

memoa

WEB SERVICE FOR CLOTHING REPAIR

ROLE
Designer, Researcher

STAKEHOLDER
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TEAM
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DURATION
April - June 2023

TOOLS
Figma, Miro

The project has been revised by me afterwards.

BACKGROUND

memoa is a platform that offers clothing repair through an AI-powered web service in order to promote sustainable fashion practices while providing convenience to users. memoa's mission is to extend the life cycle of clothing and thus help people to keep their beloved garments longer. The project was developed as part of the Interactive and User Experience Design Master's programme at Södertörn University in collaboration with Marcus Sandberg, who came up with the idea of memoa.

PROJECT BRIEF

The goal of the project was to design a mobile-optimised web prototype to showcase memoa's service offering. Due to academic constraints, we narrowed down the scope of the project and focused on creating a repair request including a preliminary damage assessment by AI-powered object recognition, the core feature of the web service.

How might we design a service that redirects from physical interaction to an online experience?

DISCOVER

01 Stakeholder Workshop

We held a workshop with our stakeholder to gain a better understanding of their vision for memoa and the must-have features that memoa should entail. These insights, combined with the findings of a competitive analysis and user research, would form the foundation for memoa's design requirements.

02 Competitive Analysis

We explored the competitive landscape in terms of user experience and identified strengths and weaknesses of direct and indirect competitors that would inspire our design process.

03 User Interviews

We conducted interviews with five participants aged between 23 and 29 to learn more about their general attitudes towards sustainable fashion practices and to understand the factors that keep them from investing in repair measures when their garments are damaged. We also surveyed them on their previous experiences with tailoring services and what makes a good online service for them.

PAIN POINTS & FRUSTRATIONS

While the inconvenience of finding a suitable tailor and dropping off a garment were cited as most common barriers to having clothing repaired, and users rather choosing to throw away or no longer use a garment, lack of trust in the service has also been identified as a fundamental issue by users.



Damage to a garment that

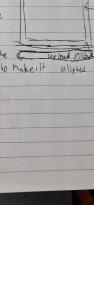
- most expensive
- cannot be easily replaced
- has a special meaning



Choosing a tailor



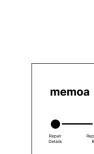
Price uncertainty



Trusting the competency of the tailor



Travel to the tailor



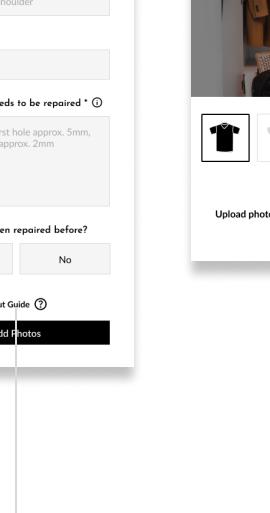
Buying and returning clothing is too easy and affordable



Cumbersome process

PERSONAS & USER JOURNEY MAPS

Based on the insights from the user interviews, we created two personas and user journeys they would go through with memoa.



Billie

Fast fashion is out of style, I want my garments to last a long time!

Age 24

Occupation Student

Location Göteborg

CONFIDENT

CREATIVE

INTUITIVE

PASSIONATE

Wants & Needs

- wear her clothing as long as possible
- take better care of her clothing and buy more second-hand
- a good initial impression of a service to build trust

Frustrations

- cheap clothing tempts her to buy new instead of repairing
- not receiving a reliable cost estimate from the start when using a service

DISCOVER

REQUEST

SHIP

STAY UP TO DATE

RECEIVE

Billie's friend had already had a good experience with memoa and recommended it to her. She browses the website and thinks that memoa is great.

The calculated price is slightly above her budget, but she accepts the offer because she doesn't want the jacket to gather dust in her wardrobe.

On the way to the city, Billie passes a parcel drop-off point and hands in her parcel.

After a few days, Billie receives an email confirming that her parcel has arrived and that the repair order processing is currently taking longer due to a high volume of orders.

Two weeks later, Billie gets her jacket back. It looks slightly different, one can see where the repair has been done. But she knows that it wasn't her intention to have it repaired, she still gets to wear her beloved jacket.

Discover

Request

Ship

Stay Up To Date

Receive

Billie discovers damage to a beloved jacket she bought years ago. The jacket isn't cheap and is also no longer available to buy. She decides to have it repaired to fit herself.

Billie creates a repair request and navigates herself easily through. She hopes that the pictures of the damage uploaded are clear enough.

Billie doesn't have any suitable packaging material lying around, luckily, she remembers that she can print the shipping label. She is planning to use a permanent marker and a QR code on her phone instead, which she shows on her screen.

After a few days, Lou receives an email confirming that his parcel has arrived and that the repair order processing is currently taking longer due to a high volume of orders.

Two weeks later, Lou gets his shirt back and is happy to see that it looks exactly the same. He knows that it wasn't his intention to have it repaired, he still gets to wear his beloved shirt.

Discover

Request

Ship

Stay Up To Date

Receive

Billie discloses damage to his favorite white shirt. He could replace the shirt, but he's trying to set more money aside.

He accepts the offer that memoa has calculated and completes the next steps to place the order.

On his way to work, Lou passes a parcel drop-off point and hands in his parcel.

A short time later, he is notified that the repair will cost slightly more than previously estimated and receives an explanation as to why.

A week later, Lou gets his shirt back and is happy to see that it looks exactly the same. He knows that it wasn't his intention to have it repaired, he still gets to wear his beloved shirt.

Discover

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IDEATION & SKETCHING

We started by brainstorming about what information is needed from the user to create a repair request as well as what information is relevant to the user throughout the order process. In a quick sketching session, each member individually sketched out some ideas, which we then discussed together.

Pains / Needs

Users want to know in advance how much they have to pay for the service and how the price is calculated.

Design choices

Providing a preliminary cost estimate and be transparent about how the price was calculated.

Users aren't sure how specific they have to be when filling out the request form.

Design choices

Providing an input guide that assists the user when filling out the form.

Users want a quick and straightforward process when creating a repair request.

Design choices

Simplifying the request process as much as possible without sacrificing information needed for a reliable assessment.

Request portal

Step 1 Select service

Estimated cost & duration

Garment details

Repair detail

Estimated cost & duration

Description of damage

Photo upload

Estimated cost & duration

Where is it on the garment

Request review

Estimated cost & duration

Type of garment

Repair area

Estimated cost & duration

Material of item

Repair area

Estimated cost & duration

Describe what needs to be repaired

Request review

Estimated cost & duration

Has your item been repaired before?

Request review

Estimated cost & duration

Insert photo

Request review

Estimated cost & duration

Add notes

Request review

Estimated cost & duration

Call to action - start

Request review

Estimated cost & duration

Call to action - ending

Request review

Estimated cost & duration

Homepage

Request review

Estimated cost & duration

How it works

Request review

Estimated cost & duration

Feedback section

Request review

Estimated cost & duration

Testimonials (from the party)

Request review

Estimated cost & duration

How it works

Request review

Estimated cost & duration

FAQ

Request review

Estimated cost & duration

Feedback section

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