

Tailor'd App



Group #10

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Design Goals

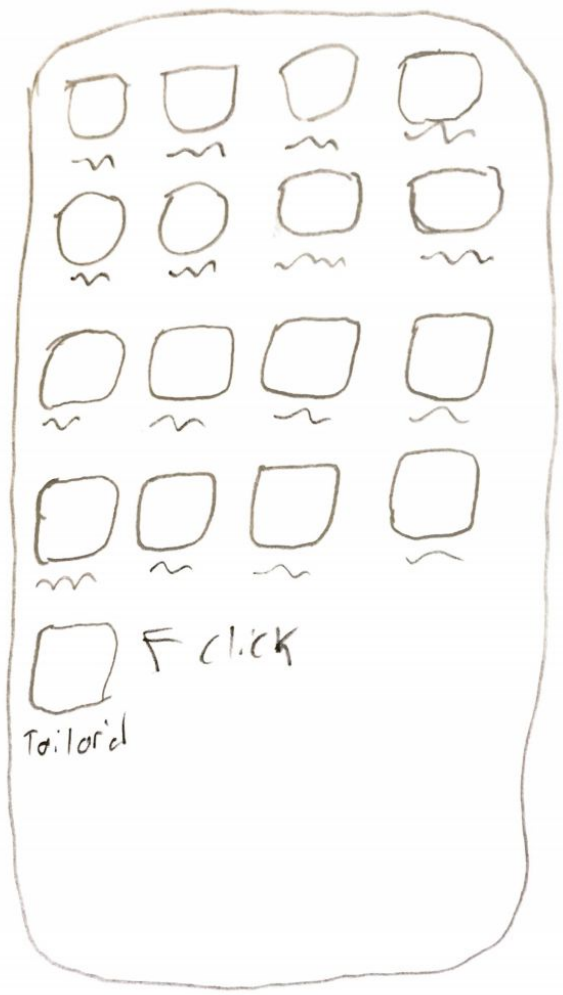
- Audience:
 - Current online clothing shoppers, of any particular kind of clothing.
 - Any who've had a previous negative experience attempting to narrow searches for clothing down on larger aggregate sites that throw mounds of options at the user
 - Those looking for convenience of use, various brands and clothing options located in one location, narrowed by their own choices.
- Motivation for use:
 - Frustrations with previous apps being not specific enough for personal preferences, as well as a general hub for those seeking simple ways to browse what they like.
- Tasks to be achieved:
 - Questionnaire asked of app user, based on responses provided to a number of different style and clothing choices, unique recommendations are provided for clothing to purchase at other retailers. User can refine recommendations by agreeing with recommendations or removing them, helping narrow down exact choices and styles.
- Usability:
 - Most people were open to answering styling questions with ease for focus groups, so be as specific as possible when figuring out options for them
 - No need for superfluous social media aspects or social pages, give options for clothing as that's what they are there for.

User Journey: User Answering Initial Questionnaire

Persona used: Lloyd Smith



Team Member: Vlad Semenyshev



welcome
to
Tailor'd

Begin

^ click

Please answer as
accurately as possible

1. ~~~~~?



✓
click

please answer as
accurately as possible

2. ~~~~~?



option 1



option 2



option 3



option 4

click

Processing
your
Recommendations

.....

0

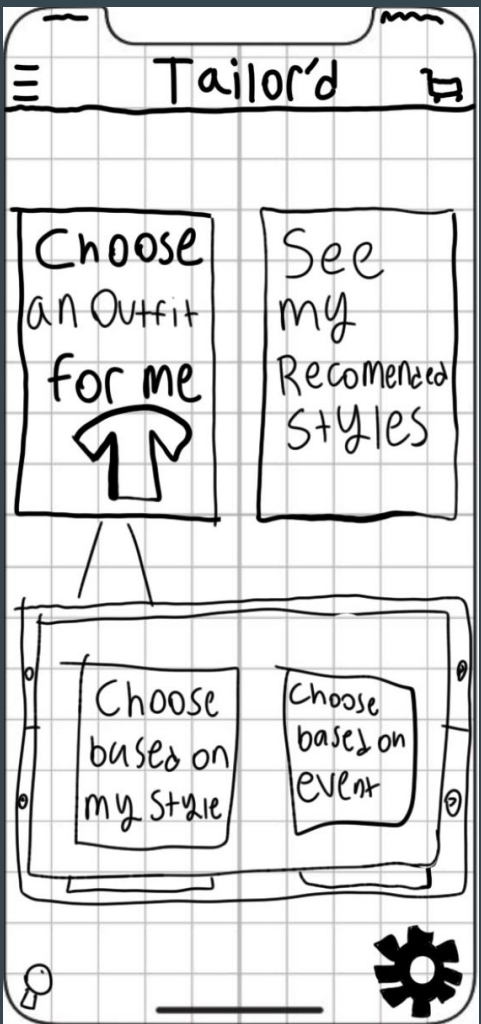
User Journey: Getting clothes recommended by event type

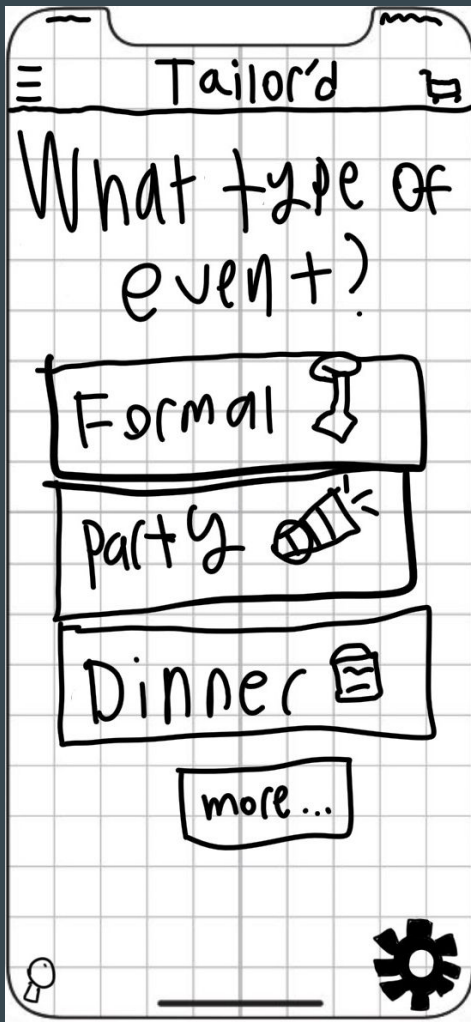


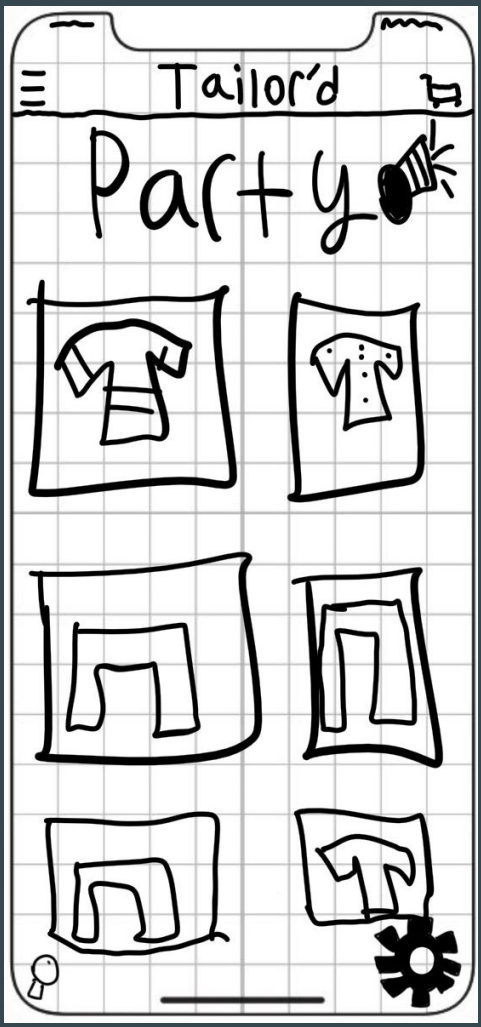
Rebecca Lake

Team Member: Alex Simms









User Journey: Selecting clothes and checking out

Persona used: Rebecca Lake



Team Member: Alison Arnette

Clothing Picks



name of item
price



name of item
price



Name of Item



● ○ ○ ○ ○

Price: \$8.99

Description: ~~~~~
~~~~~

- ☐ save item to list
- ☐ add to cart



# Shopping Cart

⊖ ☐ Item 1 price  
- 1.3 +

⊖ ☐ Item 2 price  
- 1 +

⊖ ☐ Item 3 price  
- 1.2 +

Total price: \$32.57  
+ tax: \$      
+ shipping: \$      
total: \$    

Checkout

## Shipping Information

First Name

Last Name

Address

City

State

Zip Code

Continue

## Contact Information

email

phone number

☐ text me updates about my order

Continue

## Payment Details

Visa



AE

Pay  
pal

Card Type

Card Number

Name on Card

Expiration Date

Month v

Year v

Security Code

Place Order

Your  
Order  
has been  
placed

You will receive email  
confirmation of your  
order.

total: \$mm

# User Journey: Viewing past purchases/ filters(questionnaire input) / recommendations

Persona Used: Rebecca Lake



Team Member: Andre Jessie

# Tailor'd

☐ Find new clothes

☐ Good deals

☐ New clothes

☒ Past Purchases

↑  
click

# Tailor'd

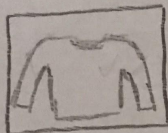
5 Menu

Purchase History

Date: October 1, 2020

Item(s): Fleece Sweater

shirt, L



\$19.99  
Medium  
Tan

Filters:

☒ Sweater

☒ Sale

☒ Fall

☒ Hollister

Other Recommendations:

