

PHILOSOPHY

Most of the consignment stores are on the same street/area, they don't look at each other as competitors, rather indirect partners. Each consignment store offers a unique type of clothing, and diversity of stores, give the consignment shoppers the ability to have a look at a wide variety of items within walking distance.

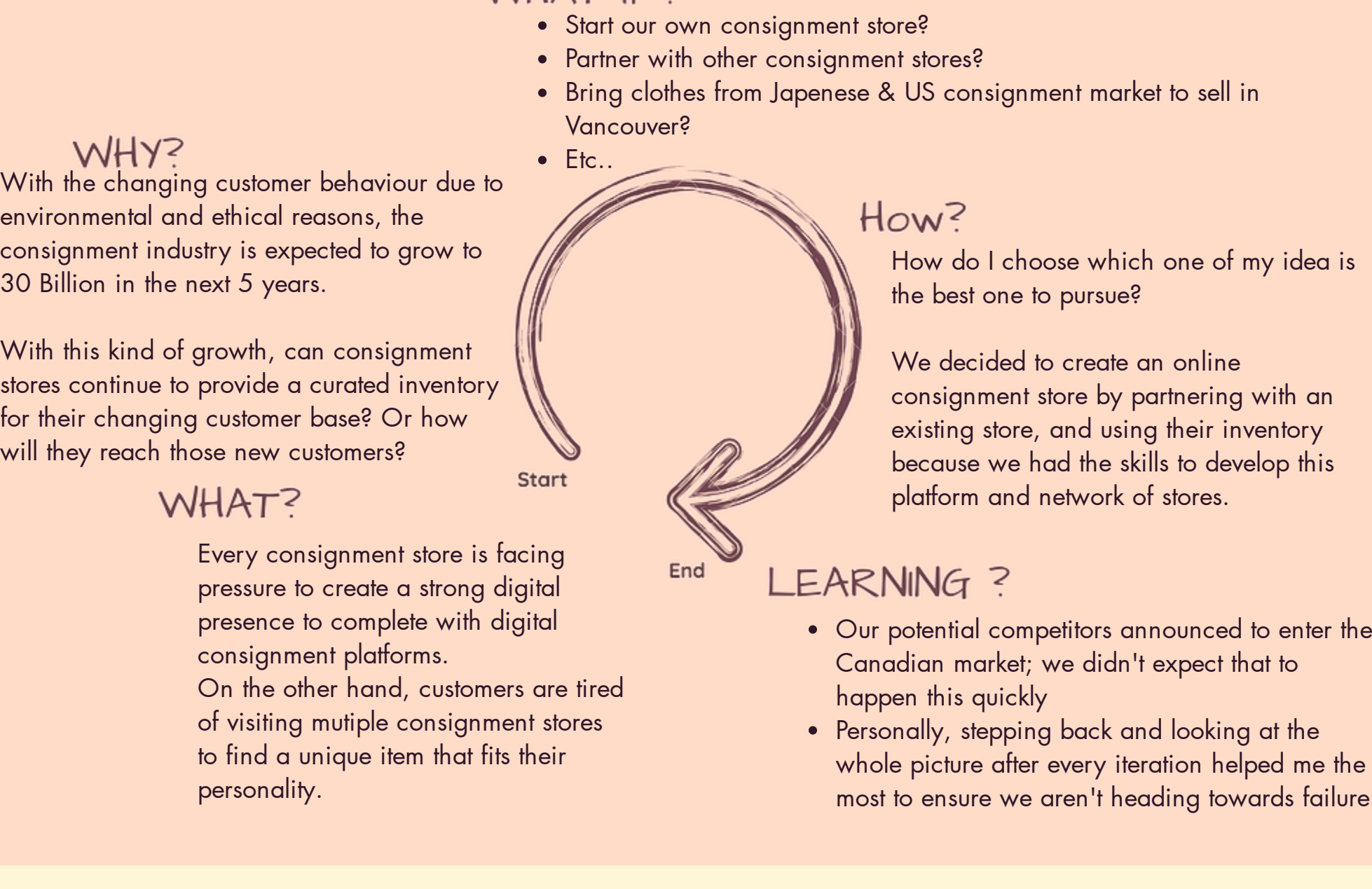
In the digital scenario, all consignment stores have an e-commerce website, but there isn't a road connecting them. We want to reproduce the complimenting scenario by bring curated inventory from multiple stores to a single platform.

THE CHALLENGE

Rethinking the user experience for digital consignment stores?

THE OUTCOME

Bring the display inventory of multiple consignment stores at a single website, this will reduce the pressure from stores to continuously maintain/update their e-commerce store?



RESEARCH & DISCOVERY

Domain & Organizational Research

We started by looking at the consignment clothing industry in Pacific-Northwest as a whole. We analyzed the insights collected from 29 consignment stores (15 Vancouver, 9 Seattle, 5 Portland) for the amount of money, time, and human resources being invested to create or maintain or increase their digital presence and discovered, they invest \$3000 CAD to generate a 5-10% sales. We also analyzed shopping patterns and motivations of 30 consignment shoppers and discovered that lack of curation at online consignment stores is the reason they still prefer to shop at their local consignment store. From the analysis, we made a user persona and defined their experiences, motivations, pains in finding their desired consignment clothes.

Client	Infinistyle
Timeline	3 Months
My Role	Service Designer, Co-founder
Team Members	Megumi Cooks (Co-founder, Marketing)
Tools	Lucidchart, Prototype.io, Sketch, JustMind, HTML/CSS, Canva
Year	2019

Competitive Research

All of these online stores work as a peer-to-peer site, allowing individuals to list their items to sell to other individuals for a percentage of the listing price.

	Infinistyle	The Pasta Haters	ThredUp/Poshmark	TheRealReal
Available in Canada	✓	✗	✓	✓
Commission	10%	8%	20-30%	45%
Inventory Selection	Partner Stores	Partner stores	Peers	Peers
Type of Fashion	Mid - High end	Vintage	All	Luxury


Both ThredUp and Poshmark have recently started shipping to Canada. Based upon customer reviews and have used the site ourselves, there are many issues with the peer-to-peer model such as an overwhelming amount of inventory, inconsistent pricing, lack of seller accountability and product quality. All of our competitors leave room for improvement in the online second-hand retail industry for customer service, user experience, especially for item selection and overall website design and aesthetic.

Objective

Business Goal	User Goal	Project Goal
Infinistyle simplifies e-commerce for consignment stores, and providing access to a larger number of customers in their targeted market, from different cities, without having invested any money in setting-up infrastructure	Infinistyle simplifies e-commerce for consignment stores, and providing access to a larger number of customers in their targeted market, from different cities, without having invested any money in setting-up infrastructure	Creating a business model and a prototype using the collected data from primary and secondary research. Further, ensuring that initial features solve the top-priority pains of the users and partner stores, giving the opportunity to establish credibility and trust among the users.

User Persona (Consignment Shopper)

Erin was brought up in Vancouver and went on camping trips with her dad every summer. To reduce her carbon footprint she turned into a vegetarian when she at the age of 14 and has continuously tried to maintain a low-carbon lifestyle. Erin works as a marketing assistant and a part-time consultant, and requires a continuously changing wardrobe, for networking events, and client meetings.



CHARLOTTE WALKER
27, Vancouver
MARKETING MANAGER

STATUS: SINGLE
TIER: MID-LEVEL
SALARY: \$75K
ARCHETYPE: PERFECTIONIST

PERSONALITY

- Busy Schedule
- Environmentally conscious
- Variety of clothing in wardrobe
- Unique dressing style
- High salary

BIO

Erin wants high-quality pieces but doesn't want to buy new clothing due to budget constraints and environmental concerns. Also, she doesn't have the time to go out to various stores. She wants her clothing to communicate the uniqueness of her personality but is tired of finding fast fashion items at consignment stores.

She enjoys reading fashion and home décor blogs and will sometimes go to pop-up consignment stores. She's also trying to get rid of her unwanted clothes, by selling those to consignment stores or peers, instead of donating the clothes.

Goals

- Find unique clothing for a considerable lower price
- Ability to know the stock and type of collection with a consignment store, before physically going to the store

Frustrations

- Lack of curation at consignment stores
- Lack of information, about what sort of collection, does a consignment store has to offer
- Commuting to each store is time-consuming

Pain Points

- Find unique clothing for a considerable lower price
- Ability to know the stock and type of collection with a consignment store, before physically going to the store

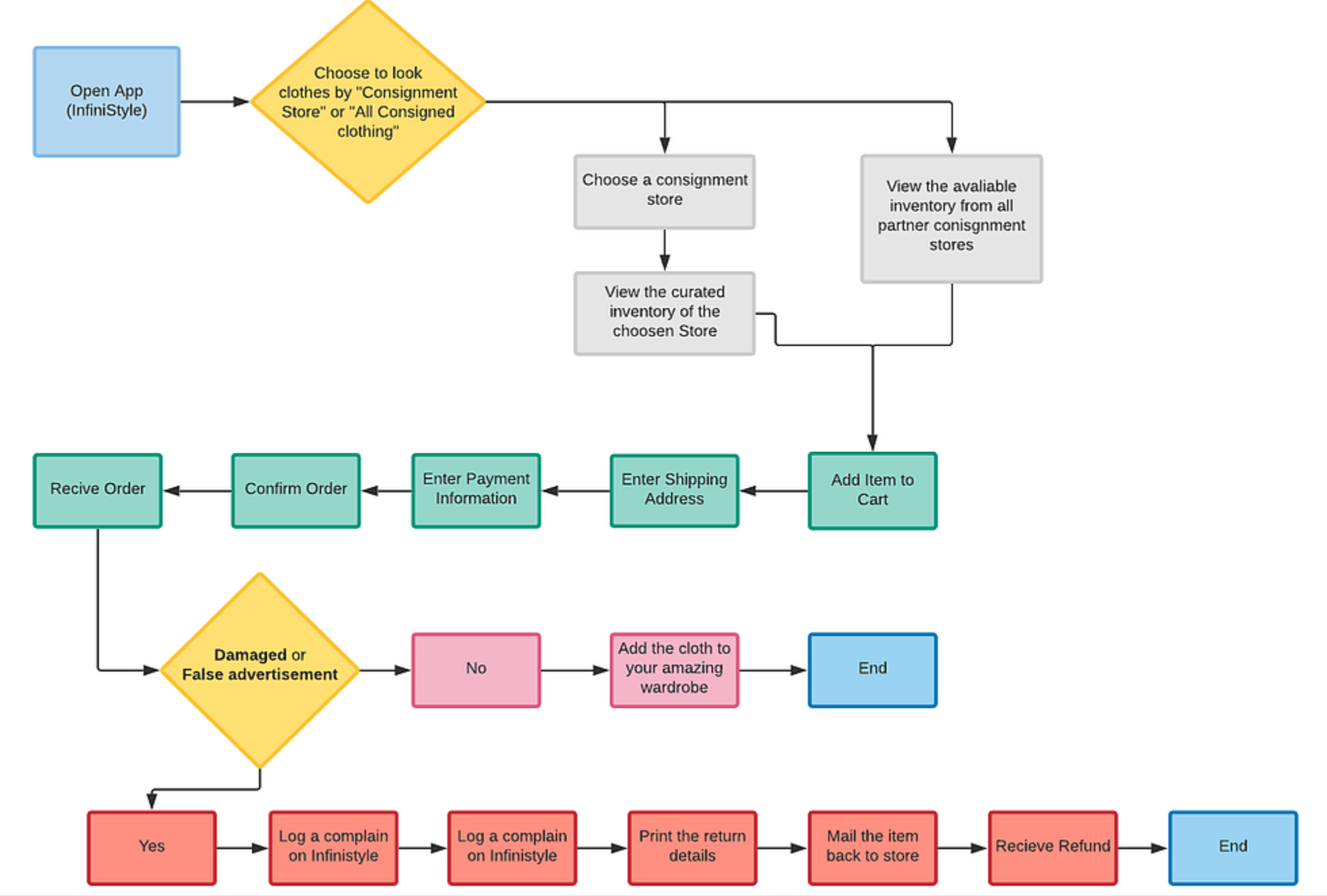
"I want to easily get an access to consignment store's curated inventory, without having to browse through multiple websites, and physically visiting the store"

Interviews

I crafted the questions and conducted interviews on both consignment/thrift shoppers and consignment stores (possible partners). Some quotes that stuck out from the user interviews were:

- 01/
"Finding desired clothing in her size is her biggest pain point, as consignment stores store tend to have a single piece for every style." - Zoe, an environmentally conscious shopper
- 02/
"I didn't know, it take 2,700 liters of water to make a T-shirt" - Ali, an occasional consignment shopper
- 03/
"On An Average, we spend 40-person hours and \$3,000 on maintain a digital presence; while only 5-10% of sales made are via all our online platforms" - Owner of Community Vintage (a consignment store in Vancouver)

User Flow



Feature Prioritization

Based on the research, persona creation, and user flow, I worked with the team to define the Not Needed, Must Haves, and Nice to Haves for Infinistyle, which will.

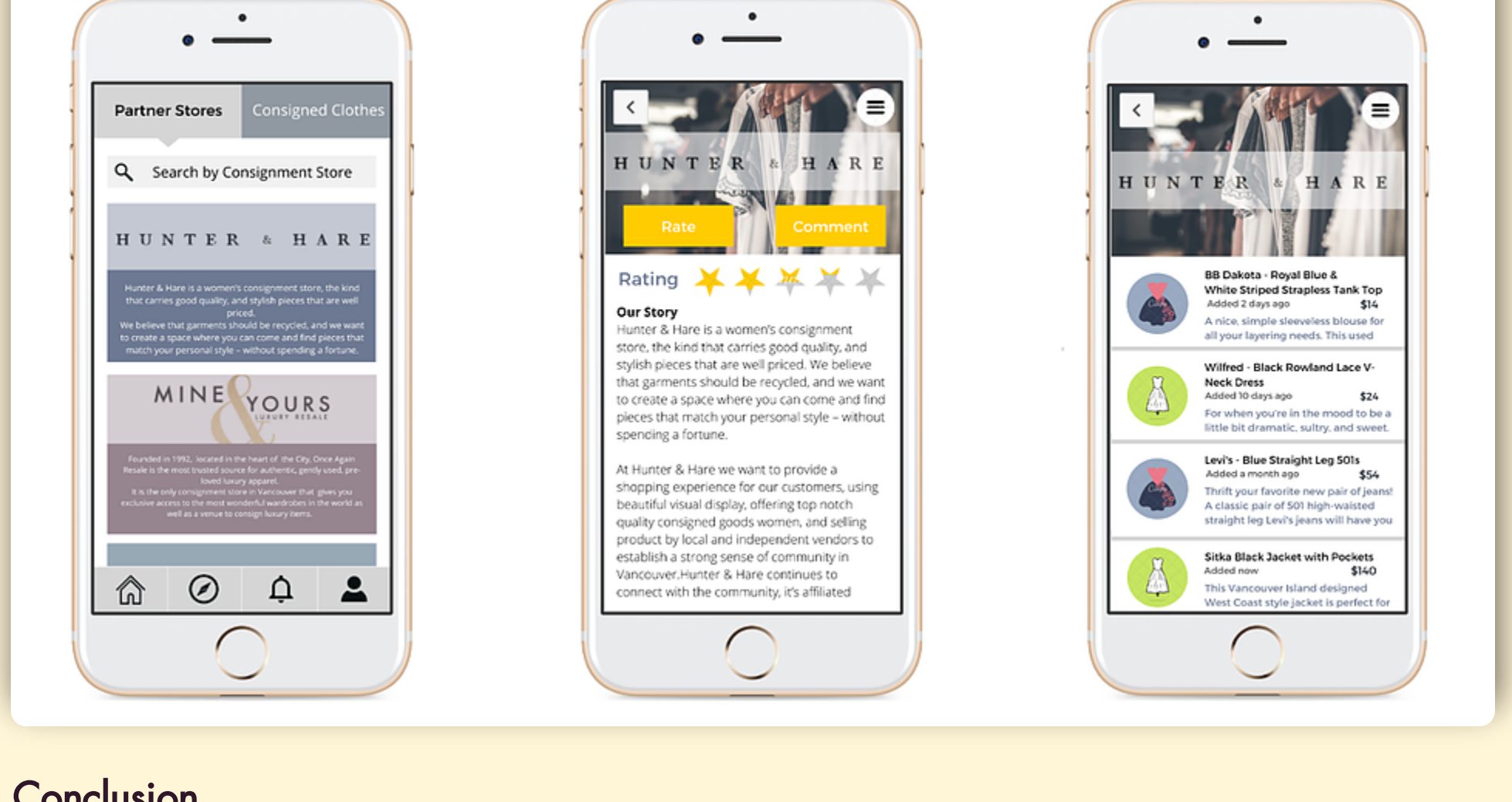
Not Needed	Must Have	Nice to Have
1. New Inventory alert	1. Consignment store profile 2. Consignment store reviews 3. Direct messaging between partner stores and customers 4. Filters 5. Shipment tracking	1. Water Conservation Display 2. Customer service helpline for refund policies 3. Report a partner store

Water Conservation Display, to educate our users about the water and other natural resources conserved, and how much CO2 emission was saved by customers choosing to buy used clothing, instead of new or fast fashion items. There exist a popular belief, that an individual cannot make the change alone, and we want to challenge that belief, via resources save meters. We plan to show how much change can the actions of a few individuals and early adopters have on conserving the environment

Prototype Iteration

We started our design phase by creating paper prototypes. This allows us to iterate quickly after testing, before moving into digitizing the wireframes. The initial paper prototypes were tested with consignment stores and updated to meet the needs of the consignment stores.

Using all the sketches, we designed this prototype to visualize the platform for the users and consignment stores, to check if this design has the ease of use without sacrificing the clothing curation part.



Conclusion

We achieved our goals of creating a basic product that fills the gap in the consignment market and helps our partner consignment stores to focus more on generating curated inventory than fearing losing customers due to lack of digital presence.

The project has evolved into **ForkCha**, a venture reducing food waste by connecting B.C. farmers with high-end restaurants, for their excess produce, which would otherwise end up in a landfill. I am currently working on the venture, message more if you will like to know more.

Future Consideration:

The project was developed as a part of the entrepreneurship course, and the course focused intensively on user research and iterative development of the business model. Due to which we couldn't design and build the prototype for our business users. To have a fully functioning MVP, I'd like to complete the prototype for consignment stores and users.