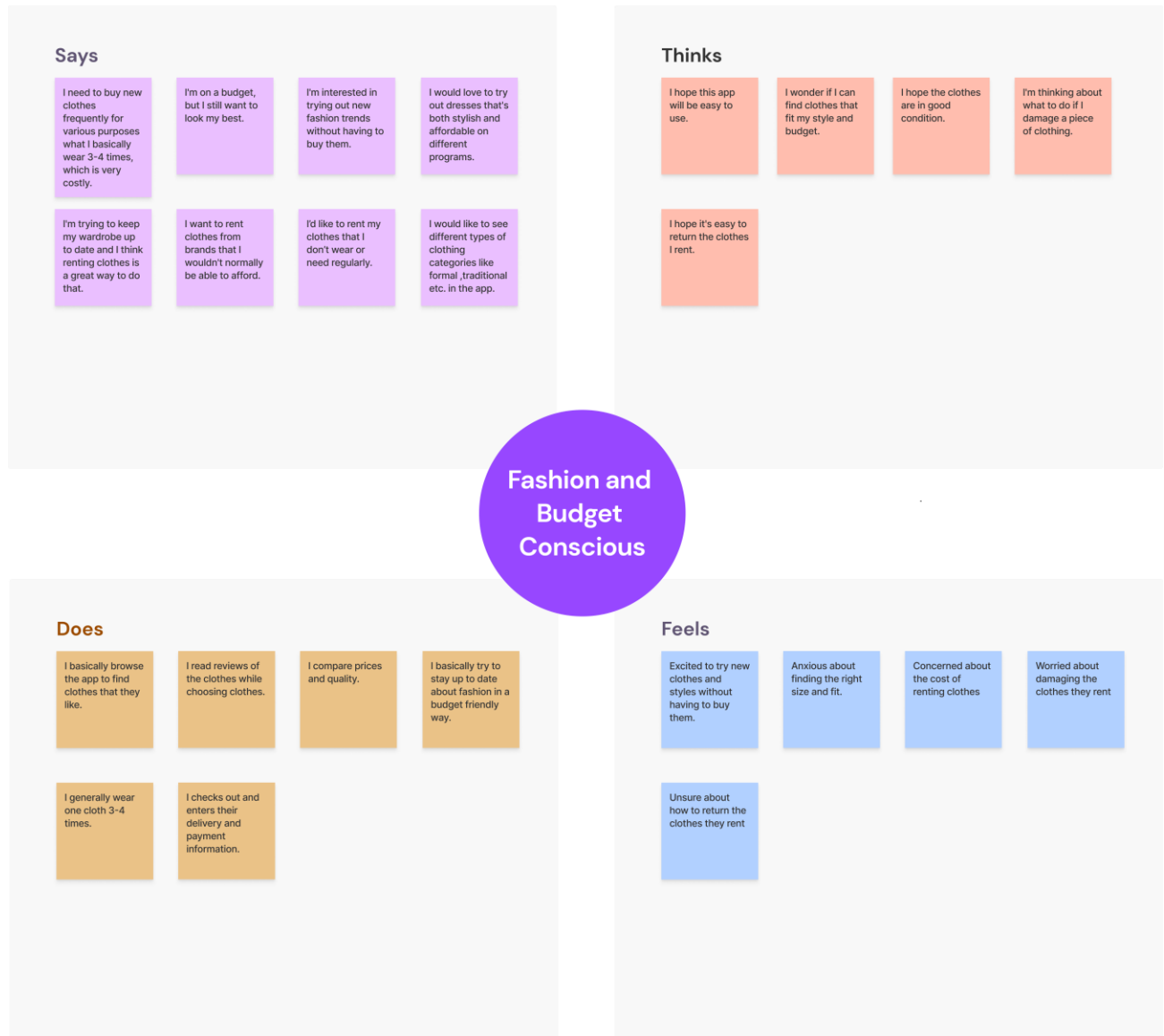



Cloth Rental App

Empathy Map:



User Persona:

Tanvir Chowdhury



AGE	22
EDUCATION	B.Sc in CSE
STATUS	Single
OCCUPATION	Student
LOCATION	Dhaka, Bangladesh
TECH LITERATE	High

“ I love being able to try new fashion trends without having to spend a lot of money.

Personality

Introvert

Fashion Conscious

Budget Conscious

Tech-savy

Bio

Tanvir Chowdhury, a busy CSE student, finds the new cloth rental app ideal for his lifestyle, offering a convenient and cost-effective solution to maintain a versatile wardrobe. The app's wide variety of options and easy delivery and return process align perfectly with his needs for style, convenience, and budget-consciousness.








Goals

- To try new fashion trends without having to commit to buying them.
- To reduce his environmental impact by renting clothes instead of buying them
- To save money on clothing costs.


Frustrations

- He doesn't have a lot of time to shop for clothes.
- He doesn't want to buy clothes that he'll only wear once or twice.
- Anxious about right size and fit.


Brands



Payment medium




Cash



Digital Payment

Platform



Mobile App

User Story:

As a fashion and budget conscious user, I want to be able to rent stylish and affordable clothes for any occasion, so that I can look my best without breaking the bank.

Problem statement:

Tanvir Chowdhury is a fashion and budget conscious person who wants to rent clothes and stay up to date without spending too much money because buying new cloth for every occasion is expensive and unsustainable.

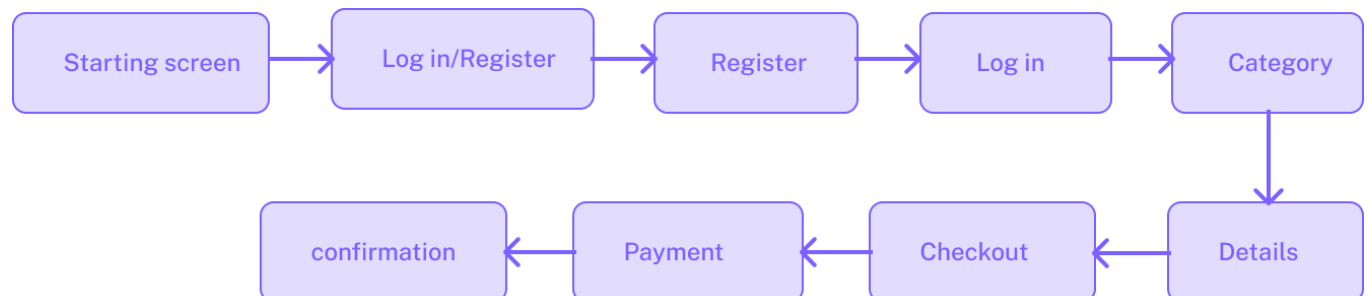
Hypothesis Statement:

If a cloth rental app offers a wide variety of stylish and affordable clothes in a variety of sizes, transparency about the sustainability and ethical practices of the brands it offers, personalized recommendations based on the user's rental history and style preferences, flexible rental periods, no late fees, and free or low-cost shipping and returns, then fashion and budget conscious users will be more likely to use the app and rent clothes on a regular basis.

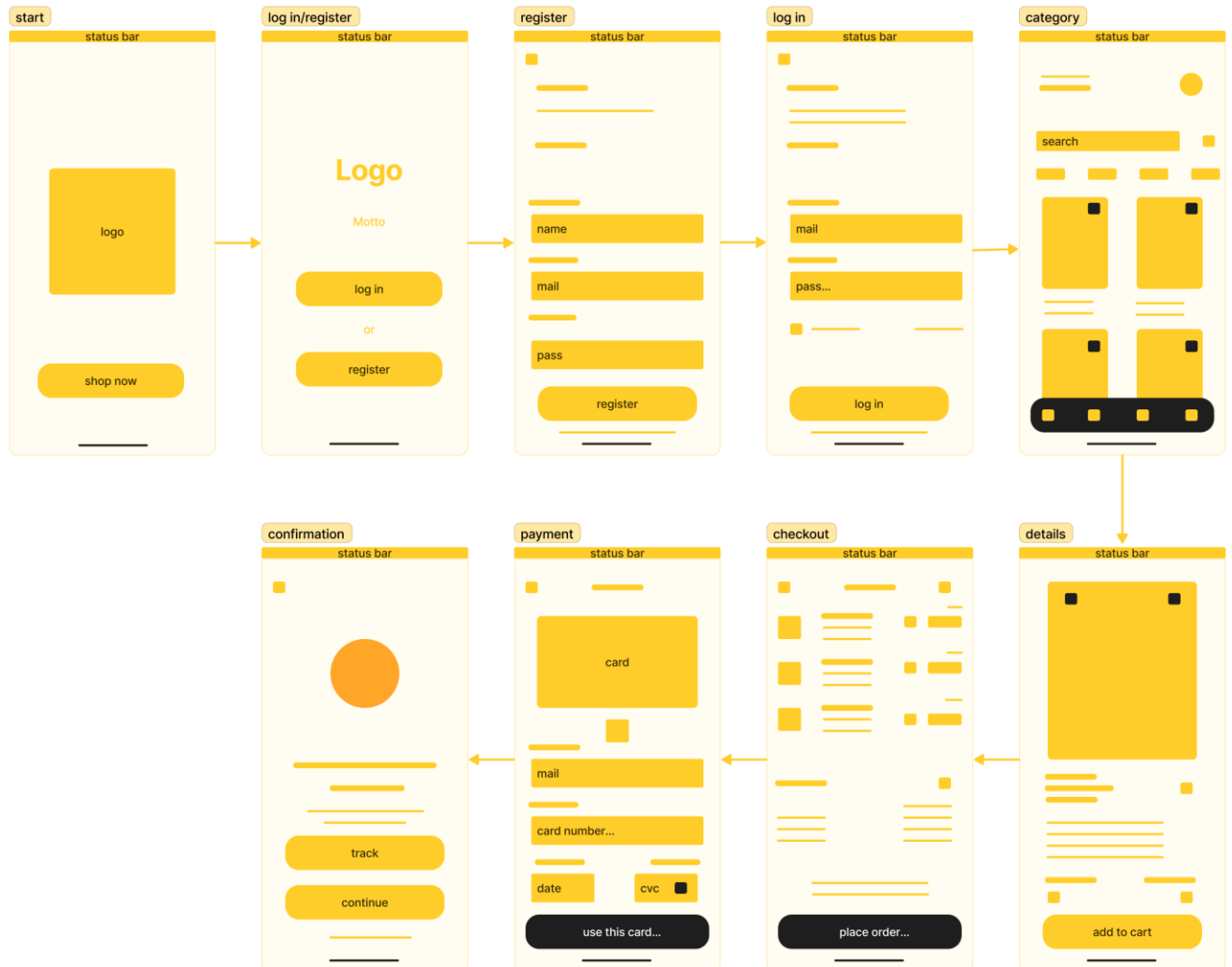
Best Idea after evaluating:

Rent clothes by browsing desired categories once all criteria are met.

Task Flow:



Wireframes:



Prototype:

<https://www.figma.com/file/SnWxbz0ERW77xcXAU9nUEr/Fashion?type=design&node-id=0%3A1&mode=design&t=d5IMlO8sRMsbJgIG-1>