

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?