

CS 147
Assignment 2
Yanyan
Thurs 5:00 pm

POVS and Experience Prototypes

Introduction:

The Dream Team:



Alex W.



Rachel H.



Cisco V.



Rhea K.

The Problem Domain:

Shopping

How can we take the best of online and physical shopping and bring them together to create a more personalised shopping experience?

Preliminary POV:



We met...

Kendra, a 35-year-old woman from New York who runs a non-profit for artists with special needs.

We were amazed to realize that...

Kendra appreciated thrifting or shopping in stores that were environmentally friendly due to her personal passion for reducing waste. She also made shopping sound like an adventure to find the right outfit.

It would be game-changing to...

help people feel the adventure of shopping while tailoring the experience to their identity and values.

Additional Needfinding Results:



We met...

Jon, a 32-year-old Uber/Doordash driver from Minnesota.

We were amazed to find...

Jon was very adamant about the color and brands of clothes he chose to wear. He also cared very deeply about the quality of clothes and frequently stood up to show us his Seven7 jeans, as if he was extremely proud to own them. Jon also seemed to think that finding items that could match his current closet was a huge deciding factor in buying the item.

It would be game changing if...

We could curate outfits to a customer that they would be proud to own based on their personal color and brand preferences.



We met...

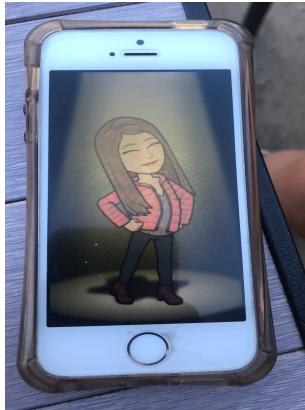
Colleen, a 26-year-old children's nurse who only shops when it's affordable and convenient.

We were amazed to find ...

Colleen wistfully mentioned that she would love to have custom-fit clothes and "wishes" she could shop the style of a specific store, Patagonia. Instead, she shops at online stores like LuLu's for the affordability and style of its products.

It would be game changing to...

Help people easily obtain clothes that perfectly portray them as we would imagine in a perfect world, without having them worry about finances.



We met...

Abby, a 13-year-old teenage girl who likes to shop with her friends.

We were amazed to find...

Abby enjoys shopping the current trends with her friends and finds her style to be influenced by her peers. However, she seemed to separate her sense of style from the rest of the group when elaborating on her grandmother's sense of style. It was as if her grandmother was her style icon or inspiration while her friends were the norm -- two very different age groups that nonetheless both form part of Abby's community.

It would be game changing if...

We could tap into a shopper's personal niche to guide them to products that help them feel unique and connected to their roots, while still following current trends.



We met...

Yan, a 40-year-old housewife and mother of two children.

We were amazed to find...

Yan didn't seem to think too highly of shopping for fun or style, but seemed to get excited when elaborating on the deals she found while shopping for clothes. She almost seemed to find joy in gaming the system by finding the best deals online for both herself and her friends.

It would be game changing if...

We could help people encounter the feeling of gaming the system while they shop.

We met...

A female, around 10 to 14 years old, at Teaspoon, who likes to shop with her friends. [We were not given permission by the parent to disclose the adolescent's name or age.]

We were amazed to find...

She was extremely passionate about social political issues and made conscious decisions not to shop at stores that were against her political beliefs. However, she showed some guilt as she mentioned that she shopped at stores such as Brandy Melville, even if the store implicitly undermines diversity in body types with its one-size-fits-all sizing.

It would be game changing to...

Help her feel less guilty by finding the middle ground between her clashing beliefs and style preferences.

How Might We (Brainstorms and Top 3):



#1 POV:

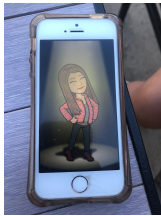
Yan

It would be game changing if...

We could help people encounter the feeling of gaming the system while they shop.

Best HMW:

Make shopping feel like “progress” — like a part of a journey



#2 POV:

Abby

It would be game changing if...

We could tap into a shopper's niche to guide them to products that help them feel unique and connected to their roots, while still following current trends.

Best HMW:

Help people discover what others in their community are wearing



#3 POV:

Colleen

It would be game changing to...

Help people easily obtain clothes that perfectly portray them as we would imagine in a perfect world, without having them worry about finances.

Best HMW:

Customize the shopping experience based on an individual's interests, size, style, and fit preferences.

Top three solutions:

Solution #1:

Abby

HMW: Help people discover what others in their community are wearing.

An app that displays a map showing what everyone owns around you, allowing you to borrow clothes from others using a point system (a clothing inventory of the entire neighborhood). Treat the neighborhood as your store.

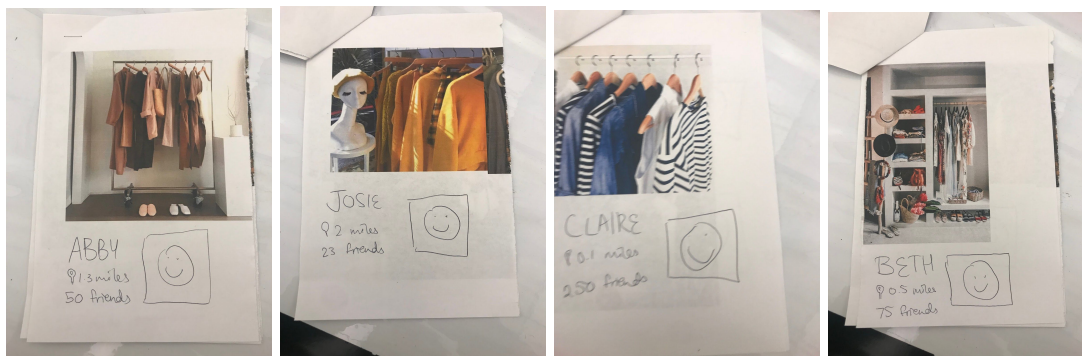
Questions / Assumptions:

1. Are people open to sharing their closets with other people? What are the risks of this?
2. Would people like to wear their friends' clothes?
3. Would people be able to pick clothes from others' closets without trying them on?
4. Would people have time to browse other people's closets?
5. Would people have the patience to upload all their clothes for this? Is there a way to do this more efficiently using tech?
6. Would people take the risk of not having their clothes returned?

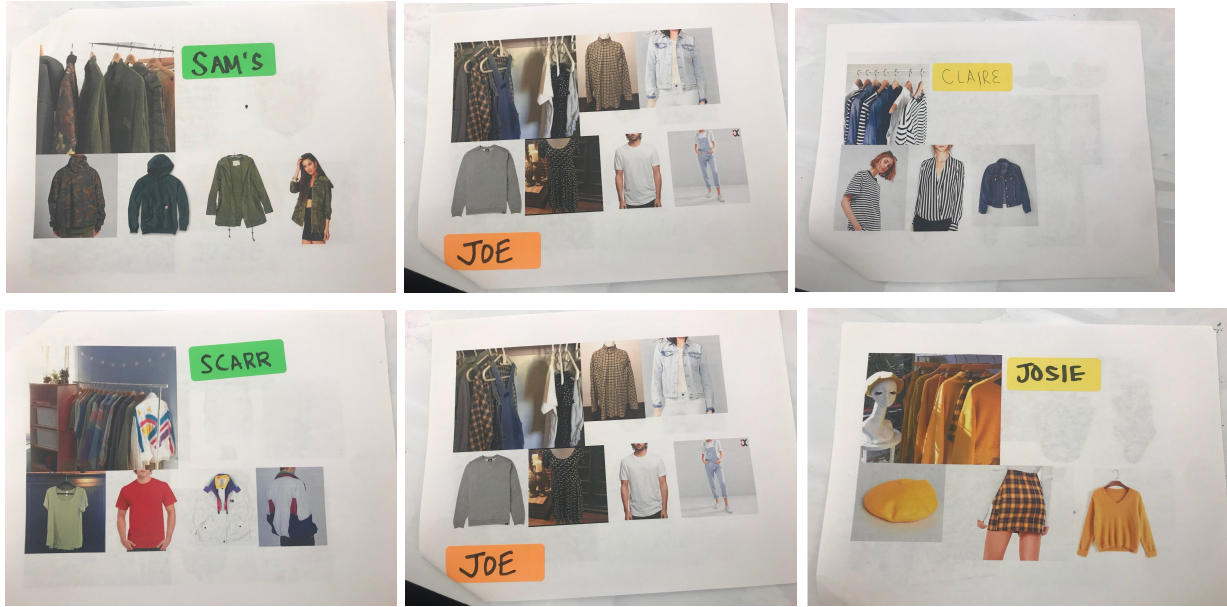
Prototype #1:

Would people like to wear their friends' clothes?

The Prototype:



First the user flips through the profiles of their friends. They see a picture of the person's closet, the person's name, a profile picture, the distance to the person and how many mutual friends they have.



Once the user clicks on the profile, they are taken to the closet to choose which of the individual items to add to their cart to “checkout” (borrow).

Testing the Prototype:



Who:

Alyssa M., a senior at Stanford, originally from Trinidad and Tobago. She's 22 years old and is pursuing a biomedical computation major.

Where:

Interviewed her at Lathrop Library

What we learned:

Alyssa said the “formalisation” of the process of borrowing clothes from friends made the idea seem a little estranged, and she even suggested that she would be more willing to test out this idea with strangers. She seemed to like being able to go through several of the “friends” closets and pick a few things from each one based on different “moods”. It was interesting that she never seemed to pick everything from one closet but at most half. She also mentioned that she liked to hype her friends up about the clothes that they were wearing and appreciate the clothes that her friends wore. That didn't necessarily mean that she would want to wear the exact same thing. Some suggestions she made was that it would be nice to be able to look through closets and be able to figure out where to buy similar

things not the same things. She also suggested that complete outfit recommendations would also be interesting to look at.

Final Verdict:

The assumption was not valid in the way that we expected. Alyssa seemed to feel that going through friends' closets through an app made the process of borrowing too formal, but she also seemed to enjoy being able to go through the other people's closets. In a sense, we were able to figure out that a different assumption was valid, in which people would enjoy browsing through *stranger's* closets.

Solution #2:

Colleen

HMW: Customize the shopping experience based on an individual's interests, size, style, and fit preferences.

An app that lets you input an event you'll be attending, like a wedding, business meeting, or date, and recommends you clothes based on that event and your own individual preferences (combining tradition and your own style.)

Questions / Assumptions:

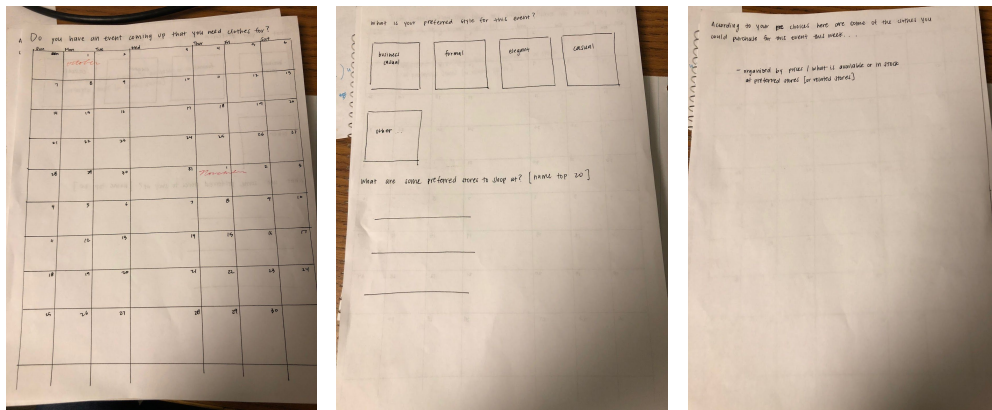
1. Would people update their calendar to mark formality of events?
2. Do people want to buy new clothes for upcoming events?
3. Do people like to plan their clothes according to events?
4. Will clashing events have priority based?? Can we assume
5. Do people dress predominantly for events? Or something else?
6. How do we figure out the "norms" of an event? Should users personalize this somehow?
7. Do people find it stressful to select outfits for occasions? Would this app be helpful?

Prototype #2:

Do people like to plan their clothes according to events?

The Prototype:

The assumption that this prototype tested was a whether people would be willing to use an interface that recommend outfits to buy for an event.



We would first ask if there is an event coming up that they needed clothes for. Then we had them choose categories based on their preferences and hypothetically suggest some outfits that could be purchased for the event.

Testing the Prototype:



Who:

Austin, William, and Will (ages around 18-20) from left to right, freshman boys at Stanford.

Where:

Interviewed in Norcliffe lounge



Who:

Gracie (age around 19-21), a sophomore at Stanford who might have a formal event for her sorority.

Where:

Interviewed in Norcliffe.

What we learned:

The boys stated that while the idea seemed novel, they imagined mostly girls using this prototype. However, one of the testers, William, did suggest rentals as an idea that could be added to the prototype. The boys also said more gender-focused style preferences would be helpful. On the other hand, Gracie seemed to really enjoy the idea of having an event planner for outfits. She even suggested that she would have liked if there were more specific preference indicators to narrow down the choices further.

Final Verdict:

The assumption was only valid for Gracie because this prototype seems to target a specific set of consumers. As the male testers mentioned, this prototype tends to cater more towards female consumers than male consumers. An insight we were able to find from this was that this idea may have a gender gap when it comes to planning outfits for events, but

all the testers seemed to like the idea of being able to really specify what type of style they wanted recommendations for.

Solution #3:

Colleen

HMW: Customize the shopping experience based on an individual's interests, size, style, and fit preferences.

A machine learning "Tinder" for outfits where you swipe on the clothes of fashion icons (celebrities or friends) or outfits made out of your closet, so that the app "learns" your style preferences and makes recommendations for new outfits to buy.

Questions / Assumptions:

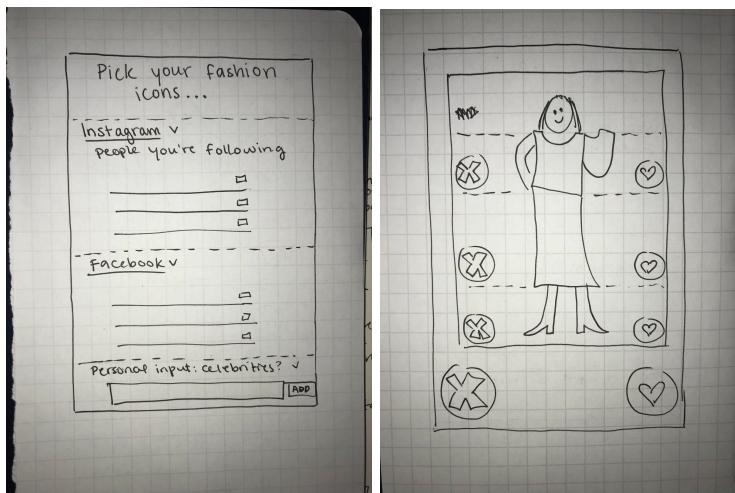
1. Are people inspired to buy clothes based on "fashion icons" (friends or celebrities)?
2. Would people actually use an app like this? Would they have the patience?
3. Would people be fine sharing their outfits for this judgement?
4. How would people want their clothes imported?
5. How do people find the activity of rating OTHERS outfits? Interesting / dumb?
6. How would celebrities be chosen? Friends?
7. Privacy of friends' data?
8. Maybe people prefer to highlight friends' clothes they already find cool?
9. Where do people find stylish clothes?

Prototype #3:

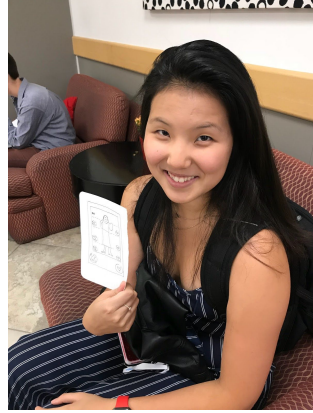
Are people inspired to buy clothes based on "fashion icons" (friends or celebrities)?

The Prototype:

The assumption we were testing was whether people had fashion icons they would select for an app like this, and if they would be interested in automatic recommendations of where to shop based on the indicated preferences of those people's clothes.



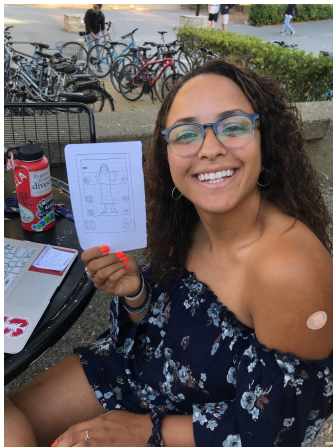
Testing the Prototype:



Who:

Jocelyn, a sophomore at Stanford

Where: Old Union

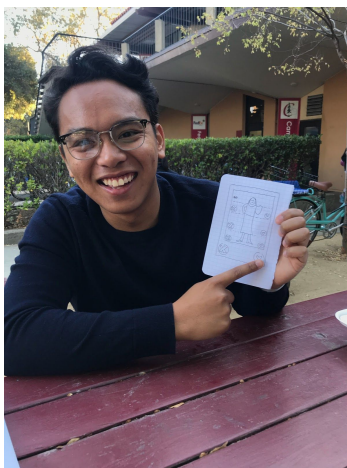


Who:

Tatie, a senior at Stanford

Where:

Interviewed at Tresidder Union



Who:

Abraham, a senior at Stanford

Where:

Interviewed at Tresidder Union

What we learned:

All participants were able to list off at *least* one fashion icon they already knew off the top of their head. Jocelyn said she would probably select around 20 celebrities, Instagram models, or friends as inspiration. Tatie leaned towards picking less celebrities or Instagram models, around 5. However, Tatie definitely saw herself buying the clothes that she saw on the models because she frequently shops online, while Jocelyn said she probably would not buy anything with this app since she never shops online (though we do not want to make conclusions based on this, as they cannot predict the future!). Abraham also had a celebrity that he thought of as a style inspiration, namely David Beckham. However, he said suggestions of celebrities with similar styles would have been appreciated since he couldn't think of anyone in specific. Abraham seemed to think of his style as stemming from personal interest rather than something inspired by other people, but he said that he likes to acknowledge other people that share a similar style. He thought that clothes looked good based on fit and seemed to believe that clothes often look good on celebrities or models because most outfits were tailored to fit them.

Final Verdict:

The assumption that we tested seemed partly valid: people did have ideas of who their “fashion icons” were, and do regularly think of them as inspiration for their personal shopping. The number of icons that participants could think of varied, but an interesting idea would be suggesting *more* potential icons that share a similar style to the initial icon selected, or allowing users to choose inspiration based on trend rather than person. It seems people who do not shop online might appreciate this app less, but we would like to explore this further.

Key takeaways // New assumptions:

Some of the key takeaways that our group had this week were that people liked looking through clothes in other people's closets, swiping through outfits of style icons or inspirations, and receiving outfit recommendations based on specific preferences. People did not seem to want to wear exactly what other people or friends were wearing, but rather something of a similar style. It also seemed like people definitely had an affinity for looking at models or closets with a style that resonated with what they liked to wear.

Prototype we found the most successful?

We found that the two prototypes of swiping through outfits and borrowing from closets had the most potential. The idea of clothes suggestions based on events seemed to narrow down the scope and create too large a gap between gender preference in users. We would like to combine our top two prototypes into a hybrid that takes ideas from both concepts.