

WRITE_UP : <https://medium.com/@Ninelia/personalizing-the-shopping-experience-designing-an-application-for-women-which-matches-outfits-5857c498fe9f>

Personalizing the Shopping Experience: Designing an application for women which matches outfits and accessories

The Design Challenge

Shopping via mobile apps is becoming increasingly important. Convenience and price comparison are the main drivers. Most of the time women have difficulty finding matching clothes and accessories for certain occasions or they don't know how clothes will fit them.

Understand this challenge and then develop a solution that could bring the user a better and enjoyable shopping experience.

Methodology: **Design Thinking**

Design Jobs: Framing, Market research, Design research, Synthesize, Define, Ideate, Prototype, Validate, Build

Project Overview

Problem

Unable to find matching outfits, as well as quality fashion at an affordable price.

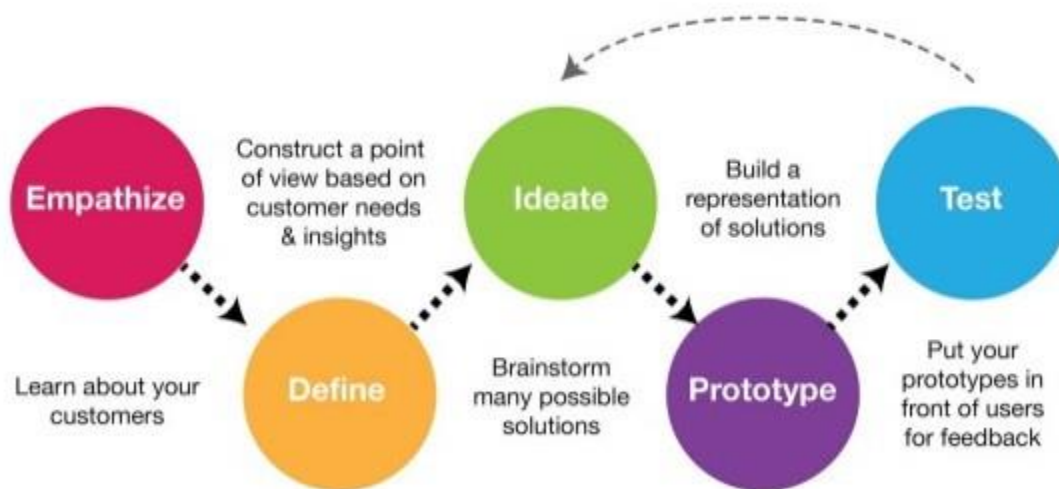
Solution

Design an application for women that focuses on shopping efficiency and convenience that will:

- Offer a bunch of affordable outfits and accessories.
 - Match outfits and accessories for customers.
 - Have selling accessories functionality.
 - Save customers time and money.
-

Design Thinking Methodology

We performed this project according to the Design Thinking methodology. Design Thinking is a solution-based process, in which you first find a large problem, after which you tackle a comprehensible part of this problem.



5 Stages in the Design Thinking Process

❖ Phase one: Empathize

Empathy is the ability to put yourself in someone else's shoes to start "seeing" things through his/her eyes.

There are 3 ways to build empathy: 1) interviews, 2) observation, and 3) experience.

In our project, we focused more on the first 2 methods.

Research

In this stage, we got to know our audience better by putting out a survey to our acquaintances (friends, family, campus students, etc.), we defined the following question during the defining phase: ‘How can we solve users’ dissatisfaction by designing a more efficient fashion app?’.

Survey Research

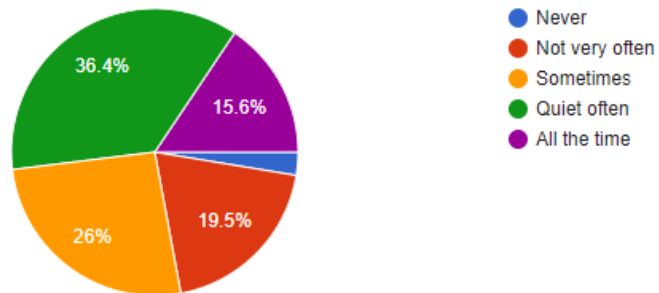
We shared our [survey questionnaire](#) among our campus students, friends, etc.

Total Surveys Taken: 77

Questionnaire

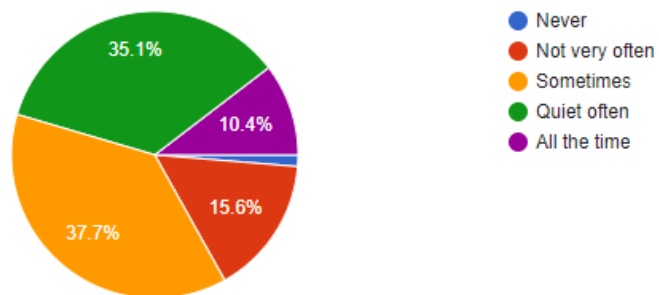
How often do you prefer to buy clothes from online shopping websites?

77 responses



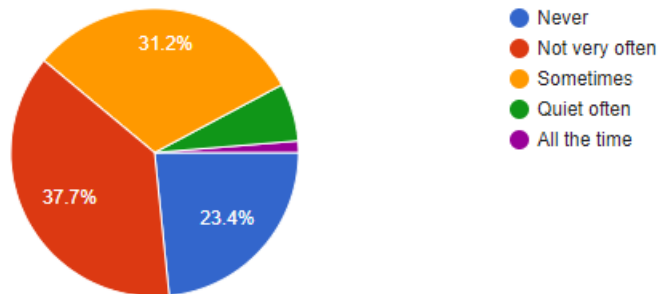
How often do you prefer to buy traditional/formal/casual clothes?

77 responses



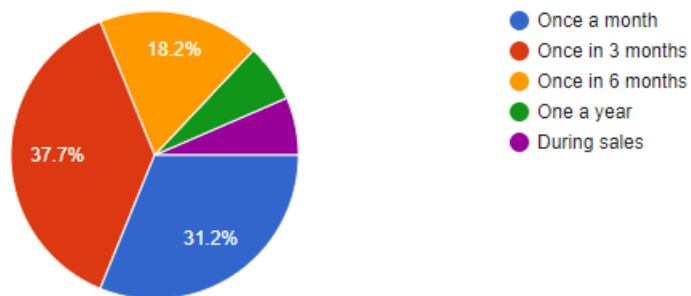
When purchasing a new item, do you buy a matching outfit item such as jewelry, shoes, bags, hats, etc?

77 responses



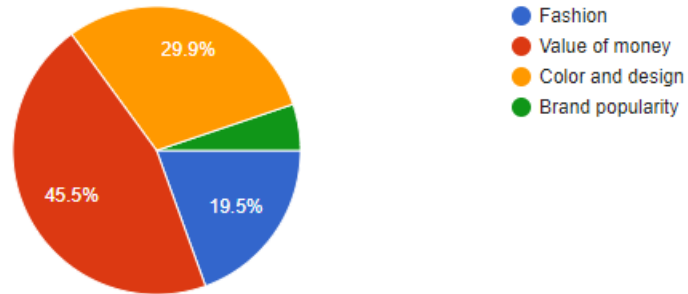
How often do you purchase clothes?

77 responses



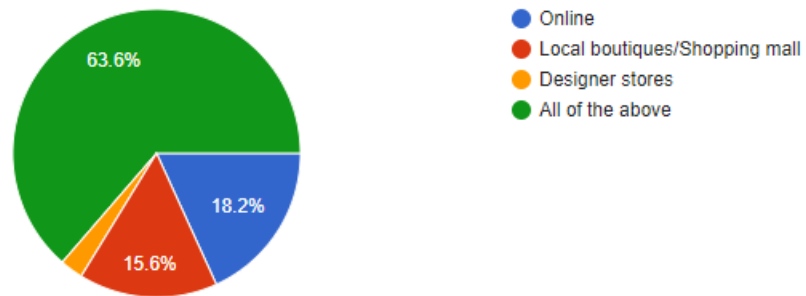
What is your first consideration when purchasing clothes?

77 responses



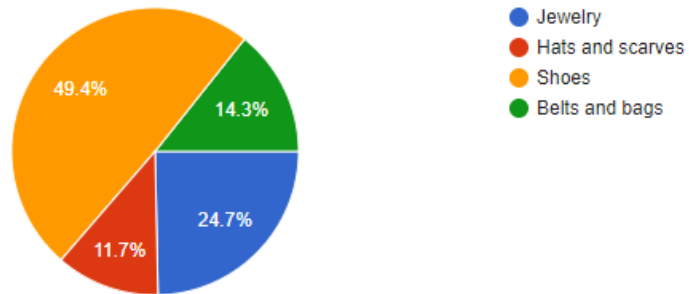
Where will you shop for clothing products?

77 responses



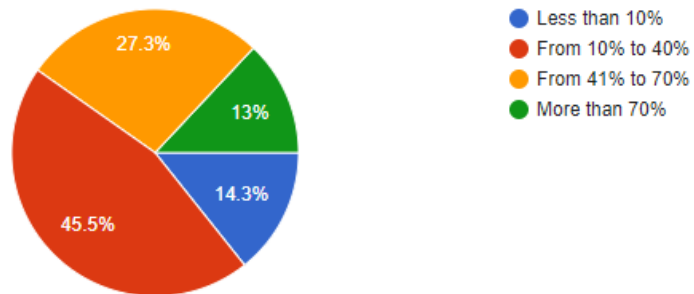
What accessories do you like to complement your dresses?

77 responses



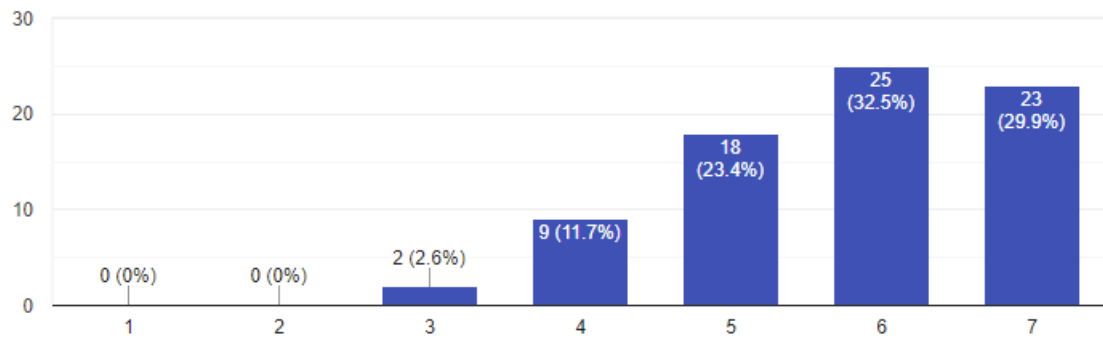
What is the percentage of clothing and accessories purchases that you buy online?

77 responses



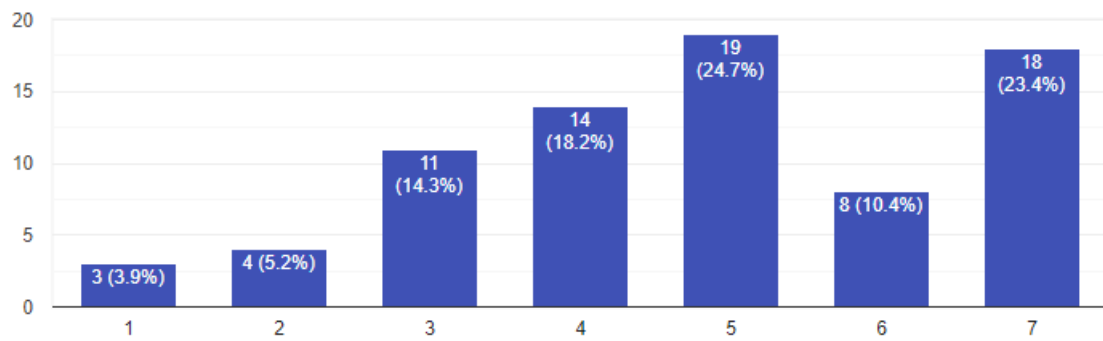
"I care about my style, clothes, fashion and appearance in general."

77 responses



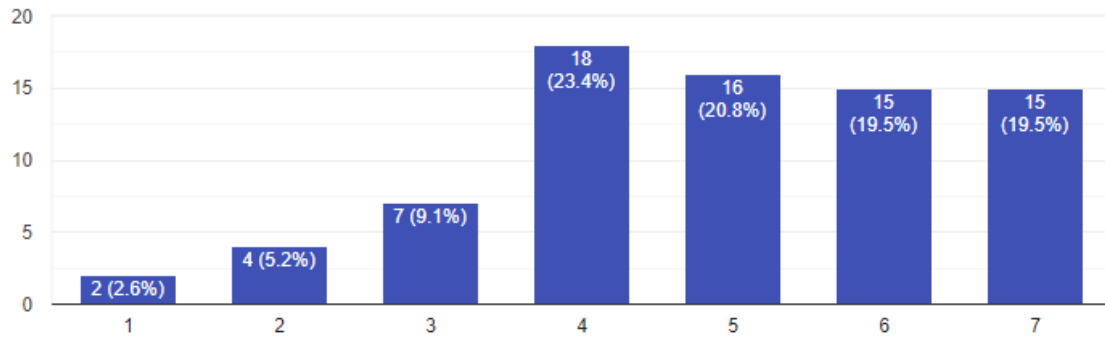
"I sometimes have difficulty deciding what to wear."

77 responses



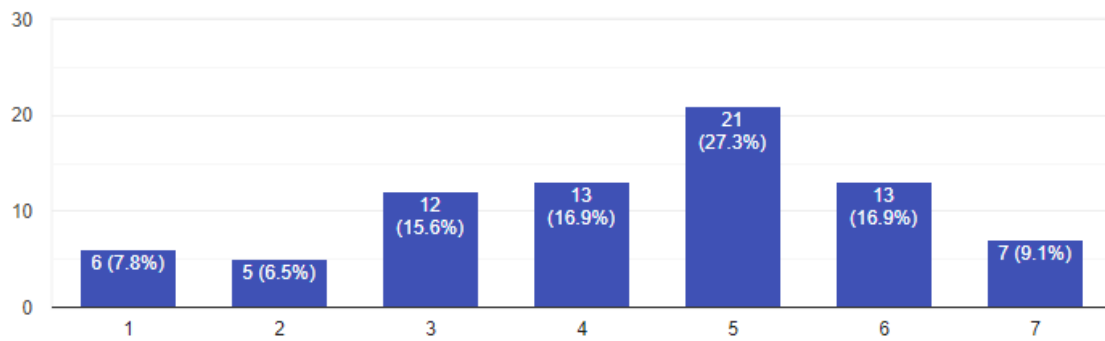
"I like clothes that emphasize my femininity."

77 responses



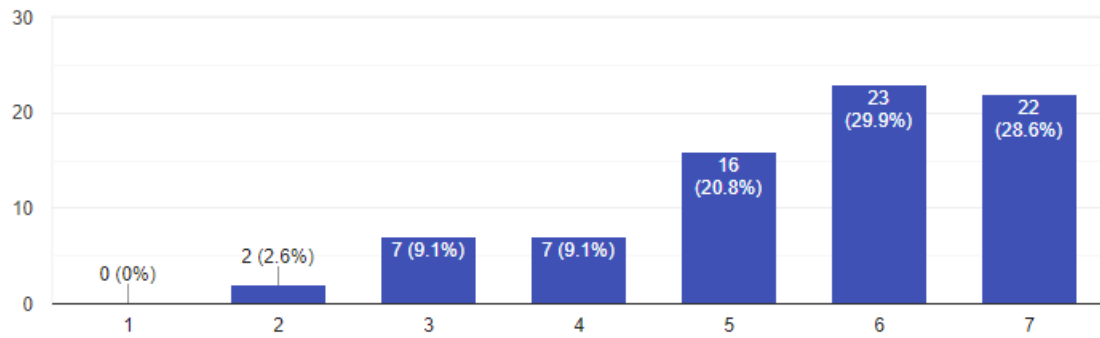
"I often find I don't have all the accessories to go with my outfits."

77 responses



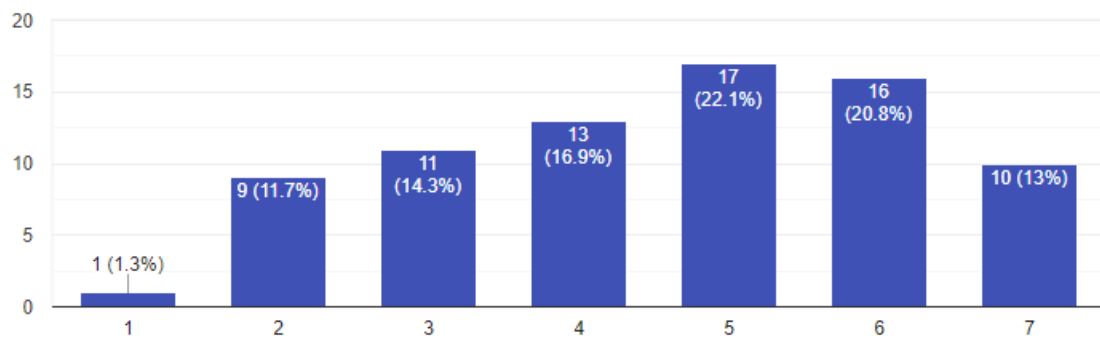
"I buy clothes I like, regardless of current fashion."

77 responses



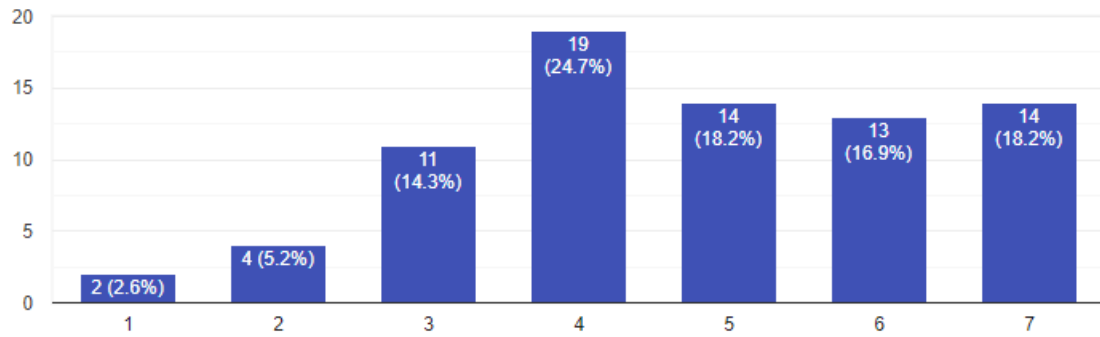
"I plan my wardrobe carefully."

77 responses



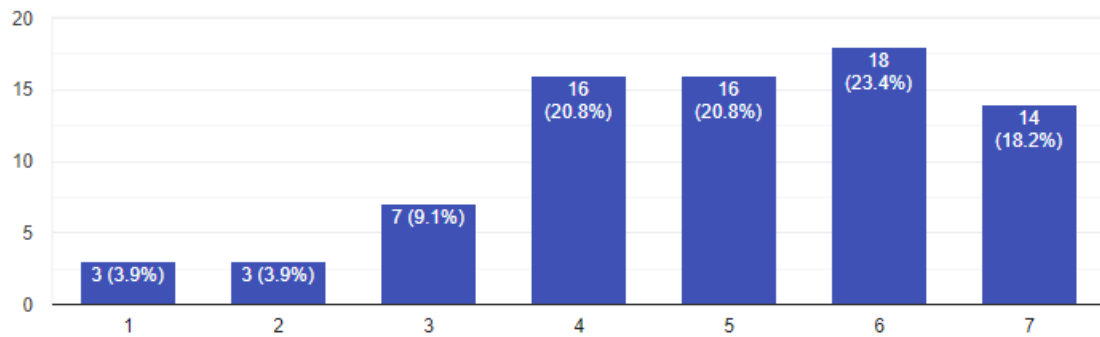
"Fashion in clothing is just a way to get more money from the consumer."

77 responses



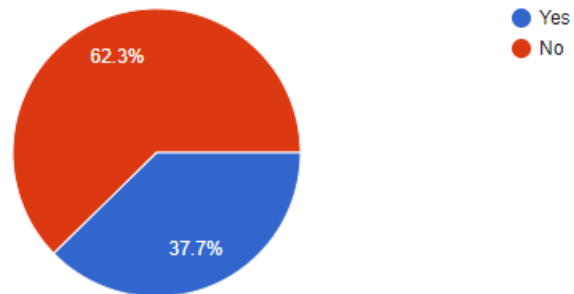
"I am not as concerned about fashion as I am about modest prices and wearability."

77 responses



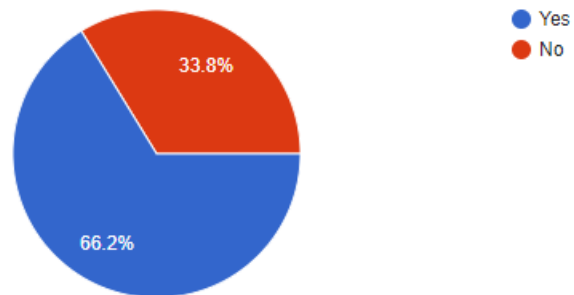
When shopping online do you have issues matching the clothes with other items and accessories?

77 responses



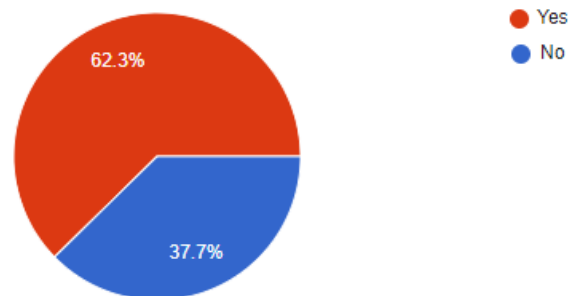
Would you be interested in buying a complete outfit from a website that matches clothes to recommended accessories?

77 responses



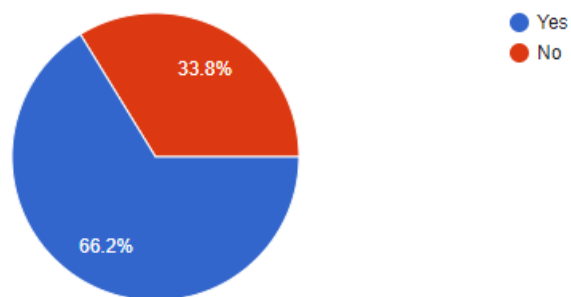
When shopping online do you have issues matching the clothes with other items and accessories?

77 responses



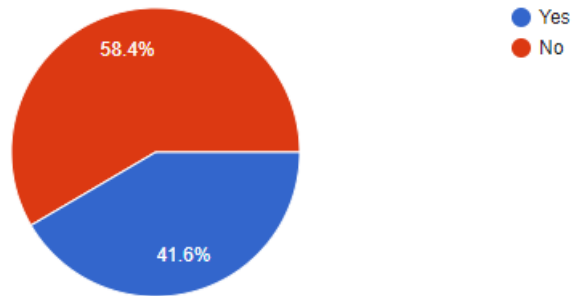
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77 responses



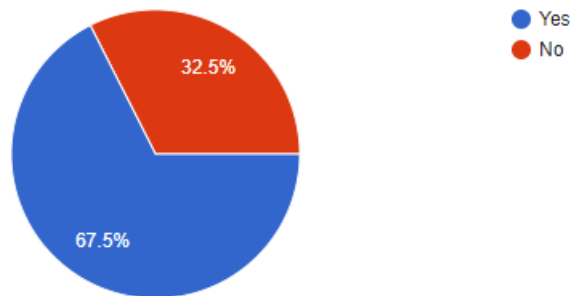
Do you ever prefer to buy second hand accessories?

77 responses



Do you use an iPhone?

77 responses



Statistics from Surveys

Interviews

We interviewed women of different ages, regardless of their occupation, to understand how each one of them do clothes shopping to discover their pain points and turned them into insights.

Total Interviews Taken: 12

Do you find fashion apps helpful?

Yes. I really like doing online shopping. The most important reason of loving online shopping is that unlike department stores and shopping centers with fixed and limited hours, you have access to online stores 24 hours, 7 days a week and this is really convenient for me.

Do you feel better when you are dressed well?

Yes. 100%. Especially in the workplace I find that I'm treated differently with more respect, and people smile at me more. I believe that people care about appearance a lot.

Are there any clothing items that you have in multiple? Why do you think you keep buying this thing?

Yes. I have 3 pairs of jeans. Because I usually like to wear casual and I feel like jeans are the best options for it. I also feel so comfortable with my jeans. Moreover, I love not having to think about what I'm going to wear each time I step outside of the house.

How many fashion-clothing apps are you aware of?

Nothing

Do you look for style/fashion or comfort before shopping for clothes?

I honestly don't think that fashion is something that people should pay that much attention to it. I usually buy clothes, which are suitable and comfortable for me. I understand that some people think that fashionable clothes are the key to be stylish, but I believe that nice style is a result of wearing clothes that look good on me. So, I definitely look for comfortable clothes rather than fashionable.

Do you find fashion apps helpful?

Yes. They are good because no one is going to force you to buy something but at the same time you can't try on them. Sometimes I feel like I can't decide to buy something cause I'm not sure how well it will fit me.

Do you feel better when you are dressed well?

Yes. Because when you dress well, you'll feel better about yourself. It gives you confidence and your friends start asking you for style advice, and even more... they may copy your style.

Are there any clothing items that you have in multiple? Why do you think you keep buying this thing?

Yes. I have many skirts in my closet. I think that skirts are so girly and I love to be girly. I also like to go with neutral colors such as black, gray and white because I'm less likely to get sick of them. Together with my skirts, I have some accessories as well, so I can match them easily with my clothes.

How many fashion-clothing apps are you aware of?

Stylebook

Do you appreciate suggestions while selecting clothes?

In my opinion style is something very personal. But still when we pick our clothes, we like them to be acceptable to others. When I was younger, others' opinion was more important to me. But as I have grown older, I don't care about what other people think and I rather go with my own style preferences.

Do you find fashion apps helpful?

Yes, I love them. I always do my shopping online. I don't get the people who go to stores. That is waste of time. You have everything in online shopping. You have access to hundreds of clothes with different styles and prices. Most clothing apps allow you to compare prices. Additionally, you have access to customers' reviews so you can make more informed purchases.

Do you feel better when you are dressed well?

Yes, absolutely. I think that the way someone dresses affects how she feels about herself. Basically, if we change the way we dress, the way we feel will also change. When we are dressed well and look good, we automatically feel better.

Do you look for style/fashion or comfort before shopping for clothes?

I really don't think that I need to choose between comfort and fashion. There are many stylish clothes that are comfortable and many comfortable clothes, which are stylish. I believe that if one is comfortable in what they're wearing, it will automatically turn out to stylish. When I wear something with confidence, it is comfortable and stylish for me.

How many fashion-clothing apps are you aware of?

Smartcloset, Stylebook

Our interviewees were students at the campus, friends, and family members

We found out that our users:

- *Are interested in online shopping*

- *Are using a fashion app*
 - *Are looking for matching outfit with accessories*
 - *Care about the price*
-

❖Phase Two: Define

After building empathy, it's time to revisit the initial design challenge and re-define the problem. To define, or re-define, the problem or challenge, a point of view (PoV) formula can help: **PoV = persona + need + insight**

We tried to define our users by analyzing the qualitative data:

User Personas

Portfolio #1:

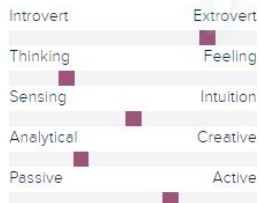
Isabella James



"It's SO difficult to find matching outfits."

Age: 32
Work: Product Manager
Family: Married, No kids
Location: San Diego, CA
Character: Dynamic

Personality



Strategic Thinking

Problem Solving

Leadership

Visual and Verbal Communication

Decision-making Skills

Goals

- Would like to purchase several suits to fit occasion, style, and color
- Hoping to find that she doesn't have to sacrifice style or options because of overpricing.
- Reduce the amount of time and money to dress up.
- Commitment to improve physical health.

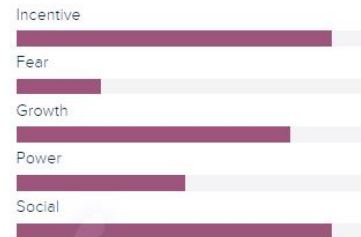
Frustrations

- Ability to find matching outfits for her meetings easier and faster
- Difficulties to find affordable accessories such as shoes and jewelries.
- The current online shopping solutions do not offer the way the item will fit.
- No other recommendations when she's looking for matching accessories especially shoes.

Bio

Works as a product manager for a mid size company and holds an engineering degree. She has got experience working as a product owner on software products and has managed them successfully. She approaches each project as a puzzle, and believes her job is to create the pieces that blend beauty, function and practicality, reflecting on the best possible look for the budget and customers' needs. She never hesitates to learn something new and she enjoys taking on new challenges.

Motivation



Brands & Influencers




Preferred Channels



Portfolio #2:

Valentina Ricci



Highly Creative

Strong Business Sense

Understand Fashion Trends

Good Sense of Color

Bio

Fashion designer Valentina Ricci is famous for her timeless designs, trademark suits and short black dresses. In today's fashion she started with sportswear. After two years, she expanded her business and eventually introduced the Valentina suit and the little black dress, with an emphasis on making clothes that were more comfortable for women. She herself became a much revered style icon known for her simple yet sophisticated outfits paired with great accessories, such as several strands of pearls.

Goals

- Successful designers make predicting consumer trends a primary objective in their work. Designers study current consumer trends and identify target demographics that are likely to purchase their clothing. For example, some designers create clothing for teenage girls, while others focus on business professionals.

Frustrations

- Providing quality fashion at a affordable price.
- Providing different stream lines and platforms to market my design.

Motivation

Growth

Social

Incentive

Brands & Influences

adidas GUCCI LOUIS VUITTON

Preferred Channels

Online Shopping & Social Media

Outlets

Designer Stores

Personality

Introvert Extrovert

Thinking Feeling

"Fashion is Everything"

Age: 29 yrs
Work: Fashion Designer
Family: Single
Location: Pasadena, CA

What did we learn about our users?

“What are your goals? What is the plan?”

Reduce the amount of time and money spending on shopping.

“How do you typically do your clothing shopping?”

Usually doing online shopping.

“What are some things preventing you from successful shopping?”

Unable to find matching outfits, as well as quality fashion at an affordable price.

So our challenge will be:

How might we deliver a good shopping experience to our users by offering them a variety of matched outfits in an affordable price?

❖Phase Three: Ideation

After building empathy and re-defining the challenge, problem, or need, it's time to put our brains to work.

We brainstormed lots of ideas that can increase shopping efficiency as well as the users' convenience. Then we picked one of the most effective ones to create our prototype model.

Application that gives the customers the option to design their favorite clothes. Based on those designs the app will suggest the customer similar items available.

Application, which will give the customer the "Free Try on" option, so that the customer could buy the item and return it for free in case she didn't like the quality, the fabric,... or if it didn't fit well.

Application that will help the customer to find a "hunt" item. For example, a customer sees a picture of a dress in the internet but she doesn't know what brand it is. The app gives the option to the customer to post the picture and community members can help each other to find the brand.

Application that shows customers pictures of different people wearing the same item with different accessories.

Application, which shows customer what other people located at the same area the customer lives, wear in a certain temperature.

Clustering the ideas

During the brainstorming sessions, we were able to come up with more ideas that were very helpful to develop our app features.

1. Pictures of different styles on different people
2. Pictures of particular styles on different body figures
3. Pictures of different accessories matched

- a. Community members
- b. Personal fashion consultant
- c. 24/7 customer service

- Access to hundreds of items worldwide
- Access to affordable brands
- Access to selling second hand accessories

- 1) Ability to design your favorite item
- 2) Ability to find your "Hunt" item
- 3) Ability to match clothes for a particular occasion
- 4) Ability to match accessories

Different Features & Functionalities

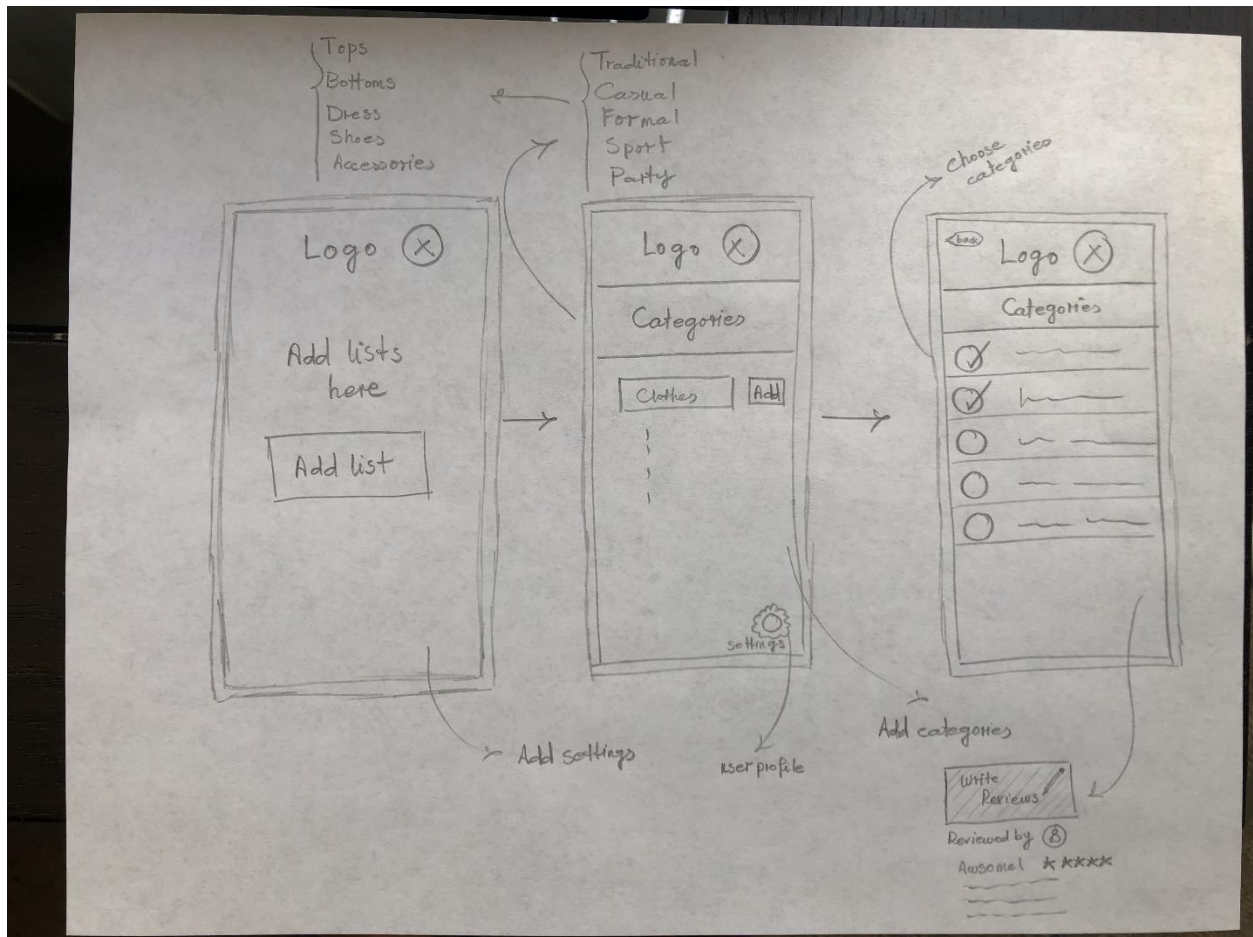
❖ Phase Four: Prototype

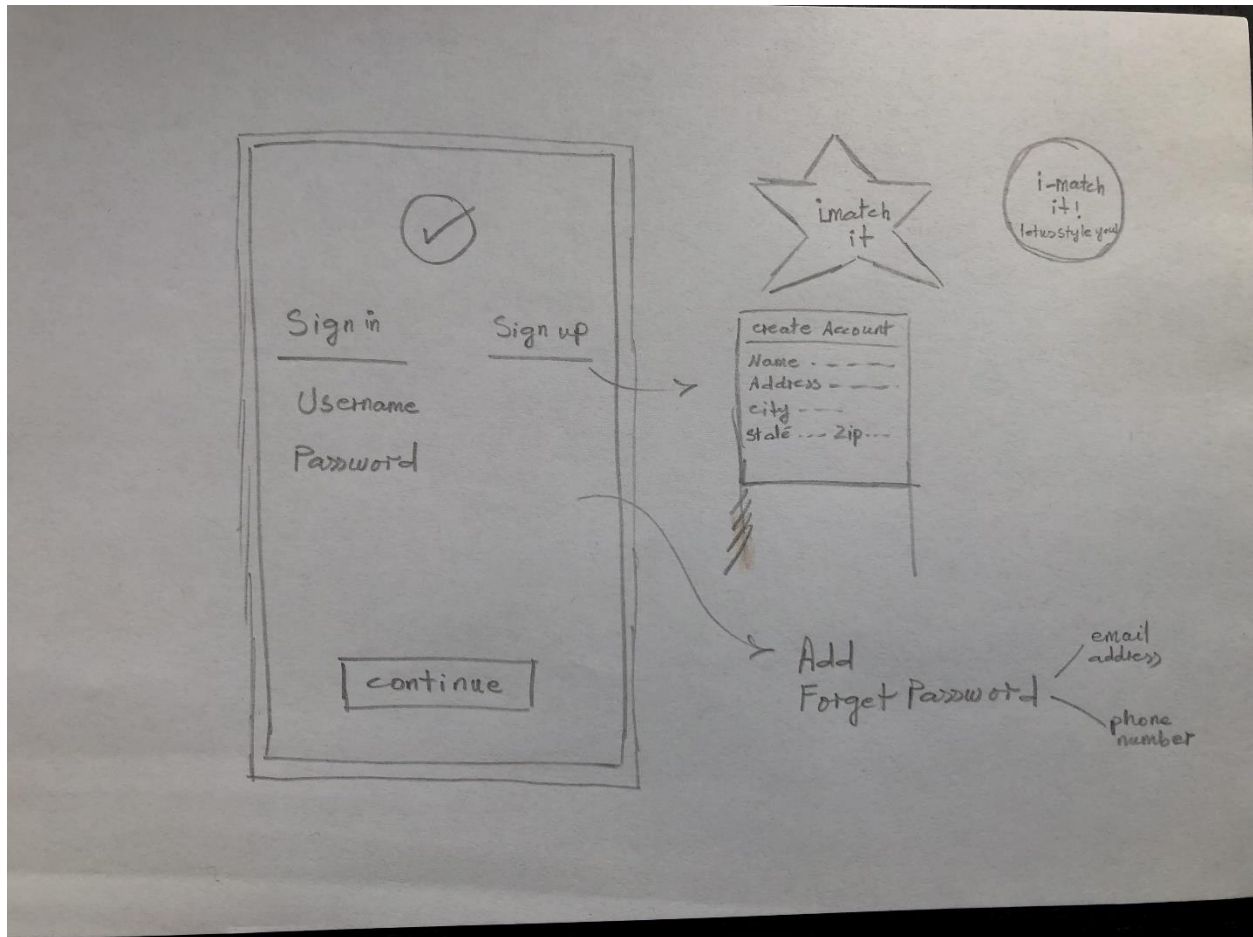
Let's build to think and to feel. In this stage, we created a sample version of a final product, which is used for testing prior to launch.

Design of the application

- **Draft Design**

At first, we agreed that the best way to turn our idea to reality is getting it down on paper.

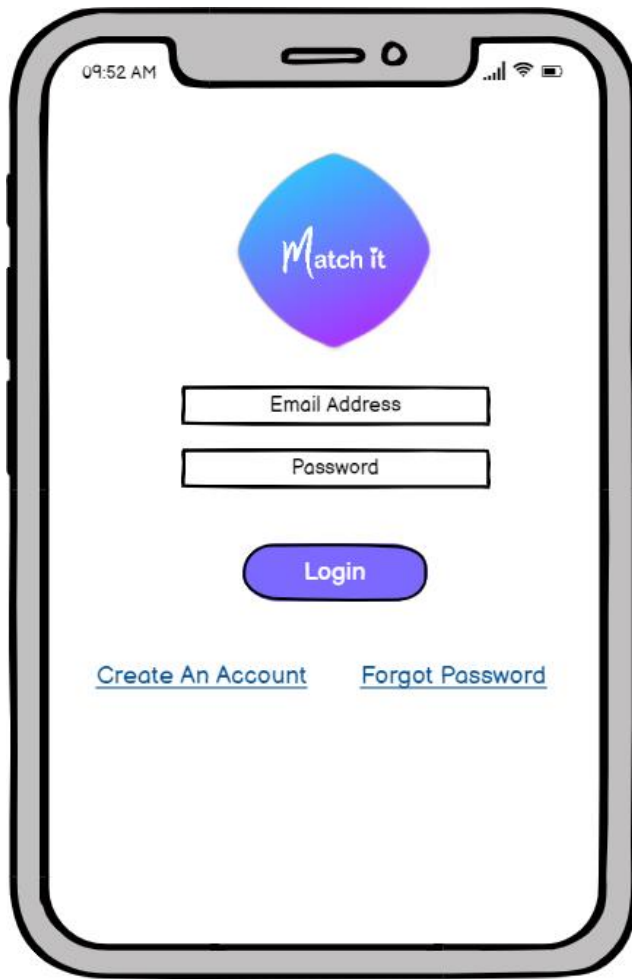




• Final Design

Then we tried to develop a virtual prototype by using the Balsamiq mockups which helped us see approximately how a physical version of our design will look.





*The Login page allows the user to sign into her account by entering an email address and password.
The user clicks "Login" to log into the application.*

The user can create an account on this page or she can request to reset the password.



The user enters the email address. A link is sent to the user's email to reset the password.

Home — Login

09:52 AM

← Registration

[Select Picture](#)

Username

Female

Email Address

Password

Mobile

Submit

?

If any field is not entered, a message will be displayed as below:

Please enter the correct login details!

*The user fills out the fields and submits to create an account.
Selecting a picture is optional.*

09:52 AM

Registration



Select Picture

Isabella James

Female

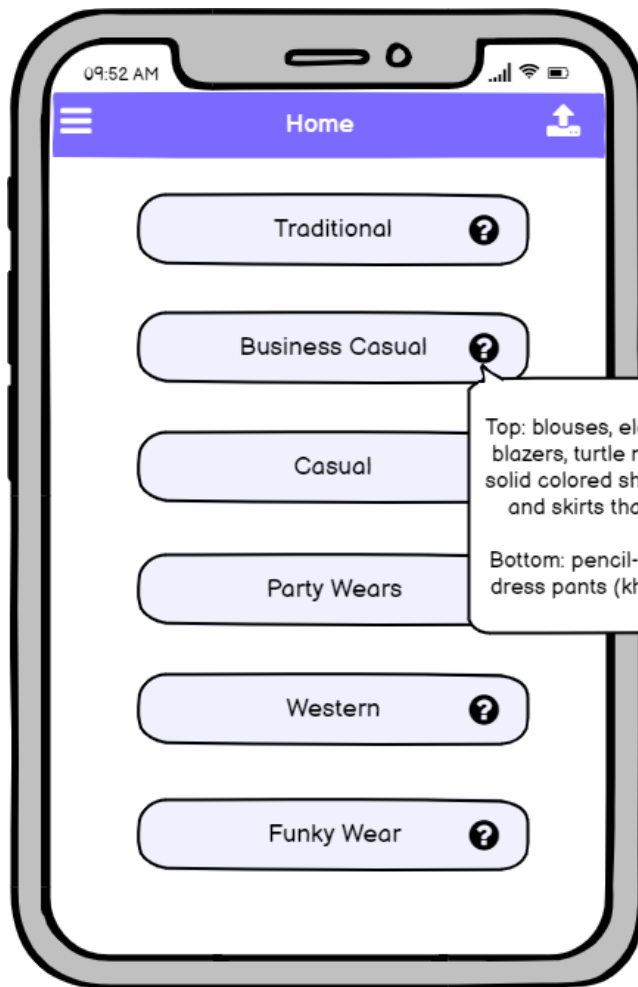
Isabella.James20@gmail.com

(310)20205040

Submit



Registration



After a successful login, the categories page is shown with a list of women's clothing categories. The directory then gets further divided into more defined sub-categories for each type.

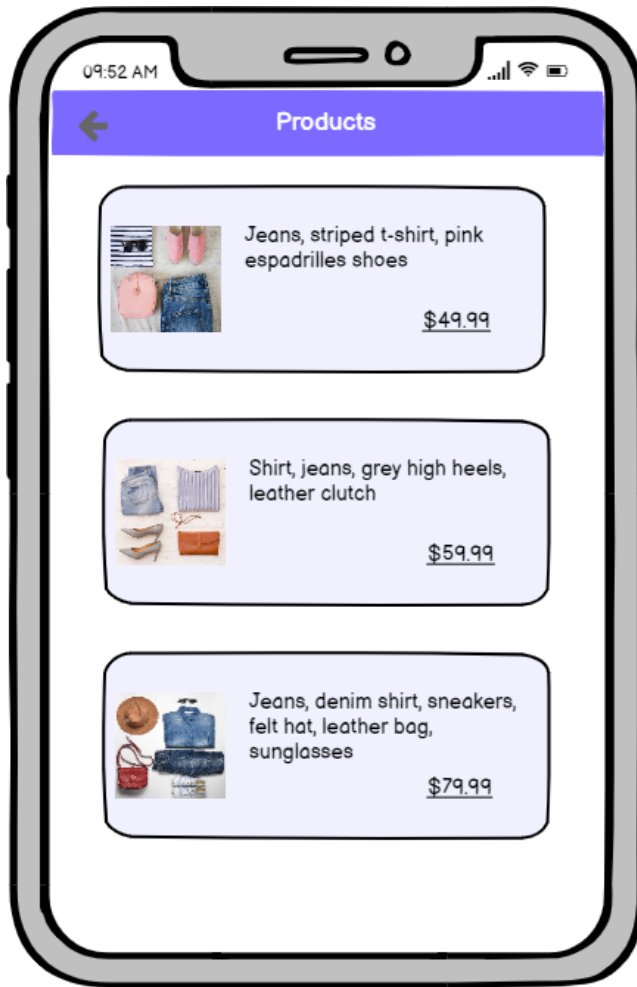
The user selects the desired category.



Each sub-category contains products based on the sub-category.

The user selects the desired sub-category to view products.

Categories & Sub-categories



A list of combined matching items is displayed which gives the user ability to choose her favorite product.

The user selects the desired product to view more details.



The product description is shown with more details such as the price, materials,...

Here the user adds the item to her shopping cart.

Products & Product



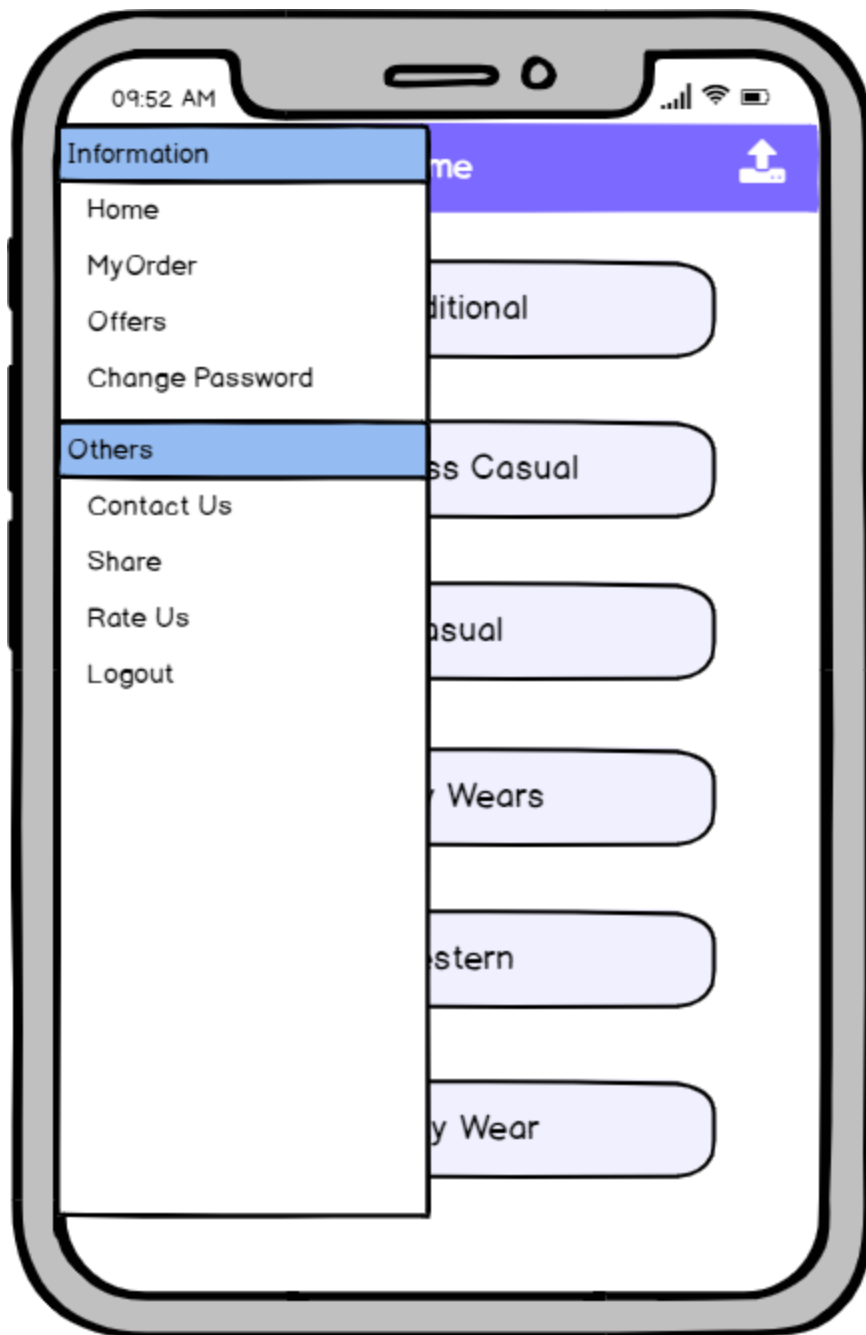


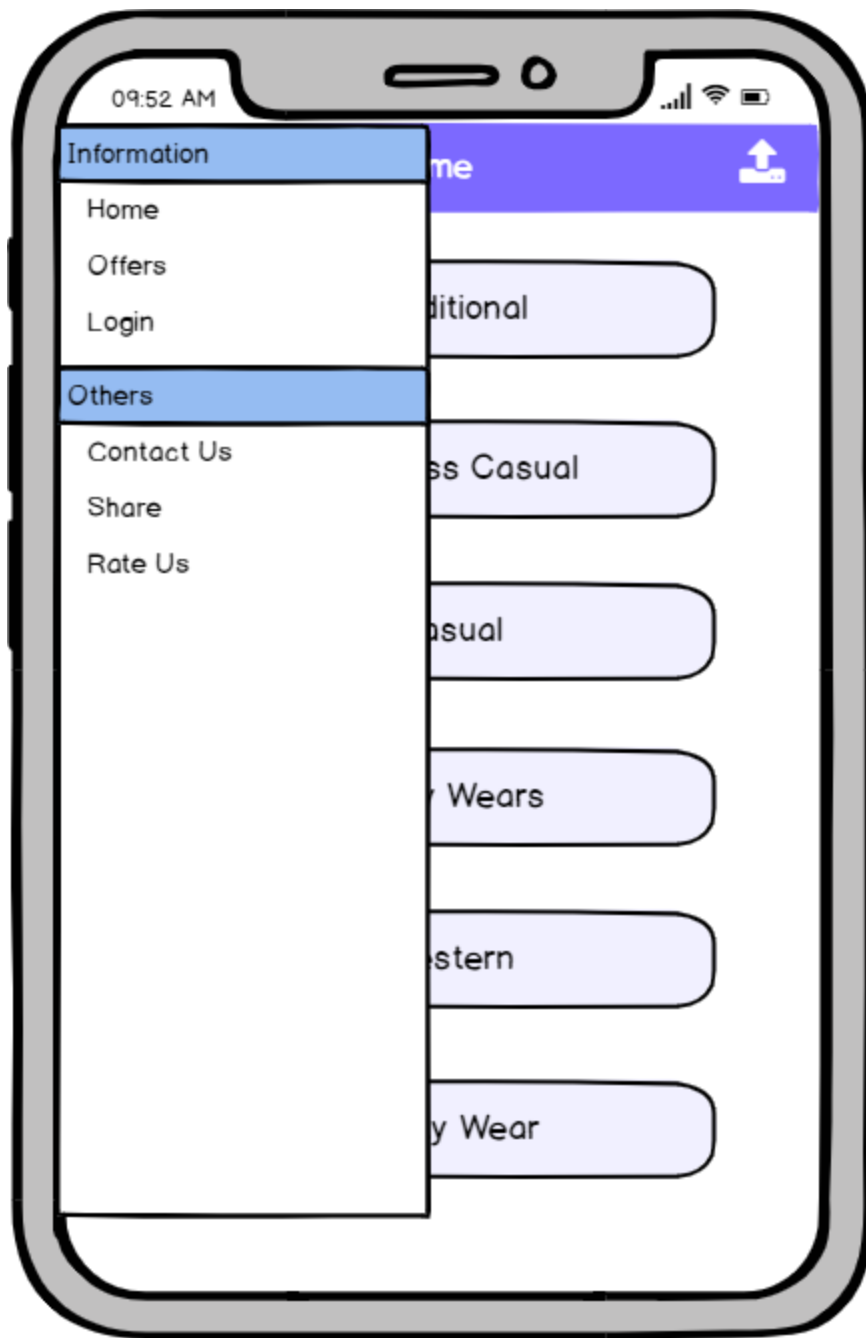
Here the user can enter the quantity and proceeds to checkout.

The order is placed successfully after completing payment.

After an order is placed on, an email notification is sent to the user's email address.

Cart & Checkout







Sidebar menu & Upload product

❖Phase Five: Test

When prototypes are created, test them with real people. In this phase, we tested our prototype by sharing it with our users to find out about the issues and make improvements.

We used “Feedback Capture Grid” framework to organize the feedback that was gathered from our testing sessions.

Likes

Matching accessories

Easy to use

A wide variety
of clothes

Criticisms

The categories
titles are not
clear...

It's only for
iOS!?

Feedback Capture Grid

Can we return or
exchange the
item?

Does it ship
internationally?

To create my
own accessory
or cloth and sell
it using the app

Questions

Ideas

We kept iterating our prototypes by constantly testing and integrating our findings, and eventually, we built our first MVP that addresses most of the key areas of our user needs.

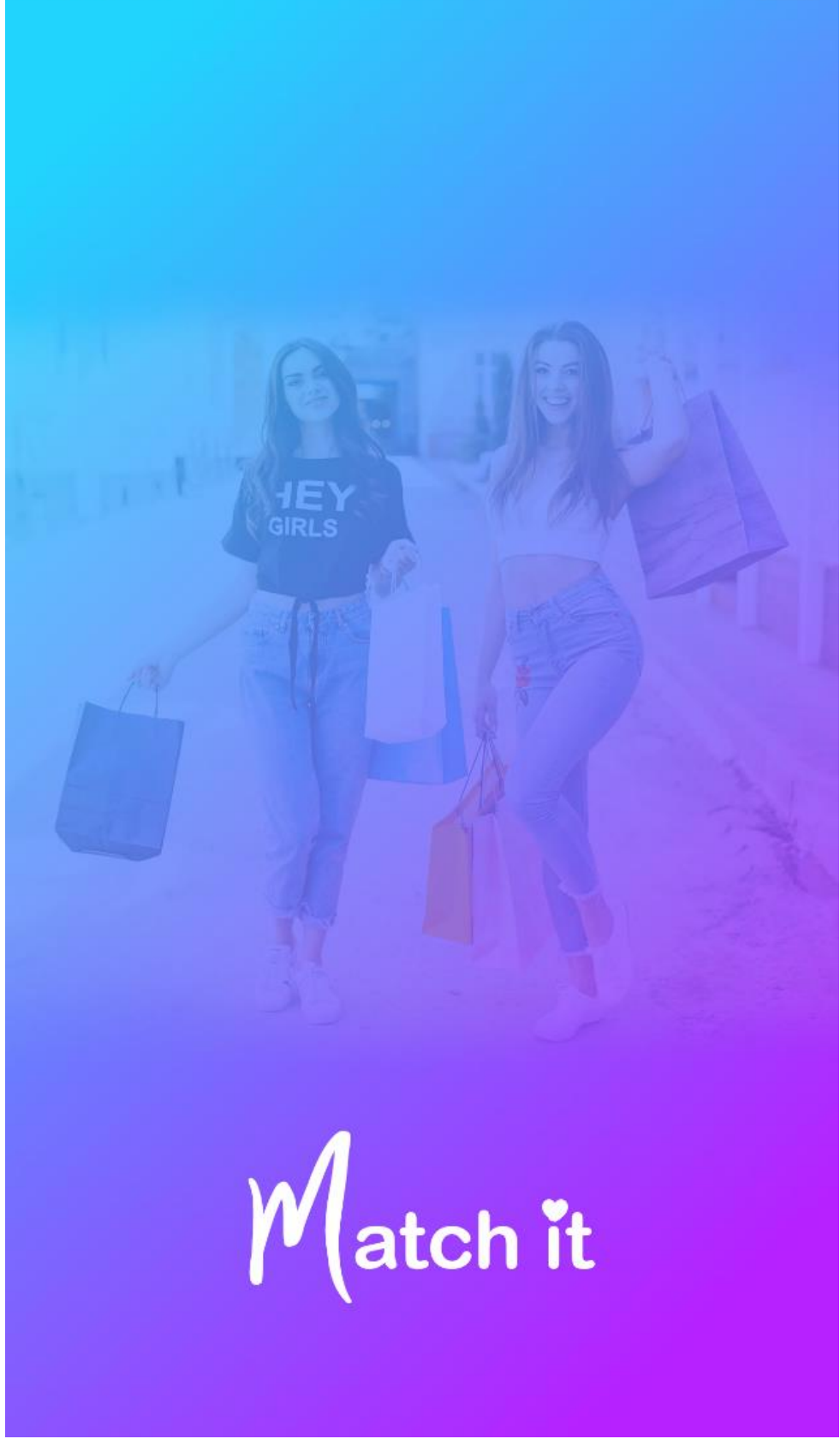
Implementation of the application

A few ample pictures of the application are shown below:

Carrier



7:37 PM



Match it

Carrier



7:38 PM



Email

Password

Login

[Create An Account](#) | [Forgot Password](#)

Carrier



7:39 PM



Registration



Select Picture

In Conclusion

During our experiment, we found out that design thinking has a human-centered core. The main idea is to focus on the people we are creating for, which leads to better products. We learned that the first question should always be “what’s the human need behind it?”

By following the design thinking process, we were able to uncover ways of improving our user experiences and build a better solution.