Tailor Hub

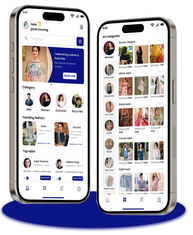
UI/UX Case Study

"From Fabric to Fabulous"

My Role

UI/UX Designer

Tool used



ABOUT PROJECT

Tailor hub is a mobile application which helps the user to get best designers. user do not need to go offline market for giving measurement.They can give the measurement at their home according their comfort. sometime women do not feel comfortable giving measurement to male designer. This application help user to select tailor on the base of gender.It also helps the users to save precious time.

PROBLEMS

- Sometime females do not feel comfortable to give their measurement to a male tailor or to a designer.
- People do not have enough time to go tailor's shop for giving their body measurements.
- Sometime people do not get their stitched clothes on time.
- Users have less options to compare tailor or designer's creativity.
- In emergency situation tailors or designers charges high amount from the users..

SOLUTIONS

- In this application users can get options to choose their tailors or designers Ex. Male, Female
  Females will feel comfortable in giving their measurement to female.
- Users will be able to get their designed clothes on time.
- With the help of reviews and ratting users can compare designers creativity
- This application help to users save their precious time
- Customer will be provided with six month of services free of cost in cose the clothes are damaged for which the tailor is responsible

TARGETED USERS

Old age person

Employee

House wife

Students/Kids

TARGETED USERS

DESIGN PROCESS

User Centered Design Process is a collection of processes which focus on putting users at the center of product design and development.

Discover
- User interview
- User research
- Competitor analysis

Research
- Use persona
- Empathy mapping

Ideate
- Brain storming
- Story boarding
- User flow

Design
- Low fidelity prototype
- High fidelity prototype

Test
- Usability testing
- A/B testing
- MUT testing

USER RESEARCH

Research helps us to identify pain points and goal of users. It also helps us to understand user's behavior, attitude, and interest. It is used to understand how people interact with products and evaluate whether design solution meet their needs .I followed 2 types of methods for user research.

- Qualitative Research
- Quantitative Research

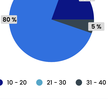
Qualitative Research

1. Which types of cloth you prefer to wear ?
2. Is it difficult to find best tailor in local market?
3. Do you use any online platform for tailoring service ?
4. Difficulty faced while using application ?
5. How often do you use tailoring service ?
6. How much do you spend average on tailoring ?
7. Do you feel comfortable giving measurement to male tailor ?
8. How would you feel getting tailoring service from home ?
9. How do you communicate your design ideas & requirement to your tailor or designer ?

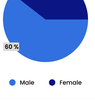
Qualitative Research

Quantitative research means gathering and analyzing numerical data, like numbers and statistics, to understand and study different aspects of a topic. It's about using numbers to learn more about something.

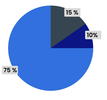
What is your age ?



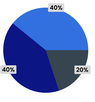
What is your gender ?



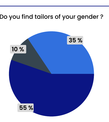
What is your occupation ?



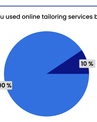
Which type of garments do you prefer to wear ?



Do you find tailors of your gender ?



Have you used online tailoring services before?



Do you get your cloth delivery on time ?

How would you feel getting tailoring services from home ?

USER PERSONA

A User persona is a representation of a target audience or customer segment. With the help of user personas, organizations can create more relevant and engaging experiences for their customers.

Amit Verma

Age	:	25
Qualification	:	B.Sci.
Designation	:	Python Developer
Interest	:	Traveling, Learning New Skill
Location	:	Gujarat

"Fashion is like eating; you shouldn't stick to the same menu"

Bio

Amit is a python developer in IT Industry. He lives in Gujarat with his family. Along with job he learn new skills. Due to his busy schedule he doesn't get time to go outside for his Customised dress .

Goals

- He want to custom tailor clothing online without the hassle of visiting physical stores.
- He prefers a wide range of trendy & fashionable designs clothes from online platform .
- He wants user friendly app that makes all the process for ordering easy and enjoyable .
- He wants to get order on time .

Pain Points

- Lack of time for visiting tailor's shop.
- Difficulty finding unique & trend designs that also fit well.
- He wants user friendly app that makes all the process for ordering easy and enjoyable .
- He wants to get order on time .

Personality

Introvert	Extrovert
Passive	Active
Analytical	Creative

Technology

IT & Software	●●●●●
Mobile Apps.	●●●●●
Software	●●●●○
Social Network	●●●●○

Motivation

Incentive	●●●○○
Growth	●●○○○
Achievement	●●●●●
Power	●●●○○

EMPATHY MAPPING

An empathy map allows us to gather a better understanding of their emotions, motivations,and pain points.It consists of four key quadrants.

Says

- He needs a reliable platform to find skilled tailors.
- He wants a user-friendly app that makes it easy to communicate my requirements.
- He often struggle to find tailors who can deliver my designs on time.

Think

- Will this app connect me with tailors who specialize in the type of clothing I want?"
- How much will it cost to get my clothing tailored through this app?
- I hope this app ensures the quality of work from the tailors.

Does

- Searches for tailoring services online.
- Reads reviews and ratings of tailors.
- Contacts tailors to discuss designs and pricing.
- May opt for traditional tailoring shops if they can't find a suitable online option.

Feels

- Excited about the convenience of finding tailors online.
- Anxious about the cost and quality of tailoring services.
- Frustrated with past experiences of tailors not meeting deadlines

COMPETITOR ANALYSIS

Competitor analysis, in simple words, is the process of studying and understanding the companies or businesses that are similar to yours and operate in the same market or industry. It's like studying your rivals to learn from their strengths and weaknesses, so you can improve your own business.

APPS. / FEATURES	CLOUD TAILOR	MTAILOR	MASTER M
Tailor's contact	✗	✗	✗
Price tag	✓	✗	✗
Fabric pictures	✓	✓	✗
Home delivery	✓	✓	✓
Dress designs	✓	✗	✗
Customization	✓	✓	✓
Upload references	✓	✗	✗

USER RESEARCH

A user scenario, in simple words, is a description of how a person interacts with a product, service, or system ro achieve a specific goal or task.

Amit is a python devoloper. He lives in Gujarat with his family He likes to wear trending fashion designed outfits. he enjoys to wear different outfit at different occasion. Due to his busy schedule he is not able to find offline best designer around him. He had to enjoy his family marriage function but he had not enough time to find best designer.

He told his problem to his sister soni. she suggested his online tailoring service platform" **TAILOR HUB** ". He used this application. With the help of this application he found best designer for his outfit at reasonable cost. He booked tailor for measurement according his comfort time. He got his designed outfit on time. He enjoyed his function. This application help to users to save their precious time.

Amit Verma
Python Developer

BRAINSTORMING

Brainstorming is a creative and collaborative problem-solving technique used to generate a wide range of ideas and solutions to a specific problem or challenge

- Video tutorial
- Customization option
- New design catalog
- Secure payment
- Fast delivery
- Customer support
- Reviews & rattings
- Notifications
- Record of measurement
- Wish list
- Order tracking
- Book tailor
- Updates
- Social integration
- Selection of tailor
- Your orders
- Order list
- Categories
- Discount & offers
- Tracking order
- Rewards
- Give measurement at home
- Fashion tips
- Specialist tailor

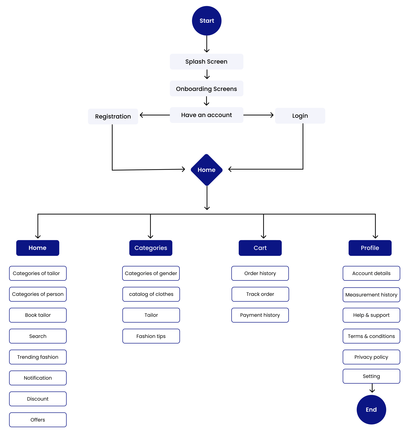
USER JOURNEY MAPPING

User journey map is a visual representation of every experience of our customers have with our brand. It helps to tell story of customers experience with our brand.

STAGES	SEARCH	FINDING	SELECTION	PAYMENT
Features	• User discover the app through ads or app store. • Login process.	• User lands on home page explores products offerings and designs.	• Users select designs according their personality.	• Availability of online payment. • Check live track record with notification.
Thinking	• Designers charge should be affordable price.	• Curious about trending fashions.	• Product images with description.	• Will I get my clothes on time ?
Feeling	😩	☹️	🙂	😀
Frustration	• Give measurement at our home according our comfort.	• Do'not get all the notification about their product.	• Confusing navigation & UI .	• Users don't get payment options.
Opportunity	• Users can compare designers on the basis of reviews & ratting .	• Users can get best designers.	• users can get new arrival and fashion tips.	• User can get more option for payment & also get discount on special festive season.

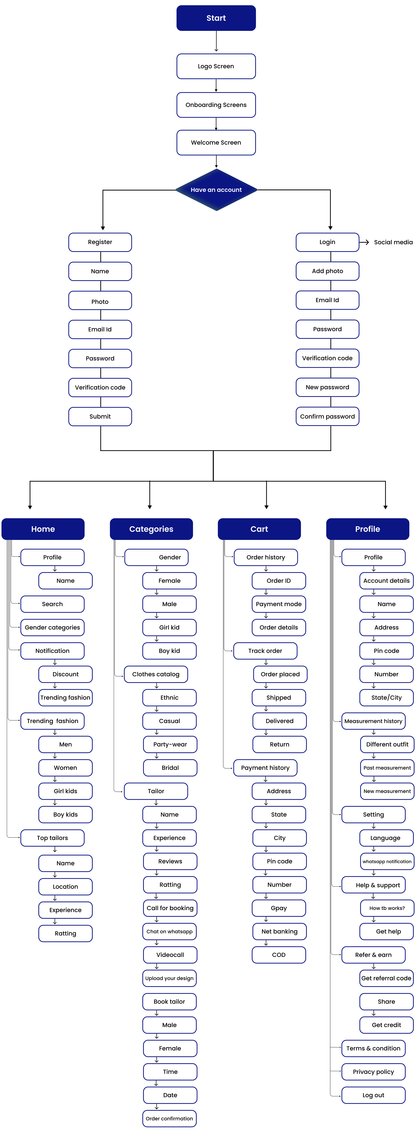
USER FLOW

User flow, in simple words, is like a roadmap or path that shows the steps a person takes while using a website, app, or system to accomplish a specific task.



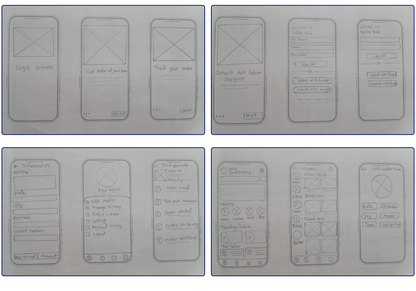
Information Architecture

Information Architecture is the structure of all the information in our app or website.



LOW FIDELITY WIREFRAMES

Low-fidelity wireframes are simple, rough, and minimalistic visual representations of a digital interface or design .



MID FIDELITY WIREFRAMES

mid-fidelity wireframes strike a balance between providing enough detail to convey the design concept and keeping the design flexible for revisions.

USER GUIDELINE

User guidelines, often referred to as user guidelines or user instructions, are written documents or sets of instructions provided to individuals to help them understand how to use a product, service, or system effectively and safely.

Typography

Poppins

Aa

Headline 1 Bone Nova	23px , Bold
Headline 2	19px , Medium
Headline 3	14px , Medium
Paragraph	12px , Regular

Color Palette

Color palettes are used to maintain consistency and create a harmonious visual experience within a specific context. Colors are of great importance in various aspects of human life, from aesthetics and design to psychology and communication.

#081584 #FFFFFF #000000 #C2C4E0

MID FIDELITY WIREFRAMES

High-fidelity wireframes are detailed and polished representations of a digital product or website's user interface (UI) that closely resemble the final design.

1. Logo Screen and Onboarding Screens

The application's logo assists users in recognizing the brand, while the onboarding screens provide information about the app's features and functions.

2. Registration & Login Screens

During registration process users provide their some personal information.

3. Home Screens

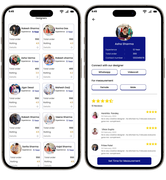
User friendly interface where users can find nursery around them when they go outside for long time.

4. Category Screen

Users can get all the designer outfit their gender and interest with price.

5. Select Your Design Screen

After selecting their design user get some detailed information their price and delivery date.



6. Designer's Information Screen

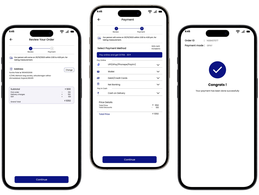
Users can get all the information regarding designers. They can connect with them easily.

7. Time Confirmation Screen

Users can call tailor for measurement according their comfort.

8. Payment Screen

Users have more options for payment. They can transfer their money safely.



9. Others Screen

USABILITY TESTING

Usability testing is a method used in user experience (UX) design and product development to evaluate the ease of use and effectiveness of a product or system from the perspective of its intended users. It involves observing and gathering feedback from real users. The primary goal of usability testing is to ensure that a product is user-friendly, efficient, and meets the needs and expectations of its target audience.

Thank You For Scrolling