

MVP User Feedback

We launched our initial MVP using Google Forms to collect details on the clothing items users wanted to buy. The form included filters such as **Item Category, Body Dimensions, Preferred Material, Desired Percentage of Material Composition, Fit, Price Range, Color, and Sorting Preference.**

📌 MVP 1.0 Google Form: <https://forms.gle/KCAtao1EPWogQJMn6>

Key User Interaction & Insights

One user was searching for a **100% silk long dress** for a friend's wedding, with a **budget of \$200**. To assist her, I manually curated a list of dresses from various websites and shared the product links via direct messages.

Upon reviewing the listings, she was surprised to see **unfamiliar brands** and questioned their authenticity. I explained that many well-known brands market dresses as “silk” when, in reality, the material composition reveals they are **satín, viscose, or polyester**. The products I shared were **genuine 100% silk**, and to highlight the issue, I also showed her examples from brands like **Zara**, where dresses labeled as “silk” were actually **100% polyester**.

This experience shifted her perspective—she initially **overlooked** the importance of a material composition filter but later realized its **critical role** in ensuring transparency.

Pain Points & Feedback

1. **Item Category was too broad** – She preferred **subcategories** to avoid manually describing what she wanted.
2. **Lack of Size Guide** – She found it inconvenient to manually enter body dimensions and suggested adding a **measurement chart** for guidance.
3. **Desired Material Composition Filter was unclear** – Initially, she assumed she simply wanted **100% silk**, but later understood that **linings, zippers, or blends** could affect the composition. She wanted **full control** over material selection to avoid misleading labels.
4. **Price Range & Color Filters** – Instead of typing values, she preferred **predefined options** for easier selection.

MVP 2.0 Improvements

Based on this feedback, we refined our Google Form to enhance usability and reduce the need for **back-and-forth communication**.

📌 MVP 2.0 Google Form (Updated): <https://forms.gle/H6dfYu7e6rJGwtZ47>

Key Takeaway & Validation

This interaction validated the need for a tool that provides **accurate listings based on pure material composition** rather than misleading marketing terms. The user mentioned she would find such a tool particularly valuable when **shopping for special occasions** or making **high-value purchases**.

This confirms a **genuine demand** for **transparency in material composition filtering**, making it easier for users to find exactly what they are looking for.