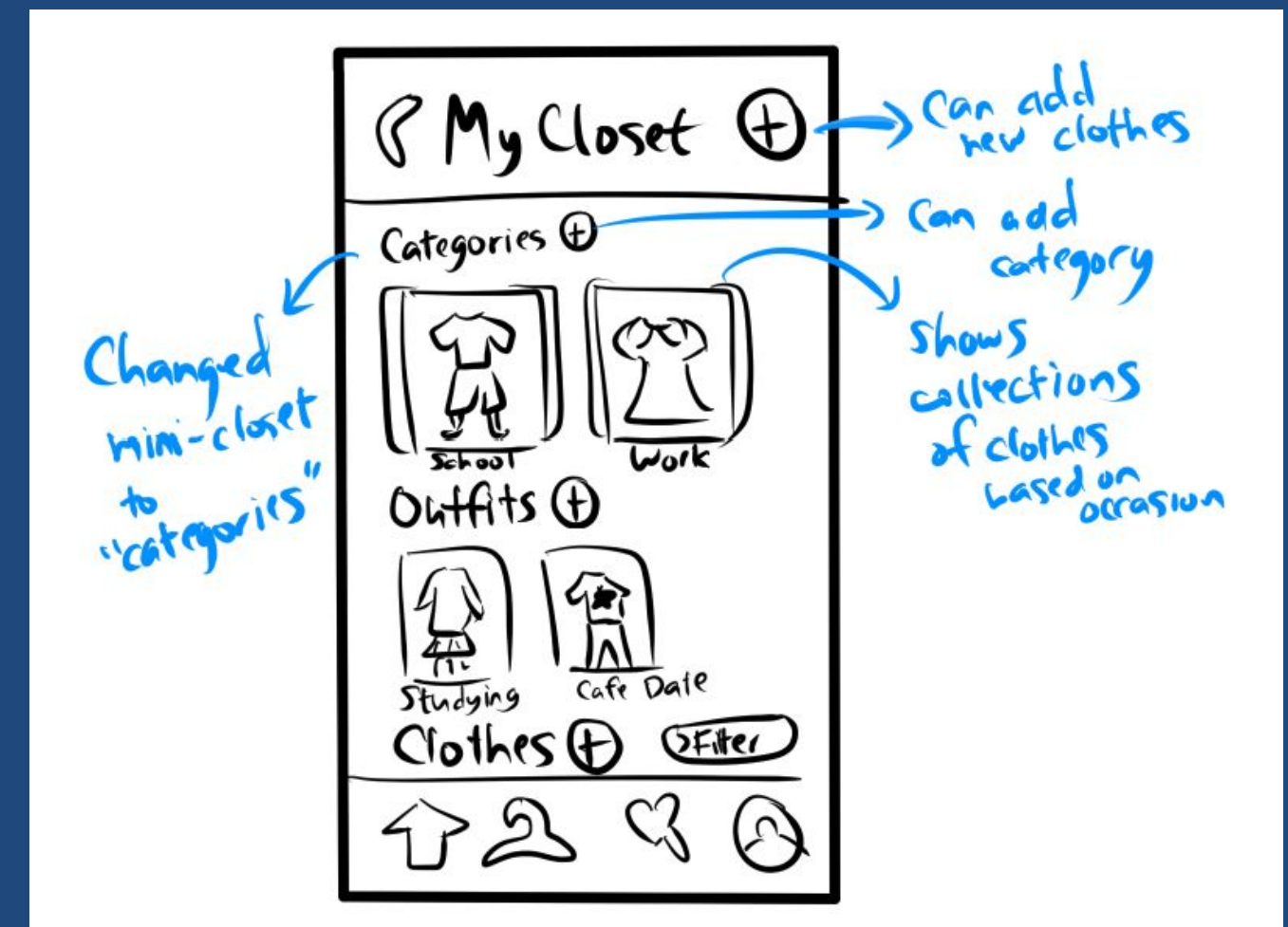
Feedback

- “Is there a way to save frequently used combos [outfits]?”
- No lo-fi testers ever clicked on the “mini closet” icon.
- Confusion over the term “mini closet.” What is the relationship between a “mini closet” and a “closet”?

Changes

- Renamed “mini closet” to “categories” and displayed them directly on the closet screen (rather than displaying them after pressing on an icon)
- Added the option to save and create outfits. Also displayed them directly on the closet screen.

Revised Interface

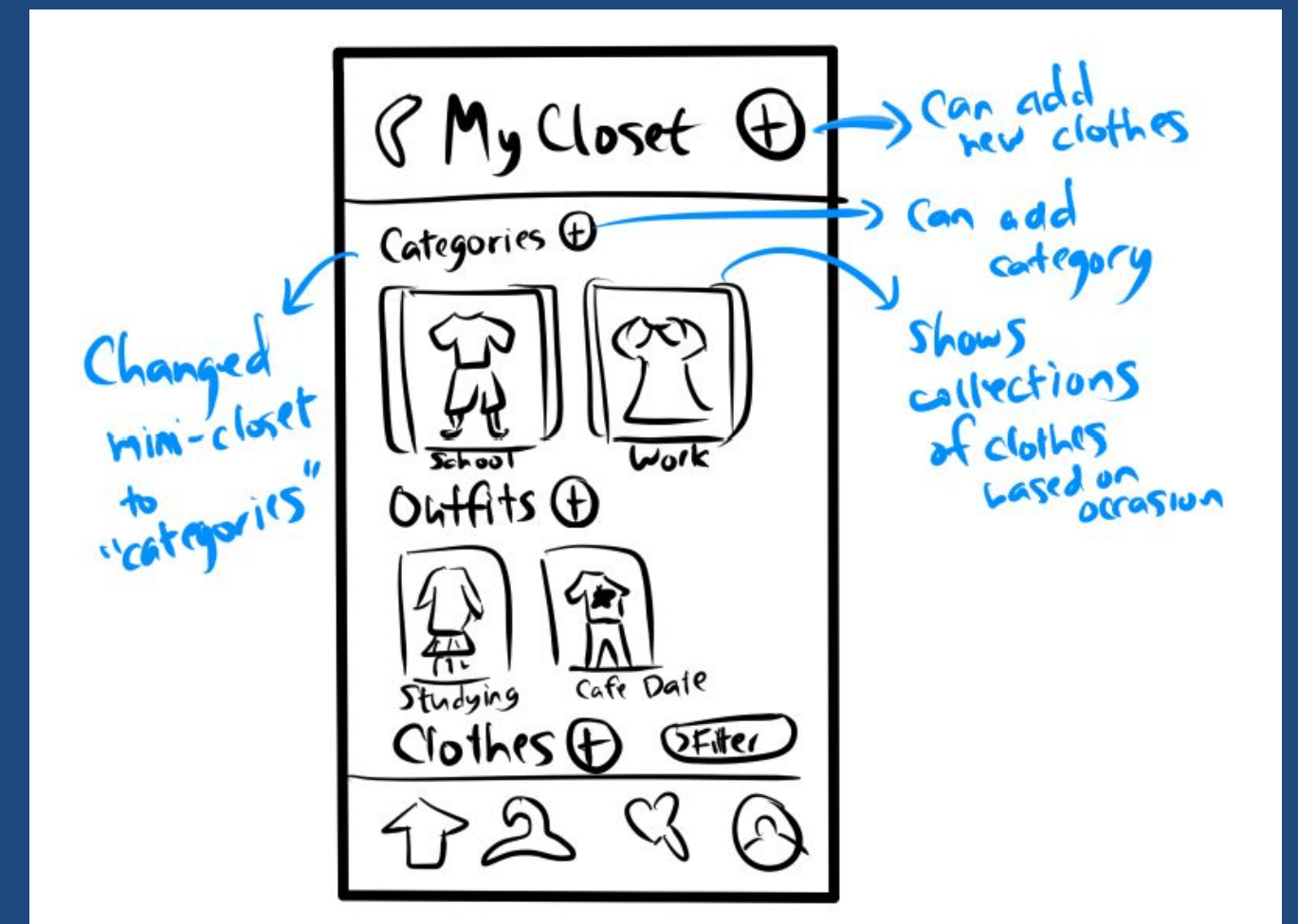


Major Change #2

Rationale

- Clearer wording and displays makes the app more easy and **intuitive** to navigate
- Users can create, save, and view outfits, making it more **effective** to choose outfits
- The term “categories” is more widely used to organize clothes as opposed to the term “mini closets”
- By displaying the “categories” section on the closet screen, users are more likely to find and use this functionality

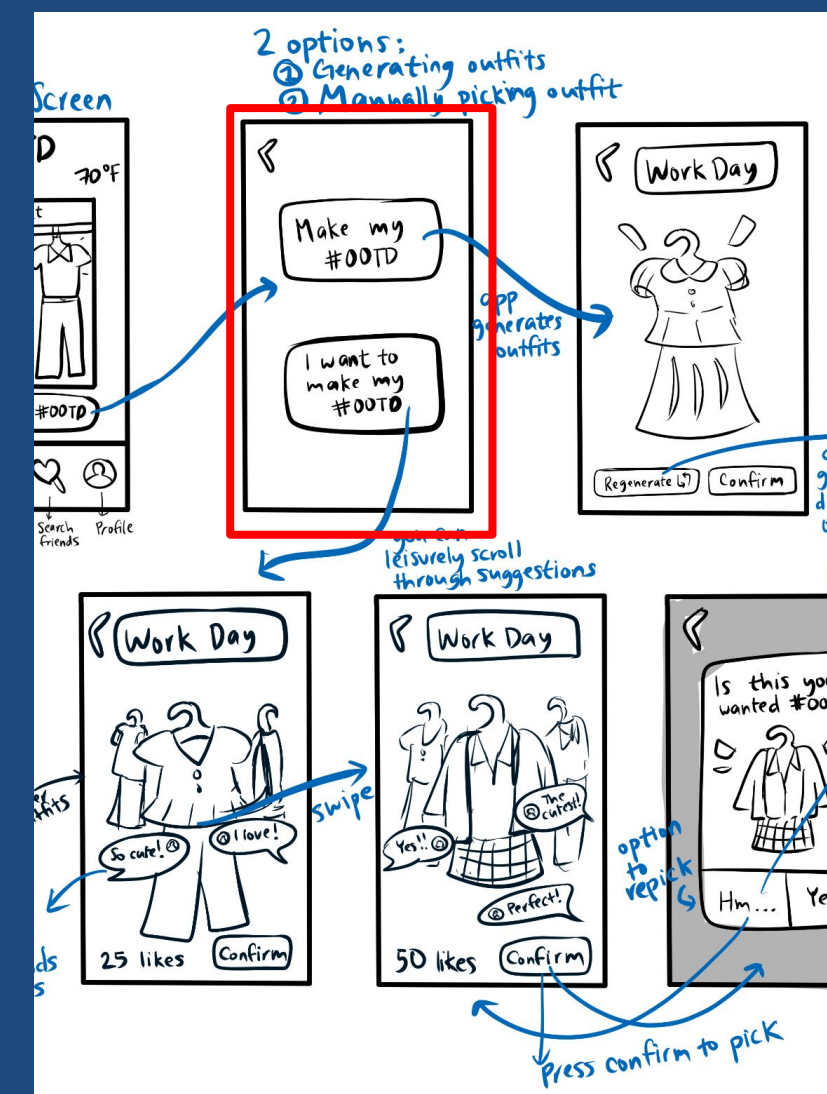
Revised Interface



Major Change #3

How can we use clear language to communicate modes of outfit choosing?

Before



Unclear wording in two different modes of outfit picking

Major Change #3

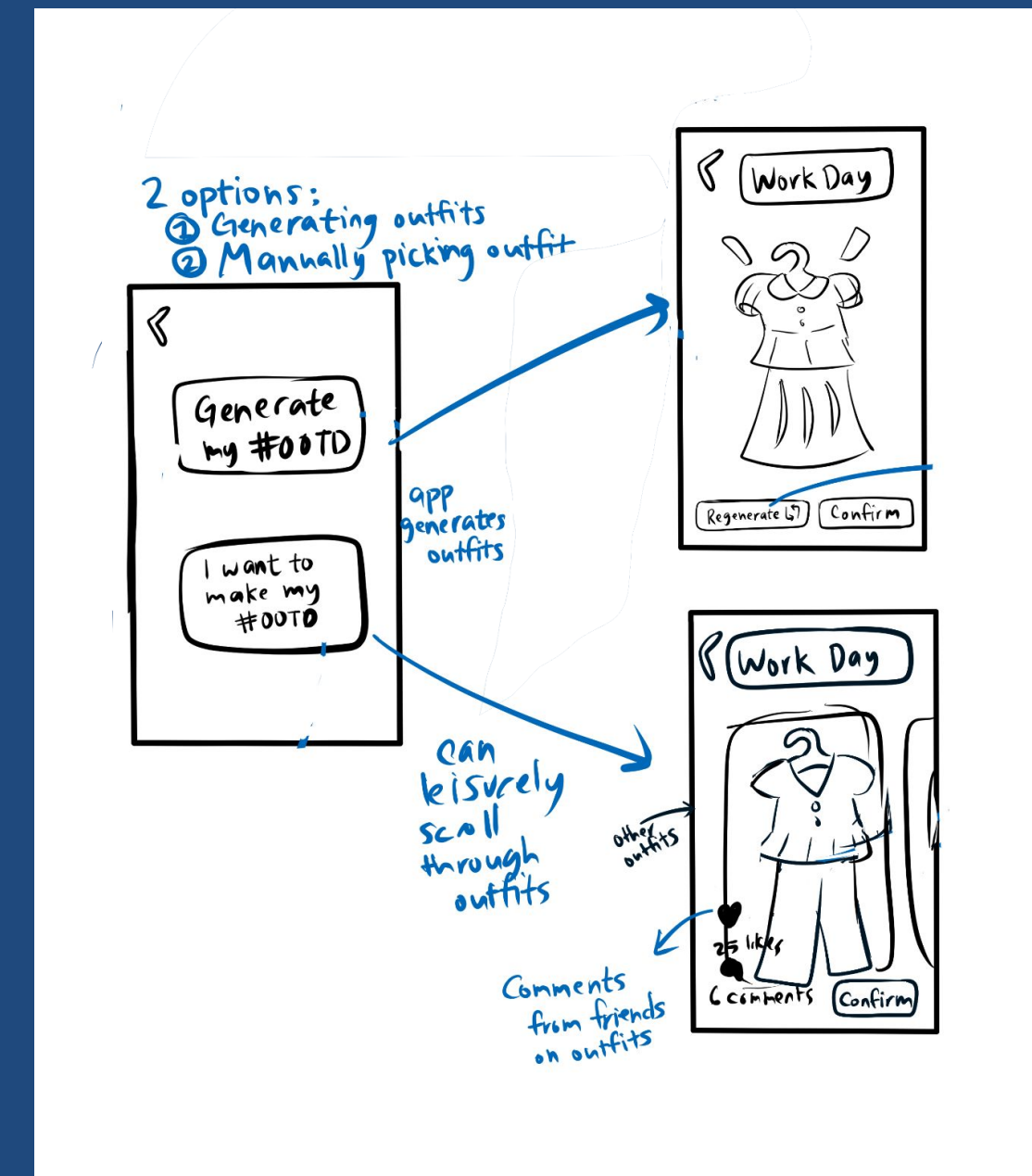
Feedback

- “What’s the difference between “Make my #OOTD” and “I want to make my #OOTD”?”
- Many, many participants couldn’t distinguish this difference between the AI-generated, efficient outfits, vs. manually picking the outfit based on friends’ feedback.

Changes

- Renamed these two options as “Generate my #OOTD” and “I want to make my #OOTD”

Revised Sketch



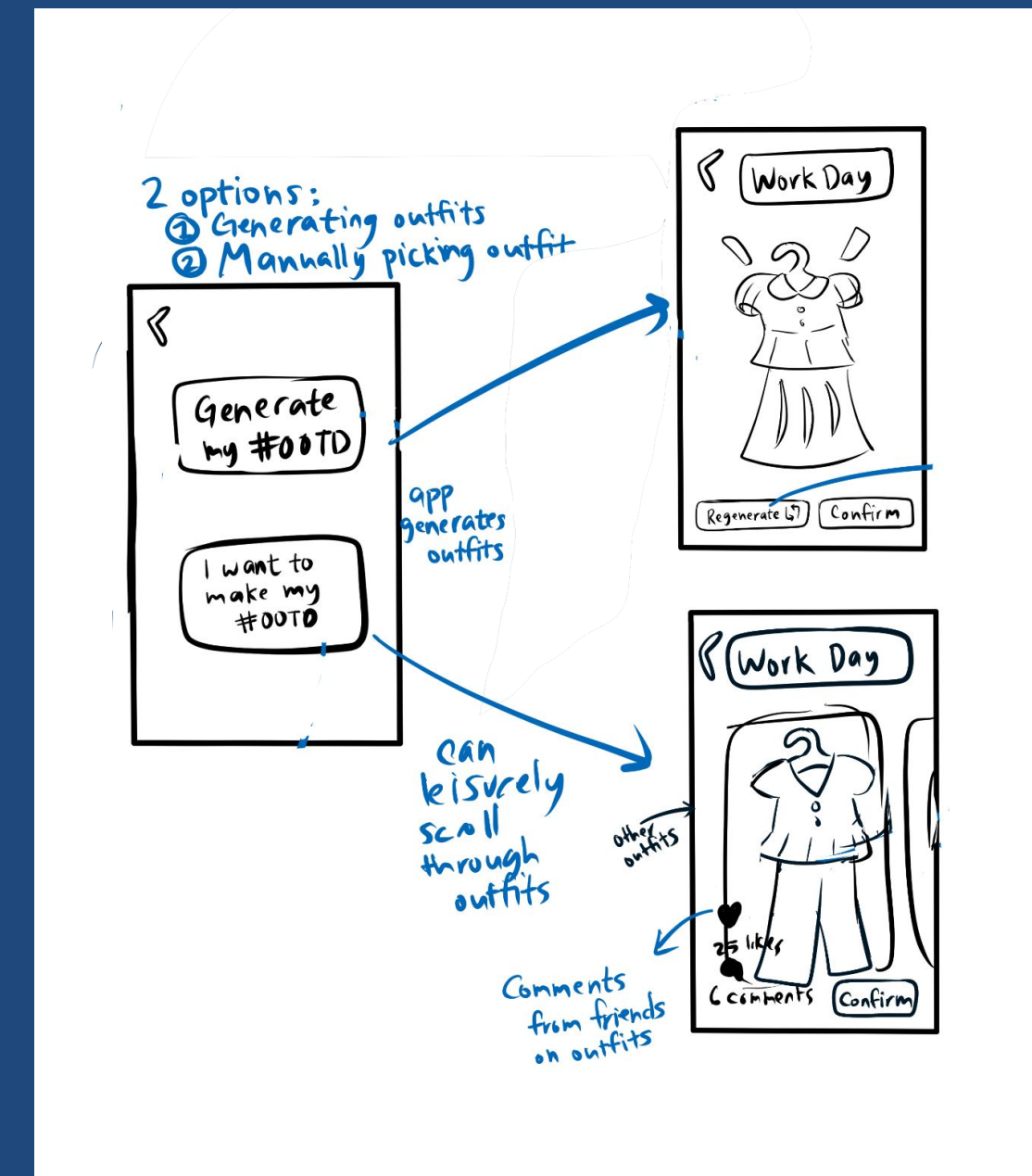
Clear wording that differentiates different modes of outfit picking

Major Change #3

Rationale

- Clearer wording makes it easier to understand what it is that our app offers
- Clear distinction between AI-generated outfit and manually choosing outfits to bolster intuitiveness of our interface
- Distinguishing the choice to automatically generate outfit to make choosing an outfit more effective and efficient for users

Revised Sketch



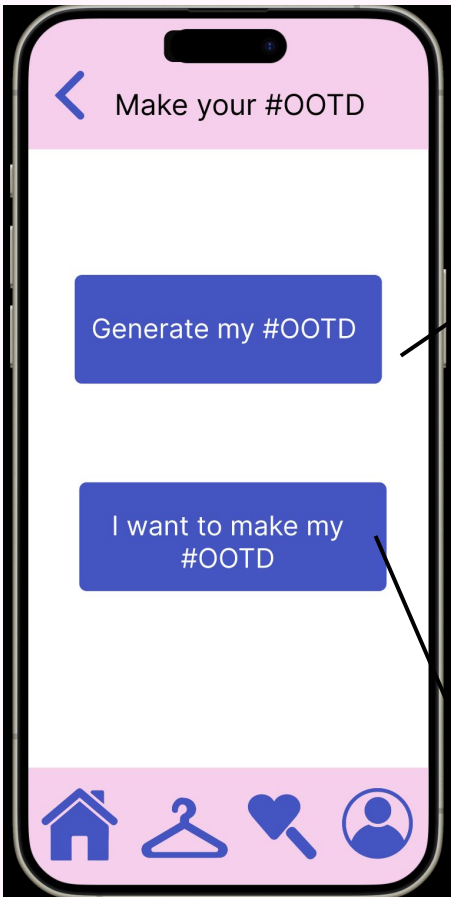
Clear wording that differentiates different modes of outfit picking

Simple Task: Choosing An Outfit

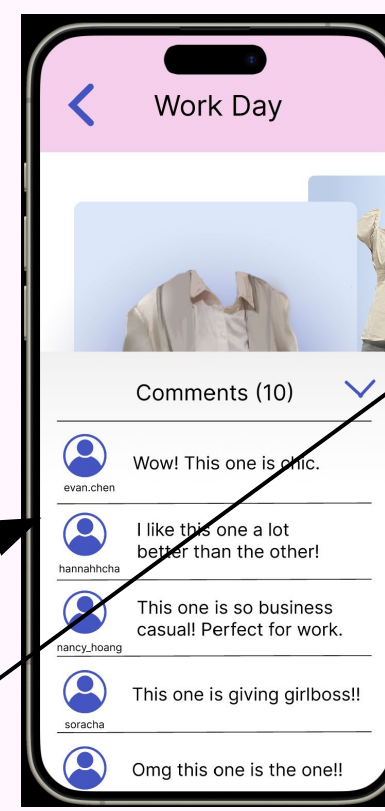
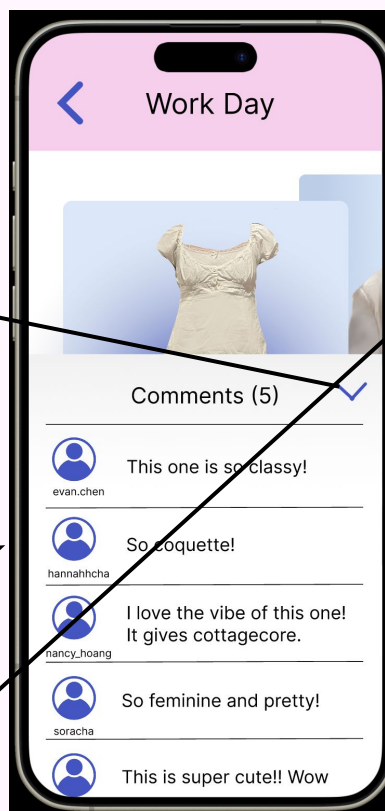
Automatically generate outfits, can regenerate as needed



Making New #OOTD



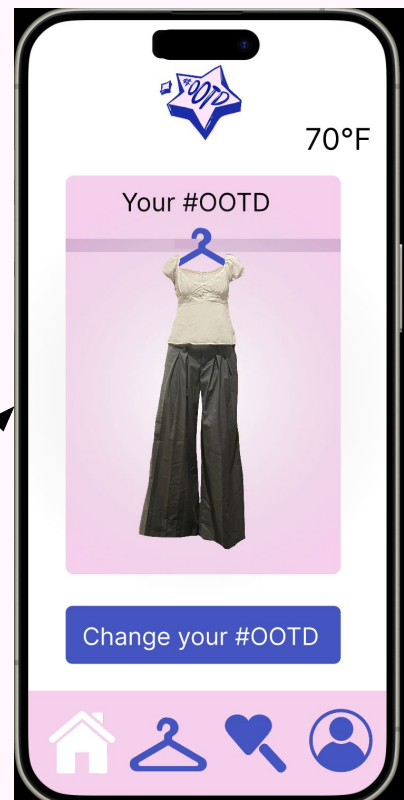
Choosing between outfit generation and manual outfit selection



Choose outfits based on friends' likes and comments, swipe through different options



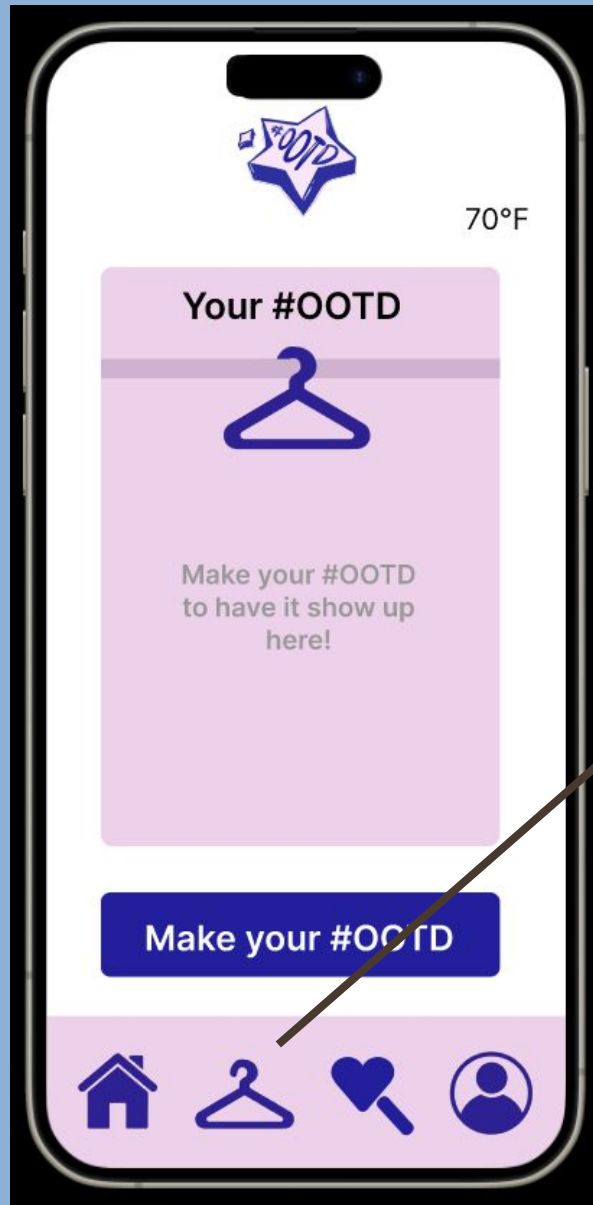
Confirming your chosen outfit



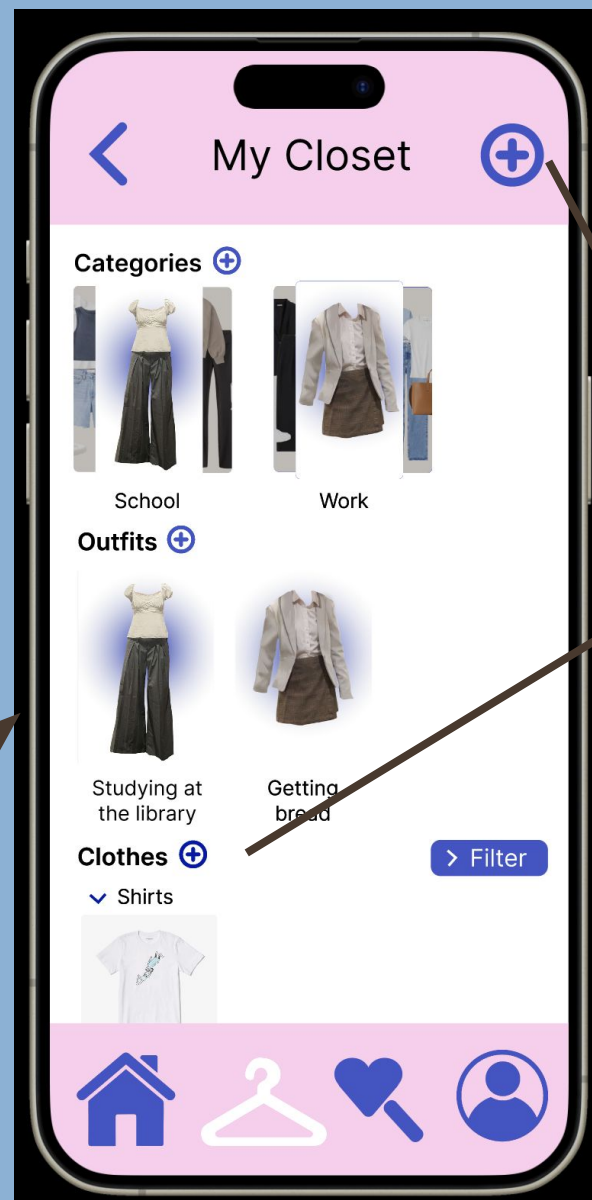
New outfit shows up on homepage

Medium Task: Adding Clothes

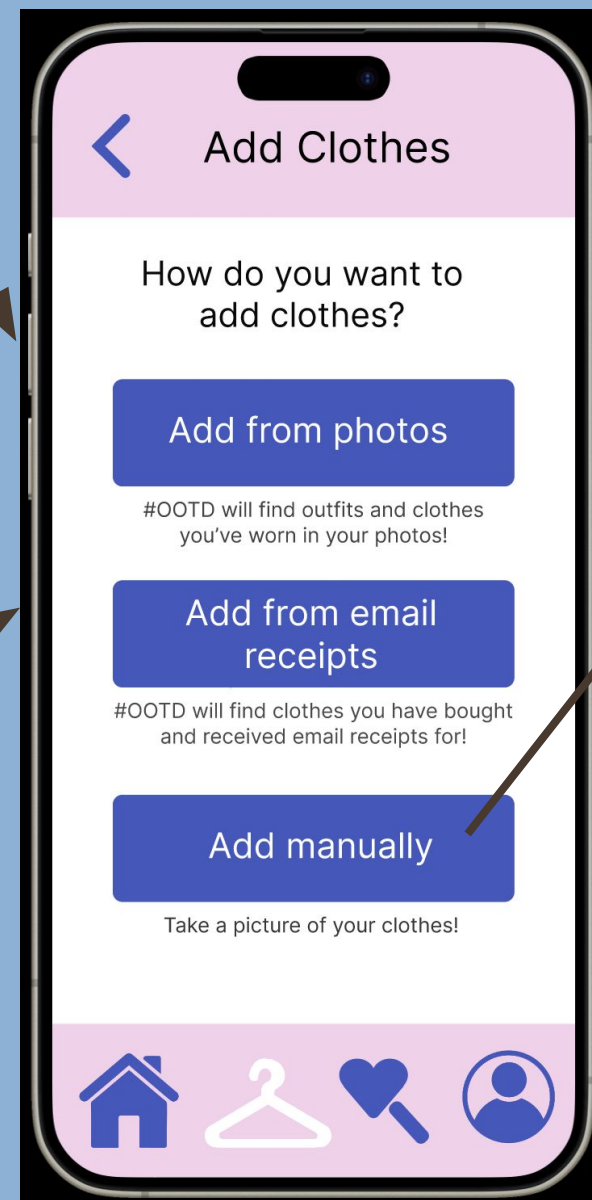
Manually Adding Clothes



Accessing Your Closet from the Home Page



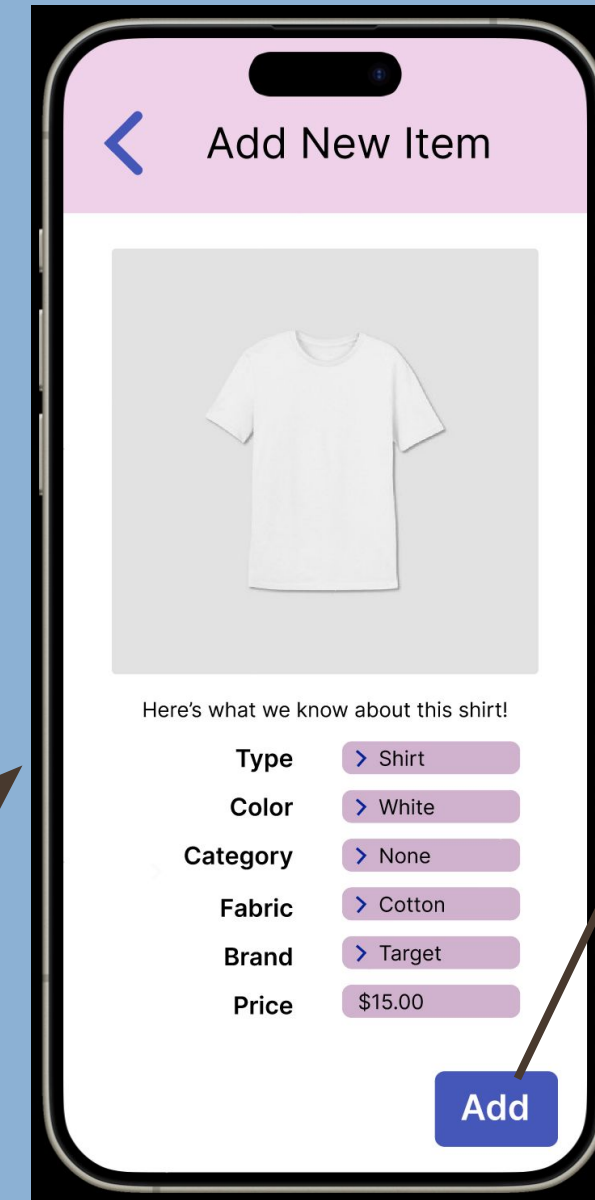
Viewing your Current Closet, Adding a New Item



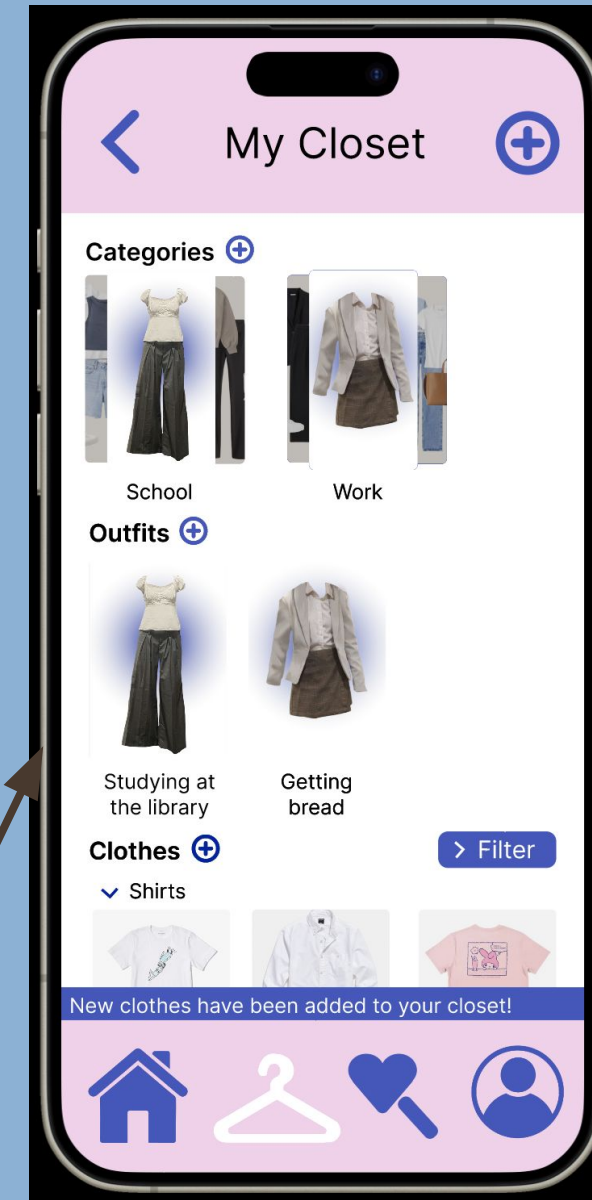
Choosing to manually add clothes



Taking a Picture of Clothing Item



Auto-categorizing the Item



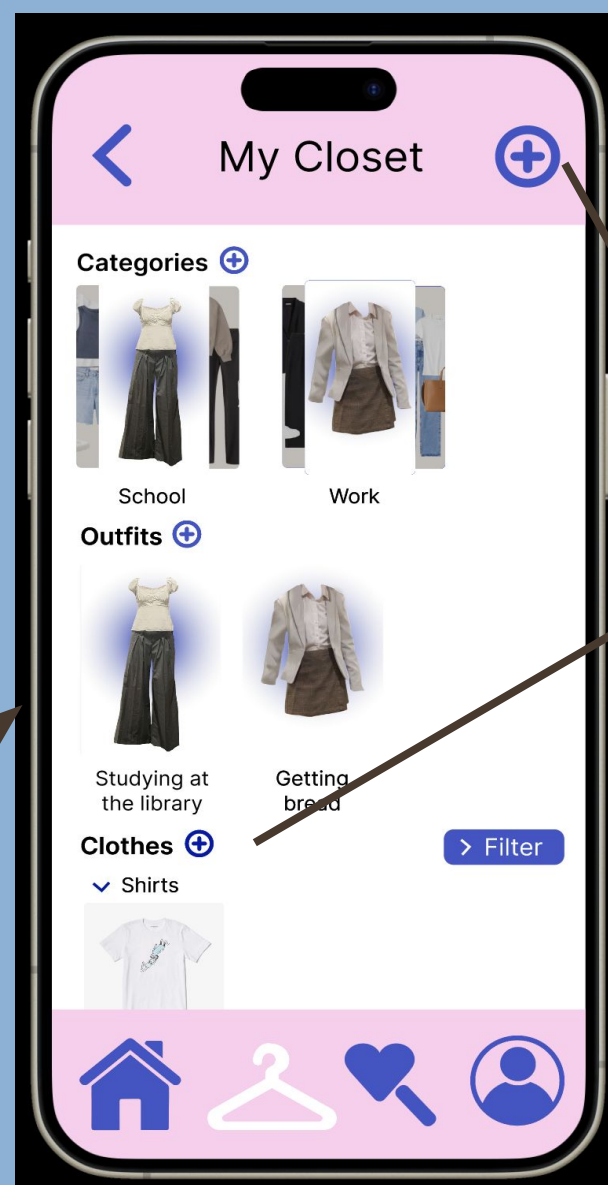
Seeing it in your closet!

Medium Task: Adding Clothes

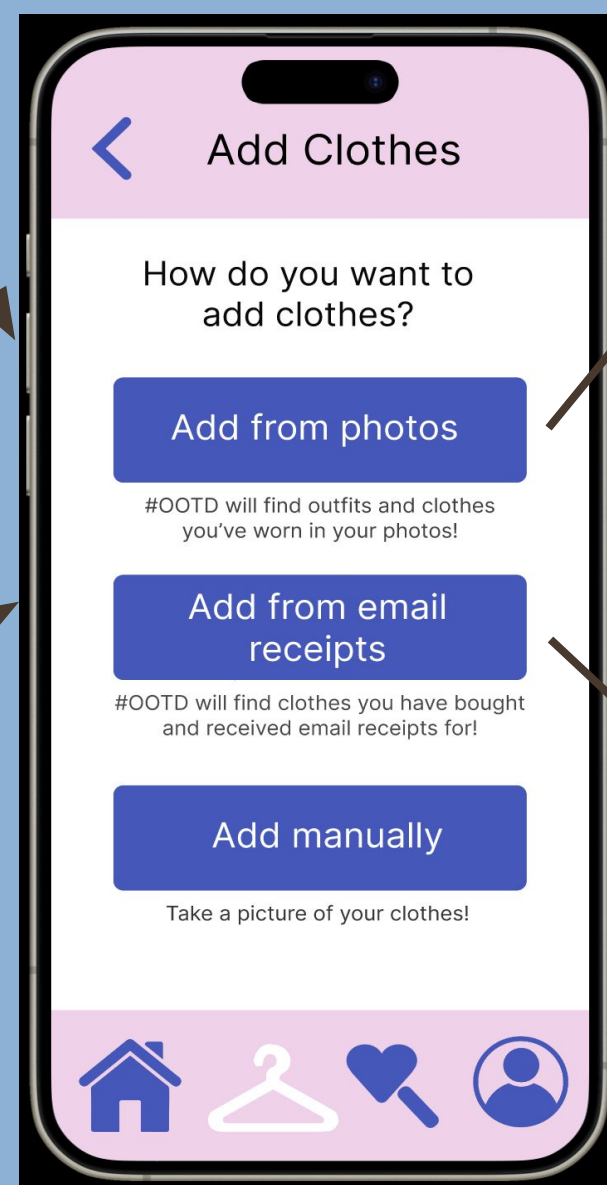
Auto-Adding Clothes



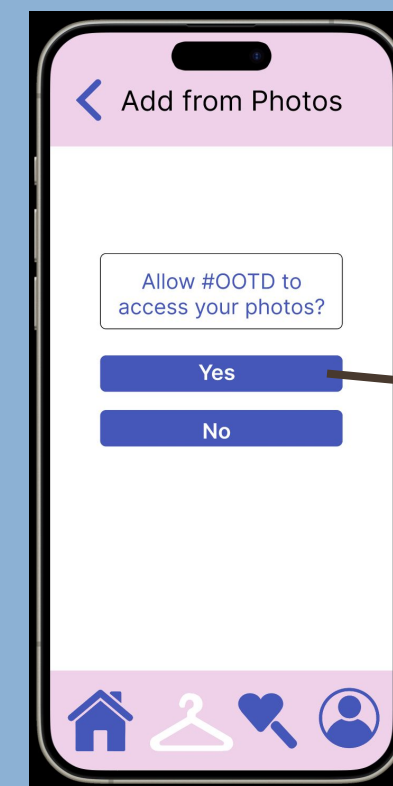
Accessing Your Closet from the Home Page



Viewing your Current Closet, Adding a New Item



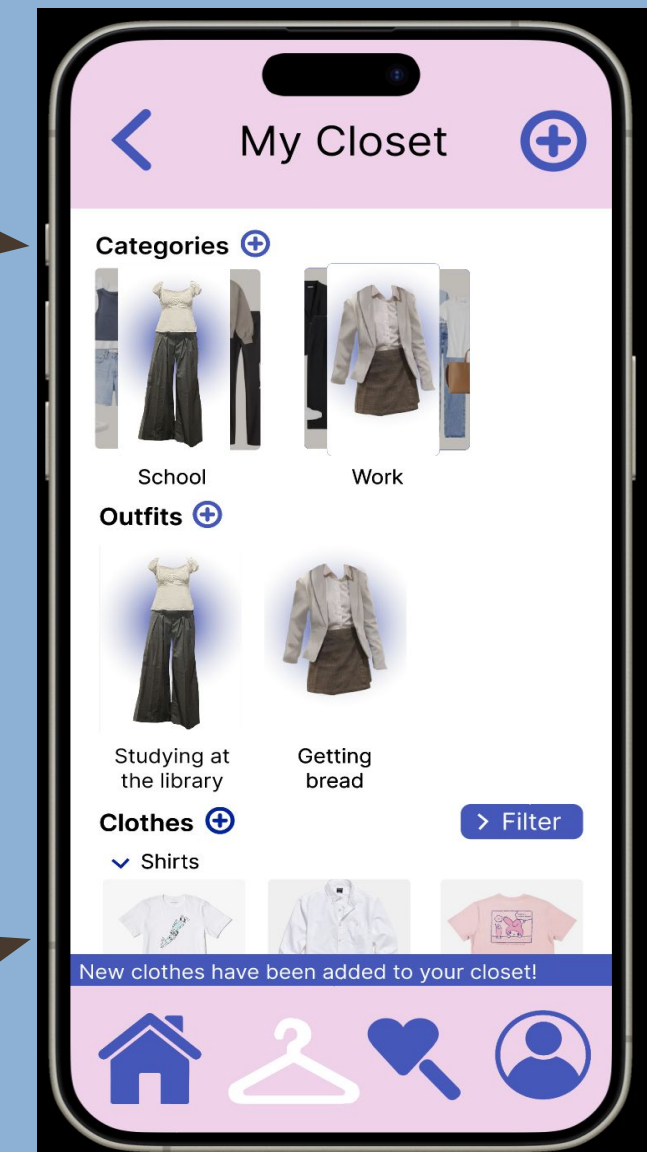
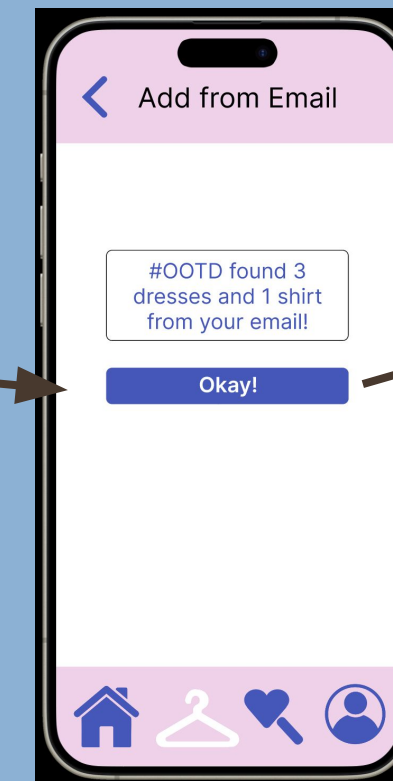
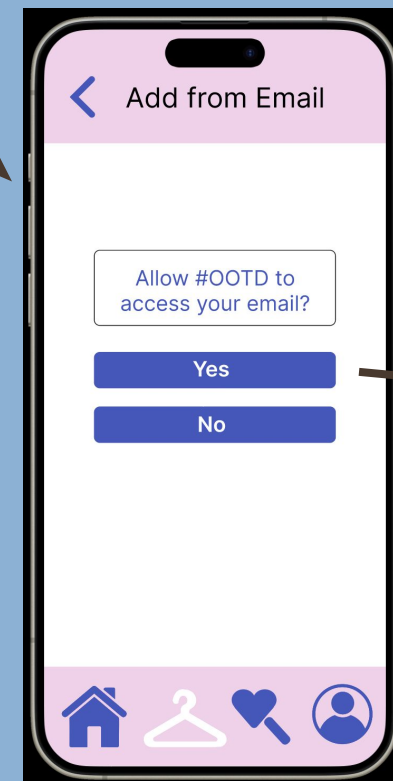
Choosing to auto add clothes via photos and email receipts



Giving #OOTD access to photos and email

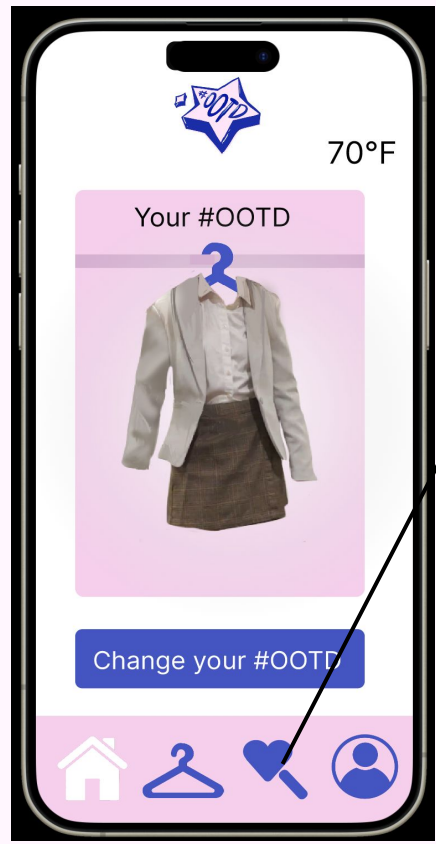


Confirming what #OOTD found

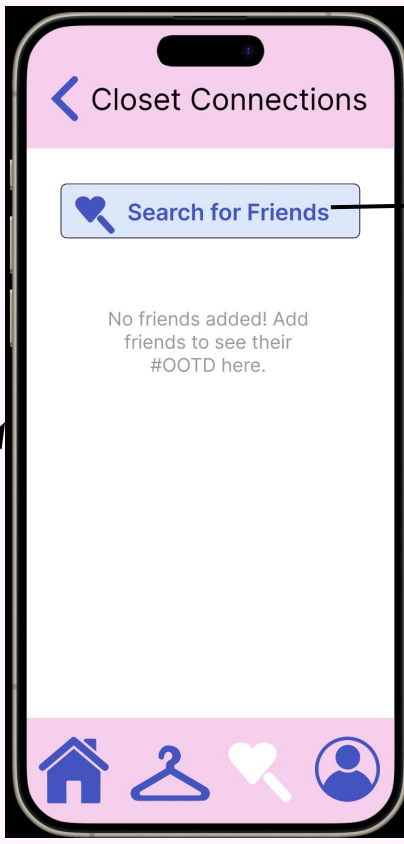


Seeing it in your closet!

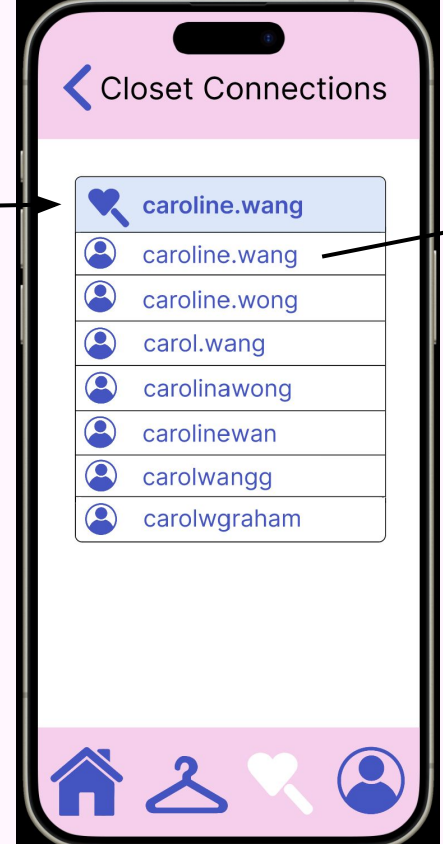
Complex Task: Creating Closet Connections



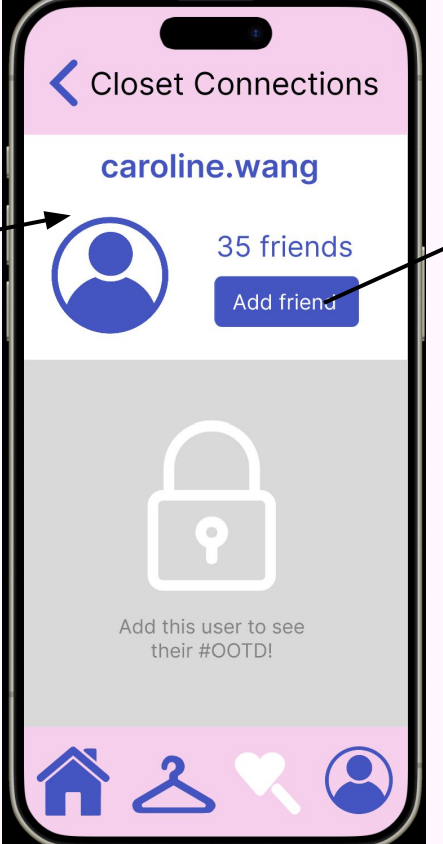
Navigating to Closet Connections



Making Closet Connections



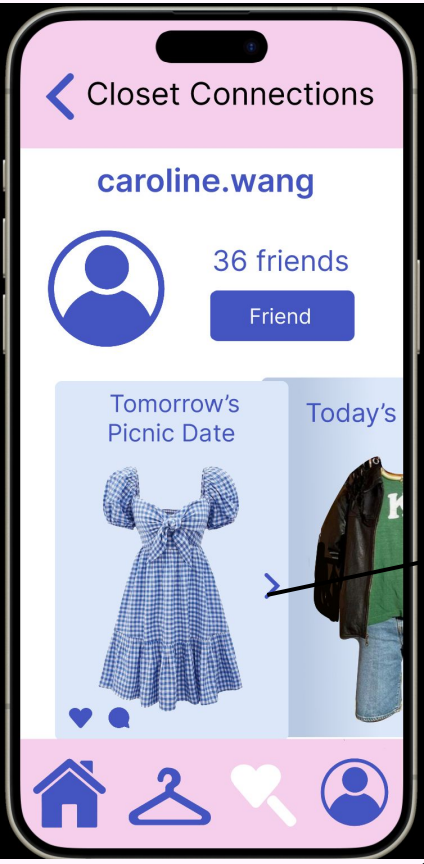
Finding a closet connection by username



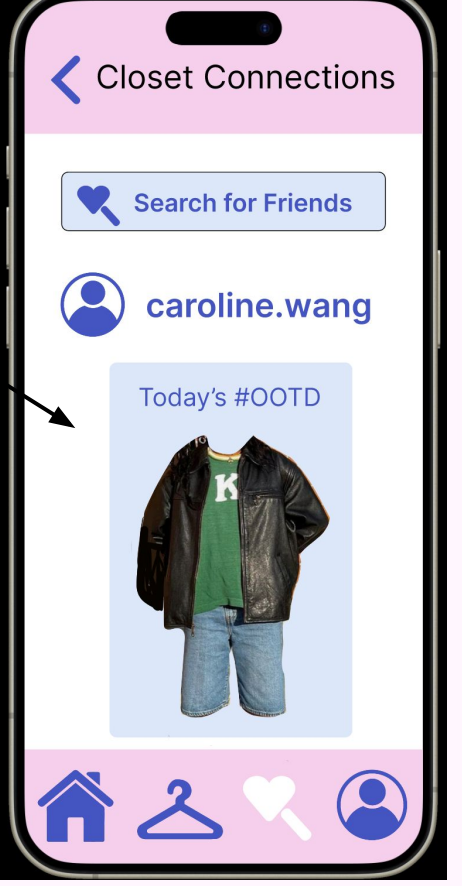
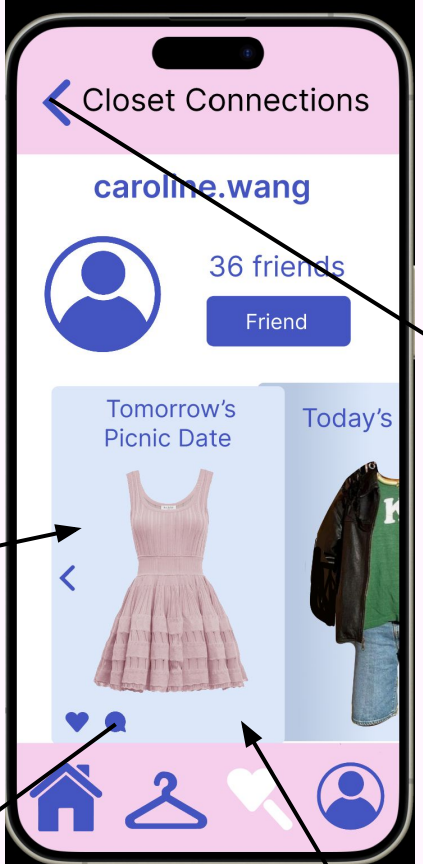
Must add a closet connection to view their #OOTD



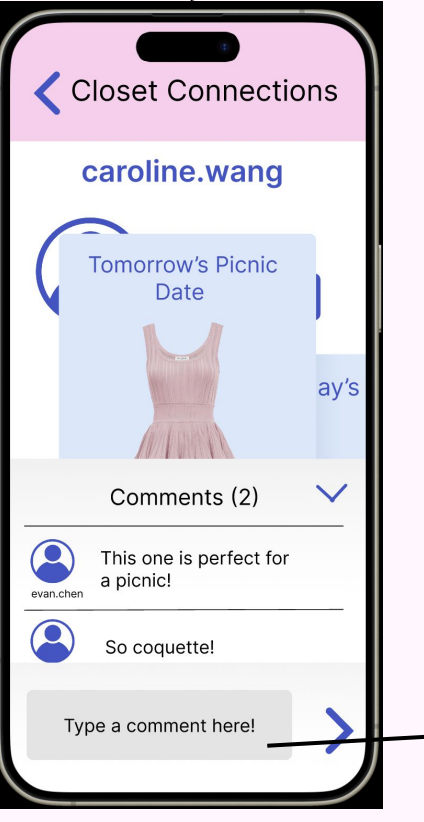
Once closet connection is added, can view their #OOTD and outfit choices for the next day



Can view different outfit choices for tomorrow



Can see a new friend's #OOTD



Can like and comment on outfits to help a friend choose for tomorrow

Prototype Implementation

Tool: Clip Studio Paint

Pros

- Allows for much artistic freedom
- Is optimized to create free-hand illustrations
- Easy to modify imported images

Cons

- Has a bit of a learning curve (one group member was already familiar with the platform)
- Exports icons/images as a static png, so the color of icons can't be changed within Figma
 - Have to navigate back to Clip Studio Paint to change icon colors, then re-insert into Figma



Prototype Implementation



Limitations

- Everything must be hand-drawn, so it's very time-consuming
- Must navigate back and forth between Clip Studio Paint and other platforms, such as Figma, which is a frustrating and inefficient process
- Is only a drawing/illustration platform, so cannot be used to wireframe prototypes
- Cannot create text within the platform
- This platform, since it was created mostly for illustration and animation, was only utilized to create icons and other visual components

Prototype Implementation

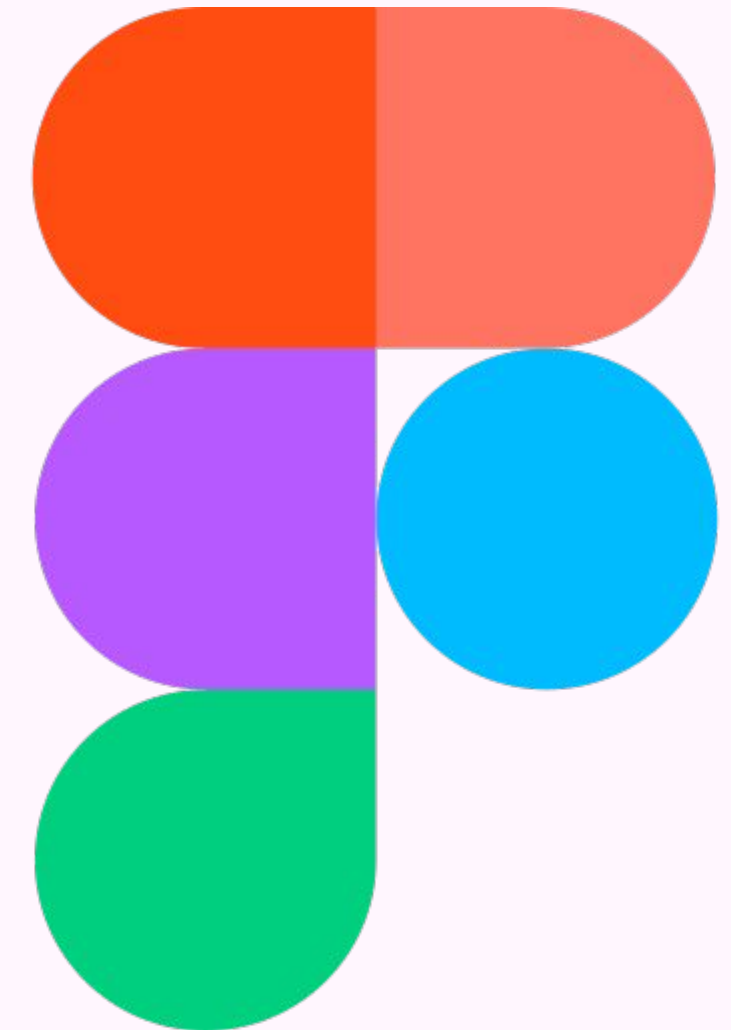
Tool: Figma

Pros

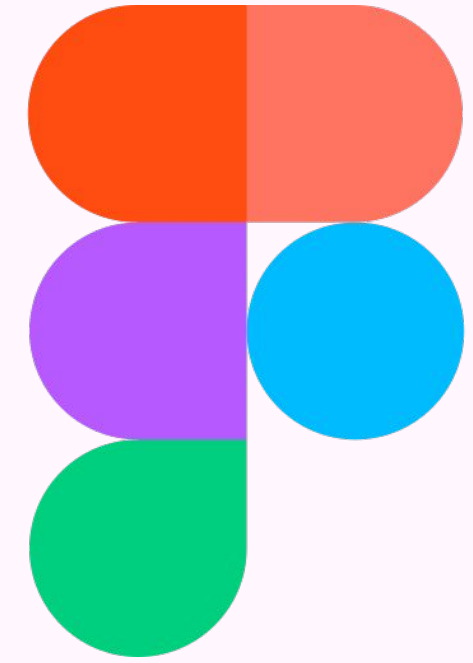
- Relatively easy to learn
- Comments allowed for easy collaboration
- Prototype transitions had all the gestures we needed (tap and swipe)

Cons

- Takes time to figure out screen transitions and organizing the layout
- Too much creative control can be overwhelming to new users



Prototype Implementation



Limitations

- Cannot capture the social aspect of sharing outfits
- Users cannot upload their actual clothes
- Users cannot create/edit any categories of clothes
- Cannot filter outfits/clothes
- No flow for editing outfits

Some features had to be left out due to the limitations of Figma

- Cannot access local photos or the device camera
- Cannot download data or communicate with other services
- Cannot parse and manipulate data

Prototype Implementation

Hard-coded

- clothing and outfits
- user profile information
- current weather
- friends and the interactions with friends

Wizard-of-Oz features

- automatic AI outfit generation
- clothing type and color image recognition
- creating clothing article from email receipt





Thank you!

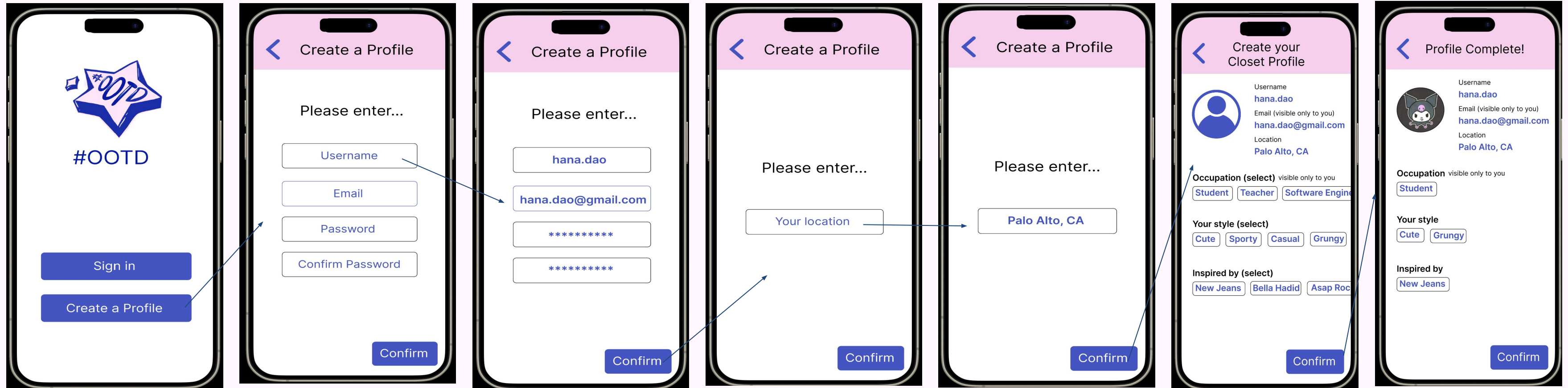
Appendix

Figma Link:

<https://www.figma.com/proto/HFLA7KZkMhlfOpuga0oH5h/Untitled?node-id=152-3&starting-point-node-id=152%3A3&mode=design&t=SjRsR82E4UrXWTtC-1>

Appendix

Profile Creation:



Landing Page/Creating a Profile

Entering initial identifiers to make an account

Entering initial identifiers to make an account

Enter location to get information like the weather

Enter location to get information like the weather

Customize profile to include elements like style, occupation, etc

Customize profile to include elements like style, occupation, etc

Appendix

Revised Sketches:

