To do:

1. Timelines on items!

Design Elements to implement:

1. Branding -- logo, look, colors, etc
   1. Nifty is a clothes-sharing platform at the intersection of shopping in person and shopping online that provides users with the ability to utilize the excess, high quality items in the closets around them
      1. Eventually we want to revolutionize the way that women shop through the ability to use an item to its full lifecycle and allow for a shared-economy where consumers can wear many styles and designers without actually owning anything/very few (intelligent closets through nownership)
   2. Sophisticated, think the twenty-something city woman who has her life together, chic, high-class feel
      1. <https://www.kidizen.com/#howitworks>
      2. <http://www.nimbleios.com/>
      3. <https://www.renttherunway.com/products/dress?action=click_all_dresses&nav_location=mainmenu&object_type=top_nav>
   3. Also fun, engaging, and sassy!-- target demographic is 201-30 year olds (college students and young professionals)
   4. No pink! -- Do not want to follow the stereotypical “its pink so it must appeal to women” think
2. Prototype
   1. Wireframes in the “Prototype#1 Screenshots” -- very basic flow
   2. Inspiration:
      1. Instagram/Pinterest: Many items show up when browsing
      2. Airbnb: In-app messenger, the profile with reviews and listing items
      3. Uber/Lyft : Profile with star reviews
3. “Coming Soon” page
   1. <https://colorlib.com/wp/coming-soon-html5-website-templates/>
      1. podgody
      2. Room for information, quick + sassy