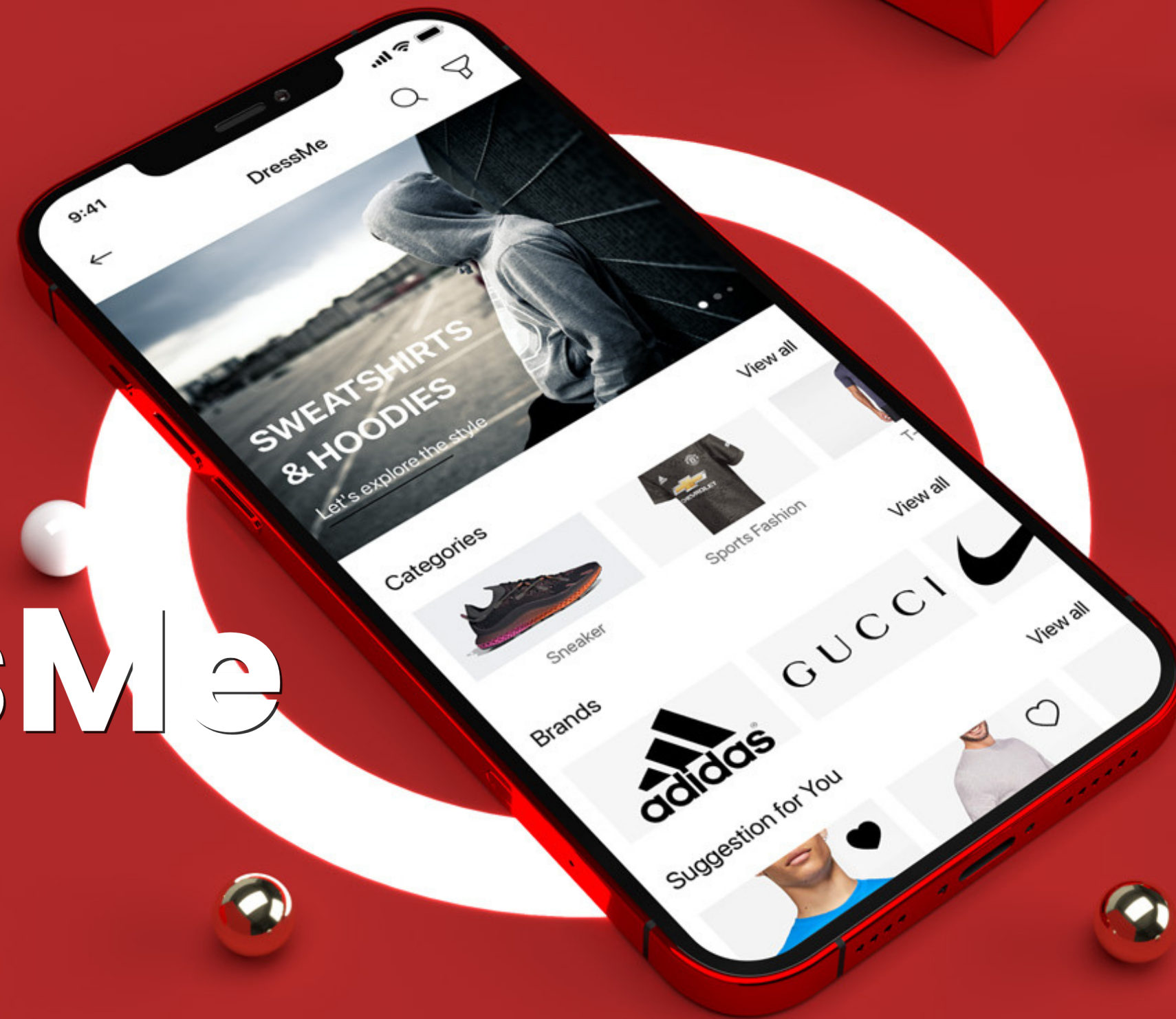


DressMe



Your personal
shopping assistant

Report Contents

Part 1: Define

- UX Scenario
- UX Goals
- UX Objectives

Part 2: RESEARCH

- User Research
- Competitor Analysis
- User Personas
- User Story
- Userflows
- Customer Journey

Part 3: DESIGN

- Color Palette & Typography
- Wireframes
- Usability testing
- Mock-ups

UX Scenario

A wide range of online shoppers finds it very difficult to find the perfect fit and match when it comes to purchasing clothes online for specific occasions.

With so many online clothing outlets for a user to shop online for clothes, it becomes overwhelming to find the perfect outfit that matches a specific user's needs.

A good amount of users struggle when trying to buy an outfit and as a result will potentially purchase an item that doesn't fit their physique or style.

UX Solution

My aim is to simplify the tedious process and reduce the time spent on trying to find the best outfit for a specific occasion. So if a user selects an occasion, there will be recommendations or suggestions of outfits that the user can wear for that occasion. The suggestions will be relevant to the latest fashion trends but also ensuring that the user will look the best with what is suggested through the app.



UX OBJECTIVE

The objective is to create a mobile app that will learn users' behaviors, tastes, and specific shops that the user shops in. The app will also have fashion intelligence to ensure the user suggestion is also given based on current trends from the fashion industry. With that information the user will be able to specify the occasion tabs then the app will provide specific recommendations that are very close to the user's style of clothing. The app will ensure that the suggestions are in stock and have a direct link to the actual store.

User Researcher

I used the quantitative approach to gather data on our potential target users' needs. I conducted face to face interviews via zoom with 15 fashion consumers to identify what problems they face when trying to purchase clothing online.

By using this method I was able to get a deeper insight into what exact problems I can focus on when trying to create a solution for their problems and my findings was extremely valuable.

What was extremely helpful was a good range of the interviewees pointed out what site content was memorable from some of the competitors within the same field, they also demonstrated what they felt was important on the site, and what ideas for improvement they thought would be useful.

Competitor Analysis

Top Competitors



THREAD

This website is very close to the app that we are aiming to design/create but has a limited amount of selection of clothing but a great concept and a website that I will be leaning heavy on for best practices.

The design is very clean and effective and the navigation is very intuitive for the user.



H&M

Well-known fashion brand that is known for their stylish outfits. They have outfits that's tailored fit depending on the season and country where they are selling. Whilst the app looks great, they don't have a strong AI in terms of recommendations of clothing.

Other Competitors



NIKE

This is an awesome app that has amazing functionalities that allows the user to find clothing that matches their preferences. This only covers Nike clothing whereas the app I am looking to create will cover wider range of brands. The suggestions functionality in this app is awesome.



ZARA

This app has a very clean aesthetics and it is extremely easy to navigate the entire app when looking for clothes. The use of imagery is very questionable and have also a long list of chic clothing. Unfortunately, given this long list of clothing users won't want to spend all day scrolling the app to find something appropriate.



amazon

This website/app has a wide range of clothes ranging from various well known brands. The issue is actually finding clothes in stock that represent the users desires.

User Persona (Male)

Name: James Blunt
Age: 23 years old
Occupation: Student

Income: N/A
Location: London, United Kingdom

About:

James is currently studying for a bachelor's degree in Mass Communications. He loves fashion so much that every time he goes to university he always updates his apparel style.

Goals:

He wants to easily find the best clothes to wear quickly and easilt online.

Frustrations:

There are just so many fashion apps for him to shop and some of his outfits are not available in any of these online shops. It would be better to have one place to shop all the time.

Motivators:



86%

Accessibility



100%

Ease of Use



90%

App Reliability



User Persona (Female)

Name: Sarah Smith

Age: 29 years old

Occupation: Instagram Influencer

Income: £65,000

Location: London, United Kingdom

About:

Sarah is a well-known Instagram influencer and entrepreneur. She also does a lot of fashion blogging. During her free time, she looks at the latest fashion catalogues and orders clothes to review for her blog.

Goals:

Sarah wants an easy solution to find the latest clothing items for her to wear and review.

Frustrations:

Sarah gets frustrated when she orders clothes online that does look great on her once it arrives. She wants better suited clothing to match her style

Motivators:



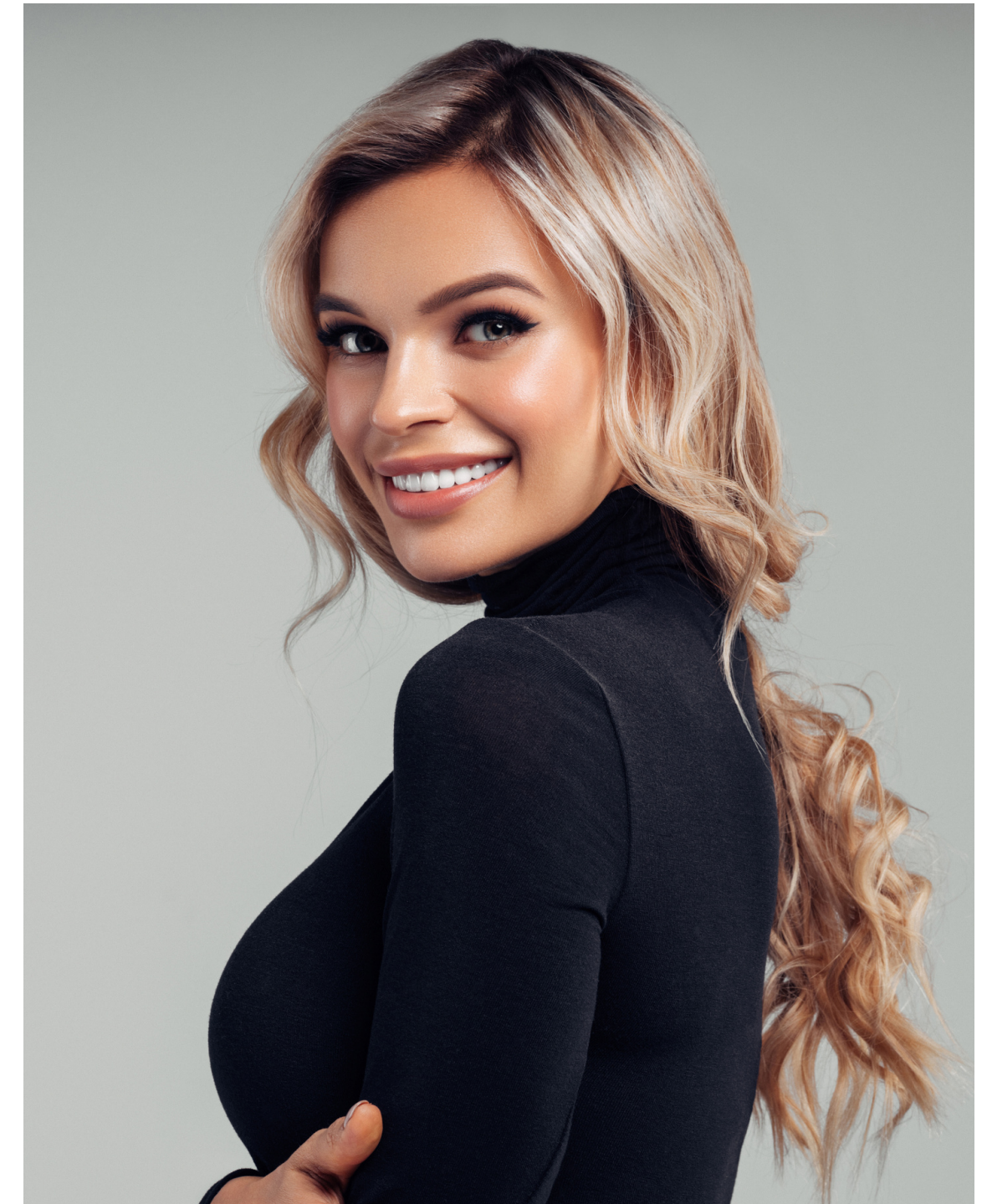
Accessibility



Ease of Use



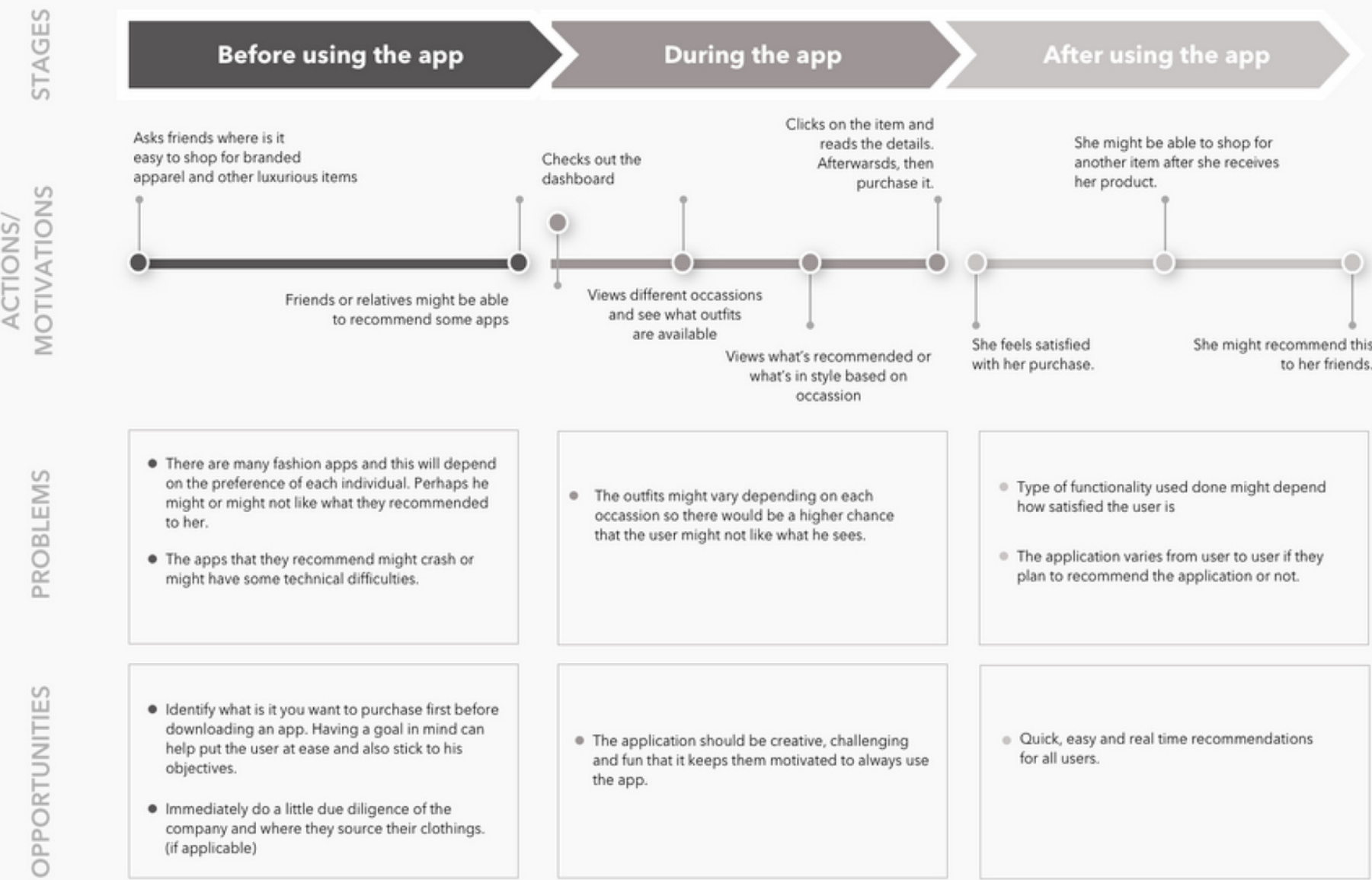
App Reliability



Customer Journey

JOURNEY MAP

James Blunt

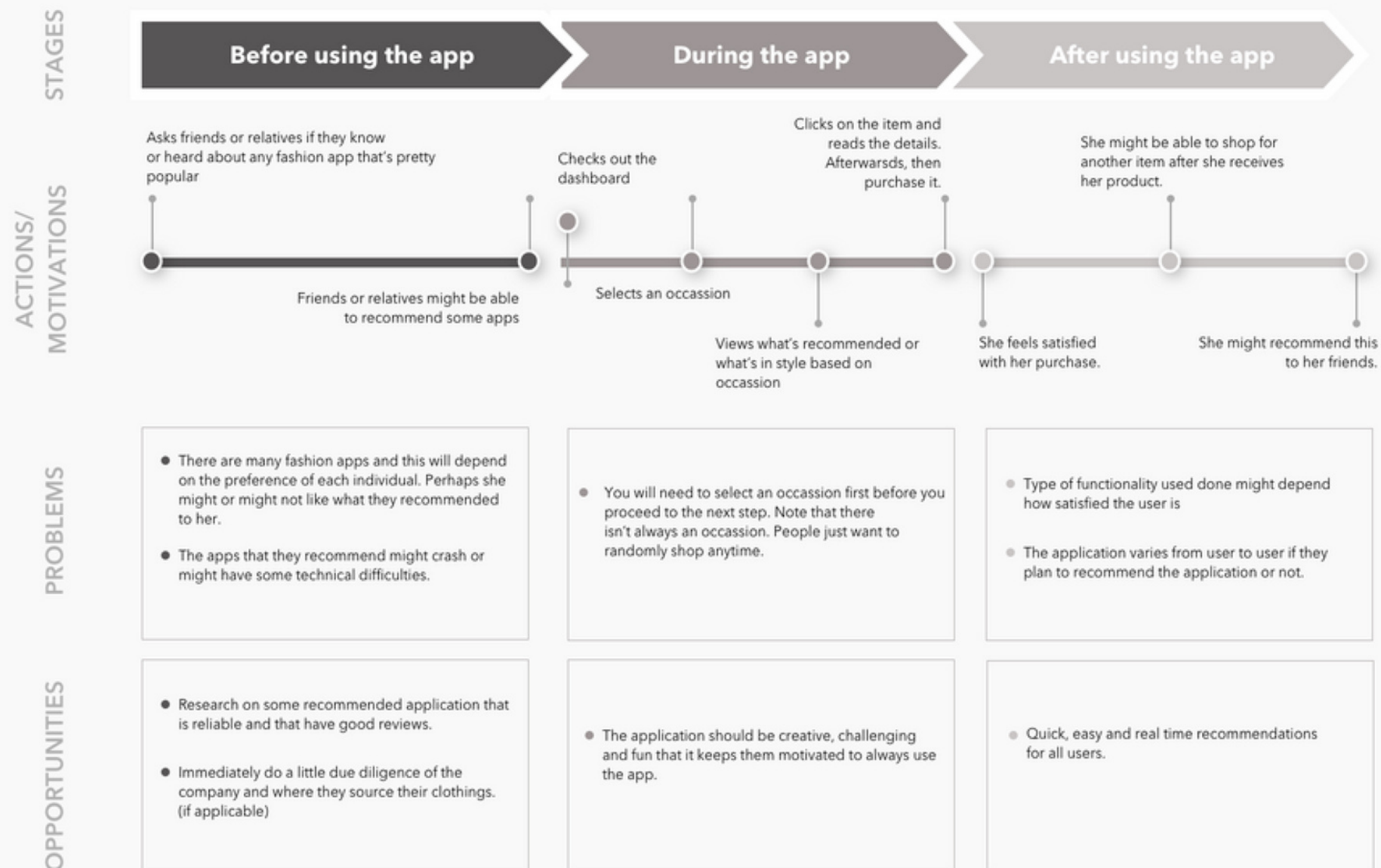
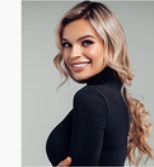


I created a customer journey map (or CJM) that visually represents the user's journey when using DressMe.

Customer Journey

JOURNEY MAP

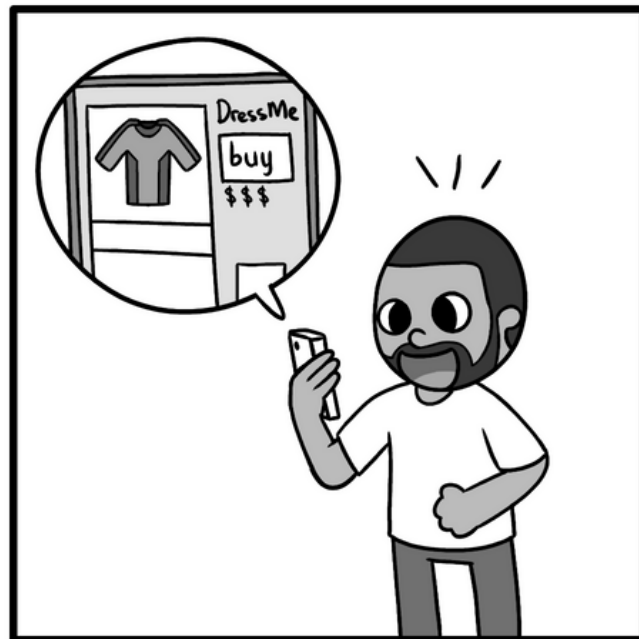
Sarah Smith



I created a customer journey map (or CJM) that visually represents the user's journey when using DressMe.

User Story

A UX/UI CASE STUDY



Scene 1

James searching through his wardrobe for clothes for an upcoming uni party.

Scene 2

After not finding anything suitable James discovers the DressMe App.

Scene 3

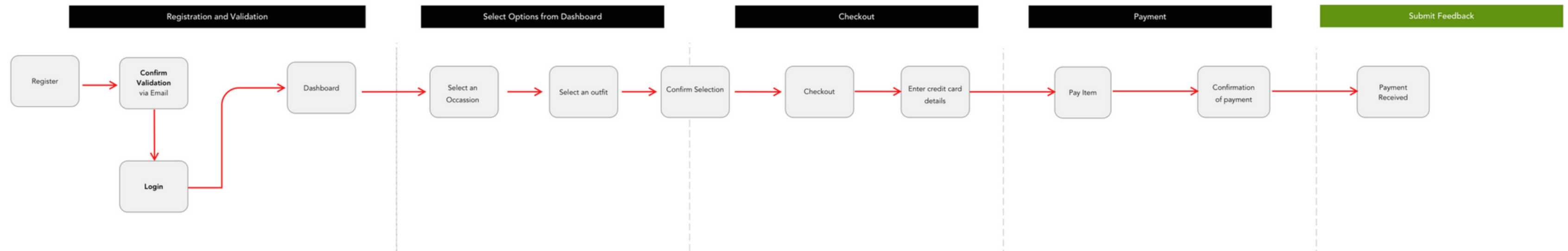
After using the DressMe App James finds a suitable outfit for the party.

Scene 4

The clothes are delivered to Jame's front door after placing order.

Userflows

A UX/UI CASE STUDY



The user flow that I constructed illustrates the main points that a user would navigate through when interacting with the DressMe App. The flow goes from initial registration all the way to making payment and leaving feedback.

Color Palette & Typography

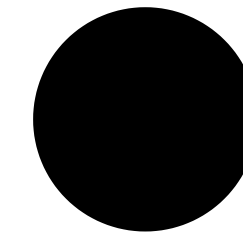
1 Typography

For fonts, we decided to go for SF Pro Display as the primary font then Poppins as the secondary font.

SF Pro Display

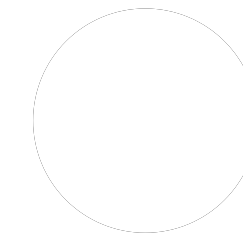
2 Color Palette

For color palette, I decided to go for a combination of warm and cool colors.



#000000

Primary Color



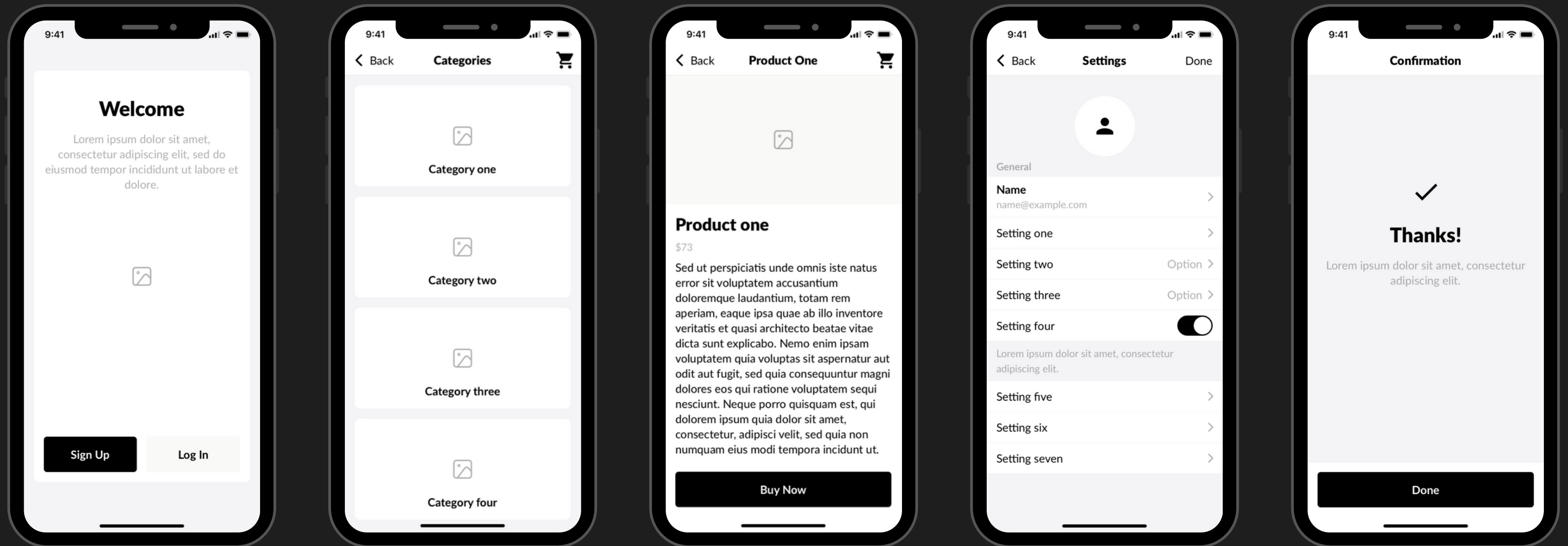
#FFFFFF

Secondary Color

UI mock-ups

Low Fidelity

UX/UI CASE STUDY



Usability Testing

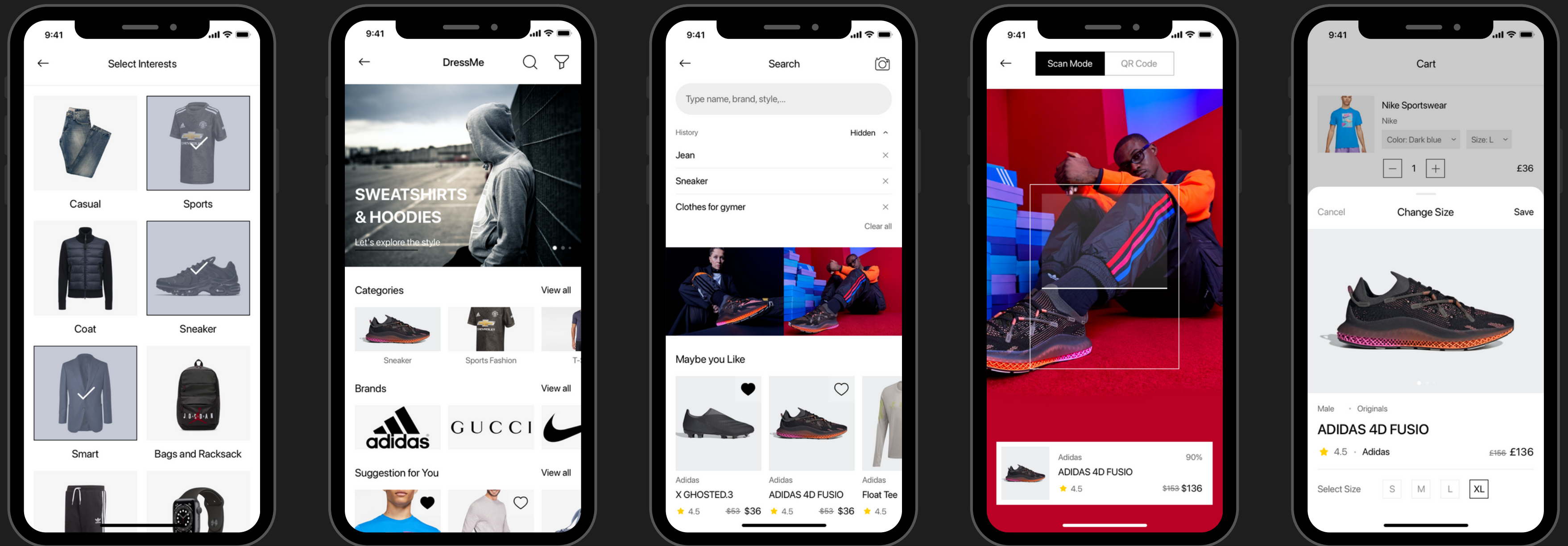
During the process of finalizing the designs it was important for me to do user testing to ensure that the app was usable and intuitive for the user. Guerilla testing was run on iPhone and Android devices which allowed for a more realistic interaction scenario.

I was able to look at pain points that the user came across, any suggestions they could make about the flow of options available. I used all my findings to help finalise the app designs.

UI mock-ups

High Fidelity

UX/UI CASE STUDY





The Conclusion

DressMe App was such an amazing experience to put together. Through the use of user research I found that a good portion of the users that I interviewed struggled when finding the perfect outfit for specific occasions online, therefore making me put this concept together was such a pleasurable feeling to know that it was addressing a problem. I have learned that conducting a new form of research helps me understand the user pain points on a whole new level. I look forward to making this application a reality as I believe that with this kind of new product in the market, we can improve our user's experience even better.

THANKS FOR VIEWING!