

# A4: Concept Video

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# Our Team



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# OUR TEAM



Ashley Chen



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# TEAM FITCAST



**Project Info**

**01**



# Name & Value Proposition



# FitCast!



*Interpreting the weather forecast to help you get dressed  
and prepare for the day ahead!*

# Problem/Solution

## PROBLEM

Not knowing how to dress for the weather,  
weather changes and changes in environment  
e.g outdoors -> indoors

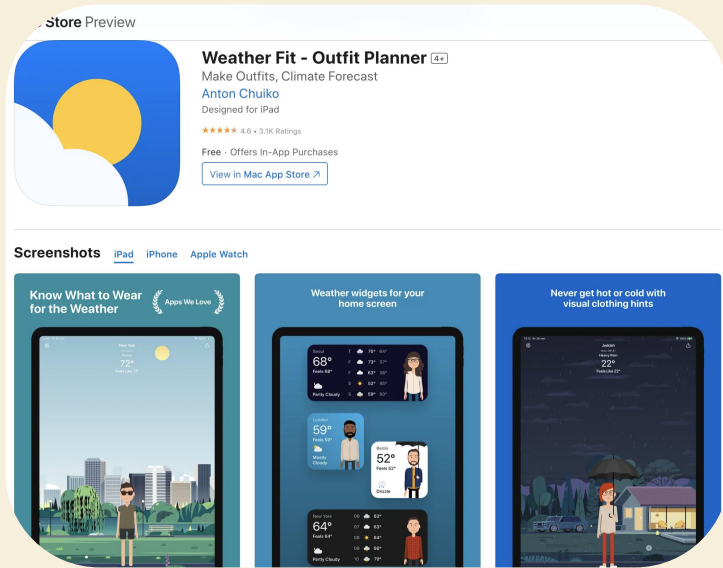
## SOLUTION

Feedback log that helps make  
clothing/apparel suggestions based on the  
weather

Factors in temperature, humidity, wind,  
precipitation, changes throughout the day  
and time spent indoors



# Market Research: Weather Fit



## What works:

- Real time weather updates → from several data sources
- Incorporates wardrobe preferences
- Home/lock screen widgets
- Can view from your Apple Watch

## What doesn't work:

- *Very expensive paywall: 10\$ a month*
- Doesn't adapt based off a person's reaction to wardrobe choices (ie someone has to compensate themselves if they know they are always cold)
- Doesn't take into account fluctuating temperatures, temperature indoors, travel, etc.
- Is designed for iPads?!?

## What we can take away:

- There is demand for an app like this!
- Similar to our concept but lacks some of the most integral (granted the most complicated parts) about dressing for the weather

# Market Research: Snafu

## What works:

- Plans outfits a week in advance and gives suggestions based on weather
- Suggests new fashionable outfits given the clothes you own (could monetize through clothing adds)

## What doesn't work:

- Does not suggest add-ons to outfits such as a hoodie, raincoat etc. for weather changes that occur throughout the day
- Is no longer on the app store - assume it went out of business

## What we can take away:

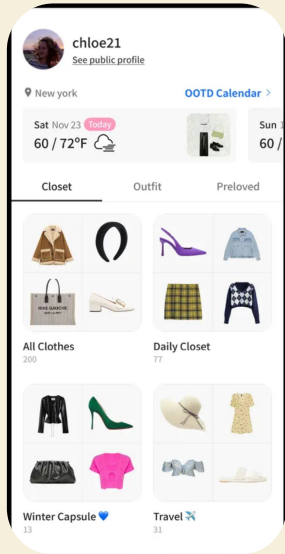
- App is more focused on the fashion aspect
- Static suggestions that plan a week ahead are less useful as forecasts are inaccurate, and documenting specific clothing articles to store in-app is a laborious process

# 1 Weather Fashion App

Master The Fit  
Master The Day.



# Market Research: ACloset



## What works:

- Digitizing your closet can aid your long-term mental energy
- Includes outfit suggestions based on the weather you can rate
- Has a lot of features for users interested in organizing their outfits

## What doesn't work:

- Requires heavy setup and frequent use for outfit suggestions
- Does not auto-suggest outfits- need to consistently navigate through the app to look for suggestions
- App does not have organization systems set up (have to come up with systems to sort by warmth, layers, etc manually)

## What we can take away:

- Weather is often only one factor in how people style their outfits
- Our app may not fit needs of people who care much more about fashion than weather.
- We want to avoid excessive app setup

- App focus on **fashion** and closet organization
- Includes a **weather display** for today/upcoming days
- Suggests outfits

# Market Research: Daily Dress Me

## What works:

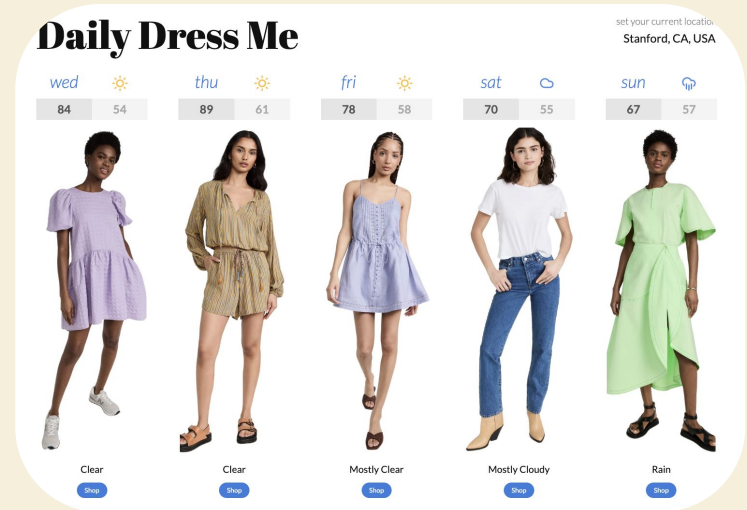
- Free
- Gives outfit suggestions for the entire week
- Can reload to give you more suggestions

## What doesn't work:

- Promotes consumerism (allows you to buy the outfit)
- Does Not take into account weather at different times during the day (i was outside this morning and if i had worn the suggested outfit i would have been freezing)
- Very specific style (millennial style)

## What we can take away:

- Free
- Giving suggestions for the entire week (for planning ahead or travel)



The only page on the website

# Market Research: Competitive Analysis

	Weather Fit	Snafu	ACloset	Daily Dress Me
Need an account?	✓	✓	✓	✗
Paywall?	10\$/month	Unk.	✗	✗
Audience?	Anyone	Fashionistas	Fashionistas	Fashionistas?
Range of authority (just clothes, clothes + accessories, weather protection)	Just clothes	Clothes, some accessories	Clothes, some accessories	Just clothes
Addresses temperature change throughout the day	✗	✗	✗	✗
Adapts based off your response	✗	✓	✓	✗

# Stakeholders

## Direct

- Everyday people
- Temperature intolerant/sensitive individuals
- People with temp-related health concerns (ex. raynaud's)
- Infants and the elderly
- Partygoers

## Indirect

- Clothing companies
- Bag companies
- Sunscreen/sun accessories companies
- People who have their jackets taken away/have to hold jackets (caretakers, significant others)
- Coat Checks

# Ethical Implications

## THE BACKSTABBER

◆  
**What could cause people to lose trust in your product?**

What could make people feel unsafe or exposed?

What mechanisms are in place for listening to your users?

How will you recognize larger patterns in feedback so that action can be taken?



## THE CATALYST

◆  
**How might cultural habits change how your product is used? And how might your product change cultural habits?**

What context would an alien from outer space need to use or understand your product?

What social norms, etiquette, or traditions could change because of your product?



## THE FORGOTTEN

◆  
**When you picture your user base, who is excluded? If they used your product, what would their experience be like?**

Whose perspective is missing from product development?

Pretend the opposite of your assumptions about your core user are true—how does that change your product?



## THE RADIO STAR

◆  
**Who or what disappears if your product is successful?**

Who loses their job?

What other products or services are replaced?

What industries, institutions or policies would be affected?



# Ethical Implications

## THE BACKSTABBER



### What could cause people to lose trust in your product?

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## Implications

- If our suggestions were wrong/don't adjust fast enough
- If there are factors we don't consider in our suggestions
  - Being inside/in AC
  - Cultural ones
  - Medical ones
- We run ads/focus on monetization
- Information about individual users- especially extreme users w/ temp sensitive needs- were leaked

## Addressing

- Constant refining of suggestion algorithms
- Be cautionary about suggestions
- Upfront ask users how temp sensitive they are/if they have cultural/medical needs

# Ethical Implications

## THE CATALYST



**How might cultural habits change how your product is used? And how might your product change cultural habits?**

What context would an alien from outer space need to use or understand your product?

What social norms, etiquette, or traditions could change because of your product?



## Implications

- Underlying value tension: dressing for the weather vs modesty vs fashion
- Cultural clothing- especially clothing preserves modesty, could alter the way our product is used
- The product should adapt to the needs of people from various cultures/ comfort levels with modesty
- Be mindful that not every individual has the ability to dress for the weather

## Addressing

- Ask people if there are any types of clothing they will not wear (shorts, anything form fitting)
- Ask people what their priority is in terms of dressing

# Ethical Implications

## THE FORGOTTEN



**When you picture your user base, who is excluded? If they used your product, what would their experience be like?**

Whose perspective is missing from product development?

Pretend the opposite of your assumptions about your core user are true—how does that change your product?



## Implications

- People who don't use their phones that much
- People w/o tech access, or have low storage
- People who don't have the ability to dress for the weather (due to modesty concerns or due to a financial barriers)

## Addressing

- We can't particularly access people without technology, but we need to be mindful of not increasing consumerism (by not recommending clothing that is too specific)

# Ethical Implications

## THE RADIO STAR

◆  
**Who or what disappears  
if your product is  
successful?**

Who loses their job?

What other products or services  
are replaced?

What industries, institutions or  
policies would be affected?



## Implications

- Maybe reduces the need for a weather app or weather tv channels, but wouldn't eliminate it
- We don't intend our app to replace anything- it's a 'yes and' product

## Addressing

- This does not particularly need to be addressed because no one is disappearing
- Weather app industry will still have to be very intact

# Tasks

# 02

\*bolded tasks are executed in concept video

\*9 total

# Simple Tasks (3)

- 1. User is trying to decide if it's hot/cold outside**
2. User is trying to decide if they are going to wear sun protection/gear (glasses, hat, sunscreen)
3. User is trying to decide whether or not to bring an umbrella/rain jacket

# Moderate Tasks (3)

- 1. User is deciding what to wear based off temperature outside AND inside**
2. User is deciding what to wear based off their schedule, ie how long they will be out/if they have time to come back and change
3. User is trying to assess the weather and how to pack/dress for a different location

# Complex Tasks (3)

1. User wants to share their preferences so they can be adapted to help others if they are traveling
2. User is trying to adapt their clothing wearing habits more closely to their personal temperature preferences
3. **User wants to know how to dress when the weather changes throughout the day**



**Video Planning**

**03**



# Storyboarding




# Storyboarding





**Concept Video**

**04**



# Concept Video




Link: <https://youtu.be/ioIYUIZ2rBA>



**Appendix**

**05**





## Credits:

**Ashley C:** Actor, Writer

**Daphne L:** Director

**Eliza G:** Producer

**Leon M:** Actor

# FitCast!

CS 147 2023au

<https://hci.stanford.edu/courses/cs147/2023/au/projects/unintentional-good/fitcast>