

## Fashion Design App Concept

Fall 2020 | UX & Product Design

A mobile app that helps women shop online with personalized recommendations and crowdsourced reviews for the best fit.

### Role

UX Researcher & Designer

### Duration

4 months

### Tools Used

Figma, Google Drive, Zoom

### Scope

Competitive Analysis, User Interviews, Persona & Scenario Building, User Research, User Flows, Wireframing, Interaction Design

## Problem

Online shopping and in-person shopping can be difficult. Compounded with the current pandemic that is restricting safe methods of shopping in-person, this issue becomes even more difficult to find clothes that best fits each user. Often times, articles of clothing have the tendency to look different than what is shown on a website or on a mannequin, challenging many individuals in need of finding something that best fits their specific needs. Every woman has a different body type. A garment may be a nice fit on someone who is a size 6 but may not be for someone who is a size 10. This can be difficult to detect based solely on seeing a picture of a model.

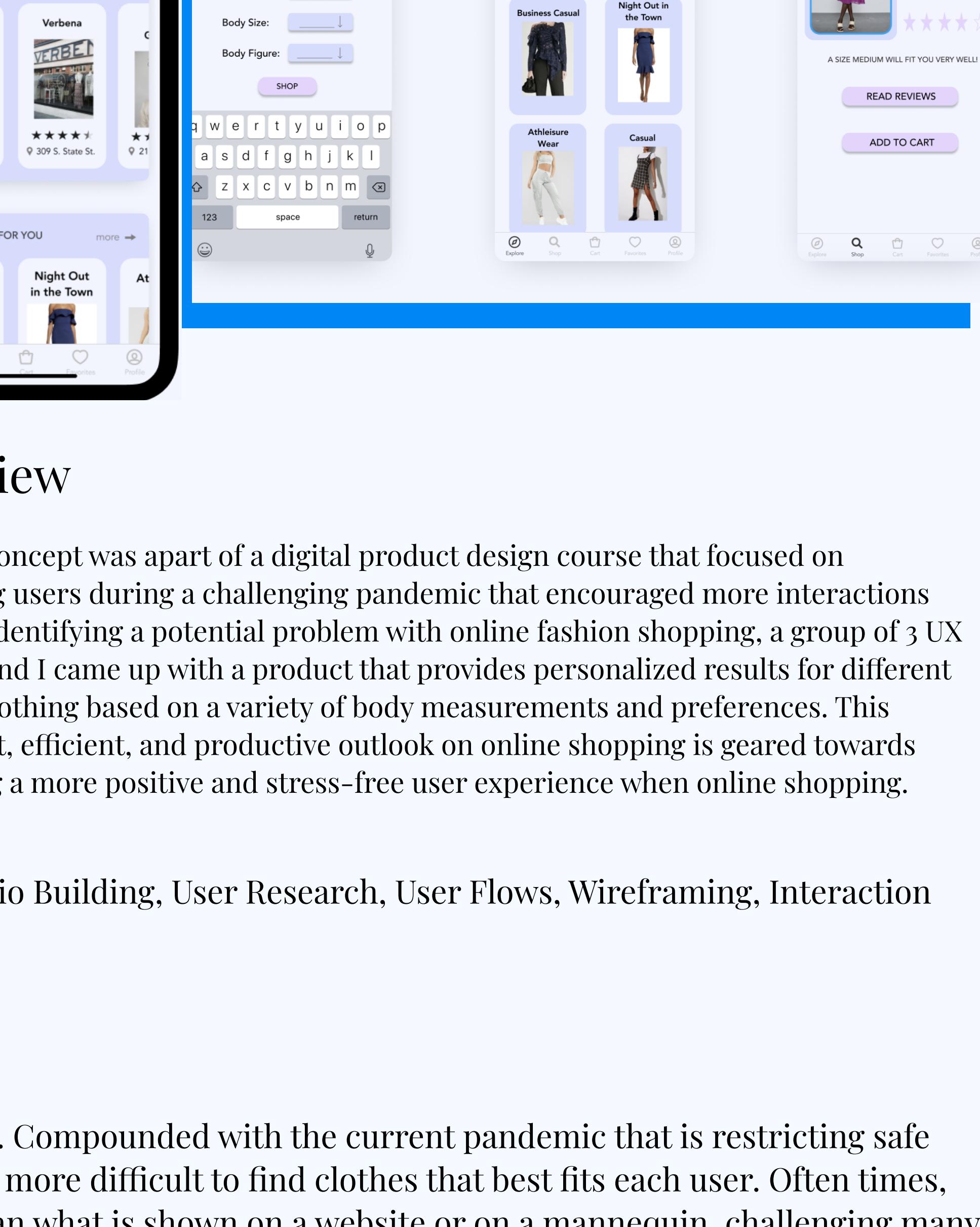
This on-going occurrence results in a lack of body positivity and self-confidence for many women, especially for those who struggle to find clothing for their body type. Our team is inspired by this ongoing issue and aspires to design an interactive app that is targeted towards young and middle aged women who struggle to find outfits that best fit their body. Whether women are looking for clothes to wear to work, to go out at night, or just for casual/leisure wear, our intention is to personalize outfits for individuals that will look flattering and match their bodies. Our app focuses on creating a space where women feel comfortable, excited, and motivated to look for clothing that not only is flattering to their body type but also promote positivity and accessibility for specific needs and occasions.

To solve this issue, a group of 4 UX students conducted user research to create an interactive high-fidelity prototype that provides personalized options for users interested in shopping in a safer and more convenient environment.

## Research

### Competitive Analysis

Starting the research process, the competitive analysis research helped to outline the type of services already on the market for women interested in shopping based on their personalized needs. This research also allowed us to see the variety of ways these products have attempted to solve the problem from different angles. Ultimately, the competitive analysis helped us determine the type of features that we want to include within our app and how it can help serve our mission to promote body positivity and reduce the amount of stress from online shopping.



### Overview

This app concept was part of a digital product design course that focused on supporting users during a challenging pandemic that encouraged more interactions virtually. Identifying a potential problem with online fashion shopping, a group of 3 UX students and I came up with a product that provides personalized results for different items of clothing based on a variety of body measurements and preferences. This convenient, efficient, and productive outlook on online shopping is geared towards generating a more positive and stress-free user experience when online shopping.

### Research

#### Competitive Analysis

		Interaction Design Product Analysis	Competitive Wardrobe Website	The HUNT	Instacart
	XXX	PS Dept	Hunt	The Concept Wardrobe	Instacart
Platform Features	Current Product	Direct Competitor	Tier 2 Competitor	Indirect Competitor	Analogous Competitor
Personalization	Personal Stylist that converses with a user and recommends clothing based off of what they want	No	No	No	No
Reviews of Products				Yes; Users are able to comment below on each post.	No
User-Interaction System		Partially; users can see each other's product recommendations	Partially; users can see each other's product recommendations	Partially; You can see what other users have also purchased under each product	
Commerce Integration	ability to buy the product in the conversation with the personal shopper	Yes; can be from vendor link or directly on its marketplace	No; Provides a section for different style types but does not have commerce integration	No; Provides a section for different style types but does not have commerce integration	Yes; ability to select items for purchase and delivery

### User Interviews

I interviewed three women across the United States to learn about their experience and perspective on online shopping. Overall, the interviews provided insight into how people addressed the recent pivot to online shopping and how that changed their perspective on the experience.

Based on the interviews, it seems that three main themes were present throughout the online shopping experience:

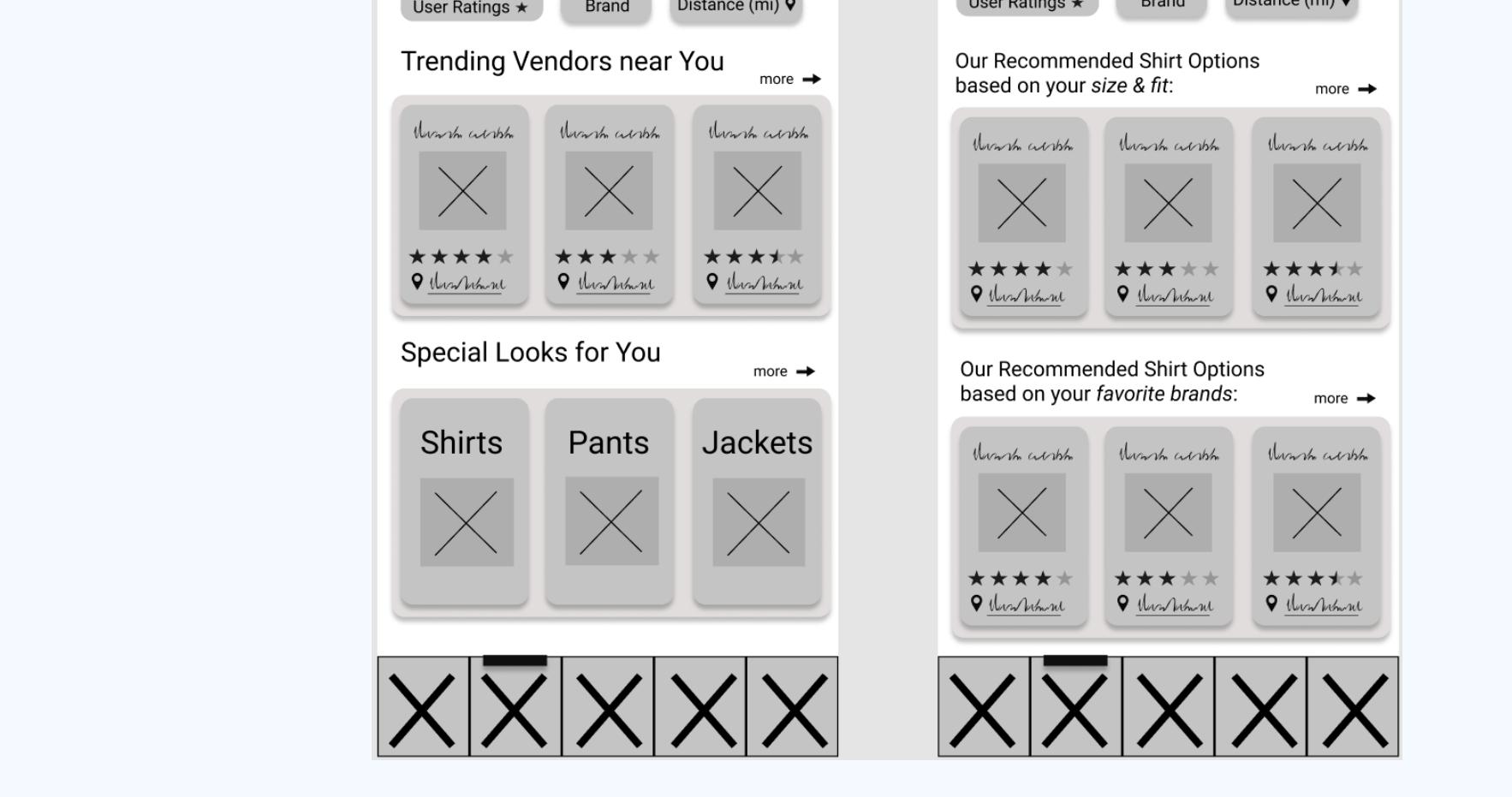
1. The biggest challenge for users shopping online is finding clothes that fit appropriately and accurately, based on their body type and size.
2. Participants find filters useful only when looking for a specific product that they already have in mind.
3. The top factors that influenced participants' decisions to purchase an item online is price, website usability, brand, and the overall aesthetics of the product.

These insights helped guide the development of the personas & scenarios for our typical user group, as well as, secondary (or nontraditional) user.

### Personas & Scenarios

#### Personas

To better visualize the user frustrations that were represented from the collective interviews, our group created 4 personas (3 primary and 1 secondary). These personas helped guide our initial brainstorming and user flows as we began to prototype for our product.



### Scenarios

After visualizing our different user groups, we outlined a series of scenarios that helped us better understand how users navigate challenges with online shopping. By looking at their goals, needs and frustrations, we were able to delve deeper into the process of online shopping and provided insight onto what features would help alleviate frustrations that occurred during each scenario.

### Interaction Design

#### Sketching

I brainstormed over 40 different ideas that centered around the concept of personalized fashion options. Some sketches did not reflect the current environment given the pandemic but were general concept to better highlight what features would be beneficial to include in our final ideation.



### Paper Prototyping & Wireframing

As each team member was in a remote environment due to Covid-19, each team member choose a page from the app to paper prototype and wireframe. I prototyped the explore page, which included trending vendors and special looks for you. Throughout each step, the product went through a series of critiques and feedback sessions, which were incorporated into each design as we further iterated towards the hi-fi prototype.

### 1st iteration: Paper Prototype



### Final Design

Once completed, all of the designs were compiled and a style guide was created to develop the final prototype. This product incorporated the different frustrations that were highlighted throughout the user research while promoting body positivity to all users who interact with the platform. You can navigate through the Figma hi-fi prototype here

### Takeaways

A major takeaway from this project was the challenges of creating a comprehensive and detailed product within a tight timeline. Although this project lasted over the duration of four months, we only had one month to create an interactive design, following our extensive user research. User feedback was key in this design and in future projects, I hope to further incorporate user feedback throughout the interactive design process. This project challenged my creativity and problem-solving skills but was rewarding and very enjoyable.

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