

VIRTUAL CLOSET

SOPHIE WEN
DIGITAL PROTFOLIO



PROJECT BRIEF

Problem Statement

People always have a problem with “what to wear today?” But sometimes it’s a waste of time looking for clothes in their closet, putting things on, taking them off, and trying another piece. What if the closet and shoe rack were separated in different locations? And trying your shoes would make your bedroom carpet dirty? Those problems could be solved by a virtual fitting room.

When I was young, I liked to dress up my dolls with different clothes. It was a fun game to me, and I hope that this app could be not only useful but also enjoyable!

Product Description

The **Fitting Room** app will let people customize their gender, weight and height and skin color. The users could add clothes which are similar to their own clothes from the library. It also allows users to save and share their outfits on the social media platform. If they tried something which they liked but don’t have it yet. The users could get referrals from real cloth brands and shop online.

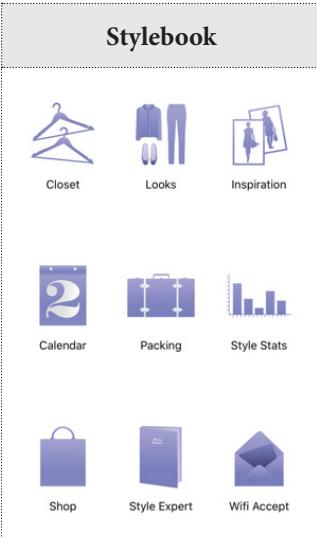
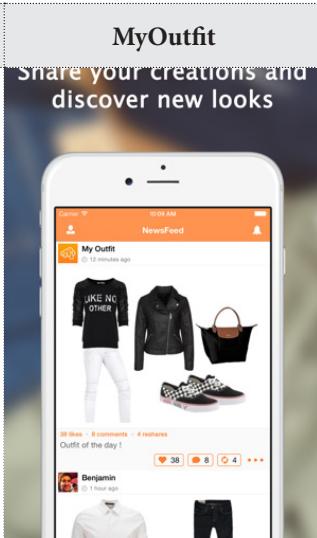
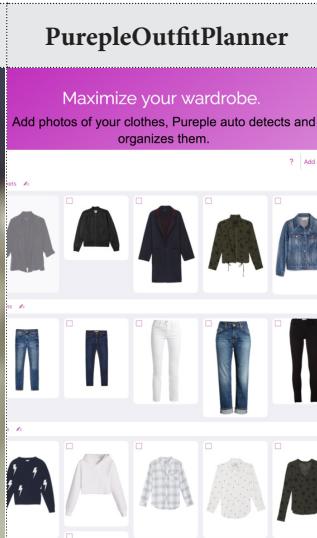
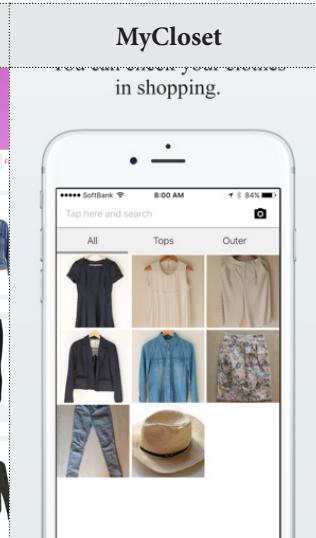
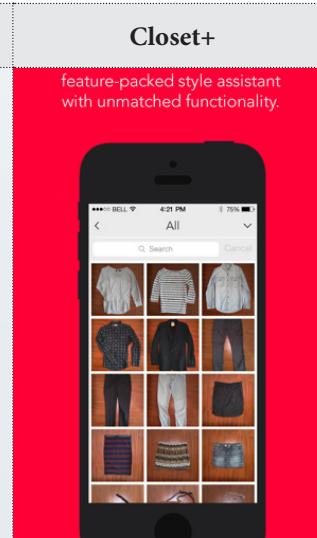
User Needs

Users want to use this app to try their clothes. By solving this problem, they need to:

- Create a personal account that customized their personal information.
- Add clothes the user has from the library.
- Explore more clothes from the library, mark their favorites.
- Save outfits.
- Check clothes that are selling on online stores.
- Share their satisfied outfit on their social media platform.
- Provide commons for other users (maybe)

Product Format

Mobile app

DIRECT		INDIRECT			
					
Price	3.99	free	free	free	free
App store rating	4.7 ★★★★★	2.9 ★★★	4.0 ★★★★★	3.5 ★★★★★	2.3 ★★
Color	 	 	 	 	 
Branding	fashion, clean, elegant, expensive	simple, life-style, warm, natural	feminine, young, vive, cheap	crude, user friendly, elegant	contrast, sharp, sexy, luxuriant
UX/navigation	Functional icons, easy for use, only the packing function is confusing	Cloth icons are too small on cellphone screen, buttons are well set	Clean and well design icons, minimal text but buttons are easy to find	Only few buttons, and limited selection	Good type hierarchy, information is seay to see, clothes and icons are small
Features	<ul style="list-style-type: none"> • Closet • Looks book • Inspiration • Calender for everyday dress • Style stats analysis • Shopping • Expert Suggestion • Category by color 	<ul style="list-style-type: none"> • Closet • Outfits • Social media connection • Like and comment • Category by cloth type • Search bar 	<ul style="list-style-type: none"> • Closet • Outfits • Very deatil categories • Like and comment • Shopping make up a large proportion • Price per item 	<ul style="list-style-type: none"> • Check your clothes while you're in shopping • Very simple category • Acquistion day • Search function 	<ul style="list-style-type: none"> • Closet • Worn date and times • Item cost • Cost per wear • Calender, note for the day • Search bar • Sorting by newest/oldest first

DIRECT		INDIRECT			
	Stylebook	MyOutfit	PurepleOutfitPlanner	MyCloset	Closet+
Strengths	Powerful app, perfect function, comfortable design, great branding, and excellent UX	Bright brand color, easy navigation, like and comment from other users, no cost for installation	Surggest outfits, nice color and layout design, auto categorizes your clothes, great UX	Free, and simply for use. A useful small app that help shopping and killing your time, add notes for each cloth and search from notes	A different way to manage your closet. Treat your clothes as assets, caculate the cost and worth, great concept
Weaknesses	Privit closet, can share outfit but might need to connect to social media platforms outside the app. No free-trying feature	Too small cloth icons, not enough feature, no connecting to shopping	Expensive, subscription fee \$4.99/week, \$9.99/month or \$69.99/year	Poor features, crude design, not special within tons of other similar apps	Limited audients, no outfit suggestion, not user friendly, all about money but your look.

Summary

It already has some good apps that help people manage their closet. **Stylebook** and **Pureple Outfit Planner** did a great job! I like **Stylebook** best so far not only because it's powerful functions but also \$3.99 for getting the whole app. **POP** is crazily expensive for me although the price is reasonable. If I design an app, these two apps might be great examples to learn. Otherwise, **My Closet** and **Closet+** both get in different directions, they're very cheap made and might not be a strong competitor to my app.

In general, my app would included most of the features that the closet management apps have, such as:

- Closet
- Outfits and suggestion
- Social media connection
- Shopping
- Category by color or cloth type
- Search bar
- Calendar (maybe)
- Free trying

But most of the apps are not including try-on features which allows users customise their weight and height. The clothes are also flat, it's difficult for users imaginate how they really look when putting them on. This could be a strength if I include the feature on my app.

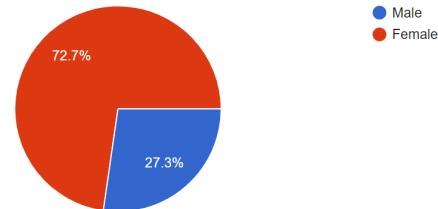
Survey Analysis

This project is making a virtual closet mobile app that helps people organize their clothes and provide outfit suggestions.

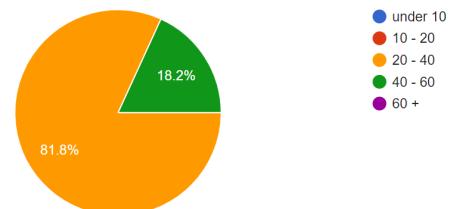
The purpose of the survey is to find out our potential users, determining their needs for the service. We also want to know what features would be best to include in the app, and the colors, feelings of icons, and layout for the targeting user group.

1. Demographic information

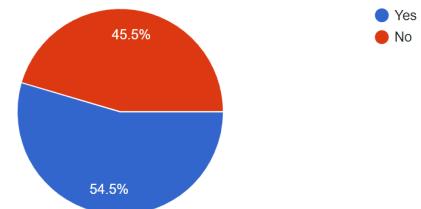
We asked about people's gender and age. Most of the people who were interested for this app are female, and their age rank is from 20-40.



Graphic 1 Gender



Graphic 2 Age

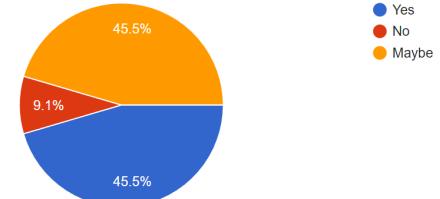


Graphic 3 Work from home

Survey Analysis

3. Relationship between fashion and habit

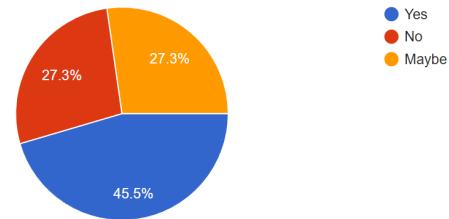
We also want to know whether there is a connection between people's fashion taste and the habit of managing their closet.



Graphic 4 Wether fashion important

4. How frequency to buy clothes

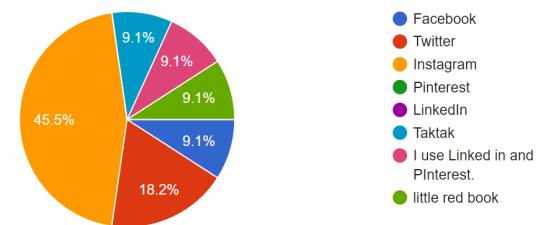
Online shopping is one of the features that we want to include in the app. The user's information would help us get to know how important this feature is. Also, what percentage of users would prefer online shopping.



Graphic 5 prepare outfits

5. Social media platform and connection

The last information we like to know from our user is social media preference. Such as *what kind of social media platform they like/use most*, and *whether they want to share their outfits with others*. This information would help to shape our features.



Graphic 5 Social media

Survey Summary

Based on the survey, we know that our users:

- Could be any gender but mostly female
- Young, the age range would be 20-40
- They use public transportation to work
- Fashion is somewhat important
- They prepare their outfits and organize closet
- 100% would buy clothes online
- Like outfit suggestions
- Use Instagram
- Might want to share outfits with friends

The features of the app should include:

- Bright color
- Fun to use
- Free or low price
- Outfit suggestions with existing clothes and new clothes
- Connecting to Instagram
- Online shopping

Persona I



Eshal Karim

Age:24

Occupation: Sales Manager

Status: Single

Location: Santa Clara

"I like to keep looking professional to my customers."

Bio

Eshal is a Sales Manager who cares about her customer's need so much. She is working hard with her sales team to make sure they provided the best products to the customers and also meet the company's sales goal. Eshal is frustrated by the fact that she doesn't have enough time prepare her outfit before getting out from home.

Goals

- Prepare her outfit everyday
- Look professional at work
- Looking nice on party
- Keep up with the fashion trend
- Dress up clothes quickly
- Keep connection with her customers and friends

Frustrations

- Taking too long on the way commute to work
- Don't have enough time to dress up
- Working too busy to keep up with fashion trend
- Not enough interaction with her customers and friends

Technological prowess

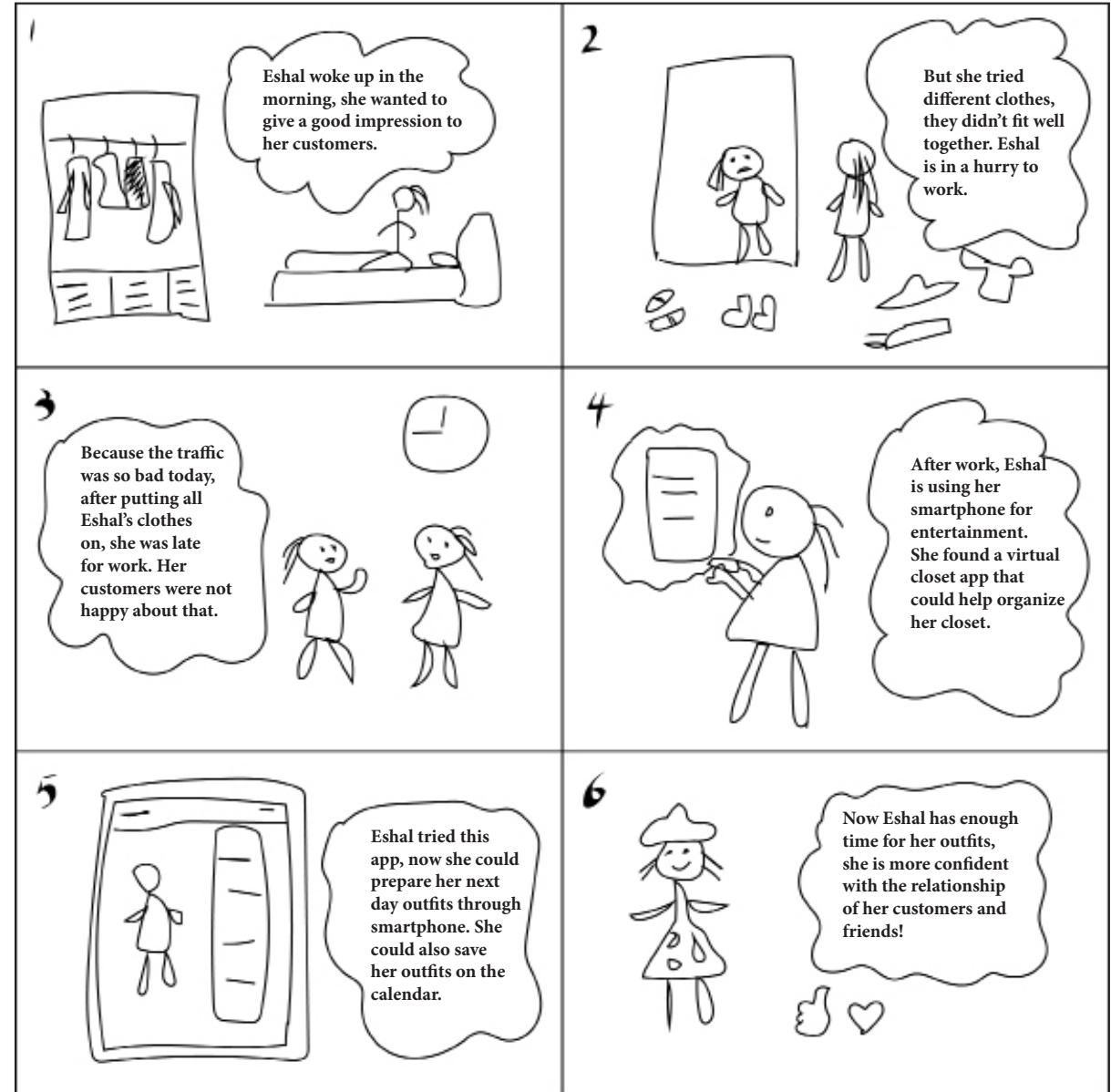
- Smartphone user
- Laptop
- Medium speed network
- Early adopter
- 5 hours a day spend online

Personality

Extrovert
Feeling
Sensing
Sociable

Scenario & Story I

As a sales manager, I want to look professional to our customers. However, I'm taking too long on the way to work, I don't have enough time to prepare my everyday outfit for work. If I can use a mobile phone app to try on my clothes virtually, I could prepare my next day, or next week's outfits. It will save me a lot of time!



Persona II



DAVID MILLER

Age: 28

Occupation: Product Designer

Status: Single

Location: New York

"Fashion is my icon and I always in the font of the world"

Bio

David is a product designer but also a fashion lover. He is full of energy, like to join parties and make new friends. David is very confident with his fashion taste, he want to share his outfit taste to others. But sometimes, his best friends are too busy at work, they missed out David's newest outfits.

Goals

- Prepare his outfit carefully
- Looking great to his friends
- Connecting with many people
- Keep up with the fashion trend
- Online shopping
- Relax and have some fun

Frustrations

- Friends absent his party
- Don't have to go to stores to buy clothes
- Too many clothes, sometimes hard to find one

Technological prowess

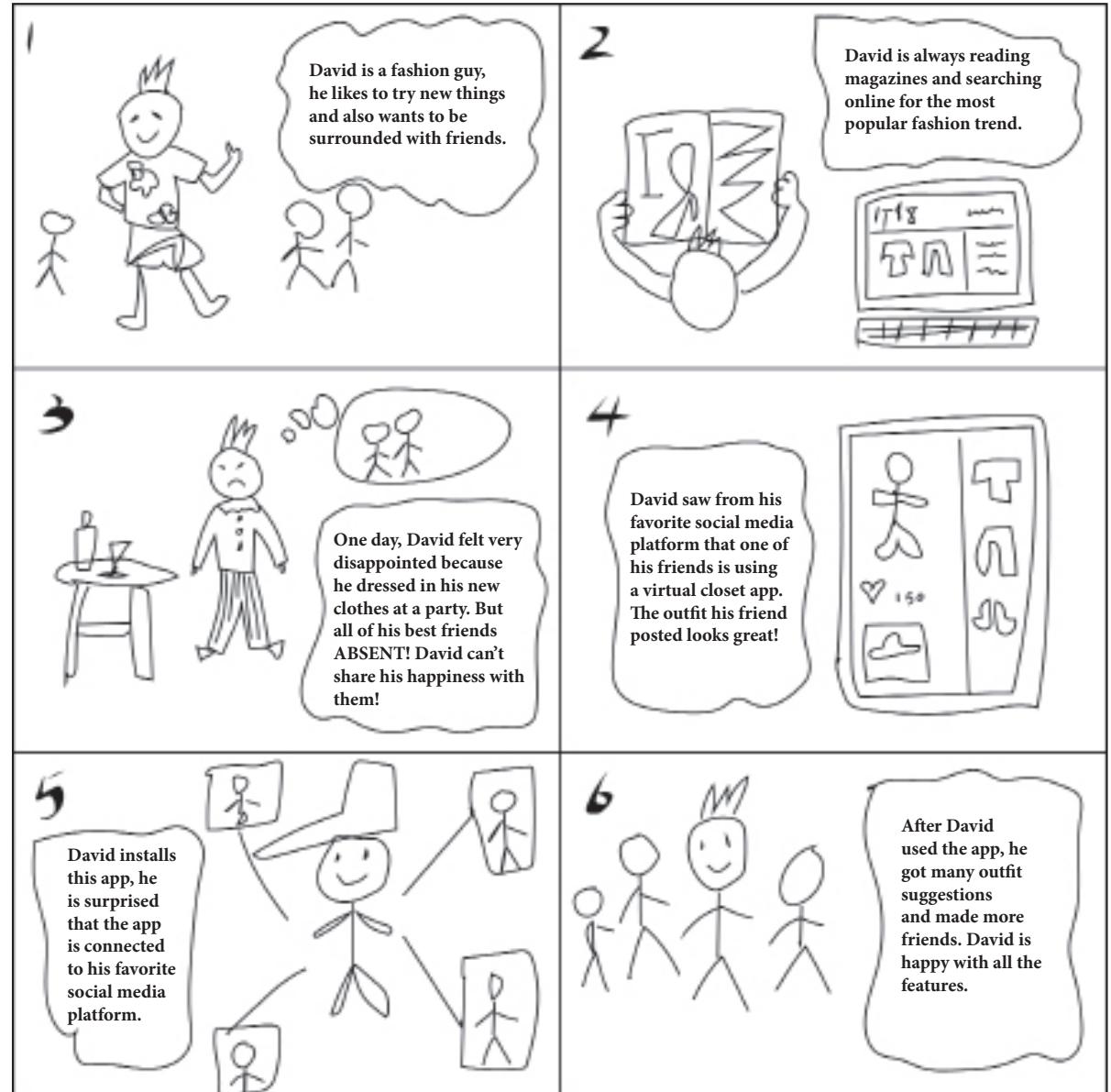
- Smartphone user
- Desktop
- High speed network
- Early adopter
- 3 hours a day spend online

Personality

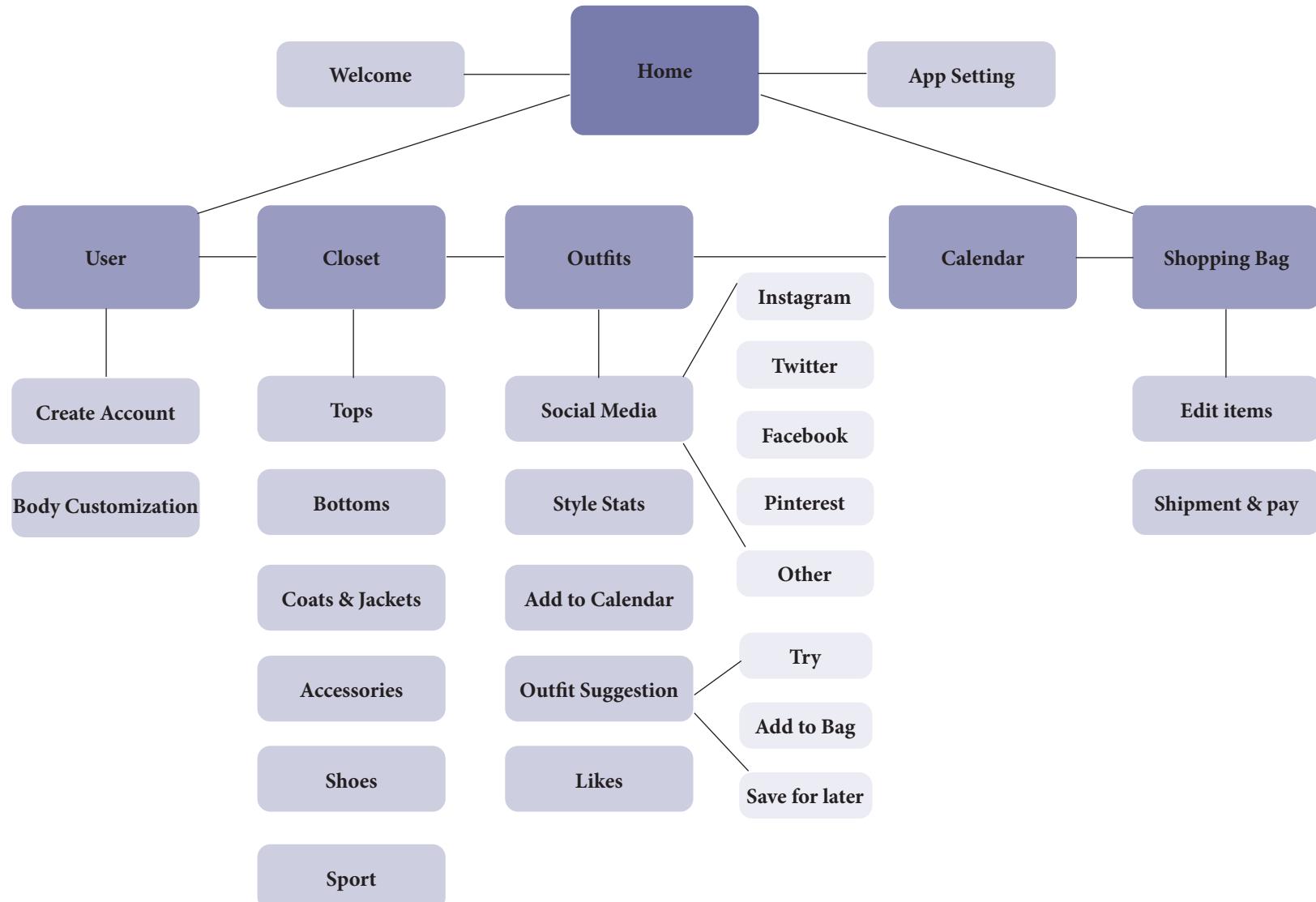
Energetic
Curious
Judging
Organized

Scenario & Story II

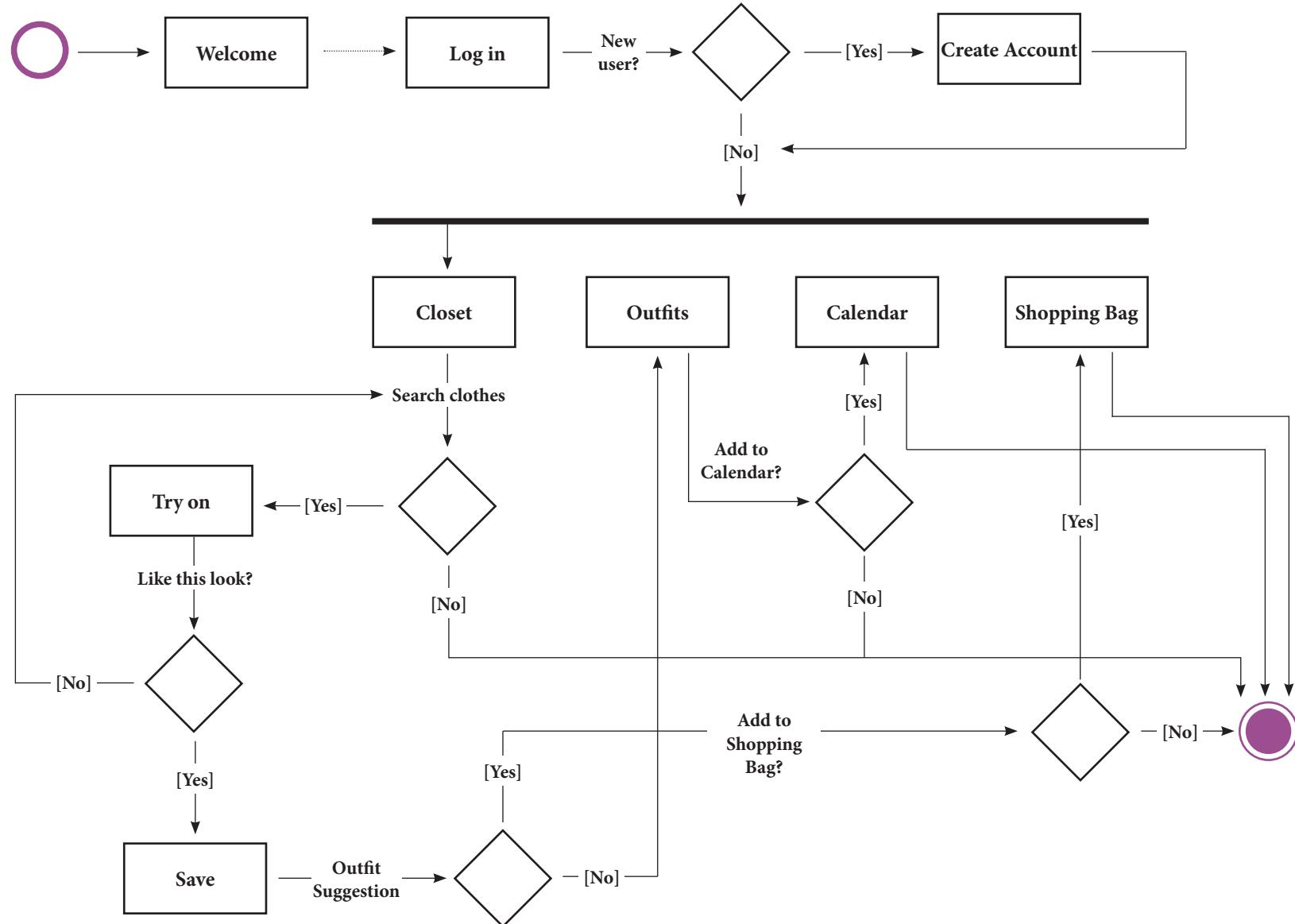
As a single product designer, keeping up with the newest fashion trend is my work and my life! In order to look nice to others and show my taste, I prepare my outfits very carefully. But sometimes my friends can't join our after-work party, they would miss my newest outfits. If I can share my fashion taste on the social media platform, I will making more friends!



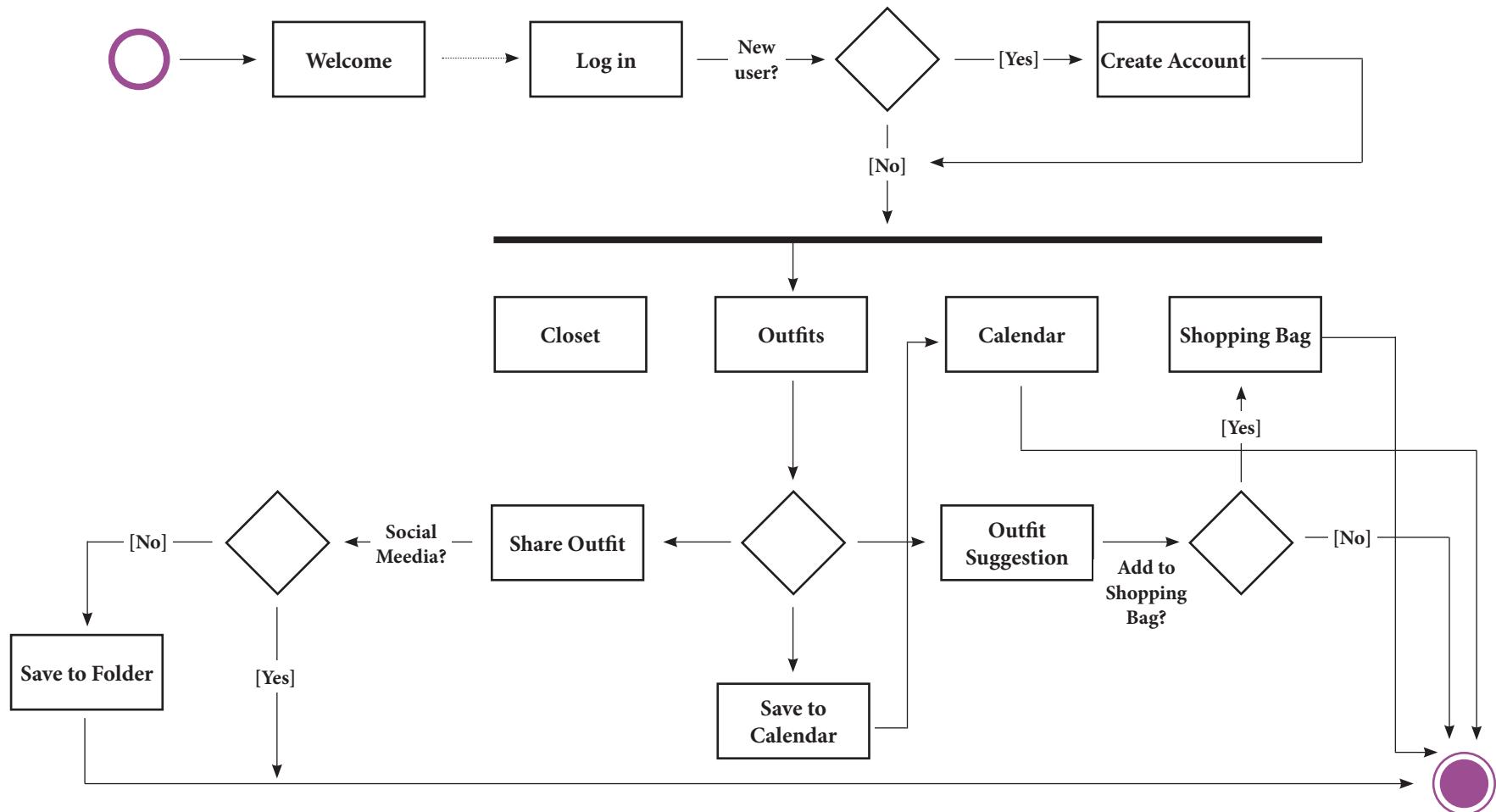
Sitemap



User Flow I



User Flow II



User Test

To determine how convenient it would be for users using this app, I created paper sketches for different screens that are necessary to user flows. Totally 5 people did the test with paper prototypes (sketches) and they provided important feedback.

USER FLOW I

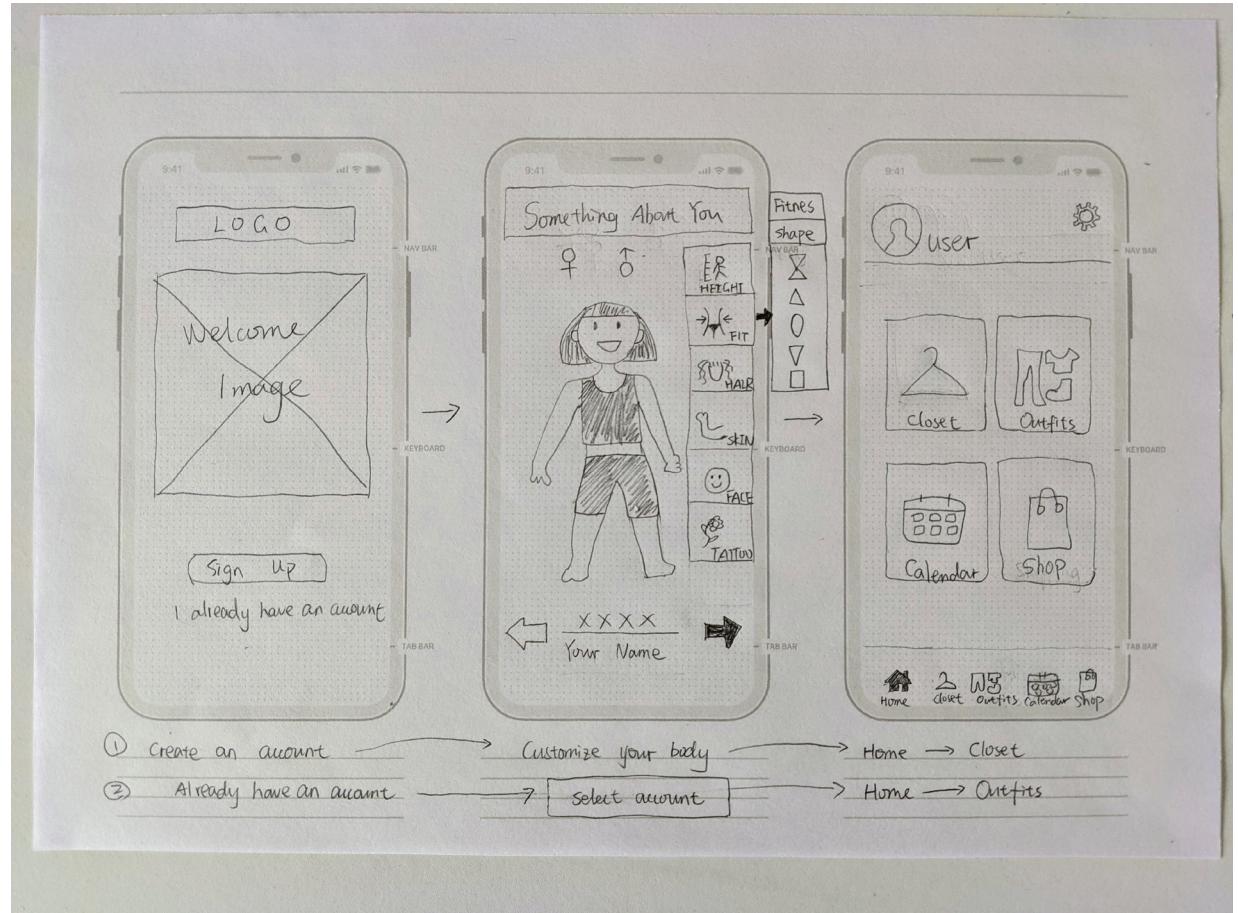
Start from WELCOME page

→ “SIGN UP” bottom to create account
→ User customization page, including Height and Body features (** User feedback : a. Icons of body shape are not clear, need more detail. b. Tatton customization is not necessary*)

→ Typing username

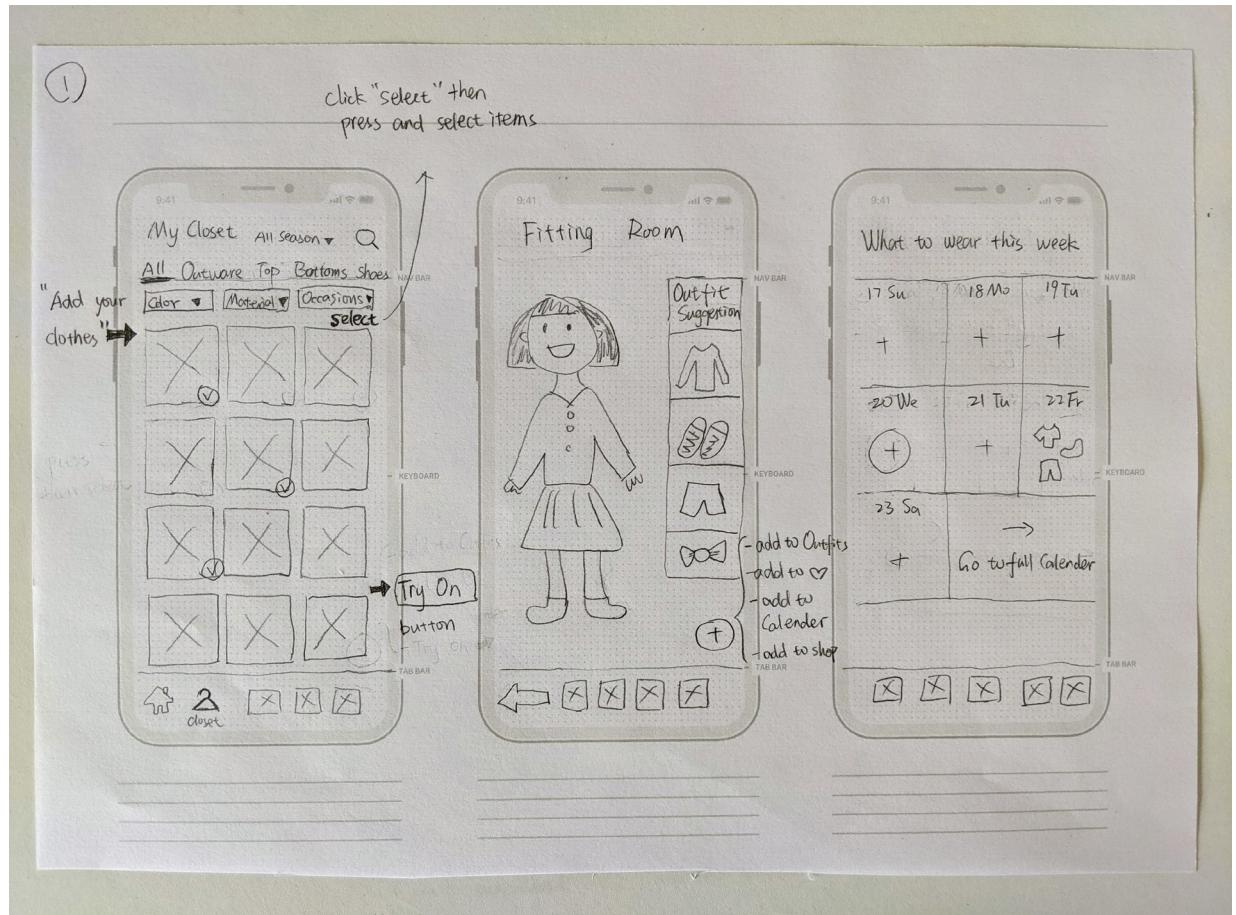
→ HOME page (** User feedback : Navigation bar on the bottom of the page is not necessary. The 4 images already indicated navigation*)

→ Select “CLOSET”



User Test

- “My CLOSET” page
- “Add your clothes”
- User select filters, press and select items (*
User feedback : a. “Select” should be noticeable before selection. b. “Try On” bottom could flow in somewhere.)
- To “FITTING ROOM” page
- Satisfied with the outfit, press “+” button (*
User feedback : If you have the “add to favorite” function, somewhere should have a “My Favorite” tag. Could be under “Closet”)
- Select “Add to Calendar”
- “Calendar” page, only show this week’s calendar, and show small images of the outfit to the date.
- End

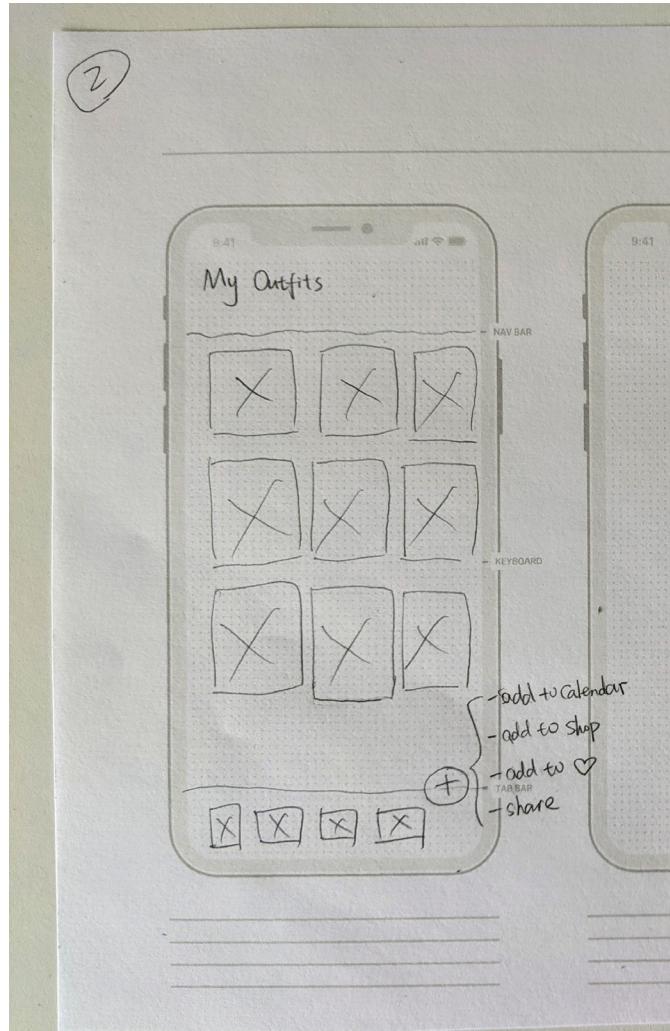


User Test

USER FLOW II

Would be similar to user flow I,

- “SIGN UP” button to create account
- User customization page, including Height and Body features
- Typing username
- HOME page
- Select “MY OUTFITS”
- Small images showing saved outfits
- Press “+” button
- Seeing “Add to calendar” “Add to shop” “Add to favorite” and “Share” (* User feedback : Share could be shared to social media or saved to local folder, maybe more detail about that)
- Select “Add to calendar”
- Go to “CALENDAR” page
- End



Digital Prototype

Based on the paper prototype and user feedback, I did digital wireframes and used them for digital prototype. 5 users took part in the test and provided precious feedback.

USER FLOW I

Start from WELCOME page

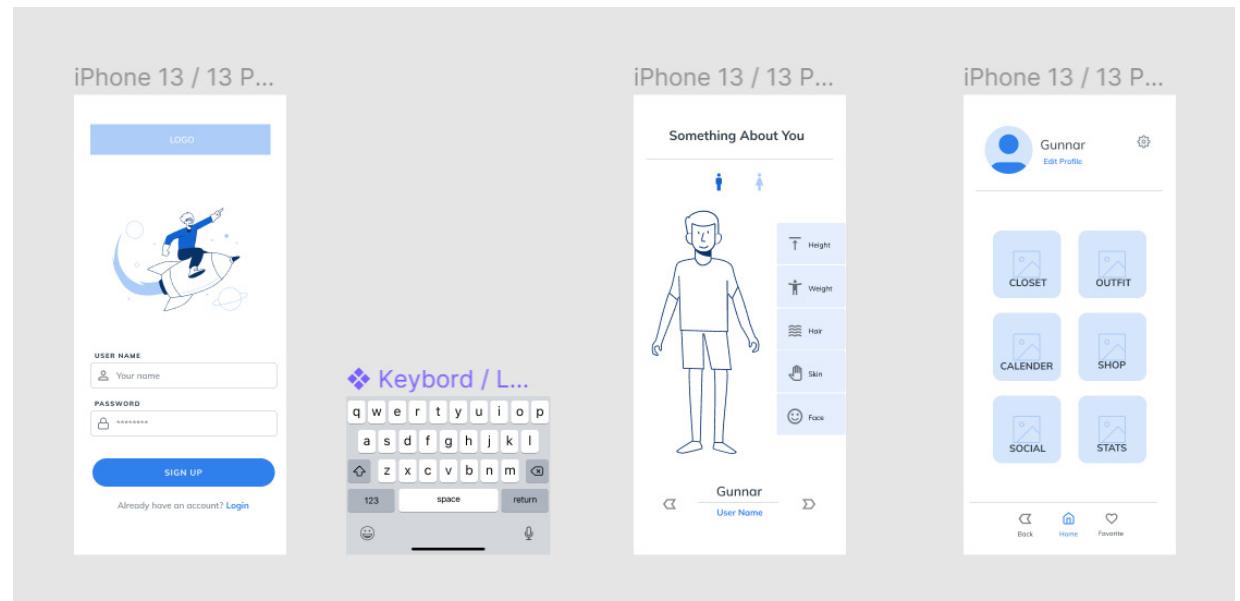
→ “SIGN UP” bottom to create account
(* User feedback : a. “User Name” should be “Username”. b. This is confusing, usually username are email address, and typing “password” should be for the user who already have an account.)

→ User customization page, including Height and Body features (* User feedback : “User Name” could be just “Name”)

→ Typing a name

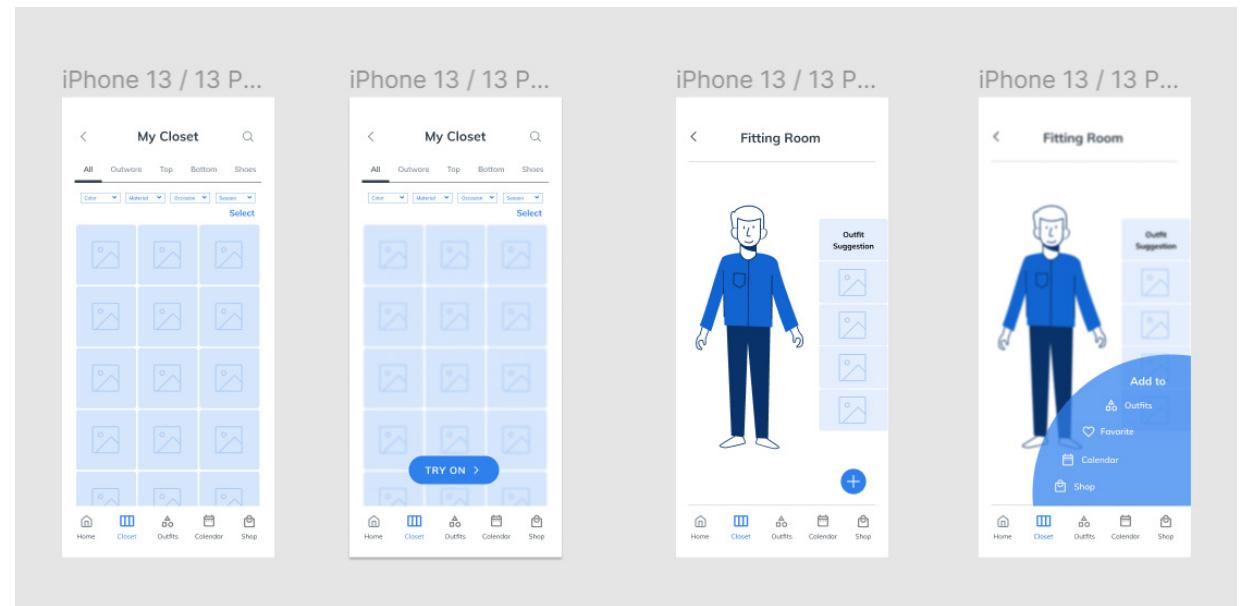
→ HOME page (* User feedback : “Back” icon is not functional. You could use “edit profile” to go back to person customization)

→ Select “CLOSET”



Digital Prototype

- “My CLOSET” page, assuming you’ve already add some clothes.
- User select filters, press and select items, then show “TRY ON” button.
- To “FITTING ROOM” page
- Satisfied with the outfit, press “+” button
- Select “Add to Calendar”

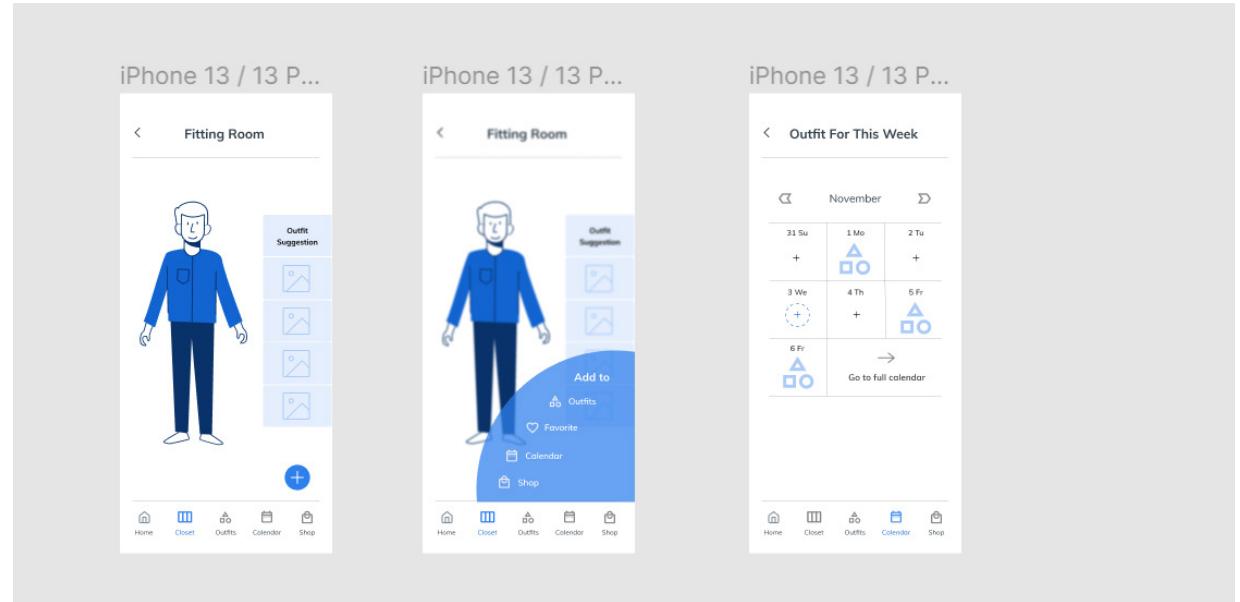


Digital Prototype

→ “Calendar” page, only showing this week’s calendar, and show small images of the outfit to the date.

→ Press “+” to add outfit to the date. “+” with circle means the date is today.

→ End



Digital Prototype

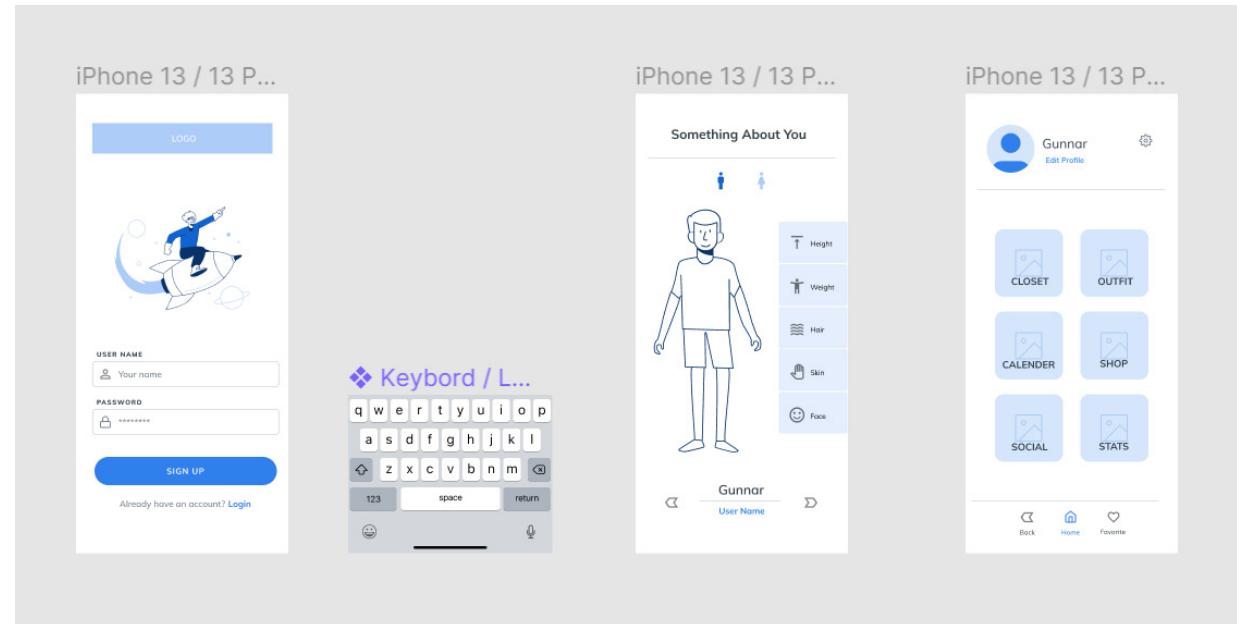
USER FLOW II

Would be similar to user flow I,

→ “LOGIN” to an existing account

→ HOME page (* User feedback : “SOCIAL” and is not a main feature for this app, could be put on the bottom navigation bar as “FAVORITES”)

→ Select “MY OUTFITS”

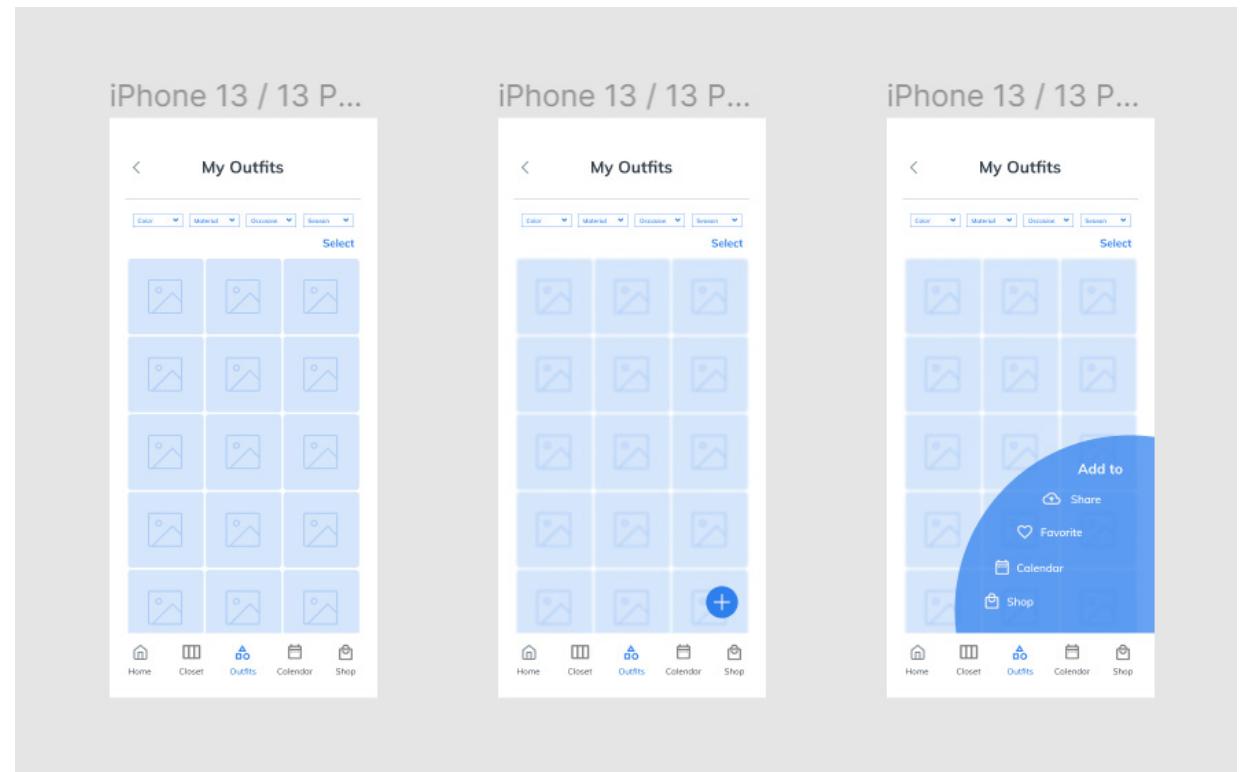


Digital Prototype

→ Small images showing saved outfits

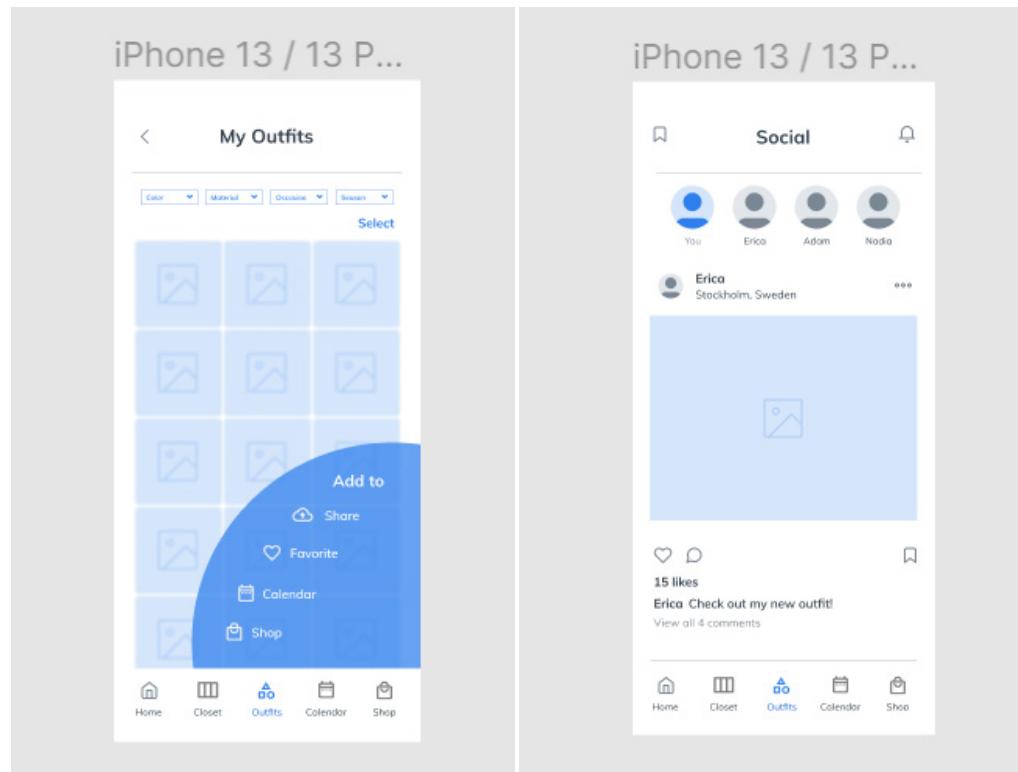
→ Press “+” button (* User feedback :
When selected outfit, I should see the detail of the outfit, and then link to the “FITTING ROOM”)

→ Seeing “Add to calendar” “Add to shop”
“Add to favorite” and “Share” (* User feedback : *This is the same function on “FITTING ROOM”*)



Digital Prototype

- Select “Share”
- Go to “Social” page
- End



Style Tile

Color palette



Stylish
Warm
Aware
Sophisticated

THIS IS A HEADER

Frutiger Bold

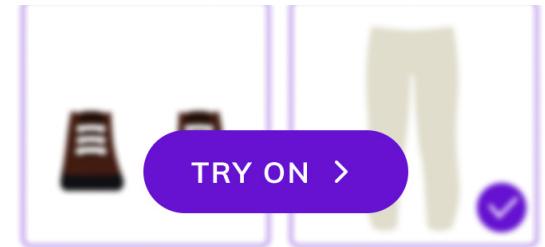
This is a subhead

Frutiger Roman

these are for paragraph, text use Mil
moluptat litia doloribus. Pid ut eos eatem
enis sent occatis maximolut maionsequa
re aut harum rerisit quiste verum et fuga.
Itatae consent, quam, qui ad ent ma
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Frutiger Light

Button style



Home



Closet



Outfits

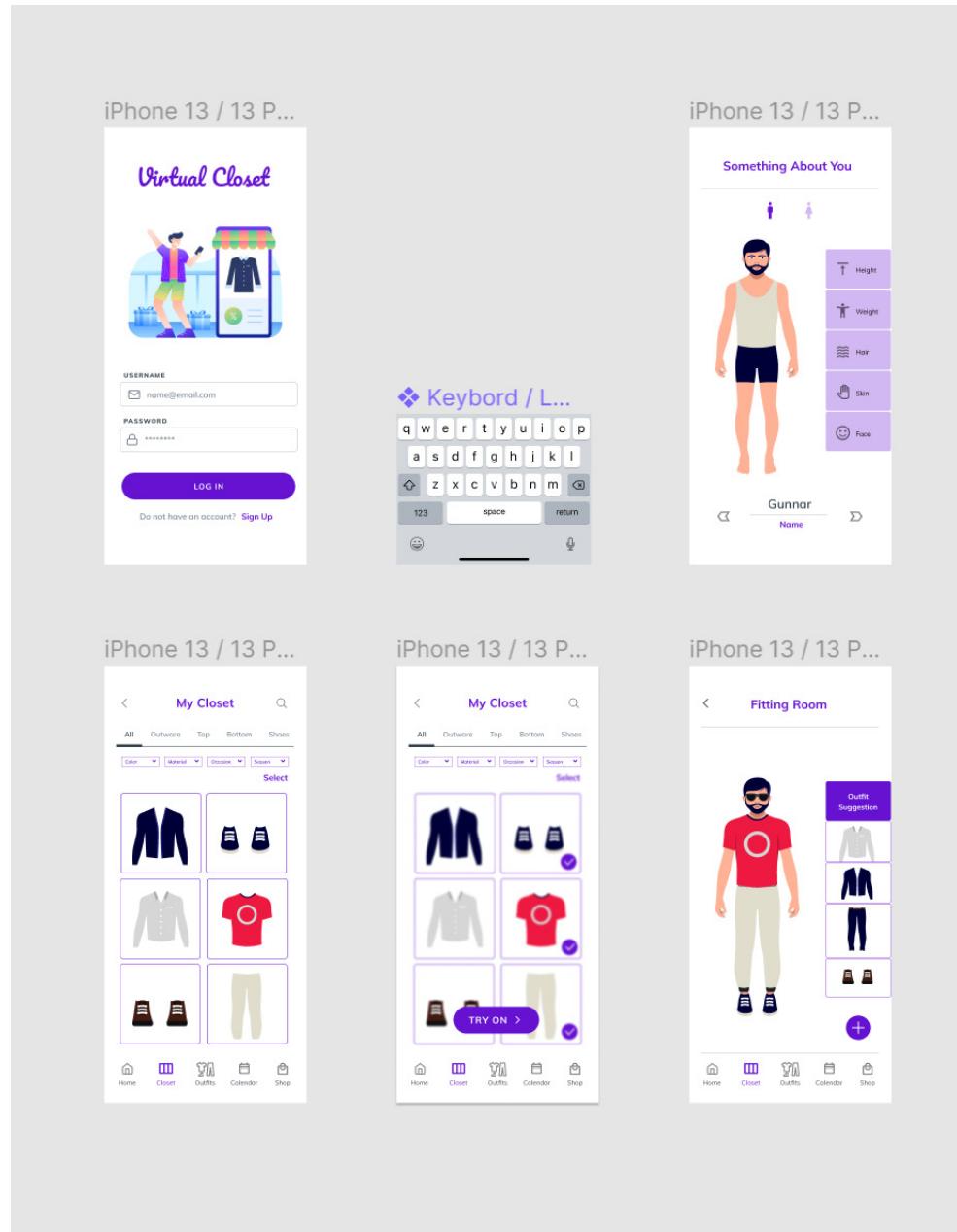


Calendar



Shop

Hi-Fi Prototype



Hi-Fi Prototype

Link to hi-fi prototype:

<https://www.figma.com/proto/hR5FG9E8za4qcanAw0vZo8/Virtual-Closet?node-id=3%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=3%3A2>

