

Executive Summary

[REDACTED] is a single-player experience.

Users try on inventory in isolation, unaware of others' styles or product choices. While this offers creative control, it limits users' emotional attachment and constrains the upside of network effects. This case study explores a bold but reasonable assumption:

Enabling [REDACTED] users to see and engage with each other's style activity (looks) will lead to a more satisfying product experience.

This assumption, while unproven, is directionally correct according to broader consumer behavior trends. Gen Z digital behavior shows that social discovery and creative feedback loops lead to deepened product connection. If [REDACTED] can begin to capitalize on this behavior, the payoff in engagement, retention, and active user growth could be significant.

This case study proposes **shareable looks**, a lightweight social feature that enables users to publish (share) their styled avatars (looks) to a public gallery where others can browse, view, and try on shared looks. This interaction tests whether a multi-player experience drives engagement, return visits, and session depth. The proposed scope avoids the need for real-time infrastructure or complex social graphs, making it a low-risk, high-insight experiment.

What this case study delivers:

This document is structured to explore this assumption by answering three core questions:

1. [What feature could test the hypothesis, and why?](#)
Multiple social concepts are explored, but shareable looks is the quickest way to test the core assumption with minimal lift.
2. [How does the feature look and behave?](#)
This section shows how shareable looks might be integrated into the existing [REDACTED] experience through user stories, wireframes, and UX flows.
3. [What are the risks, tradeoffs and success metrics?](#)
The case study identifies key risks and lays out a clear success framework, with total *try ons from shared looks* as the North Star.

The analysis offers a blueprint to test [REDACTED]'s next evolution: from a transactional tool to a culture-forward platform. Read on for the full rational, early design, and validation strategy.

What feature could test the hypothesis, and why?

Hypothesis

I believe that creative, socially-motivated users will engage more deeply with the platform if exposed to native social sharing features:

Introducing lightweight social features to [REDACTED] will encourage users to engage with and return to the product more often.

This idea is supported by behavioral patterns seen among Gen Z users of social shopping platforms (Pinterest, TikTok Shop). If [REDACTED] introduces similar dynamics, then session depth and return visits will increase among the socially-motivated segment of [REDACTED]'s user base.

Possible solutions

I explored several features [REDACTED] could implement to introduce social dynamics into the product experience. However, not all ideas were equally realistic.

The table below contains a set of potential solutions, with notes on each's feasibility, technical difficulty, investment risk, and their ability to validate the hypothesis.

Feature	Description	Implement	Difficulty	Risk	Notes
Style activity feed	A complete, personalized social feed	Later	High	High	Too costly and speculative pre-validation of the hypothesis
Shareable looks	Users share looks that others can try on	Now	Low	Low	Lightweight feature to test social behavior
Group try on rooms	Real-time, multi-user experience	No	High	High	Real-time UX will not match current async user behavior
Style challenges / UGC contests	Creating themed try on challenges for users to	Later	Medium	Medium	Follow-on if core social behavior is validated

	participate in				
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While a style activity feed could be a powerful feature, it would require building a friend graph, handling moderation, and could risk poor initial engagement if users perceive the feed as “empty.”

Instead, I propose **shareable looks**, a feature that will enable users to share their looks and allow others to apply the shared look (products) to their own avatars. It does not require real-time infrastructure or friend graphs and it directly tests the hypothesis: do social interactions deepen engagement (e.g., drive more try ons)?

By focusing resources on a lightweight but meaningful social interaction, the team can validate the hypothesis and learn quickly without overcommitting resources.

Known Unknowns

Before defining feature scope and product requirements, I call out what I do not yet know about [REDACTED] user behavior and motivations.

- Are users willing to share their looks and likeness?
- Are users inspired by others’ looks?
- Are users likely to feel expressive or imitative when trying on others’ looks?
- Are users inclined to be active creators or passive browsers?

These uncertainties inform a set of working assumptions that will guide the scope and initial design of shareable looks.

Feature Concept - Shareable Looks

The feature will introduce the ability to share looks to a public feed for others to view and apply the featured products to their own avatars. Users will be able to...

- Publish looks to the Shared Looks gallery (public feed of shared looks)
- View a shared look (likeness, products) in the gallery
- Like the shared look
- View attribution to the original look creator
- Apply the look (products) to their personal avatars

This solution encourages discovery and facilitates a lightweight social interaction without the need for a follower graph, comments, or real-time content feeds, allowing the team to validate core behavioral assumptions with minimal technical risks. The low barrier to social participation makes the feature ideal for testing the core hypothesis.

Key Assumptions

The table below outlines key assumptions behind the feature concept, each with an associated risk, validation difficulty, and a plan for testing.

Assumption	Risk Level	Validation Difficulty	Test Plan
Users are willing to share their looks with others.	High	Low	Allow users to share looks to a public feed and measure percent of users that consent to share
Users are compelled to try on others' looks.	High	Low	Measure how many views of shared looks lead to try on events.
Try ons from shared looks lead to longer sessions.	Medium	Medium	Use event-based cohort tracking to compare average session time for shared look participants vs. control.
Attribution for looks adds perceived value.	Low	High	Track if users engage more with attributed vs. unattributed looks.

User Segmentation

Scoping and designing shareable looks requires a clear understanding of distinct user personas within the [REDACTED] community—especially potential early adopters. While it's safe to assume most users are fashion-curious, [REDACTED]'s user base likely falls into three key behavioral segments:

Segment	Use Case	Relevance
The Creative Power User	Experiments actively with looks, curates styles, and seeks social expression.	High
The Style Explorer	Tries on outfits casually and shares externally for fun.	Medium
The Utility Shopper	Uses [REDACTED] as a virtual fitting room to assess purchases.	Low

Target Persona

Although shareable looks may have limited appeal across other user segments, it is most relevant to the Creative Power User. This segment is best positioned to validate the feature’s core assumptions.

To personify the Creative Power user, I created “Emily” from firsthand experience with similar apps, reactions to [REDACTED] on YouTube, and observed Gen Z fashion habits. The Emily persona clarifies who the feature is designed for and helps anchor early design discussions.

About Emily:

- She is 25 years old, single, and lives in Brooklyn.
- She works as a freelance stylist and part-time fashion content creator.
- She uses [REDACTED] to experiment with looks and find inspiration for her next social media post.
- She shares her looks on TikTok and Instagram, often mixing streetwear with designer pieces.
- She feels most fulfilled when her style resonates with others.
- She seeks out platforms that give her creative control, visibility, and social feedback.

Her Personality:



How does the feature look and behave?

User Stories

Reflecting on the target persona Emily, below are user stories that define the key needs this feature aims to serve:

As a Creative Power User...

- I want to share my styled avatar so that I can express myself and be seen by others.
- I want to browse looks others share to draw inspiration and try on outfits that match my aesthetic.
- I want to see how many people have liked my look so I can gauge its appeal.
- I want to access stats like views, try ons, and likes to understand my creative impact.

Product Requirements

The minimally viable feature scope should test whether users like Emily are motivated to share, engage with, and adopt others' looks as a form of self-expression.

1. Users can publish (share) looks to a Shared Looks gallery.
2. Users must opt-in to share a look publicly.
3. A grid-based gallery lets users browse shared looks.
4. Each shared look displays a full-body avatar, creator attribution, and "Like" count.
5. Users can tap a look to view product details, likes, views, and try ons
6. Users can tap the "Like" icon to like the shared look (likes are anonymous)
7. Users can try on products featured in the shared look using existing interaction patterns.

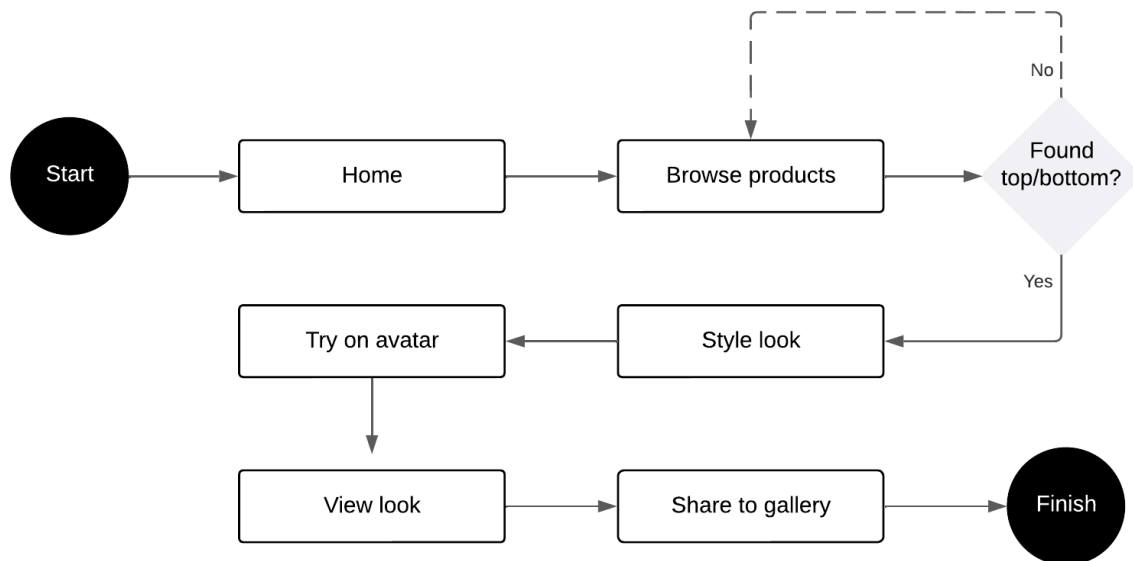
Early Design

This section translates user stories and high-level requirements into tangible design artifacts (flow diagrams, wireframes) to guide discussion and move toward implementation.

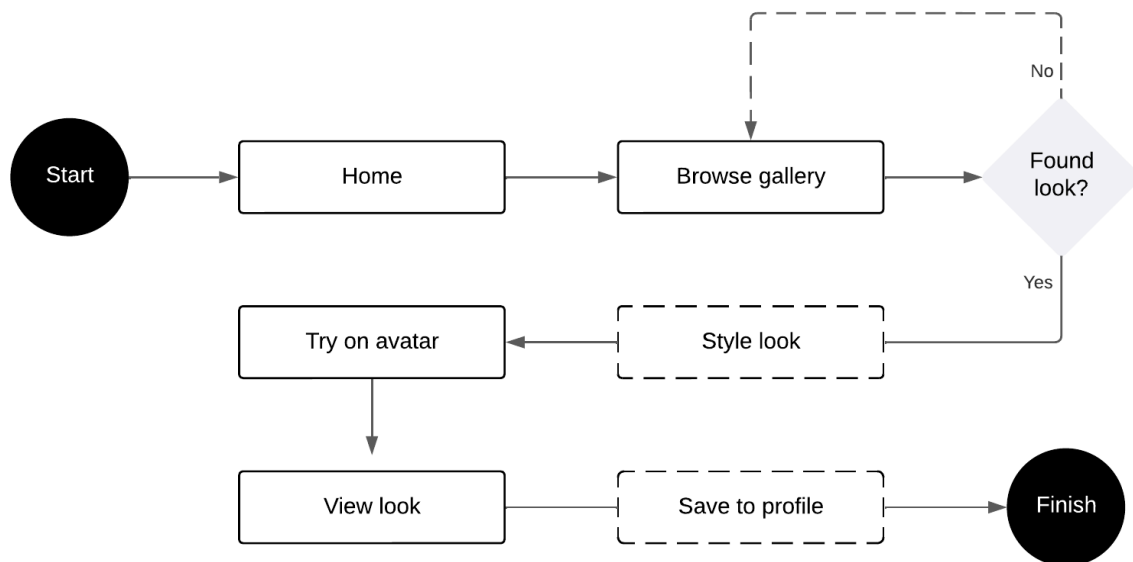
Flow Diagrams

Mapping basic user interactions will surface friction points, validate engagement assumptions, and define the core workflows needed for testing.

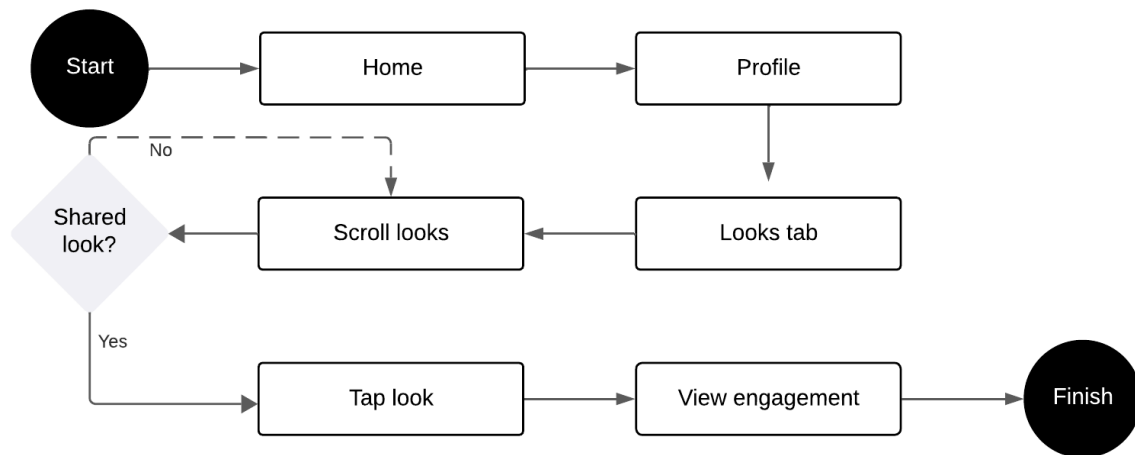
Share a look to the gallery - from look creation to sharing with opt-in consent



Browse and try on a shared look - from gallery scroll to applying (and personalizing) the look



View and interpret engagement for a shared look - from saved looks to viewing try ons, likes, and views



Wireframes

Wireframes help visualize the core workflows anchoring the shareable looks UX. Each flow is designed to test a distinct part of the engagement hypothesis.

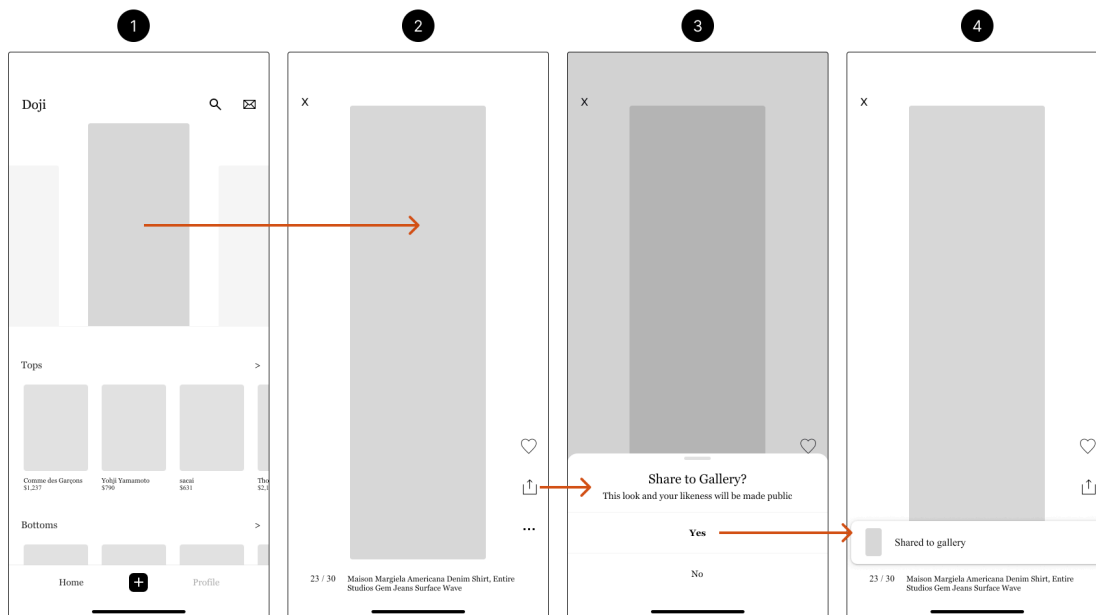
Normal - existing UI

Bold - new/proposed UI

→ - user interaction flow

Share a look to the Gallery

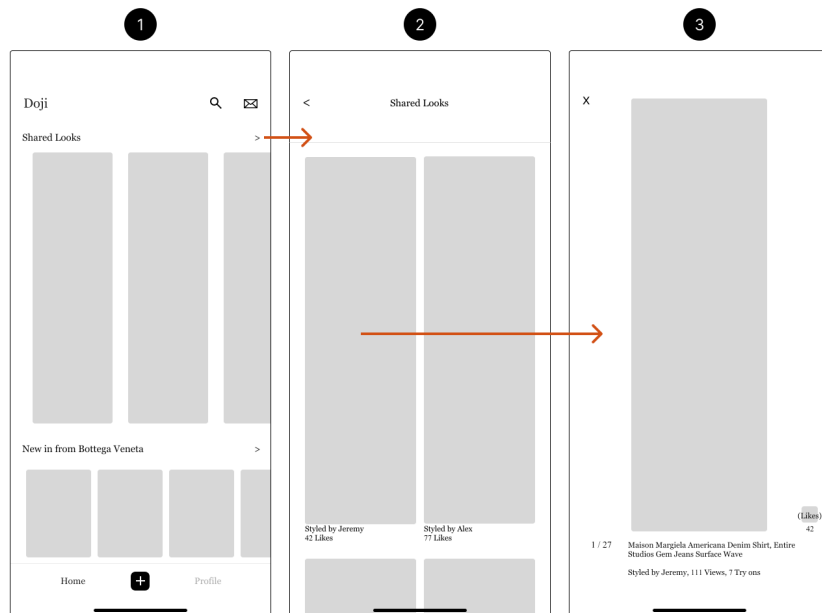
After trying on products, users may publish (share) their look and likeness to the public gallery. The flow tests users' willingness to share their styled avatars (looks) publicly.



1. Tap styled full-body avatar (look) on the Home screen.
2. **Share look publicly—interaction design TBD**
3. **Consent (Yes) to featuring your likeness publicly.**
4. Get toast notification when done.

Browse and try on a shared look

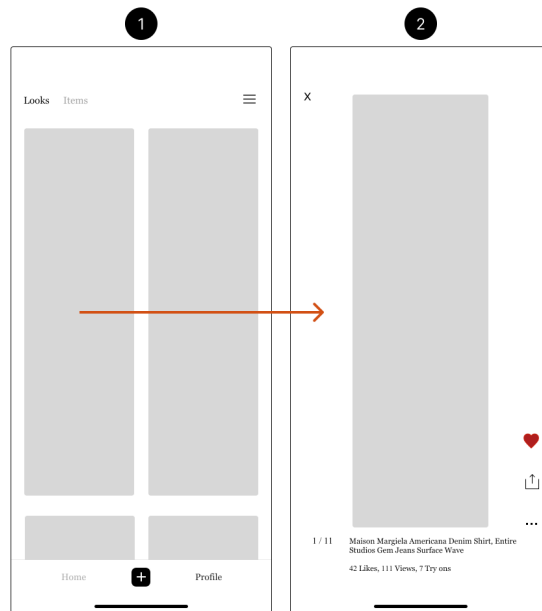
From the home screen, users can access the Shared Looks gallery that displays published styles (shared looks). This flow tests whether users are inspired by peer styles and are willing to engage (view, like, try on) with others' looks.



1. See more to open **the Shared Looks gallery/screen**
2. **Browse grid-based gallery of shared looks with creator attribution (Styled by _) and “Like” count**
3. **Tap look to see product details (Maison Margiela Americana Denim Shirt, Entire Studios Gem Jeans Surface Wave) and number of Try ons by others**

View and interpret engagement on a shared look

Users can access their shared looks with an existing flow (Home > Profile > Looks) to track how content is performing. This flow tests if lightweight feedback loops (likes,, try ons, views) motivate continued sharing and creative output.



1. On the Profile screen, tab to Looks, and **identify a public/shared look**
2. Tap look to **view engagement (likes, views, try ons)**

What are the risks, tradeoffs, and success metrics?

Risks & Tradeoffs

The goal of shareable looks is to drive creative expression, peer-to-peer inspiration, and sustained engagement. If the feature resonates within the target user segment, it should validate the social hypothesis and signal future value for the broader user base.

However, exposing user likeness (avatars) and looks to others carries churn risks, including:

1. Disrupting the private, single-player experience [REDACTED] users expect.
2. Launching with a sparse or low quality gallery that weakens perceived value.
3. Resistance from users uncomfortable with publicly sharing their avatars.

To mitigate these risks, the rollout should begin with Creative Power Users. Early participation from this segment will seed the gallery with content and provide meaningful behavioral signals.

Success Metrics

To evaluate this post-launch, I would track the following behaviors and associated metrics (measured per session, per week, per month):

- Total looks shared - *willingness to express style publicly*
- Total try ons from shared looks - *peer inspiration and social utility (North Star)*
- Total likes on shared looks - *creative feedback loops*
- Percent of active users that try on ≥ 1 shared look - *breadth of engagement*
- Average session duration (for shared look participants) - *depth of engagement*
- Percent of shared looks with multiple try ons - *early signs of repeat value*
- 7- and 14- day return rates for shared look participants vs. control - *stickiness and habit formation*
- Gallery drop-off rate - *friction in discovery or lack of relevant content*

Together, these metrics ladder up to three shorthand indicators of feature success:

1. Users are willing to share their looks publicly.
2. Users are engaging meaningfully with shareable looks.
3. Shared Look interactions increase session depth and return visits.

The North Star, total try ons from shared looks, is a direct measure of social influence, creative adoption, and product utility. It will be the clearest signal that shareable looks is delivering on its purpose.

Could high usage still signal failure?

Yes, high usage alone does not guarantee success. If shareable looks fails to deepen engagement or promote habitual usage, several negative signals that could appear during feature rollout:

- Users visit the shared looks gallery but do not meaningfully engage (no likes, try ons, or shares).
- Users frequently try on looks, but rarely share their own.
- Session times and return visits stay flat despite feature usage.
- Looks are viewed but not liked or lead to try ons.
- Power users share looks consistently, but other users are passive or disengaged.

Encountering these behaviors in the data strongly suggests that the social loop and peer influence mechanisms never took hold.