

fitify ↗

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Competitor Analysis

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Core Features
Crazy 8's
App Wireframe Screen Flows
Brand ID
Style Guide
Accessibility Check

04 Gantt Chart

Meet Team Fitify



Steven
Product Owner



Nicky
UX Researcher



Joy
UX Designer



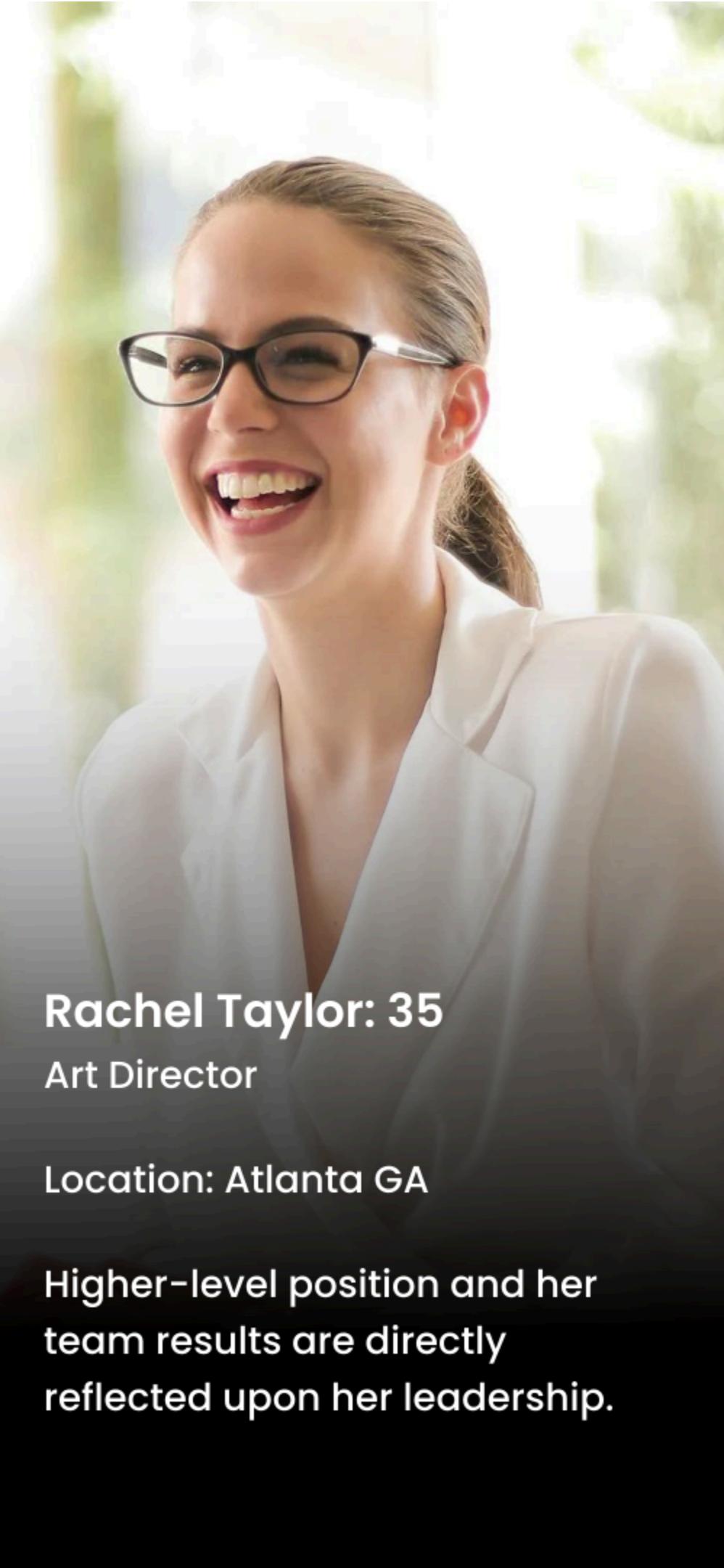
Sydney
UI Designer

Research

Problem Statement

A major challenge with online retail is that it is hard to predict how something will look or fit before it gets to your door. This has created a problem with high return rates and processing fees, affecting the consumer's perception of a brand and the company's profit.

Target Audience	Position	Motivation	Location
Primary 60%	Art Director	Shopping Efficiency	USA
Primary 40%	Student	Style Inspiration	USA



Rachel Taylor: 35

Art Director

Location: Atlanta GA

Higher-level position and her team results are directly reflected upon her leadership.

Key Tasks

- Browse, search, filter, and sort clothing items
- Create a user profile
- Update personal and sizing information
- Save items to a wish list
- Make purchases
- View product details
- Browse personalized recommendations

Frustrations

- Vanity sizing
- Different sizes fit on different days
- No reviews
- Not easy to use
- Don't have time for changing rooms

Expectations

- Clear information
- Support
- Personalization features
- Efficient search
- Secure payment options
- Responsive customer support

Motivations

- Style inspiration
- Convenience
- Shopping efficiency
- Personal style exploration
- Outfit planning
- Time efficiency

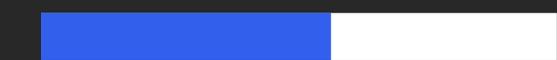
Primary 60%

"I am creative and use fashion as a means of getting people to take me seriously."

Trust



Digital Maturity

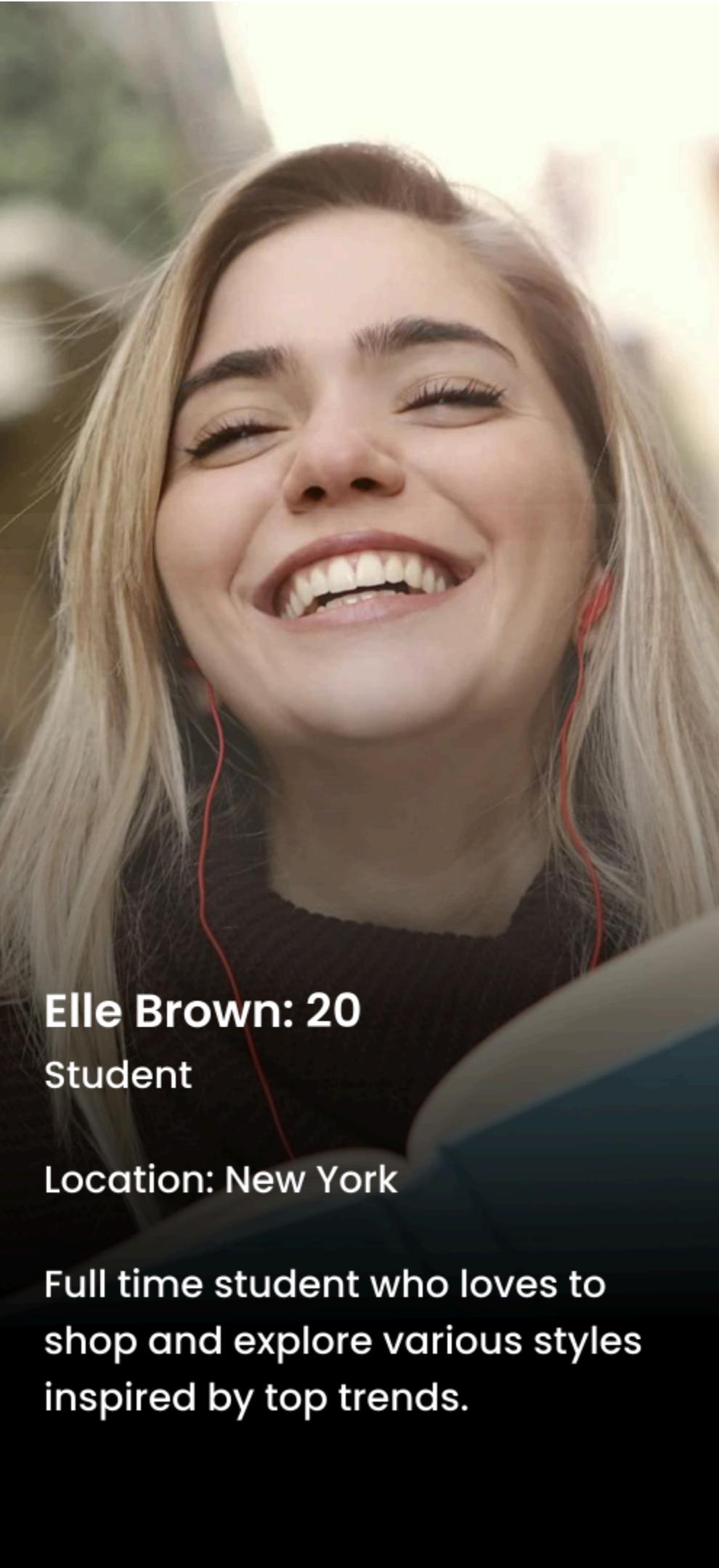


Privacy Concern



Patience Level





Elle Brown: 20

Student

Location: New York

Full time student who loves to shop and explore various styles inspired by top trends.

Key Tasks

- Easy to track orders
- Getting customer support
- Use virtual fitting rooms
- Complete the purchase
- Explore personalized suggestions
- Browse through brands
- Add items to their shopping cart
- Manage payment methods

Expectations

- Easy to use
- Looks accurate
- High-quality images
- Transparent pricing
- Regular updates and new arrivals
- Reliable brands and merchandise

Frustrations

- Never returns clothing items
- Struggles with finding reputable clothes
- Not knowing how clothes look
- Inconsistent sizing between brands
- No reviews

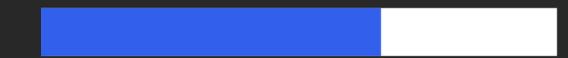
Motivations

- Style inspiration
- Convenience
- Exploring new brands
- Curious about new technology

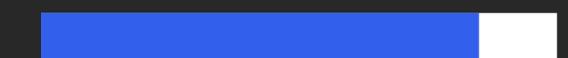
Primary 40%

"I enjoy fashion and shopping for clothing tailored to my unique style, without ever leaving my room and taking no risks"

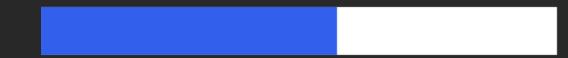
Trust



Digital Maturity



Privacy Concern



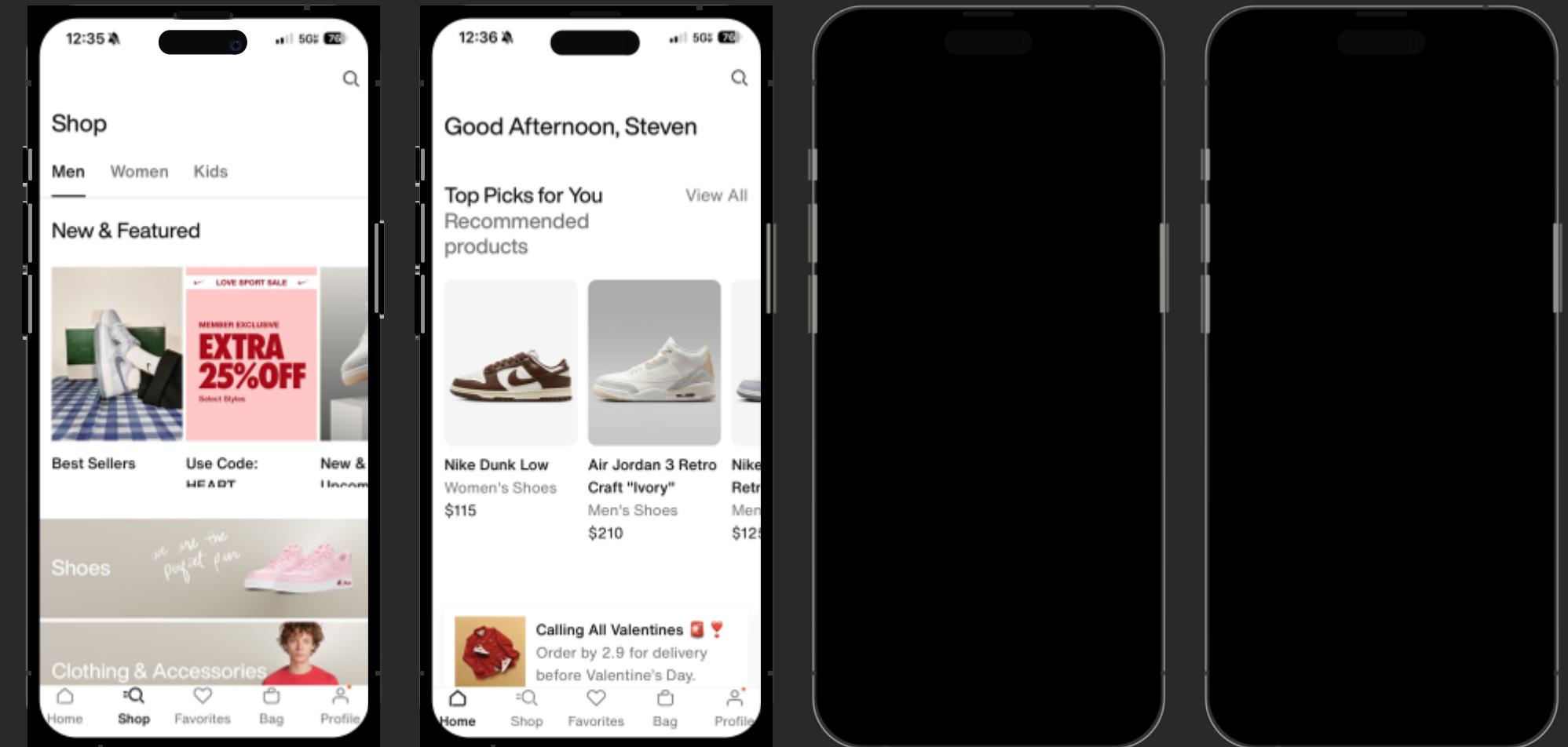
Patience Level



Nike

Key Features

- Personalized Recommendations
- Exclusive Products and Releases
- NikePlus Membership Integration
- Barcode Scanning



01	App name	Nike
02	Position	Indirect Competitor
03	Audience	Predominantly young adults aged 18-35, of diverse genders, seeking to purchase athletic apparel, footwear, and accessories for both casual wear and sports activities.
04	Strengths	Exclusive Access to new releases, special edition products, and exclusive collaborations. Offers customization options for certain products, allowing users to personalize their apparel.
05	Weaknesses	Onboarding takes the user out of the app onto their website, breaking user flow.
05	Cost	Free
06	Opportunities	Use gamification elements like challenges, rewards, and loyalty programs to encourage engagement.



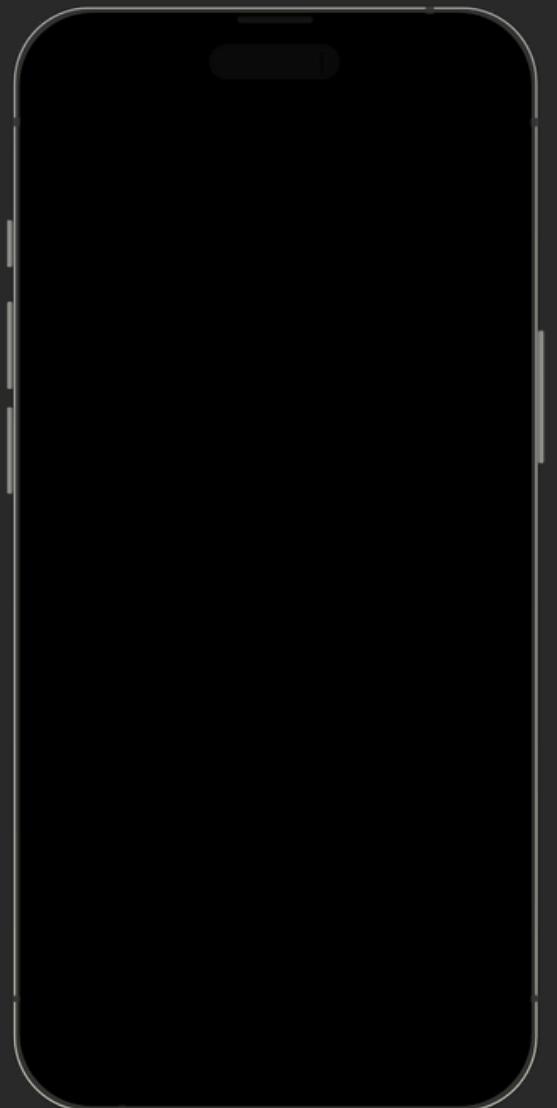
Shop

Key Features

- Unified shopping experience
- Explore local businesses
- Shop Pay
- Exclusive deals and discounts



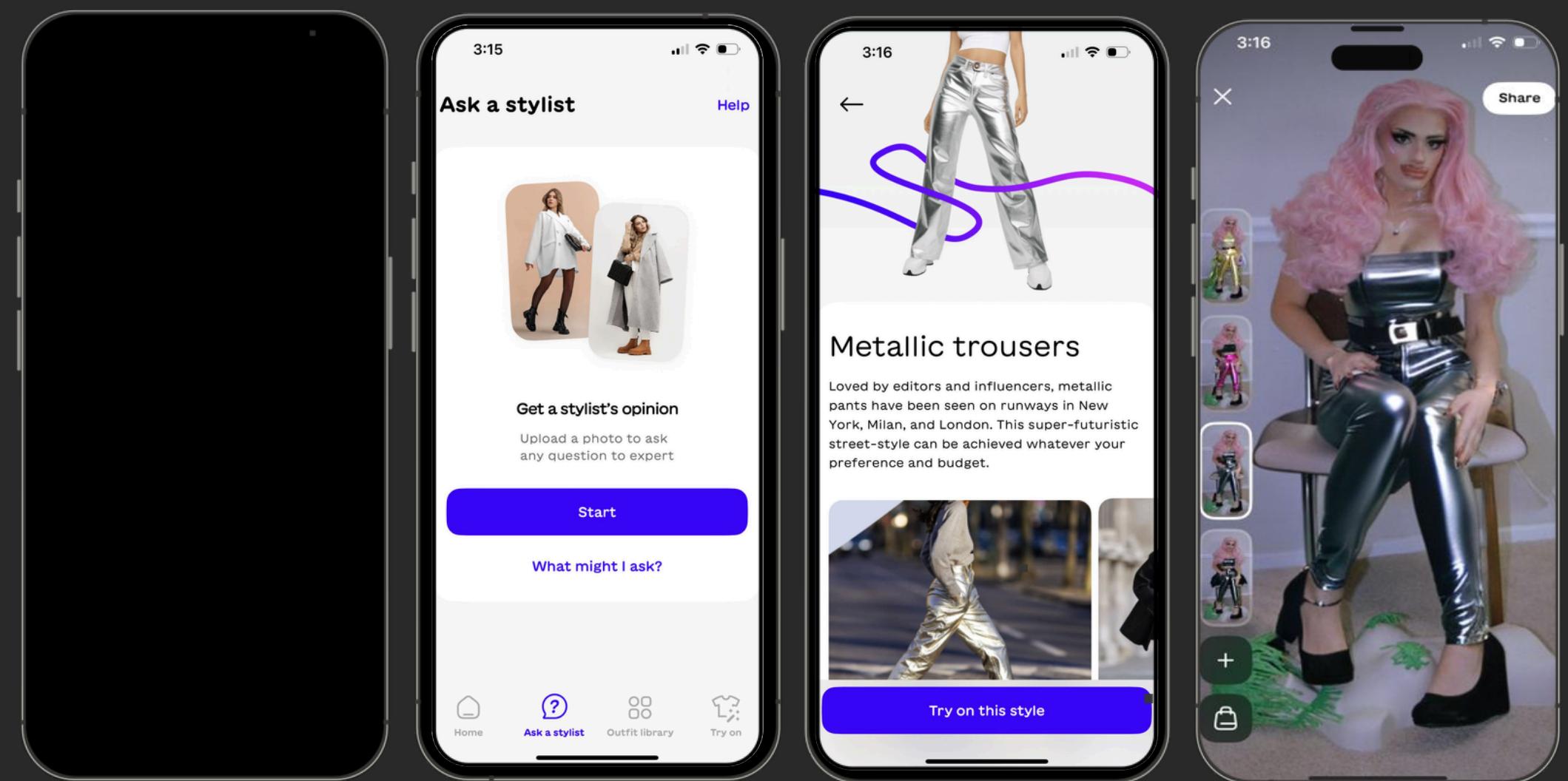
01	App name	Shop
02	Position	Direct Competitor
03	Audience	Adults aged 18-45, of diverse genders, seeking convenient access to their favorite online stores, streamlined shopping experiences, and personalized recommendations.
04	Strengths	Provides users with a centralized platform to track their purchases from multiple stores in real-time.
05	Weaknesses	Inconsistent filters when browsing products, trouble editing and processing orders.
05	Cost	Free
06	Opportunities	AR technology for visualizing products before purchase. Improve search functionality with predictive search filters. Provide real-time support through live chat or chatbot.



Aiuta

Key Features

- Virtual Try-On
- Style Matching
- Integration with retailers
- Wardrobe Organization



01	App name	Aiuta
02	Position	Direct Competitor
03	Audience	People ages 18-60 seeking virtual try-on and outfit creation through AI-driven solutions.
04	Strengths	Virtual try-on allows users to see how clothes look before buying them. Uses AI to suggest clothes based on their style, body type, and lifestyle. Gives advice on outfit coordination and styling tips.
05	Weaknesses	The AI can only generate an outfit from a previously taken photo and has difficulty generating hands and accurate proportions.
05	Cost	Free, then subscription plan for advanced features
06	Opportunities	Highlights eco-friendly brands. Offers comprehensive fashion advice. Support for multiple languages.

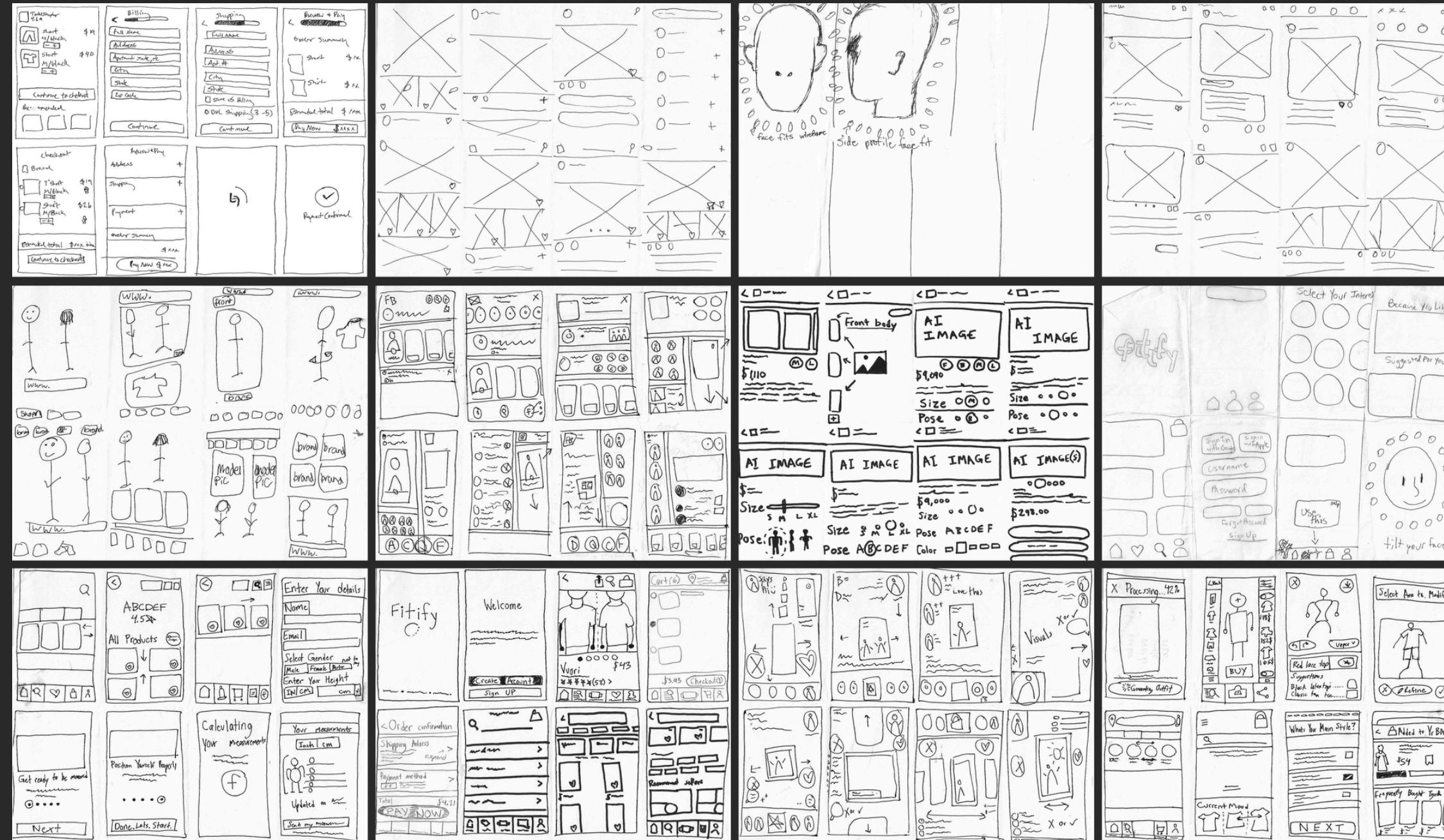
Solution

Fitify

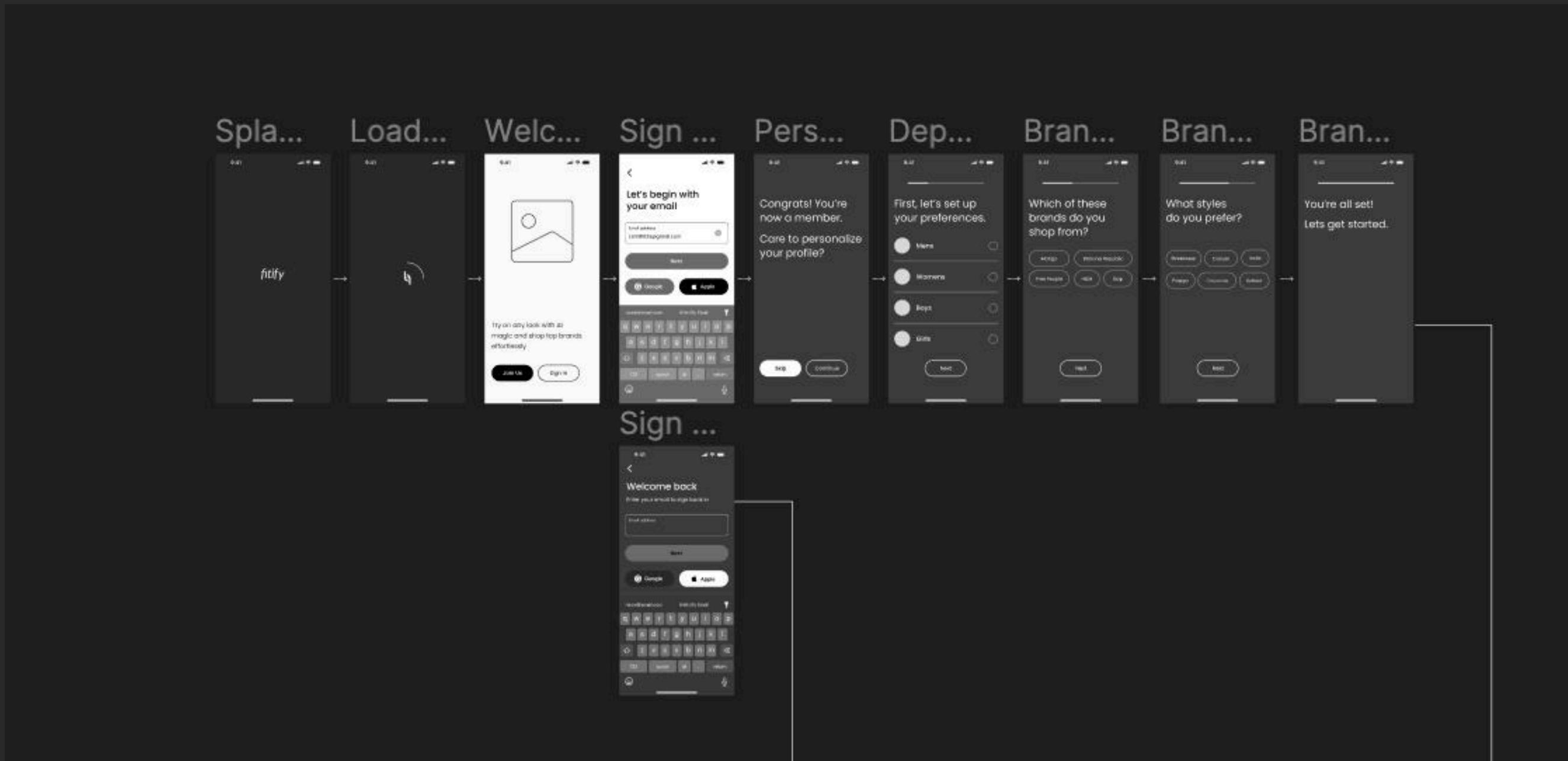
Fitify is an innovative e-commerce application revolutionizing the online shopping experience for clothing. At its core, Fitify seamlessly integrates advanced AI technology with a curated selection of reputable fashion brands, offering a unique and personalized shopping adventure.

Core Features

- Virtual fitting room
- Reputable brand partnerships
- Smart size prediction
- Curated content
- Seamless shopping experience



[Link to Figma](#)



[Link to Figma](#)

Logo



Color Palette

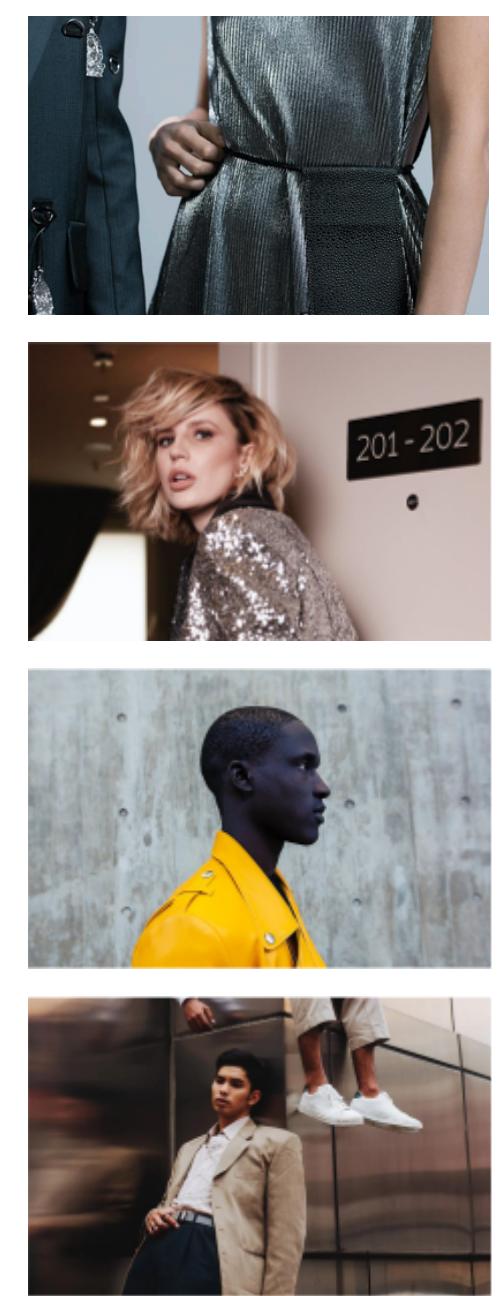
#3360EC	#FFFFFF	#CCCCCC	#000000
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Tone

Graphical Elements



Photography



[Link to Figma](#)

Logo

Color Palette

Brand Colors

#3360EC	#FFFFFF	#CCCCCC	#000000
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Status Colors

#FE5632	#48DC6A
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Icons

Fonts

Poppins

H1-34pt

H2-28pt

H3-24pt

H4-22pt

H5-20pt

H6-18pt

CTA-18pt

Body-16pt

Label/Caption-14pt

Established in 1996, xyz is a premium IT services provider and provides world class IT support.

I'm a headline

I'm a Sub headline

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata

Tab Bar

Buttons

Try It On

Add to Bag

Follow

Follow

Poppins

АВСĆĆДЂЕFGHIJKLMNOPQRSŠTUVWXYZŽabcćđdefghijklmnpqrssstuuvwxyzžАБВГГЂЕћ
ЕЖЗИЈИЈКЛМННЈОПРСТЋУЎФХЦЧЏШЩЊЬЕЮЯабгѓđћејежзинијјјКЛМННЈОПРСТЋУЎФХЦЧЏШЩЊЬЕЮЯабгѓđћејежзинијјј
фхцчџшщЊЬЕЮЯАВГДЕZHНИКАЛМНЕОПРСТУЎФХЦЧЏШЩЊЬЕЮЯабгѓđћејежзинијјјКЛМННЈОПРСТЋУЎФХЦЧЏШЩЊЬЕЮЯабгѓđћејежзинијјј

Link to Figma

Contrast Checker

Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground

Hex Value Color Picker Alpha

Luminance 

Background

Hex Value Color Picker

Luminance 

Contrast Ratio
5.21:1

[permalink](#)

-  Related Resources
- [Contrast and Color Accessibility](#)
 - [Quick Reference: Testing Web Content for Accessibility](#)
 - [WebAIM Auditing & Evaluation Services](#)
 - [Web Accessibility for Designers](#)
 - [Link Contrast Checker](#)
 - [Contrast Checker Bookmarklet](#)

Normal Text

WCAG AA: Pass

WCAG AAA: Fail

The five boxing wizards jump quickly.

Large Text

WCAG AA: Pass

WCAG AAA: Pass

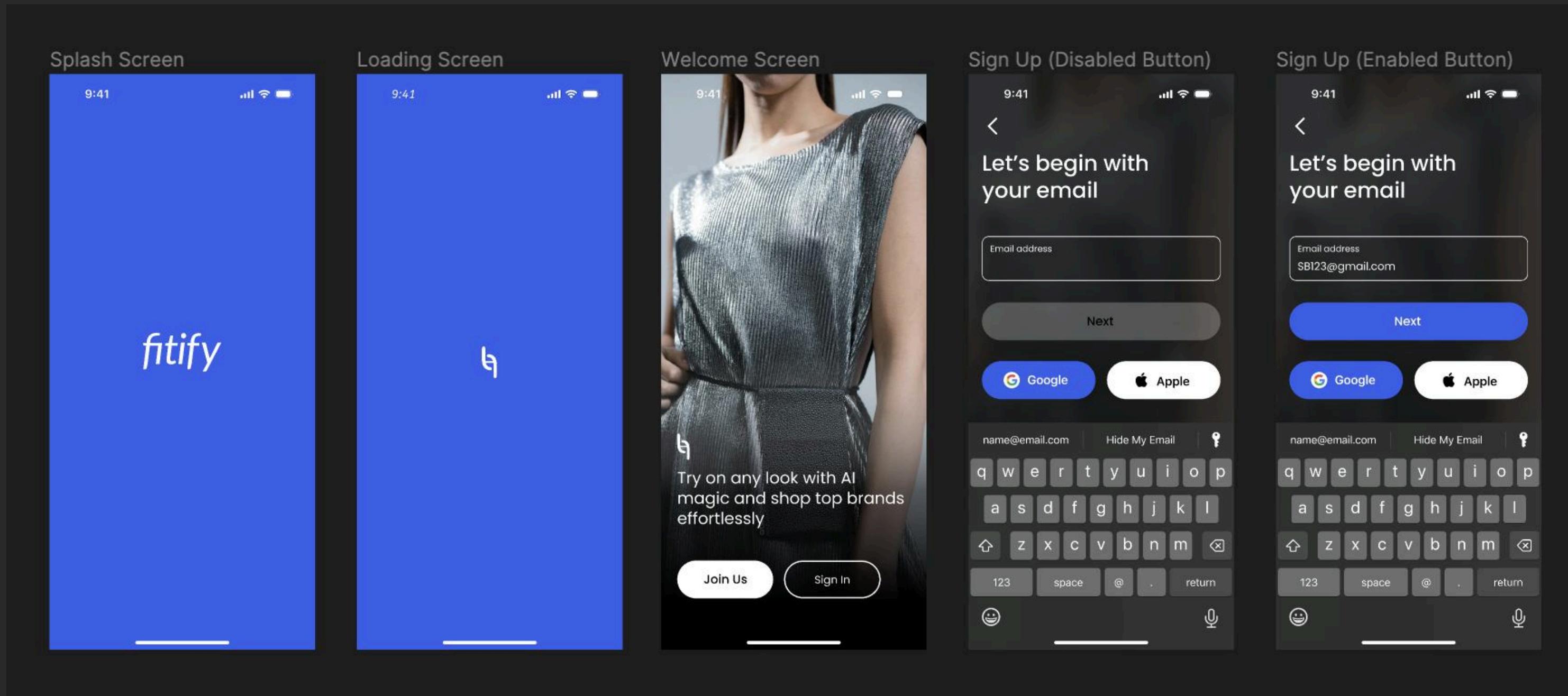
The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

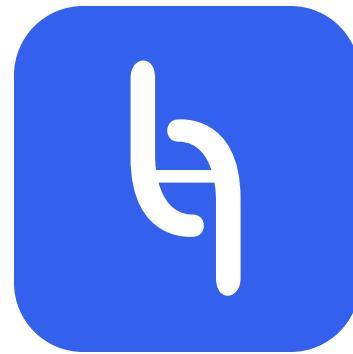
WCAG AA: Pass



Prototype



[Link to Figma](#)

**Fitify - See the fit** 17+

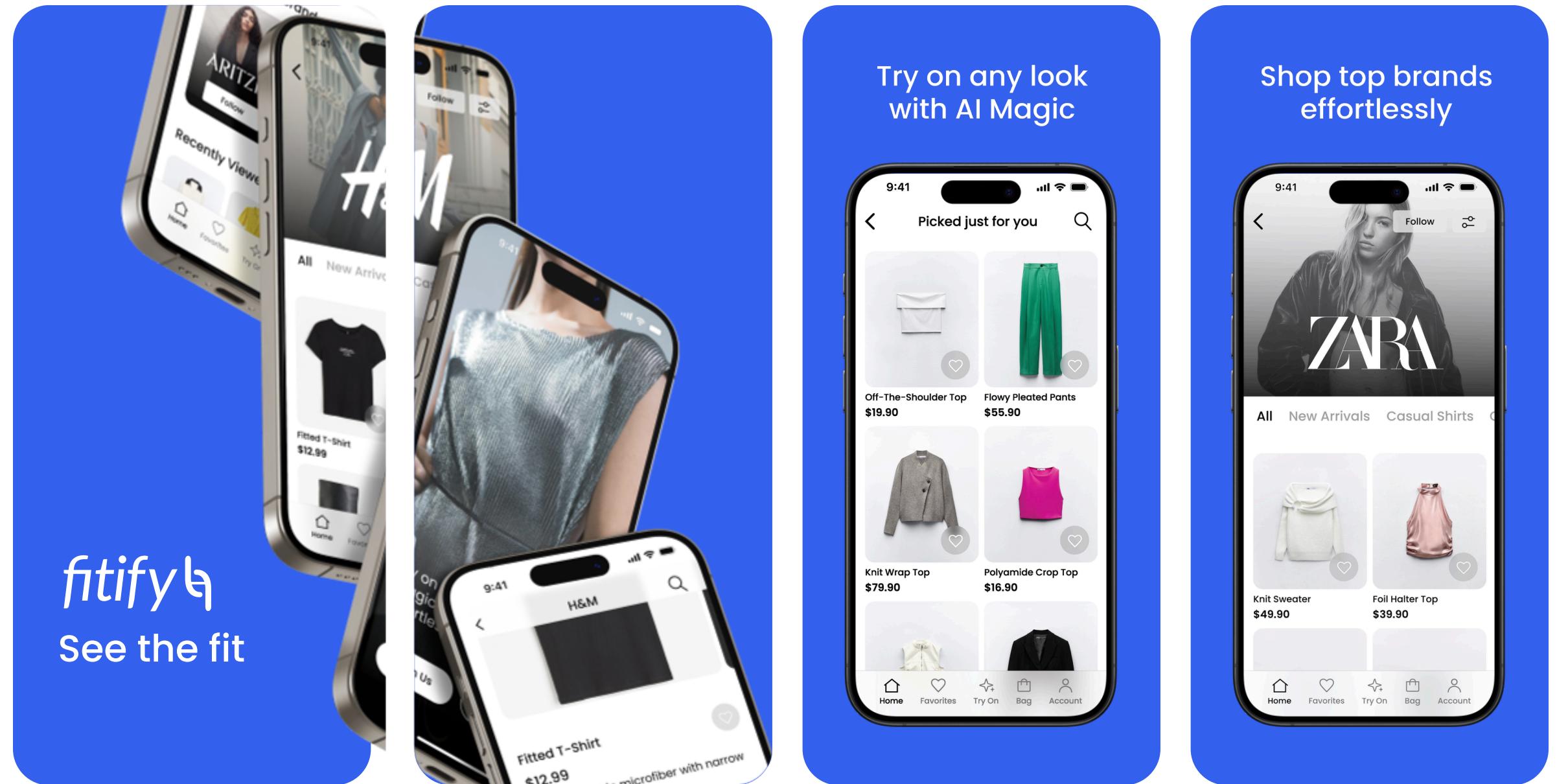
Virtual try-on and Shopping.

Fitify, Inc.

#1 in Ecommerce

★★★★★ 5.0 • 1.3M Ratings

Free





[Link to Figma](#)

The poster for Fitify features a central blue header with the brand name and a large image of three smartphones displaying the app's interface. The top phone shows a woman in a grey dress, while the two below show a black t-shirt being tried on by a user. Below this, there are sections for 'See the fit' (describing the AI transformation), 'Try It On' (with a description of the feature), 'Shop top brands' (with a QR code and download links for App Store and Google Play), and a grid of five phones showing various brand pages like ARITZIA, H&M, and ZARA.

fitify

See the fit

Fitify is a unique e-commerce platform transforming the online shopping experience using AI image generation.

Try It On

Instantly visualize how different sizes fit with our 'Try It On' feature. Select an item and see yourself in it, in various sizes, right on your screen. Shopping made simple and accurate.

Shop top brands

Access the world's top brands in one tap. Explore personalized recommendations with our 'Picked for You' and favorites. Stay ahead of trends and shop smarter.

See the fit.
Download Fitify today.

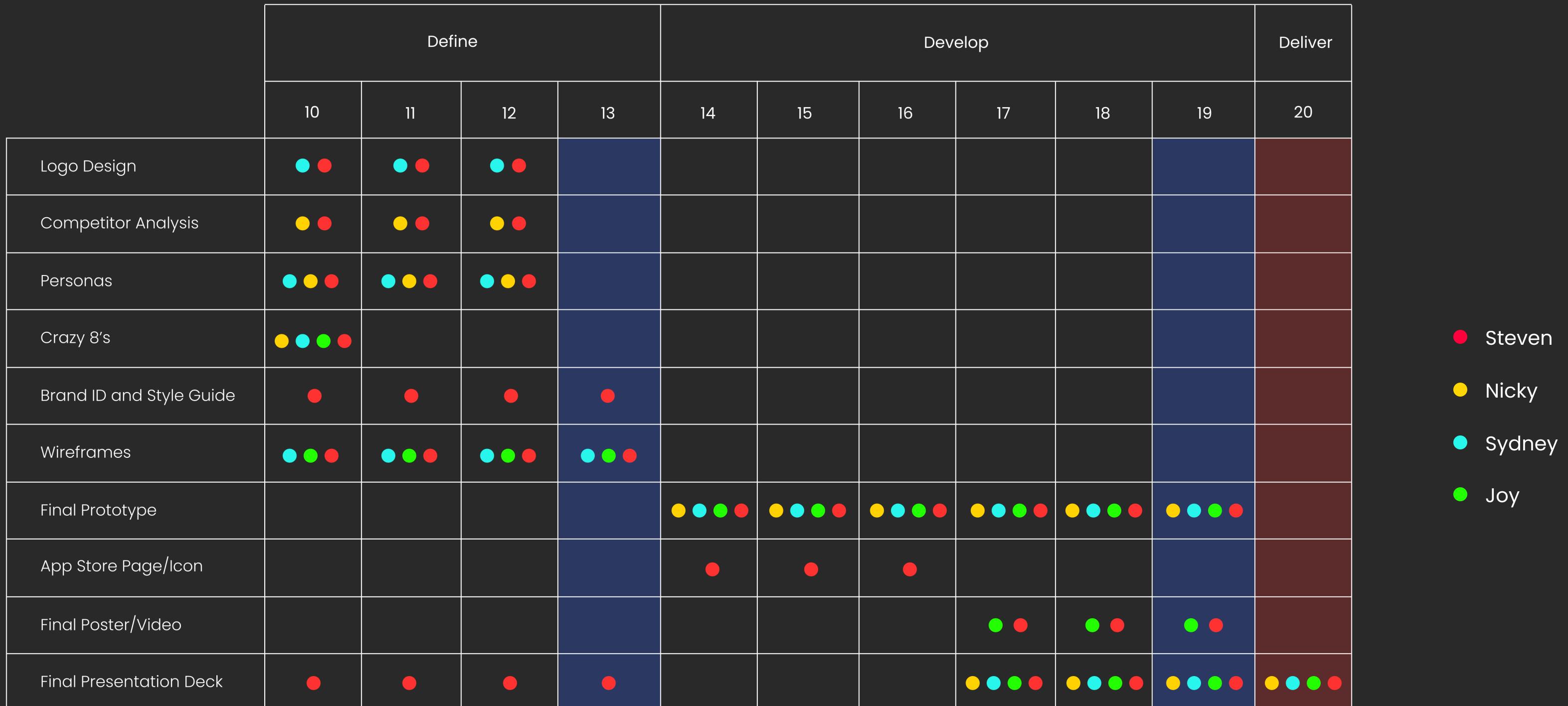
SCAD | UXDG101 Steven Vasil Nicky Zuino Joy Carter Sydney Berman

[Link to Figma](#)



[Link to Figma](#)

Gantt Chart



Thank You!

Sources

Shopify

Capital One