

YULIN  
JIANG  
GRAPHIC DESIGNER

WEAR.ET Process Book

## The Problems We Want to Solve

- Over consumerism
- Disorganization
- Trouble packing
- Planning daily outfits
- Minimizing unnecessary garments

## Target Audience

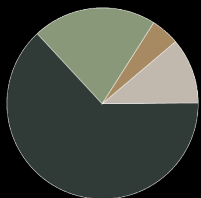
- 15-30s (millennials and gen z)
- Overwhelmed
- Tech savvy
- Uses social media
- Seeking organizational help

## Our Goals and Proposed Solution

- Our goal is to promote a sense of *declutter* through **organization**, **minimalism**, and **packing skills**.
- Features such as weather, packing, virtual assistants and analytics will further help reach our goal.
- While there are similar apps on the market, most do not have great usability nor design. This app will be the go-to for people who want to achieve an **organized** capsule wardrobe.

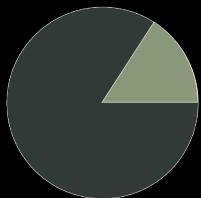
# Survey Questions

How old are you?



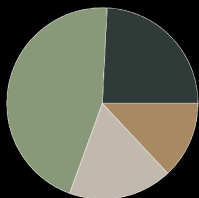
62.9% ● 18-21  
21% ● 22-25  
4.8% ● 26-29  
11.3% ● 30+

What is your gender?



83.9% ● female  
16.1% ● male  
0% ● other

Hours on your phone (daily):



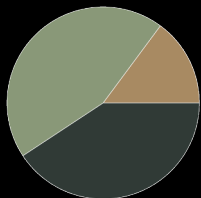
0% ● 20+  
12.9% ● 15-19  
17.7% ● 10-14  
45.2% ● 5-9  
24.2% ● <5  
0% ● none

How organized is your closet?



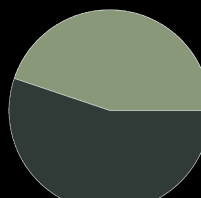
37.1% ● super organized  
54.8% ● semi  
8.1% ● not organized

How many clothes and shoes total would you consider you have?



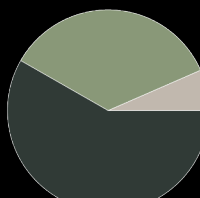
40.3% ● too many  
45.2% ● just enough  
14.5% ● not enough  
0% ● I don't know

Do you struggle packing your clothes?



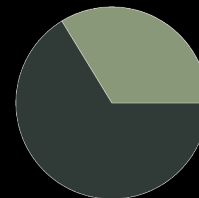
54.8% ● yes  
45.2% ● no

What kind of packer are you?



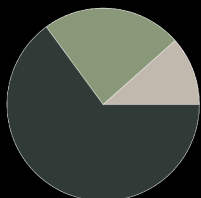
58.1% ● over packer  
35.5% ● just right  
6.4% ● under packer

Would you use a closet organization app?



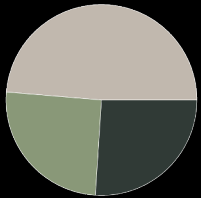
66.1% ● yes  
33.9% ● no

Do you check the weather before dressing?



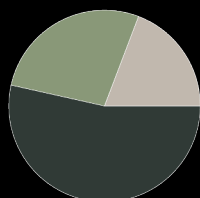
64.5% ● yes  
24.2% ● no  
11.3% ● sometimes

Do you rush in the morning?



25.8% ● yes  
25.8% ● no  
48.4% ● depends on day

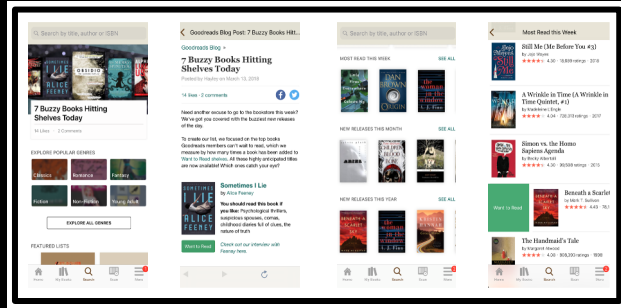
Would you borrow your friend's clothes (and vice versa)?



53.2% ● yes  
27.4% ● no  
19.4% ● maybe

(Answered by 62 people)

## Competition 1: Goodreads App



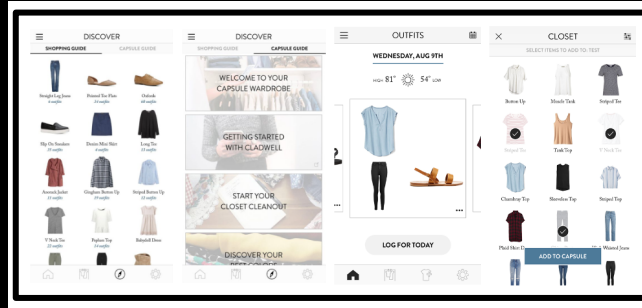
### Pros:

- Straight-forward interface.
- Easy categorization.
- A variety of book options.

### Cons:

- Boring interface.
- The “search” only works if everything is spelled perfectly.
- 5-star system is faulty.

## Competition 2: Cladwell App



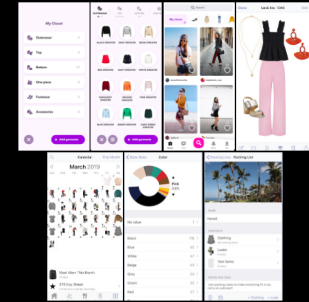
### Pros:

- Offers features such as weather that can be helpful.
- Promotes cleaning and organization.

### Cons:

- Boring interface.
- Overwhelming.
- White background doesn't help.

## Competition 3: Stylebook App



### Pros:

- Promotes organization.
- Features statistics.
- Easy to maneuver.

### Cons:

- White background.
- Ugly interface.
- No consistent aesthetic.

## Brand Promise & Style

**Style:** sleek and clean, sans-serif typeface, neutral or grayscale palette.

**Voice:** A voice of wisdom and help. Not shaming the customer for their collection, but helping and educating them through organization and fashion.



## Why wear.et?

wear.et will solve the problem by helping our users become more organized and purchase clothing less often by making use of their already-existing items in new and fresh ways. It can help save time with its variety of features and organizing tips.

## Persona



Lili Dale  
?Savannah, Georgia

Lili Dale is a 20-year-old art student at the Savannah College of Art and Design. In her free time she likes to shop online and plan her outfits in advance. She enjoys hanging out with her friends, going out on weekends and taking photos of herself. In addition, she is an avid traveler and is always on the go.







## Key Features

- Organized virtual closet
- “PO”, the virtual personal organizer
- “CC”, the virtual clothing/fashion consultant
- Weather
- Packing
- Clothing planner
- Analytics for outfits and color palette
- Organizational tips
- Social friends for input and borrowing

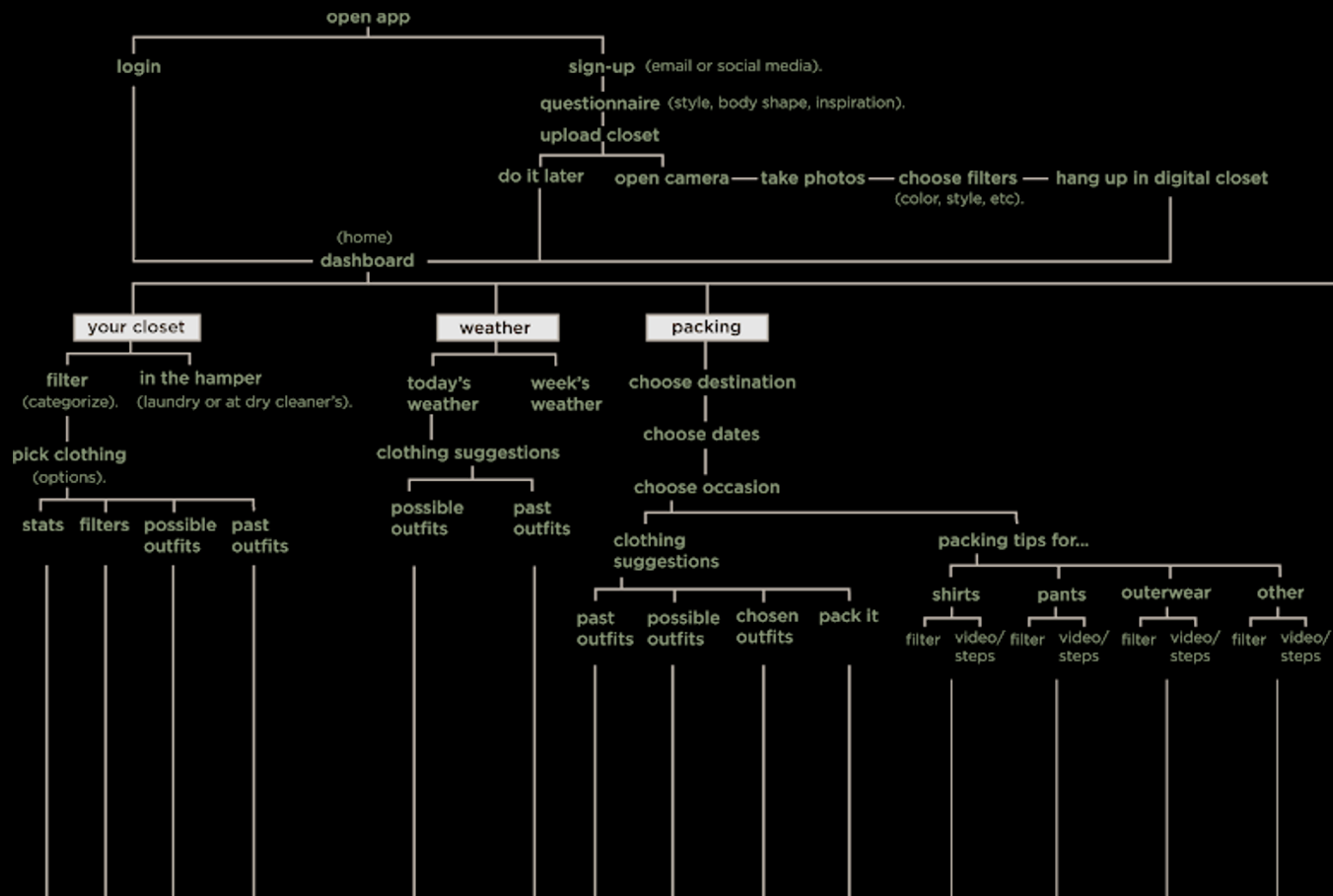
# User Journey

LILI DALE



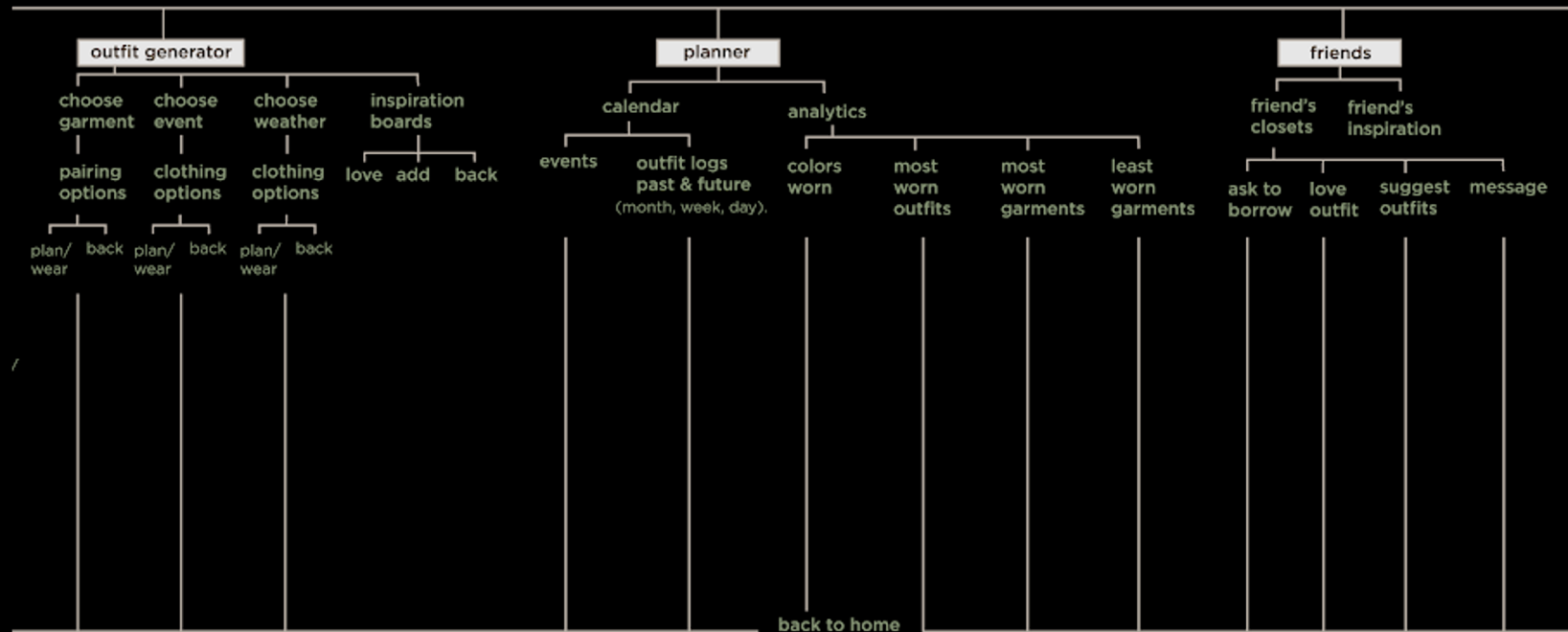
SCENARIO						
	<p>Lili has an important job interview the next day so she plans her outfit and goes to bed.</p>	<p>She sleeps through her alarm and only has 20 minutes to get ready.</p>	<p>Lili puts her clothes on and realizes the outfit does not look good at all like she pictured.</p>	<p>She does not have time to change and leaves her house in a rush for her interview.</p>	<p>She gets outside and realizes her shirt is way too warm for the weather.</p>	<p>Lili gets to her job interview late, with an outfit she hates, full of sweat stains,</p>
EVOLUTION						

# Structure

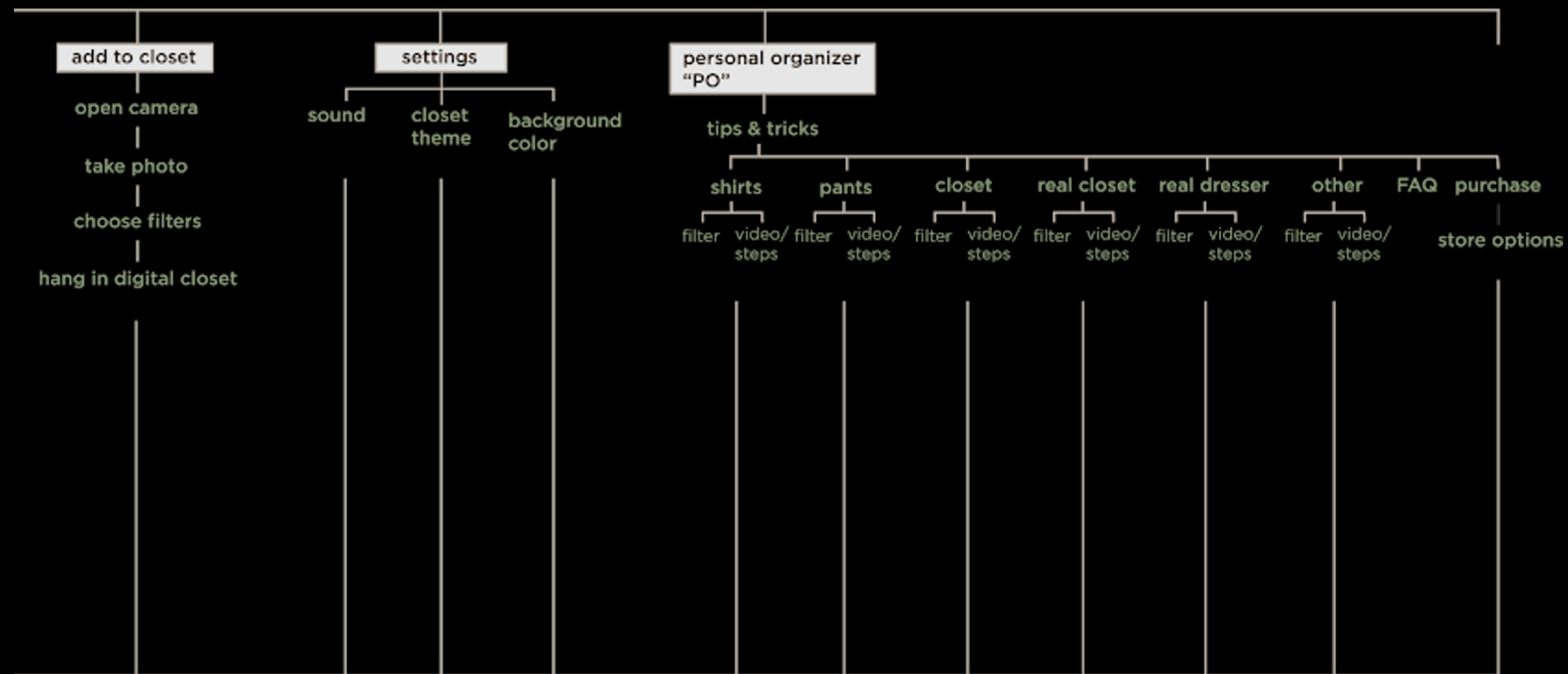




# Structure



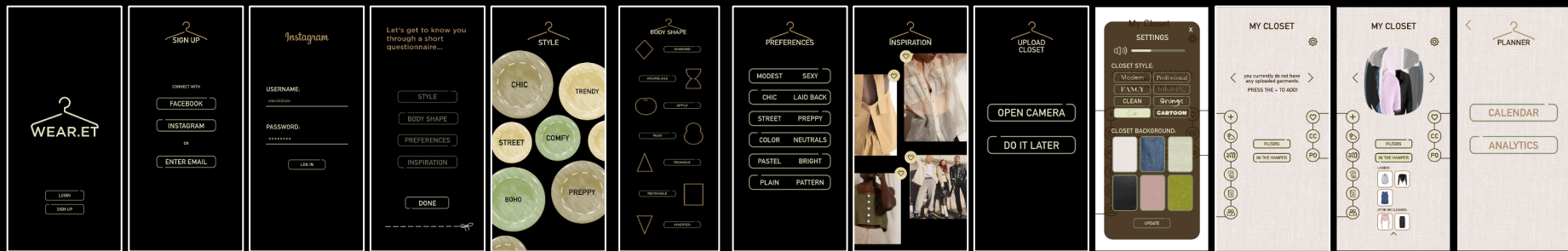
# Structure



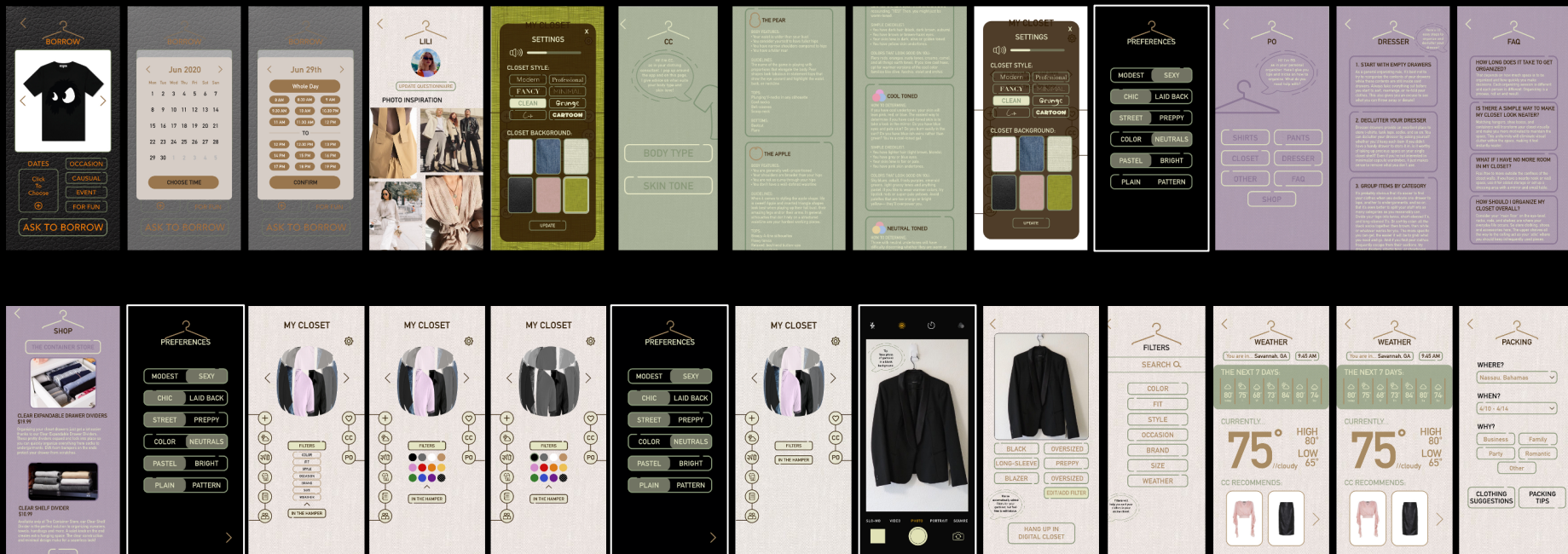
# Skeleton



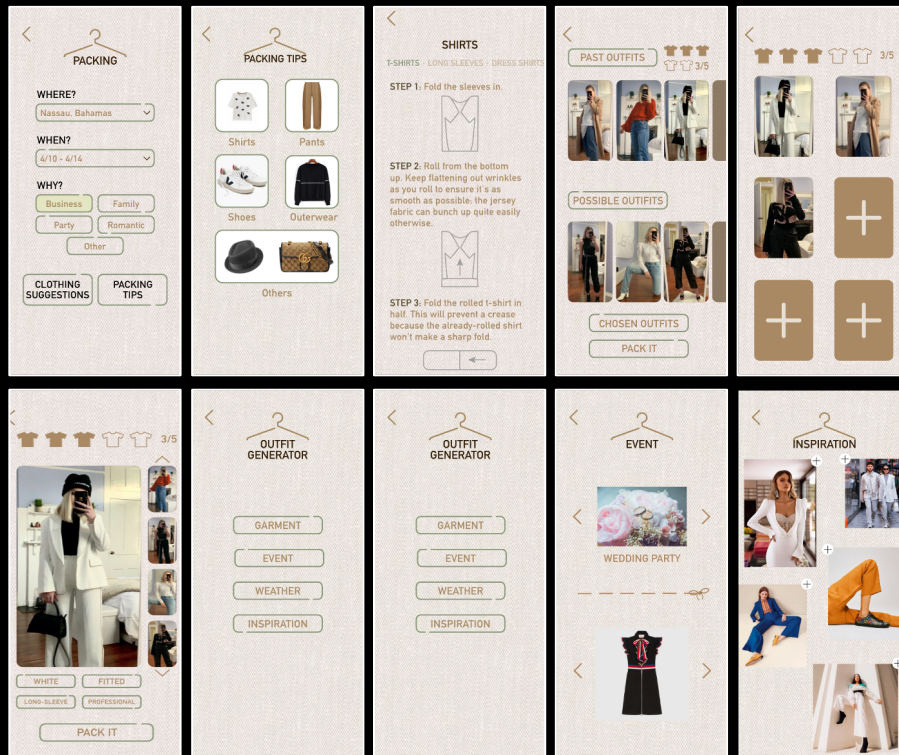
# Wireframes



# Wireframes



# Wireframes



# New User Journey

LILI DALE



SCENARIO						
	<p>Lili has an important job interview the next day so she plans her outfit and goes to bed.</p>	<p>She sleeps through her alarm and only has 20 minutes to get ready.</p>	<p>Lili checks wear.et for the outfit she chose for that day and changes into it.</p>	<p>wear.et also showed her a weather preview so she is dressed appropriately.</p>	<p>Even though she woke up late, Lili got dressed in 10 minutes and still had time to have some breakfast,</p>	<p>Lili gets to her job interview on time, feeling confident with her look.</p>
EVOLUTION	