

UX Benchmarking and Competitive Analysis

Forma Closet

Forma is a fashion app that allows you to virtually try-on any clothing, whether from the internet or your closet. They have fashion designer for uploading new clothes every day and also, they let users build their own closet whether with the clothes from database or from closet. This allows a good connection between user and application. They mention their feature as follows: Accessibility to your entire closet, a database consists millions of real clothes, adding new clothes from anywhere, save clothes you want, try-on every outfit you create, inspiration for fashion.

Their problem scope is almost the same with us. Unlike them, we want to add buying option for the clothes you liked and opportunity to communicate with fashion designer for deciding an outfit.

We will use the same Augmented Reality function for showing users how they look like in the clothes they want except ours will be real-time video. Also, users will be allowed to directly buy the clothes they want without any other third-party application. The clothes they will try-on will have all the sizes and thanks to AR technology users can decide which size to buy.

Good Style:

Good Style is an app for Android and iOS that provides customers with a virtual fitting-room for online-shopping. They have a ready to use cloth database and personal closet system just like Forma Closet.

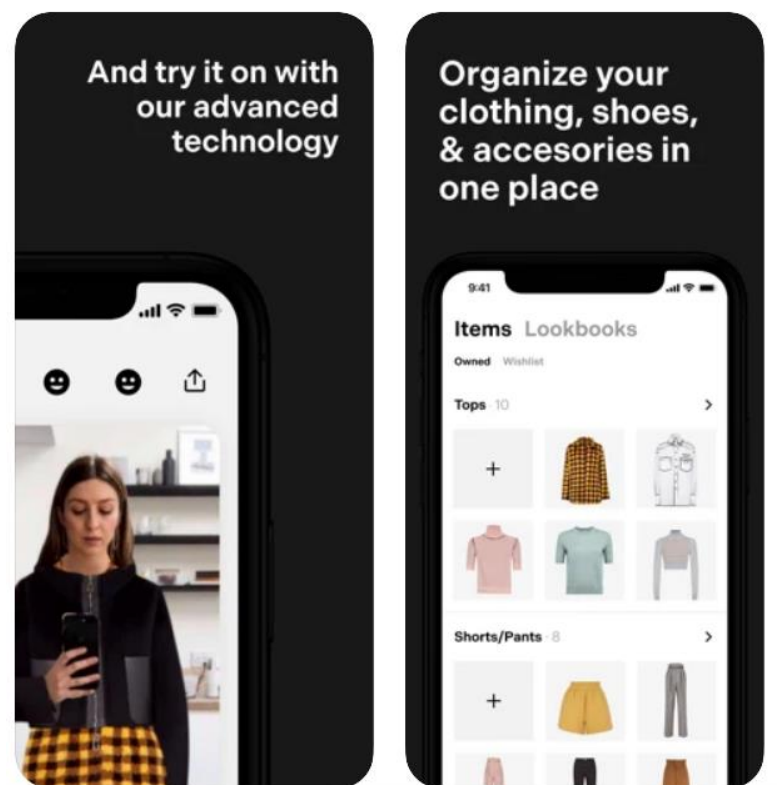
Their problem scope is just like ours. Except the opportunity to communicate with fashion designer for deciding an outfit.

Their function for fitting room is unlike ours. They provide various body types and skin colours and then users can upload just their faces to so called 'Prototype'. On this Prototype user can select which clothe to try and see how it fits. But it is not real-time and it's also not user's real body picture. They say this app based on trained neural networks, but we can't see any sign of them. One thing is similar to ours: Buying clothes quickly from the app.

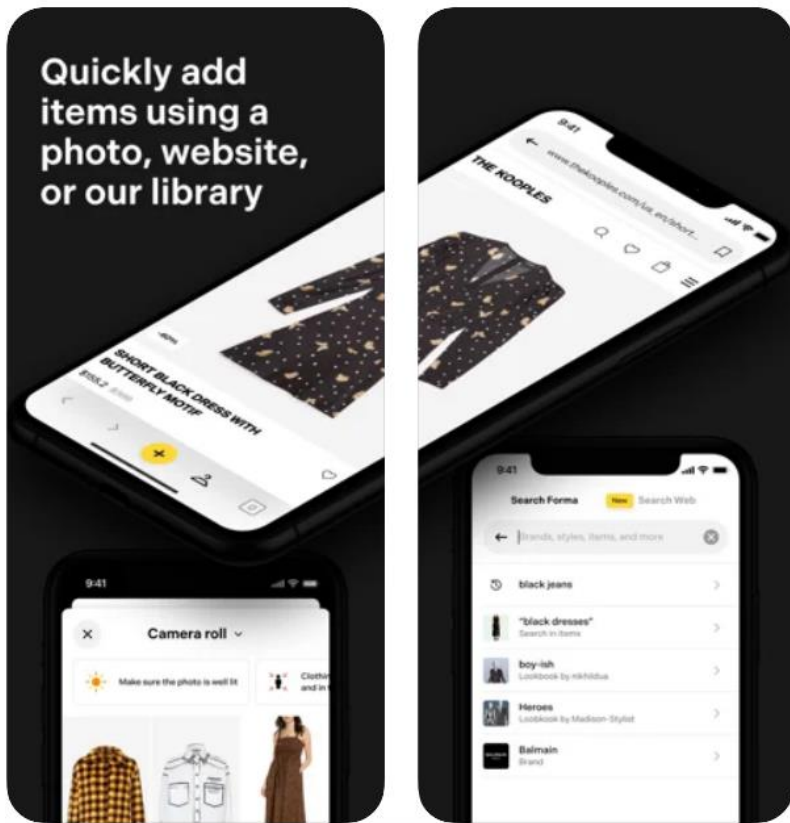
| Applications | Our App | Forma Closet | Good Style |
|---|---------|--------------|------------|
| Services | | | |
| Clothe Database for use | ✓ | ✓ | ✓ |
| Users can upload their clothes to database | ✓ | ✓ | ✗ |
| Every clothe is branded and ready to buy in app | ✓ | ✗ | ✗ |
| Building a closet | ✓ | ✓ | ✓ |
| Making virtual outfits | ✓ | ✓ | ✓ |
| Asking a fashion designers opinion | ✓ | ✗ | ✗ |
| Real time clothe trying with phone camera | ✓ | ✗ | ✗ |
| Trying every size | ✓ | ✗ | ✗ |

Comparison Matrix

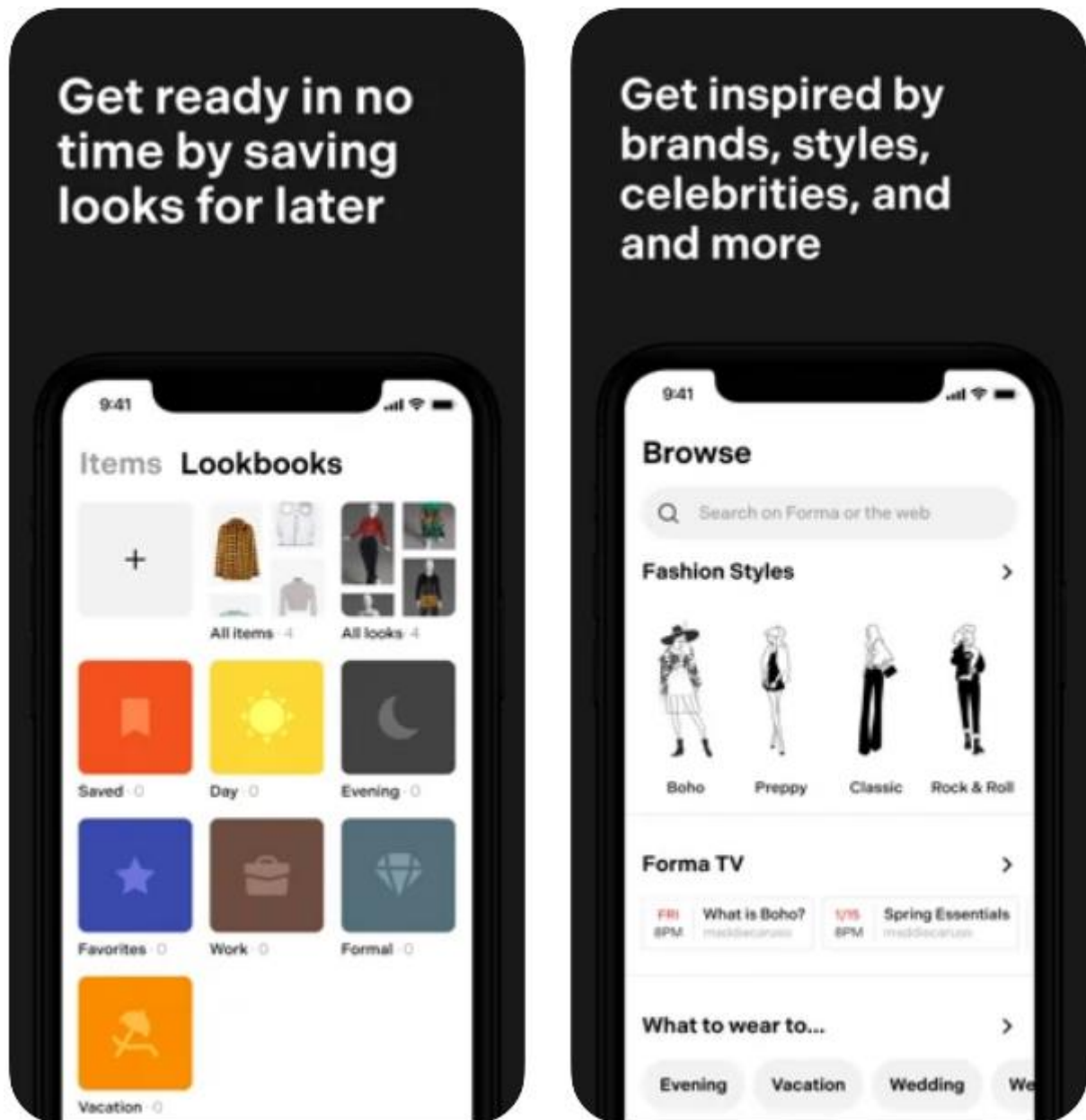
Forma Closet Detailed Analysis:



First of all, we couldn't find this application on an iPhone but when we check it is on the App Store. So we took the pictures from App Store. Here you can see how one can try the outfit with a stable picture, not with a camera. The biggest difference between our application and this is how users try clothes on themselves. Unlike this application we offer real-time video. They also have wardrobe and wish list as you can see in the second picture. Designing is very similar with the ideas in our minds.



Users can add items from a photo on the phone or from website or from the applications database. Forma has more developed search engine than Good Style because here you can see you can search for brands, items or even styles on the internet or in the database. One thing they lack of is shopping options for those who wants to buy an item.



Here you can see how they did a good job at picking colours and symbols. Everything is in a harmony. In Browse page there is a search bar on the top which is the first thing we see and the most often thing we use. Then there is styles with very elegant images which is mostly a tool we want when we need to pick an outfit. Its good to see all of the styles by swiping right which is a very common gesture. Then some suggestions and events.

On the right-hand side there is a series of looking lists. Which allows user to separate the items in order to quickly access them.

Link for the Forma Closet on App Store:

<https://apps.apple.com/us/app/forma-wear-anything/id1354631684/?platform=iphone>

Good Style Detailed Analysis:

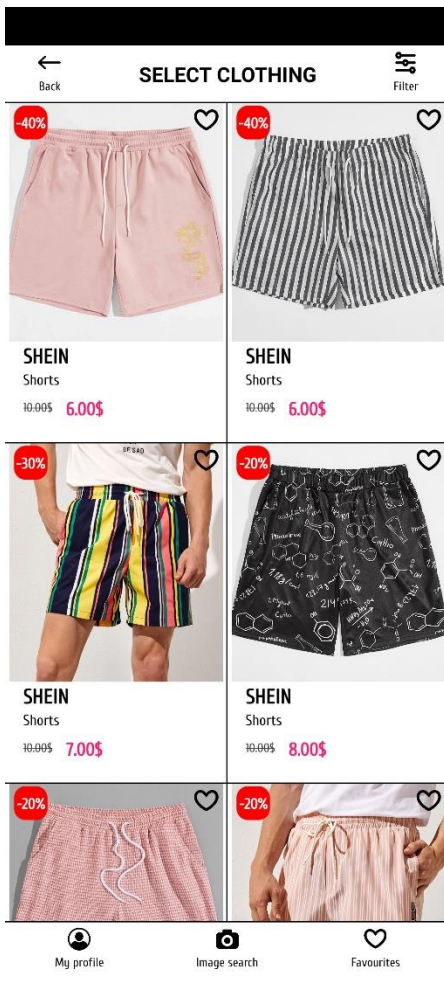


This is the entry page of the Good Style App. On the top right corner there is a button if you click you will be prompted to the registration page. Below that there is options for the user to classify the clothes for themselves as a woman, man, girl or boy.

Then you can see two buttons which leads the user to the fitting room. ‘Select Clothing’ is for separate clothings where you can select each item for your outfit. ‘Ready-Made Looks’ is for as you can already guess outfits that can’t be separated and should be tried as one piece.

This is the screen when user clicks ‘select clothing’. Let’s analyse from top to bottom. We have a back button on the left corner and a filter button on the top right corner. Then we see a human body without a head and you can set your face to this via the camera button on the bottom right corner. On the left-hand side and right hand side there are categories for clothing and all the models. All you need to do pick your body type and click on the item you want to see on yourself. One important point: There are prices under each item which means you can buy them inside this app.

At the bottom we have a navigate bar which have catalogue, wardrobe, image search, favourites, share buttons. ‘Menu’ button shows a series of tools that lets you edit the outfit.



Catalogue button leads to this page and it shows all the items you can see and buy. You can also add items to your favourites list and make an image search from a gallery photo or camera photo.



This is the page for the user's wardrobe. You can add item here or in the fitting room page. Also you can pick items in the fitting room from your wardrobe. Design is not awful but all the symbols could be more minimalist and plain since the important thing is the items in the wardrobe, not category symbols.



Here you can see how a real face looks like on human model. If the outfit you made is something you want to buy you can just click the Buy button on the bottom and it leads you to a pop-up page that you can see the items on a different model and you can either choose to take that item off or add it to your wardrobe or place an order. Unfortunately if you want to place an order it directs you to the website of the item where you can buy the item with your card datas like every other online shopping websites.

