#OOTD
IMPRESS TO DRESS

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NAME

Project name, value proposition and sanity check

#OOTD

"Outfit of the day" is a popular hashtag used when people share the outfit they put together. Our app aspires to help people effortlessly choose their #OOTD, such that they can start every day with confidence.

IMPRESS TO DRESS

People dress to impress, but #OOTD wants to impress to dress. We hope that our app impresses you with its ease of functionality and inspiring content so that you can always be the best dressed.
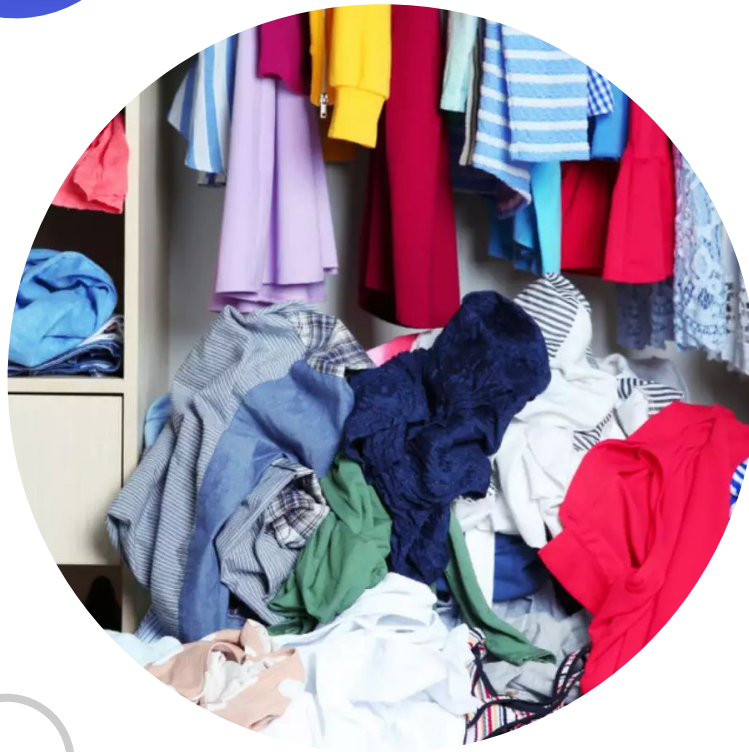
VALUE PROPOSITION

We want to provide a unique and customized way for users to re-invent their own closet, experiment with fashion, and match outfits to their daily routines, all in an effortless and seamless way.

02

PROBLEM

User, problem, and solution overview

USER

Our goal is to target a wide range of users: **anyone who has decisions to make when getting dressed**

PROBLEM

We are tackling the problem of choosing what to wear during one's morning routine based on your own schedule. We want to streamline the process of choosing outfits while also making one's own closet a new experience every day.
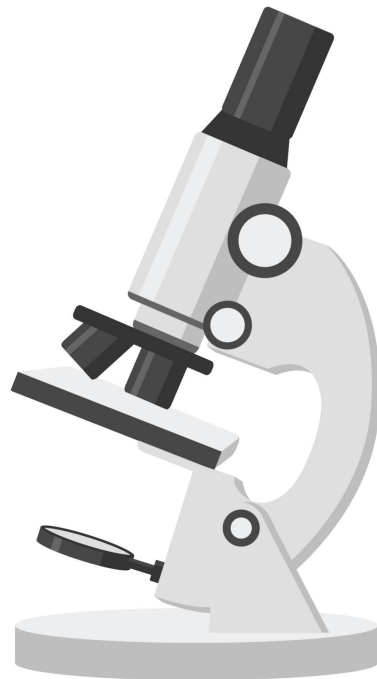
SOLUTION

- We recognize that within our audience there is a large diversity in terms of the amount of effort users are willing to invest as well as closet size and clothing style.
- We will a develop and integrated mobile application which allows many factors build into creating outfit suggestions, including:
  - Automatic suggestions based on the weather
  - Automatic suggestions based on schedule (synchronized with calendar)
  - Automatic suggestions based on a catalogued closet
  - Suggestions based on an inputted description
  - Suggestions from a paired buddy
  - Suggestions based on an online community

03

MARKET RESEARCH

Current competitors and how we compare

CLADWELL

"BIGGER LIFE, SMALLER WARDROBE"

A app that gives daily outfit suggestions from clothes existing in one's wardrobe.

- **What works for our problem space:**
  - Gives daily clothing recommendations
  - An AI stylist that creates outfits based on human input
  - Provides style analytics
  - Focuses on sustainability
- **What doesn't work:**
  - Personal clothing items are chosen from a pool of existing items in their system (doesn't allow styling of unique pieces!)
  - Accessibility: Cladwell starts free, but to unlock more features, you may have to pay up to $5/month
  - Outfits may not be as useful to users with changing daily schedules

Cladwell

CLADWELL

"BIGGER LIFE, SMALLER WARDROBE"

A app that gives daily outfit suggestions from clothes existing in one's wardrobe.

- **What we can take away:**
  - Cladwell focuses on sustainability in closets by emphasizing the items that someone already owns, which can be empowering to individuals and beneficial for the planet.
  - We would like to apply this to our own solution, where we can promote sustainable fashion by offering appropriate outfit suggestions for every occasion.

PUREPLE

"OUTFIT PLANNER AND CLOSET ORGANIZER"

A app where users document their wardrobe and recieve outfit suggestions.

- **What works for our problem space:**
  - Upload images of clothing from wardrobe or the web
  - Auto-categorizes clothing by price, brand, occasion, etc.
  - Allows for custom categories and filters
  - Virtual stylist recommends outfits based on personal style
- **What doesn't work:**
  - Virtual stylist does not create stylish, wearable outfits
  - Pureple is free with a lot of ads, must pay for Pureple Pro to get rid of ads
  - A lot of bugs with app crashing or deleting clothes

PUREPLE

PUREPLE

"OUTFIT PLANNER AND CLOSET ORGANIZER"

An app document what's in your wardrobe and provide outfit suggestions.

- **What we can take away:**
  - We would also like to allow users to digitally organize their closet, where they can easily categorize and filter their wardrobe
  - Pureple's virtual stylist does not seem to be very effective. We hope to use the power of an online community to serve as our users' personal stylists. In our solution, users will be able to create outfits for each other based on their current wardrobe.
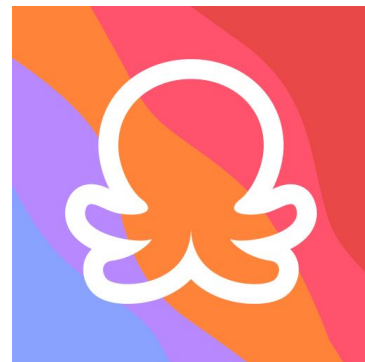
PUREPLE

COMBYNE

"A SOCIAL PLACE FOR CREATING OUTFITS"

A app where users create outfits and share them with friends

- **What works for our problem space:**
  - Easily create outfits by matching pieces of clothing
  - Social aspect of sharing outfits with friends, getting feedback, and inspiring other users
  - Gives users specific prompts/challenges when creating outfits
- **What doesn't work:**
  - Users more often create outfits for a made up persona, rather than for themselves or other people
  - A big feature of the app is selecting clothing for an outfit and carefully rearranging it on a phone screen to make it look aesthetic. For people who are just trying to decide what to wear, this is not necessary.
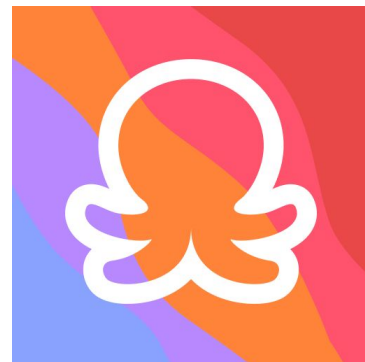
COMBYNE

"A SOCIAL PLACE FOR CREATING OUTFITS"

A app where users create outfits and share them with friends

- **What we can take away:**
  - There are users who enjoy creating outfits for themselves and for other people. They enjoy sharing their clothes online.
  - Combyne allows users to create outfits for any persona, but our solution is more grounded and personalized to daily life in that users are creating outfits for themselves and for other real users.

ACLOSET

"AI FASHION ASSISTANT"

A app where users manage their closet and sell 2nd hand clothes

- **What works for our problem space:**
  - Upload images of clothing from wardrobe or the web
  - Create, save, and share outfits
  - Provides analytics on what's in a user's wardrobe and their purchase habits
  - Suggests daily outfits
- **What doesn't work:**
  - Acloset only provides a limited set of categories and users can not creat their own
  - Users were not interested in buying or selling unwanted items
  - The AI suggested outfits were not what users wanted

ACLOSET

"AI FASHION ASSISTANT"

A app where users manage their closet and sell 2nd hand clothes

- **What we can take away**
  - Acloset helps users know their wardrobe better by analyzing the breakdown of their closet. We hope to also help users feel more in control of their closet.
  - Again, the AI suggested outfits were not ideal. In our solution, real users will be able to create outfits for each other.
  - Rather than create an online marketplace for unwanted clothing, our solution could present it as an extra challenge for other users to help style the clothing

A

04

VALUES IN DESIGN

Stakeholders and ethical implications

STAKEHOLDERS 🥩

Direct stakeholders
- Fashion companies
- Employers
- Schools

Indirect stakeholders
- Entertainment industry (celebrities who are clothing promoters)
- Transportation services

ETHICAL IMPLICATIONS

THE SIREN

◆

What would using your product "too much" look like?

How does your product encourage users to engage, and how does it make it easy to disconnect?

How does your product respect people's boundaries and the other parts of their lives?

In what situations might it be inappropriate or distracting to use your product?

- A major concern is users who use our application much more than intended
- Our app may cause such users to hyperfixate on their appearance
- Users may further the fast fashion industry by buying clothes produced unethically, which is the opposite of our intent
- Overusing this app might also contribute to increased screen time as another digital distraction

MOTHER NATURE

◆

If the environment was your client, how would your product change?

What feedback would the environment give about your product?

What is the most unsustainable behavior your product encourages?

05

TASKS

Simple, moderate, and complex use cases

SIMPLE TASKS

Simple, because
users need only to
toggle a button

- Set automatic clothing suggestions
- Upload clothes from closet to the app
- Browse the clothes in your closet
- Check calendar or schedule for the day
- Check the weather app

MODERATE TASKS

Moderate, because users need to actively sort and choose the clothes they want

- Create an outfit for the day by looking through clothes on app
- Upload a description of what type of outfit you are looking to wear today
- Ask your friend what they're going to wear

COMPLEX TASKS

- Syncing other data (weather, schedule, etc) to choose best outfit for the day
- Create outfits for someone else based on their closet
- Post outfit to share with friends and family
- Post your closet to share with friends and family so they can suggest outfits!

Complex, because users need to look through and become acquainted with another user's closet and optionally get to know the other user's personal style

06

STORYBOARDING

Developing our narrative

Assignment 4 Storyboard

Building context/conflict (attending a job interview)

① Camera Pans to incoming phone call

② Answers phone from bed, talks to recruiting manager

③ Shows she is in bed, plans to interview later that day

④ Jumps down from bed, frantically looks through drawers

Solution being provided to her problem

⑤ walks to closet & looks through, thinking of what to wear

⑥ Girl pops out, saying she can help

⑦ Shows two possible interview outfits

⑧ Shows flashback to documenting/uploading clothes

Task 1: Uploading and documenting clothing

Task 2: Friend helps her make a final decision

⑨ Is struggling to pick outfit, friend helps her pick one

⑩ Gets dressed in the perfect outfit

Task 3: Choosing the perfect outfit for the occasion! (in this case, a job interview)

⑪ Cuts to waiting room, she walks over and sits down

⑫ Pans to her checking time, and being right on time

Resolution: She is on time, in formal attire, and ready for the interview.

07

CONCEPT VIDEO

CLICK HERE FOR OUR VIDEO!

THANKS!