

# **Project Recap: Armoir**



**Alex Weitzman || Ellen Roper || Janna Huang || Starr Jiang**

# The Team



Alex Weitzman



Ellen Roper



Janna Huang



Starr Jiang

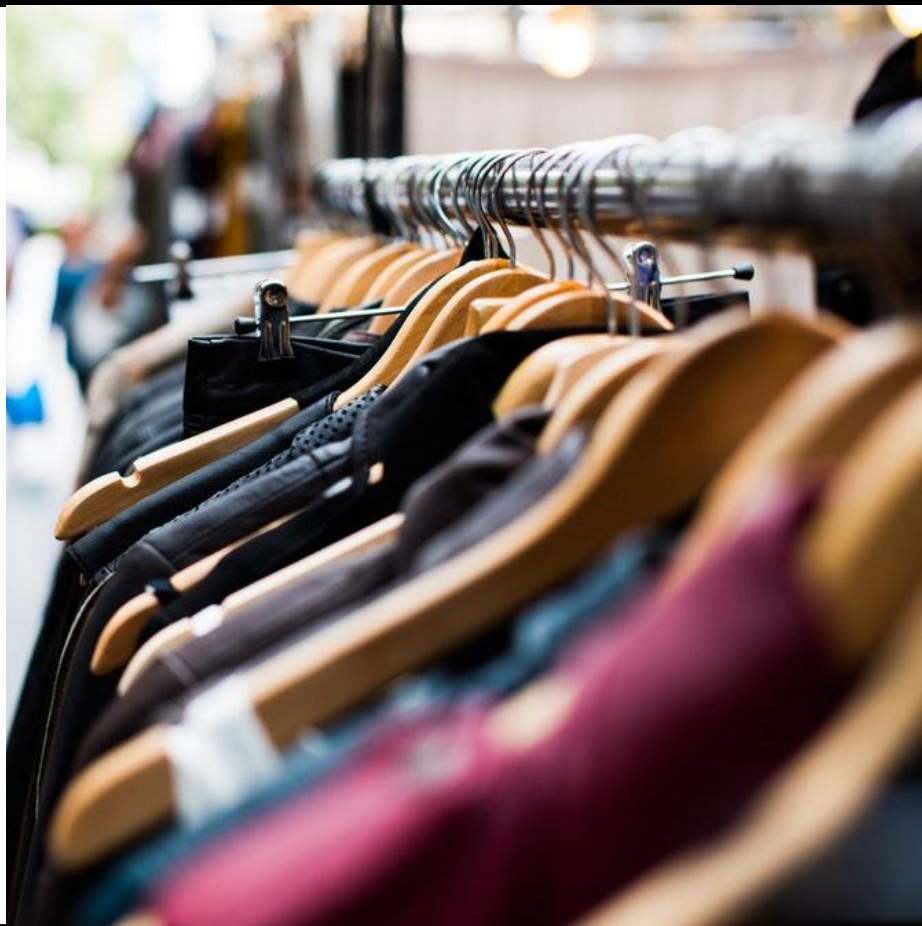
## **Problem**

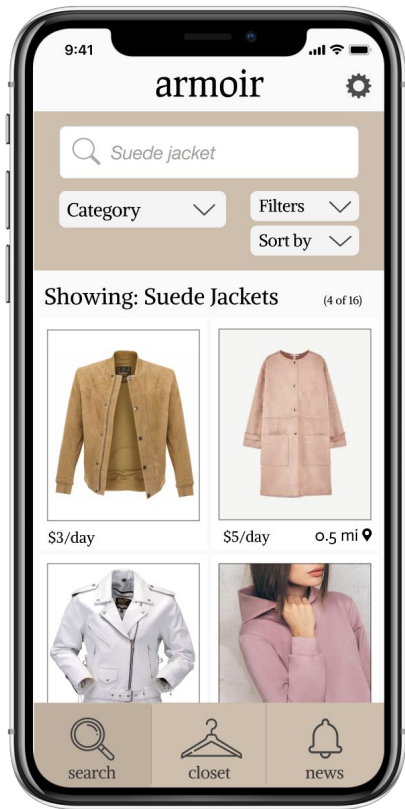
People's style does not portray them perfectly because they are financially constrained, limited in time, or uninspired.



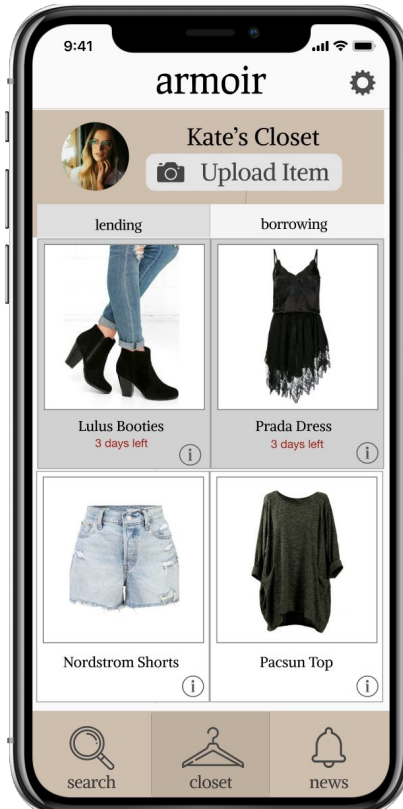
# **armoir**

*find that missing piece*

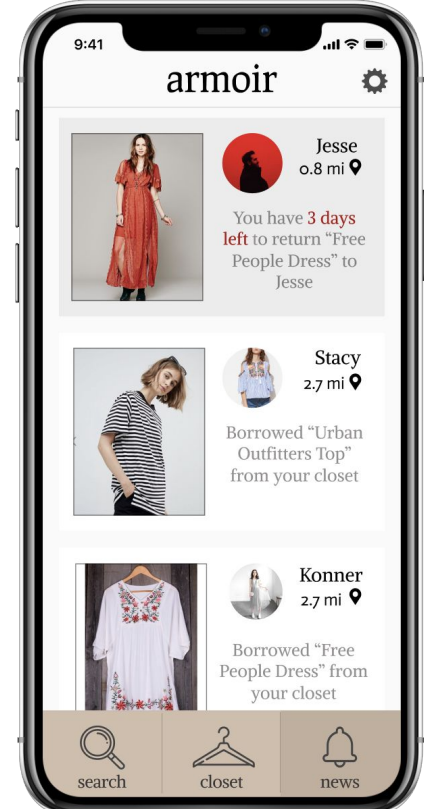




**Explore**



**Lend**

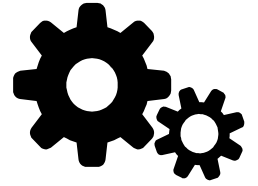


**Borrow**



# Talk Overview

1. Design evolution
2. Current UI - demo
3. Future enhancements
4. Summary



# Design Evolution

**Problem domain:** Shopping

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



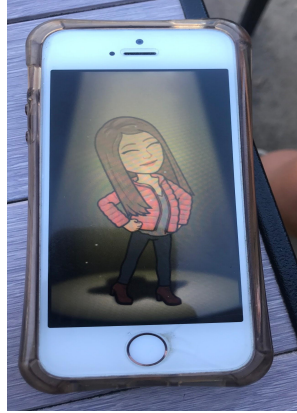
# Needfinding



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

# Yan

## We met...

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



# Yan

## We were amazed to find...

Yan 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 **gaming the system** while they shop.



# Colleen

## We met...

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



# Colleen

## **We were amazed to find...**

Colleen said she 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

## It would be game changing to...

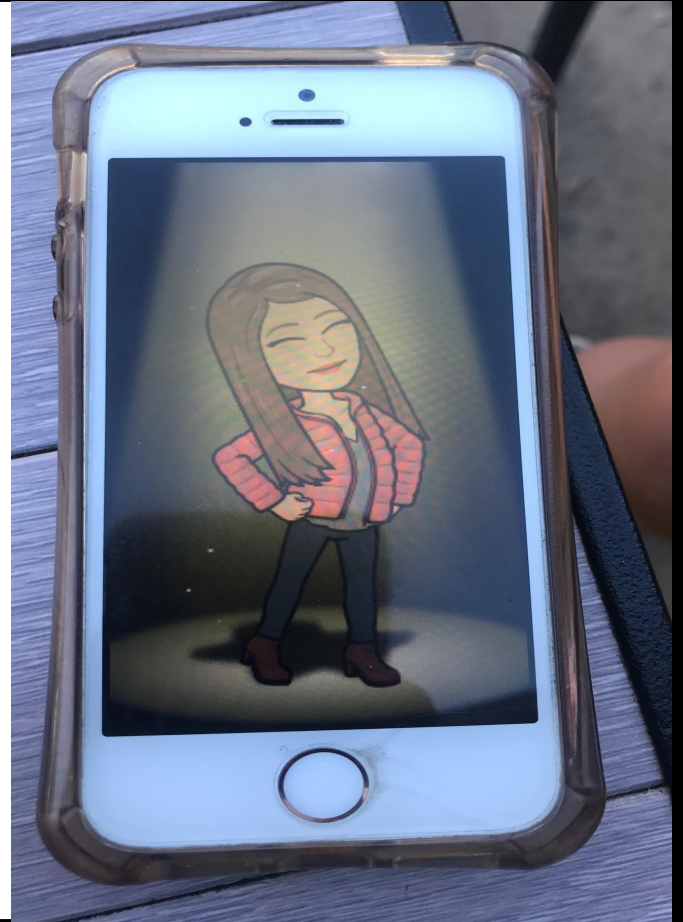
Help people easily obtain **clothes that perfectly portray them as we would imagine in a perfect world**, without having them worry about finances.



# Abby

## We met...

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

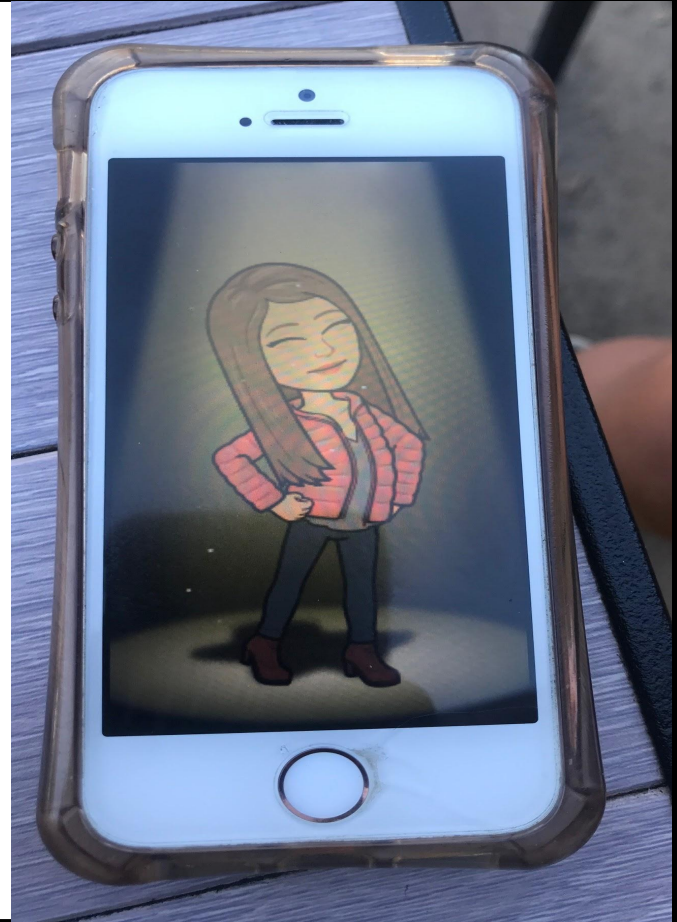




# Abby

## **We were amazed to find...**

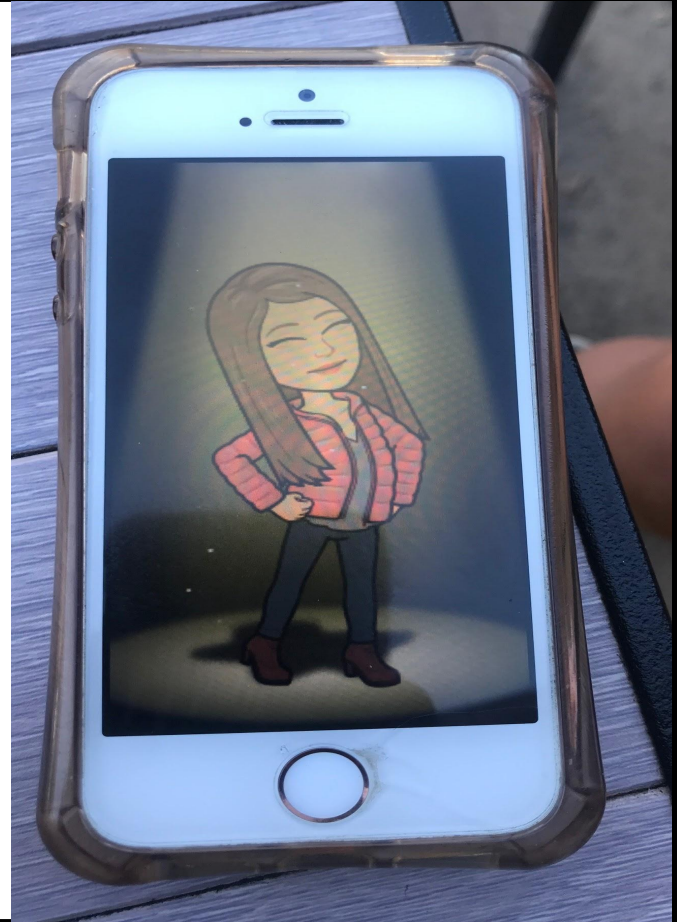
Abby enjoys shopping the current trends and finds her style to be strongly influenced by her peers.



# Abby

## It would be game changing if...

We could tap into a shopper's network to guide them to products that help them **follow current trends** specific to their community.



# How Might We...

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



# How Might We...

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

Provide an **affordable** shopping  
experience tailored to an individual’s  
**interests, size, style, and fit**?

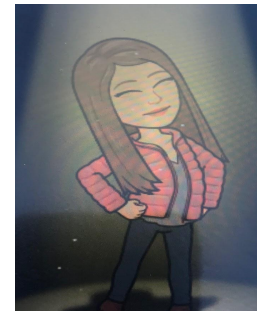


# How Might We...

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

Provide an **affordable** shopping  
experience tailored to an individual’s  
**interests, size, style, and fit**?

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

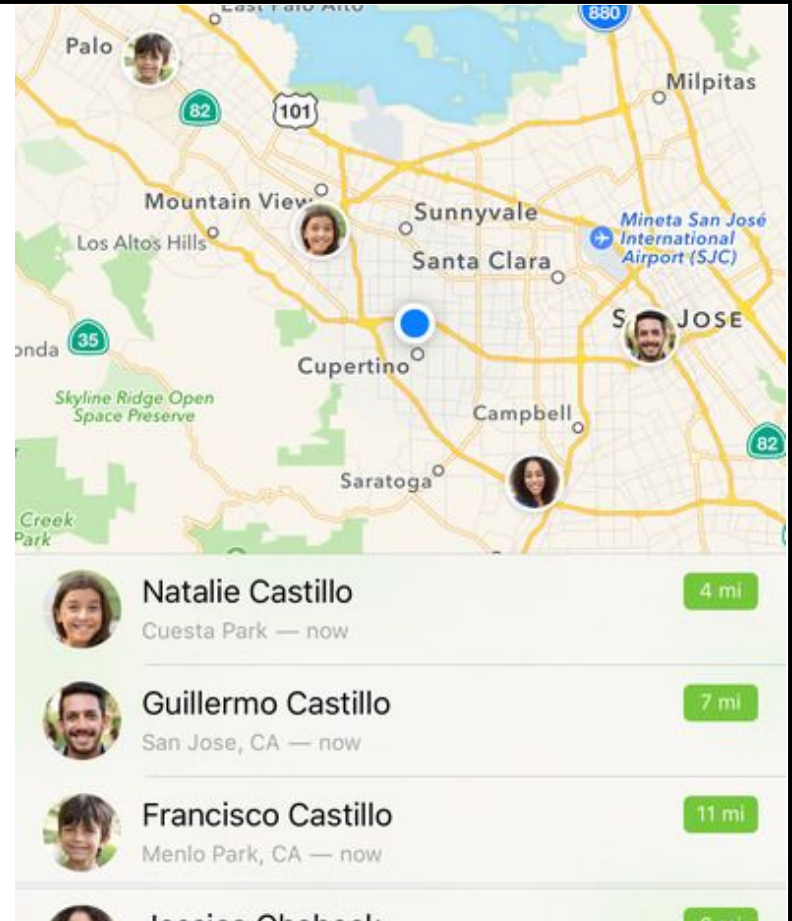


# One Solution

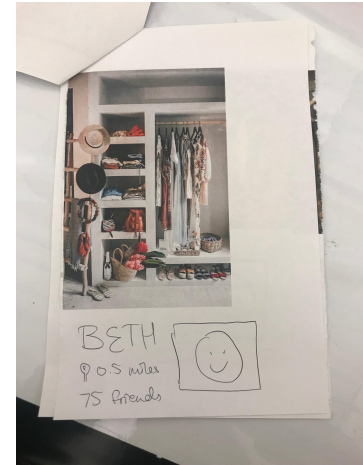
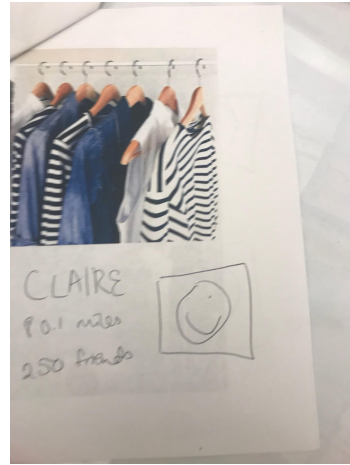
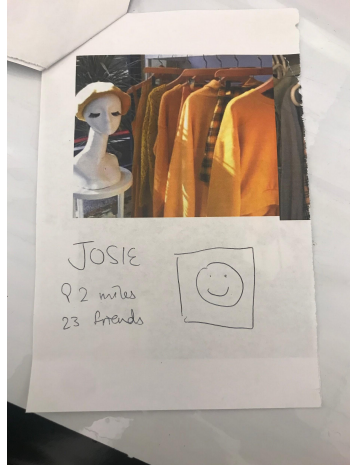
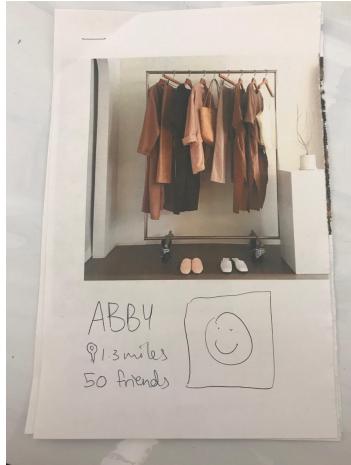
An app that shows **your community's closets**, allowing you to borrow clothes from friends using a point system. Treat the neighborhood as your store.

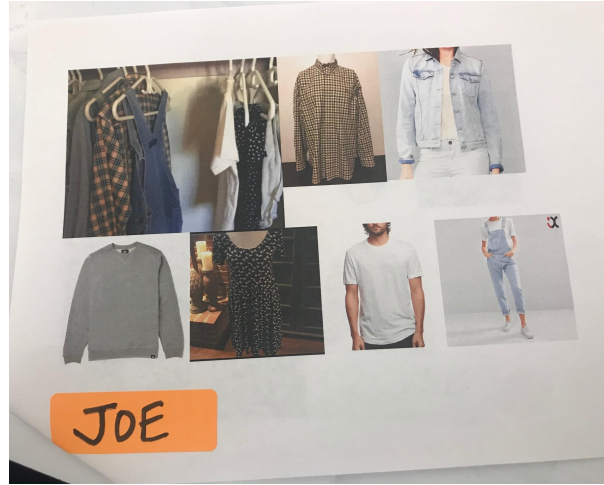
Assumption:

*Would people like to wear their friends' clothes?*



# Prototype #1: Closet Borrowing

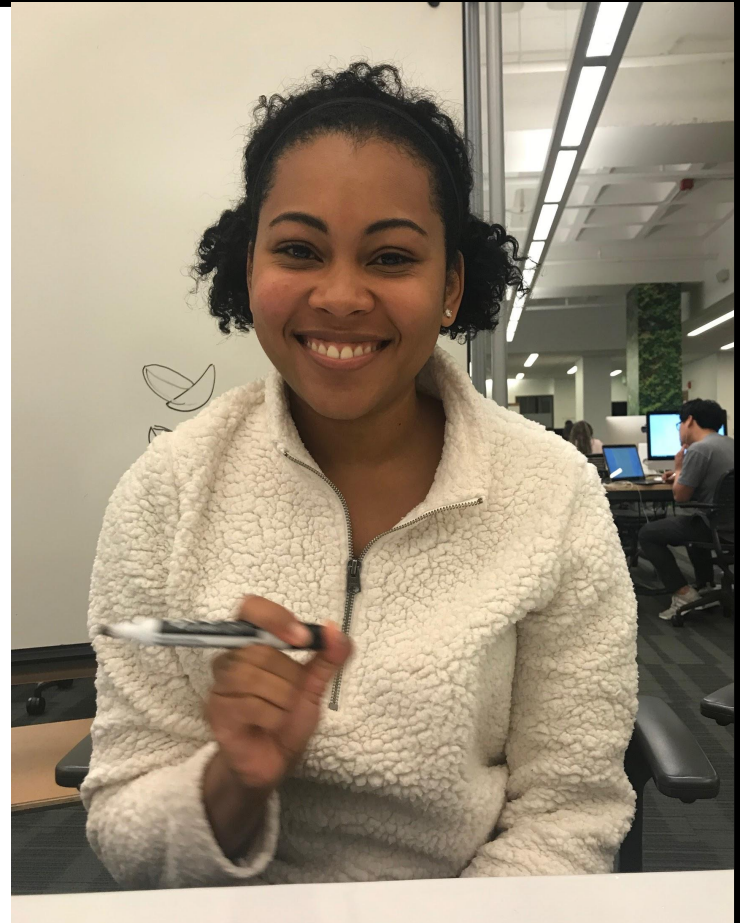


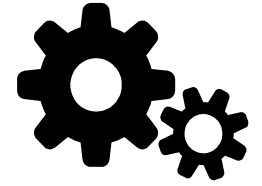




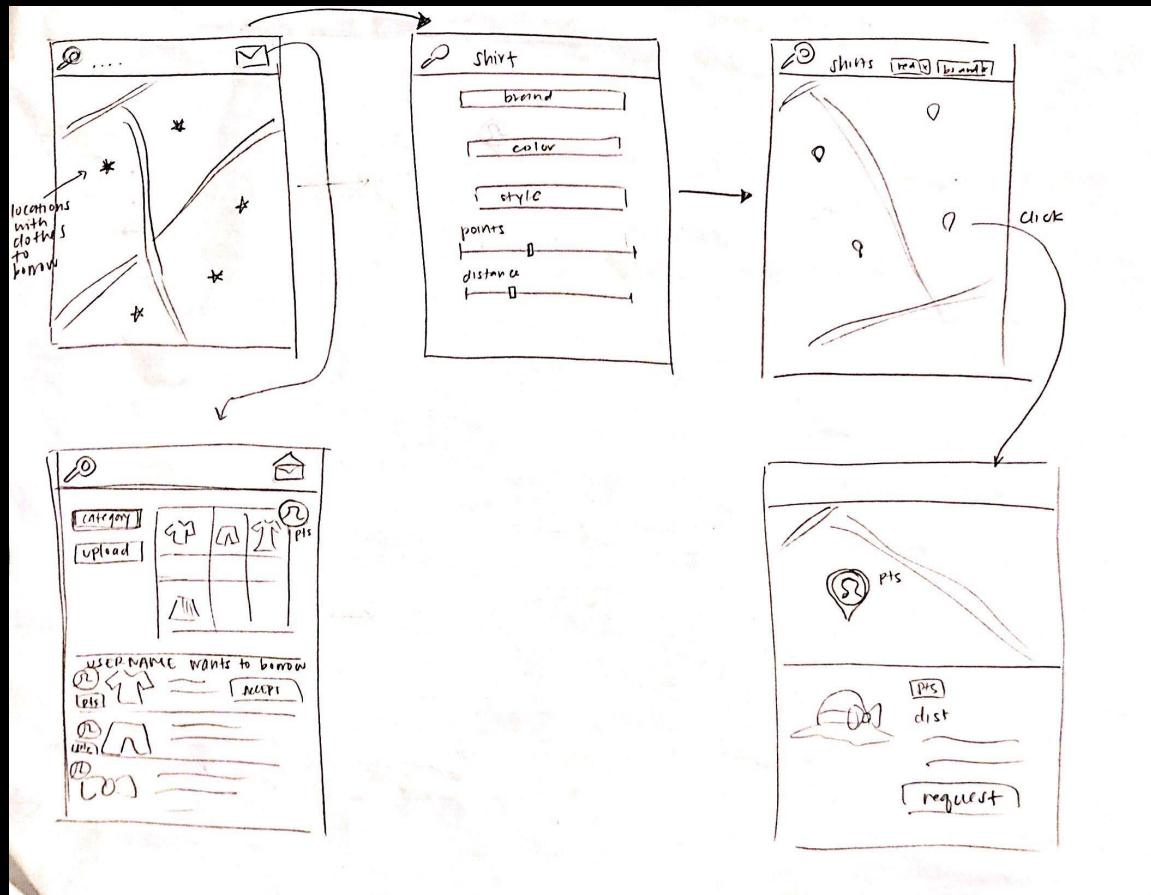
# Testing Takeaways

- Alyssa M., 22, Stanford senior from Trinidad
- Said “formalization” 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
- Liked ability to look through several of the friends’ closets and pick a few things from each one based on different “moods”



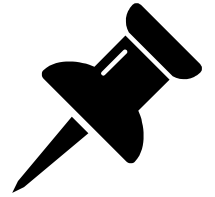


**Lo-Fi**





# Lo-fi (old) tasks



*Simple*

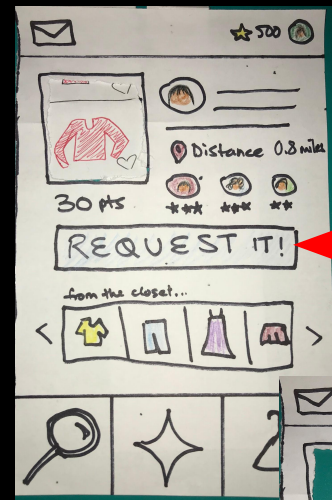
**Explore &  
borrow clothes**

*Medium*

**Lend clothes**

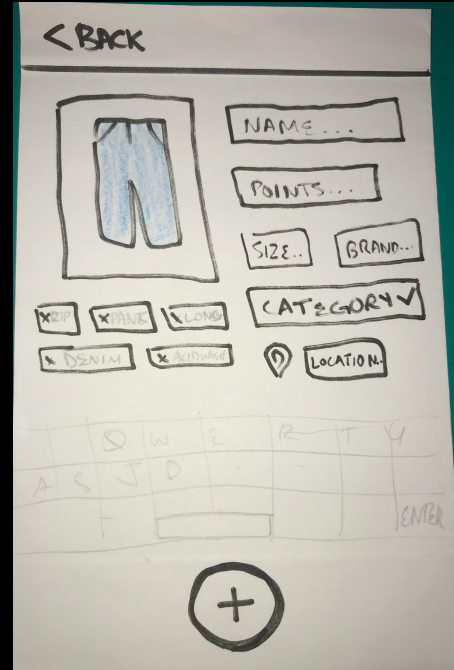
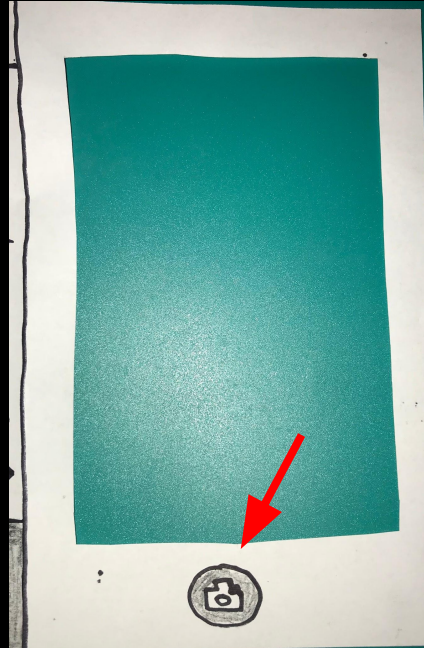
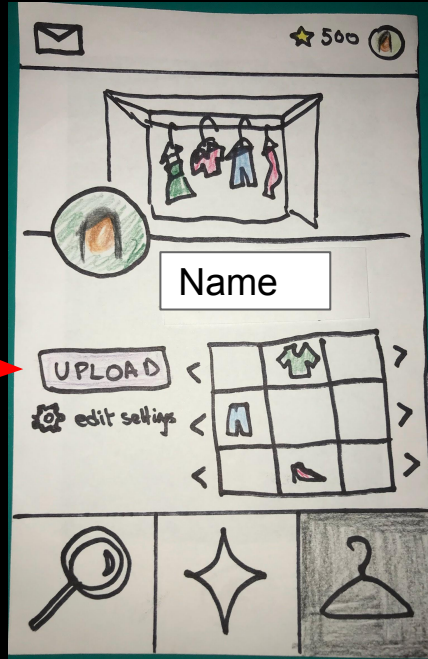
*Complex*

**Get recommendations  
to borrow / buy**

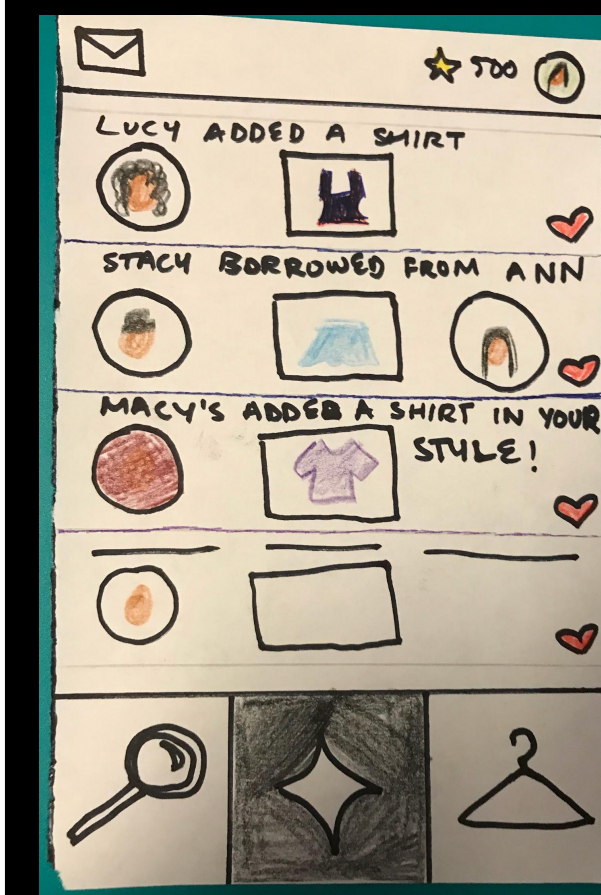


Task 1: Borrow clothes (red shirt)





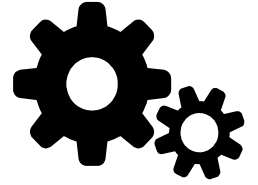
Task 2: Lend Clothes (add pants)



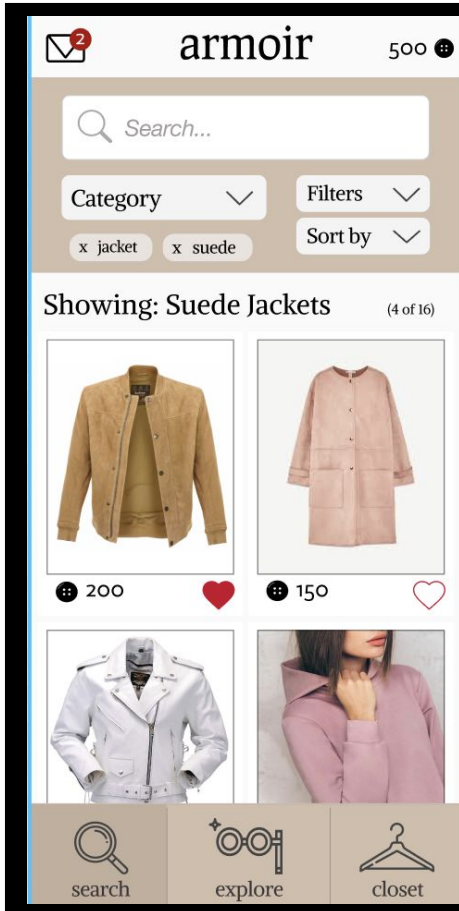
### Task 3:

Get Recommendations of what to Buy/Borrow based on preferences





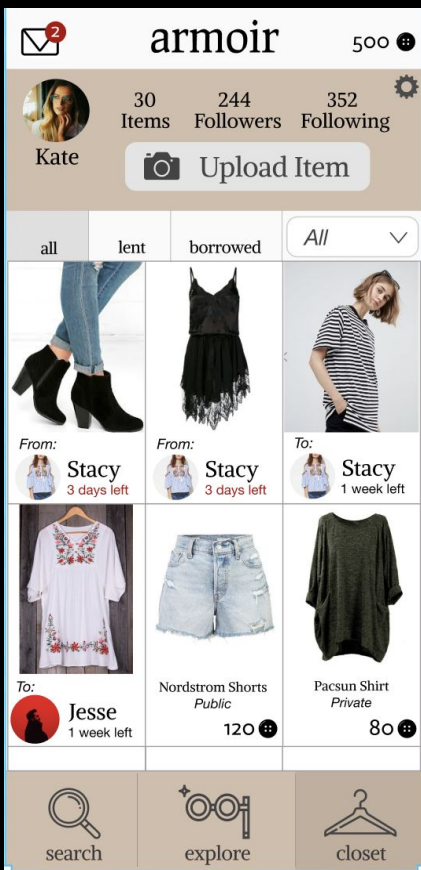
# Medium-Fi



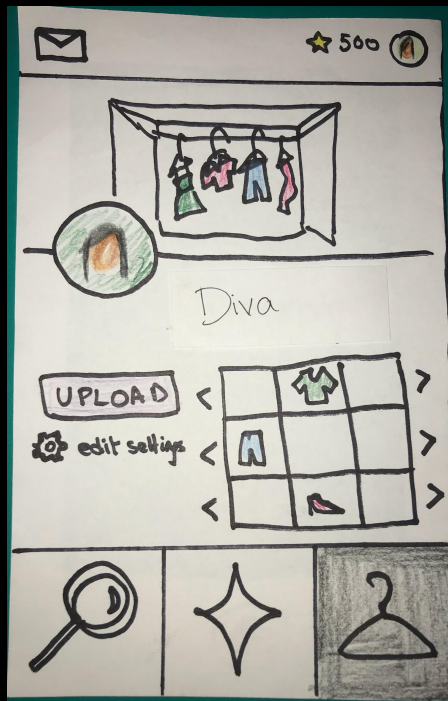
What changed?



1. Clothes became BIGGER
2. The top bar was emphasised so it wouldn't get lost
3. Scrolling made more obvious

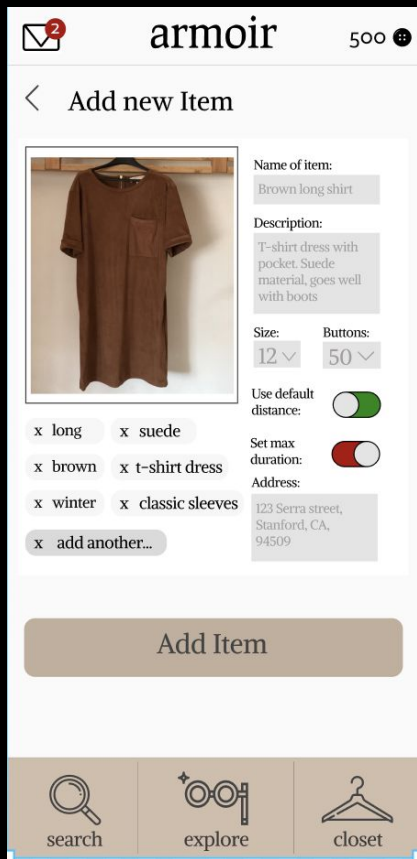


## What changed?

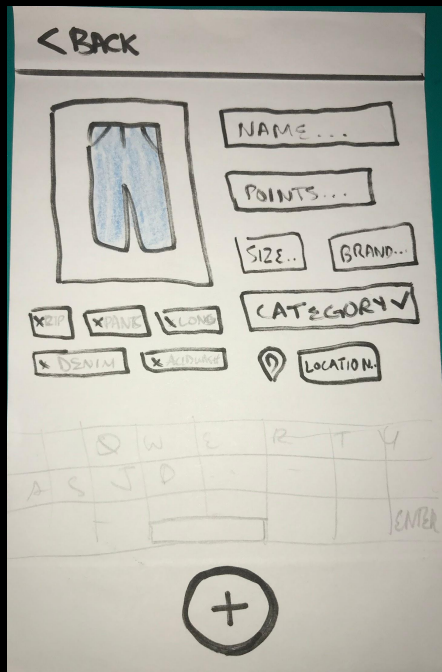


1. No closet “cover photo”!  
Too confusing
2. Added followers etc.
3. Added tabs and categories  
to easily sift through closet
4. Can see clothes you  
borrowed
5. Clothes bigger, status clear





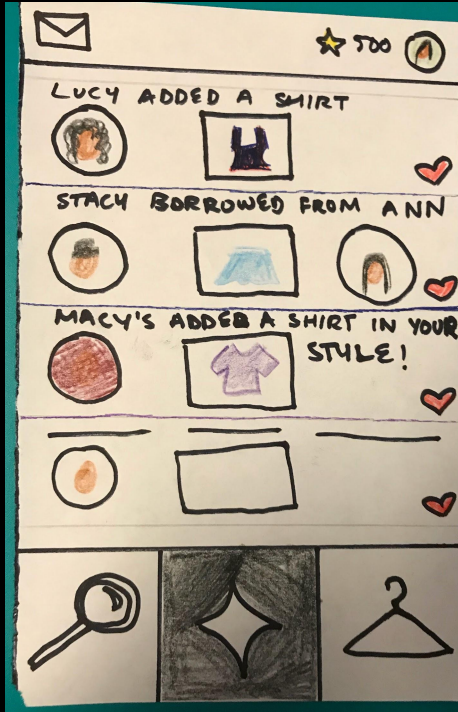
## What changed?



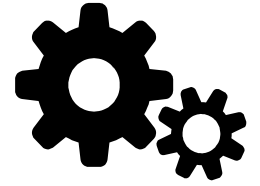
1. Made tags more obvious to remove/add
2. Made fields more descriptive/toggle option
3. Auto-filled some fields as hint (points / name)



## What didn't work?



1. Nobody really got the point!
2. People were confused by the mix of information (friend activity & personal recommendations)
3. Didn't know what they could click, what was for them

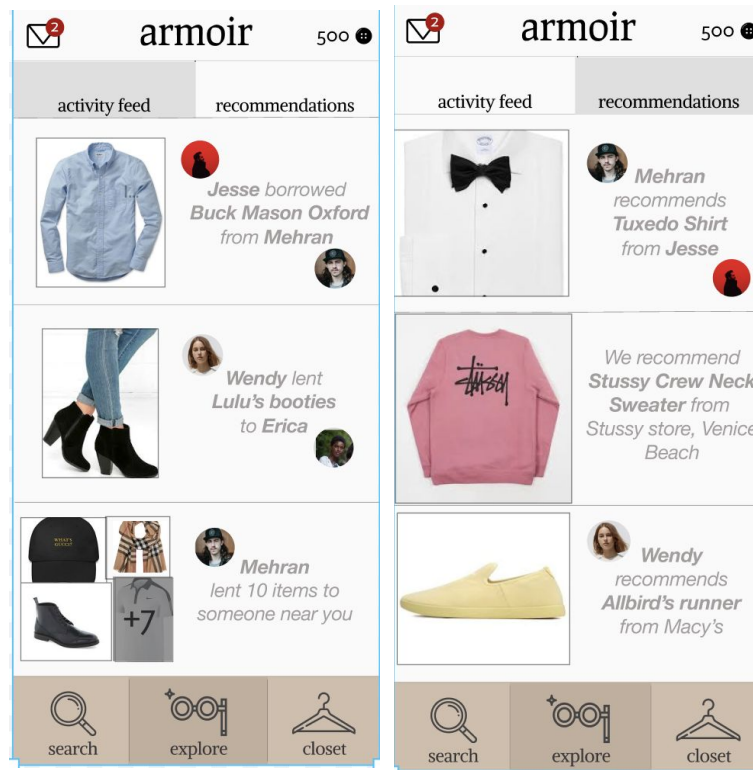


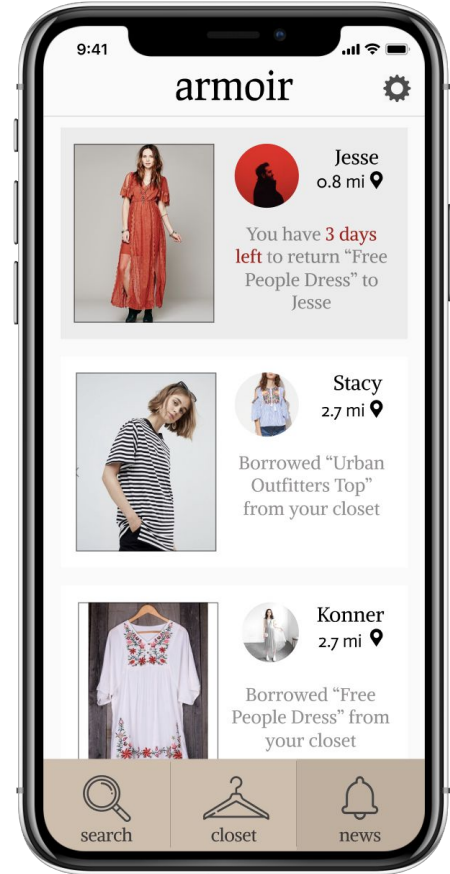
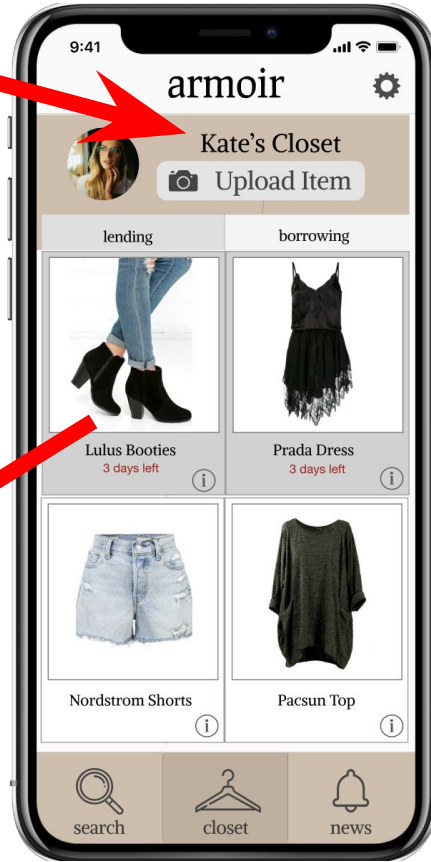
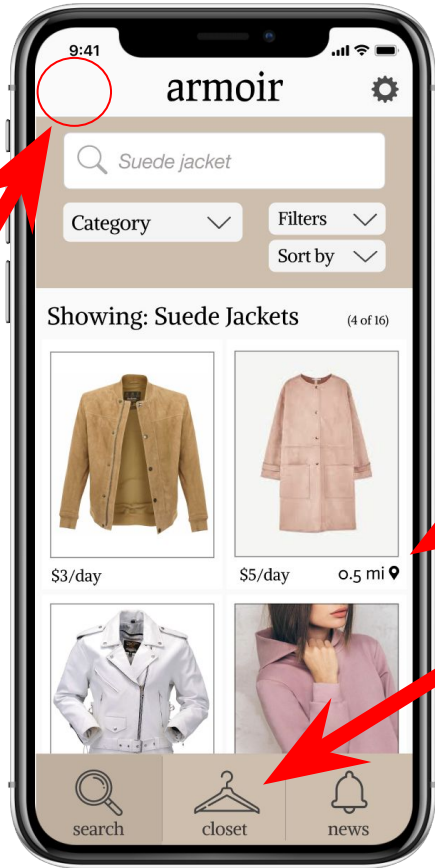
# Current UI

# Too complicated

With our three tasks, we had to account for way too many features.

The “explore” tab was especially dense and confusing.







# Old tasks



*Simple*

**Explore &  
borrow clothes**

*Medium*

**Lend clothes**

*Complex*

**Get recommendations  
to borrow / buy**

# New tasks



*Simple*

**Explore clothes**

*Medium*

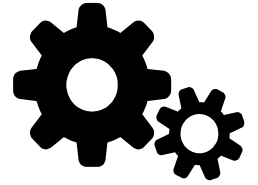
**Borrow clothes**

*Complex*

**Lend clothes**



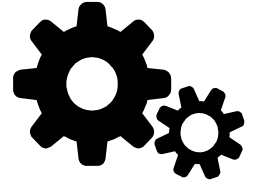
**DEMO**



# Missing / Wizard-of-oz

- Sign-in / onboarding
- Facebook API
- Camera image upload feature
- Backend for clothes & user data
- Due date reminders
- Distance of other users
- Editing / deleting uploaded items
- User settings

# Future Enhancements & Explorations



- Network-based vs. location-based search
- Payment methods / in-app currency
- UI techniques to incentivize people to upload clothes
- Logistics: borrowing rules, insurance, transporting, cleaning
- Designer vs. affordable clothes
- Improved search categorization / filters

# Summary



In an ideal world, people would be able to perfectly portray themselves through the clothes that they wear. However, many people have difficulty finding the exact piece of clothing that they desire due to time, money, or simply lack of inspiration. **We created armoir help users explore, borrow, and lend clothes in their community, so they can keep up on current trends on a budget and “find that missing piece”.** We are excited to continue exploring potential future features for armoir.

# Thanks!

**Any questions?**

