

patch

Medium-fi Prototyping

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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.

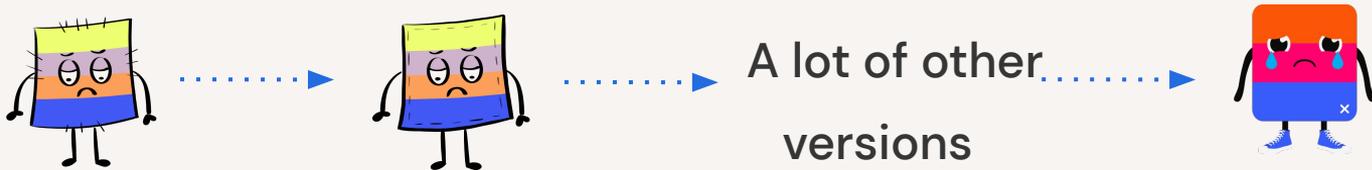
Value Proposition

Shop smarter, style sustainably.



Design Change #1

- ◆ Make Patch less “crusty”



- ◆ **RATIONALE:** From our previous low-fi designs, we received feedback that Patch could appear more polished, including more likeable, colorful, and vibrant as ways of standing out to the user. As a result, we changed the color scheme to reflect a more active Patch, rounded out the edges, and took out some of the stitches to give her a more refined look.

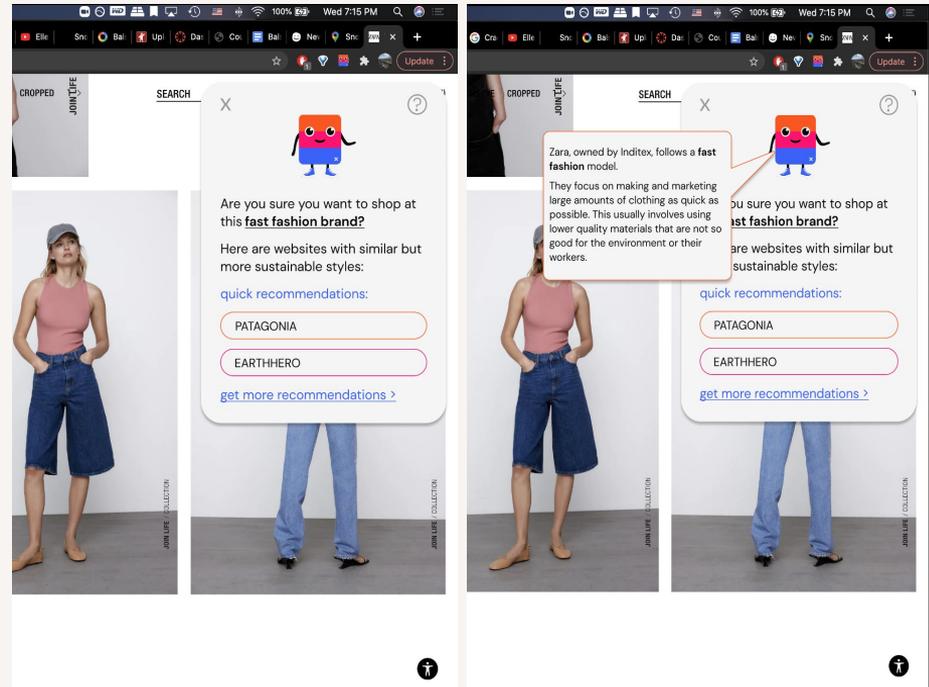


Design Change #2

◆ Clearer and more informative language

- Provide context about different terms like 'consignment', 'refurbish', 'resale', etc.
- Archive → Save

◆ RATIONALE: In our low-fi design testing, our users mentioned that our wording was sometimes confusing, such as the usage of specific terms, like "consignment." As a result, we wanted to streamline our jargon for Patch to make it more user-friendly and serviceable.



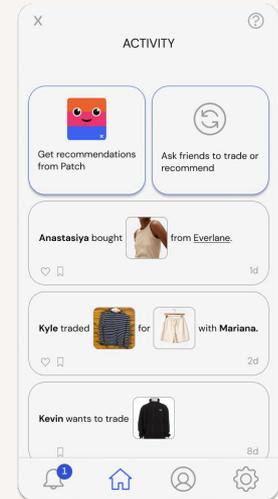
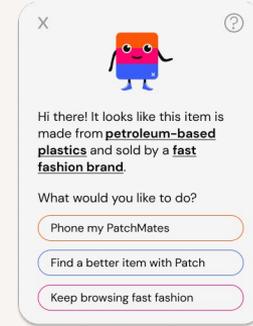
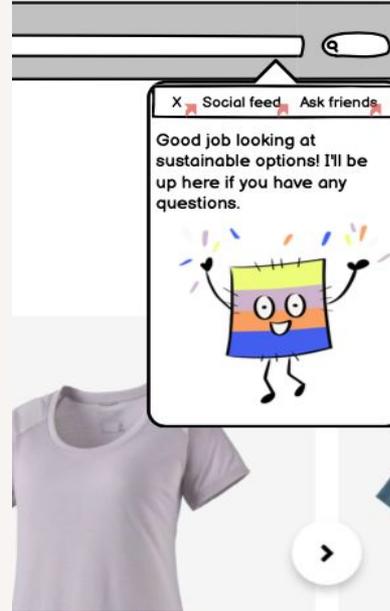
Design Change #3

◆ Separating pop-ups from drop downs

- In our low-fi prototype, everything was a pop-up. Now, we've added drop-down functionality from the Patch icon in the extensions toolbar to allow users to access Patch on their own. This also standardizes the navigation process as all features can be accessed from a central location. It also eliminates the fiddly Patch website options, which over-complicated things.

◆ RATIONALE:

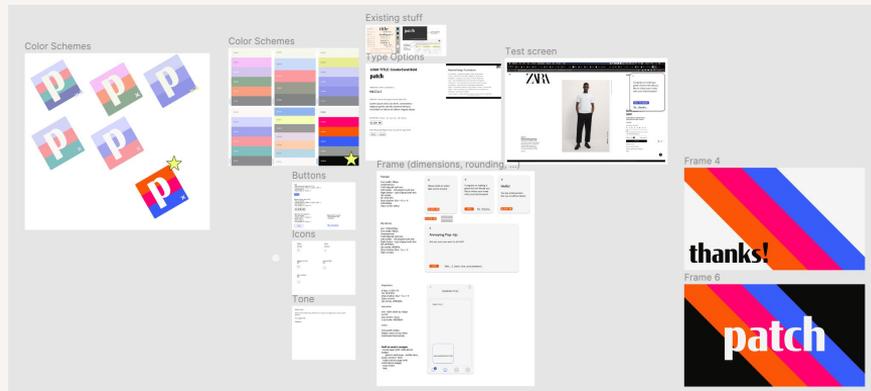
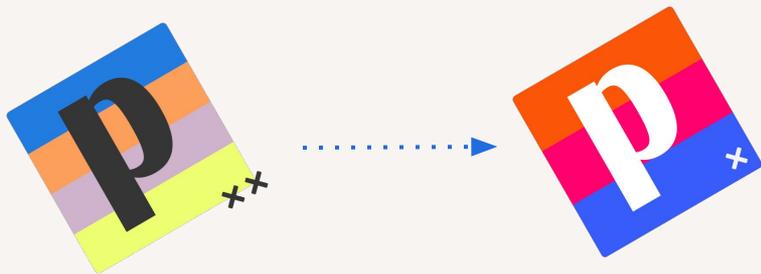
- The low-fi design required the Patch pop-up to persist as the user navigated a fast fashion website in order to provide access to the social feed, etc. Now, with the pop-ups only appearing at carefully chosen points, we avoid cluttering the user's screen and we make Patch harder to ignore. To access the drop-down, the user needs to click on the patch icon in the toolbar.





Design Change #4

- ◆ Rework of design language and fleshed out style sheet



- ◆ RATIONALE:

- We really needed something that would pop in contrast with the existing websites, so we made certain features, in addition to Patch, very colorful and built an aesthetic that leverages a healthy amount of white space around that to help it stand out.



Tasks

- ◆ Simple: Reflect on clothing purchases
 - Waiting to checkout from fast fashion sites
 - Seeing own trends in profile
- ◆ Medium: Work with friends to shop more sustainably
 - Share purchases and achievements with friends
 - Interact with friends' achievements
 - Trade and share ideas with friends
- ◆ Complex: Find a sustainable alternative to a fast fashion item
 - Ask friends for help finding similar items
 - Ask Patch for recommendations



Task #1 (Simple)

Task: Reflect on clothing purchases

Changes from low-fi implementation:

- ◆ Add ribbon functionality which sends alerts and reminders from central location
- ◆ Streamlined pop-ups to create a more user-friendly experience
- ◆ Incorporated several new features, such as explanations as to why certain articles of clothing are sustainable or not sustainable



Task #2 (Medium)

Task: Work with friends to shop more sustainably

Changes from low-fi implementation:

- ◆ Appended new features to phone Patchmates, or to find better items through Patch
- ◆ Consolidated a “feed” where Patch users can view activity of fellow Patchmates, such as what items were purchased, or traded



Task #3 (Complex)

Task: Find a sustainable alternative to a fast fashion item

Changes from low-fi implementation:

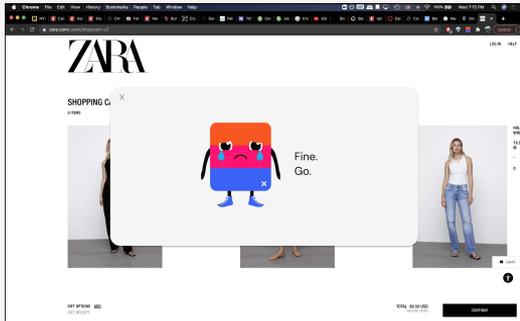
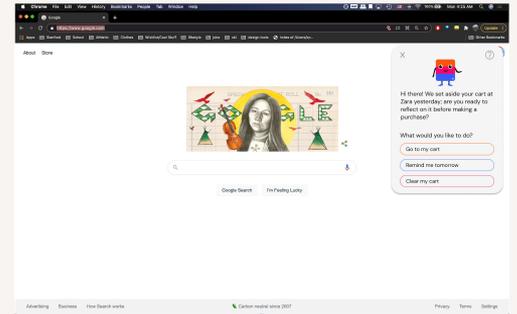
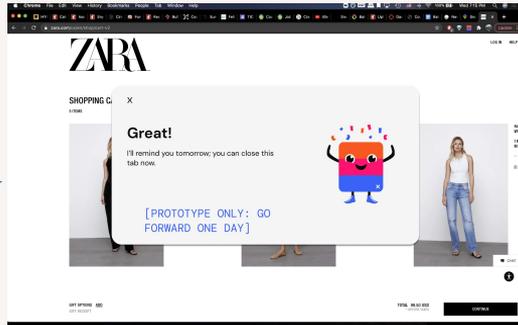
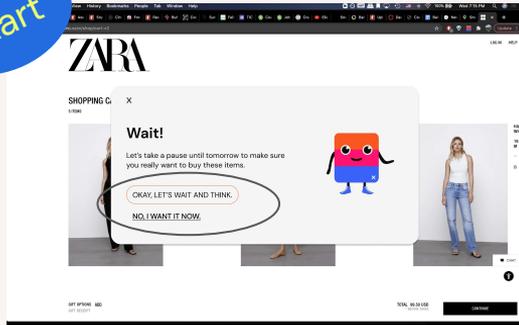
- ◆ Remodeled recommendations features
- ◆ More complete-looking screens



Task Flow for Simple Task

Reflect on clothing purchases

start

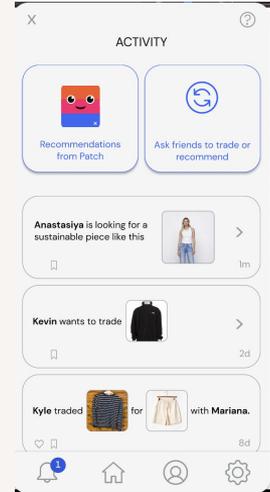
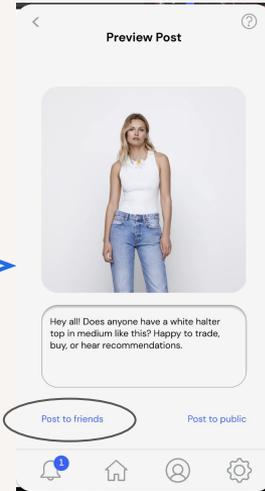
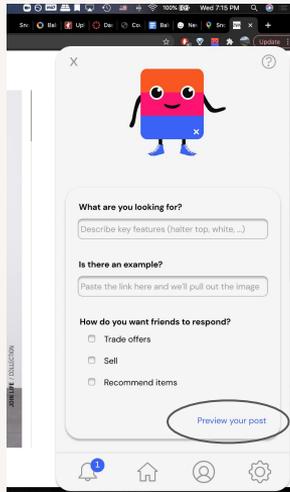
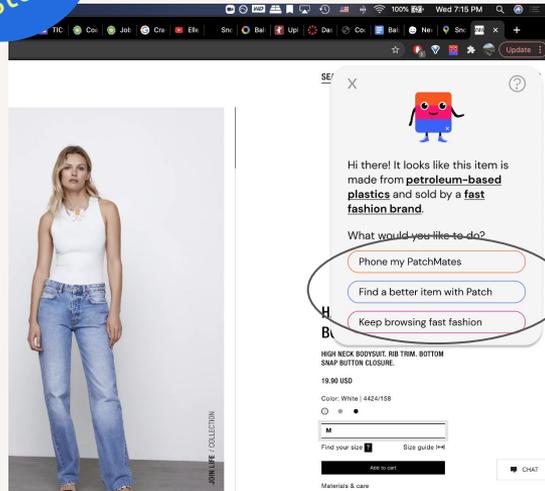




Task Flow for Medium Task

Work with friends to shop more sustainably

start

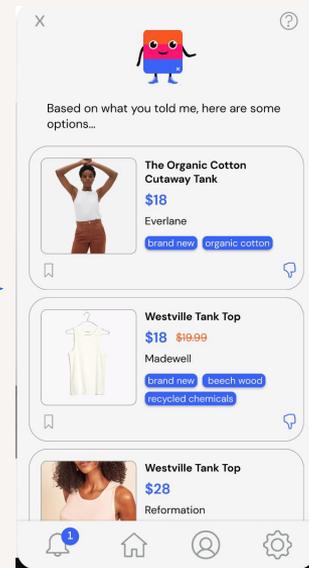
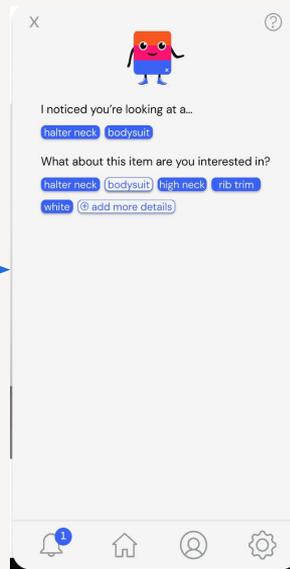
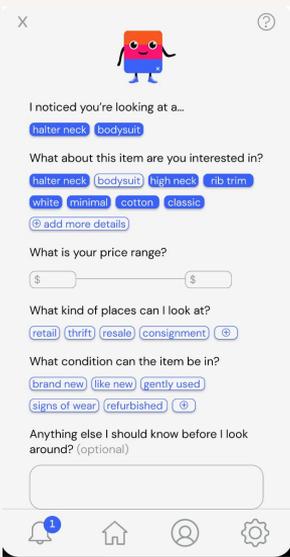
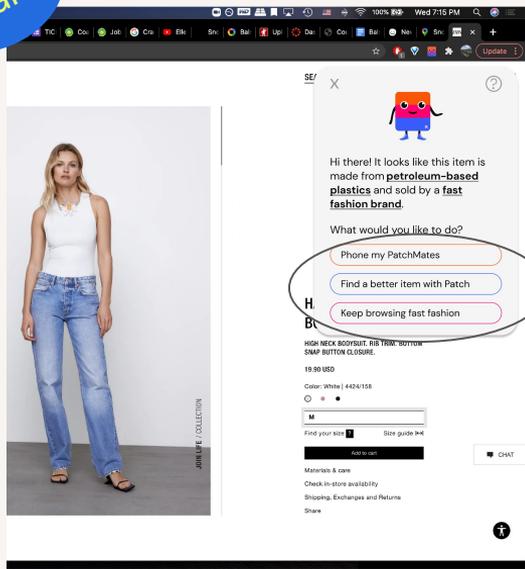




Task Flow for Complex Task

Find a sustainable alternative to a fast fashion item

start





Prototype Overview: Figma

Used for wireframing

Benefits

- ◆ Easy to experiment with visual design
- ◆ Allows for more complex interactions than Balsamic (in particular, a pop-up can be truly dynamic by actually popping up and closing)
- ◆ Allows for team collaboration (unlike Protopie)

Limitations/tradeoffs:

- ◆ Users cannot enter text and user data can't be saved
- ◆ Can't have interactions between multiple users
- ◆ No way to allow user to freely choose any combination of buttons for recommendation preferences without manually making an exponentially growing number of screens



Prototype Overview - Photoshop

Used for design of icons and Patch

Benefits

- ◆ Tons of tools for editing and creating features, lots of flexibility

Limitations/tradeoffs:

- ◆ Steep learning curve
- ◆ Can't be used by multiple team members at the same time



Hardcoded and Wizard of Oz features

◆ Recommendation functionality

- We currently don't have the ability to evaluate an image of an item and scrape clothing websites to find something similar, or take in user input to do the same.

◆ Trading functionality

- This feature requires interaction with another user over a longer time-span than several minutes of testing.

◆ Feed

- Again, this feature requires information about past actions of other users on the platform

◆ HTML Insertion

- When writing the frontend code, we will use HTML insertion into the existing page, which Anastasiya has sorted out how to do

◆ “Wait until tomorrow”

- Since this is beyond the time scope of a med-fi prototype, we let users navigate to the next day

◆ Overlaid on set pages + set information about unsustainability

- Since we can't access page data, we set this over one example where we wrote in why the brand and pieces aren't sustainable; the Chrome extension would pop up and retrieve information on any fast fashion page.



Limitations of our Prototype

- ◆ Our Chrome extension is designed to intervene at certain points in a user's shopping journey. Since our prototype starts out on a fast fashion page, at which point Patch intervenes, prevents us from fully testing how a user would react if they had navigated to the fast fashion site on their own.
- ◆ Our prototype does not allow users to choose an item that they are interested in; everything revolves around a women's white tank-top.
- ◆ Our prototype does not allow us to fully simulate interactions with other users, as would be desired for the "work with friends to shop more sustainably" task. We only provide one hard-coded message back and forth.
- ◆ Since our low-fi prototype, we've been focused more on the shopping side of sustainable fashion rather than closet assessment.



[Link to Figma Prototype](#)



Appendix

Our Style Guide



Playful, casual

Patch is a friend that wants the best for you and is encouraging you to make a good decision

Non-judgemental

Expressive

F5F5F5

FF006E

FB5607

385CFA

979B97

0B0B0A

Tags:

- Text: lower case, color: #1A171E
- Padding: above - 0, below - 0, right - 5, left - 5
- Corner radius: 8
- Drop shadow: y = 2, blur = 4

fitted

Regular Buttons (Not "YES")

- Text: all capitals
- Padding: above - 0, below - 0, right - 5, left - 5
- Corner radius: 32
- Drop shadow: y = 2, blur = 4

CLICK ME

Affirmative (Yes Answers)

- Text: all capitals
- Padding: above - 0, below - 0
- Width: 100px
- Corner radius: 8
- Drop shadow: y = 2, blur = 4

YES

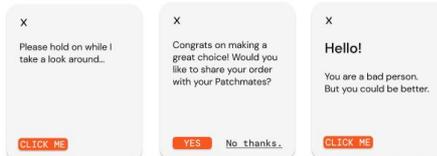
Negative (No Answers)

- Text: sentence case
- Underlined

No thanks.

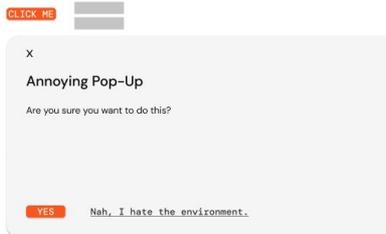
Pop-ups:

Text width: 280px
Centered text
X left-aligned with text
Left button - left aligned with text
Right button - right aligned with text
3pt stroke
fill: #F5F5F5
drop shadow: blur = 4, y = 4
345x400px
32px corner radius



big pop-up:

dim: 1000x500px
Text width: 900px
Centered text
X left-aligned with text
Left button - left aligned with text
Right button - right aligned with text
fill: #F5F5F5
3pt stroke: #0B0B0A
drop shadow: blur = 4, y = 4
32px corners



drop-down:

676px x 100% VH
fill: #F5F5F5
drop shadow: blur = 4, y = 4
32px corners
3pt stroke: #0B0B0A

top menu:

dim: 100% width by 100px
no fill
top corners: 32 px
3 pt stroke: #0B0B0A

icons:

total width: 600px
height: same as top menu
distributed horizontally

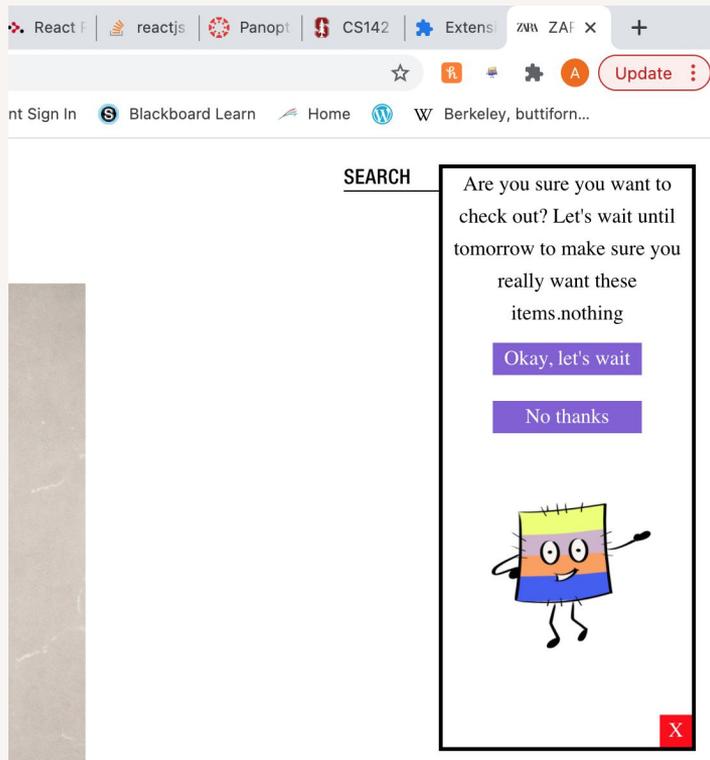
Stuff we need to navigate

- social page (with notifications badge)
- goes to split page - profile (recs, posts, trends) + feed
- trades/advice page (with notifications badge)
- close Patch
- help





Chrome extension progress



◆ Overcame our biggest challenge so far by figuring out how to insert pop-ups into a page's html (which we do based on the page's content)

- HTML-insertion hack Inspired by Honey, because chrome extensions' native pop-up functionality must be triggered by a user action (and usually creates a new window)