Low-Fi & Testing

Wear Statistics

- Percentage Utilized — 25%
- Color / Pattern
- Clothing Cost — $1000
- Size trends — XS
- Wear Ranking

1. Most common clothing size per category in closet
2. Trends in color/pattern of clothing
3. Most worn and least worn items of clothing

Calendar

- November 2020
- Weekly / Monthly

1. Ability to toggle between weekly and monthly views of outfit log
2. Selected date
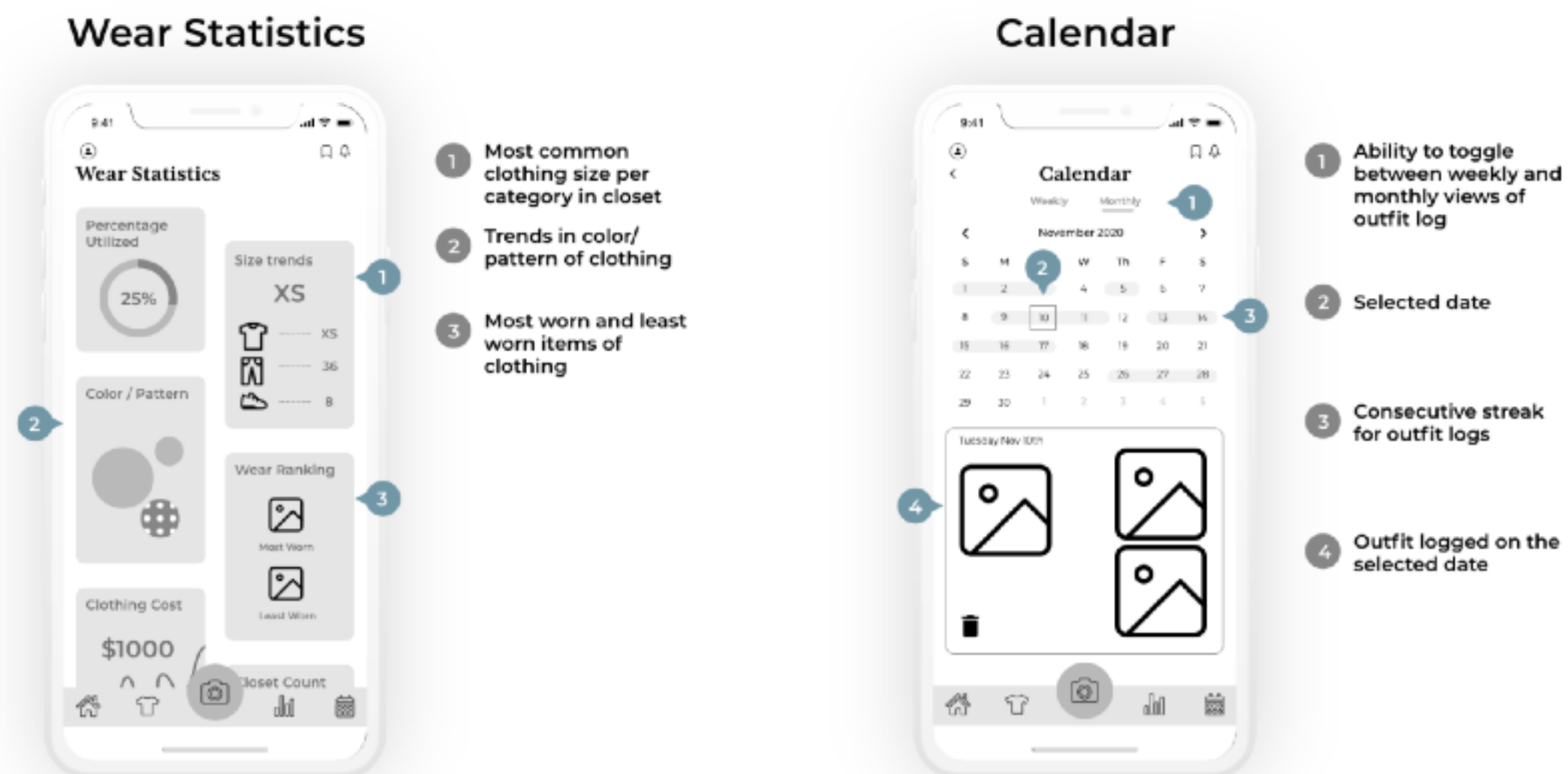3. Consecutive streak for outfit logs
4. Outfit logged on the selected date
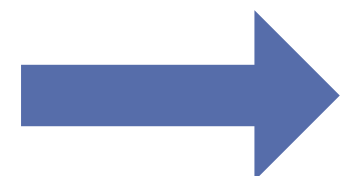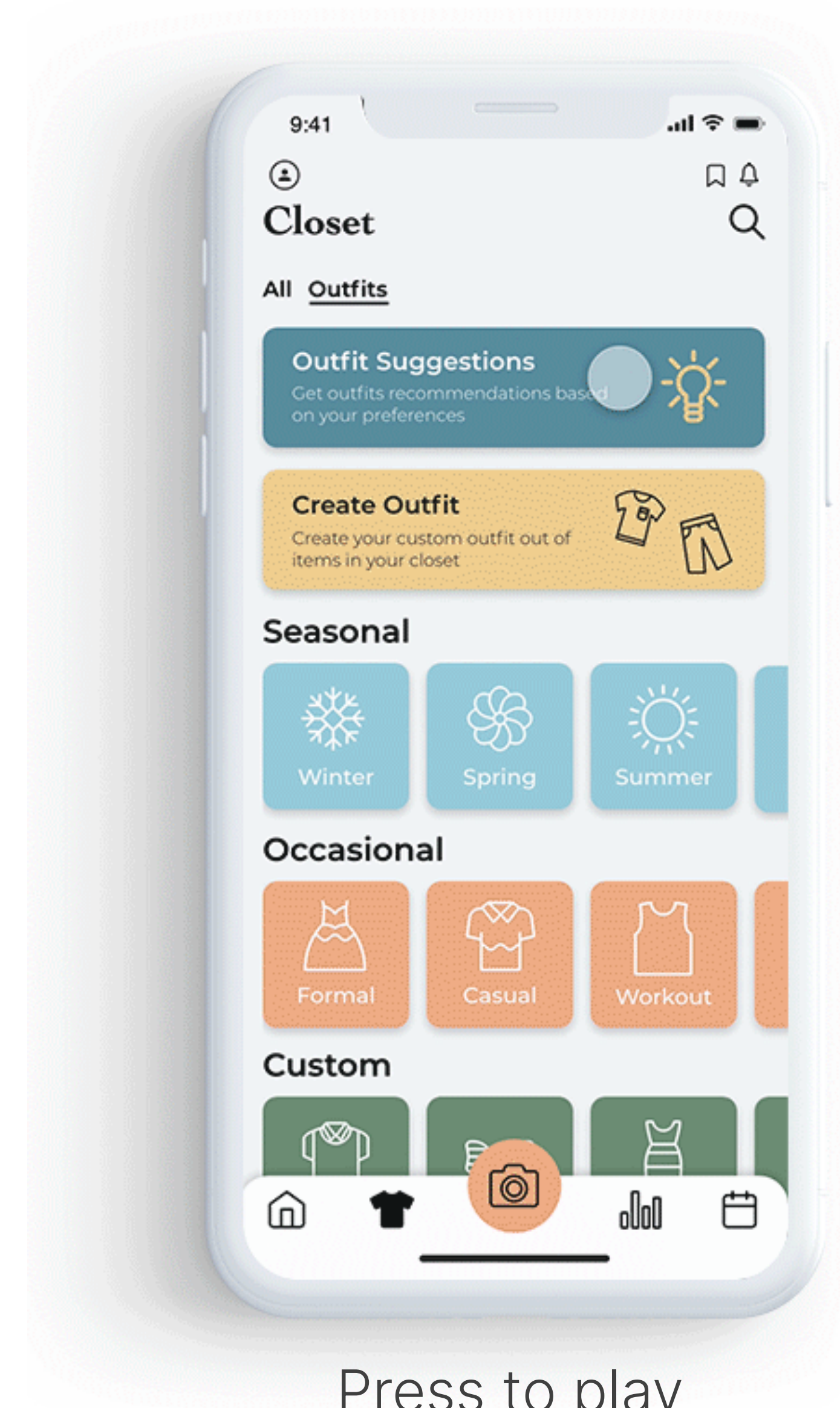
USER TESTING INSIGHTS

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**.

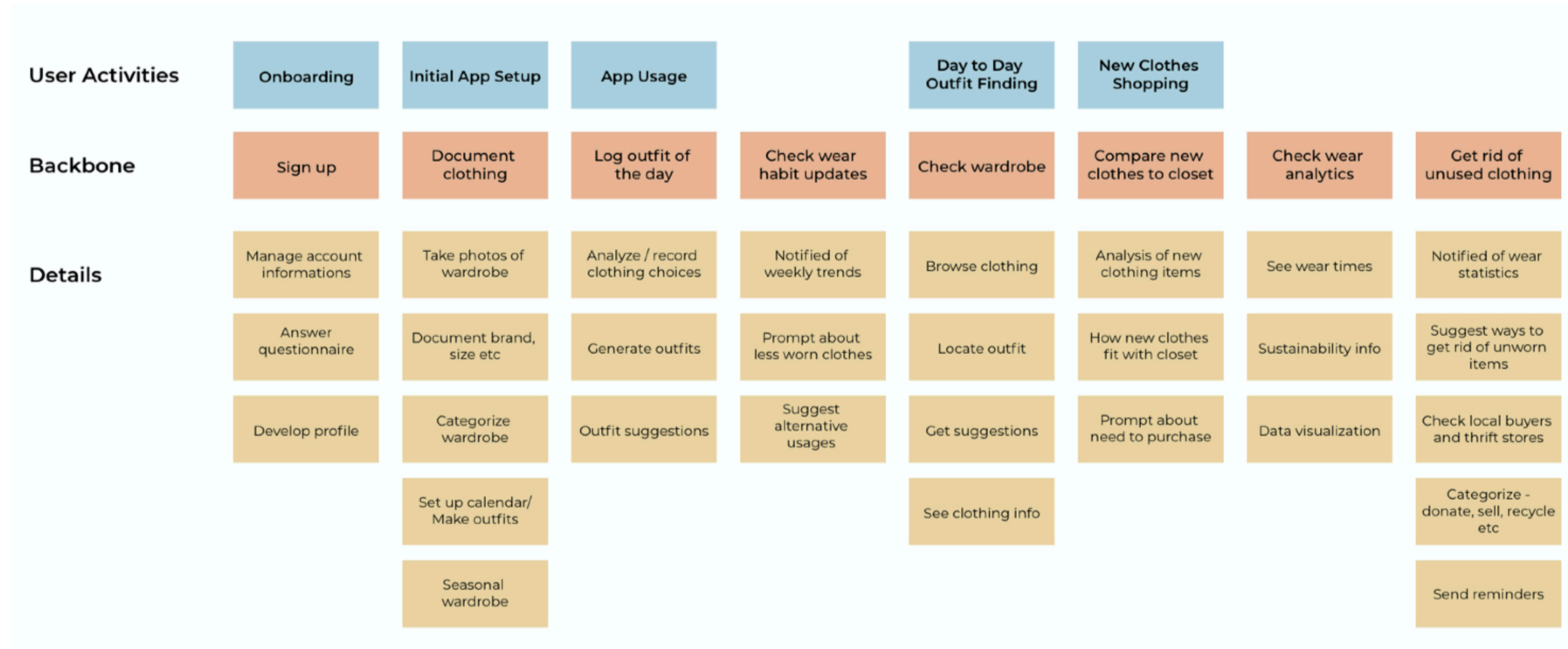# Key Features

OUTFIT SUGGESTIONS

- Algorithm generated suggestions for outfits and can add these to the closet

- Helps users get **new looks out of old clothes** and utilize their closet to full **minimizing urge to buy more**

Press to play

User Journey Map

	Onboarding	Initial App Setup	App Usage		Day to Day Outfit Finding	New Clothes Shopping		
Backbone	Sign up	Document clothing	Log outfit of the day	Check wear habit updates	Check wardrobe	Compare new clothes to closet	Check wear analytics	Get rid of unused clothing
Details	Manage account informations	Take photos of wardrobe	Analyze / record clothing choices	Notified of weekly trends	Browse clothing	Analysis of new clothing items	See wear times	Notified of wear statistics
	Answer questionnaire	Document brand, size etc	Generate outfits	Prompt about less worn clothes	Locate outfit	How new clothes fit with closet	Sustainability info	Suggest ways to get rid of unworn items
	Develop profile	Categorize wardrobe	Outfit suggestions	Suggest alternative usages	Get suggestions	Prompt about need to purchase	Data visualization	Check local buyers and thrift stores
		Set up calendar/ Make outfits			See clothing info			Categorize - donate, sell, recycle etc
		Seasonal wardrobe						Send reminders

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