

Jill Platts



## Introduction

### Application Description

*Haunted Couture* is a specialty Halloween-themed online shopping platform. It has special functionality that includes allowing users to upload images of themselves and utilize that image for a virtual try-on room. Users can also search for a particular keyword or theme. This will show related search results. From there, users can select desired items in their size preference and add it to their shopping basket. Once a user has searched for, selected, and visualized their outfit on the body, they can share their creation via social media. The design choices of the site are consistent with its Halloween theme.

The tasks that we chose to prototype are:

1. **Submit Pictures:** This task enables users to upload their images from the device to the gallery, as well as to use their webcam for the same purpose. In the gallery, users can easily see whether it's empty or if they have already uploaded one or two images. Additionally, users have the convenience of navigating between images using the slider at the bottom or by using arrows located on the left and right side of the images.
2. **Search for Fashion Items:** This search feature enables users to search for a keyword and see related search results for that theme. After seeing the results, the user can also add items to a basket. For example, a user can type in the word "Witch," and the system will display search results such as a witch shirt, witch pants, and a witch hat. The user can then select sizes for these garments and add them to their basket.
3. **Virtual Fitting Room:** This feature allows the user to see what their selected clothing items will look like together in an outfit. Once the user chooses if they want to upload a new photo of themselves or use a pre-existing one, they can begin to place items on the image. They can create any combination of items and save that as a named outfit.
4. **Sharing/Social Media Integration:** This task integrates a sharing and social media feature into our AI-powered designer fashion app. The functionality was chosen to allow users to showcase their personal style by selecting and sharing saved outfits across various platforms, such as Email, Twitter (X), Instagram, and Meta. A user can customize the interaction by enabling ratings and comments on their shared outfits. The main goal of this feature is to encourage community engagement and transform the fashion experience into a collaborative journey.

[Home](#)

[Ghostly Gallery](#)

[Witches' Wardrobe  
Search](#)

[Monster's Mirror](#)

[Phantom Photo Share](#)

## Haunted Couture



hauntedcouture@gmail.com

Spooky Lane, Charlotte, NC 

**Figure 1.** Home Page of the *Haunted Couture* website. The navigation menu at the top of the screen shows the home page colored in to indicate the user's location.

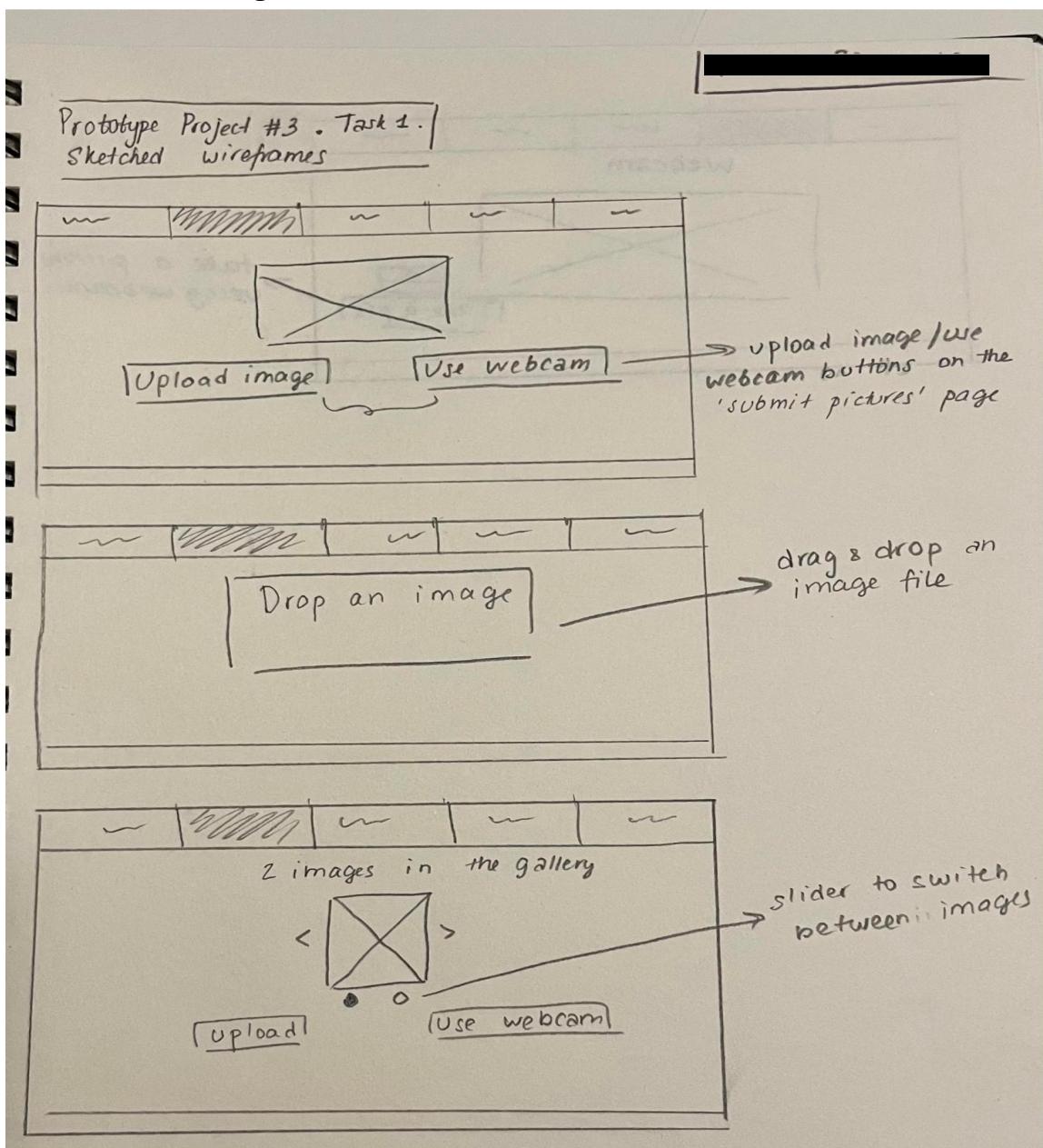
## Prototype Development for Application Tasks

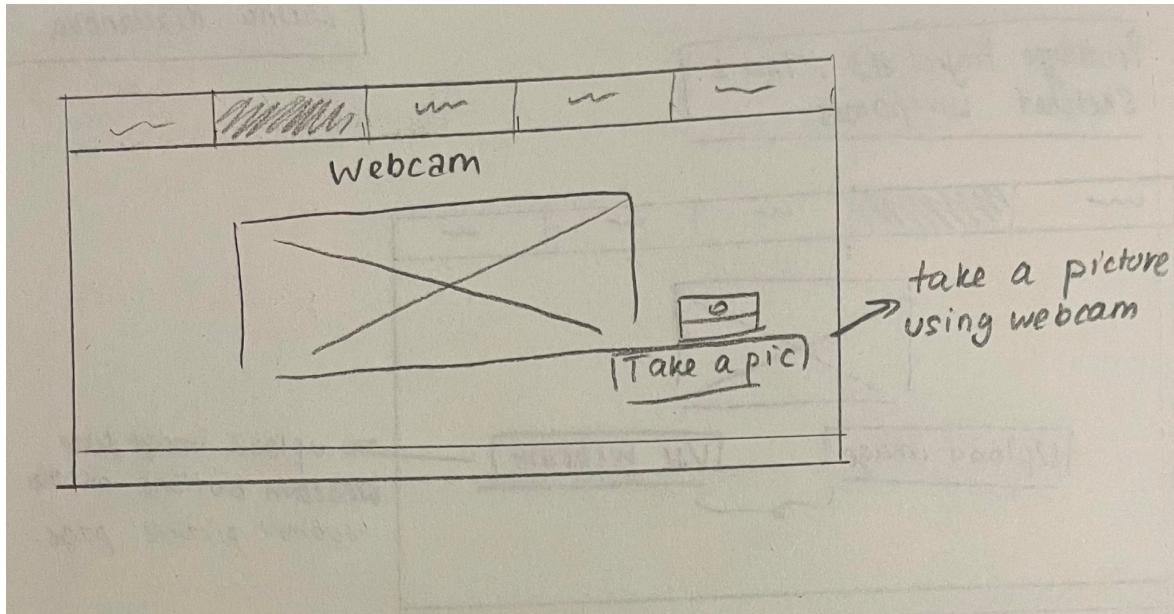
### Task #1 Submit Pictures [REDACTED]

To provide users with a way to submit pictures for use on the AI-powered designer Halloween fashion site. This task will encompass two primary functionalities: uploading existing pictures from the user's device, such as laptop and taking new pictures directly with a webcam. Additionally, users will be able to view and navigate through all their uploaded images in a photo gallery using a slider.

**Prompt:** You want to add images to the Ghostly Gallery. First, start by uploading a new image from the device. Once you upload it to the gallery, proceed to take a picture using the webcam and upload that as well. Upon completion of these steps, you should be able to see a total of 2 images in the gallery.

## Wireframe Sketching





## Slideware Prototype Step-By-Step

Home	<b>Ghostly Gallery</b>	Witches' Wardrobe Search	Monster's Mirror	Phantom Photo Share
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**Ghostly Gallery**

No images in the ghostly gallery yet

Upload from Device
Take a Picture

hauntedcouture@gmail.com      Spooky Lane, Charlotte, NC

**Figure 1.** User is on the Ghostly Gallery page and clicks on the 'Upload from Device' button.



**Figure 2.** After, the user is redirected to a new window where he can drop & drag a new file.



**Figure 3.** After the user dragged and dropped the file, they could upload it to the gallery.



**Figure 4.** User sees their uploaded file in the gallery. Now, they would like to take a picture with a webcam.



**Figure 5.** Users need to allow Ghostly Gallery to access their webcam first.



**Figure 6.** Webcam is on, and the user clicks on the “Snap Photo” button.



**Figure 7.** They like the photo, and click on the ‘Upload to Gallery’ button.



**Figure 8.** Now, the user sees their photo in the gallery, and decides to use the slider to navigate between images.



**Figure 9.** User sees a previously uploaded image in the gallery after using the slider.

## **Interactive Elements**

- *Action Buttons*, such as “Upload More Pictures”, “Take a Picture” and “Ok” to allow the application to access the webcam.
- *Slider* for the gallery, so users can navigate through the images.
- *Drag & Drop* an image file when the user wants to upload a new file.

## **Design Patterns**

- *Visual Framework*. Across an entire app, all screen templates share common characteristics to maintain a consistent look and style. For example, consistent font and color palette.
- *Clear Entry Points*. If the user does not have an image in the gallery, the text box will clearly state this. Users can click on the sad pumpkin to begin uploading their files. Alternatively, they can click on the buttons located below the pumpkin. This provides a clear entry point.
- *Module Tabs* as the top navigation bar.

## Task #2: Search for Fashion Items

This search feature enables users to search for a keyword and see related search results for that theme. After seeing the results, the user can also add items to a basket. For example, a user can type in the word “Witch,” and the system will display search results such as a witch shirt, witch pants, and a witch hat. The user can then select sizes for these garments and add them to their basket.

**Prompt:** You are shopping for a witch Halloween costume. Use the search feature to search for “Witch” and add a small shirt, medium pants, and a witch hat to your basket.

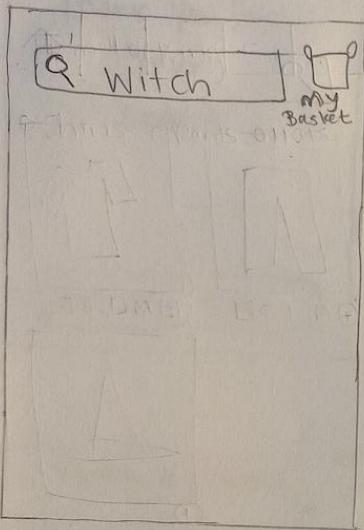
## **Wireframe Sketching**

# Prototype Project 3: Slideware Interactive Prototype

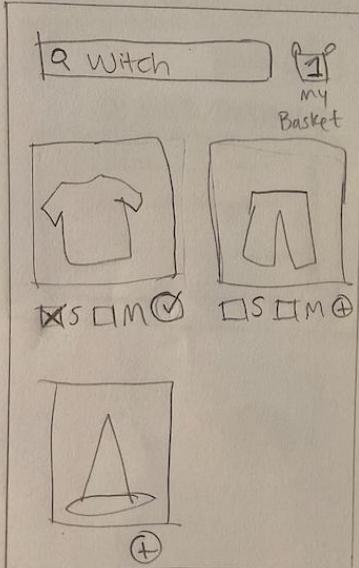
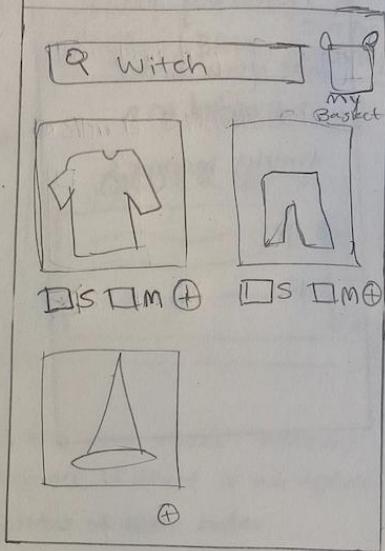
10-27-2023

The Application - AI powered designer fashion site (Halloween Theme)

Task 2: Search for Fashion Items



User can search for a costume to show items that can be used to create that look.



Selecting a size for a garment enables the "add to basket" button. Once the item is added to basket, the number of items in the basket is displayed inside the basket icon

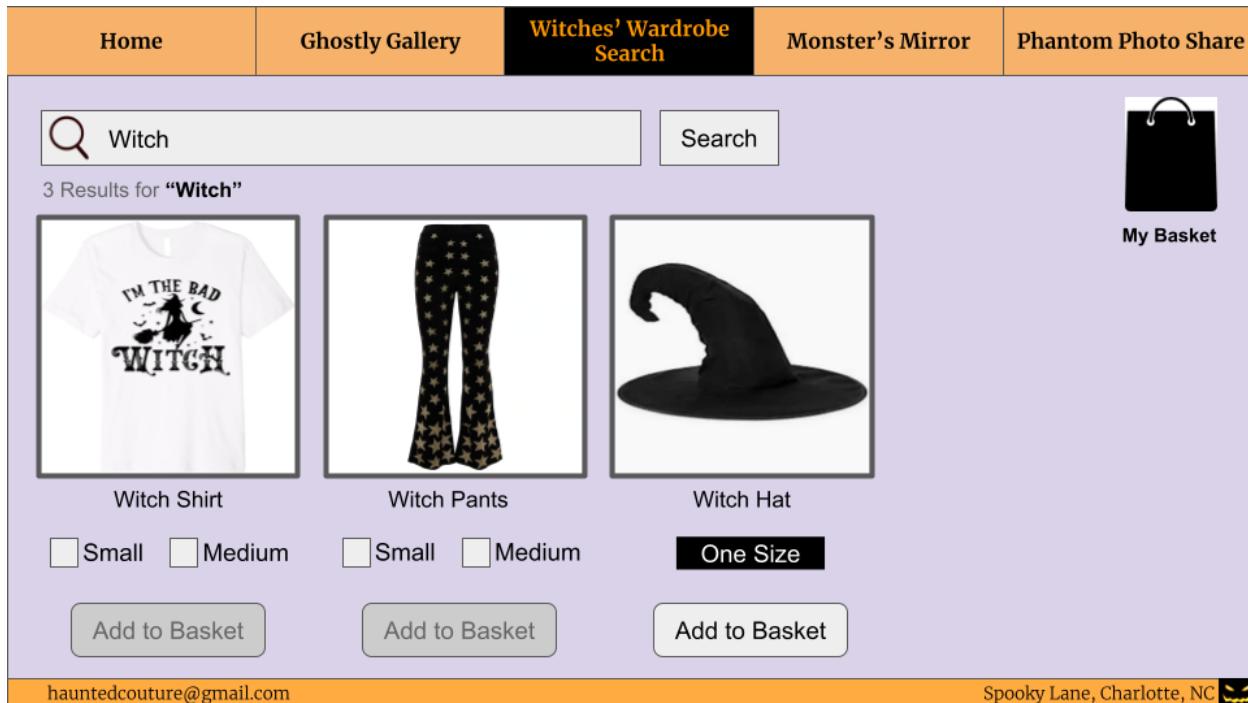
## Slideware Prototyping Step-by-Step



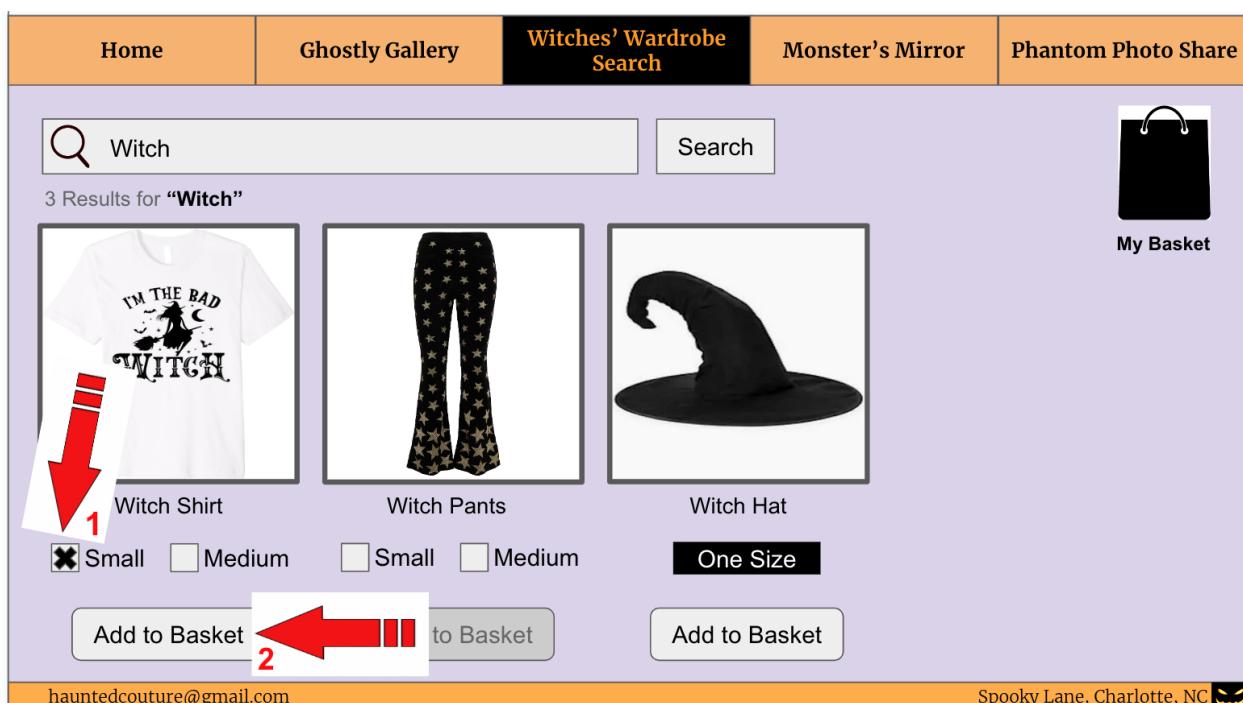
**Figure 1:** This is the homepage for the search feature



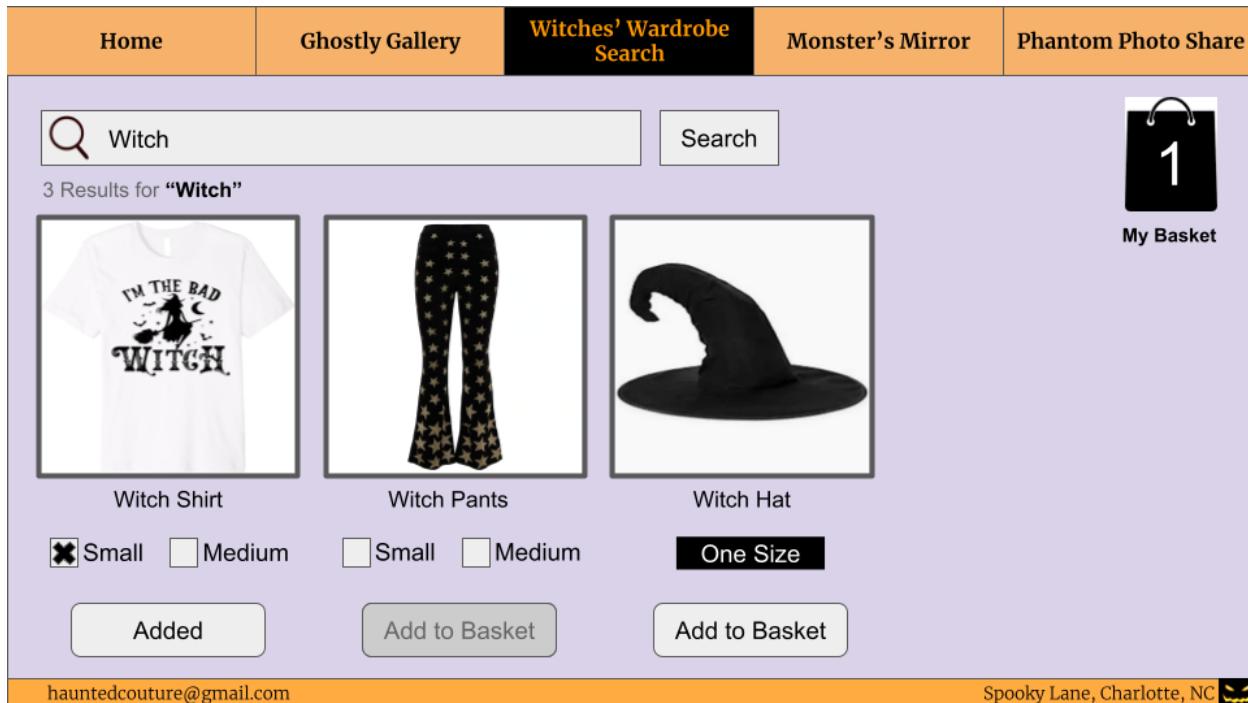
**Figure 2:** A user can search for a theme, such as “Witch” and click the search button



**Figure 3:** These are the search results after a user types in a keyword and selects the “Search” button.



**Figure 4:** The user can select a desired garment size, which will enable the “Add to Basket” button. Until a user selects a size, the “Add to Basket” button is greyed out and unclickable.



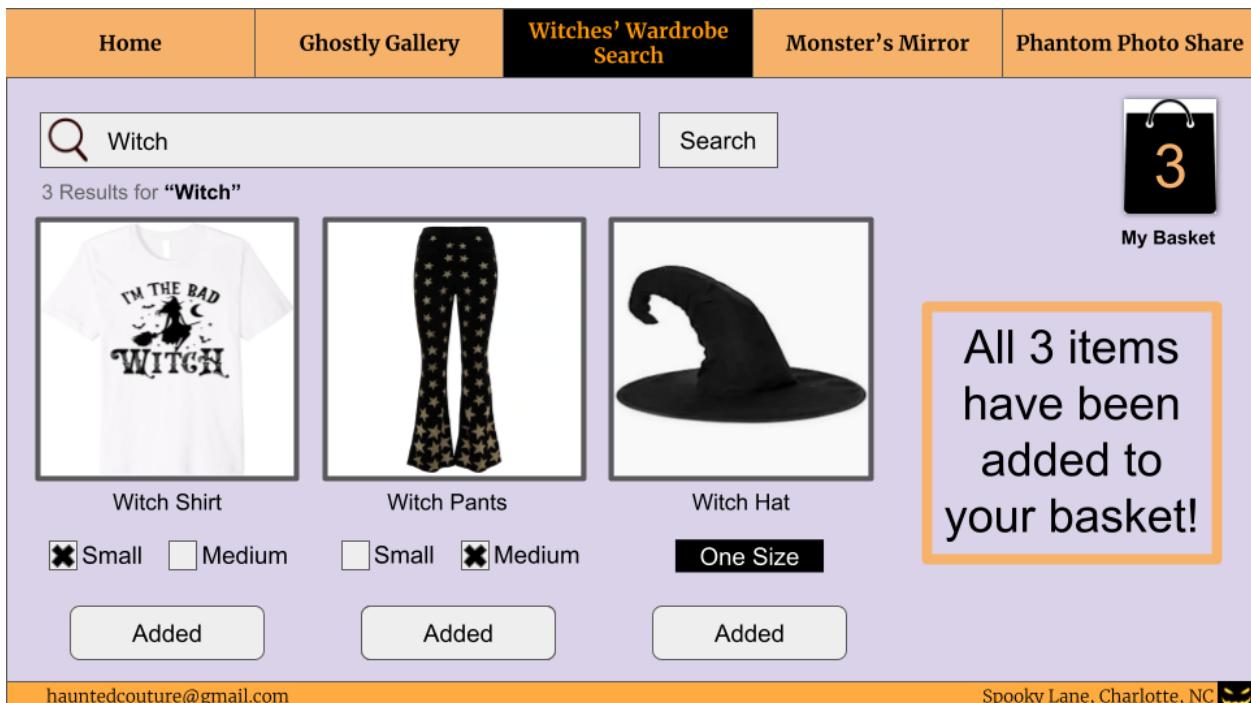
**Figure 5:** The user selects “Add to Basket” for the shirt, and the button reflects this by reading “Added.” Additionally, the bag icon in the top right corner reflects the added item by updating the bag to say “1.”



**Figure 6:** The user selects a size for the pants, which enables the “Add to Basket” button for the pants.



**Figure 7:** The user adds the pants to the basket, which is reflected on the button under the pants reading “Added,” and the basket now shows 2 items. The user then adds a hat to the basket.



**Figure 8:** The button under the hat reads “Added,” and the basket now shows 3 items. Since all items have been added to the basket, the screen shows a message stating “All 3 items have been added to your basket!”

**Interactive Elements:**

- *Text entry* - users can type a keyword or theme in the search bar
- *Checkbox* - users can select a desired garment size
- *Action button* - users can select buttons to search and add to basket

**Design Patterns:**

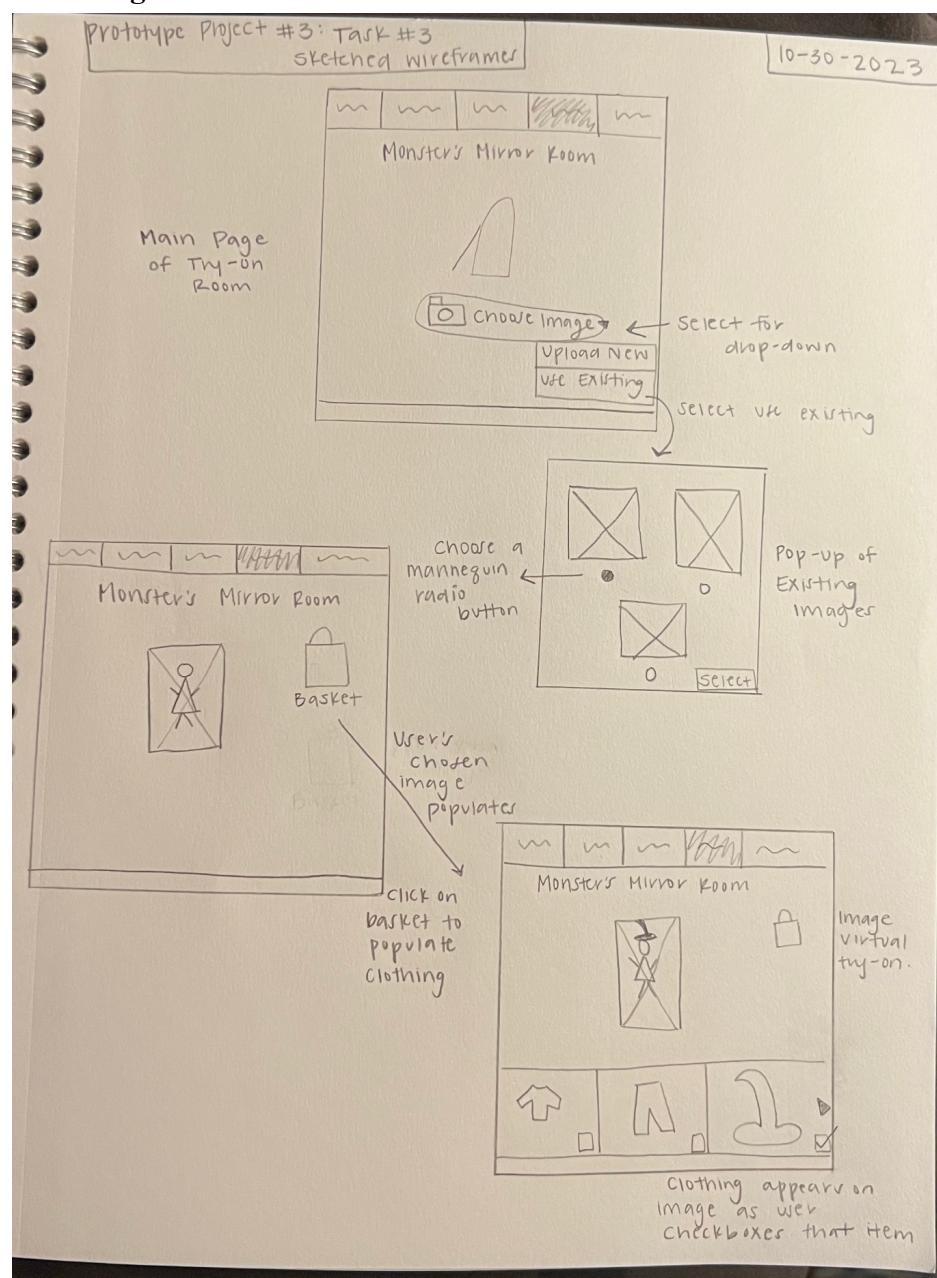
- *Collections and Cards* since the search results for shirt, pants, and hat are displayed in a series of thumbnail photos
- *Visual Framework* since the layout has a consistent navigation bar across the top, header, and footer on all pages.
- *Module Tabs* since the tabs across the header follow the same format and allow the user to access one module at a time

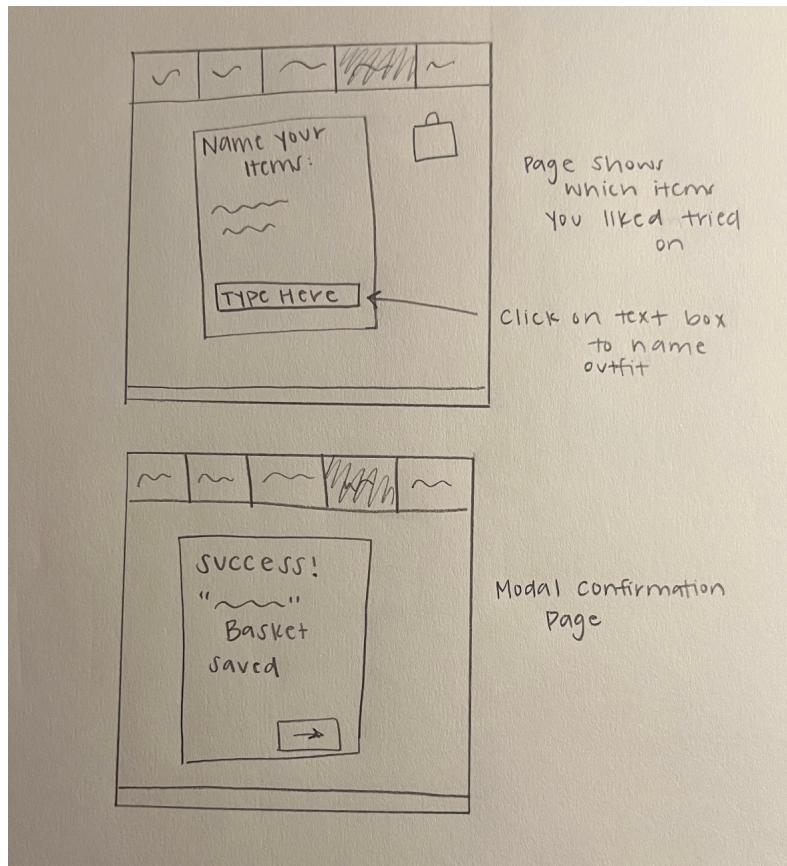
### Task #3: Try On/Fitting Room

This virtual fitting room enables users to visualize what their selected clothing items will look like together in an outfit. It allows them to either upload a new photo of themselves, or use photos that have already been uploaded. Once they make this selection, they can choose from their current basket of added clothing items. They can toggle between clothing items, seeing them tried on together or not. Users can then name their selected outfit of collected items and find that named costume in their bag during checkout.

**Prompt:** You are going to virtually try on your basket of clothing items to create an outfit. You can start by choosing a pre-uploaded (full body mannequin) image. You can try on any variation of your basket items that you wish, and when you are ready, you can save and type in the name of your outfit.

## Wireframe Sketching





### Slideware Prototype Step-By-Step

Home	Ghostly Gallery	Witches' Wardrobe Search	Monster's Mirror	Phantom Photo Share
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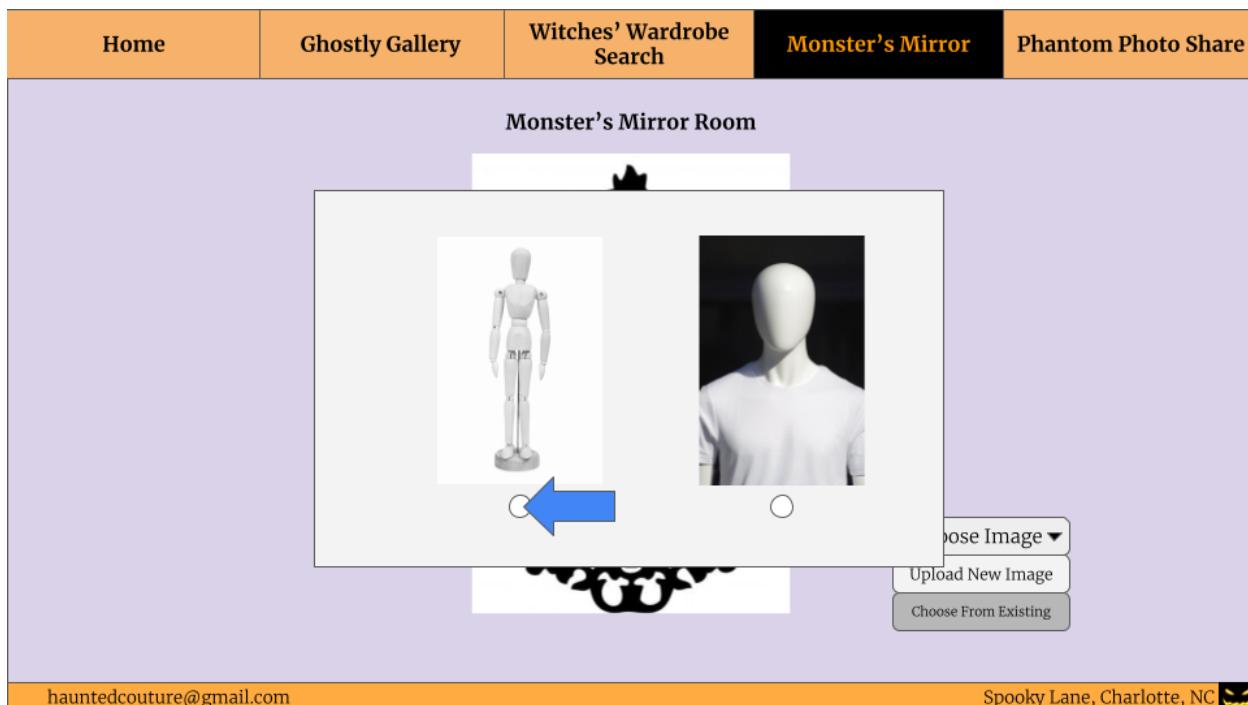
**Monster's Mirror Room**

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**Figure 1.** The main page of the Monster's Mirror ty-on room. Users can select the 'Choose Image' button.



**Figure 2.** The drop-down appears with options to Upload a New Image or Choose From Existing. User selects ‘Choose From Existing’.



**Figure 3.** The existing images populate in a pop-up screen. Users select the radio button of their desired try-on image.



**Figure 4.** Radio button is selected. Users click the ‘Select’ button to move forward.



**Figure 5.** The selected image appears in the try-on room. Users select the ‘My Basket’ button to view clothing options.



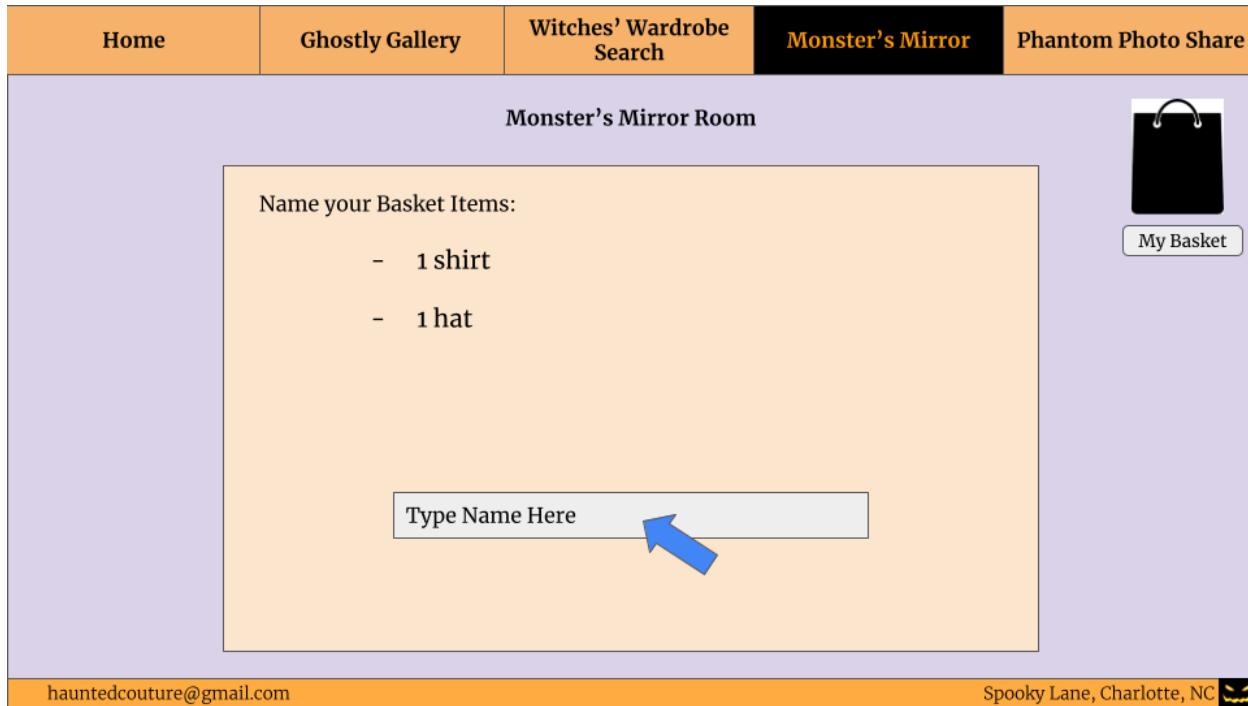
**Figure 6.** Basket clothing items appear on the screen. User selects the checkbox of the items they wish to see tried on.



**Figure 7.** The selected clothing item appears on the image. User selects another item they wish to view tried on.



**Figure 8.** The selected clothing item appears on the image. User selects the ‘Save Outfit’ button if they are done trying on items.



**Figure 9.** The chosen outfit details appear on the screen with a text-box to name the outfit. Users can select the text-box to enter in a name.

<a href="#">Home</a>	<a href="#">Ghostly Gallery</a>	<a href="#">Witches' Wardrobe Search</a>	<b>Monster's Mirror</b>	<a href="#">Phantom Photo Share</a>
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**Monster's Mirror Room**

Name your Basket Items:

**Save**

  
[My Basket](#)

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**Figure 10.** The typed name appears in the textbox. Users can select the ‘Save’ button to save their entry.

<a href="#">Home</a>	<a href="#">Ghostly Gallery</a>	<a href="#">Witches' Wardrobe Search</a>	<b>Monster's Mirror</b>	<a href="#">Phantom Photo Share</a>
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**Monster's Mirror Room**

Success! “My Witch Costume” Basket Saved

**Continue to Checkout**

  
[My Basket](#)

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**Figure 11.** Modal Box appears confirming to the user that their outfit has been saved.

### **Interactive Elements:**

- *Action Buttons.* There are many action buttons available throughout the task. Examples include the “My Basket” button, “Save Outfit” button, and the “Select” button on the image page.
- *Drop-Down Menu.* On the main page of Task 3, the user can select the “Choose Image” drop-down menu and choose from the options of uploading a new image or using a pre-existing image.
- *Radio Buttons.* The user can select between the pre-uploaded images through the use of radio buttons. Once they have made this selection, they can proceed with the try-on process.
- *Checkboxes.* The virtual try-on operates through the use of checkboxes. Users can check the clothing item that they want the image to ‘try on’. They can check or uncheck the box to take the item on or off.
- *Textboxes.* Once the user has chosen to save an outfit of selected clothing items, they must use the textbox to enter in their desired name.
- *Modal Confirmation Box.* A Confirmation Box appears to confirm to the user that their outfit has been successfully named and saved to their checkout bag.

### **Design Patterns:**

- *Flat Navigation & Design.* Once the user is in the virtual try-on room, the pages are all placed at the same hierarchical level. Each page (clothing option) can be mixed and matched and exist at the same level, before the user moves forward. The Flat Design pattern describes the use of solid background colors and simple icons.
- *Modal Panel.* The Confirmation Box confirming the naming and saving of the selected outfit requires the user to acknowledge the message and continue to checkout.
- *Center Stage.* The task at hand is front and center on the webpage. The try-on room of trying clothing items is updated at the center of the page. This pattern of elements made sense since that was the main task for the user and required a large amount of space.
- *Input Prompt.* The textbox for the user to name their outfit includes a prompt to do so. I chose this pattern because this textbox required instruction to move the user forward seamlessly.
- *Collections & Cards.* The clothing items the user can choose to try on are placed as a series of photos, which serves as the list of items. I chose this list pattern because the user would benefit from previewing the images of the items to select to try it on.

#### Task #4: Sharing/Social Media Integration (Jill Platts)

Incorporating outfit sharing/social media integration as a key feature, our AI-powered designer fashion application brings an interactive and personalized experience to users seeking to showcase their style. This functionality allows users to traverse through a slideshow of their saved outfits, select a preferred ensemble, and curate a shareable page complete with the outfit's title and description. A user can customize the level of interaction by opting to allow recipients to rate the outfit on a scale of 1-5 stars and/or leave comments. Once satisfied with the setup, a generated link can be shared across multiple platforms, including Email, Twitter (X), Instagram, and Meta, amplifying the user's reach and facilitating real-time feedback. This functionality fosters community engagement and enhances a user's journey from selection to sharing, making fashion a collaborative and enjoyable experience.

**Prompt:** Select a saved outfit (the hippie look). Now choose to enable star ratings and/or comments on the sharing screen. If the preview screen looks the way you want it to, generate a sharable link.

## Wireframe Sketching

10/31/2023

**Prototype Project #3**

**Task #4 : Sharing / Social Media Integration**

P~P~S~

Choose Your Saved Outfits

< >

\* Slideshow of outfits

P~P~S~

Customize Sharing

Star Rating:  YES  NO

Comments:  YES  NO

Title Descrip.

Ready to Generate?  YES

\* Use radio buttons to customize sharing screen.

P~P~S~

PREVIEW

Star Rating:  YES  NO

Comments:

Title Descrip.

\* Modal preview of final sharing screen

P~P~S~

Your link:

(now called X)

\* Modal window w/ final shareable link and social media buttons

## Slideware Step-by-Step

Home	Ghostly Gallery	Witches' Wardrobe Search	Monster's Mirror	Phantom Photo Share
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# Phantom Photo Share

Share Outfit

hauntedcouture@gmail.com Spooky Lane, Charlotte, NC 🎃

Figure 1: A user arrives on the Phantom Photo Share homepage and clicks on “Share Outfit.”

Home	Ghostly Gallery	Witches' Wardrobe Search	Monster's Mirror	Phantom Photo Share
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## Choose a Saved Outfit

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Figure 2: The user sees a slideshow of their saved outfits and selects the hippie look.

Home	Ghostly Gallery	Witches' Wardrobe Search	Monster's Mirror	Phantom Photo Share
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**Share Your Outfit**

Allow Star Rating:  Yes

Allow Comments:  Yes

Hippie Look 1

This look combines the bohemian vibes of the 1960s with high-quality fabrics and a psychedelic print. With chic accessories, the look seamlessly blends free-spirited elegance with contemporary, upscale elements.

Generate Link

hauntedcouture@gmail.com Spooky Lane, Charlotte, NC

**Figure 3:** Upon selecting their Hippie Look 1 outfit the user arrives at their Share Your Outfit page. The user chooses to immediately click to generate a sharable link.

Home	Ghostly Gallery	Witches' Wardrobe Search	Monster's Mirror	Phantom Photo Share
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Preview

Here is my **Haunted Couture** look:

Hippie Look 1

This look combines the bohemian vibes of the 1960s with high-quality fabrics and a psychedelic print. With chic accessories, the look seamlessly blends free-spirited elegance with contemporary, upscale elements.

Are you ready to share?

Are you ready to share?

hauntedcouture@gmail.com Spooky Lane, Charlotte, NC

**Figure 4:** The user is shown a modal preview page. Changing their mind, the user exits the preview window.

Home	Ghostly Gallery	Witches' Wardrobe Search	Monster's Mirror	Phantom Photo Share
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**Share Your Outfit**

Allow Star Rating:  
 Yes 

Allow Comments:  
 Yes



**Hippie Look 1**

This look combines the bohemian vibes of the 1960s with high-quality fabrics and a psychedelic print. With chic accessories, the look seamlessly blends free-spirited elegance with contemporary, upscale elements.

**Generate Link** 

hauntedcouture@gmail.com Spooky Lane, Charlotte, NC 

**Figure 5:** The user chooses to allow recipients to provide a star rating only. The user clicks to generate a sharable link.

Home	Ghostly Gallery	Witches' Wardrobe Search	Monster's Mirror	Phantom Photo Share
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**Preview**

Choose a Star Rating:  
 



**Hippie Look 1**

This look combines the bohemian vibes of the 1960s with high-quality fabrics and a psychedelic print. With chic accessories, the look seamlessly blends free-spirited elegance with contemporary, upscale elements.

Are you ready to share?  

hauntedcouture@gmail.com Spooky Lane, Charlotte, NC 

**Figure 6:** The user is shown a modal preview page. Changing their mind, the user exits the preview window.

Home | Ghostly Gallery | Witches' Wardrobe Search | Monster's Mirror | **Phantom Photo Share**

# Share Your Outfit

**Allow Star Rating:**  Yes

**Allow Comments:**  Yes

**Hippie Look 1**

This look combines the bohemian vibes of the 1960s with high-quality fabrics and a psychedelic print. With chic accessories, the look seamlessly blends free-spirited elegance with contemporary, upscale elements.

**Generate Link**

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**Figure 7:** The user opts to only allow comments from recipients. The user clicks to generate a sharable link.

Home | Ghostly Gallery | Witches' Wardrobe Search | Monster's Mirror | **Phantom Photo Share**

## Preview

**Leave a Comment:**

**Hippie Look 1**

This look combines the bohemian vibes of the 1960s with high-quality fabrics and a psychedelic print. With chic accessories, the look seamlessly blends free-spirited elegance with contemporary, upscale elements.

**Are you ready to share?**

hauntedcouture@gmail.com Spooky Lane, Charlotte, NC 🎃

**Figure 8:** The user is shown a modal preview page. Changing their mind, the user exits the preview window.

Home | Ghostly Gallery | Witches' Wardrobe Search | Monster's Mirror | **Phantom Photo Share**

## Share Your Outfit

**Allow Star Rating:**  Yes ←

**Allow Comments:**  Yes ←






### Hippie Look 1

This look combines the bohemian vibes of the 1960s with high-quality fabrics and a psychedelic print. With chic accessories, the look seamlessly blends free-spirited elegance with contemporary, upscale elements.

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**Figure 9:** The user opts to allow both star ratings and comments. The user clicks to generate a sharable link.

Home | Ghostly Gallery | Witches' Wardrobe Search | Monster's Mirror | **Phantom Photo Share**

### Preview

**Choose a Star Rating:** ★★★★★



**Leave a Comment:**



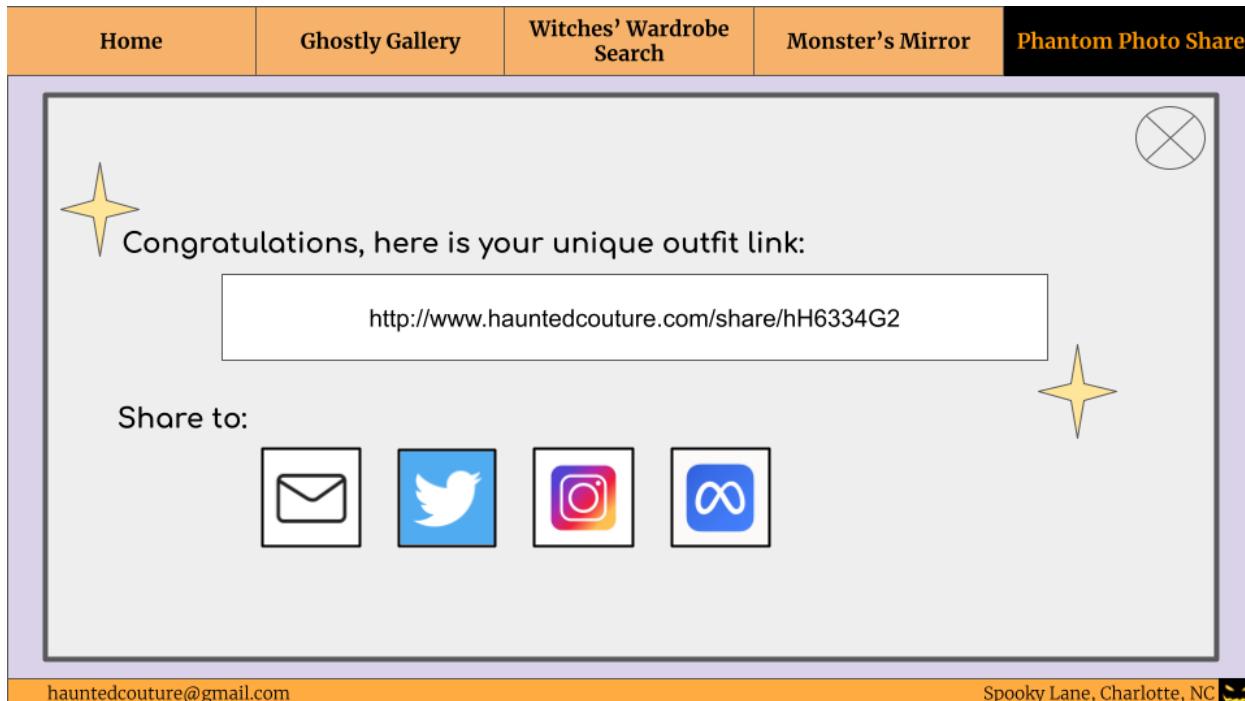

### Hippie Look 1

This look combines the bohemian vibes of the 1960s with high-quality fabrics and a psychedelic print. With chic accessories, the look seamlessly blends free-spirited elegance with contemporary, upscale elements.

Are you ready to share? **Yes**

hauntedcouture@gmail.com      Spooky Lane, Charlotte, NC 🎃

**Figure 10:** The user is shown a modal preview page. The user is happy with the preview and clicks on Yes next to “Are you ready to share?”



**Figure 11:** A sharable link is generated, along with social media buttons, via an additional modal window.

## Interactive Elements

### *Slideshow/Grid:*

- A grid layout in a slideshow format is used to present the outfits visually. This enables a user to view and navigate through a collection of their saved outfits efficiently.

### *Radio Buttons:*

- When creating the shareable link, the user selects their preference through radio buttons, ensuring only one option is chosen at a time. This allows a user to customize the level of interaction by choosing whether to enable comments, star ratings, or both.

### *Modal Windows:*

- Modal windows are used to preview the shareable link, showing the user how the shared outfit would appear, and also for the final confirmation. This provides immediate feedback and previews before confirming actions.

### *Action Buttons:*

- Buttons such as "Yes" for sharing and social media icons are employed for a more seamless user experience. These buttons facilitate navigation and actions, such as generating a link or sharing on social media.

### *Text Box and Star Ratings:*

- For outfits shared with the "comments" option, users can input text in a textbox. Star ratings are used to gauge user preferences. Both these input options enhance user engagement and interaction.

## **Design Patterns**

*Progressive Disclosure (pg. 224 of Designing Interfaces):*

- The sharing options (comments, star ratings) are presented step-by-step, only showing the next layer of choices upon user interaction. This prevents information overload, only essential elements are displayed initially, with more details being revealed progressively.

*Modal Panels (pg. 158 of Designing Interfaces):*

- Modal windows serve as immediate feedback, providing previews before finalizing the sharing options. This ensures the user is aware of the system's responses to their actions.

*Social Proof (pg. 25 of Designing Interfaces):*

- By incorporating social media sharing, users can view ratings and comments from peers. This creates a sense of community and validation among users.

*Affordance (pg. 381 of Designing Interfaces):*

- The use of familiar elements like radio buttons and social media icons makes the user experience intuitive. This ensures that the user interface is predictable and easy to navigate.

*Cards (pg. 353 of Designing Interfaces):*

- Outfits are displayed in a card-like format within the slideshow, providing a coherent view. This visually organizes and displays information.

## Summary and Discussion

### User Study Details

#### **Prompts:**

*Task 1.* You want to add images to the Ghostly Gallery. First, start by uploading a new image from the device. Once you upload it to the gallery, proceed to take a picture using the webcam and upload that as well. Upon completion of these steps, you should be able to see a total of 2 images in the gallery.

*Task 2.* You are shopping for a witch Halloween costume. Use the search feature to search for “Witch” and add a small shirt, medium pants, and a witch hat to your basket.

*Task 3.* You are going to virtually try on your basket of clothing items to create an outfit. You can start by choosing a pre-uploaded (full body mannequin) image. You can try on any variation of your basket items that you wish, and when you are ready, you can save and type in the name of your outfit.

*Task 4.* Select a saved outfit (the hippie look). Now choose to enable star ratings and/or comments on the sharing screen. If the preview screen looks the way you want it to, generate a sharable link.

#### **Participant 1: Ken**

Study setup: This study was conducted by physically placing the slideware prototype in front of the individual. I gave verbal prompts for each task as they worked through it. I asked them to think aloud so I could gain insight into their thought processes and any confusions.

#### Main Points:

- For Task 1: The user did not understand that you can click on the image in order to upload a new photo. The user had issues with knowing where and how to move forward navigationally.
- For Task 2: The user assumed that they could select their desired size of clothing item in any order, not that they had to go from left to right.
- For Task 3: They did not know to click on the “My Basket” button, or that it was a clickable button.
- For Task 4: The user expressed that they enjoyed the design choices of this task. They were able to move forward without any difficulties.

### Lessons Learned:

It is crucial to not design with assumptions. To assume the user automatically knows where to click next or how the interface works does not afford for a user-friendly interface. This feedback gave me the information to add a larger disclaimer underneath the basket button to indicate its clickability to users.

### **Participant 2: Rajkamal**

Study setup: This study was conducted in person. The participant was handed the laptop with prototypes ready to be interacted with. I briefed the participant on each task before they had to walk through it, and I answered any questions they had before the process began.

#### Main Points:

- For Task 1: The user had confusion on the “Drag and Drop” screen. To improve this, a suggestion would be to add another image such as a file for the user to click which would then move to the upload area.
- For Task 2: A strange observation is that the user clicked on “One Size” for the hat before adding it to the basket even though the hat did not have size options and the “Add to basket” button was not grayed out.
- For Task 3: The user struggled to open the items in the basket. The items only appear if the “My Basket” button is selected, but my user kept trying to click on the basket icon. A suggestion here would be to make both the basket icon and the “My Basket” button reveal the basket contents.
- For Task 4: The user moved through this task easily with no issues.

### Lessons Learned:

Sometimes it is beneficial to make more than one button have the functionality we want. For example, rather than limiting the basket contents from showing only upon clicking the basket button, we can extend it to also be the basket icon. This gives the user a wider area of space to click and accommodates those who are more visual rather than reading the buttons.

### **Participant 3: Lana**

Study setup: The study was conducted virtually using discord. I explained the thinking aloud method to Lana before we conducted the study.

#### Main Points:

- For Task 1: Lana was confused about the 'Drag and Drop' feature in the gallery. She suggested that we need to implement a 'Browse' button alongside the 'Drag and Drop'.
- For Task 2: Lana appreciated that the user interface showed the number of items in the basket each time an item was added. However, she was puzzled by the confirmation

window appearing on the right only after adding all three items. She pointed out that there was no indication that exactly three items had to be selected

- For Task 3: Lana was initially confused about the mirror function and clicked on it first. She suggested adding a short description above the window to explain the purpose of the page. For example, 'To try on an outfit, select an image first.' Additionally, she recommended that instead of 'Name your basket', we should use 'Name your outfit', and display an image rather than text with details.
- For Task 4: Lana was confused about the button on the first screen labeled 'Share an outfit'; she suggested we rename it to 'Choose an outfit.' She also proposed adding names under each outfit, noting that this would aid visually impaired individuals. For the 'allow star' and 'allow comments' features, she recommended implementing an 'on/off' button similar to those found on iPhones. Lana expressed confusion about why users creating their outfit could give it a star rating. Lastly, she suggested that we include a 'Copy link' button beneath the link.

#### Lessons Learned:

Lana's difficulty with features like "mirror" and "share an outfit" underscores the importance of intuitive user interface design, reminding us to view our product through the eyes of a first-time user. The confusion over button names brought to light the significance of consistent terminology, akin to ensuring all pieces of a puzzle fit perfectly. Her insight about adding names under outfits for visually impaired users was a crucial reminder about inclusivity, highlighting the need to guide all users seamlessly through the experience. The suggestion for "on/off" buttons and for adding a "browse" button resonated with the principle of user familiarity, emphasizing that sometimes the most effective solutions are those already well understood.

#### Participant 4: Janet

Study setup: The study was conducted in-person. The participant was physically sitting at the computer in front of the slideware prototype. I introduced the study by briefing explaining what the application was (AI-powered fashion) and what functionalities were available (submitting pictures, searching for certain items, a try-on room, and outfit sharing/social media integration). The participant was given each task prompt (one-by-one) and then allowed some time (5-10 minutes) to complete the prompt.

#### Main Points:

- For Task 1, the participant moved quickly through the task and successfully uploaded two images. However, at the end of the task she questioned if she successfully uploaded the images or not. This functionality might benefit from a confirmation screen or a confirmation modal window.
- For Task 2, the participant successfully added all three items to their basket. They commented that the confirmation "All 3 items have been added to your basket!" was

helpful. The participant wondered if there was a way to further filter for different specific items. Adding filters would be a good way to expand on the capability of this feature.

- For Task 3, the participant moved successfully through the task and added all three items to their basket. They had some trouble throughout this task when navigating around for the action buttons. They suggested the action buttons could be brighter in color or more noticeable because some of them blend in with the background.
- For Task 4, the participant moved through the task and successfully generated a link for their shared hippie outfit. However, the participant wondered if multiple outfits could be shared at once and if there would be any comment moderation. The ability to select more than one outfit from the beginning slideshow could be a way to expand this feature. Additionally, some type of communication on comment moderation may need to be added to this feature.

#### Lessons Learned:

- Action buttons need to be easy to locate and must stand out from the other interaction and visual design elements because navigation is critical for the efficient movement of a user through an application.
- Confirmation of a task or action completion informs the user on the application status. Status updates are important for improved and consistent user feedback.

#### User Study Summary:

##### *Similarities*

Navigational Issues: Ken (Participant 1), Janet (Participant 4), Lana (Participant 3) faced issues with navigation. Ken was unsure about the clickability of the “My Basket” button, while Janet suggested that the action buttons could be brighter/more noticeable. Lana was confused about the functionality of the “Drag and Drop” and “Mirror” features. These experiences collectively underline the importance of clear, intuitive, and noticeable navigational elements in the user interface.

User Feedback: Rajkamal (Participant 2), Janet (Participant 4), Lana (Participant 3) expressed the need for more confirmations/interaction feedback. Rajkamal was confused on the “Drag and Drop” screen and Janet questioned if she had successfully uploaded images. Lana suggested implementing a ‘Browse’ button, adding short descriptions and renaming buttons for clarity.

##### *Differences*

Understanding Interface Elements: The way participants interacted with and understood interface elements varied greatly. While Rajkamal (Participant 2) erroneously clicked on “One Size” for a hat with no size options, Lana (Participant 3) was initially confused with the mirror function. These differences in understanding show how users interpret and interact with interface elements in unique ways.

Remote vs. In-person Interaction: The study setup for Lana (Participant 3) was conducted virtually, which may have affected her experience and feedback compared to the in-person setup for Ken (Participant 1), Rajkamal (Participant 2), and Janet (Participant 4). The mode of conducting user studies can bring different perspectives and nuances in the feedback received.

#### *Unique Observations*

Selection Assumptions: Ken's (Participant 1) assumption about selecting clothing sizes in any order stood out as a unique observation, highlighting the need for clear visual design cues for users.

Feature Expansion: Janet's (Participant 4) suggestions for feature expansions, such as sharing multiple outfits at once and comment moderation were unique and indicative of users seeking more comprehensive and more complex functionalities.

#### Task Coordination

Each task is designed to remain consistent throughout the entire prototype. We created a master theme to include the background formatting and the bottom navigation bar of our store's contact information. The top navigation menu was to remain consistent throughout the prototype as well, with each task coloring their respective block in black to easily show the user where they were on the site. The user is able to navigate between tasks by using the navigation bar at the top. By maintaining this level of coordination and consistency, the design effectively guides users through the tasks while minimizing potential confusion.

#### Content-Fidelity Matrix

Content	Very-Low Fidelity	Low Fidelity	Medium Fidelity	High Fidelity	Very-High Fidelity
Information Design			X		
Interaction Design				X	
Visual/Branding Design				X	
Editorial Content				X	

### Information Design:

- Our Information Design is medium fidelity because we have a consistent layout for all of the screens. Each task includes the same navigation bar with modular tabs and footer. The differences in our information design may be where we chose to place certain items (such as a back button) in our individual prototypes.

### Interaction Design:

- This prototype is high fidelity in terms of interactivity. The user is able to click through the entire application and complete separate tasks to the full extent, and return back to the home page. We would not say it is very-high because there are some limitations on where the user can navigate to.

### Visual Design/Branding:

- We selected high fidelity for the visual design/branding because we did the following: chose a distinctive name, selected a specific color palette, and also maintained consistency in our font selection for the majority of the slides. We also maintained a cohesive look by implementing a consistent navigation bar, and footer. Moreover, we selected images that were tailored to our Halloween theme.

### Editorial Content:

- The editorial content on our prototype consists of true text and images that are options for our application. There are real descriptions of outfits and names, as well as true images of these outfits. They are all formatted in a consistent style type. We would not say very-high, simply because there are still a limited number of options.

### Inspirations

For inspiration, we utilized Google and other online shopping websites. For the virtual try-on task, since it is not something I was familiar with as a customer, I searched for inspiration online. I came across a few different examples using animated models. For example, in the image below, they show the available options at the bottom of the screen and differentiate what is currently tried on by listing it on the left-hand side. This inspired me to use checkboxes to indicate what is currently tried on the mannequin.



Inspiration also came from other shopping sites, including Forever 21 and H&M. These websites were a good way to see how sizes (small, medium, large, one size) are organized for garments. They were also a good way to see how search results are displayed. For example, the search results have a message at the top stating how many results were found for that specific keyword.

[Home](#) / [Women](#) / [Shoes + Accessories](#) / [Jewelry](#)

## Halloween Tattoo Choker Necklace Set

~~\$7.99~~ **\$4.79** 40% Off Halloween!

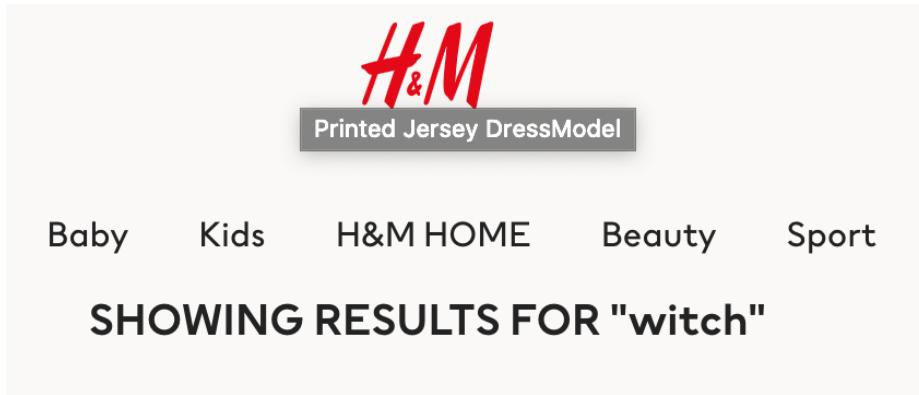
4 interest-free payments. Available for orders above \$10. [Klarna](#).  
[Learn More](#)

**COLOR:** BLACK/PURPLE

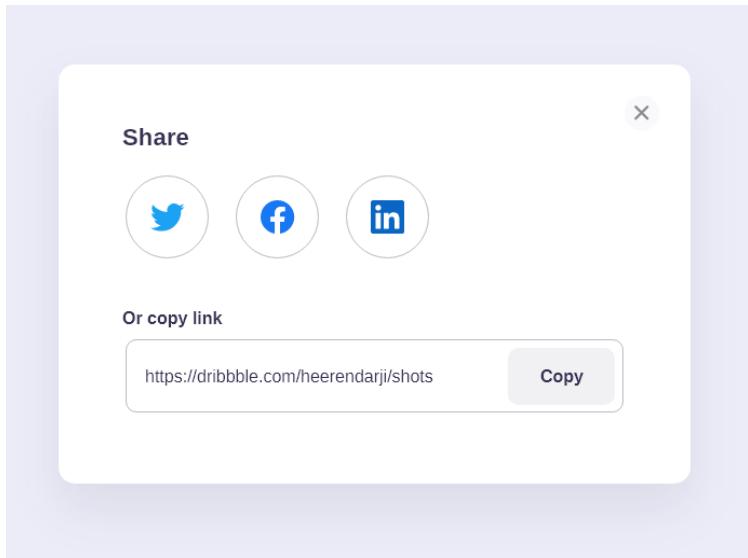


**SIZE:** ONE SIZE

**ONE SIZE**



Various websites use a common visual/interaction design when generating a sharable link for a user, accompanied by popular social media icons. Here is one such example:



Overall, the quest for inspiration for our AI-powered fashion application led us to explore various online platforms. Google, along with well-known shopping websites like Forever 21 and H&M, offered a wealth of design ideas, particularly in aspects such as clothing size organization, search result displays, user-friendly navigation, and social media integration. By amalgamating these inspirations, we were able to conceptualize an application that is not only grounded in current design practices, but also strives to push the envelope in creating a unique, efficient, and engaging fashion journey for users.

## Project Reflection/Critique

### **Strengths:**

- Consistent color palette with main color being light purple and orange.
- Clear Halloween theme which is consistently and effectively shown throughout the visual aspects of the user experience.
- Interactivity, for example the ability to add clothes to the virtual basket.
- The navigational element at the top and bottom of each page allows for easy navigation to any point in the prototype.

### **Needs Improvement:**

- This slideware prototype could always be improved in terms of customizations and options for the user. We did not link each and every variation possible.
- We could incorporate a unique logo to establish a brand identity.

## Task 1

### **Strengths:**

- Helpful indication how many pictures are currently in the gallery.
- A user can delete images from the gallery which is a convenient feature.
- The warning “allow access to your webcam” since many websites implement the same practice for the security feature.

### **Needs improvement:**

- If the user opts to take a picture first instead of uploading one, they will notice an additional image added to the gallery. Initially, the task was designed with the assumption that users would start by uploading images. However, to provide a more realistic scenario, it's important to demonstrate the functionality when a user starts by taking a picture with a webcam, especially when there are no pre-existing images in the gallery.
- There should be a clearer indication when the webcam is activated.

## Task 2

### **Strengths:**

- Having the “Add to basket” button grayed out until the user selects a garment size accurately mimics interactions with real shopping websites.
- Having the shopping basket icon in the top right corner properly reflects most users’ mental model for a shopping bag or cart location on a website.
- Updating the button to say “Added” gives good confirmation to the user that the item has been added.
- Updating the bag icon to reflect the number of items as they are added is a good way to confirm to the user how many items were added.
- The confirmation message after all 3 items are added is a good way to let the user know that the task has successfully been completed.

### **Needs Improvement:**

- More functionality can be added. Currently, a user can only add a small shirt, medium pants, and one size hat to the bag.
- Option for the user to deselect the item after initially selecting. The current workflow locks the user in a certain path and they cannot undo any actions.

## **Task 3**

### **Strengths:**

- Customization. The interactivity between the checkboxes allows for a lot of variation in outfit options. The user can take an item on or off with ease, and name the outfit of the accurately selected items.
- Design choices. The curtain effect behind the mannequin clearly shows the user that this is a virtual fitting room.

### **Needs Improvement:**

- Visual Hierarchy. During the initial part of the task, the “My Basket” option is not obvious enough to the user that it is clickable and will lead them to the next part of the task.
- More functionality. If the user has all 3 items from their basket tried on, the website could show them similar suggestions.

## **Task 4**

### **Strengths:**

- Social Integration: This enables sharing on platforms like Twitter (X), Instagram, and Meta for real-time feedback, fostering community engagement and enhancing user experience.
- Customization: Allowing comments and/or star ratings gives a user control, personalizing their sharable outfit page.
- Progressive Disclosure: Options, preview, and final sharable link are presented step-by-step, preventing information overload. This ensures a focused and intuitive user experience.
- Modal Window Previews: Modal windows offer previews before finalizing sharing options. This minimizes errors and enhances user satisfaction.

### **Needs Improvement:**

- User Engagement Metrics: This final sharable page might benefit from offering a view counter, share counter, simple like/dislike button, and more.
- Comment Moderation: Allowing comments, especially unmoderated, may expose a user to negative feedback. Comment moderation or reporting features would be useful to maintain a positive environment on all outfit sharing pages.
- Too Much Toggling: Option toggling may induce decision fatigue. Additionally, multiple radio button options can clutter an interface. Some additional information could be added

to streamline customization options and better communicate what the options will result in.