

ChicFit

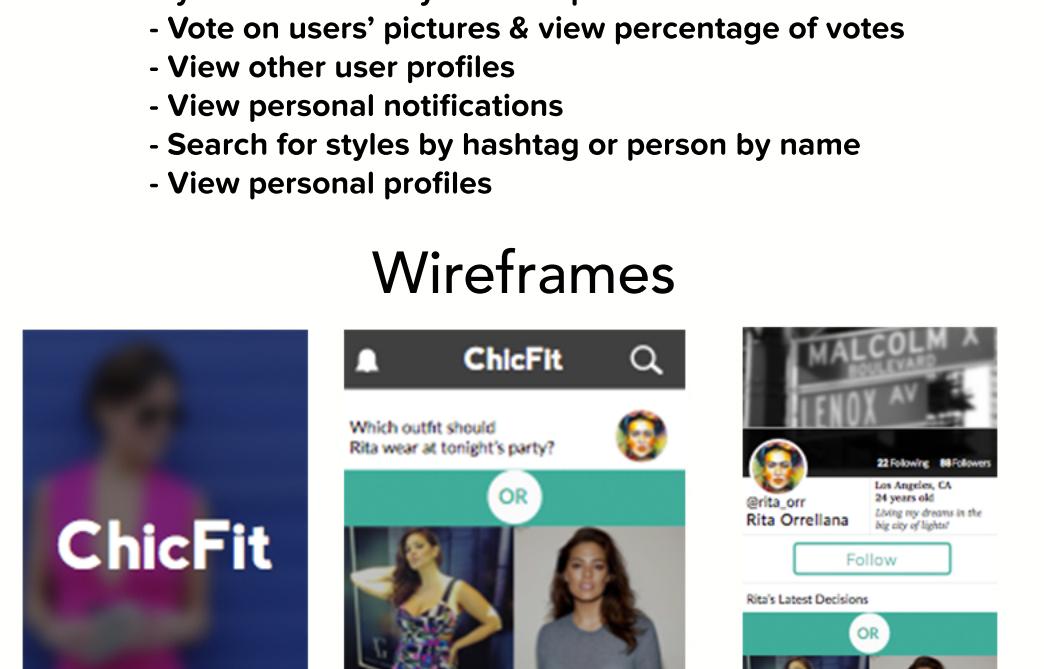
How often have you been asked
"Which outfit looks better on me?"
by a friend or spouse?

ChicFit is here to help

Why ChicFit?

Social apps have helped us connect with friends, find restaurants or even find relationship partners. ChicFit was designed to help people find the best outfits with a fun social voting system. Style is eternal. Make sure you're doing it right!

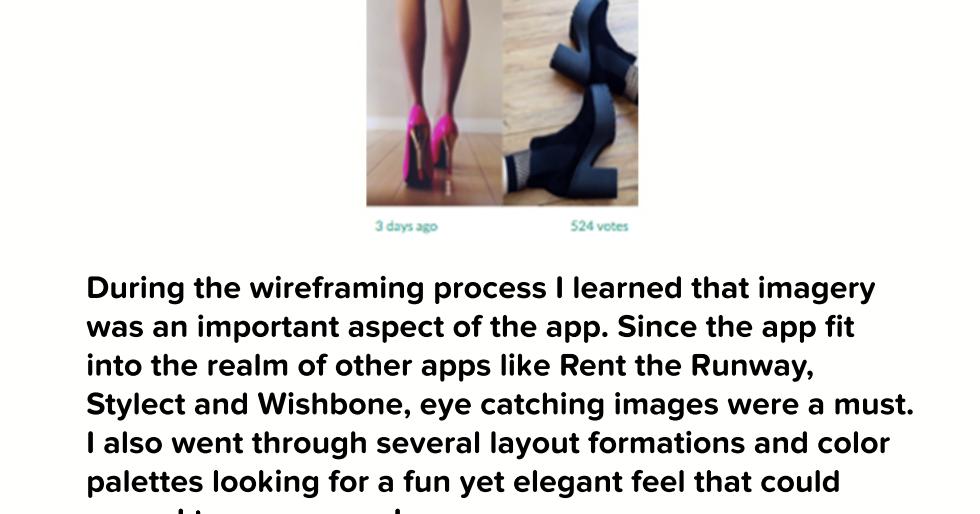
Sketches



Usually I begin projects by thinking about a problem I want to solve. The next step is to sketch out and ideate a solution that would satisfy the business requirements of the app. While designing ChicFit I wanted users to be able to do several things:

- Have the ability to upload pictures to show friends style decisions they need help with
- Vote on users' pictures & view percentage of votes
- View other user profiles
- View personal notifications
- Search for styles by hashtag or person by name
- View personal profiles

Wireframes



After having an idea of what features I wanted to implement in to the app while white boarding, I moved on to creating high fidelity wireframes of different pages in Sketch. I then used Marvel App to create a clickable prototype.

Pixel Perfecting



During the wireframing process I learned that imagery was an important aspect of the app. Since the app fit into the realm of other apps like Rent the Runway, Stylect and Wishbone, eye catching images were a must. I also went through several layout formations and color palettes looking for a fun yet elegant feel that could appeal to women and men.

Iterate



The design for ChicFit was influenced by decision making apps such as Polar and Stylect. Many young female demographics use these apps to make buying or life decisions while having fun. I was looking to design an app that could fit into a similar space. Currently I'm conducting usability tests to find if the interactions and design makes sense. I'll be iterating through out the process.