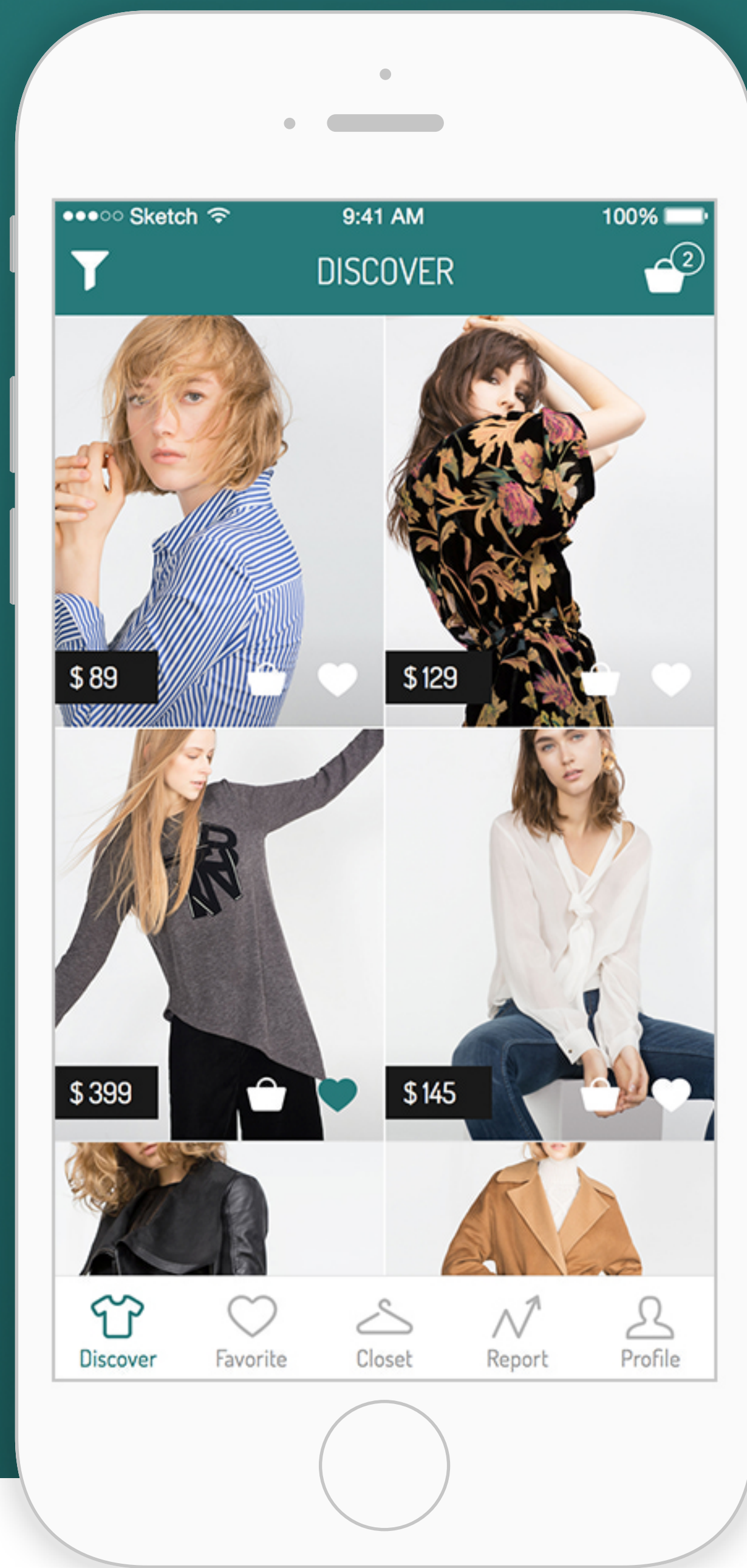We help you buy clothes in a smart way

SmartClothing

PROBLEM

People want efficiently buy clothes with styles similar to their collected fashion ideas. They also want their investment worth every penny by buying clothes that they would wear frequently.

WHY SMARTCLOTHING ?

SmartClothing app assists users to find desirable fashion items and to avoid buying low-value clothes in the future.
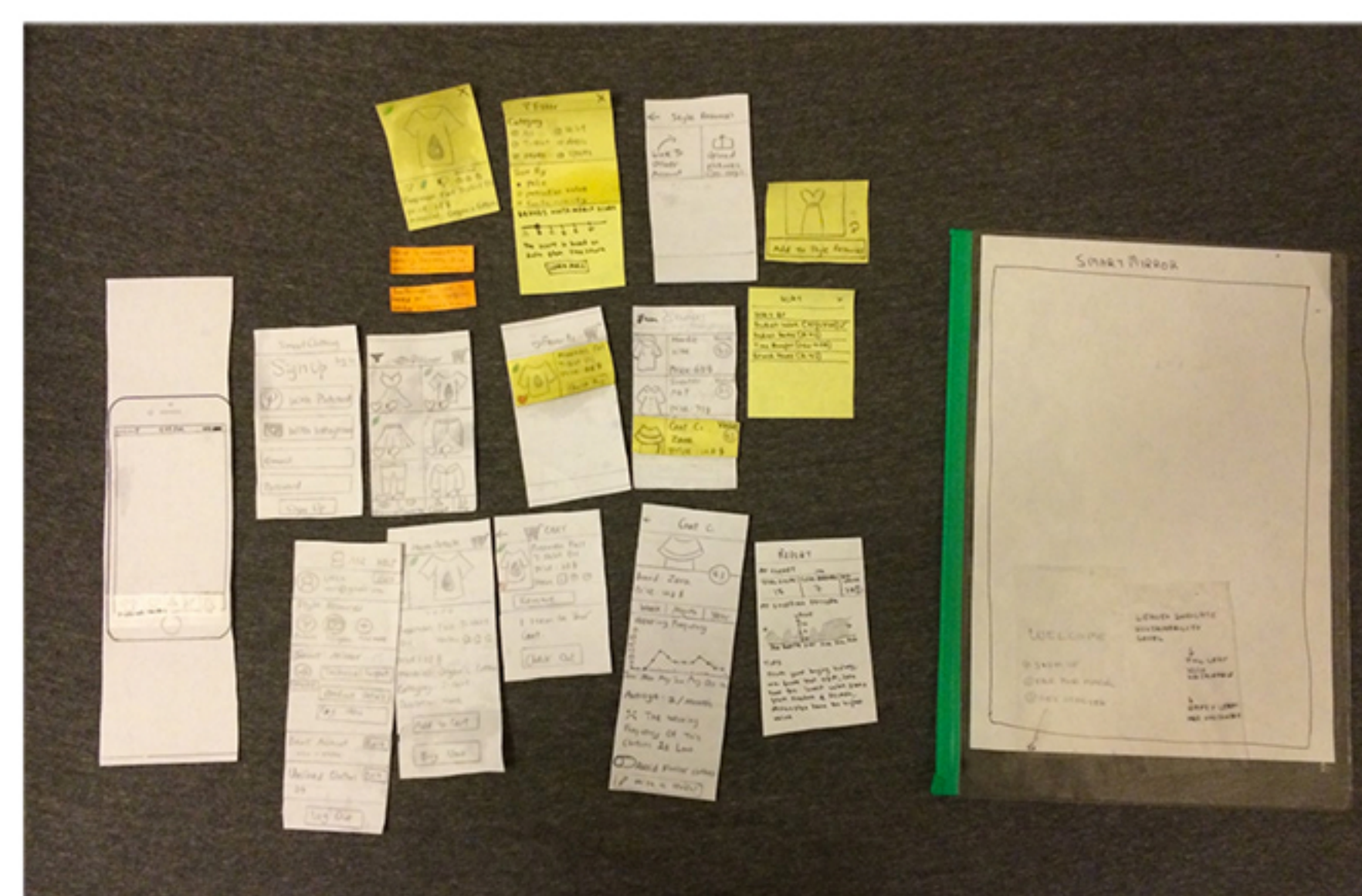
HOW IT WORKS ?

SmartClothing App + Smart Mirror

- Import fashion ideas from users' Pinterest or Instagram account
- Track wearing frequency of purchased clothes with the Smart Mirror
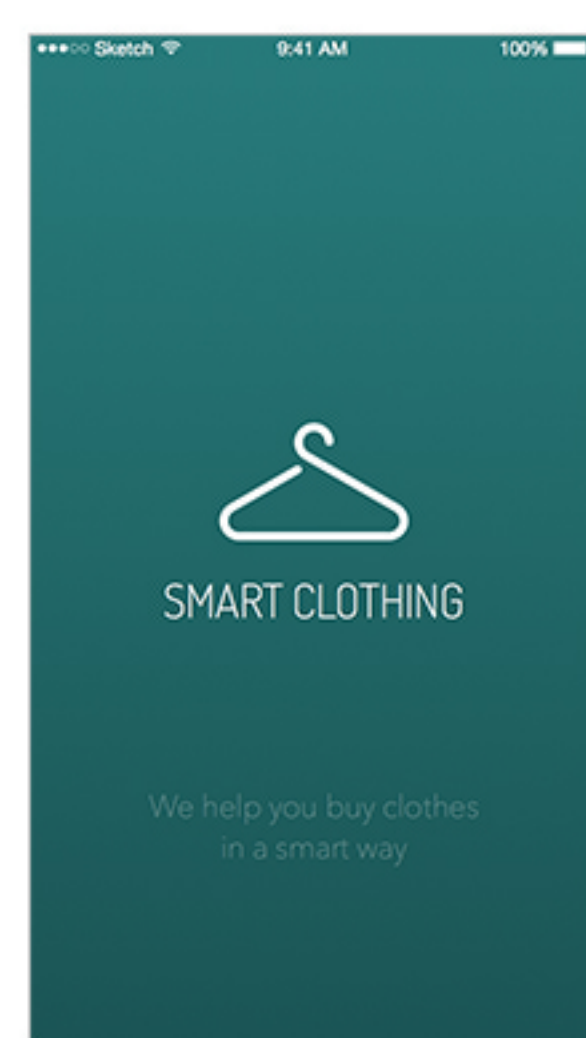- Get fashion suggestions based on fashion ideas & wearing frequency

DESIGN PROCESS & ITERATION

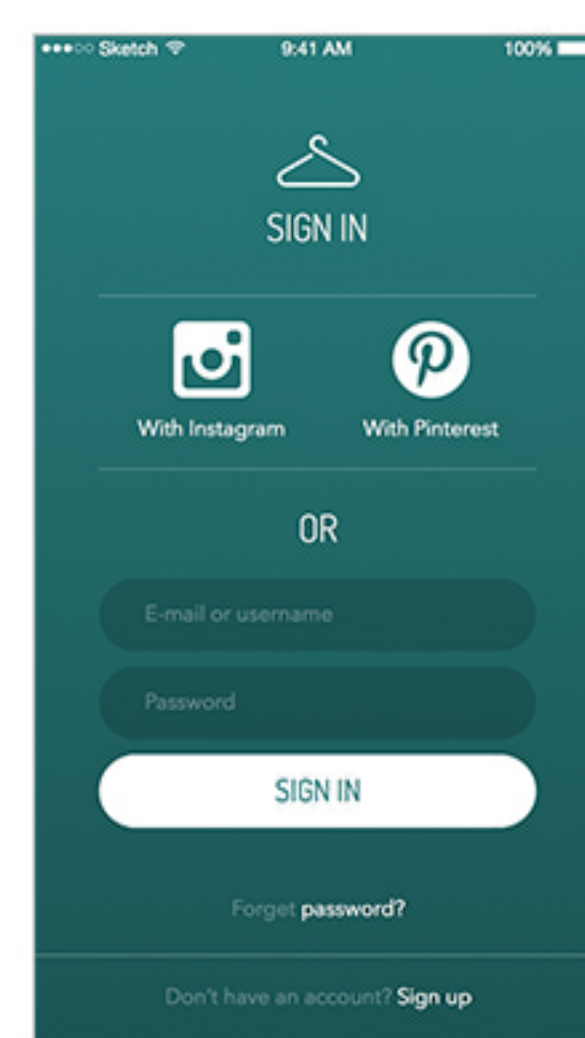1. Initial Paper Prototype > 2. Heuristic Evaluation > 3. Usability Testing > 4. Final Paper Prototype > 5. Digital Markup

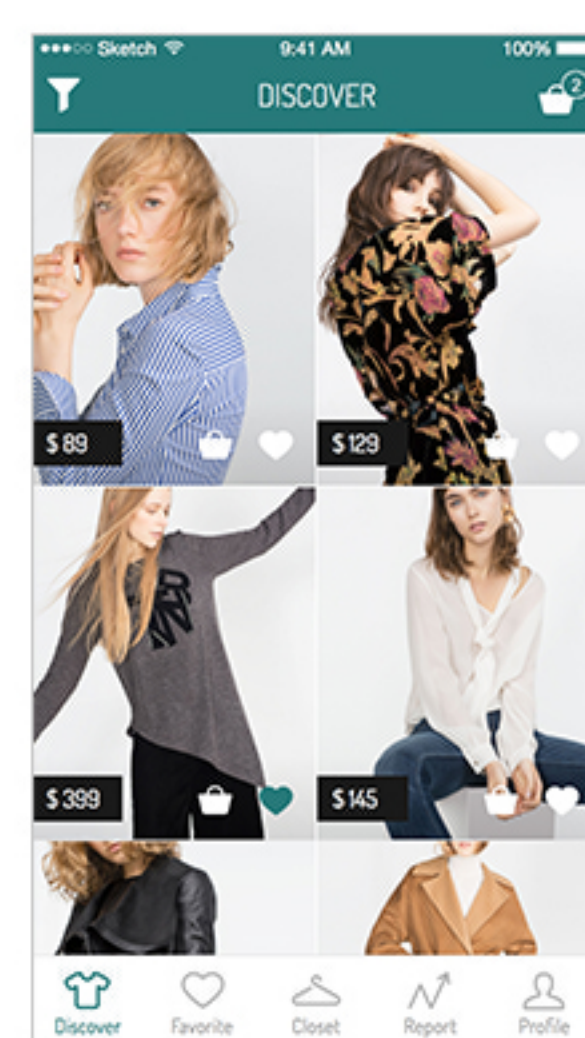**Buy clothes with styles similar to my collected fashion ideas**
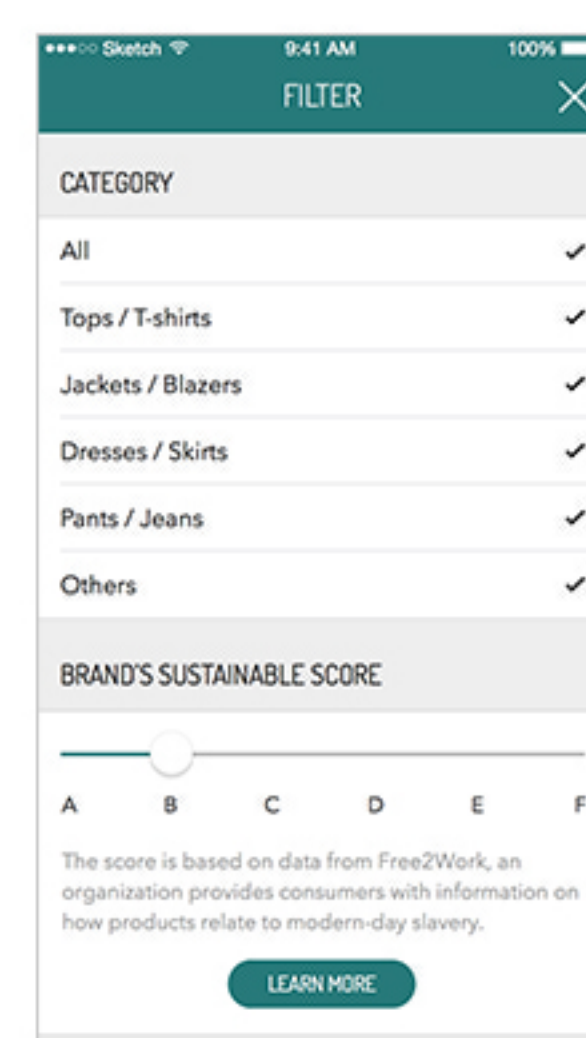
Sign up > Discover > Shop for clothes

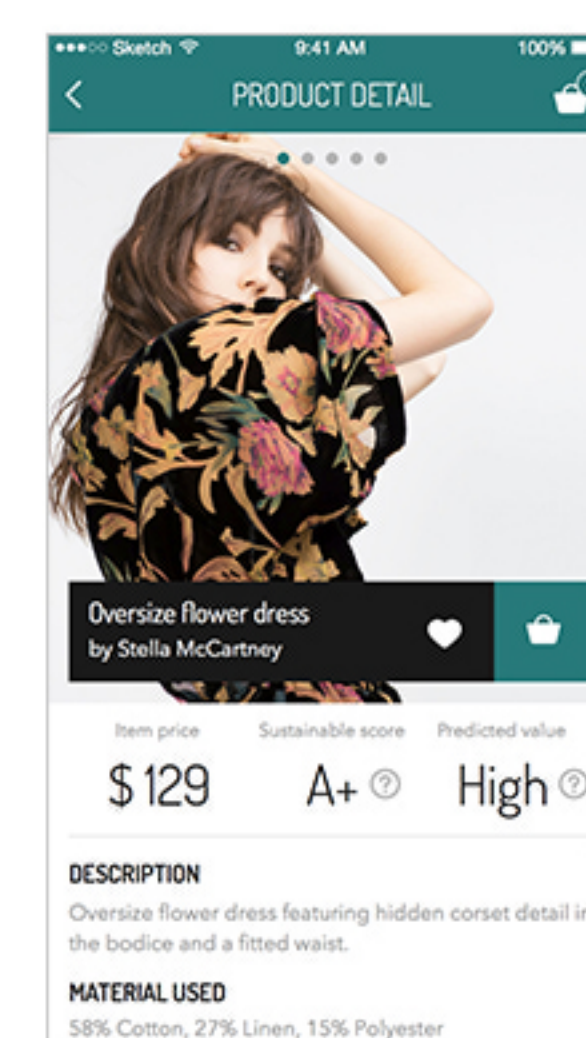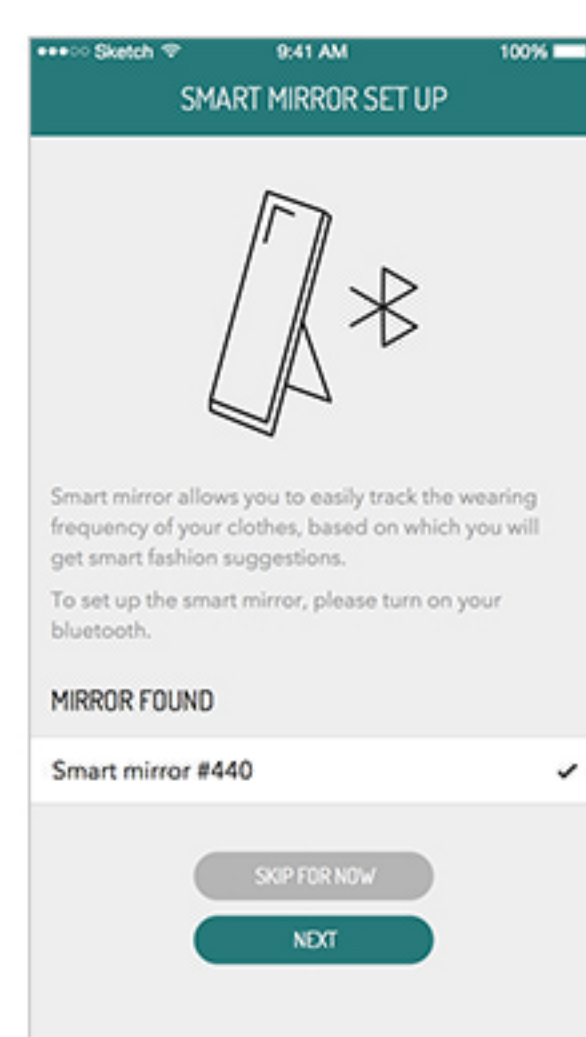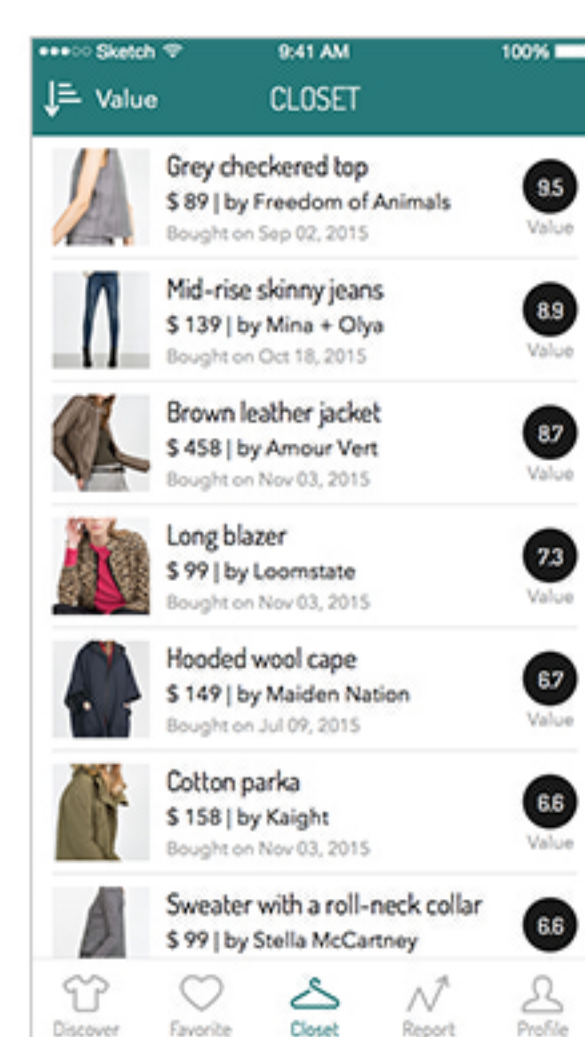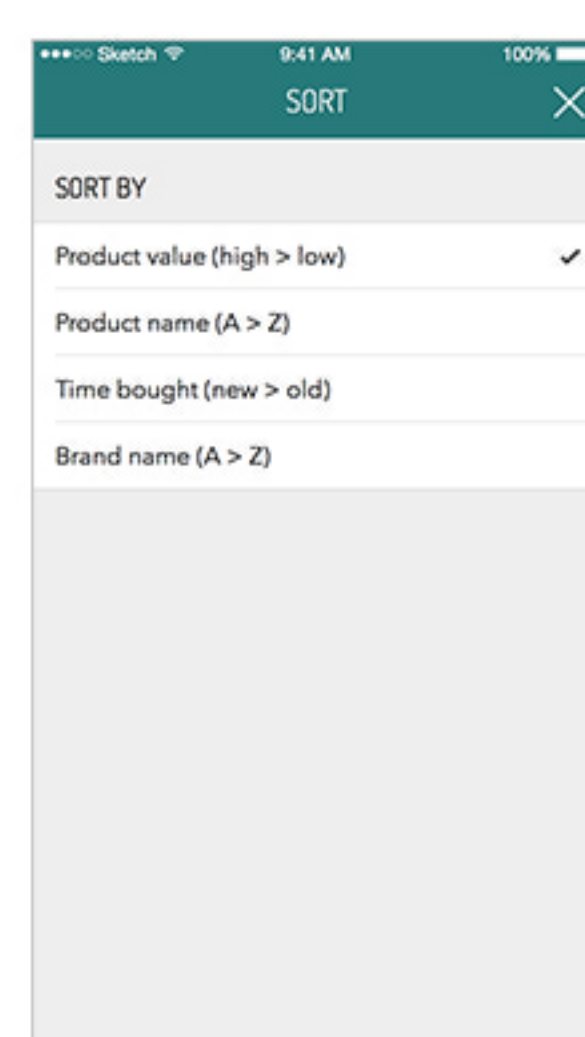|				
Splash screen	Sign in / Sign up	Discovery: fashion suggestion	Filter	Product detail before purchase

Reduce the purchase of low-value clothes

Set up smart mirror > Track using smart mirror > Get info on the Closet screen > Suggestion on the Discover screen
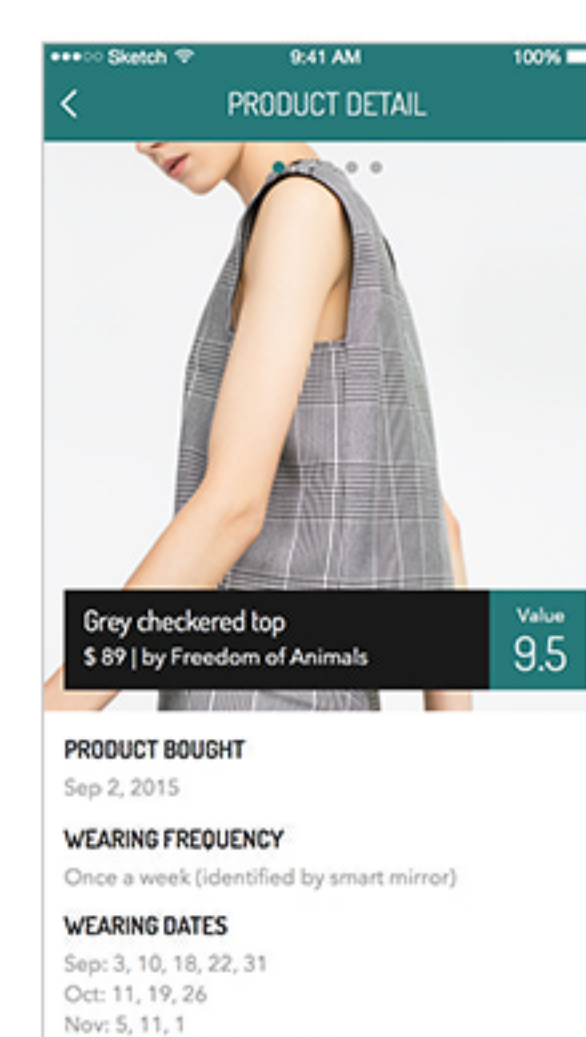
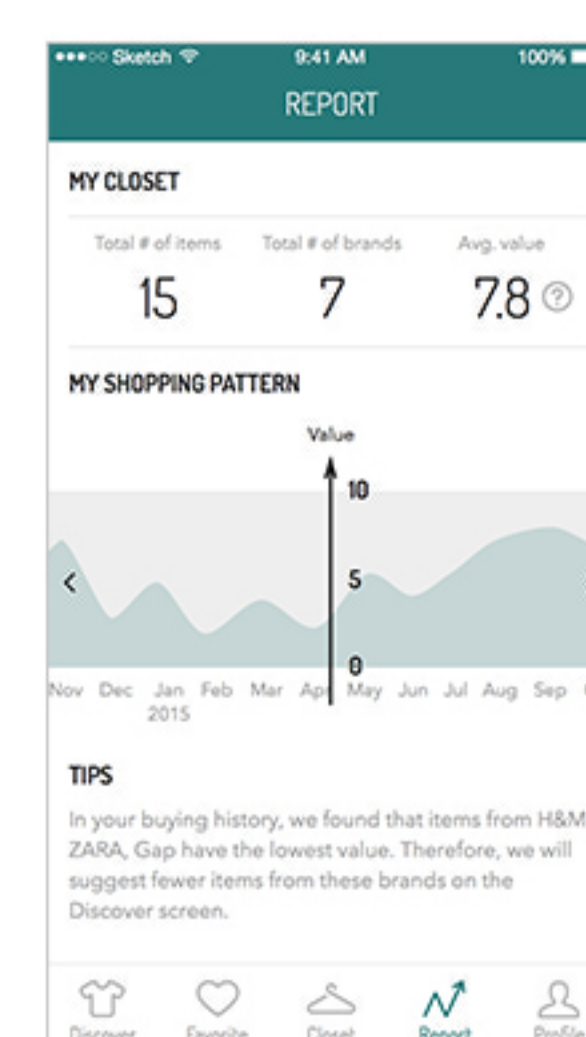|				
Smart mirror set up	Closet: My purchased clothes	Sort	Product detail after purchase	Report

Juan Cai | Sijin Chen | Kai-Ting Huang | Rushabh Mehta
http://bit.ly/smartclothing