

Window Prototype

Our prototype was mocked up using Sketch and then pieced together using InVision. Sketch allowed us to quickly build a clean vision of how we wanted our app to look while InVision helped us make sure that our app flow was cohesive.

This app uses Augmented Reality to enhance the shopping experience. In this prototype, we modeled the AR views using still images of a store front. Note that in the actual implementation the camera will be used in these scenes. The user is signed into the app as “John Doe” and has their measurements set in the settings page. Every user will be able to customize their clothing measurements in order to have a custom mannequin fitting.

General Instructions

After logging into the app the user is presented with an option to scan a store name. Scanning the store name then gives them the option to immediately start shopping or to choose shopping options. Shopping options allow the user to specify the style they want as well as the gender they are shopping for. Once the user starts the shopping experience they can swipe through clothing. On the bottom of the screen there are two buttons, one to share the current clothing or to add the outfit/item to their virtual closet. To access the menu, simply swipe from the left side of the screen and a navigation drawer will slide out.

Task 1 - Simple task to find shirt

1. Click “Login” to gain access to the app (or navigate back to the Scan Store screen using the side navigation bar)
2. Click on the scan box to “scan the store”
3. Click the “Start Shopping” button at the bottom of the screen
4. Find the shirt that you like best. (note: only one shirt is connected)
5. Click on the shirt to pull up its details as well as a barcode that an employee can scan for you.

Task 2 - Moderate task to find shirt for interview under \$50

1. Click “Login” to gain access to the app (or navigate back to the Scan Store screen using the side navigation bar)
2. Click on the scan box to “scan the store”
3. Click on the down arrow button next to the “Start Shopping” button.
4. Select the “formal” toggle option
5. Select the “OK” button at the bottom to begin shopping.
6. Find the button-down that fits the occasion. (note: only one shirt is connected)
7. Click the shirt to pull up its details as well as a barcode that an employee can scan for you.

Task 3 - Complex task to find an article of clothing for someone of opposite gender and share it with friends

1. Click "Login" to gain access to the app (or navigate back to the Scan Store screen using the side navigation bar)
2. Click on the scan box to "scan the store"
3. Click on the down arrow button next to the "Start Shopping" button.
4. Select the "women" toggle option.
5. Select the "formal" toggle option.
6. Find the article of clothing that they would like. (note: only one shirt is connected)
7. Click the shirt to pull up its details as well as a barcode that an employee can scan for you.
8. Click the "Share" button in the bottom left to pull up the sharing options.
9. Click who you want to share with.
10. Click the top right button to send the sharing message.
11. Click "OK" to end the task.

Limitations

- Not every article of clothing or outfit is connected to the "Share" button. So this button is only available on items that are critical to completing tasks. The same applies to the "Add to closet" button.
- The swipe features are only available on a mobile device. On a web platform they are activated by clicking.
- A large limitation of this prototype is the fact that we are trying to mimic AR with still images. The user has to use their imagination to get beyond this limitation.