

On the way to the shopping center



1

In the shopping center



2

In the shop

Would these clothes match my clothes in my closet?

???



3

In the shopping center

shop

open



Good that I know what I have at home in my closet. They'll match perfectly.

4

On the way home



5

at home



Oh no! The new stuff matches horrible with the others

6

In the shopping center

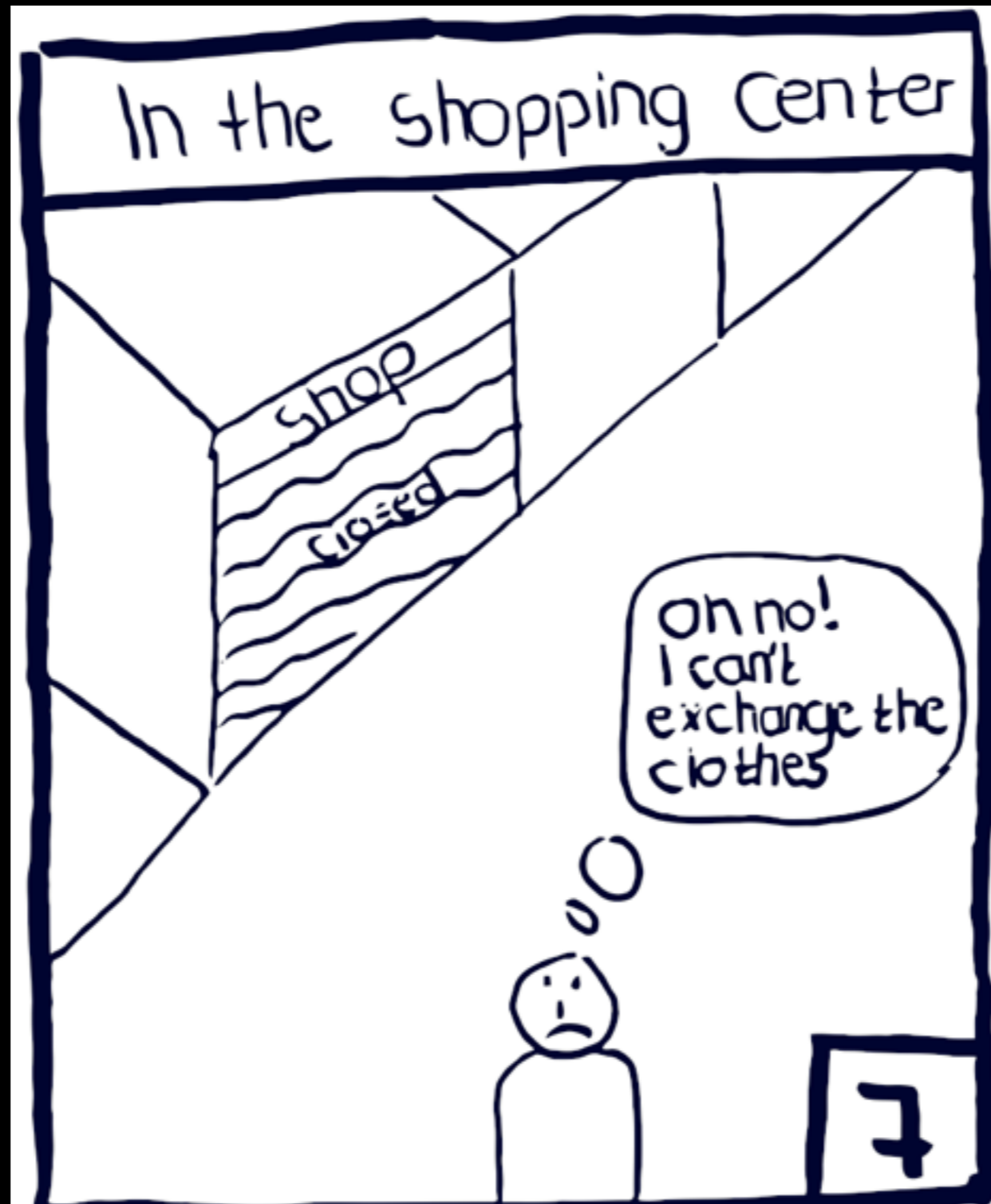
shop

closed

Oh no!
I can't
exchange the
clothes

Oh

f



Virtual Mirror

A project by:



Adam
Malatenski



Anke
Broucker



Florian
Busch



Jennifer
Birke



Jonathan
Gan



Julian
Schiemann

Goals

- Feeling certain about purchases
- Avoiding bad purchases (and returns)

Idea

- Mirror-&-smart-display-in-one
- Seeing yourself in other clothes
(especially those from home)



The virtual mirror - as told by "The Emperor's New Clothes"

JPJ
2012

What?



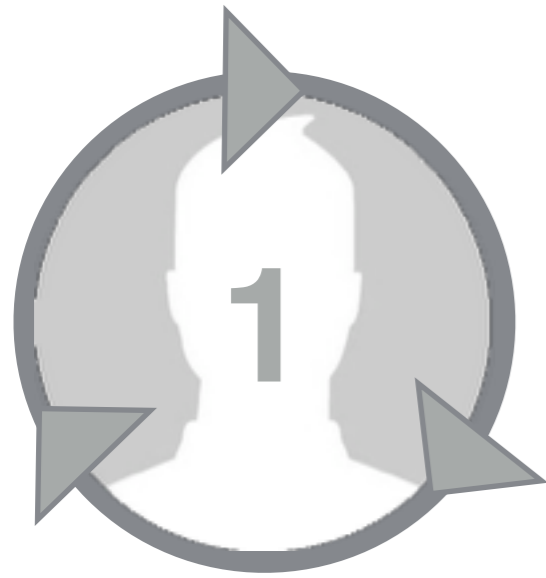
Who?

40+, ♀

Where?

Changing rooms in store,
while shopping

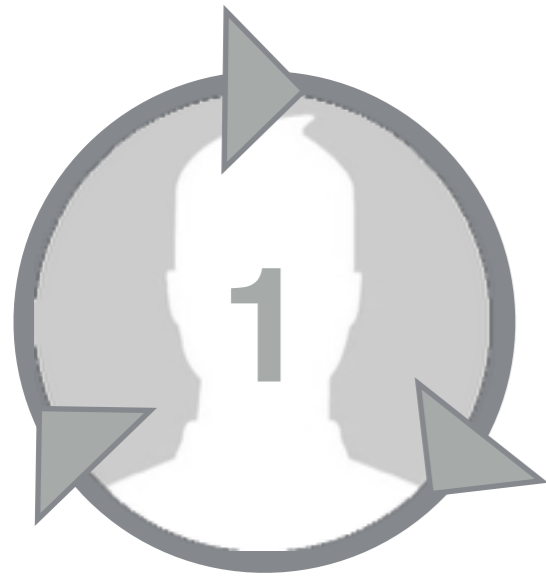
Design Implement



Concept Map



Design Implement



Storyboard

Task without our system

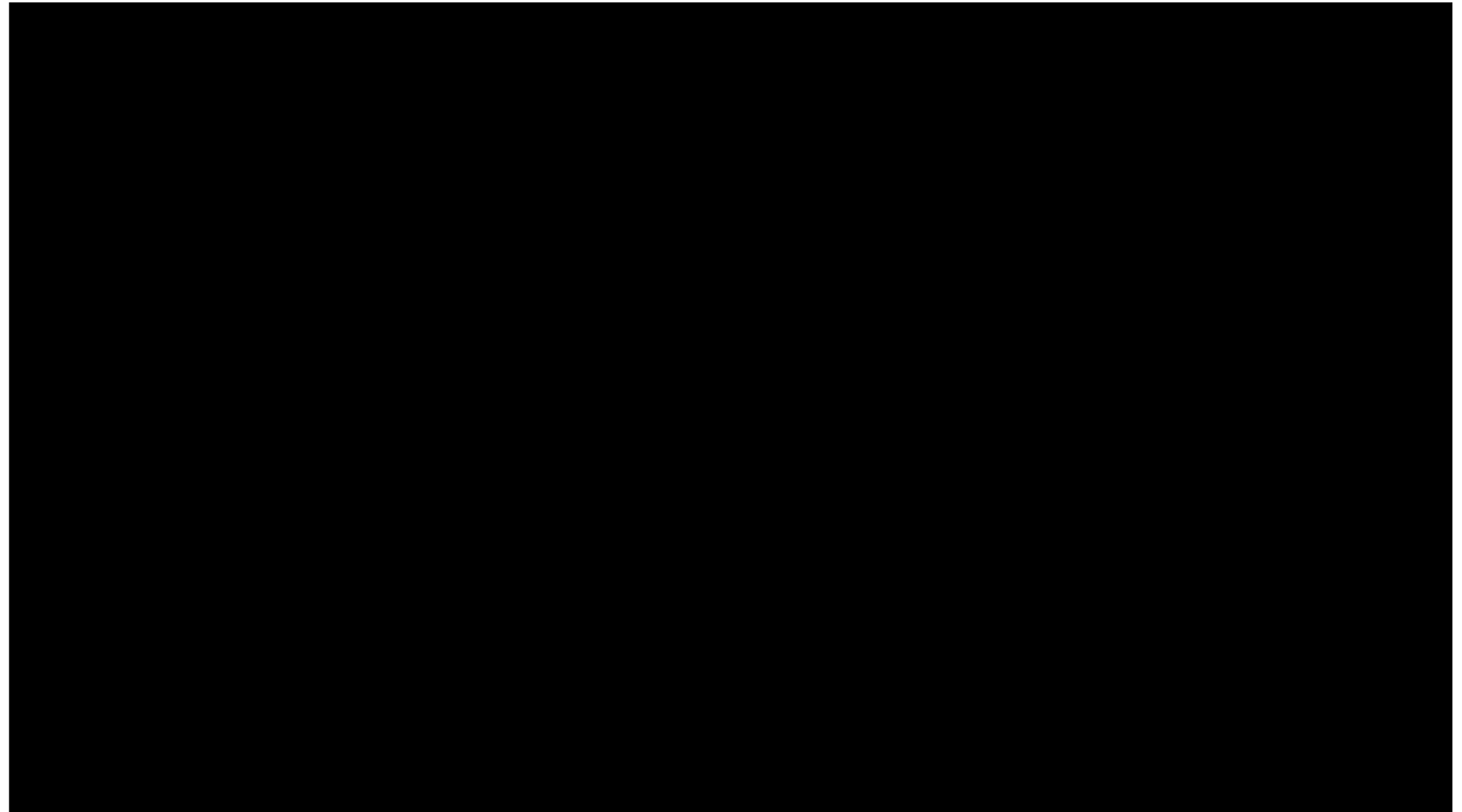
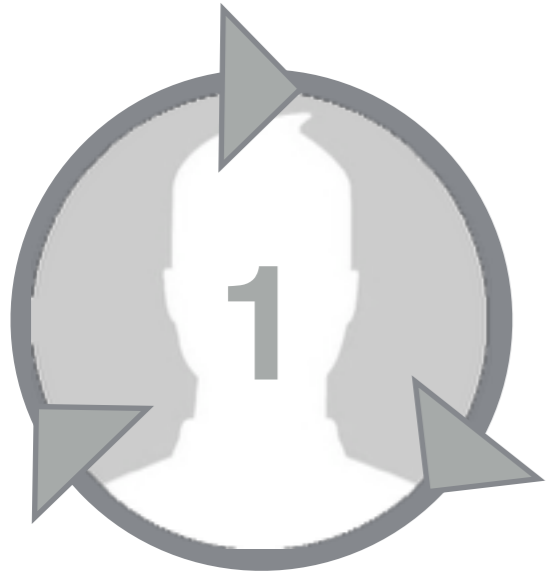


Task with our system



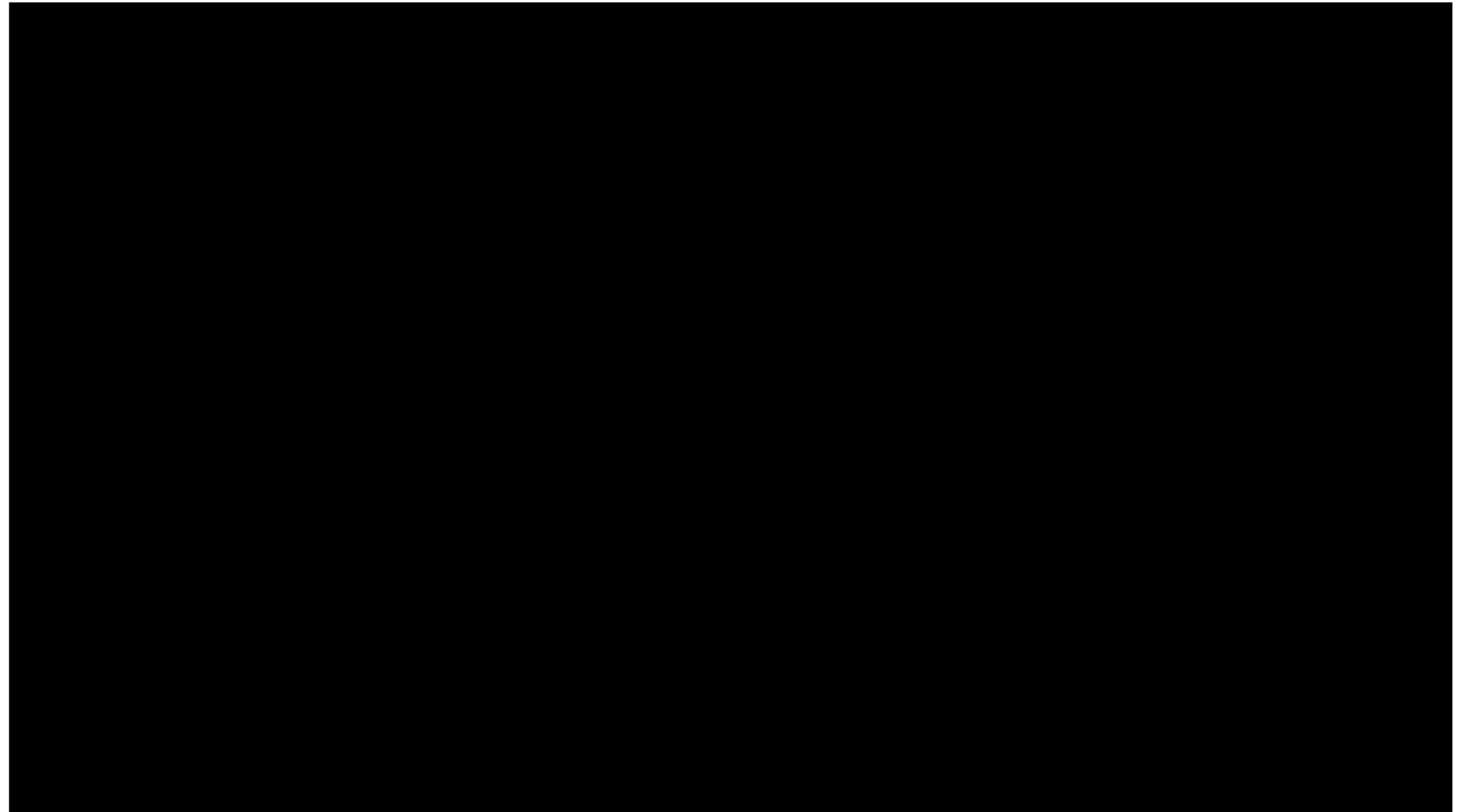
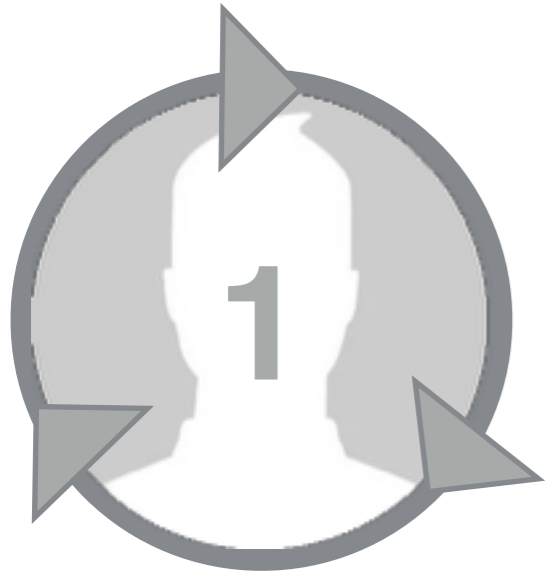
Interviews

Analyse



Interviews

Analyse



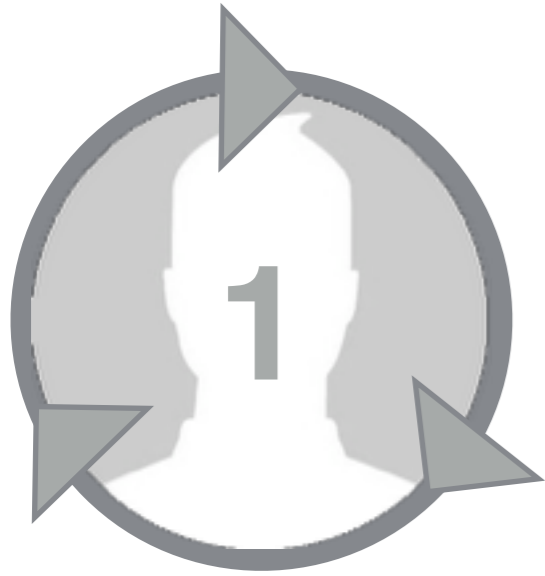
Interviews

Analyse



Interviews

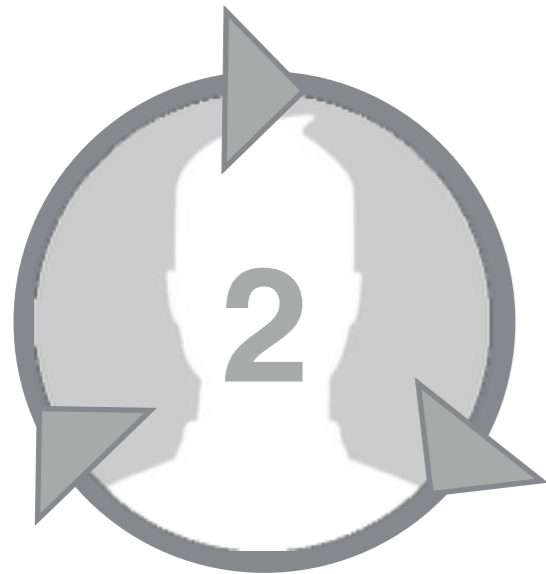
Analyse



- Changing in and out of clothes is time-consuming (and not necessarily fun)
- Being able to feel the material is important

Persona

Design



Claudia is a cosmopolitan woman living on the outskirts of cosmopolitan **Dusseldorf**, where she works, spends time with her family, and most importantly, **shops**.

Claudia forks out around **450€/month** for clothes, patronising stores along the likes of **Peek & Cloppenburg**, but nonetheless occasionally enjoys the bargains she gets at her local **H&M** outlet.

In between her bustling life at work as a part-time secretary, at home as a caring mother of her lovely daughter and a loving wife to her husband - an equally busy professional in the management consulting industry, Claudia finds time, often spontaneously, to drop by her favourite apparel stores for a short **1 to 2-hour** shopping fix **once every fortnight** and a good **3 to 4-hour spree** perhaps **once a month**.

Claudia wants to **look her best for every occasion** from work to leisure but often doesn't know what's best amongst the myriad of choices. She often **tries to buy stuffs that matches what she has at home** but doesn't always succeed.

"Retail therapy is awesome, returning bad purchases is not."

Meet
Claudia



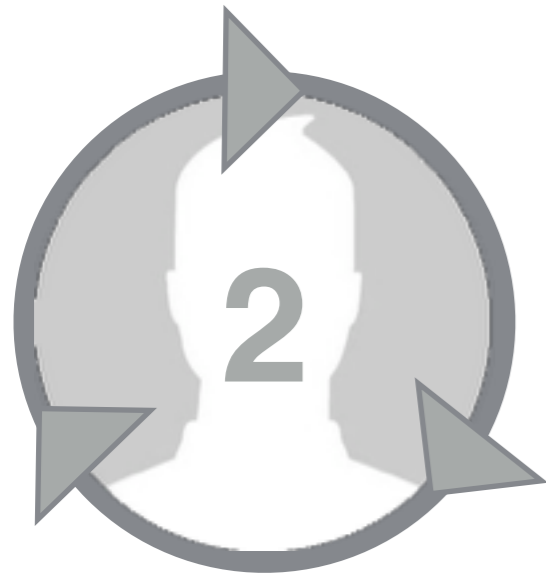
40,

Part-time
Secretary,

Over-time
shopper

Persona

Design



- Occupation
- Frequency of shopping
- Expenditure

Meet
Claudia



40,

Part-time
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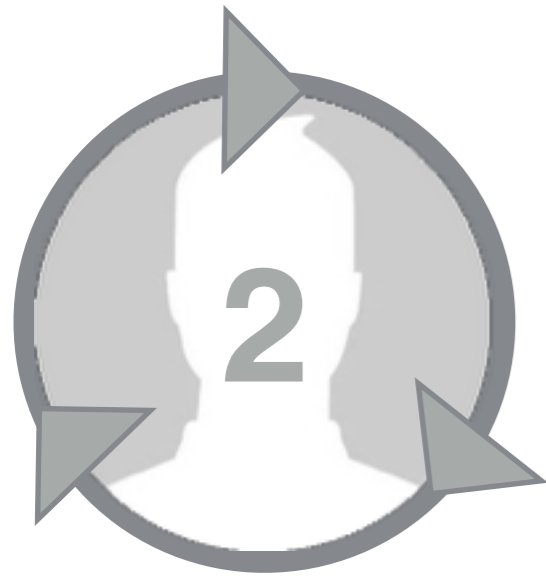
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Persona

Design



- Occupation
- Frequency of shopping
- Expenditure
- Fashion sense
- Tech literacy

Meet
Claudia



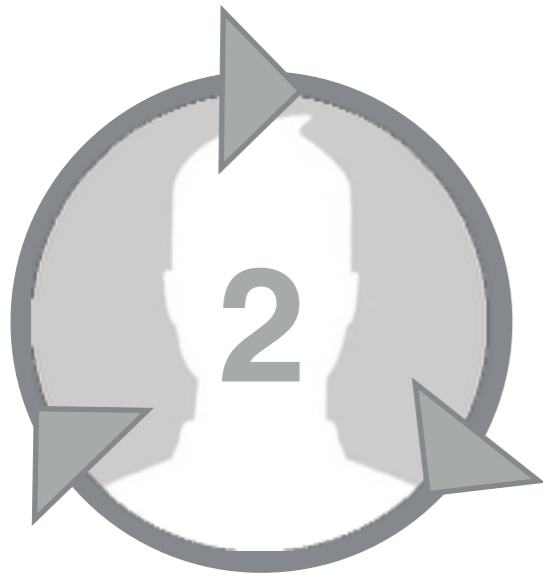
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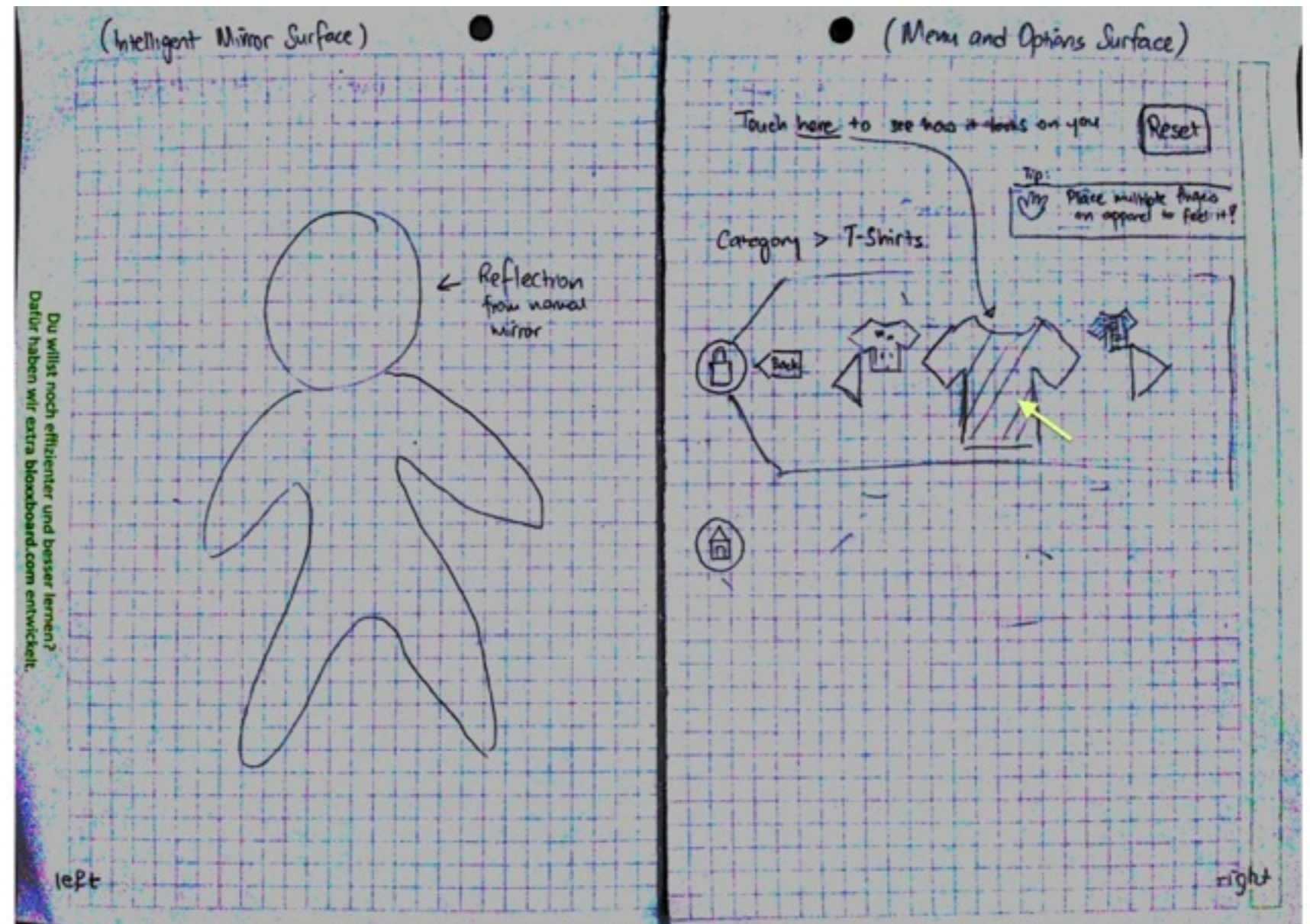
Over-time
shopper

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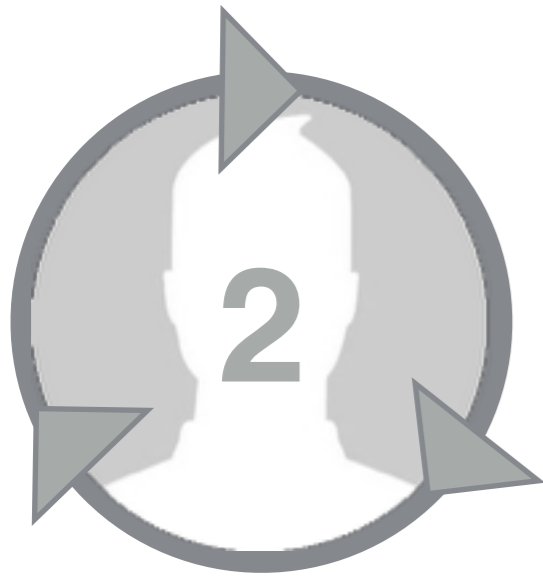
Implement Analyse



First Prototype

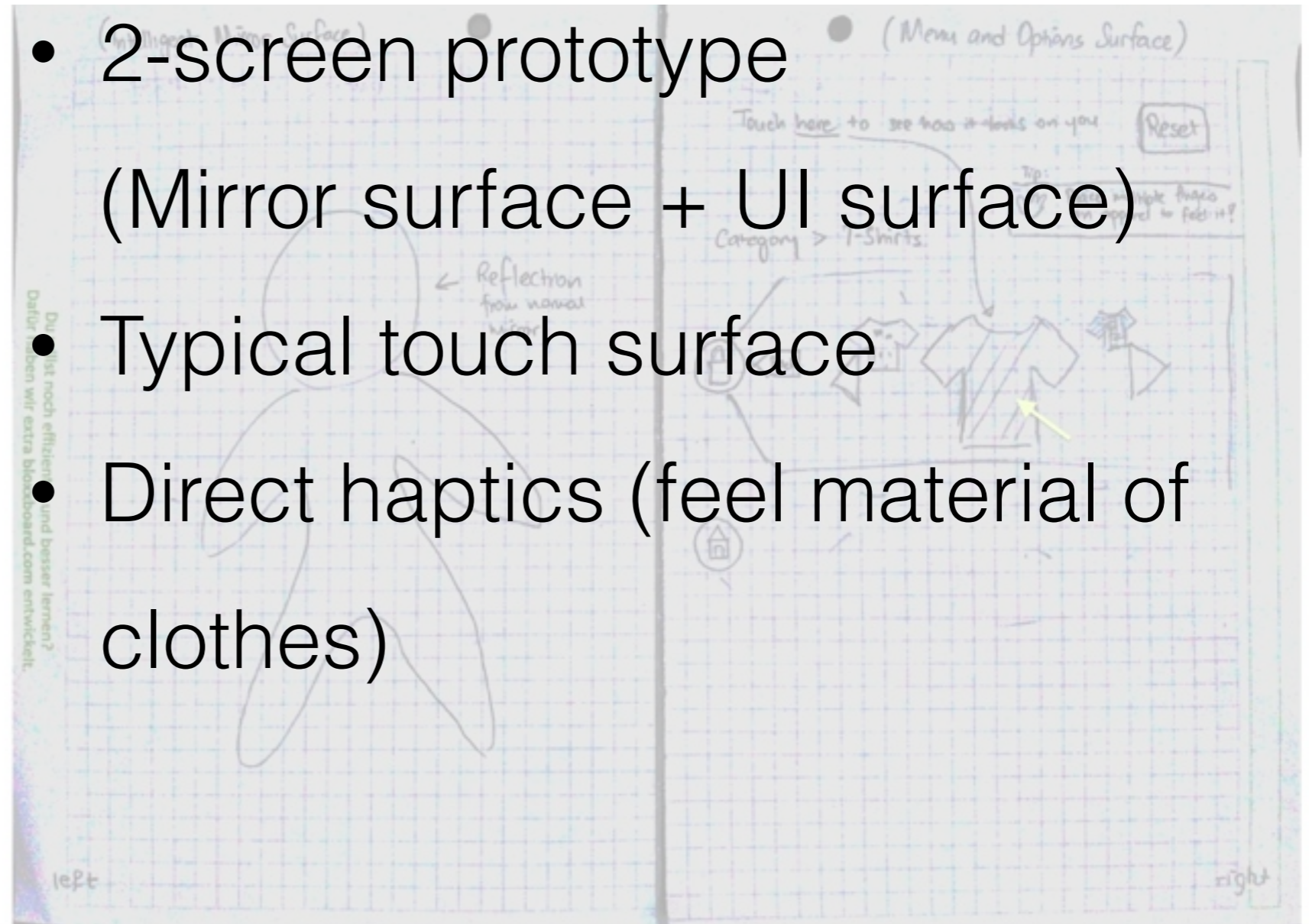


Implement Analyse



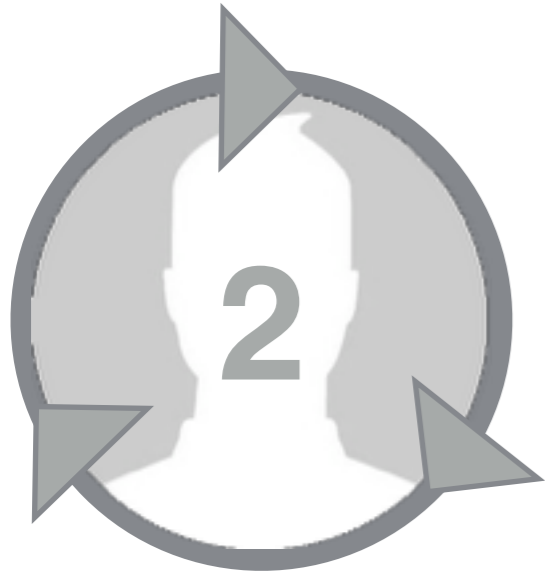
First Prototype

- 2-screen prototype (Mirror surface + UI surface)
- Typical touch surface
- Direct haptics (feel material of clothes)

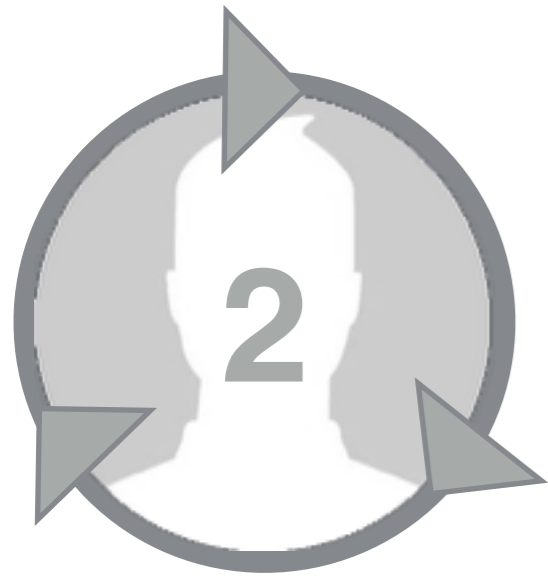


Self evaluation (First prototype)

Implement
Analyse



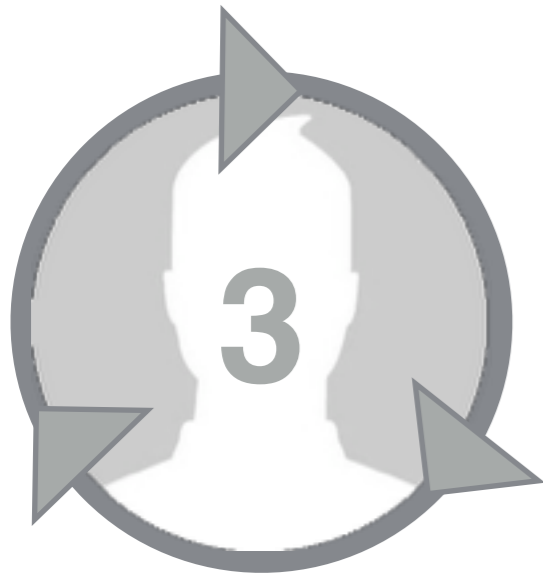
Implement
Analyse



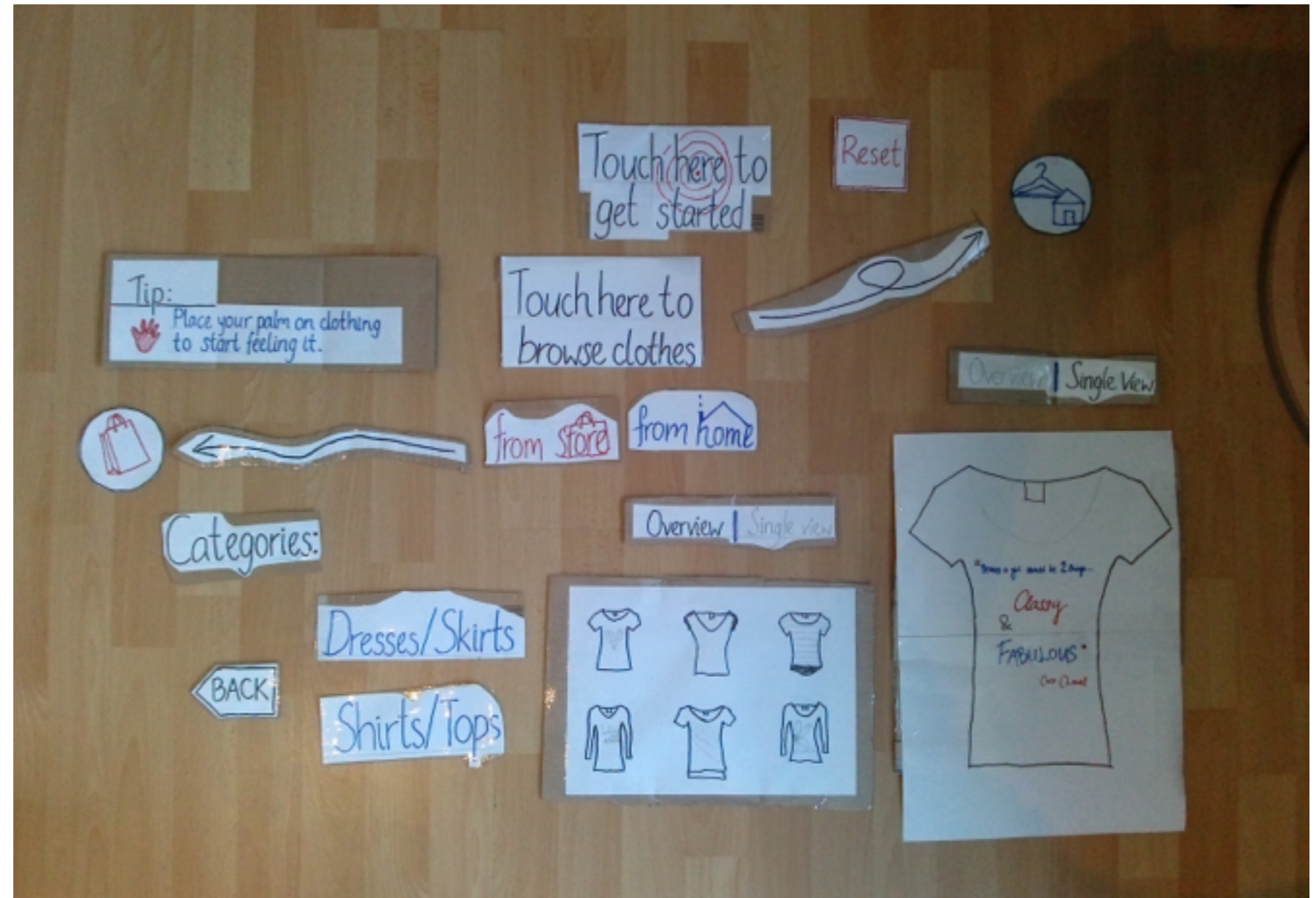
Self evaluation (First prototype)

- 1-Mirror display instead of 2
- A sensible method to store data from wardrobe at home

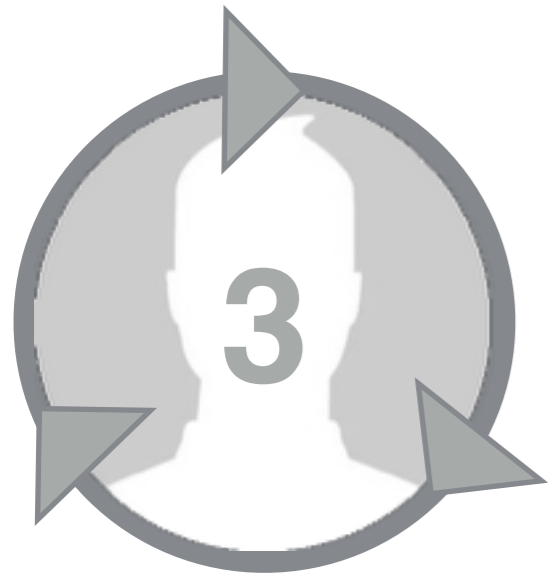
Design
Implement
Analyse



Second Prototype



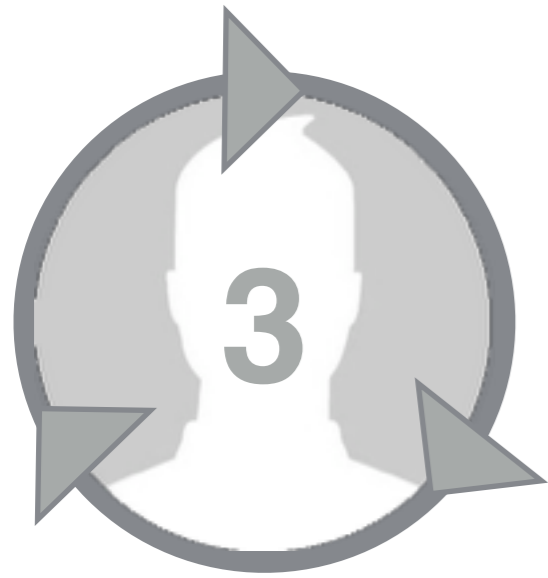
Design
Implement
Analyse



Evaluation (Second Prototype)



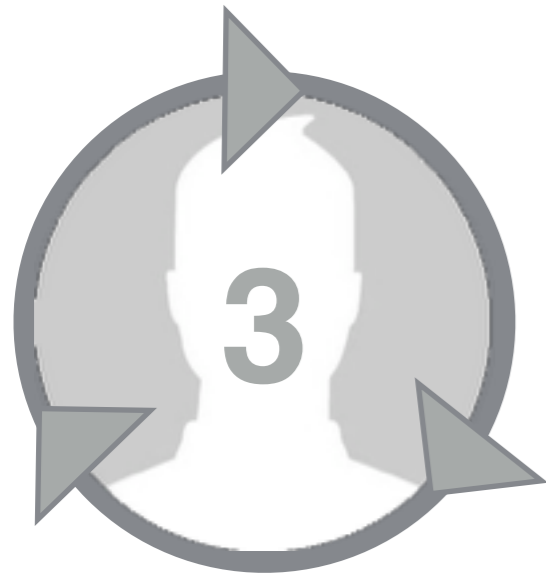
Design
Implement
Analyse



Evaluation (Second Prototype)



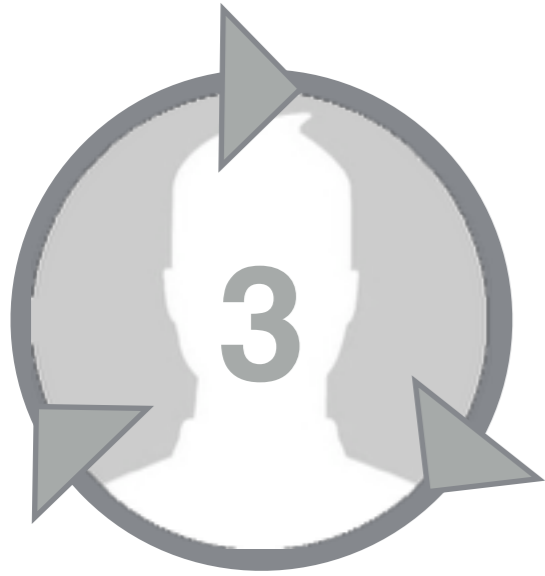
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Evaluation (Second Prototype)

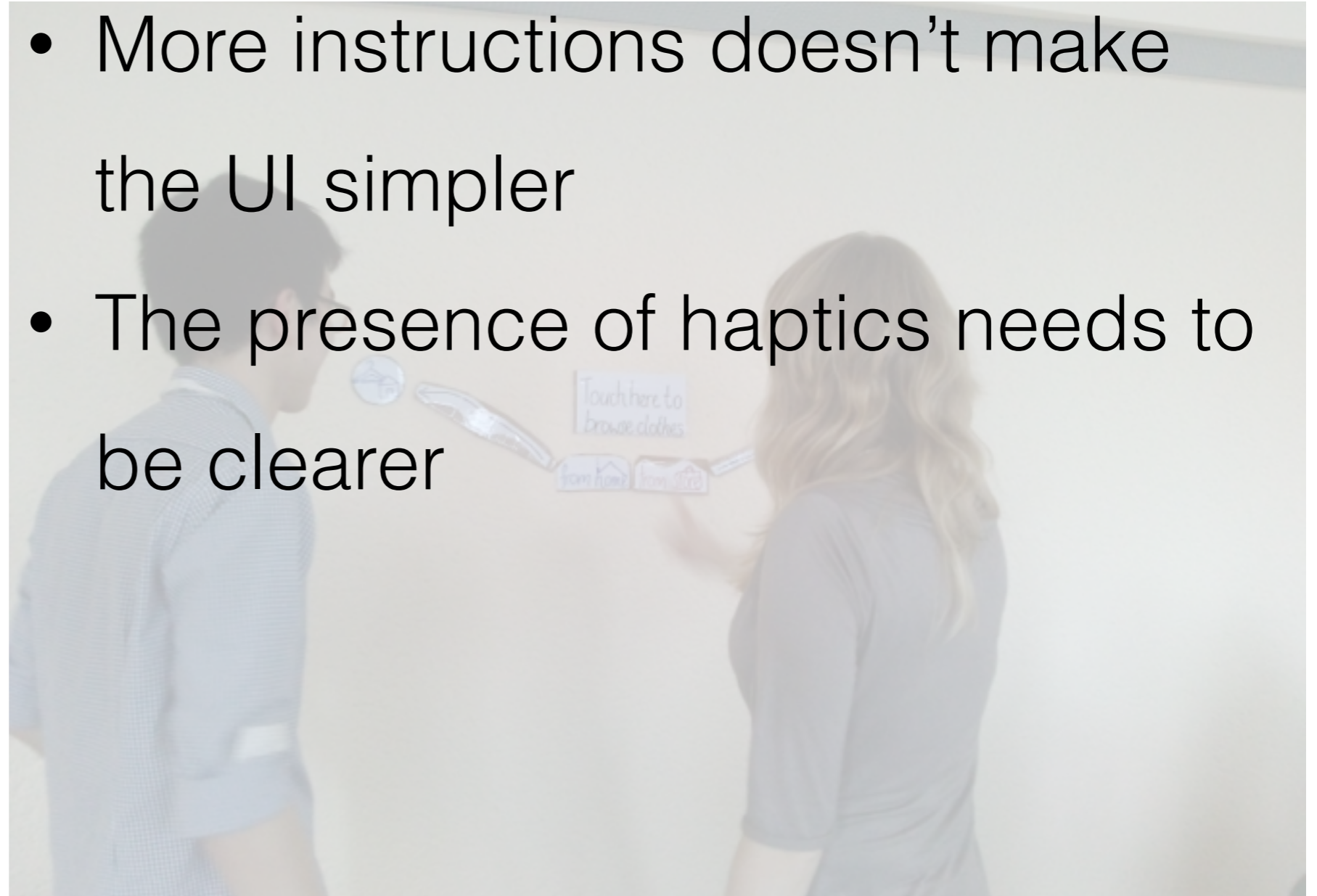


Design
Implement
Analyse



Evaluation (Second Prototype)

- More instructions doesn't make the UI simpler
- The presence of haptics needs to be clearer



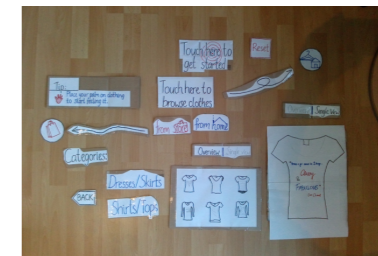
Summary



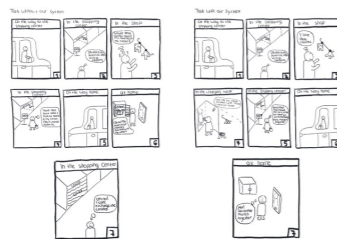
Concept Map



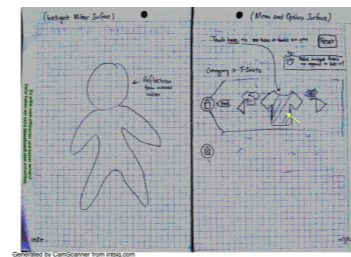
Persona



2nd Prototype + eval.



Story-board



1st Prototype + eval.



Interviews

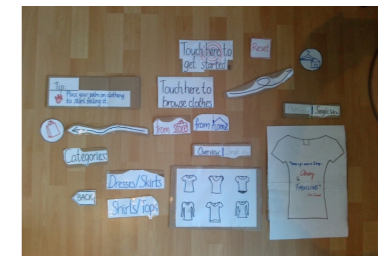
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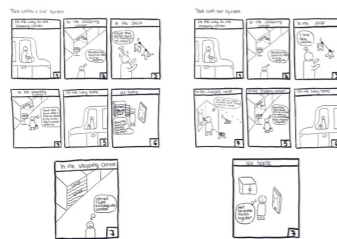
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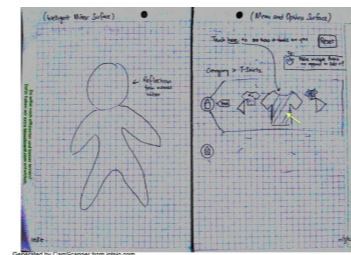
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Interviews

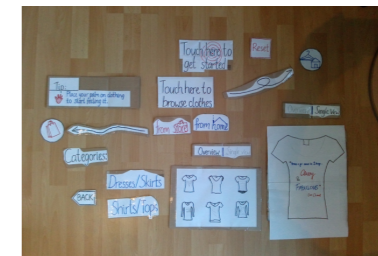
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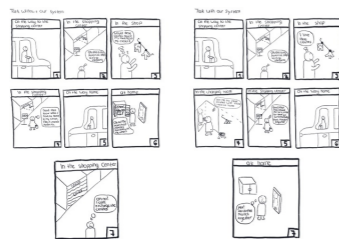
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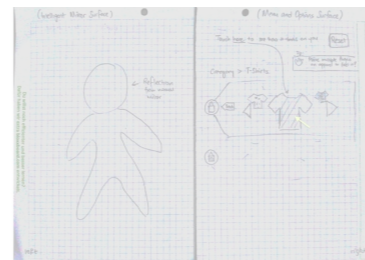
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Interviews