

10 Project Proposal

The purpose of my web application is to create an inventory of items within someone's closet and let others view what is within the closet. Users of this application are young adults to elderly people who can navigate the web with basic knowledge. This target market of users consumes an excessive amount of clothing to maintain their aesthetic presentation. The application will help these users maintain this habit by organizing and maximizing their closet. It should run on both phones, tablets and desktops. It should be mainly focused on smart phones. The application should also serve as a marketplace for unwanted clothing. The users should be able to express what pieces they are interested in. The user of the closet will later be able to decide on whether to sell an item or exchange it with other users. After multiple uses of an item one can become detached with the piece or possibly change their opinions of it. If others are interested in the piece the user has the option to pass it on. This will reduce cluttered closets and create longer lifetimes for garment items.

The most common issue with closet like applications is that users find it tedious to photograph their items and post them. Many other applications also have poor design or organization. Polyvore.com makes it easy for users to generate collage like images and create a collection by supplying the user with a database of pieces from multiple online stores. The database also supplies the user with professional images of their items and removes that extra step of photographing their pieces. One of the more successful application that serves more as a thrift store within an application is Depop. The user is able to navigate through profiles and follow them. The application is organized in the same grid as Instagram with squares as the format of the picture which makes it easy to view. The one thing that Depop lacks is organization of pieces such as tops, bottoms, accessories etc. Other elements such as busy backgrounds are also a complaint with these type of applications, users feel that background interfere with the clothing and reduces organization.

Each account or closet should generate it's aesthetic through the clothing displayed through the images. The design of the application should be clean and provide a platform to organize the pieces of clothing. It must remain simple yet elegant and functional. Each profile should function as both a closet for the initial user and a possible marketplace for the audience.

This application will be different from others because it will remove distractors and focus mainly on what other applications lack, organization. It will merge the digital closet with an online store to create a productive traffic of clothing. This application should help users maintain an updated and organized closet. It will also generate some profit to the user by giving them the option to sell unwanted clothing to available consumers within the application.

