



Medium-Fidelity Design

Window

Mixed Reality

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Value
Proposition

Tasks

Design Changes

Med-Fi Task
Flows

Prototype
Overview

Screenshots

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Proposition

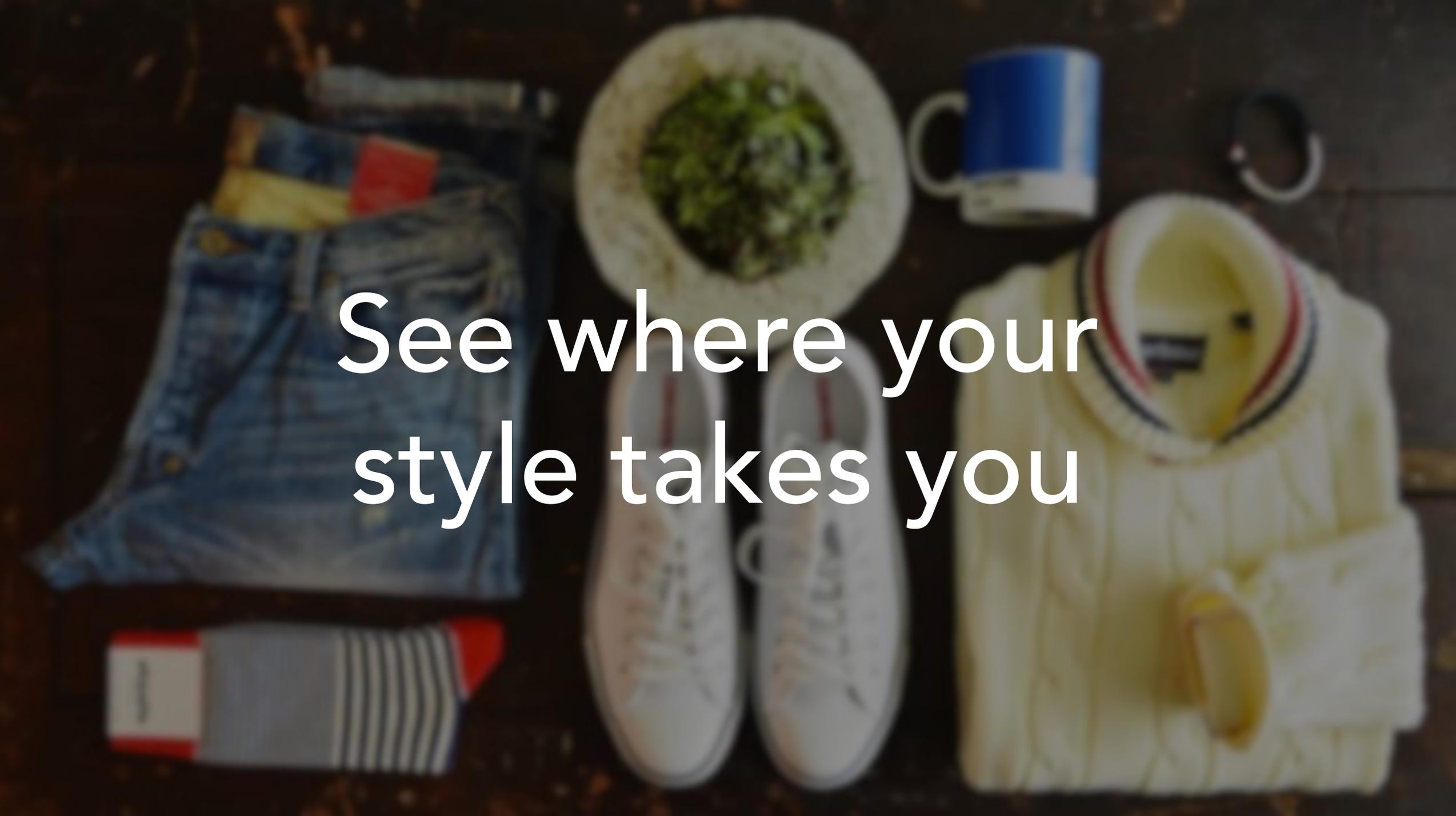
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A top-down view of various lifestyle items arranged on a dark, textured surface. On the left is a pair of blue denim jeans with a red and yellow waistband. Below the jeans is a pair of grey and white striped socks with red heels. In the center is a white plate of green food, a pair of white sneakers, and a blue and white mug. On the right is a yellow hat with a red and blue band and a white sweater with a yellow pocket. The text "See where your style takes you" is overlaid in the center in white.

See where your
style takes you

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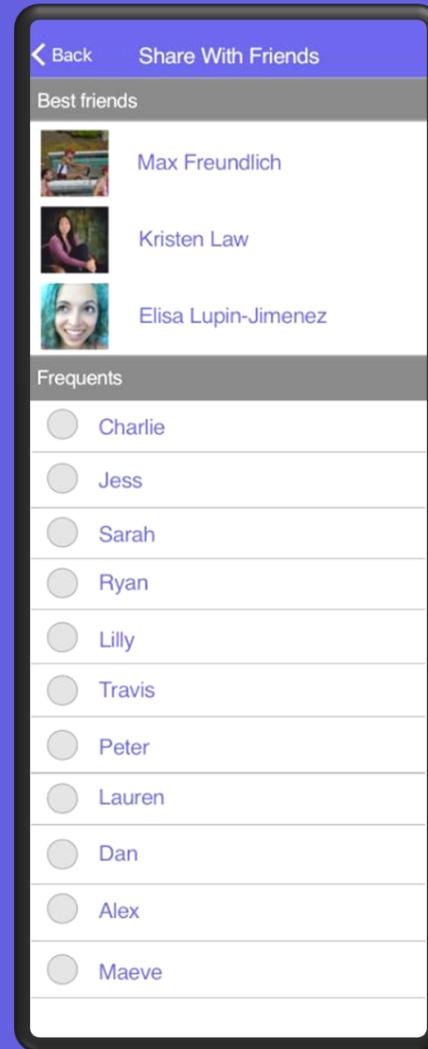
Simple Task: Browse



Moderate Task: Budget Interview



Complex Task: Find Clothing for a Friend



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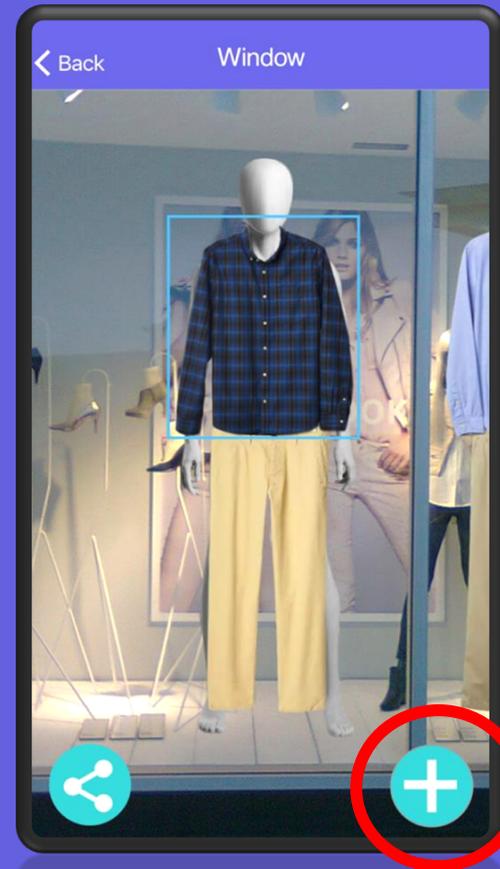
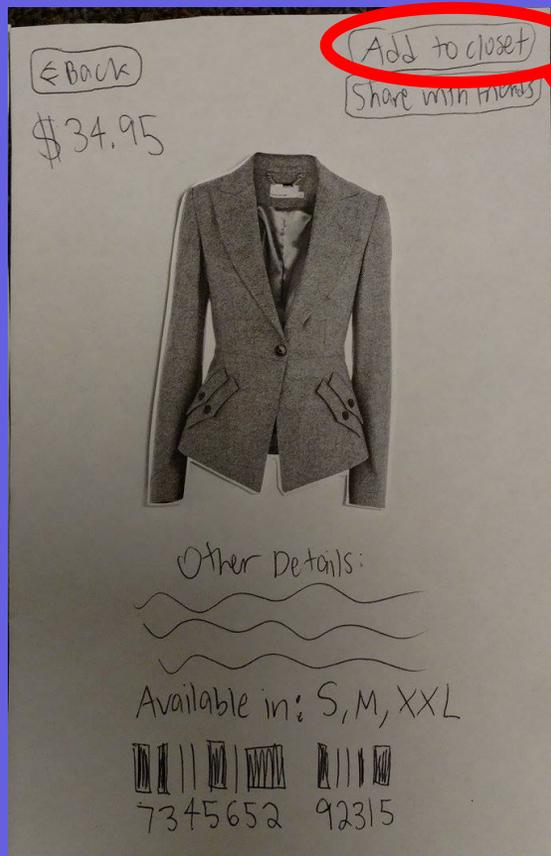
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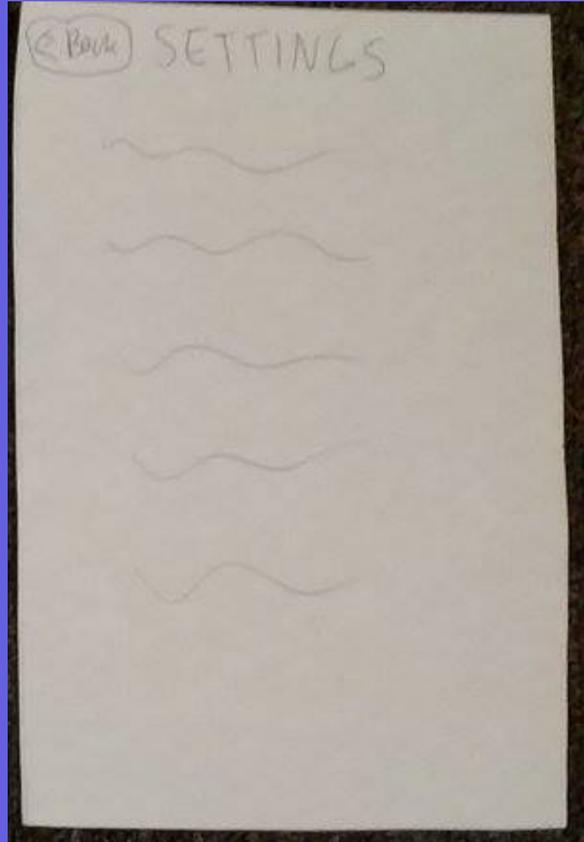
Improved "Closet" Accessibility



Before

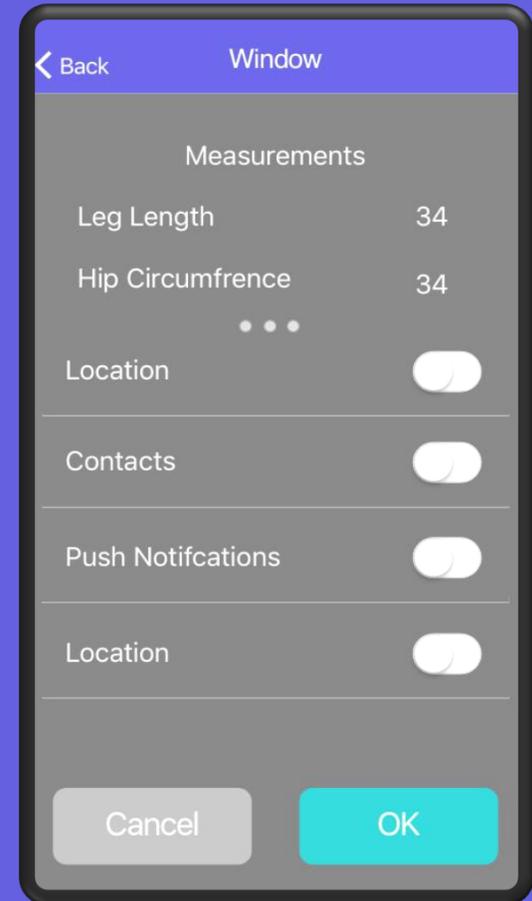
After

Personalized Settings



Before

Custom
measurement
input



After

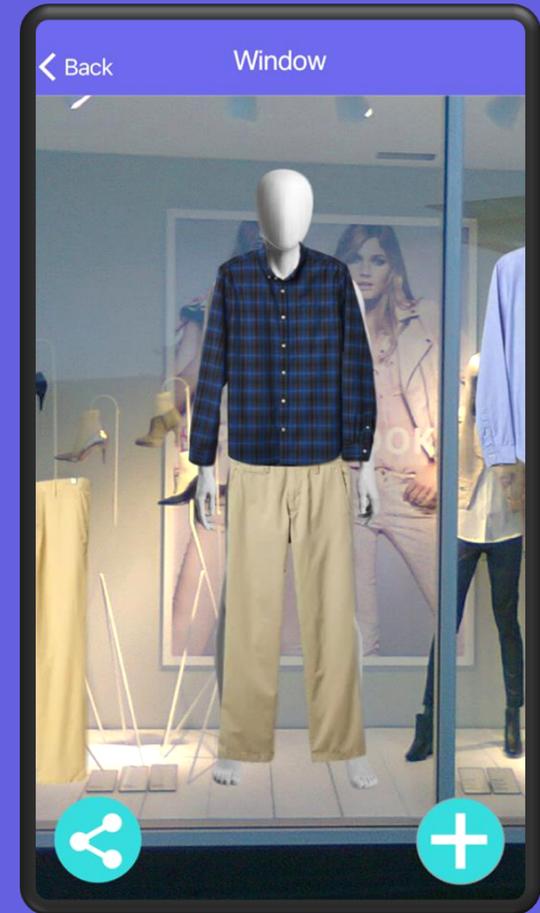
Intuitive Swiping



Before

No more
arrows

Preview of
next outfit



After

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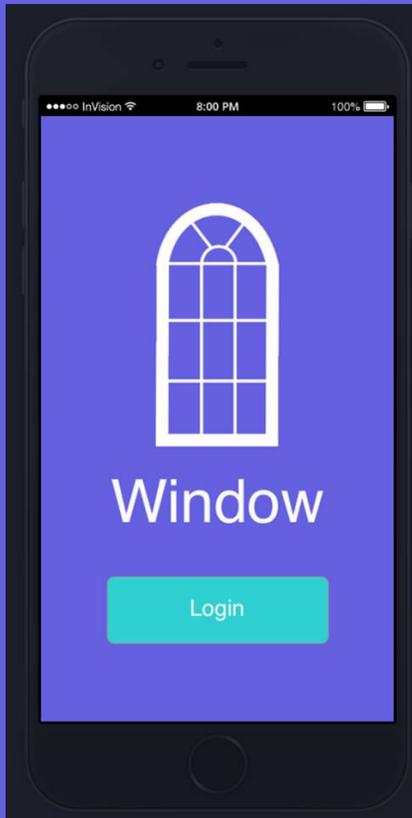
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Simple Task Flow



Login



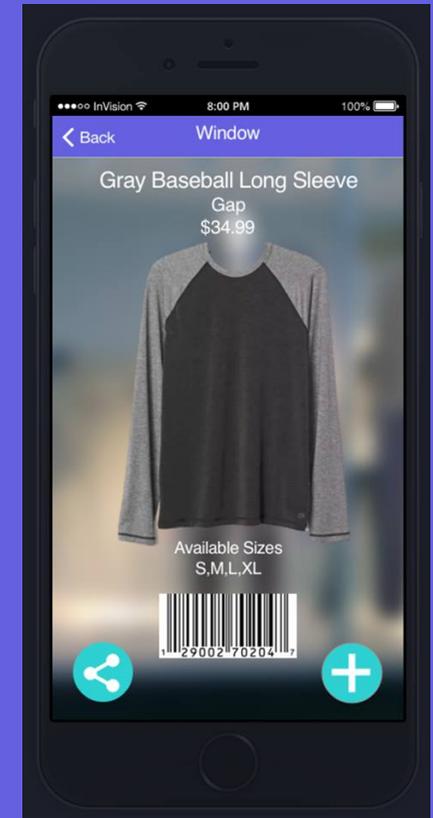
Choose a store



Start shopping!



Tap on the shirt

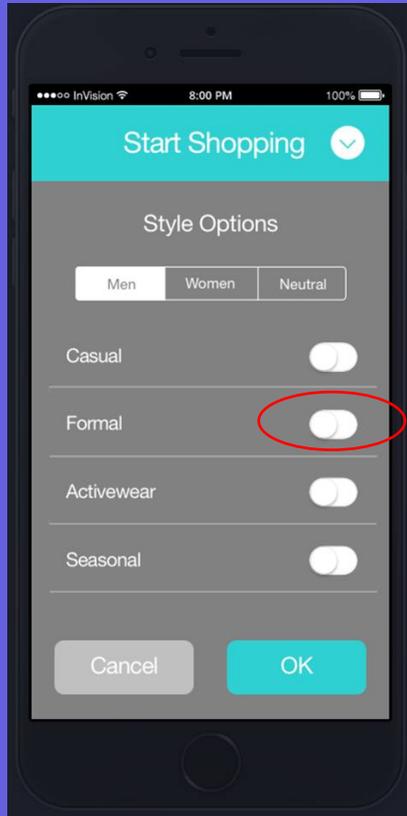


Explore details

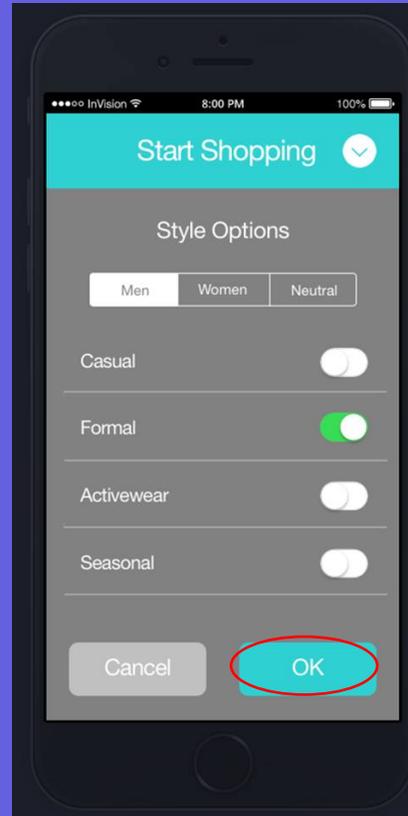
Moderate Task Flow



Click the up arrow



Select a style



Click "OK"



Tap on the shirt

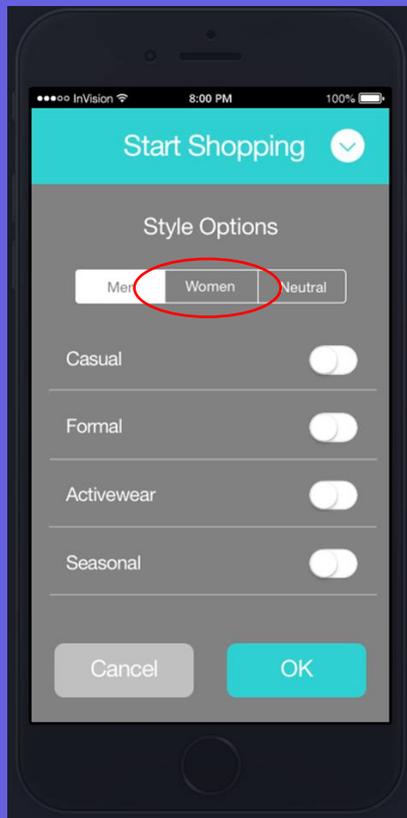


Check prices

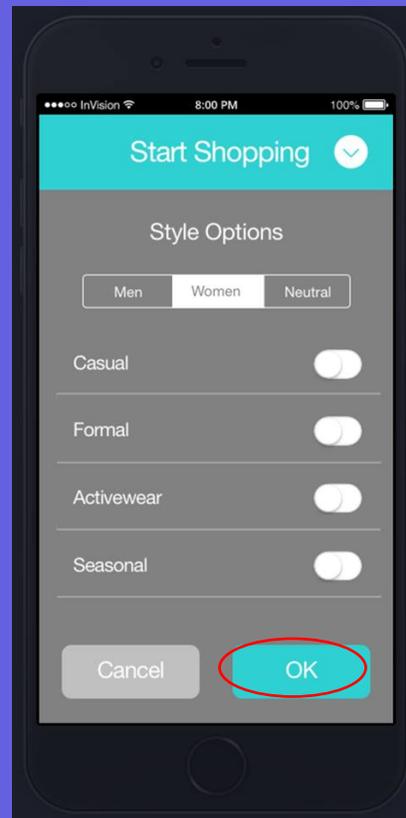
Complex Task Flow



Click the up arrow



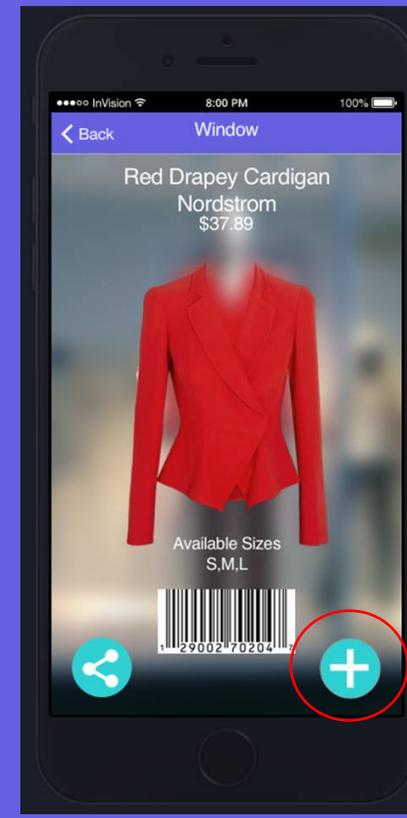
Select a gender



Click "OK"

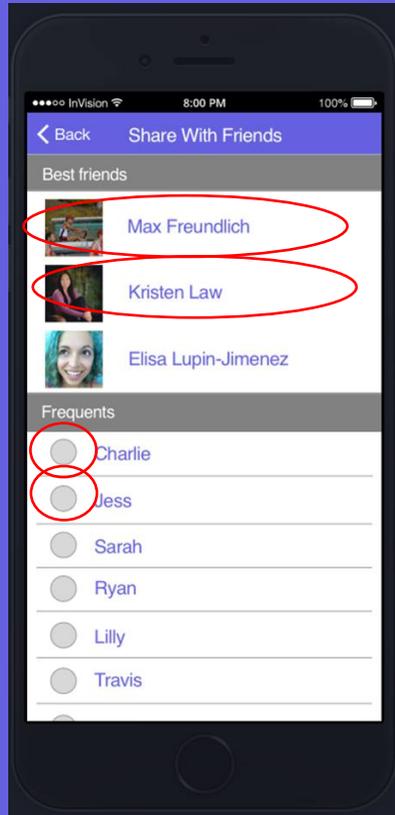


Tap on the shirt

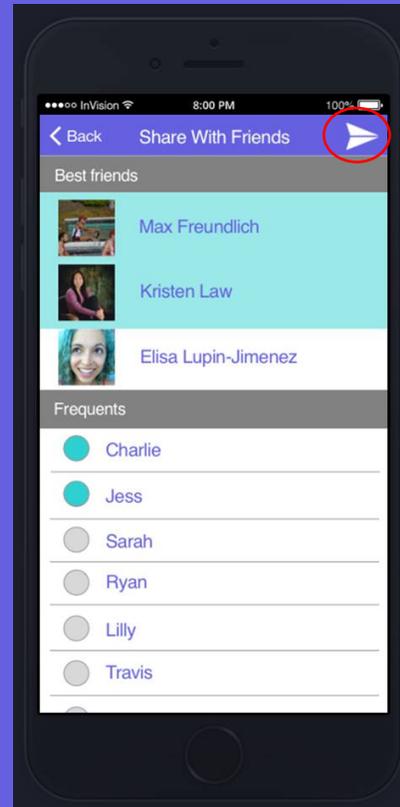


Click "Share"

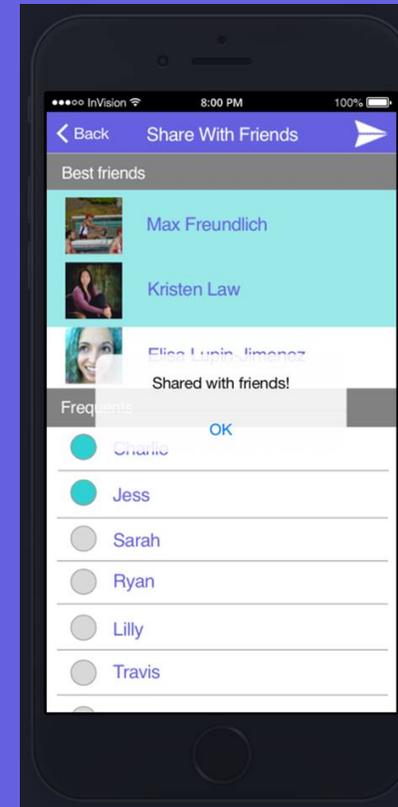
Complex Task Flow (cont.)



Choose friends



Click "Send"



Success!

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Prototyping Tools

- Sketch
 - iOS components
 - *Limited geometry*
- InVision
 - Collaboration
 - Workflow
 - *Limited motion*



Limitations

Limited sharing
options

No swiping
mobility on
desktop

Not implementing
AR yet

“Wizard of Oz” Techniques

Still images in
place of AR-
enabled scene

“Custom fit” avatar
is fixed for now



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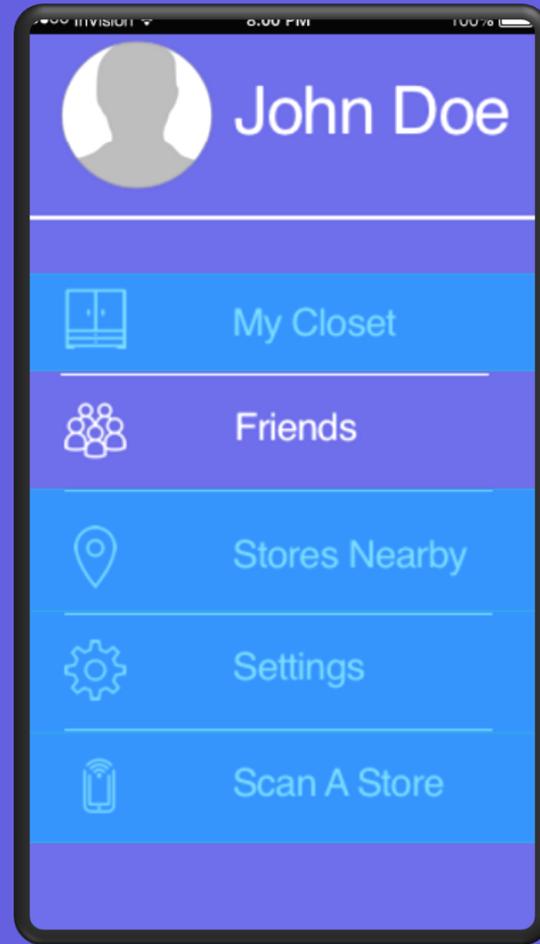
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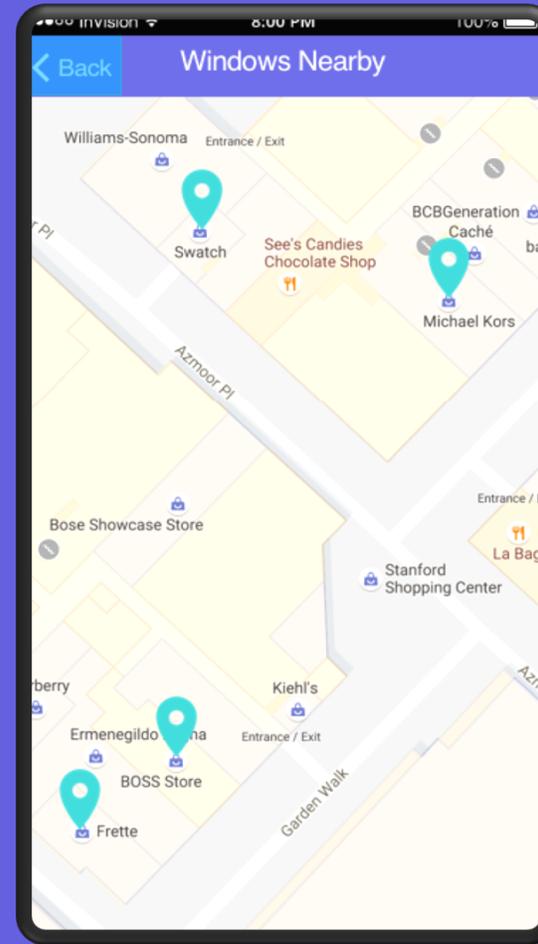
Screenshots

Additional Screenshots

Profile
Screen



Stores
Nearby





Questions?