

IHCI Second Project Submission

ONLINE THRIFT STORE

CLOTHES DESERVE A SECOND CHANCE

Problem Statement

As we all know, fashion is a fast-growing and ever-evolving field, constantly shaped by changing trends, consumer preferences, and technological advancements.

But do you know how much this industry contributes to **excessive waste** and **pollution** due to its rapid production cycles and reliance on cheap materials?

Up to 100 billion garments are produced by the fashion industry every year. And yearly, as much as 92 million tons of clothing end up in landfills. Only 20% of textiles are collected for reuse or recycling globally. Almost 60% of all clothing material is plastic. Nylon, acrylic, and polyester textiles are just a few examples of these synthetic fibers that have become so ubiquitous in our wardrobes. Textile production generates 42 million tons of plastic waste per year, making the textile industry the second-highest industrial sector after packaging. Every time a synthetic garment is washed, it releases tiny plastic microfibers into the water. Up to 500,000 tons of microfibers end up in the ocean every year. Textiles and fashion waste account for 9% of annual microplastic pollution added to our oceans. Additionally, the footwear and garment industries combined are responsible for 8% of global greenhouse gas emissions.

This calls for a change. Thus, we have decided to make an app that will help us reuse, reduce, and recycle textile waste.

Online thrift stores/e-commerce platforms allow consumers to buy and sell second-hand items. These types of platforms promote the reuse of goods, reducing waste. They offer budget-friendly options and allow them to buy items in a fraction of the time. They provide users with a wide variety of products, from rare finds to everyday essentials.

But along with this positive trend, thrift stores are facing many challenges.

- Thrift stores are scarce, leaving consumers with limited access to affordable, second-hand clothing.
- Lack of quality items and variety of items in thrift stores due to less popularity.
- There are misconceptions among consumers about the quality of items, hygiene, or the shopping experience at these stores.
- Thrift stores are not easily accessible to all especially rural communities.
- They struggle with maintaining good quality and attractive inventory.
- It's a challenge to determine the fair price of items.

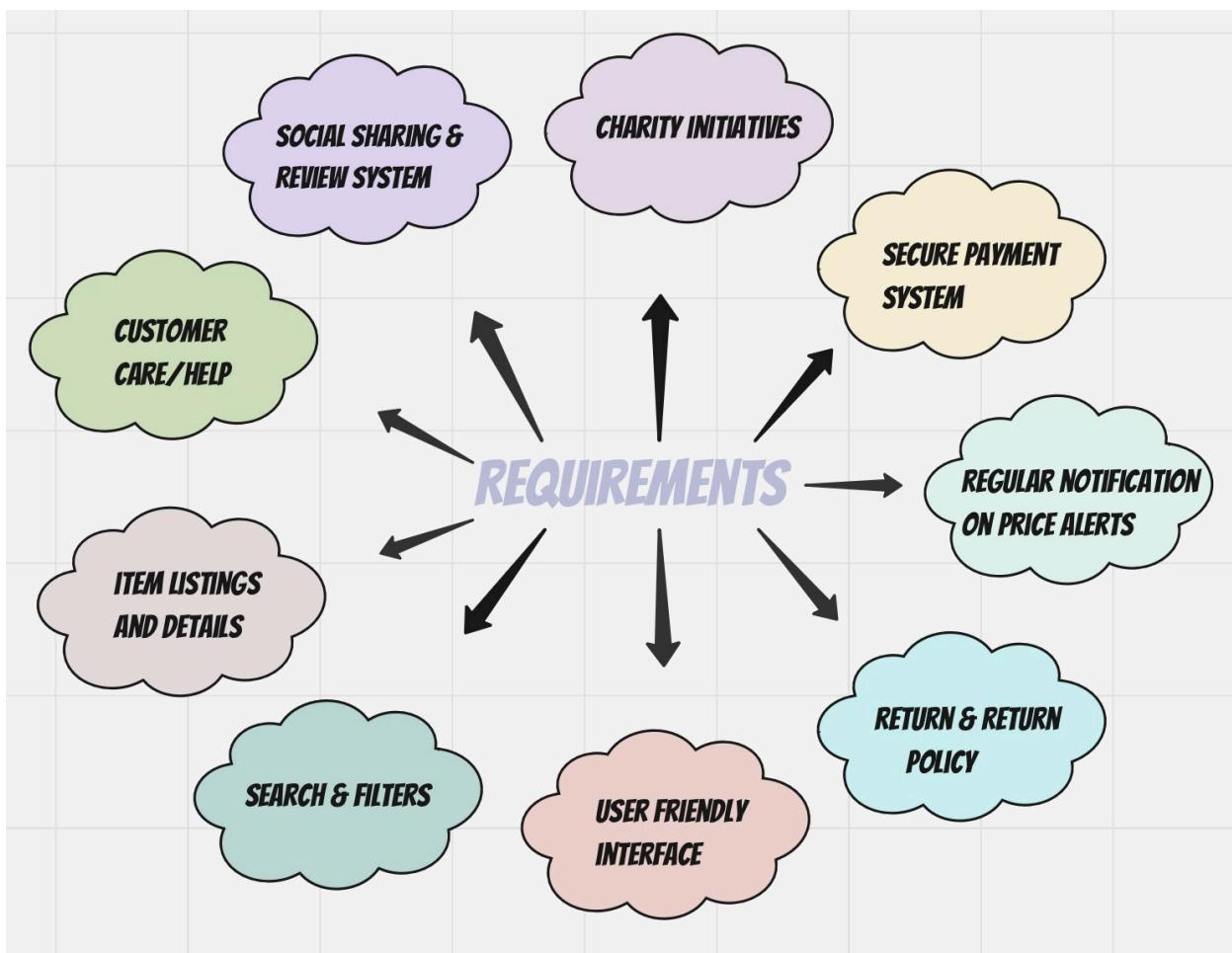
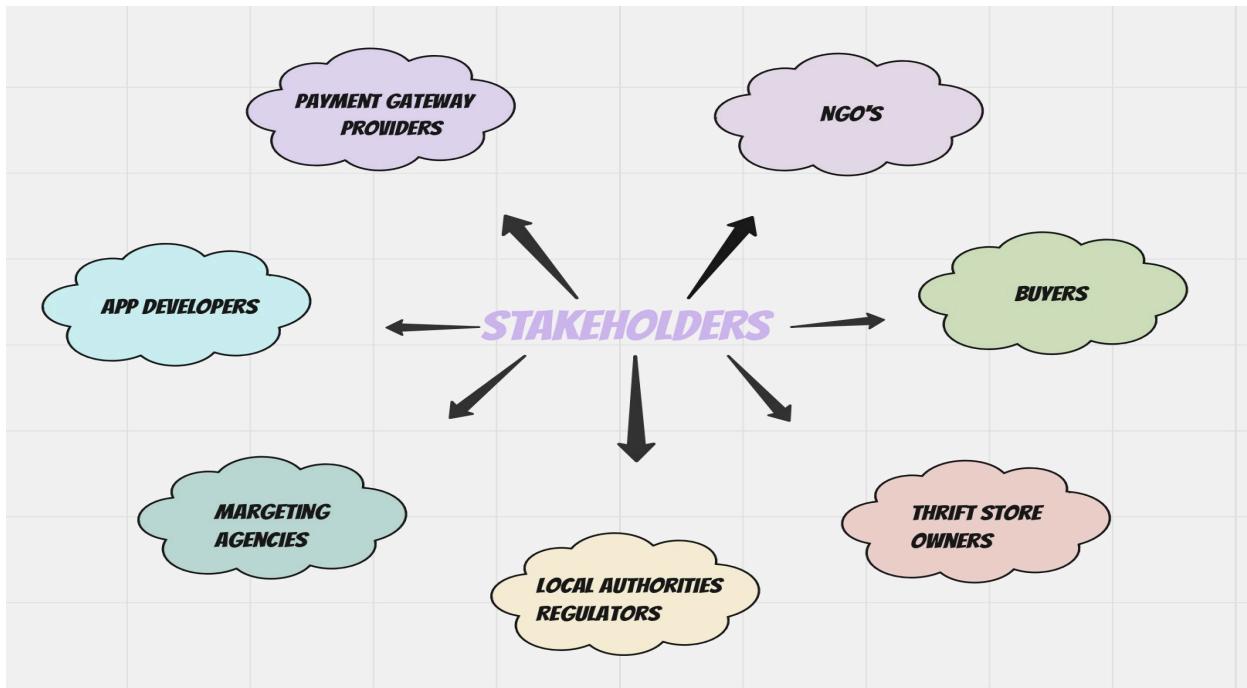
Online platforms are great competition where people can sell their used items, and consumers can buy items more conveniently as compared to traditional thrift stores. The number of India-based online thrift apps is very few, and none of them are maintained properly for a large user basis.

Its target users will include mostly teenagers, and young adults, as they are the ones that engage the most in fast fashion, and middle-class families, as they can buy good quality clothes at much cheaper prices.

Requirement Gathering

STAKEHOLDERS INCLUDE :

- Thrift shop owners
- Thrift shop customers
- App developers and designers
- Payment gateway providers
- Local regulatory authorities (Delivery agencies, tailors, etc.)
- Non-profit organizations
- Marketing Agencies



Personas and Scenarios



PROFILE

I am 18 year-old secondary school graduate and just started my first semester community college. As a fashion enthusiast I want trendy clothing with much affordable prices.

SANJANA

Student

- Sanjana is a budget-conscious shopper who frequently visits thrift shops to find unique items at affordable prices. She may also be a reseller, looking for items to flip and make a profit.
- Sanjana enjoys the thrill of the hunt and has a keen eye for vintage fashion and collectibles. She expects the app to have a wide variety of items, user reviews, and filters to sort through items efficiently.



RIYA

PROFILE

I'm a 28 years old Eco-Fashion Enthusiast and I dedicated my life to protecting the planet. I have a deep love for nature and a strong belief in the importance of sustainable living. Growing up in a family that valued environmental responsibility and have always been conscious of their ecological footprint.

- Riya is environmentally conscious and wants to support sustainable shopping by using the app to reduce waste.

- Riya looks for eco-friendly and ethically sourced products. She values an app that highlights the sustainability and environmental impact of each item and offers tips on recycling and repurposing.



DEV

Fashion Reseller

PROFILE

I'm a Fashion Reseller marketing professional and has a passion for fashion and a desire to declutter their wardrobe while making some extra money. I accumulated a collection of clothing over the years and want to give these pre-loved items a second life.

- One of my primary expectations is to make extra income from the sales. Dev have hope that the revenue generated from selling his pre-loved clothing will provide a financial boost that can be used for personal savings, paying off debts, or funding other hobbies and interests.
- I look forward to connecting with like-minded fashion enthusiasts and building a community of buyers and sellers who share a passion for style and sustainability. Building relationships with customers and other sellers can be a rewarding aspect of the experience.

Tanu

Thrift store owner

PROFILE

Tanu is a 30-year-old local thrift shop owner and passionate for vintage and second-hand clothing. She has successfully run her thrift shop for over a decade and has a loyal customer base in her community. Tanu want to expand her business and reach a large audience by listing her rare finds on an e-thrift app.

Tanu owns a local thrift shop and wants to expand her reach by listing items on the e-thrift app.

Tanu is not tech savvy and prefers a user-friendly app with simple listing and payment method. She values prompt customer support and assistance.

By providing items on the online thrift app, Tanu aims to increase her sales and profit. She thinks that the online platform can open up new revenue streams for her business.

Alia

Fashion influencer

PROFILE

Alia is a 28-year-old fashion influencer with a strong online community. She's famous for her style and to discover talents in the fashion world. Alia is always on the search for trendy clothing and accessories to feature in her content and recommend to her followers.

Alia is a fashion influencer who uses the app to find unique clothing and accessories for her content and to recommend to her followers.

Alia seeks a well-designed app with social sharing features, a virtual closet like feature to check outfits, and an option to collaborate with other users for styling suggestions.

Alia aims to engage her followers with fresh and exciting fashion clothing. By finding and showcasing unique fashion item, she wants to increase her influence and grow her social media community.

Problem Understanding

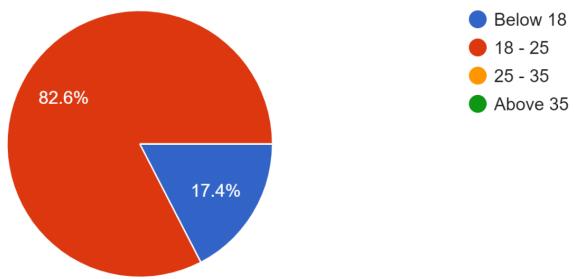
This online thrift store is a mobile and web-based platform that connects thrift shop owners, thrift shoppers, NGOs, etc., in a user-friendly and sustainable manner. It offers a wide range of pre-loved items, from clothing to accessories. The following chart is based on our hypothesis about what problems our main stakeholders will face.

IDENTIFYING PROBLEMS

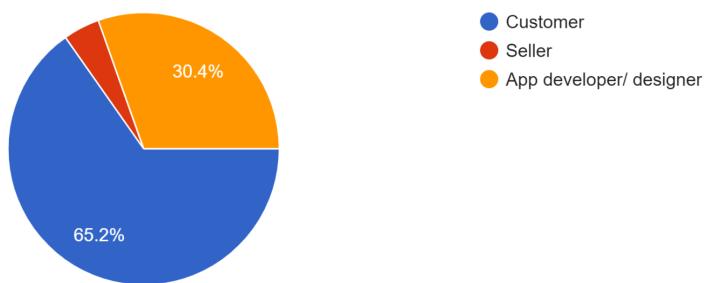
CUSTOMERS	SELLERS
<ul style="list-style-type: none">✓ Quality and condition of clothes✓ Less variety✓ Testing at the end✓ Almost zero accessibility✓ Not very famous and normalised yet✓ Fair pricing	<ul style="list-style-type: none">✓ Less reach & publicity✓ Competition in market(eg amazon,myntra)✓ Inventory management✓ Technology & website management✓ Trends/ fast fashion

We conducted a survey through Google Forms to rectify, and the following were the results:

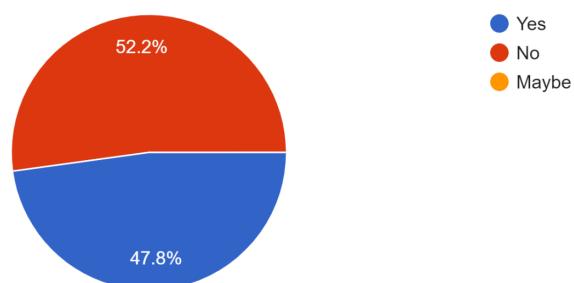
Age
23 responses



Are you a ..
23 responses

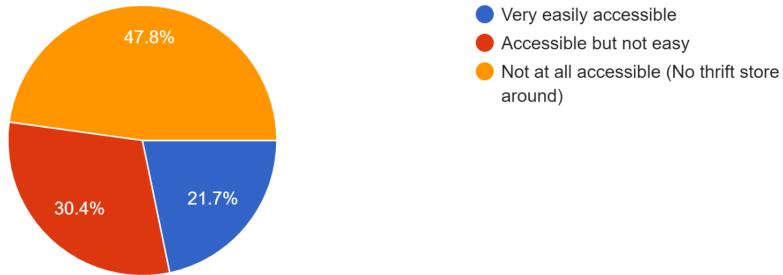


Have you ever experienced shopping at a thrift store ?
23 responses



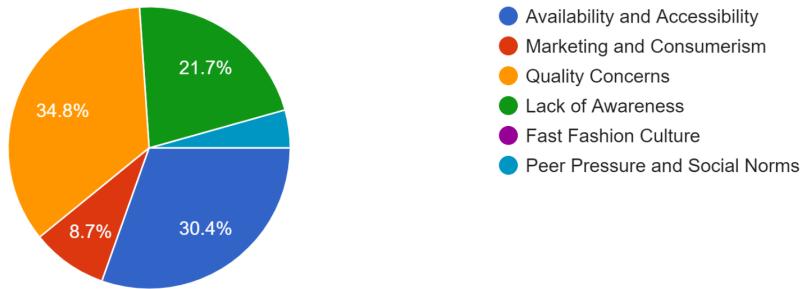
Is there a thrift store in your neighbourhood ? What is their accessibility?

23 responses



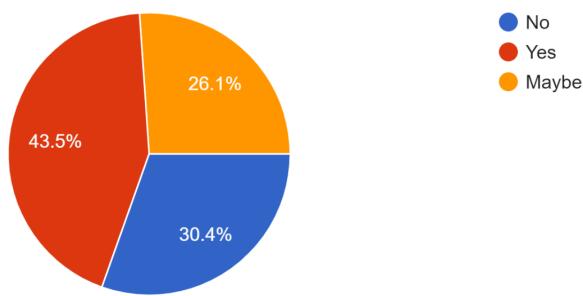
Why do you think the concept of thrift shopping is not yet very prevalent?

23 responses



Would you prefer thrift over other clothing brands if it made accessible and user friendly?

23 responses



What are your concerns regarding the current situation of the thrift culture?

15 responses

Lack of awareness among people

None

hygiene

In Indian like I am in gurgaon i haven't seen any thrift stores there are only malls and markets so glad if have some around

Less available and unawareness about it

Well , there is no awareness for thrift shopping and people in our community kind of also wants it.

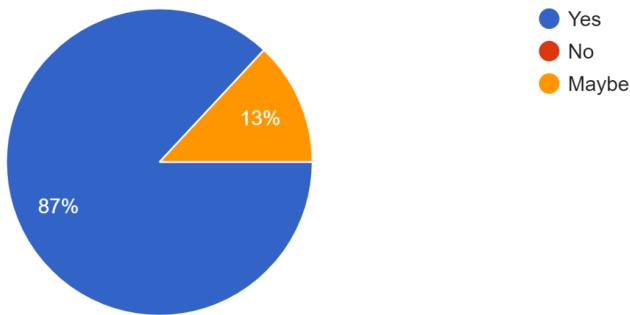
concerns about the cleanliness or condition of items.

It is quite important for the society but due to lack of awareness it is not much prevalent in the society.

Not enough poor people know about it

Would you ever be interested in donating your clothes ?

23 responses



What features would make your shopping experience more enjoyable and convenient ? What are you looking foward to in our app?

12 responses

Return and exchange policy,many payment options COD ,credit cards ,paypal ,paytm

To enjoy its features

fashion thrifting

Easily available and visible

Brand wise section for all items and also a user friendly interface where it would be easy to access all the items.

Give rewards to the people who donate clothes

Your app aur web page should be easy to use and it should be trustble

Let it launch first, then only I can tell you something

According to my lifestyle feature would help

According to the survey performed, we have noticed that the idea of thrift shopping is not known among the masses. There is a **need to spread awareness** about the concept and the benefits of thrift. More than 50% of the people have not even heard of the word.

Secondly, since it is unknown among people, there are **no thrift stores** in most parts of the country, even in a well-developed city like Gurgaon, which is very surprising.

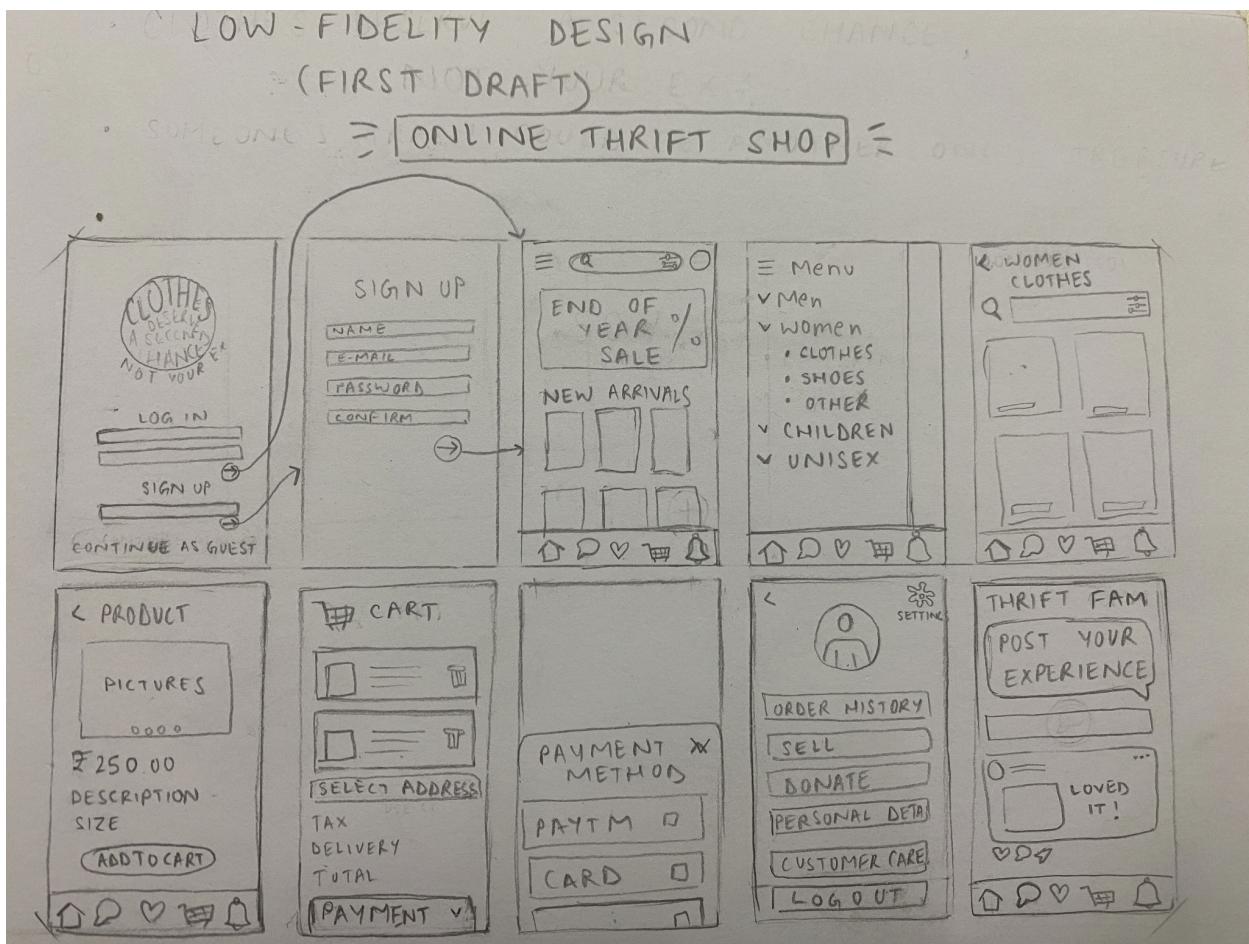
The third problem that arises is about **quality concerns**. People are concerned about factors like hygiene and the physical condition of the product. From previous experiences, they have seen that some thrift stores deliver torn items or dirty clothes.

This will be taken care of because we, as a team, will ensure that the item that has been sold to us is in good shape. Further, we will sanitize it, and it will be kept in good condition until sold.

Next, we have complaints about **less variety in the inventory**. Only clothes that users sell are put up, and since there is less engagement of people who are willing to sell, there is less variety. To solve this problem and promote donation, we have introduced a system of credit points on our app. In this, users who engage by selling, donating, and participating in donation drives and initiatives will get credit points, which they can use to get discounts while purchasing from the app. This will promote reselling as well as increase the engagement of users on the application.

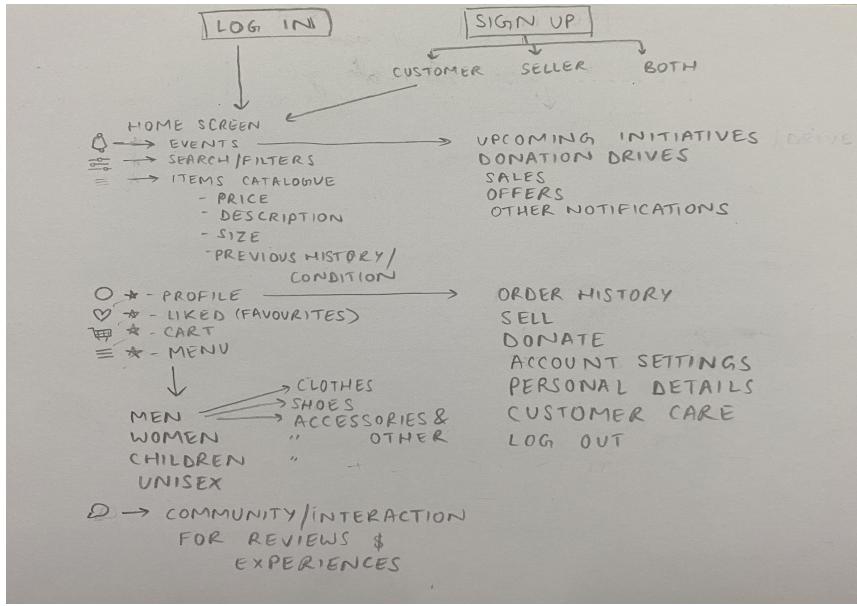
Other than that, most people are in favor of the concept of reselling clothes as they themselves are tired of managing excessive cloth waste at their homes. They are also interested in donating, which gives us a green signal to continue working on the project and gives us signs that this may change things for the better in our society. A lot of waste would be reduced, and a lot of money would be saved. Other than that, the needy will benefit from it, and the nation will grow more conscious of the environment. This will undoubtedly be a part of the recycle, reduce, and reuse movement. **If taken seriously, THRIFT could be the new trend itself. It is an affordable fashion with infinite possibilities.**

Low-Fidelity Designs



1. Log in page
2. Sign up page
3. Home screen
4. Menu
5. One of the sections in the menu
6. Product page
7. Cart
8. Payment options
9. User profile
10. Community page

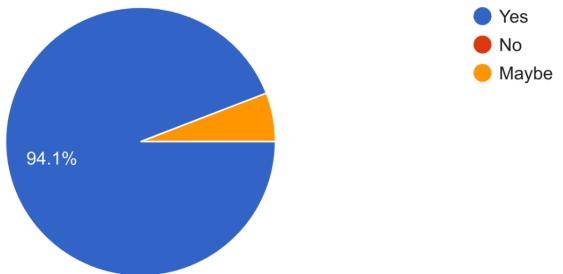
Please refer to the following mind map if you don't understand any icon or design: (TASK FLOW)



Low-Fidelity Testing and Testing Methodology

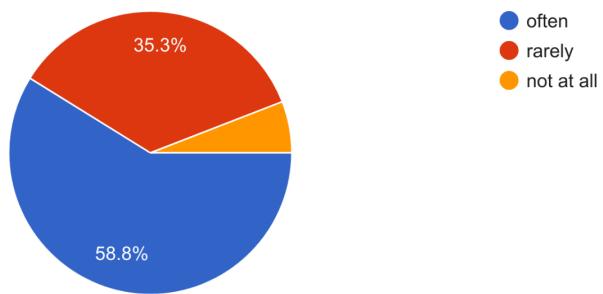
Please answer the next few question with respect to the image below. Does the design look user-friendly?

17 responses



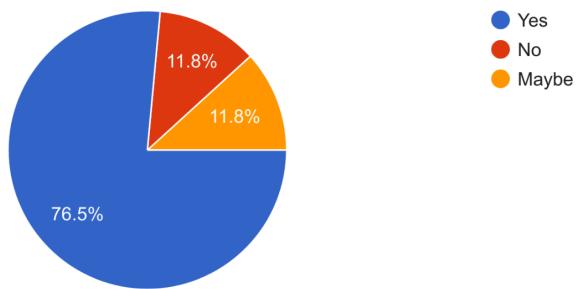
How often do you think you will use this app?

17 responses



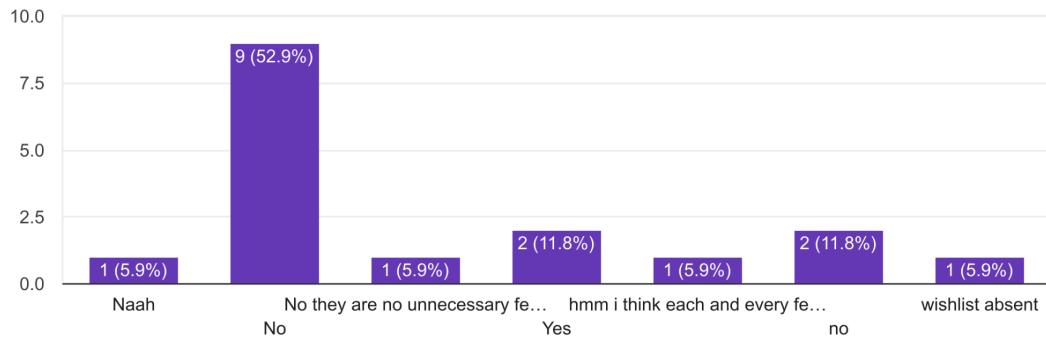
Do you like the overall feel of the application?

17 responses



Do you find any feature unnecessary? (no/ yes) mention if yes.

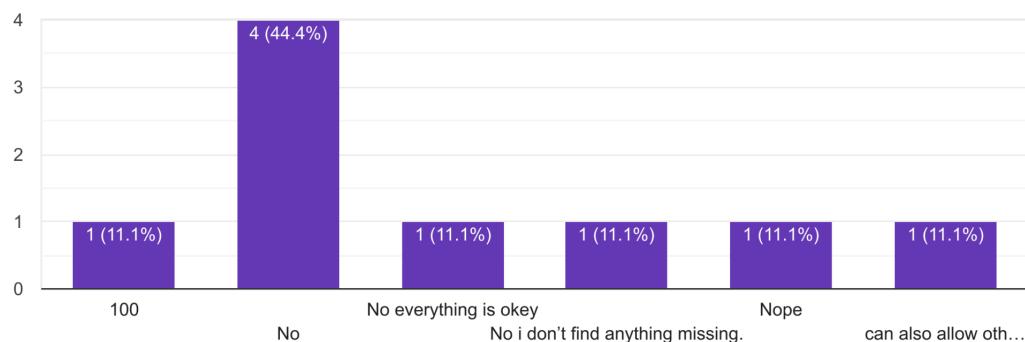
17 responses



Do you find any feature missing in the application or any changes you would like to suggest? For eg.

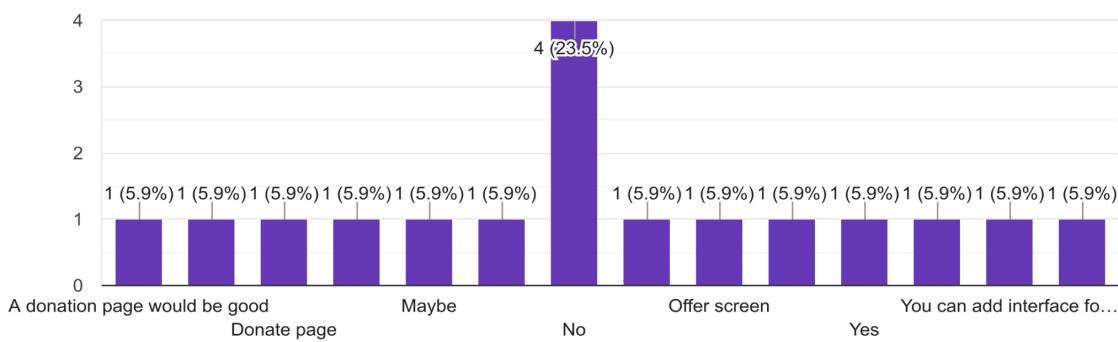
Credit points system.

9 responses



Any other screen you would like to see in the alternate design? For eg. the donate page, offer screen, selling interface etc.

17 responses

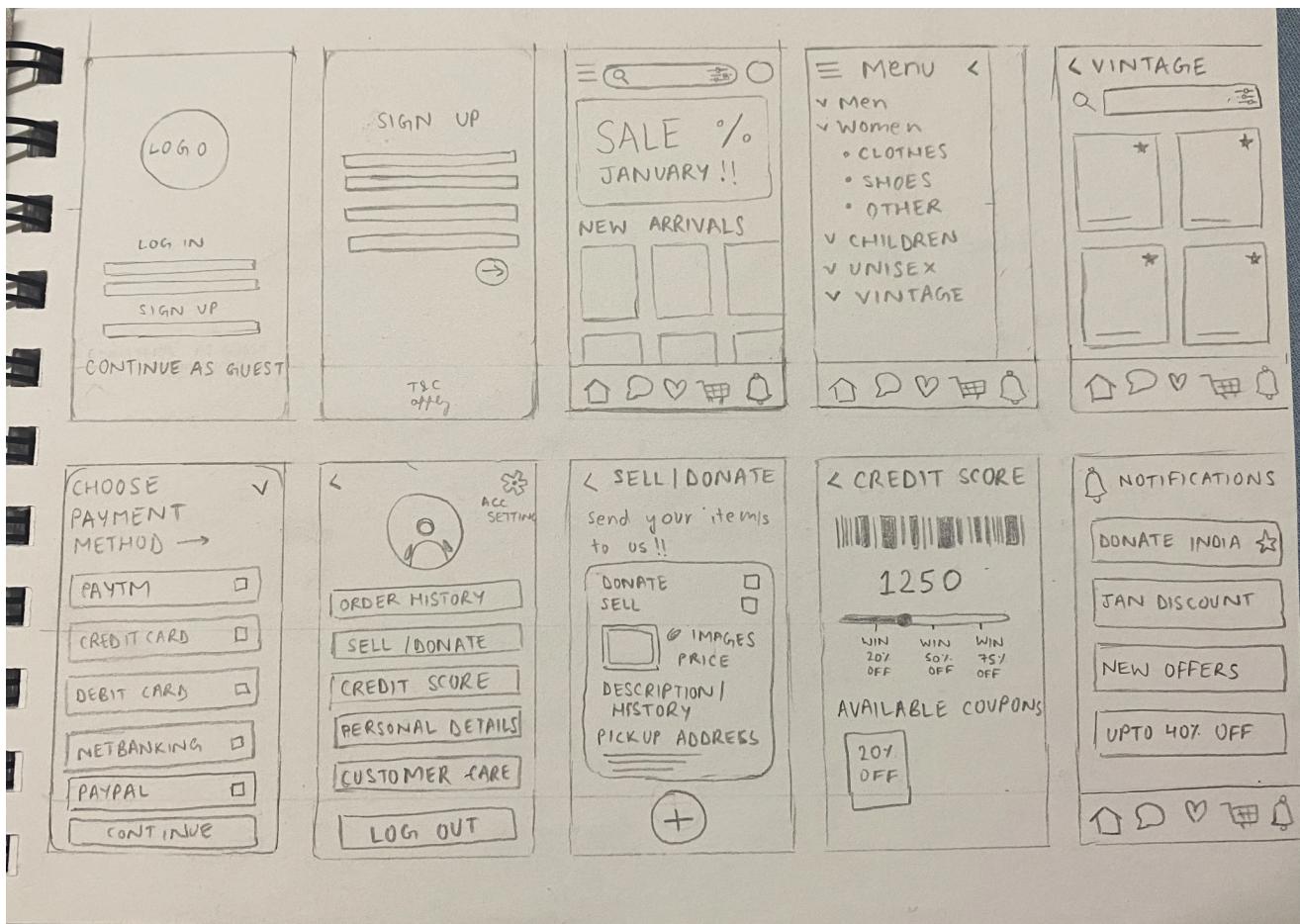


Limitations :

Based on the survey, we came to realise certain things that were missing for example offer page, a credit score system, account settings, etc. The donate feature and some more features were missing, which we have added in the new alternate design.

Alternate Design

Based on the feedback form, we have made some changes, keeping in mind the requirements of the stakeholders as well as the ideas suggested.

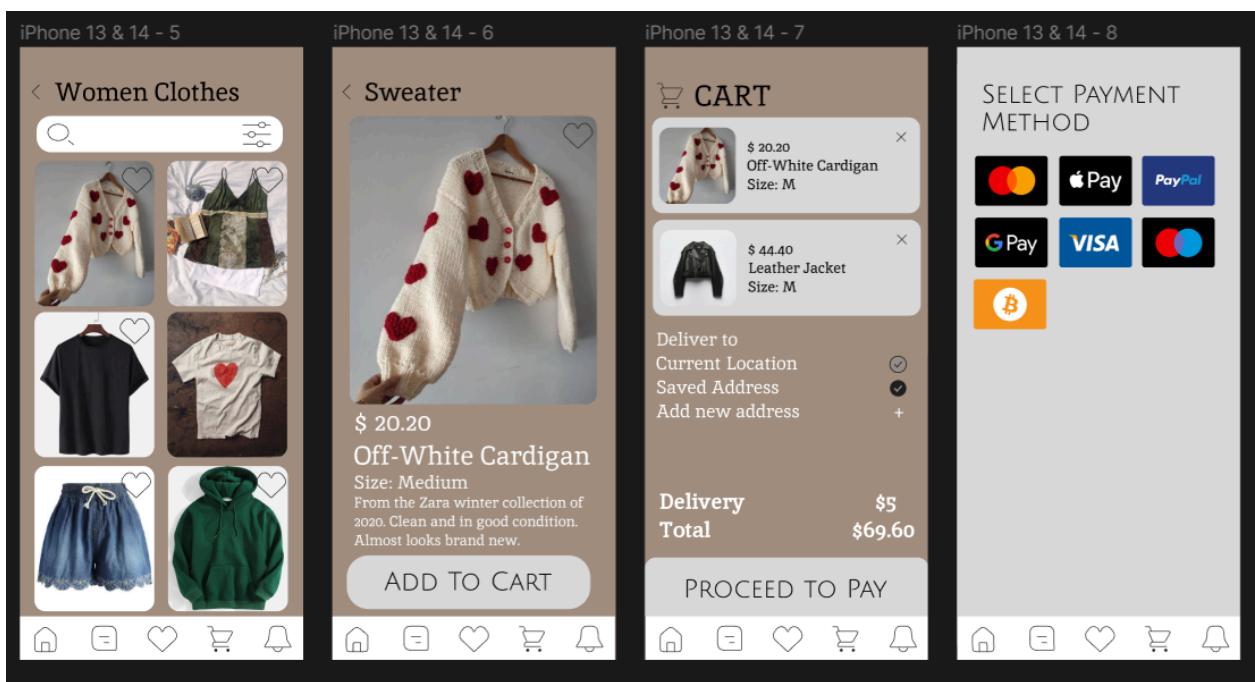
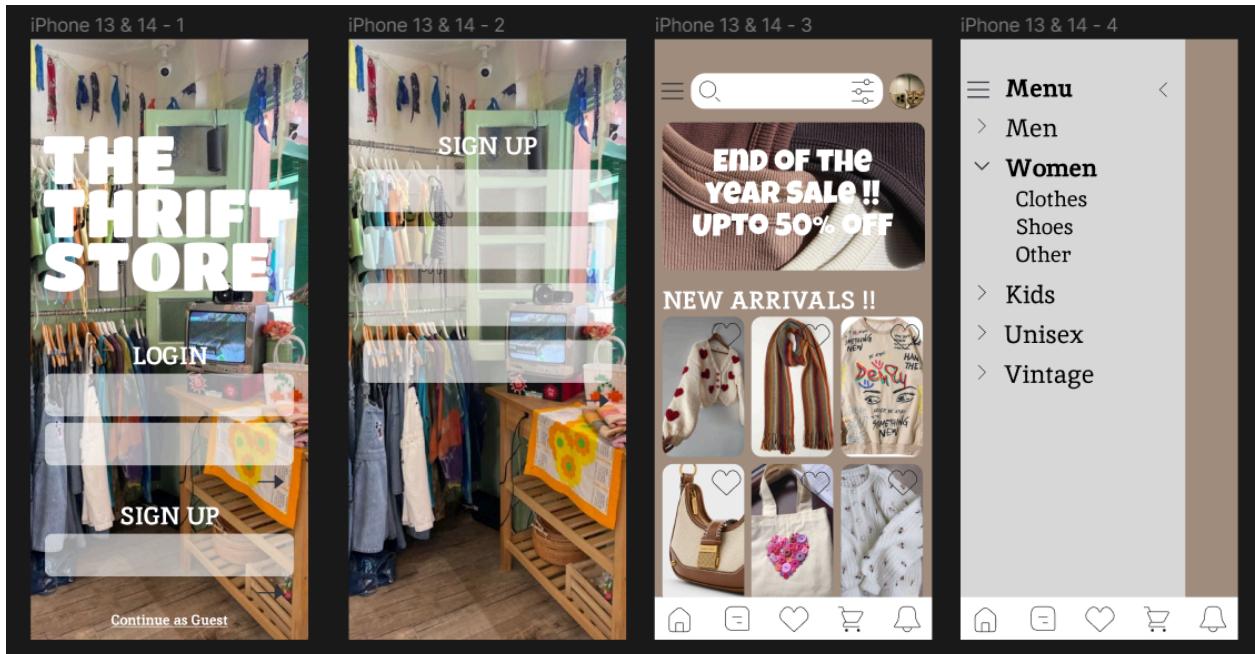


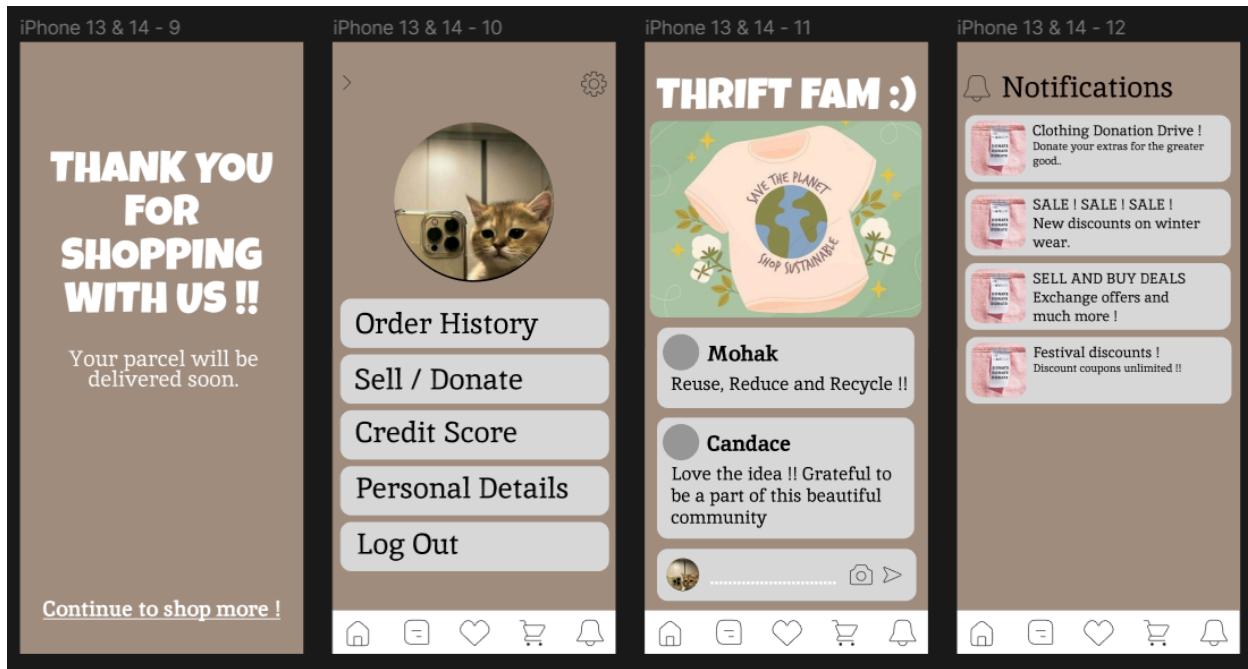
1. Log in
2. Sign up
3. Home page
4. Menu
5. Vintage collection section
6. Payment method
7. Profile screen
8. Sell/ donate page

9. Credit point feature
10. Events and other notifications

Working Hi-Fi Prototype along with User Evaluation

[Online Thrift Store HI-FI](#)

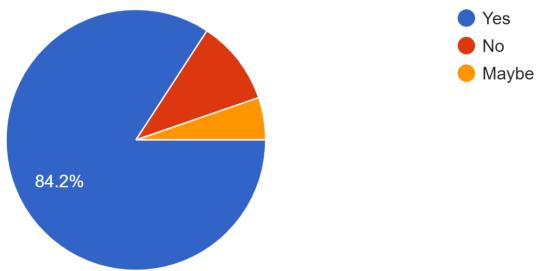




Evaluation form

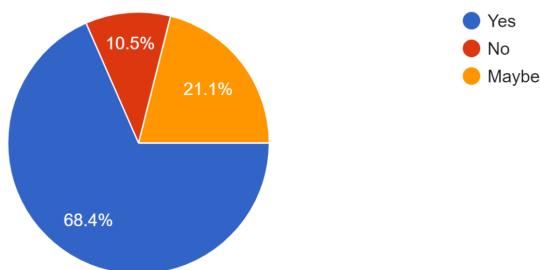
Is the app easily navigable ?

19 responses



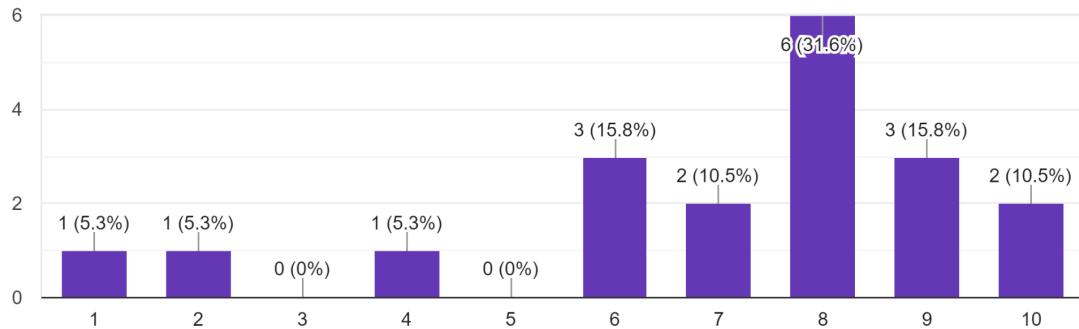
Is the app aesthetically pleasing ?

19 responses



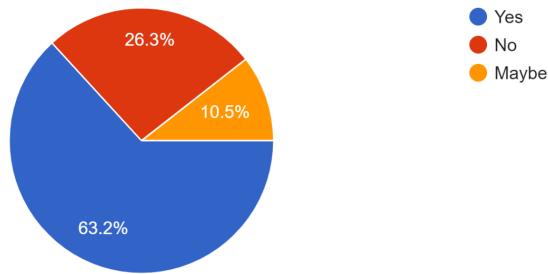
How much would you engage on this app ?

19 responses



Can you find all the features that you would desire in a thrift app ?

19 responses



Mention anything that is unnecessary or missing ? / Any kind of reviews...

9 responses

None

Not fit to screen and there is no back option and much more

Can be made better

No

Most of the buttons are unclickable. Try to make them clickable even if they take us to similar interfaces

just looking like a wow

all good

After the Evaluation,

Back options were added on each page wherever necessary and other adjustments were made.

