Prototype Test & Top Findings
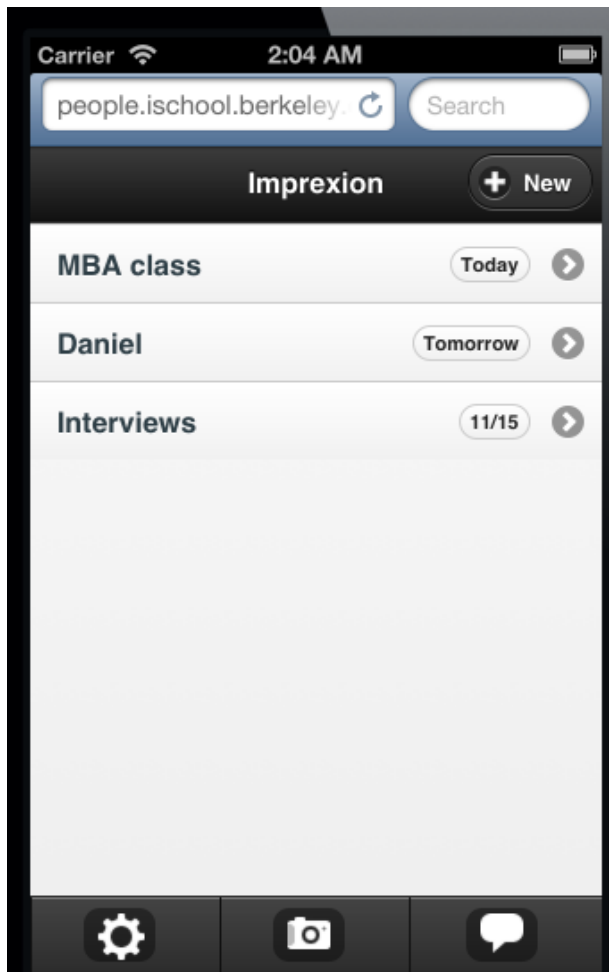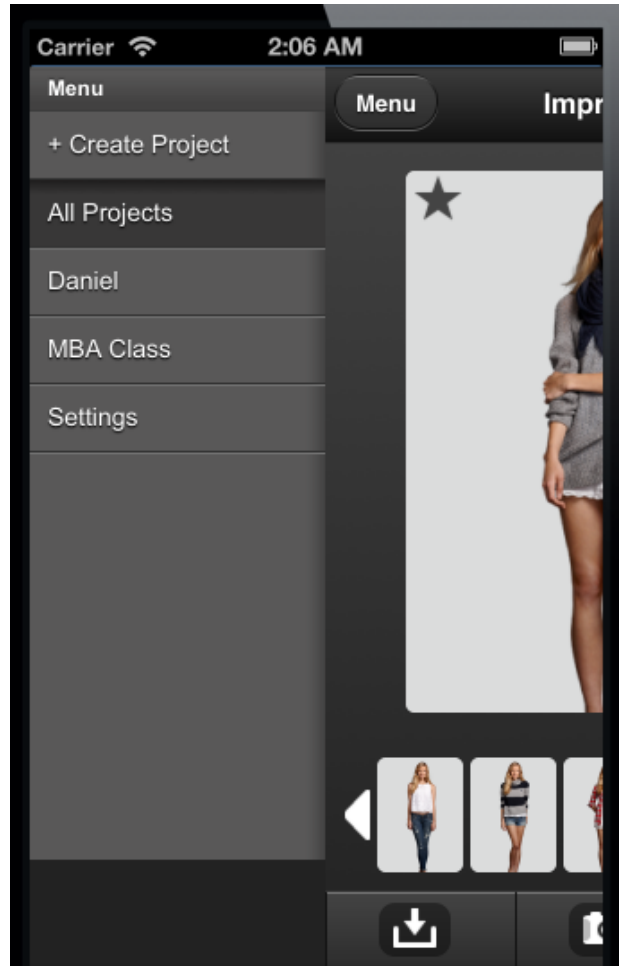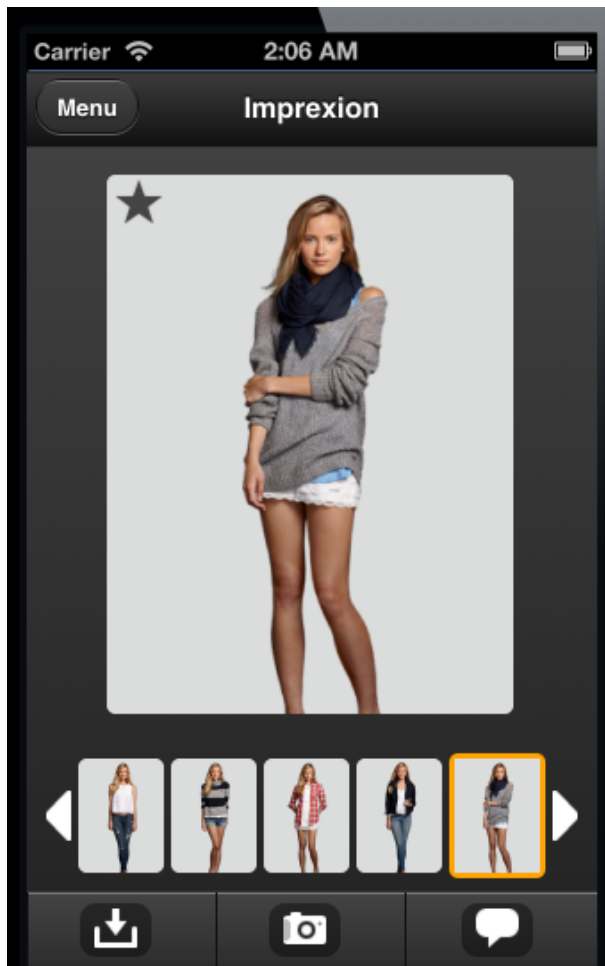
Imprexion

Updates

We made some refinements and add use cases to our prototype since the last assignment:
• Change home screen.

Before: a list of projects

After: move the project list and few actions to side menu while the main screen displays the most recent pictures.

- Refined 'create new project' flow to make it more simple
- Added provide advice and view results screens

Usability Testing Protocol

1. Brief background interview
http://itunes.apple.com/us/app/love-food-hate-waste/id348154861?mt=8

- Do you care how you present yourself in front of others?
- How do you decide what to wear?
- Do you like to get fashion advice from friends/family? Who?

2. Brief Introduction to concept

"Imprexion is an app that helps to track what you wear on occasions that you care about. It may be certain events, that may or may not be recurring OR occasions when you meet people that you'd really like to impress. By showing you a history of past outfits, the app helps you decide what to wear at the upcoming event."

3. Scenario-based prototype test

Introduction: "Inside Imprexion we treat every event as a project. You tell us what is important for you and we help you track what you've been wearing."

Scenario 1) New user experience - Create a project. Depending on user an option that suits - Interview/Class/person

Scenario 2) You have a project. Browse through your previous outfits.
We have two layouts: grid view and thumbnail view.
We asked the testers to provide feedbacks on both views and if they have a preference.

"Imprexion also helps you ask for advice about what to wear from your friends that we call 'fashion buddies'"

Scenario 3) You are going to a party. Ask your fashion buddy 'what to wear'?

Scenario 3a) Pretend you are the buddy, give advice to your friend.

Scenario 3b) Your buddy has sent feedback. Look at the results.

4. Brief set of closing questions

• What do you think of the app?
• What else do you think the app does?
• Would you use something like this?

Top Findings

General
- Reinforced our early findings that users would use the app to track important events
- many would also expected references/inspirations of outfits related to their projects.
- in terms of sharing/looking for shared collections, users prefer the ones provided by professionals rather than friends.

- users think having a reminder for taking pictures is a good idea.
- users care less about repeating clothes but more about making decisions from all the possible options.

Create Project
- did not associate keywords with calendar or with pulling pictures from social network
- most people would prefer the reminders being generated by sync calendar
- Reminders should be more flexible (for eg. weekend night reminders).

Browsing within a project
- Overall they found useful being able to browse through a gallery of what options they have.
- As for the layout of our browsing screen, both designs have supporters.

Ask opinion feature
- 'Ask for opinions' feature embedded in the message button wasn't obvious enough.
- The opinions/results screen can be more clear.

Change Plans

- Provide examples of how a project looks like. (sample project)
- Provide recommendations (also can be ads) related to projects offered from clothing companies.
- Provide notifications of new recommendations to trigger users opening the app.
- We figured pulling pictures from social network is a bit complicated and less useful in the scenarios our testers provided. We decided to suspend this feature and make the inputs in the create project process only for reminders and thus much less confusing.
- Make reminder options more clear (rephrase and add more descriptions).
- Reminder selection doesn't have to be exclusive.
- Will continue to test people's opinion on the browsing screen UI: thumbnail vs grid view.
- Specify that all the settings/preferences are specific to the particular project.
- Make 'ask for opinions' feature more obvious.
- Nice to have: Way to include complements