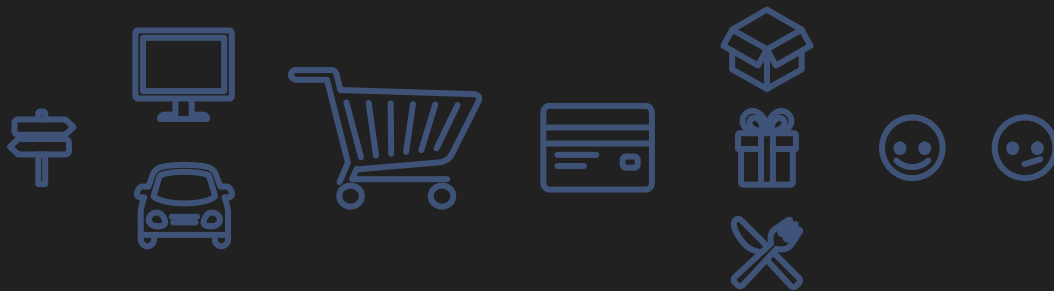


Conejo

Seamless shopping recommendations

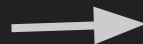
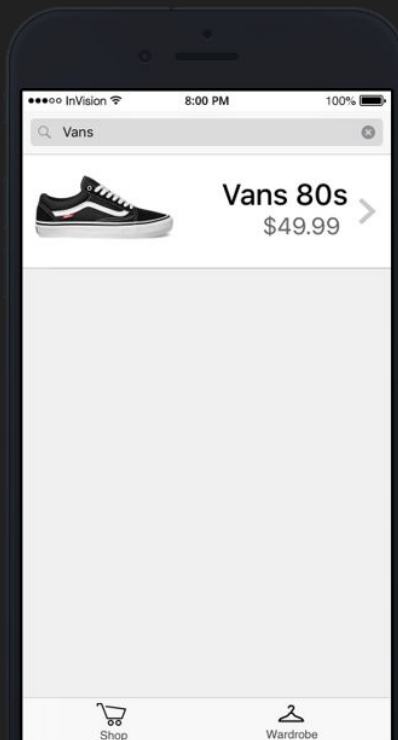
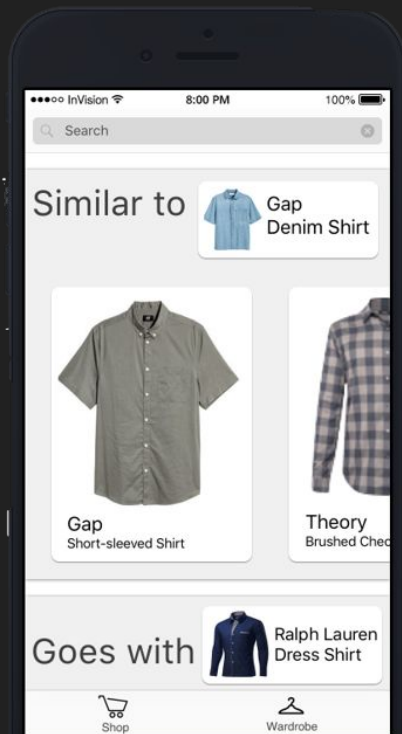


Team Mission Statement

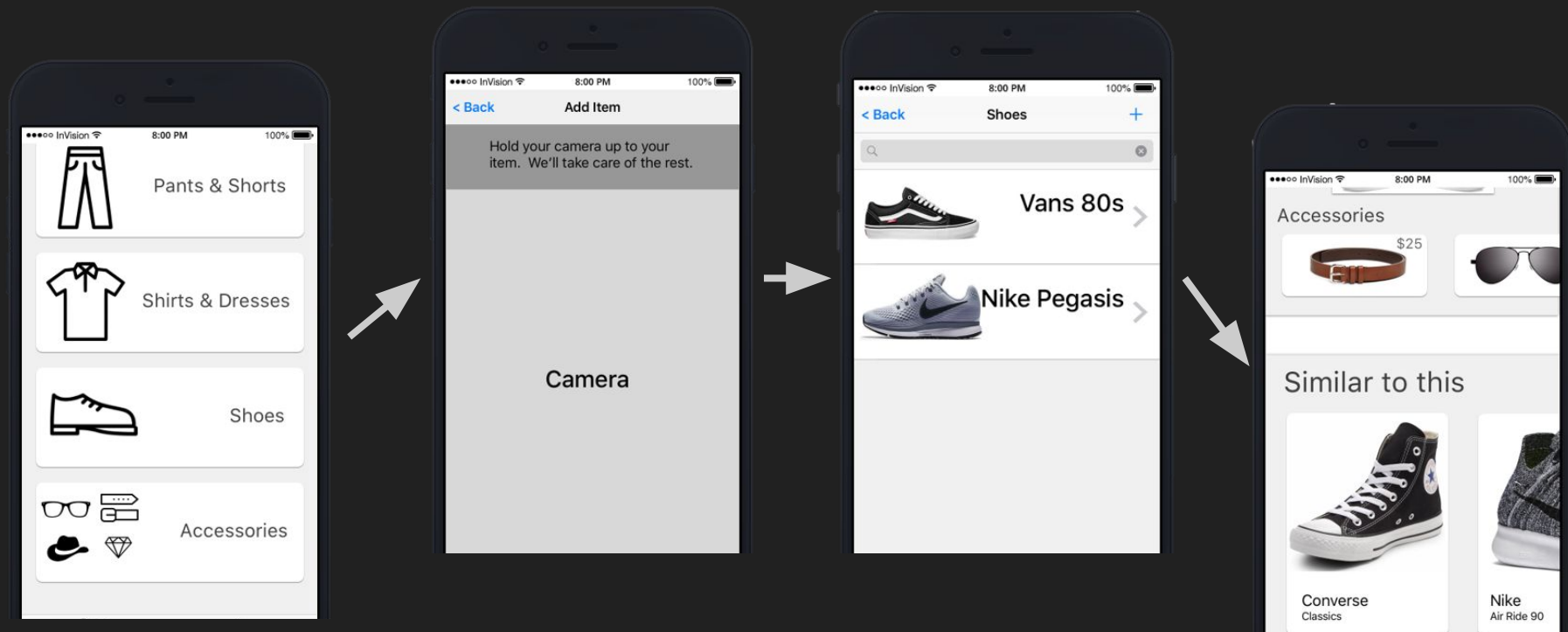
We strive to make product recommendations more useful and seamless by helping customers choose the best **sizes** and **styles** of clothing based on currently owned items.

Tasks

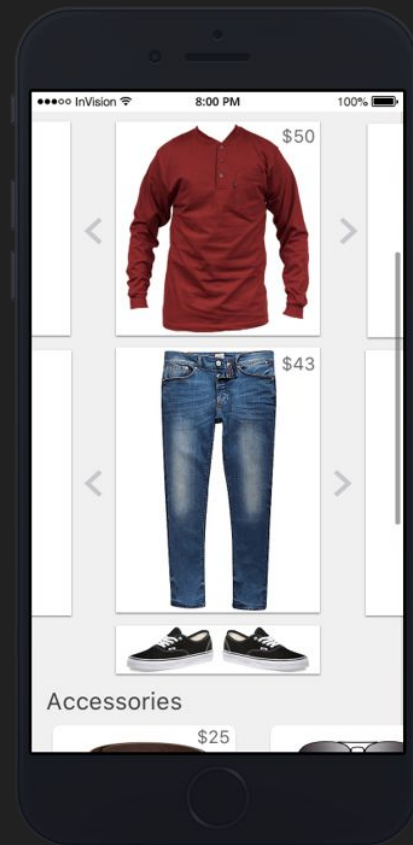
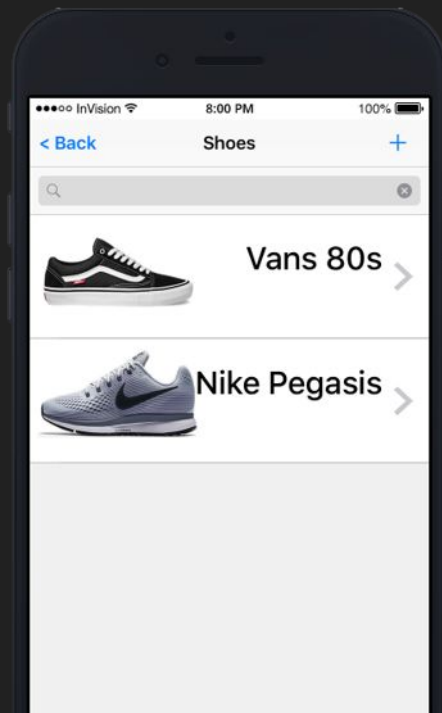
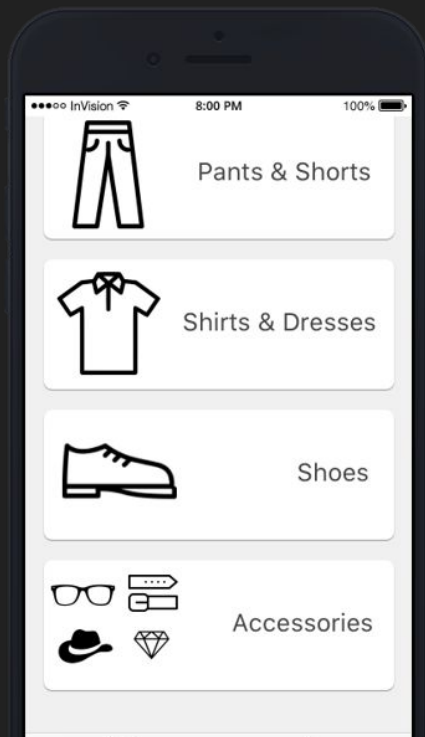
Task 1: Finding Correct Shoe Size - Simple



Task 2: Recommending Similar Item of Clothing - Medium

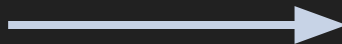
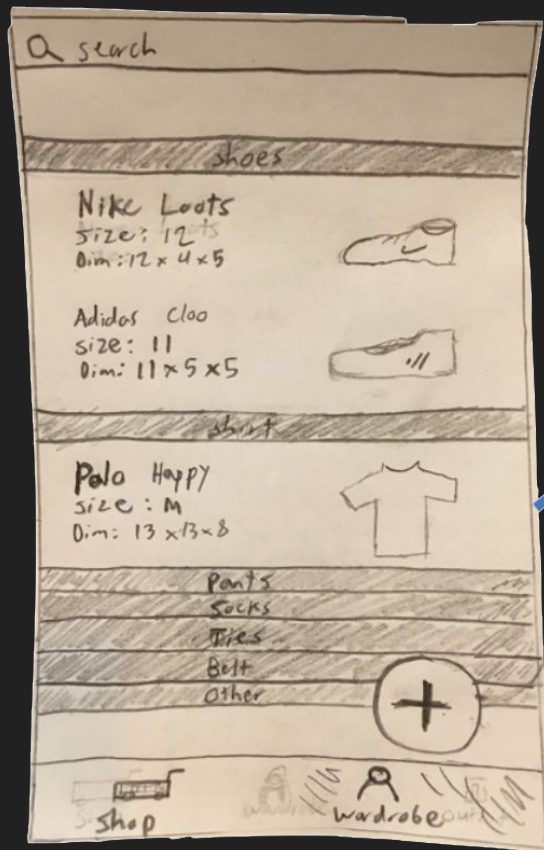


Task 3: Recommending Matching Outfit - Complex

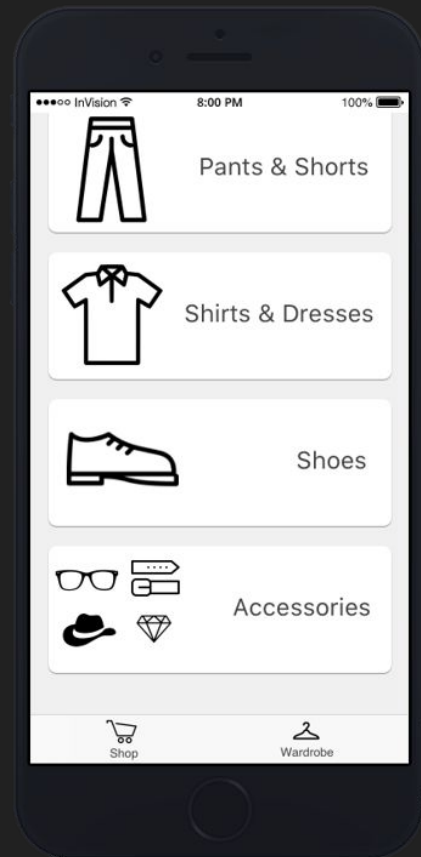


Design Changes

Before



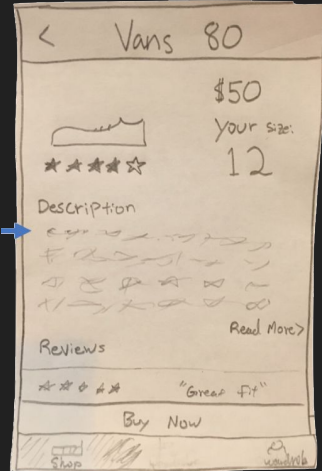
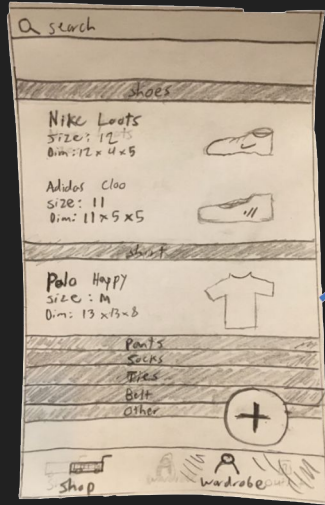
After



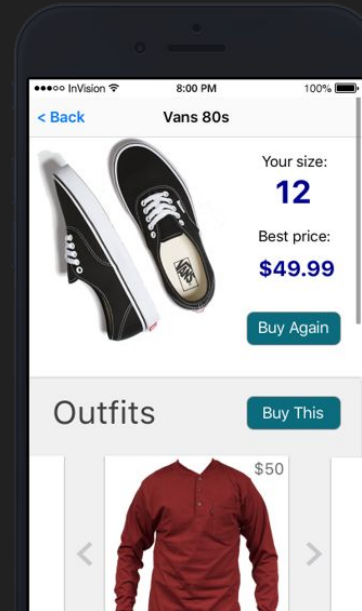
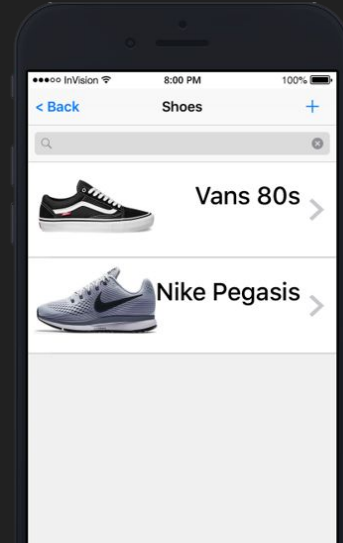
Change 1 (Description)

- Used more Icons
- Enlarged the options so user have a more pleasurable experience
- Simplified the interface keeping only what is necessary.

Before



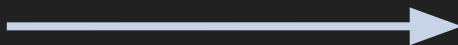
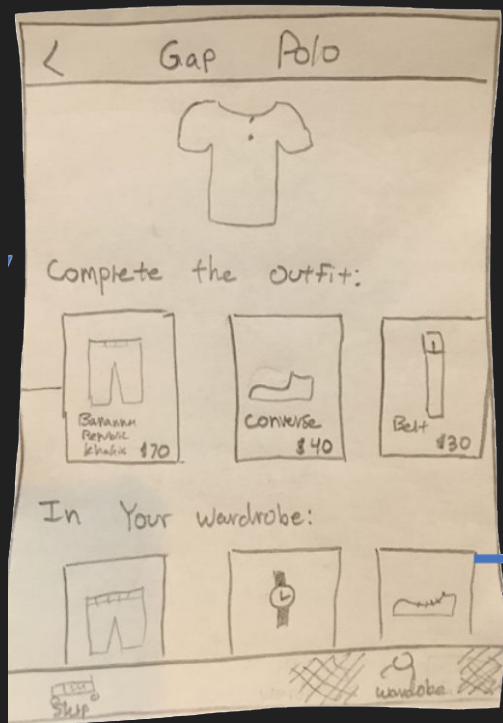
After



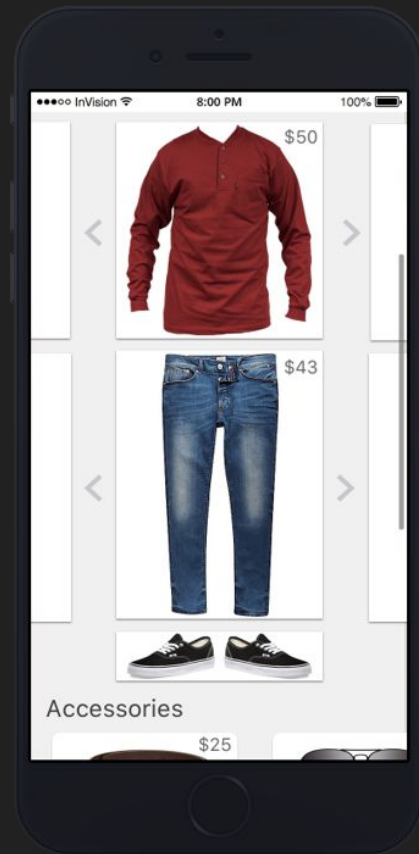
Change 2 (Description)

- Simplified the layout of the wardrobe.
- Added 'best price'.
- Removed much of the trivial details such as long description of the product.

Before



After



Change 3 (Description)

- The change was focused on making the user interface more interactive and fun by swiping to see different outfits.
- Full body view was a suggested UI changes by various people we interviewed as well.

Prototype Overview

Tools



- Sketch & InVision
- Visually detailed mockups
- Interactive and clickable
- Difficult to create scrollable or swipeable screens
- Difficult to demonstrate true recommendations
- Difficult to customize many task flows for each button

Limitations

- No custom user inputs
 - There is no backend
- Lacks Task flows for every typically clickable item
 - Unnecessary to include as trying only to demo general functionality and would incur an excess count of hardcoded activities

Wizard of Oz Techniques

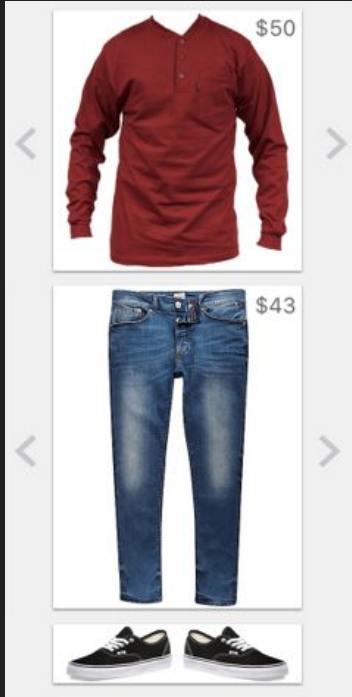
- No functional demonstration of such techniques but hardcoded things showing this type of future ability.

Examples include:



- Showing calculated shoe sizes
- Showing items registered using only a picture
- Identifying an attire from one owned item
- Identifying similar items derived from one owned item

Hard Coded Parts



- Recommendations
- Prices
- Registered items
- Search

Lack of an AI and massive database to recommend from

- Register screen

No AI in existence can identify any wardrobe item from sight alone

Prototype Goals

- To make the application as simple as possible by getting rid of a lot of unnecessary actions.
- To increase usability and application learning curve
- Making the application Interactive, allowing us to see what it feels like.

Thank You!