

## Heuristic Evaluation of [Armoir]

### 1. Problem/Prototype

“armoair” is an app that allows you to borrow and lend clothes within your network, as well as receive recommendations from your friends.

### 2. Violations Found

1. **[H1: Visibility of System Status]/ Severity 2 /Found by A, C**
  - a. The search bar has “Search...” placeholder text, indicating nothing has been searched yet. However, there are tags and it says that it’s displaying the result for “Suede jackets”, which seems like a search result. Are tags separate from the search field and if so what happens if the search directly conflicts with the tags? The search functionality looks like the most important part of the page (which is also called search), but it’s unclear if it matches how users typically use a search bar.
  - b. Fix: For this page, I would put “Suede jackets” in the search bar to replace the placeholder text to show what the user just did (system status) and then the Showing: suede jackets title would make more sense to match the search input. Also, I would get rid of the tags.
2. **[H2: Match Between System & Real World]/ Severity 0/ Found by C**
  - a. Usually in apps, clicking anywhere within a tab will take you to that page, but in armoair, only clicking specifically on the icon will move to that tab. This goes against a user’s natural instincts for interacting with tab bars.
  - b. Fix: Make the whole tab the button, not the icon. (Note: similar issue with the mail notification - you have to specifically click the tiny ‘2’ to reach the requests page.)
3. **[H1. Visibility of System Status] / Severity 2 /Found by A, C**
  - a. It’s not clear whether the grey text on the “Add new Item” page is merely a suggestion from the computer or the final text that the user wants to post. The light grey-on-grey color scheme indicates to me that it is merely a suggestion, but the fact that I can directly add the item without doing a human verification feels strange to me.
  - b. Fix: Fully verified, finalized text should appear as dark black, with greater contrast. The user should not be allowed to add the item unless they change all the text to black—that is, until they verify all the content.
4. **[H7. Flexibility and efficiency of use] /Severity 2 / Found by B, C**
  - a. When viewing the activity feed or recommendations page in Task 3, the text on the right side will have two profile pics/users (such as Mehran and Jesse). However, clicking on the text will only allow the user to visit one of the user’s profiles (Mehran’s), and it doesn’t allow the user to choose which profile to visit (it is already predetermined). This is an inflexible design because it seems like you should be able to visit both users’ profile pages, but you can’t.
  - b. Fix: Allow users to visit the profile page of the name that they click (rather than clicking anywhere will lead to only one predetermined profile page).

5. **[H3: User Control & Freedom]/ Severity 3/Found by C**
  - a. When I go to request the jacket, I'm unable to click "Request Item" or type a request in the box. This gives me no ability to actually request the item and left me wondering what I was supposed to do next. I also wondered where I could see all of my requested but not yet in my possession items and even cancel requests.
  - b. Fix: Make request item lead to some confirmation page that says your request was sent. Also, if this truly is a request that the other user has to approve before you can get the item, there should be some page or component to keep track of items you've requested. This would also help keep track of your current buttons versus the buttons you'll have left if your requests are accepted, preventing the user from 'spending' coins that they want to use for these requested items.
6. **H7. Flexibility and efficiency of use/ Severity 3/ Found by B**
  - a. From the "Search" page, users are unable to select the clothes that appear UNLESS the Category has been switched to "Outerwear." This is very inflexible for the user, especially if the user does not have a specific category in mind. This made it hard for me to complete Task 1, because I did not realize that I had to select a category before choosing on a clothing item.
  - b. Fix: Allow users to select a clothing item to borrow without a specific category selected.
7. **[H3: User Control & Freedom] / Severity 4 / Found by A, B, C, D**
  - a. There is no back button from an item page or the request item screens. When I select the jacket, there is not a back button to get back to the list. Instead I click the search tab, and clicking "search" makes me wonder if I will have to go through the same process again to look at a list of jackets. There are also no back buttons (or at least no functional back buttons) from looking at an item from the "explore" page, my Profile page, adding a new item, or looking at a profile (Mehran) page.
  - b. Fix: Add "Back" or "Cancel" buttons that are clearly visible to the user and allows them to return to the previous page they were on.
8. **[H3: User Control & Freedom] / Severity 0 / Found by A, C**
  - a. After I've accepted a request from 'Jesse', I'm returned to the requests page but the tab bar is not functional and there is actually no way to exit this screen without refreshing the page and basically restarting the prototype. There should be functional exit paths available.
  - b. Fix: Make sure the tab bar works everywhere. If this happened on my phone, it would mean quitting and reopening the app, which is a huge deterrent.
9. **[H3: User Control & Freedom] / Severity 3/ Found by C**
  - a. When I click the drop down menu that says 'All' on the closet page, oddly it's the only time when the setting button is enabled.
  - b. Fix: Either always enable the settings button or disable it.
10. **[H4: Consistency & Standards] /Severity 1 / Found by C**
  - a. When I started looking for where to do task 2, I clicked the notification next to the letter icon. From this page, the tab bar on the bottom is above where it should be, instead it hovers over main page content.

- b. Fix: Make sure the tab bar is consistent throughout the app and placed at the bottom of the page.
11. **[H4: Consistency & Standards] /Severity 3/ Found by C**
- a. On the “Add new item” page, the “add another” button is designed like a tag not a button. It has an x next to it, indicating it can be deleted, which shouldn’t be the case. Otherwise, this creates an error-prone condition, as once a user x’s the button, it goes away and they have no way of bringing it back, preventing the user from adding additional tags
  - b. Fix: Get rid of the ‘x’ and make its design consistent with the other buttons on the screen.
12. **[H4: Consistency & Standards] /Severity 0/ Found by C**
- a. When I click on “All” dropdown after I’ve added the shirt and it appears in the closet page, the page gets rid of the jacket, which is a bit jarring to a user.
  - b. Fix: For lists that are updated through actions of the app, make sure these updates are consistently reflected.
13. **[H7: Flexibility & Efficiency of Use] / Severity 2 / Found by C, D**
- a. In the Add new item page, there is a toggle for “set max duration” (which by the way I don’t know), but no other option for setting a non-max duration. The same applies for the ‘default distance’. If there is a *choice* to use the default, there needs to be a custom option as well.
  - b. Fix: Add a place to enter distance and duration. Also, it would be helpful as a user to know what the max duration is.
14. **[H6 Recognition rather than recall] / Severity 1 / Found by D**
- a. The toggle “Use default distance” forces the user to remember / check what they inputted as their default distance.
  - b. Fix: Instead, it should display the default distance on this screen for easy recall.
15. **[H4. Consistency and Standards] / Severity 1/ Found by C**
- a. When I click Sort by, the box and text grows larger, but not larger in a way that seems to be on purpose.
  - b. Fix: If it is bigger on purpose, I would do something else to distinguish that it’s been clicked like changing the color of the button or the weight of the text. Else, make it the same size as it is before you click it!
16. **[H4. Consistency and Standards] / Severity 1/ Found by A, C**
- a. Nitpick: The page to add an item has the title “Add new Item” which has weird capitalization.
  - b. Fix: Either capitalize them all, none, or only the first word.
17. **[H4. Consistency and Standards] / Severity 1/ Found by C**
- a. On “Lulu’s booties” page, the explore tab button (or at least a colored box overlay) goes below the phone page and is out of line with the other tab items.
  - b. Fix: Keep the tab bar consistent. Move the background box up to be in line with the device and other bars.
18. **[H8: Aesthetic & Minimalist Design] Severity 1/Found by C**

- a. The size of the columns that organize the pictures/text on the activity feed page within explore are different than in the recommendations page. This may seem small, but it's annoying to readjust your eyes to see the information in a new position.
  - b. Fix: Make the image/text width on one tab match the other. I personally prefer the larger images in the recommendations tab.
19. **[H8: Aesthetic & Minimalist Design] / Severity 2 / Found by B, C, D**
- a. On the closet page, the information is a bit confusing visually. It takes awhile to realize which items are currently 'available' in my closet or not. The text below the images gives the information needed, but I think there should be a way to know what category an item belongs to (especially differentiating what I'm borrowing and what I'm lending). In addition, the thumbnail photos are confusing: do they indicate who currently has the item or who the item came from? Stacy's photo appears next to an item.
  - b. Fix: Have a uniform design for each cell in the grid. All of them should have a title. Whether they are borrowed or lent out can be color-coded or displayed somewhere else.
20. **[H1. Visibility of System Status]/ Severity 2 / Found by A, B**
- a. On the initial page, I see a red bubble that indicates I have 2 unread messages. After I click on the mail icon, but before I have opened the messages, the red bubble notification disappears even though the "2 unread" remains.
  - b. Fix: The red bubble should always match the statement "2 unread," and should remain until the user actively clicks through both notifications,
21. **[H4. Consistency and standards] / Severity 1 / Found by A**
- a. The price that was set in the "add new item" page was 50 buttons for the brown shirt. Once added, it turns out that the shirt is 80 buttons. This does not show a consistent picture of the system status.
  - b. Fix: Change one of the button values to be consistent with the other.
22. **H2. Match between system and the real world / Severity 3 / Found by A, B, D**
- a. While inputting info for a piece of clothing that you want to add to your closet for Task 2, there is a section called "Price". This is misleading because in the real world, we associate price with real money, but in this app, price represents buttons, which is the app's form of "currency."  
Also, using "buttons" as currency seems to complicate the app and limits its use significantly, as it forces each individual user to borrow and lend an equal amount (ie. First time user cannot borrow anything until she first earns buttons by lending). It is likely that some users are willing to pay real money to borrow clothes, while others are solely interested in lending their clothes to earn (real) money.
  - b. Fix: Adopt the real-world convention, meaning transacting in USD instead of "buttons." Alternatively, I would allow users to easily convert between USD and buttons (more complicated, but maintains native currency).
23. **[H5. Error Prevention] / Severity 2 / Found by A**
- a. The "heart" icon can be confused with sending a request for the item.

- b. Fix: Perhaps put a label that identifies the heart as a “favoriting” option---that is, clearly flagging that you are not requesting the item, but rather saving it for later.
24. **[H1. Visibility of System Status]/ Severity 3/ Found by A**
- a. What does the heart icon do? Is it a “like” or a “favorite”? Where do your “favorited” items go? I was not able to find a page where you keep track of all the items that I mark with the “heart” icon. There is no list anywhere.
  - b. Fix: If you are using a “favorites” type feature, then you should be able to show users where their favorite items go in some sort of designated tab.
25. **[H9. Help Users Recognize, Diagnose, and Recover from Errors]/Severity 1/ Found by A**
- a. When I clicked on “Lulu’s booties,” the error message (“Item currently in use”) was very small, and I did not notice it. I was confused why it displayed, “Request for Later Date.”
  - b. Fix: I think that you may consider making the error message more prominent, or perhaps creating a pop-up that says “Oh no! The item you requested is currently in use.” Better yet, don’t allow users to see items that are not presently available---I don’t think the “request for a later date” option is even necessary.
26. **[H4. Consistency and Standards] / Severity 2 / Found by A**
- a. In the recommendations, I clicked on “Stussy Crew Neck Sweater,” and the call to action/button is “Purchase Online.” This is not consistent with the message of “Request Item” ---why are you also including options that can be purchased online?
  - b. Fix: I would recommend removing this feature and show only options you can borrow from your friends.
27. **[H5. Error Prevention] / Severity 2/ Found by A**
- a. The “Activity Feed” on the “Explore” tab leads me to click on the pictures first---especially because, by default, I see “activity” before I see “recommendations.” This leads me to keep seeing items that I’m not allowed to borrow because they have already been taken. This is frustrating.
  - b. Fix: You should de-emphasize activity (show recommendations by default, if anything), and/or make it impossible for me to attempt to borrow items that have already been taken.
28. **[H8. Aesthetic and Minimalist Design] / Severity 2 / Found by A, D, B**
- a. The “explore” page has an overwhelming amount of information and clickable things---from all the individual profiles to the items, to the fact that the page itself toggles. I feel initially overwhelmed by this, and my eyes are bouncing all over the place.
  - b. Fix: I think it’d be better to (1) make all the bubbles representing a profile pic align so that my vision doesn’t have to zig-zag across the page; (2) get rid of the activity feed feature.
29. **[H2: Match between system and real world] / Severity 2 / Found by A, D**
- a. I do not think the recommendations system reflects natural user behavior in the real world. I think the real-world convention for making recommendations while online shopping is to share links directly. If I’m online shopping and I find something I want to recommend to a friend, I’ll simply send him the link.

- b. Fix: Rather than building a complex in-app recommendation system that can only be used by the handful of people who already have the app, just add the ability to SHARE a deep link to that item. This is common app functionality which would make recommendations simple, easy, and accessible to users and non-users. It would also be a powerful mechanism for referring new users.
30. **[H2. Match Between System and Real World]/ Severity 1/ Found by A**
- a. On the “Profile Settings” page, there is a setting called “Default Buttons,” which does not have a clear meaning.
  - b. Fix: Change the wording so that it is clear what it refers to---what kind of buttons? Is it the number of clothing options the user sees?
31. **[H5. Error Prevention] / Severity 1/ Found by A**
- a. There is a “Change Password” button in the middle of the “Profile Settings” page that is too close to things like Username and Address. I think that it is very likely that a user will accidentally click on the “Change Password.”
  - b. Fix: Instead, it should be moved to the bottom-left, near the other buttons. Currently, it is not only placed in an inconvenient location, but it is also far away from the other buttons.
32. **[H3. User Control and Freedom] / Severity 3/ Found by A**
- a. After I rejected Jesse’s request, it still showed up in my inbox. Therefore, it is possible for me to see it again and have second thoughts.
  - b. Fix: There should be some option to undo a rejected request---even if it’s somewhat hidden, i.e., by right-clicking.
33. **[H3. User Control and Freedom] / Severity 2/ Found by A**
- a. There is no option for me to read the message that Jesse sent me without taking a stance on accepting or rejecting. Therefore, if I want to read the message, I *must* click “Accept.” Once I am inside the message, there is only one option---“Accept and Send Address”---so if I am having second thoughts, there is no way for me to go back.
  - b. Fix: Instead of having “Accept/Reject” on the screen before a message is even opened, they should be moved to *inside* the message so that users can feel free to make more informed decisions.
34. **[H5. Error prevention] /Severity 2 / Found by A, B**
- a. When rejecting someone’s request to borrow your clothing, there is no confirmation that you want to reject the request. Users might accidentally click on “Reject” without meaning to, and there is nothing preventing this error from happening.
  - b. Fix: Have a pop-up confirmation with a message like “Are you sure you want to reject this request?” so that the user has the opportunity to cancel their action in case it was a mistake.
35. **[H2. Match between system and the real world] / Severity 1 / Found by B**
- a. In the “Search” page, in the drop-down menu for “Sort by,” one of the options is “Price (hi to low)”. Here, “hi” is misspelled and doesn’t match what we would expect to see in the real world - which is “high to low”.
  - b. Fix: Correct the spelling to “high to low”.
36. **[H4. Consistency and standards] / Severity 1/ Found by B**

- a. On one page, the owner of the jacket says it is “Christina,” but after clicking on the button to request it, it says “Jesse.” This is confusing to the user when trying to complete Task 1 - I was under the impression that Christina owned the jacket, so I thought Jesse was “my” name. However, the distance displayed was 0.8 miles and it doesn’t make sense for me to be 0.8 miles from myself. Thus, I concluded that “Jesse” must be the owner of the jacket - and this is an inconsistency between the two pages of the app.
  - b. Fix: Make the owner of the jacket consistent across the two pages, and make it more clear that that is the owner that is being displayed (Such as using a label like “Owner: Christina”).
37. **H4. Consistency and standards / Severity 2/ Found by B**
- a. The heading of the grid in the “Closet” page is confusing. There are two “All” sections, but these two words do not represent the same thing. One represents all the types of clothing (such as pants, shirts, etc), while the other “all” represents all the clothes in the closet, whether or not they are lent out, borrowed from others, or available in the closet. This is unintuitive to the user, especially because they are on the same header line.
  - b. Fix: Rename one of the words to something more specific like “All Types.” I would also move the drop-down menu to a different line to further differentiate it from the other “all” section.
38. **H6. Recognition rather than recall / Severity 2 / Found by B**
- a. When adding an item to your closet in Task 2, there is a space to enter the item’s address. This seems redundant, as we would imagine that all of your clothes that are available to be borrowed would be located in one space (i.e., your dorm room). Thus, the user should not have to recall and re-enter their address every single time they upload an item. It should be pre-filled because your address is already saved with your profile.
  - b. Fix: Have the address section as an embedded dropdown (such as in food delivery apps like DoorDash that have your address already saved, yet still allow you to switch it)
39. **H10. Help and documentation / Severity 2 / Found by B**
- a. The “Search” and “Explore” sections in the navigation bar are not intuitive to the user. “Search” and “Explore” are very similar in terms of connotation, in that with both, you are finding new things. It is not clear to the user that one is meant for finding clothes to borrow, whereas the other is for finding what clothes your friends like and suggest. Furthermore, there is no documentation/explanation/info button available to the user to explain what each section is for, which makes it even more confusing.
  - b. Fix: Rename the “Search” category to something like “Borrow”. Also, add a little info icon somewhere that users can click to learn more about the purpose of each category.
40. **H5. Error prevention / Severity 2 / Found by B**

- a. While trying to request or borrow an item in Task 1, there does not seem to be any sort of way to prevent a user from requesting an item if the user does not have enough buttons for that item. The app does not seem to prevent this error from happening.
  - b. *Fix: Use a green/red color code on the # of buttons to indicate if this item is attainable given the amount of buttons you currently have.*
41. **H4. Consistency and standards / Severity 2/ Found by B**
- a. The profile page of other users has a different layout than your own profile page. This is not consistent in the app's design. For example, your own profile page has 3 columns and a header to filter out the grid. However, other users' profile pages only have 2 columns and 2 drop-down menus to control what is shown in the grid.
  - b. *Fix: Use only one of the two designs for all profiles - no matter if it is your own profile or not. I would personally use the two-column design because it is cleaner and more aesthetically pleasing.*
42. **H8. Aesthetic and minimalist design / Severity 1/ Found by B**
- a. In the Settings page, there is the option to include a biography on your profile page. However, the header of the profile page has no space to include a bio because the "Upload Item" button is so big and takes up all the space.
  - b. *Fix: Remove the "Upload Item" button outside of the header (and move it to underneath) and use that remaining space for the bio.*
43. **H1. Visibility of system status / Severity 3/ Found by B**
- a. In the "Explore" page, the color scheme is not intuitive to me as to which page I am currently on (activity feed vs. recommendations). I find myself trying to click on one of the tabs, such as activity feed, only to realize that I am already on the activity feed. Thus, the app fails to clearly show the user what page they are currently on.
  - b. *Fix: Have a little icon next to the tab in which the user is on, in addition to the different shaded background color. The icon will switch to the other tab when the other tab is pressed.*
44. **H3. User control and freedom / Severity 2 / Found by B**
- a. There is no login or logout functionality - the user has no control over this (they are automatically logged in and can never log out).
  - b. *Fix: Include a login page and a logout button on the user's profile page somewhere (or within Settings like in Instagram)*
45. **H7. Flexibility and efficiency of use / Severity 4 / Found by B, D**
- a. There is no option to edit or delete an item after it's been added to your closet. It seems that the items are static and there is no flexibility in editing them after posting them to your closet.
  - b. *Fix: Add a little "edit" icon to each of the items displayed in the closet, which is a drop-down menu that allows you to either edit or delete the item.*
46. **H2. Match between system and the real world / Severity 3 / Found by B**
- a. The clothing item's "profile pages" do not include the size of the item being viewed. This is a violation of H2 because in the real world, size is one of the most important aspects of considering a piece of clothing, but the size of the items on the app is not

shown. Therefore, information is not being shown logically or naturally, since it would be natural to display the size of a clothing item in the real world.

- b. Fix: Include the size as part of the item’s stats, along with the owner, categories, # of buttons it is worth, and the heart.

47. **H1 Consistency and standards / Severity 2 / Found by D**

- a. The “buttons” icon is not being applied consistently. If buttons are supposed to represent the cost of the item when it’s next to an item, then buttons should not be displayed next to users as well. Otherwise, it’s like the user has a price tag next to them.
- b. Fix: Assuming that’s not the intending meaning, buttons must have two different meanings when applied to clothing vs. people. Inconsistent.

### 3. Summary of Violations

Category	# Viol. (sev 0)	# Viol. (sev 1)	# Viol. (sev 2)	# Viol. (sev 3)	# Viol. (sev 4)	# Viol. (total)
H1: Visibility of Status	0	0	4	2	0	6
H2: Match Sys & World	1	2	1	2	0	6
H3: User Control	1	0	2	3	1	7
H4: Consistency	1	6	3	1	0	11
H5: Error Prevention	0	1	4	0	0	5
H6: Recognition not Recall	0	1	1	0	0	2
H7: Efficiency of Use	0	0	2	1	1	4
H8: Minimalist Design	0	2	2	0	0	4
H9: Help Users with Errors	0	1	0	0	0	1
H10: Documentation	0	0	1	0	0	1
<b>Total Violations by Severity</b>	<b>3</b>	<b>13</b>	<b>20</b>	<b>9</b>	<b>2</b>	<b>47</b>
<b>Note: check your answer for the green box by making sure the sum of the last column is equal to the sum of the last row (not including the green box)</b>						

### 4. Evaluation Statistics

Severity / Evaluator	Evaluator A	Evaluator B	Evaluator C	Evaluator D
sev. 0	33.33%	0%	100%	0%
sev. 1	38.46%	23.08%	38.46%	7.69%
sev. 2	50%	55%	25%	25%
sev. 3	33.33%	44.44%	33.33%	11.11%
sev. 4	50%	100%	50%	100%
<b>total (sev. 3 &amp; 4)</b>	36.36%	54.54%	36.36%	27.27%

<b>total (all severity levels)</b>	42.55%	42.55%	36.127%	19.15%
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\*Note that the bottom rows are *not* calculated by adding the numbers above it.

## 5. Summary Recommendations

In summary, we conclude that there are 3 major areas of recommendations:

1. **Delete unnecessary features.**
2. **Enable users to undo their actions.**
3. **Declutter and clarify the information presented.**

We explain the details of each area below.

### 1. Delete unnecessary features.

This app includes too many features that are either (1) of dubious value, (2) are unnecessary to the core goal of lending and borrowing clothes, or both. These features confuse users, contribute to a very cluttered, busy feel, and—in extreme cases—prevent users from actually being able to complete the tasks.

Examples of unnecessary features include:

- **The “Activity Feed.”** It is not one of the app’s core tasks, and it sometimes misleads users into requesting items that have already been taken.
- **The recommendations feature.** Currently, it seems that you can receive a recommendation, but there is no option to give someone else a recommendation. We also feel that the general purpose of recommendations adds very little value to the app.
- **The heart/“favorite” option.** It is currently unclear what the heart does. If it is indeed a “favorite” button, there is no consolidated place to find one’s “favorited” items. We generally find this feature confusing and irrelevant.
- **The search bar.** The search page is currently incredibly cluttered, and we feel that the ability to search is generally already accounted for by the drop-down categories.
- **The “borrowed”, “lent”, “all” tabs on the closet tab.** The crucial thing that users are looking for in a closet is *their own clothes*. The variety of tabs adds confusion and prevents users from being able to access the core feature.
- **The native currency “buttons.”** The currency has an unclear conversion factor (and can be easily confused with dollars).

Generally, we recommend a policy of only adding a feature if it is absolutely crucial to the task of borrowing and lending clothes. I would also adopt existing technology and conventions wherever possible, and add native features only as a last resort. This way, rather than trying to introduce a new currency, build your own recommendation tool, etc. etc., you can focus solely on doing one thing (borrowing and lending clothes) well.

### 2. Enable users to undo their actions.

The prototype needs back buttons and easier navigation. Currently, users don't always have the option to undo decisions. In one extreme case (on the messages page), the user actually gets 'stuck' and needs to reboot the app in order to get unstuck.

Here is a (non-comprehensive) list of all the places that don't have back/cancel buttons:

- "Explore" page
- My Profile page
- Adding a new item
- Looking at a profile page (Mehran)
- Rejecting a user's request in your inbox

### 3. Declutter and clarify the information presented.

Generally, this app tends to present more information than necessary—leading users to be confused or overwhelmed. We suggest (1) *Removing* information that distracts from the core user tasks, and (2) *Renaming* in cases where wording may prevent users from being able to understand the features.

Here are examples of places where information is either *too cluttered* or *unclear*:

- **Specifying the distance that someone is away from you.** Do users care if a person is .8 miles away versus .9? Instead, users could set a radius and the app could just show clothing within that distance. When looking at items I've borrowed, the most important thing to me is how many days I have left and not the person I've borrowed from.
- **Private/public items.** Some of the items in the closet were labelled as "Private" while others were "Public". However, when adding an item to the closet, there was no option for selecting private or public. What do these options mean? Are they necessary?
- **"Explore."** The word "Explore" is too easily confused with the "Search" functionality. Additionally, "Explore" refers to two things---the Activity Feed and the Recommendations. However, neither of these are implied by the word "Explore." We suggest renaming to something like "Borrow," or directly using "Recommendations."

### Conclusions: Focusing on Flow

As a final note, we suggest focusing on mapping out the entire flow from beginning to end and making sure all edge cases and functionality is accounted for. It seems some of the crucial information for this to work is missing or implied (i.e., how is payment done). In the next iteration, we hope to see a smoother, more complete flow: fleshing out the experience of taking a photo, real editing (beyond the suggested text), and then publicizing my clothing item (for example, by recommending a friend to try it on).

Focusing on the flow of experience can also help to answer some of the lingering questions we have. For example, there were no options to edit an item in your closet, and trying to access another user's profile page was unintuitive and inflexible. There is also no mechanism of finding friends. It seems that the only way we can access another user's profile page is through the activity feed or recommendations page.

Overall, however, we thought the app was beautiful. Its color and design feel comfortable and familiar. The icons---in particular the navigation bar---are quirky yet clear, and the core premise of the product idea is very strong. This app has enormous potential, and I am very excited to see where it goes next!