CSCE 190

Assignment Name: Storyboard
Ominous Otters: CSCE 190-001 Group #

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Problem Statement:
It's not uncommon to hear complaints about the design of women's clothing, the most common grievance being that jeans in the same size from different brands don't fit. This creates an annoying guessing game of sizes when the measurements should be standardized. A database of jean sizes and their equivalencies across various brands will save time, effort, and tears in the dressing room.

Who Is Experiencing This Problem?
Women, or anyone that shops in the women's clothing section at big box retailers.

What Is The Problem?
Womens jean sizes have not been standardized across brands.

Where Does The Problem Present Itself?

The problem presents itself both in-store and online during shopping experiences.

Why Does It Matter?
The importance of finding a solution to this problem is to help women save time in finding the best fitted pants in common brands. This is a day to day problem that women have to experience when shopping for clothes. As there are only 24 hours in a day, time is a very precious thing to spend. Clothing manufacturers design womens' pants in all sorts of sizes due to the various differences in the women's body shape. There are many other reasons why it is extremely difficult to find the perfect fitted pants because over time the pants are designed under the influence of society, fashion trends, and money.

User Base

- people who buy women's pants
- Designers?
- online shoppers
- frustrated shoppers
- people without free time to try many things on
- significant others who are shopping
- anxious shoppers
- people without transportation^

Problems

- Brand and Sizing is hard
- Running out of time
- makes you spend more money buying pants that don't fit right
- pants shopping makes people feel nervous
- makes you waste time if you have to return pants
- Returns are sometimes charged and is a waste of money
- might not have access to the pants that fit you
- leaving empty handed because of frustration

Solutions

- general idea of sizing before going in
- people can enter their known size in a brand if they dont have acess to a measuring tape
- having profiles of brands that can be commented on
- users can crowd source what sizes and styles of pants across various brands are equivalent to each other
- Measurement comparison - with 1 brands and another etc
- measure yourself to be given sizes in each brand
- include international units of measurement
- shipping from different brands from around the world

Interface

- users can create profiles that other users can follow, helpful if they are the same size as you!
- Brand reviewing
- under brand profile it shows pictures of people wearing pants in your size
- pants based on your likes (you can like pants btw)
- brand rating system
- shown availably in stores
- if a brand has a bad rating it gets shown as not recommended
- main feed on homepage showing pants that are in your size

user base

Problems

solutions

Interface

people that have recently lost or gained weight and dont know their size

international size conversion

advertising??? might effect how many people use the app? is it morally correct? is it capitalism not being a vibe?

price range filter

filter based on style of pants

showing jeans that are similar to the ones you are looking at

trying to make the app free

how does shipping work?