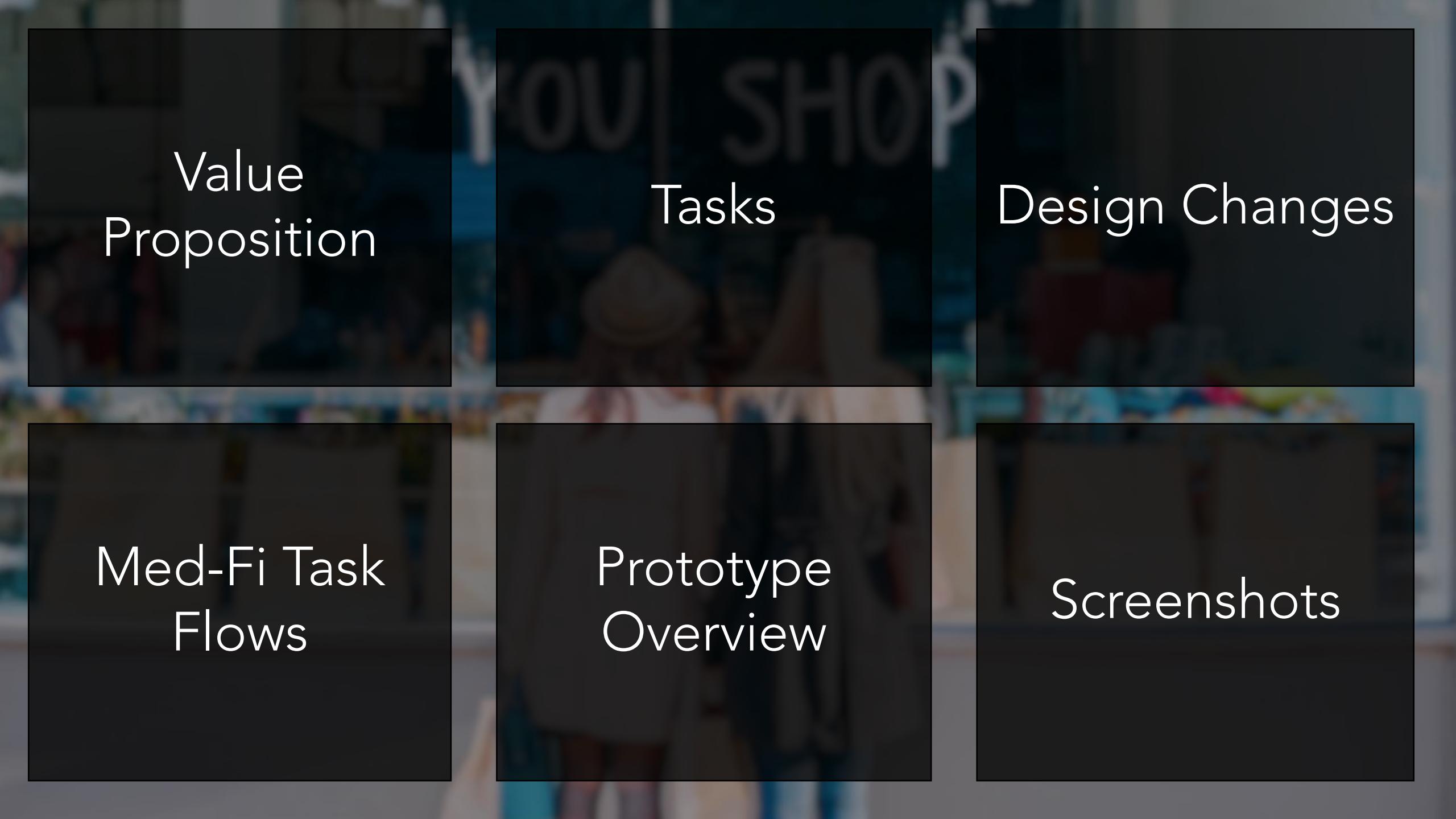




Medium-Fidelity Design Window

Mixed Reality
Max Freundlich, Kristen Law, Elisa Lupin-Jimenez



Value
Proposition

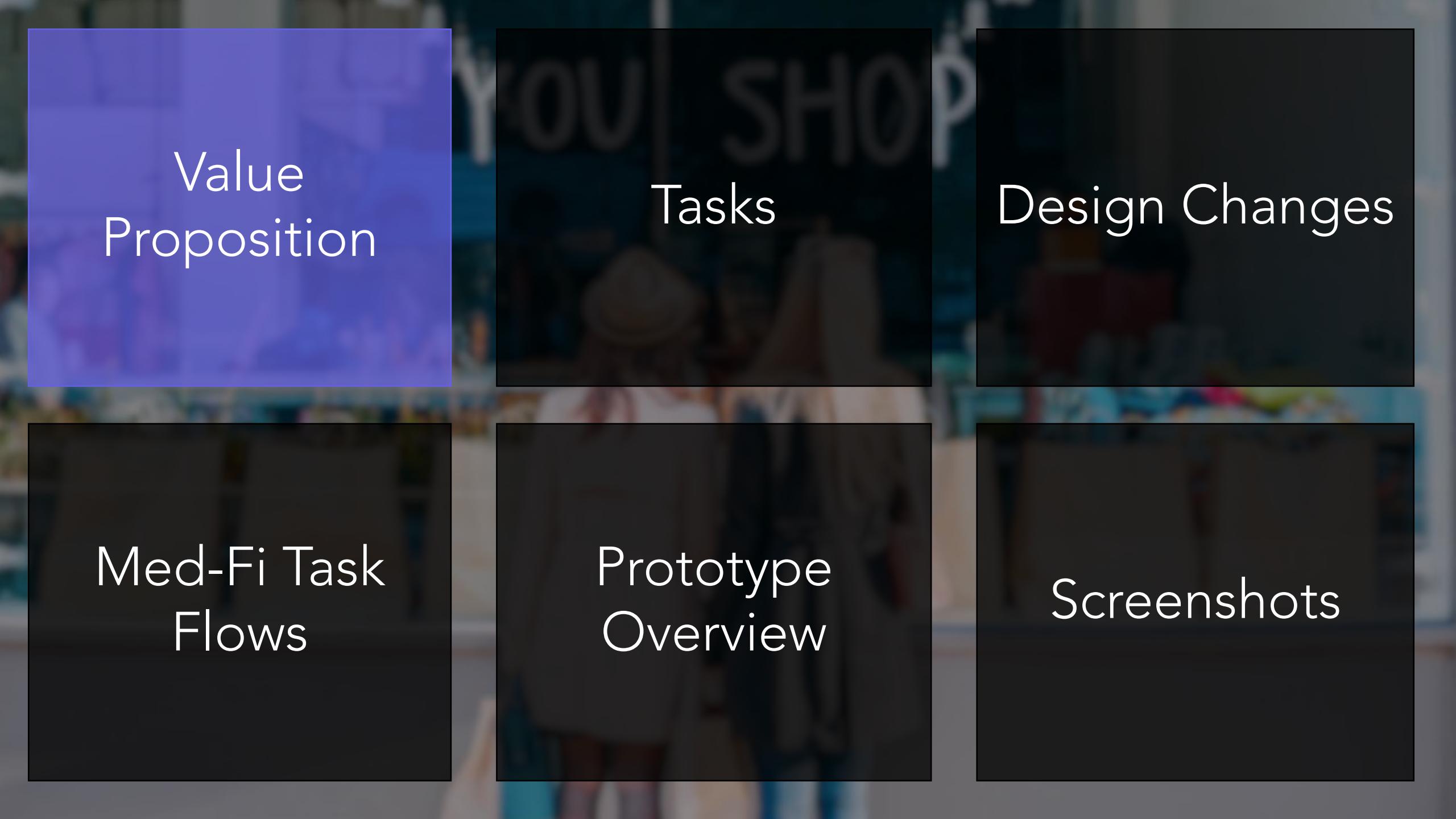
Tasks

Design Changes

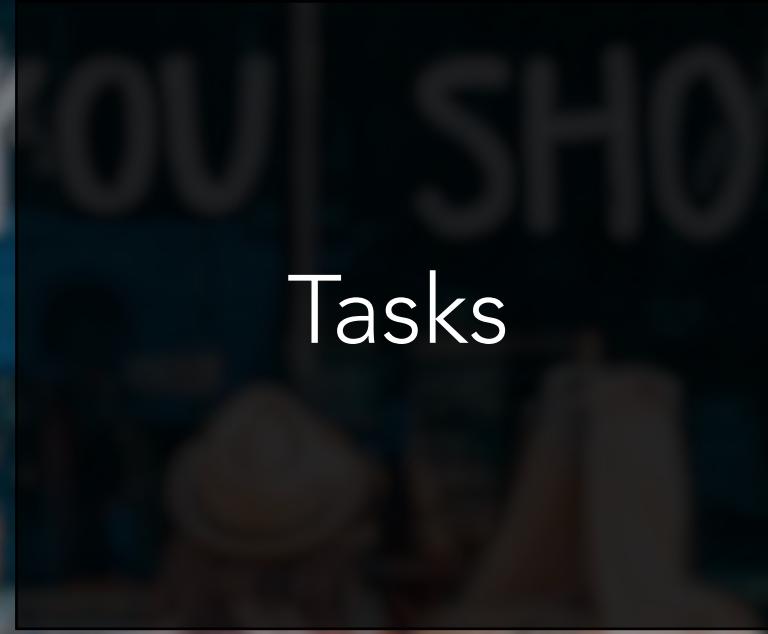
Med-Fi Task
Flows

Prototype
Overview

Screenshots



Value
Proposition



Tasks



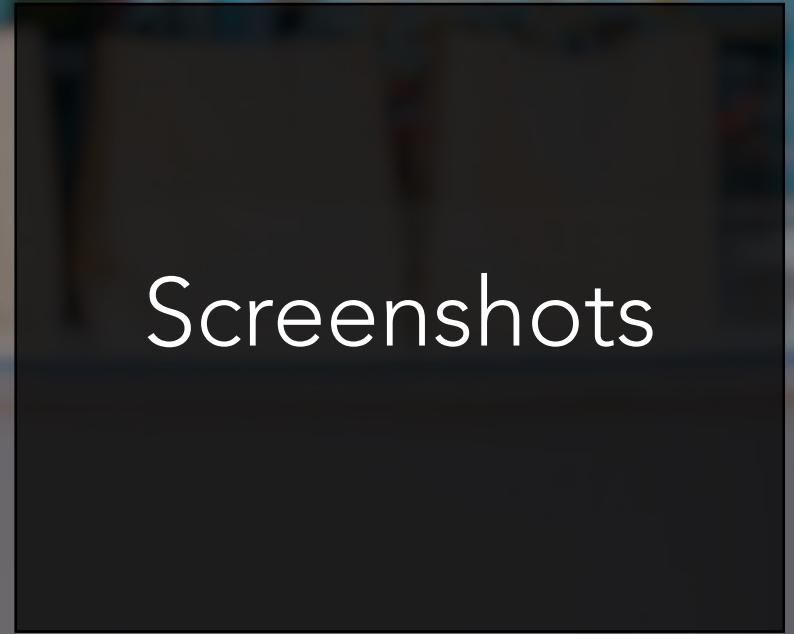
Design Changes



Med-Fi Task
Flows



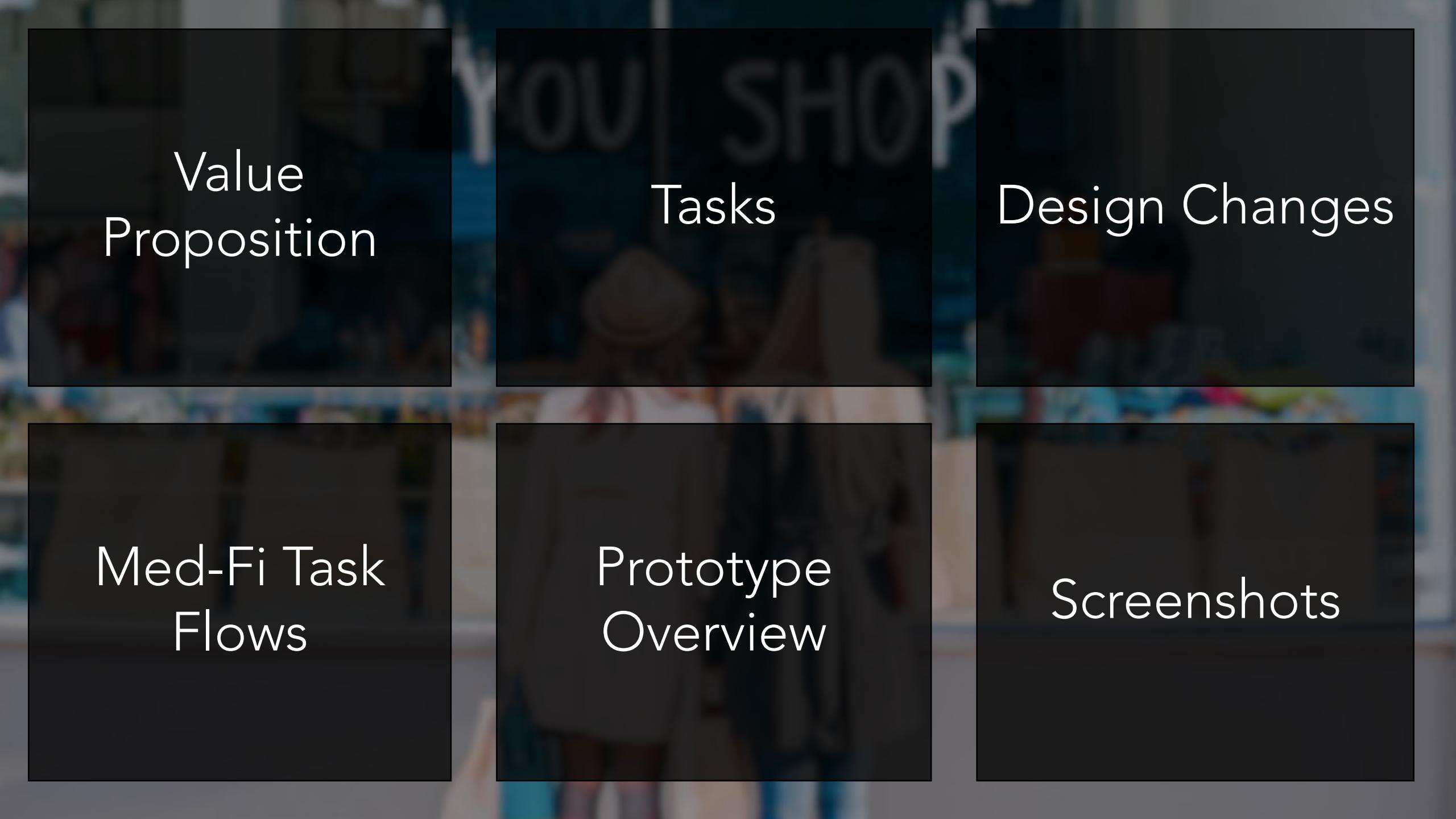
Prototype
Overview



Screenshots

A collage of travel items arranged on a dark surface. From left to right: a grey backpack with red accents; a white bowl filled with green leafy salad; a small blue and white travel mug; a yellow water bottle with a red and white label; and a white map of the United States with state boundaries. The items are slightly blurred.

See where your
style takes you



Value
Proposition

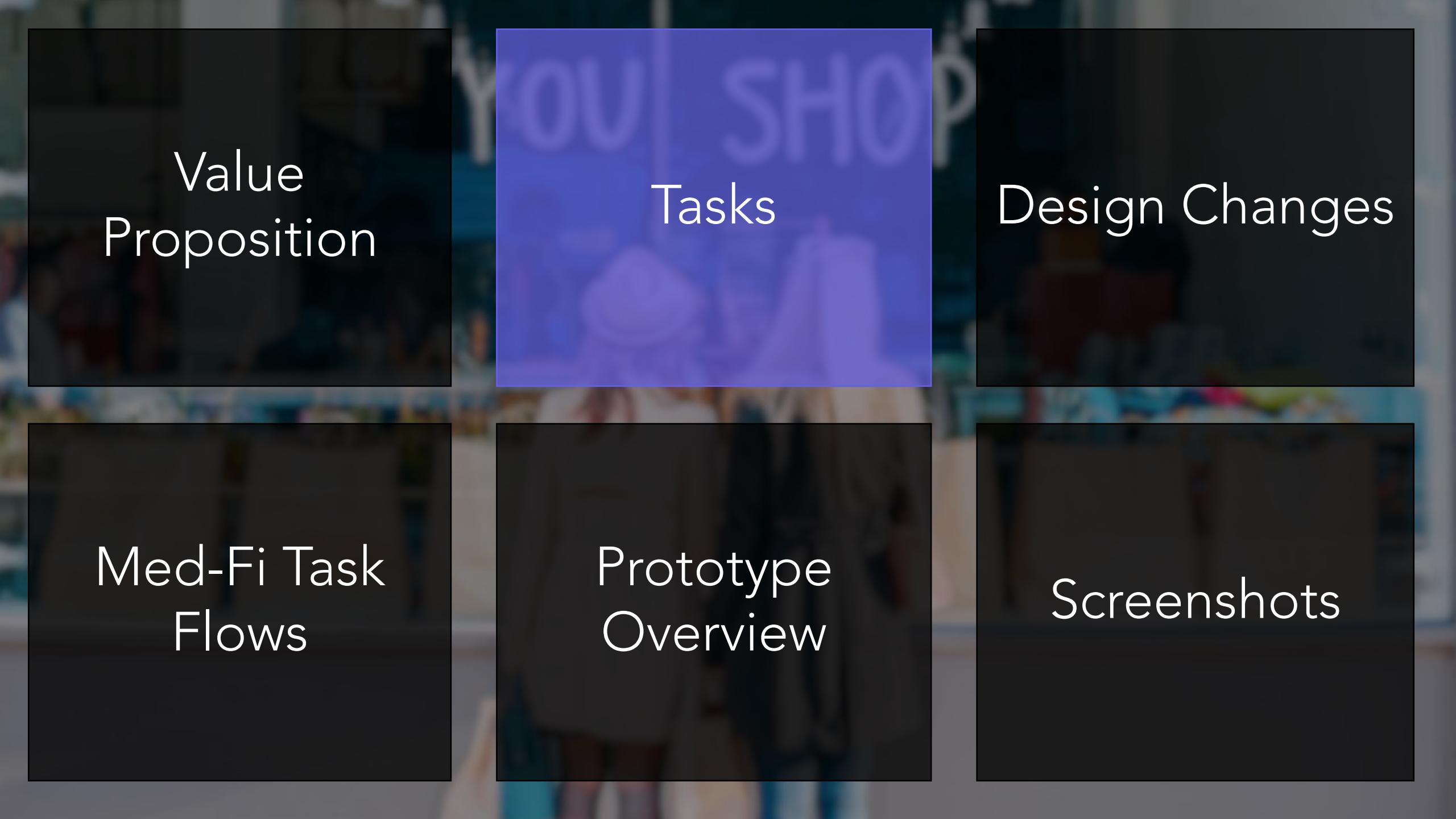
Tasks

Design Changes

Med-Fi Task
Flows

Prototype
Overview

Screenshots



Value
Proposition

Tasks

Design Changes

Med-Fi Task
Flows

Prototype
Overview

Screenshots

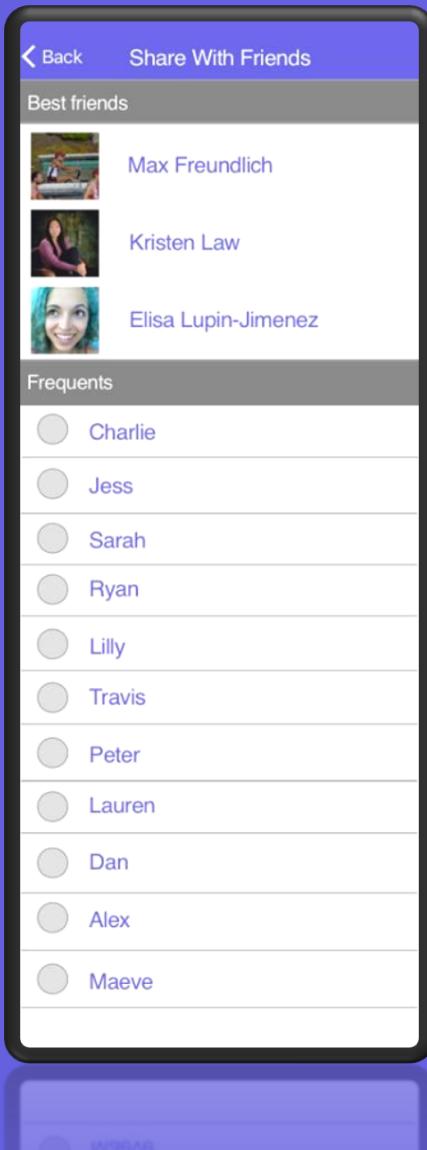
Simple Task: Browse

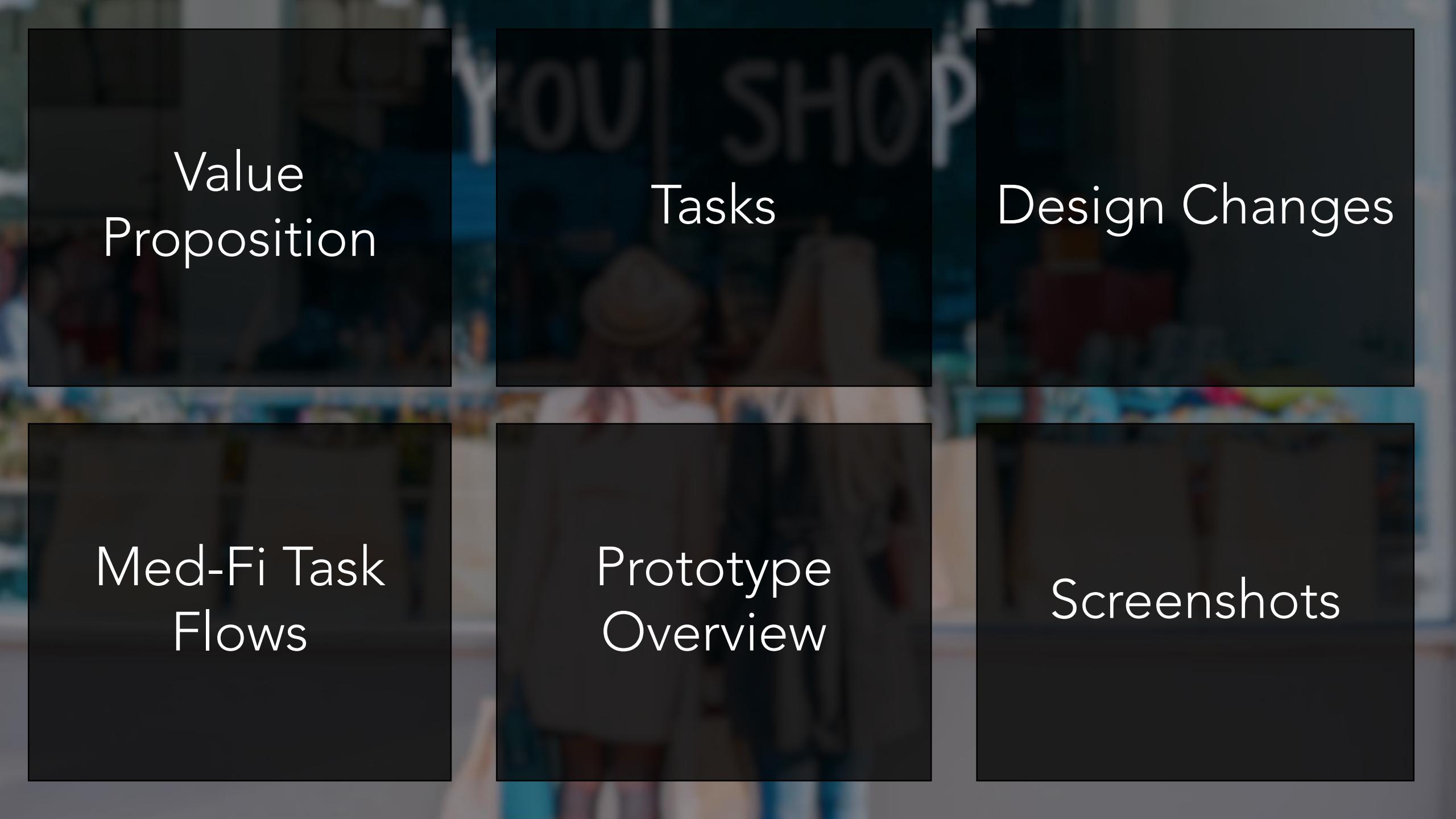


Moderate Task: Budget Interview



Complex Task: Find Clothing for a Friend





Value
Proposition

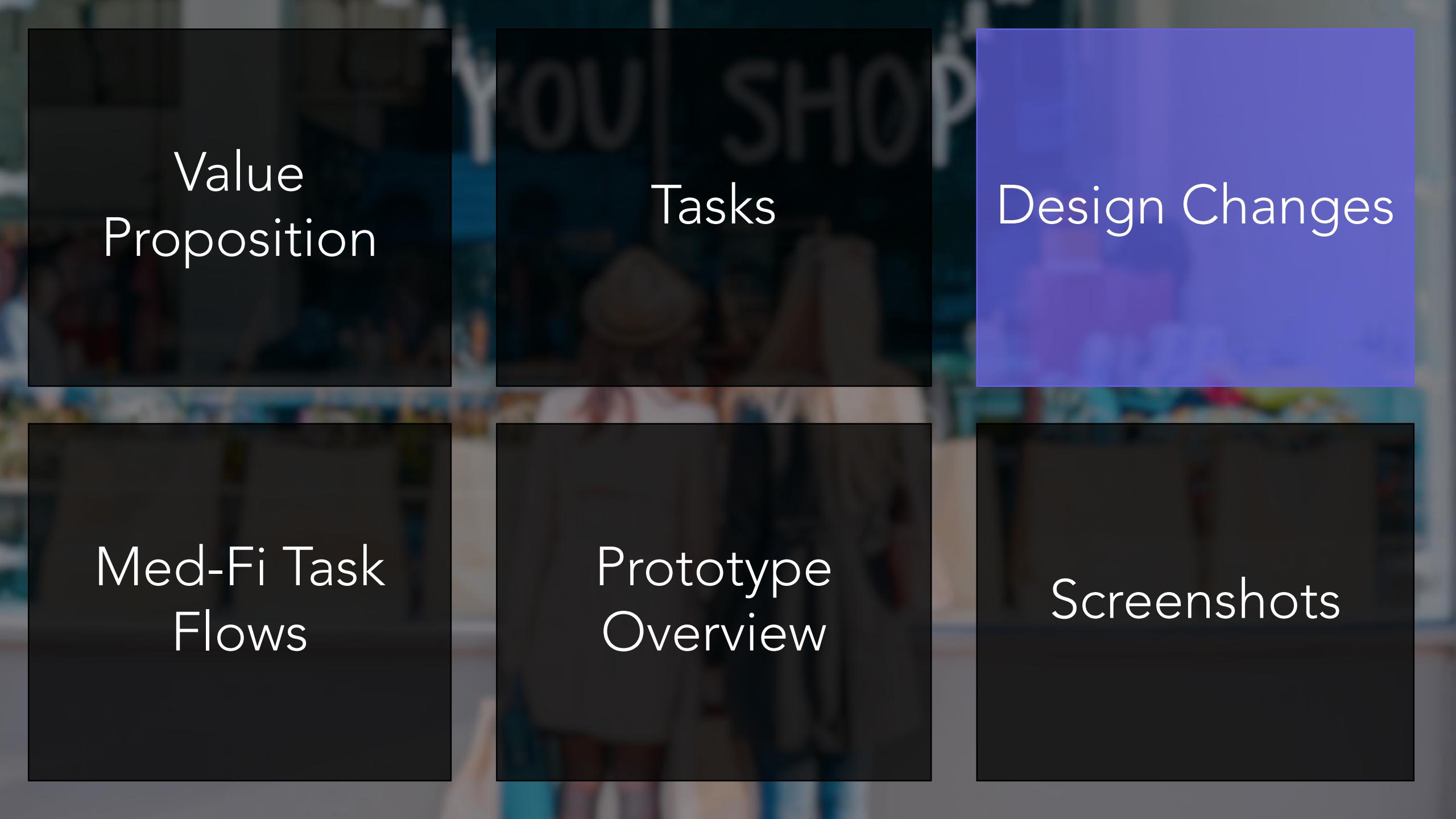
Tasks

Design Changes

Med-Fi Task
Flows

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Value
Proposition

Tasks

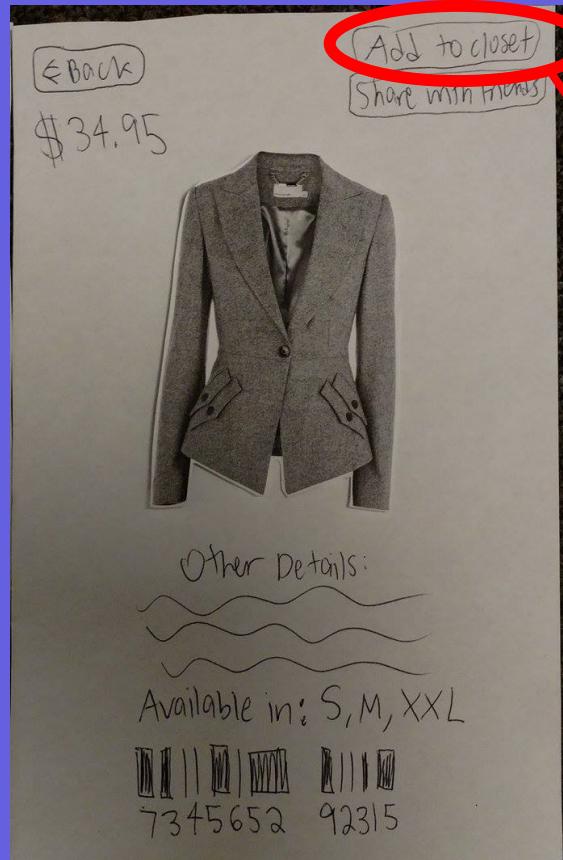
Design Changes

Med-Fi Task
Flows

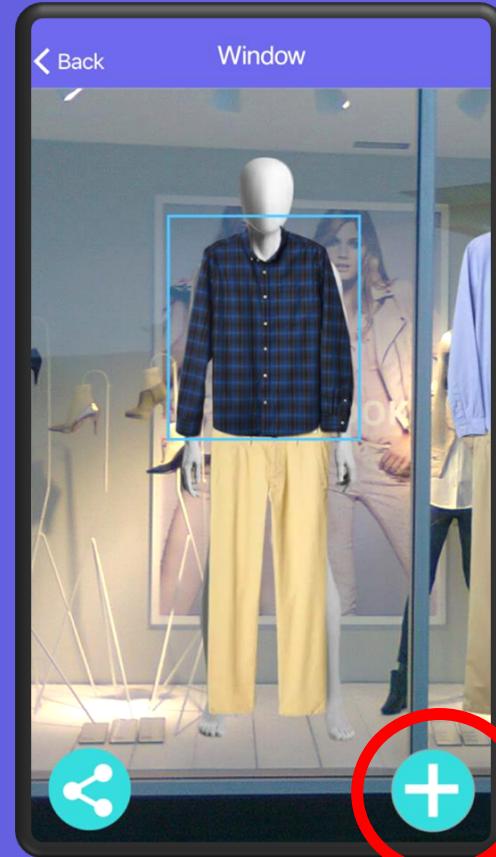
Prototype
Overview

Screenshots

Improved “Closet” Accessibility



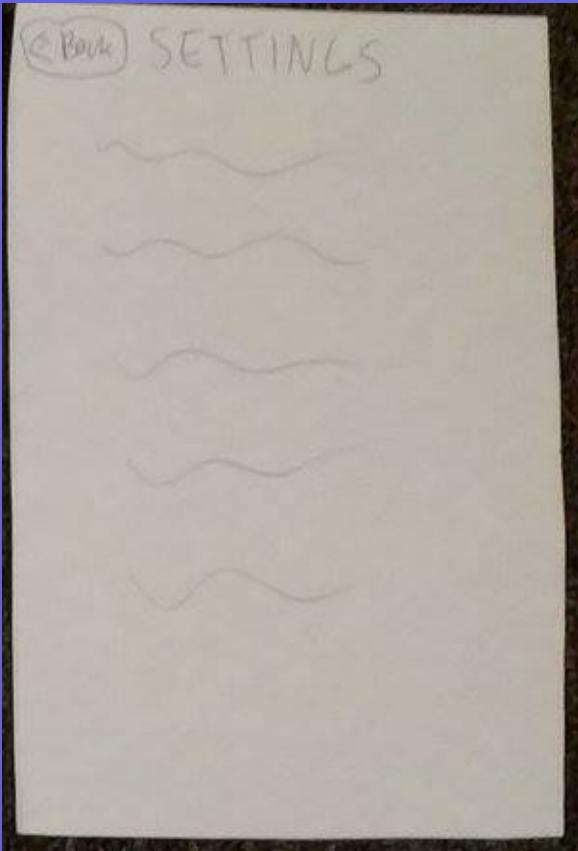
Before



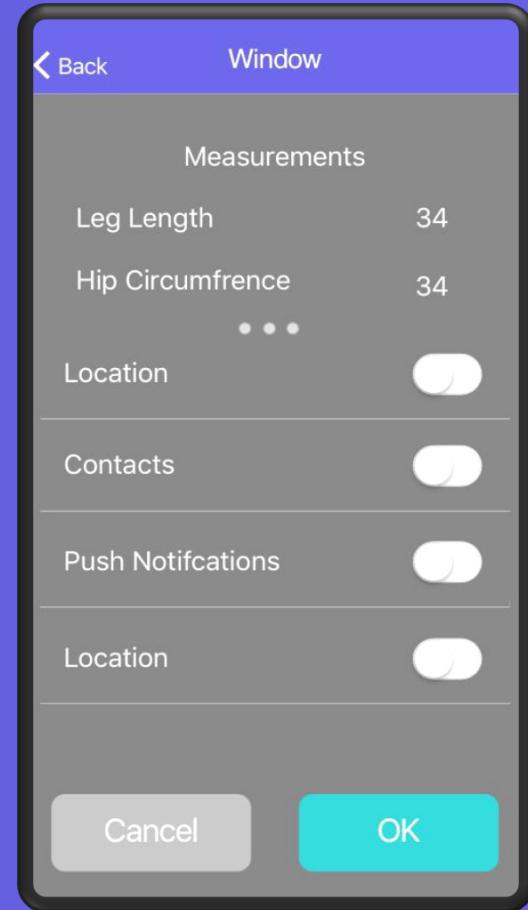
After

Personalized Settings

Custom
measurement
input



Before



After

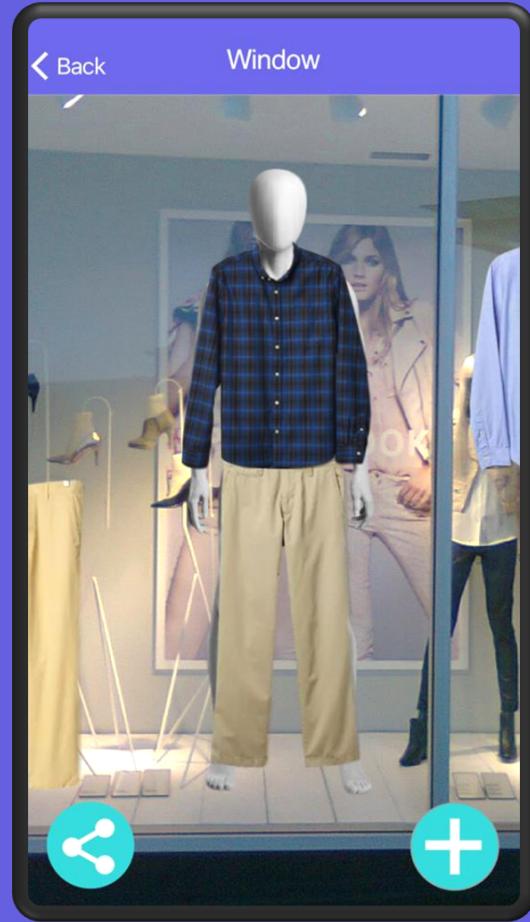
Intuitive Swiping



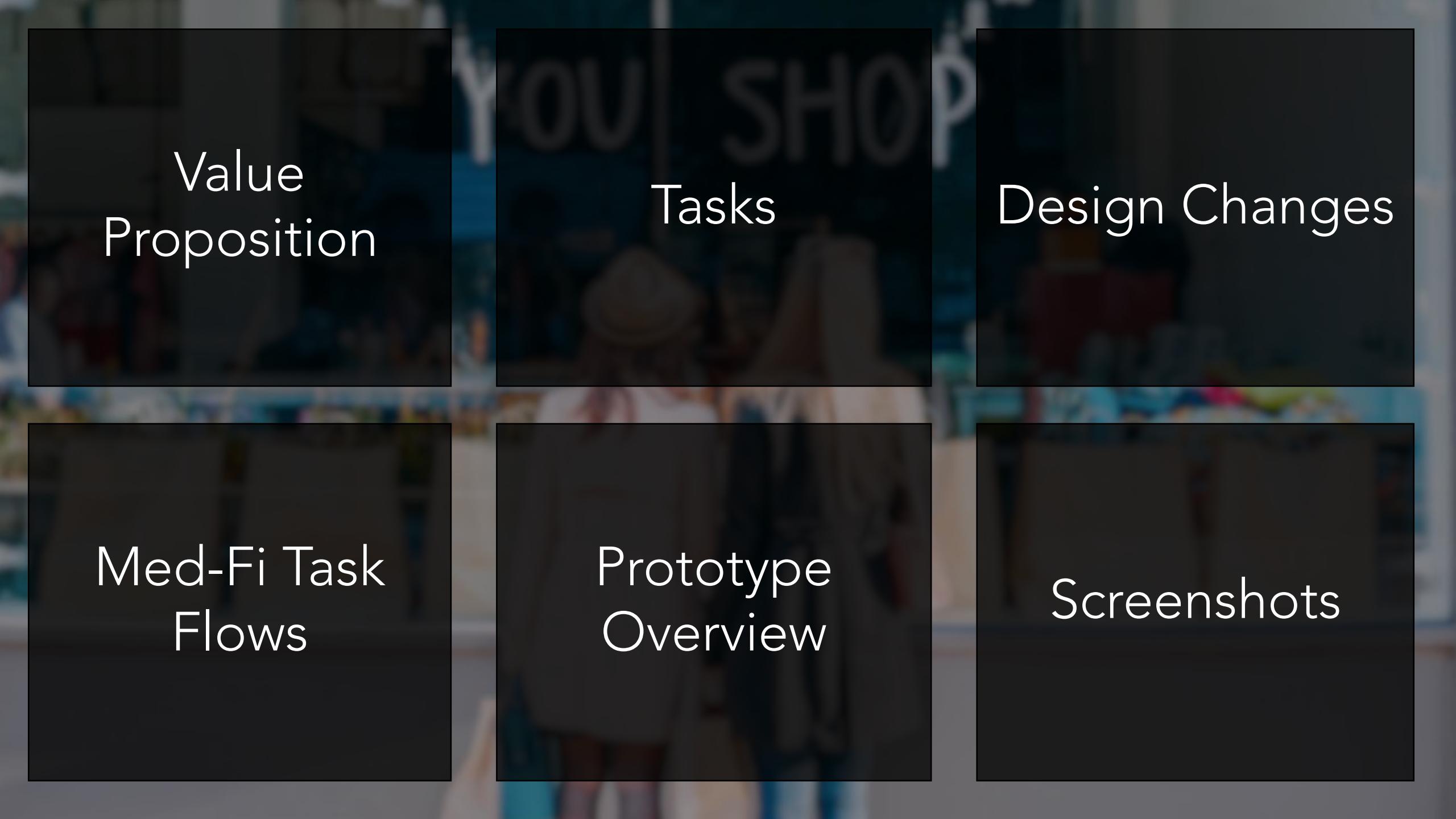
No more
arrows

Preview of
next outfit

Before



After



Value
Proposition

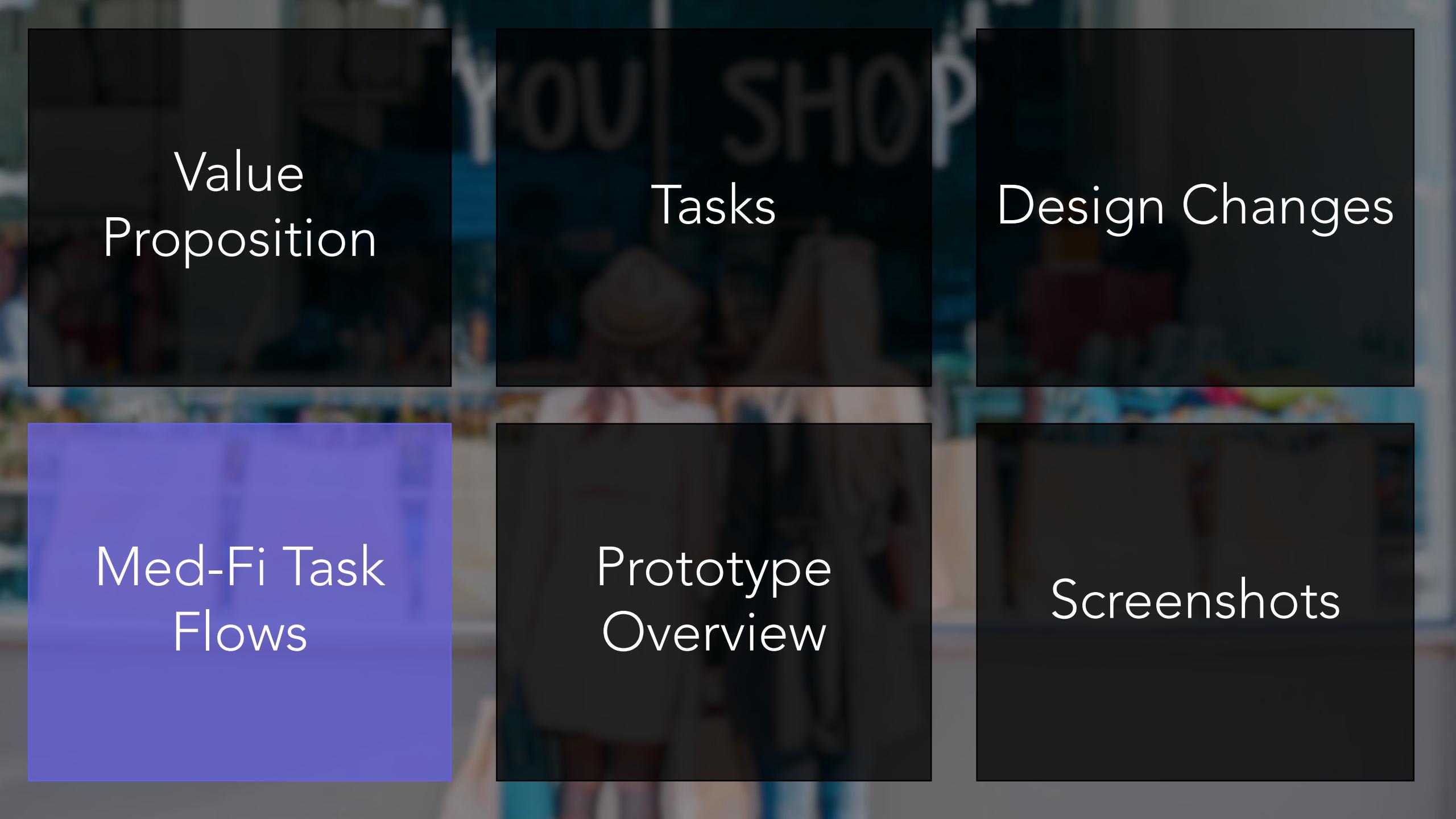
Tasks

Design Changes

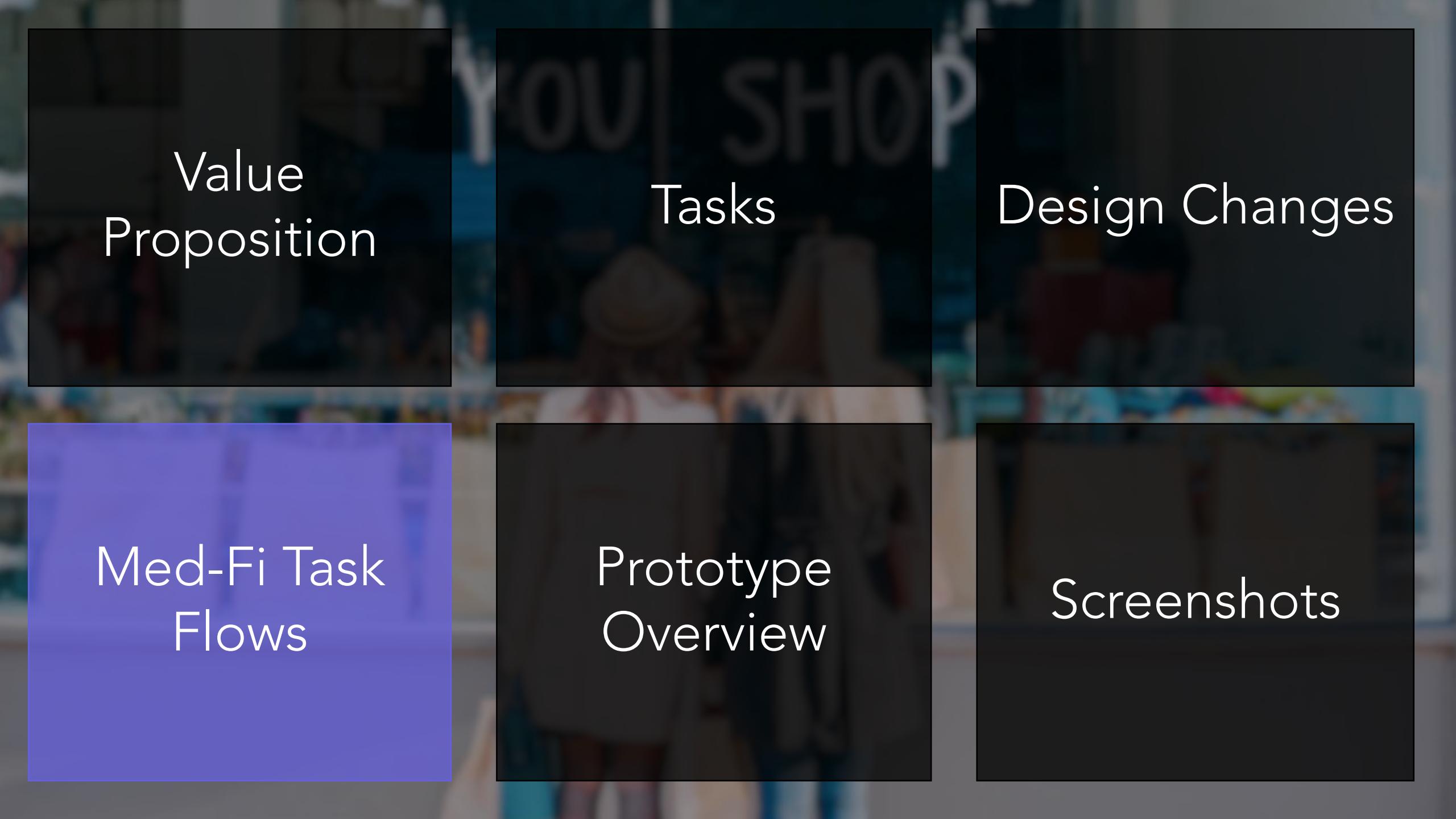
Med-Fi Task
Flows

Prototype
Overview

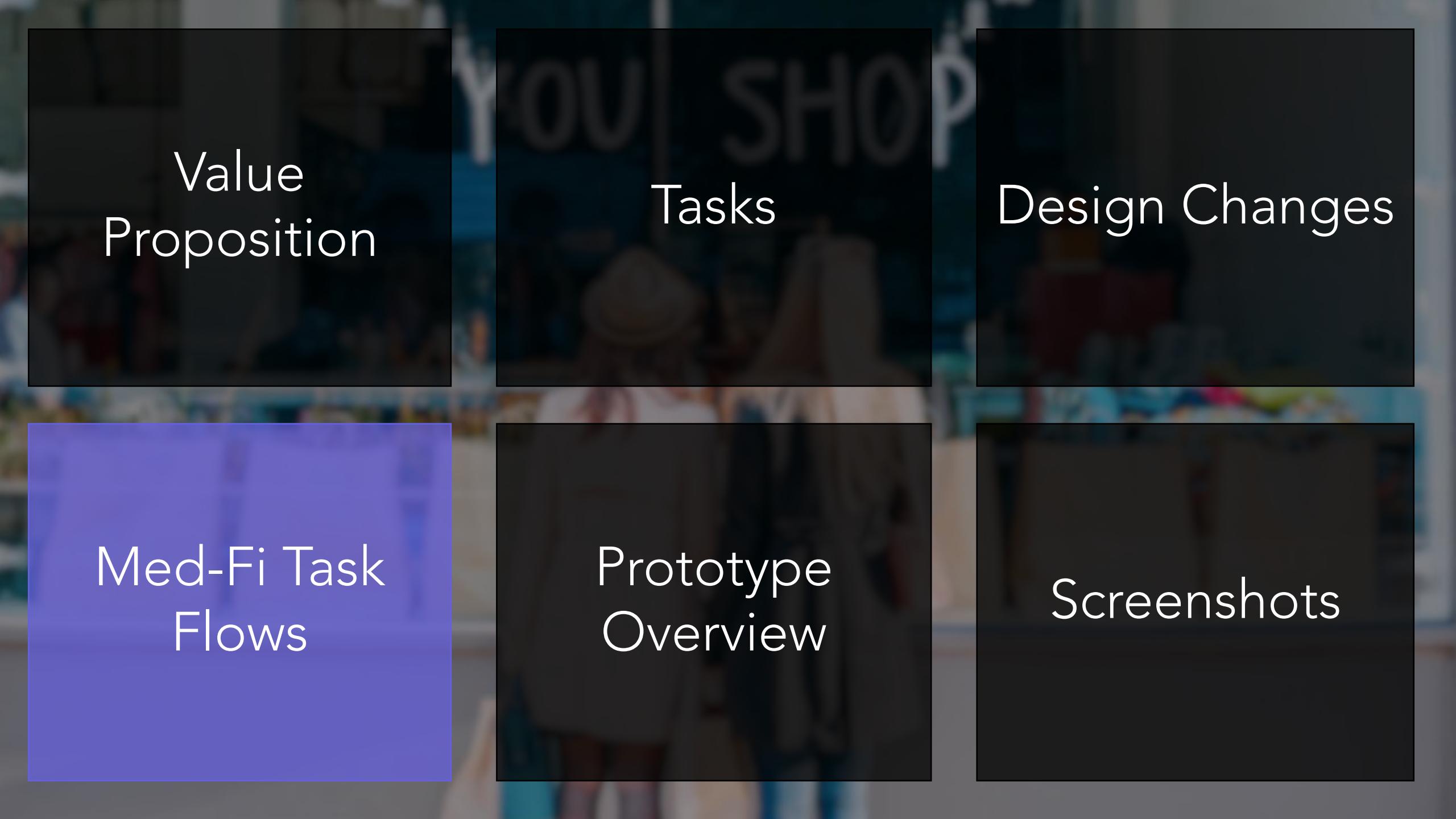
Screenshots



Value
Proposition



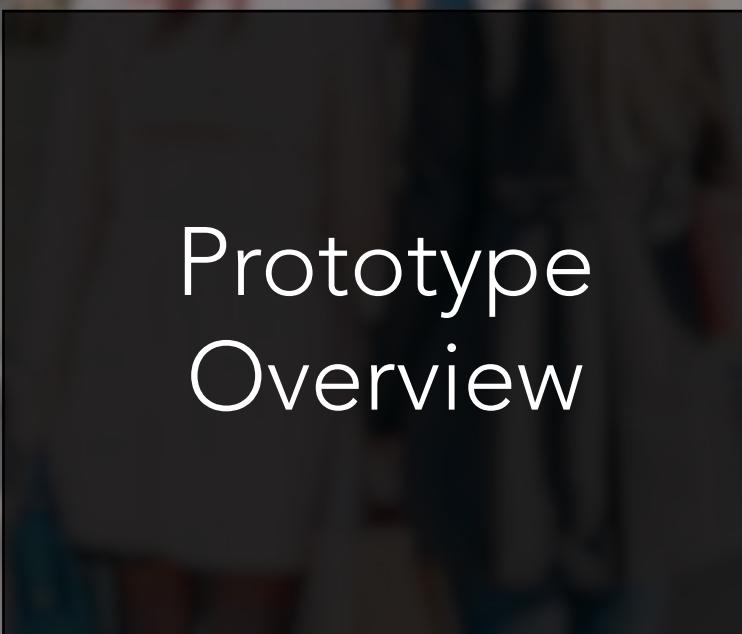
Tasks



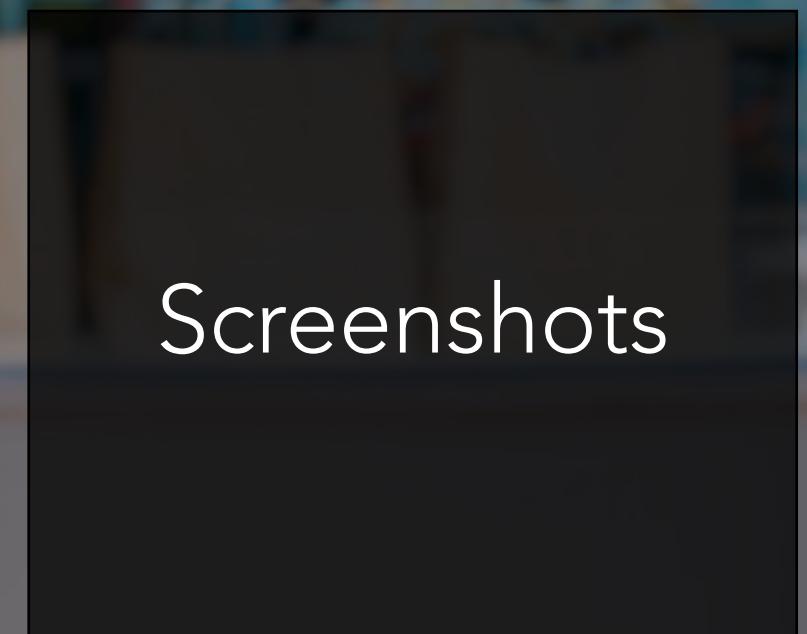
Design Changes



Med-Fi Task
Flows

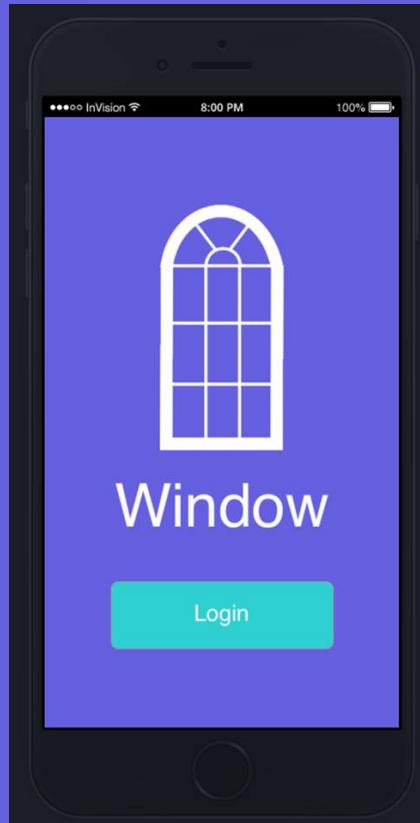


Prototype
Overview



Screenshots

Simple Task Flow



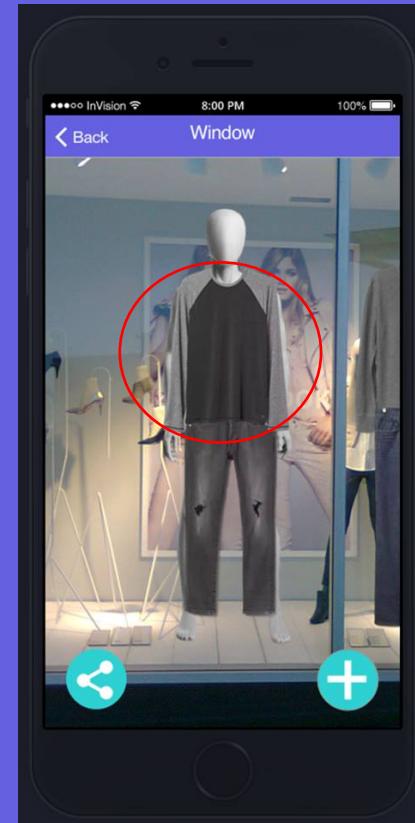
Login



Choose a
store



Start
shopping!



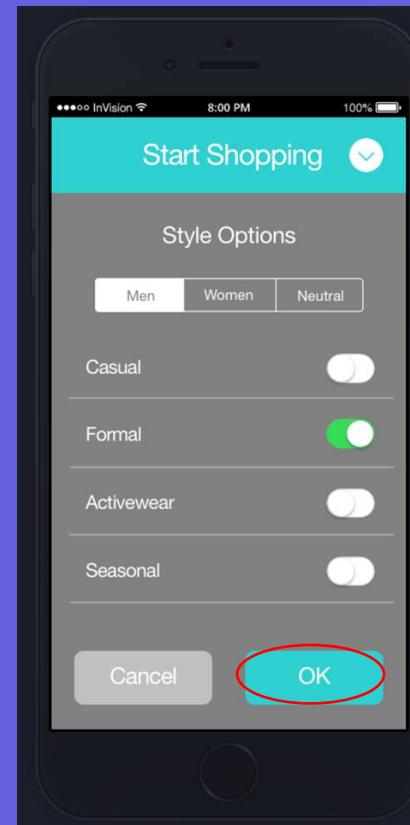
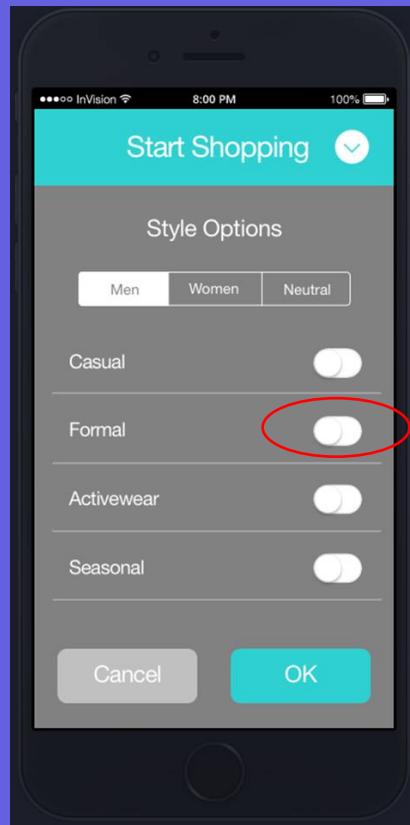
Tap on the
shirt



Explore
details



Moderate Task Flow



Click the up arrow

Select a style

Click "OK"

Tap on the shirt

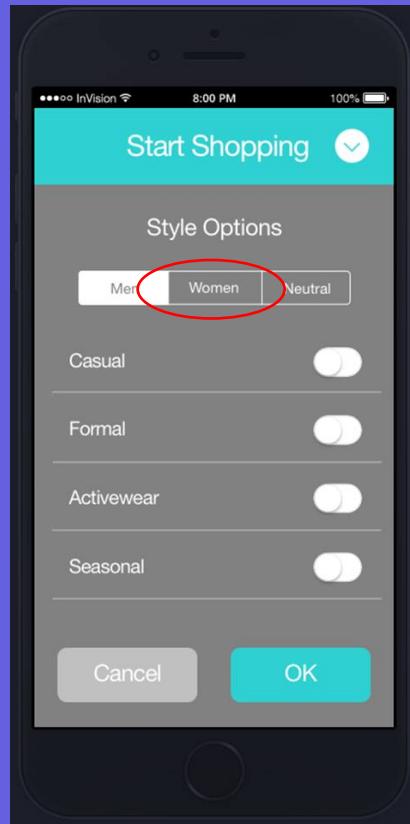
Check prices



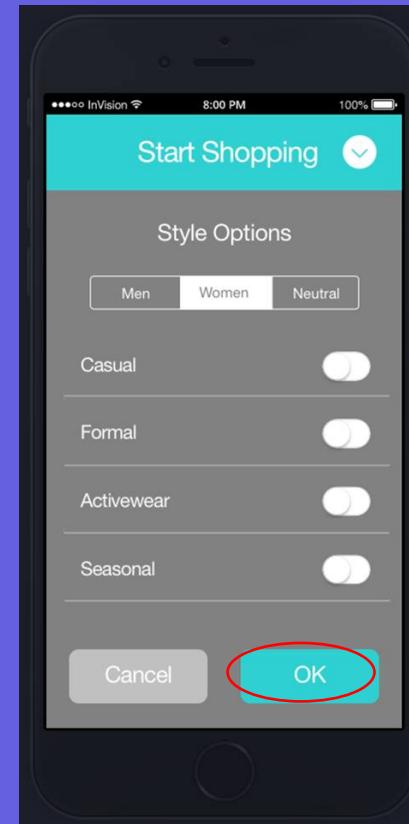
Complex Task Flow



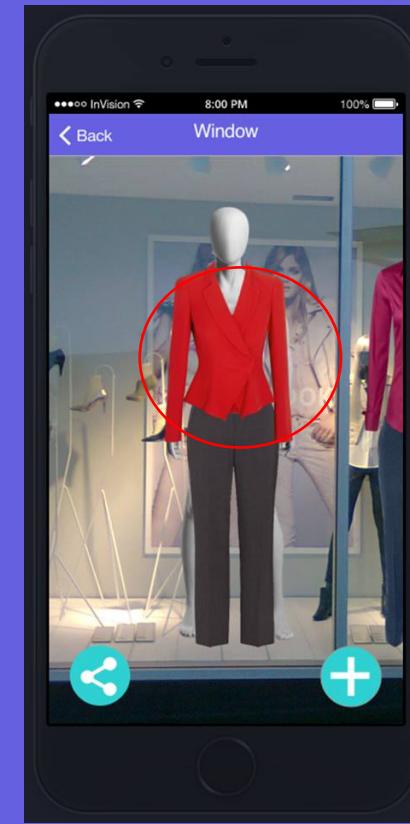
Click the up arrow



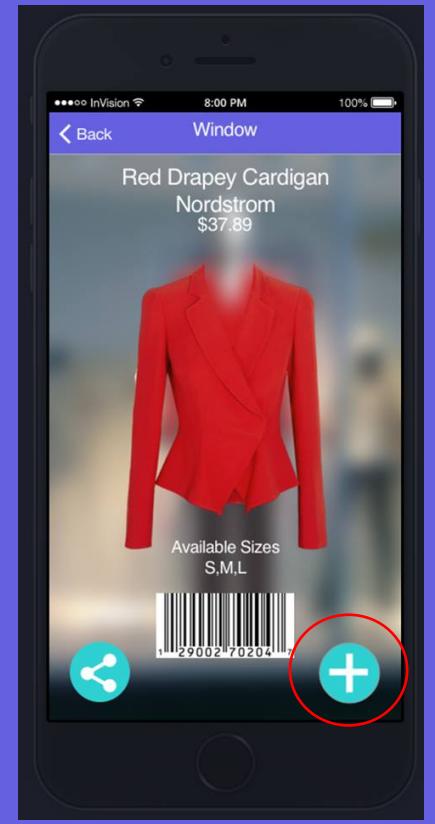
Select a gender



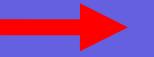
Click "OK"



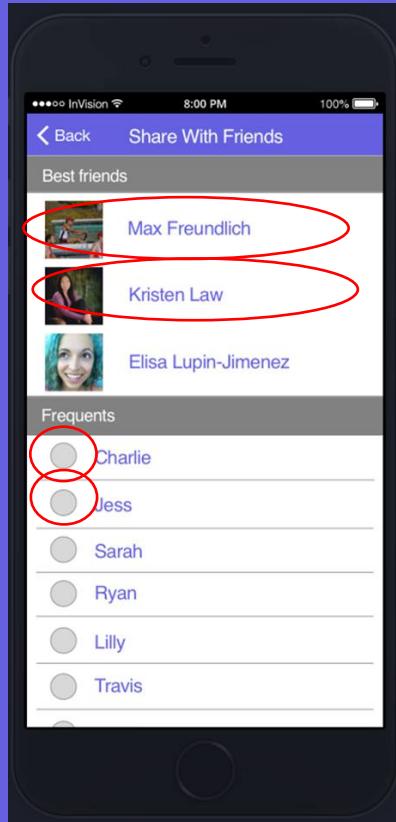
Tap on the shirt



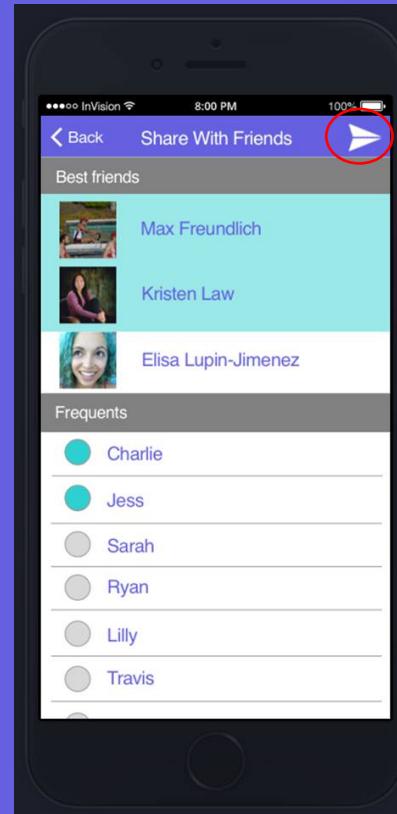
Click "Share"



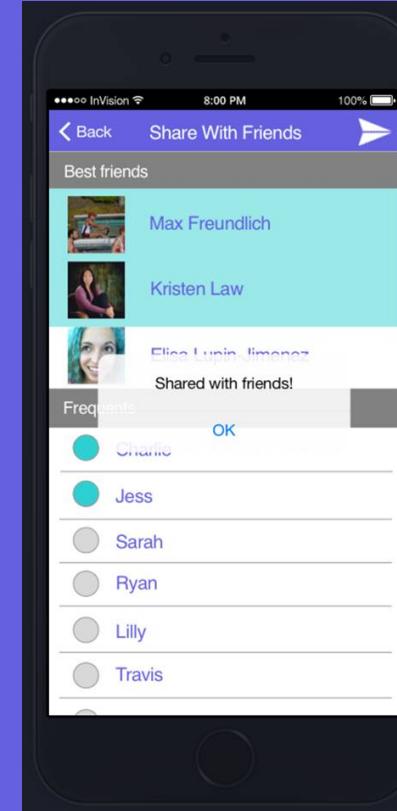
Complex Task Flow (cont.)



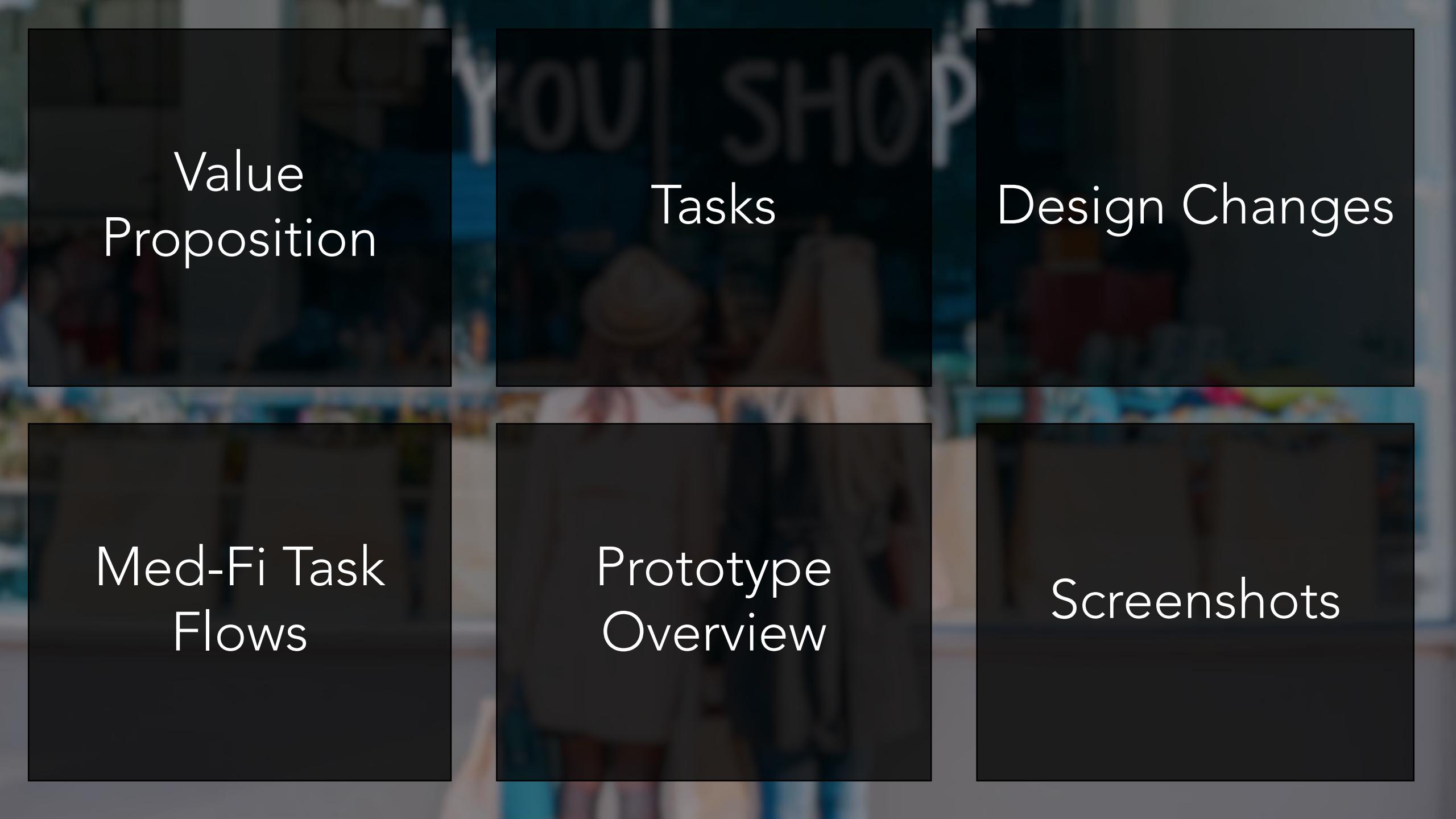
Choose
friends



Click
"Send"



Success!



Value
Proposition

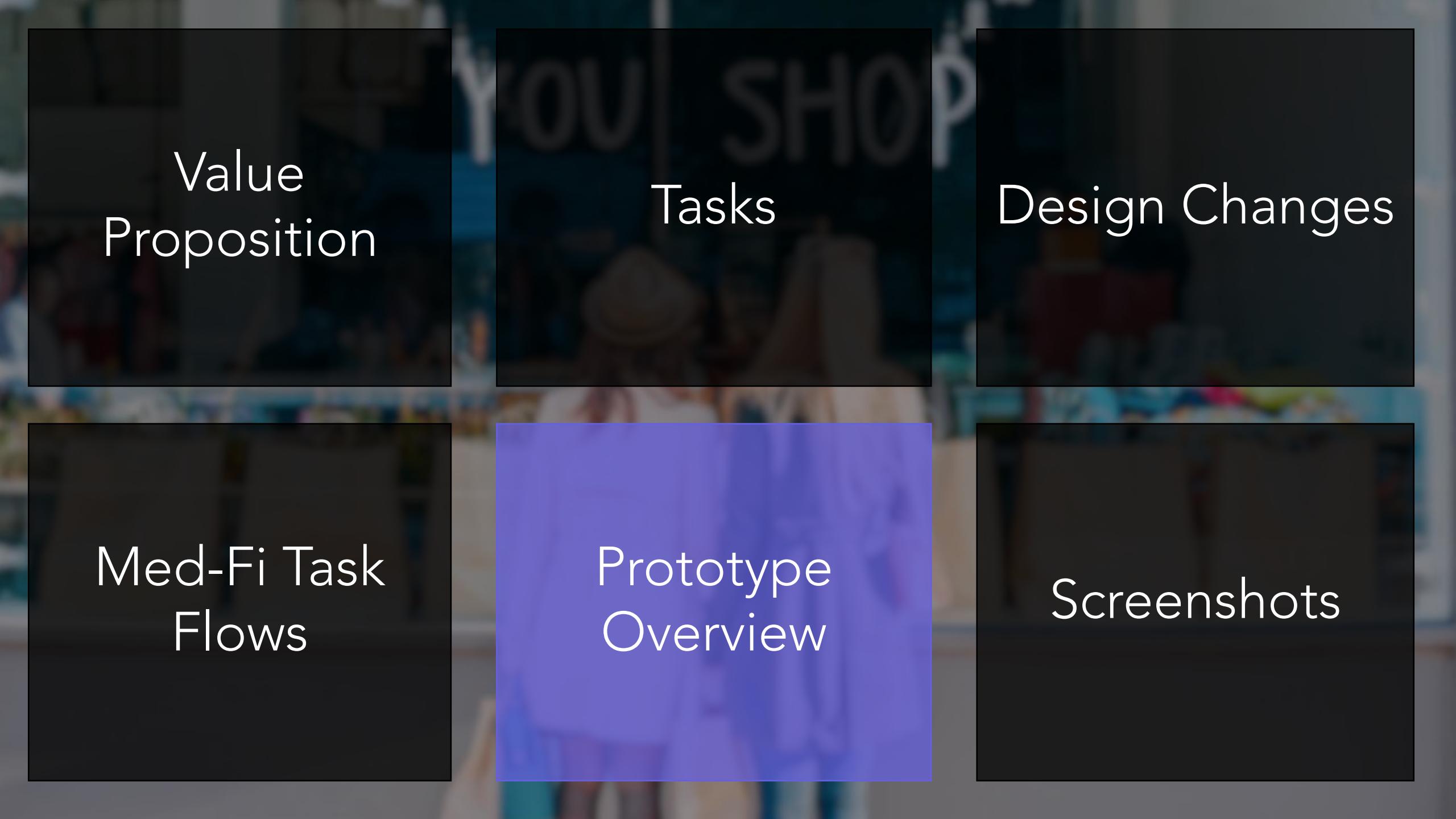
Tasks

Design Changes

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Prototyping Tools

- Sketch
 - iOS components
 - *Limited geometry*



- InVision
 - Collaboration
 - Workflow
 - *Limited motion*



Limitations

Limited sharing
options

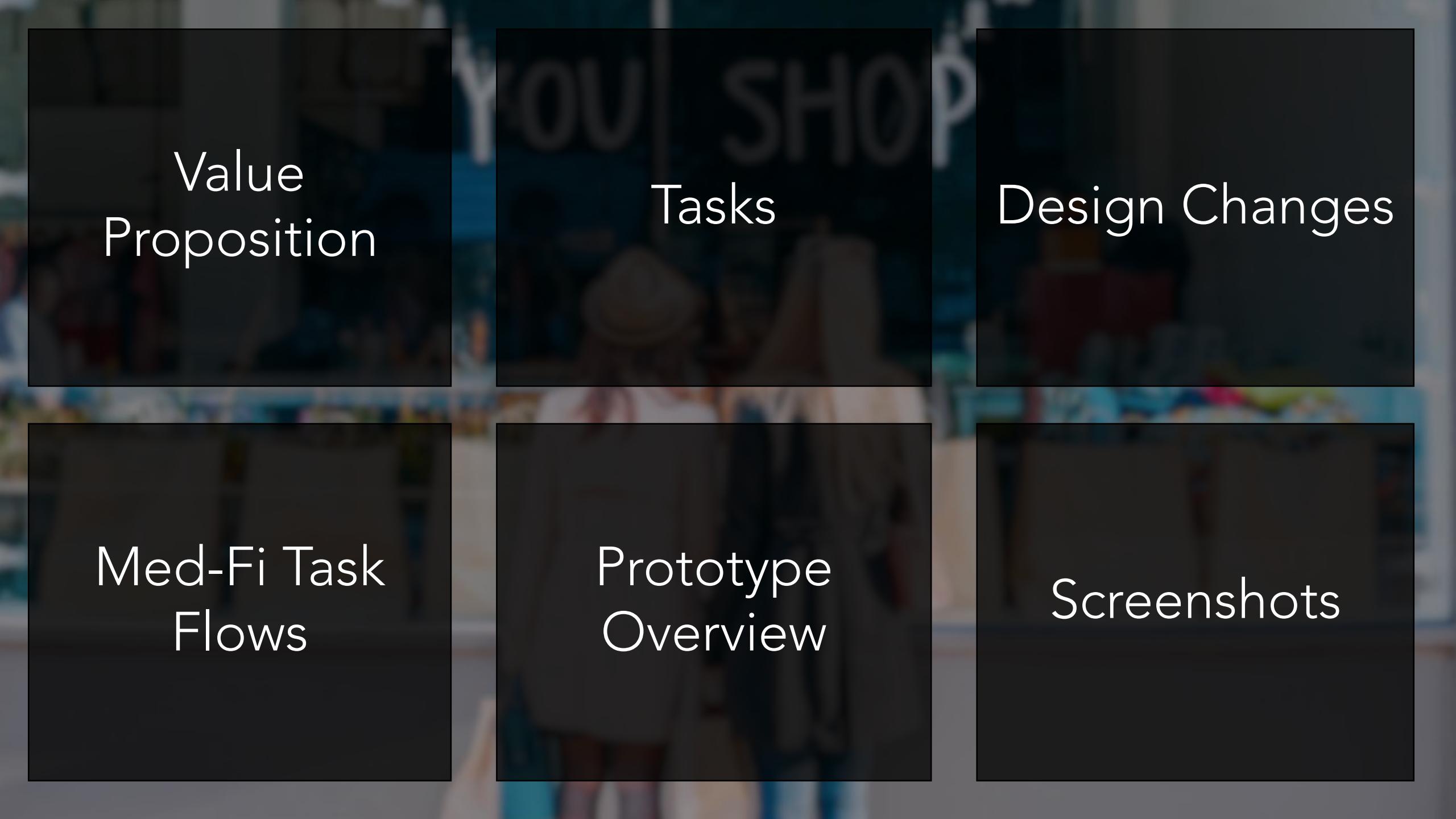
No swiping
mobility on
desktop

Not implementing
AR yet

“Wizard of Oz” Techniques

Still images in
place of AR-
enabled scene

“Custom fit” avatar
is fixed for now



Value
Proposition

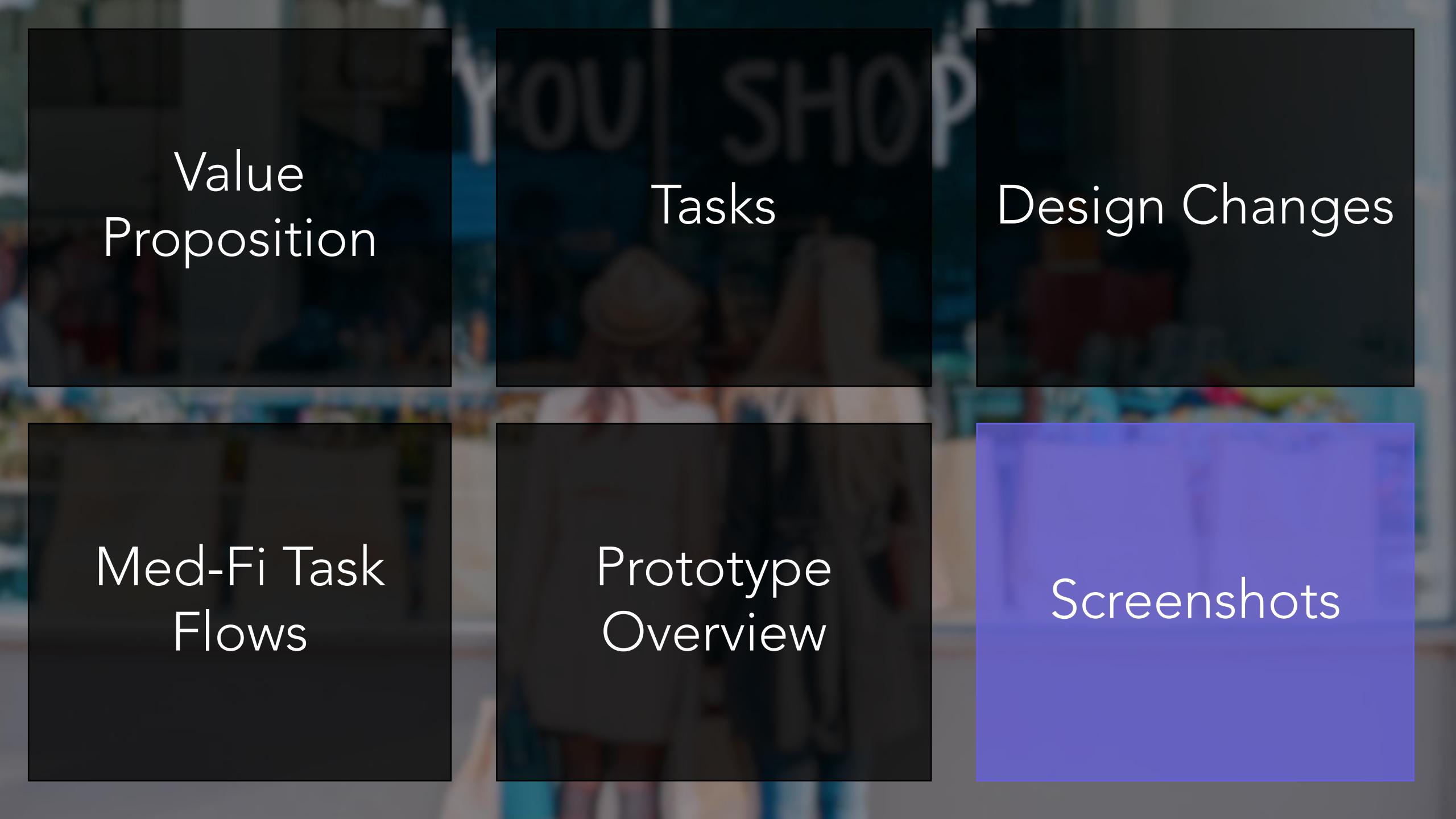
Tasks

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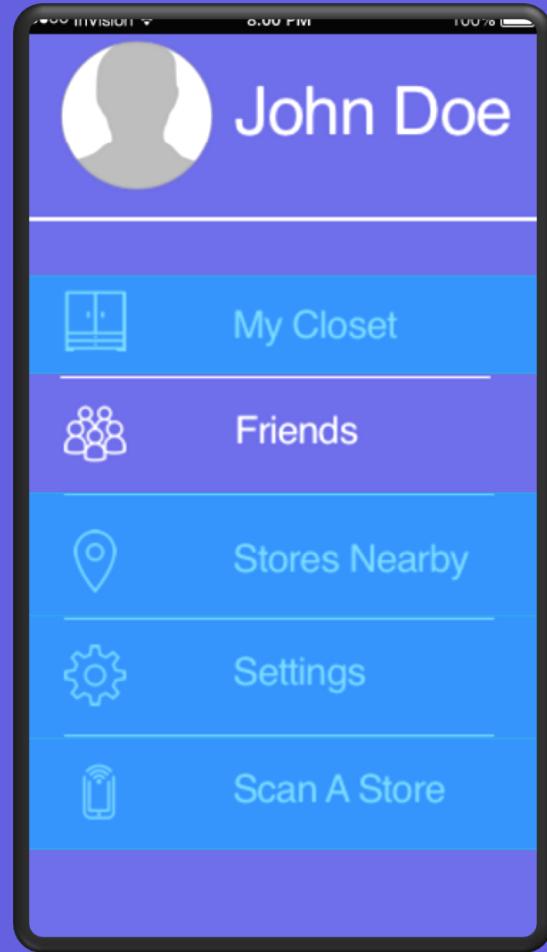
Med-Fi Task
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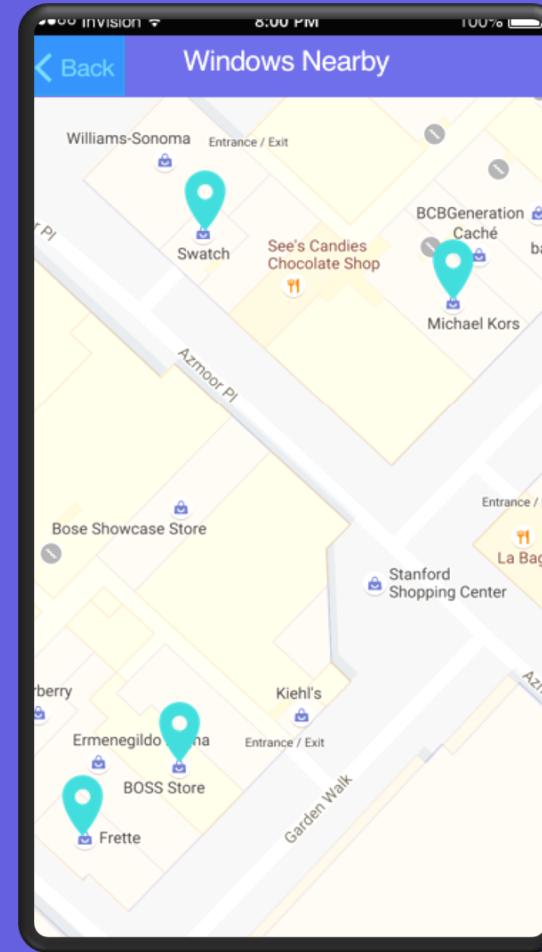
Screenshots

Additional Screenshots

Profile
Screen



Stores
Nearby



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 the soft-focus outlines of other people and city architecture, including brick buildings and traffic lights.

Questions?