

# Virtual Stylist

**DR2008 User Experience in Design**  
**Team member:**

Danni Hansen

Skye Yang

Florent Ziegler



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Video

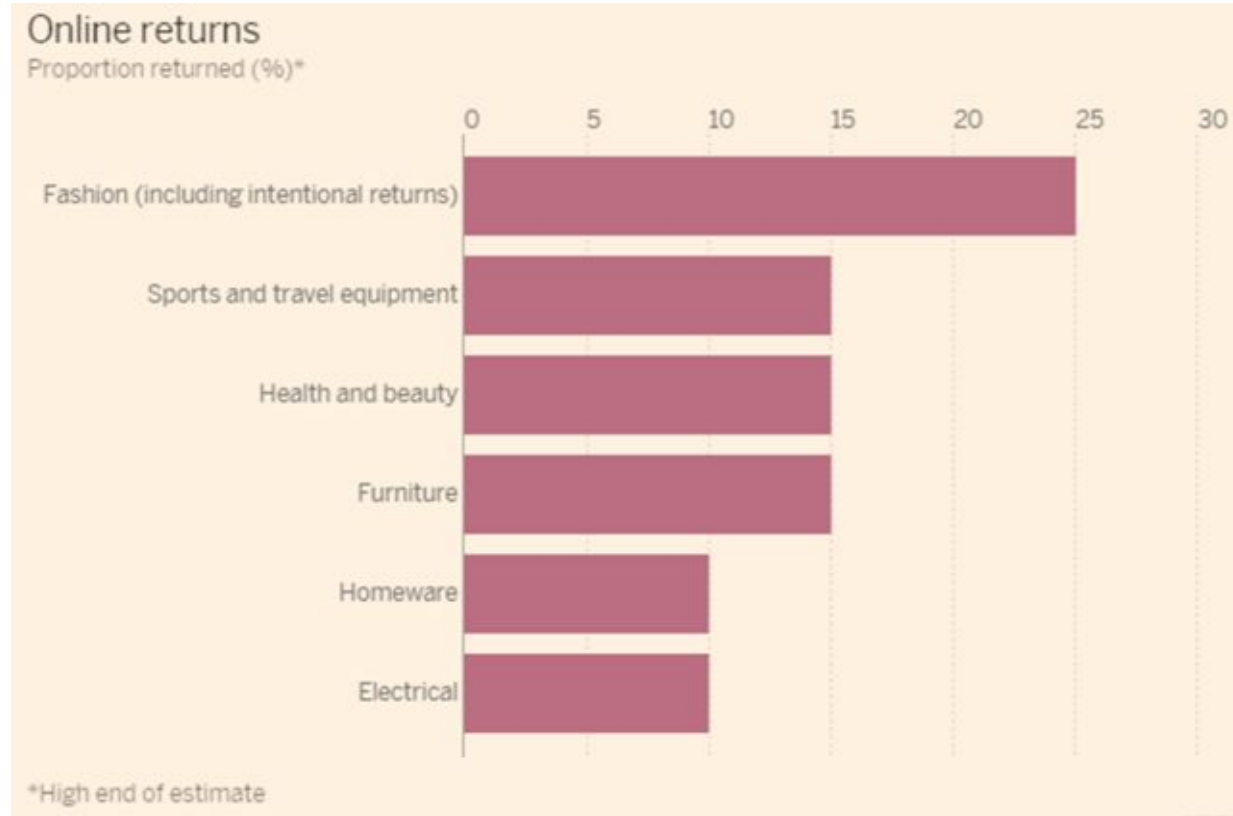
# Virtual Stylist



# Design brief

## What is the problem?

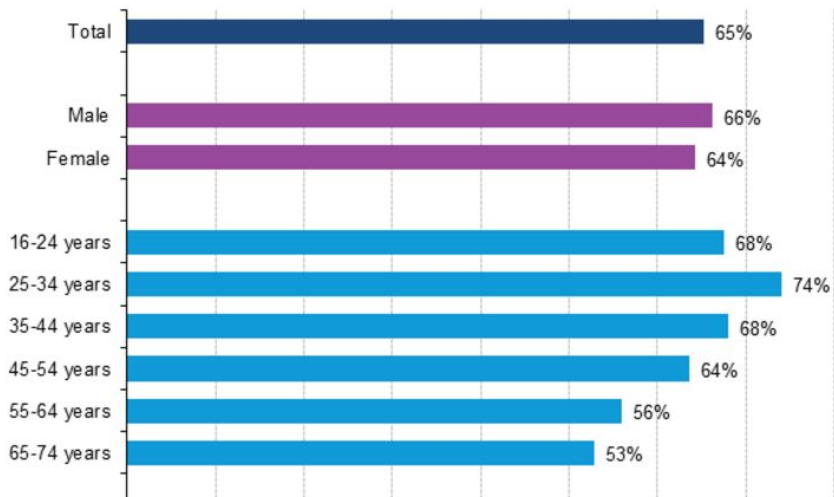
- When an item is returned purchase in the UK it in average passes through **seven pairs of hands before it is listed for resale**
- In UK, the estimate cost of online return was **\$34.000.000.000 SGD.**



# Design brief

## The market?

- **65%** of all internet users have shopped online in the past 12 months
- Internet users aged **25-34** are more active **e-shoppers (74 %)** than those in the other age groups

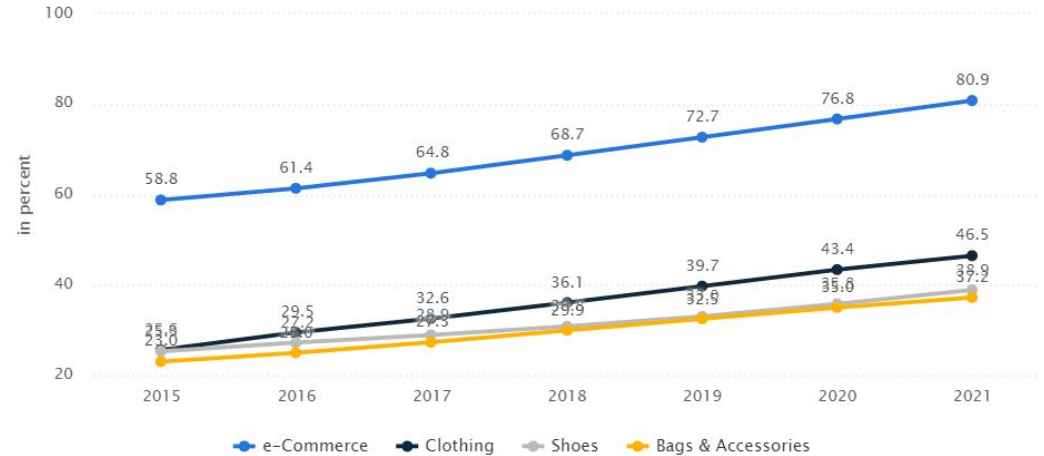


# Design brief

## The market (Singapore)?

- **49%** of singaporeans do shopping online at least once a month
- 29% of respondents aged 18 – 34 years old will increase their spending in stores over the next two years.

Percentage of Singaporeans doing online shopping - Annually



Source: Statista, September 2016

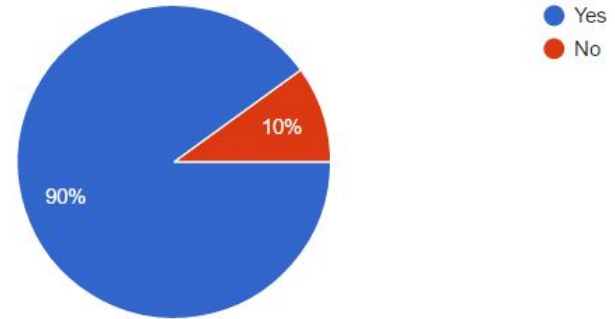
# Design brief

**How can me make a platform to make online shopping easier and more fun for people in the age of 18-34?**

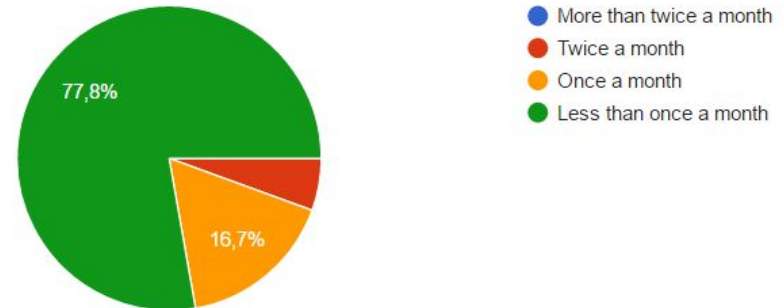
# Interview/Survey

- **90%** of people have tried online shopping and **~25%** do it once or more a month

Have you ever bought clothes online ?



How often do you shop for clothes online ?

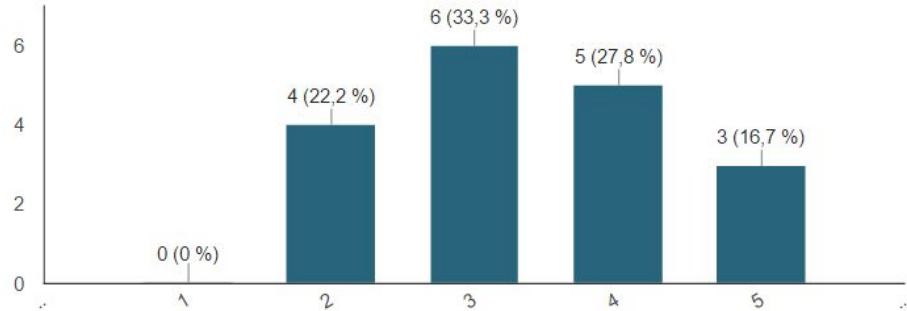




# Interview/Survey

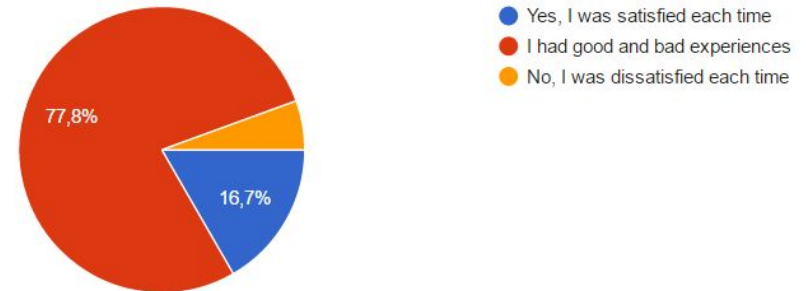
- **~50%** of them gave the online shopping experience a very good rating (4 or 5 out of 5)

Rate your online shopping experience



Were you satisfied with the products you bought online ? (size, fit etc...)

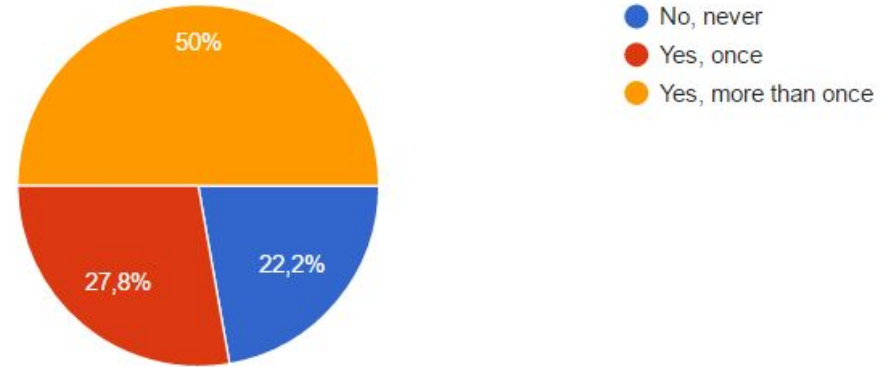
- **~95%** has had bad experiences with online shopping, with size/fit etc.



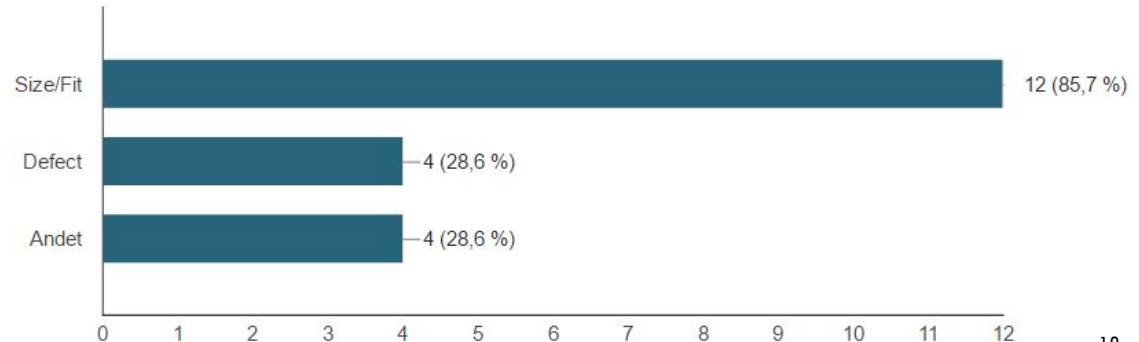
# Interview/Survey

- ~**80%** has return a piece of clothing bought online and ~**85%** of the time it was because of size/fit

Have you ever returned a piece of clothing that you bought online ?



Why did you return it ?



# **Research on technology and market acceptance**

# Existing Products

Name	Fits.me
Experience	<ol style="list-style-type: none"><li>1. Gather user information:<ul style="list-style-type: none"><li>• body shape,</li><li>• fit preference,</li><li>• purchase history</li></ul></li><li>2. Compare with existing database of body shapes;</li><li>3. Tailor shopping experience online clothing shops</li></ol>

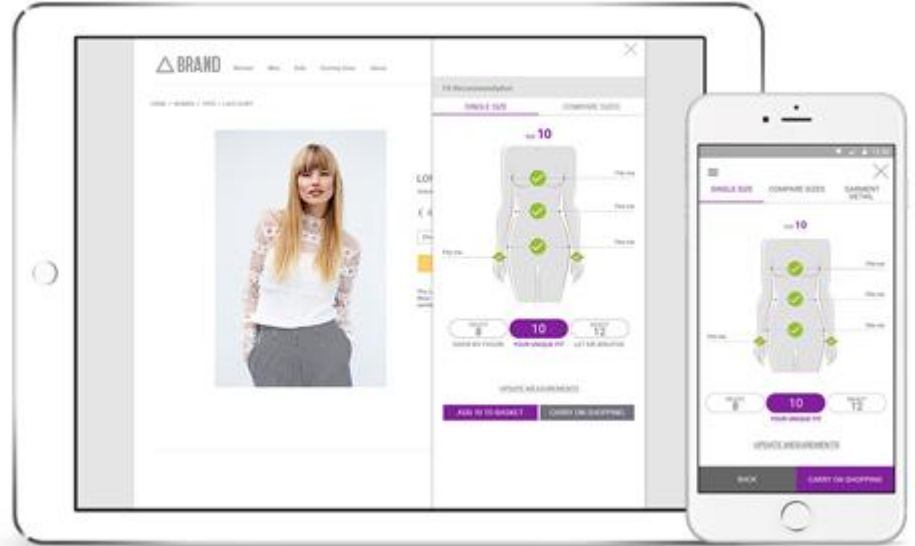


Figure 1

Photo source: "Engineering The Perfect Fit | Fits.me." Fitsme. N.p., n.d. Web. 13 Nov. 2016. <http://fits.me/>

# Existing Products

Name	Fits.me
Experience	<ul style="list-style-type: none"><li>- View 3d modeled clothes of their actual designs and fabric characteristics</li><li>- View where the garment is tight or loose using tension maps</li><li>- View how it behaves while moving in various ways in all angles</li><li>- View while comparing it side-by-side with other sizes and styles</li><li>- View different outfits with shoes of different styles and heels</li></ul>

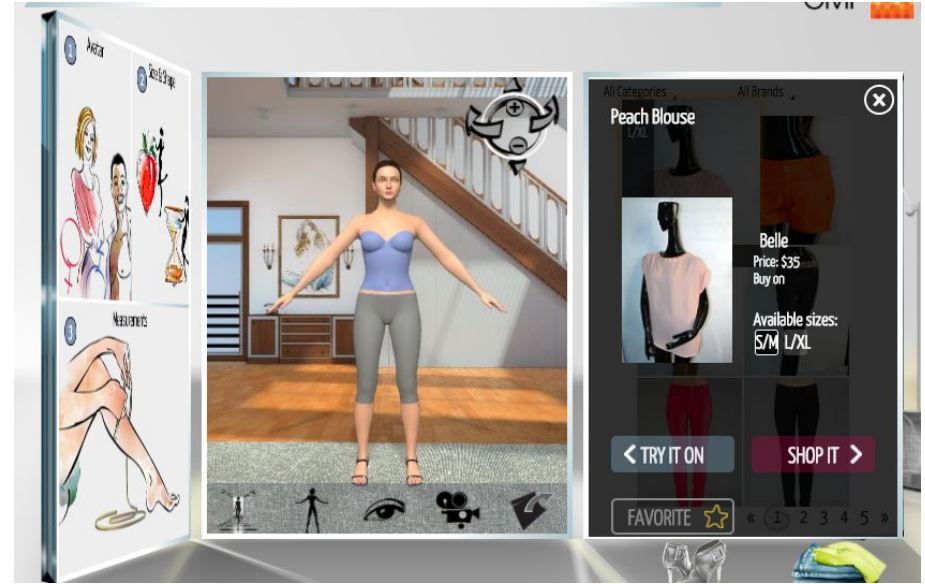


Figure 2

# Existing Products

## -- Interactive dressing room

Name	CyberFIT
Technology	Kinect <ul style="list-style-type: none"><li>- 3D scan (&lt;10s)</li><li>- Navigation by hand gestures</li></ul>
Feature	<ul style="list-style-type: none"><li>- View different sizes</li><li>- Shop on Adidas site</li></ul>
Influence	<ul style="list-style-type: none"><li>- 3rd Prize in CeBIT Innovation Award 2013. <sup>[1]</sup></li></ul>



Figure 3

Screenshots source: ""BodyKinectizer" Body Scanner (home Version) - Adidas Group." Youtube Gaming. N.p., n.d. Web. 13 Nov. 2016.

[https://gaming.youtube.com/watch?v=xUymwl\\_UCil&list=FL09PvEPta6eJsh7DUS1bpcA](https://gaming.youtube.com/watch?v=xUymwl_UCil&list=FL09PvEPta6eJsh7DUS1bpcA)

[1] Familie Redlich - Agentur Für Marken Und Kommunikation GmbH. "CeBIT Innovation Award." Preisträger 2013: N.p., n.d. Web. 13 Nov. 2016. <http://www.cebitaward.de/preistraeger/preistraeger-2013.html>

# Existing Products

## -- Digital bespoke tailoring

Name	Acustom Apparel. NY
Technology	<ul style="list-style-type: none"><li>- Body scanner (&lt;7s, &gt;2000 data point - accurate)</li><li>- Digital bespoke algorithm (create custom garments)</li></ul>
Experience	<ul style="list-style-type: none"><li>- Knowledgeable and staff</li><li>- "Overwhelming" choices</li><li>- Price: \$800 - \$1500</li></ul>
Influence	<ul style="list-style-type: none"><li>"I tried it on and it was perfect!"</li><li>"I can say is wow! What a fit!" [2]</li></ul>

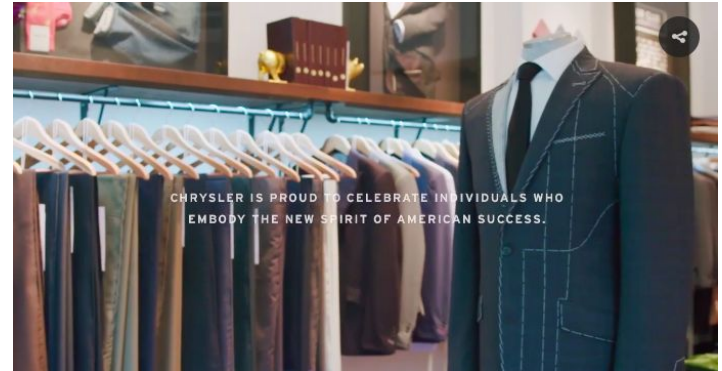
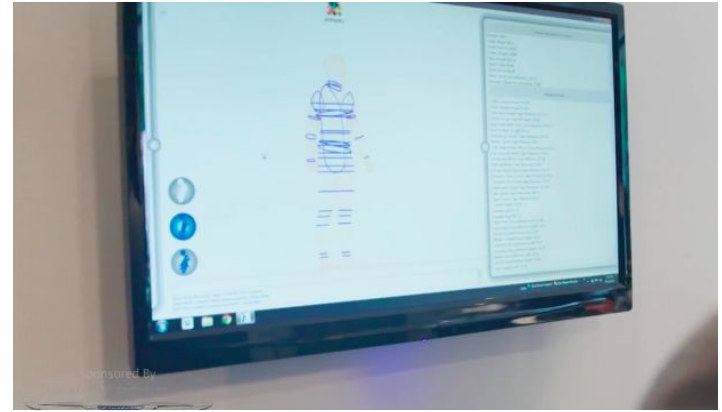


Figure 4

# Research Journey - To create the best user experience

Source	Technology	Method	Phase	Result	Relevance to UX
Source 1	Source 1 Technology	Source 1 Method	Source 1 Phase	Source 1 Result	Source 1 Relevance to UX
Source 2	Source 2 Technology	Source 2 Method	Source 2 Phase	Source 2 Result	Source 2 Relevance to UX
Source 3	Source 3 Technology	Source 3 Method	Source 3 Phase	Source 3 Result	Source 3 Relevance to UX

Source 4	Source 4 Technology	Source 4 Method	Source 4 Phase	Source 4 Result	Source 4 Relevance to UX
Source 5	Source 5 Technology	Source 5 Method	Source 5 Phase	Source 5 Result	Source 5 Relevance to UX
Source 6	Source 6 Technology	Source 6 Method	Source 6 Phase	Source 6 Result	Source 6 Relevance to UX
Source 7	Source 7 Technology	Source 7 Method	Source 7 Phase	Source 7 Result	Source 7 Relevance to UX

Source 8	Source 8 Technology	Source 8 Method	Source 8 Phase	Source 8 Result	Source 8 Relevance to UX
Source 9	Source 9 Technology	Source 9 Method	Source 9 Phase	Source 9 Result	Source 9 Relevance to UX
Source 10	Source 10 Technology	Source 10 Method	Source 10 Phase	Source 10 Result	Source 10 Relevance to UX
Source 11	Source 11 Technology	Source 11 Method	Source 11 Phase	Source 11 Result	Source 11 Relevance to UX

Source 12	Source 12 Technology	Source 12 Method	Source 12 Phase	Source 12 Result	Source 12 Relevance to UX
Source 13	Source 13 Technology	Source 13 Method	Source 13 Phase	Source 13 Result	Source 13 Relevance to UX
Source 14	Source 14 Technology	Source 14 Method	Source 14 Phase	Source 14 Result	Source 14 Relevance to UX
Source 15	Source 15 Technology	Source 15 Method	Source 15 Phase	Source 15 Result	Source 15 Relevance to UX

Source 16	Source 16 Technology	Source 16 Method	Source 16 Phase	Source 16 Result	Source 16 Relevance to UX
Source 17	Source 17 Technology	Source 17 Method	Source 17 Phase	Source 17 Result	Source 17 Relevance to UX
Source 18	Source 18 Technology	Source 18 Method	Source 18 Phase	Source 18 Result	Source 18 Relevance to UX
Source 19	Source 19 Technology	Source 19 Method	Source 19 Phase	Source 19 Result	Source 19 Relevance to UX

Source 20	Source 20 Technology	Source 20 Method	Source 20 Phase	Source 20 Result	Source 20 Relevance to UX
Source 21	Source 21 Technology	Source 21 Method	Source 21 Phase	Source 21 Result	Source 21 Relevance to UX
Source 22	Source 22 Technology	Source 22 Method	Source 22 Phase	Source 22 Result	Source 22 Relevance to UX
Source 23	Source 23 Technology	Source 23 Method	Source 23 Phase	Source 23 Result	Source 23 Relevance to UX

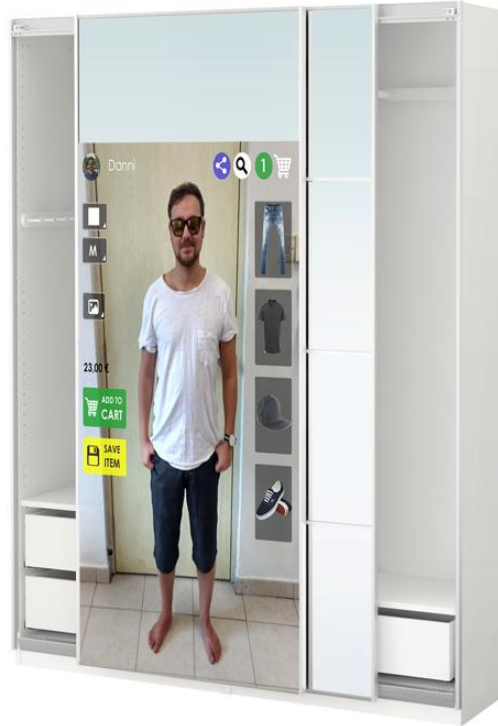


# **Presentation of the Virtual Stylist**

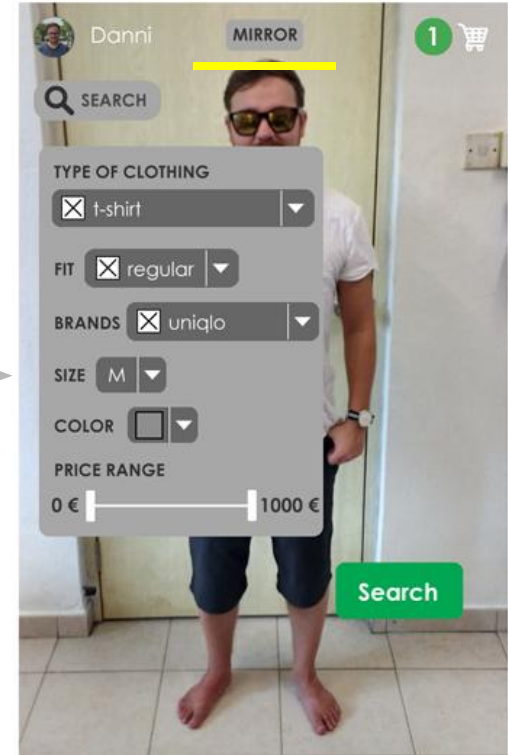
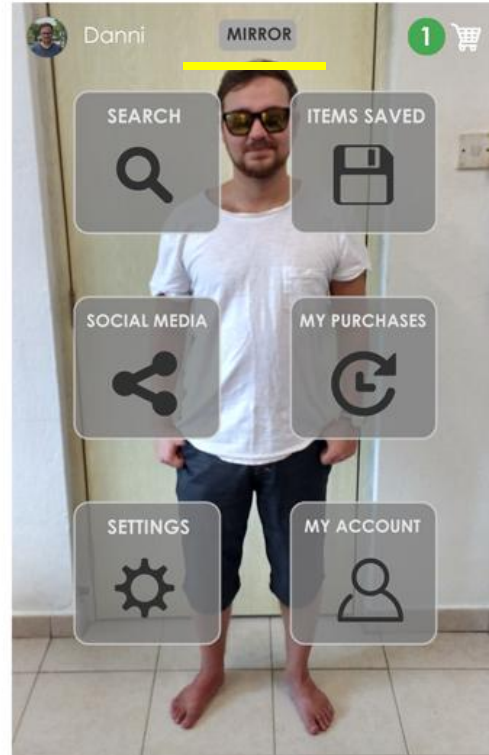
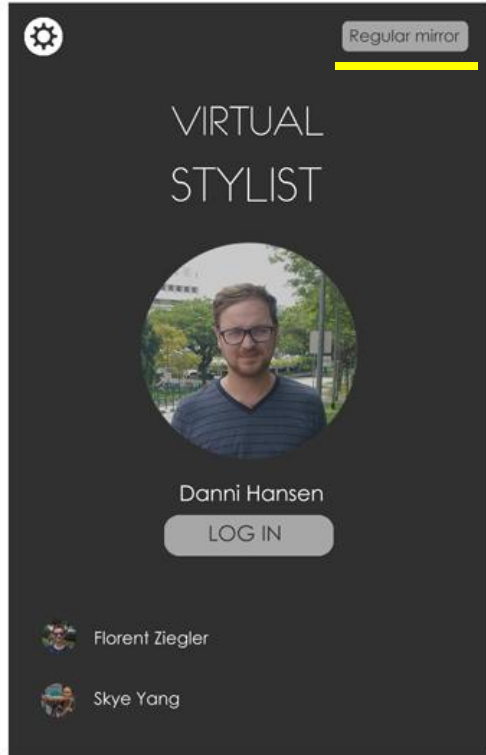
# Equipment



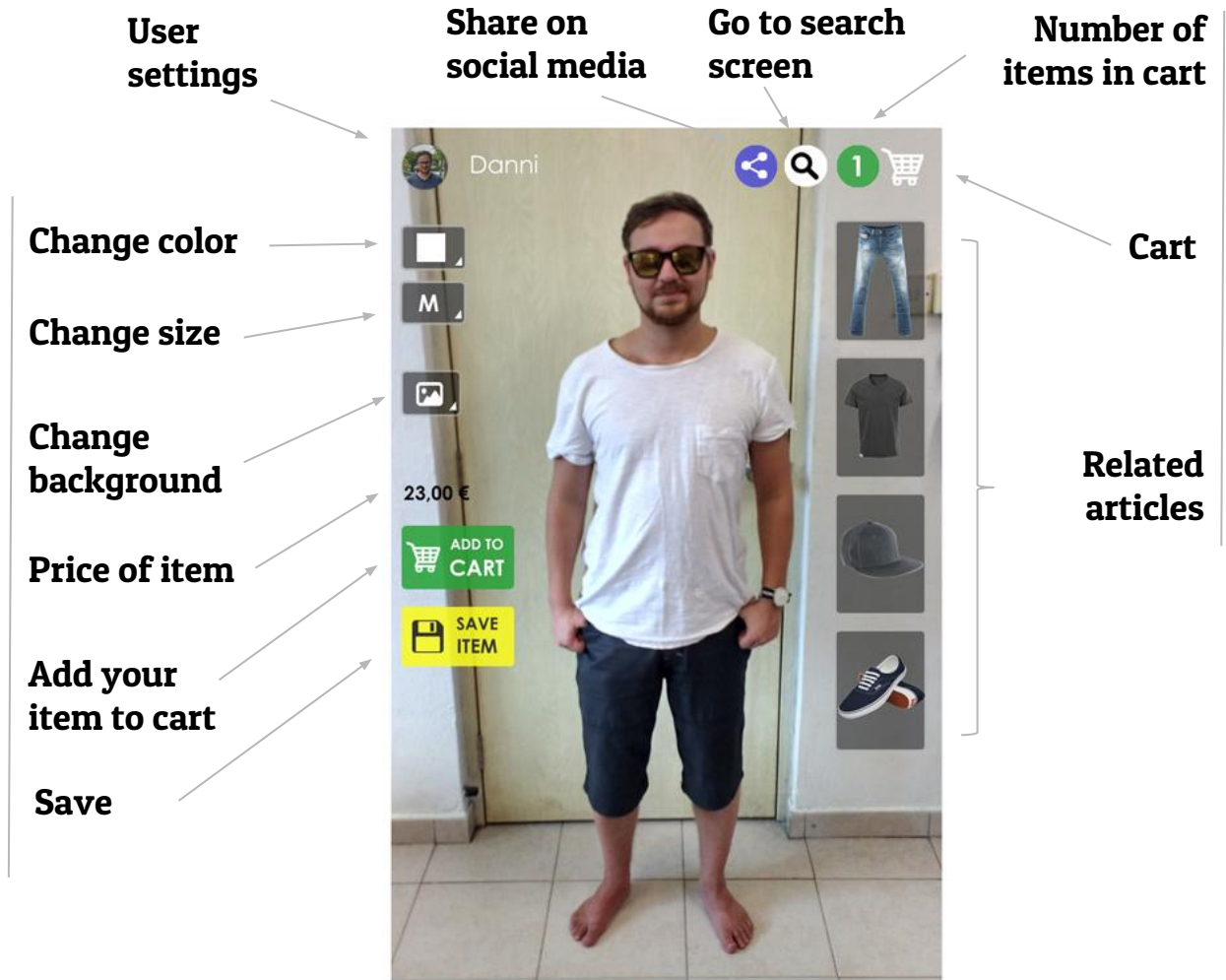
or



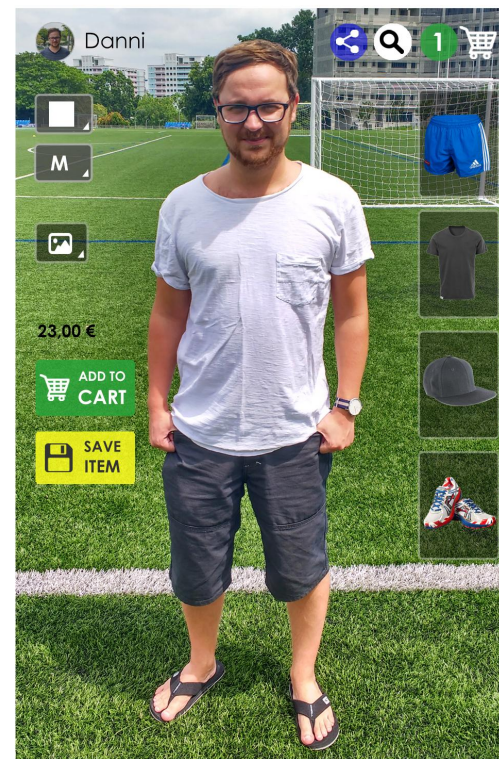
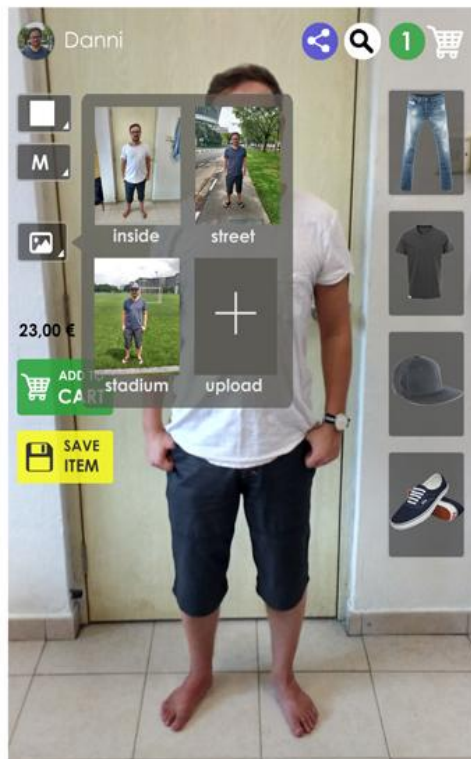
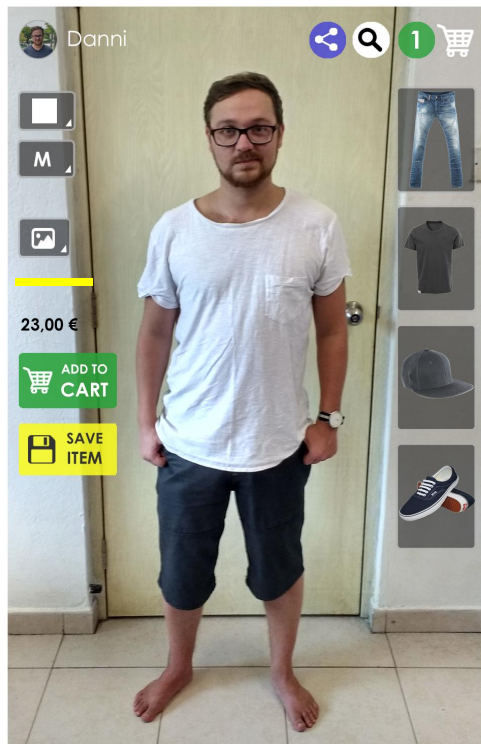
# User experience



# User interface

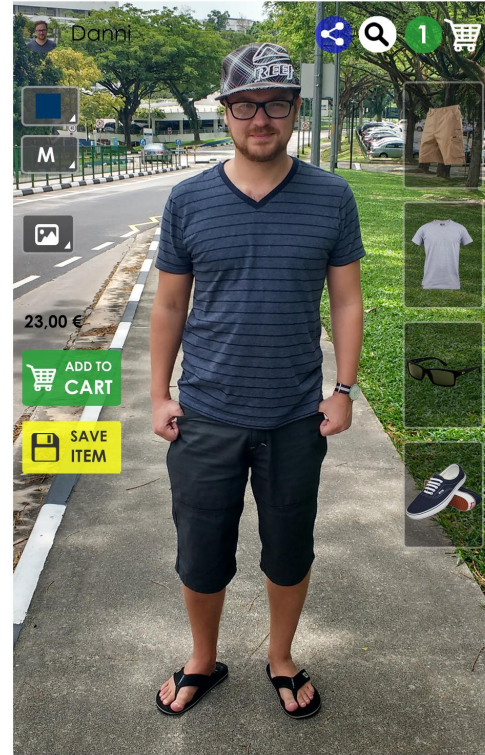


# Features : background change

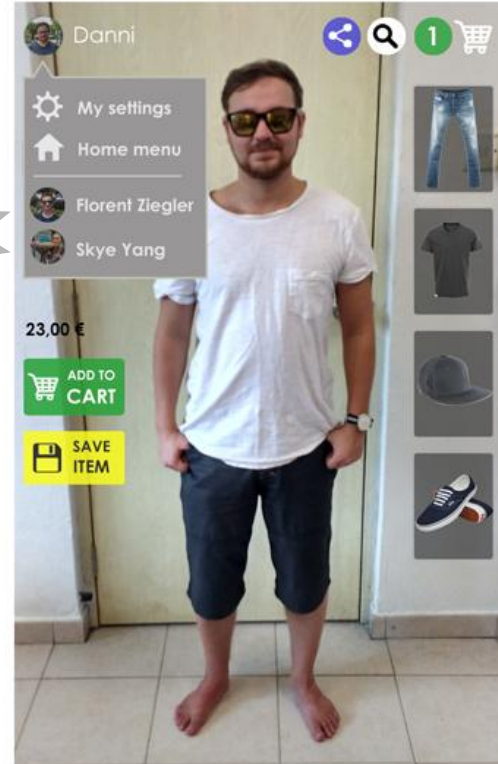
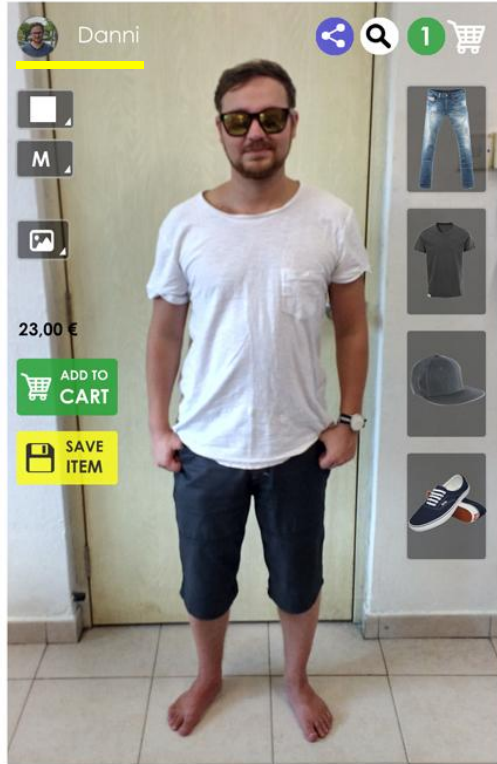




# Features : add accessories



# Features : shopping for someone else



# Feedback on the Virtual Stylist

## David 25 years old (Denmark)

Once a month online shopping, once in a while clothes.

David doesn't think he needs it

**Question:** Which store do we buy from??

## Julia 23 years old (Germany)

Thinks it's a great idea

**Suggestion:** A great feature to add would be to be able to try on clothes you already own in your closet. This way you could test out different outfits in the morning and decide what to wear for the day.

## Jenny 19 years old (Chinese)

She is a frequent online shopper of clothes and consumables

She thinks she would really like one if the price is affordable.

**Suggestion:** Consider showing the material of the clothing





# **Conclusion**

# References

## Market research

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[http://ec.europa.eu/eurostat/statistics-explained/index.php/File:Internet\\_users\\_who\\_bought\\_or\\_ordered\\_goods\\_or\\_services\\_for\\_private\\_use\\_over\\_the\\_internet\\_in\\_the\\_previous\\_12\\_months,\\_EU-28,\\_2015\\_\(%25\\_of\\_internet\\_users\).png](http://ec.europa.eu/eurostat/statistics-explained/index.php/File:Internet_users_who_bought_or_ordered_goods_or_services_for_private_use_over_the_internet_in_the_previous_12_months,_EU-28,_2015_(%25_of_internet_users).png)

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Statista: The Statistics Portal - "Fashion Singapore". September 2016. Web 13. Nov. 2016 -  
<https://www.statista.com/outlook/244/124/fashion/singapore#market-users>

# References

## Product research

[1] Familie Redlich - Agentur Für Marken Und Kommunikation GmbH. "CeBIT Innovation Award." Preisträger 2013:. N.p., n.d. Web. 13 Nov. 2016 .<http://www.cebitaward.de/preistraeger/preistraeger-2013.html>

[2] "Acustom Apparel." Yelp: Acustom Apparel. N.p., n.d. Web. 13 Nov. 2016.  
[https://www.yelp.com/biz/acustom-apparel-new-york?hrid=XJZuH2d5n\\_lrxUTMqEQs4A&rh\\_type=phrase&rh\\_ident=technology](https://www.yelp.com/biz/acustom-apparel-new-york?hrid=XJZuH2d5n_lrxUTMqEQs4A&rh_type=phrase&rh_ident=technology)

Figure 1: "Engineering The Perfect Fit | Fits.me." Fitsme. N.p., n.d. Web. 13 Nov. 2016. <http://fits.me/>

Figure 2: "- TriMirror Virtual Fitting Room." N.p., n.d. Web. 13 Nov. 2016. <http://www.trimirror.com/en/>

Figure 3: ""BodyKinectizer" Body Scanner (home Version) - Adidas Group." Youtube Gaming. N.p., n.d. Web. 13 Nov. 2016.  
[https://gaming.youtube.com/watch?v=xUymwl\\_UCil&list=FL09PvEPta6eJsh7DUS1bpcA](https://gaming.youtube.com/watch?v=xUymwl_UCil&list=FL09PvEPta6eJsh7DUS1bpcA)

Figure 4: 200, By Staff for Chrysler. "A High-tech Solution To Finding The Perfect Jeans." Esquire. N.p., 2016. Web. 13 Nov. 2016.<http://www.esquire.com/style/videos/a30383/acustom-apparel/>

Thank You! :)

