



**Client: Mr. Pat Fitzgerald  
(College of Design)**

**Sprint**

**The  
End**

**Augmented  
Fashion**

**Evaluation**

**User Experience**

# Augmented Fashion



Background

Timeline



# Background

Our Team

Problem  
Statement

# Team



Aayush Patial



Sahil Dorwat



Prashant Nagdeve



Satish Gurav



Unnati Agrawal



Sanya Kathuria

## Problem Statement

- Create an application featuring Augmented Reality for Art2Wear Fashion Show.
- Collaborate with college of design to enhance the user experience.

# Timeline

· Research

· Generate

· Prototype

· Choose

· Evaluate





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# Sprint

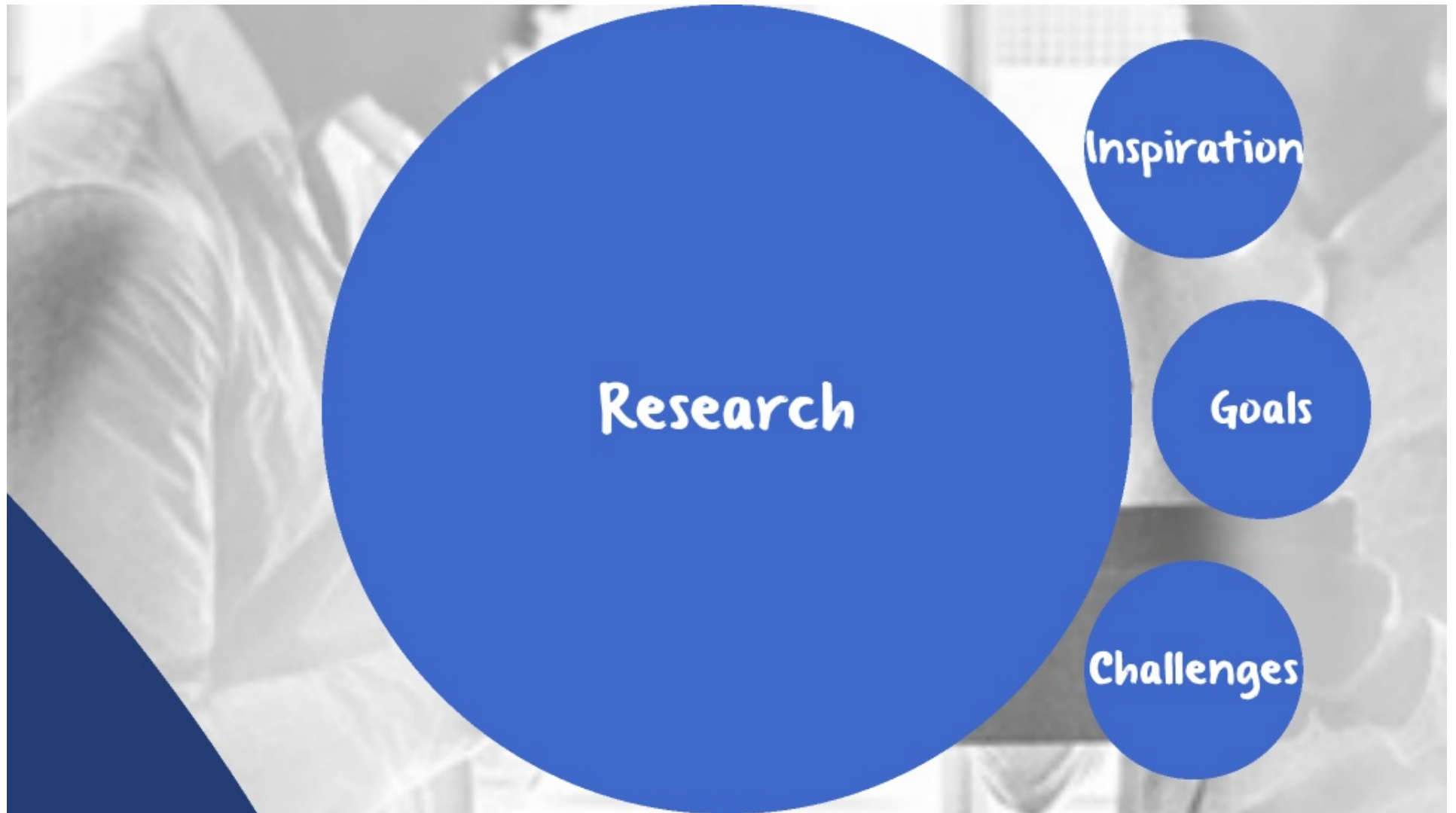
Research

Generate

Choose

Prototype





# Inspiration







## Long term goals

- Create an immersive experience for the users in a Fashion Show using AR.
- Improving user experience using high level graphics and animations.

# Challenges

- Interaction between user and iPad to kick start AR.
- Light condition when using iPad to scan the model.
- Making sure that our AR infused application is intuitive to use.



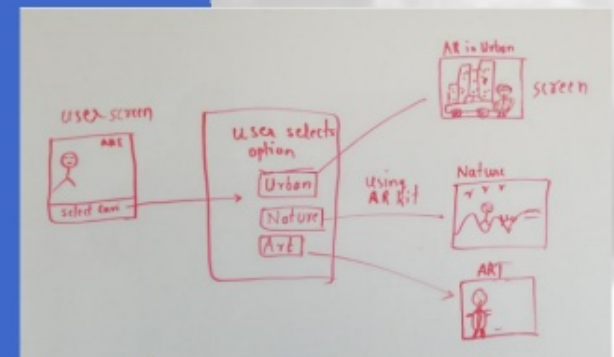
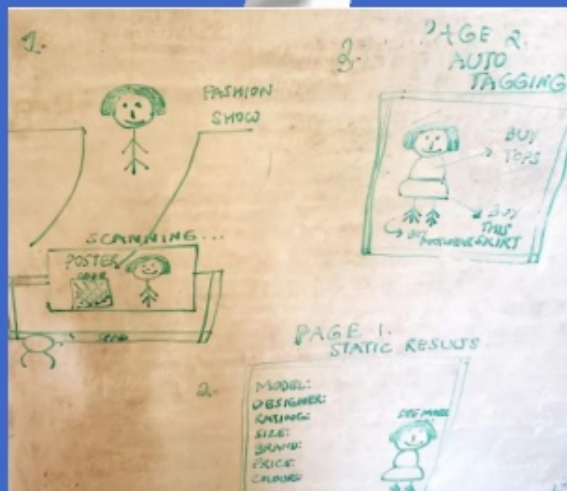
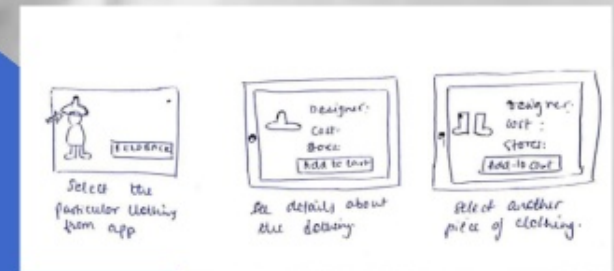
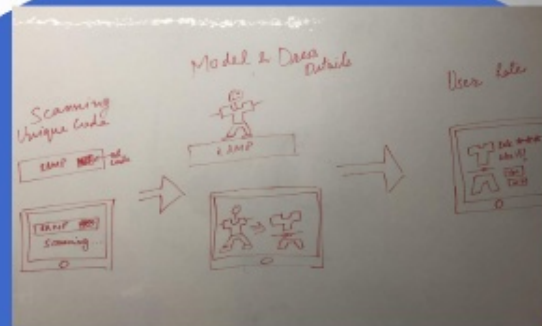
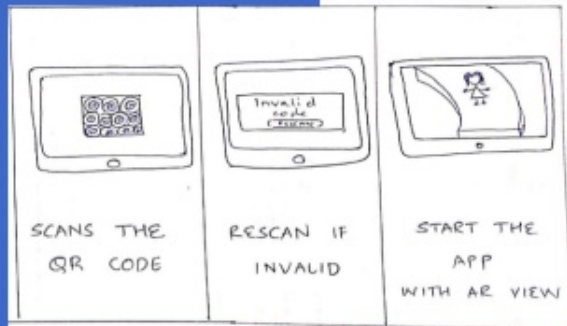
# Generate

Crazy 8s

Sketches









# Choose

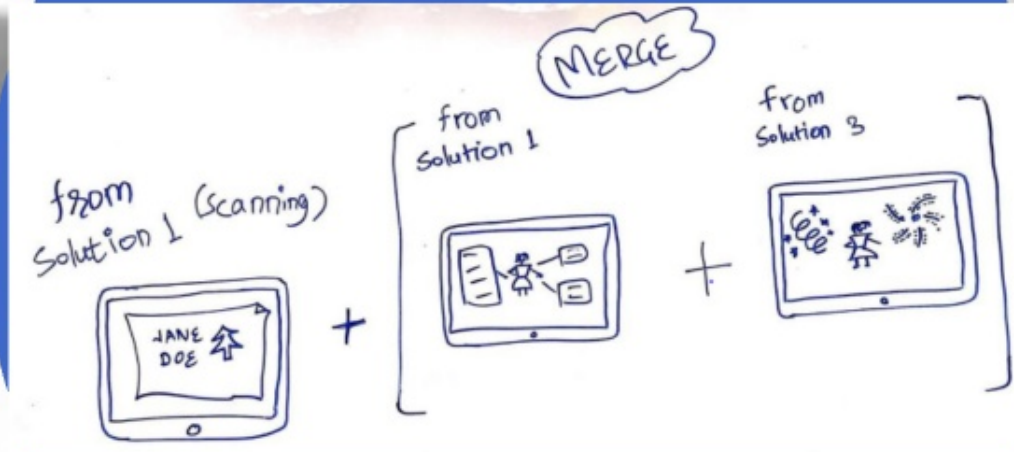
Initial  
Ideas

Brain  
storm

Story  
board

- ★ ... 1. Display Model/Apparel information
- 2. Rate clothing worn by model
- ... 3. Scan from QR code
- ... 4. Feedback/Comment on dress
- 5. Save the dress
- 6. Zoom on the dress
- ... 7. Animated info around Model with pictures
- ... 8. 360° view of mannequin
- ... 9. Scan Model walking
- ★ ... 10. Designer information besides the liveview

- 11. Like/Dislike Design
- 12. Display current scene in multiple AR environment
- 13. Show similar trends
- 14. Purchasing options for the design
- ★ ... 16. Display clothing specifications





# Final Storyboard







# Prototype

Tools  
Used

Demo

## Tools Used



## Demo







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A diagram illustrating the components of an evaluation process. A large dark blue circle in the center contains the word "Evaluation" in white. To its right, four smaller blue circles are arranged vertically, each containing a component of the evaluation process in white text. The background is a blurred grayscale image of a person's legs and a window.

# Evaluation

Survey

Lab

Eval  
Points

Results



# Survey

How often do you like to keep yourself updated about fashion trends? \*

1 2 3 4 5  
very rarely ☐ ☐ ☐ ☐ ☐ always

How many fashion shows have been to? \*

- ☐ less than 2
- ☐ more than 2
- ☐ None

How familiar are you with Augmented Reality? \*

- ☐ Never heard of it.
- ☐ Yes, I play Pokemon go
- ☐ Familiar with it

The background of the slide is a grayscale photograph of a person standing in a room with large windows. A large, solid blue circle is centered on the slide, containing the title and list. A dark blue curved shape is visible on the left edge of the slide.

# Lab Setup

- Lab was in meeting room at Hunt Library
- Interviewed 5 participants out of 12 candidates using Think Aloud technique

## Eval Points

- Evaluating application intuitiveness.
- Designer image scanning.
- Augmented Information display.
- Effective transitions of different images.

# Results

- Users were impressed by the Augmented images and text displayed right after scanning the designer image.
- Some users felt the scanning experience should be smoother
- Users were also impressed with smooth transition between two models.



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THANK YOU





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