

# Find this Garment

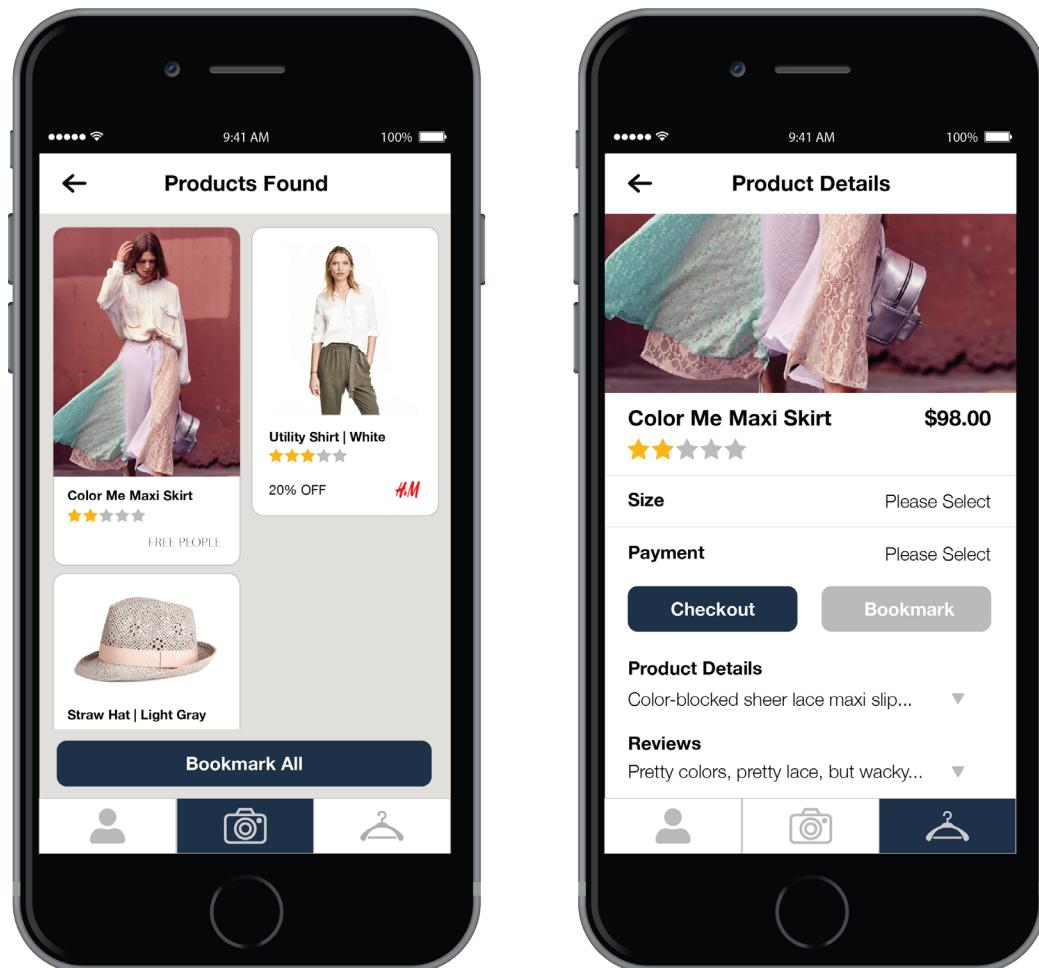
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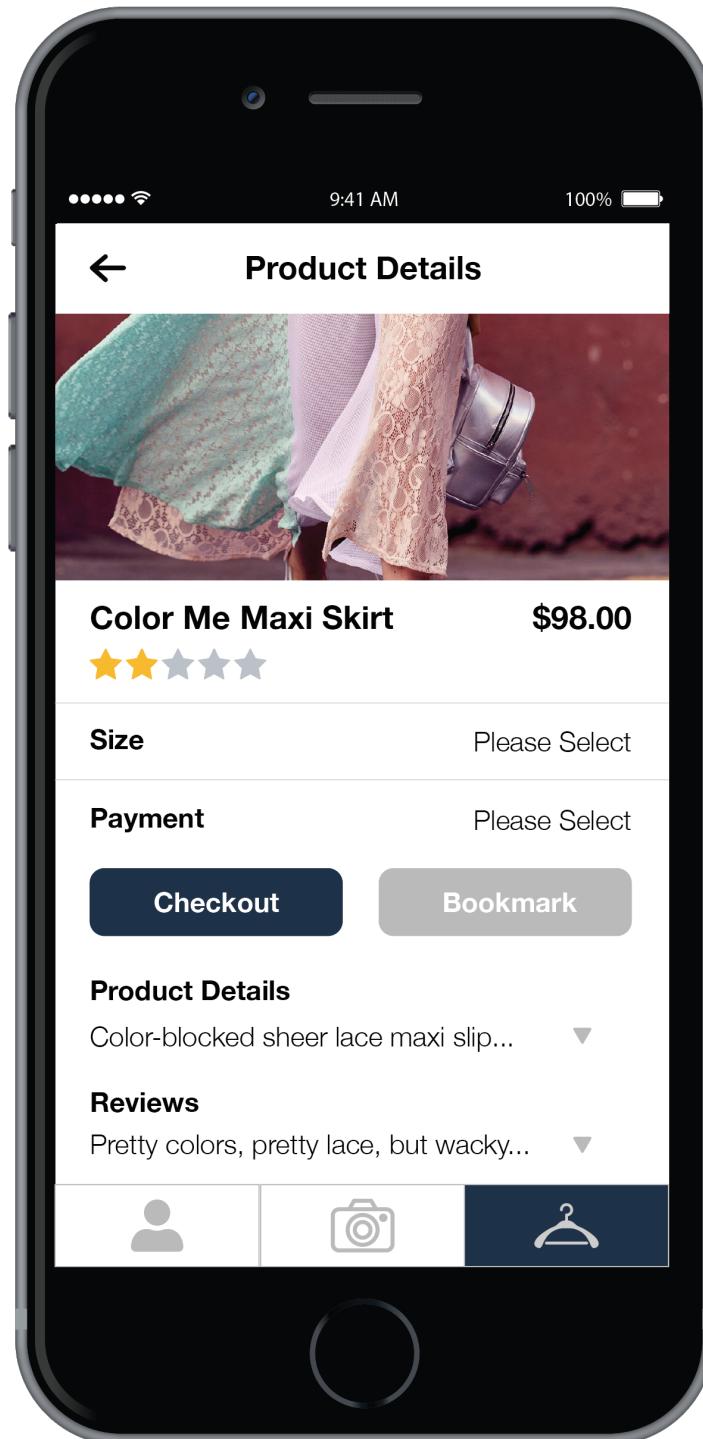
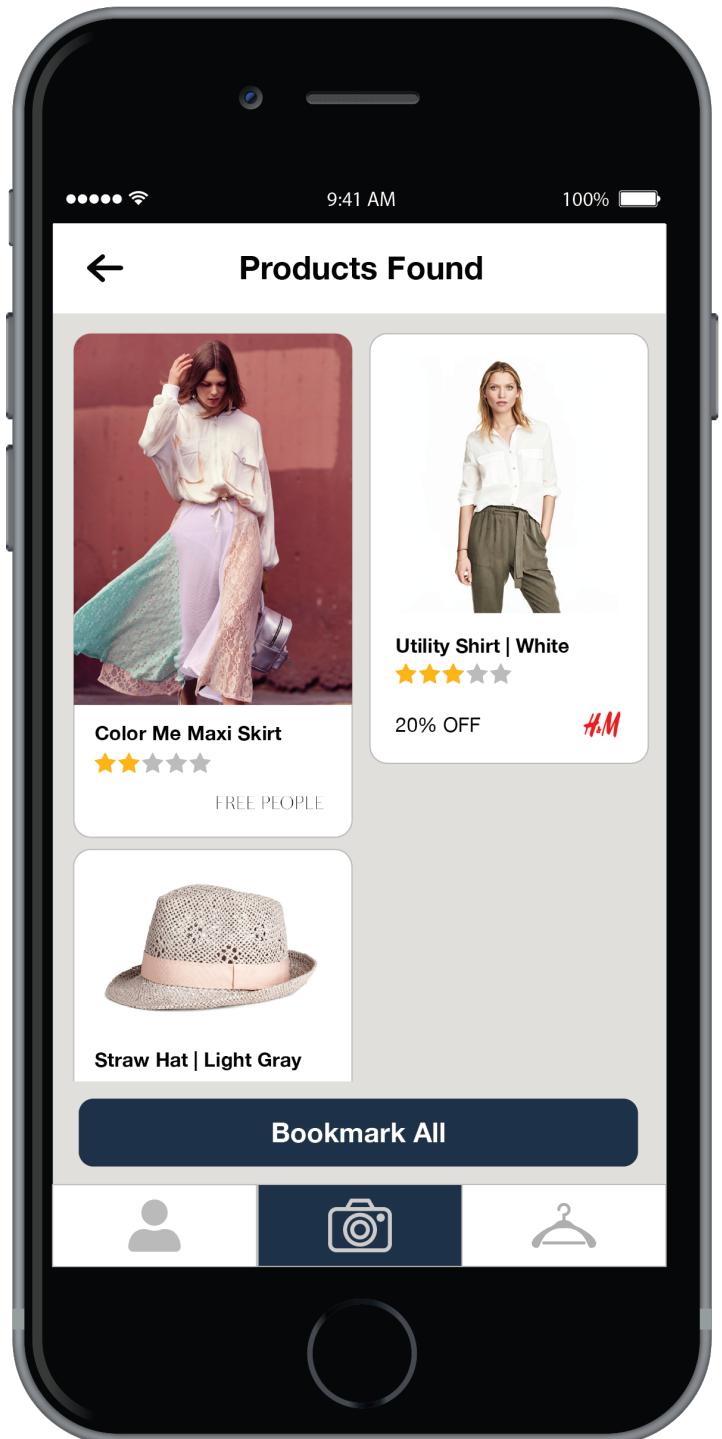
Google Design Exercise

Grace Guo  
Spring, 2017

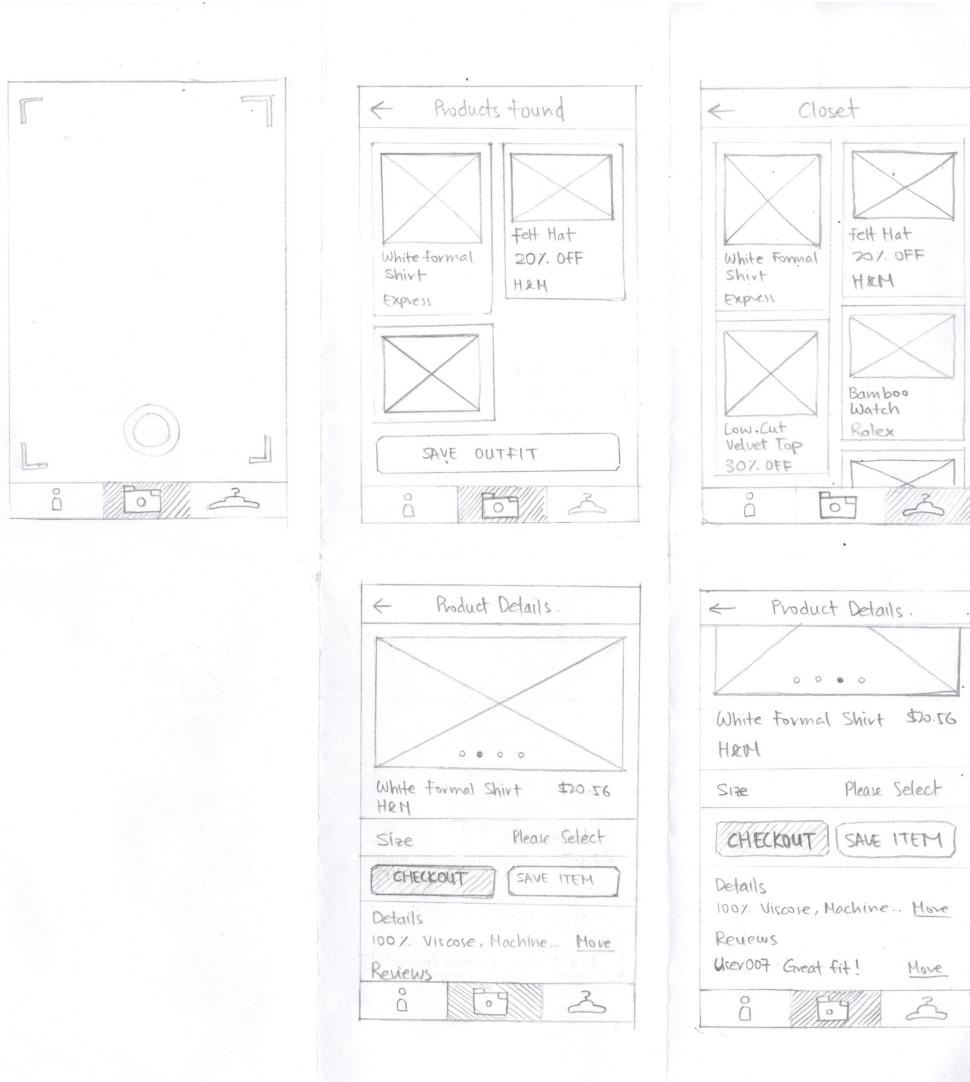
# **Final Deliverables**

# High Fidelity Wireframes





# Low Fidelity Wireframes



In my low fidelity wireframes, I assume that the user has already completed the onboarding process (creating an account, signing in etc.) and are aware of the purpose of this application.

These wireframes were used in usability tests before the high fidelity wireframes were created.

# Process

# Focus

## Target Audience

This project will focus on designing an app for young adults between the ages of 18 and 29. Although impulse buying is common, it becomes more frequent with decreasing age, making young adults likely the largest user base for such an app. It is also to be noted that most young adults make impulse purchases for themselves.

## Device

The nature of impulse buys is such that seeing a desirable outfit can happen anytime, anywhere. This project will thus focus on designing for smart phones as these are mobile and ubiquitous devices, suitable for looking up and purchasing items on the go.



*Image from Westfield.com.au*

# Preliminary Research

Before starting, I did some preliminary research about why people make impulse purchases. Psychology Today lists 5 main reasons:

## 1. Loving Shopping

Some individuals find shopping very pleasureable, providing a ‘feel good’ sentiment that is not often found in other aspects of life.

## 2. Loss Aversion Switch

People want to avoid feeling bad in the future, in this case, we want to avoid regret from not buying an item.

## 3. Twisted Heuristics

We use rules of thumb to decide what products to purchase, instead of using all available information.

## 4. The Desire to Save

Sales and discounts are seen as value, exploiting our “in-nate desire to save”.

## 5. Rose Tinted Lens

Even in situations when we have no need for an item, we delude ourselves into thinking that we will find use for it after making the purchase.

# Surveys

I began my research by creating a Qualtrics survey that aimed to find out more about individual impulse buying habits. This survey was shared with friends and on my social media circles.

Of the respondents aged between 18 and 29, only one individual made impulse purchases less than once a year. For all other respondents, the most common item purchased was food, followed closely by clothing and accessories. With only one exception, all of these items were intended for the buyer themselves.

Interestingly, there was no clear trend for the cost of these items. The amount spent on these purchases varied greatly, with individuals spending anything from less than fifteen dollars to over a hundred dollars.

Thank you for taking part in this survey studying purchasing habits. Today, we are interested in learning about how you make impulse purchases. This survey should not take more than 5 minutes. Your answers will be kept strictly confidential.

How often do you make impulse purchases?

A few times a week

Once a week

A few times a month

Once a month

A few times a year

Once a year

Less than once a year

>>

*Survey start screen*

# Interviews

Of the survey respondents who agreed to be contacted, I selected four of them for more in-depth interviews. I then arranged my interview notes into an affinity diagram (next page) to identify common patterns in impulse buying. These were then summarised into three key findings.

## **J. Yang, 24**

Usually makes impulse purchases by backing projects on Kickstarter. He is willing to spend large amounts on an item if he thinks it is worth it.

## **Jane C., 23**

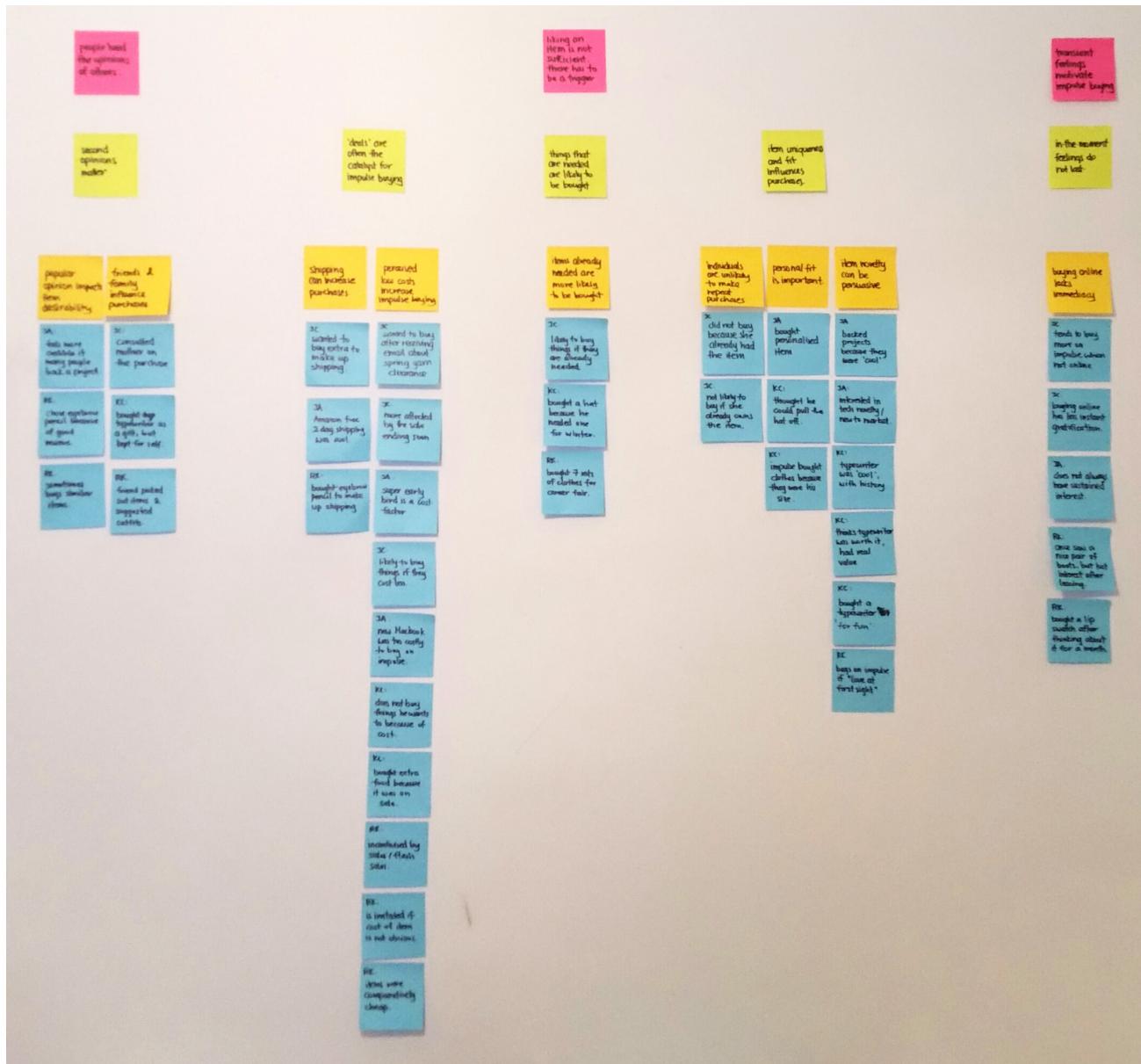
Has never bought clothing or accessories on impulse, but has done so for other items such as food and yarn.

## **Keven C., 24**

Makes impulse purchases of a wide variety of items, from technology to clothing to food.

## **Rebecca K., 20**

Frequently makes impulse purchases of clothing and make-up both in stores and online. She is fashion conscious and up to date on the latest trends.



Affinity Diagram of  
Interview Notes

# Key Finding 1: It is not enough to like an item

As one of my interviewees, Rebecca, observed, there was always an additional trigger beyond liking the item that caused her to make an impulse purchase. This was a common experience for my other interviewees as well, with the additional trigger falling into three main categories: cost, necessity, and item uniqueness.

**A perceived ‘deal’ is often the catalyst for impulse buying.** All my interviewees recounted instances of impulse buying brought on by sales, discounts, or free shipping offers. For example, both Rebecca and Keven have made extra purchases when told of a limited time sales or discount event, sometimes even when they already have a similar item.

**Unique items are more likely to be purchased on impulse.** It was surprising to find that a unique or personalized item could spur individuals into making a purchase. In his interview, Yang described how he would often back Kickstarter projects that had some technological novelty. This could be because items that are rare are more likely to generate buyer interest.

**Impulse purchases also happen more often if the items are already needed.** There were a few cases where the individual already considered the item something they wanted and used the necessity to justify their impulse purchase.

# Key Finding 2: Second opinions are heeded

Despite learning from my preliminary research that individuals between 18 and 29 years old are likely to make impulse purchases for themselves, I found that many of my interviewees still took second opinions seriously before buying anything.

**Popular opinion can influence decisions to purchase a product.** As both Rebecca and Yang recounted, they were often persuaded to buy an item or back a project on Kickstarter if they knew that other customers recommend the item or have already backed the project. Although opinions are not crucial, they increase the likelihood of a purchase being completed.

**Family and friends are sometimes consulted prior to purchase.** Some of my other interviewees would seek additional opinions despite wanting to buy an item. Jane, for example, would sometimes call her mother to discuss a purchase even when she was already inclined to make it, and these discussions could sometimes change her mind about the item.

# **Key Finding 3: Transient feelings motivate impulse buying**

Although this finding does not come as a surprise, it is worth noting that the desire to make an impulsive purchase frequently does not persist.

## **Interest in an item may only last for as long as the item was present.**

As Jane pointed out during her interview, a large part of impulse buying is the instant gratification it provides. A number of my other interviewees agree that sometimes, they would want an item in the moment but lose interest once the item was no longer in their presence. For example, Rebecca was once interested in a classmate's boots for the entire duration of a class but lost interest immediately afterwards. This suggests that momentary feelings are a crucial motivating factor when individuals make impulse purchases.

# Persona

Personas are user archetypes that represent the target audience being designed for, in this case, young adults between the ages of 18 and 29. Following my surveys and interviews, I created the persona of Trisha Choudhary. During the design process, Trisha's persona was used to provide realistic scenarios and contexts for app usage.



## Trisha Choudhary

*“First impressions can be lasting.”*

**Age:** 23

**Family size:** Single

**Living situation:** Studio apartment, one roommate

**Employment:** Back-end engineer

**Recent history:** Trisha graduated from college a year ago and has been working for a tech start-up. Although she does not think of herself as overly trendy, Trisha enjoys taking note of interesting outfits throughout her day. In her free time, she enjoys meeting up with friends and reading.

### Income



### Fashion-consciousness



### Impulsivity



### Tech-savviness



**Short term goals:** Now that she is no longer in school, Trisha is looking to upgrade her closet so that it is more appropriate for a young professional.

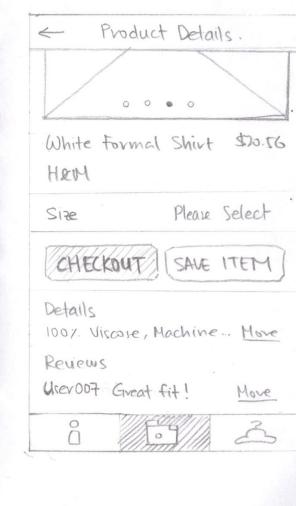
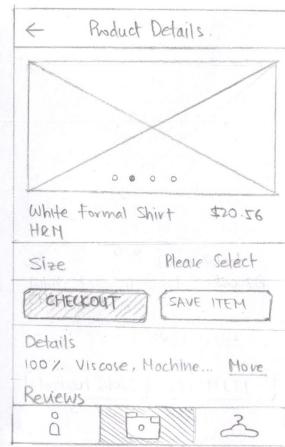
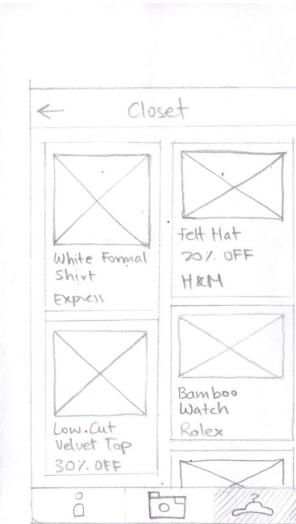
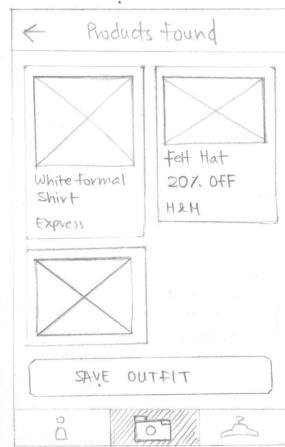
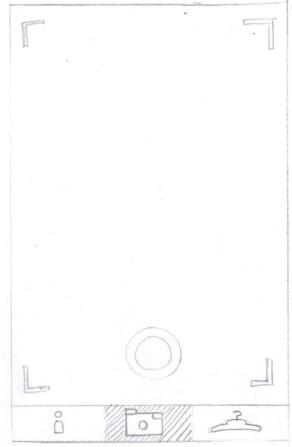
**Long term goals:** Trisha wants to work hard at her job and become a senior engineer at her company. She is also planning on starting a family before she turns 30, and would like to be financially secure by then.

# Scenarios

Using Trisha's persona, I created a number of scenarios to help me envision the likely contexts of use and the features that can be included in the app. Not all the functions were eventually implemented in the wireframes, but the scenarios provided a good starting point.

1. Trisha is on her way to work when she sees a fellow passenger with a nice dark blue blazer. Since she has been looking to buy a blazer, Trisha opens the app and takes a picture of the item. Deciding that she really likes it, Trisha decides to make the purchase.
2. While out with her friends one weekend, Trisha sees that her best friend is wearing a shirt with a quote from her favorite author. Her friend does not remember where she bought the shirt, so Trisha uses the app to take a picture. Happily, she finds it on the list of products and buys it on the spot.
3. During lunch one day, Trisha sees a young woman wearing a scarf that looked very warm. She uses the app to identify the item but realizes that it has very poor ratings from customers. Trisha decides not to spend money on it.
4. Trisha is rushing to work one day when she notices a passer-by in an eye-catching trenchcoat. She takes a picture of the outfit with her app, but does not have time to read the product details or buy the item. Trisha saves the outfit so that she can come back to it later during her break.
5. When Trisha returns to look at the outfit saved in her app, she finds that the trenchcoat is way above her budget. She looks at some other similar products instead and finds another coat of more reasonable price that is just as eye-catching.
6. While looking through the rest of her saved products, Trisha sees that one of the shirts has a 20% discount. Realising that it is a great deal, Trisha immediately purchases that product as well.

# Low Fidelity Wireframes



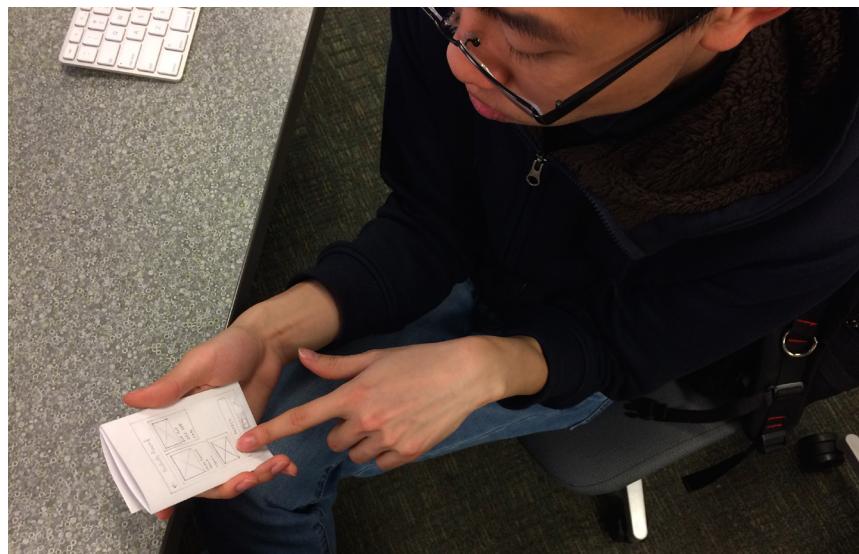
Screens (Left to right, top to bottom)

1. Camera main-screen where item is photographed
2. List of products identified in the image
3. List of products saved for later
4. Details of a single product, also checkout page
5. Information on bottom of product details page, viewable by scrolling

# Think Aloud

I next invited another of my survey respondents who was not interviewed to participate in a think aloud using the low-fidelity paper prototype. He was asked to complete the following tasks:

1. Find, on the app, the white shirt a friend was wearing
2. Save the item for later
3. Locate the saved item and read 1 review
4. Purchase the item

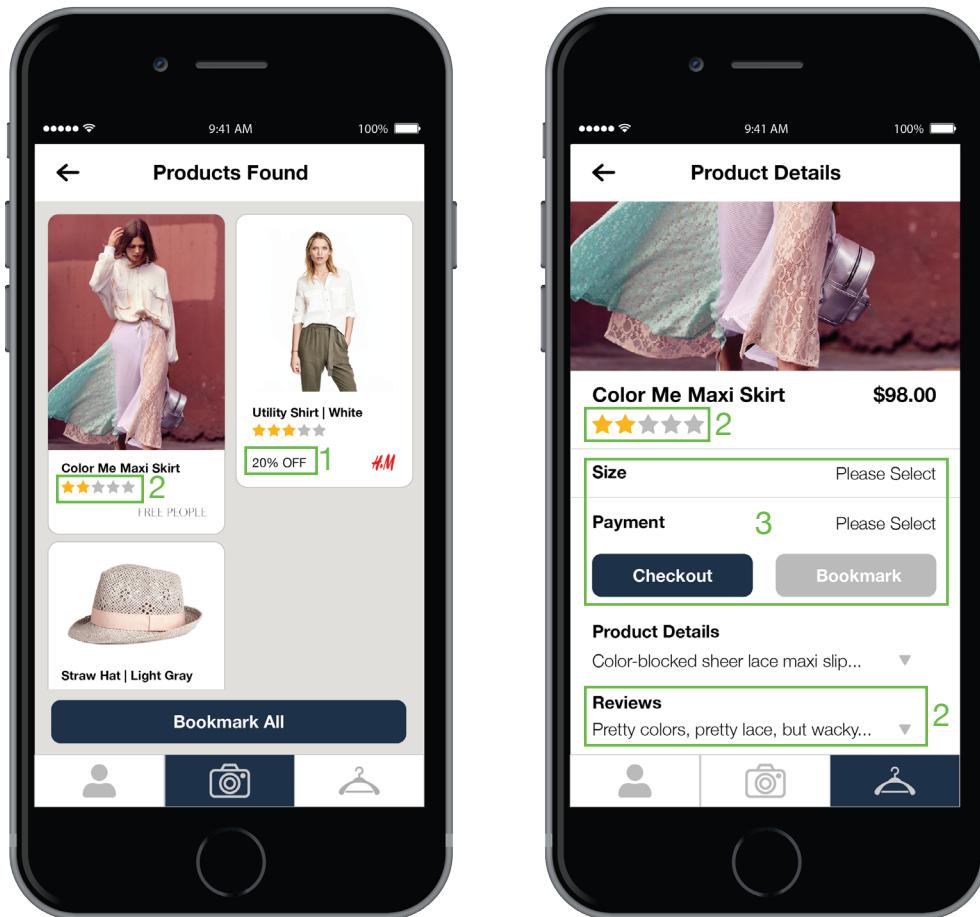


*Participant performing think-aloud*

## Feedback

1. Size selection was not immediately obvious although it was quickly found
2. Payment details should be on the same screen as the other product details
3. ‘Save Item’ and ‘Save Outfit’ had very unclear meanings, it was hard to figure out their function
4. Will have liked to see star-ratings where available, not just reviews
5. The clothes-hanger icon was a good indication for saved items
6. Purchasing products was straight-forward, the term ‘Checkout’ was clearly associated with purchasing

# High Fidelity Wireframes



## Design Highlights

1. Sales applicable to certain items are listed on products page. This is relevant to key finding 1, providing extra motivation for customers to buy the item.
2. Star-ratings and reviews are available for each product. From key finding 2, it was found that individuals heed second opinions when making purchases, thus displaying such information will likely increase purchases of popular products.
3. All necessary steps to purchase the item is now included in the same page. This is in response to feedback from the think-aloud session that all relevant details should be included on the same page. Furthermore, preliminary research also found that a smaller number of steps makes it likelier for customers to buy the product on impulse.

Product and logo images from H&M and FreePeople

Avatar icon by icongeek, Noun Project

Camera icon by Alfa Design, Noun Project

Clothes hanger icon by Creative Stall, Noun Project

Back arrow icon by Thomas Miller, Noun Project