



Window

See where your style takes you

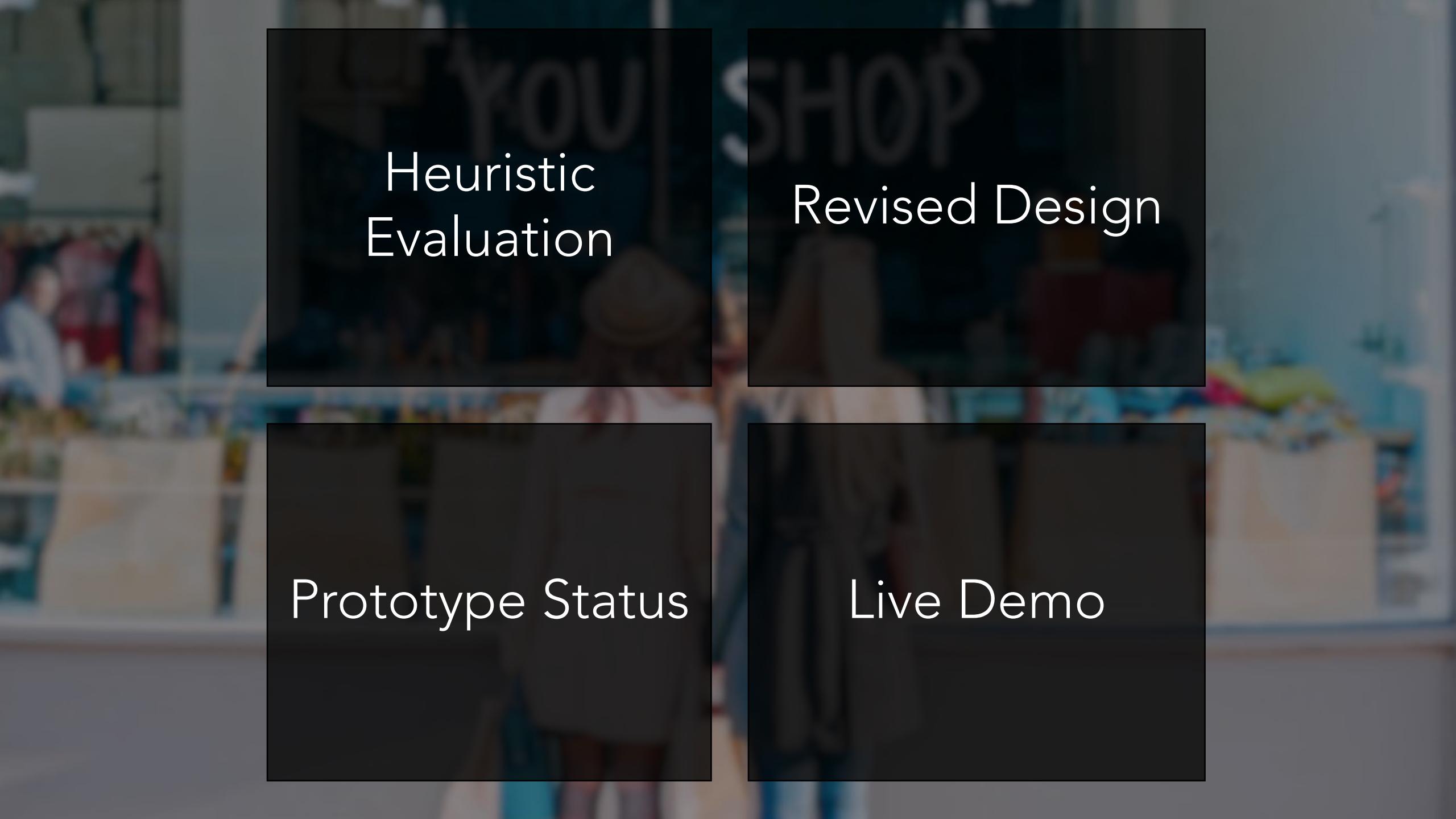
High Fidelity Design – Midway
Max Freundlich, Kristen Law, Elisa Lupin-Jimenez

Problem

Shoppers want
more freedom

Solution

AR Mannequin
wearing the
clothes in store



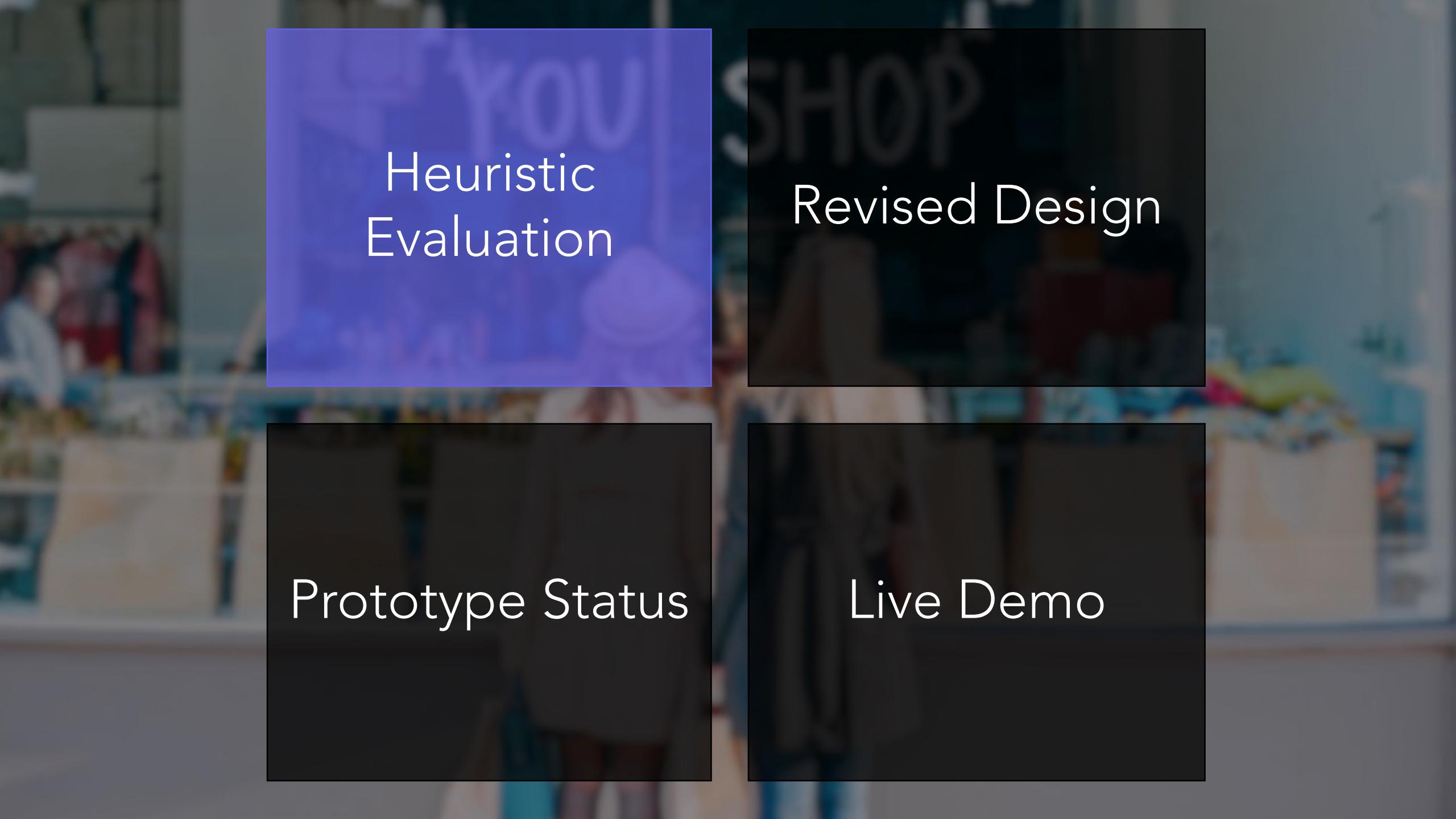
A blurred background image of a toy store interior. Shelves filled with colorful toys are visible, along with a large sign that partially reads "SHOP".

Heuristic
Evaluation

Revised Design

Prototype Status

Live Demo



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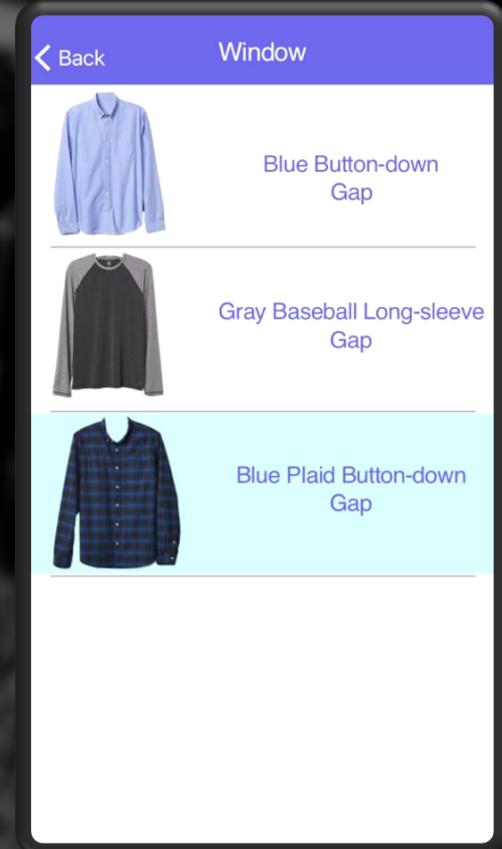
Heuristic Evaluation Overview

- 37 Heuristic Violations
- 11 are Severity Three
- 3 are Severity Four
- Majority are User Control Issues

Big Problems

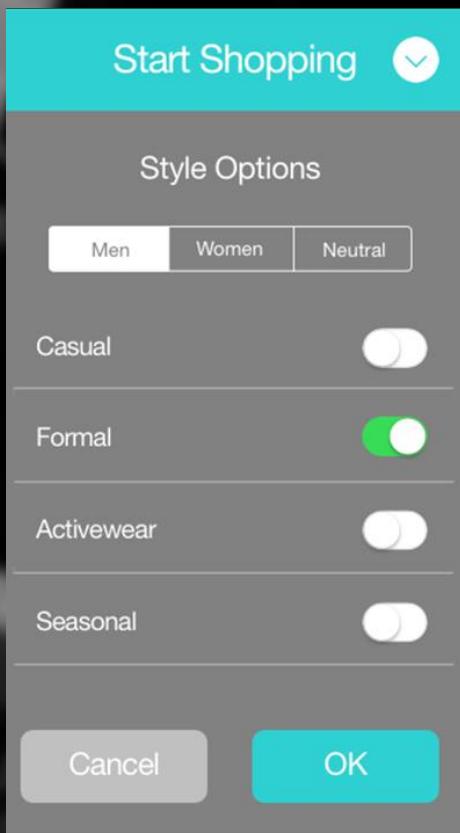


[H2-1] Inability to see whole clothing collection

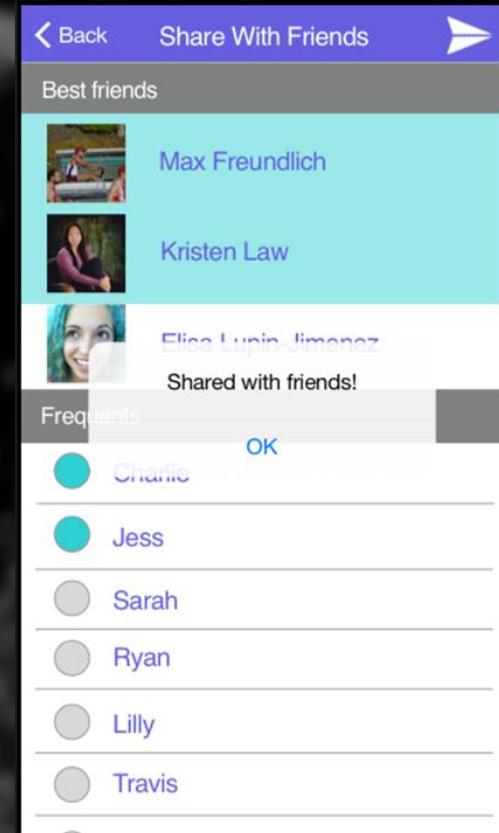


[H2-2] Closet Remains Unclear

Big Problems



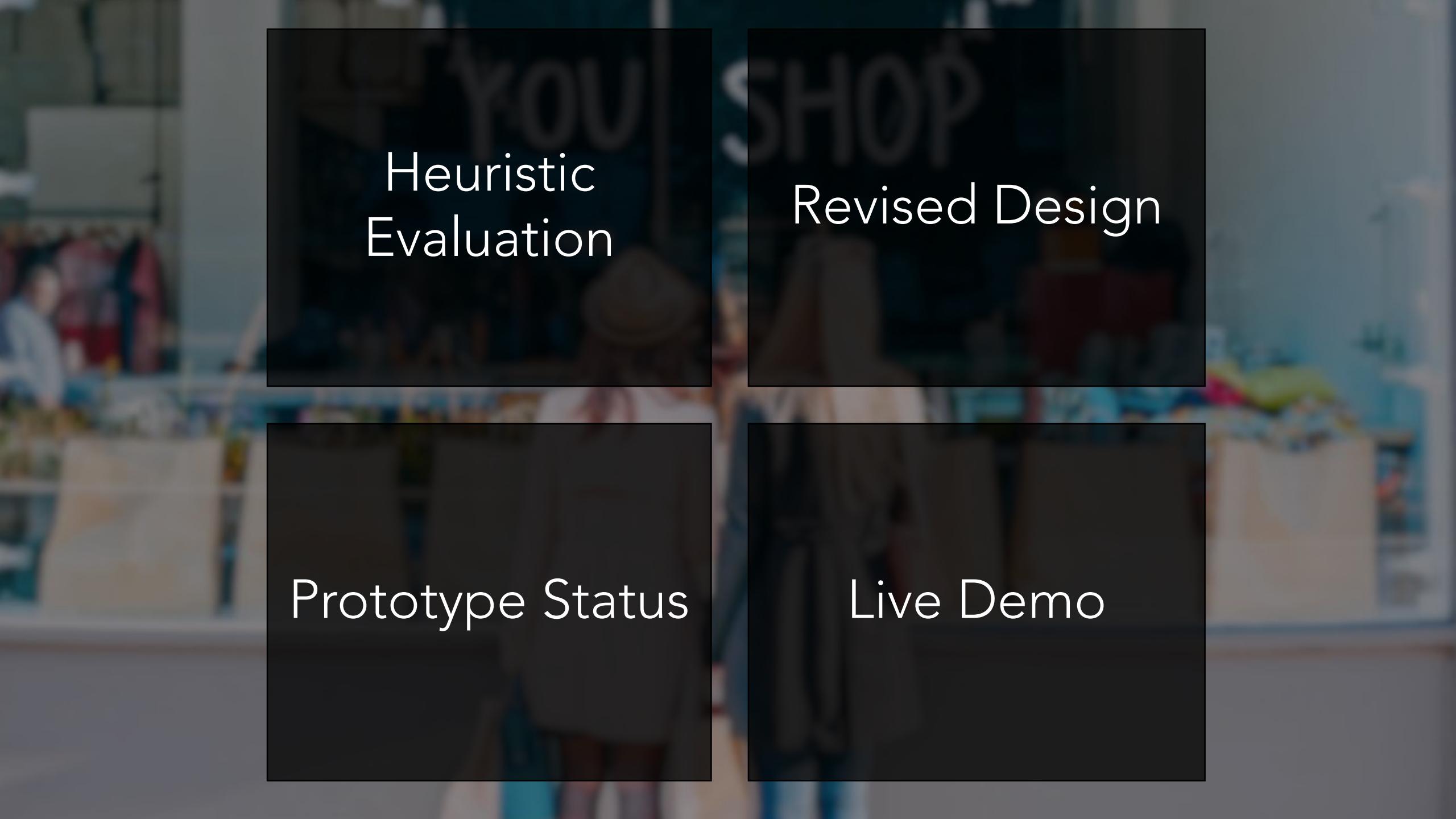
[H2-3] Editing
Preferences Mid-Use



[H2-3] Friend Sharing
Limited

Other problems

- [H2-3] No ability to toggle clothes
- [H2-10] Need user tips
- [H2-5] Better quick start
- [H2-4] Access to online store



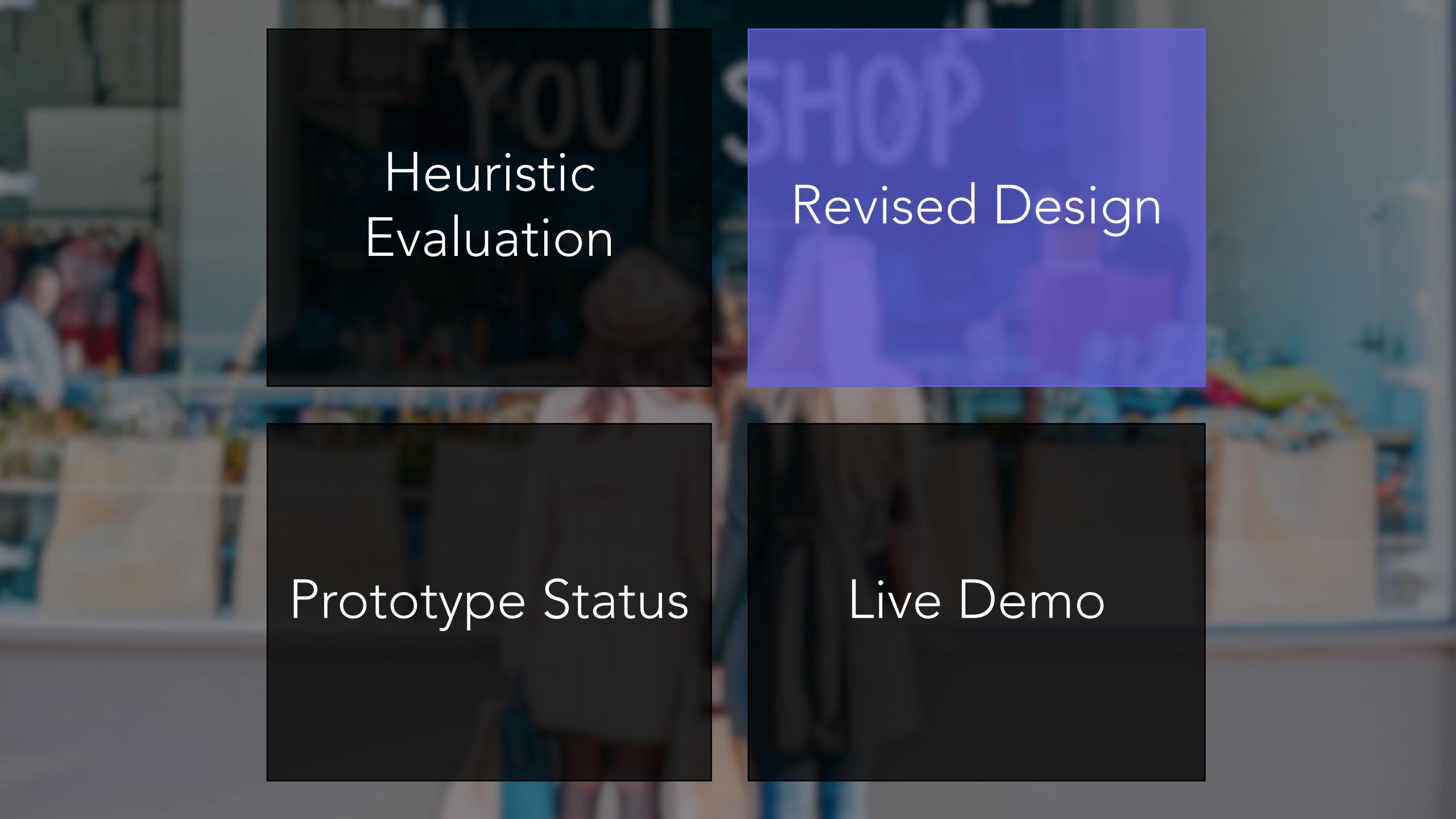
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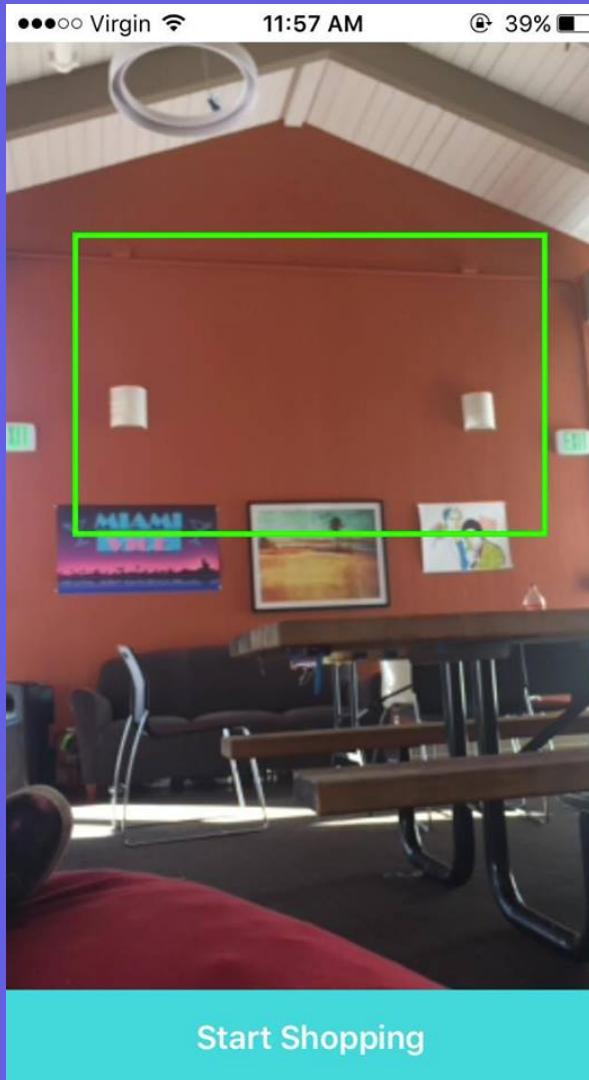
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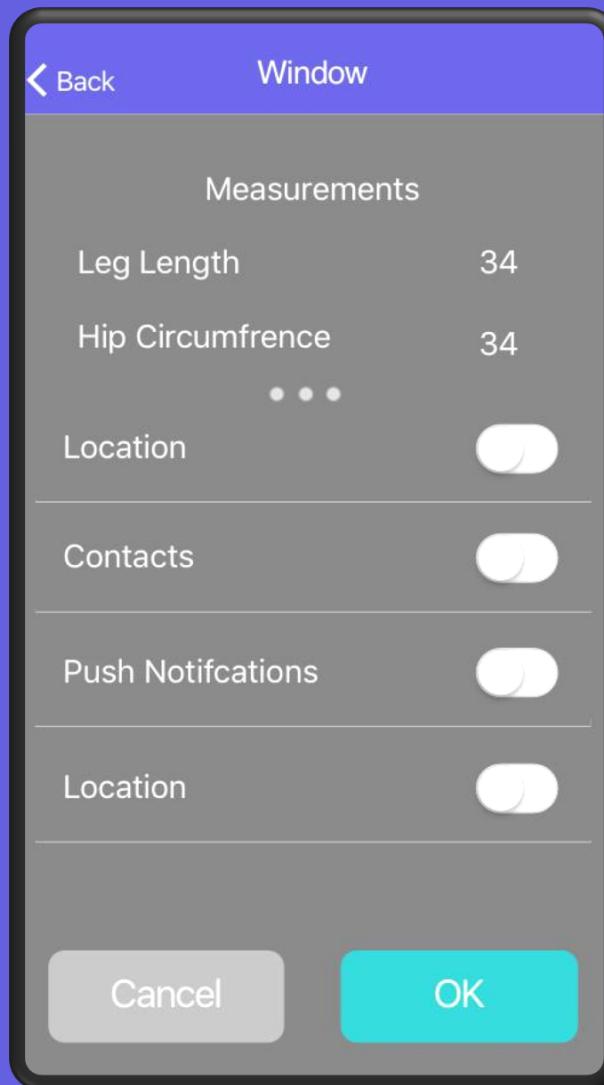
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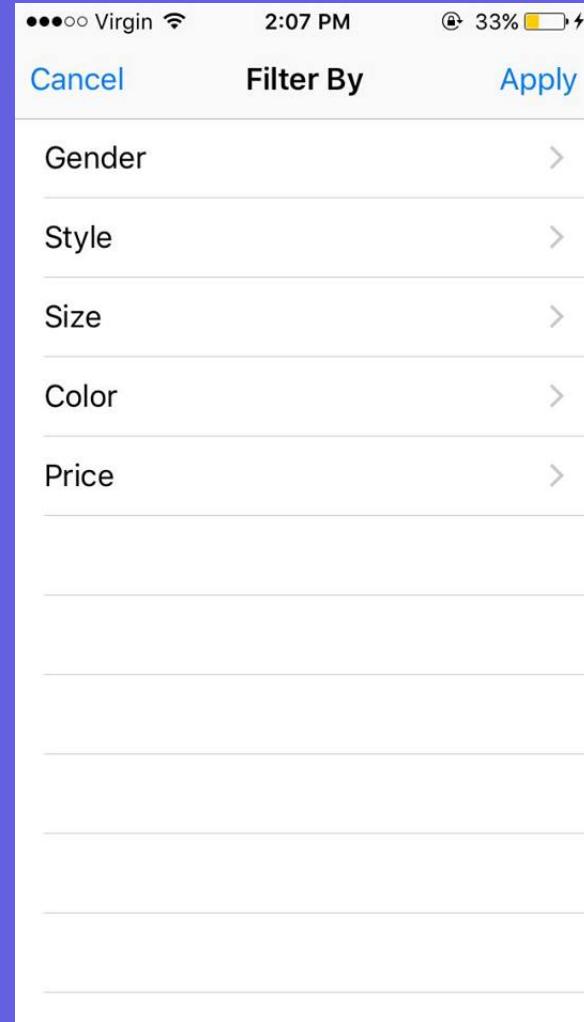
No more need to Log In



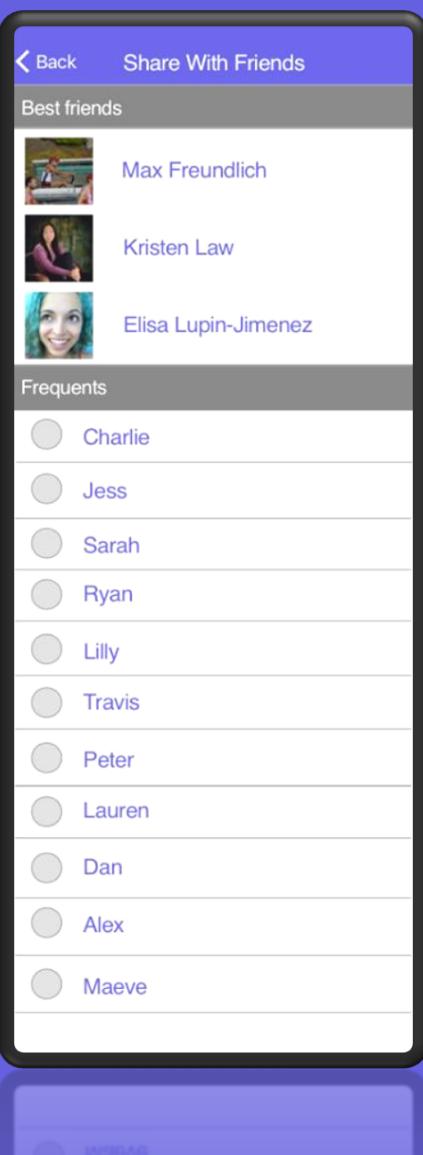
One-Time Profile Creation

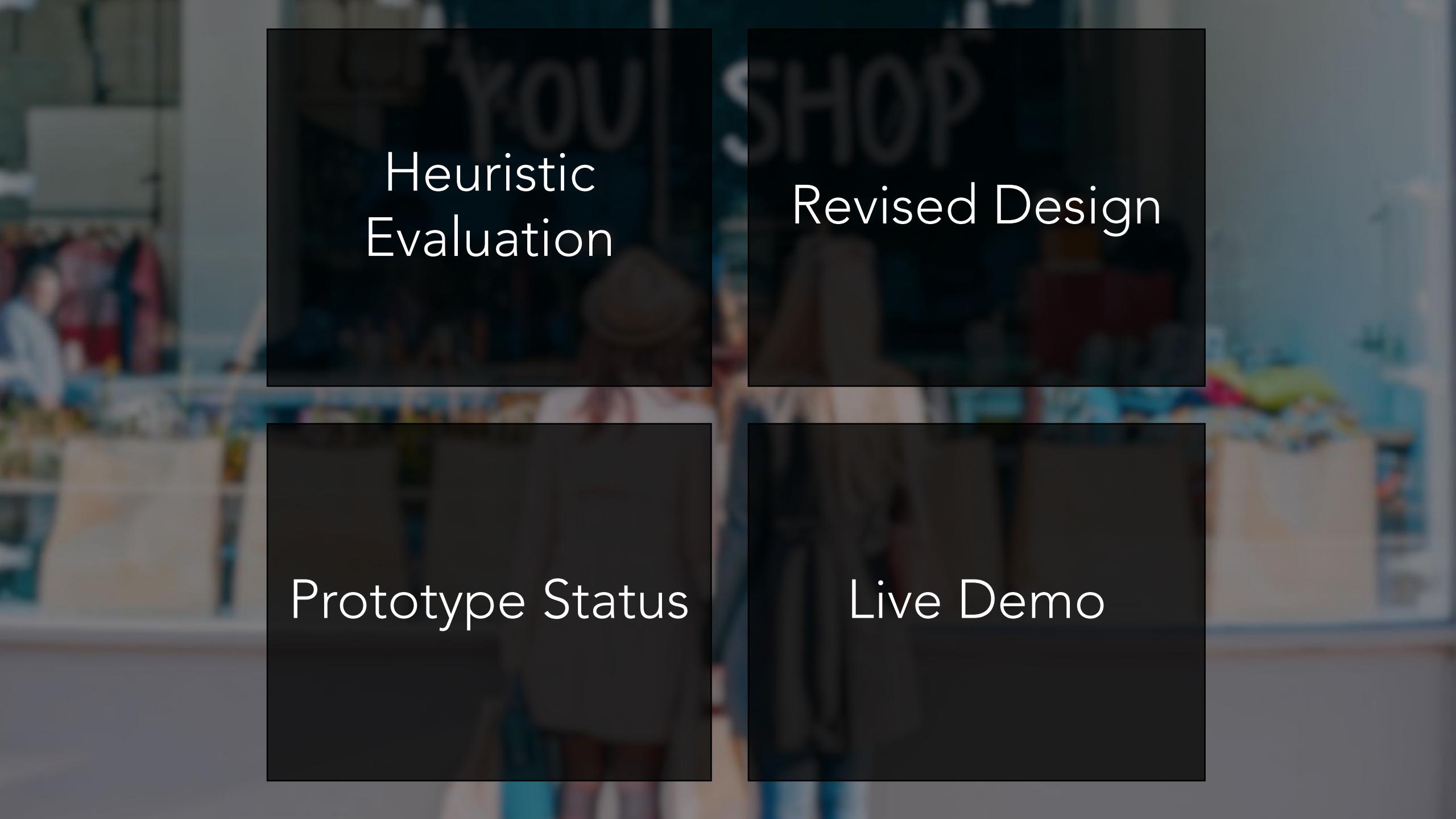


Quick Filter Access



Share Via Text





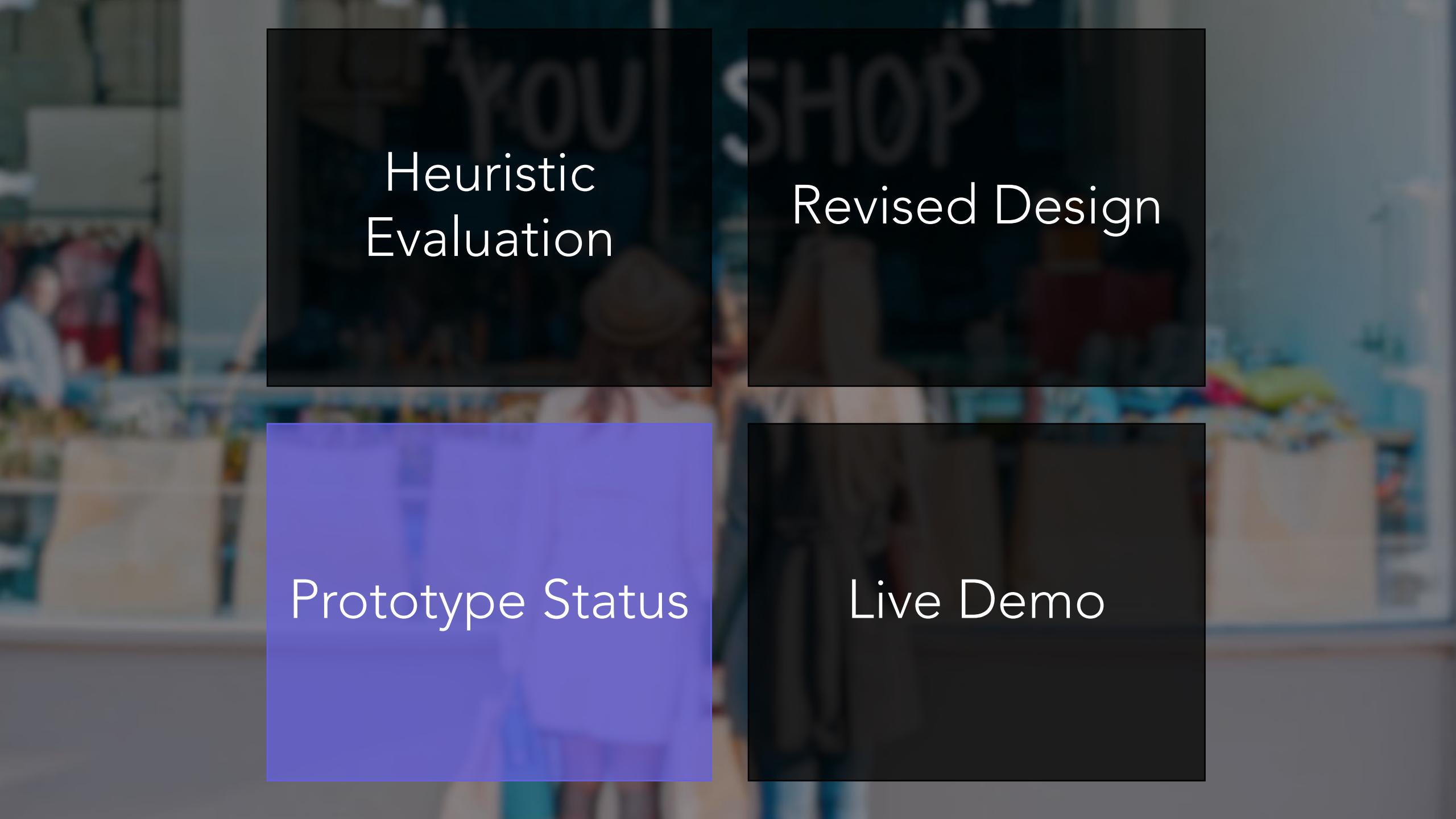
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Tools in Use

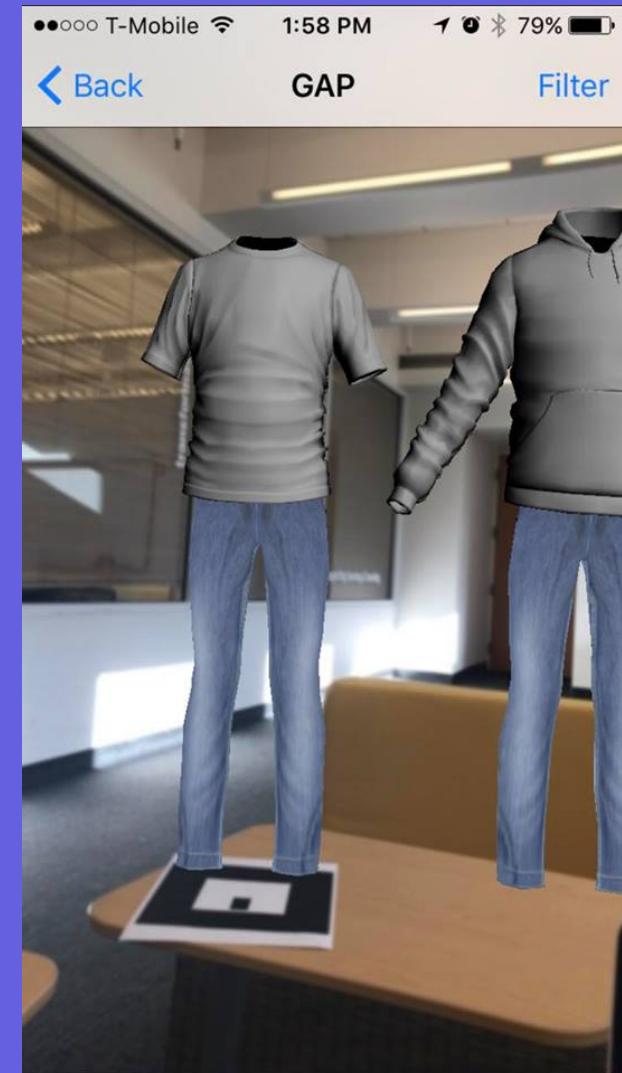
A screenshot of the Xcode IDE. The main window displays a file named 'ScanStoreViewController.m' with C++ code. The code includes imports for ARToolkit and Foundation, and defines a class 'ScanStoreViewController' that inherits from 'ARViewDelegate'. The code handles view appearance and disappearance, initializes an AVCaptureSession, and sets up video preview layers. It also manages capture devices and still image outputs. The Xcode interface shows the project structure on the left, with 'ARToolKit for iOS' selected, and various toolbars and panels at the bottom.



Xcode IDE
ARToolKit SDK
Maya 2016

Implemented Features

- Scan a store name
- Render 3D clothing
- Swipe navigation
- Filter Options
- Task 1: Browse a store selection



Unimplemented Features

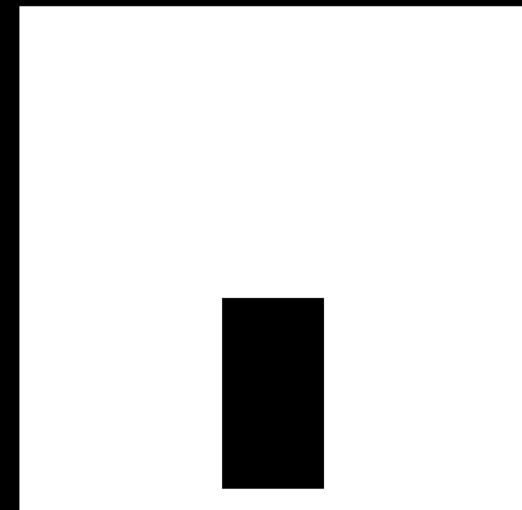
- Swipe on individual items
- Greater variety of 3D assets
- “The Plan”: go by task
- Task 2: Filtering Selection
- Task 3: Share with Friends

Wizard of Oz Hacks

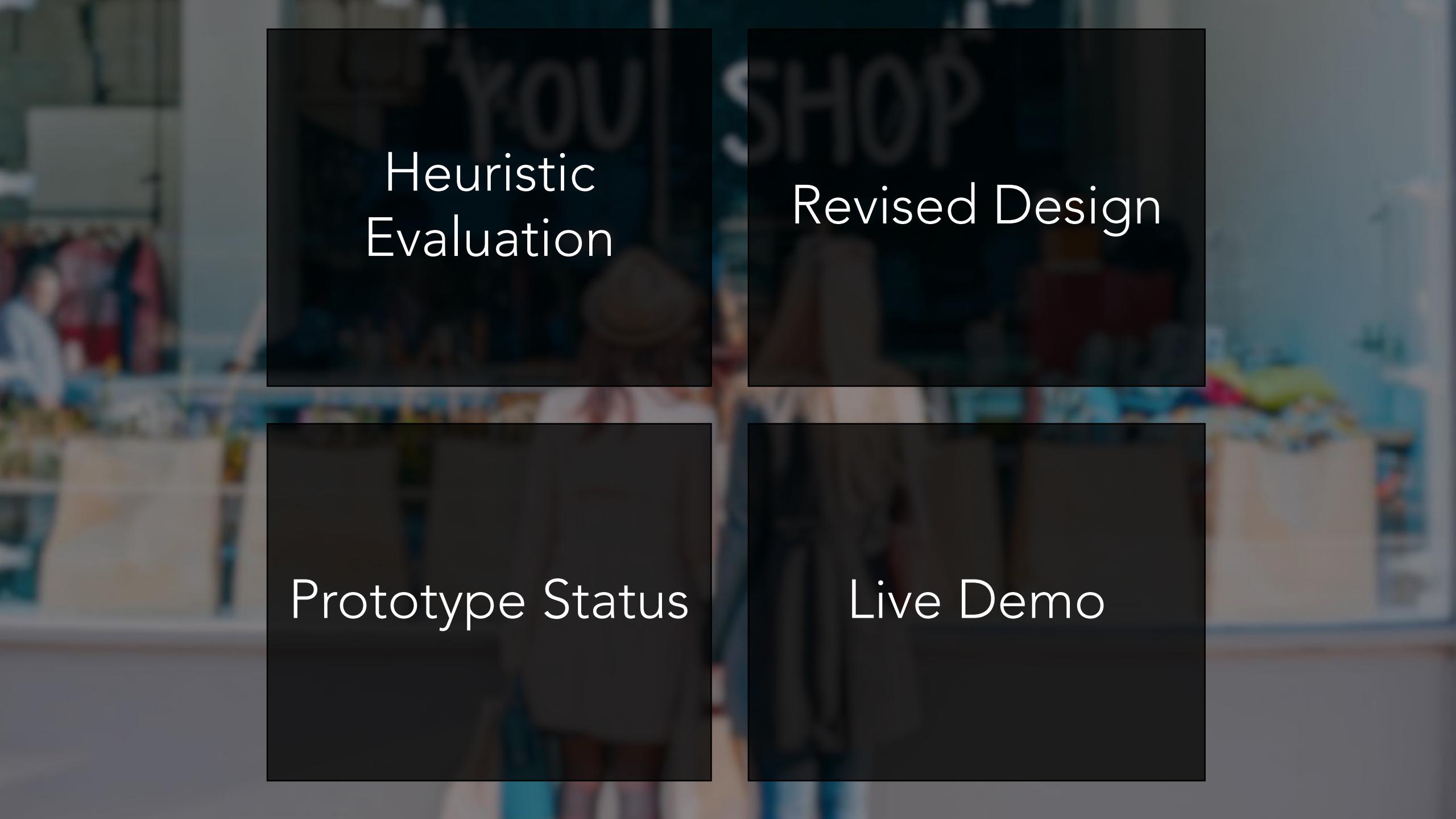
- 3D clothes are not related to a specific store
- Only reading one store currently ("GAP")

Challenges and Questions

- Unsure on how to use Tesseract (OCR for scan screen)
- Training marker detector



Demo



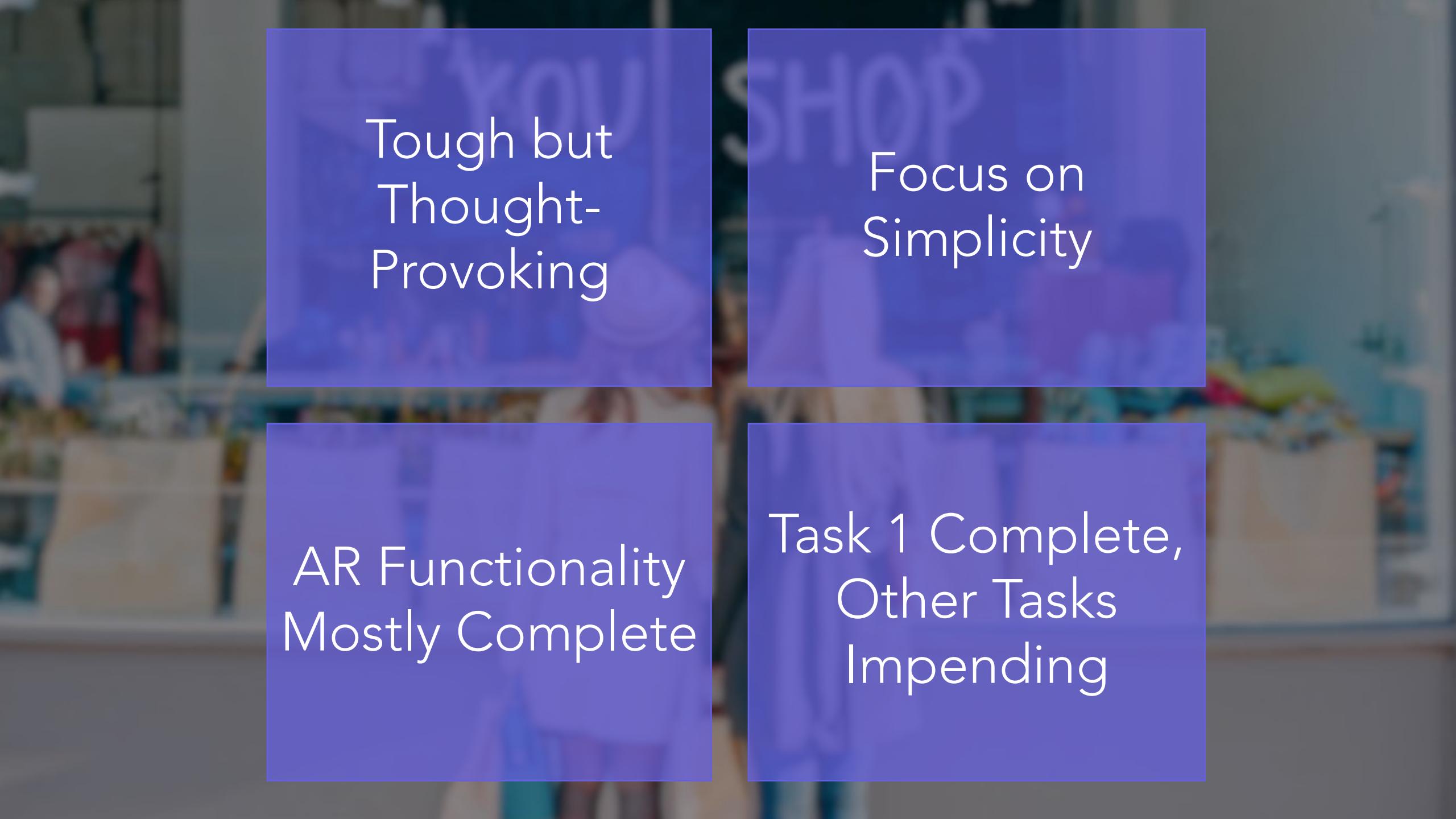
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Tough but
Thought-
Provoking

Focus on
Simplicity

AR Functionality
Mostly Complete

Task 1 Complete,
Other Tasks
Impending

A blurred background photograph of a city street scene. In the foreground, a man in a tan trench coat and sunglasses walks away from the camera. Behind him, a woman in a grey blazer and blue jeans walks towards the camera. The background is filled with out-of-focus city buildings, traffic lights, and other pedestrians.

Questions?