

UX Planning

(Additional Needfinding, POVs, HMWs, Brainstorming, and Experience Prototypes)

Team The Best Dressed

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Team Members



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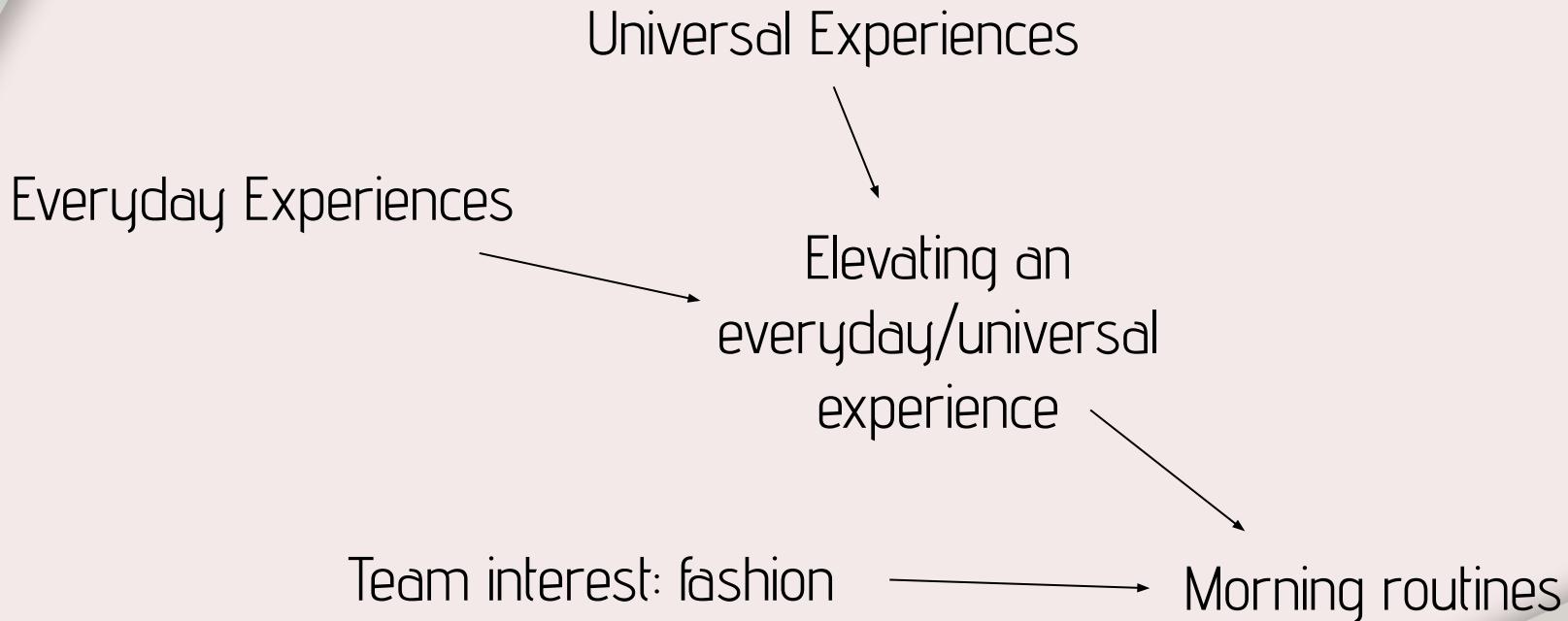
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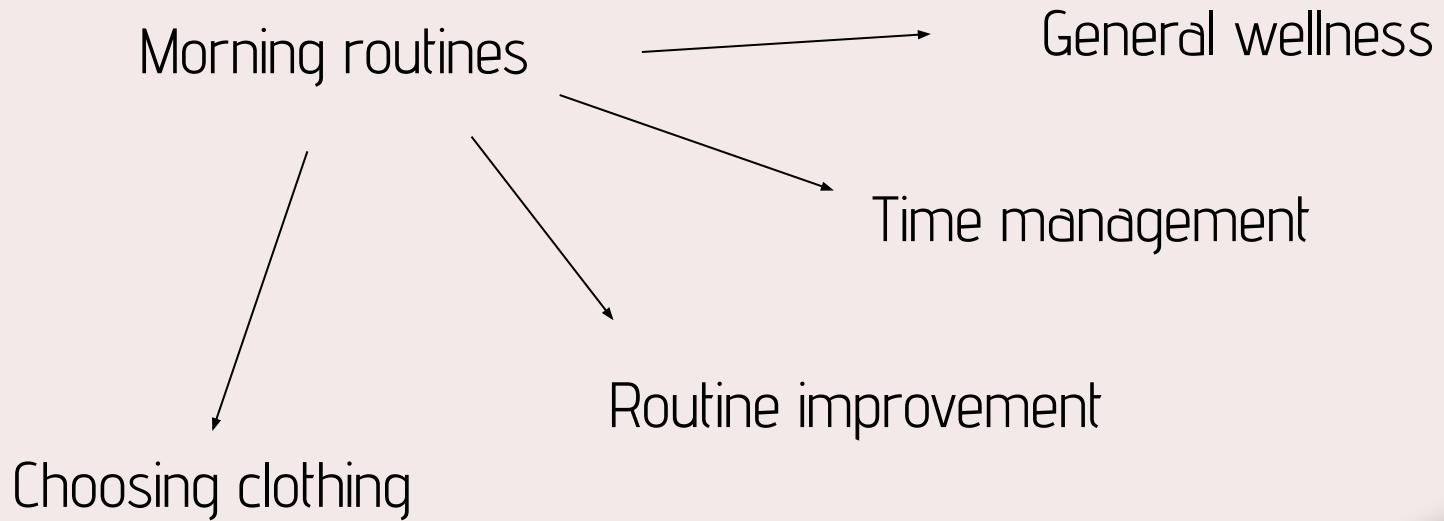
01

Introduction

Problem Domain: Previously



Problem Domain: Currently



02

Additional Needfinding

“When I’m just hanging out with friends, I like to show off my style. The clothes I’m wearing change how confident I feel. I like wearing Asian style clothes because I feel it represents my identity as an Asian American.”



Emily Huang

3rd-year English and
Psychology Major at
Stanford
Interviewer: Caroline



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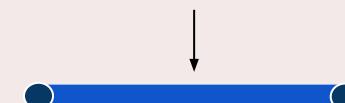
Learnings

- Everyday feels like a struggle to get up but he's become used to waking up at 4 am
- Considers his days somewhat static and pretty standard like other white-collar workers
- Works long hours from home
 - usually wears T-shirt, shorts or jeans
- Isn't satisfied with his work-life balance but thinks it isn't something in his control that can be changed
- Doesn't use an online calendar since he is able to remember everything from memory for scheduling



Ryan Finney

Cancer Therapy Researcher
based in the Bay Area
Interviewer: Hannah



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03

POVs

John's POV

We met...

John Gunderson,
a current software
developer at
Roblox with a
dynamic living
situation

We were
surprised
to realize...

That he prepares
to leave the house
in just 10 minutes
and skips
breakfast until he
arrives at work

We wonder
if this
means...

He would be
interested in
further reducing
the time it takes
to get ready

It would be
game
changing
to...

Further optimize
his already quick
preparation time

Judy's POV

We met...

Judy, a middle-aged woman working at the Stanford Alumni Center who maintains a consistent schedule and style

We were surprised to realize...

That she gets bored of wearing the same outfits but often sticks to consistency when making closet choices

We wonder if this means...

She wants to try new styles, but finds it difficult to explore or incorporate new activities or items in her routine

It would be game changing to...

Find a way to maintain a consistent schedule despite inevitable disruptions, while also allowing for experimentation in styles and outfits

Sarah's POV

We met...

Sarah, a freshman at UCLA studying psychology who is very into fashion

We were surprised to realize...

She spends more time looking at Pinterest for fashion inspiration rather than her own closet when deciding what to wear

We wonder if this means...

It is more fun to browse clothes that are new to her and which she doesn't already own

It would be game changing if...

People are inspired by their own closet, and enjoy the experience of "shopping" the clothes that they have already bought

04

HMWs and Solutions

10+ HMWs
for 1st POV

10+ HMWs

for 1st POV

10+ HMWs

for 2nd POV

10+ HMWs

for 3rd POV

10+ HMWs
for 3rd POV

3 best HMWs

Send to CA for feedback before brainstorm!

10+ solutions

for 1st HMW

10+ solutions

for 2nd HMW

10+ solutions

for 3rd HMW

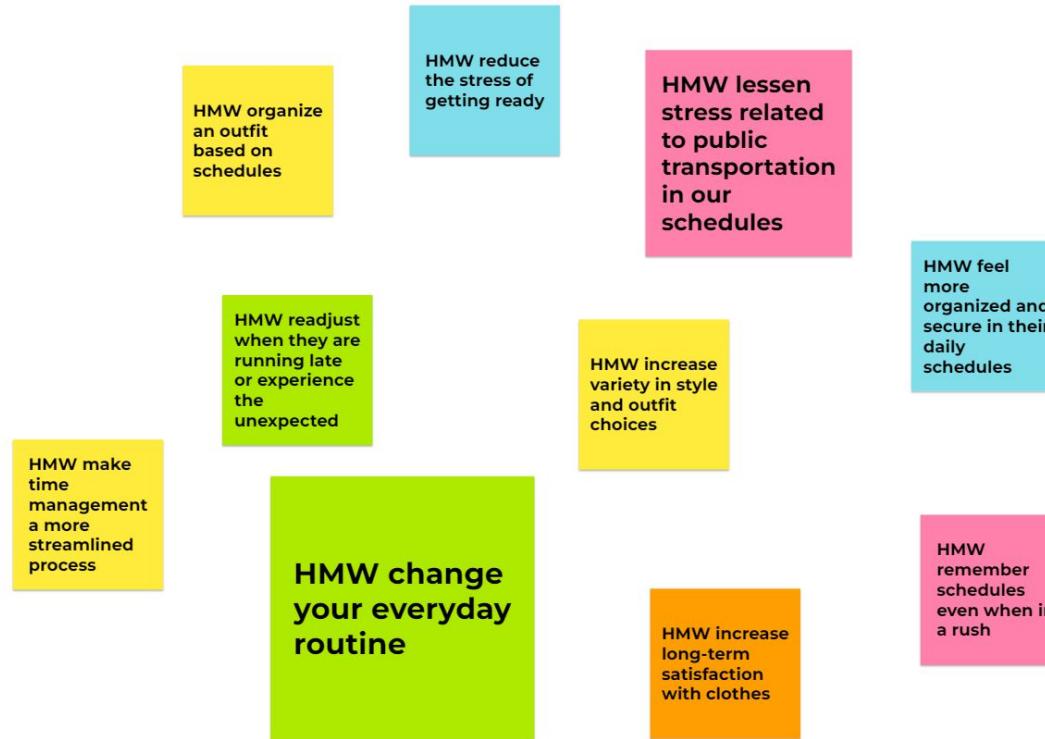
3 best solutions

selected from across the 30+ solutions ideated

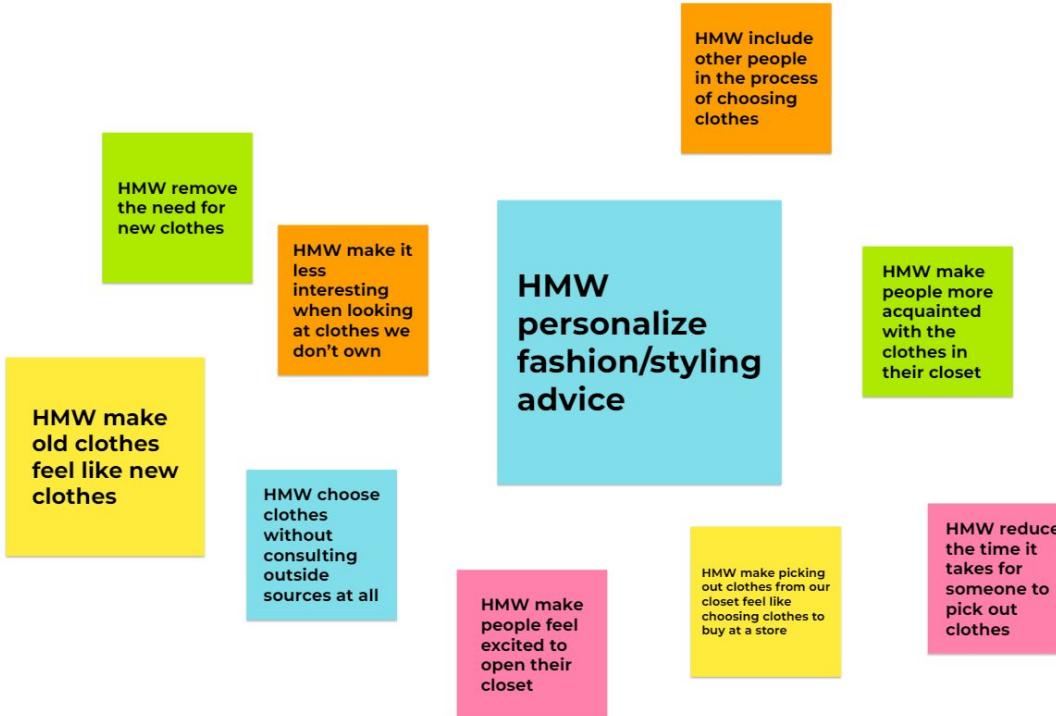
Send

brainstorm!

HMW's from Judy's POV



HMW's from Sarah's POV



HMW's from Emily's POV



HMW's from John's POV



Best HMW's

**HMW change
our routine to
be more
exciting and
satisfying
everyday**

HMW make it fun
when someone is
running late or
experiencing the
unexpected

HMW personalize
fashion/styling
advice that is
limited by the
person's closet

Send to CA for feedback before brainstorm!

10+ solutions
for 1st HMW

10+ HMWs

for 1st POV

10+ HMWs

for 2nd POV

10+ HMWs

for 3rd POV

3 best HMWs

Send to CA for feedback before brainstorm!

10+ solutions
for 3rd HMW

10+ solutions

for 1st HMW

10+ solutions

for 2nd HMW

10+ solutions

for 3rd HMW

3 best solutions

selected from across the 30+ solutions ideated

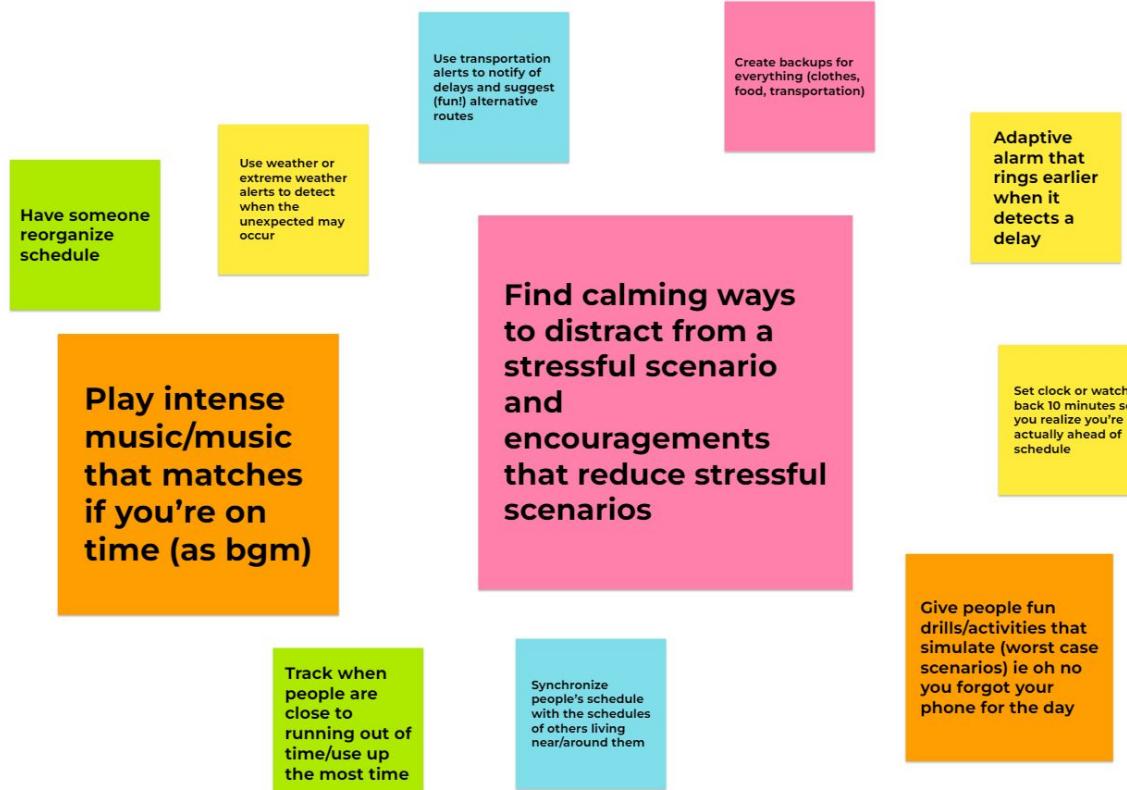
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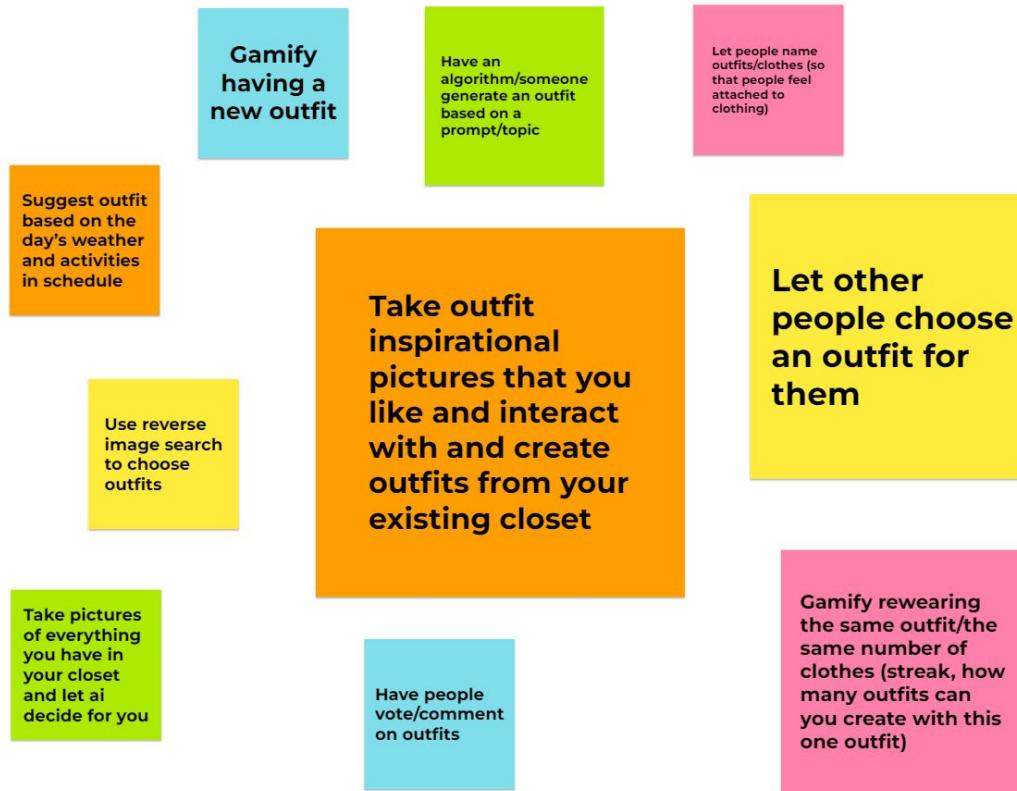
Solutions for HWM #1 (Routine Improvement)



Solutions for HWM #2 (Enhance Running Late)



Solutions for HWM #3 (Fashion Advice)



Best Solutions

**Recommendations
for new activities to
integrate into their
routine based on
their interests**

**Take outfit
inspirational
pictures that you
like and interact
with and create
outfits from your
existing closet**

**Find calming ways
to distract from a
stressful scenario
and
encouragements
that reduce stressful
scenarios**

05

Experience Prototypes

Reduce Stressful Scenarios: Assumptions

**Find calming ways
to distract from a
stressful scenario
and
encouragements
that reduce stressful
scenarios**

- People want to feel more relaxed under stressful circumstances
- Being distracted when stressed is preferable
- Sensory experiences like music will reduce stress
- Reducing stress will not affect performance

Reduce Stressful Scenarios: Prototype

- Synthetic stressful situation:
Participant asked to perform a multiplication worksheet
- Performance was timed and scored
- Participant asked to rate their anxiety and provide feedback
- Different music was played during each of 3 trials

2-Digit by 1-Digit Multiplication (A)				
Name: _____	Date: _____	Score: _____ /25		
Calculate each product.				
$\begin{array}{r} 72 \\ \times 2 \\ \hline \end{array}$	$\begin{array}{r} 31 \\ \times 8 \\ \hline \end{array}$	$\begin{array}{r} 73 \\ \times 4 \\ \hline \end{array}$	$\begin{array}{r} 95 \\ \times 9 \\ \hline \end{array}$	$\begin{array}{r} 11 \\ \times 7 \\ \hline \end{array}$
$\begin{array}{r} 65 \\ \times 9 \\ \hline \end{array}$	$\begin{array}{r} 74 \\ \times 4 \\ \hline \end{array}$	$\begin{array}{r} 11 \\ \times 9 \\ \hline \end{array}$	$\begin{array}{r} 24 \\ \times 5 \\ \hline \end{array}$	$\begin{array}{r} 68 \\ \times 9 \\ \hline \end{array}$
$\begin{array}{r} 99 \\ \times 9 \\ \hline \end{array}$	$\begin{array}{r} 35 \\ \times 3 \\ \hline \end{array}$	$\begin{array}{r} 56 \\ \times 9 \\ \hline \end{array}$	$\begin{array}{r} 52 \\ \times 4 \\ \hline \end{array}$	$\begin{array}{r} 83 \\ \times 5 \\ \hline \end{array}$

Reduce Stressful Scenarios: Participant



Nanami
Tourist from Japan

“Calm music makes you more anxious because you’re not sure if relaxing makes you do worse”

“I got better at multiplication over the trials”



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Reduce Stressful Scenarios: Results

- Trial 1 (No Music)
 - 56.92s, 14/15 correct
 - Anxiety rating: 5
- Trial 2 (Lo-Fi Music)
 - 105.98s, 11/15 correct
 - Anxiety rating: 7
- Trial 3 (Intense Music)
 - 105.35s, 14/15 correct
 - Anxiety rating: 2

2-Digit by 1-Digit Multiplication (A)				
Name: _____	Date: _____	Score: _____ /25		
Calculate each product.				
$\begin{array}{r} 72 \\ \times 2 \\ \hline 144 \end{array}$	$\begin{array}{r} 31 \\ \times 8 \\ \hline 248 \end{array}$	$\begin{array}{r} 73 \\ \times 4 \\ \hline 292 \end{array}$	$\begin{array}{r} 95 \\ \times 9 \\ \hline 855 \end{array}$	$\begin{array}{r} 11 \\ \times 7 \\ \hline 77 \end{array}$
$\begin{array}{r} 65 \\ \times 9 \\ \hline 585 \end{array}$	$\begin{array}{r} 74 \\ \times 4 \\ \hline 296 \end{array}$	$\begin{array}{r} 11 \\ \times 9 \\ \hline 99 \end{array}$	$\begin{array}{r} 24 \\ \times 5 \\ \hline 120 \end{array}$	$\begin{array}{r} 68 \\ \times 9 \\ \hline 612 \end{array}$
$\begin{array}{r} 99 \\ \times 9 \\ \hline 891 \end{array}$	$\begin{array}{r} 35 \\ \times 3 \\ \hline 105 \end{array}$	$\begin{array}{r} 56 \\ \times 9 \\ \hline 504 \end{array}$	$\begin{array}{r} 52 \\ \times 4 \\ \hline 208 \end{array}$	$\begin{array}{r} 83 \\ \times 5 \\ \hline 415 \end{array}$

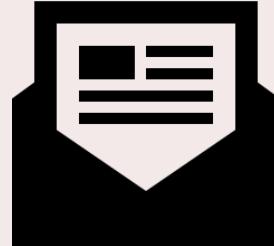
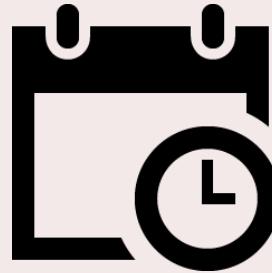
New Activities: Assumptions

- Users want to change their routine
- People accept others changing their routine
- Users will follow through with the change

**Recommendations
for new activities to
integrate into their
routine based on
their interests**

New Activities: Prototype

- Ask participant to try new activities during their morning routine
- Followed up later via email
- Asked participants whether they enjoyed incorporation new activities into their daily routine

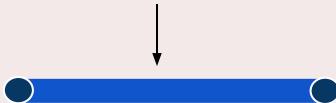


New Activities: Participant



Vivian Xiao

Woman in her 50s
Works from home, both children
at college



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“I don’t really want to change my routine”

Wears a work top but pajama pants
due to WFH

New Activities: Results



- Changing up breakfast helped her feel less hungry
- Singing made her happy
- Didn't like going outside or wearing work clothes at home, felt unnecessary

Re-discovering Your Closet: Assumptions

**Take outfit
inspirational
pictures that you
like and interact
with and create
outfits from your
existing closet**

- People want to go through and document their entire closet
- People want to spend time curating their outfits
- People are willing to invest time in documenting outfits
- People want to break out of their normal fashion routine

Re-discovering Your Closet: Prototype

- Tasked someone with digitizing their closet for 10 minutes:
 - Going through their closet, taking pictures clothing items, and documenting potential outfits
- Participant were asked:
 - How many clothing items they got through
 - How many outfits they found and how they rated the outfit
 - **How enjoyable the exercise was**



Re-discovering Your Closet: Participant



Jhon Chavez

Recent Graduate from Cal Poly
SLO



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“Off the top of my head, I’m not too sure of all the items in my closet.”

“My style is a product of rushed comfort.”

Re-discovering Your Closet: Results

- Jhon didn't completely enjoy the activity as it was just another task on top of his busy schedule
- Got through around 15% of his closet
- Came up with 7 different outfits
- Didn't get to know his closet much better since he went through his most worn items in the 10 minutes



Outfit Rating: 8/10



Outfit Rating: 7/10

100% likely to wear both outfits in the future!

06

What's Next?

Solution Moving Forward

**Take outfit
inspirational
pictures that you
like and interact
with and create
outfits from your
existing closet**

- One of our more successful ideas
- Ethical implications:
 - May not be very useful for those with a small closet
 - Could further fast fashion

Thank you for
listening!

-evan