

“Take your closet with you wherever you go.”

Michelle Lee

Cathy Cao

Raag Pokhrel

Yadi Reyes

Let's Follow Some People...



Susan goes shopping.

Mark needs a new shirt.

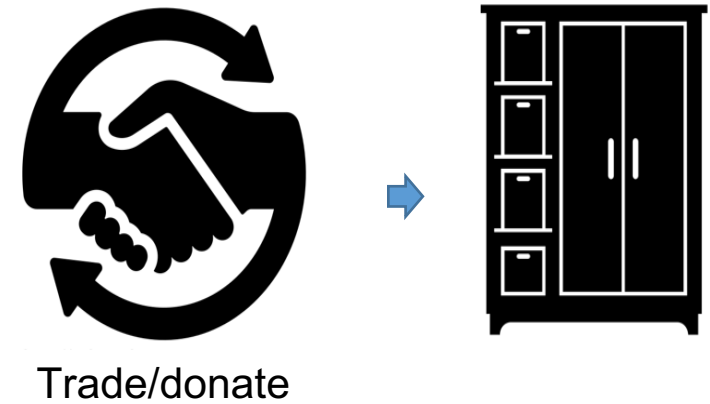
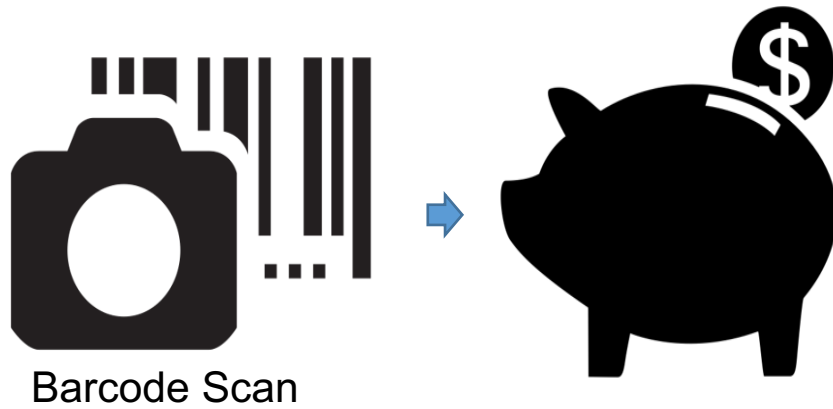


The U.S. apparel business is a **\$12 billion** industry.

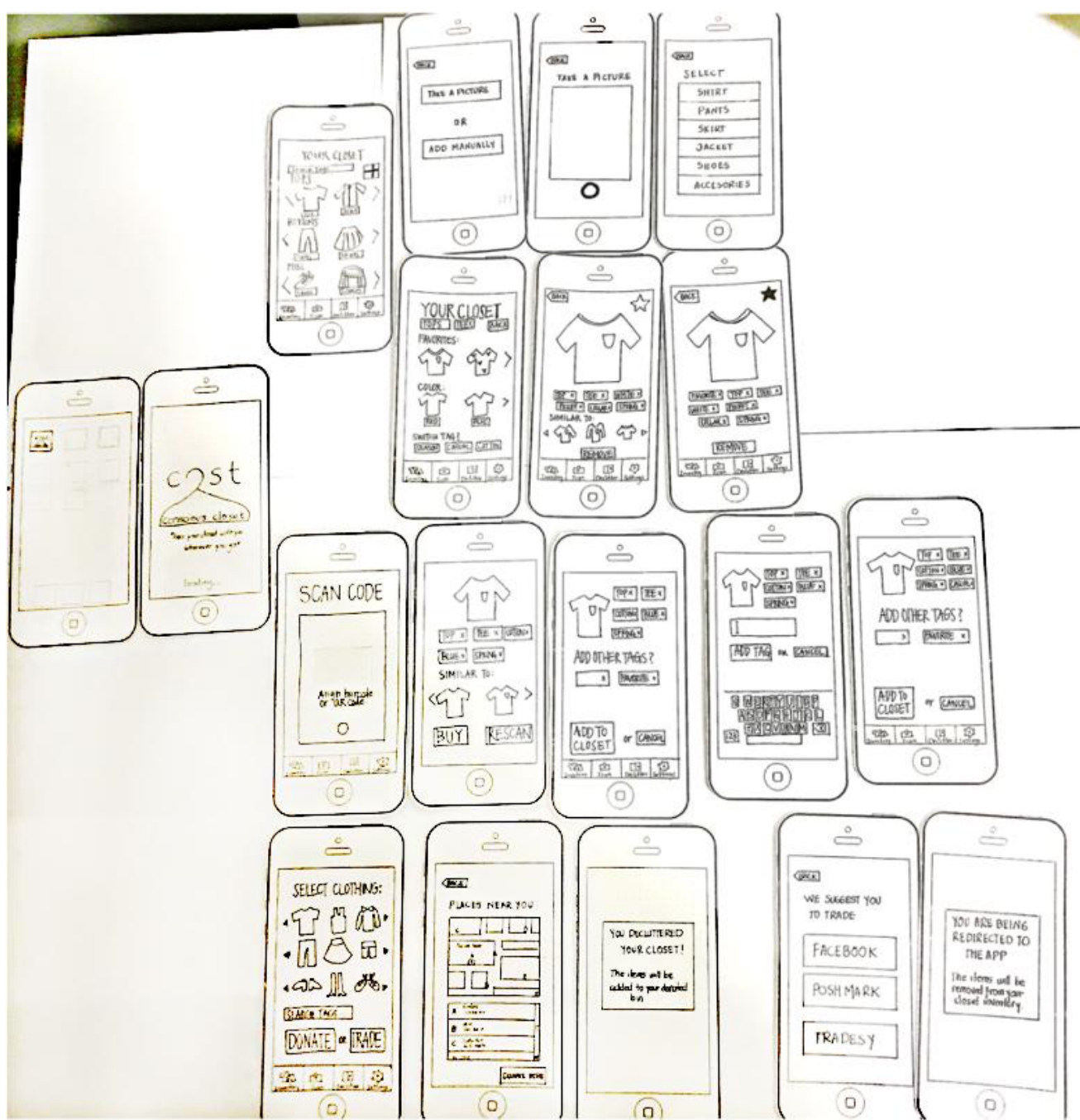
54 percent of Americans are overwhelmed by clutter.

How can we improve how we shop for clothes?

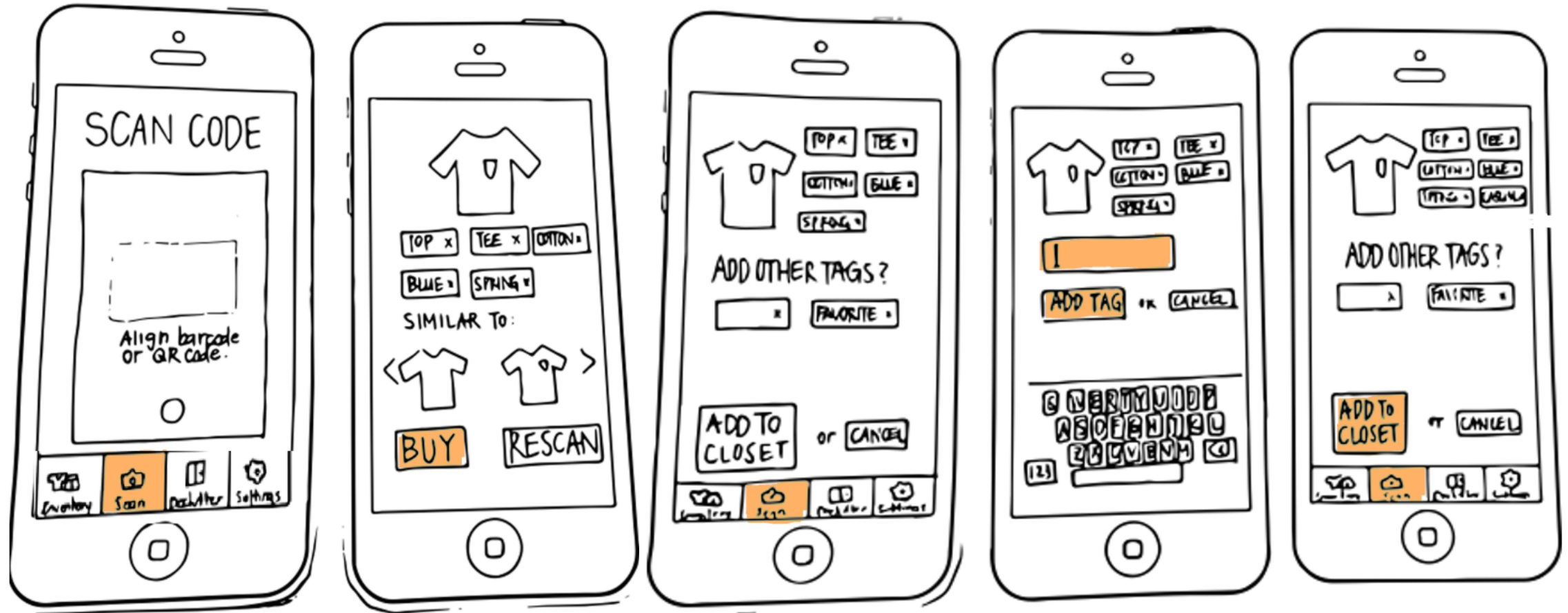
Selected Design & Tasks



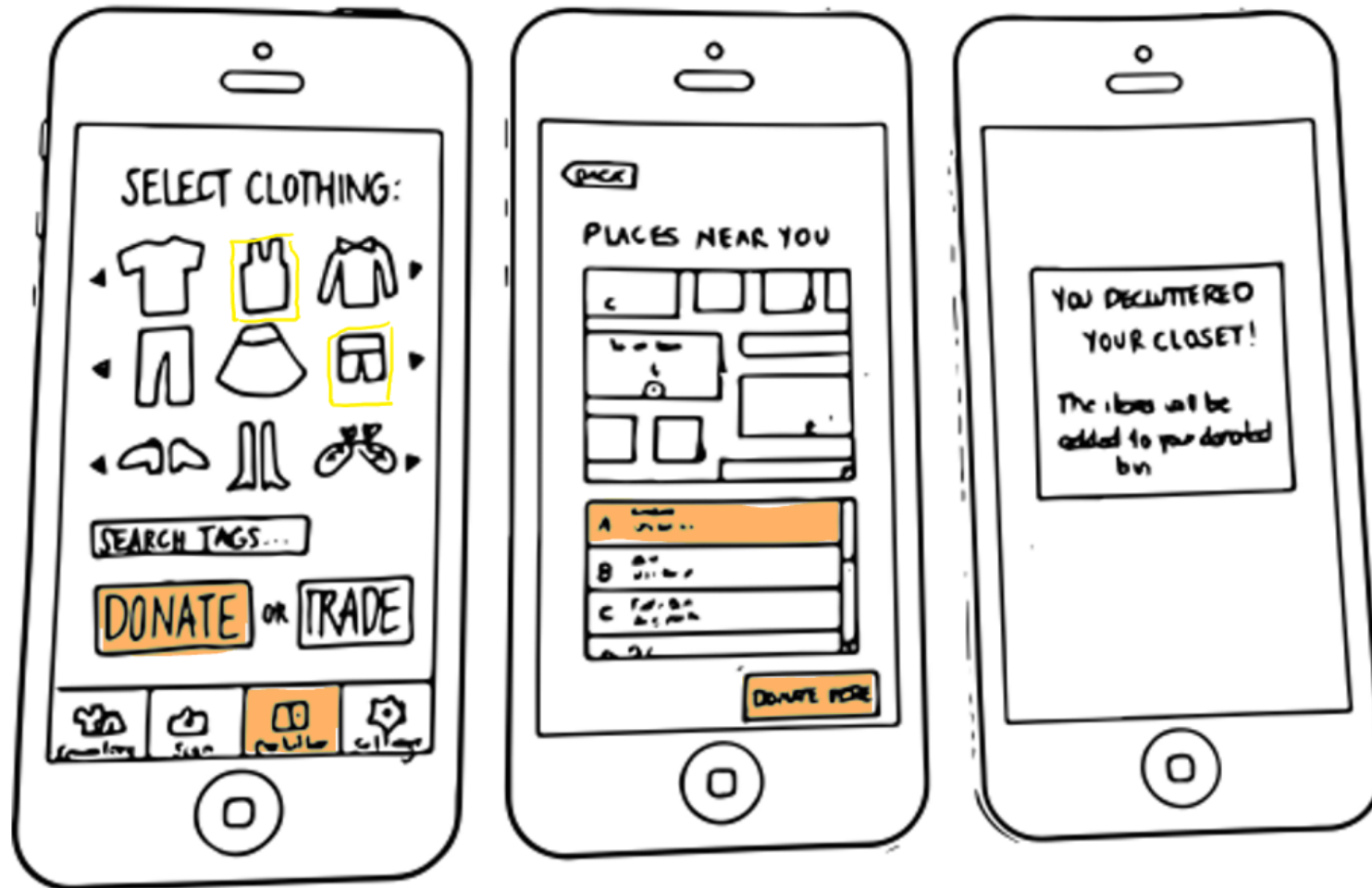
Initial Paper Prototype



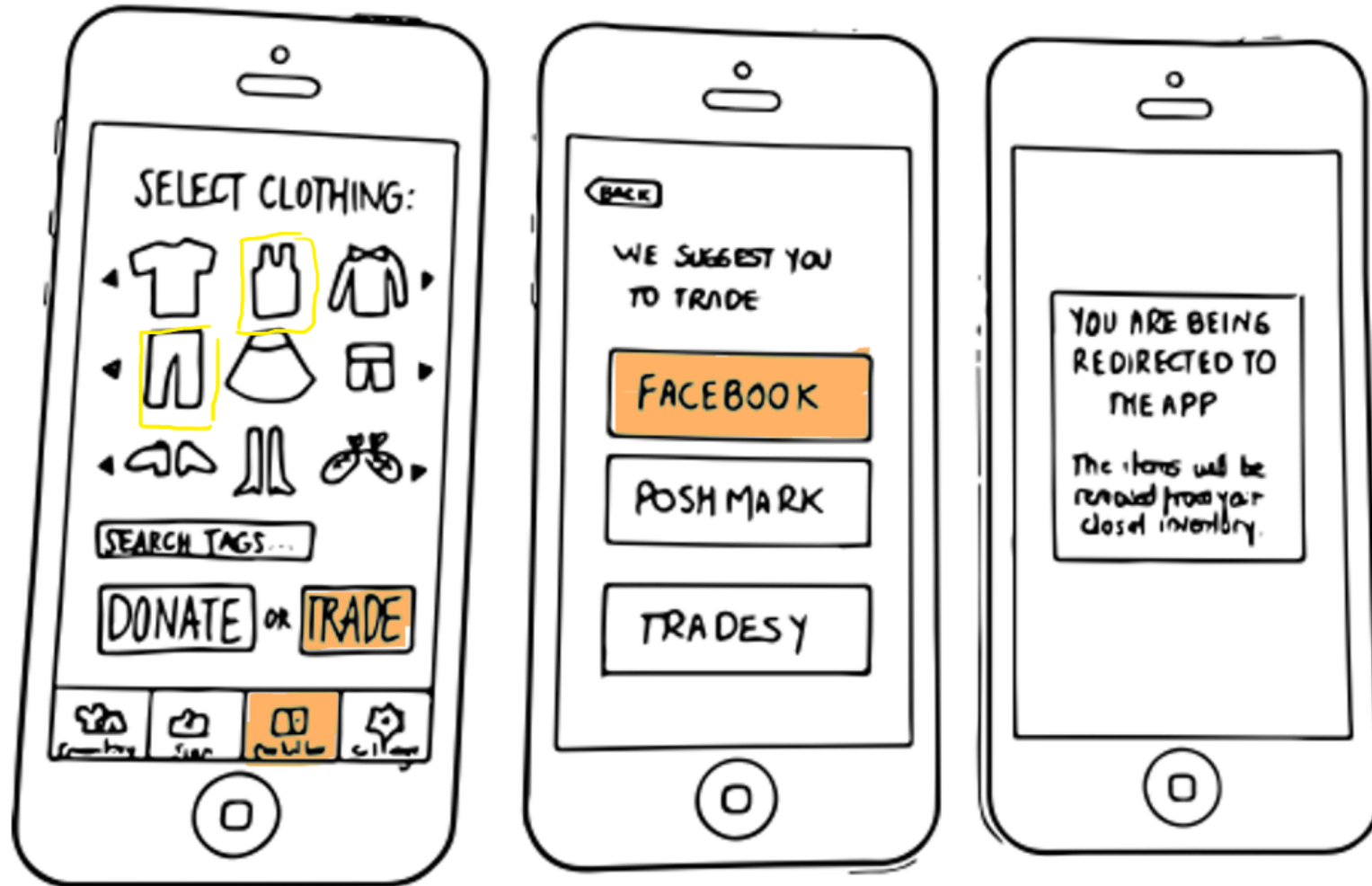
Task 1: Scanning clothing items



Task 2: Donation



Task 2: Trading

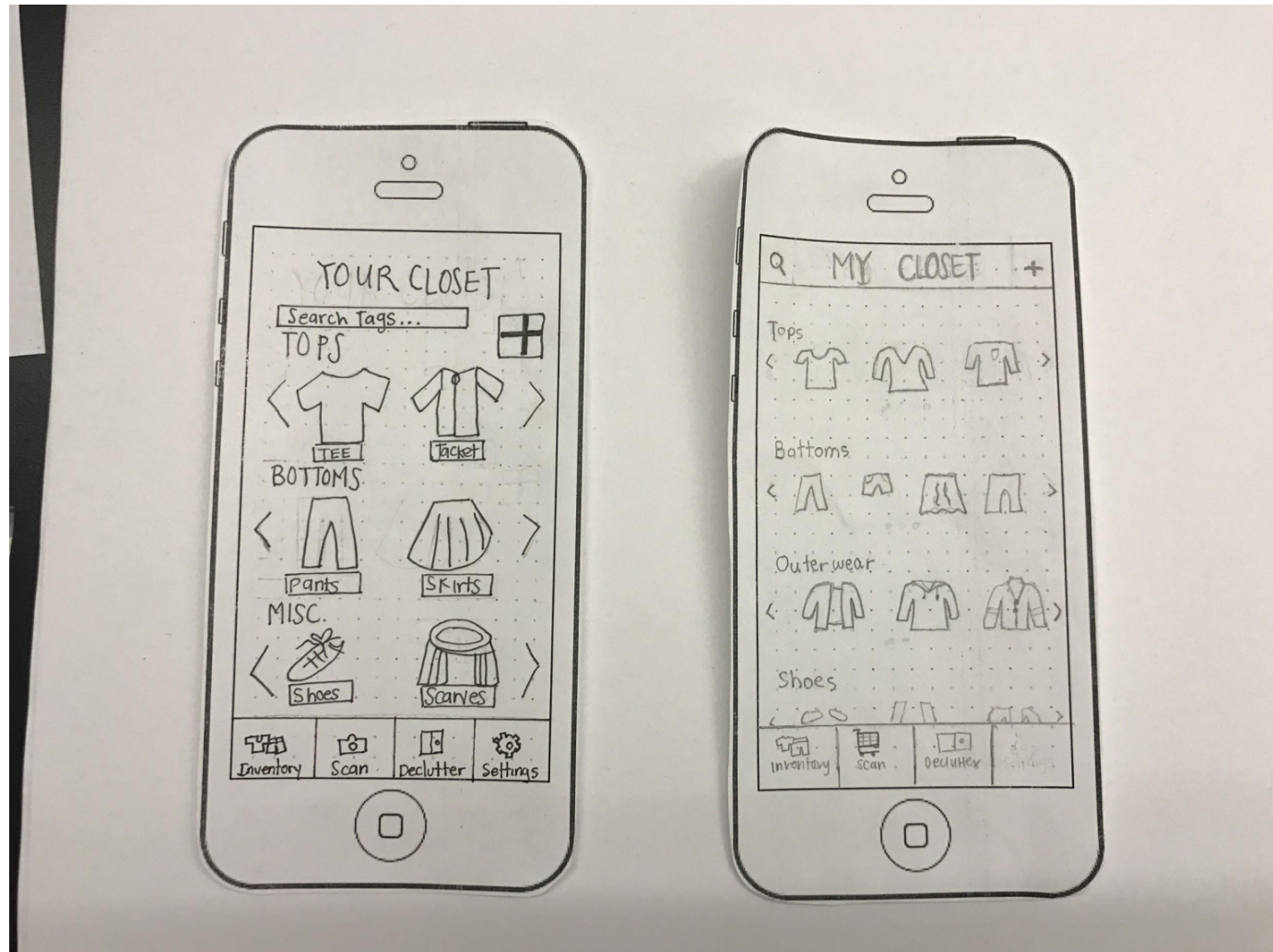


Testing Process

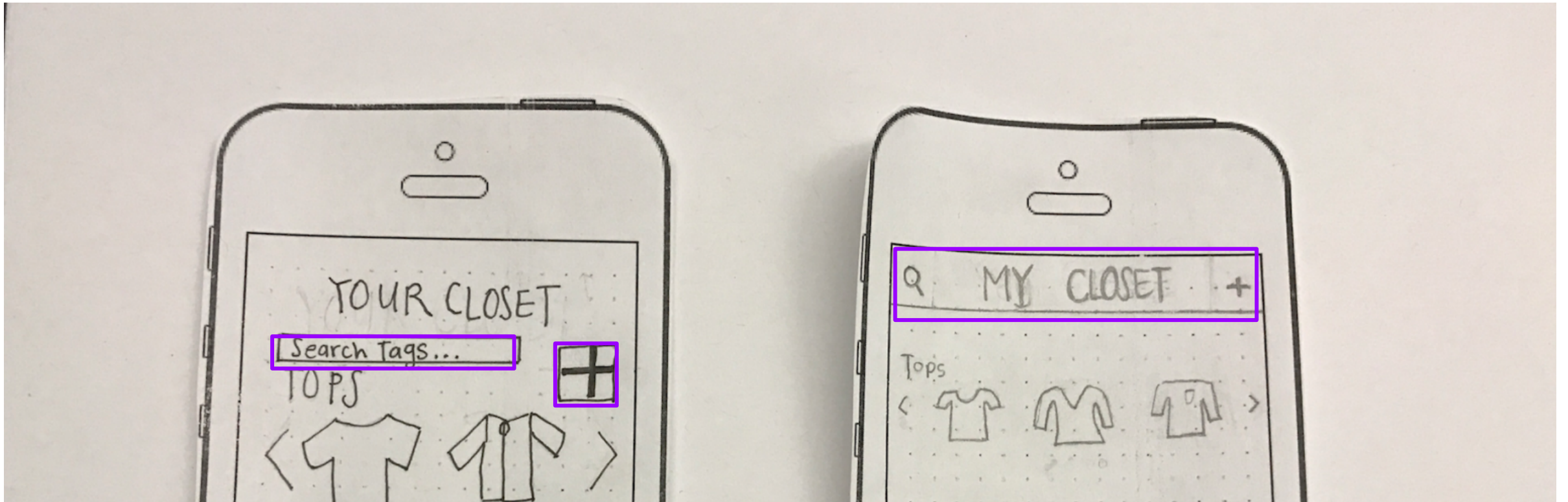
Heuristic Evaluation



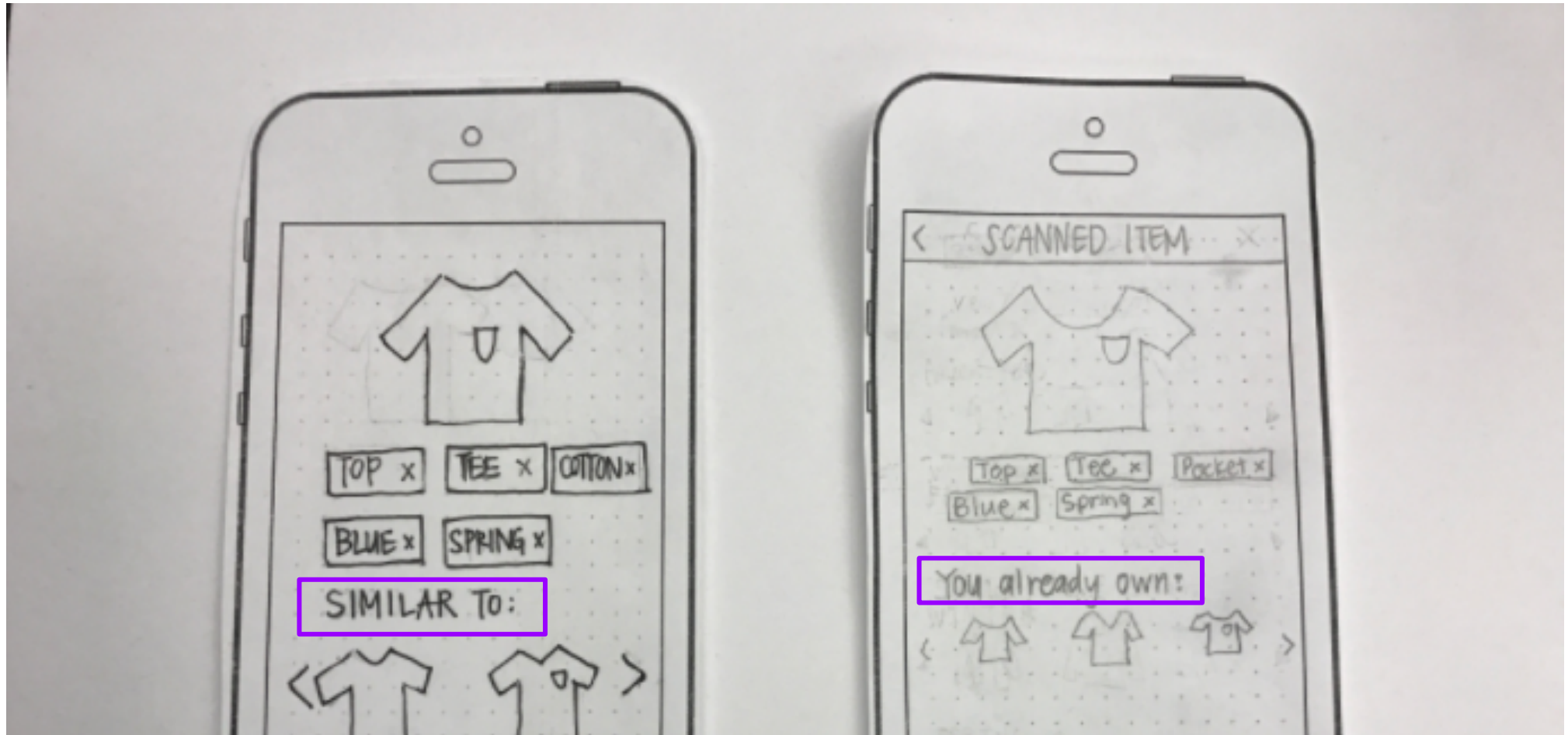
Refinement: Minimalistic Design



Refinement: Added Banner



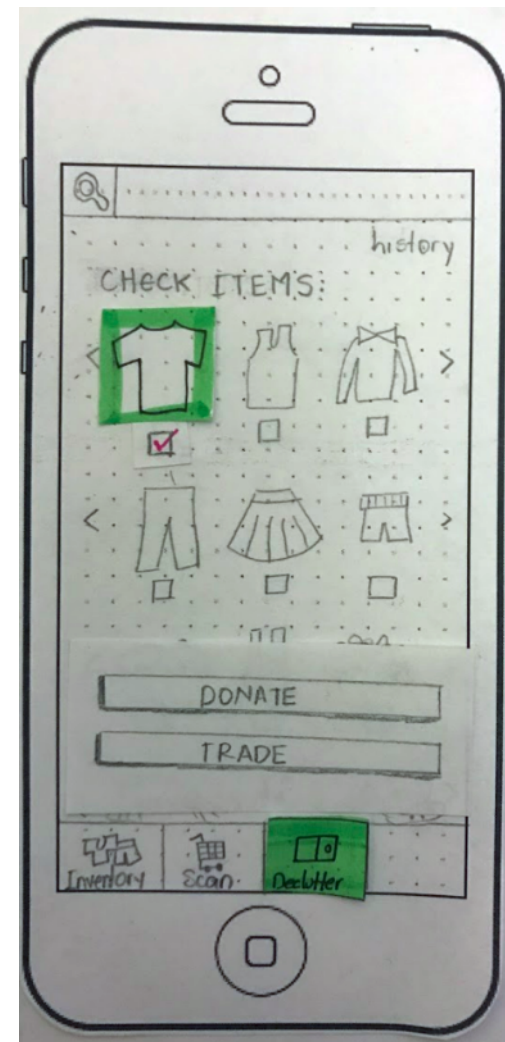
Refinement: Change in Wording



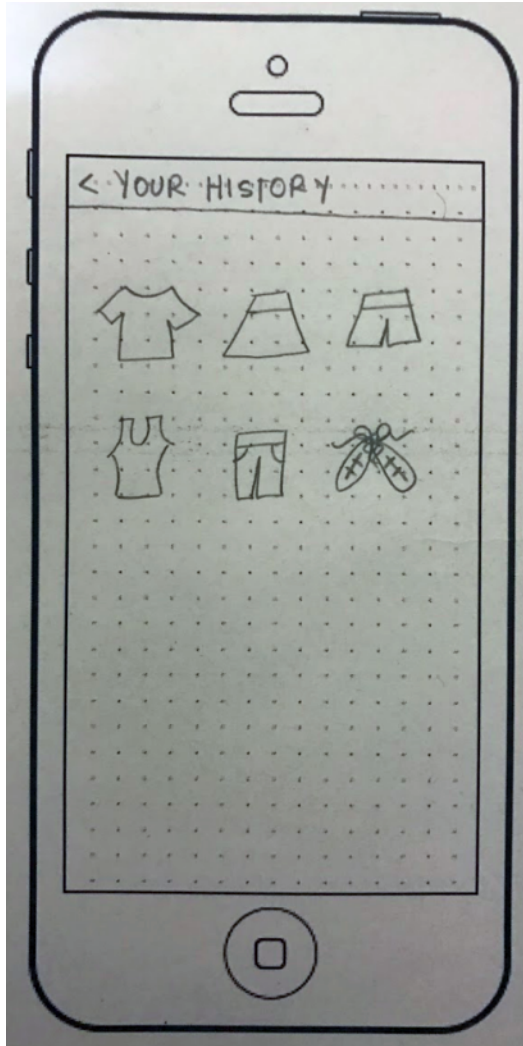
Usability Testing



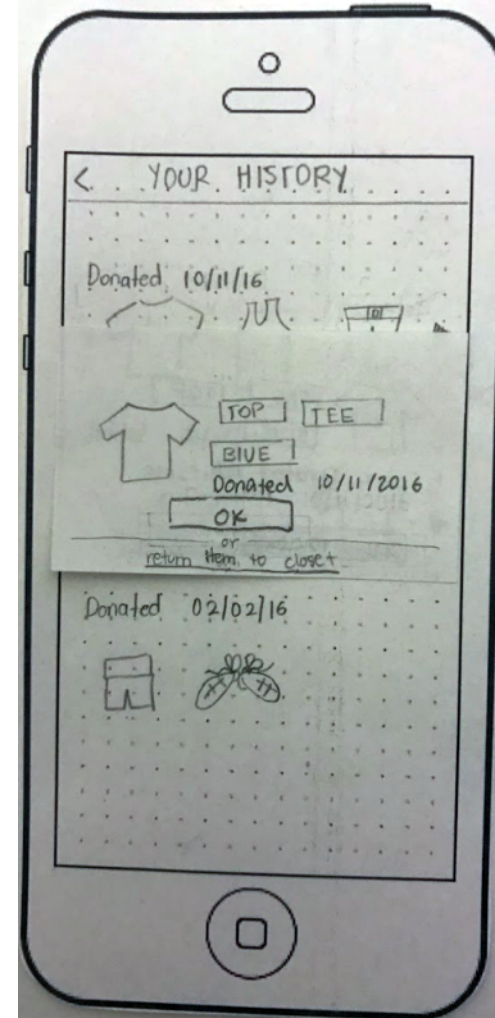
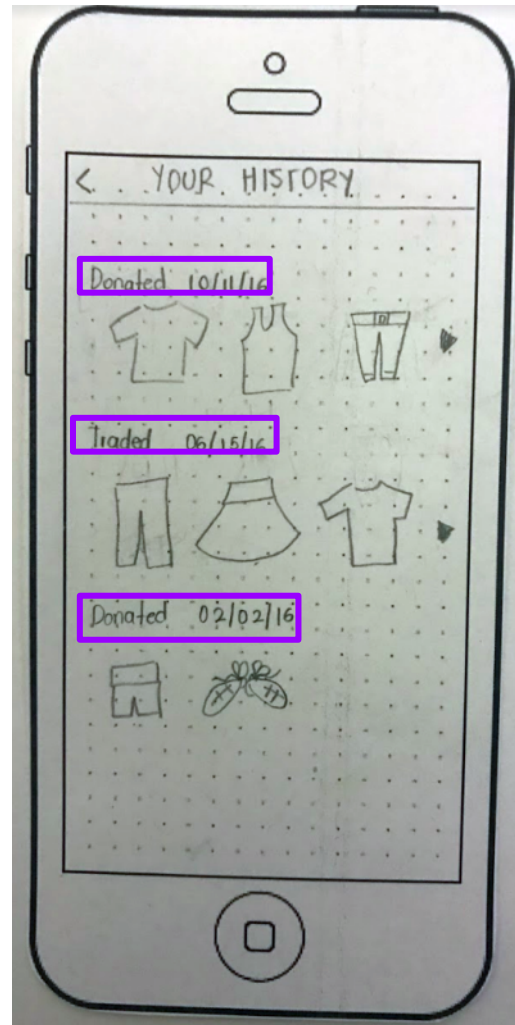
Test 1: Viewing Details



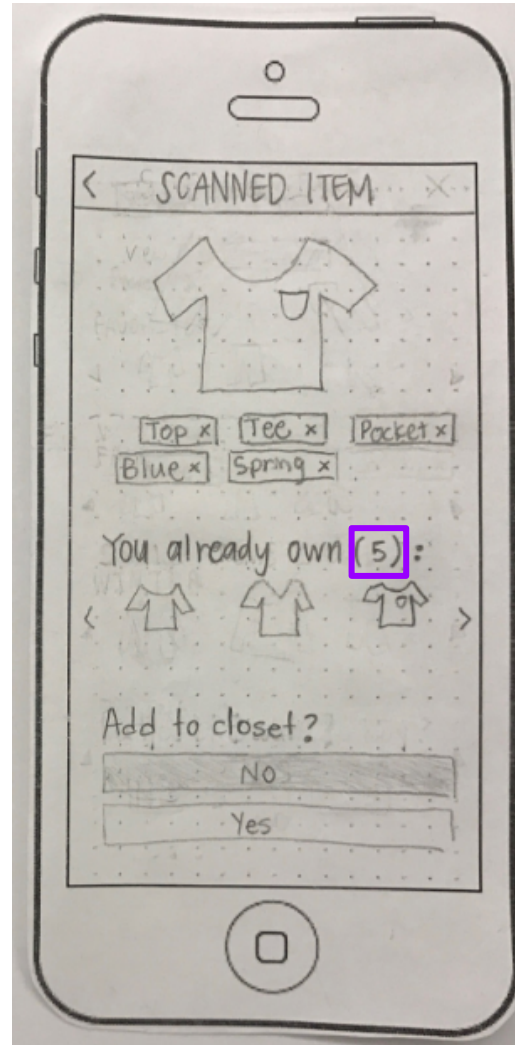
Test 1: Added History Page



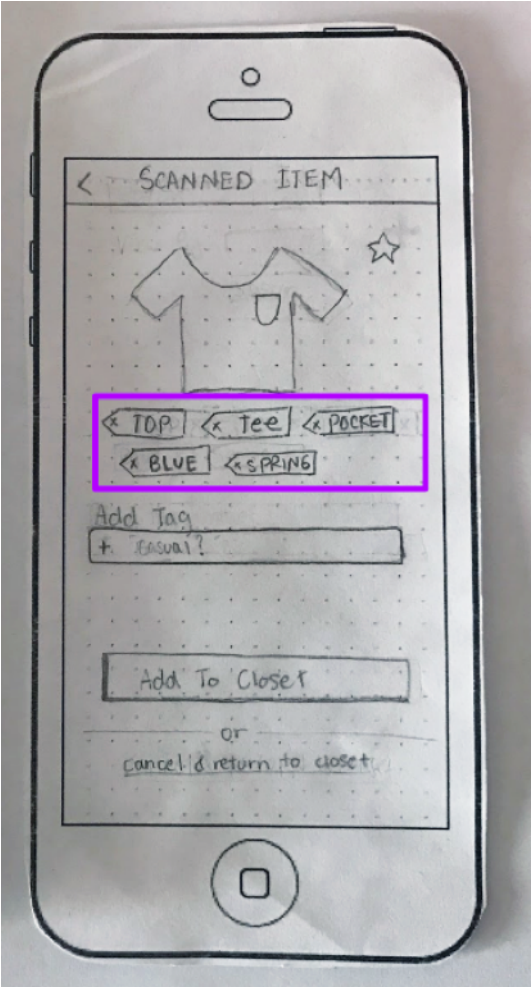
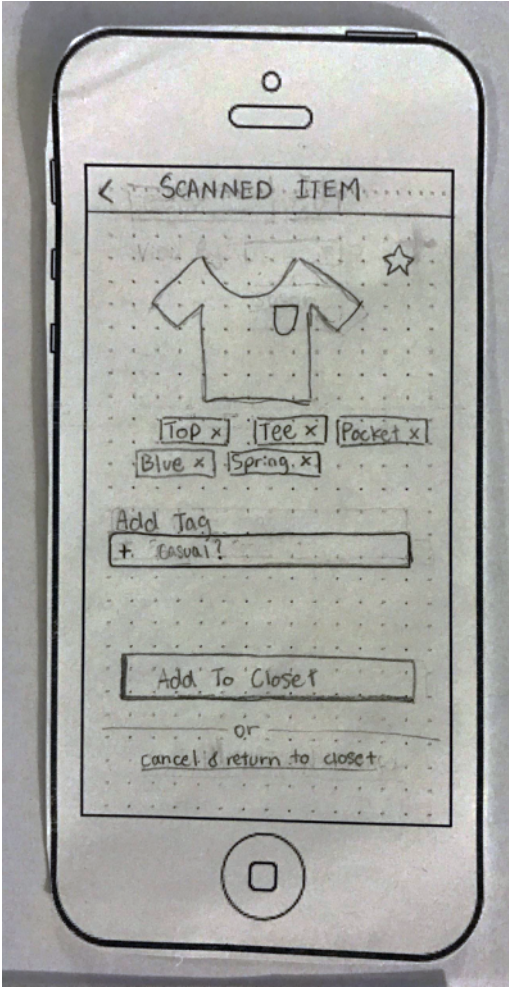
Test 2: Added Dates to History



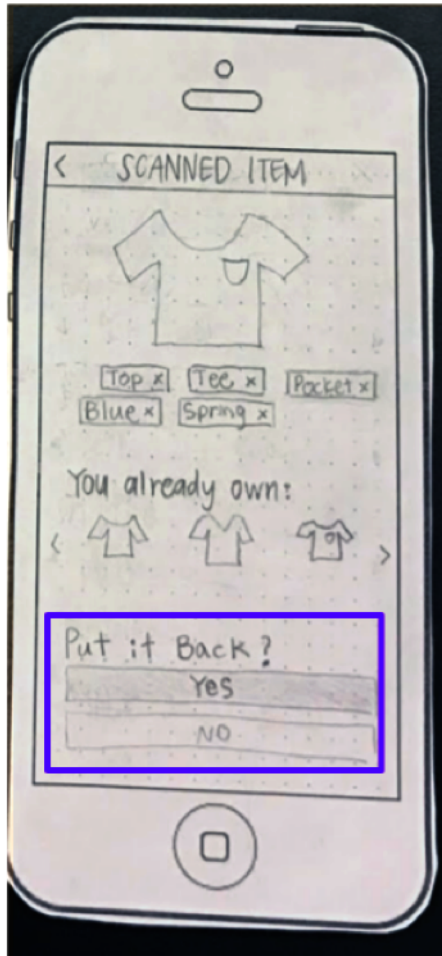
Test 2: Added Quantity



Test 3: Redesigned Tags



Refinement on Wording

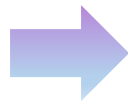


Test 1

Refinement on Wording



Test 1

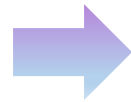


Test 2

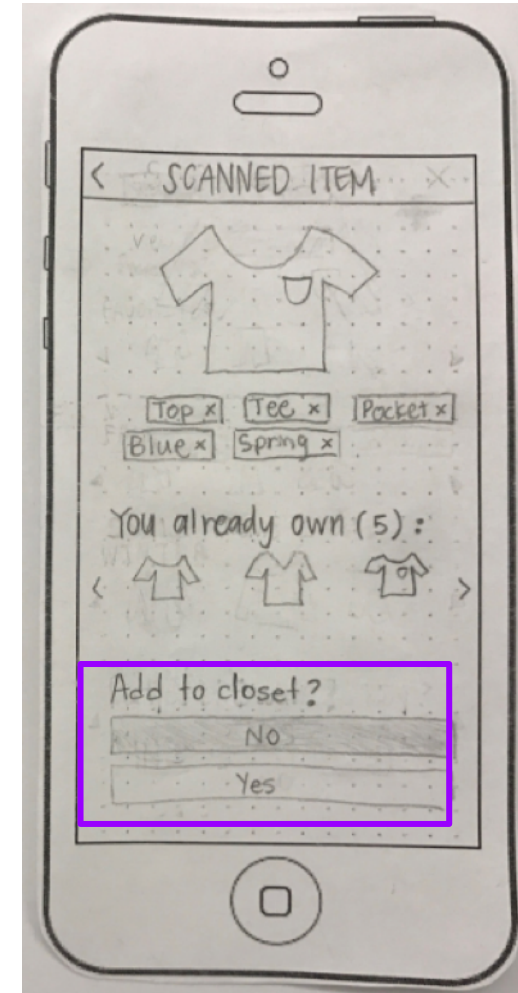
Refinement on Wording



Test 1

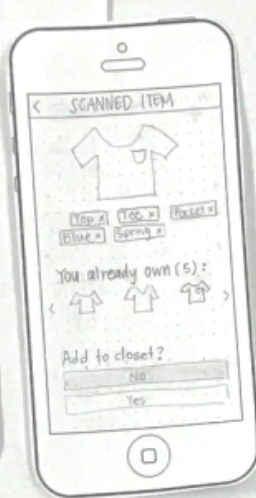
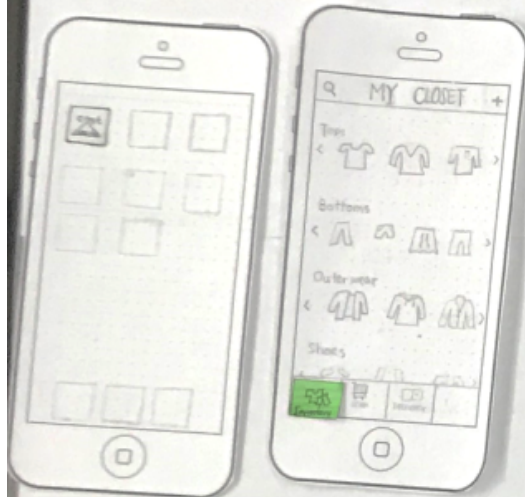


Test 2



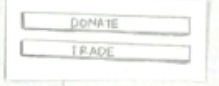
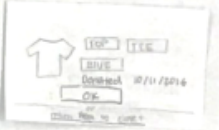
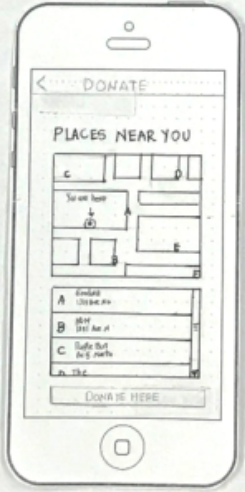
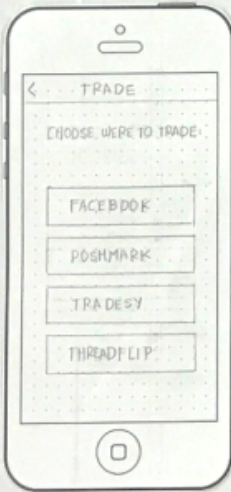
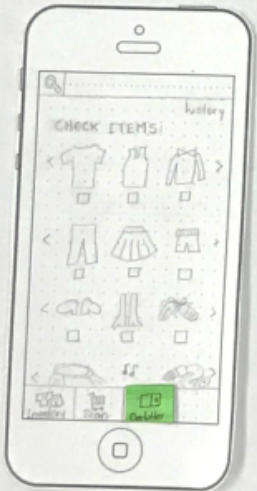
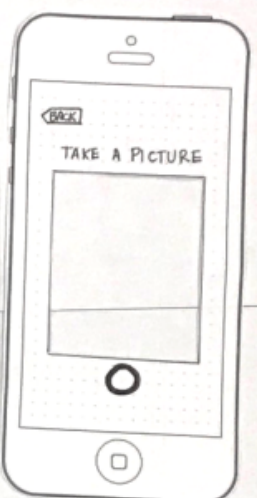
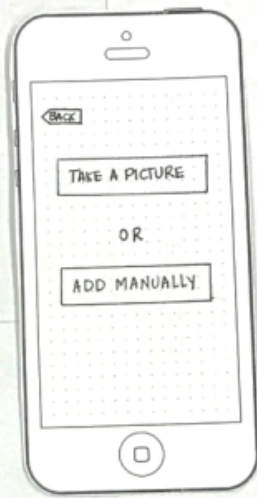
Test 3

Final Paper Prototype



Item added to closet!

Barcode

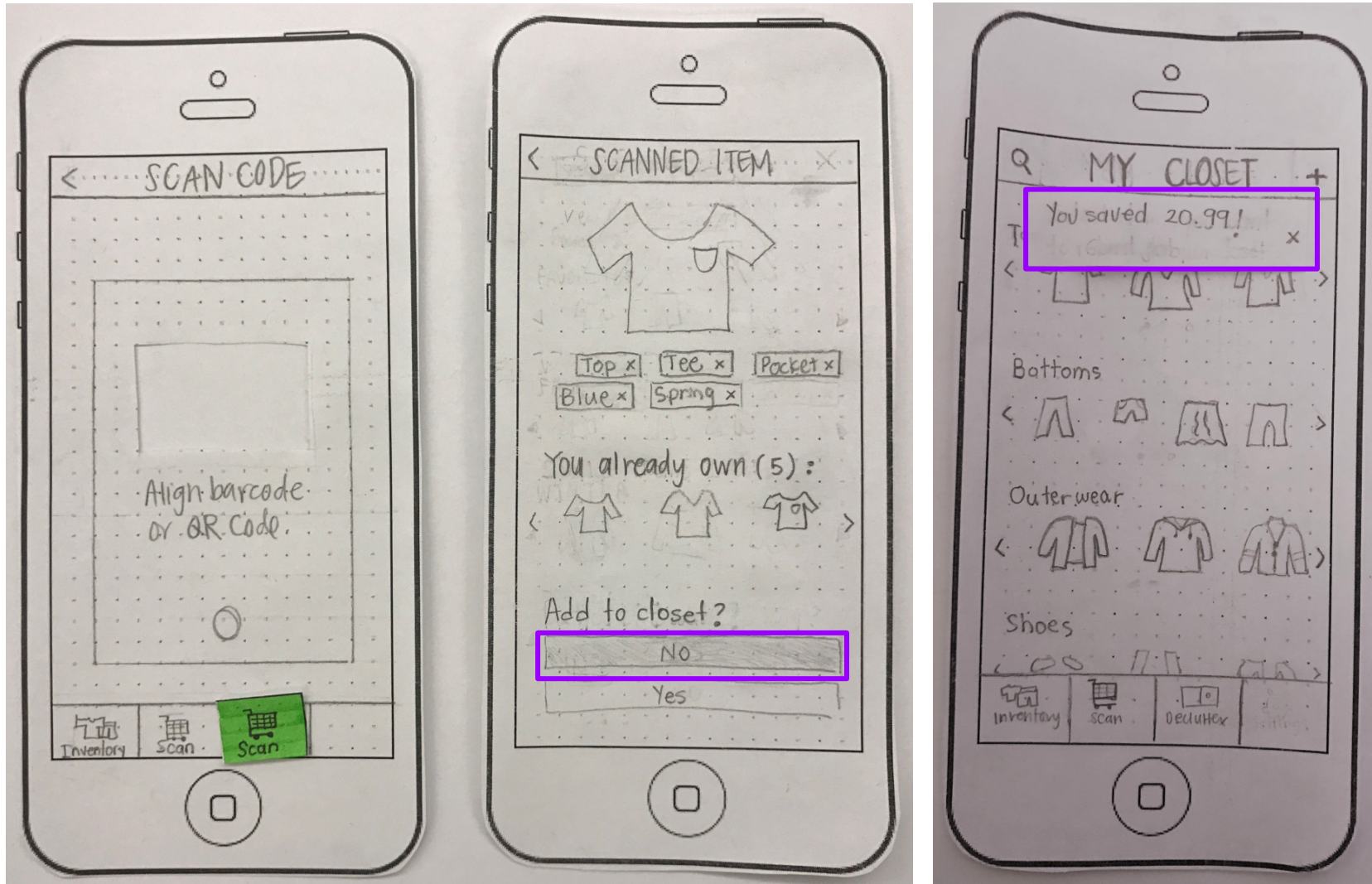


You saved 20.99!

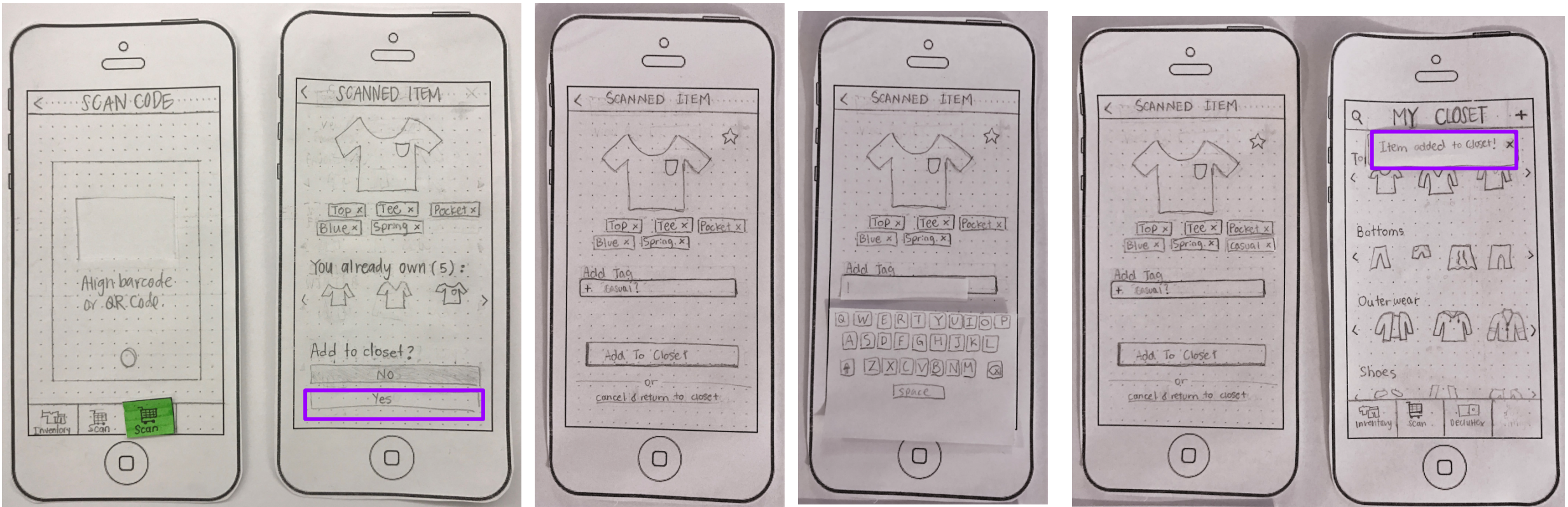


Item has been returned to your closet!

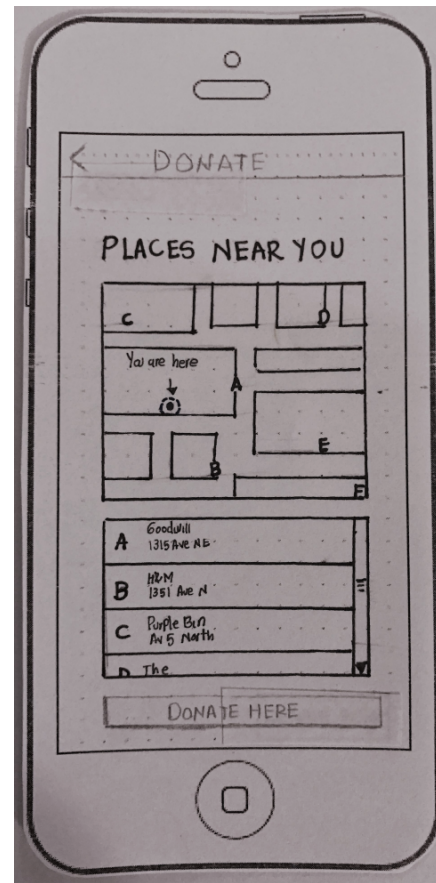
Task 1: Part 1



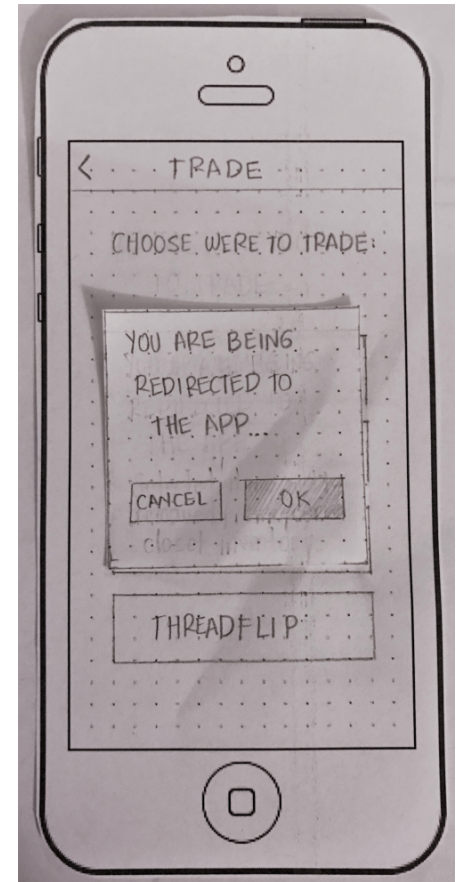
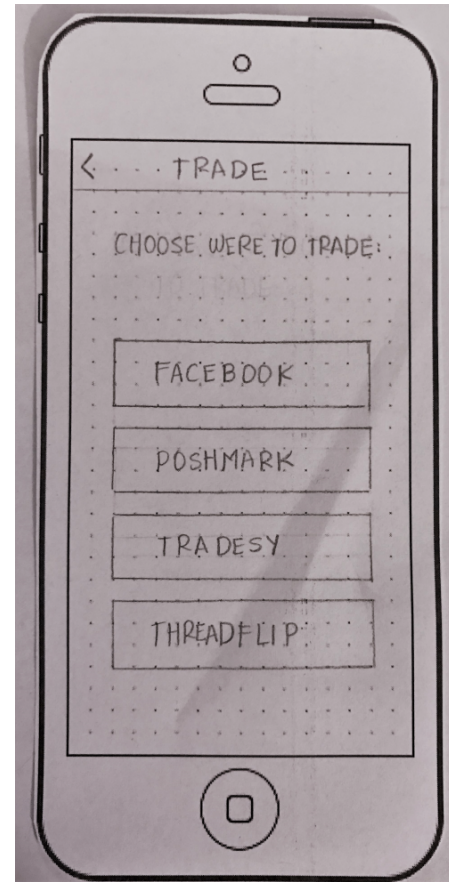
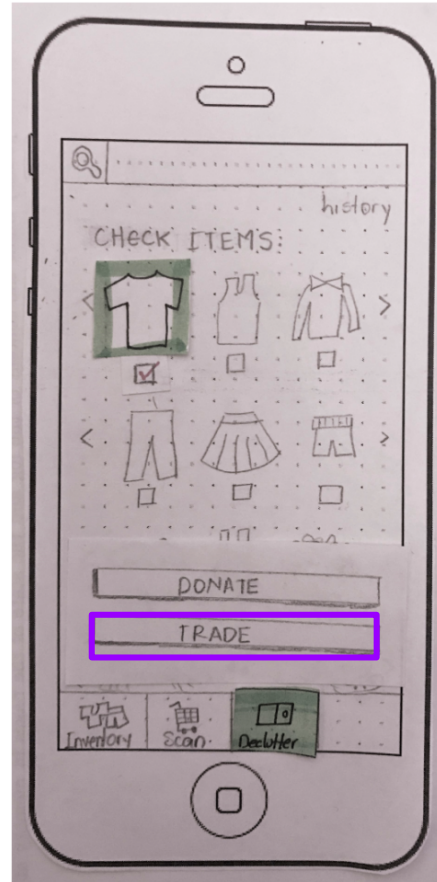
Task 1: Part 2



Task 2: Donation




Task 2: Trading



Digital Mockup

My Closet


Tops




Bottoms



Outerwear



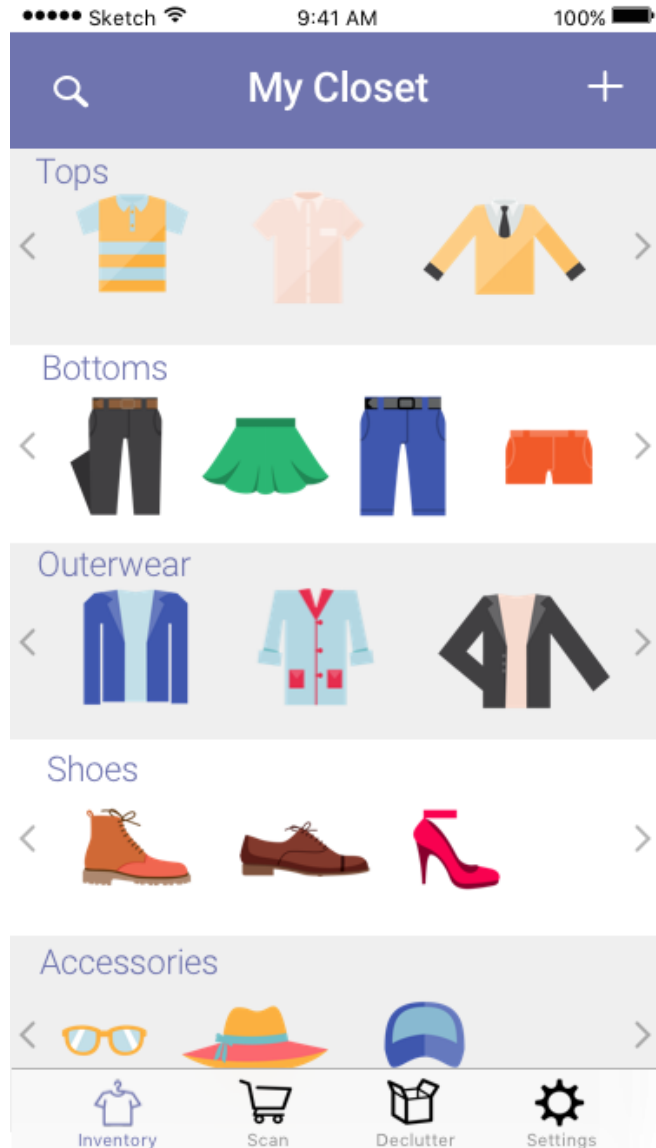
Shoes



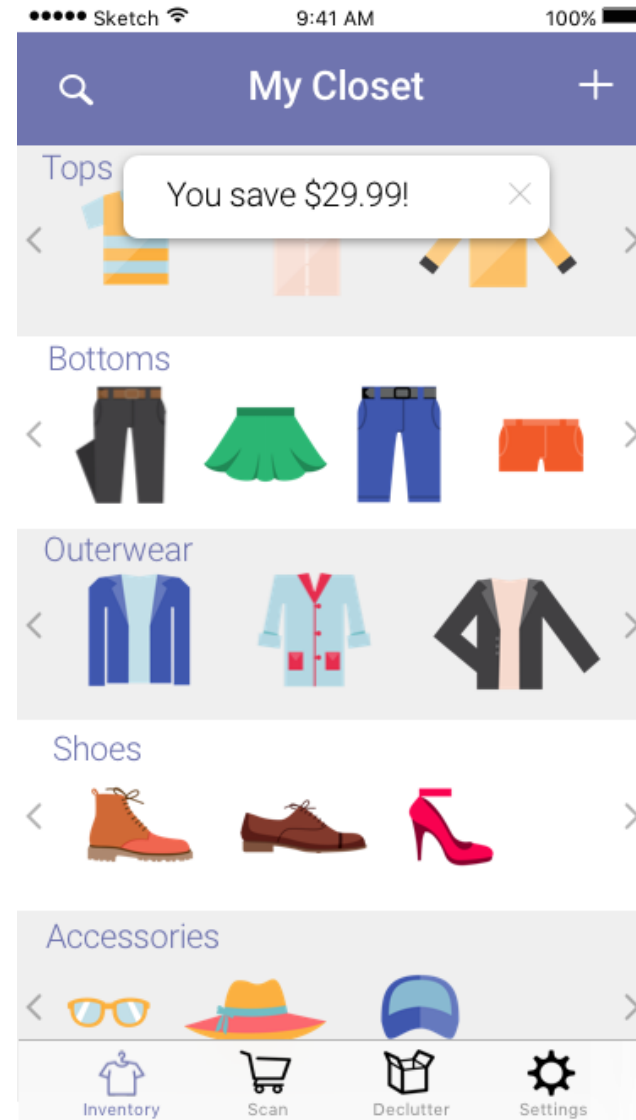
Accessories



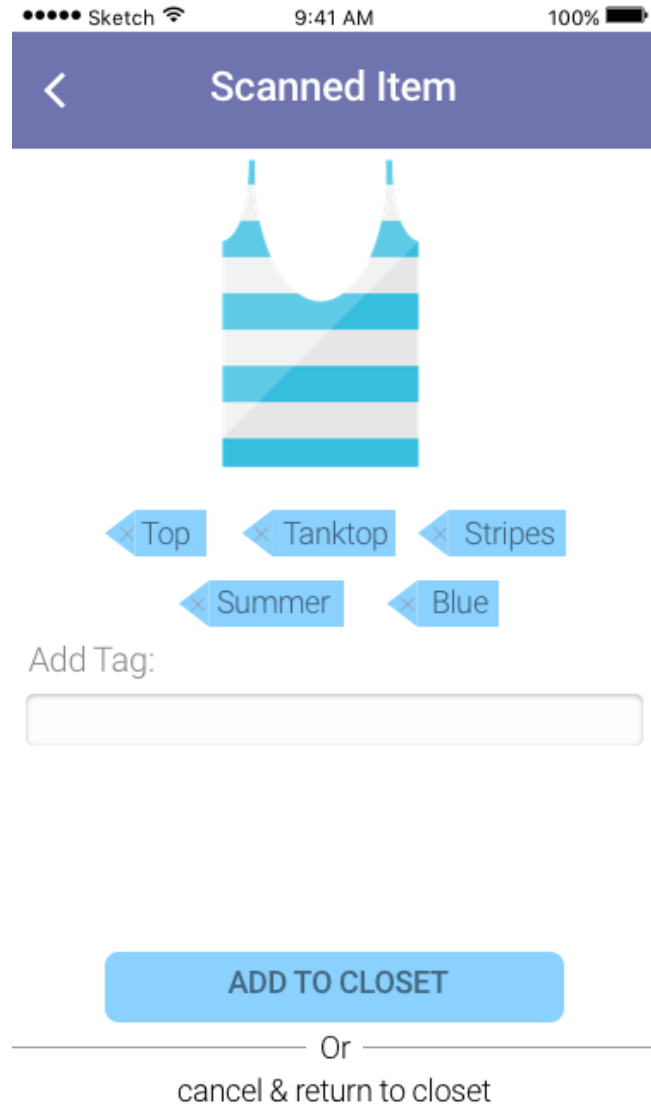
Task 1: Scanning Item



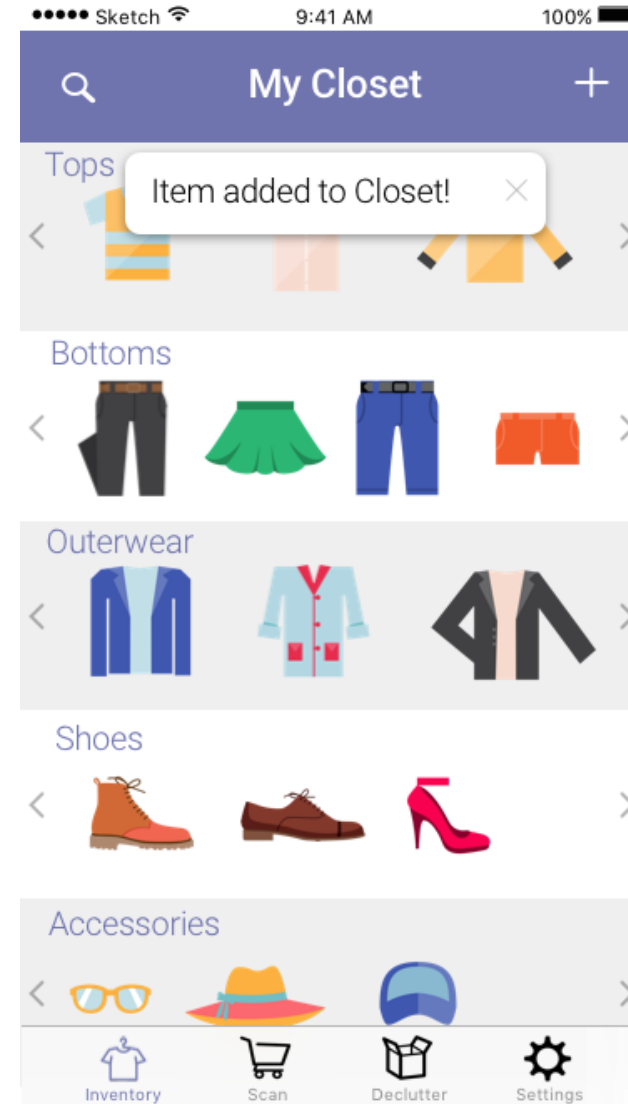
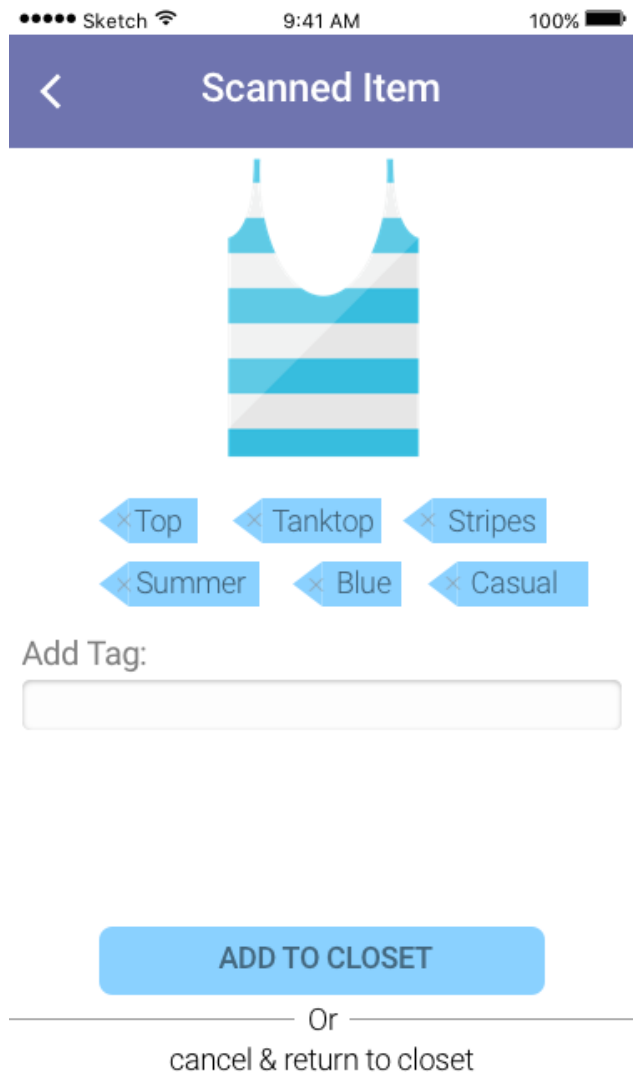
Task 1: Scanning Item



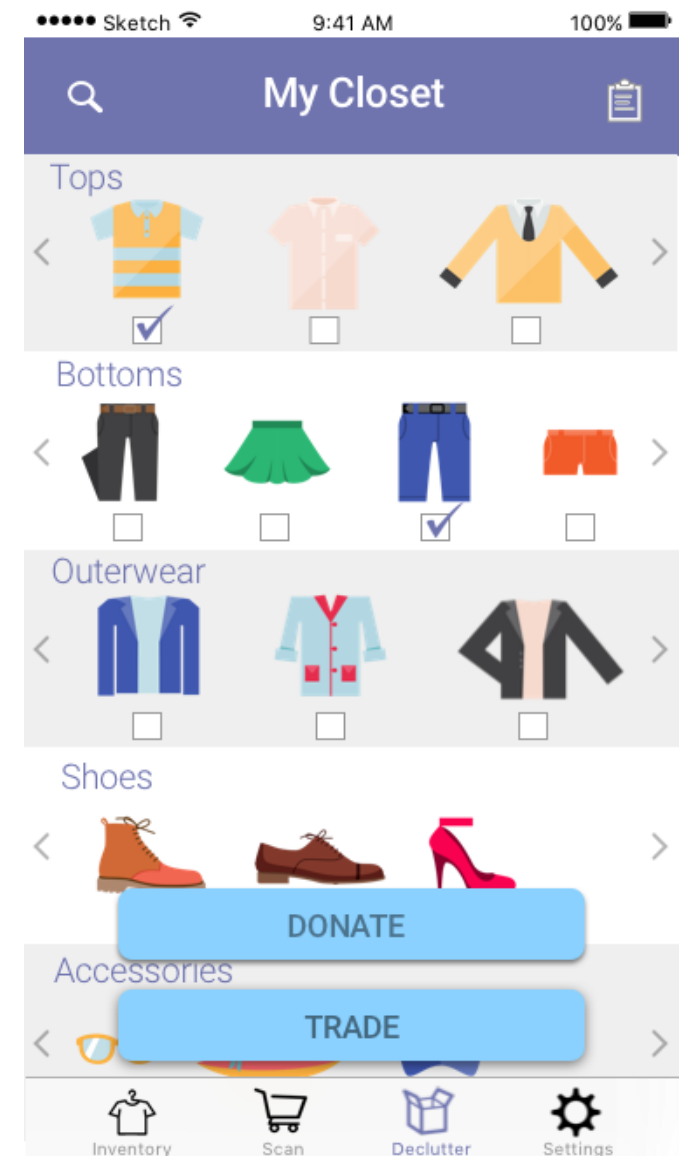
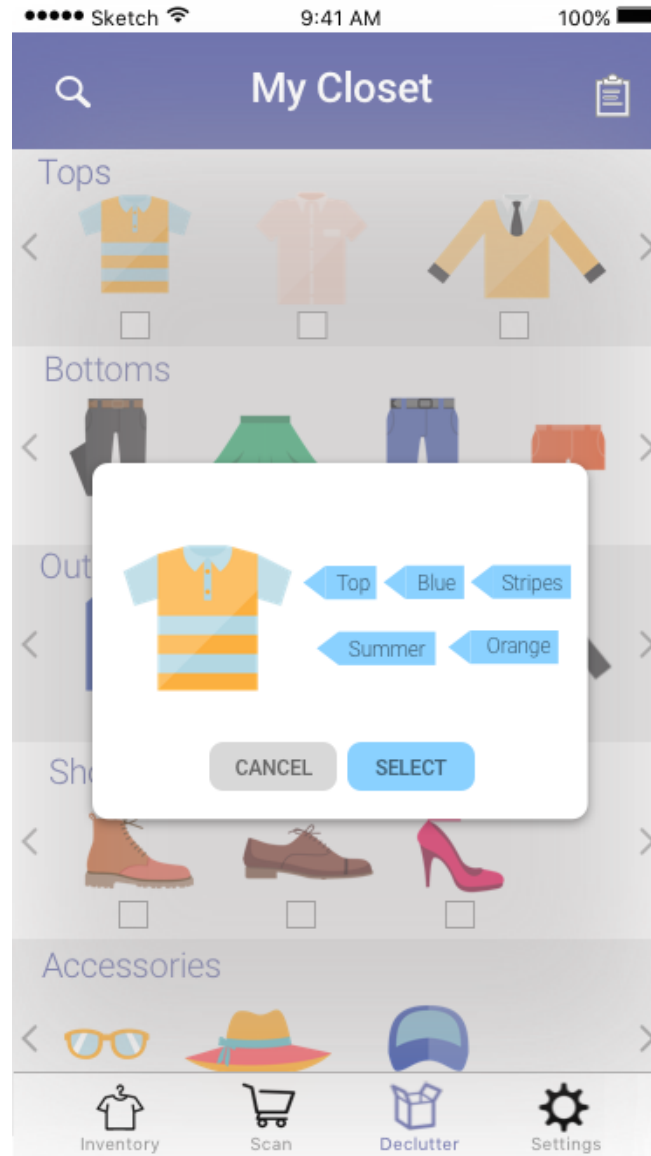
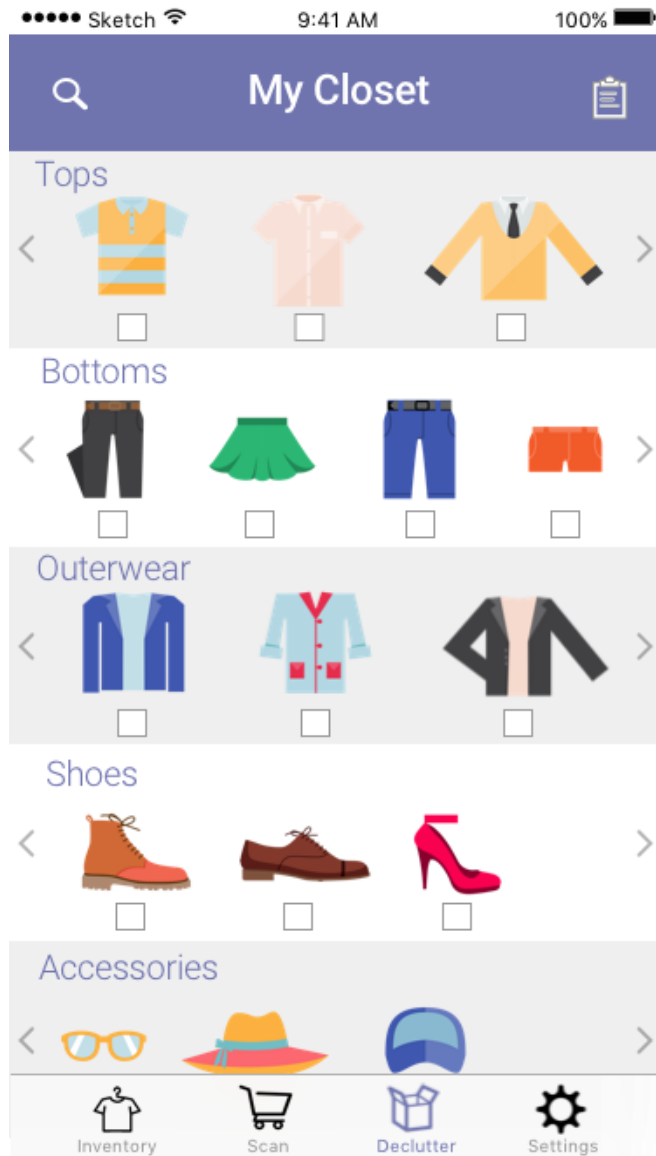
Task 1: Adding Scanned Item to Closet



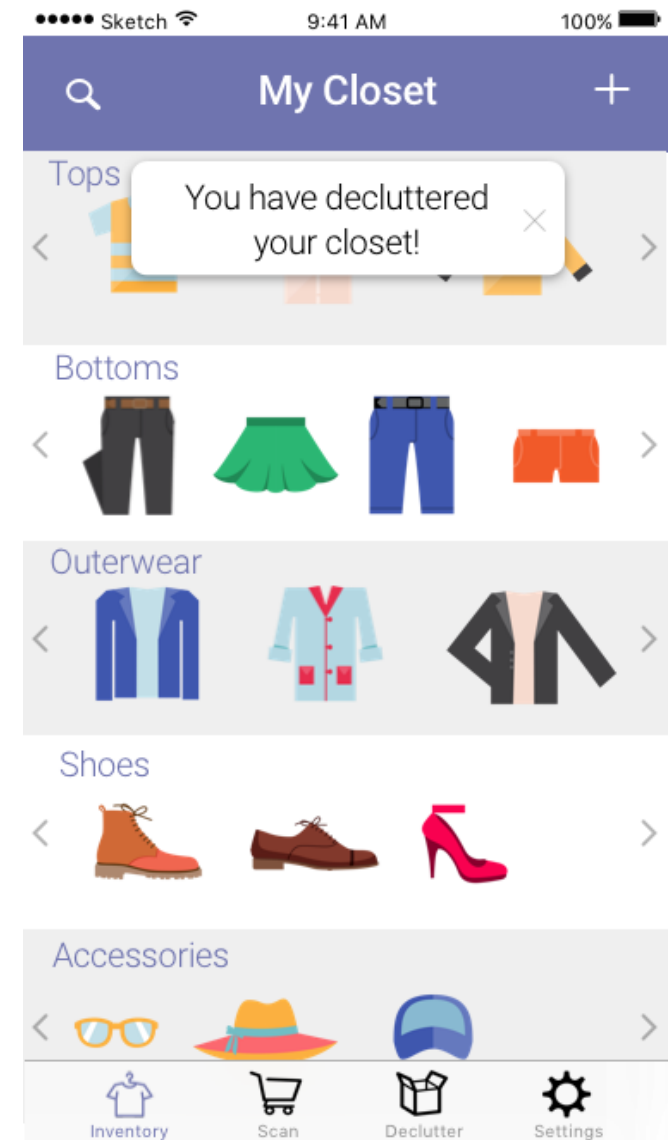
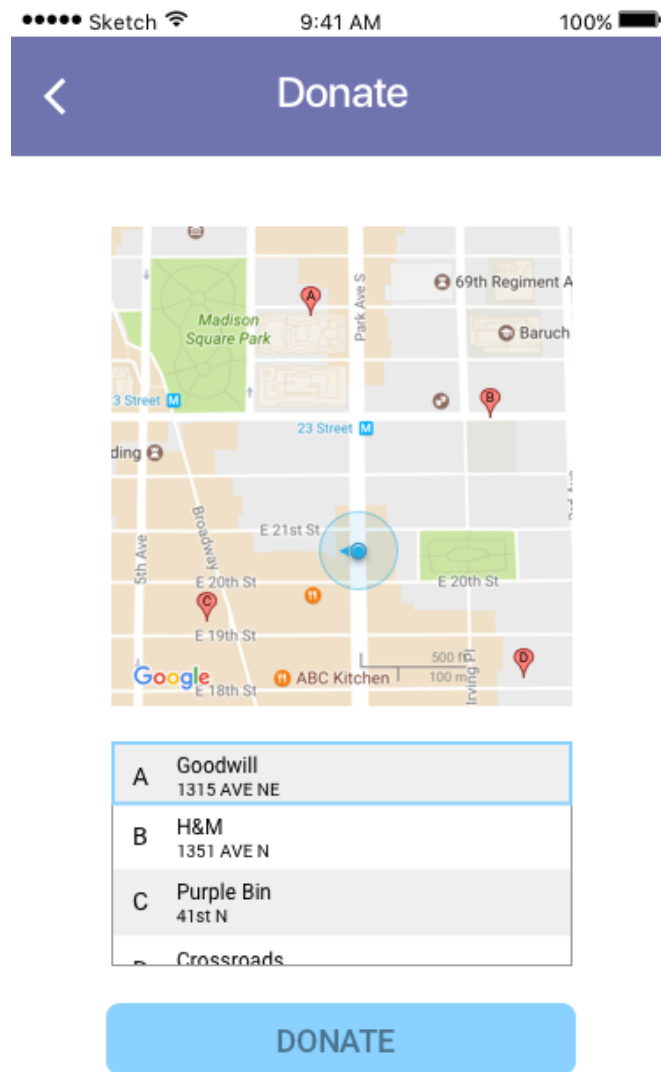
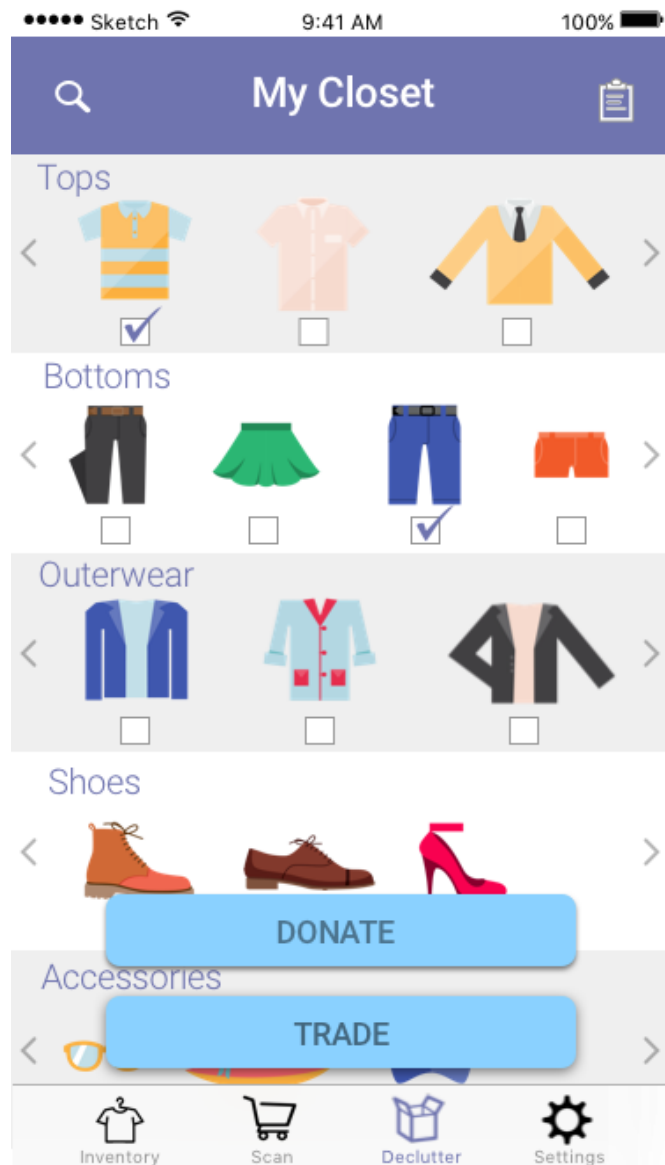
Task 1: Adding Scanned Item to Closet



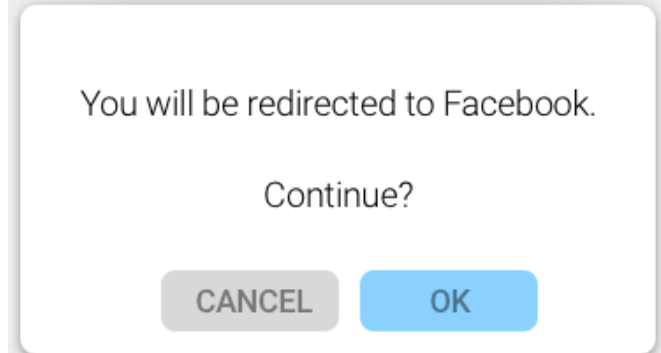
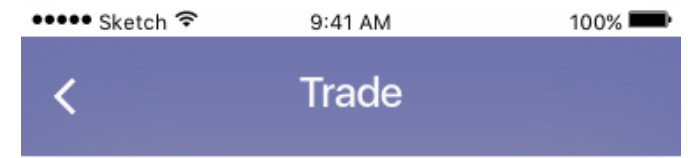
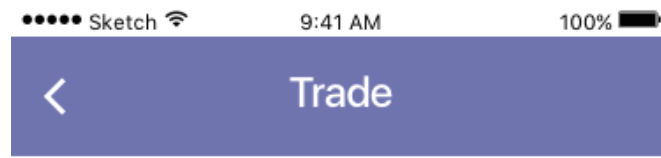
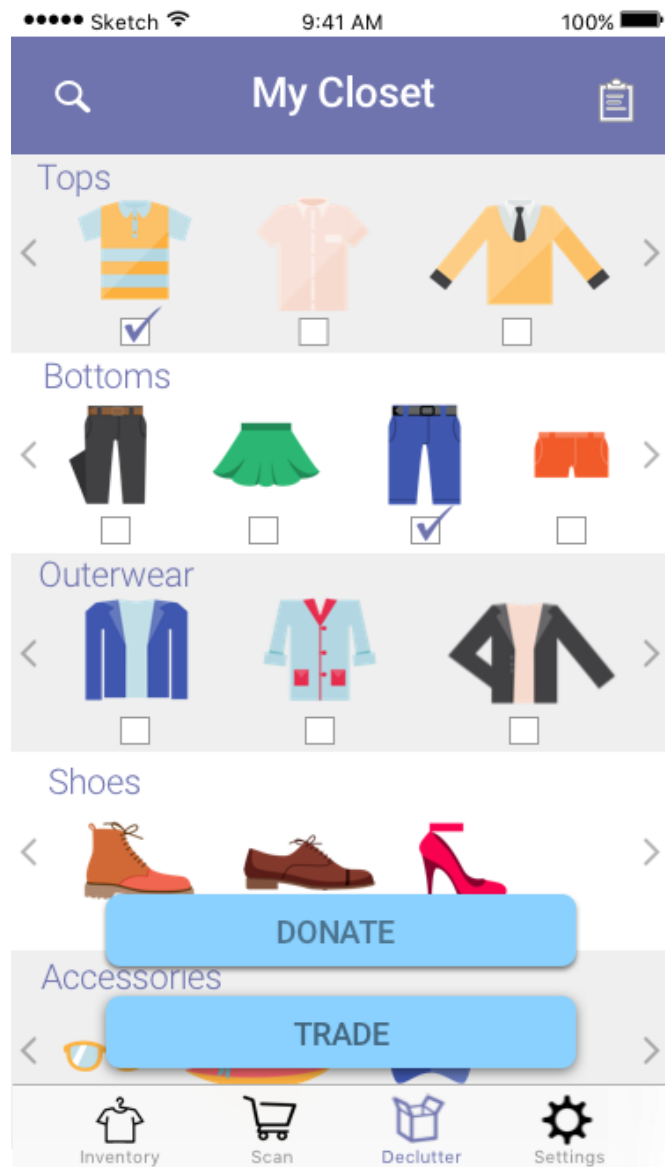
Task 2: Item selection



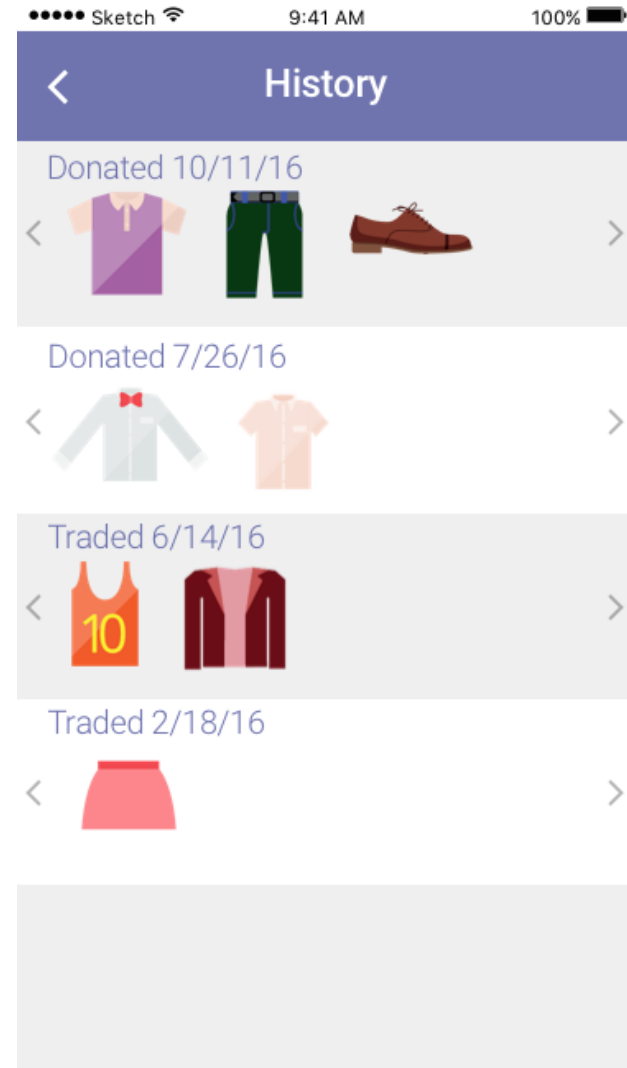
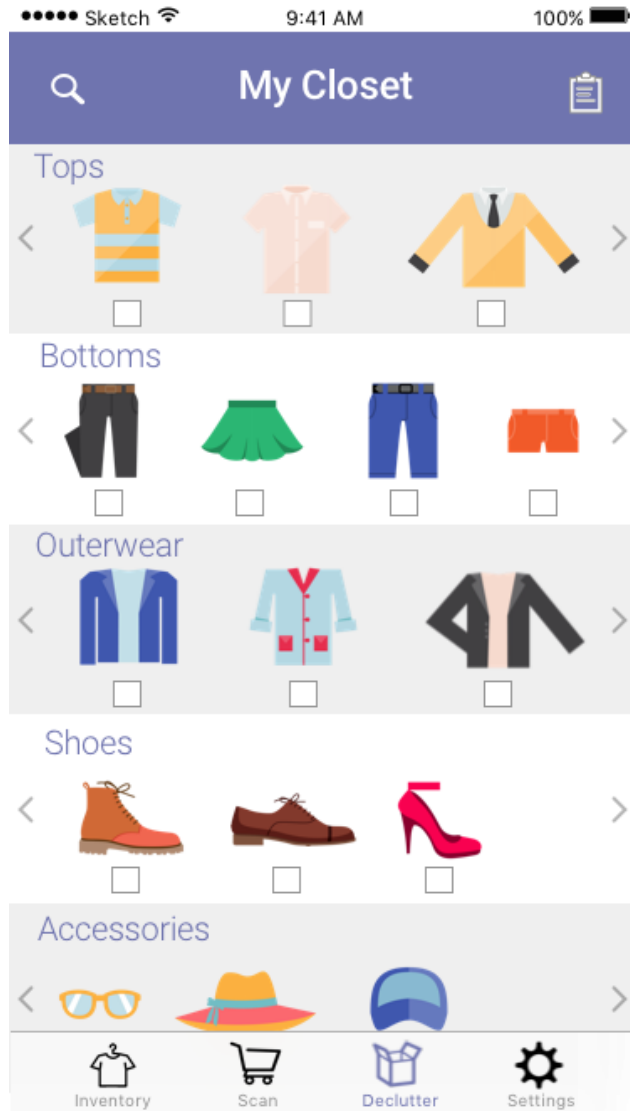
Task 2: Donation



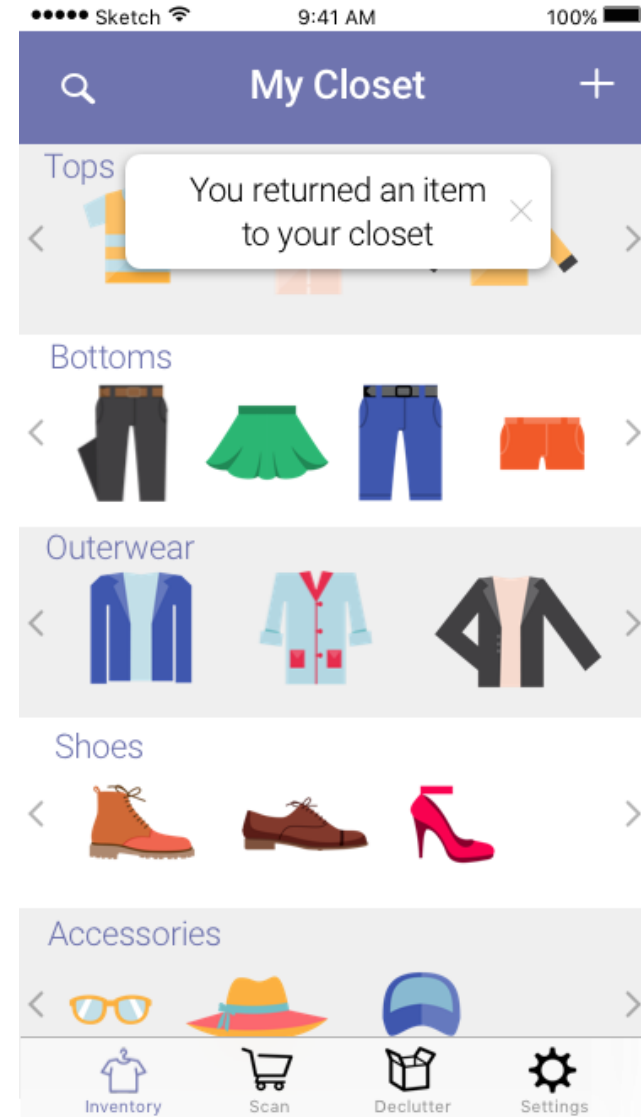
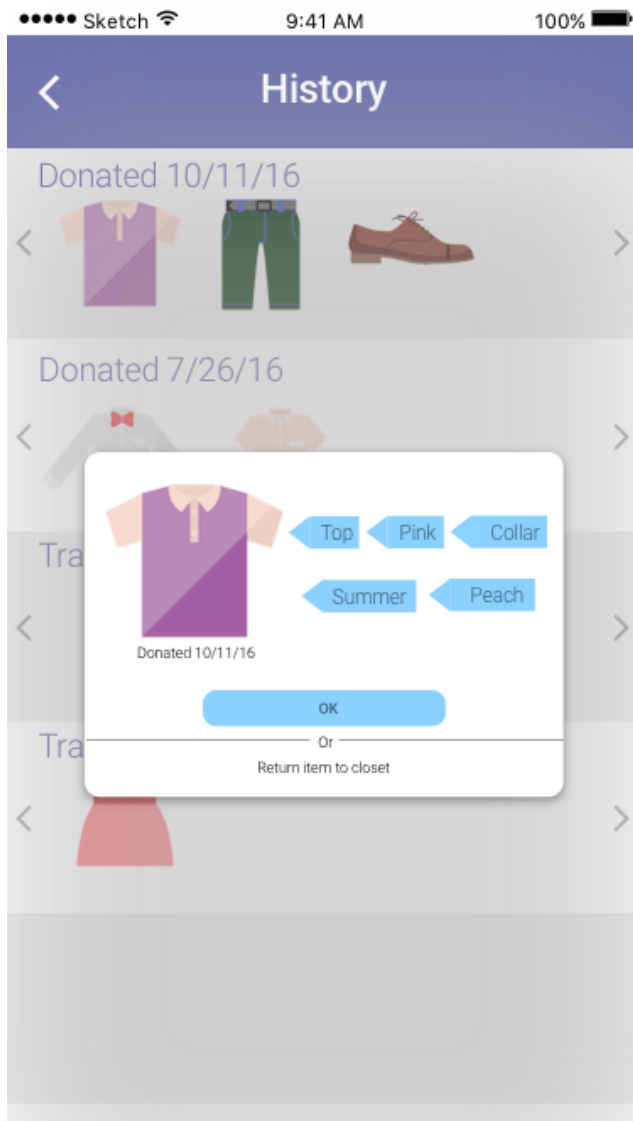
Task 2: Trading



Task 2: View History



Task 2: View History



Summary

- Design's clarity is greatly affected by wording.
- Iteration in design is important.
- What we think is obvious may not be for actual users.

c2st

conscious closet

Any Questions?