



PATCH:

Hi-Fidelity Prototype

By Hypebeasts for Sustainability



SHOP SMARTER,
STYLE SUSTAINABLY.

Patch is Going After Fast Fashion.



Today, clothes can be found at lower prices than ever; trends come and go faster than we can keep up with. We can dress like our favorite celebrities and influencers by buying cheap clothing that falls apart after only a few washes.

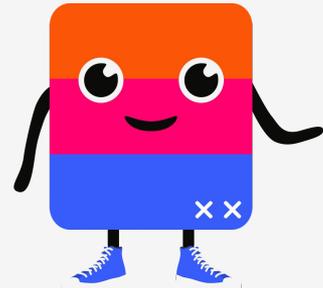
What lurks behind the shiny ad-campaigns? A grim reality of **low wages** and even human rights abuses for workers, **pollution of our natural environments**, and much more...



Our Mission

Patch is a browser extension that helps consumers move away from Fast Fashion and impulsive purchasing. By making sustainable shopping **attainable, fun, and instinctive**, it helps users build a habit of thinking deeper about their purchases. Patch provides consistent **nudges** and facilitates **social connections** around these efforts.

Hi! Let's find a better, more sustainable option





Overview

- Heuristic Evaluation Results
- Heuristic Evaluation → Design Changes
- Implementation Status
- DEMO



Heuristic Evaluation: Overview

Total Violations: **50**

- Severity: 4 (**7** Violations)
 - 6** Changes
- Severity: 3 (**13** Violations)
 - 12** Changes
- Severity: 2 (**13** Violations)
 - 6** Changes
- Severity: 1 (**17** Violations)
 - 13** Changes

How We're Tracking: Feedback → Changes

Feedback	Design Change	Implement?	Status	Notes
Patch icon in the chrome bar does not have any indication that Patch has a notification / recommendation even when the pop-up is closed	Add notifications to Patch icon in extensions toolbar	Maybe	Not started	
There are no confirmation messages when posts are made.	Add a little dialogue once the post has gone through "Posted to feed"	Yes	in progress	maybe just a litt
After clicking on the "Recommendations from Patch" button or the "Ask friends to trade or recommend" button on the Activity page (which correspond to the complex and medium tasks), none of the icons on the bottom navigation bar are highlighted, making it unclear where exactly the user is in the extension.	Highlight the appropriate icons, or add new icons to the navigation bar corresponding to this process	No		
On first pop-up screen that suggests Patagonia and EarthHero, the buttons do not show any feedback that they were pressed.	Have the button state change when clicked - fill in the color, change the color of the text, etc.	No		
On the Preview Post page the option to "Post to friends" is in the bottom left corner and the option to "Post to public" is in the bottom right corner. Typically in western culture, buttons on the left imply backwards motion and on the right imply forward motion.	Put "post to friends" and "post to public" buttons on the bottom right	Yes	done	
The Activity page seems to correlate with the "home" icon on the bottom navigation bar of the extension. This seems inconsistent with the universal real-world meaning behind the house symbol.	Change the title of the home page from "Activity" to "Feed"	Yes	done	
When Patch says: "Fine. Go." In the real world, if I made a choice counter to what my mentor/coach wanted me to do, I would expect my mentor/coach to explain why what I did was wrong and encourage me to do better next time rather than to simply tell me "Fine. Go."	Change to: "That's too bad; I'm always here if you want to explore more sustainable choices."	Yes	Done	



Design Changes: High Severity

Feedback:

- Confusing language: “Phone my PatchMates” (H2)
- No emergency exits when users are creating a post (H3)
- Colors used throughout pop-ups lacking consistency (H4)
- Cancel button is often present when there should be a back button (H4)
- On day 2 after waiting, users must remember what was in their cart (H6)



Change:

“Ask my PatchMates”

Add an option to go back to previous screen

Solidify style guide and implement in hi-fi prototype

Add a back button when users are going through a flow

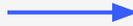
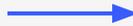
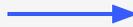
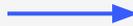
List out items that were in the cart when asking users what they'd like to do



Design Changes: Mid Severity

Feedback:

- Button style, capitalization, emphasis inconsistent throughout (H8)
- User must enter descriptive elements when messaging PatchMates, but Patch can autofill these to streamline (H7)
- Missing flow: going from home menu to getting a custom rec (H2)
- No option to edit or take down a post (H3)
- Option to get redirected to other websites is only present in the pop-up for a website homepage, not a specific item (H3)



Change:

Solidify style guide, implement system

Have Patch autofill descriptors when the user is looking at specific item

Add this flow

Add this option

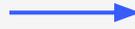
Add an option to get redirected to other sites when looking at specific item



Design Changes: Lower Severity

Feedback:

- Celebrating Patch popping up at different locations (H8)
- Filling out the recs form is step-by-step: inappropriate for experienced users (H7)
- Initial pop-up gives quick recs, but it could change based on user preferences (using AI and data) (H7)
- Cross stitching design in the Patch Mascot's pants may be misinterpreted as a cancel button (H8)
- Some obscure item descriptors (i.e. "rib trim") lack context (H10)



Change:

Make these locations consistent (more of a Figma issue)

Make the form all be one step

Change "quick recs" to "smart recs" – this is the intended function that is hardcoded

Add another stitch to both logo and mascot

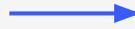
For obscurer words, add a hover feature that gives a short definition of descriptor



Design Changes: Surface-Level

Feedback:

- No confirmation messages when a post is made (H1)
- “Post to friends” being on bottom left suggests going back a step (H2)
- Having the home icon connect to a page called “activity” is misleading (H2)
- Confusing phrasing: “Ask friends to trade or recommend” (H2)
- No context for why Patch is celebrating when user makes sustainable choices (H2)



Change:

Add a confirmation dialogue one feed when post has been made

Have both “post to friends” and “post to public” on the bottom right

Change the name of the page to “feed”

Change to “Ask friends to recommend or trade”

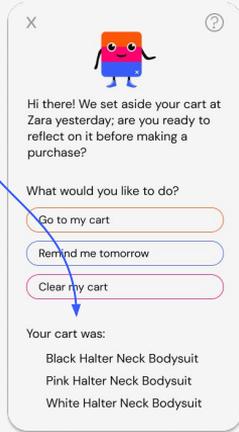
Add a dialogue from Patch character: “Good job staying mindful of your closet!”

Design Changes: Some Visual Examples

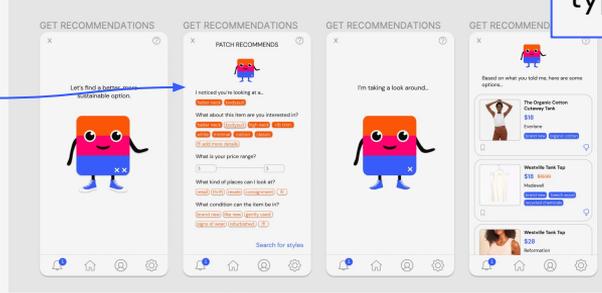


Make posting clearer based on audience + type of request

Listing what was in your cart

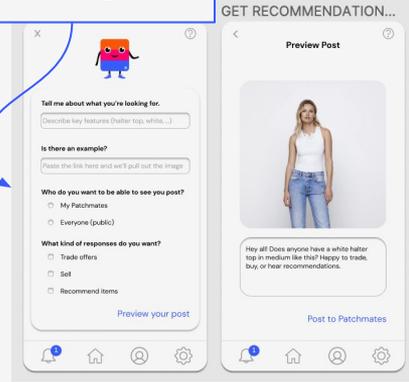


Custom recs process no longer segmented



Providing actionable, encouraging messages

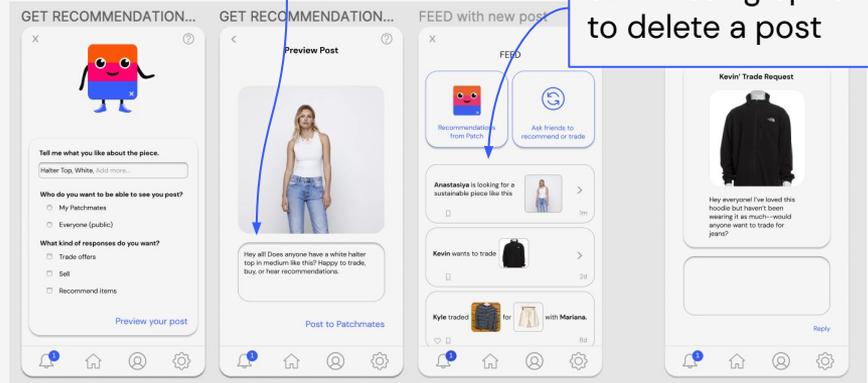
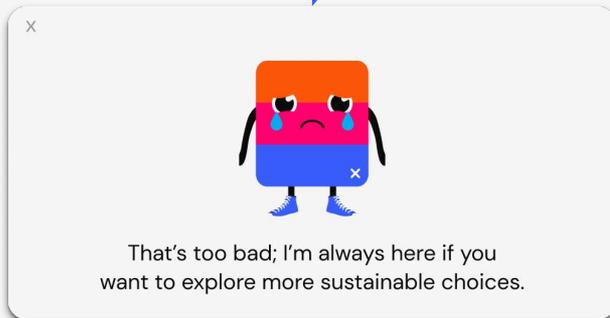
Patch autofills trade/rec requests, language fixes



Still missing option to delete a post

Good job staying mindful of your closet!

Providing context for why Patch is celebrating





No-Change Rationale (Severity 3-4)

- **Recommendation:** Provide more guidance after redirecting to sustainable alternative. (H1, Severity 3)

Rationale: Our current focus is getting the user away from fast fashion and getting out of the way. Good future addition, maybe as an opt-in feature.

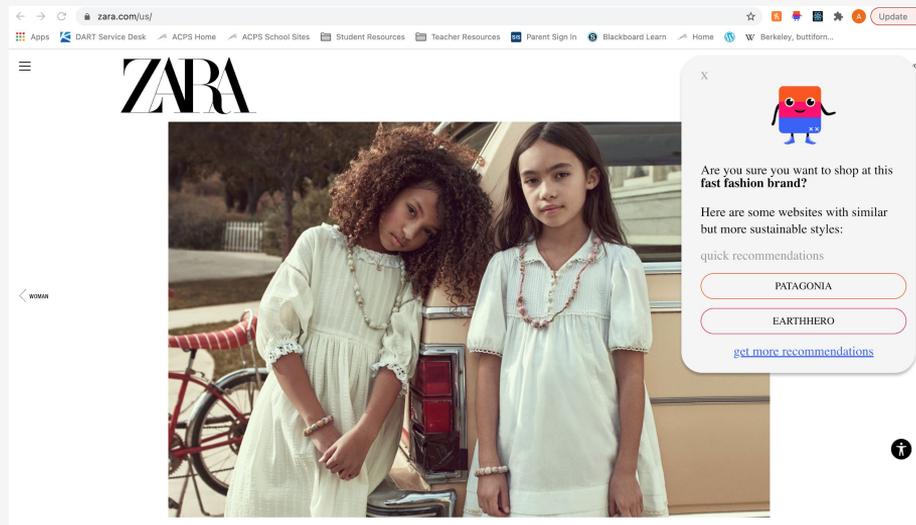
- **Recommendation:** Reversible “clear my cart” decision, reversible “wait and think” decision, go back after going to another website. (H3, Severity 4)

Rationale: We aren't trying to make fast fashion easy, and the browser can already navigate back to a previous webpage.



Implementation Status: Current Progress

- Front end uses React.js and HTML/CSS
- Backend uses Chrome APIs
- Figma to handle redesign, rough CSS
- Task 1 (waiting to make a purchase pop-ups) mostly complete
- Some progress on Tasks 2, 3 (navigating the drop-down)





Implementation Status: Shortcuts

- All social interactions (posts, profiles, etc.) are populated by us
- Recommender system recommendations are hardcoded
- Pop-ups respond to specific URLs rather than parsing the page for information
 - Limits sites for testing
 - All features that read the page are hard-coded
- Reminder pop-up is not time-based



Implementation Status: Next Steps

- Fix drop-down navigation
- Finish drop-down template (CSS), adjust for varying screen sizes
- Finish implementing selected revisions to heuristic violations (transfer from Figma to Chrome extension)
- Populate the second task (social feed and recommendations)
- Populate the third task (getting recommendations from Patch)
- Develop more rigorous backend to implement time-based reminder and parse URLs on page change
- Dynamic sizing of drop-downs
- Reach goal: “Maybe” heuristic follow-ups



Demo Time!



Implementation Status: Questions and Bugs

- It'd be nice to hear about our redesigned features!



THANK YOU!

Your Friends, **Hypebeasts for Sustainability**