

Part 2. Design Alternatives

Scenario:

Scenario 1

Katie owns a small thrift store in a suburban area. Despite having unique and vintage items, her customer base is limited to local walk-ins and occasional buyers from Facebook Marketplace. This limited reach results in stagnant sales and missed opportunities to attract a larger, more diverse customer base.

Scenario 2

John manages a thrift store that relies heavily on social media for marketing. He spends a significant amount of time posting items on various social media platforms, but these posts often get lost in the feed due to algorithm changes and competition.

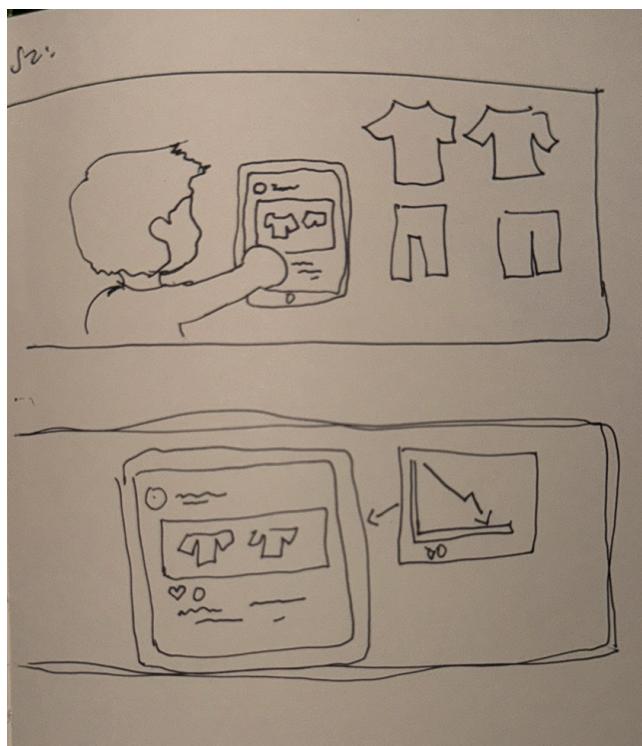
Scenario 3

Jamie runs a vintage clothing thrift store and notices that her competitors with dedicated online platforms are thriving. These competitors can easily update their inventory, offer online shopping experiences, and engage with customers through their websites. Jamie, however, lacks such a platform and relies solely on physical store visits and occasional social media sales.

Storyboard (Scenario 1)



Storyboard (Scenario 2)



Storyboard (Scenario 3)



Problem Statement:

- Thrift store owners can't reach a wider audience due to limited customer reach.
- Thrift store owners inefficient marketing and sales due to reliance on social media, particularly Facebook marketplace.
- Thrift store owners' competitive edge has reduced due to competitors with dedicated online platforms.

Design

The ThrifTee application aims to showcase a minimalist design. In order to achieve this design, the following will be identified: Color Palette, Font Style, and GUI.

Color Palettes



Color Palettes

The color palettes displayed above, along with their codes, have been selected for use in the application. While the final palette has not yet been decided, it will be finalized by the time the team reaches the prototyping stage.

Font Style

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,:/→

The team selected the Inter font in Figma because of its modern, clean style, which improves reading and gives an expert appearance. Because of its simplicity, the text is always the main attraction and isn't overwhelmed by too complex types.

Inter Font

GUI

The GUI used for the interface of the applications is in iPhone Pro Max format, to emphasize the design of the interface. However, it is designed to be intuitive and user-friendly for every user in every type of phone as it will cater to android and iPhone type mobile phones. This includes features such as a clean and simple layout, easy-to-read typography, and clear visual hierarchy to help users navigate the app effectively

Sample Features Flows

Open App

When the user opens the application, they are taken to the main landing page or home screen of the app.

Profile

From the home screen, the user can navigate to their personal profile page, where they can view and manage their account information, preferences, and settings.

Home

The home screen provides the user with a centralized view of the app's main features and functionality, such as search, product browsing, and access to reviews and feedback.

Search

The search feature allows the user to quickly find and explore products or services offered within the application.

Reviews and Feedback

The user can access a section dedicated to reviews and feedback from other users, helping them make informed decisions about the products or services they are interested in.

Add to Cart

The user can add selected products or services to their shopping cart for further consideration or to proceed with the purchase.

Order Information

Once items are added to the cart, the user can view detailed information about their order, including the items, quantities, and total cost.

Payment

The user can then proceed to the payment stage, where they can securely complete the transaction using their preferred payment method.

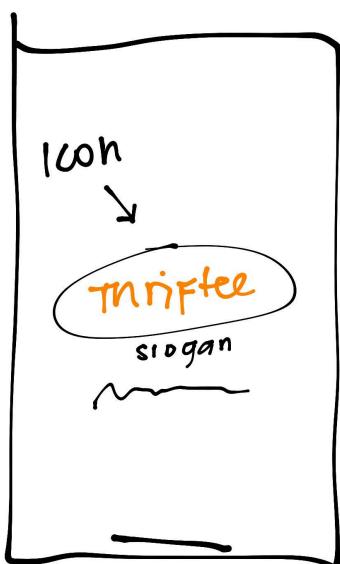
Successful Order

Upon successful completion of the payment, the user is notified that their order has been placed and will be processed accordingly.

Design Sketches and Alternatives

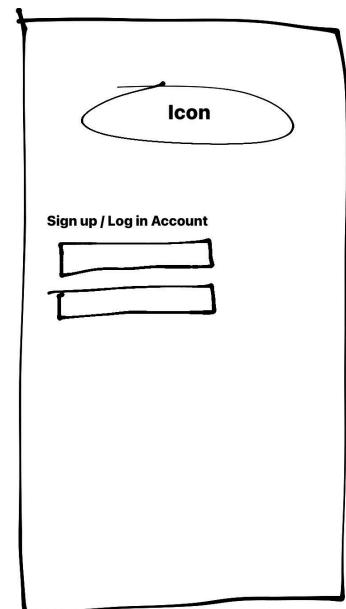
The design sketch for the application includes the welcome screen, which features the PPG logo and a slogan, followed by the home screen that provides a clean and visually appealing introduction to the app. The home screen can be customized using various design elements such as images, icons, and buttons, and can be designed to include features like search, product categories, and reviews, all while maintaining a user-friendly and engaging interface.

Welcome Screen:



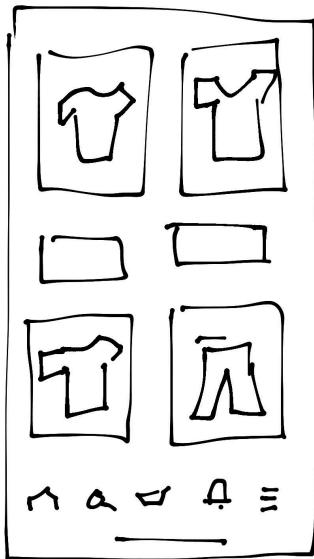
The welcome screen of the application features the PPG logo with the slogan "Make Your Moments" below it, providing a clean and visually appealing introduction to the app.

Sign-up / Log-in Screen:



The sign-up and log-in screens of the app are designed to allow users to create and manage their accounts, with the log-in screen featuring an email input, and the sign-up screen providing fields for users to enter their details and create a new account.

Home Screen:



The home screen of the application showcases the home tab in the bottom for user navigation choices and the items and other information displayed in the home of the application.

Mock-up/Prototype

The mock-up or prototype of the PPG application features an iPhone-style graphical user interface (GUI). The welcome screen displays the Thriftee logo with a slogan below it, providing a clean and visually appealing introduction to the app. The sign-up and log-in screens allow users to create and manage their accounts, with the log-in screen featuring a username and password input, and the sign-up screen providing fields for users to enter their details and create a new account.

