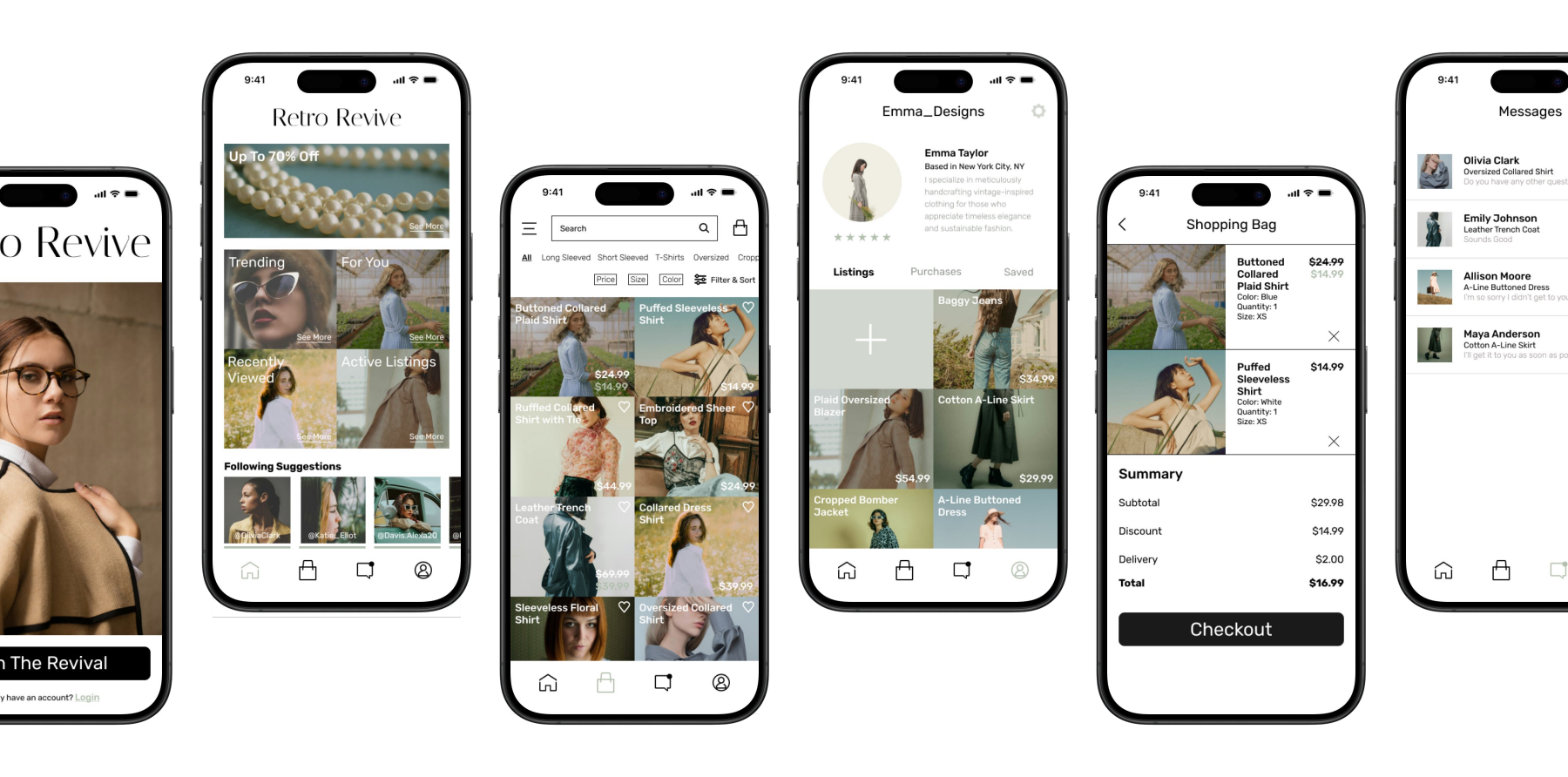
Retro Revive

Timeless fashion finding new homes

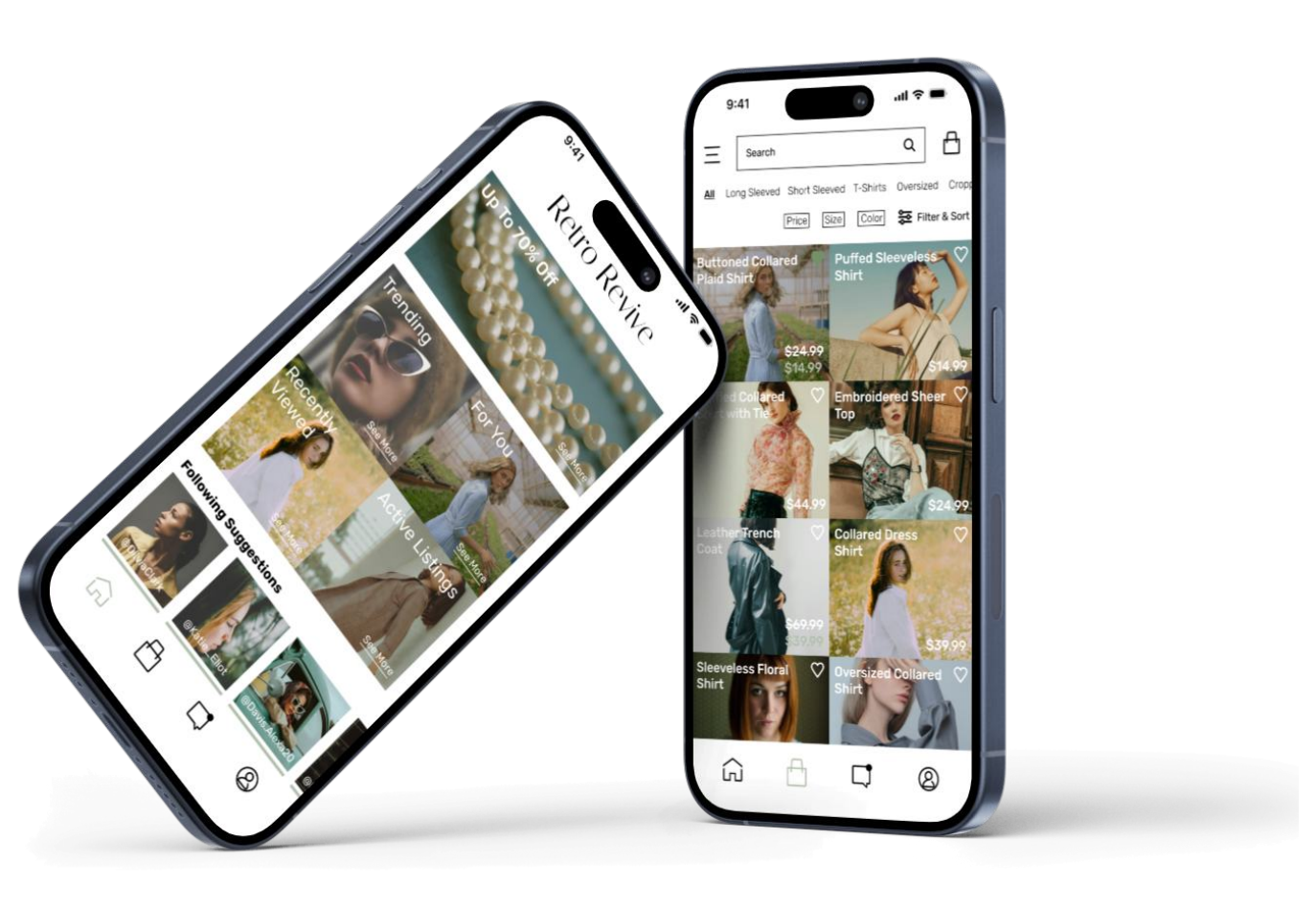

Retro Revive
Join The Revival
Up To 70% Off
Trending
For You
Recently Viewed
Active Listings
Following Suggestions
Search
Emma_Designs
Emma Taylor
Listings
Purchases
Saved
Shopping Bag
Summary
Checkout
Messages

The Problem

Those who love vintage clothing often struggle to find unique, high-quality pieces that fit their style and preferences. Traditional shopping options, such as thrift stores and vintage boutiques, can be limited in selection, inconvenient to visit, or located far away, making it difficult to discover specific items. Without a dedicated marketplace, the process of buying and selling vintage fashion becomes time-consuming, fragmented, and often frustrating.

The Solution

Users desire an easy and efficient way to find vintage clothing that matches their unique style and preferences. They want a platform that simplifies the process of discovering and purchasing these one-of-a-kind pieces without the hassle of searching through multiple stores. Additionally, users seek a convenient way to sell their own vintage items to a targeted audience of like-minded fashion enthusiasts. They value a seamless, user-friendly experience where they can browse, buy, sell, and connect with others who share their passion for vintage fashion.



Retro Revive

Retro Revive is an app designed specifically for vintage clothing enthusiasts to easily buy, sell, and connect with others. It directly satisfies users' needs by providing a centralized platform where they can effortlessly browse a curated selection of vintage pieces from various sellers, ensuring a diverse and high-quality assortment of clothing is always available. The app simplifies the selling process by allowing users to create their own listings with ease, manage their sales, and communicate directly with potential buyers or sellers. With features like personalized search filters and a user-friendly interface, Retro Revive makes it convenient for users to find exactly what they're looking for, ensuring a smooth and enjoyable experience in the vintage fashion market.

The 5 W's

Who

25 to 34-year-olds who want to buy and sell vintage clothing online

What

Users will be able to browse a wide selection of vintage clothing, purchase unique pieces, create their own listings to sell items, contact buyers and sellers directly for inquiries, and leave reviews to share their experiences

When

Users will use Retro Revive during their free time to browse or create listings and when contacted by buyers or sellers.

Where

At home, during a commute, or while on the go.

Why

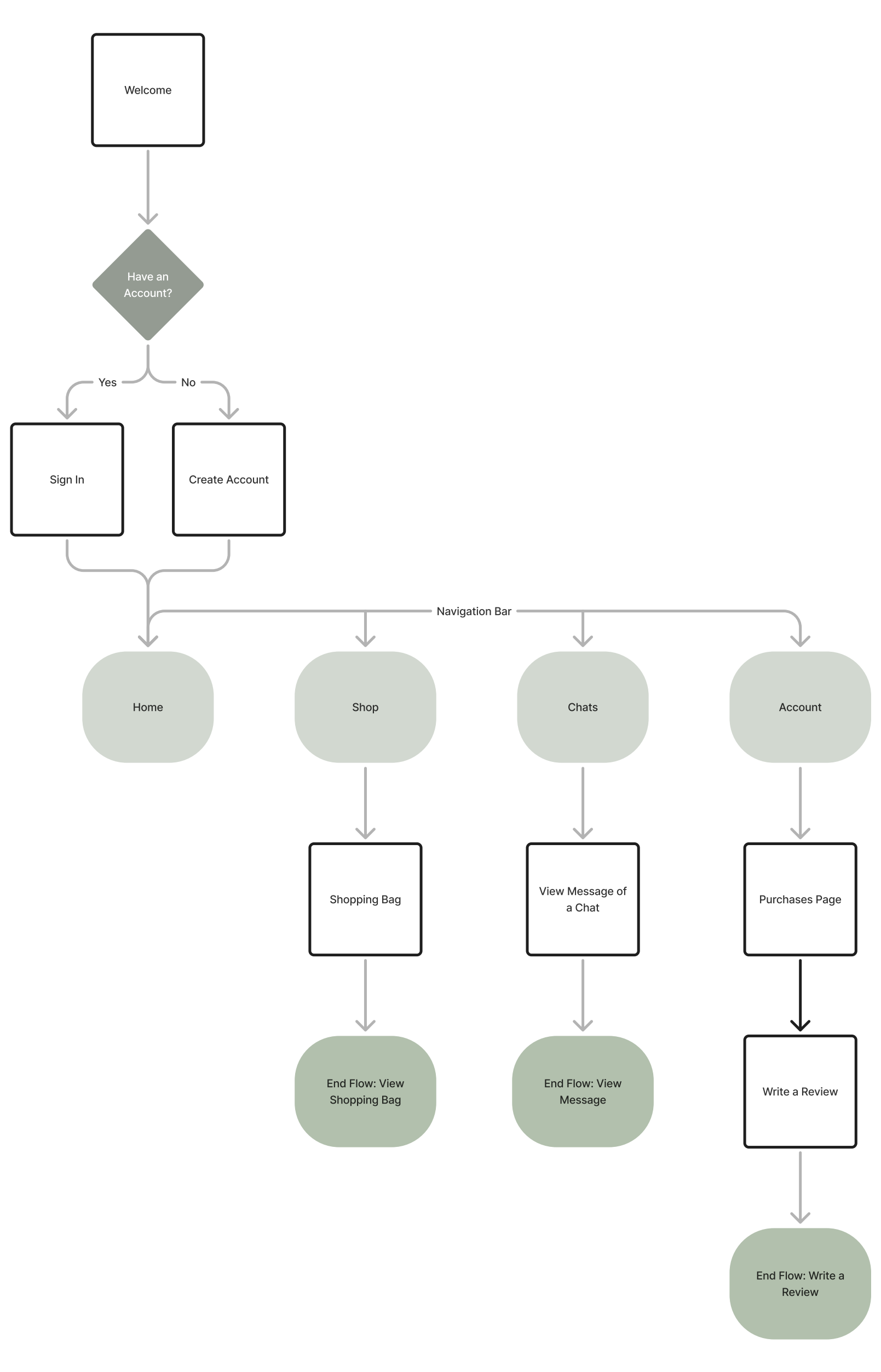
Users have trouble finding vintage clothing and want a convenient app to easily buy, sell, and connect with others who share their passion for timeless fashion.

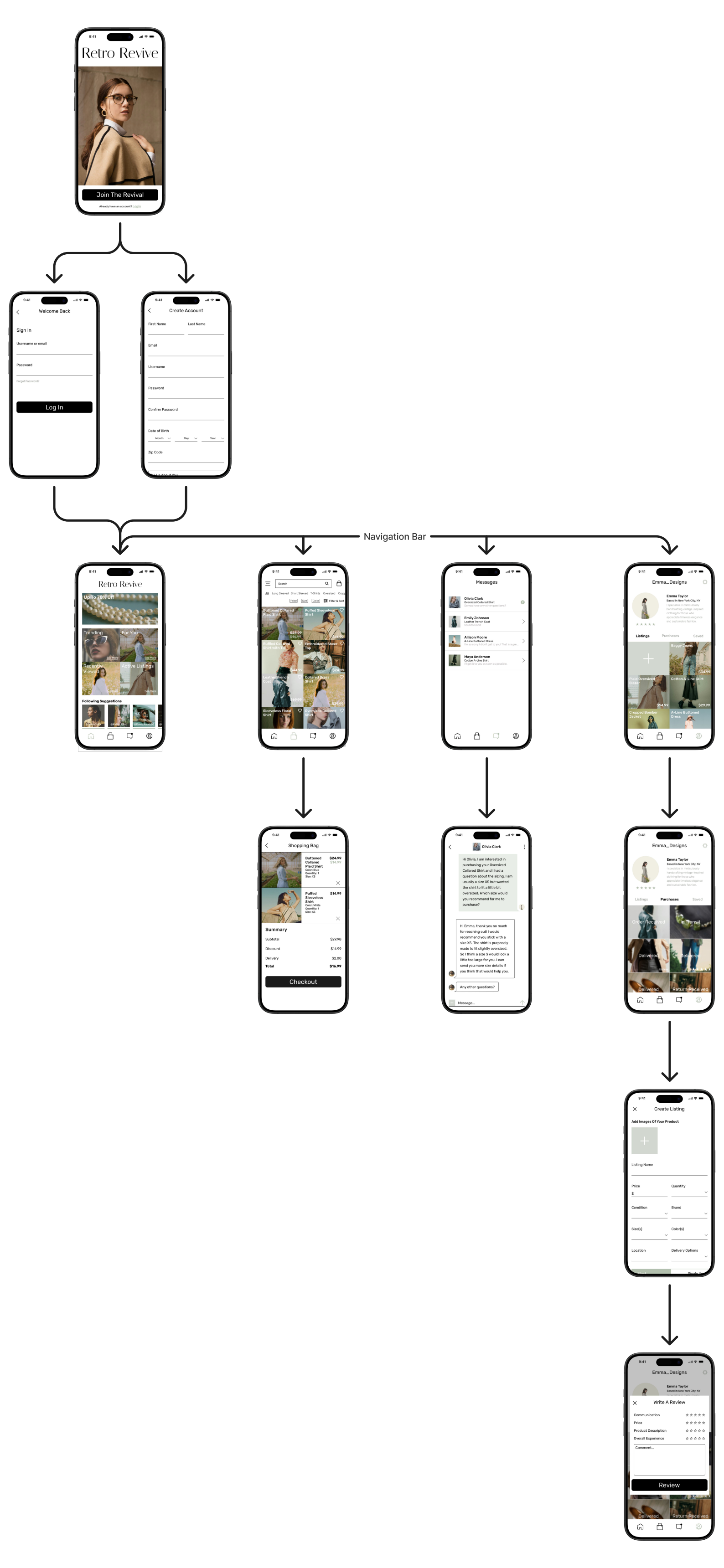
Defining Functionalities

In analyzing similar eCommerce applications for buying and selling, such as eBay and Depop, I identified key functionalities. These apps include social features that allow users to follow and contact other sellers, addressing the need for staying connected and communicating. They also feature shopping bags and navigation bars, which enhance user experience by making it easier to achieve their goals efficiently.

User Flows

Retro Revive offers a range of features designed to meet users' needs. These include creating an account, uploading items to sell, reviewing other sellers, viewing a shopping bag, and browsing a wide variety of vintage clothing. The following user flows demonstrate how users use these features to accomplish their goals.

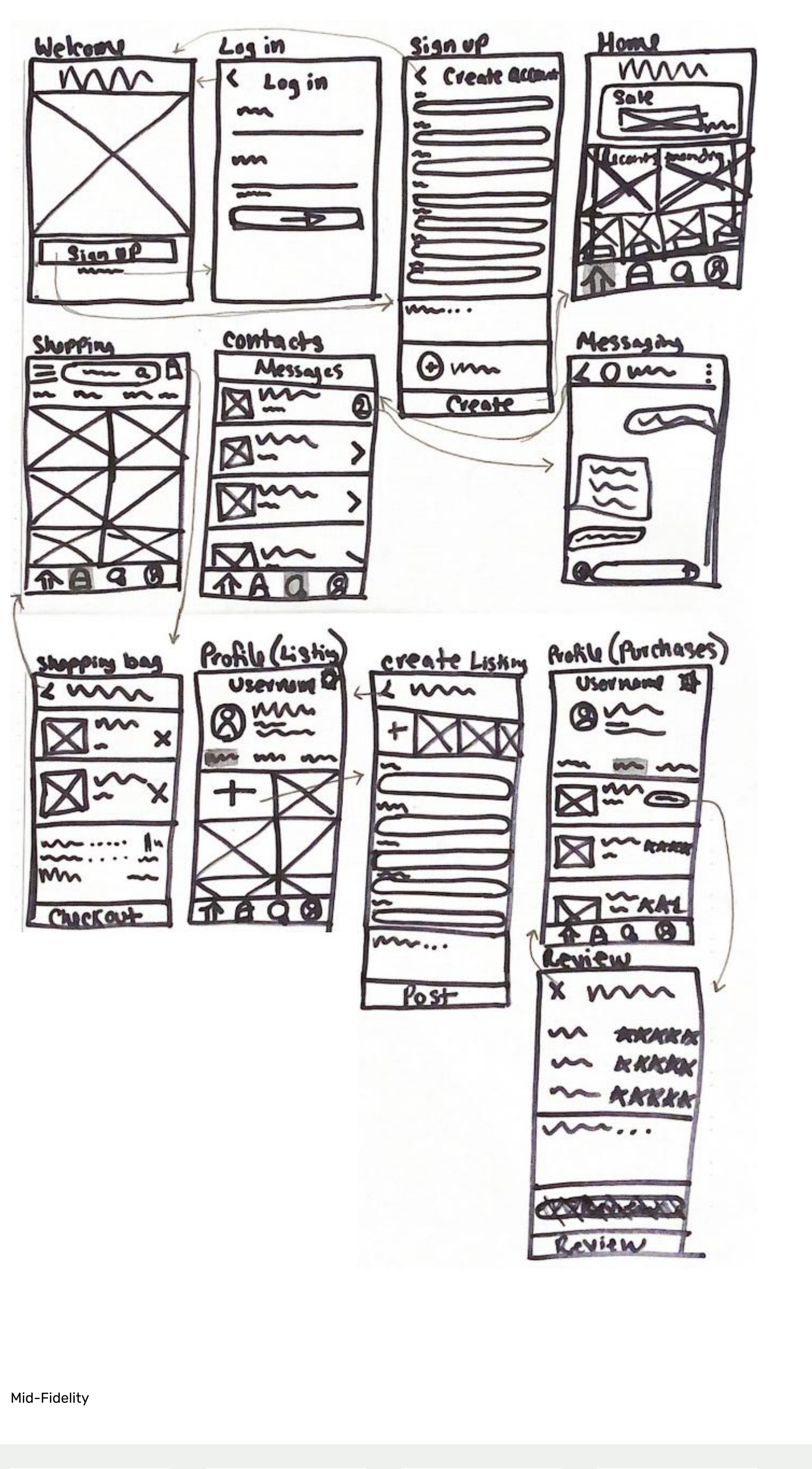

Welcome
Have an Account?
Yes
No
Sign In
Create Account
Navigation Bar
Home
Shop
Chats
Account
Shopping Bag
View Message of a Chat
Purchases Page
End Flow: View Shopping Bag
End Flow: View Message
Write a Review
End Flow: Write a Review


Navigation Bar
Retro Revive
Join The Revival
Welcome Back
Create Account
Log In
Shopping Bag
Checkout
Messages
Emma_Designs
Write A Review
Review

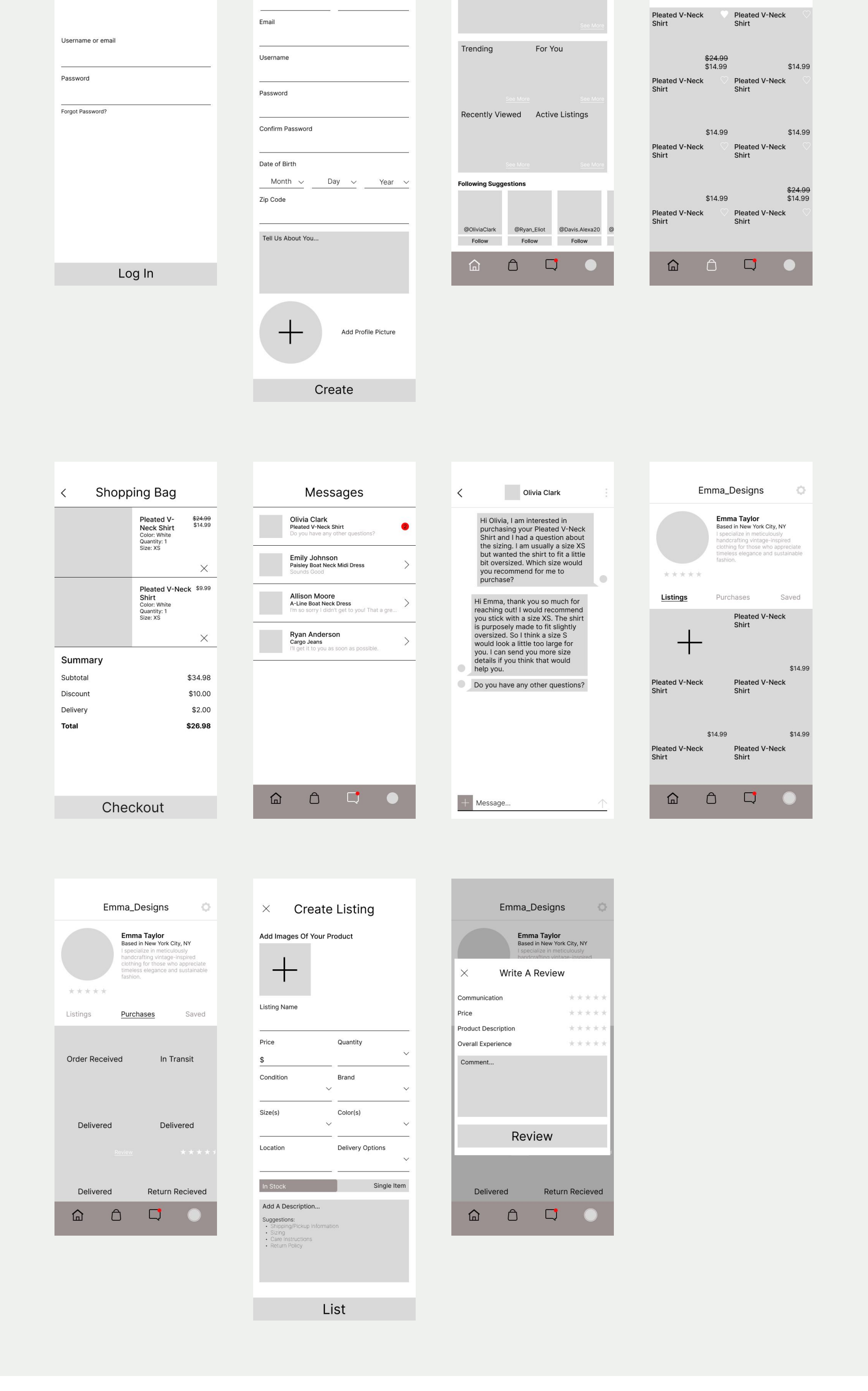
Low- to Mid-Fidelity Wireframes

As I continued the design process, I created low- and mid-fidelity wireframes to refine and evolve the design to better meet user needs. Through iterative adjustments, I established a clear visual hierarchy using layout and typography to enhance the overall user experience.

Low-Fidelity


Welcome
Sign UP
Log in
Log in
Sign up
Create account
Create
Home
Sale
Recently
Trending
Shopping
Contacts
Messages
Messaging
Shopping bag
Checkout
Profile (Listing)
Username
Create Listing
Post
Profile (Purchases)
Username
Review

Mid-Fidelity


Welcome Back!
Log In
Create Account
Create
Retro Revive
Up To 70% Off
Trending
For You
Recently Viewed
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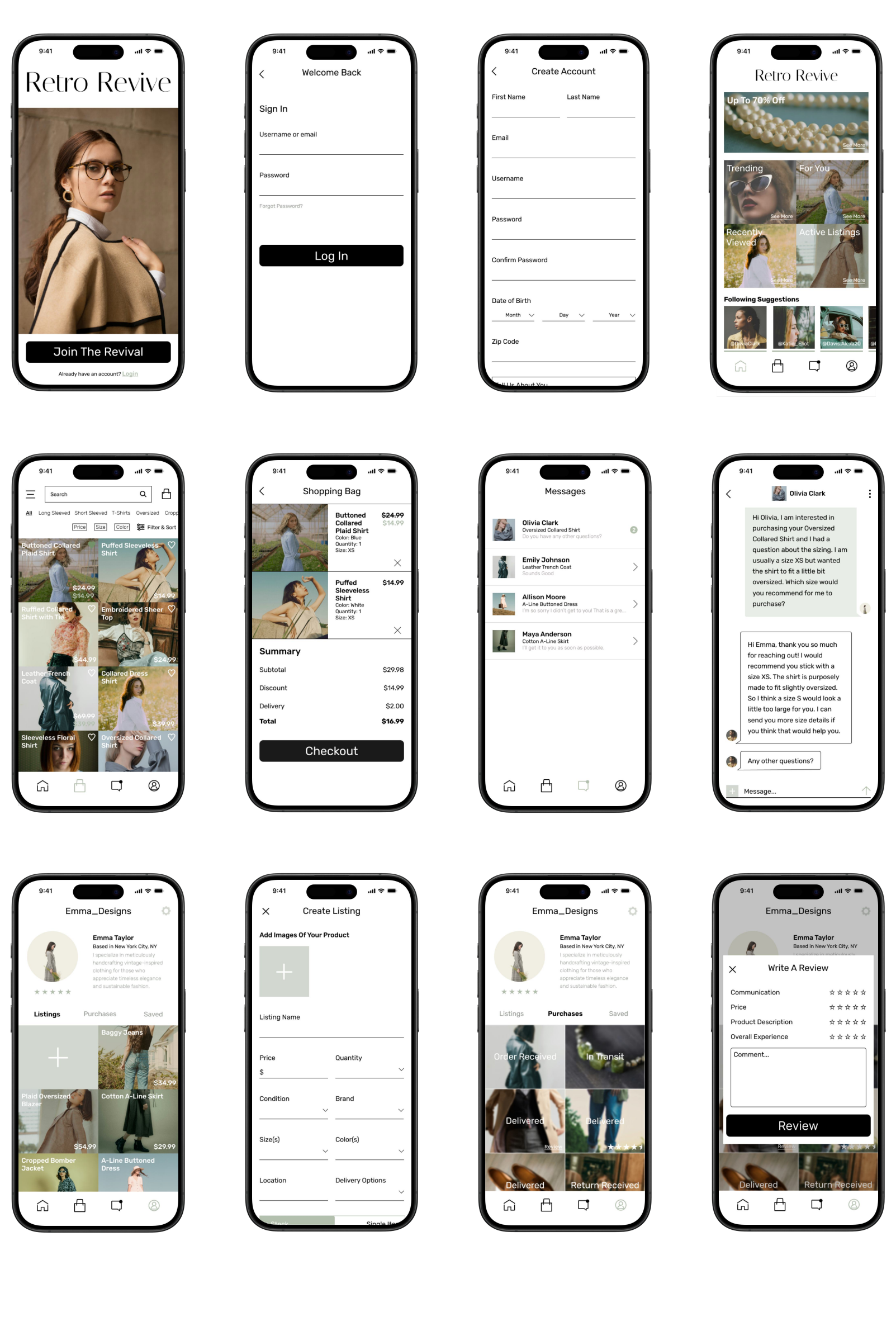
Following Suggestions
Shopping Bag
Summary
Subtotal
$34.98
Discount
$10.00
Delivery
$2.00
Total
$26.98
Checkout
Messages
Olivia Clark
Emily Johnson
Allison Moore
Ryan Anderson
Emma_Designs
Emma Taylor
Listings
Purchases
Saved
Order Received
In Transit
Delivered
Return Recieved
Create Listing
Add Images Of Your Product
Listing Name
Price
Quantity
Condition
Brand
Size(s)
Color(s)
Location
Delivery Options
In Stock
Single Item
Add A Description...
List
Write A Review
Communication
Price
Product Description
Overall Experience
Comment...
Review

Hi Olivia, I am interested in purchasing your Pleated V-Neck Shirt and I had a question about the sizing. I am usually a size XS but wanted the shirt to fit a little bit oversized. Which size would you recommend for me to purchase?

Hi Emma, thank you so much for reaching out! I would recommend you stick with a size XS. The shirt is purposely made to fit slightly oversized. So I think a size S would look a little too large for you. I can send you more size details if you think that would help you.

Do you have any other questions?

High-Fidelity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Following Suggestions
Search
Shopping Bag
Summary
Subtotal
$29.98
Discount
$14.99
Delivery
$2.00
Total
$16.99
Checkout
Messages
Olivia Clark
Emily Johnson
Allison Moore
Maya Anderson
Emma_Designs
Emma Taylor
Create Listing
Write A Review

Hi Olivia, I am interested in purchasing your Oversized Collared Shirt and I had a question about the sizing. I am usually a size XS but wanted the shirt to fit a little bit oversized. Which size would you recommend for me to purchase?

Hi Emma, thank you so much for reaching out! I would recommend you stick with a size XS. The shirt is purposely made to fit slightly oversized. So I think a size S would look a little too large for you. I can send you more size details if you think that would help you.

Any other questions?

Style Guide

Retro Revive presents a chic, professional, and sophisticated aesthetic with a typography-driven design. The chosen typefaces adorn the app with a bold yet refined personality: the serif typeface in the logo nods to vintage elegance, while the serif body typeface adds a modern touch. The dominant white color provides a clean, contemporary backdrop, and the minimalist approach ensures an uncluttered design that highlights both the typography and vintage clothing. The overall look is classy and refined, enhancing the user experience with a focus on elegance and simplicity.

Typography

Header 1: Italiana Regular, 75pt

Header 2: Italiana Regular, 42.67pt

Header 3: Rubik Regular, 32pt

Header 4: Rubik Medium, 24pt

Header 5: Rubik Regular, 24pt

Header 6: Rubik Bold, 18pt

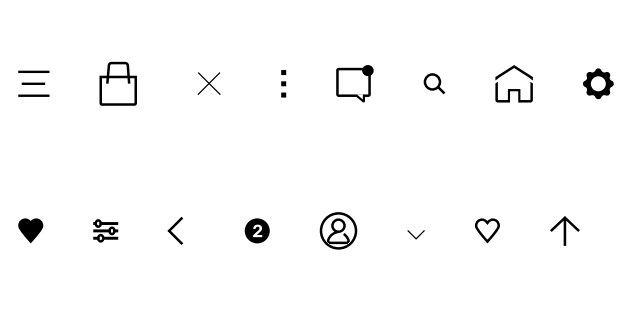
Header 7: Rubik Medium, 18pt

Body 1: Rubik Regular, 18pt

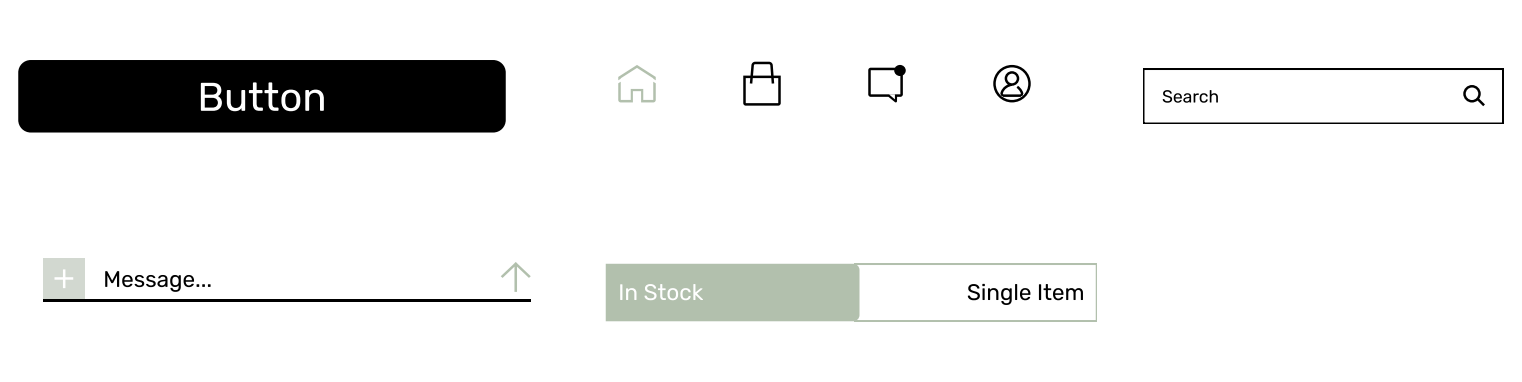
Body 2: Rubik Regular, 14pt

Body 3: Rubik Thin, 14pt

Iconography



Elements


Button
Search
Message...
In Stock
Single Item

Colors

Dominant
Hex: FFFFFF
RGB: 255% 255% 255%
HSL: 0% 0% 100%

Primary
Hex: 000000
RGB: 0% 0% 0%
HSL: 0% 0% 0%

Secondary
Hex: B2C0AD
RGB: 178% 192% 173%
HSL: 104% 13% 72%

Tertiary
Hex: D2D8D0
RGB: 210% 216% 208%
HSL: 104% 9% 83%

Support
Hex: 949B92
RGB: 148% 155% 146%
HSL: 104% 4% 59%

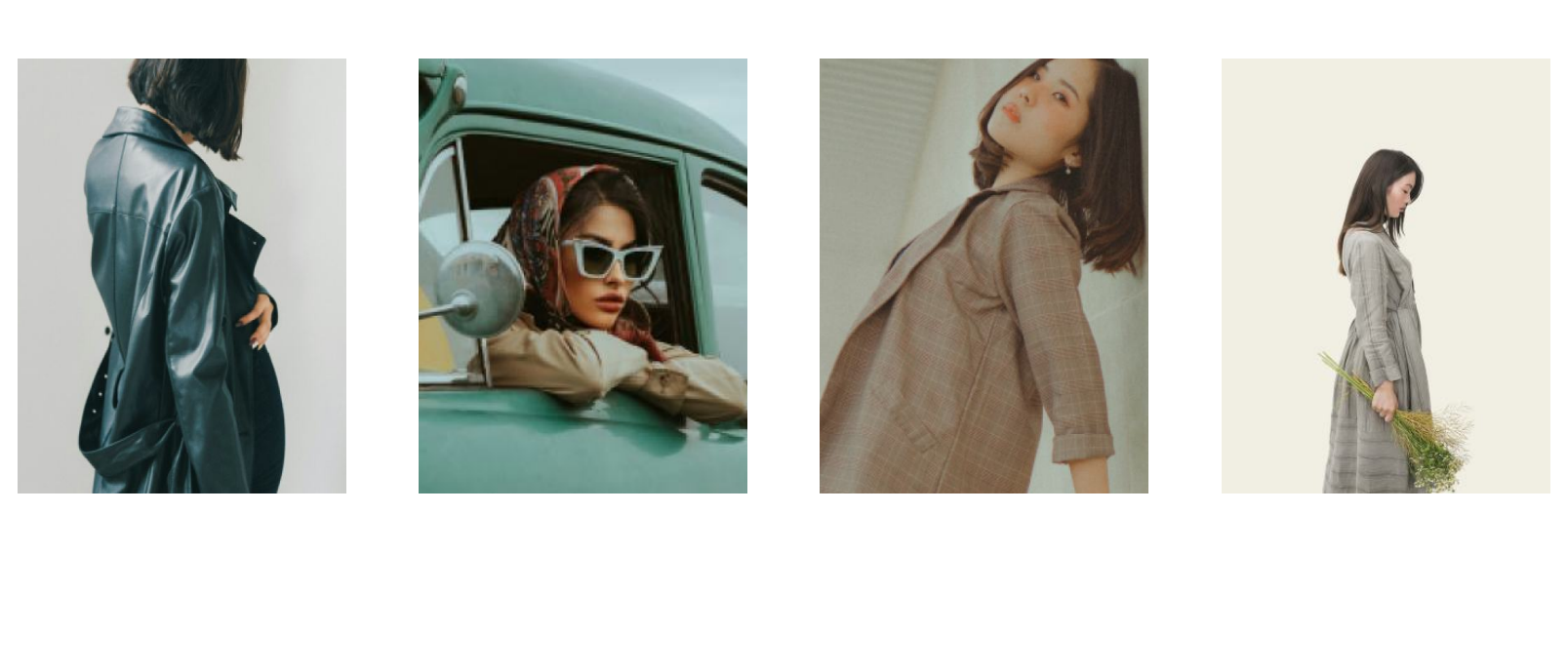
Logo

Retro Revive
Retro Revive
10 px
20 px
Retro Revive
20 px
10 px

The logo is black on a white background, with the option to flip the colors if needed. To maintain the branding style, no additional colors should be used. The logo must be positioned at least 20 px away from the left or right edges and 10 px away from the top or bottom of any other elements.

Imagery

The imagery for Retro Revive should showcase vintage clothing and incorporate pops of green to emphasize the accent color. Images should have sharp edges, aligning with the brand's overall style. Image coloring should avoid being overly warm.



Language

The language style of Retro Revive is sophisticated and confident. Descriptions are crafted to be informative yet inviting, ensuring that the content feels both upscale and relatable. Periods should be used after sentences.

Conclusion

Retro Revive meets user needs by providing an intuitive platform for discovering and buying unique vintage clothing. It simplifies the selling process with easy listing management and fosters effective communication between buyers and sellers. Its chic, sophisticated design and user-friendly interface ensure an engaging and efficient experience for vintage fashion enthusiasts.

What's Next?

The next steps for the project include adding advanced filtering options for more precise searches and developing personalized features to tailor the app experience to individual users, such as customized recommendations and alerts. These updates aim to enhance user satisfaction and engagement.

Thank You For Your Time

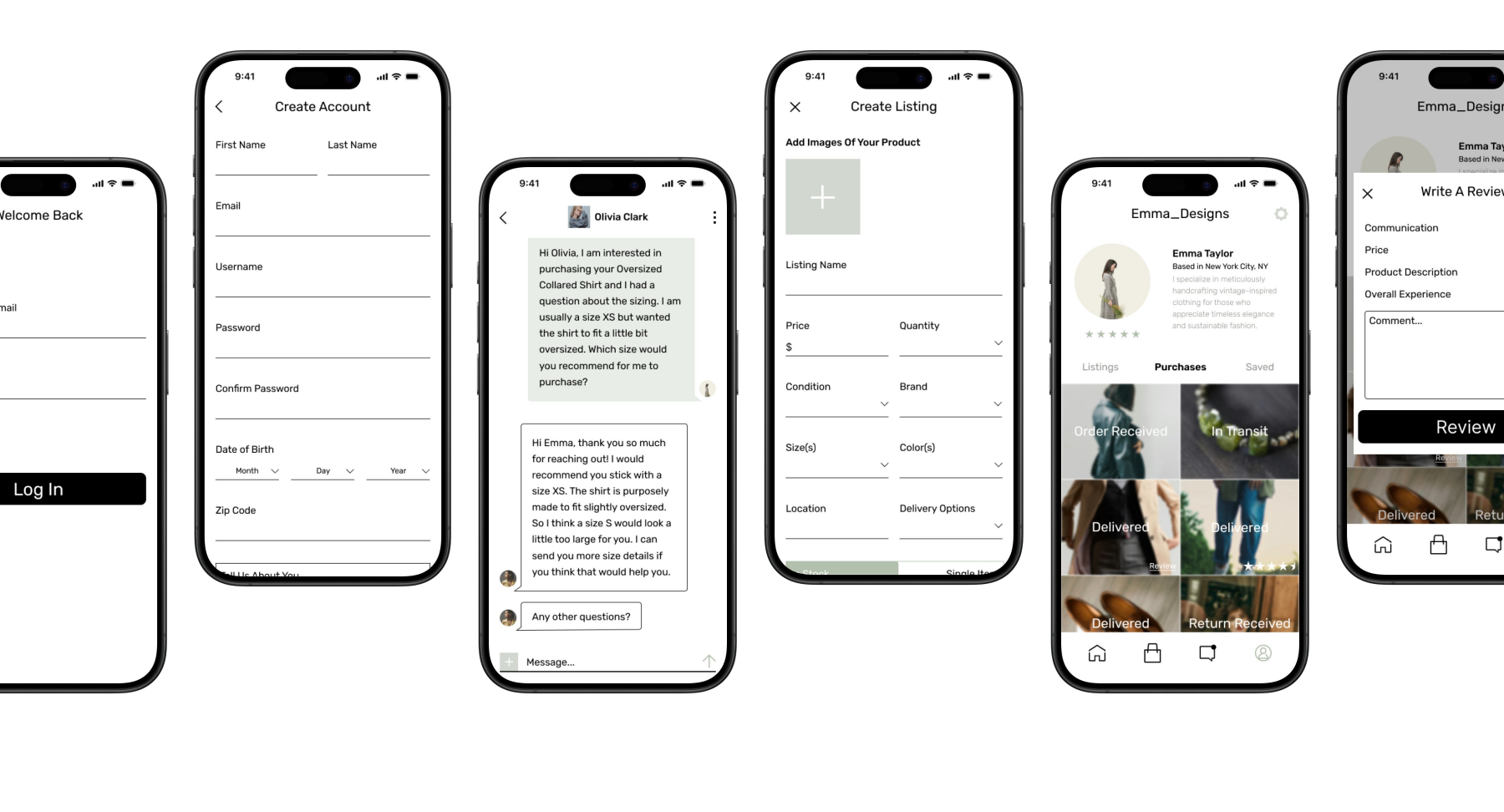
Prototype (Link)

Contact Me

kanasashley@gmail.com

Roles

Visual Designer
UI Designer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