

Part 2: Design Alternatives

Scenario:

Scenario 1: Luna and Friends

Luna and her friends are fashion enthusiasts who have been struggling to find a reliable online shopping platform that provides personalized fashion recommendations. They come across StyLEst, which promises a seamless and stylish shopping experience.

Scenario 2: Athena's Connectivity Issues

Athena, a Japanese transfer student, faces connectivity issues while trying to keep up with the latest fashion trends online. She discovers StyLEst, which offers offline browsing and personalized recommendations, making it easier for her to stay stylish despite her connectivity problems.

Scenario 3: Jack's Limited Internet Access

Jack has limited internet access and can only go online for a few hours daily. He needs an efficient way to shop for fashion items without wasting time. He starts using StyLEst, which helps him quickly find what he needs with its efficient search and personalized recommendation features.

Storyboard (Based on Scenarios):

SCENARIO 1: LUNA AND FRIENDS



SCENARIO 2: ATHENA'S CONNECTIVITY ISSUES



SCENARIO 3: JACK'S LIMITED INTERNET ACCESS



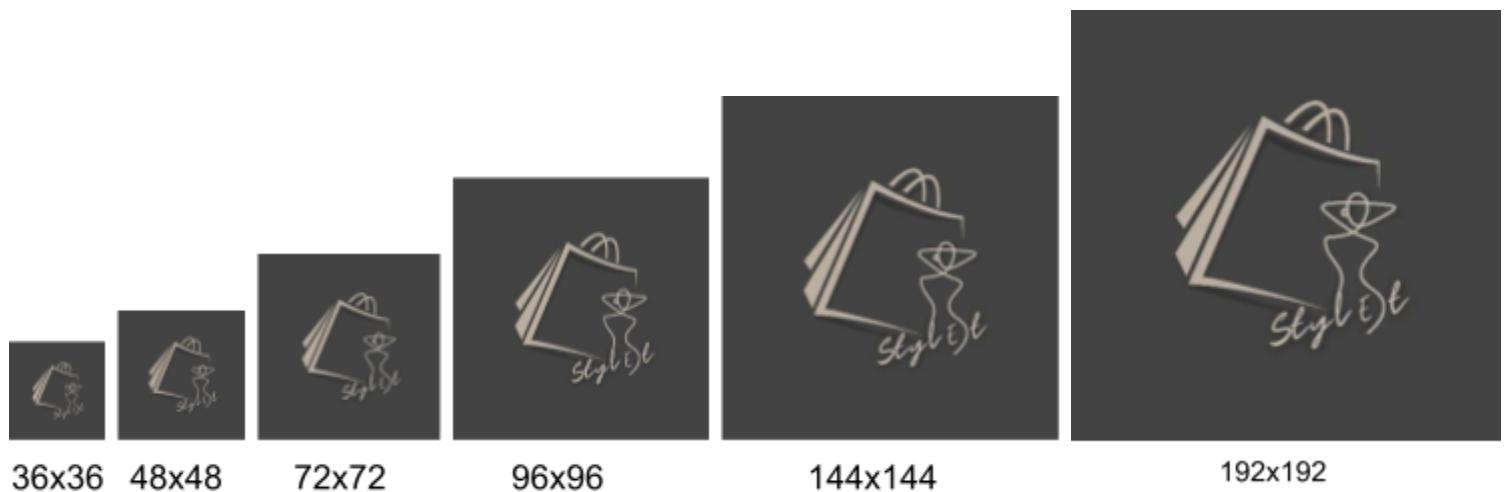
Project Description

StyLEst is a cutting-edge app designed to provide a seamless and stylish online shopping experience, focusing on fashion and beauty products. Combining "Style" with "LEst" (implying "Lifestyle & Elegance" or "Best"), StyLEst aims to offer users a curated selection of elegant products, comprehensive details, and personalized recommendations. The app is user-friendly, allowing anyone to easily create an account, browse through a diverse range of items, and make purchases with a simple checkout process. Additionally, StyLEst fosters a vibrant community for fashion inspiration, making it the go-to platform for anyone looking to enhance their style and elegance effortlessly.

Problem Statement:

- Difficulty finding a reliable online shopping platform that provides personalized fashion recommendations and a diverse product range.
- Connectivity issues that prevent staying updated with fashion trends and making timely purchases online.
- Limited internet access restricting the ability to efficiently find and purchase fashion items within available online time.

Application Icon Size Comparison



The icons above showcase the application icon in various sizes. This is essential to identify how it would look in many different screen ratios.

Design Space

What requirements may be difficult to realize?

Implementing advanced personalized recommendations may be challenging due to the need for sophisticated algorithms and significant data processing capabilities. Ensuring high-quality, real-time data for accurate suggestions requires robust backend systems and data management strategies. Another difficult requirement is maintaining a vibrant community for fashion inspiration. This necessitates active user engagement, dynamic content creation, and effective moderation to foster a positive and productive environment. Additionally, ensuring a seamless user experience across different devices and platforms can be challenging, as it requires consistent performance and interface design.

What are some tradeoffs that you should or did explore?

One major tradeoff is between personalization and privacy. To provide highly personalized recommendations, the app needs to collect and analyze substantial user data, which can raise privacy concerns. Balancing the depth of personalization with user data protection is crucial. Another tradeoff is between a visually rich interface and app performance. High-quality images and videos enhance user experience but can slow down the app if not optimized properly. Additionally, offering a wide range of features versus maintaining a simple, intuitive user interface is a critical tradeoff. While numerous features can attract diverse users, they can also complicate the interface and overwhelm users.

Which tasks will be easiest to support?

The easiest tasks to support include account creation, product browsing, and adding items to the cart. These are standard e-commerce functions that can be implemented with well-established design patterns and user interface elements. Providing detailed product descriptions and high-quality images is also straightforward, as these rely on existing content management systems. Simple checkout processes, including filling out delivery forms and processing payments, are also relatively easy to support using existing e-commerce frameworks and payment gateways.

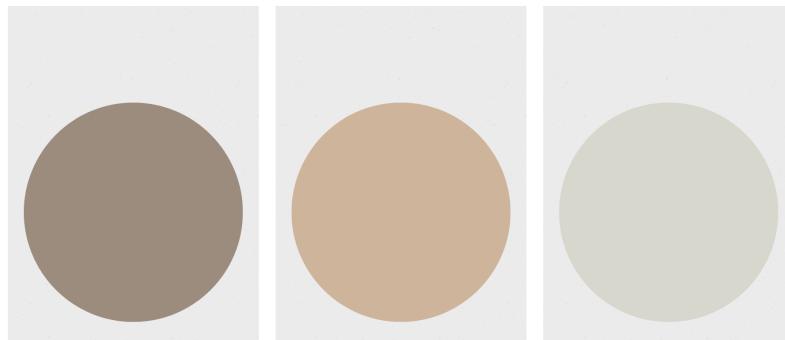
Which are the hardest?

The hardest tasks to support include developing the personalized recommendation engine and creating a vibrant community space. Personalized recommendations require advanced machine learning algorithms, large datasets, and continuous fine-tuning to improve accuracy and relevance. Building a community space where users can interact, share content, and inspire each other involves significant challenges in content moderation, user engagement strategies, and social features integration. Additionally, ensuring the app's scalability and performance under high user load can be difficult, requiring robust infrastructure and efficient backend systems.

Design

The StyLEst application aims to showcase a modern-minimalistic design. In order to achieve this design, the following will be identified: Color Palette, Font Style, and GUI.

Color Palettes



COLOR PALETTE

Font Style



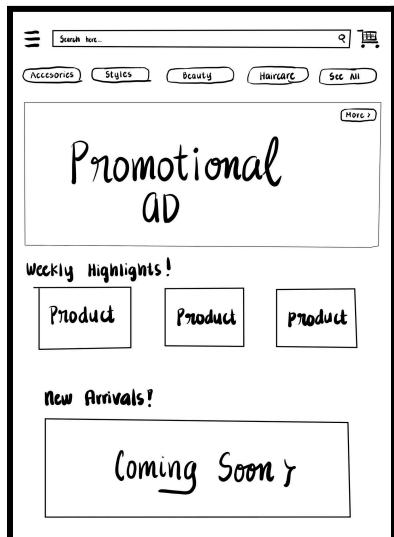
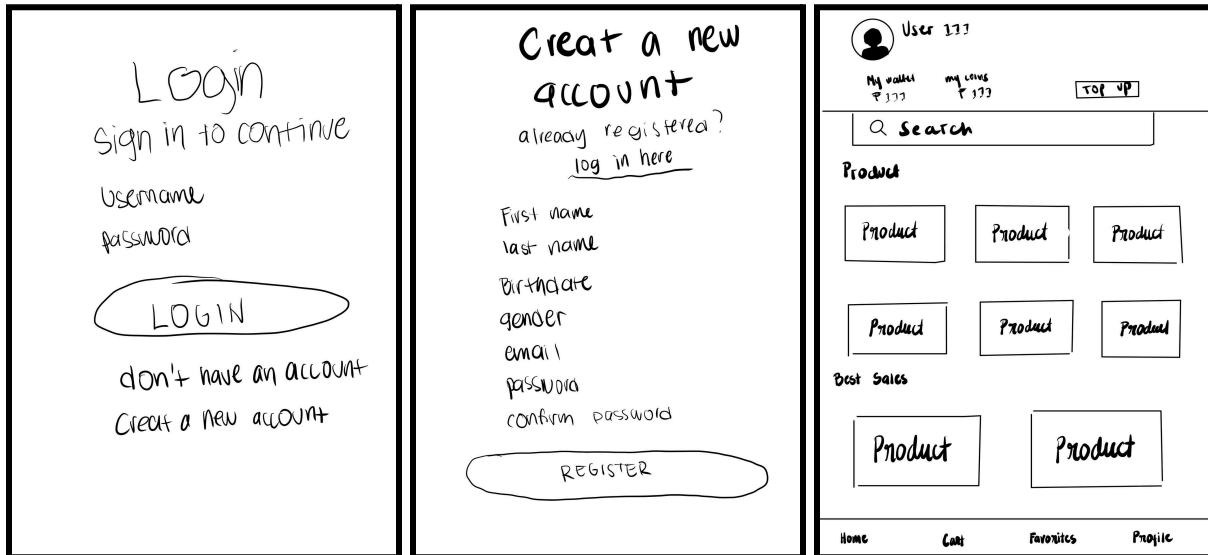
For our project logo, we chose the Majesty font, a luxury handwritten script font renowned for its natural and classy signature feel. This font was selected to evoke a sense of elegance and sophistication, perfectly aligning with our brand's commitment to quality and refinement. The graceful, flowing lines of Majesty add a personal and distinctive touch, ensuring our logo stands out with a timeless and distinguished appearance.

GUI

The pair will only use the Android GUI for the application to avoid complicating matters with separate designs for different models. They will adopt the Android GUI from Figma and Canva for this application.

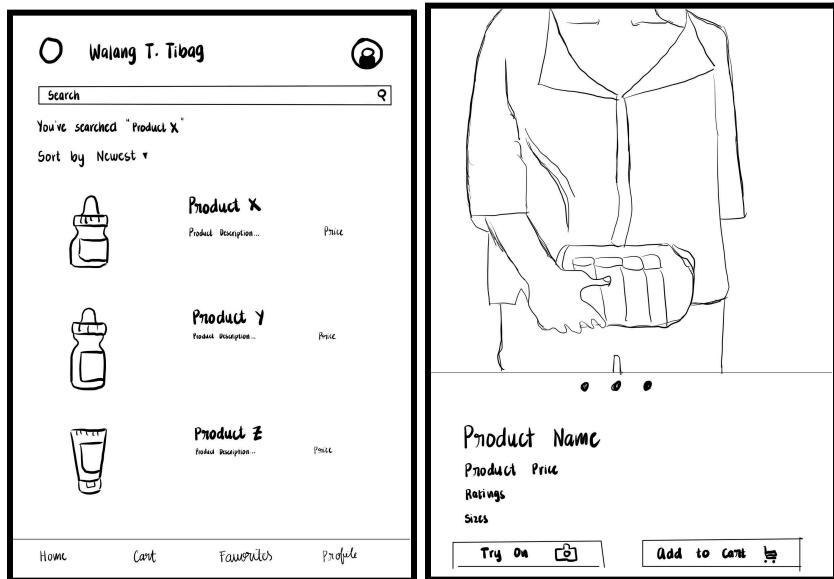
Sample Feature Flows

We would like to showcase a sample flow of various features that can be seen throughout the app. Please note that these features are subject to change based on the survey results.



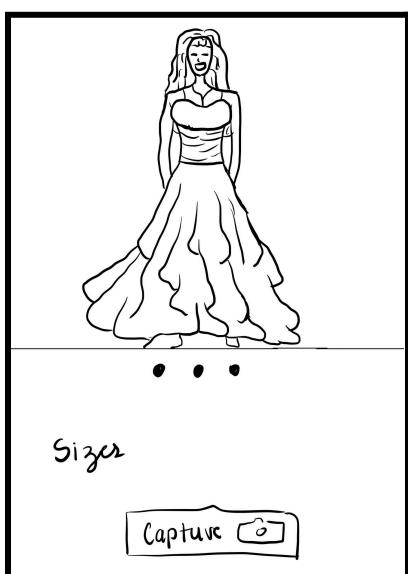
Sample Flow Login Page

Launch the styLEstapp and navigate to the login page. Look for the "Login" button at the middle part of the screen. Enter your credentials, usually your personal information. Double-check your information to avoid errors. If you're unsure about your password, reset it through a "Forgot Password?" link. Once you've entered your credentials correctly, tap the "Login" button again. The styLeST app will verify your credentials, and you'll be logged into your account. Access features like order history, wishlist, and settings.



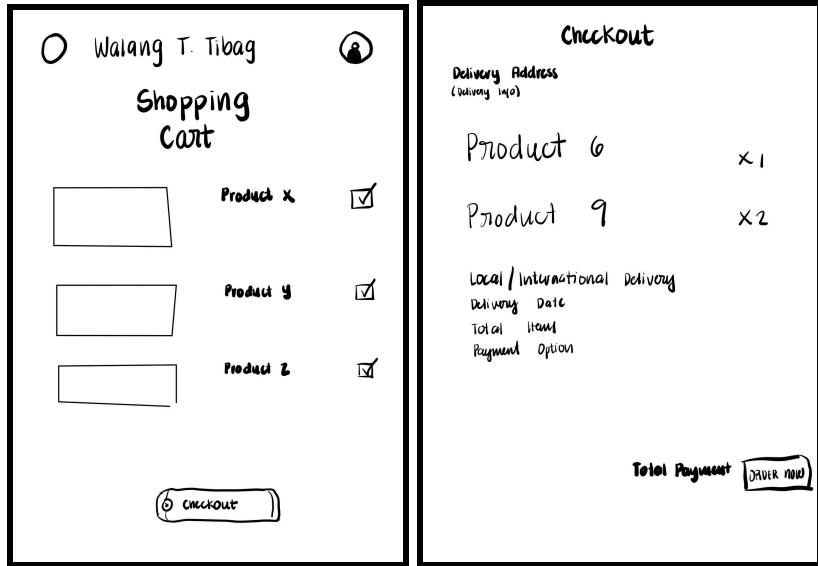
Sample Flow of Product Overview

The search bar at the top of the screen allows users to search for products by entering their name or description. To narrow down the search, filters like price range, brand, size, and color can be applied. Once the search query is entered and filters applied, the app will display a list of products matching your criteria, complete with thumbnails, brief descriptions, and prices. Users can easily browse through the results, tapping on each product to explore its details, customer reviews, and availability.



Sample flow of Try on Page

The styleEst app provides a unique shopping experience with a virtual try-on feature with a built-in model. Users select a clothing item from the catalog and tap on it to access the product details page. The virtual model automatically adjusts the item's appearance when worn, allowing users to customize the fit and placement. After making adjustments, a "Capture" button is available, allowing users to capture a snapshot of the model wearing the item. This allows users to review the snapshot, make confident purchases, and share it with others for opinions or style showcase.



Sample flow of Checking out Items

Start by accessing a shopping cart, where you'll see all the products you've added for potential purchase. When you're ready to organize and prioritize these items, simply look for the "Add to Cart" option within the cart interface. This feature allows you to selectively move items or transfer your entire cart contents with just a tap, ensuring flexibility based on your preferences.

Once you've chosen the items you want to transition, confirm your selection to move them to your shopping list. Navigate to your shopping list within the app, where you'll find everything neatly categorized and ready for your review. This feature not only helps you keep track of what you intend to purchase but also allows you to easily check details such as sizes, colors, or quantities before making decisions.

Mock-up/Prototype

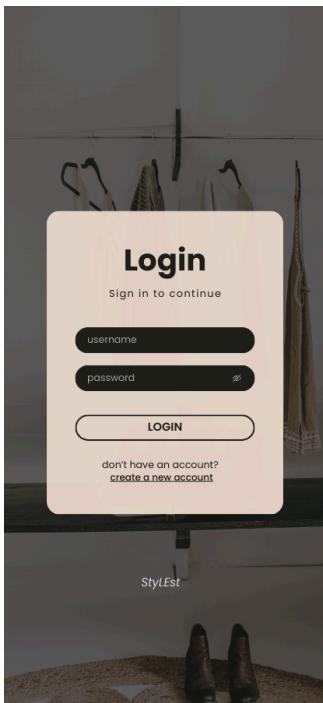


Figure 1: Once the user will open the app. The user will see Log in or create new account.

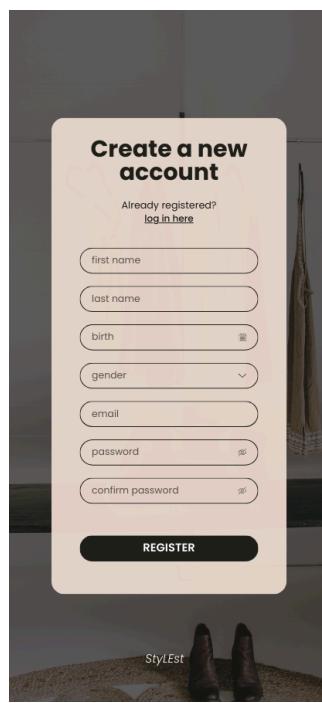


Figure 2: The user will first Sign up for an account once she is a new user. And this will be the view for the user once she click the create new account button.

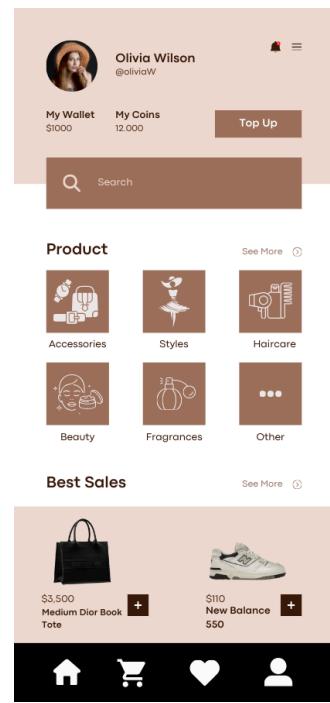


Figure 3: The user is done making her account and this is the "Me" button of the shopping application.

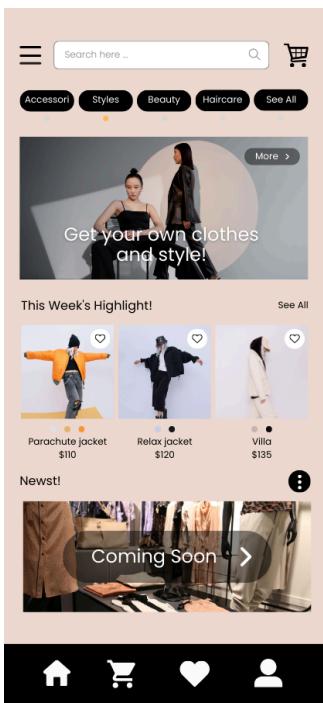


Figure 4: This is the "Home" button of the application.

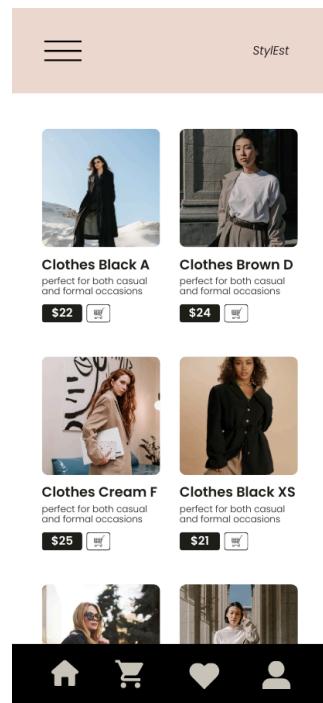


Figure 5: This is the "Home" button when you scroll down.

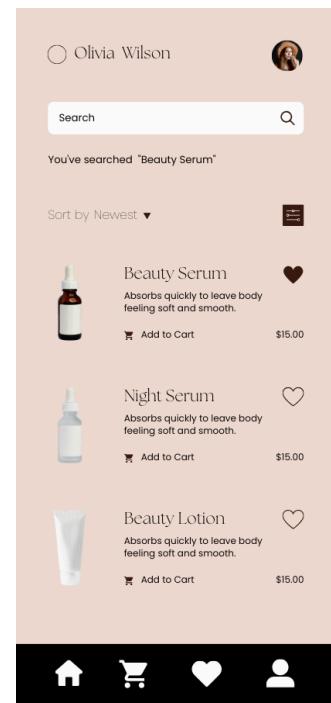


Figure 6: Once the user will search for a specific product, the items will be sorted on that specific product

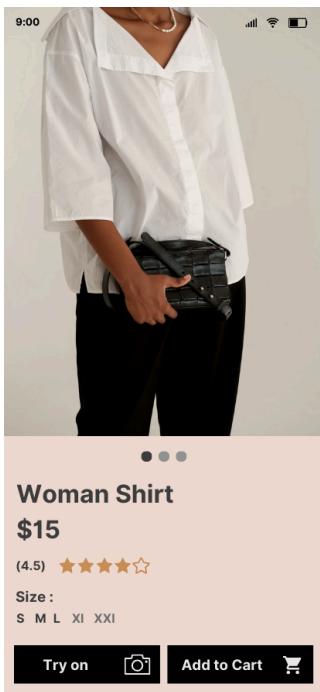


Figure 7: This will be the view once the user will click on a specific item.

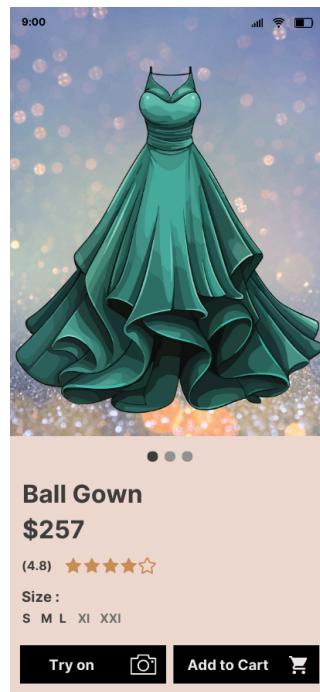


Figure 8: She can click on the "Try on" or "Add to Cart" button.

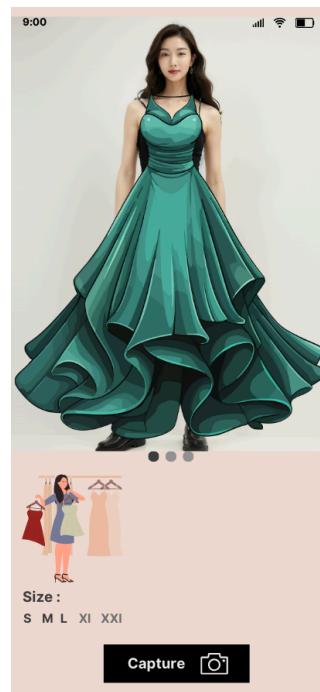


Figure 9: Once the user clicks the "Try on" button, she can try it on using her camera. So that she can see whether the item is nice to her.

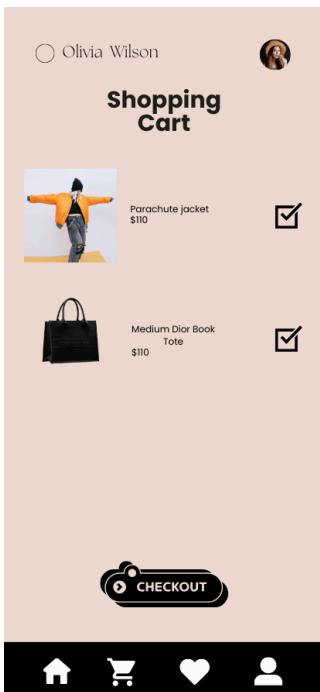


Figure 10: This is the "Shopping Cart". The user will see all the items that she have been added to cart. And can click the "Checkout" button if she want to place an order.

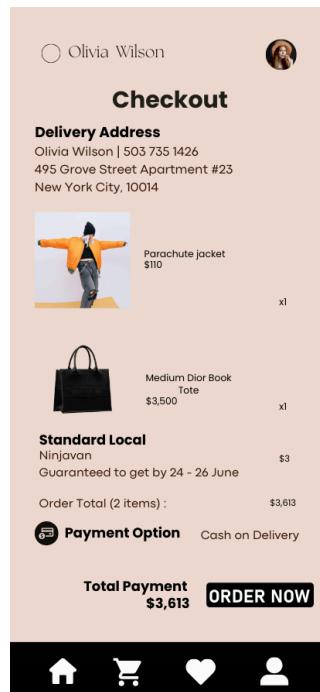


Figure 10: When she clicks the "Checkout" button, this will be visible to the user. She will enter her details for the delivery. And after that, she will click the "Order Now" button to place her order.