

MY WARDROBE



[PROBLEM TO SOLVE . . .]

Are you tired of the frustrating guessing game that comes with online shopping for clothing and footwear? **Sizing discrepancies between brands** often leave us scrambling to our wardrobes, desperately seeking a reference point just to select the right size for our online orders.

But what if there was a solution to this common dilemma? Introducing **MY WARDROBE**, the ultimate tool to streamline your online shopping experience. Say goodbye to the hassle of constant size cross-referencing and hello to effortless shopping bliss.



Image reference:
<https://smallabel.com/products/size-satin-labels>

RESEARCH

<https://www.choice.com.au/shopping/everyday-shopping/clothing/articles/clothing-size-irregularities>

Size discrepancies

In any woman's wardrobe it's not unusual to find an assortment of sizes, ranging from 10 to 16. For others, the size range of clothes available in stores might not fit them at all. A study conducted by the University of South Australia and SHARP Dummies in 2002 found that about half the people surveyed said they couldn't buy "regular"-sized clothing as it didn't fit their body shape, and it seems things haven't improved since.

RESEARCH

SIZE GUIDE



midi dress

- Fits true to size, take your normal size
- Designed for a slim fit
- Lightweight, fluid, non-stretchy fabric
- Model is 180cm/ 5'11" and is wearing a FR 36

PRODUCT MEASUREMENTS

We measure every item by hand to help you choose the best fit

cm ☒ in

	FR34	FR36	FR38	FR40	FR42	FR44
Bust	88	92	96	98	102	110
Sleeve	69	52	72	72	72	72
Shoulder	37	36	42	42	43	43
Waist	66	68	74	78	80	84
Hip	80	86	86	88	90	92
Length	121	132	121	122	122	122

SIZE CONVERSIONS

Use the below conversion chart to find your size

FR34 is equivalent to a US 2	FR36 is equivalent to a US 4	FR38 is equivalent to a US 6	FR40 is equivalent to a US 8
—	—	—	—
AU 6	AU 8	AU 10	AU 12
DE 32	DE 34	DE 36	DE 38
DK 32	DK 34	DK 36	DK 38
EU 32	EU 34	EU 36	EU 38
FR 34	FR 36	FR 38	FR 40
IT 38	IT 40	IT 42	IT 44
JP 5	JP 7	JP 9	JP 11
Jeans 24-25	Jeans 26-27	Jeans 27-28	Jeans 29-30
KR 44	KR 55	KR 66	KR 77
RU 40	RU 42	RU 44	RU 46
SML XS	SML S	SML M	SML L
UK 6	UK 8	UK 10	UK 12

French label sold in Australia has different measurements to a particular Australian label targeted to the same age demographic. . .

RESEARCH

Women's Apparel Size Guide

Please use the following as a guide to help you decide which size to buy.

Note: Values given are body measurements. To help you choose the best size, we recommend that you compare the measurements with your own.

	4	6/XXS	8/XS	10/S	12/M	14/L	16/XL
Bust (cm)	77.5	80	85	90	95	100	105
Waist (cm)	61	63.5	68.5	73.5	79.5	85.5	91.5
Hip (cm)	86.5	89	94	99	104	109	114
Inside Leg (cm)	75.3	77.5	78.5	78.5	78.5	78.5	78.5

Woman Clothing

SIZES	4 (XXXS)	6 (XXS)	8 (XS)	10 (S)	12 (M)	14 (L)	16 (XL)	18 (XXL)
AU	4	6	8	10	12	14	16	18
UK	2	4	6	8	10	12	14	16
USA	0	2	4	6	8	10	12	14
EU	32	34	36	38	40	42	44	46
BUST	75-80 cm	80-85 cm	85-90 cm	90-95 cm	95-100 cm	100-105 cm	105-110 cm	110-115 cm
WAIST	57-60 cm	60-65 cm	65-70 cm	70-75 cm	75-80 cm	80-85 cm	85-90 cm	90-95 cm
HIP	84-87 cm	87-92 cm	92-97 cm	97-102 cm	102-107 cm	107-112 cm	112-117 cm	117-122 cm

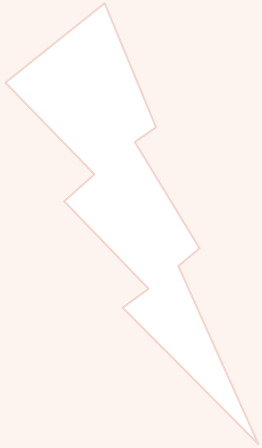
Three sizing charts from three popular women's brands in Australia all differ slightly from each other.

WOMEN'S APPAREL SIZE GUIDE

Centimeters Inches

SIZE	BUST ②	WAIST ②	HIP ②
4	79–81	59–61	88–90
6 / XXS	82–86	62–66	91–95
8 / XS	87–91	67–71	96–100
10 / S	92–96	72–76	101–105
12 / M	97–101	77–81	106–110
14 / L	102–106	82–86	111–115
16 / XL	107–111	87–91	116–120
18 / XXL	112–116	92–96	121–125
20 / XXXL	117–121	97–102	126–131

COMPETITORS



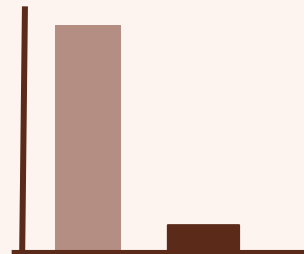
So far, in my search, I haven't come across any competitors offering a sizing management application like
MY WARDROBE.



USER INSIGHT

In a survey completed by Mums in 2022:

92% of Mums shop fashion for their families



Reference: <https://mumpower.com.au/2022/03/21/australian-mothers-in-charge-of-spend/>

New research from Australia Post has revealed that ecommerce is booming with:

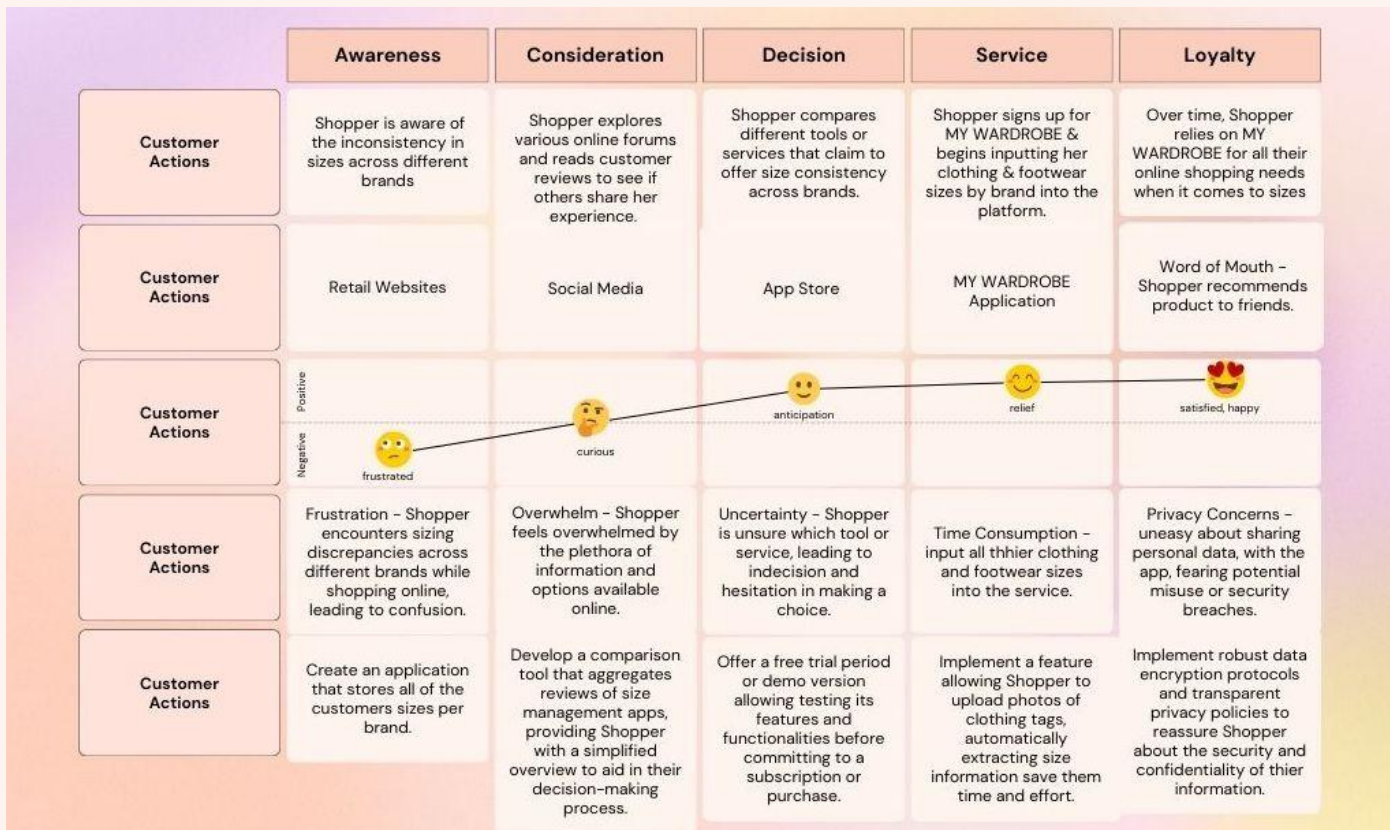
82% of Australian households having shopped online in the past year (2023/2024).

*“Australians are shopping online more often, with **1 in 7 households shopping weekly.**” Australia Post Executive General Manager Parcel, Post and eCommerce services Gary Starr*

Reference:

<https://powerretail.com.au/over-80-of-households-shopping-online/#:~:text=New%20research%20from%20Australia%20Post,online%20in%20the%20past%20year.>

CUSTOMER JOURNEY MAP



USER PERSONA



Jules, 38
Interior designer, Melbourne

Bio

Jules is a dedicated full-time working mother, juggling the care of her two young children. With her schedule packed to the brim, time is a luxury she can rarely afford. Late into the night, after her children have drifted off to sleep, she squeezes in online shopping sessions for herself and her family.

Navigating through various brands, she encounters a common obstacle: the need to constantly cross-reference sizes with her family's wardrobe. This repetitive task elongates the shopping process, adding unnecessary layers of complexity to her already hectic life.

USER PERSONA

Goals

- Jules aims to streamline her online shopping experience by eliminating the need to get up repeatedly.
- She desires easy access to a comprehensive list of clothing sizes for herself and her children, categorised by brand.
- Her online shopping endeavors are driven by the pursuit of reclaiming precious time for herself amidst her busy schedule.

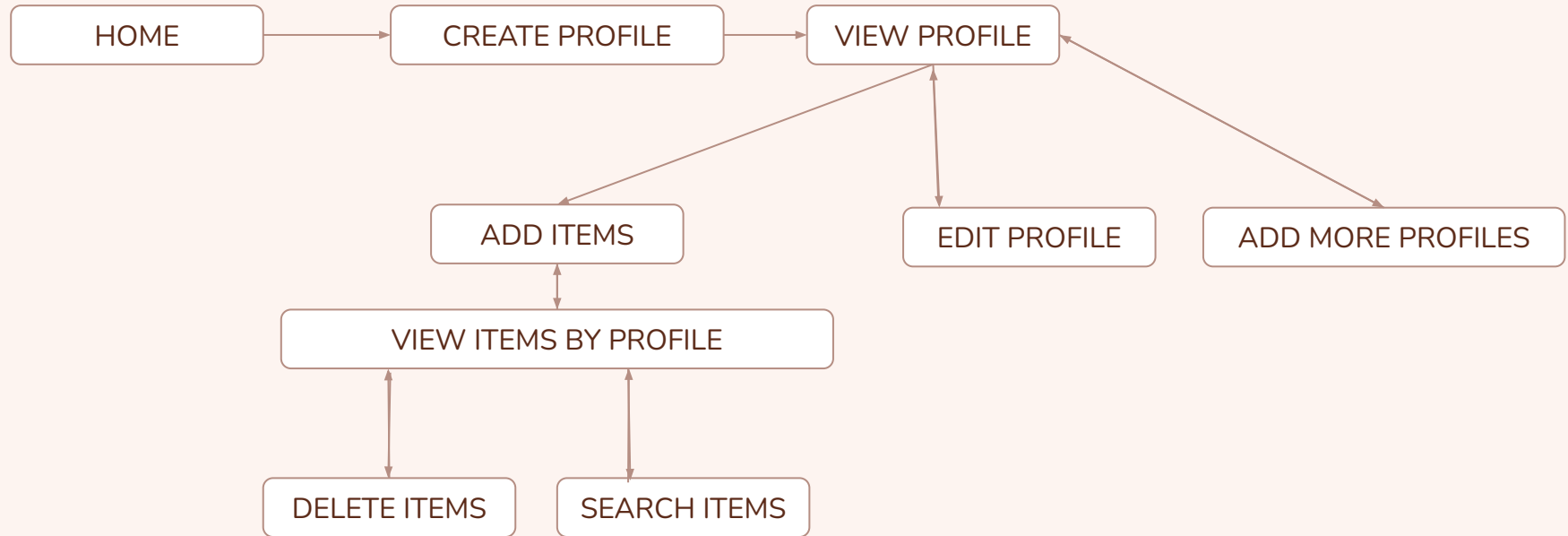
Devices used when shopping online

iPhone 70%, Table 5%, Laptop 25%

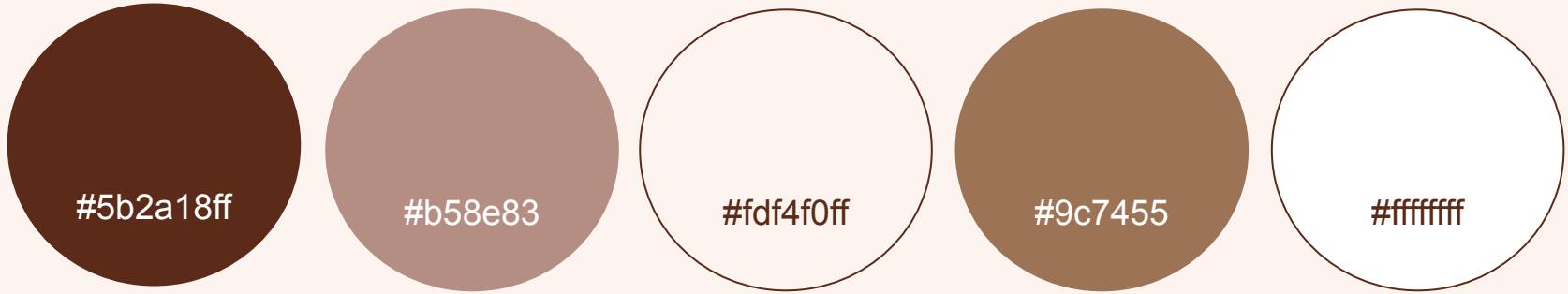


USER FLOW

This is a diagram of how the users will navigate through the app.



(COLOUR PALETTE) => { }



Immerse yourself in tranquility with our meticulously curated palette of simplistic, sophisticated, and calming colors. Evokes serenity and comfort for the user.

FONT & SIZE

Aa

12 Nunito Light

16 Nunito Light

22 Nunito Light

28 Nunito Regular

{ ACCESSIBILITY TESTING }

A website or application's accessibility testing is an essential part of the design and development process. Ensuring that individuals with disabilities can engage with digital products and services efficiently to ensure inclusivity and functionality for all users is of high importance.

- ★ For example, tools like Axe DevTools can assist in assessing the accessibility of a page's layout and content flow for visually impaired users.
- ★ A11y-color is a plugin commonly utilized in Figma for checking color contrast, ensuring accessibility compliance for visually impaired users.

WIREFRAMES

iPhone

Home

Profile

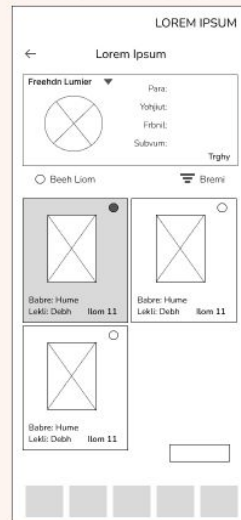
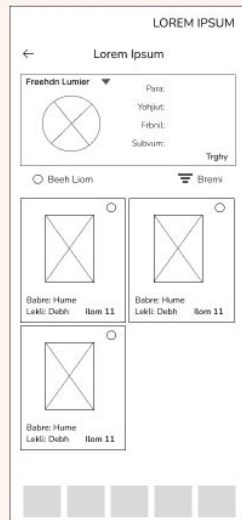
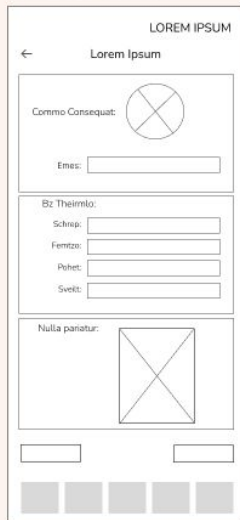
Address Book

Calendar

Mail

Notes

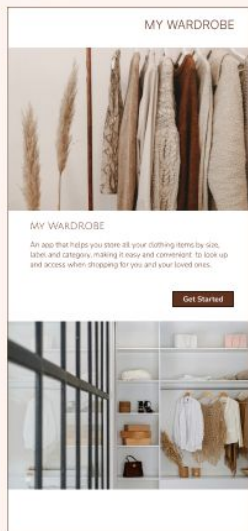
Search



PROTOTYPES

iPhone

Home



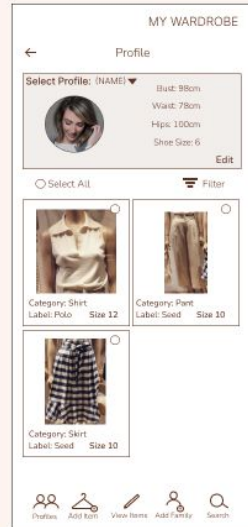
Create Profile



Add Item To A Profile



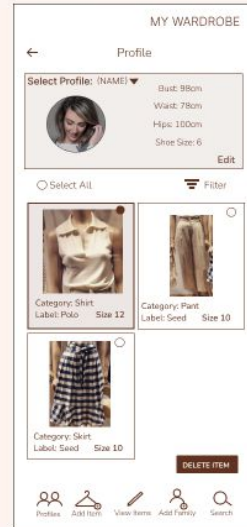
View All Items In Profile



Edit Profile



Select and Delete

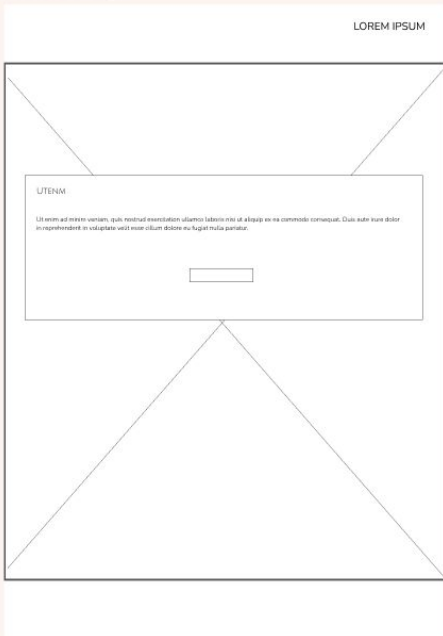


Search All Profiles

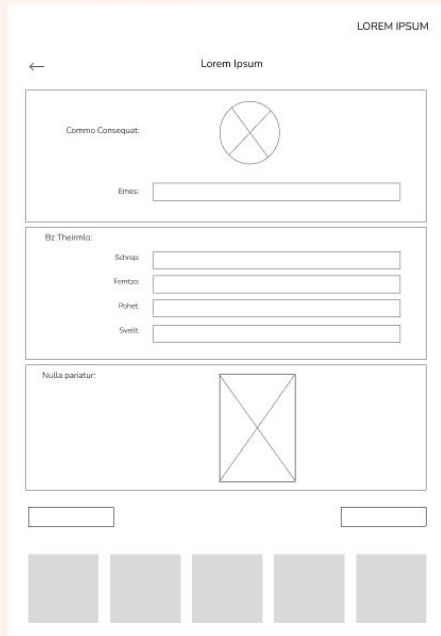


WIREFRAMES

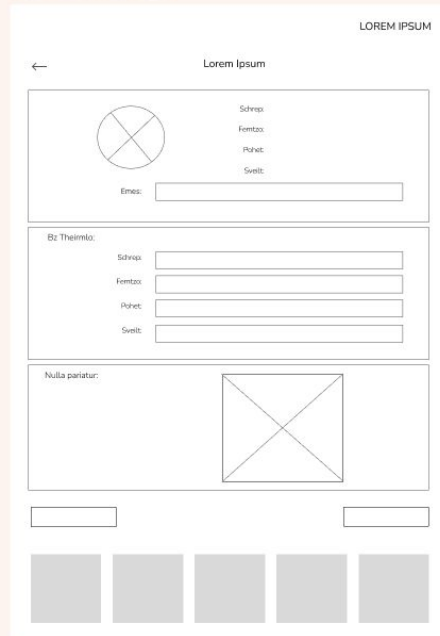
Home Page



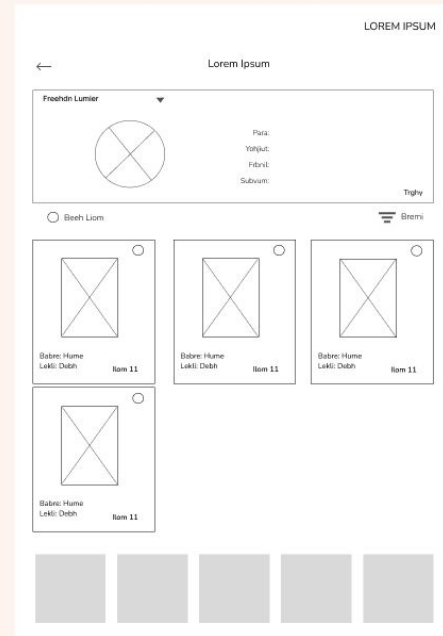
Create Profile Page



Add Item Page



View All Items in Profile Page




WIREFRAMES

tablet

Create Profile Page

LOREM IPSUM

← Lorem Ipsum

Consequat Consequat: 

Emet:


Bz Theimlo:






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Pohet:

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View All Items In Profile Page


LOREM IPSUM


← Lorem Ipsum


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
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Search Page


LOREM IPSUM


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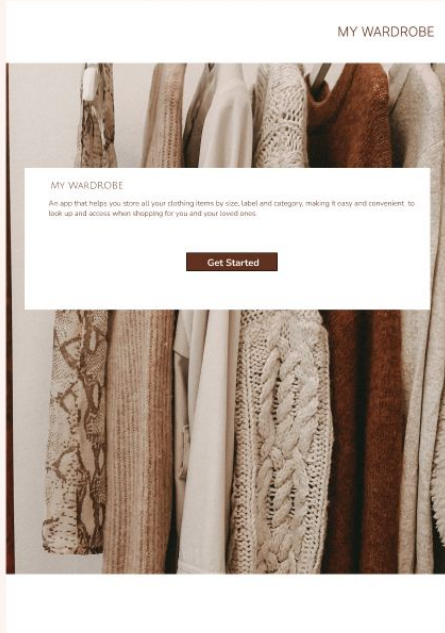
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PROTOTYPES

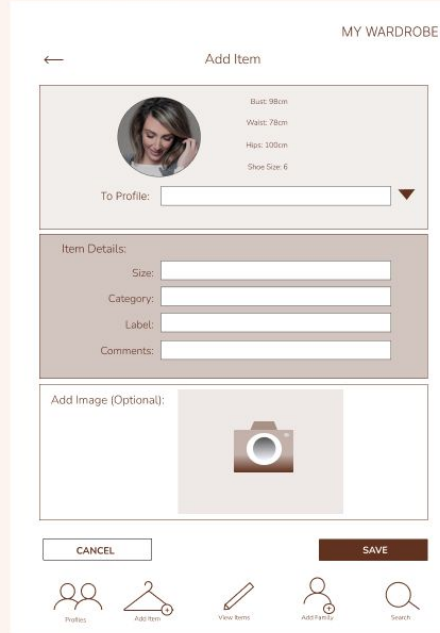
Home Tablet



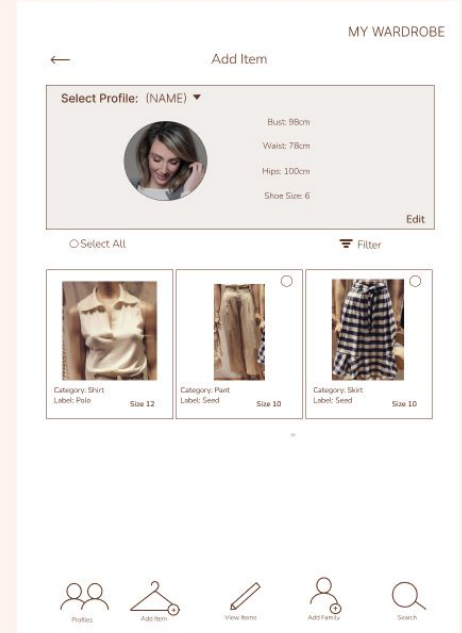
Create Tablet



Add Item Tablet



Profile Tablet



PROTOTYPES


tablet

Edit Profile Tablet

←

MY WARDROBE

Edit Profile



Bust: 98cm
Waist: 78cm
Hips: 100cm
Shoe Size: 6

Edit Name:

Edit My Measurements:


Size:

Category:

Label:






Shoe Size:

Where to measure:



CANCEL

SAVE



ProfilesAdd ItemView ItemsAdd FamilySearch


Review and Delete Tablet

←

MY WARDROBE

Add Item

Select Profile: (NAME) ▼




Bust: 98cm
Waist: 78cm
Hips: 100cm
Shoe Size: 6


Edit

○ Select All


≡ Filter



Category: Shirt
Label: Polo
Size 12








Category: Pant
Label: Seed
Size 10



Category: Skirt
Label: Seed
Size 10

DELETE ITEM



ProfilesAdd ItemView ItemsAdd FamilySearch


Review and Delete Tablet

←

MY WARDROBE

Add Item

Select Profile: (NAME) ▼




Bust: 98cm


Edit

○ Select All


≡ Filter



Category: Shirt
Label: Polo
Size 12








Category: Pant
Label: Seed
Size 10



Category: Skirt
Label: Seed
Size 10

SEARCH

DELETE ITEM

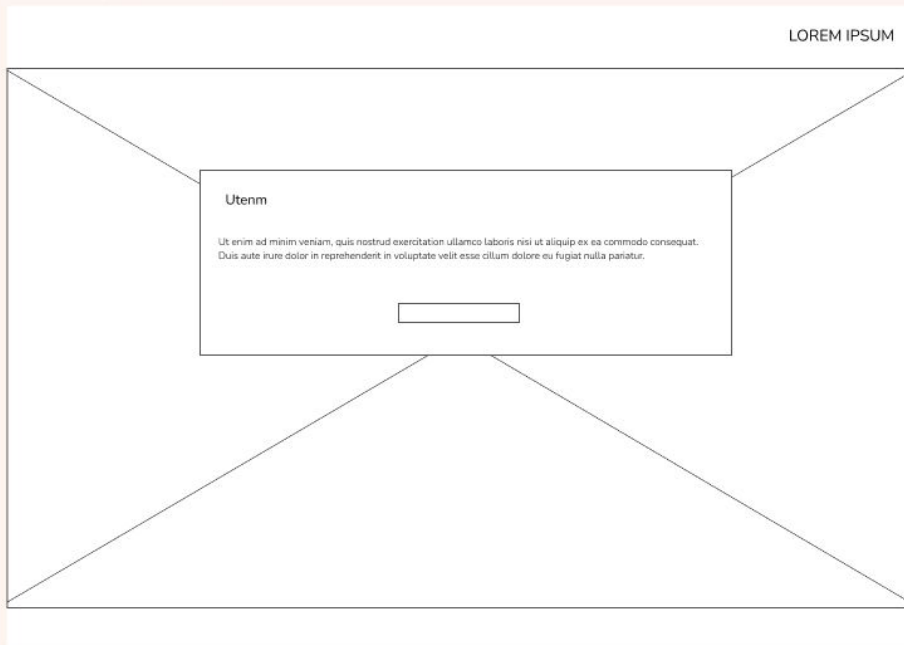


ProfilesAdd ItemView ItemsAdd FamilySearch

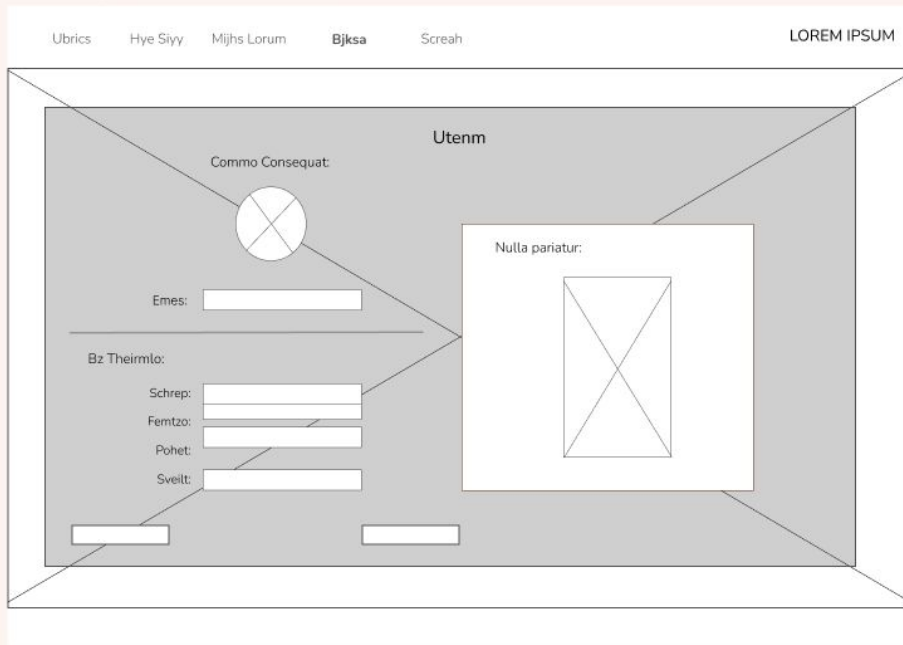
WIREFRAMES

desktop

Desktop - Home

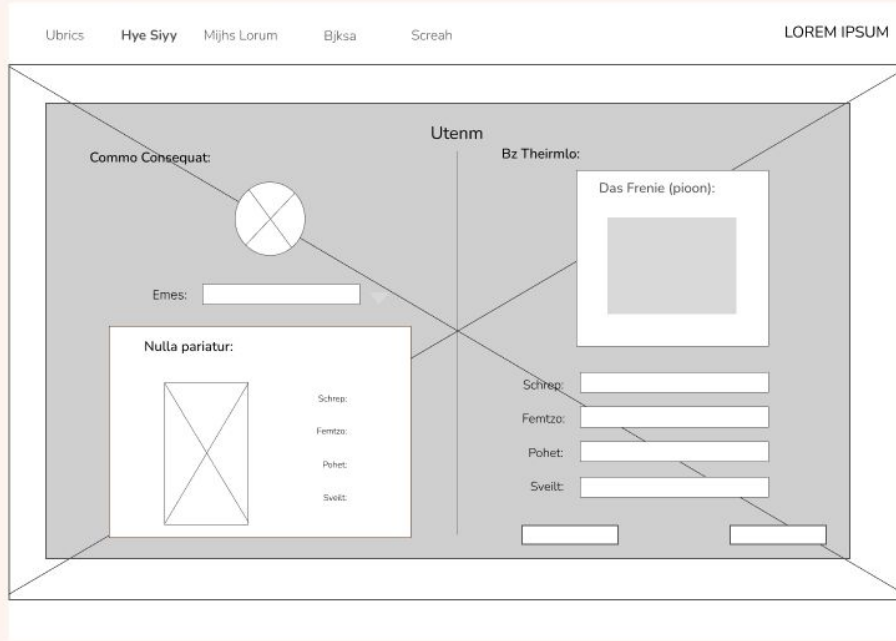


Desktop - Create Profile



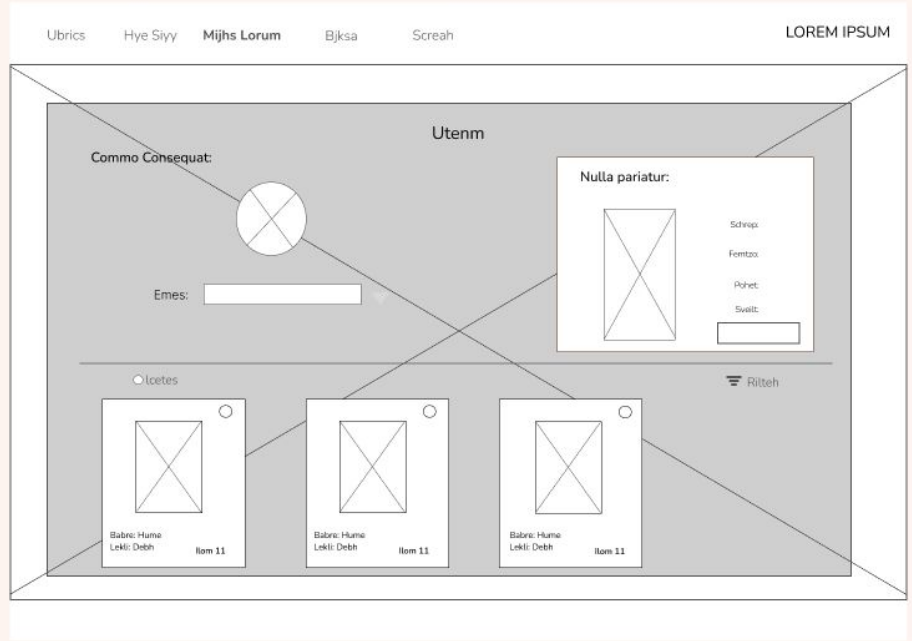
WIREFRAMES

Desktop - Add Item



desktop

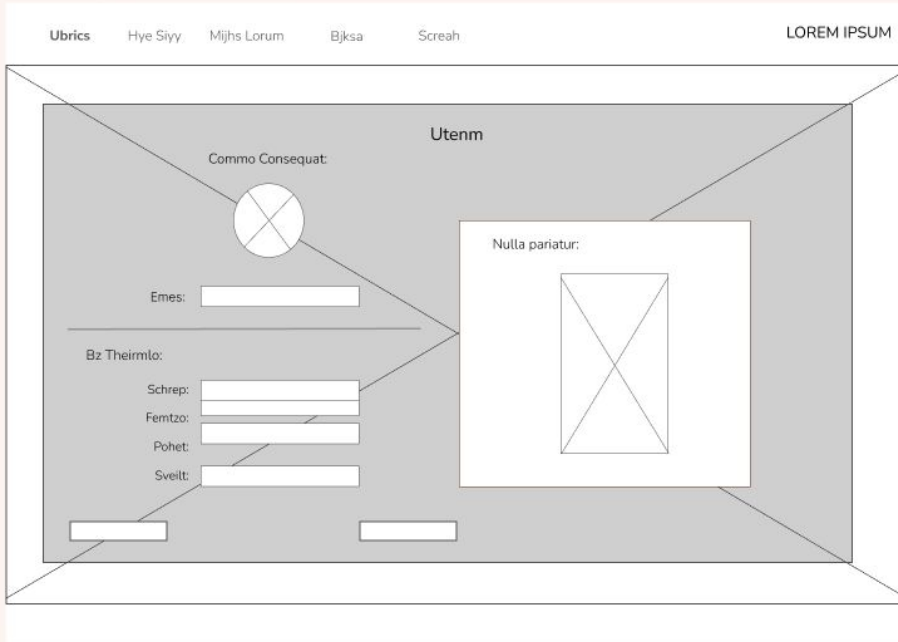
Desktop - View Profile and Item



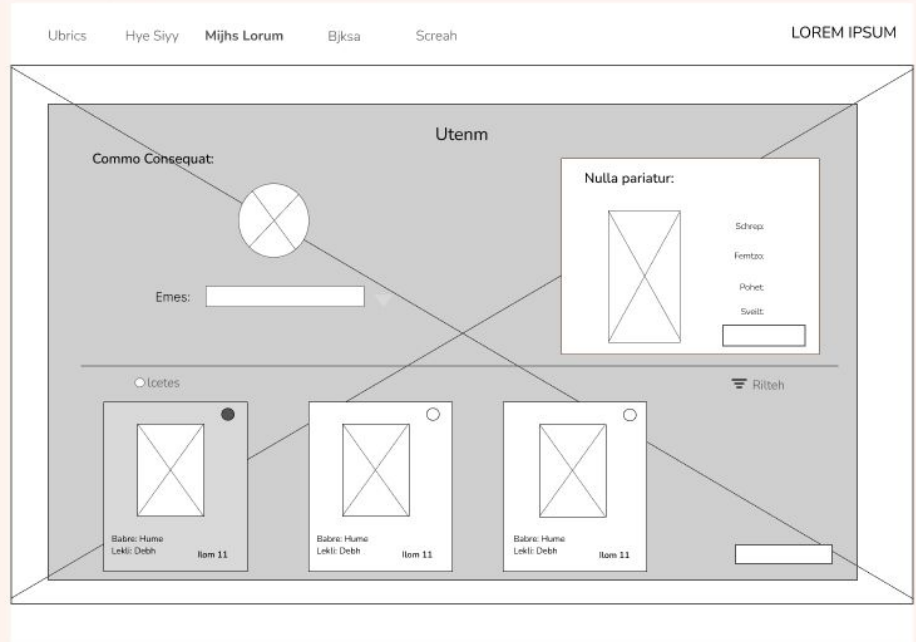
WIREFRAMES

desktop

Desktop - Edit Profile



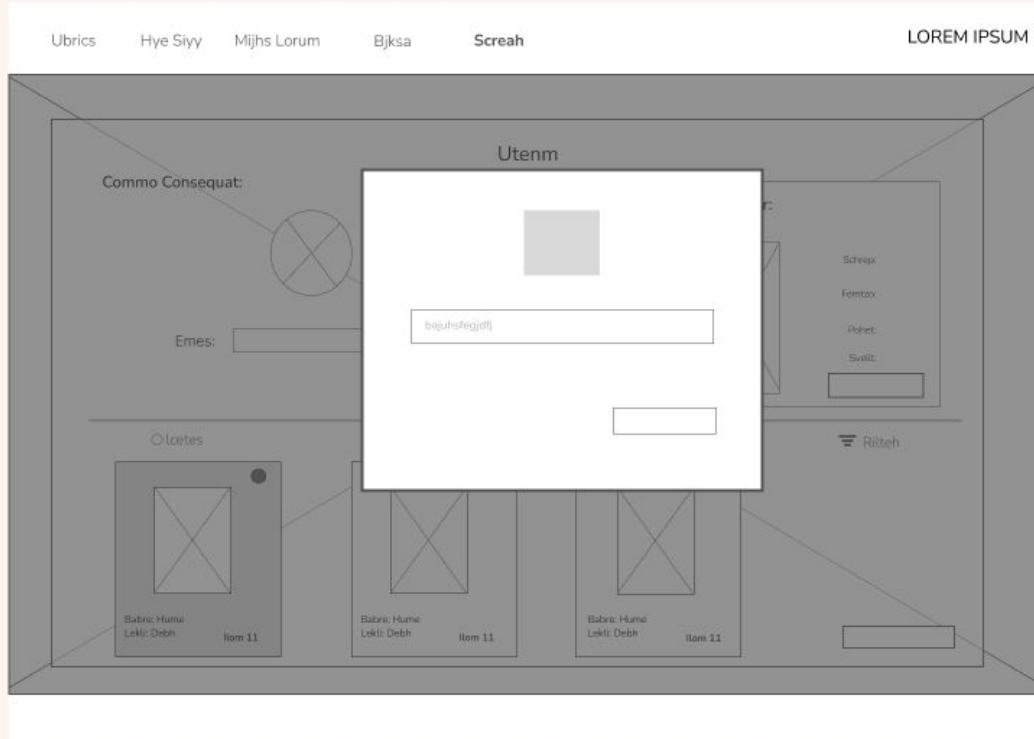
Desktop - View Profile and Items



WIREFRAMES

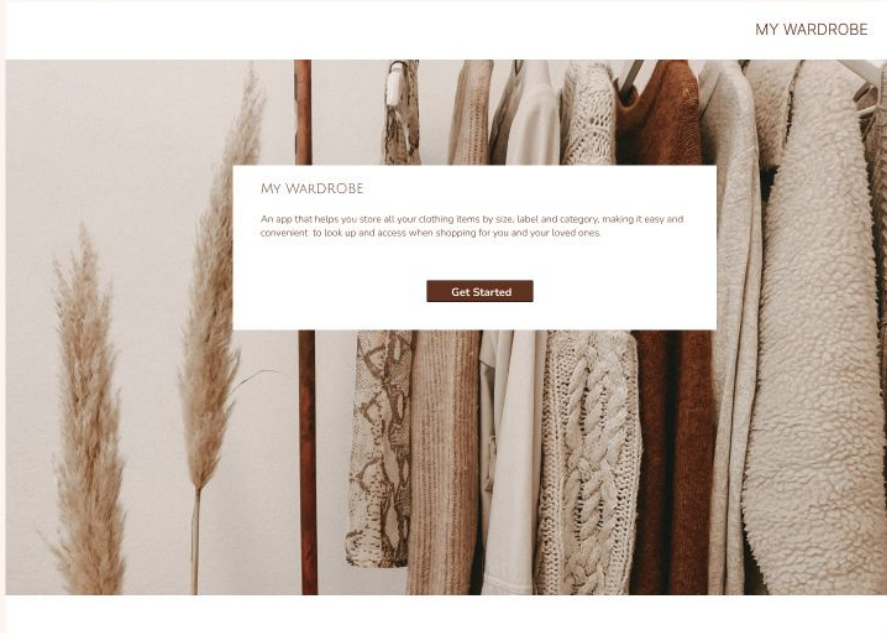
desktop

Desktop - View Profile and Items



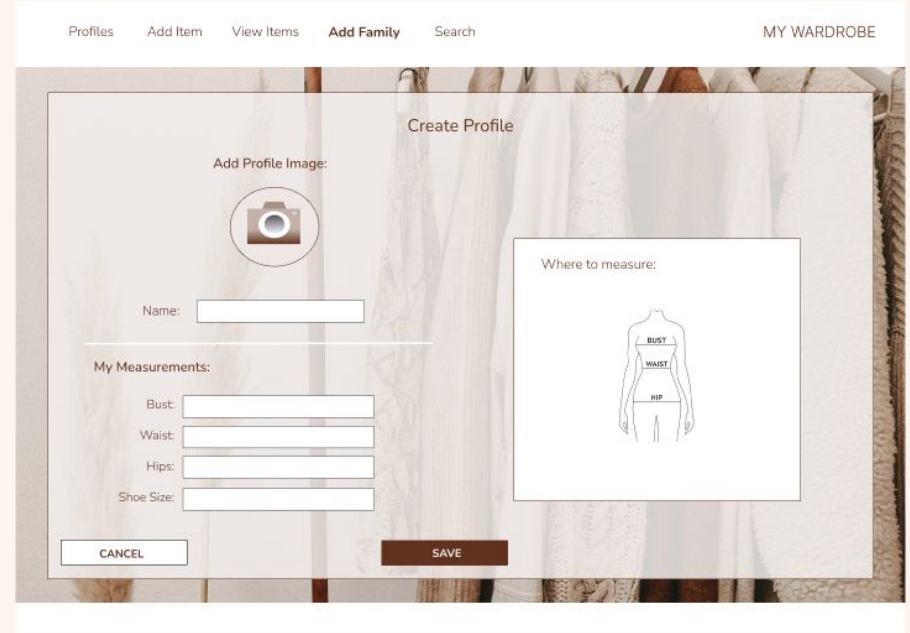
PROTOTYPES

Desktop - Home



desktop

Desktop - Create Profile



PROTOTYPES

Desktop - Add Item

Profiles


Add Item

View Items

Add Family


Search

MY WARDROBE

Select A Profile:

To Profile:

Add Item

New Item Details:


Add Image (Optional):


Size:

Category:

Label:

Comments:

My Measurements:

Bust: 98cm
Waist: 78cm
Hips: 100cm
Shoe Size: 6

desktop

Desktop - View Profile and Items

Profiles


Add Item

View Items


Add Family

Search


MY WARDROBE


Select A Profile:

Profile:


View Items

My Measurements:

Bust: 98cm
Waist: 78cm
Hips: 100cm
Shoe Size: 6

☐ Select All


Category: Shirt
Label: Polo
Size 12


Category: Pant
Label: Seed
Size 10



Category: Skirt
Label: Seed
Size 10

PROTOTYPES

Desktop - Edit Profile

[Profiles](#) [Add Item](#) [View Items](#) [Add Family](#) [Search](#) MY WARDROBE

Edit Profile Image:



Edit Name:

Edit My Measurements:

Bust:

Waist:

Hips:

Shoe Size:

My Measurements:



Bust: 98cm

Waist: 78cm

Hips: 100cm

Shoe Size: 6

CANCEL


SAVE

desktop

Desktop - View Profile and Delete Items


[Profiles](#) [Add Item](#) [View Items](#) [Add Family](#) [Search](#) MY WARDROBE

Select A Profile:



Profile:

My Measurements:



Bust: 98cm

Waist: 78cm


Hips: 100cm

Shoe Size: 6


EDIT

Select All


Filter



Category: Shirt
Label: Polo
Size 12



Category: Pant
Label: Seed
Size 10



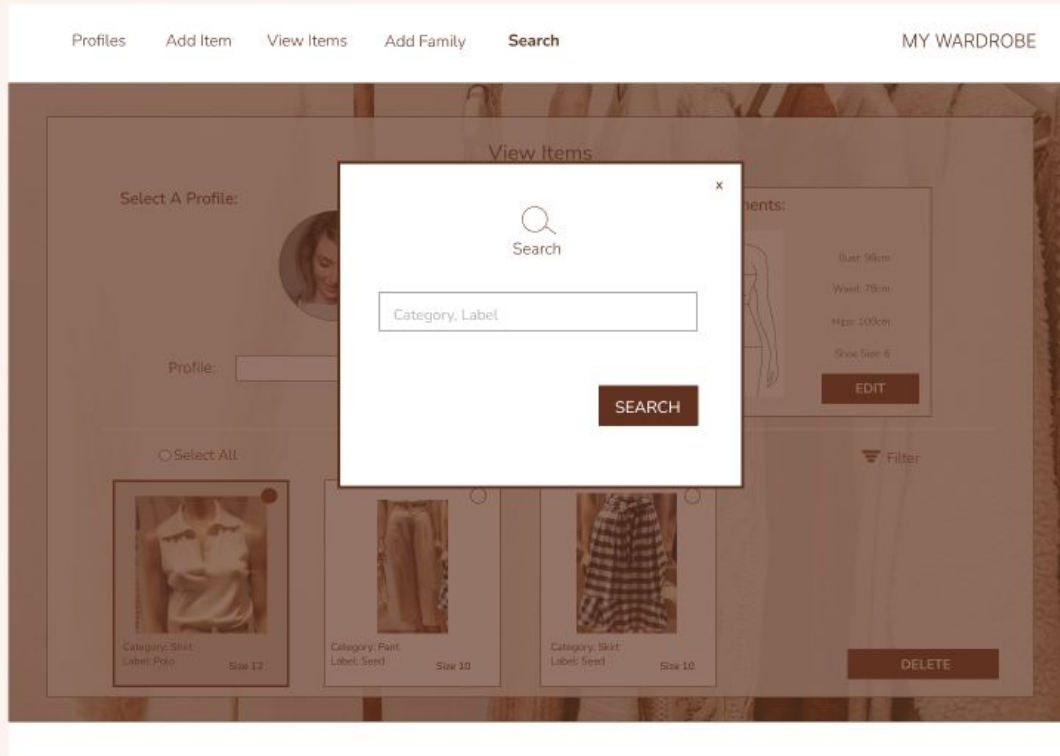
Category: Skirt
Label: Seed
Size 10

DELETE

PROTOTYPES

desktop

Desktop - Search Items



TERMINAL APPLICATION

https://github.com/MichelleOha/terminal_app