



Accoutre | Assignment 3: Final Report

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*HCIN-730 User-Centered Design Methods
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INTRODUCTION

Accoutre is a mobile application for dressing, that is aimed at providing suggestions and allowing its users to pick out clothes, either (i) based on the current weather outside, or the weather throughout the day, or/and (ii) based on an occasion or an event that they are to attend, such as a party, wedding, interview, sports activity, and so on, scheduled on their calendar or in their e-mails.

We conducted contextual inquiries for 12 participants in total, 3 participants each per team member. The interviews were conducted via video calls, or in person. We interviewed both male and female participants, between the ages of 20 to 60+ years, and who owned a smartphone. To ensure that the data we collected from our contextual inquiries came from a relatively diverse set of end users, each of our group members interviewed participants who were located at different geographical regions, with varying climates and weather conditions. The interviews also provided us with different scenarios for the type of occasions or events that the participants were most likely to attend or dress for.

Thus, we identified that the primary stakeholders of our application would be the end users who own and use a smartphone, and ones who need help in picking out clothes based on the weather outside, or an event they are to attend.

DESIGN IDEATION

Brainstorming

From the data collected through our contextual inquiries, we could identify the primary stakeholders of our application, that is, the end users who own and use a smartphone, and ones who need help in picking out clothes based on the current weather outside, or an event they are to attend.

Based on the information gathered from our study models – flow models, sequence models, artifact models, physical models, and cultural models, we consolidated our findings into an affinity diagram, and a consolidated sequence model.

In general, our key observations from ‘walking the wall’, with respect to the primary workflows for users to pick out their clothes were as follows:

- Users check the current weather outside or the weather throughout the day, using a reliable weather app, before picking out clothes for that day.
- They select clothes based on an occasion or an event, such as a party, wedding, interview, sports activity, and so on.
- They pick out clothes randomly.
- They use applications such as Instagram or Pinterest to follow fashion trends and be aware.

Specific Tasks and App Features

To narrow down on the design ideas for our application from the users' perspective, we identified the following tasks and features as they relate to the goals:

- Sync with the calendar application.
- Access to user's current location.
- Access and connect to the weather application.
- Sort clothes based on categories, for example – type, fabric or season.
- Option to feed-in clothes present in user's current wardrobe under each category.
- Run algorithms to choose and suggest clothes based on weather, events, or fashion trends.
- Option to choose and mix-and-match clothes manually, in case the algorithm gets it wrong.
- Suggestion to shop for clothes online, based on current requirement and unavailability in user's closet.
- Suggestion of suitable online retailers, and direction to their official websites.

Future Improvements

For future work, the aspects of relevant tasks and activities that could be improved are as follows:

- The application would help users to conjure a virtual image of how they would look in an outfit.
- It would allow users to connect with their friends/family, share images of outfits with them, and take suggestions.
- It would notify users about online offers or sales by their favorite retailers, or based on their current wardrobe requirement.
- It would allow users to save and maintain their online shopping history.

App Logo

We came up with the design below for the logo of our app **Accoutre**.



Figure 1. Accoutre Logo.

VISIONING

Figure 2 below shows the vision of the overall design for our app **Accoutre**.

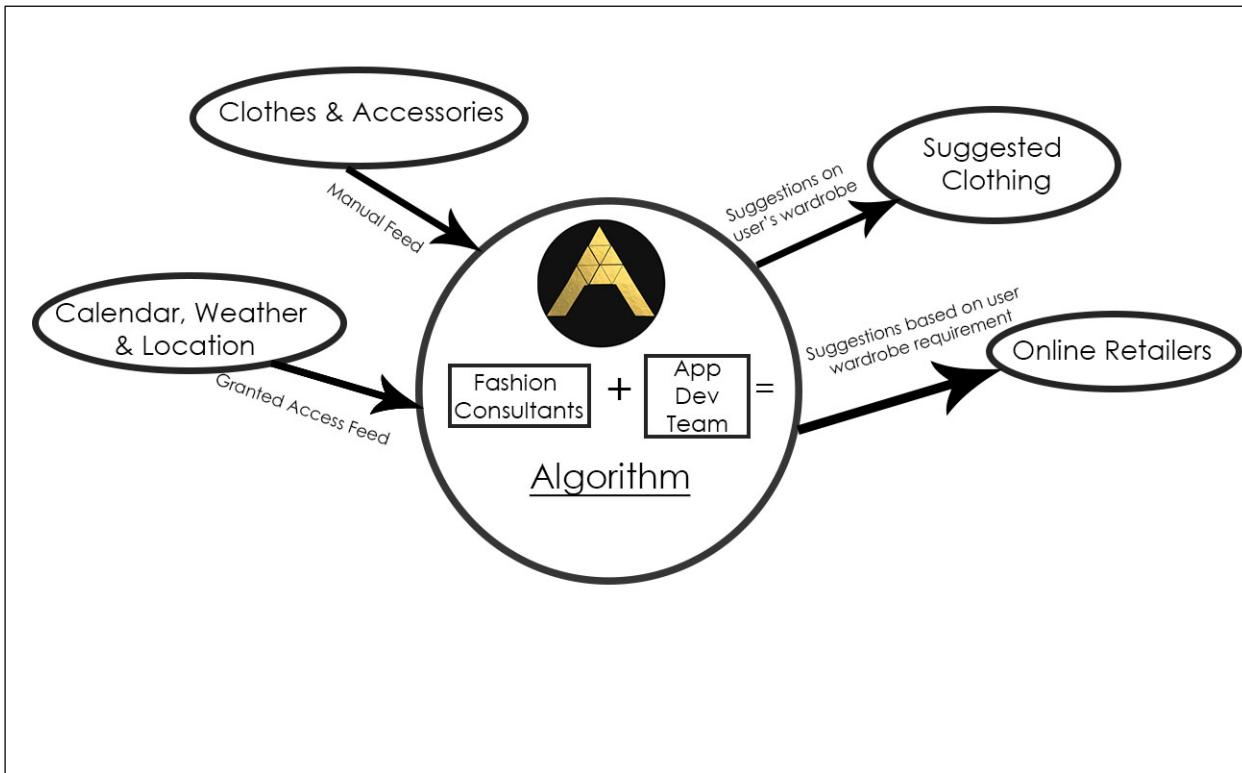
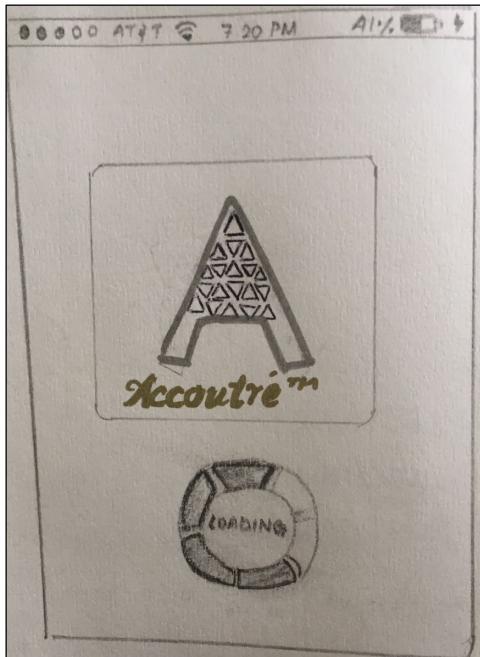
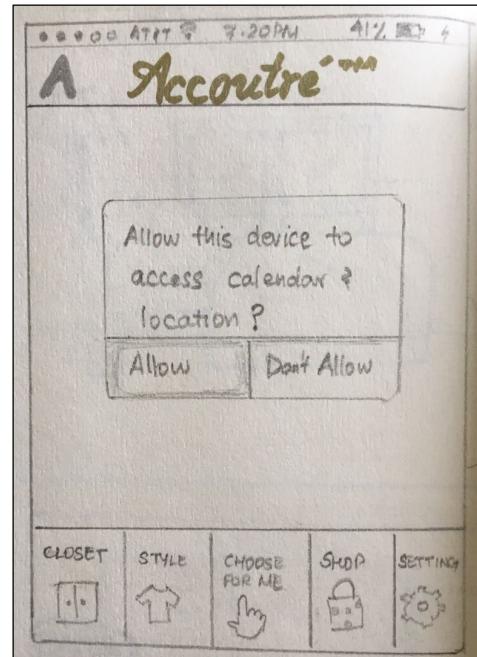


Figure 2. Vision.

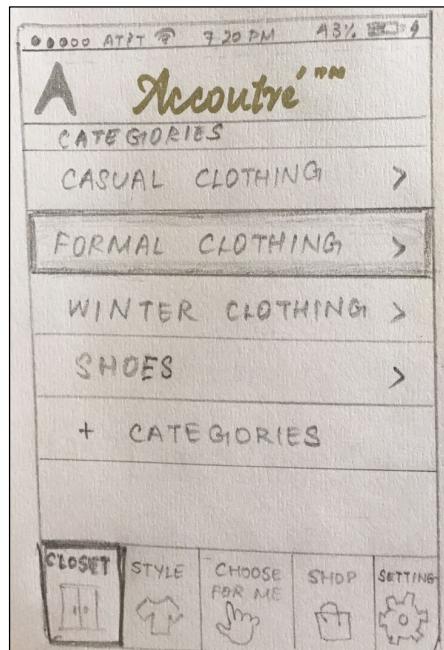
Low-fidelity Prototype



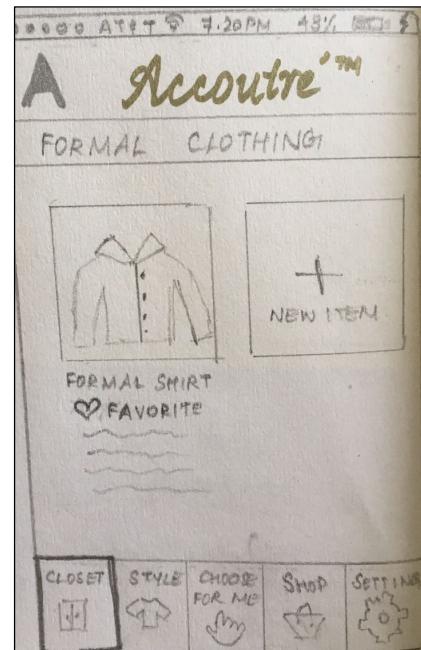
Screen 1



Screen 2

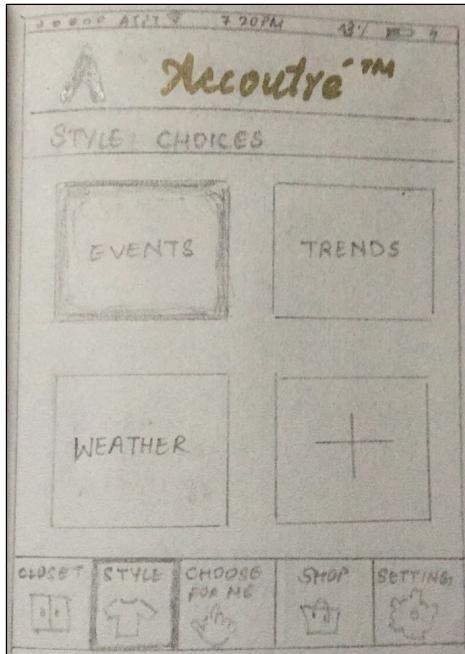


Screen 3

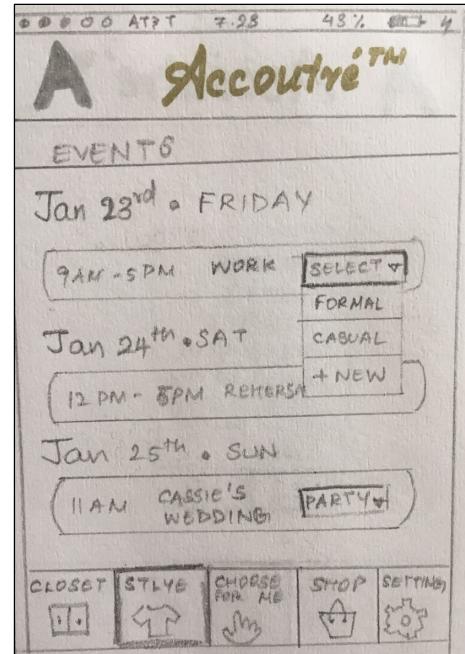


Screen 4

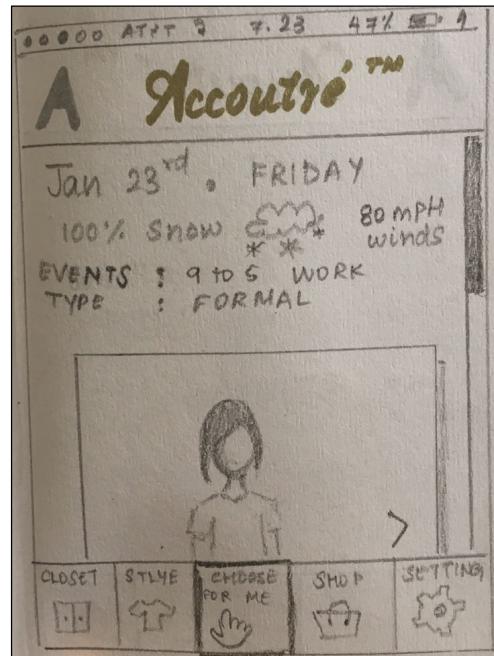
Figure 3. Low-fidelity Prototype – Screens 1-4.



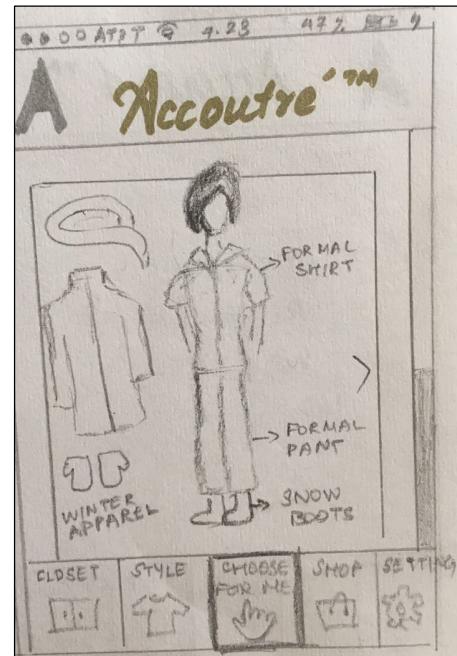
Screen 5



Screen 6

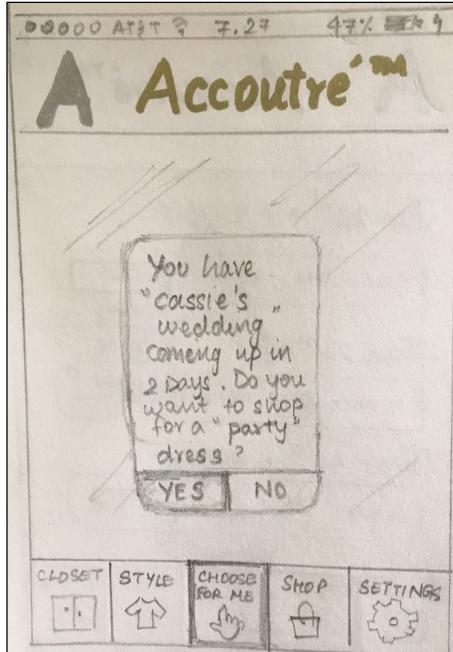


Screen 7



Screen 8

Figure 4. Low-fidelity Prototype – Screens 5-8.



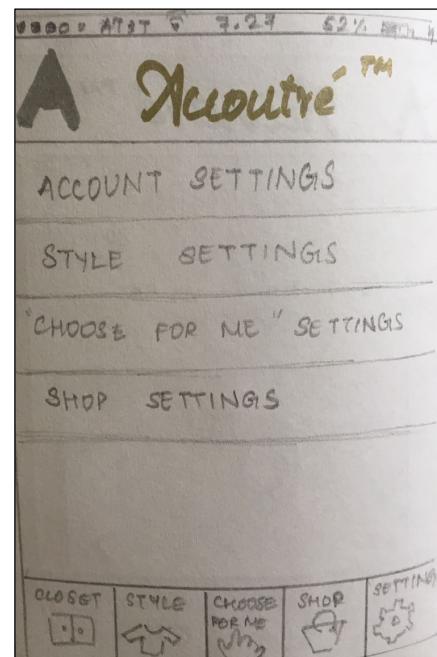
Screen 9



Screen 10



Screen 11



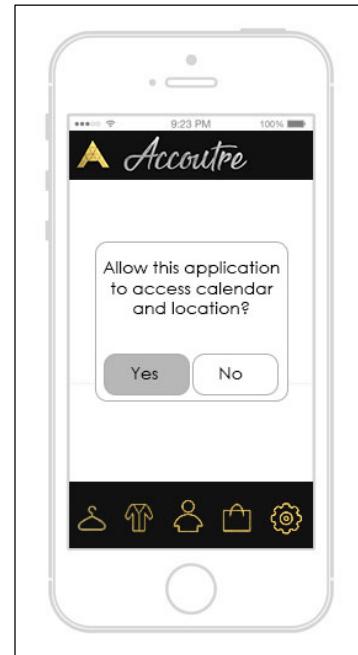
Screen 12

Figure 5. Low-fidelity Prototype – Screens 9-12.

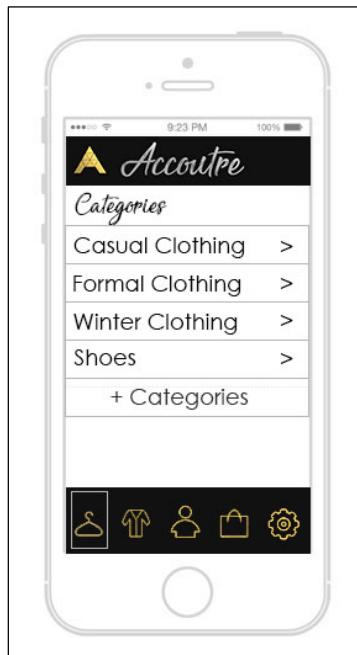
High-fidelity Prototype



Screen 1



Screen 2



Screen 3



Screen 4

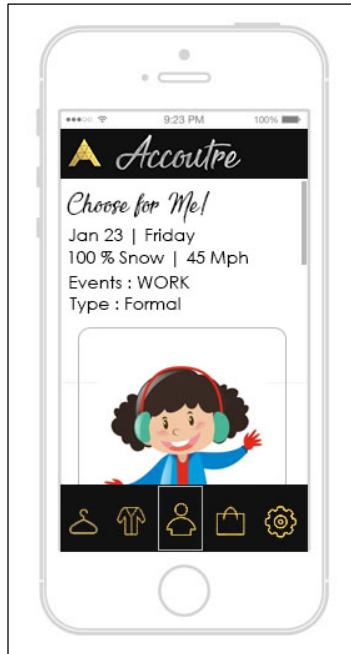
Figure 6. High-fidelity Prototype – Screens 1-4.



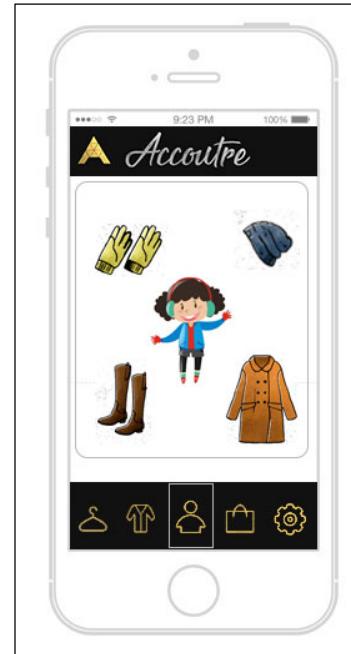
Screen 5



Screen 6



Screen 7

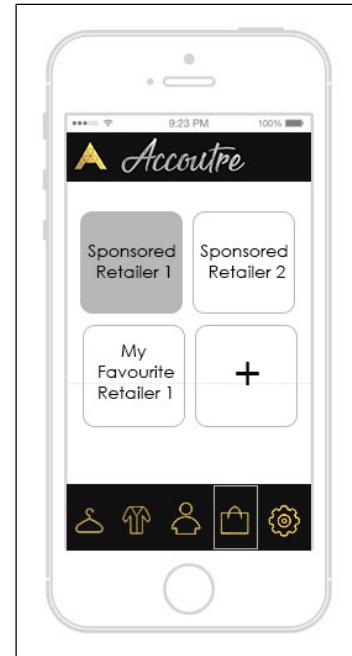


Screen 8

Figure 7. High-fidelity Prototype – Screens 5-8.



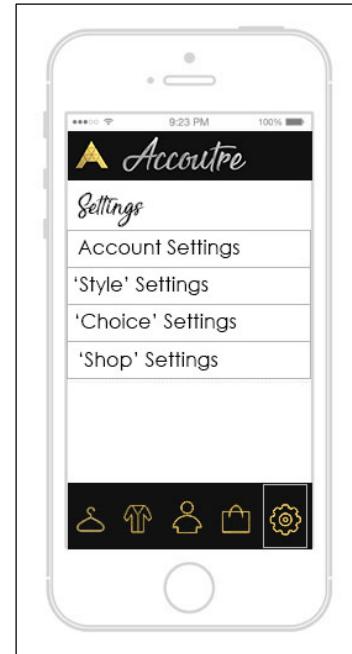
Screen 9



Screen 10



Screen 11

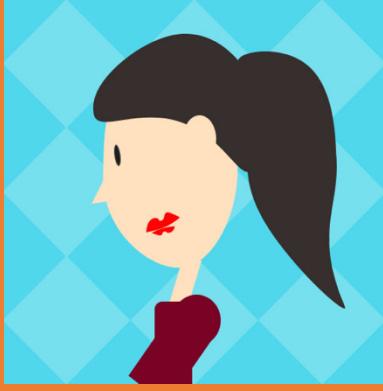


Screen 12

Figure 8. High-fidelity Prototype – Screens 9-12.

STORYBOARDING

Persona



Jenny Doe “I don’t like spending too much time deciding what to wear each morning.”	
About Me	A 24-year-old female, working as a business technology analyst at Amazon, Seattle, USA.
Motivation for Use	Wants to pick out clothes based on the current weather outside, or the occasion/event she must attend, for example – a boarding meeting or a party.
Prior Experience and Interaction	Usually picks out clothes randomly, but has previously used a weather application for other purposes.
Expectations from Accoutre	To get appropriate suggestions on which outfit to wear based on the current weather outside, and/or an occasion/event.

Problem Scenario

Each morning, Jenny wakes up and checks the calendar application and e-mail notifications on her phone. She then takes a shower, and randomly picks out clothes to wear to work. Since her office is 10 minutes away from her home, she usually walks to work. One day, on her way to work, it started to pour suddenly. Because Jenny was not prepared for the rain, and did not have a raincoat or an umbrella with her, her clothes and bag got completely drenched.



Figure 9. Problem Scenario Storyboard.

Design Scenario

Ever since Jenny started using the **Accoutre** app, she wakes up each morning and checks the app, along with other notifications on her phone. She then takes a shower, and wears the clothes suggested by the **Accoutre** app, based on the current weather outside, and/or an occasion or event she must attend, like a boarding meeting or a party. The app helps her pick out the appropriate outfit each time.



Figure 10. Design Scenario Storyboard.

USE CASES

Use Case 1

Use Case Name	Weather-based Use Case
Created By	Aishwarya Singh, Archana Ramesh, Sangram V Pawar and Soundarya Muthuvel.
Use Case Description	This use case describes the scenario of picking out clothes based on the current weather outside.
Primary Actor	Jane Doe, a 23-year-old female graduate student currently enrolled in the Master's in Computer Science program at Rochester Institute of Technology (RIT), Rochester, New York, USA.
Pre-conditions	<ul style="list-style-type: none"> • Jane picks out clothes Monday to Friday, in the mornings, before getting ready to go to college. • She owns a smartphone. • She uses the Accoutre app, which has access to her current location, and is connected to the weather application.
Normal Course of Action	<ul style="list-style-type: none"> • Jane wakes up in the morning and opens the Accoutre app. • The weather forecast for the day showed snow. • Accordingly, the app suggests the following outfit to Jane: inner layers, a full-sleeved turtleneck top, leggings, a hooded puffer jacket, and snow boots. • Jane gets dressed in the suggested clothes, and goes to college.

Use Case 2

Use Case Name	Event-based Use Case
Created By	Aishwarya Singh, Archana Ramesh, Sangram V Pawar and Soundarya Muthuvel.
Use Case Description	This use case describes the scenario of picking out clothes based on an event such as a presentation at work; and suggestions made by the app to shop online.
Primary Actor	John Doe, a 26-year-old male, working as a software developer at Apple, Cupertino, California, USA.
Pre-conditions	<ul style="list-style-type: none"> • John checks his calendar application, every morning on weekdays, for any work-related events. • Accordingly, he picks out clothes before getting ready to go to work. • He owns a smartphone. • He uses the Accoutre app, which has access to his calendar application and current location.
Normal Course of Action	<ul style="list-style-type: none"> • John wakes up every morning and opens the Accoutre app. • He notices he has a presentation at work that day. • Accordingly, the app suggests the following outfit to John: a formal shirt, trousers, matching tie, belt, and shoes. • The app suggests to John a better matching tie, by one of his favorite online retailers. • John gets re-directed to the retailer's official website, overviews the tie, places the order, and checks out. • He then gets dressed in the suggested clothes, and goes to work.

CONCLUSION

The basic idea of the project was to design an application which would help users pick out clothes, depending on the users' personal scenarios.

Our aim was to understand users' daily routines of picking out clothes, and the factors influencing their selection of clothes. Every person has different priorities and personal preferences when it comes to dressing, and the contextual inquiry and interviews that we conducted, helped us gain an insight into these factors.

Our proposed app – **Accoutre**, is a mobile application for dressing, that is aimed at:

- providing suggestions based on categories, for example – type, fabric or season,
- allowing users to feed-in clothes present in their current wardrobe under each category,
- providing suggestions based on weather, events, or fashion trends,
- allowing users to choose and mix-and-match clothes manually, in case the suggestion algorithm gets it wrong, and
- providing suggestions to shop for clothes online, based on current requirement and unavailability in user's closet.