

Amber Lim  
amberlim@g.ucla.edu

Nathan Dhami  
nitindhami@g.ucla.edu

Cody Lejang  
codylejang@gmail.com

Melody Myae  
melodyazhao@g.ucla.edu

# User Research

We created a survey to learn more about user’s getting ready, organizing, and shopping habits. We received 46 survey responses and conducted 12 additional semi-structured interviews to better understand users’ needs, preferences, and challenges.

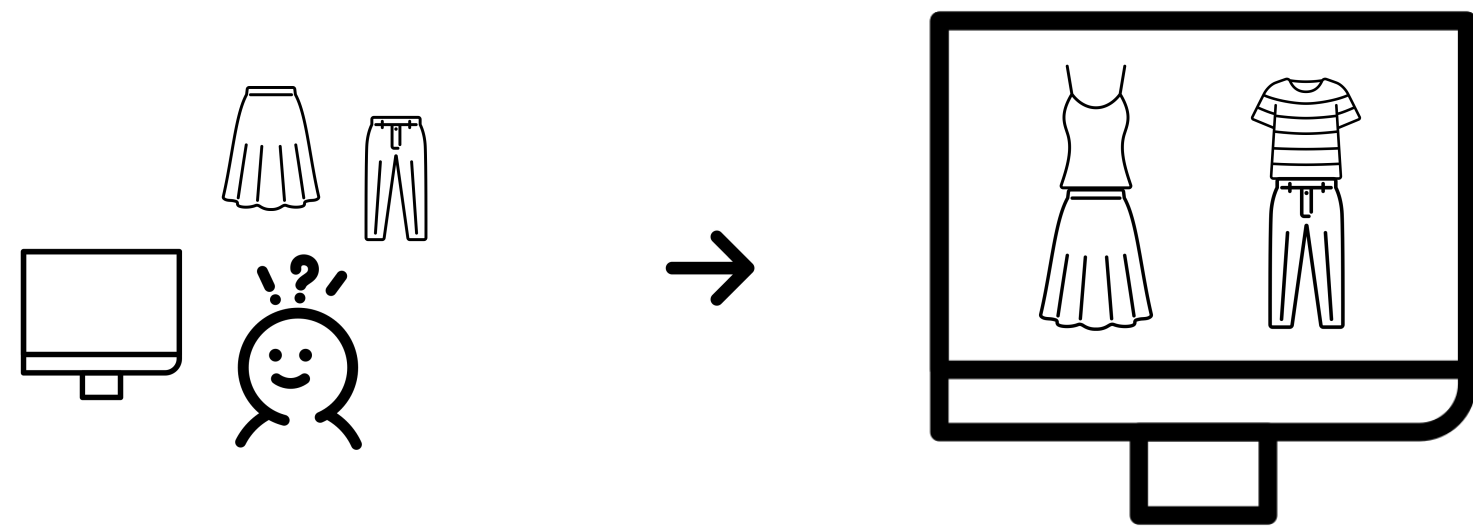
## Problem Statement

When **getting ready** or **shopping** for clothes, people often feel **overwhelmed** or **indecisive**, and they want a stress-free way to **visualize**, **plan**, and **organize** outfits in a digital space that brings **clarity** and **confidence** to their wardrobe decisions.

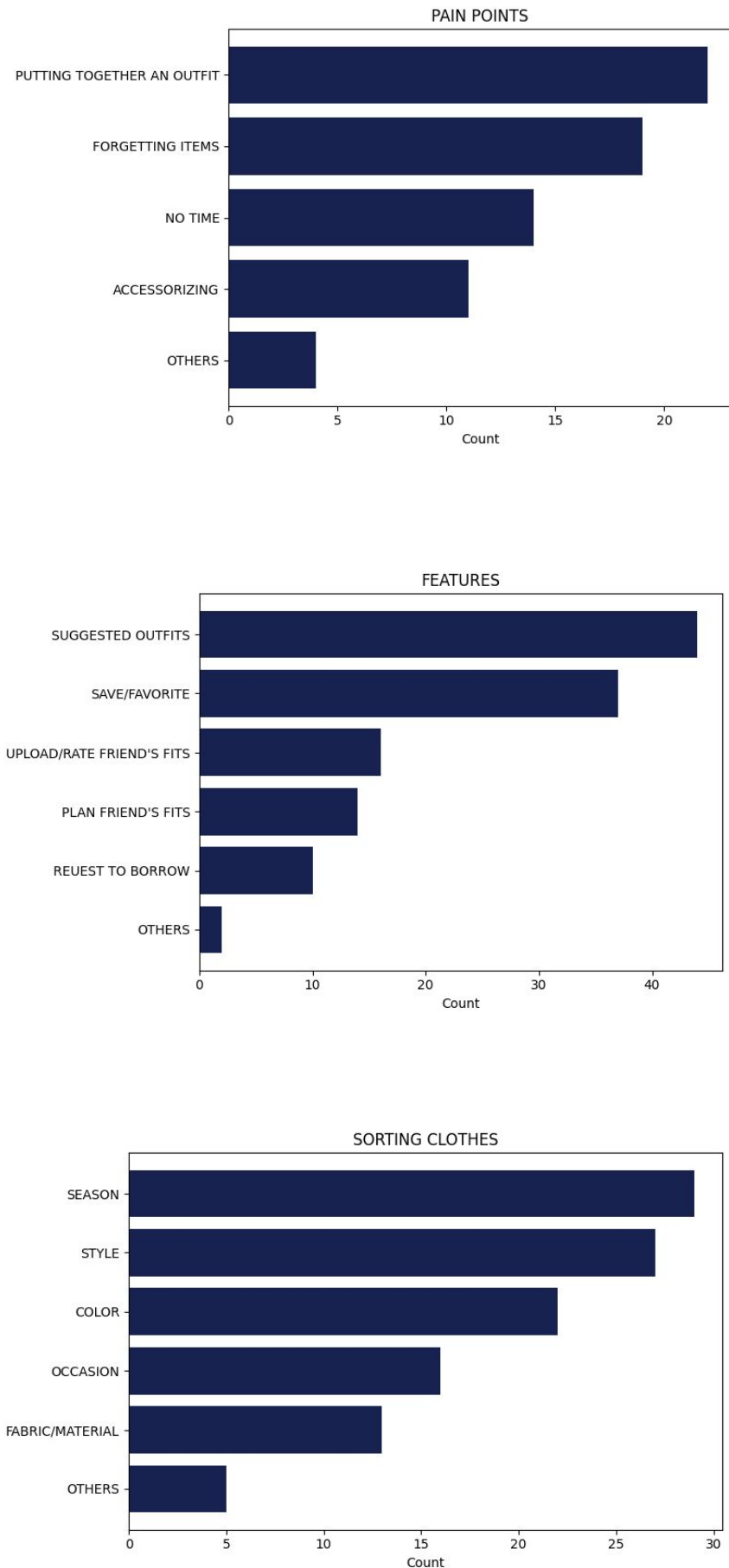
## Personas

- Fashion Lover, Always Busy
- Loves styling outfits but has a packed schedule
  - Needs a quick way to build and save outfits for days or events in advance
- Practical Dresser
- Doesn’t care much trends but wants to make sure their outfits are sensible
  - Values organization and reliable pre-saved outfit choices

## Example Scenario: Online Shopping



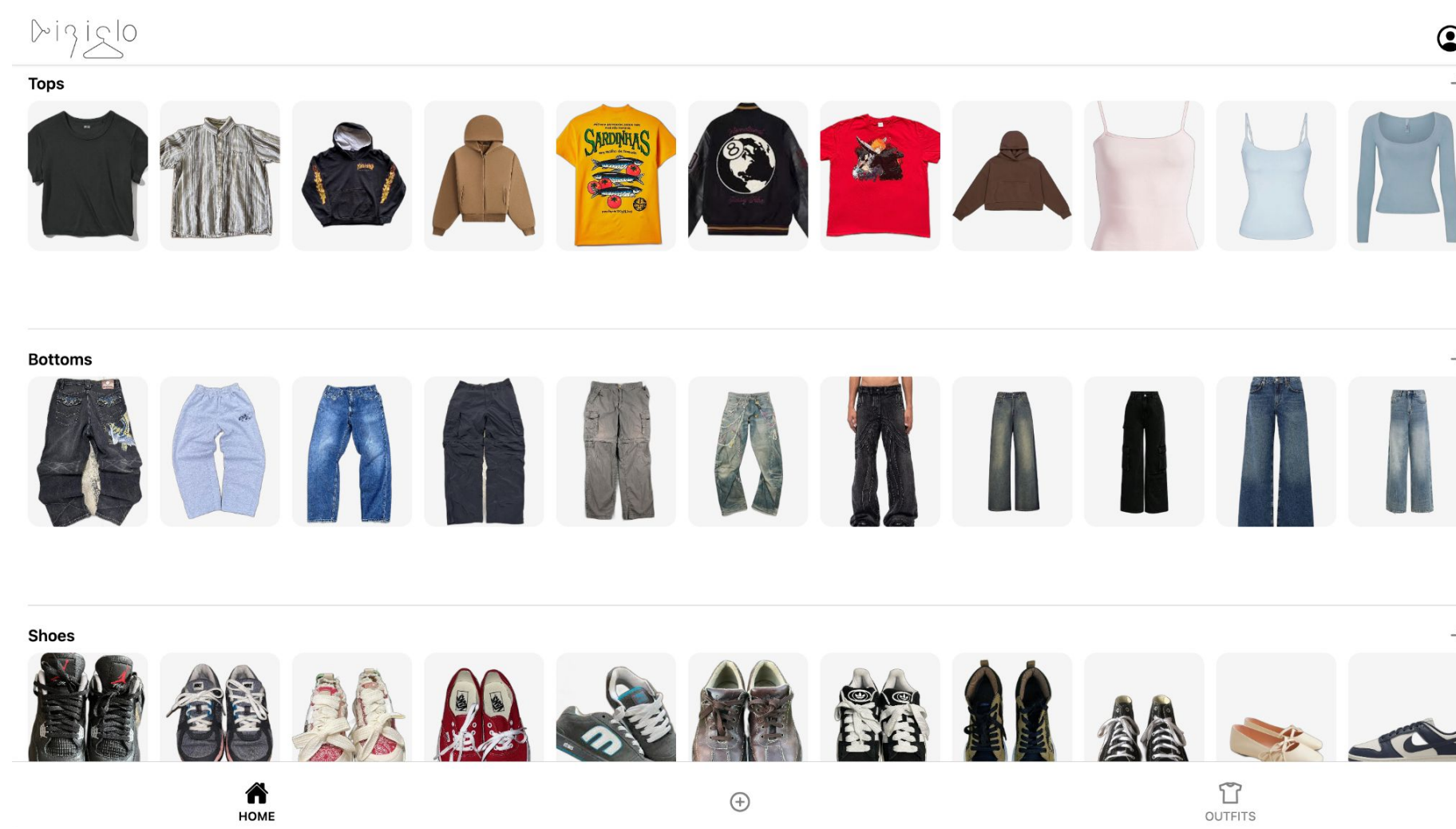
Users shopping online for new bottoms are unsure if they’d actually wear them. They upload the new clothes to their Digital Closet, then mix and match with tops they already own to visualize potential outfits and make more confident purchase decisions.



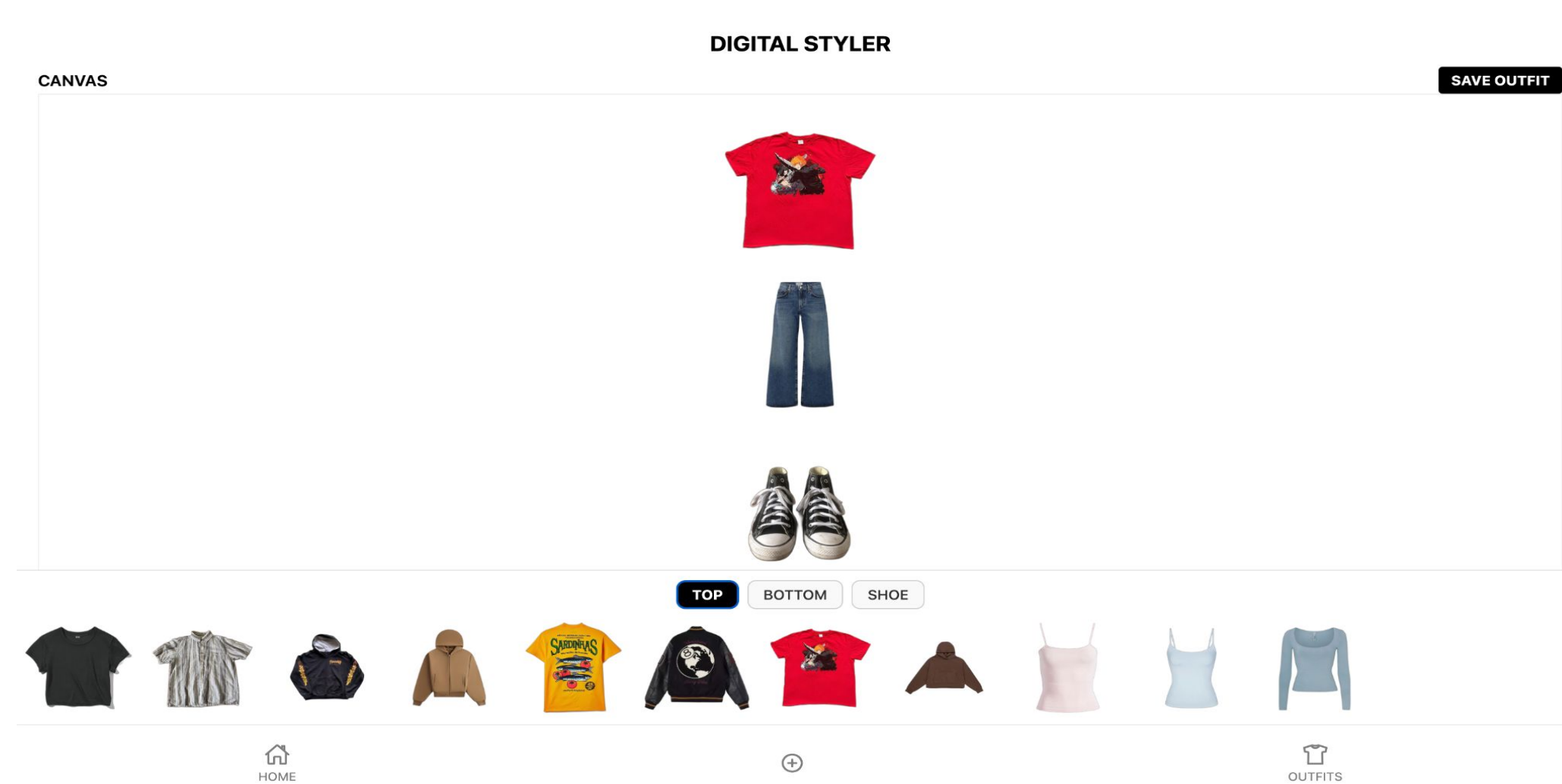
# Overview

We introduce DigiClo, a digital closet system designed to help users visualize, organize, and plan their outfits more efficiently. It supports both wardrobe management and clothes/outfit visualization through an intuitive interface that supports image uploads and auto category tagging. Users can explore mix-and-match options within their online closet to plan outfits for events or everyday wear.

## Home Page: Closet View



## Create Outfit: Combine & Save Looks



# Evaluation Results

After developing the app to its current state, we conducted 12 new user evaluation to identify pain points, gather feedback on the interface and features, and uncover opportunities for improving user experience.

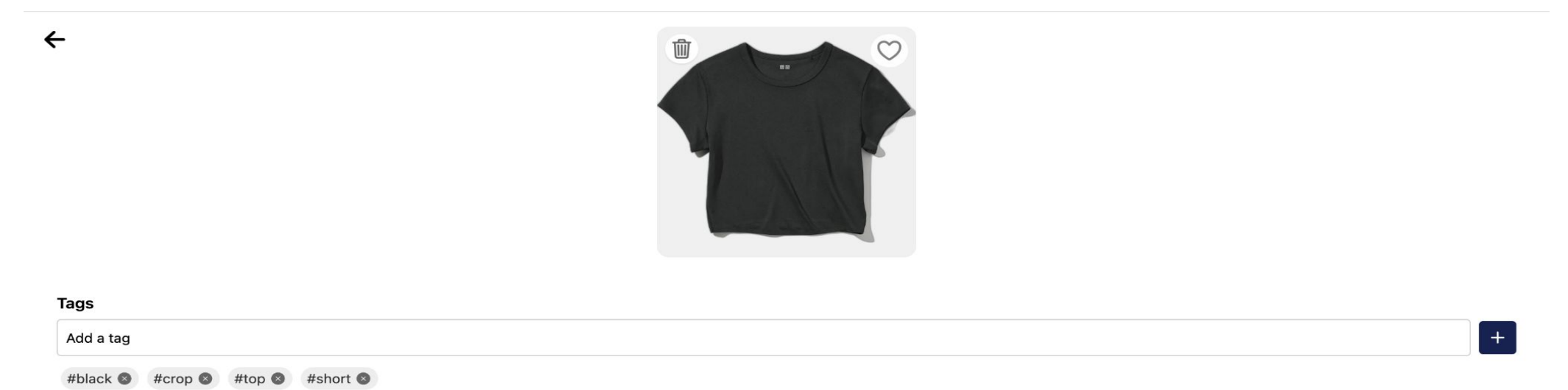
## Evaluator Comments

- Users found the interface clean, intuitive, and easy to navigate
- The automatic tagging of clothing items was generally accurate and helpful for organization
- Users enjoyed the ability to create and save outfits for ease of planning

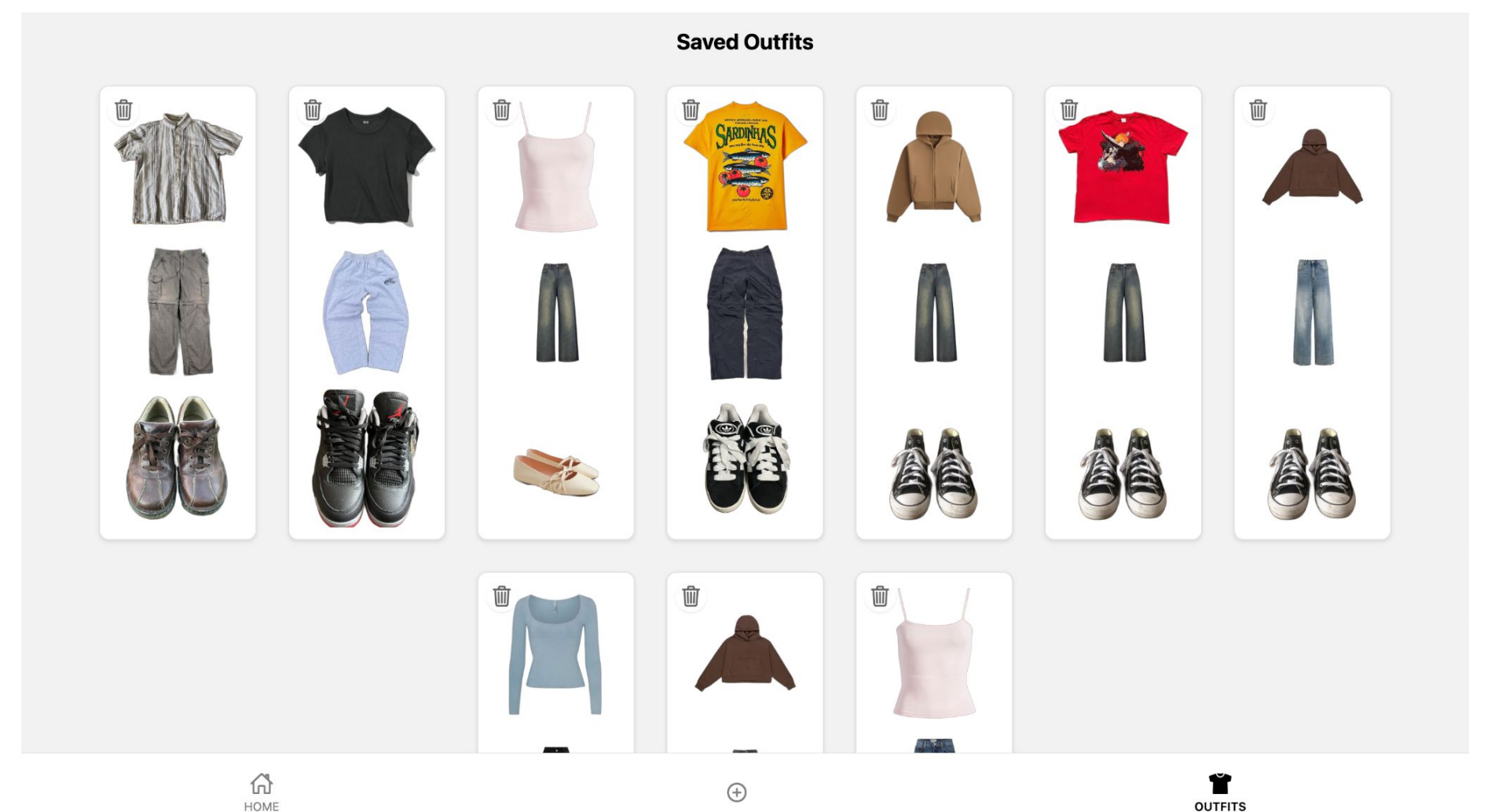
## Future Directions

- Mobile compatability
- Recommendation system that suggests outfits for specific events
- Social aspect: viewing friends’ outfits, leave ratings or comments
- Incorporate a customizable avatar for better visualization

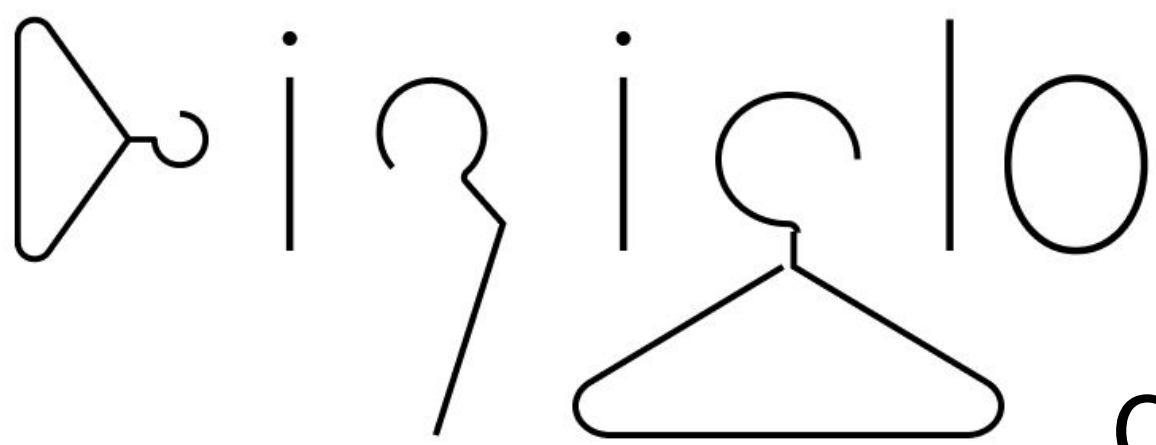
## Item Detail: View, Tag, and Favorite



## Saved Outfits: Browse Created Looks







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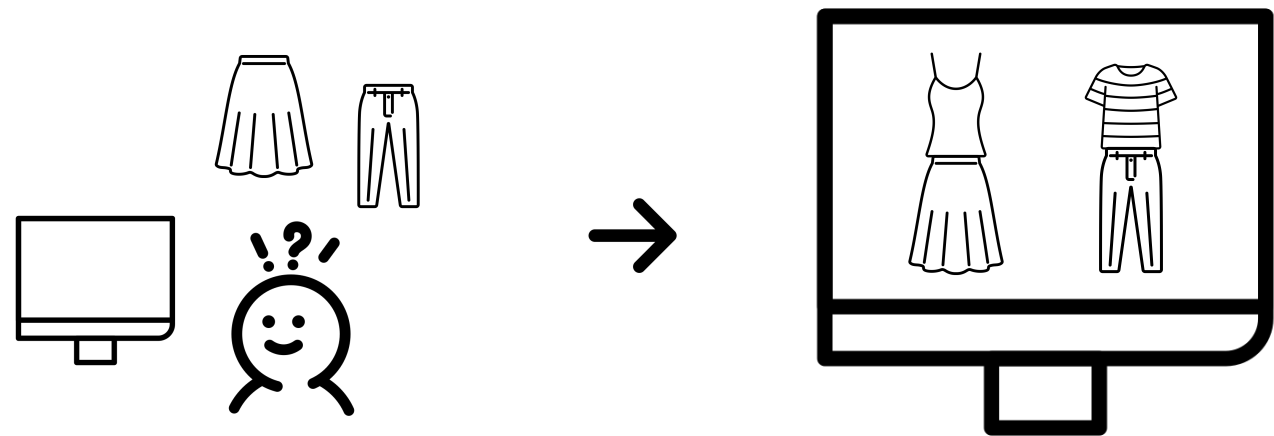
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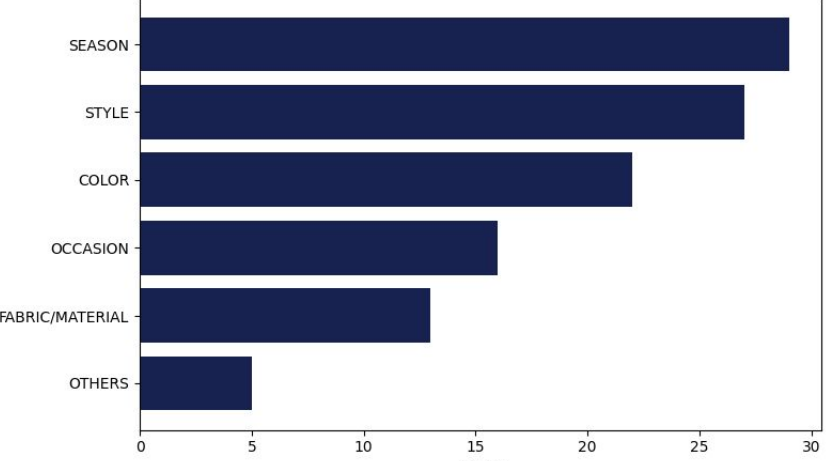
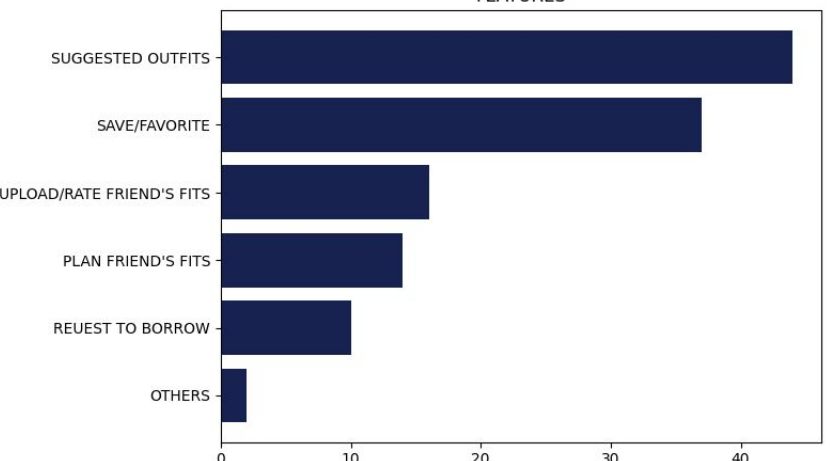
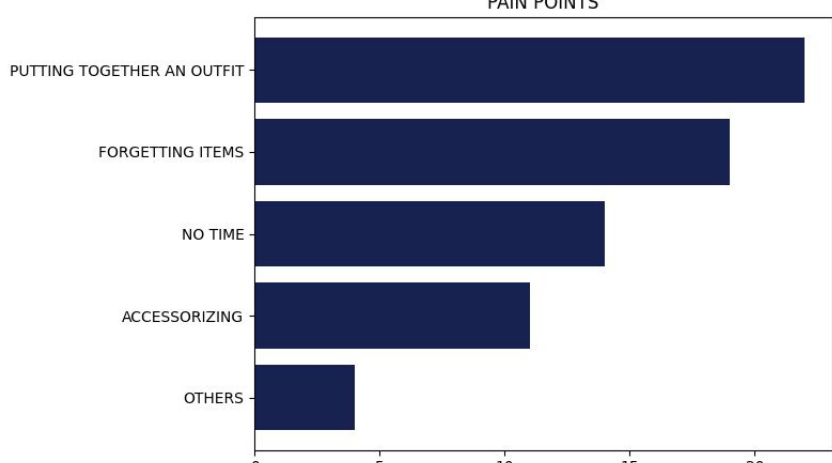
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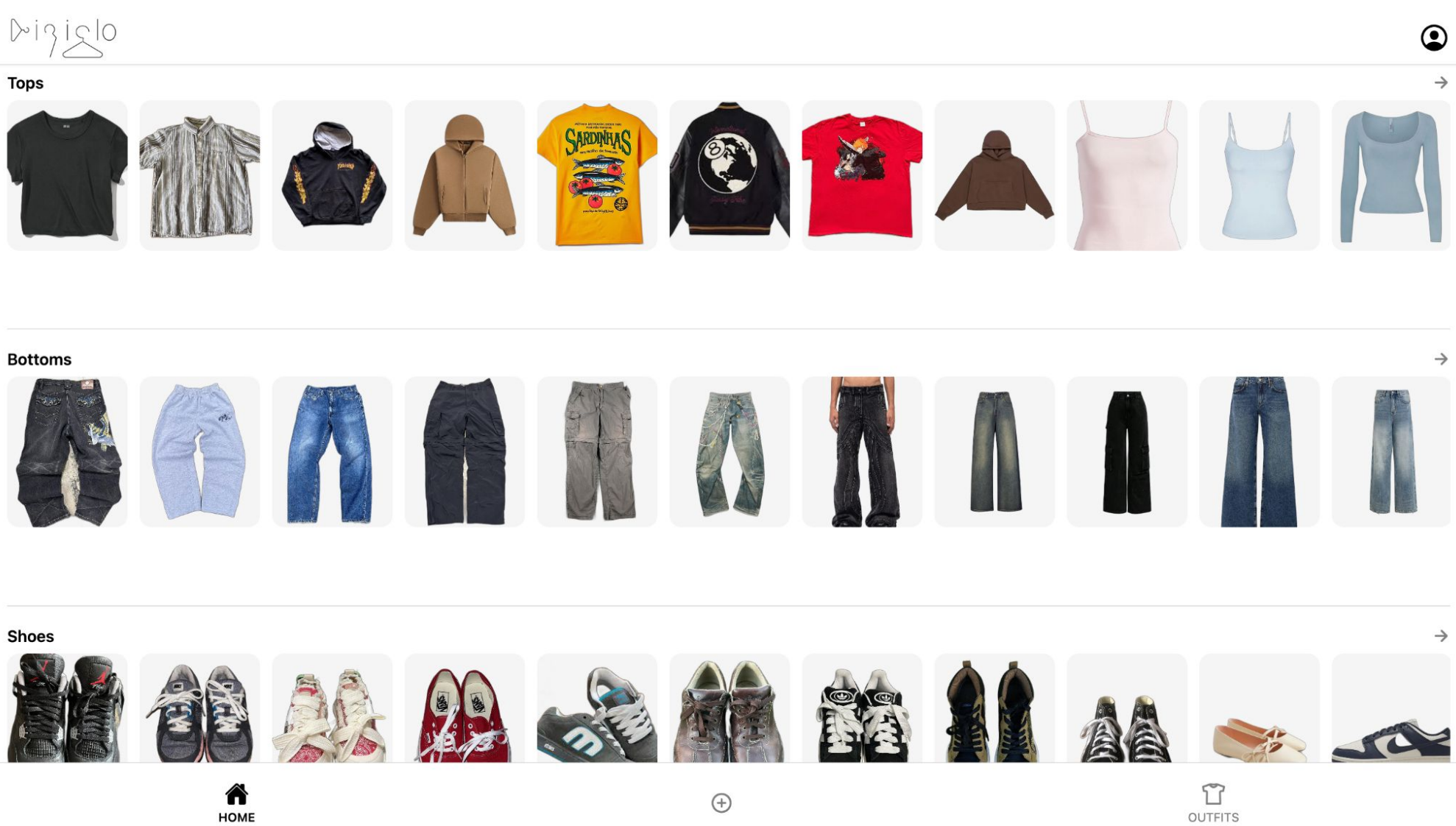
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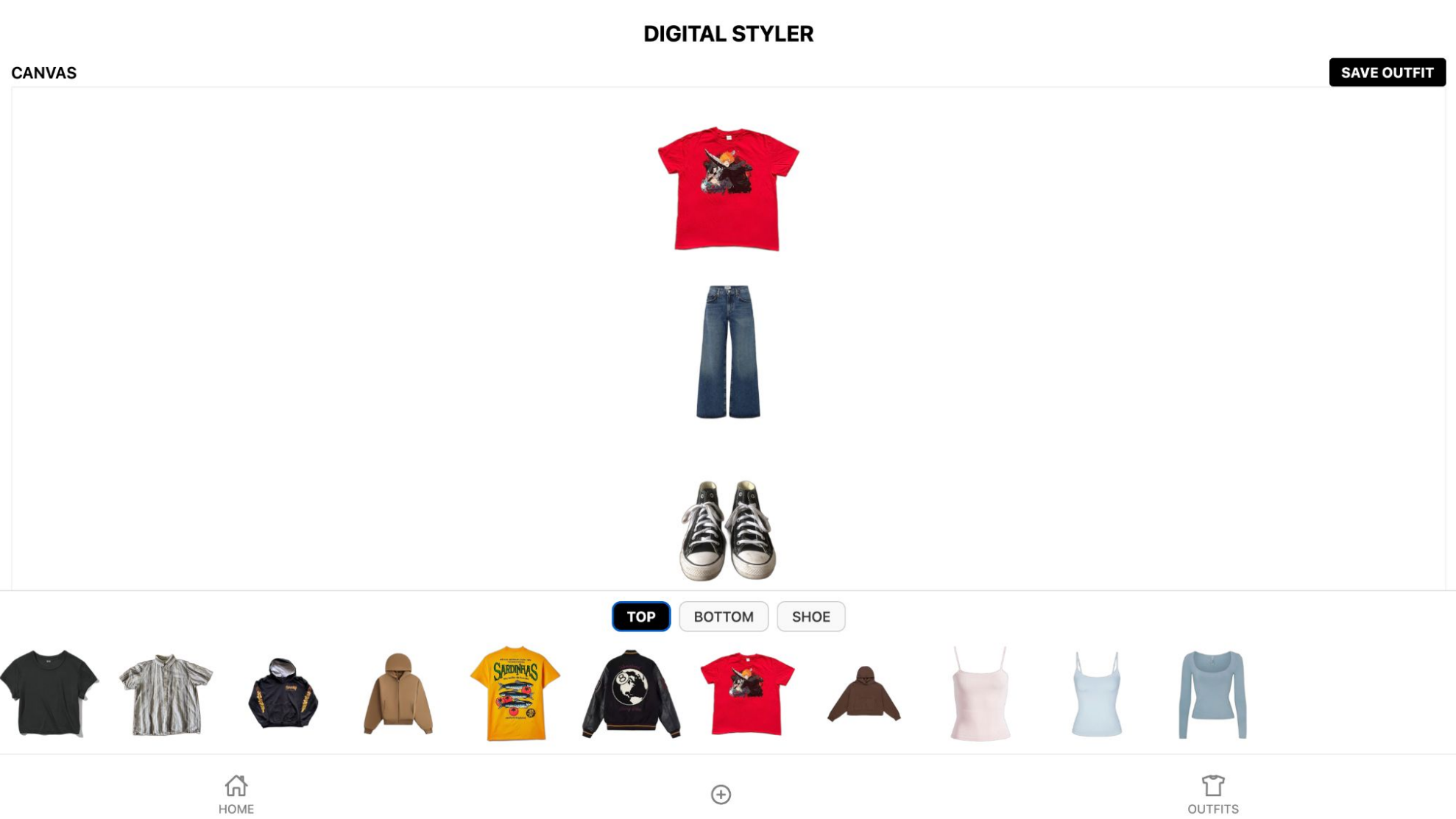
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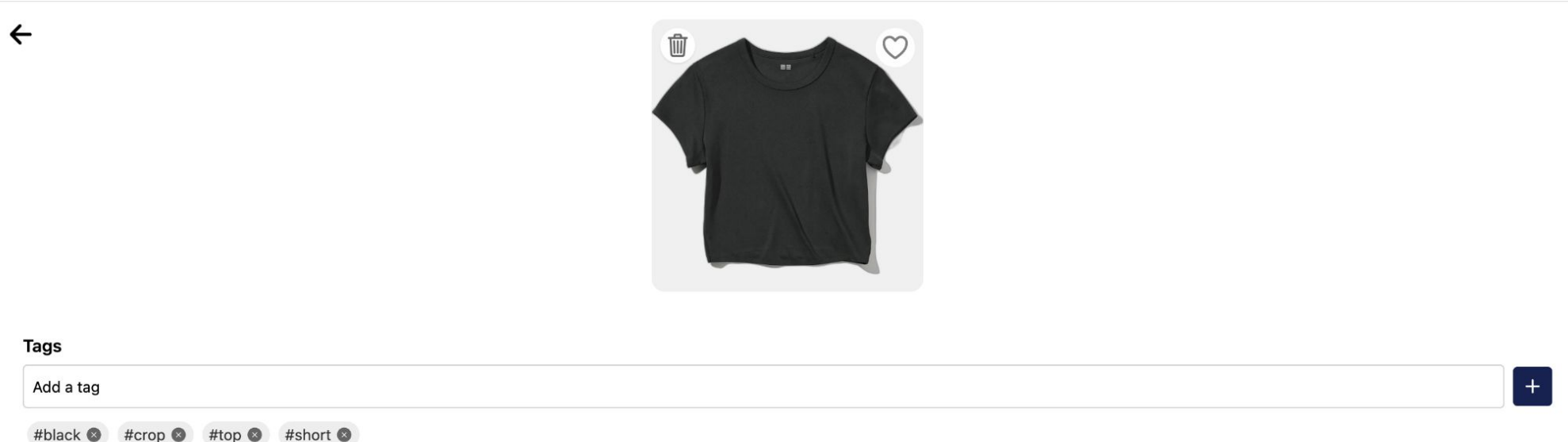
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