

*“Take your closet with you wherever you go.”*

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**Michelle Lee**

**Cathy Cao**

**Raag Pokhrel**

**Yadi Reyes**

# Let's Follow Some People...

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Susan goes shopping.

Mark needs a new shirt.



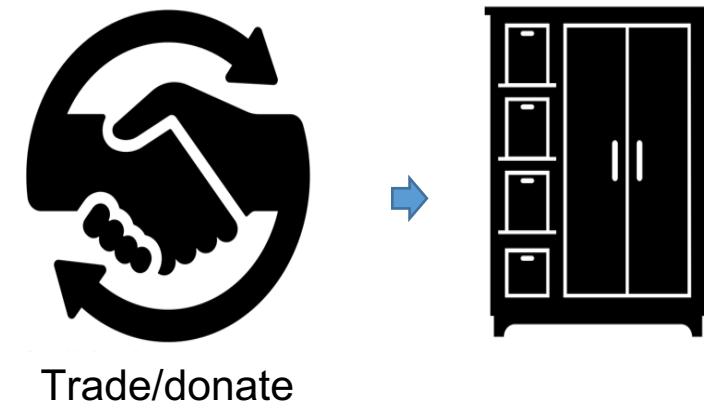
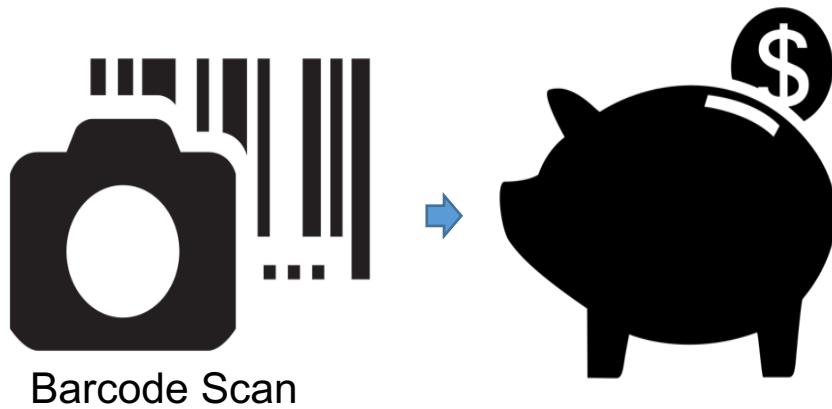
The U.S. apparel business is a **\$12 billion** industry.

**54** percent of Americans are overwhelmed by clutter.

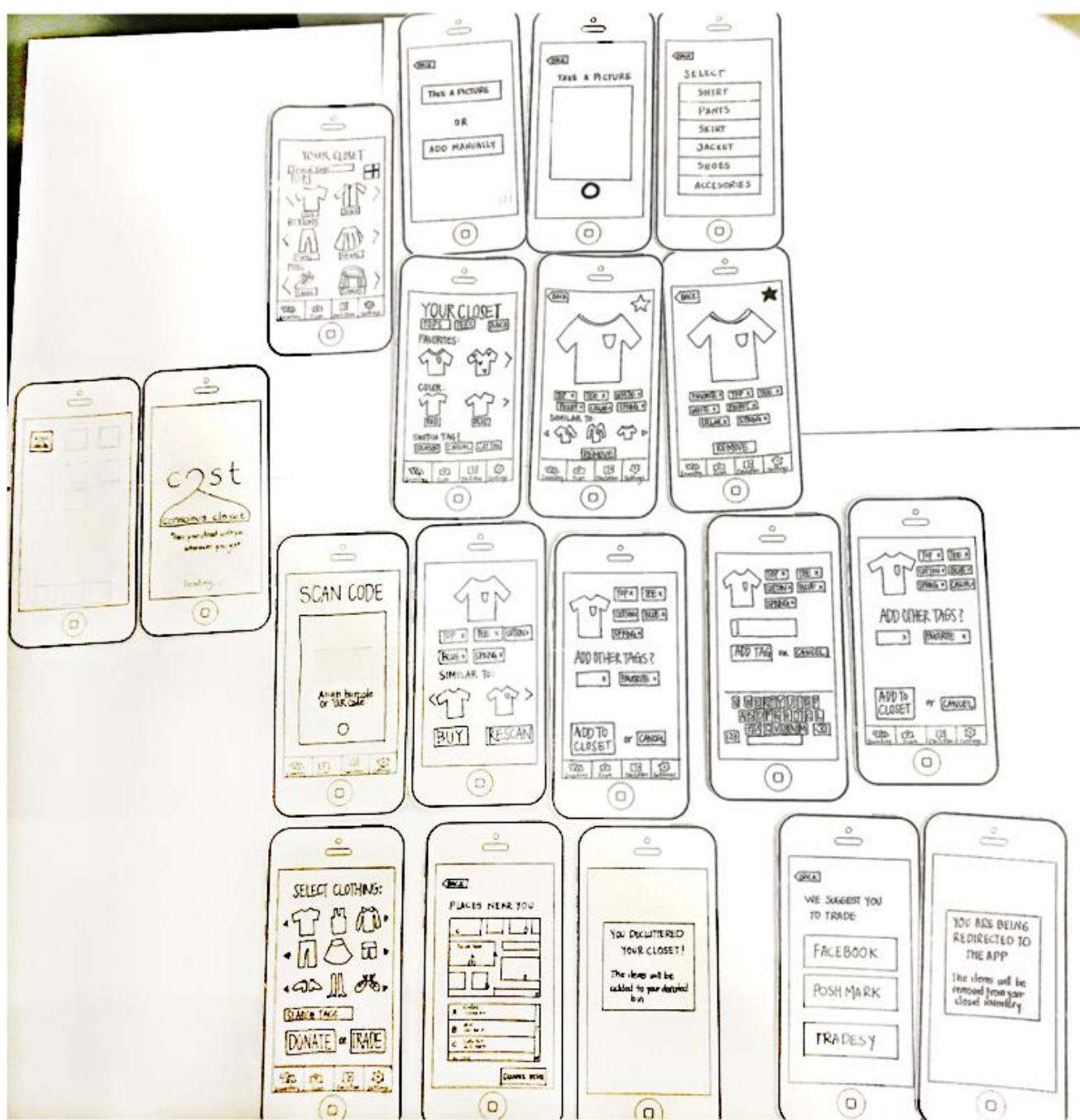
## How can we improve how we shop for clothes?

# Selected Design & Tasks

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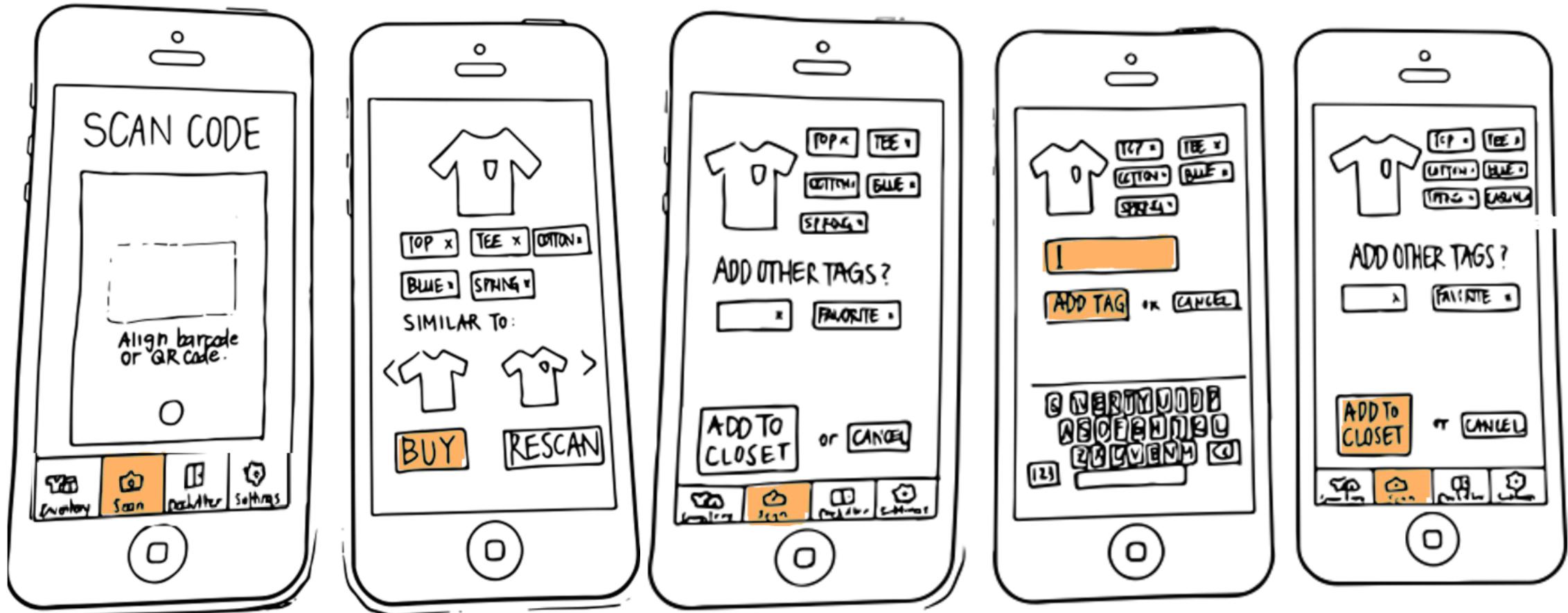


# Initial Paper Prototype



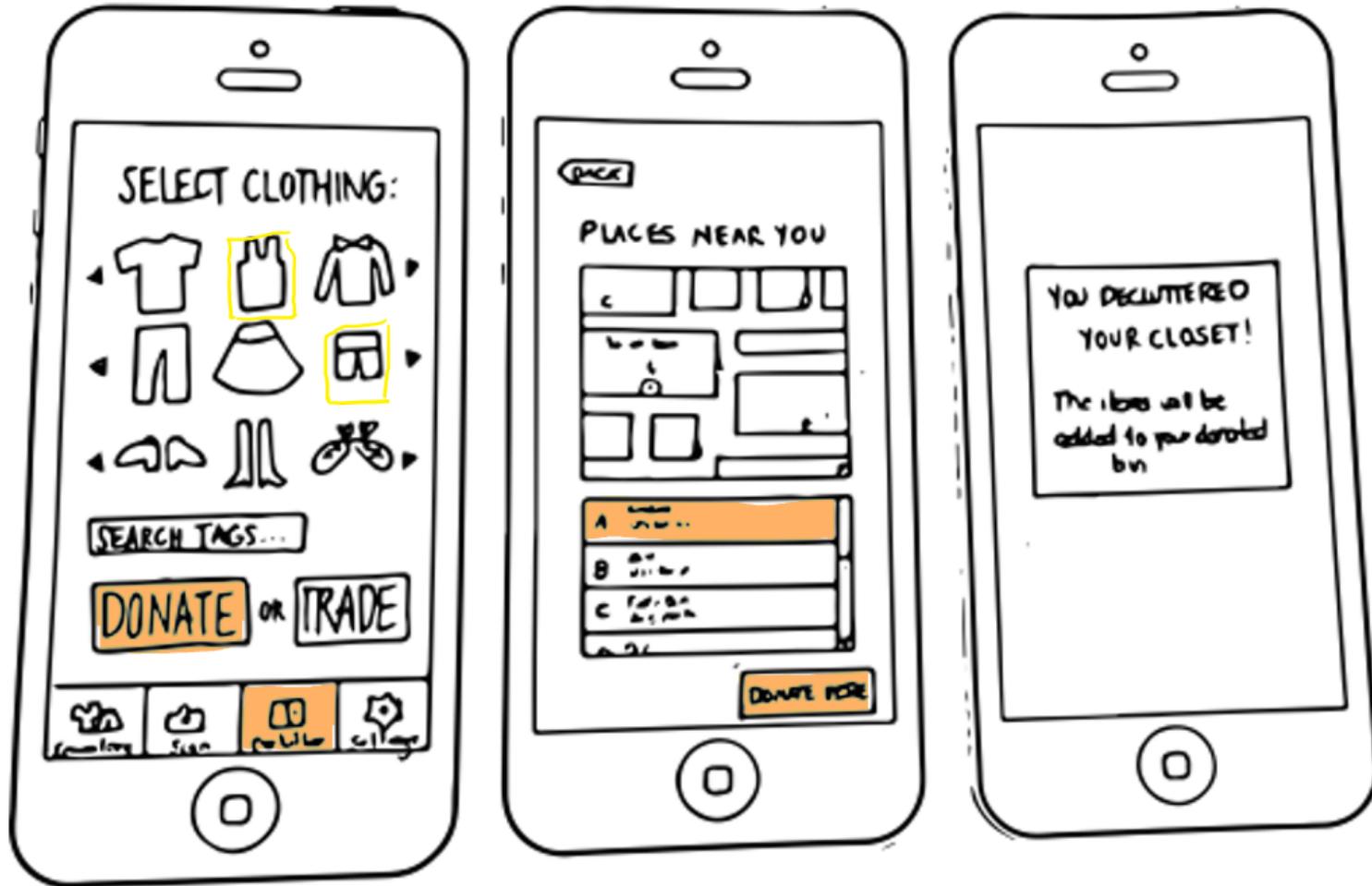
# Task 1: Scanning clothing items

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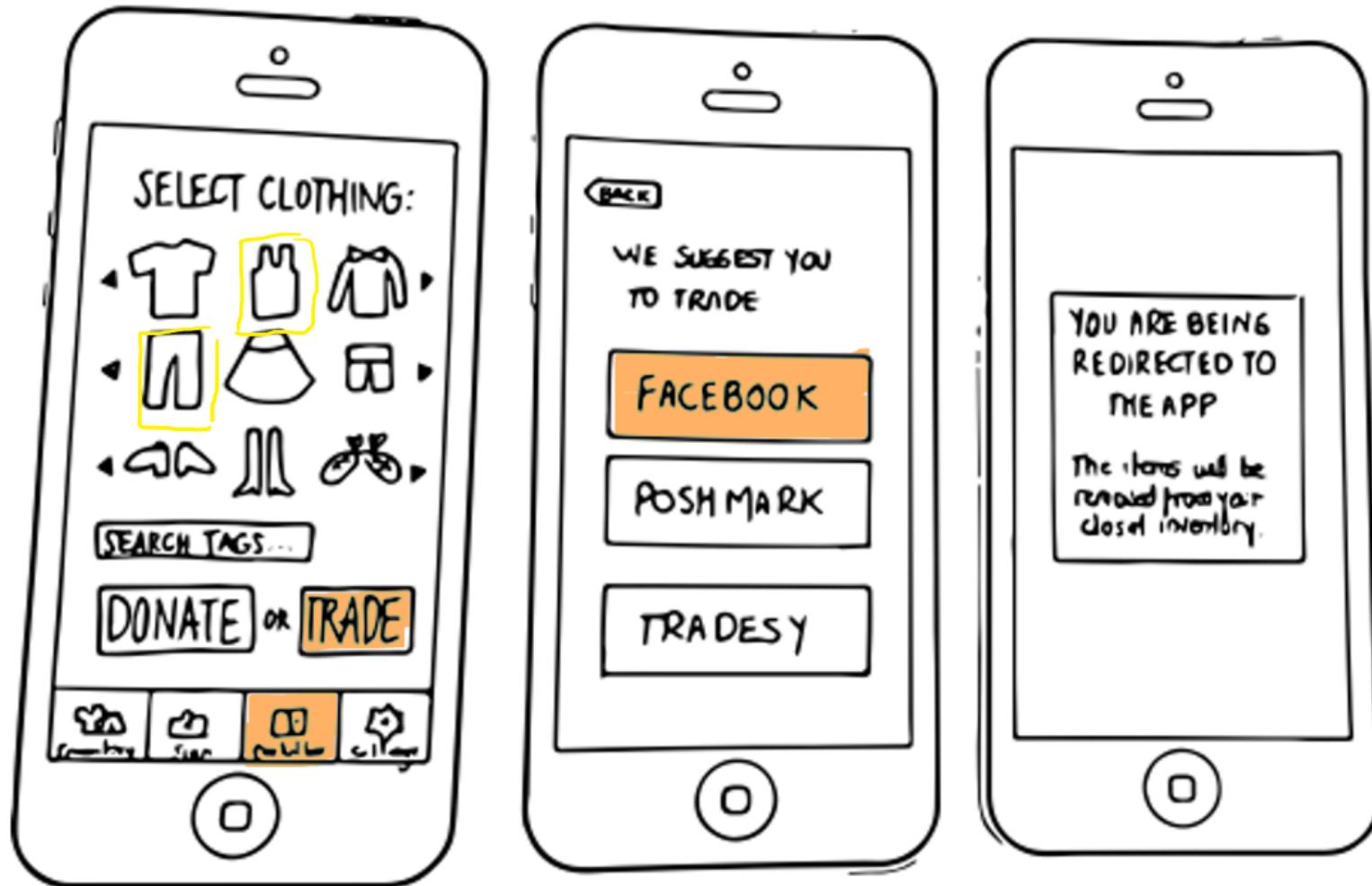
## Task 2: Donation

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## Task 2: Trading

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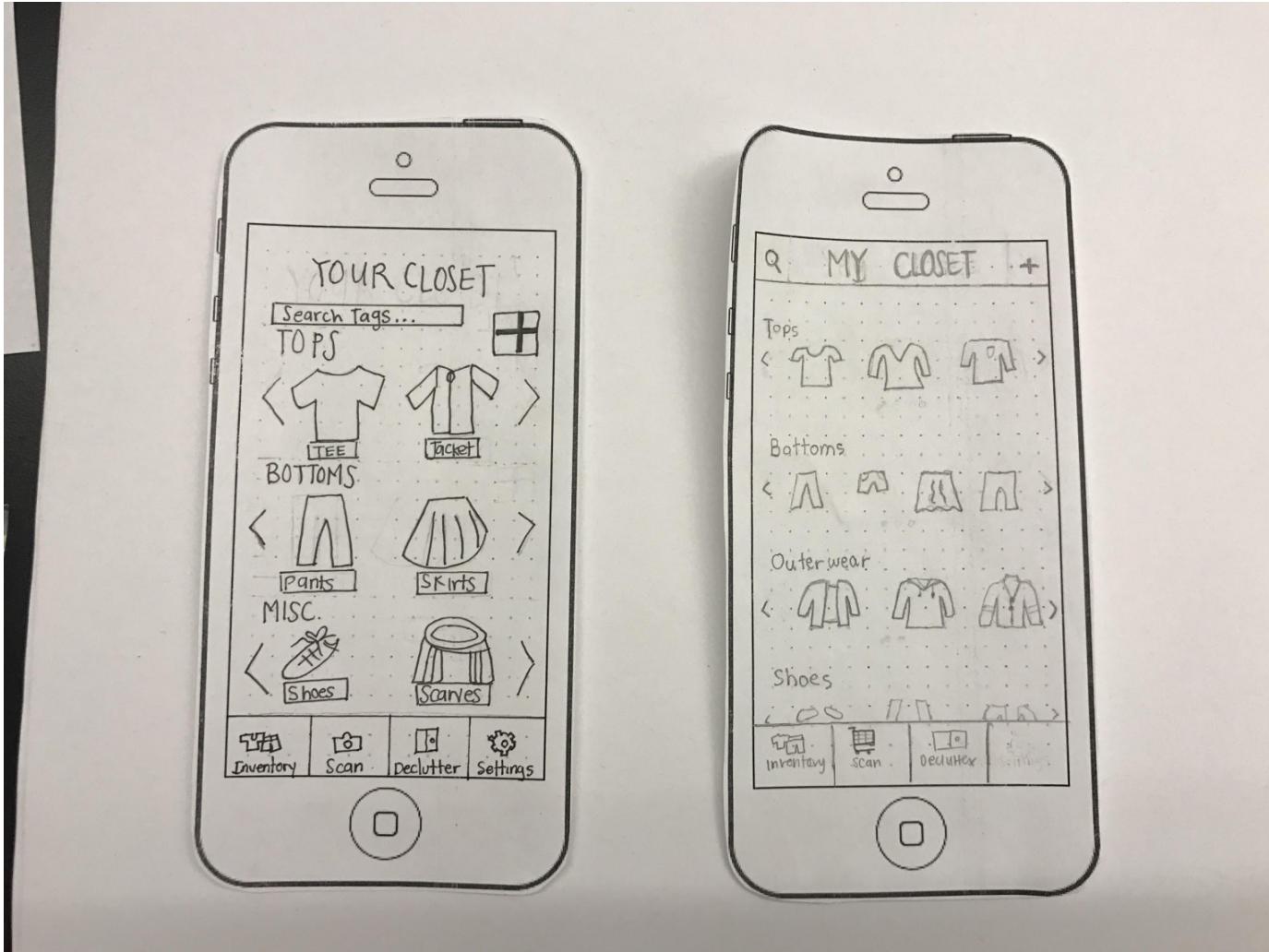
# Testing Process

# Heuristic Evaluation

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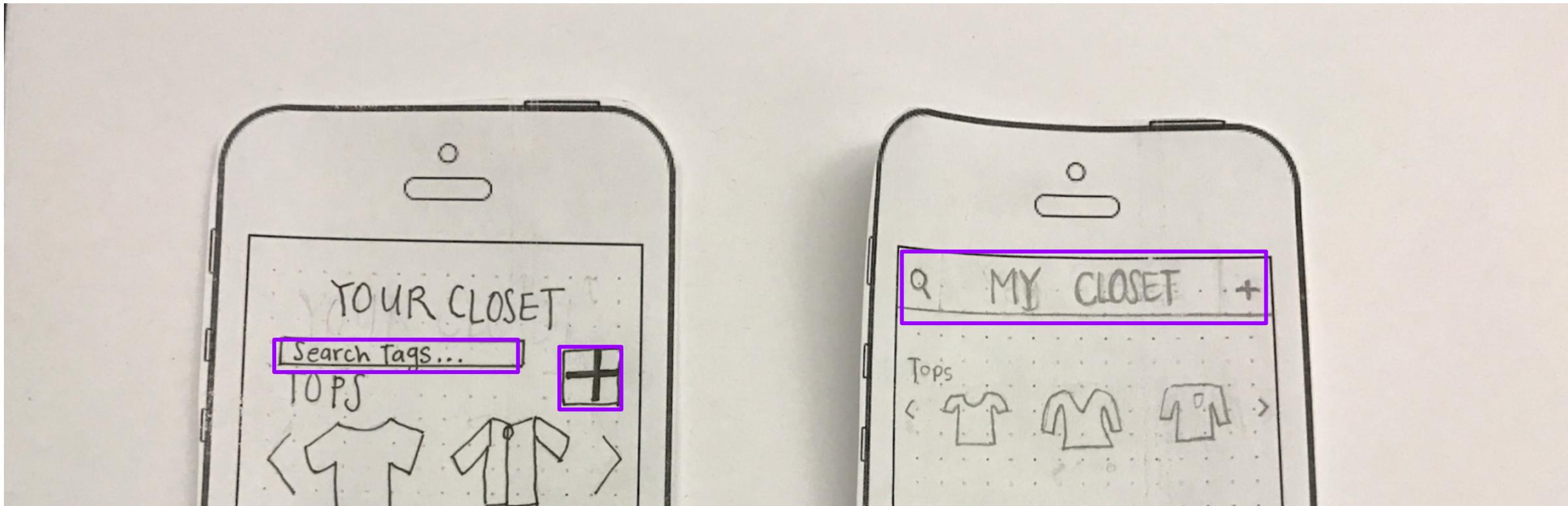


# Refinement: Minimalistic Design

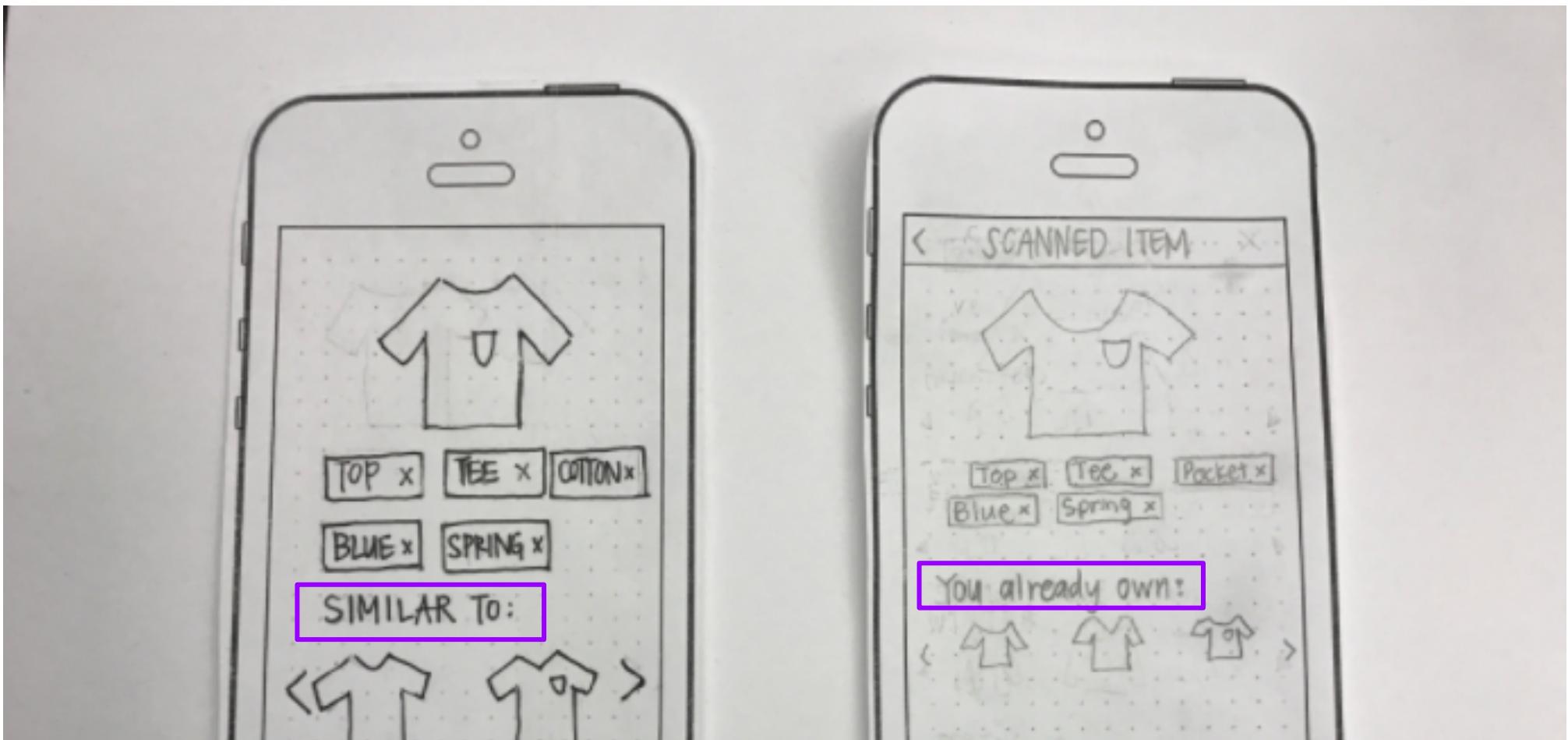


## Refinement: Added Banner

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# Refinement: Change in Wording

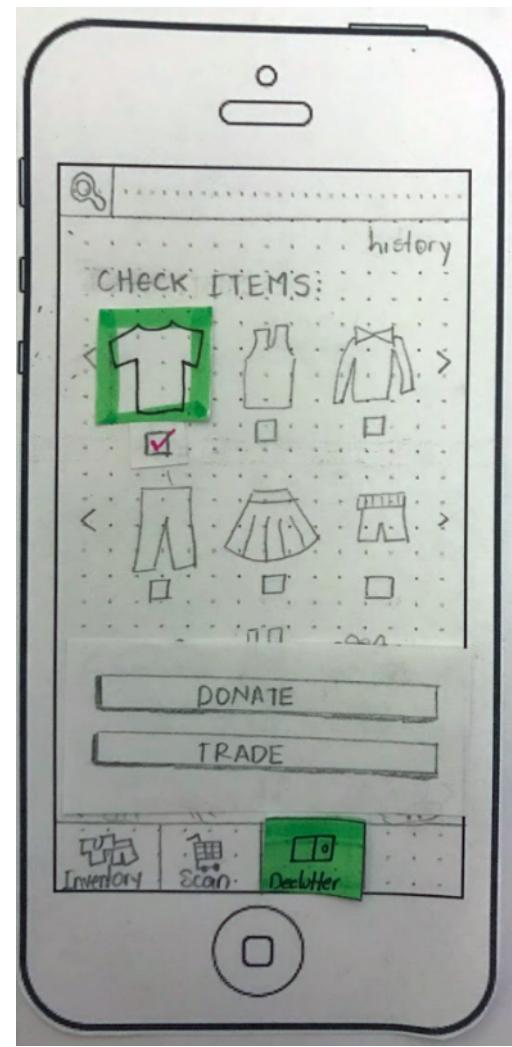


# Usability Testing

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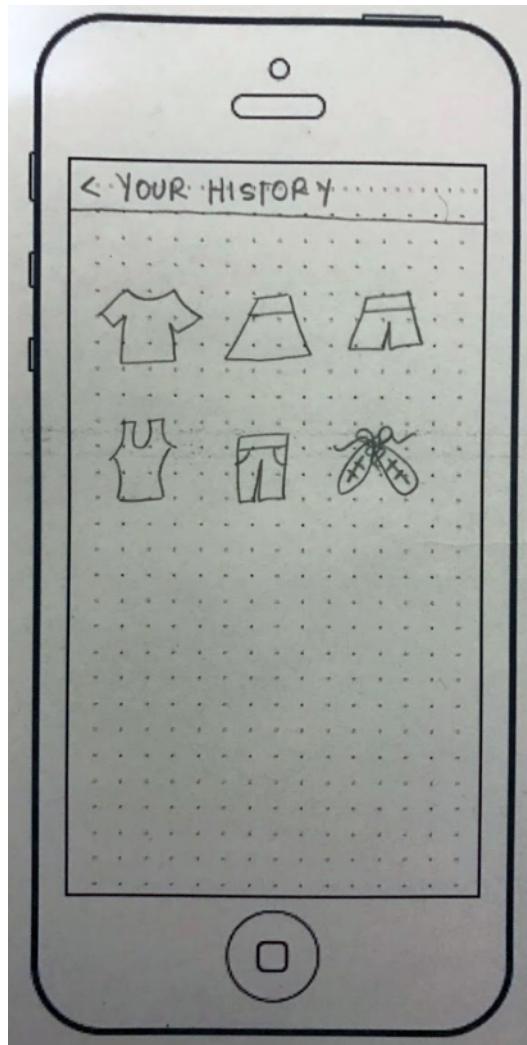


# Test 1: Viewing Details

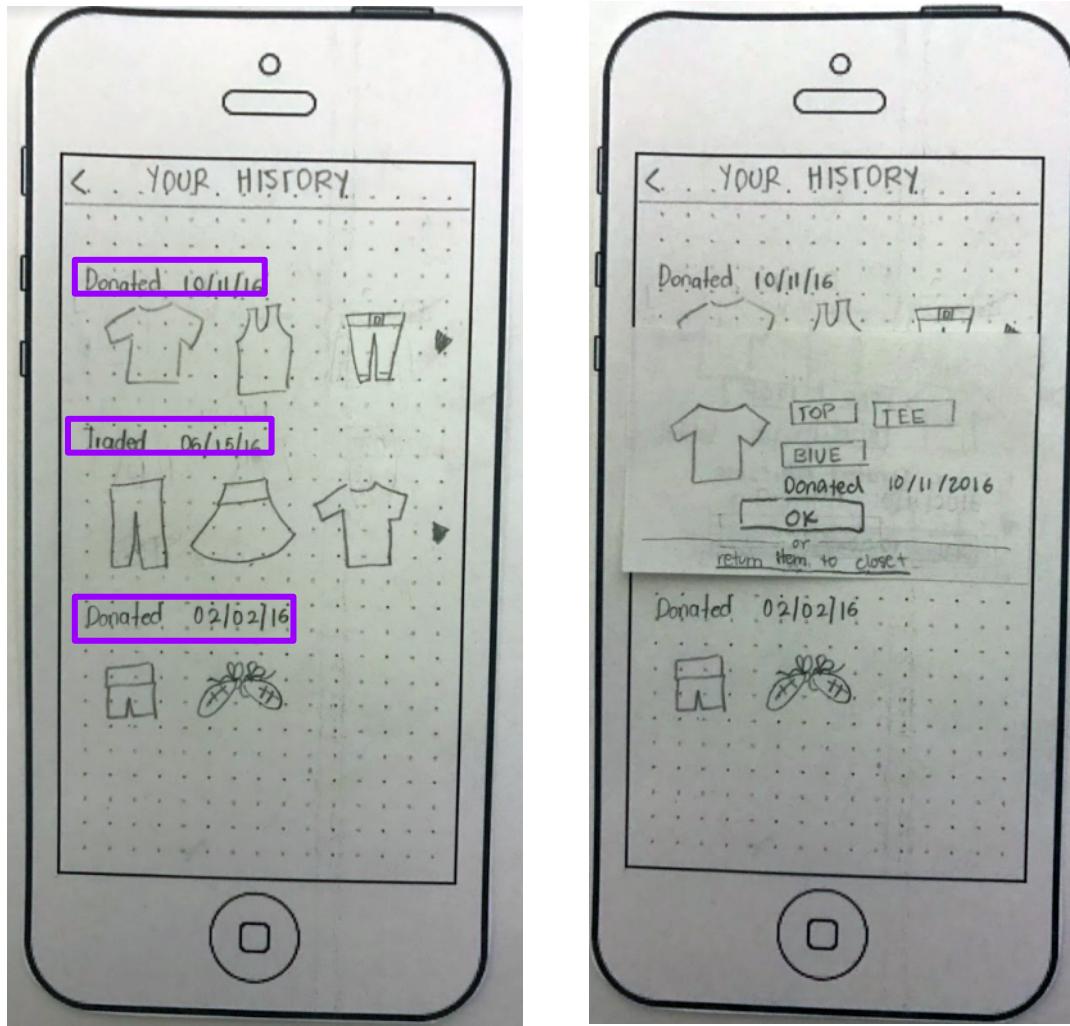


# Test 1: Added History Page

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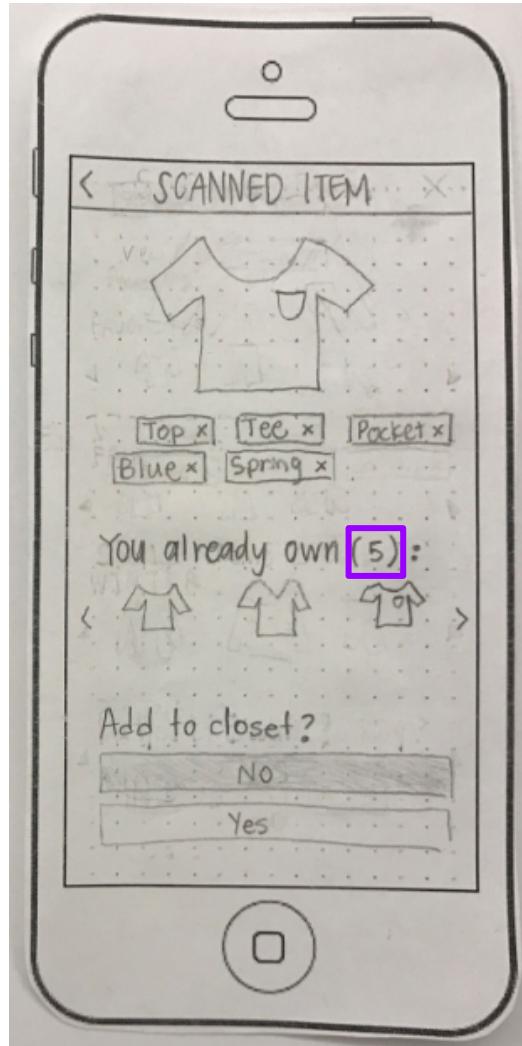


## Test 2: Added Dates to History

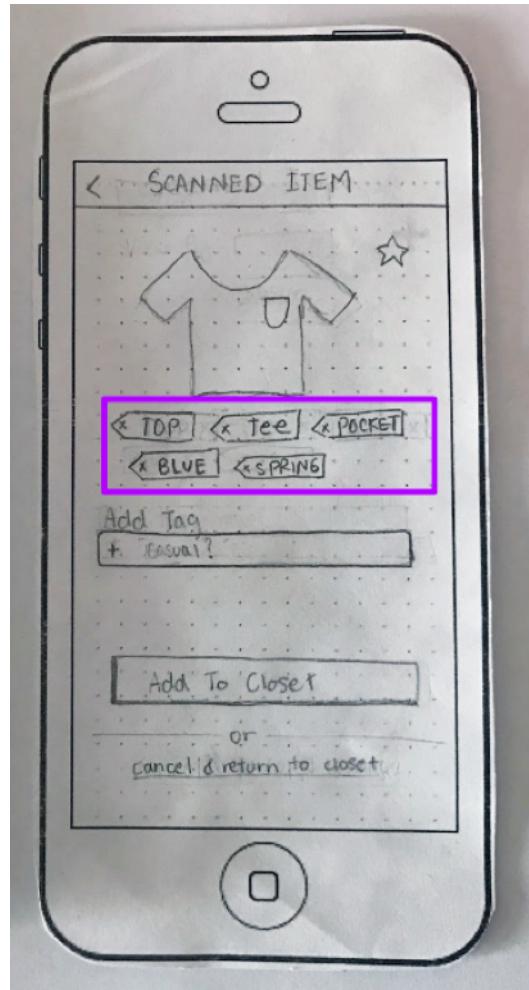
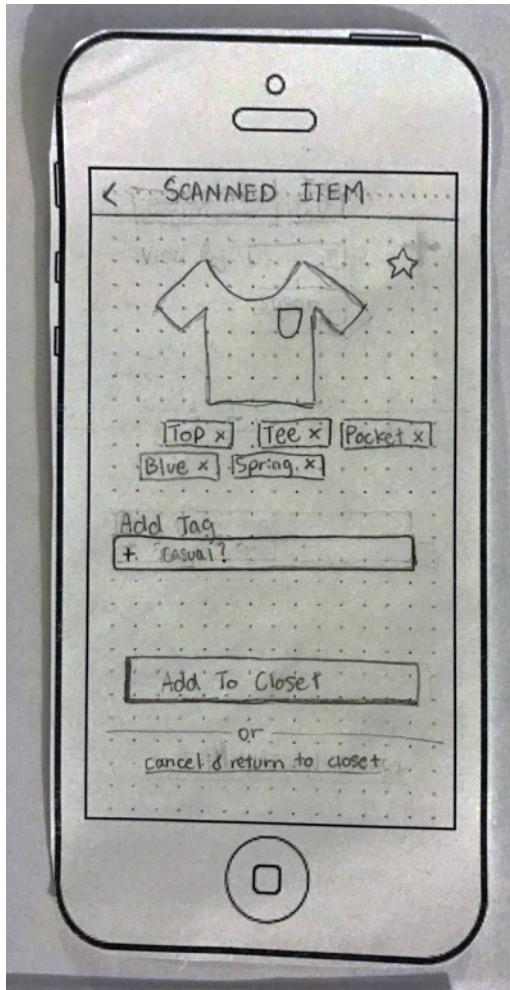


## Test 2: Added Quantity

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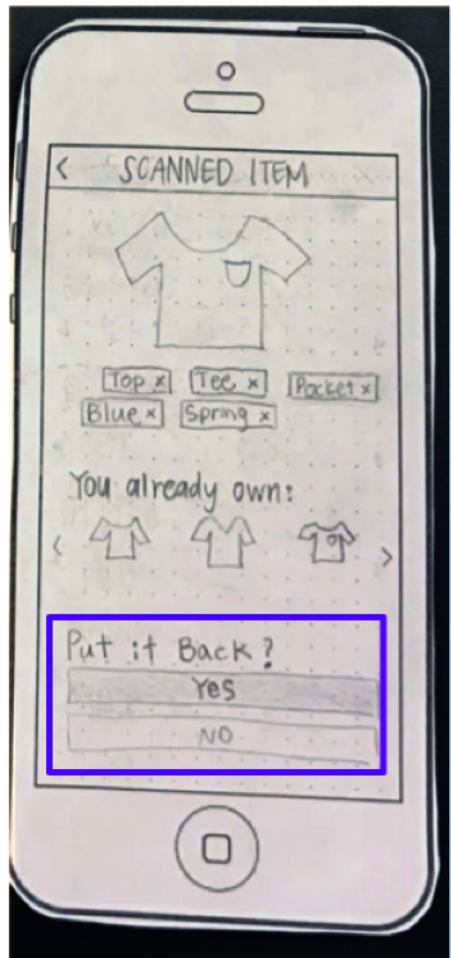


## Test 3: Redesigned Tags



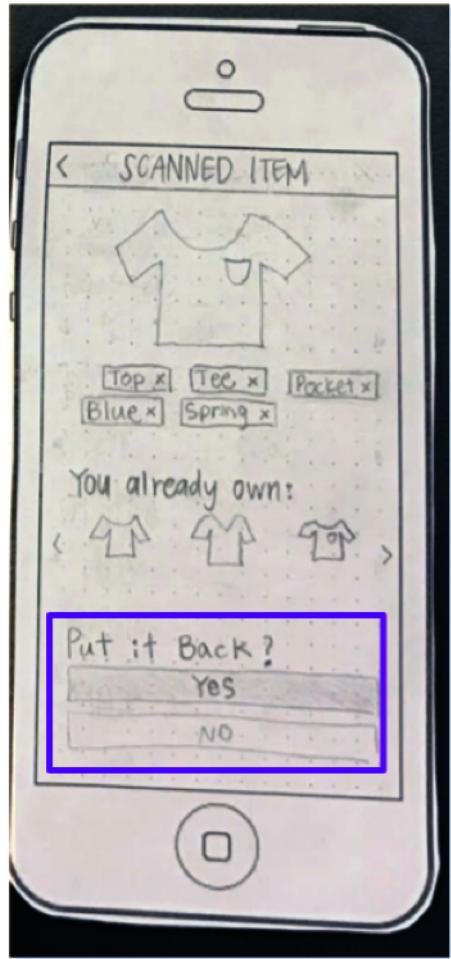
# Refinement on Wording

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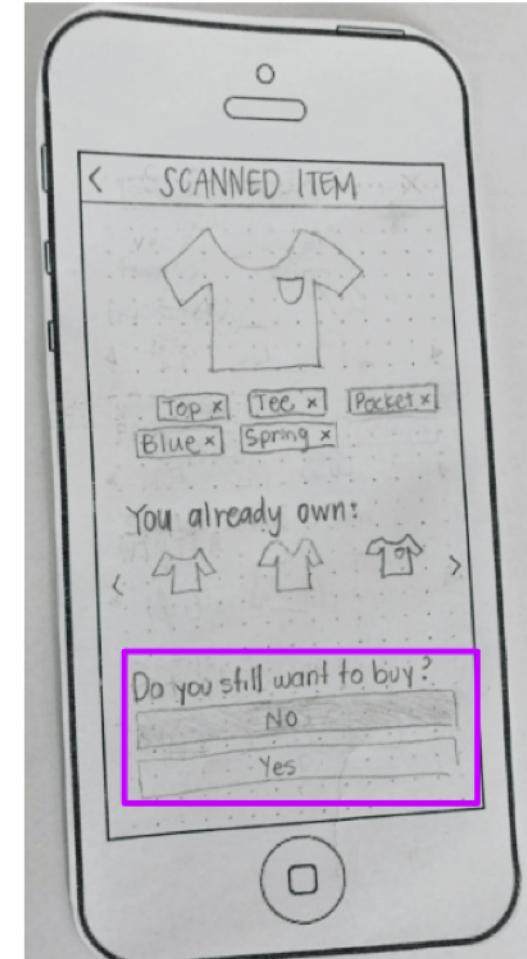


Test 1

# Refinement on Wording

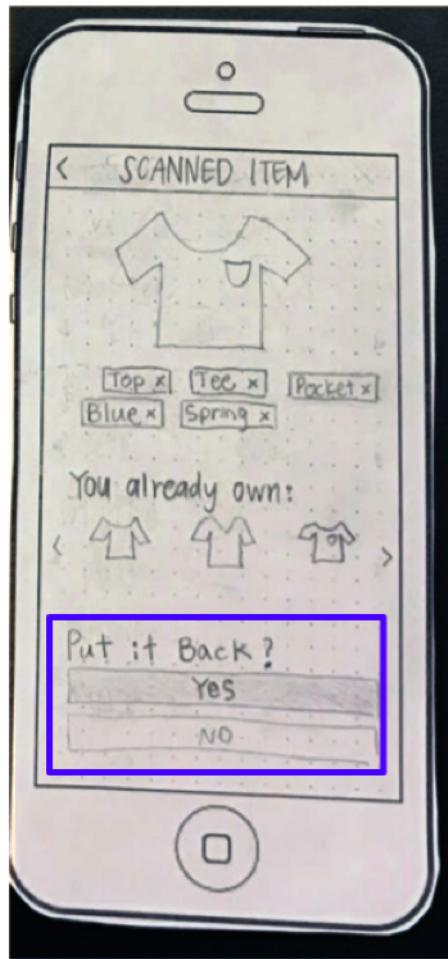


Test 1

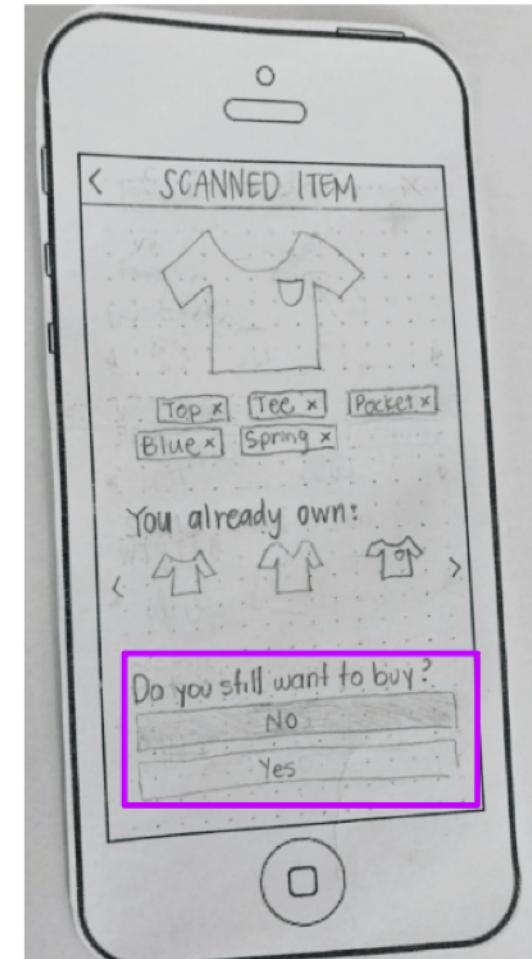


Test 2

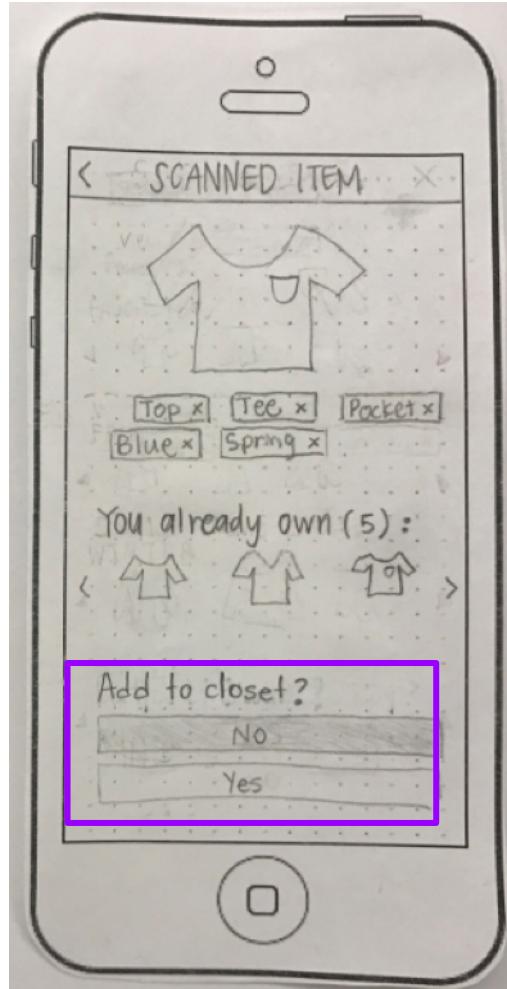
# Refinement on Wording



Test 1

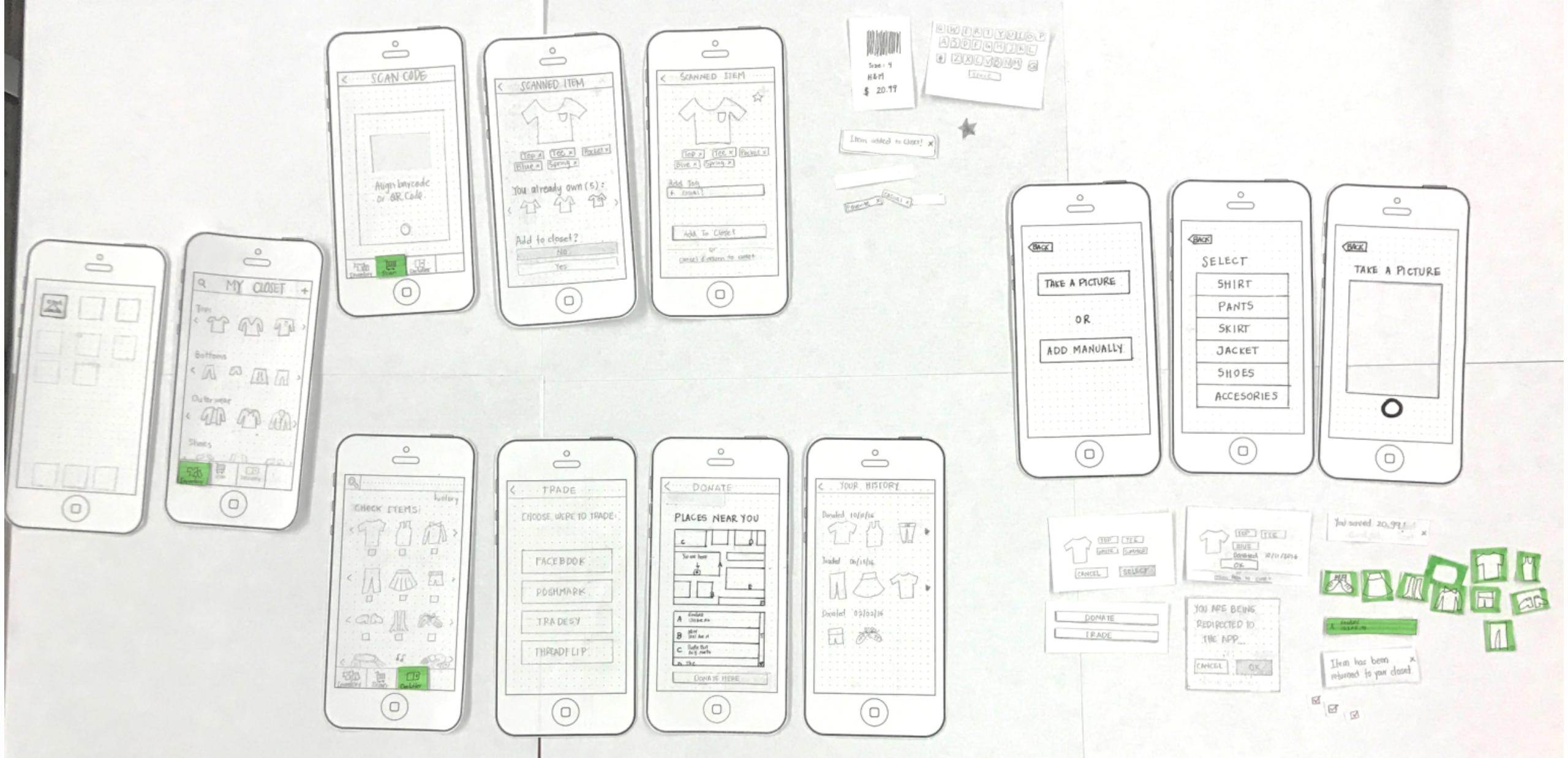


Test 2

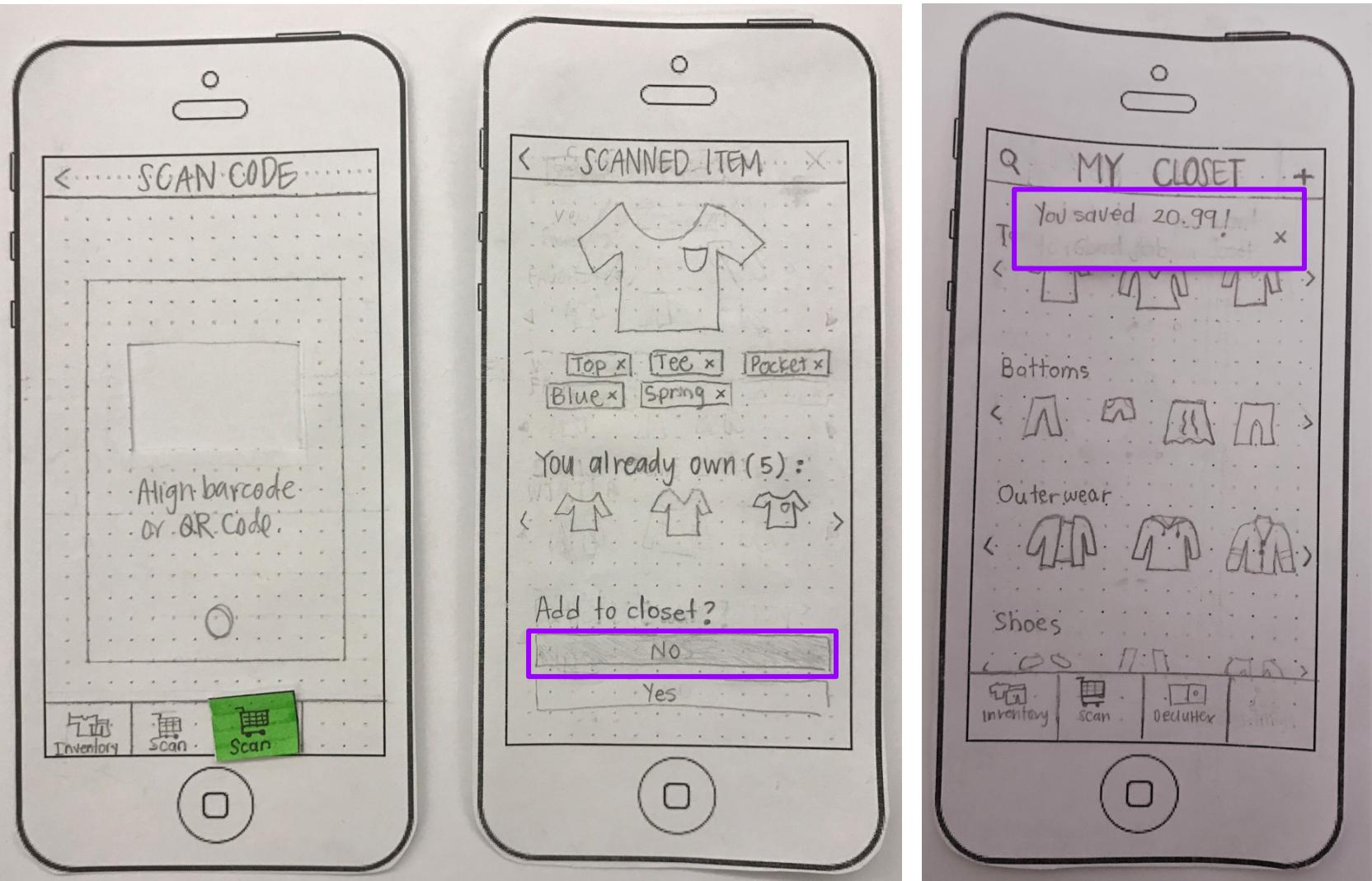


Test 3

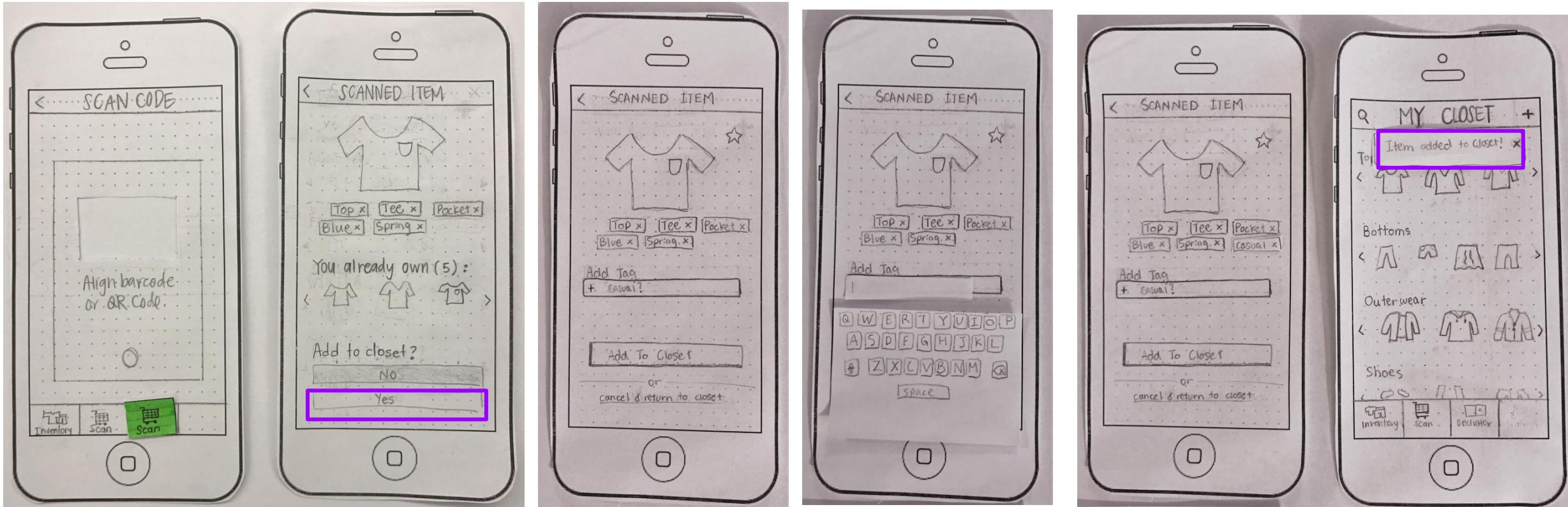
# Final Paper Prototype



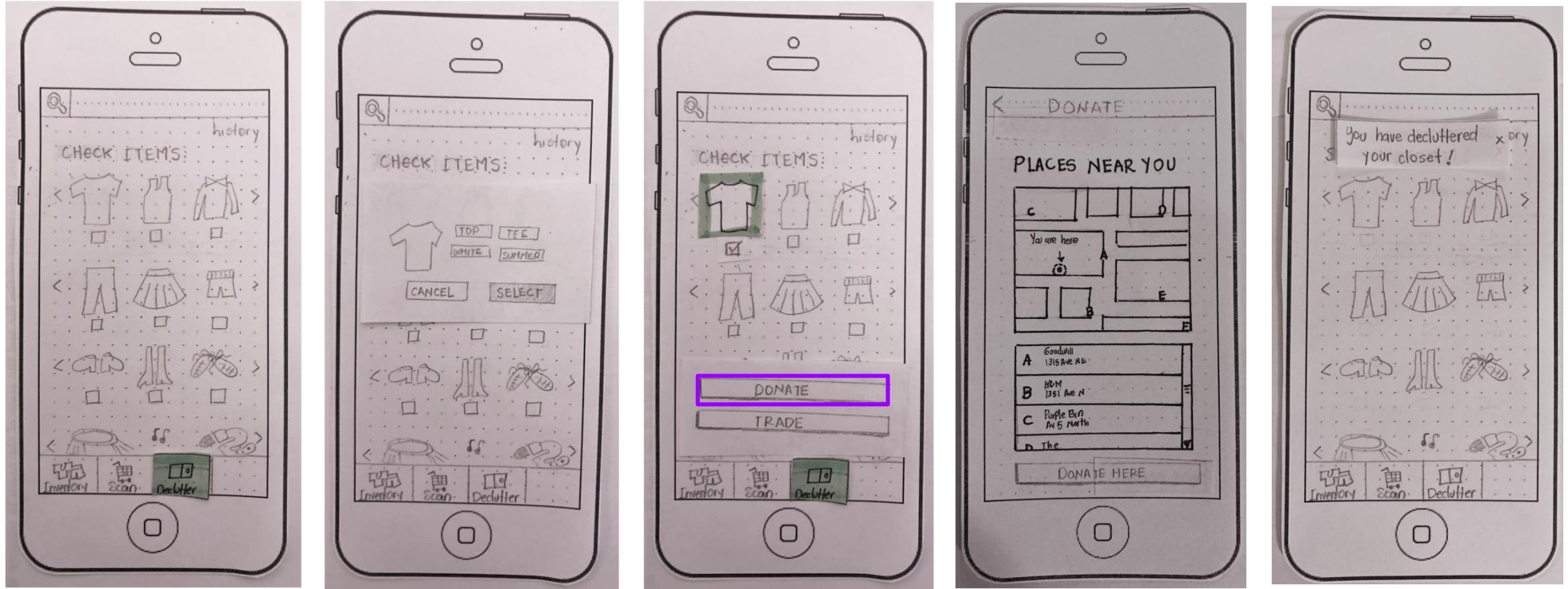
# Task 1: Part 1



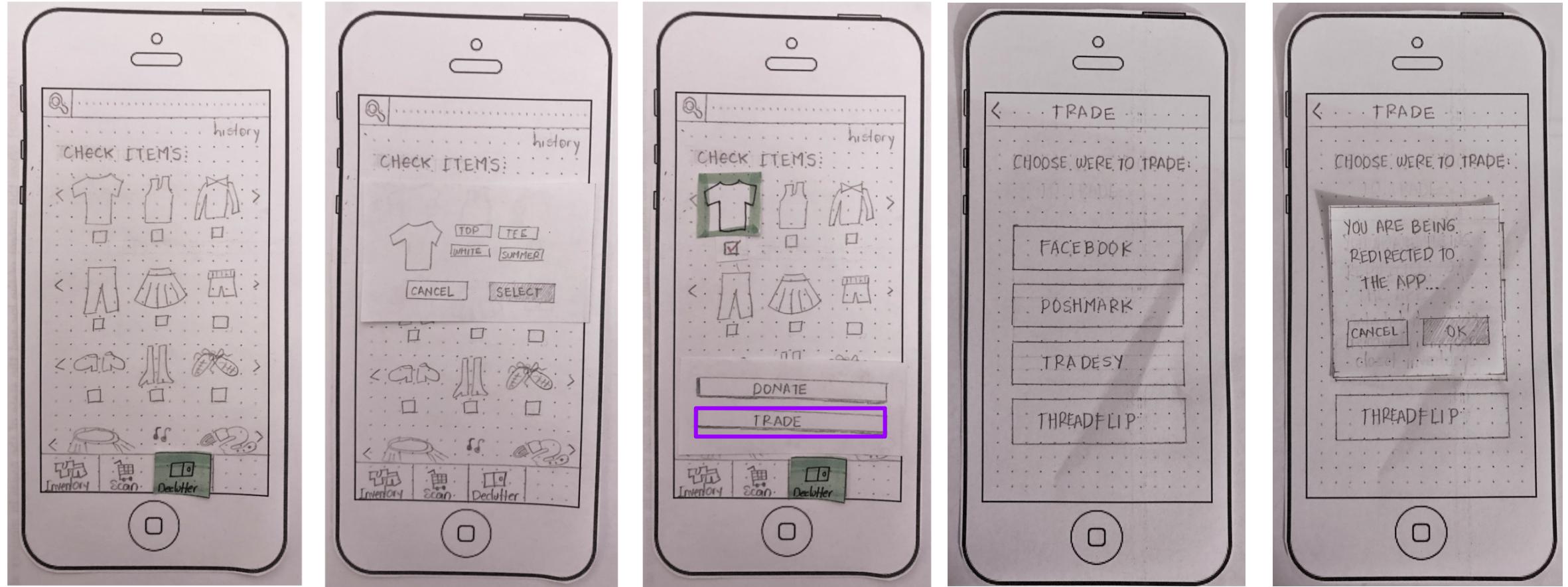
# Task 1: Part 2



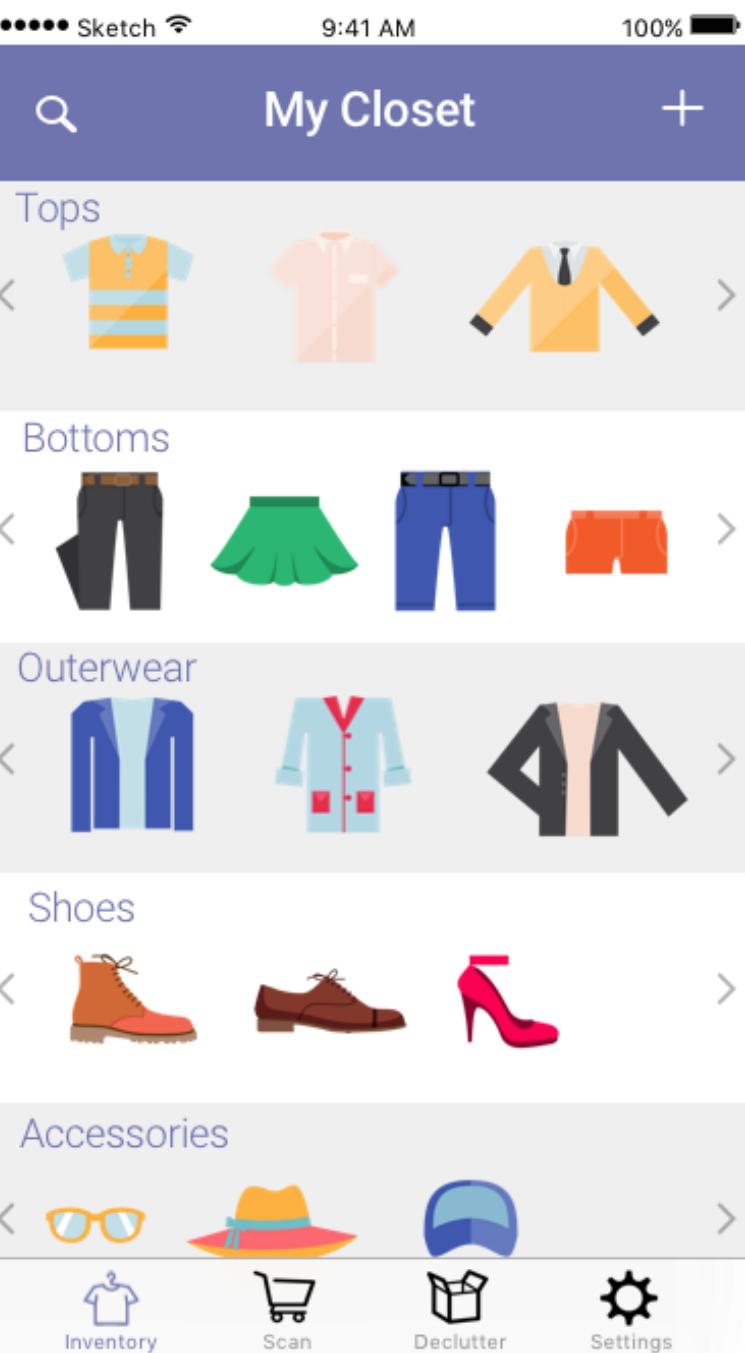
# Task 2: Donation



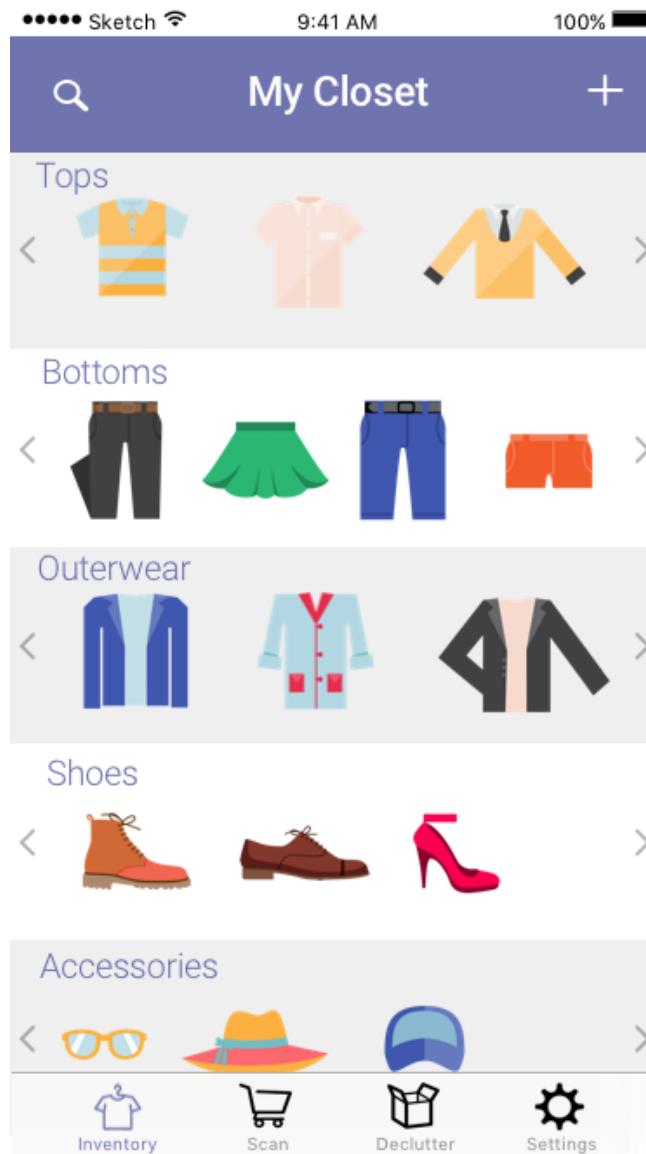
## Task 2: Trading



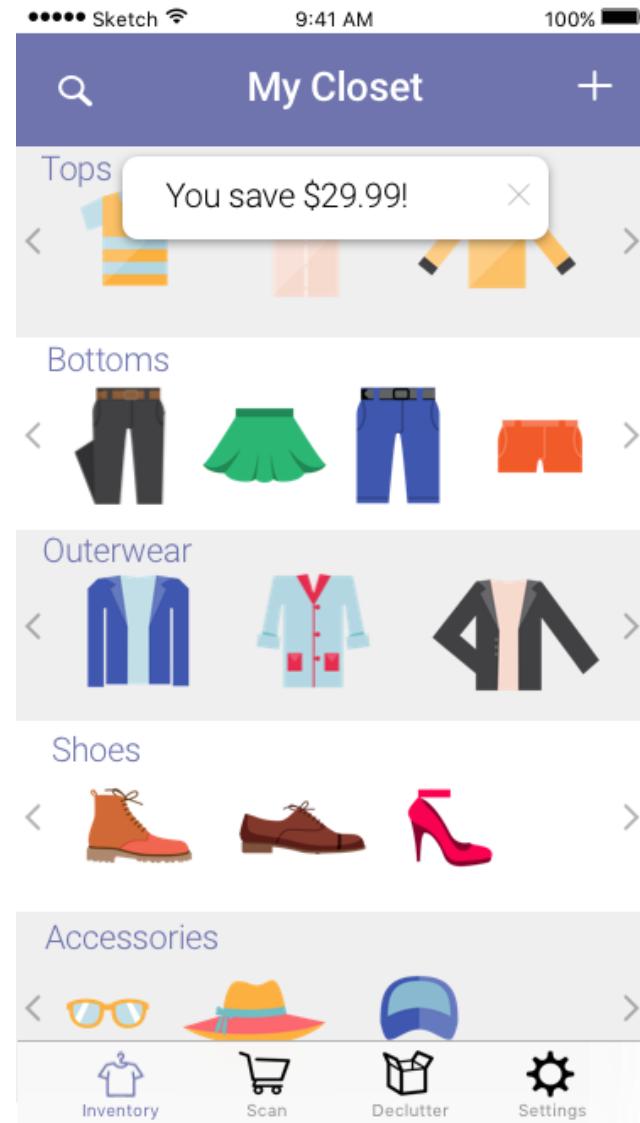
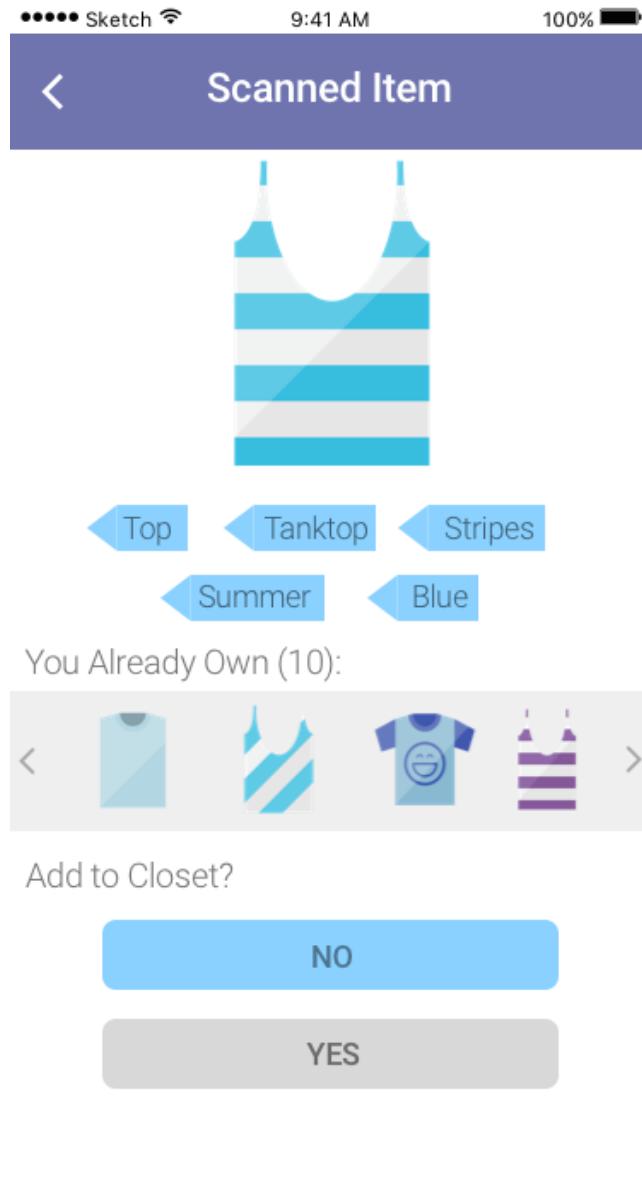
# Digital Mockup



# Task 1: Scanning Item



# Task 1: Scanning Item



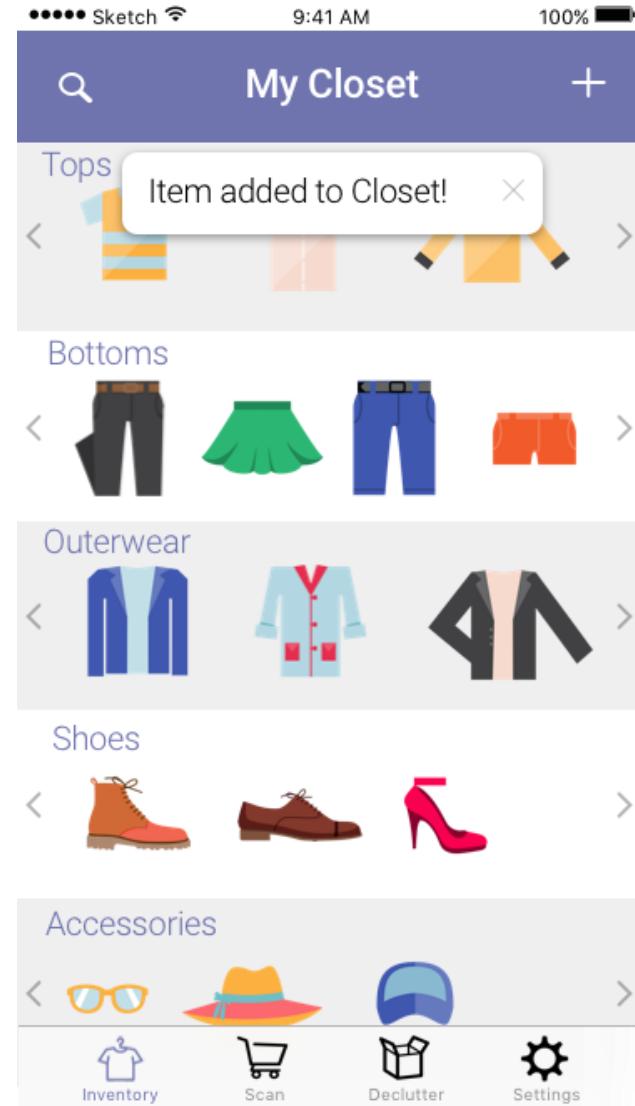
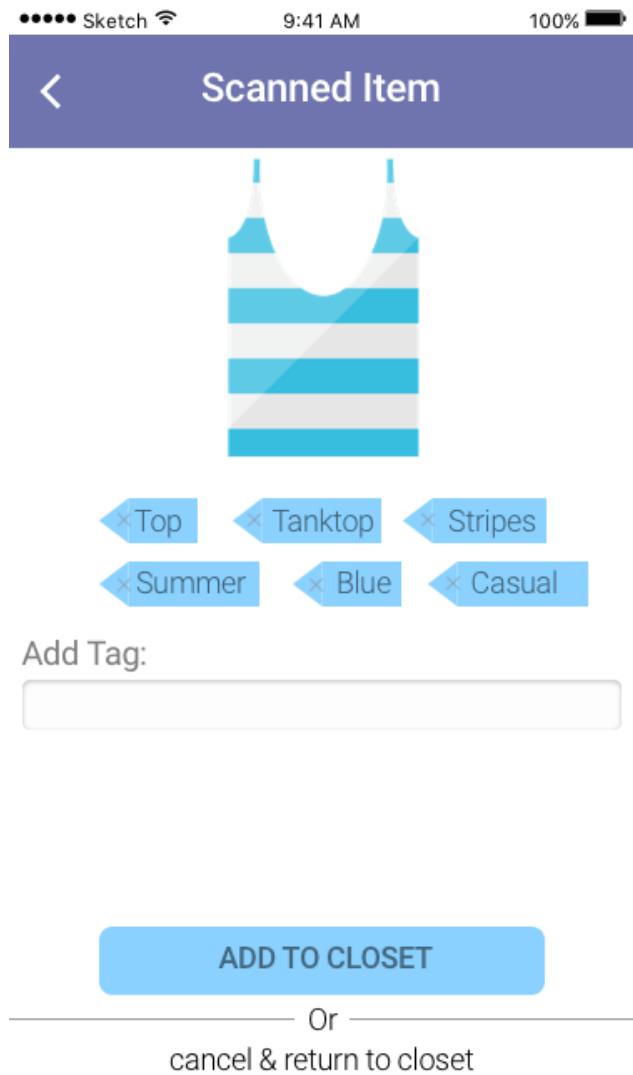
# Task 1: Adding Scanned Item to Closet



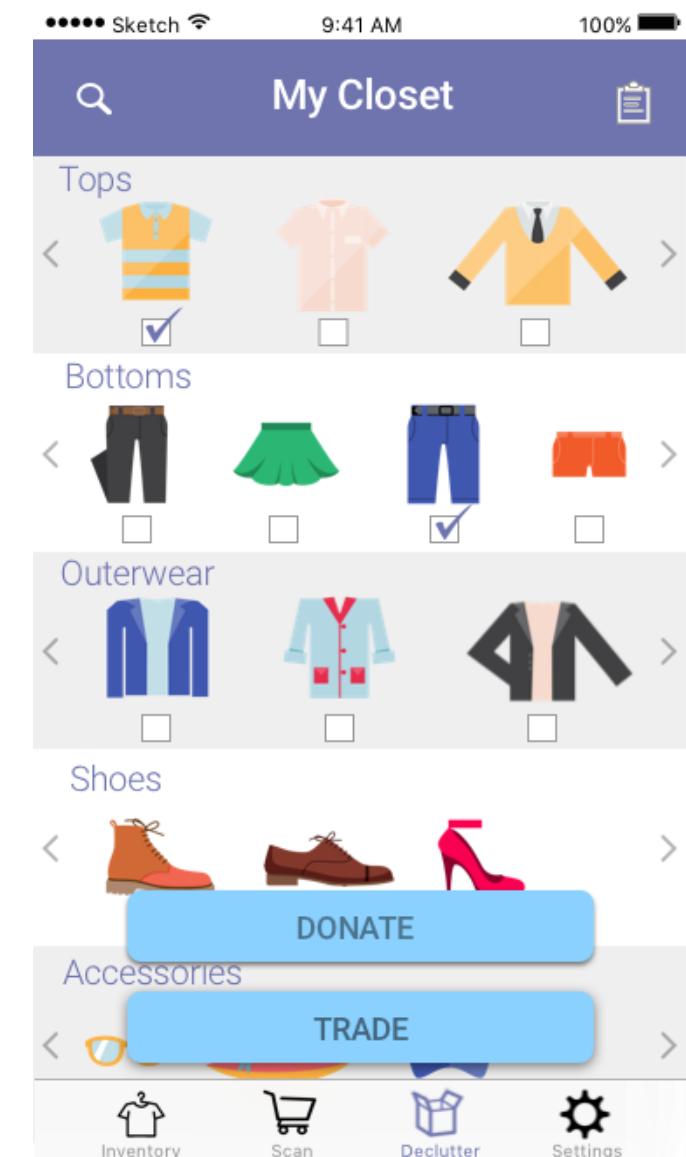
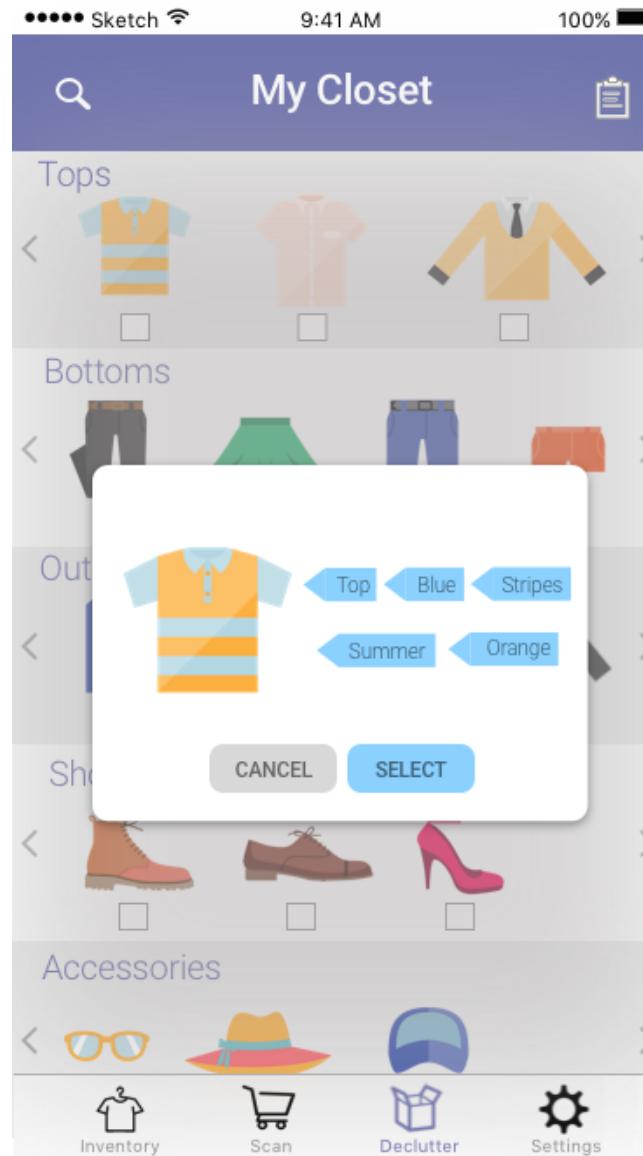
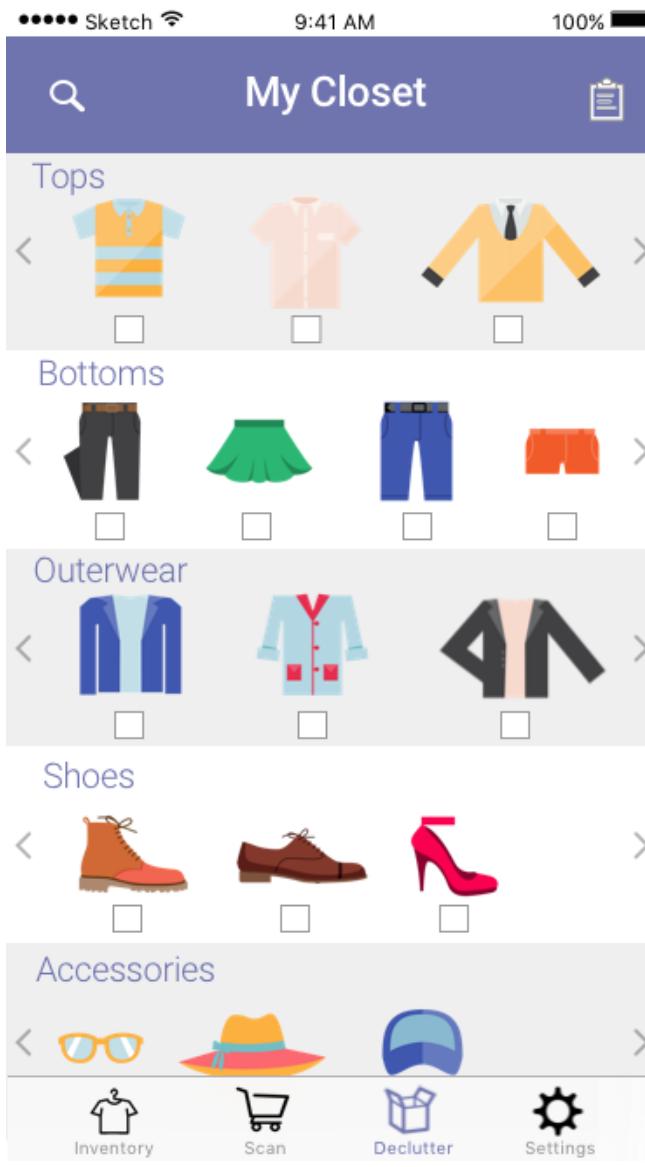
Or  
cancel & return to closet



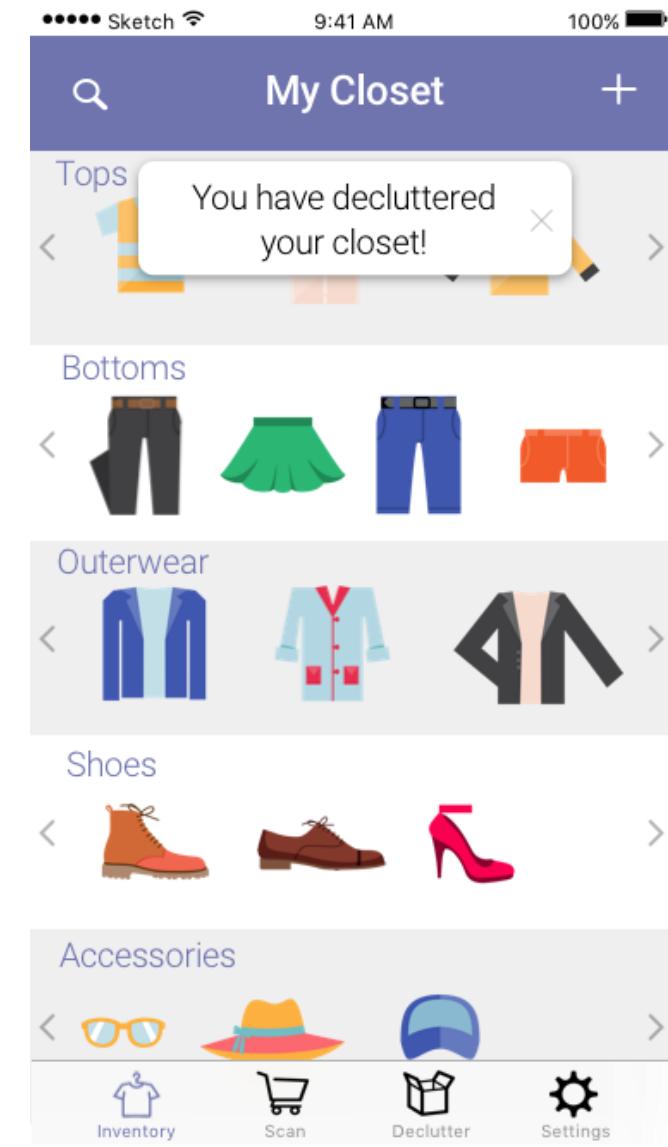
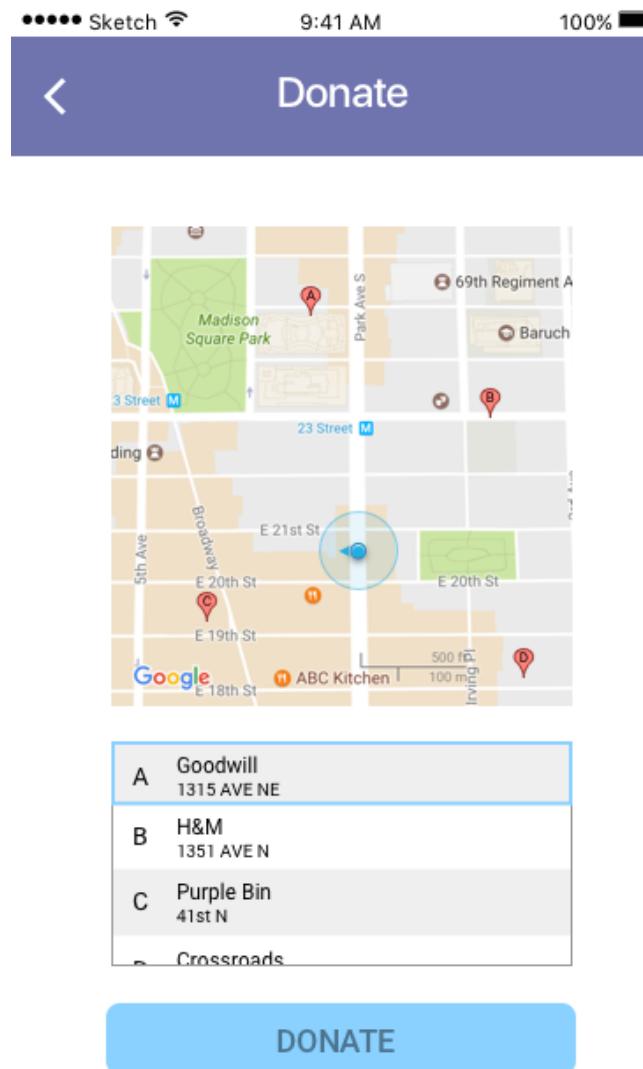
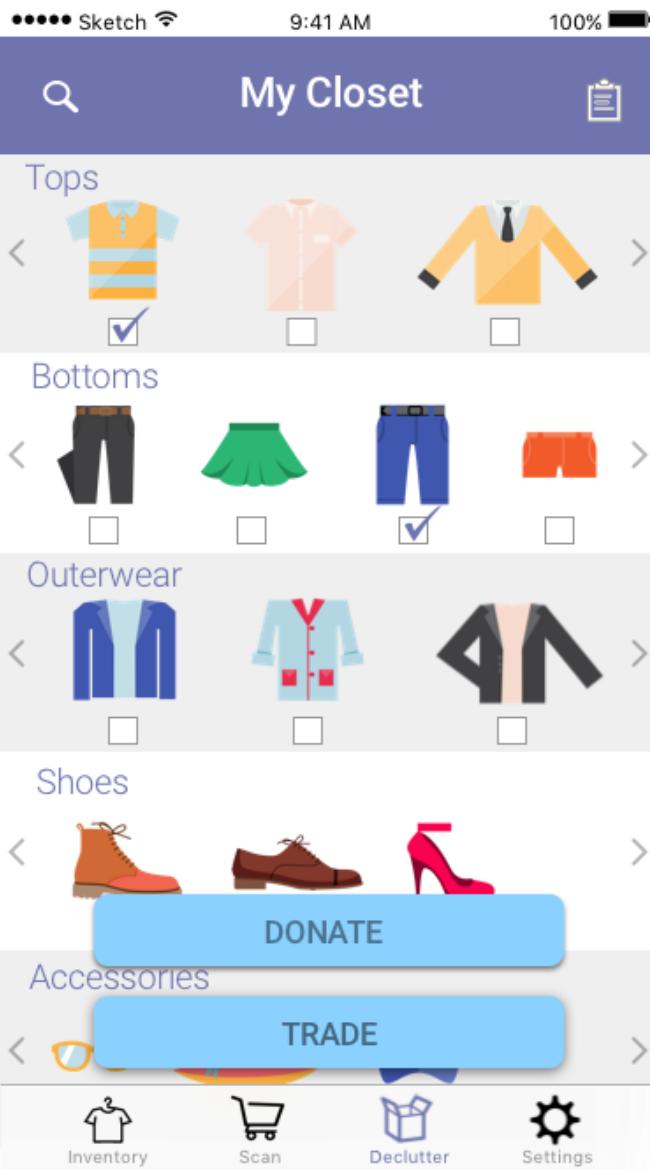
# Task 1: Adding Scanned Item to Closet



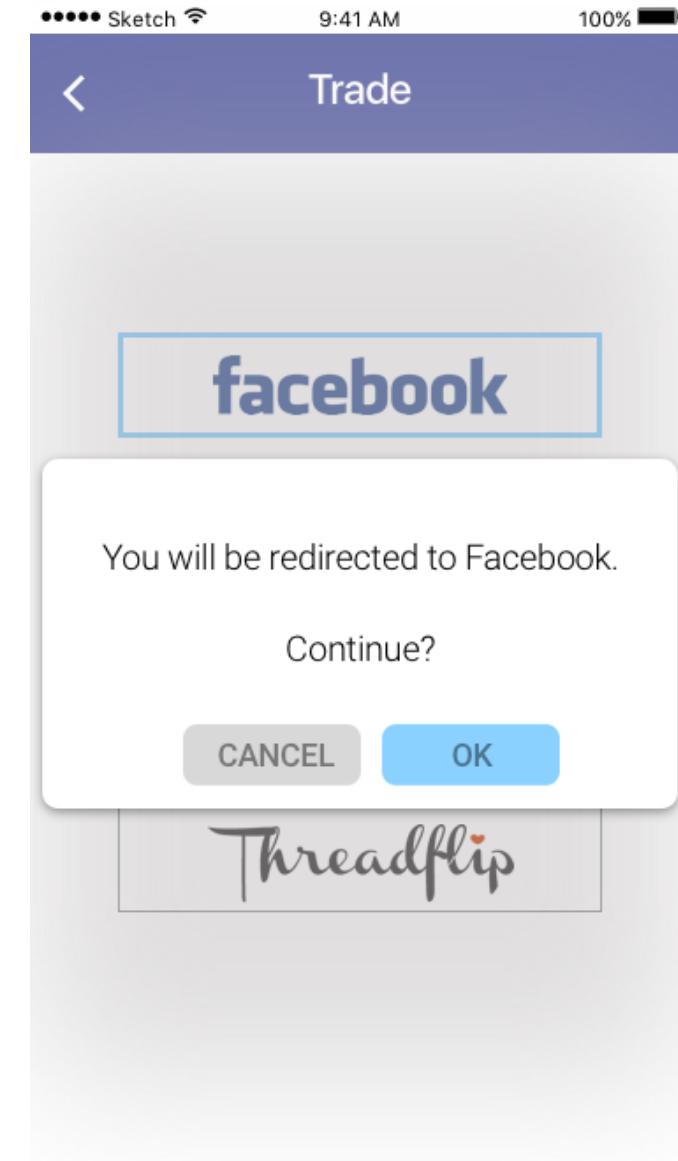
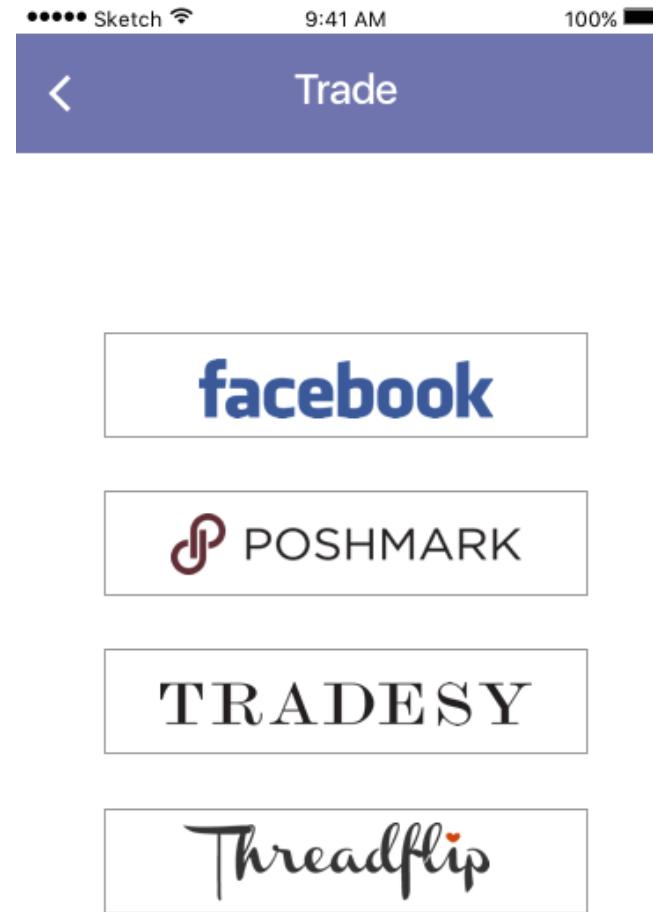
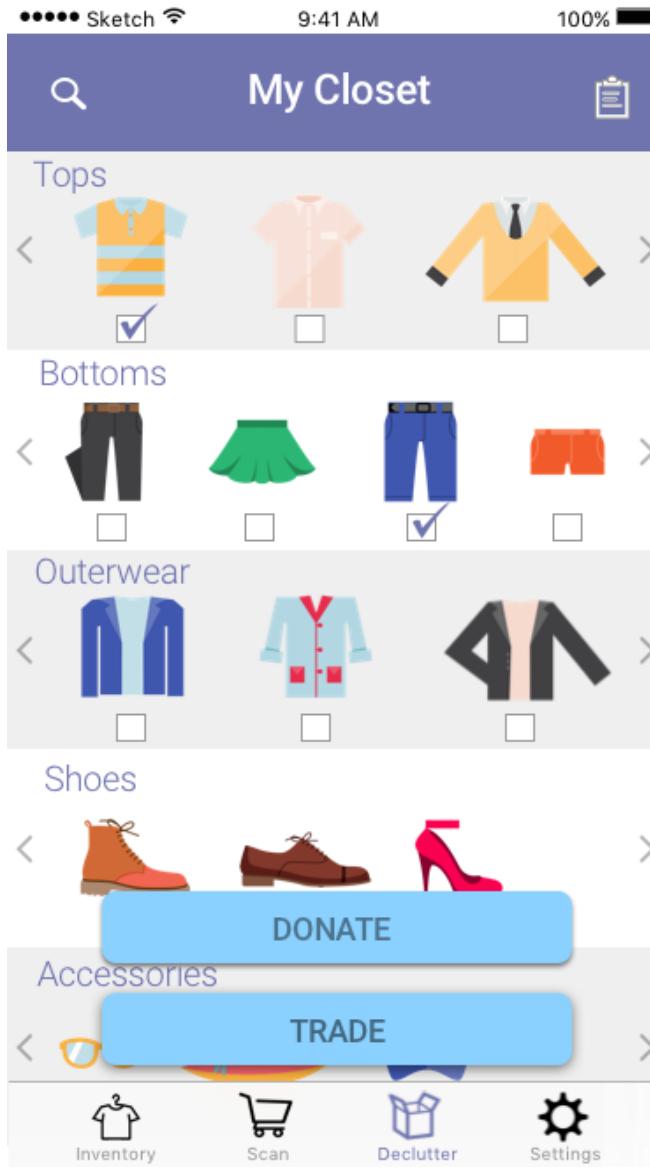
# Task 2: Item selection



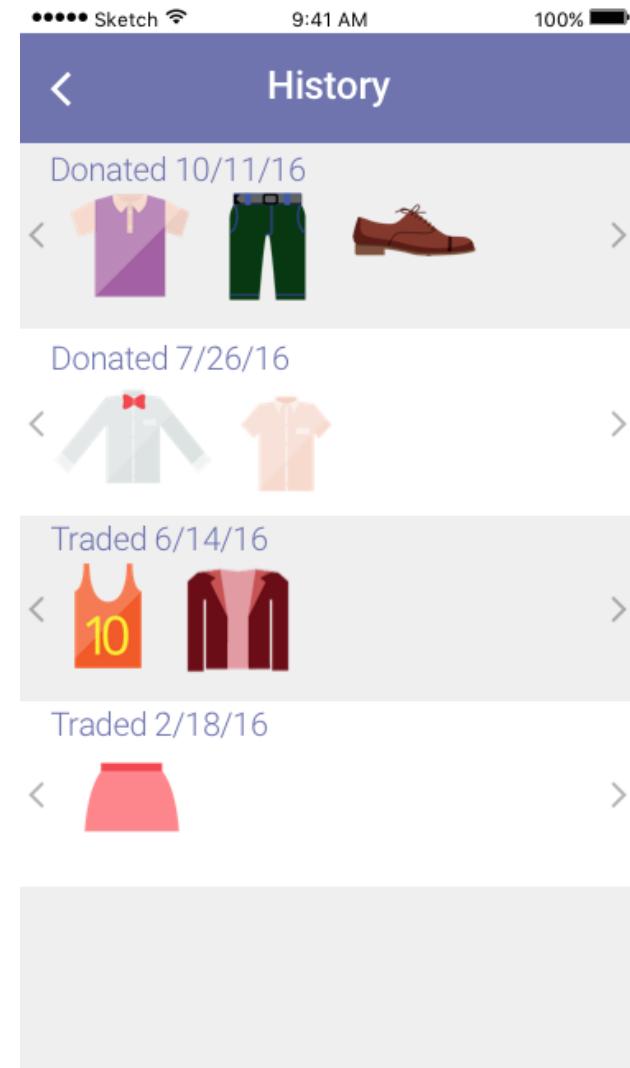
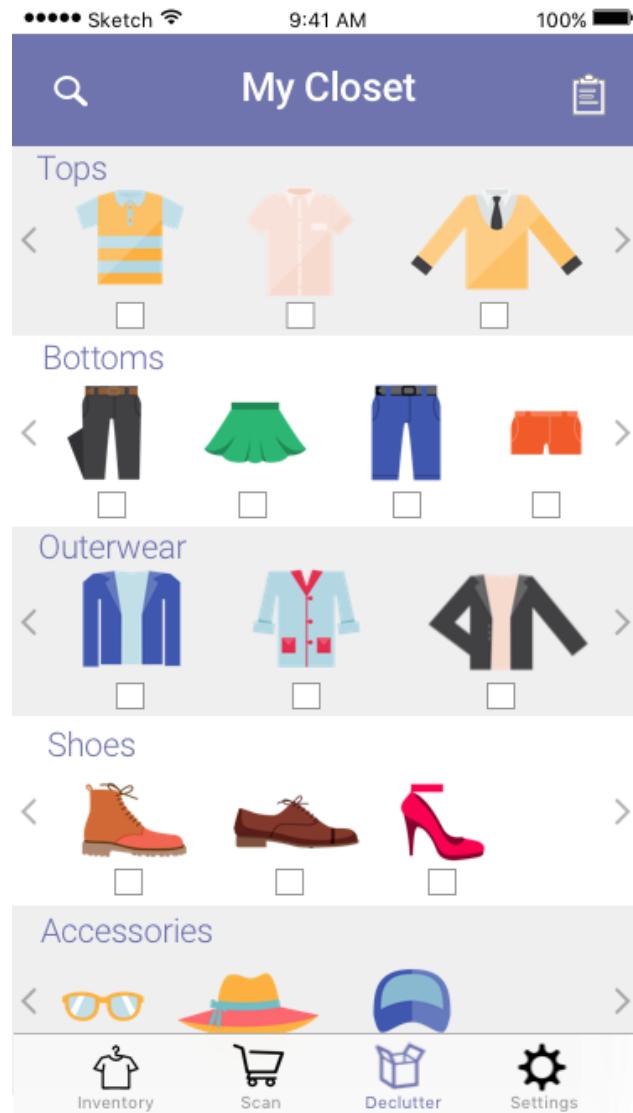
# Task 2: Donation



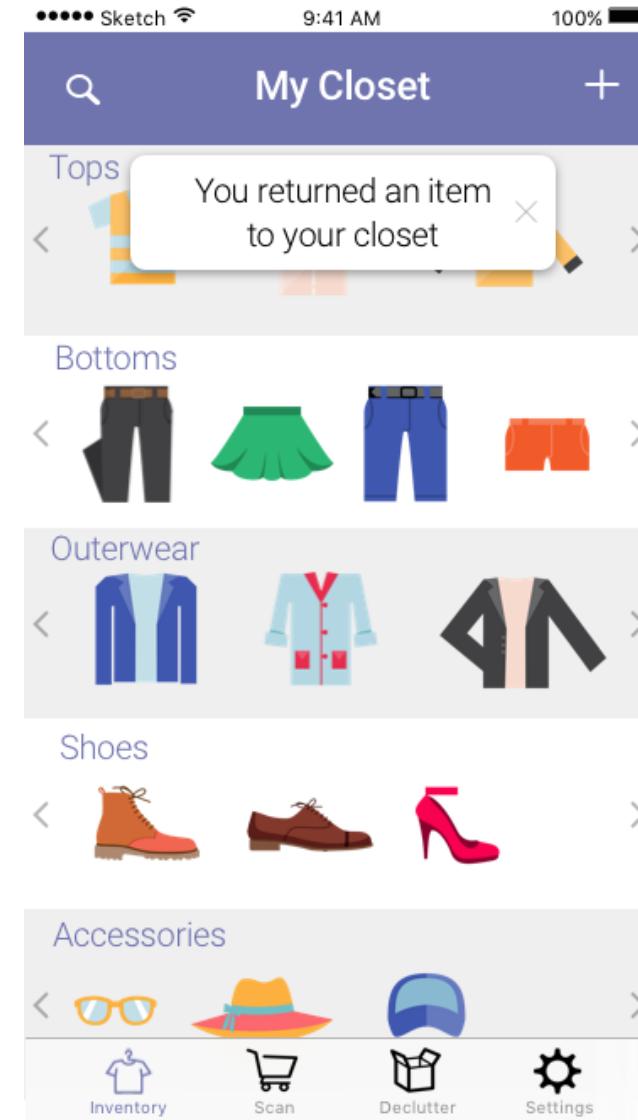
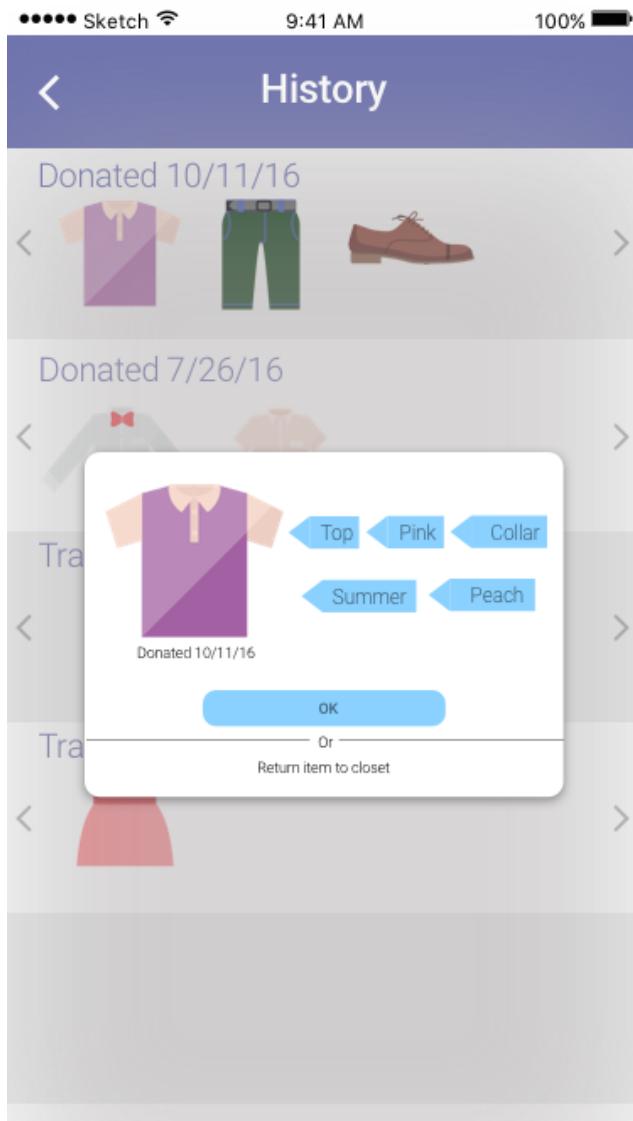
# Task 2: Trading



# Task 2: View History



# Task 2: View History



# Summary

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- Design's clarity is greatly affected by wording.
- Iteration in design is important.
- What we think is obvious may not be for actual users.



Any Questions?