

		The RealReal	ThredUP	Material World
FIRST IMPRESSION	Landing	Luxury, authenticated focus	Deals and low pricing. Large consignment store.	Focus on trade in steps. Designer items.
	Promotions	Bar @ top of page	Bar @ top of page	Bar @ top of page
	Branding	Luxury, luxury luxury.	Fresh, pops of color, playful. Approachable.	Luxury, dark, straightforward
	Users	High end, prices are upwards of 200 for some categories.	Want cheaper pricing, like thrifting. Not as focused on getting deals on top name items. Just getting deals.	Middle aged, wealthier women. All designer clothing that meets their standards.
BROWSING	Categories	New Arrivals, Women, Men, Jewelry + Watches, Art & Home, Sale, Consign	Clothing, Premium, Designer, Maternity, Plus, Juniors, Shoes, Handbags, Accessories, Jewelry, Goody Boxes	Clothing, Handbags, Shoes, Accessories, Jewelry
	Filters	Left hand side. Styles, price, designers, colors and patterns, editors picks, items with tags, items on sale	Size, brand, color, price for everything - they auto save to your account. Skirts - skirt length. Dresses - neckline. All listed at top of search results as tabs.	Brand, size, shoe size, color, condition - doesnt appear to be way to save on account
	Style	Horizontal Nav	Horizontal, 2 bars - shows you if you are in women/kids/etc. Then what type of clothing.	Horizontal
	Favorite	Yes	Yes	No
FEATURES	Account	Bag, Favorites, Profile	You must have an account to shop. Focus on customer account "Your dressing room", "closet", etc.	
	Consign	Yes	Yes, Clean Out	Yes, Trade-In
	Search	@ top right hand of page (part of single horizontal nav.)	Option to save searches. When you run search - gives you category option "free people in women", "free people in juniors" etc.	Search by item or brand - also quick links that drop down to FAQ's
	Description	Size, price, discount price, % off, ready to ship, product details and return (scroll box), very detailed product details. Description of condition, measurements, general description.	Brand, category, estimated retail, % off retail, price with discount. Materials, Condition, Shipping from location. Item #. Shipping and return policy as drop downs.	Size, condition, notes, material, lining, length, color
BROWSING	Shipping/Returns	Toggle between return details and product details	Drop down below description	Drop down below description
	Product Page	You may also like, become a first book member, consign with us, buy a gift card	More from this seller, other like suggestions.	Links @ bottom to shop by designer, clothing item type
	Add to Cart	Quick pop up, options to view bag or checkout	Pop up on page. Option to checkout now or continue shopping. Shows you other items you viewed as well.	Click button, page stays up, pop up notification in bag with description: designer, size, material, general description, price. Option to remove with small x "remove"
	Single Page Checkout?	Yes, checks as you go, you hit continue for each section but remain on each page. when you hit continue, fields are checked. Shipping, delivery, payment, confirm. With summary of bag on right hand side.	No - two pages. Order summary, time items with be held.	No. New tab pops up. 3 page checkout.
CHECKOUT	Payment Options	Credit Card, Paypal, Affirm	CC, Paypal, Amazon Pay	CC, Paypal, Amazon Pay
	Autofill	No	No - but option to save payment info	Name and emailed pulled. Country and state autofill. Nothing else. Option
	Order Summary	Shows image, description, size of item	Shows image, description, size of item	Right hand side of first page (fixed throughout checkout process), option to apply discount here. Shows small image of items along with full description (size, general, material, etc.)
	Checkout Structure	One page process. Done nicely. Checks each section without moving you onto another page.	Two page process. Relatively quick.	Three page checkout, with order summary staying fixed on right hand side. Customer info > shipping info > payment info.
	Security	No mention that I can see	At bottom of place order page - 3 reminders: easy returns, unauthorized charges will be refunded (security) and security certificate details listed.	