

CS 147  
Yanyan  
Thurs 5:00 pm

## Low-Fi Paper Prototypes

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### *Introduction:*

The Dream Team:



Alex W.



Rachel H.



Cisco V.



Rhea K.

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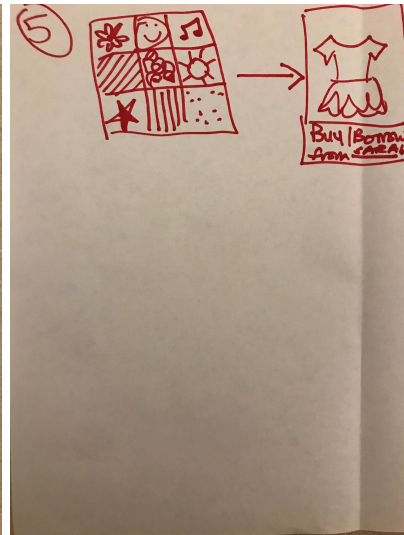
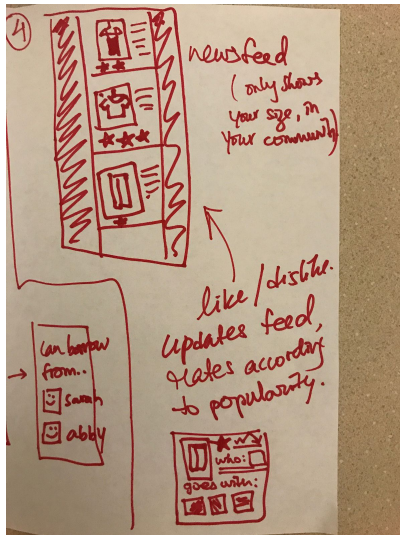
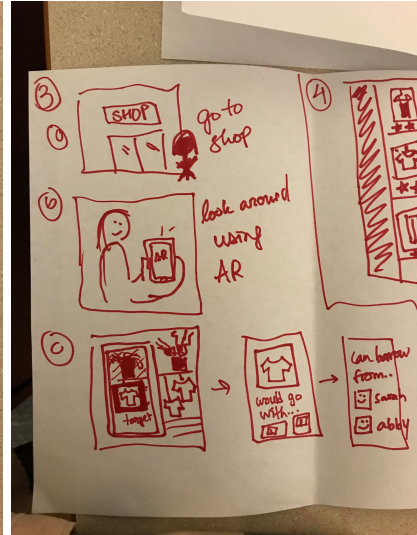
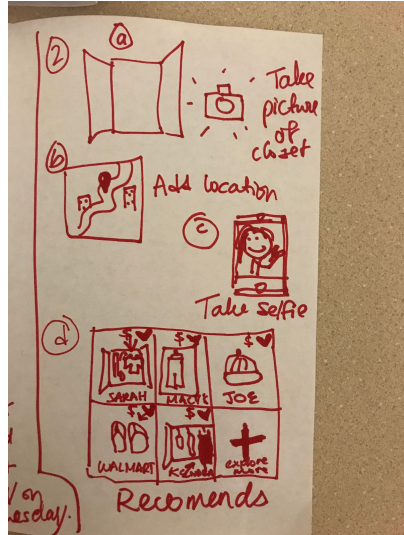
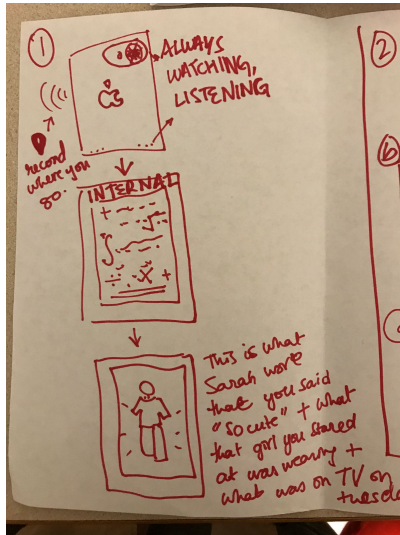
Value Proposition:  
Find that missing piece

Problem:  
People's style does not portray them perfectly because they are financially constrained or they need guidance.

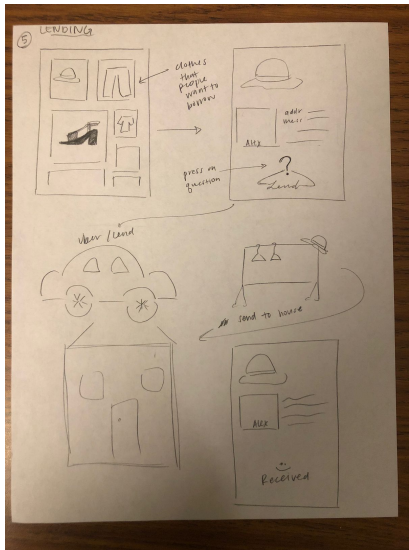
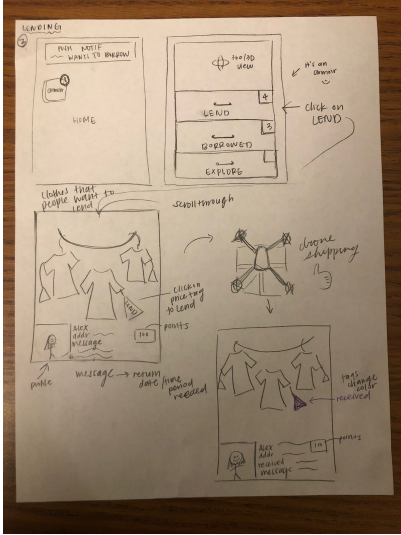
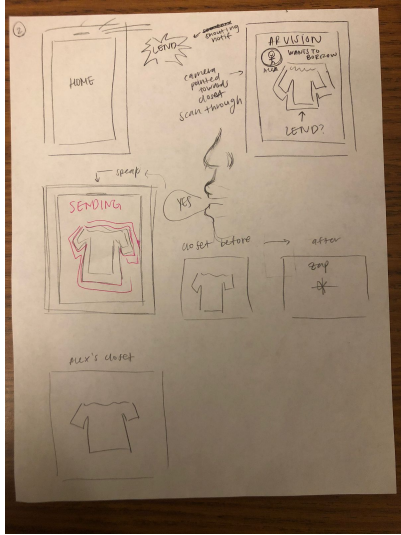
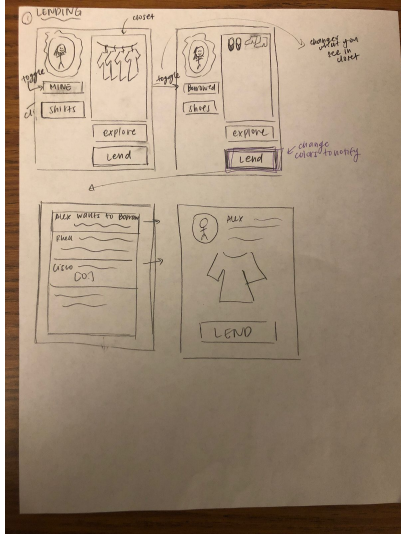
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# Sketches:

Task: Get recs for clothes to borrow / buy based on your current style.



# Task: Lend clothes to your friends.



**Task: Get recs for clothes to borrow/buy based on your current style.**

**Design idea 1: requests**

**Design idea 2:**

**INITIAL SIGNUP SCREEN**

I wear ...

- Dresses
- Shirts
- Skirts
- Jeans
- Heels

rank in order

**BORROW FEED**

Dresses posted today

- JANE Borrow
- LUCY Borrow

Shirts posted today

- Lily Borrow
- Jamie Borrow

**2**

Jack 5 clothes

Jane 4 clothes

Georgette 3 clothes

Lend Borrow Shop

Jane

< [Dress] >

▼ Dresses

Shirts

Accessories

**1**

My closet

Friends

- JIM
- LUCY
- Georgette

back

JIM

Lazer's Jersey, size L

Request to Borrow

**4**

What are you looking to borrow?

- Shirts >
- Pants >
- Dresses >

Borrow

**3**

These people have SHIRTS

- [User]
- [User]
- [User]

What are you looking to borrow?

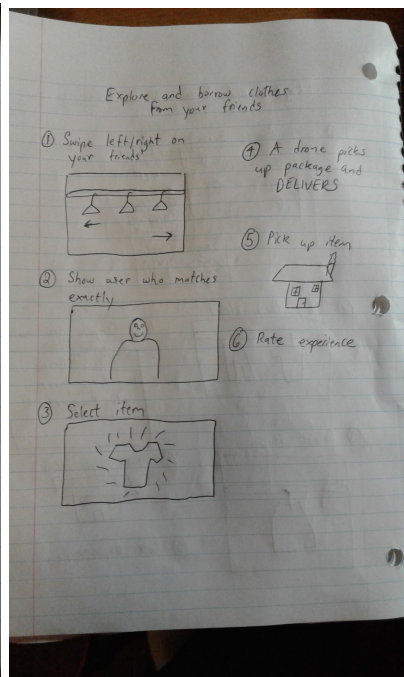
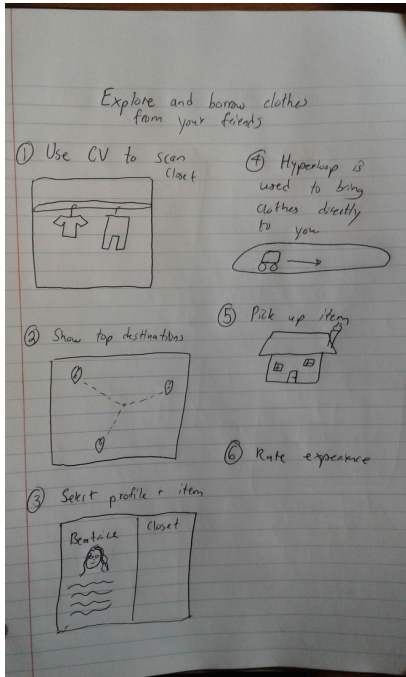
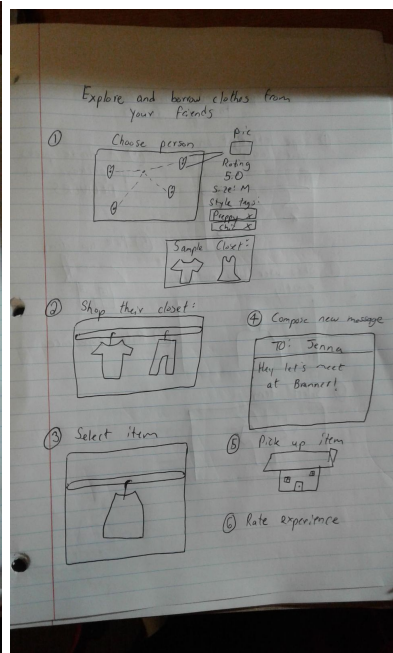
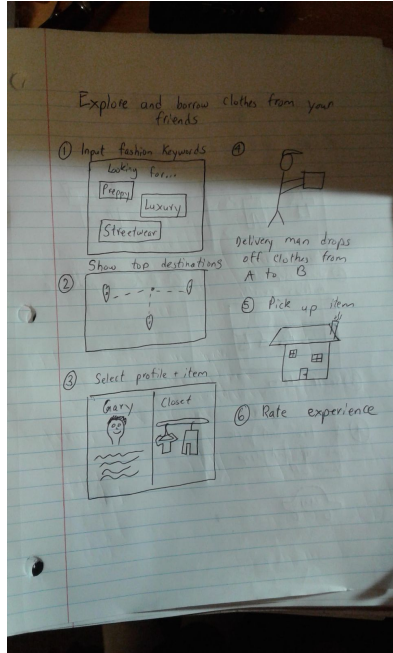
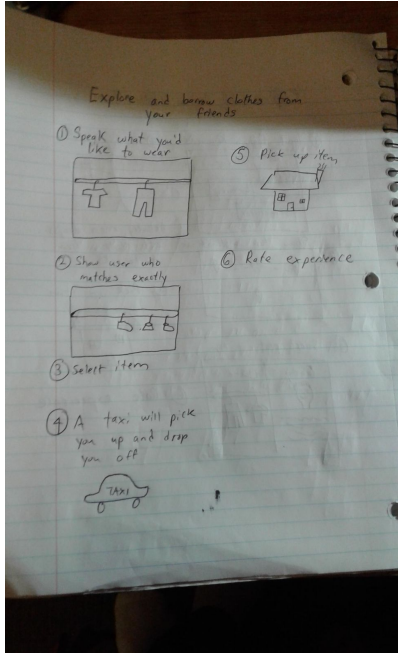
Type here ...

Borrow

What are you looking to borrow?

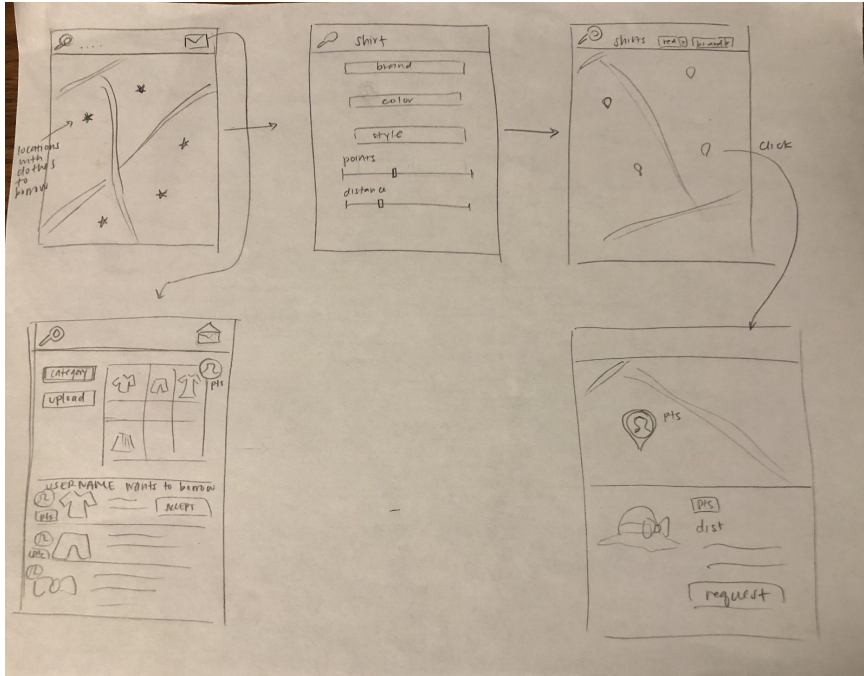
Red dress

- Jane
- Lucy
- Joan

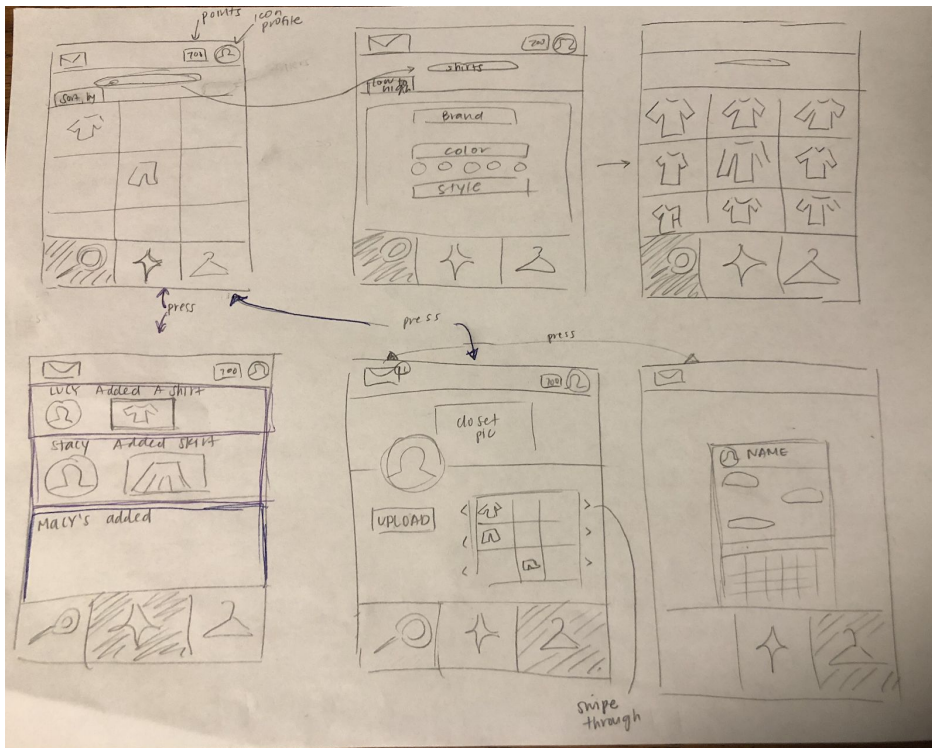


Top two ideas:

Map based:



Community based:



## Reasoning for picking final prototype:

From our 15 sketches, we noticed 4 avenues for users to begin the app experience:

1. Location of lenders (map-based): app opens with a map showing both users' friends and strangers lending in the area.
2. Social borrowing and lending: app opens in the form of a newsfeed showing community transactions.
3. Task/Item-oriented: user searches or selects clothes upon opening app.
4. Personal closet: first shows one's own closet, or uploading clothes.

Armoir's purpose is not just borrow/lend clothes, but to join the broader community and explore what your closet can *become* through others' closets.

Thus, we decided to eliminate personal closet or task-oriented opening screens since they are static activities devoid of interaction/exploration with the community.

Furthermore, edge case users might never upload to their closet, instead preferring to borrow clothes from others. That's why we chose the **location-based** and **news feed-based** storyboards.

However, the **location-based** storyboard posed a problem. If a map appears first, users would not be seeing clothes and wouldn't even know where to start looking. So the newsfeed storyboard was our clear winner. We decided to make the menu tab-based, which makes browsing easier and separates the searching from exploring from the user's closet (lending).

To help users search for clothes, we implemented a search field / filters based on category, price, color, etc.

Click depth: we wanted design to reduce the clicks required to carry out the most common tasks.

Newsfeed: We debated stigma publicly borrowing clothes from others, but decided armoir needs to make it a social act to work as an app.

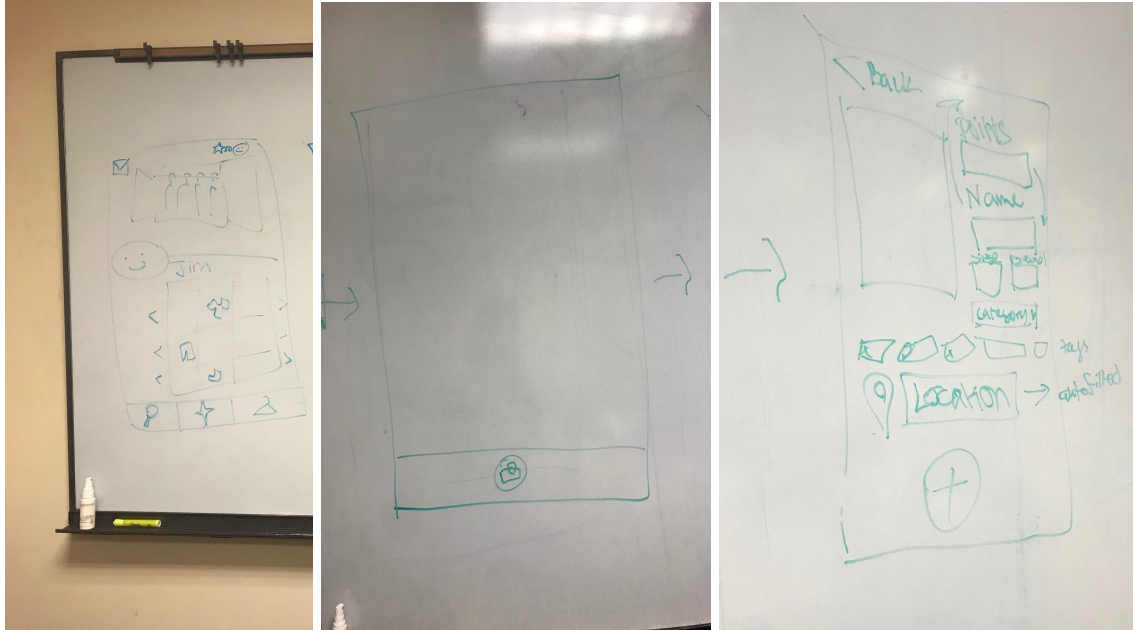
Points: Using points to borrow clothes and lending clothes encourages users to feel they are "gaming" the system and contribute to the system by lending.

Heart: Allows users to show preferences (for recommendation system) even while not borrowing.

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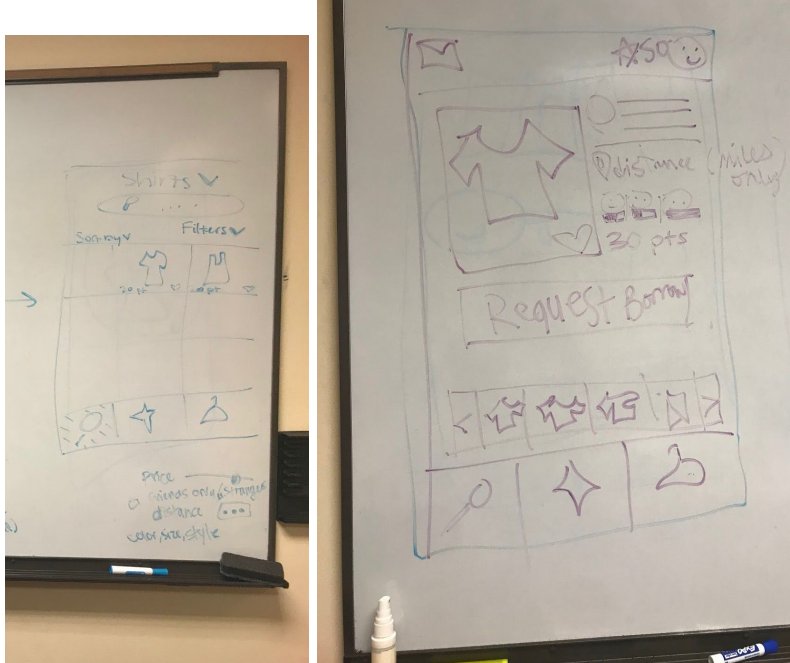
## Storyboard of 3 tasks:

Lending:



From the personal home page (showing your profile pictures, closet and clothes uploaded —> camera to take a picture —> Draft page to fill out details of item before uploading)

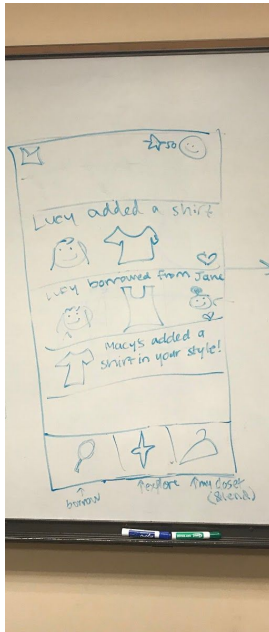
**Borrowing:**



Search homepage with filters, sort by and grid showing options near you —> when you click on an item and see details, reviews, other items in that persons closet and a big “request” button

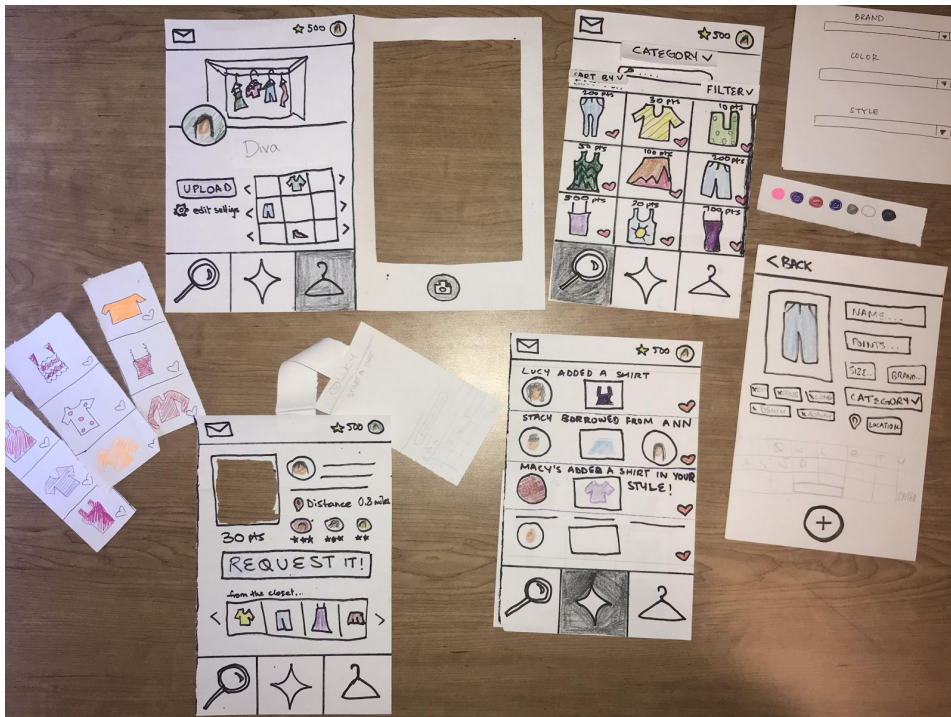


## Recommendations:

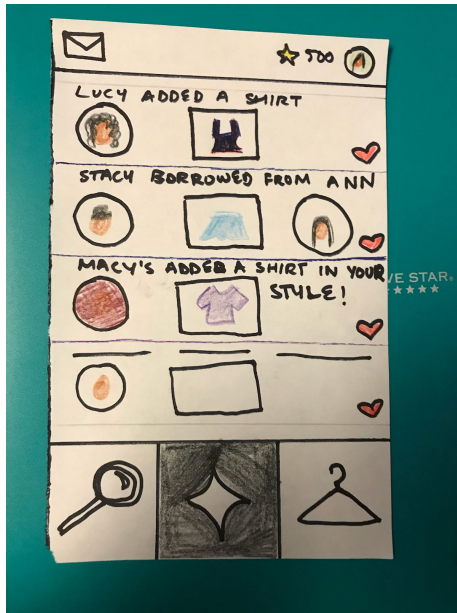


Explore feed with news from your friends integrated with recommendations of shops posting items that match your preferences.

## Prototype:

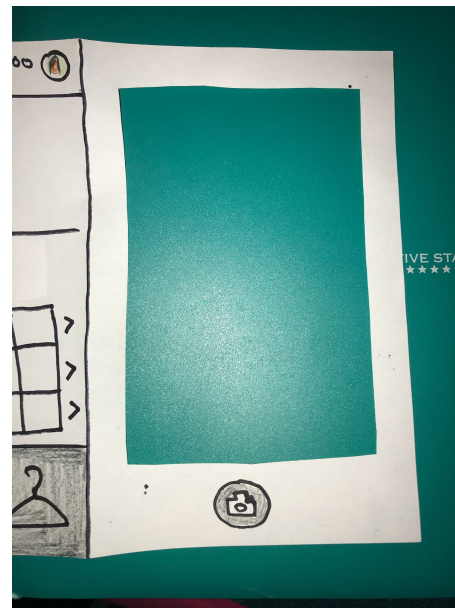


This prototype is based on touch input primarily. The main drivers are the tabs at the bottom of the screen. There is also a universal static bar at the top to go to your profile page and your inbox. It shows the number of points you have so it's always known to you as you borrow/lend.

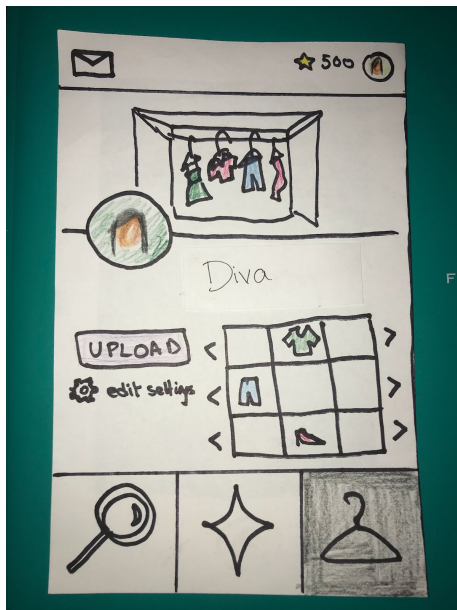


Explore feed: Has the news from your friends (adding items, borrowing) and recommendations of items to buy.

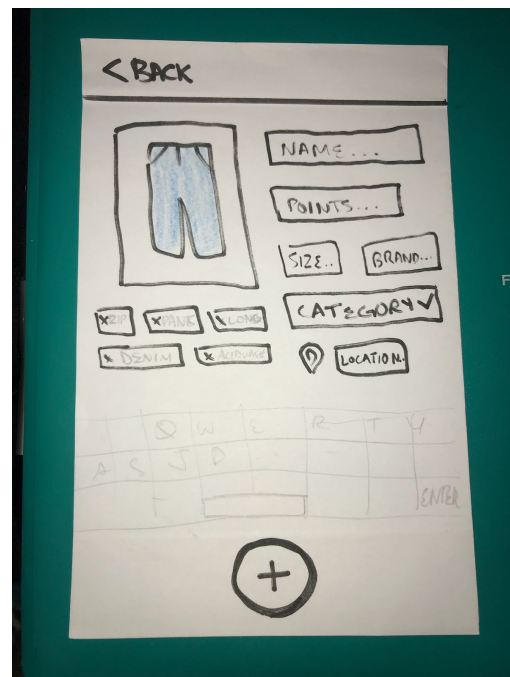
you uploaded. Also has a large upload button.



The camera screen which opens up when the upload is clicked.

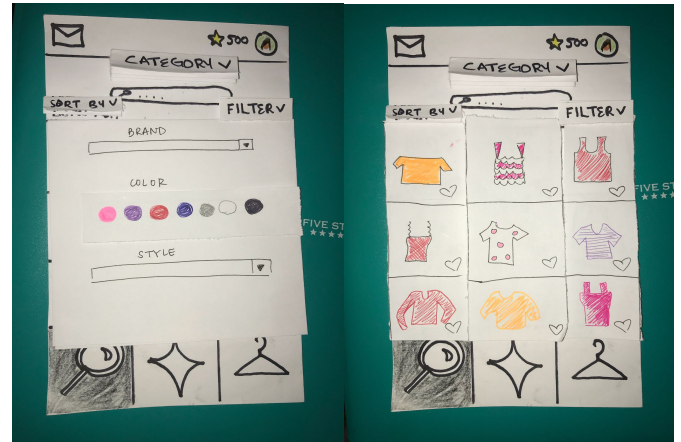


Your profile page. Has a picture of you and your closet. Has a scrollable grid of items

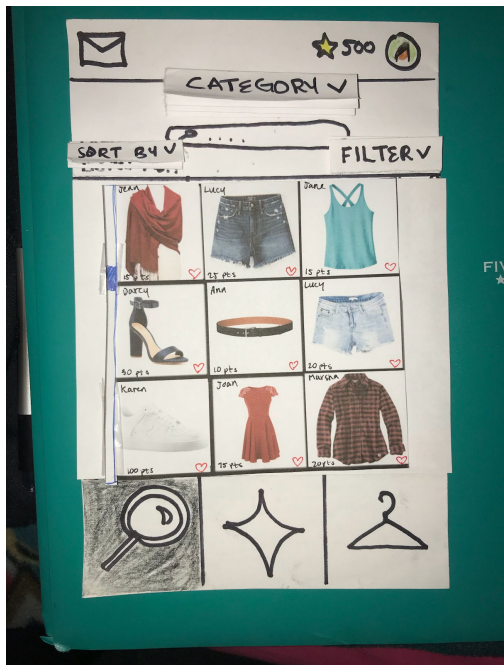


Next page in uploading an item to lend it. Shows picture you just took and fields to fill out. There are some auto-generated tags that you can cancel the ones that don't apply.

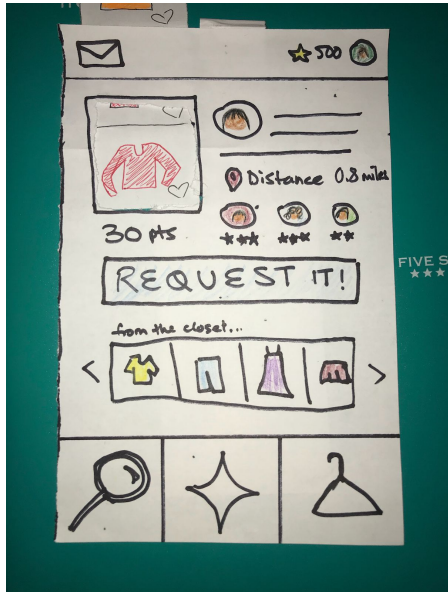
or sort by. The item info can be opened up to borrow or you can just "heart" them to show you like it. Shown before and after iteration (adding real clothes pictures)



left: when expand filters is called.  
right: Items returned after setting filters and sort by

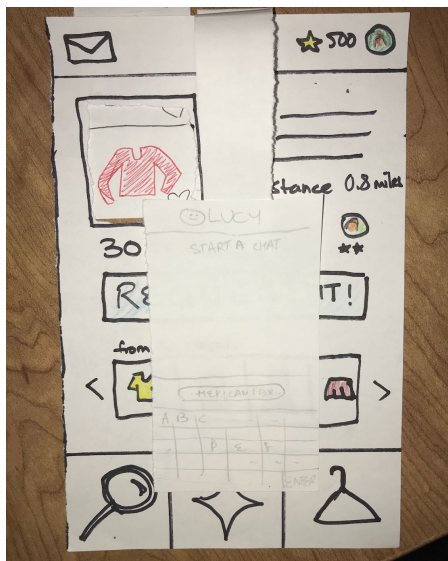


Search/Borrow page. When opened this page shows you items available near you (in your size, which you set in the settings). To find particular items, you can search in the search bar or use the categories, filters,



Item page: when item is clicked. Shows item image, lender name, descriptions, distance, reviews from others who have borrowed the product, and the price (in points). There is also an explore bar at the bottom showing other items in the same persons' closet. Huge request bar in the middle.

Once request is pressed, a chat window with an auto-filled message appears to chat with the lender.



## Method:

### Environments:

Main Quad, Tues  
Stanford dorm, Wed

### Tasks:

- 1) Find a red shirt to borrow
- 2) Upload the pants you are wearing to lend to others
- 3) You've been using this app for a while now, and it has learned your style preferences. Where do you look for the app's recommendations for clothes to buy?

### *Test Measures:*

1. Were participants able to complete the tasks?
2. What paths did they take?
3. What did they find easy, hard, or confusing?

### *Team Member Roles*

1. Rachel: Recorder
2. Cisco: Introduction and consent form
3. Alex: Facilitator and keeping a log
4. Rhea: Computer

### *Participants:*

We interviewed 4 participants in total. We tried to find some variety in age, career, how stylish they seemed to dress and how tech savvy they were. This helped us get opinions from people likely to use the app and those not likely — because they don't like shopping or because they are not tech savvy.

Our testers did skew a little bit younger (20's) because that is our target audience. The participants were not compensated.

Betty, 24, from Philippines, works in sales



Brandon, North Carolina, 28, med school.



Older woman, age around 50's.



Diva, 20, Stanford student



Q: Do you shop a lot for clothes?

A: "Yes, yes I do"

Upon seeing a bigger picture of shirt after clicking said horizontal view:

"How do I close this?"

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Q: The first task is you're trying to find a red shirt. Where would you go if you see this screen?

(Immediately chooses a shirt on explore screen)

"Yeah, it looked like a shirt, so I figured that'd be a good place to start."

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Q: How would you find the red shirt?

"Red shirt?"

(clicks on yellow shirt in recommend page)

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"Price maybe? And maybe distance? Friends...that's not so important to me... it doesn't matter to me if they're a friend or not"

"Points? I have to come up with the points?"

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## Results and Discussion:

As we rotated participants we noticed parts of the prototype were confusing — and iteratively changed aspects so we could elicit new reactions from the next person.

1. Our tabs at the bottom of the screen are central to the app: they represent the three big tasks. But we found that having them without text was a bit confusing to people, especially because the **icons didn't communicate the meaning** well enough.

We found that the search icon was clear to people but the explore icon and hanger icon weren't — while one user (younger, looked tech savvy) was able to easily decipher them, other users didn't find it as intuitive. The hanger icon especially seemed like something that invited people to explore but didn't give them a hint that it would be their own closet.

2. On the borrowing/searching page, the **grid layout** of the clothing items initially shown confused people. They thought these were categories of clothes or the only items available, not specific items in a feed.

Solutions: We tried adding a scrollbar, and differentiating products (adding real pictures, profile names of the person uploading it).

3. In the same page, the top space was confusing to people. It took them a while to start using the filters, and some overlooked the search bar. This area needs some redesigning to get the most out of these features.
4. Mixing the recommendations with the news from friends in an “explore” feed was confusing to people. They thought of the space as news about others, and not themselves. Moving recommendations to the mailbox would be a way to make it seem more personalised.
5. The point system, which we included to add a “gamey” feel to the app, didn’t seem very intuitive to people — they weren’t really sure how many points to assign for an item. Choices ranged from 5 to 200. A default value seemed to help them learn the system.
6. The name field in the process of uploading items confused people — it didn’t seem to click right away that it would be a name for the item. They tried their own name and the brand name — and only after filling in a few more fields did they come up again to change the name of the item.

Overall we found the paper prototype helpful to see what was intuitive and what wasn't, and some ways users might get stuck in loops when trying to carry out a task.

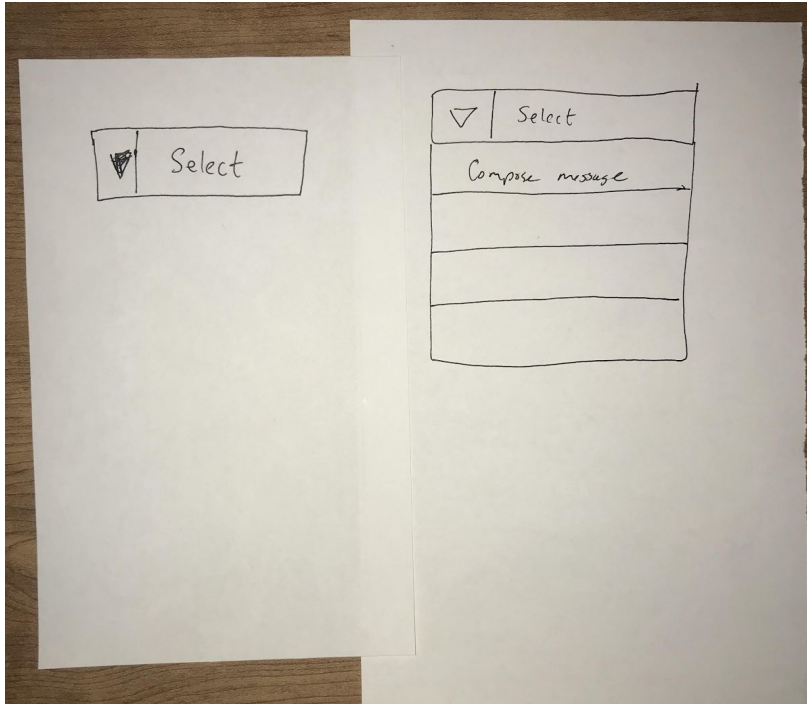
(1499 words)

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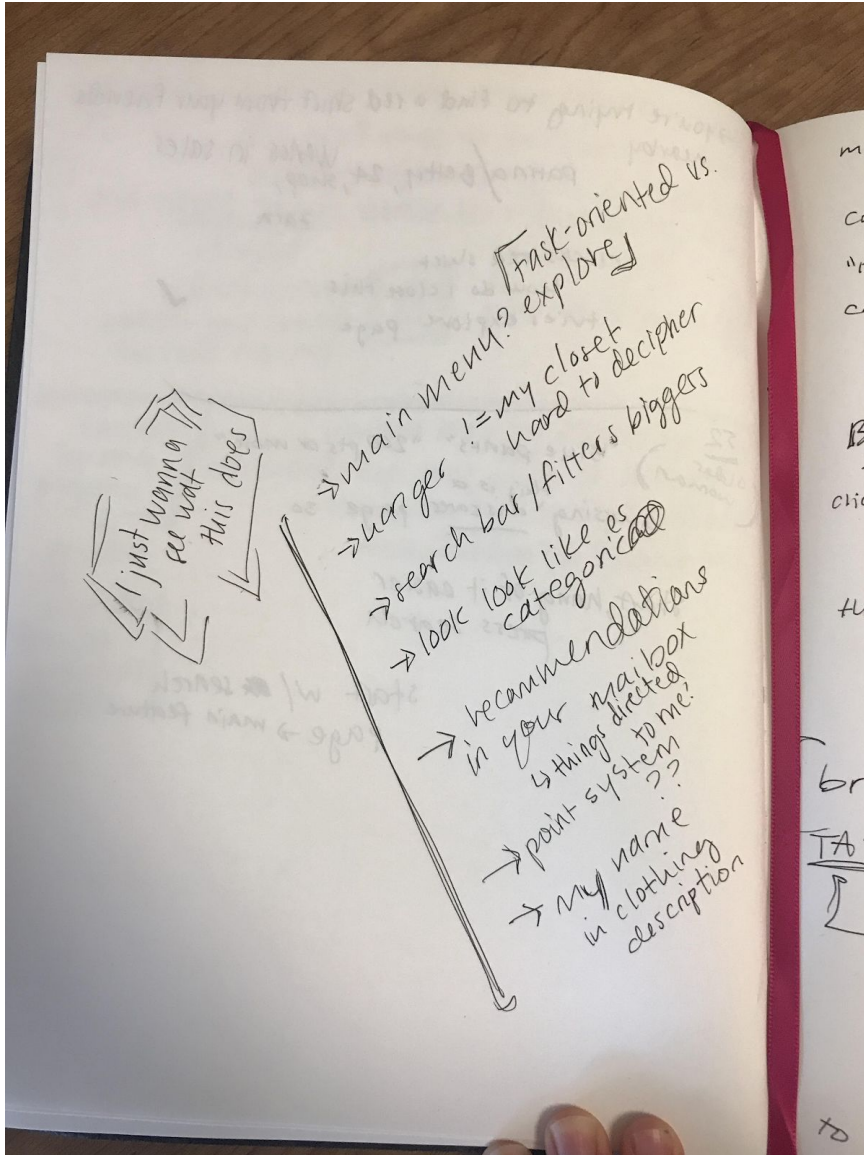
## **Appendix**

*See Appendix folder in the Drive for our consent forms.*

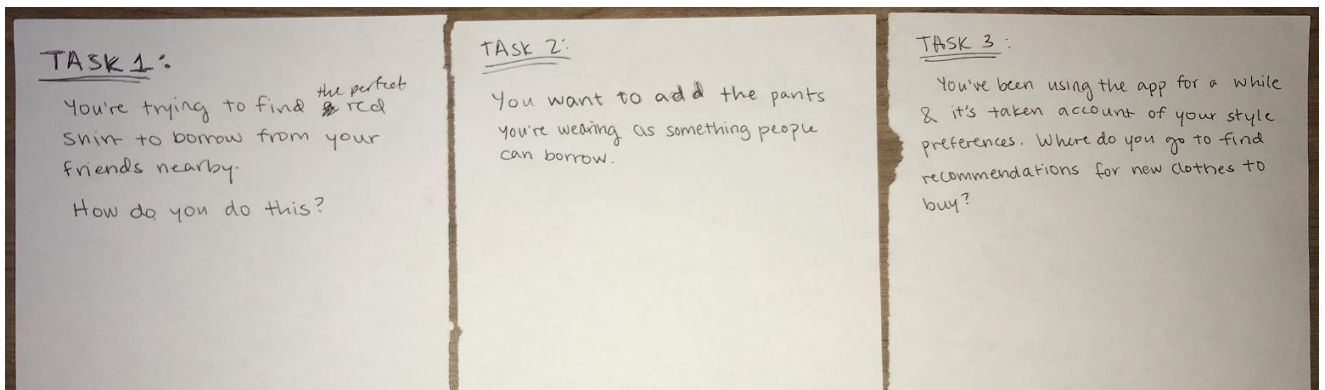




*Demo used to introduce prototype test to participants*



Notes taken during testing



Participants' three tasks

