E-WARDROBE

YOUR OUTFIT PLANNER

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01.   Understand Pain Points and User Needs by interview

02. Expand Interview Findings

03. Persona & User Journey

04. Problem statement

@e-wardrobe

01.

UNDERSTAND PAIN POINTS AND USER NEEDS

We first understand the users' needs and pain points by means of **interviews** with them. For example, whether the user has a fixed dressing habit, whether there are specific occasions to consider wearing, whether there are special needs, such as how to wear clothes suitable for various temperatures, etc.

INTERVIEW REPORT

Duration of the interview: about 40 mins per person

Connie

Age: 24 years old
Occupation: Teacher
Location: Hong Kong
Habits: Focus on comfort and practicality, like casual style

Hailey

Age: 24 years old
Occupation:

Jerry

Age: 22 years old
Occupation: Student, finance
Location: Mainland
Habits: Sports style, focus on comfort

Chloe

Age: 23 years old
Occupation: Student, psychology
Location: Mainland
Habits: Emphasise on appropriateness, enjoy trying different styles, like sets

MAIN FINDINGS

- Usually spend a lot of time matching their clothes.

  Hailey: 我覺得我的衣服太多又太少，雖然衣服很多，但總要花很多時間搭出來最好看的，因為身邊的人太多了。

  Chole: 有什麼時候出門之前我會試了很多套衣服，然後我想這個行不通，那個行不通？會導致時間上有一點來不及，比如約會遲到。

- There are no 'experts in outfit' around to help them with their outfits.

  Jerry: 從前的時候，我會穿衣前問媽媽，穿某件衣服合不合今天的溫度。現在自己做選擇，容易選擇不好，更不用說穿衣審美，我對這個人沒有太多經驗。

  Chole: 我想要一個熟悉我的風格的人幫我出謀劃策，但是身邊幾乎沒有這樣的人。而現在在社交媒體上，比起說小紅書的穿搭，很網紅化，可能跟我的風格有點不搭。

- Although it took a long time to deal with outfit, still not quite satisfactory.

  Connie: 出去玩完的話穿的不夠好看、不符合场景，拍照不好看总觉得亏了。我的职业是老师，我想要想要穿的既好看又得體(必要)的時候，可能只能符合一個方面，只能往得体这方面去配合，但是發現別人穿的極得體也好看，觉得自己穿搭能力不足。

- They believe that the need to import their existing clothes into the App is the main obstacle to their use of the App.

  Hailey: 我不想自己錄入我的衣服，錄入進去好費時間。這種App我很喜歡，但是需要自己拍照掃描。第一個步驟非常勸退我，因為我不可能把所有衣服拿出來拍照。

  Connie: 錄入app的時候要逐步錄入，錄入太多會很麻煩。我認為，可以鏈接到我的購物軟件並讀取相關信息，或者可以允許我直接在品牌官網上選擇衣服倒入。

PAIN POINTS:

- Users often encounter difficulties in **matching** their clothes, feeling that the clothes in their wardrobe are not enough to match, and don't know how to buy matching clothes.
- Users are often limited by their **body shape and size**, making it difficult to dress in the style and image they want.
- Users often encounter dressing problems due to sudden changes in **weather** and don't know how to dress for different weather conditions.
- Users often cannot keep up with **fashion trends** and dressing trends, and don't know how to dress stylishly.

Wardrobe Organization
- Quickly and conveniently **organize their wardrobe** and understand their outfit options
- Import the clothes into this app

Outfit Ideas
- Based on local **weather** conditions to help them better adapt to climate changes.
- **Fashion** inspiration for keeping up with fashion trends and dressing skills
- More personalized outfit recommendations based on their **body characteristics** and **style preferences**

Purchase Recommendations
- Users want the app to provide links and recommendations for **purchasing** clothing, making it easier for them to complete shopping and management within the app

Needs:

O2. EXPAND INTERVIEW FINDINGS

We then conduct a **questionnaire survey** to expand our findings into a more general dimension. The questionnaire survey was targeted at people in mainland China aging 18-50. The questionnaire contains 24 questions, and the types of questions including dressing dilemmas, previous experiences of using E-wardrobe app, demographic factors, etc.
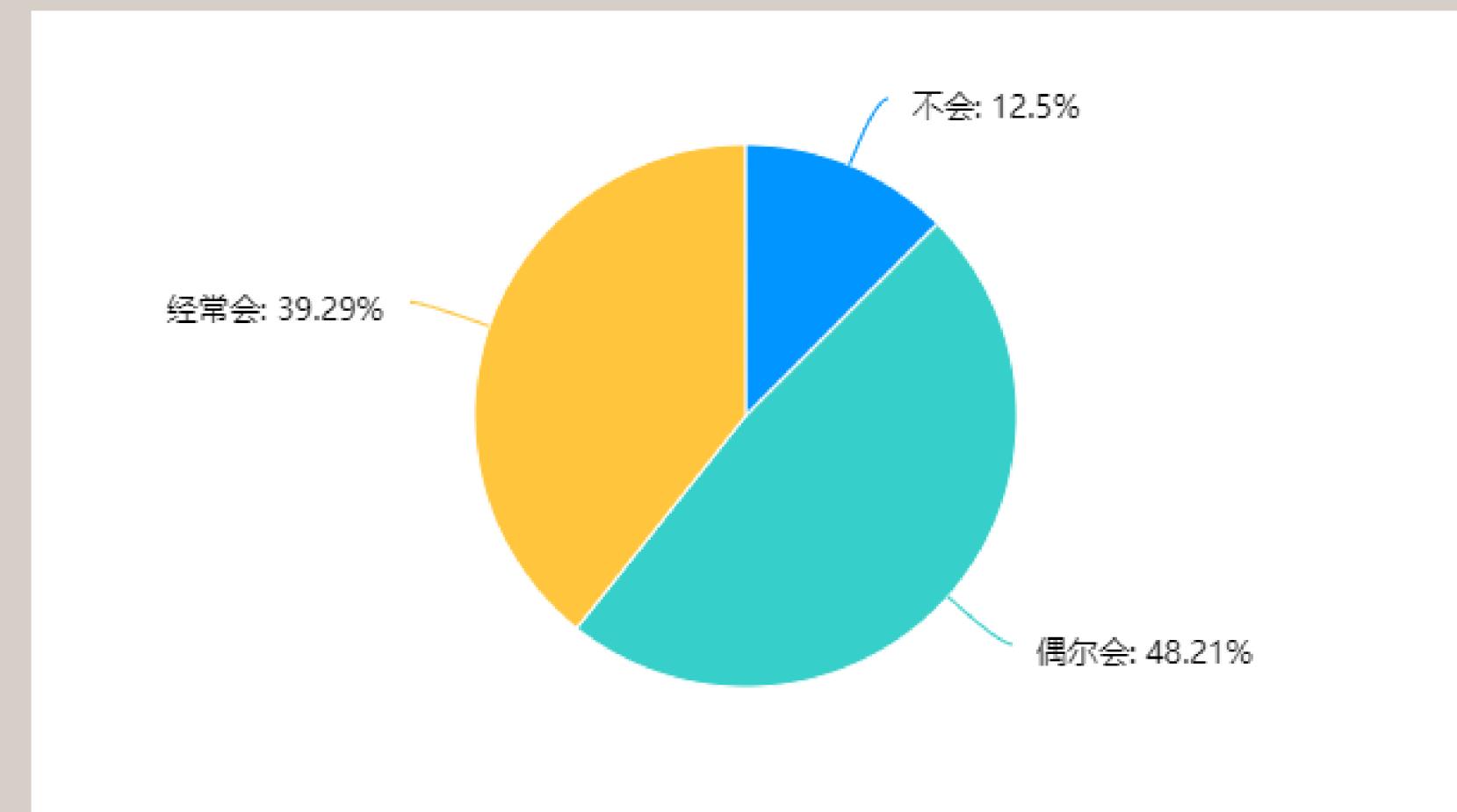
QUESTIONNAIRE REPORT

336 respondents filled out our questionnaires. The gender was almost equally distributed with 45.2% males (n = 152) and 54.8% females (n = 186). The two main age groups: 21.43% aged 18-22 (n=72) and 59.8% aged 22-25 (n=201), with the main occupations of students and white collars.
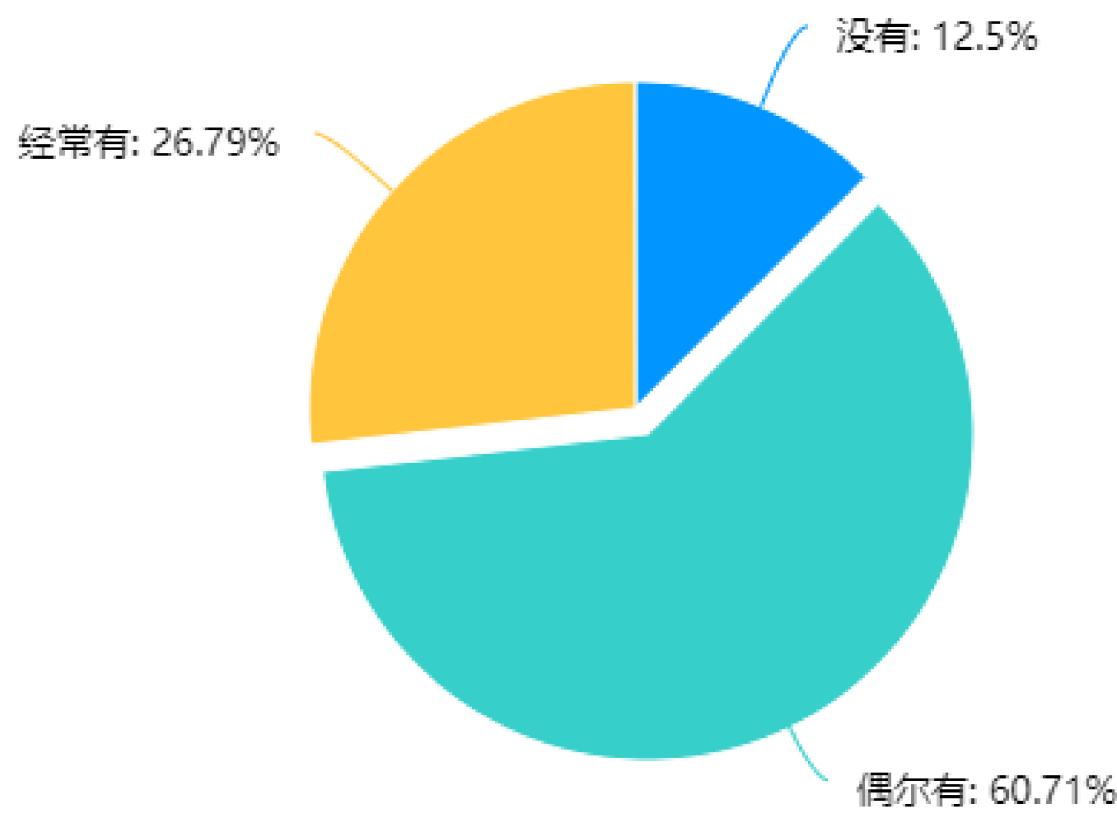
- Most of respondents have outfit dilemmas

Q1: Do you usually spend a lot of time on outfit?

不会: 12.5%

经常会: 39.29%

偶尔会: 48.21%
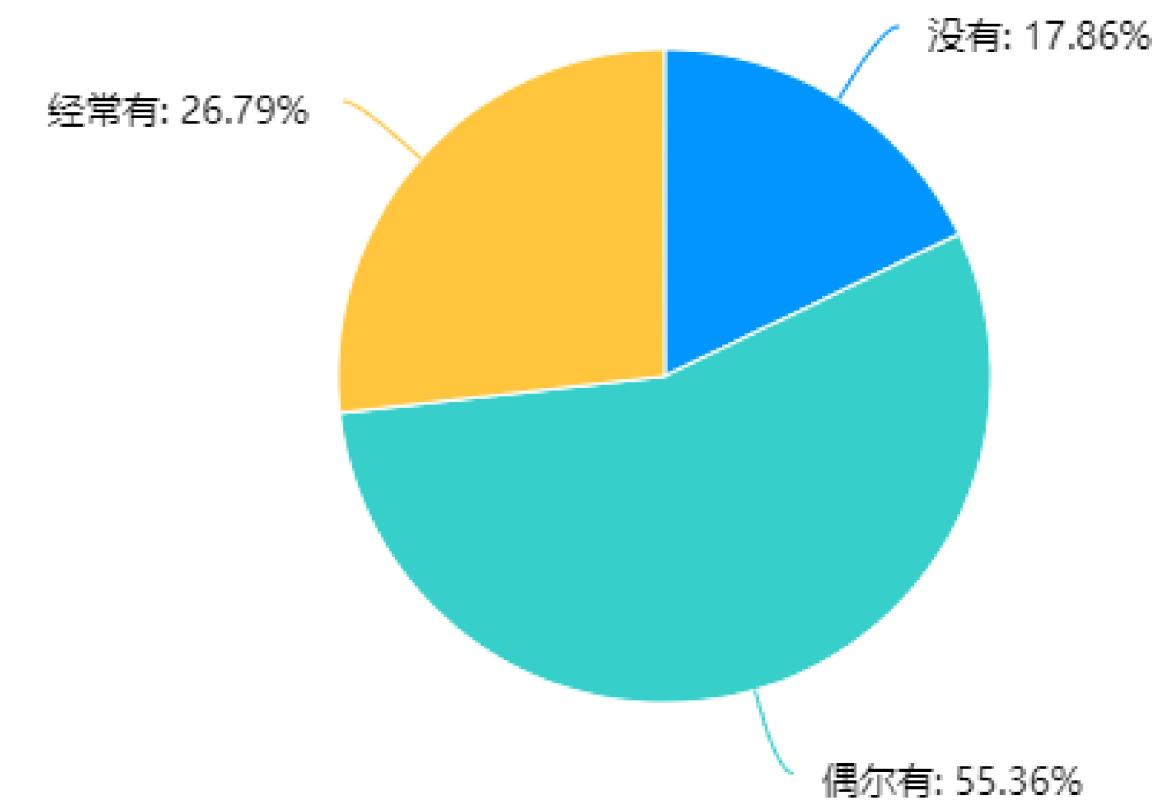
# • Most of respondents have dressing dilemmas

Q2：Do you usually have a problem with dressing (such as whether it suits the occasion, whether the clothing style matches your appearance and figure, etc.)?
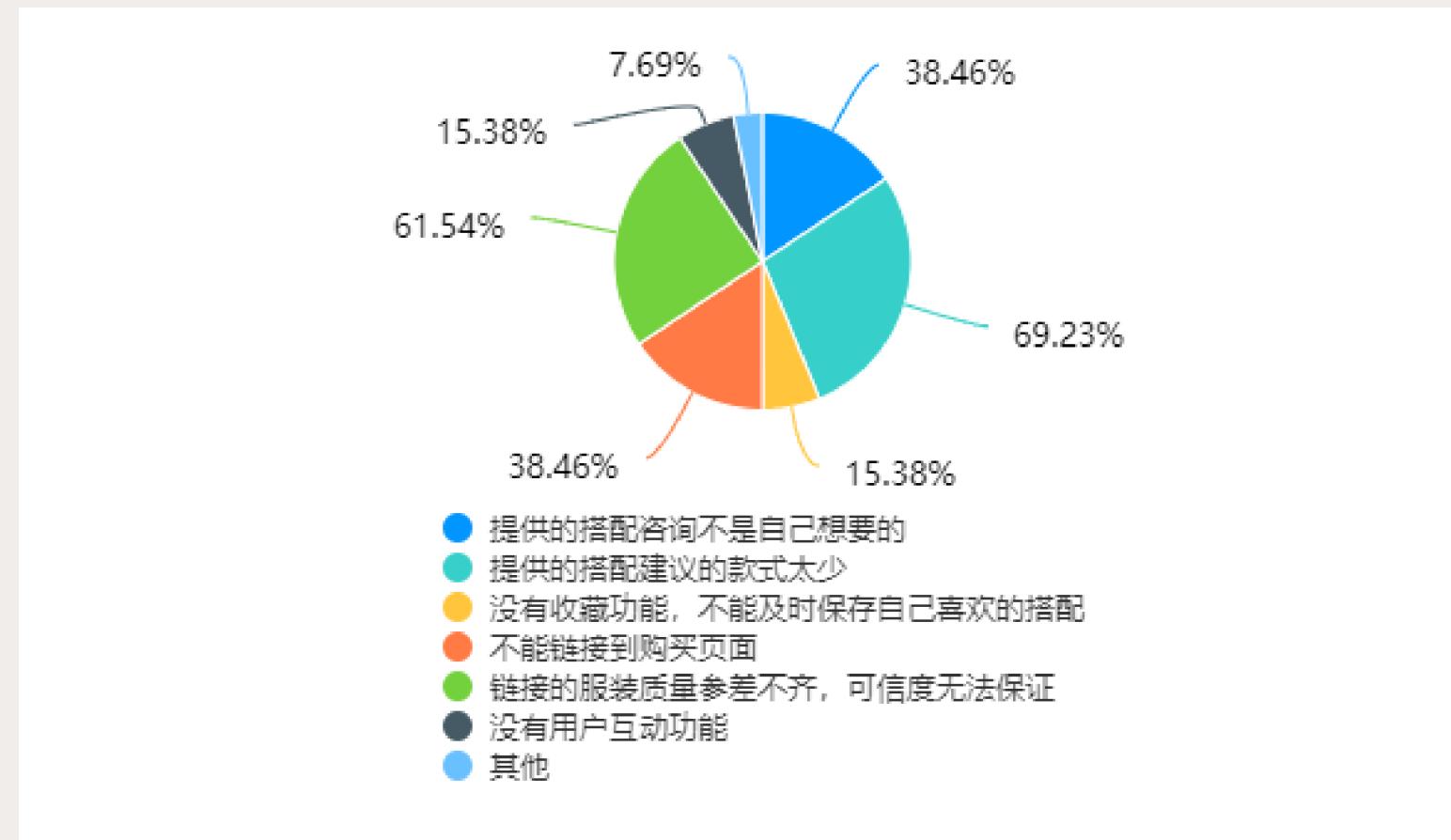
Q3：Do you have a demand to change your dressing style or have you been struggling to find one that suits you?

没有: 12.5%
经常有: 26.79%
偶尔有: 60.71%

没有: 17.86%
经常有: 26.79%
偶尔有: 55.36%

- # The biggest shortcomings of existing E-wardrobe applications are:

Q：What are the shortcomings of the E-wardrobe applications you are currently using?
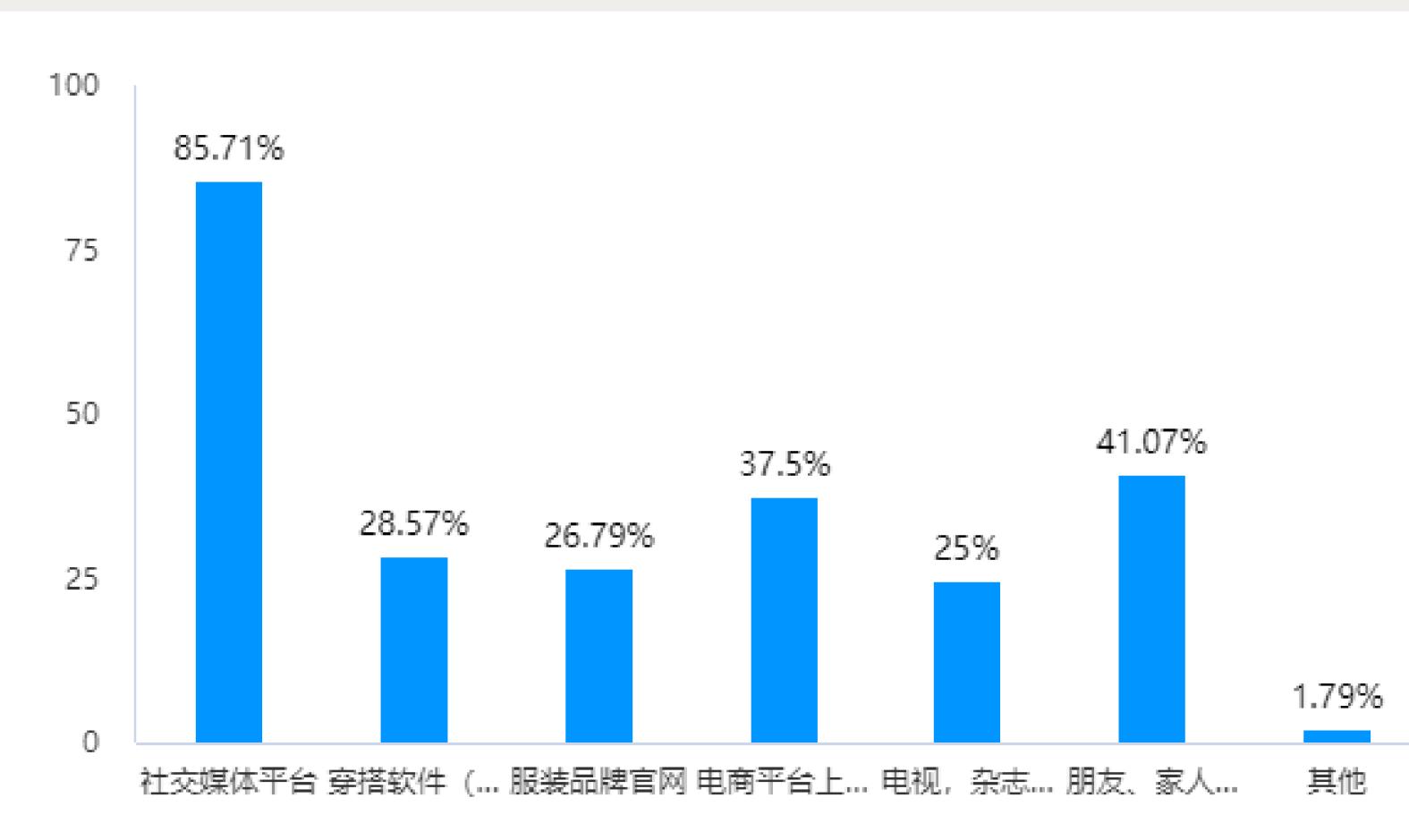
- The lack of recommended outfits

- No stable and reliable purchasing channel for recommended items
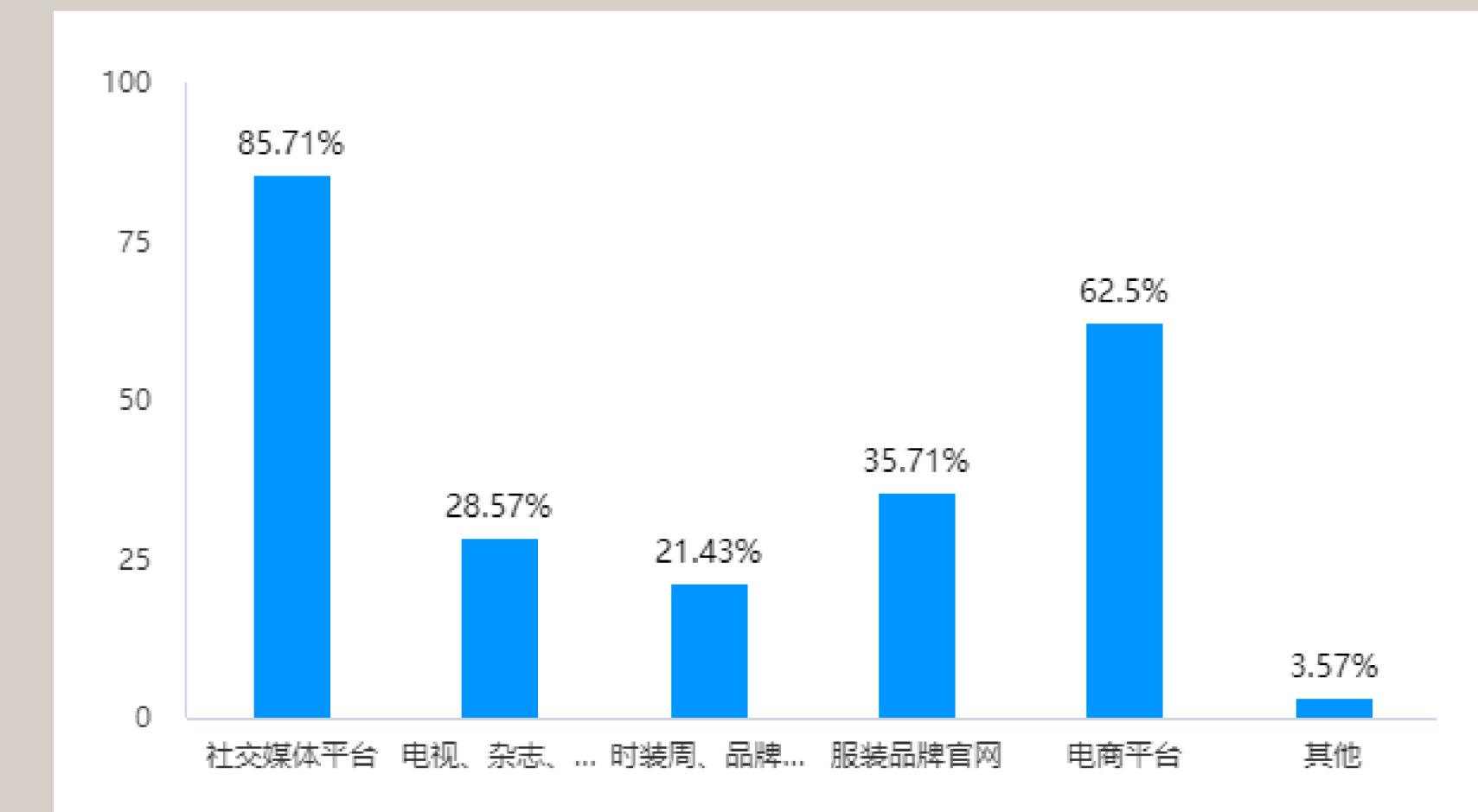
DEVELOPMENT

- Most respondents are used to or prefer to view fashion and outfit information through social media and e-commerce platforms

Q1：What channels do you typically use to view outfit information?
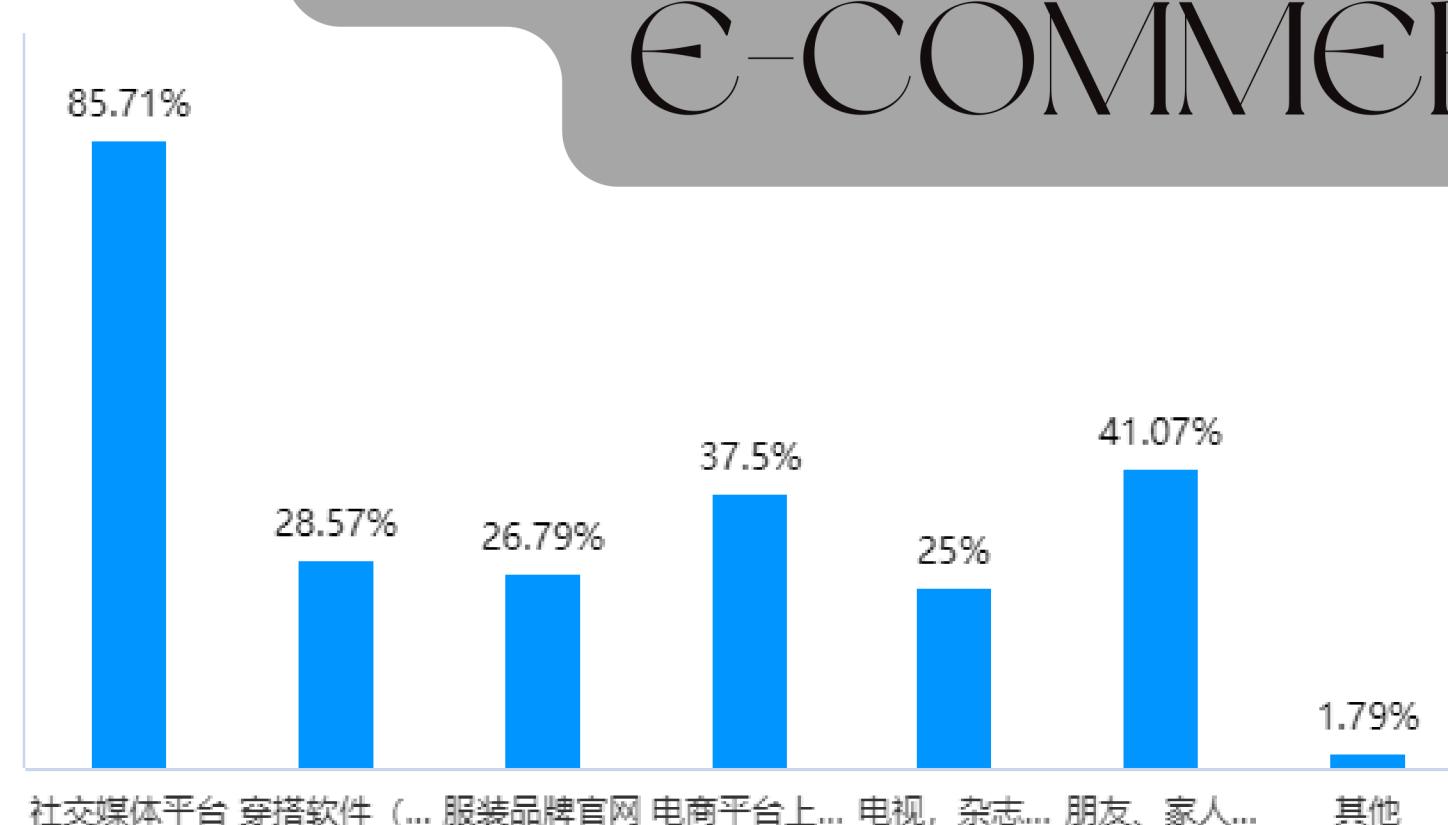
Q2：What channels do you typically use to view fashion information?
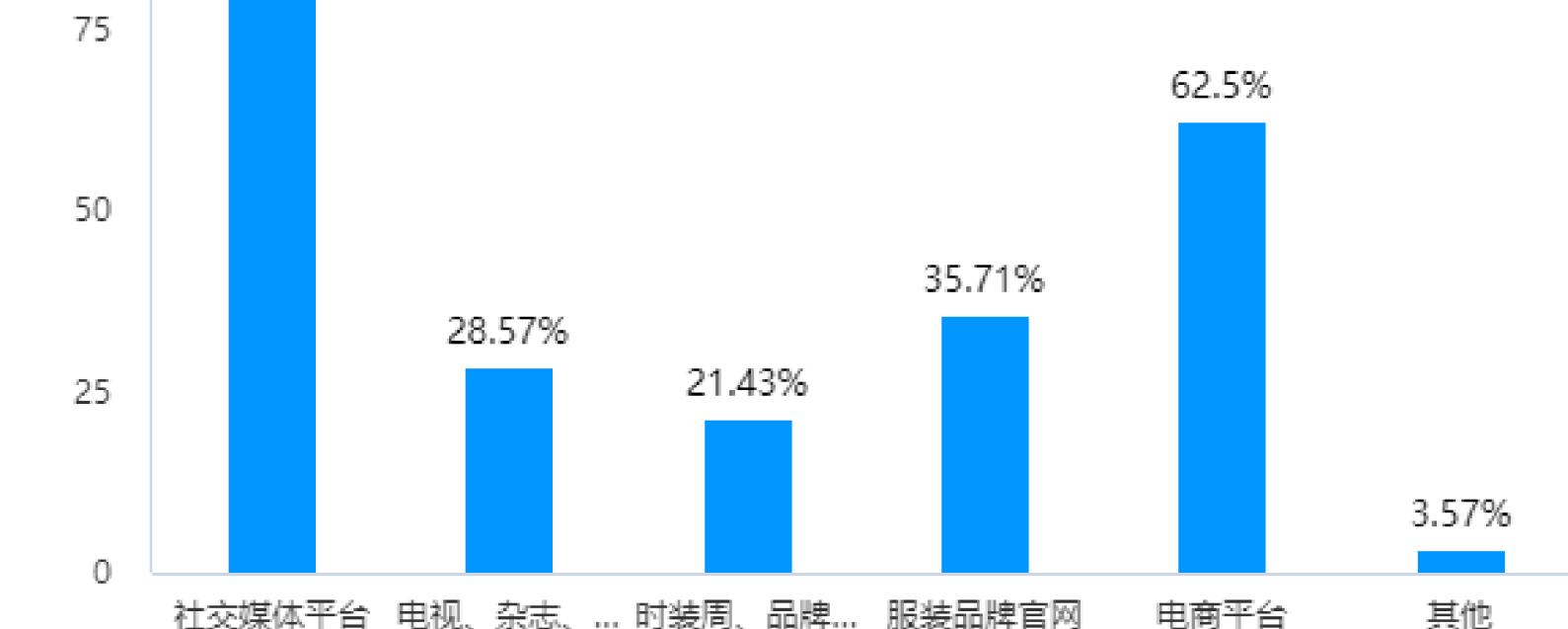
DEVELOPMENT

- Most respondents are used to or prefer to view fashion and outfit information through social media and e-commerce platforms

Q1: What channels do you typically use to view outfit information?

Q2: What channels do you typically use to view fashion information?
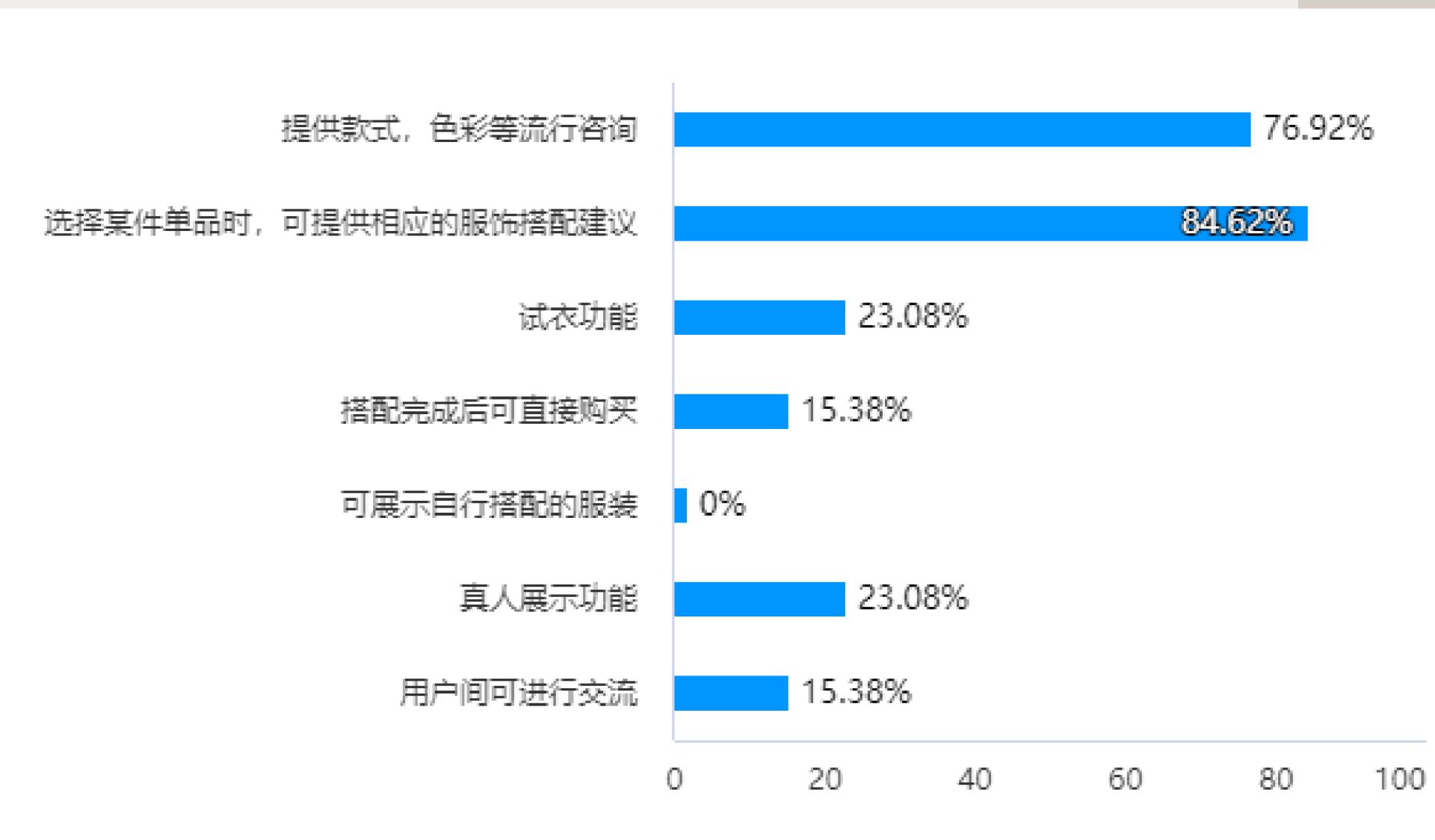
COMBINE WITH SOCIAL MEDIA AND E-COMMERCE PLATFORMS

Q1 chart values:
- 社交媒体平台: 85.71%
- 穿搭软件（...: 28.57%
- 服装品牌官网: 26.79%
- 电商平台上...: 37.5%
- 电视，杂志...: 25%
- 朋友、家人...: 41.07%
- 其他: 1.79%

Q2 chart values:
- 社交媒体平台: (above 75)
- 电视、杂志、...: 28.57%
- 时装周、品牌...: 21.43%
- 服装品牌官网: 35.71%
- 电商平台: 62.5%
- 其他: 3.57%

DEVELOPMENT

- An Efficient and helpful E-wardrobe application should have:

Q: What Functions do you think a E-wardrobe application should have?
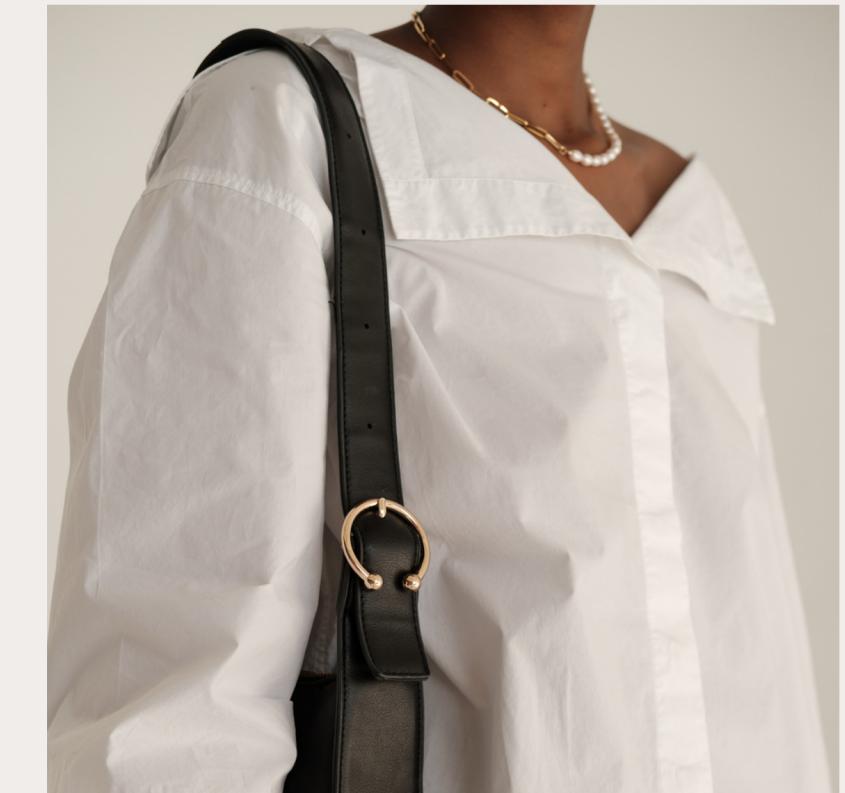
- Styles, colors matching

- Item matching

- Purchasing Channel

- Real model presentation

- Interactive community

COLLEGE STUDENT

- Mostly 18-24 years old.
- Dressing style various without fixed, mostly have to fit with school dress code
- Price-sensitive

Lily

AGE	22
EDUCATION	Masters in Economics
STATUS	Single
OCCUPATION	Student
LOCATION	Beijing
TECH LITERATE	High
DISPOSABLE INCOME	¥ 3000-7000

> " I will generally first determine the dressing style according to the scene

Channels

Website   Mobile App   Parents

Bio

Lily is a college student, lives in school, usually spends more time on her studies and doesn't put too much time on dressing.

Goals
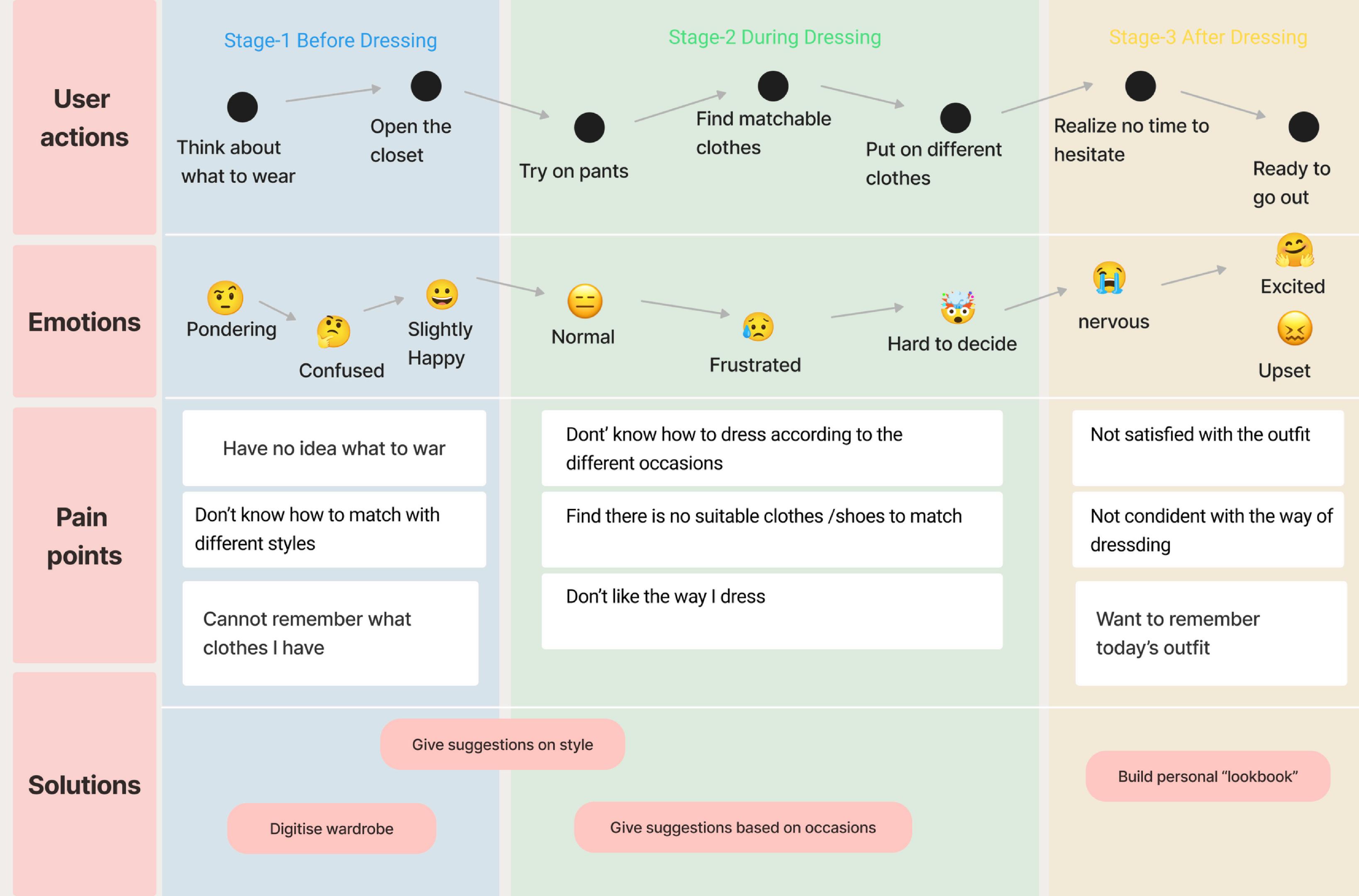
- Seeking more comfort in clothes during daily classes
- On special occasions (e.g. friends' parties, dates), need to pursue the beauty of your clothes

Frustrations

- Do not know how to match the existing clothes, which makes shopping less purposive
- Want to pursue a variety of styles, but there are already a lot of clothes
- The dressing style on the same body shape on the Internet is homogeneous, so it is not very meaningful to learn from it

Brands

ZARA   UNIQLO   HOLLISTER   adidas

	Stage-1 Before Dressing	Stage-2 During Dressing	Stage-3 After Dressing
User actions	Think about what to wear → Open the closet → Try on pants	Find matchable clothes → Put on different clothes	Realize no time to hesitate → Ready to go out
Emotions	🤨 Pondering → 🤔 Confused → 😀 Slightly Happy	😑 Normal → 😥 Frustrated → 🤯 Hard to decide	😭 nervous → 🤗 Excited / 😖 Upset
Pain points	Have no idea what to war / Don't know how to match with different styles / Cannot remember what clothes I have	Dont' know how to dress according to the different occasions / Find there is no suitable clothes /shoes to match / Don't like the way I dress	Not satisfied with the outfit / Not condident with the way of dressding / Want to remember today's outfit
Solutions	Digitise wardrobe	Give suggestions on style / Give suggestions based on occasions	Build personal "lookbook"

WHITE COLLAR

- Mostly 24-35 years old.
- Dressing style depends heavily on workplace culture and occasions.
- Desire a low repetition outfit matching style.

Hailey

AGE	25
EDUCATION	Master's Degree
STATUS	Single
OCCUPATION	New Media Operation
LOCATION	Shanghai
TECH LITERATE	High
DISPOSABLE INCOME	¥ 5,000-12,000

> " Although there are many, I always feel that my clothes is far from enough to match a variety of styles.

Channels

Social Media   Celebrity   Friends

Bio

Joyce has 2-year working experience in the new media industry. She is always pushed to dress exquisitely under workplace pressure.

Goals

- Dress in a style that matches the company or industry culture she works in.
- Desire a low repetition rate of dressing, need many clothes in a variety of styles.

Frustrations

- May have many clothes but hard to come up with meaningful dressing inspirations.
- Have trouble in dressing properly under a tight schedule (e.g., morning before work).
- Low match rate of dressing and occasions regarding the level of both comfortableness and aesthetics.

Brands
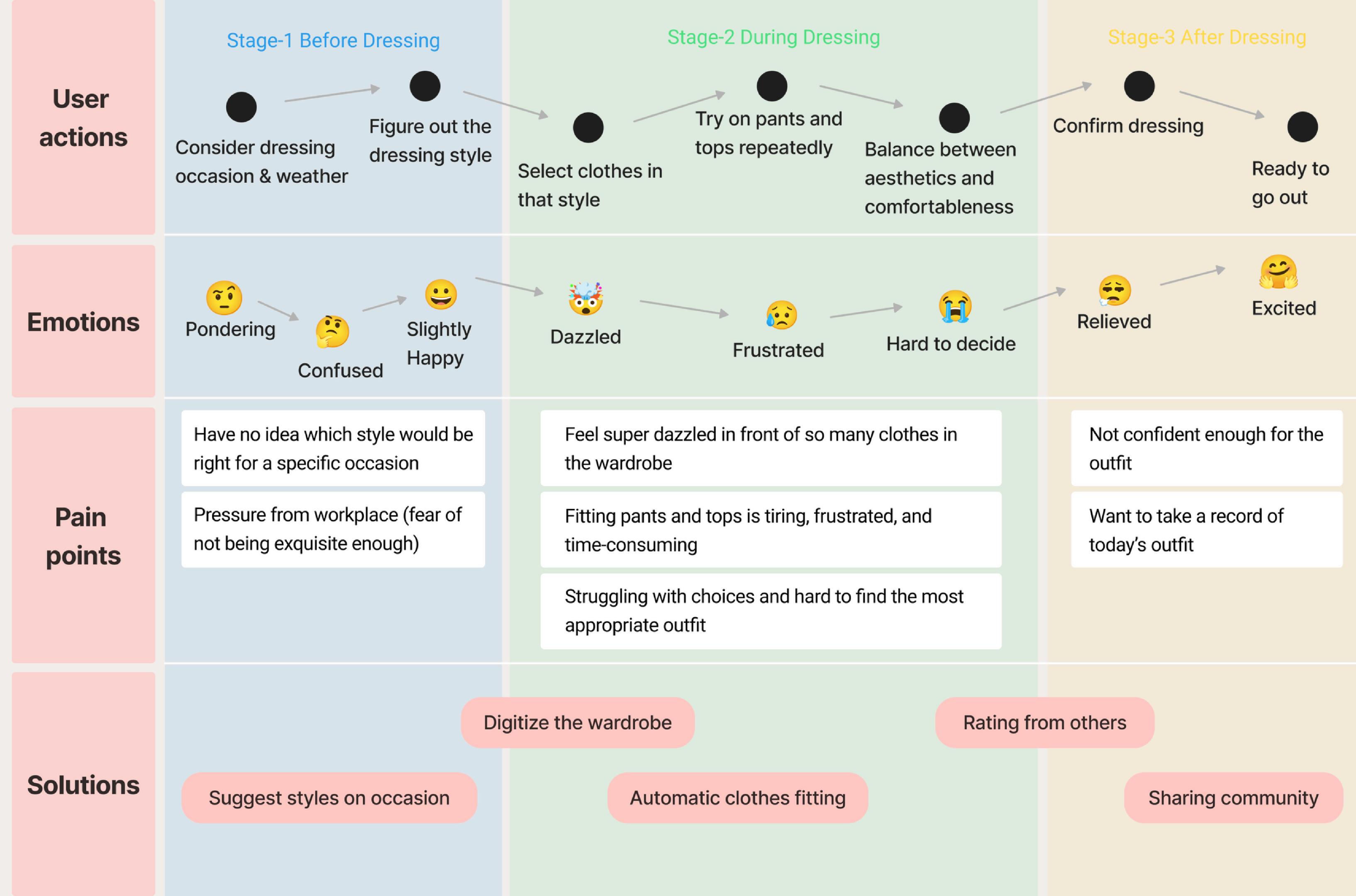
ZARA   UNIQLO   COS   FILIP PAGOWSKI

|	Stage-1 Before Dressing	Stage-2 During Dressing	Stage-3 After Dressing
User actions	Consider dressing occasion & weather → Figure out the dressing style	Select clothes in that style → Try on pants and tops repeatedly → Balance between aesthetics and comfortableness	Confirm dressing → Ready to go out
Emotions	🤨 Pondering → 🤔 Confused → 😀 Slightly Happy	🤯 Dazzled → 😥 Frustrated → 😭 Hard to decide	😩 Relieved → 🤗 Excited
Pain points	Have no idea which style would be right for a specific occasion Pressure from workplace (fear of not being exquisite enough)	Feel super dazzled in front of so many clothes in the wardrobe Fitting pants and tops is tiring, frustrated, and time-consuming Struggling with choices and hard to find the most appropriate outfit	Not confident enough for the outfit Want to take a record of today's outfit
Solutions	Suggest styles on occasion	Digitize the wardrobe Automatic clothes fitting	Rating from others Sharing community

04.
PROBLEM STATEMENT

How might we make **a college student (who)** address the problem of **dressing both comfortablely and stylishly that match their personal style** (what) so that he/she can **save time and feel satisfied with own fashion sense** (why)?

How might we make **a young white collar (who)** address the problem of **dressing in a style that matches the workplace culture** (what) so that he/she can **comply with the dress code and maintain a professional personal image** (why)?

THANK YOU FOR LISTENING!

@e-wardrobe