POVs and Experience Prototypes

Informative Visualization

Mixed Reality

Kristen Law, Max Freundlich, Elisa Lupin-Jimenez

Initial POV

Additional Needfinding

Revised POVs

Experience Prototypes

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Initial POV

We met Lauren Kim, a professional golfer in the Palo Alto area.

We learned that the decisions that she makes during a tournament depends on her knowledge of the course beforehand.

It would be game-changing if we could use mixed reality technology to help people like Lauren make better-informed decisions.

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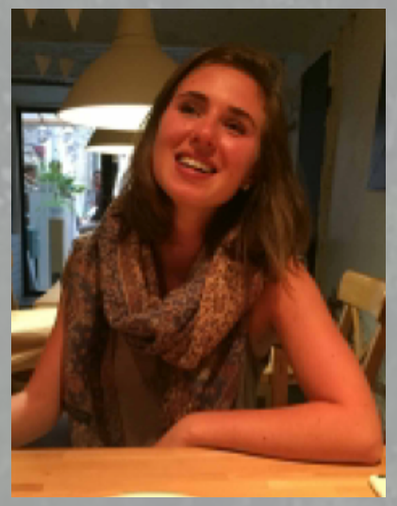
Eleni Spanos



Frequent online shopper

Uses sites like Amazon 3-5 times a week

“You can never tell the quality of what you’re purchasing [online] unless you’re familiar with the brand.”

Rachel Berryman

Macy’s employee

Online shoppers often come to find items in store

“Customers get frustrated when they can’t find what they’re looking for.”

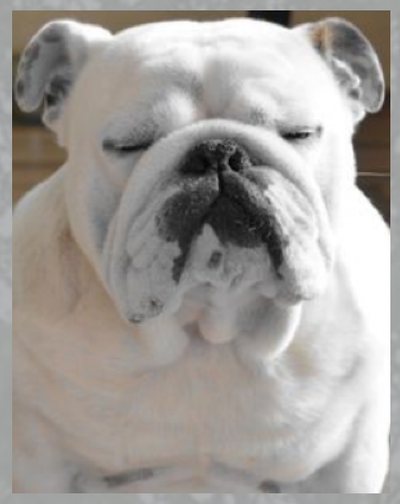
Enoch Park

Not a frequent shopper

“I just find it really boring.”

Buys items off Amazon after seeing them in store because it is often cheaper

Travis



Accompanied girlfriend shopping

Usually doesn’t buy anything and is often just waiting for his girlfriend

… and others!

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POV #1

We met with Rachel Berryman, an employee of Macy's.

We learned that the shopping experience for many Macy's customers can be disorienting and frustrating, especially when a customer has a specific item in mind but is unable to find it in the store in a timely manner.

It would be game changing if we could make it easier for customers to find items in stores.

POV #2

We met with Travis, a man waiting for his girlfriend outside of a Victoria's Secret with his French bulldog.

We learned that Travis does not enjoy shopping at all, but he prefers in-person shopping to online shopping since he does not trust online reviews.

It would be game changing if we could develop a system which people like Travis could use to minimize the amount of time that they spend in a store.

POV #3

We met with Eleni Spanos, someone who defines themselves as an extreme online shopper.

We learned that she has a difficult time purchasing clothing online since the sizing is unpredictable.

It would be game changing if we could determine how clothing would fit on you before purchasing it online.

HMW make it easier for people to find clothes online that fit?

HMW make shopping more bearable by gamifying the shopping experience?

HMW make it easier for customers to find items in stores?

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Prototype #1

Scan clothes in our closet/in store to share with friends to virtually try on

- Created a paper prototype and utilized the user's phone camera
- User looks through items in a friend's virtual closet and selects clothes to try on
- User opens camera on phone in front of a mirror and overlays paper cutouts of the chosen clothes on their phone

Prototype #1

What Worked

- Paper cutouts were a decent substitute for AR
- “It actually looks like I’m wearing it!”

What Didn’t Work

- Front-facing camera won’t be able to show entire body, so a mirror is necessary

Surprises/Learnings

- “What’s the end goal?”
- No practical use for trying on friend’s clothes

Prototype #2

Crowdsource information on products

- Created using a blank sheet of paper, a pen, and imagination of user
- User should recall the last time they were disappointed with an item they tried on, draw it on the paper, and then try the item on (with mirror, AR style)
- Add review bubbles to item on paper and have user try the item on again

Prototype #2

What Worked

- Seemed interested in having interactive reviews

What Didn't Work

- User had to use a lot of imagination to "try on" the drawn item
- User didn't agree with some of the opinions in the reviews

Surprises/Learnings

- Style advice and fitting is too subjective to successfully crowdsource reviews

Prototype #3

Swipe through different clothing options on a store mannequin

- Created using a “mannequin”, a phone camera, and various pieces of clothing
- Hold articles of clothing up to the “mannequin”
- User looks through camera and swipes an article of clothing to the side
- When user swipes, we swap the swiped item for one of a different style

Prototype #3

What Worked

- Being able to see possible outfits while passing a store is appealing

What Didn't Work

- Needs to be a quick and simple process

Surprises/Learnings

- May be beneficial to show sizing options as well as brand names
- People don't want to spend a lot of time looking at mannequins

Most viable solution: Prototype #3

People want to see what a store has to offer before stepping foot inside

Questions?