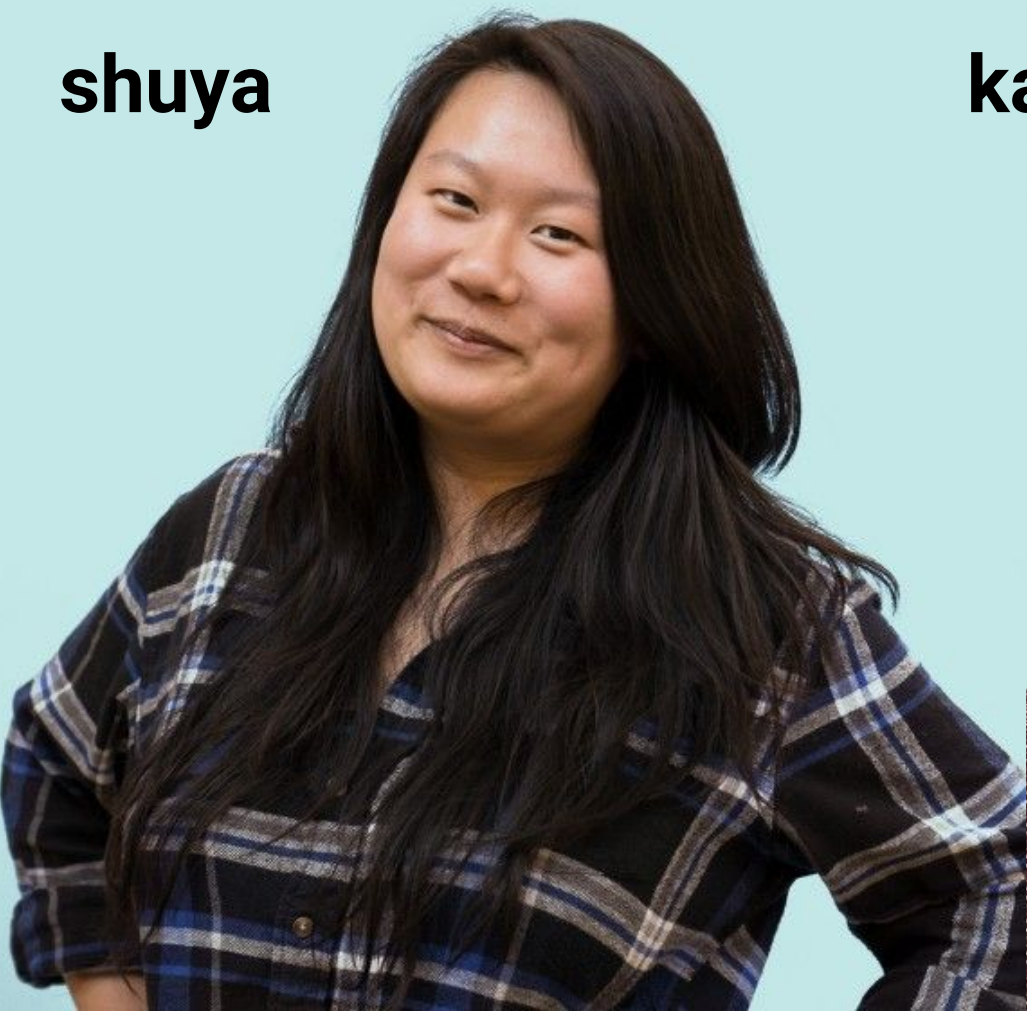


***s i z e U***



**shuya**



**katie**



*sizeU/Tailor/Metric*



We are crafting a new language  
around sizing through technology

JANE





**THESE ARE ALL SMALLS!**

# Confidence

*“I wear lots of dresses because I never find pants because I’m too short”*

# Personal

*“I don’t shop online because sizes aren’t consistent”*

# Cost

*“It’s too expensive to get something made for you”*



*Smart Shirts  
that grow  
with my size*

*Navigate  
World with  
New size*

*Size*



*size U*

CLASSIC

or

BOLD



# B O L D



*size U*



## CLASSIC



What's my size?



### WINGSPAN



Spread out those wings! Use your personalized measuring fingers on both sides.

size \_\_\_\_\_

### NECK & NECK



Season and measuring. Make sure to go all the way around the neck from 00's.

### CHEST BUMP



BUSTED! JK. Ring that tape measure around those pecks.

size \_\_\_\_\_

### HIPS NO LIE



Shake it! This will be the end of the shirt so make it count! Get those hips in the measuring.

size \_\_\_\_\_



## results

sort by newest

category

length

line

nd

XS (0 - 1) (466)

S (3 - 5) (698)

M (7 - 9) (758)

L (11 - 13) (774)

XL (15 - 17) (711)

XXL (19) (389)

or

e

upgrade to moistureblock. the more you move,  
the more it protects.

get coupon to **save \$1.50** on select Degree items



new at

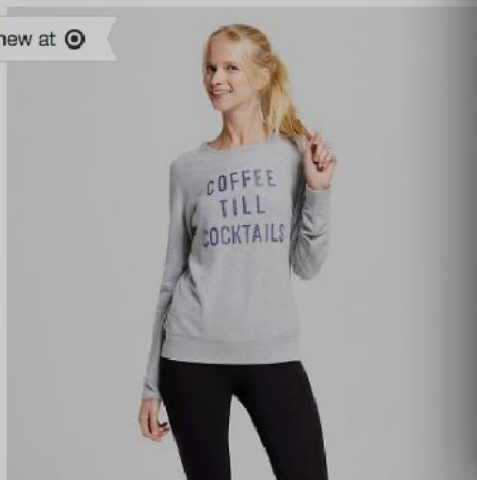


add to cart

**\$16.99**

Women's Harry Potter® Up to No Good L...

new at



add to cart

**\$17.99**

Women's Coffee 'Till Cocktails Brushed Coz...

new at



new at



size

*Katie*

SORT

S

M

L

size *Katie*

SUGGESTIONS

J.CREW

BUY sizeU

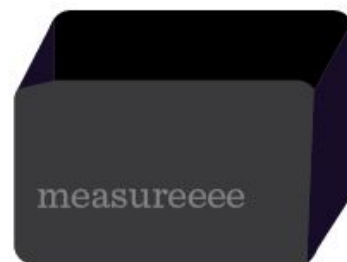
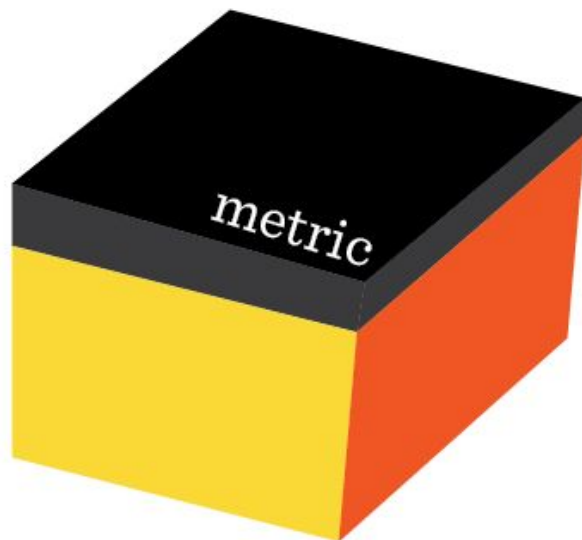
size

add to cart

**\$17.99**

Women's "Inhale, Exhale, Love" B...

measureeee







front end



back end



size Katie

size Sachin

size Elvis

size JOHN

*sizeU/Tailor/Metric*

+



**generate**

Student-Led Product  
Development Studio

# *Magic Measuring Tape*



*How might we redesign the sizing experience to be engaging, seamless, and focus on usability?*

# *Generate team*

Mechatronics

Embedded  
Systems

Design