

CSCI1300 Capstone Project: Fit To Form Iterative Design

Jeffrey Zhong & Xinyang Zhou

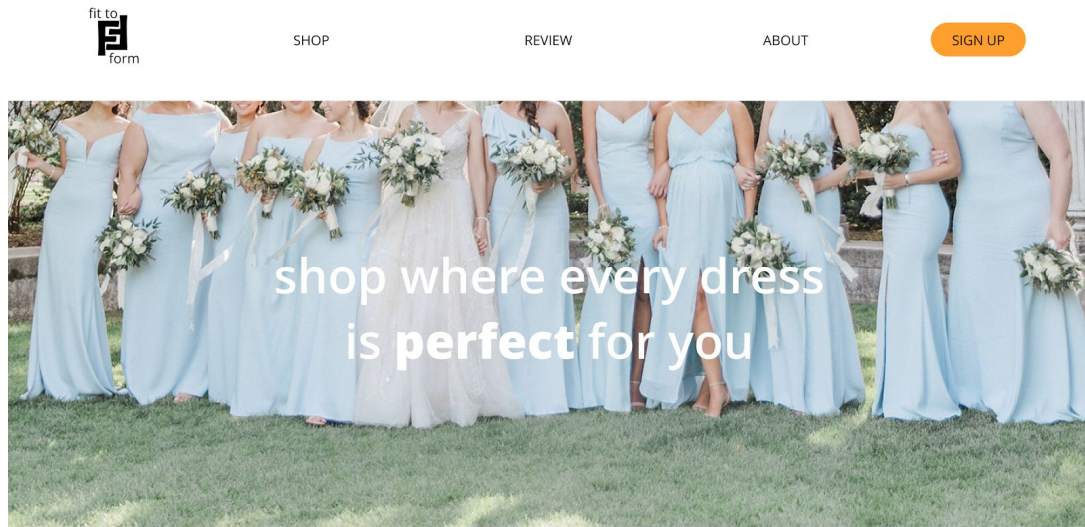
Abstract

Fit To Form is a start-up that provides customized women's clothing shopping experiences based on the user's body measurements. According to their website, the company's mission is "to help every woman of all sizes find clothing that makes them look their best". The goal of this capstone project is to first, create high-fidelity mock-ups for the company's website based on UI/UX design principles learned in class, and second, implement a minimum viable product (MVP) with basic functionalities that could be deployed onto the internet for users to use as a proof of concept. The major design principle we focused on is the usability of the website, especially ease of navigation and readability, to provide a smooth shopping experience for the user.

This artifact demonstrates the entire process of UI/UX design for websites, starting from creating low-fidelity sketches in Balsamiq, to designing high-fidelity mock-ups in Figma, to gathering user-feedbacks through group discussions and UserTesting to iterate on the previous designs, to finally implementing a MVP version of the website and deploy it using React. The main flow of the user experience implemented in the website is: Home Page -> Fit Quiz -> Shopping Page -> Item Page -> Shopping Cart -> Shipping Info -> Billing Info -> Confirmation.

Faculty-sponsor: Jeff Huang, jeff_huang@brown.edu

Home Page of Website:



Shopping Page:



your personal dress shop

narrow it down: [price](#) [color](#) [length](#) [style](#)

