FACULDADE DE
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Fashion Picker

Stage 2: User and task analysis

Fashion Picker

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Target User Base

Our project consists in a website made specifically for fashion professionals looking for hidden talent and hobbyists/unknown designers who want to try to show their designs to the world or even monetize them.

Since the website allows users to vote on the designs they're most interested in seeing produced, it targets not only the designers, but any user who has an interest in fashion and would like to see designs of their personal taste represented in stores.

Tasks

On our website our users will be able to do the following:

Task 1
Objective: Publish a new design
Pre-conditions: User is logged in
Sub-tasks: Choose a file from the device, add a title and tags to the design
Exceptions: Notitle and/or tags added

Task 2
Objective: Search for designs on the platform based on filters
Pre-conditions: N/A
Sub-tasks: Choose the filters to start the search
Exceptions: No results found

Task 3
Objective: Add a design to a collection
Pre-conditions: User has voted on the design
Sub-tasks: Drag a design to the desired collection and confirm choice
Exceptions: N/A

Task 4
Objective: Vote on a design
Pre-conditions: User is logged in
Sub-tasks: Vote on the desired design and confirm choice
Exceptions: N/A

Task 5
Objective: Comment on a design/collection
Pre-conditions: User is logged in
Sub-tasks: Write the comment in the comment section of the page
Exceptions: N/A

Task 6
Objective: Compare collections side-by-side
Pre-conditions: User is logged in
Sub-tasks: Search a specific collection and drag it to the compare box, repeat the process for the second one and finally confirm choice
Exceptions: Collection(s) not found

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.