

Project Final Report

Online Thrift Store: Vintage Hustle

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PROJECT SCOPE DESCRIPTION

Vintage Hustle will be a web-based online thrift store. The online store will include a new and user-friendly web-interface that will accommodate three main sections: (1) a donation and vending section to put new, used, or refurbished clothing and accessories provided by clients up for sale; (2) a purchasing section for customers to browse different clothing options and buy them at reasonably, affordable prices; (3) a customer service section to provide help and assistance through our webstore for an easy and enjoyable experience.

The main objective of this business is to limit textile and material waste by collecting used clothing and accessories that remain in high quality condition and selling them at an economical price. Ideally, this website should establish its own brand identity, have a new and user-friendly web interface, engage users/visitors with detailed, aesthetically pleasing designs and format, and be optimized for a speedy and satisfying user experience.

MARKET RESEARCH

In recent years, online thrift stores have witnessed an unprecedented surge in popularity, driven by factors that have transformed thrifting from a budget-conscious habit to a fashion-forward lifestyle choice. This market research delves into the various facets of the online thrift store sector, exploring the rising trends, demographic appeal, competitive landscape, market growth, industry dynamics in the United States, sustainability trends, earnings potential, consumer spending habits, and effective communication strategies.

Rising Trend and Consumer Interest:

Online thrift stores are currently riding the wave of a rising trend, fueled by an increasing consumer interest in sustainable and affordable fashion. As shoppers become more environmentally conscious and budget-savvy, the appeal of thrifted items has grown exponentially. This trend is particularly evident among the diverse customer base, which includes environmentally-conscious millennials and budget-conscious shoppers alike.

Demographic Appeal and Competitive Landscape:

The demographic appeal of online thrift stores is broad, attracting a diverse customer base. Environmentally-conscious millennials, who prioritize sustainable practices, find common ground with budget-conscious shoppers seeking affordable yet fashionable items. Notably, this burgeoning market has given rise to intense competition, with key players such as thredUP, Poshmark, and Depop vying for supremacy.

Market Growth and Industry Dynamics:

The global secondhand apparel market is poised for remarkable growth, projected to increase by 127% by 2026, outpacing the overall apparel market's growth. In 2022, the market

reached \$119 billion, reflecting a substantial 24% increase from the previous year. In the United States, the Thrift Stores industry is valued at \$14.2 billion in 2023, maintaining a consistent annual growth rate of approximately 7%. This growth is further fueled by new stores entering the market and existing ones expanding their footprint.

Sustainability Trends and Earnings Potential:

The demand for thrift stores is intricately linked to the increasing sustainability trends in consumer behavior. As environmentally conscious shopping gains momentum, thrift stores play a pivotal role in the circular economy, contributing significantly to their growth. The earnings potential for online thrift stores varies, with resellers generating anywhere from a few hundred dollars monthly to over \$5,000 per month by transforming thrifting into a full-time business.

Consumer Spending Habits and Popular Items:

Thrifting has evolved beyond being merely an essential habit; it is now considered a fashion statement in 2023. Consumers are not only willing but eager to buy secondhand apparel, and pricing often reflects the condition of items, with near-new pieces offered at substantial discounts. Popular thrifted items include jeans, denim jackets, bucket hats, sneakers, wrap dresses, hair accessories, trench coats, jewelry, and even hair wigs.

Customer Communication Strategies:

Effectively engaging with customers is paramount in the online thrift store sector. Popular communication methods include email, social media, and phone calls. Leveraging these channels facilitates meaningful interactions, enhances customer satisfaction, and ultimately contributes to the success of online thrift stores.

KEY FEATURES

Vintage Hustle, our online thrift store, is designed with a focus on user-friendliness and convenience, offering a range of key features that enhance the overall shopping experience for our customers.

Clear Categories and Search Functionality:

The website features clear and intuitive categories, allowing users to easily navigate through a diverse range of thrifted items. The search functionality further streamlines the browsing experience, enabling users to find specific items quickly.

Secure Payment Methods:

Vintage Hustle prioritizes the security of transactions by accepting a variety of secure payment methods, including Visa, Mastercard, and Paypal. This ensures that customers can make purchases with confidence, knowing that their payment information is handled securely.

Shopping Cart Functionality:

The "shopping cart" functionality provides users with a seamless and convenient way to manage their selected items. Users can easily add or remove clothes from their cart and proceed to checkout swiftly after finalizing their choices, enhancing the efficiency of the purchasing process.

User Accounts and Profiles:

Vintage Hustle offers the option for users to register accounts and profiles. This feature allows customers to manage their orders efficiently, keep track of tracking numbers for shipped

items, save searches for future reference, and review their most recent views for a personalized and organized shopping experience.

Easy Ordering Process:

Ordering on Vintage Hustle is made easy with the integration of user accounts.

Customers can easily manage their orders, track shipments, and save preferred searches, contributing to a more personalized and streamlined shopping journey.

Customer Support and Contact Information:

Vintage Hustle prioritizes customer support by providing clear contact information.

Buyers can easily reach out for assistance or inquire about items, fostering a transparent and communicative relationship between the platform and its users. Additionally, the ability to contact sellers for inquiries, exchanges, or returns adds an extra layer of support and flexibility for buyers.

Vintage Hustle is committed to creating a positive and user-centric online thrift shopping experience. By incorporating these key features, we aim to provide a platform that not only offers a diverse selection of thrifted items but also ensures a secure, convenient, and supportive environment for our valued customers.

BENEFITS & GOALS

Vintage Hustle makes shopping easy and affordable with its user-friendly website. They offer a wide range of stylish secondhand clothing and accessories, all guaranteed to be in great condition. Customers can find special deals and enjoy a convenient shopping experience with clear pictures, categories, search options, and friendly customer service. Even better, customers who choose Vintage Hustle help minimize waste and safeguard the environment by repurposing.

The business has clear goals: to provide affordable, high-quality clothing to many people, make customers happy with easy shopping using technology, raise awareness about environmental issues, connect buyers and sellers, and grow their online presence to build a community of shoppers. Vintage Hustle blends outstanding fashion with a desire to make the world a better place.

TECHNOLOGIES USED

The website-building process involves the strategic utilization of various technological platforms to streamline the development workflow. These platforms encompass both hardware tools and an array of software tools designed for specific tasks at different stages of the project. Here's an overview of the technological platforms used during the website-building process:

Hardware Tools

Team Members' Personal Laptops:

The team relied on personal laptops as the primary hardware tool. These devices serve as the workstations for accessing and running the requisite software tools throughout the project.

Software Tools

Lucidcharts for Sitemap:

Lucidcharts is employed for creating the sitemap, providing a visual representation of the website's structure. This tool facilitates collaboration and ensures a clear understanding of the site's navigation and hierarchy among team members.

Google Slides:

Google Slides is used for constructing wireframes, offering a visual guide to the website's layout and structure. The collaborative nature of Google Slides enhances communication and allows team members to collectively contribute to the design process.

Google Sheets:

Google Sheets serves as the platform for creating Gantt charts, offering a visual representation of project timelines, tasks, and dependencies. This tool aids in project planning, resource allocation, and progress tracking.

Google Docs:

Google Docs is utilized for creating and sharing project reports. It enables collaborative documentation of the project proposal, status report, and final report, fostering transparent communication among team members.

Github:

Github is a version control platform that allows team members to collaborate on code development. It facilitates the management of code changes, version tracking, and collaborative contributions, ensuring a smooth and organized development process.

Visual Studio Code:

Visual Studio Code is a source code editor used for website development. It provides a robust environment for coding, debugging, and version control, enhancing the efficiency and collaboration of the development team.

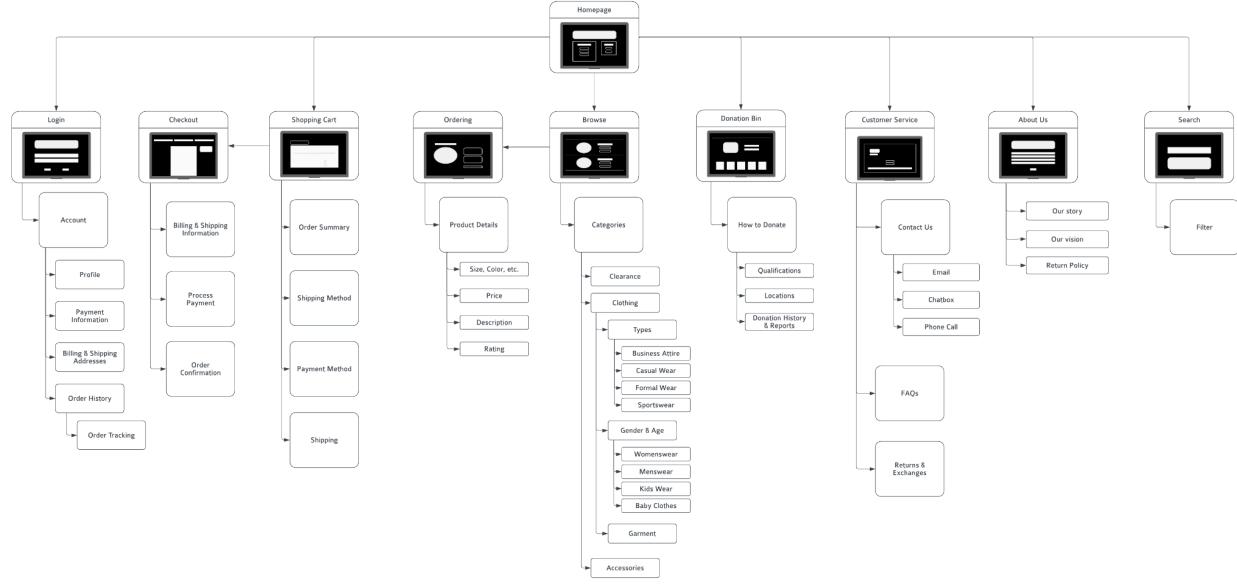
Bootstrap:

Bootstrap is a front-end framework that expedites the development of responsive and visually appealing websites. It includes pre-designed components and styles, streamlining the design and development process, and ensuring a consistent user experience across devices.

Firebase:

Firebase is a platform that provides various backend services, including hosting, database, authentication, and more. It is employed to enhance the website's functionality by enabling features such as real-time data synchronization, user authentication, and serverless computing.

SITEMAP



WIREFRAME

Homepage:

The wireframe shows a top navigation bar with links for Customer Service, Find a Donation Center, Sign in, Favorites, and Shopping Bag (0). Below the navigation is a main menu with categories: Deals, Shop, Home, Donate, Trending, and a search bar. A sidebar on the left lists categories: Women, Men, Kids, Accessories, Premium, Shop by Brand, and Other. A banner at the top right offers Free Shipping Over \$40 and links to About Us and Gift Card. A "Popular Categories" section displays four circular icons: New Arrivals (showing a cardigan), Men's Clothing (showing pants), Women's Clothing (showing a top), and Accessories (showing a handbag).

Customer Service Find a Donation Center

VH 8 Sign in Favorites Shopping Bag (0)

☰ Deals Shop Home Donate Trending Search products

Select Category

- Women >
- Men >
- Kids >
- Accessories >
- Premium >
- Shop by Brand >
- Other >

Free Shipping Over \$40 About Us Gift Card

New Arrivals

Popular Categories

Men's Clothing

Women's Clothing

Accessories

Login:



Shop/Browse:

New Arrivals

View All Clothes Shoes & Accessories Nightwear

Shop by Product

[View All](#)

Dresses Tops Shirts & Blouses Pants Blazers & Vests Jeans Cardigans & Sweaters Jackets & Coats Skirts & Shorts Shoes Accessories Shorts Hoodies & Sweatshirts Sleepwear

Vintage Hustle | Shop | Women

Women's Clothing

-  Dresses
-  Tops
-  Jeans
-  Jackets & Coats
-  Pants
-  Accessories

50,000+ items

Sort by: Recommended ▾

Order:

The screenshot shows a product page from the Vintage Hustle website. At the top, there's a navigation bar with links for Customer Service, Find a Donation Center, VH (the logo), Sign in, Favorites, Shopping Bag (0), a menu icon, Deals, Shop, Home, Donate, Trending, and a search bar. Below the navigation, the text "Vintage Hustle | Zara Casual Summer Dress" is displayed. On the left, there's a large image of a black and white line drawing of a dress. To the right of the image, the product title "Zara Casual Summer Dress" is shown in bold, followed by "SIZE MEDIUM". The original price "\$20.99" is crossed out, and the discounted price "\$9.99" is displayed in red. A pink "Add to Bag" button is visible. Below it, a "Favorites" link shows "22 Favorites". There are two expandable sections at the bottom: "DESCRIPTION & FIT" and "ITEM DETAILS", each with a downward arrow icon.

About Us:

Customer Service Find a Donation Center

VH 8 Sign in Favorites Shopping Bag (0)

Our Mission Impact Educate

At Vintage Hustle, our mission is to create a sustainable fashion future

Not only can you find amazing deals on your favorite brands. You can make a difference by rejecting a wasteful fashion culture and giving new life to clothes. Give meaning to what you wear.



Vintage Hustle | About Us

OUR MISSION

We set out to inspire a new generation that will modernize thrifting.

Vintage Hustle will work to enhance people's quality of life. We will provide customers with a satisfying shopping experience by offering a variety of clothes and accessories at affordable prices.



Shopping Cart:

The screenshot shows a shopping cart page with the following details:

- Header:** Customer Service, Find a Donation Center, VH logo, 8 notifications, Sign in, Favorites, Shopping Bag (1).
- Navigation:** Deals, Shop, Home, Donate, Trending, Search products.
- Cart Title:** My Cart
- Item in Cart:**
 - Zara Casual Summer Dress, Size: M, Reserved for 00:59:59
 - Total: \$20.99 → \$9.99
 - Action buttons: Edit, Remove, Save for Later
- Summary:** 1 Item, Subtotal: \$9.99
- Buttons:** Proceed to Checkout, Continue Shopping
- Gift Card/Promo Code:** Enter code, Apply
- Shipping and Tax:** Shipping cost: TBD, Discount: -\$0.00, Tax: TBD
- Estimated Total:** \$9.99

Checkout:

1. Billing & Shipping 2. Payment 3. Review & Order

1. Enter shipping address
Required field *

First name*	Street Address*
<input type="text"/>	<input type="text"/>
Last name*	Apt, suite, etc (optional)
<input type="text"/>	<input type="text"/>
Phone number*	City*
<input type="text"/>	<input type="text"/>
Email address*	State*
<input type="text"/>	<input type="text"/>
	Zip code*
<input type="text"/>	<input type="text"/>

2. Enter payment method
Required field *

Card number*	<input type="text"/>		
Name on card*	<input type="text"/>		
Expiration date*	<input type="text"/> MM/YYYY	CVC*	<input type="text"/>

Save this payment method for future use
 My shipping information is the same as my billing address

Est. Total \$0.00
[See item details +](#)

[Cancel](#) [Review Order](#)

1. Billing & Shipping 2. Payment 3. Review & Order

Shipping Address:
Wendy Darling
1 Washington Sq.
San Jose, CA 95129

Payment Method:
Visa ending in 2002

Gift Card/Promo Code:
 [Apply](#)

Place Your Order

Order Summary:

Items:	\$9.99
Shipping & Handling:	\$0.00
Total Before Tax:	\$9.99
Estimated Tax:	\$0.95

Order Total: \$10.94

Delivery: Dec. 9, 2022


Zara Casual Summer Dress

\$9.99 Qty: 1 Size: M

Choose Delivery:

Mon, Dec. 5
Expedited - \$5.99

Friday, Dec. 9
Free Delivery

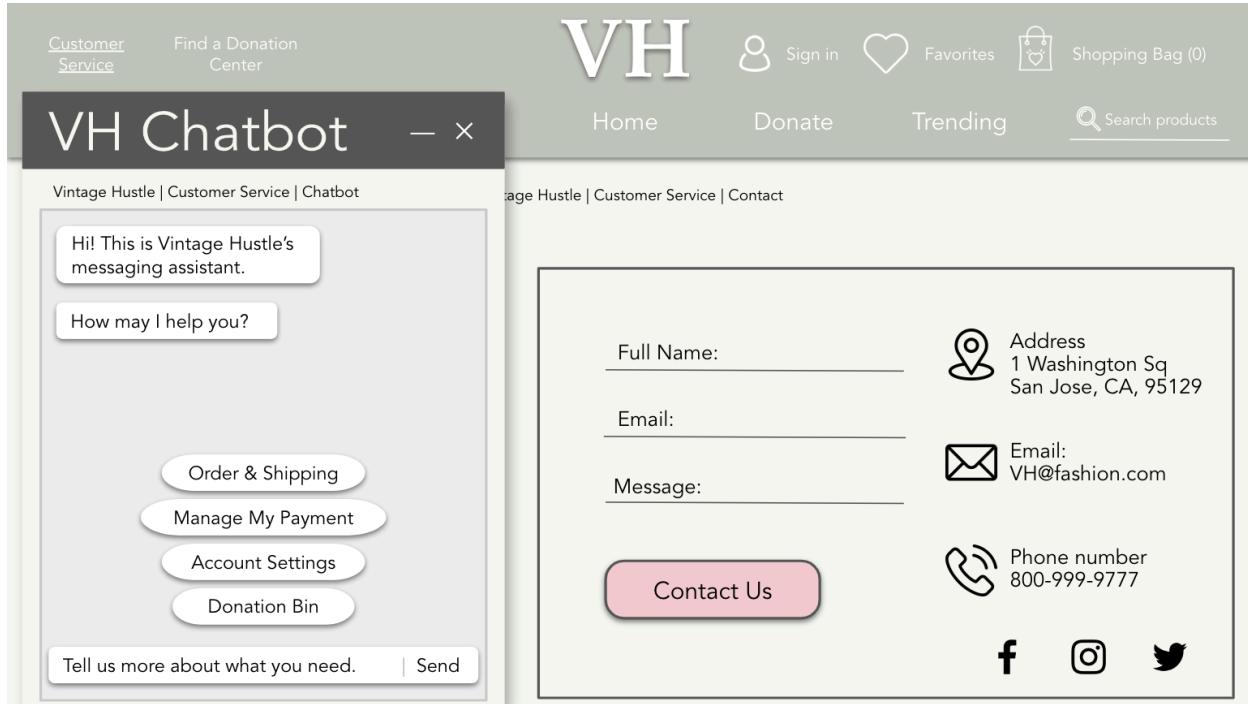
[Place Your Order](#) Order Total: \$10.94

Donation:

The screenshot shows the homepage of the Vintage Hustle website. At the top, there is a navigation bar with links for Customer Service, Find a Donation Center, Sign in, Favorites, Shopping Bag (0), Deals, Shop, Home, Donate, Trending, and a search bar labeled "Search products". Below the navigation bar, the text "Vintage Hustle | Donate" is displayed. A large, rounded rectangular button in the center contains the heading "Find a Donation Center" and the subtext "Vintage Hustle's Donation Center Locator". Below this, there is a search input field with the placeholder "Search by zip, city, or street" and a magnifying glass icon. To the right of the search field is a small graphic of a map with a red location pin.

Customer Service:

Contact Us



NOTE: Chatbot has been removed from final design.

FAQs

The screenshot shows the Vintage Hustle website's FAQ page. At the top, there is a navigation bar with links for Customer Service, Find a Donation Center, Sign in, Favorites, Shopping Bag (0), Deals, Shop, Home, Donate, Trending, and a search bar. Below the navigation bar, the page title is "Vintage Hustle | Customer Service | FAQs". A search bar contains the placeholder text "What can we help you with?". The main content area is titled "FREQUENTLY ASKED QUESTIONS" and is divided into several sections:

- Shipping**
 - [What shipping methods do you offer?](#)
 - [Where do you ship?](#)
 - [How do I change my shipping address?](#)
 - [See more](#)
- Order Issues**
 - [Can I cancel or edit my order?](#)
 - [What happens if my package is lost or stolen?](#)
 - [See more](#)
- Returns & Exchanges**
 - [What is the return policy for international orders?](#)
 - [What is the return & exchange policy?](#)
 - [See more](#)
- Donations**
 - [Where can I find a donation bin?](#)
 - [How to I donate online?](#)
 - [See more](#)
- Sizing & Fit**
 - [How do I find my size?](#)
 - [Common fit issues & solutions](#)
 - [See more](#)
- Product FAQs**
 - [What materials & fabrics are used in the products](#)
 - [How does the e-gift card work?](#)
 - [See more](#)

MOCKUP

Home Page:

Vintage Hustle | Home

Select Category

- Women
- Men
- Kids
- Shoes & Accessories
- Others

Get Help

- FAQs
- Contact Us

Comfortable & Stylish

Shop now

Company	Get Help	Online Shop	Follow Us
About Us	FAQ	Womens	
Our Services	Shipping	Men	
Privacy Policy	Returns	Kids	
Our Products	Order Status	Unisex	
	Payment Options		

Login:



Shop/Browse:

The screenshot shows the Vintage Hustle website's homepage. On the left, there's a sidebar with 'Shop by Product' and 'Shop by Category' sections. The 'Shop by Category' section includes links for Womens, Mens, Kids, and Unisex. The main content area features a 'Vintage Hustle | Shop' header and a 'Shop by Category' section with five circular thumbnails: Men's (a man in a white shirt), Kid's (a young girl in a white top), Unisex (a person in a blue dress), and Shoes & Accessories (a pink jacket and a blue bag). Below this is an 'Other Options' section with a blurred image.

This screenshot shows the same Vintage Hustle website with a different layout. It features a 'Customer Service' link in the top-left corner. The main navigation bar includes 'About Us', 'TRENDING', 'SHOP', 'HOME', 'DONATE', 'DEALS', 'Search', and 'Submit'. The 'TRENDING' section is highlighted. Below the navigation is a 'Vintage Hustle | Shop | Trending' header. The 'Shop by Category' section is identical to the one above. The 'Trending' section at the bottom displays four items: 'Black Aviator Sunglasses' (image, \$14.99, Size: One Size), 'White Tshirt' (image, \$19.99 \$9.99, Size: M), 'Rib Knit Bell Sleeve Crop Top' (image, \$15.99 \$10.99, Size: S), and 'Curved Hem Drawstring Hoodie' (image, \$20.99 \$16.99, Size: M).

Order:

The screenshot shows a website interface with a navigation bar at the top. The bar includes links for Customer Service, About Us, Login, Favorites (0), Shopping Cart (0), and a search bar with a 'Submit' button. Below the navigation is a menu bar with categories: TRENDING, SHOP, HOME, DONATE, DEALS, and a dropdown menu indicated by three horizontal bars. The main content area features a product card for 'Women's UGG Tasman Slipper'. The card displays a photograph of two light-colored slippers resting on a piece of weathered wood. The product title is 'Women's UGG Tasman Slipper', the size is listed as 'SIZE LARGE', and the price is '\$199.99 \$100.99'. Below the price are two pink rectangular buttons: 'Add to Bag' with a shopping bag icon and 'Add to Favorites' with a heart icon. A section titled 'DESCRIPTION & FIT' contains the text: 'Comfy tasman slippers for women in a rare goat color. Made of high quality fleece material for warm and cozy touch feeling, comfortable to wear.'

About Us:

VH

Customer Service About Us

TRENDING SHOP HOME DONATE DEALS

Login Favorites (0) Shopping Cart (0)

Search Submit

Vintage Hustle | About Us

At Vintage Hustle, our mission is to create a sustainable fashion future.

Not only can you find amazing deals on your favorite brands, you can make a difference by rejecting a wasteful fashion culture and giving new life to clothes. Give meaning to what you wear.



OUR MISSION

We set out to inspire a new generation that will modernize thrifting.

Vintage Hustle will work to improve people's quality of life. We will provide customers with a satisfying shopping experience by offering a variety of clothes and accessories at affordable prices.



Donate:

The screenshot shows the Vintage Hustle website's header with navigation links: Customer Service, About Us, Login, Favorites (0), Shopping Cart (0), TRENDING, SHOP, HOME, DONATE, DEALS, Search, and Submit. Below the header, a breadcrumb trail reads "Vintage Hustle | Donate". A central call-to-action box titled "Find a Donation Center" contains the subtext "Vintage Hustle Donation Center Locator" and features a map pin icon with the text "Click Here".

Customer Service:

The screenshot shows the Vintage Hustle website's header with the same navigation links as the previous page. Below the header, a breadcrumb trail reads "Vintage Hustle | Customer Service". The main content area features a welcome message: "Welcome to Vintage Hustle Customer Service." It asks, "What do you need help with today? We have an assortment of ways to assist you." Two buttons are provided: "FAQs" and "Contact Us". To the right, there is an illustration of a female customer service representative wearing a headset and working on a laptop, with a speech bubble above her. The background includes a stylized city skyline and clouds.

Contact Us:

The screenshot shows the contact page of the Vintage Hustle website. At the top, there's a navigation bar with links for Customer Service, About Us, Login, Favorites (0), and Shopping Cart (0). Below the navigation is a secondary row with links for TRENDING, SHOP, HOME, DONATE, DEALS, Search, and Submit. A small note at the bottom of this row reads "Vintage Hustle | Customer Service | Contact Us".

Address: 1 Washington Sq, San Jose, CA, 95129

Email: VH@fashion.com

Phone No.: 800-123-4567

Social Media: Facebook icon, Instagram icon, Twitter icon.

Contact Form:

- First Name:
- Last Name:
- Email:
- Subject:
- Message:
Let us know your questions or concerns.
- Send** button (pink)

FAQs:

The screenshot shows the Vintage Hustle website's FAQ section. At the top, there is a navigation bar with links for Customer Service, About Us, Login, Favorites (0), Shopping Cart (0), TRENDING, SHOP, HOME, DONATE, DEALS, Search, and Submit. Below the navigation bar, the page title "FREQUENTLY ASKED QUESTIONS" is centered. The content is organized into four main sections: Shipping, Order Issues, Returns & Exchanges, and Products FAQs. Each section contains a list of links to specific FAQ articles.

Section	Links
Shipping	<ul style="list-style-type: none"> What shipping methods do you offer? When will my order be shipped? How do I change my shipping address?
Order Issues	<ul style="list-style-type: none"> Can I cancel or edit my order? What happens if my package is lost or stolen?
Returns & Exchanges	<ul style="list-style-type: none"> What is the return policy for international orders? What are the return and exchange policies?
Products FAQs	<ul style="list-style-type: none"> What fabrics and materials are used in the product? How does the gift card work?

The screenshot shows a modal window displaying the "What shipping methods do you offer?" FAQ. The modal has a close button (X) in the top right corner and a "Submit" button in the bottom right corner. The content includes the question "What shipping methods do you offer?", a sub-section "Curious about our shipping options?", and a paragraph stating "At Vintage Hustle, we offer an assortment of shipping methods." followed by a bulleted list of shipping options: Standard shipping for \$5, Upgraded shipping for \$10, Overnight shipping for \$15, and Free shipping on all orders over \$45. The background of the modal is white, and it covers the main content area of the website.

Shopping Cart:

The screenshot shows the VH website's shopping cart interface. At the top, there's a navigation bar with links for Customer Service, About Us, Login, Favorites (with 1 item), and Shopping Cart (with 1 item). Below the navigation is a secondary menu with categories: TRENDING, SHOP, HOME, DONATE, DEALS, Search, and Submit.

The main content area is titled "Shopping Cart". It displays a single item: "Women's UGG Tasman Slipper" in SIZE LARGE. The price is listed as Total \$199.99, with a red strikethrough of \$100.99. There are quantity controls (-, 1, +) and a "Save for later" link. Below the item are two buttons: "Proceed to Checkout" (in a pink box) and "Continue Shopping".

To the right of the item details is a sidebar for "GIFT CARD/PROMO CODE" with a text input field and an "Apply" button. Below this are breakdowns of the total cost: Base (\$100.99), Tax (9% \$9.09), Shipping cost (\$5.00), and Discount (-\$0.00). The estimated total is shown as \$115.08.

Favorite:

The screenshot shows the VH website's favorites page. The top navigation and secondary menu are identical to the shopping cart page.

The main content area is titled "Your Favorites". It displays a single item: "Men's Cargo Pants" in SIZE MEDIUM. The price is listed as Price \$29.99, with a red strikethrough of \$19.99. There are quantity controls (-, 1, +) and an "Add to Cart" button. To the right of the item is a red "Remove" link. Below the item is a red text message: "Total Price: 19.99".

Checkout:

1. Billing & Shipping 2. Payment 3. Review & Order

1. Enter shipping address

Required field *

First name*	Street Address*	
<input type="text" value="fname"/>	<input type="text" value="address"/>	
Last name*	Apt, suite, etc (optional)	
<input type="text" value="lname"/>	<input type="text"/>	
Phone number*	City*	
<input type="text" value="123456789"/>	<input type="text" value="city"/>	
Email address*	State*	Zip code*
<input type="text" value="email@email.email"/>	<input type="text" value="CA"/>	<input type="text" value="12345"/>

2. Enter payment method

Required field *

Card number*	<input type="text" value="1234567890"/>		
Name on card*	<input type="text" value="name"/>		
Expiration date*	<input type="text" value="12/2023"/>	CVC*	<input type="text" value="123"/>

Save this payment method for future use
 My shipping information is the same as my billing address

1. Billing & Shipping 2. Payment 3. Review & Order

Shipping Address:
 fname lname
 address
 city, CA 12345

Delivery: Dec 9, 2023



Women's UGG Tasman Slipper
\$199.99 \$100.99 SIZE LARGE Quantity: 1

Payment Method:
 Visa ending in 7890

Order Total: \$115.08

Place Your Order

Order Summary:

Base:	\$100.99
Tax (9%):	\$9.09
Shipping cost:	\$5
Discount:	-\$0

Order Total: \$115.08

USER INTERFACE & VISUAL ELEMENTS

The user interface and visual elements of Vintage Hustle's website are thoughtfully designed to create an engaging, intuitive, and aesthetically pleasing online thrift shopping experience. Here's an overview of the key aspects:

Clean and Intuitive Design:

Vintage Hustle employs a clean and intuitive design, ensuring that the interface is uncluttered and easy to navigate. Clear categories, prominent search functionality, and well-organized menus contribute to a seamless user experience.

Visually Appealing Imagery:

High-quality, visually appealing images are used to showcase the thrifted items. Large, vibrant photos provide users with a detailed view of the products, enhancing the overall visual appeal of the website and helping customers make informed purchasing decisions.

Consistent Branding and Theme:

The website maintains a consistent branding and theme throughout, incorporating a color scheme and visual elements that align with Vintage Hustle's brand identity. Consistency in design elements helps build brand recognition and fosters a cohesive user experience.

Clear Categories and Navigation:

The user interface features clear and easily identifiable categories, allowing users to navigate through different sections of the website effortlessly. Intuitive navigation enhances the overall user experience, making it simple for customers to find the items they are looking for.

Responsive Design:

Vintage Hustle's website is designed with a responsive layout, ensuring a seamless experience across various devices and screen sizes. Whether users access the site on a desktop, tablet, or mobile device, the interface adapts to provide optimal usability.

Interactive Features:

Interactive elements, such as hover effects and clickable buttons, are strategically incorporated to enhance user engagement. These features provide a dynamic and interactive feel to the website, making the shopping experience more enjoyable.

User-Friendly Shopping Cart:

The shopping cart interface is user-friendly, allowing customers to easily view and manage their selected items. Clear options for adding or removing items, along with a streamlined checkout process, contribute to a hassle-free shopping experience.

Informative Product Pages:

Each product page is designed to be informative, featuring detailed descriptions, sizing information, and additional product details. This helps users make informed decisions and reduces uncertainty about the items they are considering.

Contact and Support Information:

Contact and support information is easily accessible, providing users with the means to reach out for assistance or inquiries. Clear communication channels enhance trust and transparency between Vintage Hustle and its customers.

TEST & LAUNCH

Website Building Platform

Using Visual Studio Code, a widely used, free, and open-source code editor that provides features like syntax highlighting, IntelliSense, and debugging, the team will build the online store with the program using written HTML, CSS, and JavaScript code.

Website Browser for Testing

Web browsers, such as Google Chrome, Firefox, Edge, or Safari, have built-in engines to interpret and display HTML, CSS, and JavaScript. Google Chrome will be the main web-browser employed for testing and operating the website.

Website System Launch

Once the website is developed using Visual Studio Code and stored in a GitHub repository for version control, the next step is to plan and execute the website launch. This is a critical phase that involves making the website publicly accessible and ensuring a smooth user experience. The following are the key steps and considerations for the website system launch:

1. Hosting Setup:

- Verify that the hosting environment is ready to accommodate the website, including server resources and database configurations if applicable.

2. Deployment Process:

- Deploy the website's code from the GitHub repository to the hosting server. This can be done manually.

3. Database and Content Migration (if applicable):

- If the website includes a database, ensure that data is migrated from the development environment to the live server.
- Verify that all content, including text, images, and products, is correctly transferred to the production environment.

4. Testing and Quality Assurance:

- Perform final testing on the live website to ensure that it functions as expected in the production environment.
- Conduct cross-browser and cross-device testing to identify and resolve any compatibility issues.

LESSONS LEARNED & KEY TAKEAWAYS

The development of Vintage Hustle's online thrift store involved numerous insights and lessons learned throughout the project. The project highlights the significance of user-centric design, data and documentation, and effective collaboration. The key takeaways from this project serve as valuable insights for future projects in the dynamic and evolving landscape of web design.

For starters, user-centric design is paramount. Prioritizing a user-centric design, including intuitive navigation, clear categories, and responsive layouts, is crucial. A user-friendly interface enhances the overall shopping experience and contributes to customer satisfaction. Moreover, visual appeal matters. Investing in visually appealing imagery and maintaining a consistent brand theme enhances the website's aesthetic. High-quality photos contribute to product appeal, fostering a positive impression and increasing the likelihood of customer engagement. Utilizing effective collaboration tools is also important. Collaborative tools, such as Lucidcharts, Google Slides, and Github, enhance communication and coordination among team members. These tools contribute to a more efficient development process and streamlined project management.

Additionally, factors, such as having a responsive design for multi-device access, clear reporting and documentation, as well as an understanding of market trends, are all crucial in the process of web design. Implementing a responsive design (e.g. Bootstrap) ensures a consistent and optimized experience across various devices. Considering the diversity in users' devices enhances accessibility and broadens the reach of the website. Furthermore, maintaining clear reporting through tools like Google Docs aids in documentation and project tracking. Regularly updating and sharing progress reports contribute to transparency within the team and help address challenges promptly. And researching market trends for a business is vital. The ability to

adapt and incorporate emerging trends contributes to the relevance and success of the web-based stores in a dynamic market.

In summary, the web development project has provided valuable lessons and key takeaways on user-centric design, data organization for personalization, collaborative tools, multi-device responsiveness, adaptability to market trends, and clear reporting stands out as pivotal insights. These learnings underscore the importance of a thoughtful and adaptable approach to create a successful and customer-focused online retail platform.

GANTT CHART

WBS NUMBER	TASK TITLE	TASK OWNER	START DATE	DUUE DATE	DURATION	PCT OF TASK COMPLETE
1	Planning					
1.1	Brainstorm	Team	9/1/23	9/6/23	5	100%
1.2	Define Website Name	Team	9/1/23	9/6/23	5	100%
1.3	Timeline	Team	9/1/23	9/6/23	5	100%
1.4	Market Research	Team	9/1/23	9/6/23	5	100%
1.5	Project Proposal	Team	9/1/23	9/6/23	5	100%
2	Building					
2.1	Scope and Goal Setting	Team	9/6/23	9/13/23	7	100%
2.2	Build User Persona	Team	9/6/23	9/20/23	14	100%
2.3	Sitemap	Team	9/6/23	9/20/23	14	100%
2.4	Wireframe	Team	9/6/23	9/20/23	14	100%
3	Design					
3.1	Header/Navigation	Natalie, Ngoc	9/20/23	11/15/23	55	100%
3.2	Homepage	Natalie	9/20/23	11/15/23	55	100%
3.3	Login	Natalie, Yena	9/20/23	11/15/23	55	100%
3.4	About Us	Natalie	9/20/23	11/15/23	55	100%
3.5	Customer Service	Natalie	9/20/23	11/15/23	55	100%
3.6	Contact Us	Natalie	9/20/23	11/15/23	55	100%
3.7	FAQs	Natalie, Courtney	9/20/23	11/15/23	55	100%
3.8	Donation	Natalie	9/20/23	11/15/23	55	100%
3.9	Shop/Browse	Team	9/20/23	11/15/23	55	100%
3.10	Order	Ngoc	9/20/23	11/15/23	55	100%
3.11	Favorites List	Yena	9/20/23	11/15/23	55	100%
3.12	Search Functions	Ngoc	9/20/23	11/15/23	55	100%
3.13	Shopping Cart	Yena, Ngoc	9/20/23	11/15/23	55	100%
3.14	Check Out	Yena, Ngoc	9/20/23	11/15/23	55	100%
3.15	Sign-up (+Database)	Natalie	9/20/23	11/15/23	55	100%
3.16	Footer	Natalie, Ngoc, Thi	9/20/23	11/15/23	55	100%
3.17	Other Subpages	Team	9/20/23	11/15/23	55	
4	Wrap-up					
4.1	Prototype	Team	11/15/23	11/30/23	15	100%
4.2	Final Analysis	Team	11/15/23	11/30/23	15	100%
4.3	Presentation	Team	11/15/23	12/1/23	16	100%
5	Final Site Launch					

 Vintage Hustle Gantt Chart

MEMBER CONTRIBUTION

Member Contribution:

1. Yena Cheong

Played a pivotal role in the group project as a Web Developer and Web Designer.

Contributing to the group by meticulously creating a shared group folder, which established a structured framework for collaboration. Other contributions included project planning, such as crafting the project proposal, Gantt Chart, and Sitemap, which provided a roadmap for the team's activities. Led the development of critical website pages and features, including Men's Wear page, Favorites List page, Shopping Cart page, and Checkout pages, showcasing versatile skills in both development and design.

2. Natalie Le

Assumed the roles of Design Lead, Web Developer, Web Designer, and Database Administrator. Facilitated effective communication within the team by scheduling and setting up Zoom Meetings. Responsible for the creation of the business logo and name, contributing to the overall brand identity. Demonstrated comprehensive project understanding by actively participating in project planning, including the Project Proposal, Gantt Chart, and Sitemap. Contributed to the majority of the wireframe designs for essential pages: Homepage, Login, About Us, Shop, Order, Shopping Cart, Donation, Checkout, Contact Us, FAQs, and Search. Moreover, helped the team to develop various website pages and features: Navigation Bars, Homepage, Login page, About Us page, Shop/Browse page, All Products page, All Clothing page, Women's Wear page, Trending page, Donation page, Customer Service page, Contact Us page, FAQs page, and the website Footer. Also, took on the responsibility of implementing Firebase for the Login page.

3. Courtney Luu

Played a crucial role as a Web Developer and Web Designer. Contributed to project organization through the Project Proposal, Status Report, and Sitemap. Managed the project version control system through GitHub. Led the development of critical website pages and features, including Kids' Wear page, Donation page, and FAQs page, contributing to the overall diversity and functionality of the online thrift store.

4. Ngoc Linh Dan Nguyen

Contributed significantly to the project as a Web Developer and Web Designer. Actively participated in project planning, including the Project Proposal, Status Report and Sitemap. Design the wireframes for the Customer Service page, Contact Us and FAQs, ensuring a user-friendly interface for customer interactions. Played a crucial role in crafting various pages and features: Unisex Wear page, Kids' Wear page, Women's Wear page, Order page, Shopping Cart page, Checkout pages, Search function, Deals page, and the website Footer, showcasing a diverse skill set in both design and development.

5. Thi Hong Anh Tran

Contributed to the project as a Web Developer and Web Designer. Helped with project planning, including the project proposal and Sitemap, highlighting strategic thinking and attention to detail. Showcased design skills through wireframes for About Us and Order, ensuring a cohesive and visually appealing website structure. Played a key role in crafting pages and features such as Shoes & Accessories pages, Order page, and Deals page, contributing to the overall richness and variety of Vintage Hustle's offerings. Demonstrated proficiency in both design and development aspects of the project.

LINK TO THE PROJECT

Github Link: <https://github.com/LeNatalie/VintageHustle.io.git>