Design thinking for innovation

Assignment - Designer Mindset

Topic:

AI-Powered Sustainable Fashion App

Design Criteria:

	Design Criteria
Design Goal	To develop an AI-powered mobile application that promotes sustainable fashion by providing personalized recommendations.
User Perceptions	The app should be recognized as user-friendly, trustworthy, and innovative. Users should feel confident to make fashion choices easily.
Physical Attributes	The app should feature an in-bulit design with visually appealing graphics and easy navigation. It should support multiple devices and should have proper screen sizes for better accessibility.
Functional Attributes	Key functions of the app include AI-driven recommendation algorithms, personalized profiles, sustainable brand databases, and intergration with social media platforms. The app should offer features for virtual outfit styling, wardrobe organization, and sustainability metrics tracking.
Constraints	Considerations are data privacy regulation, integration with existing fashion e-commerce platforms, AI model accuracy, and app development and maintenance and resource limitations. Also, user engagement and adoption rates (a metric used to measure the success of a product or service) may impact the app's success.

Summary:

The Design Criteria Tool offers a structured framework for developing thorough design specifications, it is crucial for the proper implementation of any innovative solutions. This design criteria tool with my a hypothetical problem that is 'AI-Powered Sustainable Fashion App' can be mapped with the tool easily to make the product:

1) Design Goal: The objective is to create an AI-powered mobile application that teches sustainable fashion practices. This goal aligns with the aim of promoting environmental consciousness and responsible consumer behavior in the fashion industry.

2) User Perceptions: Understanding user perceptions is key to ensuring the app's success. The app should be seen as user-friendly, trustworthy, and innovative, allowing users to make eco-firendly fashion choices easily. This requires a user-centered design approach, by adding feedback implemention and usability testing to refine the user experience continuously.

3) Physical Attributes: The app's interface must be visually appealing, intuitive, and accessible across various devices. There should be clear navigation, engaging graphics, and responsive design that are important to enhance user engagement and satisfaction. By prioritizing these physical attributes, we can create a enjoyable user experience.

4) Functional Attributes: The app's functionalities are integral to its usefullness and effectiveness. AI-driven recommendation algorithms will personalize fashion suggestions based on user preferences, style preferences, and sustainability criteria. Additionally, features such as virtual outfit styling, wardrobe organization, and sustainability metrics tracking will enhance user engagement and promote sustainable fashion practices effectively.

5) Constraints: Recognizing and addressing constraints is important for a successful app development and deployment. This includes considerations such as data privacy regulations, integration with existing e-commerce platforms, AI model accuracy, and resource limitations. By identifying and mitigating constraints, we ensure the app's compliance, functionality, and scalability.

<u>References:</u>

Bertagnoli, L. (2022, August 30). AI and Fashion: 7 Cool Applications. Built In. https://builtin.com/artificial-intelligence/ai-fashion

Kleiderly. (2021, April 14). 4 Sustainable fashion apps — kleiderly. Kleiderly. https://www.kleiderly.com/our-blog/4-sustainable-fashion-apps