Tailor Ordering MobileApp

Ariyo Oluwabunmi

Project overview

The product:

Mobile app for customers to order Tailor services(

Make to order clothes from Tailors)

Project duration:

February 2023r

Google

Project overview

The problem:

People find it difficult to get a good tailor to sew for them. So they have a lot of pile up materials at home.

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The goal:

To Create an app that helps people order tailoring services that will deliver efficiently and timely their make to order clothes

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Project overview

My role:

Ui Ux Designer.

Responsibilities:

User research,Creation of Persona, User Journey Map, Wireframing, Prototyping, Usability testing etc.

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Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

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User research: summary

I conducted the research by speaking to people that use tailor services to understand what they are looking for in engaging tailors. Also to know the problems they are facing, and how they would love to be treated using ther service of a tailor.

15 people from different ages and work experience were interwvied and this helps to have more understanding on their exact need not what I thought they needed.

Question like; What are the challenges you face trying to get a good tailor out of your busy schedule?

-Is there any way you feel those challenges can be resolved?

-How often do you need the service of a tailor?

-How will an app be of help to you to meet your need? etc

User research: pain points

1

Pain point

Difficult to find a good tailor to help her sew

This App will test Tailors before onboarding to be sure they are professional

2

Pain point

Have a tight schedule so does not have time to drop or pick her clothes from Tailor

There will be pick up and delivery services

3

Pain point

I can create designs for my materials

IT allows you upload your designs

4

Pain point

Catalogue to pick designs from are too clumsy so takes a lot of time

Catalogues will not be Clumsy and you will have many to choose from

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Persona

"I want to grow high in my career but at the same time I want to have a good time partying"
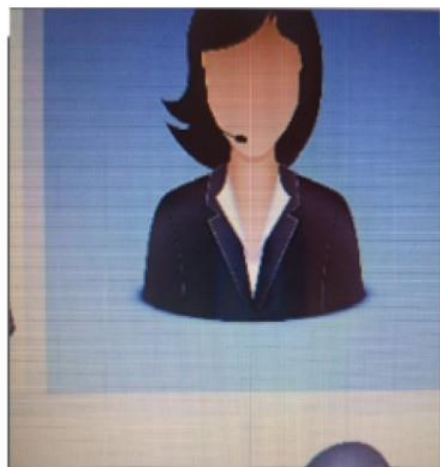
GOALS

- To write her professional Exam

- To get promotion at her work Place

- To be able to attend weekend Parties wearing the uniform picked for the ocassion

FRUSTRATIONS

- Difficult to find a good tailor to help her sew

- Have a tight schedule so does not have time to drop or pick her clothes from Tailor

- looking for a tailor to sew my creative designs without altering the design given to him

- Catalogue to pick designs from are too clumsy so takes a lot of time

Shade

Age: 23 years

Education: Bsc

Hometown: Ikeja, Lagos

Family: Single living alone

Occcupation: Banker

Shade is a 23 year old banker who is preparing for the second level of her professional exams and works in a commercial bank in Lagos . She is in the customer service depatrment in the bank. She needs to be available at her desk to attend to her customers so work schedule is tight. Some of her friends are getting married and always have a uniform material for her. Because of her tight schedule finding a good tailor who will pick. sew and deliver her material is difficult. She wants to climb her career ladder faster by getting promotion as at when due while she still want to socialize with her friends.
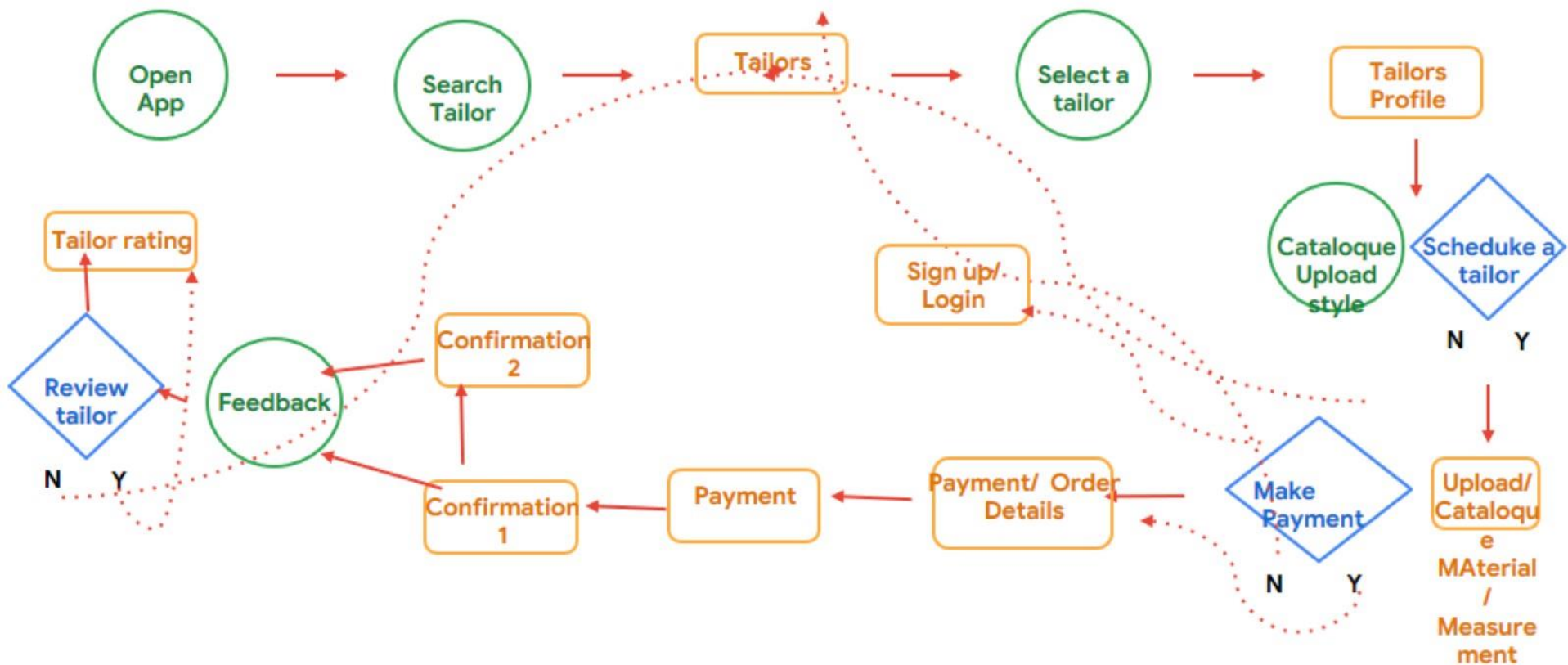
Google

persona: **Shade**

Problem statement.

"Shade is a busy
professional who needs
a faster and efficient way
to sew her party uniform
because looking for
tailor around takes time
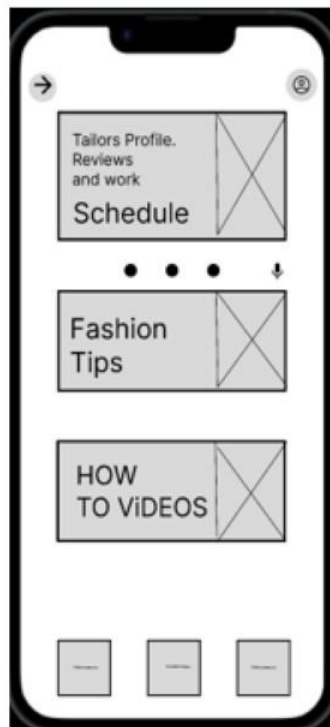and they may not deliver
at agreed time"

Persona: Shade : User Journey Map

ACTION	Collect Party Uniform	Connect a Tailor	Fitting	Fitting Correction	Sewed Cloth pick up
TASK LIST	Tasks A. Call celebrant B. Pick up material C.Pay for the material	Tasks A. Search for a tailor B. Book an appointment C. Physically visit the tailor D. Choose Style E. Take measurement F. Make deposit with cash	Tasks A. Book Appointment B. Wait with no specific date B. Wear to confirm fitting C. Log complaint if any	Tasks A. Log complaint B. Wait not knowing date of correction	Tasks A. Visit Tailor's store B. Confirm if clothes is hers C.
EMOTIONS	Happy, Excited Stressed picking it up	Stressed Frustrated	Sad for the fact that she does not have date Dis-satisfied if there is complain Happy when perfectly fitted	Sad	Excited
IMPROVEMENT OPPORTUNITIES	Create a mobile App that helps pick up from celebrant	-Have a professional Tailor on the app -Have several styles to choose from the catalogue on the app, -No need to visit Tailor physically -Measuring button -Pick up option -Online Payment available -Give her tailor close to her -Screen reader Alternative text for icons	-The process of sewing is showing on the app with pictures. -She has a date for fitting from the first day she ordered the service -She can request for home service for fitting	Have date immediately fitting is done from the app -Notification and picture upload for certification of fitting done	Receive notification that her clothes is ready with pictures -Delivery option available - Rating of the tailor work

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User Flow for Tailor Ordering App

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
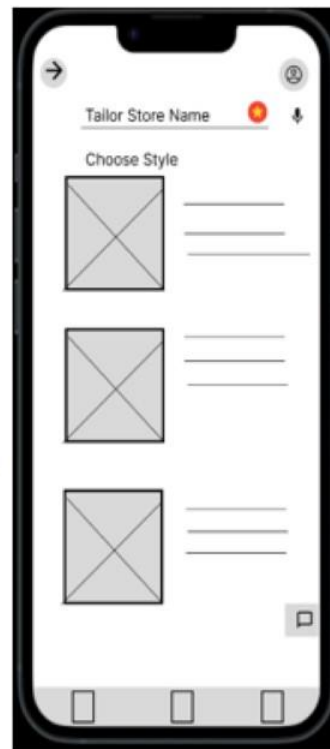- Usability studies

Google

Home Screen
Where you can
Schedule
Tailors, View
Videos of how
to Use some
Element on the
app with Voice
Prompt
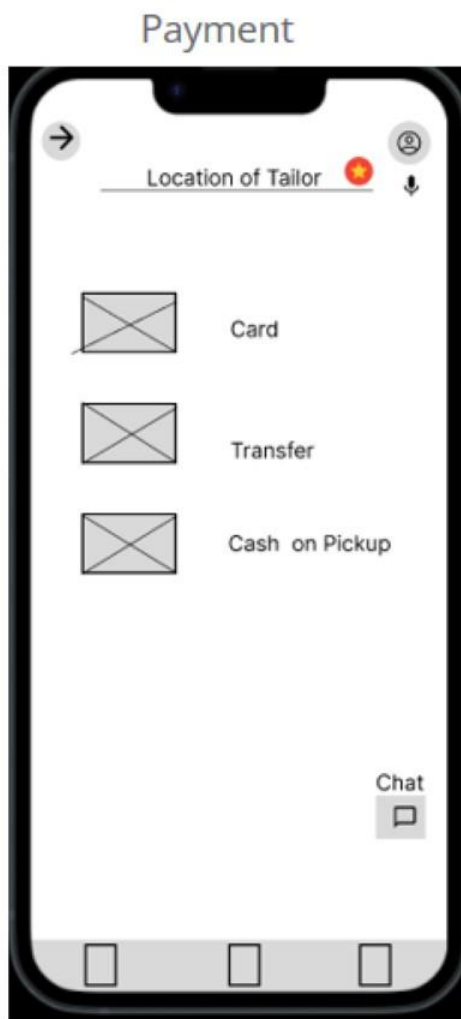
Read Fashion Tips
that can enhance
your style

Tailors Profile.
Reviews
and work
Schedule

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**Fashion
Tips**

**HOW
TO ViDEOS**

Fashion
Cataloque with
different
styles,details of
materials and
tailor that
sewn it to pick
from

Tailor Store Name

Choose Style

Google

Digital wireframes

Payment

Location of Tailor

Card

Transfer

Cash on Pickup

Chat

Payment Page With different Payment Option →
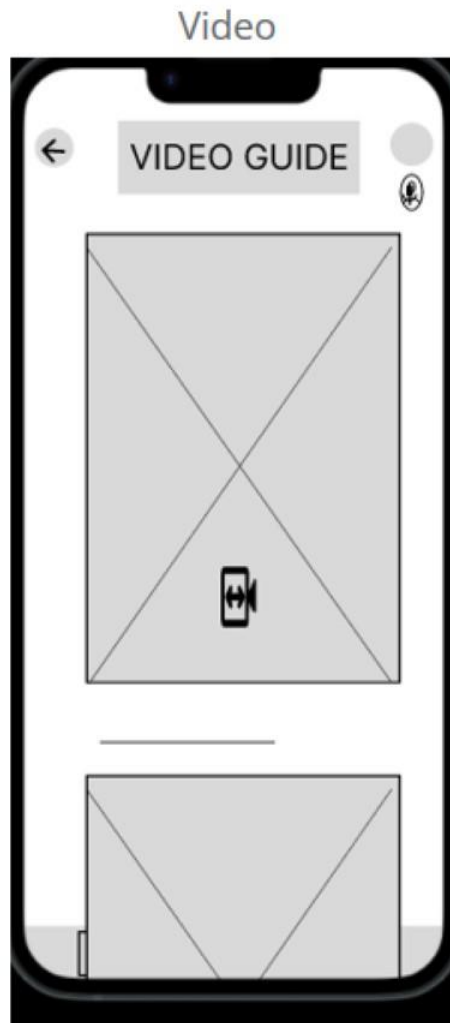
Tracking

Location of Tailor

Tracking Page to monitor your service progress →

Digital wireframes

Video

Video Guide Page
With how to use some element on the app.

VIDEO GUIDE

Report and Review

WIP Page to monitor your service progress

Location of Tailor

Report

WIP Image

Material Picked

Rate

Review

Send

Low-fidelity prototype

https://www.figma.com/proto/unIbfWGeRh1bmQ1Q7 xiCfh/Tailor-Ordering-App?node- id=31%3A191&scaling=scale-down&page- id=0%3A1&starting-point-node-id=5%3A2&show- proto-sidebar=1