

Design

Winter Assignment

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Bagwati: for Grande Shopping

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Overview

Imran, Arjun, and Kabir reunite for a 3-week long road trip to Spain. They have it all set except for their luggage for the trip. Lacking time and expertise, they are in desperate need of a shopping tool.....not just your everyday shopping application.

In the dynamic retail landscape, the fusion of online and offline shopping experiences remains a challenge. Visualizing how clothing items fit and match can be cumbersome, leading to decision fatigue and dissatisfaction. The task is to design an innovative solution that revolutionizes the trial room experience, both in-store and online, by incorporating advanced technology for virtual try-ons and seamlessly integrating a digital closet feature.

Key Considerations

Realistic Virtual Try-On: Develop a system that utilizes advanced technologies, such as augmented reality (AR) or virtual reality (VR), to create a highly realistic and personalized virtual try-on experience. Users should be able to see themselves wearing the chosen clothing items with lifelike accuracy.

Note: Don't restrict yourself to a mobile/web application. Feel free to think of any kind of product (like a digital kiosk, with no technology constraints ;)

Digital Closet Feature: Integrate a digital closet within the platform, allowing users to catalog their clothing items. The digital closet should provide insights into matching fits, suggest pairings with other items, and offer feedback on the overall look. Additionally, it should have the capability to analyze if an item suits the user based on

their preferences and body type.

Customization and Personalization: Enhance the customization and personalization of the virtual try-on experience. Allow users to adjust the fit, color, and style of clothing items, and leverage the digital closet data to provide tailored suggestions based on the user's existing wardrobe.

Brownie Points

Feedback Mechanism: Implement a robust feedback mechanism for users to provide input on both the virtual try-on experience and the digital closet suggestions. Consider features for social sharing and community engagement to enhance user interaction and feedback collection.

Deliverables

A descriptive problem statement

It is essential to first understand the problem, your users (for whom you are solving) and current scenarios through proper research methods before directly jumping to conclusions and sketching solutions. Various quantitative and qualitative research methods will help you dig deep into the problem statement or just have a proper visual of the available data. This section requires you to learn about user research Methods, Personas, Mental Models, etc, and write down a valid problem that you have faced or seen someone face during their school life. (Research methods and personas will help you have a better understanding of the problem but all of them may/may not be essential for your assignment.)

The proposed solution, thinking and deciding on features

After getting a decent idea of the problem statement, I am sure you must have started visualizing how the product works. Pen down all the possible features and flows which

come to your mind and you can use any tool for this. It is important to do rough work for every possible solution before you start wireframing. Note down all the possible solutions in words before moving forward. You can share all your explored solutions, and select the final solution.

Wireframes for all screens required

However, pen and paper offer you freedom which no other medium can. You may want to utilize this tool to complete this task. Paper prototyping and wireframing helps in testing ideas at an early stage and also is easy to express ideas with low effort.

UI/mockup for one specific screen

After wireframing comes the part where you put in colors, spacing and every other aspect left. UI depicts how exactly the application will look, work, and be shared with engineers in further development.

Reading Resources

This assignment requires a lot of reading and learning. Here are a few links that you can refer to.

- For everything UX
 - uxplanet.org
 - [UX Collective](https://www.uxcollective.com/)
 - www.nngroup.com/articles/
- Case Studies from IMG
 - [Designing a College Campus based Buy and Sell App | by Manya Singh | IMG IIT Roorkee | Medium](#)

- [Product Design at IMG. Intricacies of design, collaborative... | by Darshan Kumawat | IMG IIT Roorkee | Medium](#)
- [Designing a college campus-based Noticeboard Android app | by Gouranshi Choudhary | Medium](#)
- Head over to
@<https://www.notion.so/Design-101-3970827acc3d40c18cdd2dab13406dad>
for further Design resources for beginners!

Still, have a Question? Ask Us!

We at IMG are here to help throughout your design journey from a learner to a designer. Just ping us at any point if you are stuck; we surely like to stick to the motto, “Help will always be provided to those who ask for it.”

Remark: Please post your queries on the [discord server](#). We would be delighted to see your progress. Even if you don't reach the end, what's most important is that you learned something new. That's all that matters to us. We're always looking for talented developers and designers who have a constant desire to learn and grow.



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All the best!

Stay tuned, as we will soon release the submission form on our recruitment site and social media pages. Keep following us for updates.

