Shopping

Alex Weitzman || Cisco Vlahakis || Rachel Hyon || Rhea Karuturi

The Team

Alex Weitzman

Cisco Vlahakis

Rachel Hyon

Rhea Karuturi

1.

Problem Domain

How can we take the best of online and physical shopping 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.

Preliminary POV

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 <u>an adventure</u> to find the right outfit.

Preliminary POV

It would be game-changing to...
help people feel the adventure of shopping
<u>while tailoring the experience to their identity
and values</u>.

Additional Needfinding Results

2.

Who we interviewed
What we discovered
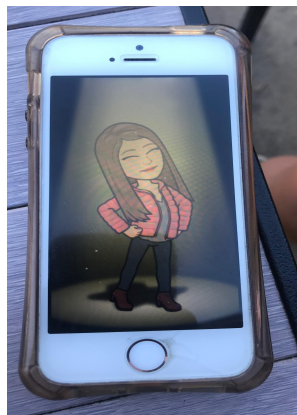**Where** we interviewed
Why we interviewed them

The Participants

Jon,
32, Uber and Doordash driver from Minnesota

Colleen,
26, children's nurse who only shops when it's affordable and convenient

Abby,
13, likes to shop with her friends

Yan,
40, housewife and mother of two children

10-14, teenage girl who likes to shop with her friends; was studying at Teaspoon

" Questions

Do you have any causes that you care about?

If you had a shopping assistant, what would you want them to help you with?

In what ways do your clothes reflect who you are?

Do you follow trends?

Besides the price, have you ever avoided a store for some reason?

How does your closet look?

What kind of person do you think shops at...?

" Questions

Do you have any causes that you care about?

If you had a shopping assistant, what would you want them to help you with?

In what ways do your clothes reflect who you are?

Do you follow trends?

Besides the price, have you ever avoided a store for some reason?

How does your closet look?

What kind of person do you think shops at...?

" Questions

Do you have any causes that you care about?

If you had a shopping assistant, what would you want them to help you with?

In what ways do your clothes reflect who you are?

Do you follow trends?

Besides the price, have you ever avoided a store for some reason?

How does your closet look?

What kind of person do you think shops at...?

" Questions

Do you have any causes that you care about?

If you had a shopping assistant, what would you want them to help you with?

In what ways do your clothes reflect who you are?

Do you follow trends?

Besides the price, have you ever avoided a store for some reason?

How does your closet look?

What kind of person do you think shops at...?

3.

Point of Views

Yan

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

Yan

We were amazed to find...
Yan didn't seem to think too highly of shopping for fun or style, but she 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.

Yan

It would be game changing if...
We could help people encounter the feeling of <u>gaming the system</u> while they shop.

Colleen

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

Colleen

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.
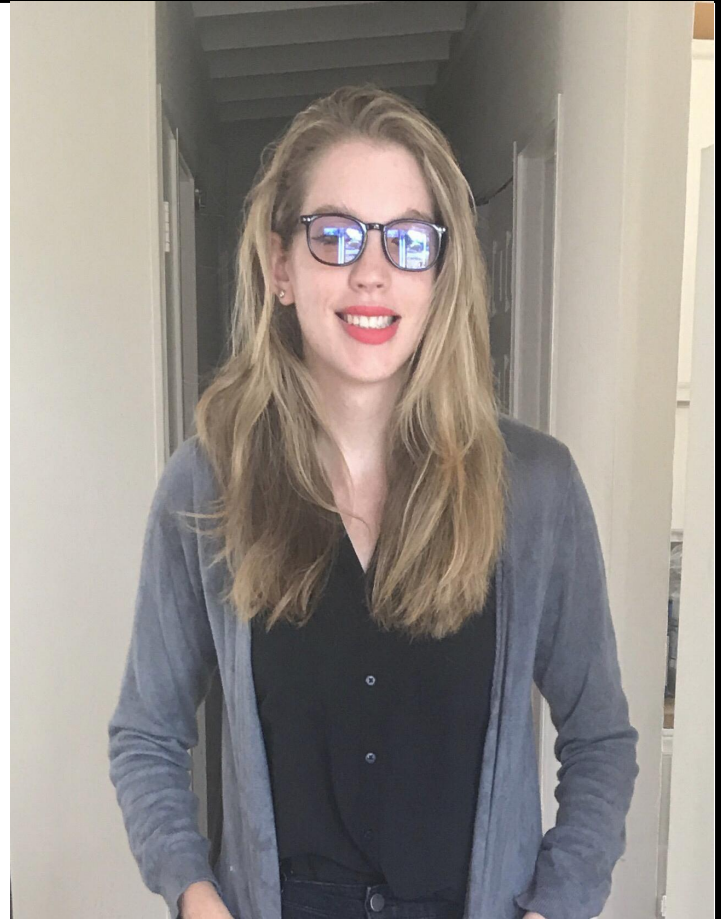
Colleen

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

Abby

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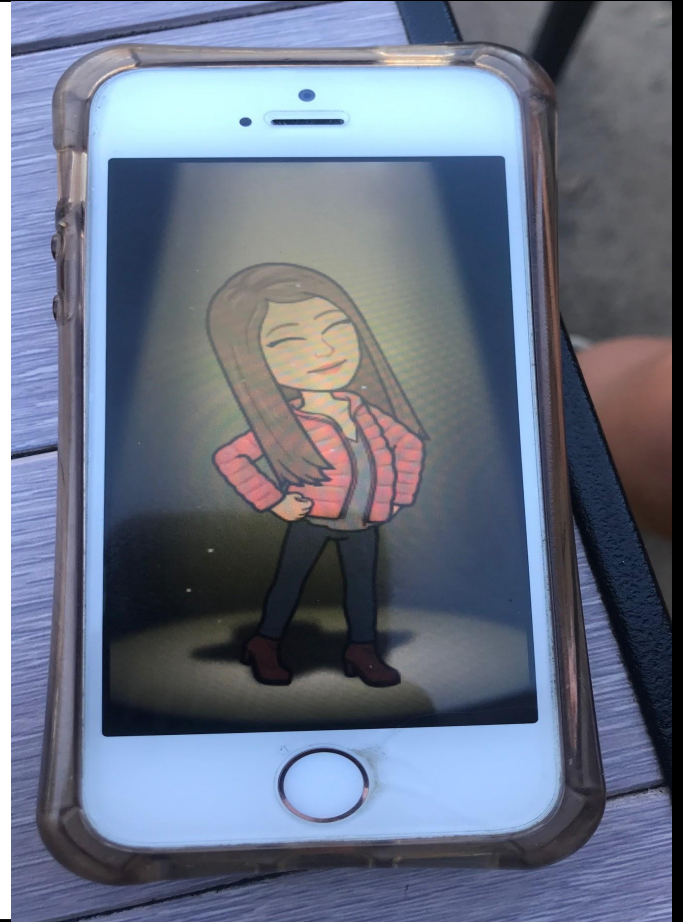
Abby

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.

Abby

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

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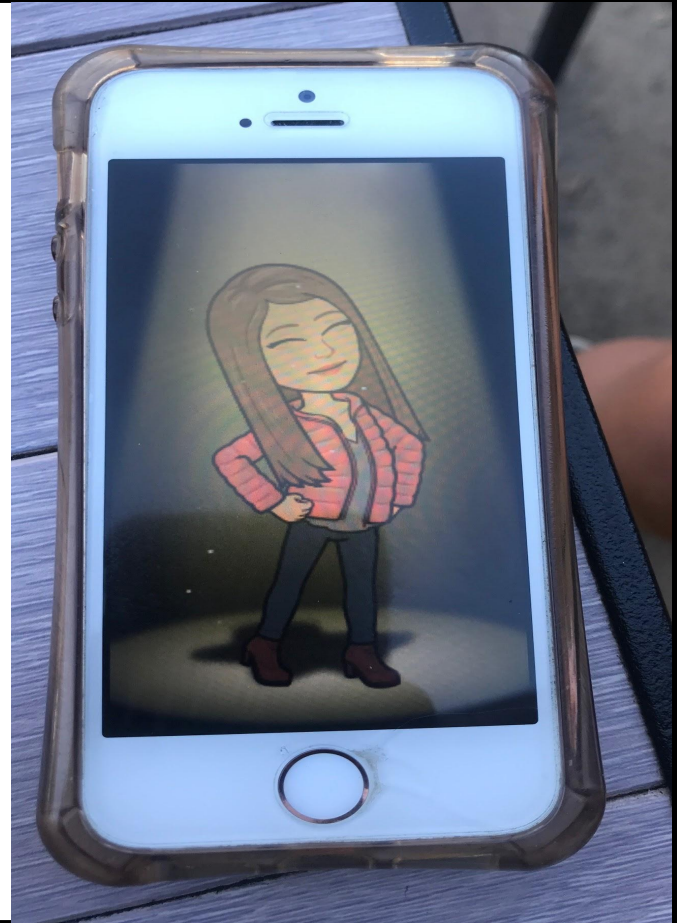
Jon, a 32-year-old Uber/Doordash driver from Minnesota.

Jon

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.

Jon

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

We met...
A teenage girl, 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, age, or photo.

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 <u>clashing beliefs and style preferences</u>.

4.

How Might We...?

How Might We...

Make shopping feel like **"progress"** — like **a part of a journey**?

How Might We...

Help people **discover** what **others in their community** are wearing?
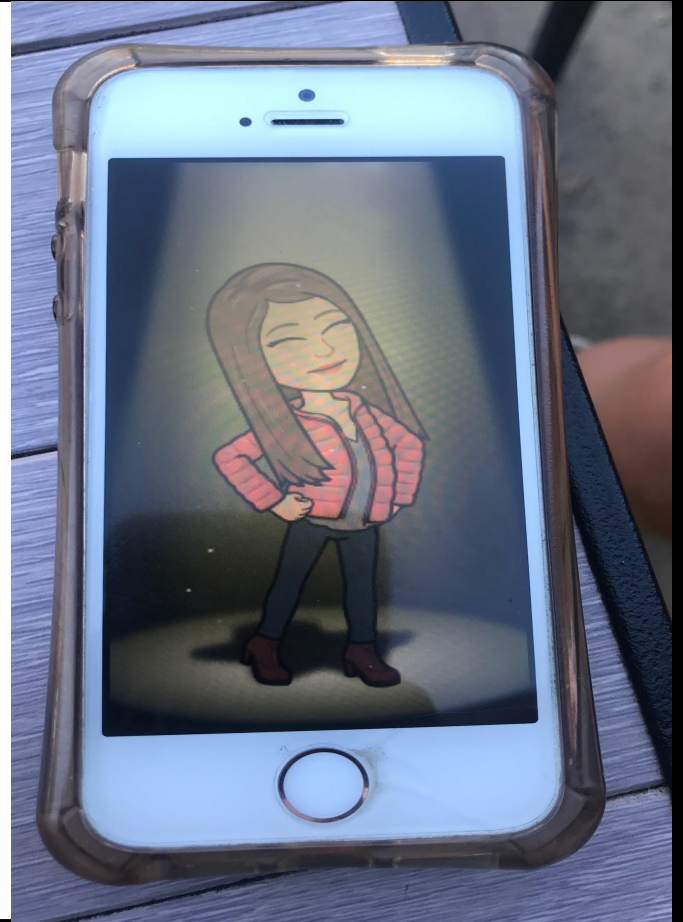
How Might We...

Customize the shopping experience based on an individual's **interests**, **size**, **style**, and **fit preferences**?
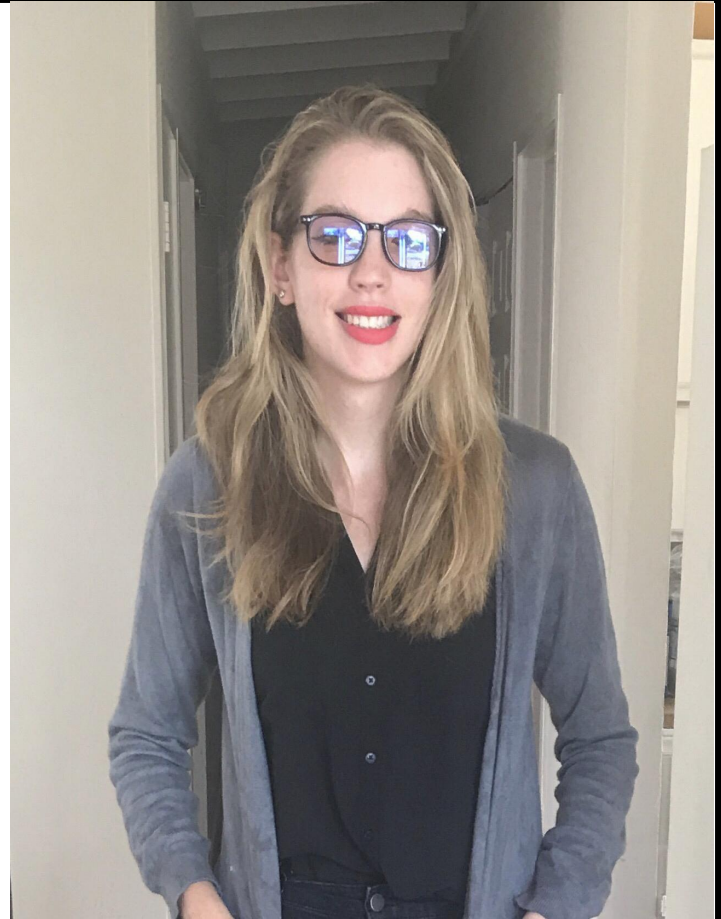
5.

Solutions?

How Might We...

Help people **discover** what **others in their community** are wearing?

Solution?

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.

Assumption:
Would people like to wear their friends' clothes?
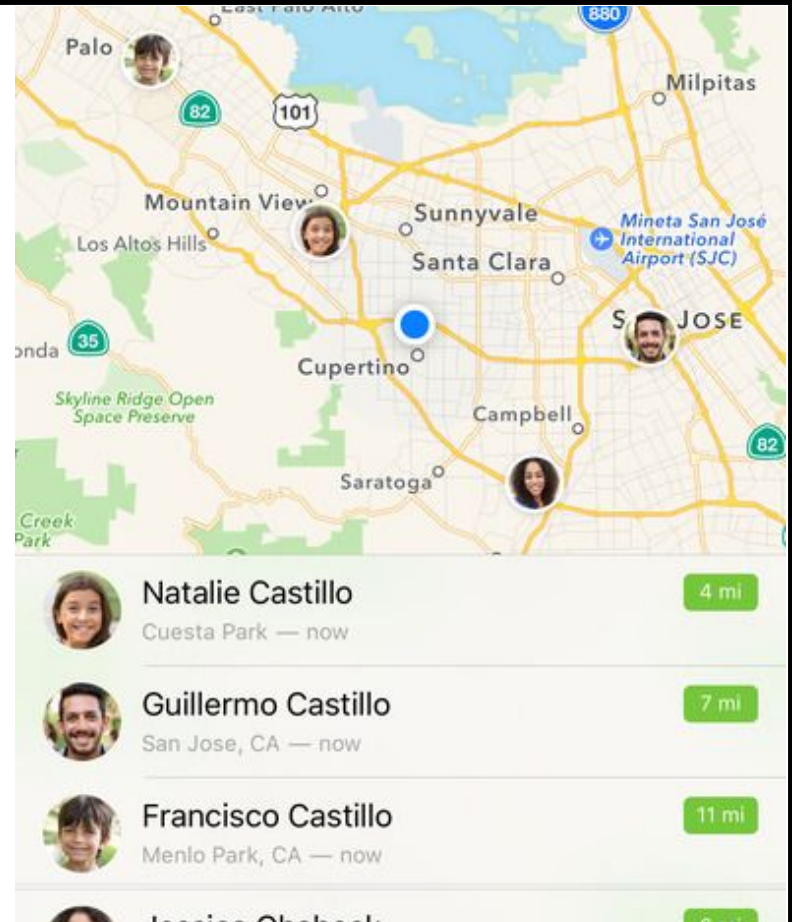
Prototype #1: Closet Borrowing
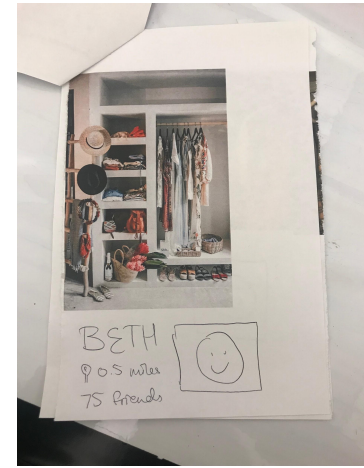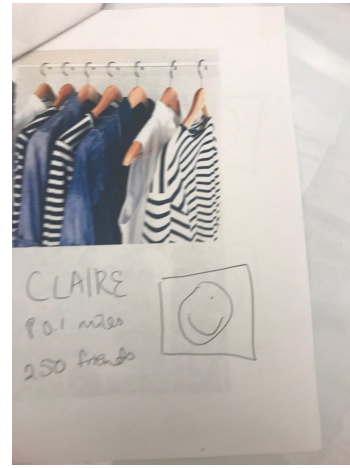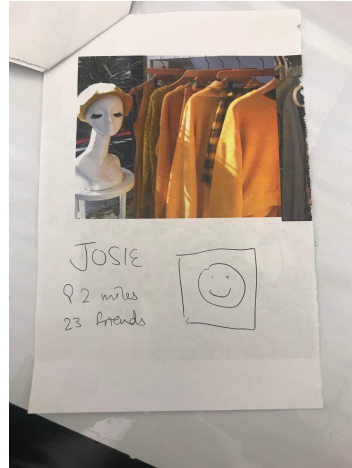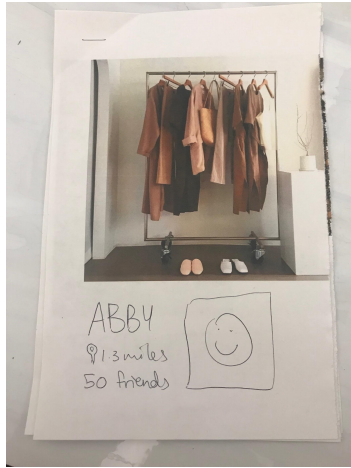
First the **user flips** through the **profiles of their friends**. They see a picture of their **closet**, the **person's name**, a **profile picture**, the **distance** to the person, and **how many mutual friends** they have.
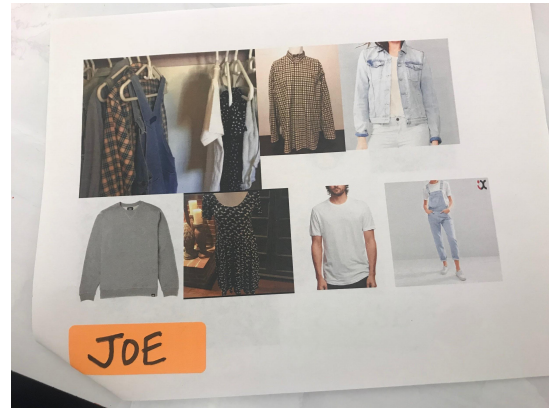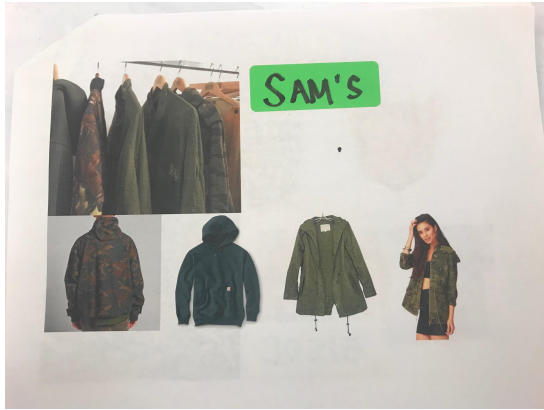
Once the user **clicks** on the profile, they are taken to the **closet** to choose **which of the individual items** to add to their cart to "checkout" (**borrow**).
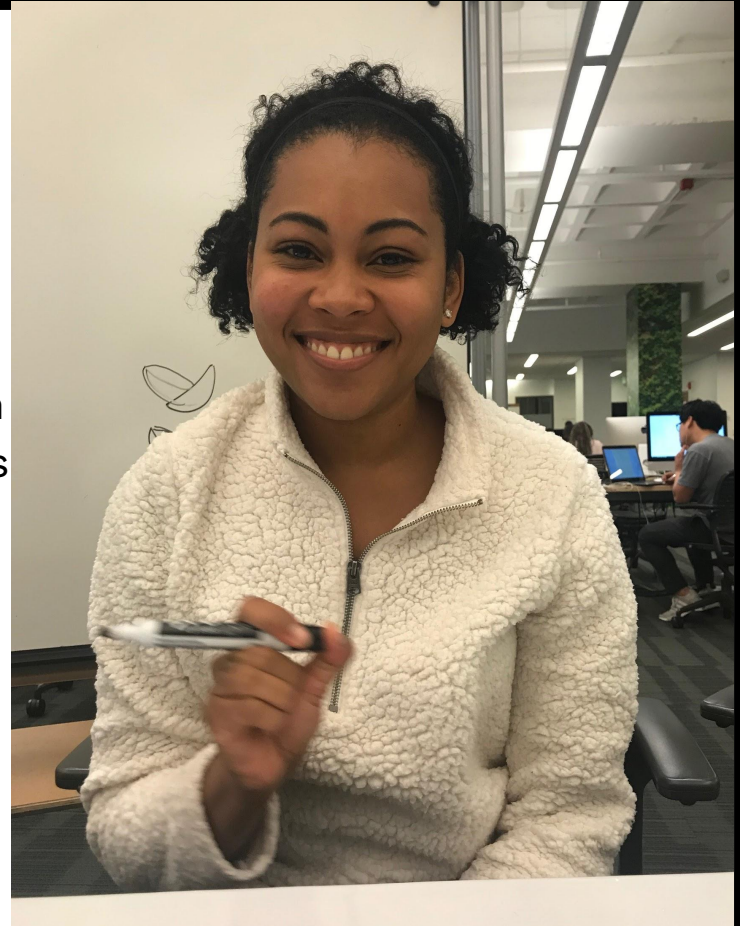
Testing

Who:
Alyssa M., a senior at Stanford, originally from Trinidad and Tobago. She's 22 years old and is pursuing a biomedical computation major.
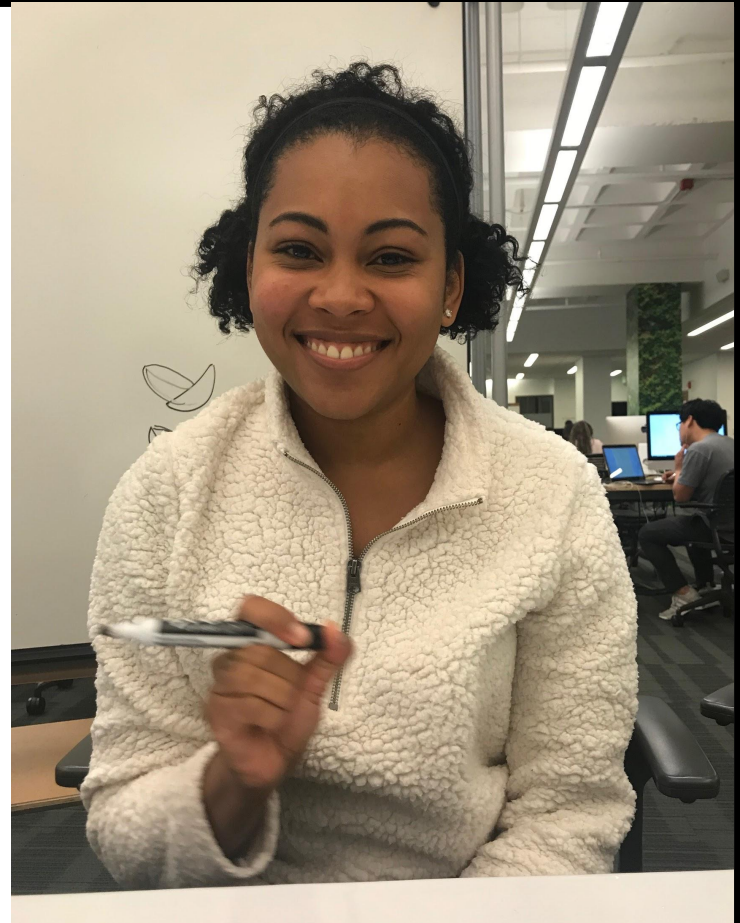
Where:
Interviewed her at Lathrop Library

Takeaways

- Said "formalisation" of process borrowing clothes from friends made the idea seem a little estranged
- Said would be more willing to test out this idea with strangers.
- Seemed to like ability to look through several of the "friends'" closets and pick a few things from each one based on different "moods".
- Interesting that she never seemed to pick everything from one closet but at most half.

Takeaways

- Likes to hype her friends up about the clothes that they are wearing, but that didn't necessarily mean that she would want to wear the exact same thing.
- Suggested it would be nice to be able to look through closets and learn where she can buy similar things, not the same things.
- Also suggested that complete outfit recommendations would also be interesting to look at.
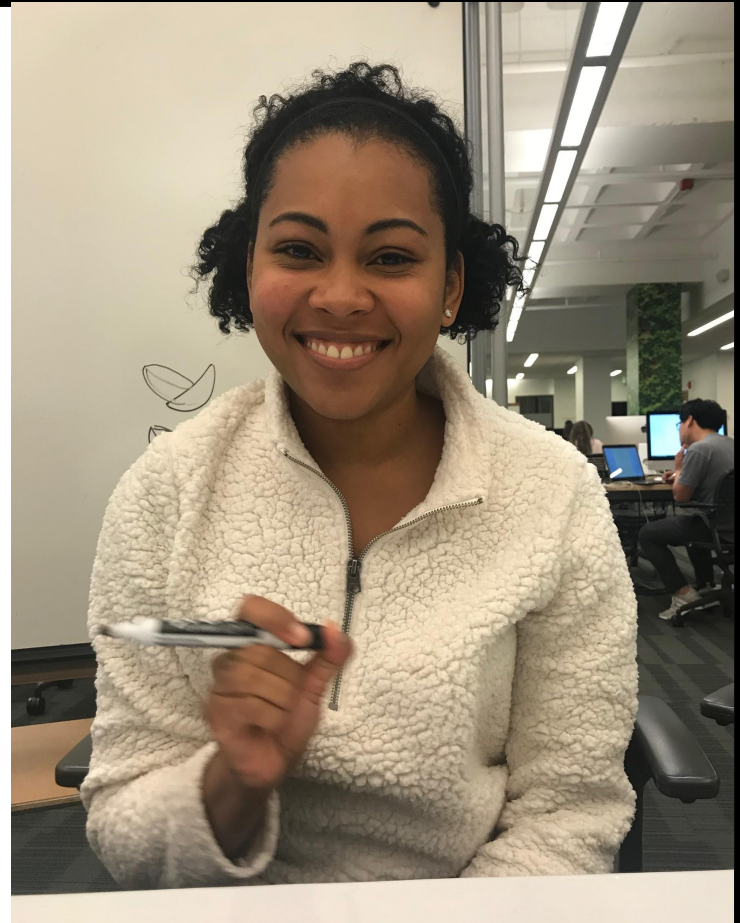
Final Verdict

- The assumption was not valid in the way that we expected.
- Alyssa felt that going through friends' closets through an app made the process of borrowing too formal, but she also seemed to enjoy ability to go through other people's closets.
- In a sense, we learned a different assumption was valid: people would enjoy browsing through other people's closets.
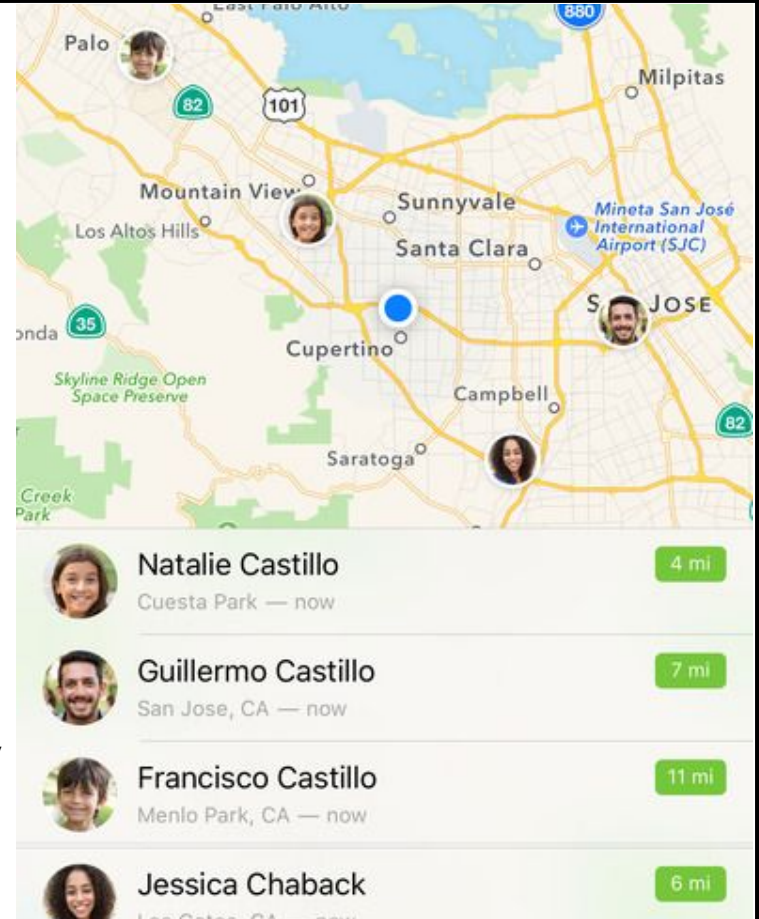
How Might We...

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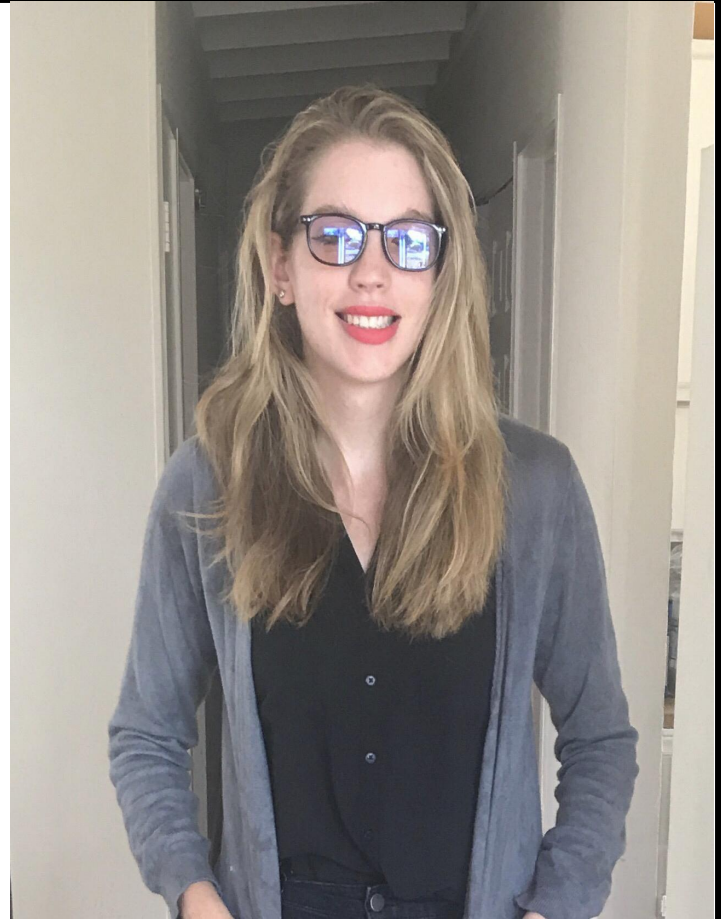
Solution?

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 preferences.)

Question:
Do people like to plan their clothes according to events?
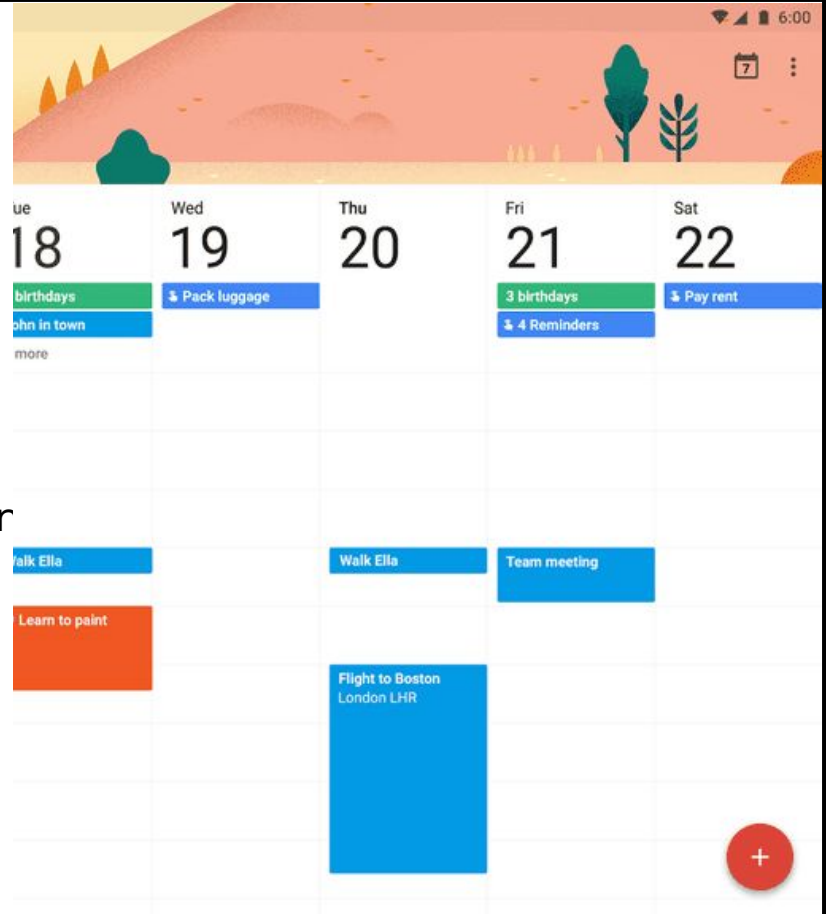
Prototype #2: Outfit Recommender

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.
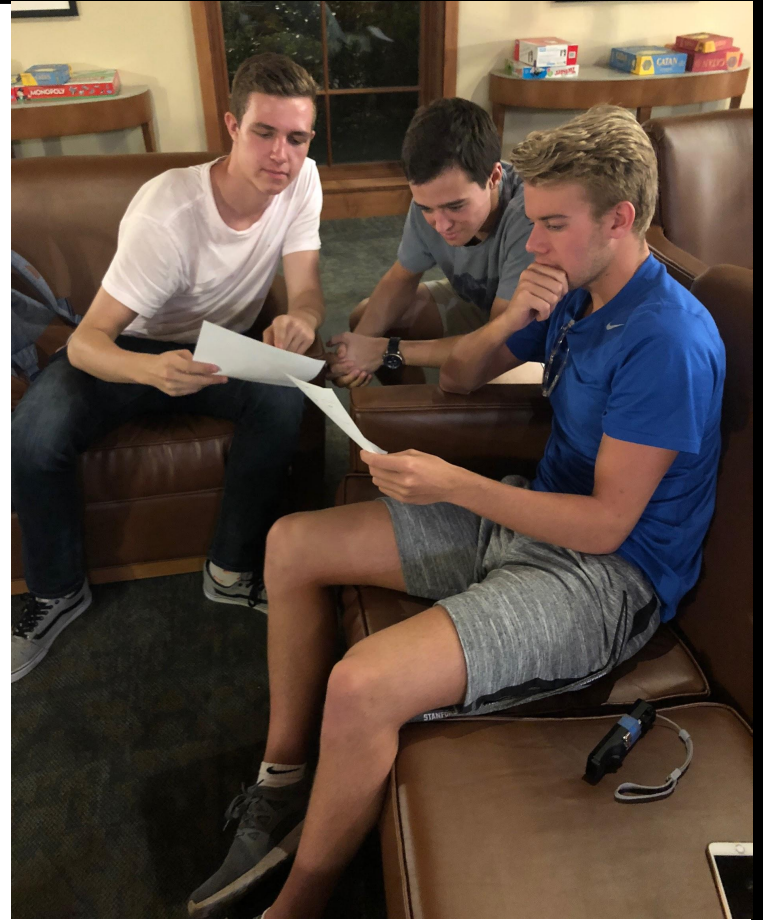
Testing

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

Where:
Interviewed in Norcliffe lounge

Testing

Who:

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

Where:

Interviewed in Norcliffe.

Takeaways

- 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.

Takeaways

- 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 male testers mentioned, caters more towards females than males.
- *Insight*: this idea may have a gender gap when it comes to asking about events, but testers did like the idea of specifying the type of style they wanted recommendations for.
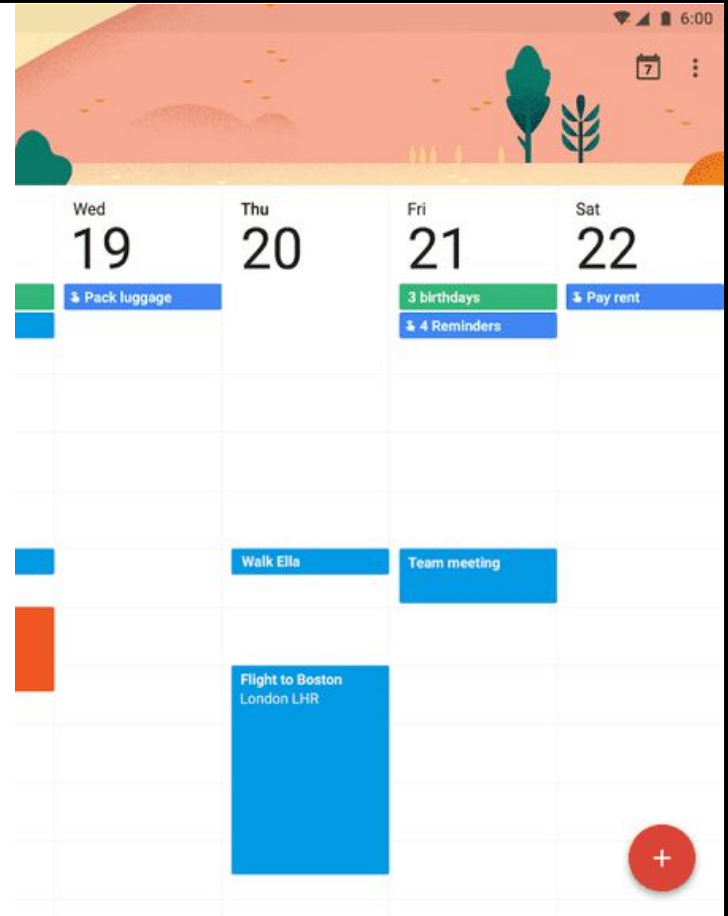
How Might We...

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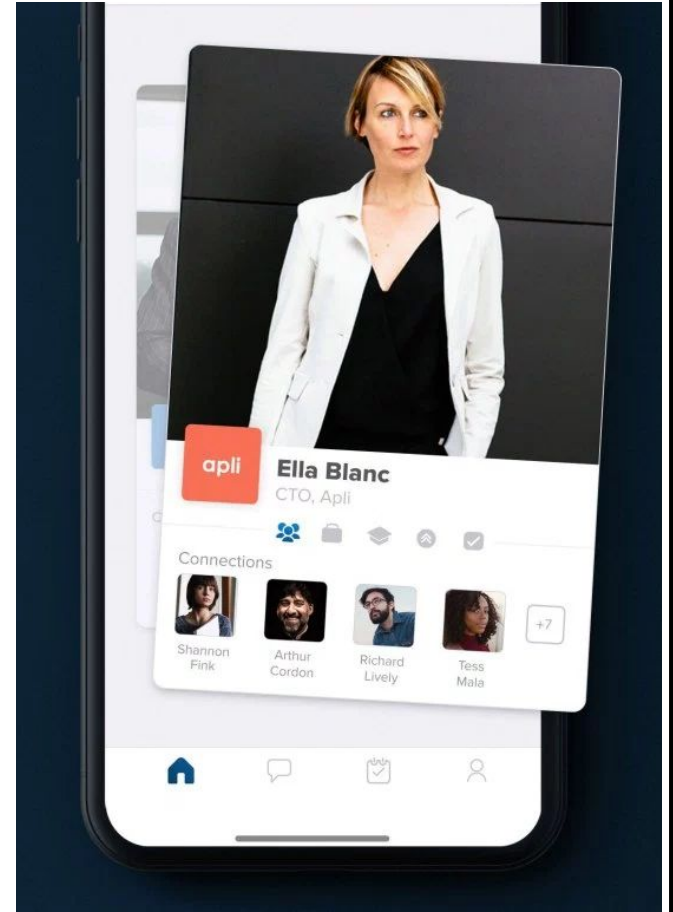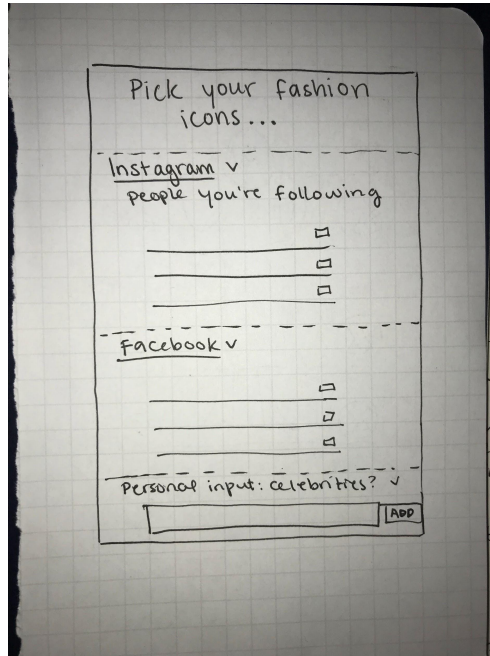
Solution?

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.

Assumption:
People have fashion icons they would select for the app.
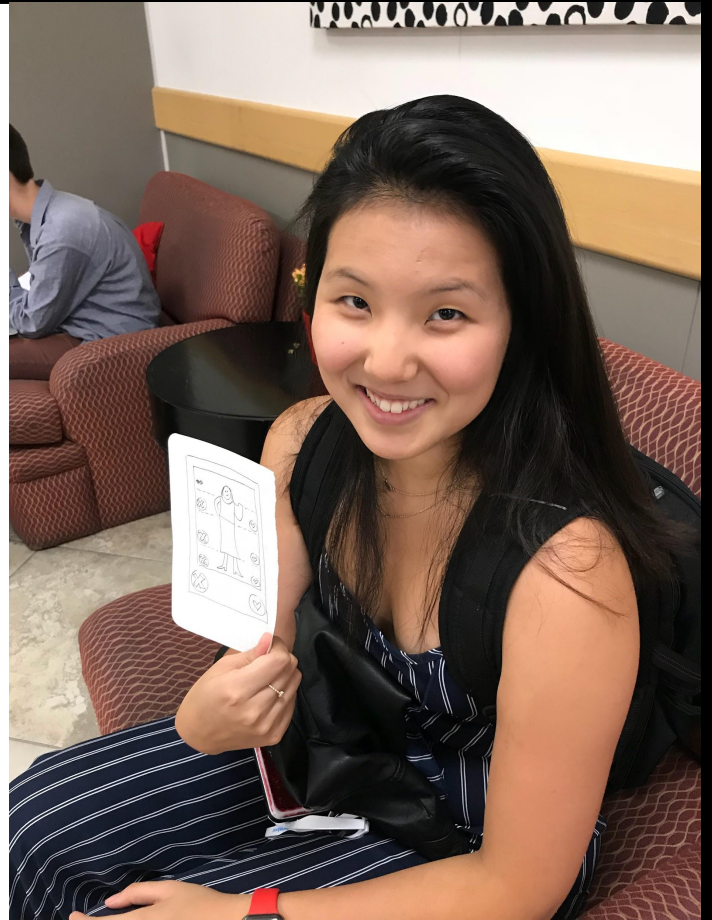
Prototype #3: Tinder for Outfits

Testing

Who:

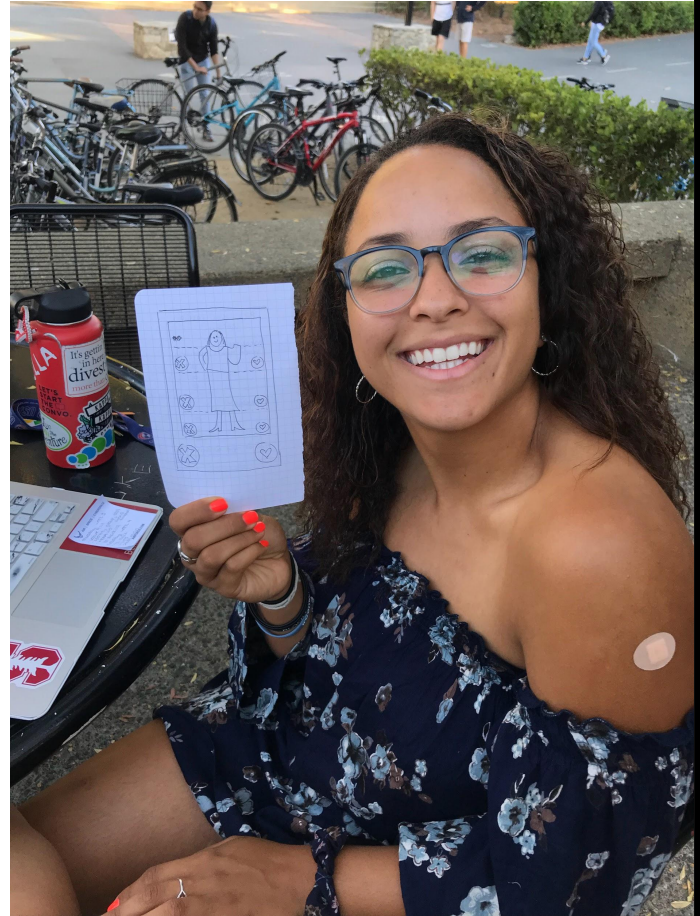Jocelyn, a sophomore at Stanford.

Where:

Old Union

Testing

Who:

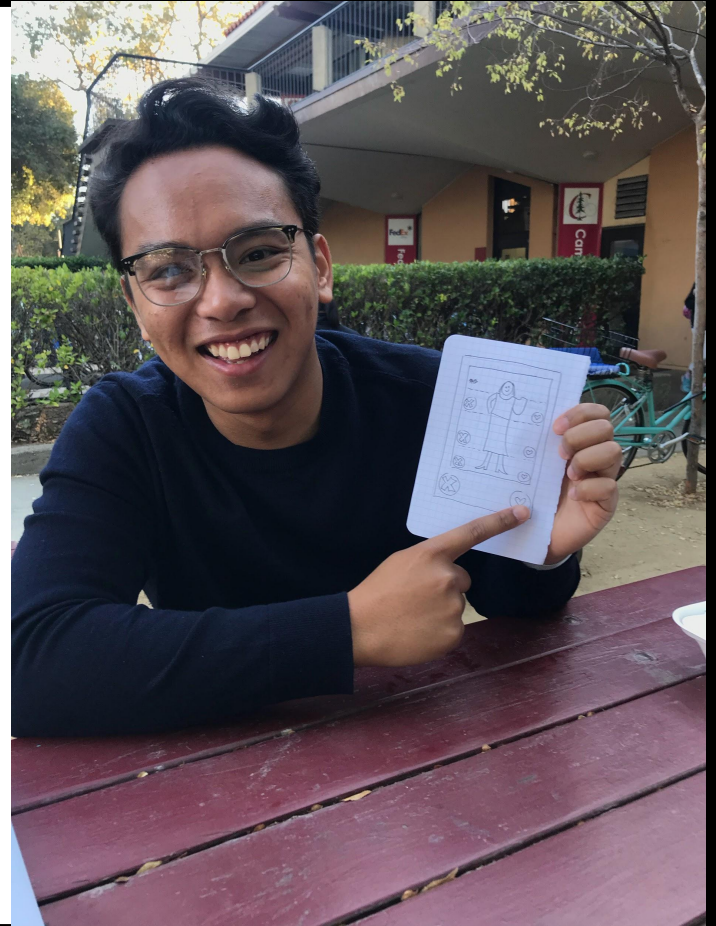Tatie, a senior

Where:

Tressider Union

Testing

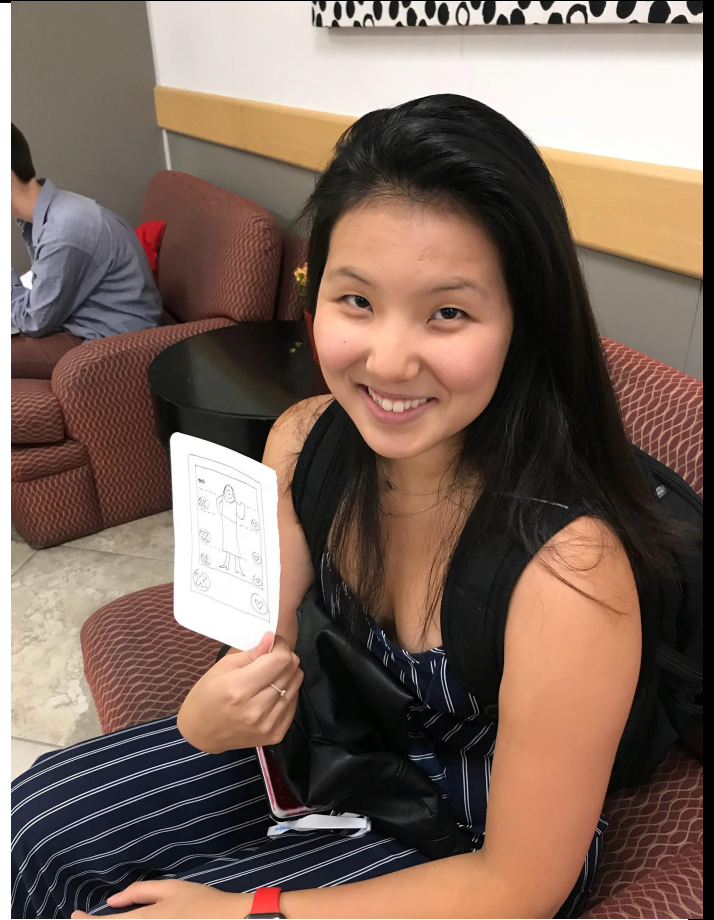**Who:**

Abraham, a senior
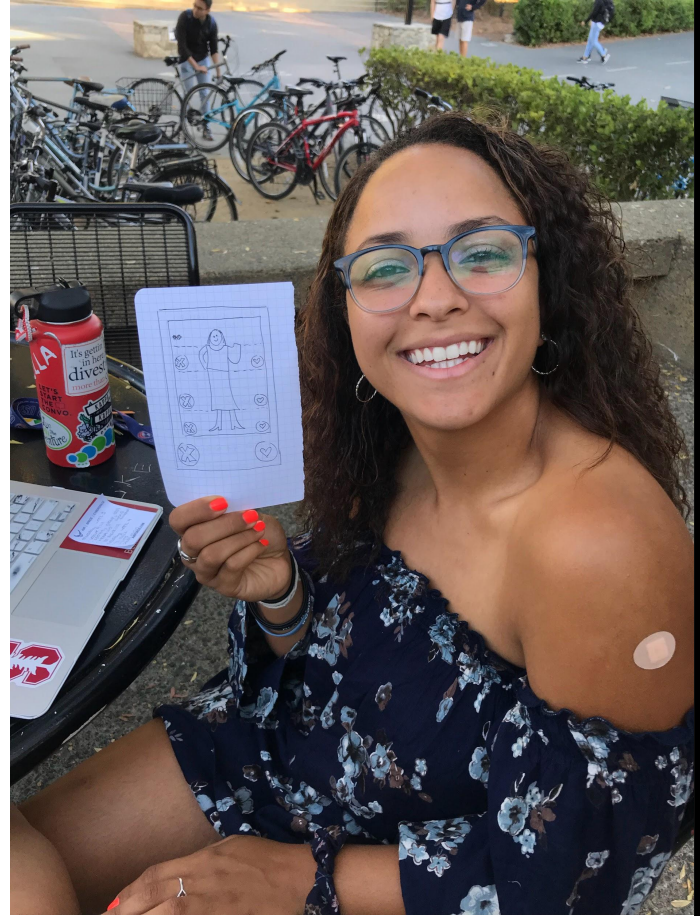
Where:

Tressider Union

Takeaways

- Jocelyn easily listed off her favorite fashion icons.
- She would probably select around 20 celebrities or Instagram models.

Takeaways

- Tatie leaned towards picking less celebrities or Instagram models, around 5.
- Thought the idea was "fun" and she would use it in her spare time, and would "definitely" buy clothes with it.

Takeaways

- Abraham's style inspiration was David Beckham.
- Wanted suggestions of fashion icons with similar styles to David Beckham since he couldn't think of any.
- Thinks of his style as being more from personal interest than something inspired by other people, but likes to acknowledge others that share a similar style.
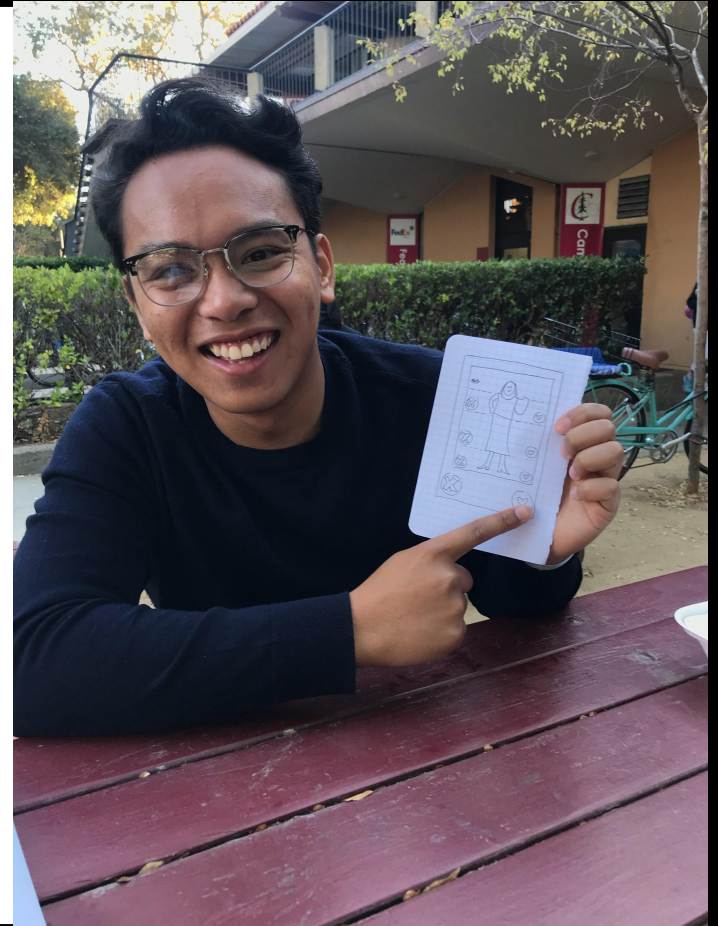
Final Verdict

- People did already have certain models or celebrities that they considered "fashion icons", and could easily list them off.
- Number of icons people could think of varied
- It seemed people were interested in an app that suggested other possible icons too.
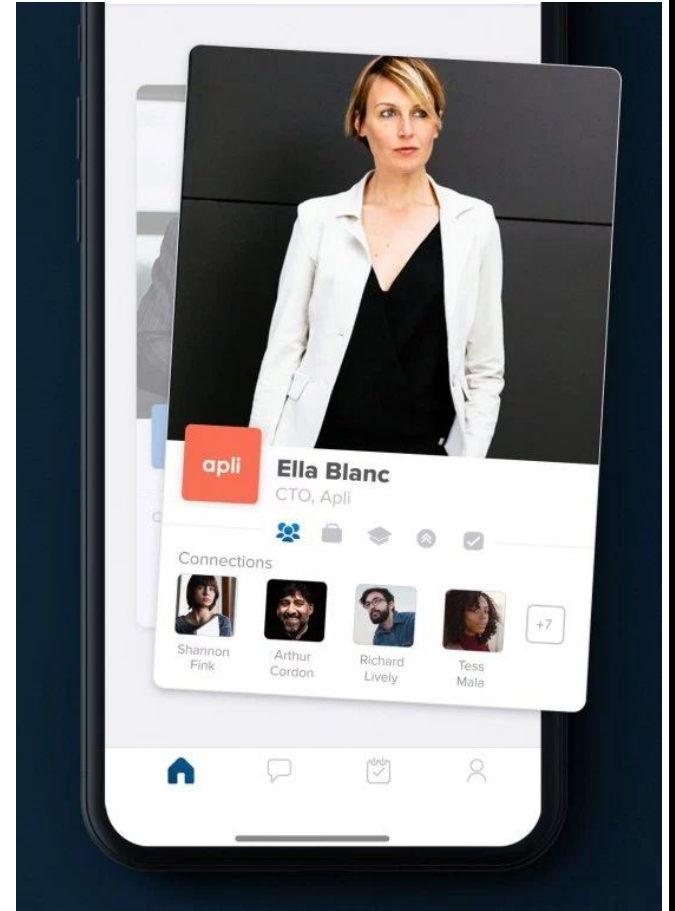
6.

Summary

Our two cents

- 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 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.
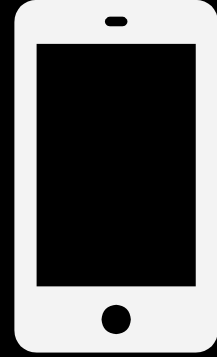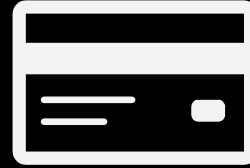
Most successful prototype?

We found that the two prototypes of swiping through outfits and borrowing from closets had the most potential.

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.

How can we take the best of **online** and **physical** to create a more **personalized** shopping experience?

Thanks!