Most Exciting Feature on ESSE

Virtual Fitting Room

To design a virtual fitting room for the ESSE app, my approach would be as follows:

Understanding the User Needs:

Gather insights about the users' pain points and preferences regarding product fit, trying on clothes, and the overall shopping experience.

Understand how users currently evaluate fit and make purchase decisions, and identify the key challenges they face.

Virtual Fitting Room Requirements:

- Integration with user profiles and body measurements
- Ability to upload or capture user's body measurements
- 3D product visualization and virtual try-on capabilities
- Customizable camera controls and viewing angles
- Interactive features (e.g., pinch-to-zoom, rotation)
- Ability to compare multiple products side-by-side
- Integration with the product detail and checkout flows

Designing the Virtual Fitting Room Experience:

Create wireframes and low-fidelity prototypes to explore the user flow and key interactions within the virtual fitting room.

The design will include

- Intuitive user interface and navigation
- Clear guidance and instructions for using the virtual fitting room
- Seamless integration with the overall app experience
- Realistic and accurate 3D product visualizations
- Personalization based on user's body measurements
- Develop the visual design, ensuring a consistent and branded experience that aligns with the app's overall aesthetic.
- Personalized product recommendations based on fit preferences
- Ability to share and collaborate on fitting room experiences with other users
- Seamless checkout and ordering process for items tried on in the virtual fitting room
- Ensure the virtual fitting room aligns with the app's overall design system, branding, and user experience principles.

Testing and Iterating:

We can conduct a stealth testing approach with a diverse set of users to evaluate the virtual fitting room's effectiveness, usability, and overall user satisfaction.

Gather feedback on aspects such as fit accuracy, ease of use, and integration with the overall shopping experience.

Detailed Design Approach

Design Thinking Process:

1. **Empathize**

We can employ the **Double Diamond Model - Finding the Correct Problem**

Discover:
In this phase, we will gather insights about the users, their needs, and the problem space.
The design requirements provide some information about the target users, such as their **shopping behaviors**, **preferences**, and the **features** they expect in the app.
However, more in-depth user research, such as **interviews**, **surveys**, and **user testing**, would be necessary to fully understand the users' pain points, goals, and the context in which they would use the app.

2. **Define:**

Based on the user research conducted in the Discover phase, we can define the problem statement and the key design challenges.
The design requirements suggest that the main problem to be solved is to **enhance the overall shopping experience for the users**, using features like personalization, AR integration, social engagement, and seamless checkout.
However, more specific problem statements could be formulated, such as:
Q1. How can the app provide a more personalized and tailored shopping experience for each user?
Q2. How can the app leverage technology (e.g., AR, AI) to improve product discovery and decision-making?
Q3. How can the app give a sense of community and social engagement among users?
Q4. How can the app streamline the checkout and payment process to reduce friction?

3. **Ideate**

Develop (Double Diamond Process Model):
In this phase, we would start generating and prototyping potential solutions to the defined problem statements.
Several key features and functionalities are mentioned in the design requirements document, such as **personalization**, **AR integration**, **social engagement**, **virtual assistant**, and **seamless checkout**.

Human-centered Design Process

Questions to Ask:

- Who are the users?
- What do they want to do with the system?
- What is the context?

Applied Ethnography:
Observations: Observing the users and their environments.
Silent Observations and Interviews
People
•Who has the problem that you are trying to solve?
•What are their characteristics?
Goals and Tasks
•What are the users trying to accomplish?
Context
•Where are they going to use the solution?
•How are they going to use it?

Dimensions to Observe:
Experience, Physical Space, Events, Tools & Technologies, Additional Actors, Constraints, Sentiments, Background, Digital & Computer Literacy, Personality

Observations Results and Outcomes:
User profile, Task profiles, Problem areas with the system, ideas for improvement

Personas- Primary, Secondary and Negative Personas

Ideation:
Techniques of idea generation:
Brainstorming, brainwriting, starbursting, step-ladder, mind-mapping

We should also consider the **6 Thinking Hats**.

4. **Prototype:**

After ideation, we will make Low-fidelity and Hi-fidelity prototypes.
Low-Fidelity Prototypes: To identify the sequence and linking of app features/screens
In low-fi prototypes we can have: paper prototypes, storyboards, Flipbook, Post it.
High-Fidelity Prototypes: To know the visual design of the developed app.
In low-fi prototypes we can have: screenshots, on-screen storyboards, animations.

5. **Test:**

Evaluating without users: Cognitive walkthrough, heuristic evaluation, model-based evaluations (GOMS etc)
Evaluating with users: Silent Observations, Think Aloud, Constructive Interaction, Retrospective Testing, Controlled Experiments

Visual Design

FONTS AND COLORS:
Easy on the eyes font, clear, big enough for people with visibility issues.
People with color-blindness to be catered for.
No sharp shimmering colors will be used.

Deliver (Double Diamond Process Model):
The final phase is to deliver the designed solution and ensure it meets the user's needs and the overall objectives of the app.
This would involve testing the app with users, iterating on the design based on feedback, and eventually launching the app to the target audience.
Continuous monitoring, user feedback, and iterative improvements would be crucial to ensure the app remains relevant and engaging for users over time.

Key Elements to Enhance User Experience

1. **Personalization:** Implement personalization features, such as user profiles, saved preferences, and recommendations based on user behavior and shopping history.
2. **Augmented Reality (AR) Integration:** Leverage AR technology for the virtual fitting room to allow users to visualize products in their own environment, enabling them to make more informed purchasing decisions and enhancing the overall shopping experience.
3. **Social Engagement:** Include social features that enable users to interact with each other, share their shopping experiences, and collaborate on product discovery and selection.
4. **Virtual Assistant:** Develop a conversational virtual assistant that can provide personalized support, answer questions, and assist users throughout their shopping journey.
5. **Seamless Checkout and Payment:** Optimize the checkout process to be fast, secure, and convenient, with features like one-tap payment, digital wallets, and saved payment methods.
6. **Offline Capabilities:** Ensure the app has offline capabilities, allowing users to access product information, browse, and even make purchases even when they have limited or no internet connectivity.
7. **Feedback and Continuous Improvement:** Implement mechanisms for user feedback, such as in-app surveys and reviews, to gather insights and continuously refine the app's design and features based on user needs and preferences.