FASH CIRCLE

STUDY DURATION:
20TH - 30TH DECEMBER

THE PRODUCT

SOLVESTHE COMMUNICATION GAPS

The app will bridge the consumers, designers, organizers and even students who are in fashion world.

KEY ELEMENTS

TARGET AUDIENCE

DESIGNERS, PROFESSIONAL FASHION CONTRIBUTORS, MERCHANTS

Men and women, ages 18 to 45, creatives and hardworking teams

THE PROBLEM

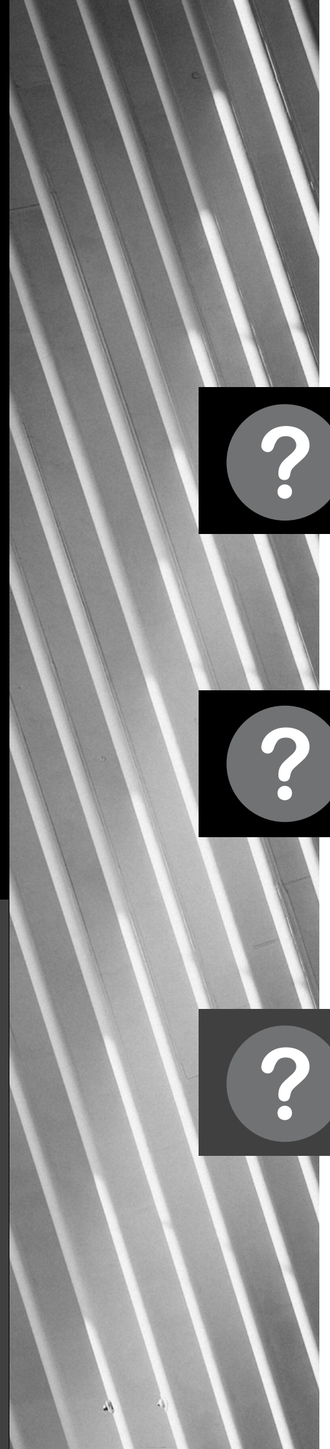
- Adaption to new consumer demands
- All buzz & no business from fashion shows
- Inefficient supply chain & distribution

THE GOAL

To create a unified database and present to the target audience regarding the discussed problems

USER RESEARCH SUMMARY

THE STUDY SHALL PINPOINT THE NEED FOR THIS DIRECTORY TO EXIST TO MAKE IT EASIER TO FIND PRODUCTS THAT CAN FEEL GOOD ABOUT AT A PRICE THAT FITS CERTAIN BUDGET



TYPE OF RESEARCH

Proto, Qualitative, Statistical

PROBLEM FACTORS

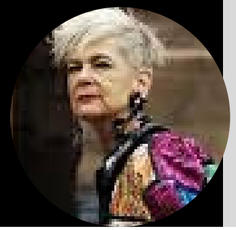
- Environmental & social impact of fashion
- Copycats & product counterfeiting
- Inefficient supply chain & distribution
- Adaption to new consumer demands
- All buzz & no business from fashion shows

HYPOTHESIS

The fashion industry has a lot of problems facing it–problems that are largely of its own making. But there's also a lot of room for improvement, and brands that focus on solving these problems will be the most successful in this industry.

PERSONAS + PROBLEMS

II. UNDERSTANDING THE USER



NAME	Randy Burgois	Sara Weirder	Boy Santos
GOALS	Contact suppliers and outsourcing talents	To acquire vintage pieces	Be the number 1 supplier for students
MOTIVATION	To earn more for other owned businesses	To look expensive during social events	Wants to connect to VMs
FRUSTRATION	Shortage on specific fabrics	Buys the wrong size	No styling sense
AGE, EDUCATION, HOMETOEN, FAMILY, OCCUPATION	31 yo; High School; PH; Single; Designer	52 yo; Masters Degree; HK; Widowed - 2 kids; CEO	27 yo, Masters, Married - 4 kids, Supplier
QUOTE	"High-fashion only gets to 1% as always"	"Counterfeits everywhere, ew?"	"I know my profit!"

INTERFACE AUDIT FROM THEORIES

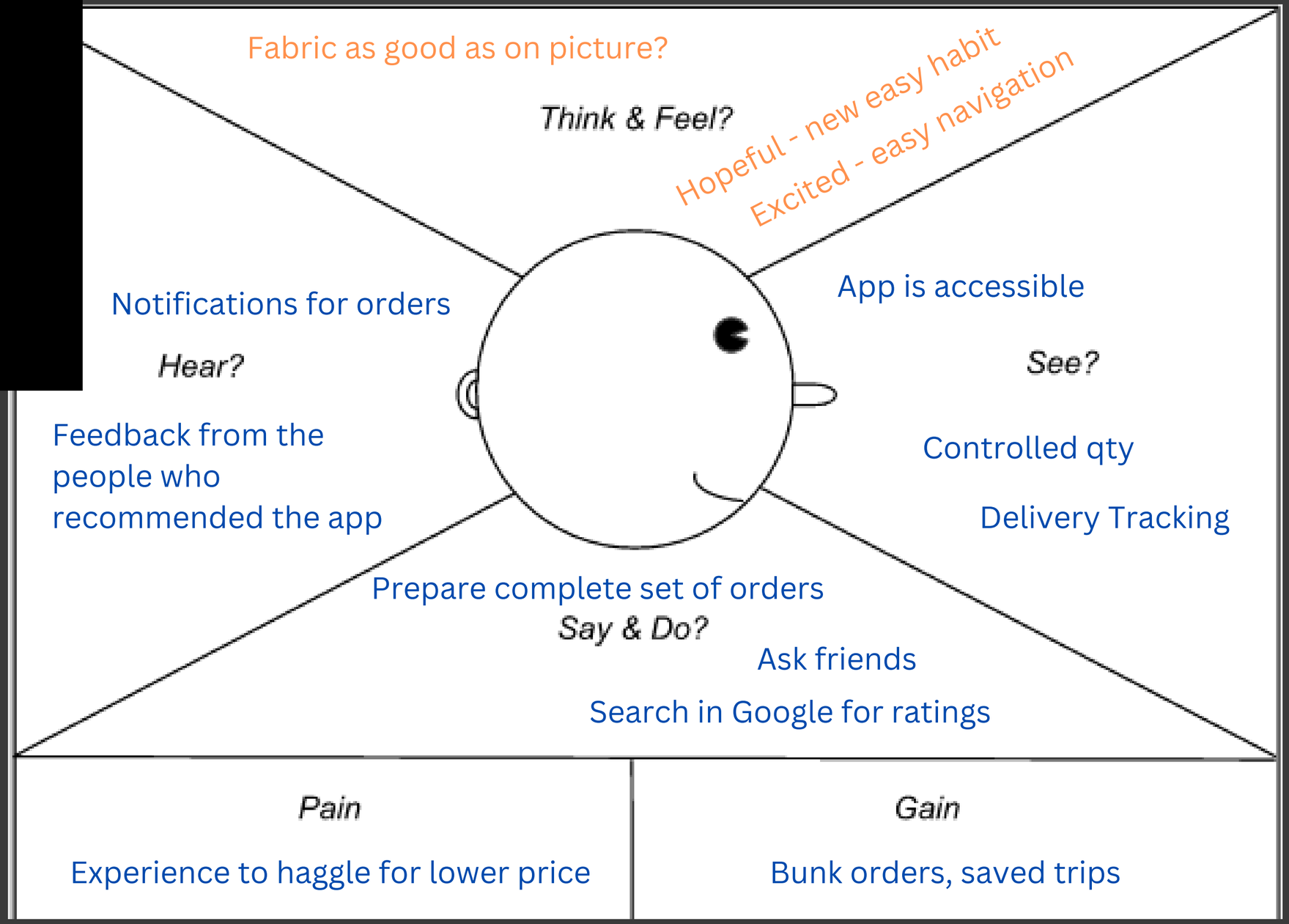
GATHERED EXISTING APPS COMPARED TO UI PILLARS

UI AUDIT	Fashion Directory	Ethical Fashion	FastAF	Wardrobe	Pose
User Familiarity (home logos)	✓	✓	✓	✓	✓
Consistency	✓	✓	✓	✓	✓
Efficiency	✓	?	✓	✓	?
Recoverability	✓	?	✓	✓	?
Error Prevention	✓	✓	✓	✓	✓

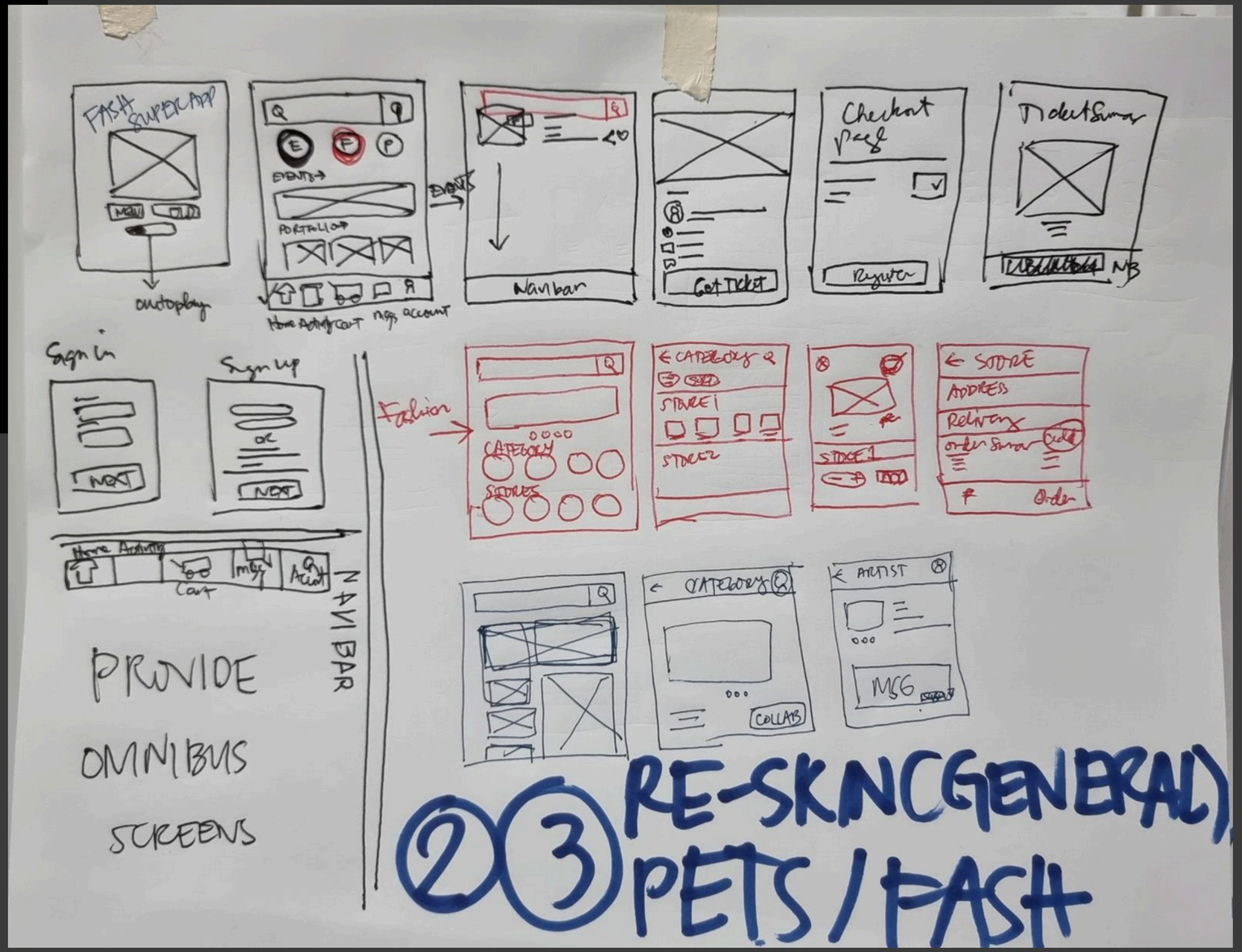
CONSUMER JOURNEY

AN INNOVATION STRATEGY FRAMEWORK FOR FASHION DIRECTORY

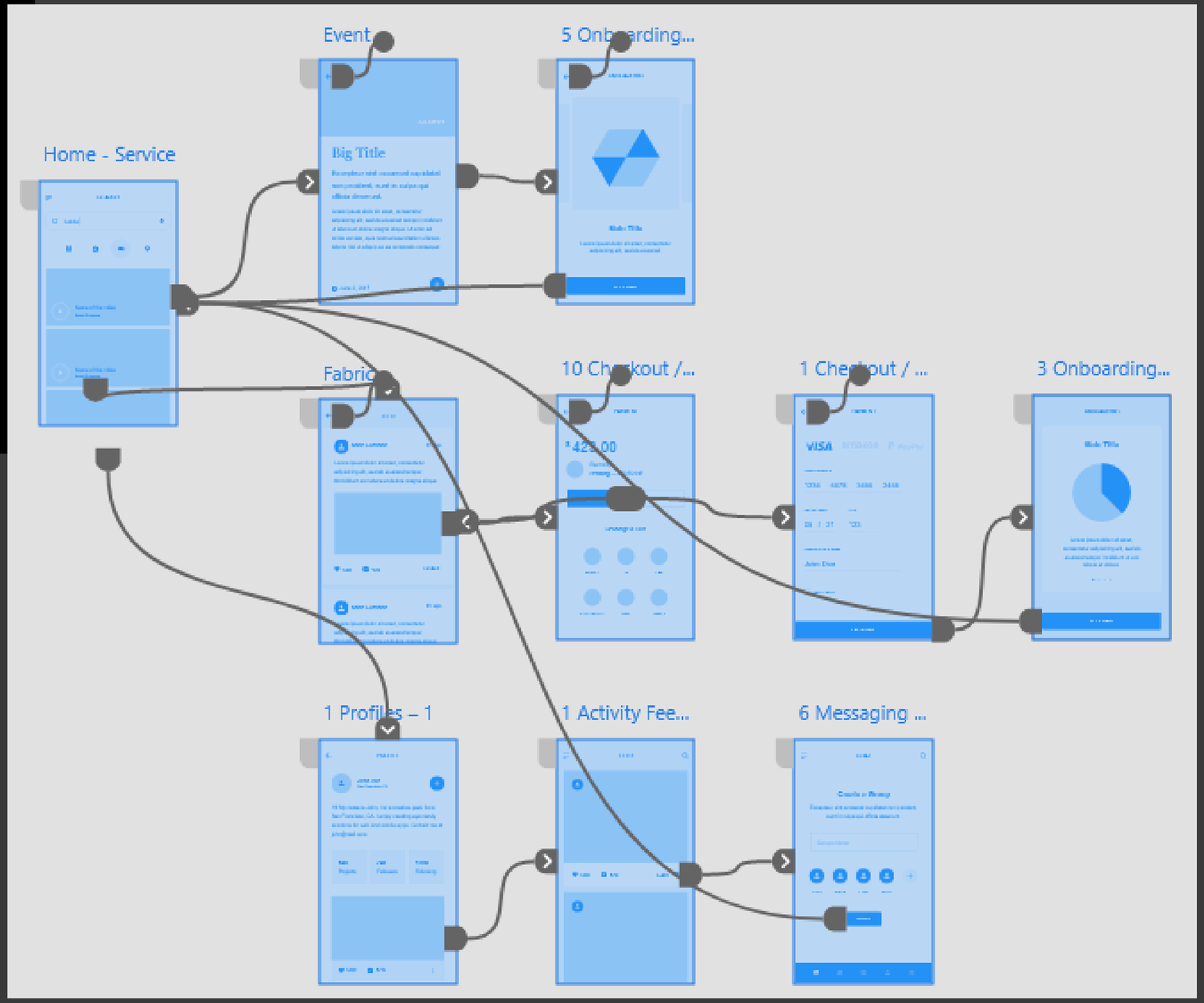
EMPATHY MAP


Fabric as good as on picture?
Think & Feel?
Hopeful - new easy habit
Excited - easy navigation
Notifications for orders
Hear?
Feedback from the people who recommended the app
App is accessible
See?
Controlled qty
Delivery Tracking
Prepare complete set of orders
Say & Do?
Ask friends
Search in Google for ratings
Pain
Experience to haggle for lower price
Gain
Bunk orders, saved trips

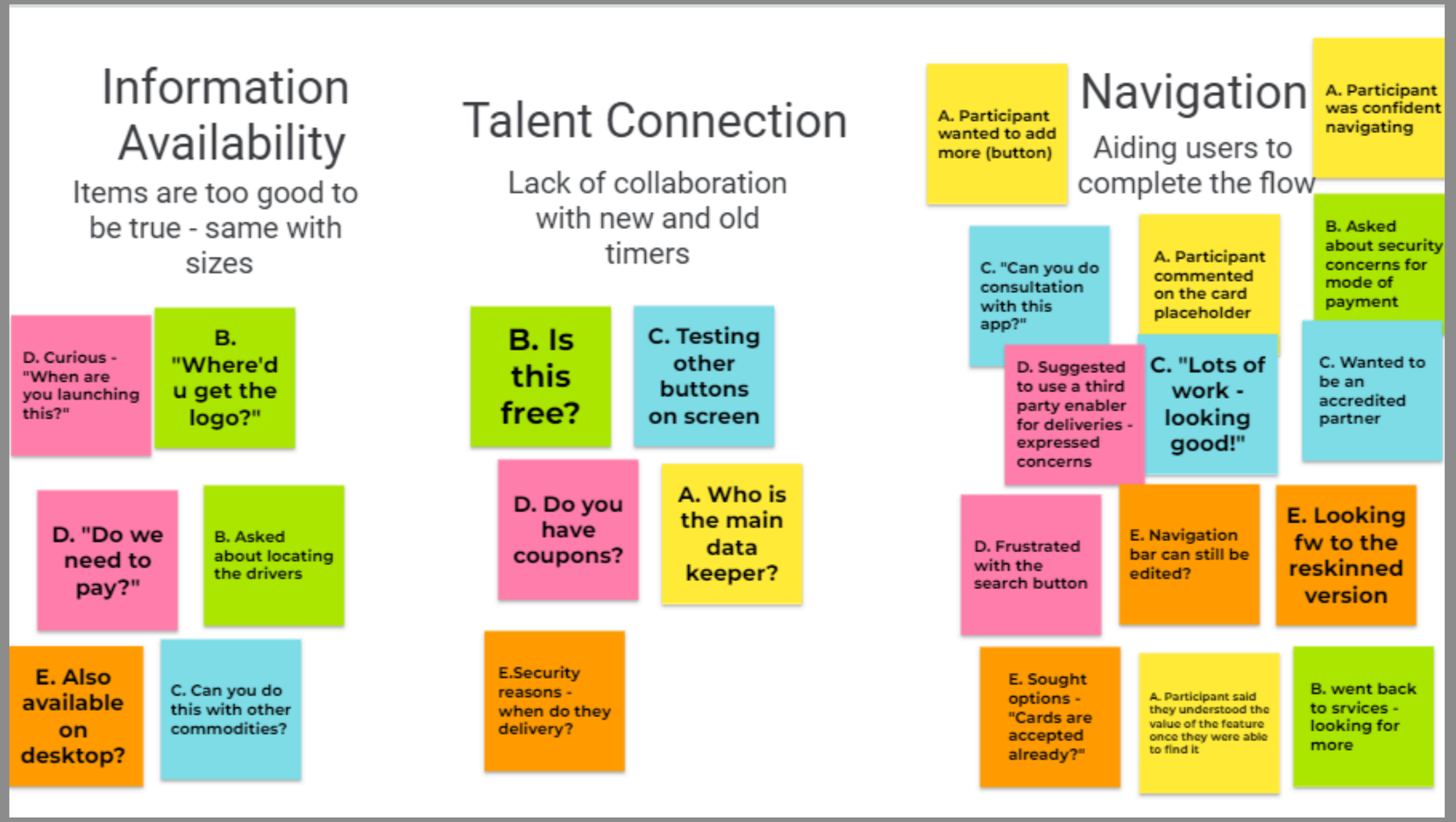
PAPER WIREFRAMES



LOW-FIDELITY WIREFRAMES



AFFINITY DIAGRAM



USABILITY STUDY PARAMETERS

Study type:

Moderated variables and usability study

Location:

BGC, Fort Bonifacio, Taguig (Face to Face)

Length:

10-20 minutes

Participants:

5 participants

USABILITY FINDINGS

ROUND 1

SIZE AND FIT

A lack of standardization causes confusion among consumers, and vanity sizing — assigning smaller sizes to make consumers feel good — complicates the issue.

INFORMATION SHARING

Brands must allocate a greater proportion of their budgets to cybersecurity.

INCLUSIVITY

An authentic understanding of what representation truly means

ROUND 2

OUTPERFORMING OTHER APPS

A lack of standardization causes confusion among consumers, and vanity sizing — assigning smaller sizes to make consumers feel good — Standardize systems.

MUST HAVES, NICE TO HAVE

y adapting to changing consumer behavior, listening to the concerns of customers and colleagues, and investing in the right solutions

IN-PERSON TRUST FACTOR

representation would be to include most of these repressed and marginalized people as members of the team.

INSIGHTS

Changing desires

Diversity from within the company will help brands to understand the needs of the complex fashion market, and ensure products and marketing truly serves the consumer base

Supply chain bottlenecks

Demonstrating progress will be particularly important to young consumers, to rebuild trust, brands must improve traceability and transparency.

Spiralling returns

Importing visuals, providing comprehensive sizing information, and implementing features such as live chat to assist customers in finding their right size can help

TRANSFORMATIVE

CONCLUSIONS+

BUILD A VIRTUAL SHOWROOM

This app will gap the a digital or virtual showroom which is a platform for fashion businesses (like brands or suppliers) to sell and engage with each other.

CO-CREATION

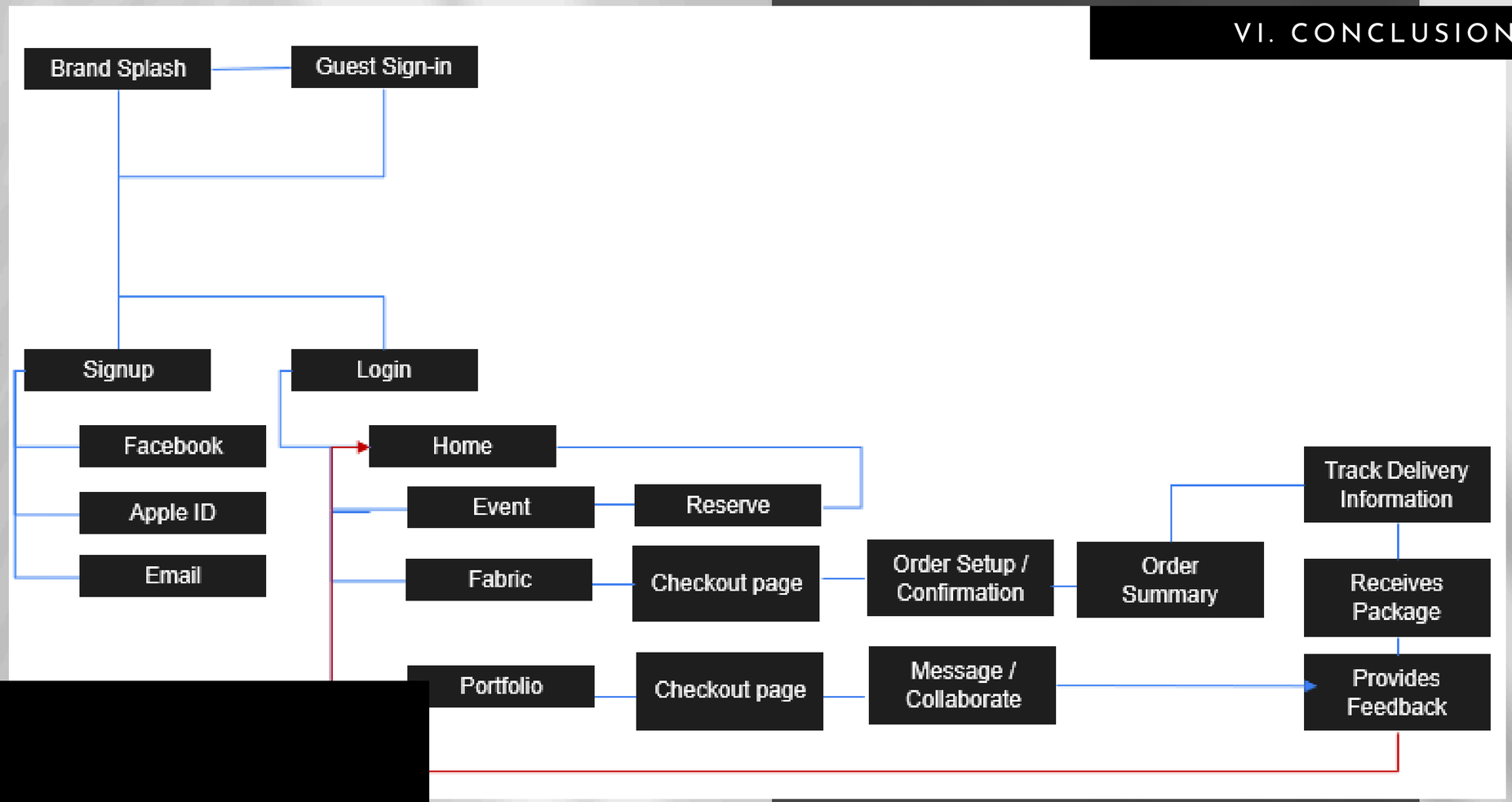
Customers get to put their own creative flair into product designs, with do-it-yourself videos teaching people how to hack and customize their own fashion items.

FASHION SUPPLY CHAIN - EVENTS/RAW

Collect data about your supply chain and use it to figure out where there's room for improvement and growth.

TALENT DEFICIT --> COLLABORATION MADE BETTER

Businesses must also appease post-pandemic desires by continuing to offer flexibility.



INFORMATION ARCHITECTURE

SITE MAP