

# FashUp Project.

Vinted is the fourth biggest online vintage store platform provider [\(1\)](#) which provides access points directly from seller to buyer. It is by far a very popular platform for vintage and second-hand online purchases. We found out that the current system for user personalization and filter search in the services still has gaps that can be improved. From our experience as users, The user generally finds it hard to search through all items to find the items of their desire. We think of this user problem and come up with a service that helps the user find their wanted items easier and save their scrolling time in Vinted.

From that point, we made our user survey to see the picture from general online shoppers' activities. This gives us insights into user preferences and their habits that could be used in our further design elements and functionality.

Our MVP will fulfill the task of giving the user Vinted items of their search, by giving the systems the pictures of the items that the user wants, we find the similar items that exist in vinted for your easy pick and less time consuming for the buyer.

We also planned for other possible features such as finding the style-matched items as suggestions for other items which also goes well with that original item that was provided.

We set up our design process and proceeded along with it. The collaboration with other tracks such as the Web development track requires some early mock-up prototype and knowing the limitations of the AI team and WD team make us know what to include or cut out from our design and still stay balanced on the user's satisfaction and usability in mind. To build a good service requires both sides, the user's need for the services and your team's ability to fulfill that wish. Our other possible design and features can still be possible later with more time to spend on the subjects.

In this report, we will walk you through our UX design process, which started even before we designed the first draft, we will see our ideas of the services and to understand the user we conduct UX User Research, analyze the data to get our insight of the user, then we go through the ideation process where we start to generate and collect ideas of how this service will be, or how it will look like, who we are building this for, etc., Later we will construct to mockup prototype in order to collaborate with other tracks. After that we come to the Validation part where we start getting everything in shape, pinpointing details will be defined and the actual prototype will be built. At this point when everything is built, we sent out the prototype for test and comments and improved our prototype.

We realized our power and our constraints. We have the power to fulfill the wish of the customer for a service that helps them with choosing items that fit their style better. But our constraint is time and manpower, we originally want to implement 2 MVPs, which are to generate similar items in vinted and another one is to generate the related items that go well with the image of items provided by the user. If we have enough time frame we might explore more into this. But right now we only implement the first MVP which is the current one.

Keywords: UX User Research, ideation, mockup prototype, prototype, test, MVP

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# Project Introduction

Our Whole team consists of people from various tracks, We have people from WD, Cem \*(Alf Alfonso), and Roman Wiegel who will work on the interaction between frontend and backend also the integration of Figma into CSS, etc. and the AI team consists of Fabian and Lukas Bauerschmidt Who will work on the problem essentially and acquire and polish the dataset and research for the right model to train the dataset that we have. And we have UX track, Sira and Kolawole Ogunti (Drop out) who will be responsible for coming up with the ideas and prototype for the team.

After the team came together and our protocol and other sets up the platform to be used to share and track our progress such as JF meeting time every week, the Miro board to share the

ideas Github repo. and other tools were set up. We started to work toward the problem right away.

We have a total 8 Weeks Time frame from the first meeting, 2nd Dec 2021 to the Presentation day on 3rd Feb. 2022 (Excluding Winter break) During which we will have a weekly meeting to keep each other on track of what each track are doing and general ideas and looking for solutions for the problem that are currently facing together as a team, This sometimes joined by our mentor Bogdan Ciobotaru, who give us a good instruction to keep us all goes forward together.

Our Team Target MVP started as a merged idea from 2 different groups, One is Fash un and another one is Capsule. The fash un wants to explore the difficulty of finding an article you want from the second-hand online platform and the Capsule wants to explore the difficulties of finding clothes that matched their style be it from shopping or from the wardrobe. After our discussion come up with the ideas for MVPs which is to make a website that will find you matching items to the one which you(the user) giving. This can be interpreted 2 ways as our explorations go, MVP 1 is the Similarity Matched, and another one, MVP2 is the possible style matched with the given image. Later we find out that the latter on will take much longer to implement and we drop the ideas and keep our MVP as only find the Similar Items

We choose to narrow the focus to only one website, and only in Germany. In This, we picked Vinted as the preferred focus.

## About vinted

Vinted is among the top 5 of the most popular platform for Vintage - second hand online shopping [\(1\)](#) Its biggest group of users is young adults [\(2\)\(3\)](#) which give the design ideas to the UX team about the usability and color palette and other design details and component which going to be later implementing in the prototype. We look through its Apps reviews and all other online research to get the general ideas of what Vinted user (which is also a part of the general online shopper) is facing.

**According to the current situation, the price of new cloth and new items only will goes higher and hight in the following years[\(4\)](#), we think that this MVP will be useful to many of the customers who want an alternative way to shop.**

## Our Ideas and Goals.

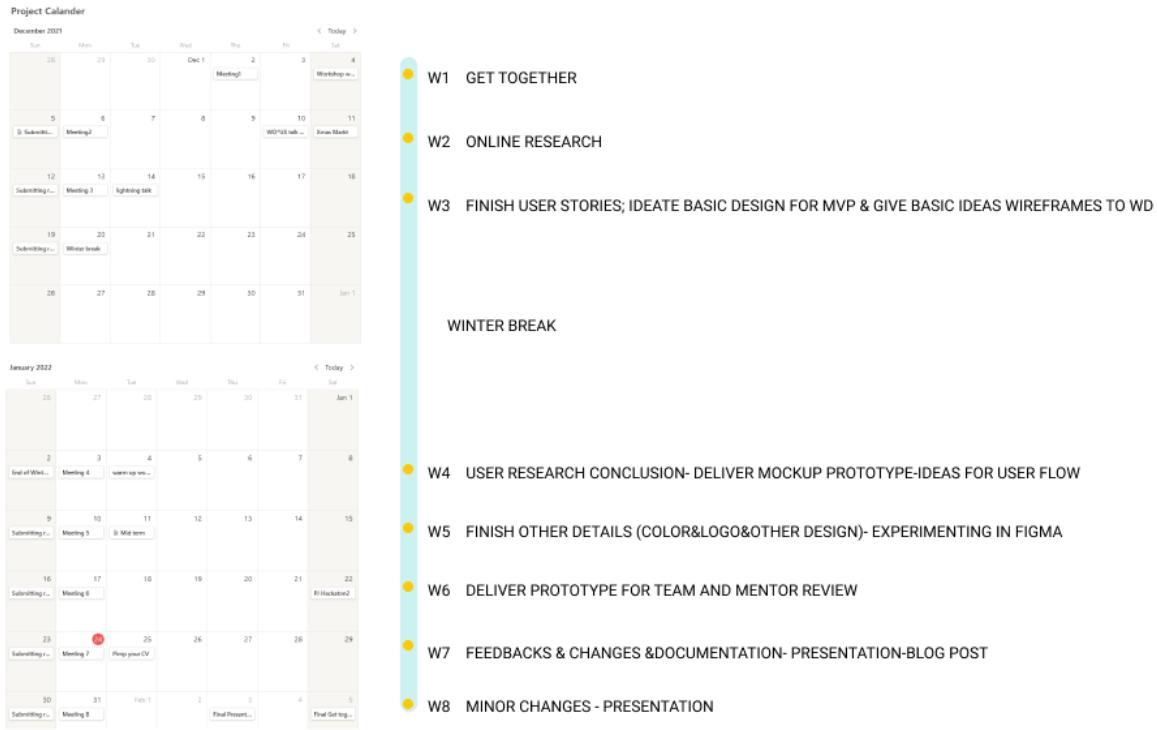
We UX designers want to create a colorful, easy to use, website for the Vinted main user, young adults\*, millennium group, gen z, Those who are born and grow up with the internet and all devices, Metropolitan women who have an interest in fashion. [\(2\)\(3\)](#)

If the time allows we want to later build the Apps for it as well but sadly we do not have enough time for the application's version.

**We want it to Support Vinted links and Suggested Items matched with the user image given to our service and to reduce time spent for each user in each visit and time between seeing the item and the time of purchase.**

This should reduce the time spent on trying to look for items endlessly in Vinted and make the purchase from vinted easier for the user.

## Project Timeline



## UX Tasklist

UX User Research	Build Questions	Sira	Kola	Frida
	Make forms	Sira		
	Distribuite forms	Sira		
	Analyze information	Sira		
	Presentation	Sira		
	Other Online Research	Sira		
	User Stories	Sira	Kola	
	User Flow	Sira		
Prototyping	Ideate Ideas for different looks	Sira		
	Make mock up prototype	Sira		
	Make hand made prototype	Sira		
others	Getting feedbacks	Sira		
	Colaboration with WD	Sira		
	Documenting progress/research	Sira		
	Designing logo,vote color themes, details	Sira		
	Implementing design changes.etc	Sira	Kola	

## UX Design process

UX Design process started with Understanding the user, which many sources called differently, In this process, we try to reach and understand the user that we will build this service for, and try in every way to access the train of thought and logic behind decisions that they made, this including user research, making persona and user story.

We will then analyze the information which we received and put that thought in when we enter the phase of Ideation, in which we will brainstorm as many ideas as possible that come to our mind for the services, we will then choose some ideas to develop from and start to walk into the Validation phase, Which you make mockup to display the ideas, test things up and start to deciding about all every detail that will go into the prototype. We will test and listen to feedback and make adjustments as time allows. Then we will enter the step of Iterate, Which makes us stop and look and test and see the user use the service again, this can loped back to Ideate again if we find something to fix.

## Understanding User: UX User Research

We have collected a total 33 participants, which is not big but given the time frame, it is enough to give us insight into the general online shopper group preference and their initial thought.

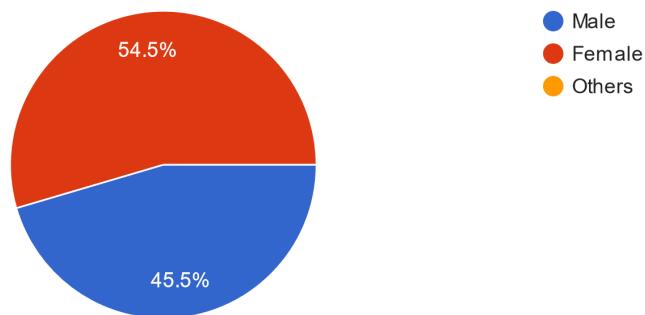
### Questionnaires(5)

We made a simple google form to help us distribute the questions to the public. The time we spend on it is during the winter break until the 4th Week before the midterm. It gives us the understanding and gives our project a green light to go forward.

## Results and Insight

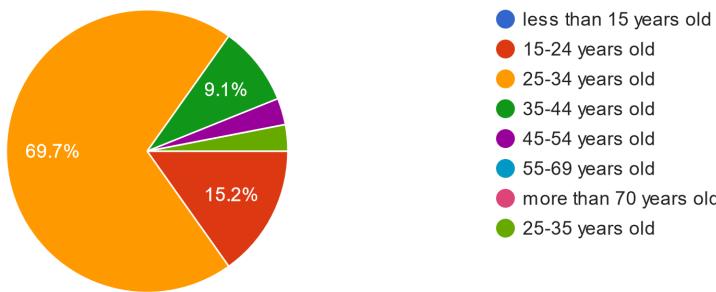
### Gender

33 responses



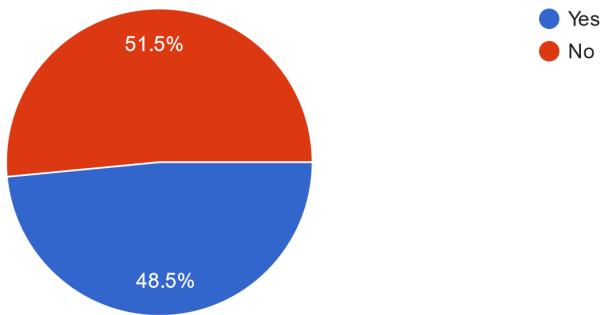
### How old are you?

33 responses



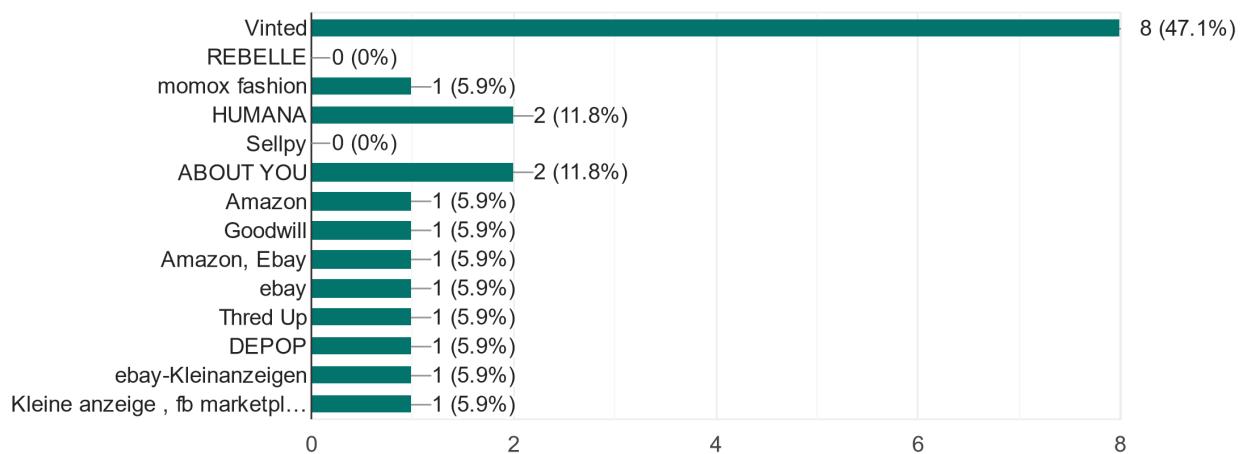
Do you shop vintage/second hand items online?

33 responses



If yes, with what service?

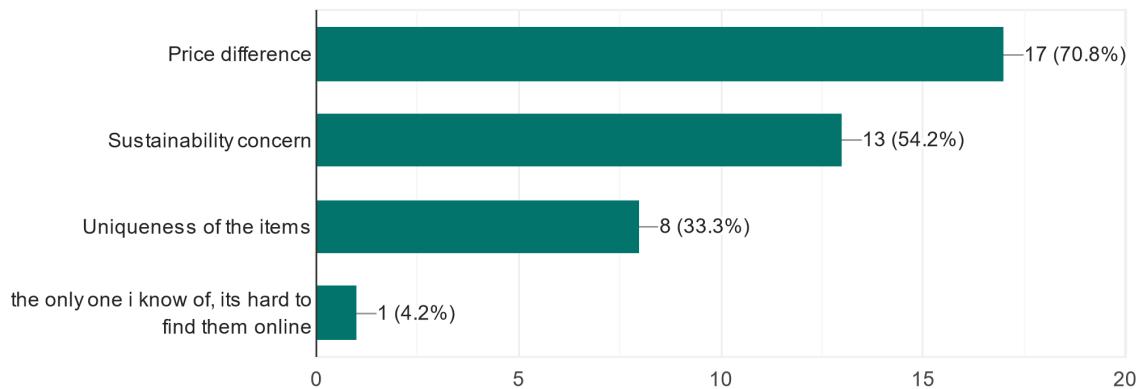
17 responses



**Half of the general online shopper has shopped secondhand before and from that half, half of it is from vinted!**

Why do you choose to shop vintage/secondhand items?

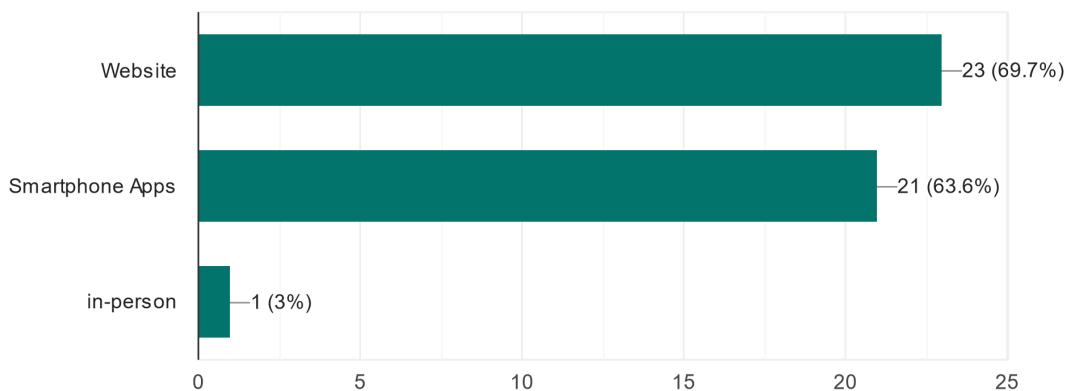
24 responses



**People shop second hand for many or combination of reasons, reason such as Price, and sustainability is big main reasons**

Do you shop online by using ...?

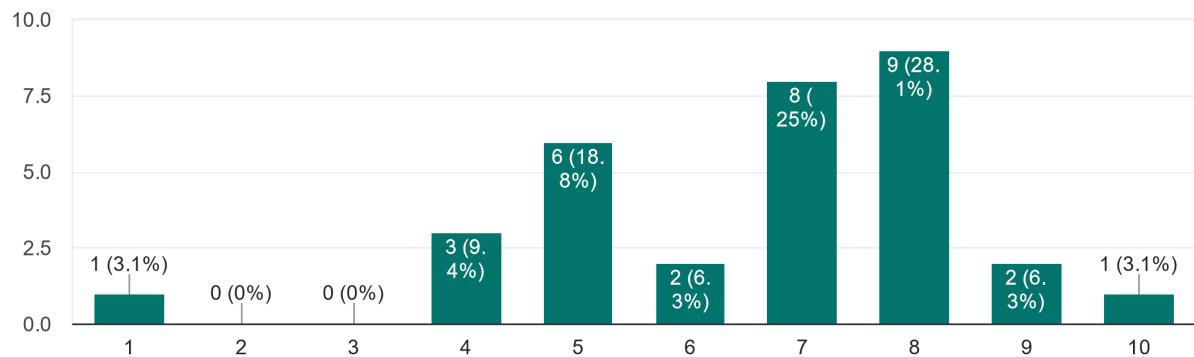
33 responses



**This result shows that people use both methods for online shopping, but since the majority of our observed group is age group between 25 to 34 years old, We wonder if this ratio will change in the group of the younger generation? From the availability of smartphone use in young generation and their proficient in technology than the previous generation, We predict that the trend will be higher in the smartphone than web-based. As now GenZ is a big amount of mobile users, they choose smartphones as the device of choice(6)**

Overall, What do you think about the Vintage online shopping service?

32 responses



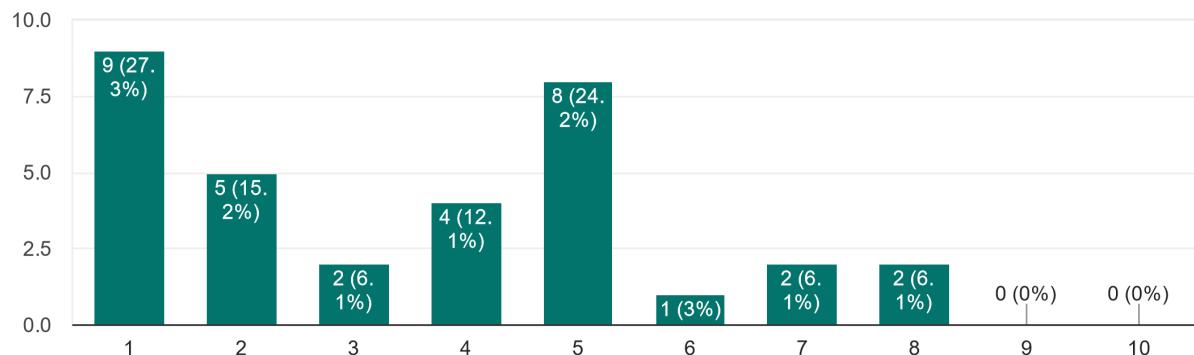
**Looks pretty Good, 20 out of 32 People give a score between 7 to 10 about their thought about Online Vintage shopping, even if only half of the group have to buy something before as you can see from the later graph showing that people not very often buy something from these services. Which are sad things. Since people showed quite a positive attitude toward the ideas,**

**the result was not really the preferred method after all or just never try, or is there any other issue? Such as not enough targeted ads compare to major online shopping platform etc**

**\*from this graph 1 is never, 10 is all the time)**

How often do you shop vintage online?

33 responses



### **What features or cataloguing would you like to see when shopping online?**

its a hassle to find clothes that i like/fit/price

Material, year, state filters

Virtual model

Jackets

Material Quality, Design

Quality assurance of the items sold

Electronic

Product reviews

the year of clothing style or period

My size. I am quite tall

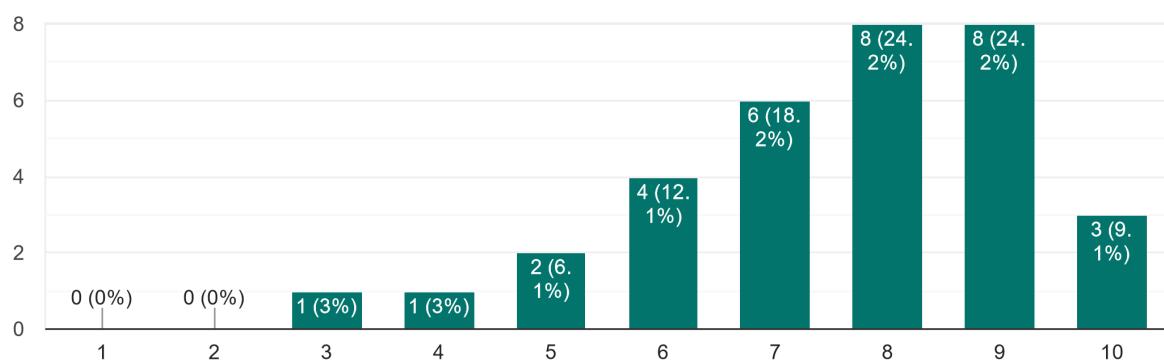
proper size

Tailor Made Suggestions based on my previous searches and purchases

Better photos of clothing

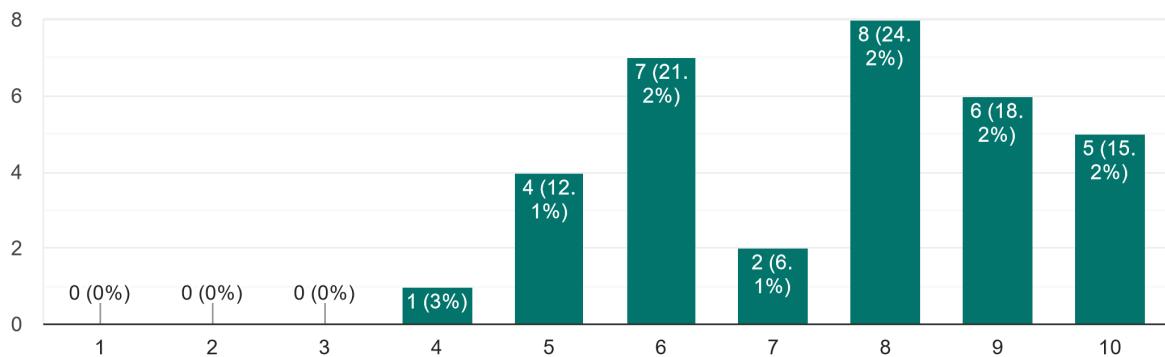
How much do you pay attention to/ care about your style?

33 responses



How would you rate your dress sense?

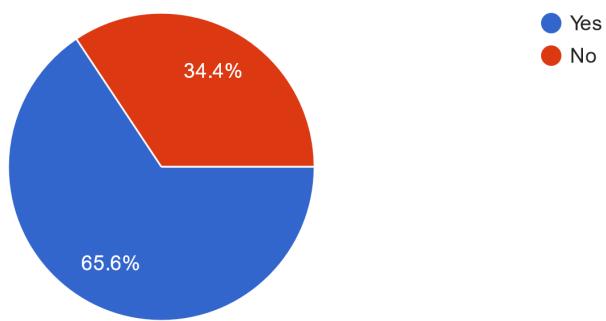
33 responses



**From these two questions, we can see that people valued their dress sense and the importance of their style. The first one showed that 25 out of 33 people have given scores between 7 to 10 for their style, and the second one showed a similar number at 21 people answered that they rated their dress sense at between 7 to 10.**

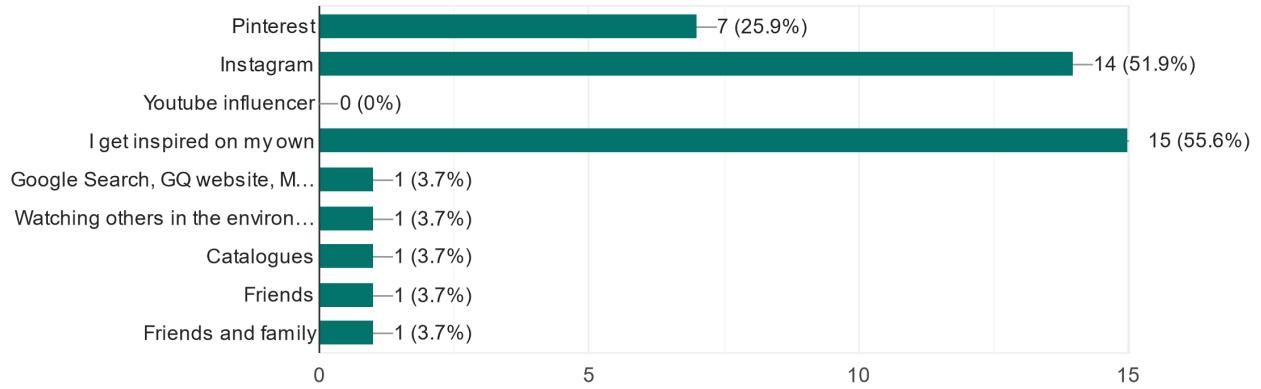
Do you use external inspiration to buy clothes or wear your outfits?

32 responses



Where do you find this inspiration?

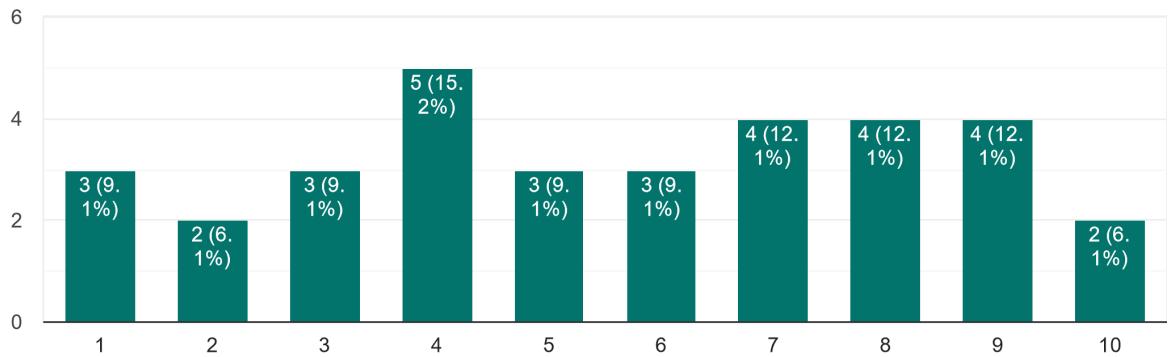
27 responses



**From these two questions, we can see majority of people has take some inspiration from somewhere, the second one show the biggest source of inspirations is from Instagram(51.9%)and Pinterest (25.9%)**

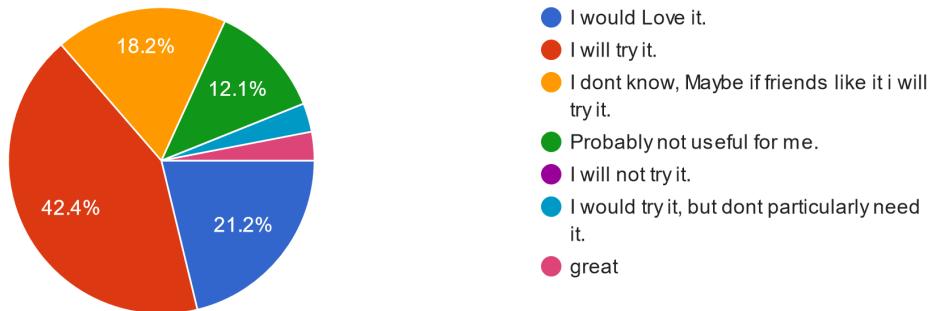
How difficult is it for you to find matching clothes of your style?

33 responses



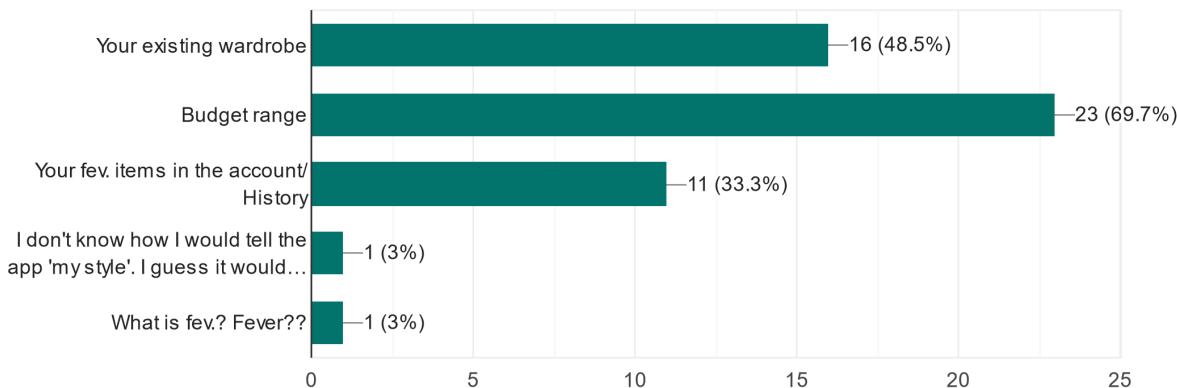
What do you think if we make mix and match service to help you find your more new favorite vintage items from the platform that you use (i.e. Vinted), Would that be great for you?

33 responses



What should be the important criteria?

33 responses



How do you think the services should be like? Which features/functionality should it offer so that you will use it?	Category
maybe like tinder	<b>Better Algorithm</b>
Diferent payment methods, try and return policies, shipping.	Other
<b>Easy, visual way of inputting 'my style' and then a joyful way of browsing and getting inspiration. Perhaps a Tinder-like interaction where I can say "I like this", "I don't like that" which will improve my recommendations.</b>	<b>Better Algorithm</b>
That's your job ;)	-

<b>Information about the different style, how as test first for know what is My style and next to this information about this speccifical style</b>	<b>Better Algorithm</b>
<b>Good filters; customer-friendly design (- easy handling, e.g. About you is BAD); good pictures and descriptions of items; suggestions for similar items if my size/color etc is not available</b>	<b>Better Algorithm</b>
Affordable prices but quality products	Products quality
Quality and affordable items	Products quality
Return policy should be made very flexible in terms of satisfaction	Other
Nothing in particular	-
Choices and style in which the clothing is from or the history of the brand or something interesting.	More info on products
Clothes for taller people	Specialized items
<b>Easy to use</b>	<b>Better Algorithm</b>
<b>Good and intuitive usability of Website/App, easy to find things</b>	<b>Better Algorithm</b>
<b>Ability to select different styles and find clothing in those categories</b>	<b>Better Algorithm</b>

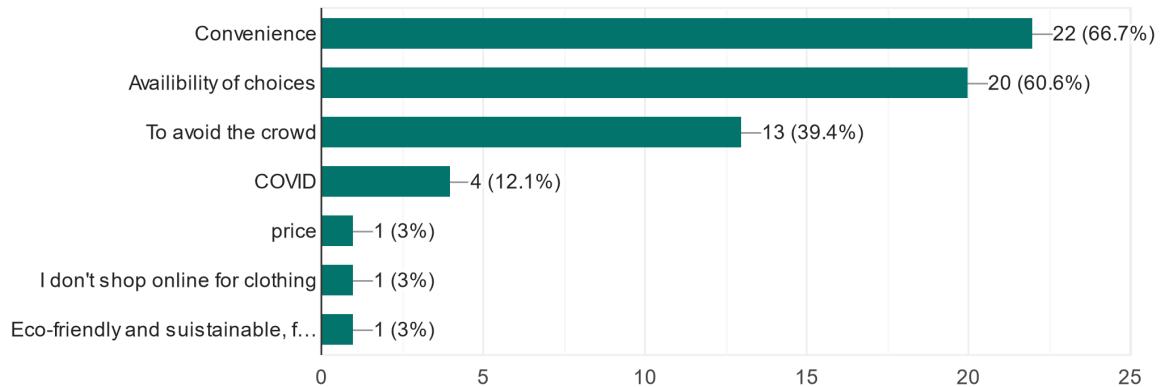
In this, we can see many suggestions for something on the line of a better algorithm which make it intuitive, easier to use, gives a lot of choices or giving information for them.

<b>Do you have any additional comment?</b>
--

Looking forward in seeing what you are about to come with
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In general, What make you shop online?

33 responses



For Online shopping in general, What do you like about it?	Categories
you can find some nice items	Easy, conveniences
Possible whenever and wherever you want to	Easy, conveniences
Convenience	Easy, conveniences
Convenience, options	Easy, conveniences Choice/Variety of goods
For second-hand shopping to search for a specific item instead of browsing a big sop	Choice/Variety of goods
Lots of choice	Choice/Variety of goods
Finding things I don't find in stores	Choice/Variety of goods
Eco-friendly and sustainable, fair fashion is hard to find in regular shopping centers or streets. Online I can visit dedicated shops. Discounts	Choice/Variety of goods
I can find everything online, when I go shopping there isn't always what I'm looking for	Choice/Variety of goods
Collection	Choice/Variety of goods
Convenience	Easy, conveniences
Lots of choices	Choice/Variety of goods

Time saving	Time-saving
Many choices	Choice/Variety of goods
Availability of my size/ item I am looking for (or notification, if not); easy ordering;	Choice/Variety of goods
inspiration	others
<b>Convenient</b>	<b>Easy, conveniences</b>
<b>Some are fast and easy</b>	<b>Easy, conveniences</b>
<b>Easy and saves time</b>	<b>Easy, conveniences, time-saving</b>
Online shopping for Food is fine, but for clothes/fashion I won't recommend online shopping	
<b>Flexible and convenient</b>	<b>Easy, conveniences</b>
Varieties	Choice/Variety of goods
I already answer from above questions	-
<b>Convenient</b>	<b>Easy, conveniences</b>
Choices	Choice/Variety of goods
<b>convenient</b>	<b>Easy, conveniences</b>
<b>Fast and easy</b>	<b>Easy, conveniences</b>
<b>EASY</b>	<b>Easy, conveniences</b>
<b>It is convenient</b>	<b>Easy, conveniences</b>
It saves time, no stress, usually larger range Better than brick and mortar. Don't buy much. You can see all the options available to you	Time-saving, Choice/Variety of goods

14 people answer in the field of 1. Easy, convenient, 13 in 2. Choice/Variety of goods, 3 for 3. time-saving, and 1 for 4. others

I conclude that the people like online shopping mainly because of convenience and availability of choices

For Online shopping in general, What do you dislike?	Type of problem
its a hassle to find clothes that	Hard to find

<b>i like/fit/price</b>	
No real wardrobe	Other
<b>Don't know how clothes fit</b>	<b>Cannot try, see, feel the items</b>
Getting the wrong size or not intended purpose.	<b>Deceiving picture,description, etc.</b>
Supporting large corporates instead of small businesses.	Other
<b>not able to feel the clothes and assess quality properly</b>	<b>Cannot try, see, feel the items</b>
<b>I cannot try the products. Even with free return I think it is such a waste to send it back &amp; forth</b>	<b>Cannot try, see, feel the items</b>
<b>Not being able to try things, shipping cost, custom taxes</b>	<b>Cannot try, see, feel the items</b>
<b>Can not try the things</b>	<b>Cannot try, see, feel the items</b>
<b>I cannot see how clothes really are</b>	<b>Cannot try, see, feel the items</b>
Network problem	Other
<b>Measures, constrating with te reality</b>	<b>Deceiving picture,description, etc.</b>
Non availability of product	Availability
Unavailability of certain Products	Availability
Lack of pictures of the product	Not enough pictures
Not sustainable (lots of waste); returning the items I dont like; <b>not to be able to see and feel the item (sometimes its bad quality, or weird sizing)</b> -> item descriptions arent too helpful	waste, <b>Cannot try, see, feel the items,</b>
<b>You have to guess the fit</b>	<b>Cannot try, see, feel the items,</b>
Quality may fail	<b>Deceiving picture,description, etc.</b>
Some deceptive pictures sometimes	<b>Deceiving</b>

	picture,description, etc.
Rarely, does item match description.	Deceiving picture,description, etc.
Too many sub sections	Hard to find
Refund policy	Other
customer service	Other
<b>Cannot try the clothes on</b>	<b>Cannot try, see, feel the items</b>
Time consuming	Other
excessive package	Waste
Too Many different clothes	Hard to find
DOES NOT HAVE ENOUGH QUALITY PHOTOS	Not enough pictures
<b>You do not get the size you want</b>	<b>Deceiving picture,description, etc.</b>
<b>Sometimes it doesn't look like on the pictures and I wouldn't buy it in the first place when I would have seen it in a store</b>	<b>Deceiving picture,description, etc.</b>
Co2	Waste
<b>You cannot see how the clothes will look/fit you</b>	<b>Cannot try, see, feel the items,</b>

From what we see from the comments, I conclude that people don't like that they cannot feel, see, touch the items since the picture or description sometimes is not matched with the items (10 times mentioned, Highlighted in red) while deceiving pictures and details altogether with the items is hard to find comes often also

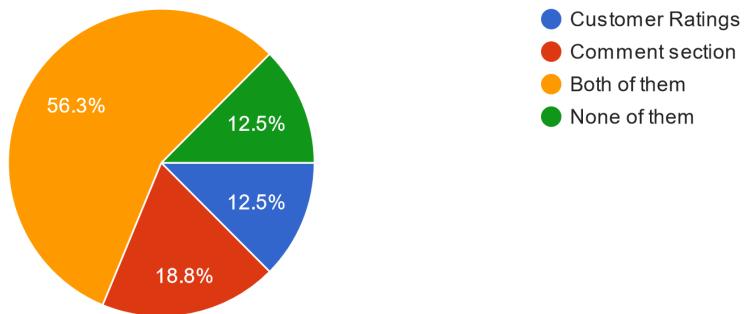
What do you think should be there?	Analyzing answer
tailored choices	<b>Algorithm for better personalization of choices</b>
"More stocks for most selling items"	<b>Quantity of stock</b>
A fitting avatar	<b>Algorithm for better test/try the items</b>

Products that aren't fake	Trust issue
Estimated sizes, and pictorial description on how shoppers can take their body measurements	<b>Better Description/measurements</b>
Direct link	<b>link</b>
Substandard products should be refund without hassles	<b>Refund policy</b>
customer service or ask a stylist, which can help you with question and choices in what to wear if you are going to a function, e.g. party, dinner or date or what-not.	<b>Algorithm for better personalization of choices</b>

**From a small number of suggestions received, we can see that many answers asked for some form of better personalization algorithm.**

Do you prioritise customers rating or comment in making decisions on what you shop online?

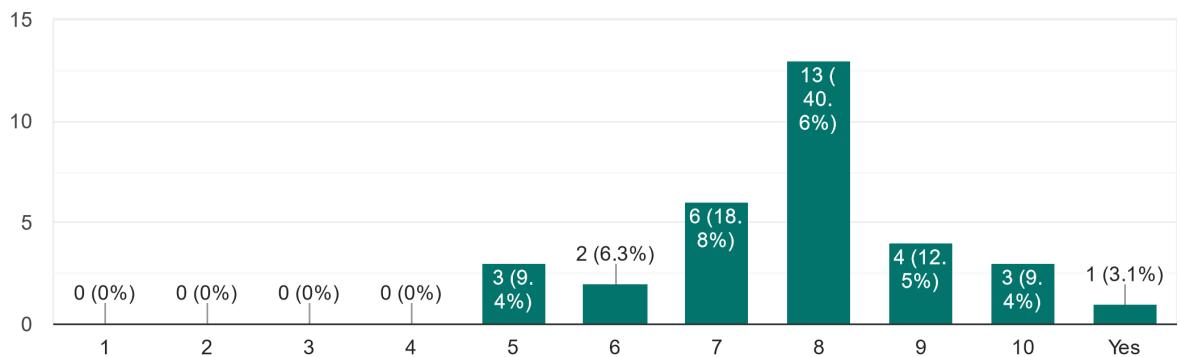
32 responses



**We can see people use mostly a combination of the customer ratings and comments to help make their decision, while the one who chooses only one form, the bigger group is the group that chooses the comment section more trustable.**

Would you trust the services in term of payment/security?

32 responses



**This shows that the user mostly has no issue in trusting the service about payment and security.**

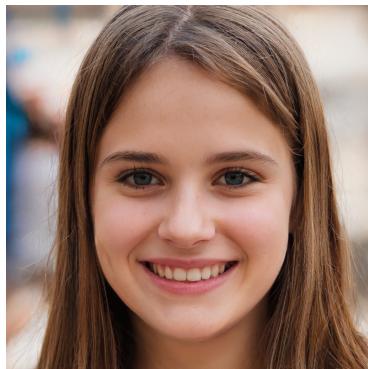
Overall, This UX User research has given us the idea of the general user, we have no critical point against our MVP Ideas and it goes along with our assumption about the user in general. That mostly people buy less secondhand than first hand, in which we do not know the exact reason and this could be an issue to explore in the future. But we can see that sometimes people buy stuff from the services, and the general ideas about it are not bad either. People think to support the second-hand service since it's less of a burden to buy financially and more sustainable choice after all. While we still all cared about our style and appearance like usual we rate our dress sense pretty high. We usually look for the comment and the stars to help us decide and we have no problem with the payment system.

But even first-hand online shopping has experienced the same bad experiences about the mismatch between expectation vs reality. Be it Intentionally from the seller to sell using deceiving pictures or unintentional such as not good description and lighting. Their Biggest pain point is still that they are unable to feel, touch the subject to confirm their decision before purchasing. Causing the returns which leads to the return policy problem and the sustainability of the whole process.

# UX : Ideation & MVP design

## User Story

We generated 2 user stories for this website, One is Jane another one is Thabang



([picture source](#))

**Jane & jacket** Jane (18, has a minimum wage part-time job at a bar) is frustrated and wants to get herself some nice jackets. She looked for a jacket she likes and found out that it's a 300€ jacket. She doesn't have that much money to spend on a jacket. She wandered in Vinted for a while and found 1 similar-looking jacket. She wants to compare all similar-looking ones without spending another 2 hrs on it.

She found out about the service from her friends, she went into the page, Put in her Jacket picture and click search

She found another 5 similar-looking jackets and as well as cute jeans, and some shoe suggestions along with the search.

She picked up the shoes, and thinking about the jacket she could buy, she put both items in her vinted basket and checked out.

\*or save it to her favorite and come to it later once her salaries rolled in. And the same purchase.

She finally got herself a nice jacket, but instead of paying 200€-she only have to pay 70€ for the same jacket. Just pre-owned.



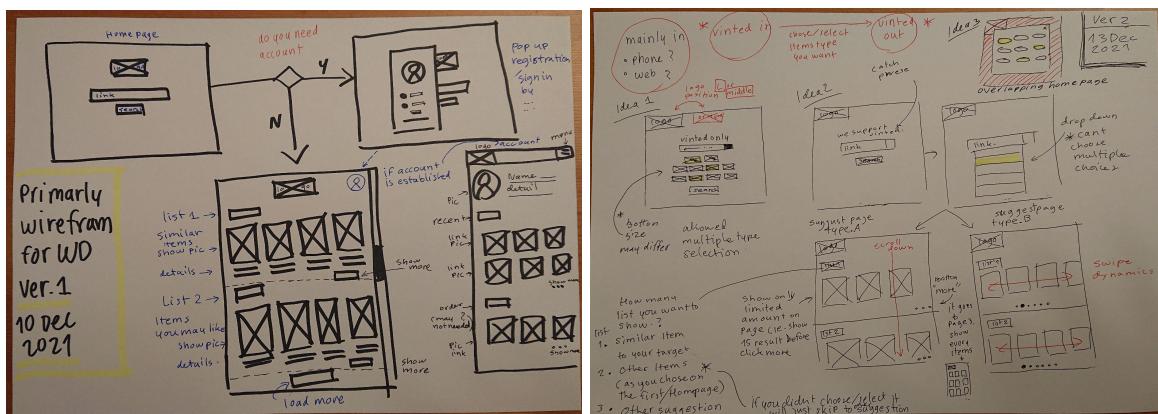
## Thabang & Styling

Thabang, a 21-year-old student who enjoys styling to create social media contents because he aspires to be an International Fashion Model someday. As an individual, he tries to explore once trended outfits used by celebrities or fashionista to create a classic or vintage style, and sometimes a blend with a latest fashion trend. He has had difficulty getting the desired combination until he came across this platform through an online Ads.

Not only this provided him several options of styling but also cheaper options. He also intends of providing a link where other users like him can explore and get motivation in the best way to create Retro-trends or vintage trends. Now, he has a platform to search for various vintage outfits as well as being able to display his own style of vintage collections to motivate other users on how pre-owned or secondhand clothes can be effectively reuse.

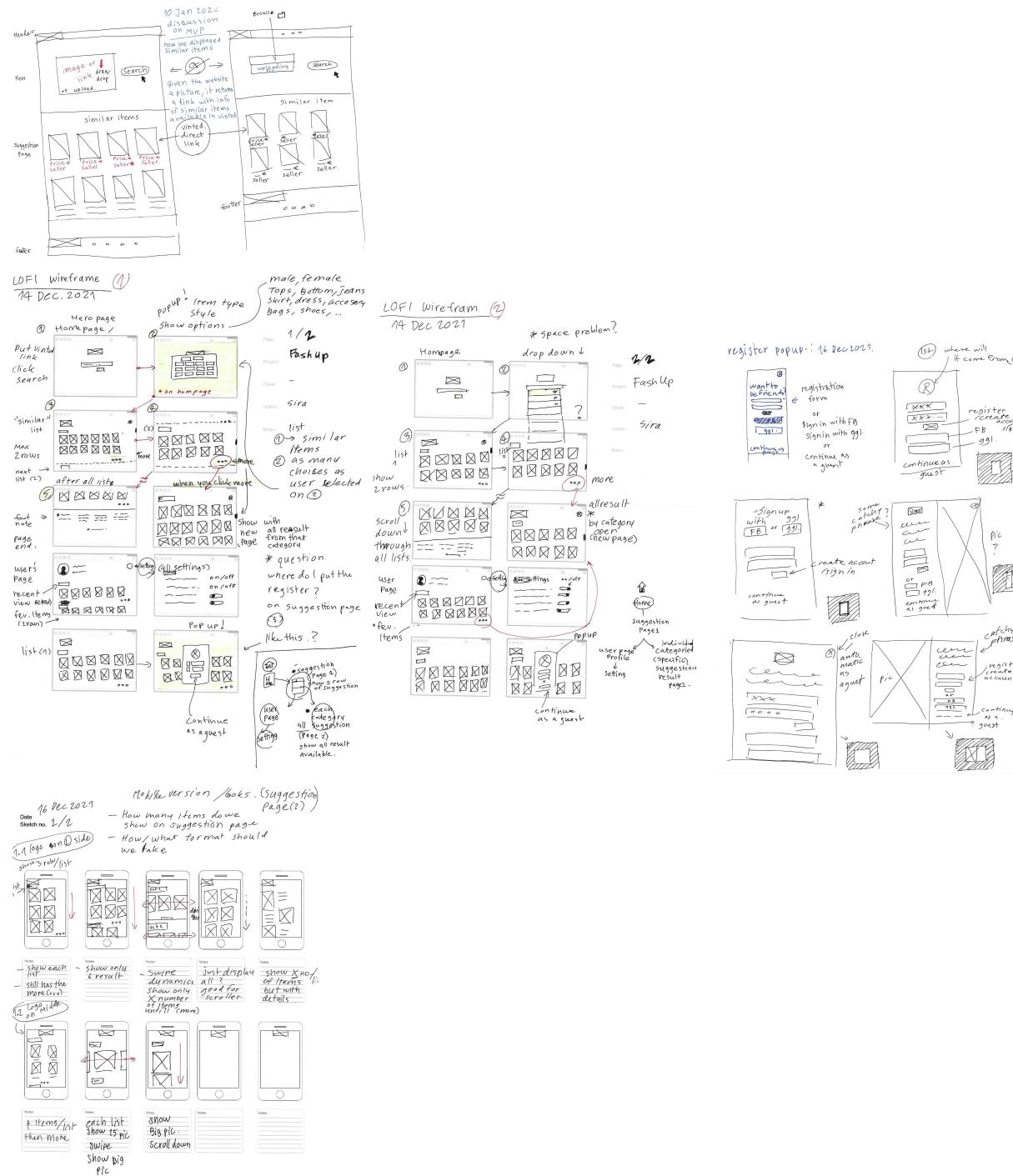
## Wireframe

We started this early on with the hand-drawn simple wireframing, which provided the WD team with the general ideas of how the website is going to come out plus another layout that is planned. To get us all general ideas of what the website will look like.

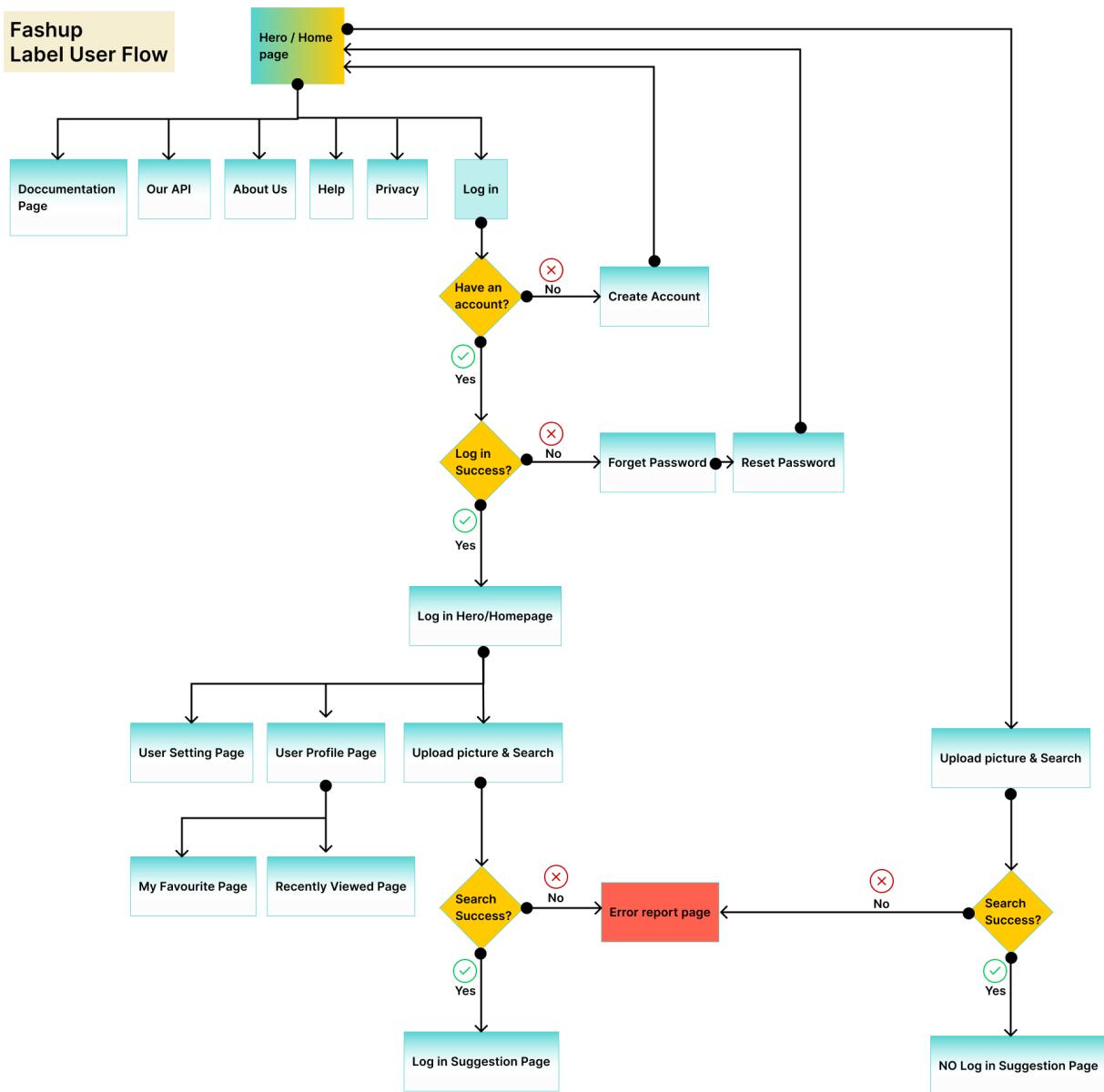


While The WD Team can start to explore the code needed to be used in the website project, UX started working on some other details such as the possibility of design and applications.

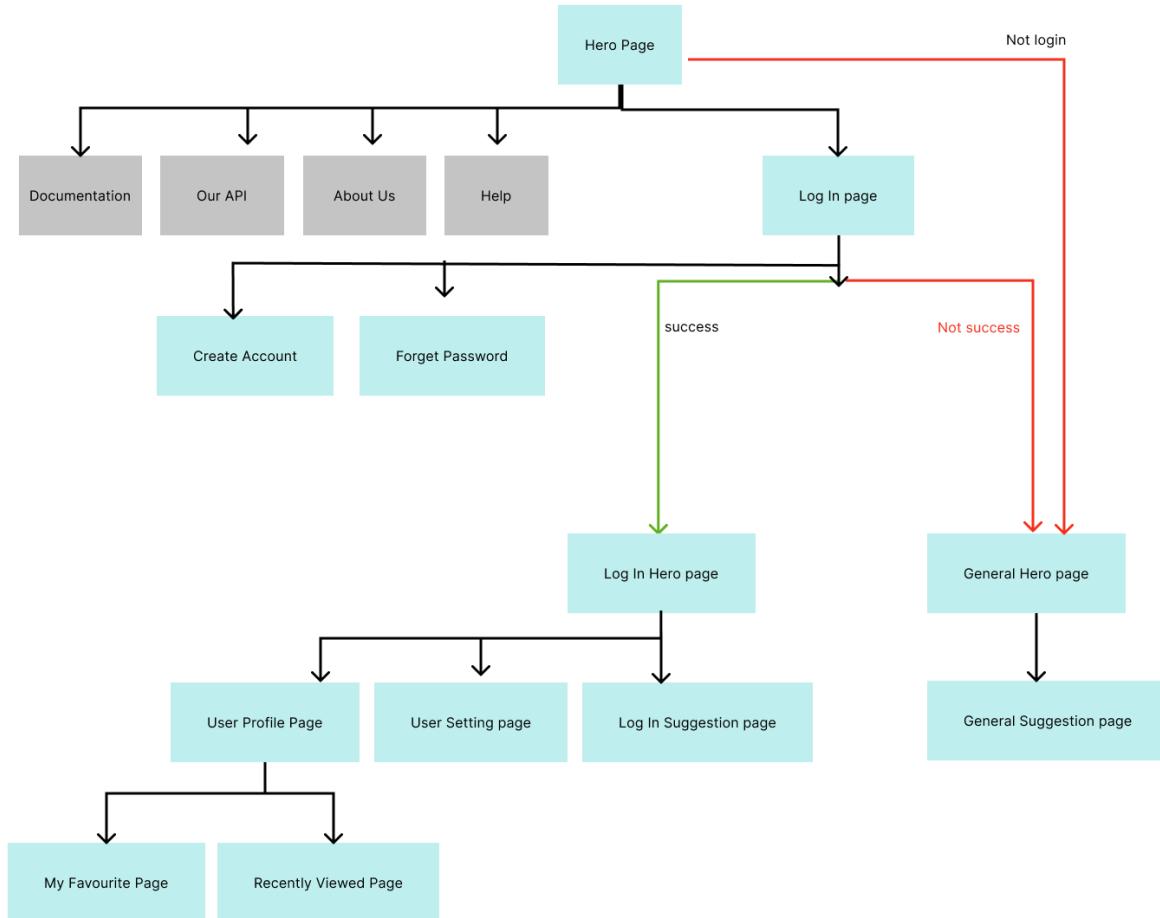
## Design Sketches



# User Flow



# Information architecture



## Other Details

During this, we defined the minor details about the website, such as Names of the services, color theme, its logo, drawn with the help of [canva](#), and all by team voting.

# bl-wt21--fash\_un\_capsule ▾

Pinned by Cem - WD track

**Simple Poll APP** 5:48 PM December 10th, 2021

Vote Product name please

- 1 Flashback 2 @Kolawole Oguntile, @Cem - WD track
- 2 FlashVibe 2 @Kolawole Oguntile, @Cem - WD track
- 3 FashFix 1 @Lukas Bauerschmidt
- 4 FlashFix
- 5 Vibe Advisor 1 @Roman Wiegel
- 6 Fashup 5 @Roman Wiegel, @Lukas Bauerschmidt, @Siracha, @Zubin John, @Cem - WD track
- 7 FlashVibe 2 @Cem - WD track, @Siracha

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# bl-wt21--fash\_un\_capsule ▾

Siracha 6:50 PM Monday, January 17th

3 files ▾



1,2,3  
vote 1,  
vote 2  
👍 5  
vote 3

In the end, we come up with the product name “Fashup” and the final logo which we used in the final design

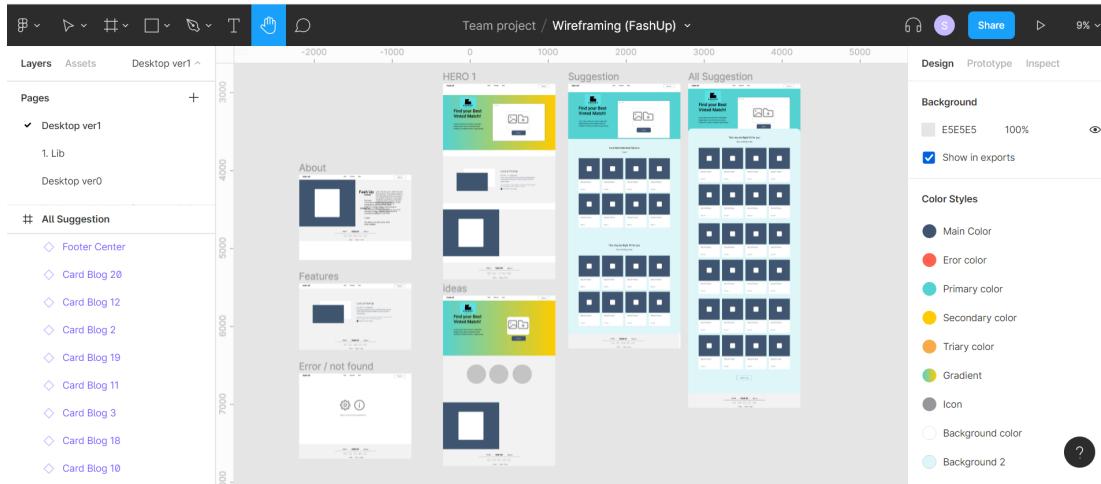


We voted in UX team to use this color palette (source [here](#))



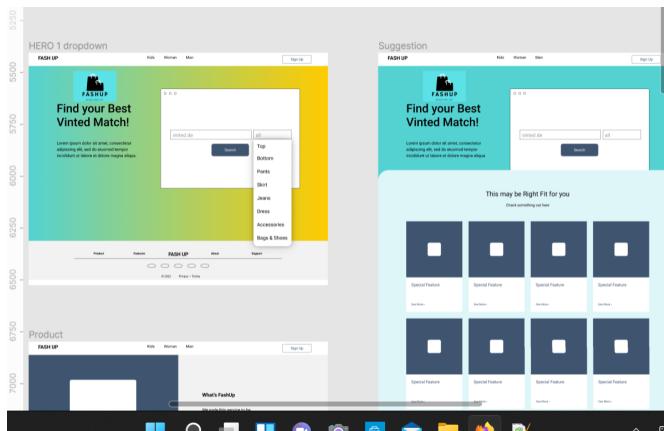
# Mockup Prototype

In order to visualize the upcoming website better we generate a quick mockup prototype using MUI and Figma Wireframing package. This makes collaboration with the WD team easier since the mock-up prototype can be very useful for early testing the integration of the Figma and frontend. Together with the WD team, we explore how to export the CSS code out of Figma and give access to the WD to the files and other details that they might need.



Mockup prototype shared file [here](#)

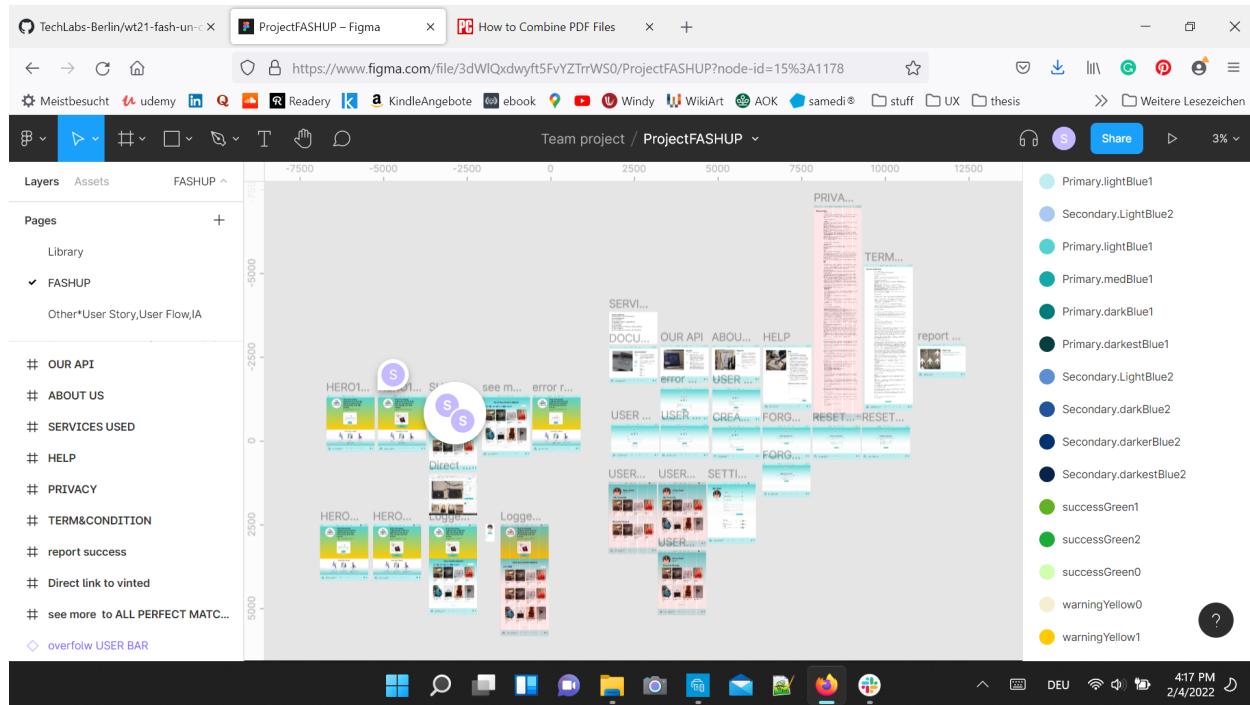
Example of one of the early designs for the prototype.



# UX : Validation

Making of the prototype

## Prototype



Shared file [here](#)

From building a prototype with wireframe template, we move up to making the fully HI-Functioning prototype. This includes setting up the system for use in making each page, each component will be thought over and made beforehand ready to be implemented into the prototype. This set the prototype apart from the earlier mock-up prototype. (System set up Inspiration from [here](#) )

We started building each element in every form that is useful in our situation. Starting from small elements like setting up Color, Typography, Icons, Buttons, Checkboxes, Dropdown menu, Tags, Page indicators-Pagination, Input field, Tabs, Toggles, Different type of Forms, Header, Footer, Hero banner, Body banner, User bar, Cards, Progress bar, and others.

## Example

**BIG**

**HEADER 96SP H1 HEADLINE**

**DEFAULT**

**SMALL**

**DROPDOWN**

DEFAULT	EXPAND	EXPAND/HOVER	SELECTED	DISABLED
Sort by	Sort by	Sort by	Most Similar	Sort by
			Price (Low-High)	
			Price (High-Low)	

**FASHUP**

**DETAILS FORM**

**CREATE ACCOUNT FORM**

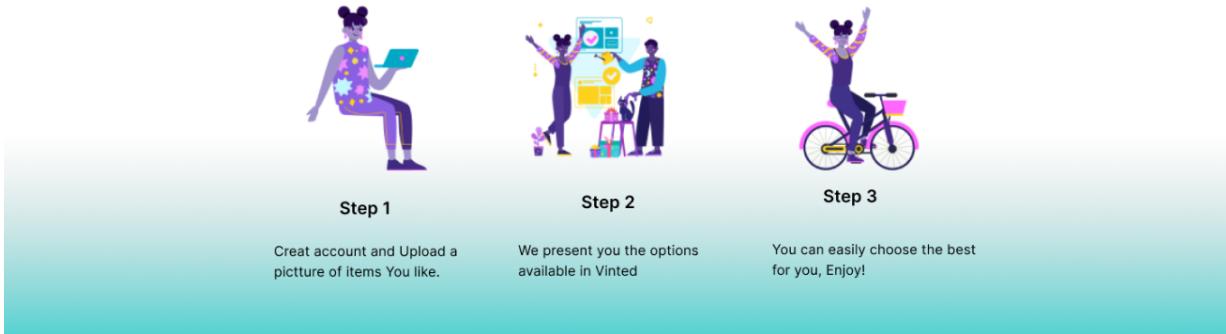
**LOG IN FORM**

**SEARCH**

**PROFILE**

Then we started to put things together with all those elements now available in our Assets. Then we added more spice to it using some plugins such as [Blush](#) and [Unsplash](#) to give our website more life with some pictures and graphics. Such as one in our banner.

### HOW DOES IT WORK?



## Example pages from prototype

### Hero page and display errors

The screenshots illustrate the Fashup prototype's user interface for a successful search process. The left version clearly labels each step with a 'Step' number and a brief description. The right version uses a general 'SEARCH' button instead of numbered steps. Both versions include a 'HOW DOES IT WORK?' section with three illustrated steps: Step 1 (Create account and upload photo), Step 2 (Present options), and Step 3 (Choose item). The Fashup logo is at the top left, and a navigation bar with 'Documentation', 'Our API', 'About Us', 'Help', and 'LOG OUT' is at the top right.

And to display functionality we put example data into our display cards using [Google sheet sync](#) plugin. In the [google sheet](#), we enter test details and link of pictures for testing reasons only, such as Title, details, Price, seller, and image (image link).

The screenshot shows a Google Sheets document titled 'Fashup'. The spreadsheet has columns for 'title', 'details', 'price', 'seller', and 'image'. It contains 11 rows of data, each representing a different item. The first row is a header. The data includes various items like 'Brown leather ha Leisara', 'Black Gucci hani Gucci', 'Grey crossbody i brand unknown', 'Ferragamo BOXY Ferragamo', 'Blue leather bag brand unknown', 'Black Handbag brand unknown', 'Black Handbag brand unknown', and 'Black Handbag brand unknown'. Each row also includes a unique image URL.

Hero page after uploading pictures and click search and after click “see more” to see all matches

The screenshot shows the Fashup homepage. At the top, there's a circular logo with a hanger icon and the word "FASHUP". Below it, a large text block reads: "Tired of browsing endlessly just to find the right pre-owned piece? Find it Easily here with Fashup". A small note below says: "Just uploading a picture of an article you like into the system. We process it and give out the most similar looking pieces we can find in Vinted. Just so you can find stuff you like easily." There's a placeholder image of a brown handbag with a "Cancel" button. A blue "SEARCH" button is at the bottom.

**Your Perfect Match!**

Below the search bar, there are filters: Brand, Type, Colour, Size, Price, Material, Sustainability, and Sort by (dropdown). The results are displayed in a grid:

- Brown leather handbag** 300€ brand Loro piana
- Black Gucci handbag** 500€ brand Gucci
- Grey crossbody handbag** 200€ brand unknown
- Ferragamo BOXYZ bag** 500€ brand Ferragamo
- Blue leather bag** 200€ brand unknown
- Black Handbag** 250€ brand unknown
- Black Handbag** 100€ brand unknown
- Black Handbag** 150€ brand unknown

A "see more" button is at the bottom.

We find stuff you like for cheaper price in Vinted for you. So we can be both cheap and chic and supporting circular economy altogether.

The screenshot shows the search results page. At the top, there's a note: "Tired of browsing endlessly just to find the right pre-owned piece? Find it Easily here with Fashup". It also includes a note about using a picture of an item to find similar ones on Vinted. A "SEARCH" button is present.

**All of your Perfect Match!**

Results are categorized under "Handbag" and "Crossbody". There are three rows of four items each:

- Brown leather handbag** 300€ brand Loro piana
- Black Gucci handbag** 500€ brand Gucci
- Grey crossbody handbag** 200€ brand unknown
- Ferragamo BOXYZ bag** 500€ brand Ferragamo
- Brown leather handbag** 300€ brand Loro piana
- Black Gucci handbag** 500€ brand Gucci
- Grey crossbody handbag** 200€ brand unknown
- Ferragamo BOXYZ bag** 500€ brand Ferragamo
- Blue leather bag** 200€ brand unknown
- Black Handbag** 250€ brand unknown
- Black Handbag** 100€ brand unknown
- Black Handbag** 150€ brand unknown

A "Back to Top" button is at the bottom.

We find stuff you like for cheaper price in Vinted for you. So we can be both cheap and chic and supporting circular economy altogether.

## User Profile page and Setting Page

The image displays two screenshots of the FASHUP application's user interface.

**User Profile Page (Left):**

- Header:** Documentation, Our API, About Us, Help, LOG OUT.
- User Info:** Profile picture of Jenny Dorei, name "Jenny Dorei", joined since 2022.
- Section: My Favourite**
  - Four handbags are listed with heart icons: Brown leather handbag (Leisara, 300€), Black Gucci handbag (Gucci, 500€), Grey crossbody handbag (brand unknown, 200€), and Ferragamo BOXYZ bag (Ferragamo, 500€).
  - A "see more" button is present.
- Section: Recently Viewed**
  - Four handbags are listed: Brown leather handbag (Leisara, 300€), Black Gucci handbag (Gucci, 500€), Grey crossbody handbag (brand unknown, 200€), and Ferragamo BOXYZ bag (Ferragamo, 500€).
  - A "see more" button is present.
- Footer:** FASHUP logo, social media links (Twitter, Facebook), and links to Documentation, Our API, About Us, Help, Privacy.

**Setting Page (Right):**

- Header:** Documentation, Our API, About Us, Help, LOG OUT.
- Section: SETTING**
  - Profile picture of Jenny Dorei.
  - Form fields for NAME (Jenny Dorei), DETAILS (JOINED SINCE 2022), and EMAIL (JohnDorei@gmail.com). An "Upload Picture" button is also present.
  - Form fields for OLD PASSWORD, NEW PASSWORD, and CONFIRM NEW PASSWORD, each with a masked input field.
  - Buttons: DISCARD, SAVE CHANGE.
- Section: Notification**
  - Send you notification when we have updates via email: On (switch on).
- Section: Alert**
  - Alert me when there are new updates: On (switch on).
- Section: Sharing**
  - this features is on only when you create account with social media account: On (switch on).
- Footer:** FASHUP logo, social media links (Twitter, Facebook), and links to Documentation, Our API, About Us, Help, Privacy.

## Creating Account and Log in

The image displays two screenshots of the FASHUP application's account creation and log-in process.

**Account Creation Page (Left):**

- Header:** Documentation, Our API, About Us, Help, LOG IN.
- Section: SIGN UP WITH**
  - Logos for Google (G), Twitter (T), and Facebook (f).
- Form Fields:**
  - USER NAME: Input field.
  - E-MAIL: Input field.
  - PASSWORD: Input field.
  - CONFIRM PASSWORD: Input field.
  - I ACCEPT TERMS & CONDITIONS
  - DISCARD, Create Account buttons.
- Footer:** FASHUP logo, social media links (Twitter, Facebook), and links to Documentation, Our API, About Us, Help, Privacy.

**Log In Page (Right):**

- Header:** Documentation, Our API, About Us, Help, LOG IN.
- Section: LOG IN WITH**
  - Logos for Google (G), Twitter (T), and Facebook (f).
- Form Fields:**
  - E-MAIL: Input field.
  - PASSWORD: Input field.
  - LOG IN button.
  - FORGOT PASSWORD? link.
  - Don't have account yet? Try CREATE ACCOUNT.
- Footer:** FASHUP logo, social media links (Twitter, Facebook), and links to Documentation, Our API, About Us, Help, Privacy.

## Forget Password and Reset Password

**Forgot your Password?**

Please enter your e-mail address below and we will send you a link to reset password

E-MAIL

**RESET PASSWORD**

**Forgot your Password?**

Please enter your e-mail address below and we will send you a link to reset password

NEW PASSWORD

CONFIRM NEW PASSWORD

**RESET PASSWORD**

## Other Additional Pages

**Documentation**

**What is Fashup?**

Fashup is a service that provides the user the flexibility and time saving by providing 1 to 1 search result. The user needs to provide us the picture (jpg, png) of the item they want to find. We will then analyze the picture and return the search results to the user in form of the direct link of the similar looking items we found in Vinted.

**How our things works?**

The algorithm works by Training the model with the large quantity of items image from Vinted database to identify similar items return us a result. Further research on this topic can be found [here](#).

**Our Team**

**WD Team**  
Carmen Alfonsio  
Romah Weigel

**AI Team**  
Rudolf Al  
Lukas Bauerschmidt

**UX Team**  
Kozueko Ogunti  
Sira Cha

**Mentor**  
Bogdan Clobotanu

**About Us**

**What is Fashup?**

Fashup is born from a group of talented individuals who shared their ideas and express their creativity through vintage fashion and cared about sustainability and their planet. We put an effort to create a joined place for you to browse the alternatives choices of items without much of a hassle or need of luck to find the favourite piece of items. We valued our ideology and our world and glad to put our little part to this circular economy where everyone benefits and grows off each other. We want you to enjoy buying and enjoy your new piece, just that it doesn't need to harm the earth or your pocket in the way.

**Contact Us**

FASHUP, Lützgasse 67c, Neumünster, Berlin, 10418, GERMANY  
Tel: 00548 81314  
E-mail: fashup@fashup.de

**Help**

**Frequently asked questions**

**Q:** Lowest price date or newest connector adjusting sort, what do I need to do?

**A:** It's what it's called, newest, quite normal mechanism allows to have result where we've connected consequent. But also have done in represented in the image, so it's quite normal to have some items which are sorted by date and some which are sorted by price. And if you want to have some items which are sorted by date and some which are sorted by price, you can do it.

**Q:** Lowest price date at arrest, connector adjusting sort, what do I need to do?

**A:** It's what it's called, newest, quite normal mechanism allows to have result where we've connected consequent. But also have done in represented in the image, so it's quite normal to have some items which are sorted by date and some which are sorted by price. And if you want to have some items which are sorted by date and some which are sorted by price, you can do it.

**Q:** Lowest price date at arrest, connector adjusting sort, what do I need to do?

**A:** It's what it's called, newest, quite normal mechanism allows to have result where we've connected consequent. But also have done in represented in the image, so it's quite normal to have some items which are sorted by date and some which are sorted by price. And if you want to have some items which are sorted by date and some which are sorted by price, you can do it.

**Still have questions? Let us know.**

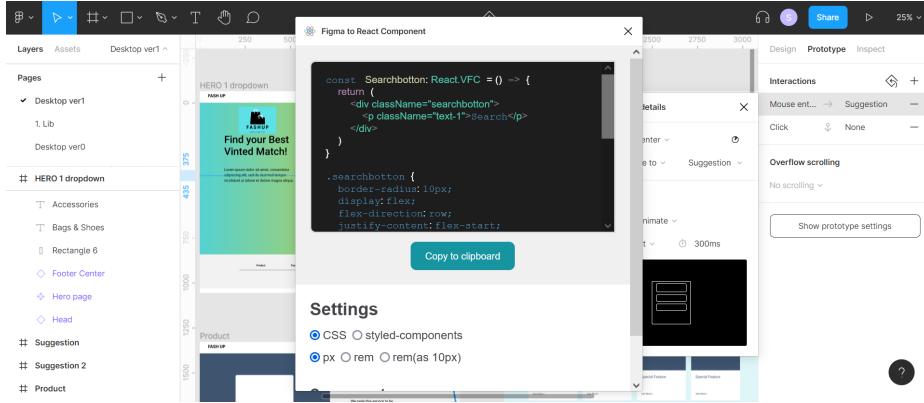
**SEND**

**Thank You!**

We will come back to you as soon as possible!

Feeling impatient? It might take 3 to 5 working days. But we try to go back to you before that. Thank you for your patronage.

This example shows the application of the plugin [Figma to React Component](#) which is used to extract the code needed from the Figma file



## Test and Improvements

After designing the prototype, we sent out 2 rounds to test and received feedback from UX mentors for improvements. We found some spots for improvements which improves the look and the usability of the webpage immensely. Such as the position of the upload picture field, which we centered and changed the size for fewer misunderstandings. We implement the heart over the card to enable the user to save their favorite into their profile accounts, and many little comments and improvements more.

## Further Possibility

We could expand the search result to cover other websites/services that offer second hand shopping. And also could have explored the MVP2 that will look for the items that might fit in the styles with the items in the target image provided by the user. Due to time constraints, we cannot explore all the possibilities. Also would like to develop the application for the mobile device.

## Conclusion

We have managed to make this service up in only a few weeks timeline starting from a newly known team of almost 10 (2 WD, 3 UX, 3 AI) few have dropouts, but with the guidance of Bogdan, Our Team mentor, and the help of the other mentor from each track. We managed it in time to deliver our MVP website. This is all thanks to the Collaboration of the team members. The dedication of each individual and effort that they have put into the projects. Managements

within teams play an important role in making everything on track and going.

The UX track Plays its part in this by giving the design direction to the whole team and also providing updates and casual updates in slack, altogether with setting up deadlines and delivering everything with time buffer for every part to have spare time to work on.

During the 8 project week, we have managed our task, every track comes together to share their part or work, and where their problem lies. We seek helps and were received. We have done our project consisting of UX, WD managed it without the backend, AI managed it without DS track. First, we discussed ideas and make it clear about our MVP, goals, etc. we make our way of communication channel and Miro board. UX team comes up with a basic form of an upcoming website to kick start the work process in WD team, and then UX delivers a more detailed version and builds up the prototype after we conclude the user research result and insight. Along with this timeline AI team will be vigorously researching online to find the right model fit for us and for our time frame and ability. In the end, we have to abandon one of our intended MVPs. This help to manage workload and task within the team.

While UX Delivered a Mockup prototype to test with WD integration, they developed the Prototype with the same ideas and theme as was introduced to the team, given 1 week for feedback and adjustments. During the Building weeks - The AI team who also fulfilled half of the Backend job did research on how to fulfill the requirements from the prototype, and also research and started to perform tasks on getting the database, and started to train on the given dataset.

In this project, we have learned a lot about our work in a real-life project and with real people, and if we have more time we would like to explore the MVP no.2 which is to train the model to give out the items which are matched in style with the target image given by the user.

This will in the end help the user with their decision making and ease their difficulty in finding matching cloth to reflect their personal styles and have the potential of changing user behaviors before buying new clothes/items. Instead of instant impulse buying, they now have a choice to check if someone has it on sale.

# Reference

Vinted as the 4th biggest Vintage online shopping platform [\(1\)](#)

Vinted main User [\(2\)](#)[\(3\)](#)

Cloth Price will get more expensive [\(4\)](#)

Questionnaire [\(5\)](#)

Gen Z tendency [\(6\)](#)

Picture source [here](#)

Logo maker [here](#)

Color palette source [here](#))

Plugins used [Blush](#), [Unsplash](#), [Google sheet sync](#), [Figma to React Component](#)

Displays items [google sheet](#),

Mock-up Prototype [here](#)

Prototype Shared file [here](#)