Sartorial

PROCESS DECK

Interactive III | Spring 2015

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sartorial

(adjective)

Of or relating to clothes.

PROBLEM

Clothing is a product essential to our daily lives. However, too often we get into a rut when it comes to dressing up: we have favorite outfits or wear the same outfit over and over again.

SOLUTION

A mobile app that challenges our habits and makes dressing up fun. Sartorial provides color palettes based on real time weather that challenges us to create new looks using a color palette.

PRODUCT GOALS

CHALLENGE CREATIVITY

Gamefying the experience of dressing up challenges users to become more creative. Instead of reverting back to their favorite shirt or pants, Sartorial encourages people to create an outfit for the day based on a certain color palette.

The challenge begins by presenting the user with a variety of color palettes to choose from; these color palettes are determined by the current weather at a user's location. Once a user chooses a color palette, a user needs to post a photo of themselves wearing the outfit that they have created to complete the challenge.

PHOTO SHARING

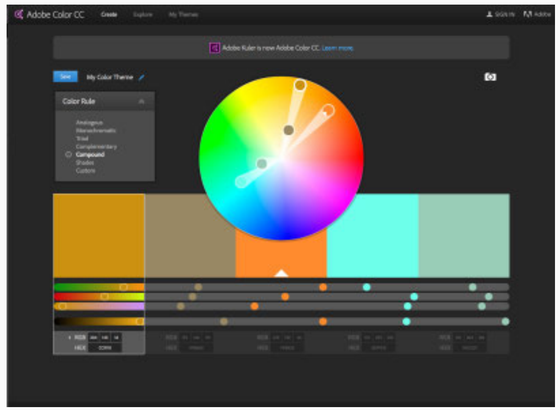
Sartorial serves as a platform where users can share and explore various outfit creations. Through the photos that are uploaded users can follow one another and even search from the plethora of outfit creations. These photos should inspire users to become more creative in dressing up.

BUILDING BRAND LOYALTY

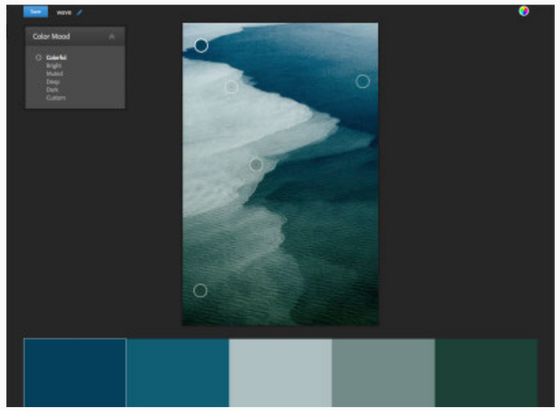
Sartorial also aims to build stronger brand loyalty. When a user uploads a photo, they are given the opportunity to tag the different clothing brands that they are wearing in the photo. By doing so, a user has the opportunity to gain coupons / rewards from their favorite brands and save money in future purchases.

COMPETITIVE ANALYSIS

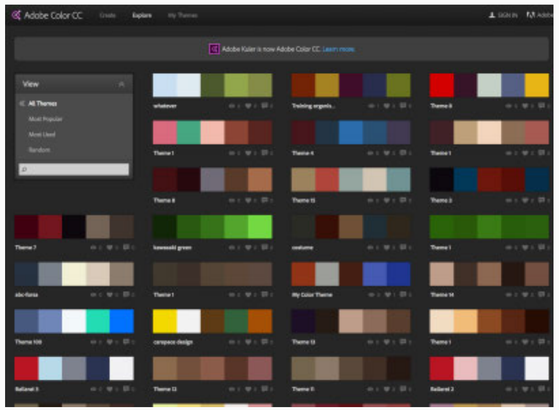
1 | ADOBE COLOR CC



SCREEN 1



SCREEN 2



SCREEN 3

SCREEN 1

The color wheel on the homepage invites users to click and play around through its large buttons. After clicking on the buttons and dragging them around, a user is able to understand that each button corresponds to a box on the color palette. Each box has an RGB value as well as its HEX code, a handy tool for designers.

In the color wheel page, a user can create a color palette using different color rules such as complementary colors, triadic colors, compound colors.

SCREEN 2

A user is also able to create a color palette using an image that they upload. They are also not bounded to a certain color palette, but have the flexibility in choosing the tone properties, such as bright colors, muted colors, etc.

SCREEN 3

Users can also look at other color palettes created by other users.

COMPETITIVE ANALYSIS

2 | THE SARTORIALIST.COM

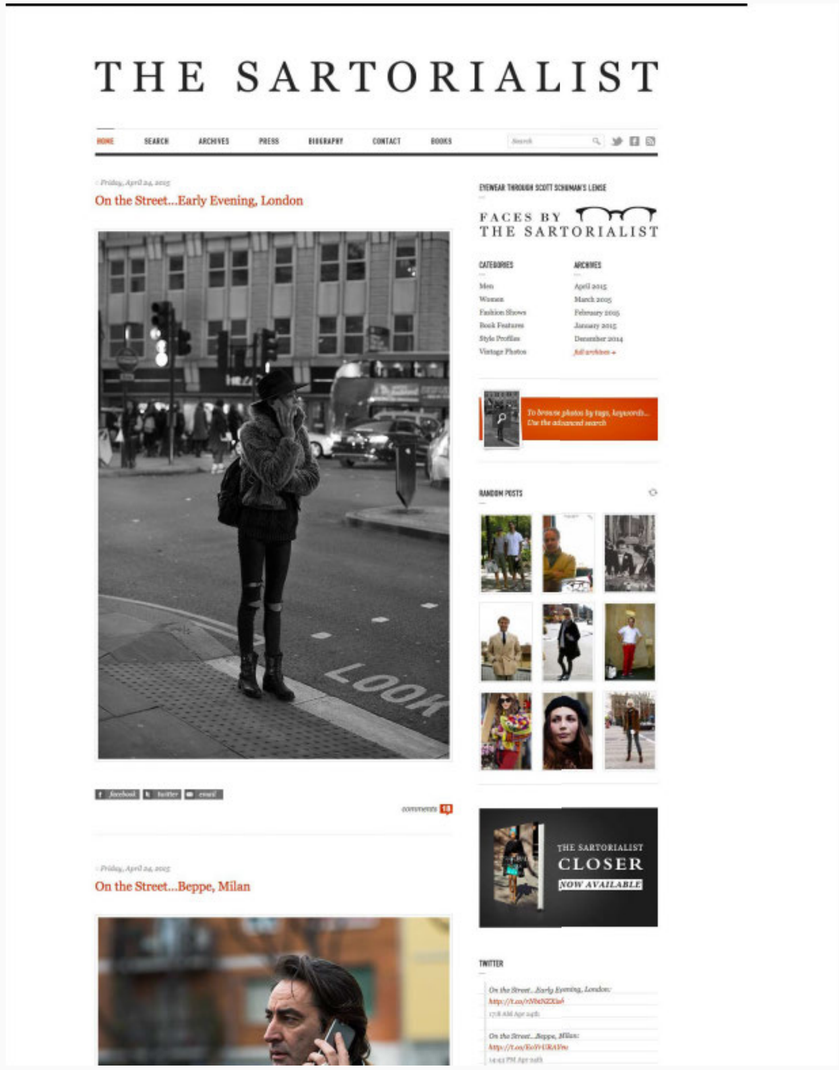
SCREEN 1

The Sartorialist is a fashion blog image gallery. It features fashion/ styles throughout the world.

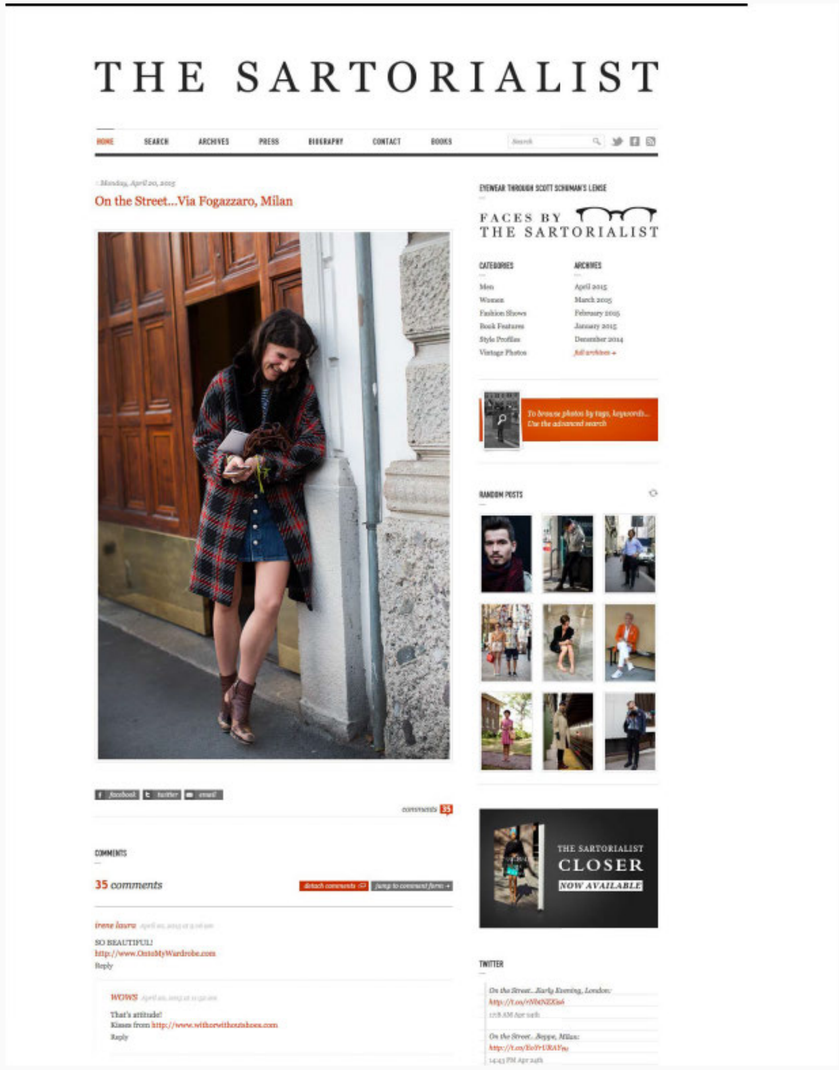
The blog has s simple global nav makes which outlines the 7 main features of the website. The posts are sorted in a chronological order. To the right are tags, where users can easily pick the different categories of fashion displayed in the blog. These categories include gender, season and types of posts.

SCREEN 2

Clicking on a post will take a user to a new page, where it features the blog post (usually photos) and also comments that readers posted.



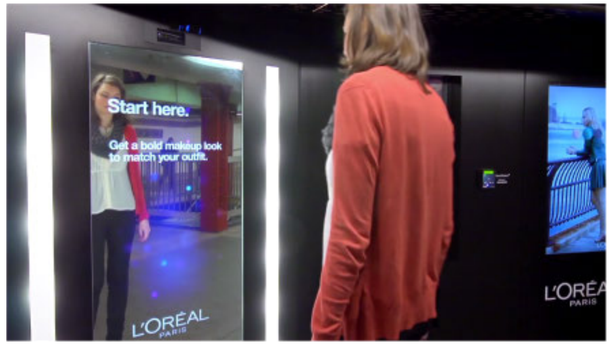
SCREEN 1



SCREEN 2

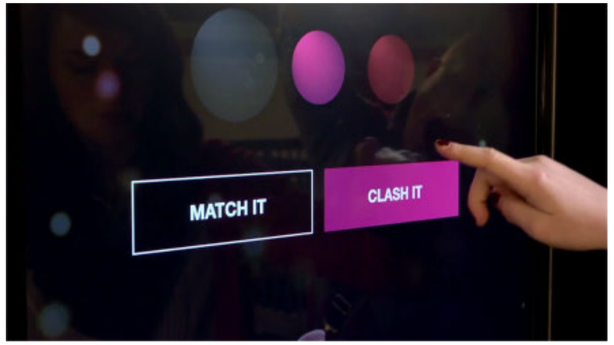
COMPETITIVE ANALYSIS

3 | L'ORÉAL COLOR MATCH MACHINE

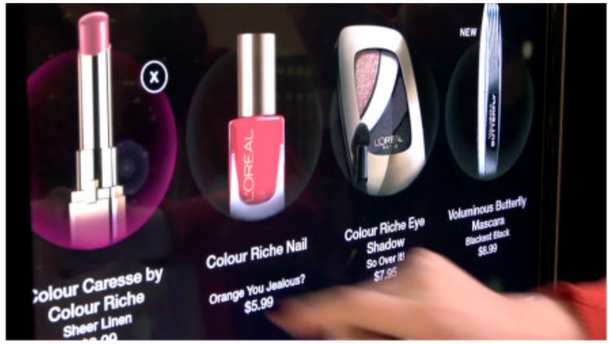


SCREEN 1

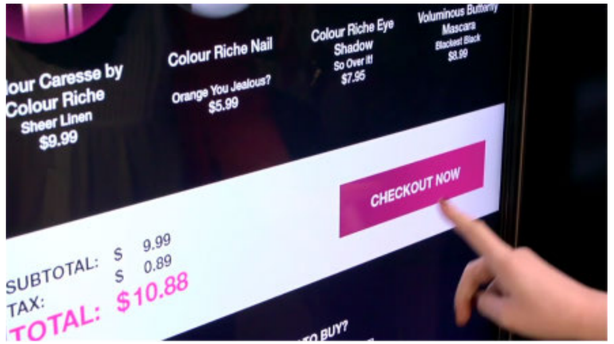
SCREEN 2



SCREEN 3



SCREEN 4



SCREEN 5

SCREEN 1

The first screen invites customer to come closer to the machine by displaying instructions. The machine then processes a woman's outfit colors, and the screen indicates this process on their screen.

SCREEN 2

Results of a woman's outfit's three main colors are clearly labeled. Customers are provided with clear step by step instructions as well.

SCREEN 3

Instructions are written on the top of the display for customers to follow along. Button like elements invite customers to choose a color. After choosing a color, their two options are clearly displayed. A customer's choice is also clearly indicated through solid colors.

SCREEN 4

More options appear at the underneath a customer's choice which are clearly labeled with the name of the product and the price of each product.

SCREEN 5

After selecting a product, the cart clearly indicates the content and the total price that a customer will pay. A large CTA button on the right guides a user to press it because of its location on the bottom right and the bright pink color.

"I need my morning coffee before I can interact with other human beings."

GIOVANNI

MALE, 27 YEARS OLD
WRITER & FILMMAKER

Giovanni is originally from Los Angeles but has recently moved to New York City to pursue his career.

REFERENTS & INFLUENCES
Friends, Youtube travel vloggers, and occionally famous people like David Beckham and Ryan Gosling.

ARCHTYPE
Aloof fashionable hipster who's always been too cool for school.

BRAND & PRODUCT RELATIONSHIP
Fossil, Levi's, Jack Will's, Rag & Bone

TECH EXPERTISE
Really tech savvy and uses his mobile, tablet and desktop daily.

USER PERSONAS

"Those shoes are so cute! It's not too expensive, I can skip dinner for a few days."

NATASHA

FEMALE, 22 YEARS OLD,
GRAD STUDENT IN PARIS

Natasha is a talkative, adventurous, charming and confident stylist from Paris. On her spare time she often post her everyday looks on her style blog.

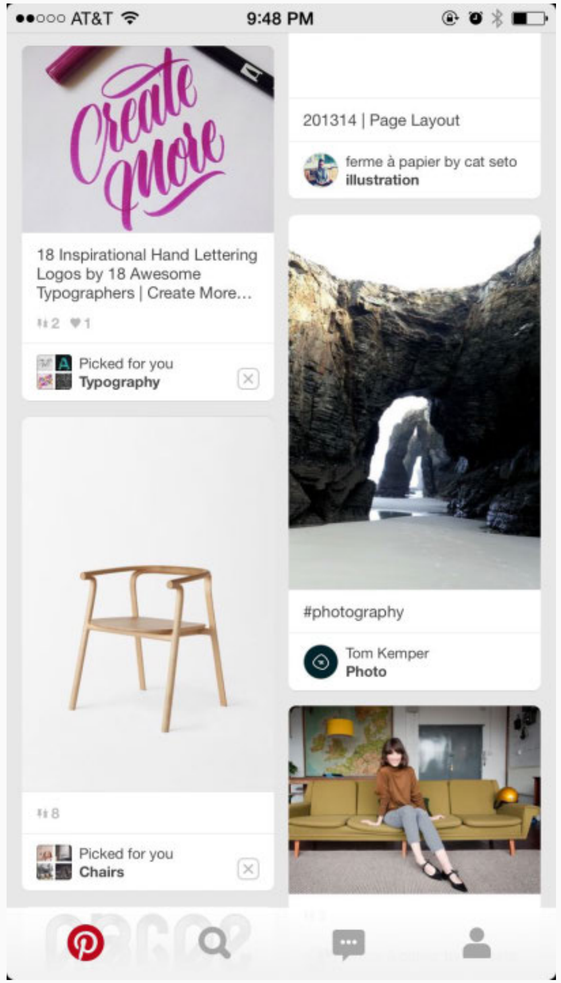
REFERENTS & INFLUENCES
Instagram fashionistas, fashion bloggers, street style and college friends.

ARCHTYPE
A girl who'd rather spend money buying expensive clothes and has a lot of credit card debt.

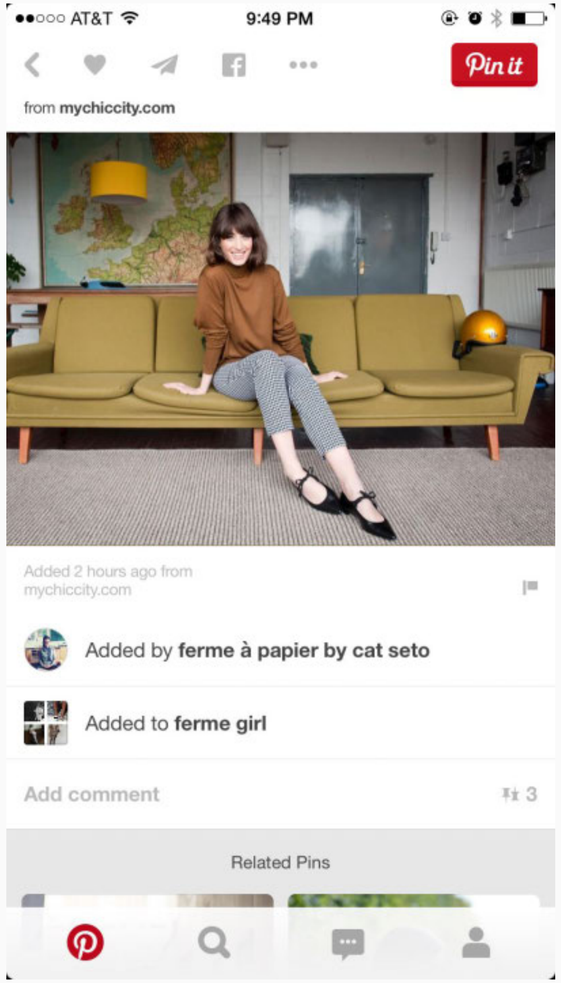
BRAND & PRODUCT RELATIONSHIP
ZARA, Mango, Zadig & Voltaire, the Kooples, Madewell and Anthropologie.

TECH EXPERTISE
Natasha is on all of the social media platforms. Her phone might as well be attached to her body.

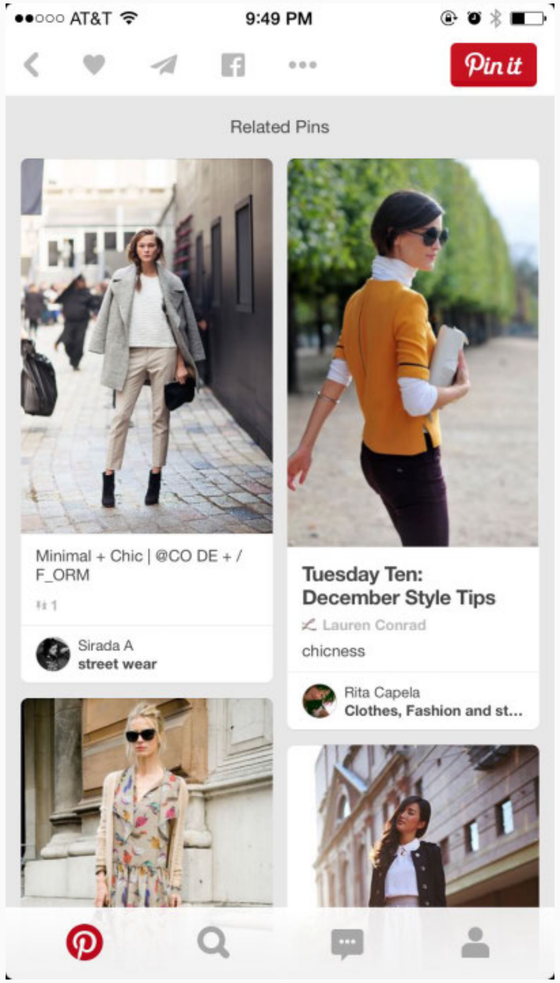
LIKELY USED APPS



SCREEN 1



SCREEN 2



SCREEN 3

1 | PINTEREST

SCREEN 1

An array of image tiles are displayed on the home screen, some images are cut off to indicate that a user can scroll down to see more content.

An icon based menu bar at the bottom displays the main four functions of pinterest: home, search, messages & profile. It clearly indicates which one you are currently

SCREEN 2

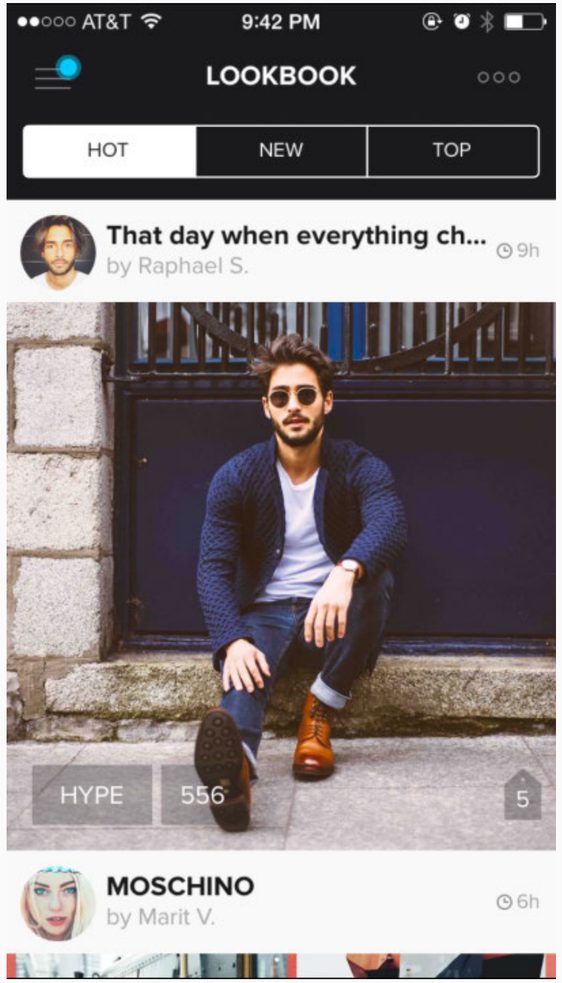
When you open a pin, a new menu bar is introduced at the top of the screen and gives the user additional options which are only available on the second level. There is also a back button located on the top left, just as it were on a mobile browser.

Underneath a pin, information is displayed about the pinners and which board it was pinned to.

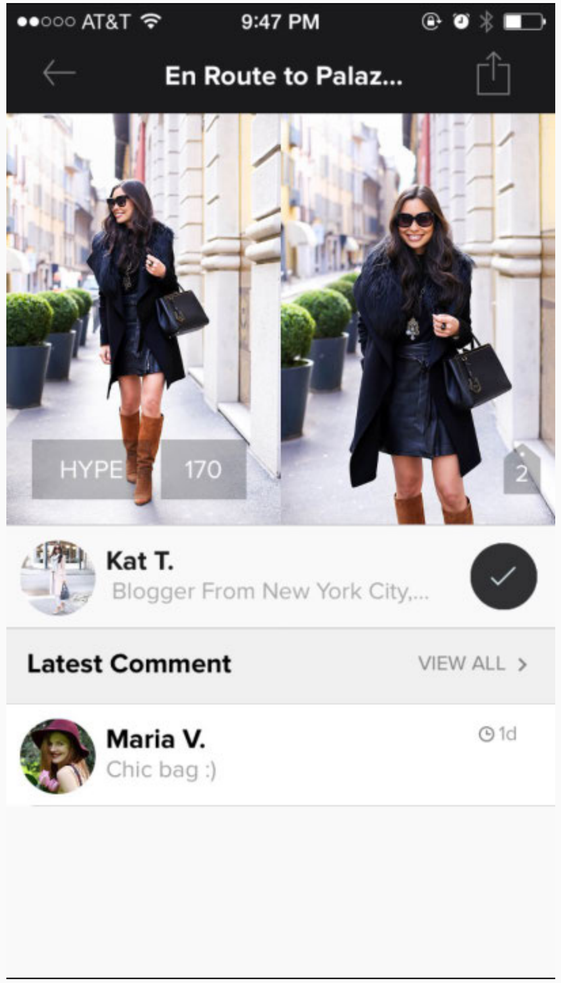
SCREEN 3

Underneath the pin, there are an array of pins which are similar to the current pin a user is opening.

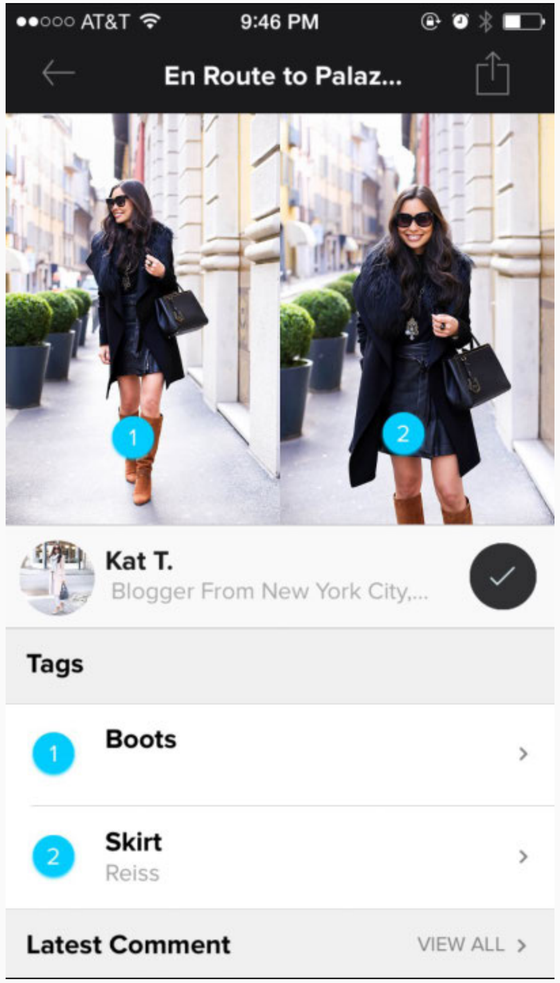
LIKELY USED APPS



SCREEN 1



SCREEN 2



SCREEN 3

2 | LOOKBOOK

SCREEN 1

The default screen displays various outfits posted by other users, and is organized by three categories hot, new, top. It is unclear what is the difference between hot & top because I feel that they can be combined together.

There is a filter located on the top right of default screen, that simply filters outfits based on gender. The filter icon is unclear because it seems to indicate that there is more options to the navigation menu; it should have the icon for filter. A better placement/icon for the filter could also be used.

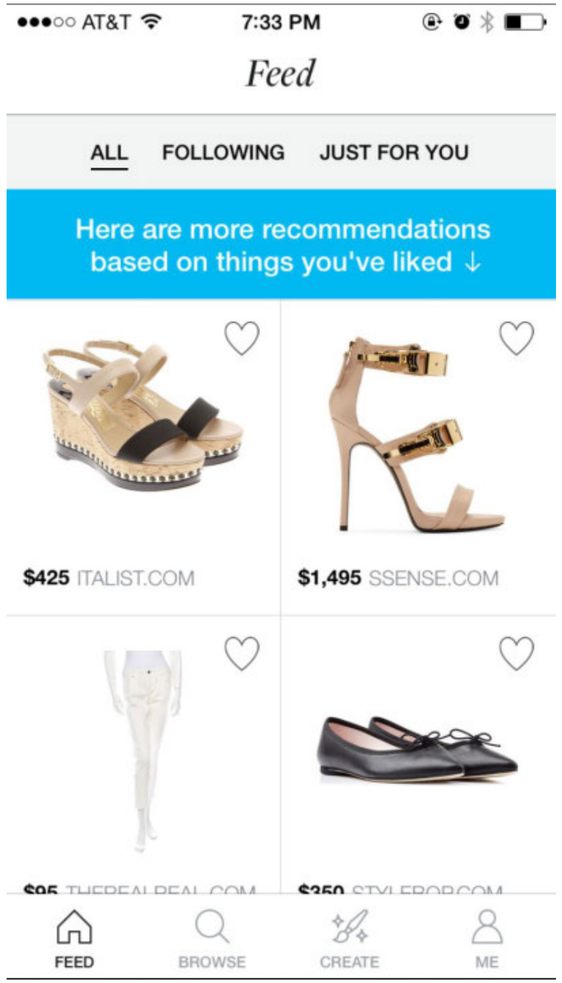
SCREEN 2

Underneath each image on the default screen, it displays the user who posted the image, how long ago it was posted, the number of items a person linked, how many people liked (hyped) it.

SCREEN 3

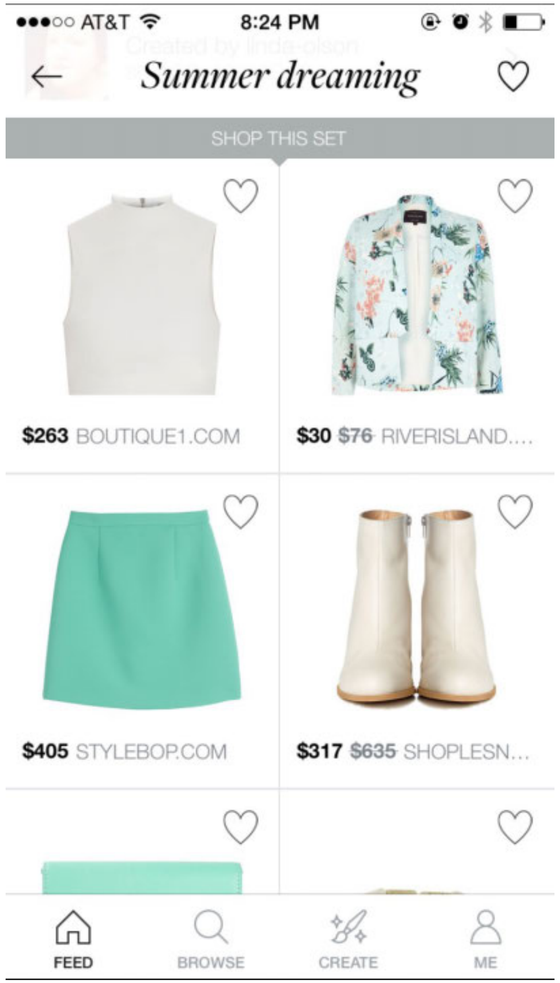
The numbers correspond to different clothing items from the image. It's useful for people to know which store the person bought the clothing article from. If clicked, the tab takes you to the website in the Lookbook browser.

LIKELY USED APPS



SCREEN 1

SCREEN 2



SCREEN 3

3 | POLYVORE

SCREEN 1

Polyvore displays a style feed based on a user's preferences which are gathered through a preliminary survey. The app gets smarter as you like more items and suggests items that are closer to your preference.

Four main menu options located on the bottom of the screen and clearly indicated using icons. There are sub-menus to each menu section but they are not revealed until a user is on a certain screen.

SCREEN 2

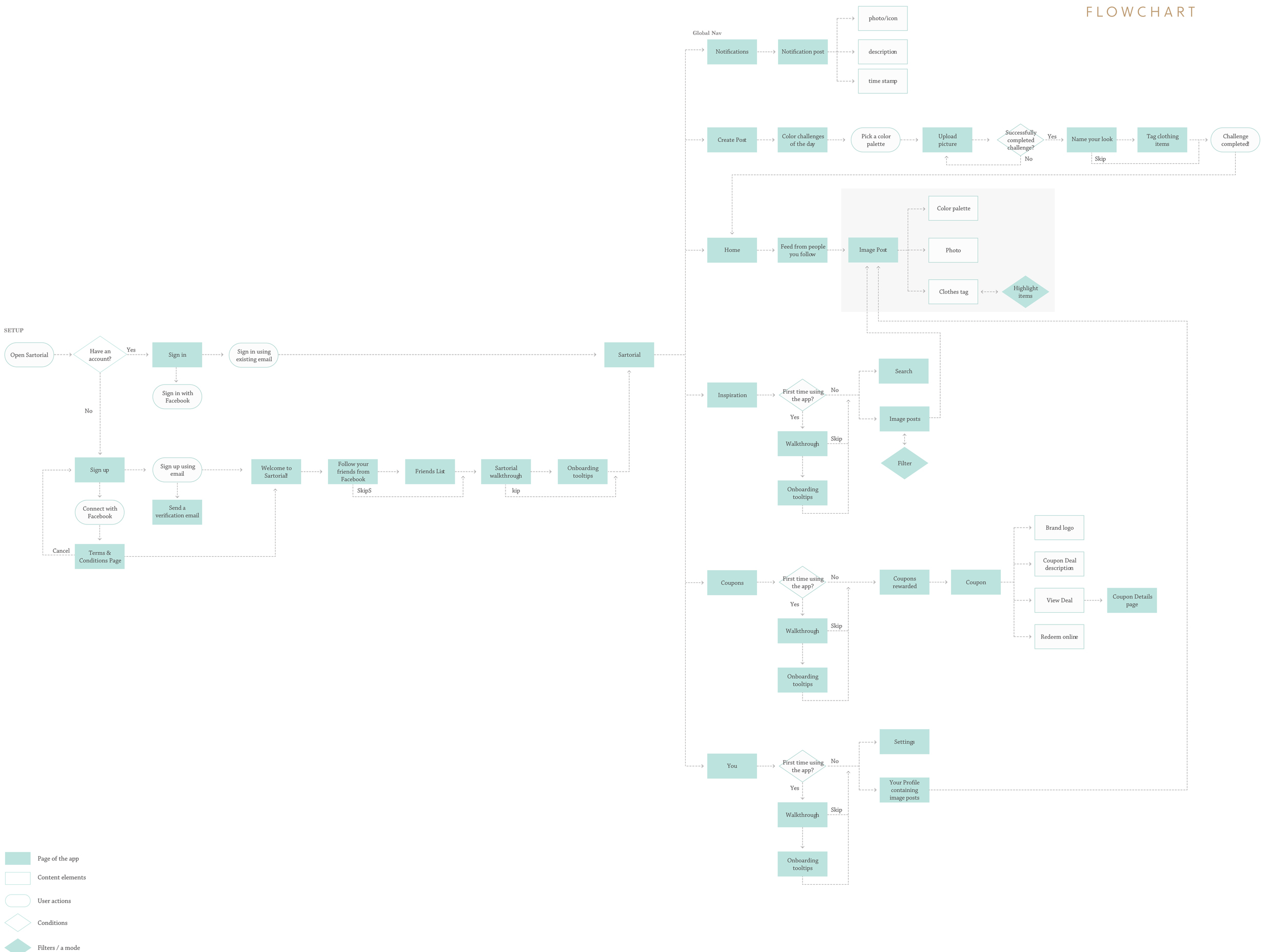
Polyvore also displays outfit recommendations, not just items, based on the user's preferences.

SCREEN 3

Underneath a clothing set, the clothing items are displayed underneath in a list. The prices of the items are displayed within the tile without having to leave the site.

If a user clicks on the item, Polyvore suggests similar items, to give you maybe cheaper options.

FLOWCHART


SETUP
Open Sartorial
Have an account?
Yes
No
Sign in
Sign in using existing email
Sign in with Facebook
Sartorial
Sign up
Sign up using email
Welcome to Sartorial!
Follow your friends from Facebook
Friends List
Sartorial walkthrough
Onboarding tooltips
SkipS
kip
Connect with Facebook
Send a verification email
Cancel
Terms & Conditions Page
Global Nav
Notifications
Notification post
photo/icon
description
time stamp
Create Post
Color challenges of the day
Pick a color palette
Upload picture
Successfully completed challenge?
Yes
No
Name your look
Tag clothing items
Challenge completed!
Skip
Home
Feed from people you follow
Image Post
Color palette
Photo
Clothes tag
Highlight items
Inspiration
First time using the app?
No
Yes
Search
Image posts
Filter
Walkthrough
Skip
Onboarding tooltips
Coupons
First time using the app?
No
Yes
Coupons rewarded
Coupon
Brand logo
Coupon Deal description
View Deal
Coupon Details page
Redeem online
Walkthrough
Skip
Onboarding tooltips
You
First time using the app?
No
Yes
Settings
Your Profile containing image posts
Walkthrough
Skip
Onboarding tooltips
Page of the app
Content elements
User actions
Conditions
Filters / a mode

CORE USER FLOW

UPLOADING/ CREATING A LOOK

1 COLOR PALETTE OPTIONS

The user is notified of the weather at the user's current location. This step also displays a user's color palette options based on the weather/location.

There are 3 colors schemes a user can choose from: monochromatic, bicolored and tricolored. And each color scheme contains several color palettes.

2 UPLOAD A PICTURE

Once a user picks a color scheme, a user has to upload a photo of themselves wearing the outfit that they have created using the color palette. A user can either choose to upload an existing image from their camera roll or upload a new picture.

3 TAKE A PHOTO

If the user chooses to take a picture, the camera viewfinder will activate.

4 SYNC COLORS

Once a photo is uploaded, the app will try to match the colors from the color palette that the user has chosen with the colors and the user's outfit. If the sync is successful, the user can move onto the next stage. If it is not successful, then the user has to resubmit a photo, or try to resync the photo.

5 NAME YOUR LOOK

The user has to enter a title for the name of the outfit.

6 TAG CLOTHING ITEMS (OPTIONAL)

Once a user has wrote a title for the post, it is optional for them to tag the clothing items that they were wearing in the photo. Tagging the clothing items gives them the chance to earn coupons from their favorite brands.

7 COMPLETE POST

The user completes the steps and uploads the post.

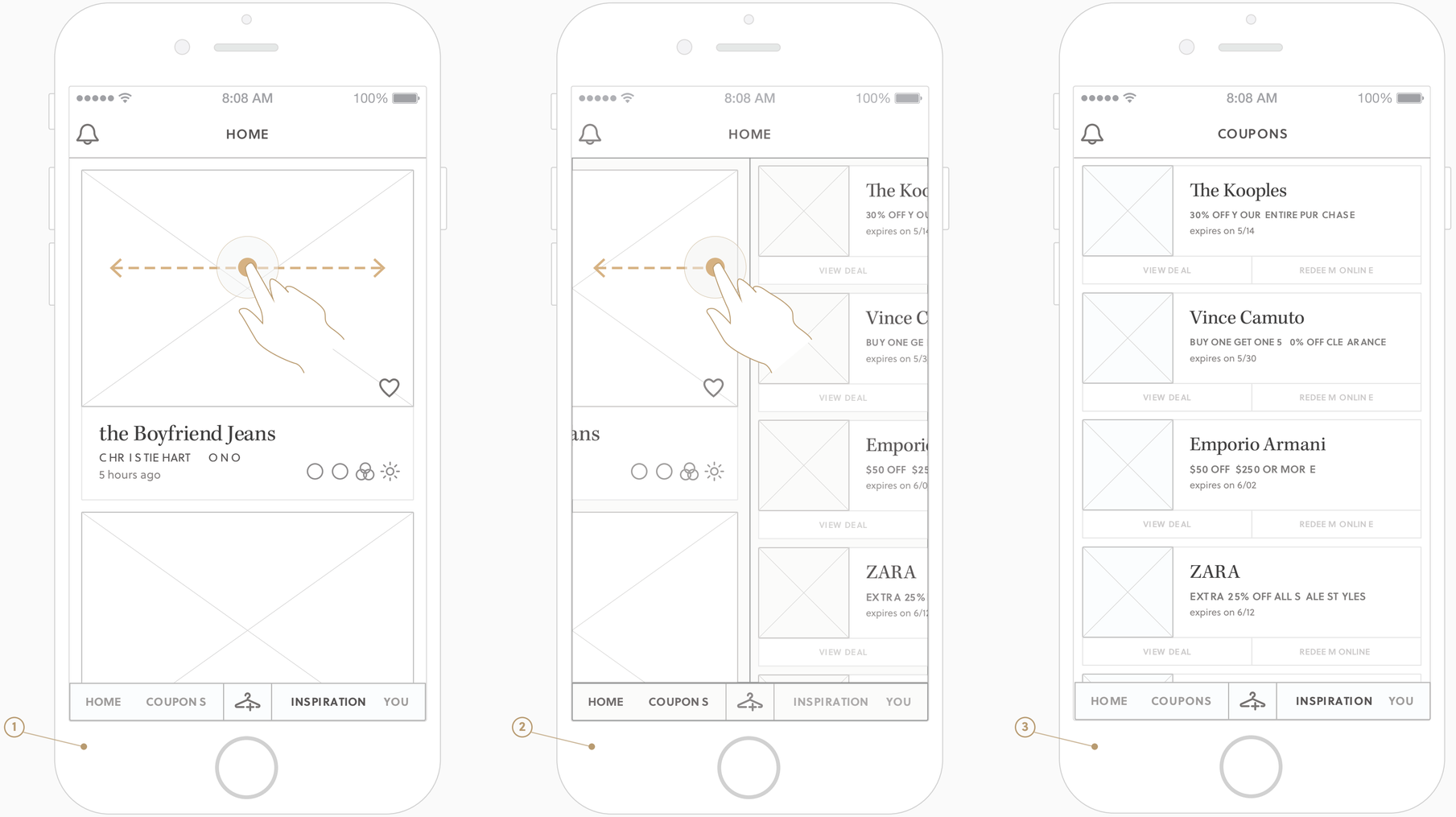
8 HOME FEED

The user gets redirected to their home feed, where they see their post on the top of the page.

INTERACTION MODEL

GLOBAL NAV

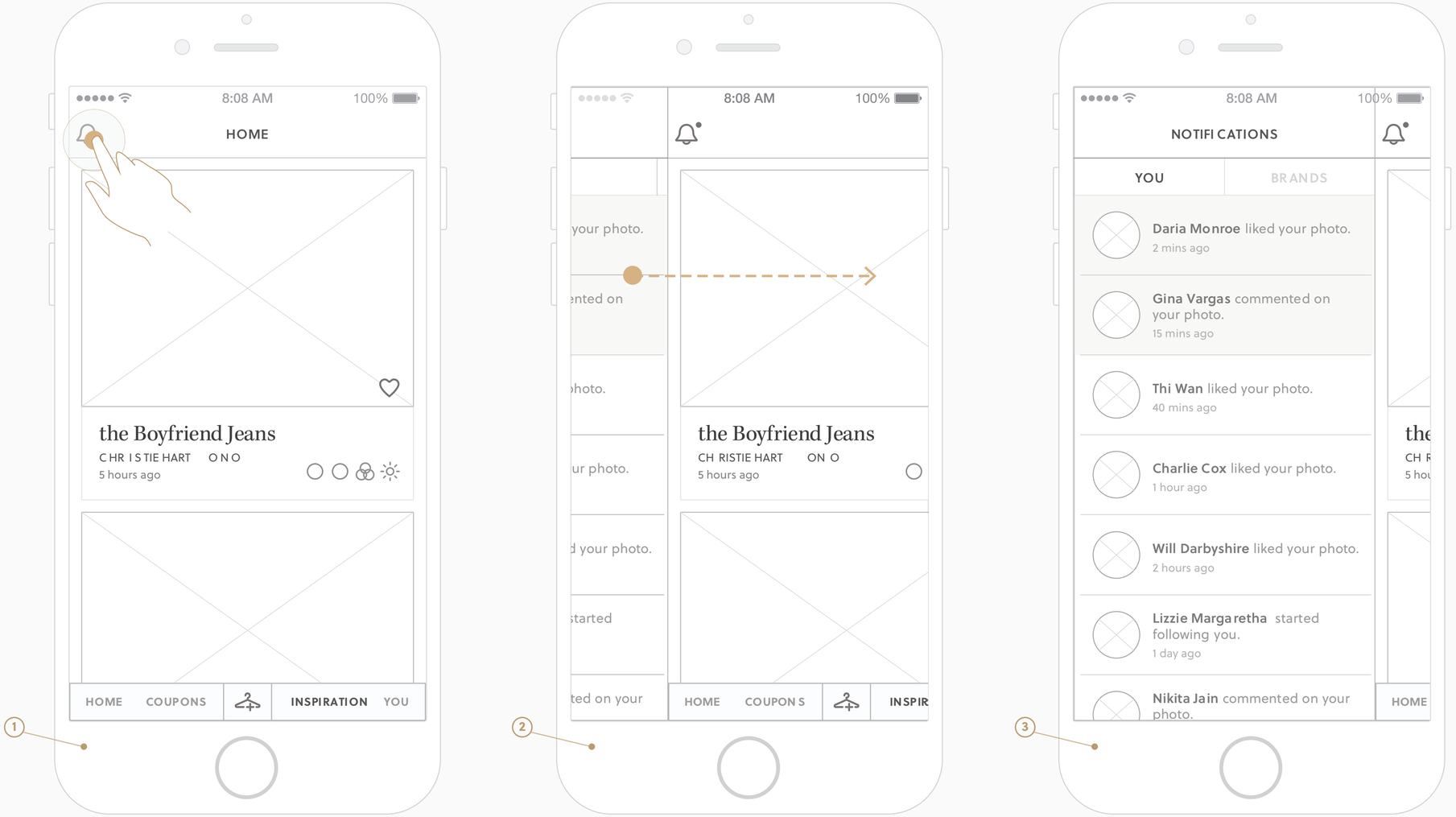
Swiping left or right on the four main pages (Home, Coupon, Inspiration & You) will navigate between the four main branches of the app.



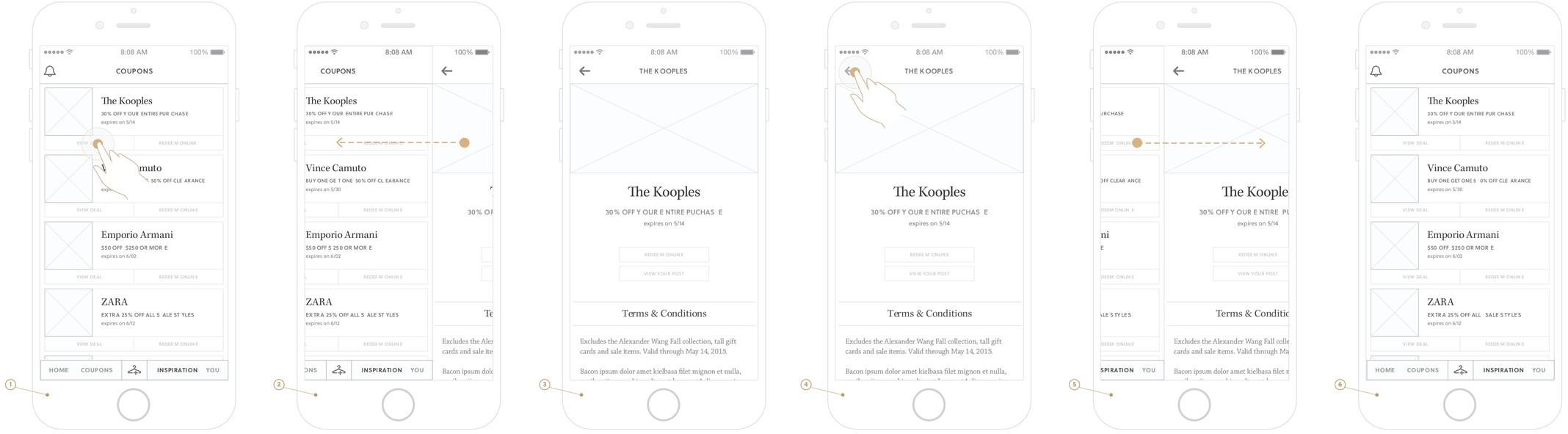
INTERACTION MODEL

NOTIFICATIONS

Clicking on the notifications icon will open the notifications drawer, which slides from left to right. Clicking on the icon again will close the drawer, which it will slide from right to left.



INTERACTION MODEL

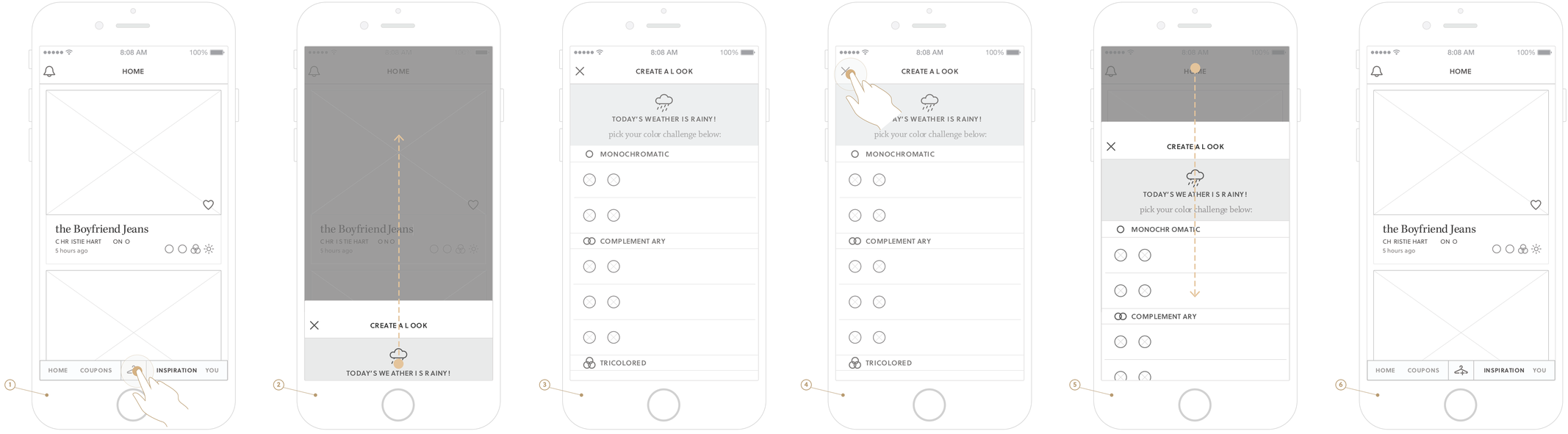


DETAILS PAGE

Clicking on an item which reveals a details page will reveal a details page that slides in from right to left (screens 1–3).

To close the details page, tap on the back icon, and the details page will slide from left to right (screens 4–6).

INTERACTION MODEL

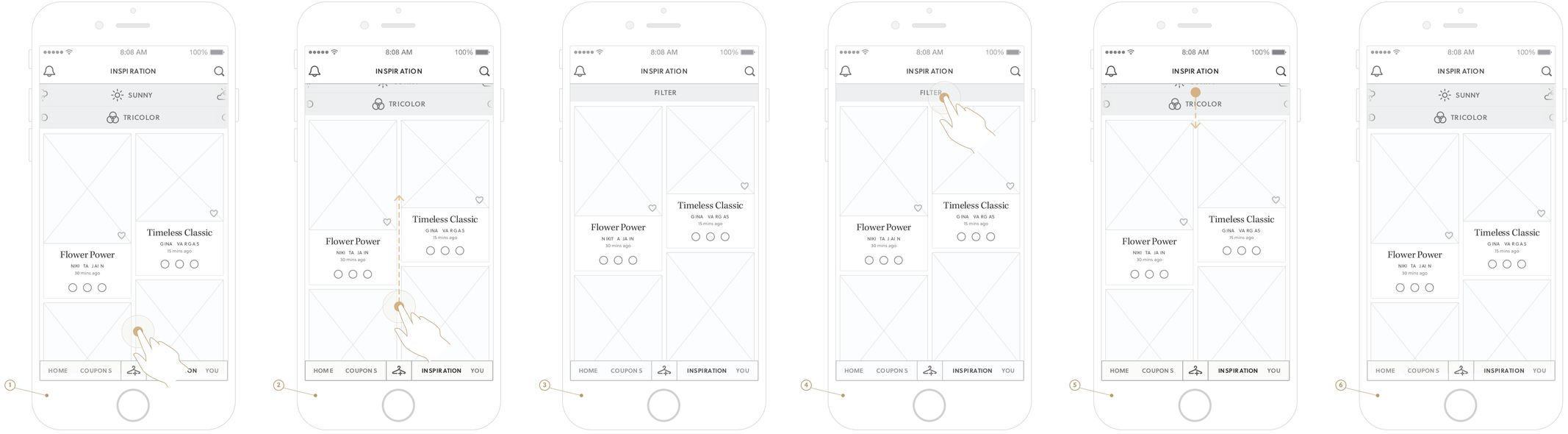


CREATE A NEW LOOK

Tapping the coat hanger icon loads the screen to create a look. This screen will animate from the bottom to the top (screens 1–3).

To close the details page, users can tap on the close icon and the screens will animate out from top to bottom (screens 4–6).

INTERACTION MODEL



INSPIRATION FILTER

As the user scrolls down, the filter system on the inspiration page minimizes and becomes a small bar with the words “Filter” (screens 1–3).

If a user wants to see the filter again, tapping on the “Filter” CTA will expand the filter (screens 4–6).

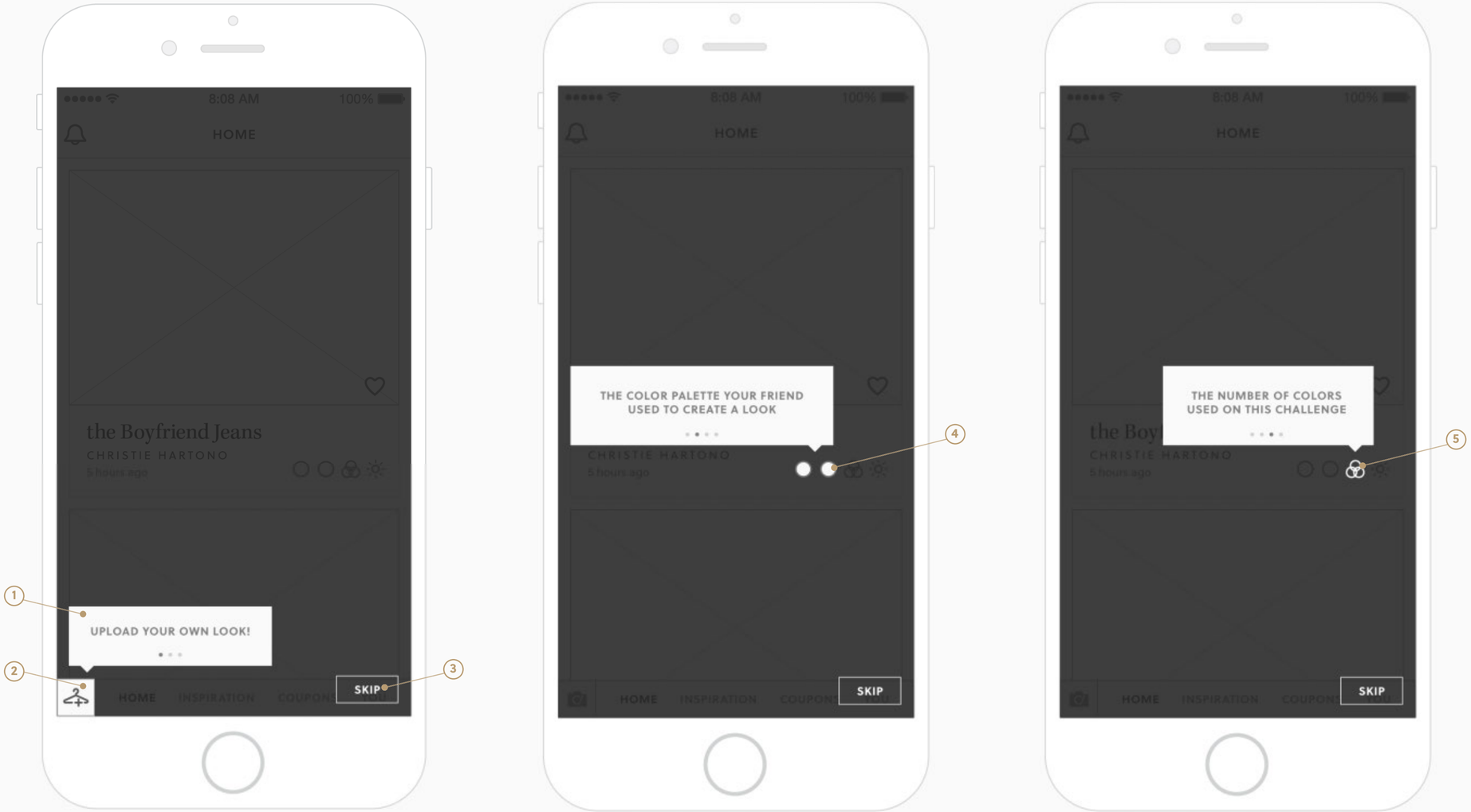
WIREFRAMES

HOME PAGE

The home screen displays a user's feed. The feed consists of posts from people that a user follows. Each post contains a photo, the color scheme used in the photo and weather where the photo was taken.

1. Notifications icon.
2. Post uploaded by a user.
3. Like icon. A user can tap the icon or double tap on the picture to like a post.
4. Title of the post and the name of the user who posted the image and a time stamp.
5. The left two circles are the colors on the palette the user used to create the outfit. The two icons on the right are the color scheme (monochromatic, bicolors or tricolors) that was used and the weather (sunny, cloudy, rainy & snowy) the user created the outfit for.
6. Global navigation of the app.
7. CTA button to create a new outfit.

WIREFRAMES



HOME ONBOARDING

The onboarding stage takes place when a user first uses the app. This stage teaches the basic components of the homescreen to the new user.

1. Popup explanationing the item being highlighted. The paganation at the bottom indicates how many steps there are left to complete the tutorial.
2. Highlighted upload CTA
3. Skip icon to let users skip the turorial.
4. Highlighted colors
5. Highlighted color scheme

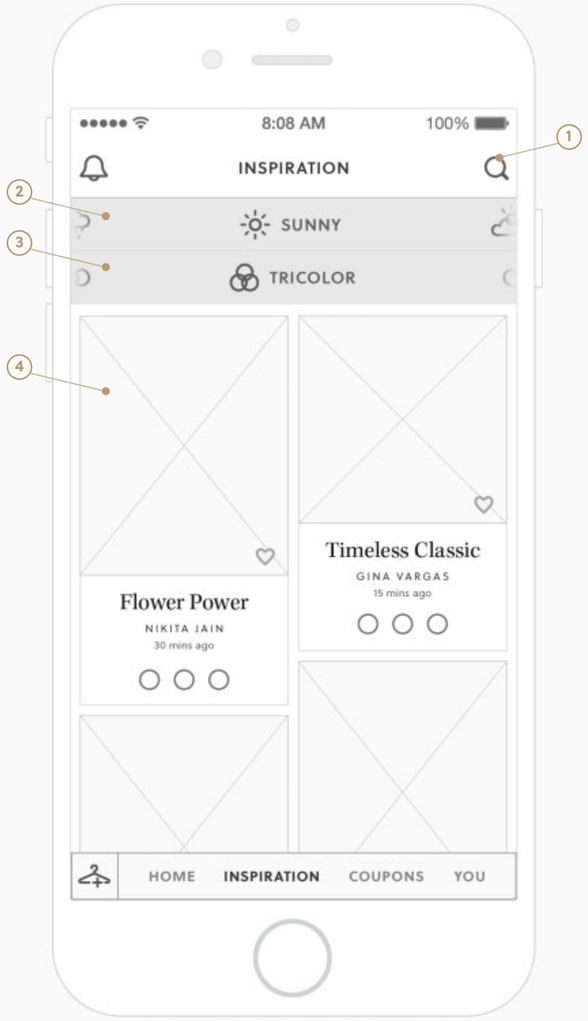
WIREFRAMES

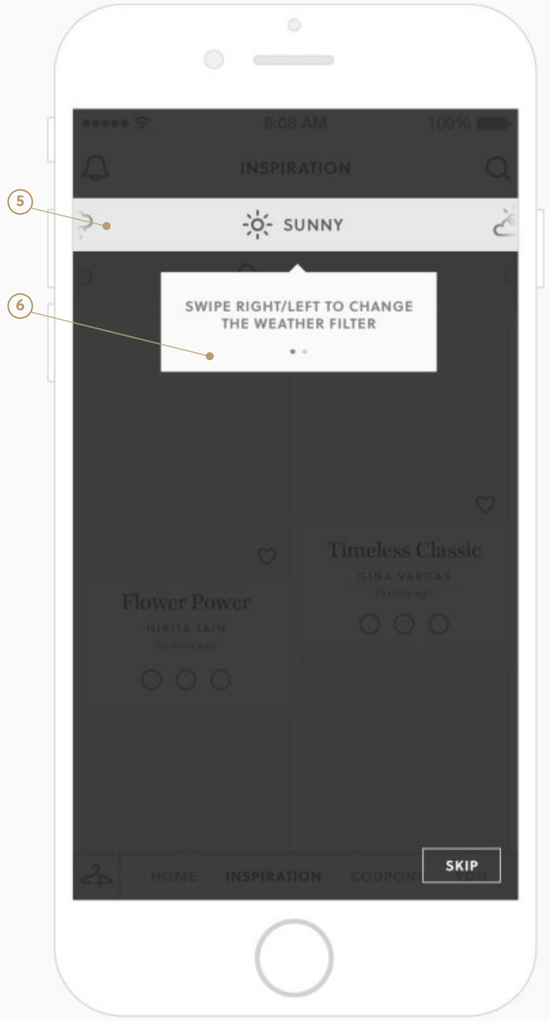
HOME ONBOARDING (CONT'D)

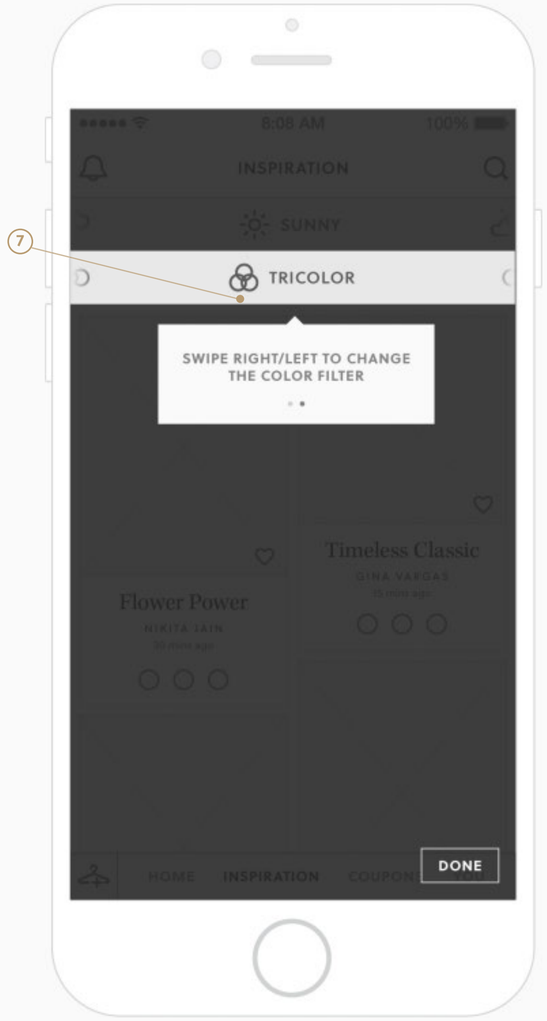
The onboarding stage takes place when a user first uses the app. This stage teaches the basic components of the homescreen to the new user. The onboarding steps go from left to right screens sequentially.

1. Popup explaining the item being highlighted. The paganation at the bottom indicates how many steps there are left to complete the tutorial.
2. Highlighted weather
3. CTA Done will close the onboarding tutorial

WIREFRAMES





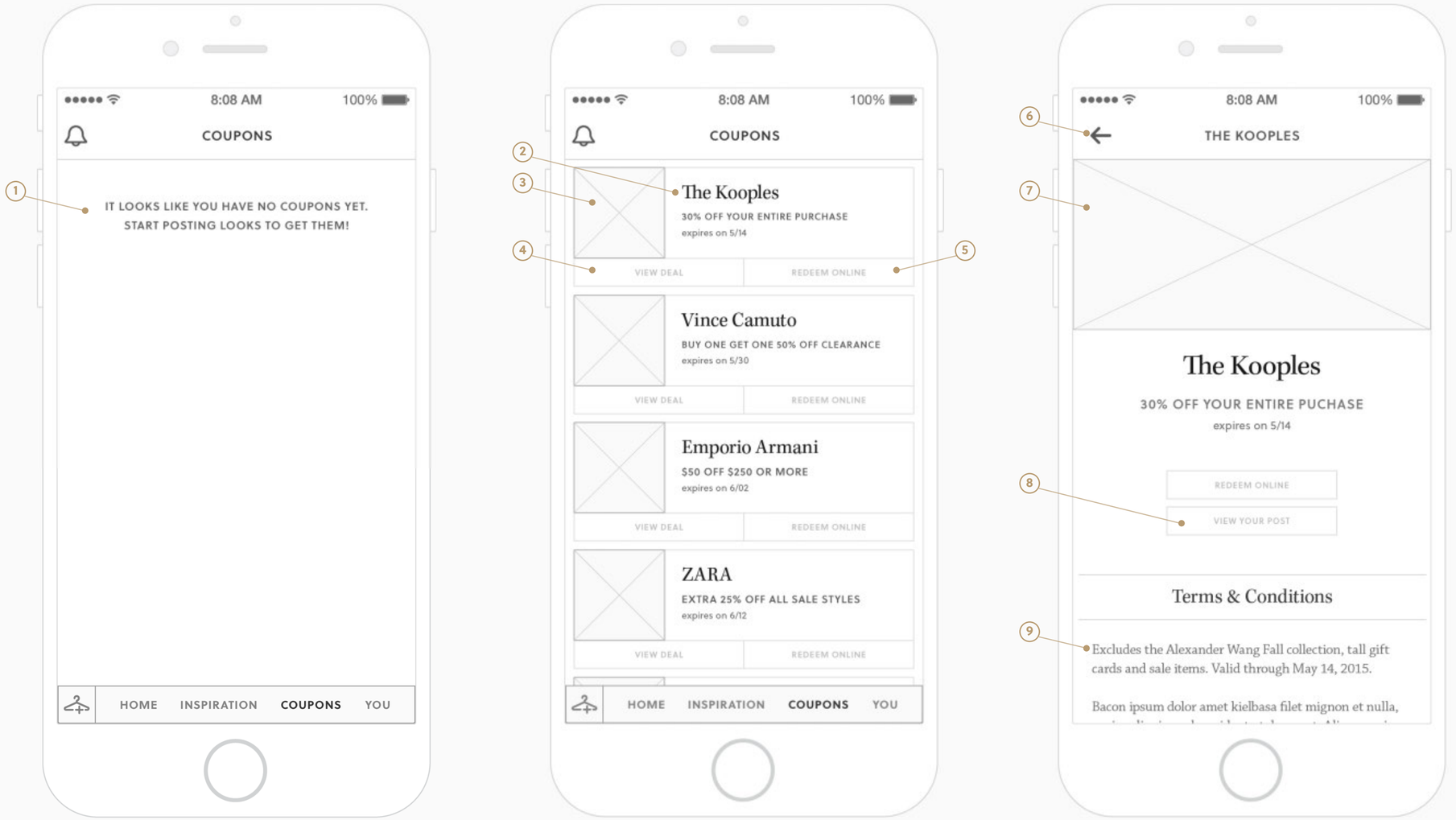


INSPIRATION & ONBOARDING

The inspiration page displays posts from all of the app users, which are filtered by weather and color scheme.

1. The search icon, where users can type in keywords to search the throughout the whole app.
2. Weather filter
3. Color scheme filter
4. A post
5. Highlighted weather filter
6. Popup explanationing the item being highlighted. The paganation at the bottom indicates how many steps there are left to complete the tutorial.
7. Highlighted color scheme filter

WIREFRAMES

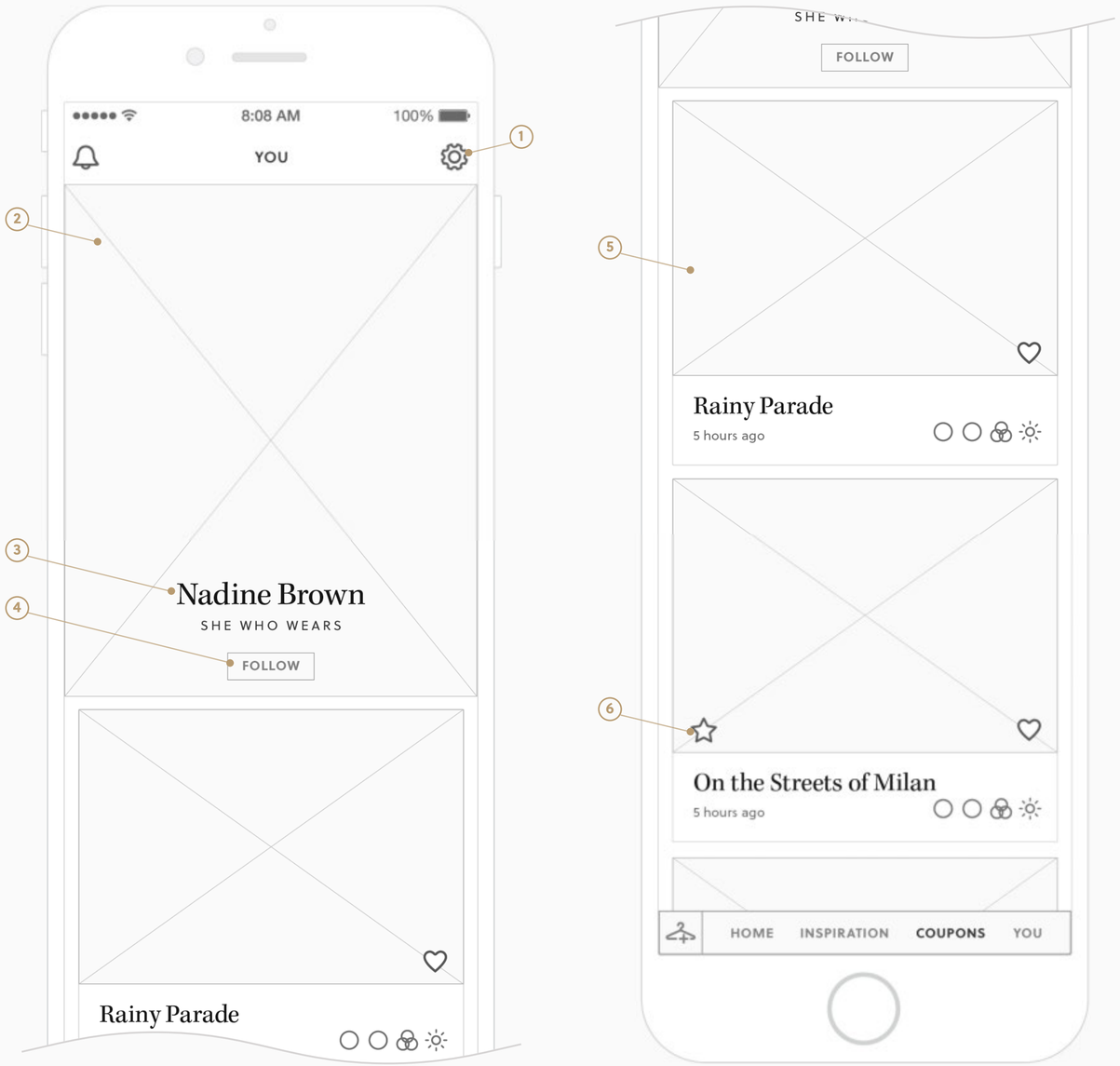


COUPONS

The coupons page displays coupons that a user has been rewarded with. The coupons create an inscentive for users to tag their clothing items with information regarding the name/brand of the piece they are wearing. Through tagging, a user has the chance to earn coupons from their favorite brands.

1. The message that displays when a user hasn't earned any coupons.
2. Name of the brand along with the coupon rewarded and an expiration date.
3. Brand logo
4. CTA will open a detailed page of the coupon
5. Redeem online CTA will redirect the user to the brand's website.
6. Back button to exit coupon detail page
7. Large image of brand logo
8. CTA button will redirect user to the post which earned them the coupon.
9. Terms & Conditions

WIREFRAMES

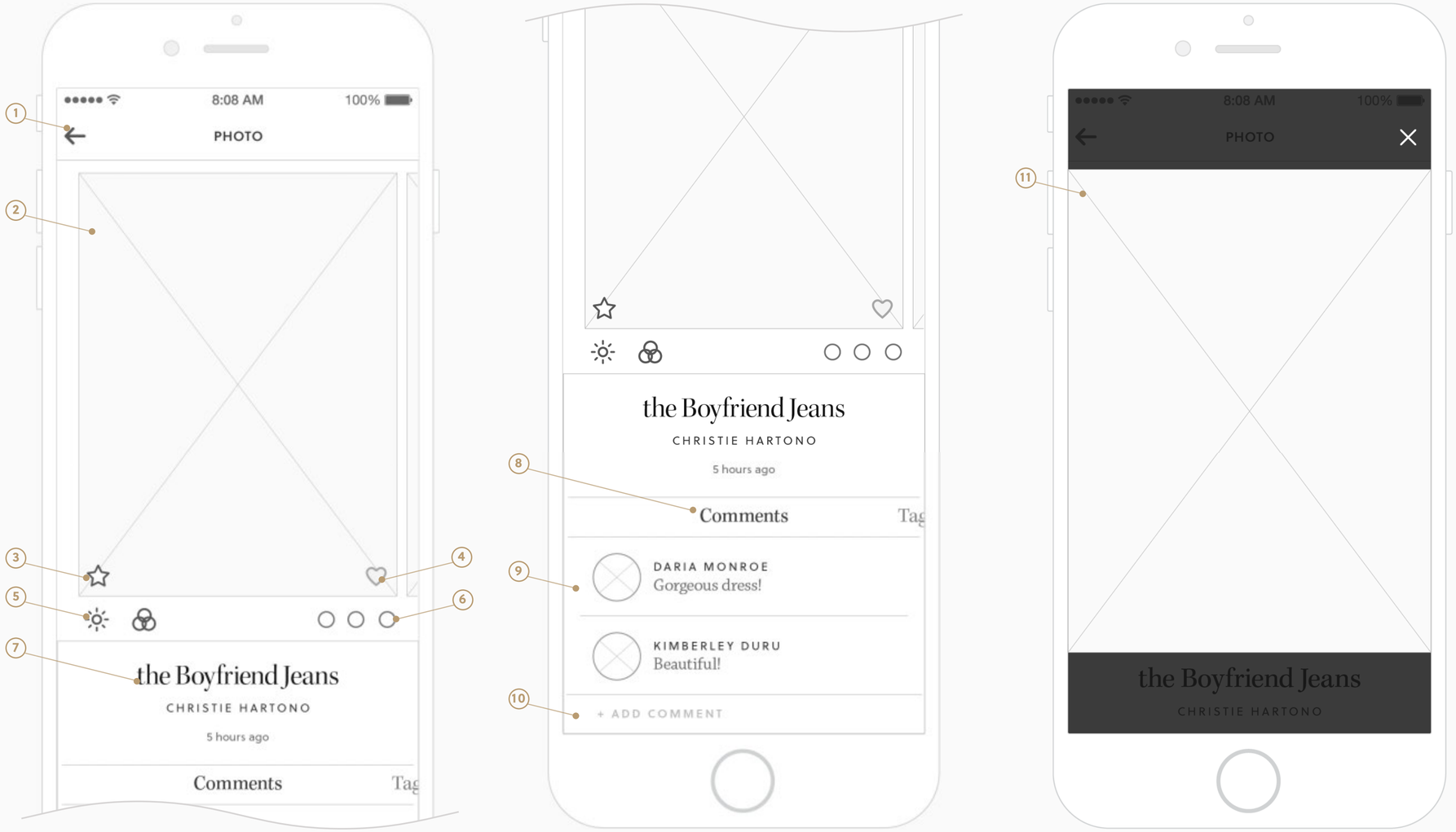


PROFILE

The profile page showcases a user's picture and a one sentence description of themselves, as well as all of a user's posts.

1. Settings icon, where a user can modify his/her account settings.
2. Profile picture
3. User's name and one sentence description
4. The Follow CTA button will appear if it is a profile other than the user's own profile. The CTA changes to "following" if a user is already following the profile.
5. A post
6. If a post is rewarded with a coupon, a star icon will appear. Only the creater of the post can see the icon.

WIREFRAMES



PHOTO

When a post is clicked/ tapped, it will take the user to a detailed photo page. It features the photo(s) that a user uploaded showcase the outfit along with information regarding the outfit.

1. Back button to exit the detailed photo page.
2. Photo(s) that the user uploaded. A user can swipe left or right to navigate through the photo gallery.
3. A star icon will appear when he/she has been rewarded a coupon for the outfit, only the user who uploaded the post can see the icon.
4. Like icon to like the picture.
5. Information about the weather and the color s cheme used to create the outfit.
6. Color palette of the challenge.
7. Title, name and timestamp
8. Title of the section. A user can switch between comments and tags section by swiping left or right
9. A comment made by a user
10. CTA to add a comment
11. When a photo is tapped, it will display fullscreen

WIREFRAMES

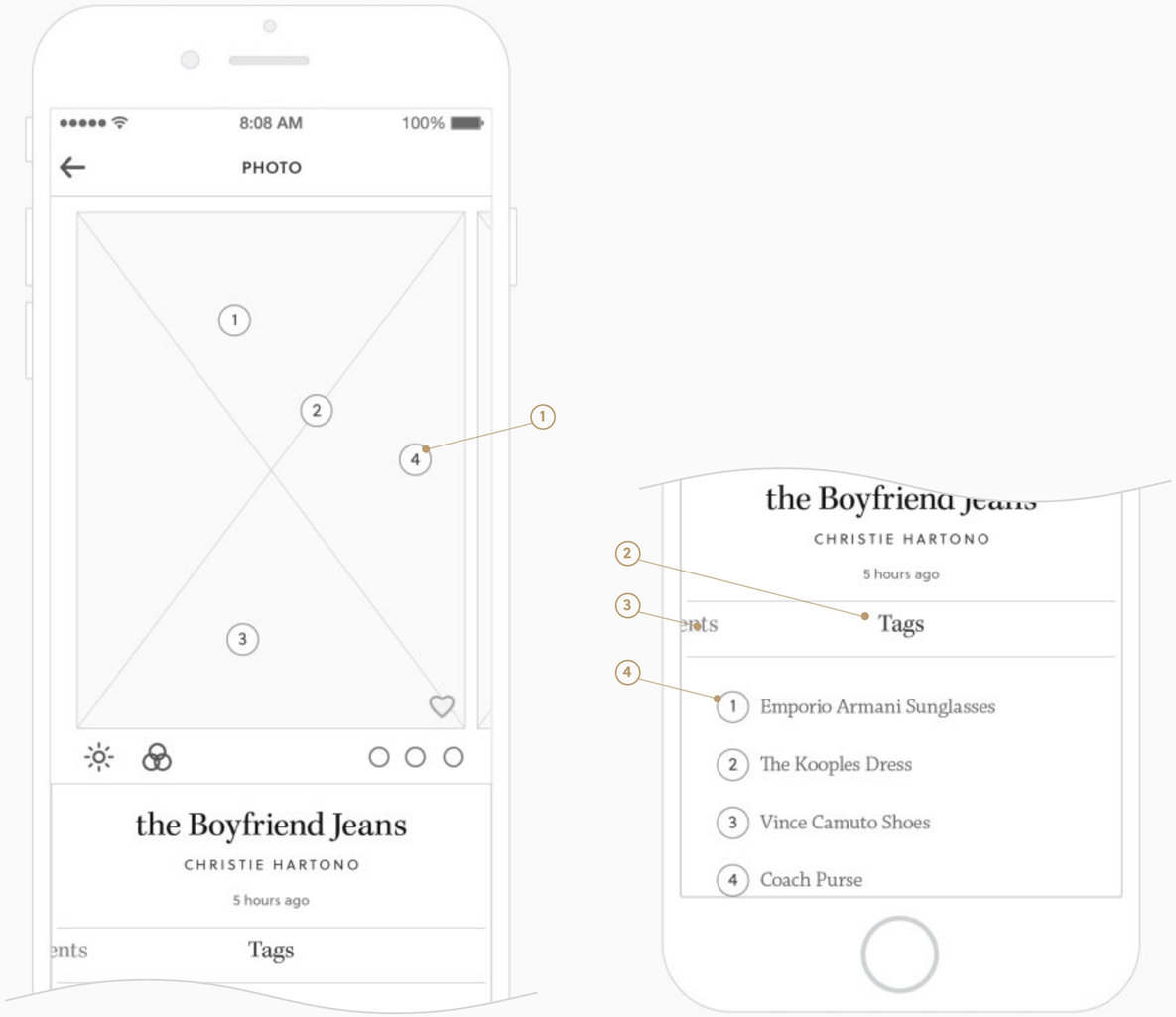
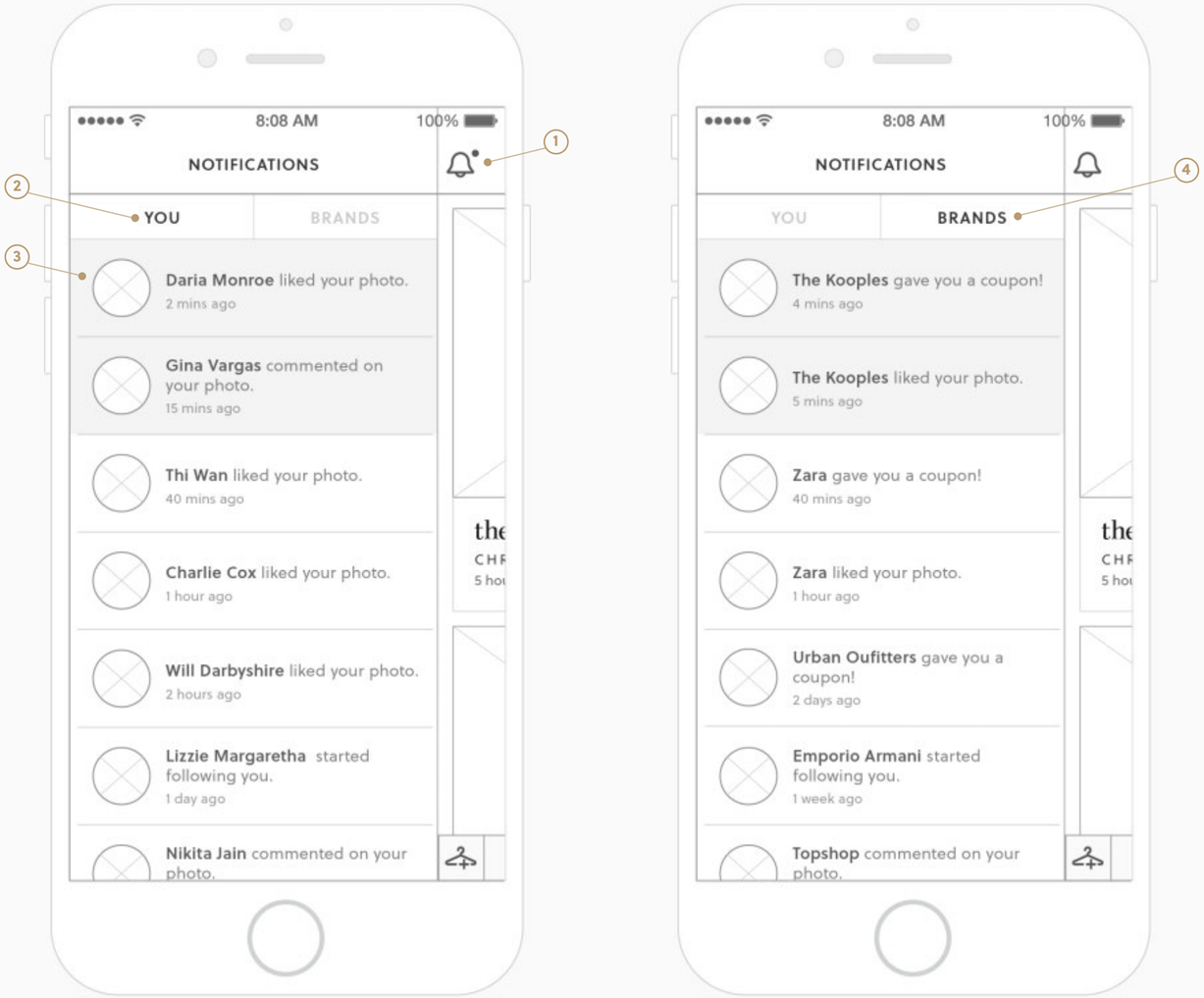


PHOTO (CONT'D)

When a post is clicked/ tapped, it will take the user to a detailed photo page. It features the photo(s) that a user uploaded showcase the outfit along with information regarding the outfit. The tag section will highlight the clothing items a user has tagged.

1. A tag on a clothing item. The numbers correspond to the tag caption.
2. Title of the section. A user can switch between comments and tags section by swiping left or right
3. Innactive section.
4. A clothing item tag that contains information about the brand, and the name of the item.

WIREFRAMES

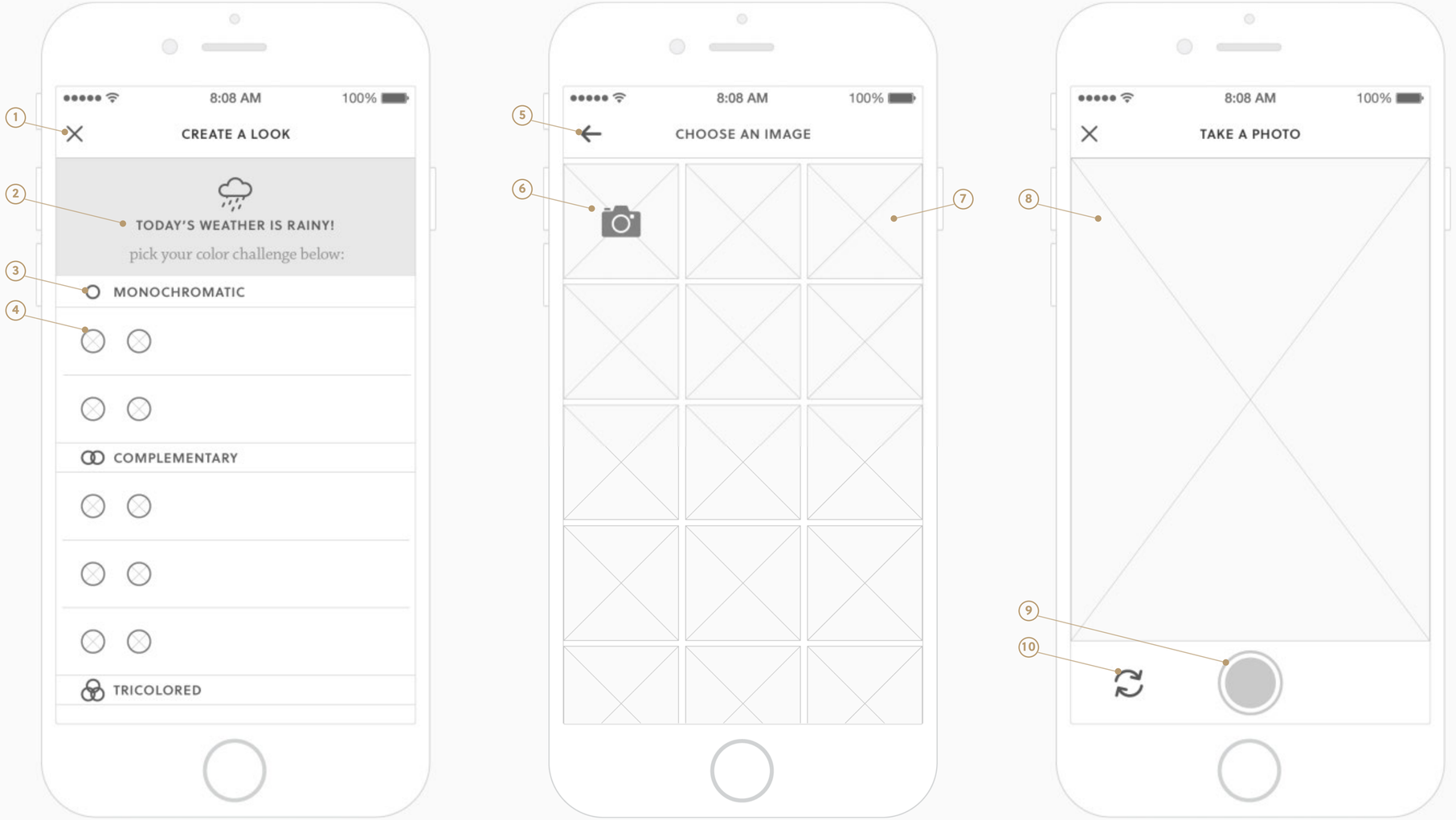


NOTIFICATIONS

The notification icon is located on the left as a hidden drawer. Notifications are divided into two sections: you and brands.

1. The notification icon will open a left drawer. A dot will appear next to the icon to indicate a user has unread notifications.
2. The “You” tab contains notifications of friends who has liked or commented on a user’s posts.
3. A notification consists of a profile picture, the name of the person and a timestamp.
4. The “Brands” tab contain notifications on brands that like a user’s photo or coupons that a brand rewarded to a user.

WIREFRAMES

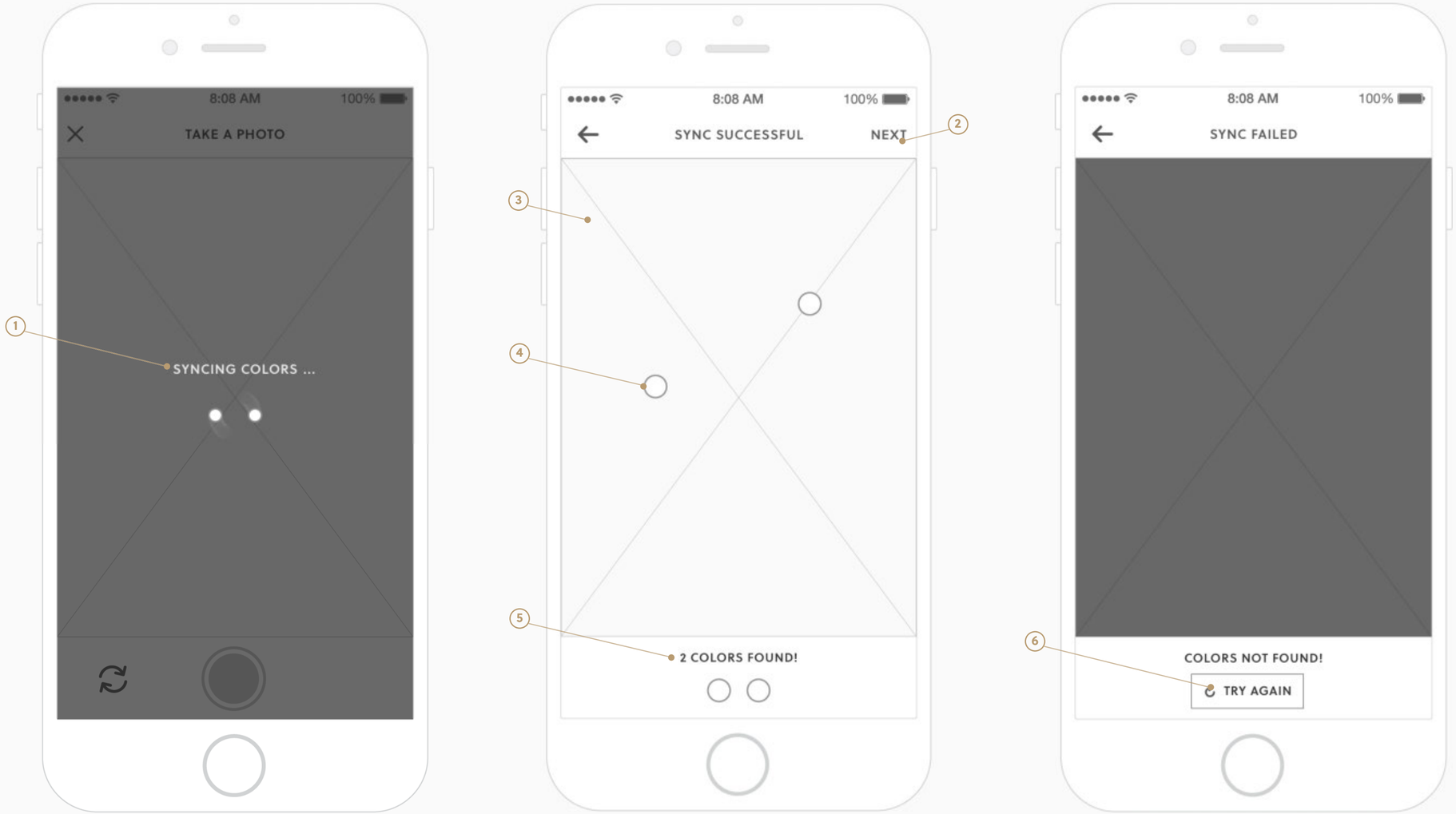


CREATE A LOOK

To upload an outfit a user will click on the coat hanger icon on the global nav. This will take them through a series of screens that allows them to create their outfit.

1. Close icon to exit the page.
2. The user is introduced to the weather at the user's current location, along with instructions to choose a color scheme from below.
3. Color schemes a user can choose from. This includes monochromatic, bicolored, or tricolored, where a user can choose from using one, two or three colors in their outfit.
4. The color palette based on the color schemes.
5. Back button to go one step back
6. The first box allows users to take a new picture rather than choosing from their camera roll.
7. An existing photo from the camera roll.
8. Camera viewfinder
9. Button to take a picture
10. Reverse camera button

WIREFRAMES

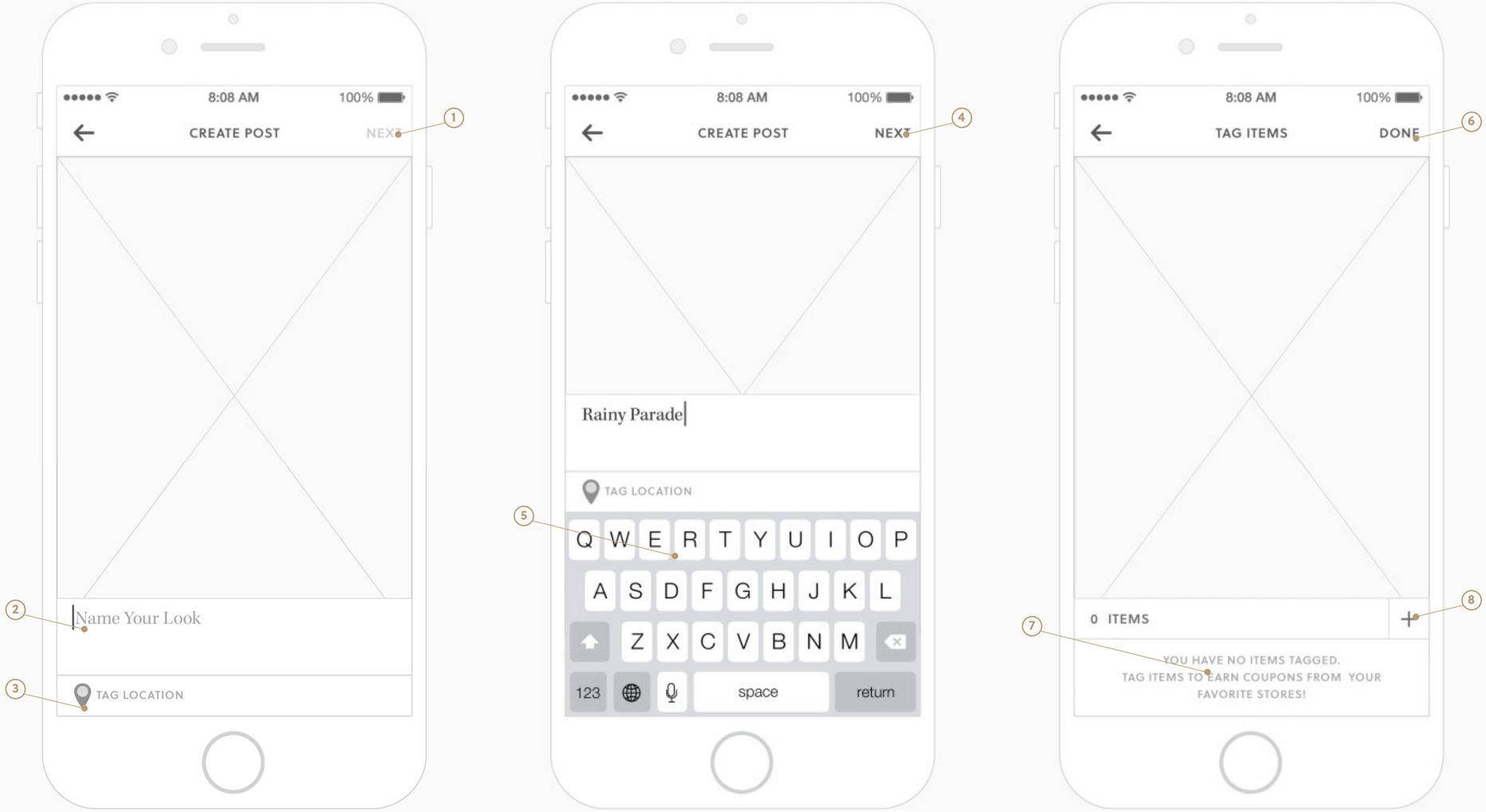


CREATE A LOOK (CONT'D)

To upload an outfit a user will click on the coat hanger icon on the global nav. This will take them through a series of screens that allows them to create their outfit.

1. Once a picture is taken/ uploaded, the app will sync the colors from the image and the colors that the user chose as their pallete.
2. Next button to go to the next step.
3. Photo that the user uploaded
4. Colors from the pallete that the user chose matched to the clothing articles in the picture
5. Message to indicate that the syncing was a success.
6. If the syncing failed, the CTA will allow them to resync the image.

WIREFRAMES

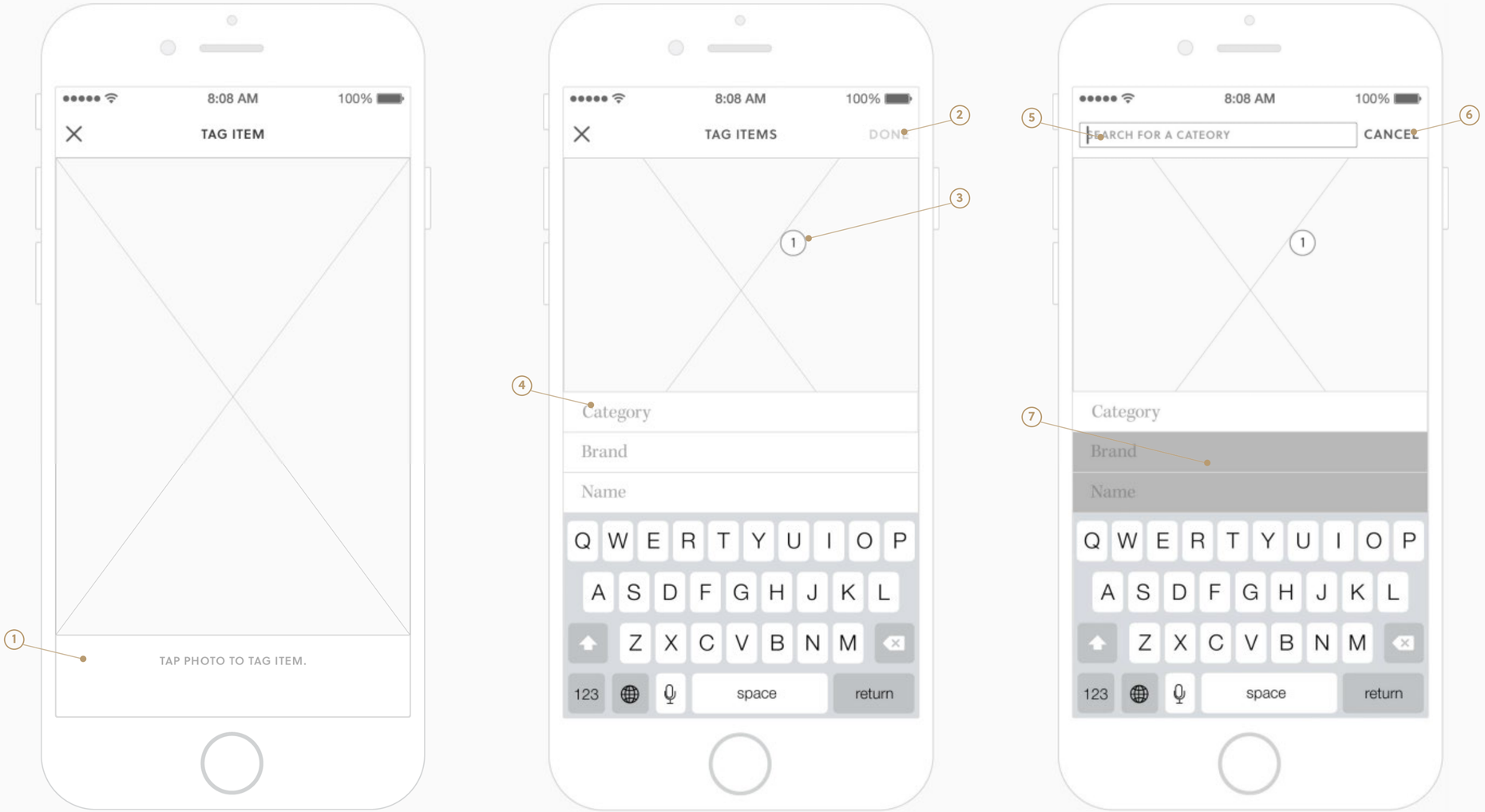


CREATE A LOOK (CONT'D)

To upload an outfit a user will click on the coat hanger icon on the global nav. This will take them through a series of screens that allows them to create their outfit.

1. Next is innactive until a user gives a title to his/post
2. Input box for the post title
3. Optional location input box if a user wants to tag his/her location.
4. When a title is written, the next will become
5. Keyboard will appear when a user starts typing.
6. Users don't have to tag their items, they can skip this process by clicking on done
7. Tag items page allows users to tag the clothing items that he/she was wearing in
8. Icon indicating that users can add a tag

WIREFRAMES

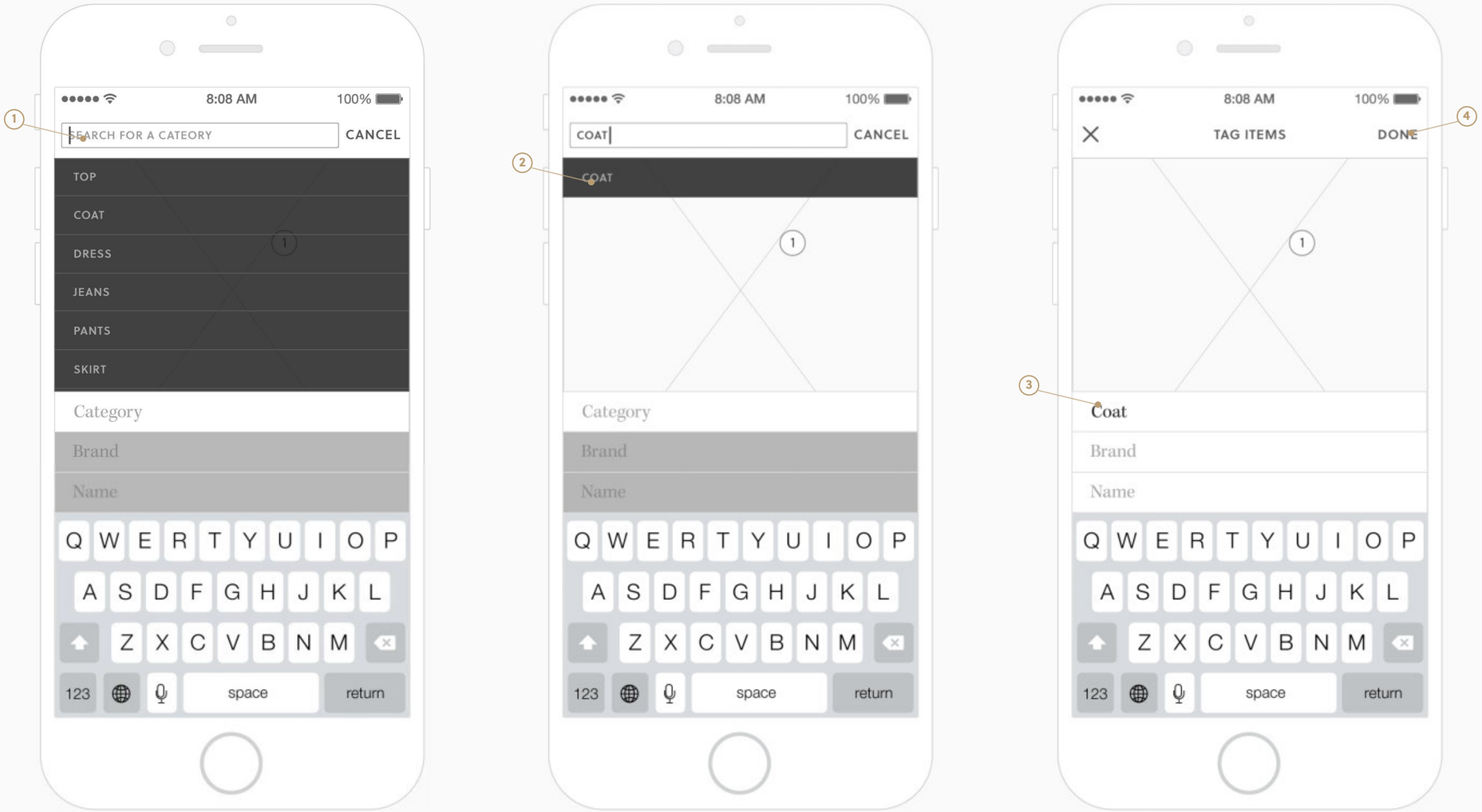


CREATE A LOOK (CONT'D)

To upload an outfit a user will click on the coat hanger icon on the global nav. This will take them through a series of screens that allows them to create their outfit.

1. Tagging instructions
2. Once a user tags an item, they have to fill in the input box before they can tap the "done" button
3. The number indicates the item on the picture the user has tagged.
4. input boxes where users can fill in information about the clothing item in the picture.
5. A search box appears to search a category of clothing item or clothing brand.
6. Cancel to close the search box, and cancel typing.
7. When an input box is selected, the other input boxes will grey out.

WIREFRAMES

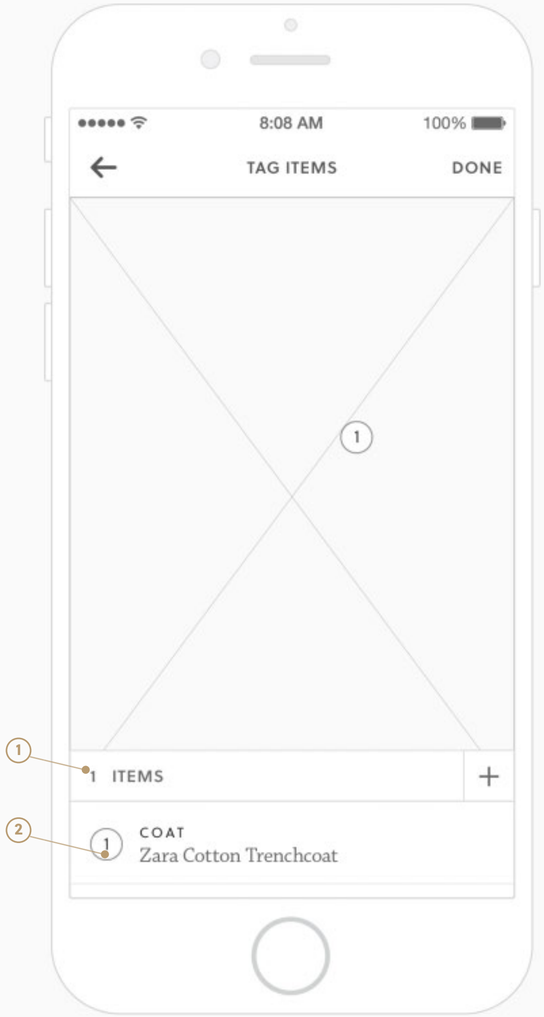


CREATE A LOOK (CONT'D)

When a post is clicked/ tapped, it will take the user to a detailed photo page. It features the photo(s) that a user uploaded to create the outfit. Underneath the photos are where comments will populate the screen. [reword!]

1. As a user starts type, the search results will populate the screen.
2. The search results will help narrow down clothing categories and brand names for users.
3. When selected, the result will appear in the input box.
4. Once an input box is filled in, the "Done" button becomes active

WIREFRAMES



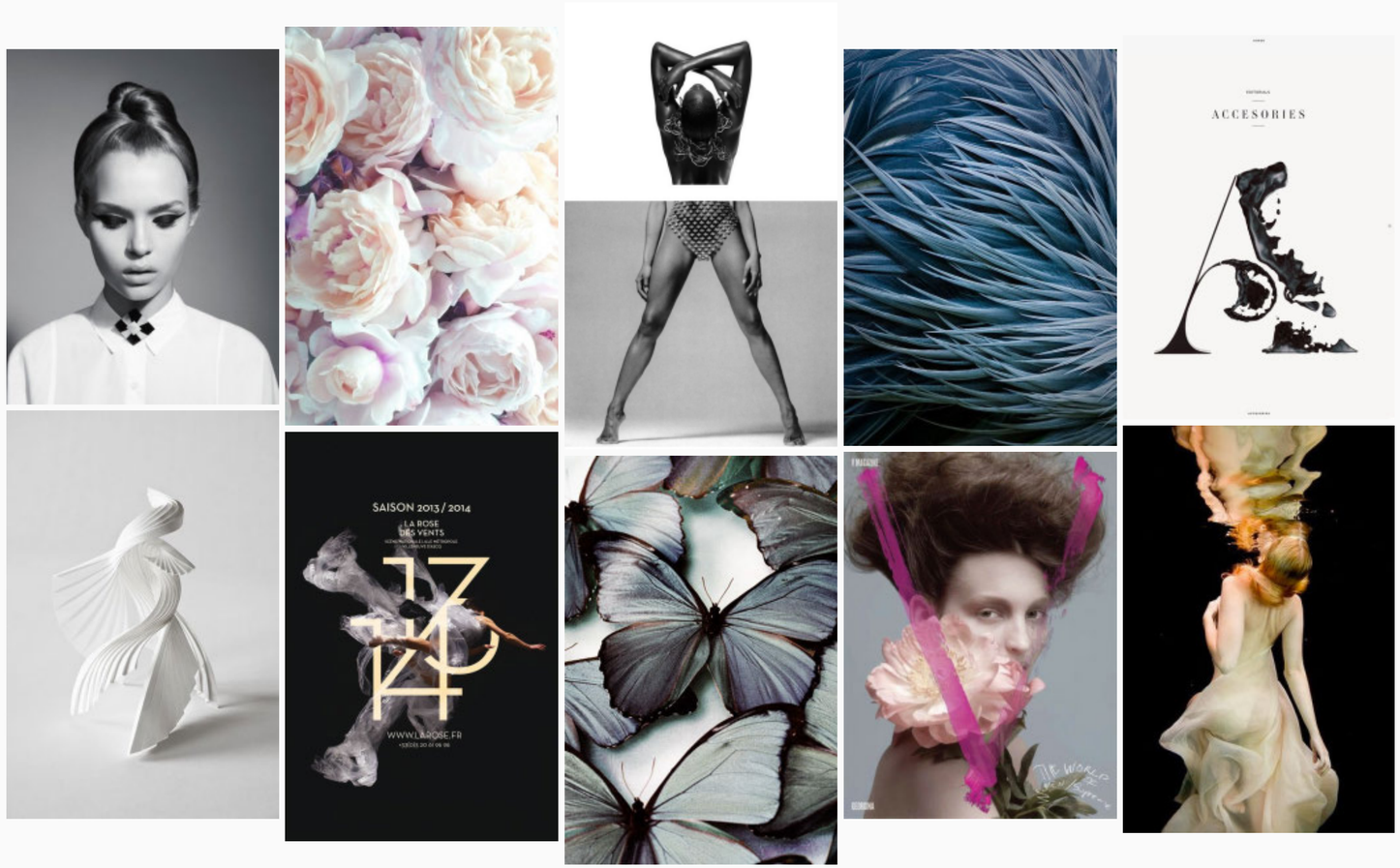
CREATE A LOOK (CONT'D)

When a post is clicked/ tapped, it will take the user to a detailed photo page. It features the photo(s) that a user uploaded to create the outfit. Underneath the photos are where comments will populate the screen. [reword!]

1. Counter for the number of items tagged
2. Once a user is done tagging a clothing item, the tag will appear as a list item

Sartorial

VISUAL BOARD



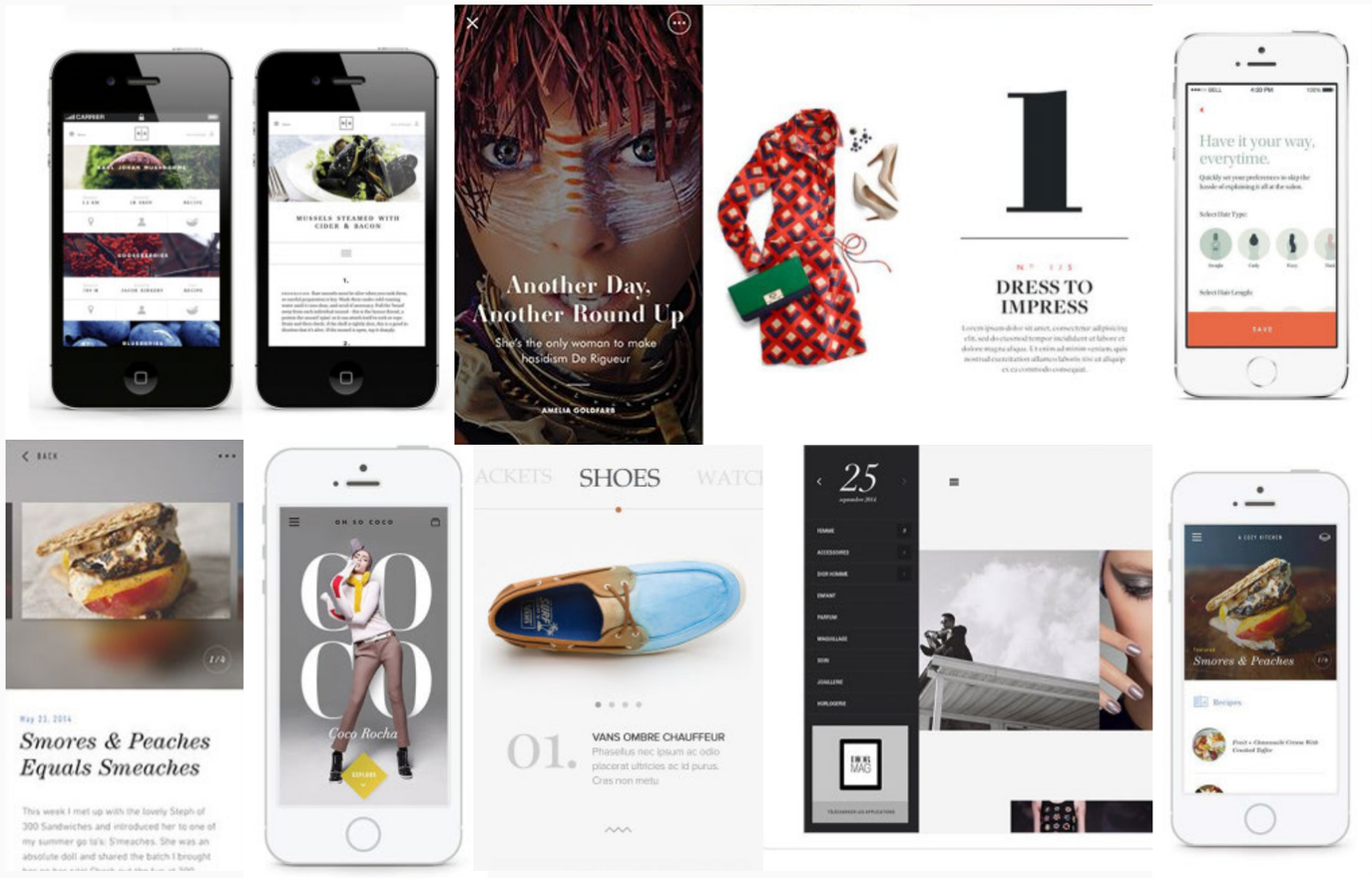
ELEGANT

BOLD

FEMININE

EDITORIAL

STYLE BOARD



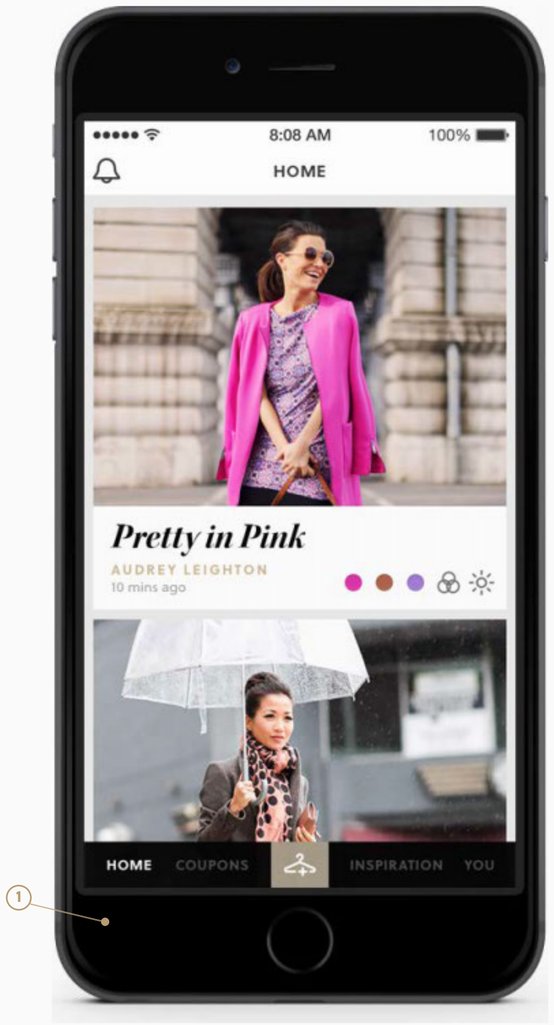
EDITORIAL

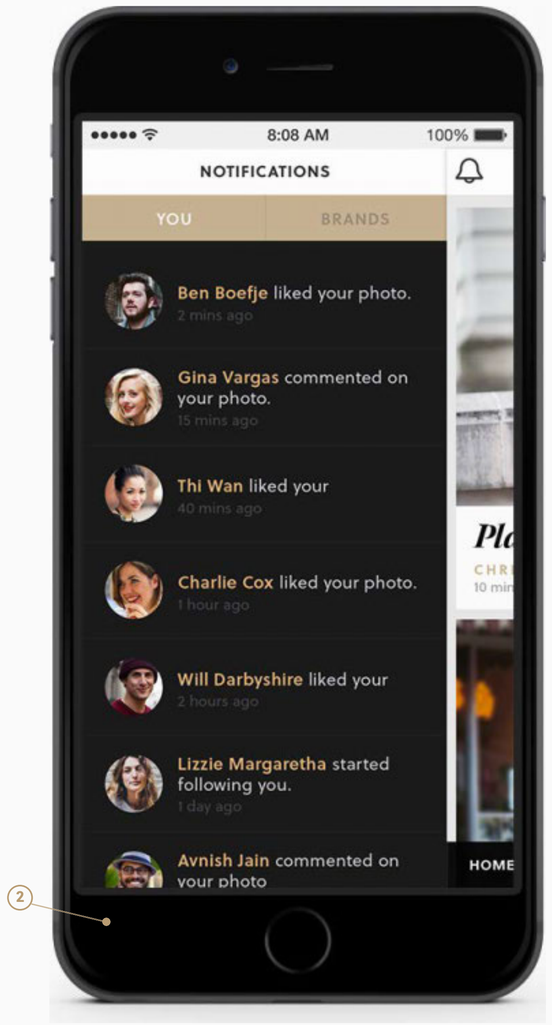
SERIFS & SANS SERIFS

CLEAN

MINIMALIST

FINAL COMPS





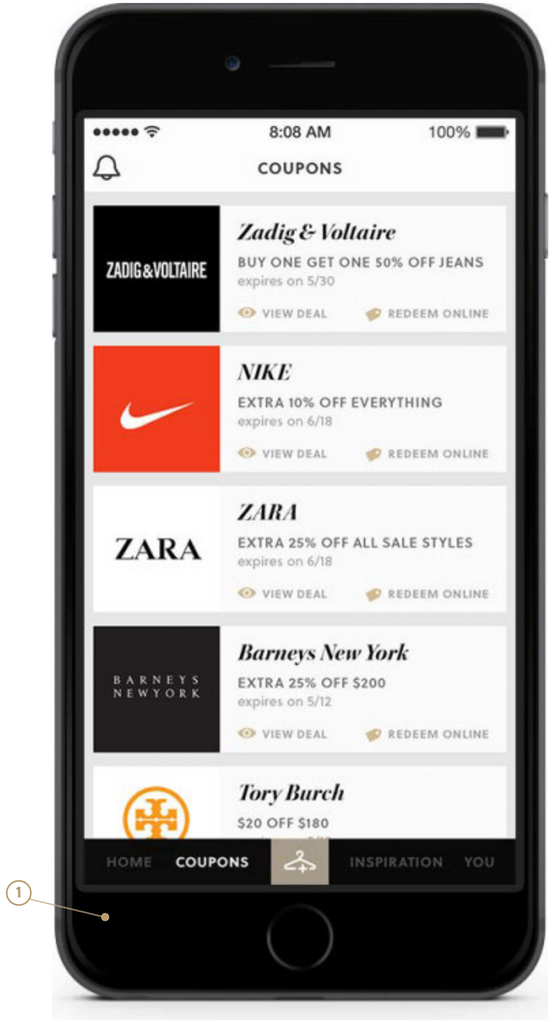
HOME PAGE

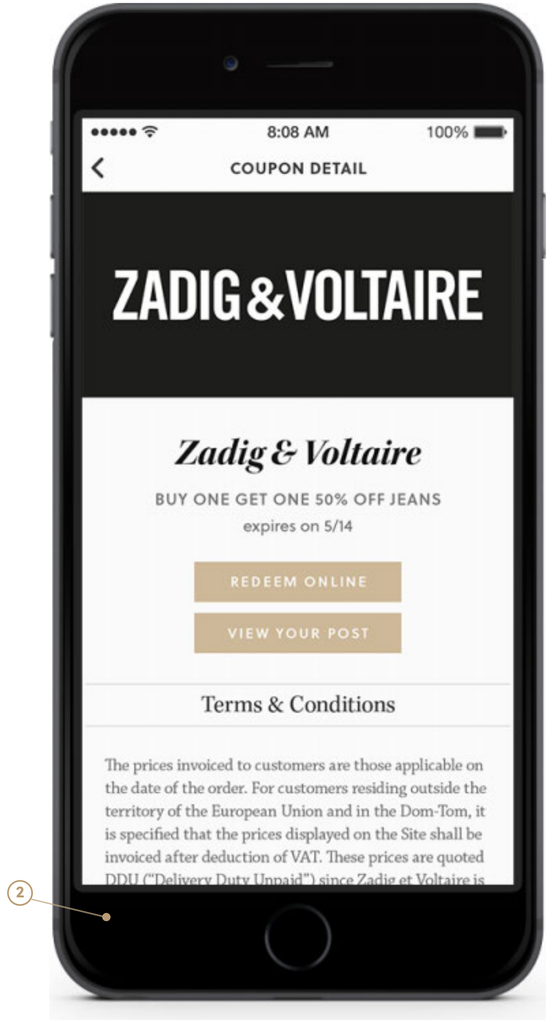
The home screen (screen 1) displays a user's feed. The feed consists of posts from people that a user follows. Each post contains a photo, the color scheme used in the photo and weather where the photo was taken.

NOTIFICATIONS

(Screen 2) The notification icon is located on the left as a hidden drawer. Notifications are divided into two sections: you and brands.

FINAL COMPS





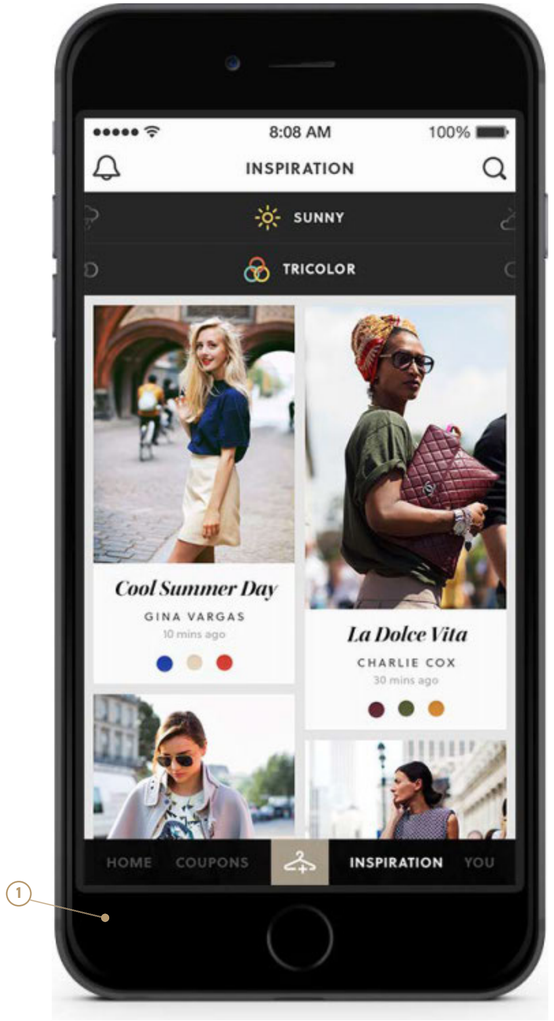
COUPONS

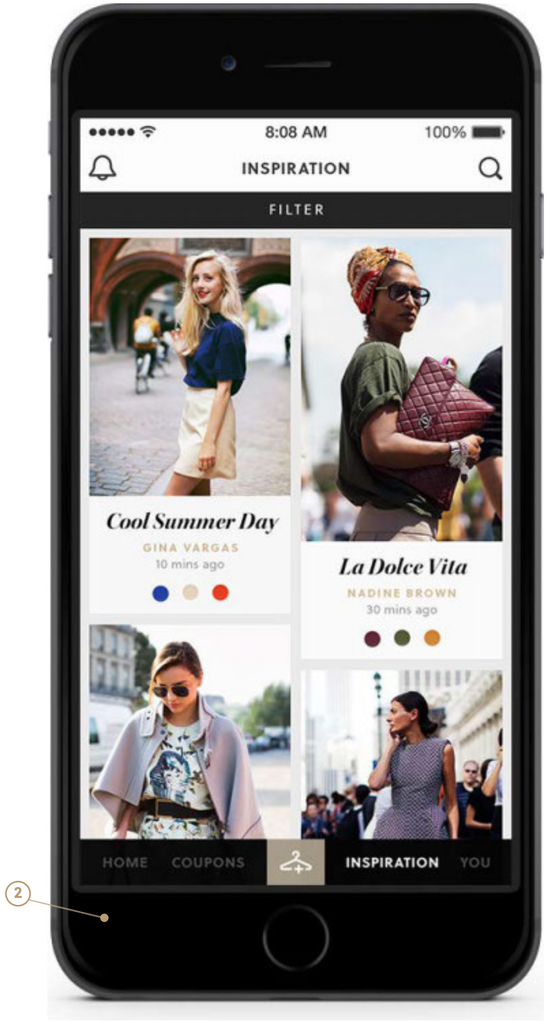
The coupons page (screen 1) displays coupons that a user has been rewarded with. The coupons create an inscentive for users to tag their clothing items with information regarding the name/brand of the piece they are wearing. Through tagging, a user has the chance to earn coupons from their favorite brands.

COUPON DETAILS

The coupon details page (screen 2) displays more detailed information regarding the coupon a user has earned including the name/brand and the deal that they earned. The Redeem Online CTA will redirect the users to the brand homepage. And the

FINAL COMPS



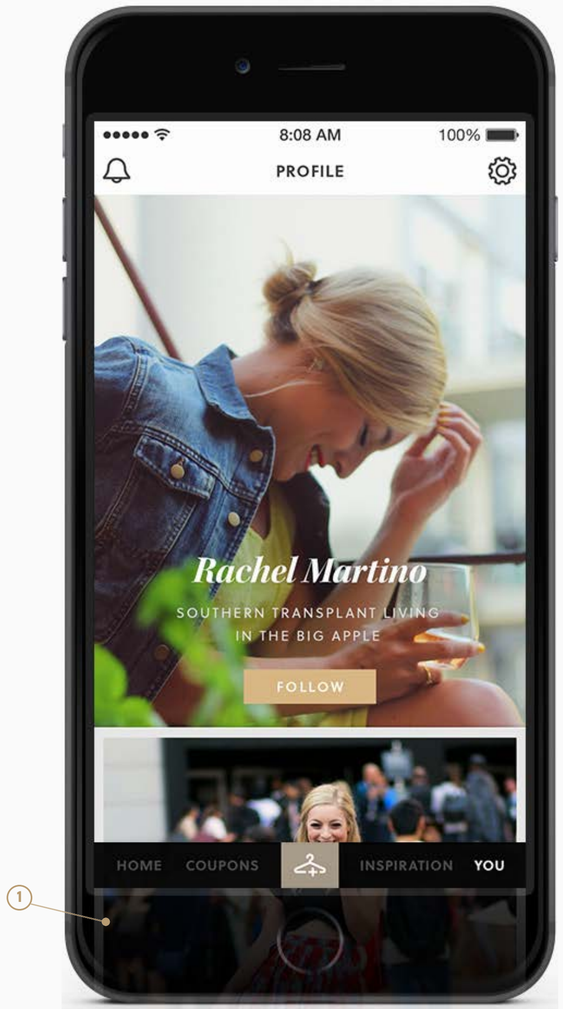


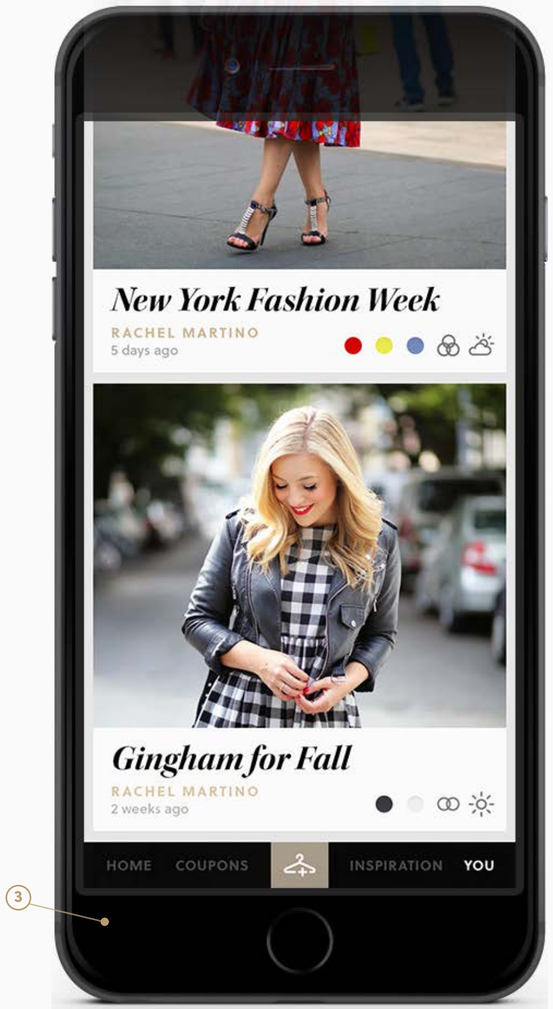
INSPIRATION

The inspiration page displays posts from all of the app users, which are filtered by weather and color scheme (screen 1).

When a user starts scrolling down, the filter will collapse to a smaller tab (screen 2).

FINAL COMPS





PROFILES

The profile page showcases a user's picture and a one sentence description of themselves (screen 1). The profile also displays all of a user's posts (screens 2 & 3).

FINAL COMPS

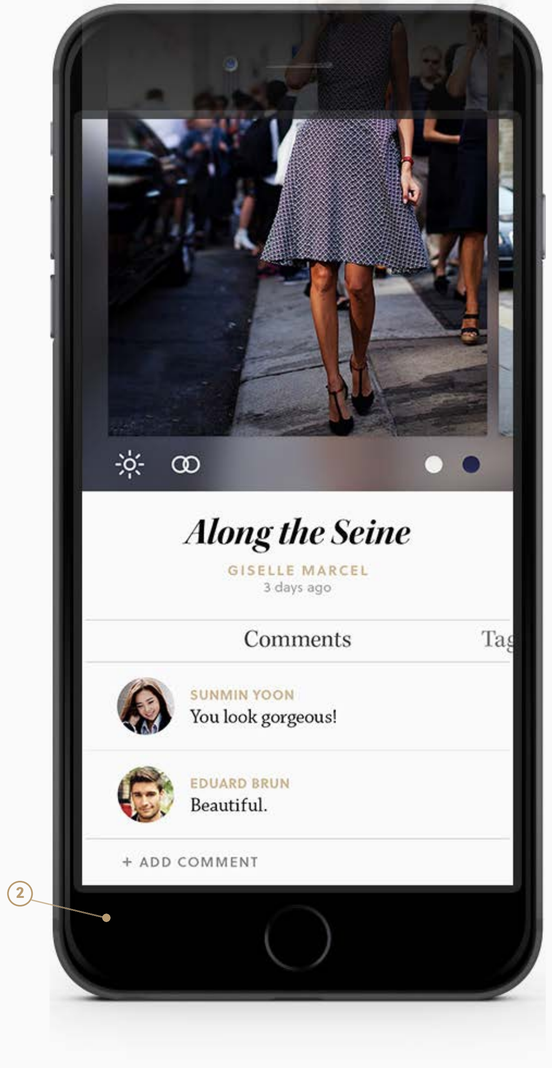


PHOTO DETAIL (COMMENTS)

When a post is clicked/ tapped, it will take the user to a detailed photo page. It features the photo(s) that a user uploaded showcase the outfit along with information regarding the outfit, such as the weather, the color scheme and the color palette (screen 1).

Underneath the image, there is a comments section where a user can leave a comment (screen 2).

FINAL COMPS

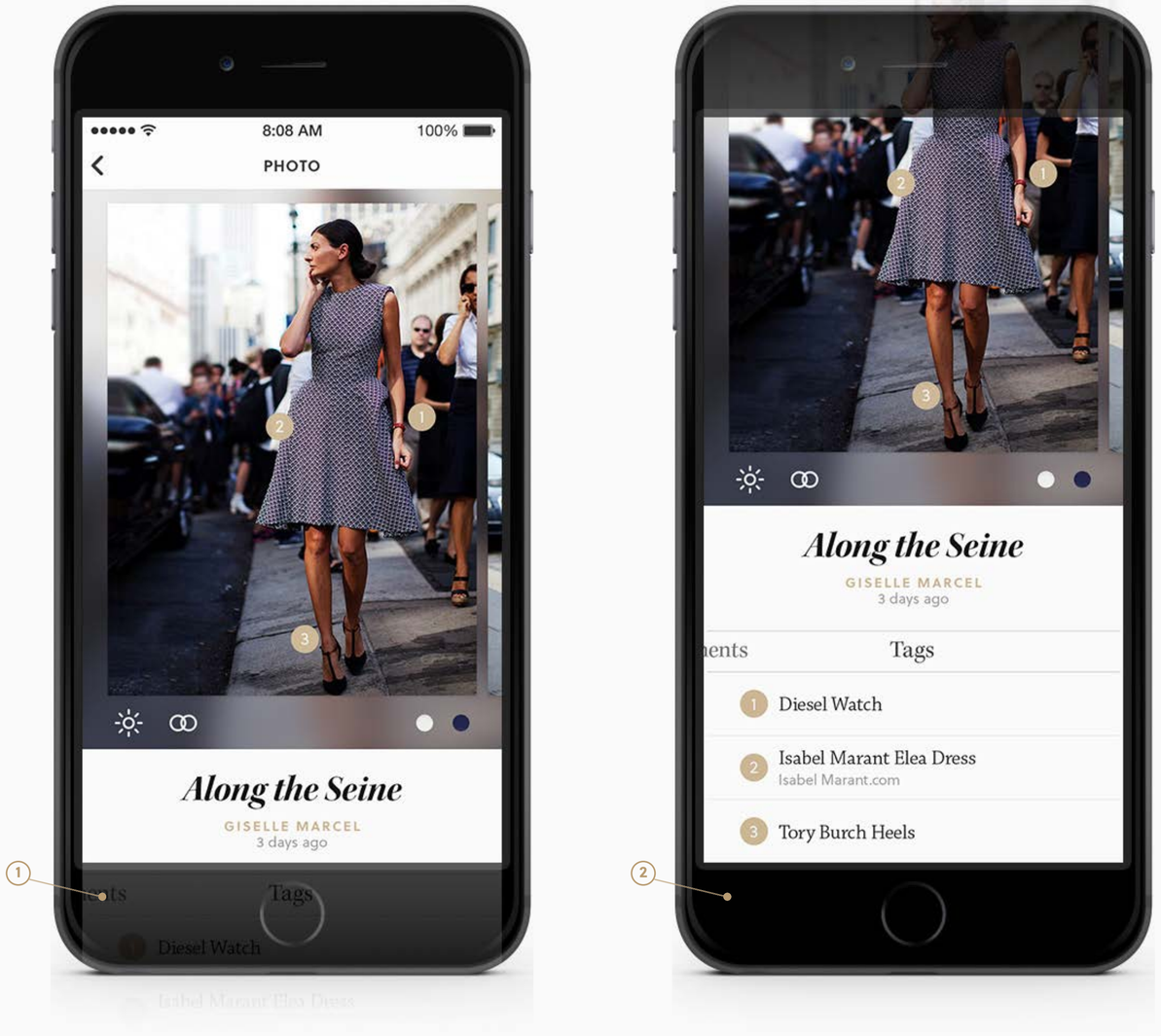
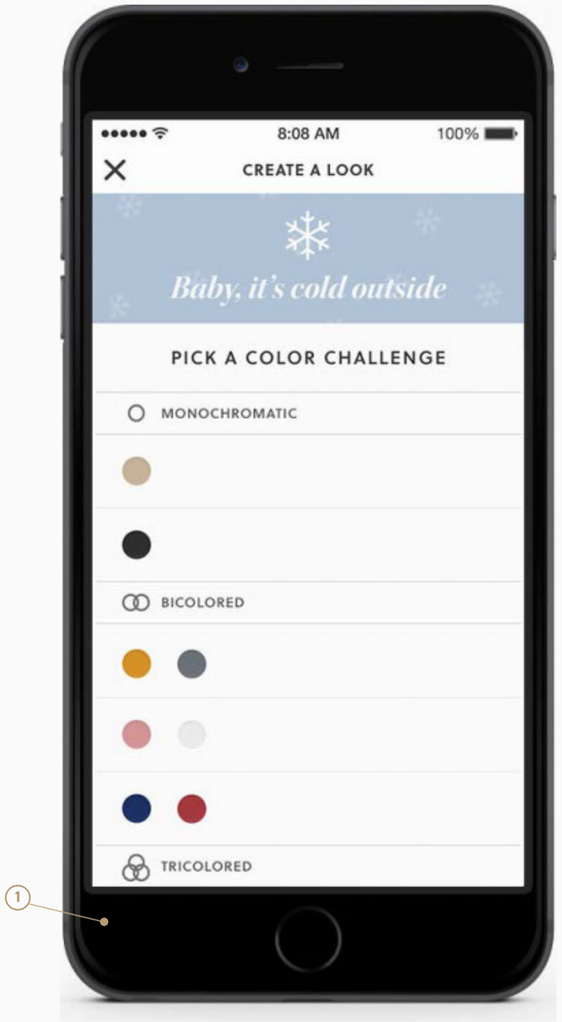
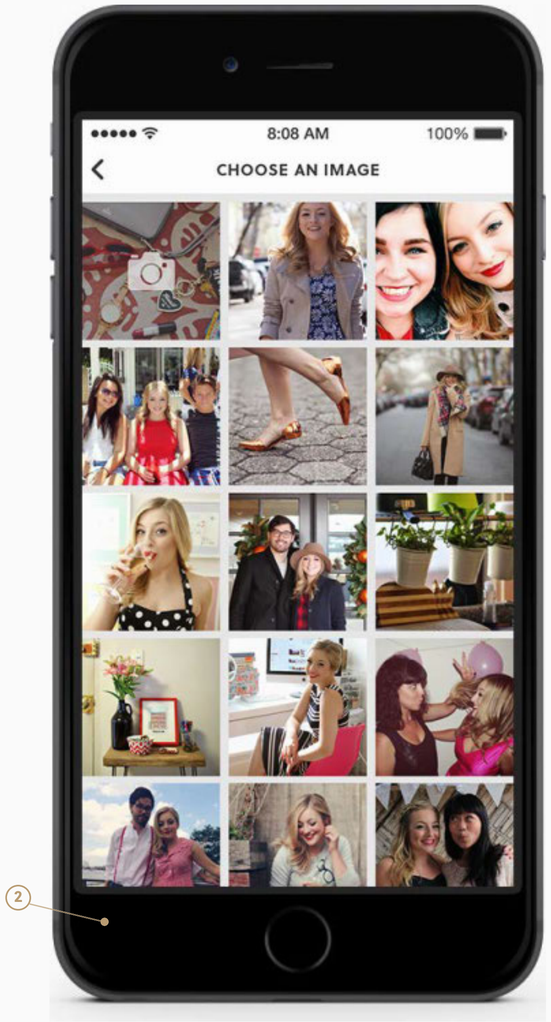


PHOTO DETAILS (TAGS)

When a post is clicked/ tapped, it will take the user to a detailed photo page. It features the photo(s) that a user uploaded showcase the outfit along with information regarding the outfit (screen 1). The tag section will highlight the clothing items a user has tagged (screen 2).

FINAL COMPS





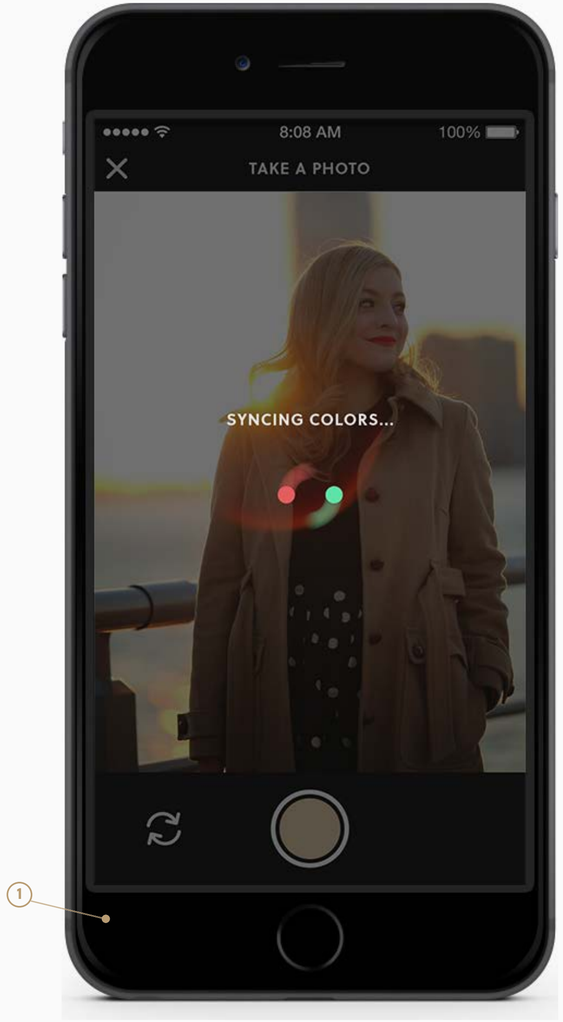
CREATE A LOOK

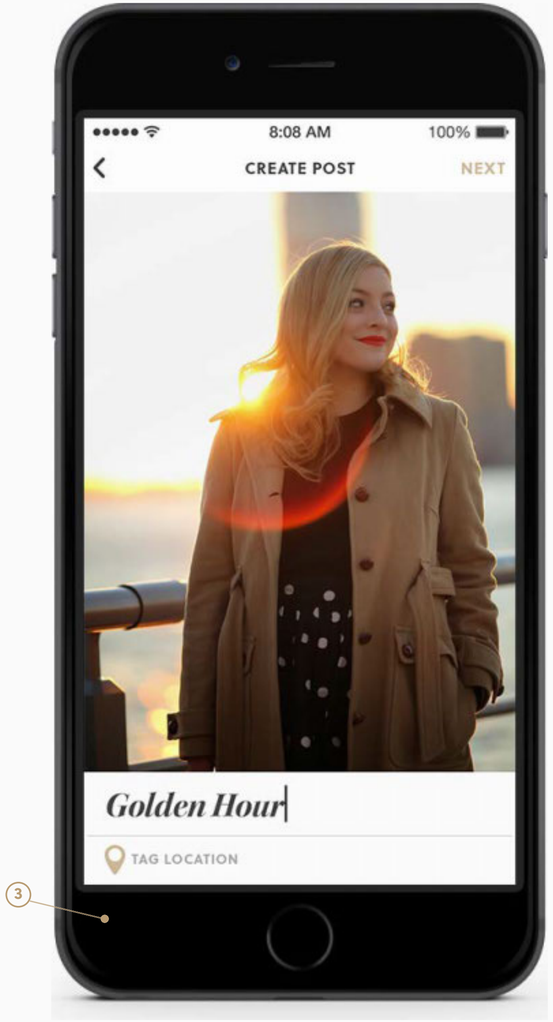
To upload an outfit a user will click on the coat hanger icon on the global nav. This will take them through a series of screens that allows them to create their outfit.

The user is introduced to the weather at the user's current location, along with instructions to choose a color scheme from below (screen 1).

Users can either choose an image from their camera roll (screen 2) or take a new picture (screen 3).

FINAL COMPS



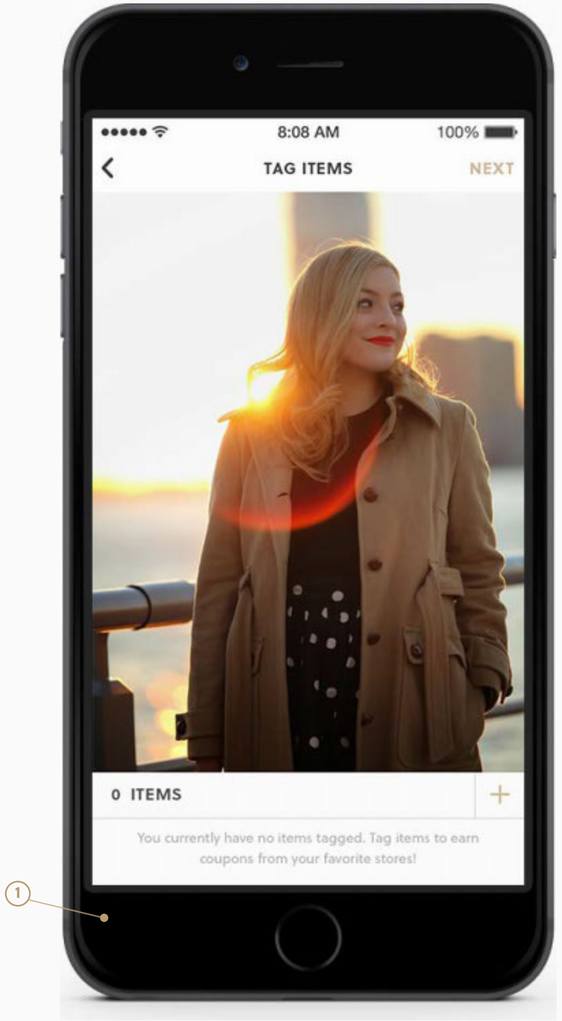


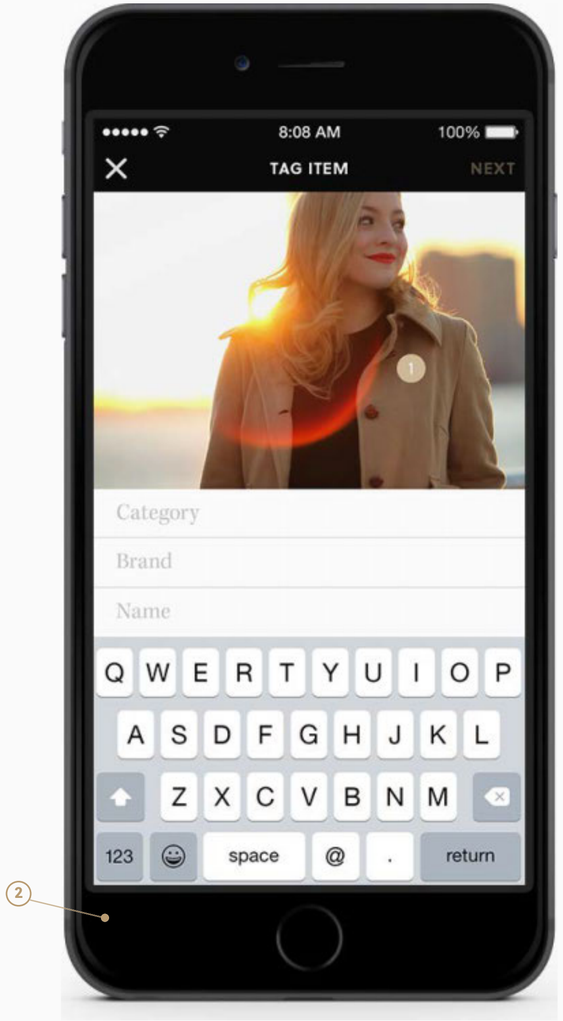
CREATE A LOOK (CONT'D)

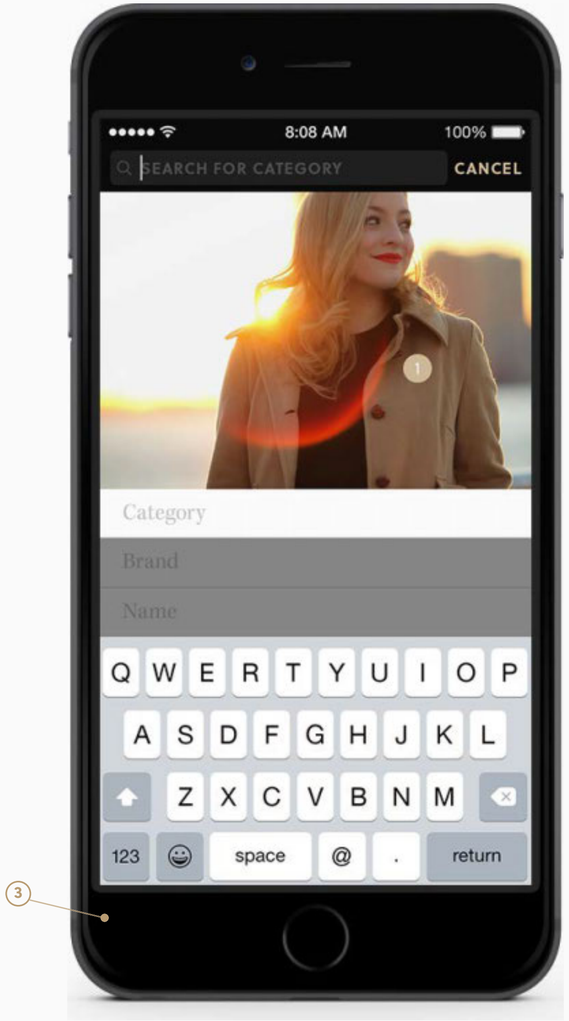
Once a picture is taken/ uploaded, the app will sync the colors from the image and the colors that the user chose as their pallete (screens 1 & 2).

If the syncing is a success, users fill in information to finish uploading their post (screen 3).

FINAL COMPS







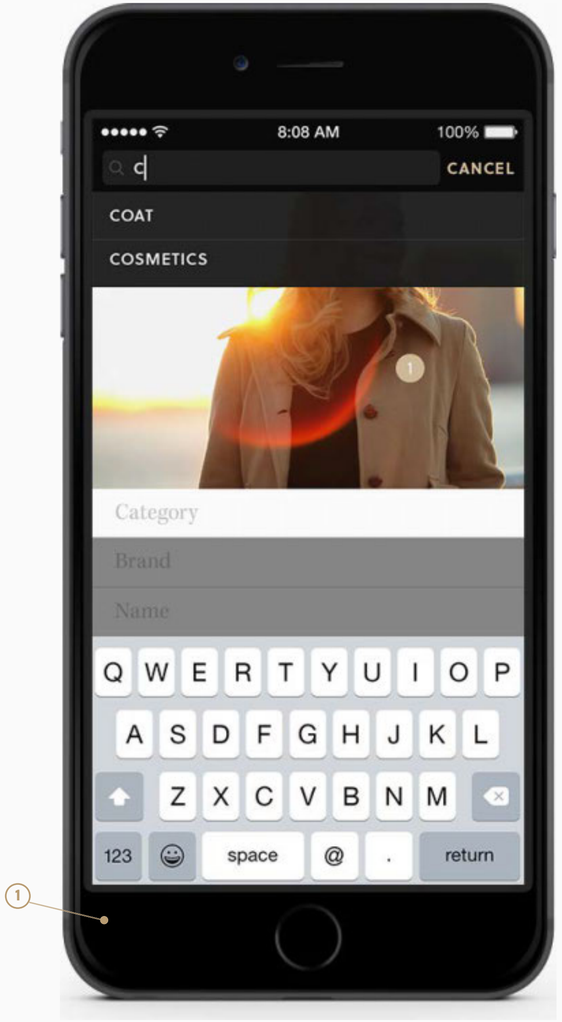
CREATE A LOOK (CONT'D)

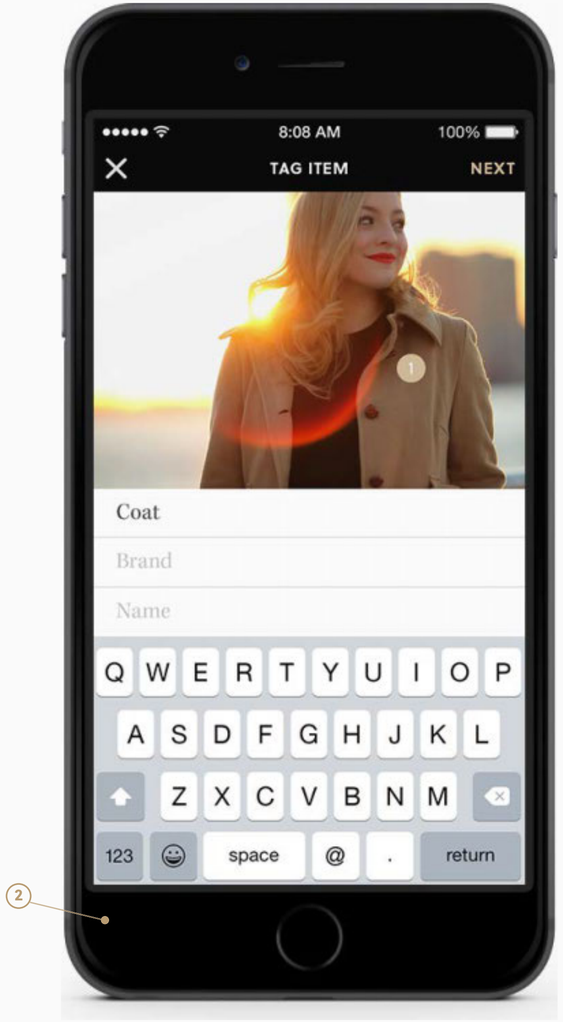
Tag items page allows users to tag the clothing items that he/she was wearing in. Users don't have to tag their items, they can skip this process by clicking on done (screen 1).

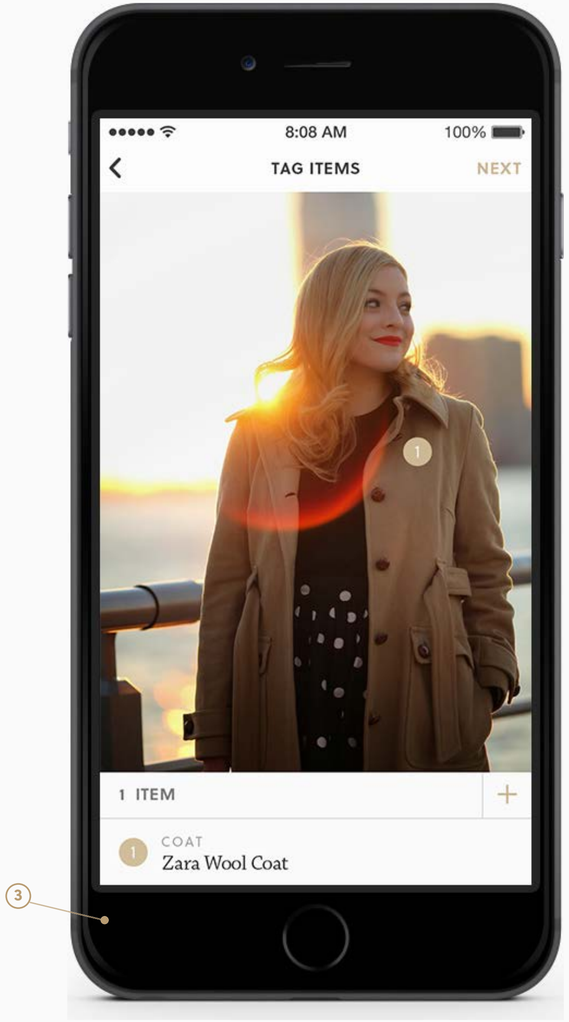
If the user chooses to tag an item, input boxes will appear & users can fill in information about the clothing item in the picture (screen 2).

A search box appvears to search a category of clothing item or clothing brand (screen 3).

FINAL COMPS







CREATE A LOOK (CONT'D)

The search results will help narrow down clothing categories and brand names for users. As a user starts to type the search results will populate the screen (screen 1).

When selected, the result will appear in the input box (screen 2).

Once a user is done tagging a clothing item, the tag will appear as a list item (screen 3).

CONCLUSION

Dressing up should be fun!

Sartorial adds a twist to the mundane and sometimes frustrating task of dressing up. The app challenges users to break away from habits and to be creative within certain restrictions.