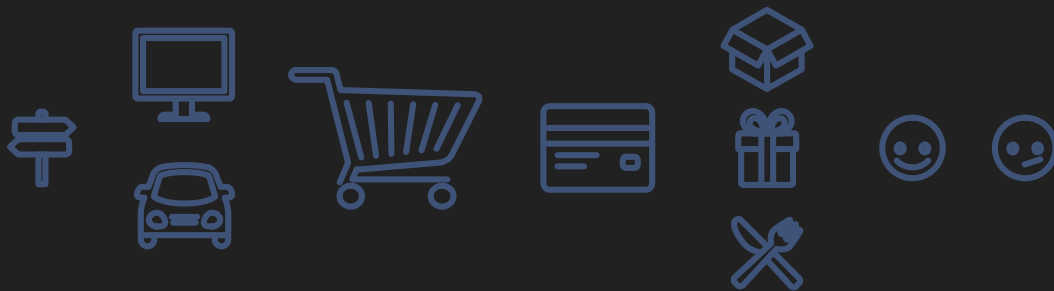


Conejo

Seamless shopping recommendations



Overview

- Team Mission Statement
- Selected Interface & Rationale
- Low-Fi Prototype
- Tasks & Task Flows

Experimental Method

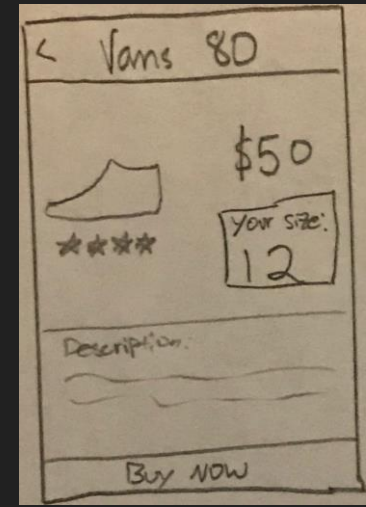
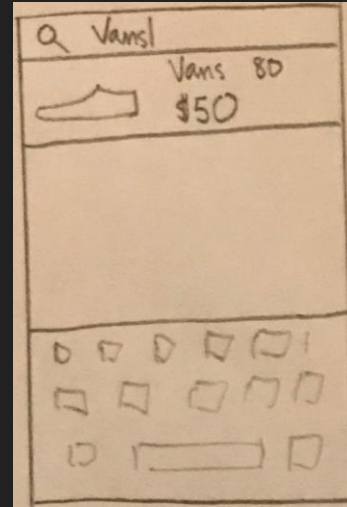
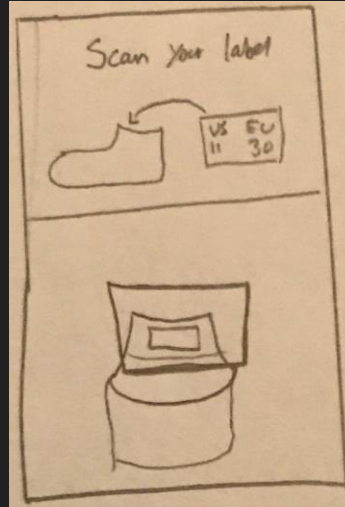
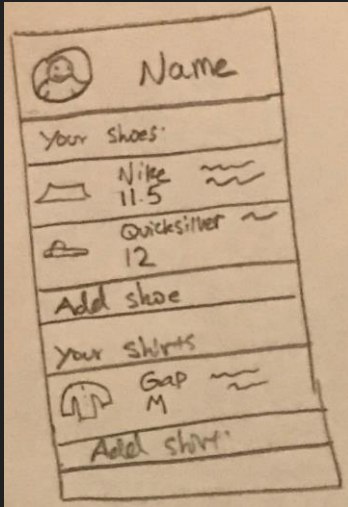
Experimental Results

UI changes

Team Mission Statement

We strive to make product recommendations more useful and seamless by helping customers choose the best **sizes** and **styles** of clothing based on currently owned items.

Brainstorm 1: Mobile App



Wardrobe

First Task

Mission Statement

Selected Interface

Low-Fi Prototype

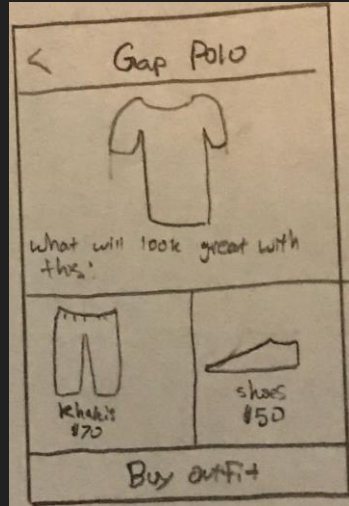
Tasks & Task Flows

Experimental Methods

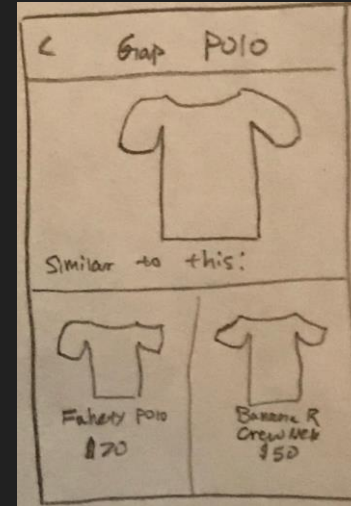
Experimental Results

UI Changes

Brainstorm 1: Mobile App (continued)

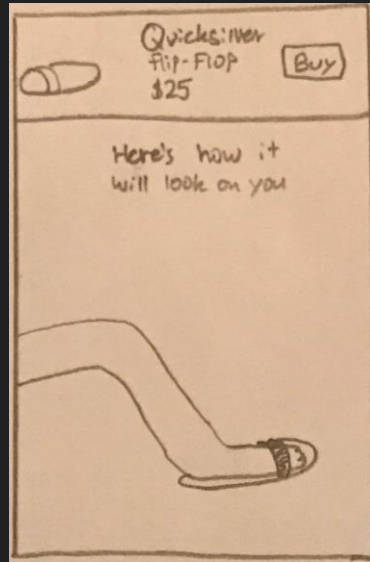
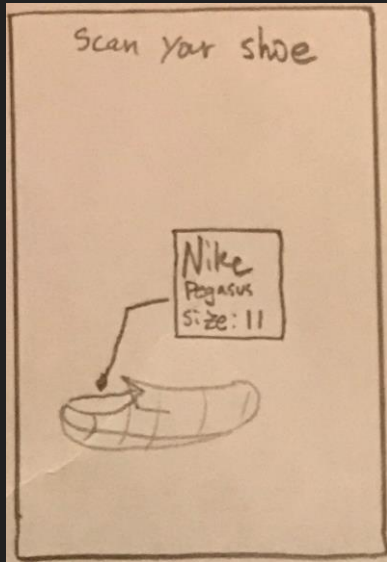


Second Task

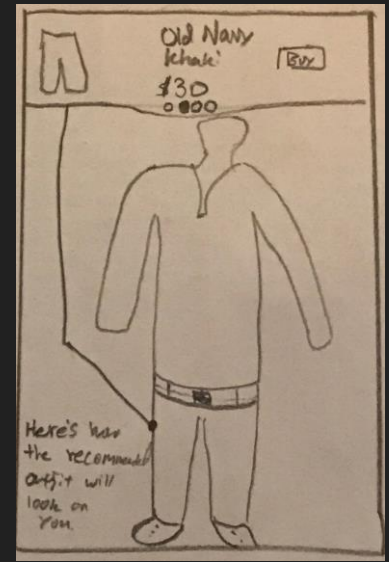
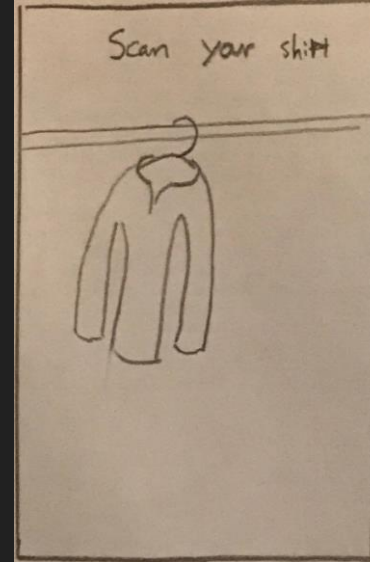


Third Task

Brainstorm 2: Augmented Reality



Task 1



Task 2

Mission Statement	Selected Interface	Low-Fi Prototype	Tasks & Task Flows	Experimental Methods	Experimental Results	UI Changes
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Brainstorm 3: Speech (Voice Control)

Task 1

"Conejo, I want a pair OF Vans. What size should I get?"

"What shoes are you wearing right now?"

"Nike sneakers"

"Ok great, just look at the label and tell me what size they are."

"Eleven"

"Looks like you should look for Vans in size 10.5 then. Would you like me to order a pair for you?"

"Conejo, I'm wearing a red Gap polo right now. What would go well with this?"

"I think your khaki pants and Navy Vans would make a good outfit. Maybe your stainless steel watch too."

Task 2

"Conejo, I need to replace my red Gap polo. Any suggestions?"

"I have something perfect in mind. It's similar but a nice upgrade. Should I complete the order?"

Task 3

Mission Statement

Selected Interface

Low-Fi Prototype

Tasks & Task Flows

Experimental Methods

Experimental Results

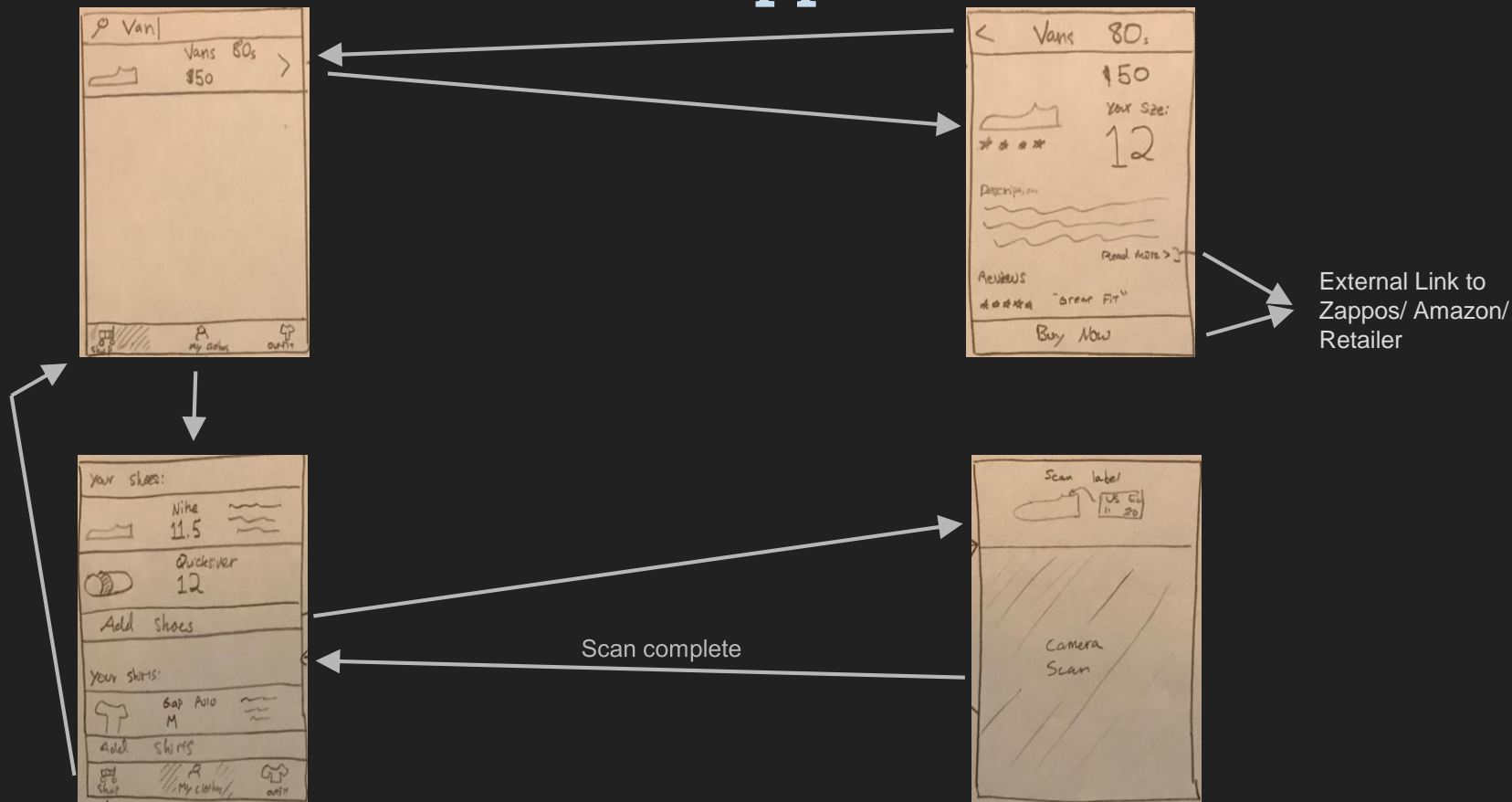
UI Changes

Top Two Concepts

(added detail)

Mission Statement	Selected Interface	Low-Fi Prototype	Tasks & Task Flows	Experimental Methods	Experimental Results	UI Changes 8
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Mobile App



Mission Statement

Selected Interface

Low-Fi Prototype

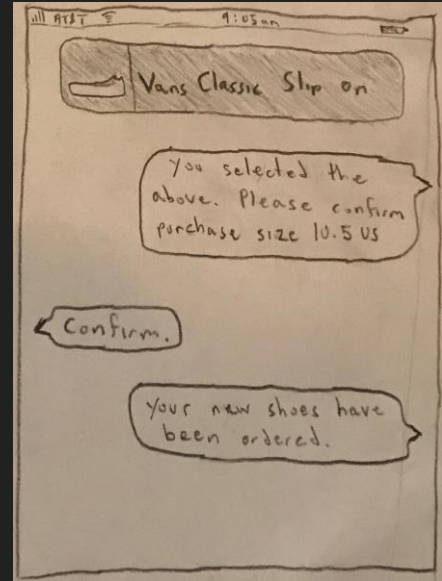
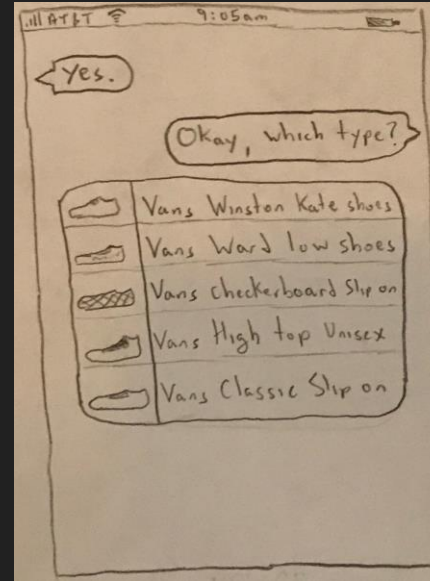
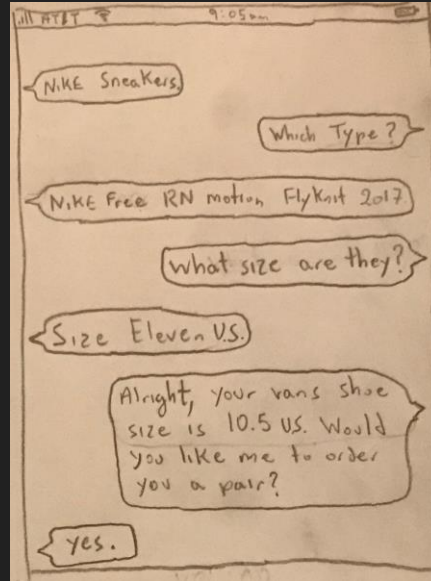
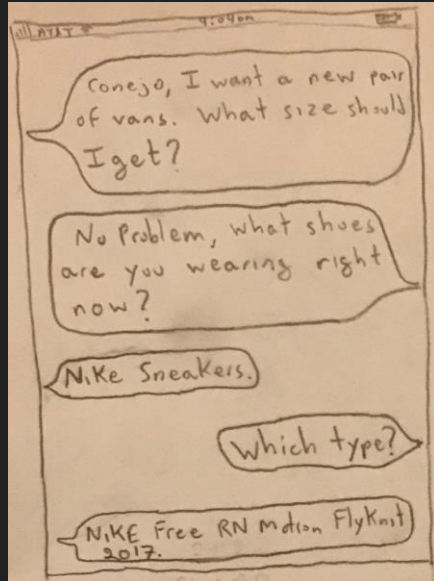
Tasks & Task Flows

Experimental Methods

Experimental Results

UI Changes

Speech (Voice Control)



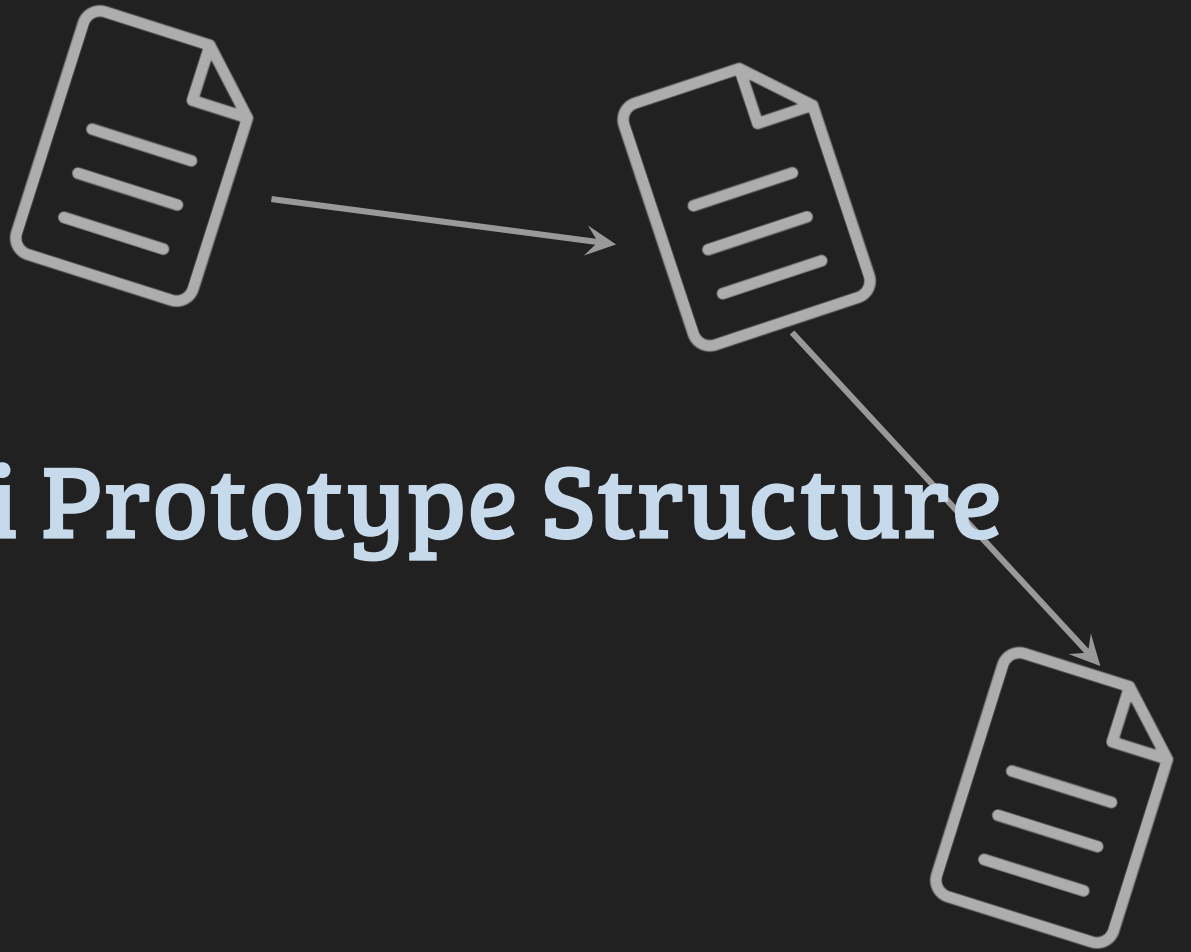
Selected Interface & Rationale



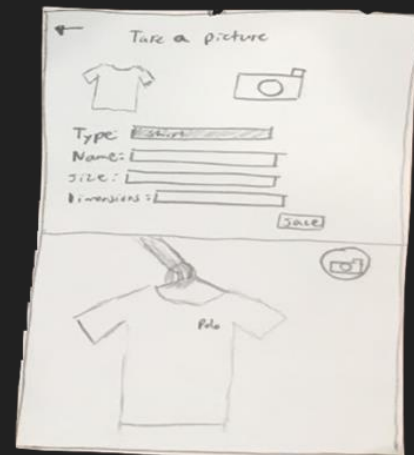
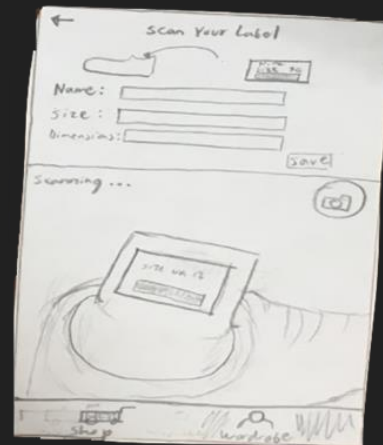
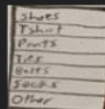
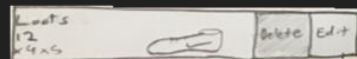
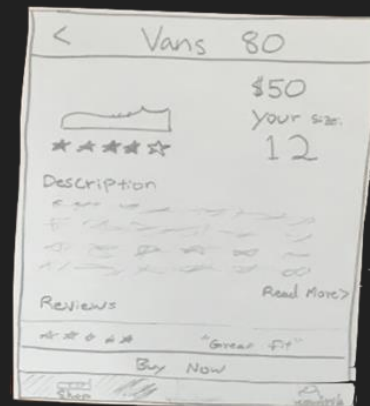
Mobile App

- Easiest Accessibility
- Most Functionality
- Increased Navigation Liability
- Most common / Intuitive

Mission Statement	Selected Interface	Low-Fi Prototype	Tasks & Task Flows	Experimental Methods	Experimental Results	UI Changes
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Low-Fi Prototype Structure

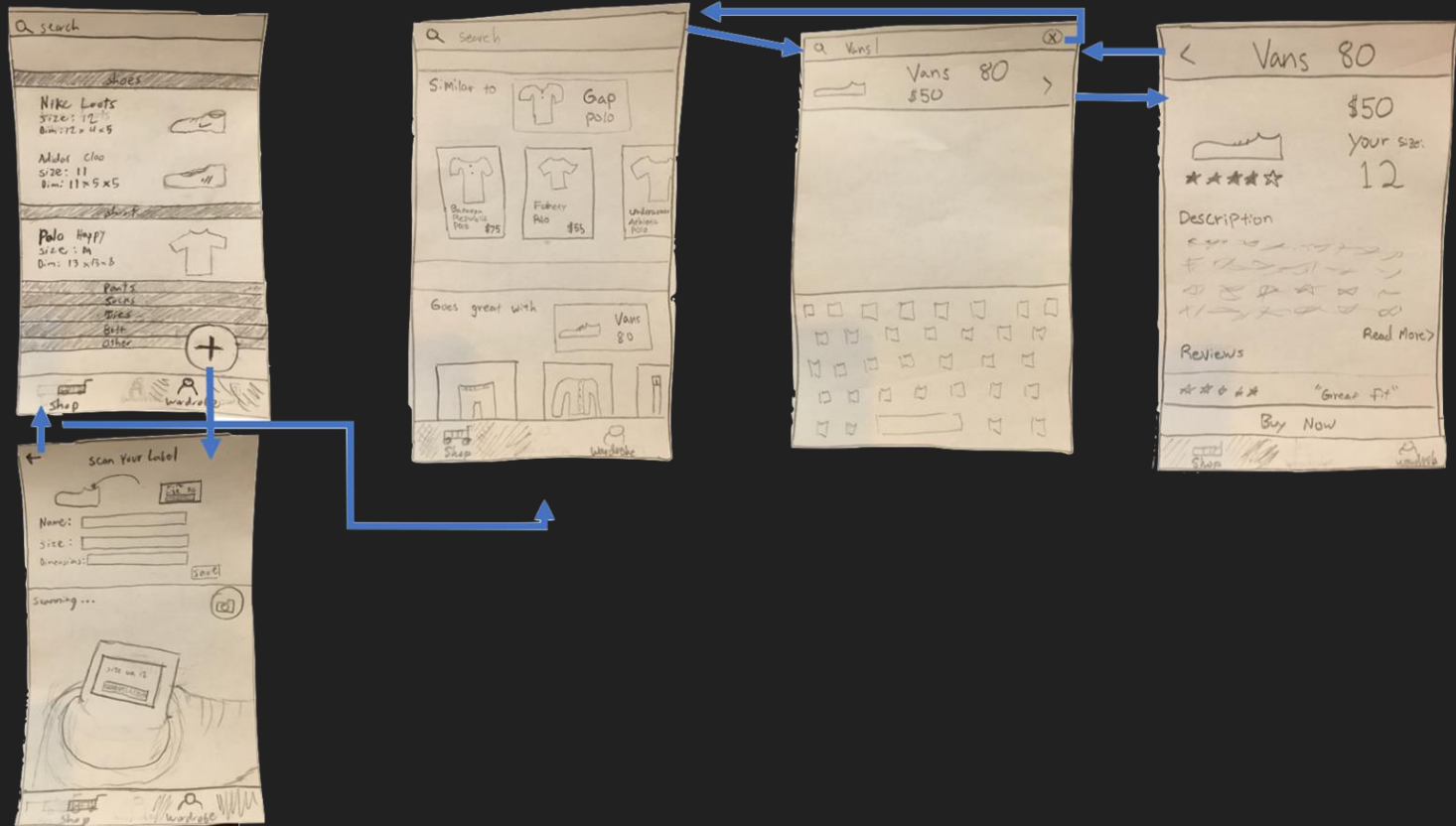




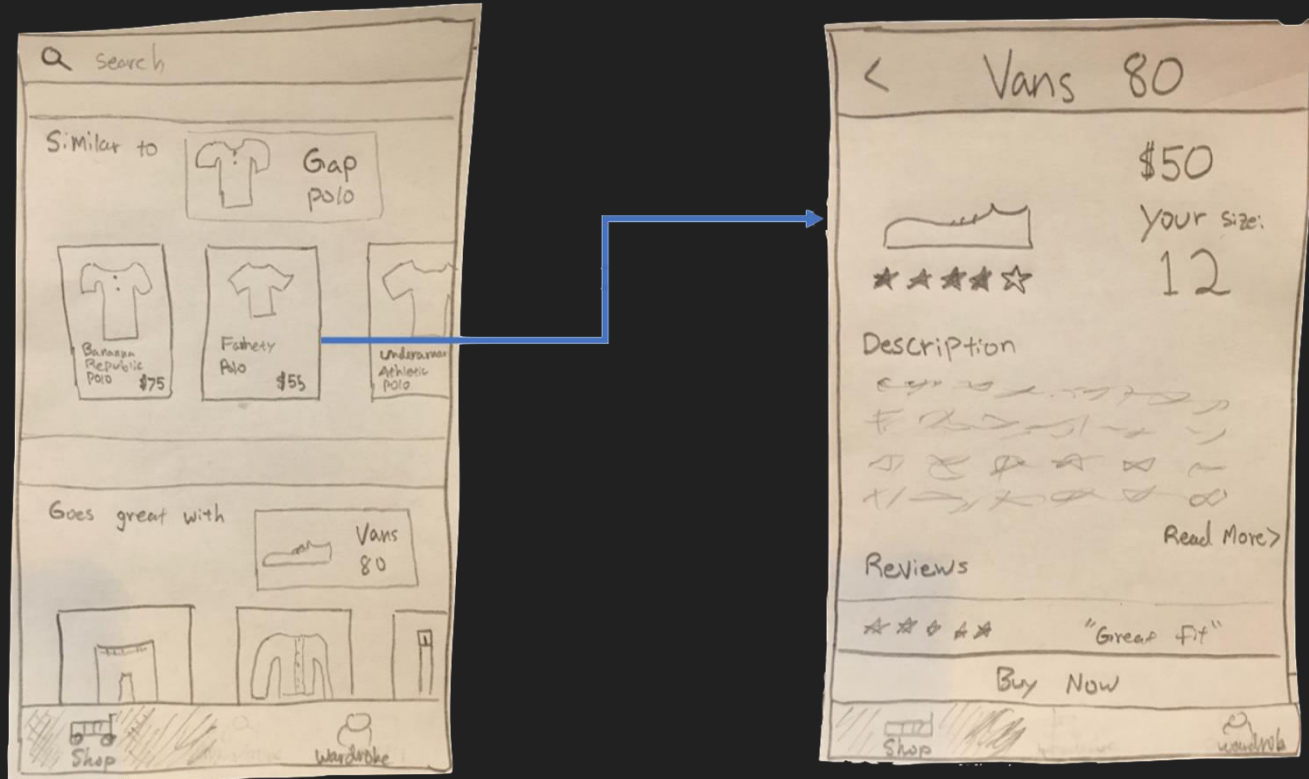
Tasks & Task Flows



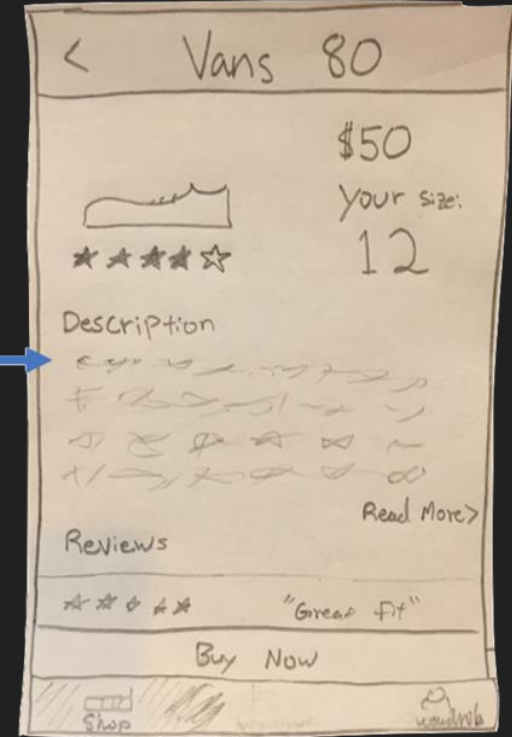
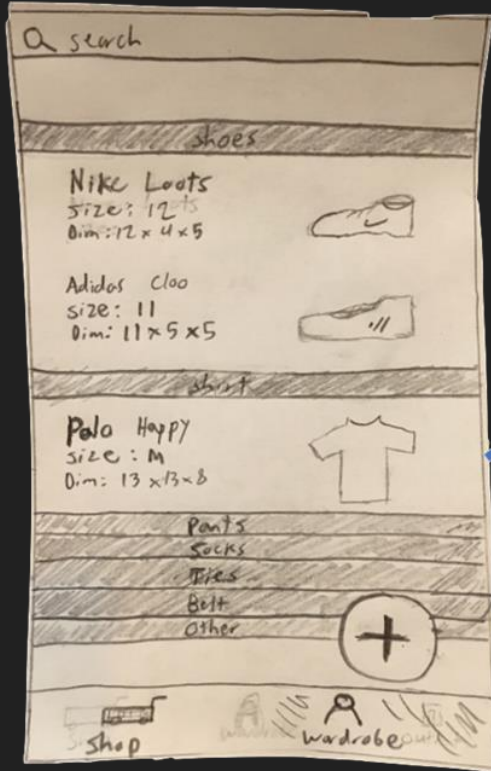
Task 1: Finding Correct Shoe Size



Task 2: Recommending Matching Outfit



Task 3: Recommending Similar Item of Clothing



Experimental Method

Environment — Stanford Shopping Center

Test Measure — Navigation. Interests and uses. Limitations.

Participant 1

Why Participant was chosen?

Target demographic. Interested in shopping.

Where?

Met at the Stanford Mall.

Jay Yang

Mission Statement

Selected Interface

Low-Fi Prototype

Tasks & Task Flows

Experimental Methods

Experimental Results

UI Changes

Participant 2

No Picture

Chris Lin

Why Participant was chosen?

Target demographic.

Found in a moment of distress in Nordstrom's shoe section.

Where?

Met at the Stanford Mall.

Mission Statement

Selected Interface

Low-Fi Prototype

Tasks & Task Flows

Experimental Methods

Experimental Results

UI Changes

Participant 3

No Picture

Why Participant was chosen?

Target demographic. Additional diversity.

Where?

Met at the Stanford Mall.

Isadora Vazquez

Mission Statement

Selected Interface

Low-Fi Prototype

Tasks & Task Flows

Experimental Methods

Experimental Results

UI Changes

Experimental Results

- Drawn to the item size on the product pages, yet did not trust that the size would be correct.
- Phone screen size is too small for shopping.
- Pricing weighs much more in their mind than fit and item itself.
- Adding clothes to the wardrobe is cumbersome.

Mission Statement	Selected Interface	Low-Fi Prototype	Tasks & Task Flows	Experimental Methods	Experimental Results	UI Changes
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Suggested UI changes

- Make images and text bolder and more obvious (increase detail and comfort).
- Build trust (size recommendations).
- Make financial comparison more seamless on the app.



Mission Statement	Selected Interface	Low-Fi Prototype	Tasks & Task Flows	Experimental Methods	Experimental Results	UI Changes
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Suggested UI changes (continued)

- Allow users to add items to their wardrobe just with a picture.
- Display various prices (from various websites).
- Show similar items also based on price range.



Mission Statement	Selected Interface	Low-Fi Prototype	Tasks & Task Flows	Experimental Methods	Experimental Results	UI Changes
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Thank You

Questions

Feedback