

# Good Near You

## Why & What?

One of the biggest industries contributing greatly to the current climate crisis is **fast fashion**.



But change is happening, and some people are trying to do better: a growing trend of second-hand clothing shopping and lots of new “**slow fashion**” brands. But it is often hard for people to actually find these.



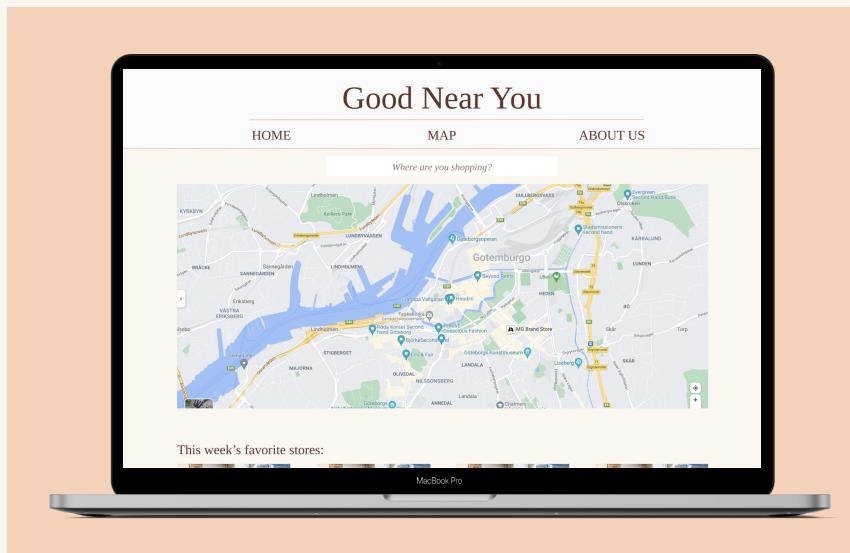
How can we help people find these in-person, real shops near them? With technology. If people had easy access to a big, visual database of all the “**sustainable**” shops close to their location, they would be more willing to shop and explore those.



# RATIONALE

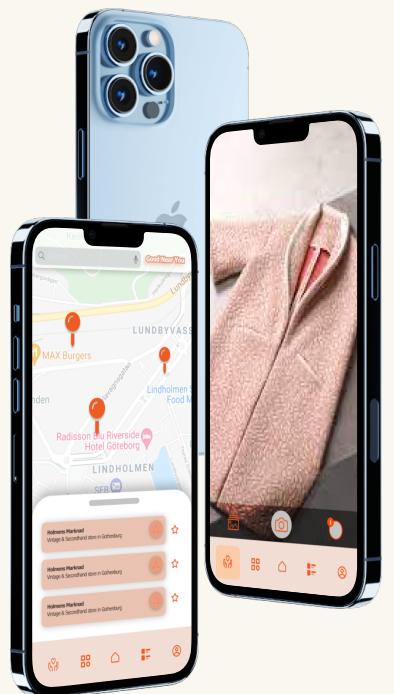
As seen in previous research, such as in the article *Collaborative consumption: a business model analysis of second-hand fashion*, second-hand fashion stores have customers as their primary partners and these stores often face the challenge of retaining these customers and increasing profits. Both our solutions offer a service that will benefit the customers, by making sustainable fashion stores more accessible to them; the stores, which will gain attraction by appearing on the website or app; and the planet, since we are promoting a sustainable option in fashion.

## Our solutions



### A functional, responsive web app

Offer a visual map and list of all the sustainable stores near the user. There will also be a recollection of the week's favourite shops, and a feed sharing what people have been buying in them



### Mobile application

Same functionality, with the addition of a service that allows the user to donate clothes.

## Visual Identity

**Typography**

Merriweather

FUNCTION	Header 1	Header 2	SIZE	VARIANT
Bold	Aa	Bod	24 pt	Bold
Microcopy		Microcopy	18 pt	Bold
Overline		Overline	12pt	Regula
			10pt	Regular
			8 pt	Regular

**Iconography**

Aa

Regular

**UI Element**

**PRIMARY BUTTONS**

Select

Active

Deactive

**SECONDARY BUTTONS**

Submit Appeal

Submit Appeal

**Colours**

#FAF7FO  
#FFFFFF  
#F4D2BA  
#5A352C

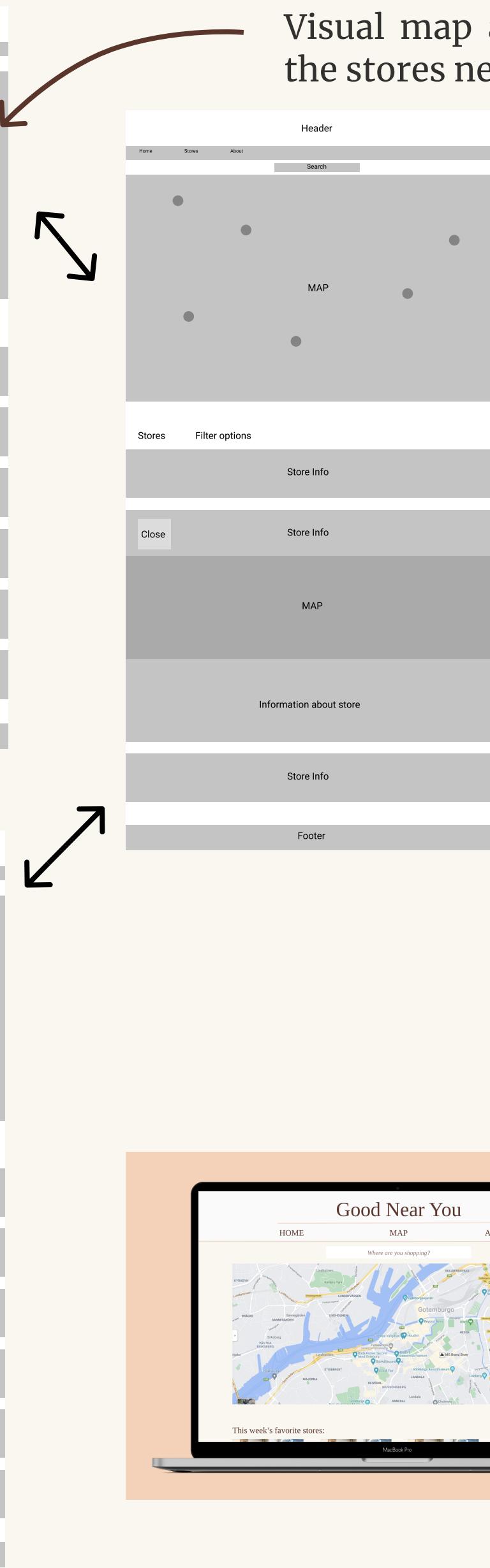
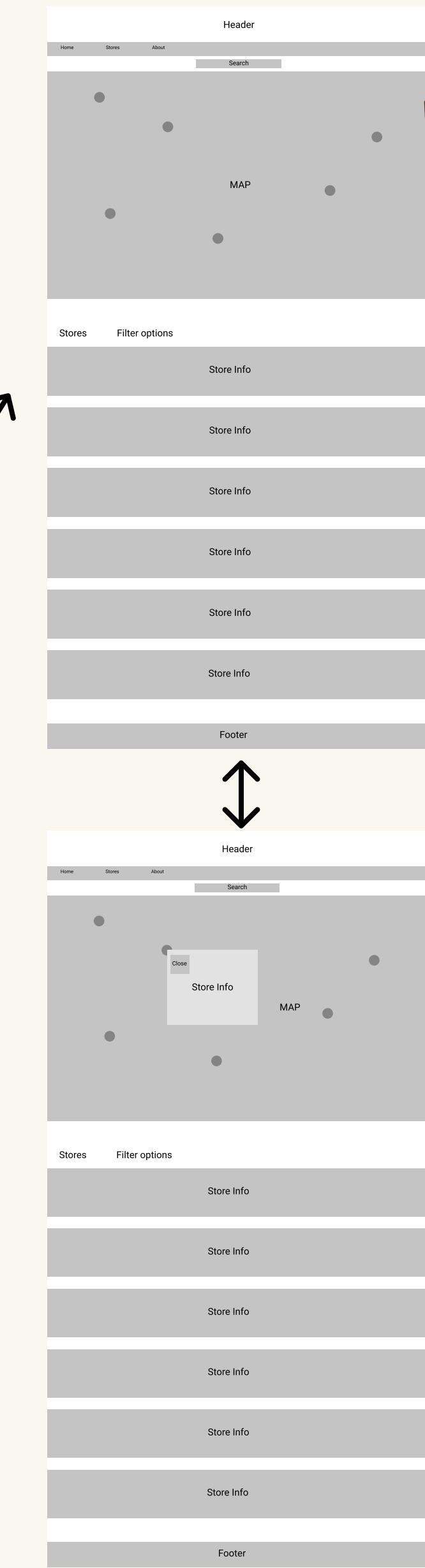
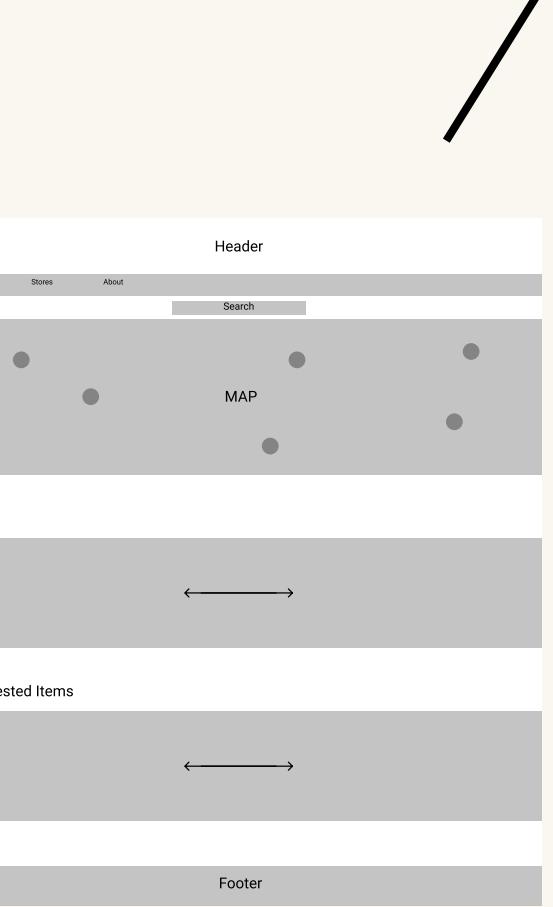
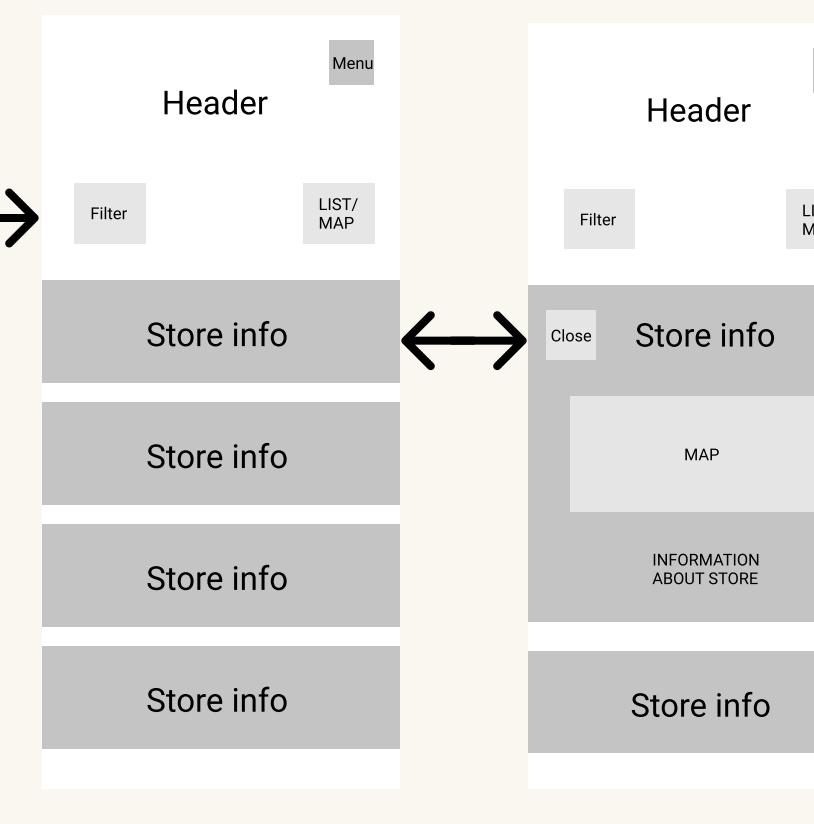
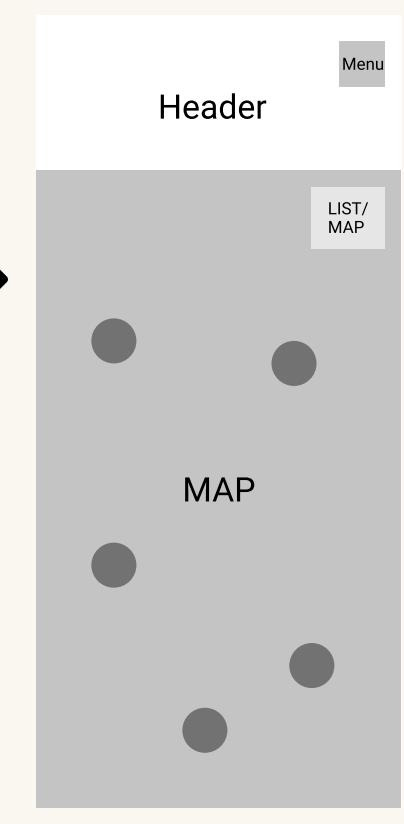
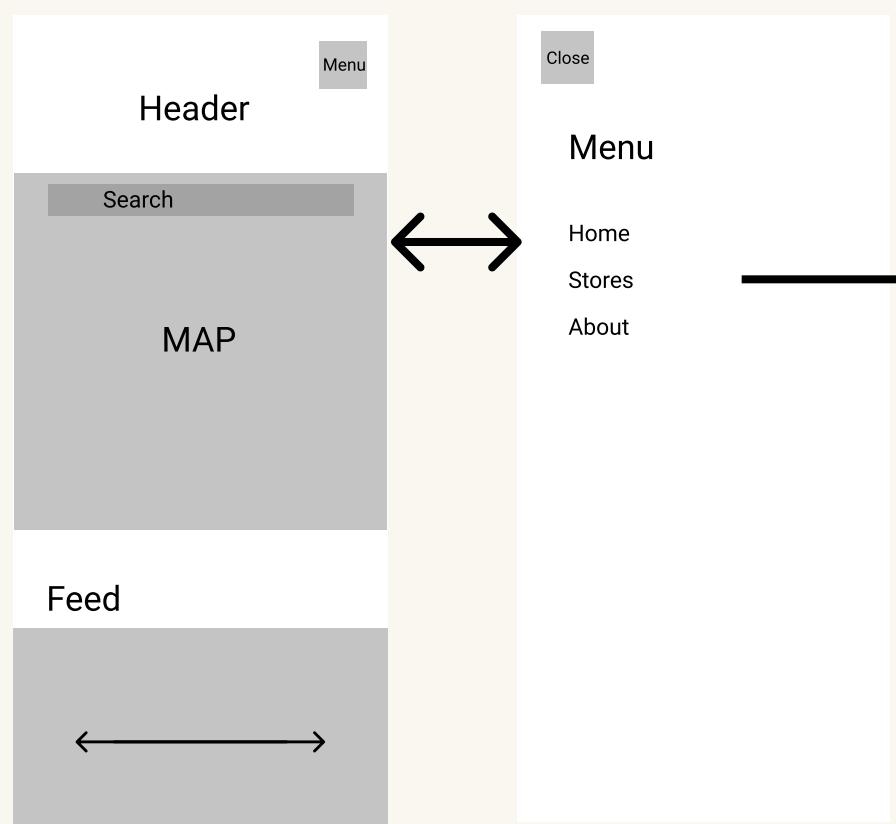
Rounded corners 10

**Navigation Bar**

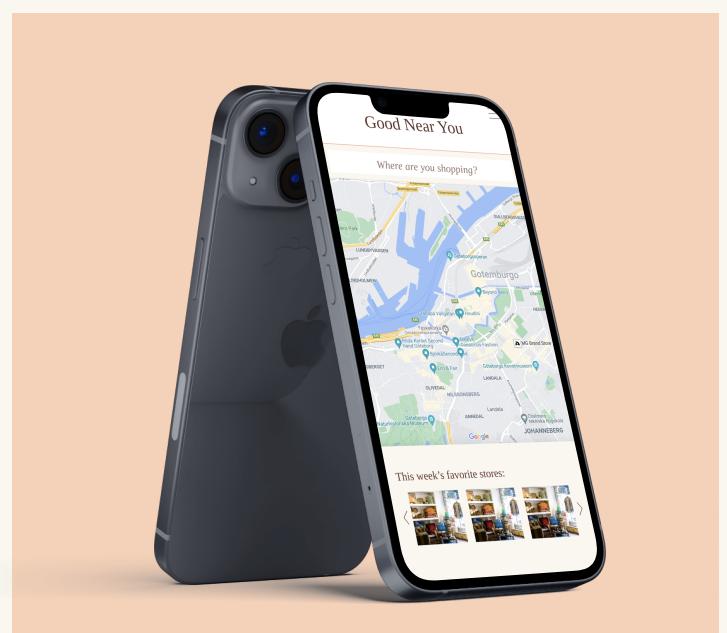
Homepage Near You About

# DIRECTION 1: WEBSITE

A website that allows the user to find stores in the area nearby and also search for stores in other areas. The website also provides information about each store.



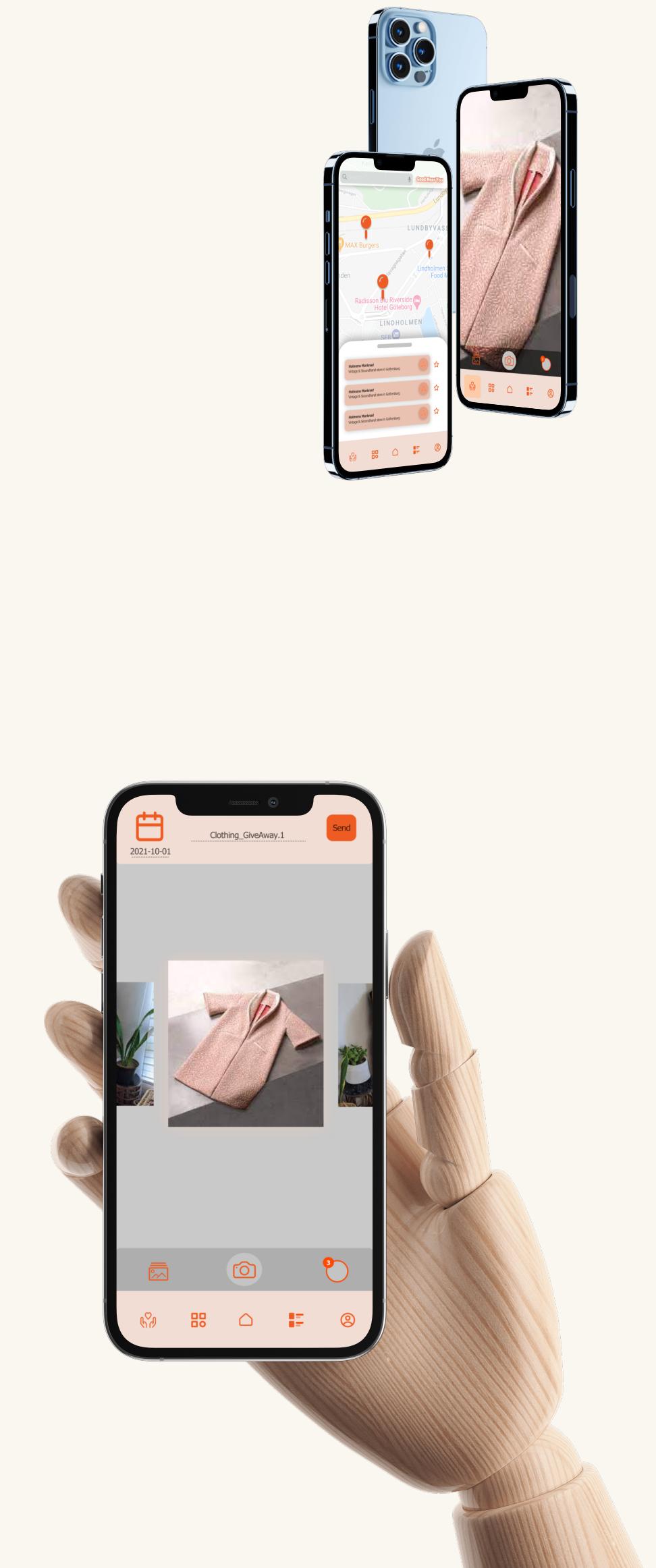
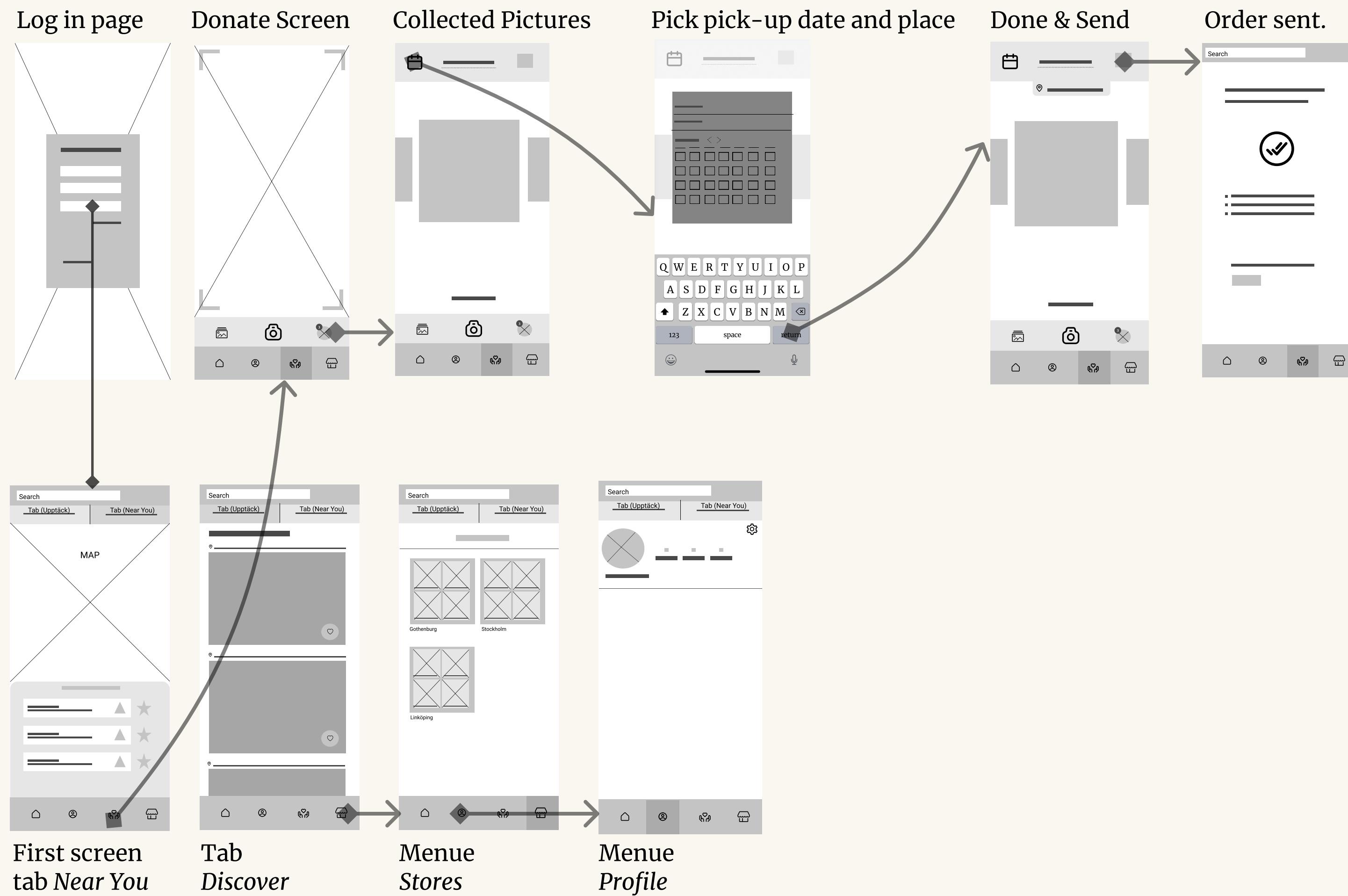
Visual map and list of all the stores near the user



Feed sharing what people have been buying

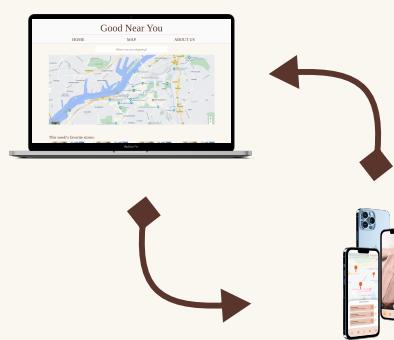
# DIRECTION 2: A MOBILE APP - WIRE FLOW

Same functionality, with the addition of a service that allows the user to donate clothes.



# CONCLUSION

How will you continue the project to the final implementation?



## Empirical Research - Comparison

Present our two concepts and ask question

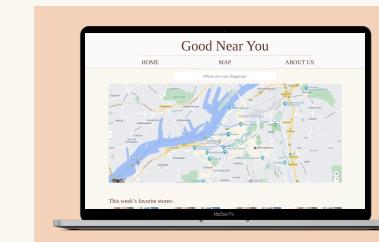


## Discussion

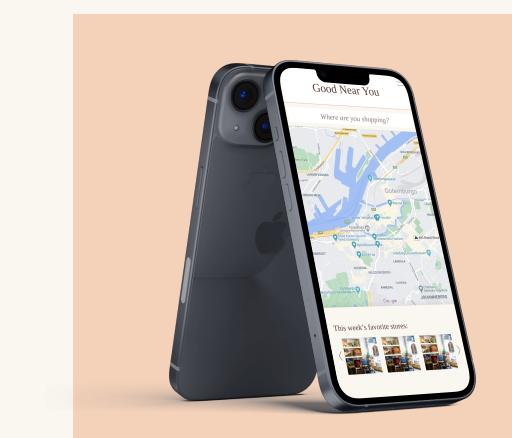
Discussion within the project group of the result



*“Maybe a website would be more appropriate because I usually end up not using the apps i download.”*



*“It would have been nice to know what respective store “specializes” in, e.g. this store usually have a lot of clothing or this store sells furnitures etc.”*



*“Love the interactive map, love the price range information, maybe add rating and opinions from users about the shops.”*

