

MARKOS

Divyanshu

Project overview



The product:

Our app, helps fashion enthusiasts discover the best outfit options in their city using location-based search and personalized recommendations.



Project duration:

Worked on the design project from January 2023 to June 2023.



Project overview



The problem:

We aimed to solve the problem of finding the best fashion options in your city. The app provides personalized recommendations to help users discover trendy outfits effortlessly.



The goal:

Our goal was to create an app that helps users discover the best fashion options in their city. We aimed to provide personalized outfit recommendations and simplify the shopping experience.

Project overview



My role:

Role: Lead UX Designer

Description: I was responsible for creating wireframes, prototypes, and final designs. I led user research and tested the app to ensure a seamless user experience.



Responsibilities:

Responsibilities: Conducted user research and created wireframes. Developed prototypes and performed usability testing to refine the user experience.

Understanding the user

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

User research: summary



For this project, I conducted qualitative user research through interviews and surveys to understand users' needs for finding the best fashion options in their city. Initially, I assumed users prioritized affordability over quality, but my research revealed that users valued a balance between quality and price, as well as a personalized shopping experience. This insight led me to refine the app's features to include curated recommendations and user reviews, ensuring a more tailored and satisfying shopping experience.

User research: pain points

1

Pain point

Reflecting on Affordability vs. Quality:

- “Understanding that users seek both quality and affordability will guide the design of features that balance these elements, such as curated fashion options and transparent pricing.”

2

Pain point

Reflecting on Personalized Recommendations:

- “Recognizing the importance of personalized recommendations will shape future designs to focus on tailored fashion suggestions and user reviews to enhance the shopping experience.”

3

Pain point

Reflecting on User Desire for a Balanced Shopping Experience:

- “The insight that users want a mix of high-quality options and reasonable prices will drive the development of features that offer both premium selections and budget-friendly

4

Pain point

Reflecting on the Need for a Personalized Shopping Experience:

- “The realization that users value personalized recommendations will inform future design efforts to create a more intuitive and individualized fashion shopping

Persona: Divyanshu

Problem statement:

Divyanshu is a **fashion enthusiast in her late 20s** who needs **stylish yet affordable clothing options** because **she wants to stay fashionable on a budget**.



Divyanshu

Student

Age 21

Education : Btech (IT)

Hometown : Uttarakhand

Family :

Occupation : Student

BIO

Divyanshu is a Student who loves to experiment when it comes to clothing. He like trying different silhouettes, bold colours and printes. He feels freustrated when he has to find a good designer for his outfit.

Goals

- Self Satisfaction
- Trendy and unique fits
- Get details without visiting any nearest city

Frustrations

- Confusion
- Outfits in budget
- Finding exact location

Personality

Fashion enthusiast

Innovative

Artistic

Motivation

- Get unique silhouettes
- Quality
- Status

Influences

- Travelling
- Blogs
- Top Designers
- Movies
- Credibility

Interests

- Cycling
- Sketching
- Reading

Frequently used apps

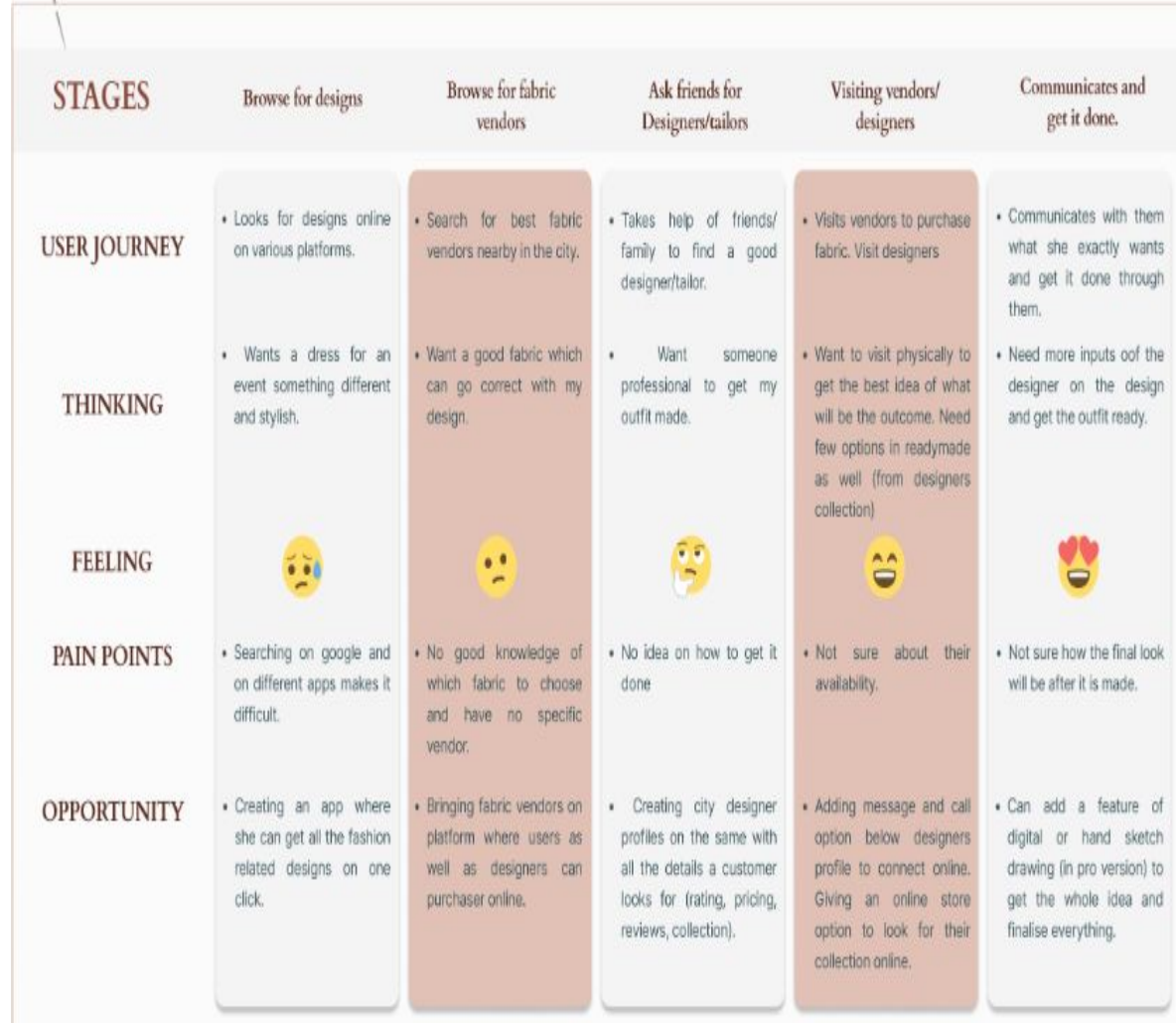
N [Location Icon] P O

User journey map

Identify User Preferences: Goal:

Understand users' fashion preferences and shopping habits.

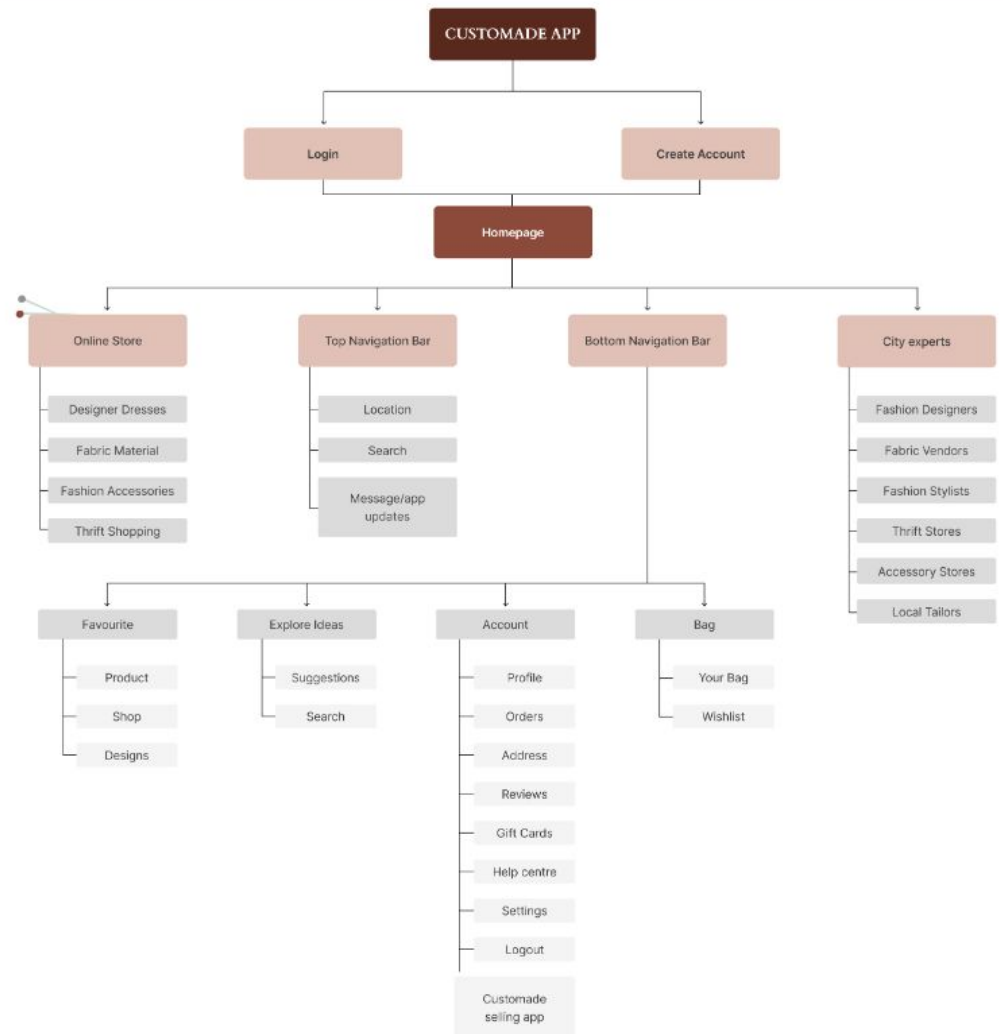
Thought Process: Conducted surveys and interviews to gather data on preferred styles, price ranges, and shopping behaviors. Aimed to discover trends in what users look for in fashion and what might deter them from making purchases.



Sitemap

1. Define User Flow and Structure:

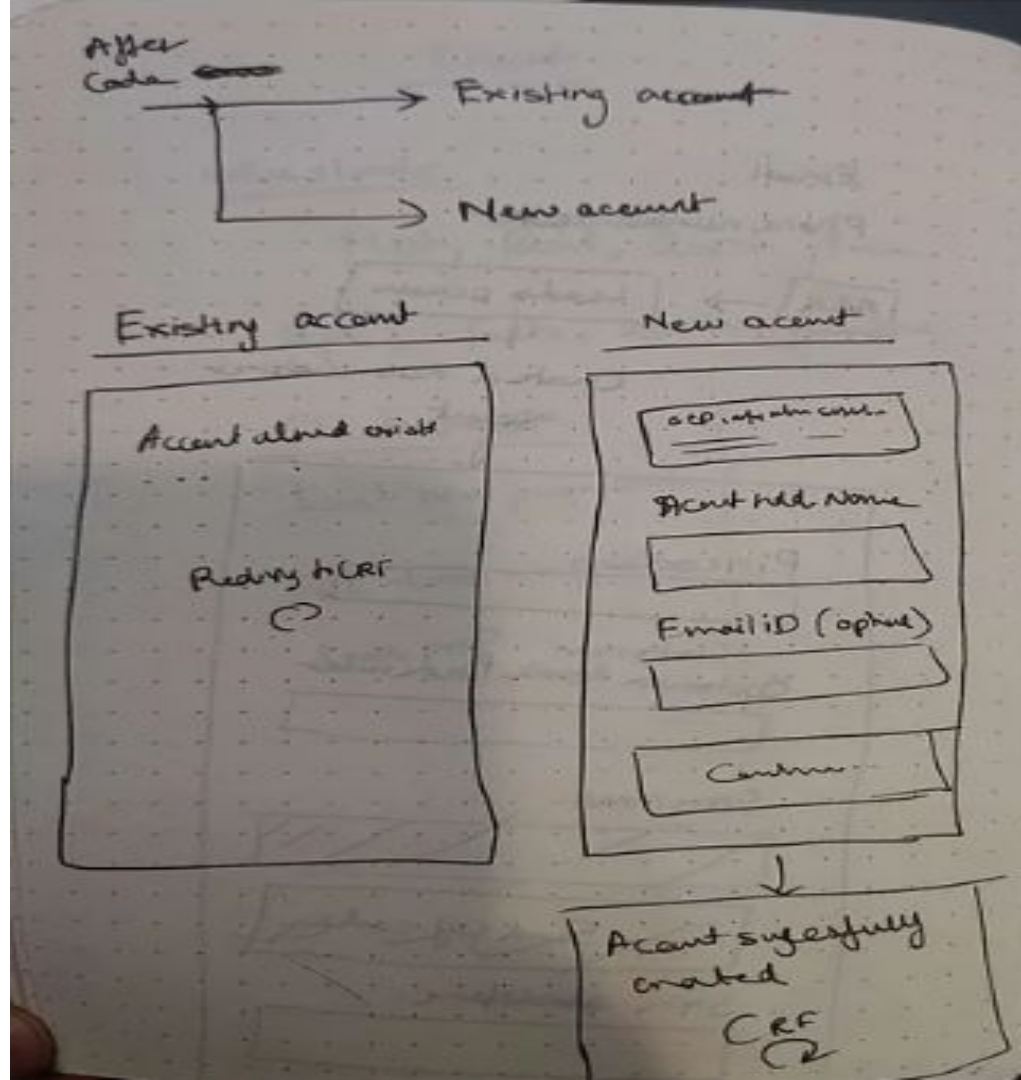
- **Goal:** Create a clear and intuitive navigation structure for the app.
- **Thought Process:** Analyzed user needs and objectives to determine key features and content. Mapped out the user journey from landing on the app to completing various tasks like browsing products, searching for items, and checking out.



Paper wireframes

1. Define the User Flow:

- **Goal:** Map out a logical user journey for seamless navigation through the app.
- **Thought Process:** I started by outlining the main tasks users would perform, such as exploring outfits, searching for specific items, and making purchases. This helped me to visualize how users would interact with the app and what pages they would need.

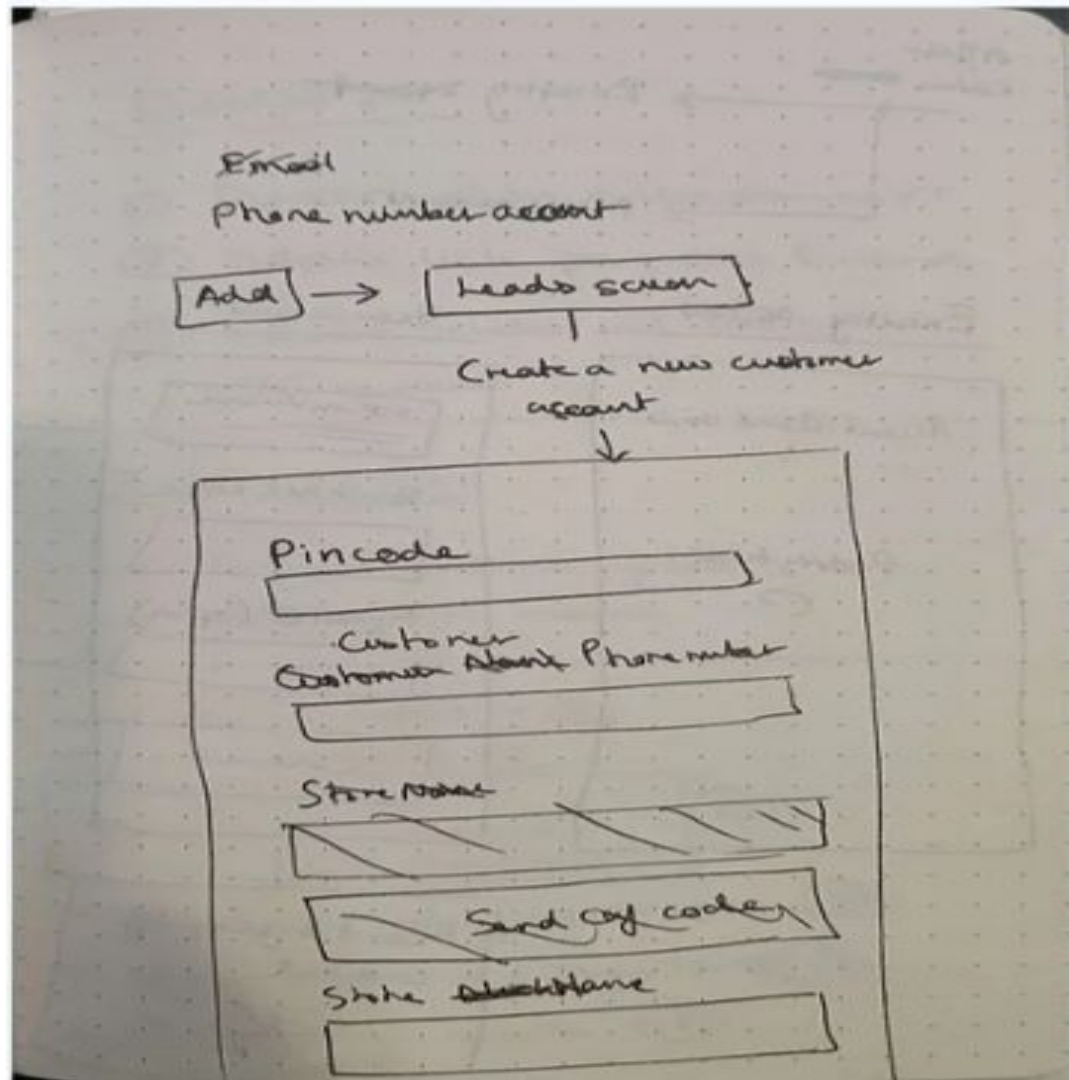


Paper wireframe screen size variation(s)

1. Explore Layout Variations

Across Devices:

- **Goal:** Design wireframes that adapt to different screen sizes, including mobile, tablet, and desktop.
- **Thought Process:** I sketched different layouts for various devices to ensure the app's design would be responsive and user-friendly across different screen sizes. This involved creating wireframes for small, medium, and large screens.



Digital wireframes

1. Explore Layout Variations Across Devices

- **Goal:** Design wireframes for mobile, tablet, and desktop to ensure the app works on various screen sizes.
- **Thought Process:** I sketched different layouts to adapt the design across devices, focusing on how features and content should be arranged to ensure a seamless user experience.

Describe
the elements
and its
to the



Digital wireframe screen size variation(s)

2. Focus on Core Features

- **Goal:** Prioritize essential features like product search, browsing, and filtering for each device.
- **Thought Process:** I designed wireframes that highlight the main functionalities of the app, ensuring users can easily access key features regardless of their device.



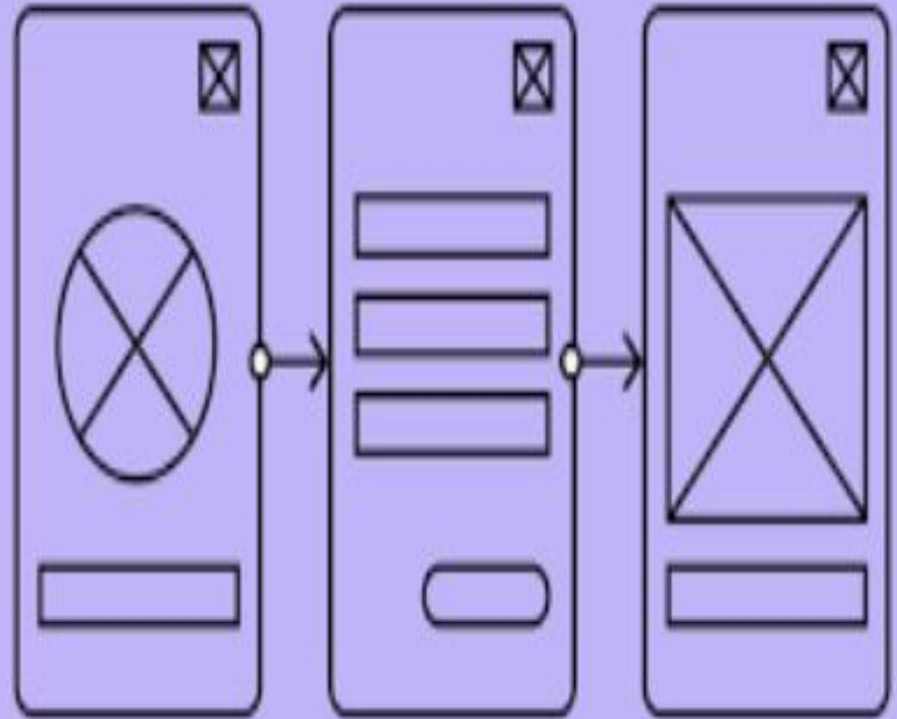
Low-fidelity prototype

Mobile Prototype

- **Description:** A simple, interactive mobile prototype showcasing the core features like product search, category browsing, and user account management.

Tablet Prototype

- **Description:** A tablet prototype demonstrating a more spacious layout for browsing products, including a detailed product view and a user-friendly navigation menu.



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

"Through various research methods, we gathered key insights into user behavior and preferences. Below are the main findings that shaped the design decisions for the project."

1

Finding

Finding: Users struggled with outfit recommendation navigation.

Description: Participants found filters confusing and difficult to use.

Implications: Simplify filter options and improve navigation.

2

Finding

Finding: Users had trouble navigating outfit recommendations.

Description: Filters were hard to find and use effectively.

Implications: Redesign filters for easier navigation.

3

Finding

Finding: Users found the recommendation feature hard to use.

Description: Filters were confusing for finding outfits.

Implications: Simplify the recommendation feature's filters.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Goals: To brainstorm and visualize basic layout ideas for the app's main screens.

Thought Process: Focused on sketching key features and user flows to explore different design concepts.

Before usability study

Mockup 1 before



After usability study

Mockup 1 after

Mockups

Goals: To brainstorm and visualize basic layout ideas for the app's main screens.

Thought Process: Focused on sketching key features and user flows to explore different design concepts.

Before usability study

Mockup 2 before



After usability study

Mockup 2 after

Mockups: Original screen size

Main screen
design for
exploring
outfits and
key app
features

Central hub
for users to
explore
outfits and
navigate
features.

Primary
interface for
users to
browse,
search, and
shop outfits.

Key interface
for users to
discover
outfits and
access
features.

Mockups: Screen size variations

Designs showing main screen layout across different screen size variations.

Main screen mockups demonstrating design for various screen sizes and devices.

Main screen design adapted for different screen sizes and devices.

Screen size variations for main mockup to ensure responsive design.

High-fidelity prototype

Links to High-Fidelity Prototypes:

- **Link to High-Fidelity Prototype:** Explore the detailed design for main screens and interactions.
- **Prototype Demo:** View the interactive prototype showcasing user flows and interactions.



Accessibility considerations

1

1. High Contrast Colors

Ensured sufficient color contrast between text and background for readability, making it easier for users with visual impairments to navigate the app.

2

2. Alt Text for Images

Provided descriptive alt text for all images to support screen readers, ensuring that visually impaired users can understand the content of each image.

3

3. Keyboard Navigation

Designed the app to be fully navigable using keyboard shortcuts, enabling users with motor impairments to access features without a mouse.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

1. User Satisfaction

"The new design is intuitive and user-friendly—much easier to find what I'm looking for!"

2. Improved Usability

"The layout improvements made navigation seamless and enjoyable for all users!"

3. Positive User Feedback

"Users appreciated the accessible design features



What I learned:

1. Understanding User Needs

"I learned the importance of thorough user research to accurately identify and address user needs. Engaging with users helped me create designs that are both functional and intuitive."

Next steps

1

1. Conduct User Testing

"The next step is to conduct further user testing to gather more feedback and refine the design. This will help ensure the final product meets user needs and expectations."

2

2. Develop Detailed UI Design

"I would focus on developing detailed UI designs and high-fidelity prototypes for the remaining features. This is crucial for preparing the app for development and final implementation."

3

3. Implement Accessibility Enhancements

"Implementing additional accessibility features based on user feedback will ensure the app is inclusive for all users. This is important for reaching a wider audience and complying with accessibility standards."

Let's connect!



"You can contact me at [divyanshusinghrpjpssambm@gmail.com] for more information or to view additional projects. Check out my full portfolio at [https://github.com/dashboard]."