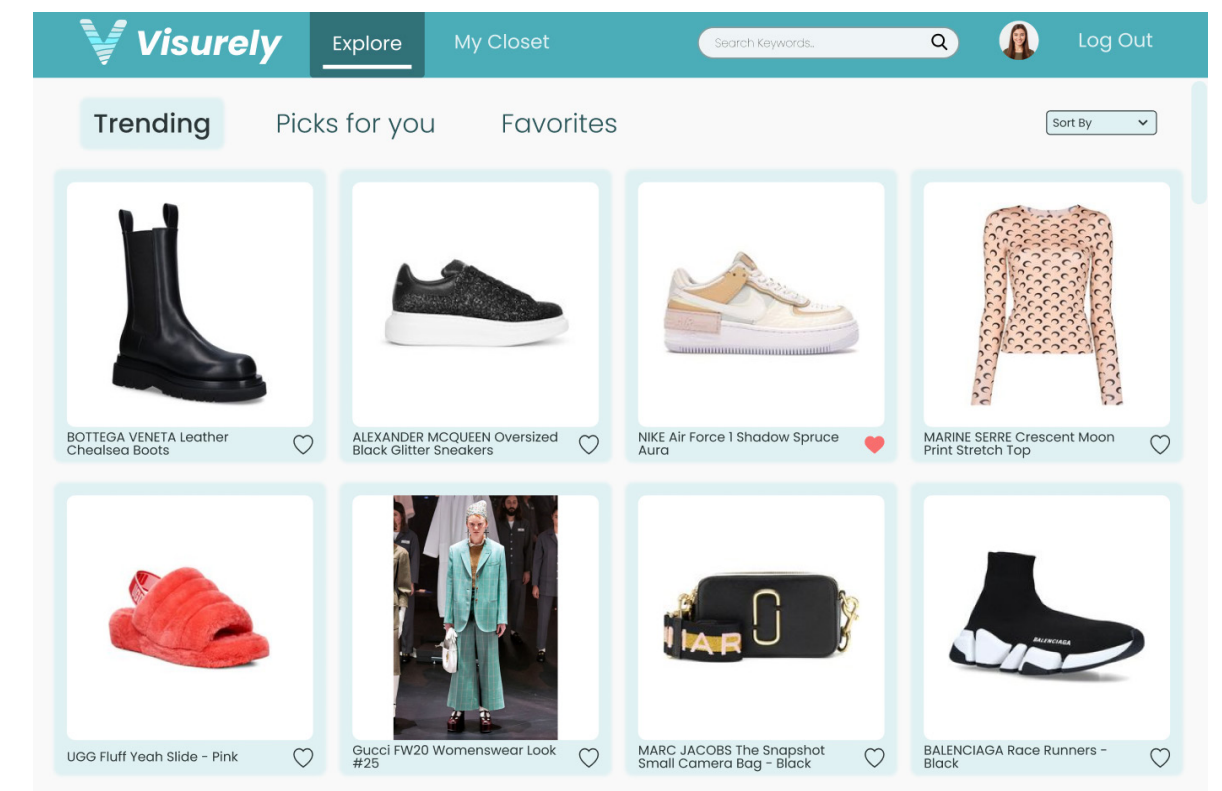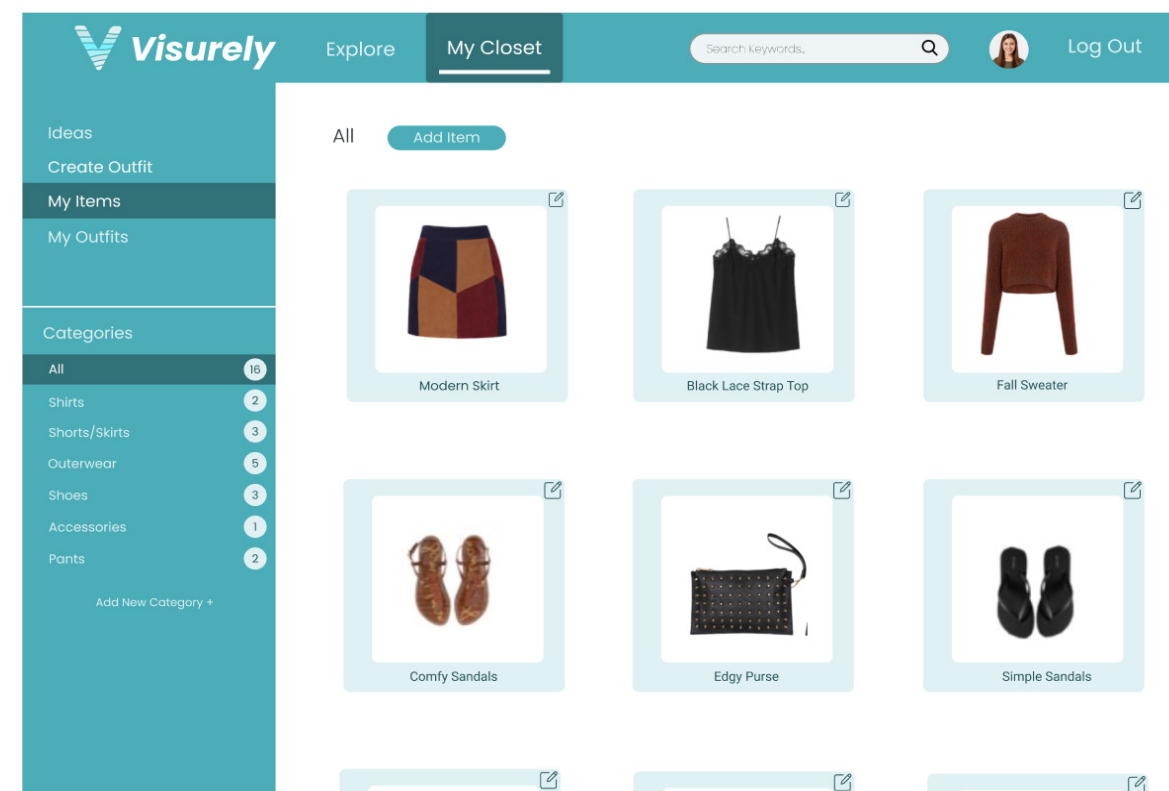# Visurely

## Team of 4

Visurely a fashion platform that will help make the process of forming outfits easier. This fashion platform will not only inspire fashion lovers by offering them the latest trends, it will also give fashion novices tips on what to wear and how to combine them into outfits. For this project, I mainly focused on the design and UI/UX aspect of the platform.

# Design Process

# Visurely

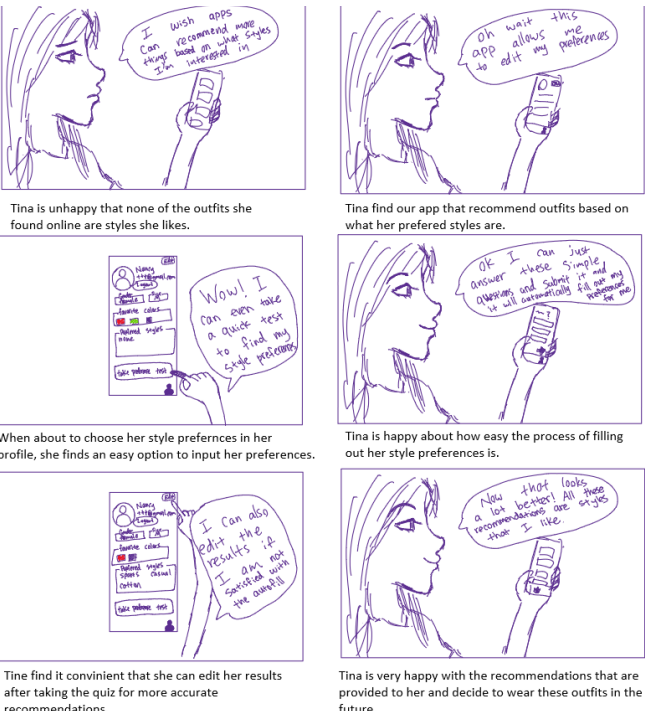## Step 1: Come up with main features

Main Features:
- Explore different styles
- Search and favorite irten and Outfits
- Closet features
  - Add items
  - Create outfits
  - Categorize items/outfits
- Computer generate outfit recommendations
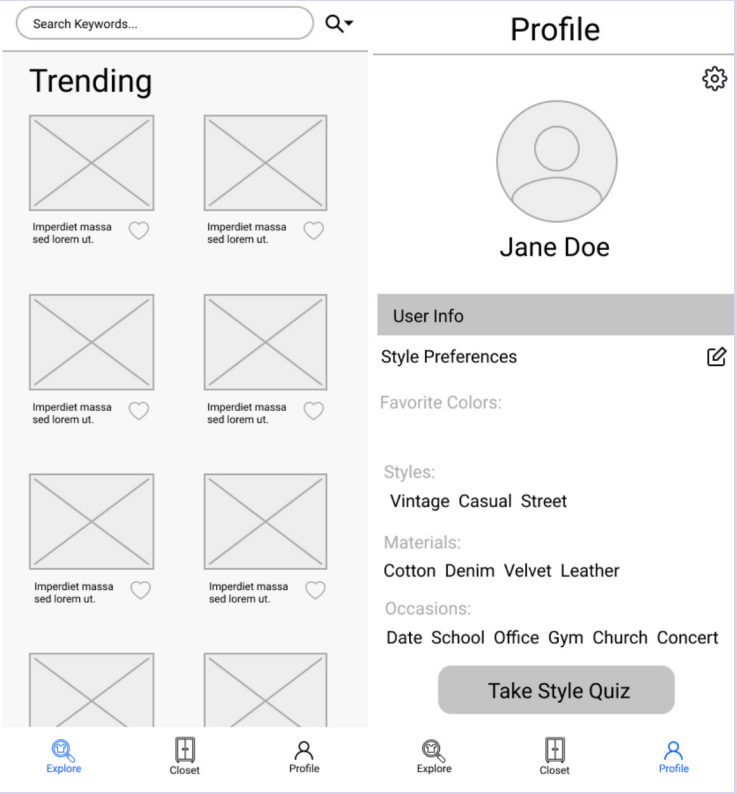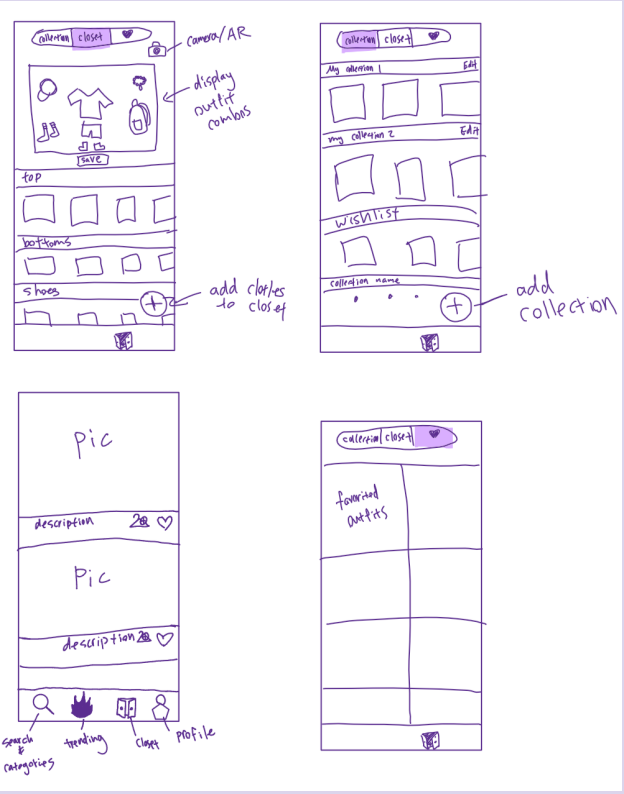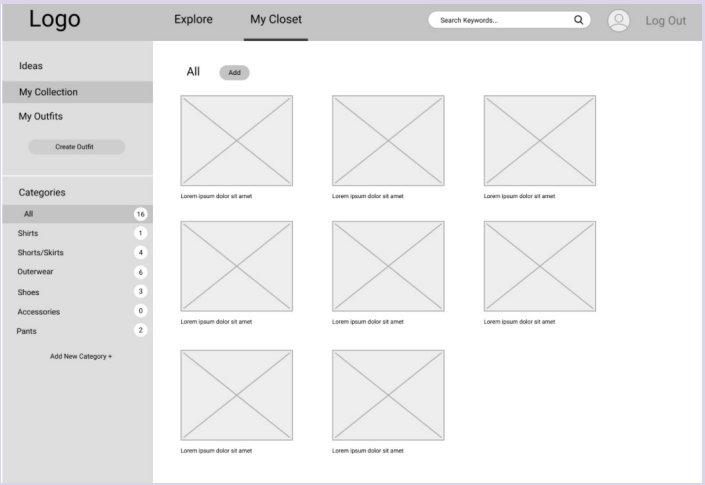- Style Quiz

## Step 2: Storyboards

Creating UX storyboards help demonstrate how someone might interact with our platform. It can:
- help stakeholders understand and critique the product easier
- help notice gaps in thinking
- put people at the heart of the design

Tina is unhappy that none of the outfits she found online are styles she likes.

Tina find our app that recommend outfits based on what her prefered styles are.

When about to choose her style prefernces in her profile, she finds an easy option to input her preferences.

Tina is happy about how easy the process of filling out her style preferences is.

Tine find it convinient that she can edit her results after taking the quiz for more accurate recommendations

Tina is very happy with the recommendations that are provided to her and decide to wear these outfits in the future.

## Step 3: Low to Medium Fidelity Wireframes

A great time saver in the initial design process to present ideas and assist discussions.

# First Round of User Evaluation

**Visurely**

**Scenario: You want to add a new item to your closet**

**Mobile**
1. Navigate to the Closet tab
2. Make sure you're on the "Collection" section of your Closet.
3. Click on the add new item button (TBD)
4. Search for the item you want to add to the collection
5. You didn't find the item in the database, so now you will add the item manually
6. Click on the camera button to take a photo of the item
7. After taking the photo, fill out the required fields of information (Name, category) and add any optional information if needed (description, brand color, size, occasion, etc.)
8. Click on add item to finalize the action
9. Look for the new item that was added to the collection under the corresponding collapsible submenu

**Web App**
1. Click the "Add" button in "My Collection"
2. Upload an image of the item you have, it could be a photo taken by the user or the official one provided by the brand or other platform.
3. Click "Next" to enter product details
4. Entering the related information for the item (item name, color, category).

**[S1-M] Scenario (Mobile): You want to add a new item to your closet**

| Task | Understood the task? | Easy to see Controls? | Clear Controls? | Mistakes? | Completed? |
|---|---|---|---|---|---|
| Navigate to the Closet tab | Y | Y | Y | 0 | Y |
| Make sure you're on the "Collection" section of your Closet. | Y | Y | Y | 0 | Y |
| Click on the add new item button (TBD) | Y | Y | Y | 0 | Y |
| Search for the item you want to add to the collection | Skipped | Skipped | Skipped | Skipped | Skipped |
| You didn't find the item in the database, so now you will add the item manually | Skipped | Skipped | Skipped | Skipped | Skipped |
| Click on the camera button to take a photo of the item | Y | Y | Y | 0 | Y |
| After taking the photo, fill out the required fields of information (Name, category) and add any optional information if needed (description, brand color, size, occasion, etc.) | Y | Y | Y | 0 | Y |
| Click on add item to finalize the action | Y | Y | Y | 0 | Y |
| Look for the new item that was added to the collection under the corresponding collapsible submenu | Y | Y | Y | 0 | Y |
| Notes: | • Confused about occasion and description (maybe it's redundant)<br>• Straightforward and not difficult<br>• Didn't realize there was a filter option at the top<br>• Maybe a way to add a new filtering category<br>• Shocking that it took the user directly to the camera (maybe add permissions to use camera first, especially for first time users) | | | | |

## Step 4: Task Planning

We planned a series of tasks for the user to complete using our functional medium fidelity wireframes. Each task have a clear description, goal, and end-point.

## Step 5: Usability Testing

For each task, we collected:
• task completion details
• errors made
• time per task
• user reflection on task

## Step 6: Result Analysis

Through this usability testing, we found several design flaws such as the flow of the add item on mobile to be confusing, the current filtering options does not make much sense, etc.
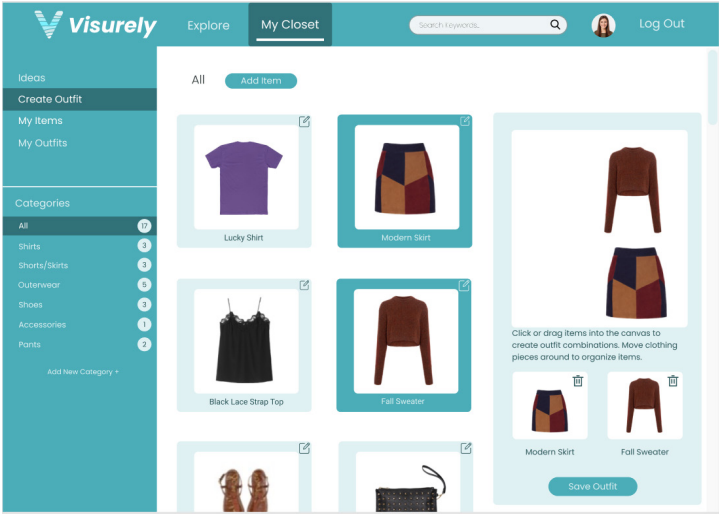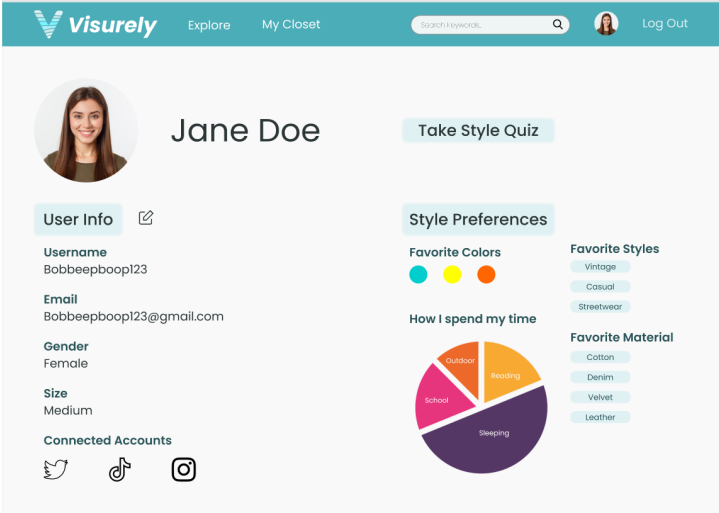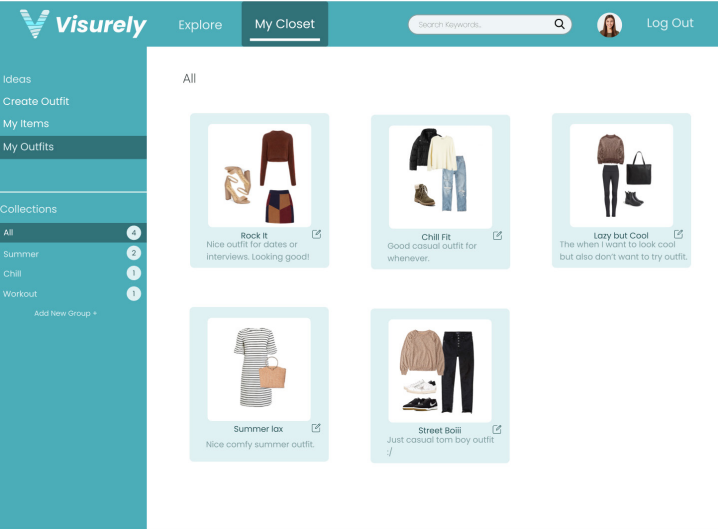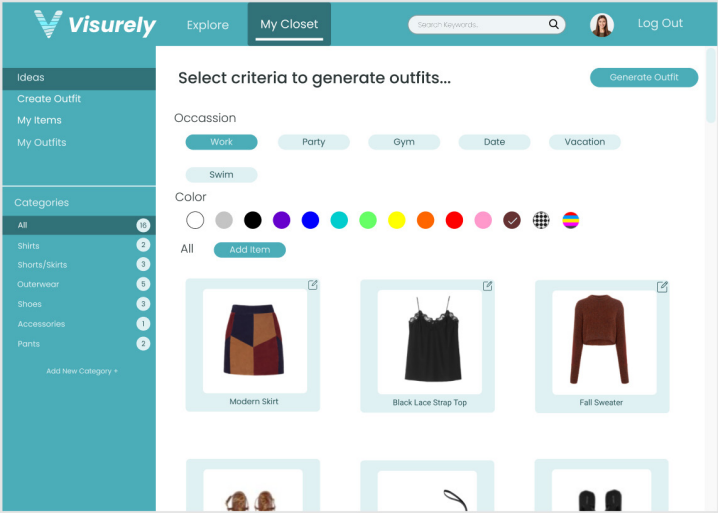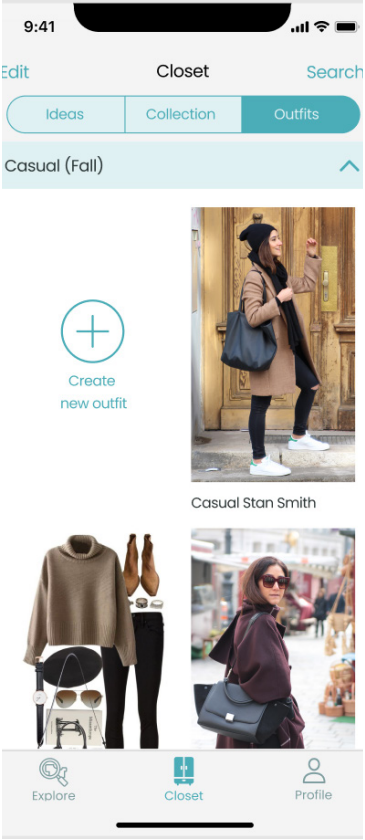
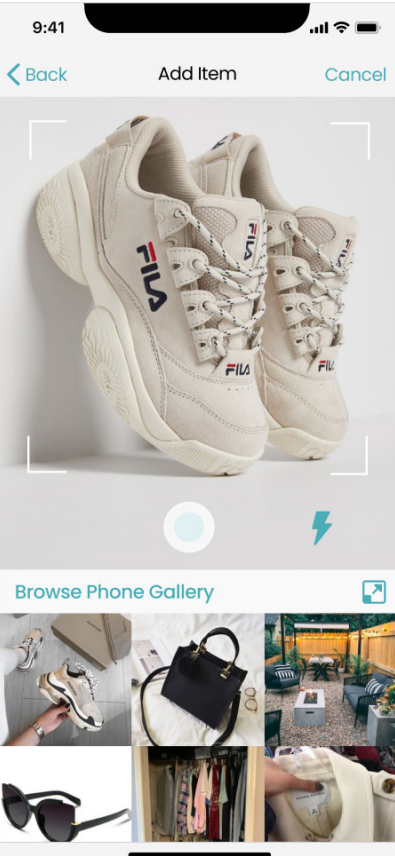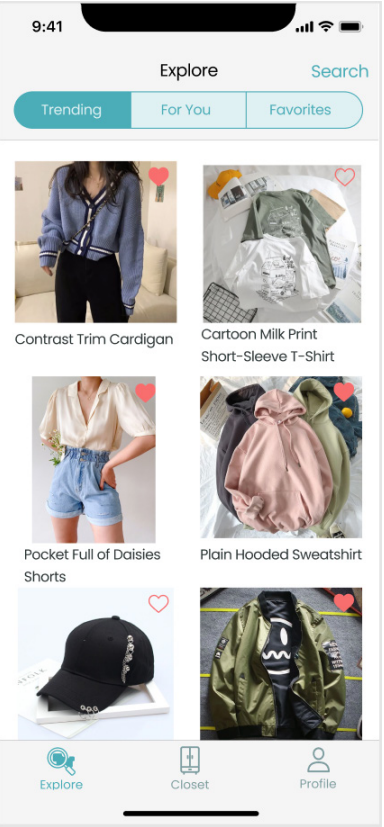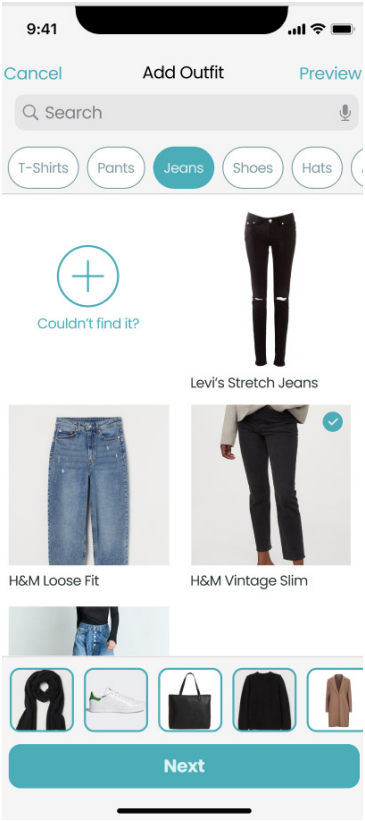# Step 7: High Fidelity Wireframes
Based on the results from our first usability testing, we made adjustments to our designs and came up with high fidelity wireframes.

Visurely

Web

Mobile

# Second Round of User Evaluation

## Visurely

Step 8-10: Task Planning ➡️ Usability Testing ➡️ Result Analysis

### Findings:

- Improve learning experience by adding tutorial overlays
- Need to simplify add item flow
- Increase compatability of mobile and web version
- place certain buttons at more intuitive positions

**Web:**

| Task | User 1 (sec) | User 2 (sec) | User 3 (sec) | User 4 (sec) | User 5 (sec) | Average completion time (sec) | Average User error |
|------|------|------|------|------|------|------|------|
| Add a clothing item | 13 | 56 | 13 | 42 | 16 | 28 | 0.2/user |
| Create a custom outfit | 23 | 40 | 18 | 24 | 20 | 25 | 0.4/user |
| Generate an outfit recommendation and add one to your closet | 34 | 35 | 12 | 46 | 43 | 34 | 0.2/user |
| Browse through trending items and add to favorite | 30 | 31 | 15 | 13 | 19 | 21.6 | 0/user |
| Search for outerwear clothing in Explore and filter | 24 | 39 | 18 | 17 | 23 | 24.2 | 0/user |
| Changing user preferences | 35 | 18 | 22 | 5 | 22 | 20.4 | 0.2/user |
| Task Completion Rate (%) | 100 | 100 | 100 | 100 | 100 | | |

**Mobile:**

| Task | User 1 (sec) | User 2 (sec) | User 3 (sec) | User 4 (sec) | User 5 (sec) | Average completion time (sec) | Average User error |
|------|------|------|------|------|------|------|------|
| Add a clothing item | 23 | 77 | 135 | 38 | 54 | 65.4 | 1/user |
| Create a custom outfit | 30 | 42 | 38 | 11 | 42 | 32.6 | 0.6/user |
| Generate an outfit recommendation and add one to your closet | 239 | 63 | 68 | 61 | 112 | 108.6 | 1.8/user |
| Browse through trending items and add to favorite | 15 | 24 | 53 | 51 | 15 | 31.6 | 0.2/user |
| Search for outerwear clothing in Explore and filter | 25 | 55 | 20 | 32 | 23 | 31 | 0.4/user |
| Changing user preferences | 16 | 28 | 18 | 48 | 31 | 28.2 | 0.6/user |
| Task Completion Rate | 100 | 100 | 100 | 100 | 100 | | |

# Figma Prototypes

Link to the mobile prototype on Figma:
https://www.figma.com/proto/x2fdnCE8DsKSKtBbHeQhkk/Visurely?node-id=342%3A29&scaling=scale-down

Link to the web prototype on Figma:
https://www.figma.com/proto/x2fdnCE8DsKSKtBbHeQhkk/Visurely?node-id=405%3A176&scaling=scale-down