Contextual Inquiry Notes

Session:

Observing Team Member: Kiran Gunasekaran
Date: Oct 1, 2025
Time: 3:32 PM
Setting: Workplace
Participant Category: Wardrobe Additions, Virtual Try-On

Demographics:

1. **Age:**
   a. 24
2. **Occupation:**
   a. Warehouse Associate
3. **Highest Level of Education:**
   a. College
4. **Gender (Self Identify):**
   a. Female
5. **Typical Shopping Setting (online/in-store):**
   a. Online
6. **Annual Shopping Frequency (1-2/year, quarterly, monthly, weekly, intermittent, need-based):**
   a. Monthly
7. **Favorite Store:** Fashion Nova, Pretty Little Thing, Nike, Online Resellers
8. **Patterns of Shopping (whole outfit, single pieces at a time, etc):** Single pieces at a time
9. **Type of device used for shopping:** iPhone

Notes:

Raw:

- Participant is browsing online (Social Media) for clothing items that interest her.
- An Jacket from Fashion Nova page on Instagram catches her eye
- Participant opens Fashion Nova link for a Jacket she saw advertised on Instagram
  - Click on links -> Opens webpage -> clicks option to open in-app
  - Examines jacket images then adds to wishlist
  - Selects image and saves to camera roll
- Closes Fashion Nova app and opens Snapchat

- ○ Opens saved image from camera roll on Snapchat
- ○ Uses Snapchat "cutout" tool to select then save selected image as a digital sticker within Snapchat (tool appears to automatically cut out garment only and removes background details)
- Participant then proceeds to cover camera on the back and takes a black photo
  - ○ Goes to saved stickers on Snapchat
  - ○ Saved sticker from the image she selected earlier is on there
  - ○ There also appears to be other saved stickers of garments too (possibly from previous iterations prior to inquiry)
  - ○ Participant then drags, resizes, and drops stickers of garments along with other previously saved stickers of garments to create a makeshift outfit within snapchat.
  - ○ Participant saves finished outfit snap onto Snapchat Memories.
- Participant seems to do this fairly quickly, demonstrating proficiency with this workflow, suggesting this activity is done frequently.
- Participant then minimises Snapchat and opens web browser, searches "Pretty little thing" on search engine
  - ○ Opens online website for female fashion
  - ○ Participant searches for bags on search bar
  - ○ Scrolls through list of handbags
  - ○ Selects one bag that she likes, then repeats process for Fashion Nova (adds to wishlist then saves image from website to camera roll)
  - ○ Participant repeats process of saving as sticker on Snapchat
  - ○ Opens previously saved snap memory of outfit, and adds saved sticker of handbag to the Snap.
- This appears to be a participant's version of Virtual try-on, and allows her to assess how different items, colors, and styles could potentially look together before purchasing.
- I show her TikTok's AI powered image manipulation feature for making it look like the user is wearing the garment they're viewing by uploading a full body picture.
  - ○ User appears astounded, and enthusiastically wishes this feature was more ubiquitous on online fashion sites.

Specific Questions Asked (Include Context):
1. (When user long presses the image and saves to the camera roll) Why did you save the image of the jacket to your camera roll when you already added it to your wishlist?
   a. "I like to save them to my camera roll too so I can see it again and to share online. I also use Snapchat to put my outfits together and share them online."
2. (I asked her) That's really interesting! Can you show me how you do that?
   a. "Yeah, so basically on Shap you can turn images into stickers by selecting them so I just take a saved image, then cut it out there, save it as a sticker, then take a black picture like this (covers camera to take a black picture), then I just drag and drop the stickers on there to create a virtual outfit."

3. So basically you turn each image of a garment into a sticker for you to assemble into a new outfit later?
   a. "Yeee, I do this for all my fits! I always save them as Snapchat stickers then put them together to see how it looks. I also have other saved stickers too of outfits, it's a fun way to pass time at work!"
4. Is there any specific order you start with when creating an outfit idea?
   a. "I usually start with shoes then build the outfit around them, but sometimes I start with Jacket or anything I find cool online too"
   b. (Participant goes through Snapchat Memories showcasing previously made outfits) "See? I do this for all my fits! I always save them on Snapchat as stickers, them put them together and see how it looks"
5. (Out of curiosity, I decided to touch up on the concept of AI for Virtual try on tools) This is a very interesting system you built. How familiar are you with other virtual fitting tools besides this, specifically AI powered ones that could automate this process?
   a. "I haven't really tried too many, but I've seen some on websites, like Nike where I got this idea from."
   b. "I'm not too familiar with AI, but if it could make it easier I'm all for it."
6. (I show her an example from Tiktok which uses AI powered image manipulation to make users look like they're wearing a garment on the shop)
   a. "Yo this is pretty cool! I cant believe they can do that now! This is the one thing I wish existed on all fashion apps so I can see what it looks like before I buy it!"

Observation Summary:

Key Observations:
- Participant developed a personalized and sophisticated multi app process to visualize outfit ideas (using Snapchat, Photos App)
- Utilized Snapchat "cutout" tool to create virtual stickers of garment pieces from photos participants saved online, which she then assembled as a collage within snapchat to create an outfit.
- Participant showed great enthusiasm with the possibility of a AI powered solution for virtual try-on, expressing this could greatly streamline her workflow process. She even wished all apps could have this feature.

Direct User Quotes:
- "I usually start with shoes then build the outfit around them"
- "I like to save them to my camera roll too so I can see it again and to share online."
- "I always save them as Snapchat stickers then put them together to see how it looks."
- This is the one thing (AI powered virtual try-on) I wish existed on all fashion apps so I can see what it looks like before I buy it!"

Behavioral Patterns:
- Participant consistently saves items she's interested in both on the website wishlist and the image of the garment to her camera roll

- Participant usually starts with shoes first when putting together outfits, but makes exceptions if sees an item that she finds interesting.
- Participant has a multi app based approach for gathering outfit ideas, and seamessy switches between apps and tools in gathering and organizing outfit ideas.
- Participant appears to be fairly accustomed to her workflow for organizing outfit ideas, indicating she developed this workflow by herself using various tools.

Pain Points:
- There's no integrated tools within shopping apps for participant to organize her ideas (she has to constantly switch between apps and tools to organize her ideas)
- There's no clear indication on the accuracy of fit of the items, only the looks. (there's no way of knowing if the sizing can be conveyed accurately)
- The pricing of the garments can be indicated within her workflow, only the overall look of the fit.

Inefficiencies:
- The entire process of having to switch between so many apps and tools feels cumbersome and time consuming. This highlights a potential opportunity for a more integrated solution.
- There appears to be a fragmentation of information across many platforms and tools (adding items to wishlist, saving images to camera roll, using Snapchat to visualize outfits, etc…)

User Workarounds:
- Participants' primary workaround is using Snapchat's sticker and photo editing features in creating a makeshift outfit organization workflow, this serves as her primary outfit planning tool.
- She appears to saves images of garments and fashion items on her camera roll specifically to be imported to another app (Snapchat) for her outfit creation process.

Artifacts: