

AE Dressing Room



JMA 308/545

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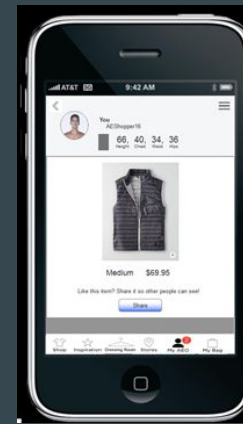
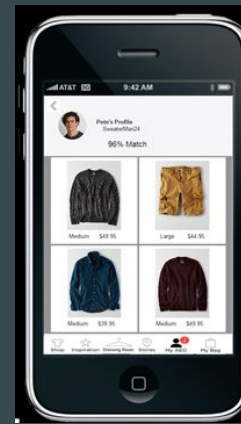
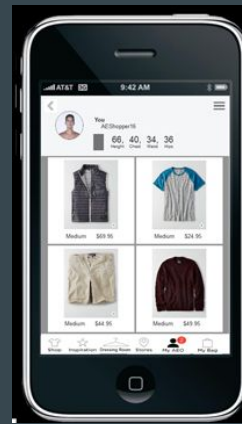
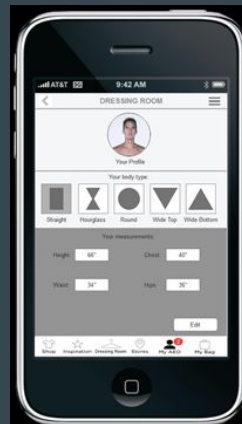
The Problem

How do we make online shopping “better”? In the moments between seeing an item online and purchasing that item, how does the shopper make the choice to purchase? How does this mirror what happens in a store? How can we provide the online shopper with an online shopping experience that provides them with the information they need to make the purchase?

To help online shoppers, how do we convey the “fit and feel” of an item to increase confidence in online shopping?

Our Solution

Using a smartphone's camera to scan your body, "Dressing Room" will input measurements (or if someone knows their measurements they can input themselves) to their profile. After a profile with measurements is created, suggestions from AE and similar AE shoppers can help provide confidence in online shopping. User can then rate and review their online orders to share with other shoppers.



User Research

We conducted two surveys for our user research.

The focus of the first survey was to help us understand habits of online shoppers, pros and cons of online shopping, and what factors online shoppers consider when purchasing an item of clothing. We had 8 respondents, within the 16 - 35 age range.

User Research

The second survey was to help us determine if users would actually be interested in using technology that took their measurements and then if they would be interested in receiving suggestions from the clothing company and other shoppers.

- 48 respondents, from “under 18” to 60 years old. The majority of our respondents were: “under 18” (12.5%) and “18-24” (41.7%).
- 79.2% of respondents were female and 20.8 % were male.
- Of the 48 respondents, 38 responded with a comment about fit, feel, sizing, or measurements when asked what the most difficult part of online shopping.

Persona #1 (Kevin)

Kevin is a 22-year-old college student at Duquesne University. He is a Pharmacy major, so he is very busy with schoolwork. He is unsure of what size he would be in American Eagle jeans, but he does not have the time to go to the store to get fitted. Kevin would be interested in using AE's app to figure out what jean size he would be. He does not know his measurements, so a scan function within the app that can measure Kevin by taking photographs would be helpful.

Scan

AT&T 3G 9:42 AM

MY AEO

HEY YOU!

Wanna earn rewards, score special offers & more?
Get started!

CREATE ACCOUNT

SIGN IN



OFFERS

See all of our latest promos & events!



REWARDS

Shop. Earn rewards. Repeat.



ORDERS

Got #AEOSTYLE on the way? Track it!



AEO CREDIT CARD

View account, make a payment or apply.

HELP & MORE

Help / Reset



Shop



Inspiration



Dressing Room



Stores



My AEO



My Bag

AT&T 3G 9:42 AM

DRESSING ROOM

Scan

If you are unsure of your measurements, you can perform a body scan, allowing the AEO app to estimate your body type and measurements for you.

My Measurements

If you already know your measurements or have already created a Dressing Room profile, you can view and manually edit your measurements.

Go To Profile

If you have already created a Dressing room profile, you can click here to go directly to your profile.



Shop



Inspiration



Dressing Room



Stores



My AEO



My Bag

AT&T 3G 9:42 AM

DRESSING ROOM

Place the phone upright with the camera facing toward you. Stand about 10 feet away, and face the camera, making sure that your whole body is inside the frame. When you are completely in view, the app will automatically take the picture.



TIP: Wear underwear or skin-tight clothing and stay very still to ensure accurate measurements.



Shop



Inspiration



Dressing Room



Stores

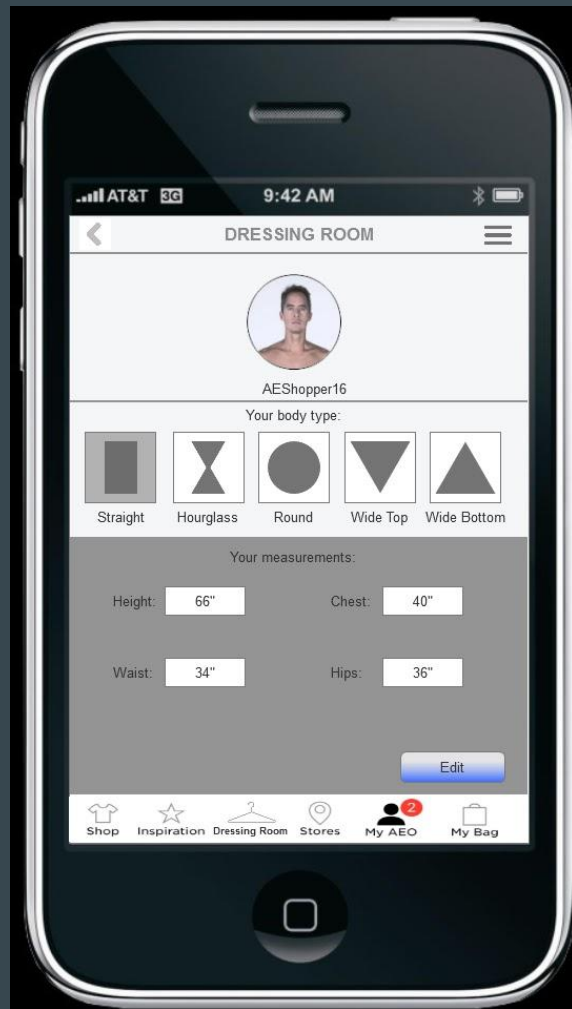
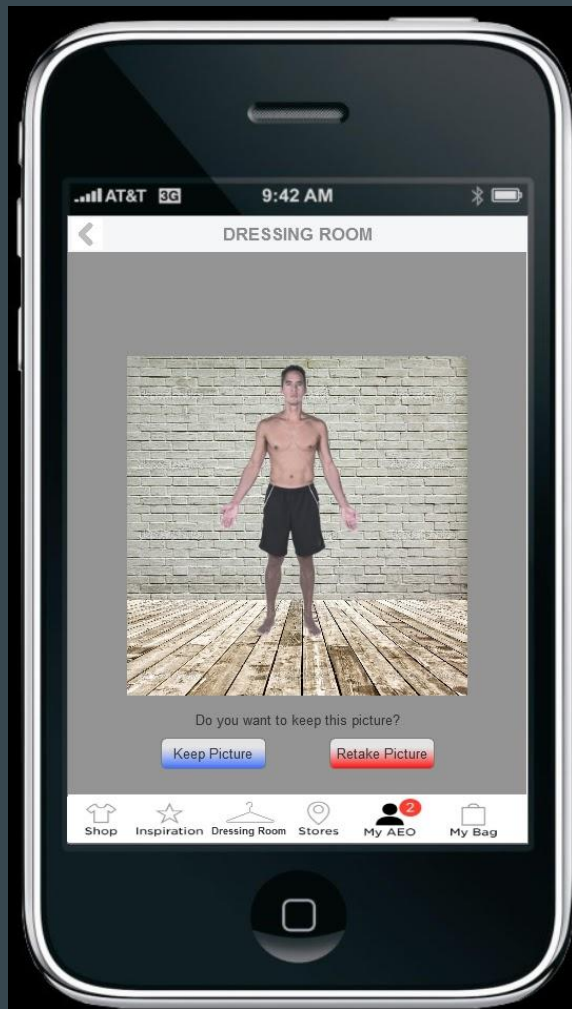


My AEO



My Bag

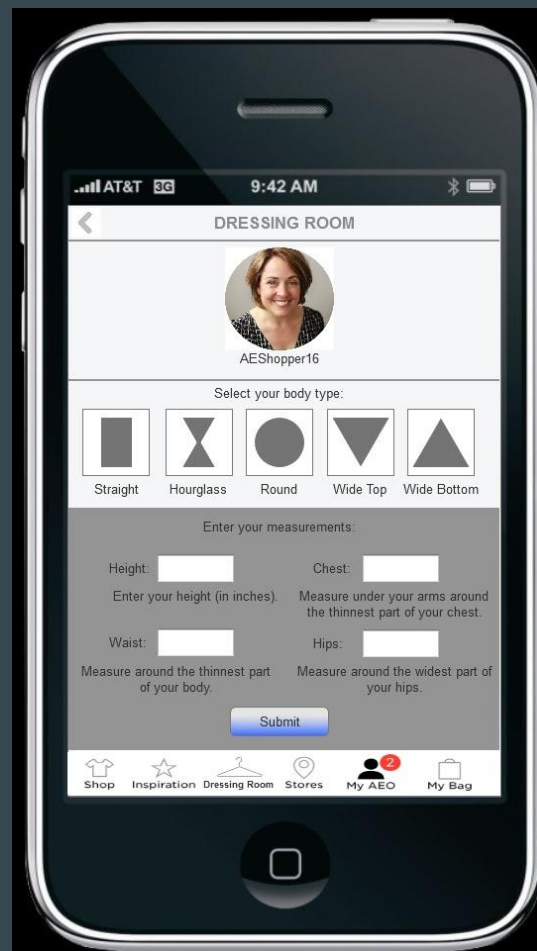
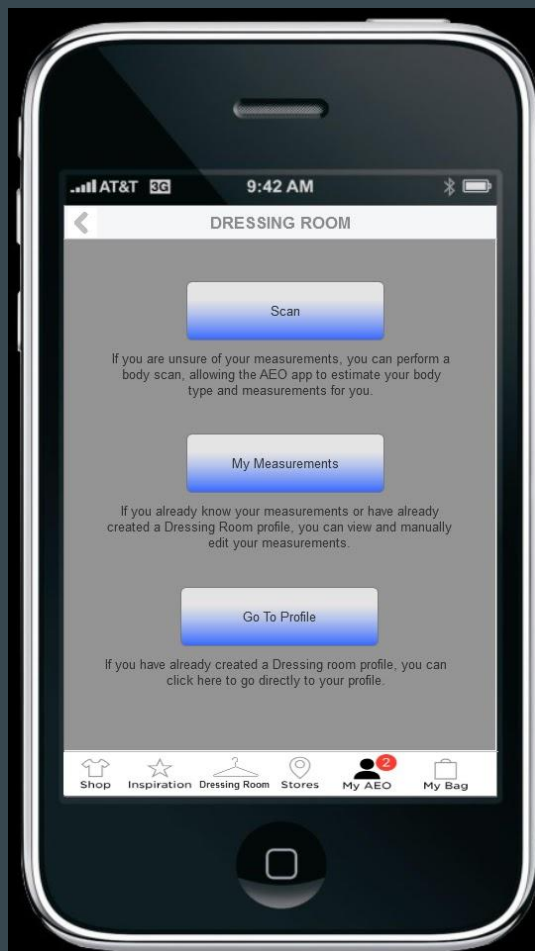
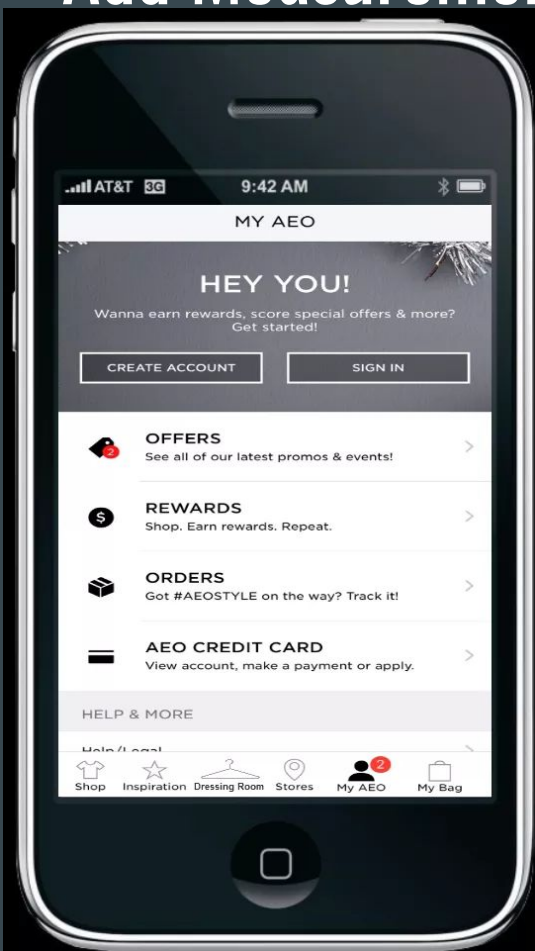
Scan Cont.



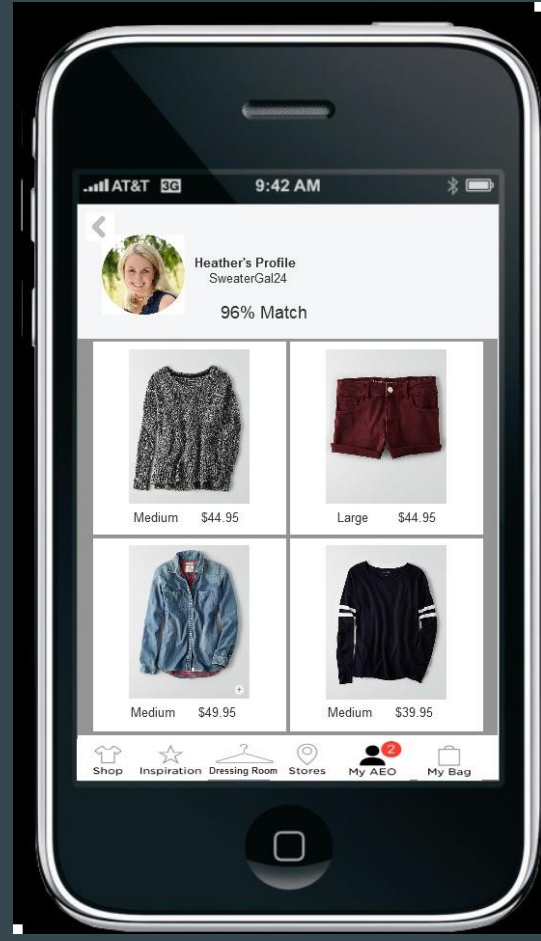
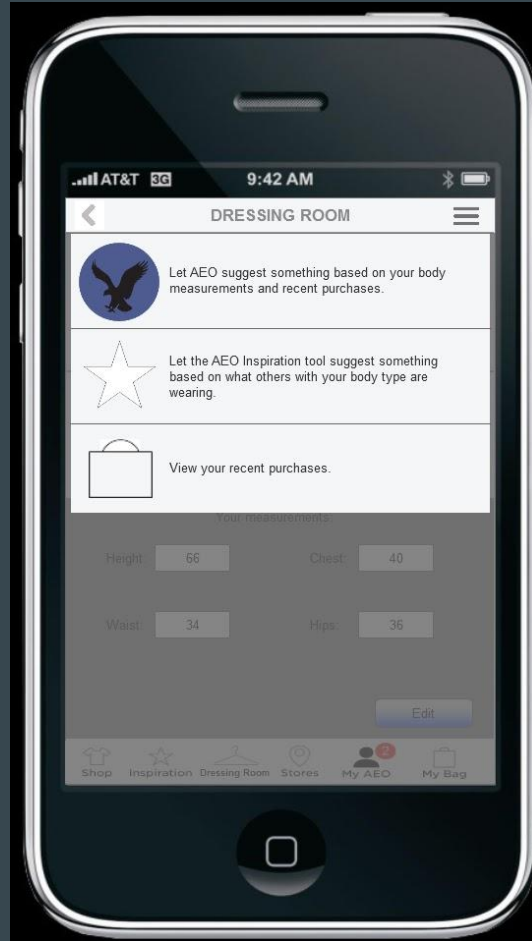
Persona #2 (Toni)

Toni is a 30-year-old mother with a newborn child. Toni has gained some weight since her pregnancy, so she needs to shop for some larger clothes. She knows her measurements and her new sizes at American Eagle, but wants to know how certain items of clothing will look on her new body type. In the app, Toni can enter her body type, weight, height, etc. and can see what people with her similar body type are wearing by using the “What Others Are Wearing” function.

Add Measurements



What Others Are Wearing



Usability

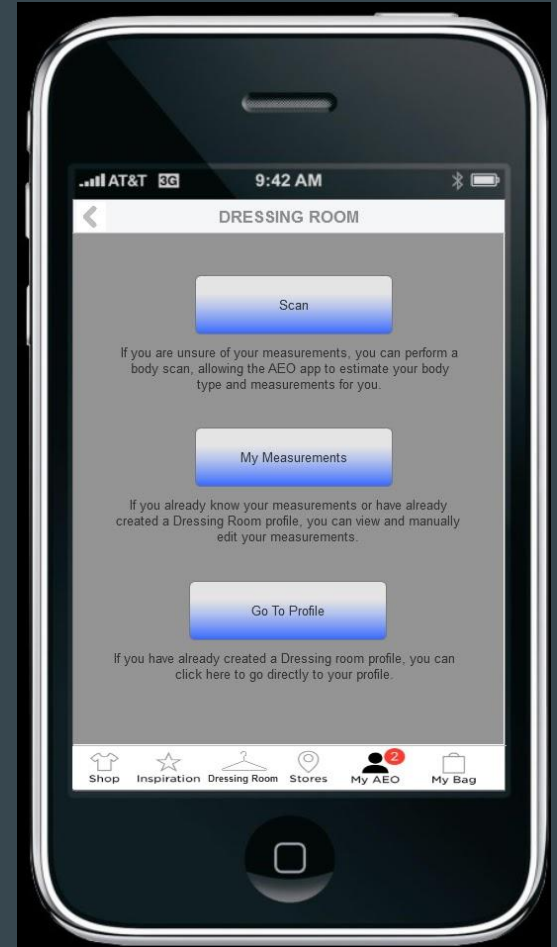
Methods

- Used prototyping tool to create mostly-functional model
- Users tested prototype with tasks such as “scanning” or inputting own measurements
- Users gave feedback during and after use

Usability

Results

- Based on user feedback, added “Profile” button
- Visual enhancements to increase aesthetic appeal
- Users gave positive feedback in regards to guiding text accompanying buttons.



Conclusion

- AE Dressing room as a part of the already existing AE App.
- “AE Suggests” and “What Others Are Wearing” as going shopping with friends and asking them for their input. The “Review Your Order” takes the moment of trying clothing on and lets you express if you like it or not.
- Store Associate Button
- Return Receipt

Overall, our hope is that incorporating these functions would help online shoppers have confidence in their purchases and take some chances with style instead of size.