Save My Fashion

Youngsoo Lee | Rishabh Jain | Yoonhoi Jeon | Michelle Foo

Dec 10, 2019

Final presentation

Team So-Co

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01 Introduction

Motivation, Main tasks

02 App Walkthrough

How it works

03 User Study

User feedback, User data analysis

04 Reflections

Limitations, Improvements

01

Introduction

Motivation, Main tasks, Solution choices

-Motivation-

"People have trouble finding **personalized** fashion advice."

-Main tasks-

1

Get advice

2

Get objective rating

3

Easy photo editing

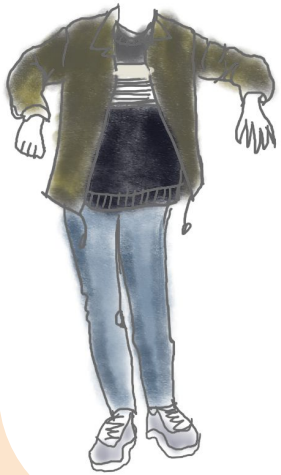
SMF helps to style your outfit of the day

Post a question with a photo

Get the advices from other users

SMF helps to level up your look

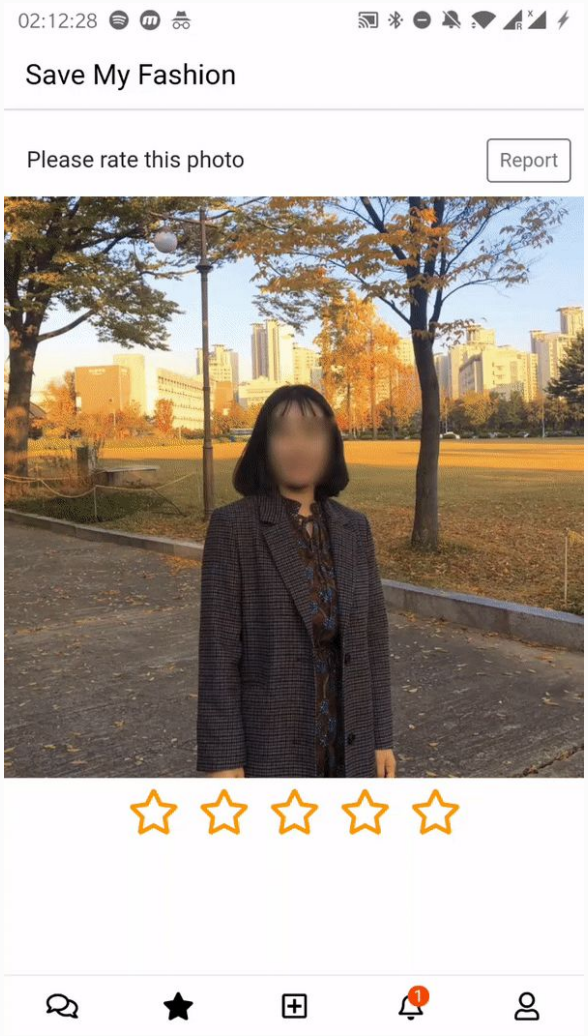
Advice + Rating Page



And it comes with easy photo editing!

02
App Walkthrough

How it works



-Rating Page-

-Advice Page-

Need Help+6 ✕ Dont Need Help

7 comments

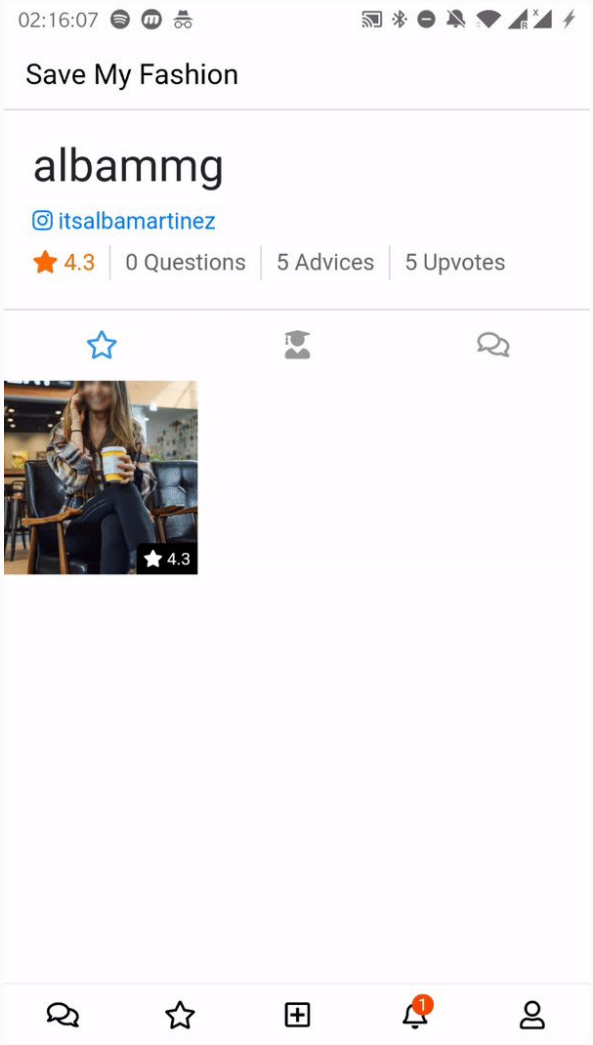
ghzzz Not that terrible but maybe a little bit boring. I would choose another tshirt for example which is not that simple. Or maybe using some accessories like a watch could work.

bboyoung yeah...pray for your girlfriend T.T SO SAD

rish 3.1

This is for a Traditional festival. Is it good?

11/26/2019, 3:31:55 PM



-Profile Page-

New user profile

Save My Fashion

cookiemonstah

Edit Profile | Logout

Noob | 0 Questions | 0 Advices | 0 Upvotes

No photos to show

Save My Fashion

Notifications

Post your first photo

You don't have any photos to be rated. Get an objective evaluation of your fashion style, then decide whether to be a fashion advisor or advice seeker.

Move to the upload page

Notification

Advice post

Upload a question

Description

Describe your situation. What kind of fashion advice are you looking for?

Photo about fashion

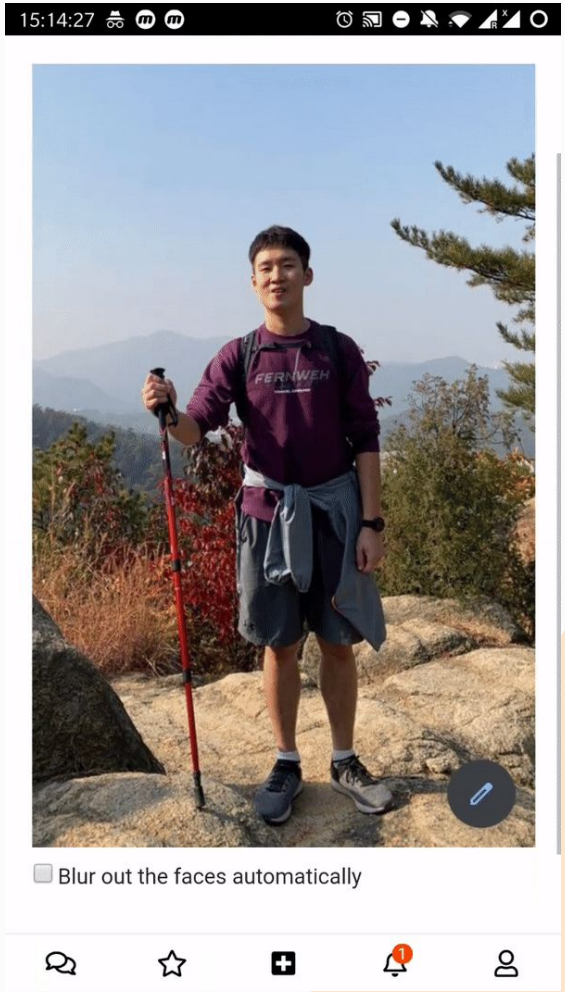
Blur out the faces automatically

Budget (Optional)

₩

This is urgent, I need rapid advice.

Submit



Rating post

-Features-

	✓
Auto face blurring	
Delete photo button	
Report photo button	
Post urgency option	
Post upvote options	

	✓
Comment upvote	
Auto comment ordering	
Auto post ranking	
User credibility level	
Link to instagram	

03

User Study

User data analysis, User feedback

Site statistics

57	42	493	17	52
# of users	# of photos posted for rating	# of ratings given	# of questions posted	# of advices (comments)

Implication 1: Rating leads to more participation than Q&A

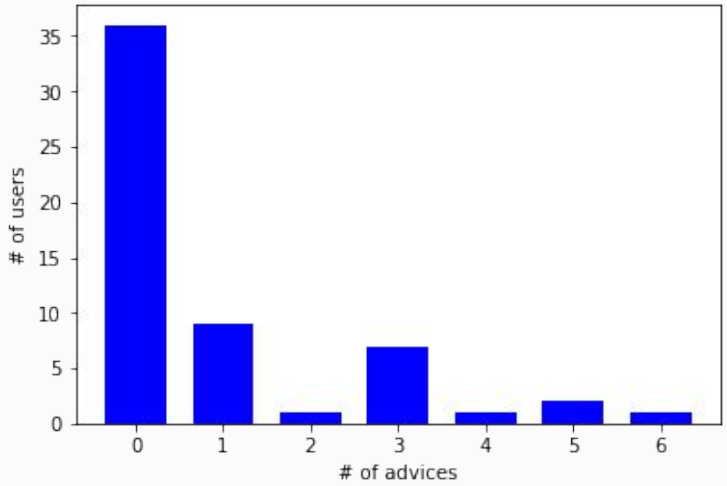
3.1
# of advice per question

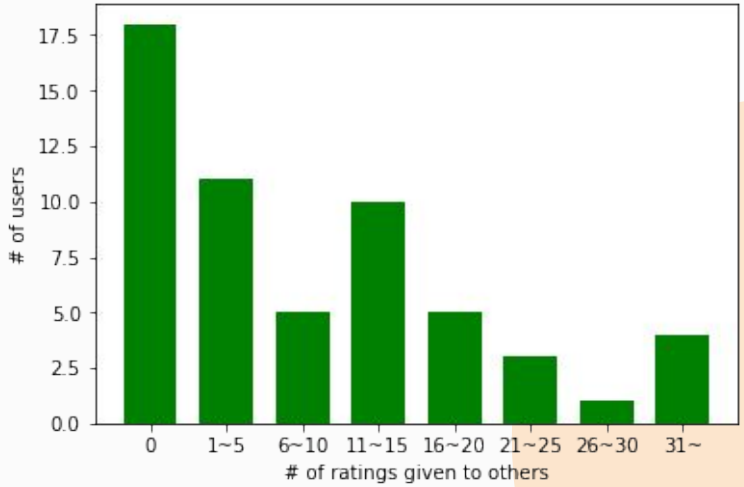
0.9
# of advice per user

<

11.7
# of ratings per photo

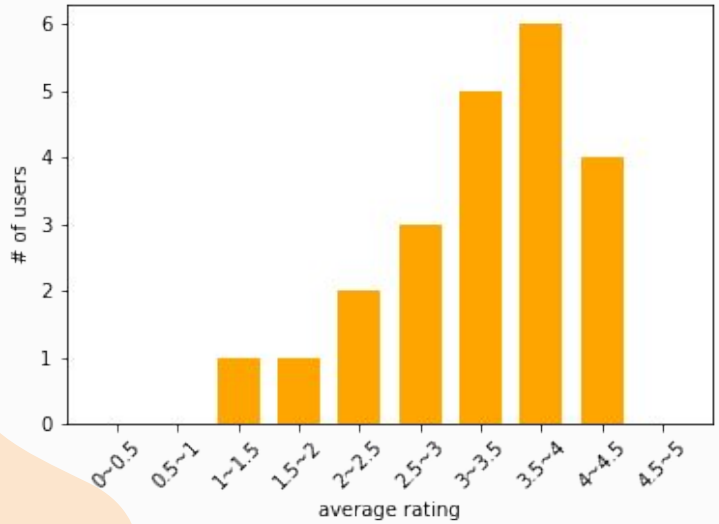
8.6
# of ratings per user

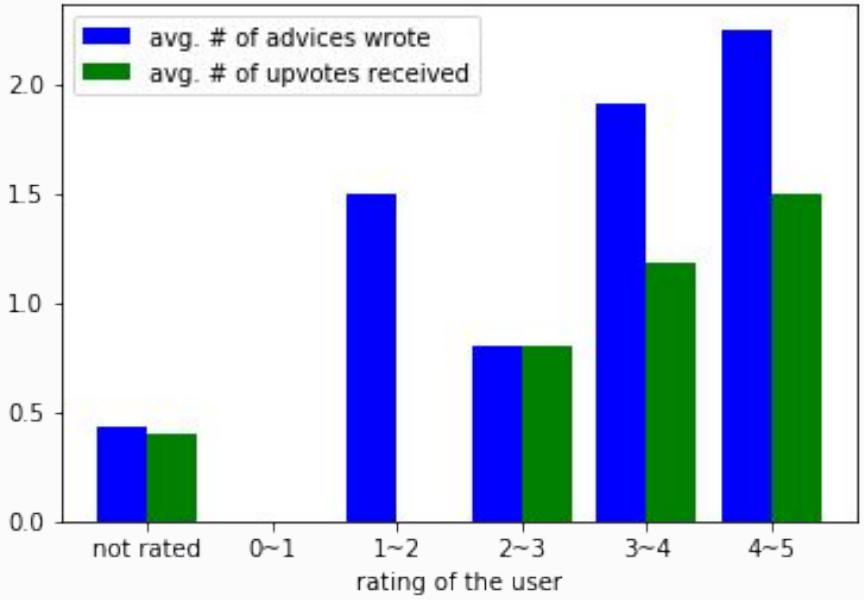




Implication 2: High rated users participated more

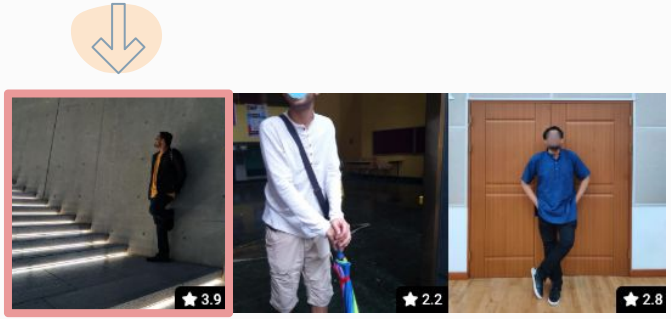
High-rated users will have more responsibility in the community

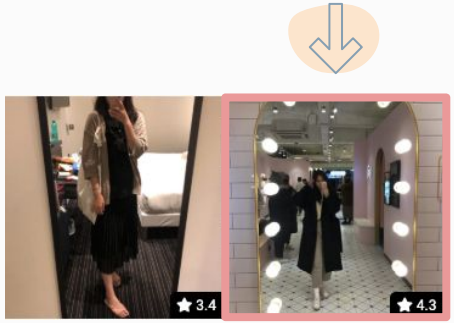


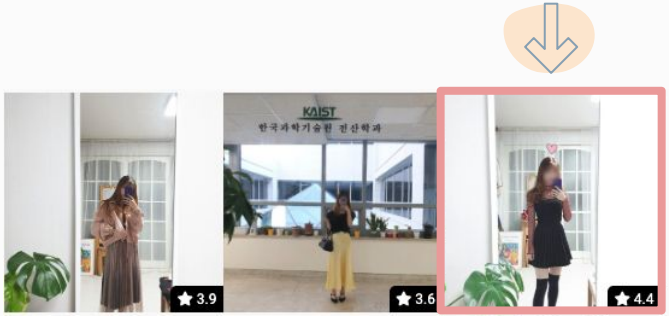


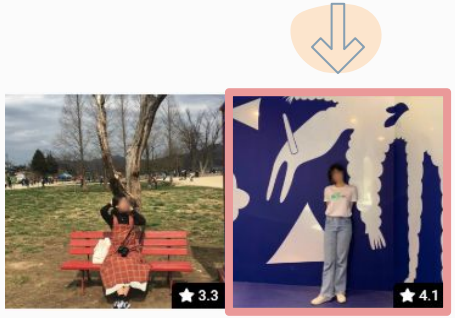
User test 1: Rating as a decision-making tool

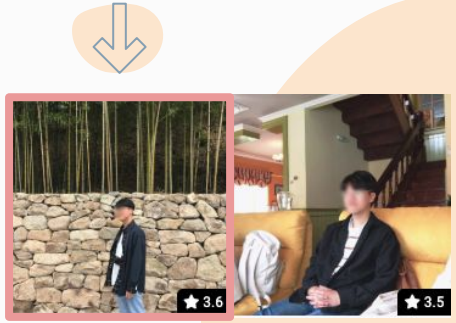
Our intention: Help people choose clothes by providing independent ratings of **multiple photos**











User test 1 - interview

With users who actually uploaded multiple photos for rating

"Knowing what clothes people usually think is good, will **help me decide** on what to wear when meeting new people."

"It is **helpful**. And it would be better if people give me the reason behind the score."

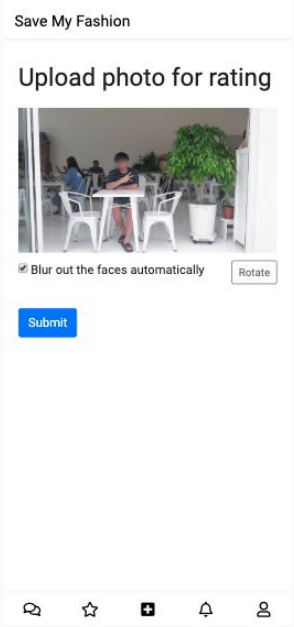
"I was able to check the ratings directly for each photo, so it was good to **test combinations**!"

"I have clear opinion of my fashion. So although I got low score in some post, I will wear and **keep my style**."

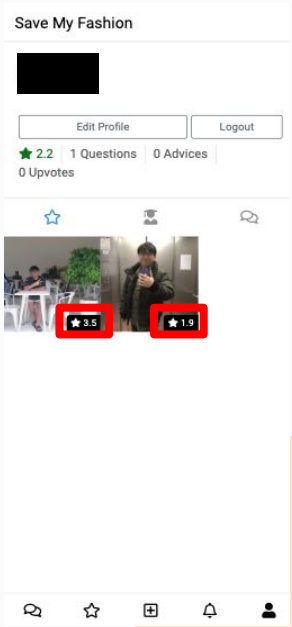
User test 2: Gamification with the rating system

Reupload the low-rated photo as a question

Get advice



Upload a new photo based on the advices

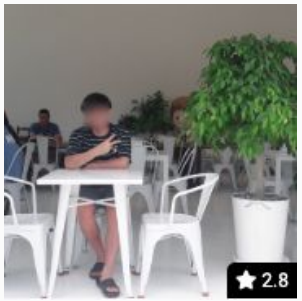


Improve the score

User test 2 - result

+0.8

(10)



(6)

+0.4

(9)

(7)

-0.5

(9)

(5)

User test 2 - interview

⭐2 → ⭐2.8

"I felt good when my score increased. It would be more fun if there were more gamification factors like ranking system."

⭐3.4 → ⭐3.8

" I think scoring makes the service interesting as everyone (including me) kind of like getting graded. Koreans care how others think about them."

⭐4.3 → ⭐3.8

"Scoring was interesting. But it is not objective. I think until now, high score does not mean fashionable but just "common". So, To make the score function objective, more people need to take part."

04

Reflections

Limitations, Improvements

Limitations

- Users do not trust ratings more than we thought.
- People are afraid of being rated so they are reluctant to post.
- The community was not completely anonymous. Friends in the same group recognized each other.

Possible Improvements

- Separate channels by country or language: Language barrier was one problem in Q&A section
- More sophisticated photo editing tools (e.g. crop, putting stickers)
- Feature to allow giving advices on specific parts of the photo (e.g. shirts, pants, or shoes)

Thank you

https://savemyfashion.xyz

-Solution choices-

Advice section

Optional anonymity: Help ease fear of judgement when asking advice

Rating section

No comments section to control trolling

Auto face blurring

No manual photo editing needed

Fonts & colors used

This presentation has been made using the following fonts:

Playfair Display
(https://fonts.google.com/specimen/Playfair+Display)

Abel
(https://fonts.google.com/specimen/Abel)

#434343 #76a5af #d0e0e3 #fbfbfb #fce5cd #e6b8af

Use our editable graphic resources...

You can easily resize these resources, keeping the quality. To change the color, just ungroup the resource and click on the object you want to change. Then, click on the paint bucket and select the color you want. Don't forget to group the resource again when you're done.

-User Feedback-

User

Comments

User

Comments

User

Comments

User

Comments

User

Comments

User

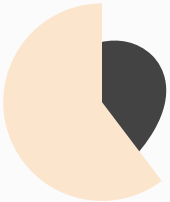
Comments

The Way to Hygge

70%

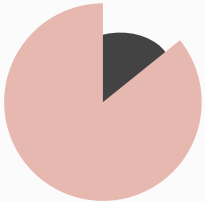
Jupiter is a gas giant and also the biggest planet

60%



Mercury is the closest planet to the Sun

85%



Neptune is the farthest planet from the Sun