

INTRODUCING

CLINGER

sensory  shopping experience



Aleksandr
Sabov



Devashish
Jasani



Kevin
Jahns



Leo
Haufs



Pascal
Ackermann



Petr
Tarasenko

Who are the users?

Anyone who wants to buy clothes is a user.

Age group : 16 to 60 years old.

Cannot be used by people who have both deficit eyesight and hearing



What do they want to do with the system?

Users want to buy clothes for themselves without trying multiple sizes of the same garment.



What is the context?

Users would be using this device while shopping inside a Retail store.

Initial Idea



~~A palm projected display~~ which :

- Changes colour when user touches a product of his size
- Lookup the price
- ~~Lookup the review~~
- ~~Connect to social media. (like Facebook)~~

After interviews with the storyboard

Why is finding correct size difficult ?

1

✓ People do not know their own size (or) Brand specific sizes

3D Scanner

Why is finding correct size difficult ?

2

✓ Searching tags on clothes over and over again



Glowing arm band

Why is finding correct size difficult ?

2



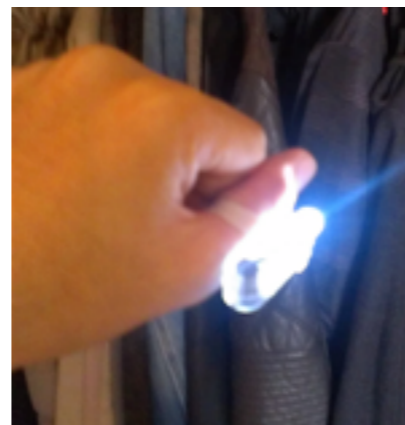
Searching tags on clothes over and over again



~~Glowing arm band~~
RING

- Scanning through a complete array of clothes to find out if user's size is available. **It's too much effort.**

Solution :



Default On state
+
Vibration



Perfect Size
+
Vibration



Not on display
+
Vibration

User Observation
Arm band has a very low visibility



Exchanging sizes

Why is finding correct size difficult ?

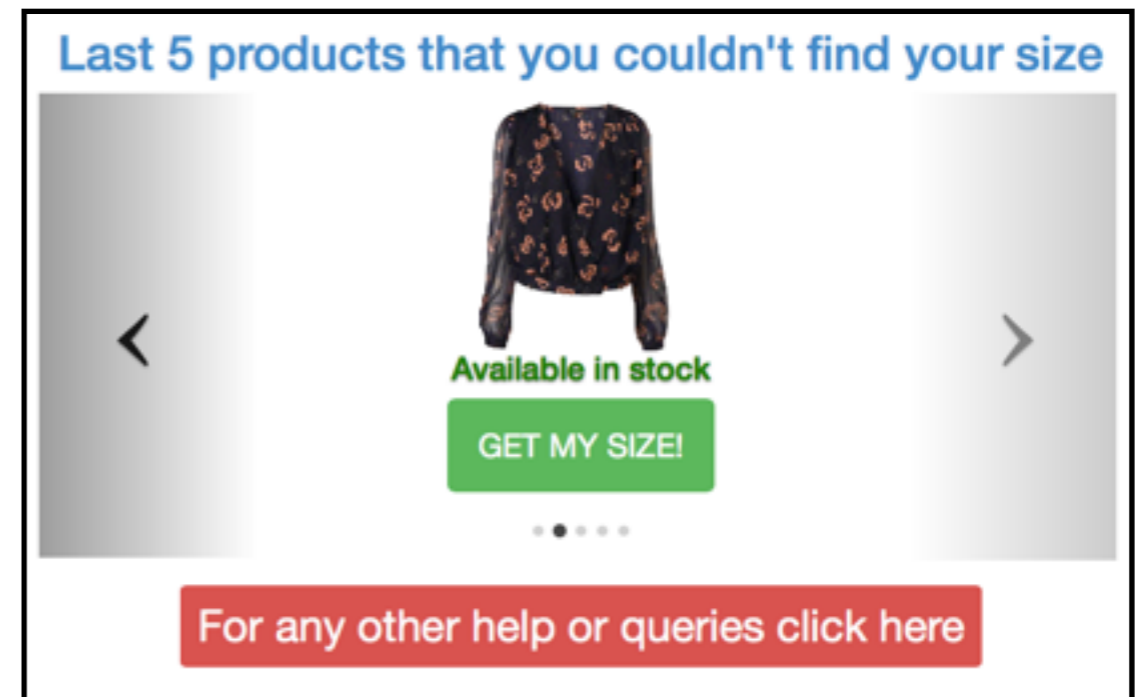
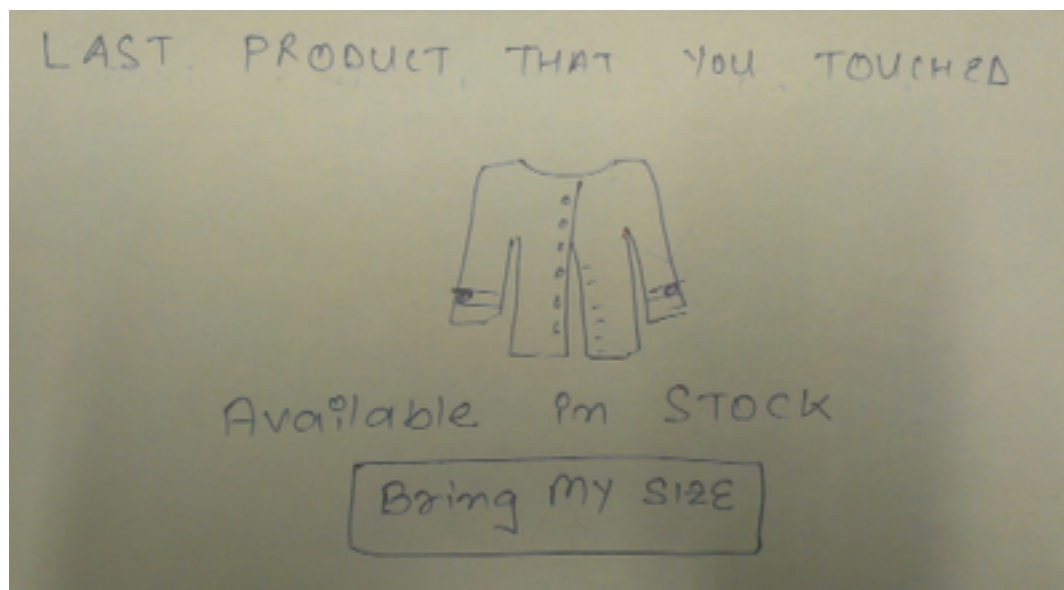
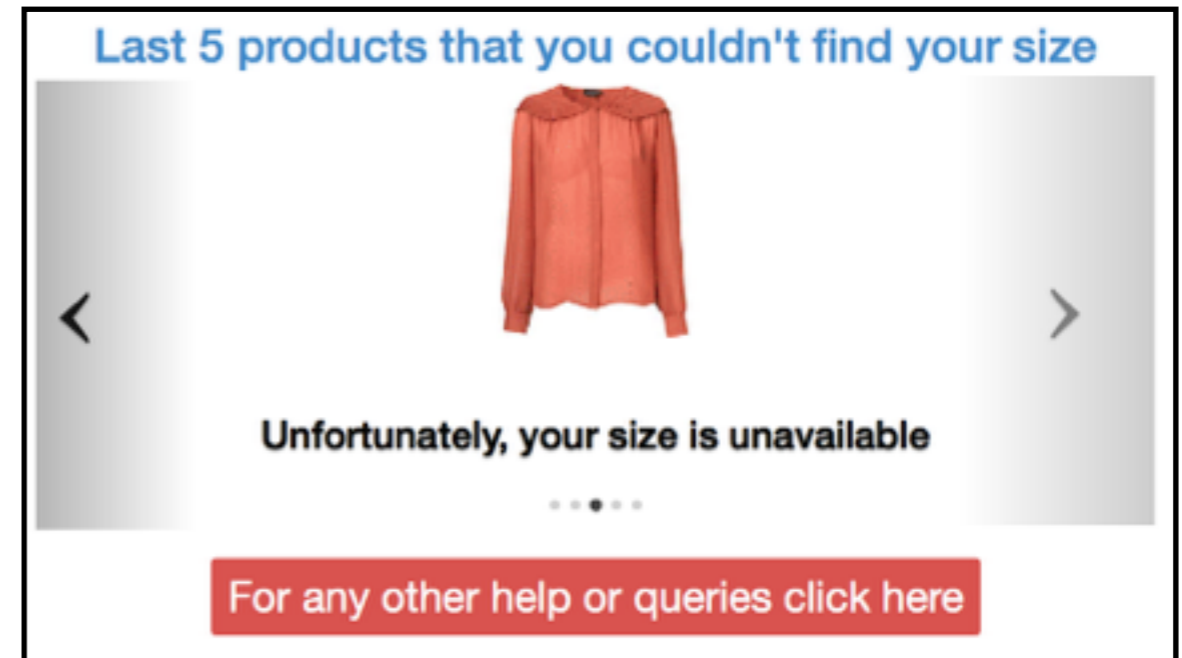
3

✓ Finding availability in stock.

If yes then get it.



Omnipresent interactive displays



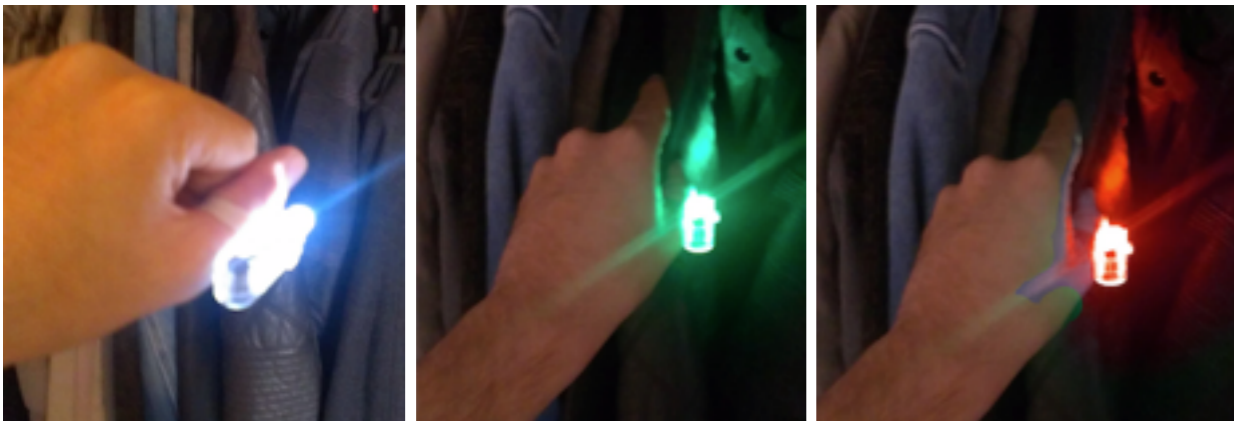
Audio Interface

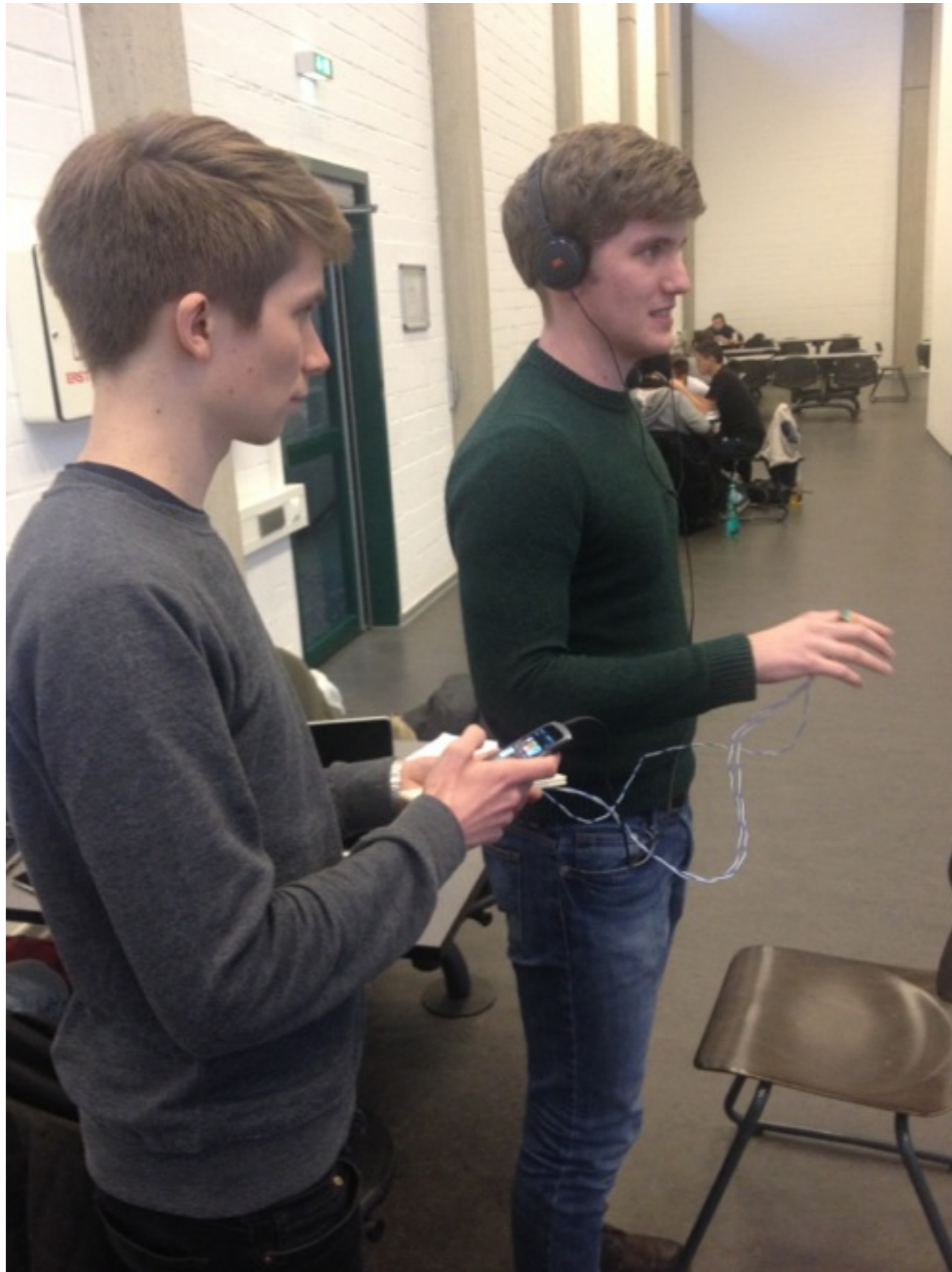


- People also check the price while they read the tag.
Even more difficult with

- Farsightedness
- Elderly

- Colour coded interfaces are not good for **Color blind users**

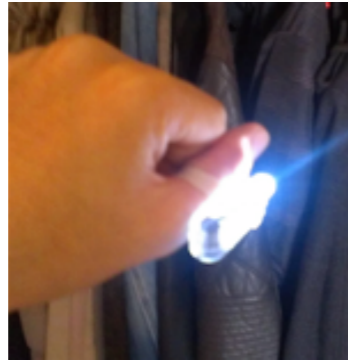




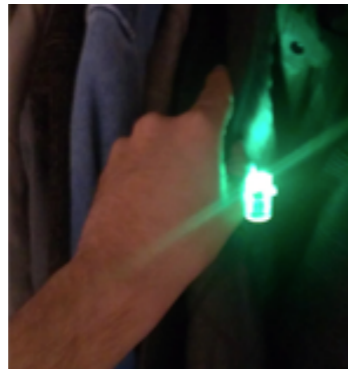
Medium Fidelity prototype

Audio Interface

Default



touch



“Perfect Size”

touch



“Not in stock”



“Available in stock”

grabbing



“ 150 EURO”

Price audio feedback is
activated by GRABBING

Finding sizes no longer difficult

Lets move to the video prototype....

A decorative border in a light, aged color frames the text. The border features a central fleur-de-lis at the top, with symmetrical scrollwork extending to the corners and sides. The background is a dark, textured surface, possibly wood or parchment.

*Shopping as
it used to be*