

ASSIGNMENT #6: MID-FI PROTOTYPE

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INTRODUCTION



Team Papaya



⭐ZHENG



⭐XIAOHAI



⭐LUCY



⭐CATHY

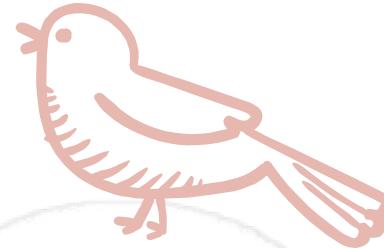
ROADMAP

1. VALUE PROP, PROBLEM AND SOLUTION OVERVIEW
2. TASKS
3. REVISED INTERFACE DESIGN
4. PROTOTYPE OVERVIEW

1. VALUE PROP, PROBLEM AND SOLUTION OVERVIEW



**Visualize
And Share
Your First
Design**



**Fit
Up**

Problem: Amateur fashion designers often have a hard time getting the recognition they need to kick-start their career.

Solution: We provide a platform for amateur designers to digitize and share their works with a big community of designers, and gain inspiration from others' work. We hope that this community can bring the support they need to succeed in what they love to do.

2. TASKS



Task 1 (Simple): To create a shareable space demonstrating fashion designs

Task 2 (Medium): To create or modify a fashion design using the provided utilities

Task 3 (Complex): To entirely customize and share a design

3. REVISED INTERFACE DESIGN

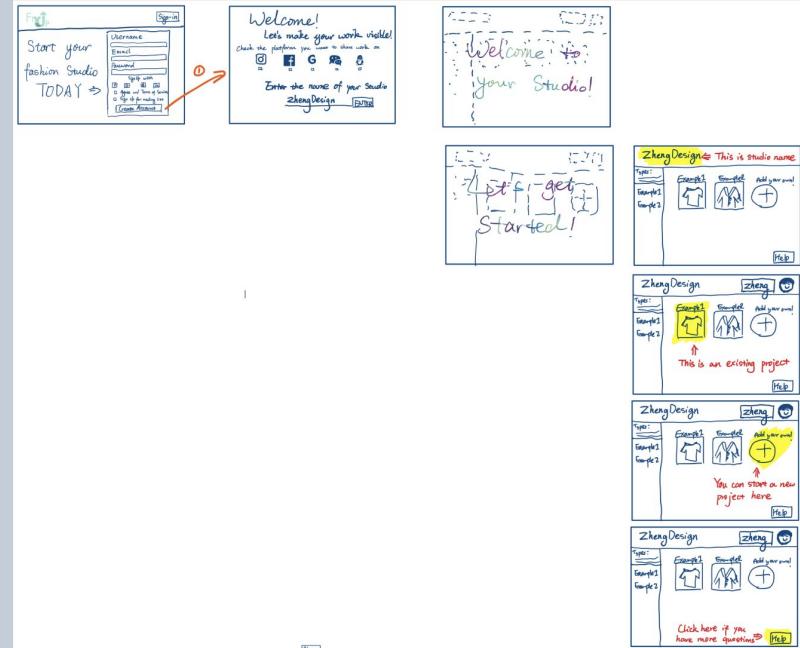


Design Change 1: Added a tutorial to help user navigate their interface after they first created their account

Before

None :(

After

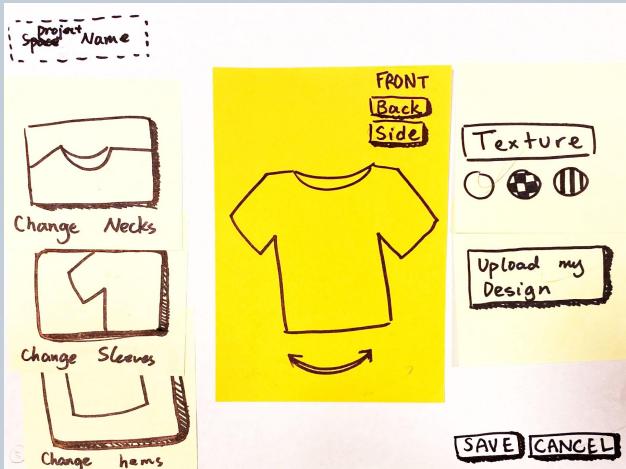


Rational:

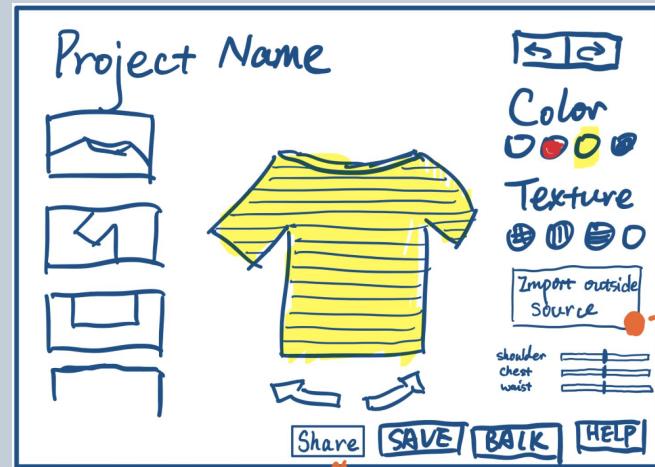
- noticed that users had difficulty understanding some of the functions when they were first exposed to the product
- allows a greater degree of complexity in functions without sacrificing its intuitivity

Design Change 2: More customizable options and intuitive buttons

Before



After

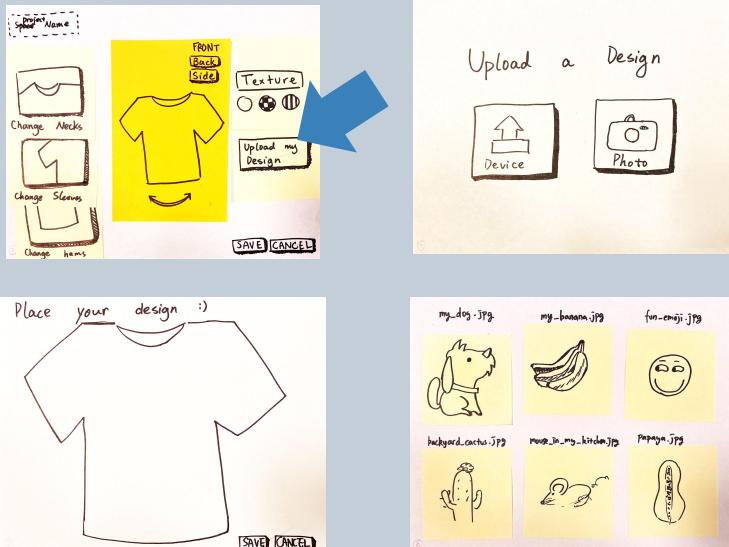


Rational:

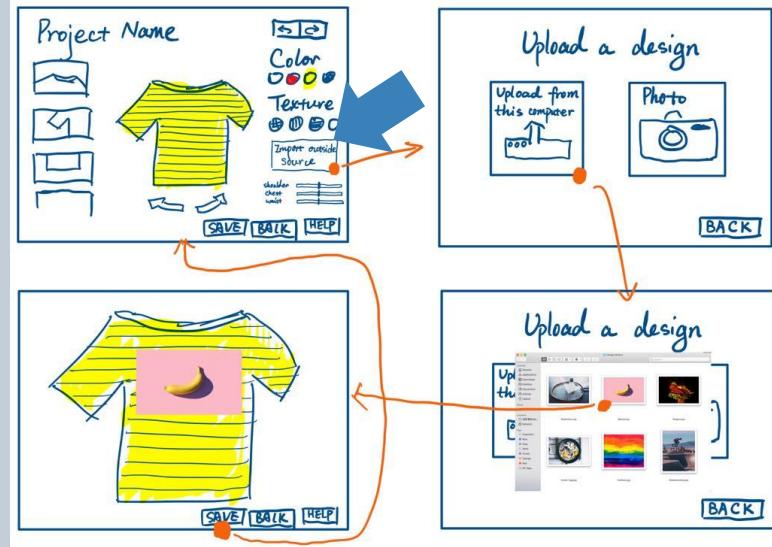
- prototype users frequently commented on how it felt like a game
- Introduce more versatility in program's capabilities

Design Change 3: “Upload my design” => “Import outside source

Before



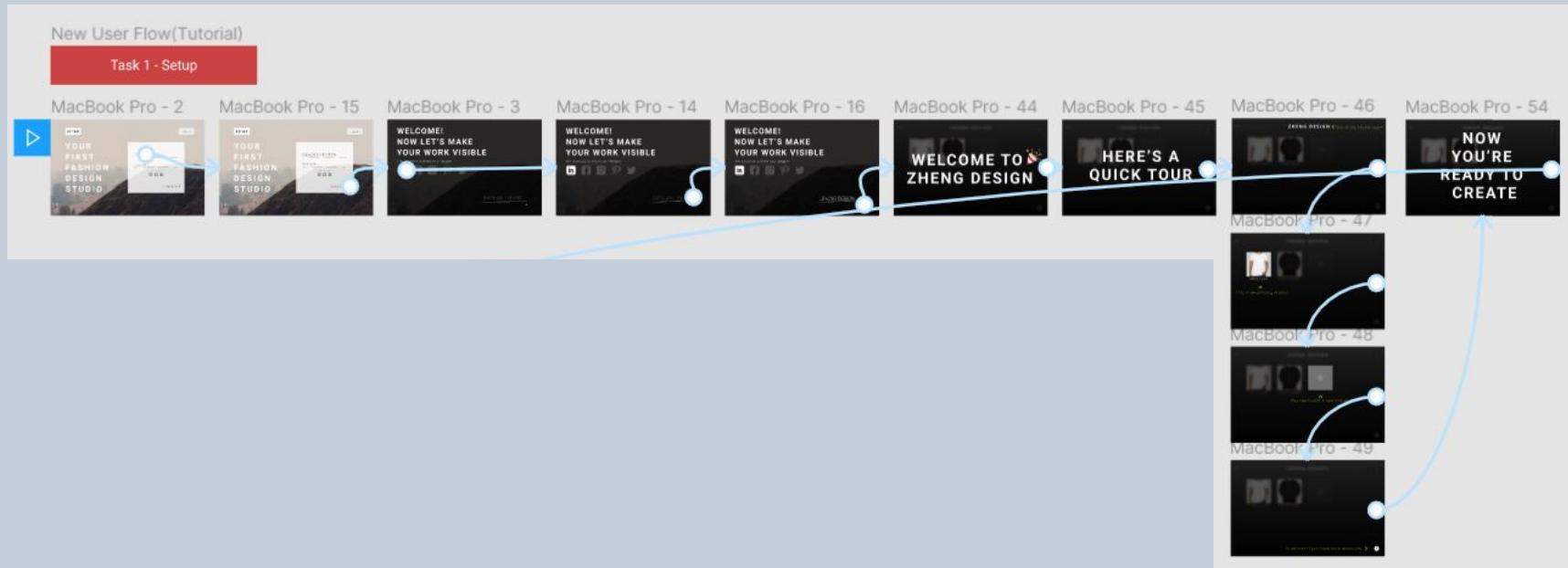
After

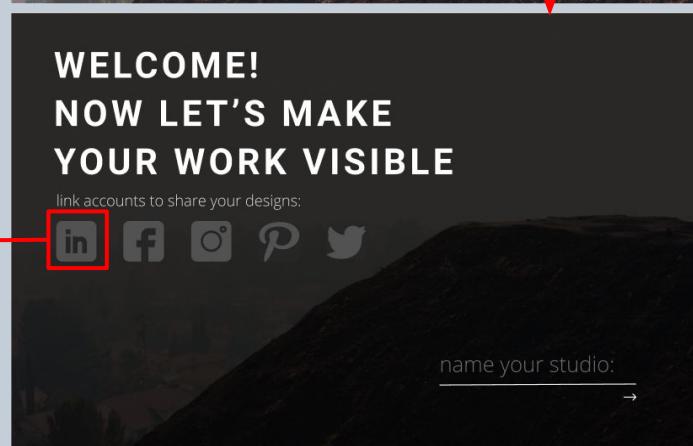
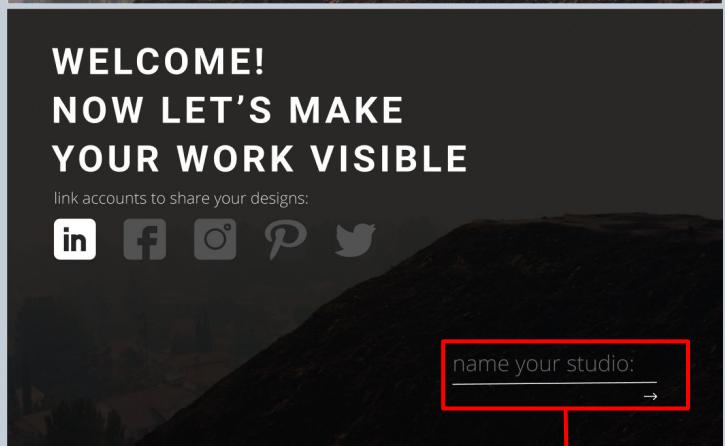
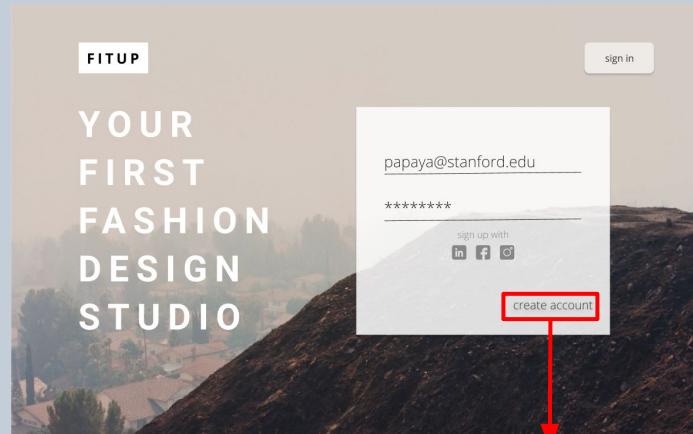
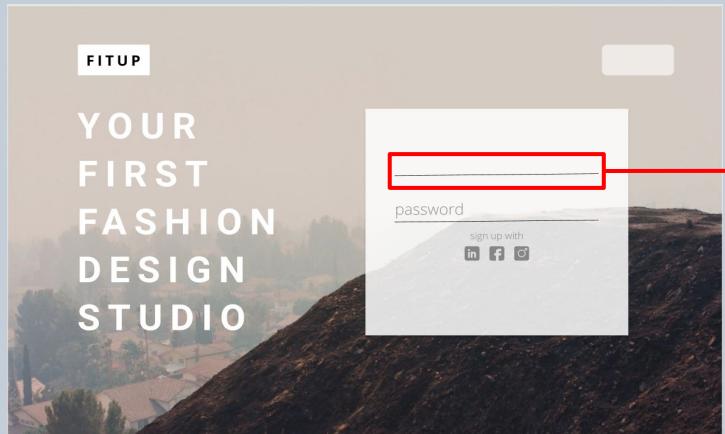


Rational:

- Wording plays a major role in user's understanding of website functions
- Ambiguous labeling => confusion
- (also mitigated via adding a tutorial)

TASK 1 FLOW





**WELCOME!
NOW LET'S MAKE
YOUR WORK VISIBLE**

link accounts to share your designs:



ZHENG DESIGN



WELCOME TO ZHENG DESIGN

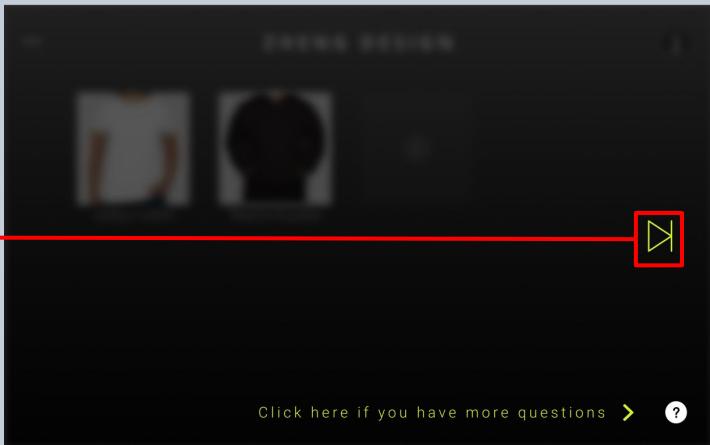
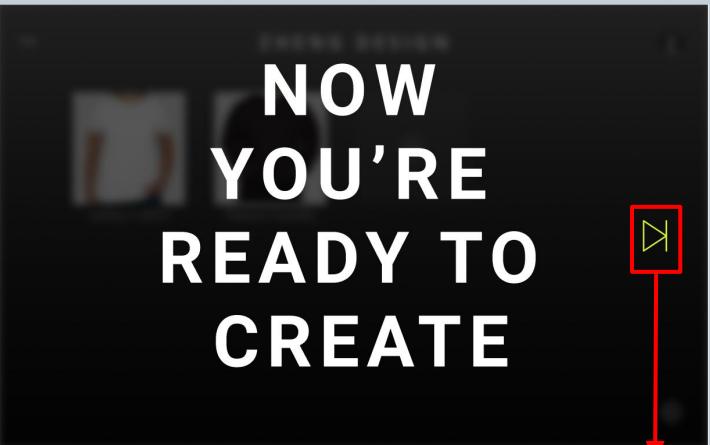
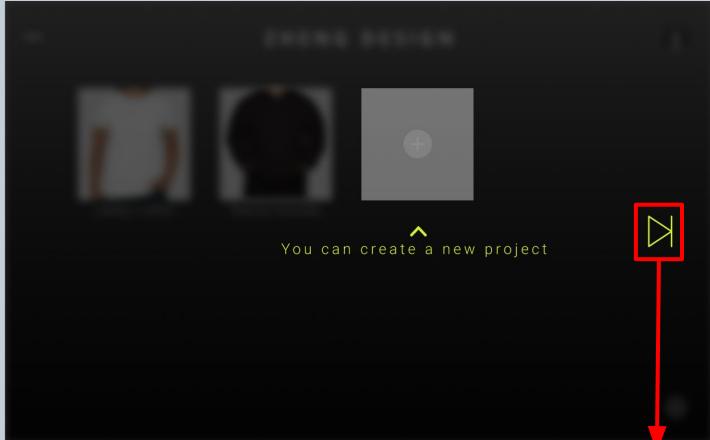
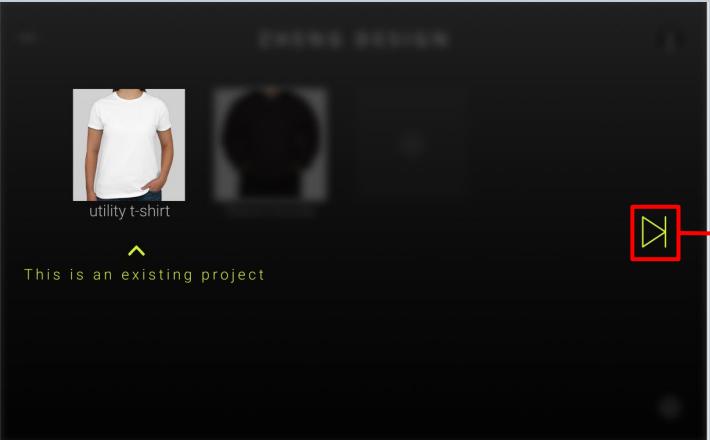


ZHENG DESIGN <This is the studio name

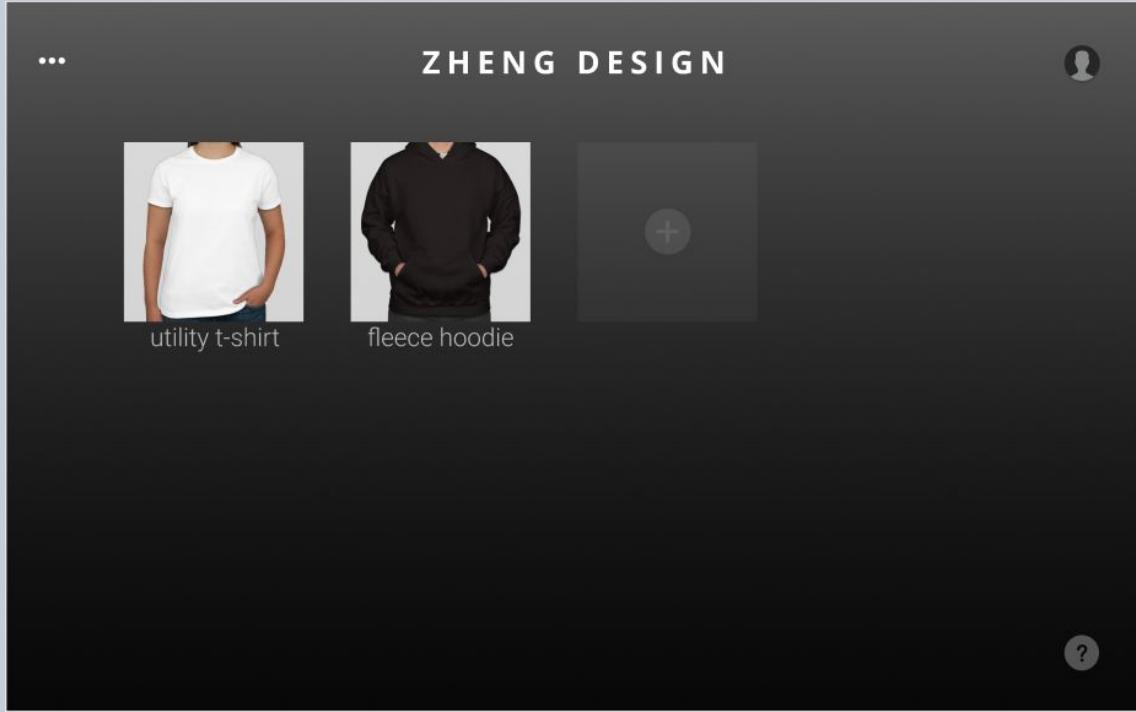


**HERE'S A
QUICK TOUR**





Final landing page
after setting up
the user's studio



TASK 2 FLOW

Frame 2

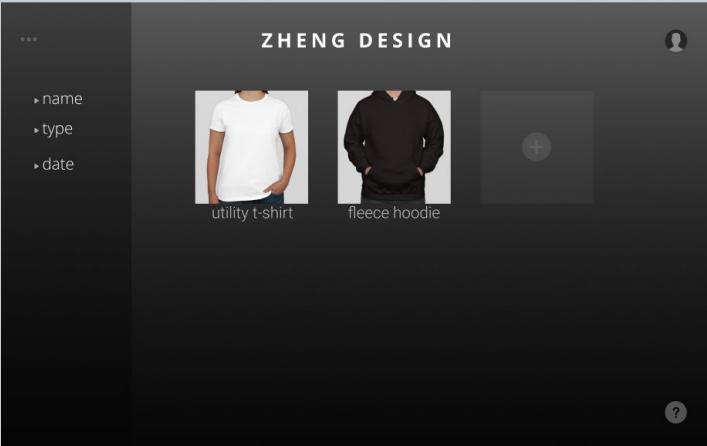
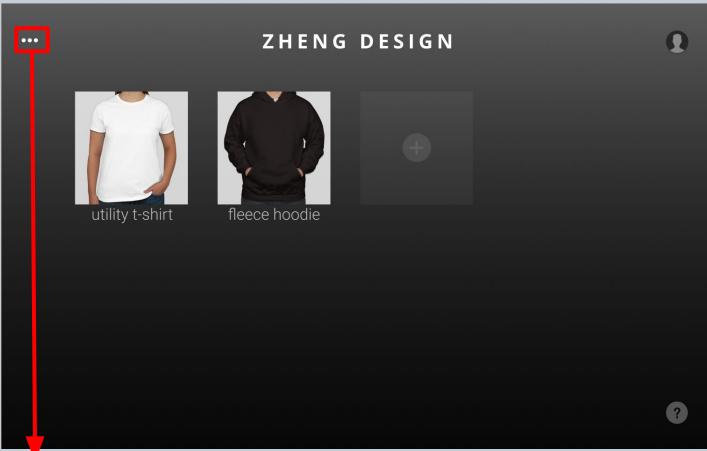
Task 2 - Design

The image displays a 3x3 grid of screenshots from a mobile application, likely a virtual try-on or design tool. Each screenshot shows a MacBook Pro device displaying a different stage of a 'utility t-shirt' design process. The stages include:

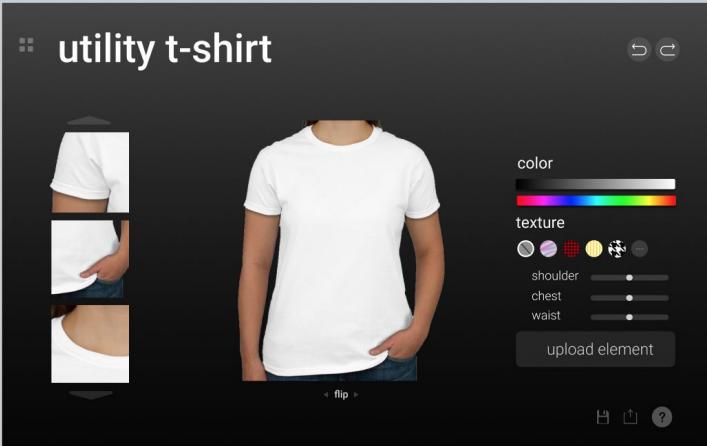
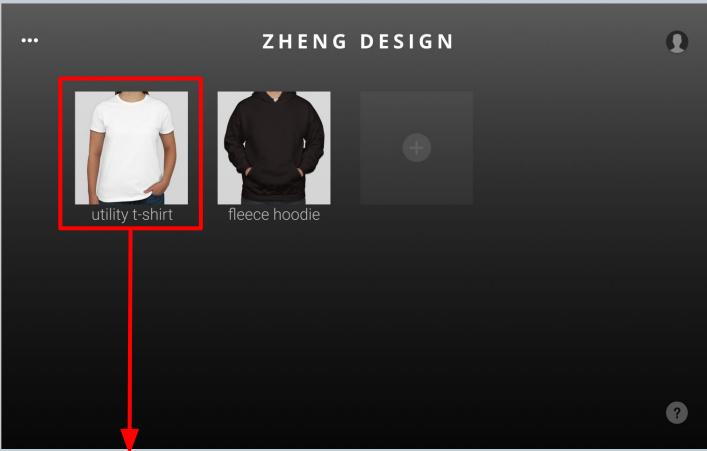
- MacBook Pro - 17: Shows two t-shirt designs labeled "ZHENG DESIGN".
- MacBook Pro - 20: Shows two t-shirt designs labeled "ZHENG DESIGN".
- MacBook Pro - 38: Shows a white t-shirt labeled "utility t-shirt".
- MacBook Pro - 41: Shows a white t-shirt labeled "utility t-shirt".
- MacBook Pro - 39: Shows a white t-shirt labeled "utility t-shirt".
- MacBook Pro - 42: Shows a black t-shirt labeled "utility t-shirt".
- MacBook Pro - 37: Shows a white t-shirt labeled "utility t-shirt".
- MacBook Pro - 40: Shows a black t-shirt labeled "utility t-shirt".
- MacBook Pro - 43: Shows a black t-shirt labeled "utility t-shirt".

The application interface includes a color palette and various design tools visible in the bottom right corner of each screen.

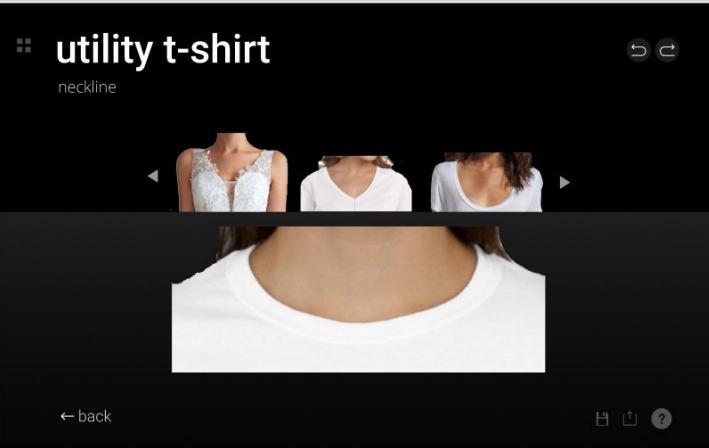
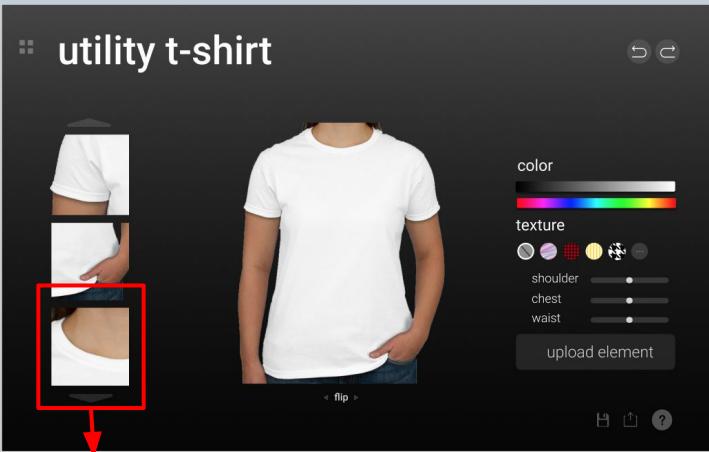
Display project
sorting options



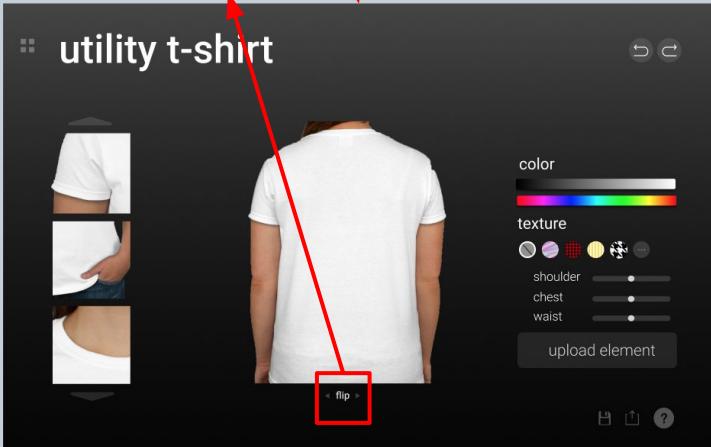
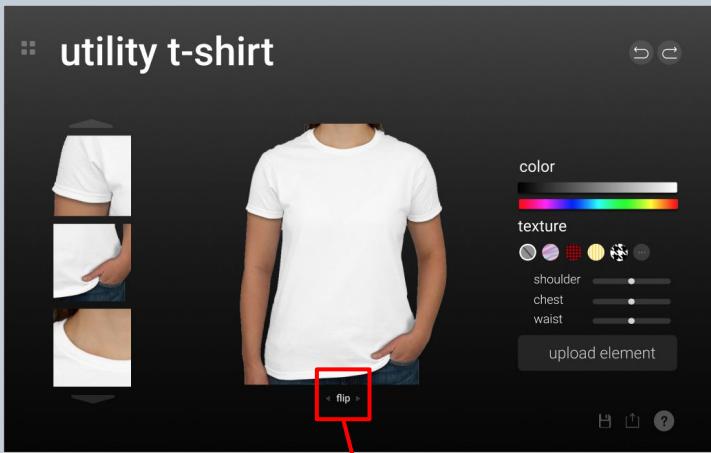
Open up an
existing project



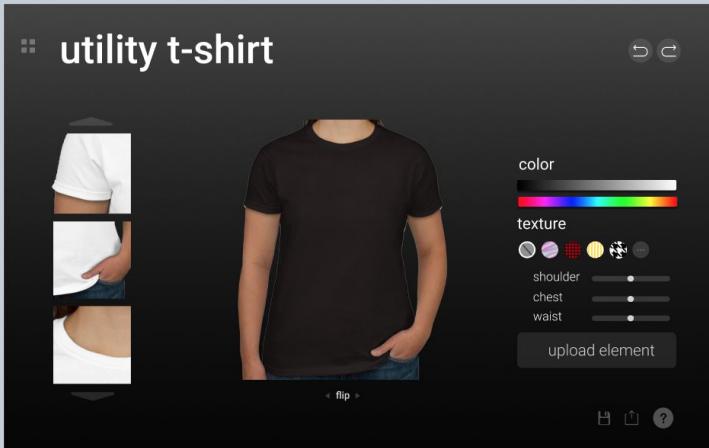
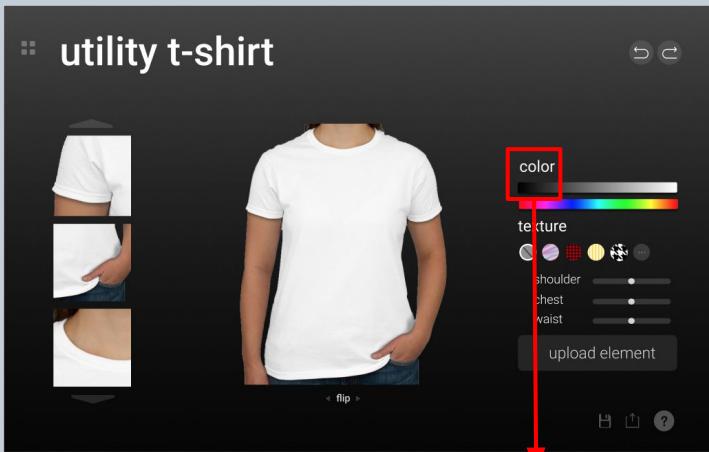
Go into neck
editing



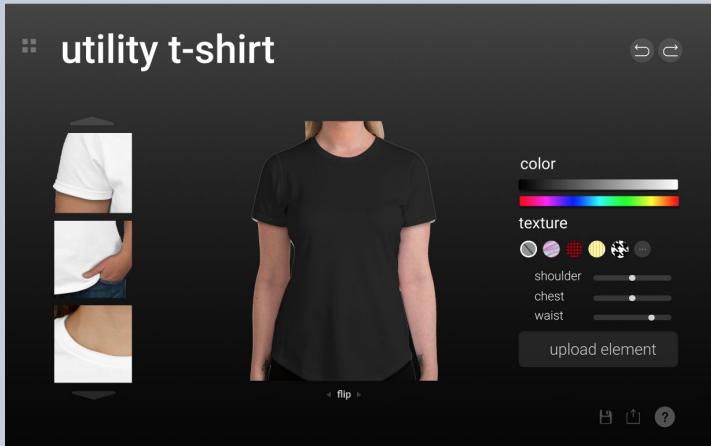
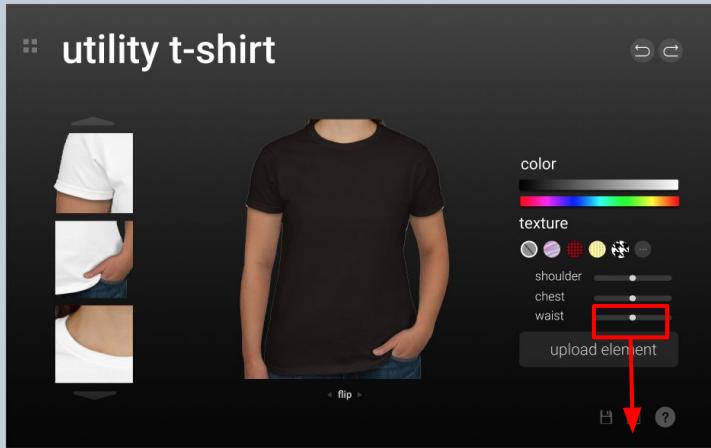
Flip a design



Change the color



Change waist length

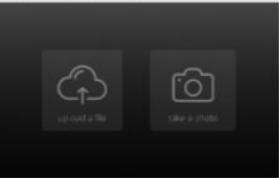


TASK 3 FLOW

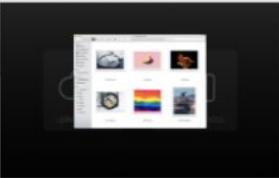
Frame 3

Task 3 - Customize&Share

MacBook Pro - 31



MacBook Pro - 36



MacBook Pro - 51

utility t-shirt



MacBook Pro - 52

utility t-shirt

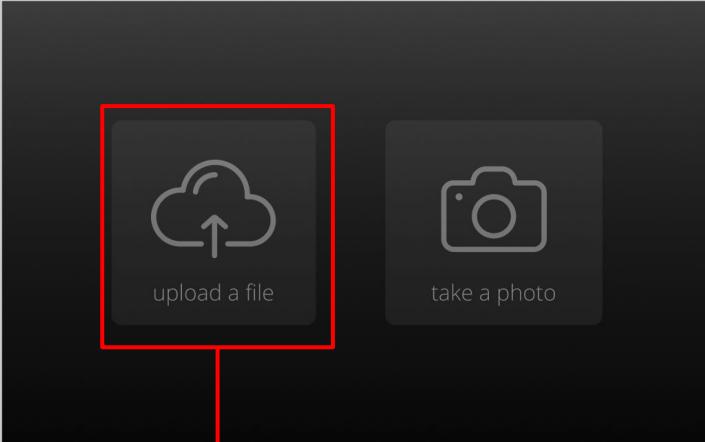
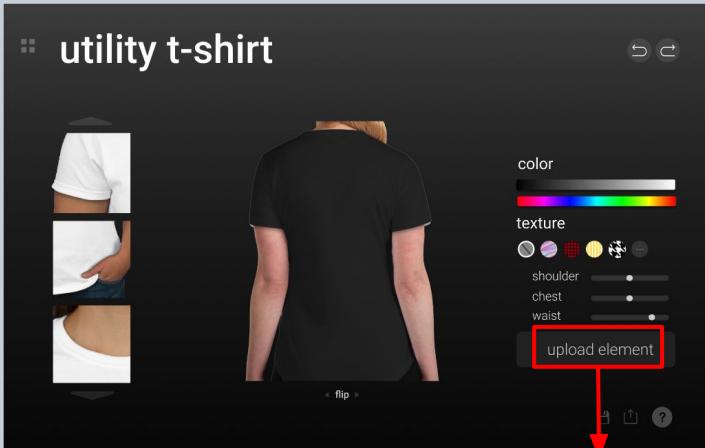


MacBook Pro - 53

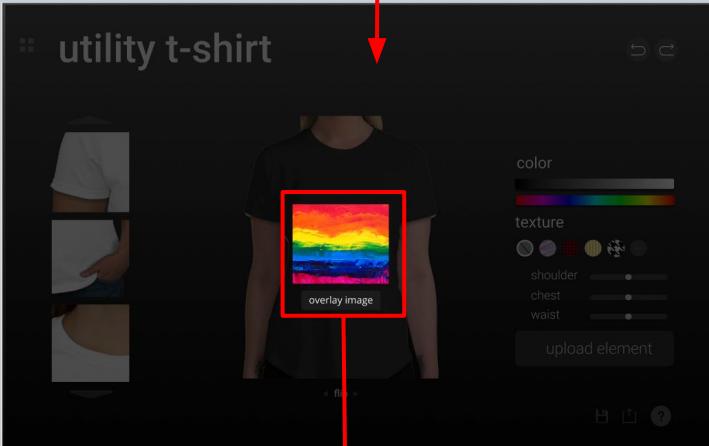
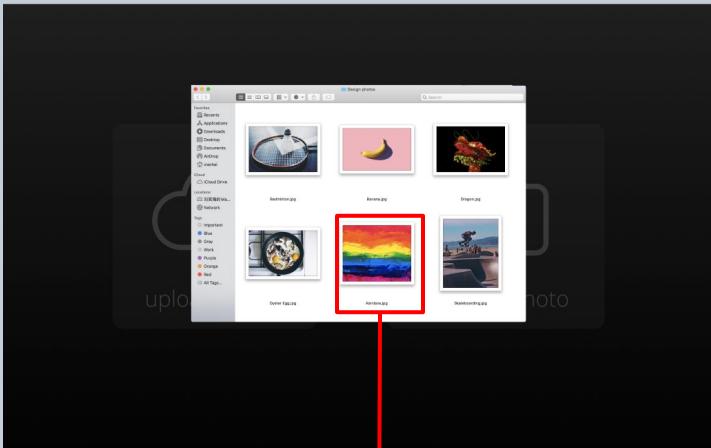
Share Your Design:



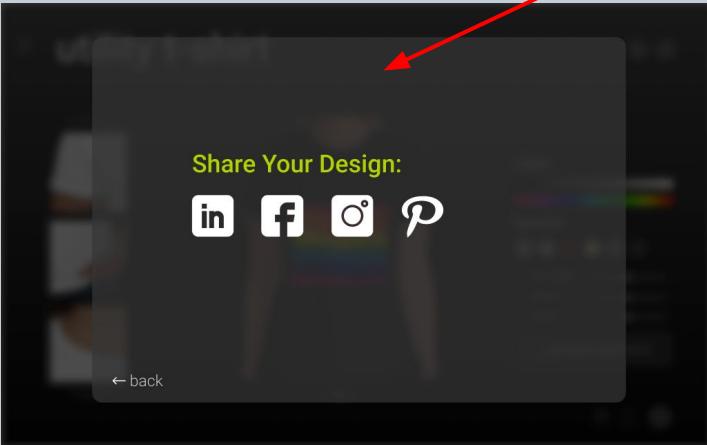
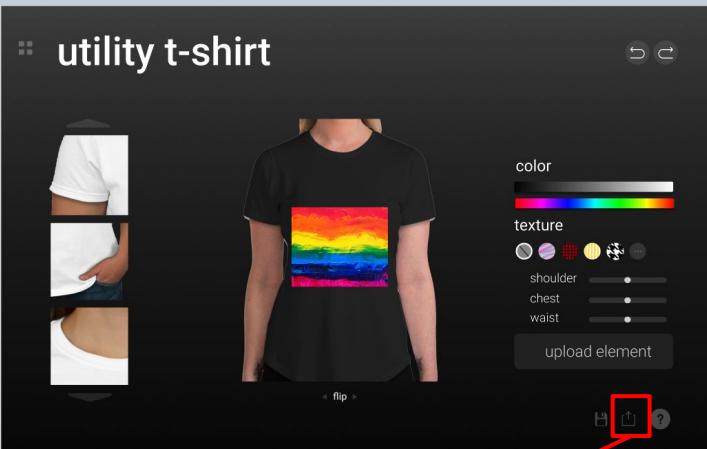
Upload user's
own element



Upload user's
own element



Share the
design to other
channels



4. PROTOTYPE OVERVIEW



DESIGN TOOLS: FIGMA & PHOTOSHOP



PROS

- flexible
- able to produce clean interface design
- resulting design close to desired design

CONS

- steep learning curve for the more complex features
- limited interactivity able to be implemented; we had to resort to click-based

LIMITATIONS/TRADE OFFS OF THE CURRENT PROTOTYPE

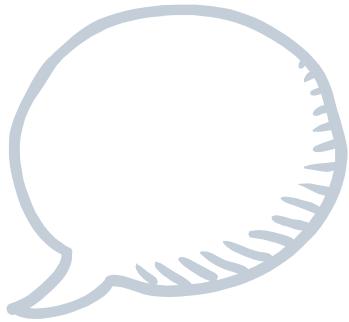
- Limited task flow
- Design choices restricted to demonstrate all tasks
- Changes made in one place might not show up in another place. For instance, the preview of a project in the home page does not synchronize after the user changes the shirt to black in edit mode

WIZARD OF OZ TECHNIQUES

- Textual inputs like email and name
- Pressing of buttons in designing one's own clothing
- Selection of platforms to share one's own fashion design

HARD-CODED FEATURES AND WHY REQUIRED:

- The photos the user sees when they click “Upload Device” because we can’t actually connect to user’s computer through our prototype
- Which option the user can choice out of a group (like colors or waist length) due to time constraint
- Text input due to choice of design tool not supporting it



THANKS!

Any questions?