



FACULDADE DE
CIÊNCIAS E TECNOLOGIA
UNIVERSIDADE NOVA DE LISBOA

Interacção Pessoa-Máquina

2020/2021

Fashion Picker

Stage 3: First Prototype



Fashion Picker

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November 1, 2020

Prototype photos and link

Link to the prototype:

<https://marvelapp.com/prototype/f8d6ich/screen/73971138>

<https://marvelapp.com/project/5263213>

Below we present the pictures and links of our prototype that we believe to be the most relevant:

The front page

This is what our users see when they access our website for the first time. From here they will be taken to a sign up/log in screen.



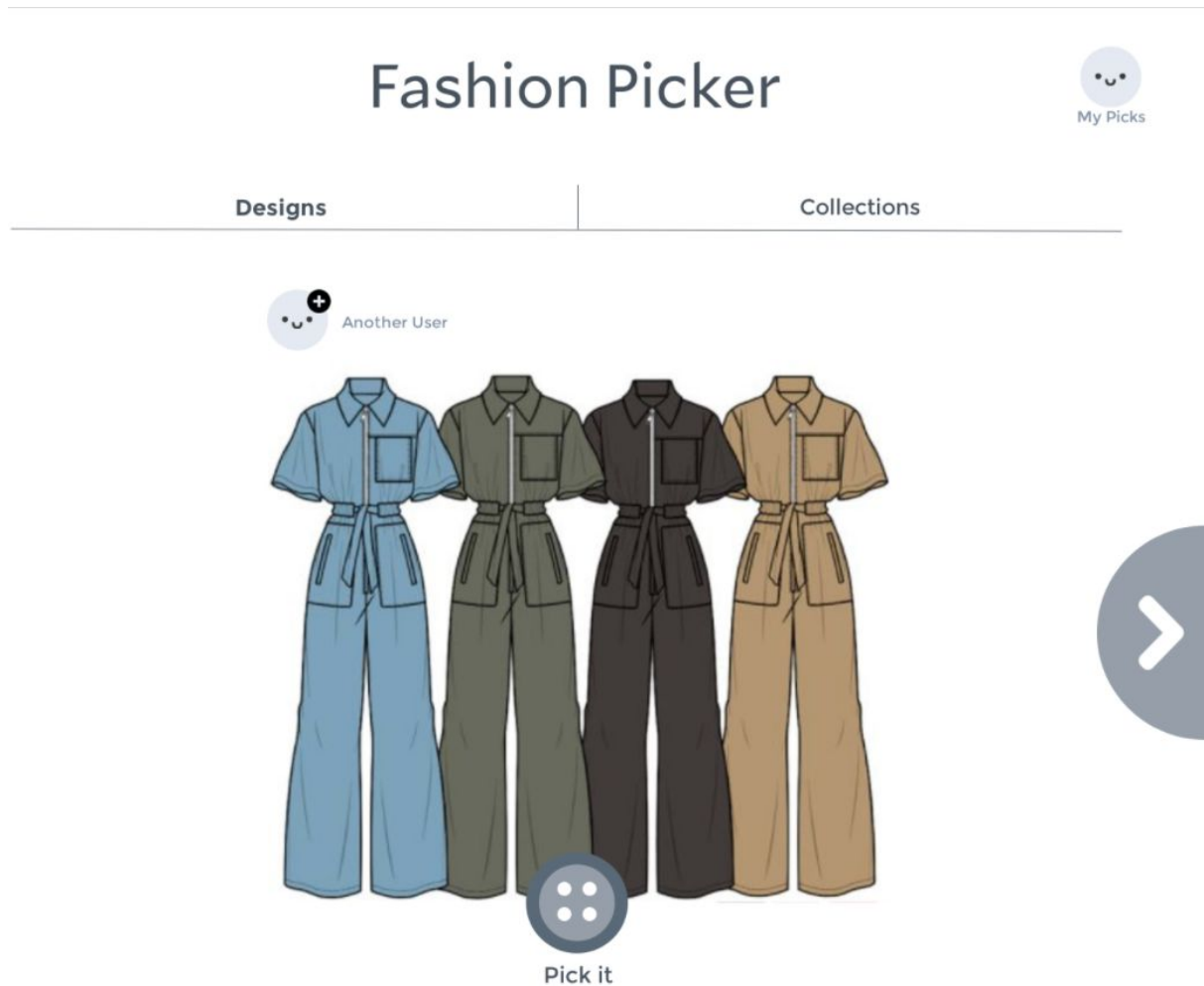
Fashion Picker

As a designer, showcase your work and create partnerships. Hit the mainstream!
As a consumer, take control on what makes it to the stores.

Get started

The fashion feed

This is where the user can browse the designs and collections that have been added to the platform by other users and pick their favourites.



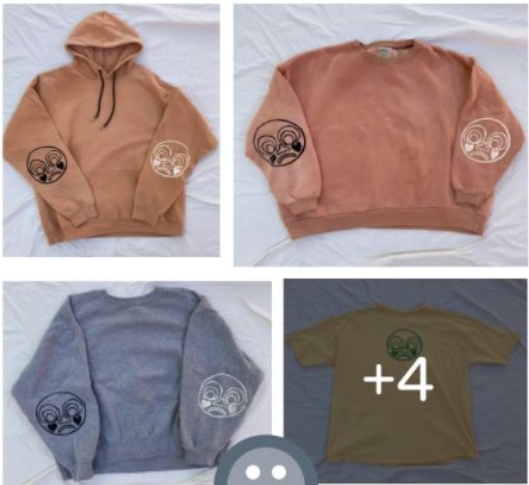
Fashion Picker



Designs

Collections

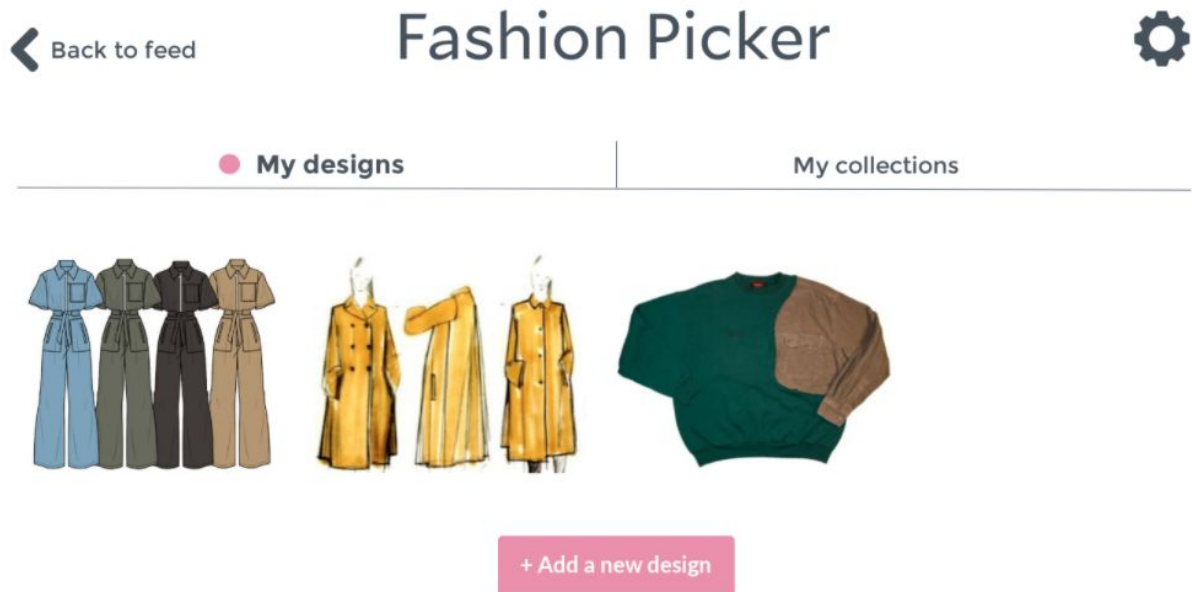
Collection name #1



Pick it

My picks

This part of the website allows the user to see the designs and collections they have picked from their feed. It also allows them to add their own designs to the platform or create collections featuring their favourite designs. In the future it will also allow users to access their account settings.





My designs

 My collections



Collection name #1

+ Create a new collection

Briefing

In our briefing with the testers we started by giving them a brief introduction to our website and the purpose we envisioned for it, so as to give them some context to the usage of the website. In the prototype testing itself, we chose to verbally pass the scenarios on to our testers, by giving them general instructions as to what they should do.

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Our project - Fashion Picker - targets anyone who enjoys fashion and would like to see their taste better represented in stores around the world:

*For the **common user**, it's a platform to vote on designs you would like to see being physically sold, as well as organize your favourite designs into collections you might like to see together.*

*For the **freelance or small designer**, it's an opportunity to showcase your work to the world and have the chance to see it mass produced by big brands, developing partnerships in the process.*

*For **big brands**, it works as a big indicator of style tendencies, and an endless platform to choose designs to produce from. By choosing designs picked by a lot of users they also mitigate the production risk, since it is already known consumers will like it.*

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Scenarios

First scenario

A fashion designer one day decided that they would like to expose their designs to the world and get feedback on how good they were. After finding the Fashion Picker website they decide to sign up for it and try out the platform by logging in. They then browse the designs available on the website and pick the ones they liked most.

Second scenario

After trying out the site and picking some designs, the same designer decided two of them might look good if produced on the same collection. They then decide to head over to their page and create a new collection with the two designs they envisioned together, naming the collection and publishing it.

Third scenario

Finally, after trying out how the collections worked, the designer decided that the site was exactly what they were looking for and they now wanted to publish one of their own designs, so they head to their page and add their original design to the platform.

Observations

One of our testers found the interface easy to use and very intuitive due to its simplicity.

Another tester told us that the minimalist design made it easy to understand and suggested that in the page where we show the designs the user has picked we should have better distinction between designs that were created by the user and designs created by other users. This is a feature we had already planned but didn't include in the prototype for the sake of keeping it simple.

Our third tester also mentioned that the minimalist design was good and suggested that we replace the design of our current design feed to an infinitely scrolling feed rather than what we have currently. Again, this side-scrolling feature was only included in the prototype due to how Marvel prototyping works, but the final feed will be an infinite scroller much like most social media platforms.

Overall we think that our design's minimalistic approach managed to keep the site's usage extremely intuitive like we intended and we believe we have a good plan for our website since the testers' suggestions were things that we were already planning on implementing.