

*“Take your closet with you wherever you go.”*

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# Let's Follow Some People...

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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?

# Contextual Inquiries



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- Location
- Procedure



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# Interviews

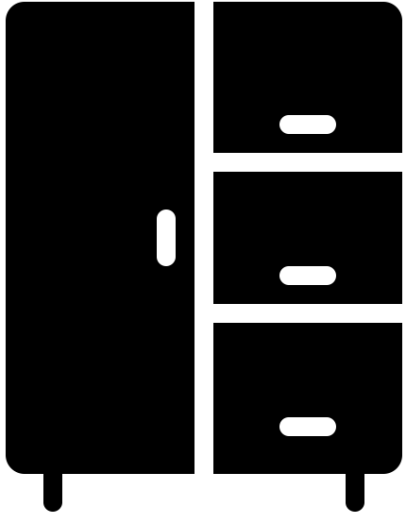
- Locations
- Procedure



(L – R): Closet contents from Participant 1, 2 and 3 respectively.

# Results

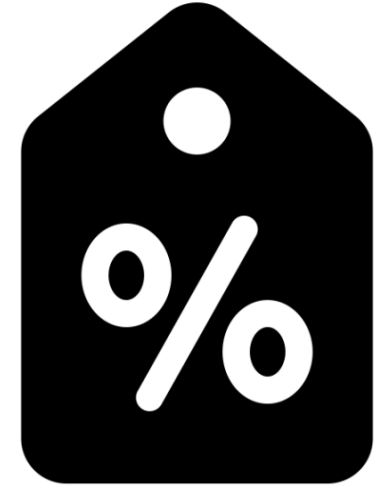
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Closet Organization



Research



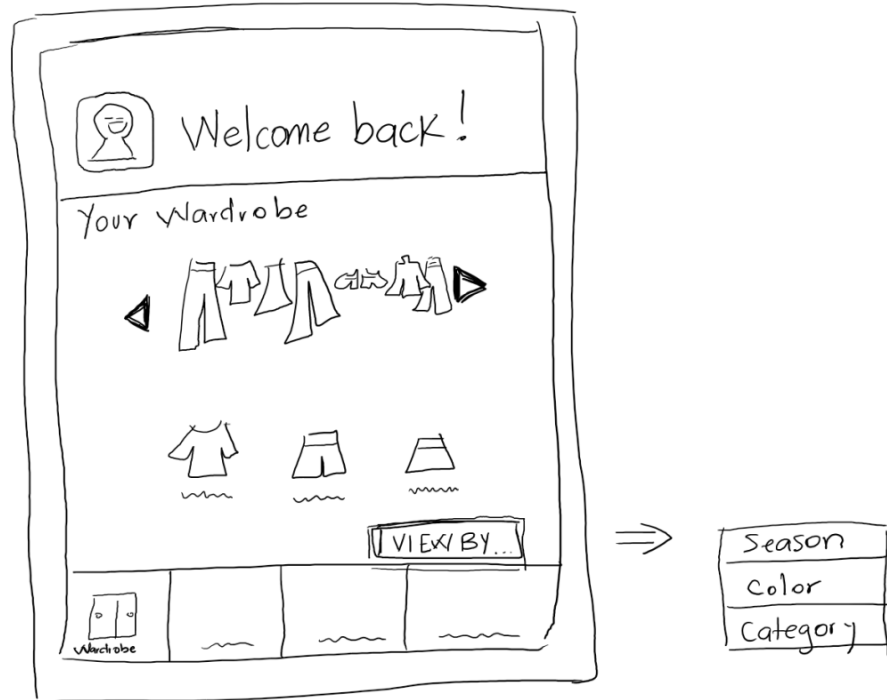
Discounts

# Tasks

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1. Closet Organization
1. Shopping Research
1. Closet Inventory
1. Closet Decluttering
1. Budgeting
1. Accessorization

# Design 1

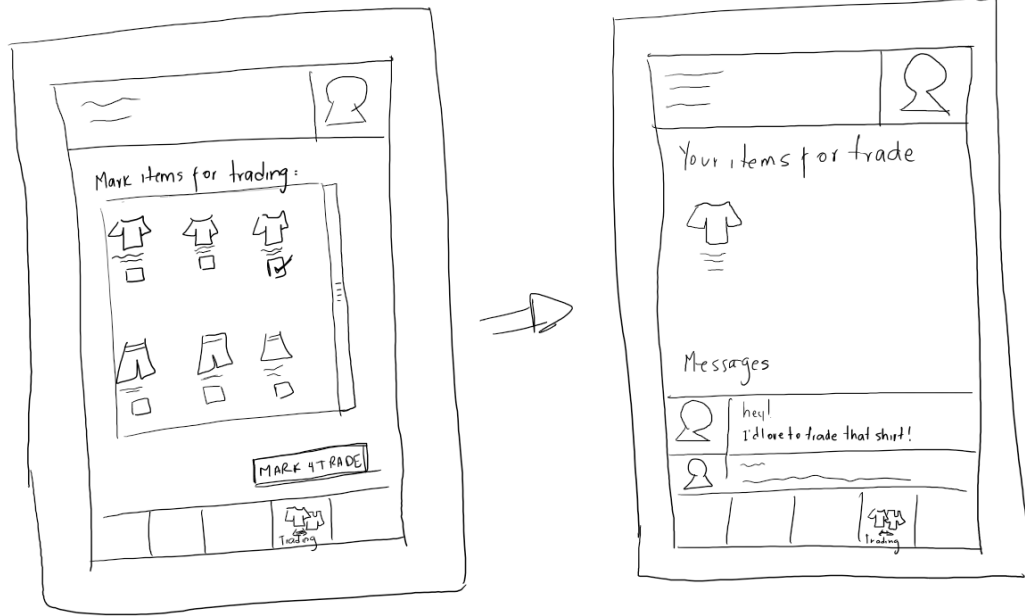


Closet inventory

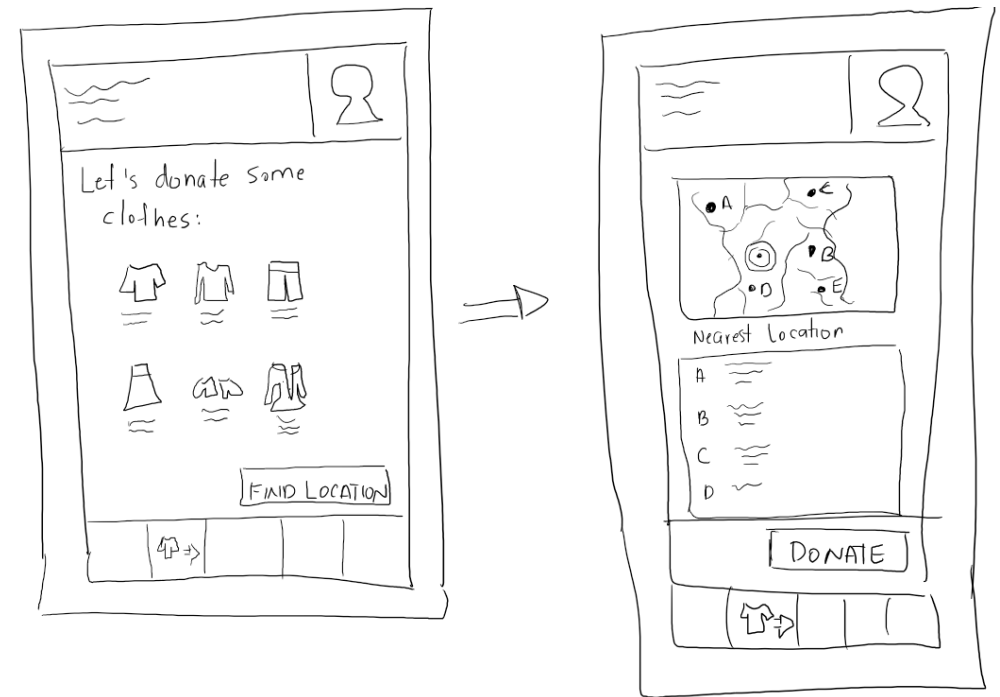


Scanning clothing  
barcode for new items

# Design 1



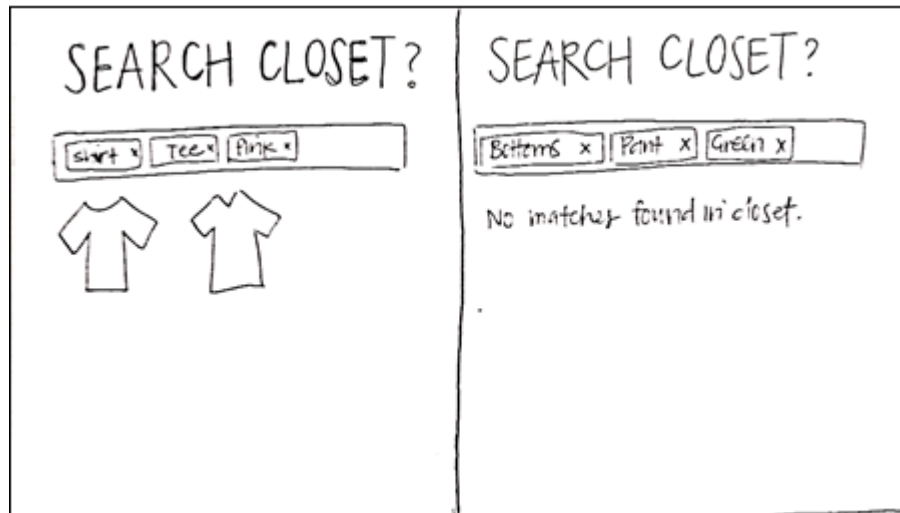
Trading with other app users



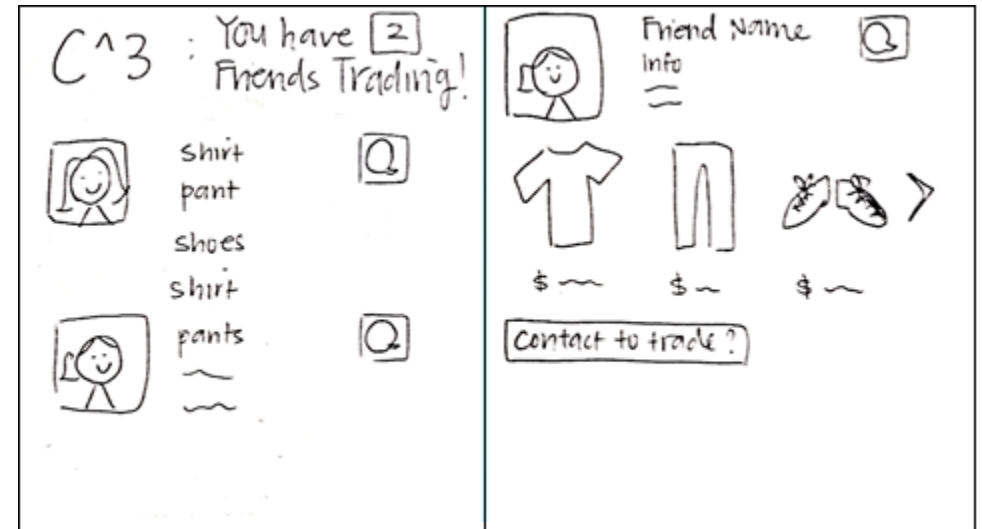
Donating to local thrift stores



# Design 2

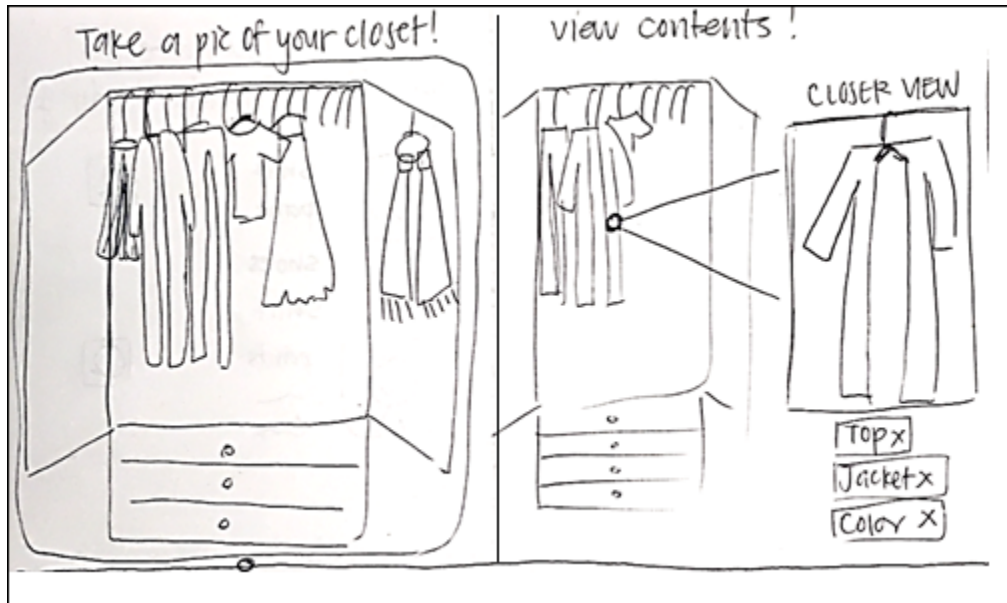


Easy searching through closet

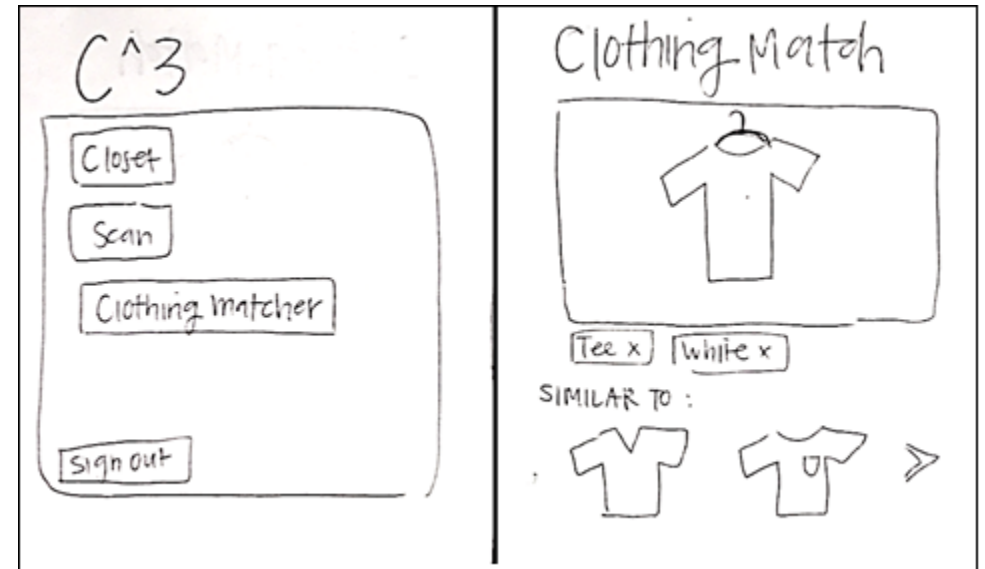


Trading with friends

# Design 2

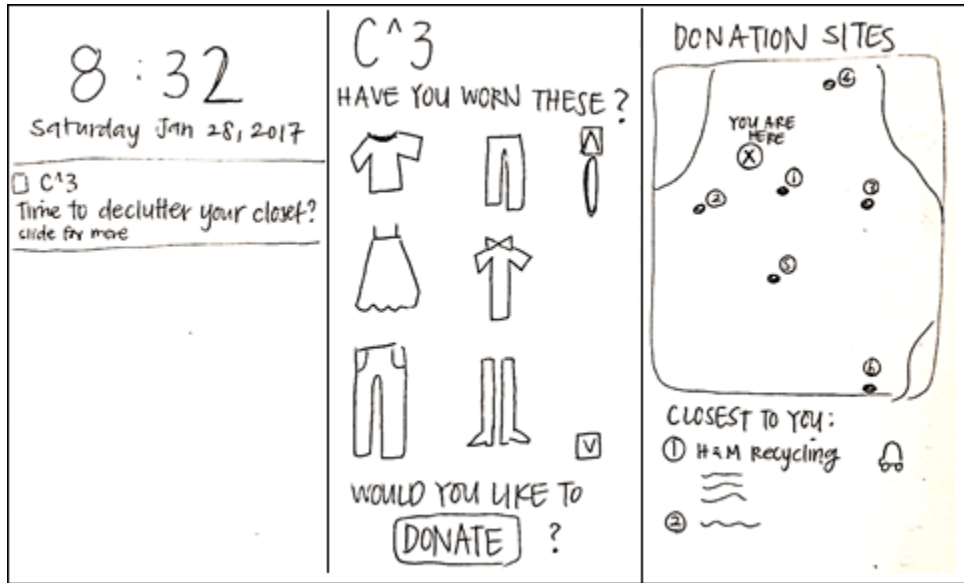


Viewing the full closet

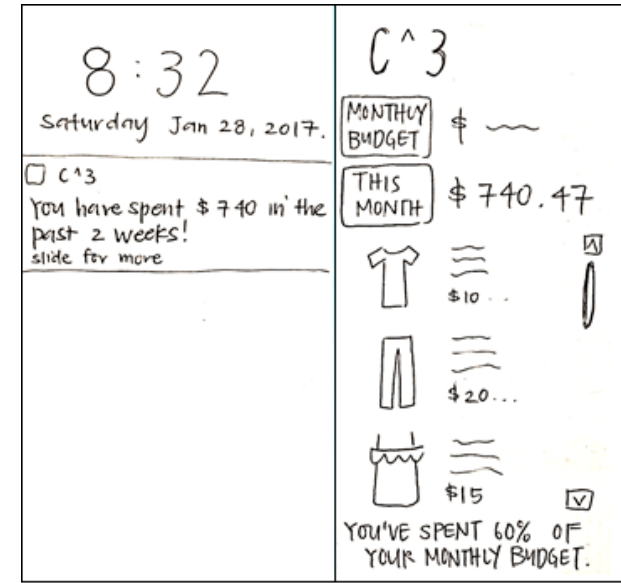


Finding similar clothes by photos

# Design 3



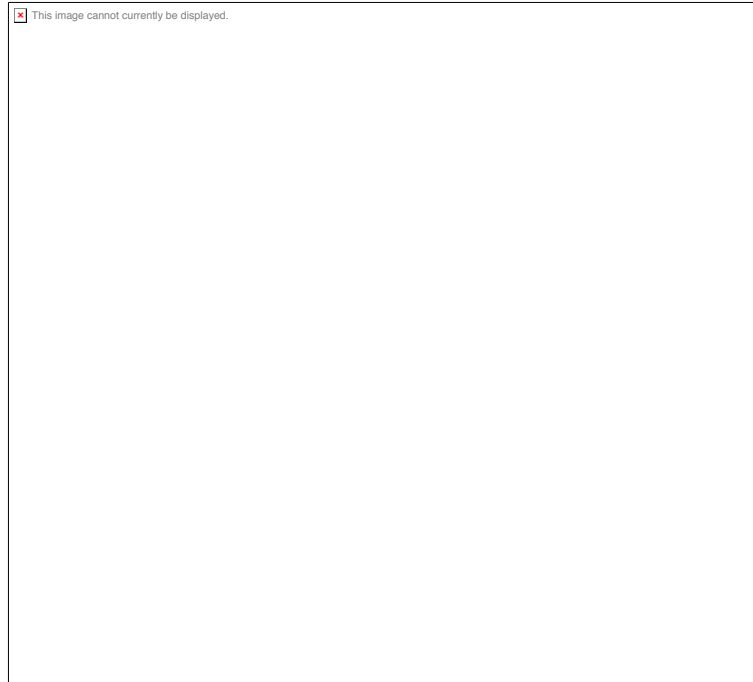
Tracking older clothing - donation



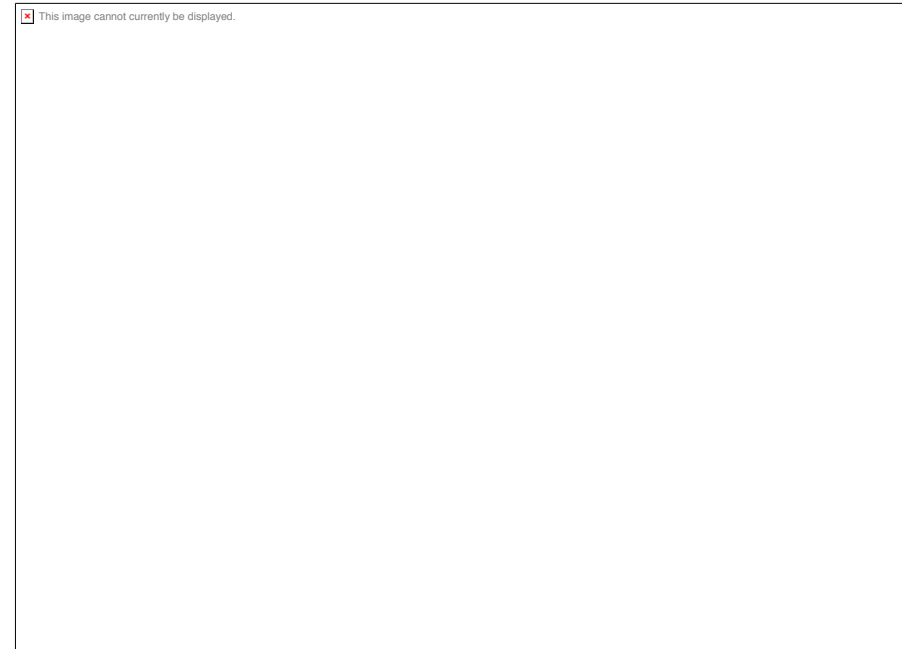
Spending tracking – control budget

# Design 3

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Organizing closet by tags



Easy searching through closet

# Selected Design & Tasks

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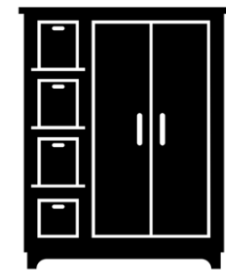
Barcode Scan



Best of all designs



Trade/donate

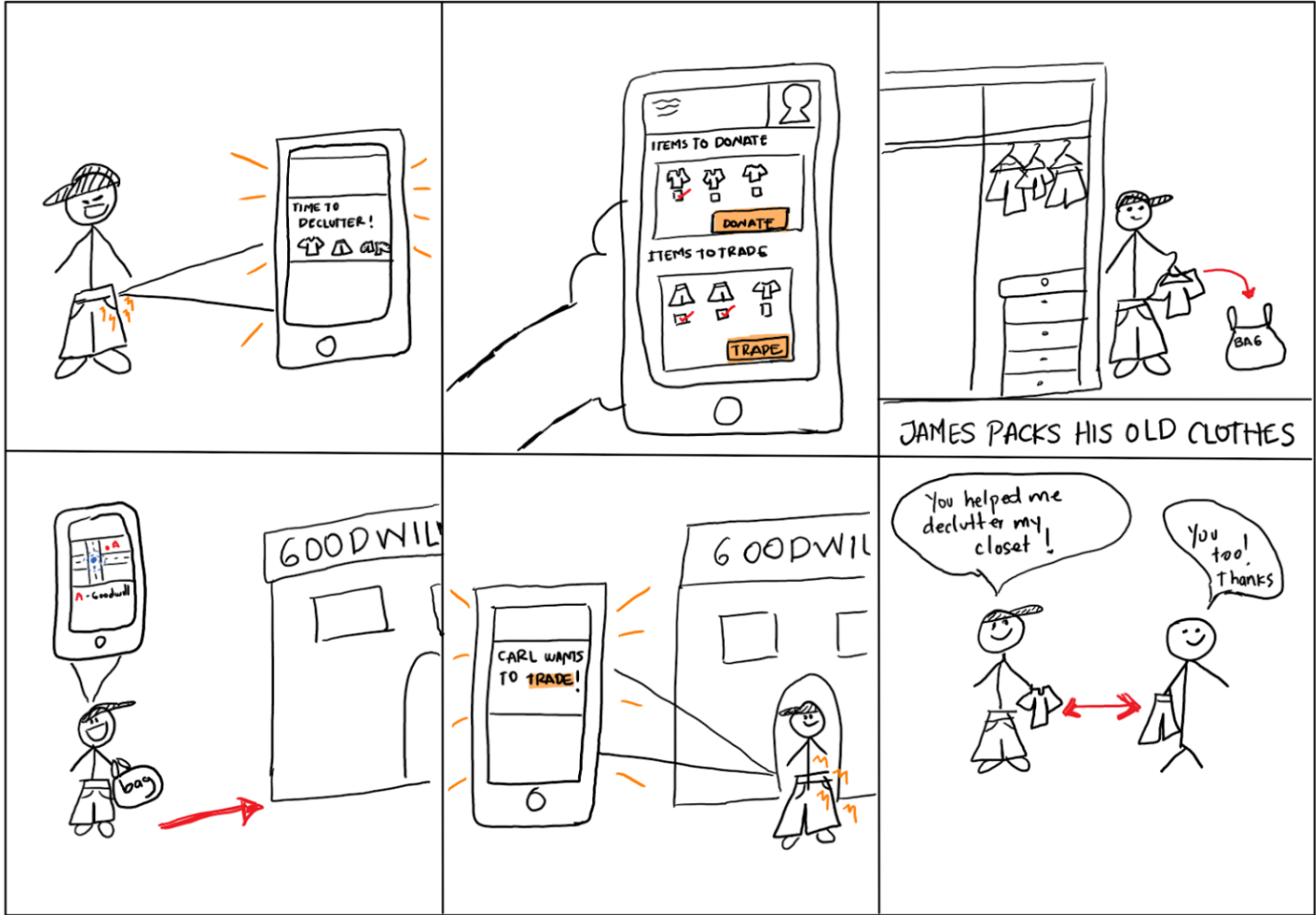


# Prevent Duplicate Shopping



Scan items to prevent duplicate or unnecessary shopping

# Declutter Closet



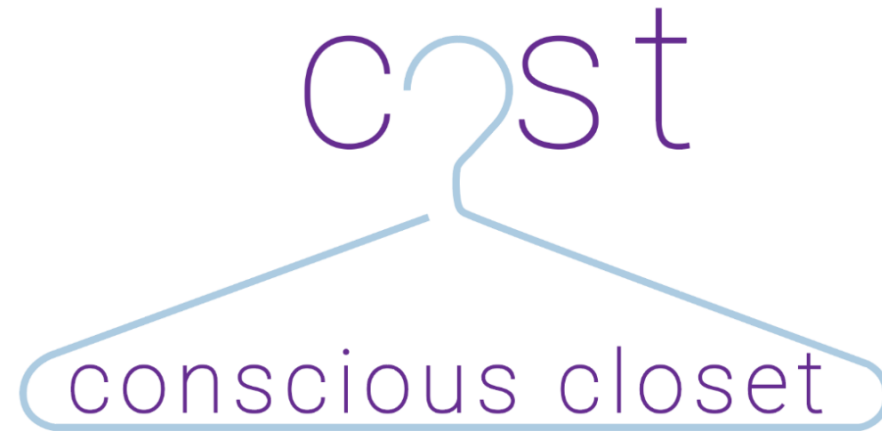
Trade/donate items to help with closet decluttering

# Summary

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- Explore beyond the original idea
- Focus on primary users
- Do not design based on assumptions





**Any Questions?**