

Hi-fi Prototype #OOTD

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#OOTD

Impress to Dress

Meet the Team



Hannah



Evan



Hana



Caroline



Problem/Solution Overview



The Problem

Ask any person about their morning routine and they're sure to mention the act of creating an outfit. Making an outfit every morning requires time and effort which can be especially stressful.



The Solution

#OOTD is an app that helps you to digitize your closet with minimal activation energy required. It can create auto generated outfits, or help you choose an outfit by providing information about the weather, previous outfit history, input from friends, and your daily schedule.

Table of contents

01

Heuristic Evaluation Results

Summary of our heuristic evaluation results.

02

UI & Product Revisions

UI changes and rationale.
Progress towards usability goals.

03

Prototype Implementation

Implemented features so far.
Tools and techniques used. Plans moving forward.

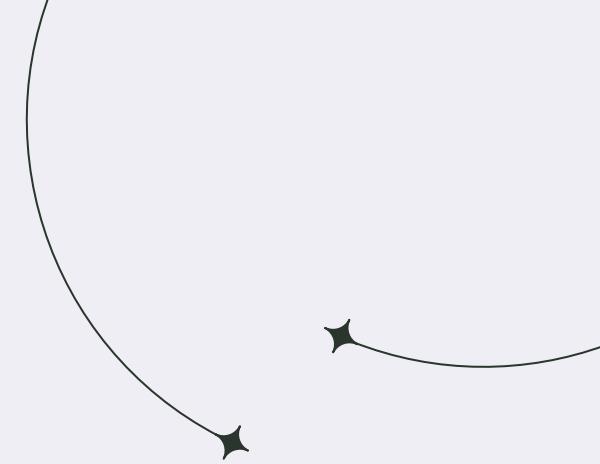
04

Demo

Demo of what #OOTD looks like so far!

01

Heuristic Evaluation Results



High-level Summary of Results

90 Total Violations

Severity 1

12 violations

Severity 2

41 violations

Severity 3

26 violations

Severity 4

11 violations

Most Violated Heuristics



H4: Consistency & Standards

18 total violations.

6 severity 3-4 violations.



H3: User Control

11 total violations.

8 severity 3-4 violations.

Heuristic with the most severity 3-4 violations.



H1: Visibility of Status

10 total violations.

4 severity 3-4 violations.



Key Takeaways

◆ H4: Consistency & Standards

Consistent page layouts and wording.
Standardized labels.

◆ H3: User Control

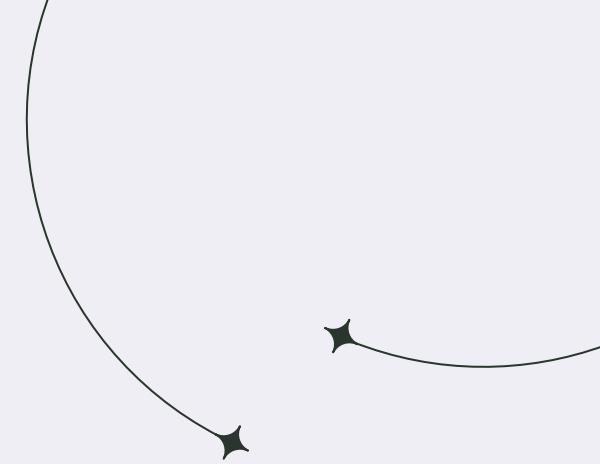
Giving users more visibility of what clothes are added
to their closet.
Giving users more control of interactions with friends.

◆ H1: Visibility of Status

Clearer icons that indicate their function.
Clearer button labels.
Visible changes to the interface to indicate a change in
status.

02

UI & Product Revisions





Note!

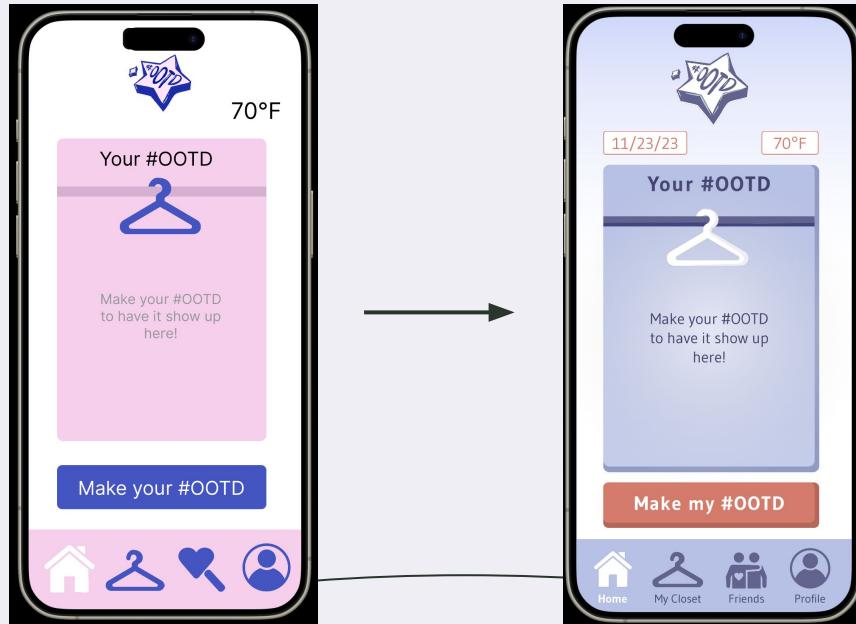
We got a lot (90!) of violations, so we will only focus on severity 3-4 violations in the upcoming slides! Many of the severity 1-2 violations required only minimal design changes and were directly incorporated into our UI revision.

Another Note!

We will only focus on violations directly related to our three tasks and one extra on the lack of alt text. Therefore all profile and profile creation violations will be unaddressed. This brings us to 29 severity 3-4 violations.

General App Changes

- Color and font changes for better cohesion
- **S3:** Alt text will be added in the hi-fi prototype



Three Tasks



Task 1: Choose an outfit

6 severity 3-4 violations.



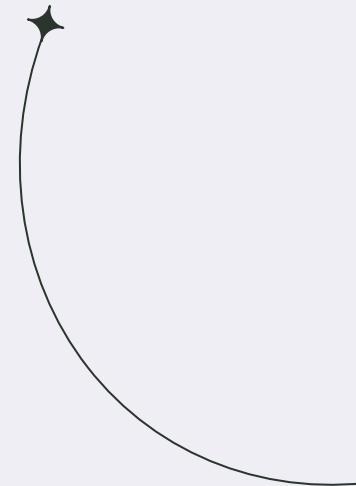
Task 2: Add clothes to closet

14 severity 3-4 violations.



Task 3: Share clothes with friends

8 severity 3-4 violations.



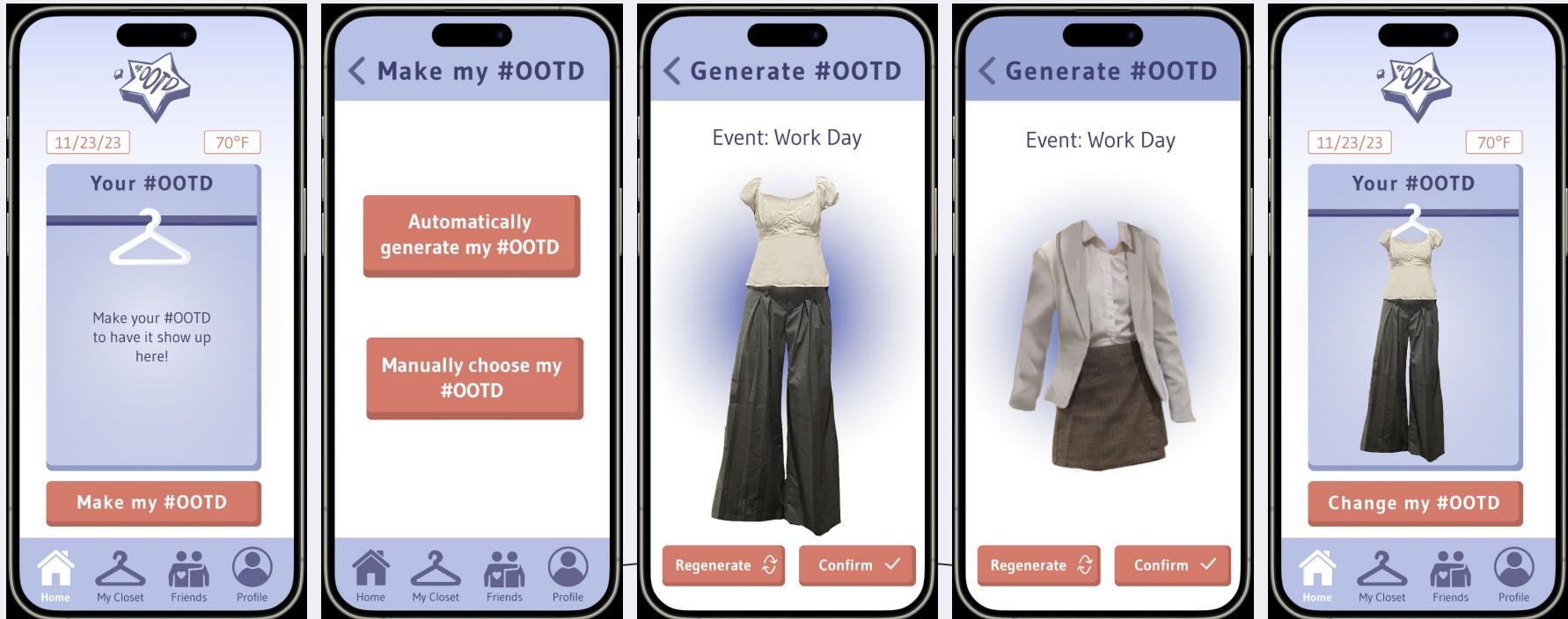
Task 1: Choose an outfit

Old UI (Autogenerate an #OOTD)



Task 1: Choose an outfit

New UI (Autogenerate an #OOTD)



Task 1: Choose an outfit

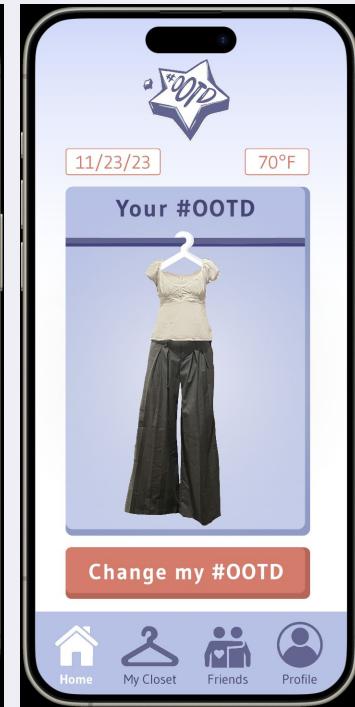
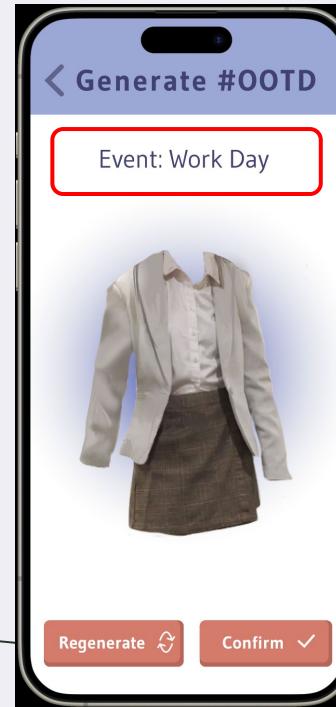
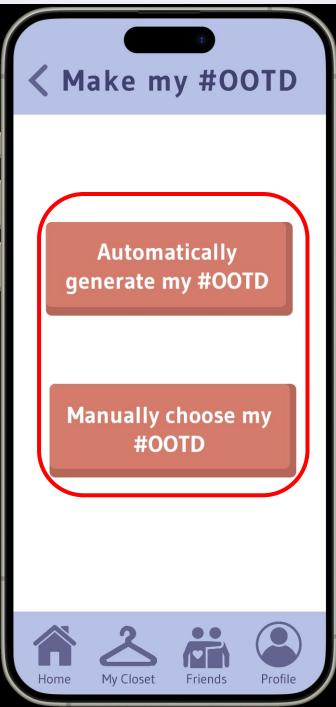
New UI (Autogenerate an #OOTD) w/ Rationale

S3: Clearer button labels to differentiate between actions.

S3: Clearer header titles to remind user their current action

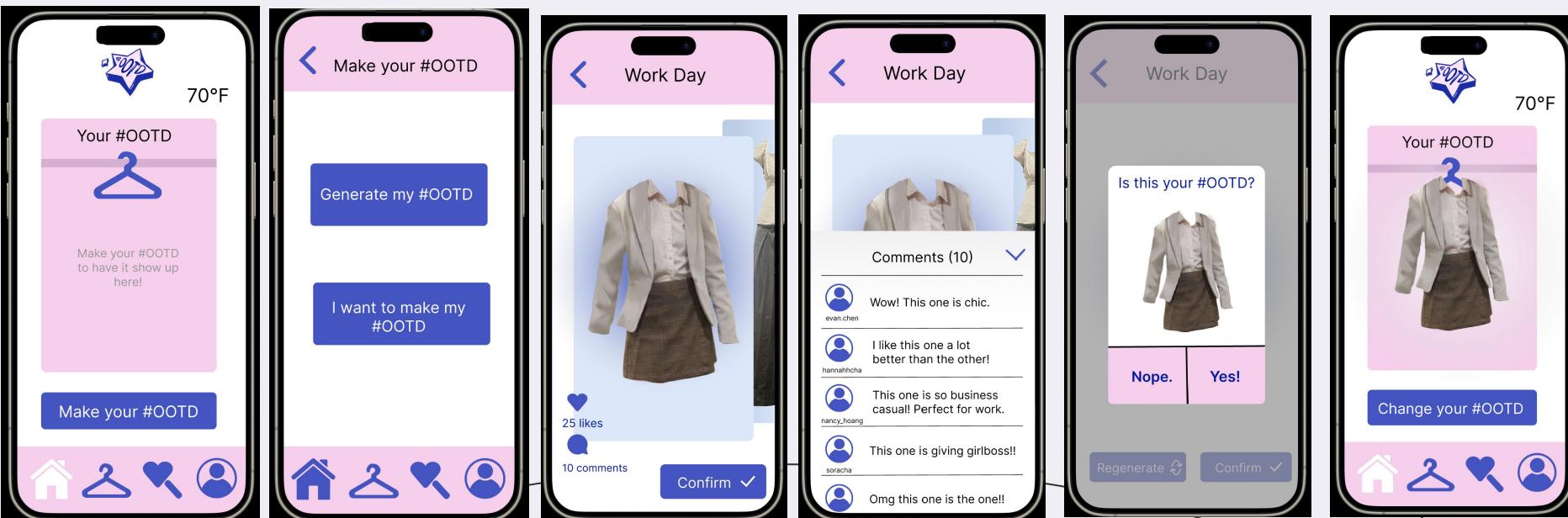
S3: Added header to remind users the event the outfit is for

S3: Removed extraneous outfit confirmation screen



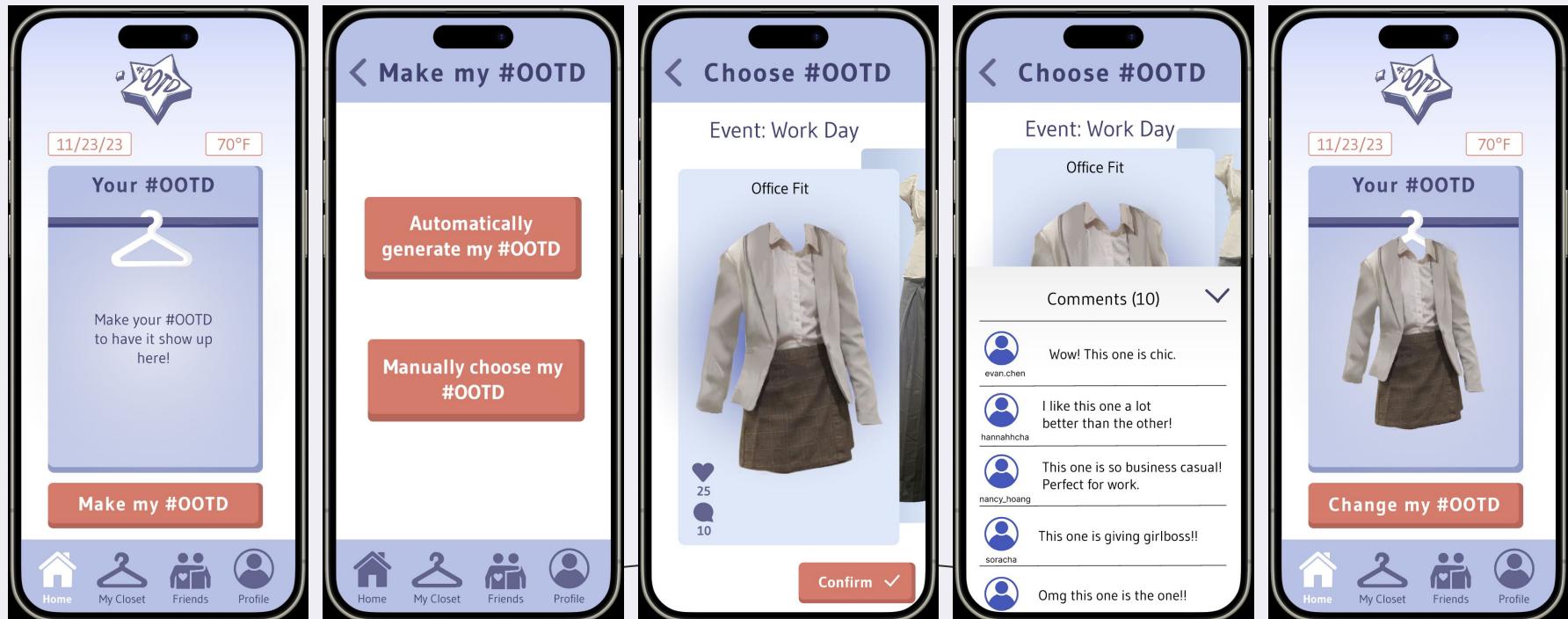
Task 1: Choose an outfit

Old UI (Manually Choose an #OOTD)



Task 1: Choose an outfit

New UI (Manually Choose an #OOTD)

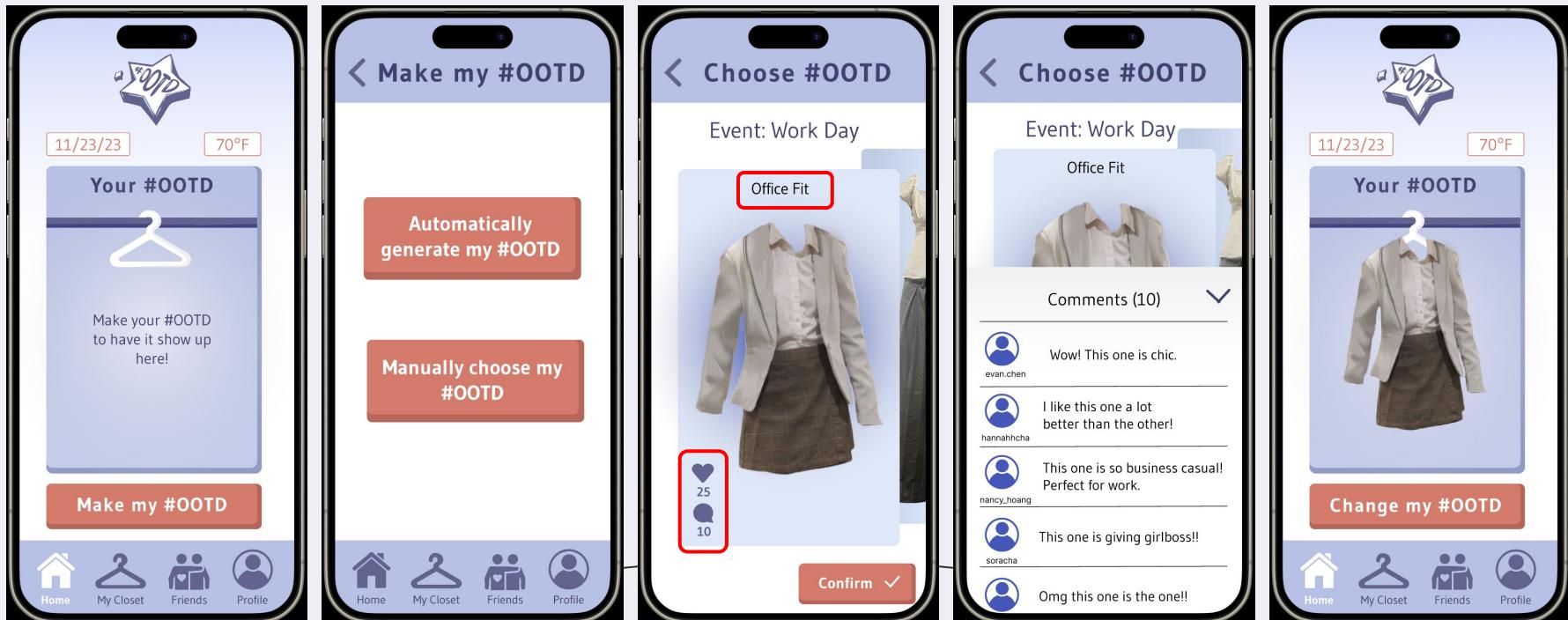


Task 1: Choose an outfit

New UI (Manually Choose an #OOTD) w/ Rationale

S3: Outfit card includes an outfit's name

S2: Made the comment and like buttons within the outfit card



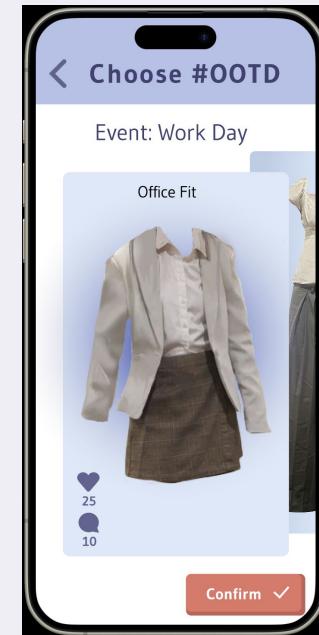
Task 1: Choose an outfit

Violations due to Figma

Confusion due to limited Figma implementation:

- **S3:** When manually choosing an outfit, it is confusing that outfits swap places, and it is not clear if there can be more than two choices

We plan on having the outfits move like a carousel (we need to fix it in our code as well) and yes, we intend for more than 2 choices!



Task 1: Choose an outfit

Unaddressed Violations

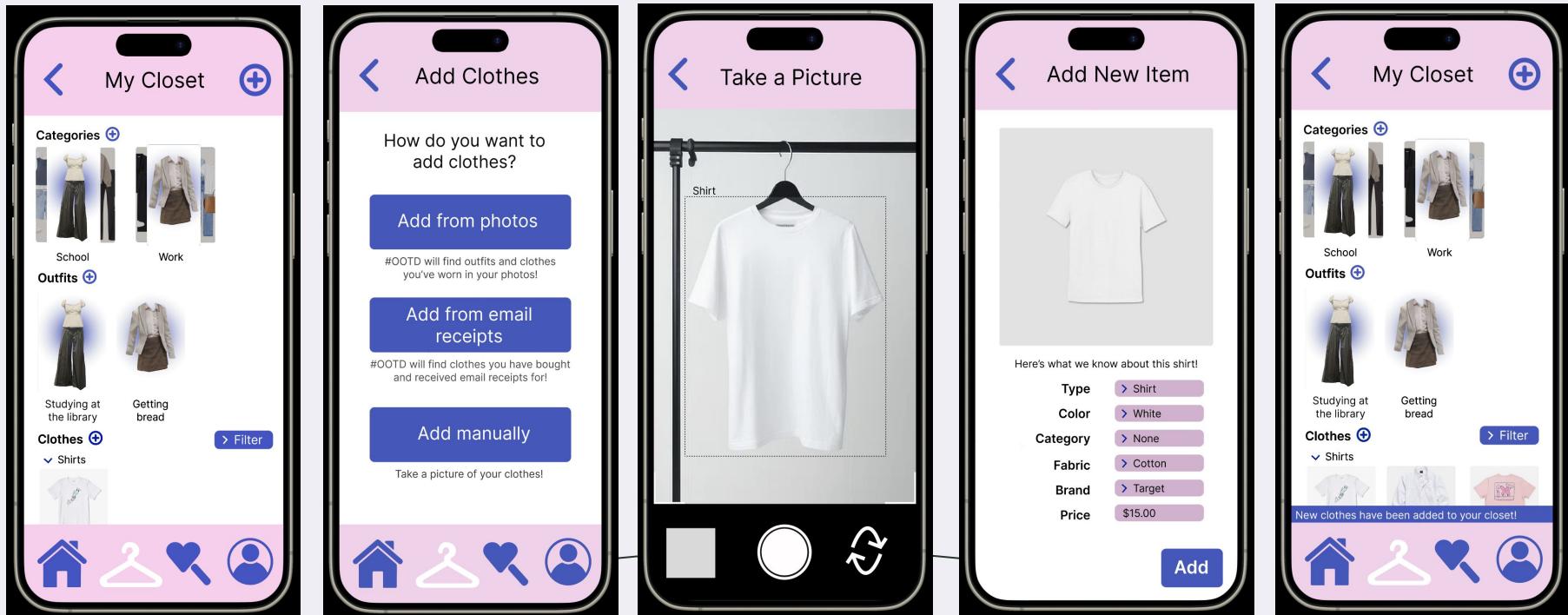
- **S4:** Not able to modify individual parts of an automatically generated outfit

While this would be ideal to have in the final implementation, this will require us to add new features to the app which is not the team's main focus at this point in the project.



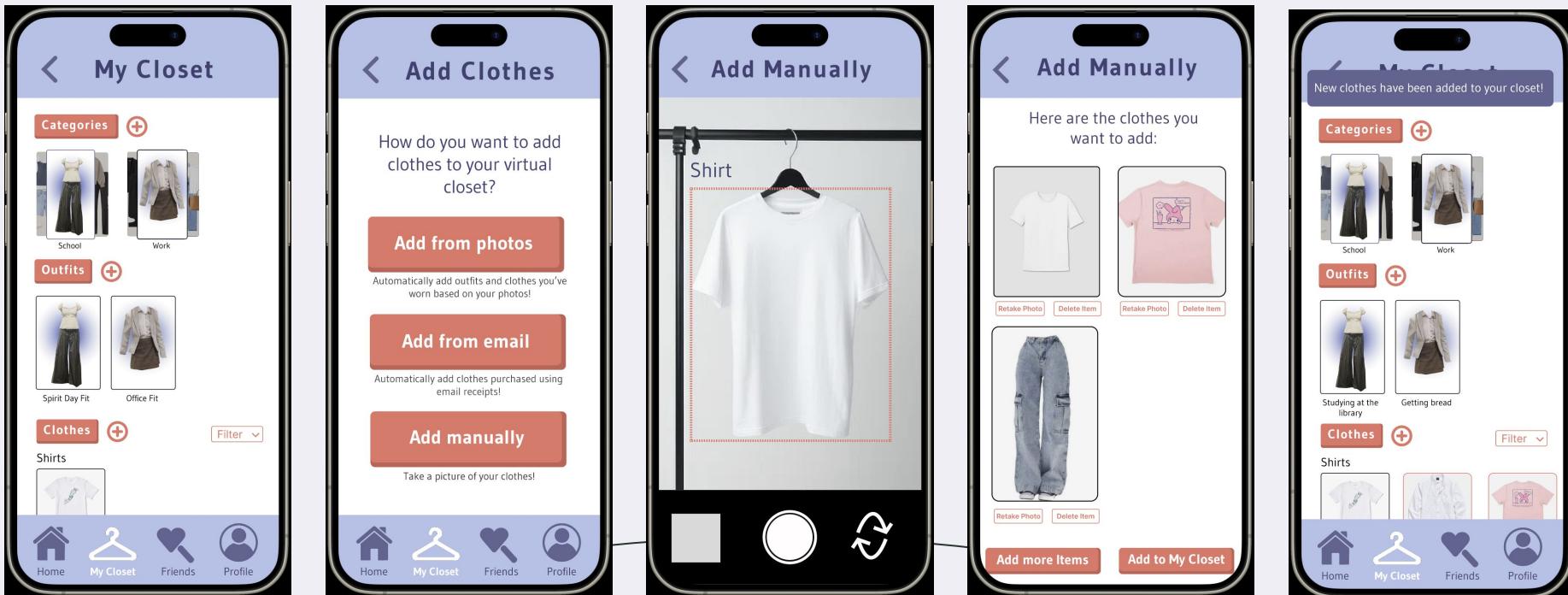
Task 2: Add Clothes

Old UI (Manual Add)



Task 2: Add Clothes

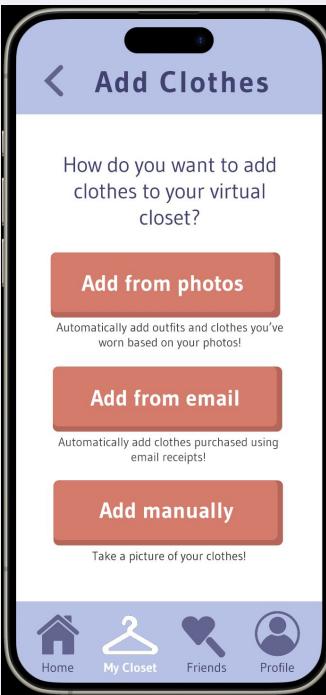
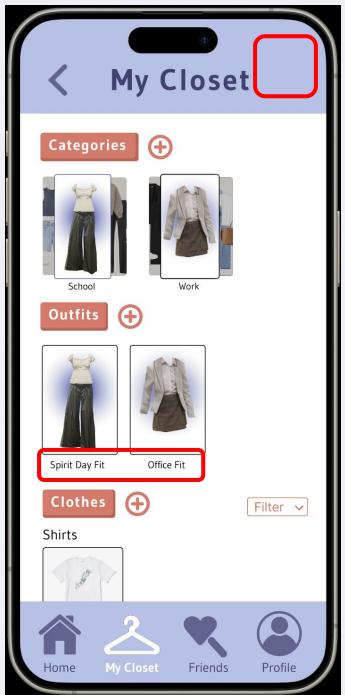
New UI (Manual Add)



Task 2: Add Clothes

New UI (Manual Add) w/ Rationale

S3: Provided more intuitive examples of outfit names
S3: Removed unclear and redundant button



S3: Increased font-size of label

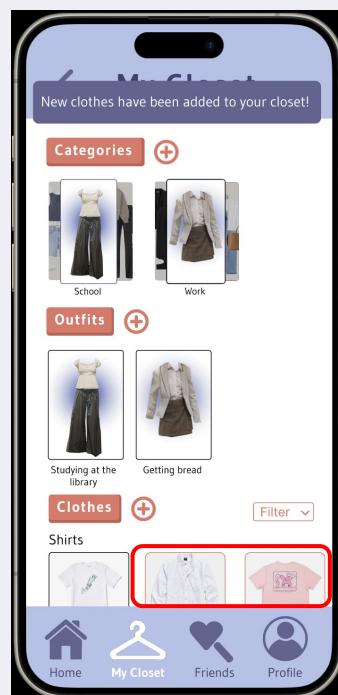


S3: Gave a more obvious option to retake a photo
S4: Users can add multiple clothes at once rather than have to navigate through previous screens



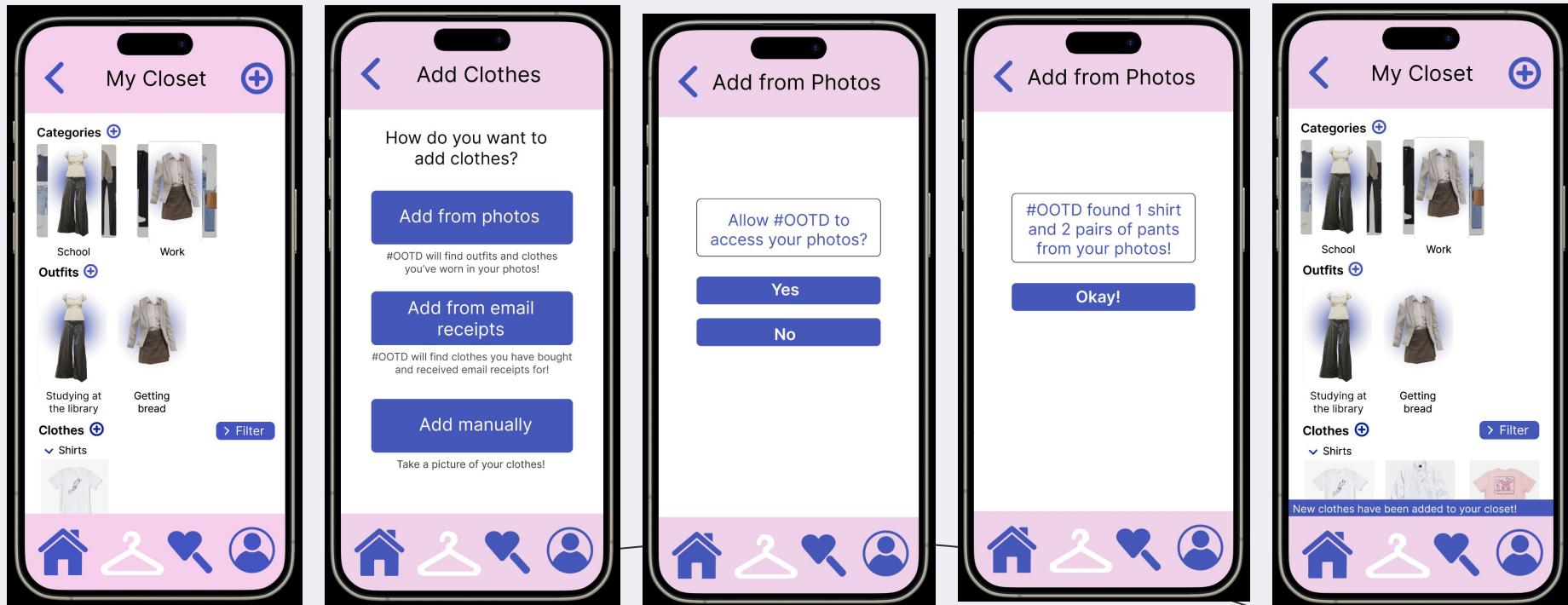
Removed categorization of clothing items (extraneous info to user & too much clutter)

Outline new clothes in a different color



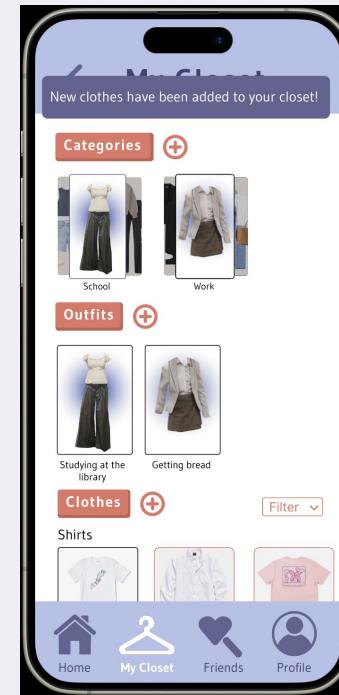
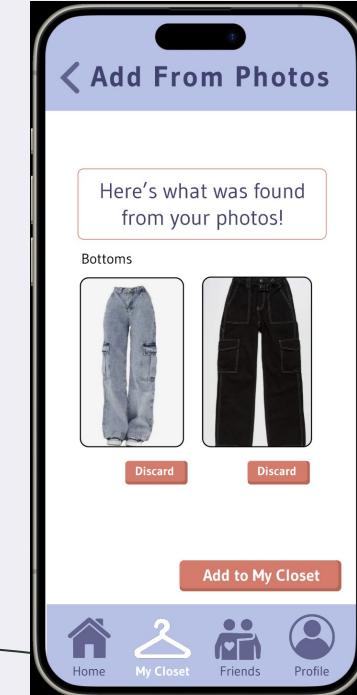
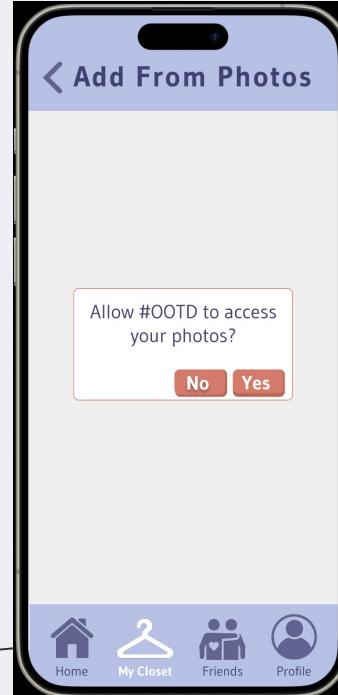
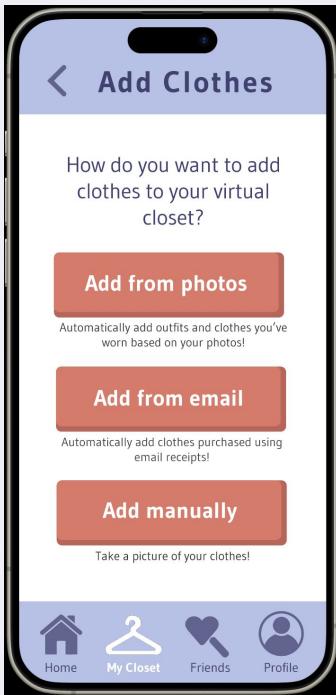
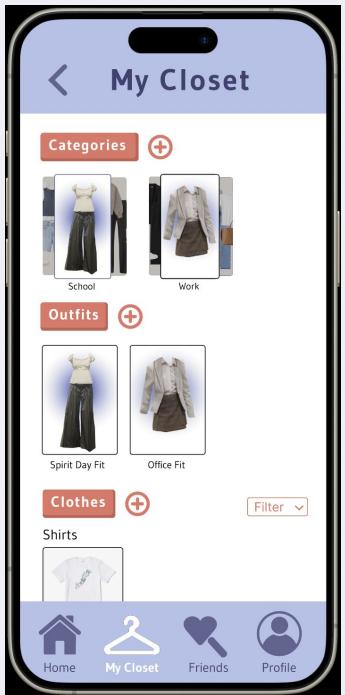
Task 2: Add Clothes

Old UI (Auto Add)



Task 2: Add Clothes

New UI (Auto Add)



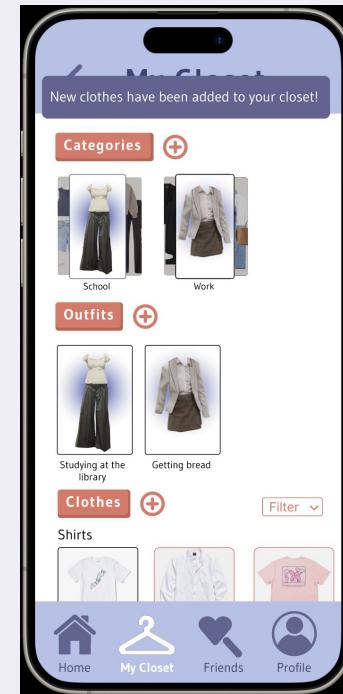
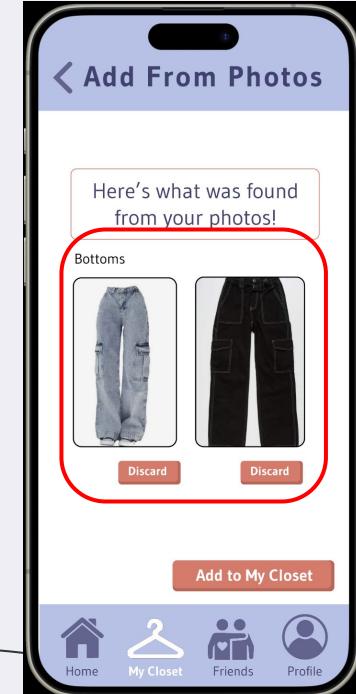
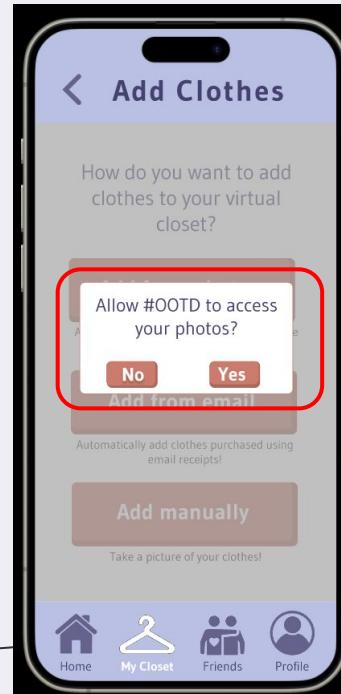
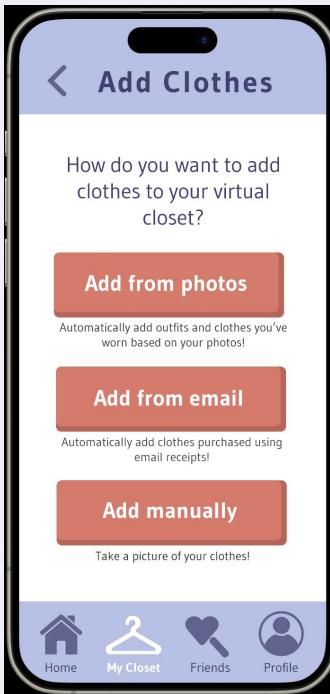
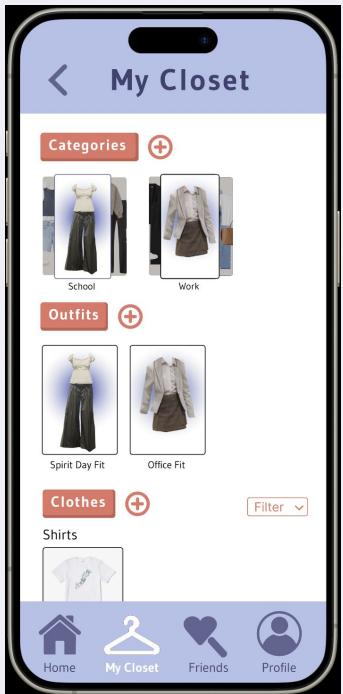
Task 2: Add Clothes

New UI (Auto Add) w/ Rationale

S3: Reduce the number of screens by replacing one w/ a pop up

S4: Provide images of what clothes have been found.

S4: Provide the ability to discard what clothes have been found.



Task 2: Add Clothes

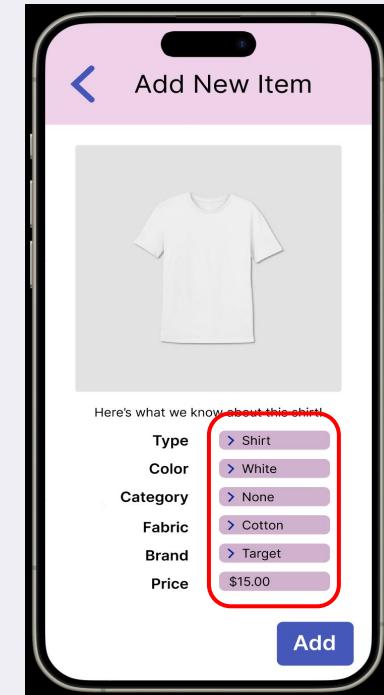
Violations due to Figma

Incorrect page transitions on our part:

- **S3:** Clicking on the “New clothes have been added” notification takes user to “Make your #OOTD” screen
- **S3:** Clicking on the “Filter” button on the “My Closet” page takes user to photo-taking screen

Confusion due to limited Figma implementation:

- **S3:** Unable to change the information inferred by the app on a piece of clothing (although this feature has been removed from the final revision)



Our intention was to make these clickable with a drop down menu!

Task 2: Add Clothes

Unaddressed Violations

- **S3:** No error message if the user takes a blurry/suboptimal picture
- **S3:** No error message if the user tries to upload duplicates

In a final, *fully working* version of the app, we would address these violations.

However, our hi-fi prototype will hardcode what items are added, therefore suboptimal or duplicated images will not happen.

These clothes are hardcoded!



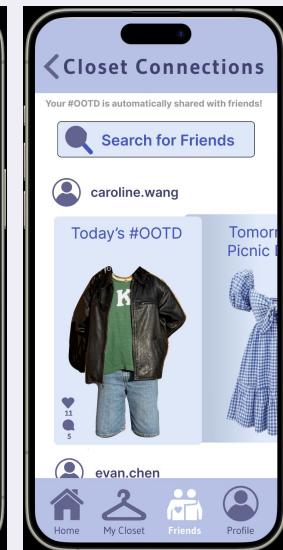
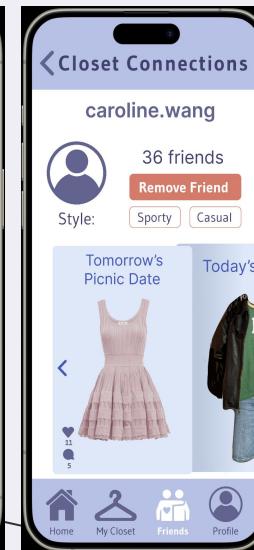
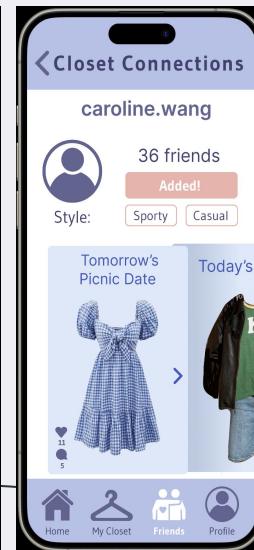
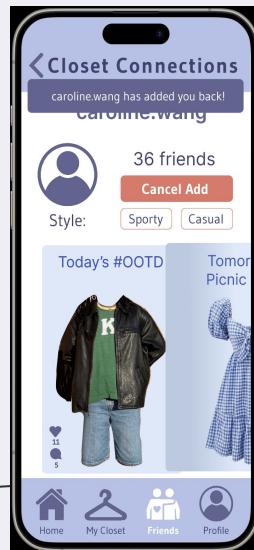
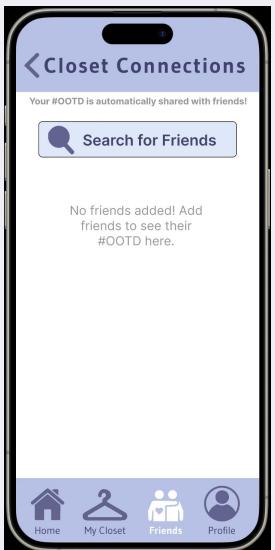
Task 3: Share clothes with friends

Old UI (Adding a Friend)



Task 3: Share clothes with friends

New UI (Adding a Friend)



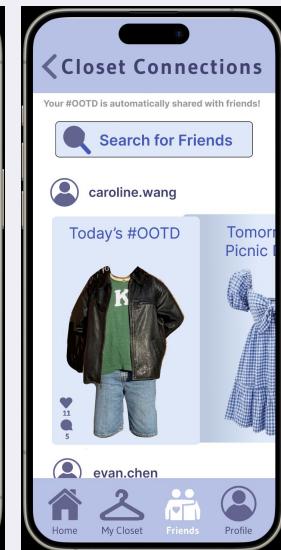
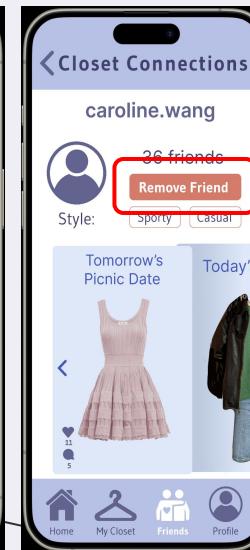
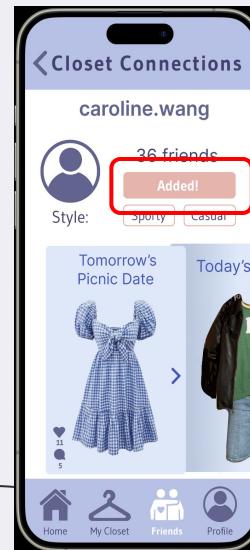
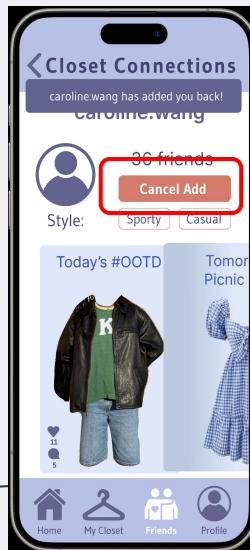
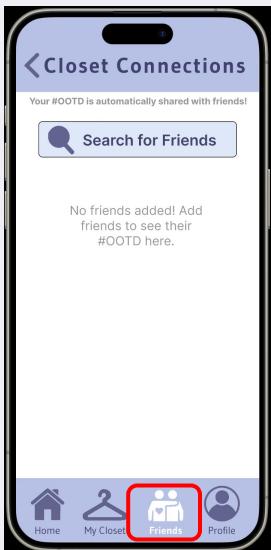
Task 3: Share clothes with friends

New UI (Adding a Friend) w/ Rationale

S3 (2): Standard magnifying glass icon to indicate that friends are manually searched for via text input

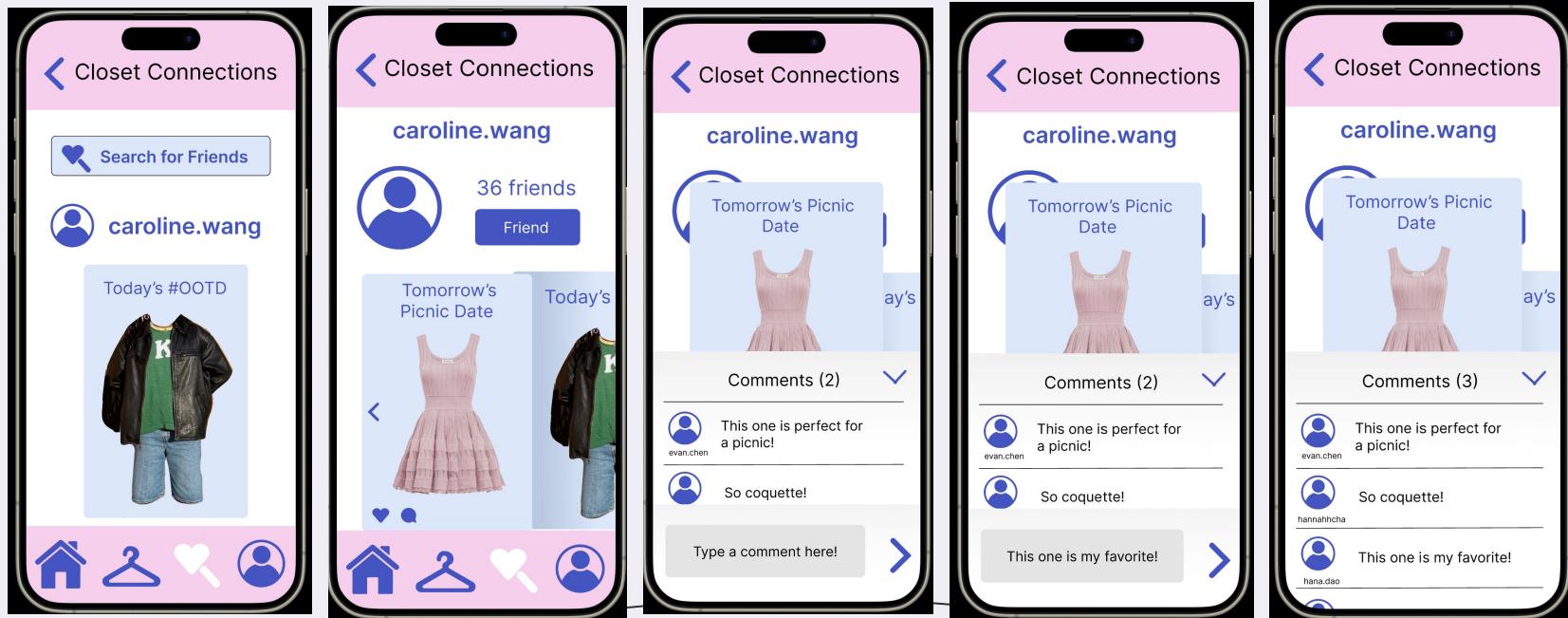
S3: Clearer icon to indicate the friends page

S3: Clearer indications of what stage user is currently in when adding friends
Button remains clickable in every stage



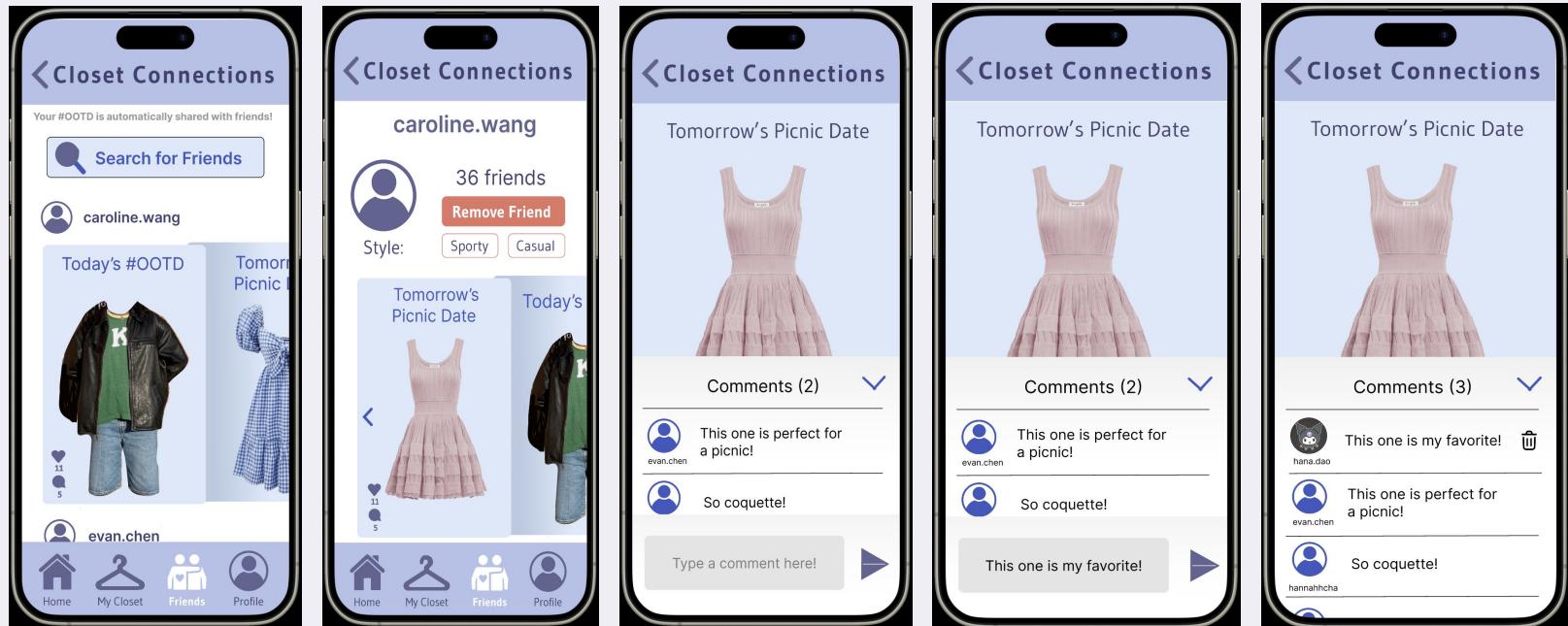
Task 3: Share clothes with friends

Old UI (Interacting w/ Friends)



Task 3: Share clothes with friends

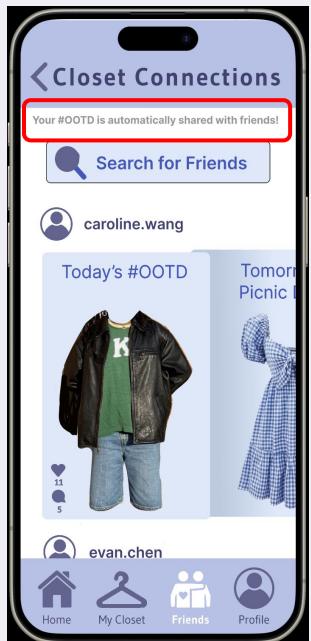
New UI (Interacting w/ Friends)



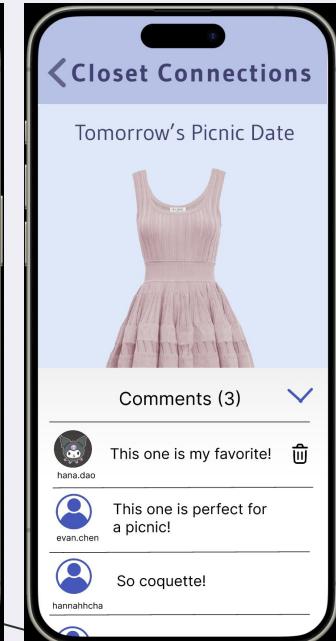
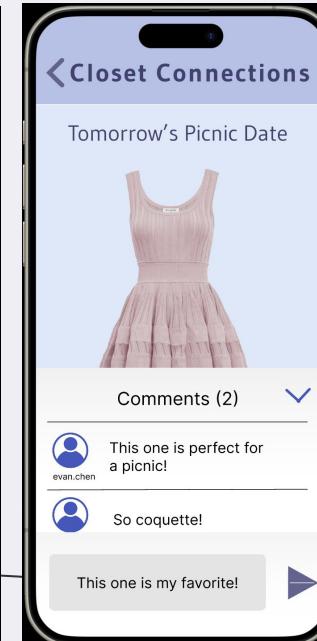
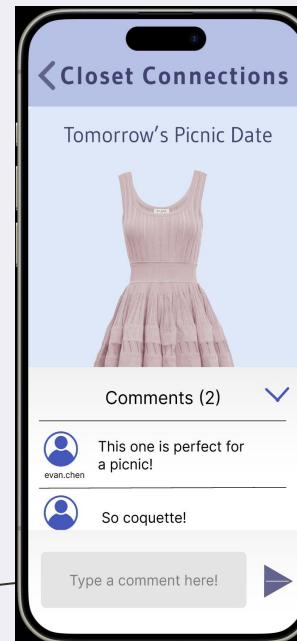
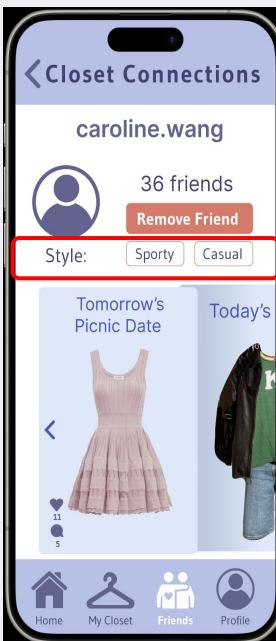
Task 3: Share clothes with friends

New UI (Interacting w/ Friends) w/ Rationale

S4: Indication that user's #OOTD is always shared with friends



S3: Indication of a friend's style so user can provide appropriate style comments

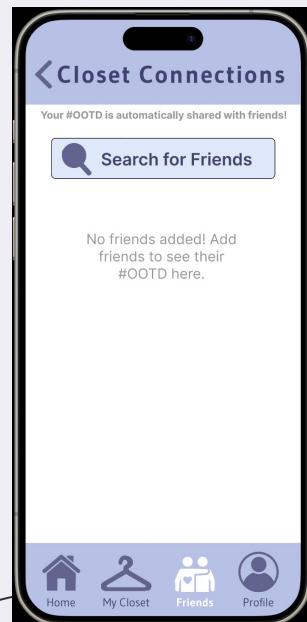


Task 3: Share Clothes with Friends

Violations due to Figma

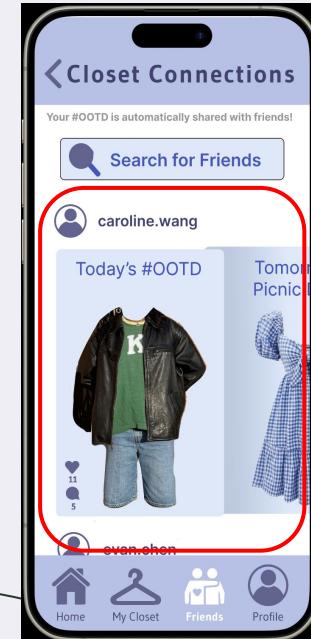
Confusion due to limited Figma implementation:

- S4: Can only view a friend's clothes by going to the friends list and visiting their profile. There is no main feed.



The main feed is empty because the user hasn't added any friends!

This is the main feed after adding friends!



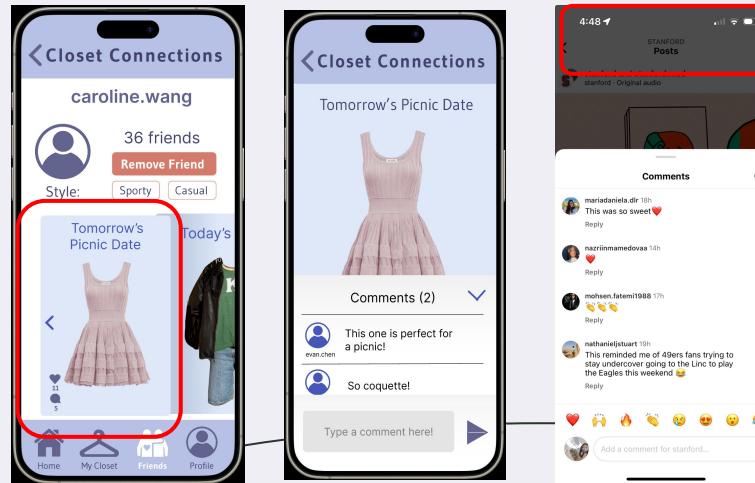
Task 3: Share Clothes with Friends

Unaddressed Violations

- **S4:** The main outfit card is not full screen and is off centered. While commenting, the app header stays visible, which is distracting.

We felt that with the overlapping cards and shadows, along with the visible heart and comment icons, it was clear which card is the main focus.

For many social apps, the header remains visible in comment mode as well (ie Instagram)



Header remains
visible on
Instagram

Progress Towards Usability Goals



Intuitiveness

- ◆ Clearer labels for buttons and headings, as well as universal icons, won't leave users guessing what is supposed to happen next
- ◆ Using conventional social media flows (ie different button states when adding a friend request) are familiar to users

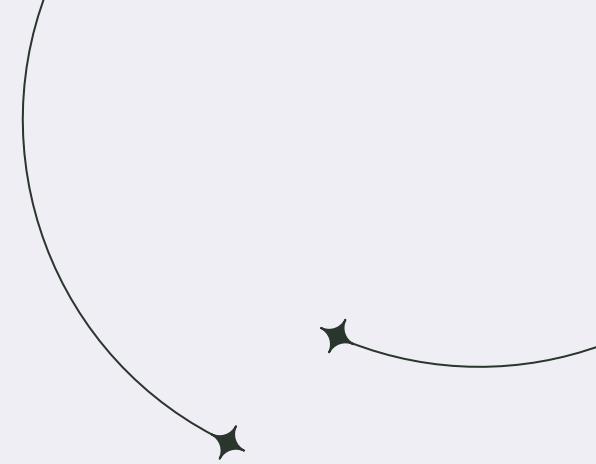


Efficiency

- ◆ Going through less screens when adding clothes saves time and makes the experience smoother
- ◆ Being able to manually add a bunch of clothes at once greatly reduces screen navigation time
- ◆ Simplifying the editing/customization process of adding clothes reduces energy spent on adding each piece of clothing

03

Prototype Implementation



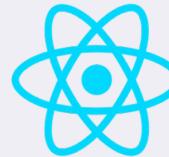
Frameworks & Technologies

◆ Hosting:



Firebase

◆ UI Framework:



React

◆ UI Components:



MATERIAL-UI

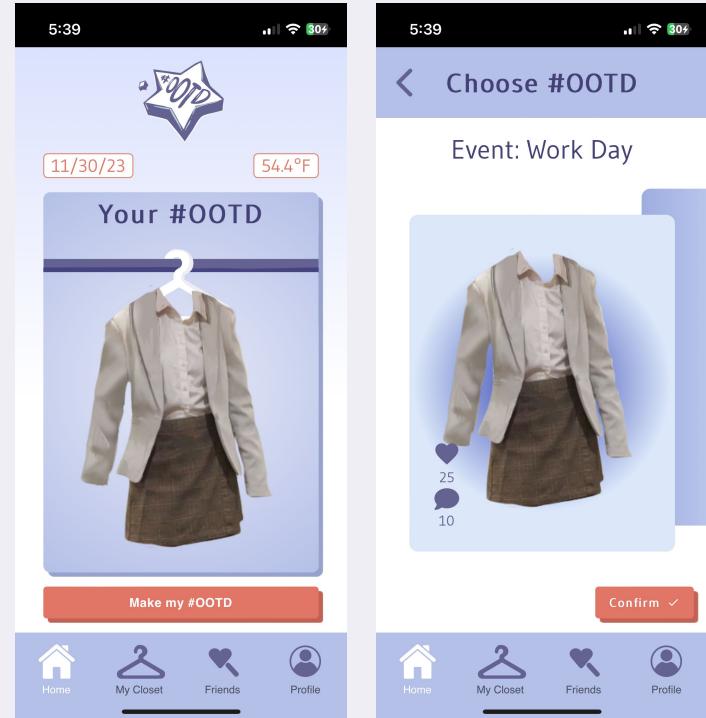
Implemented Features

Home Page

- Current date
- Current weather based on location

Task 1 (Most functionality & most UI)

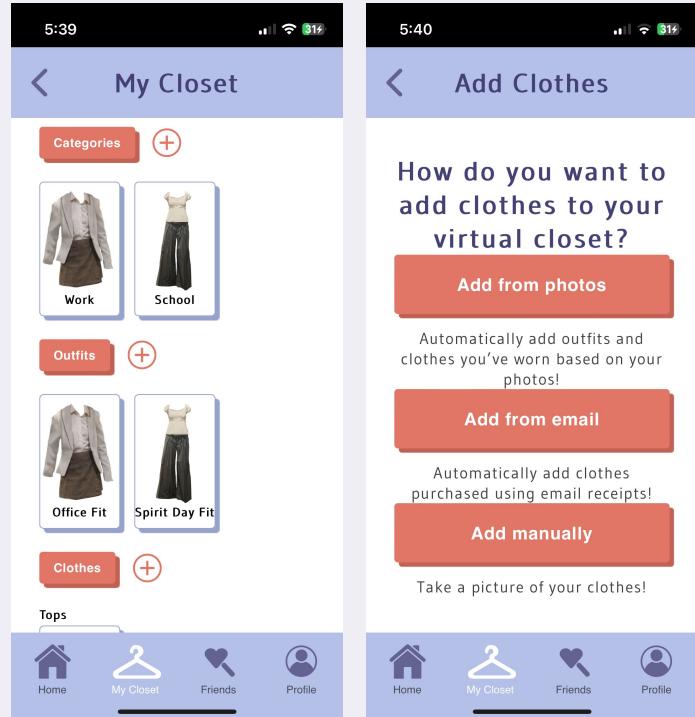
- Automatically generate an outfit
- Manually choose an outfit
- Read outfit comments
- Confirm an outfit



Implemented Features

Task 2 (Most functionality & most UI)

- My Closet page
- Add clothes via photo/email
- Discard unwanted items
- Add clothes via camera function
- Ability to retake item images or discard items
- Updated changes in the My Closet page



Unimplemented features & Our Plan to Finish

Additional UI changes to task 1 & 2

- Adding outfit names to outfit cards
- Fixing format
- Clothing detection using camera

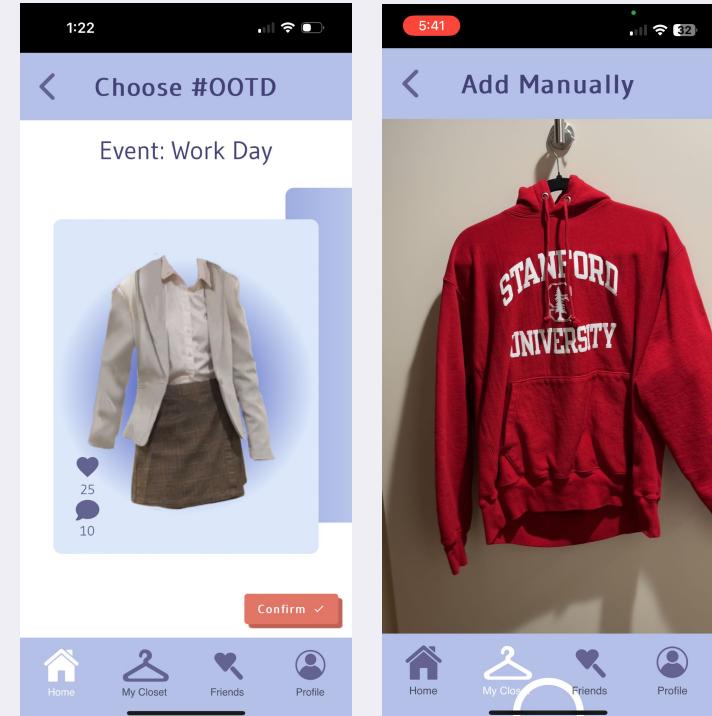
Additional minor feature changes to task 1 & 2

- Naming outfits
- Swiping effect when choosing outfits
- Task 2 manual add bugs (added clothes do not persist)

Adding more data to our app

All of task 3

Plan: Work session this weekend with everyone to make sure we are on the same page with the design and program.



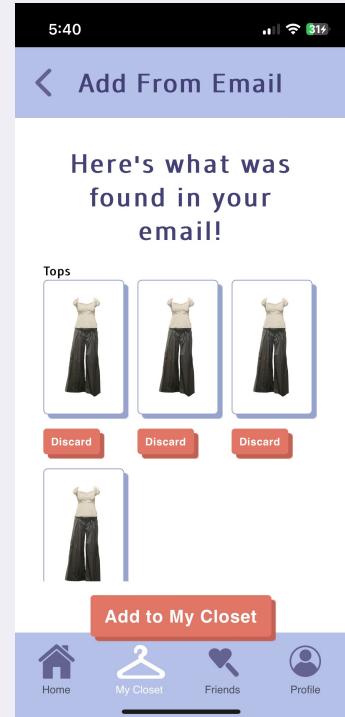
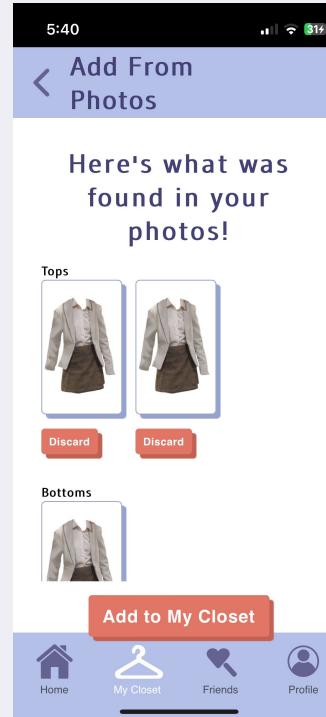
Wizard of Oz Techniques

What we “Wizard of Oz”’ed

- ◆ Scanning a user’s email for e-receipts and extracting the appropriate clothing item
- ◆ Scanning a user’s photo album for clothes and appropriately cropping them
- ◆ Automatically generating outfits based on the weather and user preferences and schedule

Why we “Wizard of Oz”’ed it

- ◆ While we are certain there are libraries out there able to perform these functions, we still thought that it was out of scope for our current abilities and time



Hard-coded Elements

What we hard-coded

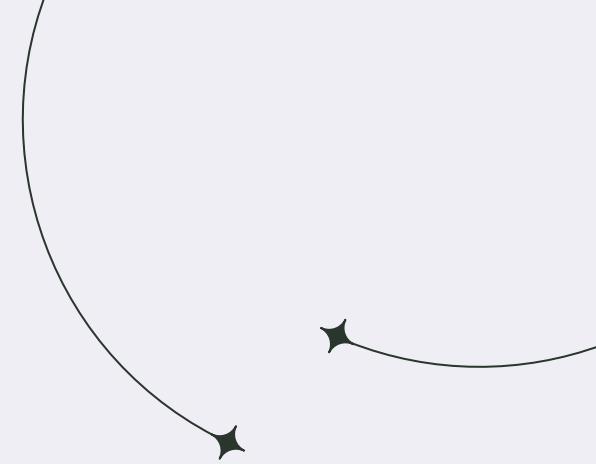
- ◆ All new clothes to be added to a user's virtual closet, regardless if automatically added via email/photo or manually via camera)
- ◆ Friend profiles and their outfits
- ◆ Comments from friends

Why we hard-coded it

- ◆ Adding clothes is already through wizard-of-oz techniques
- ◆ Implementing a functioning social network is time-consuming
- ◆ Hard-coded data still communicates the app's functionality

04

Demo

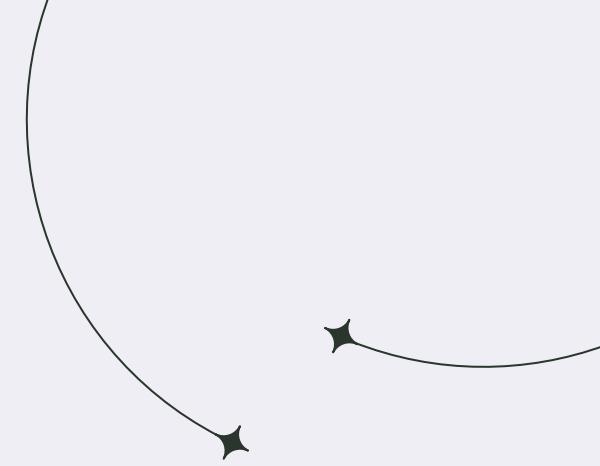


Question for the Audience

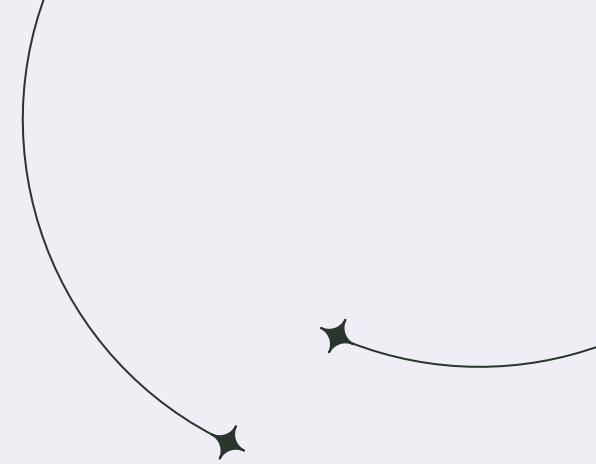
Thoughts on the color scheme?



Thank you!



Appendix



Details on Severity 3 & 4 Violations

◆ Medium-fi Violations

Violations that occurred due to limitations in Figma.

◆ Simpler Interface Violations

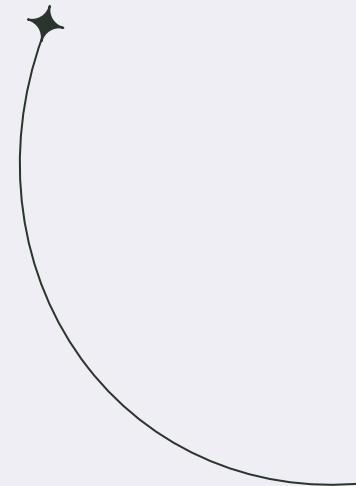
Violations that can be fixed by a simple UI change.

◆ More Complex Violations

Violations that need more complex or major revisions.

◆ Unaddressed Violations

Violations that will not be addressed for the hi-fi.



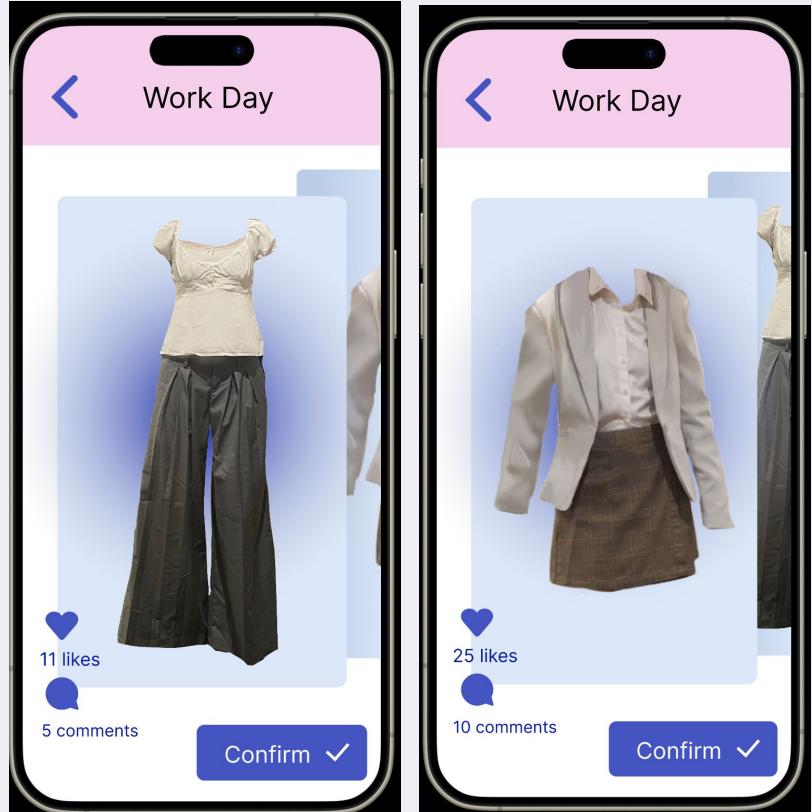
Medium-Fi Violations

Violations that occurred due to mistakes/limitations in Figma.

Examples:

- Severity 3: Outfits swap places with each other when chosen, and doesn't seem to allow the possibility of more than two outfits.
- Severity 3: Pressing on a "filter" button leads users to an irrelevant page.

These occurred due to limited data and incorrect transitions in our medium-fi prototype. They won't occur in our high-fi!



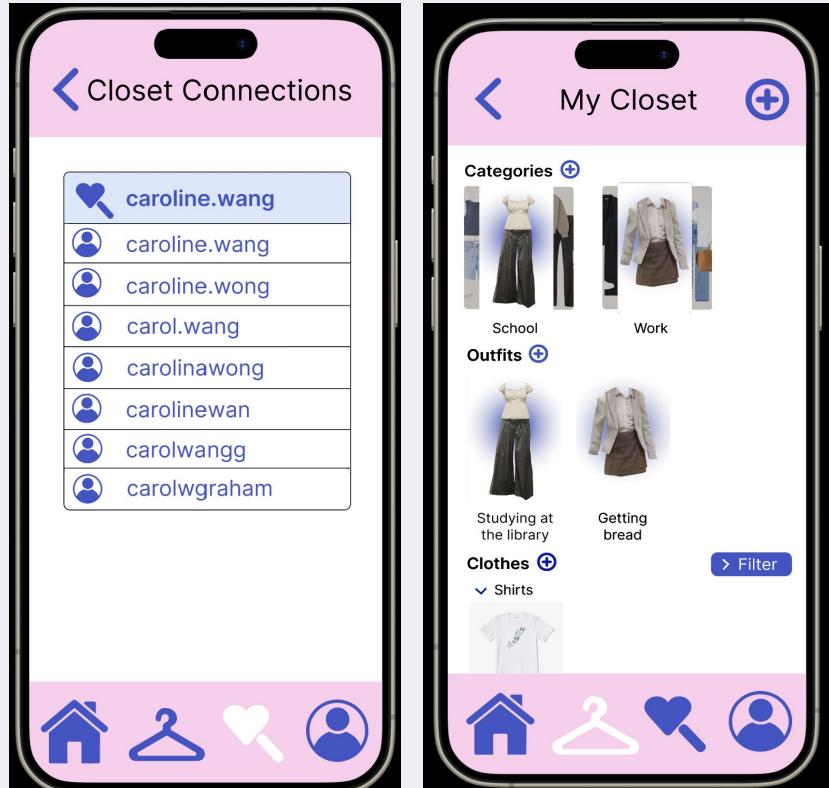
Simpler UI Violations

Severe violations that can be fixed by simple UI changes.

Examples:

- Severity 4: Unclear if the “heart shaped wand” searches for friends automatically or if users need to input text on their own. Unclear how users are being searched for, or why certain users show up.
- Severity 3: Unclear what the larger “plus” button is for in “My Closet” page.

These violations occurred due to unclear icons and labels, and are easily fixed in both the medium-fi and the high-fi. These violations will be addressed in our upcoming UI and Product Revisions section.



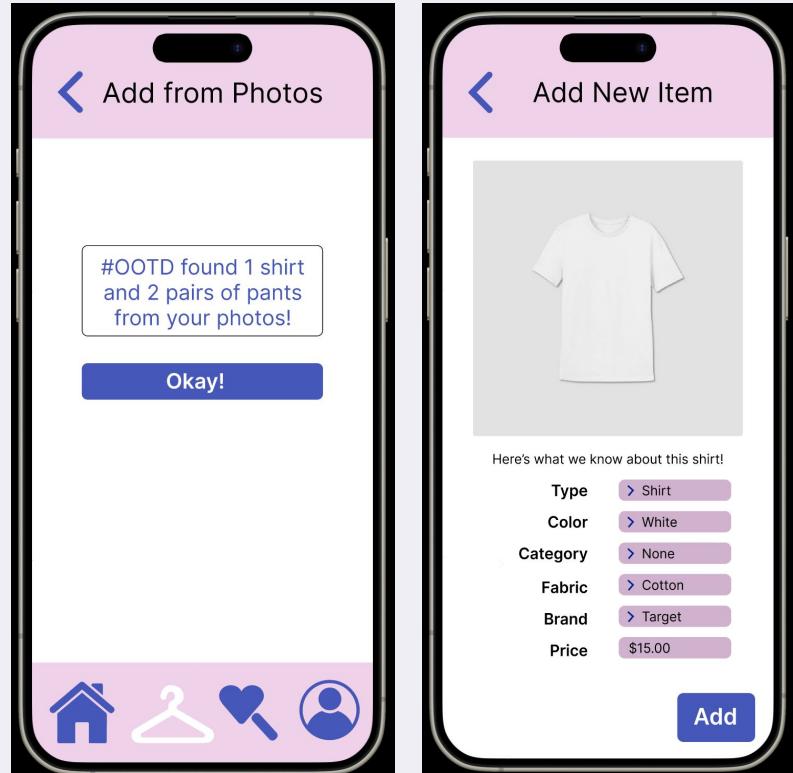
More Complex Violations

Severe violations that need more complex and major changes.

Examples:

- Severity 4: Cannot see what clothes have been added when adding via email or photos.
- Severity 4: Users cannot upload several clothes in one flow.

These violations will be addressed in our upcoming UI and Product Revisions section.



Unaddressed Violations

Violations that will not be addressed for the hi-fi.

Examples:

- Severity 3: The “confirm” button for profile creation is the same before and after inputting information.
- Severity 4: The automatically generated outfit cannot be tweaked.

Some violations are not part of our 3 tasks. These sub tasks (ie profile-creation) might not be implemented due to limited time.

Some violations, while valid, will require us to create and add new features which is not the team’s main focus at this point in the project.

