Low-Fidelity Design

Window

Mixed Reality
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Overview

Value Proposition

Selected Interface

Low-Fi Prototype

Task Flows

Methods

Results

UI Changes

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UI Changes

Shopping made easy

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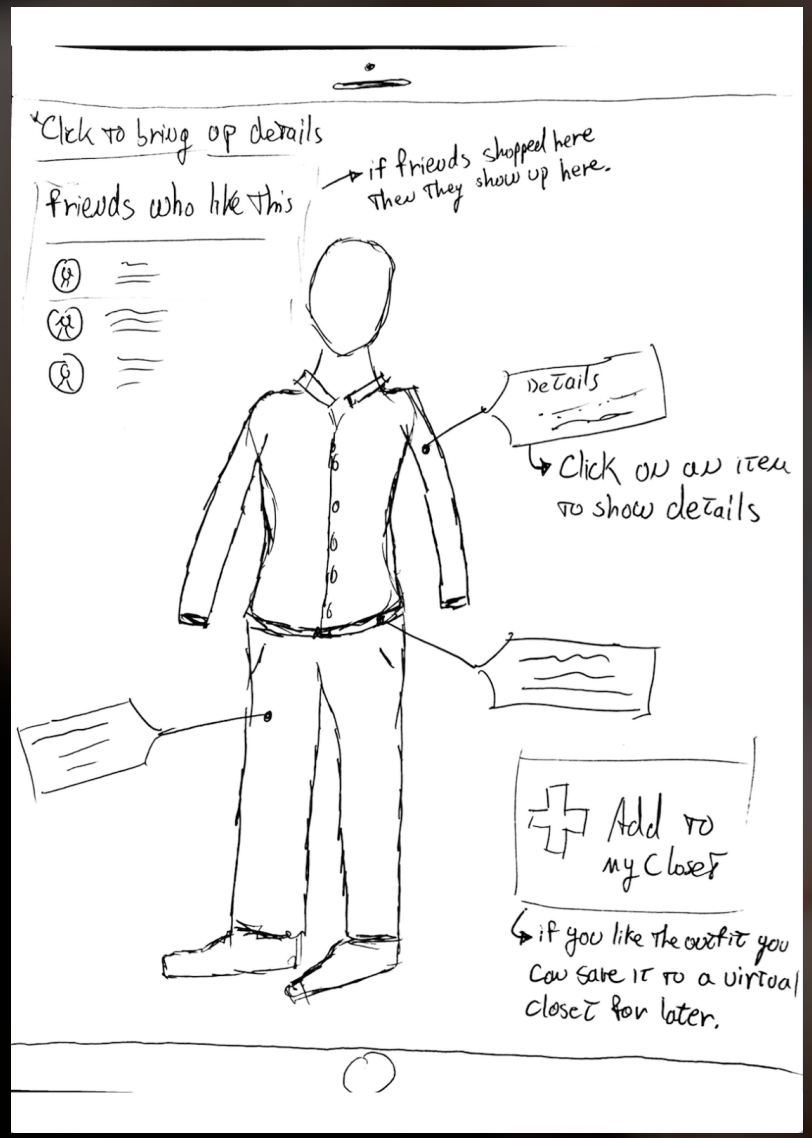
Mobile Application



Prevalence

Accessible Camera

Sharing Features

Simple UI

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Window

Log in with

Scan the store name

START SHOPPING

— OR —

SELECT A STYLE

VIEW MOST POPULAR

BROWSE BY GENDER

VIEW ITEMS ON SALE

Scan Another Store

Back

Click item for more details

SHARE with FRIENDS

ADD to my CLOSET

Point your the store for

Back

$34.95

Add to closet

Share with friends

Other Details

Available in: S, M, XXL

7345652 92315

Back

$19.95

Add to closet

Share with friends

Added to closet!

Other details

Available in: M, L, XL

SELECT A GENDER

Women's

Men's

Gender Neutral

Go Back to List

STYLES

CASUAL

FORMAL

ACTIVE

SLEEP

Go Back to List

Sorry!

Nothing is available in that style

Go Back to List

Back

Share with...

Favorites

Travis

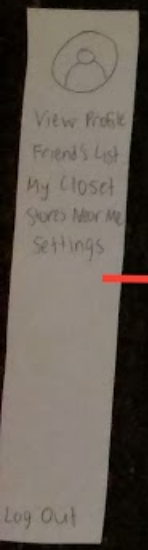
Tracy

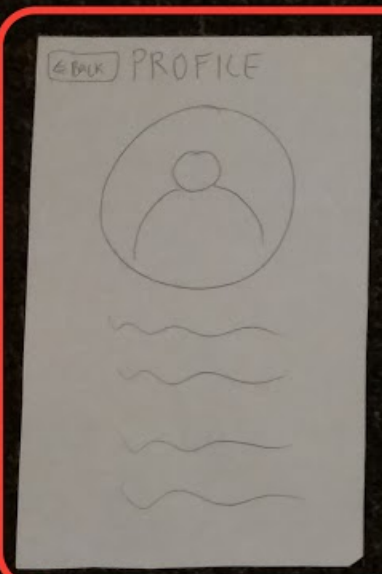
Tiffany

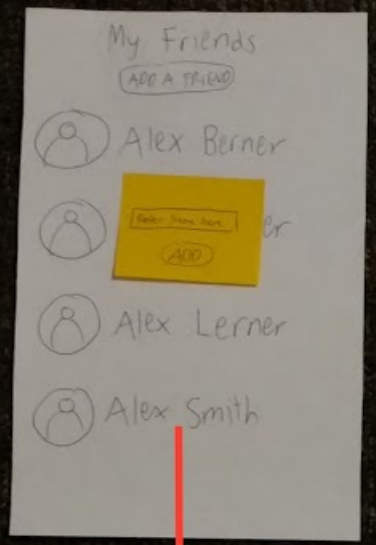
Contacts

Sent!

SEND

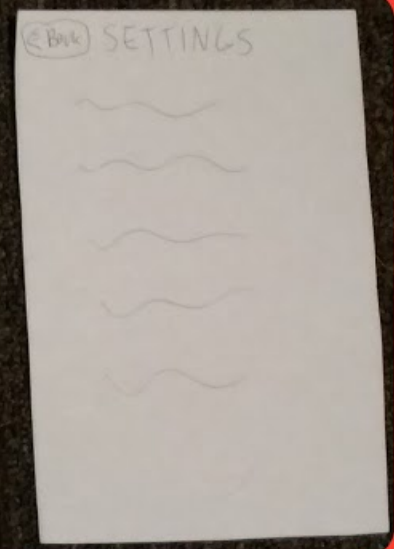

View Profile
Friend's List
My Closet
Stores Near Me
Settings
Log Out


BACK
PROFICE


My Friends
ADD A FRIEND
Alex Berner
ADD
Alex Lerner
Alex Smith

BACK
MY CLOSET

BACK
STORES NEAR ME


BACK
SETTINGS

BACK
ALEX'S CLOSET

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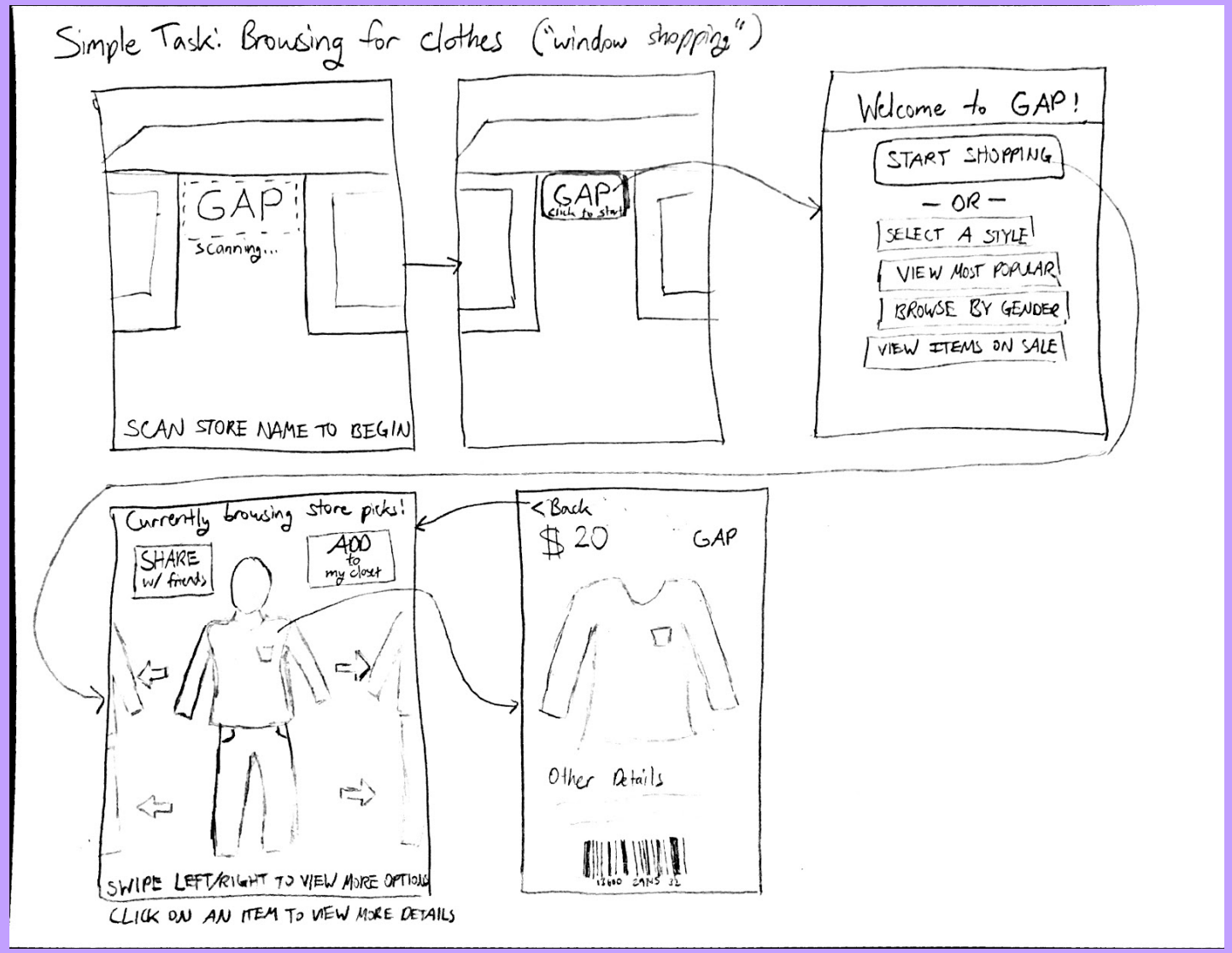
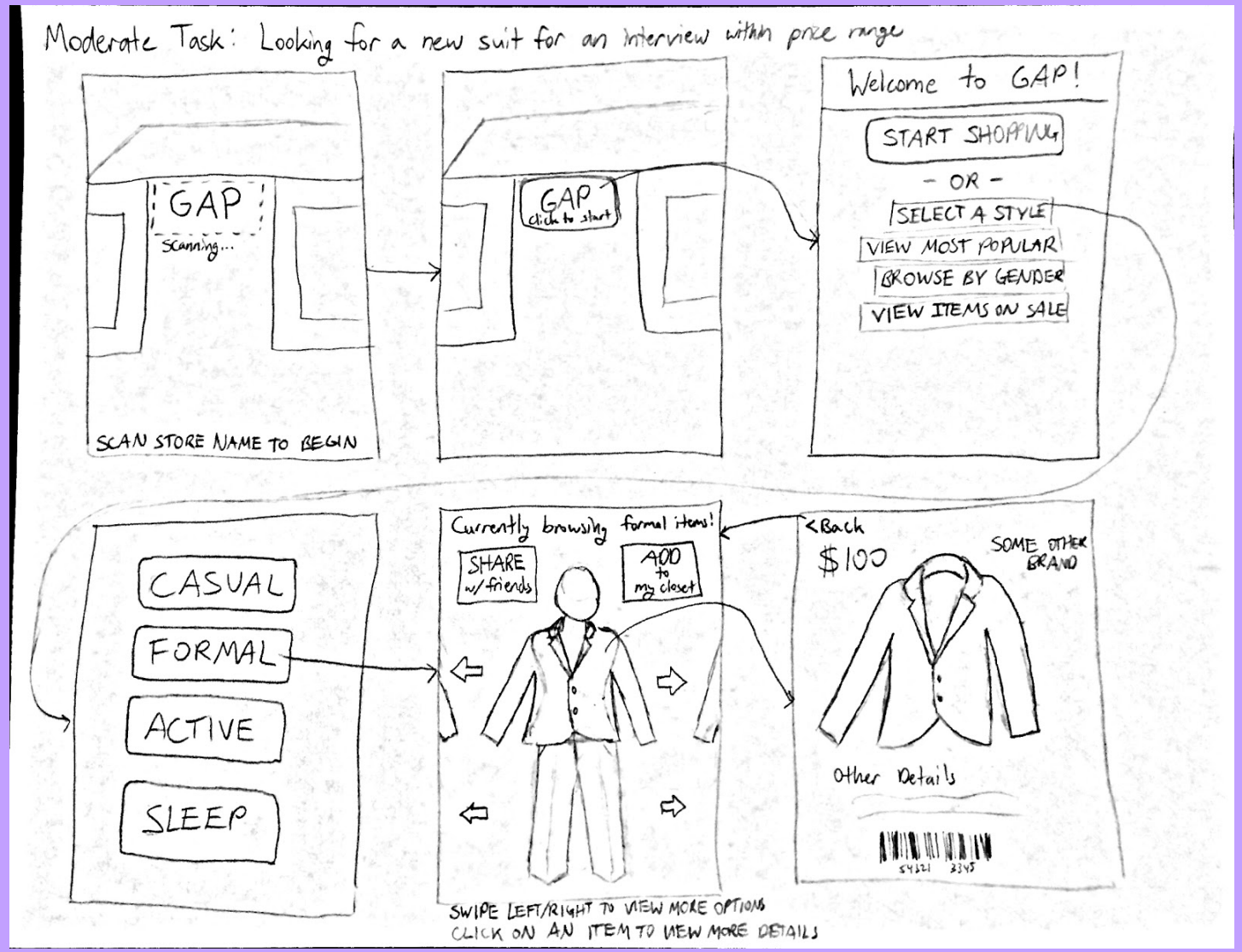
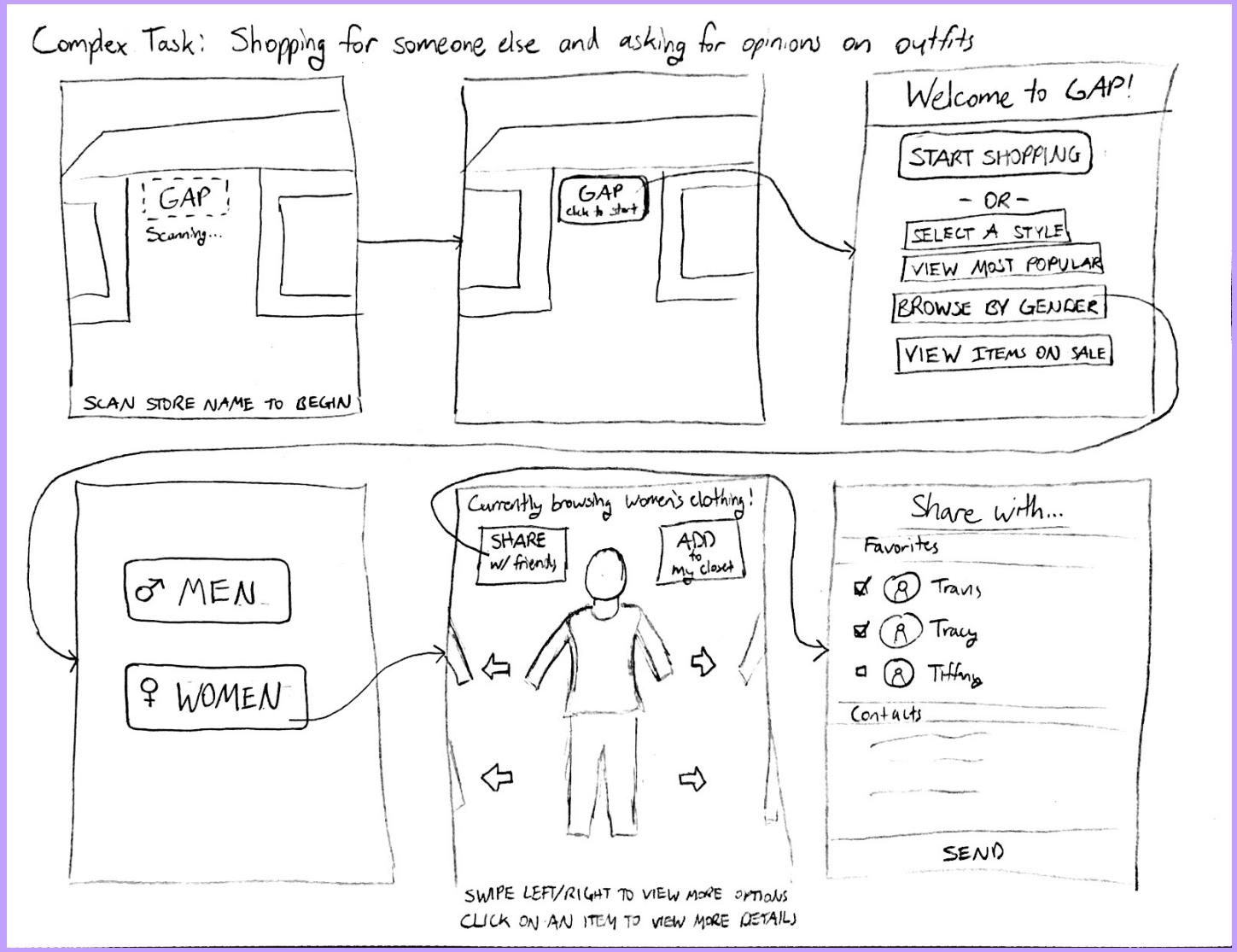
Simple Task


Simple Task: Browsing for clothes ("window shopping")
GAP
scanning...
SCAN STORE NAME TO BEGIN
GAP
click to start
Welcome to GAP!
START SHOPPING
— OR —
SELECT A STYLE
VIEW MOST POPULAR
BROWSE BY GENDER
VIEW ITEMS ON SALE
Currently browsing store picks!
SHARE w/ friends
ADD to my closet
SWIPE LEFT/RIGHT TO VIEW MORE OPTIONS
CLICK ON AN ITEM TO VIEW MORE DETAILS
< Back
$ 20
GAP
Other Details

Moderate Task



Complex Task



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Methods

- Stanford Shopping Center
- Three Diverse Shoppers
- Our Roles

- Quick Demo
- Assign Tasks
- Testing Measures: AR, pauses, strange clicks

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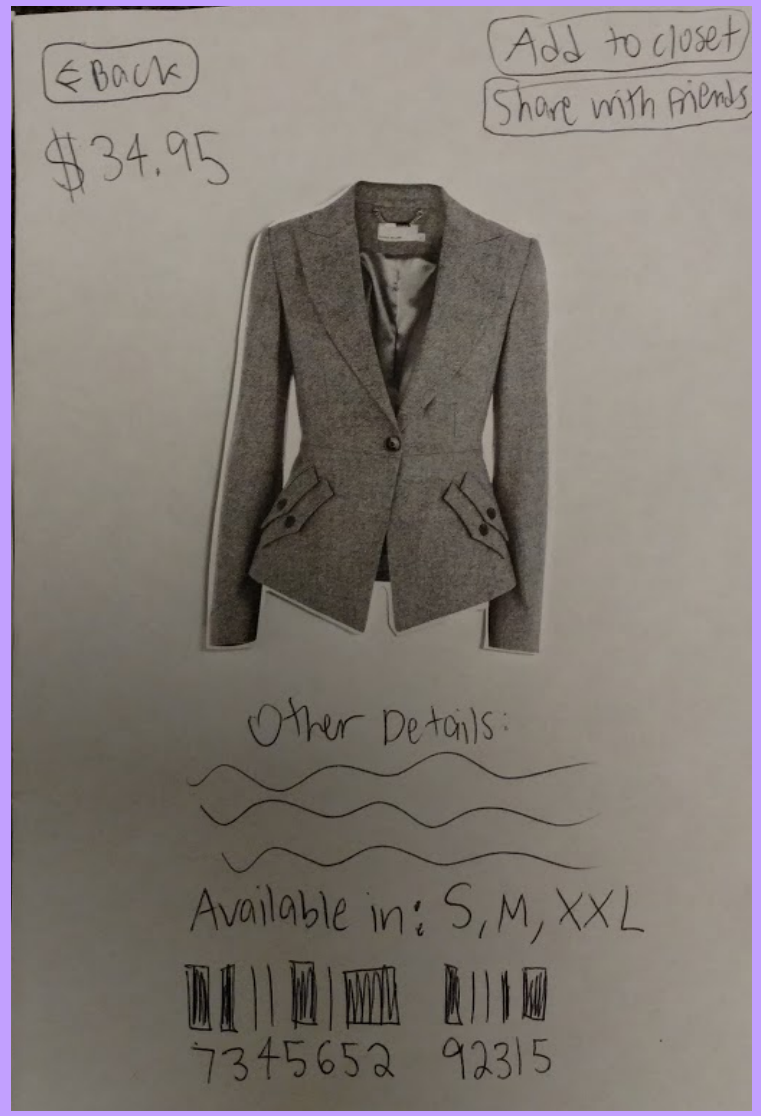
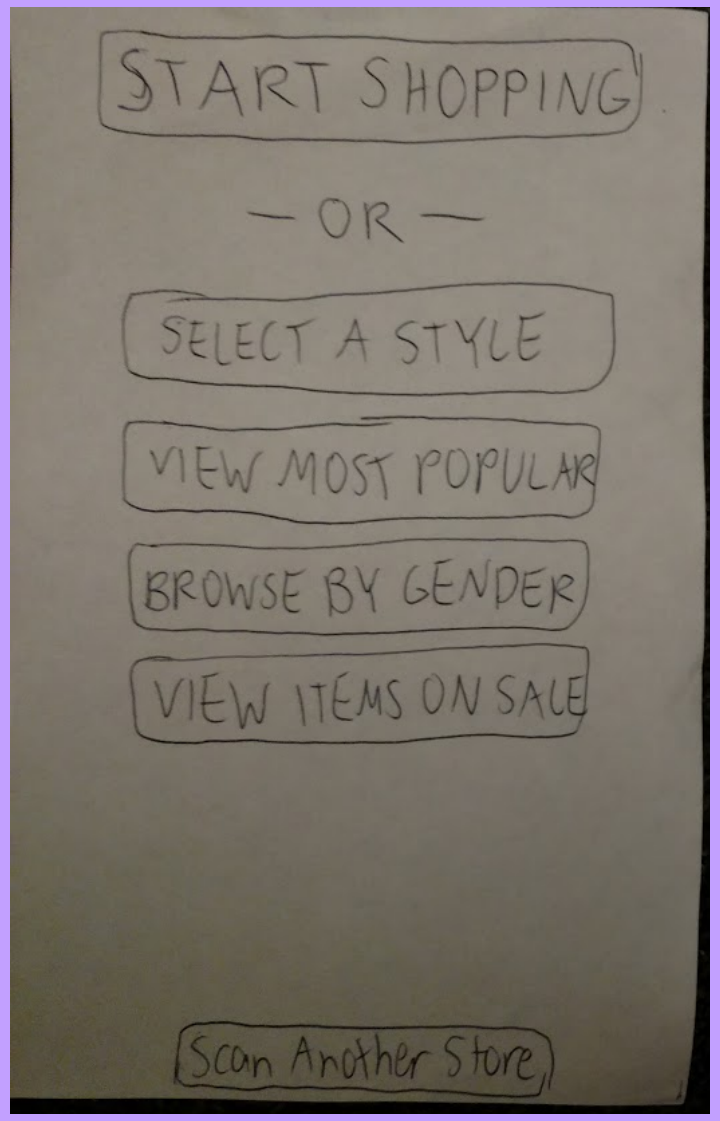
Results from Simple Task



The Good:
- Enthusiasm
- Novelty

The Bad:
- Swiping
- When is it AR?

Results from Moderate Task

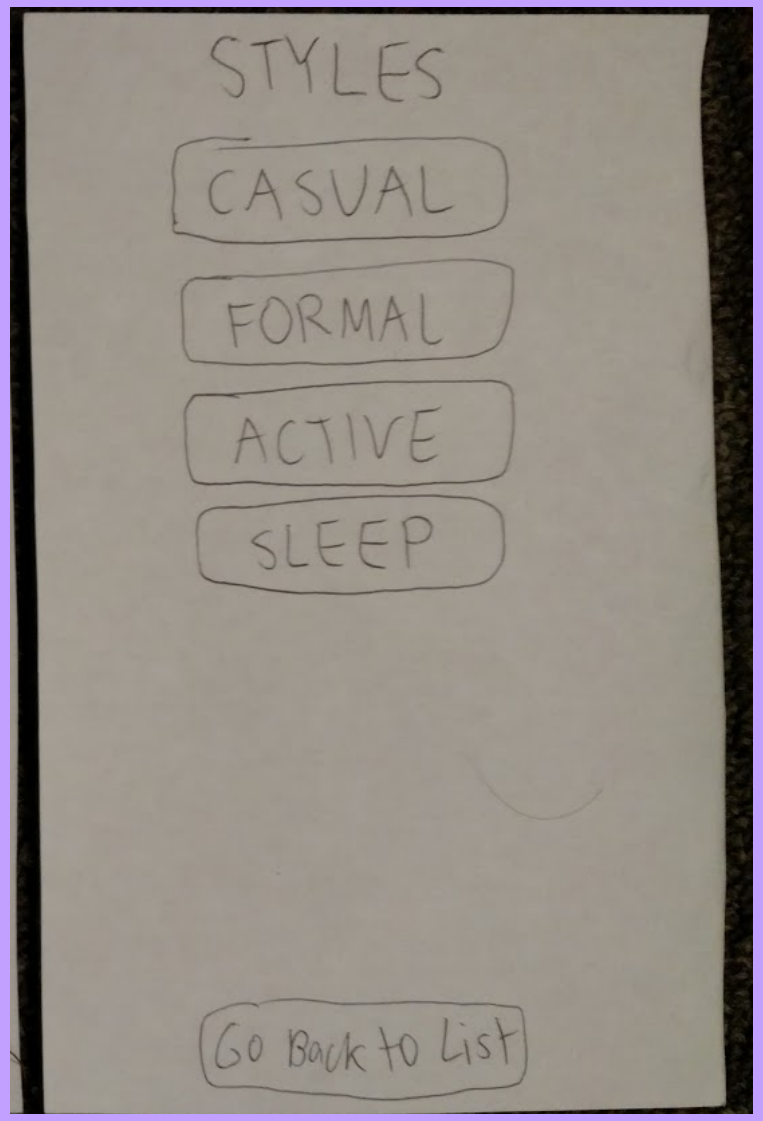


The Good:

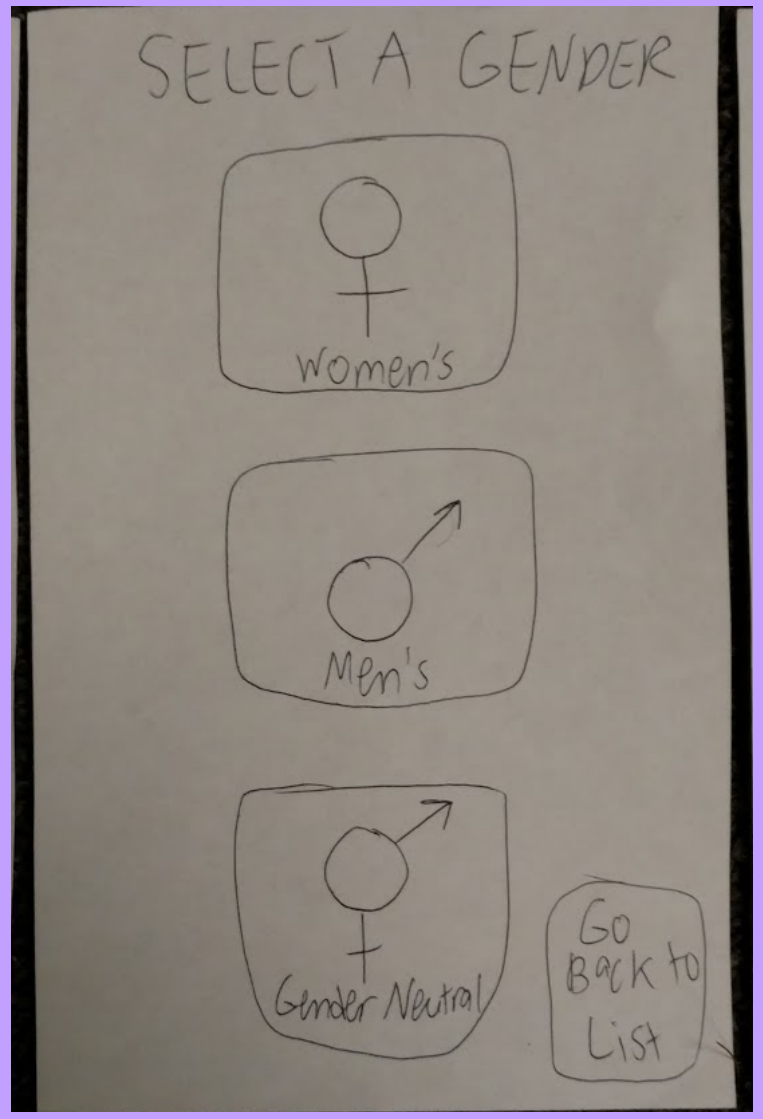
- Details Screen
- Filters

The Bad:

- Viewing price
- Try it on

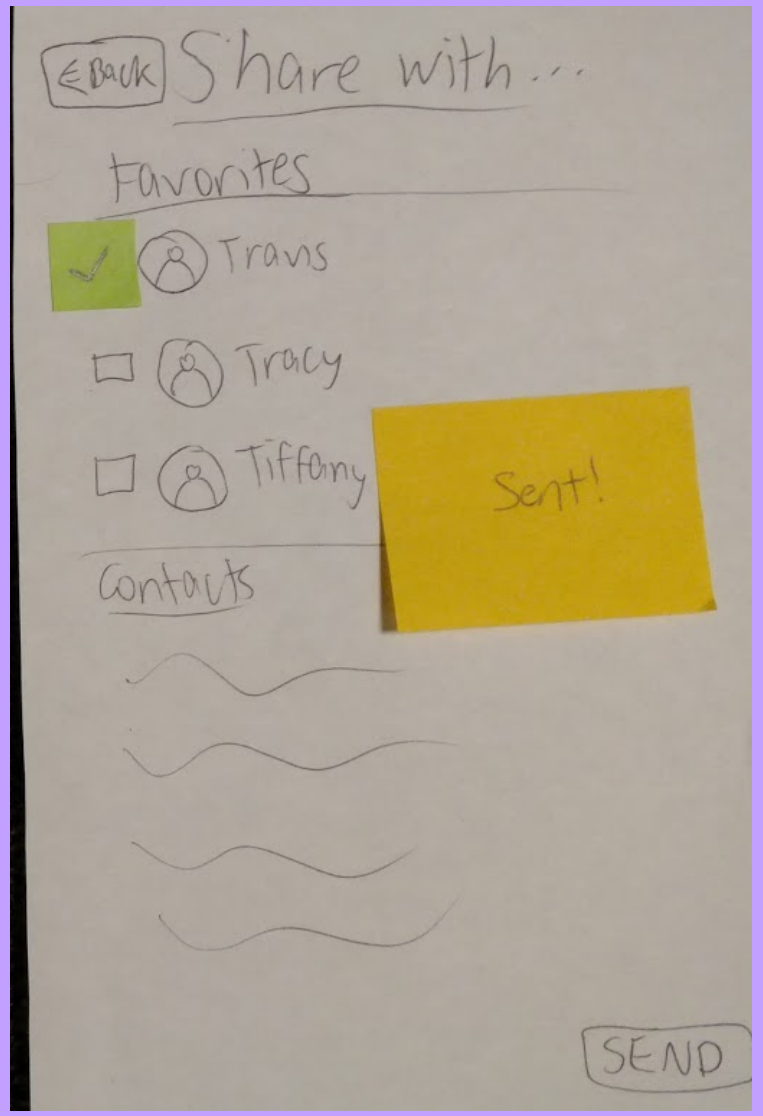


Results from Complex Task



The Good:
- Easy Sharing
- Easy Sizing

The Bad:
- Options
- Closet?



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UI Changes

Remove the “Start Shopping” button

Make swiping more intuitive

Distinguish closet from purchase

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UI Changes

No more stress
“Shopping made easy”
Mobile
Paper phone
Three tasks
Stanford mall shoppers
People like it but it’s not clear
Streamline and assist

Questions?