



Mirtual

Introduction

Purpose

Proof of concept

UX considerations for AR

Why

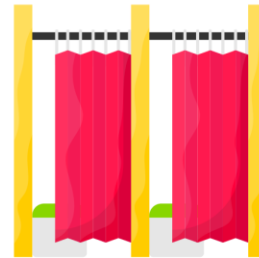
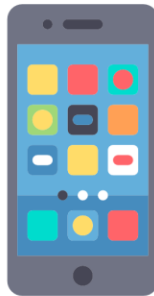
Rapidly growing market segment

Strong interest

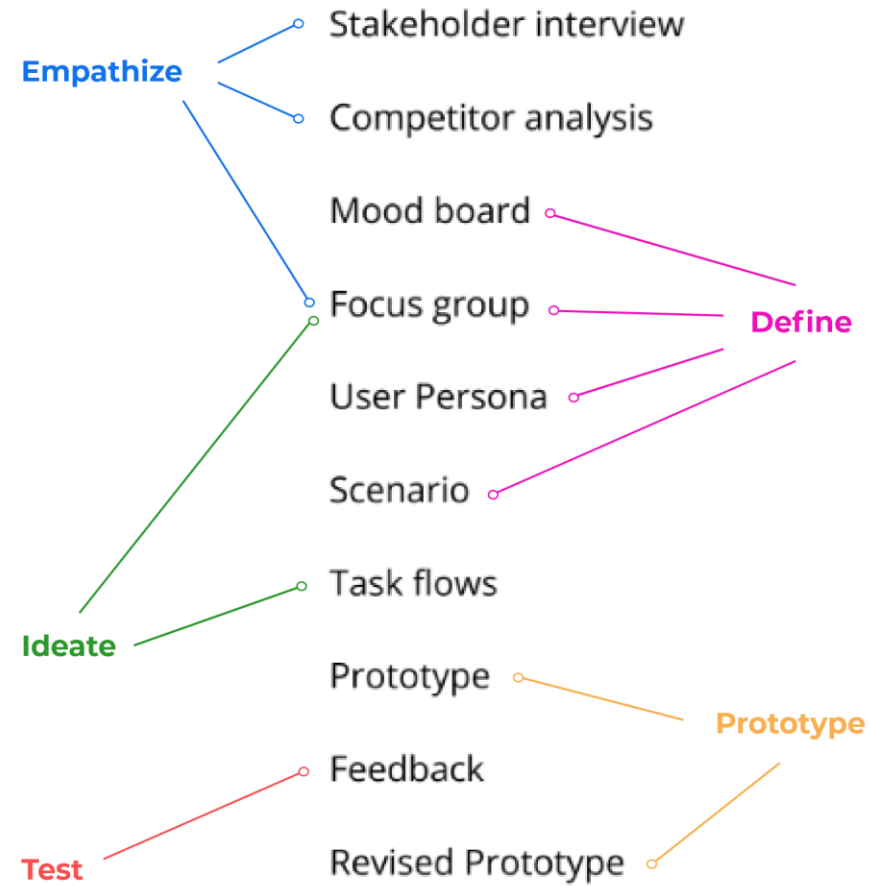
Not covered by education

Expectations

3 platforms



Methodology



Stakeholder interview

Empathize

Problem

Physical Space

Shipping / Returns

Store room queues

“

Its takes too much of my time to go shopping. Im either waiting in line or wasting time returning half the things I do not want.

”

Assumptions

Willing to try on clothes virtually

Able to gesturise

Familiar with AR / VR

Goals

Bring customers to shops

Reduce returns / Stocks

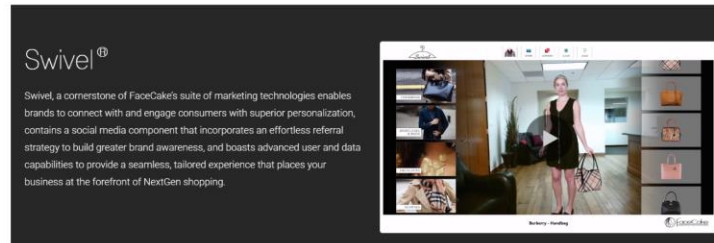
Entertainment value

Competitor research

- Information architecture
- Gestures

- Usability (repeated)
- Product selection

AR wardrobe



ABOUT TRIMIRROR

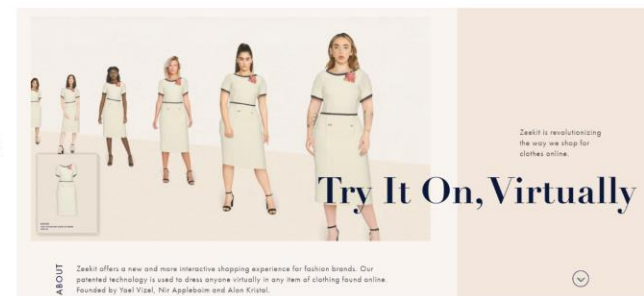
trimirror was founded in 2010 in Toronto, Canada with an idea to make trying clothes online possible for consumers. After years of research and development, we've created the world's first real-time cloth simulation and multi-platform 3D virtual fitting solution.

trimirror's virtual fitting technology is uncompromising: for the first time ever it is accurate, real-time, 3D visualized, animated, beautiful and entertaining, and valuable to both shoppers and brands. trimirror uses the first real-time solution in the world that allows the try-on of real clothes on real-dimensional avatar bodies, and which allows the user to see where the garment is tight or loose and how it behaves when they move around in various ways before purchasing.

Avatars + Kinect



Still images / stock models



Competitor research


Facecake

CAKE™

CAKE is the first in-browser augmented reality shopping platform that works with a webcam and any browser, letting online shoppers view products in an augmented reality environment directly from the product detail page without leaving the e-commerce site they are on. Instantly engaging and requiring no download, plugins, extensions or user input, shoppers interact with products, viewing shades live on their own image as an alternate personalized product view.

CAKE is easy for brand partners, who only have to copy a small code snippet in order to have this augmented reality shopping platform integrated into their site.

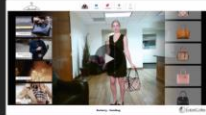
[GET STARTED](#)



The screenshot shows the BATTINGTON website interface. On the left, a woman's face is visible, and a product is overlaid on her face. On the right, there is a sidebar with the text 'Battington Beauty Highlights', '3.4 stars', '1,000 reviews', and '100% natural'. Below this, there is a 'VIEW THIS' button and a '100% natural' badge. At the bottom, there is a small text block: 'You can now see how your skin will look with this shade of lipstick by using the augmented reality tool!'. The website has a clean, modern design with a white background and a gold logo.

Swivel®

Swivel, a cornerstone of FaceCake's suite of marketing technologies enables brands to connect with and engage consumers with superior personalization, combine a social media component that incorporates an effective internal strategy to build greater brand awareness, and boasts advanced user and data capabilities to provide a seamless, tailored experience that places your business at the forefront of fashion shopping.



The screenshot shows the Swivel interface. It features a grid of product images on the left and a larger image of a woman's face on the right. The woman is wearing a black dress and holding a shopping bag. The interface is clean and modern, with a white background and a black header.

Swivel® Close-Up

Available both online and in-store, Swivel Close-Up brings out of fully customizable features revolutionizes the traditional shopping experience, giving consumers the ability to visualize themselves wearing cosmetics, jewelry, eyewear and accessories in real-time.

Swivel Close-Up is easy to use, transforming shopping into an event that encourages social sharing and builds purchasing confidence. And with its dynamic data tracking and share features, Swivel Close-Up positions brands to be among social businesses at the forefront of the rapidly changing landscape of fashion and beauty.



The screenshot shows the Swivel Close-Up interface. It features a grid of product images on the left and a larger image of a woman's face on the right. The woman is wearing a red top and holding a shopping bag. The interface is clean and modern, with a white background and a black header.

Swivel® Smart Digital Signage

Designed to capture shopper attention and keep it, our displays transmit dynamic content in an interactive format that extends engagement time through virtual Try-On, touch, mobile compatibility and more, automatically applying featured products in real time to anyone who walks within camera view.

Immersive visual elements elevate the Try-On experience by complementing featured products and integrated social shopping features allow users to share the fun with family and friends. The rich portfolio of options such as live side-by-side compare view, a customizable data structure and built-in purchase features make Swivel Smart Digital Signage a powerful marketing and sales tool.



Mood board

Competitor inspiration

Ability to store / organize / share

Layout

Key Features

Gestures  

Opportunities

Hand tracking

Additional inspiration

DRIBBLE



Font: Onyx

Open Sans



Colors

primary 60

secondary 30

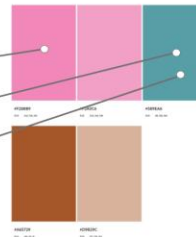
accent 10

Style keywords:

YOUTH

FRESH

CALM



Focus group

Composition

5 users

Age group 23-31

Mix of non shoppers / regular shoppers

60 % Female 40 % Male



Take away

Disconnect between designer and user vision for webcam / mobile

Features

Gesture preference

Regular feedback



UX PERSONA



As a conscious shopper, I want to try on what I am buying before placing an order.



Biography

Chrisjen is a **sales representative** who works in a consultancy. She is familiar with the concept of AR/VR although it is not something she uses frequently. She is however an avid shopper with a social media presence and is somewhat familiar with current fashion trends. She is a frequent user of Pinterest and Instagram and uses both platforms as part of her shopping experience. She loves to try out clothes and organizes her wish lists into categories so that she is able to access her outfits depending on event. She enjoys shopping at home, both using her phone and computer. She is not a frequent visitor in physical shops.

Personality

Organized

Etroverted

Energized

Creative

Chrisjen Shah Sales Representative

- 24 years old
- Copenhagen
- Partner
- No kids
- Sales representative

👍 Motivations

- Spending a lot of **free time** with her **hobbies**.
- Going to **meetups** and **social events**.
- Feeling **productive** at work.

👎 Frustrations

- Slow apps.
- When things don't go according to plan.
- Delayed trains.

Referents and influences

- Friends
- Knitting
- Music
- Social Media

Special considerations

Chrisjen is **not very tall** and is uncertain if there will be any available sizes for her or whether she will be able to use the AR / VR fitting rooms in case they are designed for average height users.

Chrisjen assumes that she will **not need to wear some kind of glasses or headset** and she does not want to mess up her appearance.

Chrisjen expects to be able to **modify** and **save changes** in-store.

UX PERSONA



*As a **fashion non grata**, I want to **be inspired** with **minimal effort**.*



Biography

Pablo is a **banker** who spends most of his free time meeting with friends. He is a casual gamer but has not tried many AR/VR experiences. He is conscious of his appearance and attends several work benefits with semi-casual dress code, where he often struggles with what to wear. He does not enjoy trying on clothes, nor does he enjoy having to return most of what he orders since he always seems to get the size wrong. He uses social media to some extent but prefers to meet in person. He does not enjoy shopping at home, instead visiting physical stores where he relies on the mannequins for composing his outfits.

Personality

Easy-going

Sociable

Professional

Savvy

Pablo Ramírez

Banker

- 26 years old
- Copenhagen
- Single
- No kids
- Banker

👍 Motivations

- Spending a lot of **free time** with friends.
- A bit of **bar hopping** and **dining with friends**.
- Enjoy **life** to the fullest.

👎 Frustrations

- Crowds.
- Lateness.

Referents and influences



Friends



Dining



Gaming



Social Media

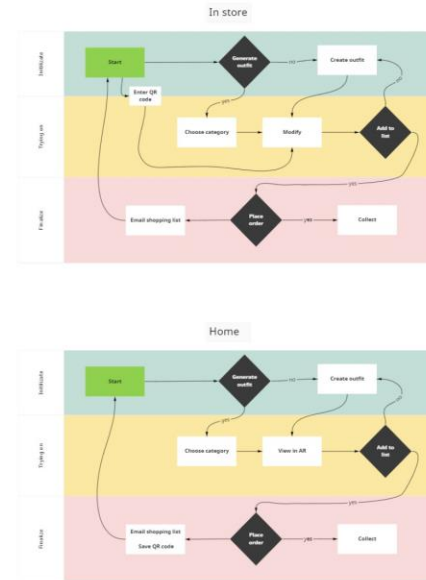
Special considerations

Pablo is **not easily inspired** and does not have the patience to look through blogs and social media for inspiration.

Pablo prefers the company of friends while shopping and would prefer a **shared experience** rather than going at it alone.

Pablo expects shopping to be **fast** and **easy**.

Task flow



Challenges

NO TRIAL VERSION

Focus

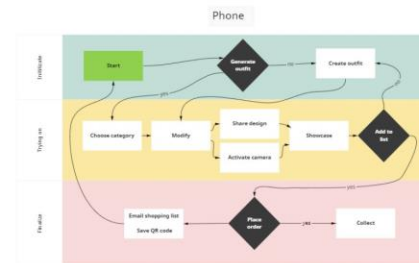
Ease of movement

Template for initial design

How the user experience differs

Commonalities

Cross-platform



Take away

Different controls needed

Social shopping (phone)

QR code

Smartwatch integration (future)

miro

Scenarios

Scenario

Chrisjen is **going to a wedding** and is trying to decide what to wear. She has spent some time over the last few months looking at outfits. She has saved them into **categories on her Instagram** and is eager to choose one. She is however, not sure about **size and fit** and would like a way to **try them on**, since it would be an inconvenience to order several outfits and then having to return them.

She has been browsing the H&M website and has saved several outfits to a **QR code** and she is now visiting a local **store** before placing an order.

She is hoping that there will be some **inspiration** in case she does not like anything she has prepared.

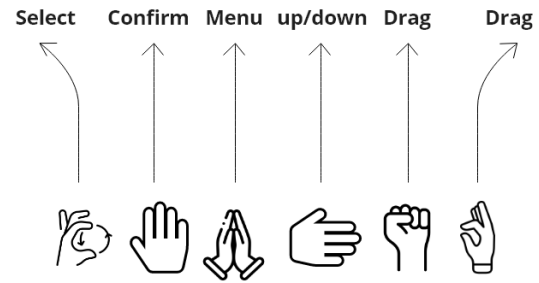
Scenario

Pablo is visiting a local clothing shop with a friend to find a new outfit for an **upcoming Christmas party**. He does not have anything specific in mind but his **budget is limited to 1500 DKK**.

He will consider trying on a few outfits but does not have a lot of patience. His work is very demanding and he is **not in the mood to learn anything complex** on his free time.

He only likes a **select few colors** and is unlikely to step outside of his **comfort zone**.

Prototyping



Design principles

Gesture comfort

Tutorial



Introduction



Version 1



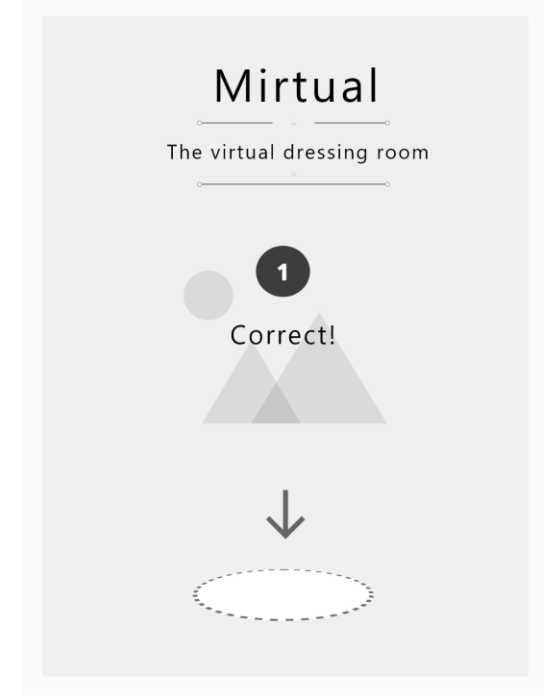
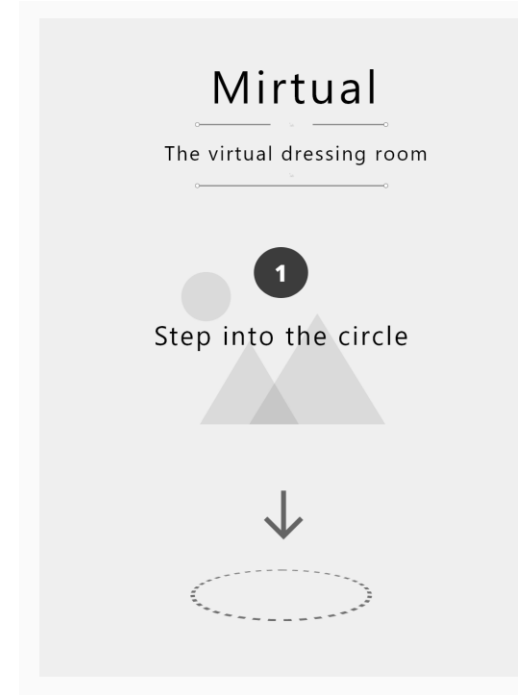
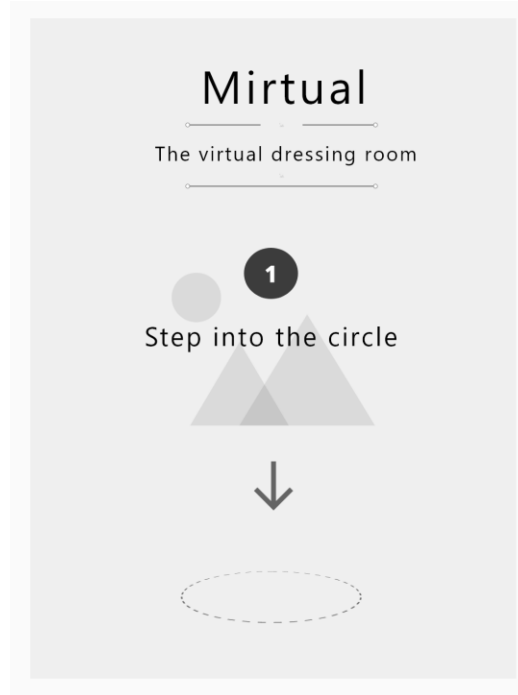
Version 2



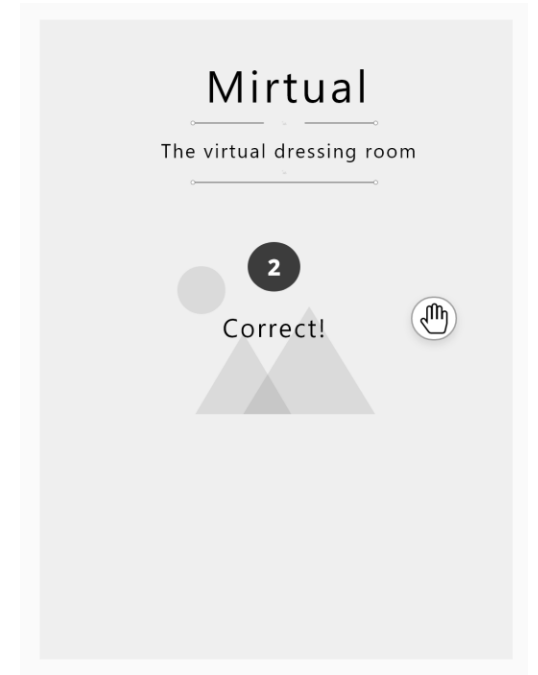
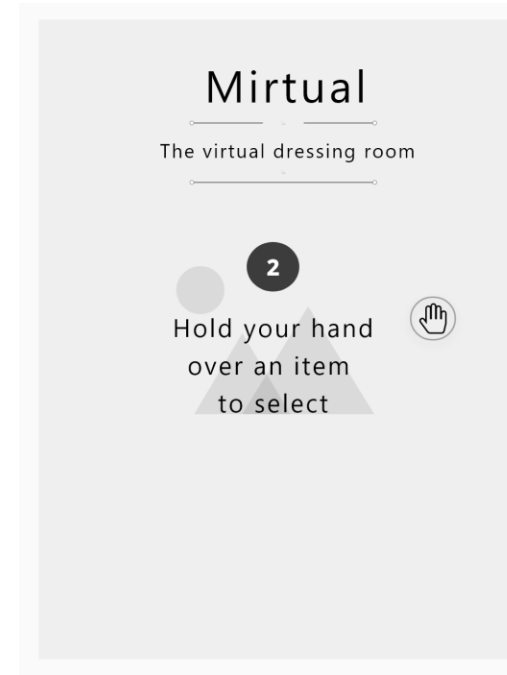
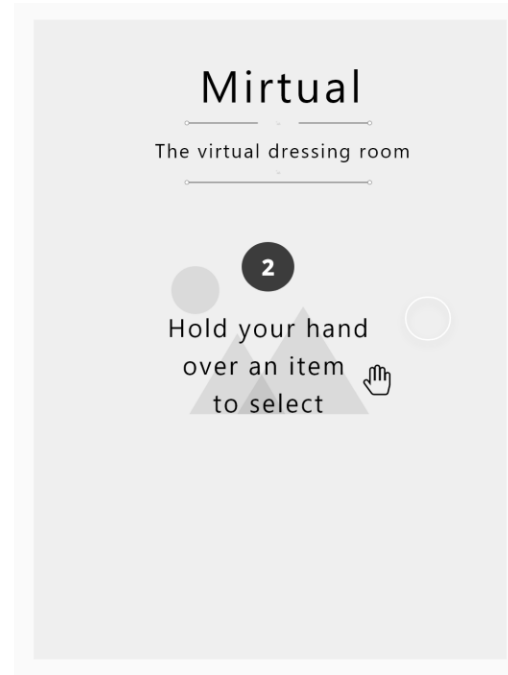
Version 3



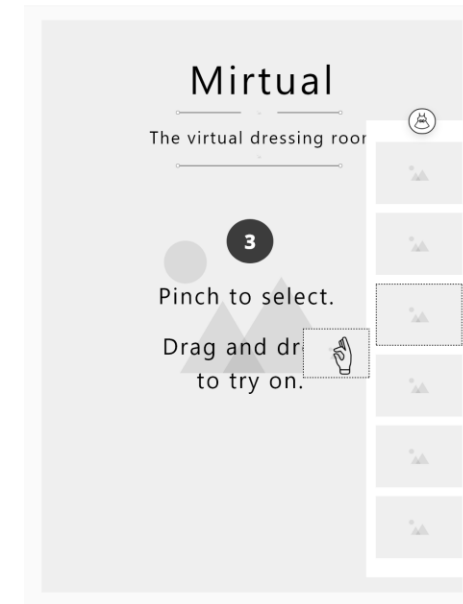
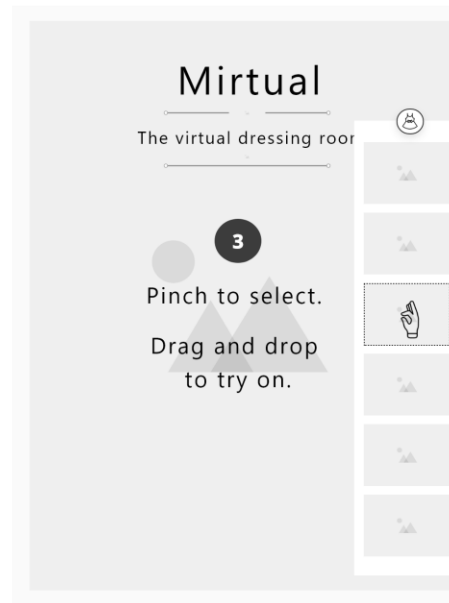
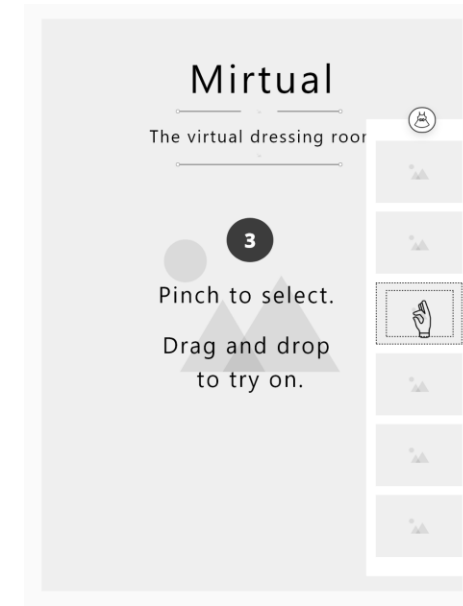
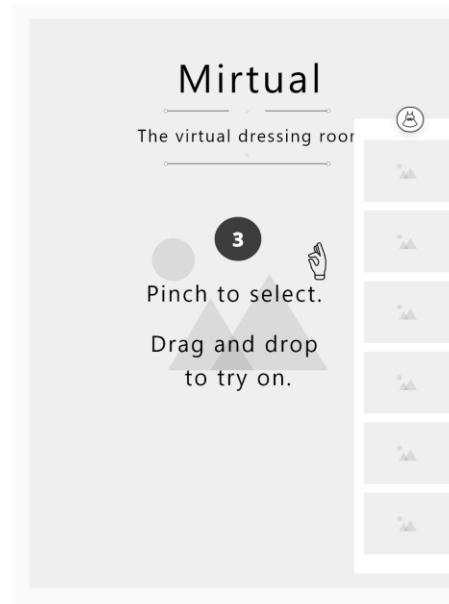
Introduction



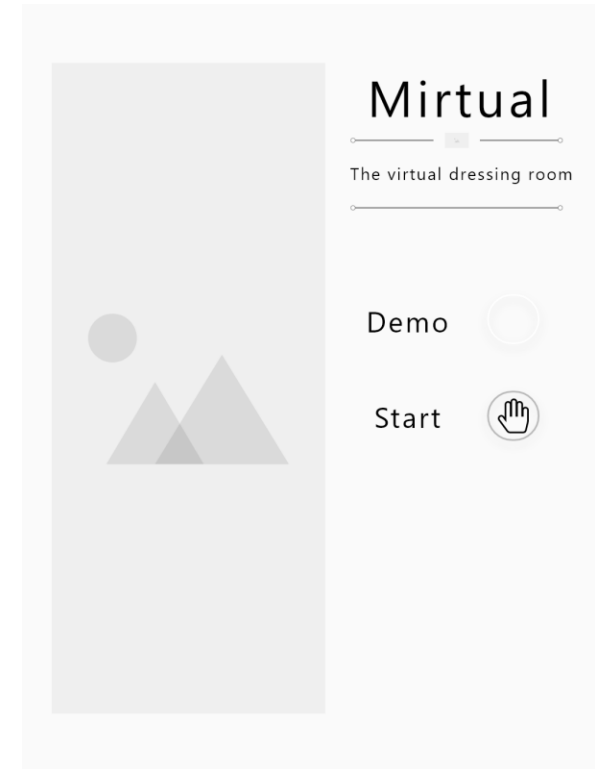
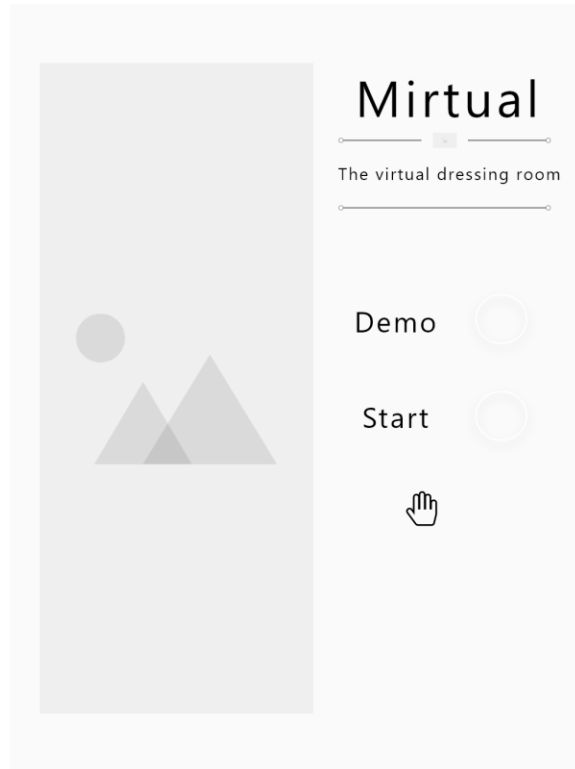
Introduction



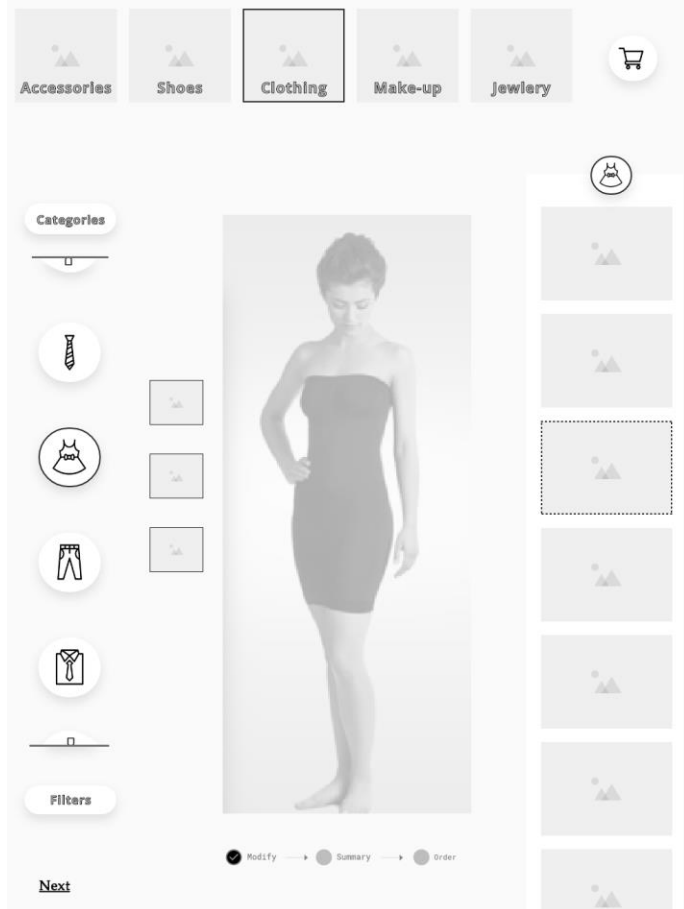
Introduction



Start



V1.



Principles

Summary V1

Persona considerations

Scalable UI

Quick

Randomize outfit

Current position

Cognitive load (Miller's law)

No search

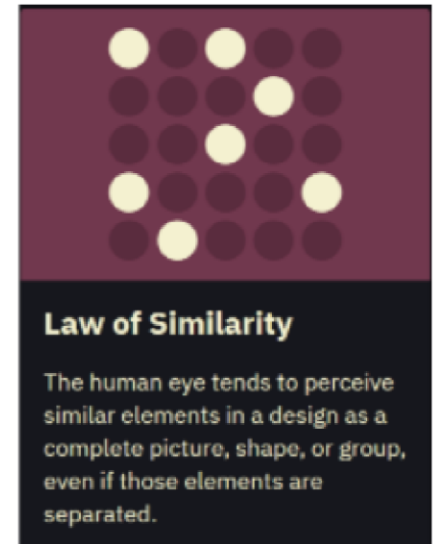
Feedback

Future proof it

Finger tracking

Free up screen

Differentiate from competitors



Law of Similarity

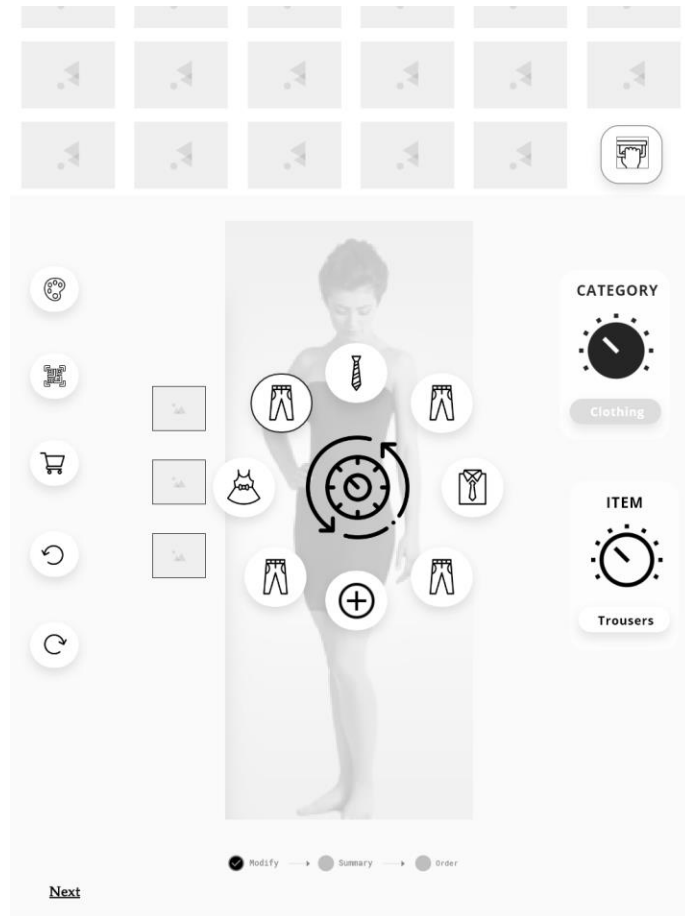
The human eye tends to perceive similar elements in a design as a complete picture, shape, or group, even if those elements are separated.



Jakob's Law

Users spend most of their time on other sites. This means that users prefer your site to work the same way as all the other sites they already know.

V2.



Principles

Summary V2

Persona considerations

Scalable UI

Quick

Randomize outfit

Current position

Cognitive load (Miller's law)

No search

Feedback

Expand upon top view

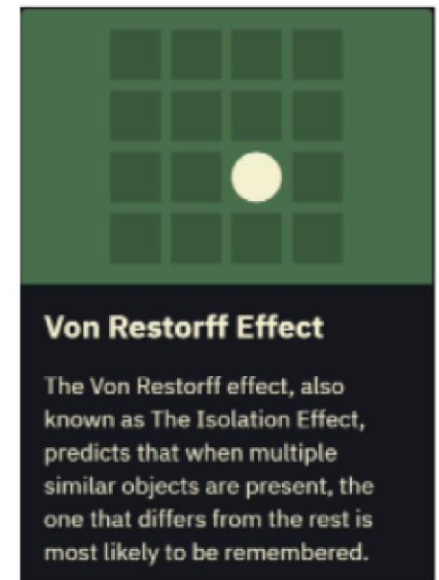
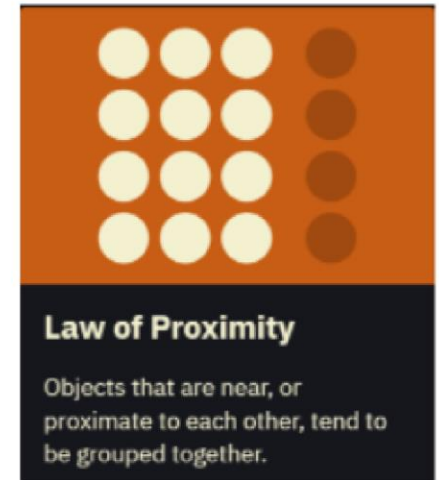
Too screen like design

Free up screen

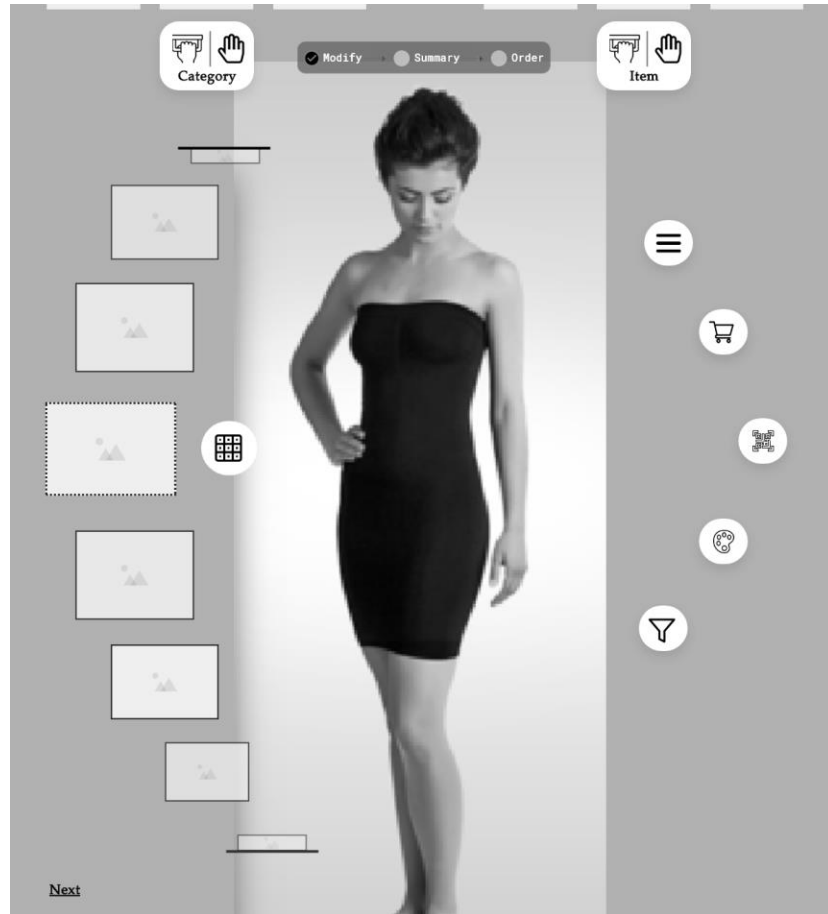
Differentiate from competitors

Outfit overview not required

Difficult to rotate in current position



V3.



Principles

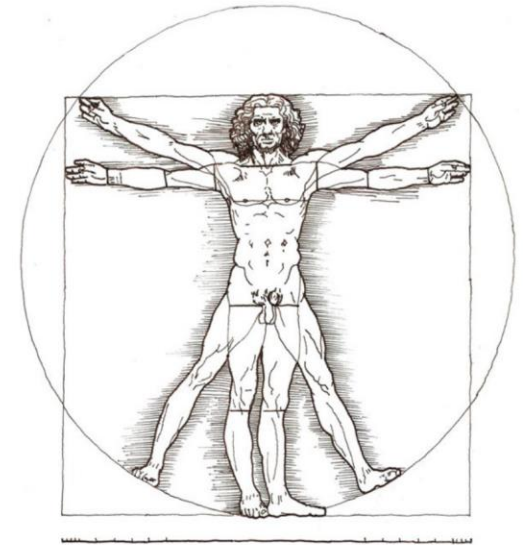
Summary V3

Vetruvian man

Range and comfort

2 gesture support

Reactable design



Feedback

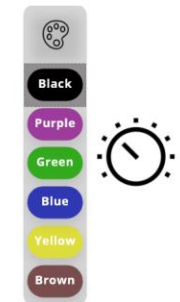
Horizontal Carousel

Small adjustments to tutorial

Head movement - effect on UI?

Shopping cart 3D interaction

Alternative interaction



Future

Evaluate

Gesture comfort

UI positioning and scale

Iconography

Typography

Ease of use

Interaction feedback

Hand V.S Finger gestures



Considerations

Design with personality

Adaptable U.I (Mood)

Non-binary

Accessibility



Questions



○

○

○