



StyleSync

Smart Styling. Simplified.

App Ideation Methods | Emily Armbruster

An App I'd Love to Have

I often find myself struggling in the morning when it comes to picking out an outfit for work. I don't always have the time to plan something the night before and if I try on different options in the morning I will most likely be late for work. When I open my closet I usually feel overwhelmed and find myself repeating outfits that I know work. If I'm looking for inspiration, I'll go on Instagram or Pinterest but a lot of the times the outfits I see have pieces that I don't have in my closet.

What I would want is an app where I can plan outfits with the pieces in my closet without having to try them on. StyleSync is an app where you take photos of your clothes and can create different outfits right on your phone. Being able to drag and drop real pictures of my clothes to plan different outfits would save me a lot of time and frustration in the morning. This would also allow me to experiment with different outfits and not default to the same outfits that I have worn before.

This app is also a smart idea if you find yourself spending a lot of money on clothes and only wearing pieces one or two times. Knowing the entire contents of your closet will make it easy to create different combinations with the same pieces.

How StyleSync Works and Its Purpose

StyleSync works by starting with an onboarding process where the user takes photos of the clothing in their closet. Photos are recommended to be on a neutral background and in good lighting. The software will then categorize the photos by type, color, and season. Users can also add custom tags to the pieces if they choose. Users then will select adjectives describing their style. The main feature is the drag and drop outfit creator. Pieces can be dragged out from their categories and dropped on a style board with other items for the user to see how they look together. The app will also feature an outfit randomizer where StyleSync's AI will create outfits based on the adjectives the user chose during their set up process. User can select the number of outfits to randomize as well as if they want to use their whole closet or specific pieces. There will also be a calendar for users to schedule outfits they planned. In addition to these features, users can also share their outfits to the inspiration board for other users to see. The purpose of this app is mainly organization and efficiency. Users will save time creating outfits and be able to keep inventory on the pieces they have. It also encourages creativity because it's so simple to try different outfits. The app also promotes sustainability because it promotes using the pieces you already own.

Apps I Love/Use Frequently

I found that the apps I used the most are ones where I find the experience to be simple and straight forward. I don't like having to do much mental work when using the apps on my phone. I like to be able to find what I'm looking for quickly and easily. Also, these apps are personalized to my needs that I have either done manually or through algorithms. I use all of these apps on a daily basis.



Notes



Audible



Apple Music



Instagram



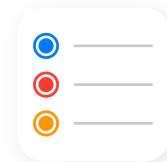
Pinterest



YouTube

Apps I Don't Like/Use Infrequently

Not all of these apps are ones that I don't necessarily like, but it's because I don't feel a use for them. I'm not often looking for files on my phone or need a reminder (I use my Notes app for task lists). However, when it comes to Goodreads and the Sydney Health app, I find that I don't particularly like the experience. I find them to be out of date and clunky to use. The experience of them doesn't feel smooth to me.



Reminders



Goodreads



Sydney Health



Files

Ideation Method 1: Worst Idea Ever

The Worst Idea Ever method explores how bad ideas can be explored in order to understand them and how they can turn into a good idea.

The Idea	Why It's Bad	What Makes It Good
Only allow users to plan one outfit a week.	Most people like to wear different outfits everyday to express themselves. Also, a lot of people don't own multiples of the same item.	Offer a capsule wardrobe mode for people who follow a more minimalist style.
An item is automatically deleted from your closet if you don't wear it for a month.	Just because an item isn't worn in a month doesn't mean that the person doesn't ever want to wear it again. It might be the wrong occasion or the wrong season to wear a particular piece.	Notify the user when a piece hasn't been worn in a while and offer a donation or selling option if they wish to get rid of it.
Give the user randomly generated outfits that don't match (i.e. Pairing a ski jacket with flip flops)	Certain things are worn during certain times of the year or for specific occasions. Not all pieces of clothing can be mixed.	Add a "Dare Me" option for people who are looking to experiment with more bold outfits.

Ideation Method 2: Reverse Brainstorm

Using the Reverse Brainstorm method helps to identify potential user frustrations and create an application that is user-friendly, practical, and efficient from the start. This Reverse Brainstorm stems from the question, "How can we make StyleSync a terrible and unusable app?"

How to Fail	How to Succeed
1. Make uploading clothes tedious and time-consuming	Streamlined upload with smart photo capture and auto-tagging
2. Categorize clothing items incorrectly	Use AI with manual override for accuracy in tagging/categorizing
3. Confusing or cluttered interface	Clean, minimalist UI that's intuitive and visual
4. Don't allow editing of outfits once created	Enable drag-and-drop editing and easy outfit updates
5. Suggest mismatched/weather-inappropriate outfits	Smart suggestions based on weather, color palette, and occasion
6. No option to delete or edit clothing items	Full control with ability to delete, archive, or edit items
7. No personalization or style preferences	Create style profiles with user-selected aesthetics and needs
8. Everything behind a paywall	Freemium model: essential features free, premium optional extras
9. No calendar or outfit planning features	Include an outfit planner with daily/weekly scheduling
10. No outfit history	Outfit log/history with tags, notes, and repeat warnings

Conclusion

This exercise taught me that while there is no right way to ideate, the combinations of methods can yield different results of ideas. That is why it is important to try multiple methods of ideation when trying to expand on your initial idea. If I had chosen different methods, I would have come to different conclusions than I did with my chosen ideation methods.

I also noticed that using different types of ideation methods can help to verify certain concepts that one method came up with. For instance, one of my worst ideas was having the app suggest outfits that don't match. When I did the reverse brainstorm, that same idea was also a way the app would fail. Now I know that in the later stages of prototyping I need to make sure that the app understand how to create cohesive outfits when the user wants to randomly generate outfits. This would be something I would be aware of and make sure I avoid to prevent user frustrations.

For me, I think I enjoyed the Worst Idea Ever method because it seems harder to try and think of good ideas which can be frustrating when you are trying to conceptualize an idea further. It is easier to think of blatantly bad ideas and almost retrace your steps to think of something good from it. It also show that there is really no "bad" ideas because something good can always be drawn from the bad. If I hadn't thought of the idea that the app deletes a piece of clothing when it doesn't get worn frequently, I might not have thought of having notifications for the user when something isn't worn often. If I was a user using this app to cut down on clothes shopping, I would like knowing when I haven't worn something and then essentially shop in my own closet.