

FIT

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Bring the in-store boot fitting
experience to the digital world.

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PROCESS

Research



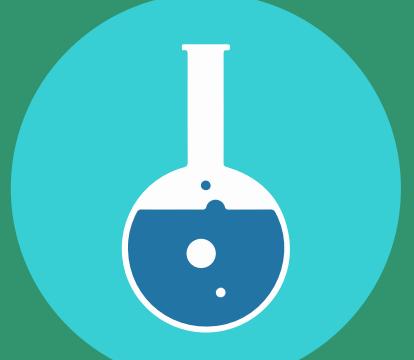
Field study
Competitive analysis
Interviews

Ideation



Sketching
Critique
Prototyping

Testing



Recruitment
Usability testing
Data analysis

Iteration



Sketching
Critique
Prototype refinement

Testing



Recruitment
Usability testing
Data analysis

PROBLEM

Online shoe shopping experiences currently **fail** to highlight subtle, yet important differences between shoe models, brands, and types. This problem is further compounded when purchasing a specialty shoe type, such as hiking boots.

SOLUTION

Through our research we found that a positive boot fitting experience provides **3 critical benefits**:

- ▷ Personalize Fit
- ▷ Educate User
- ▷ Create Confidence

Personalize Fit - Context

The user begins by answering some questions about their intended context of use for the boots. These questions help the system determine what boot type and features the user needs.

Personalize Fit - Foot Shape

The user is then asked to answer questions about their foot shape. This helps determine what size and shape boot the user needs. Tutorials are offered to help the user quickly obtain accurate measurements.

Educate User - Summarize

The system then explains back to the user what information it has gathered, and how that information translates into recommended features. The user can go back and change their answers if they wish, and continue to the recommendation page when ready.

Create Confidence - Recommend

The system then gives the user a selection of 3 boots. The blue tags attached to each explain what features from the questionnaire are included in the boot, and the orange tags explain any additional features the boot has.