

DRESS4NOW

Integrated online fashion shopping platform



Problem Statement

Young female professionals need a way to **get more details** of the clothes online because it will help them get a perfect fit.

Young female professionals need a way to get **an organized list** of online clothing products and **customized recommendations** because it will save their time.

Hypothesis

We believe that by creating a function that allows customers to **virtually try clothes** on for young female professionals, we will achieve offering **the best fit** for them.

We will know this to be true when we see **higher conversion rates** and **lower return rates**.

USER RESEARCH



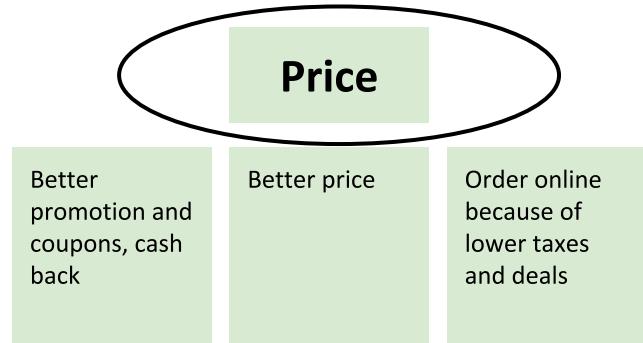
Interview questions

- How often do you buy clothes online?
- Can you describe your typical online clothes shopping habits?
- What are the main platforms you usually buy clothes online?
- What are the pain points when you shop clothes online?
- How often do you make returns and exchanges?
- What are the top 3 reasons you buy clothes online than in store?
- Any pain points with shipping?
- Any other things you want to add?

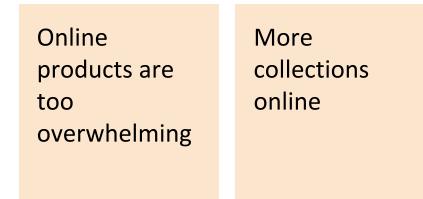
User Research Findings

Quality		
Lack of detailed descriptions	Watch videos of fashion bloggers to learn about products	Like to try clothes in store and buy online
Buy clothes to try and return/exchange a lot	Like more pictures to show details	Styles that fit
Better quality	Texture	Want more accurate size guide

Convenience	
No time to shop in store	Convenience with return and exchange
No parking issue to shop online	Easy to shop online



Collections



Preferences

Prefer to browse on websites than apps	Like subscribe to favorite brands
--	-----------------------------------



Competitive Analysis

Competitors	Focus	Platform	UI/ Ease of use	Search/Filter	Additional features
Amazon	Online shopping in all categories	Web App	Professional, less attractive	Search button up in the center. Filters are too long to scroll down.	Lots of customer reviews
Bloomingdale's	Department store online platforms	Web App	Informative, persuasive, old-fashioned, texts too small	Search button unobvious.	Deals on the first page
Nordstrom	Department store online platforms	Web App	Styled, well-organized	Search button on the upper right. Filter function appears when scrolling down.	Customize users' preference. Recommend brands.
Zara	Fashion Retailer	Web App	Styled, sometimes confusing with text and	Search/Filter button on the upper right. Kind of less-organized.	Attractive product pictures
Urban Outfitters	Fashion Retailer	Web App	Colorful, persuasive	Popular products pop up by searching. Easy to filter.	Deals stay on top in bright color.
Rakuten Slice	Package tracking	Web App	Simple, intuitive	N/A	Price-drops and deals

Persona 1: Jessica West

"I don't have much time to shop in store, so buying clothes online saves time and you have a lot options"

**Age**

32

Occupation

Product Manager

Income

\$100,000/year

Residence

Santa Clara

Education

College Grad

A day in the life...

Jessica is a young mom and a busy product manager at a tech company. She has little time to buy clothes in store, and she does not like the limited collections in store. She knows her own style very well and usually buy directly from the websites of department stores and her favorite brands.

Jessica likes to browse the websites when they are special deals and coupons and make orders 2-3 times a month. She usually browse online after her baby sleeps in the evening. She does not like shopping in physical stores because they're too crowded to park and it takes a long time in commute.

User Goals

- Find her style quickly in a large collection of products online.
- Higher quality of clothing.
- Accurate size guide.

Pain Points

- Lack of detailed description of products and size guide.
- Products are badly-organized online, too overwhelming.
- Long-time shipping.
- Inconvenient to return/exchange.
- Few deals and coupons.

Persona 2: Cathy Yang



"I like the large collections online because I can browse and try as many as I can and improve my personal style."

Age

25

Occupation

Marketing Analyst

Income

\$65,000/year

Residence

San Francisco

Education

Graduate School

A day in the life...

Cathy graduated from school and began working at a startup company in San Francisco last year. As a junior in the company, she wants to dress professionally but to keep low-key. She hasn't figured out her specific style, so she likes browsing and trying as much as possible.

Cathy browses websites and apps of her favorite brands almost every day and makes orders at least once a week. She subscribes to newsletters about new arrivals and deals. Her company is located downtown, so she usually goes to stores to browse clothes every two to three times a week after work.

User Goals

- Have more accurate and detailed description of the clothing.
- Have a stylist or customized recommendations based on her needs.
- Easy return and exchange.

Pain Points

- No detailed description of the products. Cannot touch them to know the texture and try them on to see the size.
- Long-time shipping, sometimes bad customer service.
- Too many deals and new arrivals that are hard to resist.

Revised Problem Statement

Young female professionals need a way to get **more details** of the products on online clothing stores because it will help them have a better knowledge of the **quality** of products and make reasonable purchase decisions to get **perfect fits**.

Revised Hypothesis

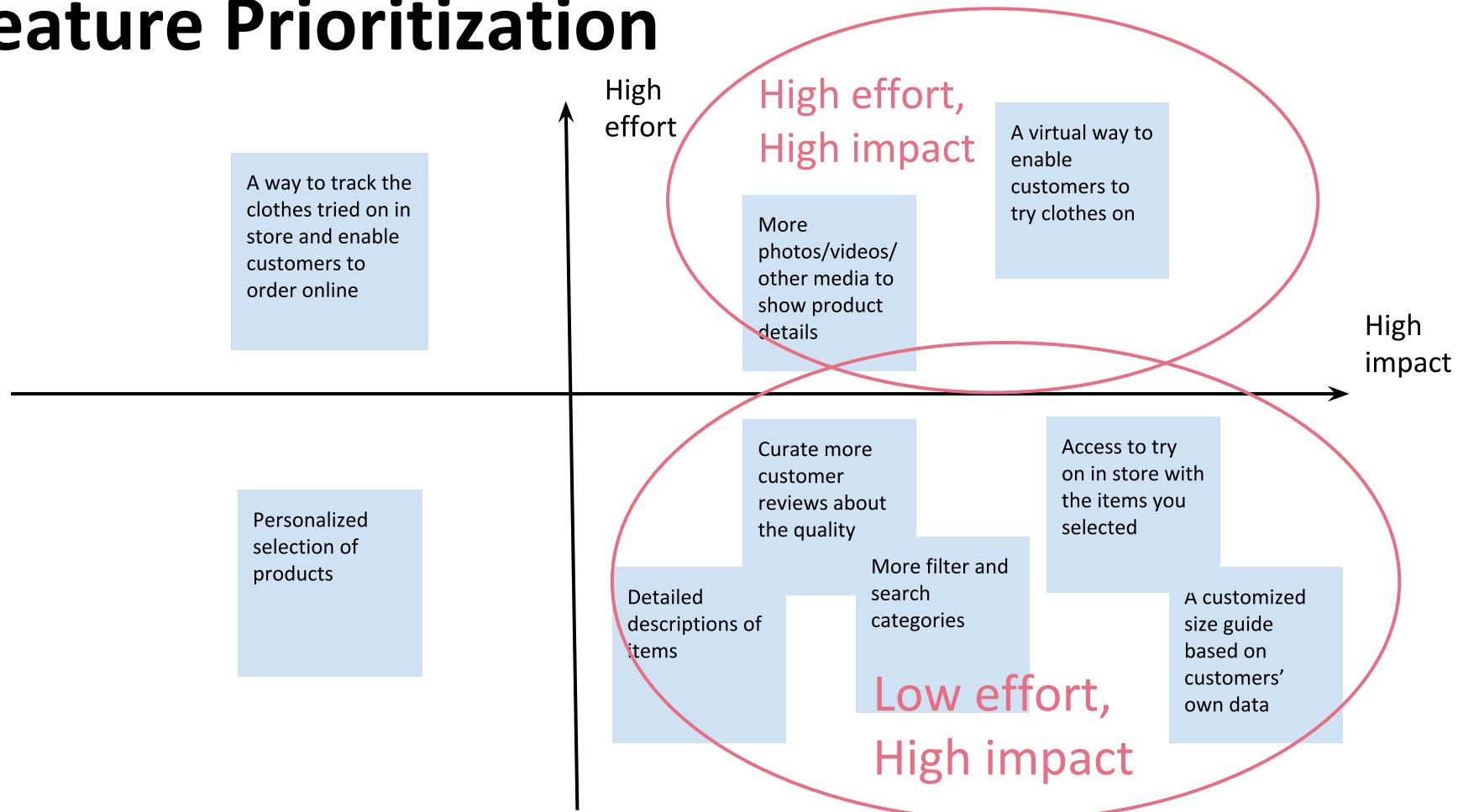
We believe that by creating a function that allows customers to **get access to the details** of the clothing products for young female professionals, we will achieve offering the best fit for them.

We will know this to be true when we see **higher conversion rates** and **lower return rates**.

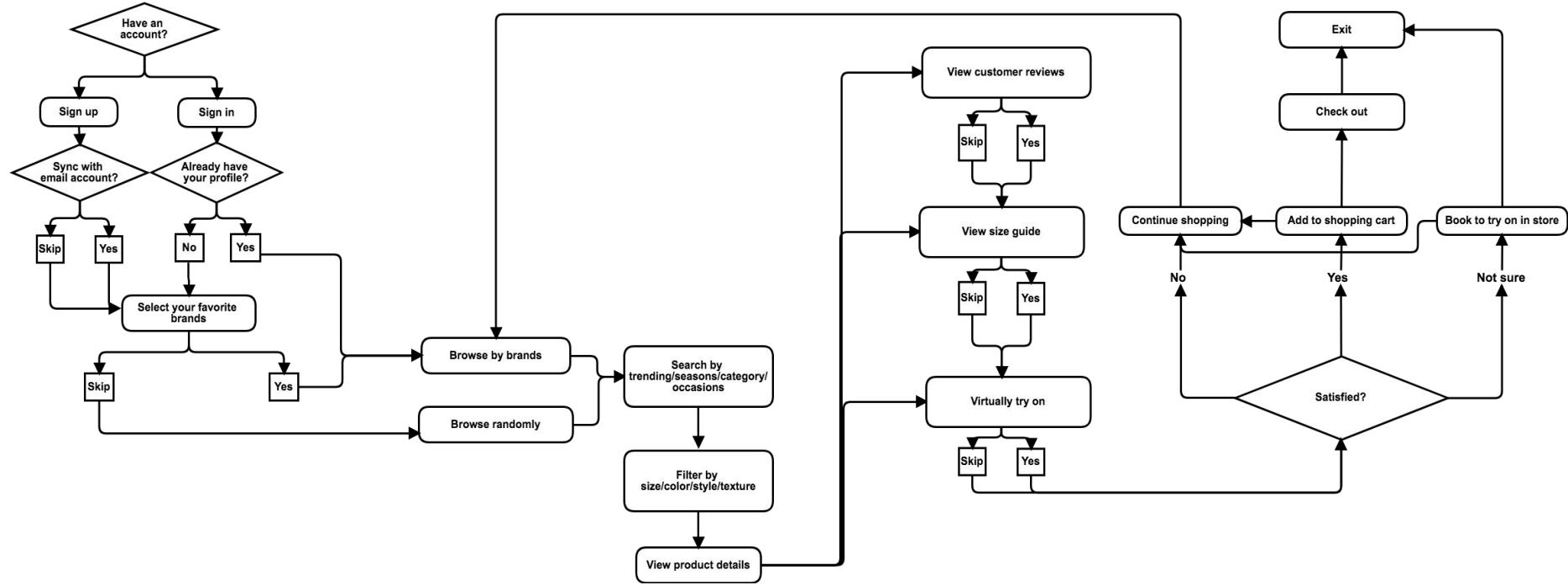


USER STORYBOARD

Feature Prioritization



User Flow



Card Sorting

Sign up/Edit Profile

Enter preferred brands

Enter fit and size

Enter preferred styles/occasions

Sign up with email to sync accounts

Add a card...

Search By

Trending - New arrivals from their preferred brands.

Category - search by users' needs.
(Tops/Bottoms/Dresses and Jumpsuits/Accessories/etc.)

Season - A shortcut to search clothing for different seasons and temperatures.

Occasion - Dress for different occasion, particularly for young female professionals who usually attend different events.

Add a card...

Filter

Filter by color

Filter by size

Filter by texture - As most interviewees pointed out they had no idea of the texture when shopping clothes online, this feature aims to solve the problem. It requires to gather the data of products usually hidden in "Detail" section.

Add a card...

Card Sorting

History

Browse history - provide users with a way to track what you've browsed based on the time spent on the product page.

Order history - sync the orders either from this website or from the accounts of other clothing stores linked to the same email address. Enable users to have a picture of what they've got in their closet and what they really need.

Add a card...

Notifications

New arrivals from preferred brands

Recommendations based on current needs

Availability of products in store where users can try on physically.

Add a card...

Global features

Home

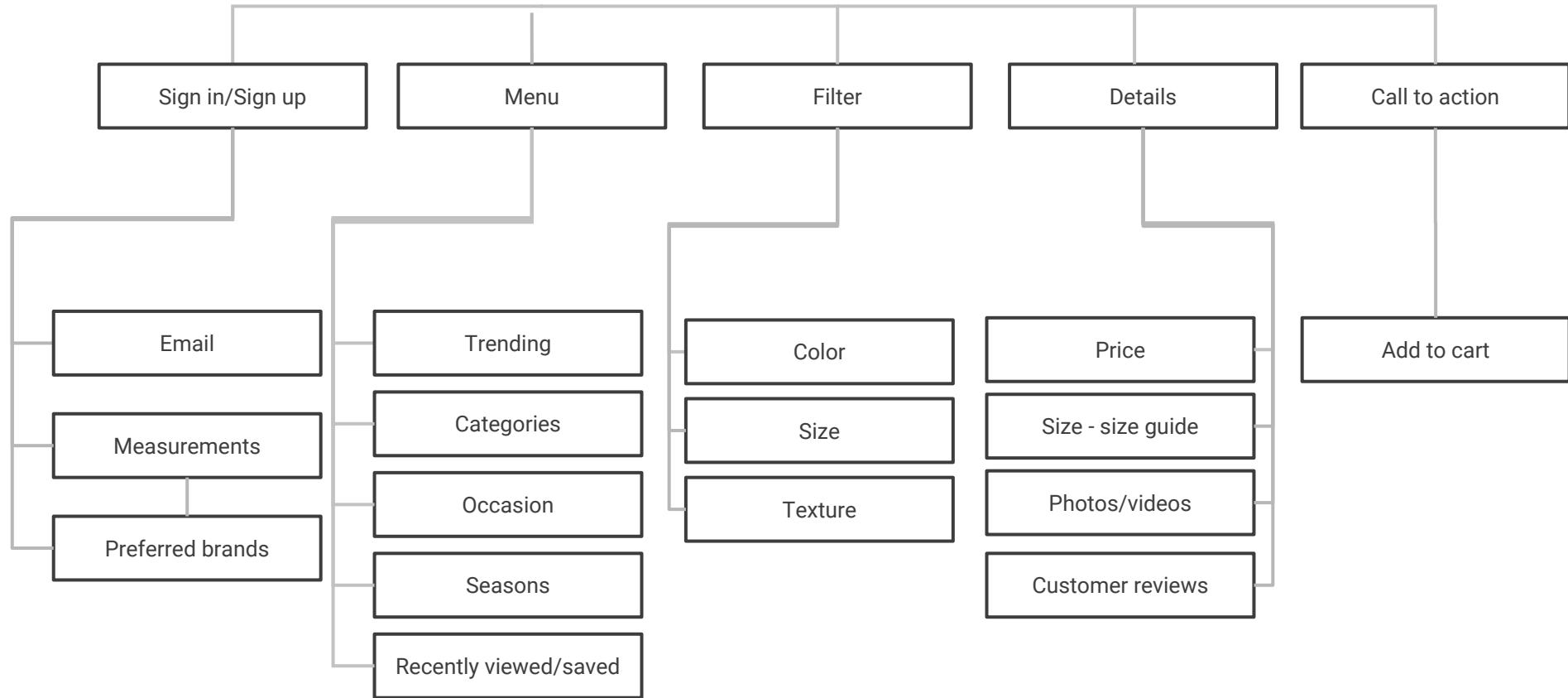
Search

Customer support - A live chat box to connect users to customer support whenever they have problems.

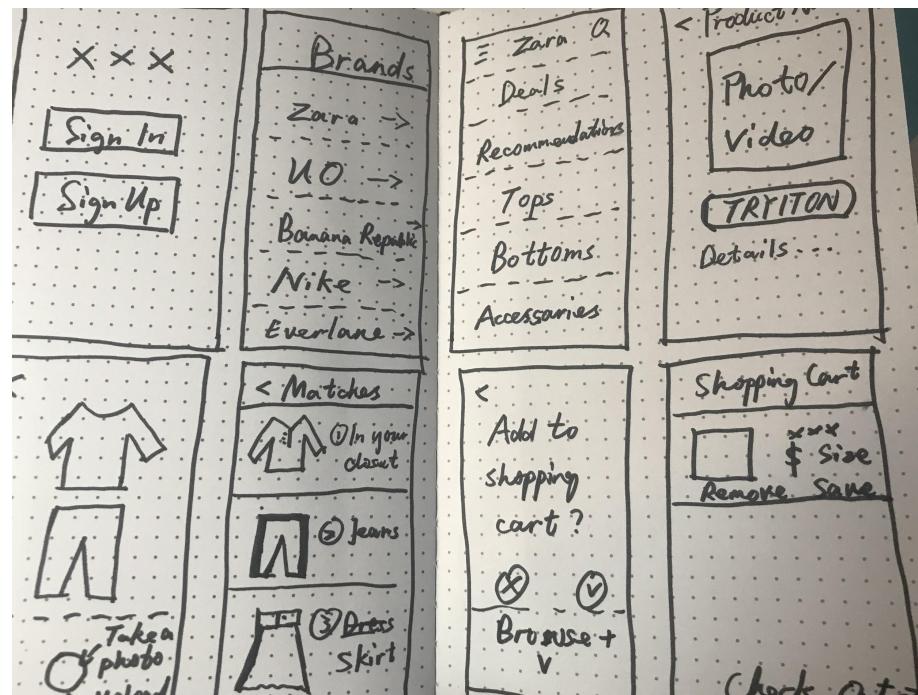
About

Add a card...

Site Map



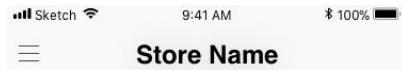
User Storyboard



USABILITY TESTING



First-stage low-fi prototype



Item 1
Price
Colors
Size available

Item 2
Price
Colors
Size available



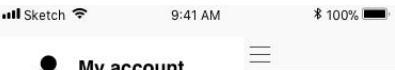
Item 3
Price
Colors
Size available

Item 4
Price
Colors
Size available



Item 5
Price
Colors
Size available

Item 6
Price
Colors
Size available



Item 1
Price
Colors
Size available



Item 3
Price
Colors
Size available



Item 5
Price
Colors
Size available



Item 1
Price
Colors
Size available

Item 2
Price
Colors
Size available



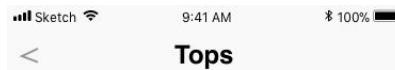
Item 3
Price
Colors
Size available

Item 4
Price
Colors
Size available



Item 5
Price
Colors
Size available

Item 6
Price
Colors
Size available



Size

Color

Price

Texture

Available in store

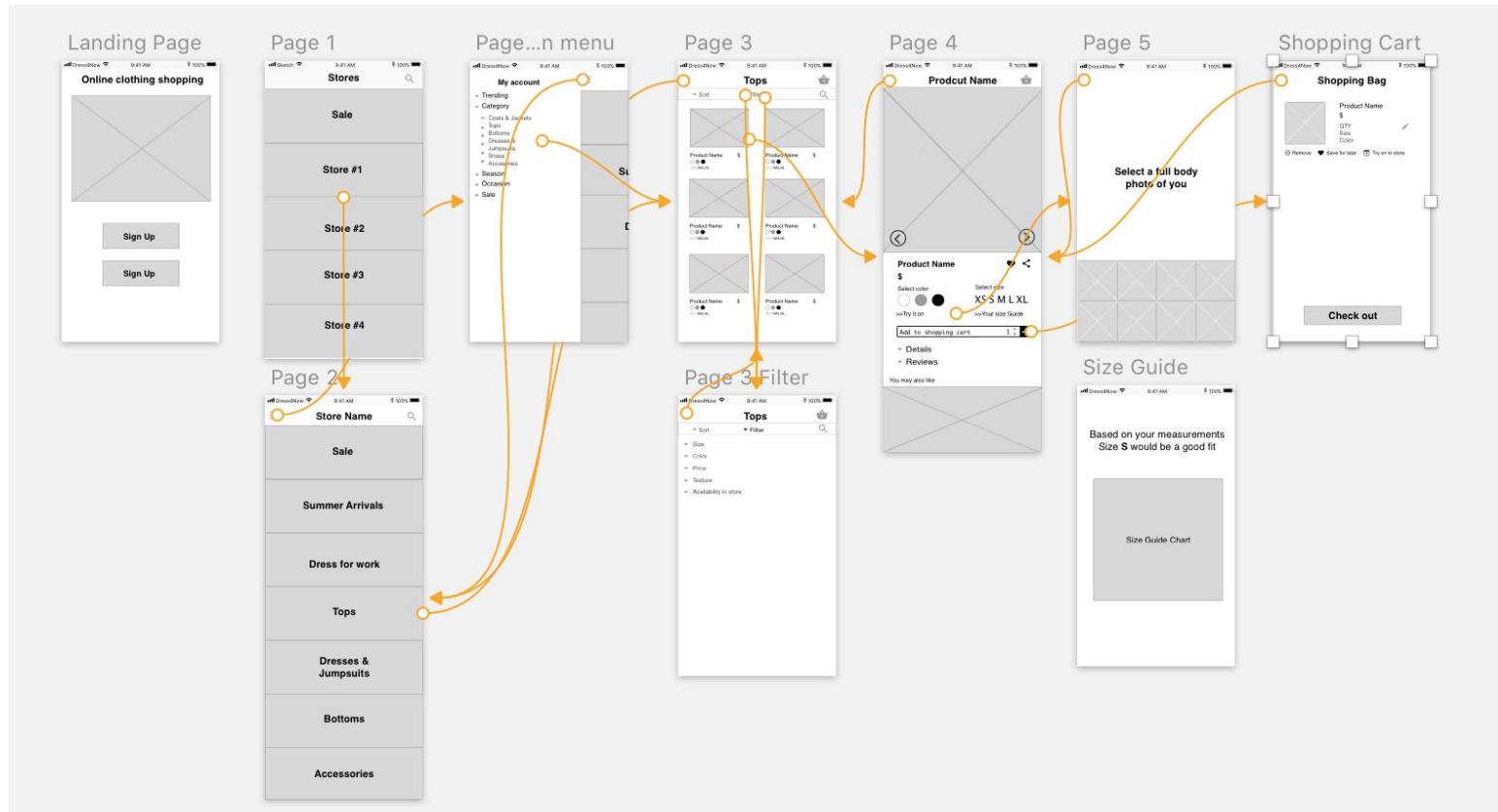


First-stage Usability Testing

- 4 users
- 2 tasks

	Notes + Observations	What went well?	What didn't go well?
Task 1 Search by occasion	<ul style="list-style-type: none">• All were able to search by occasion by clicking the hamburger menu easily.• The navigation was intuitive and all went really well.	<ul style="list-style-type: none">• Clicked the hamburger menu button• Found the options to search	No
Task 2 (Optional) Find a category and filter by color	<ul style="list-style-type: none">• One user was able to find the filter button easily on Page 3, but found difficulty navigating to that page as there was no intuitive button to that destination.• Two recommend adding more instructional words and pictures in the next step to make Page 2 more intuitive.	<ul style="list-style-type: none">• Found filter button and easily went back.• Understand each items on the screen including HOME and ACCOUNT at the bottom.	<ul style="list-style-type: none">• Hard to navigate to Page 3.• Tried to click items but no response.

Low-fi prototype



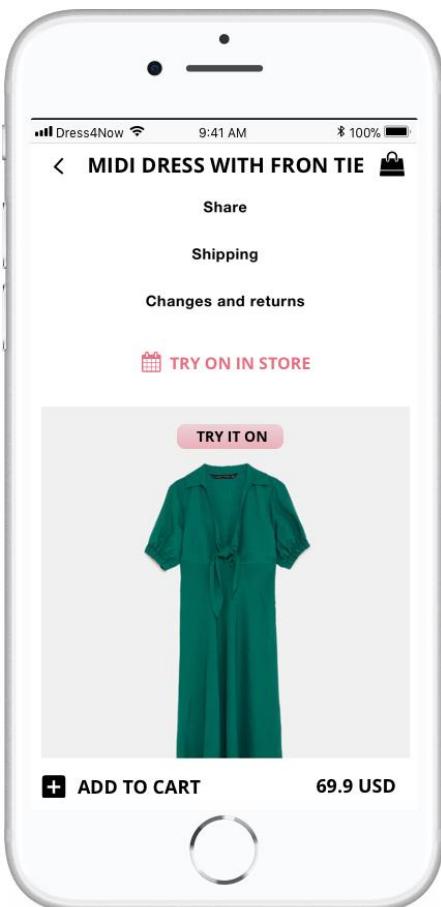
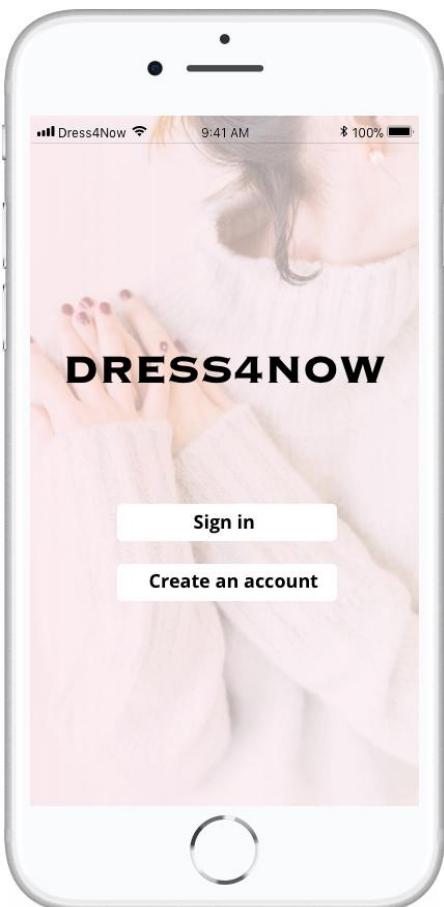
MDP Usability Testing

- 6 users
- 3 tasks

	Notes + Observations	What went well?	What didn't go well?
Task 1 You're in need of a dark-color blazer for a formal occasion. You want to browse the products from Zara by occasion so that you can have a couple options.	<ul style="list-style-type: none">One user was unable to find the blazer and found "occasion" was clearly defined.Three users said they would like to search at first if they had a particular item to buy.	<ul style="list-style-type: none">All clickable buttons are intuitiveSmooth flow to be directed to the destination.Good accessibility and overall UI.	<ul style="list-style-type: none">Detailed UI redesign like drilldown menus.Search functions needs more work.Floating home button is confusing
Task 2 When you're browsing the bestsellers, a green dress with front tie caught your eyes, but you don't know if it's a good fit for you. You go through the details of the product and expect to try it on virtually.	<ul style="list-style-type: none">All found the exact product and went to the virtual try-on page without assistance.One recommended adding more space to select photos from the device.	<ul style="list-style-type: none">All went well.	<ul style="list-style-type: none">No
Task 3 (Optional) You've added the green dress to your shopping cart, but you're still not sure if it fits you. You want to try it on in store next week when you're after work, but you want to check the availability and don't want to waste your time searching for the exact item in store.	<ul style="list-style-type: none">All found the "try on in store" function and the calendar page.One was confused by the procedure and recommended moving the function up to the product page.	<ul style="list-style-type: none">Landing on the exact page and make an appointment	<ul style="list-style-type: none">The procedure should be simplified.Putting the function on the shopping cart page was discouraging and confusing.

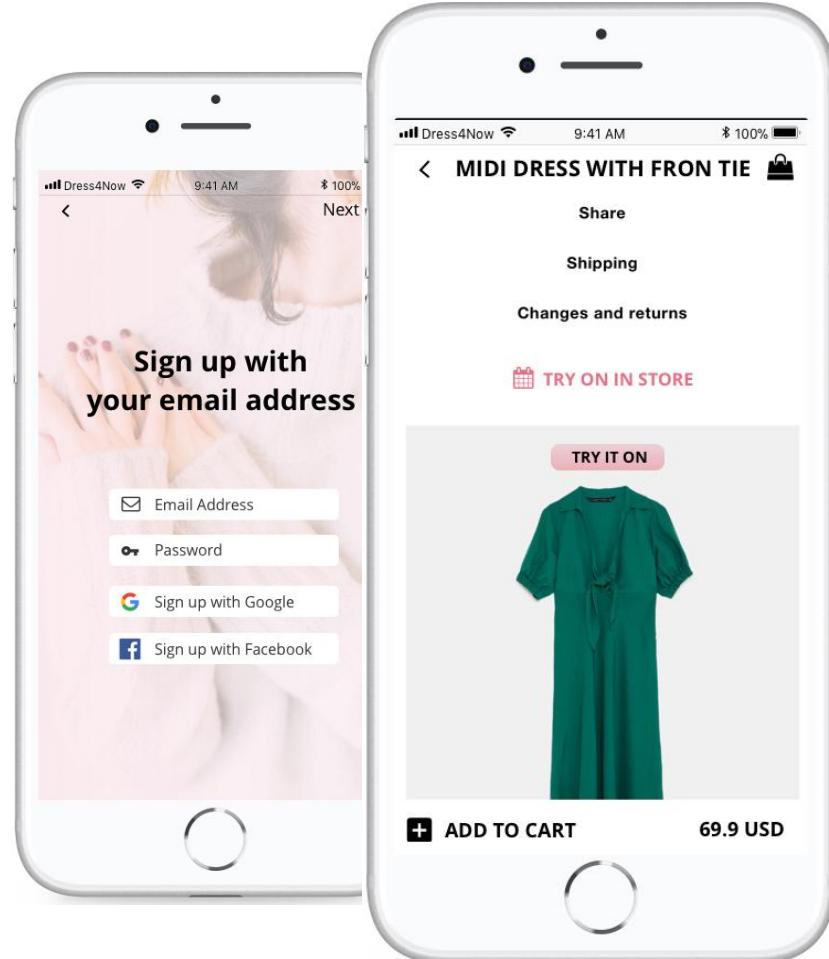
A photograph of a person from the waist up, wearing a bright red zip-up hoodie over a light-colored turtleneck. They are wearing black leather gloves and holding several shopping bags of various colors (black, white, brown, blue) in their hands. The background is a plain, light color.

FINAL PROTOTYPE



What's revised

- Simplified sign up steps
- Integrate three key features onto one page



Prototype

A collection of Fabrizio Riva jewelry boxes and items on a wooden surface. The boxes are in various colors (purple, yellow, red, black) and some are open, showing rings and a pair of earrings. The brand name 'fabrizioriva gioielli' is visible on one of the boxes.

NEXT STEP

What's next

- More usability testing and modify UI/UX
- Build on more features to better solve the problem
- Consult with developers about technical issues
- Collaborate with fashion retailers and incorporate it with their websites/apps

THANK YOU