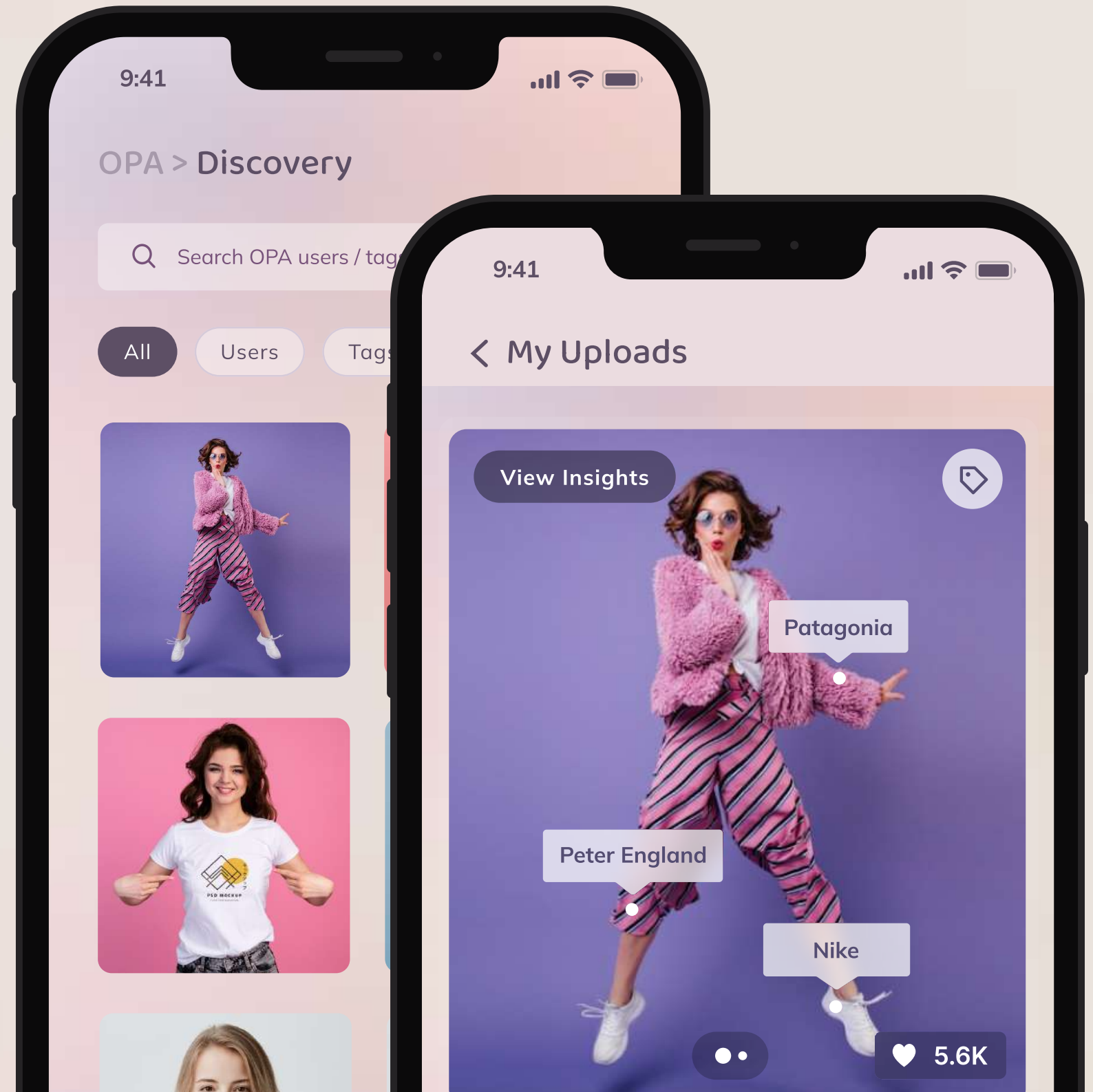




Revolutionize your fashion game today

Fashion advice at your fingertips - snap, share, slay with OPA

Project : OPA



About

Introducing OPA, the revolutionary new app that makes **choosing your outfits** a breeze. Do you ever find yourself struggling to decide what to wear? Maybe you have a big event coming up, or you just can't decide which outfit looks best on you. With OPA, those days are over.

Simply snap a photo of your outfit options and post them on the app. Our **community of fashion-savvy users** will provide their opinions and help you choose the perfect outfit for any occasion. No more stressing over what to wear or spending hours trying on different clothes – OPA has got you covered.

User Types

Platform

- | | | |
|----------------------|-------|------------|
| 1. Users | ----- | Mobile App |
| 2. Admin (My Client) | ----- | Web Portal |

Ideate

OPA was created to **solve the frustrating problem** of **choosing an outfit**.

Our team conducted extensive research and developed the idea of an app that allows users to crowdsource outfit opinions from a community of fashion enthusiasts.

Guys!! Which shirt is
looking better?

This one? →



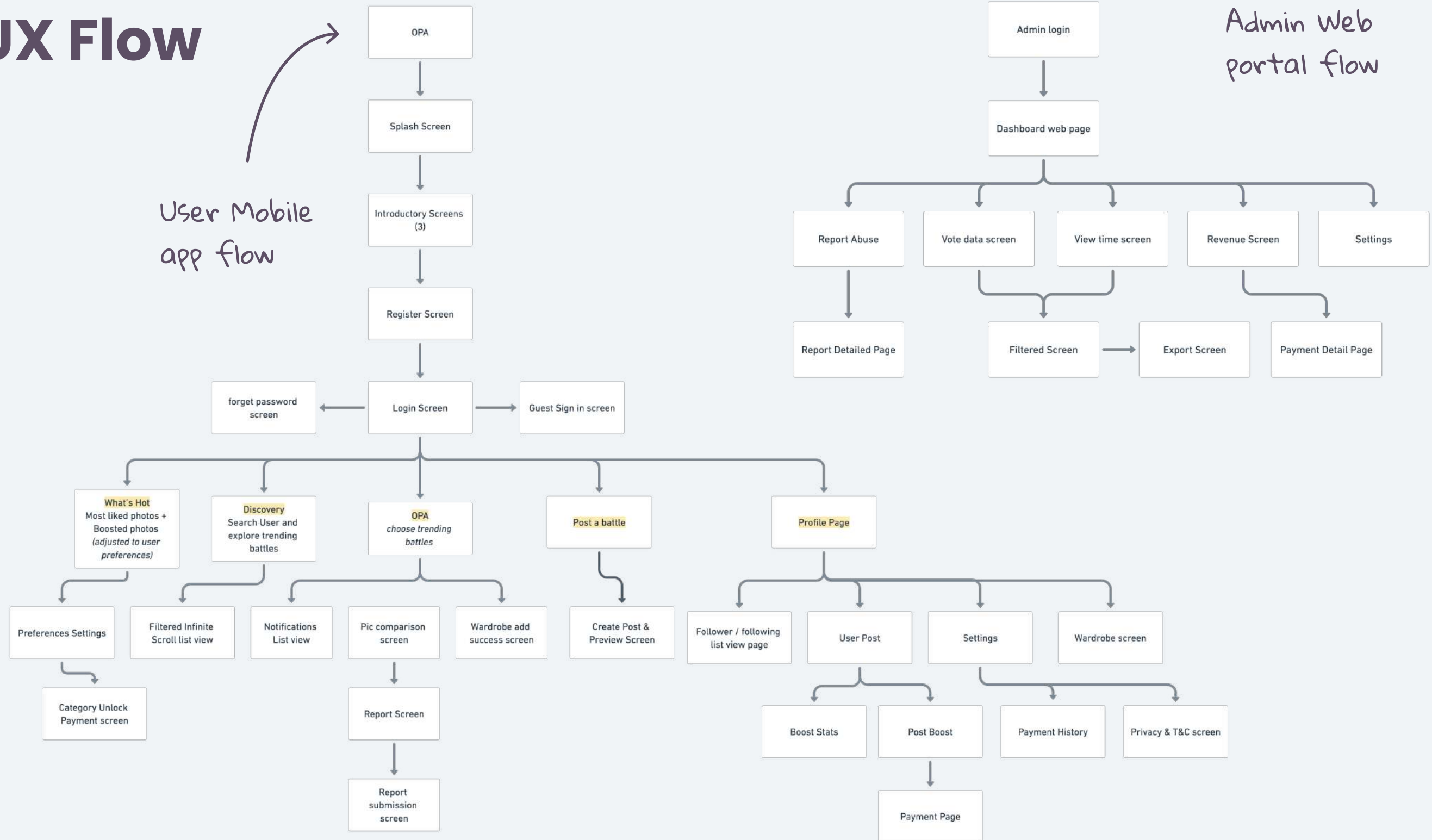
That one? →



UX Flow

User Mobile app flow

Admin Web portal flow



Challenges › Possible Input

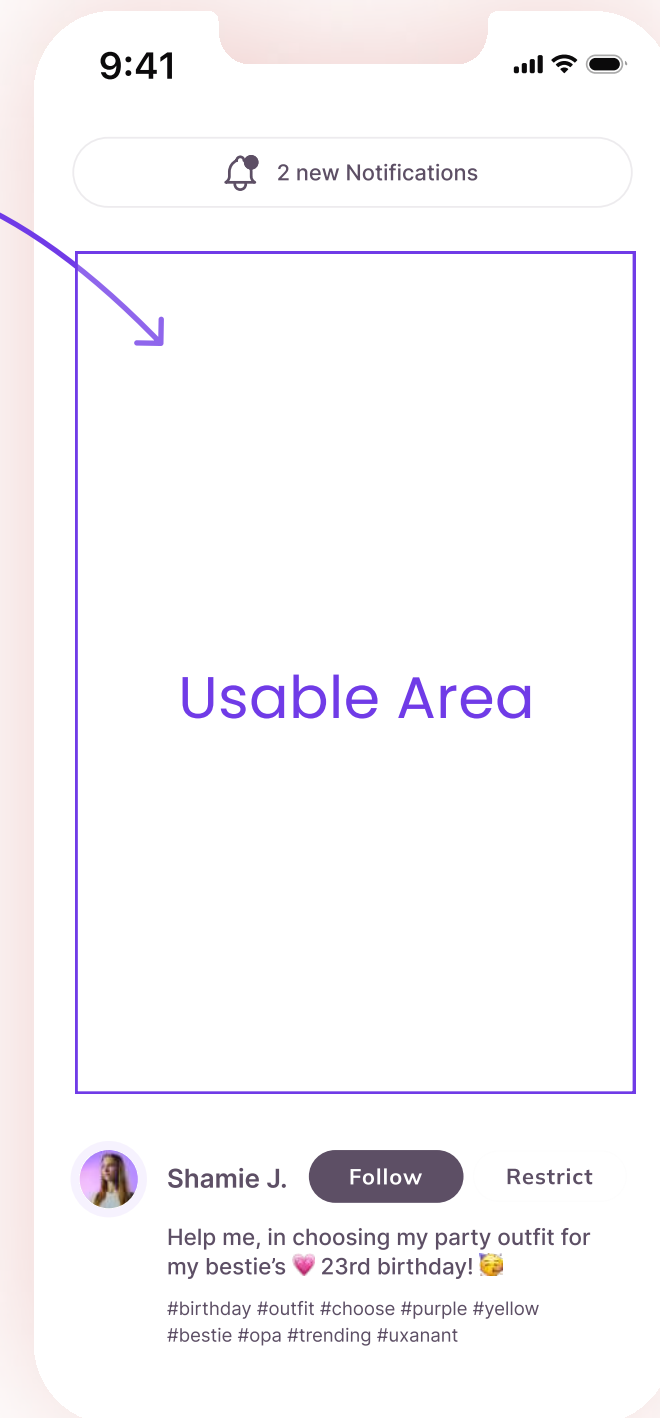


Different **image focusing** on different apparel, having **different** image **ratio**.

Challenges › Image Overlapping



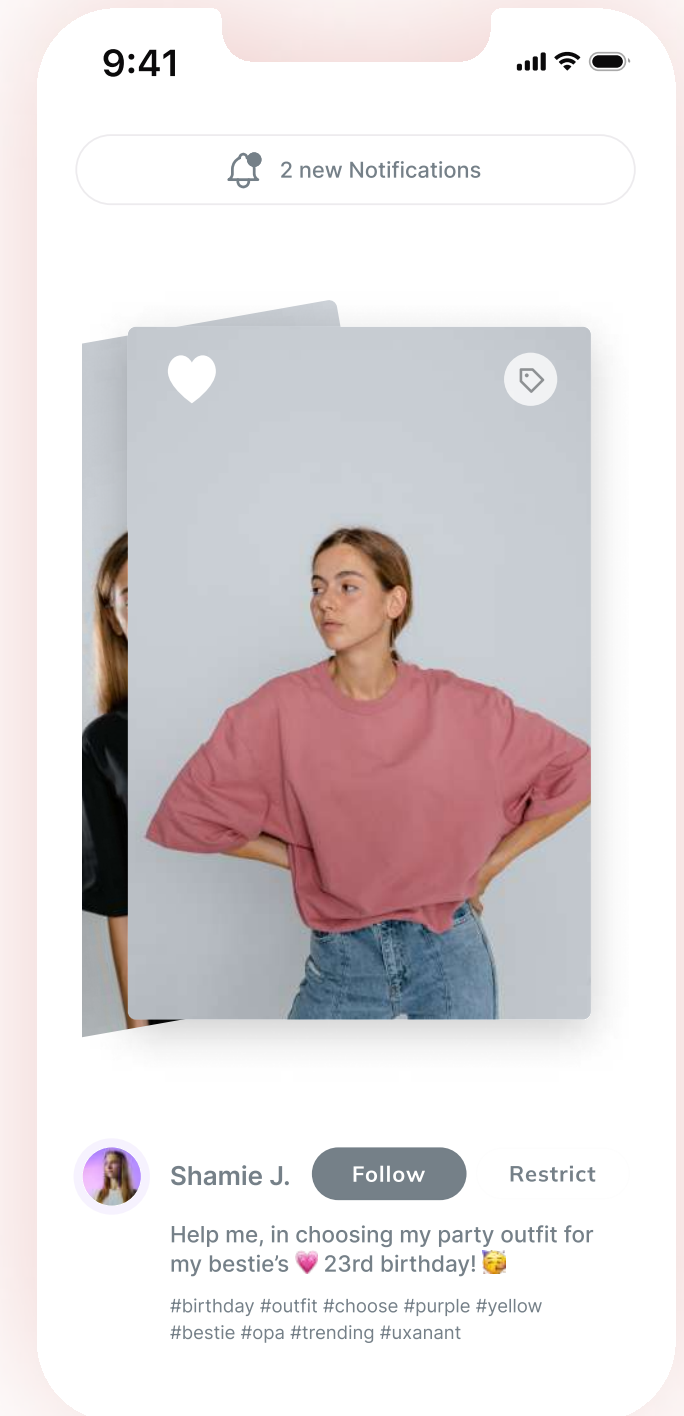
The aim was to enable users to view both images in a comparison view, allowing them to see the majority of the images at once. Clicking on either image would then enlarge it. However, the task was challenging due to the differences in focus on apparel and the lack of similarity in the process of clicking the images.



Solution > Partial Vertical Askew



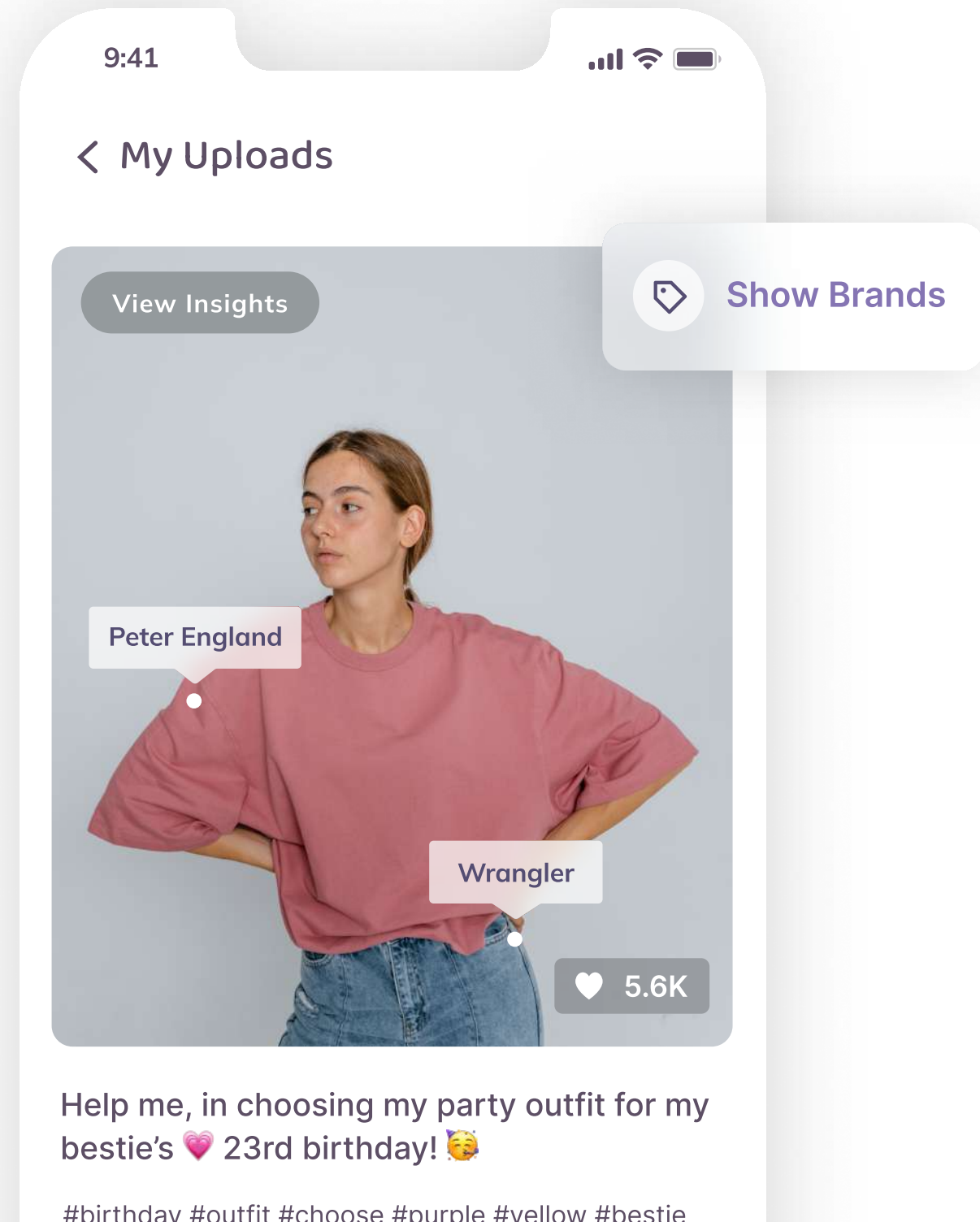
Rotating the image by 10 degrees enabled the majority of image components to be visible, making it suitable for a quick glance at images with different focuses. The addition of left and right swipe allowed users to easily zoom in on individual pictures, and the double-tap feature allowed them to like the image.



Add on features > Brain Storming

In an effort to **increase engagement** and provide added **value to users**, we have introduced the ability to **showcase the brands** of clothing in each photo.

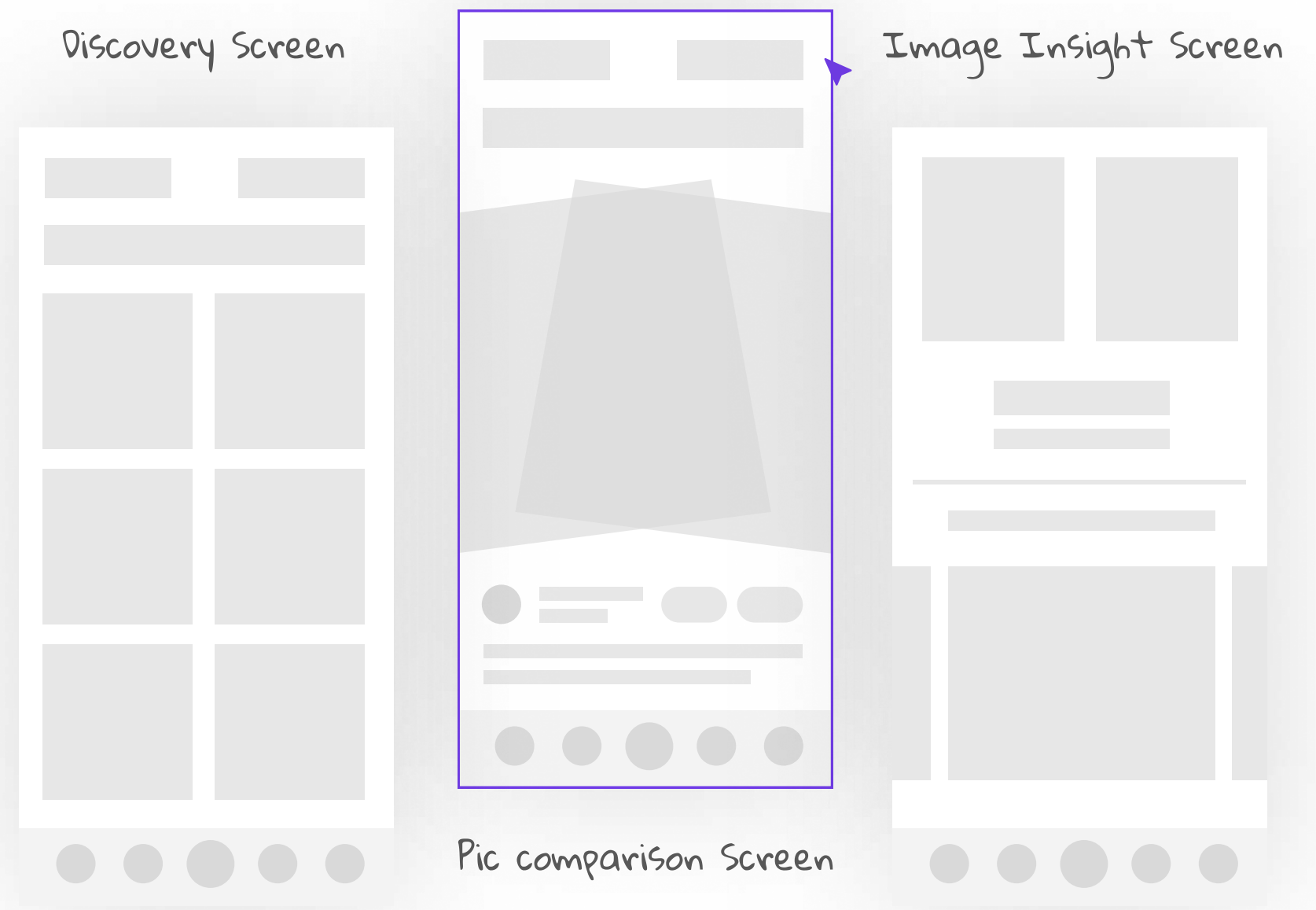
This feature adds a new level of detail and personalization to the **user experience**, while also allowing us to explore future opportunities for **affiliate marketing partnerships** with these brands.



Low Fidelity

This low-fidelity diagram helps the client to quickly and efficiently iterate on the app's design, ensuring a user-friendly and effective final product.

- This process involved several steps. First, we brainstormed the app's basic functionality, layout, and user flow.
- Next, rough sketches of the app's screens and user interface were created.
- We then reviewed and refined the sketches, making any necessary changes and ensuring the user experience was intuitive and seamless.
- We then conducted user testing to gather feedback and make further adjustments to the design.

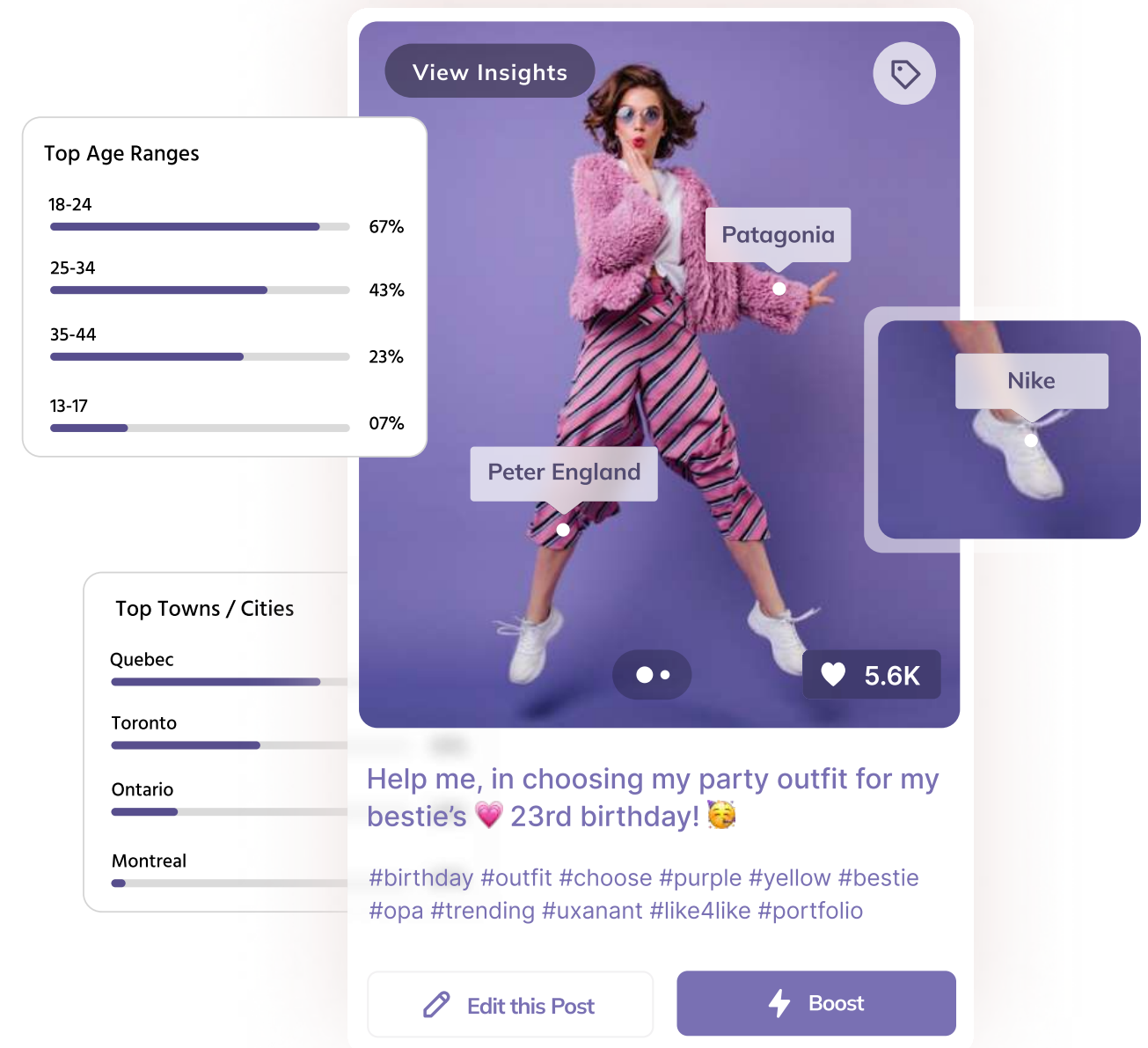


Product Component > Elements

With a clean and easy-to-use interface, i have designed its Product Card allowing users to access post insights and sort them based on age ranges, countries, or genders with just one click.

Also, i have integrated its USP to get a list of all tagged brands for every respective accessory with this card itself.

Having all these elements at one place with such easy user experience improve it's UI a lot!



High Fidelity

The final High fidelity designs consists of over 40 screens. The screen distributions are as follows.

- Splash Screen (1)
- Onboarding Screen (10)
- What' Hot Screen (3)
- Discovery (2)
- OPA (3)
- Notifications (2)
- Report Screen (3)
- Post Screen (6)
- Post Insights (2)
- Error Handling Screen (2)
- Success Screen (2)
- Profile (4)
- Settings (4)

