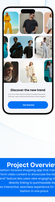
Trendly



Figma
Prototyping, collaborative design tool for UI/UX design & wireframing. Used for creating high-fidelity mockups, interactive prototypes, and design systems for web and mobile apps.

Canva
Graphic design platform used for creating promotional materials, social media posts, and visual assets. Used for quick marketing mockups and brand asset creation.

Project Overview

Trendly is a fashion e-commerce app designed for Gen Z and millennials who value affordability, sustainability, and social shopping. The app combines TikTok-style video shopping, eco-friendly filtering, and community features.

The creation of this project involved UI/UX design, prototyping, and building a fully functional mobile application.

Problem Statement

Fashion consumers often struggle with finding sustainable options in the broad marketplace, leading to time-consuming searches.

Key frustrations include exclusive engagement, where the app's reading and deals on crowed platforms.

There is a need for a unified platform that combines discovery, social proof, and sustainable fashion preferences.

Solution

Trendly solves this by offering a mobile app with TikTok-style video feeds showcasing real-time fashion trends, enhancing the shopping experience.

It features a thrift, resale, and rental marketplace, integrating sustainability into fashion choices.

User Persona

Demographics

Name: Aisha Kapoor
Age: 21
Gender: Female
Location: Bangalore, India
Occupation: Content Creator

Characteristics

- Scrolls through Instagram and Pinterest daily for outfit inspiration
- Follows influencers and shares outfitted-for-the-outfit reels
- Loves experimenting with styles and sharing fashion finds with friends
- Seeks a balance between affordability and aesthetics

Motivation

- To stay ahead of trends and fashion curve without spending hours browsing.
- To find unique, affordable fashion without her personal stylist.
- To feel confidence and fashion-forward on social media posts.
- To discover sustainable options in a platform that also inspires her creativity.

Pain Points

- Overwhelmed by endless scrolling across social media to e-commerce to find and buy items.
- Difficulty finding outfits as seen in short videos or reels.
- Overwhelmed by too many choices in e-commerce apps, leading to decision fatigue.
- Wishes out on trends due to delayed product availability.

Goals

- To discover unique and cheap trending fashion in one seamless platform.
- To stay updated on what's in vogue through short, engaging videos.
- To save time while still shopping traditionally and sustainably.
- To know or repost outfits she loves for her personal brand.

Demographics

Name: Rohan Mehta
Age: 24
Gender: Male
Location: Mumbai, India
Occupation: Computer Science Student

Characteristics

- Posts OOTDs (Outfit of the Day) on Instagram and YouTube Shorts
- Actively engages with fashion roles and buys both college
- Prefers fashion-forward thrift, casual and their school
- Shops online at night or during breaks, influenced by video content

Motivation

- To shop directly from short videos featuring trendy outfits.
- To have a personal style that feels current and expressive.
- To get inspiration, styling tips, and product lists all in one place.
- To blend his online image with thrift, trending looks.

Pain Points

- Difficulty finding the exact clothes shown in fashion videos.
- Time-consuming shopping apps feel outdated and boring.
- Tired of scrolling endlessly but wanting that instantly like-to-buy.
- Wishes for a match his style with fast-moving trends.

Goals

- To shop directly from short videos featuring trendy outfits.
- To have a personal style that feels current and expressive.
- To get inspiration, styling tips, and product lists all in one place.
- To blend his online image with thrift, trending looks.

User Flow

- Splash Screen
- Log in
- Sign up
- Home
  - Search
  - Trending
  - Product Detail
  - Cart
  - Filter
- Search
  - Search
  - Women
    - Clothing
    - Shoes
    - Bags
    - Watch
  - Men
    - Clothing
    - Shoes
    - Bags
    - Watch
  - Filter
- Trend
  - For you
  - Popular
- Cart
  - Checkout
  - Payment
- Account
  - Profile Details
  - Order History
  - Saved Wishlist
  - Payment Methods
  - Help Center
  - Logout

Wireframing

Typography & Color

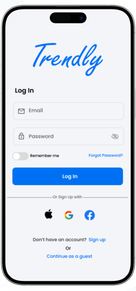
Font
Poppins

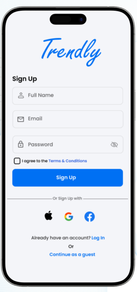
Font Size
12px 14px 16px 20px 28px

#0070F3	#242424	#F4F5F9
		#797979

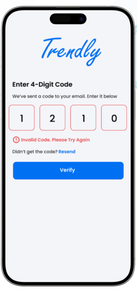
10:00
Trendly
Camera
Clock
App Store
Calendar
Reminders
Podcasts
Settings
Photos
TV
Wallet
Maps
Mail
Health
Weather
Numbers
Notes
Books
Podcasts
Home

Trendly

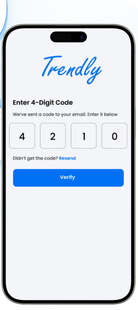

Trendly
Log In
Email
Password
Remember me
Forgot Password?
Log In
Or Sign Up with
Don't have an account? Sign up
Or
Continue as a guest

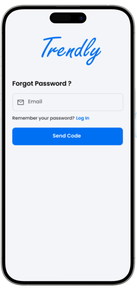

Trendly
Sign Up
Full Name
Email
Password
I agree to the Terms & Conditions
Sign Up
Or Sign Up with
Already have an account? Log In
Or
Continue as a guest

Trendly
Sign Up
Geo Jeffrey
geojeffrey69@gmail.com
1234569
I agree to the Terms & Conditions
Sign Up
Or Sign Up with
Already have an account? Log In
Or
Continue as a guest

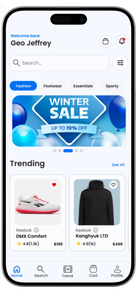

Trendly
Enter 4-Digit Code
We've sent a code to your email. Enter it below
1
2
1
0
Invalid Code. Please Try Again
Didn't get the code? Resend
Verify

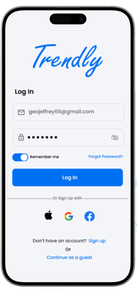
Trendly
Enter 4-Digit Code
We've sent a code to your email. Enter it below
4
2
1
Resend Code in 00:30
Verify


Trendly
Enter 4-Digit Code
We've sent a code to your email. Enter it below
4
2
1
0
Didn't get the code? Resend
Verify


Trendly
Forgot Password ?
Email
Remember your password? Log In
Send Code

Discover the new trend
Your Point: Blue Sea! In Pantone's Hottest Moments. Discover, wear, and live the trends as they happen.
Get Started


Welcome back
Geo Jeffrey
Search...
Fashion
Footwear
Essentials
Sporty
WINTER SALE
UP TO 70% OFF
Trending
See All
Reebok
DMX Comfort
$199
Reebok
Kangaroo LTD
$499
Home
Search
Trend
Cart
Profile


Trendly
Log In
geojeffrey69@gmail.com
Remember me
Forgot Password?
Log In
Or Sign Up with
Don't have an account? Sign up
Or
Continue as a guest

Welcome back
Geo Jeffrey
Search...
Fashion
Footwear
Essentials
Sporty
WINTER SALE
UP TO 70% OFF
Trending
See All
Q W E R T Y U I O P
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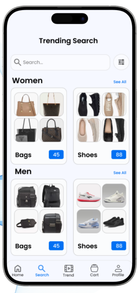
Z X C V B N M
123
space
return


Trending Search
Search...
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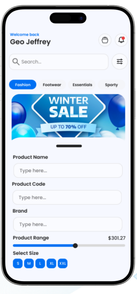
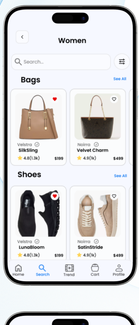
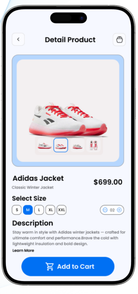
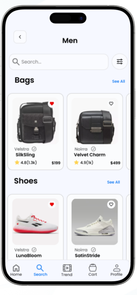
See All
Bags
45
Shoes
69
Men
See All
Bags
45
Shoes
88
Home
Search
Trend
Cart
Profile


Welcome back
Geo Jeffrey
Search...
Fashion
Footwear
Essentials
Sporty
WINTER SALE
UP TO 70% OFF
Product Name
Type here...
Product Code
Type here...
Brand
Type here...
Product Range
$301.27
Select Size
S
M
L
XL


Women
Search...
Bags
See All
Reebok
Silk Sling
$199
Reebok
Velvet Charm
$499
Shoes
See All
Reebok
Lunablloom
$199
Reebok
Satinbride
$499
Home
Search
Trend
Cart
Profile


Detail Product
Adidas Jacket
Classic Winter Jacket
$699.00
Select Size
S
M
L
XL
XXL
Size Guide
Description
Stay warm in style with Adidas winter jackets — crafted for comfort and performance.Brave the cold with lightweight insulation and bold design.
Learn More
Add to Cart


Men
Search...
Bags
See All
Reebok
Silk Sling
$199
Reebok
Velvet Charm
$499
Shoes
See All
Reebok
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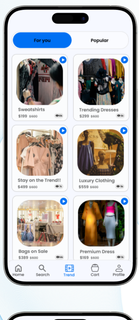
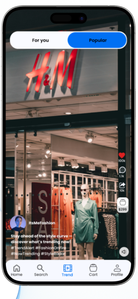
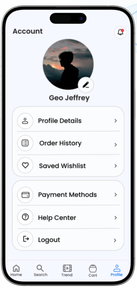
Search
Trend
Cart
Profile


For you
Popular
Sweatshirts
$135 $000
Trending Dresses
$299 $000
Stay on the Trend!!
$499 $000
Luxury Clothing
$199 $000
Bags on Sale
$235 $000
Premium Dress
$189 $000
Home
Search
Trend
Cart
Profile


For you
Popular
H&M
Sweatshirts
Stay ahead of the trend and explore a wide array of sweatshirts, ideal for casual wear and lounging. Find your perfect fit and stay comfortable.
Home
Search
Trend
Cart
Profile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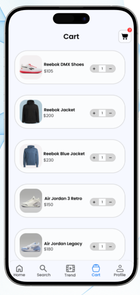
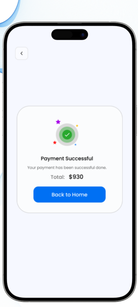
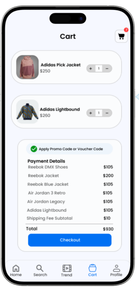
Geo Jeffrey
Profile Details
Order History
Saved Wishlist
Payment Methods
Help Center
Logout
Home
Search
Trend
Cart
Profile


Cart
Reebok DMX Shoes
$105
Reebok Jacket
$200
Reebok Blue Jacket
$130
Air Jordan 3 Retro
$150
Air Jordan Legacy
$180
Home
Search
Trend
Cart
Profile


Payment Successful
Your payment has been successful done.
Total: $930
Back to Home


Cart
Adidas Pick Jacket
$250
Adidas Lightbound
$250
Apply Promo Code or Voucher Code
Payment Details
Reebok DMX Shoes $105
Reebok Jacket $200
Reebok Blue Jacket $105
Air Jordan 3 Retro $105
Air Jordan Legacy $105
Adidas Lightbound $105
Shipping Fee Subtotal $10
Total $930
Checkout
Home
Search
Trend
Cart
Profile