Upstyle

JAN - MAR 2021

Role
Ideation, User interface, Prototyping

Tool
Figma

Team
Adam Sloma, Bryan Perez, Yasvi Patel, Yi Luo

Project Overview

For this project, we need to select a scenario from a pre-defined list and design an application based on the scenario and the keywords. The scenario we selected is "Fashion Thing".

Fashion Thing

- Outfit inspiration
- Fashion swap
- Sustainable

What is upStyle?

upStyle is a sustainable thrift shopping service that allows its users to share styling inspirations and buy or rent secondhand items from user-styled outfits in a sustainable and affordable fashion. It aims to reduce the carbon footprint caused by the textile industry by connecting local stylists, users, and businesses. In doing so, it encourages users to recycle clothes rather than buy new.

Target Audience

The target audience of the app is divided into three main groups:

1. Individuals who wish to get rid of their unwanted clothing pieces.
2. Individuals who want to get styling inspirations.
3. Individuals who wish to buy/rent secondhand items.

Core Features

Post styles

Users can post clothing items for buy/rent, and create outfit from the items found on the platform.

Browse and Search

Users can browse and filter styled outfits for any event or occasion. Users are also able to search for or filter outfits/items using various criteria such as events, brand and item type.

Follow

Users can follow local stylists and fashion enthusiasts for outfit inspirations.

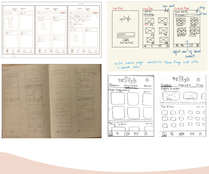
Rate and Review

Users can rate and review each other based on their transaction.

Design Process

Storyboard

Sketches



Low-fi prototype

After the general idea was formulated in the sketching, we moved on to the wireframes phase. At this point I concentrate only on the functionality and usability of the app when the goal is to create an intuitive experience with as few frictions as possible.

upstyle
Sign up
Sign in
Search
Tag
Brand
Gender
Size
Sort by
Search Results
Sort by
Item Detail Outfitters
Item Detail
Outfit Detail
Sign up
Email
Confirm
Name
Preferred Size
Favorite Artists
Profile
Edit Profile
Profile
Edit Profile
Upload
Upload
Upload