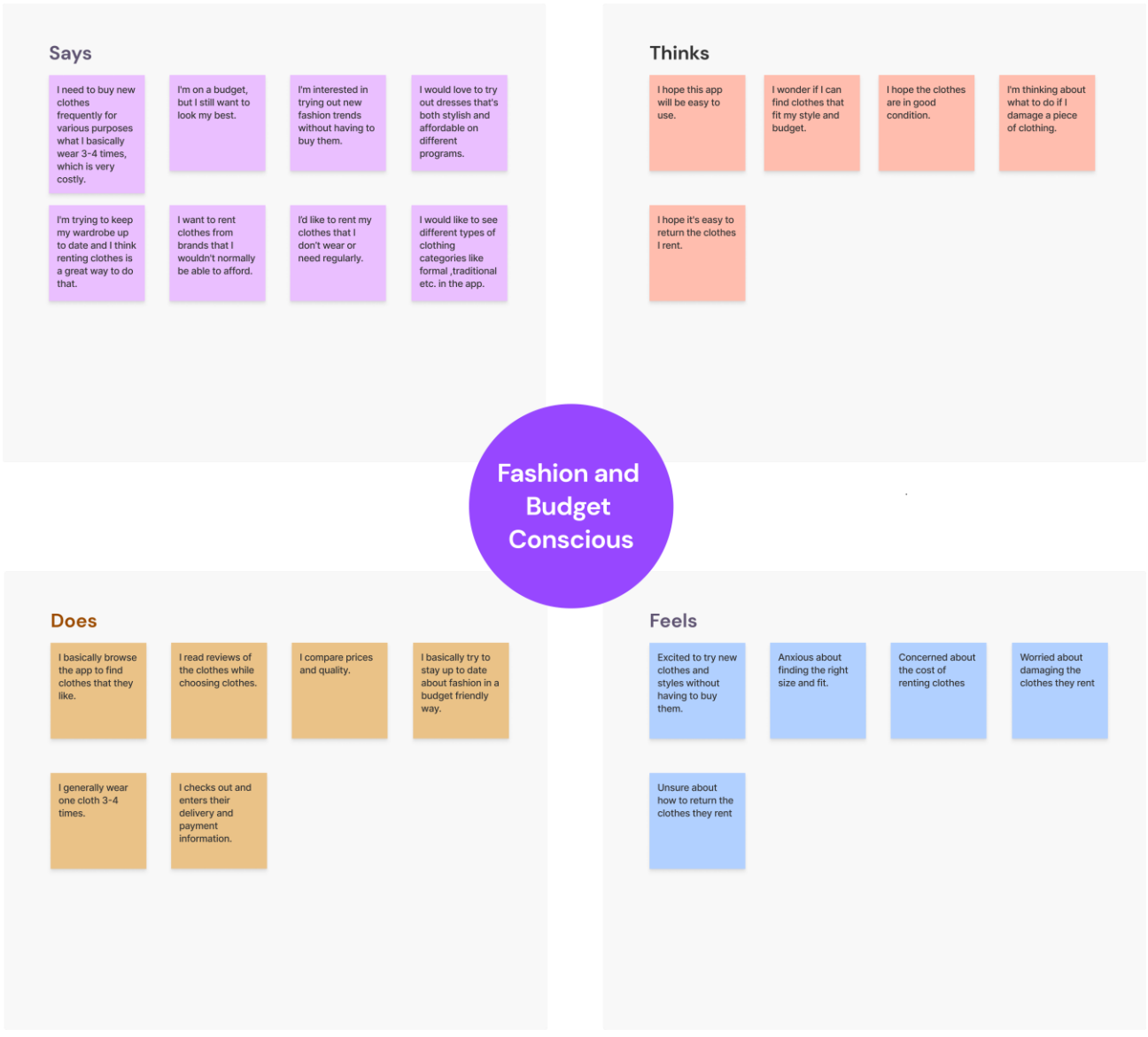
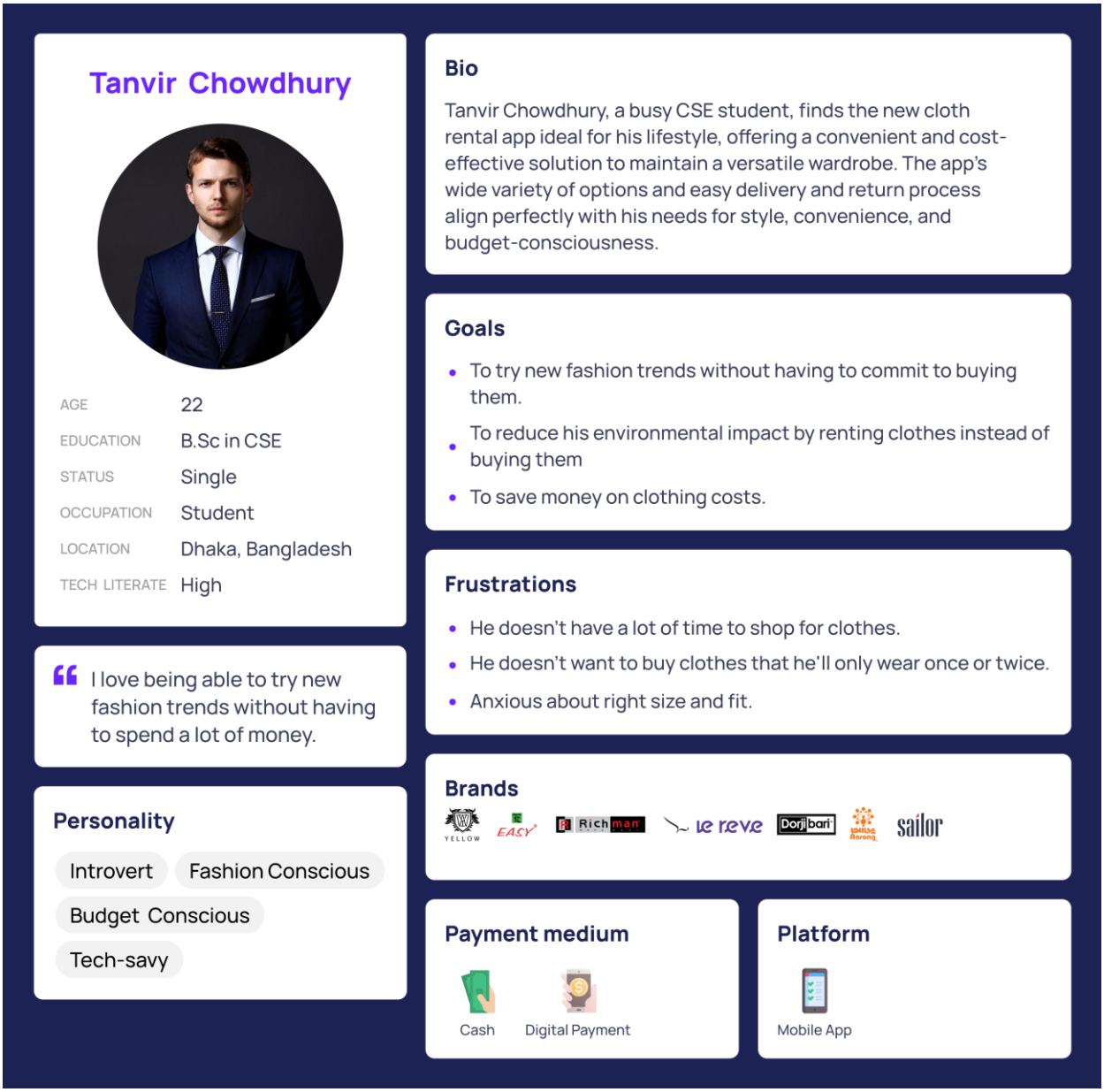
Cloth Rental App

Empathy Map:



User Persona:



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.

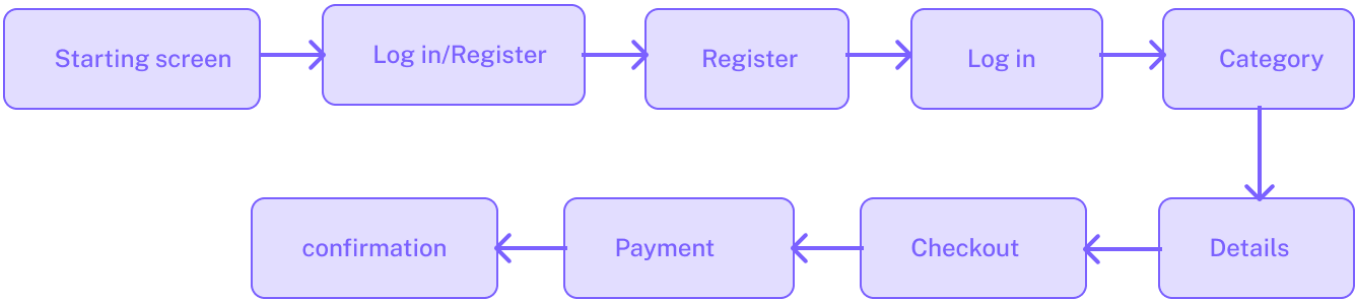
Hypothesis Statement:

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.

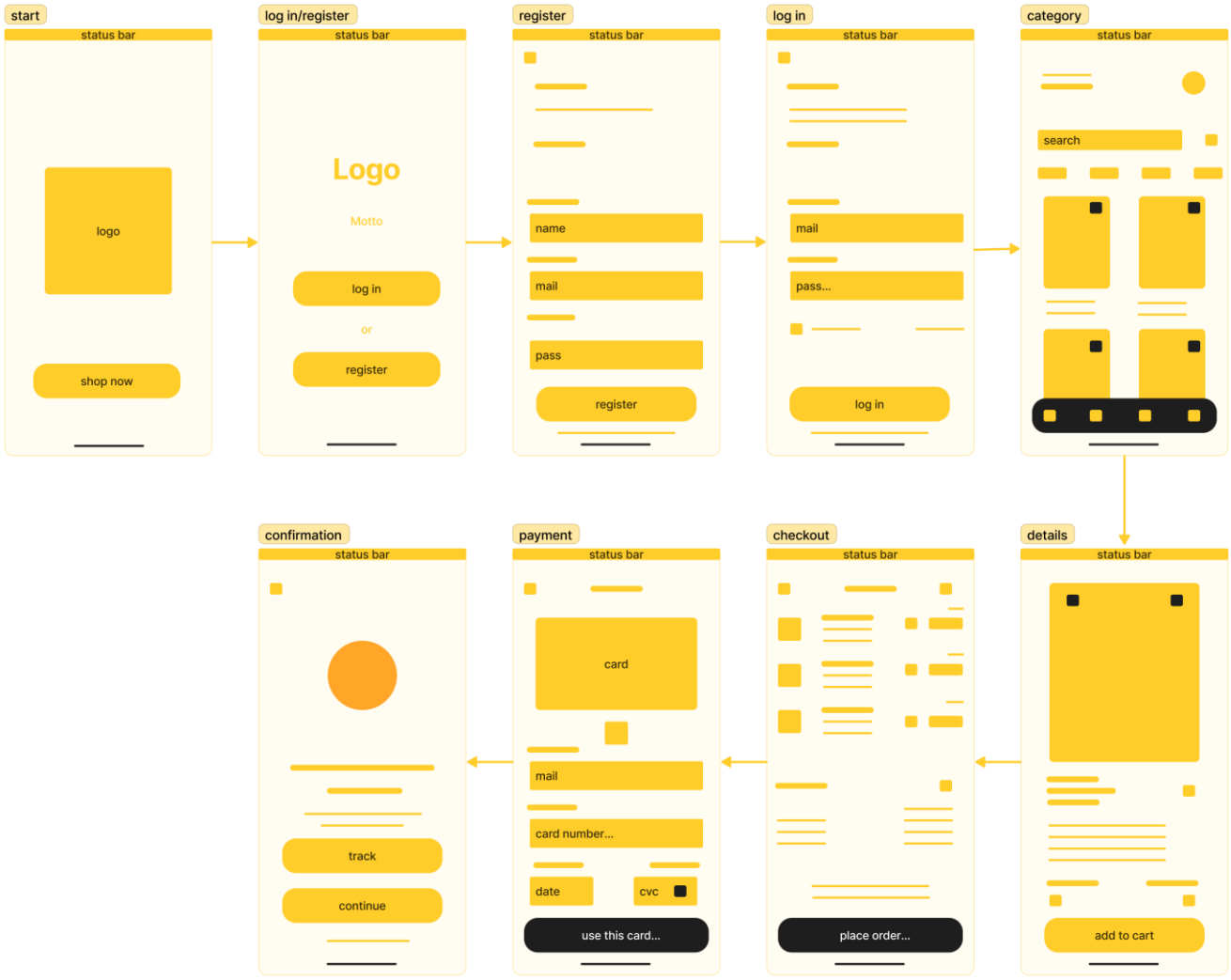
Best Idea after evaluating:

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

Task Flow:



Wireframes:



Prototype:

https://www.figma.com/file/SnWxbz0ERW77xcXAU9nUEr/Fashiyo?type=design&node-id=0%3A1&mode=design&t=d5IMIO8sRMsBJglG-1