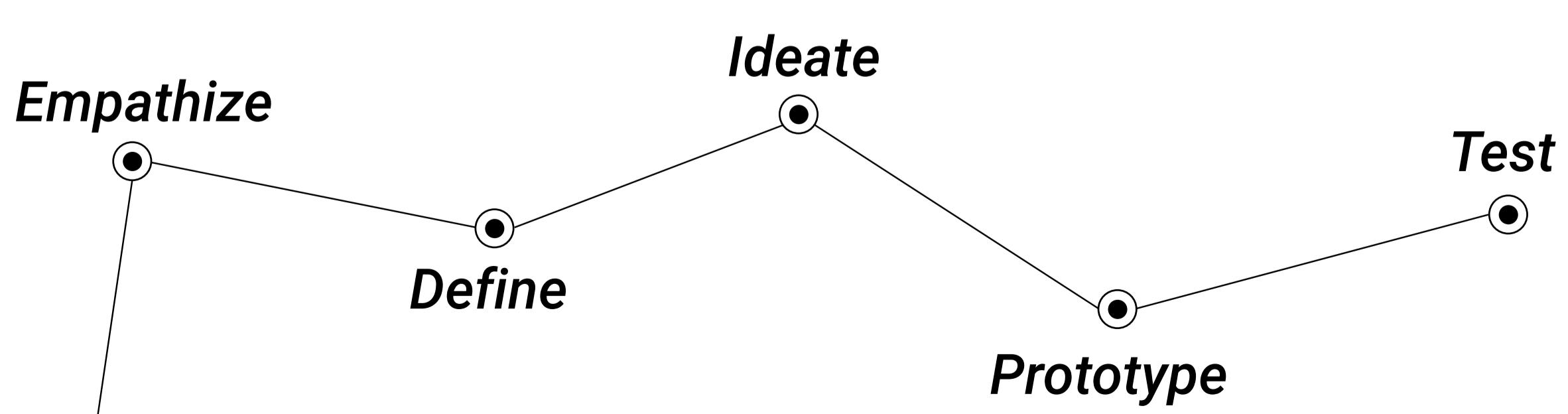


REUS

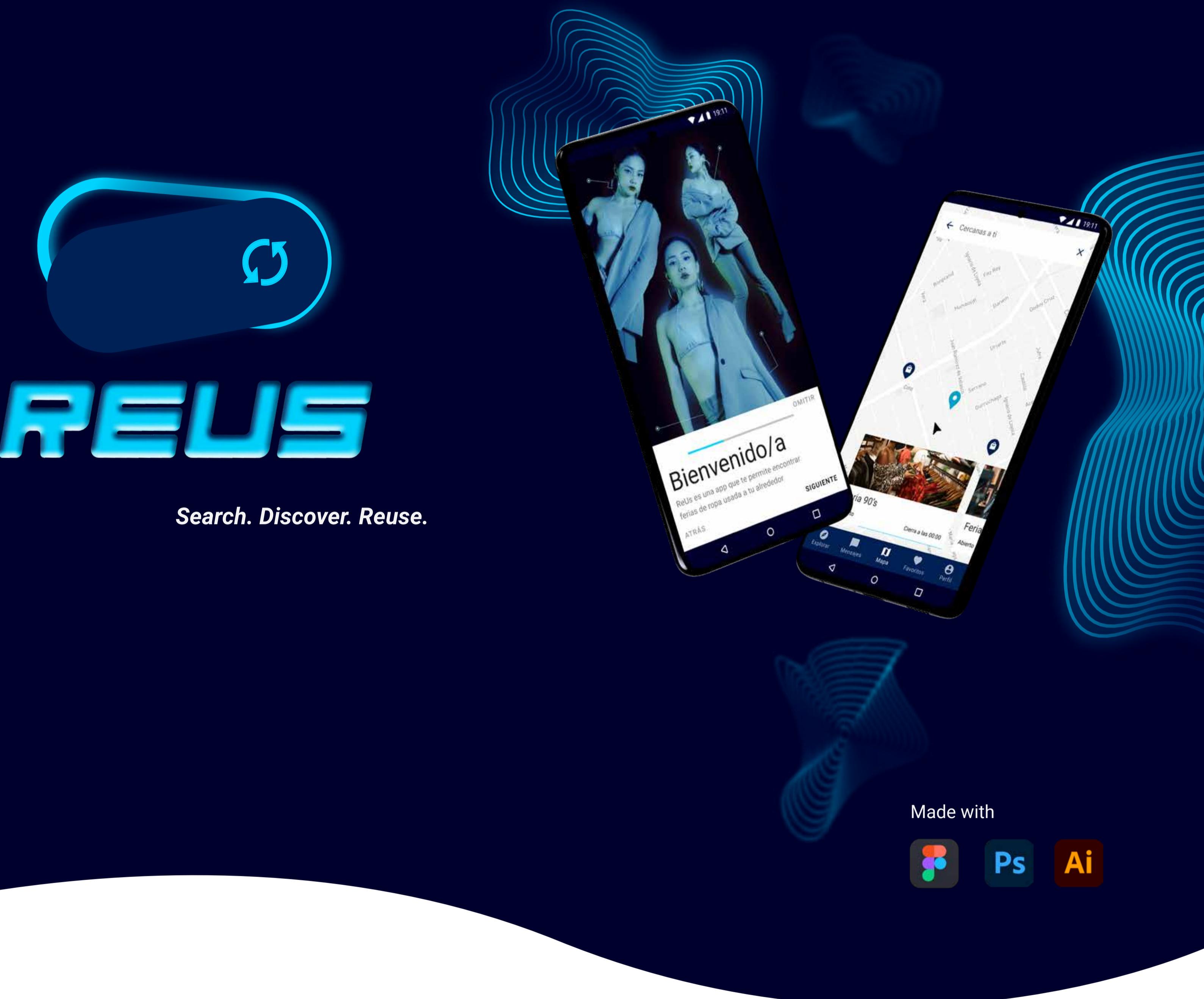
Search. Discover. Reuse.

The Process

Design Thinking



Made with



1

Empathize

Did you know that the fashion industry is the second most polluting industry in the world after the oil industry and it's responsible for 20% of the water waste worldwide?

Non-responsible consumption has a huge negative impact in the environment, so buying in thrift stores became fundamental in the fight against this.

Having all of this in mind, we define the **Problem, Objective and Solution**.

PROBLEM



Because of the environmental impact of the fashion industry and it becoming an increasing trend in the last few years, **vintage and used clothing** has had a great growth in its demand.

A large number of people buy their clothing in **thrift shops**, but they end up not finding something they like or going to the same stores every time.

This is because lots of thrift shops don't have enough visibility in general.



OBJECTIVE

Boosting 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.

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.

Once the idea is defined, we analyze the competition

Bench-Marking

Observe to Define

POSITIVE

- Not many steps to buy and sell
- Original design and very visual
- Defined Categories and styles
- Fast search
- Good recommendations
- Graphic consistency between screens

NEGATIVE

- Slow loading of images
- Not much text
- When reloading, it doesn't maintain the selected filters by the user
- There is no difference between Save and Like



International App for selling and buying second hand clothing. Focused in the vintage clothing market, with streetwear brands and sneakers for the youth to find their own style.

Brand app to sell their own selection of vintage clothing. It offers pieces by big brands like Adidas, Nike, Tommy Hilfiger and more.



POSITIVE

- Defined Categories and styles
- Fast search
- It lets the user arrange the clothes to their liking
- Explanatory and direct description of the pieces
- Sustainability-centered
- Easy visualization images

NEGATIVE

- Sold and available clothes not separated
- Icons too close and difficult to click
- Design too simple y not differential
- Information saturation
- Advertising

POSITIVE

- Defined Categories and styles
- Good prices and discounts
- It lets the user arrange the clothes to their liking

NEGATIVE

- Too many steps to buy and sell
- Repetitive points
- Not explanatory texts
- Not visually attractive
- Everything looks alike, leads to confusion
- Information saturation
- Bad adaptation of its web version
- Priority to branded clothing



Buy and sell App for latin america. The users make their own virtual dressing room, where they sell used clothing or they buy from others dressing rooms to renovate their own.

Now we move on to establish our possible users, and after communicating with them we define the

USER-PERSONAS

They were defined after the validation of our proto-personas with the **qualitative interviews**.

They gave us the possibility of knowing their needs, desires and motivations for then thinking a **user centered design**.



You can have style and at the same time care about the planet. You are what you wear.

Camila Acosta

age: 20 Belgrano, CABA

Fashion design student

- Environmental activist
- She likes fashion and photography
- Vegan

MOTIVATIONS

- Taking care of the environment and fighting for a better world.
- Doing whatever she can to end "fast-fashion" and encourage youth to consume sustainable fashion.
- Being able to maintain her style and look nice with used and cheap clothing.

FRUSTRATIONS

- Having to go thrifting from one store to another to find what she wants, but always finding they don't have her size, the clothes are flawed or messy.
- Not knowing the variety of thrift stores in her city and always going to the same ones.
- Not being able to buy used clothes from home, she ends up tired of going through each shop.

MOTIVATIONS

- Her main motivation is her daughter's future.
- Living comfortably from her business.
- Achieve more visibility and reaching more people through technology.

My main objective is giving my daughters a better world.



Eugenia Herrera

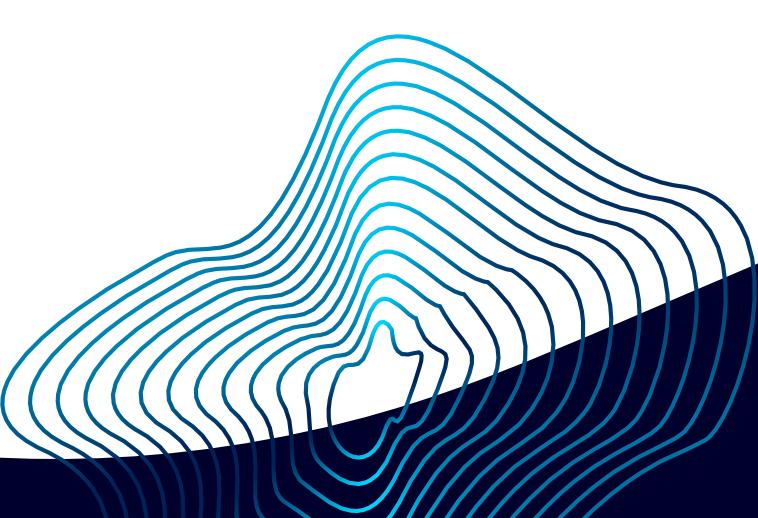
age: 45 Boedo, CABA

Owner of a thrift store

- Single mom
- Watches telenovelas in her free time
- Gastronomy lover

FRUSTRATIONS

- She can't sell all the pieces of clothing, so she loses money.
- Her thrift store can't be found in the internet, so she is only known by her neighbors.
- She doesn't know much about technology to advertise her store, so she asked her daughters for help.



P

O

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V

P

Define

Point of View

Camila is our main user.
We define what she needs.

2

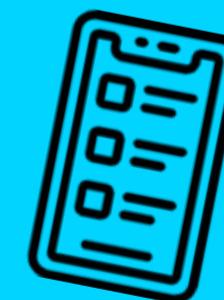
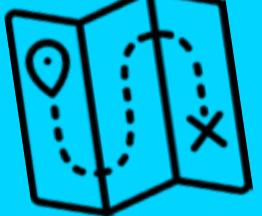
Camila is a 20 years old fashion design student from Belgrano,CABA that always buys her clothes from thrift shops because she cares about the environment.

She needs to know the location and the variety of pieces that the used clothing stores from her city sell because she always ends up going to the same ones and wandering through each one of them, ending up tired and without finding something she likes.

Minimum Viable Product

must-have features of the app

Map with nearby stores



Details of the thrift store
(schedule, address, contact, etc)

Saving desired stores



Ratings and comments

3

Ideate

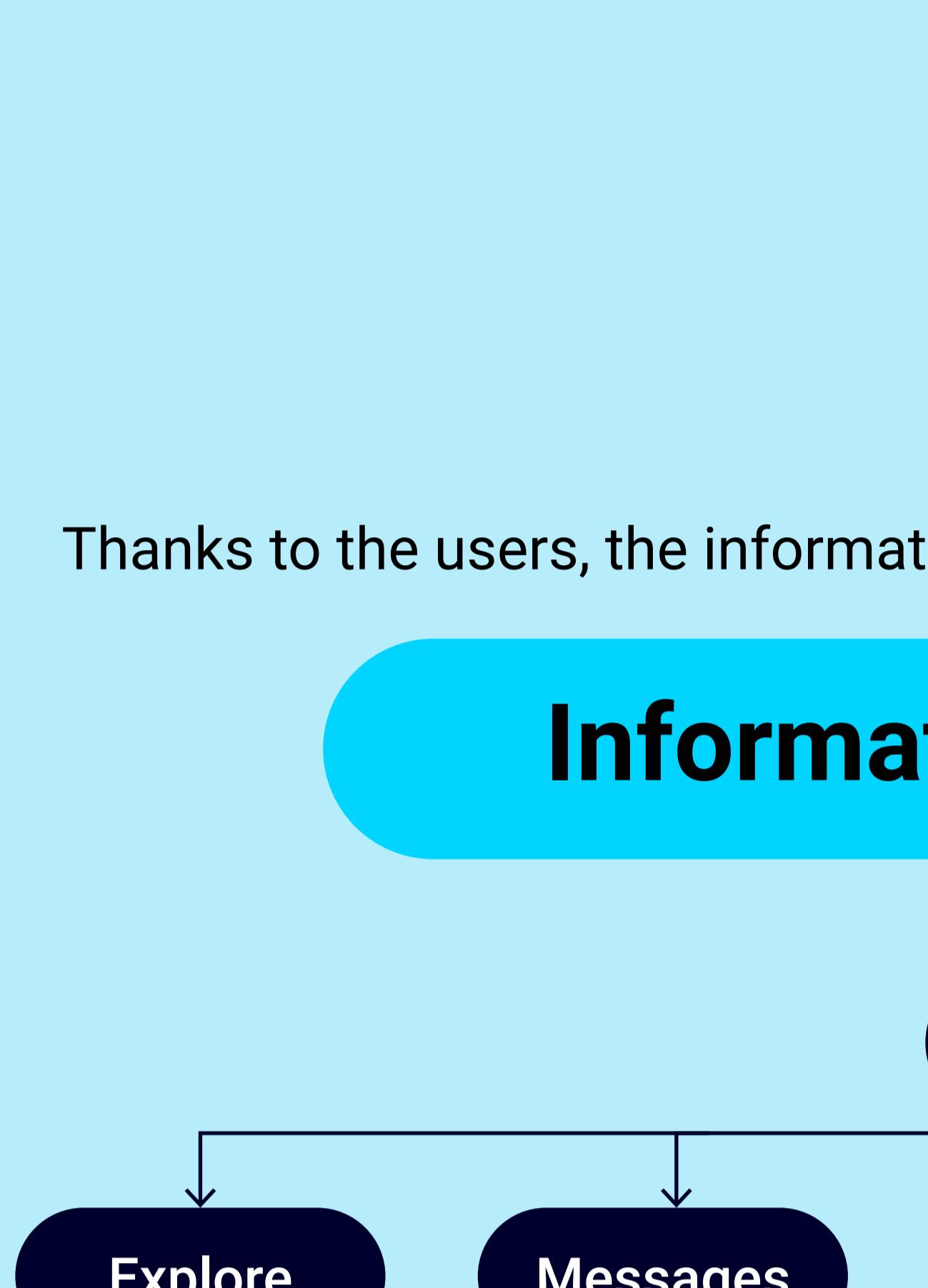
With our POV and MVP ready, we now carry on with the

CARD-SORTING

Hybrid

10 participants took part. They were asked to sort cards in the following categories or to create new ones.

Categories: PROFILE MESSAGES MAP EXPLORE STORE



Cards: SETTINGS - SEARCH - CATEGORIES - SIGN OFF - CHAT - PERSONAL DATA - NEARBY STORES - MY CART - MY FAVORITES - RECOMMENDATIONS - E-COMMERCE

100% concordance between Personal Data, Setting and Sign Off (always sorted in the PROFILE category). Chat was also always sorted in MESSAGES and Nearby Stores in MAP.

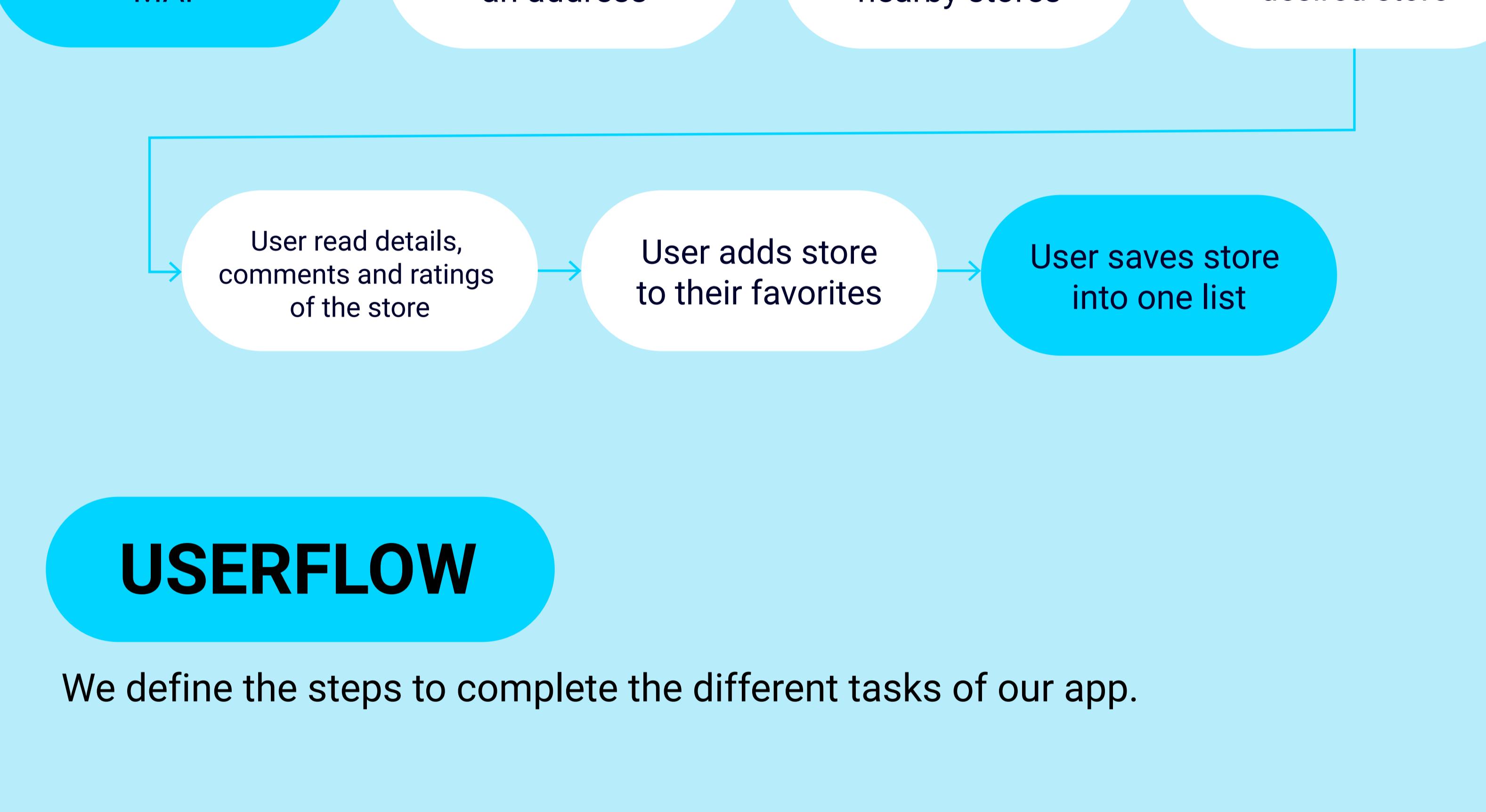
Search, Recommendations and Categories were placed 80% y 90% of the times in EXPLORE (Recommendations and Categories were put together 80% of the times, so they will all stay in EXPLORE).

There were misunderstandings with the Card My Cart (sorted in 3 different 'categories', never more than 60% in one). So we decided to change its name to Cart, because the word 'my' was generally associated to the category PROFILE, when Cart was only necessary in STORE.

E-Commerce was sorted only 70% of the times in the category STORE, so we decided to name it different (Buy Clothes) to avoid the confusion of putting it in other categories.

Thanks to the users, the information was organized like this:

Information Architecture



TASKFLOW

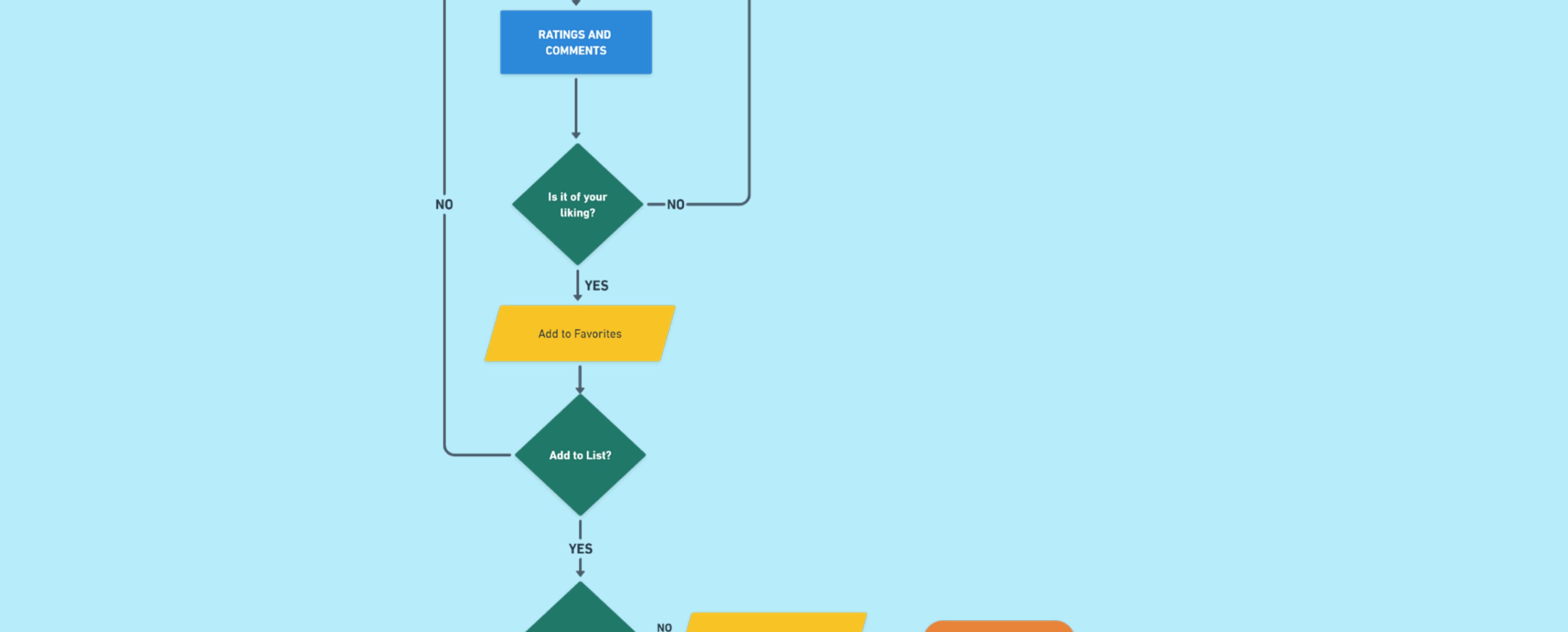
Step by step of how to complete the Happy Path of our app, its main functionality.

User enters MAP → User searches an address → User sees nearby stores → User chooses desired store

User reads details, comments and ratings of the store → User adds store to their favorites → User saves store into one list

USERFLOW

We define the steps to complete the different tasks of our app.

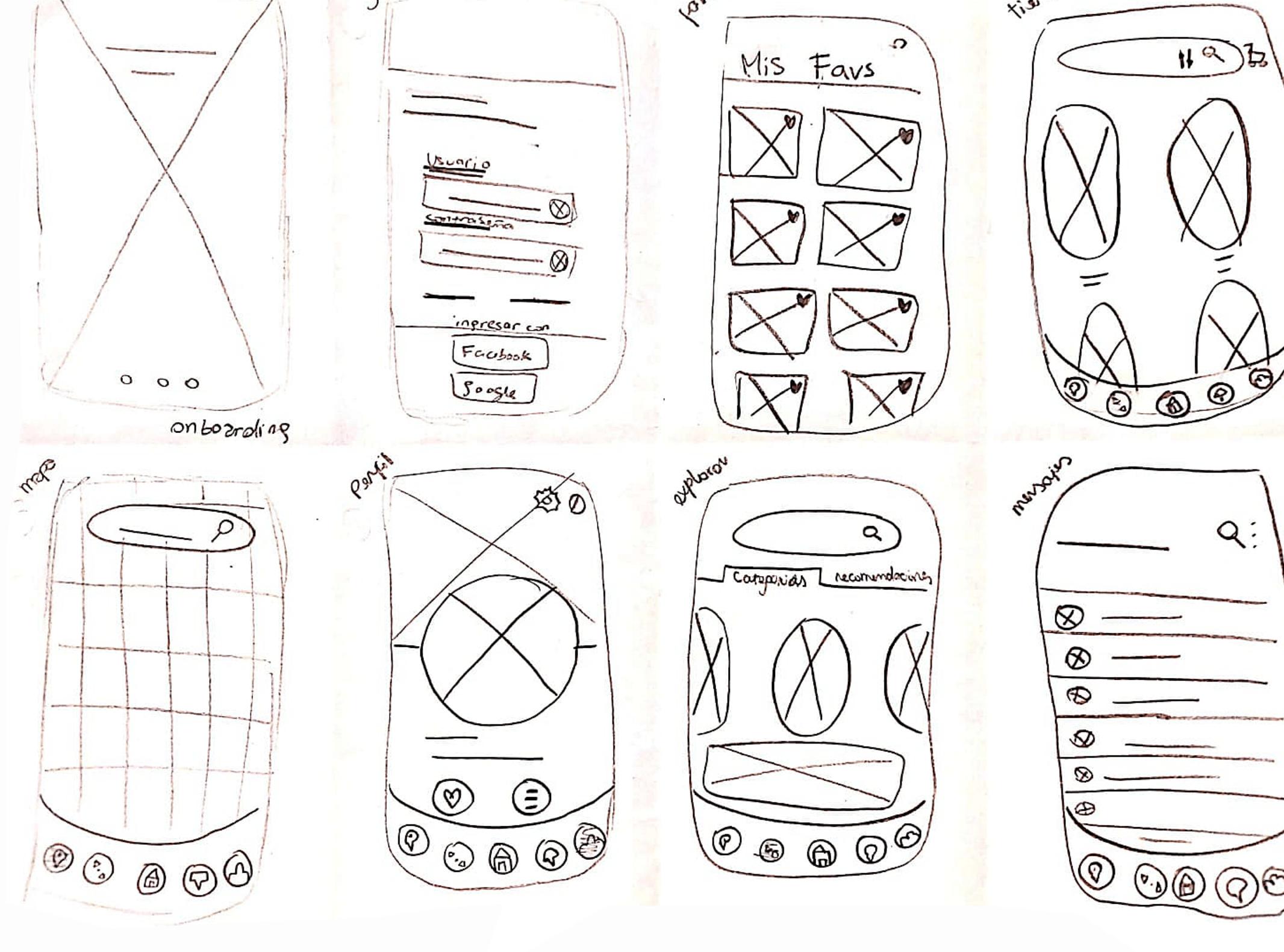


4

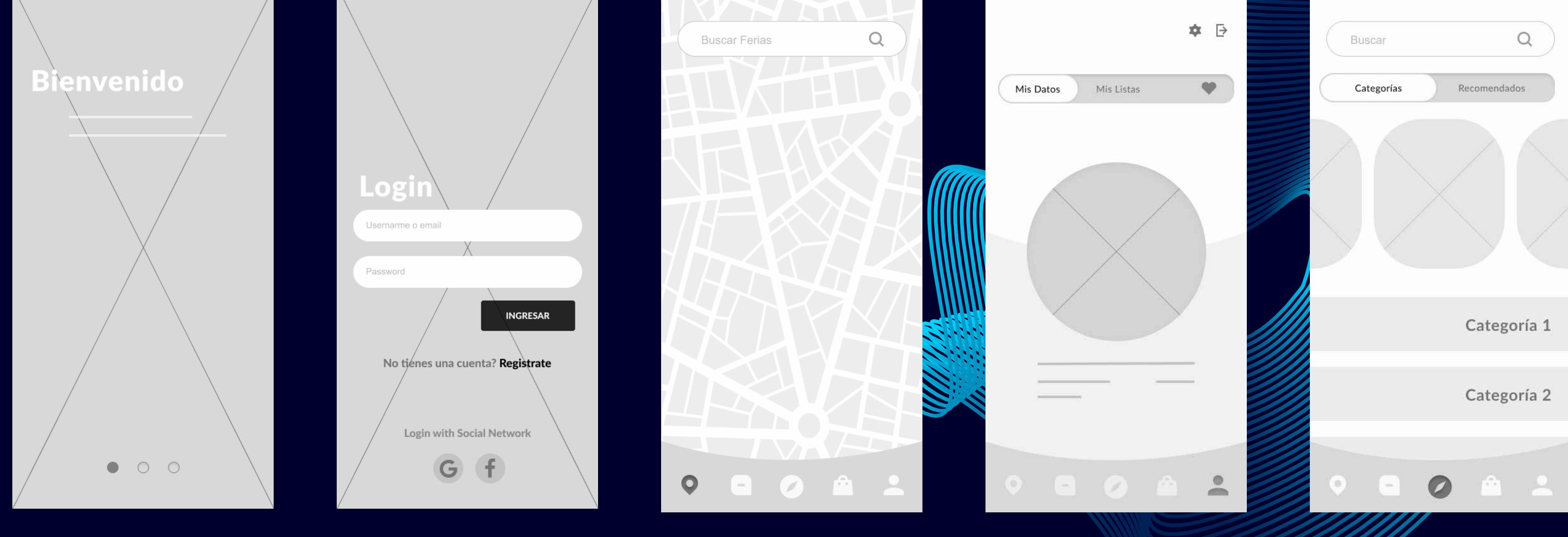
Prototype

We start sketching and designing the first wireframes

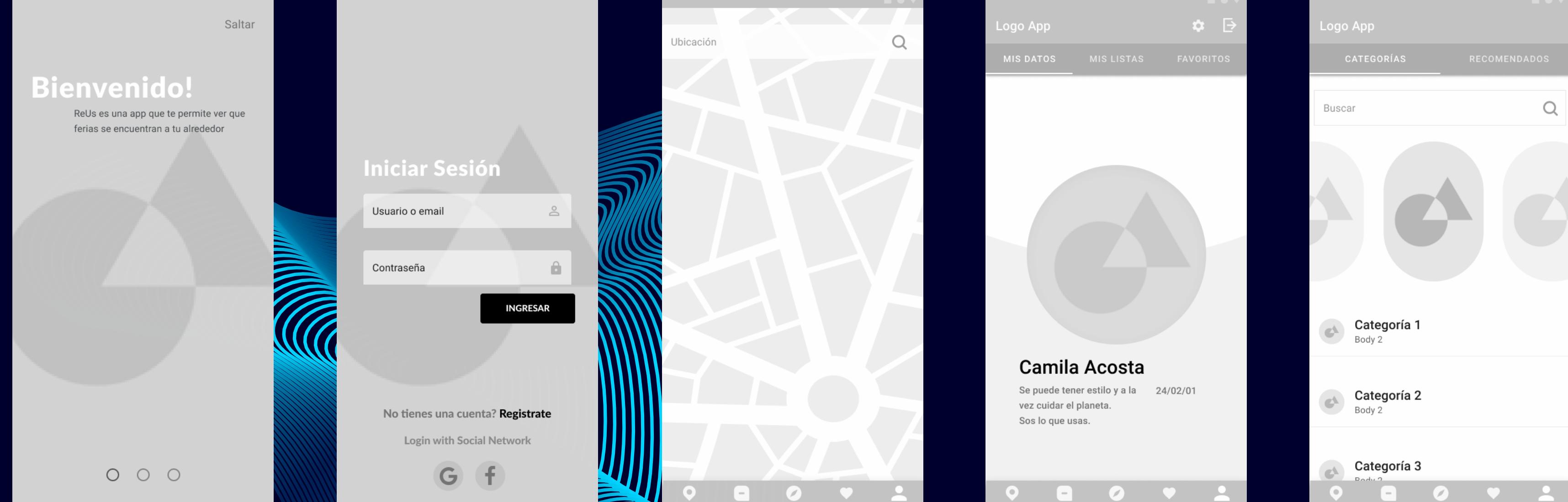
Sketched Wireframes



Digital Wireframes (low fidelity)



Digital Wireframes with Design Patterns



Test

5

Now it's time to share the functional prototype with our users to perform the

Usability Test

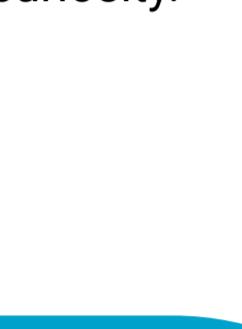
Hypothetical Scenario

You are someone that buys their clothing in thrift shops. You don't know about those ones that are in your neighborhood and you always go to the same ones, but usually you leave with empty hands because you can't find what you want. Someone told you about an app that lets you see thrift shops near you, what they sell and the ratingd from different users to help you find one that goes with your interests. You like 90's fashion, so you want to be able to access all the shops with that clothing style.

We evaluate and validate all we did by having different users test our prototype.

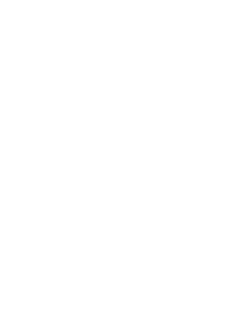
With their recommendations, opinions and critiques we make the necessary changes.

What worked



- Despite the time and the number of steps it took to finish each task, every user could complete them.
- Signing in to the app was successful everytime.
- In general, the interaction was fluid and simple.
- Although they finished the proposed tasks, the majority of users continued to navigate the app out of curiosity.

What didn't work



- Most of the time the Onboarding was skipped because they couldn't understand how the interaction worked.
- Once they access, they don't know what to do or where to go because the map is empty.
- Missing back arrow in some of the frames, so the users got lost and couldn't go back.
- They tried to write on the keyboards to enter information.

Comments and Recommendations

“ It's like looking for a place to eat but for thrift shops, so I know how to use it ”

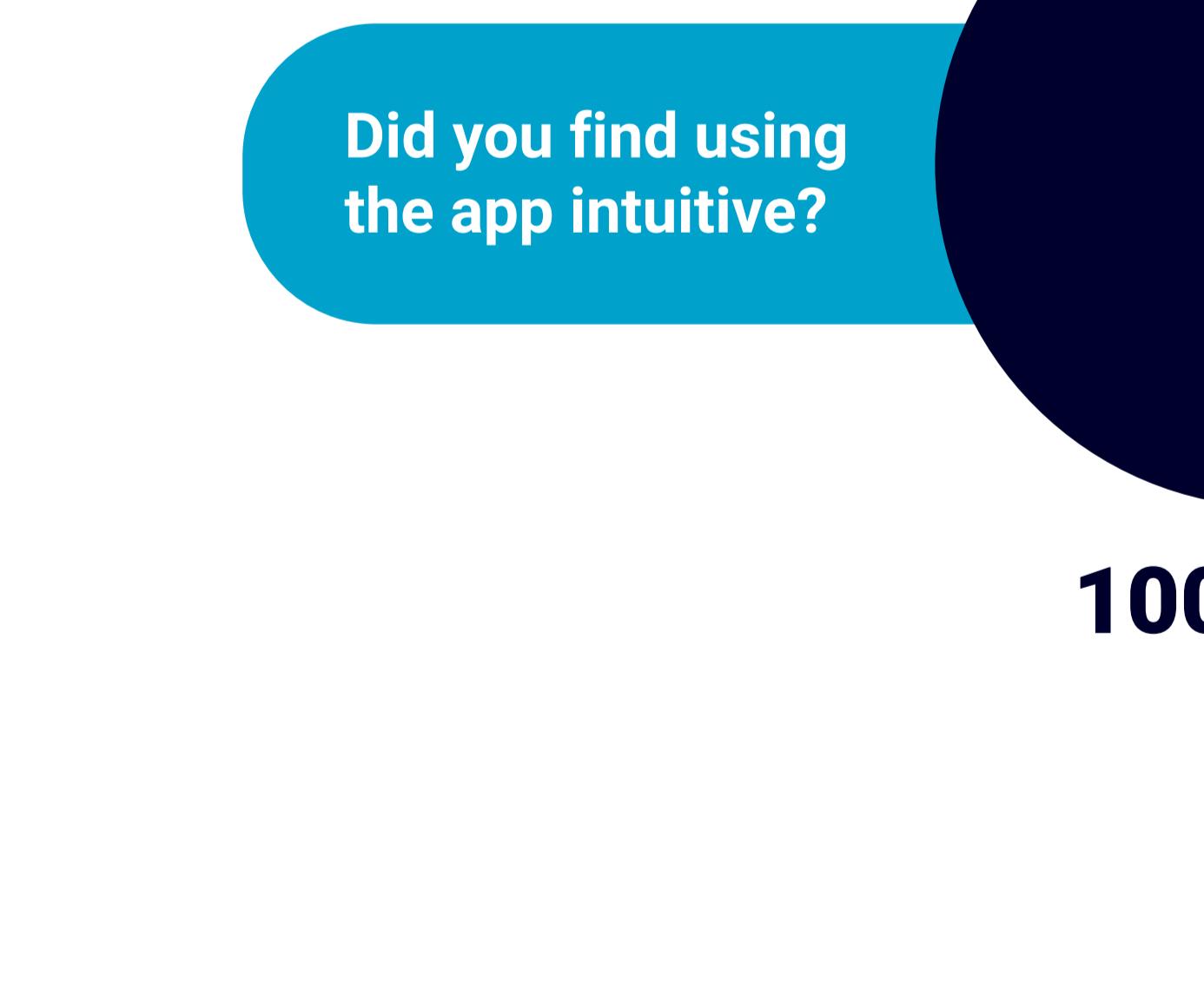
“ It would be cool for it to already start at my current location when I open the app ”

“ I really like the idea and being able to create my own lists ”

How easy was it to login or register?

20%
Easy

How easy was it to find a store?



Satisfaction Metrics

20% Very Easy



Did you find using the app intuitive?

100% Yes



We introduce you to



MOODBOARD

By the concepts Youth, Style and Vintage, we searched a visual identity for our app.



UI KIT

With our Moodboard already made, we take inspiration and incorporate the style in our components.

Tipography

Roboto

Título Grande

H4/Roboto/Regular/34px

Título 1

H5/Roboto/Regular/24px

Título 2

H6/Roboto/Medium/20px

Subtítulo

Subtitle 1/Roboto/Regular/16px

Cuerpo de Texto

Body 1/Roboto/Regular/16px
Body 2/Roboto/Regular/14px

Botón

BUTTON/ROBOTO/MEDIUM/14PX

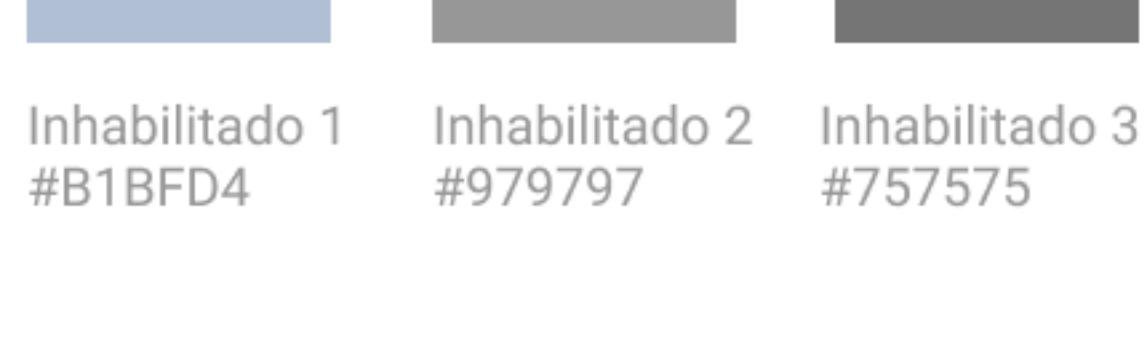
Caption

Caption/Roboto/Regular/12px

Overline

OVERLINE/ROBOTO/REGULAR/10PX

Palette



Accesibility

Good contrast with high level accesibility (AAA) between primary and secondary colors, accessible for the diverse visual limitations that the users can present.

Contrast 8.79

AAA

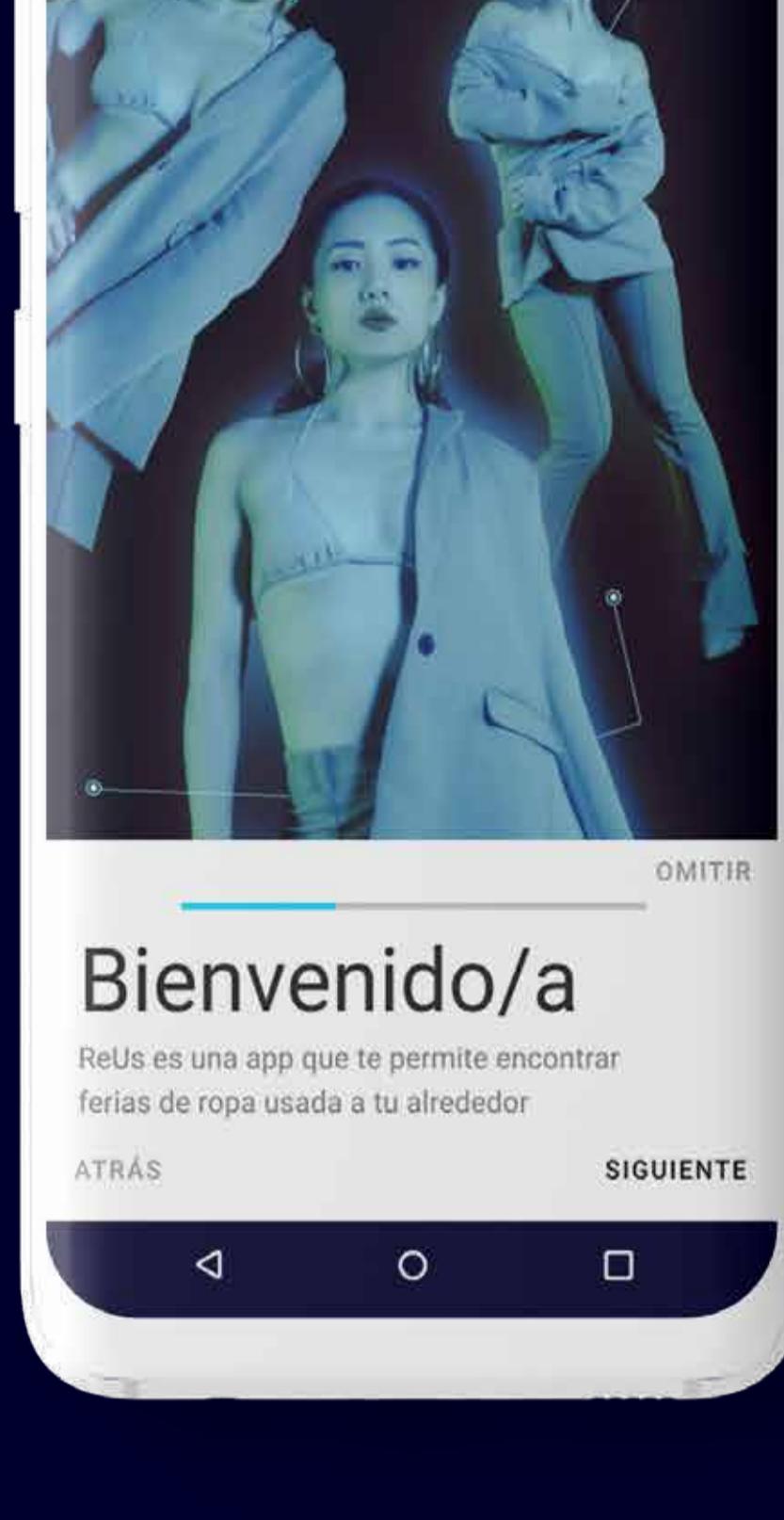
Final Screens



REUS

Start Screen

Onboarding



Bienvenido/a

ReUs es una app que te permite encontrar ferias de ropa usada a tu alrededor.

ATRÁS

SIGUIENTE



Descubrí

Al buscar la ubicación que deseas, verás todas las ferias cercanas.

ATRÁS

SIGUIENTE



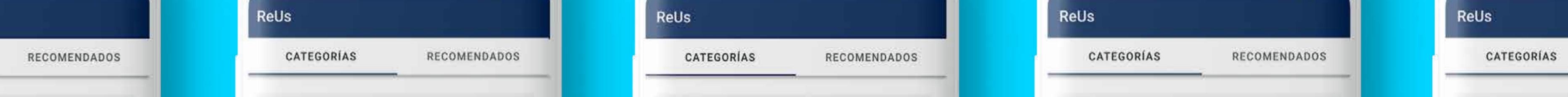
Reusá

Selecciona aquellas ferias de tu estilo, ponlas en tus favoritos y agrúpalas como te guste!

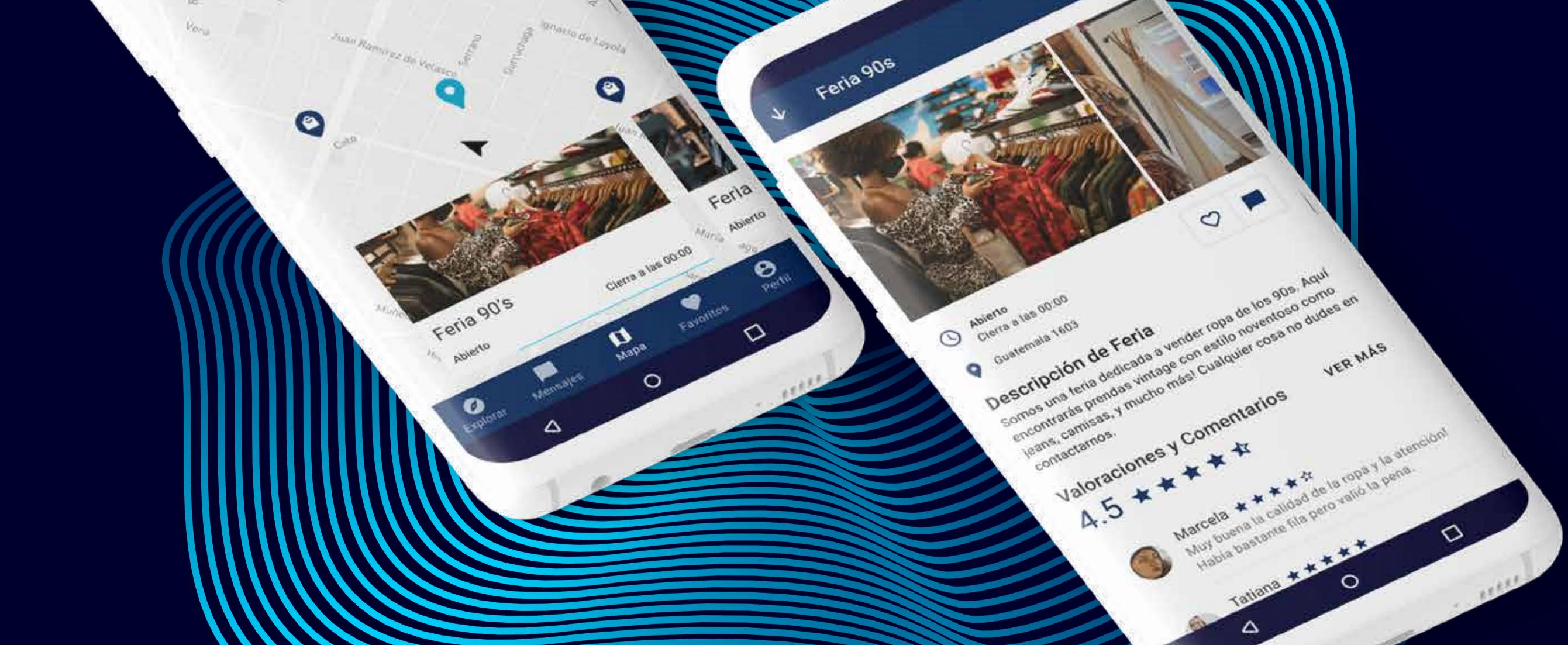
ATRÁS

EMPECÉMOS

Explore thrift stores by category and find the ones that go with your style.



Browse the map and discover thrift stores near you. If they are of your liking, add them to your favorites!



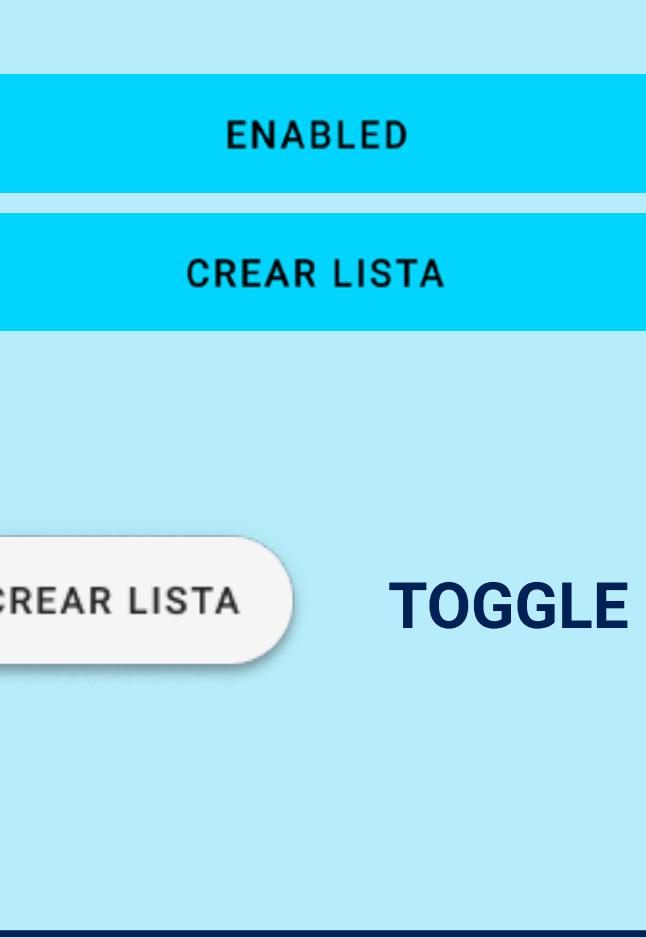


Thank You!

Next, the functional interactive prototype of ReUs (in spanish):

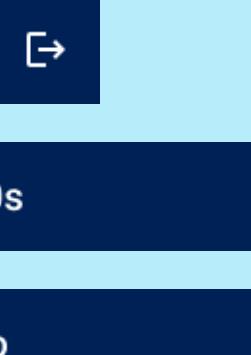
Components

Buttons

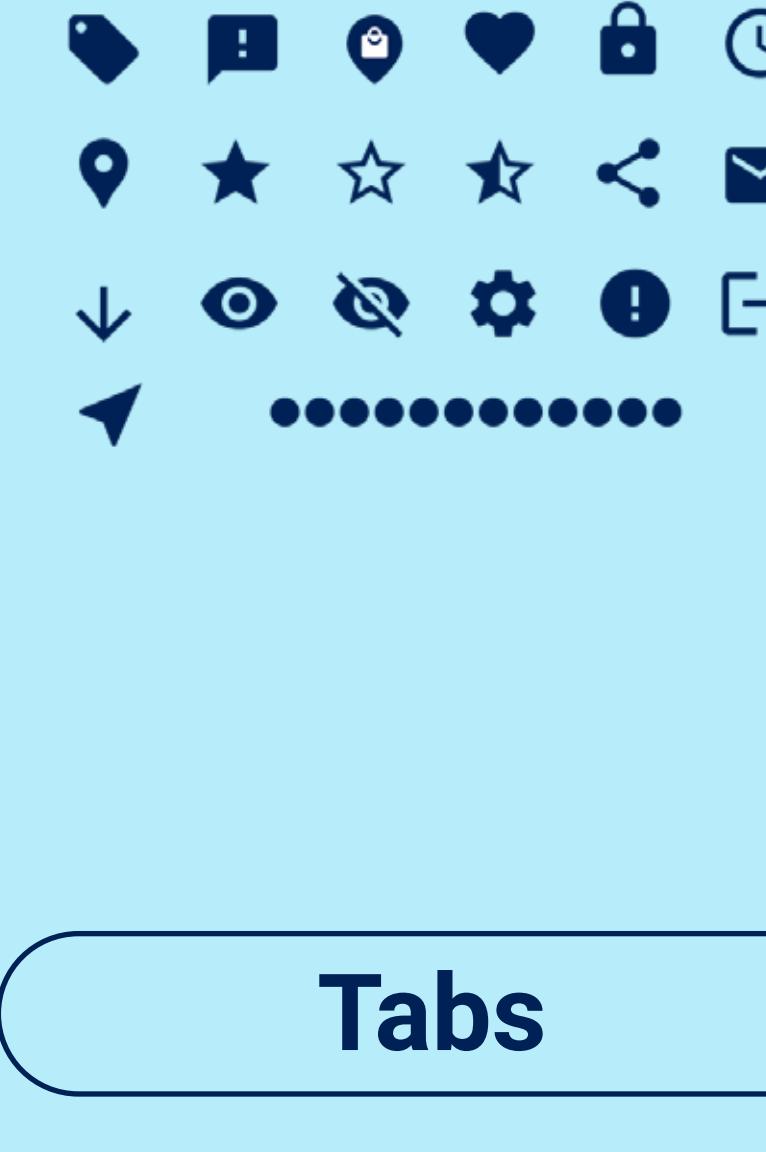


FAB + CREAR LISTA

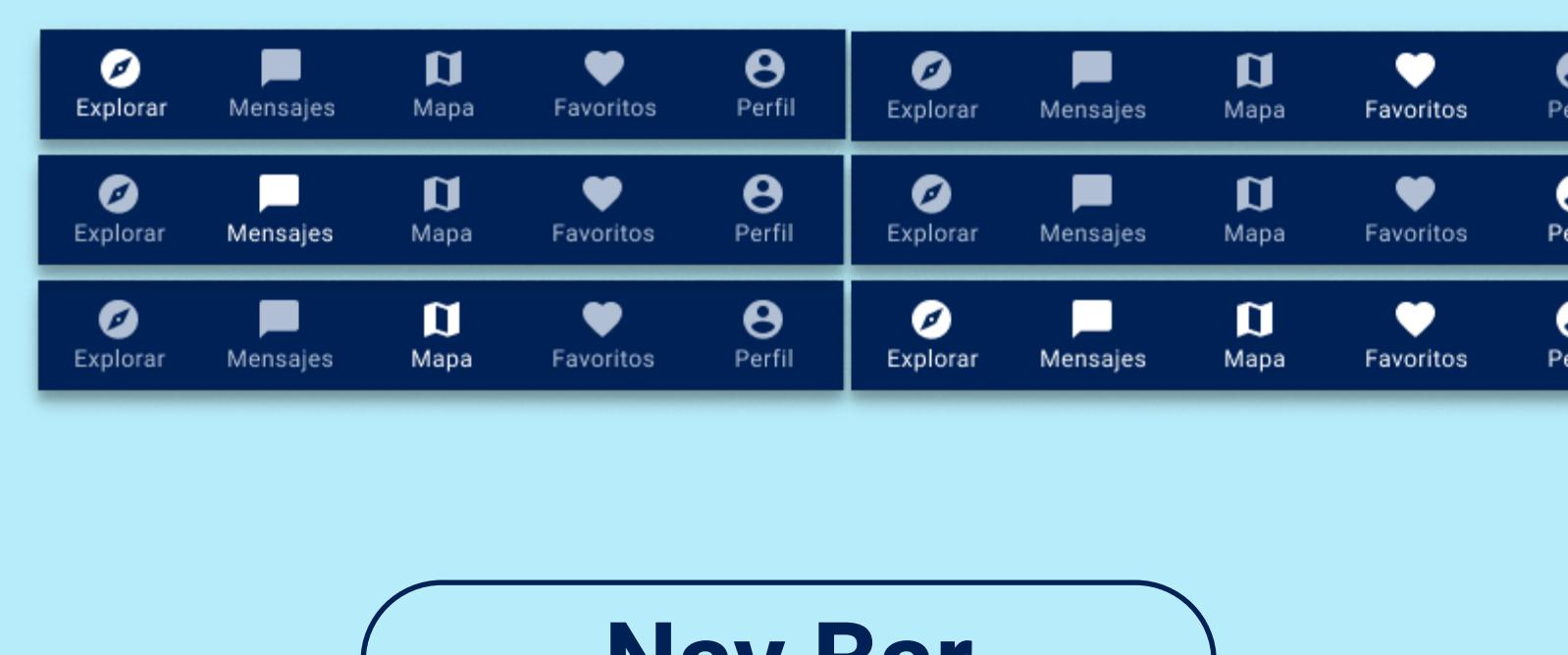
TOGGLE



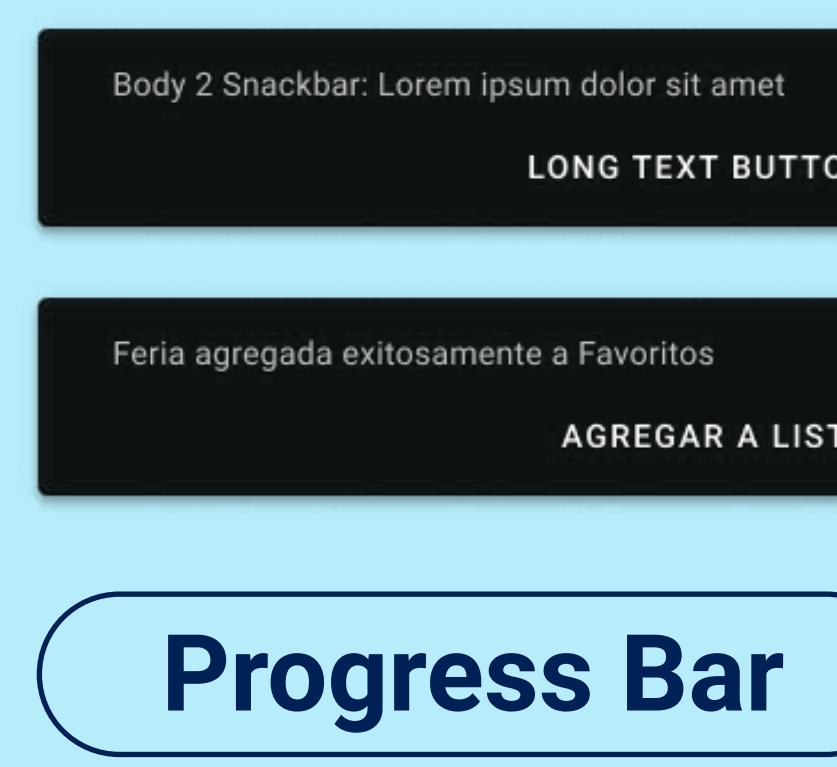
Icons



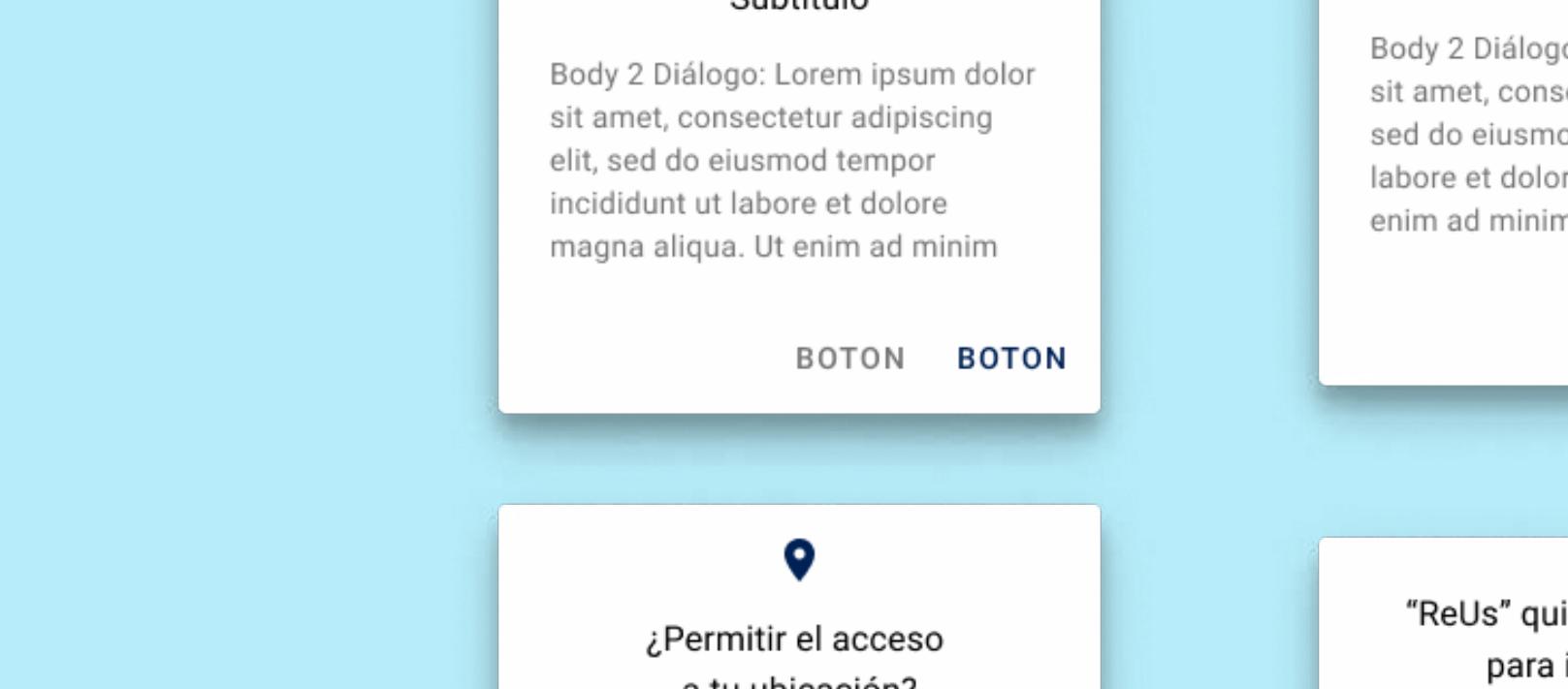
App Bar (System y Top Bar)



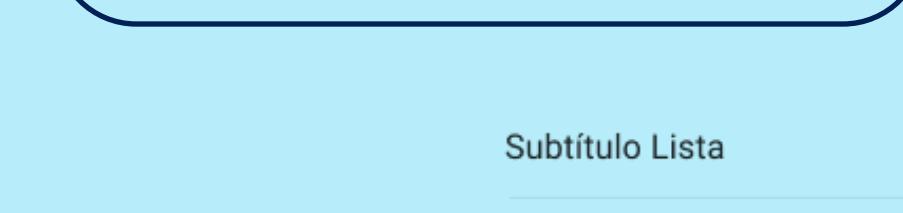
Tabs



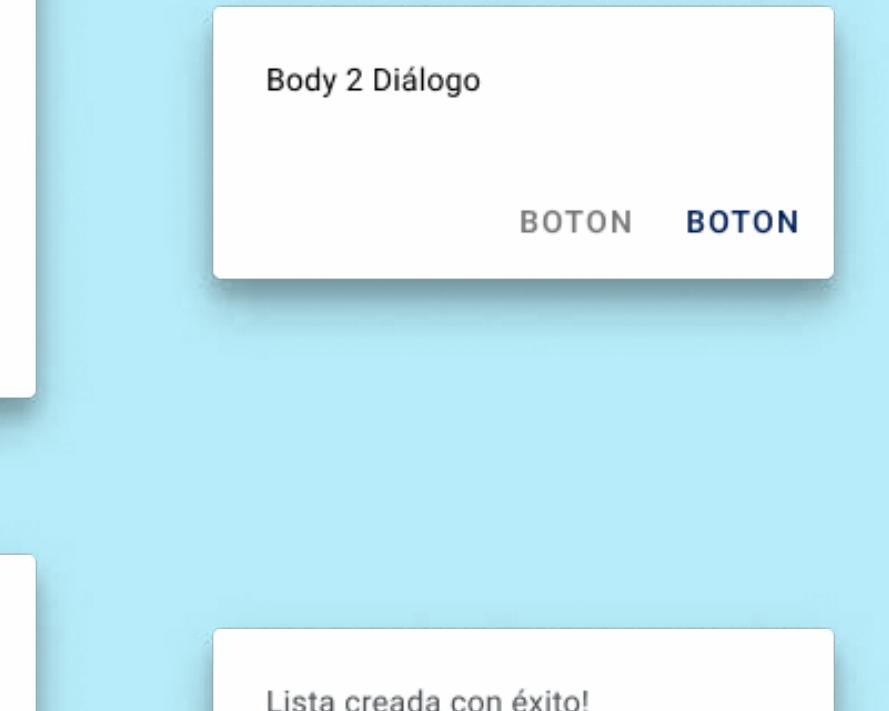
Bottom Nav



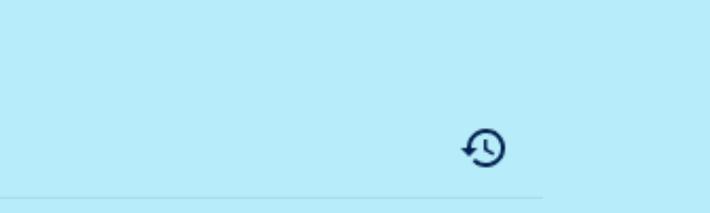
Nav Bar



Snackbar



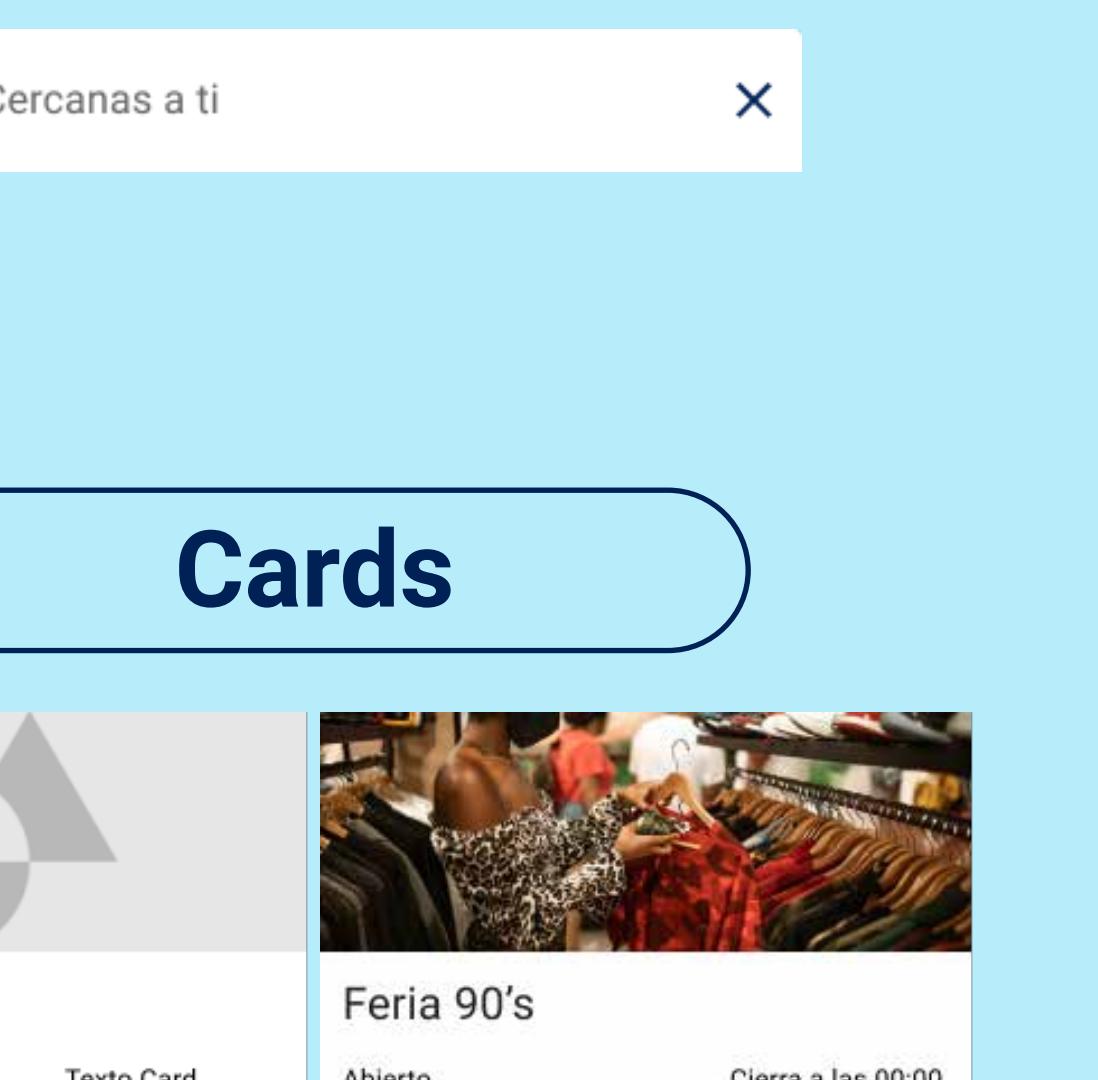
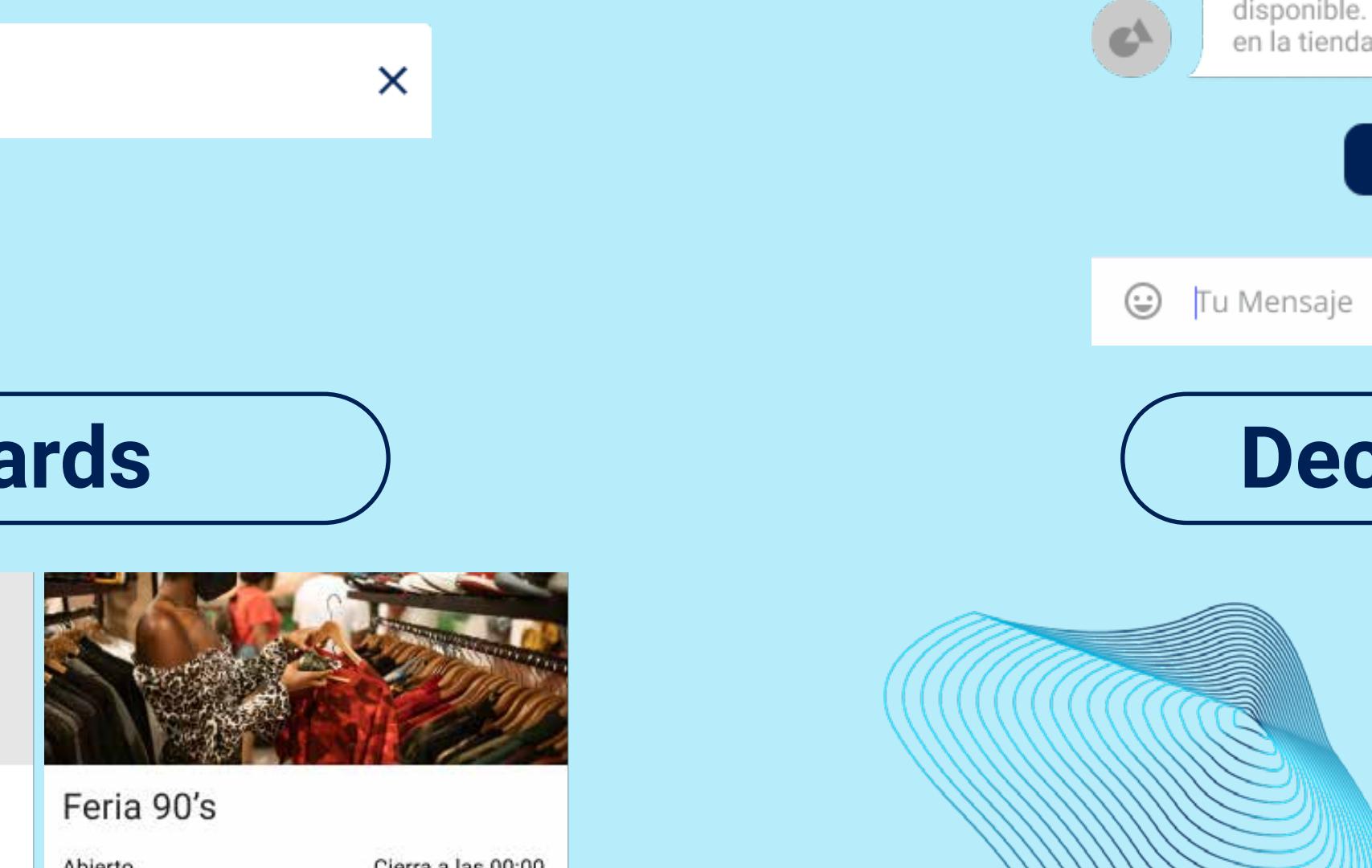
Progress Bar



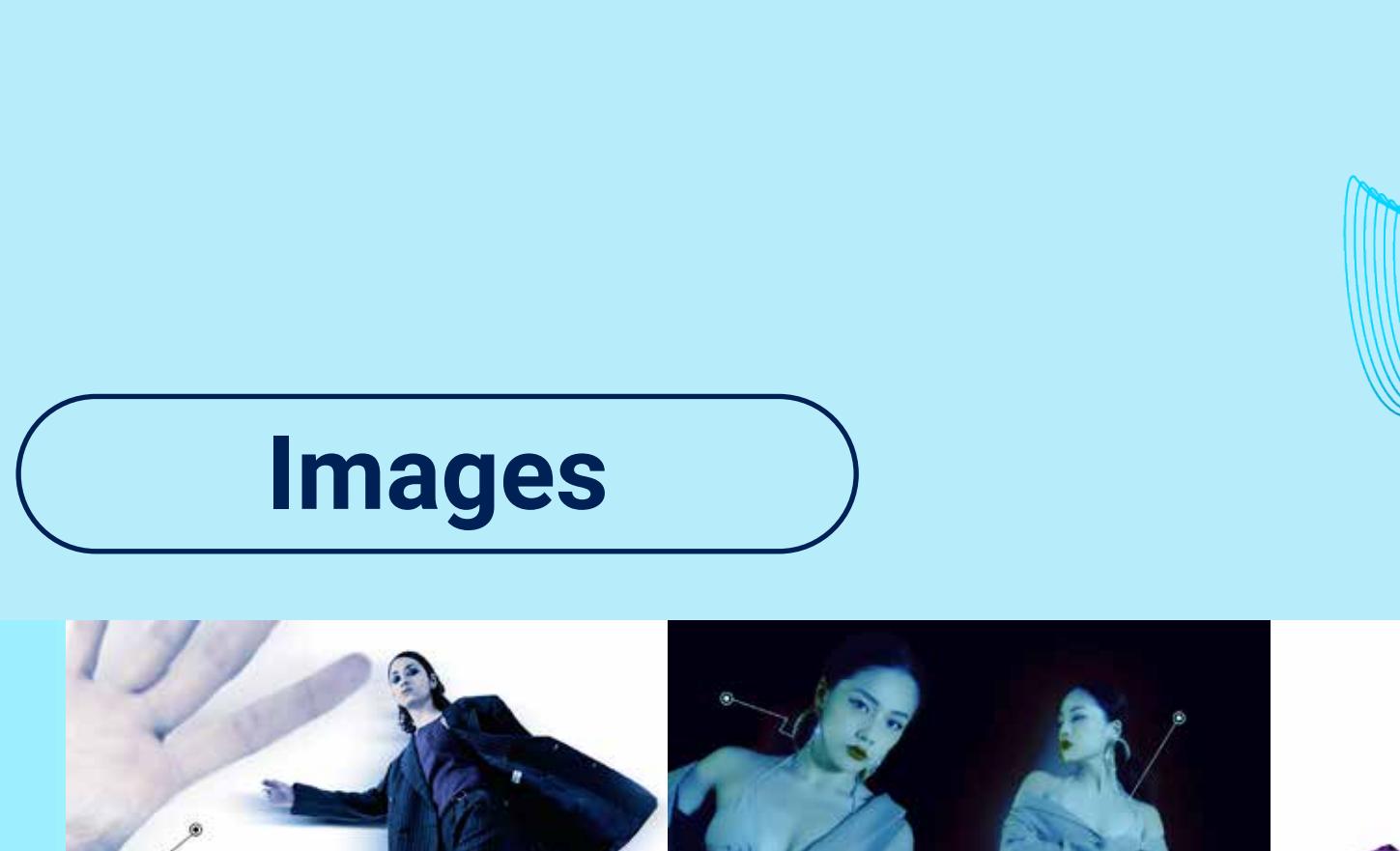
Dialogs



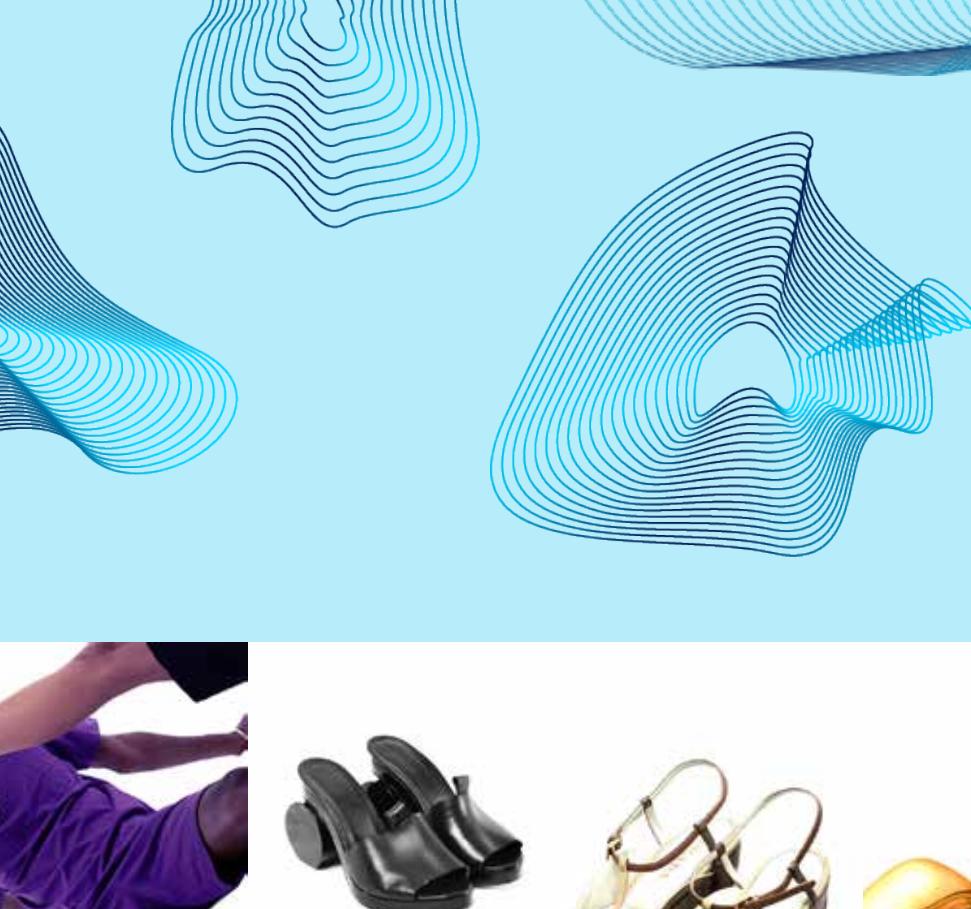
Lists



Text Inputs



Keyboards



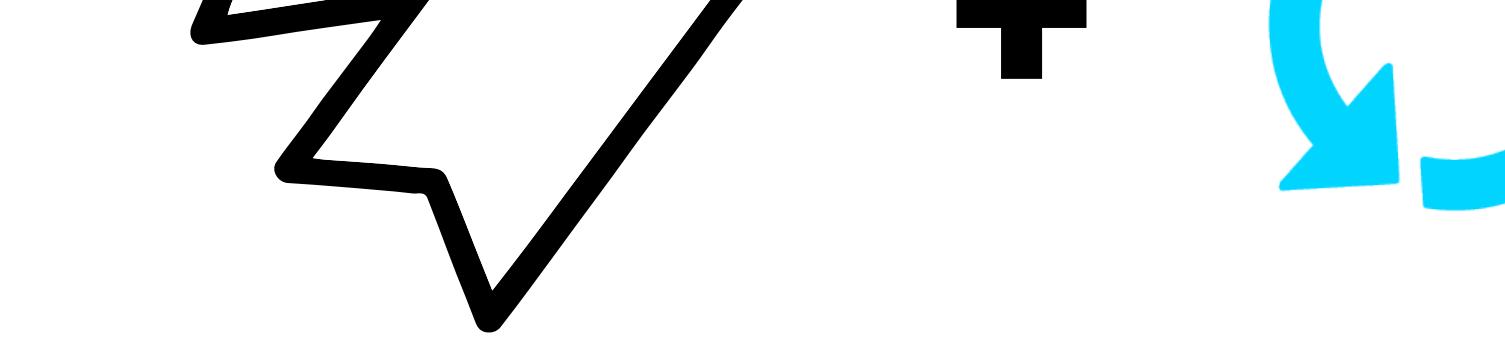
Search Bar



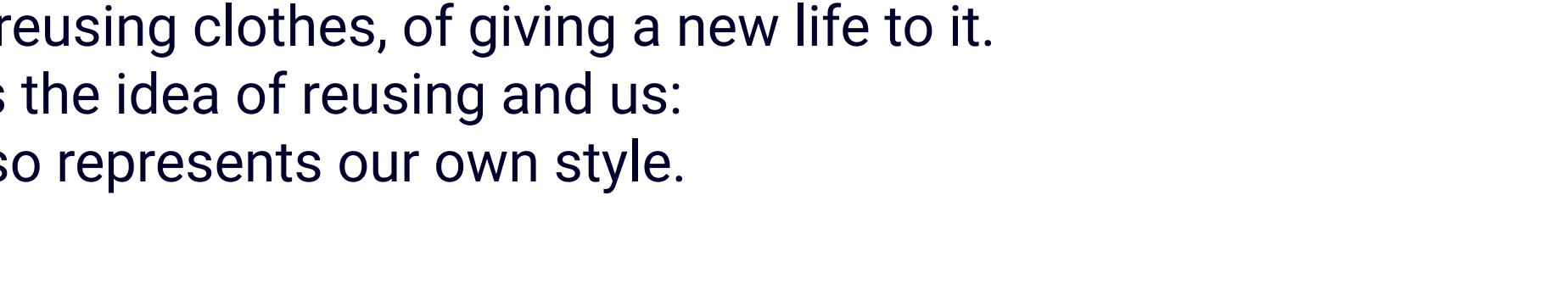
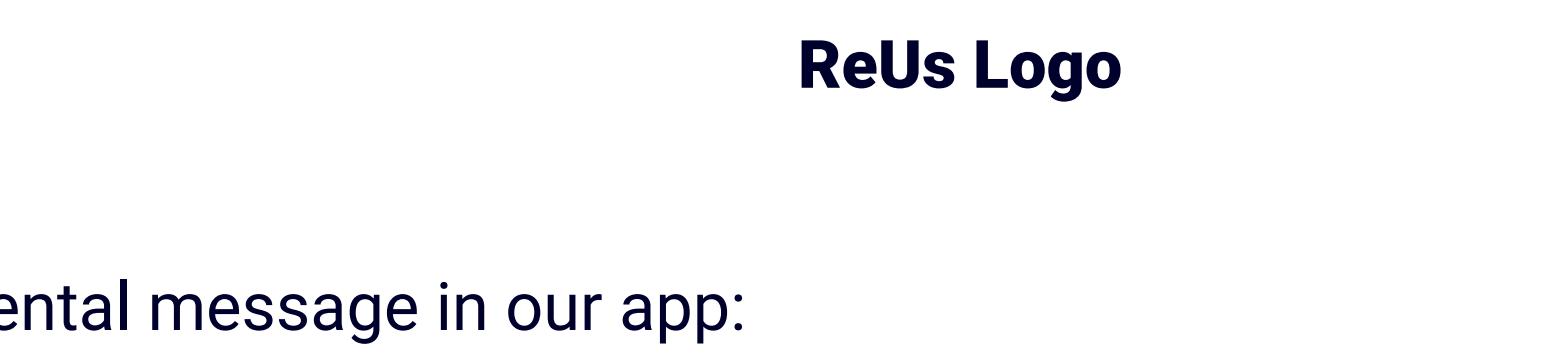
Chat



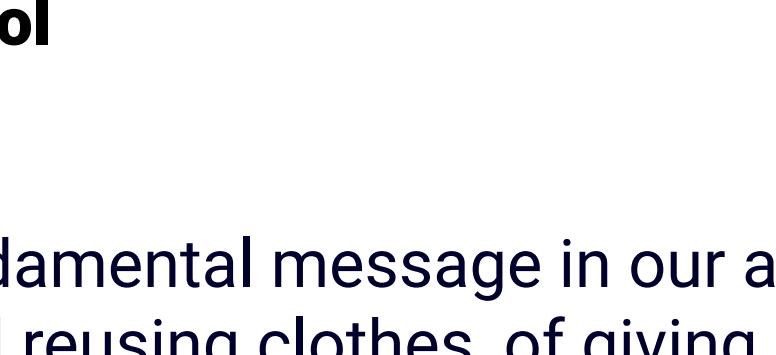
Cards



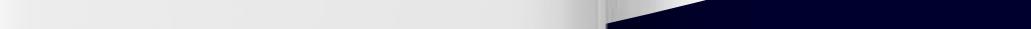
Decorations



Images



LOGO DESIGN



Clothing label

Reuse symbol

ReUs Logo

Our logo represents a fundamental message in our app:
The importance of not discarding and reusing clothes, of giving a new life to it.

The name **ReUs** combines the idea of reusing and us:
every piece of clothing also represents our own style.

</div

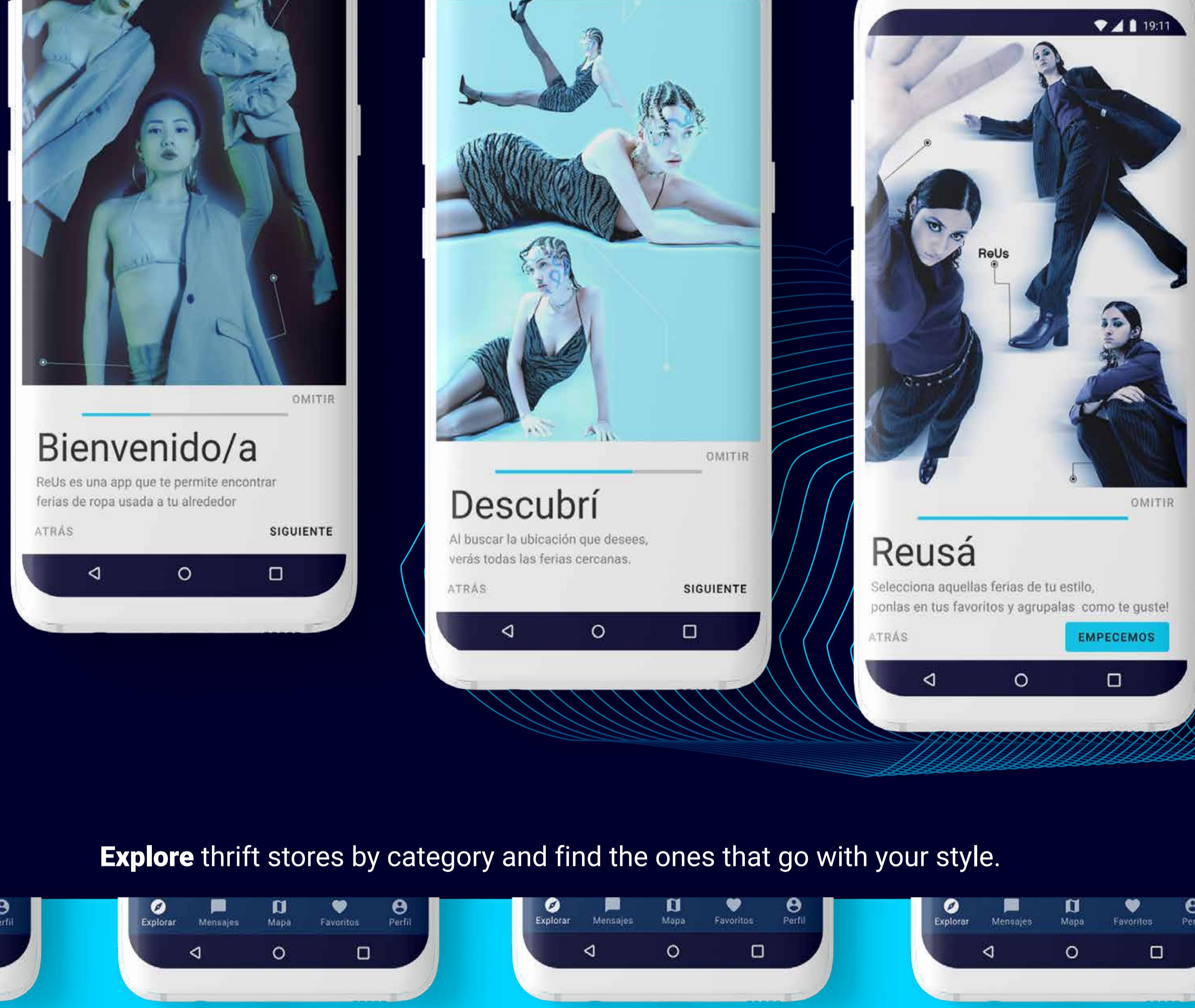
Final Screens

Final Screens

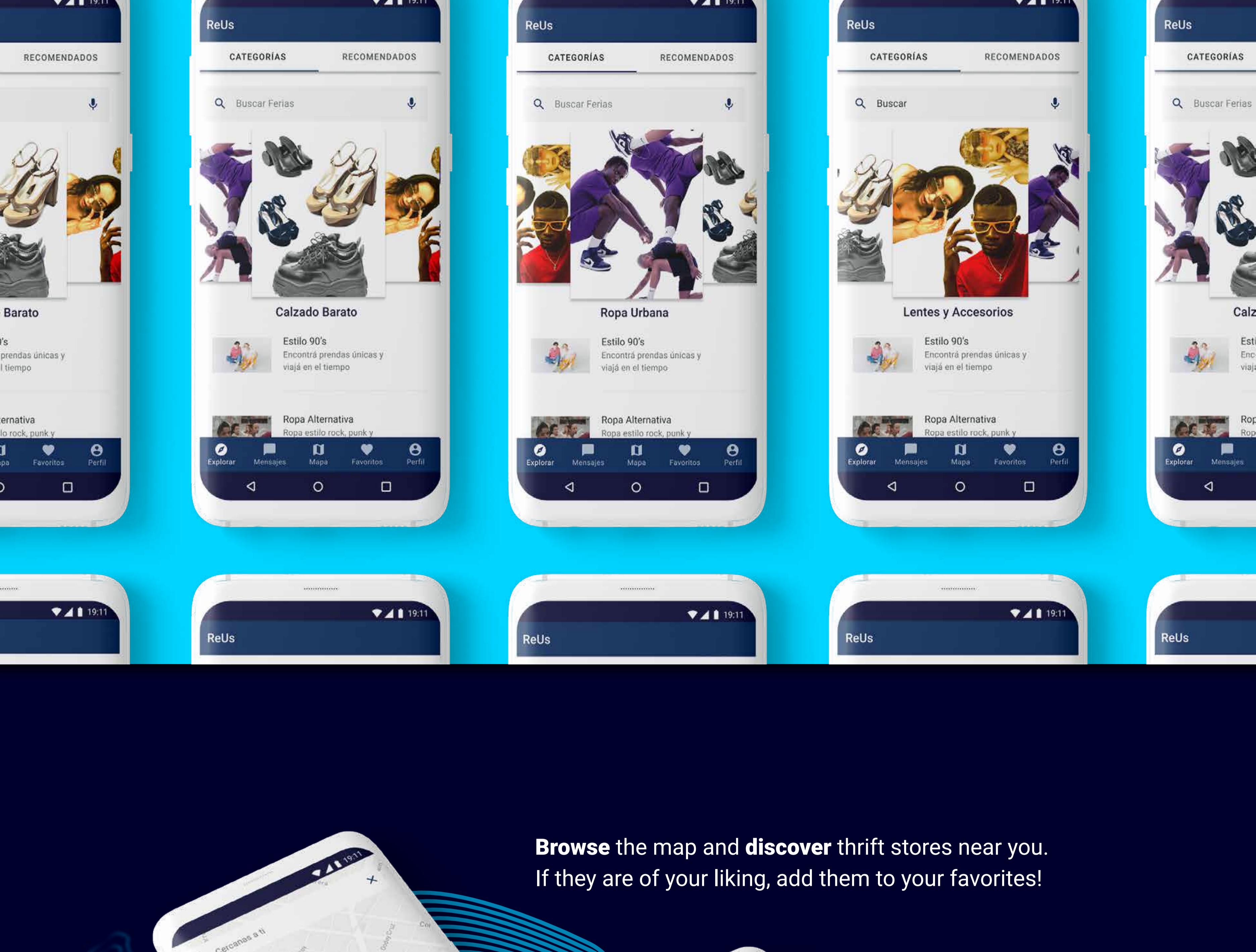


Start Screen

Onboarding



Explore thrift stores by category and find the ones that go with your style.



Browse the map and discover thrift stores near you. If they are of your liking, add them to your favorites!

