STAGE TWO
USER RESEARCH REPORT

TEAM P - T04

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Portfolio Repository

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DESCRIPTION OF THE PROJECT IDEA

Our idea for the project is to create a Virtual Closet mobile application. The system will provide users with a virtual database to add clothes and accessories from their physical closet into their virtual one. It will allow users to mix and match clothing items from their database of clothing, offering a solution to the age-old question, "What should I wear today?"

HOW DO YOU EXPECT YOUR SYSTEM TO BE USED?

The system will be used via the mobile application. Users may feel the desire to find fashionable attire everyday, or for specific events. They can plan their outfits ahead of time before even arriving at their closet. These outfits can be saved so that they can quickly access them without thinking about their previous outfits. People can also experiment with different items saved in the application to create a new outfit. This would save them from the hassle of trying different outfits by themselves.

BY WHOM WILL THE SYSTEM BE USED?

People who have trouble deciding what to wear will use the app to plan according to weather and see all their options. People who are interested in fashion will use it to plan out different outfits and see what could be created from their closet. But, everyone has clothes, so anyone and everyone could be a potential user! It's also possible that the system could be used by clothing retailers and designers looking for a new and exciting way to showcase or market their clothing/designs.

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UNDER WHAT CONTEXT DO YOU EXPECT IT TO BE USED?

We expect our service to be used whenever someone wants to organize their closet or take inventory of their wardrobe. It could also be used to plan outfits in advance for those days when you just don't know what to wear. It was suggested that the system could also serve as a social platform of sorts.

STAKEHOLDERS

Average Joe People | User:

- As anyone who is looking for recommendations of clothing to wear based on the weather, or any individual who doesn't know what to wear can use this app to help them decide which clothes to select. They can also utilize it to see what their friends or social media influencers' wardrobe is (the items that they decided to share), share their own wardrobe selection or view the latest trends occurring in other individuals' wardrobes and easily find out what clothes they have.

Social media influencers | User:

- By using this app their followers can interact with them more by seeing what is in their closet. This will be focussed more towards influencers who typically share their outfits on social media. Followers can access their closet and see what outfits they have saved and see what makes up that outfit.

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Clothing Retailers | User:

- **Clothing retailers could create profiles on the app and display their entire catalogue or new collections of items to users. Once the retailer has categorized their clothing items, regular users can browse those items or have them suggested to them by the app.**

Clothing Designers | User:

- **Similarly as to the clothing retailers, clothing designers can add their designs to their profile to showcase them to the public, or make potential clothing designs and or offers to clothing retailers to promote themselves.**

Personal stylists | Stakeholder and User:

- **The app can be used to showcase their work and different outfit styles to promote their work. People can browse the different outfits they come up with to understand how they style outfits before committing to the service.**

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USER RESEARCH METHODS

Competitive Product Survey - Learn

Using this method, we can find out how existing systems that offer similar services are lacking and how we can make improvements in our own solution. We can get an idea of how competitors are representing the same idea and what the basic functional requirements are. We can uncover what users like or dislike about them, where they think there's room for improvement, what important features are missing, etc.

By doing research on similar apps, we were able to find out what kinds of features are present in other apps that we could include in ours too. It also helps to see what features we can add that aren't present in others. The user reviews on the other apps are also helpful to tell us what features are liked by people, such as removing the background of pictures taken, adding details about clothes, and planning outfits ahead of time. Using this knowledge, we can create an app that includes the features that are already liked by users. One example from our research is that users like to plan outfits ahead of time. Learning from user reviews is not always the most informative since some are not very descriptive on why they like or dislike an app. More on the findings of other apps can be found in appendix A.
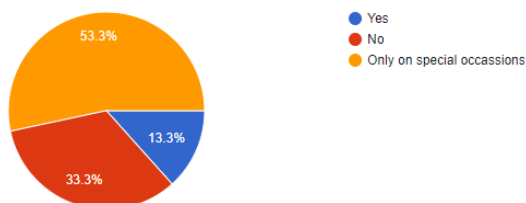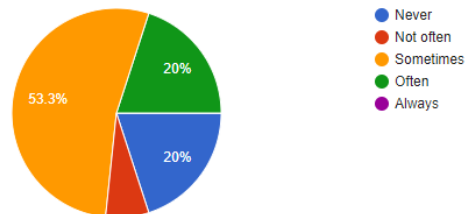
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Surveys and Questionnaires - Ask

Surveys and questionnaires could be used to understand thoughts and opinions of potential users. A survey can help with collecting lots of data from many different users. So, we can understand what features potential users would want. We can also gather opinions on what features we have planned.

When conducting our survey, we found it hard to come up with questions to ask people. Although it was a good way to get lots of data, our survey participants may not be who we are looking for in terms of potential users. Upon reviewing the survey results it gives us an idea of the type of users who will use the app. A lot of the people who answered the survey are people who are less likely to use the app. So, it would be nice to find more people who would be actual users of the app. Other people who seem to be interested give us ideas on which features to focus on and which features they would like to see. The question about social media influencers shows us how people would react to adding a feature which involves that.

Do you plan your outfits?
15 responses

Do you ever see a picture of someone on the internet and wish you could find out what clothing pieces they were wearing?
15 responses

The final results and survey questions can be seen in appendix B.

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Scenarios - Try

Scenarios allow us to take the results of both the competitive product survey and our own survey and apply the results. We can understand more in depth the users that will be using the app. By creating these scenarios, we can think about how to connect the users with specific features we are trying to implement.

When constructing the scenarios, we used the survey results to guide us. On the survey, we had positive results about social media influencers, which means it's a feature that people would want. These scenarios also help us find out about which features should be prioritized. For example, all scenarios involve saving, creating, or viewing outfits. This indicates that the outfit feature will be important for a wide spectrum of users.

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TASK DESCRIPTIONS

MUST BE INCLUDED:

- Users can enter a picture and details of a clothing item into their virtual closet.
- User can categorize their clothing items into a variety of meaningful ways (e.g., colour, article type, appropriate weather or occasion).
- View different clothing items by category.
- User can plan their outfits for an upcoming vacation, an outfit for each day could be planned according to the activity decided for the day.
- Put together and save outfits on the app.

IMPORTANT:

- Users can use a settings option for disabling recommendations for clothing, and option to only view specific individual's wardrobes.
- Adding individuals to a friends list.
- Users can have a option to enable/disable being online.
- Account creational option for different individuals(Designers, Retailers, etc).

COULD BE INCLUDED:

- Users can allow locational data access on their mobile devices allowing the app to suggest stores with recommended clothing/outfits for the upcoming or current weather.
- Users can share their outfits/virtual closet with their friends or allow access for the public to view their entire clothing selections or a few selected items.
- Users can view what clothing is trending.
- Users can copy/save other individuals' outfits
- Users can follow other individuals.
- Users can view a promotional tab for clothing designer promotions.

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APPENDIX A: APP REVIEW OBSERVATIONS

My Dressing - Fashion closet App

A Google user
★ ★ ★ ★ ☆ March 20, 2017

👍 53

Love the app! When it comes to sorting clothes it seems funny that you have to have a subcategory. So when you nake a new category, you actually have to make a new subcatefory as well before the category can work. Would like to see the possibility of being able to tag outfits under multiple categories. As well its kinda annoying to have to name each outfit. If that were optional that would be nice. Naming categories is good enough. As well it would be nice to be able to edit the pic after trimming.

Stylebook App

Pros:

- Saves time and helps with shopping.
- Very easy to add new clothing pieces from stores websites (good because their professional photos usually look much better that photos taken by the user).Ability to edit out the background of a photo, so the picture is of just the clothing piece.
- Ability to email looks or clothing pieces to people. Or to send looks/clothing pieces to other users of the app.
- Ability to add details about the piece of clothing (cost, colour, material, season, brand). You can then search your closet by these parameters.
- Ability to add wishlist pieces from the web and see how they would work with your other clothing pieces. In-app calendar to keep track of what was worn on what day

Cons:

- Taking photos of your clothing and editing out the background is time consuming and can look bad with poor lighting. Users prefer getting the photos from the store's website.

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APPENDIX A CONT.

ClosetSpace

Pros:

- Ability to upload pictures not only from camera, but also from saved images on the device or through a web URL of the image
- Users can group items by colour, garment type, number of times worn, date last worn
- Ability to create outfits, save outfits to a calendar date, and code them according to events (e.g., casual, evening, work).
- Ability to "archive" items you aren't currently wearing (e.g., archive your winter clothes during the summer)

Cons:

- Putting together outfits is just making a collage. There's no way to superimpose one article of clothing on top of another.

Stylicious

Pros:

- Ability to search for items from specific manufacturers or stores and add that item to the closet.
- Ability to add outfits to the calendar.
- When looking at an item, you can see all the outfits you've used it in.
- Ability to add notes to outfit to help the person put it together when they're getting dressed.

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APPENDIX A CONT.

GENERAL FINDINGS:

- Seems pretty standard to offer users multiple ways to upload clothing items. Users want to be able to take a photo of the clothing piece and edit out the background, but uploading and editing their own photos can be time consuming and have poor results if the lighting is not good. For this reason, they also want to be able to upload images saved on their device, upload images by web URL, and to be able to search for items from specific manufacturers/stores and add them in that way.
- When uploading items, users want to be able to add details about a clothing piece such as its cost, colour, material, season and brand so that they can later search their closet for items by these parameters.
- Once a user has made an outfit, they would like to be able to save the outfit, share it with other users, assign it a calendar date for them to wear it on, and to code the outfit according to the event.

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APPENDIX B: SURVEY QUESTIONS

SOME QUESTIONS USED:

- On a scale from 1-10, how important to you are the clothes you wear?
- Why don't/do users care?
- How often do you have issues choosing what to wear?
- How long does it take for users to decide on what to wear
- Do you use an application to keep track of all the items in your closet?
  - If yes, provide the name of the app/service you use.
- Do you plan your outfits?
- How often do you have difficulty buying clothes?
- What's your general opinion on social media "influencers"? Do you like/dislike them? Would you choose to use or not use a system because of the prevalence of influencers on the platform?
- Do you follow someone because you like their fashion?
- Do you ever wish you can share an outfit?
- Do you ever wish you can find out what someone on the internet is wearing?

[Survey Link](#)

[Survey results](#)

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APPENDIX C: SCENARIOS

SCENARIO 1: USER WANTS TO CREATE AN OUTFIT BASED ON A SPECIFIC OCCASION.

The user wants to find a suitable outfit for a research conference. The user will open our application and look for the list of previously created outfits and choose the category of professional outfits. The user will either pick a previously created outfit or they can mix and match items from previously created outfits to create a new outfit.

SCENARIO 2: USER WANTS TO VIEW THE CURRENT/PREVIOUS OUTFITS OF A CELEBRITY/INFLUENCER THEY LIKE/FOLLOW.

The user is on social media and going through their feed, and sees a celebrity they follow have an outfit that appeals to their style. From there the user wants to go through and look at all of that celebrity's previous outfits that they had shared publicly. The user opens up our application and searches up or visits the profile of the celebrity. Then the users can look at the previous outfits of the celebrity and a photo of them in it (if made public), and can see more details on the outfit upon pressing it.

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APPENDIX C CONT.

SCENARIO 3: USER SEES AN ONLINE PHOTO OF A CELEBRITY WEARING AN OUTFIT THAT THEY REALLY LIKE AND WANTS TO FIND OUT WHERE THEY GOT THE CLOTHING ITEMS FROM.

The user is scrolling on social media and sees a photo of a celebrity wearing an outfit that they really like. The user wants to find out where these articles of clothing are from so they go on our app and visit the profile of the celebrity. They can then look through the celebrity's outfits on their profile and after selecting the outfit, they can view a breakdown of each piece in the outfit and details about them (e.g., brand, cost).

SCENARIO 4: USER WANTS TO DRESS FOR UNEXPECTED WEATHER

The user wakes up one morning and opens their blinds to find out that winter has come in overnight. Seeing as how it's been almost a year since last winter, the user has forgotten how to dress for the winter. Luckily, they can open our application and view the outfits they've labelled as "winter" outfits. Now they can recall what kind of clothing they wore in this weather last year and can get dressed in no time.