SmartClothing

We help you buy clothes in a smart way

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Rushabh Mehta: Research, Tech

PROBLEMS

User's problem

Can't match fashion ideas with available options

User's problem

Too many low-valued clothes

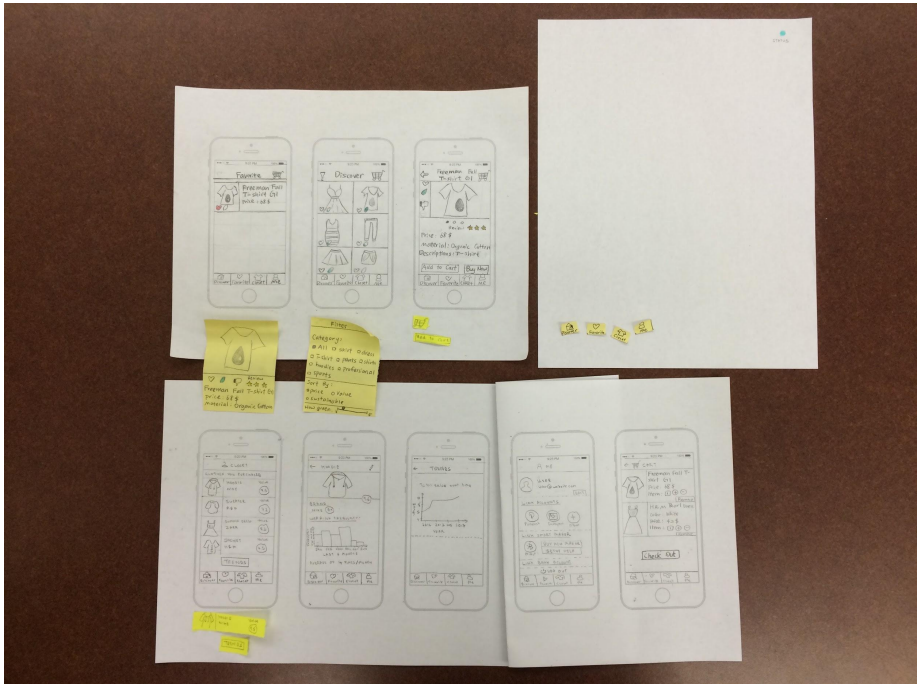
User's problem

They become unwanted

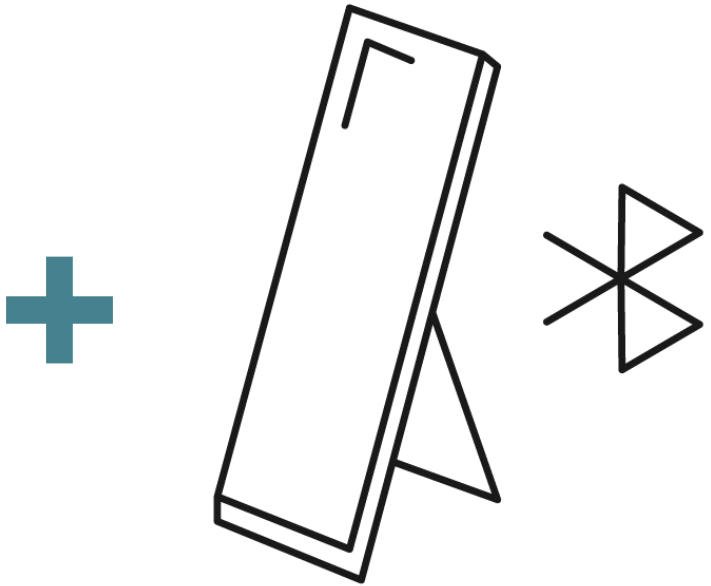
Industry's problem

Tons of clothes wasted each year

INITIAL PAPER PROTOTYPE



Smart Phone Application

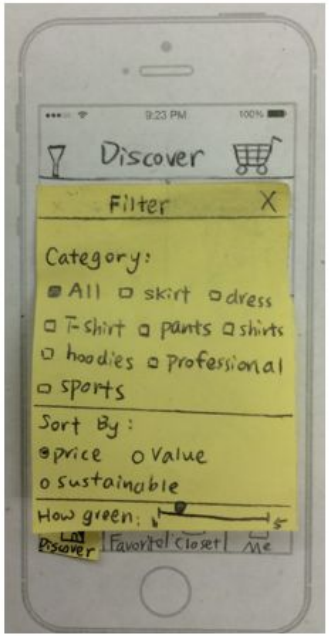


Smart Mirror

Task 1

Fashion Idea Collection and Suggested Shopping(including sustainable options)

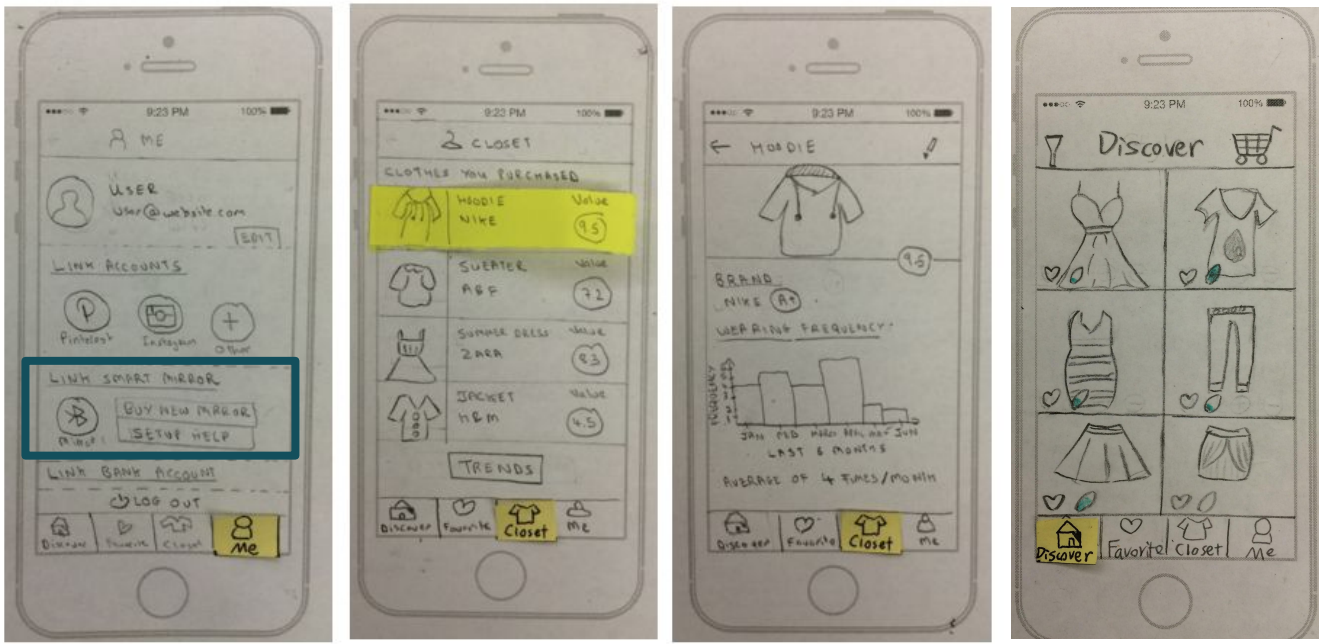
Sign-up → Discover → Shop for clothes



Task 2

Reduce the purchase of low-valued clothes

Flow: Pair Smart mirror → Track using smart mirror → Information on Closet tab → Suggestions on Discover tab

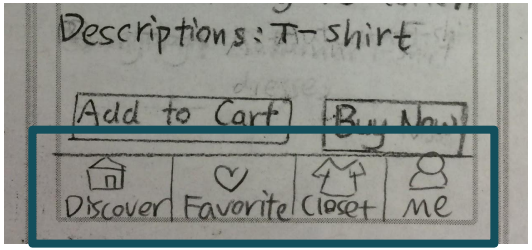


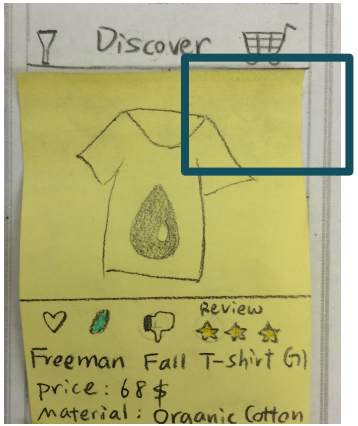
TESTING PROCESS

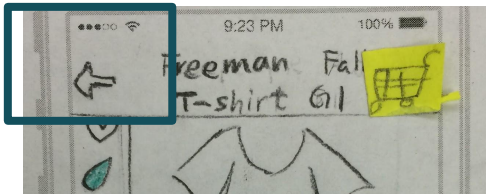
Heuristic evaluation & Usability test

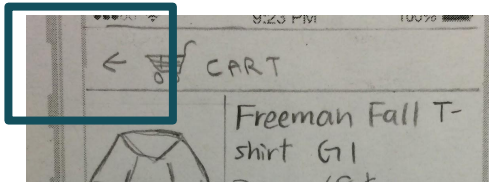
Heuristic Evaluation - Violations

- **System Visibility**: Selected tab not highlighted
- **User control**: Close buttons not present on pop-ups
- **Consistency**: Unify & add back buttons everywhere



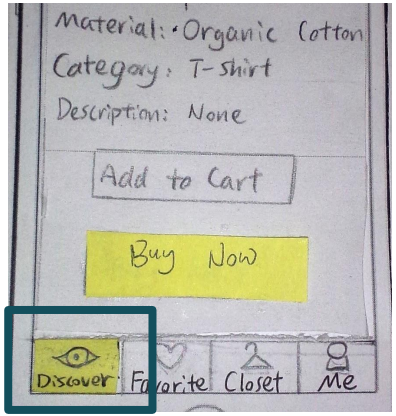




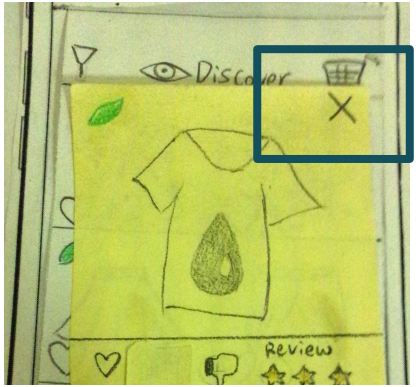


Heuristic Evaluation - Result

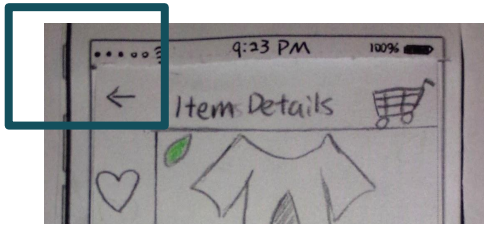
Highlighting corresponding tabs

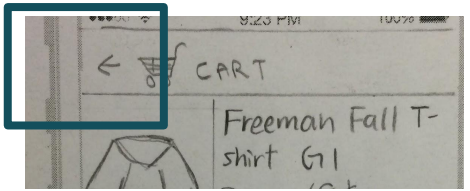


Adding a close button



Unifying back buttons





Usability test - Participants

Usability Test 1	Usability Test 2	Usability Test 3
Female	Female	Female
Master Student in UW	Undergrad in UW	Young professional in Seattle
		
HUB	Home	Home

Usability test - Procedure

Introduction → Conduct tests on 2 tasks → Debrief → Analyze

Testing script:

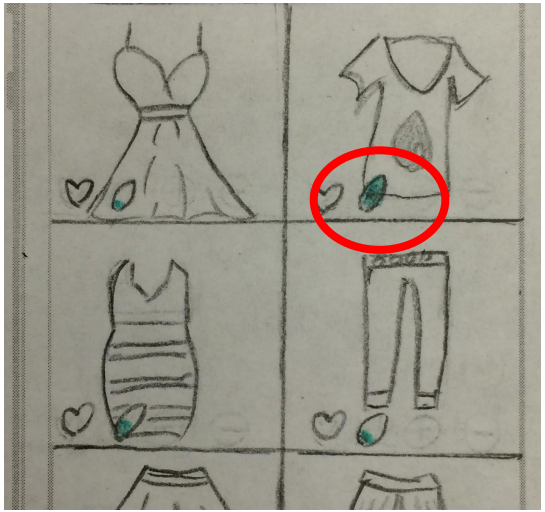
Our application is designed for users to shop for suggested clothes based on their fashion collections (Instagram, Pinterest) and based on their clothes value. This value in turn is calculated from the data from the smart mirror which records which clothes the users wear.

Our design is composed of two parts; the first one is the **smart phone application** and the second one is a **smart mirror** that collects your clothes' wearing frequency automatically. Please imagine that you already have the smart mirror. Here are two tasks that we want you to perform:

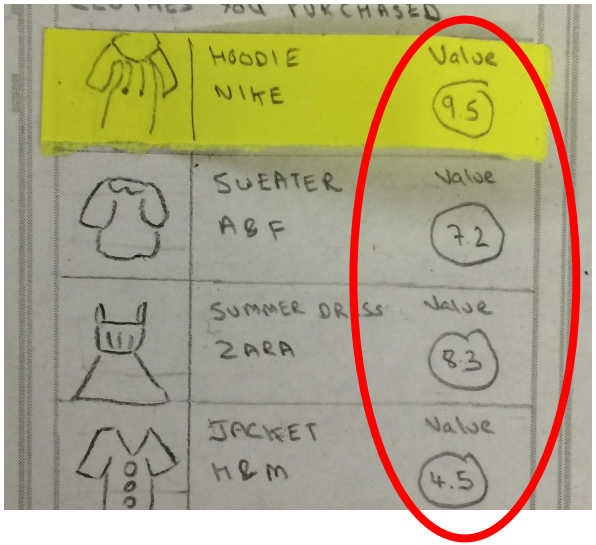
- Collect Fashion ideas and buy an item from the app (Fashion Idea Collection and suggested shopping)
- Check what cloth do you rarely wear; find a way to reduce buying that kind of cloth anymore (Reduce the purchase of low-valued clothes)

Usability test - Result

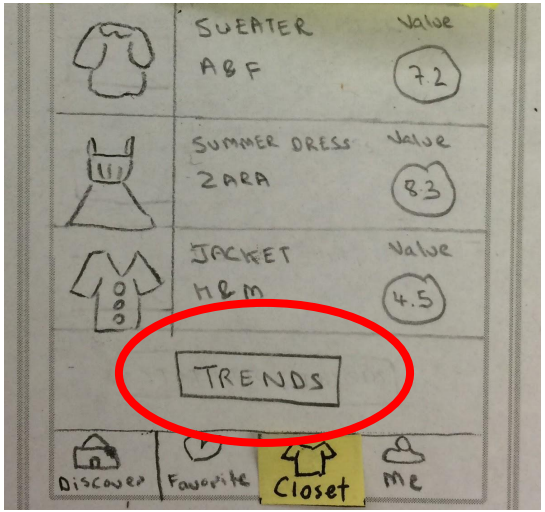
Leaf?



Value?

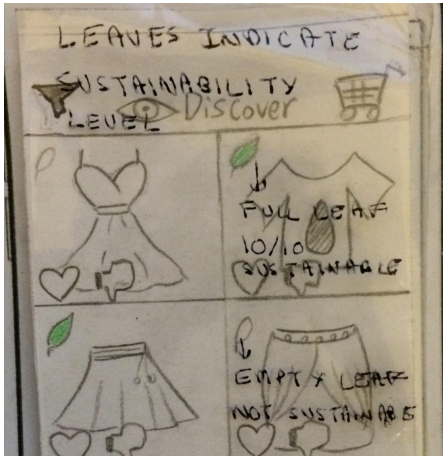


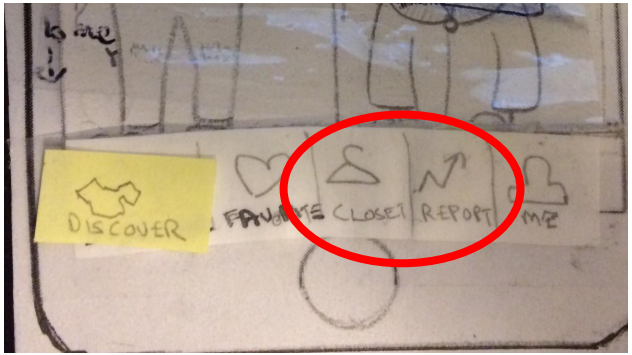
Trend?

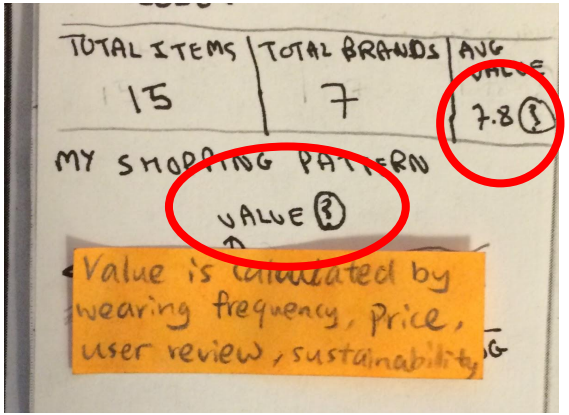


Usability test - Result

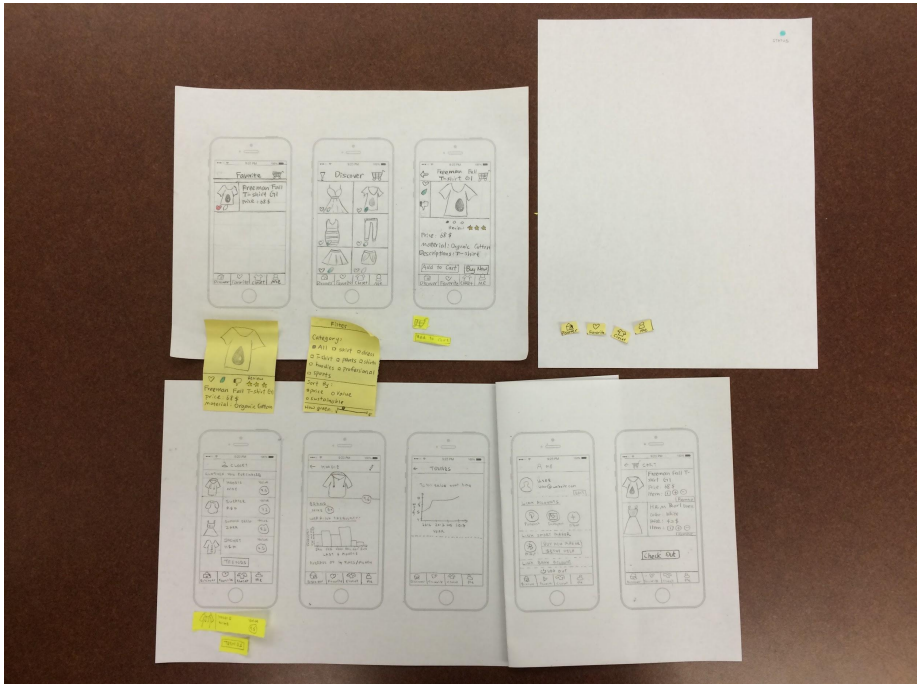
1. Added a Tutorial Overlay
2. Split Closet into Closet & Report
3. Use of Question Mark and description on tap







FINAL PAPER PROTOTYPE



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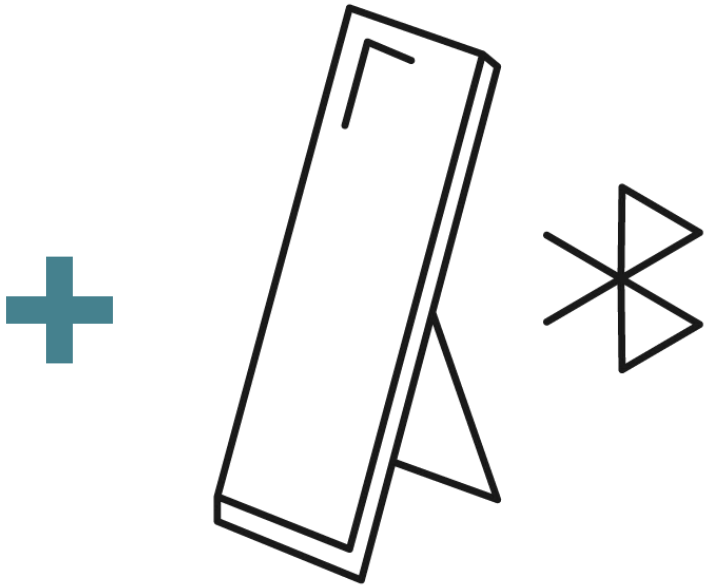

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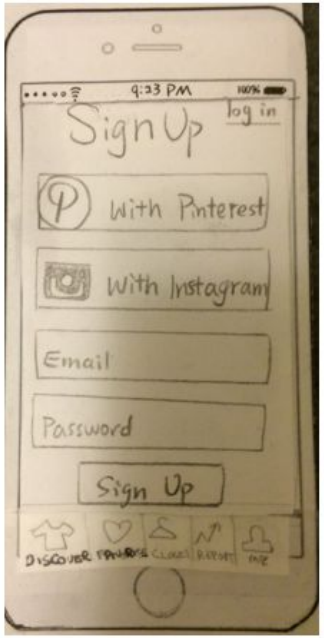

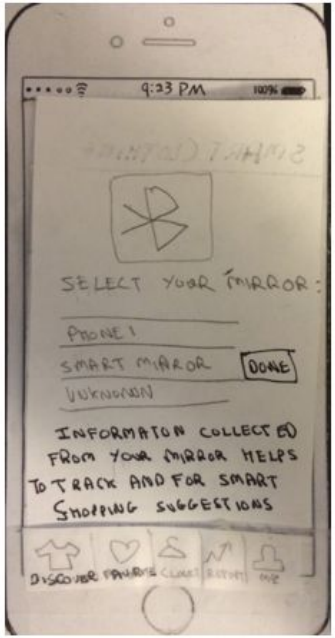

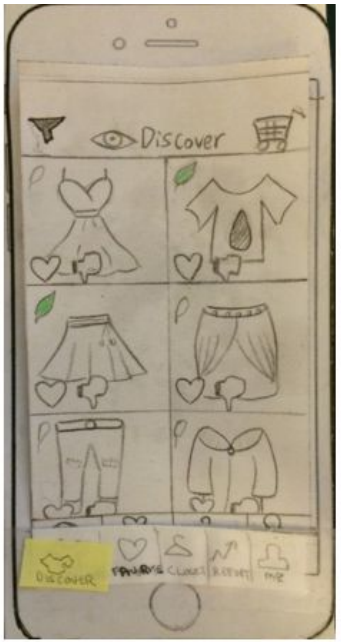

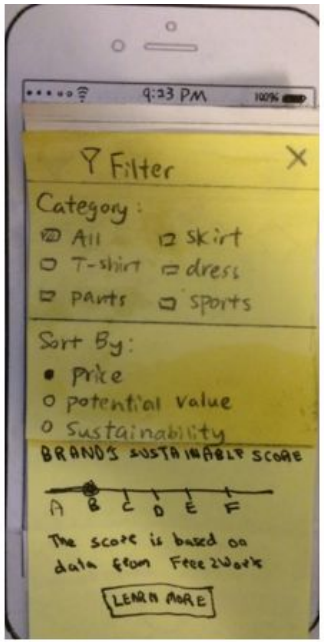

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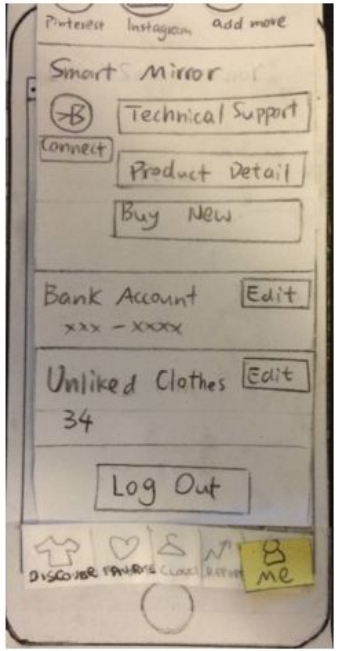
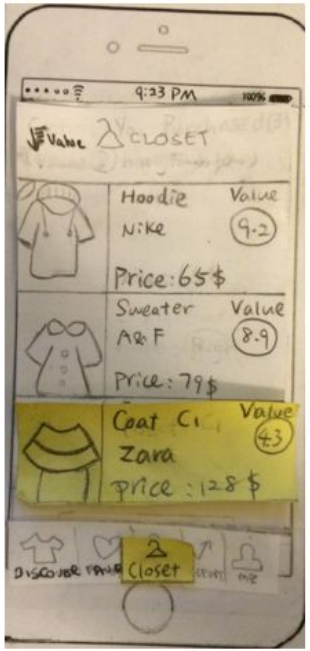
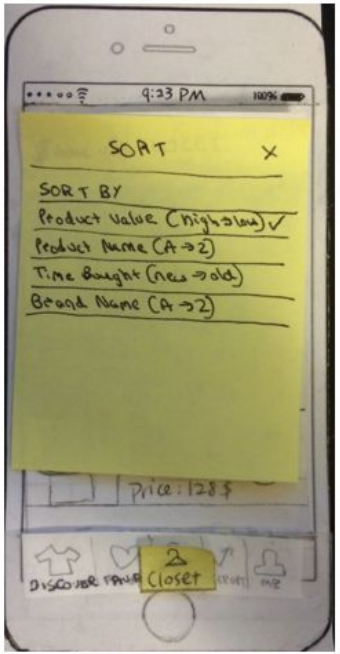
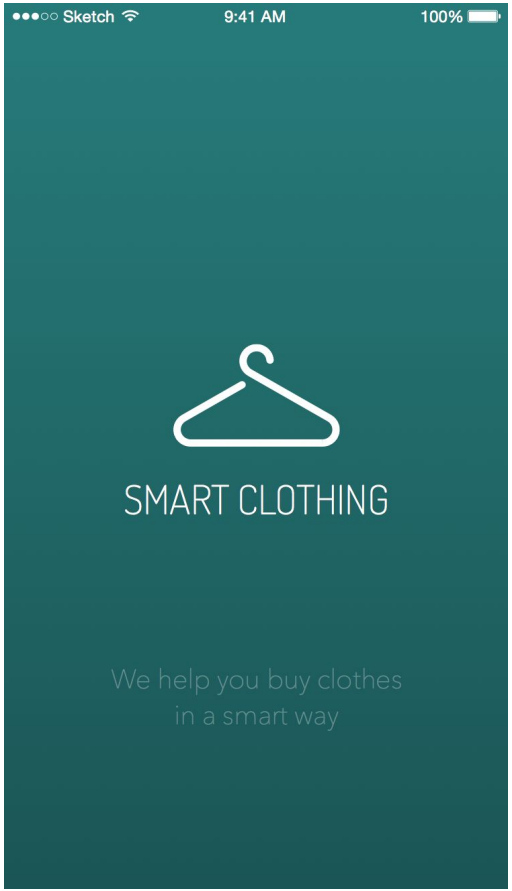
Flow: Pair Smart mirror → Track using smart mirror → Information on Closet tab → Suggestions on Discover tab







Digital Mockup



https://popapp.in/w/projects/564d4cbd8bdce856499fd0e0/preview

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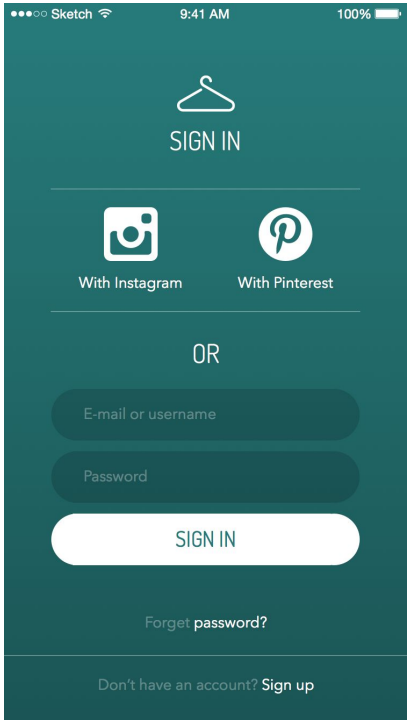

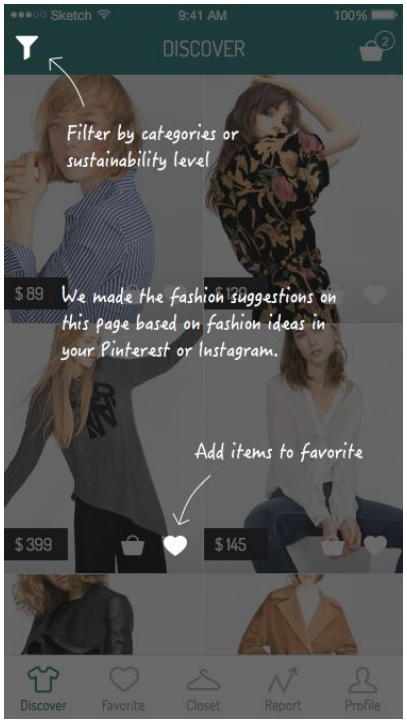

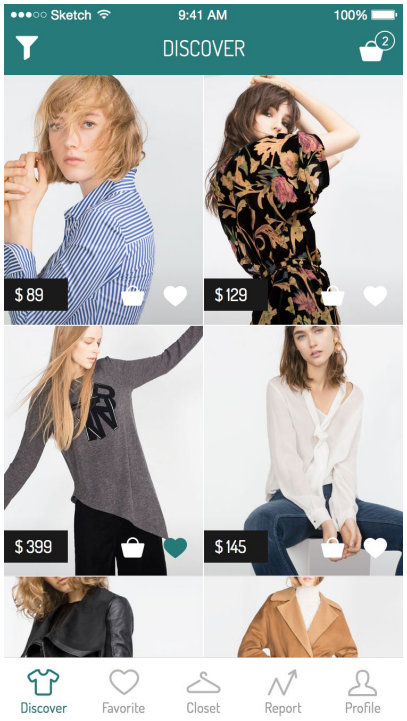

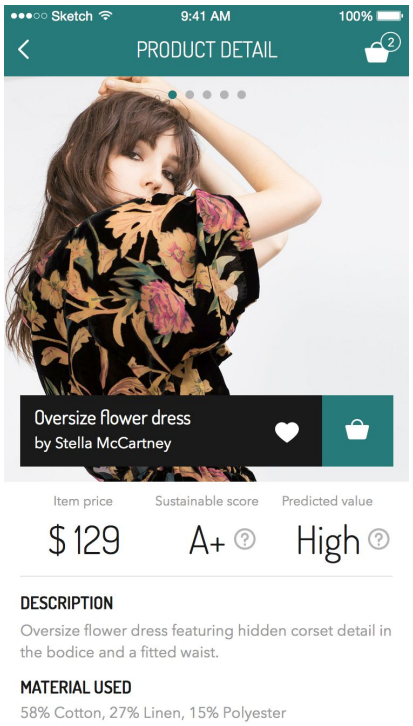

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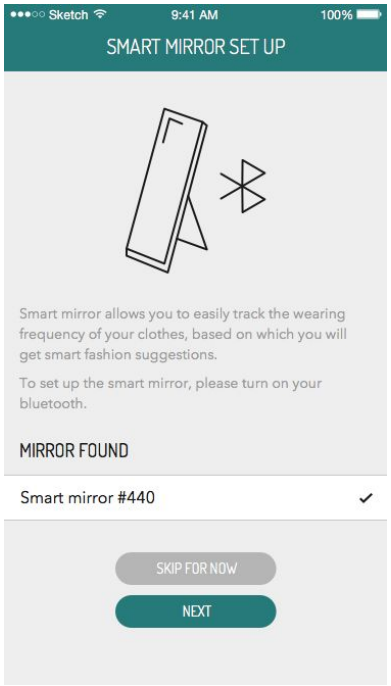

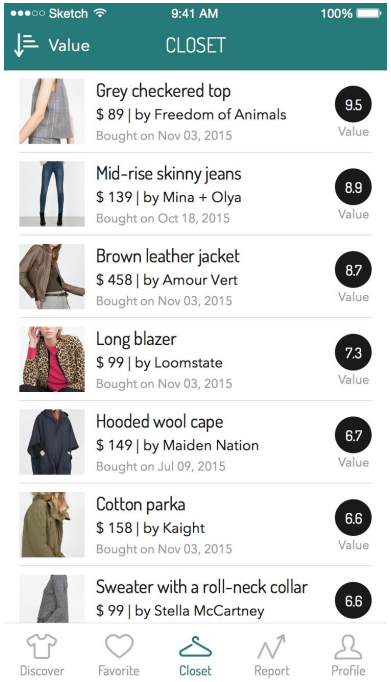

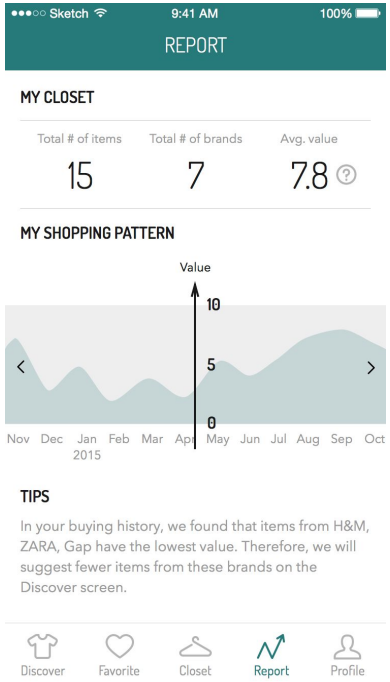

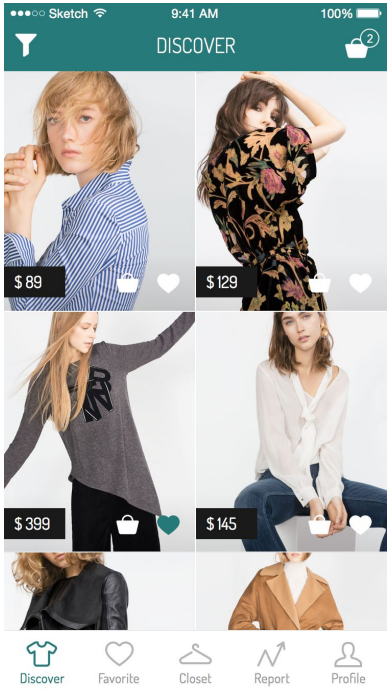

SUMMARY

Lessons learned

- The frequent involvement of users in the early stage of design is very important.
- Design iterates over the lifetime of a project.

Q & A

We Appreciate Your Time :)