

SmartClothing

We help you buy clothes in a smart way

Kai-Ting Huang: Research, Design

Rushabh Mehta: Research, Tech

Sijin Chen (Amy): Research, Design

Juan Cai: Research, Design

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



About **105,000,000** tons of clothes
a year — Goes Into Landfills!

Industry's problem

Tons of clothes
wasted each
year

CONTEXTUAL INQUIRY



Procedure

- 5 contextual inquiries
- 5 interviews
- 1 survey

Students & Young professionals

Observe

1. How to collect fashion ideas
2. How to sort clothes
3. How to pick clothes



Ask questions

1. Purchasing, sorting & recycling habits
2. Views on sustainability

Results

Jamie Collects fashion ideas from **Instagram**

Jennifer Discards a lot of clothes due to **style preference changes**.

Daniel Keeps trying clothes until he gets the one that **fits him**.

May Cares **sustainability** but does not know how to find sustainable clothes. Collects fashion ideas from **Pinterest**.

Takeaway

- People keep up with **fashion ideas** using Instagram/Pinterest
- No easy way for people to **integrate** these idea collections when they are shopping
- Many clothes **get underutilized** and hence stacked in a corner
- No convenient way to **recycle** these clothes
- People care about **sustainability** (but it is only an afterthought while shopping)

TASKS

Task 1

Fashion idea collection

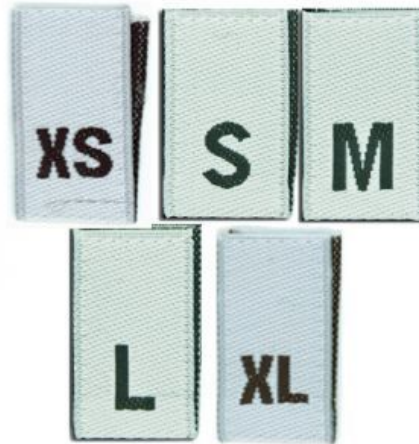
(easy, existing task)



Task 2

Find clothes that fit
me perfectly

(easy, existing task)

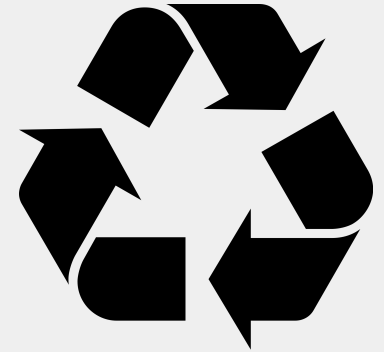


Task 3

Conveniently recycle

unwanted clothes

(moderate, new task)



Task 4

Reduce purchase of
low-valued clothes
(moderate, new task)



Task 5

Education on
sustainability of clothes
(difficult, new task)

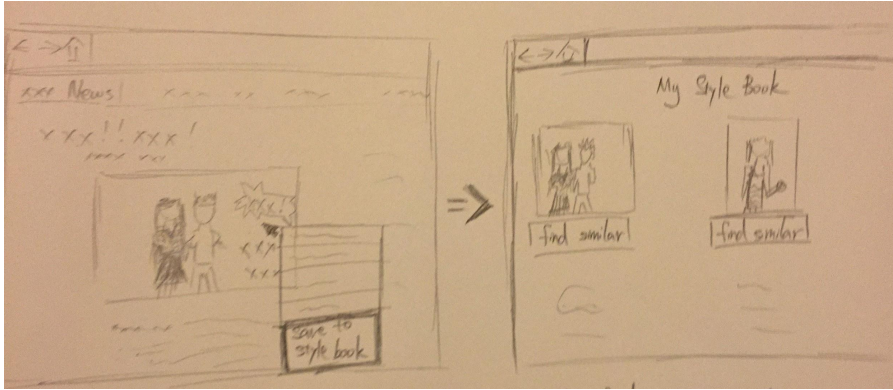


Task 6

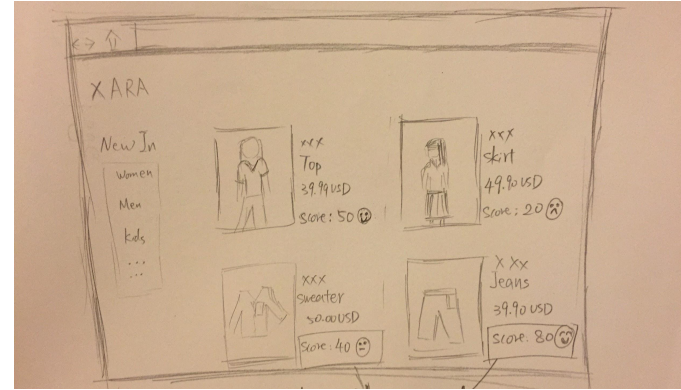
Assistance for finding
good-looking
sustainable clothes
(difficult, new task)



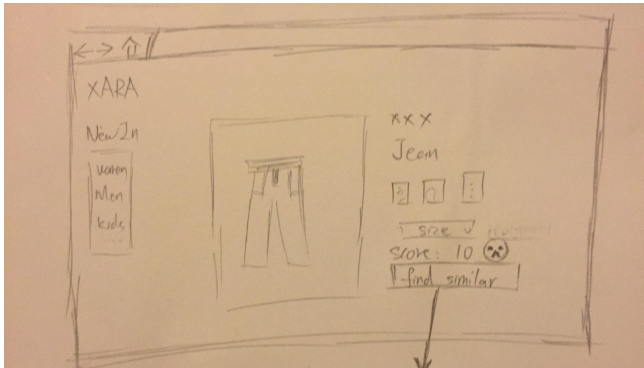
DESIGNS



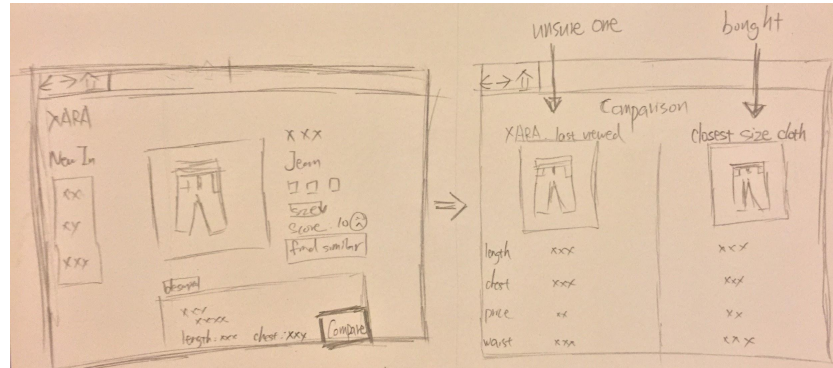
Save pictures to "My Style Book"



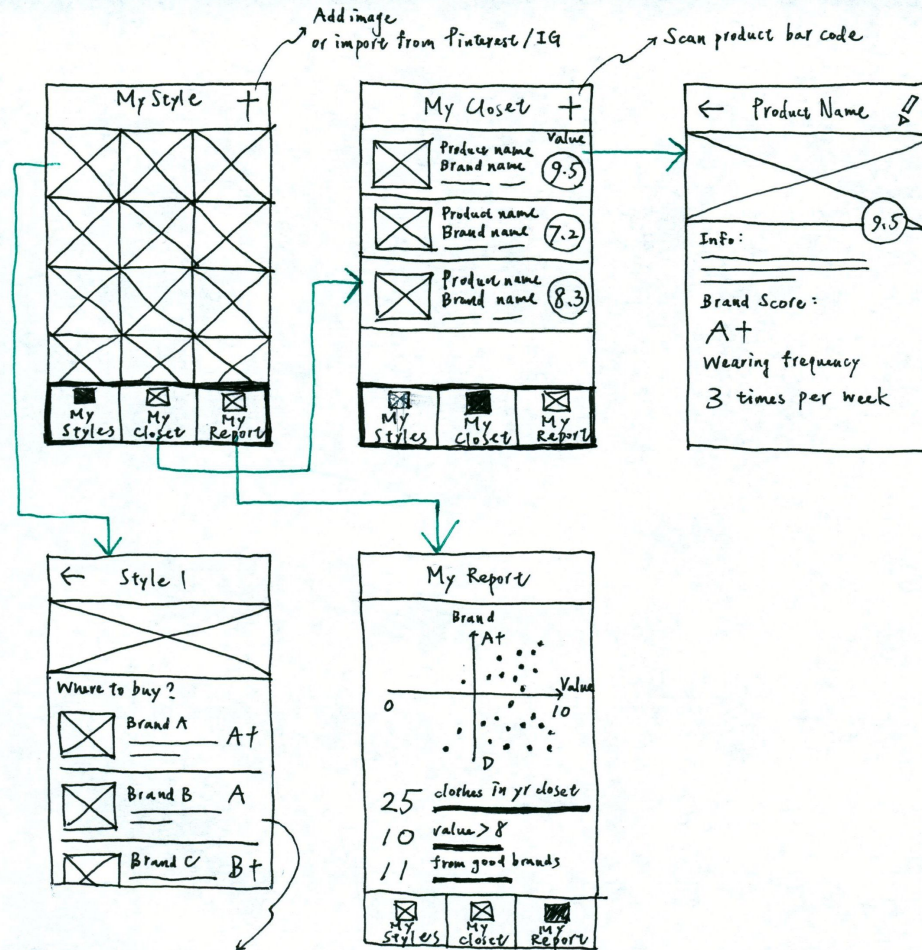
Relative sustainability score

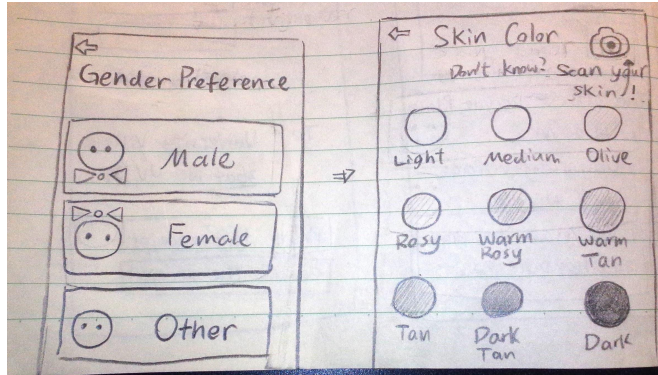


More sustainable suggestion

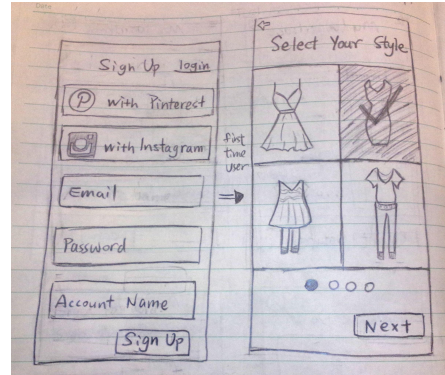


Size comparison with bought items

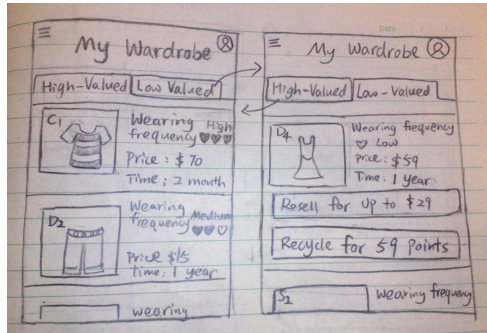




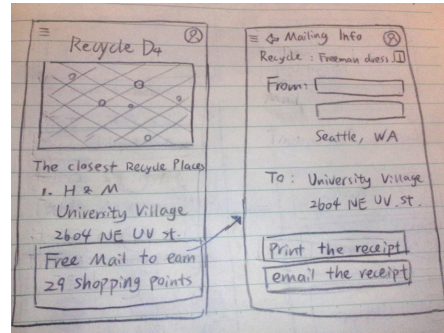
Cloth suggestions that fit users perfectly



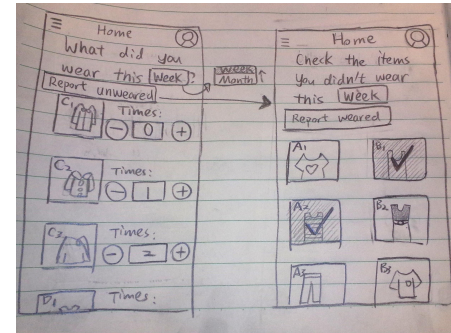
Cloth suggestions



Fashion items' values

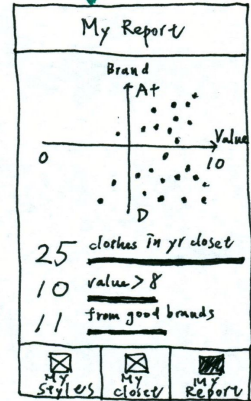
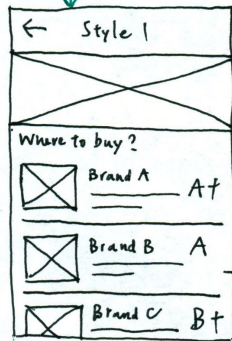
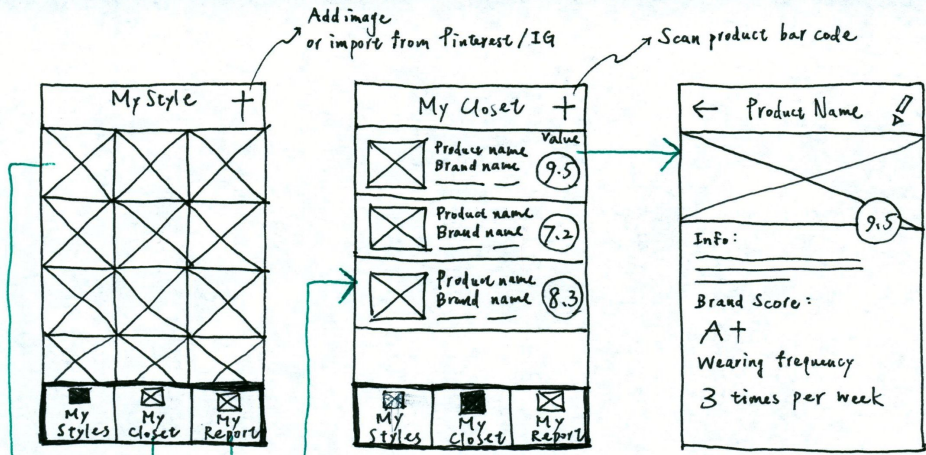


Recycle suggestions



Track wearing frequency

CHOSEN DESIGN: Storyboards & Tasks



Go to the brand's site

Chosen design: Smart fashion guide

Chosen task 1

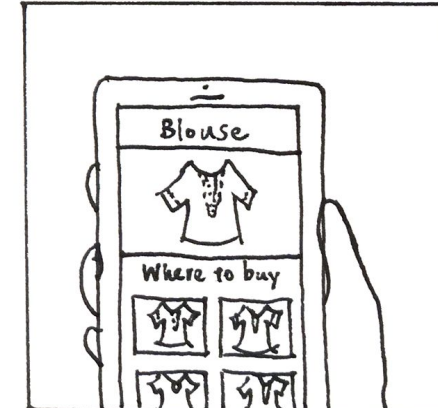
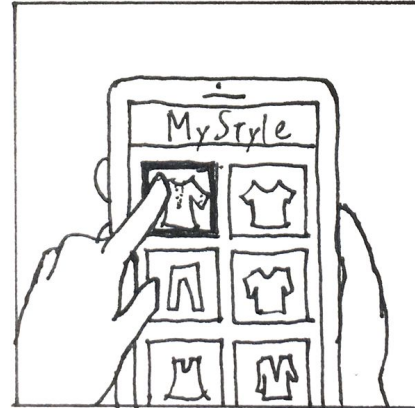
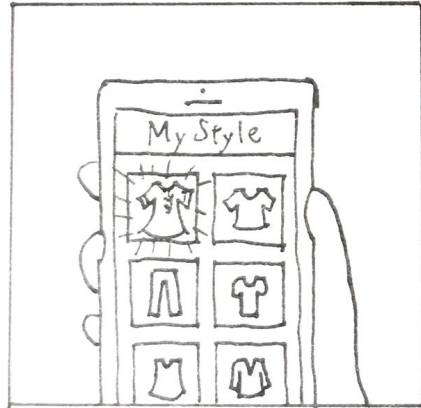
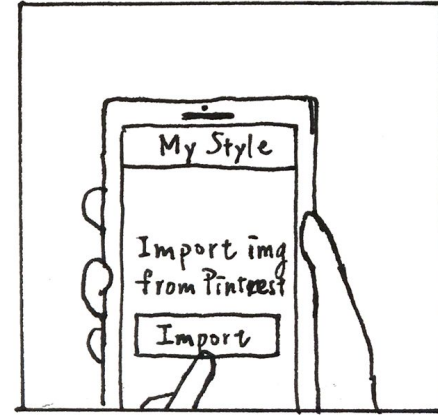
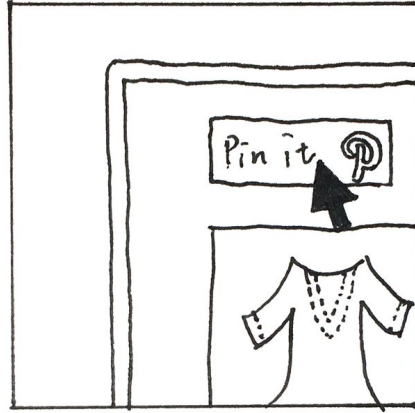
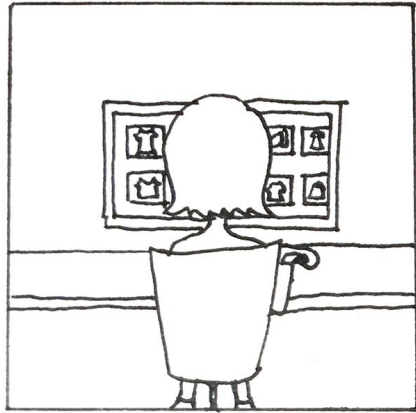
Fashion idea collection and suggested shopping (including sustainable options)

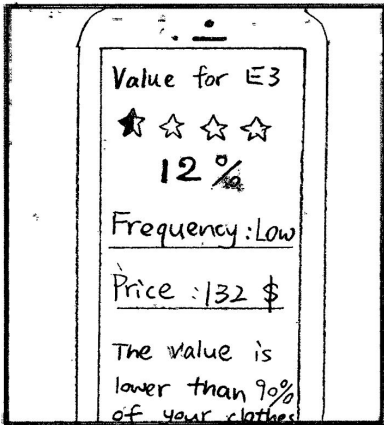
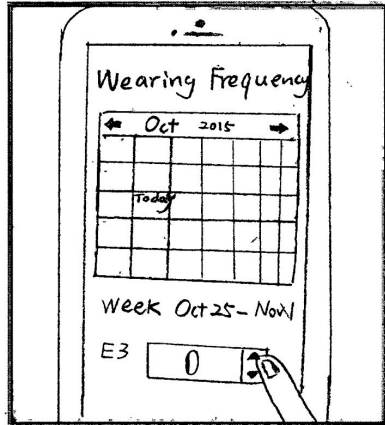
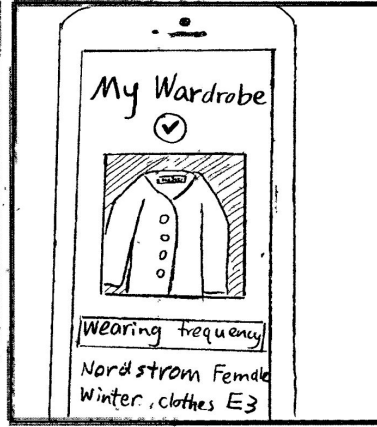
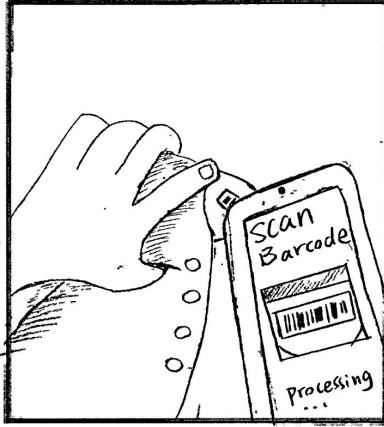


Chosen task 2

Reduce the purchase of low-valued clothes







LESSONS

- Do not make assumptions
- Define the target audience clearly
- Focus on the real problem
- Do more research

Thank You!

We Appreciate Your Time :)