

# User Base

# Problems

# Solutions

# Interface

people who buy women's pants

Designers?

Brand and Sizing is hard

Running out of time

general idea of sizing before going in

people can enter their known size in a brand if they don't have access to a measuring tape

users can create profiles that other users can follow, helpful if they are the same size as you!

Brand reviewing

online shoppers

frustrated shoppers

makes you spend more money buying pants that don't fit right

pants shopping makes people feel nervous

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

under brand profile it shows pictures of people wearing pants in your size

pants based on your likes (you can like pants btw)

people without free time to try many things on

significant others who are shopping

makes you waste time if you have to return pants

Returns are sometimes charged and is a waste of money

Measurement comparison - with 1 brand and another etc

measure yourself to be given sizes in each brand

brand rating system

shown available in stores

anxious shoppers

people without transportation

might not have access to the pants that fit you

leaving empty handed because of frustration

include international units of measurement

shipping from different brands from around the world

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

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

# Problems

# solutions

international  
size  
conversion

# Interface

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?