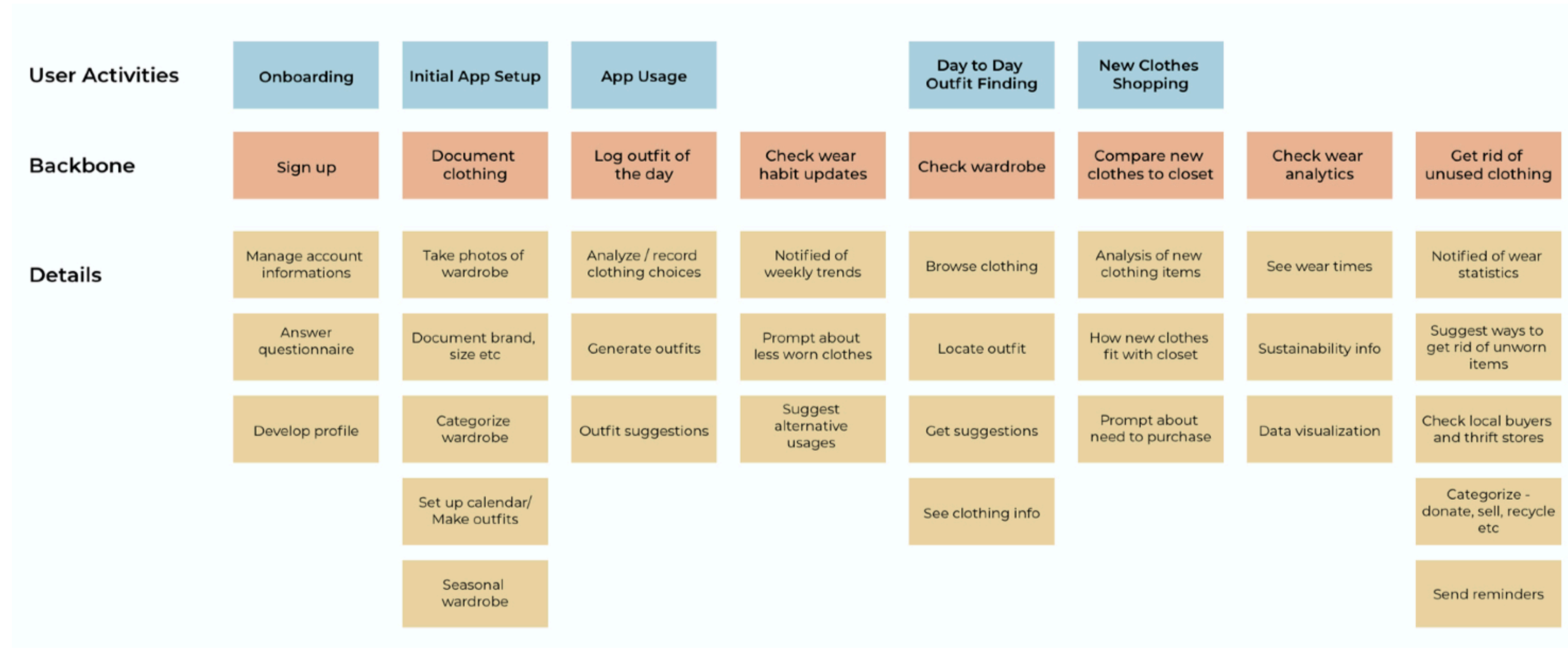
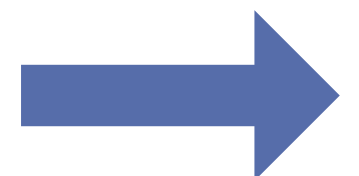
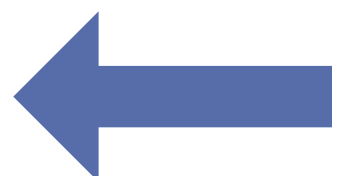


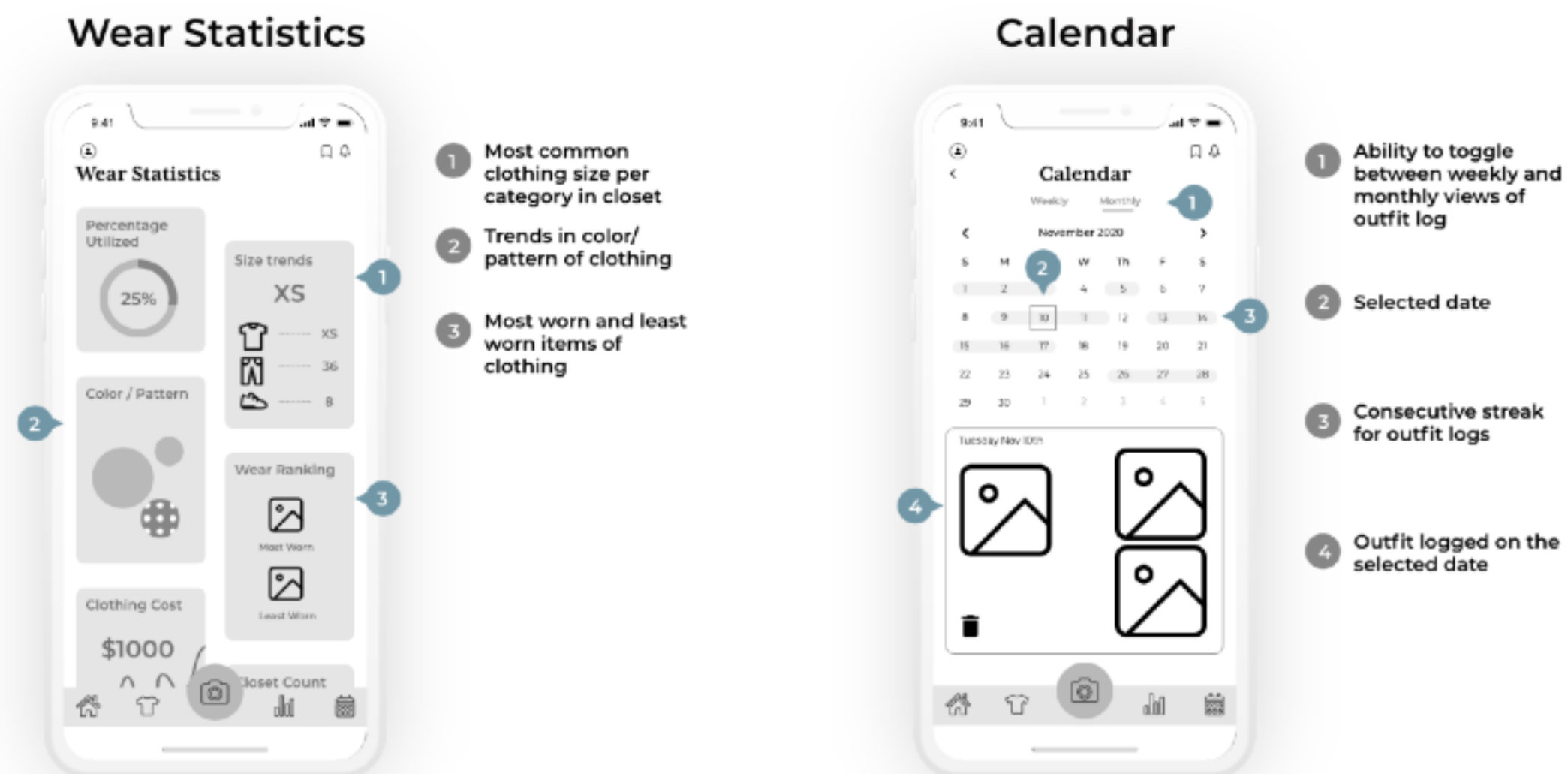
User Journey Map



With our key features in mind we started to map out the experience for our users to figure out what screens we needed

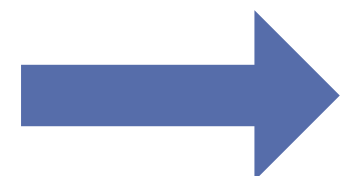


Low-Fi & Testing



USER TESTING INSIGHTS

Tested concepts with three users. While users were intrigued by wear statistics and calendar feature, there was a **strong desire for an outfit generation feature**.



Features



Based on our user archetypes and research insights, we ideated features that would be useful to our target user groups.

