



Fitroom

Tech entrepreneur Nanodegree

Project 3 Interactive Prototyping

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Summary

The success of online stores has changed the buying process for clothes. You buy first, then you try at home where you decide to return the item or not. Therefore, you need to be home to receive your orders and if necessary you must go to the post office to return the items.

Fitroom is a local store that will receive your orders for you, where you will try your items and that will manage the return process for you. The Fitroom local manager will be a stylist that will be able to provide fashion advice.

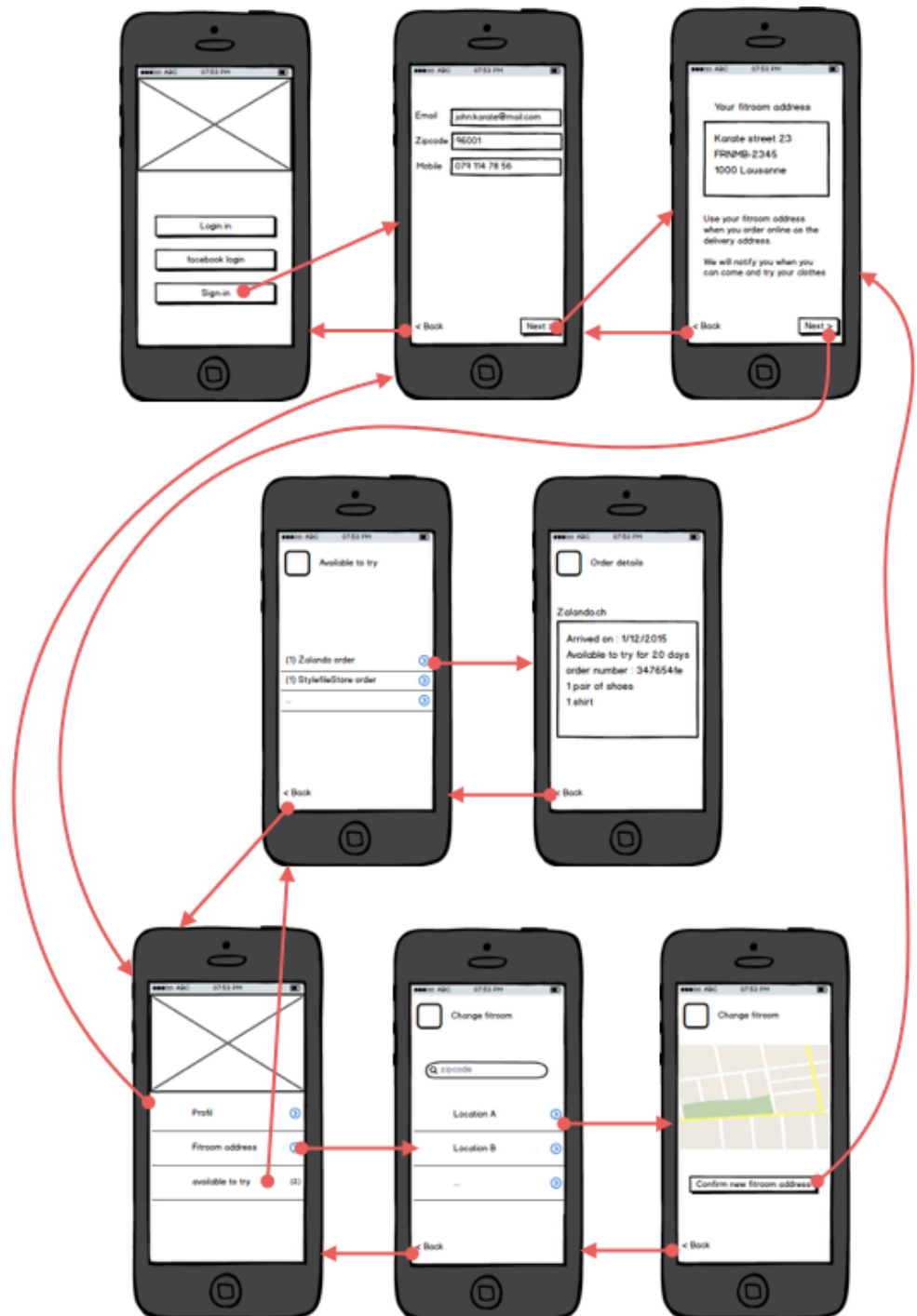
Prototypes

Low fidelity prototype - Wireframes

Signing-in

Accessing
order
details

Changing
Fitroom
address



NB: For a better readability, "full screen" wireframes are available at the end of the document

UX research

User1 : Woman 32 - teacher

She orders an average of 1-3 items from online stores, once or twice a month.

The way to use the Fitroom address is not clear and she asked what happens if a wrong Fitroom address is entered. The overall process was fully understood and she liked the idea of not having to return orders herself. She does not want to pay an additional fee for each order for the service.

User2 : Men 28 - engineer

He orders an average of 1 item from online stores, every 2 months.

The overall process was fully understood and seems simple. He will order more items online if the experience in a local Fitroom store is good. He suggests to add more explanations on how to use the service in particular the Fitroom address (a tutorial or a video would be nice).

User3 : Men 33 - engineer

He orders an average of 1 item from online stores, every 2 months.

He was really interested by the idea of not having to return the items to the postoffice and saw a real advantage to a local store delivery where the order can be picked-up after work for example. He added that the stylist providing fashion advices should be more visible, currently we don't see anything on the app regarding the stylist. The main page (list of orders) should display pictures of items for example. Like the second tester, he has also said that more explanations about how to use the service is needed.

Improvements for medium fidelity prototype

Provide a tutorial within the app before on the first use and before creating the Fitroom account. Make the "available orders" page more visually expressive by displaying pictures about the ordered items.

Medium fidelity prototype

<https://invis.io/XN55K1JCH>

UX research

User4 : Men 33 - marketing specialist

He orders an average of 1 to 2 items from online stores, once a month.

The overall process was fully understood, but he wanted to know more about the experience in a Fitroom local store. A Fitroom local store is obviously more than a place to pick-up orders but we don't see it in the app. A video would be a good way to show more about what is the Fitroom experience or some pictures of a Fitroom store will be nice too.

There is no information about the pricing in the app. It is not clear if the user has to subscribe before using the service or if the service is free.

The "available for you" page must be improved to include larger pictures and provide more information about the item (brand, color, etc...). Mainly because the user may have ordered several similar items (the e-commerce website name is a secondary information).

User5 : Woman 32 - lawyer

She is a frequent customer of e-commerce website, she orders an average of 1 to 2 items from online stores, once a week.

She fully understands the process and the advantage of such service but she will probably not be a user as she likes to try items at home.

The interesting point was the possibility to pick-up orders in a local Fitroom store (usually she is not home when the items are delivered). She said that a Fitroom address should be really easy to use by providing a way to quickly copy a Fitroom address in the clipboard. This will also avoid user errors when using a Fitroom address.

User6 : Men 32 - banker

He orders only shoes online, not more than 2 or 3 items a year.

He fully understood how to configure and use a Fitroom address. The app should provide more information about the stylist of a Fitroom store. A button to copy the Fitroom address will be really useful and would make the process of using the Fitroom address more explicit.

Talking points

Summary

Users really appreciated the simplicity to start using the service only by generating a personal Fitroom address within the sign in process. The possibility to use their Fitroom address for any online stores was perceived as a real asset.

All testers fully understood the idea and the need to create a Fitroom personal address to start receiving online orders in their Fitroom store within the medium fidelity prototype provided. There was no consistent negative feedback provided by testers during 2 Ux research sessions.

Users found their way within the app and understood the purpose of all screens without asking any questions except about the price. They mentioned that they don't want to pay fees on each order. This point has been taken into account in the monetization model definition and must be added to the tutorial.

The product was described as an app that will notify users when their orders have been delivered to their Fitroom address. Then, they can come and try the items without the need of being home at a specific time and without the need to manage the return process.

Future improvements

Provide a shortcut to access the Fitroom address from anywhere within the app and a button to copy the Fitroom address in the clipboard.

The list of "available orders" screen should be more visual and provide more information such as brand, color and size of items. A picture of the item would be nice in the detail order screen or in the "available orders" screen.

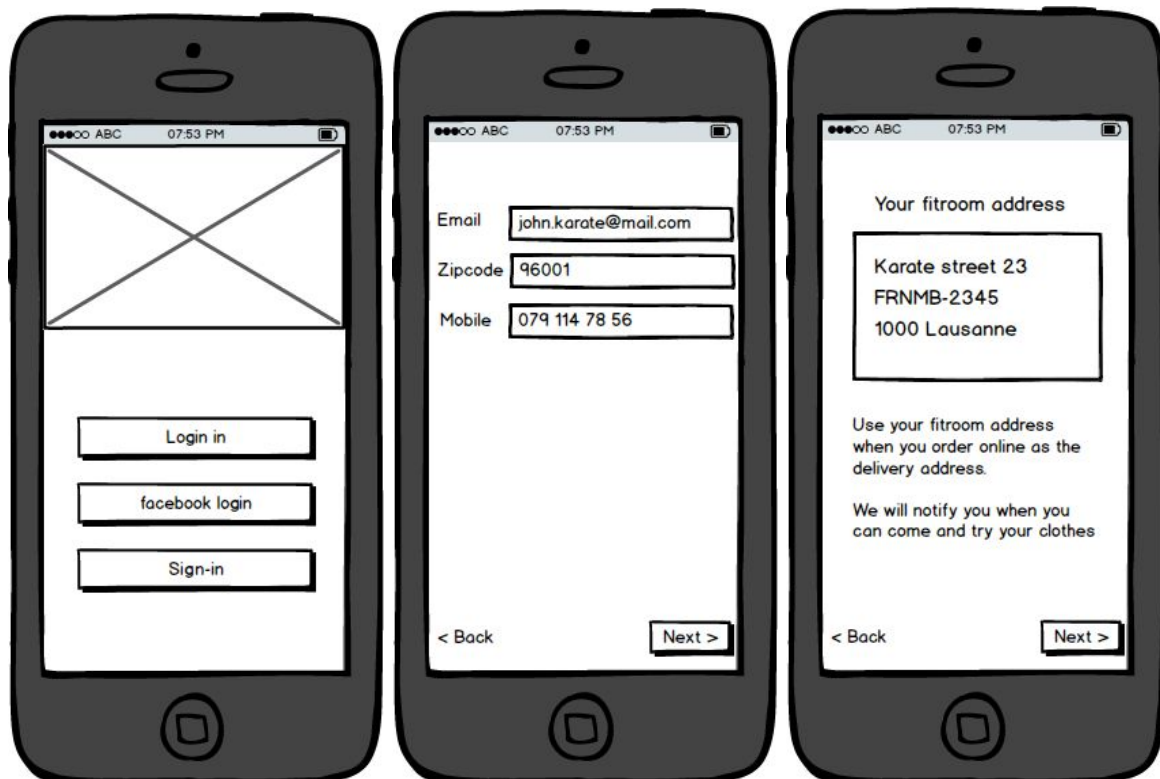
Add more information about the Fitroom stylist that will advise users. Add a page about the monetization model (subscription model) which is currently missing.

Grow the volume of users by adding features to allow existing users to share and to talk about Fitroom.

Annex

“Full screen” wireframes section

Signing-in



Accessing order details



Changing Fitroom address

