

# Online Thrift Store

CLOTHES DESERVE A SECOND CHANCE

GROUP PROJECT: B\_G3\_P1  
MANYA GROVER 2023313  
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PARTH

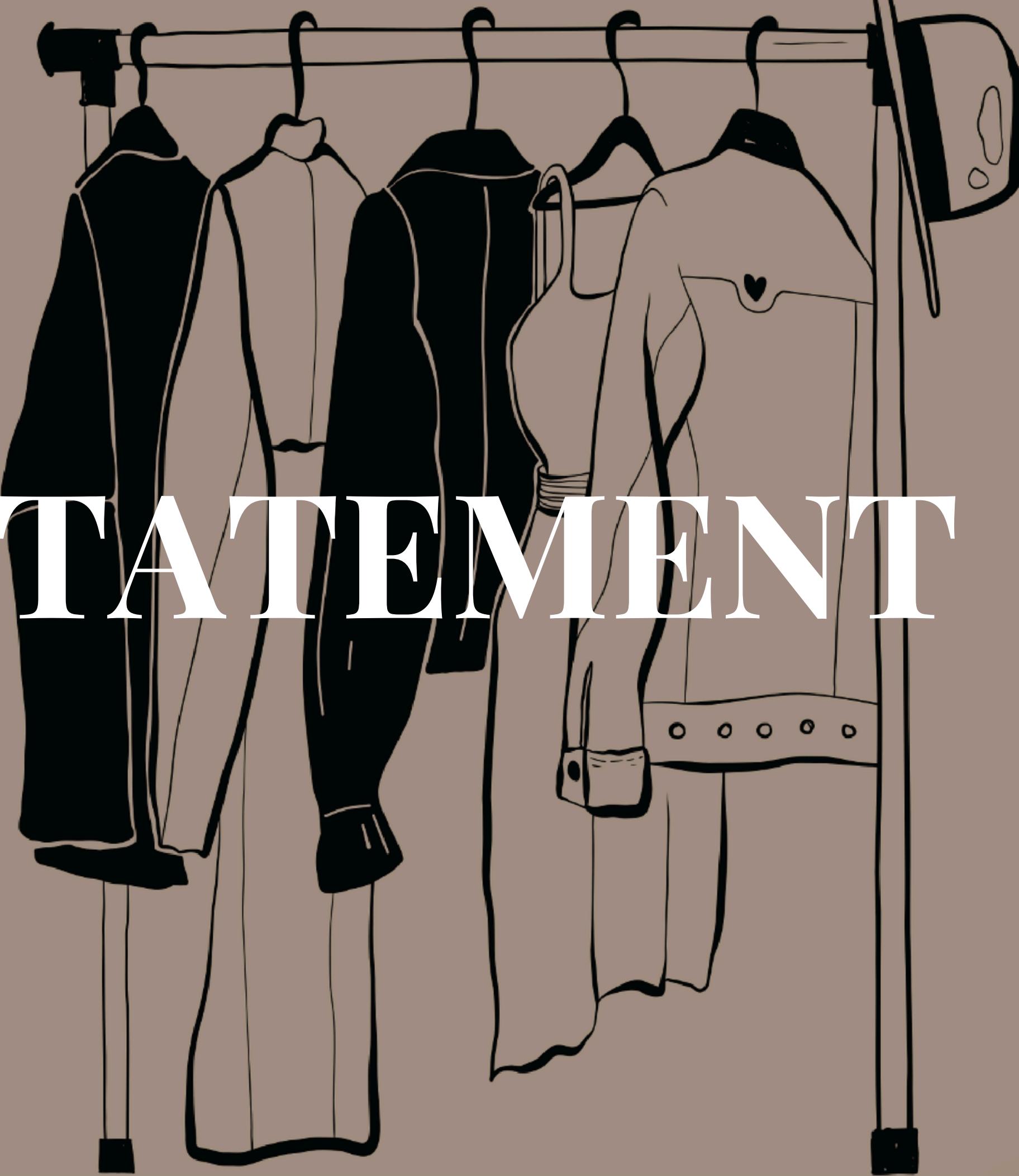


Fashion is a fast-growing and ever-evolving field, constantly shaped by changing trends, consumer preferences, and technological advancements.

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?



# PROBLEM STATEMENT



## ENVIRONMENTAL ASPECT OF THE PROBLEM

- Up to 100 billion garments are produced by the fashion industry every year. And 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.
- 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.
- The footwear and garment industries combined are responsible for 8% of global greenhouse gas emissions.



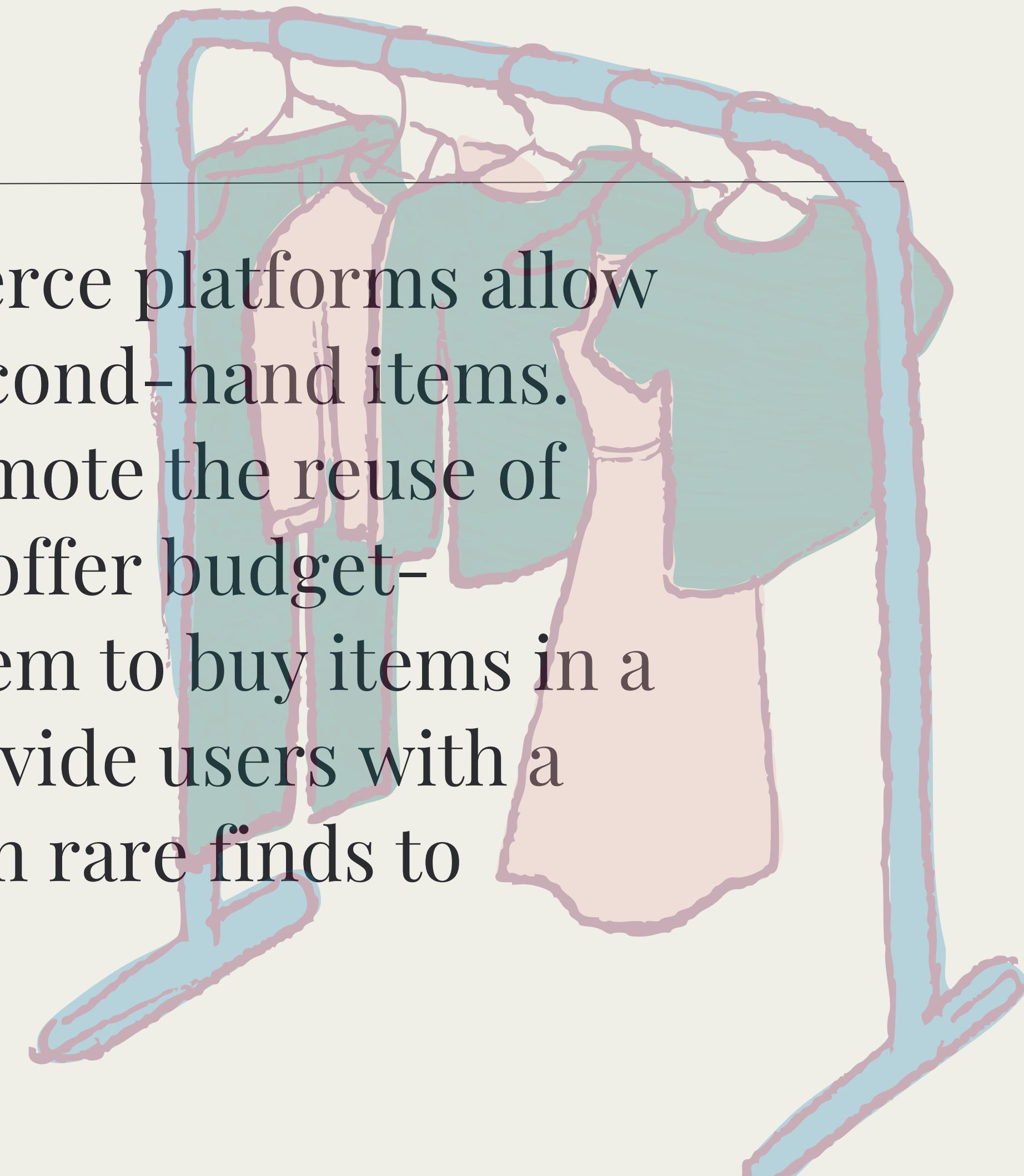
## OTHER PROBLEMS

- Waste of money on expensive branded clothes to keep up with fashion trends.
- Clutter and disorganization due to excessive clothes in the closet and no way to discard.
- Other financial and social aspects of the problems.

## OUR MISSION

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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.



# PROBLEMS WITH PRE-EXISTING THRIFT CULTURE

- 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.

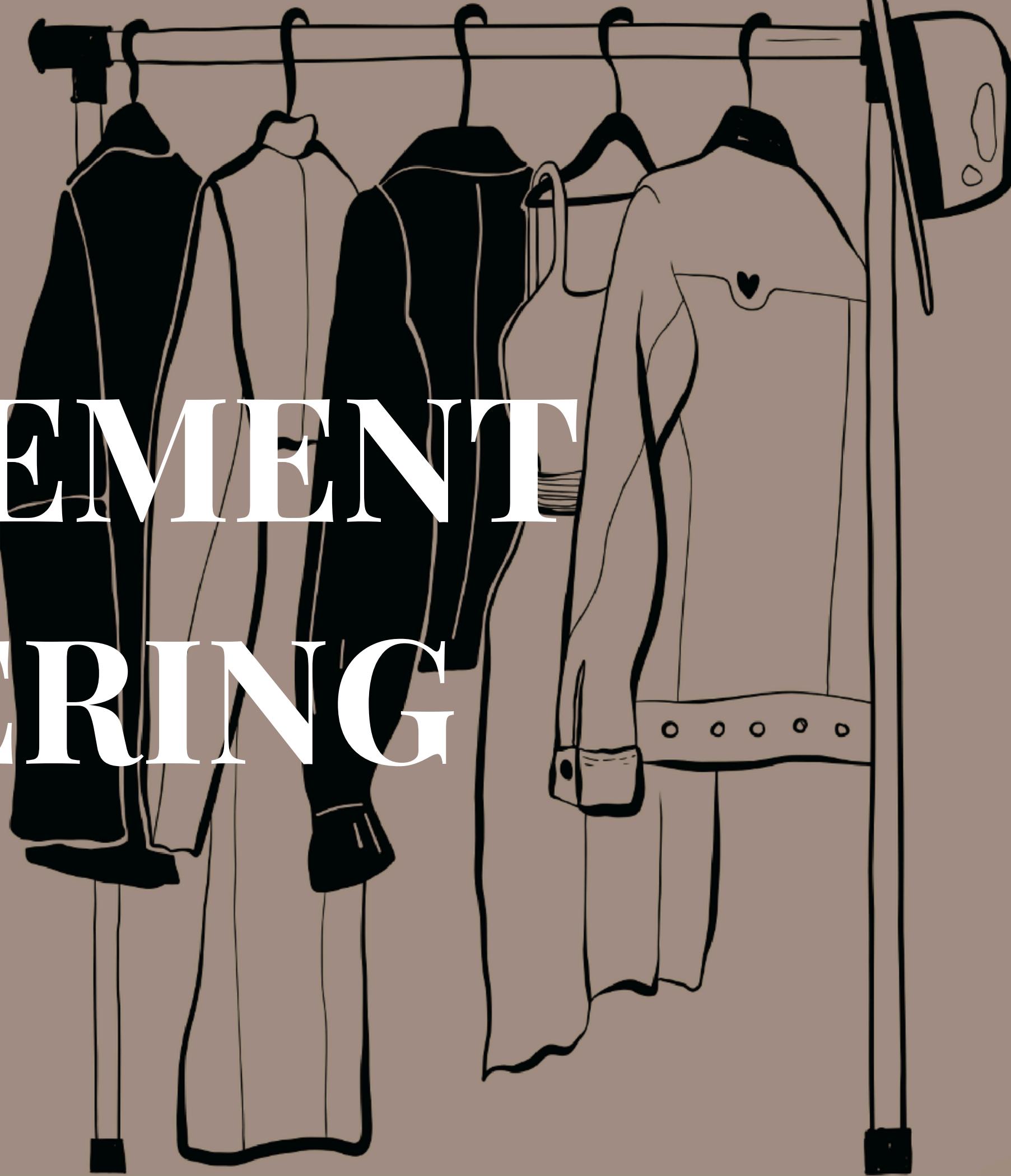
## CUSTOMERS

- ✓ Quality and condition of clothes
- ✓ Less variety
- ✓ Testing at the end
- ✓ Almost zero accessibility
- ✓ Not very famous and normalised yet
- ✓ Fair pricing

## SELLERS

- ✓ Less reach & publicity
- ✓ Competition in market(eg amazon,myntra)
- ✓ Inventory management
- ✓ Technology & website management
- ✓ Trends/ fast fashion

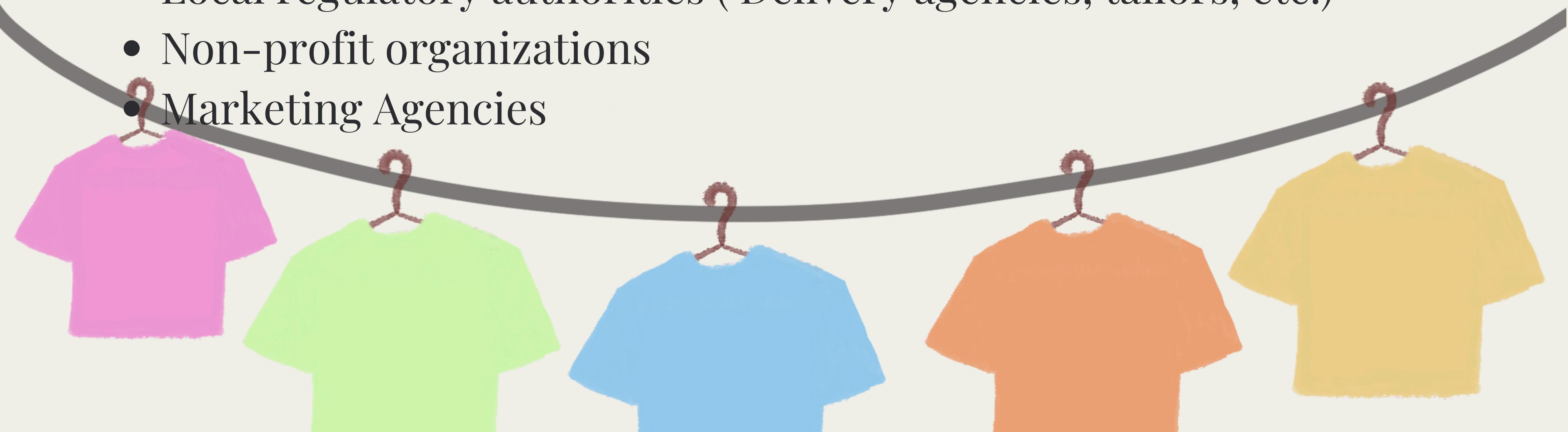
# REQUIREMENT GATHERING



# STAKEHOLDERS

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- 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



# REQUIREMENTS

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- User-friendly interface
- Item listing and details
- Social sharing and review system
- Secure payment system
- Regular notifications
- Search and filter
- Customer care policy
- Return and refund policy
- Charity initiatives



# PERSONAS AND SCENARIOS

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*Student*  
**Sanya (18)**

Sanya is a college student currently pursuing her undergraduate degree. She is passionate about sustainable living and enjoys finding unique, affordable fashion items that reflect her personal style.



*Businessman*  
**Harpreet (30)**

Harpreet has a background in business and a strong commitment to sustainable living. With a degree in business management, they decided to channel their passion for ethical fashion into a tangible project. Harpreet opened a thrift shop in their local community, driven by a desire to promote environmentally conscious choices and create a positive impact.



*Eco-fashion enthusiast*  
**Diya (25)**

Diya has a background in environmental science and works as an environmental consultant. Her passion for sustainable living extends to her personal choices, including her fashion preferences. Diya is deeply committed to supporting eco-friendly and ethical fashion practices.



*Reseller*  
**Anshul (28)**

Anshul has a background in business and a keen eye for fashion trends. As a fashion reseller, he has established a successful online presence by curating and selling pre-owned clothing and accessories.



## Sanya(18)

Student

### CONTACT

- 📞 +91-94456-57890
- 📍 1123 Lajpat Nagar, New City, ND 12345
- ✉️ sanya123@gmail.com

### SKILLS

- Time management 

70%
- Communication 

85%
- Fashion Knowledge 

95%

### LANGUAGE

- English
- Hindi

### MOTIVATION

- Success
- Pleasure
- Friendship

### ABOUT

Sanya is a college student currently pursuing her undergraduate degree. She is passionate about sustainable living and enjoys finding unique, affordable fashion items that reflect her personal style.

### GOALS

- Build a sustainable and versatile wardrobe on a student budget.
- Find unique pieces that express her individual style.
- Stay informed about sustainable fashion trends.
- Connect with like-minded individuals in the online thrifting community.

### FRUSTRATION

- Limited budget constraints may restrict her ability to purchase certain items.
- Difficulty finding specific items in her size or preferred style.
- Overwhelming or cluttered online thrift shops with unclear product information.
- Lack of variety or availability of sustainable fashion options in her local area.



## Harpreet(30)

Thrift Shop Owner

### CONTACT

- 📞 +91-84350-26840
- 📍 132 Rohtak, Haryana 124001
- ✉️ harpreet531@gmail.com

### SKILLS

- Time management 

80%
- Communication 

70%
- Fashion Knowledge 

100%

### LANGUAGE

- English
- Hindi
- Punjabi

### MOTIVATION

- Passion
- Joy
- Satisfaction

### ABOUT

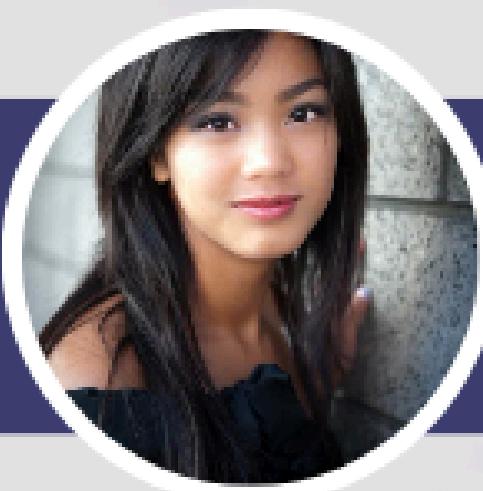
Harpreet has a background in business and a strong commitment to sustainable living. With a degree in business management, they decided to channel their passion for ethical fashion into a tangible project. Harpreet opened a thrift shop in their local community, driven by a desire to promote environmentally conscious choices and create a positive impact.

### GOALS

- Advocate for sustainable and ethical fashion choices within the local community.
- Actively contribute to reducing the environmental impact of fast fashion.

### FRUSTRATION

- Balancing the need for profit with the desire to keep prices affordable for customers.
- Limited resources for marketing and advertising efforts.
- Competition from fast-fashion retailers and larger online platforms.
- Challenges in sourcing a consistent and diverse inventory of quality thrifted items.



## Diya(25)

Eco-Fashion Enthusiast

### CONTACT

- 📞 +91-78370-07831
- 📍 123 Kukatpally, Hyderabad 500072
- ✉️ diyasdi123@gmail.com

### SKILLS

- Time management 

60%
- Communication 

100%
- Fashion Knowledge 

100%

### LANGUAGE

- English
- Hindi

### MOTIVATION

- Commitment
- Desire
- Satisfaction

### ABOUT

Diya has a background in environmental science and works as an environmental consultant. Her passion for sustainable living extends to her personal choices, including her fashion preferences. Diya is deeply committed to supporting eco-friendly and ethical fashion practices.

### GOALS

- Advocate for sustainable and ethical fashion choices within her community.
- Continuously educate herself and others on eco-friendly living practices.
- Build a wardrobe that reflects her values while supporting brands with similar commitments.
- Actively contribute to environmental conservation efforts through daily choices.

### FRUSTRATION

- Limited availability of sustainable fashion options in mainstream retail stores.
- Greenwashing in the fashion industry, making it challenging to identify genuinely eco-friendly brands.



## Anshul(28)

Fashion Reseller

### CONTACT

- 📞 +91-74618-31620
- 📍 A 63, G T Karnal Road, Delhi 110033
- ✉️ anshulkr456@gmail.com

### SKILLS

- Time management 

85%
- Communication 

80%
- Fashion Knowledge 

85%

### LANGUAGE

- English
- Hindi

### MOTIVATION

- Joy
- Satisfaction
- Desire

### ABOUT

Anshul has a background in business and a keen eye for fashion trends. As a fashion reseller, he has established a successful online presence by curating and selling pre-owned clothing and accessories.

### GOALS

- Expand and diversify his online resale business.
- Cultivate a loyal customer base by providing excellent customer service.
- Promote the idea of sustainable fashion and conscious consumerism.
- Collaborate with other fashion enthusiasts and influencers for mutual promotion.

### FRUSTRATION

- Competition from larger resale platforms and marketplaces.
- Balancing the need for affordability with the desire to turn a profit.

# Personas

# EMPATHY MAPPING



Empathy map

# USER FEATURES AND SERVICES



## *Servicing* **Hygiene and Quality**

People are concerned about factors like hygiene and the product's physical condition. 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 keep it in good condition until it is sold.

## *Simplifying* **Points System**

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.

## *Solving* **Reviews System**

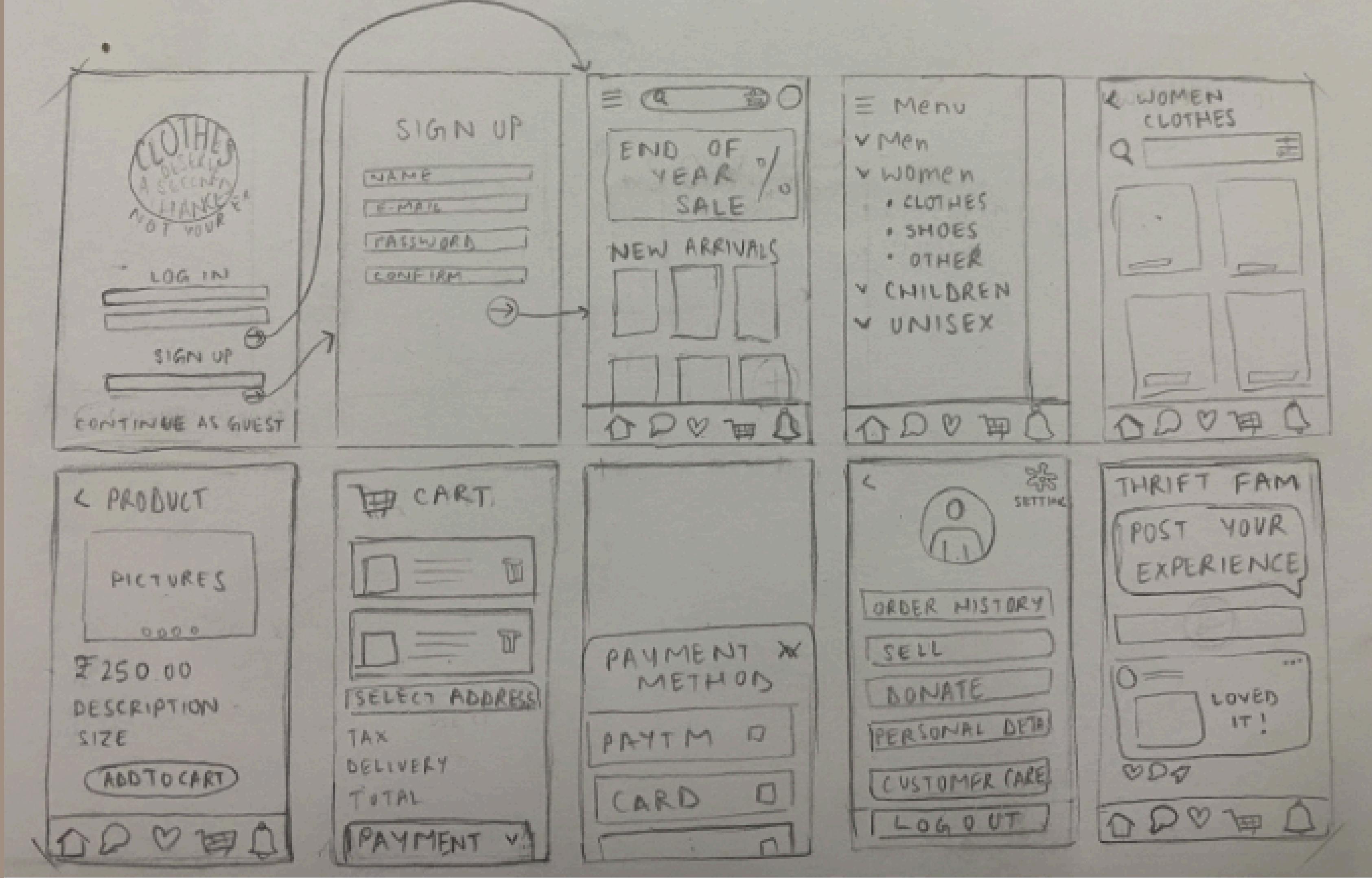
We have built a community page called The Thrift Fam, where users can share their experiences with us and engage with like-minded individuals.

## *Innovating* **Notifications**

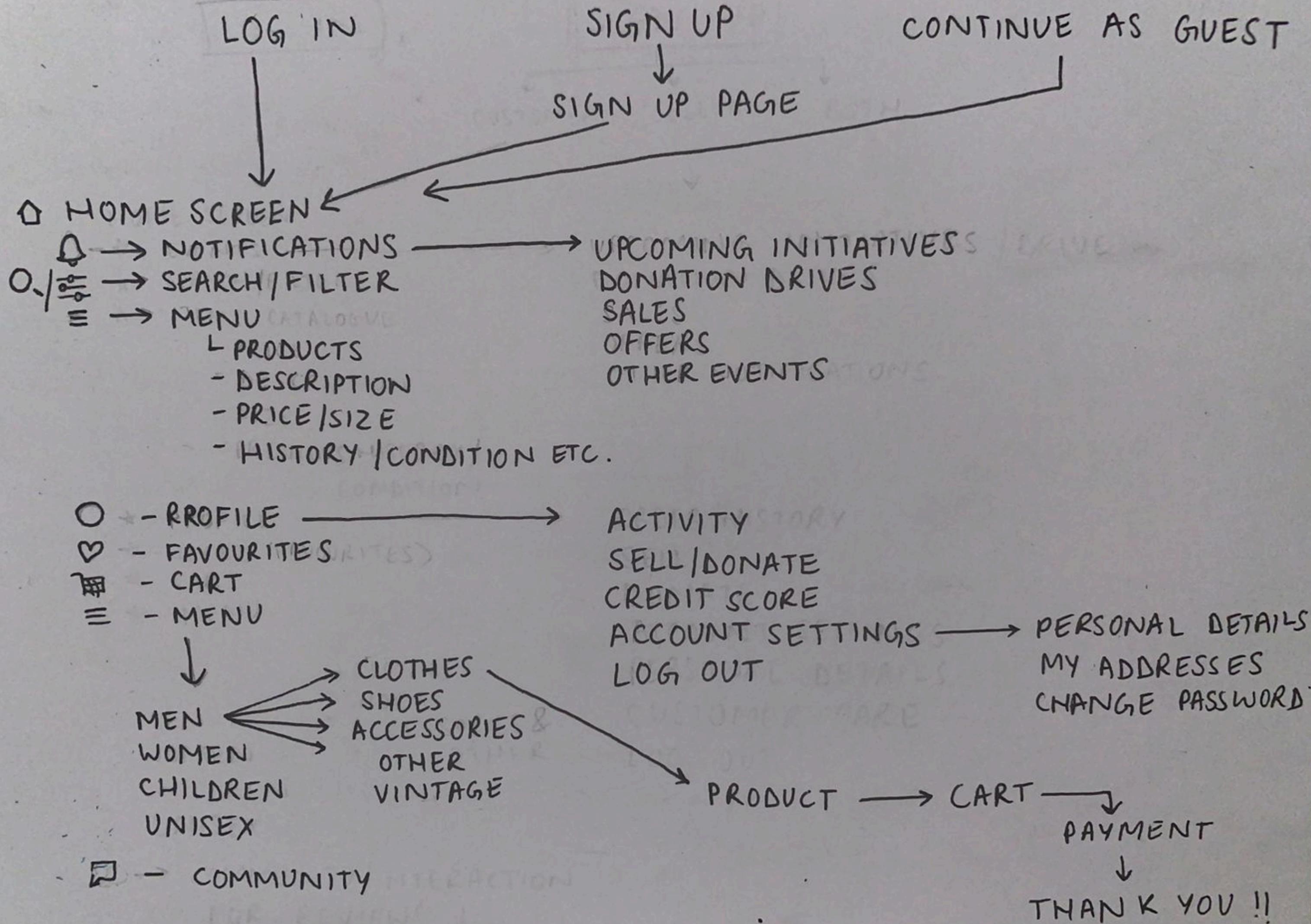
We provide a system of daily notifications where users are kept up to date with ongoing sales and donation drives and other events.

# LOW-FIDELITY DESIGN



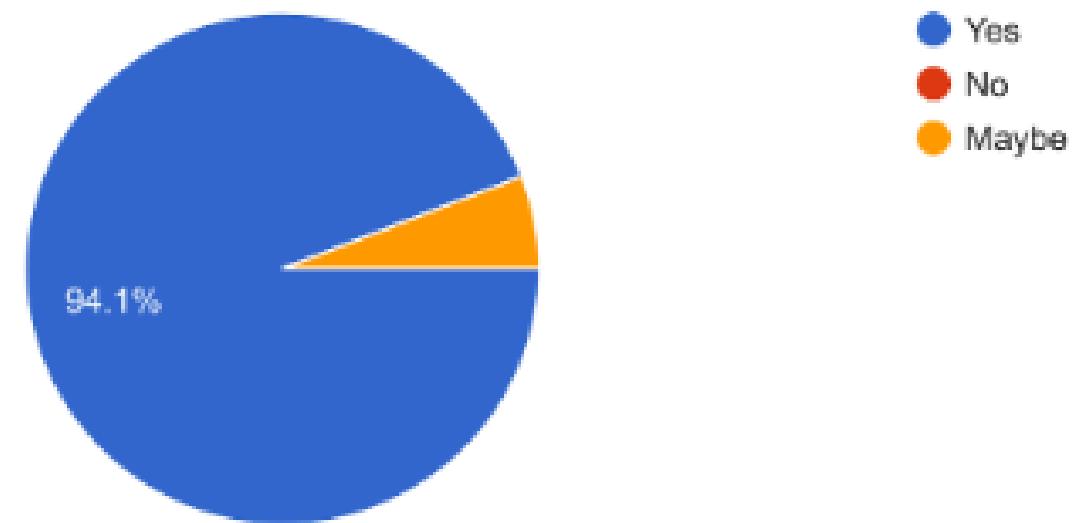


# TASK FLOW



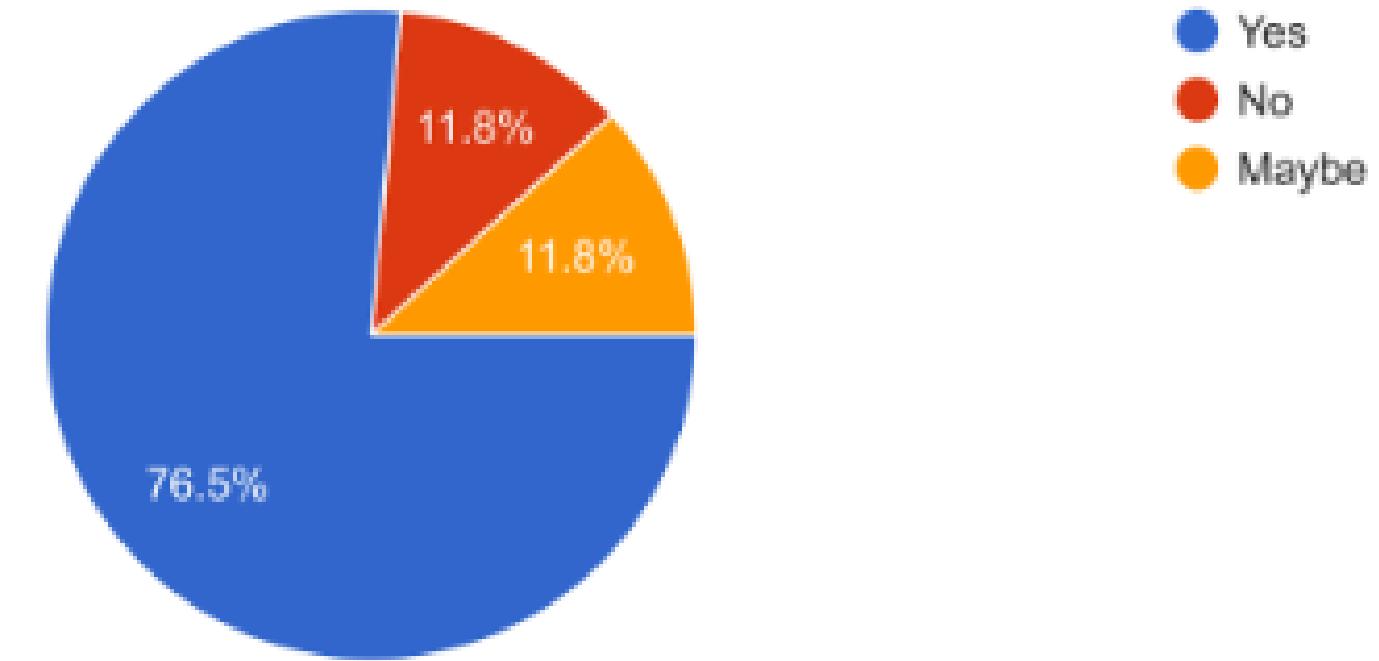
Please answer the next few question with respect to the image below. Does the design look user-friendly?

17 responses



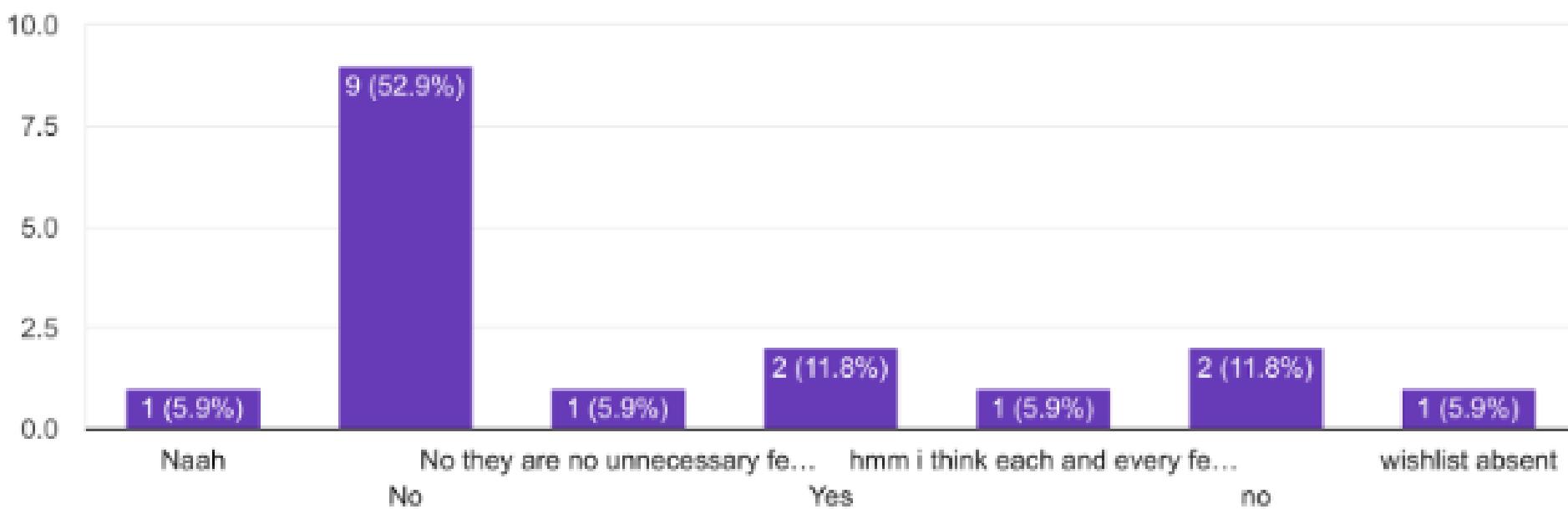
Do you like the overall feel of the application?

17 responses



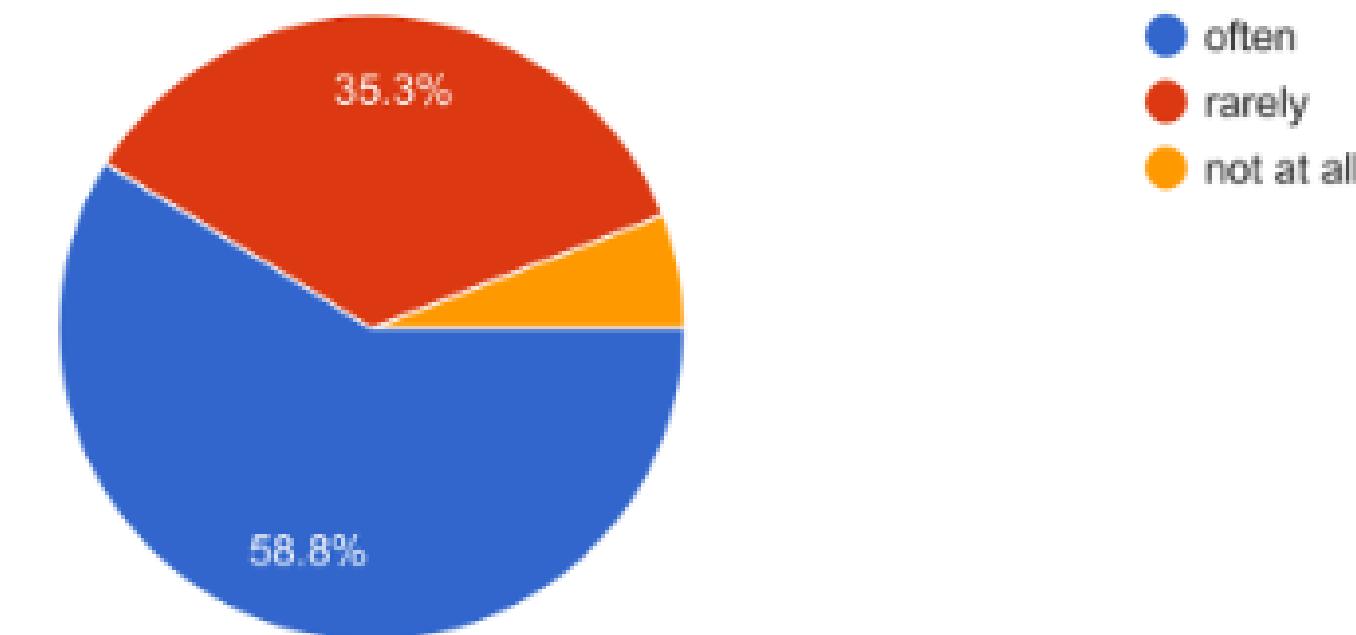
Do you find any feature unnecessary? (no/ yes) mention if yes.

17 responses



How often do you think you will use this app?

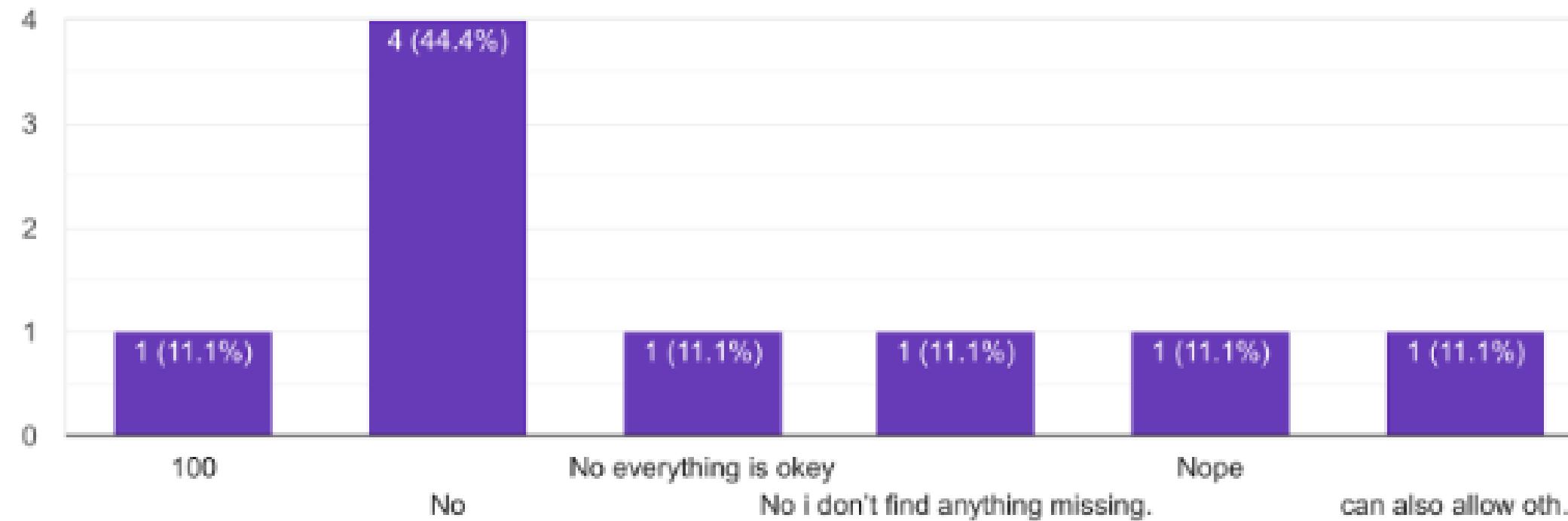
17 responses



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

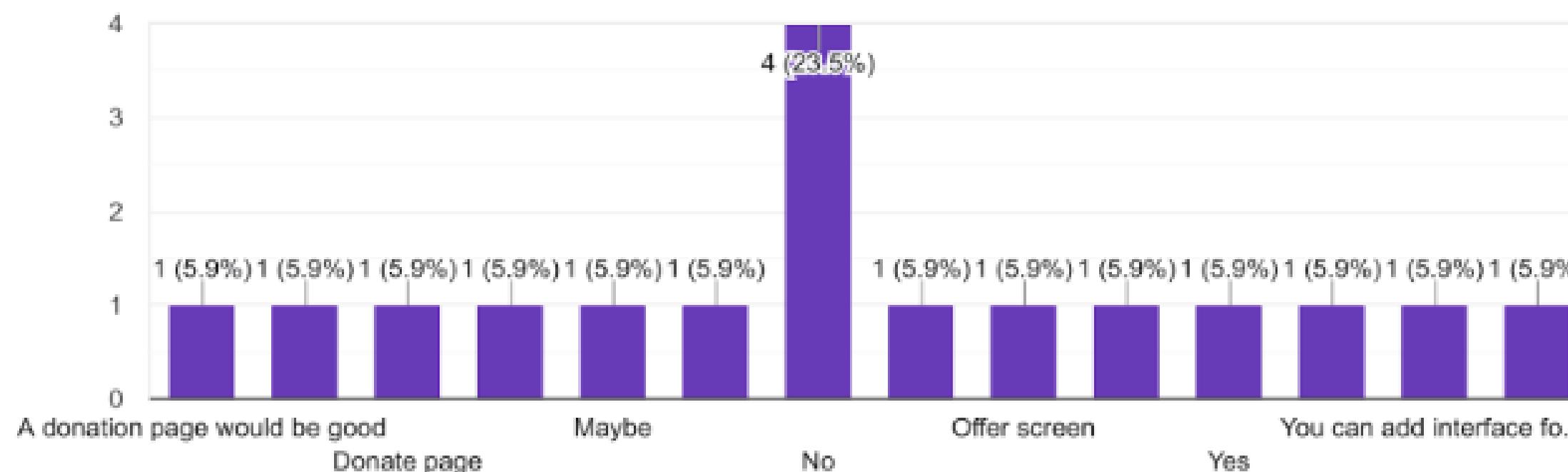
Credit points system.

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



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.

Lo-Fi Evaluation Form

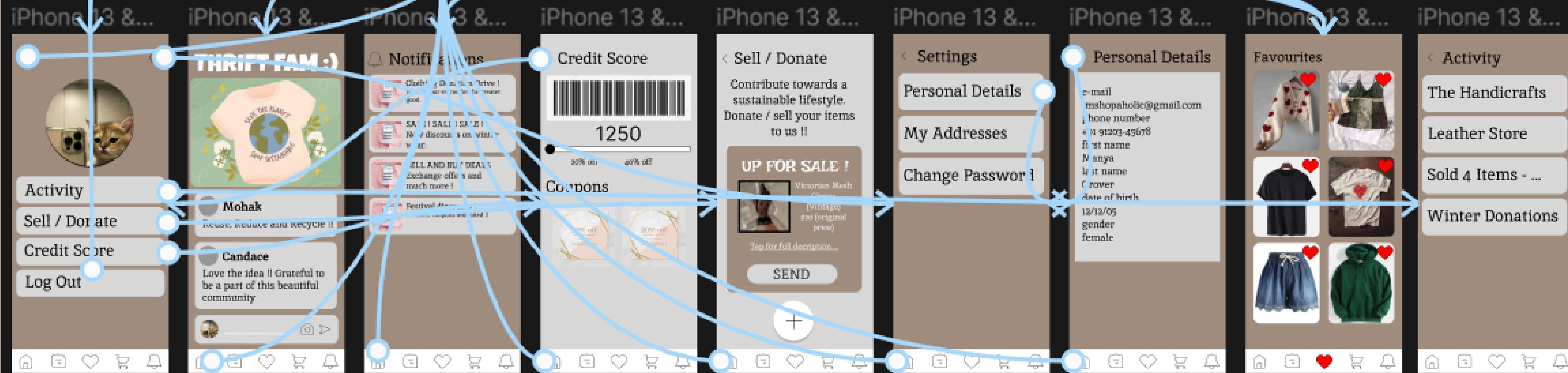
# ALTERNATIVE DESIGN

The image displays ten hand-drawn wireframe sketches for mobile application screens, arranged in two rows of five. The sketches are drawn in black ink on white paper.

- Top Row:**
  - Sign Up:** A screen with fields for email, password, and name, followed by a "SIGN UP" button and a "CONTINUE AS GUEST" link.
  - Sale %:** A promotional screen with a large "SALE %" banner and "JANUARY!!" text, followed by a "NEW ARRIVALS" section with three large boxes and a row of smaller ones below.
  - Menu:** A navigation menu with sections for Men, Women, Children, Unisex, and Vintage, each with sub-options like Clothes, Shoes, and Other.
  - Vintage:** A screen showing a grid of four items, each with a star icon in the top right corner.
- Bottom Row:**
  - Choose Payment Method:** A screen listing payment methods: PAYTM, CREDIT CARD, DEBIT CARD, NETBANKING, and PAYPAL, each with a selection checkbox.
  - Account Settings:** A screen with a user profile icon, labeled "ACC SETTINGS", and a list of options: ORDER HISTORY, SELL / DONATE, CREDIT SCORE, PERSONAL DETAILS, and CUSTOMER CARE, along with a "LOG OUT" button at the bottom.
  - Sell / Donate:** A screen prompting users to "Send your items to us!!" with sections for "DONATE", "SELL", "IMAGES", "PRICE", "DESCRIPTION / HISTORY", and "PICKUP ADDRESS". It also features a plus sign icon.
  - Credit Score:** A screen showing a credit score of 1250, a progress bar, and three discount offers: 20% OFF, 50% OFF, and 75% OFF.
  - Notifications:** A screen displaying notifications: "DONATE INDIA", "JAN DISCOUNT", "NEW OFFERS", and "UPTO 40% OFF", each with a star icon.

# HIGH-FIDELITY DESIGN





LINK TO HIGH-FIDELITY DESIGN

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

19 responses



Is the app aesthetically pleasing ?

19 responses



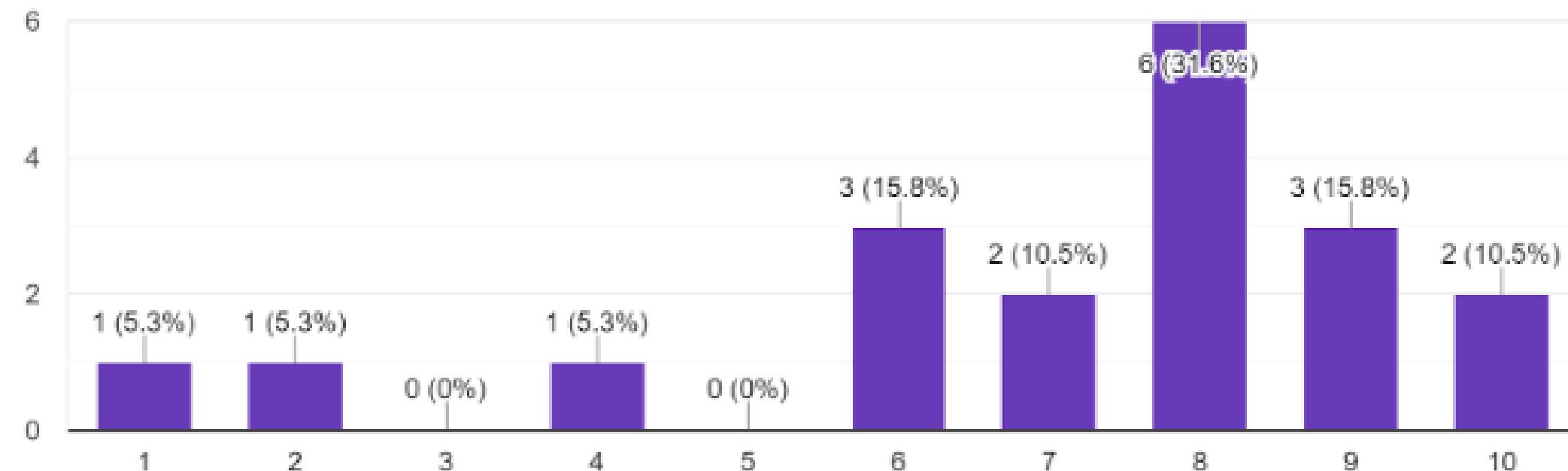
Is the app easily navigable ?

19 responses



How much would you engage on this app ?

19 responses



## Hi-Fi Evaluation Form

Based on the Google Forms testing and interviews taken, we have realized that our app is easily navigable and user-friendly. It follows a color scheme that complements the theme and looks aesthetically pleasing. We came across a few bugs too, for example, there were missing back options and rough transitions which were all fixed.

## LEARNINGS AND REFLECTIONS

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We used tools such as Figma, Canva, and Miro, which are known for their collaborative features for all of us to work together. User evaluation experiments involved getting feedback from potential users to understand their needs, preferences, and pain points. This taught us that all our assumptions may not be true. Different people have different opinions and choices, which are to be addressed through separate features. Reflecting on these aspects can provide valuable insights into the team's strengths, areas for improvement, and lessons learned throughout the app design and development process. Overall, it was a wonderful experience that brought us a step closer to actually solving real life problems.

