

memoa

WEB SERVICE FOR CLOTHING REPAIR

ROLE
Designer, Researcher

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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 a 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, 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.

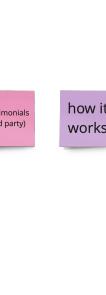
PAIN POINTS & FRUSTRATIONS

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.

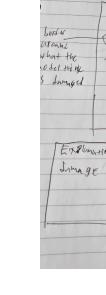


Damage to a garment that

- is more expensive
- cannot be easily replaced
- has a special meaning



Choosing a tailor



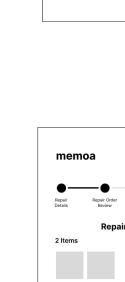
Price uncertainty



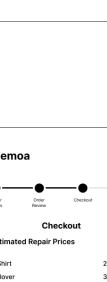
Trusting the competency of the tailor



Travel to the tailor



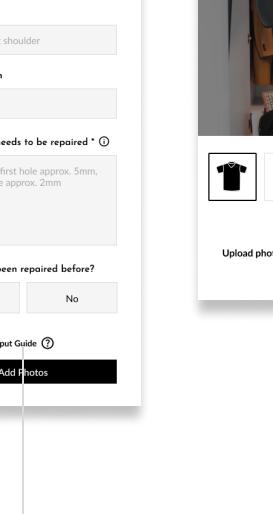
Buying and returning clothing is too easy and affordable



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.



Age 24

Occupation Student

Location Göteborg

CONFIDENT

CREATIVE

INTUITIVE

PASSIONATE

Billie

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

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 a good alternative.

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 process is currently taking longer due to a high volume of orders.

Two weeks later, Billie gets her jacket back. It's now much closer to her original jacket and looks great. She can see where the repair was done, but she knows that it wasn't done by a tailor. She's happy that she still gets to wear her beloved jacket.

Discover

Damage to a garment that

- is more expensive
- cannot be easily replaced
- has a special meaning

Create

Choosing a tailor

- is more expensive
- cannot be easily replaced
- has a special meaning

Accept

Price uncertainty

- is more expensive
- cannot be easily replaced
- has a special meaning

Deliver

Trusting the competency of the tailor

- is more expensive
- cannot be easily replaced
- has a special meaning

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.

