

# UI Design: Digital Wardrobe

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## 1 Introduction

**Digital Wardrobe** is an app designed for users that want to do more efficient online shopping for clothes and accessories. It works like a Personal Shopping Assistant that helps you keep your home wardrobe organized and at the same time suggests pieces that might work with what you already own. It also helps you find pieces similar to the ones your favourite influencers from social media are wearing or similar to pieces you are seeing in the streets based on your description.

This app benefits to users by helping them create their dream wardrobe more efficiently, but also to companies that have fashion retail platforms, by integrating this app onto their platform, they can help their clients find their desired pieces more quickly and increase their profits.

A typical user should be able to create a personalized account and select styles that he likes or that he would like to try out, upload photos and/or descriptions of pieces he already owns and search for items either similar to their description/photos or pieces that are complementary to what they have in their wardrobe.

From a fashion retail company perspective, this app can be integrated as a feature to their already existing platform or it can be used separately by their users and recommend pieces that they sell.

## 2 User Interface Design and Prototype

The Prototype for the user interface of the app is pictured in Figure 1, drawn using Moqups [1]. The UI is build following a mobile-first design as the app was created specifically to be used on mobile devices with camera capabilities. It can be accessed from the web as well, but the most important features are the ones on the phone.

Digital Wardrobe is build around the user and creates a personalized account for it. The user has access to its digital wardrobe that contains all the fashion pieces it uploaded, while the app organizes the items for him in several categories and subcategories. For example the user can see its clothes divided into the four

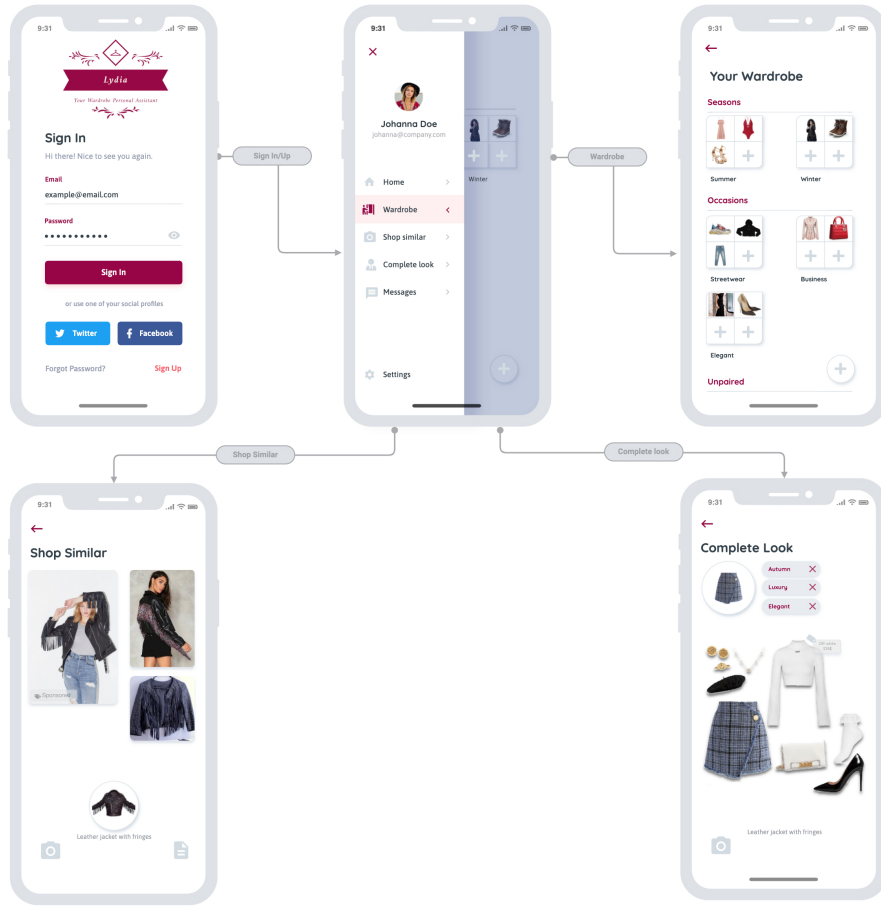


Figure 1: Digital Wardrobe – Wireframe

seasons of the year, or for occasions like: Business, Casual, Elegant, Cocktail etc.

As seen in Figure 1, a user can also access from the menu several other features, like shopping for similar items with a given photo or description or shopping for a complete look using one or more items from its wardrobe.

### 3 Navigation Structure

The typical user flow of the app is shown in Figure 2. The app begins with an onboarding process to create an user profile and then it redirects to the main page where the user can access various features pictured in the Prototype.

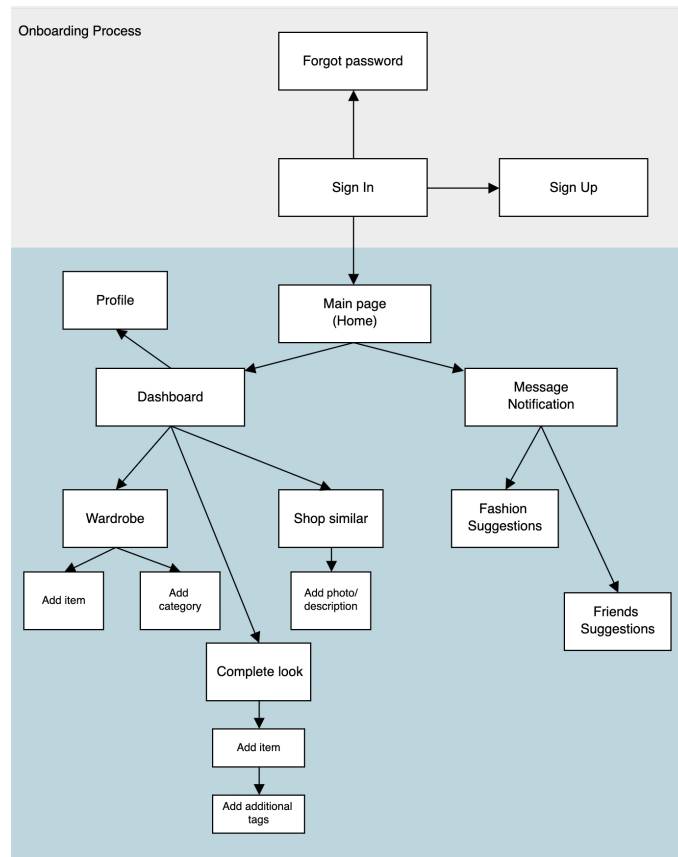


Figure 2: Digital Wardrobe – Sitemap

## References

- [1] Moqups app. <https://moqups.com/>.