

Colors of Life - App Flow Document

Overview

This document outlines the detailed user flows and navigation paths through the Colors of Life platform. It serves as a comprehensive guide for understanding how users interact with the application, from onboarding to completing purchases.

Page Map & User Flow

The application is organized into logical sections with numbered pages to facilitate clear communication during development.

1.0 ONBOARDING & AUTHENTICATION

1.1 Splash Screen

- **Purpose:** Introduce the app with brand identity
- **User Action:** None (auto-transition after 3 seconds)
- **Next Screens:** 1.2 (Sign Up) or 1.3 (Login)

1.2 Sign Up

- **Purpose:** New user account creation
- **Key Elements:**
 - Email/social login options
 - Password creation
 - Terms acceptance
- **User Action:** Complete form and submit
- **Next Screen:** 1.5 (Style Quiz)

1.3 Login

- **Purpose:** Authenticate returning users
- **Key Elements:**
 - Email/password fields
 - "Forgot password" link
 - Social login options
- **User Action:** Enter credentials and submit

- **Next Screen:** 2.1 (Home Feed) or 1.5 (Style Quiz) if profile incomplete

1.4 Password Reset

- **Purpose:** Allow users to recover account access
- **Key Elements:**
 - Email field
 - Verification code input
 - New password creation
- **User Action:** Complete recovery steps
- **Next Screen:** 1.3 (Login)

1.5 Style Quiz

- **Purpose:** Capture style preferences to personalize recommendations
- **Key Elements:**
 - Style category selection
 - Color preferences
 - Favorite brands
- **User Action:** Complete quiz
- **Next Screen:** 1.6 (Body Scan Intro)

1.6 Body Scan Intro

- **Purpose:** Explain measurement process and privacy considerations
- **Key Elements:**
 - Process explanation
 - Privacy policy
 - Option to skip
- **User Action:** Proceed or skip
- **Next Screen:** 1.7 (Body Scan Process) or 1.8 (Onboarding Complete) if skipped

1.7 Body Scan Process

- **Purpose:** Capture body measurements for accurate fitting
- **Key Elements:**
 - Camera interface

- Guidance overlay
- Progress indicator
- **User Action:** Follow instructions to capture body images
- **Next Screen:** 1.8 (Onboarding Complete)

1.8 Onboarding Complete

- **Purpose:** Confirm successful profile creation and welcome user
- **Key Elements:**
 - Success message
 - Profile summary
 - Get started button
- **User Action:** Tap to continue
- **Next Screen:** 2.1 (Home Feed)

2.0 HOME & DISCOVERY

2.1 Home Feed

- **Purpose:** Primary entry point showing personalized content
- **Key Elements:**
 - Personalized product recommendations
 - Saved items
 - Recent views
 - New arrivals from favorite brands
- **User Action:** Browse, select items
- **Next Screens:** Various (2.2, 2.3, 3.1, etc.)

2.2 Style Stream

- **Purpose:** Video-based fashion discovery in TikTok-like format
- **Key Elements:**
 - Vertical scrolling fashion videos
 - Try-on buttons
 - Brand information
 - Like/save options

- **User Action:** Scroll, interact with videos, select try-on
- **Next Screens:** 3.2 (Virtual Try-On) or 3.1 (Product Details)

2.3 Search

- **Purpose:** Find specific products, brands, or styles
- **Key Elements:**
 - Text search bar
 - Visual search option
 - Recent searches
 - Filters
- **User Action:** Enter search terms or upload image
- **Next Screens:** Search Results or 3.1 (Product Details)

2.4 Brand Directory

- **Purpose:** Browse and discover fashion brands
- **Key Elements:**
 - Categorized brand listings
 - Featured brands
 - New additions
 - Followed brands
- **User Action:** Browse, filter, select brand
- **Next Screen:** Brand Page (shows brand products)

2.5 Notifications

- **Purpose:** Keep users informed about relevant updates
- **Key Elements:**
 - Price alerts
 - Restock notifications
 - New collection announcements
 - Order updates
- **User Action:** View notifications, tap for details
- **Next Screens:** Varies based on notification type

2.6 Trending Now

- **Purpose:** Display popular and trending fashion items
- **Key Elements:**
 - Trending categories
 - Popular items
 - Emerging styles
 - Seasonal collections
- **User Action:** Browse, select items
- **Next Screens:** 3.1 (Product Details) or 3.2 (Virtual Try-On)

2.7 Occasion Shop

- **Purpose:** Event-based shopping collections
- **Key Elements:**
 - Curated outfits for specific occasions
 - Seasonal recommendations
 - Complete look suggestions
- **User Action:** Browse by occasion, select items
- **Next Screens:** 3.1 (Product Details) or 3.2 (Virtual Try-On)

2.8 Featured Collections

- **Purpose:** Showcase curated product groupings
- **Key Elements:**
 - Thematic collections
 - Limited editions
 - Collaborations
 - Editor's picks
- **User Action:** Browse collections, select items
- **Next Screens:** 3.1 (Product Details) or 3.2 (Virtual Try-On)

3.0 PRODUCT EXPERIENCE

3.1 Product Details

- **Purpose:** Provide comprehensive information about an item

- **Key Elements:**
 - Multiple product images
 - Description
 - Price
 - Available sizes/colors
 - Material information
 - Reviews
- **User Action:** View details, select size/color, add to cart, try on
- **Next Screens:** 3.2 (Virtual Try-On), 4.1 (Shopping Bag), or back

3.2 Virtual Try-On (Kling AI)

- **Purpose:** Visualize how items look on user's body
- **Key Elements:**
 - Kling AI-powered visualization
 - Size selection
 - Color variants
 - Controls for viewing
 - Share option
- **User Flow:**
 1. User selects "Try On" from product page
 2. System processes user's reference image with Kling AI API
 3. System sends product image to Kling AI API
 4. Kling AI generates try-on image
 5. System displays result to user
- **User Action:** View from different angles, change size/color, save, share
- **Next Screens:** 3.1 (Product Details), 3.4 (Complete The Look), or 4.1 (Shopping Bag)

3.3 Size Recommendation

- **Purpose:** Help users select the best fitting size
- **Key Elements:**
 - AI-based size suggestion
 - Fit analysis (tight, regular, loose)

- Comparison with past purchases
- **User Action:** View recommendation, select size
- **Next Screens:** 3.1 (Product Details) or 3.2 (Virtual Try-On)

3.4 Complete The Look

- **Purpose:** Suggest complementary items to create full outfits
- **Key Elements:**
 - Matching products
 - Style combinations
 - Add-all-to-cart option
- **User Action:** Browse suggestions, select items
- **Next Screens:** 3.1 (Product Details), 3.2 (Virtual Try-On), or 4.1 (Shopping Bag)

3.5 Reviews & Ratings

- **Purpose:** Show customer feedback and experiences
- **Key Elements:**
 - Star ratings
 - Written reviews
 - Fit feedback
 - Photos from customers
- **User Action:** Read reviews, filter by rating/type
- **Next Screen:** Back to 3.1 (Product Details)

3.6 Material Details

- **Purpose:** Provide in-depth information about product materials
- **Key Elements:**
 - Fabric composition
 - Sustainability information
 - Care instructions
 - Material properties
- **User Action:** View details
- **Next Screen:** Back to 3.1 (Product Details)

3.7 AI Stylist Chat

- **Purpose:** Provide personalized styling advice and assistance
- **Key Elements:**
 - Chat interface
 - Quick actions
 - Contextual suggestions
 - Outfit recommendations
- **User Action:** Ask questions, receive guidance
- **Next Screens:** Various based on conversation

3.8 Availability Check

- **Purpose:** Find product availability in physical stores
- **Key Elements:**
 - Store locator
 - Inventory status
 - Reservation option
 - Directions
- **User Action:** Check local stores, reserve item
- **Next Screen:** Back to 3.1 (Product Details)

4.0 CHECKOUT & ACCOUNT

4.1 Shopping Bag

- **Purpose:** Review selected items before purchase
- **Key Elements:**
 - Product summary
 - Quantity adjustment
 - Estimated total
 - Remove/save for later options
- **User Action:** Adjust quantities, remove items, proceed to checkout
- **Next Screens:** 4.2 (Checkout) or back to shopping

4.2 Checkout

- **Purpose:** Complete purchase transaction
- **Key Elements:**
 - Shipping details
 - Payment methods
 - Order summary
 - Promo code field
- **User Action:** Enter shipping/payment details, place order
- **Next Screen:** 4.3 (Order Confirmation)

4.3 Order Confirmation

- **Purpose:** Confirm successful purchase
- **Key Elements:**
 - Order summary
 - Tracking information
 - Estimated delivery
 - Continue shopping button
- **User Action:** View confirmation, track order, continue shopping
- **Next Screens:** 4.4 (Order Tracking) or back to 2.1 (Home Feed)

4.4 Order Tracking

- **Purpose:** Monitor shipment status
- **Key Elements:**
 - Tracking timeline
 - Carrier information
 - Delivery updates
 - Order details
- **User Action:** View tracking information
- **Next Screen:** Back to 4.7 (Order History)

4.5 User Profile

- **Purpose:** Manage account information and preferences
- **Key Elements:**

- Personal details
- Measurements
- Style preferences
- Account settings
- **User Action:** View and edit profile information
- **Next Screen:** Various based on selected settings

4.6 Saved Collections

- **Purpose:** Access saved items and created outfits
- **Key Elements:**
 - Wishlist items
 - Favorite products
 - Custom collections
 - Try-on history
- **User Action:** View saved items, move to cart
- **Next Screens:** 3.1 (Product Details) or 4.1 (Shopping Bag)

4.7 Order History

- **Purpose:** View past purchases and reorder
- **Key Elements:**
 - Order listings
 - Status updates
 - Reorder options
 - Leave review button
- **User Action:** View orders, reorder, leave reviews
- **Next Screens:** 4.4 (Order Tracking) or 3.5 (Reviews & Ratings)

4.8 Settings

- **Purpose:** Configure app preferences
- **Key Elements:**
 - Notification settings
 - Privacy controls

- Language options
- App appearance
- **User Action:** Adjust settings
- **Next Screen:** Back to 4.5 (User Profile)

Key User Journeys

1. First-Time Onboarding Journey

1. **Entry Point:** 1.1 (Splash Screen)
2. **Flow:** 1.2 (Sign Up) → 1.5 (Style Quiz) → 1.6 (Body Scan Intro) → 1.7 (Body Scan Process) → 1.8 (Onboarding Complete) → 2.1 (Home Feed)
3. **Objective:** Create account, capture style preferences, and set up measurement profile
4. **Success Criteria:** Completed profile with style preferences and body measurements

2. Discovery to Purchase Journey

1. **Entry Point:** 2.1 (Home Feed) or 2.2 (Style Stream)
2. **Flow:** 2.2 (Style Stream) → 3.1 (Product Details) → 3.2 (Virtual Try-On) → 3.3 (Size Recommendation) → 4.1 (Shopping Bag) → 4.2 (Checkout) → 4.3 (Order Confirmation)
3. **Objective:** Discover products, visualize fit, and complete purchase
4. **Success Criteria:** Successful order placement after using virtual try-on

3. Search-Based Shopping Journey

1. **Entry Point:** 2.3 (Search)
2. **Flow:** 2.3 (Search) → Search Results → 3.1 (Product Details) → 3.2 (Virtual Try-On) → 4.1 (Shopping Bag) → 4.2 (Checkout) → 4.3 (Order Confirmation)
3. **Objective:** Find specific products and complete purchase
4. **Success Criteria:** Successful location and purchase of desired items

4. AI Stylist Assistance Journey

1. **Entry Point:** 3.7 (AI Stylist Chat)
2. **Flow:** 3.7 (AI Stylist Chat) → 3.4 (Complete The Look) → 3.2 (Virtual Try-On) → 4.1 (Shopping Bag) → 4.2 (Checkout) → 4.3 (Order Confirmation)
3. **Objective:** Get personalized styling advice and purchase recommended items
4. **Success Criteria:** Purchase based on AI stylist recommendations

5. Kling AI Virtual Try-On Integration Flow

1. **Entry Point:** 3.1 (Product Details) or 2.2 (Style Stream)
2. **Flow:**
 - User selects "Try On" button
 - System retrieves user's reference image
 - System sends API request to Kling AI with user image and product image
 - System receives and displays try-on result
 - User can save, share, or proceed to purchase
3. **Objective:** Visualize clothing on user's body using Kling AI technology
4. **Success Criteria:** Realistic visualization leading to confident purchase decision

Kling AI Integration Specifics

Try-On Request Flow

1. **Initiation:**
 - User selects product to try on
 - System prepares user's reference image (from profile)
 - System prepares product image (from catalog)
2. **API Request:**
 - System constructs POST request to Kling AI's `/v1/images/kolors-virtual-try-on` endpoint
 - Request includes:
 - `model_name`: "kolors-virtual-try-on-v1-5" (for combination support)
 - `human_image`: User's reference image (Base64 or URL)
 - `cloth_image`: Product image (Base64 or URL)
3. **Processing:**
 - System displays loading state to user
 - System polls Kling API for task status (`GET /v1/images/kolors-virtual-try-on/{task_id}`)
 - Updates progress indication to user
4. **Response Handling:**
 - System receives completed try-on image URL

- System displays result to user
- Caches result for performance

5. User Interaction:

- User can view try-on result
- Change product variations (color, size)
- Save or share result
- Proceed to purchase

Navigation Structure

Main Navigation

- **Home:** Access to personalized feed (2.1)
- **Discover:** Access to Style Stream and trending content (2.2, 2.6)
- **Search:** Product and brand search functionality (2.3)
- **Bag:** Shopping bag and checkout (4.1)
- **Profile:** User account and settings (4.5)

Secondary Navigation

- **Categories:** Product category browsing
- **Brands:** Brand directory (2.4)
- **Saved:** Saved items and collections (4.6)
- **Orders:** Order history and tracking (4.7)

State Management

The app maintains several key states throughout the user journey:

1. **Authentication State:** Logged in, logged out, guest
2. **Onboarding State:** Complete, incomplete, in progress
3. **Shopping Cart State:** Empty, items added, checkout in progress
4. **Try-On State:** Idle, processing, completed, error
5. **Order State:** New, processing, shipped, delivered

Error Handling

The app handles several error conditions within the flow:

1. **Authentication Errors:** Invalid credentials, account issues
2. **Try-On Errors:** Failed image processing, API errors
3. **Payment Errors:** Declined transactions, verification issues
4. **Network Errors:** Connectivity issues, server unavailability
5. **Data Validation Errors:** Invalid input, missing required fields

Each error state includes appropriate user feedback and recovery paths.

Accessibility Considerations

The app flow accommodates accessibility needs:

1. **Alternative Flows:** Options for users who cannot or choose not to use camera-based features
2. **Keyboard Navigation:** Complete journeys possible via keyboard
3. **Screen Reader Support:** All flows optimized for screen reader navigation
4. **Reduced Motion:** Alternative animations for users with motion sensitivity
5. **Color Independence:** Flows do not rely solely on color for information