AUGMENTED FASHION

CSC 591, Spring 2019

Stage 3: Choose

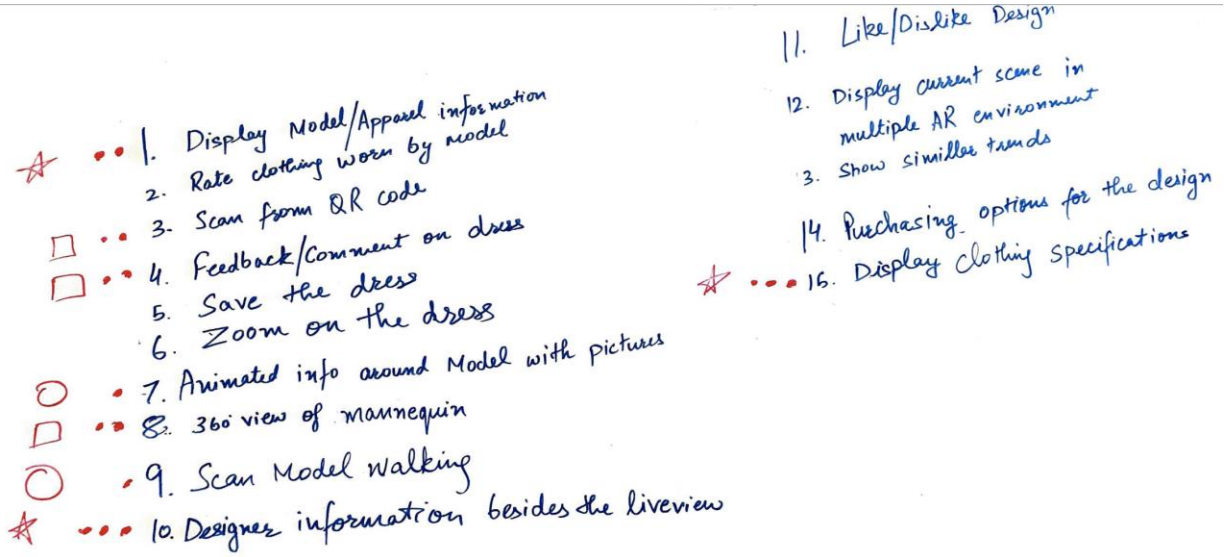
Team:

NAME	Unity ID
Aayush Patial	apatial
Satish Gurav	sjgurav
Unnati Agrawal	uagrawa
Prashant Nagdeve	psnagdev
Sahil Dorwat	ssdorwat
Sanya Kathuria	skathur2

Client:

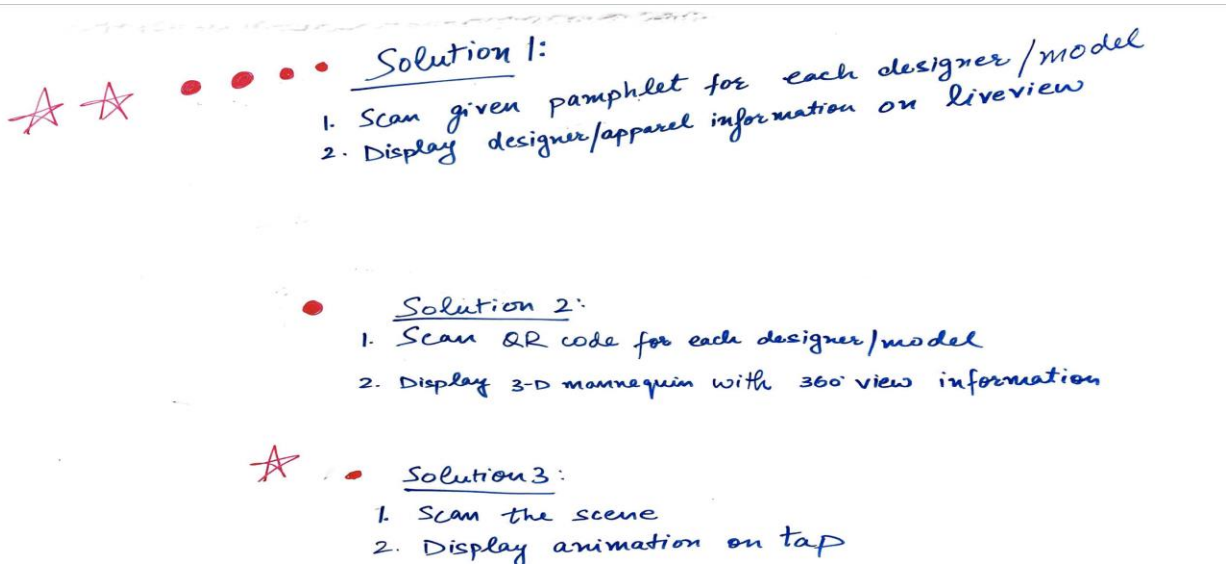
Prof. Pat Fitzgerald

Initial Ideas & votes:



These were the ideas deduced from the storyboards in generate stage. The small red dots show the votes every member gave them. In the picture above star, circle and rectangle each categorize the solution like all star points together represent are 1 solution and so on for circle and rectangle.
These ideas then resulted in 3 solutions to solve the problem, i.e. to make an great design and provide good Augmented Reality experience to user when he/she uses the application during the Fashion Show.

Final Solutions:



Combination of initial ideas voted gave us these solutions.

After discussing with professor Watson, our client Prof. Pat Fitzgerald, and taking into account our votes on initial idea, we reached these 3 solutions to out problem as shown above.

Votes on solutions:

For voting in these solutions, can see small red dots as the votes given to each solution.

Solution 1: Aayush Patial, Satish Gurav, Unnati Agrawal,Prashant Nagdeve
Solution 2: Sanya Kathuria
Solution 3: Sahil Dorwat

Critique:

AAYUSH PATIAL(apatial):

From the initial meetings and description, I had an idea that use of animations or 3-D objects was what this project was more about. But as we discussed more about this project with Prof. Watson and our client Prof. Pat Fitzgerald I realized that displaying more information was of a higher priority to our client than 3-D objects. From the final solutions, I liked the first solution best as it was what out client expects as the primary thing and is the sort of foundation over which the project would be built upon. Addition of tap for animations, was another thing that really appealed more towards Augmented Reality aspect for me, and upon discussing this with our client seemed appropriate to add. It not only adds more 'explosiveness' to our project, but such interactions will help the user be engaged with the application more. These features make the application informative as well as fun to use.

SATISH GURAV(sjgurav):

During our meeting with our client in College of Design, we pitched our ideas to Mr. Pat Fitzgerald. We iterated over each of our idea and discussed various user experience aspects. Since the goal of our project is to give Augmented Reality experience to end user through tablet like device, we discussed the pros and cons of displaying too much information on screen. I had liked the first idea where we give information about designer/apparel as it was adding value to user experience while watching the fashion show. Even our client like this idea but also provided us with few suggestions about how to show this information. They even liked the idea of showing various animations on tablet device through Augmented Reality. So in the end we decided to merge our various ideas while also keeping in mind the suggestions provided by clients.

UNNATI AGRAWAL (uagrawa):

Based on our meetings with the client and our group discussion , we concluded our discussion with top three ideas. One of the solutions was scanning the QR code for each designer and/or model and once the scanning was successful, a 3-D mannequin would be displayed which would give us a 360 degree view. Though this idea sounds amusing, have number of QR codes and knowing which QR code to scan would not be convenient for the users of the application. It would divert their mind from the fashion show. It should be hassle free and with minimum time taken in selecting and thinking what should be done. Then the next idea was scanning the scene and the animations would be displayed henceforth. This is an excellent idea but as the model is going to walk, the model will not stay on the ramp for endlessly. It is possible that a user watching the details of a model might be left behind. It is possible that the next model might come and the person is still viewing the details from the previous model. In such case, user might miss some of the details from different models. Then there was this idea which I like the best, where people would be given a pamphlet, and after scanning, the designer and apparel views could be seen. This is an idea I liked the best as it will be extremely easy for the user, as well as, he/she can look at the information till whatever time he wants and revisit them when required. Also, pamphlets are easier to recognise than complex QR codes.

SAHIL DORWAT(ssdorwat):

From the discussions in the meetings among the team members and with professor as well as Mr. Pat Fitzgeral from many ideas we come up with the top 3 ideas. From the initial dialogs, I found 3rd idea of scanning the actual event and based on the information show various animations such as similar dresses, info about model as well as designer very interesting. Also, to show various animations around the live video to make it more desirable. But, from the latest discussion with Mr. Pat Fitzgeral we discussed that the use case and idea is tangential at best and also unrealistic for the given time frame. During the latest meeting with team members we took a poll on these ideas and come with the final solution that is realistic given current timeframe and apt for our use case. So in the end we decided to merge the 1st and 3rd idea and showcase it at the time of event.

PRASHANT NAGDEVE (psnagdev):

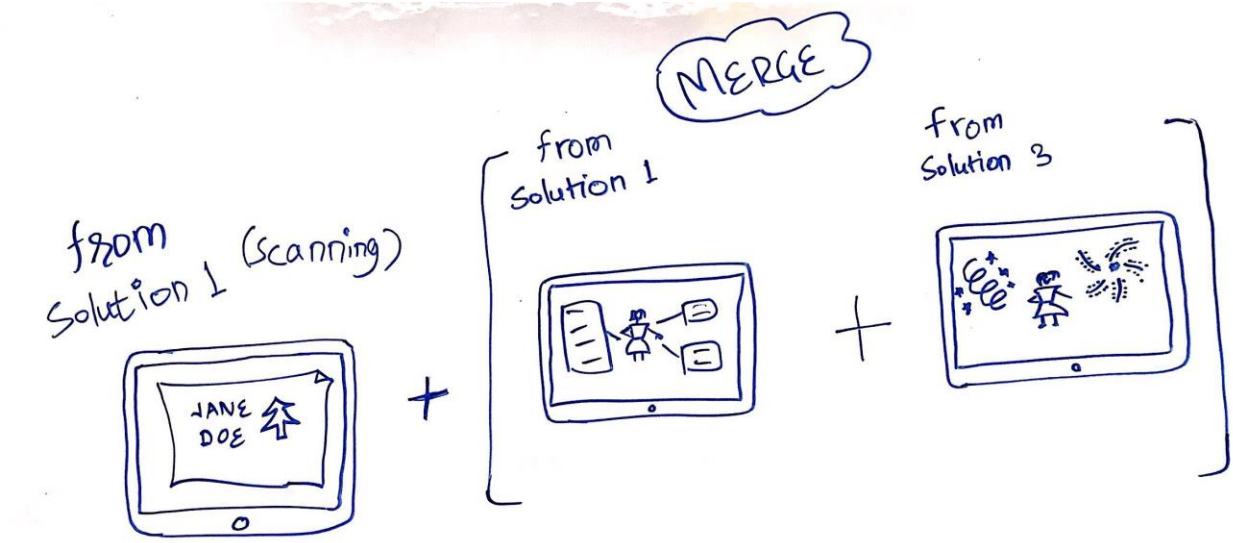
From the proposed solutions, I feel that solution 1 is better than all other solutions.

For the first solution, the idea was to scan a QR code and display the model on the screen according to the code. After the discussion with the client, we decided to use symbols for identifying models. According to the requirement, the first solution also proposes that we should display the model's information on the screen after scanning the symbol. In solution 2, the idea is to display a different AR environment to the user. But, I believe that maintaining simplicity and better UX is more important than allowing the user to see different AR environment. There is a possibility that the user may get confused due to multiple AR screens and hence showing single AR environment with better AR effects is very important. In solution 3, the idea is to allow the user to explore different available options. The user does not have any idea about which options to select and hence to select or navigate to some information, he/she will have to tap a number of times till they find what they are looking for. So I feel that solution 3 won't give a better user experience. Considering all 3 solutions, solution 1 provides better User experience as compared to the other two solutions.

SANYA KATHURIA (skathur2):

After discussing with the client and everyone in the team, we had initially proposed three solutions. I liked the second idea the most initially which involved scanning the QR code for each designer/ model and then displaying the 3-D mannequin with the information. I found this idea better in comparison to others. Because I feel in the first solution, scanning from the pamphlets would be a hassle and so QR code scanning would be more convenient for people. Having a mannequin with 360 degree view was a really good idea according to me as people will have a better user experience and idea of how the clothes would look like. They could observe it for much longer period as well and could zoom in/out for any in depth details. But after discussion with other team members and with the client we feel merging solution 1 and solution 3 will better meet the user's and client's expectations.

Merge or Not:

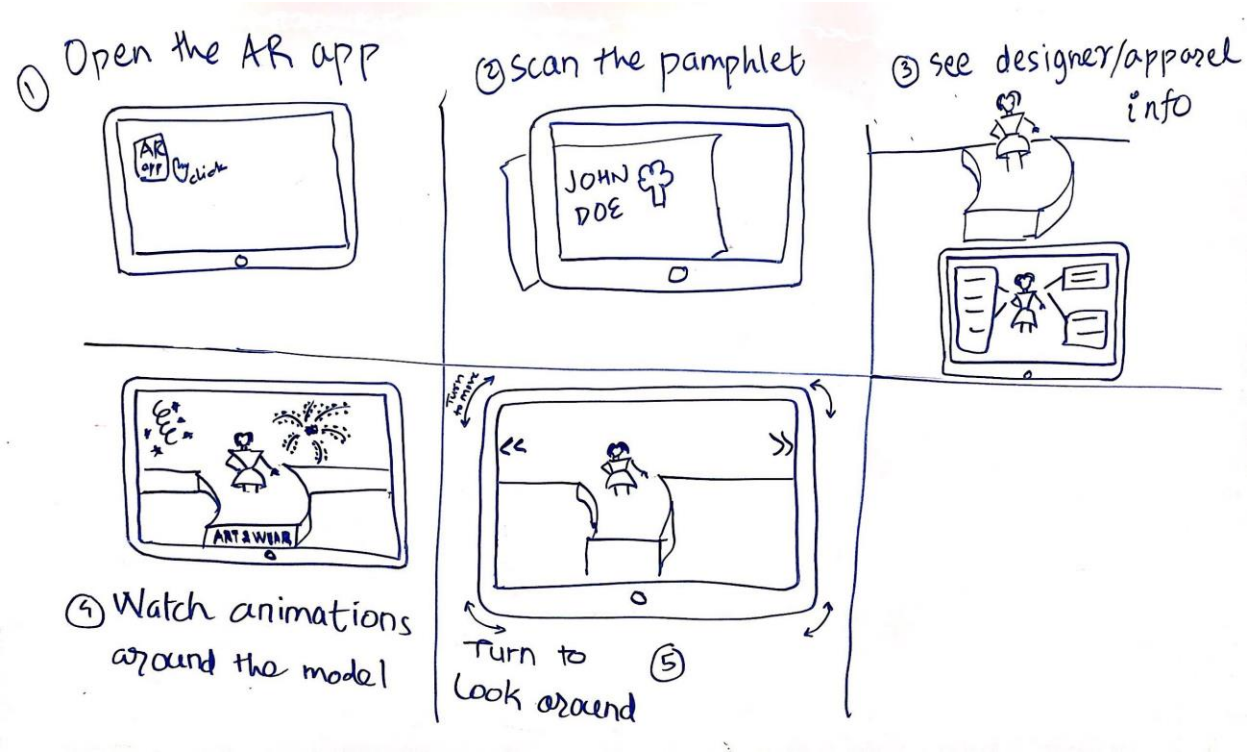


From the solutions we had and our discussions with our client Prof. Pat Fitzgerald, we went over each solution and discussed each idea. It was evident that our client was more inclined towards displaying more information about the designers and their designs, with the addition of animations like fireworks or so, which he would help in providing us. So we decided it would be better if we merge the solutions as they were more aligned to out clients requirements.
Since this project has an emphasis on aesthetics in UX, we decided to combine two of our following ideas into one:

1. Displaying designer/apparel information in Live Camera View besides the model while he/she is walking on the ramp
2. Enhancing the visual experience of end user by showing various animations (like firecrackers, stars etc.) in Live Camera View

This is the finalized solution to the project we have.

Storyboard:



The storyboard shows us the various steps associated with our application. Initially, the user will have an ipad and the pamphlet for the AR experience. When the user scans the pamphlet which has the unique identifier for each model/designer the details of designer and/or apparel will be available on the screen of the ipad. Then, if the user wants to watch various animations around the model for example, firecrackers bursting, he just has to tap on the screen anywhere and the animations will start. User can turn the ipad around and looks via the screen to experience it.