

fitify ↗

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Poster and Video

Meet Team Fitify



Steven
Product Owner



Nicky
UX Researcher



Joy
UX Designer



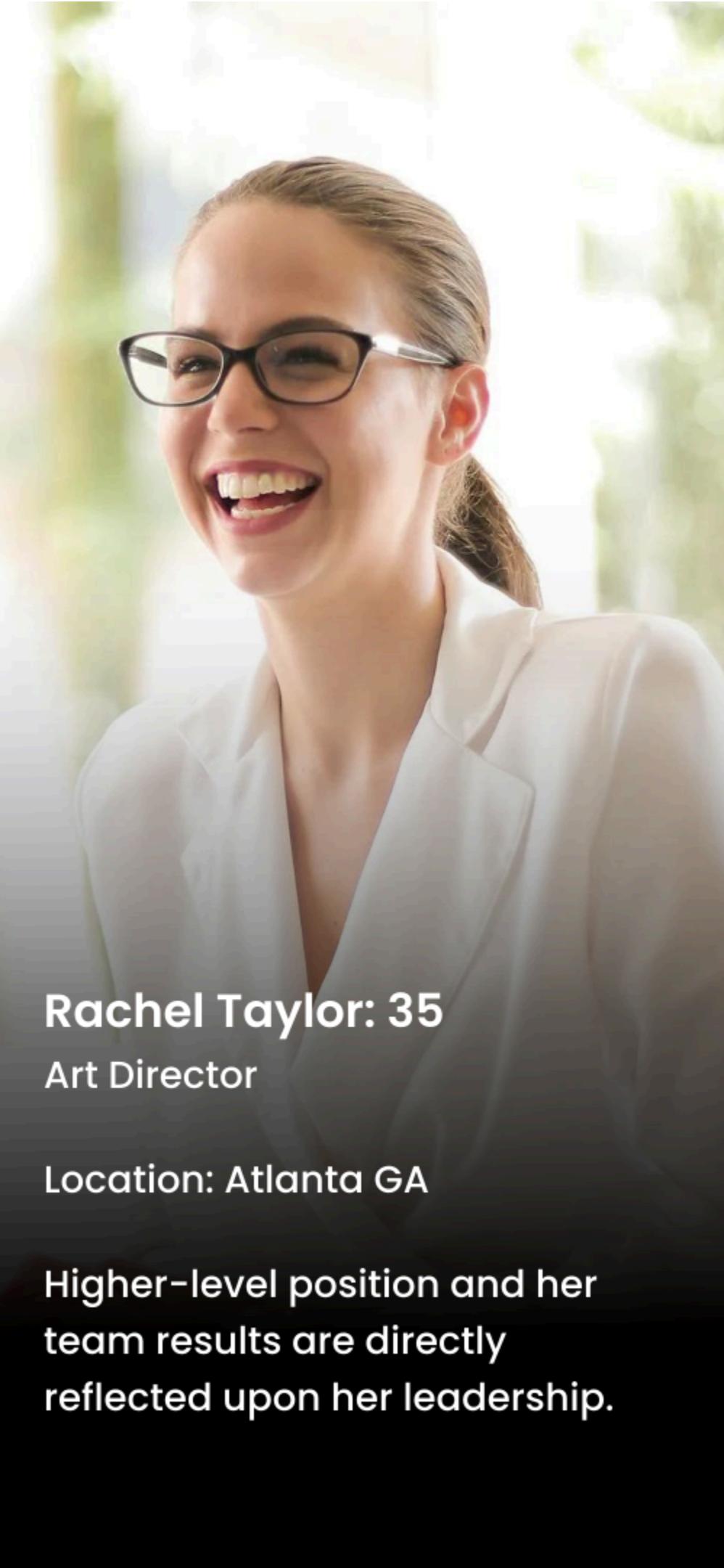
Sydney
UI Designer

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

Expectations

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

Frustrations

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

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."

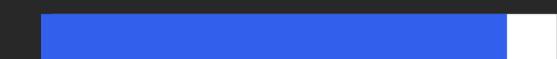
Trust



Digital Maturity

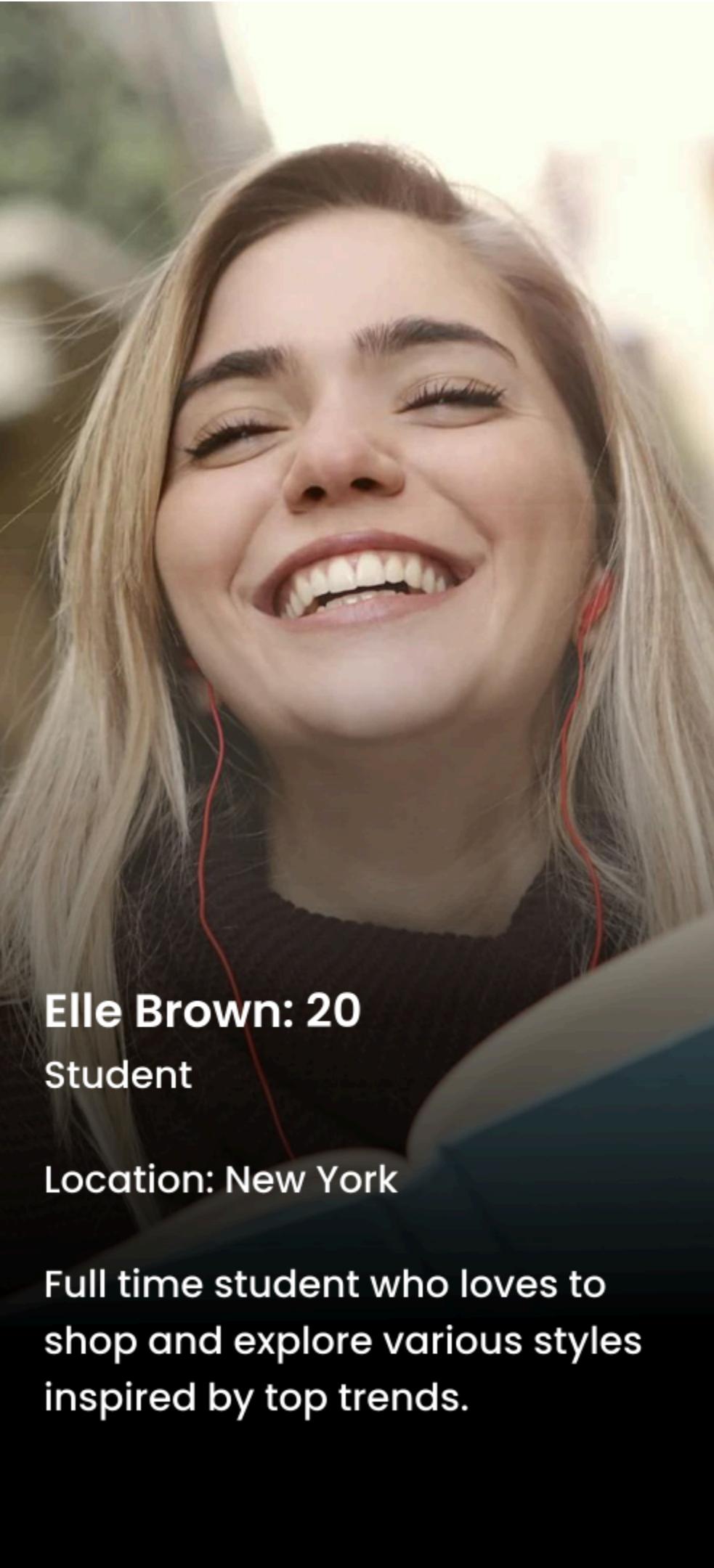


Privacy Concern



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

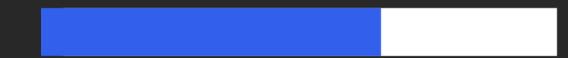
Motivations

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

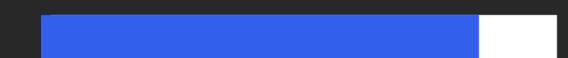
Primary 40%

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

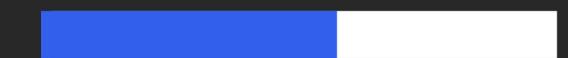
Trust



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.



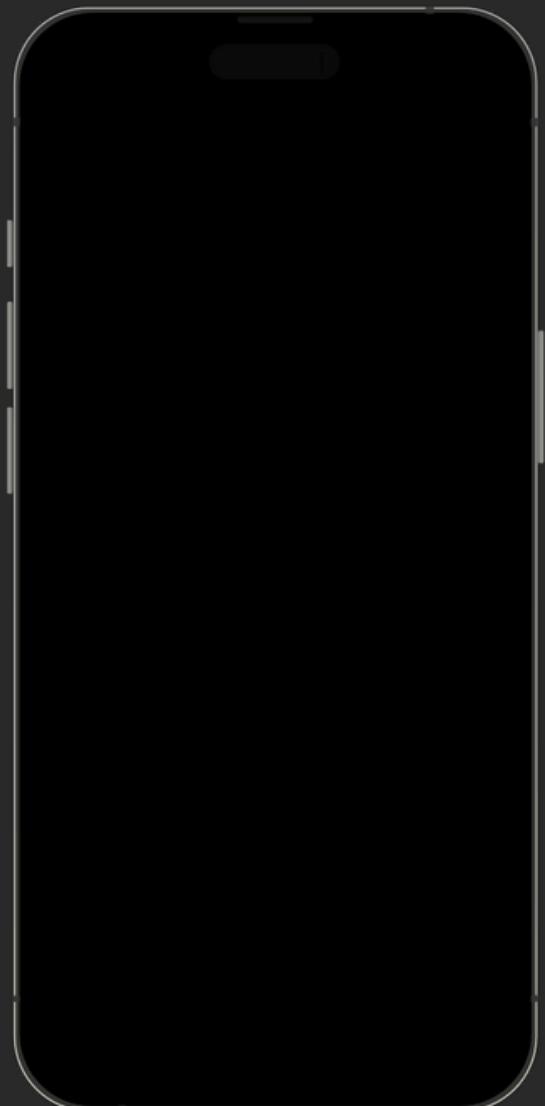
Shop

Key Features

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



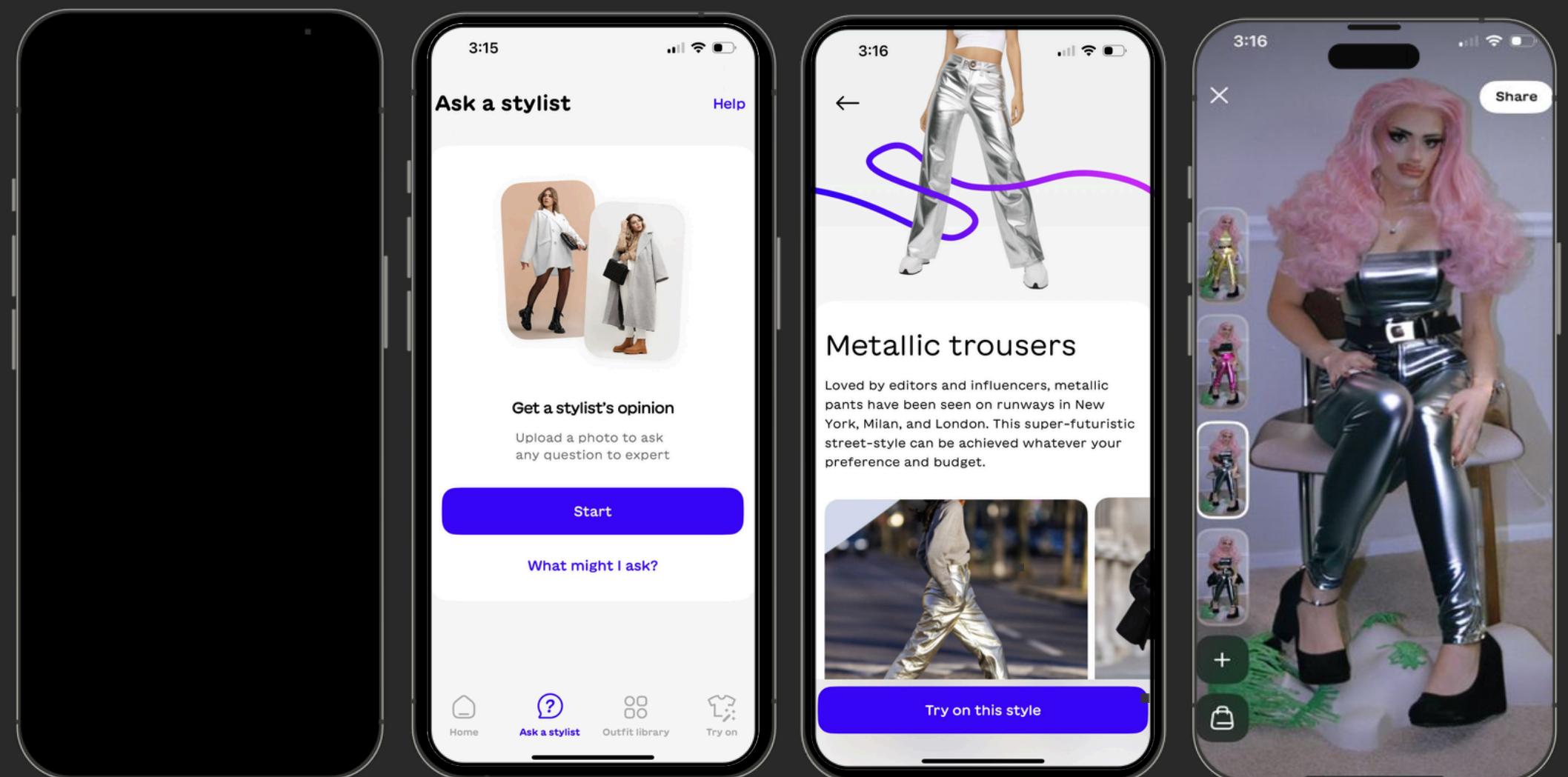
01	App name	Shop
02	Position	Direct Competitor
03	Audience	Adults aged 18-45, of diverse genders, seeking convenient access to their favorite online stores, streamlined shopping experiences, and personalized recommendations.
04	Strengths	Provides users with a centralized platform to track their purchases 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

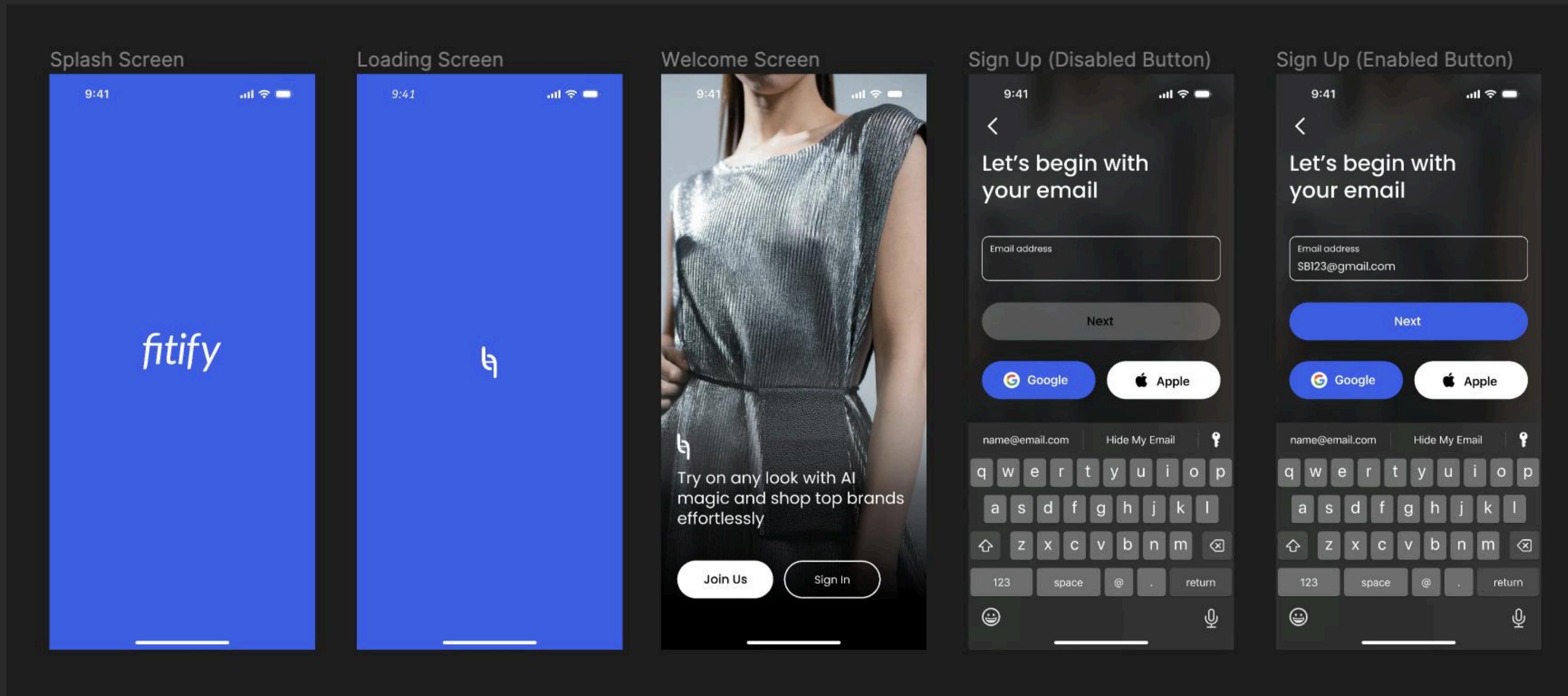
The brand guidelines page is organized into several sections:

- Logo:** The primary logo is shown in blue, with a smaller version below it.
- Color Palette:** A horizontal row of four color swatches with their hex codes:
 - #3360EC
 - #FFFFFF
 - #CCCCCC
 - #000000
- Tone:** Described as "Poppins". Below this are various characters and symbols in black text, including accented letters, mathematical operators, and punctuation.
- Graphical Elements:** A large, faint watermark-like graphic of the word "FITIFY" in a stylized font.
- Photography:** Four square images showing fashion models in various settings: a close-up of a textured jacket, a woman in a sequined jacket, a man in a yellow jacket, and a man in a suit standing next to a person on a ledge.

Link to Figma

Link to Figma

Prototype



[Link to Figma](#)

**Fitify - See the fit** 17+

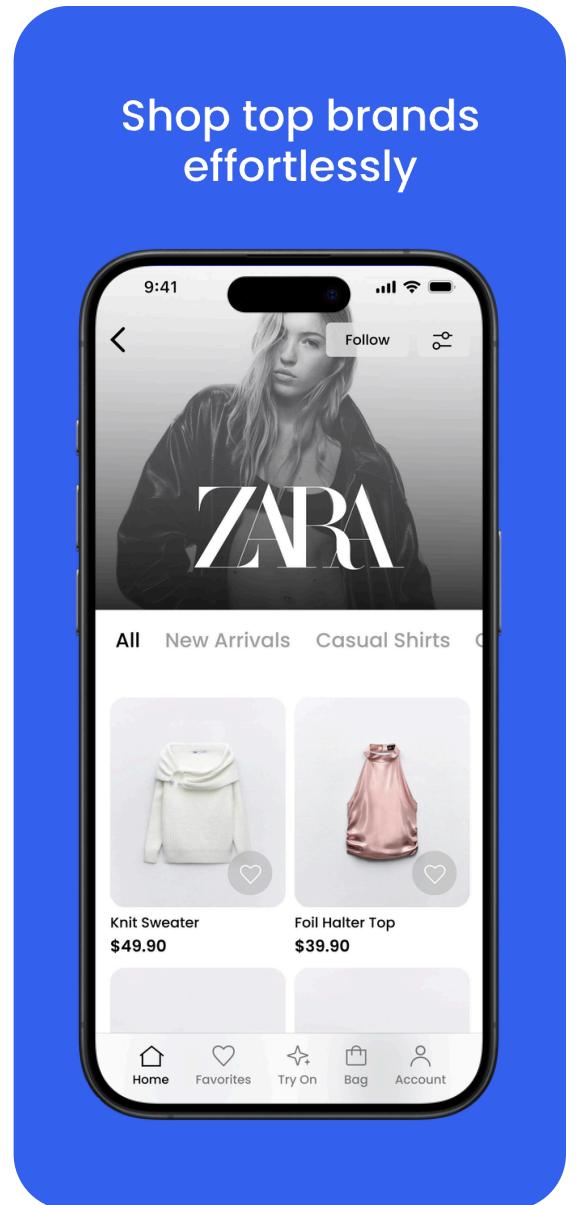
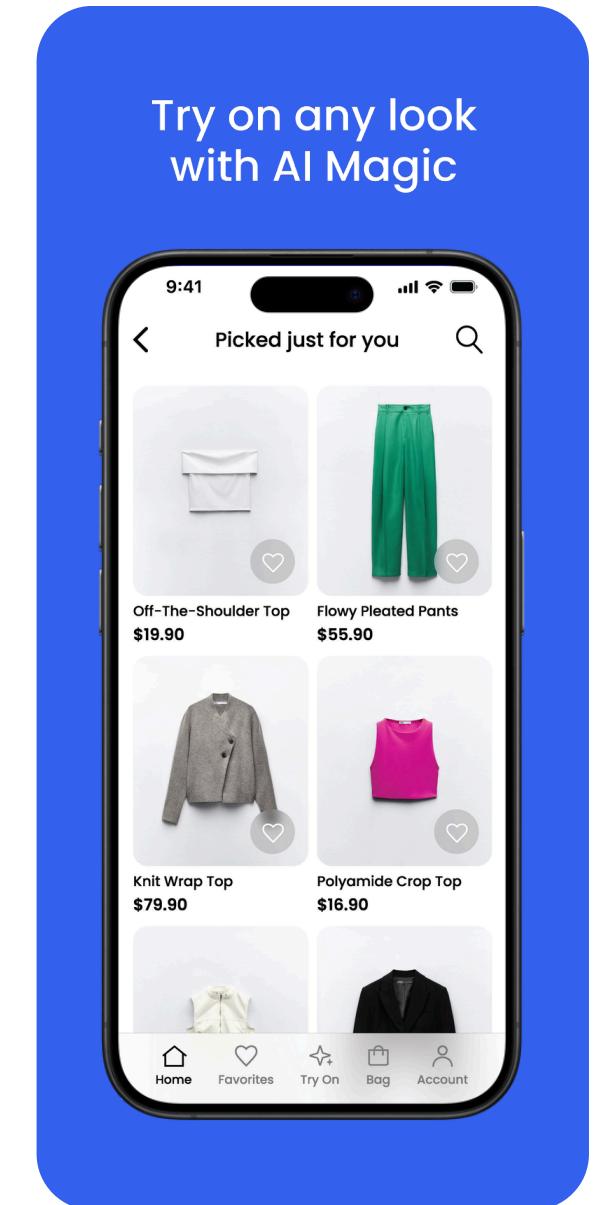
Virtual try-on and Shopping.

Fitify, Inc.

#1 in Ecommerce

★★★★★ 5.0 • 1.3M Ratings

Free





[Link to Figma](#)

The poster features the Fitify logo at the top left, followed by the tagline "See the fit". Below this, a large blue circular graphic contains three smartphones displaying the Fitify app's "Try It On" feature. The app shows a woman's silhouette with different clothing items overlaid, allowing users to visualize how they might look. To the right of this section is a heading "Try It On" with a descriptive paragraph explaining the feature. Below this, another section titled "Shop top brands" shows three more smartphones displaying various brand pages from the Fitify platform.

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](#)

Thank You!