

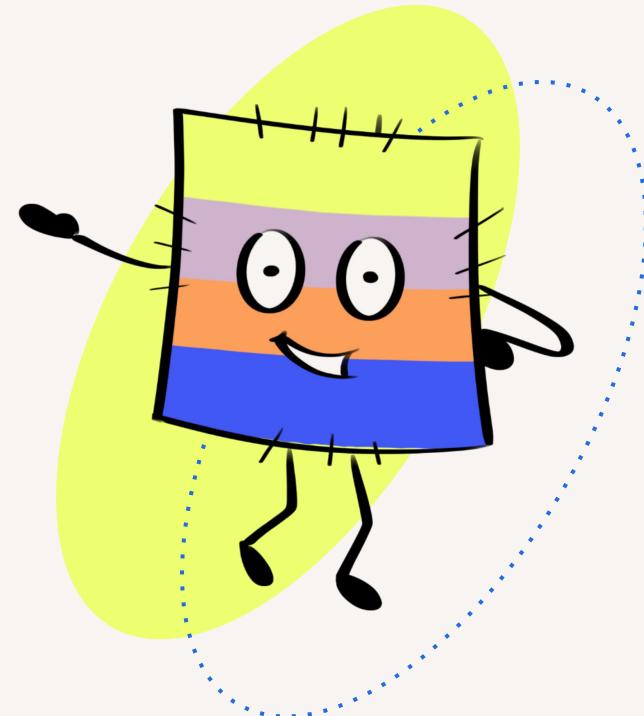
# patch

Low-fi Prototyping & Pilot Usability Testing



# Overview

- ◆ Problem & Solution
- ◆ Mission Statement
- ◆ Selected Interface & Rationale
- ◆ Low-fi Prototype:
  - Simple, Medium, Complex Tasks
- ◆ Experiment
- ◆ UI Changes + Summary



## The Problem: Fast Fashion

Consumers rely on, “cheap, disposable clothing, made indiscriminately... without consideration for environmental and labor conditions (Vox)” to follow trends.



## The Solution: Patch

Makes it easier to make sustainable choices when shopping for clothing. This browser extension helps you think through your purchases and find sustainable alternatives that fit your style.



# Mission & Value Proposition

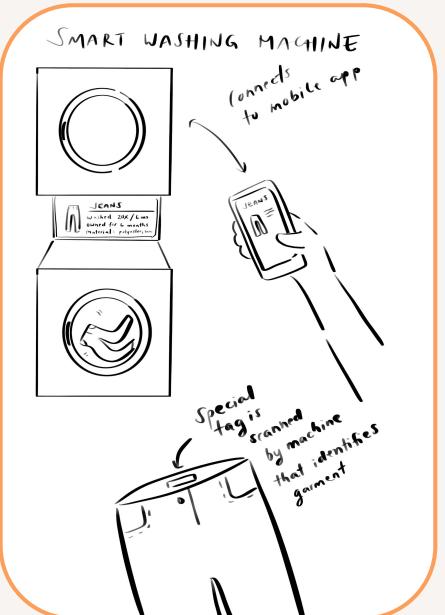
## Patch's Mission:

Patch aims to help consumers move away from Fast Fashion and impulsive purchasing. By making sustainable shopping attainable, fun, and instinctive, it helps users build a habit of thinking deeper about their purchases. Patch provides consistent nudges and facilitates social connections around these efforts.

## Value Proposition

Shop smarter, style sustainably.

# Interfaces





# Selected Interface

A browser extension that provides interventions throughout the shopping experience, guiding users toward more sustainable choices. It encourages users to give and receive help from friends to find items that fit their style.

Browsing fast fashion website:

BLUE RETRO JACKET  
\$15.99 - \$20.99  
SIZE  S  M  L  XL  
material: nylon, polyester

You may also like:

Patch recognizes site and offers to help find alternative:

BLUE RETRO JACKET  
\$15.99 - \$20.99  
SIZE  S  M  L  XL  
material: nylon, polyester

You may also like:

Q: Oh wait! This garment is based in plastic.  
A: which means it's not biodegradable.  
Q: each time you wash it, it will shed microfibers into our waterways.  
A: we predict that this jacket will only last for 10 washes.  
Q: Ready to find a better option for you and me?  
A: Yes! fast fashion pls

Enter attributes of desired item, Patch sources options.

BLUE  
\$15.99  
SIZE  
material

You may also like:

Q: We noticed you're looking for a retro blac jacket. Can you tell me what you liked most about it?  
A:  color  texture  fit  length  style  
 pattern  graphic  brand  price  
 other

Q: What's your price range for the jacket?  
A:

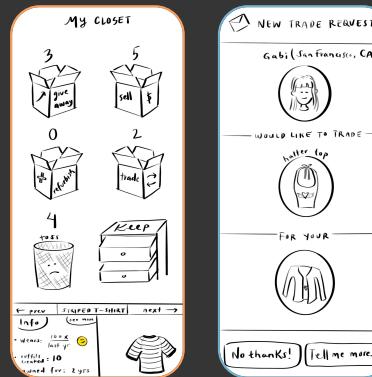
Q: Any non-negotiables for this jacket?  
A: For example, type:  
- needs to be brand new  
- Must be bagged

Q: Searching for better alternatives...  
A:



# Selection Rationale

- ◆ Tough to insert ourselves into the shopping process through mobile apps & other media involving standalone applications
- ◆ Several of us have sustainability apps downloaded; none of them see regular use
- ◆ Pro: Access user browsing → insert more precise interventions into the shopping process
- ◆ Con: Not as easy to track closet, other tasks involving photography (helps us with specificity at least)



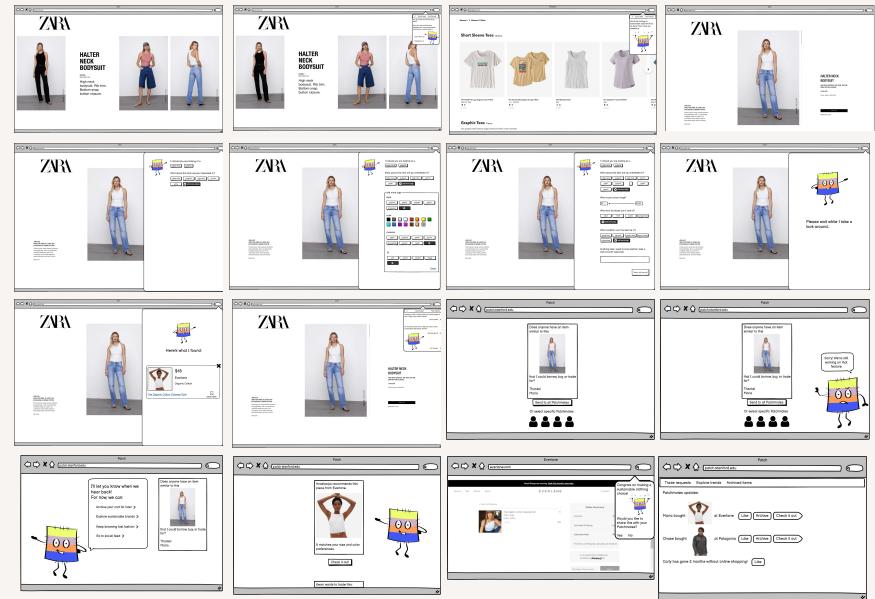
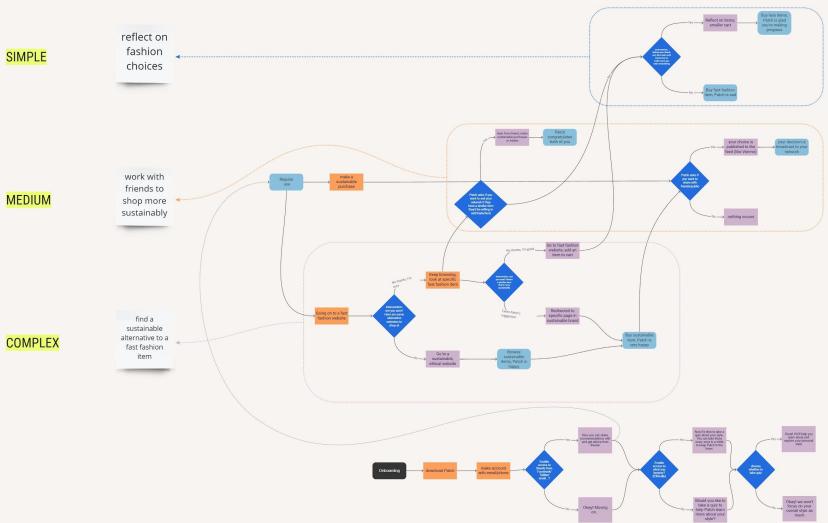
Sketch of Mobile App Interface

PROS & CONS		webapp/browser extension	mobile app
Pro	Con		
<ul style="list-style-type: none"> <li>• ease of using the designer's toolset</li> <li>• alternative to the clothes they're buying</li> <li>• targets sustainability at the source - time spent in production, shipping, etc.</li> <li>• targets sustainability - time spent in acquiring, tracking, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• provides possible alternatives to choice of clothes</li> <li>• (easy to just link to another website)</li> <li>• can be unobtrusive—reminding but not pushing</li> <li>• doesn't require as much user interaction to engage (ex: user needs to take photo)</li> <li>• more of a social aspect can be implemented</li> </ul>	<ul style="list-style-type: none"> <li>• uses more advanced technology - AI to analyze photo, audio</li> <li>• always on-hand (trading)</li> <li>• notifications possible at any time</li> <li>• can be applied to in-person shopping</li> <li>• more gamification is possible</li> </ul>	
		<ul style="list-style-type: none"> <li>• privacy concerns - around user's shopping habits and spending data</li> <li>• can be cumbersome managing multiple accounts, websites, and platforms</li> <li>• harder to provide guidance on closet</li> <li>• trading clothes can be tedious/difficult process</li> <li>• user has to do a lot of the work</li> <li>• user has to open app or allow notifications to be nudged</li> <li>• no access to other apps</li> <li>• app creates more steps in general - more time to build</li> </ul>	<ul style="list-style-type: none"> <li>• not with you during in-person shopping</li> <li>• uploading photos has more channel factors (trading)</li> <li>• need to explore other ways of assessing aesthetic/personal style</li> <li>• no way to track progress when launching soon or something like that</li> <li>• user initiative</li> <li>• tasks are more complex in overall</li> <li>• notifications don't reach users digital environment</li> </ul>

# Low-fi Prototype Structure

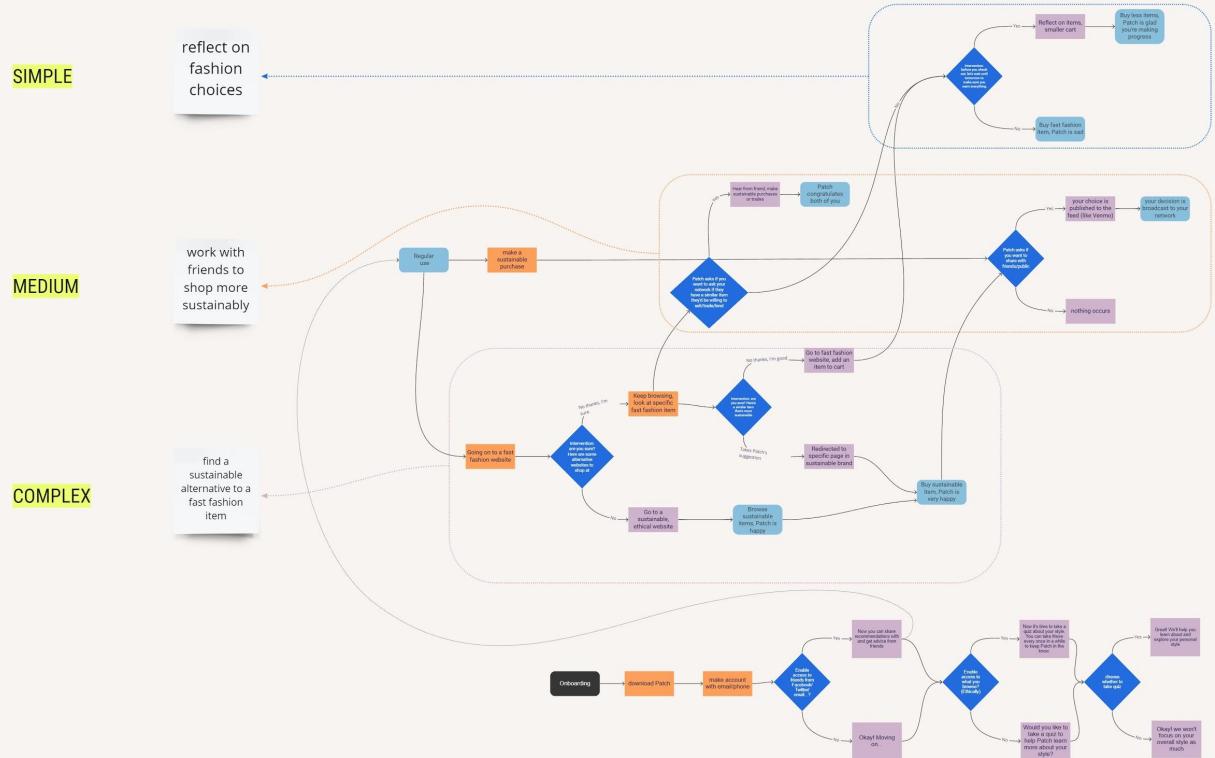


Task Flow → Prototype in Balsamiq





# Task Flow: A Closer Look

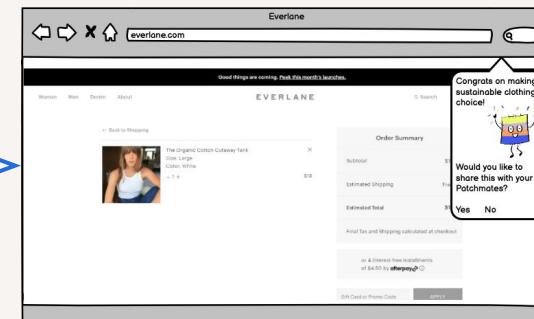
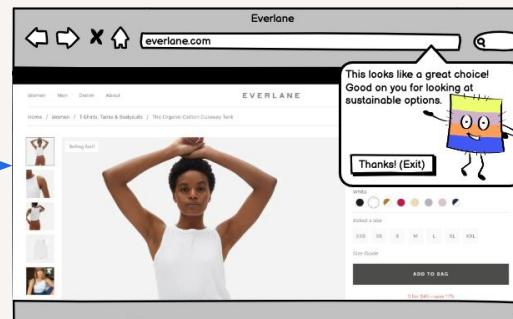
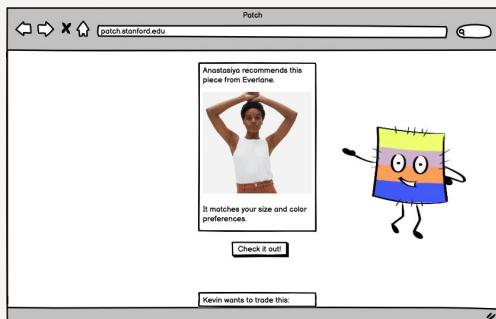
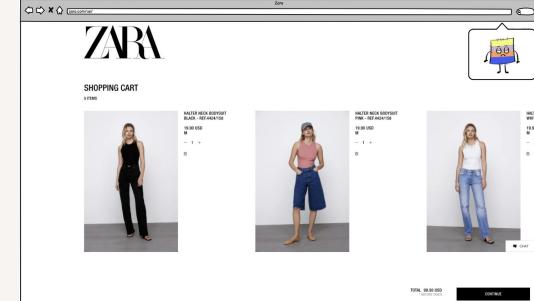
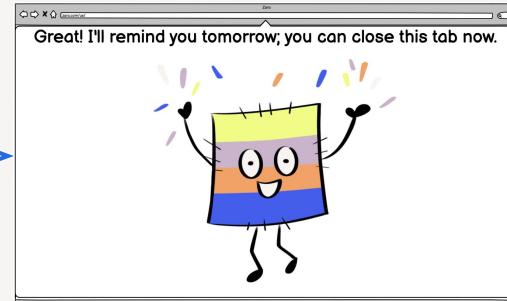




# Low-fi Prototype: Simple Task

Task: Reflect on fashion choices

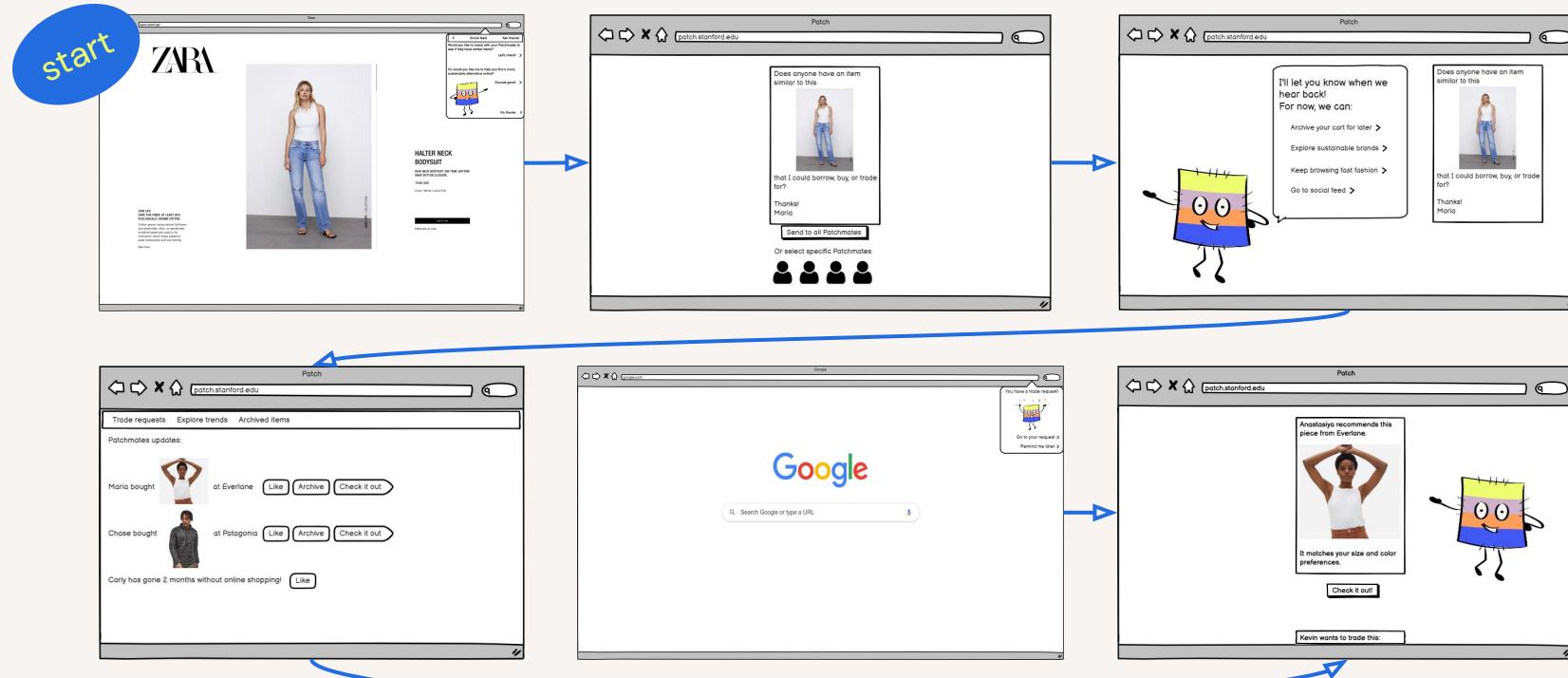
start





# Low-fi Prototype: Medium Task

**Task:** Work with friends to shop more sustainably

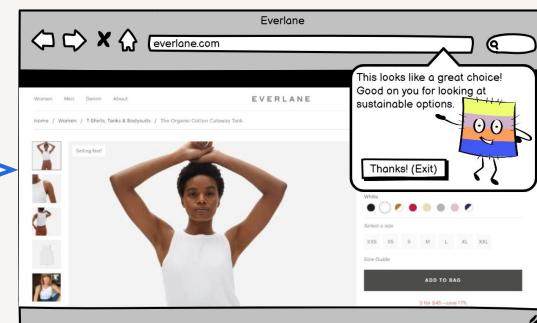
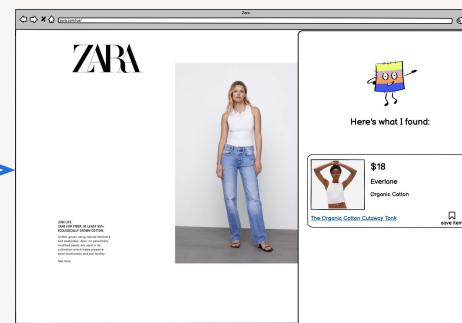
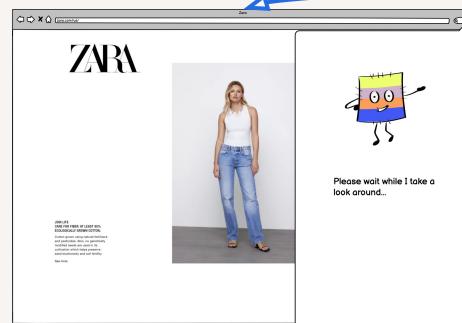
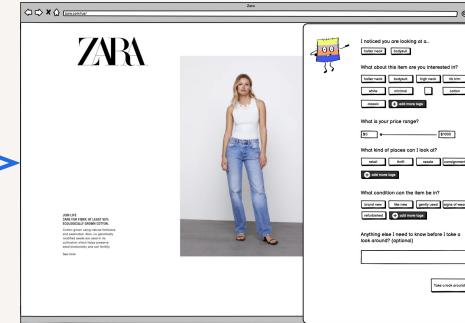
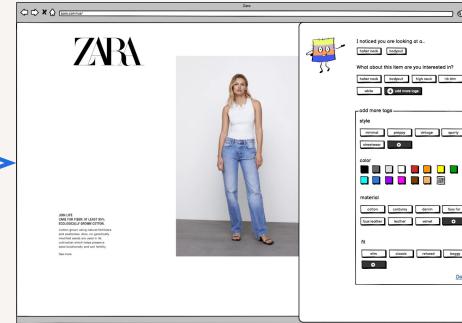
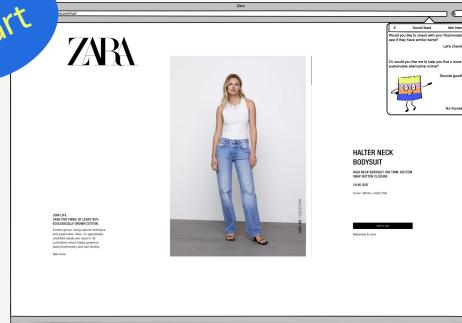




# Low-fi Prototype: Complex Task

Task: Find a sustainable alternative to a fast fashion item

start





# Experiment: Method

## Testing simple task (2 paths):

- ◆ Reflect on your Amazon cart with us **OR**
- ◆ Tell us about times when you keep items in your cart

## Testing medium task (2 paths):

- ◆ Get your friends' advice on how to get a particular item sustainably **AND**
- ◆ After buying a sustainable piece, post about it and check out what friends are up to.

## Testing complex task:

- ◆ Choose a sustainable item instead of a fast fashion item with Patch's help



# Users We Tested With

## User 1

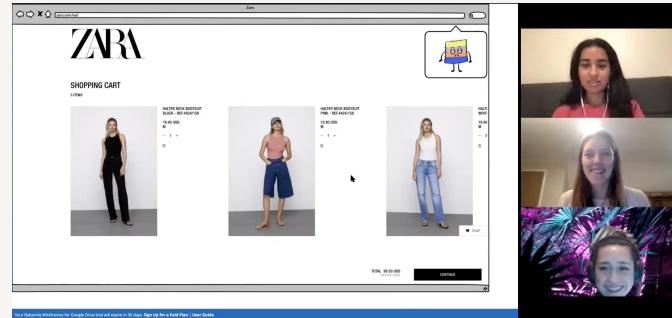
- ◆ College student, buys fast fashion but mindful about purchases

## User 2

- ◆ College student, engages in retail therapy, less mindful about sustainability now that she is using her own credit card

## User 3

- ◆ College student, occasional thrift shopper, “loungewear” aesthetic





# Users We Tested With

## User 1

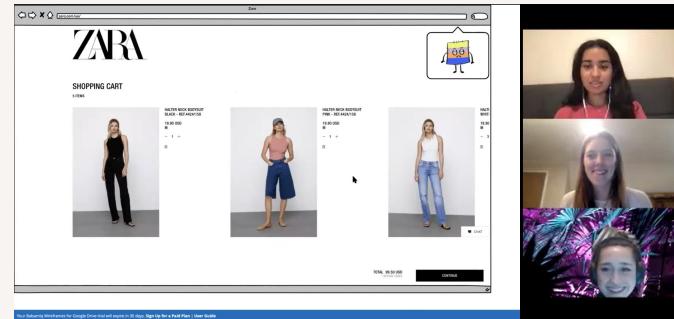
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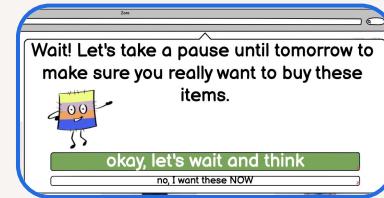
# Experiment Results: Errors

- ◆ Hard for people to identify **where to look** on the page for some of the things we asked about
- ◆ Took some work to read/identify key features
- ◆ People **looked around the rest of the page** before looking at Patch
- ◆ User 1 confused about meaning of “consignment”
- ◆ User 2 confused about meaning of “archive”

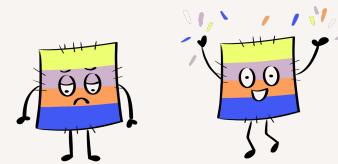


# Experiment Results: Successes

- ◆ The **persistence** of interventions appealed to our users



- ◆ Users **loved** the “Wait” option



- ◆ **Patch's reactions** to user choices were popular

- ◆ User 1: felt like it was **the opposite** of the annoying “do you want free stuff” pop-ups



# UI Changes



- ◆ Make Patch less “crusty”
  - Get rid of stitches that jut out – looking a bit like whiskers...
  - Or... get rid of patch? Opt for a more serious character?
- ◆ Make buttons more visible
  - Closer to Netflix (bright, contrasting color) to pop more
- ◆ The word “archive” was confusing for users; change to “save”
- ◆ Give context about different terms
  - This might be some people’s first encounter with consignment, resale, refurbished, etc.
  - Could be text that pops up when a user hovers



## Summary

- ◆ Our browser extension interface will provide opportunities for more targeted and consistent nudges integrated into the act of shopping
- ◆ We refined our tasks and problem space to better focus on opportunities for real change in user shopping patterns
- ◆ Users loved the overall functions of our product
- ◆ Users had trouble identifying how to interact with the extension initially, so we're working to address that in future interfaces



**thanks!**