CS 147 - Human 2.0 Studio

Lo-fi Prototyping & Pilot Usability Test

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Introduction:

Value Proposition: **seamless shopping recommendations.**

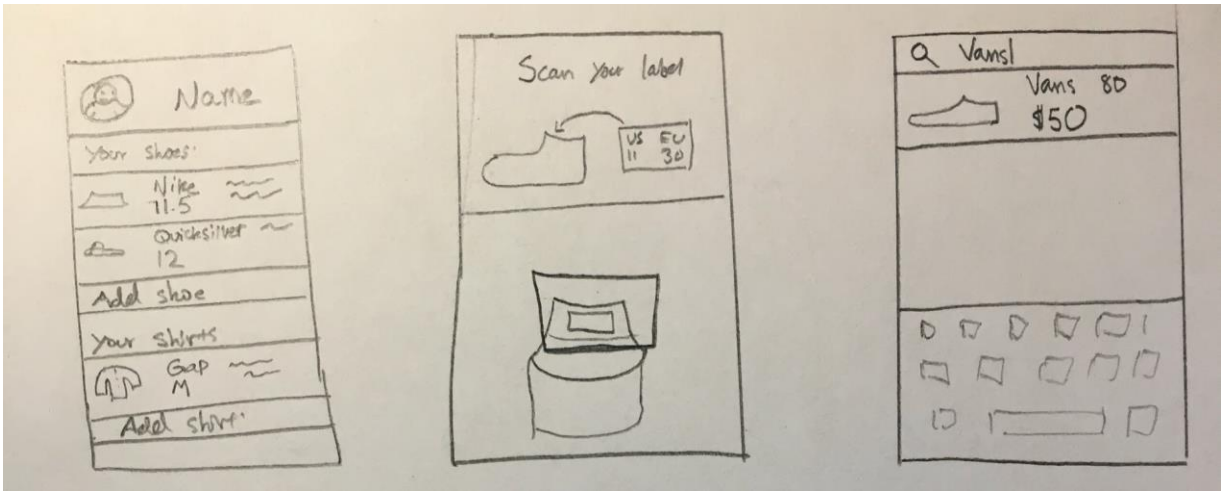
Mission Statement: We strive to make product recommendations more useful and seamless by helping customers choose the best **sizes** and **styles** of clothing based on currently owned items.

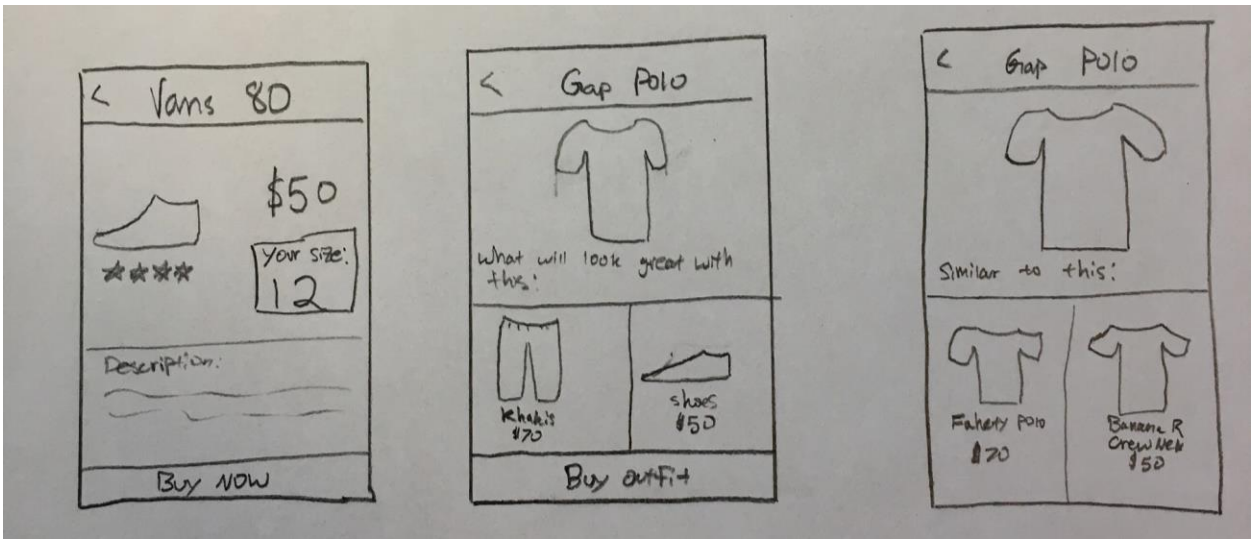
Problem & Solution Overview:
Currently, recommendations for customers focus on products **similar** to those they already own. Usually, customers are actually looking to make purchases that **complement** items they own. We are making recommendations more useful by helping people choose the best **sizes and styles** for them based on what they already own.

Sketches:

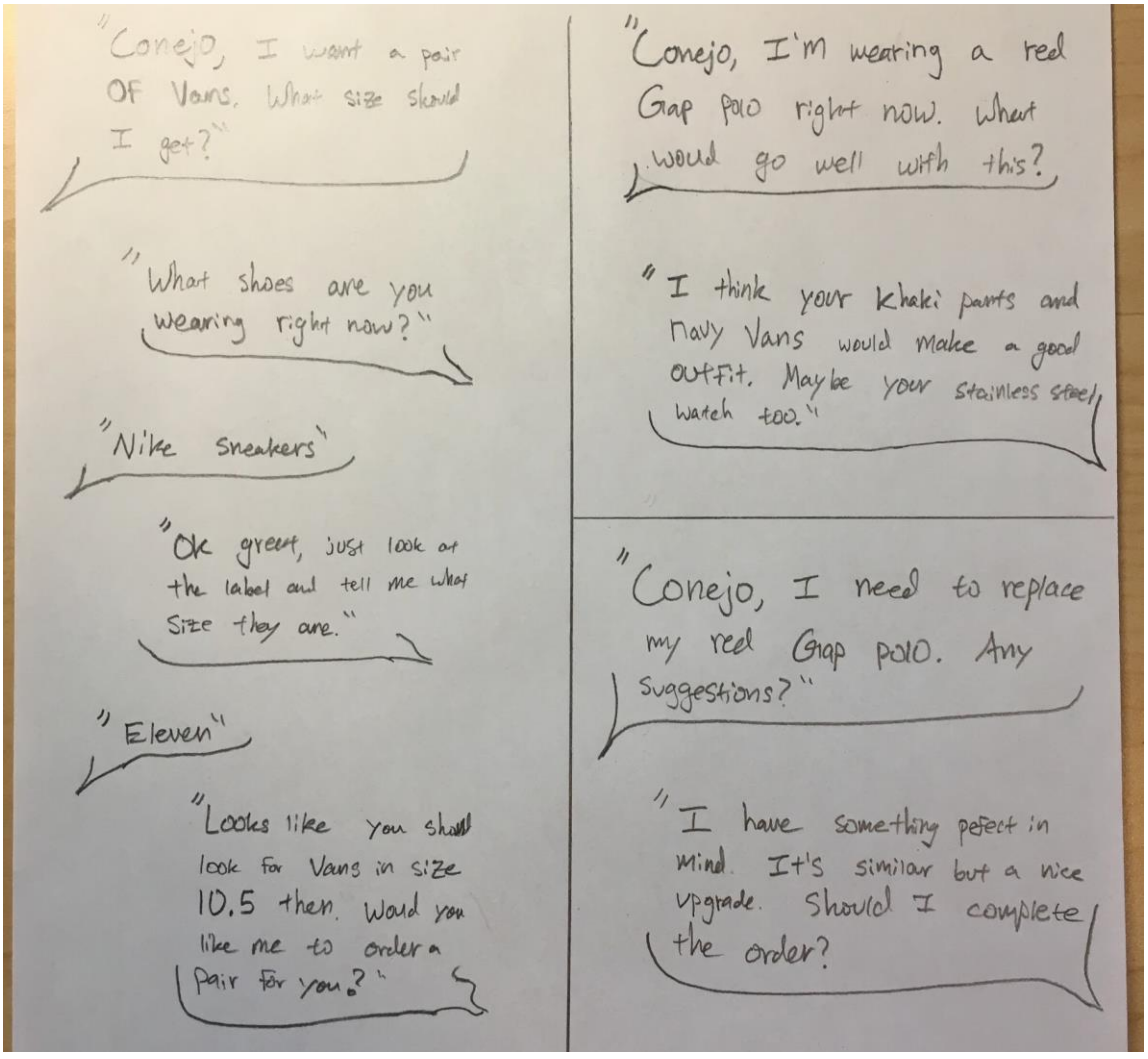
In order to make our vision our reality, we developed a number of design ideas to consider pursuing. We wanted to compare our ideas for building on three different platforms: mobile app, speech, and augmented reality. The following are rough sketches for different parts of the interface using each platform.

Mobile App -

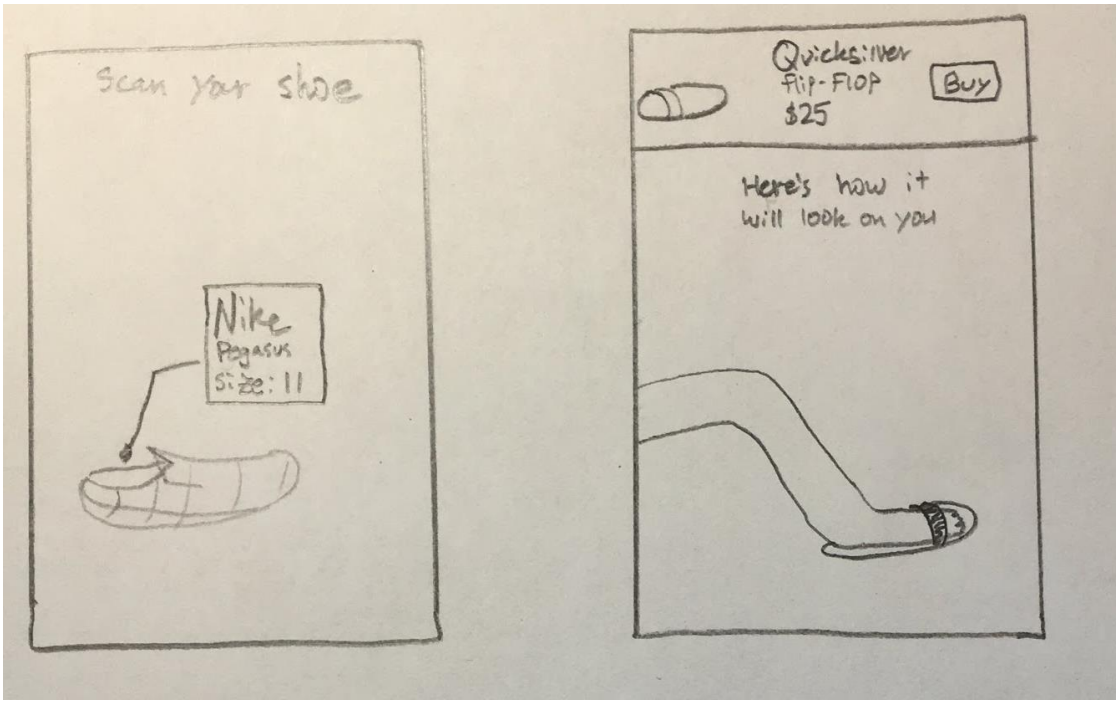


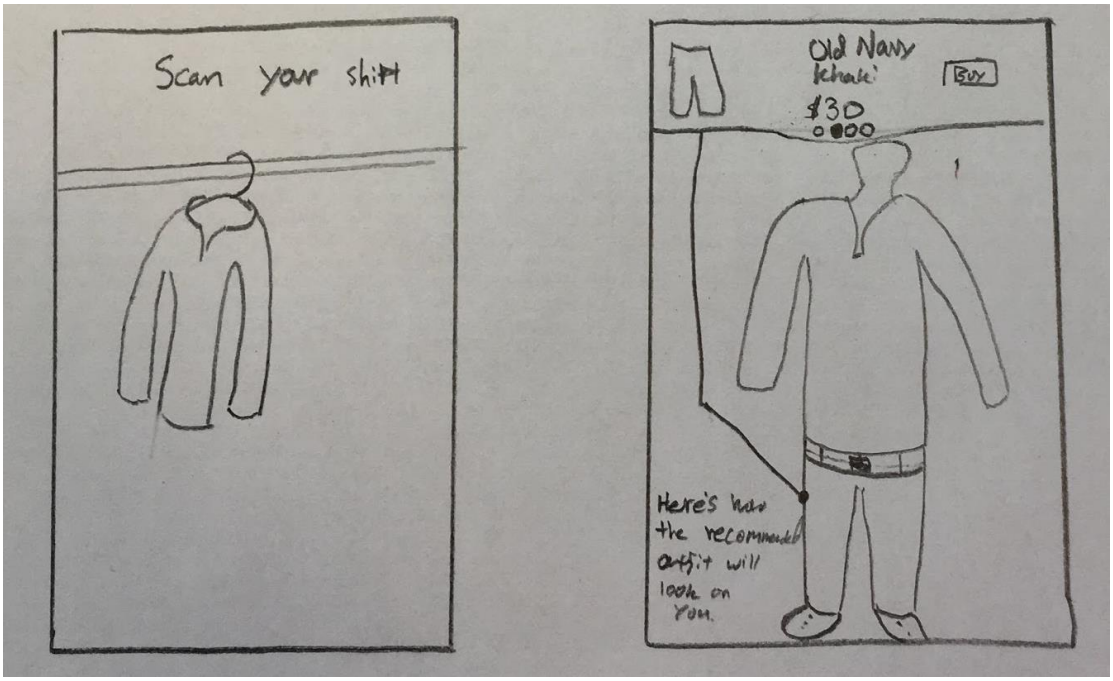


Speech -



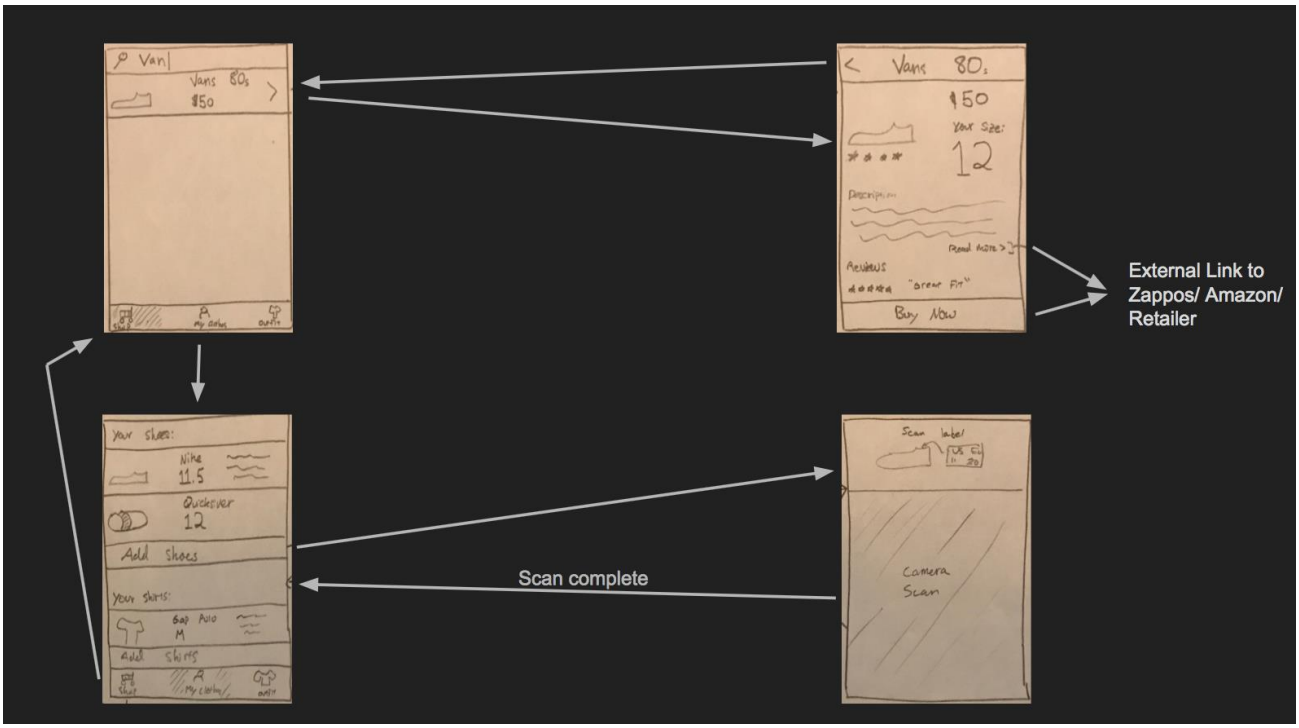
Augmented Reality -



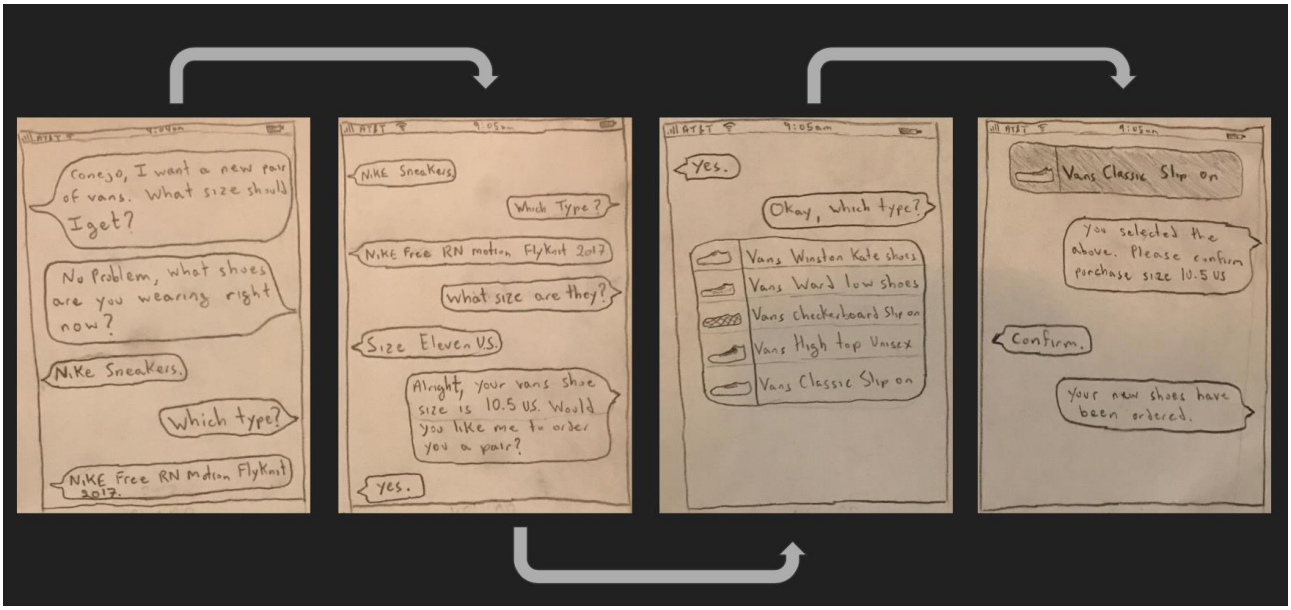


Reviewing what we developed, we thought that the mobile app and speech were the two most promising possibilities to implement our app. We fleshed out these iterations further by creating more detailed interfaces for each of these two platforms and considered how the different screens would fit together. The results of this iteration can be found below.

Mobile App -



Speech -

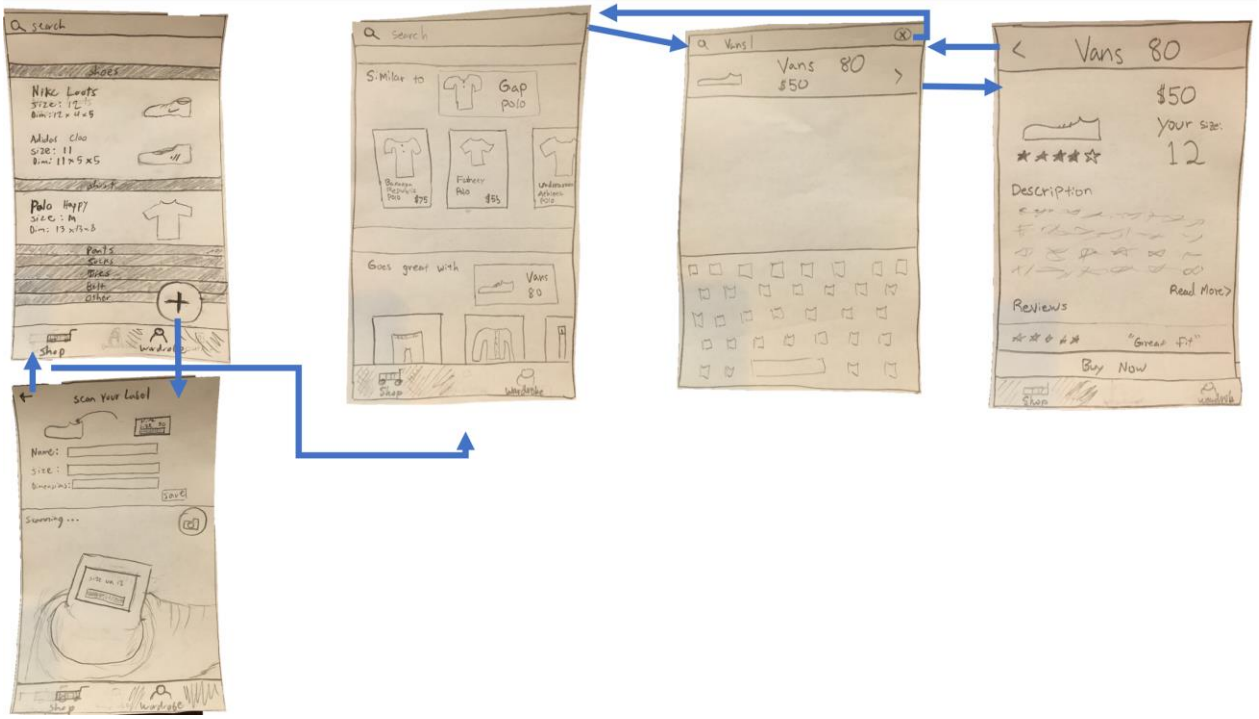


Selected Design:

After reviewing these two finalist platforms for Conejo, we decided to pursue the mobile app. While the speech interface was easy to interact with, we found that it didn't provide an adequate way for customers to browse through recommended products. On the other hand, users are accustomed to shopping with mobile apps, so we thought it would be the most intuitive and accessible way to shop for most potential customers. In addition, a mobile application will allow us to add a wide range of functionality, whereas the other platforms we considered were relatively limited to one specific function.

Coming to this conclusion, we created a full storyboard for our mobile app design for Conejo. Below, we demonstrate how to accomplish each of our three essential tasks using this interface. The three tasks are: (1) Buy a new pair of shoes and figure out exactly what is the correct size. (2) Find items similar or complementary to items you already own that fit well. (3) Get a recommended outfit based on one item of clothing.

1.



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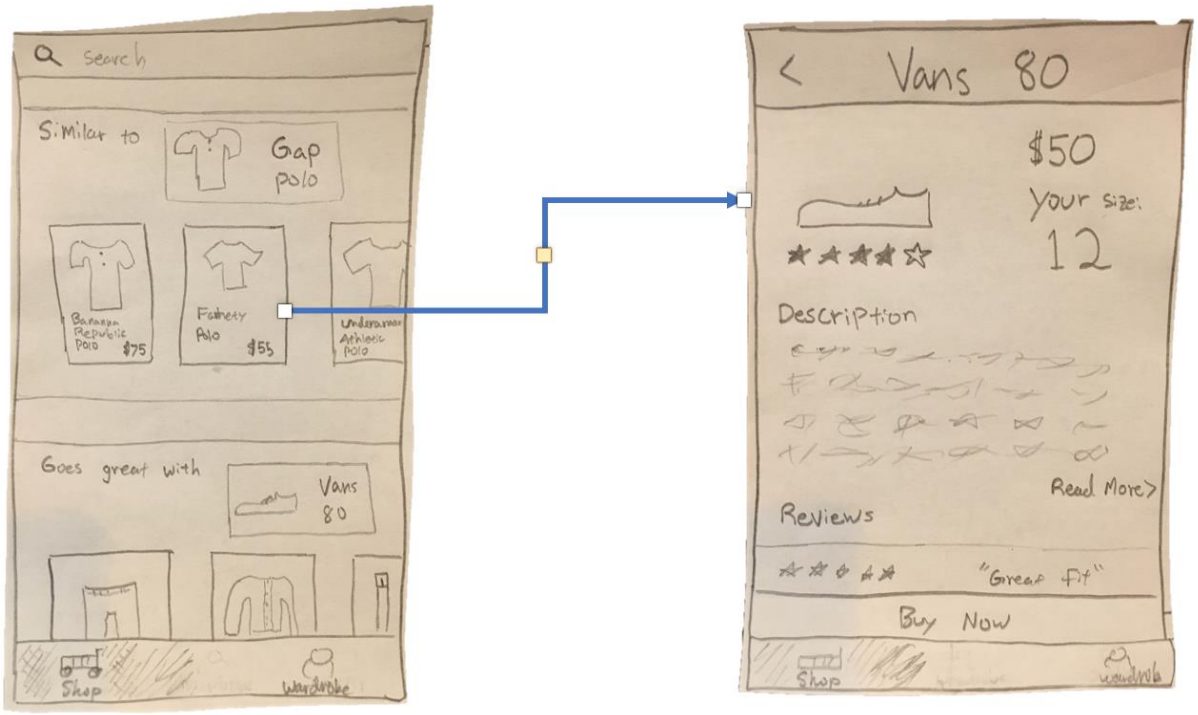
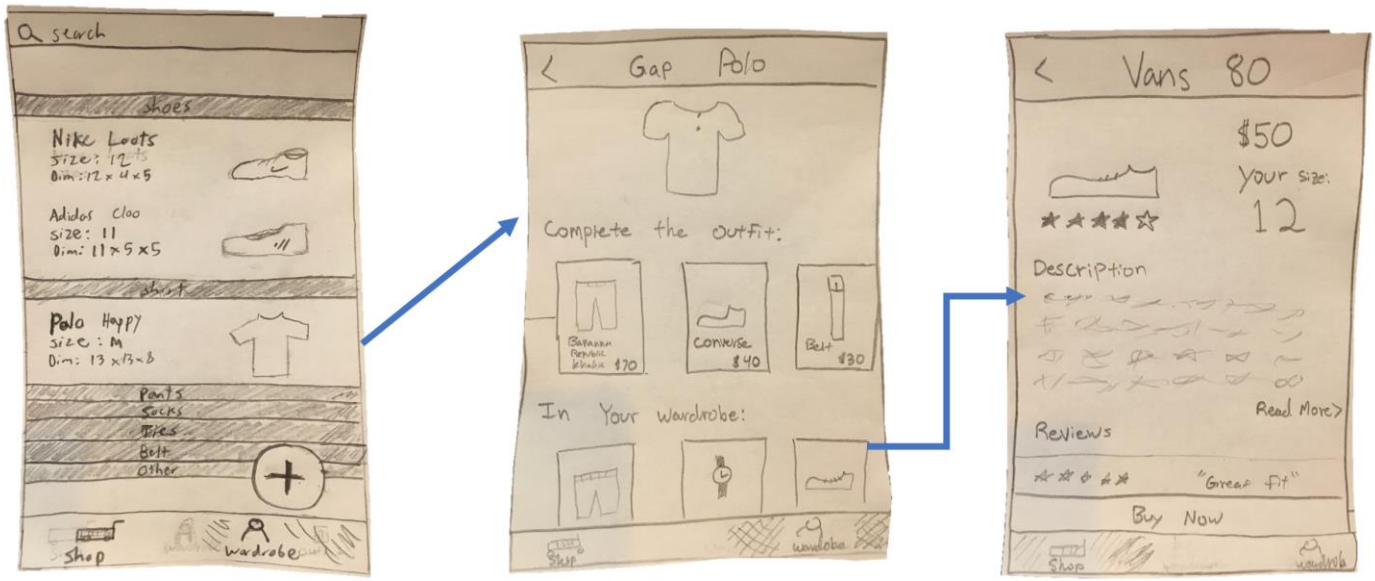
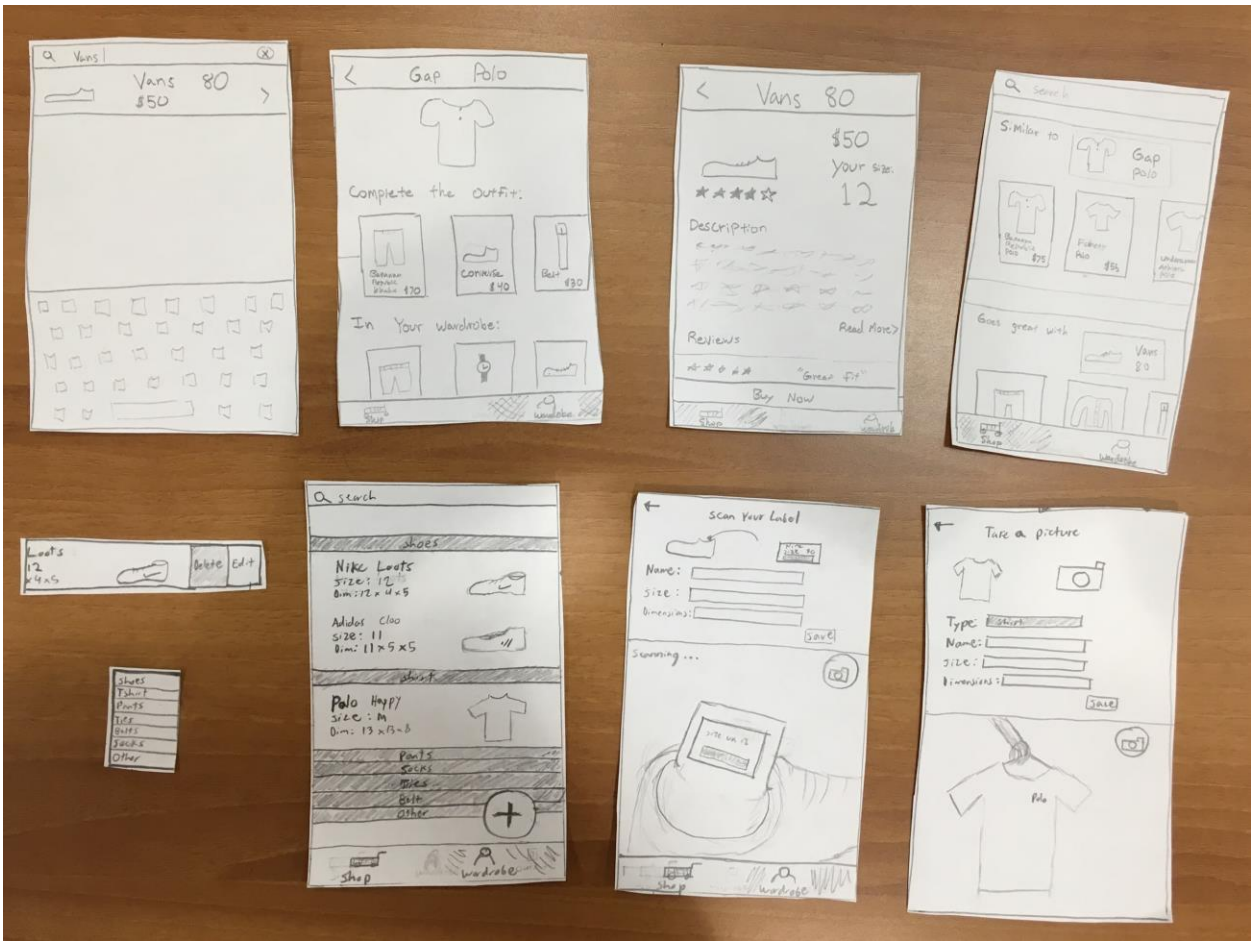


3.



Prototype Description:



Our interface is a touch-based mobile app with a tab interface consisting of two primary tabs: shop and wardrobe. On the wardrobe page, users can add their clothing by taking pictures of items they own and entering information such as brand and size. Tapping on any already added item will pull up a screen with the item as well as recommendations for clothing that complement this item both available to purchase and that the user already owns.

On the shop tab, the user will see cards that recommend items similar to or complementary to items that users already own. There is also a search bar that the user can use to find particular items. Once a particular item is selected, the product page shows the item, its description, reviews, price, and, most prominently, the correct size for the user. It also has a buy button for the user to purchase through a retailer quickly.

Method:

Participant	Why participant was chosen	Compensation type
Jay Yang	Jay was chosen as he was our target demographic of a millennial. Furthermore we met him in the Stanford Mall and could see that he was interested in shopping as he had some shopping bags.	Offered 5 usd, Jay refused them.
Chris Lin	Chris was chosen as he not only fit our target demographic but we also was found in a moment of what appeared to be distress in the Nordstrom's shoe section while waiting for his shopping girlfriend. We wanted his perspective as someone who lived the shopping process from a second hand perspective.	Entertainment while his girlfriend shopped.
Isadora Vazquez	Isadora was chosen for a variety of reasons. First, she met our target demographics and gave us additional diversity with our tests subjects (as many of them have been men so far) . Furthermore she does not typically participate in online shopping of clothing and we wanted to understand whether she would given our app.	None

Environment:

We interviewed two people at the Stanford Mall and one person in a conference room at Stanford.

Tasks:

(1) Buy a new pair of shoes and figure out exactly what is the correct size. (2) Find items similar or complementary to items you already own that fit great. (3) Get a recommended outfit based on one item of clothing.

Procedure:

For testing our prototype we first found individuals in a couple of ways. We began by going to the Stanford Mall and seeking out people to talk to who were in desirable situations (sitting alone, and seeming bored or with ample time). We then proceeded to request their permission for running the low fi prototype through them and got into our particular roles. We followed a pre-established script that roughly went as follows:

- Present the app, highlighting the desire to enhance the online shopping experience
- Ask some general questions: age, name, and why they were there.
- Give an understanding of how the low-fi prototype would work

- Describe task 1: Request test by testee
- Describe task 2: Request test by testee
- Describe task 3: Request test by testee
- Request general feedback and signature on form

While doing this we recorded data. Once this was done we conducted the same test on a female Stanford student at the university.

Test Measures:

We were looking to see how well users were able to navigate the interface as well as understand what they found most interesting and useful from the app as well as its general limitations. We furthermore wanted to see whether they would use the app and why.

Team Member Roles:

Jack - In charge of logging data
Esteban - Acted as the computer, flipping through screens
Amin- Acted as the presenter giving guidance and overviews

Results:

Our test results revealed a number of interesting areas to focus on for our next iteration. Our subjects were drawn to the item size on the product pages, as we wanted, but we still received the feedback that they did not trust that the size would be correct for them so they would be too hesitant to order the item. Two of our subjects also commented on the fact the phone screen size appeared small for shopping, and suggested that if we remained on this platform, we should make our images and text much bigger.

One additional interesting piece of feedback we received from another user was that pricing actually weighed in their mind much more than ease of use when ordering and finding similar items, as a result pricing jumped at them even more than the sizing feature of the app. Because of this, he recommended having multiple prices (from various websites) so that this wouldn't distract the user as much and would grant an improved experience. He also mentioned that similar items should account for similar price ranges.

Another significant realization we had was that the processes of adding clothes to the wardrobe was cumbersome, and that users would only want to perform this step for all of their clothing if it was as easy as snapping a picture of each item.

A question we have moving forward that our paper prototype was not able to address is how much people will enjoy scrolling through the recommendation cards on the shopping tab. Although our subjects all commented that they thought the idea of recommendations for similar items and matching outfits was very useful, we were not able to actually test whether users would then go ahead and buy the recommended items with this paper prototype.

Discussion:

With our feedback, we would like to re-approach our design with three key goals in mind. The first is to make images and text bolder and more obvious to give customers as much detail as they need to feel comfortable purchasing items from a smaller format device. The other is to find ways to build trust that the size recommendations will be good enough that customers can rely on them and not be hindered by the hesitation they may otherwise feel about something fitting correctly. Finally, we want to find ways to make sure that customers goals with pricing and other such things are apparent to the app and weight in not only on the user experience but also on recommendations.

In terms of functionality, we also want to allow users to add items to their wardrobe just with a picture, to increase the chance that they will add more of their items, which will make the recommendations even better.

Word Count: 1477

Appendix:

Notes:

Participant 1:

Male
Age 25
He was shopping with a friend
Met at Stanford Mall on one of the outside benches

- Wanted more information from the app to consider it usable, mostly additional pricing as that was for him more a definitive factor
- Though the interface was good but not visually stunning
- Enjoyed the first screen more than others and liked the register new clothes button
- Noted price before size in the interface

Participant 2:

Male
Age 21
He was accompanying his girlfriend to shop
Met at the Stanford Mall in the chairs in the shoe section at Nordstrom

- Enjoyed the app but felt it was too crowded for a mobile screen
- Felt that the most relevant feature was the recommendation of outfits
- Felt that the registering of new clothes was annoying
- Thought that maybe outsourcing clothing registration using mechanical turk to identify shirts would be useful instead of having the user provide so much info.
- Claimed he would still have a deep distrust of the app and would be unlikely to use it as he fears online shopping for shoes or clothing.

Participant 3:

Female

Age 18

We met through a mutual friend at TridelIt

- Described the interface as too large for the phone screen
- Found navigation easy but when registering a new wardrobe item found the process time consuming.
- Loved the idea of getting recommendations