PROJECT QUIETWEAR

A UX Case Study on Clean & Decent Style & Info

Overview

Today's fashion market is filled with overlay colorful designs,huge logos & loud graphics.People Who prefer simple,clean,solid-style clothing struggle to find the right items.

QuietWear is a digital Platform designed to offer hidden branding, solid-color, simple outfits without any flashy elements. It creates a calm, classy fashion experience.

Tools Used

Project Duration

7 Days

Team Info

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Problem Statement

Although simple clothing exists in the market, they are scattered and mixed with loud, oversaturated items. Users reported the following issues:

- **Oversized branding everywhere**
- **Too many colorful patterns**
- **Difficult to find premium simple outfits**
- **Online images are often misleading**
- **Shopping apps feel overcrowded and cluttered**
- **Huge logos,Brandings on products**

User Research

Qualitative Research -

Questions We've asked -

- What is your overall opinion about today's fashion trends?
- Why do you prefer or not prefer simple, clean, solid color outfits ?
- What challenges do you face when looking for simple, clean outfits online/offline?
- What is your opinion about less-branding or hidden-branding concepts?
- From which apps or websites do you usually shop for clothes, and what do you like or dislike about them?
- When buying clothes, which matters most to you: design, comfort, or quality?
- What is the biggest challenge you face in maintaining a simple, clean style?
- How do you decide whether to make a purchase or not?
- Which type of clothes do you face the most problems with when buying?

Answers we've got mostly -

- Fashion Trends isn't that much nowdays.
- Simple & Clean Outfits cause it looks better.
- Quality, Not Value for money products,too much visual brandings,Finding my needs
- Gives a mature look, reflects personality
- Mostly,from facebook pages & facebook marketplaces & most of the time they have some quality issues.
- All of them.
- Hard to find qualitful products.
- Budget.
- Solid color wears.

Quantitative Research -

What Kind of style or fashion do you prefer?
Balenciaga
Loewe
Prada
Gucci
Versace
Dolce & Gabbana
Fendi
Saint Laurent
Valentino
Bottega Veneta
Brioni
Kiton
Brunello Cucinelli
Loro Piana
Zegna
Tom Ford
Ermenegildo Zegna
Giorgio Armani
Dolce & Gabbana
Versace
Gucci
Prada
Balenciaga
Loewe
Saint Laurent
Valentino
Bottega Veneta
Brioni
Kiton
Brunello Cucinelli
Loro Piana
Zegna
Tom Ford
Ermenegildo Zegna
Giorgio Armani
Fendi