Assignment 5

Low-fi Prototyping & Pilot Usability Testing

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Introduction

Value Proposition

Visualize And Share Your First Design

Mission Statement

Our goal is to empower novice fashion designers to build their first stepstone into the fashion industry.

Problem / Solution Overview

Amateur fashion designers often have a hard time getting the recognition they need to kick-start their career. We provide a platform called FitUp 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.

Interface Sketches

5 Design Ideas:

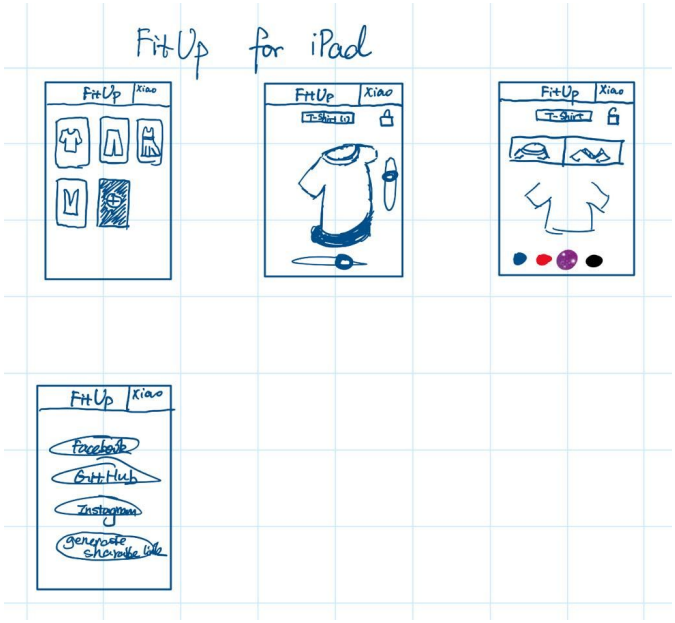


Figure 1. FitUp for iPad

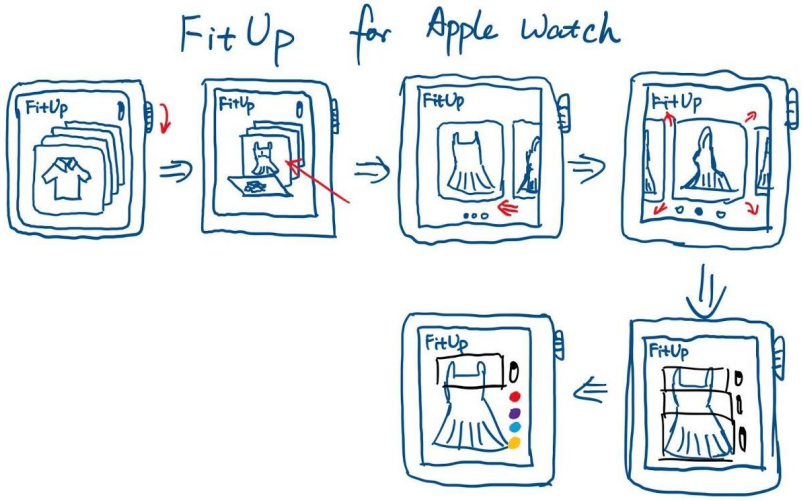


Figure 2. FitUp for Apple Watch

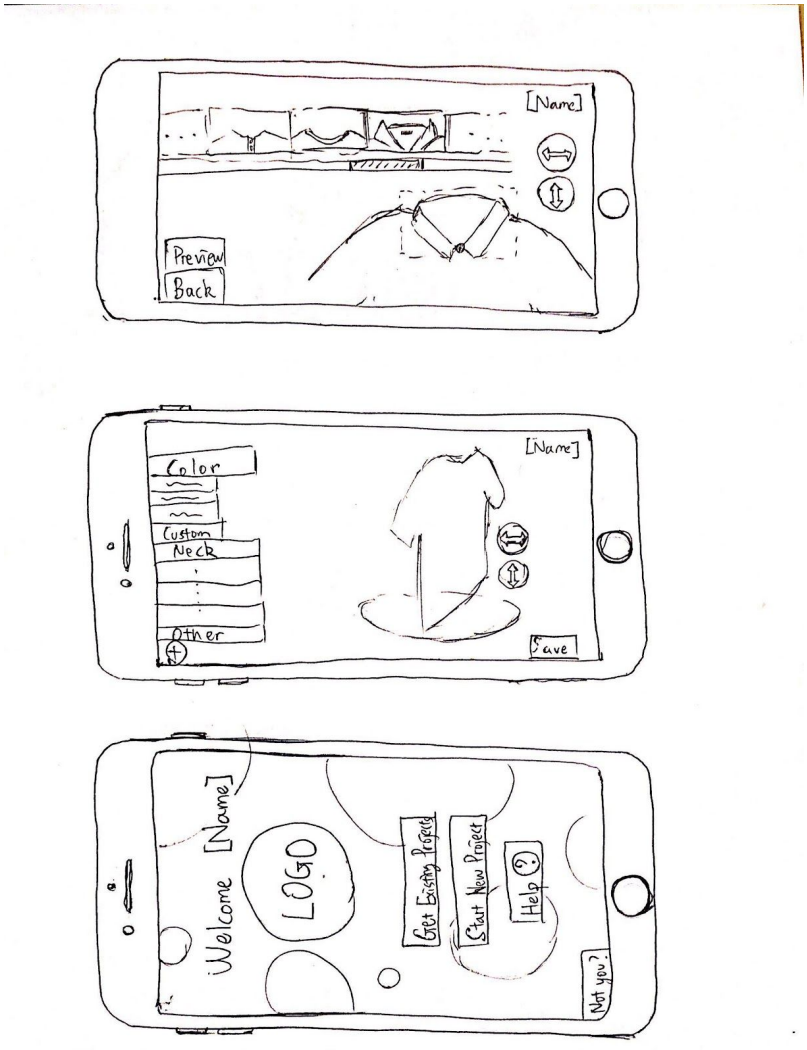


Figure 3. FitUp for phone

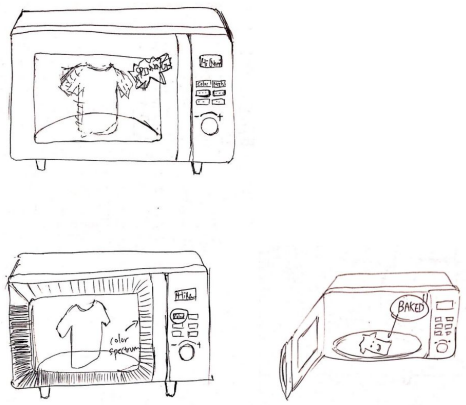


Figure 4. FitUp for Microwave

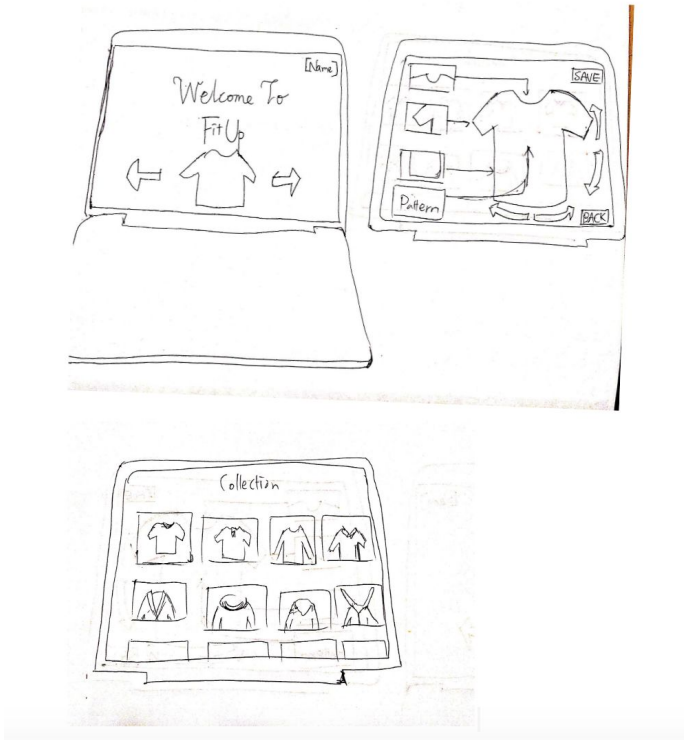


Figure 5. FitUp for wedsite

Top 2 UI Designs with Further Storyboarding:

The top two designs were the FitUp app for iPad, and website service for FitUp. Below are the more detailed storyboards for these two designs.

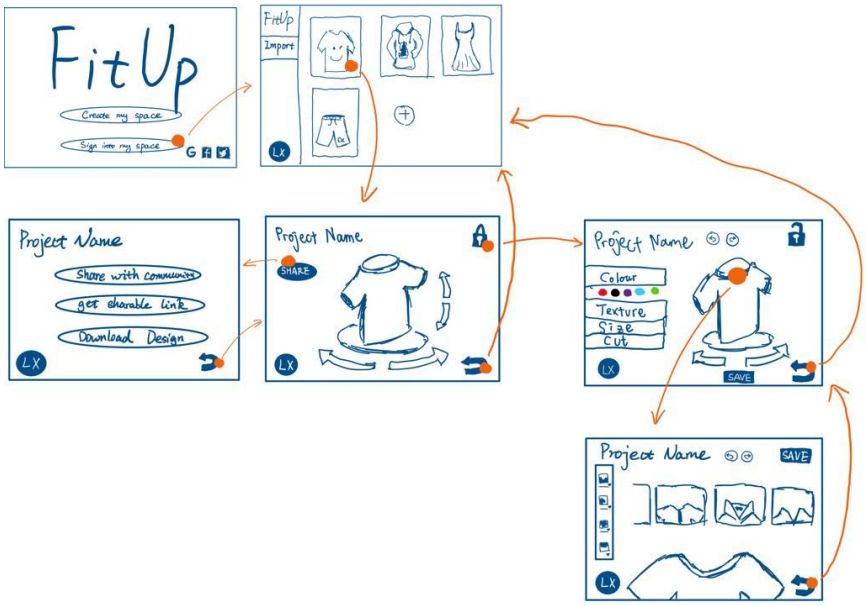


Figure 6. FitUp for iPad, storyboard

IPAD

PROS	CONS
• Feels more intuitive using fingers or pens • Portable device that can be used to record inspiration at anytime • App supports more local operations	• Have to have an iPad device, not as accessible as websites • Multiple iOS versions, need to support many of them to access a wide range of users • Requires fee to be a developer

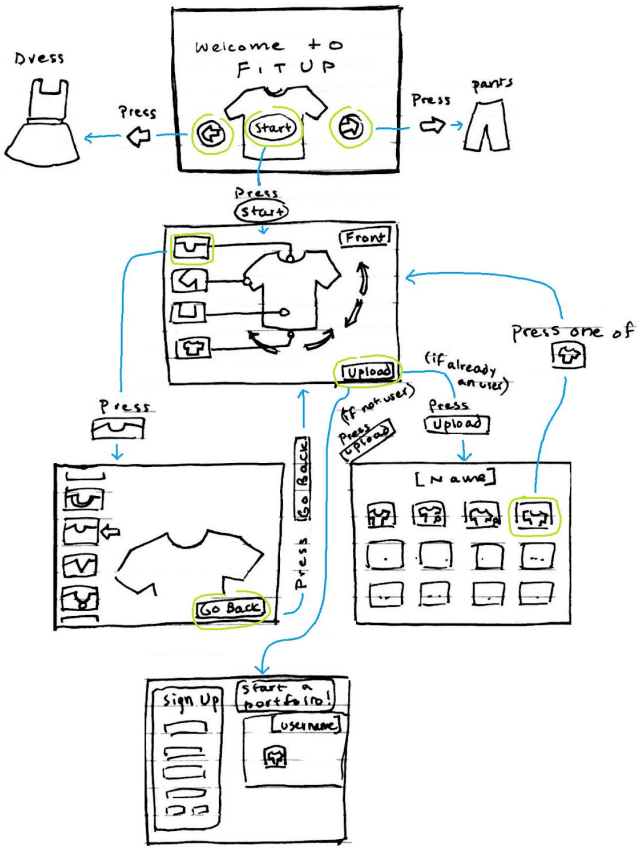


Figure 7. FitUp for Website, storyboard

PROS	CONS
• Support various platforms • Invites sharing to other users/ corporations • Invites to create new designs based on others' work (cooperations)	• Feels different from offline design sketching using mouses and keyboards. • Cannot work offline • Need to ensure compatibility across different internet browsers

Selected Interface Design

Rationale:

We ultimately decided to evolve the website idea but retain some aspects of the iPad design. For instance, we maintained the modality of website, but integrated elements from iPad including displaying all clothes in the form of cards for easy sorting and adding customizability on colors, textures, etc.

After examining the pros and cons of each design, we realized that while the iPad application contained elements that are desirable to include such as its ability to offer more offline capability, one of our key ideas for this design is to allow a wide range of users to interact and support each other, which is easier to do when the iPad does not act as a barrier for entry. Also, we feel that websites provides more flexibility in terms of when, where, and through what a person may want to record their inspirations. We want our tools to be accessible to novice designers and the more audience we reach, the better.

In conclusion, the combined design benefits from the flexibility and connectivity of web design as well as the interactivity and intuitivity of iPad app's UI. It would revolutionize the world of fashion.

Storyboards for 3 tasks

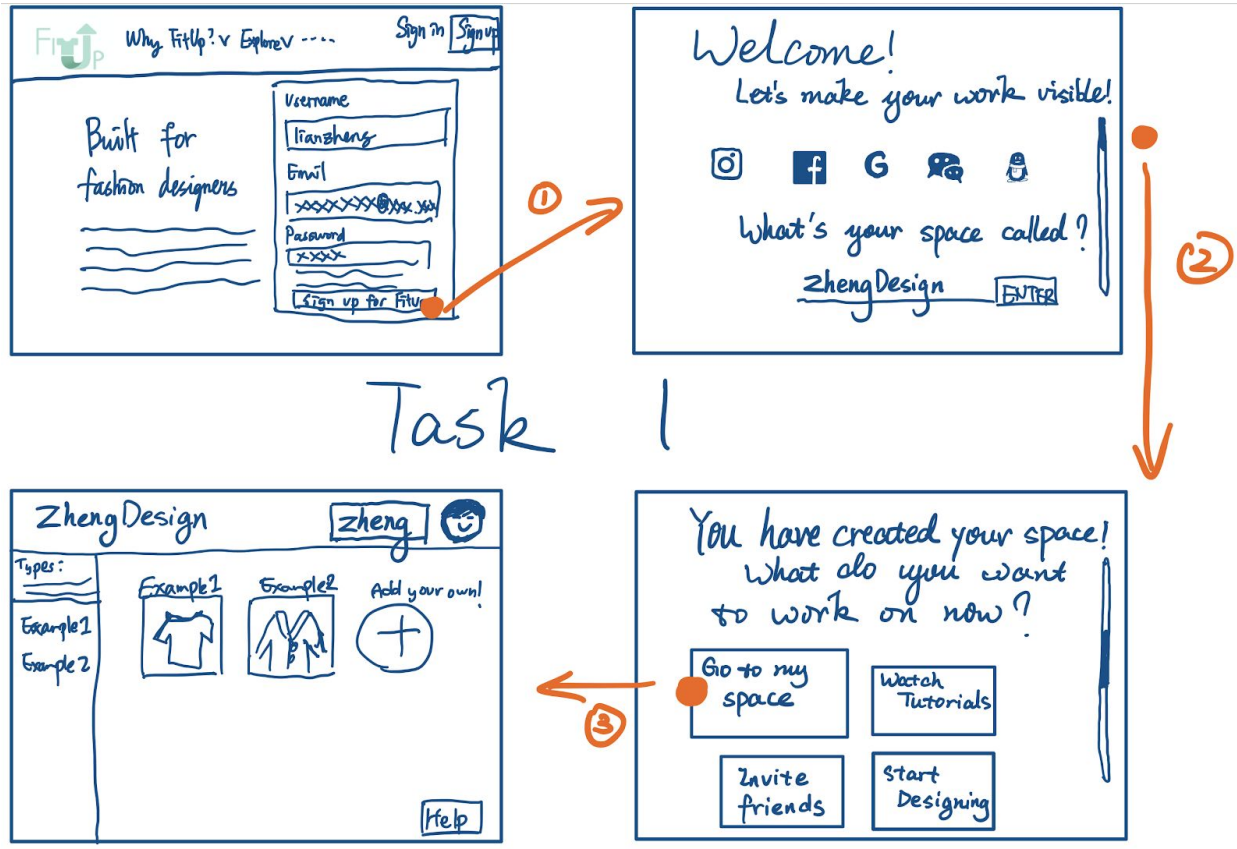


Figure 8.: Task 1, to create a shareable space demonstrating fashion designs

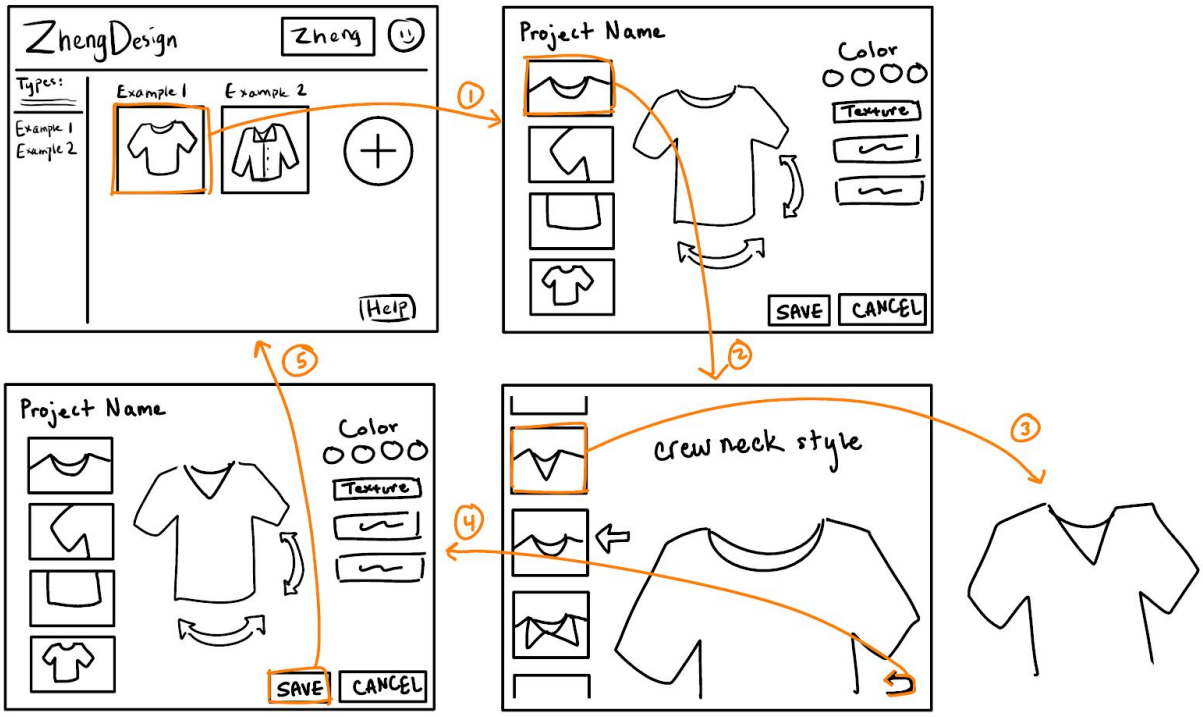


Figure 9.: Task 2, to create a fashion design using provided utilities

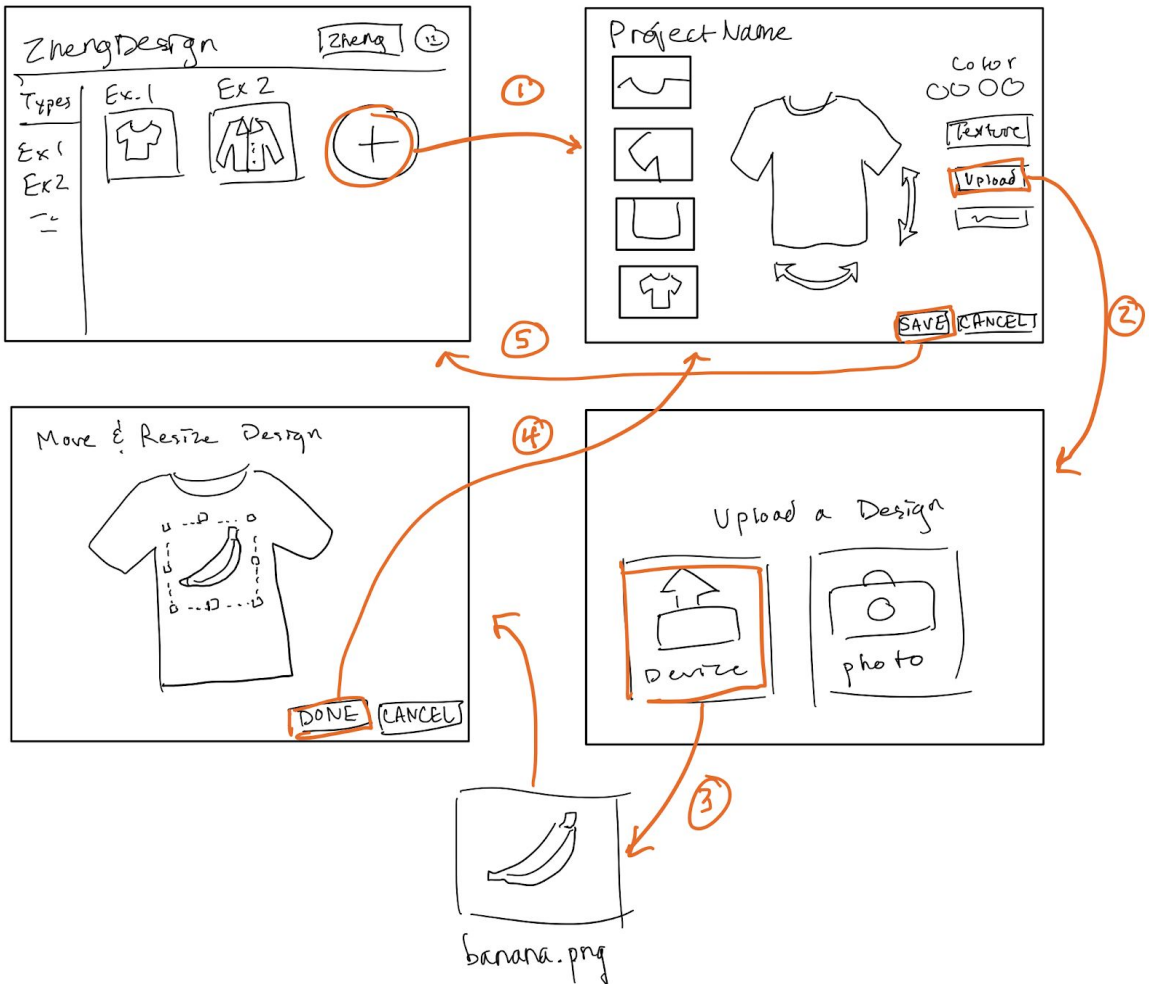


Figure 10.: Task 3, To entirely customize and share a design

Low-fidelity Prototype

Task 1:

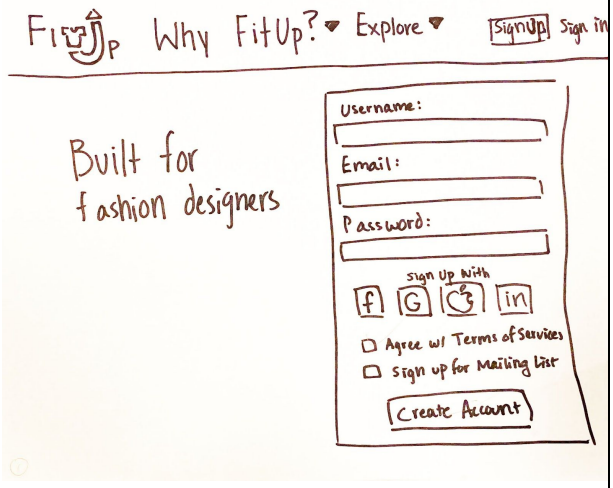


Figure 11: Filling in the relevant information and click “Create Account” leads to figure 12; clicking “Sign in” leads to figure 14

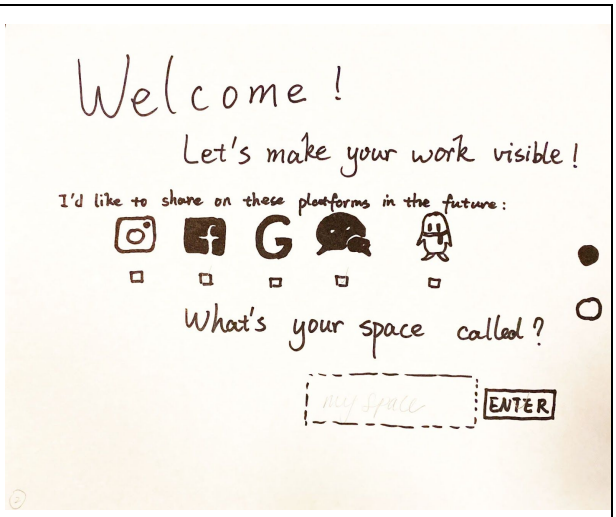


Figure 12: Checking what social media platform to share their work. Pressing “Enter” after choosing a space name leads to figure 13

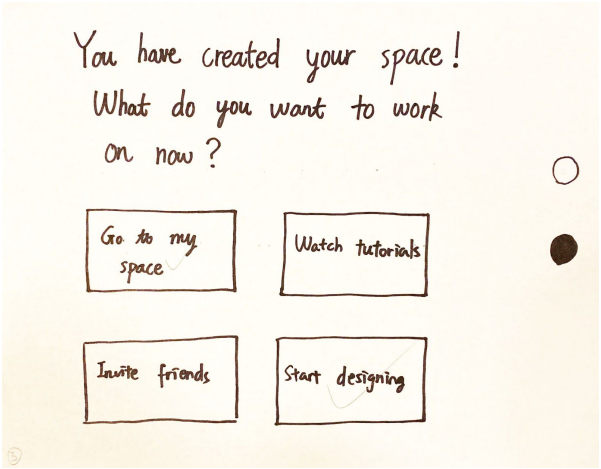


Figure 13: “Go to my space” goes to figure 14; “Watch tutorials” goes to figure 20; “Invite friends” pops out the right-most sticker of figure 19.

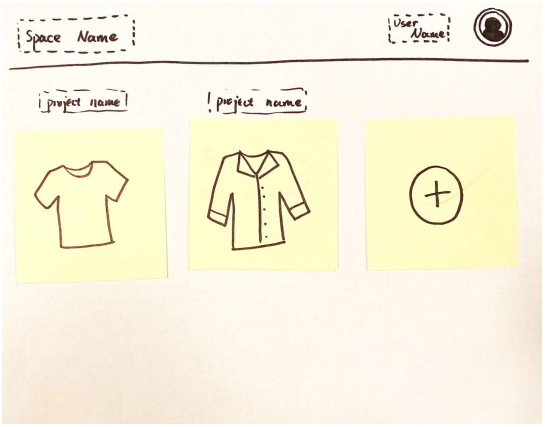
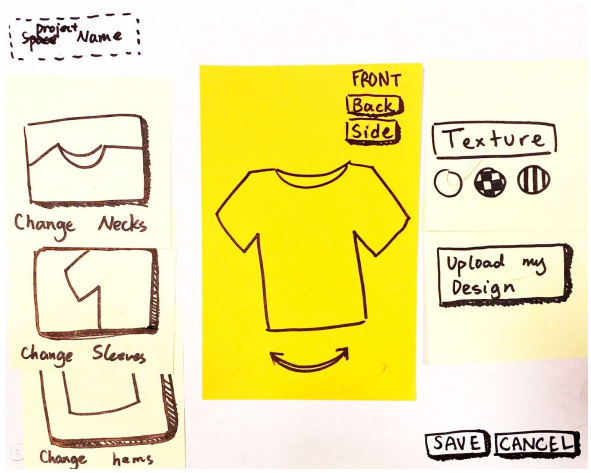


Figure 14: Inside the user’s “space”. The left and right sticker goes to figure 15.

Task 2 and 3:

<table>
<tr>
<td> 
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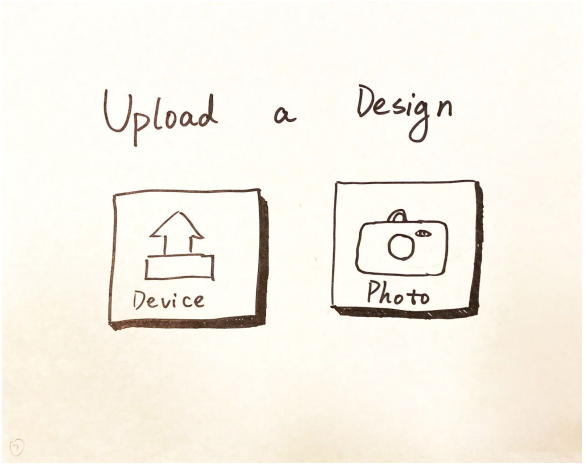
<td> 
</td>
</tr>
<tr>
<td>Figure 15: Main designer interface to create a design. Clicking “Upload my Design” leads to figure 16; Clicking “Save” or “Cancel” goes back to figure 14; clicking “Texture” changes the look of the clothes according to figure 21; clicking on the arrows or buttons on the clothes changes the orientations.</td>
<td>Figure 16: Clicking “Device” leads to figure 17 and clicking “Photo” has the person drawing their own design to simulate taking photos.</td>
</tr>
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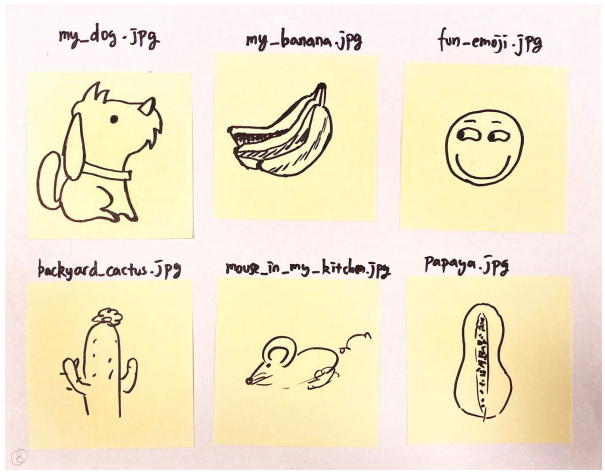
<td> 
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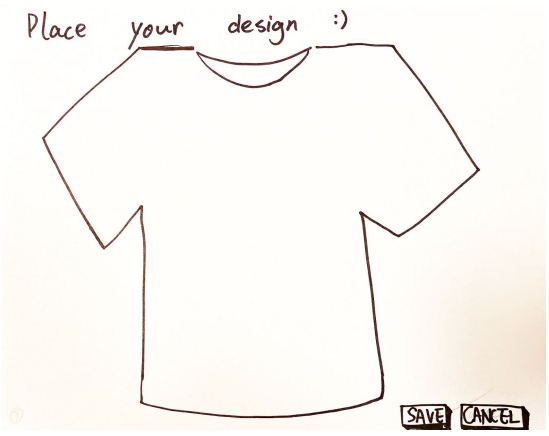
<td> 
</td>
</tr>
<tr>
<td>Figure 17: Multiple design options stored on the device. Selecting one of them leads to figure 18.</td>
<td>Figure 18: Users can place their design from figure 17 anywhere on shirt. Clicking “save” leads back to figure 15.</td>
</tr>
</table>

Additional elements:

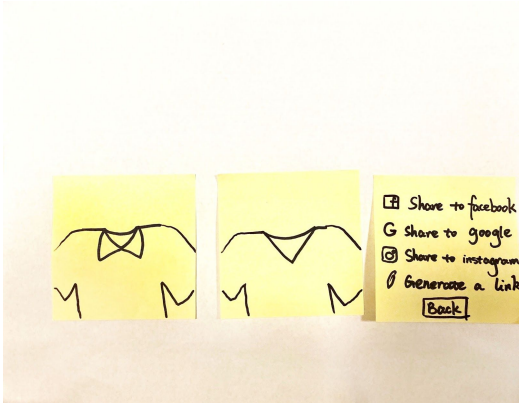
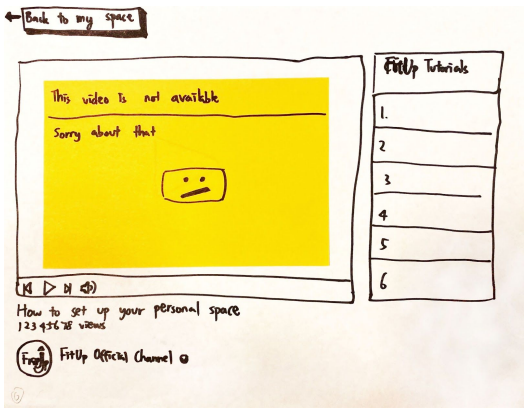
	

Figure 19: Two neckline design options and the share dropdown menu that will appear from clicking “Invite Friends” in figure 13.	Figure 20: Screen that would appear from clicking “Watch Tutorials” in figure 13.

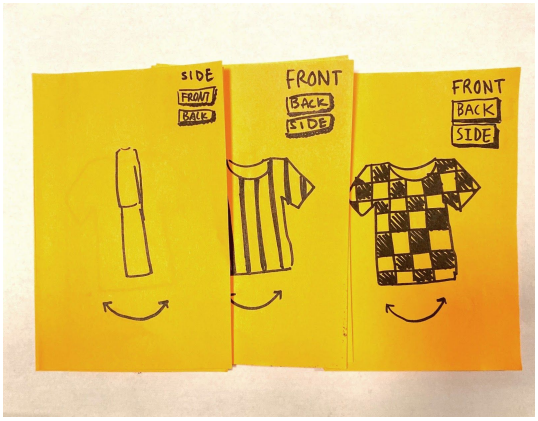



Figure 21: Multiple texture designs and orientations that replaces the center T-shirt in figure 15	

Overview:

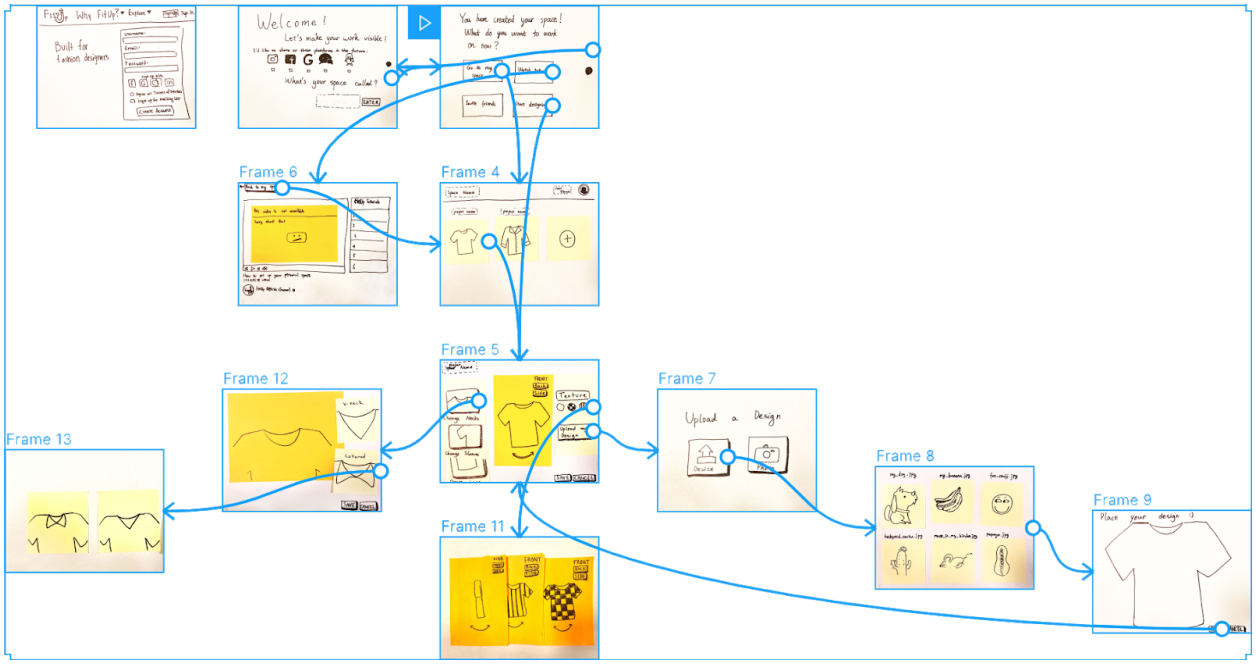


Figure 22. Prototype Overview

Testing & Results

Method

Participants + Environment

- Ideal participants are people in their 20s or 30s, who are more likely to be acquainted with web applications and following the current fashion trend. We ended up finding two ladies in the Stanford Shopping Center eating lunch. They volunteered with no compensation.
- We were also interested to see how students at Stanford would react to our prototype, with their usually good observational skills. We ended up finding a junior. No compensation provided.

Tasks

- Simple: To create a shareable space demonstrating fashion designs
- Medium: To create a fashion design using provided utilities
- Complex: To entirely customize and share a design

Procedures:

We gave minimum instructions to our participants to minimize potential bias. We told them that “this is a web-based app that you will interact with. Some buttons are clickable but some are not.

We then have one person record and take notes of the user’s behaviors, while another person acts as the computer - responding to the user’s moves. We ask the users to freely explore the prototype and we will operate the prototype according to their actions. When they execute illegal actions, we will intervene. Only when they have explored all three tasks on their own, we end the testing.

Test Measures:

We wanted to measure successes, errors, and confusions to evaluate our interface.

- Successes
    - When the participants executed a task or subtask the way we intended. Helped us identify places where we did well in our prototype
- Errors
    - Participants tried to interact with our prototype in a way that we didn’t intend. Showcased inclarity with our interfaces
- Confusions
    - Participants had a hard time deciding what to do. Helped us determine what components and language need to be simplified or clarified.

Team Member Roles:

- Greeter / Facilitator/ Notetaker: Naixin, Xiaohai
- Computer: Zheng, Lucy

Results/Observations:

Positive:

- All tasks were completed successfully in the end
- Buttons and interactable elements were easy and intuitive to use, described as “generally makes sense”
- Had fun with the prototype

Negative:

- Confusion about the function of “Upload your Design” and “Save”.
- Uncertainty about whether beginning screen was for sign-in or sign-up.
- Confusing concept of “my space”
- Confusion about why do we request for connection with their social media accounts if we do not yet have a function to share the designs.

- Without much functionality, the prototype feels like a game instead of a professional tool

Discussion:

From our testing, we think that our core interface was generally intuitive. Users were able to perform actions and make changes to their design with little confusion. They also had fun exploring the different customizations and seeing them reflected onto their designs.

One of the biggest problems we have is that the function button “upload your design” really confuses our users, misleading them to think that such a button is for saving their current work. We think it’s because we do not terms clearly defined for users to understand the logic of the product. By our logic, “Project” refers to one specific piece of clothing our user can work on, and “Space” refers to the portfolio, a collection of design projects, users build. However, we did not explicitly define for them, thus causing confusions. Therefore, we will look into how to define terms better.

Another point is the extent of customizability in our product. One user mentioned that our product feels more like a game, while another one thought designing the clothes is part of creating their profile, indicating that they don’t perceive the project as we do. Such mismatch can be, as one user said, attributed to the limited customizability. The lack of freedom in our prototype goes against our goal to unleash the creativity of novice designers. The challenge is in how to make the product versatile enough to be a useful tool, while being simple enough to not intimidate novices.

We also need to consider our “share” feature. Specifically, it wasn’t so clear what the next step was after the participants finished up their designs. We want to make it clear how our product can promote users’ designs.

Future Iterations:

- Introduce the product’s uses more explicitly in the landing page
- More clearly defined terms/tutorials
- Add more customizability to the product so that it feels more like a professional tool
- Add sharing functions more explicitly

Overall wordcount: 1490

Appendix:
Full Report
Consent Forms

Testing Notes
Prototype Pictures
Testing Recordings