Find My Garment

Role: Interaction Design, Product Design

By Sherzod Max

Finding a perfect garment can be difficult. Imagine a situation: you're moving through a crowd of people, and the most perfect denim shirt in the world on a stranger catches your eye. You are smitten with it. the fabric is exquisite, the style is just right - and you want to own this shirt. If only there was a way to get it in a few taps.

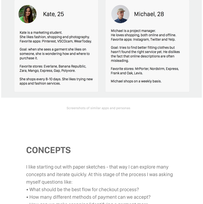
DESIGN GOAL

Design a mobile app that enables you to impulsively identify and purchase a garment or accessory that you see in real life. Design an end-to-end flow covering the experience from the moment of awareness to purchase completion.

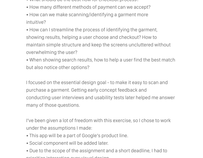
RESEARCH

After sketching out and understanding the product goal it is important to research competitors and see what's out there, how they do it, and what we can learn from their product. There aren't many competitors that do the same or a very similar thing to our product. I've compared navigation, visual design, and purchase flows of apps like ASAP54 and Style Snap. I was also researching how the best e-commerce apps such as Amazon and Google Shopping Express designed their product views and purchase/payment flows.

Competitor analysis was followed by user research. Now that I've studied similar apps, I got more insights on our user base. Talking to people who use similar apps and reading app store reviews is useful because they can tell you why and how people use a particular app. Understanding the user is extremely important because it helps us to empathize with them, understand their needs, motivations, behavior, and frustrations which, in the end, results in a product people want. User research also helped me build personas, storyboards and choose the right color palette.



Screenshots of similar apps and personas



CONCEPTS

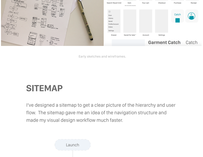
I like starting out with paper sketches - that way I can explore many concepts and iterate quickly. At this stage of the process I was asking myself questions like:

- What should be the best flow for checkout process?
- How many different methods of payment can we accept?
- How can we make scanning/identifying a garment more intuitive?
- How can I streamline the process of identifying the garment, showing results, helping a user choose and checkout? How to maintain simple structure and keep the screens uncluttered without overwhelming the user?
- When showing search results, how to help a user find the best match but also notice other options?

I focused on the essential design goal - to make it easy to scan and purchase a garment. Getting early concept feedback and conducting user interviews and usability tests later helped me answer many of those questions.

I've been given a lot of freedom with this exercise, so I chose to work under the assumptions I made.

- This app will be a part of Google's product line.
- Social component will be added later.
- Due to the scope of the assignment and a short deadline, I had to prioritize interaction over visual design.



Early sketches and wireframes.

SITEMAP

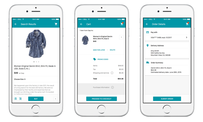
I've designed a sitemap to get a clear picture of the hierarchy and user flow. The sitemap gave me an idea of the navigation structure and made my visual design workflow much faster.

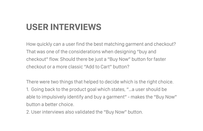
HIGH FIDELITY MOCKS

I tend to look at the product holistically and thinking about branding is a part of it. That's why I decided to choose a name for the app, design an appropriate color palette and app icon. I first named the app "Garment Catch." then later on decided on a more simple "Catch."

I won't go into too much detail about visual design, but I'll mention that my first choice for the color was Light Cobalt Blue. Only after a couple of user interviews when I was comparing it with Dark Cyan, the blue didn't get as much preference as the cyan color.

Assuming this app is a part of Google's products, I decided to utilize Material design guidelines, to design a product consistent with Google's ecosystem.





Some of the screens

USER INTERVIEWS

How quickly can a user find the best matching garment and checkout? That was one of the considerations when designing "buy and checkout" flow. Should there be just a "Buy Now" button for faster checkout or a more classic "Add to Cart" button?

There were two things that helped to decide which is the right choice.
1. Going back to the product goal which states, "...a user should be able to impulsively identify and buy a garment?", makes the "Buy Now" button a better choice.
2. User interviews also validated the "Buy Now" button.

The classic way The right choice

The "Buy Now" button makes even more sense because "Add to Cart" is used when a person is shopping for at least 2-4 items simultaneously, which is rarely the case in this app.

I faced a similar challenge when deciding whether to choose a standard grid versus a grid with the top cell (best match) being full screen width. After a couple of user interviews I was certain that highlighting the best match is a better choice. Having more focus on the best match is clear, it guides the user while still giving a choice to explore other options.

Previous iterations and the current version

In the end, it's not easy to be the only designer and give yourself design critique. Feedback and user interviews were not only helpful throughout the design process but they also inspired me to make more iterations which lead to the current, better prototype.

Conducting user interviews

INTERACTIVE PROTOTYPE

To see quick onboarding introduction and the end-to-end flow, please check out the full interactive prototype here:

http://invis.io/RJ3C4PRKA

I was too excited designing the app and got carried away a little. There are more details that haven't been covered here that I'd happy to discuss in person. If you have any questions, you're welcome to email me at **sherzodsu@gmail.com**

To check out other projects I've worked on, visit: **http://sherzod.co**