

Outfits You App Design

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Project overview



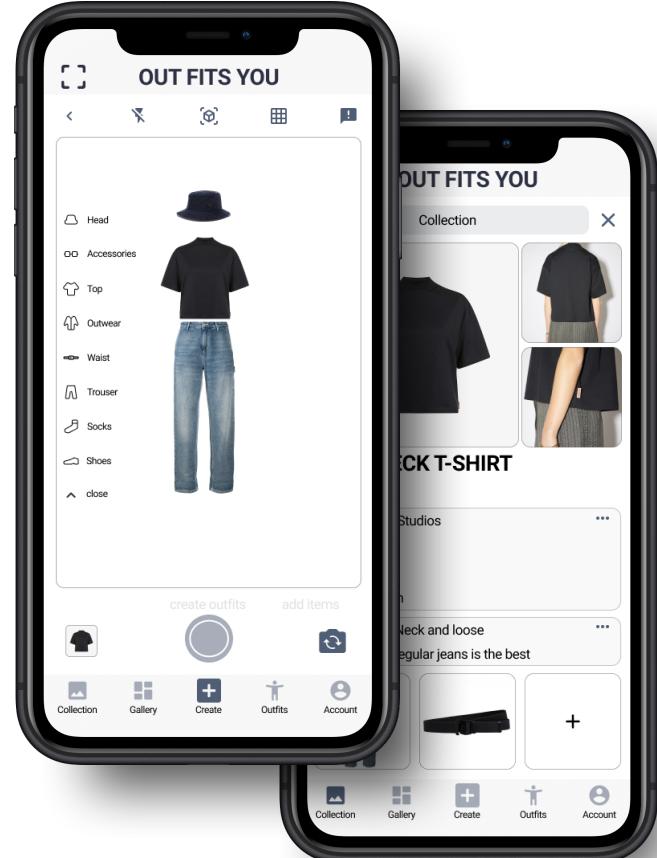
The product:

OUTFITS YOU is an interactive try-on app for users create their own outfits and build their own collection for fashion items. Through creating process and its interface to help people figure out suitable styles and outfits. OUTFITS YOU wants to make people to try on different fashion items and find out what kind of outfits fit to users on any occasions.



Project duration:

May 2021 to December 2021



Project overview



The problem:

People need inspiration to make their outfits and want to find out what suits them on specific occasion.



The goal:

Design an app for OUTFITS that allows users to hand-on creating outfits easily and get inspiration of outfits by weather and occasion.

Project overview



My role:

UX Researcher designing an app for OUTFITS
from conception to delivery.



Responsibilities:

Conducting interviews, paper and digital
wireframing, low and high-fidelity prototyping,
conducting usability studies, accounting for
accessibility, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was someone who want to find out what kind of outfits suit to them.

This user group confirmed initial assumptions about OUTFITS App, but research also revealed that the ways how to find out suitable outfits was not the only factor limiting users. Other user problems included inspiration, decision, time or challenges that make it difficult to pick up outfits or buy items.

User research: pain points

1

Create

People don't know how to find the way to make outfits on any occasion.

2

Try-on

People want to try on themselves to understand if outfits are suitable or not.

3

Inspiration

People spend a lot of time to get ideas and try-on to make decision.

4

IA

Heavy processes of creating interface are often difficult to use.

Persona: Name

Problem statement:

Ann is a creative architectural designer who needs an easy interface to try different outfits because she want to find out what are suitable to her.



Ann

Age: 25
Education: Bachelor of Architecture
Hometown: Taipei, Taiwan
Family: with 3 roommate
Occupation: Architectural Designer

"Find out what is suit to you and being true to yourself "

Goals

- Want an interactive interface which I can select item from stocks and make my own outfits online.
- I want to see how people wear items, like more models picture or other customer's outfits.

Frustrations

- When there is new arrivals, I want preview outfits which I select items in the shop.
- It is hard to image how I looks like in their clothing when they don't have more picture of models for their clothing.

Ann works as an architectural designer for one years. Even she spends a lot of time on her jobs on weekday, she will not forget to chill out with friends on weekend. She love architecture, even not sure want to do in the future. But for her, enjoy life is also important.

User journey map

Mapping Ann's User journey revealed how helpful it would be for user to have a creating outfits app.

Persona: Ann

Goal: Try-on and find out what kind of outfits suits to her

| ACTION | Browsing Online | Browser Fashion items | Picture different items for outfits | Create outfits | Make decision to buy |
|---------------------------|---|--|--|---|--|
| TASK LIST | A. Want to pick up some items online. B. Serach online C. Select a fashion items | A. Browse fashion items B. Look at outfits as references C. Select categories, e.g Tops, Bottoms or outwear. | A. Compare items in same category B. Check sizes and details of items C. Choose some to try-on | A. Collage items to outfits B. Want to try-on C. Think are there are any other items I have also suitable to this items | A. Have more ideas about outfits B. Make a decision which should buy C. Know what kind of outfits are suitable |
| FEELING ADJECTIVE | • Overwhelmed by number of items options. • Excited to find something new they like. | • Uncertain which items are suitable • Annoyed to decide which items to get | • Hesitated which items to choose • Annoyed about are items suit to me. | • Curious about how it looks like on me • Uncertain which items are suitable | • Overwhelmed by number of items options. • Excited to find something new they like. |
| IMPROVEMENT OPPORTUNITIES | Create a dedicated mobile outfits-maker app for users. | Provide a page and offer inspiration of outfits | Provide a AR try-on system | Build an interactive interface to create outfits | Offer a collection to add their favorite items and outfitis |

Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a quick and main creating mode to help users choose their help.

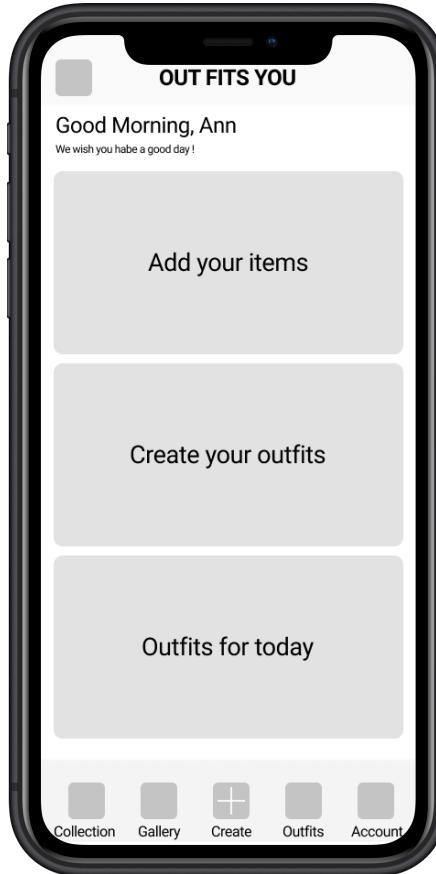


Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

This button at the center of the home screen makes it fast and easy for users to create outfits



Navigation bar access user clearly to different pages.

Digital wireframes

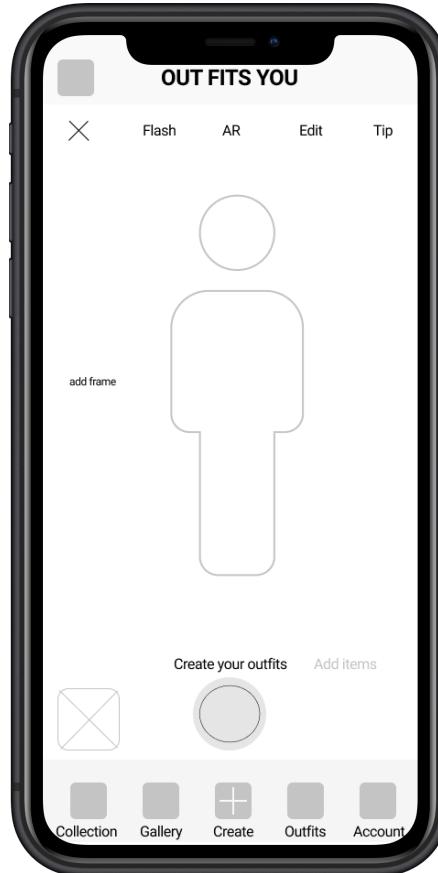
The interface of creating outfits shows AR, tips on the top bar to navigate user.

Offer frames to help user to add items in and create outfits.

The interface of creating mode with Augmented Reality.

Use frame systems to help user to add items.

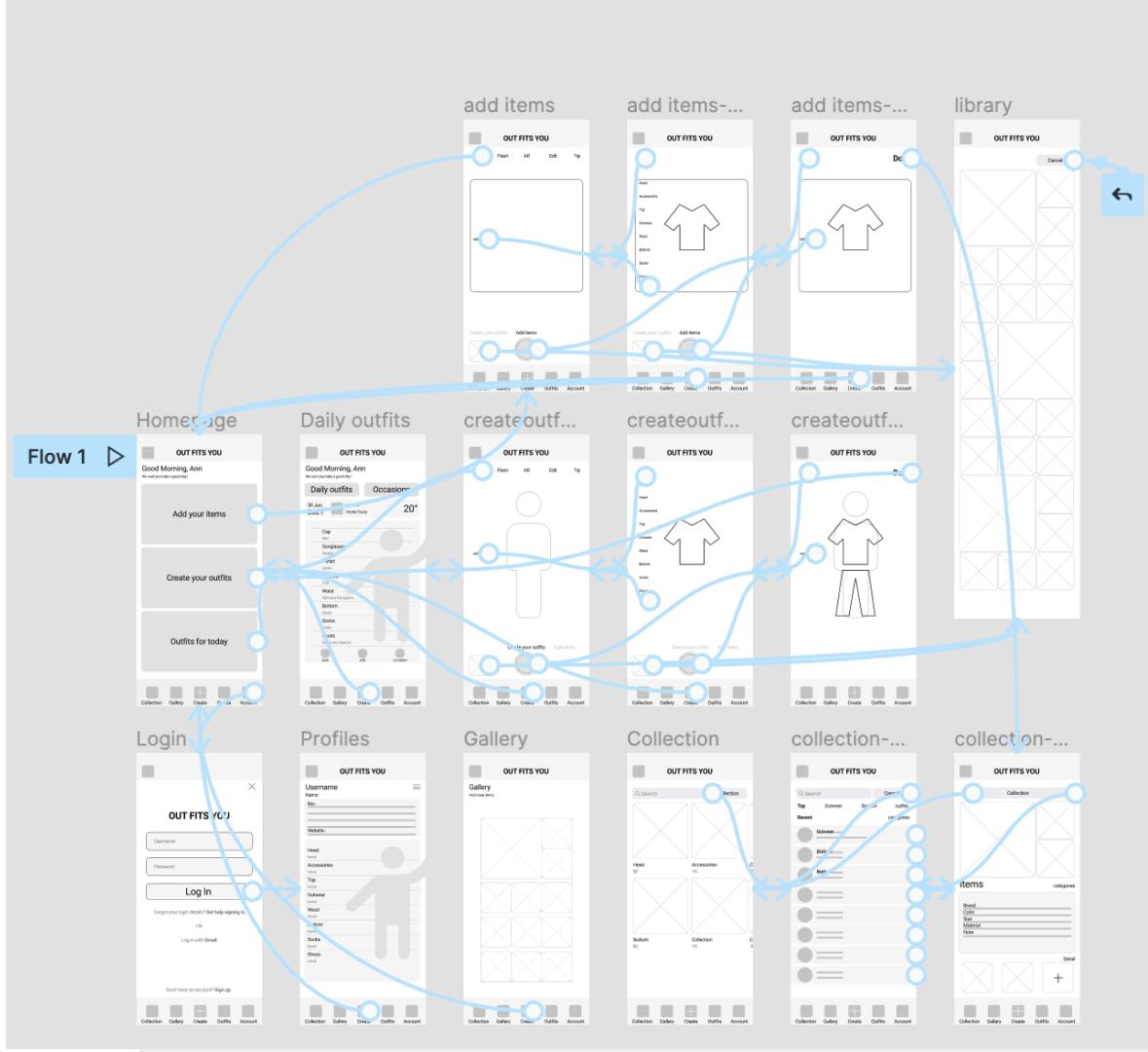
Add items from library is one of the options.



Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was creating outfits, adding items and check daily outfits, so the prototype could be used in a usability study.

View the OUTFITSYOU
[Low-fidelity prototype](#)



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 User want to create outfits intuitively
- 2 Users want more inspirations for daily outfits
- 3 Users want more editing functions

Round 2 findings

- 1 Users want menu of tips for creating.
- 2 Daily outfits should show categories which user added after outfit is created

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

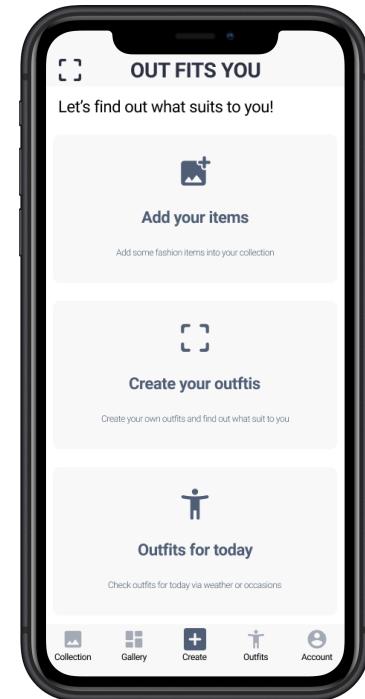
Early designs “create outfits” on the main page. But after the usability studies, I added options to **add your items, create your outfits and outfits for today.**

Put three main function to when they first land on the screen. Also can easy to go different page from **navigation bar** at bottom.

Before usability study



After usability study

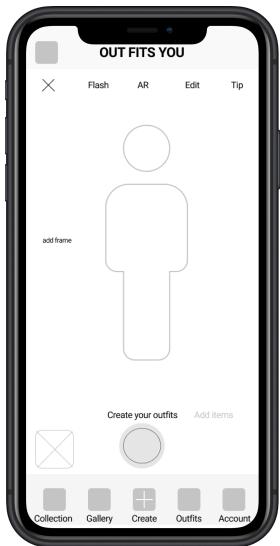


Mockups

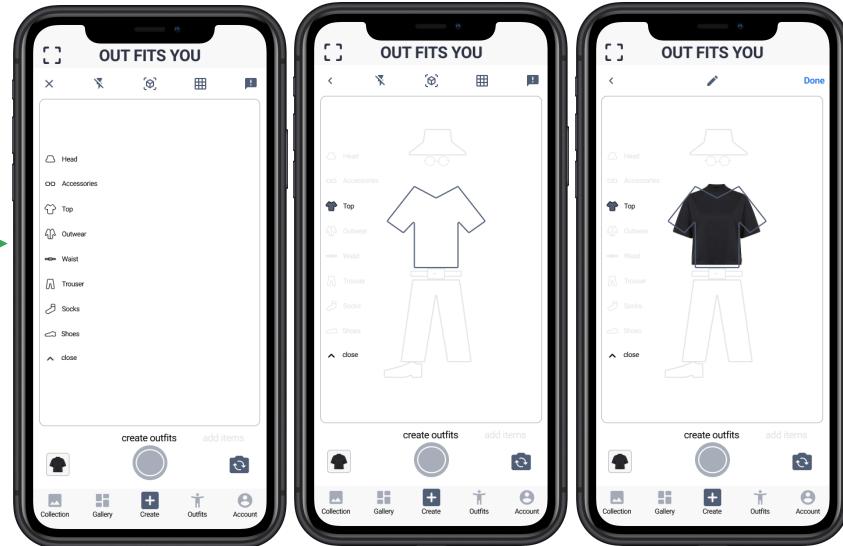
The second usability study revealed frustration with the creating flow. To streamline this flow, I add “**Frame system**” to outline human body. **Fit items into the frame** and take a photo to add items. To **edit intuitively**, just scale up and down directly on the screen.

There is a “**Tip**” on the top corner to help users.

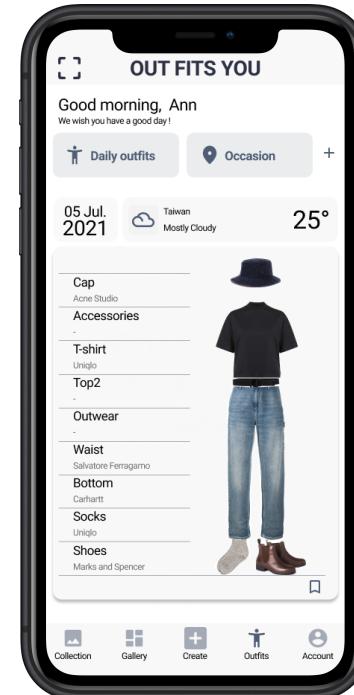
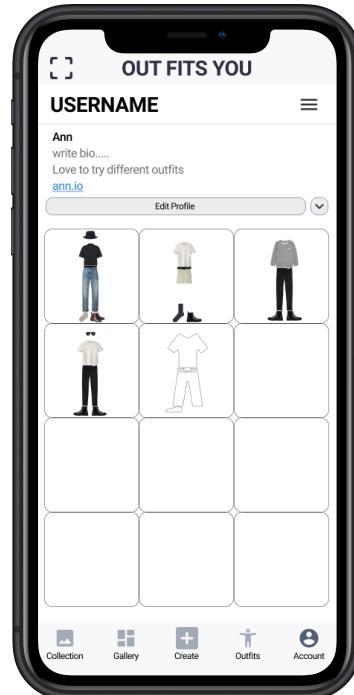
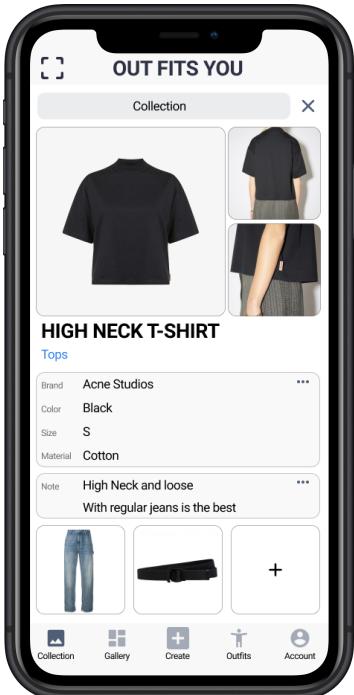
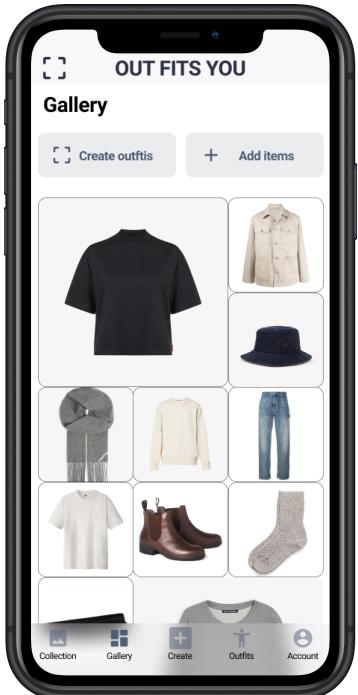
Before usability study



After usability study



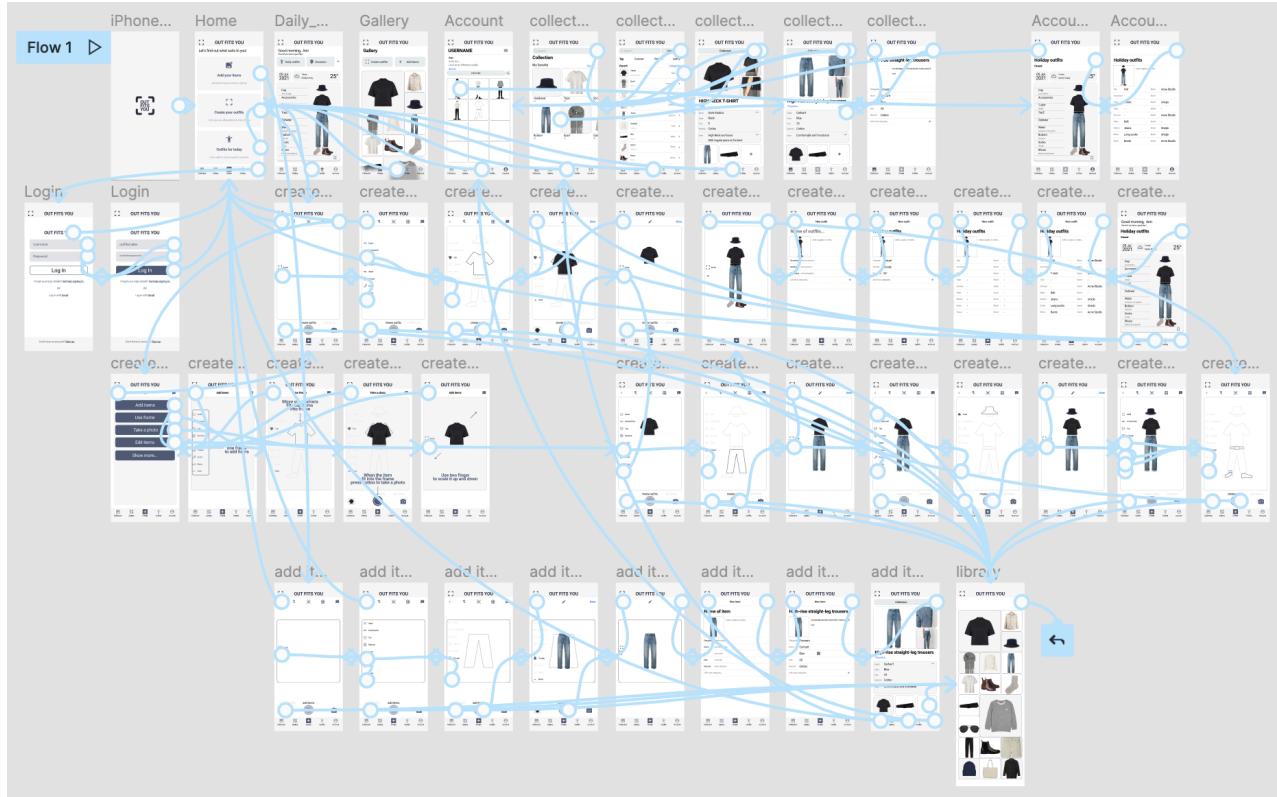
Key mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for creating outfits, items and inspiration of daily outfits. It also offer users frame and tips to help them add items to create.

View the OUTFITSYOU
[High-fidelity prototype](#)



Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

Also uses object recognition technology to generate a description of photos for screen readers

2

Used icons to help make navigation easier.

For the color label of items, add swatch and text to describe color.

3

Used Augmented Reality to help users create outfits more close to real size and help all users better understand the designs.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel an intriguing way to find out what suits to their style, also takes their needs to offer multiple function and inspiration to create outfits.

One quote from user feedback:

“The app made it so easy and fun to create my outfits! I would definitely use this app daily and recommend to my friends.”



What I learned:

While designing the OUTFITSYOU app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

3

Conduct more user research to make app more accessible.

Let's connect!



Thank you for your time reviewing my work on the OUTFITSYOU app! If you'd like to see more or get in touch, my contact information is provided below.

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Thank you!