DigiCloset

Group 3 Project Part 3

Kanishka – Created both paper mockups, conduct a review with a person and document the process, Testing Process, Testing Results, Heuristic Evaluation on Project, Heuristic review with another group, Discussion Questions,

Saad- Create Figma design conduct a review with a person and document the process, Discussion Questions, formatting the report.

Problem and Solution Overview:

Problem statement: Planning outfits for upcoming days can be time-consuming and inconvenient. The process requires finding clothes in your closet, trying them on to create or test potential outfits, and then putting them back, which often leads to disorganization and frustration.

Solution Synopsis: DigiCloset is a mobile application which users can utilize to create outfits. It will allow them to categorize outfits. You can test many outfits pairing much quicker, as you have a quick and centralized location to easily pair outfits. You can also pair outfits anywhere, including stores, to see if an item you want to purchase matches your current clothes.

Initial Paper Prototype:

Figure 1 below covers the paper mockup of the DigiCloset.

Canva Link: https://www.canva.com/design/DAGjOcw6-tg/2FsKjM6fyeFJIyQNhhPCzQ/edit?utm_content=DAGjOcw6tg&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

The design allows the user to add new clothing items by uploading a picture of the item, with optional items like name, color, weather, description. The user can also create outfits with all their items. They can choose the name of the outfit as well as the category. It

has a similar add button as the add item does. The user can see all their items and add some to the wardrobe. The primary functions of the paper prototype are adding outfits and items, filtering outfits and items, categorizing them, adding weather on the home page, and finally customization to the app.

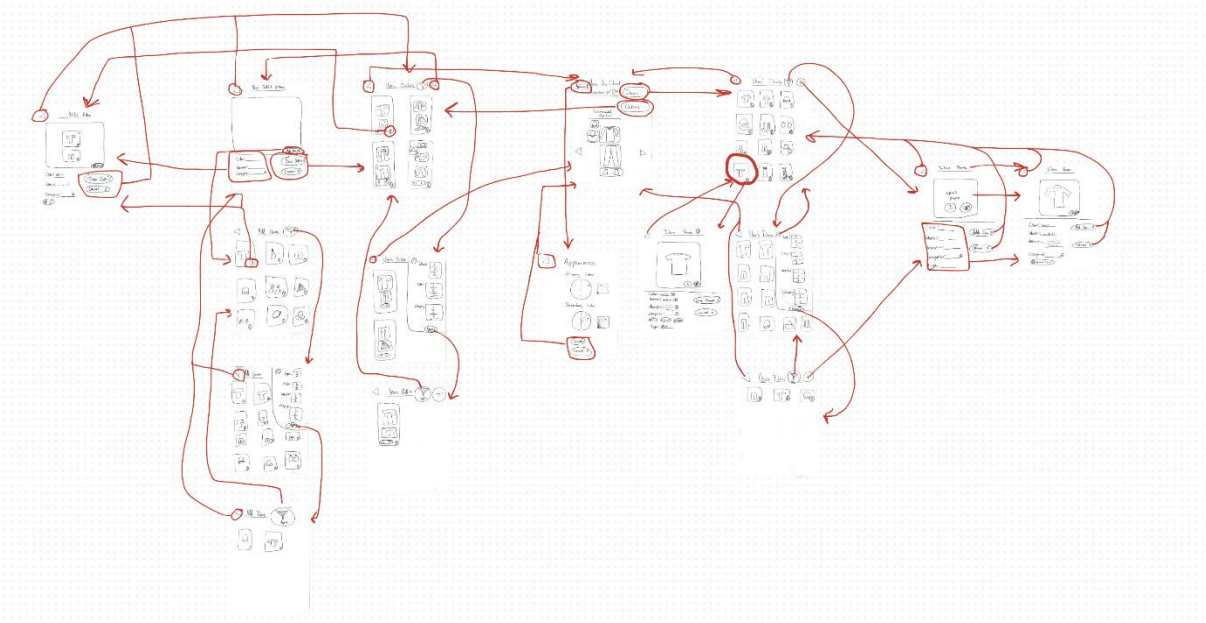
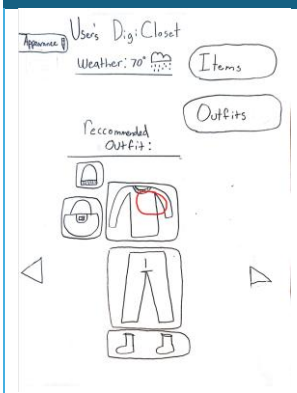
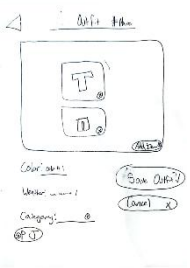
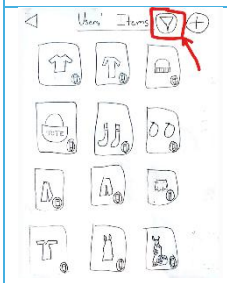


Figure 1 Original Paper Mockup

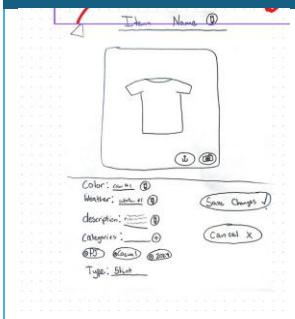
Testing Process:

Kanishka Wijeratne- My method for testing was to first find a user in our targeted group. I found an eighteen-year-old girl who said to be not super tech savvy, but phone savvy. I believed this would be a good candidate to use for evaluating the paper mockup as they are a new user, but still into fashion and familiar with mobile design layout. To start the test, I let them know that the app, Digi Closet, is an app for creating outfits and managing your closet. I did not give any more description than needed to ensure they were not familiar with the details of the idea. This is unlike the online forum we did as well as the in-person interviews. I wanted to do this to test how user friendly the design is in its own right for a new user. Having a lack of knowledge of how to do the primary functions with a less tech savvy user really tests the design. I placed out the home page paper mockup and then told her that she can act like it is a real app and interact with it in that way. I filmed them to make sure I would not miss key moments, as well as taking notes on what goes well, and especially what goes

bad. I was looking for moments of confusion or frustration in the moment, as well as looking back on the video.

Image of Relevant Portion	Description of Incident	For negative incidents Severity	Image with Revision Implemented
	User tried to tap on the clothing items on the homepage outfit	2	There will not be a revision to the look itself, but instead it will link to the following page but with the home screen outfit: 
	The user was clearly confused by what this icon was (due to drawing and lack of clear labeling)	3	Within the revision, labeling the icon with Filter underneath will help the user understand the use: 
	Users took a while to understand where the add item button was. They hovered on this page for a while when trying to add an item.	1	Because the paper is not in color it was less boldly pronounced, in the new revision the button will be bigger as well as a bright green:

Saad Arshad: I found a suitable candidate for this test, a 22-year-old male student who has interests in clothing and styling. He has experience in phone and technology usage and is quite dexterous when it comes to operating devices. After viewing the paper mockup, he noticed that it is kind of hard to keep track of where he is since all the pages on the paper mockup looked terribly similar. Due to the lack of colors and limitations of paper mockups, he was often confused as to where he was on the mockup. Another critical incident happened when he got fed up with the buttons on the right side, middle of the screen. He mentioned that the buttons to proceed should be on the bottom part of the screen. This makes reaching them easier for users. Users have devices with various screens and hand sizes. Some can easily reach the top right or the right side of the screen while others cannot. He mentioned moving most of the buttons to the bottom of the screen to help improve usability and user experience.

Image of Relevant Portion	Description of Incident	For negative incidents Severity	Image with Revision Implemented
	Users having a hard time trying to reach save changes and cancel buttons.	4	We plan to implement it in the digital mockup to be able to easily test out various options and outcomes with colors and fonts applied.

Testing Results:

Kanishka Wijeratne- The results of my test were extremely informative. It was clear that I needed to clearly inform the user what they can and cannot click on. I found the lack of knowledge in the real-life test in the user really showed the flaws within the design. The alignment of the buttons was unintuitive and not informative enough for users to clearly understand the application. Adding labels like “filter,” “my outfits,” “my items,” and “filter applied” give the user much more information on what is happening. The button layout needed to be based on what would be the most likely to be used and put that in the easiest spot to use. That is why the filter and add button are both moved to the bottom of the paper mockup. From the heuristic evaluation, it was also clear that the triangles for back arrows

were not clear, especially in a mobile setting. Changing them to clear arrows provides the user with more intuitive use, and clear information.

The addition to labels to what you go back to also allows the user to have more information, while still retaining fast speed. The use of them in the top corner will still be in place, as many apple users find this to be the most intuitive spot to have it. They also felt that having a bar at the bottom to tell you what page you are on in items and outfits would be quicker and less scrolling motions for bigger closets. This addition could also prevent the user from clicking on the outfit itself like with the 18yo user, as they might have been doing it to try and navigate. It is in a standard position and many of our target users operate IOS devices. From this evaluation, it also confirmed that the standardization of filtering, adding, and modifying items and outfits eliminates a hard learning curve. We will be keeping that in the final paper prototype.

Kanishka - Final Paper Prototype:

This is the second version of the paper mockup. The design allows the user to add new clothing items by uploading a picture of the item, with optional items like name, color, weather, description. The user can also create outfits with all their items. They can choose the name of the outfit as well as the category. It keeps the same layout as the pages, but includes changes to the back button, labels on filters, changing placement of buttons, as well as the indication of where the user is navigating to. It can be found in Figure 2, but you can go more in depth with the following link: https://www.canva.com/design/DAGjspZasEc/CExSmKlSWD9m0-7jyl2ooQ/edit?utm_content=DAGjspZasEc&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

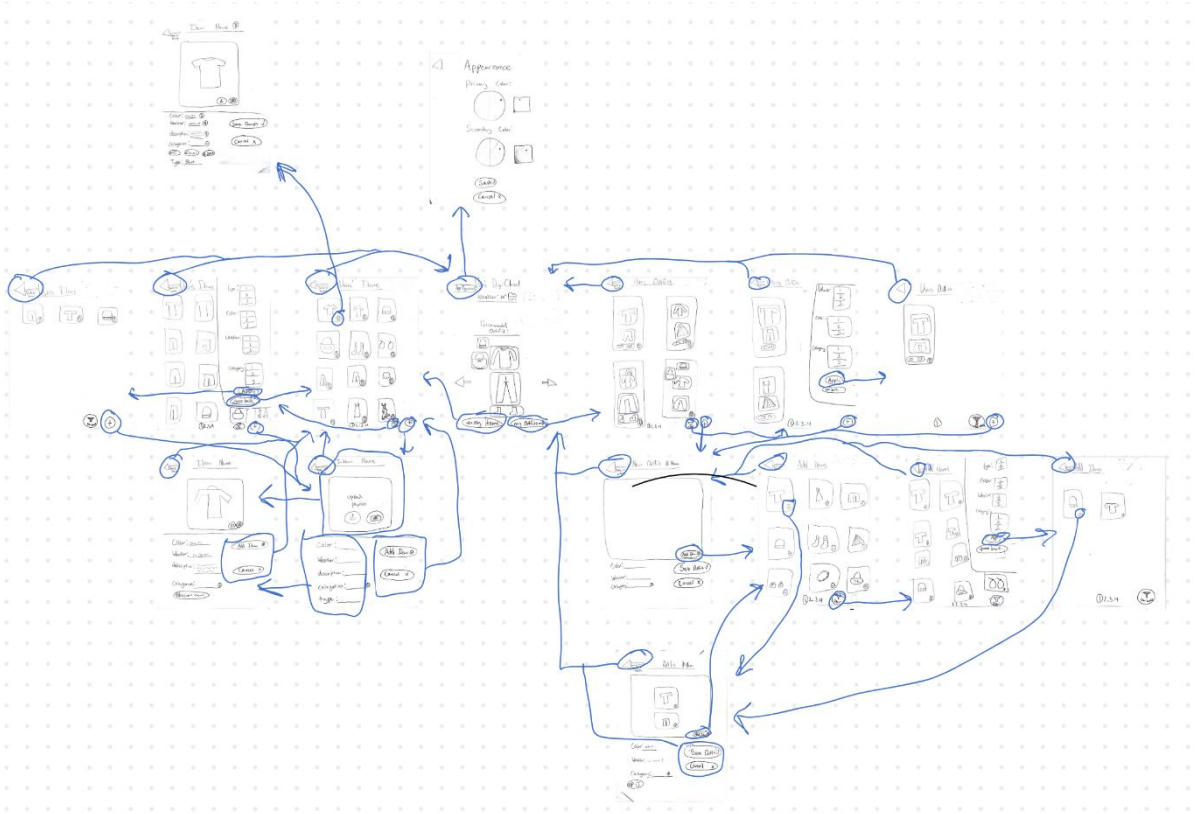


Figure 2 Final Paper Mockup

Saad - Digital Mockup:

The digital mockup was created using Figma. The recording has been submitted on D2L drop-box.

Figma Link: https://www.figma.com/design/hhe0Agg9px4wtBBzXBPnpe/SE-350-Group-Project-final?node-id=0-1&t=op3cyfbQtSzQlEvw-1

I followed the Final paper mockup prepared by Kanishka after discussing a few tweaks we could make on the design. The following main tasks are covered in the digital mockup:

1. Getting recommendations for outfits: As shown on the home screen on Figma, the user can see the current weather conditions and temperature. It recommends the user outfits from the saved ones. This works by comparing the current weather conditions with the categories set for each outfit. As shown in the figure below:

Figure 3 Main screen with recommended outfit for the day.

2. Viewing and editing my items: Users can access and view all their items saved on the app by clicking the bottom left “My Items” button on the navbar. Here they can view all their items and can edit their information. They can also filter out the items they wish to view or edit as shown in the figures below:

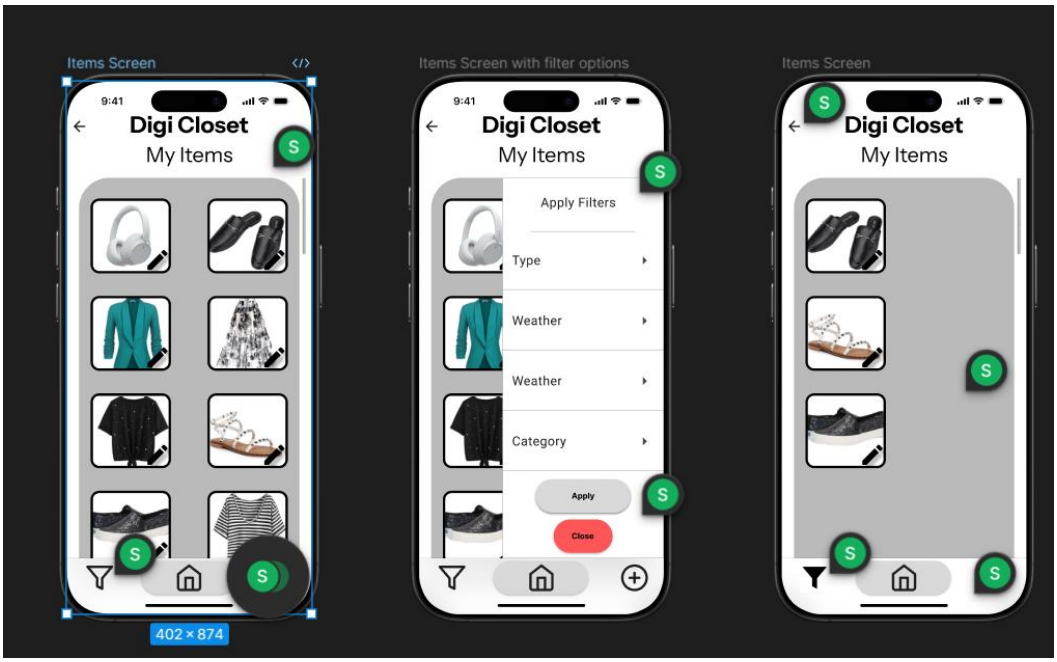


Figure 4 My Items screen with filtering options.

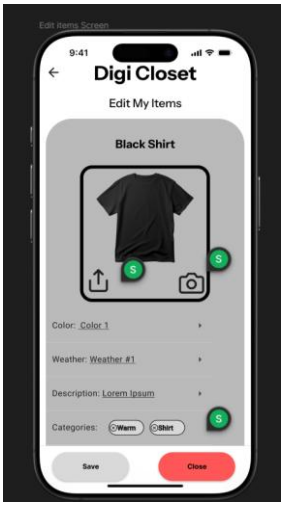


Figure 5 Item edit screen.

3. Viewing and editing my outfits: In the same manner, users can view the outfits they have saved on the application. They can go through them; edit the outfit they like and filter them out. As shown in the figure below:

Figure 6 Outfit viewing tree.

Discussion:

- **What did you learn from the process of iterative design?**
    - Kanishka Wijeratne – Having done processes like this but for ongoing projects in a professional setting, it was cool to learn how to improve something that we produced, not just a business need. The feedback from users in the initial design was key to knowing what functions people wanted. Weather, for example, was almost universally wanted. The first paper mockup was an attempt to bring together these collective ideas into a design that would resonate with users. However, going through multiple iterations made me realize that initial assumptions do not always hold up under scrutiny. The second round of feedback, especially from fresh eyes, helped highlight areas that felt off but were difficult to pinpoint alone. These outside perspectives, particularly from edge cases, challenged my own sense of what felt intuitive and pushed me to think more broadly about accessibility and usability. Through this process it made me question assumptions, testing usability, and ensuring the design works for a wider audience. If I were to go through this again, I would incorporate even earlier low fidelity testing and more diverse user perspectives from the start. The early feedback was key to having a "north star" to work towards.
- **How did the process shape your final design?**
    - Kanishka Wijeratne- The iterative process played a crucial role in shaping the final design by continuously refining our ideas based on user feedback and usability testing. Early on, the first mockup was built around what we assumed users would want, but as we gathered feedback, it became clear that some elements needed to be adjusted. The positioning of a lot of our buttons completely changed from our initial design to the Figma design. The user feedback and fresh eyes allowed us to see the project from a different point of view. As we moved through multiple iterations, we began focusing more on usability—ensuring that navigation felt intuitive, elements were placed logically, and the overall design was functional and intuitive to a new user. The final design would not have been nearly as effective in meeting user needs without this process.
- **How have your tasks changed as a result of your usability tests?**
    - Kanishka Wijeratne- Our primary tasks did not change a ton from our usability tests. I believe the reason for this is that this application solves a somewhat limited

problem. Having extremely customizable categorization, as well as basic filtering of clothing led us to change our design more than the tasks themselves. The usability tests showed that users wanted to see the weather, becoming a home page feature. I believe that if we were to continue this project, I think the ability to have a social network where you can share outfits, or the ability to create photobook type images for users to post on their social media would be the main task.

- **Do you think you could have used more, or fewer, iterations upon your design?**
    - Kanishka Wijeratne- I believe two more full prototype iterations with a larger test group would really help us refine the design and focus on the primary functions. Seeing what users interact with the most could help show a pain point in the navigation that might only show up when the app is interacted with in one way (Ex: Uploading Multiple items at once when someone goes shopping). The addition of gesture swipes in the navigation would also be something to implement. With the layout and filtering being standard on outfits and items having gestures to control what filters are applied, adding items/outfits could help lead to higher satisfaction in the speed to complete a task.