

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

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# 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?

# Contextual Inquiries

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- Location
- Procedure



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# Interviews

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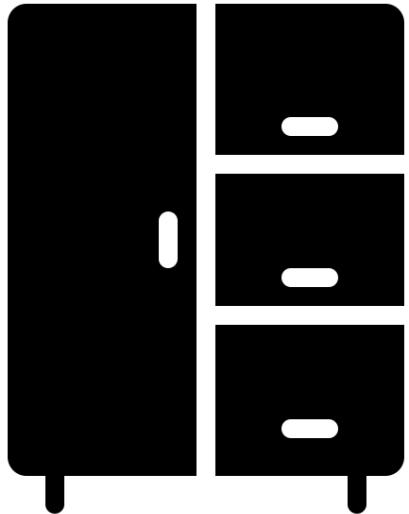
- Locations
- Procedure



(L – R): Closet contents from Participant 1, 2 and 3 respectively.

# Results

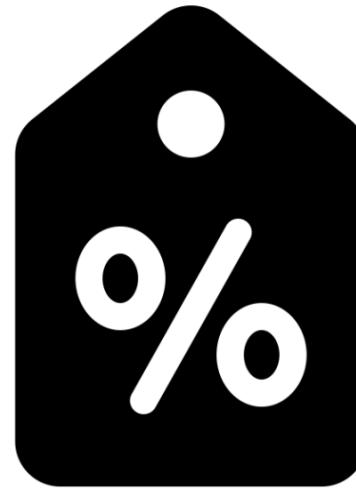
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Closet Organization



Research



Discounts

# Tasks

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- 1. Closet Organization

- 1. Shopping Research

- 1. Closet Inventory

- 1. Closet Decluttering

- 1. Budgeting

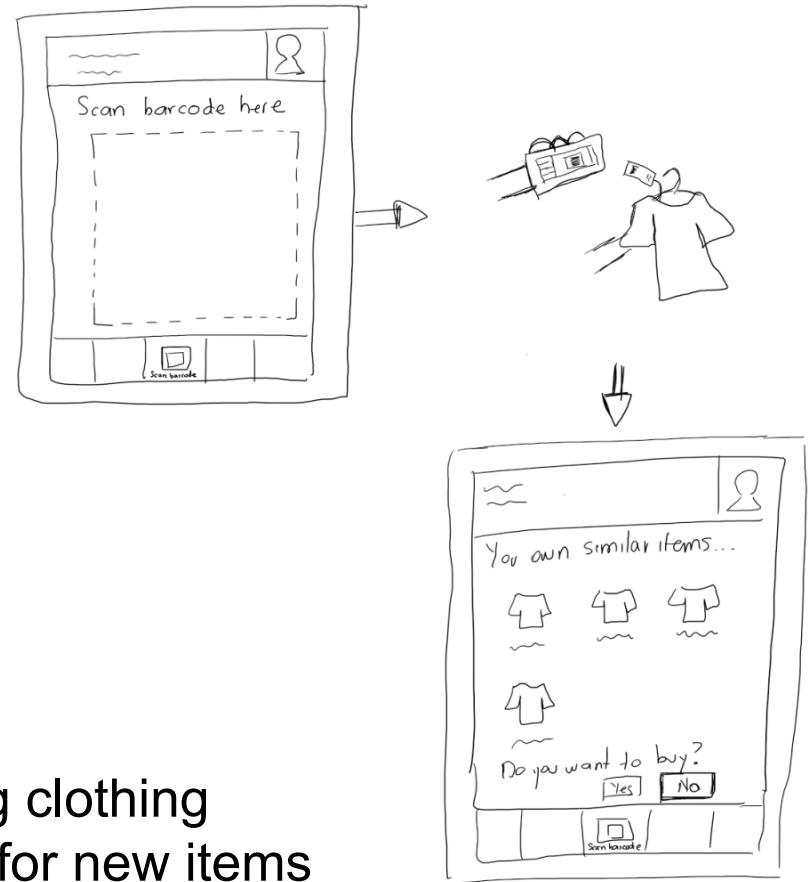
- 1. Accessorization

# Design 1



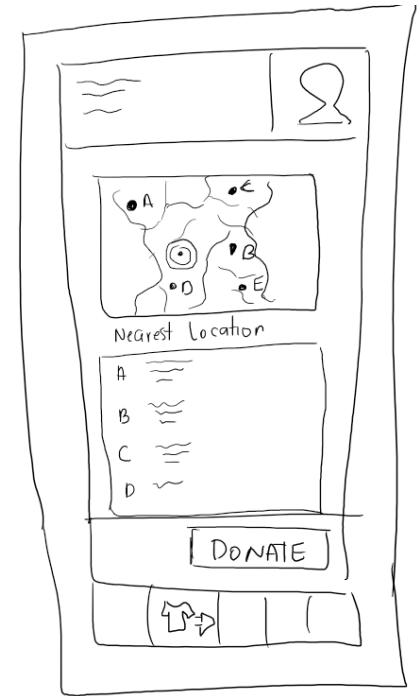
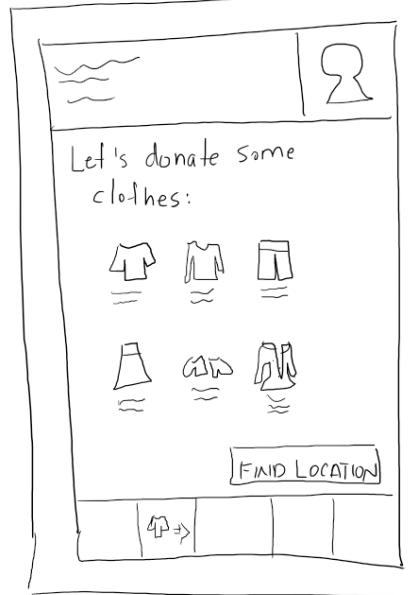
Closet inventory

Season
Color
Category



Scanning clothing  
barcode for new items

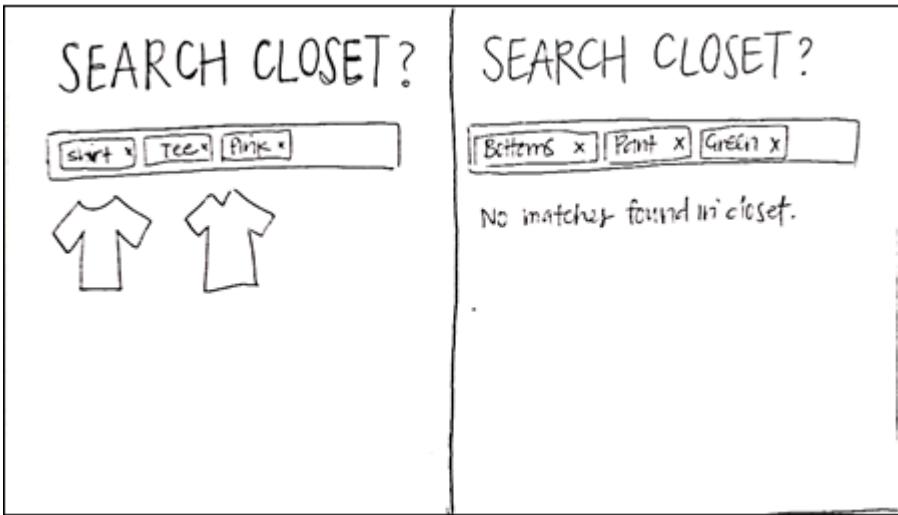
# Design 1



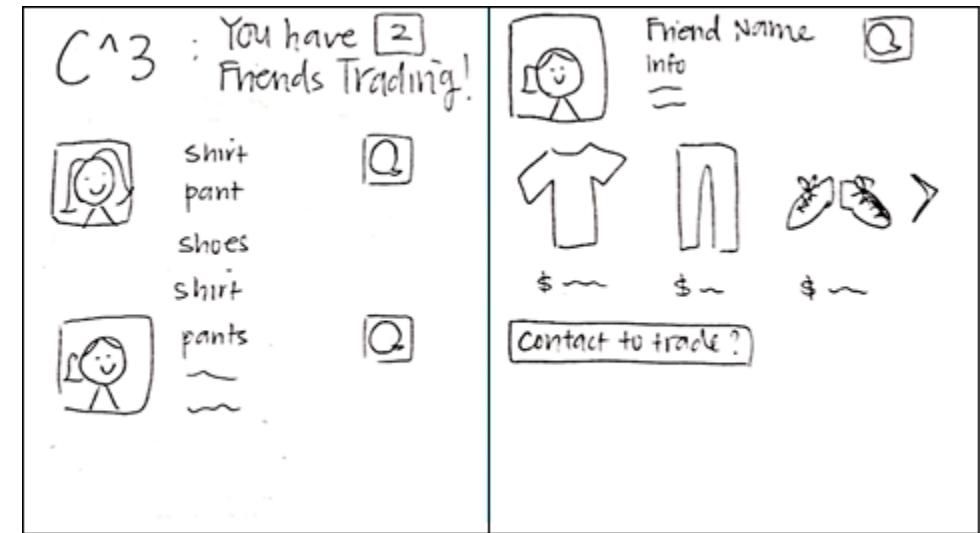
Trading with other app users

Donating to local thrift stores

# Design 2



Easy searching through closet



Trading with friends

## Design 2

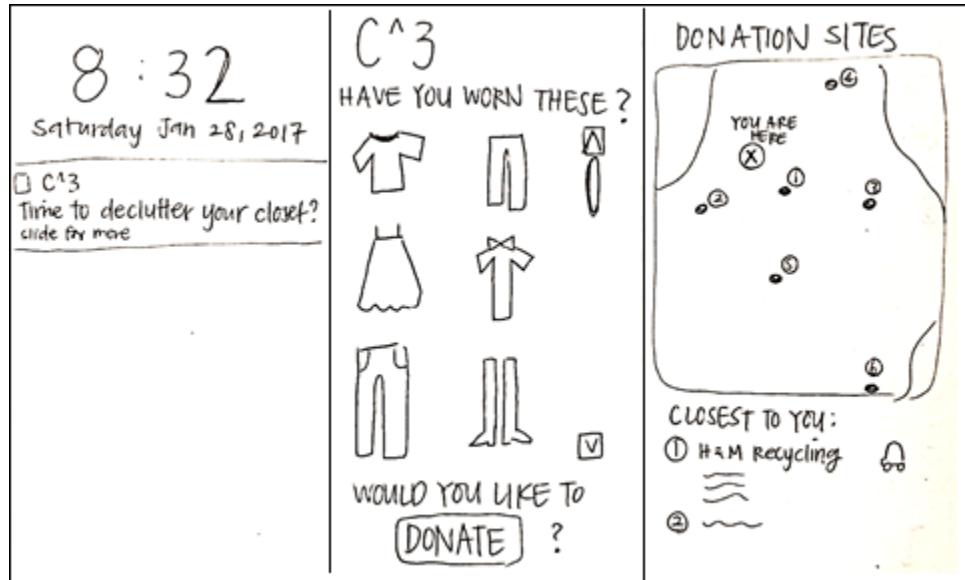


Viewing the full closet

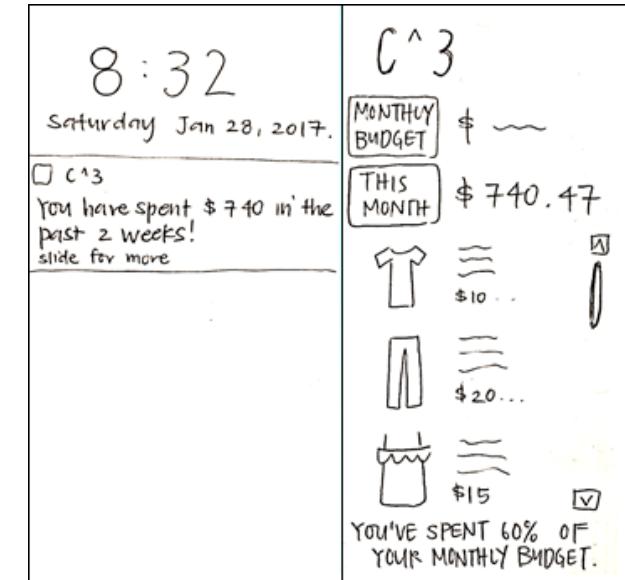


Finding similar clothes by photos

# Design 3



Tracking older clothing - donation



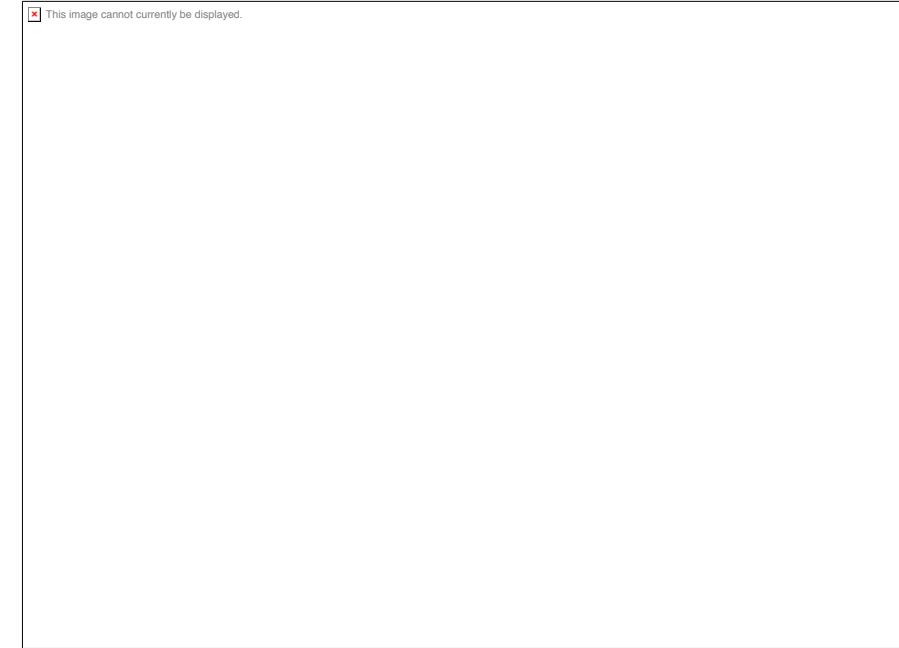
Spending tracking – control budget

# Design 3

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Organizing closet by tags



Easy searching through closet

# Selected Design & Tasks

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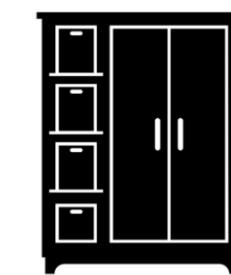
Barcode Scan



Best of all designs



Trade/donate

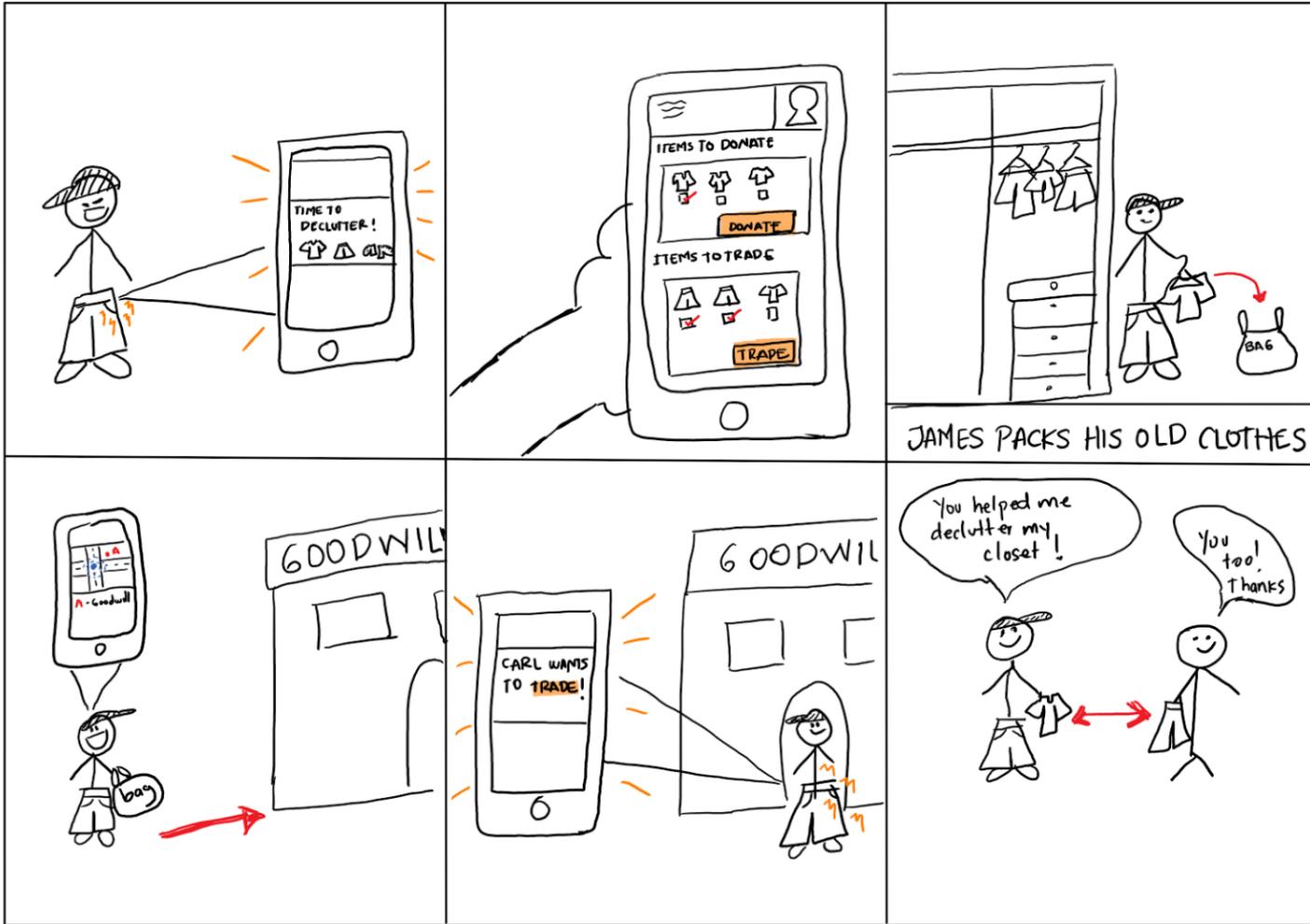


# Prevent Duplicate Shopping



Scan items to prevent duplicate or unnecessary shopping

# Declutter Closet

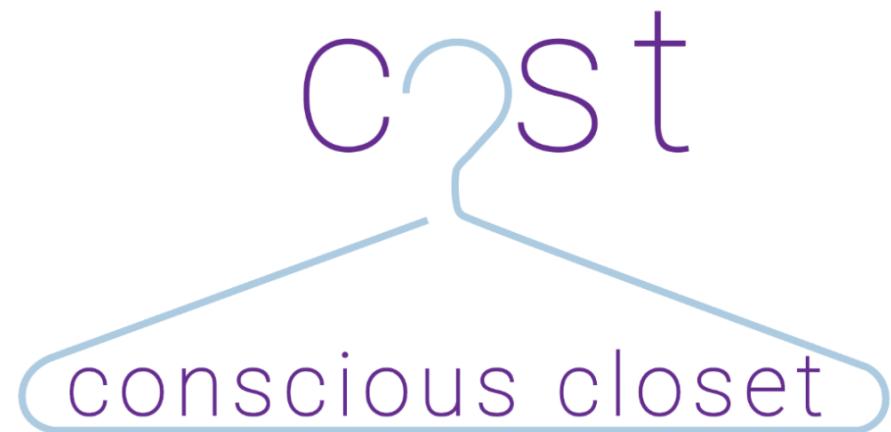


Trade/donate items to help with closet decluttering

# Summary

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- Explore beyond the original idea
- Focus on primary users
- Do not design based on assumptions



# Any Questions?