#OOTD

Hannah Cha | Evan Chen | Hana Dao | Caroline Wang
[Link to Prototype](#)

Target Audience:

#OOTD caters to young women who want to enhance their everyday schedule. Our main focus is on people seeking to effortlessly put together stylish ensembles using their current wardrobe. Additionally, we assist users in expediting their outfit selection process by providing localized weather updates and a seamlessly integrated calendar feature.

Design Tools:

We primarily used Figma to create and design our medium-fidelity prototype. Our medium-fidelity prototype is based on the dimensions of the iPhone 15 pro. Clip Studio Paint was used to create icons, such as the home icon, the hanger icon, and the profile icon.

Operating Instructions:

Sign in/Create a Profile Page

- Tap "Sign in" if you already have an account
- Tap "Create a Profile" if not
    - Enter your username, password, email, and location
    - Customize your profile by choosing your occupation, style, and fashion inspiration

Navigation bar (bottom of screen):

- Home (leftmost button)
- Your Closet (second to left button)
- Closet Connections (second to right button)
- User Profile (rightmost button)

Home Page

- View your "outfit of the day" (#OOTD)
- Check today's weather on the top right
- Tap on the "Make your #OOTD" button to choose a #OOTD

Make your #OOTD
- If you want the app to generate a #OOTD for you
  - #OOTD will automatically generate an initial outfit
  - You may choose this outfit as your #OOTD, or ask the app to regenerate another outfit option
- If you want to choose a #OOTD yourself
  - Flip between outfits you have previously created
  - View the number of likes and comments on each of your outfit choices
  - Read your friends' comments on your outfits
  - Choose which outfit you want as your #OOTD

Your Closet Page
- View all contents of your closet including clothing categories, outfits, and clothes
- Tap on the plus button either at the top left of the screen or next to the "clothing" section to add clothes to your digital closet

Adding Clothes
- Tap "Add from photos" if you want #OOTD to find clothes and outfits worn by you from your phone's photo app, and automatically add them to your digital closet
  - Allow #OOTD to access your photos
  - #OOTD will confirm what outfits and clothes it found from your photos
- Tap "Add from email receipts" if you want #OOTD to find clothes you bought and received an email receipt for, and automatically add them to your digital closet
  - Allow #OOTD to access your email
  - #OOTD will confirm what outfits and clothes it found from your email
- Tap "Add manually" if you want to take pictures of your clothes and add them to your digital closet
  - Use your phone's camera to take a picture of your clothing
  - #OOTD will confirm what information it found about the clothing

Closet Connections Page
- View your friends list
- Search for users in the search bar, and tap on a user's name to see their profile
- If you are not friends with the user, you cannot view their #OOTD
- Tap add friend, and wait for them to add you back in order to see their #OOTD as well as other outfits they made public
- Add a comment to help your closet connection pick their outfit for tomorrow
  - You may also view other people's comments on the outfit choices

Hard-coded:

We hard-coded user profiles and outfit information to the app so a clothing piece was already pre-selected for the upload process. We added a filter option for the user to go through their closet but we hard-coded what categories could be used so the user didn't have the option to create their own tags in this prototype.

Wizard of Oz:

When the user creates their user profile, they move to a screen with information already filled out in a dummy profile. We could not implement a functioning synch contacts feature for the Closet Connections page or AI generation of outfits in this version of our prototype.

Limitations:

- User profiles and closet information was hard-coded
- Users not yet able to add their own tags to organize the closet
- Couldn't include dynamic social network & interactions between users yet

We ultimately decided to hardcode these features because they were incompatible with the Figma platform such as how Figma is limited when it comes to storing data and we weren't able to allow users to upload their own information. For the purposes of completing the tasks, we decided to just hardcode features that were not necessary for understanding navigation between task flows. It also made sense, simplicity wise, to leave out the aforementioned features and to create a simplified user experience as we tested.