patch
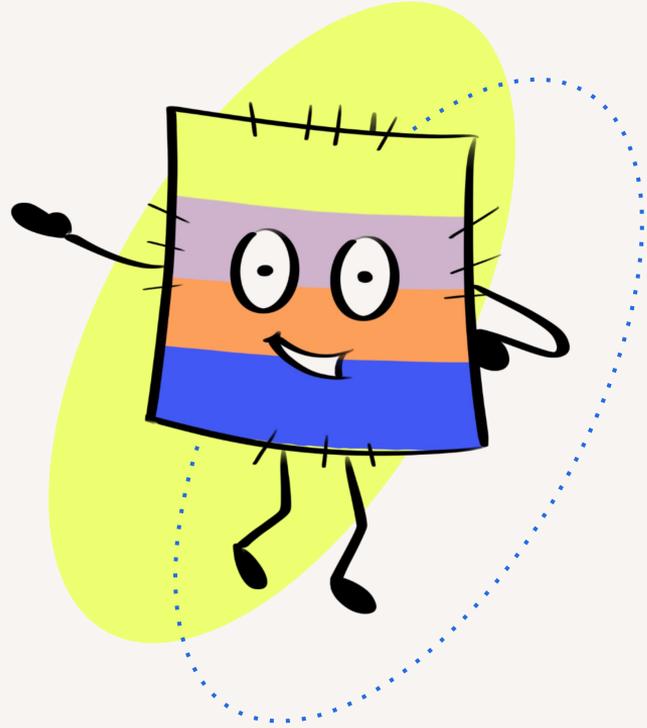
Low-fi Prototyping & Pilot Usability Testing

Overview

✦ **Problem & Solution**

✦ **Mission Statement**

✦ **Selected Interface & Rationale**

✦ **Low–fi Prototype:**

  ○ Simple, Medium, Complex Tasks

✦ **Experiment**

✦ **UI Changes + Summary**

The Problem: Fast Fashion

Consumers rely on, "**cheap, disposable clothing**, made indiscriminately... without consideration for environmental and labor conditions (Vox)" to **follow trends.**

The Solution: Patch

Makes it easier to make sustainable choices when shopping for clothing. This browser extension helps you think through your purchases and find sustainable alternatives that fit your style.

Mission & Value Proposition

Patch's Mission:

Patch aims to help 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.

Value Proposition
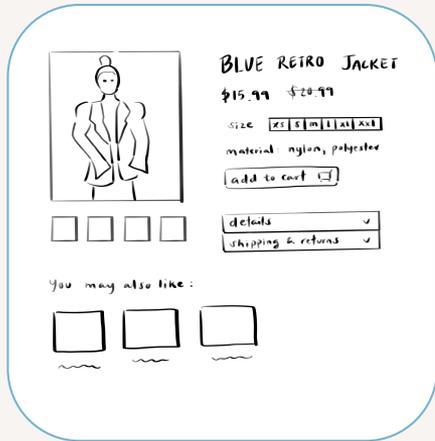
# Shop smarter, style sustainably.

Interfaces
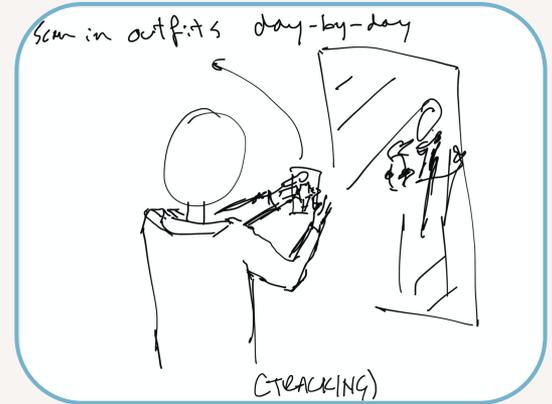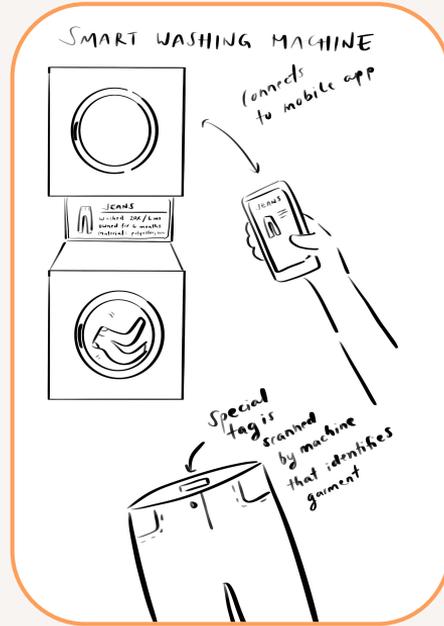
Selected Interface

A browser extension that provides interventions throughout the shopping experience, guiding users toward more sustainable choices. It encourages users to give and receive help from friends to find items that fit their style.
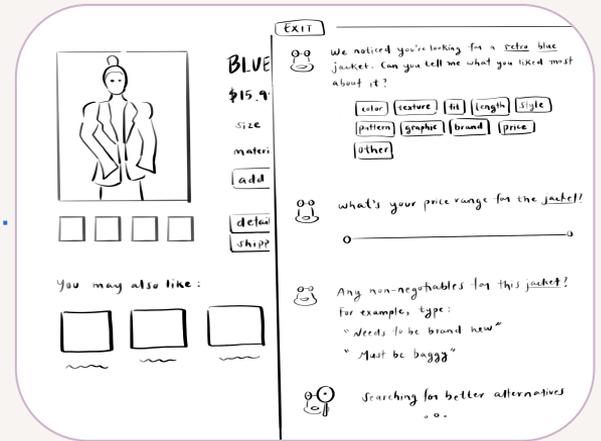
Browsing fast fashion website:

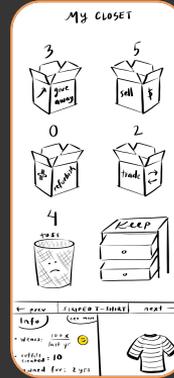Patch recognizes site and offers to help find alternative:
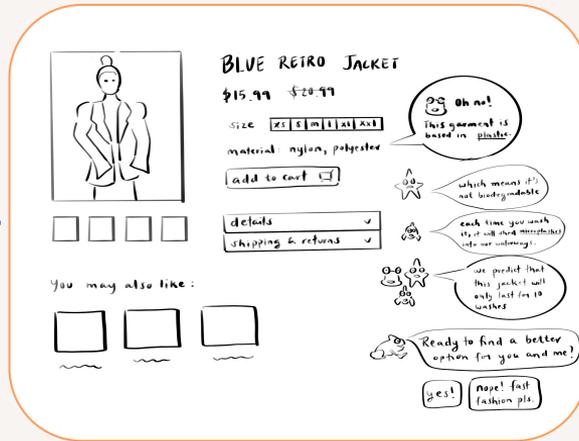
Enter attributes of desired item, Patch sources options.

Selection Rationale

✦ Tough to insert ourselves into the shopping process through mobile apps & other media involving standalone applications

✦ Several of us have sustainability apps downloaded; none of them see regular use

✦ Pro: Access user browsing → insert more precise interventions into the shopping process

✦ Con: Not as easy to track closet, other tasks involving photography (helps us with specificity at least)

Sketch of Mobile App Interface

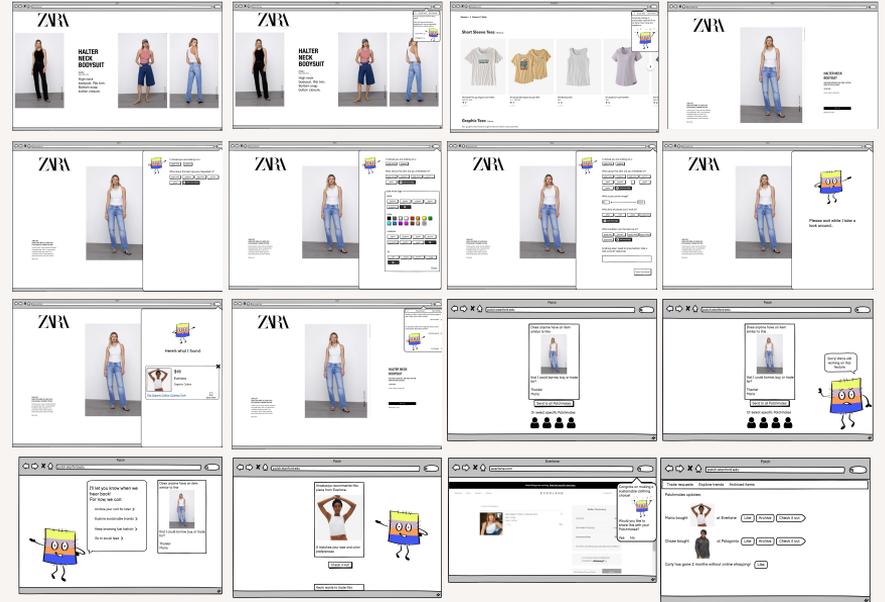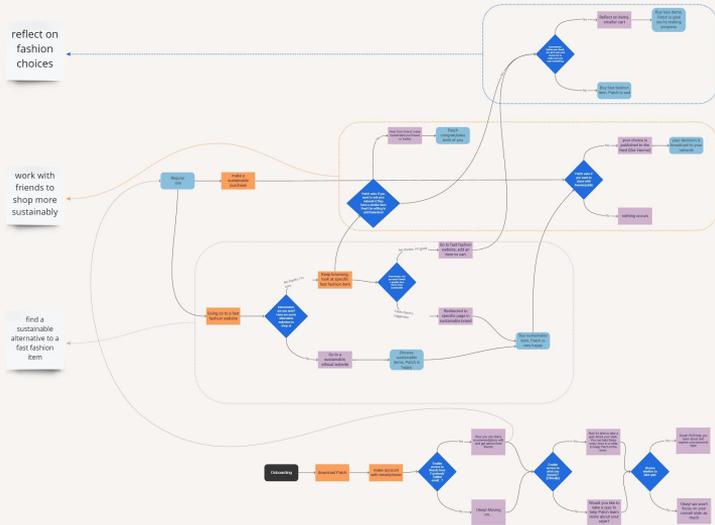| PROS & CONS	webapp/browser extension				mobile app			
Pro	way of giving the shopper a different, healthier perspective on the clothes they're buying	provides possible alternatives to choice of clothes	(easy to just link to another website)	provides nudges right at the source - fast fashion website	uses more advanced technology - AI to analyze photo, audio	always on-hand (trading)	good for taking photos of clothes (trading, tracking)	more gamification is possible
	targets sustainability at the source - time of purchase	can access website content	can be unobtrusive—reminding but not pushing	doesn't require as much direct effort from user to engage (vs. user needs to open app)	more of a social aspect can be implemented	notifications possible at any time	can be applied to in-person shopping	with you during in-person shopping (acquiring)
	factors in variables such as durability, fabric composition, manufacturing practices, etc.							
Con	privacy concerns around users' shopping habits and storing data	can be bothersome/annoying to shopper if the app reminders/nudges and takes too far	marketing/getting people interested in downloading the extension	harder to provide guidance on closet	trading clothes can be tedious/difficult process	user has to open app or allow notifications to be nudged	no access to other apps	app covers more tasks in general - more features to build
	not with you during in-person shopping	uploading photos has more channel factors (trading)	need to explore other ways of assessing wardrobe, personal style	no real tracking (unless when launching zoom or something?)	user has to do a lot of the work	user takes initiative consistently	tasks are more complex in overall	more phone notifications → more cluttering of user's digital environment

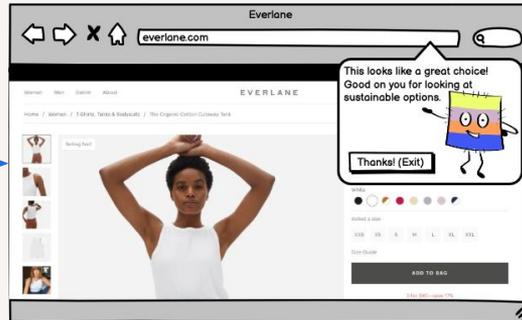# Low-fi Prototype Structure

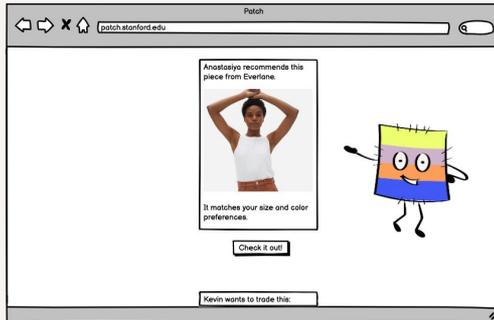**Task Flow** ·········▶ **Prototype in Balsamiq**
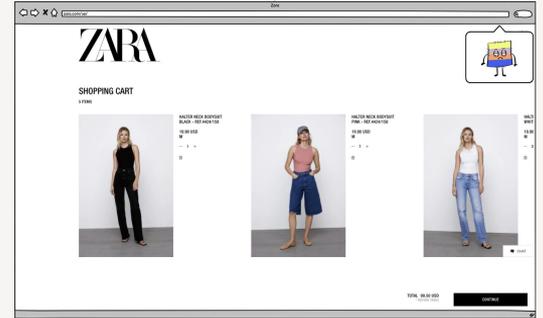
Task Flow: A Closer Look

Low-fi Prototype: Simple Task

Task: Reflect on fashion choices

Low-fi Prototype: Medium Task

Task: Work with friends to shop more sustainably
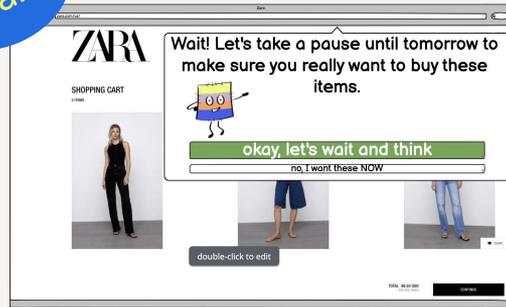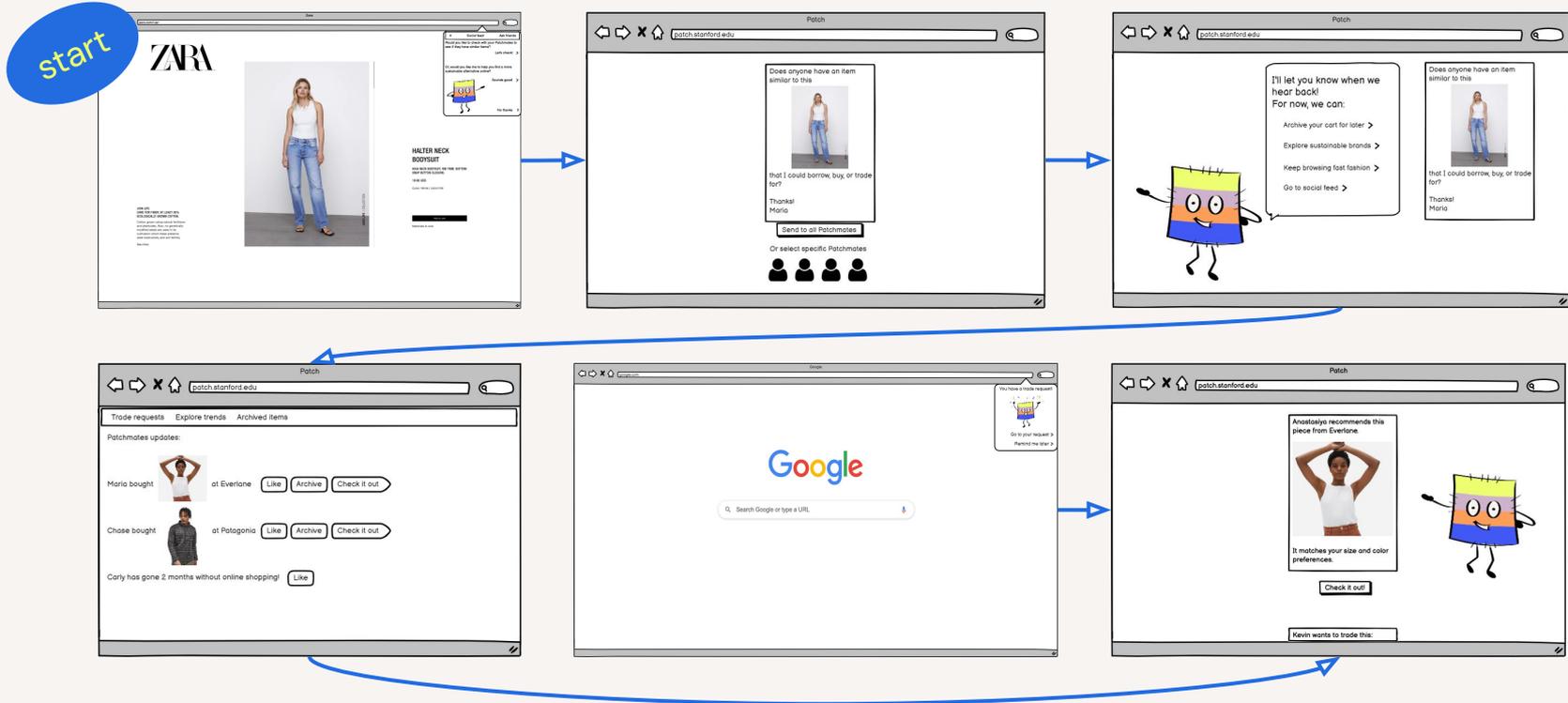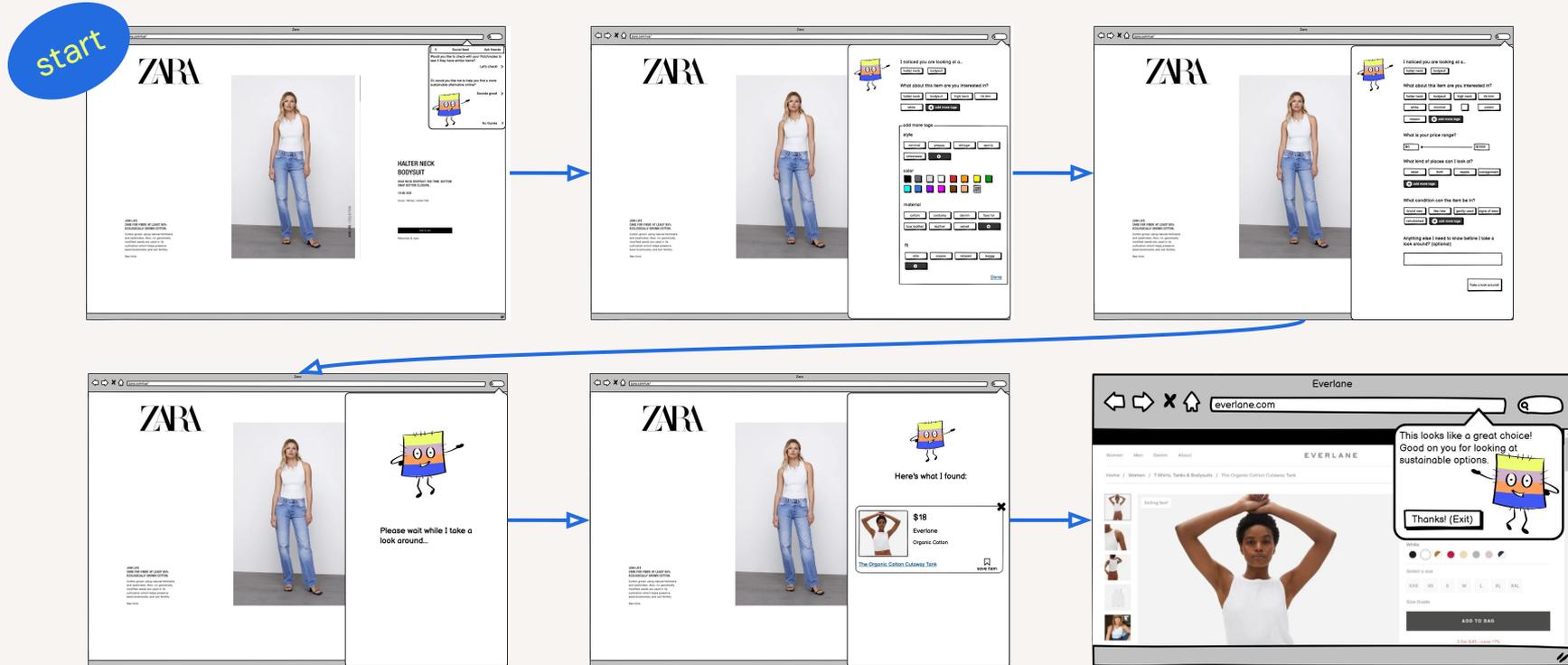
Low-fi Prototype: Complex Task

Task: Find a sustainable alternative to a fast fashion item

Experiment: Method

Testing simple task (2 paths):

- ✦ Reflect on your Amazon cart with us **OR**
- ✦ Tell us about times when you keep items in your cart

Testing medium task (2 paths):

- ✦ Get your friends' advice on how to get a particular item sustainably **AND**
- ✦ After buying a sustainable piece, post about it and check out what friends are up to.

Testing complex task:

- ✦ Choose a sustainable item instead of a fast fashion item with Patch's help

Users We Tested With

User 1

✦ College student, buys fast fashion but mindful about purchases

User 2

✦ College student, engages in retail therapy, less mindful about sustainability now that she is using her own credit card

User 3

✦ College student, occasional thrift shopper, "loungewear" aesthetic
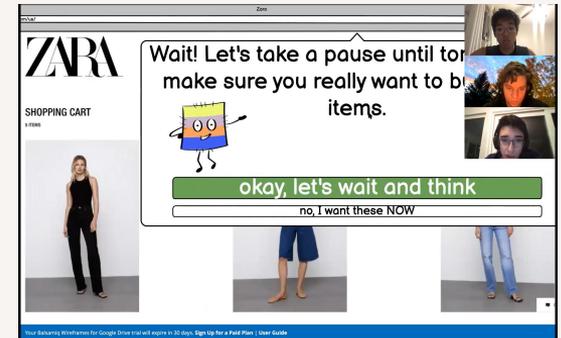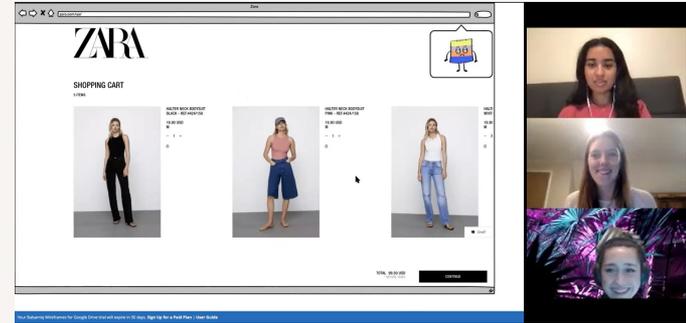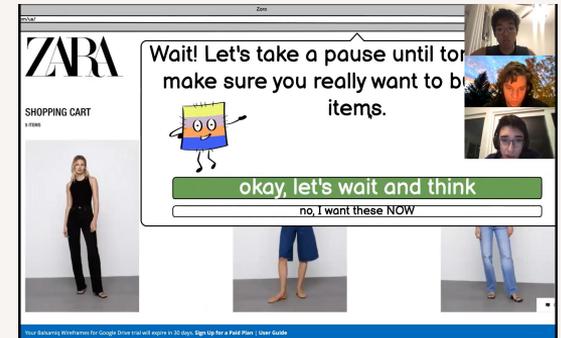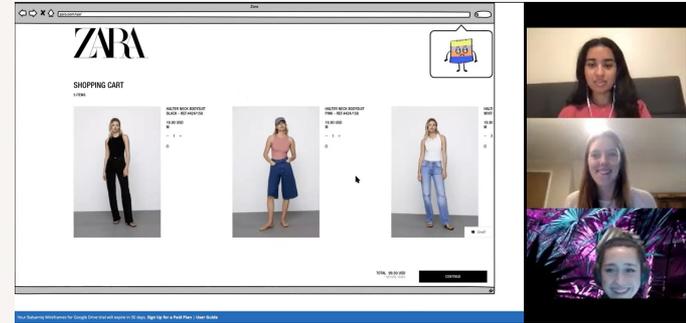
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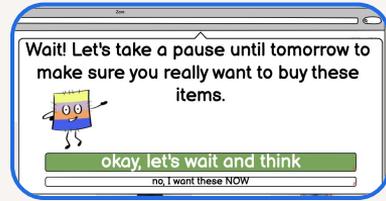
Experiment Results: Errors

✦ Hard for people to identify **where to look** on the page for some of the things we asked about

✦ Took some work to read/identify key features

✦ People **looked around the rest of the page** before looking at Patch

✦ User 1 confused about meaning of "consignment"

✦ User 2 confused about meaning of "archive"

Experiment Results: Successes

✦ The **persistence** of interventions appealed to our users

✦ Users **loved the "Wait"** option

Wait! Let's take a pause until tomorrow to make sure you really want to buy these items.

okay, let's wait and think

no, I want these NOW

✦ **Patch's reactions** to user choices were popular

✦ User 1: felt like it was **the opposite** of the annoying "do you want free stuff" pop-ups

UI Changes

✦ **Make Patch less *"crusty"***

- Get rid of stitches that jut out – looking a bit like whiskers…

- Or… get rid of patch? Opt for a more serious character?

✦ **Make buttons more visible**

- Closer to Netflix (bright, contrasting color) to pop more

✦ **The word "archive" was confusing for users; change to "save"**

✦ **Give context about different terms**

- This might be some people's first encounter with consignment, resale, refurbished, etc.

- Could be text that pops up when a user hovers

Summary

✦ Our browser extension interface will provides opportunities for more targeted and consistent nudges integrated into the act of shopping

✦ We refined our tasks and problem space to better focus on opportunities for real change in user shopping patterns

✦ Users loved the overall functions of our product

✦ Users had trouble identifying how to interact with the extension initially, so we're working to address that in future interfaces

thanks!