



zalando
SmartShop

Discover,
Decide,
Dress.



User Experience Design WS2023/24
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Project Summary

Based on the insights gained from the expert interview, this project aims to connect the online and offline fashion shopping experience and facilitate the user's in-store experience with artificial intelligence. As a result of the online shopping experience questions we asked the participants, we realized that Zalando is one of the most preferred online fashion shopping websites in Germany and based on this insight, we decided to shape the project for Zalando. It is shaped by focusing on the needs of customers regarding the shopping experience in the offline store and their likes in online shopping.

Through this project, customers in the Zalando store have an improved experience with the developed web-based digital product, without the need to download an app on their phone;

- The chatbot, developed with artificial intelligence, allows users to describe the product they want to have and find the best matches in the store.
- Customers who cannot decide what to buy can reach outfit suggestions by telling the chatbot about the styles they are inspired by.
- Customers can receive outfit suggestions through chatbot for a specific product they like.
- Users find the location of each product recommended by the chatbot without the need for an employee in the store with the guidance of the developed digital product.

With these features of the product, users can access the desired clothing combinations, the location of the products in the store, and the availability of the products in the online store without being affected by the store crowd and without spending much time.

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Context of Use

Over the past years, the demand for online shopping by customers in the fashion industry has increased. The pandemic has undoubtedly accelerated this process and caused brands to invest in online sales opportunities. During this time, brands have focused on improving features such as product filtering, chatbots and product recommendations on their websites to enhance the customer experience. In addition, artificial intelligence is one of the tools that allow customers to access a product on the website in the fastest way.

However, based on the expert interviews, it can be concluded that brands want to continue to invest not only in online sales but also in the traditional marketing method of in-store sales. Brands still find offline sales important because of their contribution to awareness and relationships with the customer.

Nevertheless, we can see that offline sales channels have not been able to reach the rapid devel-

opment in online sales channels as a result of the development of artificial intelligence and investments in websites. But it should not be ignored that the customer in the fashion sector still shows interest in offline shopping as well as online shopping. Today, several brands are taking steps to improve the offline shopping experience. Tommy Hilfiger AR Mirror product is an example of this. Unfortunately, such products placed in the store are insufficient to connect the online and offline sales channels of the brands.

For the target audience in the fashion sector, outfit suggestions on websites, ease of finding size options and flexible experience without being disturbed by someone else are the attractive aspects of online shopping and they are looking for these features in stores.

The research is based on user and expert interviews conducted in order to empathize and learn about customers' habits and expectations in offline and online stores.



Image Credit: pexels-ron-lach-8387825

Our goals and tasks

We aimed to find a solution for building a bridge between offline and online shopping. First, we analyzed the technology that is used in online shopping within the aspects of the benefits and downsides. This helped us to understand current user behavior such as how they are using technology and what their preferences are. Then, we set the goals to understand advantages of offline shopping and the users shopping habits in the store. The gap between offline and online shopping was passing through not using technology in the store effectively.

The technology which is used in online shopping such as recommendation or searching can be used offline in many aspects. Our goal is combining online features in the store. In that way, offline shopping can be more attractive to users. We set tasks to understand user needs and requirements in both online and offline shopping to achieve our goals. Our tasks were defining problems, needs and requirements; conducting interviews with the target users; developing solutions and creating prototypes; user testing with interactions; defining next steps referring to our final result.

Target Group

We decided to research and develop a concept for a target group of young adults, who like fashion shopping both online and offline also, currently working. The target group includes men and women aged between 25 and 35.

This group was chosen to examine because they are individuals who have the energy and mental flexibility to experience and compare online and offline stores. Also, they can make an effort to do shopping regularly. In addition, the selected target group is important as it has the capacity to evaluate new digital experiences to be developed for offline shopping experiences.

Demographic data

- 25 to 35 years old
- Male and female
- Currently living in Germany
- Currently working
- Online and offline shopping at least once in a month

Main characteristics

- Tech savvy
- Open to innovation
- Being interested in online and offline fashion shopping

Wishes and goals

- Fast shopping experience
- Have suggestion for outfit
- Undisturbed shopping journey
- Be able to check size availability in online and offline stores.

Problems and fears

- Not be able to sort the clothes.
- Being lost within a variety of clothes.
- Limited outfit inspiration.



Image Credit: pexels-liza-summer-6347546

User Interviews

We conducted user interviews with 5 people who match our target group. We aimed to gain insight into their offline shopping journey and besides that have an understanding of what they like of online shopping.

Participant	Profession
Onur Gülkökan	Software Developer
Qussai Khaddour	Designer
Gizem Çatal	Communication Designer
Aysu Akbaba	Student
Bengi Güralp	UX Designer

To examine the interviewer's insight, we created two main titles with three sub-titles they are as follows; Offline and Online shopping; pre-shopping stage, shopping stage, and after-shopping stage.

1. Offline Shopping

In order to learn about the participants' experiences in the store, we asked them questions about their likes, difficulties, how they solved problems, how they managed the process, and their needs.

1.1 Pre-Shopping

According to the participants, the common behavior is to be prepared before going shopping. This appears in different ways depending on each user. Users would like to be informed about new fashion styles and product recommendations to find the most suitable product before going shopping to prevent time-wasting while shopping and stay up to date. They achieve this type of information either by asking their relatives or searching on the Internet.

"I am searching trendy clothes on Instagram before going shopping."

— Gizem Çatal

In summary, it can be seen that our target group finds the product and style recommendation methods in the stores inadequate.

1.2 Shopping

This stage includes the steps of finding the product, getting information about the product, trying the product and having feedback about the outfit. Each step has its own main problems.

Participants consider different characteristics when looking for a product in a shop. The color, style, size, and price are the most noticeable among them. However, the common point is that they aim to reach the product's location and suitable size in a short time. When they find the product, they want to gain detailed information about it; such as price comparison between online and offline, production location, and material.

"They are placing pants, and jackets in the same place. But they need to be separated according to the type of product"

— Qussai Khaddour

"I search products according to color."

— Aysu Akbaba



Image Credit: pexels-cottonbro-studio-6069556

It can be seen that our target group's offline shopping behaviors are quite similar to product searching habits in online shopping. Also, the common problem is that the participants have difficulty deciding on the appropriate product for them alone after finding a suitable product to try.

"I take a picture of my outfit and send it to my friends, and mother."

— Aysu Akbaba

Finally, it was also observed at this stage that the shops did not make it easy for the customer to choose a product and that customers needed advice during the product selection process.

1.3 After Shopping

Users highlighted that the return process of the product purchased from the store is not as easy as online shopping and that the stores provide little information about this issue. However, when we look at the user's overall shopping experience, this problem affects the process the least.

2. Online Shopping

When asking questions about users' online experiences, we aimed to find out why participants prefer online shopping and to explore how we can connect the two realms by improving the in-store shopping experience as a result of our findings.

2.1 Pre-Shopping

Similar to offline shopping, the pre-shopping focus in online shopping was on obtaining general information about product price and style advice.

2.2 Shopping

The user's likes in the online shopping process were important for us because we gained insights that confirmed the problems experienced by the participants in the stores. Participants emphasized that they liked shopping from the comfort of home without being disturbed by an employee and that they could access product recommendations and style suggestions more easily during online shopping.

However, the problem in online shopping focuses on understanding the product quality, price quality balance, and the fit of the product to the body. In case the user wants to return the product after purchasing it, they need to be able to easily understand how the process works.

One of the participant explained his challenge as follows;

"I ordered something and delivery took 10 days. The invoice is for 14 days. Delivering is the biggest challenge."

— Qusai Khaddour

2.3 After Shopping

The participants emphasized that after purchasing a product, they need to follow the process of the product until it arrives at the delivery address and they need someone to communicate with from the company. These needs are very important in terms of making the user feel safe and solving any problems that may occur.

In addition, if the user wants to return the product, the user should be able to easily learn about how to manage the process.



Expert Interview

We conducted an interview with an expert from Coduct company. We aimed to understand the shopping experience from the perspective of business. Our questions were related to understanding current customer experience, industry trends and consumer behavior. We had an idea about the current technology that is used in the fashion industry. How AI is used to improve shopping experience in online and offline, and in what way AI can be developed in near future were one of our goals.

We can summarize the insights that we gained from the interview:

We should think in another way to connect offline and online shopping. The main problem with the online is that we cannot touch and feel, and we return them back if they do not fit well. Two main questions emerge:

- How to connect offline and online?
- How to provide an experience similar to online shopping in offline shopping?

There are different types of customer journeys. First, the customer knows what to want and says it directly. Second, context search like saying that I want to ski and what I should wear. Third, product discovery is like following the trends and checking out what is new. This type wants to change their style and needs recommendations.

In conclusion, we should find how to consult customers online in a way that fits the product. The websites change to engage better with the customers like ChatGPT and AI engagement. Online is successful, but offline works better for specific products. The connection between online and offline is the main challenge. Product recommendation is a good option that we can focus on while developing a solution. There are some technologies and innovations using online shopping such as matching the clothes on the customer's picture, however technology is good but still complex. The solution could come from offering effective and clear usage of technology to address this complexity.

The main differences between online and offline shopping are:

01.

Offline shopping provides feeling, touching and trying of a product. However, users are not able to do these in online shopping.

02.

Users are able to ask someone in store, however they need to do everything by themselves in online shopping.

03.

Users can see all products at the same time in offline shopping, however it is a bit harder to do it in online shopping.

04.

Offline shopping provides the option of comparing products better.

Customer Journey

In this project, the focus is on simplifying the steps of a customer's product selection in the store, finding product location and outfit suggestions for the product. This process may proceed differently for each customer in the store.

The first scenario can occur as follows;

The customer has a specific product that he/she wants to buy and does research in the store by focusing on it. If the customer finds the desired product, there is a possibility to do research for another product that will combine the outfit.

In the second scenario;

When the customer enters the store, he/she does not have a definite idea about the products he/she wants to buy. However, there is a possibility that he/she knows the location where he/she wants to use the product, the style of the product and the color palette.

In the third scenario;

After entering the store, the customer has already found the product they are looking for, but he/she needs style ideas to find the product that can match the product they have chosen.

Problem Definition

Based on the interviews, the main problem addressed the gap between offline and online shopping experiences. Offline shopping lacks the technological advances and conveniences that online shopping offers, such as personalized recommendations and effective search. These differences result in a less appealing shopping experience for users. Offline shopping offers the advantage of physically experiencing products by touching, feeling and trying them on. Customers also have the option to ask store staff for assistance. Online shopping, on the other hand, provides convenience and the ability to view a wide range of products at once, but lacks tactile experience and personalized assistance. The challenge is to create a consistent and intuitive shopping experience that seamlessly integrates the tactile benefits of offline shopping with the convenience and personalized support of online platforms, while also addressing a variety of user types and using AI-driven technologies to increase user engagement and satisfaction.

User Needs and Requirements

According to ISO 13407: 1999, user needs serve as the foundation for both user requirements and the remainder of the product development process. The User Needs Report focuses on issues that prevent users from reaching their objectives. It encompasses the surroundings, tasks, people, and contexts in which a product is used.

In the realm of offline shopping, users express a desire for thorough information and guidance before venturing into a physical store. The need for pre-visit information encompasses details on products, their availability, and store layout. Once in the store, users seek efficiency, desiring a quick and straightforward process to locate and select their desired items. Ensuring a proper fit and a sense of certainty about selected items are crucial aspects of the offline shopping experience. Additionally, users want clarity on post-purchase actions, understanding the process for returning unwanted items.

Conversely, online shopping demands a different set of user needs. Users expect comprehensive background information, fostering a sense of informed decision-making. The online platform should serve as a source of inspiration, guiding users through content that sparks interest. Efficient utilization of algorithms on these platforms is key, aiding users in discovering relevant products. Transparency on return procedures, a realistic portrayal of products in terms of size and quality, and the ability to track the delivery process contribute to a positive online shopping experience. Furthermore, users desire a platform that facilitates the expression of their opinions about both the purchased product and the online service itself. Overall, catering to these diverse needs enhances the user experience in both offline and online shopping environments.

User Requirements

User requirements for an enhanced offline shopping experience include the ability to explore new fashion styles, receive product recommendations, and easily discover discounts. Users also seek an intuitive shopping environment where they can independently locate specific product groups, browse products by brand, color, and style, and access different sizes without assistance. Additionally, users value the convenience of finding both high-quality and affordable products, viewing outfit combination examples, and obtaining online product recommendations based on their selected items. The ability to see material information, production loca-

tion, and discount rates, as well as understanding the return policy, are crucial elements for ensuring a secure and informed purchasing decision.

For online shopping, users desire a platform that allows them to compare prices, stay updated on fashion trends, and receive personalized recommendations. They seek efficient filtering options for colors, sizes, and easy access to relevant terminology. Transparency and flexibility in the return policy, along with real-time package tracking and efficient communication with the delivery company, contribute to a positive online shopping experience. Users also express the importance of understanding product quality, evaluating the price-quality balance, and having the ability to leave feedback and ratings. Overall, meeting these user requirements contributes to a seamless and satisfying shopping experience, whether online or offline

Design Solution

After all the interviews and analysis, the Zalando SmartShop concept was structured. The central proposal of this solution is to combine the best of the online environment with the offline shopping experience, making a trip to the physical store even more enjoyable.

Zalando SmartShop is an online platform, developed as a mobile-first service focused on each physical store. The main motivation for the device used was to develop a service that could be used without difficulty or external help. For this, the most

fluid way is to suggest using the user's smartphone, without the need to adapt to an external device (such as tablets or big screens around the store). In addition, there was almost unanimous concern among users about the act of providing personal information to shopping sites, so in order to respect the privacy of user data and further simplify the user journey, it is not necessary to provide any personal data or register on the platform in order to use the benefits offered by Zalando SmartShop.

This service has two basic functions: to inform users about the availability and location of products and to inspire users with new styles and shopping combinations. Using in-stock information, the system informs users, in real time and without the need to walk around the store, whether the product they are looking for is available or not.

For new inspiration, the system uses the content created and currently available on the brand's website and social networks as a database. For this content, influencers put together outfits with products made available by Zalando and, by clicking on the photo, the user can see the details of each item used for that outfit.

[Click here and check the pitching of Zalando SmartShop](#)



User testing

Prototype

In order to validate the concept and journey of the service, a low-fidelity wireframe was created. This wireframe was tested with three users from the target audience interviewed and this provided more information to proceed with the final prototype.

To this end, the aim was to understand whether any functionality still needed to be implemented, as well as whether the way the information was laid out made it clear to the user which path they should follow to reach their primary objective. The application of a visual language was irrelevant to this analysis.

Evaluation

Usability testing

To qualitatively measure user impressions in different scenarios, two hypothetical scenarios were developed in which the user would be encouraged to interact with the platform. Below you can see the main feedback according to each scenario.

Scenario 1

Imagine you are in the Zalando store and you know what you are looking for exactly and want to find a pair of jeans for yourself, what do you do?

- All male users chose "Find Inspiration" instead of "Find a Product" in this scenario. The female user was in doubt about which button she should choose first but then took the right one.
- Some users didn't know what kind of information to say to an AI chatbot.
- Some users didn't know precisely their sizes (It can change from brand to brand).
- "The most important thing is store navigation. This is important."
- Some users would like to have extra info about the product, the length of the jeans for example.
- It's good the way that the platform shows the sizes available.

Scenario 2

Imagine you are in the Zalando store and you need outfit inspiration. What do you do?

- Answering the combination size might not be necessary.
- Gender questions are important in that case.
- "I was imagining one photo with a person with a combination. Then click the product on the image."
- Could be more like a Pinterest overview than a list of products.
- See the full outfit and the total price is positive.
- Some users would like to check the direct image of the outfit inspiration, not the product itself.
- A user said that a clean interface is ideal for focusing on inspirational pictures.

Besides those scenarios, some other topics could be noticed by the users in the process:

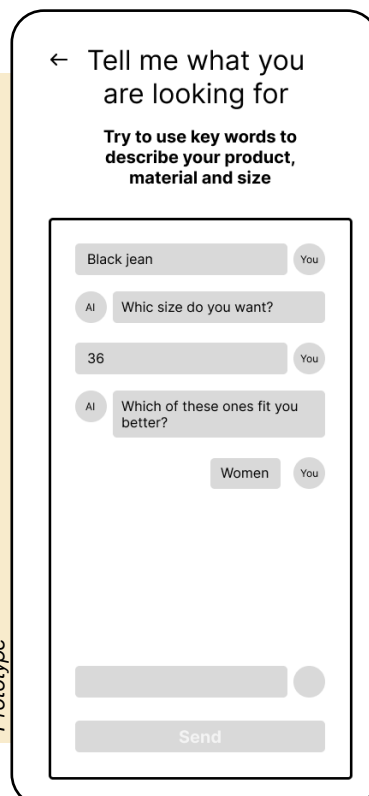
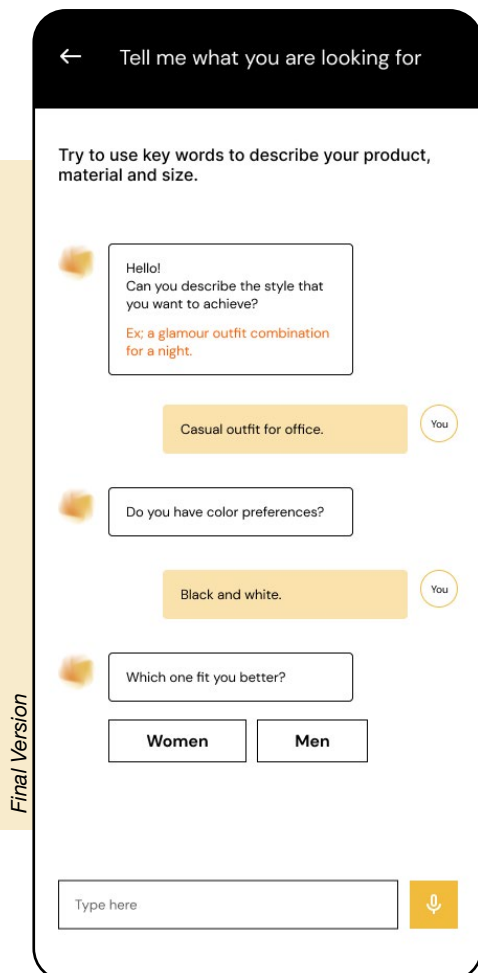
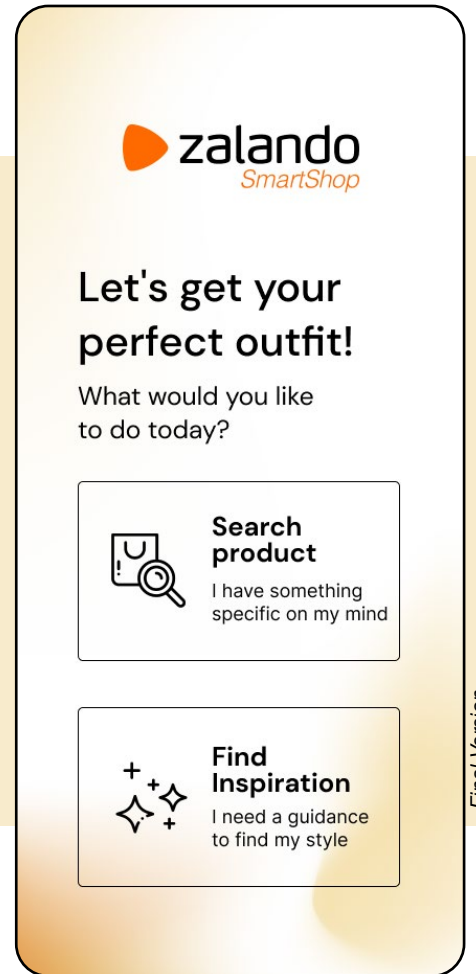
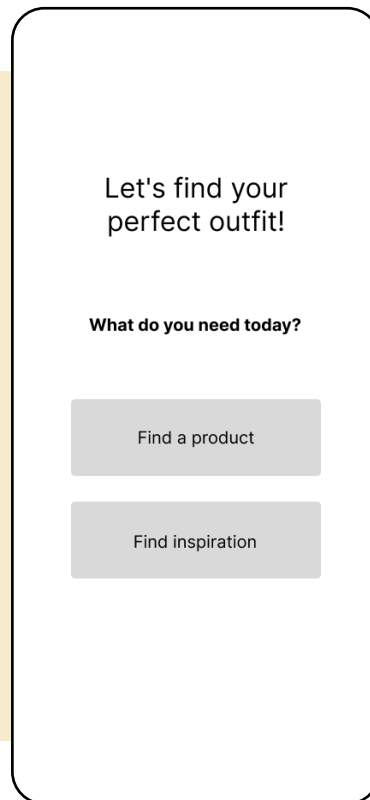
- In general, they needed more tips on how to interact with the AI chat to understand what kind of information they could offer in the search.
- All of them could accomplish all tasks in both scenarios without problems.
- In general the overall impression was positive. From the user's perspective, the platform saves time and effort. From one to ten, they rated the overall experience from 7 to 9, with being 10 the best experience they could have.

Iterations

The main changes made following user feedback were in relation to interactions with the AI chatbot, search results and the careful development of map navigation.

Home screen

Making it easier for the user to directly choose the appropriate option for the desired result is essential for a satisfactory experience of the service. To this end, support texts and icons have been added that can provide the user with clearer information about the activities that can be carried out through that service.

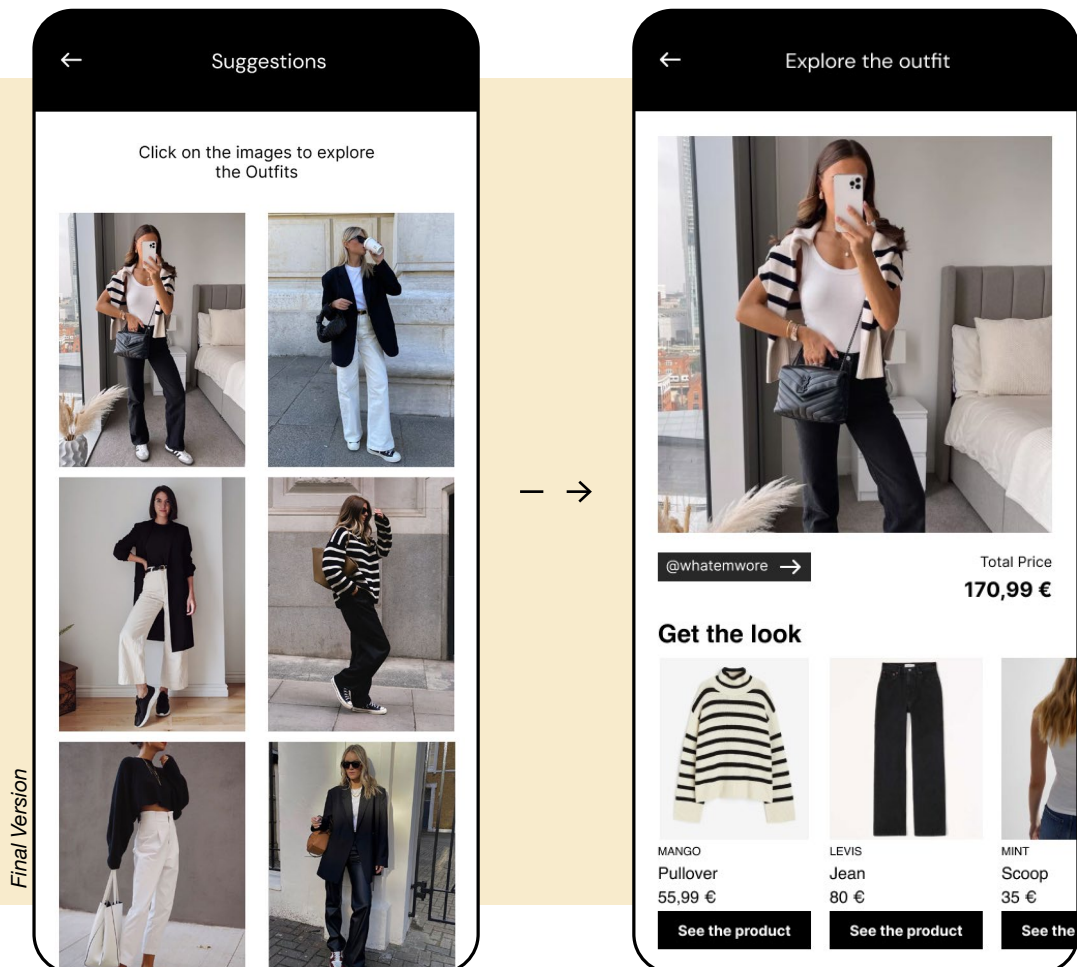
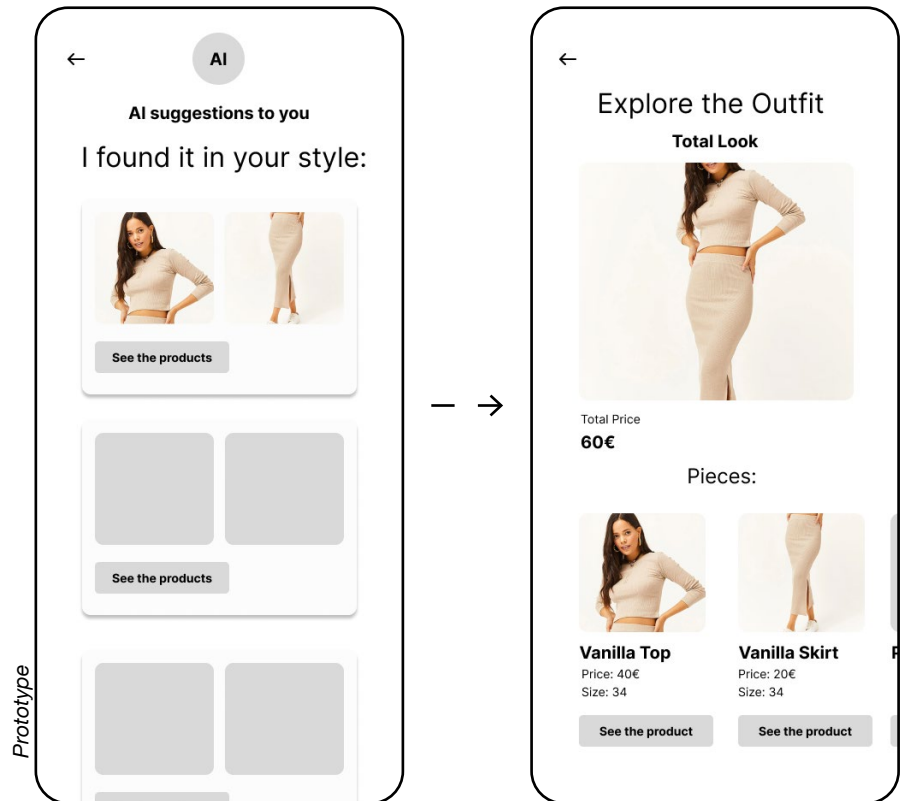


AI chatbot

To make it easier for the user to search and to offer clues as to what information can be provided by the user at this stage, some key questions have been included with multiple choice answers (without the need to speak or type what they want) as well as examples of good answers to open questions.

Search results

For the search results on style inspirations and outfits, it was important for the user to find people with different combinations of products immediately after talking to the AI chat-bot. Therefore, a screen was implemented that uses content created by the brand in partnership with influencers. The influencers put together outfits with products sold by Zalando and make these photos available on the brand's official website. By clicking on the photo, you can find all the products used in that combination. The same thing happens in the Zalando SmartShop: the user can check all the items and, through this screen, check the availability of that exact product or a similar one in the store they are in.

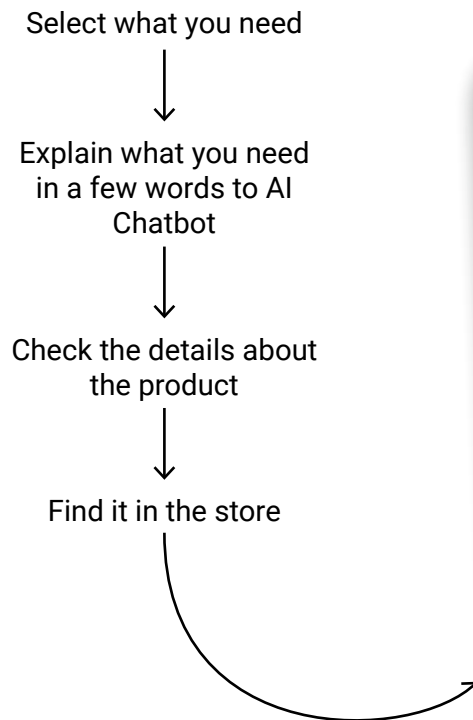


Results

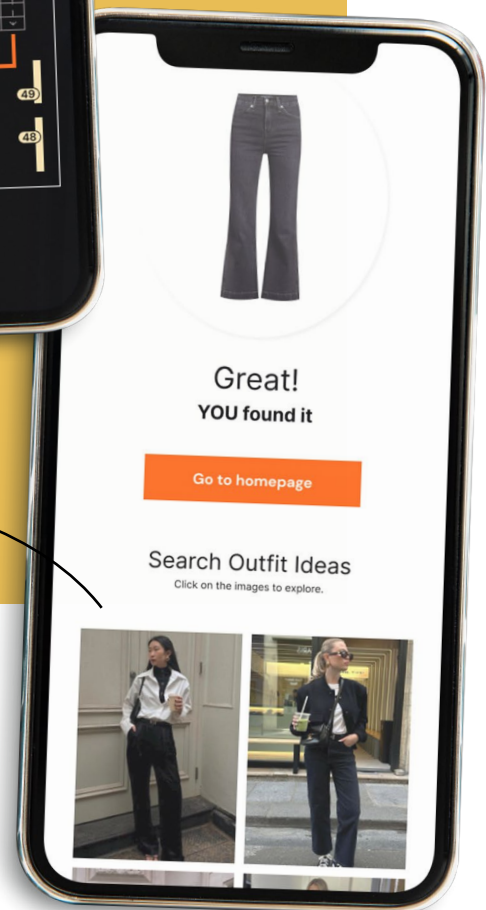
Final Prototype

The final prototype was defined on the basis of user test evaluations and the implementation of an identity for Zalando SmartShop. In this process, scenarios 1 and 2 described in the usability testing stage were used to draw up the service's main user journeys.

1. Find a specific product



*Navigation map
instructs the user how
to get to the desired
product according to
their current location.*



*Once the desired product has
been found, the platform suggests
combinations of outfits so that the
user can find more products of
interest in just a few steps.*

2. Find Inspiration

Explain what you want to find in a few words to AI Chatbot



Check outfit inspirations provided by the store in collaboration with influencers

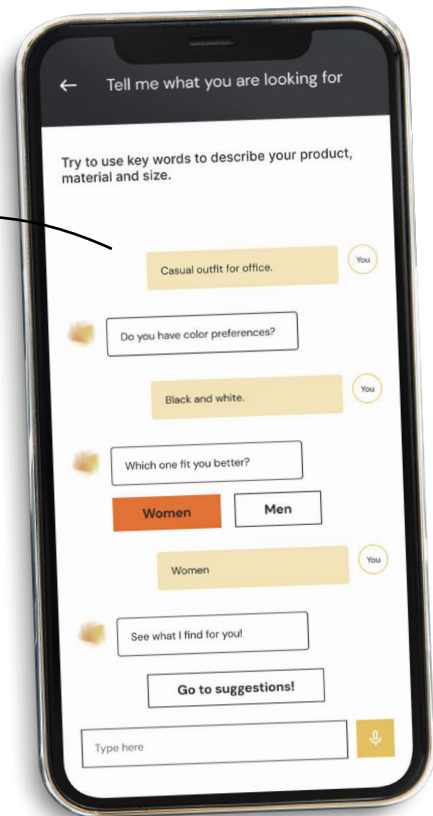


Check the details about the outfit and look for total price, sizes and product details

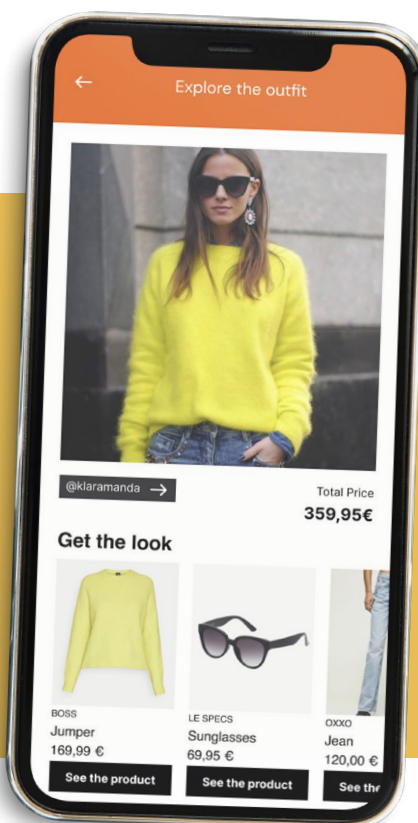
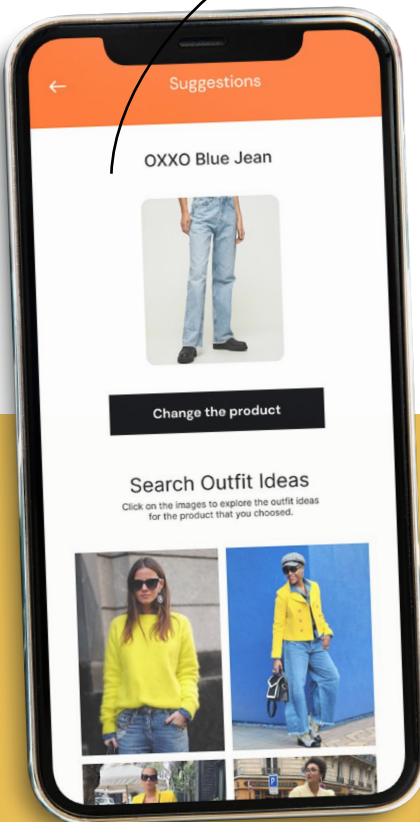


Find it in the store

Talk to AI about what you're looking for in your outfit.



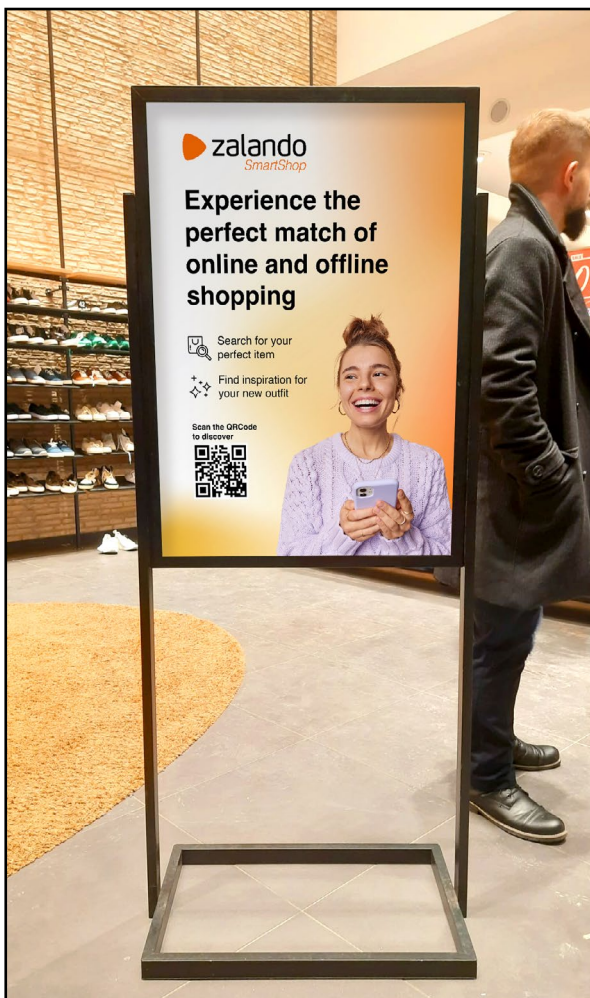
You can also search for inspiration using barcodes of products found in the store. Just scan the code through the platform and follow the search for inspiration. This option can motivate users to buy a product they found interesting but had little idea of how to use in their day-to-day lives.



Physical Store

The Zalando SmartShop digital platform guides users through the physical store with the help of a map accessible via their mobile devices. After selecting a product on their smartphone, users can effortlessly navigate to product's location in the store by using the sections with numbers shown on the map. **There are numbers on top of the sections in store.** These numbers are used in map to navigate users. On the map, the sections numbers are defined clearly to show the route. Clear signage and intuitive visual clues on the map define the route, making it easy for users to follow without confusion.

In addition, strategically placed ads promoting the Zalando SmartShop platform grab users' attention and provide a convenient entry point to the digital experience. By scanning the QR codes in the ads, users are directed to the platform without downloading anything. This integrated approach encourages user engagement with the digital platform, resulting in an overall more immersive and enjoyable shopping experience.



Next Steps

We presented our idea by addressing the problems and the solution based on these problems. In the prototype, scenarios of usage are indicated within explanations. AI chatbot and navigating users in the store are the main aspects of our solution. Our next steps include improving and iterating on these features to increase user engagement and satisfaction. Iterative design improvements should be made to optimize the capabilities of the AI chatbot. This process will include collecting user feedback through usability testing and incorporating insights to improve functionality and usability. AI chatbot's ability to provide personalized recommendations and assistance based on each user's preferences and context should be developed. This involves further developing machine learning algorithms to analyze user data and provide more relevant recommendations. Moreover, users' behavior should be analyzed in the store while being navigated to the product and conducted interviews specifically using this feature. That could give us a direction to improve navigation features in the store.

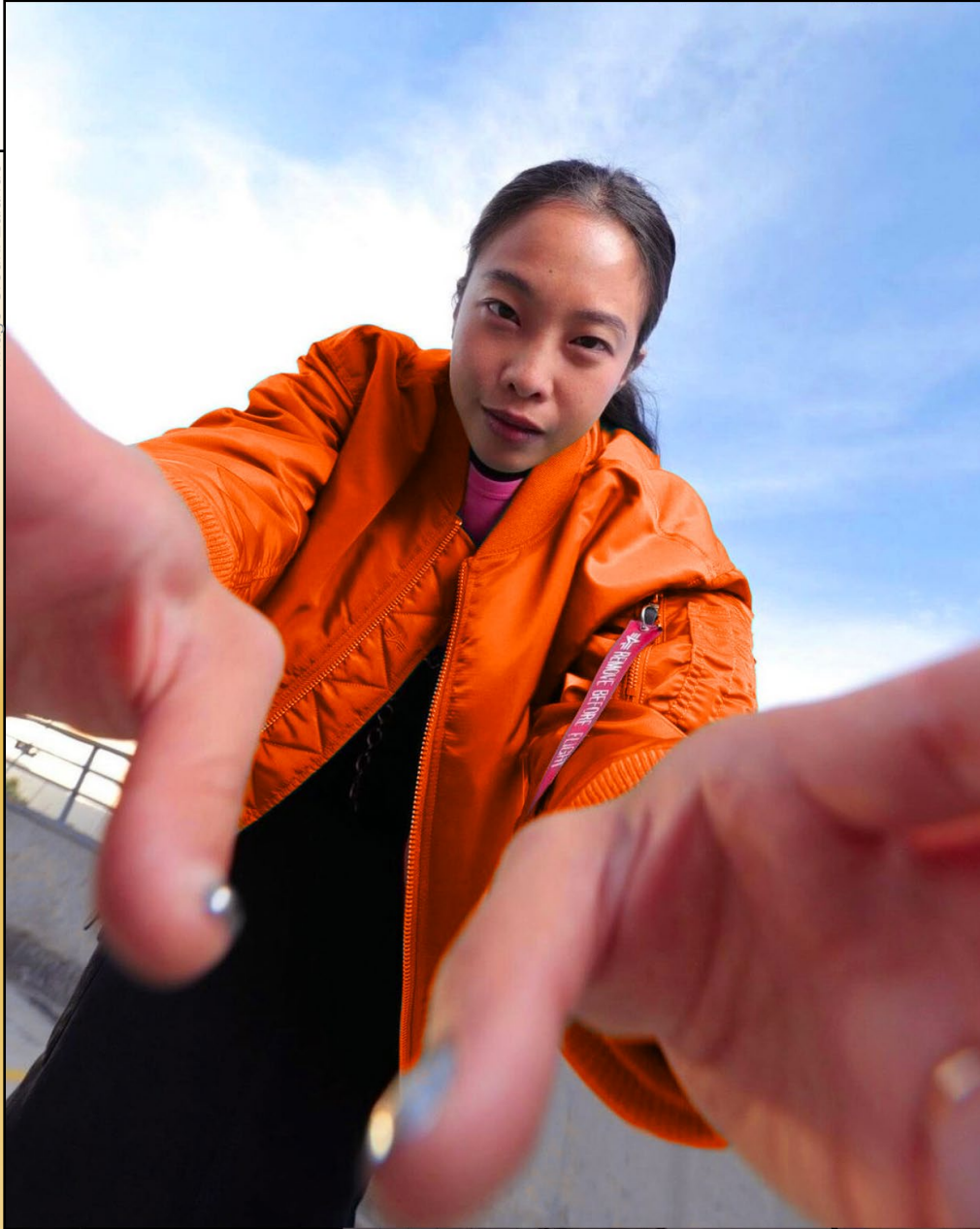
Conclusion

The Zalando SmartShop concept represents a comprehensive approach to integrate online and offline shopping experiences. By taking a mobile-first approach, Zalando SmartShop allows users to take advantage of the familiarity of their smartphones, eliminating the need for additional devices and downloading an app without the need for personal data entry or registration. The main solution is to enhance the in-store journey by combining the convenience and personalized assistance of online platforms with offline shopping. With features such as real-time product availability updates and style inspiration, users can easily navigate the store to find the products they want and discover new fashion trends. While users benefit from personalized assistance and streamlined navigation, our solution reduces reliance on store staff and minimizes the time it takes to find the desired product in store. With a focus on enhancing the in-store experience at Zalando, we conducted interviews, user testing and defined customers' specific needs and preferences. These helped us to understand our target group and iterate our prototype based on the results. To sum up, by prioritizing user privacy and accessibility, Zalando SmartShop sets a new standard for retail innovation, enabling users to have a more enjoyable and satisfying shopping experience in store.



Image Credit: pexels-diva-plavalaguna-6150522

Image Credit: Zalando



Annex

1. Context of Use (ISO/IEC 25063:2014)

Zalando SmartShop focuses on combining online and offline shopping at Zalando stores. It helps to find the user's desired product in a fast and easy way. When users enter one of the Zalando stores, they scan the QR code of the Zalando SmartShop placed on the advertisement in the store. By answering questions of the chatbot they find a specific product, style inspiration, or outfit combination suggestion for a selected product. Also, Zalando Smartshop does not show the results only from the store, it shows the product results from the Zalando website. When the user finds a matched item with his/her expectation, Zalando SmartShops shows the way for the customer to reach it in the store. Developed shopping experience with the help of Zalando SmartShop gives users opportunities for shopping experience reaching a large number of products, time-saving and filtering the products in the store.

Context of use element	Group 1
System, product and service	Fashion retail industry
General title of user group	Retail customers
Example job titles	Designer, Software developer
Demographic Data	Aged between 25-35 Currently working Living in Germany
Goal	Combining offline and online shopping experience in the store.
Assumed task to be supported	Finding the best-suited product in a fast way.
Assumed physical environment	Zalando
Assumed equipments used for task completion	Zalando SmartShop product Advertisements in the shop

Table A.1 A high-level description of the context of use

2. Expert Interview

The questions we asked during the interview:

1. Does shopping offline affect purchasing behavior?
2. How do we get back into the offline business?
 - a. What are the most challenging activities in customer service?
 - b. What are the advantages of going to offline stores rather than shopping online?
3. Can you describe the typical journey of a customer in offline and online stores?
4. What are the challenges in finding the right product between offline and online experiences?
 - a. What are the challenges to reduce the number of returns in fashion shopping?
5. What trends are you observing in consumer behavior that you think are relevant to in-store shopping experiences?
 - a. How do you stay ahead of changing consumer expectations in the retail space?
6. Is there a particular technology or innovation within the retail sector that has impressed you recently? Why?
7. Do you think that AI will change the way you showcase your products in offline and online stores?
8. How are fashion shops using AI in their offline experience?

3. User Interview

The questions we asked during the user interview:

A. Introduction

1. How often do you shop?
2. What do you prefer to buy in the fashion sector?
3. Which stores do you use to buy offline and online? Why would you choose these stores?
4. How can you describe your journey while shopping for a product?
5. Have you ever felt disappointed after shopping? Why?
6. How do you inform yourself about news in the fashion market?
7. Which one do you prefer between offline or online shopping more? How do you decide?

B. Online

1. What are the things that you like about online?
2. Do you need guidance on online shopping? Why?
3. How do you feel while shopping online?
4. Do you have concerns about shopping online?
5. What are your challenges in online shopping?
6. Do you return the product after shopping online? What makes you return a product?
7. How is your satisfaction in the end of online shopping?

C. Offline

1. What are the things that you like about offline?
2. What are your challenges in offline shopping?
3. What is your motivation to go to a store?
4. What do you do before going shopping offline?
5. How do you feel while shopping in a store?
6. What is your approach to find the right product in store? What could help you to find the right product easier?
7. Do you usually need a shopping assistant to help you in the store? If yes, why? If not, how do you manage it?
8. What do you do when you need guidance to buy something in store?
9. How do you feel when an assistant approaches you in a store?
10. What kind of information do you need while shopping in a store?
11. Do you ask people if they have some recommendations? If yes, which kind of information do you need?
12. How much time do you spend trying on clothes? Sometimes do you prefer to buy without trying?
13. What is the amount of the clothes you decided to buy after trying all the pieces in a store?
14. Is there any experience that you have buying online that you wish you could have buying in a store?
15. Can you describe something that impressed you while shopping offline?

4. Interview Results

	User 1- Onur	User 2- Qusai	User 3- Aysu	User 4- Gizem	User 5- Bengi
Intro Q1	Once a month on average.	3 times in a month.	Less than once a month.	Twice or third in one month.	Once a month.
Intro Q2	There's nothing in particular, but it changes seasonally. I prefer winter clothes in summer and summer clothes in winter.	Jackets, shoes, casual things.	Depends on my needs. Seasonal purchasing.	Tshirts and bags.	Sport and functional products from amazon. Skirts, dresses.
Intro Q3	I prefer online shopping because I don't like trying on clothes. Brands are very limited in smaller places, so I'm forced to shop online.	Zalando. More online than offline.	I like to touch and see products and prefer to be in-store. On the internet, I can see many options but I can not feel the quality. I prefer offline. If it is not an important item, I can buy it online. But it is expensive, so I go offline.	Hm and Zara for offline. Zalando for online.	Zara, primark, tkmax. For online : zalando.
Intro Q4	Offline: I don't look at new season items because I think they are expensive. I go to the discount section and look for what I need. If it's reduced from the original price, I might buy it even if I don't need it.	I decide to buy one product then I check the brand that I usually use to search. I check sale categories online. I do not check sales offline.	I go to the biggest shopping mall. If I like it I do not buy it immediately. I do not have too much time to buy something. So I do not spend more than 2-3 hours. I search for specific products.	I visit all the stores and after that choose something to try. If it fits, I buy it.	In the store, we always have a target. Try to find what she has in her mind. But online, browsing takes hours.
Intro Q5	The quality of the product is apparent for the price paid. I set my expectations according to the product	Lighting conditions and store atmosphere affect my decision. That is why it affects me and I can be disappointed after buying. I bought a	For expensive things, I can be manipulated by ads and social media.	Sometimes, if it is really expensive and something does not fit me.	The skirt got late. But the quality was not good. So, I felt disappointed and returned that one.

	performance. If I'm buying an expensive product, I look at reviews, like on YouTube. This sets my expectations.	nice T-shirt in the store. After that I realized its color was different, so I went back to return it. If I bought it offline. But online is the opposite.			
Intro Q6	I don't follow anything in particular. I keep up with fashion by looking at what others wear. I also look at second-hand clothes.	Online store ads, social media. There is no advertisement in store for discovering new styles.	Influencers on Instagram. Family members, my sister and friends.	Instagram, campaigns, advertisements. Vogue magazine email.	Mostly social media. Instagram, Pinterest. Look out for their trends and take inspiration.
Intro Q7	I prefer online because I can look at more things in a shorter time. I look at expensive items online. Price is important in decision-making. If it's close by, I prefer to go and buy it.	Online, I don't like spending too much time in a store. I can check the exact product in my mind.	For shoes, I have a specific brand New Balance, Nike. For clothes, I want to contribute to small shops. I do not like fast fashion. Caring for ecology is important.	Usually offline because I want to try. Bags and shoes online, clothes offline.	If it is important for her, she goes to the store.
Online Q1	It's nice to see all the measurements of the model used and to be able to compare them to my size. It makes me feel more secure and make better choices.	Filter based on brand. If I want to find white pants, I need to visit many stores. It takes too much time.	I do not have to touch and decide according to that. I can see the price of everything easily. I can buy it fast.	We can easily find what we want. It takes less time.	It is a fast and comfortable way.
Online Q2	No. I filter by the criteria I want. I don't need it because I watch review videos beforehand.	If I am not able to find the exact product.	No. Because we are born in this technology.	It depends on the website interface.	Don't exactly need it, but use a menu related to styles (elegant, sexy, casual, gothic...)

Online Q3	Neutral. I feel more at peace because no one is bothering me.	I feel comfortable, while eating your breakfast you can do shopping.	Comfortable, bcs you are on your bed and scrolling.	Satisfaction is also because it doesn't take a lot of time. She like when she find sales that are available only online	It's "me time", "taking care of myself". Have fun.
Online Q4	The product might not be like it appears in the photo, and it might not fit.	Last time I ordered something and delivery took too much time. The invoice was 14 days which means I have to turn them in 14 days. But they deliver around 10 days. Delivering is the biggest challenge.	It is not that trustworthy. Stolen credit cards are a concern.	The Delivery problem is my concern, that is why I prefer offline.	Yes. don't like giving credit card's info.
Online Q5	Constantly entering card and personal information feels insecure.	x	Shipping, if it is high for the product price I do not want to buy.	Delivery/ packaging.	Sometimes, algorithms are not that good, and it can be difficult to find what she wants. Too many notifications in some cases.
Online Q6	Not often. I don't like returning things. I'm too lazy to send things back. I don't know how the process will proceed and feel hesitant. Thinking about the environment, I prefer not to return items, like on apps like Zalando. I'm conscientious.	Size and if it looks different from the website.	I haven't done it in 5 years. My family members do that. They order and try to return them.	If damaged.	Yes, if they don't fit her. They might have low quality and look cheap, return them.
Online Q7	He doesn't feel very comfortable until delivery arrives.	Satisfied.	I can feel the product and try it in the store. But I wonder about the product and how it's gonna be online.	Good. Offline is more satisfying because don't wait that much.	Quite high.

Offline Q1	You interact directly with the product. You can feel how soft it is and buy what you want. The design of some stores is beautiful and being inside them is enjoyable.	He can interact with friends, talk about clothes, but usually don't buy. One advantage is trying but is not that important.	Shopping is my cardio. You can always go and see stores while shopping. Like drinking a coffee, let's go to that store. Color is an effective way to buy it.	Trying, touching (feel the material).	Trying clothes on. Touch every material. See what's new in front of you. Like to find deals that are not available online. Likes how the store and clothes smell.
Offline Q2	Being bothered by employees. I want to manage my own process. I don't like it when someone comes up to ask if I need help. I don't like having to ask. I wish there was something to scan barcodes to see if something is in the store."	Finding the exact product in my mind. I think people go offline shopping if they do not know what they buy.	Psychologic. When I go to a store and see something, if I don't buy it, I cannot find anything better than this. If it doesn't fit, she wants to learn about other stores if they have the right size.	Crowded (specially in sales), trying can take time, find your size easily.	If an employee approaches, she doesn't like it. It sometimes gets overwhelming. Takes too much time.
Offline Q3	I prefer going to a store and buying something rather than waiting for online delivery. It's faster.	There is no.	She is a small person and doesn't trust the picture, so goes to the store. Being able to try the clothes is the motivation. Cultural thing, having with your family and eating your dinner together.	It can be an activity. She can see everything at the same time.	When she knows what she wants, the product is the motivation. If the store has a good decoration that catches her attention, she might enter.
Offline Q4	I compare prices with those online.	x	Check with friends how they dress. What are they wearing? Ask her mother about the price and quality.	If she sees it on instagram, she searches a little bit about it before, and then goes to the store.	Look for the same item in different stores > take a pic of the tag of the products and check after.
Offline Q5	It depends on the store. I don't like crowded places. I	I do not intend to go to stores. I go to the city to explore	Anxious. Is this right or wrong, always in	Happy, if it fits well, she feels confident. It	Too long: Overwhelmed Short: happy

	fold everything I try on neatly and think of the employee. I feel embarrassed. In more luxurious stores, I'm amazed by the atmosphere and feel good. I don't have a strong connection with brands.	and If I see a store I can enter.	discussion with herself.	happens because it happens immediately, you don't need to wait for the product (like when you buy online).	
Offline Q6	I try to find what's on each floor and go there. I can't find everything offline that I see online. Once I find the right section, I go there. Product placement is important for finding the right product. I can't find it if products are placed haphazardly.	There are some screens to find a product. Tommy Hilfiger users were trying the product on screen. It shows like you are wearing it.	Color is important. Feeling comfortable.	I can ask. Products are divided. I follow the directions. Generally it helps. I also try bigger sizes.	Color sections work to find.
Offline Q7	He wants the product he is looking for if there is no size.	Having a shopping assistant is important because you do not know where the t-shirts and other stuff are. I ask to find a location.	If she doesn't know what to want, she needs to.	Crowded: yes. If it is empty: she searches by herself.	If she needs it, she goes for it, if not, she finds it annoying.
Offline Q8	He's looking for the shop assistant in the store.	I ask for location and other sizes.	Look at the phone first. If it is not crowded, she prefers to ask.	Not a problem, she is kind to the person.	x
Offline Q9	He doesn't like it very much. He feels nervous. When he sees he's being watched, he doesn't want to talk.	It is normal. I do not feel disturbed.	Even when she says no, the assistant continues to come and she feels uncomfortable.	I do not feel bad. I say no just.	Not good.
Offline Q10	He first looks at the prices. Sustainability	In large-scale stores, I need locations. Material	The texture of clothes. Brand	I need information about material	Return policy. More personalized things like which color

	features of the product do not interest him much.	Information should be written in the product. They mix pants, jackets and t-shirts in the same place. They need to be separated according to the type of product. I want to see the combination of the product these pants can match with this shirt.	name is important.	and product location according to their types.	she likes or type of clothes.
Offline Q11	He asks people whose style he trusts and gets their opinion on what they recommend.	I asked my friend about style.	Took a picture and sent it to friends, mom. If they could look at it, she cares about them.	Always ask friends. What they think about the cloth (trendy or not, fits well or not).	Ask your boyfriend. General ideas about the outfit.
Offline Q12	Yes, he does. He doesn't like to waste time. He especially doesn't like trying on trousers. He never buys them without trying them on.	I buy sometimes. It takes too much time. I do not try tshirt but I do for trousers.	Very less. 5-10 mins. She prefers trying.	30-45 minutes in each store.	In a store, always try, that's the reason to go to a store. 10 minutes, just to check if it looks good.
Offline Q13	He doesn't buy a lot to try. He's looking for a small variety. He's too lazy to try.	I try 10 items, and I buy 1-2.	25% . She is usually sure what to buy.	5/10	1 or 2 pieces, might try up to 15 pieces.
Offline Q14	It would be good if the product information was more visible. Since this information is under the title online, it is easier to find.	Suggestions about outfit combinations and products. Models wearing and showing pictures online.	Filter option like highest price lowest price. Assistant to bring it to her.	Use 3D technology to put the clothes in and see how it looks. Select colors first.	Robot (like in our university). Instead of looking for an employee, or using the phone to check the same product online, she could show the QRcode to the robot to check it online. Or simulating trying clothes.
Offline Q15	The shop design.	I couldn't find it.	x	x	Decorations, smell, lighting. It should be inviting and attractive.

5. User Needs Report (ISO/IEC 25064:2013)

A. Offline Shopping

	User Needs	User Requirements
Pre-shopping Stage		
1.	Having information about the fashion sector	
	A user needs to be informed before going to a store.	• A user shall be able to learn new fashion styles. • A user shall be able to have new product recommendations. • A user shall be able to learn discounts.
Shopping Stage		
1.	Finding product	
	A user needs to find the products they want as soon as possible.	• A user shall be able to find a section of the product group without help. • A user shall be able to find the products sorted by brand, color, and style. • A user shall be able to have different sizes of products without assistant help. • A user shall be able to find high-quality and cheap products easily. • A user shall be able to see different outfit combination examples. • A user shall be able to find online products in stores. • A user shall be able to have product recommendations according to selected items to find more products.

	User Needs	User Requirements
2.	Having information about the product	
	A user needs to select exactly what they want in the store.	• A user shall be able to see the material information of the product. • A user shall be able to see the production location of the product. • A user shall be able to learn the discount rate. • A user shall be able to learn the online price of the product.
3.	Trying clothes	
	A user needs to be sure the product fits well in a short time.	• A user shall be able to try clothes without visiting the fitting room. • A user shall be able to try clothes without wasting time. • A user shall be able to have a realistic look and feel of the product under the store light.
4.	Having feedback about the outfit	
	A user needs to be sure about their selected items.	• A user shall be able to feel well with their choices. • A user shall be able to feel secure about the quality of the product they are buying. • A user shall be able to have feedback from people whom they trust.
After Purchasing		
1.	Return	
	A user needs to know what to do if they do not want to use the product after purchasing.	• A user shall be able to have information about how they can return the product.

		• A user shall be able to know the return policy in an easy way. • A user shall be able to get in contact with the services for returning.
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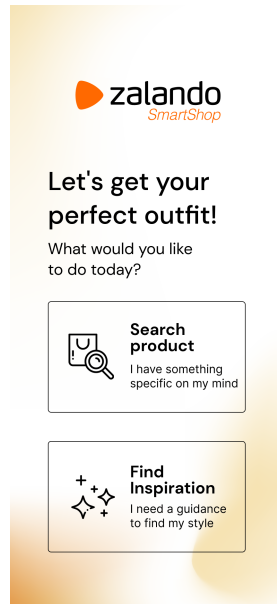
B. Online Shopping

	User Needs	User Requirements
Pre-shopping Stage		
1.	Having information about the online market	
	A user needs to be able to have background information.	• A user shall be able to see the differences in price. • A user shall be able to follow the trends in fashion. • A user shall be able to get recommendations and suggestions. • A user shall be able to follow the discounts.
Shopping Stage		
1.	Having a perspective on style	
	A user needs to get inspired by the content in the website.	• A user shall be able to see good style matches. • A user shall be able to compare sizes with pictures and models. • A user shall be able to filter the color choices.
2.	Getting benefits from the algorithm	
	A user needs to use algorithms on online services effectively.	• A user shall be able to reach out the terminology easily. • A user shall be able to receive efficient suggestions based on previous purchases. • A user shall be able to see a

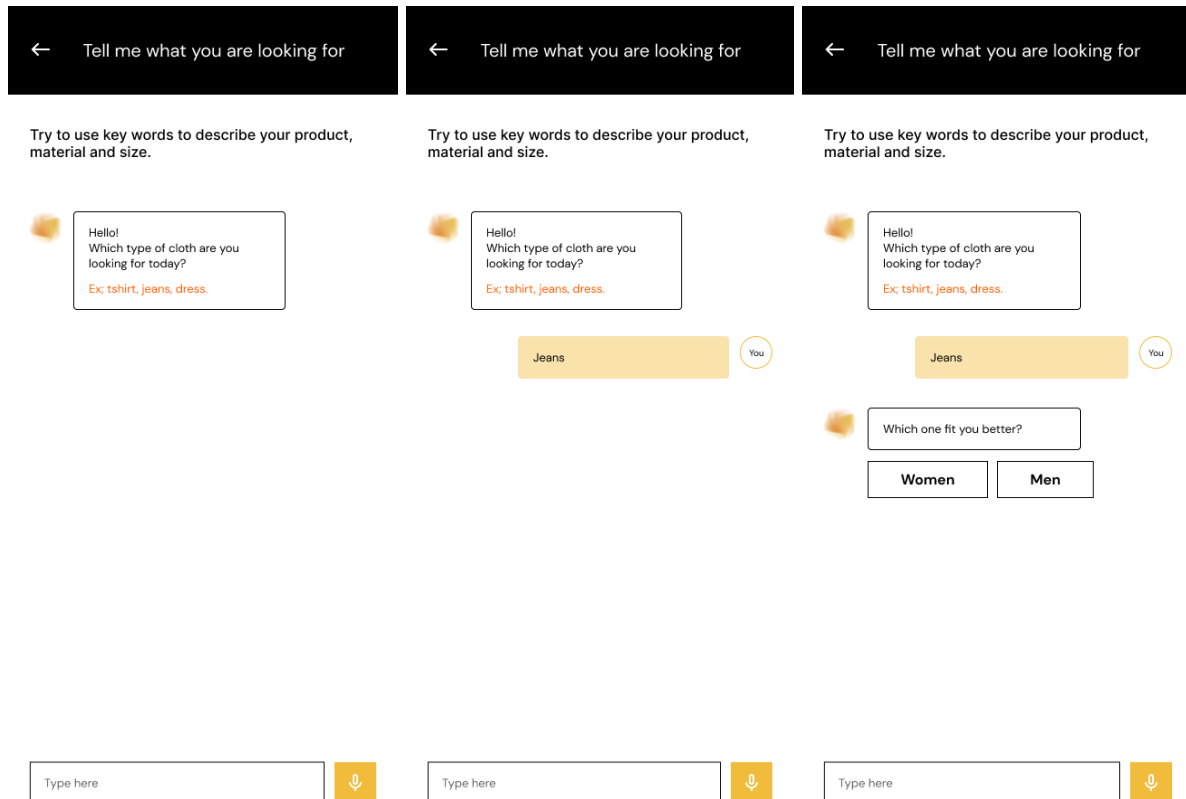
		good match with the selected product.
3.	Accessing provided information for return policy	
	A user needs to know in which condition and what to do when they want to return the product.	• A user shall be able to access the return policy easily. • A user shall be able to have a flexible return policy. • A user shall be able to have transparency to return a product.
4.	Accessing relevant information about the product	
	A user needs to have a real vision of the product in terms of size and quality.	• A user shall be able to understand the quality of the product. • A user shall be able to evaluate the price-quality balance. • A user shall be able to understand the feeling of the material. • A user shall be able to understand which size is suitable for him/her.
After Purchasing		
1.	Accessing information for the delivery process	
	A user needs to follow the delivery of the product after buying the product online.	• A user shall be able to track their package in real-time. • A user shall be able to communicate with the delivery company if necessary. • A user shall be able to know the estimated time of the deliver.
2.	Evaluating the product (keep or return the product)	
	A user needs to share their opinion about the product and online service.	• A user shall be able to know how to return the product. • A user shall be able to leave and see feedback and rate.

6. Design Solution

Home Screen



AI Chatbot | Search Product



←

Tell me what you are looking for

←

Tell me what you are looking for

←

Tell me what you are looking for

Try to use key words to describe your product, material and size.

Hello!
Which type of cloth are you looking for today?
Ex: tshirt, jeans, dress.

Jeans

You

Which one fit you better?

Women

Men

Women

You

Can you describe the best jeans for you?
Ex: color, material, texture, style.

Black flare jean.

You

Type here

🗣️

Try to use key words to describe your product, material and size.

Which one fit you better?

Women

Men

Women

You

Can you describe the best jeans for you?
Ex: color, material, texture, style.

Black flare jean.

You

Which size do you prefer?
Ex: XS, 40, 27

36 and 38.

You

Type here

🗣️

Try to use key words to describe your product, material and size.

Women

You

Can you describe the best jeans for you?
Ex: color, material, texture, style.

Black flare jean.

You

Which size do you prefer?
Ex: XS, 40, 27

36 and 38.

You

See what I find for you!

Go to suggestions!

Type here

🗣️

←

Suggestions

These might be **good match** for you!

- 

LEVIS
Flare Jean
129,99 €
[See the product](#)
- 

MANGO
Flare Jean
89,99 €
[See the product](#)
- 

ZARA
Flare Jean
79,99 €
[See the product](#)
- 

OXXO
Flare Jean
59,99 €
[See the product](#)
- 

ZARA
Flare Jean
99.99 €

Navigation in Store



LEVIS Flare Jean



Flare Jean

Black flare jean.

129,99 €

Product Availability Store & Online

Find in the store



Find in the store

Target Destination

This product is located on the **second floor, women section.**

I need your location to navigate you. Which sections are located in your left and right side?

Look around and tell us the hanger number closest to you.

Floor

None

Number

None



Find in the store

Target Destination

This product is located on the **second floor, women section.**

I need your location to navigate you. Which sections are located in your left and right side?

Look around and tell us the hanger number closest to you.

Floor

ground floor

Number

04

Great! Now I can navigate you to the product.

Let's start



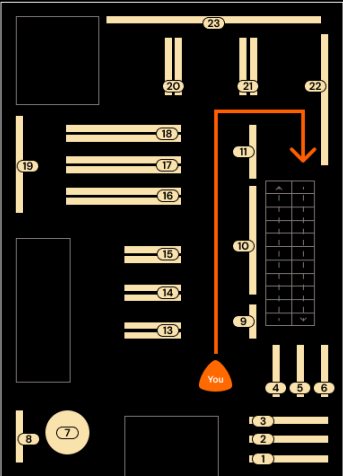
Target destination
First floor, number 32

1
0
-1

Follow the line to find your product

Click on the button to continue on the first floor

Ground floor



I am in the first floor



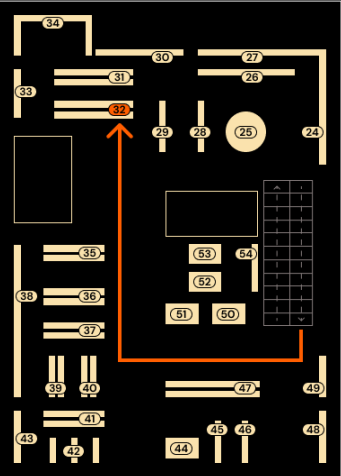
Target destination
First floor, number 32

1
0
-1

Follow the line to find your product

Click on the button when you find the place.

First floor



I found it

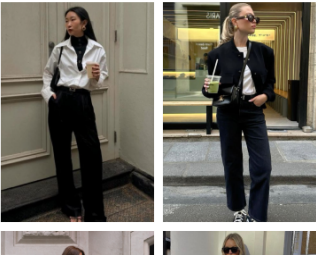


Great!
YOU found it

Go to homepage

Search Outfit Ideas

Click on the images to explore.



AI Chatbot | Inspire Me

← Tell me what you are looking for

Try to use key words to describe your product, material and size.

Hello!
Can you describe the style that you want to achieve?

Also, if you have piece that you want to match, scan the barcode of your product.

Ex: a glamour outfit combination for a night.

Scan barcode

Type here

Casual outfit for office.

You

← Tell me what you are looking for

Try to use key words to describe your product, material and size.

Hello!
Can you describe the style that you want to achieve?

Ex: a glamour outfit combination for a night.

Casual outfit for office.

Type here

Casual outfit for office.

You

← Tell me what you are looking for

Try to use key words to describe your product, material and size.

Hello!
Can you describe the style that you want to achieve?

Ex: a glamour outfit combination for a night.

Casual outfit for office.

Do you have color preferences?

Type here

Casual outfit for office.

You

← Tell me what you are looking for

Try to use key words to describe your product, material and size.

Hello!
Can you describe the style that you want to achieve?

Ex: a glamour outfit combination for a night.

Casual outfit for office.

Do you have color preferences?

Black and white.

You

Which one fit you better?

Women

Men

Type here

Casual outfit for office.

You

← Tell me what you are looking for

Try to use key words to describe your product, material and size.

Hello!
Can you describe the style that you want to achieve?

Ex: a glamour outfit combination for a night.

Casual outfit for office.

Do you have color preferences?

Black and white.

You

Which one fit you better?

Women

Men

Women

You

Type here

Casual outfit for office.

You

← Tell me what you are looking for

Try to use key words to describe your product, material and size.

Hello!
Can you describe the style that you want to achieve?

Ex: a glamour outfit combination for a night.

Casual outfit for office.

Do you have color preferences?

Black and white.

You

Which one fit you better?

Women

Men

Women

You

See what I find for you!

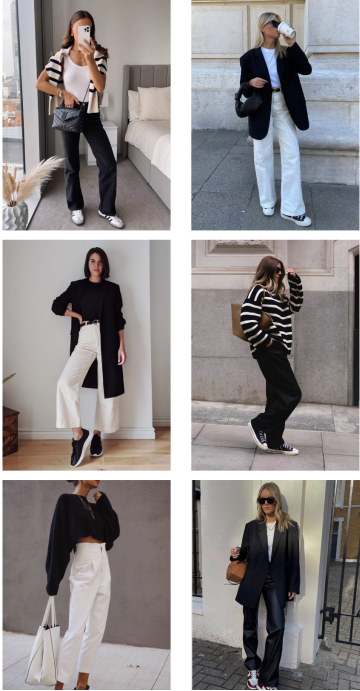
Go to suggestions!

Type here

Casual outfit for office.

You

Click on the images to explore the Outfits



Explore Outfit



@whatemwore →

Total Price
170,99 €

Get the look



MANGO
Pullover
55,99 €
[See the product](#)



LEVIS
Jean
80 €
[See the product](#)



MINT
Scoop
35 €
[See the](#)

[←](#)

Mango Pullover



Pullover
Black and white stripes pullover.
55,99 €

Product Availability Store & Online ▾

[Find in the store](#)

Match with



LEVIS
Flare .lean



MANGO
Flare .lean



ZARA
Flare .lean

[←](#)

Mango Pullover



Pullover
Black and white stripes pullover.
55,99 €

Product Availability Store & Online ▾

Available Sizes in Store
34 36 38 40

Available Sizes in Online
34 36 38 40

[Find in the store](#)

Match with



Scan Barcode

←

Position the barcode on the mark

Click to enter manually

←

OXXO Blue Jean



Great!
This is your product!

Find outfit combinations

←

Tell me what you are looking for

Try to use key words to describe your product, material and size.

Hello!
How would you like the match your product ?
Ex: casual outfit for weekend.

Type here

←

Tell me what you are looking for

Try to use key words to describe your product, material and size.

Hello!
How would you like the match your product ?
Ex: casual outfit for weekend.

Casual outfit for office.

You

Do you have color preferences?

Type here

←

Tell me what you are looking for

Try to use key words to describe your product, material and size.

Hello!
How would you like the match your product ?
Ex: casual outfit for weekend.

Casual outfit for office.

You

Do you have color preferences?

Yellow.

You

Type here

←

Tell me what you are looking for

Try to use key words to describe your product, material and size.

Hello!
How would you like the match your product ?
Ex: casual outfit for weekend.

Casual outfit for office.

You

Do you have color preferences?

Type here

← Tell me what you are looking for

Try to use key words to describe your product, material and size.

Hello!
How would you like the match your product ?
Ex: casual outfit for weekend.

Casual outfit for office.

Do you have color preferences?

Yellow.

Which one fit you better?

WomenMen

Type here

← Tell me what you are looking for

Try to use key words to describe your product, material and size.

Hello!
How would you like the match your product ?
Ex: casual outfit for weekend.

Casual outfit for office.

Do you have color preferences?

Yellow.

Which one fit you better?

WomenMen

Type here

← Tell me what you are looking for

Try to use key words to describe your product, material and size.

Casual outfit for office.

Do you have color preferences?

Yellow.

Which one fit you better?

WomenMen

Women

See what I find for you!

Go to suggestions!

Type here

← Suggestions

OXXO Blue Jean



Change the product

Search Outfit Ideas

Click on the images to explore the outfit ideas for the product that you choosed.



← Explore the outfit



@klaramanda →

Total Price
359,95€

Get the look



BOSS
Jumper
169,99 €
See the product



LE SPECS
Sunglasses
69,95 €
See the product



OXXO
Jean
120,00 €
See the product

7. Evaluation Report (ISO/IEC 25066:2016)

A. Executive Summary:

The Zalando SmartShop product, which is planned to be used in Zalando stores, was tested in January 2024. The user test was carried out with 3 different people. The users' responses were evaluated based on their answers to questions about 2 different scenarios in which they would use the Zalando SmartShop to interpret their experience in the Zalando store. Apart from this, general questions about the experience were asked to the participants. A moderated usability test method was used for the usability test. In other words, there is a person who guides the participant with questions during the test and a note taker responsible for recording the participant's answers. The purpose of the evaluation report is to examine the product's weaknesses and strengths according to usability test results.

1. Main positive usability findings:

Users were able to complete the tasks in both scenarios without significant difficulties.

Users generally expressed their positive impressions of the platform, noting that it saves them time and effort.

2. Main improvement areas:

Some users struggled to know what information to give to the AI chatbot. This shows a need for clearer guidance on how to effectively interact with the chatbot.

The way of presenting outfits is not satisfied by users. They prefer direct images of outfit inspirations rather than a list of products.

B. Findings

1. Positive Usability Findings

Scenario 1: Users found it successful that it was easy to find products in the Zalando store using the map on the platform. They also found it helpful to see details about the products, such as what sizes were available. Everyone was able to do what they needed to do without any major problems, which made them feel good about using the platform.

Scenario 2: Users found the platform easy to use when they wanted outfit ideas. They liked that they could see where the products were in the store and what sizes were available. While they had some ideas to make it better, such as showing pictures of outfits instead of just product pictures, they still found it easy to use and useful.

2. Usability Problems

Scenario 1: Some users were unsure about what information they should give the AI chatbot when searching for jeans. They wanted clearer guidance on what details they should provide to get the best results. Also, while users were glad to see the available sizes, some wanted more comprehensive product information, such as the length of the jeans, so they could make more informed purchasing decisions.

Scenario 2: When users are looking for outfit inspiration, they find some questions a little challenging to understand, especially those related to gender. They suggested clearer options or questions to help them provide the right information. Also, while users liked seeing individual outfits, they expressed a preference for viewing entire outfits, similar to how Pinterest shows ideas, to better understand how the pieces come together in a cohesive look.

C. Purpose of the Evaluation

This evaluation aims to assess the effectiveness, efficiency, and satisfaction of users interacting with the Zalando SmartShop digital platform. By conducting usability tests and collecting feedback from users, we aim to identify strong and weak areas in the design and functionality of the platform. This evaluation helps us understand how well the platform meets user needs and expectations, uncover usability issues or barriers to user interaction, and define iterative improvements to enhance the overall user experience. Ultimately, evaluation serves to ensure that the design of the digital platform aligns with user preferences, facilitates seamless interaction, and increases user engagement and satisfaction.

D. Evaluation Method

Target Group

Participant	Sex	Age	Occupation
1	M	35	Software engineer
2	M	28	Designer
3	F	27	Communication Designer
4	F	26	Student
5	F	27	UX Designer

Usability Test Questions

Scenario 1:

1. Imagine you are in the Zalando store and you know what you are looking for exactly and want to find a pair of jeans for yourself, what do you do?
2. What is this particular feature or functionality useful? Why? What was challenging?

Scenario 2:

1. Imagine you are in the Zalando store and you need outfit inspiration. What do you do?
2. What is this particular feature or functionality useful? Why? What was challenging?

Global Questions

1. On a scale of 1 to 10, how would you rate your overall experience with the app?
2. What is the main purpose of the app, as you understand it?
3. How would you describe the app's user interface in terms of simplicity and ease of navigation?
4. Were you able to accomplish your intended tasks or goals using the app? If not, what hindered you from achieving them?
5. If there's one thing you could change or improve about the app, what would it be?

E. Findings for each Participant

The table below shows how successfully the users were able to complete the scenarios in the usability test. The users' experiences were evaluated by numbers as follows;

- The task was accomplished without any problems; 1
- Problems arose that caused the test participant to be delayed in carrying out the test; 2
- The participant experienced problems throughout the process but eventually managed to complete the test; 3
- Participant failed to complete the task; 4

Participant	1	2	3
Task 1 Users are in the store and they know what they are looking for.	2	2	2
Task 2 Users are in the store and they need outfit inspiration.	1	1	1