

Ewear

Everyone is a Model

Paola Antonelli, the director at MoMA once said, “Good design should take no more than bad design”. Outfit selection is one of such creative expression that presents your style and personality before you talk. However, selecting a good outfit is usually overlooked, since it takes a lot of time to dress well. Just like the solution for most creative expression, we believe some guidelines would help. Ewear organize your clothes and provides such guidelines in form of displaying best fit outfit.

Dressing Habit @ ML

We designed the system to gradually learn the dressing habit of user. The weather and temperature returned from the Yahoo API will help us build the base for outfit recommendations. However, sometimes people prefer wearing warmer clothing even if its a warm day so we made sure to accommodate these users as well. After you select your outfit of the day, we update the system to fit your needs next time.

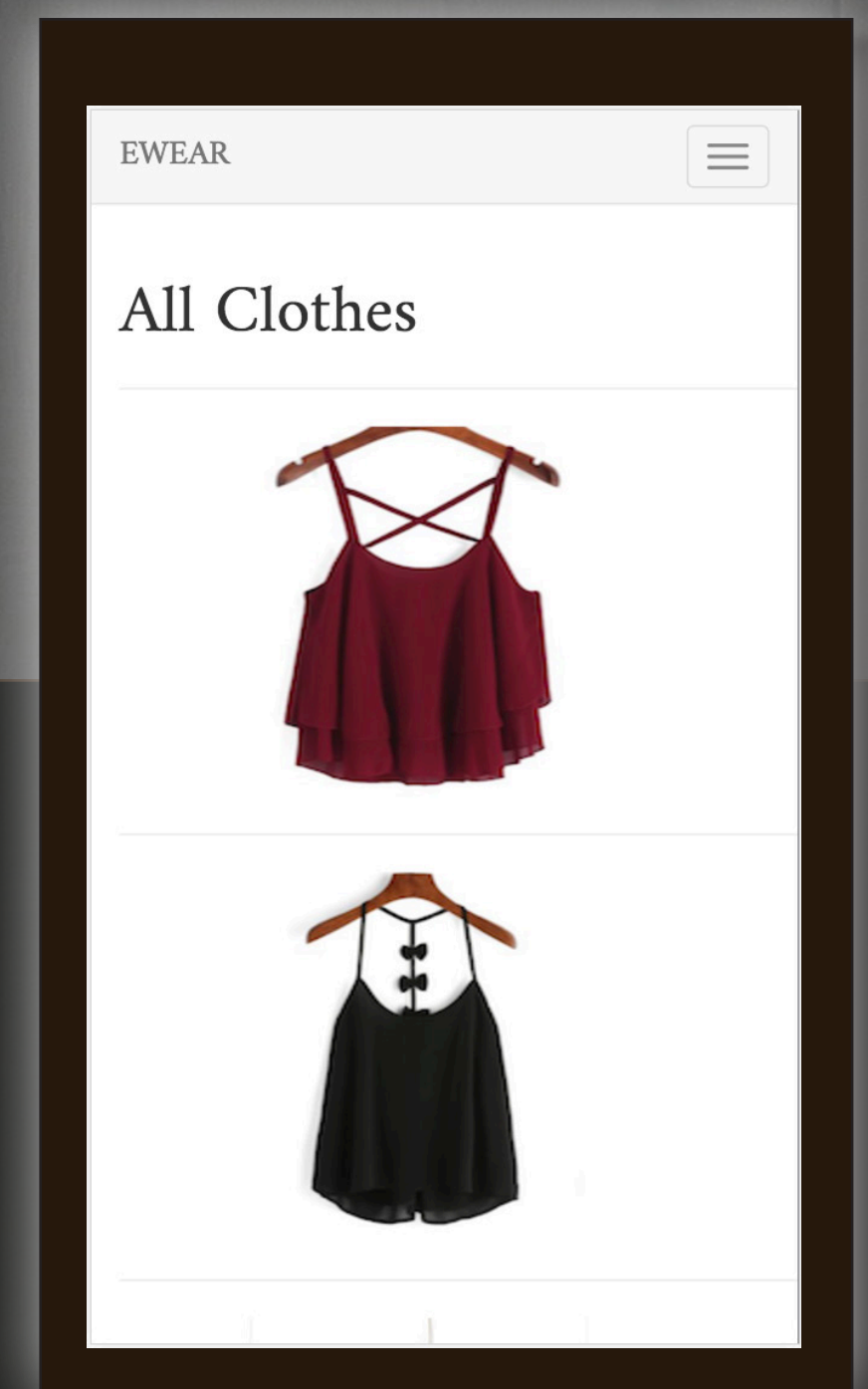
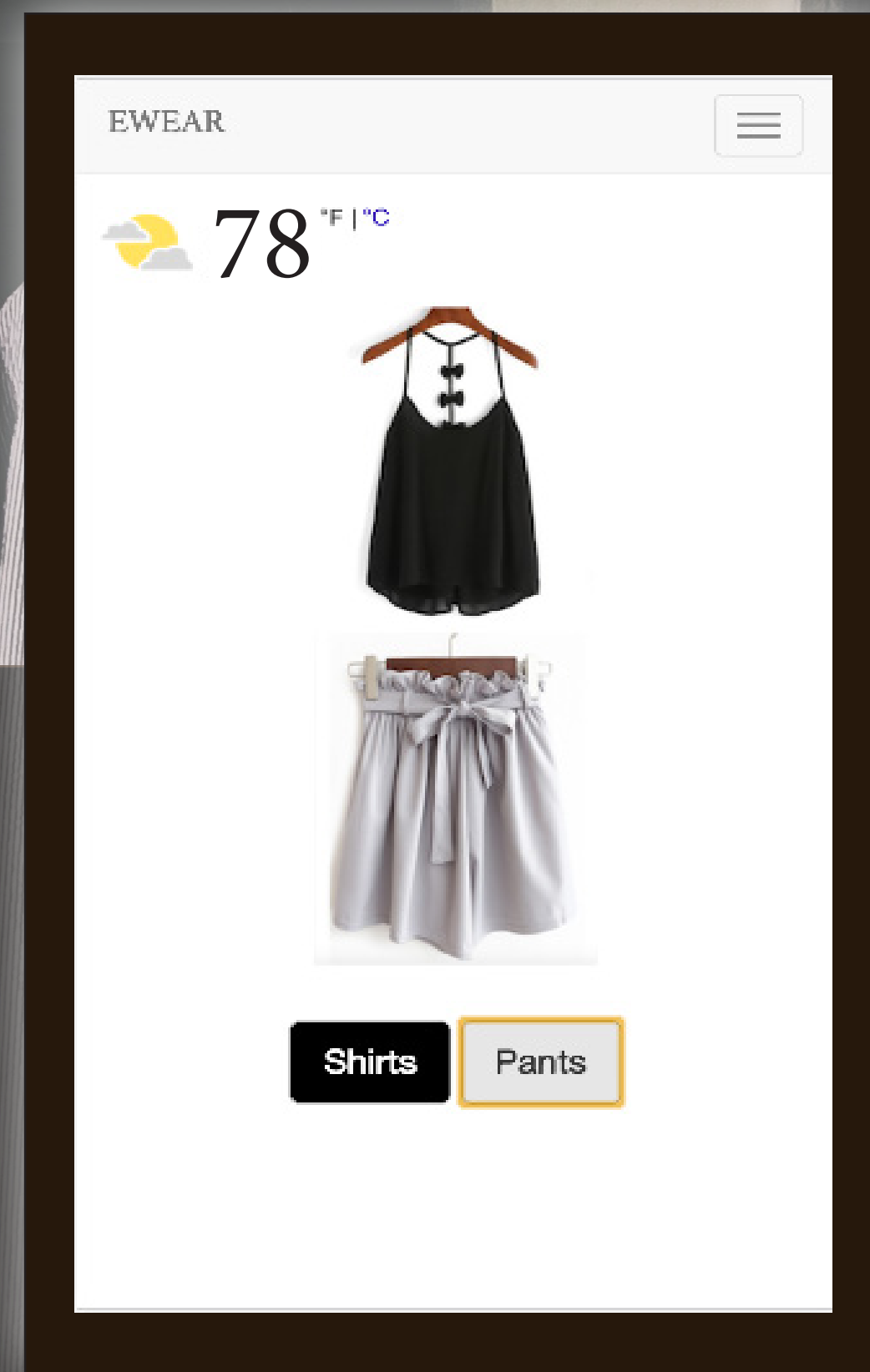
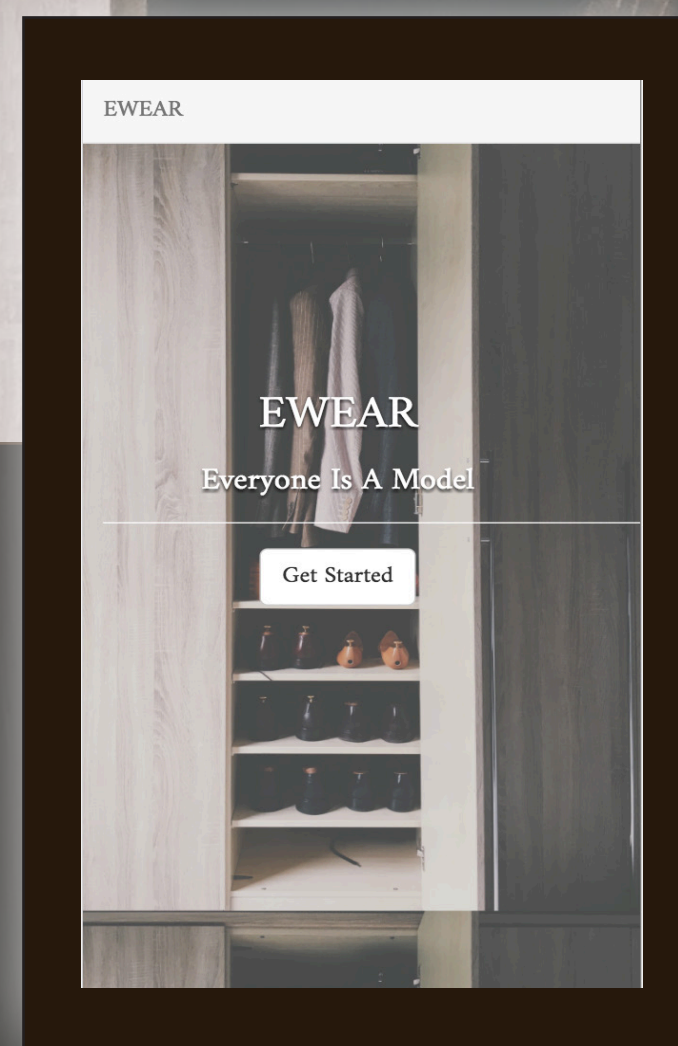
Classify Clothes @ AI

Traditionally people would have to upload image and manually label them. With current AI Image Recognition technology, we are able to shorter the time span by running Google Vision to classify and categorize clothes of various type. While user are uploading their clothes to our digital closet, those clothes are labeled and ready for the recommendation.

User Testing

In person user testing on a diverse range of people (aging & working field) gives us a better idea of their feeling on selecting an outfit with a virtual closet. Through our observations, we find that people have challenges moving beyond default options to explore more for personalized recommendation.

In order to resolve this problem, we construct an A/B test of different button arrangement and label cues to encourage users to take action on switching recommended outfit and upload their clothes to the closet.



The story begins when ...

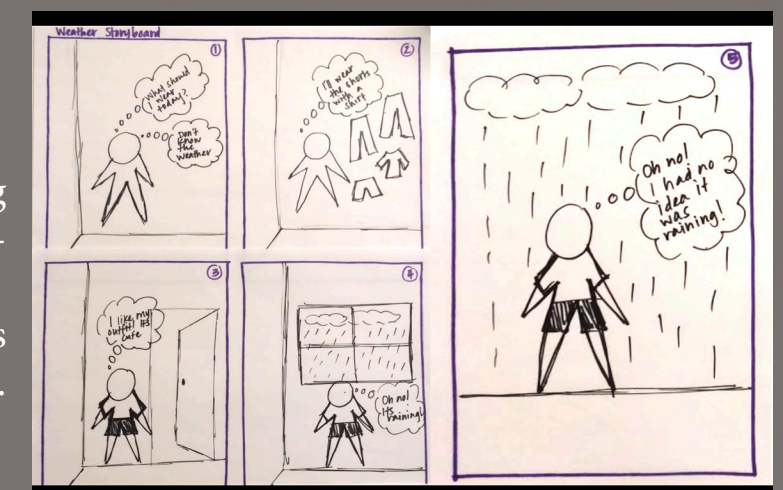


Visualize the Outfit

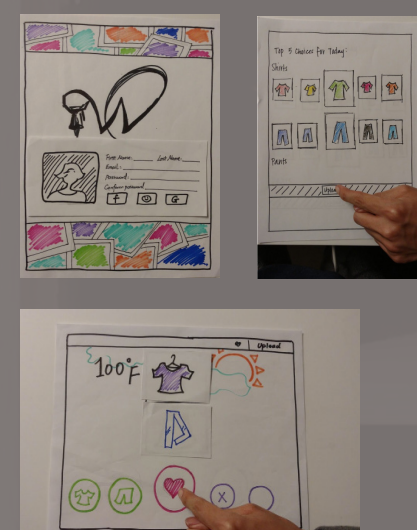
It takes a lot of time for me to try each outfit on in order to see which one is the best fit? I then would have to spend an equal amount of time to put them back.

Knowing what's available

When a rainy day comes during the summer time, do I have something warm enough to wear? Especially when it is 10 minutes before I have to be out of the door.

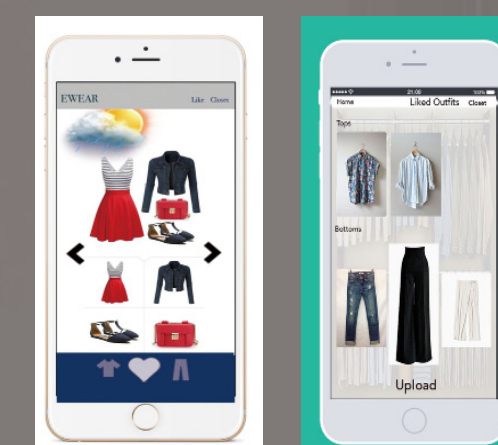


Paper Prototype



Paper prototype allows us to do rapid iteration and get immediate feedback. We initially thought people would prefer multiple options displayed on the same page. It turns out that providing the best option while giving them the flexibility to change is the most favored.

Wire Frame



Wireframe is used as a demo for preferred layout. We found that a complicated background distracts user's attention, which makes them harder to spot the potential action they could take. While the plain background allows user to explore, it also gives user a better idea of color combination.

Next Step ...

Integrate studies and researches in fashion to enable the machine learning focusing on visual representation. So that one day we could enable everyone to dress in their style with minimal amount of effort.

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