

# CSCE 190

Assignment Name: Storyboard

Ominous Otters: CSCE 190-001 Group #

Team Members who contributed:

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## **Problem Statement:**

It's not uncommon to hear complaints about the design of women's clothing, the most common grievance being that jeans in the same size from different brands don't fit. This creates an annoying guessing game of sizes when the measurements should be standardized. A database of jean sizes and their equivalencies across various brands will save time, effort, and tears in the dressing room.

## **Who Is Experiencing This Problem?**

Women, or anyone that shops in the women's clothing section at big box retailers.

## **What Is The Problem?**

Womens jean sizes have not been standardized across brands.

## **Where Does The Problem Present Itself?**

The problem presents itself both in-store and online during shopping experiences.

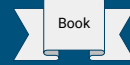
**Why Does It Matter?**

The importance of finding a solution to this problem is to help women save time in finding the best fitted pants in common brands. This is a day to day problem that women have to experience when shopping for clothes. As there are only 24 hours in a day, time is a very precious thing to spend. Clothing manufacturers design womens' pants in all sorts of sizes due to the various differences in the women's body shape. There are many other reasons why it is extremely difficult to find the perfect fitted pants because over time the pants are designed under the influence of society, fashion trends, and money.

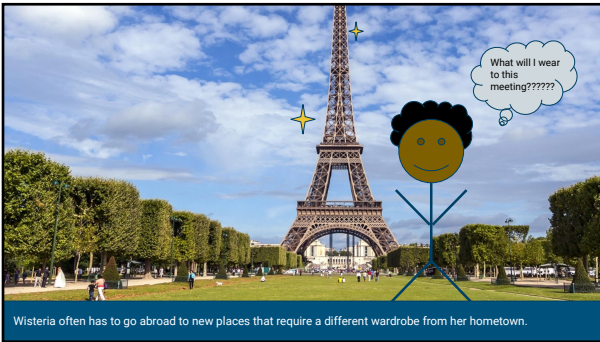
# Wisteria Holmes

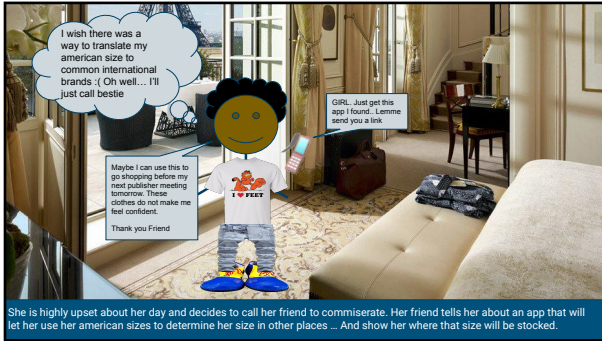
## Storyboard

Rae/Sara Jones



Wisteria is a writer that must travel often for her job. Sometimes to other countries







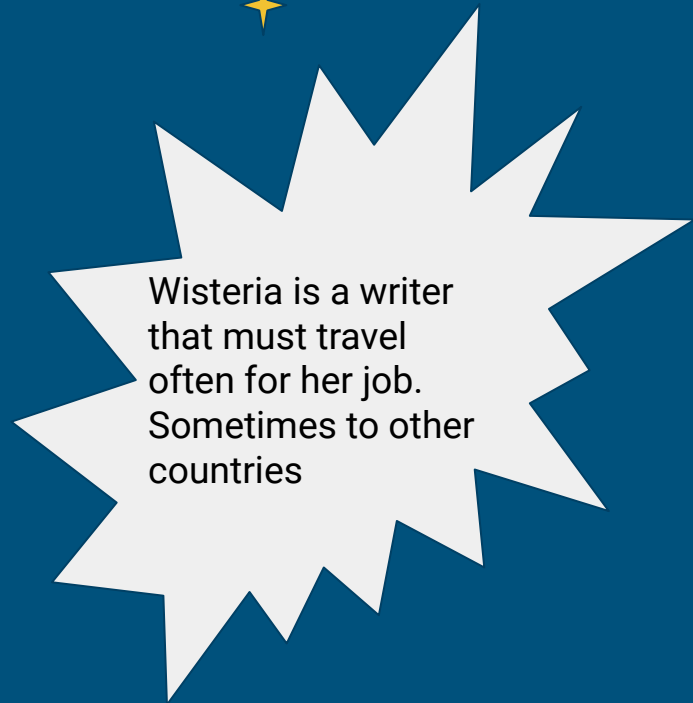
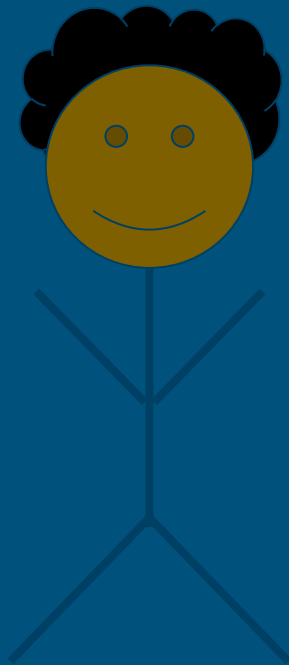
# Wisteria Holmes



Storyboard

Rae/Sara Jones





Wisteria is a writer  
that must travel  
often for her job.  
Sometimes to other  
countries





Wisteria often has to go abroad to new places that require a different wardrobe from her hometown.






I hope this won't take too long... I miss sightseeing

This requires her to shop in unfamiliar stores with unfamiliar/foreign sizing systems.



A person with a yellow face and black hair is standing in a clothing store, looking at a pile of blue jeans. A thought bubble above their head says, "I don't even know where to start... shopping isn't feeling fun anymore".

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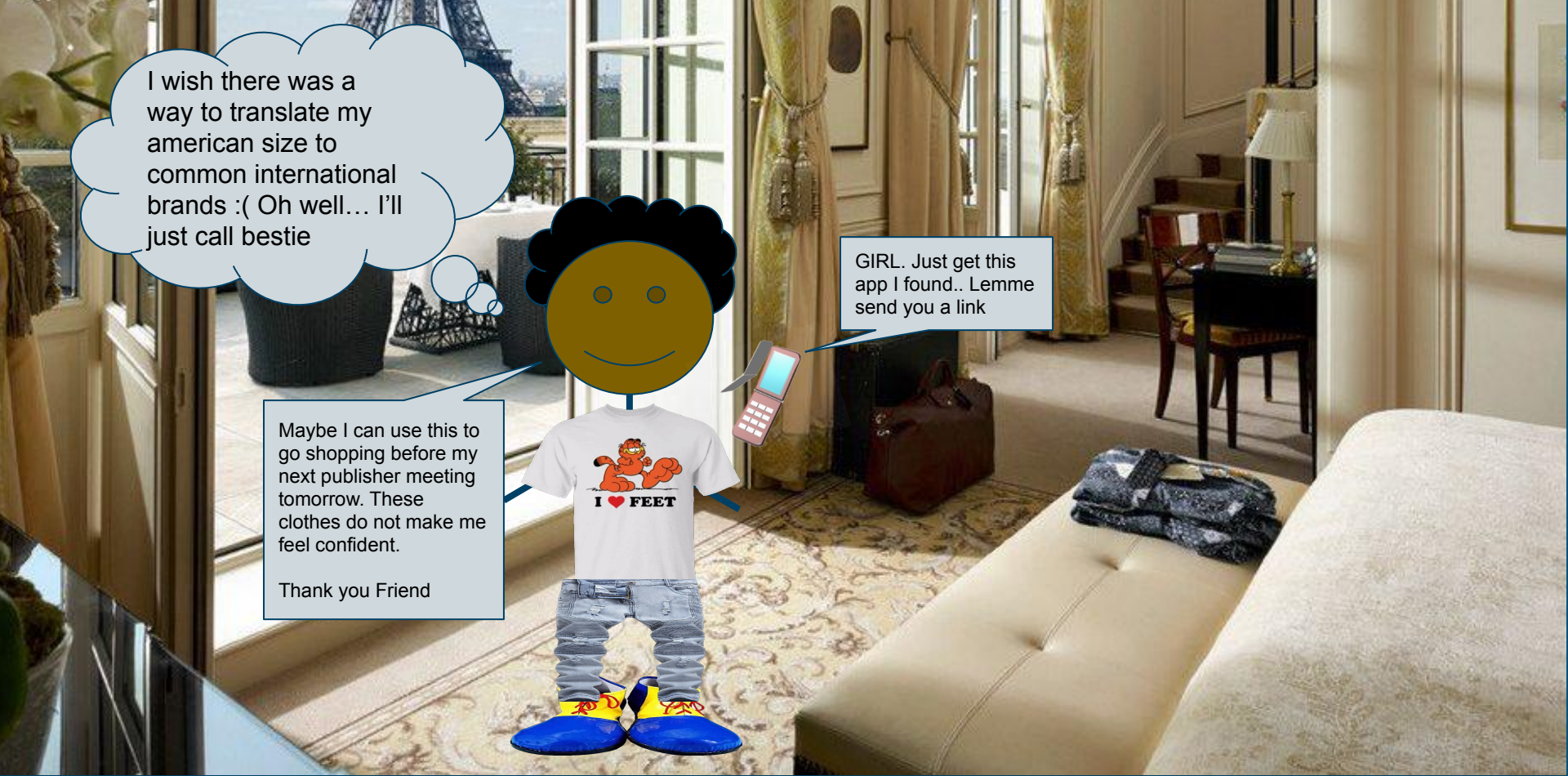
dreamstime.

She often spends more time in stores desperately trying on different sizes than she does sightseeing and working on new writing.



She is embarrassed because she could not locate suitable stores with her size in stock. She had to resort to this outfit and her meeting is suffering because of it.






I wish there was a way to translate my american size to common international brands :( Oh well... I'll just call bestie

Maybe I can use this to go shopping before my next publisher meeting tomorrow. These clothes do not make me feel confident.

Thank you Friend

GIRL. Just get this app I found.. Lemme send you a link

She is highly upset about her day and decides to call her friend to commiserate. Her friend tells her about an app that will let her use her american sizes to determine her size in other places ... And show her where that size will be stocked.




I can't believe this app actually works..  
The size it suggested is correct and it was right that it was stocked here.

dreamstime

Wisteria is ecstatic that she actually found clothes that fit correctly. She will be on time and confident for her next publisher meeting.





Wisteria, you have outdone yourself with this draft. We'd love to publish your book.

I feel SO much better today... They're really taking in my info.

THANK YOU.



Feeling more confident in her properly sized and occasion appropriate outfit, Wisteria lands a publisher for her newest book.

Storyboard for Persona Sofie Patel - Meghan Taylor



Sofie is shopping at Goodwill- It's her favorite activity! She's grabbed three pairs of jeans to sell on Depop, all in the same listed size, but none of them have fit correctly. That's annoying!

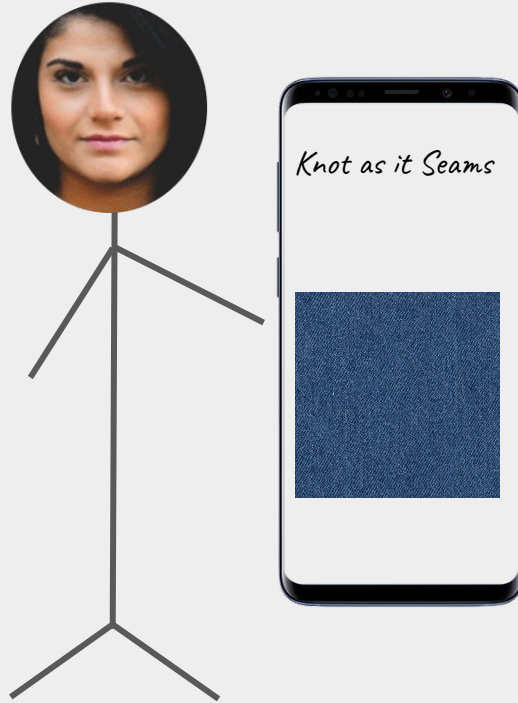




Sofie is stumped. She doesn't want to sell jeans that don't fit as their listed size on Depop, but she also doesn't want to spend all day at Goodwill finding which size actually does fit.



Woah, cool!



Sofie decides to Google a jean size converter just in case something like that actually exists. Luckily for her, it does! She finds an app that shows women's jean size equivalencies between various well known brands.

Size: 2  
Brand: Target



=

Size: 4  
Brand: Gap



Even if the jeans aren't the right size for Sofie, she's at least able to list them correctly when she sells them- And provide more info about how the fit is, what other brands might be similar, etc.



Using the app to make sure she's got the right sizes, Sofie's shopping trip at Goodwill takes a lot less time than it usually would! Her shopping is stress free and she's a happy thrifter.



Once she gets home, Sofie is able to list her haul of jeans on Depop. Since she's able to provide more information about the jeans and relate them to other brands and sizing, she sells them quick and makes a lot of money. Sofie has secured the bag.



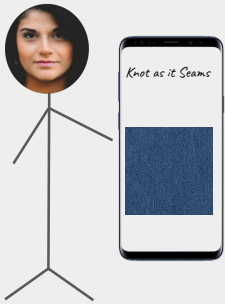


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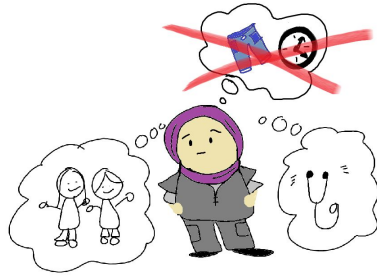


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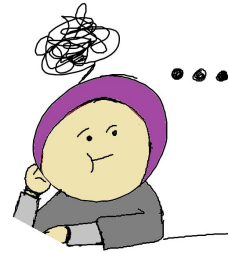


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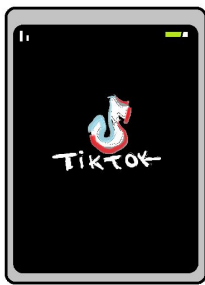
# Kelly Thao



Marcella never has time on her hands. She is a busy nurse who works 10-12 hours a day. She only has time for work and for her 2 kids. She finds it difficult and time consuming to shop for comfortable fitting pants.



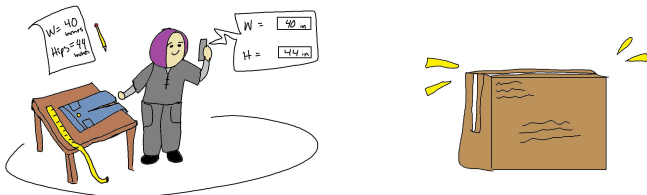
Trying on different brand pants are time consuming because the sizes are not always the same. She want to be able to find pants in a fast and easy way.



While looking for solutions on TikTok, she encountered an ad online! She decides to download the app on women pants.



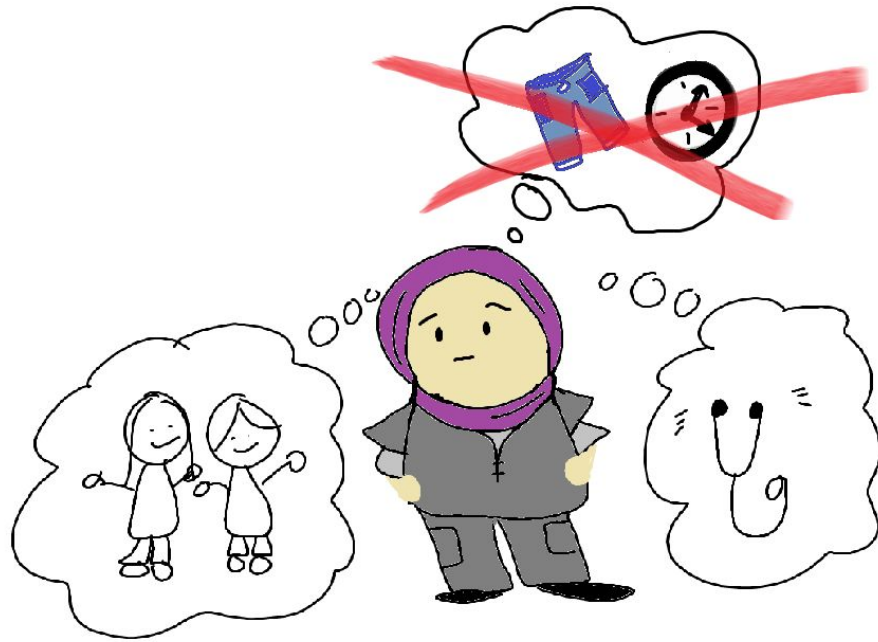
Marcella measures herself and plugs it into the app. This will help with finding the right size in different types of brands.



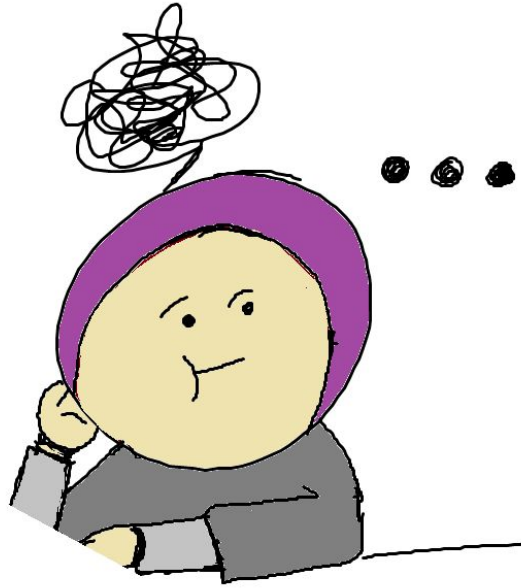
Marcella finds the best comfort pants with the help of reviews, price ranges for different brands, and by comparing the fit with pants she already has. She orders the pants and they arrive the next day. Now she is able to try it on!



She wears the pants to run errands, go grocery shopping, and spend time her family. Now Marcella has a pair of pants that saved her time, money and gave her the ability to do activities in the comfort of her own pants.

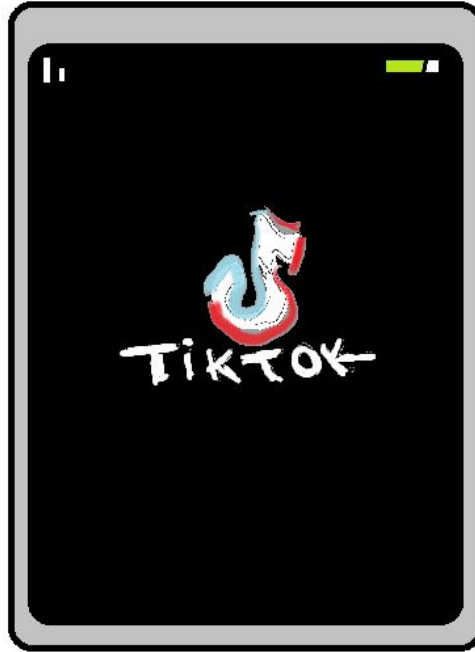


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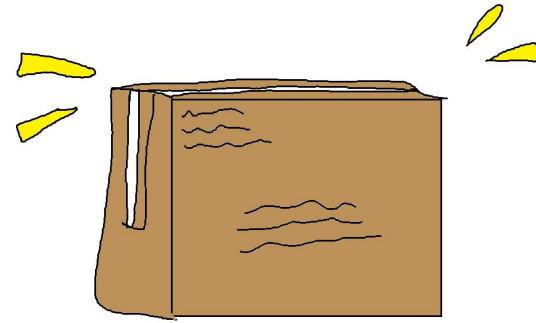
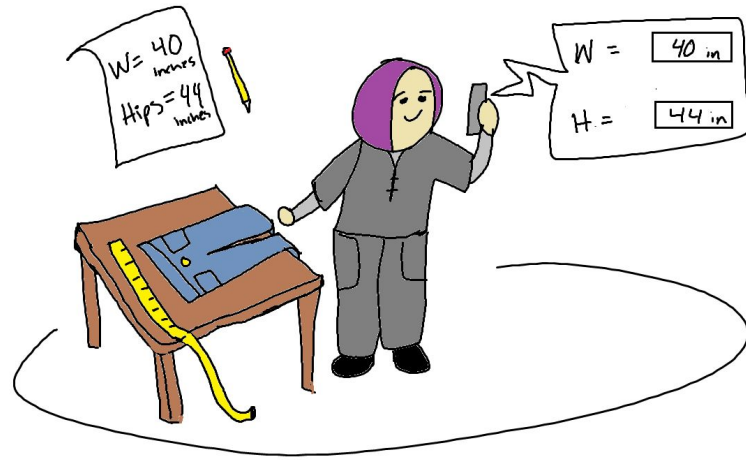




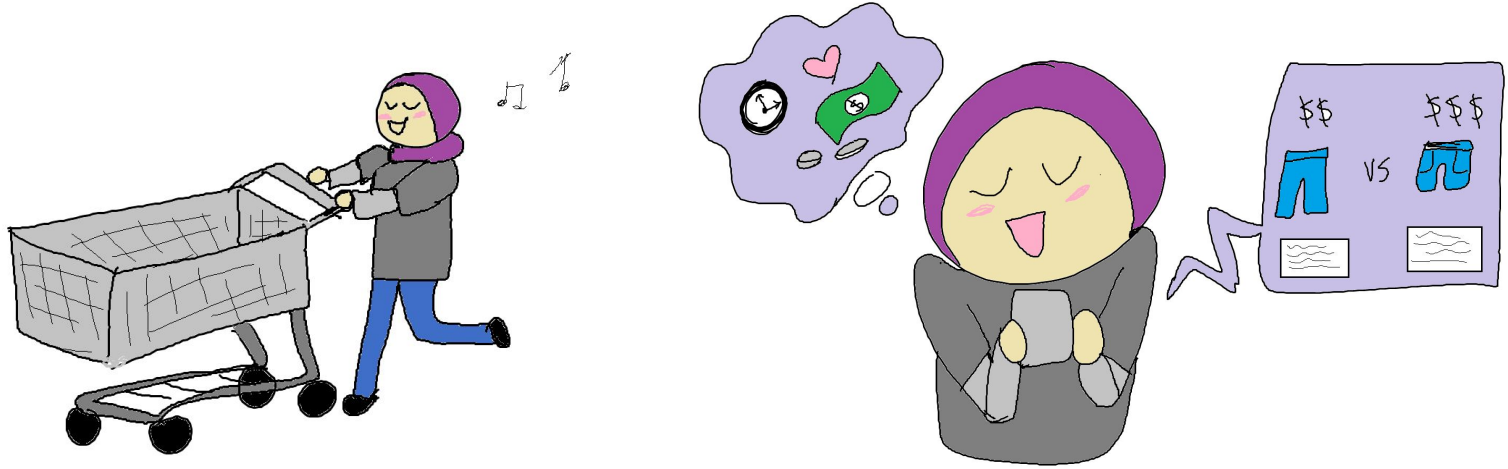
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Lotte anne is a famous youtuber that does reviews on the most recent and up and coming fashion trends.

**McKinnon Porter**



Lotta has to stay on top of the trends but the newest jeans but they are from france! She doesn't know what size she is or eve nowhere to get them.

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Lottie anne finds an app that allows her to figure out her size in other countries! Wow! She goes to place a order.

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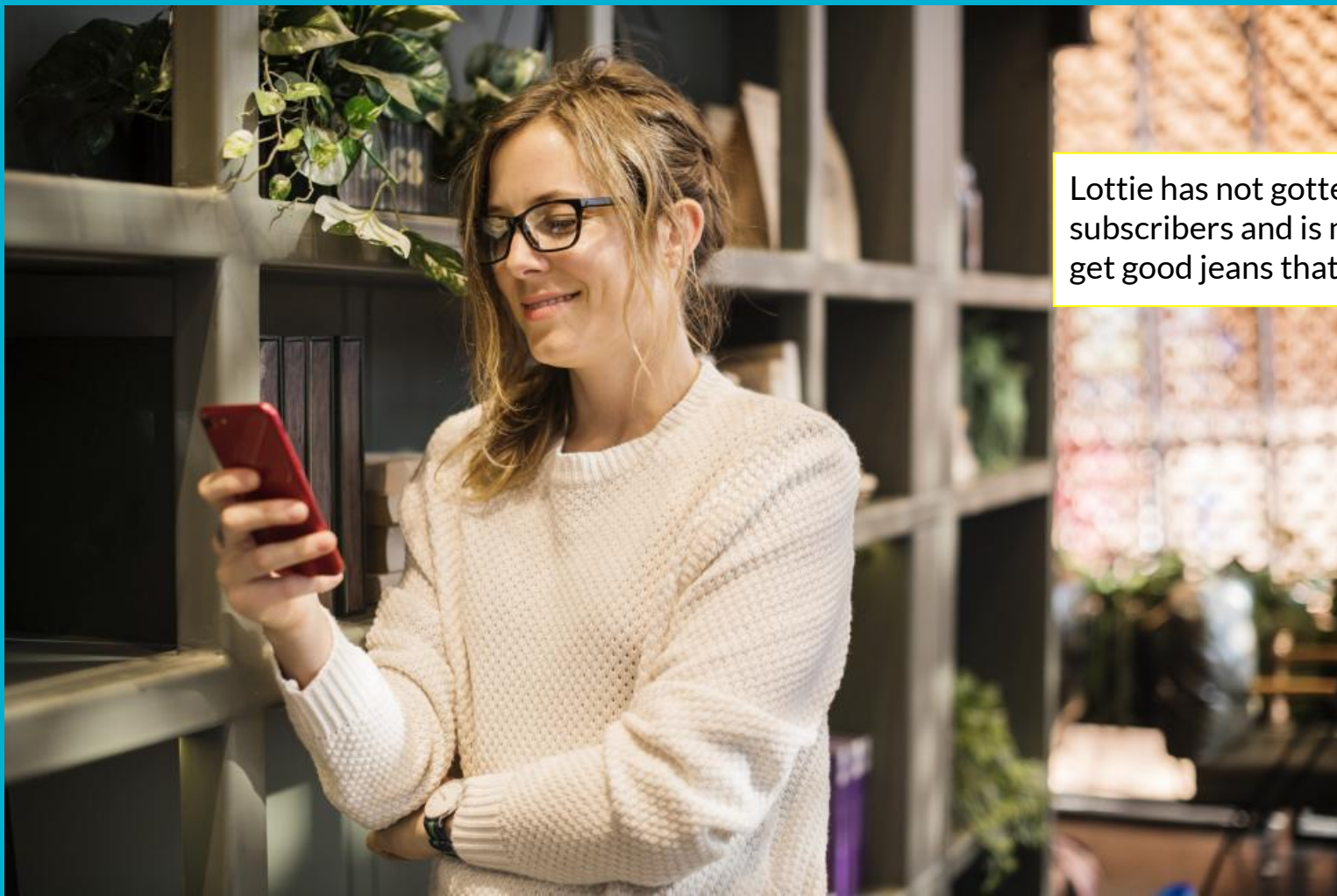




Lucky for lottie the app offers fast free shipping worldwide! Because of this she is able to make her video in time to still be in trend!



Lottie loves her new jeans! And they fit her perfectly. Be like lottie! And get  
fash free shipping.



Lottie has not gotten 1 million subscribers and is not a loyal app user to get good jeans that fit you perfectly!