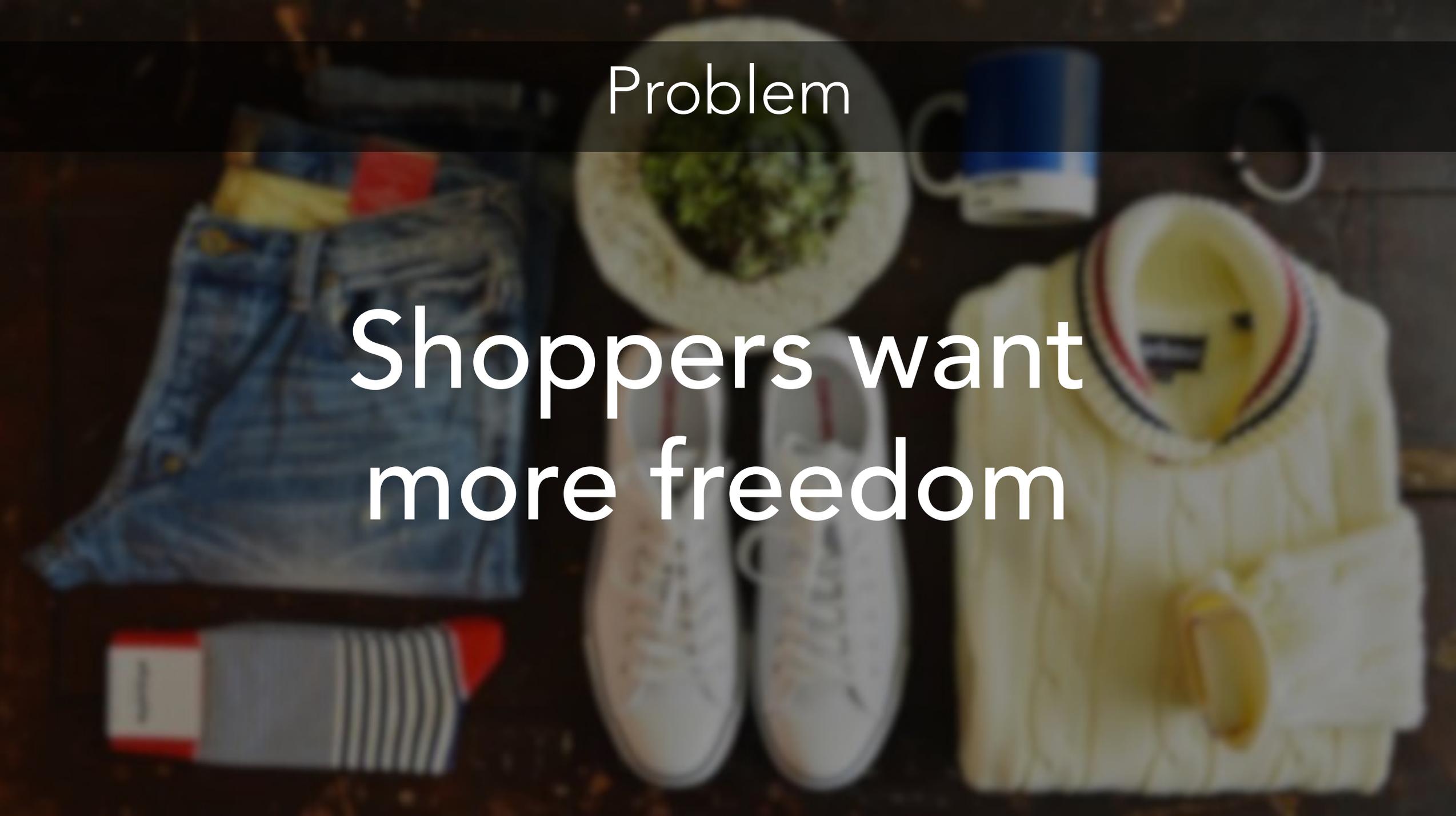




Window

See where your style takes you

High Fidelity Design – Midway
Max Freundlich, Kristen Law, Elisa Lupin-Jimenez

A flat-lay photograph of various items including jeans, a plate of food, a mug, a hat, a sweater, and shoes. The items are arranged on a dark, textured surface. The text is overlaid on the image.

Problem

Shoppers want
more freedom

Solution

AR Mannequin
wearing the
clothes in store

Heuristic
Evaluation

Revised Design

Prototype Status

Live Demo

Heuristic
Evaluation

Revised Design

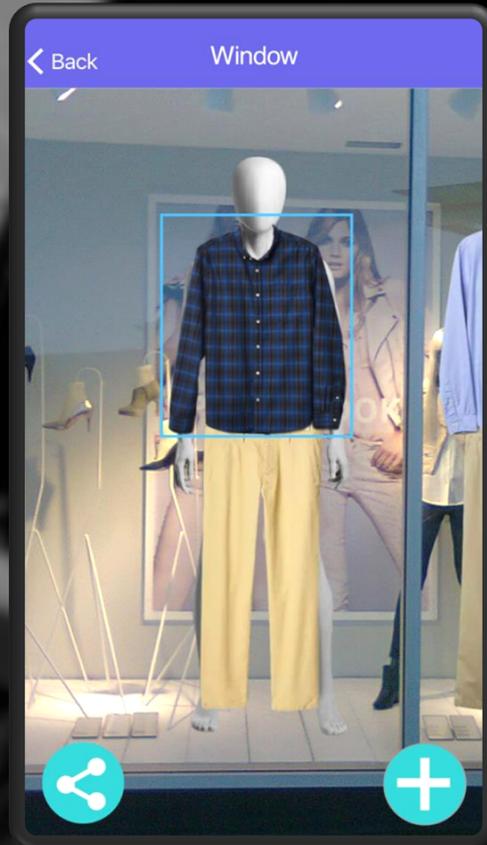
Prototype Status

Live Demo

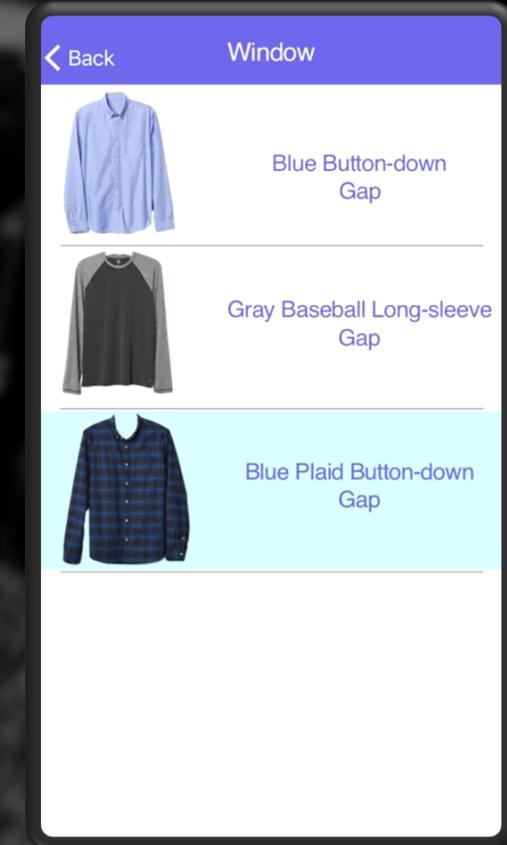
Heuristic Evaluation Overview

- 37 Heuristic Violations
- 11 are Severity Three
- 3 are Severity Four
- Majority are User Control Issues

Big Problems

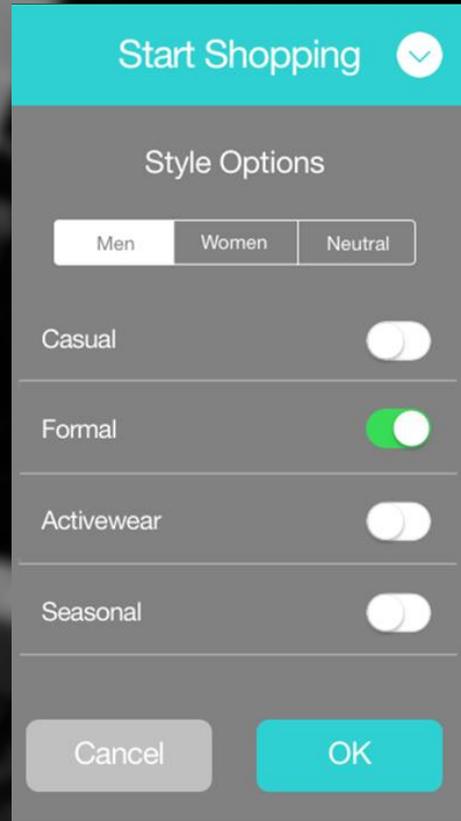


[H2-1] Inability to see whole clothing collection

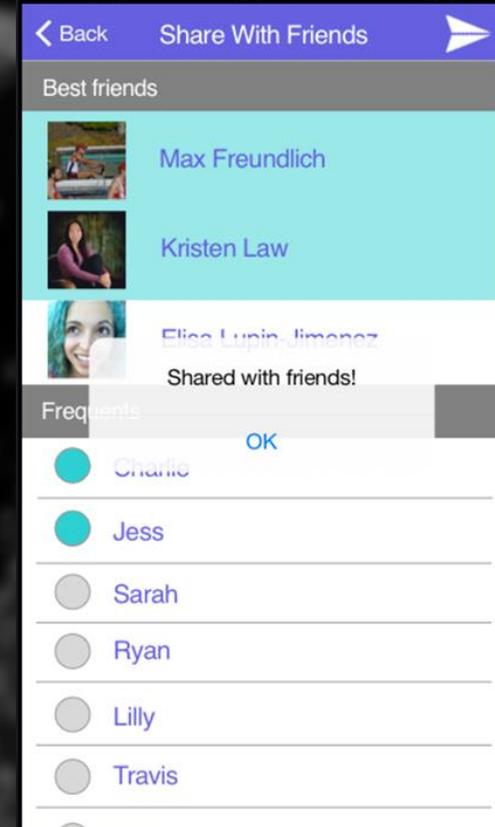


[H2-2] Closet Remains Unclear

Big Problems



[H2-3] Editing
Preferences Mid-Use



[H2-3] Friend Sharing
Limited

Other problems

- [H2-3] No ability to toggle clothes
- [H2-10] Need user tips
- [H2-5] Better quick start
- [H2-4] Access to online store

Heuristic
Evaluation

Revised Design

Prototype Status

Live Demo

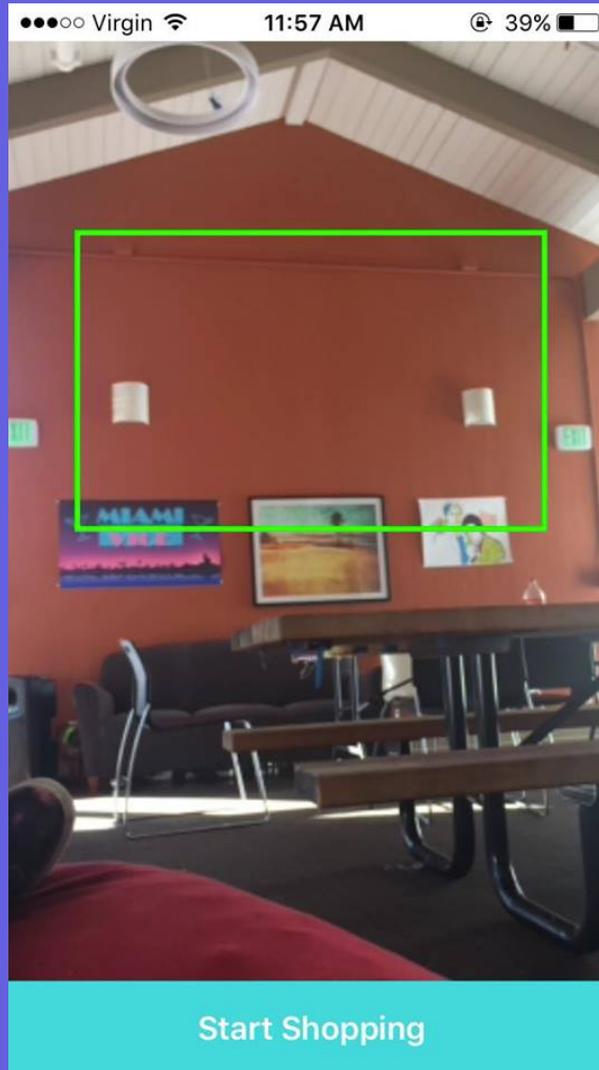
Heuristic
Evaluation

Revised Design

Prototype Status

Live Demo

No more need to Log In



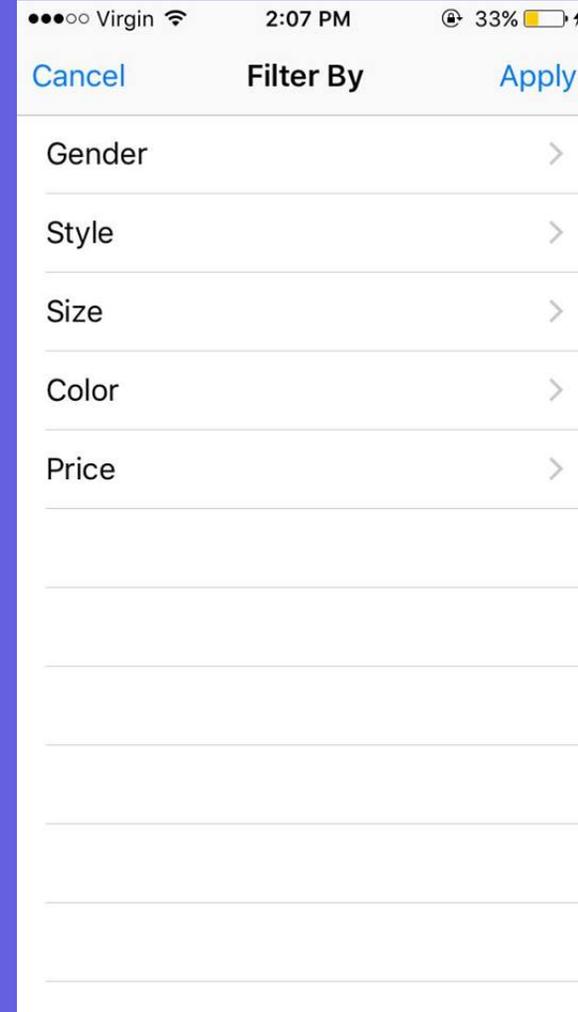
One-Time Profile Creation

The image shows a mobile application window titled "Window" with a "Back" button in the top left corner. The window displays a "Measurements" section with two rows: "Leg Length" and "Hip Circumfrence", both with a value of "34". Below these is a three-dot menu icon. The window also contains four toggle switches, all of which are turned on: "Location", "Contacts", "Push Notifcations", and another "Location". At the bottom of the window are two buttons: a grey "Cancel" button and a teal "OK" button.

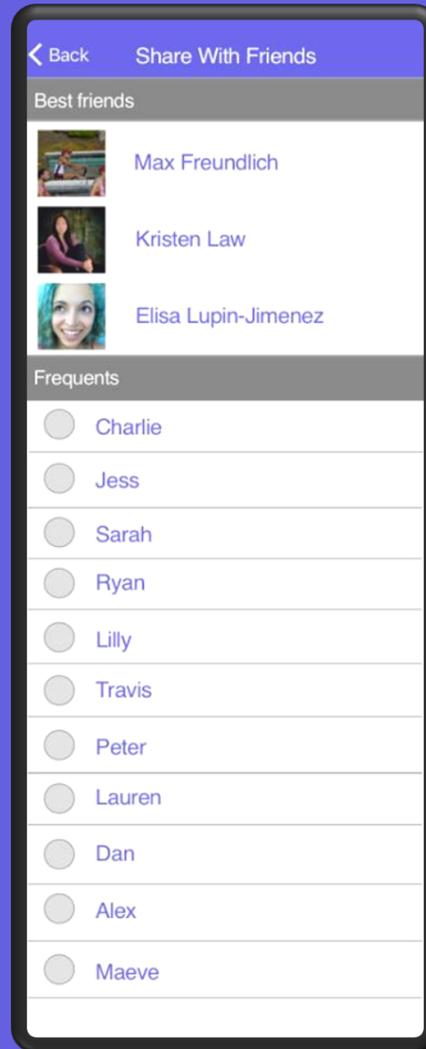
Measurements	
Leg Length	34
Hip Circumfrence	34
• • •	
Location	<input checked="" type="checkbox"/>
Contacts	<input checked="" type="checkbox"/>
Push Notifcations	<input checked="" type="checkbox"/>
Location	<input checked="" type="checkbox"/>

Cancel OK

Quick Filter Access



Share Via Text



Heuristic
Evaluation

Revised Design

Prototype Status

Live Demo

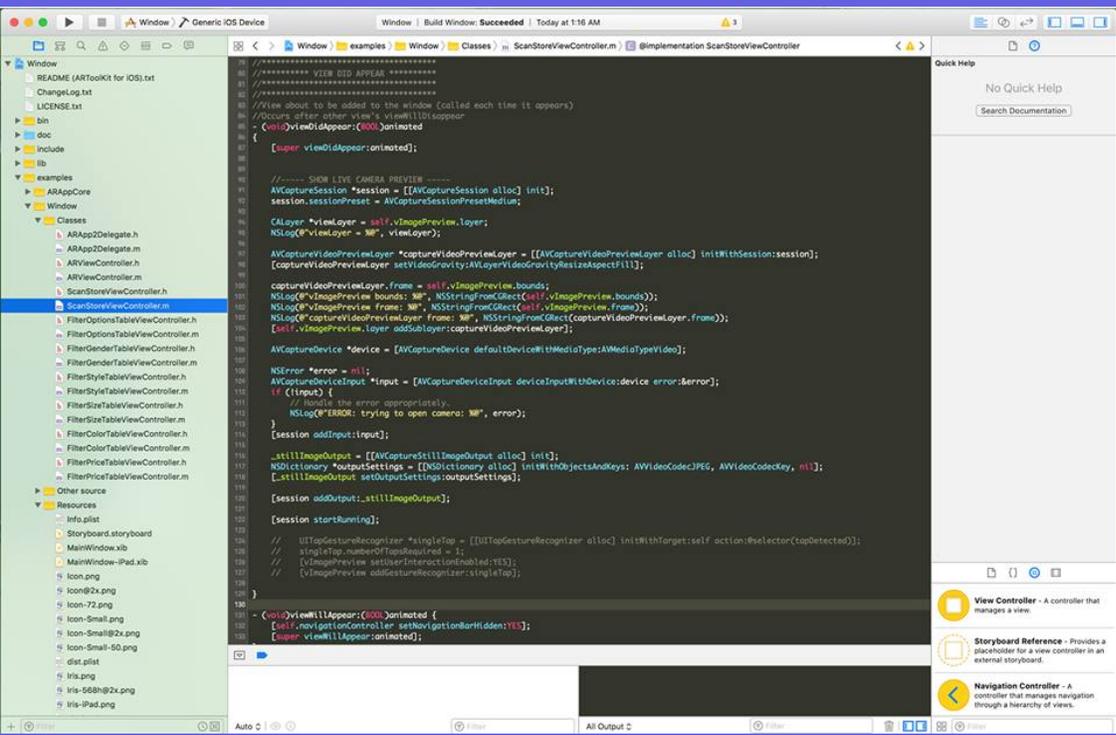
Heuristic
Evaluation

Revised Design

Prototype Status

Live Demo

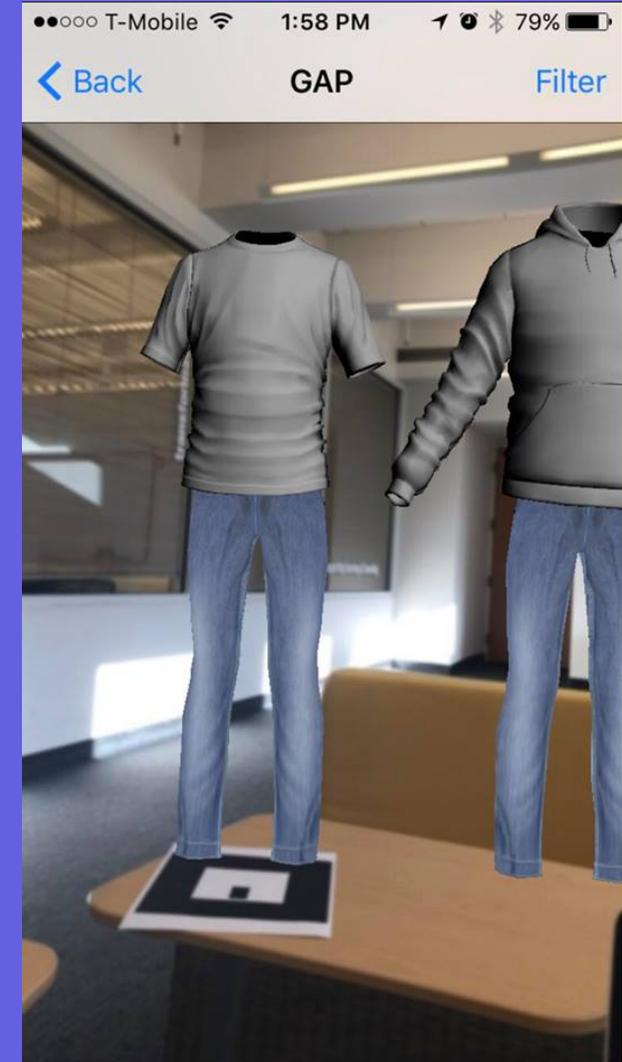
Tools in Use



Xcode IDE
ARToolKit SDK
Maya 2016

Implemented Features

- Scan a store name
- Render 3D clothing
- Swipe navigation
- Filter Options
- **Task 1: Browse a store selection**



Unimplemented Features

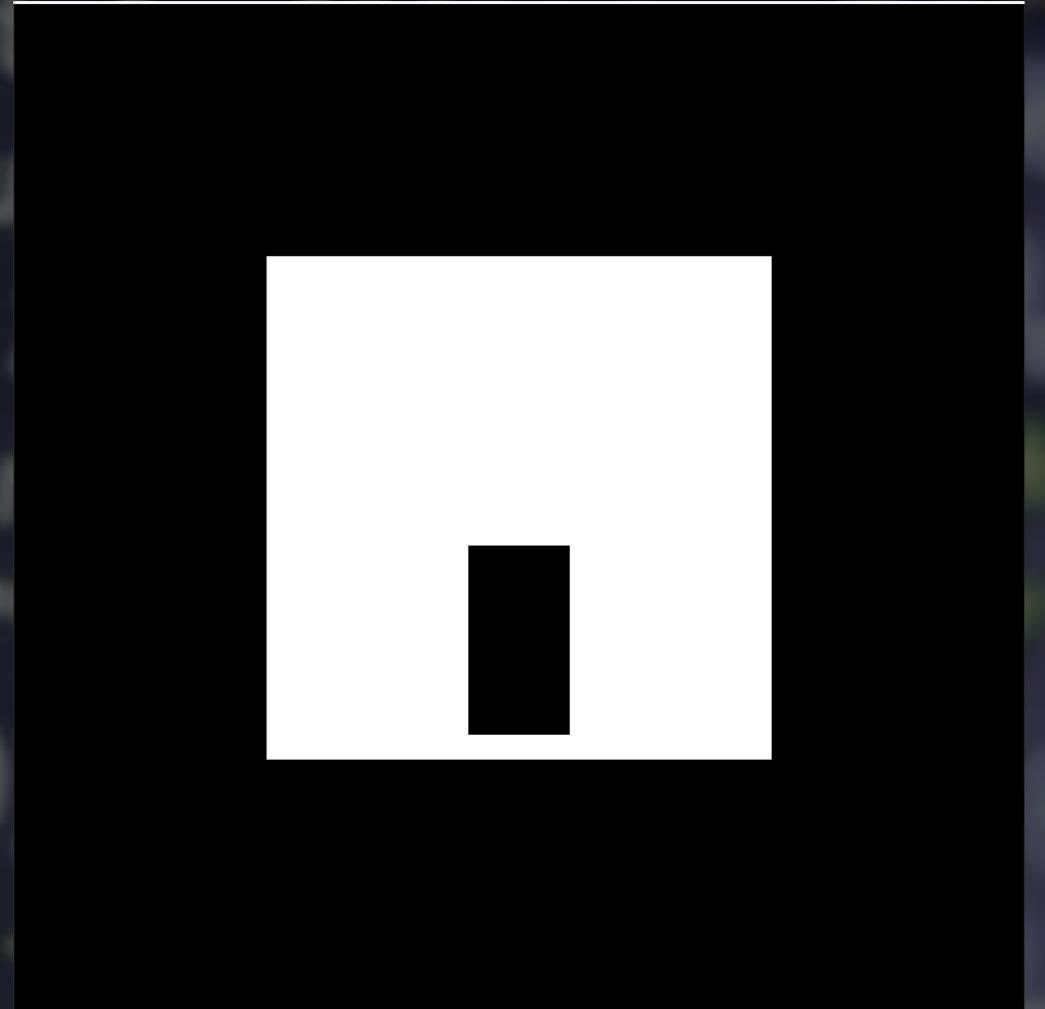
- Swipe on individual items
- Greater variety of 3D assets
- "The Plan": go by task
- **Task 2: Filtering Selection**
- **Task 3: Share with Friends**

Wizard of Oz Hacks

- 3D clothes are not related to a specific store
- Only reading one store currently ("GAP")

Challenges and Questions

- Unsure on how to use Tesseract (OCR for scan screen)
- Training marker detector



Demo

Heuristic
Evaluation

Revised Design

Prototype Status

Live Demo

Tough but
Thought-
Provoking

Focus on
Simplicity

AR Functionality
Mostly Complete

Task 1 Complete,
Other Tasks
Impending



Questions?