

Dress Me Up

the mobile app that helps you look your best

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UX | Mobile Design
a concept project

CHALLENGE

What should I wear today?

A 2015 survey concluded that it takes the average person about 1.5 hours a week to decide what to wear for work, on weekends and nights out. Additionally, not only does one have to consider the dress code, the weather and activities involved, but also and most importantly, whether an outfit makes one feel confident in his/her final decision.

That's a lot to think about. There's gotta be an easier way!

SOLUTION

A mobile app that helps users become more efficient, organized and confident in making decisions on what to wear.



RESEARCH

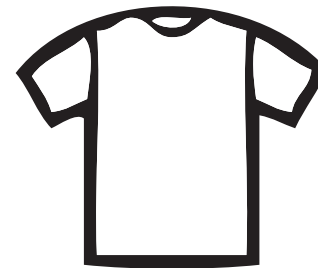
Stakeholder & User Interviews

Sample questions:

- Do you care about how you dress?
- Do you plan out your outfits?
If so, do you coordinate with other people?
- Is it difficult for you to decide what to wear every day?
- If there was a tool to help you make these decisions, would you use it? How often?
- How do you decide what to wear (e.g. type of occasion/event, your mood, the weather, what other people are wearing)?

What is Dress Me Up?

1. A virtual closet
2. A tool to help users plan and create complete outfits



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Who is it for?

- 18-35 years
- all racial profiles
- all industries
- all shapes & sizes



What's in it for users?

1. Empowerment

Users will feel more confident in how they present themselves to the world

2. Less stress

Users can more easily configure the best outfit based on activity, mood, weather, occasion/event

3. A social platform

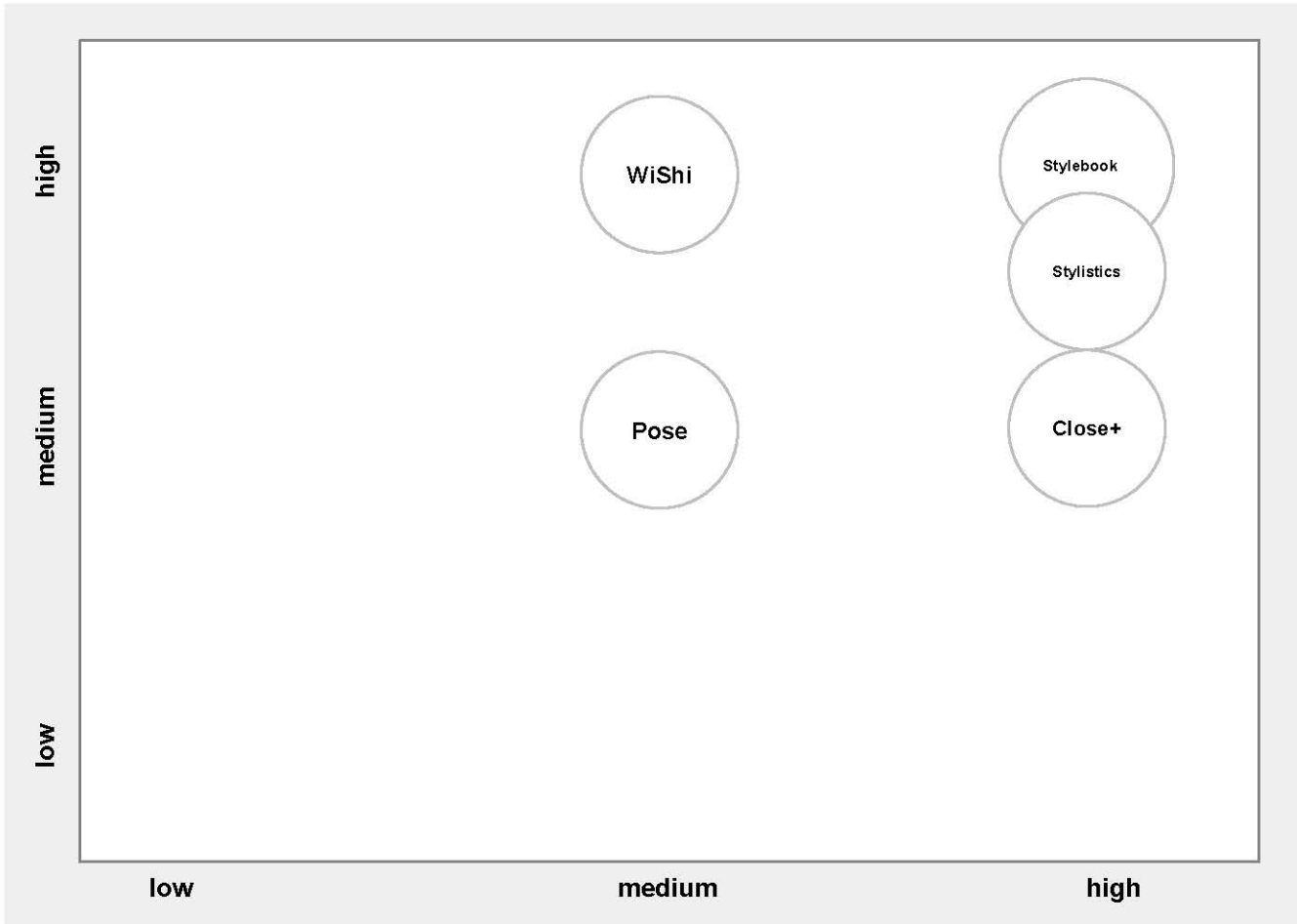
Interactive, easy and fun to use, equipped with sharing capabilities, a source for inspiration and discovery

COMPETITIVE AUDIT

User-testing mobile apps that have a competitive concept

COMPETITORS	CLEAR OF NAVIGATION			EASE OF CLOTHING SELECTION			EASE OF SOCIAL SHARING		
	LOW	MEDIUM	HIGH	LOW	MEDIUM	HIGH	LOW	MEDIUM	HIGH
Close+ <i>less social, more personal</i>		X				X	X		
Wishi Cam <i>photograph inventory</i>		X				X	X		
Stylebook <i>stylist/planner, less social</i>			X			X		X	
Stylitics <i>feed/commentary</i>			X			X			X
Pose <i>inspiration, ecommerce-heavy</i>		X			X				X

CLEAR NAVIGATION



EASE OF SELECTING CLOTHING

INTERVIEW DATA

What users are looking for:

1. Tracking tool

- a) User is aware of what he/she currently owns
 - spend less money (no more buying duplicates)
 - reduce waste
 - use less space, have less clutter
- b) User knows what he/she needs
 - more efficiency while shopping
- c) User knows what is worn the most
- d) User knows what is worn the least
 - can be donated
 - to be gifted or handed-down
 - to lend out
- e) User knows what needs to be or is currently being laundered

2. Shopping advice

- a) Aggregating data
 - survey existing inventory
 - pair with a newly purchased item
 - pair with an item on the Wish List

3. Interaction

- a) Social share
 - link friends to closet
 - ask for feedback
 - coordinate with friends for events/occasions (e.g. holiday parties, weddings, vacation to Bora Bora)
- b) Browse
 - view other users' closets and get inspiration
 - search by style profile, category, color
- c) Comment
 - offer outfit suggestions
 - request to borrow an item

PERSONAS



Eva

Age: 29

Occupation: Realtor / hostess / single mom

Style: "Make it simple and significant"

Goal: to find a new way to organize clothing and plan what to wear for everyday events



Alex

Age: 22

Occupation: Recent grad / job-hunting / dating

Style: "Basically just basics"

Goal: to gather fashion inspiration and budget-friendly style tips



Dev

Age: 32

Occupation: Writer / Philosopher / divorced

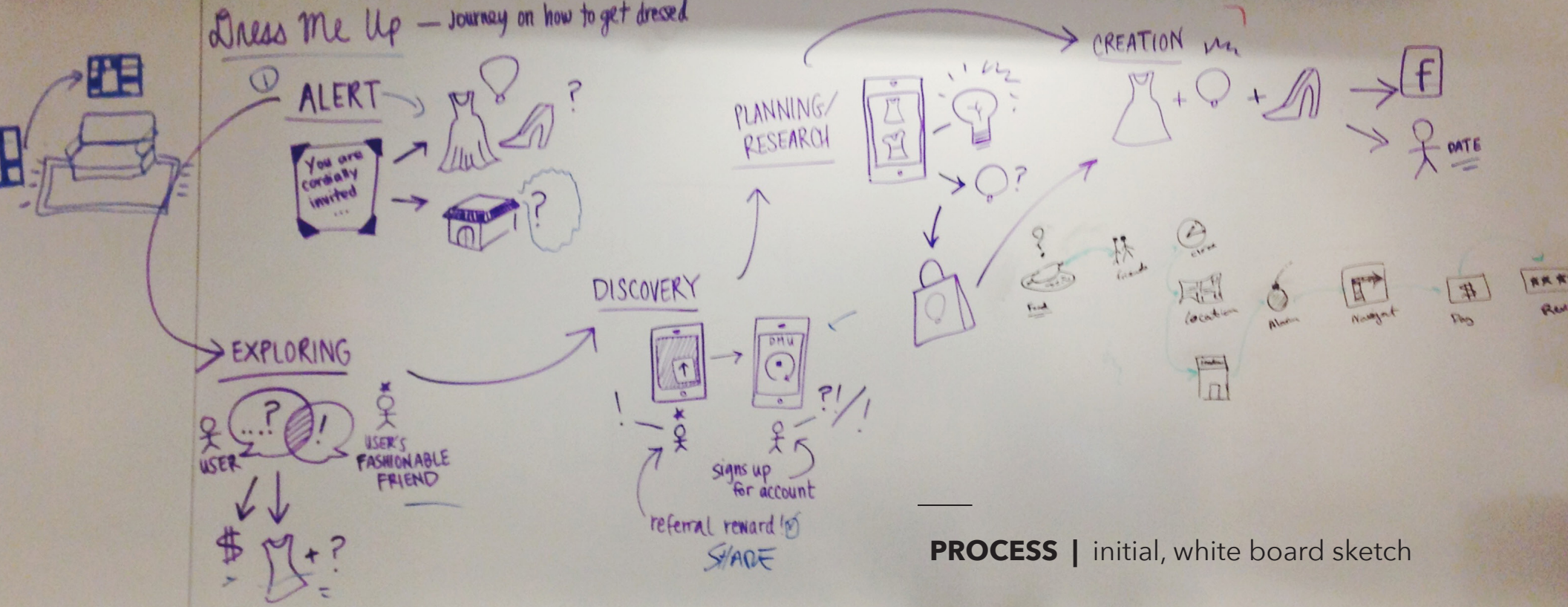
Style: "Look sharp, stay sharp"

Goal: to develop a personalized style and find an easy way to plan and share his fashion sense

Dress Me Up - always lookin' good

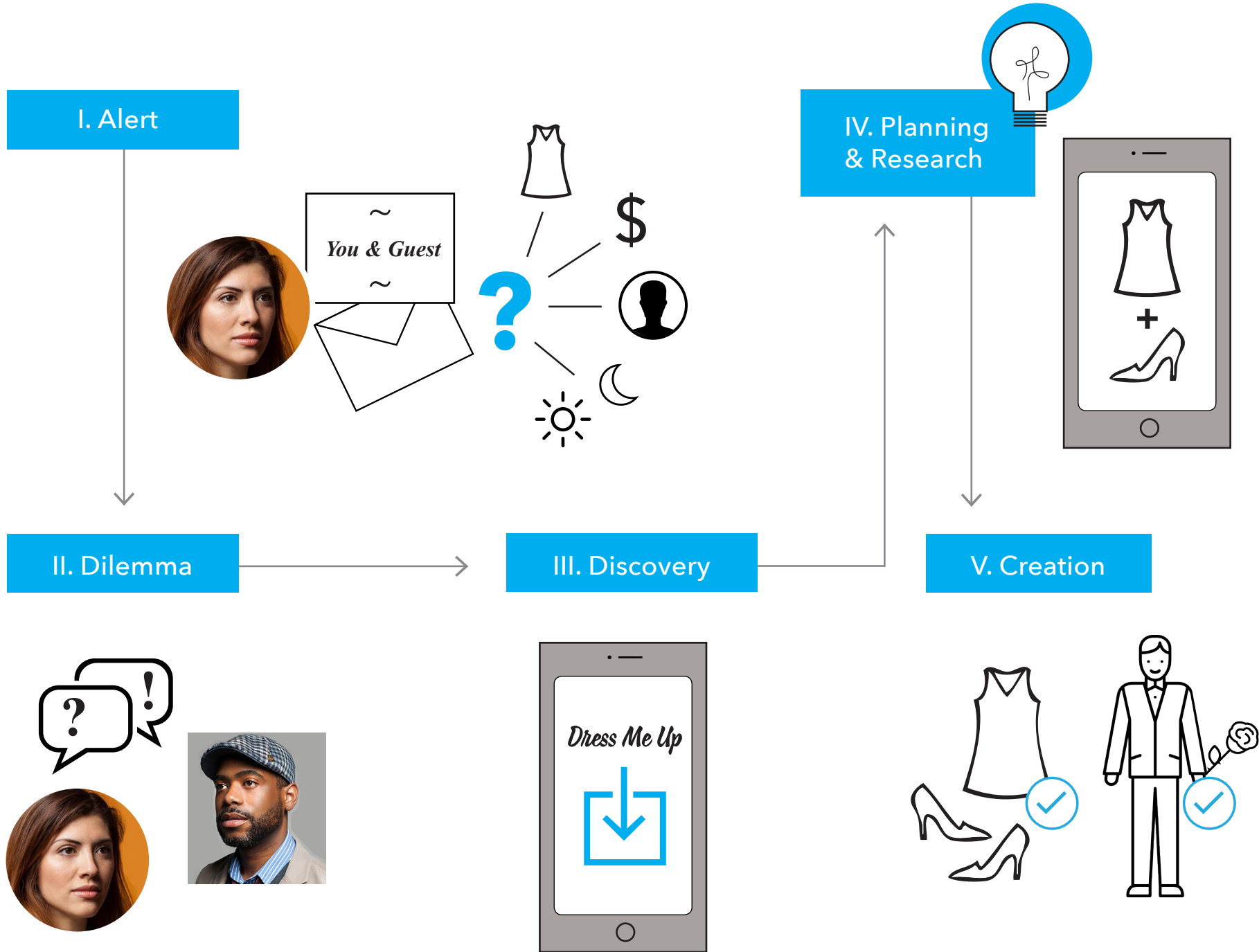
Mobile APP

Dress Me Up - Journey on how to get dressed

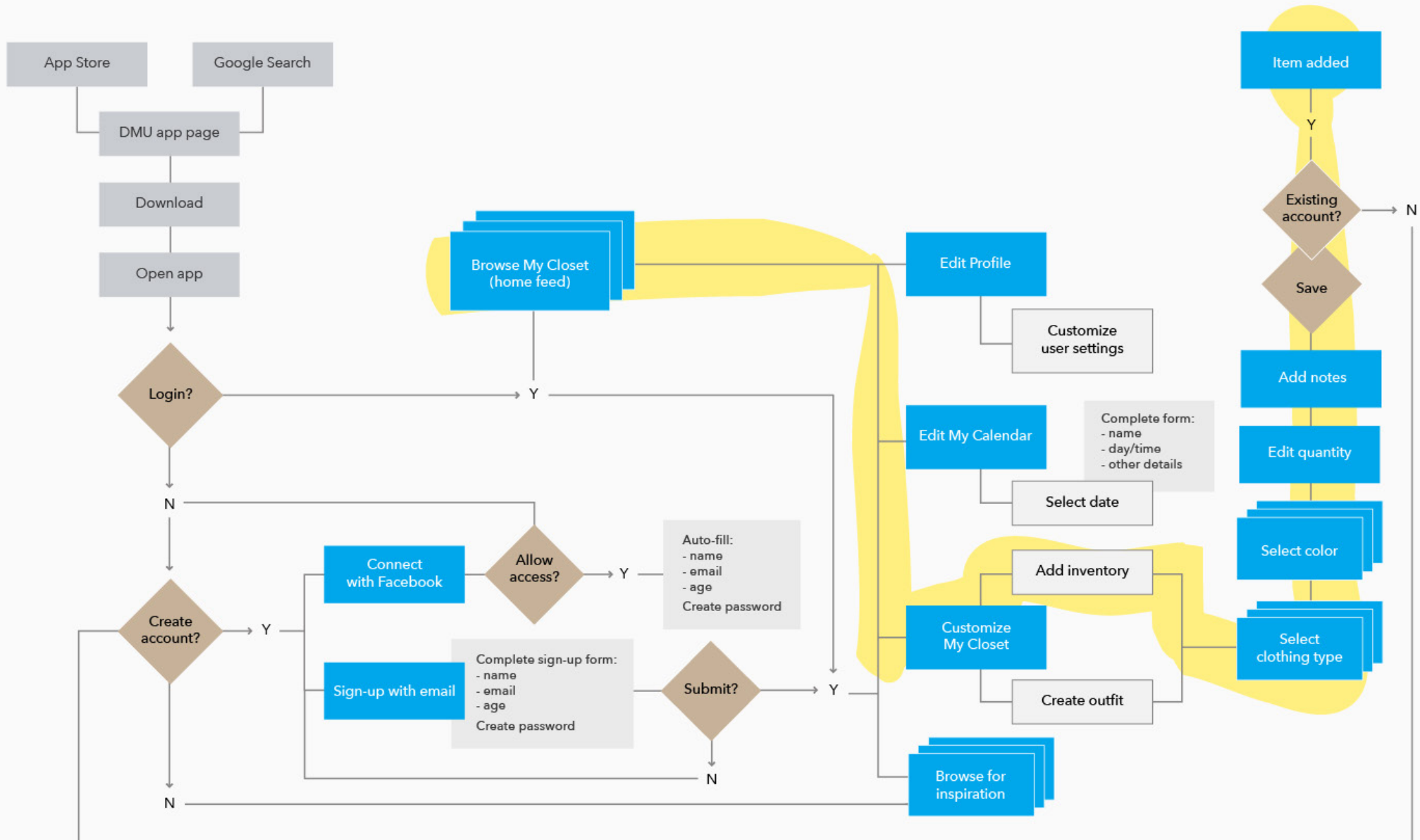


PROCESS | initial, white board sketch

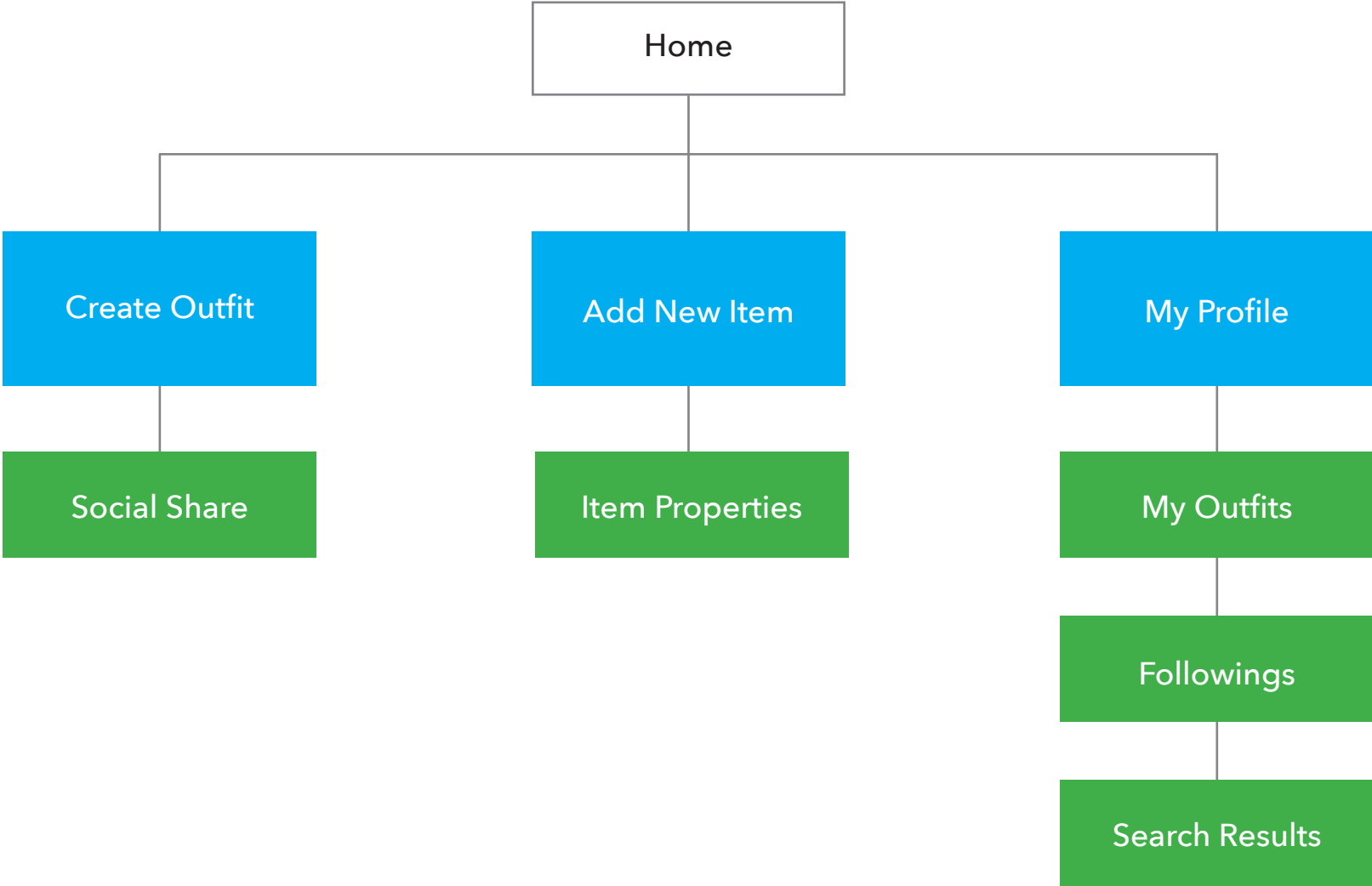
JOURNEY MAP





USER FLOW

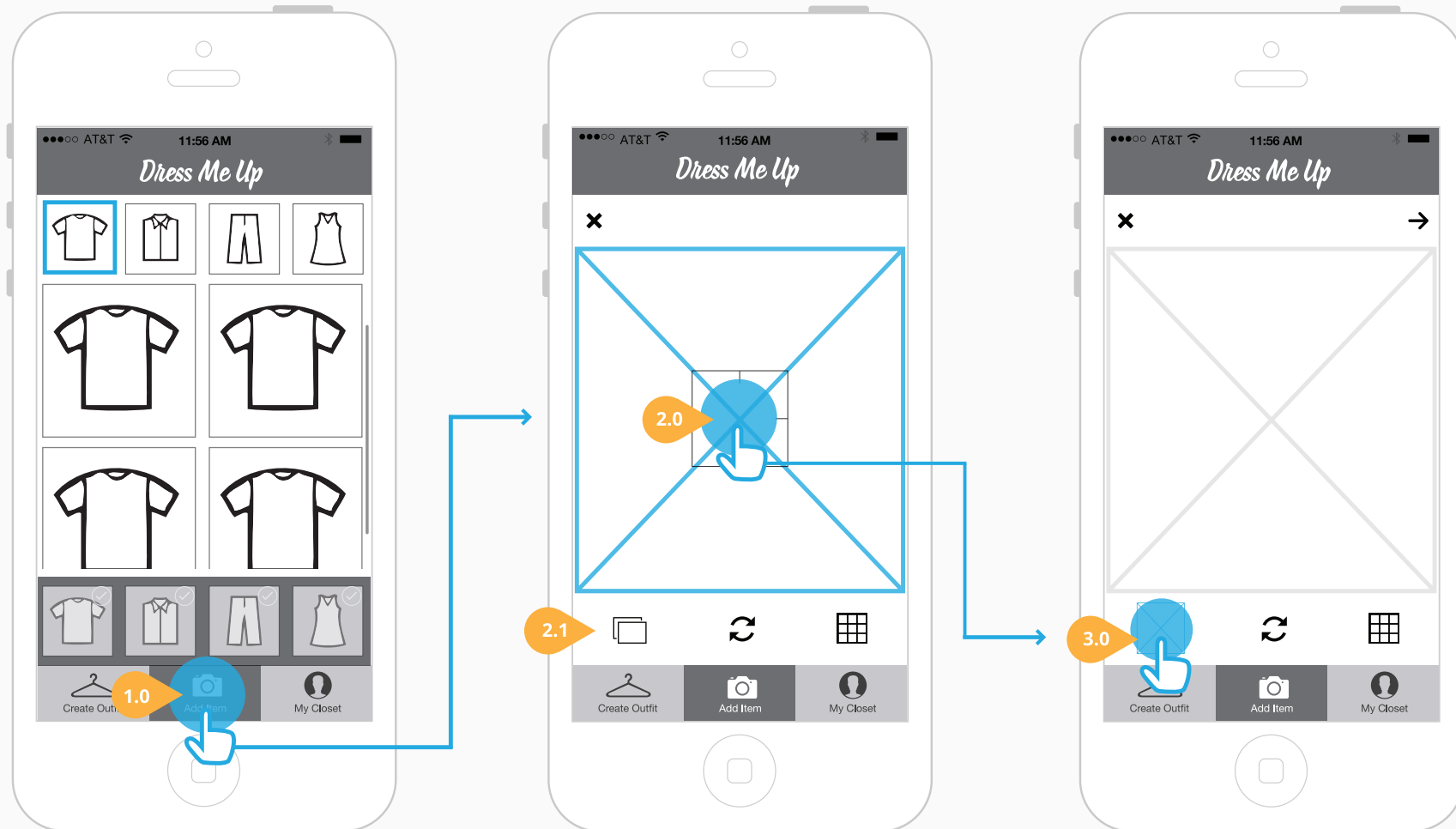


SITE MAP



-  Landing page
-  Sub page

WIREFRAMES | Add a new item



1.0 Select Add Item

On click, user activates camera.

2.0 Take Photo

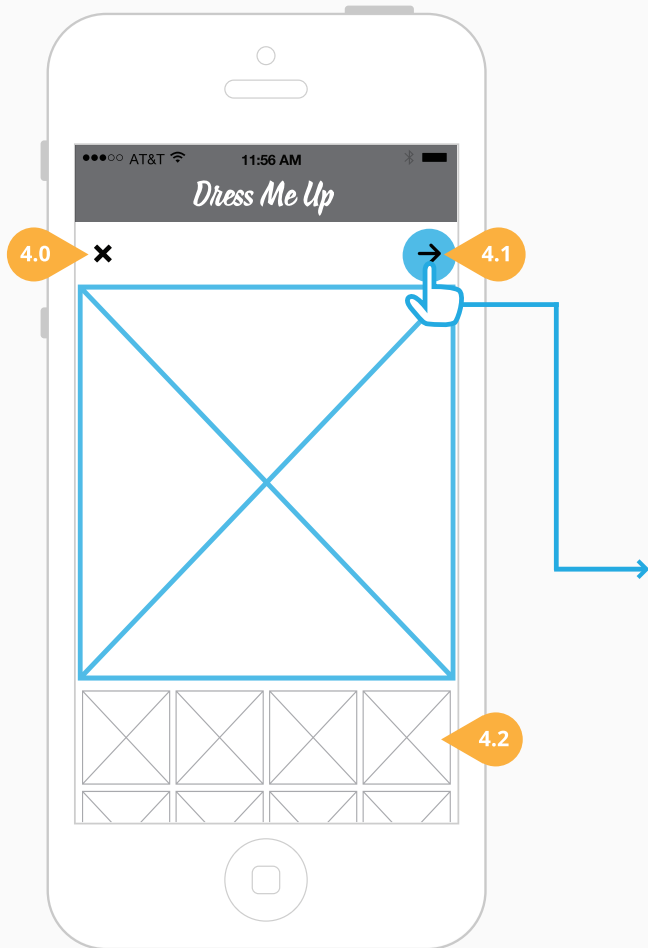
On click, camera focuses and takes snap shot. Photo is automatically saved into camera roll.

2.1 Access Camera Roll

On click, user is taken to existing photo album.

3.0 Review Photo

On click, user views the most recent photo.



4.0 Cancel

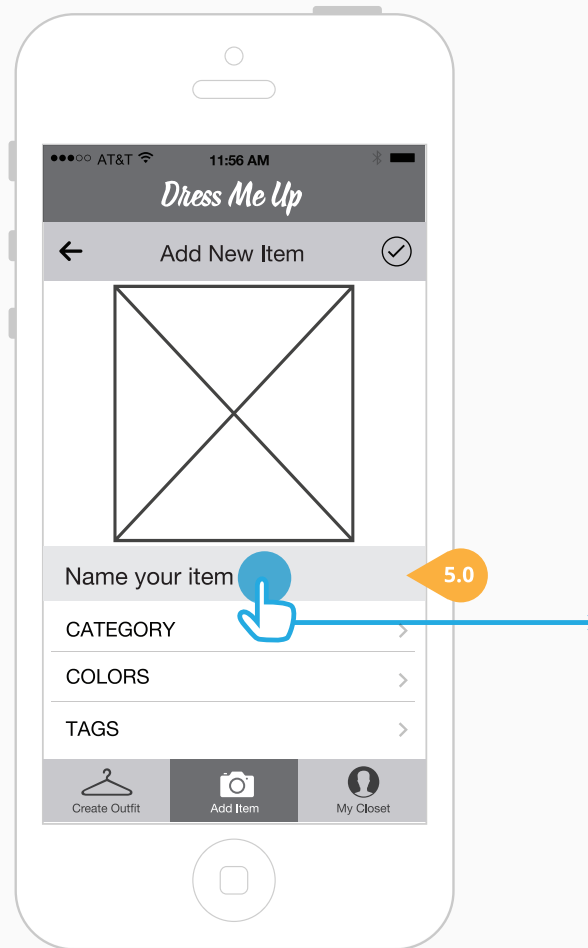
On click, user is taken back to camera.

4.1 Continue

On click, user is taken to the next page.

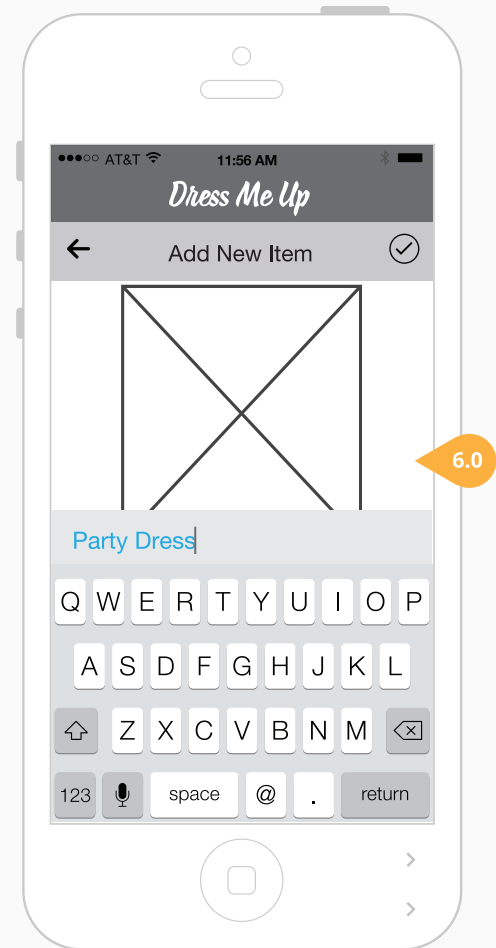
4.2 View Other Photos

User views all photos in camera roll.



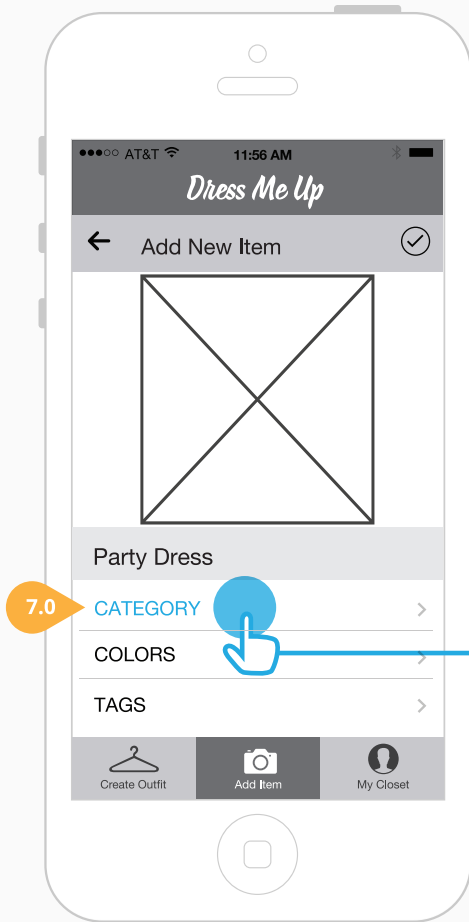
5.0 Name Item

On click, user creates a unique name for the item.



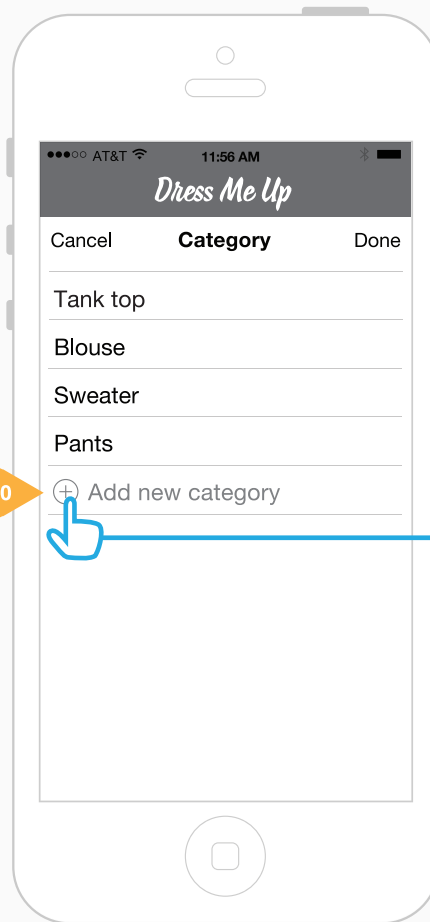
6.0 Tap Out

On click, user exits the keyboard screen.



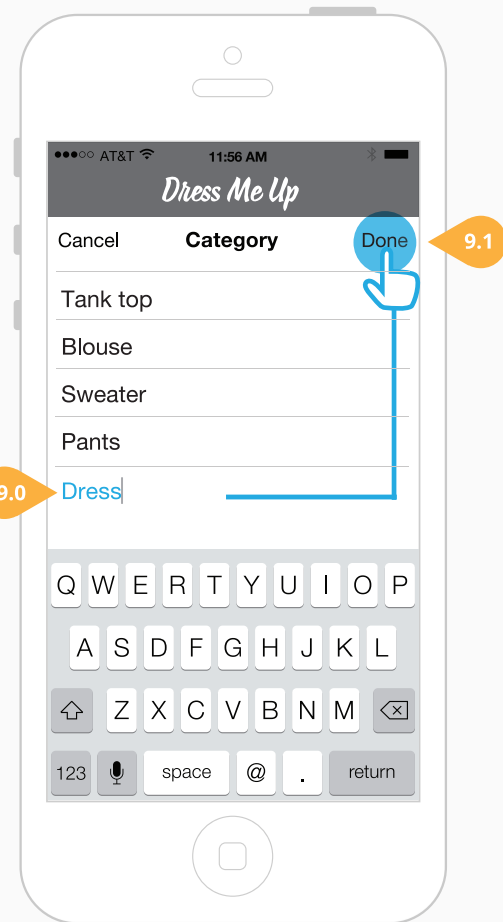
7.0 Category

On click, user opens the category menu.



8.0 Add New Category

On click, user creates a new category name.

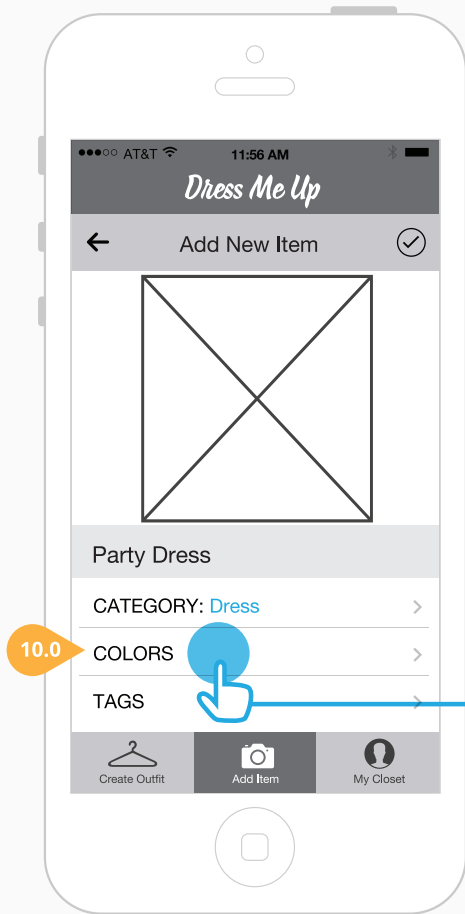


9.0 Select Category Name

On click, user confirms and selects new category.

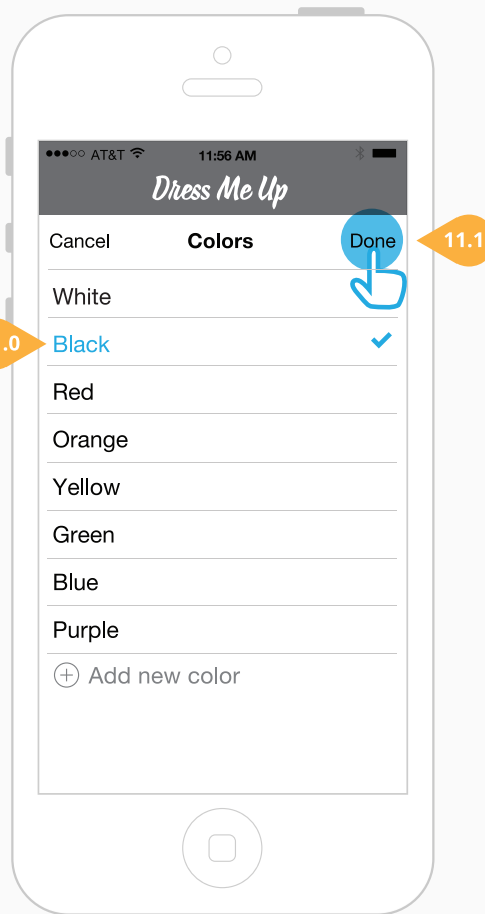
9.1 Confirm Category

On click, user confirms selected category. User is taken back to Add New Item page.



10.0 Colors

On click, user opens the colors menu.

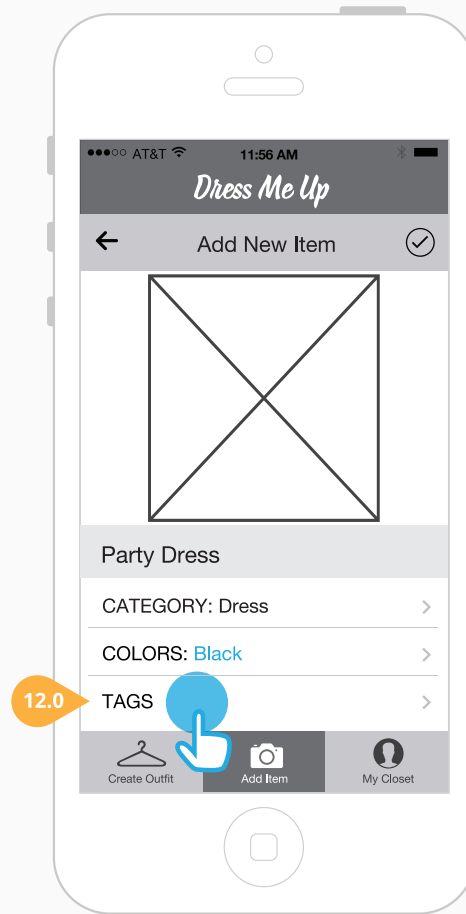


11.0 Select Colors

On click, user selects color(s) for the item.

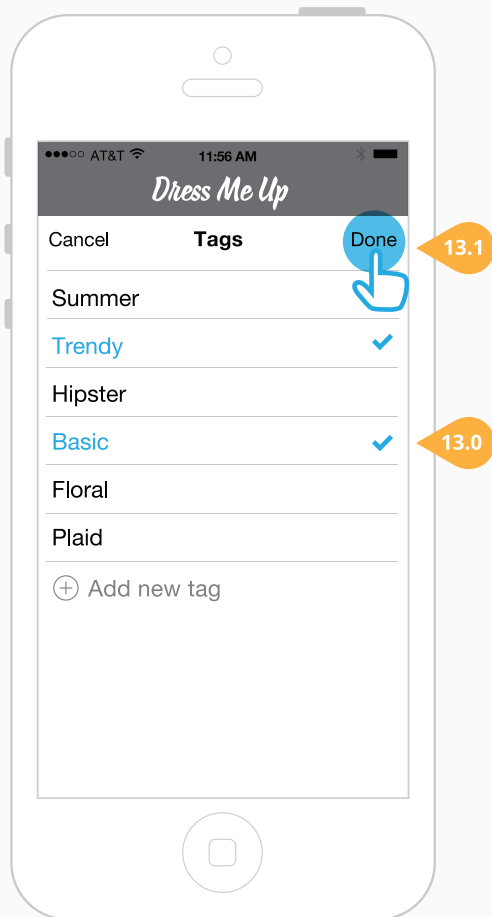
11.1 Confirm Colors

On click, user confirms the selected color(s). User is taken back to the Add New Item page.



12.0 Tags

On click, user opens the tags menu.

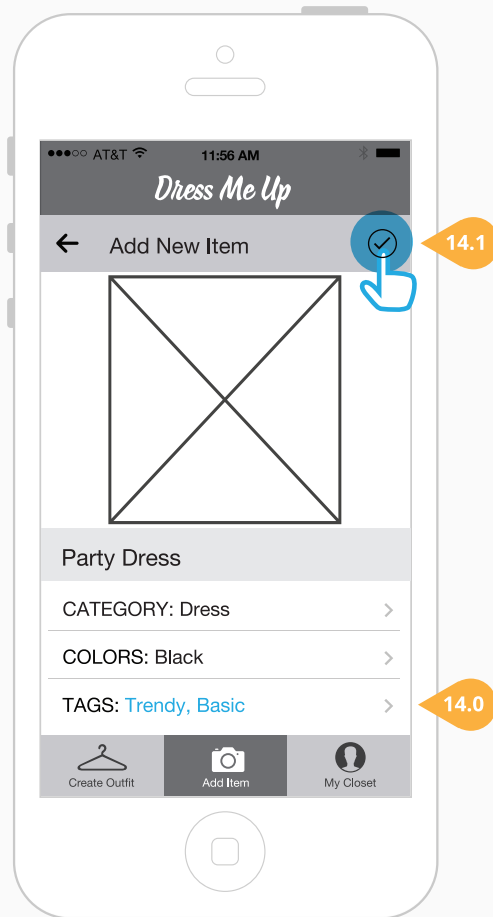


13.0 Select Tags

On click, user selects tag(s) for the item.

13.1 Confirm Colors

On click, user confirms the selected tag(s). User is taken back to the Add New Item page.

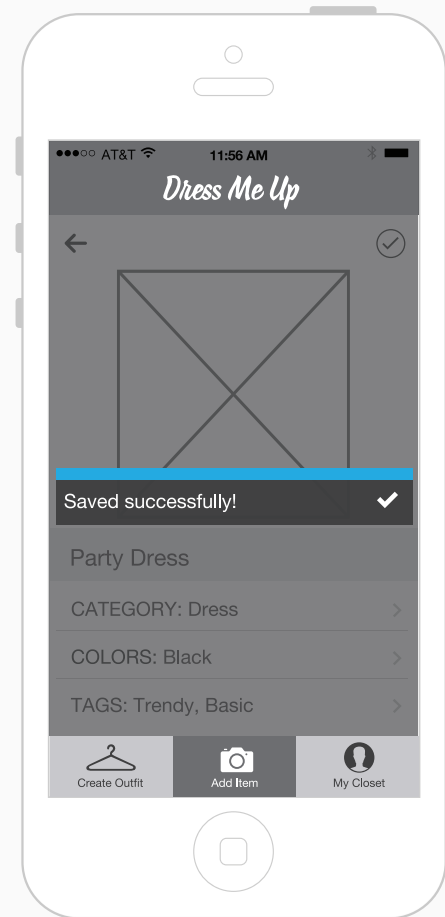


14.0 Summary

User reviews the item summary. On click, user is taken to menus for editing.

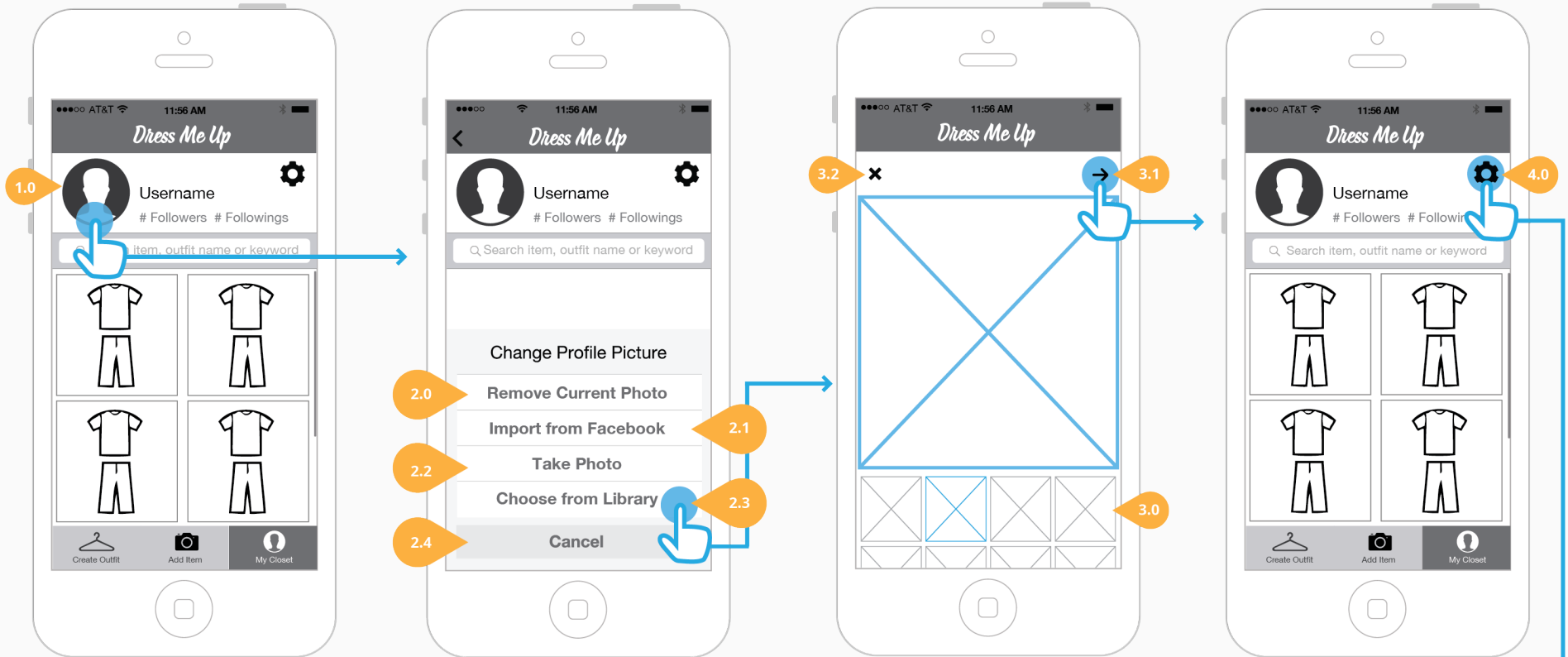
14.1 Save New Item

On click, user saves all changes made to the new item.



14.0 Saved Success

New item has successfully been added into My Closet. User can edit or create an outfit with the new item.



1.0 Edit Profile Picture

On click, user is prompted to update his/her profile photo

2.0 Remove Current Photo

On click, user removes the existing profile picture

2.1 Import from Facebook

On click, user imports current profile photo on Facebook

2.2 Take Photo

On click, user activates camera to take photo

2.3 Choose From Library

On click, user prompts Camera Roll to select an existing photo

2.4 Cancel

On click, user is taken back to the "My Closet" screen

3.0 Select Photo

On click, user selects a photo

3.1 Save Selection

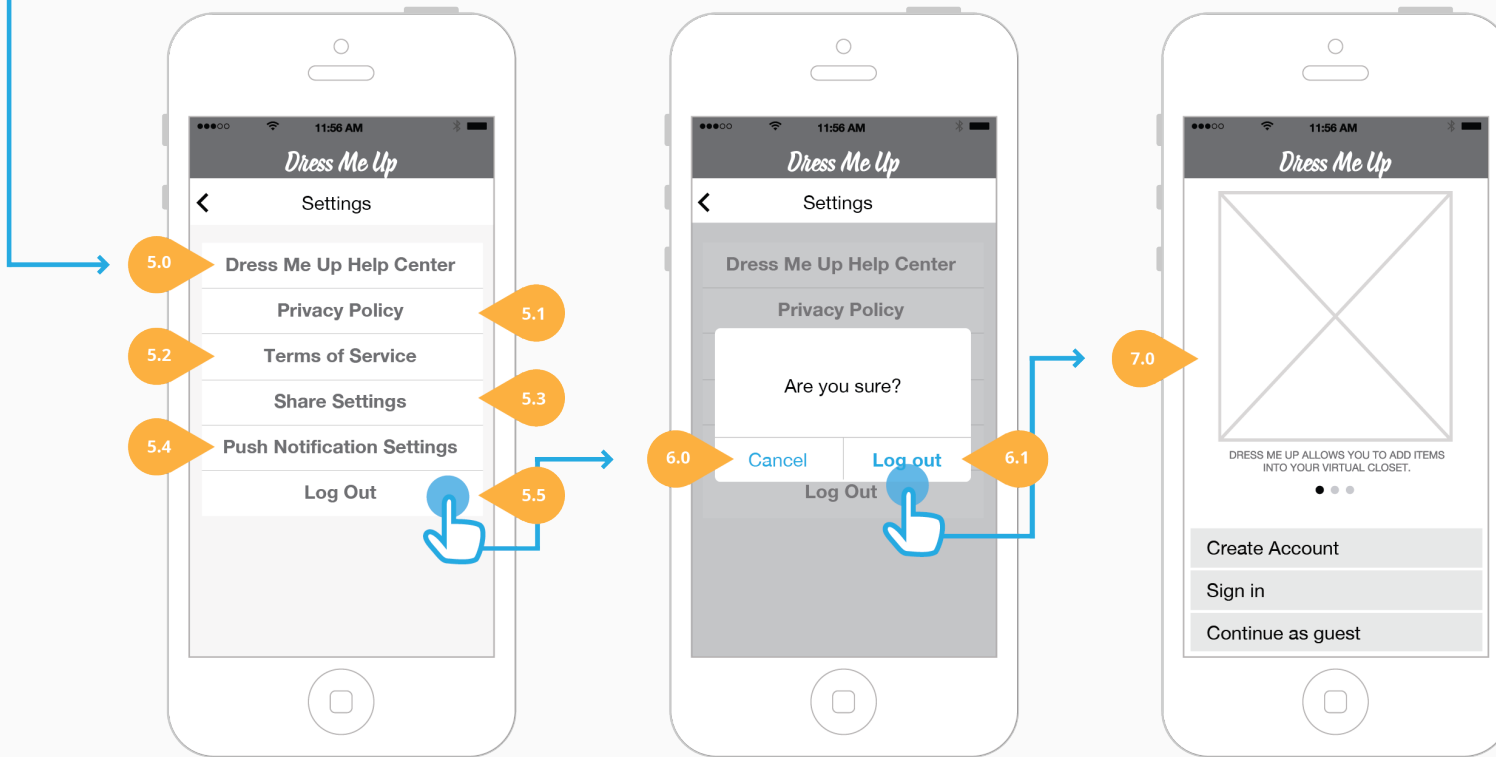
On click, user confirms the selected photo and profile picture is updated

3.2 Cancel

On click, user is taken back to the selection menu

4.0 Edit Settings

On click, user is prompted to the Settings screen



5.0 Help Center

On click, user is linked to "FAQs"

5.1 Privacy Policy

On click, user is linked to the "Privacy Policy" screen

5.2 Terms of Service

On click, user is linked to the "Terms of Service" screen

5.3 Share Settings

On click, user is linked to the social media sharings settings

5.4 Push Notifications

On click, user is linked to the "Push Notification Settings"

5.5 Log Out

On click, user is prompted by a message to confirm logging out

6.0 Cancel

On click, user does not log out and returns to the Settings

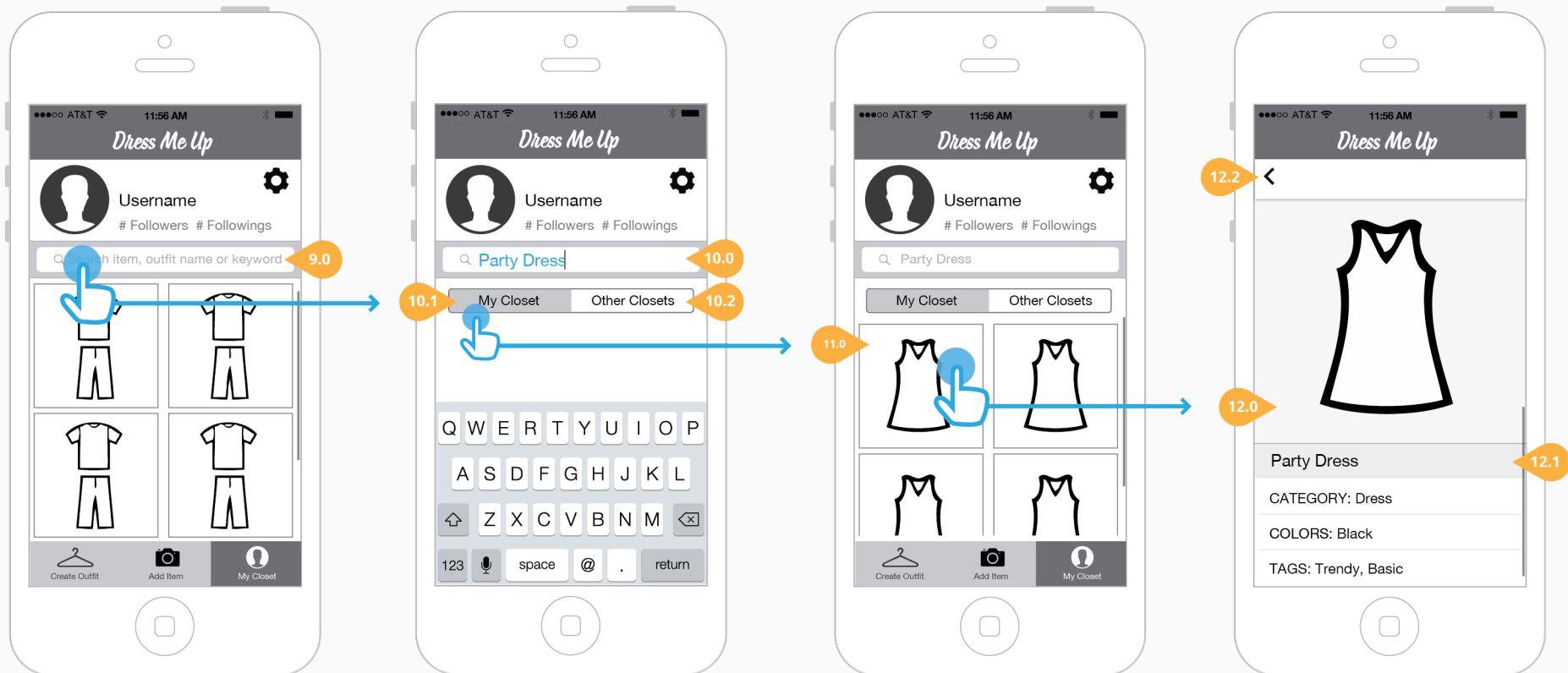
6.1 Log Out

On click, user confirms, logging out successfully

7.0 Sign Up / Sign In

User can create a new account, log in or continue as a guest

WIREFRAMES | Search for an item



9.0 Search

On click, user prompts the keyboard to type in a search term (e.g. keyword, phrase)

10.0 Cancel

On click, user is linked back to the “My Closet”

10.1 Search in My Closet

On swipe, user toggles to search in My Closet

10.2 Search in Other Closets

On swipe, user can search in other closets—this includes, friends, followings and the public feed

11.0 Search & Select

On click, user is taken to a full size view of the selection

12.0 Item/Outfit

User sees a larger view of the item/outfit

12.1 Item/Outfit Info

User sees all info previously saved for the item/outfit

12.2 Cancel

On click, user is linked back to the “My Closet” screen

Thank You!

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