

Executive Summary

The Tarot Card Outfit Generator has been tested with five diverse users to see its functionality and user interaction experience. The platform combines tarot card readings with fashion recommendations, offering users a unique method to choose daily outfits based on their card selections. This report collected feedback from a yoga instructor, a fashion blogger, a graduate student, an information security consultant, and a part-time psychic, all of whom interacted with the website and provided valuable insights.

Methodology

Participants were observed using the app in the designer's laptop (mine) where they selected a tarot card and viewed outfit suggestions. Post-interaction, structured interviews through text/phone-call were conducted to collect feedback.

Users:

Emily - 24, Yoga Instructor. She is interested in integrating spiritual practices with daily life such as collecting crystals.

- Q: Reaction ?

A: Emily was super into the whole concept. She thought the mix of tarot and fashion was fun and different, and it really clicked with her spiritual lifestyle. She loved the look and feel of the site right off the bat.

- Q: Did the experience meet their expectations? Why or why not?

A: Absolutely, it hit the mark for her. She loves how the outfits connected with the tarot readings, making her morning routine a bit more magical. But, she mentioned wanting more insights into **how each card's vibe matched the outfits**.

- Q: Is the site/app easy to use?

A: Emily found the site very easy to navigate. Pulling cards and seeing outfit suggestions was straightforward. She also appreciates the “guide” section to tell people what to do before they start.

- A: Are the labeling and layout clear?

Q: Everything was spot-on, easy to read, and nicely laid out.

- A: Do the transitions and animations perform well?

Q: The animations and transitions were smooth and added a nice touch.

Mia - 19, Fashion Blogger & Fashion design minor in college. She seeks unique fashion inspirations to share on social media. She uses apps such as Instagram and Pinterest for discovering unique outfits.

- Q: Reaction:

A: Mia is surprised by this idea while it sparked her interest that maybe she can do something with this generator and her fashion account.

- Q: Did the experience meet their expectations?

A: Mostly yes. She appreciated the unique approach to fashion curation through tarot, which can potentially align with her content strategy of providing fresh, engaging content for her account.

- Q: Why or why not? Is the site/app easy to use?

A: Mia found the site quite easy to access. However, she mentioned that add a feature for **sharing the outfits directly to social media platforms** like Instagram and Pinterest could enhance the user experience .

- Q:Are the labeling and layout clear?

A: She found the layout well-organized, and she loved the idea to hyperlink to the outfits.

- Q:Do the transitions and animations perform well?

A: Mia loved the smooth animations, particularly how the cards revealed the outfits.

Jordan- 24, Graduate Student, he enjoys casual and relaxing clothes. He doesn't pay too much attention to his clothing but he is willing to try new stuff.

- Q: Reaction?

A: : Jordan was initially skeptical about using a tarot card system to pick outfits but found the experience quite fun.

- Q:Did the experience meet their expectations?

A: Yes, it surprisingly did! Although Jordan doesn't typically spend much time on fashion, the unique blend of tarot and clothing choice makes him feel like this is a game that he enjoyed very much. He also mentioned that it can be more comfortable clothing choices.

- Q:Why or why not? Is the site/app easy to use?

A: He found the site straightforward and user-friendly.

- Q:Are the labeling and layout clear?

A:Jordan mentioned that the layout was intuitive and the labels were clear.

- Q: Do the transitions and animations perform well?

A: He was impressed with the smoothness of the transitions and the quality of the animations.

Neha - 31, Information security consultant. She has to wear business attire at work, so she is seeking comfort over appearance. She shows extreme interest in this application when I mention this to her.

- Q: Reaction?

A: Neha was very excited about the idea of the Tarot Card Outfit Generator.

- Q: Did the experience meet their expectations?

A: Absolutely. She was happy with how the outfits suggested by the tarot cards aligned well with her preference for adding a little fun and fashion element in her workdays.

- Q: Why or why not? Is the site/app easy to use?

A: Neha found the site easy to use.

- Q: Are the labeling and layout clear?

A: Yes, Neha found the labels and layout of the website very easy to use. She commented on the clear categorization cards, which helped her quickly find what she needed and she loved to look at card designs.

- Q: Do the transitions and animations perform well?

A: Neha was impressed with the smooth and visually appealing transitions and animations.

Ricky - 28, Part-time Psychic, she focuses on sustainable and ethical fashion choices. She also has a deep understanding of tarot cards.

- Q: Reaction?

A: Ricky was genuinely impressed by the Tarot Card Outfit Generator. She appreciated the blend of tarot with fashion, which she found innovative and reflective of her personal interests in sustainability and spirituality.

- Q: Did the experience meet their expectations?

A: Yes, the experience exceeded Ricky's expectations. She was particularly pleased with how the outfits suggested were aligned with ethical and sustainable fashion, which is very important to her.

- Q: Why or why not? Is the site/app easy to use?

A: Ricky found the site straightforward and user-friendly.

- Q: Are the labeling and layout clear?

A: The labeling and layout were clear and easy to understand. Ricky commented that the “guide” section on the bottom helped her to walk through the process without any confusion.

- Q: Do the transitions and animations perform well?’

A: Ricky loved the smooth transitions.

Recommendations

- **Enhanced Content:** Provide deeper insights into how each tarot card influences the suggested outfits to enrich the user experience and educational aspect.
- **Social Media Integration:** Implement features allowing users to share their tarot outfits directly on platforms like Instagram and Pinterest to engage a broader audience.
- **User Customization:** Offer options for users to customize their experience based on their clothing preferences and spiritual practices.

- **Inclusive Design:** Ensure the platform accommodates a wider range of fashion styles and sizes to cater to a diverse user base.