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Case Study
My Closet (Verishop ideas)

Making the retail shopping experience personal and
user friendly by creating a space to shop 1 to 100 of
a user's favorite brands—at once.

The Problem

Like with every industry, online retail shopping has many inefficiencies. Through my
shopping experience, I have identified the three biggest obstacles: deciding which
product(s) to purchase, ordering the right size, and checking out more than once.

The problem that "MyCloset" directly solves is the issue of checking out multiple
times. This app also eases the experience of deciding which products to purchase, by
condensing windows for organized comparison.

Because "MyCloset" is a hub for all brands, ordering the right size is less stressful for
returns are made simple by sending them to one location.

Users & Audience

The user for this app is anyone with access to the internet, who wants to purchase
something online. The need specific (target) user for this app is a customer wanting to
shop multiple brands of their choice—at one time in an organized efficient manner.

A key differentiator for this app is that users can enter any brand, as well as any number
of brands, of their choice and shop all of them simultaneously.
"MyCloset" is different than any other shopping app/experience because users do not
have to choose from the brands offered from that company (ex: Macy's, Saks,
Neiman's, etc.)

An integral part of the creation of this app was the value that a customer should never
have to settle. It is the pinnacle of a user oriented retail shopping experience.

Team & Role

This app is not yet created. However, I hope to build this app with a core team of a few designers and software developers. I would coordinate facets of design including: user task flow, visual aesthetics, product management, and prototyping.

I would conduct user research through organizing an experimentation focus group of my friends, who are all very active experienced online shoppers.

Design Process

The design process thus far has been just myself flowing through the vision I have for the app. I have had a few target users look at the design but have not yet received enough constructive criticism to incorporate into the prototype.

Below is a map of the current user flow. A test that would be helpful to find the most ideal user flow would be through experimentation and surveying users, to better understand their individual ideal flows.

User Interface

The user interface design for this app is a space to make online shopping individualized, efficient, and fun. The goal of this app is to make the shopping experience more personal and streamline, while combating the many issues that come with having multiple tabs open on a computer or phone.

Condensing multiple brands' websites into one epicenter for shopping has many positive effects including: simplified shopping experience, improved battery life for the user's electronic device, and limited stress for deciding between two (or more) products of different brands. Directly comparing two (or more) products of different brands next to one another is visually helpful for shoppers.
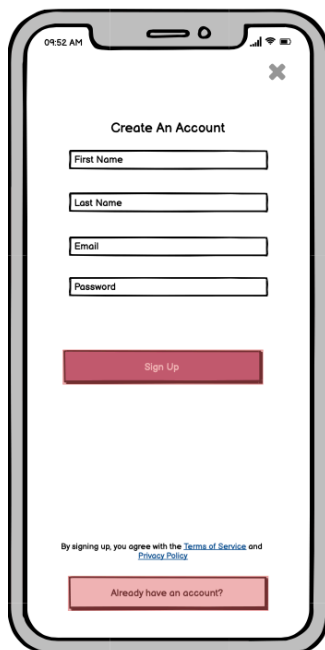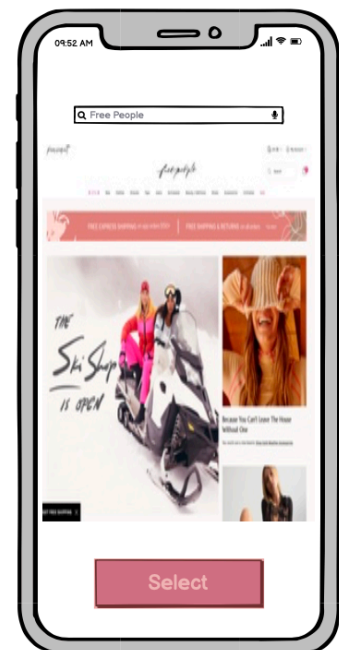
Login screen for new users to create an account with any active email

**Social Media Logins will be added
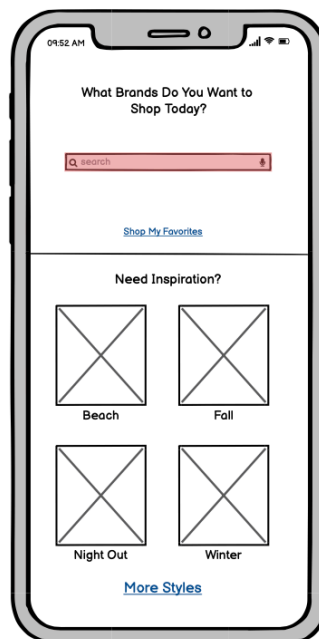
The splash home screen is divided into two parts. The top being the custom brand search, with the bottom half being a space for inspiration and discovery.

Once the user has searched for the brand they are looking for, a preview of the company website is shown to verify that it is the correct one. The user then selects the brand.
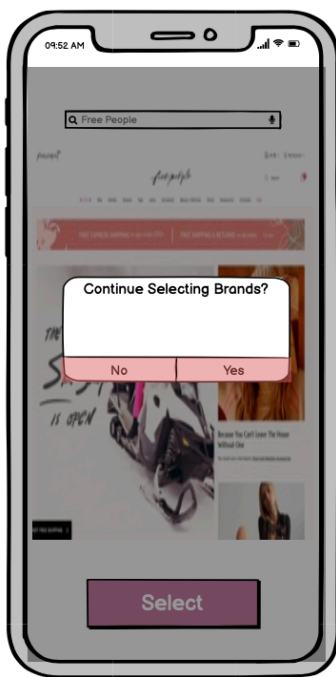
After selecting a particular brand the user can choose to continue selecting more brands or move forward shopping exclusively for the ones they have previously selected.
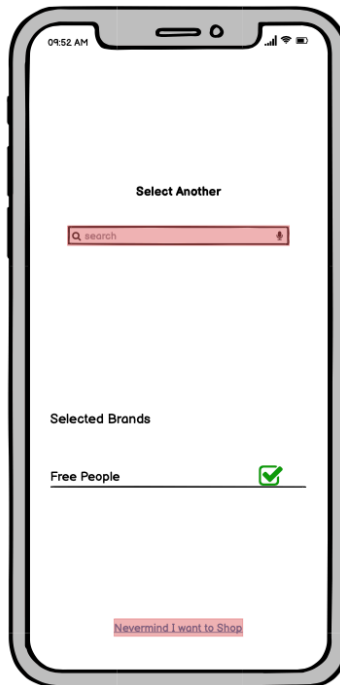

If continue selecting brands is chosen to be yes—a search page is shown to add another brand. The selected brands the user has previously chosen are shown below to aid in recall.
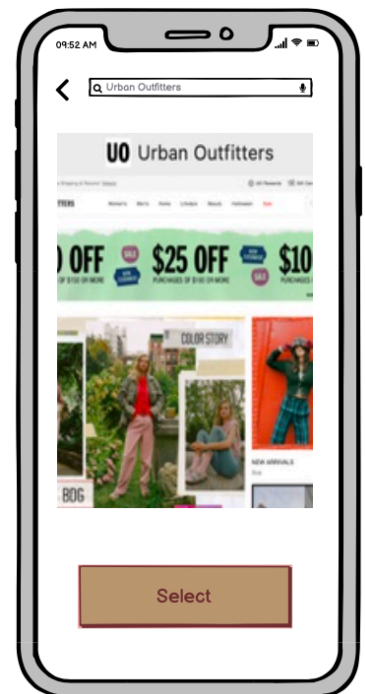

Like before, no brand website is loaded into the app before it is selected and has been verified by the user.
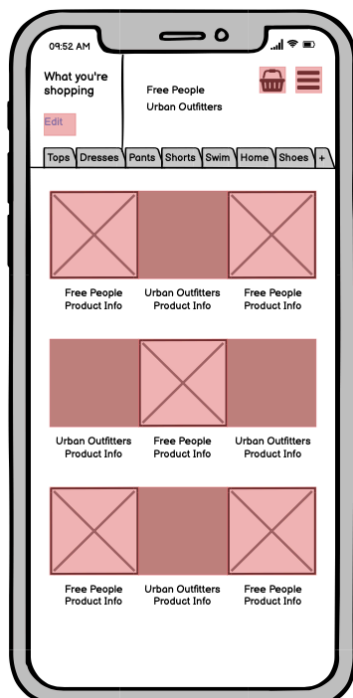

This is the core of MyCloset. Combining products from a variety of websites into one modernized and efficient online shopping experience: products from different brands, chosen by the user, on one site.
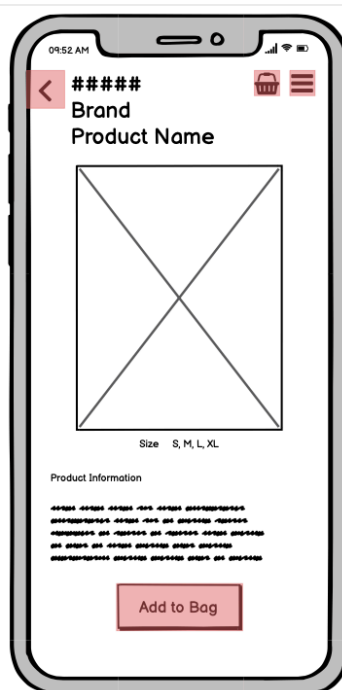

This is the view of a product on the app. The same product description and details are pulled from the original brand website into the app.
The brand is shown at the top to remind the user.
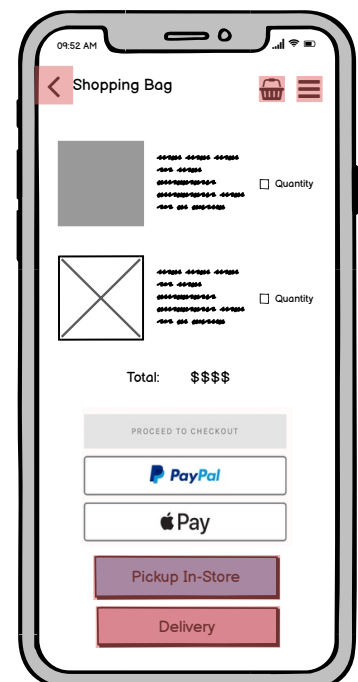
The check out experience is not only unique in paying for products of more than one brand at once but users can choose to pick up their products in-store or have them delivered (similar delivery service to Uber eats, DoorDash, etc.)
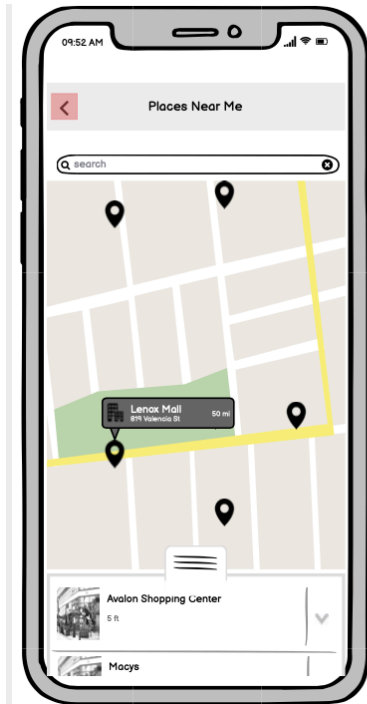
If the user chooses to pay for their product through the app but pick it up in person day of, a map is shown to highlight where the closest product they are purchasing is located.
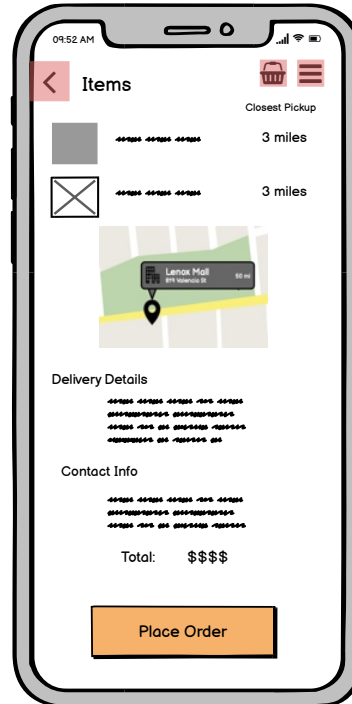
If the user chooses to pay for their product through the app but have it delivered, they will pay an extra fee, however, will receive their products day of. This is the screen to place a delivery order and tracking is then available.

Outcome

The app has not been created yet. However, the wireframes (some seen above) have been positively reviewed by future test users. This app satisfies many needs for online shoppers and appeases a variety of inefficiencies in the retail industry. I believe that this app would be received well by online shoppers and companies alike.