

Basic Interaction Design Project 3
Carnegie Mellon University Spring 2010

Uniquity

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Uniquity Exploration Generation Solution

Uniquity

Uniquity Exploration **Generation** Solution

Directed Storytelling

Expert Interview

Retail Observation

Competitive Analysis

Literature Review

Exploration

Uniquity Exploration Generation Solution

“I know what style I want, but I don’t know where to find it.”

“I searched for a half an hour to find how to tie a single windsor knot.”

Directed Storytelling

“A lot of my customers have no clue how to dress.”

“I make him feel comfortable. Shopping can be embarrassing.”

“First I determine his body shape... it’s all about a tailored fit.”

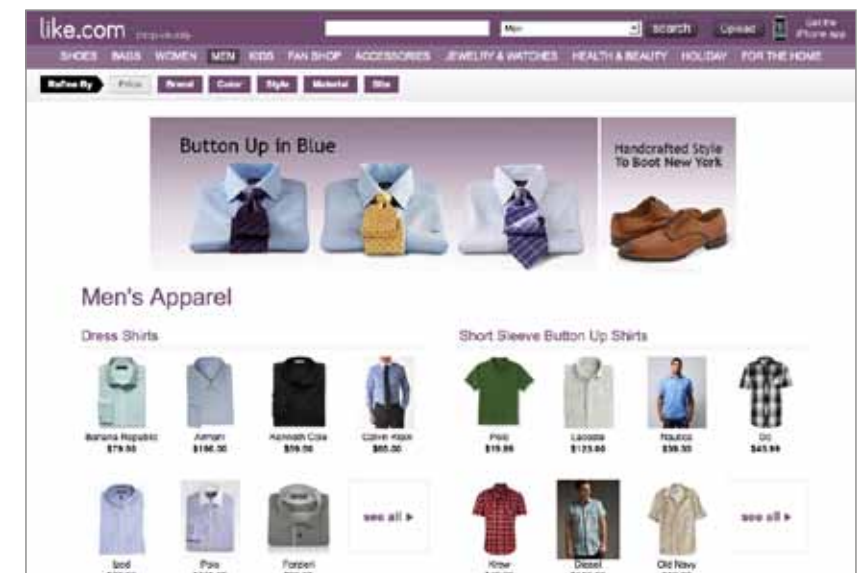
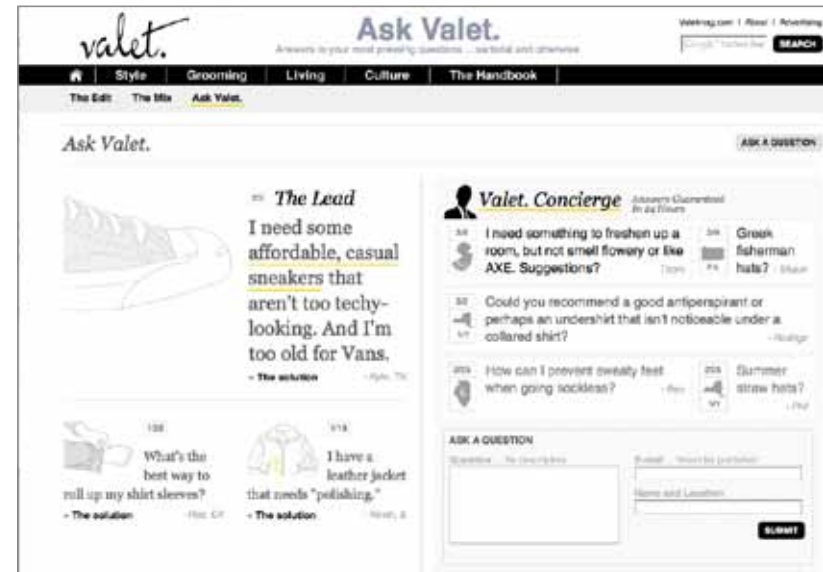
Expert Interview

Uniquity Exploration Generation Solution

Retail Observation



Uniquity Exploration Generation Solution



Competitive Analysis

Uniquity Exploration Generation Solution



Competitive Analysis

Uniquity Exploration Generation Solution



Competitive Analysis

“Scenario-Oriented Recommendation helps users by matching the characteristics of the circumstances and the possible products, and helps people to determine the ideal products more easily, even if they don’t know what exactly that might be.”

Shen, Lieberman, Lam. *What am I gonna wear?* MIT Media Laboratory

Literature Review

Uniquity Exploration **Generation** Solution

Directed Storytelling

Expert Interview

Retail Observation

Competitive Analysis

Literature Review

Exploration

Directed Storytelling / Present relevant information.

Expert Interview / Teach them without embarrassment.

Retail Observation / Advise men before they buy.

Competitive Analysis / Streamline the experience.

Literature Review / Help men find their style.

Exploration

Uniquity Exploration Generation **Solution**

Valets and Styles

Recommendations

Transactional Flow

Final System Map

Design Language

Generation

Valets

Preppy
Rocker
Sporty
Fashionista
Relaxed
Urban
Vintage

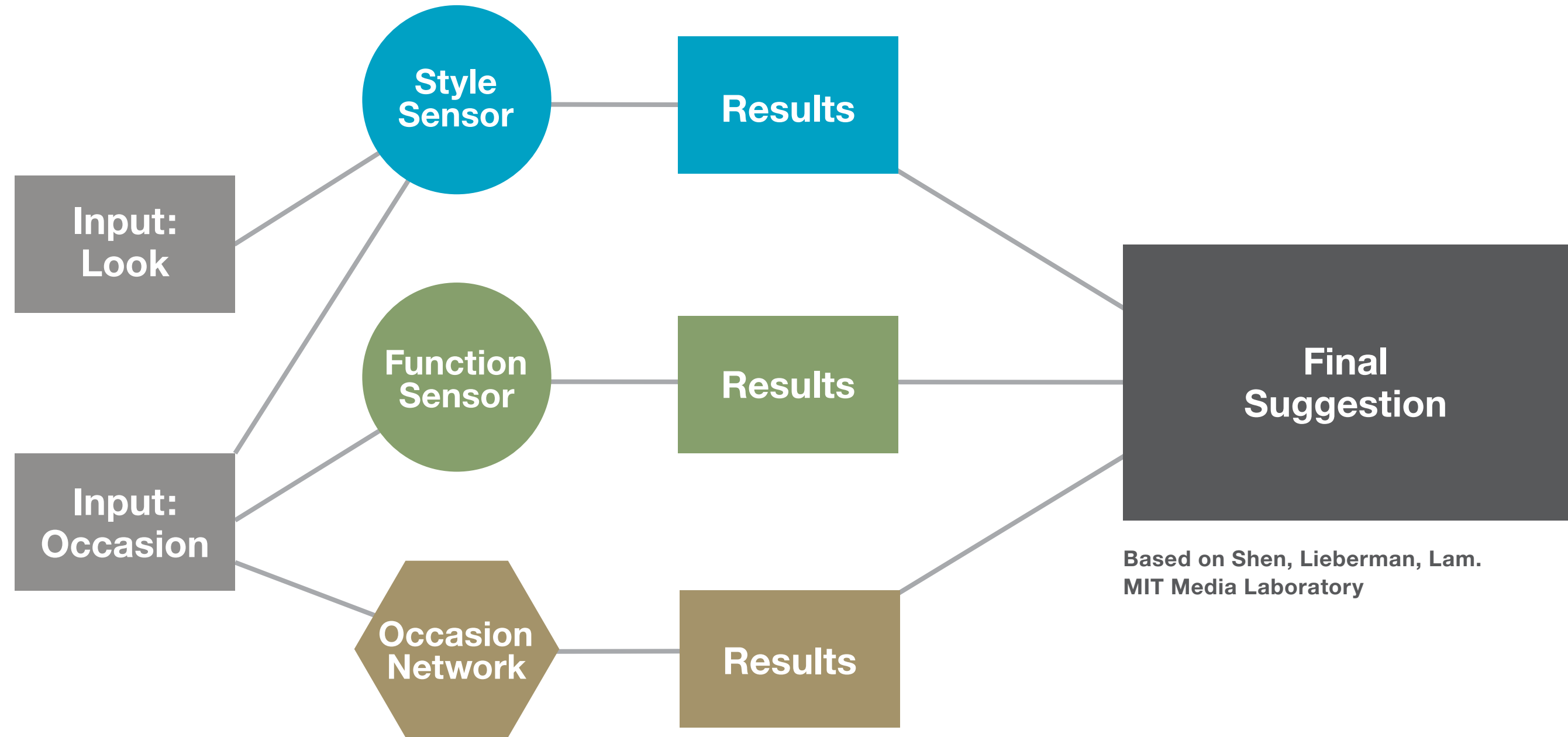
Styles

Ultra Formal
Formal
Semi Formal
Dressy Casual
Business Casual
Casual
Trendy
Occasion



Valets & Styles

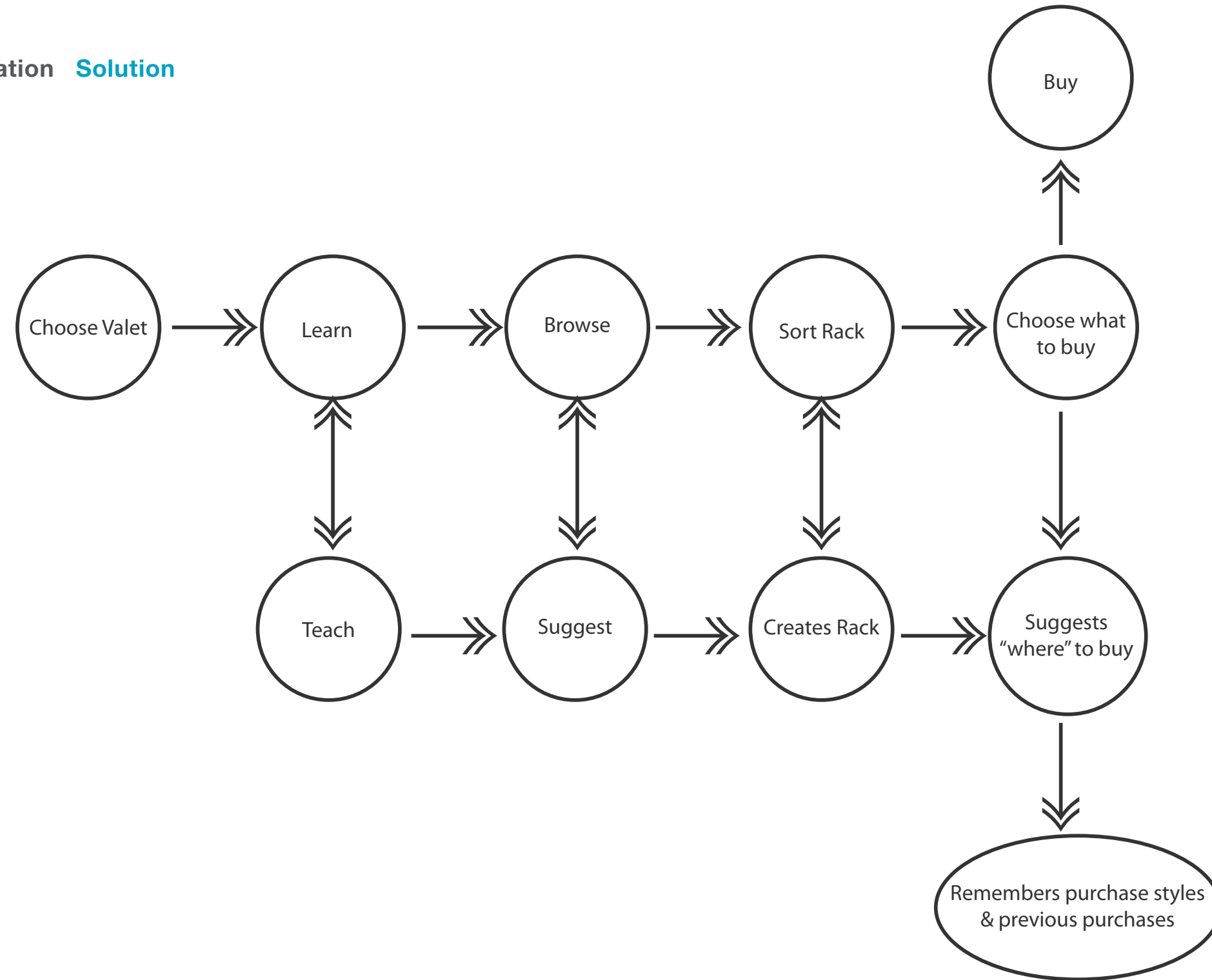
Uniquity Exploration Generation Solution



Based on Shen, Lieberman, Lam.
MIT Media Laboratory

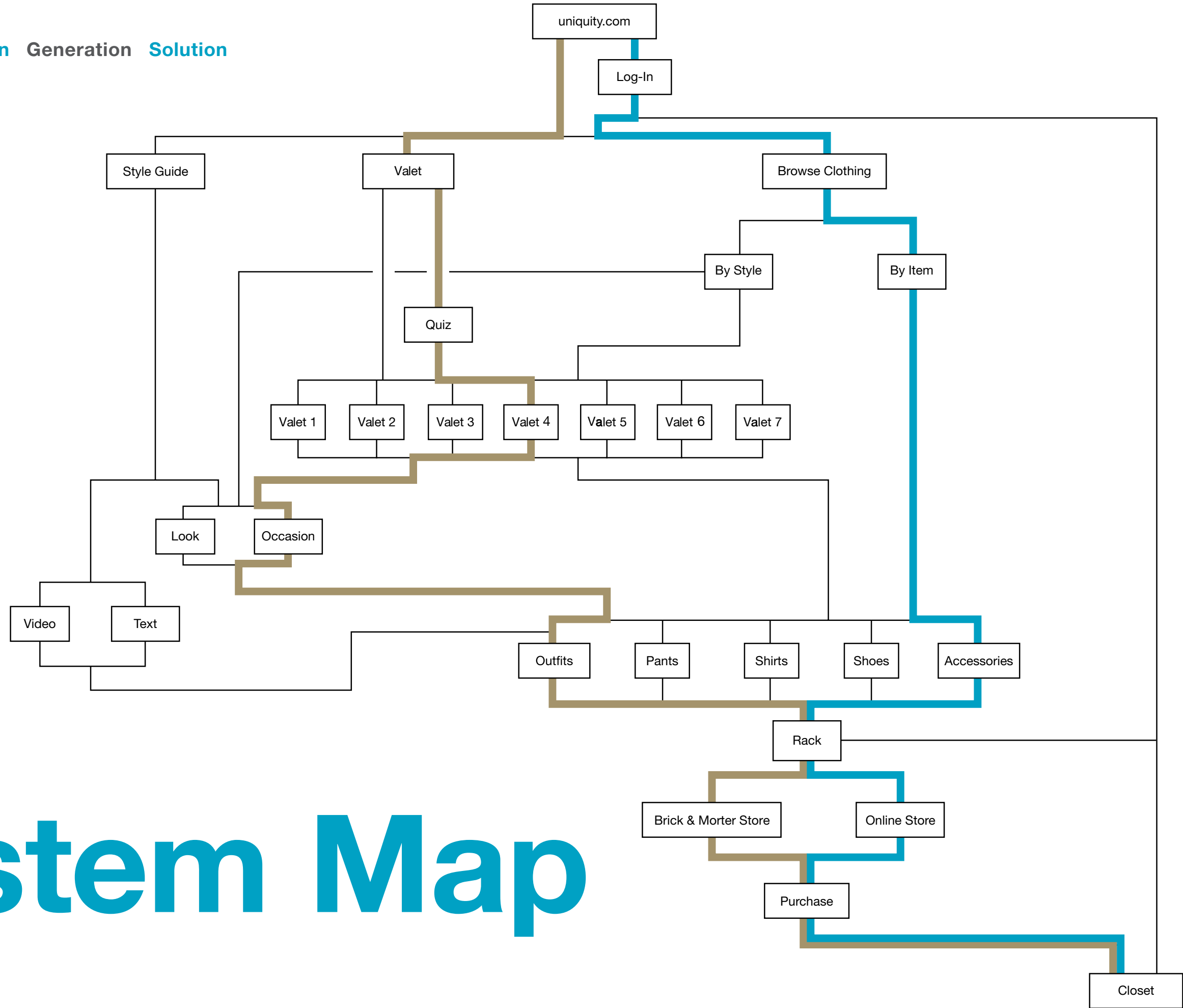
Recommendations

Guest



System

Transactional Flow



System Map

Rack / shopping cart & viewed items

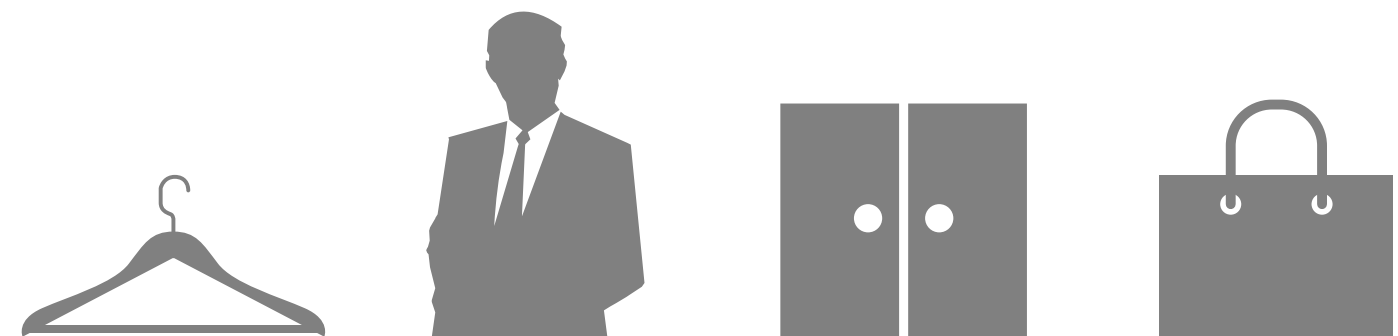
Valet / personal shopper, advisor

Closet / previous purchases

Shopping Bag / cart for buying

Metaphors / cars, sports, scents

Views / front, back, side, detail



Design Language

Uniquity Exploration **Generation** Solution

Wireframes

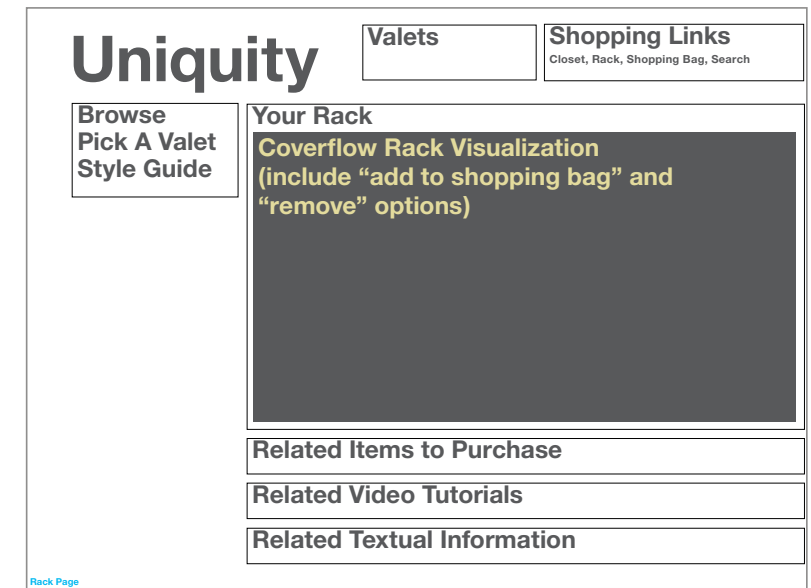
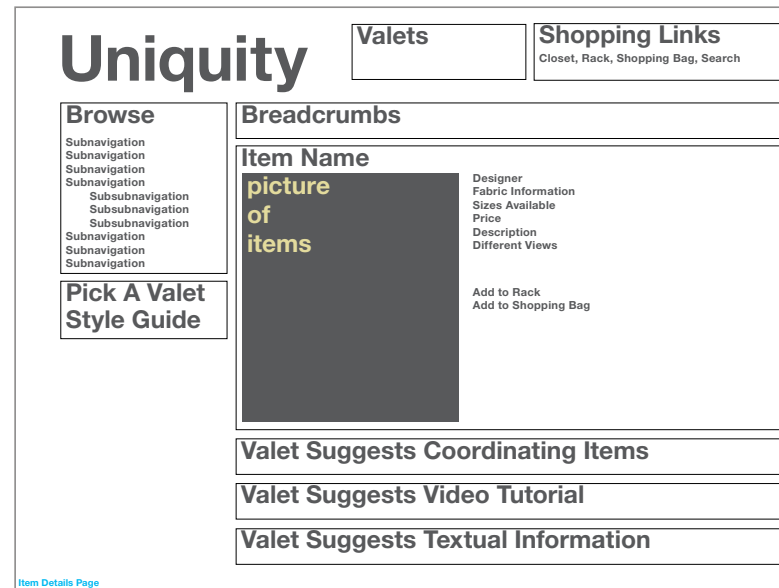
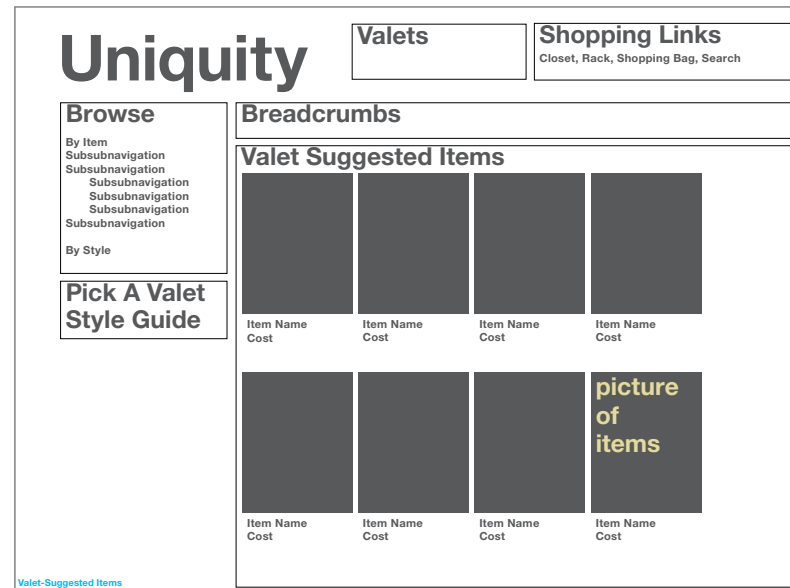
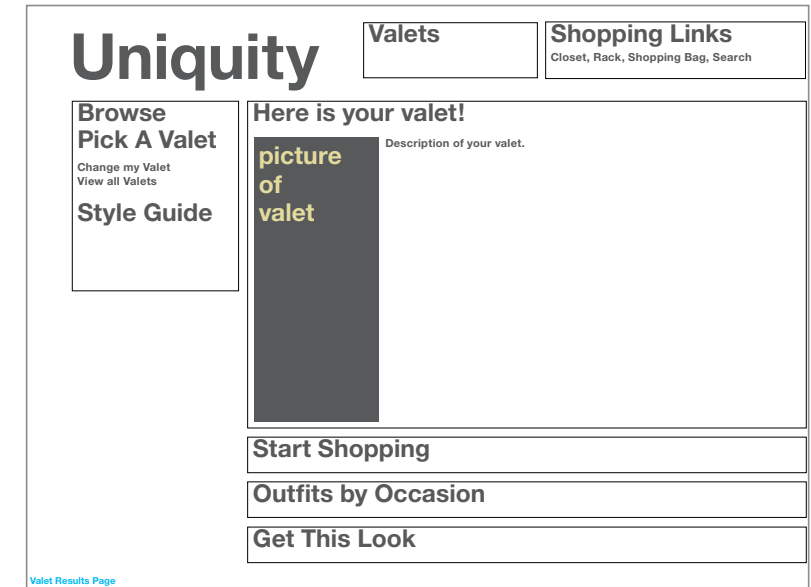
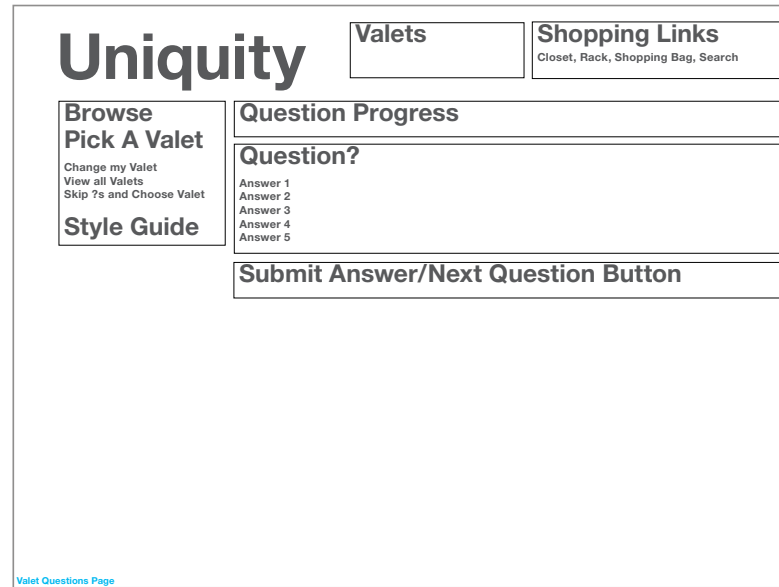
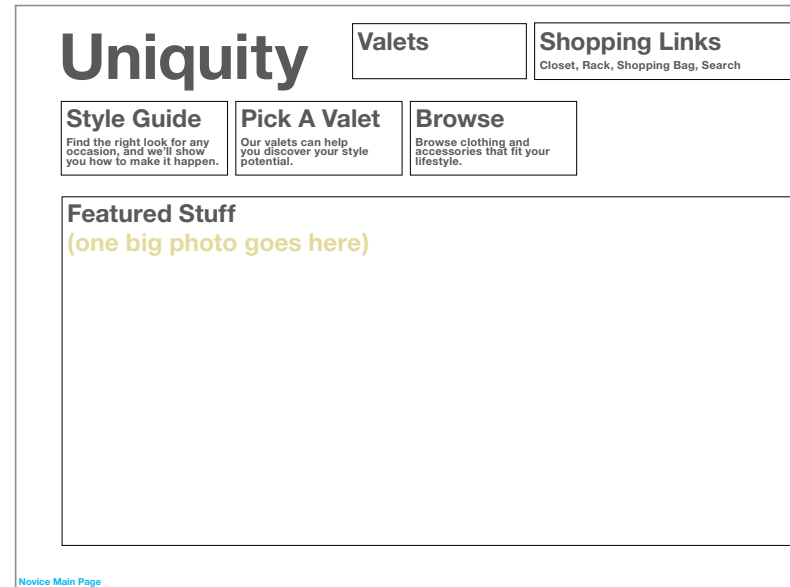
Design

Persona

Site Demo

Solution

Uniquity Exploration Generation Solution








Wireframes


The design shows the Uniquity website home page. At the top is the 'uniquity' logo and a navigation bar with icons for 'valet', 'closet', 'rack', 'shopping bag', and 'search catalog'. Below the navigation are three main sections: 'Style Guide' (Find the right look for any occasion and we'll show you how to make it happen.), 'Pick A Valet' (Our valets can help you discover your style potential.), and 'Browse' (Browse clothing and accessories that fit your lifestyle.). The central focus is a large image of a light blue dress shirt with a red and white striped tie, a measuring tape, and cufflinks. A dark blue banner across the image reads 'Get Your Measurements Right' with the subtext 'A uniqueness Weekly Style Guide Tip'.

The design shows the 'Valet Quiz' page on the Uniquity website. It features the same navigation bar as the home page. The main content area is titled 'Valet Quiz' and shows 'Question 4 of 6'. The question is 'You prefer to dress in:' with six radio button options: 'Something professional and sharp.', 'Natural and comfortable clothes.', 'You don't really pay attention to clothes.', 'Something conservative but attractive.', 'Something original.', 'The latest trend in the right color.', and 'Whatever is clean.'. A dark blue button at the bottom of the quiz area says 'Continue To Next Question ►'.

Design





Log In / Create New Account

Style Guide

Pick A Valet

Take Valet Quiz
Select A Valet

Browse

Valet Quiz Complete

Your Style is: Rocker


Signature Designers: Belstaff, Rock and Republic, K by Karl Lagerfeld, Ben Sherman

Signature Pieces: Big sunglasses, chunky rings, silver neck chains, faded T-shirts, hats, wife beaters, leather jackets, fur trimmed coats, boots, slim fit or bootcut jeans, belts with metal hardware, wrist cuffs

Style Icons: Johnny Depp, Lenny Kravitz, Tommy Lee

Artists or those who work in a more relaxed environment, such as the entertainment industry, whether as sound engineers, DJs or promoters, are most able to sport a rock style during the day. If you're a guy who loves rock looks, you're the kind of man who marches to the beat of his own drum and others will agree that you really know how to let loose and enjoy yourself. Fortunately, you don't have to spend much to achieve this seriously cool style.


What you need most in your closet are a lot of basics and a good leather jacket. After that, it's all about the edgy accessories, especially anything involving silver. Oh, and your hair... let's not forget the hair. Visit a top stylist to get a hairstyle that looks great when you get up in the morning and then make sure you go back to the salon regularly to maintain your mane.








Get This Look ▶

Start Shopping ▶

Outfits By Occasion ▶








Log In / Create New Account

Style Guide

Pick A Valet

Browse




Your Rack of Saved Items

BLACK SEQUIN DINNER JACKET

Richard Anderson
Sequins / Cotton
Sized To Fit
\$998 + Tailoring Fees

Notes:
Not appropriate for every event or for the feint of heart. Rock this dinner jacket when you feel like it's time to express yourself

View Related Items ▶

Learn More - Videos ▶

Learn More - Articles ▶

Design

Chris, 26, is a drummer for a rock band but also plays percussion for the Pittsburgh Symphony Orchestra.

When he plays with his rock band, he wears band t-shirts and jeans. When he plays with the symphony, there is a specific black-tie dress code.

Aside from his tuxedo knowledge, he doesn't know anything about fashion.

Persona



Life Goals

Impress others

Get signed to a major record label

Work with Mick Jagger

Get married and have kids

Start up a music school to teach kids how to play instruments

Persona



Experience Goals

Chris doesn't like making mistakes

Feel confident about what he does

Likes to go on adventures

Likes having fun

Persona



End Goals

To buy a nice suit that fits his style.

To learn about menswear.

To feel comfortable buying clothing.

To look good for the ladies.

Not spend too much time shopping.

Persona



Chris needs a suit for his friend's wedding and wants to impress the maid of honor.

He visits Uniquity and selects a valet.

The valet helps guide him to the best suit for the event and his personal style.

The valet helps him know where to buy the suit and where to have it tailored.

Scenario

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Site Demo

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