XD Prototype **CLICK ME**
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YOURDROBE

01 The Problem

Through primary research methods like interviews we found that a major gripe of people looking to buy clothes online was marketers choosing to make clothes look sexy over any intention of authentic representation.

Further secondary research showed a strong but unprovable relationship between online shopping and social media and a growing condition called Body Dysmorphia, affecting over 70 million people worldwide. Not much research has been done into the statistics of this, however what we DID find is that this number seems to be increasing significantly, in some places such as the UK, doubled over the last decade.

"According to eating disorders statistics estimated by the National Eating Disorder Association, in the USA up to 30 million people suffer from an eating disorder such as anorexia nervosa, bulimia nervosa or binge eating disorder. Worldwide the figure is more like 70 million sufferers." - Pulse.NG
In the United Kingdom, a large survey study found that 42 percent of the British public feel insecure about the way they look. Women reported more insecurities than men, with 49 percent of women signifying insecurity in their appearance compared to 34 percent of men. These numbers are nearly double those from just a decade. - https://www.psychologytoday.com/us/blog/dissecting-plastic-surgery/202010/how-happy-are-people-the-way-they-look

Our competitors in this field seem to do little to take this issue as seriously as our research suggests is necessary. Inclusive model sizes have finally made their

way onto a few products on some mainstream retailer's webshops but there is little in the way of 'safe space' creation or reducing the exposure to unrealistic body standards.

Based on this we've set our goals as follows:

1: Create a functional user flow that doesn't show the user photos of unrelated models.

2: Create a functional user flow that doesn't show the user their sizes in words.

3: Create a functional user flow that significantly reduces the chance of the user receiving a product that is not 'as expected', especially regarding fit.

02 The Solution

We're going to attempt to reach our goals by setting every user up for a profile, where they type in their measurements.
Afterwards our system knows their data and instead of giving the user the S, M, L, XL etc. labels we are creating a unique color code to every person. Now

when the user is shopping around on our website, they will only be able to see models and t-shirts in their size.
They will also be able to see reviews and styling tips from previous buyers in their size. This will help make the user comfortable with buying, as they now likely believe it will fit and can see how it will look on them by comparing themselves to a comparitive and realistic body type.
They are also given the opportunity to post their own review afterwards and get a discount on their next order. This is how we continue expand our content at a very predictable and controllable business cost.

03 UX Details

Testing the low-fi digital prototype with think aloud tests, we learned that our colour/shape concept was often misunderstood, also that people were overloaded with text on the landing page when they were most keen to start interacting. We realised we had to key points of information in the text of the landing page, so we decided to divide that content into two pages. Making it easier to digest by having one key point per page, and also breaking up the large text over two pages. This also allowed us to create a more visually attractive landing page. It was easy to integrate this new page into the user flow as at this point in the flow the user is experiencing a very linear progression. In our buttons, the 'back' or 'cancel' buttons are always placed to the bottom right, and the buttons that bring users through the user flow were placed slightly closer to the thumb of right-handed users on the right. Major points in the flow such as 'let's go shopping' are made with a larger font in a full width button, to signify to the user that there is a progression here.

04 Visual Design

We made the visual design decisions after researching other clothing brands' apps. The intention was to be minimalistic looking, but at the same time we wanted to include colours to symbolize diversity.
We included colour contrast between the background and the buttons, so it is distinguishable for the user where to click. The buttons are following the law of similarity and common fate, as the buttons have 2 colours through the whole app and with one it is representing a "positive action" (such as shopping, logging in, continuing etc) and the other is "negative actions" (such as cancellation, log out, remove). The law of proximity was used with the list view of the T-shirts. As it needed to be straightforward which icon and price connected to which t-shirt. In this the law of common fate and similarity can be found as well.

05 Content Decisions

The same technique was used when creating the model pictures: We found some models wearing white and then changed the color of their t-shirts. The most important part was for the models to look similar in size as they should match the size we decided for alexandra to be.

We started by finding a plain white t-shirt png file seen from both front and back. Afterwards we just needed to change the color of the t-shirt 10 times and save every individual color. The easiest way to do this was to do it all in one artboard and then work on the layers.
We could easily make changes in the colors and then 'hide' og 'show' which color to work with. The color change was made by using the quick selection tool -> select the t-shirt -> change the color by choosing solid color -> pick a color -> make it 'multiply' instead of 'normal'.

The copy on the website is designed to be minimal and encouraging. There is a significant fact dump at the beginning so we used some 'ALL CAPS' and informal language to 'humanise' the experience as much as possible. Microcopy was employed to help the user, however we believe in the future after testing it can be implemented furhter with some fine tuning.

06 Conclusions and the future

Looking back to our goals we feel we've strongly addressed the issues raised in the first section.

Firstly, we met the challenge of creating a functional user flow that doesn't show the user pictures of unrelated models with our content system. Further testing is required to prove that it is functional, AND that this system works in preventing people from seeing content accidentally.

Secondly, we met our goal of removing words from a functional user flow by removing these words from the product entirely. Testing is required to prove it's functionality however the goal is measurably met otherwise.

Thirdly, we feel that having taking measurements for the user to have their product made from we have strongly addressed the issue of receive an item that might not fit. HOWEVER, this would definitely require further, and thorough testing to prove that the measurement process provides reliable data, as this is a fairly original innovation without much comparative data to go on, and a key functionality for the project to be considered successful.

Our next step is to expand fitting options. This means that the user can choose whether they want a loose fit, normal fit or tight fit. This is due to the fact that sometimes we like to buy clothes that are oversized or that fits tight into our body.

We also want to expand the clothing options. The features that our concept is based on can easily be used in all kinds of clothings, for instance; dresses, pants, jackets etc. This will make the user able to find all their needed clothes in the perfect size in our shop.

Also, we want to solve every problem, even the small ones. For instance; we know that not all users have a measurement tape at home. Therefore we want to provide the users with one when signing up to our page.

We also need to think of the numbers! People need to type in their measurements, and they are probably already insecure about their body, and as we've learned, in extreme cases patients are strongly advised to stay away from any type of measuring tool. Therefore we are also open to the idea that the measurements tape we are sending could consist only of colors. Instead of typing in 'xx'cm they would be able to send in codes or letter combinations as printed on the tape. We could also include branding which would give us the opportunity to get branded content physically in the homes of our users.

This idea is an ongoing process that we believe can be worked on even more!