

Group Project 3: Prototyping

Project Title: Lookbook

Group Number

#12

Team Members

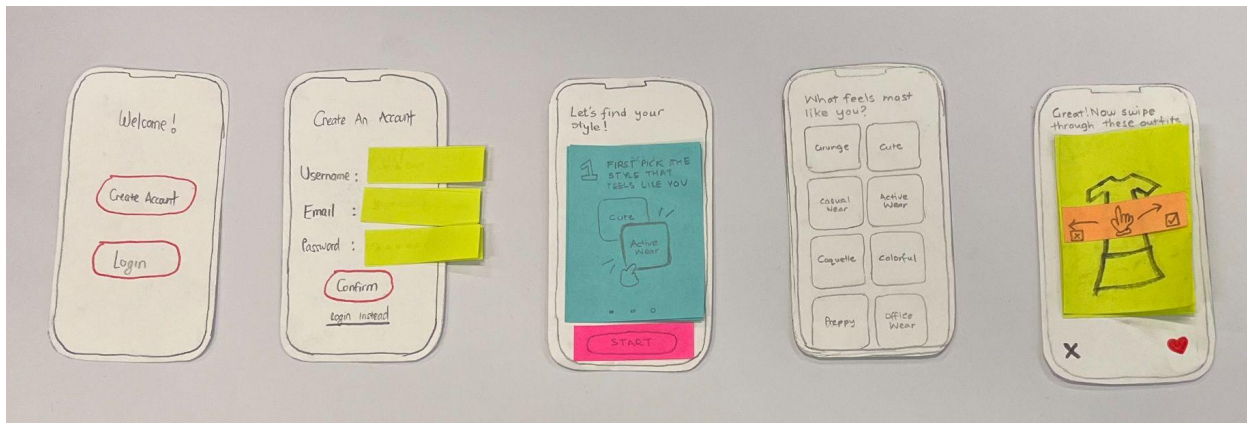
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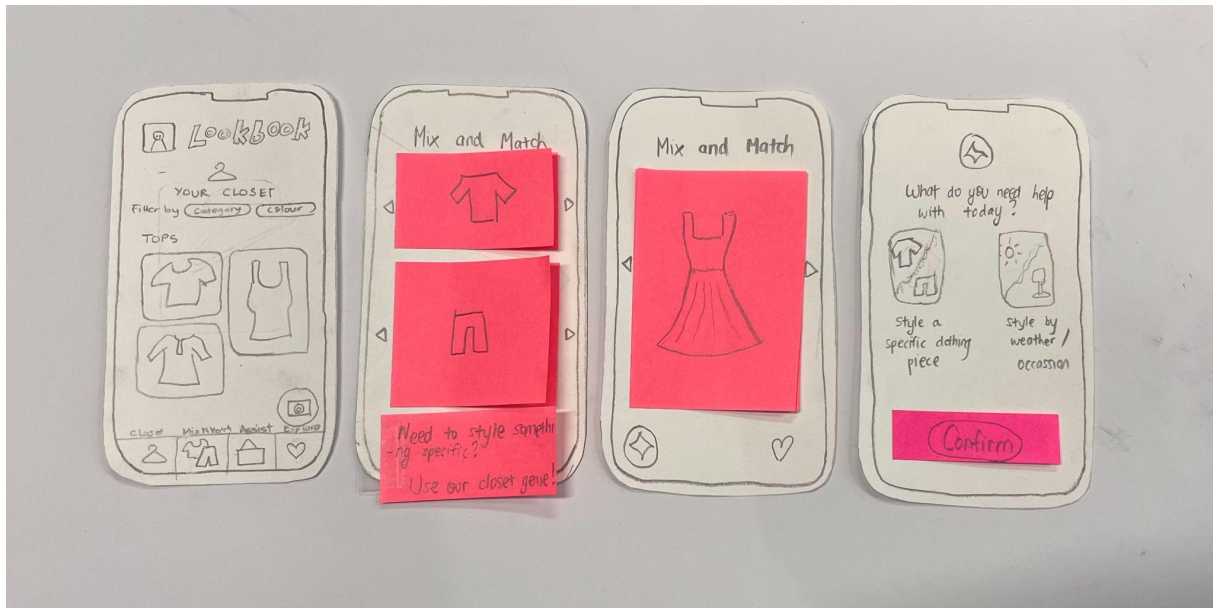
Valerie Jap, jap.v@northeastern.edu

Initial Prototype Photos

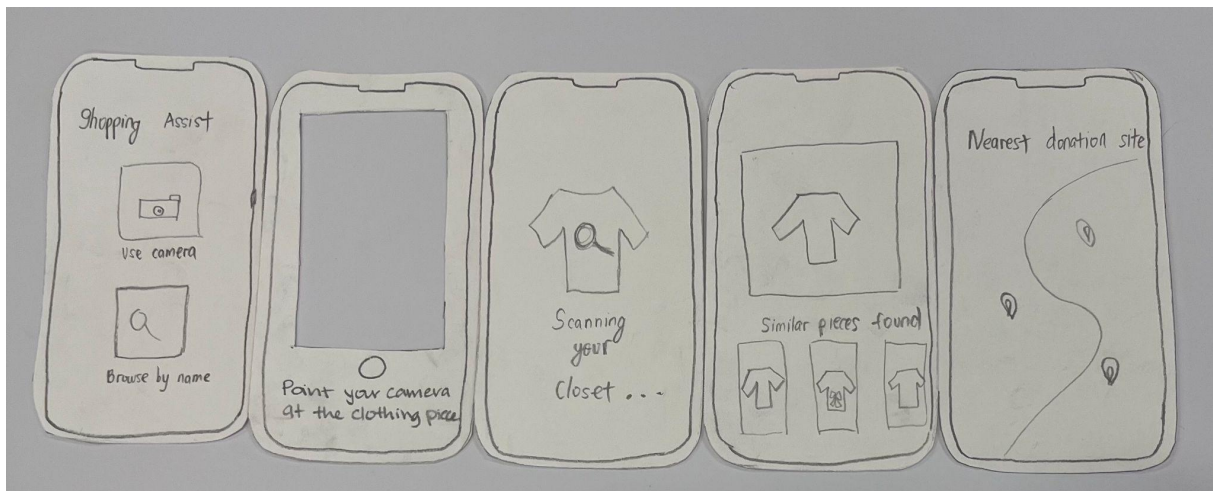
Task 1



Task 2



Task 3



User Briefing

Hi! We are Valerie, Natalie, and Nandini, we're working on a group project for our Human Computer Interactions class, and wanted to user-test our prototype. Would you be willing to participate in a short 5-10 minute test?

Great! Thank you for your participation. Before we get started, **we would like to ask for your consent to record your user-testing session.** Your face will not be

recorded, but it will be audio-recorded. You will also remain anonymous. Is this okay?

Thank you so much! So the mobile app we're working on is called *Lookbook*. It's a digital-closet making app that helps you curate your personal style and create new outfits with things you might already own. The purpose of today's user test is to make sure that our app is user friendly. So, we've created paper versions of what our app will generally look like, and _____ will be acting as the computer to move things around.

We've selected tasks that we think people will use the app for. Your job will be to navigate this process. As a reminder, we are not testing you but how our app works and if it functions – if you feel stuck at any time, it is not your fault, just that the app will need to be re-designed. I will be sitting next to you and can give you some help if you would like.

As I said, _____ will be serving as our computer/mobile device for today. She is definitely a smartphone but for the purposes of our testing, she cannot talk and cannot explain anything. If you need to do something, you will interact with the prototype as you would with a normal phone.

Please tell us what makes sense to you, what's confusing, and any questions that come to mind.

Are you ready to start?

You are a college student who enjoys dressing in casual clothes. You are creating an account with this app for the first time to discover new outfits and develop your personal style.

Please read the scenario card and complete the task on the card.

Scenario Tasks

Scenario 1

You are a new user on the *Lookbook* app, looking for some inspiration to create new outfits with the clothes you have. You usually prefer to wear **Casual** clothes. Use the prototypes to **create a new account** on *Lookbook*, and **complete the initial setup**.

Scenario 2

You're an existing user on the *Lookbook* app. You're trying to create a new outfit by mixing and matching the items in your closet. Your task is to use the prototypes and **generate a new outfit**.

Scenario 3

You're an existing user on the *Lookbook* app. While **shopping in a store**, you're trying to use the Shopping Assist feature on the app to check if you already have items that look similar to something you found in the store. Use the prototypes and **check if your closet has similar items**.

Demographics

User Tester 1

This user tester was in their fourth year of Computer Science, with a minor in Mathematics. The user identifies with the he/him pronouns. This participant was chosen based on their academic background and the depth of experience they could contribute to evaluating our prototype from a technical and analytical perspective.

User Tester 2

This user tester was a First-year student from Northeastern University, majoring in Speech Pathology and Audiology. The user goes by she/her/hers pronouns and was a stranger we approached at the Library, in order to gain some unbiased perspectives about our prototype.

User Tester 3

This user tester was a third-year student who majored in both Computer Science and Neuroscience. She identifies with she/her pronouns. This participant was chosen randomly from our class, so that we could test our prototype with someone exposed to HCI concepts.

User Tester 4

This user tester was a third-year psychology student with a minor in neuroscience. He identifies with the he/him pronoun. As this participant did not know about HCI or prototyping, we approached him to gain some unbiased feedback about our prototype.

Results and Observations

User Test 1 (Scenario 1)

Place: Snell Library, Northeastern

Time: 11:00 AM

- User had some confusion without keyboard (pressed all the input fields at once and the Confirm button)
- Set up the account correctly
- Slight hesitation with tutorial slides, but got the gesture eventually
- User said that Scenario 1 is a bit unclear; forgot that the setup is a part of creating the account and had to reread the prompt
- User initially swiped left, but started tapping the heart instead of swiping right
- Maybe some sort of end of task confirmation is needed
- Can you skip past tutorial stuff?
- Nothing felt too awkward other than the tutorial slides (maybe the Start button should only appear after the user swipes through the slides, and the text should explain that this is a tutorial)
- Gestures seemed relatively intuitive, just some confusion around process and when things are supposed to start/stop

User Test 2 (Scenario 3)

Place: Snell Library, Northeastern

Time: 11:20 AM

- Correctly picked the camera option
- The user asked if they could pick up and use the prototype while using the camera screen (this seems more of an environment problem since we tested it in the Library)
- Used the camera correctly
- Confusion with the donation feature and whether they were supposed to donate the suggested item or not (We should not have placed the donate button very prominently)
- In the end, what do you do? (Need to make it clear that the app doesn't donate the items themselves, that it's just taking you to a location; This screen was unnecessary for the testing, so getting rid of this for the next iteration might be better; we will implement it in the final app)

- There should be a loading bar for the screen, or some sort of motion so that the user knows that it's loading and something is happening
- Need to make clear what was scanned; have some sort of visual cue like sparkles or outline to indicate that scan was successful

User Test 3 (Scenario 1, 2, 3)

Place: Snell Library Classroom, Northeastern

Time: 4:40 PM

- Slight hesitancy on tutorial part of onboarding, perhaps confusion as to whether the button in the tutorial was an actual button
- Swiping was relatively intuitive
 - Some hesitancy in choosing between options
- Some confusion for the second task looking at Home Screen, maybe should consider making the term/icon for mix-and-match more intuitive or straightforward as well?
- Hesitancy when deciding whether to tap or swipe for mix-and-match
- Swiped between one-piece clothing and multi-piece clothing, maybe some confusion on how to confirm outfit or how the switch between one piece and multi-piece occurred?

User Test 4 (Scenario 1,2,3)

Place: ISEC, Northeastern

Time: 5:00 PM

- Difficulty understanding gestures
- First page of tutorial was mistaken for a button
 - should make sure that the tutorial is somewhat distinct from actual buttons so as not to confuse
- Clearly understood how to like or reject outfits
- On Home Screen, confusion with how to create new outfit
 - Started out choosing the clothing to mix and match the outfit
 - Had difficulty identifying mixed match

- Understood swipe gesture on mix and match but initially was going to tap – must make sure that there is a visual distinction between swiping cues and buttons
- Some confusion with task 3
- Assist might not be very intuitive or obvious – may need to change the terminology or how the icon looks
- Had an understanding of when task was complete
- Liked the idea of the app thought it would be useful

Video Links

[User Test 1](#)

[User Test 2](#)

[User Test 3](#)

[User Test 4](#)

Key Takeaways from TA Mentor Meeting

Questions for TA Mentor

Q1. We decided to do two initial users tests with one task scenario each to check if our methods and prototype were working as intended. We then did two more fleshed out user tests with all 3 scenarios. Does this look okay to you?

Q2. We noticed that our menu bar and icons were a bit confusing to users sometimes. How can we brainstorm names for our features that are catchy, concise and self explanatory?

Q3. For our iterated prototype, since we have a good number of changes to make, can we stick to the lo-fi Figma wireframes we have as of now? Do we need to prototype everything in Figma?

Takeaways

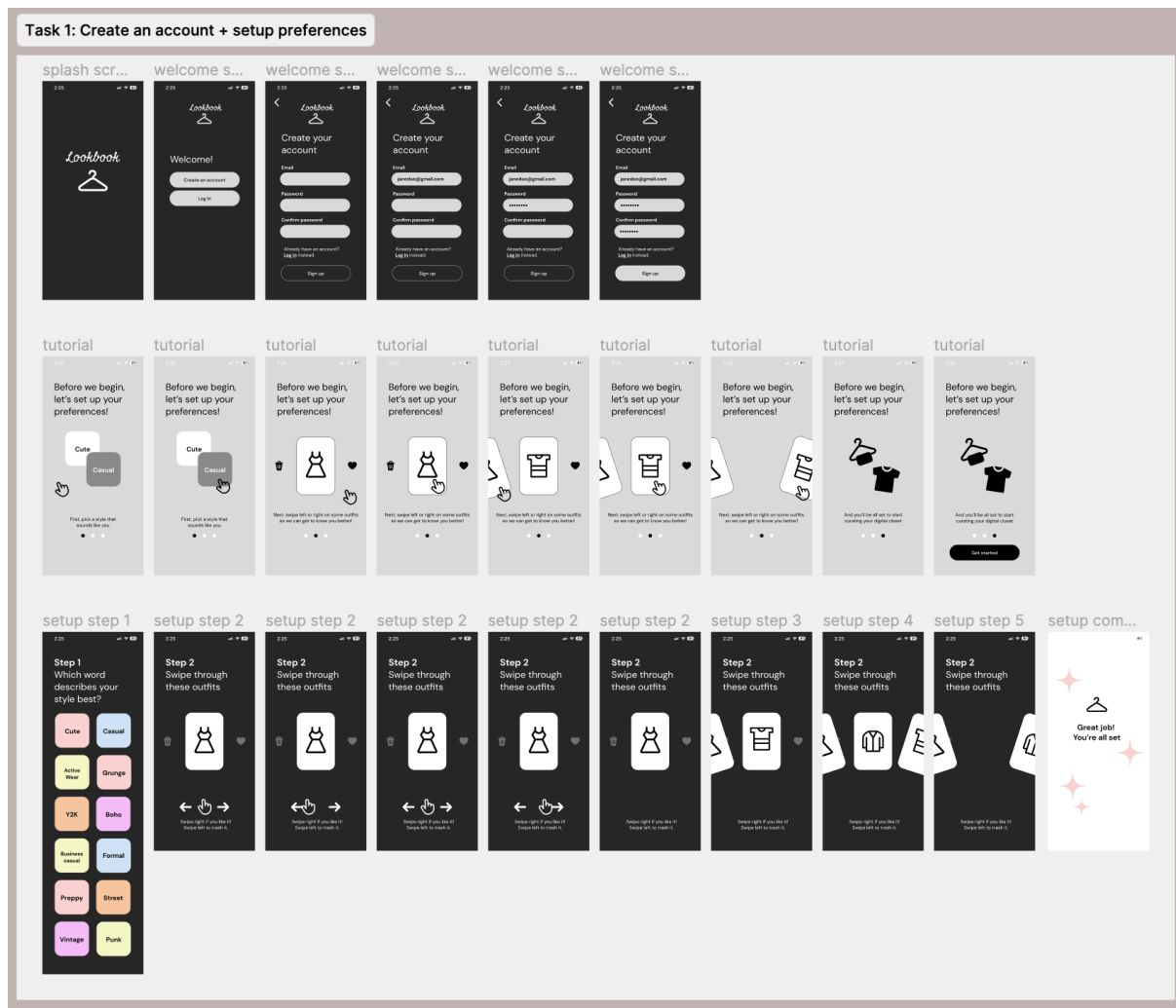
- Our user testing procedures make sense.
- For GP3, we're most focused on creating a simple prototype with basic functions rather than any specific standards to meet for testing
- The Shopping Assist feature name is a bit too wordy and can be changed to something like "Find similar" or "Scan". The icon for it can be changed to

something like a camera and the camera button on the feed page can be changed to a plus icon to imply adding new clothes.

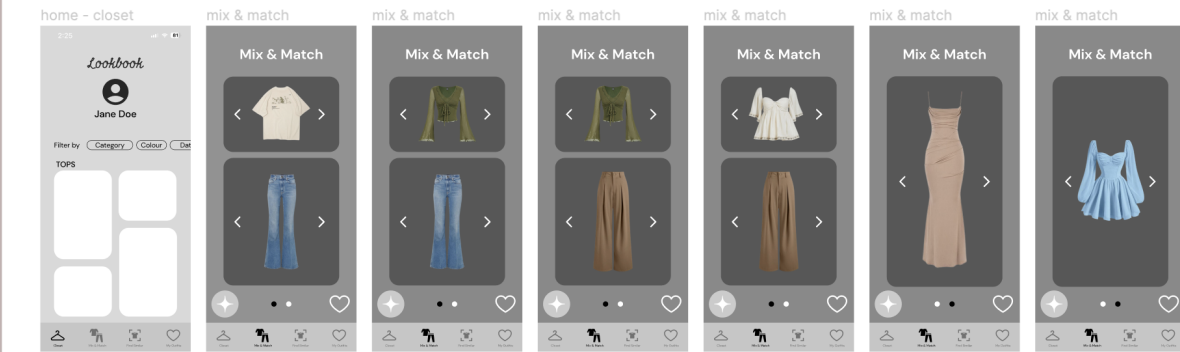
- The term we use should be more intuitive so that users are not confused about the feature's function
- The revised prototype looks good and doesn't need prototyping in depth for now
- The camera paper prototype screen was a good idea!

Revised Prototype

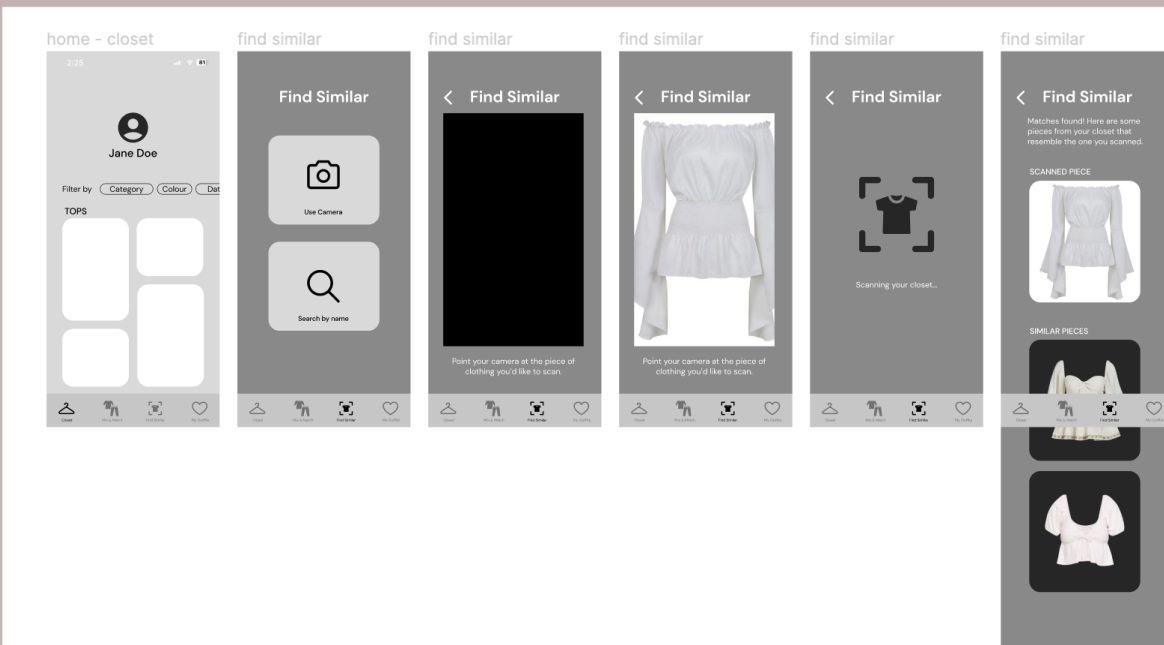
Lo-Fi Wireframes: [Figma Link](#)



Task 2 - Mix & Match outfits



Task 3 - Find similar pieces of clothing in your closet



Changes made

Task 1

- Made input field flow more fleshed out so that the prototype resembled what the actual login/create an account flow would look like
- Buttons are grayed out until the user finishes reading/interacting with the elements on the screen (Confirm and Start buttons)
- Instead of having the Heart be bright red, making the symbols grayed out so that the user focuses on swiping left and right
- Added a confirmation screen at the end to show that setup was complete

Task 2

- The mix and match feature was generally intuitive and did not need many changes
- Decided to use carousel dots to imply multiple pages for two piece and one piece outfits

Task 3

- The donate option was removed as it was not a part of the flow and will be implemented in the hi-fi under the details of a specific piece

Overall changes

- Buttons are grayed out/ don't appear until the user has finished a flow
- The *Shopping Assist* feature was renamed *Find Similar* and the icon was changed from a shopping bag to a camera, so we could make it more intuitive
- The *Lookbook* feature was renamed *My Outfits* for saved outfits from the closet
- Added back buttons