

# anywear

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a virtual try-on based shopping application



**Mavis Ang**

Founder & CEO  
of nothing at the moment

# Background Research

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- 01** The Retail Industry Transformation Map (2016) suggested the incorporation of the **omnichannel** approach. To remain as competitive, retail stores should build seamless shopping experiences across multiple channels.
- 02** A report on retail trends also emphasized on the importance for retailers to go “**mobile first**” with the increasing growth of mobile payment (Microsoft Dynamics 365, 2019).
- 03** In another global survey, 51% of the respondents stated that they were willing to use **Augmented or Virtual Reality** (AR/VR) to assess products and services (Nielsen, 2019)



# Design Requirements

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## **Mobility & Contextual Awareness**

Omnichannel approach: the application should enable mobility across different channels to maximize customer reach - it should be compatible with both the in-store and online browsing experience

## **Personalization**

Aligned with the increasing customer expectations for personalization, the mobile application should incorporate features for personalization to curate a unique user experience.

## **Convenience**

Similar to the key strength of e-commerce, the application should strive to offer one-stop convenience for the user. It should include features to make the shopping journey more convenient.



# **How might we then redefine the shopping experience?**

How might we enhance the purchasing experience in-stores and online?

How might we transform the purchasing process into a mobile experience?

How might we enable customers to make smarter purchases online and offline?

How might we use a mobile application to integrate purchasing within different context?



# User Interviews

centred on customer touchpoints during in-store shopping & online shopping, browsing habits and perception of virtual try-ons.

Categories	Questions	Interviewee 1	Interviewee 2
Opening	Hi, I am Mavis. Thank you for accepting my interview. I am working on a project which requires me to understand some of your shopping habits and preferences. To narrow it down, we will be focusing on apparel and accessories shopping. To begin, I will share the aim of my interview so it is to explore some difficulties faced in shopping for clothes and accessories online and offline, to explore the difficulties of shopping without the opportunity to try on the product as well as identifying some features you, as a user, might want in a mobile app which can enhance your shopping experience		
	Please share with me your age and gender. Can you also share with me your occupation?	i am 26 years old, male and ops executive doing facilitiesmanagement	I am 23 y o female, im working in corporation and doing hr and started work for around 1 year
	How much do you typically spend on for clothes? Can give a range.	\$200-\$300/month but ok it may vary, guys shoes \$150++	depends on the season depends if the collection is nice - on average \$100-\$200/month
	When was the last time you shopped for something?	yesterday,	one of two weeks ago
	What was the last item that you shopped for?	looking for long sleeve shirt (casual wear/work wear)	a dress
Introduction	Where do you usually shop from? Why?	h&m, uniqlo, zara, pull&bear - fashion, aligned to your style but usually is mobile>offline	mix of online shops, online shops that do not have retail stores - convenience being at to shop online as compared to having to go down to the physical store
	What are some of the apps/websites you use when shopping? Why?	instagram, youtube and online fashion retail - arcade, dont have a physical store but they do have a pop up have social media presence as well	- zalora app, amazon, asos, direct brand websites or zara, robinson's online version
	What is your typical routine when you shop in-store? (describe experience)	- try on clothes > share picture with friends and girlfriend ask them help to make a decision>give some inputs on if it looks good on you and fits your style - especially peak hour, the queue for fitting room can be quite long and quite crowded, and clothes are thrown everywhere.	- few months ago, browse through, grab some pieces and join the long queue and head inside to try the pieces - can only shop on weekends and the crowd on weekends is quite heavy so 30 minutes - 1hr - which is why user has to turn to online shopping

MacBook Pro

## Key Findings

Displayed shared frustration on long queues for fitting rooms

Found the usefulness of online sizing guides limited

Interviewees are avid users of social media

Established visual and size compatibility as main drivers of a successful purchase

Users mentally pair items before deciding on a purchase

Established willingness to use virtual try-ons online and offline



# User Persona

The persona was built to describe the key pain points mentioned during the interviews.

## Description

Grace, 26, is a budding sales manager who believes that dressing well is important. She usually shop in-stores but have recently converted to more of an online shopper as the queues on weekends can be quite time consuming.

## Goals

- Wants to skip the queue
- Like to share an outfit with friends to get a second opinion
- Get a more accurate gauge of product fit while shopping online

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## User Behaviour

- Shops online more than offline
- Shops and browses more after work
- Very active on social media
- Follow many retail brands on Instagram

## Pain Points

- Long queues for fitting room when shopping in-stores
- Unable to try on a product while shopping online
- Having to refund items of wrong sizes

# Defining the problem

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## **Problem Statement**

Online shoppers need a way to visualise a product because there is a risk of making an incompatible purchase due to the absence of product try-ons which makes them feel uncertain.

## **Focus on:**

- How might we increase user confidence before making a purchase? (virtual try-on feature)
- How might we tap on the pros of online shopping to improve the in-store shopping experience? (direct checkout feature)
- How might we help the user to save potential purchases? (scan to app feature)
- How might we make the shopping experience less time-consuming and more satisfying? (all the listed features)



## Proposed Design

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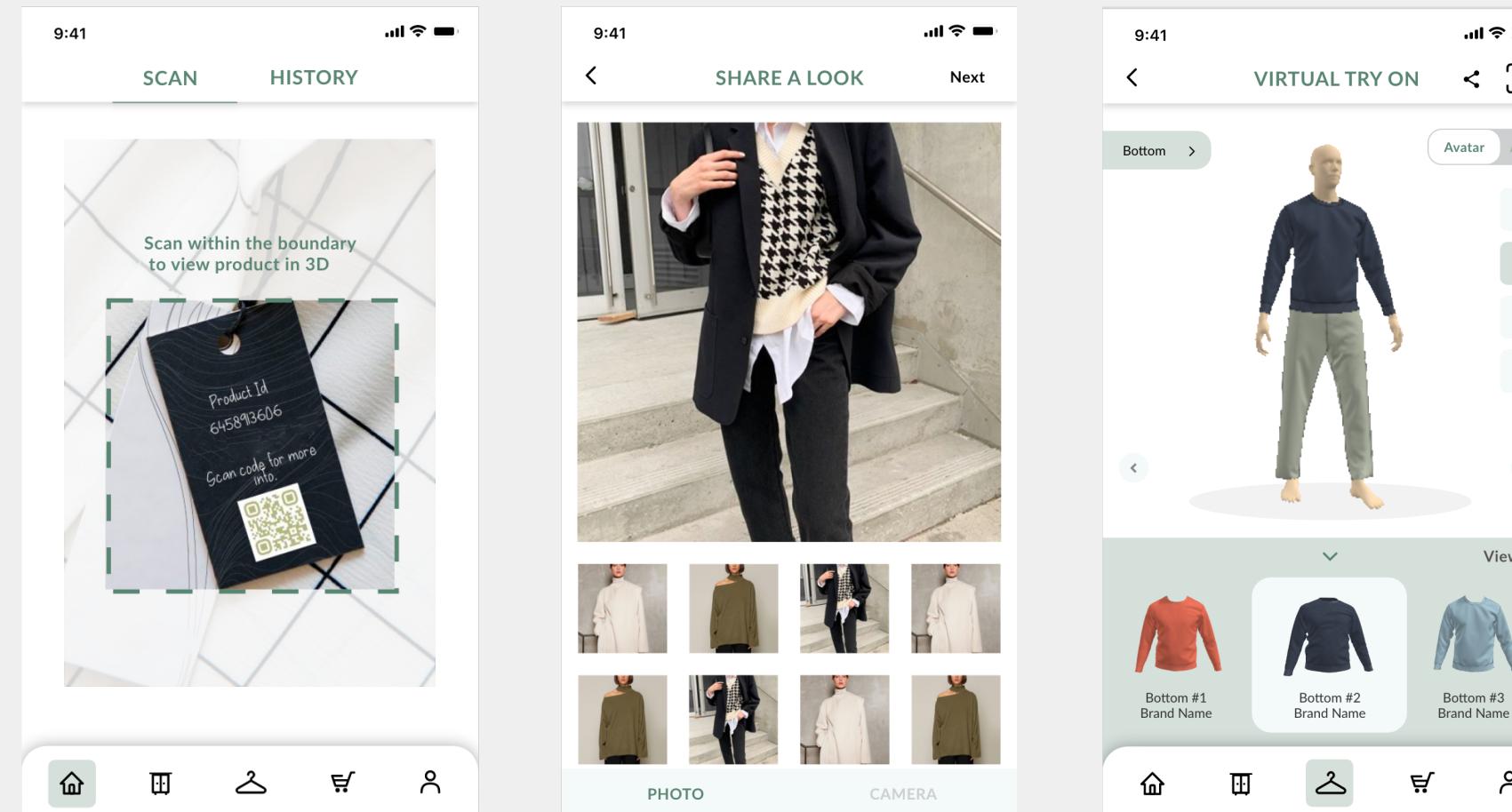
You are looking at a virtual try-on based solution that can target your pain point of not being able to gauge a product's fit. With this, you can try on an outfit anytime, anywhere. The application will also contain elements of a social media application for more social interactions.

Sounds fun? **Let's shop smarter, together.**



# Design Features

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## 01 Scan to App

The user can quickly scan an item and add it to his or her digital closet or search for it through the scan history

## 02 Direct Checkout

Enable the user to make direct checkouts to provide convenience

## 03 Contribute a Look

A discovery page where users of the application can explore other “looks” and even contribute a “look” themselves

# Usability Testing

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The overall goal of the usability test is to validate the usefulness of the overall mobile application as well as specific features of the application.

Main goals participants should accomplish:

- Try on the item virtually
- Purchase the item
- Plan outfits

**Task scenario 1:** It is closing the end of your lunchtime. While rushing back to office, you spot a nice top. You want to save it to review later.

**Task scenario 2:** You are on the way home from work. You are casually browsing through your feed when you saw a nice pair of pants. Purchase the pair of pants.

**Task scenario 3:** You suddenly recall the top you saved earlier during lunchtime. You wish to see if the product is a good fit for you. Satisfied with the fit, you decide to purchase the item.

**Task scenario 4:** You have reached home! You are very excited for the purchase you have just made. You want to see how the top you bought will look on you.

**Task scenario 5:** You are now getting ready to sleep. However, the upcoming days will only get busier. You want to prepare some outfits in advance to save time in the morning.

**Task scenario 6:** Finally!! The weekend is here! You are extremely satisfied with the top you bought. Since you have more time now, you decide to publish a post which include the details of the top.

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# Usability Testing

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	<b>Task:</b> You are on the way home from work. You are casually browsing through your feed when you saw a nice pair of pants. Purchase the pair of pants.	user tapped on the user tag instead as icon is misleading, it is the same as the virtual try on icon, suggested to use a shopping tag instead	clicked hanger, then click the black tag, product page, purchase
	<b>Q1. On a scale of 1 to 5 (1 being very easy and 5 being very difficult), how would you rate this task?</b>	1	2, (expected the add to cart button more in your face)
	<b>Q2. What kind of features are you expecting on the homepage?</b>		
	<b>If they face any problems, prompt them to ask what were they thinking etc</b>	place order and check out button to be the same consistency	fine with just looking at the tags, agrees that the icon is repetitive can be confusing.
closet>product page	<b>Task:</b> You suddenly recall the top you saved earlier during lunchtime. You wish to see if the product is a good fit for you. Satisfied with the fit, you decide to purchase the item.	clicked on personal profile and then settings instead - however, believes that this mistake is a one-time thing	digital closet > recents/collection > try-it on> clicked on the mini cart > place order
	<b>Q1. On a scale of 1 to 5 (1 being very easy and 5 being very difficult), how do you rate this task?</b>	1	1
	<b>Q2. What were you expecting when you tap on the try-on icon?</b>	depends on the context - if he is on the bus/on the go, he will use the avatar. clicked on shopping cart icon. expected the shopping cart icon to be on the top right, suggested to eliminate the shortcut (confusing to have a cart there - its not smt that everyone is familiar with as usually it is located on the top right) finds the scan at the top right useful.	prefer an add to cart button for impulse buying, (or the plus sign then let the cart have a plus 1 sign)
	<b>Q3. What were you expecting when you tap on the closet icon?</b>	within expectations	scan to app icon is very useful because you dont have to queue for it, faster scan and check, faster to scan from one item to another

ask for permission to record meeting			
<b>Themes</b>	<b>Guiding Questions</b>	<b>User 1</b>	<b>User 2</b>
<b>Opening</b>	<b>If they face any problems, prompt them to ask what were they thinking etc</b>		
<b>Introduction</b>	<b>Before we begin, can you share with me your age and occupation?</b>	26 yo, ops executive	24 yo, digital marketer
<b>Warm Up</b>	<b>Do you shop for clothes? Where do you usually shop from? Have you done any shopping recently?</b>	yes bought a facial cleanser	clothes off shopee - last week
<b>Introduce Prototype and begin user testing</b>	<b>Now I'll like to share something I have been working on. It is a low-fidelity prototype. This means some of the functions may not work. Remember to think out loud when you are browsing through the app. A gentle reminder that I am testing the prototype and not you.</b>		
<b>First Impression - homepage</b>	<b>What do you think this app is about?</b>	fashion app, browse through clothes	clothes app or a makeup app - cus of the heading (trending looks) - build avatar - quite intuitive - good to have the dotted lines to roughly serve as a guide to what part they are measuring
	<b>For the try-on button: What do you think these features are for? (tab bar)</b>	L-R: home screen, closet, try-on (hanger) (hanger and closet icons might be confusing), shopping cart, user profile	clothes hanger, cart (shopping app) (homepage, then wardrobe, clothes selection, shopping cart, user profiles)
	<b>What do you expect when you press on the scan to app button?</b>	top right to scan a qr code or take	camera/qr code
	<b>What is the overall impression?</b>	clean layout	its quite clean layout
<b>Intro to scenario-based questions</b>	<b>Now, let's go through some tasks.</b>		
<b>guiding questions:</b> <ul style="list-style-type: none"><li>• What do you want to do?</li><li>• What were you expecting to happen? • What is the system telling you?</li><li>• Why has the system done that?</li><li>• What are you doing now?</li></ul> <b>any preferences/ features you expected?</b>	<b>Task: It is closing the end of your lunchtime. While rushing back to office, you spot a nice top. You want to save it to review later.</b>	not sure whats the default avatar and the avatar i see on the screen	user click into scan to app function, quite straightforward to scan qr code, button is clear to lead to the action platform
	<b>Q1. On a scale of 1 to 5 (1 being very easy and 5 being very difficult), how did you find the process of scanning the item to app?</b>	2, quite intuitive but the issue is that the button of add to closet is too low, perhaps it could be high or more prominent. colour change - that make it stands out	1
	<b>Q2. What do you like about this feature?</b>	easy process,	yes
	<b>Q3. Was this what you were expecting?</b>	satisfied	i wasnt expecting the avatar to be wearing the clothes, but it makes sense . want to zoom in



# Usability Testing

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## Overall Findings

- Participants were able to identify the scan to app feature and its uses
- Participants expected and were able to navigate through the task flows
- Participants found the product tag icon problematic
- Participants found the add to cart button on the virtual try-on page problematic
- Participants were comfortable with the drag interaction for planning their outfits

# Heuristic Evaluation

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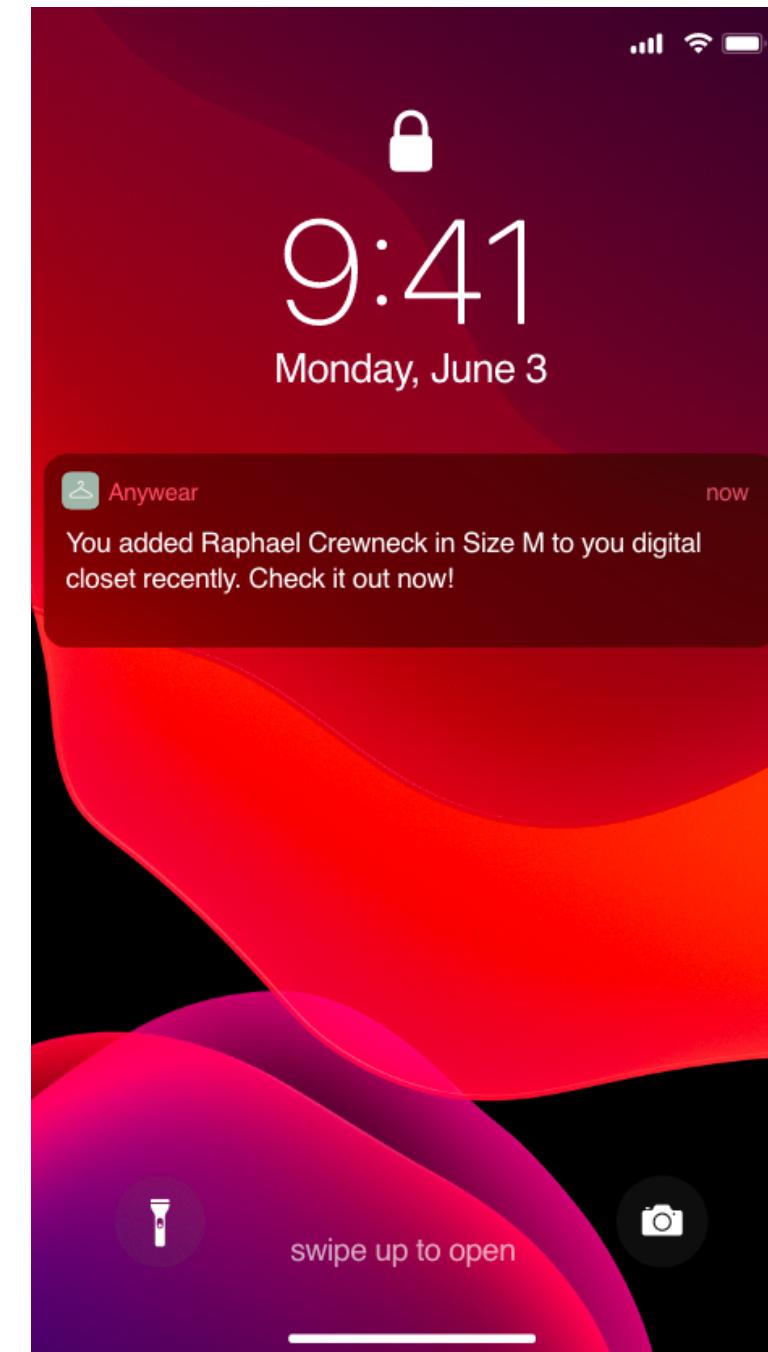
Heuristic evaluation was conducted in the iteration of the mid-fidelity prototype to high-fidelity prototype. This was conducted using Jakob Nielsen's 10 Usability Heuristics for User Interface Design.

## Violations:

- Error Prevention Heuristic: In the mid-fidelity, there is an absence of indicators to prevent users from making mistakes.
- Help and Documentation Heuristic: This is entirely absent. Even though participants have validated in the usability test that the prototype was quite intuitive, documentation should still be provided as each user has different abilities.
- Other crucial gaps would include the absence of a delete option and a limited visibility of system status. The proposed recommendation will be used to iterate the mid-fidelity to high-fidelity prototype.

Future Direction - expanding to wearables

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