

APP BUY AND SELL SECOND CLOTH

Ngo Khanh Tien

Project overview



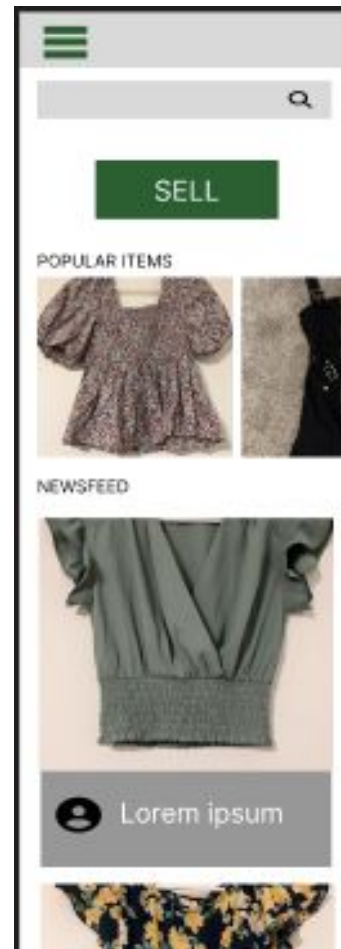
The product:

The "SwapStyle" app revolutionizes the way people buy and sell second-hand clothing. It provides a user-friendly platform where fashion enthusiasts can connect, browse, and exchange their gently worn garments.



Project duration:

1/8/2023-9/8/2023



Project overview



The problem:

We recognized the growing concern of excessive textile waste and the environmental impact of fast fashion. Our app, "SwapStyle," aims to address this issue by providing a convenient platform for buying and selling second-hand clothing.



The goal:

By encouraging people to extend the lifecycle of their garments and participate in a circular fashion economy, we aim to reduce waste and promote sustainable consumption practices.

Project overview



My role:

UX designer



Responsibilities:

user research, wireframing, prototyping, etc.

Understanding the user

- User research
- Personas
- Problem statemen

User research: summary



Our user research for "SwapStyle" involved conducting surveys and interviews with a diverse range of individuals who engage in buying and selling second-hand clothing. We aimed to understand their motivations, pain points, and preferences when it comes to second-hand fashion transactions. Through this research, we gained valuable insights into the challenges users face, such as concerns about clothing quality, trust in transactions, and ease of use on existing platforms. This research guided us in developing a user-friendly interface, implementing secure payment options, and emphasizing transparency in listings to address these user needs and create a more seamless and trustworthy experience for our users.

Persona : Emily

Problem statement:

Emily is a 28-year-old sustainability consultant who needs a convenient way to buy and sell second hand clothing items to support her environmentally-friendly lifestyle because She is passionate about reducing waste and promoting sustainable fashion choices.



Emily

Age: 28

Education: Bachelor's degree

Hometown: Portland, Oregon

Family: Lives with a roommate

Occupation: Works as a sustainability consultant

"Fashion with a purpose is my mantra. Finding second-hand gems isn't just about style; it's about shaping a sustainable future, one wardrobe at a time."

Goals

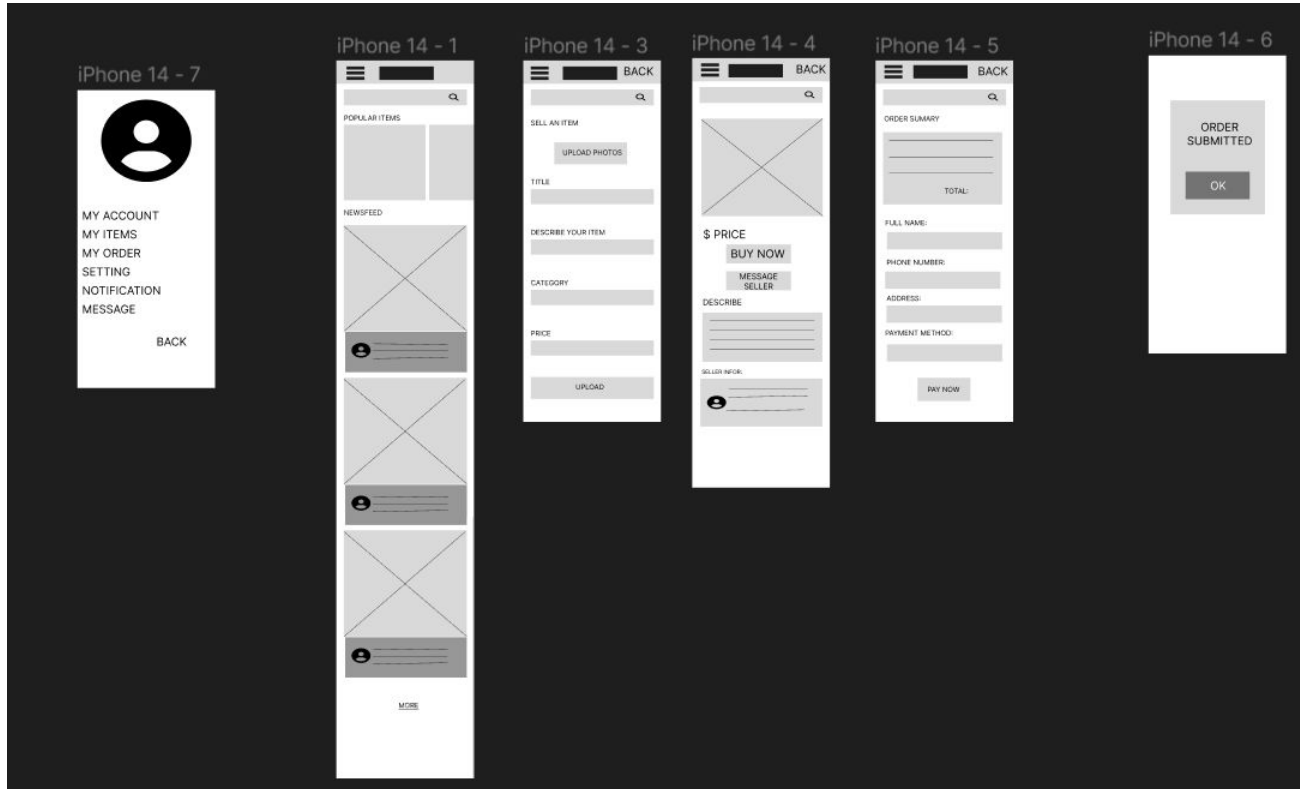
- wants an app that provides a wide variety of second-hand clothing options, allows her to easily filter by size, style, and condition, and offers a secure and convenient way to purchase items. She values user reviews and transparency in listings.

Frustrations

- Emily is often frustrated by limited selections and inconsistent quality on other platforms. She worries about the reliability of sellers and the overall trustworthiness of the transaction.

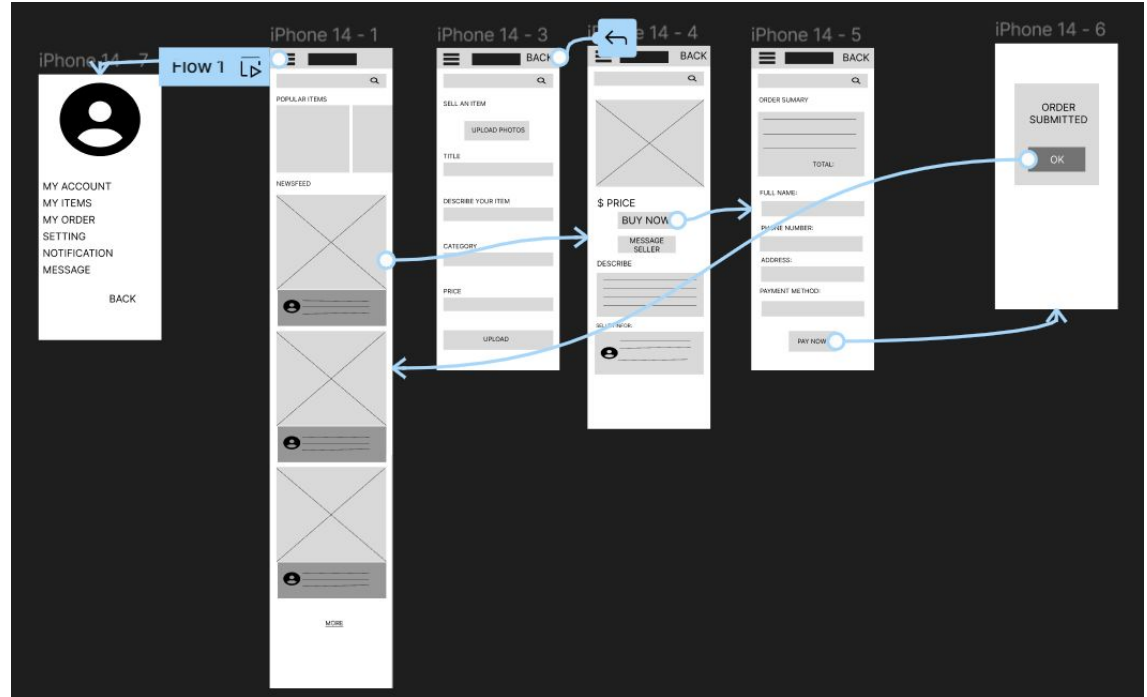
Emily is passionate about sustainability and reducing her carbon footprint. She loves fashion but is increasingly concerned about its environmental impact. She prefers buying second-hand clothes to support a more sustainable lifestyle.

Digital wireframes



Low-fidelity prototype

low-fidelity prototypes



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Australia, remote



Participants:

5 participants



Length:

30-60 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

Users need an easier way to access the 'Sell Item' section

2

Finding

User need more product image while purchasing a product

3

Finding

Users need to be able to upload more product images when listing for sale

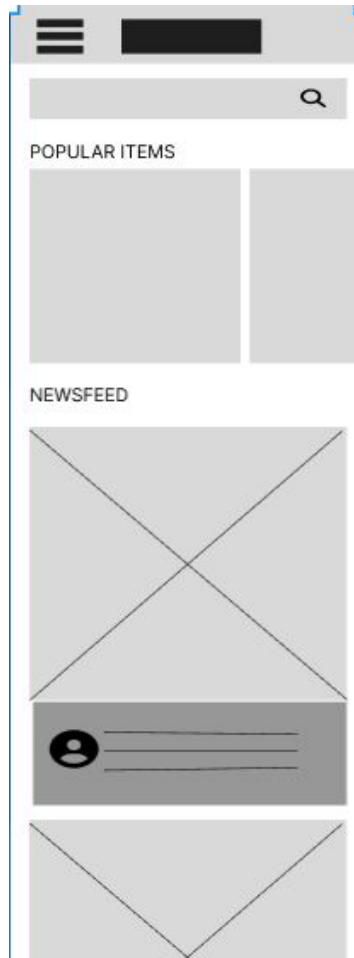
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

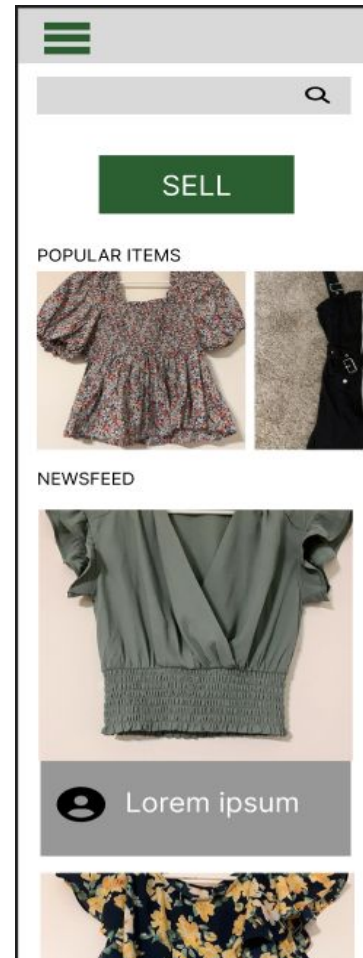
Mockups

Before the usability study, I placed the 'Sell Item' section under the 'My Item' category in the top-left hamburger menu. However, after the usability study, I realized that users need an easier way to access the 'Sell Item' section. As a result, I placed a 'Sell' button directly on the homepage.

Before usability study



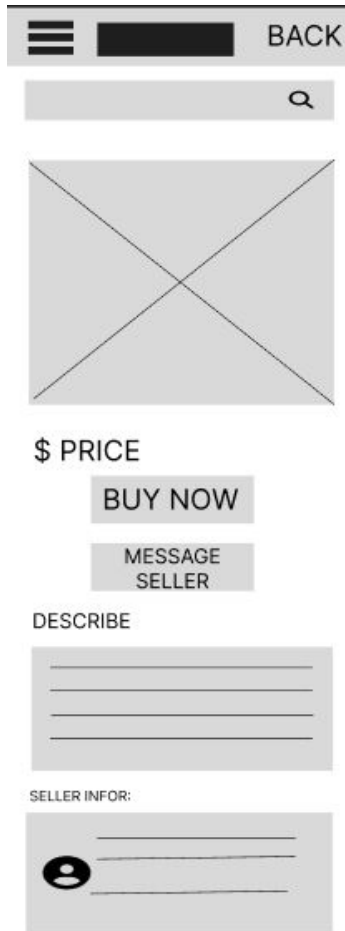
After usability study



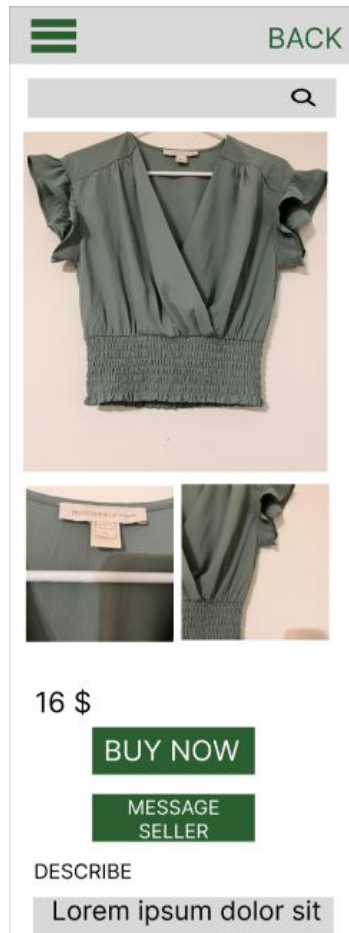
Mockups

Before the usability study, each item only had one product image. However, when realizing that users need more product images while purchasing a product, I decided to display multiple images.

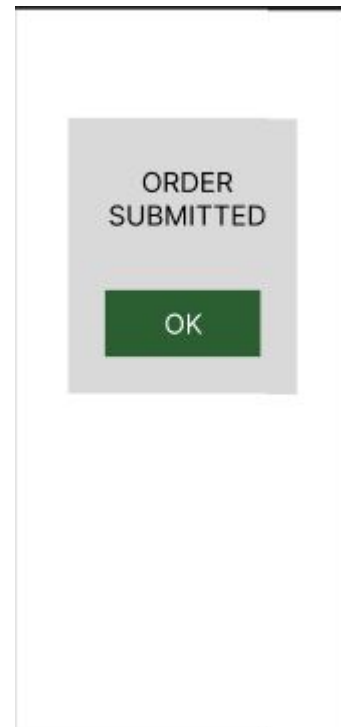
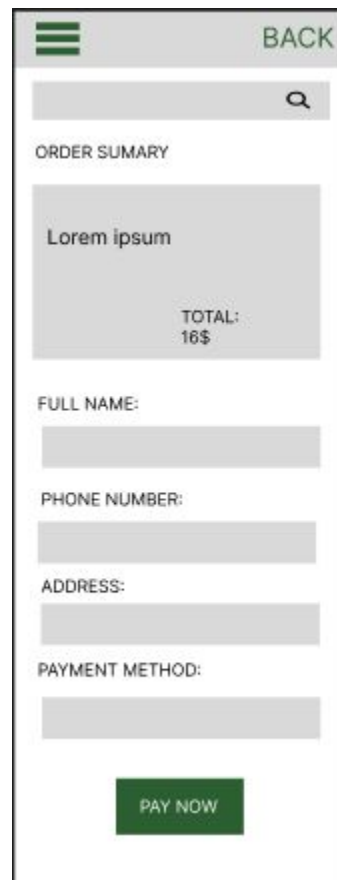
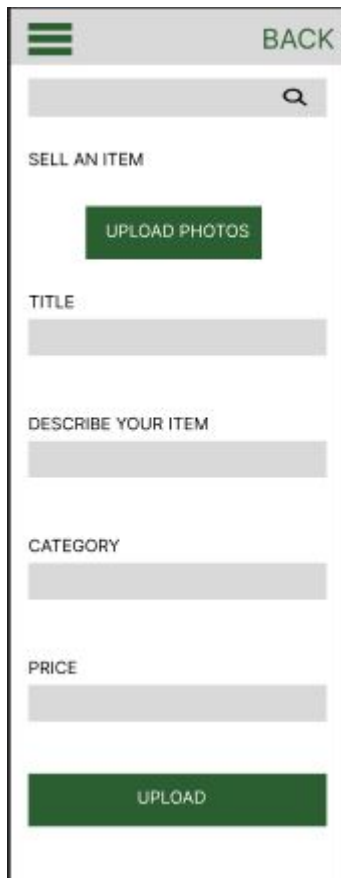
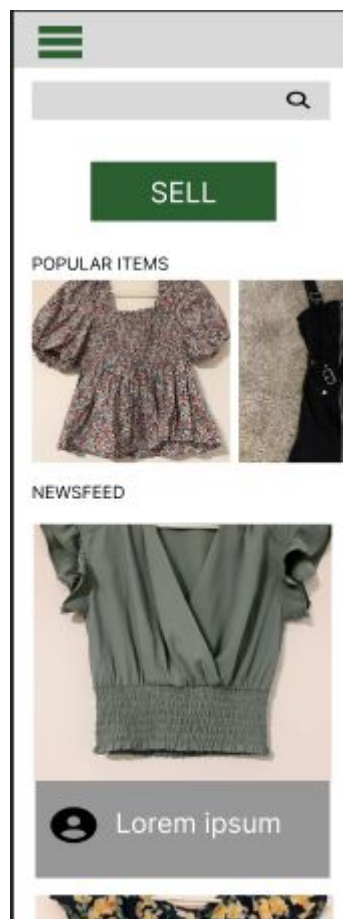
Before usability study



After usability study

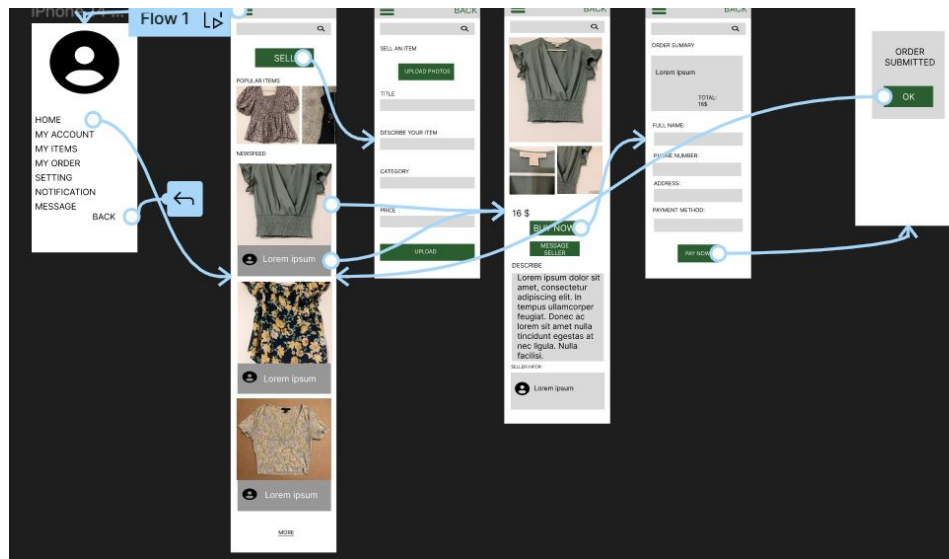


Mockups



High-fidelity prototype

high-fidelity prototypes



Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

Used detailed imagery for vendors and dish to help all users better understand the designs.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The project, an app for buying and selling secondhand clothing, has significantly streamlined the process of trading pre-owned garments, making it convenient and efficient. A participant noted, "This app has made selling and buying secondhand clothes so much simpler and enjoyable, revolutionizing how we approach sustainable fashion."



What I learned:

Throughout the project, I gained a deep understanding of user-centered design principles and the iterative design process. I learned the importance of conducting thorough user research and usability testing to identify pain points and improve user experience. Additionally, I honed my skills in translating user insights into effective design solutions, fostering a more user-friendly and impactful app for buying and selling secondhand clothing.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for your time reviewing my work! If you'd like to see more or get in touch, my contact information is provided below.

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