

**UX/UI CASE STUDY**



# STYLE SAVVY

ELEVATE YOUR WARDROVE

My Role

UX/UI Designer



## INTRODUCTION

# About This Project

Create an application that helps users select, combine, and purchase clothing and accessories, as well as receive personalized style advice.

### Platform



Android

## Overview

In today's world, where fashion and personal appearance play a fundamental role in daily life, people are constantly seeking ways to enhance their style and present their best image. However, organizing a wardrobe, creating outfit combinations, and staying up-to-date with the latest fashion trends can be an overwhelming challenge. Our styling app is designed to provide a comprehensive and accessible solution that allows users to manage their wardrobe, receive personalized advice, and enjoy an improved shopping experience from the comfort of their mobile devices.

## Main Goal

To develop a mobile styling application that facilitates wardrobe management, the creation of personalized outfits, and the purchase of clothing, offering a comprehensive and personalized experience for users interested in fashion and styling.

## Specific Goals

Develop an intelligent outfit combiner.

Implement a virtual closet functionality.

Provide personalized recommendations.

Create an intuitive and attractive user interface.

Integrate a store into the application.

Online consulting with professional stylists.

Stay updated with fashion trends and events.

Encourage social interaction and community.



## PREPARATION

# DESIGN PROCESS



### Define

Define the problem, set the objective. Analyze the competition's MVP.

### Emphasize

Understand the users needs. Generate user person, empathy map and journey map.

### Ideate

Create the information architecture and user flow.

### Design

Wireframes and usability testing.

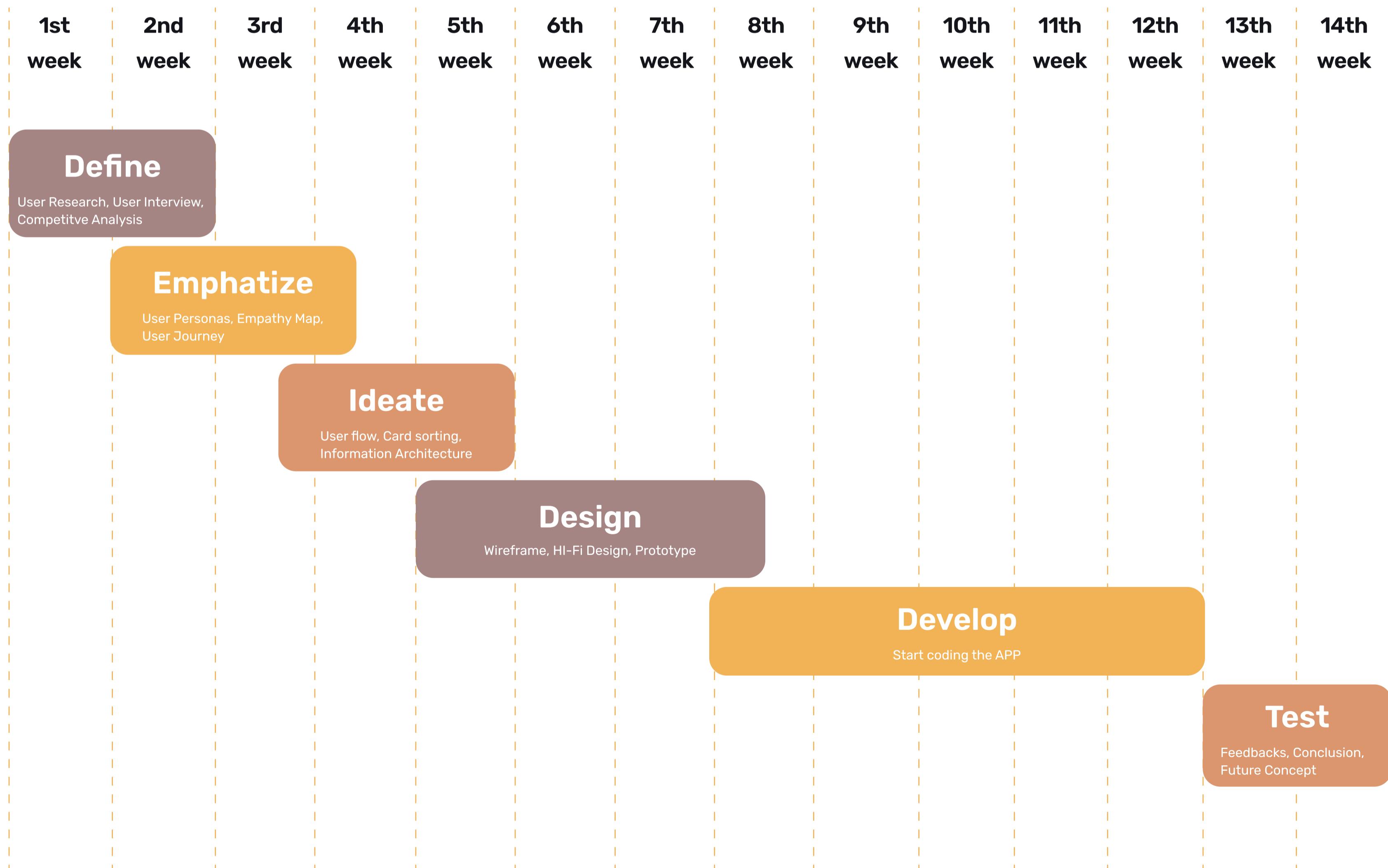
### Develop

Convert the designs into a live application.

### Test

Prototypes tested with real users and evaluates heuristic.

# TIMELINE



## MARKET RESEARCH

In this case, the study will focus on the fashion and styling app market, aiming to validate the feasibility and potential of the new application. It is essential to understand the environment in which it will operate, identify the competition, know the needs and preferences of the target audience, and define the market opportunities and threats.

### 1. Market Size and Growth

“ The fashion industry is one of the most dynamic and constantly evolving sectors globally. According to data from Statista, the global fashion market reached a value of approximately 1.5 trillion dollars in 2022 and is expected to continue growing at an annual rate of 5-6% in the coming years.

“ With the increasing penetration of smartphones, mobile applications have become an essential tool for consumers. In 2023, there were over 6.9 billion smartphone users worldwide, representing a huge opportunity for mobile applications in various sectors, including fashion.

“ Fashion and styling apps have gained popularity, with a variety of applications available offering services ranging from clothing purchases to wardrobe management and styling advice. This segment is expected to continue growing as more consumers seek digital solutions for their fashion needs.

### 2. Market Segmentation

#### Demographic Segment

The app is primarily aimed at women aged 18 to 55 who are professionally active and interested in fashion and beauty, and who are looking for digital solutions to enhance their style and wardrobe organization.

#### Geographic Segment

The app will initially focus on markets with high technology adoption and significant interest in fashion, such as the United States, Western Europe, and emerging markets in Asia.

#### Psychographic Segment

Consumers who value personalization, convenience, and professional fashion advice. This segment seeks to stay updated with the latest trends and values the opinions of experts and fashion communities.

### 2. Competitor Analysis

Existen varias aplicaciones que ofrecen servicios similares. Estas aplicaciones proporcionan una variedad de funciones, desde la organización del armario hasta la asesoría personalizada.

	Strengths	Weaknesses	Opportunities	Threats
Cladwell	<ul style="list-style-type: none"> <li>User-friendly and easy-to-use interface.</li> <li>Advanced wardrobe customization and outfit recommendations.</li> <li>Strong presence of educational content and fashion tips.</li> </ul>	<ul style="list-style-type: none"> <li>Limitations on free options.</li> <li>It can be difficult to set up initially due to the amount of detail required.</li> </ul>	<ul style="list-style-type: none"> <li>Expansion into international markets.</li> <li>Integration with online stores for direct purchases.</li> </ul>	<ul style="list-style-type: none"> <li>High competition in the fashion app market.</li> <li>Changes in fashion trends that require constant updates.</li> </ul>
Stylebook	<ul style="list-style-type: none"> <li>Extensive features for organizing and managing your wardrobe.</li> <li>The ability to create packing lists and plan outfits in advance.</li> <li>Synchronization with other platforms for importing garments.</li> </ul>	<ul style="list-style-type: none"> <li>Outdated interface design.</li> <li>No AI-based outfit recommendation options.</li> </ul>	<ul style="list-style-type: none"> <li>Improve the user interface to attract a younger audience.</li> <li>Implement AI technologies for personalization.</li> </ul>	<ul style="list-style-type: none"> <li>New applications with more advanced technologies.</li> <li>Changing user preferences towards more modern interfaces.</li> </ul>
ClosetSpace	<ul style="list-style-type: none"> <li>Integration with brands and stores for direct purchases through the app.</li> <li>Functionality for tracking garment usage and style analysis.</li> </ul>	<ul style="list-style-type: none"> <li>The user interface can be complicated to navigate.</li> <li>It requires time to keep the inventory of garments updated.</li> </ul>	<ul style="list-style-type: none"> <li>Expand integration with more brands and online stores.</li> <li>Provide recommendations based on garment usage analysis.</li> </ul>	<ul style="list-style-type: none"> <li>Competing applications with more intuitive interfaces.</li> <li>Potential privacy issues with tracking the use of garments.</li> </ul>
Smart Closet	<ul style="list-style-type: none"> <li>Bulk photo import functionality for garments.</li> <li>Personalized outfit recommendations and outfit planning.</li> </ul>	<ul style="list-style-type: none"> <li>Some advanced features are only available in the premium version.</li> <li>Potential information overload for new users.</li> </ul>	<ul style="list-style-type: none"> <li>Improvement of the user experience in the free version.</li> <li>Collaborations with stylists and fashion experts.</li> </ul>	<ul style="list-style-type: none"> <li>High competition among applications that offer more free features.</li> <li>Shifts in user preferences towards more streamlined applications.</li> </ul>
Pureple	<ul style="list-style-type: none"> <li>Free with many features available at no additional cost.</li> <li>AI-based outfit recommendation algorithm.</li> </ul>	<ul style="list-style-type: none"> <li>Less intuitive and visually appealing interface.</li> <li>In-app advertising can be annoying.</li> </ul>	<ul style="list-style-type: none"> <li>Improvement of the user interface to attract more users.</li> <li>Reduction of advertising or creation of a freemium model with fewer ads.</li> </ul>	<ul style="list-style-type: none"> <li>Users migrating to applications with better interfaces and less advertising.</li> <li>Emerging applications with more advanced recommendation algorithms.</li> </ul>

### Proposed Features for the Application

According to the SWOT analysis of the competition, we have identified certain opportunities to integrate into our styling app.

<b>1. Intuitive and Modern User Interface</b>	<b>2. Advanced Personalization AI-Based Recommendations</b>	<b>3. Comprehensive Wardrobe Management</b>
<ul style="list-style-type: none"> <li><b>Attractive Design:</b> Ensure that the user interface is modern, visually appealing, and easy to navigate, addressing one of the common weaknesses of competitors.</li> <li><b>Interactive Tutorials:</b> Include tutorials to guide new users through the main features of the application.</li> </ul>	<ul style="list-style-type: none"> <li><b>AI Algorithms:</b> Use AI algorithms to provide personalized outfit recommendations based on user preferences, their usage history, and current trends.</li> <li><b>Virtual Stylists:</b> Implement a virtual styling assistant that can help users select and combine garments in real-time.</li> </ul>	<ul style="list-style-type: none"> <li><b>Bulk Import of Clothing Items:</b> Allow users to easily and efficiently import photos of their clothing items, enhancing their wardrobe organization experience.</li> <li><b>Usage Tracking:</b> Include a feature for users to track the usage of their garments and receive statistics and suggestions based on their history.</li> </ul>
<b>4. Calendar and Outfit Planning</b>	<b>5. Consultations and Sessions with Stylists</b>	<b>6. Fashion Community and Forums</b>
<ul style="list-style-type: none"> <li><b>Advanced Planning:</b> Provide a calendar feature where users can plan their outfits for upcoming events and receive notifications.</li> <li><b>Packing Lists:</b> Allow users to create packing lists to help them prepare outfits for trips.</li> </ul>	<ul style="list-style-type: none"> <li><b>Real-Time Sessions:</b> Integrate the ability to book and have real-time sessions with professional stylists.</li> <li><b>Educational Content:</b> Include fashion videos and tutorials created by stylists, accessible through the app.</li> </ul>	<ul style="list-style-type: none"> <li><b>Category Forums:</b> Create themed forums where users can discuss fashion, share their outfits, and receive feedback from other community members.</li> <li><b>Fashion Events and News:</b> Keep users informed about the latest trends, news, and fashion events.</li> </ul>
<b>7. Integrated Stores (APIs)</b>	<b>8. Customized Notifications</b>	<b>9. Transaction and Inquiry History</b>
<ul style="list-style-type: none"> <li><b>Explore and Shop:</b> A listing of garments from different stores that users can explore and purchase without leaving the app.</li> <li><b>Recommended Purchases:</b> Provide shopping recommendations based on the user's style and the garments they already own.</li> </ul>	<ul style="list-style-type: none"> <li><b>Notification Preferences:</b> Allow users to customize notifications to receive alerts about new trends, outfit recommendations, and event reminders.</li> </ul>	<ul style="list-style-type: none"> <li><b>Complete History:</b> Include a detailed record of purchases made and consultations with stylists, allowing users to review them as needed.</li> <li><b>Outfit History:</b> A section where users can quickly check which outfits they have already worn.</li> </ul>

### Conclusion:

- Implementing these features will help our application stand out from the competition by offering a more comprehensive, intuitive, and personalized user experience.
- We will focus on providing advanced tools and educational content that not only assist users in organizing their wardrobes but also empower them to enhance their personal style and stay up-to-date with the latest fashion trends.
- Moreover, the integration of an active community and affiliate shopping features will strengthen users' connection with the app and promote ongoing, engaged use, while also providing us with financial compensation.

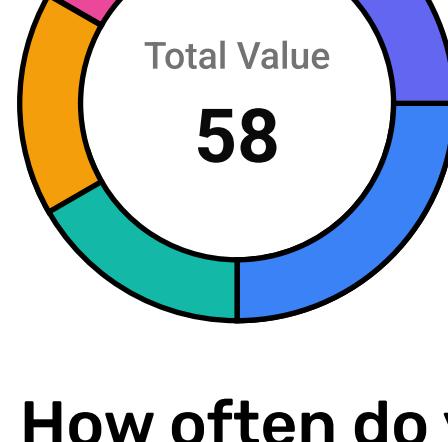
## USER RESEARCH

In this case, the study will focus on the fashion and styling app market, aiming to validate the feasibility and potential of the new application. It is essential to understand the environment in which it will operate, identify the competition, know the needs and preferences of the target audience, and define the market opportunities and threats.

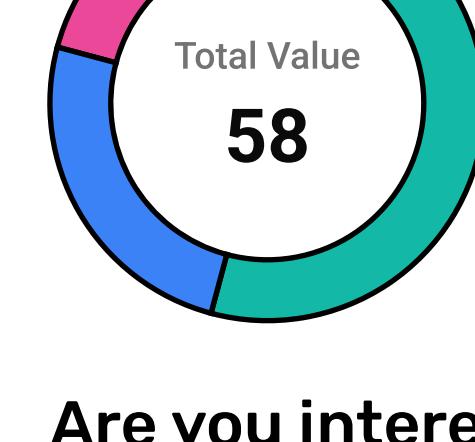
### SURVEY

Survey conducted with 58 potential users to understand their experiences and perspectives, and to collect qualitative and quantitative data. The target group consisted of individuals between the ages of 18 and 65.

**Age:**



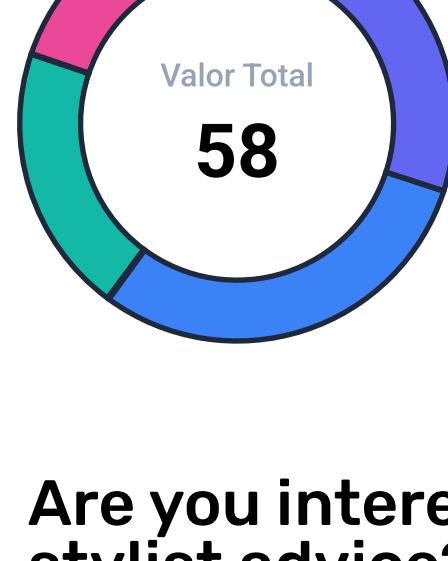
**Gender:**



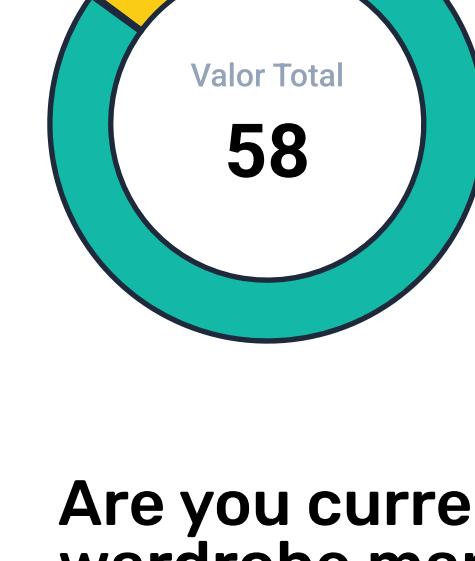
**Gender:**

Gender	Value	%
Femenine	35	60%
Masculine	20	35%
Other	2	3%
N/A	1	2%

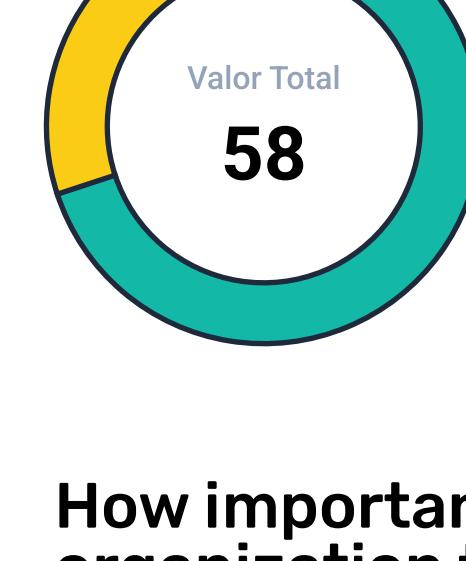
**How often do you find it difficult to decide what to wear?**



**Are you interested in personalized outfit recommendations?**



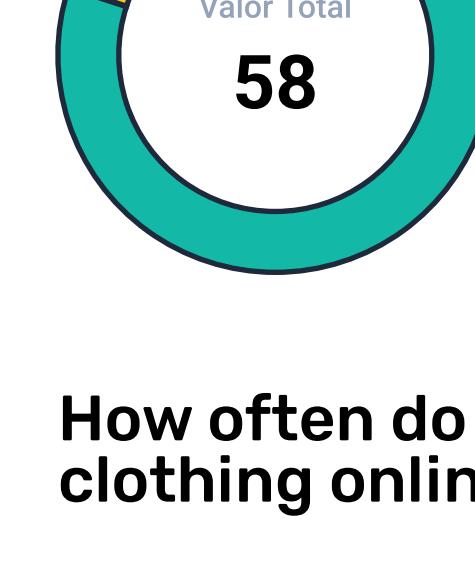
**Would you be interested in the latest fashion trends?**



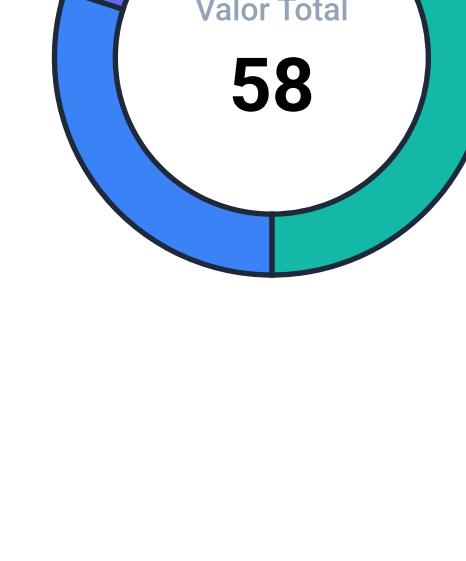
**Are you interested in professional stylist advice?**



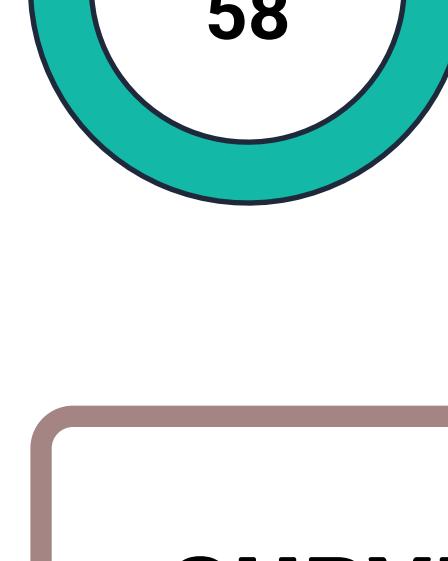
**Are you currently using apps for wardrobe management?**



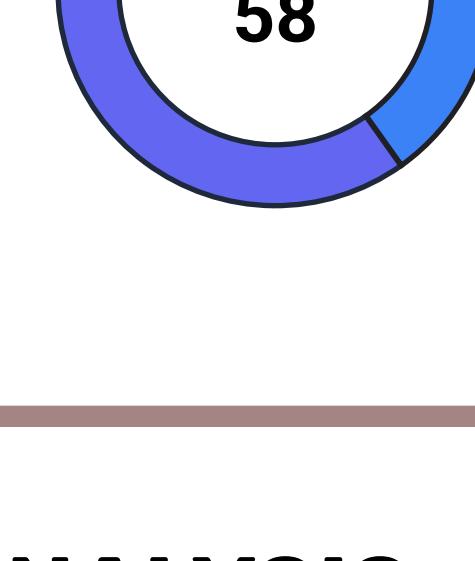
**How important is wardrobe organization to you?**



**Are you interested in sharing outfits and receiving feedback?**



**How often do you purchase clothing online?**



### SURVEY RESULTS ANALYSIS

- Age and Gender:** The majority of respondents are between 18 and 45 years old, with a higher female participation (60%).
- Outfit Decisions:** A significant 50% frequently struggle (always or often) with deciding what to wear.
- Personalized Recommendations:** An overwhelming 85% want to receive personalized outfit recommendations.
- Interest in Trends:** 70% are interested in the latest fashion trends.
- Stylist Consultation:** 65% of respondents are interested in receiving professional advice.
- Wardrobe Management:** 80% currently do not use any apps to manage their wardrobe, but 80% consider wardrobe organization important or very important.
- Online Shopping:** 40% frequently shop for clothes online, indicating a good opportunity to integrate a store within the app.
- Social Interaction:** 75% are interested in sharing outfits and receiving feedback, showing a strong interest in community functionality.

These results confirm the relevance and necessity of styling applications, indicating that users seek to simplify their clothing selection process, stay updated with trends, and engage in an active fashion community.

## INTERVIEW

Deeper understanding of users' needs, problems, and desires related to fashion and wardrobe management: 10 interviewees.

## KEY QUESTIONS

1. What do you find most difficult when deciding what to wear each day?
2. How often do you follow the latest fashion trends?
3. How do you currently organize your wardrobe?
4. Have you ever used an app to manage your clothing or receive fashion recommendations? What was that experience like?
5. What features would you like to see in a styling app?
6. Would you like to receive personalized advice from stylists through an app? Why?
7. How important is it for you to get feedback on your outfits from others?
8. What would motivate you to use a styling app regularly?
9. What aspects of fashion make you feel most insecure?
10. How does your personal style influence your daily confidence?

**Elisabeth**

Entrepreneur, 41

It would be great to have an app that not only suggests what to wear but also helps me plan my outfits for events and shows me what's in style.

**Clara**

Fitness Coach, 37

My wardrobe is organized by types of clothing, but I still forget what I have and end up wearing the same things all the time.

**Pol**

Accountant, 32

I always waste time thinking about what to wear, especially if I have to go to several places in one day.

**Lara**

Student, 21

I like to stay on top of trends, but sometimes I don't know how to incorporate them into my style without seeming like I tried too hard.

## SUMMARY OF THE INTERVIEW

- **Daily Outfit Decision:** Many users find it stressful to decide what to wear each day, especially when they have multiple events.
- **Interest in Trends:** Users enjoy following the latest fashion trends but need help adapting them to their personal style.
- **Closet Organization:** Most users organize their closets by categories but struggle to remember all the items they own.
- **Experience with Current Apps:** Users have tried fashion apps but haven't found any that truly meet their needs.
- **Desired Features:** Users want an app that suggests outfits, helps plan clothing for future events, and keeps them updated on trends.
- **Personalized Advice:** Professional stylist advice is valued, as it provides a second opinion and boosts confidence in their fashion choices.

## FINAL ASSESSMENT OF THE INTERVIEW RESULTS:

**Interviews reveal that users face difficulties in deciding their daily outfits and seek practical solutions that save time.**

**They are interested in following fashion trends and adapting them to their personal style, but need help to do so.**

**Most organize their wardrobe by categories but forget about the items they have and end up wearing the same things repeatedly. Current apps do not fully meet their needs.**

**Users value the possibility of receiving personalized advice from stylists and are looking for an app that suggests outfits, plans looks for future events, and keeps them updated with trends.**



# USER PERSONA



Name : María López  
Age : 36 years old  
Occupation : Digital Marketing  
Location : Barcelona, Spain

"I want to have a flawless look for every occasion without investing much time or mental effort. I need an app that suggests outfits and keeps me on trend."

## Profile

Maria is a young and dynamic professional working in the digital marketing sector. Despite her professional success, Maria feels that she lacks confidence in her personal style. She often faces the frustration of not knowing what to wear for different occasions, whether for work meetings, social events, or casual outings. She would like to project a more polished and sophisticated image, but she doesn't have the time or knowledge to effectively plan her outfits.

## Character Traits

- Sociable
- Adaptable
- Curious
- Practical
- Hardworking
- Organized
- Creative

## Goals

- **Style Guidance:** María needs a reliable and easy-to-follow guide for selecting outfits that suit her style and situation.
- **Simplicity and Comfort:** She prefers a solution that simplifies her daily dressing process without requiring much effort.
- **Confidence in Her Appearance:** She wants to feel confident when choosing what to wear, knowing she'll always look appropriate and stylish.

## Pain Points

- **Lack of Time:** Her busy schedule limits her ability to dedicate time to planning her outfits.
- **Insecurity in Fashion Decisions:** She often feels indecisive and anxious about making the right clothing choices.
- **Unawareness of Trends:** She is not up to date with the latest fashion trends and how to incorporate them into her personal style.

# SCENARIO

## Current Situation:

Maria has an important business meeting in the morning and a casual dinner with friends in the evening. She is standing in front of her closet, feeling overwhelmed by the variety of options and unsure of where to start. She wants to make a good impression at both events but isn't sure which outfits go well together or how to adapt her style for each occasion.

## Proposed Solution by the Application:

María decides to open the styling app on her phone. She uses the "Create Outfit" feature, where she can select the categories "Business Meeting" and "Casual Dinner." The app employs a smart algorithm that suggests clothing combinations based on her virtual wardrobe and the characteristics of the events. María quickly selects two outfits that she finds appropriate and trustworthy.

## Result:

With the help of the app, María feels confident and ready to face her day. She shows up in a professional and elegant look for her business meeting, and later relaxes in a casual yet chic outfit for dinner with friends. She receives several compliments on her style throughout the day, boosting her confidence in the app and her own personal image.

# EMPATHY MAP

This Empathy Map helps visualize María's needs, frustrations, and desires, providing a clear guide for designing a styling app that truly addresses her problems and enhances her daily fashion experience.



## Gain

- Find the perfect look quickly.
- Feel confident and stylish.
- Keep your wardrobe organized and up-to-date.
- Receive personalized and helpful advice.
- Save time and effort in choosing daily outfits.

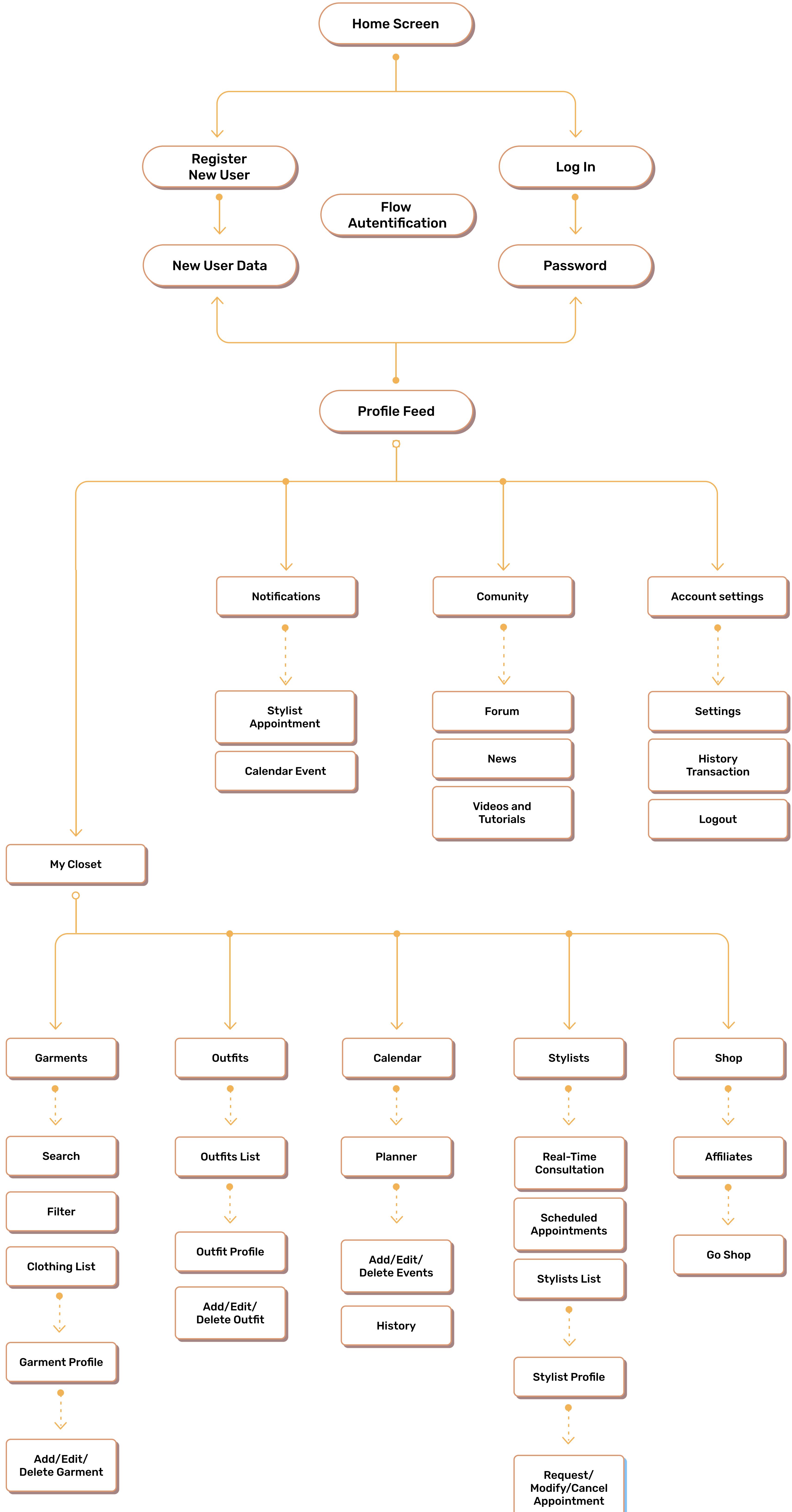
## Pain

- Difficulty choosing daily outfits.
- Lack of knowledge on how to combine clothing items.
- Disorganization in their wardrobe.
- Lack of time to follow and adapt to trends.
- Insecurity about their personal style.

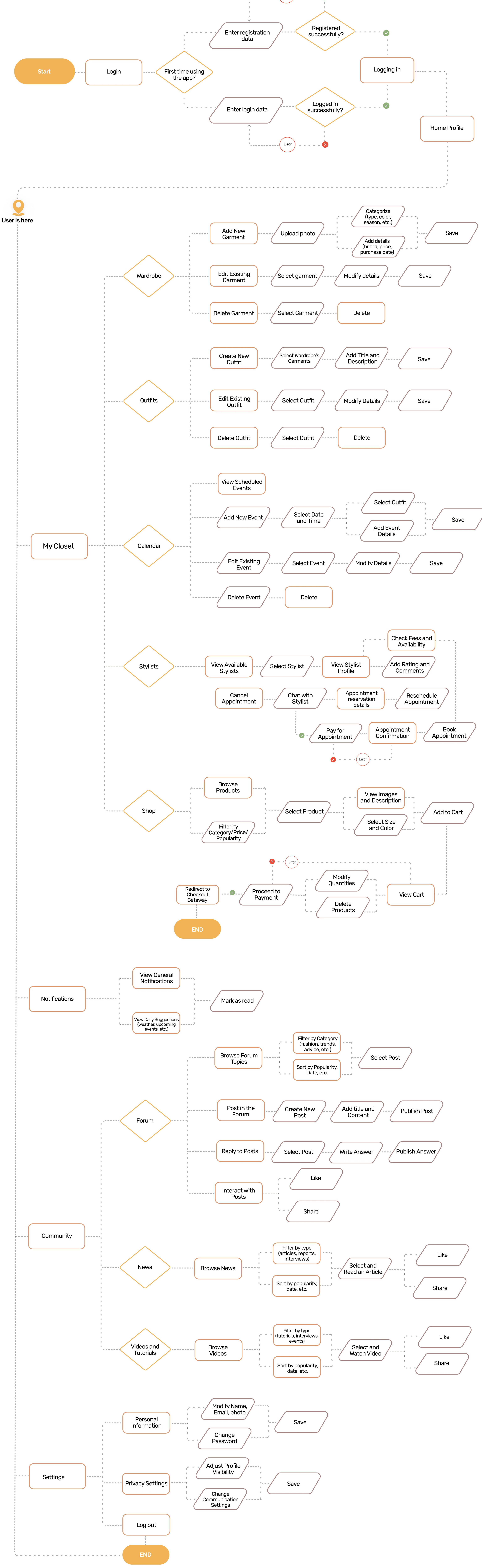
# USER JOURNEY MAP

	<b>1. Discovery</b>	<b>2. Registration and Login</b>	<b>3. Creation of the Virtual Wardrobe</b>	<b>4. Outfit Combiner</b>	<b>5. Personalized Recommendations</b>
<b>Actions</b>	<ul style="list-style-type: none"> <li>Watch an ad</li> <li>Read a review</li> <li>Download the app</li> </ul>	<ul style="list-style-type: none"> <li>Register</li> <li>Complete Profile</li> <li>Log In</li> </ul>	<ul style="list-style-type: none"> <li>Upload photos of your clothes</li> <li>Add details of garments</li> <li>Organize your closet</li> </ul>	<ul style="list-style-type: none"> <li>Select garments</li> <li>Receive suggestions</li> <li>Save combinations</li> </ul>	<ul style="list-style-type: none"> <li>Receive daily notifications</li> <li>Explore suggestions</li> <li>Adjust recommendations</li> </ul>
<b>Thoughts</b>	<ul style="list-style-type: none"> <li>"Can it help me?"</li> <li>"I like the idea"</li> </ul>	<ul style="list-style-type: none"> <li>"I hope it's easy"</li> <li>"I want tailoring"</li> </ul>	<ul style="list-style-type: none"> <li>"It will help me get organized."</li> <li>"I want to categorize well."</li> </ul>	<ul style="list-style-type: none"> <li>"Useful suggestions"</li> <li>"I want to see combinations"</li> </ul>	<ul style="list-style-type: none"> <li>"They save time"</li> <li>"I want to adjust a few"</li> </ul>
<b>Feelings</b>	<ul style="list-style-type: none"> <li>Curiosity</li> <li>Expectation</li> </ul>	<ul style="list-style-type: none"> <li>Anticipation</li> <li>Satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>Motivation</li> <li>Patience</li> </ul>	<ul style="list-style-type: none"> <li>Creativity</li> <li>Enthusiasm</li> </ul>	<ul style="list-style-type: none"> <li>Gratitude</li> <li>Empowerment</li> </ul>
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>Attractive ad</li> <li>User reviews</li> </ul>	<ul style="list-style-type: none"> <li>Easy and intuitive interface</li> <li>Brief guide or tutorial</li> </ul>	<ul style="list-style-type: none"> <li>Automatic label scanning</li> <li>Categorization templates</li> </ul>	<ul style="list-style-type: none"> <li>Attractive interface</li> <li>See combinations in context</li> </ul>	<ul style="list-style-type: none"> <li>High personalization</li> <li>Easy adjustment of recommendations</li> </ul>
	<b>6. Consultations with stylists</b>	<b>7. Shopping in the Store</b>	<b>8. Social Interaction</b>	<b>9. Events and Trends</b>	
<b>Actions</b>	<ul style="list-style-type: none"> <li>Schedule a consultation</li> <li>Describe your needs</li> <li>Receive personalized advice</li> </ul>	<ul style="list-style-type: none"> <li>Explore the store</li> <li>Buy garments</li> <li>Track order status</li> </ul>	<ul style="list-style-type: none"> <li>Share outfits</li> <li>Receive feedback</li> <li>Comment and rate</li> </ul>	<ul style="list-style-type: none"> <li>Explore trends and events</li> <li>Read articles and watch videos</li> <li>Register for events</li> </ul>	
<b>Thoughts</b>	<ul style="list-style-type: none"> <li>"I hope for useful advice"</li> <li>"I want the stylist to understand"</li> </ul>	<ul style="list-style-type: none"> <li>"Convenient to shop"</li> <li>"I want quality"</li> </ul>	<ul style="list-style-type: none"> <li>"It's fun to share"</li> <li>"I want opinions"</li> </ul>	<ul style="list-style-type: none"> <li>"I want to stay updated"</li> <li>"Access to exclusive events"</li> </ul>	
<b>Feelings</b>	<ul style="list-style-type: none"> <li>Expectation</li> <li>Satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>Comfort</li> <li>Excitement</li> </ul>	<ul style="list-style-type: none"> <li>Fun</li> <li>Connection</li> </ul>	<ul style="list-style-type: none"> <li>Inspiration</li> <li>Excitement</li> </ul>	
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>Reliable and easy-to-use platform</li> <li>Professional stylists</li> </ul>	<ul style="list-style-type: none"> <li>Seamless experience</li> <li>Detailed descriptions</li> </ul>	<ul style="list-style-type: none"> <li>Facilitate sharing and feedback</li> <li>Active community</li> </ul>	<ul style="list-style-type: none"> <li>High-quality content</li> <li>Access to events and promotions</li> </ul>	

# INFORMATION ARCHITECTURE



# USER FLOW

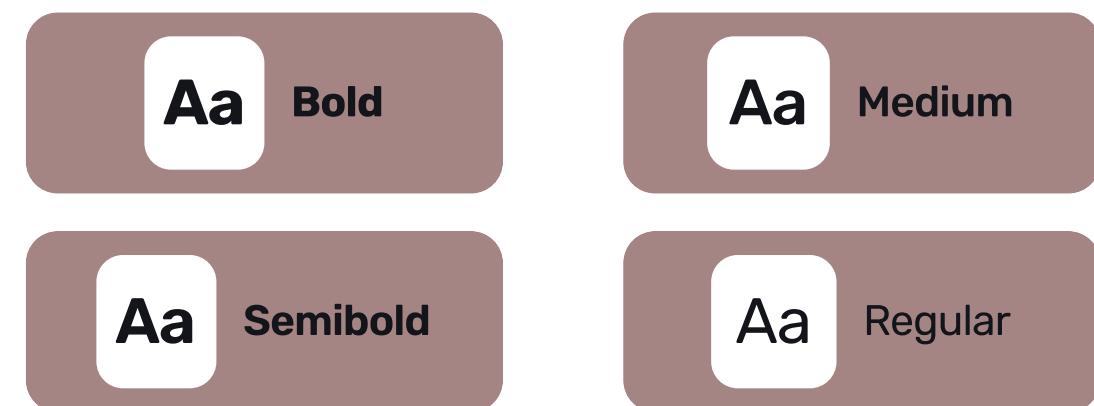


# STYLE GUIDE

## Typography

# Aa

**Font**  
Rubik



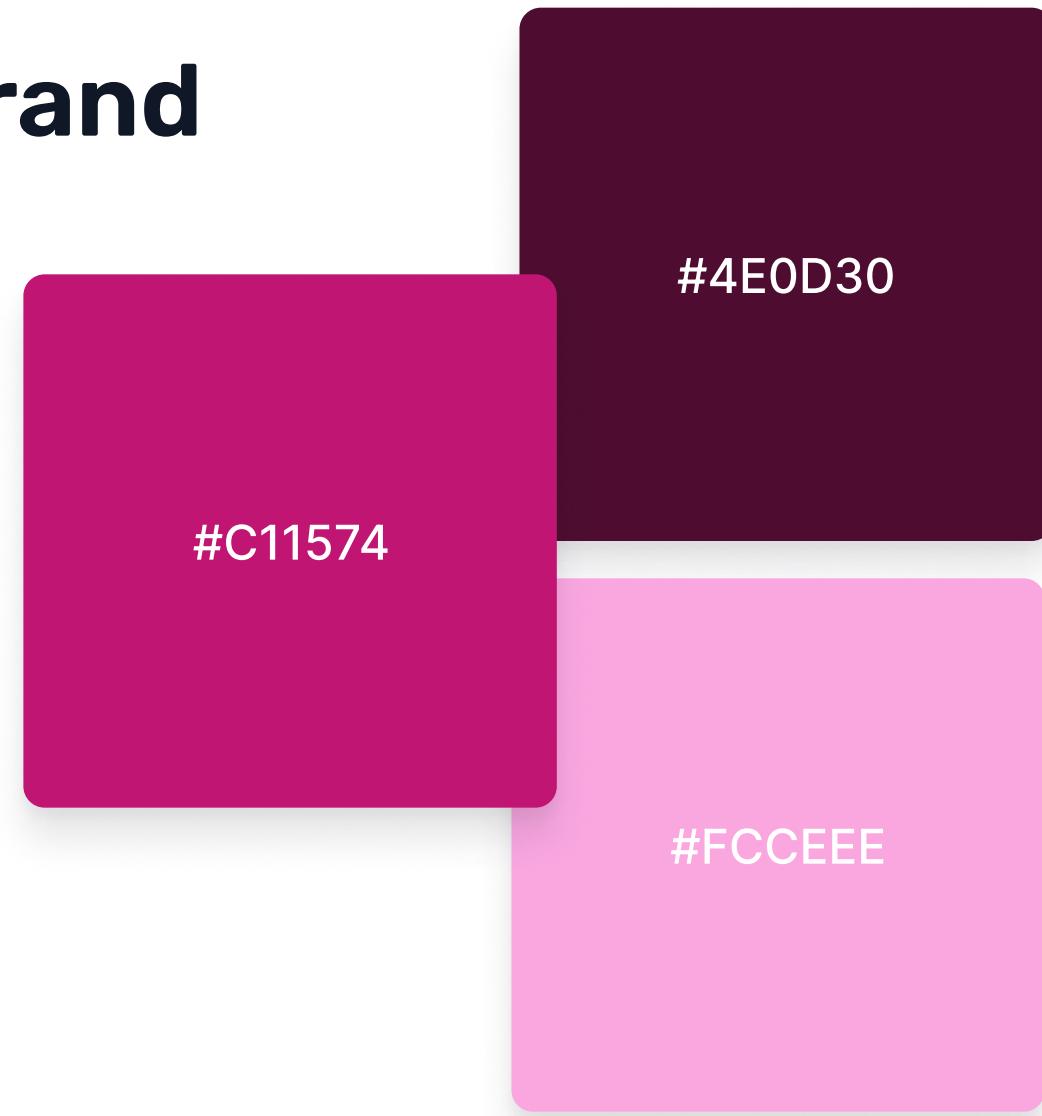
Text	Font Size	Line Height
<b>Heading 1</b>	<b>24 px</b>	<b>36 px</b>
<b>Heading 2</b>	<b>20 px</b>	<b>28 px</b>
<b>Body - Large</b>	<b>18 px</b>	<b>24 px</b>
<b>Body - Regular</b>	<b>16 px</b>	<b>24 px</b>
<b>Body - Small</b>	<b>14 px</b>	<b>22 px</b>
<b>Caption</b>	<b>12 px</b>	<b>16 px</b>
<b>BUTTON</b>	<b>16 px</b>	<b>24 px</b>

## Color Palette

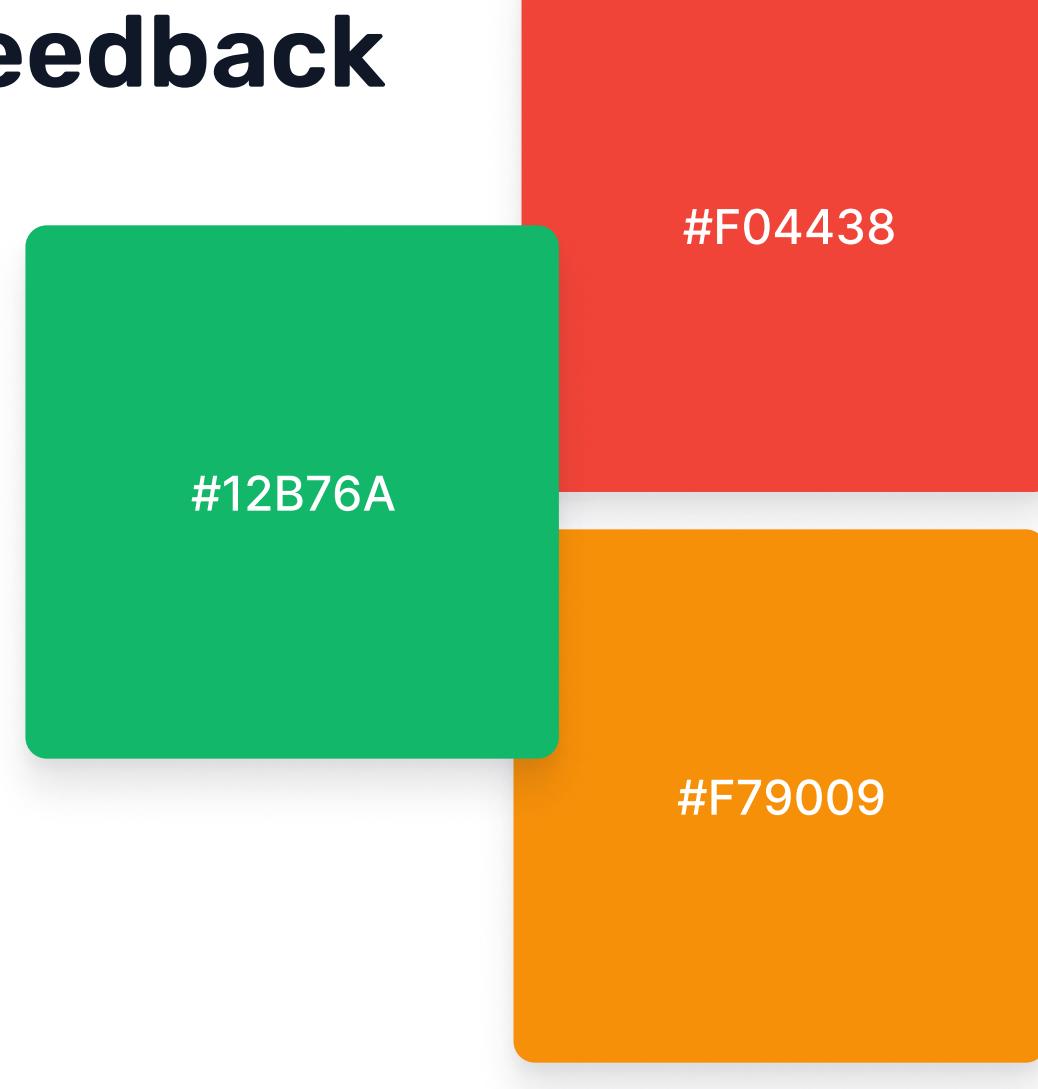
### Primary



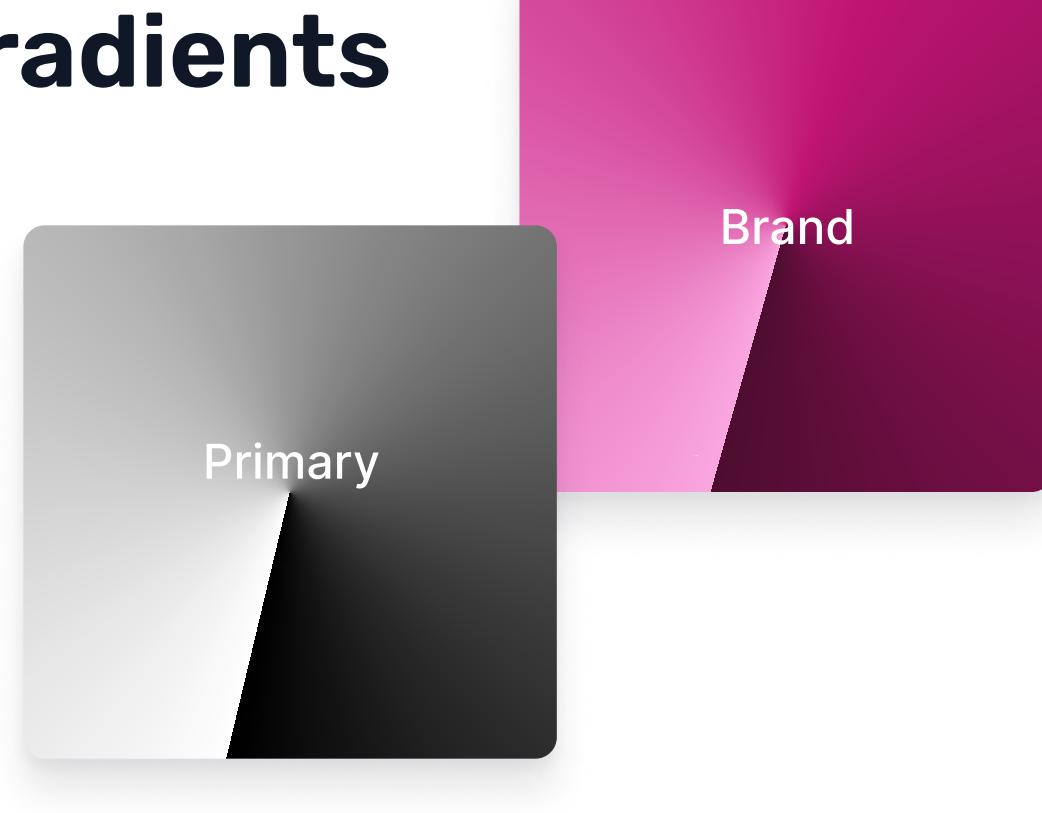
### Brand



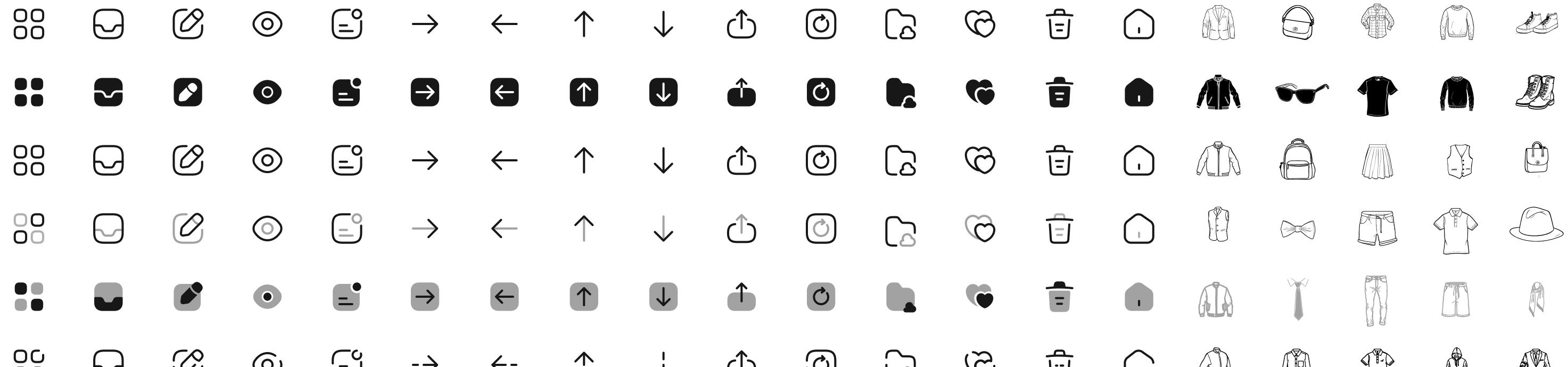
### Feedback



### Gradients

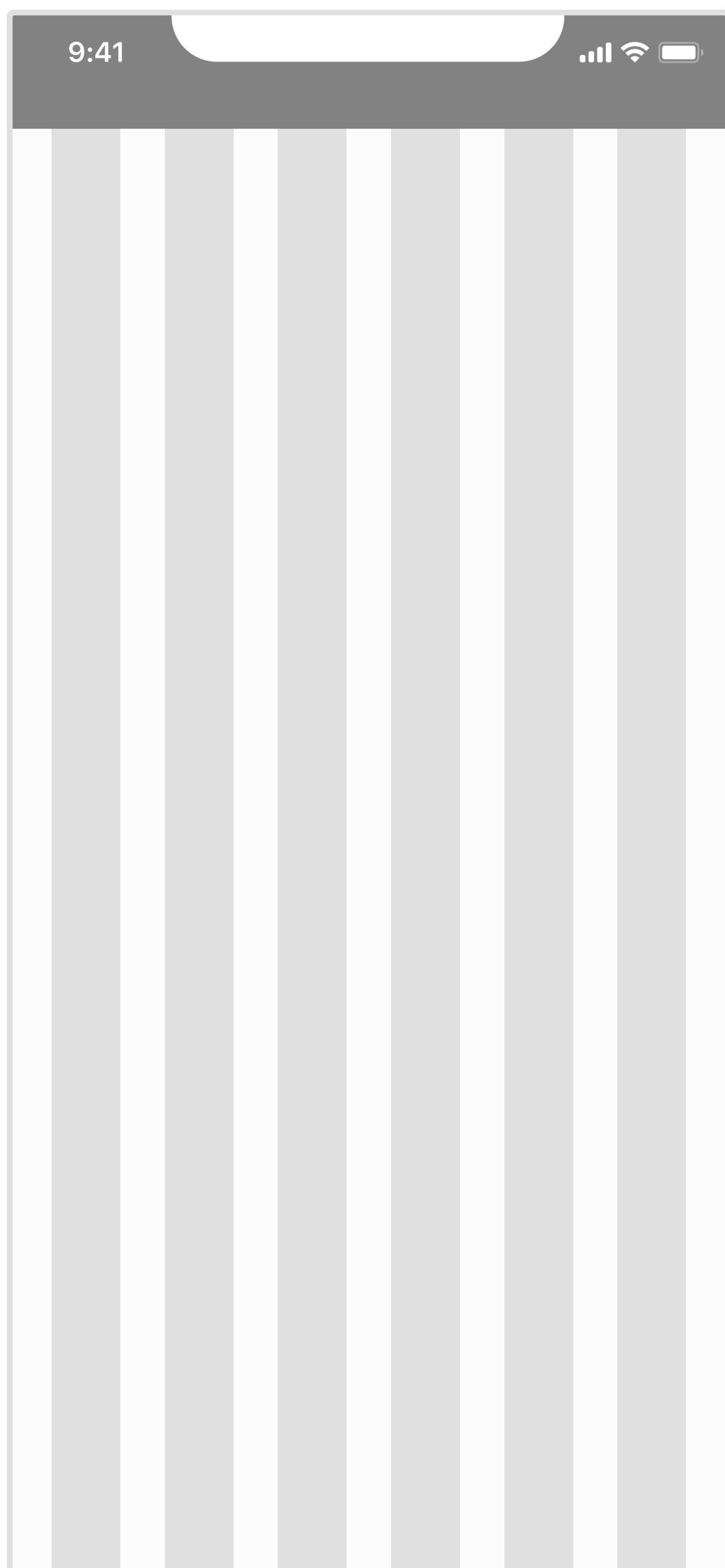


## Iconography



# WIREFRAMES

## GRID



## HIGH-FIDELITY

Some examples for style demonstration. It will be updated with new designs.

Three screenshots of the 'Style Savvy' mobile application. The first screenshot shows the 'YOUR CLOSET' screen with a grid of items like shoes, dresses, and jeans. The second screenshot shows the 'ADD YOUR GARMENT' screen with a dashed box for item selection and a 'Save' button at the bottom. The third screenshot shows the 'YOUR LOOKS' screen with a grid of outfit combinations and a 'Save' button at the bottom. Each screen includes a header with the app name and time (9:41), a navigation bar with icons for Home, Closet, Looks, Profile, and More, and a footer with the same icons.

Thanks for watching.