Case study ASOS

Natalie Schroeter

Project overview
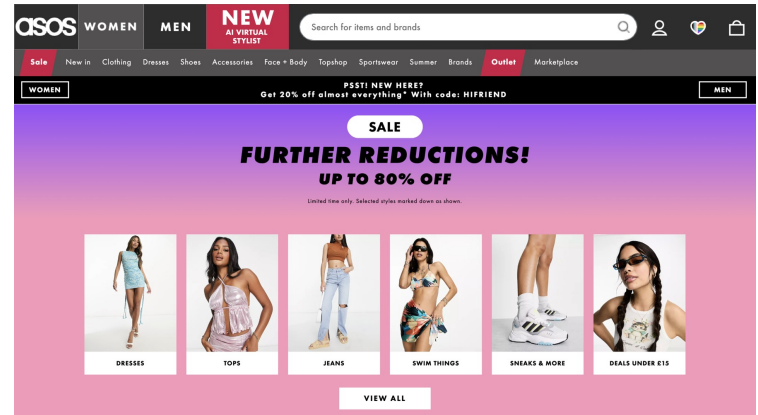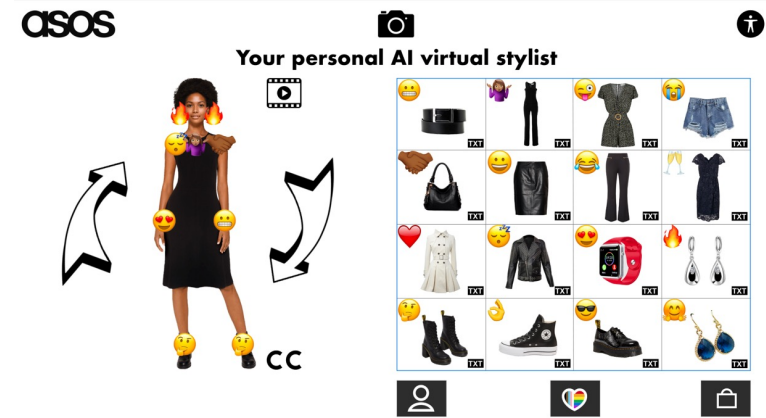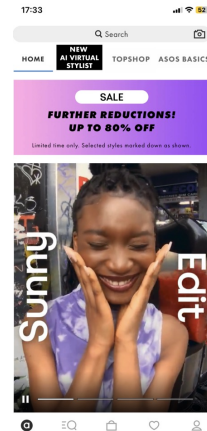

The product:

I designed an AI-powered virtual styling feature for Asos's website and app

Project duration:

May 2023 to June 2023

Project overview

The problem:

Design an AI-powered virtual stylist feature for the ASOS website which will help users discover their personal style by providing personalised recommendations, create outfits based on user preferences and past purchases, and offer styling tips and suggestions.

The goal:

The feature will be an intuitive and visually appealing interface that allows users to interact with the virtual stylist seamlessly on the existing ASOS website. The design should be responsive and optimised for both desktop and mobile.

Project overview

My role:

UI/UX designer and UX researcher.

Responsibilities:

User research, user interviews, usability testing, data analysis, accessibility audit checklist, wireframing, prototyping, system usability scale.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

My strategy for research was to to do Primary and Secondary. I researched brands offering AI services and fashion brands already using AI in their businesses successfully. I was surprised to find that most fashion brands didn't already have AI-powered features for styling, with this information I researched further to find out why.

I then planned out my strategy for my User research and conducted a User Testing Plan to streamline the process which includes:

1. Surveys
2. User Interviews
3. Empathy Interviews

https://www.canva.com/design/DAFf6JLHKLM/frCcDpEDX1KjUUBod3geDg/edit?utm_content=DAFf6JLHKLM&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

User research: pain points

1

Pain point

I found the website fairly easy to use as I usually choose shop on the ASOS website. I found both tasks easy to complete. I would say that there is a lot of choice and could be overwhelming to new customers. It would be great if there was some more assistance or prompts to help alleviate this.

2

Pain point

Finds it difficult to create a look with the most range of options possible in 'real time'. (i.e. like a video game SIMS)!

3

Pain point

Struggles to shop a wide range of clothes to choose from particularly for their style and taste in one place

4

Pain point

Struggles to leave her comfort zone when it comes to clothes shopping – would love to have a larger selection of clothes curated specifically for her based on her likes and dislikes on a low budget.

Persona: Jermaine Robinson

Problem statement:

Jermaine prefers to shop for his clients instore however shopping online allows him better time efficiently. He wants to see an AI-powered tool to speed up shopping trips and ideally see a selection of at least 5 outfits.

JERMAINE ROBINSON

Fashion Stylist

07654376987
Hello@jermainerobinson.co.uk
www.jermainerobinson.co.uk
London UK

BACKGROUND

Works as a Fashion stylist based in London. Travels frequently for Fashion Weeks and photoshoots. Clients include Influencers, Musicians & Fashionistas. Shops with sustainability in mind and is decked out in the latest trends and is a trendsetter.

EDUCATION

- 2013 - 2014
  MA Fashion Media & Communication LCF
- 2009 - 2012
  BA Fashion Styling & Production LCF

GOALS

- To be able to review more outfits in the same amount of time using AI
- To be more productive and take on more clients and projects using AI

CHALLENGES

Doesn't always have enough time to shop for clients in-store. Believes that you cannot beat the feeling of trying something on there and then with the client. It gives him the opportunity to communicate effectively and being able to express why the piece of clothing looks bad or good and is quickly able to suggest alternatives and make suggestions which is much easier to do in person.

Interested to try on the full range of a collection within the shortest space of time. Would love to use AI to create a look with the most range of options possible as this is not an option in real-time. Imagines a Barbie, Sims, or any player simulation game instead of using it to shop.

Has seen how the use of AI can be very transformative for a photoshoot! It is amazing the use of which AI can change the narrative of an image so instantly. Whereas in the past this technique would be excessive - excited to see how AI changes the fashion game.

QUOTES

"I am more geared towards the inclusion and sustainability side as I am big on representation. I advocate for repeating pieces of clothing. So selling pieces you don't need or give them to charity."

"Online gives you better time efficiently and obviously is great for last minute runs. Huge benefit to online is that it gives you more time to think about the pending purchase without any outside noises."

"I am interested in seeing how AI can improve my productivity and efficiency. I can't wait to see how AI disrupts the fashion industry."

User journey map

I discovered that the shopping experience was positive when the user had used the website more than once however there was a sense of overwhelm because ASOS has a great selection of brands (over 850) to choose from I took this into consideration when starting the design process.

ACTION	Action 1	Action 2	Action 3
TASK LIST	Needs to find as many outfits as possible to save time when shopping for clients online	Needs to find a time efficient engaging fun way to shop online for clients	Needs to find shop without becoming overwhelmed by the amount of choice available on the ASOS website
FEELING ADJECTIVE	● Frustrated ● Time restricted	● Uninspired ● Time restricted	● Lost ● Confused ● Overwhelmed
IMPROVEMENT OPPORTUNITIES	Create an AI-powered tool to speed up the process while showcasing several outfits at a time in real time	Create an AI-powered tool to speed up the process while showcasing several outfits at a time in real time with an engaging features like a game	Create an AI-powered tool that can streamline outfit options in a time efficient way

Starting the design

- Paper wireframes
- Digital wireframes
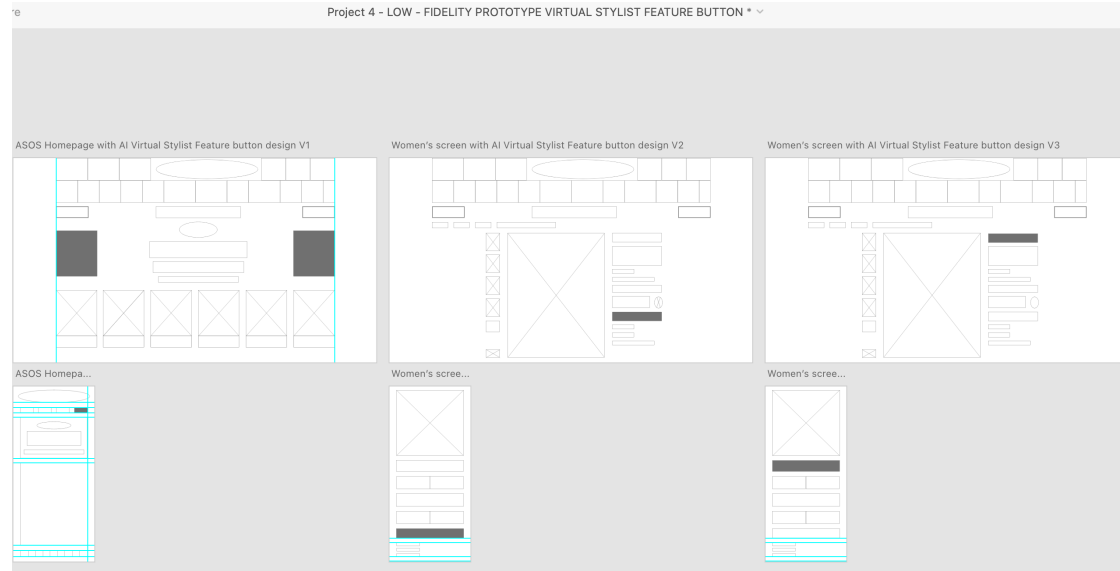- Low-fidelity prototype
- Usability studies

Paper wireframes

I started by recreating the current website and sketched different ways to see how the new feature would look like.
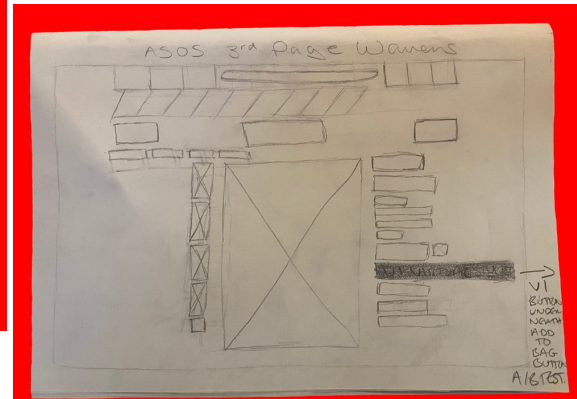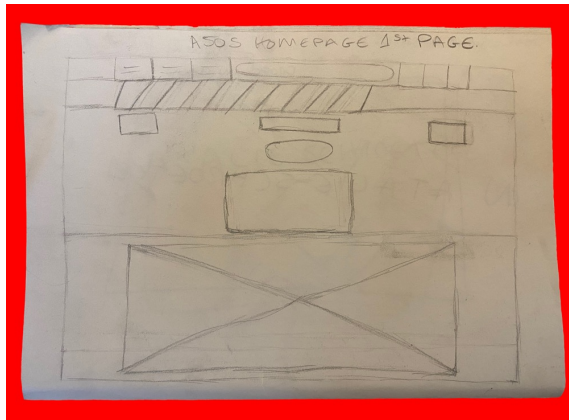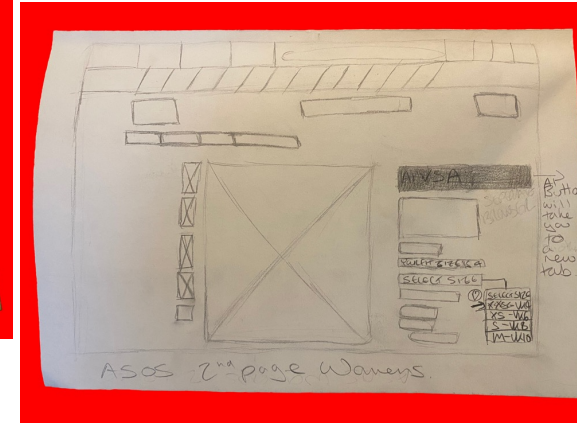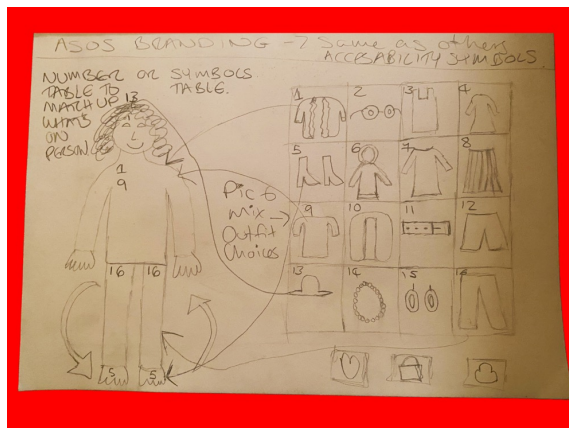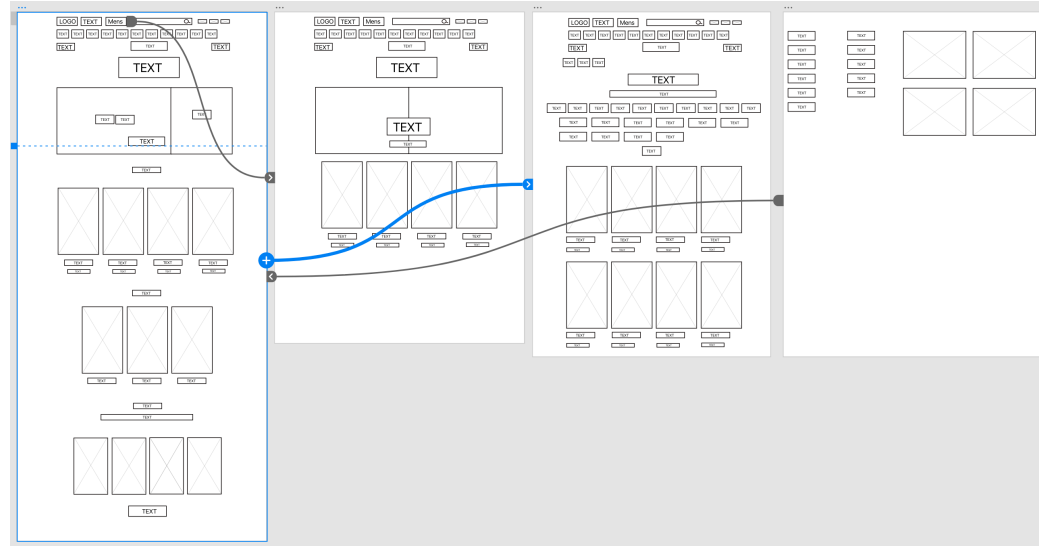
Digital wireframes

I created wireframes from my sketches and started to designed a few options of where the AI-powered tool would feature on the main ASOS website page.

Low-fidelity prototype

https://xd.adobe.com/view/8c48
1767-606c-46d1-bbca-
4cb2ff5cb048-d91b/?fullscreen

Usability study: findings

Through my Usability testing I found that the content had a few issues and wasn't really working even after I had redesigned it. I also felt that the engaging part wasn't reflected either. I created a final re-design and I was happy with the result.

Round 1 findings

1. This could be clearer and an explanation of what the AI provides and how it works would be good, so users know what to do first.

2. The 'Live Catwalks' tab could instead show the person in the clothes walking the catwalk virtually!

3. Version 1 of both designs is the best choice as the layout is clean, clear and concise.

    The 'Go To Checkout' tab could be changed to the shopping basket icon instead, so it looks more subtle and not too prominent.

Round 2 findings

1. The 'Live Catwalks', 'The Style Feed', 'Influencer Feed' & 'Inspiration Feed' tabs don't need the descriptions as they already have images and it's quite hard to read the text on top of the image..

2. 'Wish List', 'Heart'/'Save For Later' & 'Trending' to bring consistency with the rest of the ASOS website.

3. The 'Live Catwalks', 'The Style Feed', 'Influencer Feed' & 'Inspiration Feed' tabs could be changed to 'Add to favourites.'
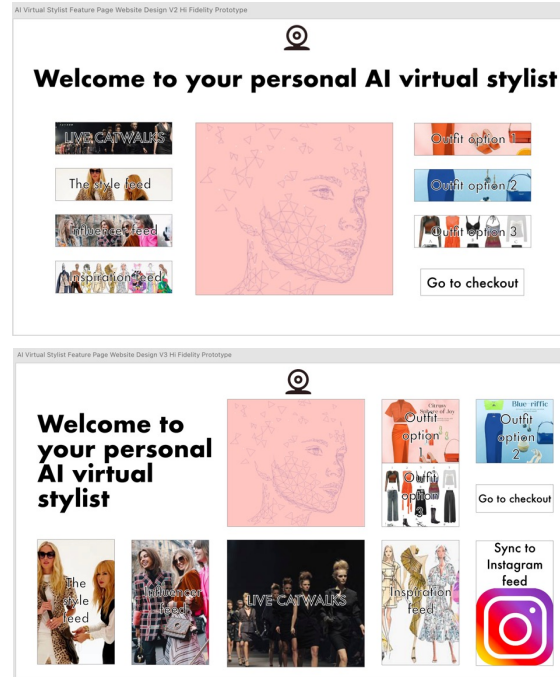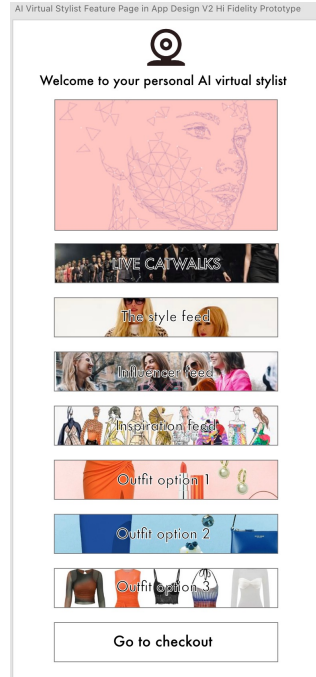
Refining the design

- Mockups
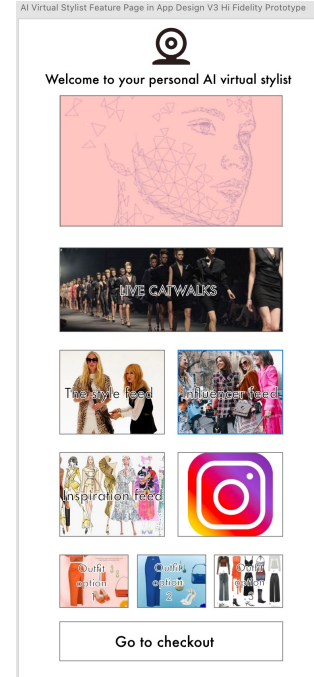- High-fidelity prototype
- Accessibility

Mockups

After sketching a few different ideas, I liked this fashion forward design and created different iterations of it. However, after receiving feedback both designs lacked the engagement and lacked room for accessibility components.

High-fidelity prototype
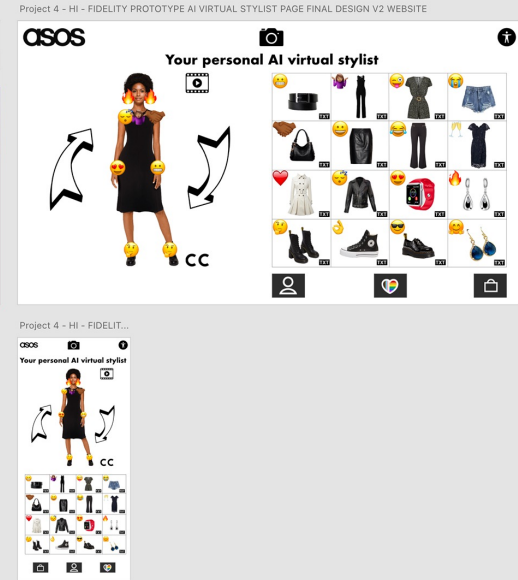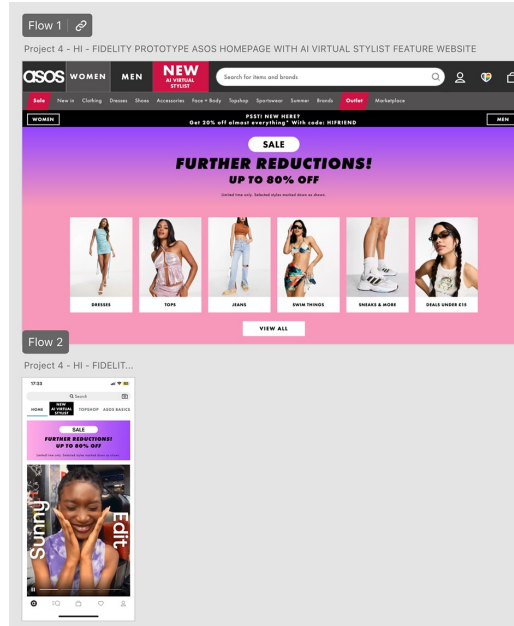
https://xd.adobe.com/view/c1109067-57ce-4a65-9031-1f9450847edd-9443/?fullscreen

Accessibility considerations

Add in a back page that takes the customer back to the Women's page & Homepage if needed.

Add in Accessibility access including buttons etc.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

Feedback on my final design:

"Your design featured a unique gamified AI stylist for the ASOS website. The concept of using gamification is an interesting one and could be developed even further."

What I learned:

Creative blocks are difficult to navigate with time pressures. I will have a plan on how to tackle this going forward.

Next step

Create a video to showcase how users will interact with the gaming elements.

Let's connect!

If you like what you see and would like to work together/collaborate or interested to know more.
Feel free to get in touch via my Instagram @hausofschroeter or natalieschroeter@yahoo.co.uk

Thank you!