



Low-Fidelity Design

Window

Mixed Reality

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A top-down view of various clothing and accessories laid out on a dark, textured surface. On the left is a pair of blue denim jeans with a red and yellow patch on the waistband. Below the jeans is a pair of grey and white striped socks with red heels and toes. In the center are a pair of white sneakers with white laces. Above the sneakers is a round, light-colored hat with a green patterned top. To the right of the hat is a blue and white mug. Further right is a yellow and white striped hat with a red and blue trim. Below the yellow hat is a white, textured sweater with a yellow pocket. The text "Shopping made easy" is overlaid in white, sans-serif font across the middle of the image.

Shopping made easy

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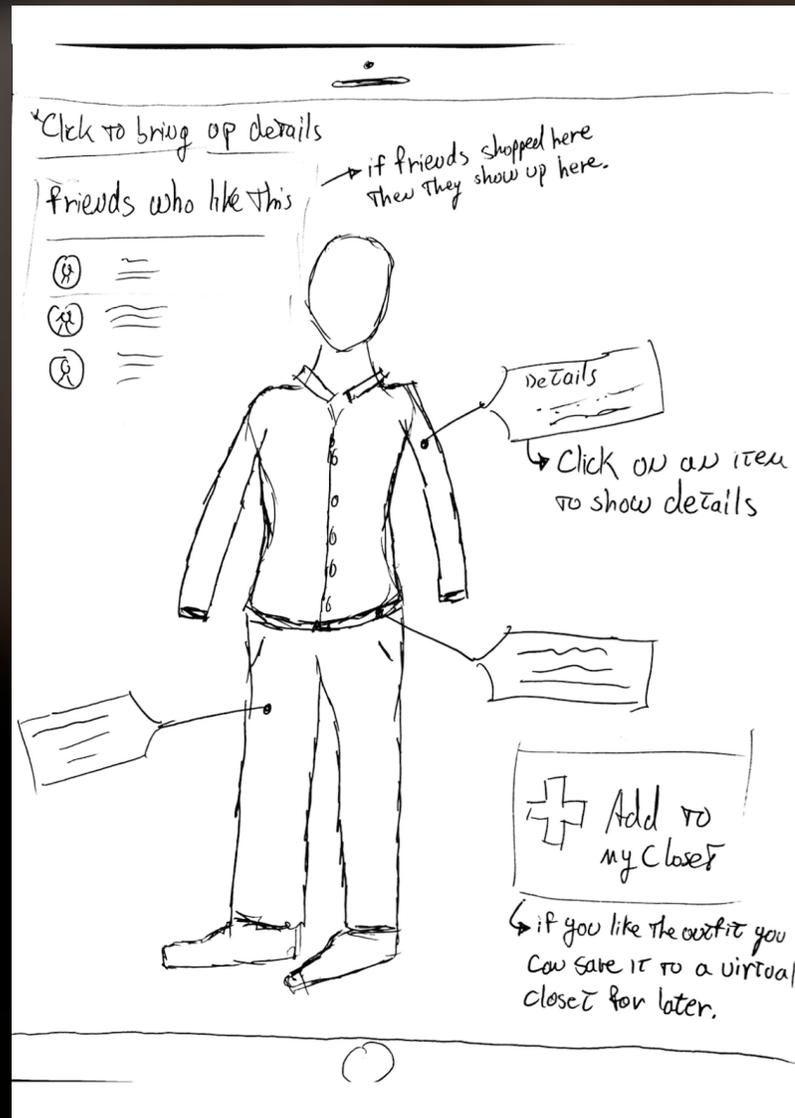
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Mobile Application



Prevalence

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Simple UI

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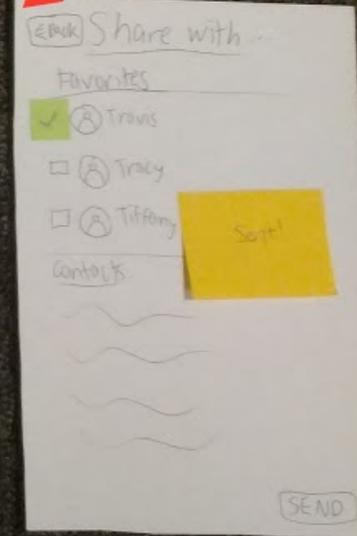
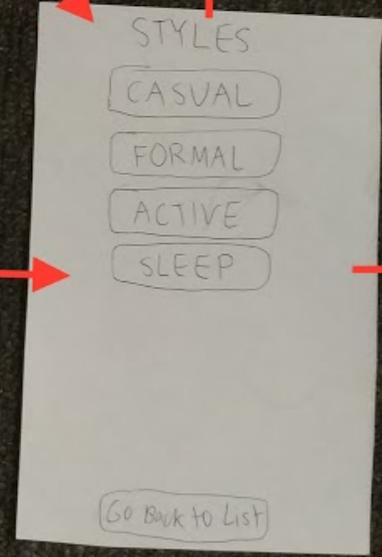
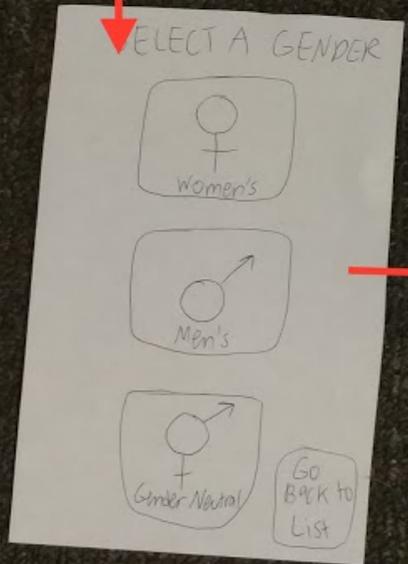
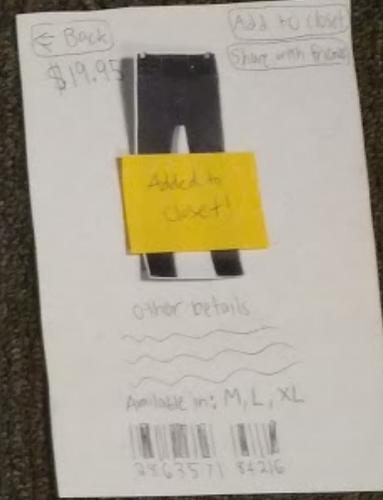
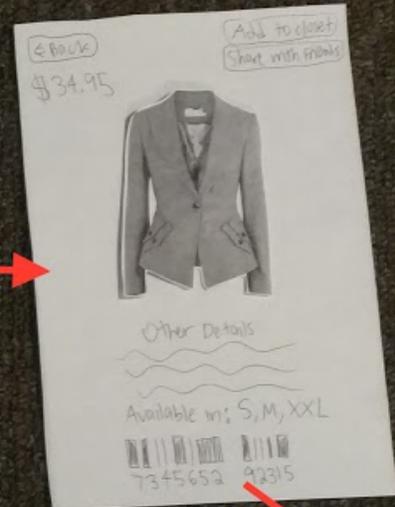
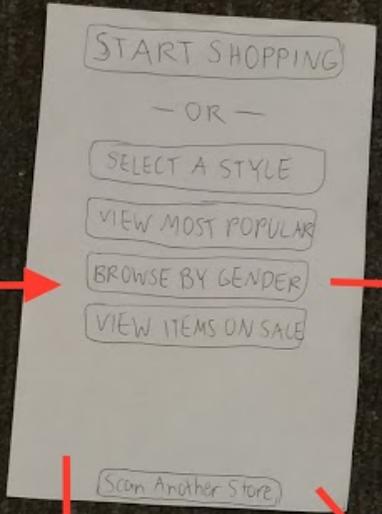
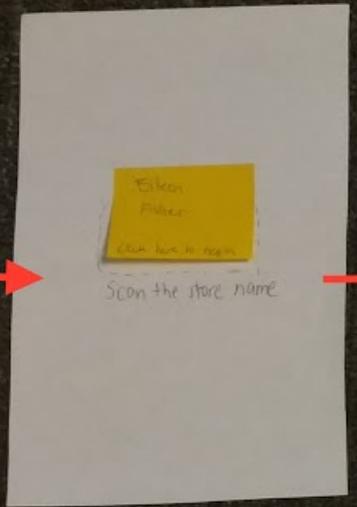
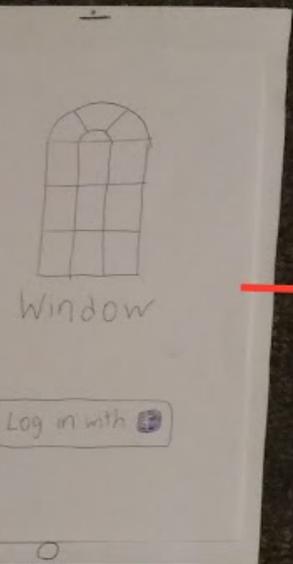
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View Profile
Friends List
My Closet
Stores Near Me
Settings
Log Out

← BACK PROFILE



A hand-drawn sketch of a user profile page. It features a large circular placeholder for a profile picture at the top. Below the picture are four horizontal wavy lines, representing a list of items or details. The page is titled 'PROFILE' with a 'BACK' button in the top left corner.

My Friends
ADD A FRIEND

-  Alex Berner
-   or
-  Alex Lerner
-  Alex Smith

← BACK MY CLOSET



A hand-drawn sketch of a 'My Closet' page. It shows a full-body figure wearing a red zip-up jacket and black pants. The page is titled 'MY CLOSET' with a 'BACK' button in the top left corner.

← BACK STORES NEAR ME



A hand-drawn sketch of a 'Stores Near Me' page. It depicts a map layout with several rectangular markers representing store locations. The page is titled 'STORES NEAR ME' with a 'BACK' button in the top left corner.

← BACK SETTINGS



A hand-drawn sketch of a 'Settings' page. It consists of five horizontal wavy lines, representing a list of settings options. The page is titled 'SETTINGS' with a 'BACK' button in the top left corner.

← BACK ALEX'S CLOSET



A hand-drawn sketch of 'Alex's Closet' page. It shows a full-body figure wearing a light blue button-down shirt and tan cargo pants. The page is titled 'ALEX'S CLOSET' with a 'BACK' button in the top left corner.



A collection of hand-drawn sketches of various clothing items, including shirts, sweaters, and pants, arranged in two rows. The top row features four shirts: a blue long-sleeved shirt, a green short-sleeved top, a grey t-shirt, and a red long-sleeved shirt. The bottom row features six pairs of pants: black, tan, olive green, tan, dark grey, and blue jeans, followed by a pair of tan shorts.

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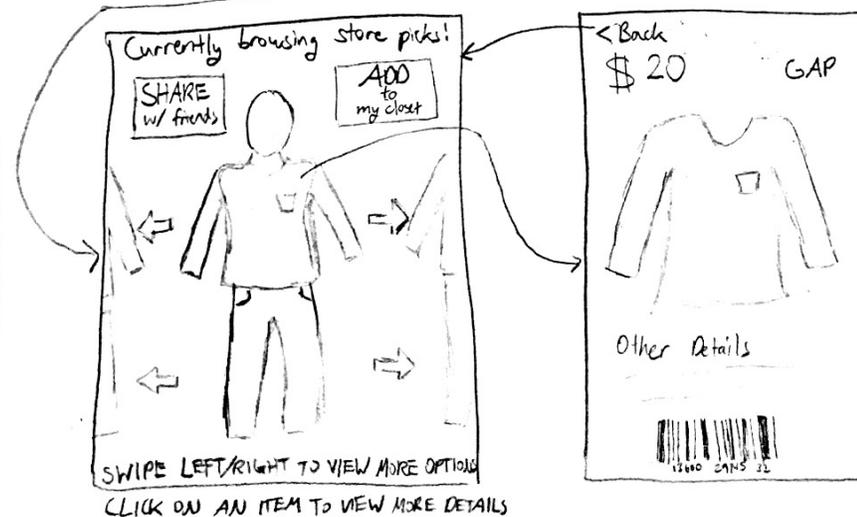
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Simple Task

Simple Task: Browsing for clothes ("window shopping")



Complex Task

Complex Task: Shopping for someone else and asking for opinions on outfits



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- Stanford Shopping Center
- Three Diverse Shoppers
- Our Roles
- Quick Demo
- Assign Tasks
- Testing Measures: AR, pauses, strange clicks



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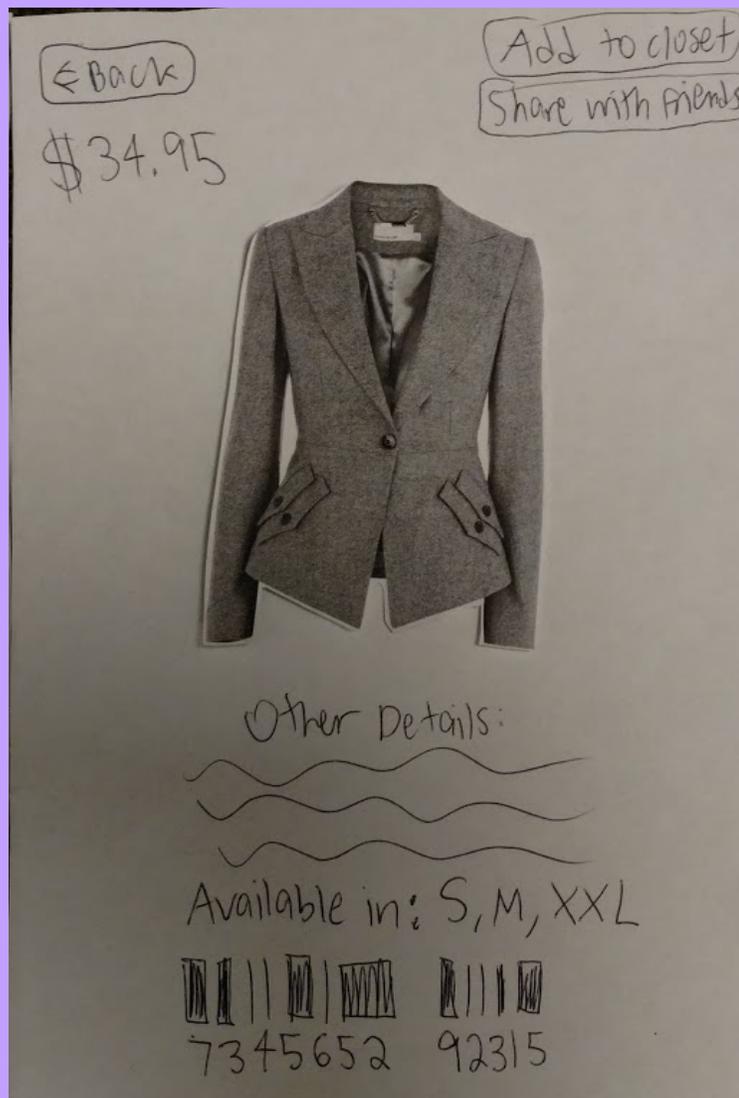
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Results from Simple Task

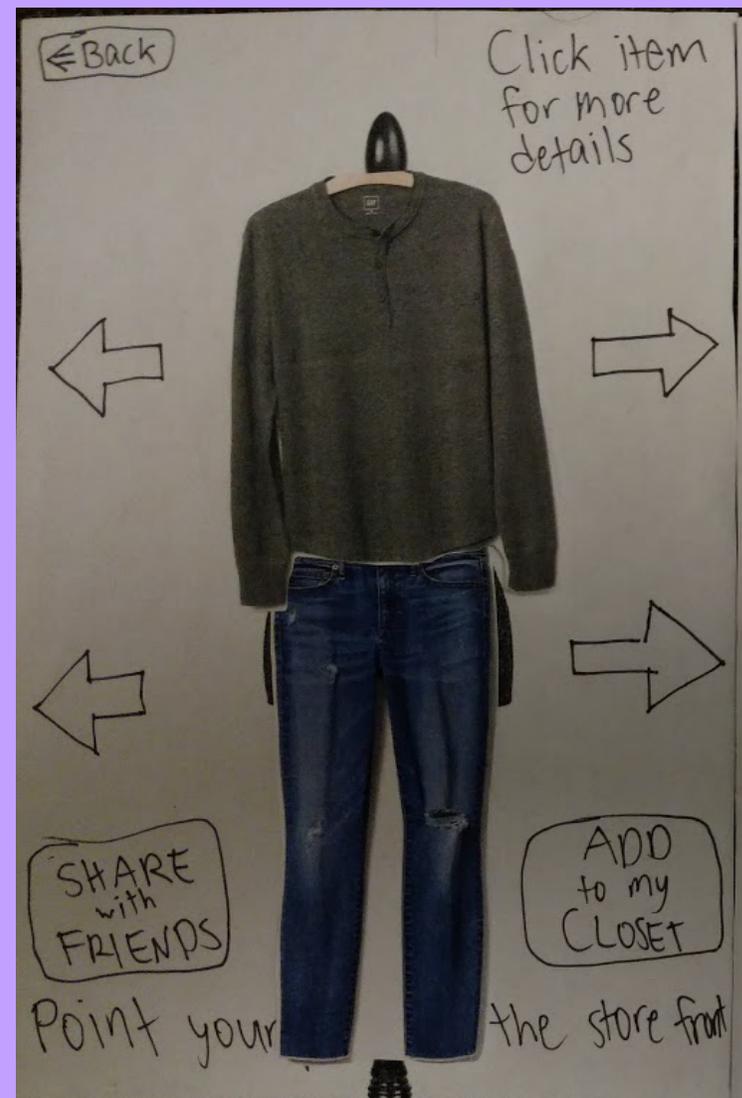


The Good:

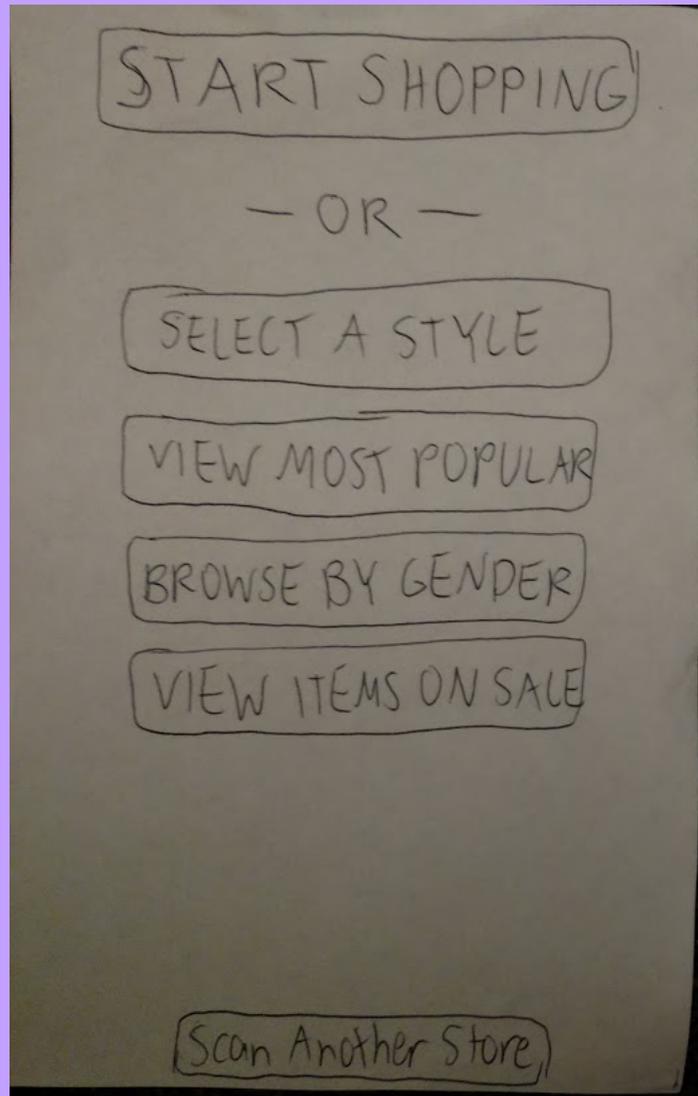
- Enthusiasm
- Novelty

The Bad:

- Swiping
- When is it AR?



Results from Moderate Task

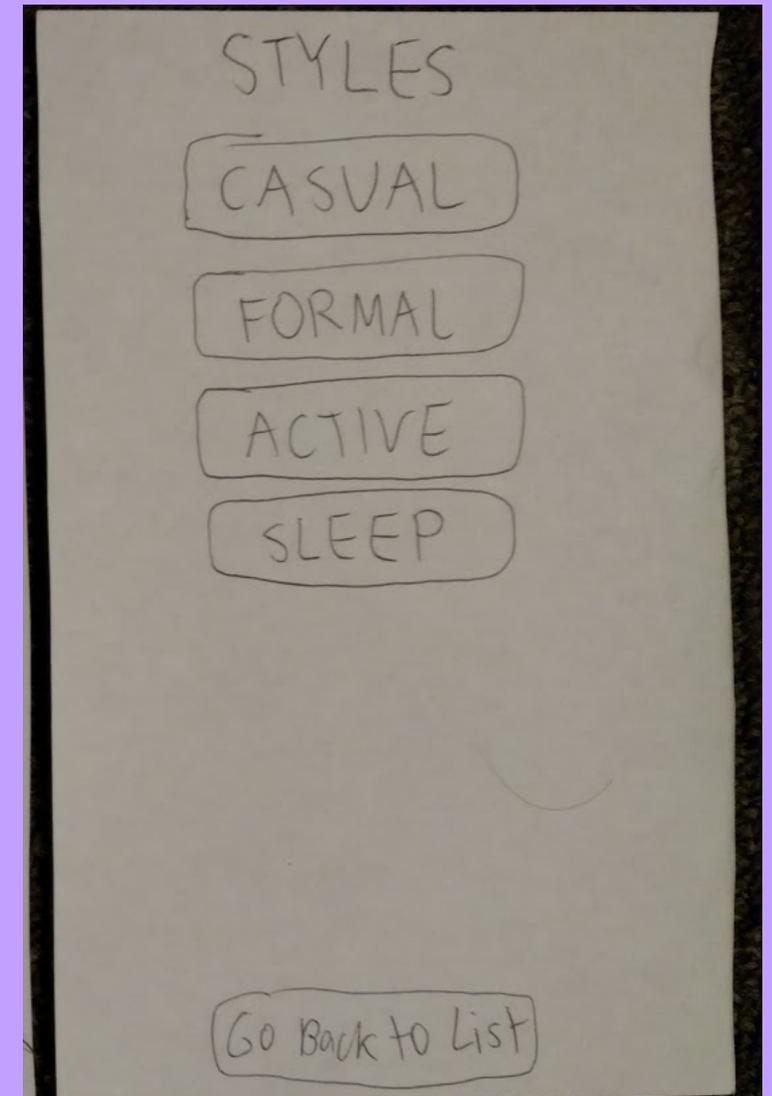


The Good:

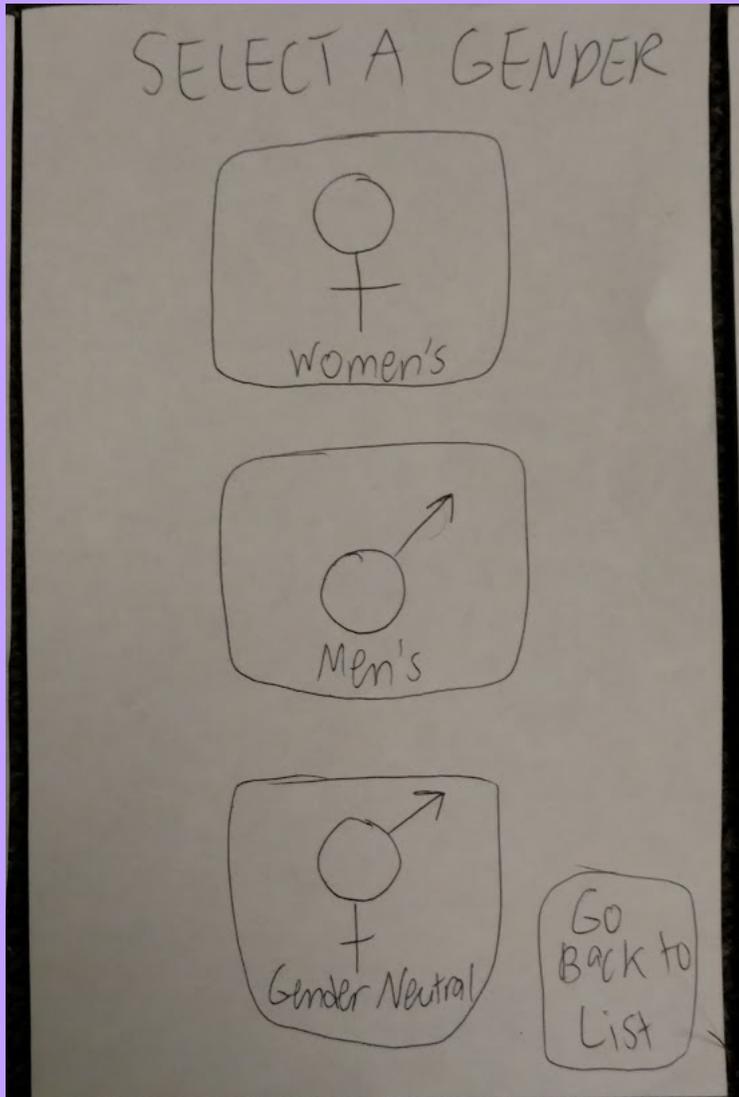
- Details Screen
- Filters

The Bad:

- Viewing price
- Try it on



Results from Complex Task

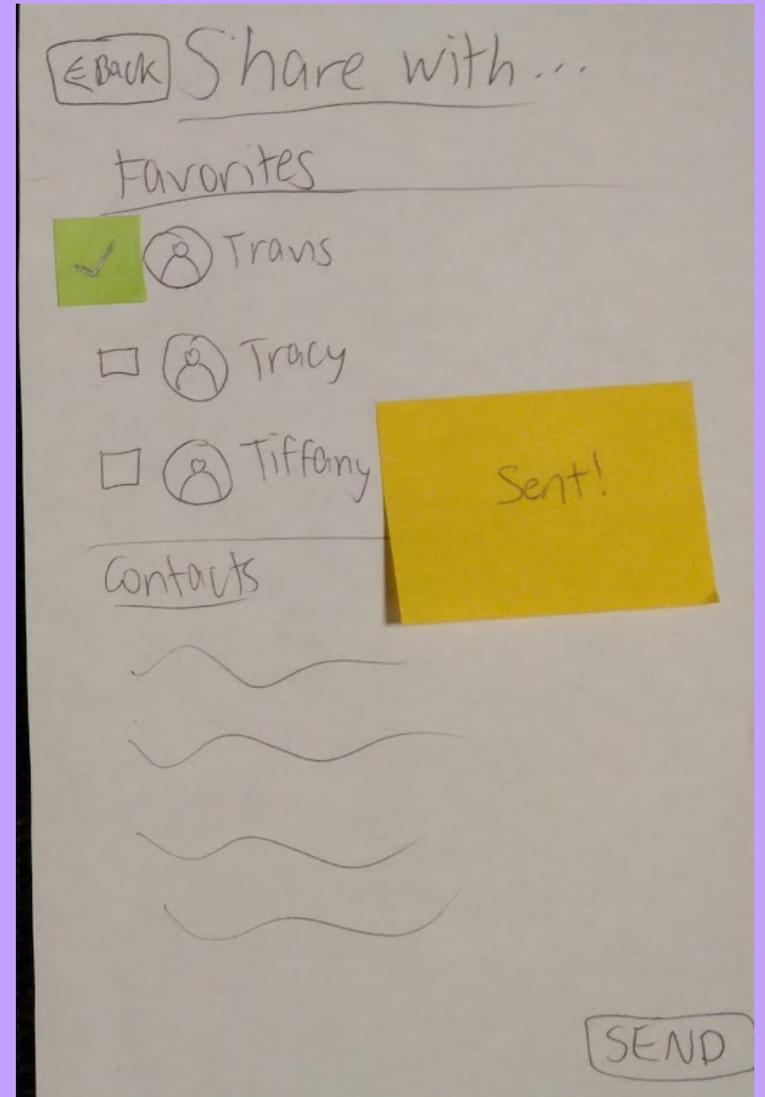


The Good:

- 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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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?