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Digital Design Challenge – Fall 2022
Project Submission: ReUs

PROJECT WRITEUP

1 **The problem:** Due to the environmental impact of the fashion industry, vintage and used clothing has had a great growth in its demand in recent years. A large number of people resort to buying their clothes at second-hand shops but end up not finding something that suits their taste or going to the same ones every time. This is because lots of thrift shops don´t have enough visibility in general. I learnt more about the problem through some research. First, I read about it in the UN "Sustainable Development Goals", Goal 12: Sustainable Consumption Production, and then found out about the secondhand impact in news and web pages like ThredUp. Looking for the word "vintage" in Google Trends also showed me the impact and growth that it had in recent years.

2 **Your process:** The creative process for creating ReUs followed the **Design Thinking** method. First, we **Empathize**. We define what problem the application would deal with, the objective and the initial solution. Then the Desk Research took place, looking for information to support our proposed idea (looking at Google Trends, News Reports, Investigations and doing the Benchmarking to analyze the competition and similar apps). Now was time to do some interviews with possible users that fit our target and by that validating our user-personas, knowing about their motivations, desires, necessities, and frustrations. Then we go to the second step: **Define**. We Define a POV (Point of View) and the MVP (Minimum Viable Product). After that we **Ideate** by doing the Card Sorting, and with the results provided by the participants we changed our first hypothesis about the cards order and organize our Information Architecture, Task flow and User flow (that would be iterated from start to finish of the process). It´s time to open Figma and star **Prototyping** (from sketched wireframes and low fidelity wireframes, to applying design patterns and reaching high fidelity wireframes). Before we keep going and improve our wireframes, we share a functional prototype with our users to perform the Usability Test, where we evaluate the efficiency and efficacy of the app, what worked and what didn´t, and validate all we did with their recommendations, opinions, and critiques to make the necessary changes. Next, we see if Nielsen´s Usability Heuristics are being applied. If not, we iterate until they all are. Now we began to define our app´s visual identity by creating a Moodboard, choosing the palette (checking it´s accessibility level), typography, components/UI Kit, images, logo, microinteractions, and finally incorporating everything to the final screens.

3 **Your solution:** Our proposal is to Design an app that centralizes the search for thrift stores and gives the users the location and details of those available in their city, allowing them to choose the one that goes with their taste. The objective of the app would be to boost sustainable consumption by buying clothes in thrift stores, this being a great alternative against fast fashion and for the environment. At the same time, bring into view those thrift stores that we wouldn't find otherwise, and giving sellers the space to share their business.

4 **Reflection:** Every iteration was hard but necessary. Sometimes there are things we don´t want to change or think that are done right but going through the hole process makes you understand the design of any digital product should be though from the user experience. And it also made me see how important accessibility is, how there are a lot of ways to integrate different users by it. UX Writing is not my strength, so I think having someone specialized in that aspect would have added a lot to the project. And I'm really interested in UI Design, so I really would like to keep learning about it by getting feedback from professionals and talking about it! If I had more time, I would have added more functionalities to the app (and applying more accessibility options). Also, I made this project last year for a course, so if I kept iterating till this day, it would have many changes and iterations because of things I keep learning on product design (and still have to learn).