

# PROJECT INTRODUCTION

## OVERVIEW

I set about redesigning the experience for people shopping online by helping them browse in a more informed manner with a new application, Conscious Clothing. This project was undertaken as part of my Masters degree in Human Computer Interaction.

## THE PROBLEM

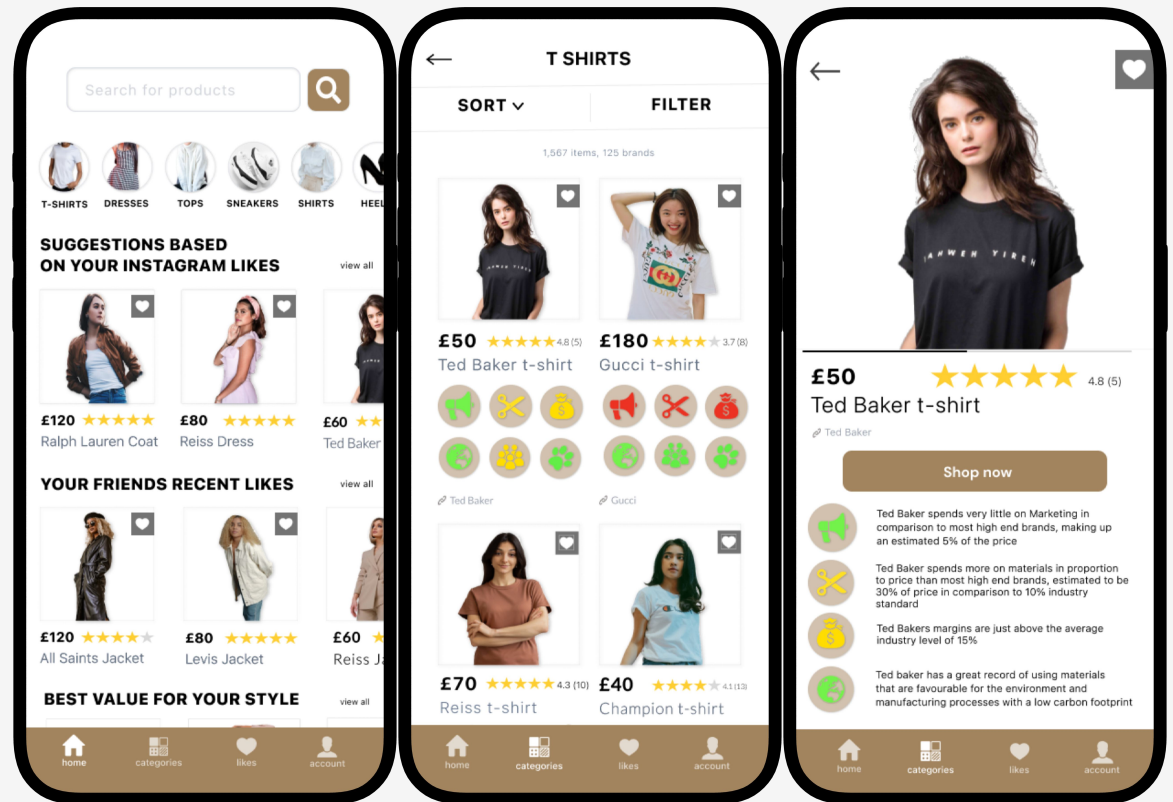
The fashion industry is notoriously opaque, with very little information regarding provenance of supply chains, prices and even clothing quality. Many different trends are aligning at the same time, creating an opportunity for a change in consumer habits - sustainability and the cost of living crisis being two.

## THE SOLUTION

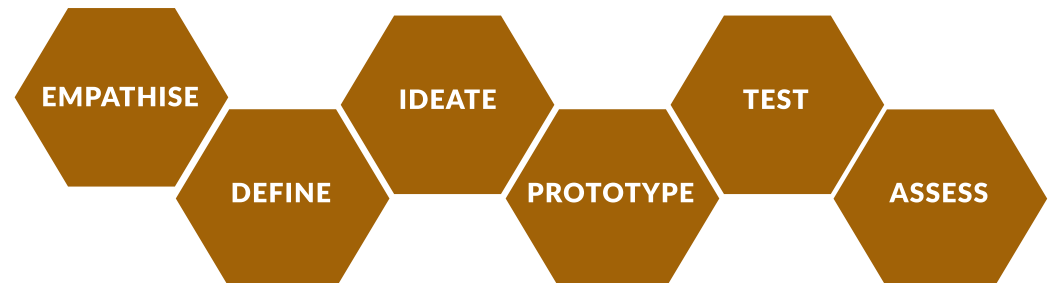
Conscious Clothing provides users with detailed information on two fronts - sustainability and pricing.

For pricing, it provides a breakdown of how much of the retail price has gone towards the quality of the clothing, the brands marketing budget and their margins.

For sustainability, it tracks how the brand treats the environment, people in their factories and animals.



## DESIGN PROCESS



# EMPATHISE

## USER SURVEYS

I surveyed 15 individuals to find out what criteria they believe to be important when buying new clothes & to understand some of their pain points.

Results are summarised in the graphics to the right and below.

People seemed to be quite brand agnostic, focusing on other factors like look of clothing and quality instead.

Most important criteria when buying new clothes



## USER INTERVIEWS

I performed semi-structured interviews with 3 participants to deepen my understanding of their preferences and pain points, asking questions like:

- How do you find new clothes
- What do you consider important when shopping?
- Have your shopping habits changed over the past while with recent trends?

I then did a thematic analysis of my notes from the interviews and I was able to extract a few key themes which are summarised on the right hand side.



80%

Considered themselves environmentally conscious



79%

Consider sustainability when buying new clothes



69%

Have difficulty finding info on clothing sustainability



80%

Consider how long clothes will last when buying



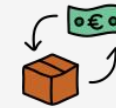
60%

Have become more price conscious with cost of living



73%

Would like to know brands' production costs vs retail prices



71%

Said having access to this info would influence purchase



60%

Said that brands on clothes don't matter to them

Discovery of new clothes	Clothing style	Conscious shopping	Quality	Transparency	Price
<p><b>Participant 1</b> • Female • late 30's • Comfortable financially</p> <p><b>Participant 1</b> Mostly sees new things on Instagram from influencers or brands she is following. Also does online browsing of websites of her favourite brands.</p> <p><b>Participant 2</b> Might see something she likes and go on Pinterest and look for things that go with the item that people have suggested on boards. Magazines influence her, but not as much as looking at people out and about in general. Influencers, friends on Instagram and clothing brands she likes influence her too, but independent ones, not big brands.</p> <p><b>Participant 3</b> • Women • Early 20's • Student budget</p> <p><b>Participant 3</b> Gets inspiration from friends' recommendations or what she sees on Friends. Used to look at Depop (clothes reselling website) for different things that were on sale. Follows a few influencers for inspiration too.</p>	<p><b>Participant 1</b> Doesn't really follow trends a huge amount. Wears what she likes and has her own style. She considers herself stylish and even influences her friends choices.</p> <p><b>Participant 2</b> She's not big on trends. Believes that when you get older, you develop your own taste in clothing. In contrast, younger people all dress the same. They are into flashy brands and she was like that when she was younger but not anymore. Might still follow fashion a bit, but with her own style.</p> <p><b>Participant 3</b> She doesn't really have her own unique style but she goes by what she likes roughly and by what's current at the same time.</p>	<p><b>Participant 1</b> Becoming more conscious of what she'll buy in terms of sustainability and quality. She believes people are much more aware now about sustainability, where their clothes come from, cost per wear of items, etc. People want to know about the footprint and story of their clothes from brands.</p> <p><b>Participant 2</b> She cares about how the clothes are made and how the people who make them are treated. She says that she trusts H &amp; M and Zara more because they say more about where their clothes are coming from and their level of sustainability, or how much recycled material they're using. Likewise believes that there is a certain level of attention that has started recently in sustainability.</p> <p><b>Participant 3</b> Specifically mentioned fast fashion websites like Shein that some people she knows her age buy from. Disapproves of the practice, likes to go for things that aren't extremely cheap but affordable at the same time</p>	<p><b>Participant 1</b> Wouldn't be buying as much these days, but better quality. Used to buy many things in Primark at once when she was younger because they were cheap and cheerful and she didn't have as much disposable income but realised the quality wasn't very good.</p> <p><b>Participant 2</b> Mentioned that if she buys a Chanel bag, knows it's going to be quality, but it still costs around £5000 and it's not all going to going towards quality. Maybe it's more a case of price to quality and the way something is produced to quality, in an independent store near her house, she found a jumper for £150 made with natural materials that is grown in Ireland, with workers that are treated well and will last, which is a big thing for her. Doesn't mind paying extra for things like that.</p> <p><b>Participant 3</b> Doesn't really have the budget to consider great quality clothes but does consider it when she can.</p>	<p><b>Participant 1</b> Transparency is very important to her. Concerned about fast fashion brands - specifically Shein. Conscious of stories about children in sweatshops. People are much more concerned of where clothes are made now she believes.</p> <p><b>Participant 2</b> She cares about how the clothes are made and how the people who make them are treated. She heard that an Irish brand was selling clothes recently next to her yoga centre and wanted to support them as a result. Was very disappointed to find out that the clothes were not made in Ireland but China. Put her off because she thought it was quite sneaky to represent as an Irish brand but manufactures elsewhere.</p> <p><b>Participant 3</b> Thinks brands should try to be more transparent but it's not the biggest factor for her. Being a student, it's mostly about price and look.</p>	<p><b>Participant 1</b> She believes that young people are just about price - their budget dictates buying the cheap item. They don't consider anything else like ethics or quality. She feels that a more conscious buyer would be in their late 20s, 30s, 40s. People with more disposable income. The more comfortable you are, the less inclined you would be to be buying cheap stuff.</p> <p><b>Participant 2</b> Asn with Chanel bag example earlier, she believes included in the price, you are paying for their enormous shop in the centre of Paris and big marketing campaigns. She prefers more independent brands than bigger ones, happier to spend money in those places. It's a matter of maturity and budget.</p> <p><b>Participant 3</b> Sometimes she'll be more inclined to buy clothes if they're on sale. Sales and discount codes influence her.</p>
<p><b>Summary of insights</b></p> <p>A common factor for all 3 participants is that much of the discovery journey for new clothes is done through social media, through influencers, brands, pages or friends they follow. Some done offline as well, when noticing things they like and various fashion websites.</p>	<p><b>Summary of insights</b></p> <p>Older people seem to grow into their own styles and not pay as much attention to styles or trends as much younger people, who are generally more impressionable.</p>	<p><b>Summary of insights</b></p> <p>Correlates with intuition and background research that younger people are driven more by price and trends while older people consider other things like quality, sustainability and the story of how the clothes are made and where they come from</p>	<p><b>Summary of insights</b></p> <p>Older people are more concerned with quality of their clothes. They are aware that just because something is expensive, it doesn't mean it's much better quality. In this instance, it can be reflected as price to quality. People can also be attracted to smaller more independent brands that quietly do better.</p>	<p><b>Summary of insights</b></p> <p>Transparency is very important to the older cohort. They get annoyed when brands try to represent that they are ethical or made in a certain way or certain place when in reality.</p>	<p><b>Summary of insights</b></p> <p>As people get older, they grow out of trends and brands and develop their own style while focusing less on price and more on other factors like quality, sustainability etc</p>

# DEFINE

## USER PERSONA

With the information gathered from the user research, I created a detailed user persona which can be seen below. It includes sections for goals, frustrations and even shopping motivations extracted from the survey. The ideal user was identified from the interviews, which would be the slightly older more conscious customer with their own unique style and a larger budget to afford quality, ethically made clothes.

### Helen Taylor



*"I used to buy a lot of cheap stuff from Primark when I was younger but now I focus on quality instead."*

**Age:** 36

**Job:** Marketing

**Family:** Married with two young children

**Location:** London, UK

**Character:** Conscious shopper

Conscientious

Intuitive

Creative

Open minded

#### GOALS

- Be more sustainable with clothes choices
- Buy quality clothes
- Make more informed decisions on clothes

#### FRUSTRATIONS

- Has difficulty finding information on sustainability when clothes shopping
- Hates getting ripped off by brands charging big mark ups without additional quality
- Price of clothing going up with inflation

#### BIO

Helen is environmentally conscious and recycles everything that she can. She doesn't follow trends blindly like she did when she was younger and has her own style. Every purchase she makes is well researched and thought through - considering quality, price and sustainability. She expects accountability and honesty from brands and likes to support independents when she can.

#### SHOPPING MOTIVATIONS

Price



Quality



Look



Sustainability



Brand



Fashion Trend



## USER REQUIREMENTS

With the help of the user persona, I was able to refine the main requirements that the app would need. They are as follows:

1. To create a more informed consumer, with more information on value and sustainability.
2. Incorporate aspects of social media into the platform, which is key to the user discovery process of clothing.
3. Allow for personalisation of suggestions to the user's unique clothing style.

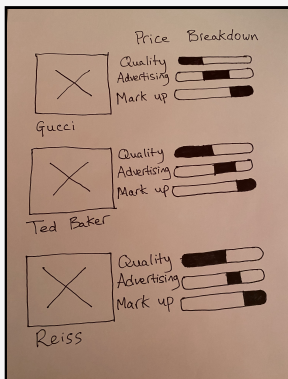
# IDEATE

## CRAZY 8'S

I did a session of Crazy 8's in order to ideate on potential features for the application, the results of which are below.

### 1. Price Breakdown

Break retail price down roughly by the amount spent on producing the item, marketing it and the mark up charged by the brand.



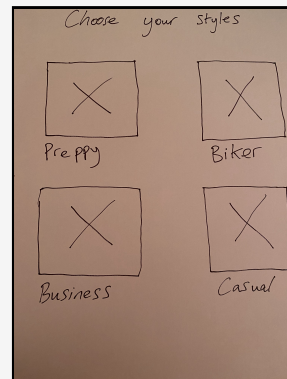
### 2. Home Screen

The home screen shows the user the brands that are best value according to metrics defined by price breakdown and sustainability.



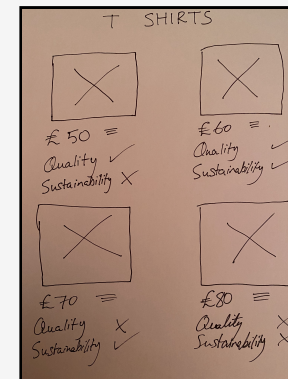
### 3. Personalisation A

When signing up, the user chooses their favourite styles in order to serve them with more relevant searches.



### 4. Comparing Choices

Another way of visualising clothes comparisons based on quality and sustainability like idea 1.

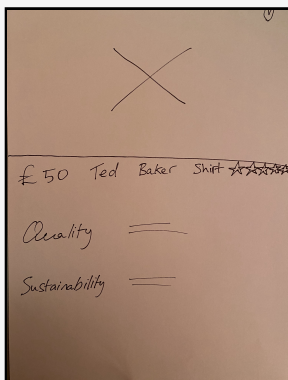


## 2 X 2 MATRIX

I next plotted all of the various ideas on a matrix against two main criteria - originality and necessity as must have features. Many websites and blogs do articles on clothes provenance so feature 8 was deemed inessential.

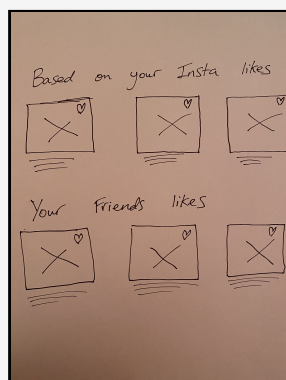
### 5. Product Page

Basic product page containing star ratings from reviews and similar quality/sustainability metrics.



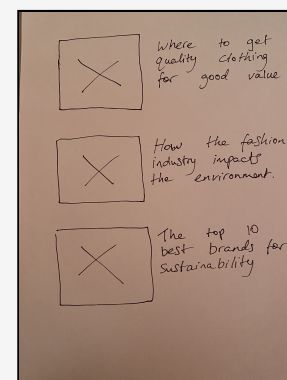
### 6. Instagram Feed & likes

This idea links the app with your Instagram account, suggesting clothes based on likes and also shows you what friends are liking.



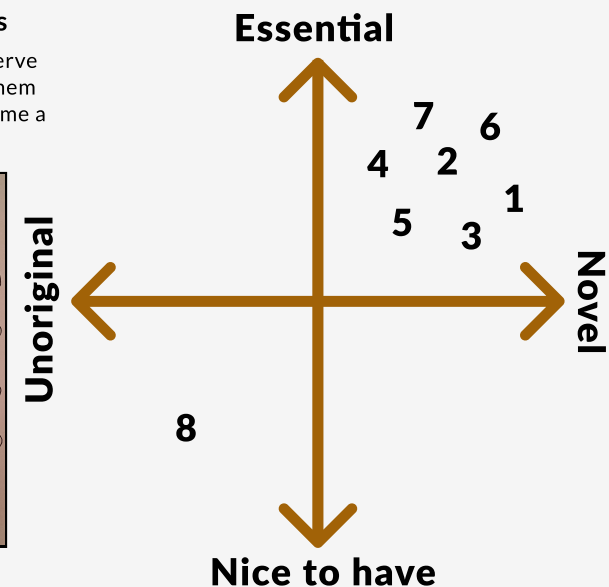
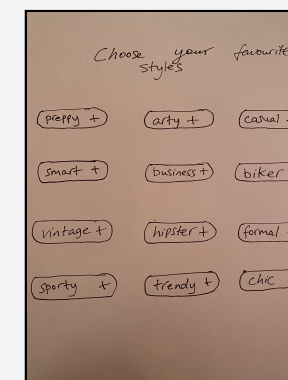
### 7. Personalisation B

Similar to personalisation A, the user selects all the styles that they like for more relevant clothing suggestions.



### 8. Informational Articles

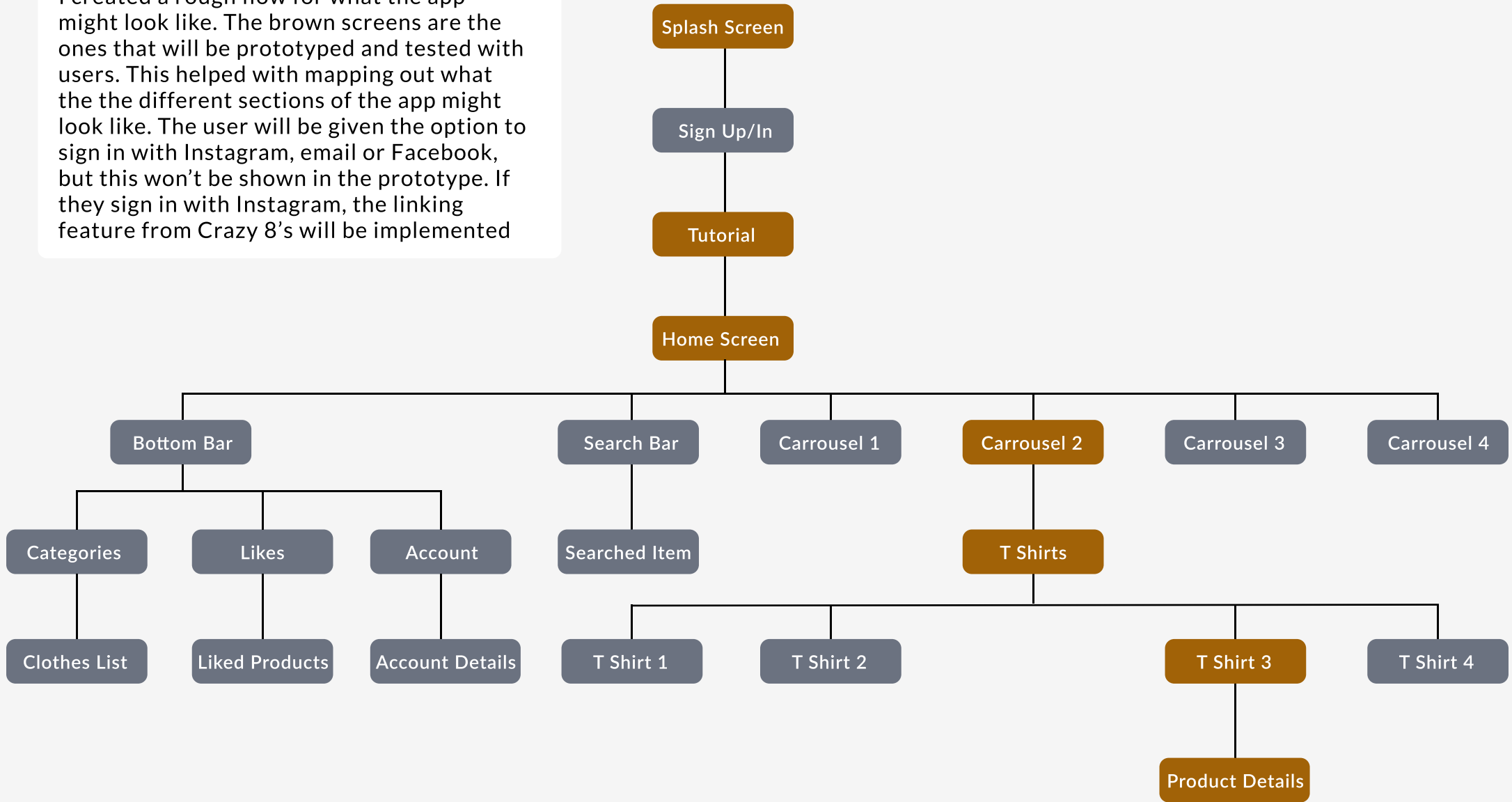
In order to educate the user, serve them with articles equipping them with more information to become a conscious consumer.



# IDEATE

## INFORMATION ARCHITECTURE

I created a rough flow for what the app might look like. The brown screens are the ones that will be prototyped and tested with users. This helped with mapping out what the the different sections of the app might look like. The user will be given the option to sign in with Instagram, email or Facebook, but this won't be shown in the prototype. If they sign in with Instagram, the linking feature from Crazy 8's will be implemented



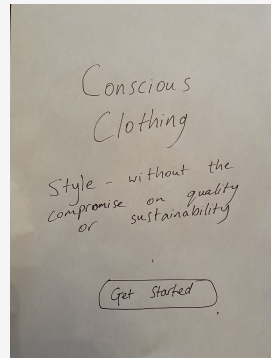
# PROTOTYPE

## LOW FIDELITY WIREFRAMES

I sketched out the basic features of the app on paper, encompassing the whole discovery journey from downloading the app to finding the clothes that you want. I chose to focus solely on the discovery journey of finding new clothes. The app links to other clothing websites, where the products can be purchased once found.

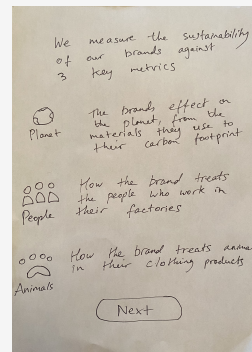
### Splash Screen

This is the first screen the user sees open opening the app.



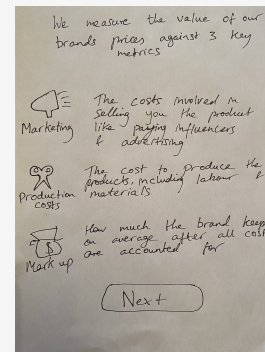
### Sustainability

This intro screen shows the user the sustainability metrics for the brand.



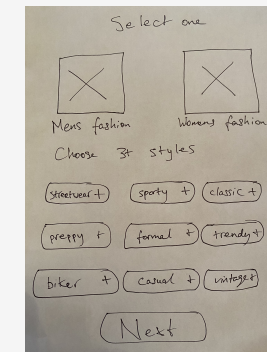
### Product Value

This intro screen shows the user how the clothes are rated against retail price.



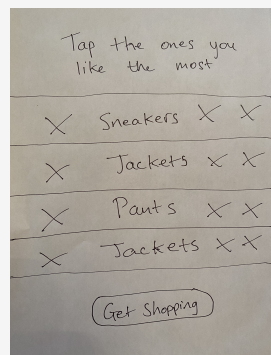
### Personalisation screen 1

Refines the clothes suggestions presented to users.



### Personalisation Screen 2

Based on the styles that they have chosen, the user will be presented with images of clothes to select to further refine the suggestion engine.



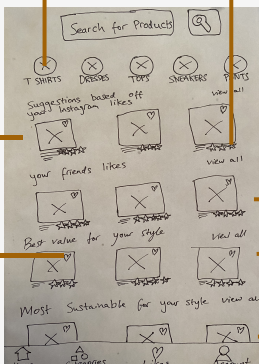
### Home Screen

Here, the user is presented with different carousels of clothing suggestions.

This bar allows for quick jumping to different categories.

This carousel makes suggestions based off your recent Instagram likes by linking your Instagram profile.

The heart features allows you to quickly like an item to save it to your wish list in the bottom bar.



The stars show you the rating of the clothes at a glance to help with judging quality.

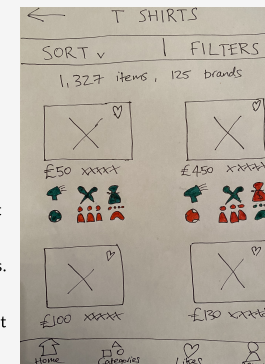
The friends recent likes carousel shows what your friends have liked on the platform.

This carousel suggests the best value clothes based on your style preferences.

This carousel suggests the most sustainable clothes based on your style preferences.

### Categories Screen

This screen shows the list of clothes you have searched for.

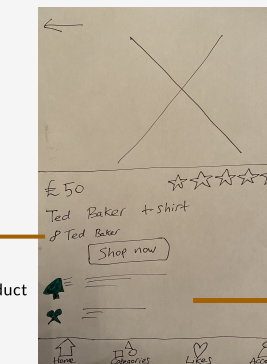


Here, the clothes are categorised by the metrics introduced earlier, with green indicating good and red indicating bad.

This shows the website the product is available on.

### Product Screen

This screen shows a full run down of the product you have selected.



A more detailed run down of the metrics is available here.

# PROTOTYPE & TEST

## HIGH FIDELITY WIREFRAMES

I built the prototype for the app using Figma, bringing the user through the whole journey flow from download to finding the product they want.

## PROTOTYPE TESTING

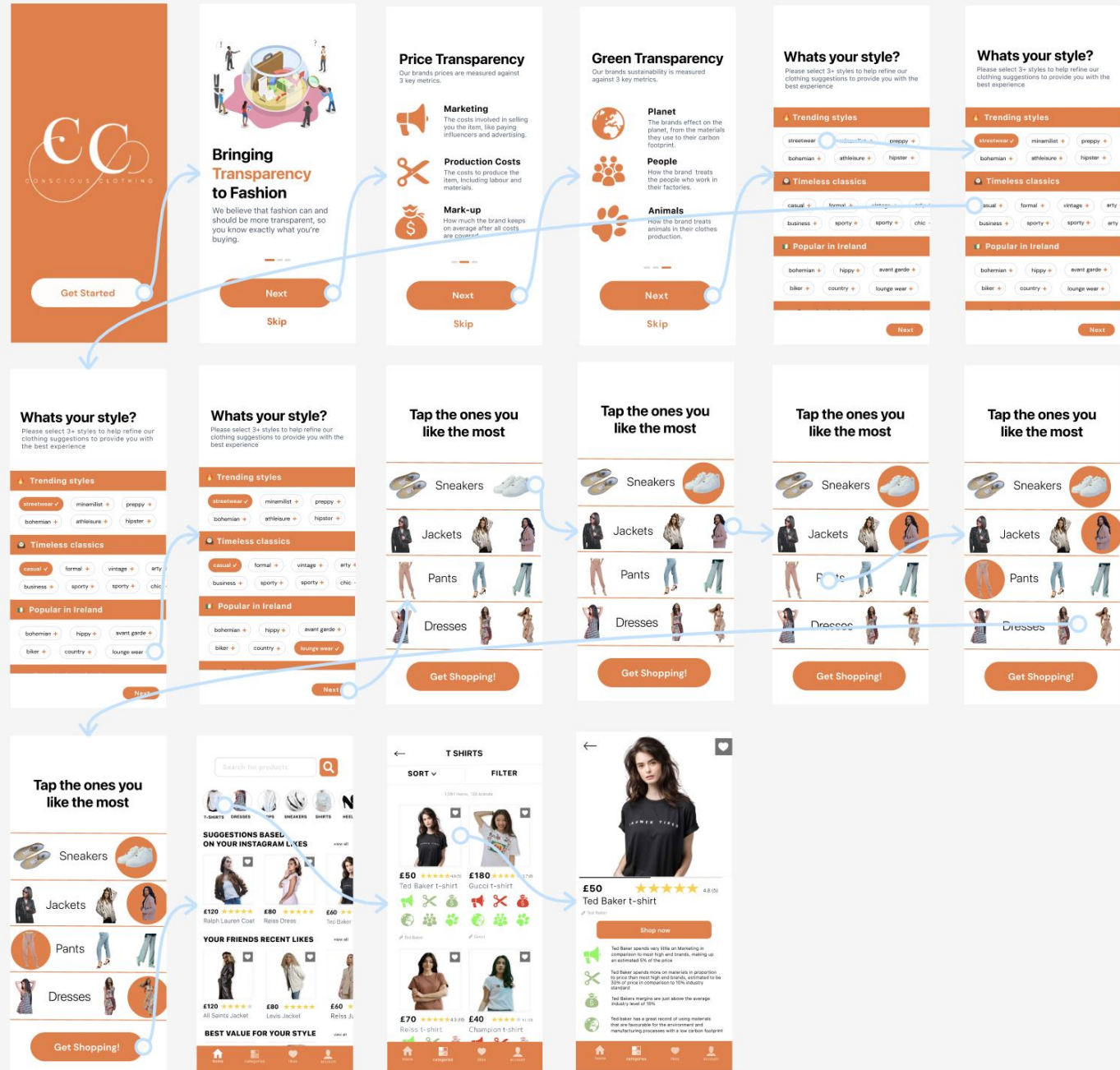
I tested the prototype with 6 participants to both assess the concept and usability across 4 different tasks:

- On the home screen, I asked them to tell me three ways to get to the t-shirts section.
- On the t-shirts screen, I asked them what the difference between the red and green colours were.
- On the same screen, I asked them to tell me the difference between lighter and darker shades.
- I finally asked them to make the optimal selection based on the coloured icons.

All participants had success in the tasks.

## GENERAL FEEDBACK

While participants understood the difference between the shades of red and green, they suggested using a traffic lights system instead. Also, one participant had difficulty remembering what the icons from the introduction meant.



# ASSESS

## REDESIGN

I redesigned the application based on the feedback from product testing.

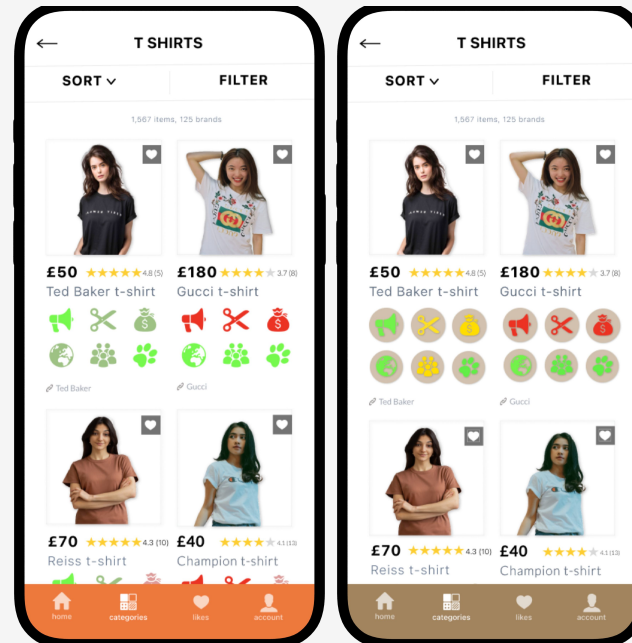
### 1. Colour Change

I altered the colour from orange to a more neutral brown.



### 2. Traffic Lights

I refined the colours of the icons from different shades of red and green to yellow.



### 3. Pop up Box

I added a box that pops up when one of the icons is clicked which describes what it is.

