Ashley, Daphne, Eliza, Leon

Introduction:

FitCast is a personalized outfit forecaster. The goal is to reduce decision fatigue when it comes to deciding what to wear/pack based on the weather. We know that sometimes it's hard to determine what a certain temperature truly feels like for our particular bodies, and our goal is to help streamline this process.

Use Cases:

FitCast hopes to help users in a few specific ways.

- Helping users decide what to wear for the particular weather without having to think as hard
- Letting users know what they might need to pack for the day ahead (jackets, umbrellas, sunglasses, etc.)
- Helping users keep track of certain indoor/outdoor environments, and how they felt (ie. a specific classroom feeling cold)
- Allowing users to log their feelings to help FitCast gain more knowledge, provide more accurate suggestions, and even help aggregate data for other users' suggestions

Our goal is not to replace the weather app, but to comprehend weather information for users so they can get on with their days!

Design tools:

We used Figma to design and wireframe our prototype. We used the dimensions of an iPhone 13 as a model for our application dimensions, although our application intends to be cross-platform. We ensured that our color scheme stayed consistent with our mood board (which most consisted of low saturation and warm colors).

Some of the pros and cons of using Figma for our prototyping tool include:

Pros

- Helps us visualize the task flows very easily
- Has many of the core functionalities we rely on (ex. Pop ups, selection checkboxes)
- Helped us to refine our plans/goals in terms of UI

Cons

- Hides some of our core functionality
    - Notifications
    - Different visual elements and suggestions that we intend to change based on the weather changing
- Cannot effectively differentiate between all the different ways to enter the app (first download, clicking notification, just opening the app, etc)
- Lots of things have to be hardcoded

Key Screens:

Homescreen

1. Our homescreen is where most, if not all of our relevant information lives. It includes several key pieces of information:
    a. Your FitCast- what the app suggests you wear or bring based on the weather
        i. This is displayed visually in the homescreen widget, as well as textually on the bottom of the screen, with a description of why this outfit was picked.
        ii. A bag is also part of the homescreen, which indicates items you should bring (ex: an umbrella, or sunscreen)
    b. The current temperature and weather conditions of your location
    c. What the weather feels like, taking into account factors such as humidity or sunshine
    d. Visual background indicators for what the weather looks like outside

Weather Timeline

1. The weather timeline first shows a broad overview of the day's weather conditions, along with a summarization of what the user should bring based on its statistics.
2. Zooming in or clicking on a certain time of day from the expanded timeline view will send you to more detailed views of what the day looks like

    a. Each screen will show the weather conditions of the time of day alongside relevant graphics
    b. It will also include outfit suggestions for that time of day, as well as an explanation for why it was chosen

Weather log

1. The weather log is a quick questionnaire which asks the user for feedback on our suggestions and how they felt given those suggestions.
2. The weather log will automatically pop up at every opening of the FitCast app after 9pm, so long as the log has not yet been filled out

Location Pinner

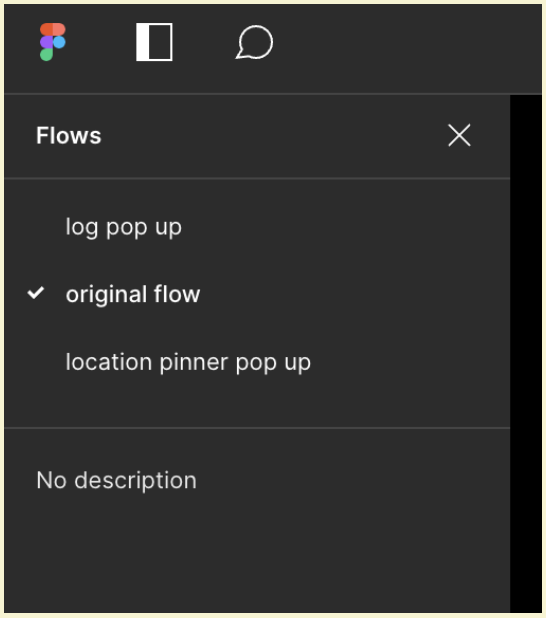
1. The location pinner is a questionnaire which gathers information about the user's clothing & feelings in a given location.
    a. This can be indoors or outdoors, so we collection information about sun/shade or classroom, the clothing worn, and how that feels
2. The Location Pinner will automatically pop up at every opening of the FitCast app so long as the user's location has changed drastically

Operating Instructions:

Use this link

Task 1- What to wear

1. Click on original flow



2. Fill out the initial user onboarding to help FitCast learn more about you and your needs/preferences. This user onboarding will ask:
    a. Your email and password

    b. If you run hot or cold
    c. What clothing items you do not wish the app to suggest to you
3. The app will take you to the **homescreen**, where the task can be completed by viewing your FitCast.
4. By clicking almost anything on the homepage, the user can be taken to a relevant part of the **weather timeline**, a timeline of what the weather conditions will look like as the day goes by. A user may do this if they want further information or explanation on the day's weather.
    a. Ex: clicking on the umbrella icon will bring you to the first part of the timeline that suggests bringing an umbrella.

Task 2 - Preparing for different locations

1. Click the location pinner pop up flow
2. If you don't want to pin your location, press no thanks
3. Otherwise, proceed inputting some information about your location
    a. Whether you are indoors or outdoors
    b. Whether you are in the shade/sun (outdoors), or what room/building you are in (indoors)
    c. The clothes you are currently wearing
    d. And how those clothes currently feel
4. Watch FitCast get smarter with respect to your feelings to certain indoor/outdoor locations!
5. See if you can get back to the pinner absent the pop up (see side menu)

Task 3 - Providing information for adapting clothing suggestions

1. Click on the log pop up flow
2. If you don't want to fill out the log, exit at any point
3. Fill out the **weather log** with some information
    a. The suggestions we gave that you followed
    b. How you felt with those suggestions
4. See if you can get back to the log absent the pop up after you're done
5. Watch FitCast get smarter, and potentially help others have more accurate aggregate estimates!

Limitations:

- Updating profile/general initial preferences
    - Currently most functionality is hard coded, so allowing the user to input/update their preferences on this prototype would make the hard

coded information mismatch what is shown. Users do not have the ability to view suggestions that fit their weather preferences.

- Notifications
    - We intend to send scheduled notifications which remind the user to fill out the log/pin locations
    - Since figma has no information about time/location, coding the notification panel wouldn't add much to our prototype
- Settings/Help/other side pages
    - Didn't feel they were currently necessary to showcase our task flows

Wizard of Oz Techniques:

AI Capabilities

Our prototype magically reveals clothing suggestions that a frequent user might see if they have already calibrated how they feel around these weather conditions. This is as we have hard coded a user's weather and clothing preferences.

Why? We currently have not implemented AI logic to calibrate a user's preferences into our suggestions. Similarly, as each user is different, and the app requires multiple days of use in order to accurately demonstrate how the AI is used, it was necessary to implement this technique to showcase what our suggestions might look like when matured.

Hard Coded Features for this Technique:

- User information
    - Login information → username and passwords hard coded
    - Initial user weather preference survey → hard coded so that the rest of the hard coding makes sense
- User weather preferences -> all interpretations of the weather based on 'previous' user interactions with the app
- Clothing suggestions → the text and the icons

Live Weather Updates

Our prototype simulates specific weather conditions in a hard-coded area. Upon opening the app, the user is shown simulated weather conditions in a hard-coded city, as well as all according weather statistics.

Why? We have not yet integrated live information on the weather, especially in different areas into our prototype so far.

Hard Coded Features for this Technique:

- Current location
- Local weather → temperature and precipitation
- Local weather statistics
- Current time