

A close-up photograph of a person with long, wavy brown hair, seen from the chest up. They are in a locker room, with a wooden locker door and a metal handle visible in the background. The person is looking into a mirror (not fully visible) and is applying dark eye makeup with a brush. Their hands are positioned near their eyes, and they are holding a black makeup brush. The lighting is warm and focused on the person's face.

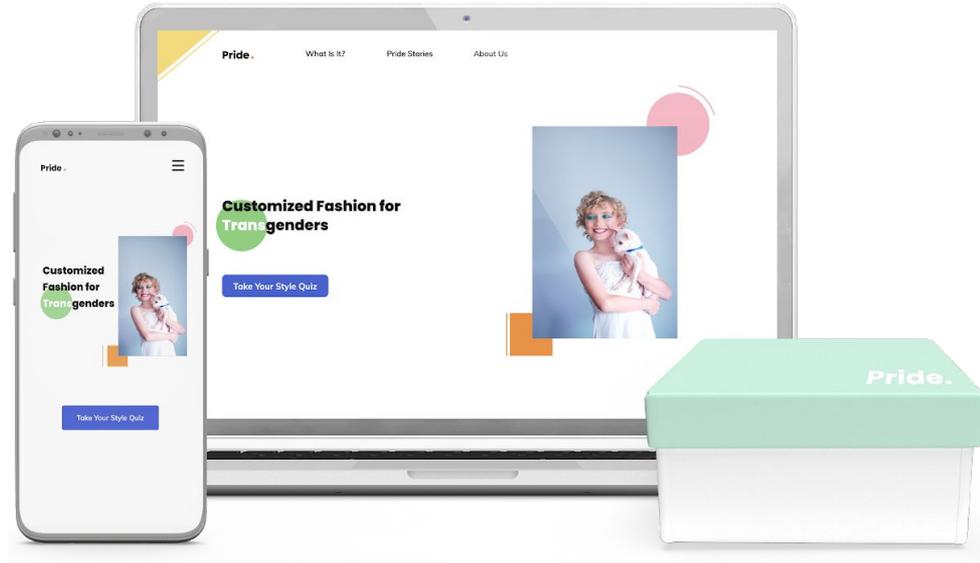
# Pride.

Customized care package  
for transgender persons

# What is **Pride**?

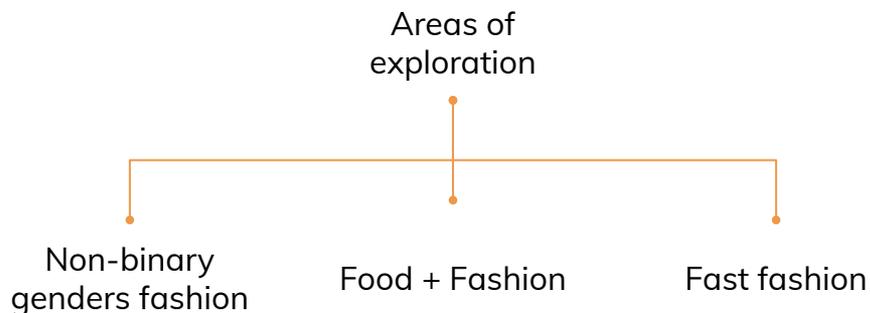
Pride is a **subscription based personalized carepackage** for a transgender person that can be ordered online.

This care package is meant to **support** through their transition by **discovering their style, understanding the essentials** they require and **finding a perfect fit** for their body type.



## KICK-OFF

# Our prompt was **Fashion + Equality**

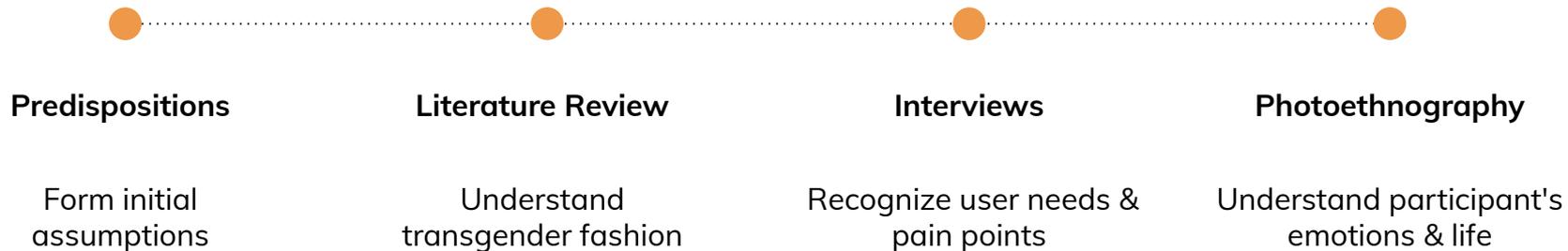


We were very drawn towards non-binary genders fashion specifically within the **transgender community**.

This was because our common friend, **Abby** identifies as a **trans-female** talked to us about her fashion problems.

## RESEARCH OVERVIEW

To explore, we did some **groundwork**



## ASSUMPTIONS

# Let's begin with **what we knew**

1

Fashion is an **integral part of their gender identity** as it is their form of expression

2

Transgender specific clothing and accessories are **expensive and unaffordable**

3

**Community and family support** makes transition easier and increases confidence

# We read about their fashion needs



## Clothing Fit Issues for Trans People

<https://doi.org/10.38055/FS010209>

By Andrew Reilly, Jory M. Catalpa, and Jenifer K. McGuire

### Theme 1: Fit/Cut/Size Problems with RTW clothing

Responses in this theme highlight how RTW clothing does or does not fit the body. For example, a transman participant noted, "The way [clothes] fit me, it pissed me off 'cause they wouldn't fit me properly because I have this girly body and the clothes are made for men figures," while another participant responded, "I don't typically wear women's clothing... as in most of my bodies don't fit very well anyone and in my, my chest just looks really awkward in things that are cut for women." Likewise, pants were also a problem; a genderqueer participant said, "I'm really short and jeans – boy jeans kind of just look retarded when you're really short 'cause the crotch is like that much longer than it should be."

These responses illustrate how current categories of RTW clothing, created along a gender binary, do not meet the needs of transgender persons. Furthermore, one transman observed that when clothes do not fit, the issue is not with the clothing but with his body:

I feel like I'm supposed to shop in the men's section, I feel like I'm supposed to wear men's clothing. Like, I feel like I'm just supposed to. Like just, like I'm a guy and I'm supposed. So I don't know why I keep on mentioning clothing. I don't know, I guess it all, it all connects to the way my body is too **cause if the clothing doesn't fit right on me then obviously that means there's something wrong with my body and I want it to be more masculine. I feel like it feel like it should be, you know broader shoulders, tapered, you know, no hips, just V-shaped, thin boots.**

### Gender & Technology

### CHI 2015, Crossings, Seoul, Korea

## Online Inspiration and Exploration for Identity Reinvention

**Oliver L. Haimson**  
Dept. of Informatics  
Univ. of California, Irvine  
Irvine, CA, USA  
ohaimson@uci.edu

**Anne E. Bowser**  
iSchool  
University of Maryland  
College Park, MD, USA  
abowser1@umd.edu

**Edward F. Melcer**  
NYU Polytechnic School  
of Engineering  
Brooklyn, NY, USA  
eddie.melcer@nyu.edu

**Elizabeth F. Churchill**  
eBay Research Labs<sup>1</sup>  
San Jose, CA, USA  
churchill@acm.org

### INTRODUCTION

Online self-representation is highly dependent on perceived audience [3, 30]. An online space's social composition (i.e., the mix of people from different social categories, including friends, acquaintances, strangers, only the user, etc.) affects how many and what types of risks a person is willing to take when exploring dimensions of self and identity. Social networking sites' affordances, such as privacy, disclosure settings, level of anonymity allowed, etc., not only shape the

Permissions to make digital or hard copies of all or part of this work for personal or classroom use is granted without fee provided that copies are not made or distributed for profit or commercial advantage and that copies bear this notice and the full citation on the first page. Copyrights for components of this work owned by others than ACM must be honored. Abstracting with credit is permitted. To copy otherwise, or to republish, to post on servers or to redistribute to lists, requires prior specific permission and/or a fee. Request permissions from [Permissions@acm.org](mailto:Permissions@acm.org).  
*CHI 2015*, April 18 - 23 2015, Seoul, Republic of Korea.  
Copyright is held by the owner/authors. Publication rights licensed to ACM.  
ACM 978-1-4503-1445-6/15/04...\$13.00  
<http://dx.doi.org/10.1145/2702123.2702270>

and how such changes are represented online. We elected to focus on a group of individuals who deviate from assumed "everyday" occurrences or theoretical norms, which can reveal deep insights about practices overall [38]. In this paper, we detail the experiences of a group of transgender individuals who have recently changed, or plan to change in the near future, their gender and personal style. Transgender people specifically were chosen as the focus of this study because of the constant, active, dynamic negotiations that this group faces around personal style. Particular challenges arise as transgender people explore their personal identities and in the process confront entrenched cultural views regarding the binary nature of sex and gender (male/female, man/woman), assumed stability of gender from birth, and cultural norms of style and signaling.

<sup>1</sup> now at Google

### Social Issues

## For trans people, shopping for a wardrobe is all about trial and error



Nora Misher tries on an item at a clothing shop at the Eaton Hotel in Washington in December. (Mavrin Joseph/The Washington Post)

By Samantha Schmitt  
Jan. 1, 2020 at 6:11 p.m. EST

Wearing a leather jacket and her long hair tied in a ponytail, Nora Misher walked into the room carrying a plastic bag stuffed with layers of her past: a bright blue dress, a pair of tan, skinny pants and light-yellow Ann Taylor jeans.

Follow the latest on Election 2020

When she first transitioned about five years ago, the clothes had been exactly what she had spent so much of her life wanting to wear. The outfits signaled to others, and to herself, the femininity she felt inside. She had ditched her Hot Topic T-shirts for floral dresses and vibrant colors. She started painting her fingernails almost every day. She shaved the barely-visible hair on her legs, because that's what



Get Dresses, Soppers & More  
@Chime

Clothing fit for of a transgender person's body is usually different from mainstream clothing. This results in ill-fitted clothes affecting their confidence and further causing gender dysphoria.

## USER INTERVIEWS

# Understanding **painpoints**

We interviewed **5 transgender individuals** and members of our **University's LGBTQ+ Center**



“For us, there is a lot of **online shopping**. We start online because we don’t have to go to a store and say, ‘I want to try this’ and that is an **easy way to it.**”



“I **don’t** want people to see me only as a ‘trans-woman’ and **feel bad for me**”



“To me **feminine was high heels, tights, big hair, long fingernails**, so when I transitioned I wanted to dress like that because that **hid my masculinity.**”

## Photoethnography

# To understand their behavior and environment

To focus specifically on fashion problems, we conducted photoethnography with our friend, Abby. The following pictures were taken where we **observed her morning routine**.

The insights we gained from this method were about the small yet very necessary needs in a transgender persons life.



“Getting a clean canvas”



“My eyes are the favorite part about me”



“It took a lot of time to grow these, and I love playing with them!”



“My appearance gives me confidence”

# What we learned

- 1** Fashion is deeper than just their appearance on the outside, it is a **channel to express their identity**
- 2** Gender transition requires the **understanding and knowledge of a new body**, lack of which can lead to mental stress and discontentment
- 3** The **existing solutions are expensive**; thus sometimes, transgender persons resort to **cheaper options inadvisable** by health experts
- 4** Pre-conceived notions about binary and non-binary genders results in **fear of judgement**

## DESIGN PRINCIPLES

# Our Design guide



### Empathy & Support

By making loved ones and community a part of their transition to make it easier



### Knowledge

To help them gain an understanding of their transitioning body



### Confidence

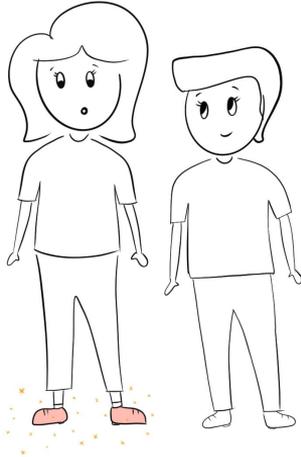
To use fashion as a way to help them feel confident about their appearance

**How can we support transgender people during their transition process and make it less challenging?**

## CONCEPT GENERATION

# Unrestrained creation of crazy ideas

### Step-Into-My Shoes



**Value:**  
Support, Empathy

### Confidence Mirror



**Value:**  
Confidence, Knowledge

### Personal Shopping Space



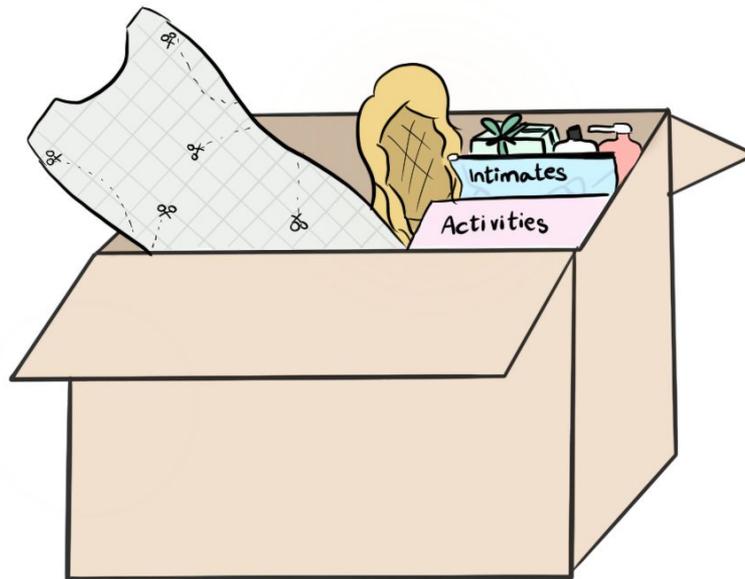
**Value:**  
Confidence

## DESIGNING WITH CONSTRAINTS

# Concept: DIY package

The DIY package is a gift from a loved one to a transgender person. It contains fashion activities that need to be carried out by a transgender person and a loved one.

The box also offers a 'body template' that can be used to modify their old clothes to cater to their body needs.

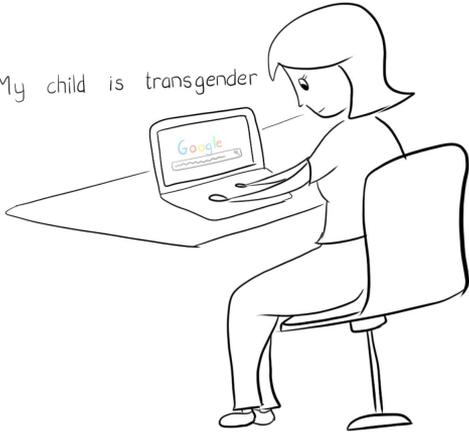


## ITERATION 1

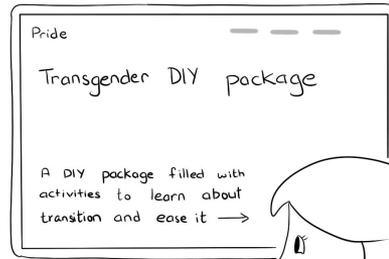
# DIY package

Jane

My child is transgender



She quickly lands on Pride and finds the DIY package

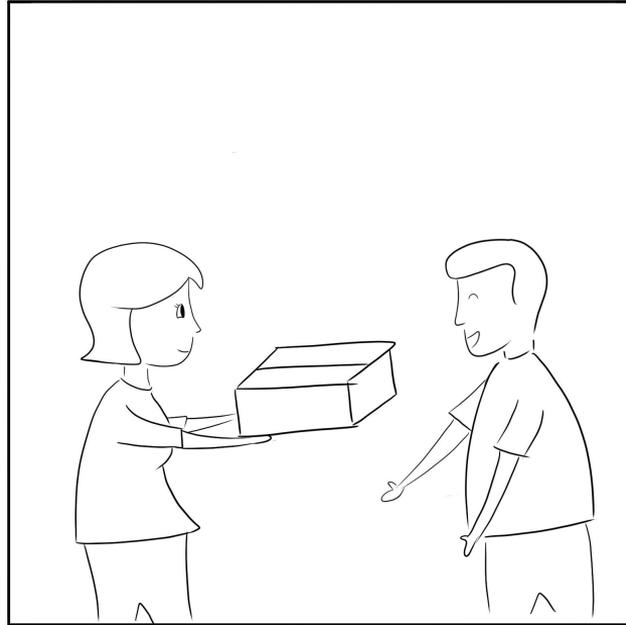


She begins answering the questionnaire to receive a personalized box for her and Becca

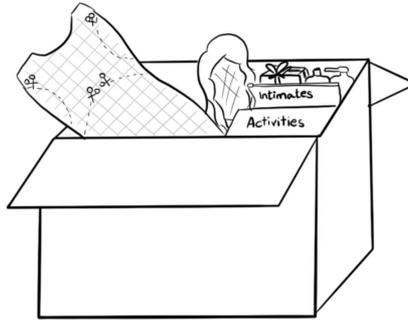


## ITERATION 1

# DIY package



She quickly lands on Pride and finds the DIY package



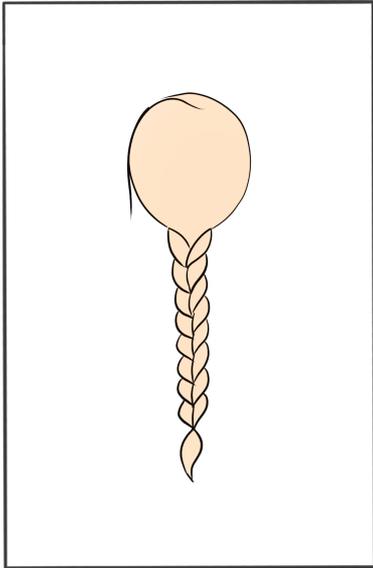
She begins answering the questionnaire to receive a personalized box for her and Becca

## TESTING

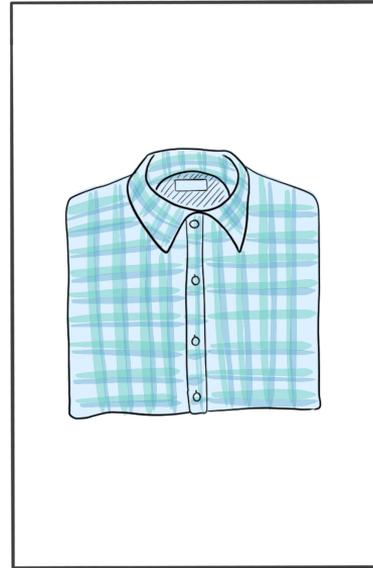
# Behavioral prototype

We designed and tested two fashion activities to validate if it created a bond.

Activity 1: Styling hair



Activity 2: Clothing Activity



## TESTING

# Activity 1: Styling hair

### Aim:

To facilitate conversation and also to learn the activity as a transgender person who is just transitioning from male to female.

### Results:

Though the activity helped in the learning process, but the **conversation was pretty awkward**. When asked if they would be open to an **activity like this again, they refused** to do so.

This made us question if our package would be used again and if it would really build relationships.



## TESTING

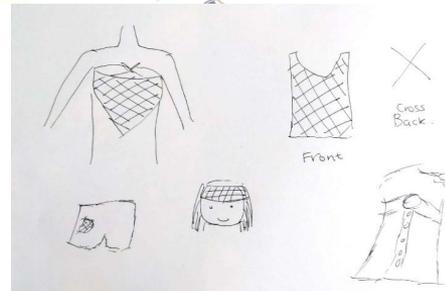
# Activity 2: Converting Masculine shirt to feminine one

### Aim:

To use a masculine shirt to drive a conversation and to learn the activity as a transgender person. The activity was to let them figure out all the different ways the shirt could be worn in a feminine way.

### Result:

Though this activity was fun, the **conversations neither led to building a relationship nor did it help in learning**. Also, most of the participants liked the idea of body template, however they were **not sure what to do with it**.



## RESULTS

# Learning from our findings and recognizing opportunities

For each activity, we conducted 6 rounds of testing. Every pair had different relationships and we found some common themes:

Test result	Insight found	Opportunity for iteration
Body template was neglected during our activity	Most users found stitching convoluted and tedious	Uncomplicating the process of finding well-fitted clothes
Activities required multiple people to participate	The box resulted in dependency on loved ones	Making them self-sufficient and independent
Users preferred not to participate in the activities again	DIY's one time usage makes the package redundant	A concept that can be used over a time period and is beneficial through their transition

How can we **empower** transgender people through a **simplified yet highly personalized** product to support them throughout their transition process?

## DESIGNING AFTER FEEDBACK

# Concept: Pride Style box

Using our results and opportunities we iterated to generate a concept called the Pride Style Box.

The Pride Style box is a **subscription based personalized carepackage** for a transgender person that can be ordered online. They would go through a set of questionnaire that would help experts understand their style, body type, their needs and their personality.

The box is then delivered with:

- Clothing
- Essentials like intimates, hair care products
- Makeup
- Books
- Surprise gifts

## TESTING

# We tested the style box

We asked 4 participants a set of questions and gave them a personalized style box. We followed up with an interview and found that it was well received. They used words like:

Fun and  
engaging

Simple  
and  
effective

Personalized  
for me

Effortless

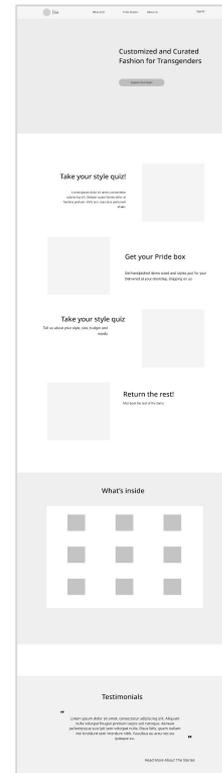
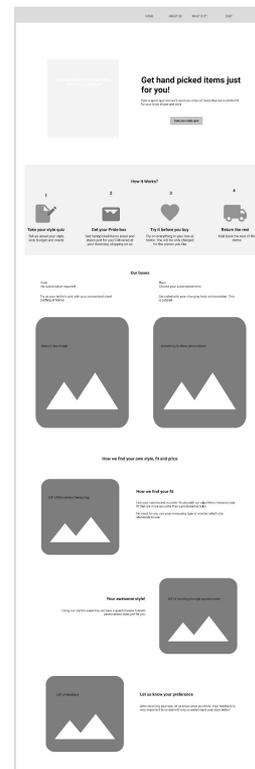
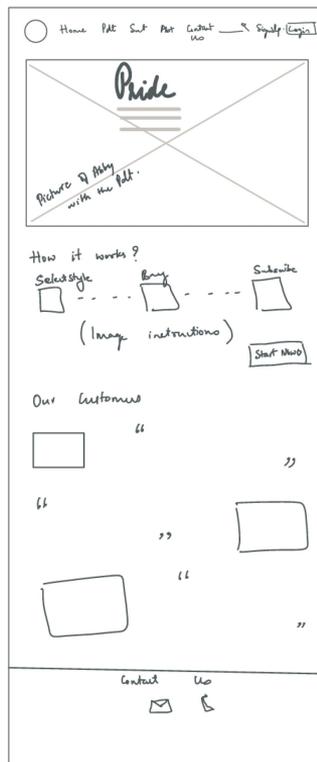
Informational



## LOW FIDELITY WIREFRAMES

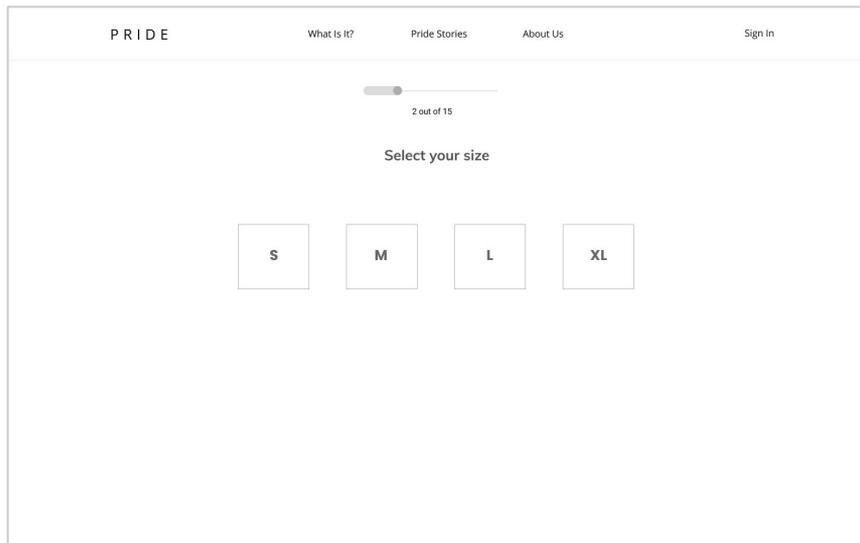
# Working on our website

We quickly **iterated and tested different versions** of our website. We found getting early feedback crucial to some of our design considerations.



## ITERATION

# Measurements

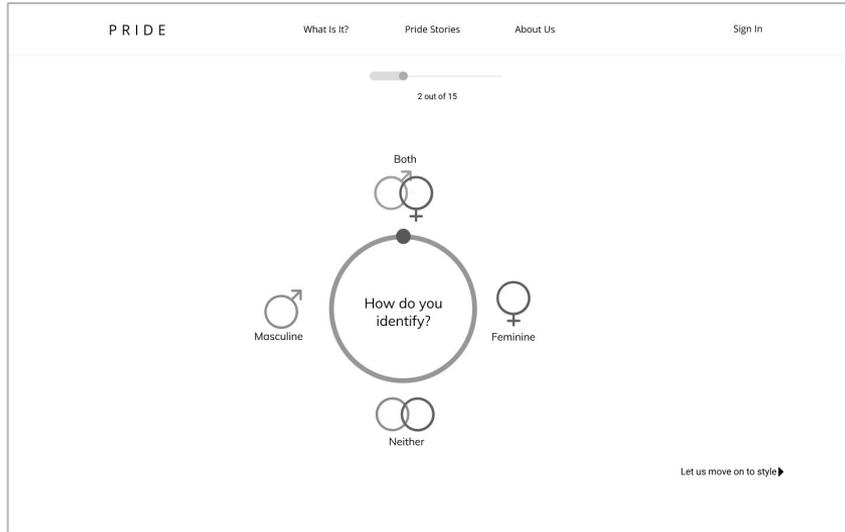


Generalized measurements

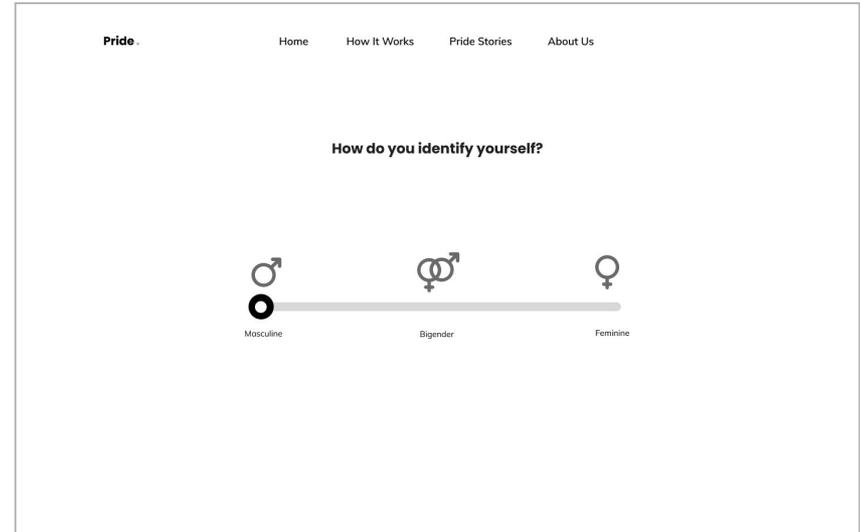
Personalized measurements

## ITERATION

# Gender Slider



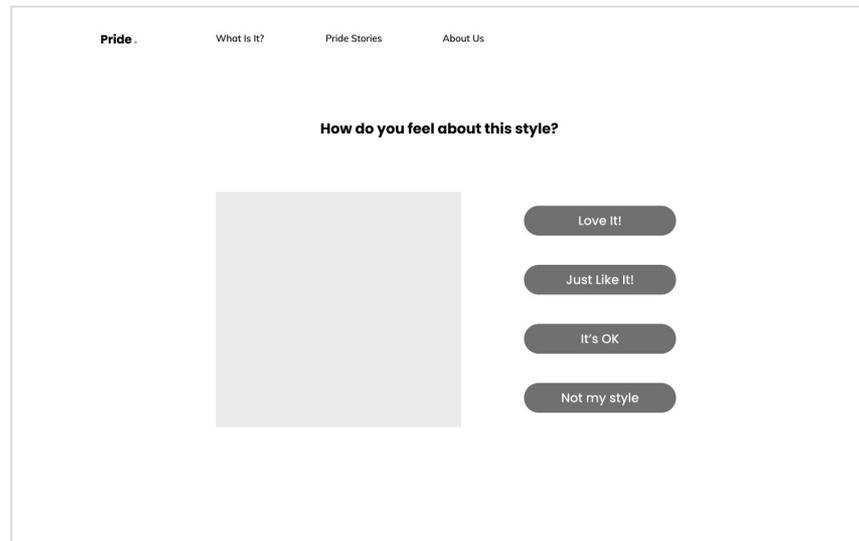
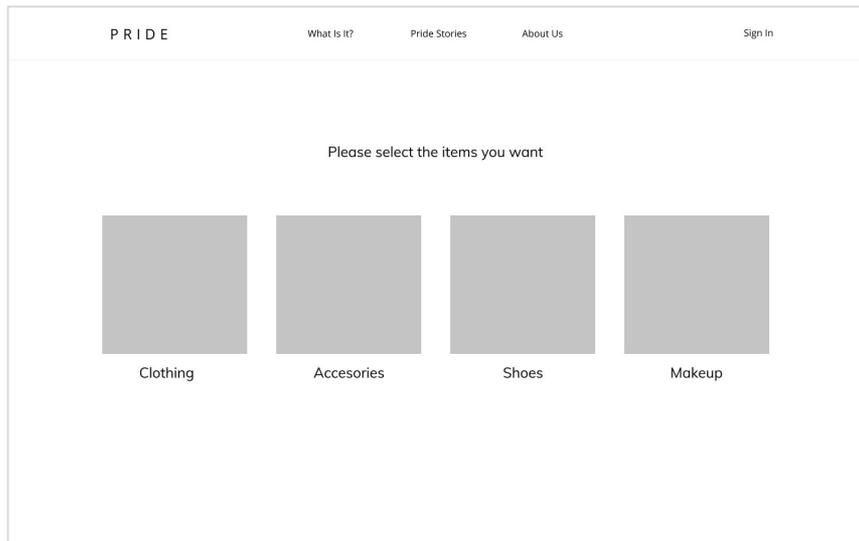
Complicated interface



Simpler interface

FEEDBACK

# Style Quiz



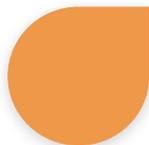
We iterated here to understand a user's personal style

**Final Design**

## STYLE GUIDE

# Picking colors and typography

Colors



#EE9849



#4A62D5



#FBE285



#D7598B



#7D80C6

Mood  
board



Typography

Mulish

AaBbCc

12345

Poppins

AaBbCc

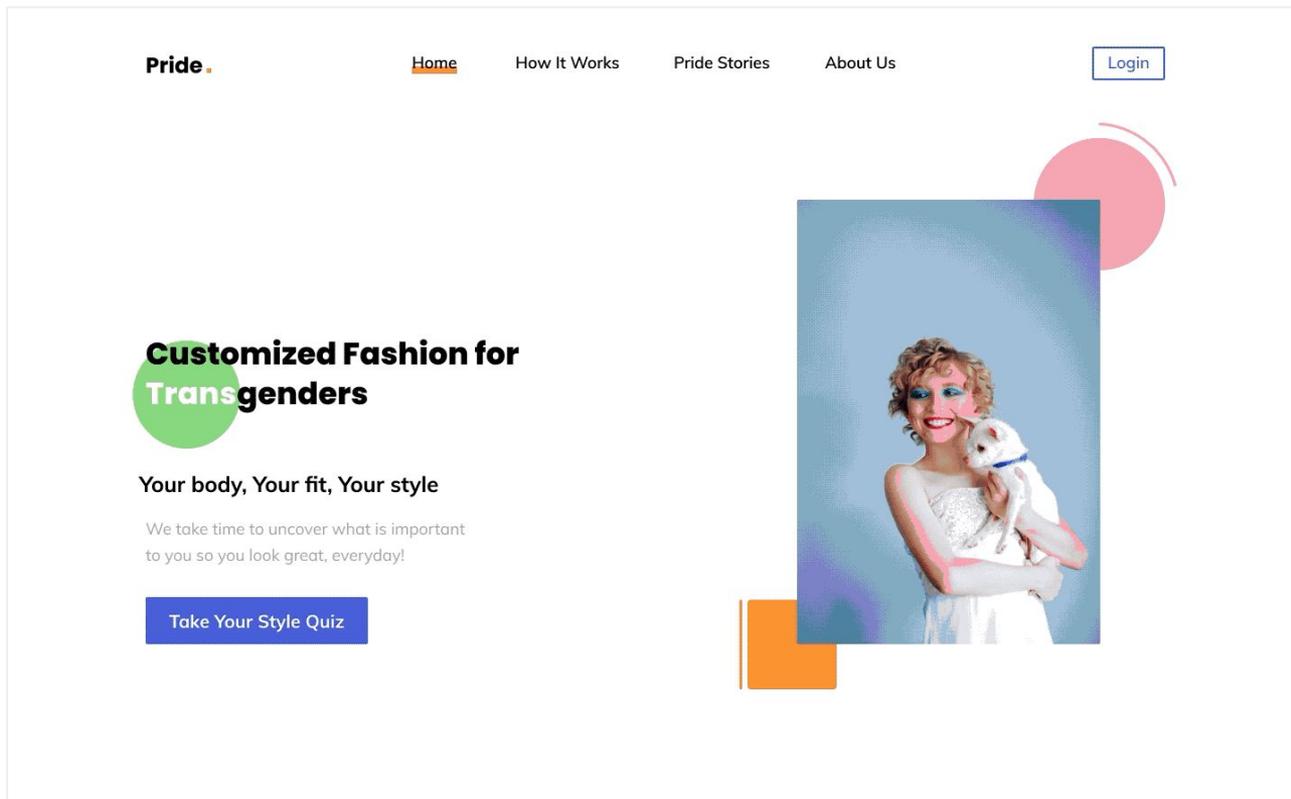
12345

Logo

**Pride.**

**Let's walk through a scenario through Abby**

# First, Abby scans the Pride home page



# She briefly understands Pride and what it offers

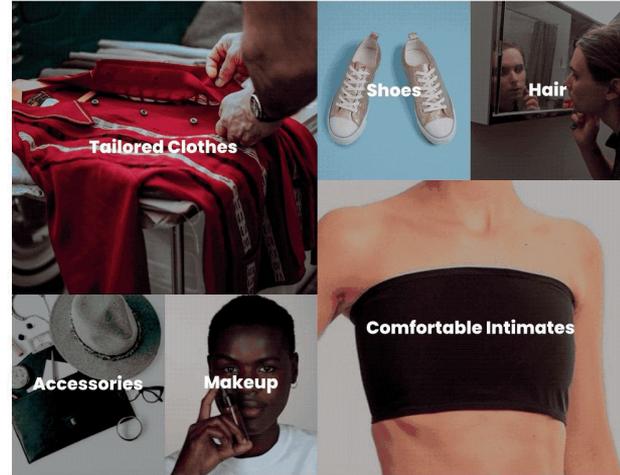
## How Pride works



### 1 Take Your Style Quiz!

The quiz has been curated to help us understand you better and styles that will make you look fabulous!

## What's inside the box



# She felt confident by looking at the feedback...

**What our customers say?**



"This product helped me understand my body and my needs better. Every time I receive pride box, it comes in packaging that is delightful!"

-Jules

---

107 S Indiana Ave,  
Bloomington, IN  
47405

✉ [contact@pride.com](mailto:contact@pride.com)  
☎ (812)-650-8766

Support  
Return Policy  
Terms and Conditions

Our Collaborations  
Privacy

## HOW IT WORKS?

# She finds a lot of information to make a decision

Pride.

[Home](#)

[How It Works](#)

[Pride Stories](#)

[About Us](#)

[Login](#)



## Get hand picked items just for you!

Take a quick quiz and we'll send you a box of looks that are a perfect fit for your body shape and style

[Take Your Style Quiz](#)

## STYLE QUIZ

# Upon taking the style quiz, she finds the gender slider

**Pride.** Home How It Works Pride Stories About Us

**How do you identify yourself?**  
This is just so that we can send necessary stuff for your trsnaition

♂      ♂♀      ♀

Masculine      Bigender      Feminine

2 of 15

[Next: Exploring your style preferences >](#)

## STYLE QUIZ

# She informs Pride about her style by answering few questions...

**Pride** Home How It Works Pride Stories About Us [Login](#)

**How do you feel about this style?**  
You might not like everything here. Just tell us how you feel overall!



Love It! ✓

Just Like It!

It's OK

Not my style

20% answered

[< Back](#) [Next >](#)

**Pride** Home How It Works Pride Stories About Us [Login](#)

**Share your style with us!**  
**Add your Pinterest board link**

[Your Pinterest Board Link](#)

60% answered

[< Back](#) [Next >](#)

## STYLE QUIZ

# She found fun questions in between the style quiz amusing

**Pride.** [Home](#) [How It Works](#) [Pride Stories](#) [About Us](#) [Login](#)

**What is your favourite kind of snack? You can choose more than one!**  
We would like to know you more!



- Sweeeeet
- Savory
- Spicy
- Cheesy (Yum)

 40% answered [< Back](#) [Next >](#)

## STYLE QUIZ

# She learnt about the essentials she would need and ordered

The screenshot shows a quiz interface for 'Pride'. The question is 'Does makeup bother your skin?' with a subtext: 'We will send you small samples of makeup. If you love it, you can reorder it!'. There are three blue buttons: 'Yes', 'No', and 'I don't know'. A progress bar at the bottom shows 70% answered. Navigation links '< Back' and 'Next >' are visible.

Cheeeeeeeeeeeeeeeee  
mera photo

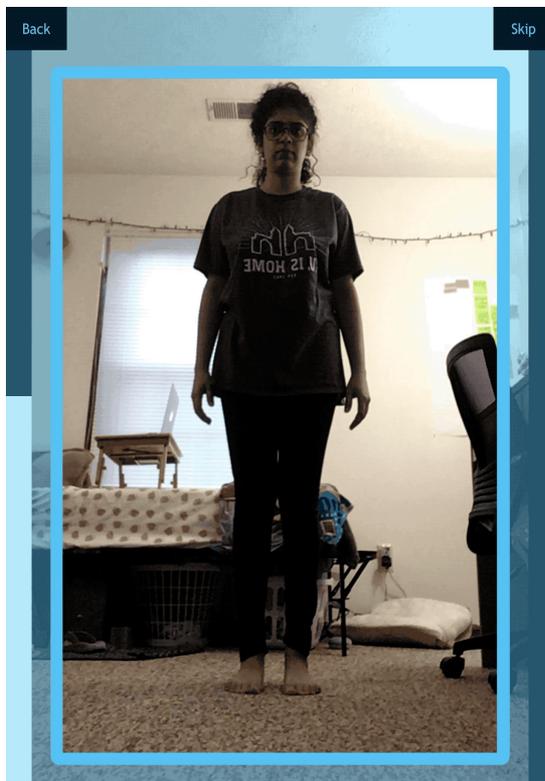
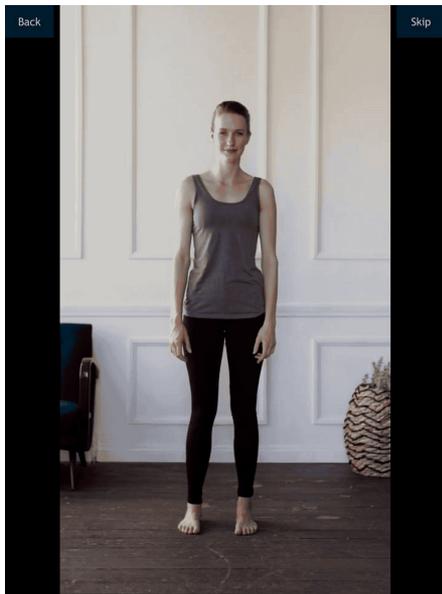
: Wahi to krna tha na ...  
original avoid krre the?..  
But again original b h  
usme

The screenshot shows a quiz interface for 'Pride'. The question is 'Bra inserts help accentuate the curves in your body, would you like one?' with a subtext: 'Our experts choose the best one for your body shape'. There is an image of two dark bra inserts. There are three blue buttons: 'Yes', 'No', and 'What's bra inserts?' with an external link icon. A progress bar at the bottom shows 70% answered. Navigation links '< Back' and 'Next >' are visible.

Janta jawab chahti h

## MEASUREMENTS

# Measuring through camera was easier for her than typing it



# Hearing from her community made her happy and confident

The screenshot displays the 'Pride Stories' section of a website. At the top, there is a navigation bar with links for 'Home', 'How It Works', 'Pride Stories' (which is highlighted), and 'About Us'. The main heading 'Pride Stories' is centered, with 'Pride' in black and 'Stories' in white inside an orange circle. Below this, three testimonials are presented in a grid. Each testimonial includes a profile picture, the user's name, a short title, and a brief paragraph of text.

**Pride.** Home How It Works Pride Stories About Us

**Pride Stories**

 **Andrialla Jones**

**How this package helped me in my tough times**

I went through a lot of ups and downs during my transition...

 **Jamie Phill**

**Pride is the best thing that has ever happened to me.**

Through the Pride community, I was able to find my partner and...

 **Bruno Leo**

**I can't believe my family got it for me & showed support.**

My family who was against my gender identity showed support...

## FEEDBACK

# Tailoring services through personalized feedback

**Your Feedback**



Fit

Style

We're All Ears. Give Your Final Thoughts

## PRIDE BOX

# She receives a Pride box with items

