

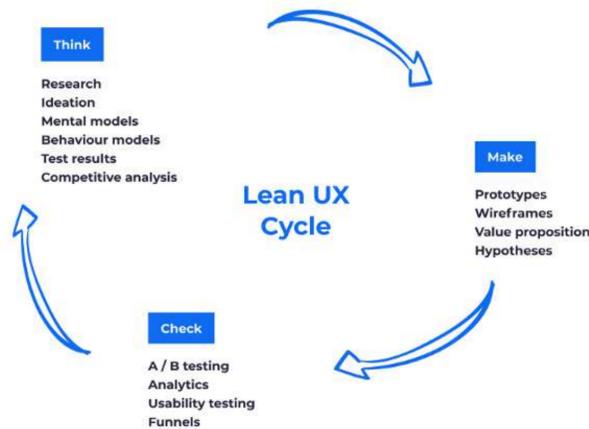
## ABSTRACT

In this project, I have showcased the works which I have performed during the summer. This will be providing a basic overview of how I have helped Dot My Style with their designs and served as a **UX Design Intern**. Dot My Style is a fashion tech startup which provides personal styling service for Men and Women that goes with their needs, taste, and lifestyle. Dot My Style changes the way people find clothes they love by combining technology with the personal touch of seasoned style experts. Being an intern in this early stage startup, I have worked on their website portal. As per the initial statement, I have worked on providing a sense of surprise element to the customers.

With this internship, I have got an opportunity to apply my acquired knowledge in a true sense. This document shows my work that ranged from designing user interfaces to user experience and analyzing the user's need as a pivot of all the products. This internship taught me a number of things and radically changed my way of seeing my potential as a visual designer.

## LEAN UX FRAMEWORK

Designing using a lean-agile attitude, culture, and methodology is known as lean user experience (Lean UX). Functionality is implemented in the smallest practicable steps, and success is determined by comparing the findings to a benefit hypothesis. Lean UX design goes beyond simply putting design elements into practice and imagining how users might engage with a system. Instead, it promotes a far broader understanding of a feature's purpose, the functionality needed to achieve it, and the advantages it offers. Lean UX offers a closed-loop system for defining and measuring value by obtaining rapid input to determine whether the system will achieve the actual business objectives.

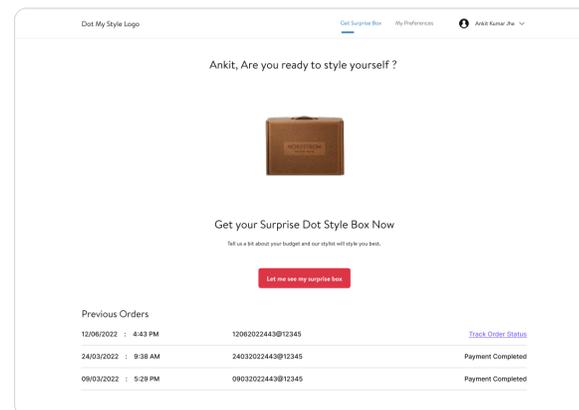
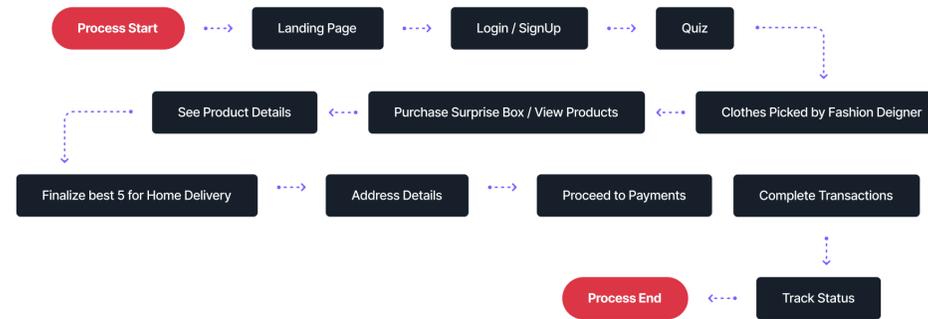


After gathering different insights we have formulated them in form of different problems so we can work on them to provide solutions to users

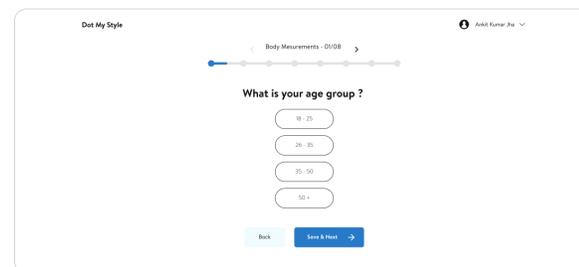
## Unique Selling Product

- Providing personal styling service for Men and Women
- Dot My Style helps users with their needs, taste, and lifestyle
- Providing a surprise element for customers in the process of purchasing clothes

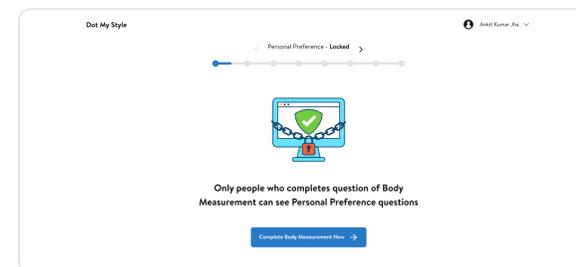
## User Journey



Above: User Journey Flow for Dot My Style platform.  
 Left: Get Surprise Box UI with previous orders  
 Bottom Left: Quiz Section (After Designing)  
 Bottom: Locked questions in Quiz Section (Gamification Implemented)



This was all about designing the quiz section. But there are a few more screens on which I have worked on which are cloth picking page, Item Description, Payments, Surprise box page, Account Settings page etc.  
 A full overview of entire designs can be seen in [Dot My Style Figma](#)



I started my research part with searching regarding the customer reviews on different platforms about what they feel about personalized clothing. I have gathered some results (shown above & right) from people who have posted on twitter or Instagram or any e-commerce app and website.



## MAKING OF QUIZ SECTION

For the design part, I started with working on the survey /Quiz part i.e. how the question will look like, how the option will be displayed etc. Initially, I had suggested an idea to use google forms for the same, but it was not a good suggestion as they want to make the quiz part integrated within the website and they wanted to keep everything saved in the back end as they have to display these things again and again in the user's profile. So, they asked me to design this. For the quiz section, I asked about how many questions will be going to be there, what kinds of answers we seek from users, and how these answers can help in providing the best personalized clothes to users. How much time will it take users to fill that up? Also I had to make sure that users don't feel overwhelmed while filling out these forms because it could lead to a bad customer experience (CX) and they could leave the platform there so I have used gamifying techniques which have resulted as a great solution in dealing with this situation.

## RESULTS & CONCLUSION

I have helped Dot My Style in creating a product which looks better and easy to use and delivered the file to them with speedy delivery and the final designs have now been developed and have been deployed on the server. And after showing the designs and the workable prototype they have raised a funding of Rs. 75 Lakhs as a seed fund from investors. I was working with two co founders, one developer and one fashion designer. My roles were to mostly work with co-founders and help developers. My favorite part of this case study is working on the quiz section when I was working to make this process more gamifying so that users do not feel any hectic situation.