

# Vintage Clothing

This app is for the users who want to sell and buy used cloth online.



## Project Duration

10 days



## My Role

Solo UX/UI Designer



## Tools



## UI/UX Case Study

Designer : Priyanka

# Project Overview

Vintage Clothing aims to provide users a platform where they have the freedom to buy used clothing as per their choice, a platform that makes it easier for users to express themselves in form of their clothing with the choice.

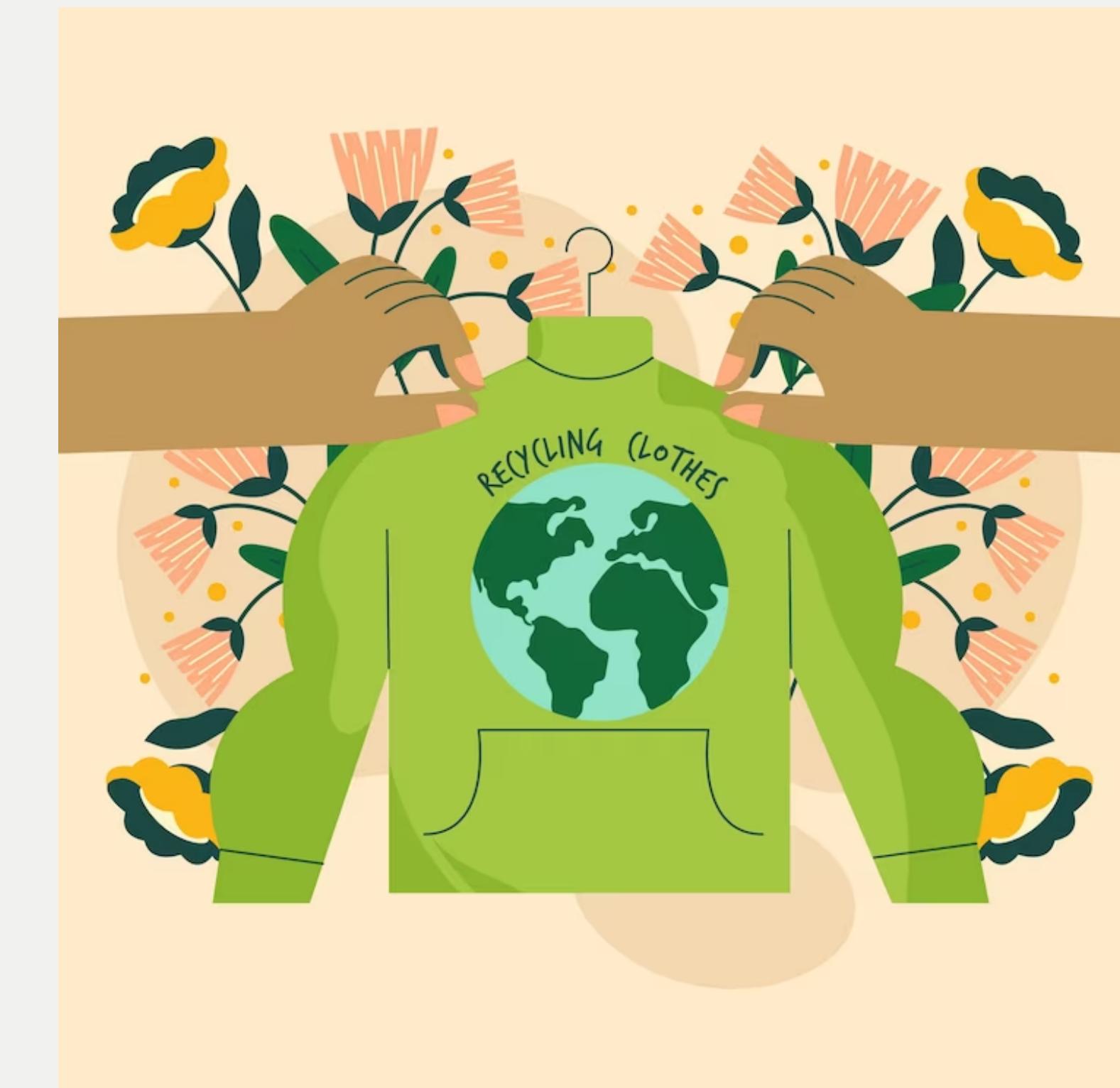
# The Problem

Climate change is a serious problem and one of the major factors contributing to Climate change is manufacturing of clothes by big and small brands for each and every season. On the other side, affording branded clothes is not possible for everyone. Fashion brands change clothing line for each and every season and it is not possible for people with a small budget to change their wardrobe frequently.



# The Goal

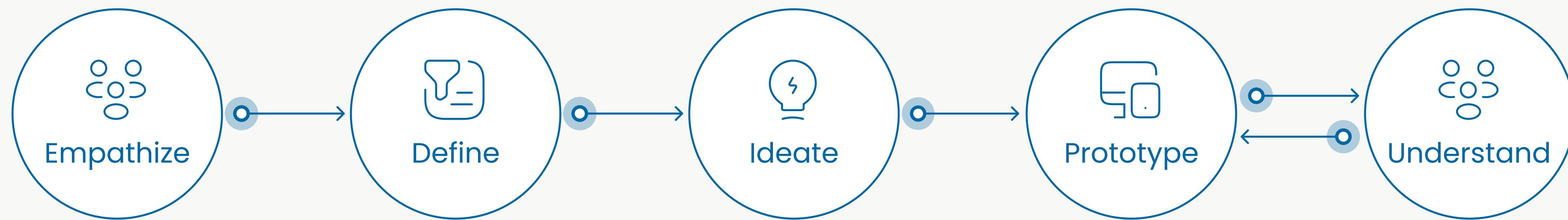
A platform where people can offer branded clothes for much less price than the original can solve both these problems. On one hand, it makes it affordable for people to buy branded clothing and on the other hand, it saves the impact on the environment when people reuse clothing.





# Design Process

The Design process for the vintage clothing platform can be explained by below lifecycle of the workflow.



I am really concerned about the impacts of textile and fashion industry on the environment and I also care about making fashion affordable for the people with small budget.

I realized that if a platform can be created where users can sell and buy used clothing to suit their needs then it can help environment also.

The idea of Vintage Clothing came when I was browsing H&M and I noticed that they were offering used clothes and shoes from other brands.

I created initial prototypes for Vintage Clothing where user can choose buy and sell used clothes from big brands.

I shared the prototypes with a set of users to receive their feedback and then I refined my prototypes accordingly.

# User Research

People who are on a small budget and care about the environment, can come to Vintage clothing and choose from a variety of options in clothing, shoes and accessories as per their taste and buy them. If they have some branded clothes in good condition and they want to sell them, they can also do so on this platform.

1

## Highlights 1

A user who is a seller can upload pictures of his/her used clothing for other users to buy.

2

## Highlights 2

A user who is a buyer can browse through a variety of used clothes to buy.

3

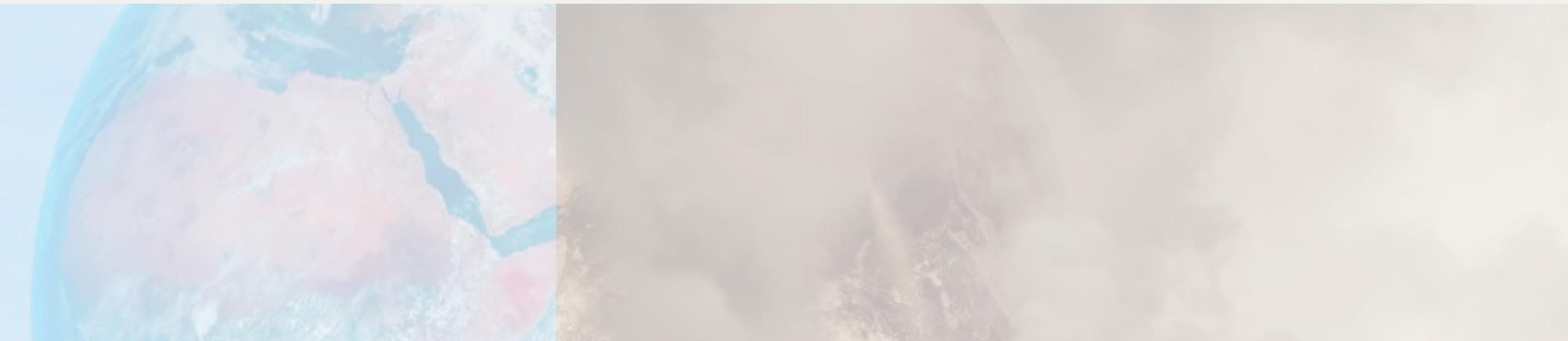
## Highlights 3

After selecting a particular clothing or shoes or accessory, user can add it to cart.

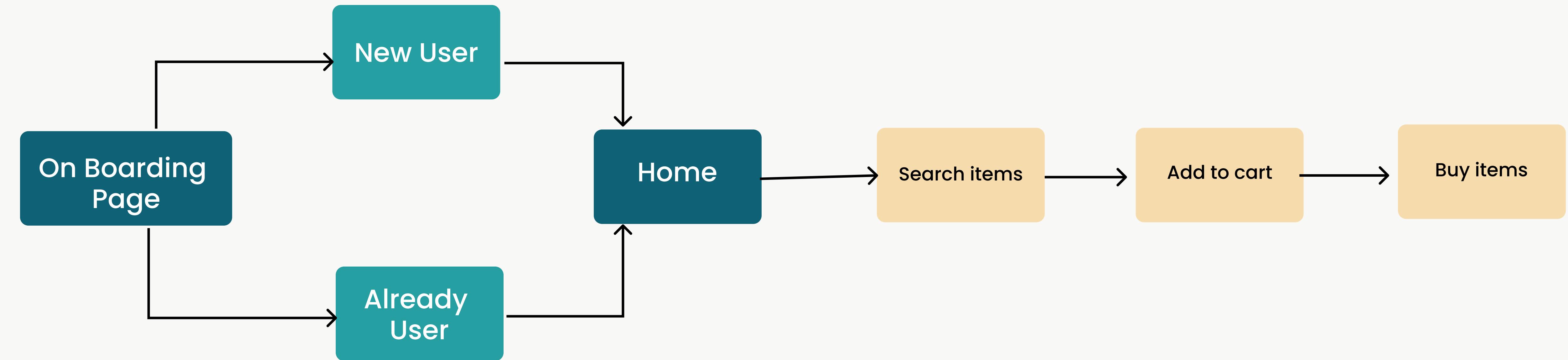
4

## Highlights 4

User can checkout and buy the items added to the cart.



# Information Architecture/User flow



# Midfi Wireframes

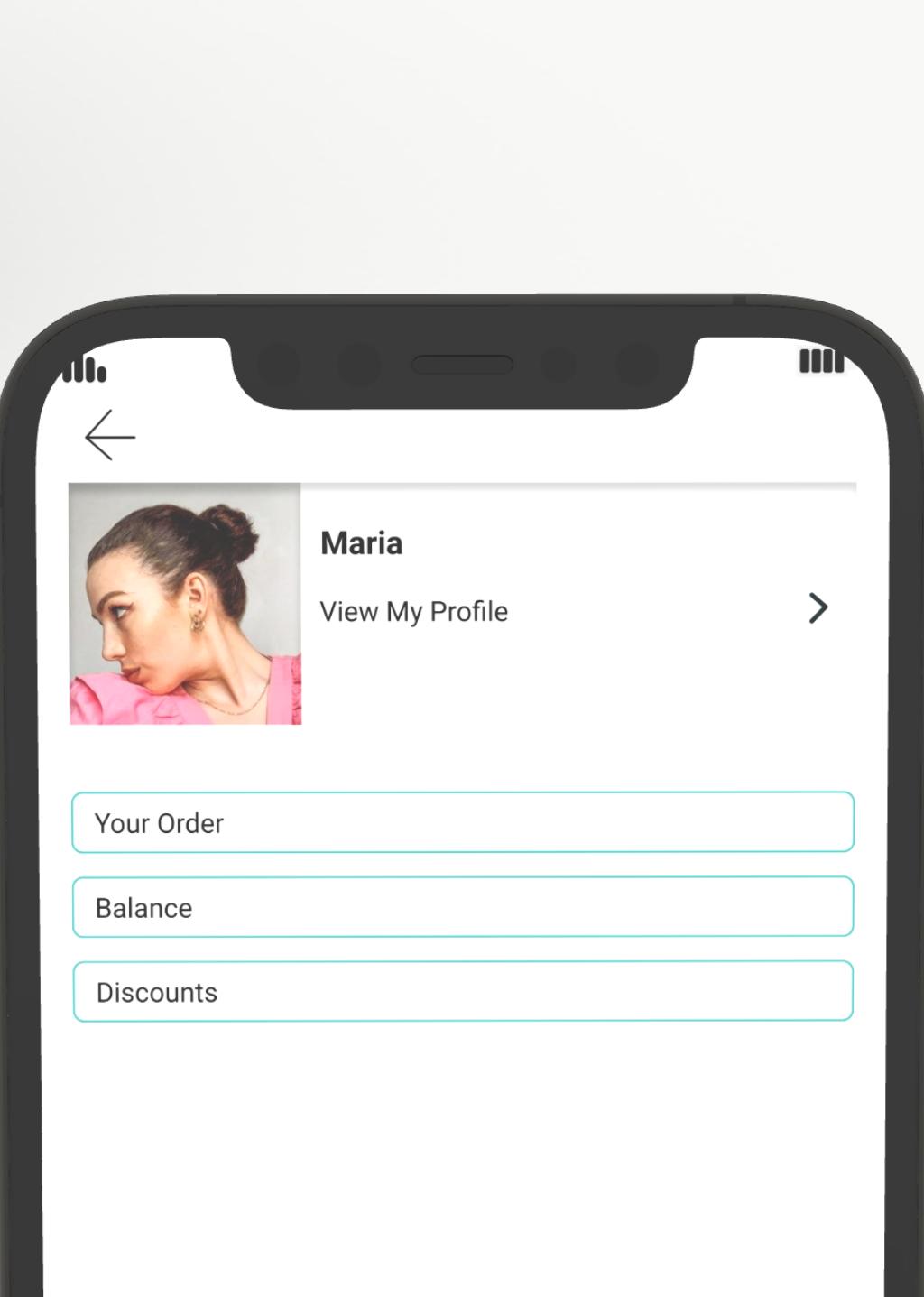
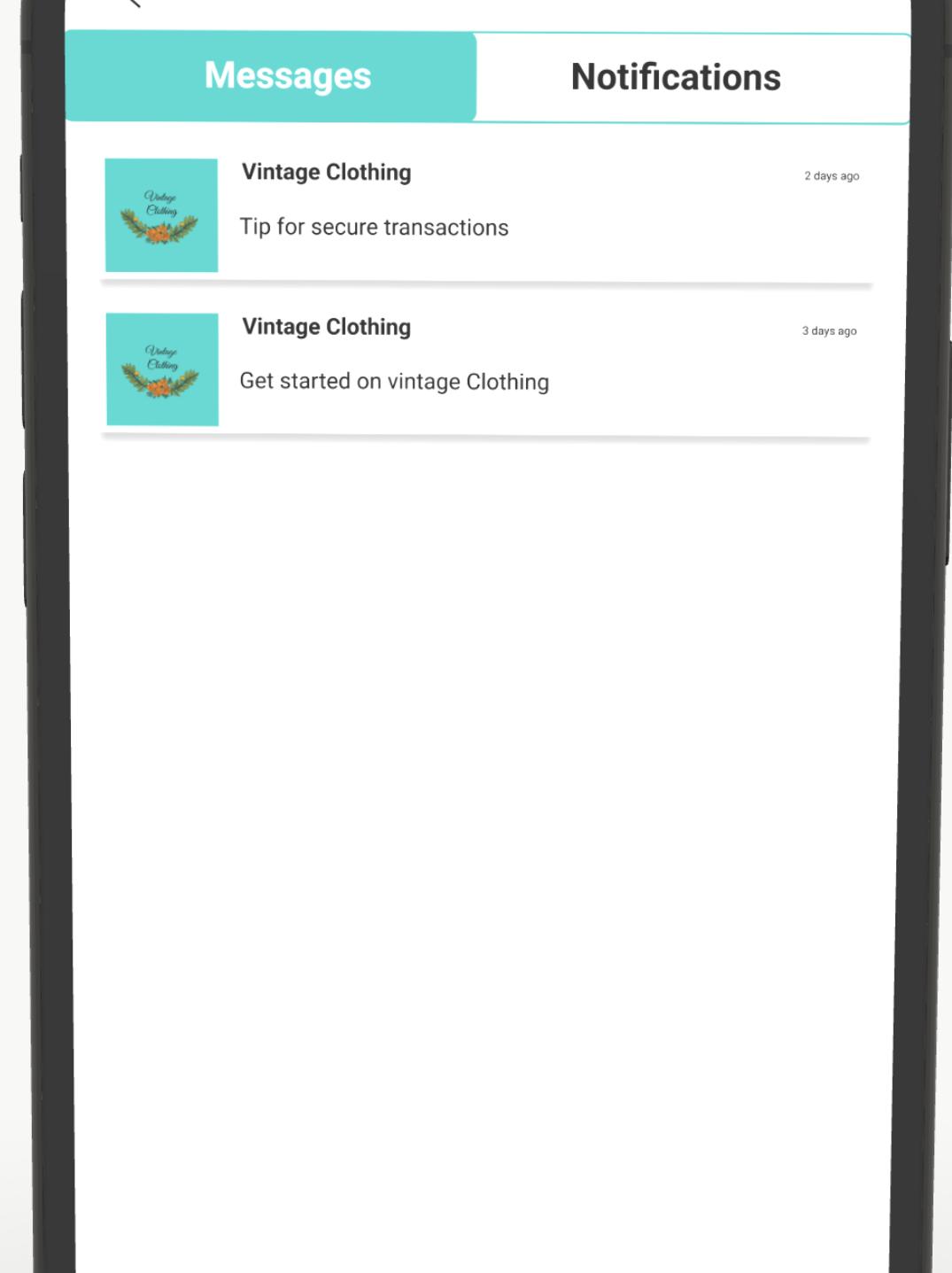
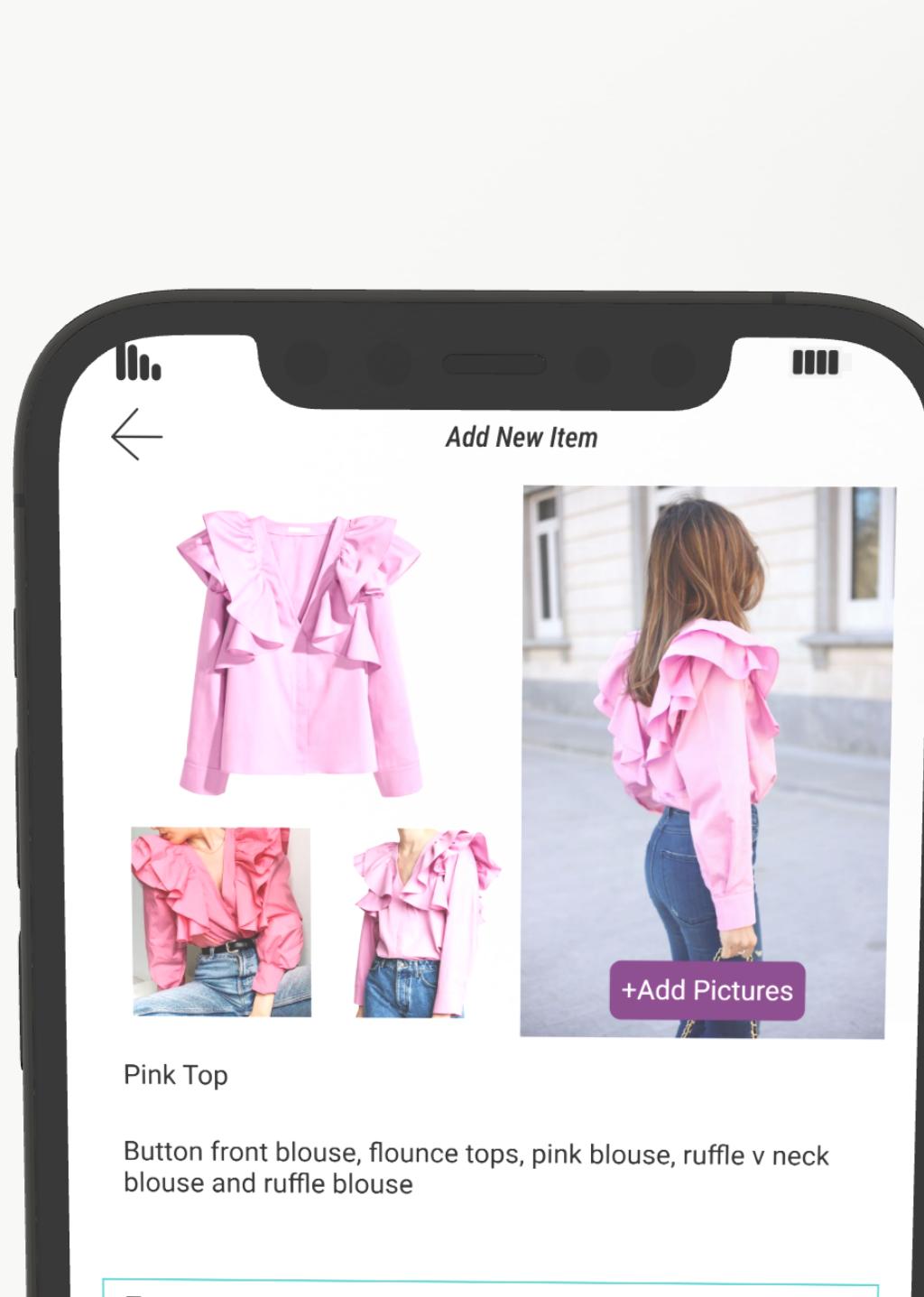
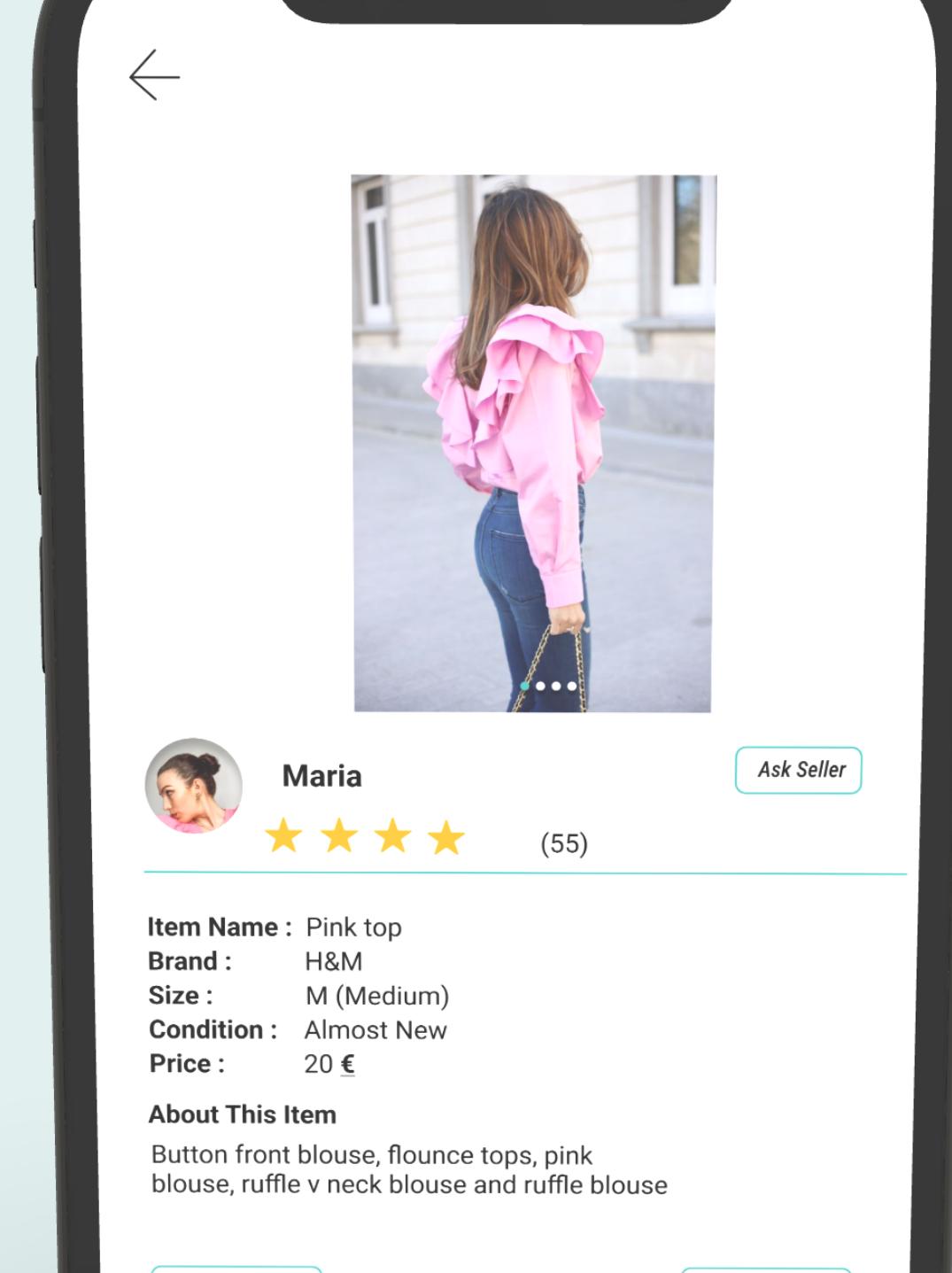
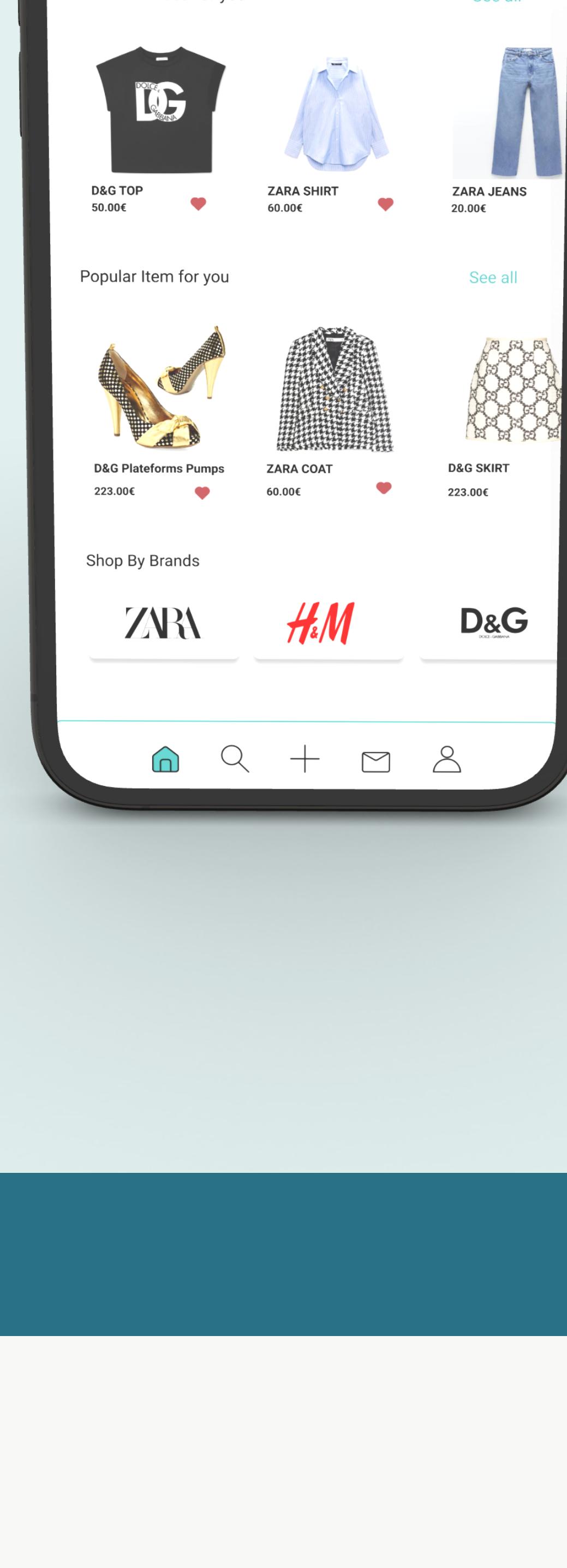
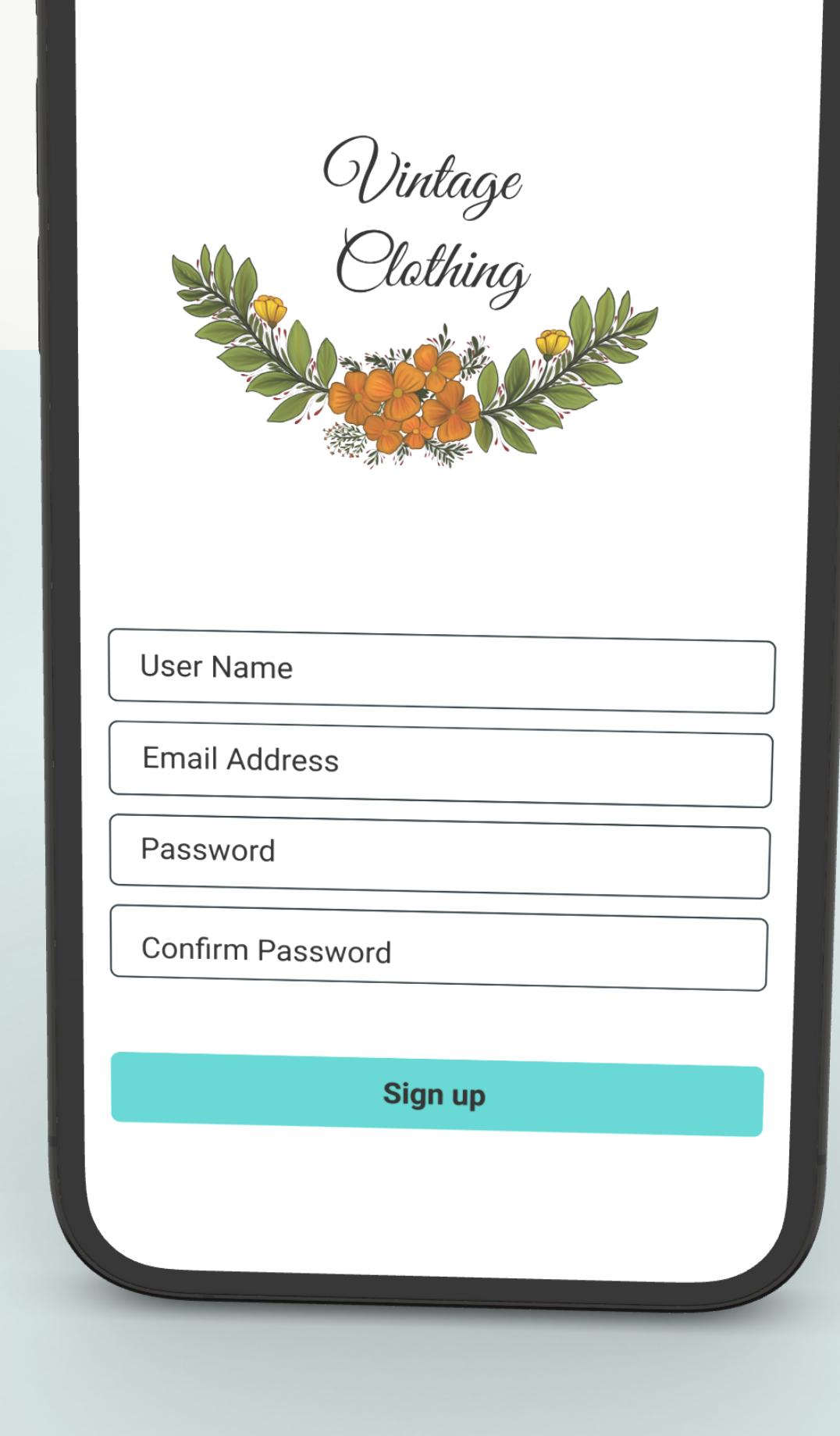
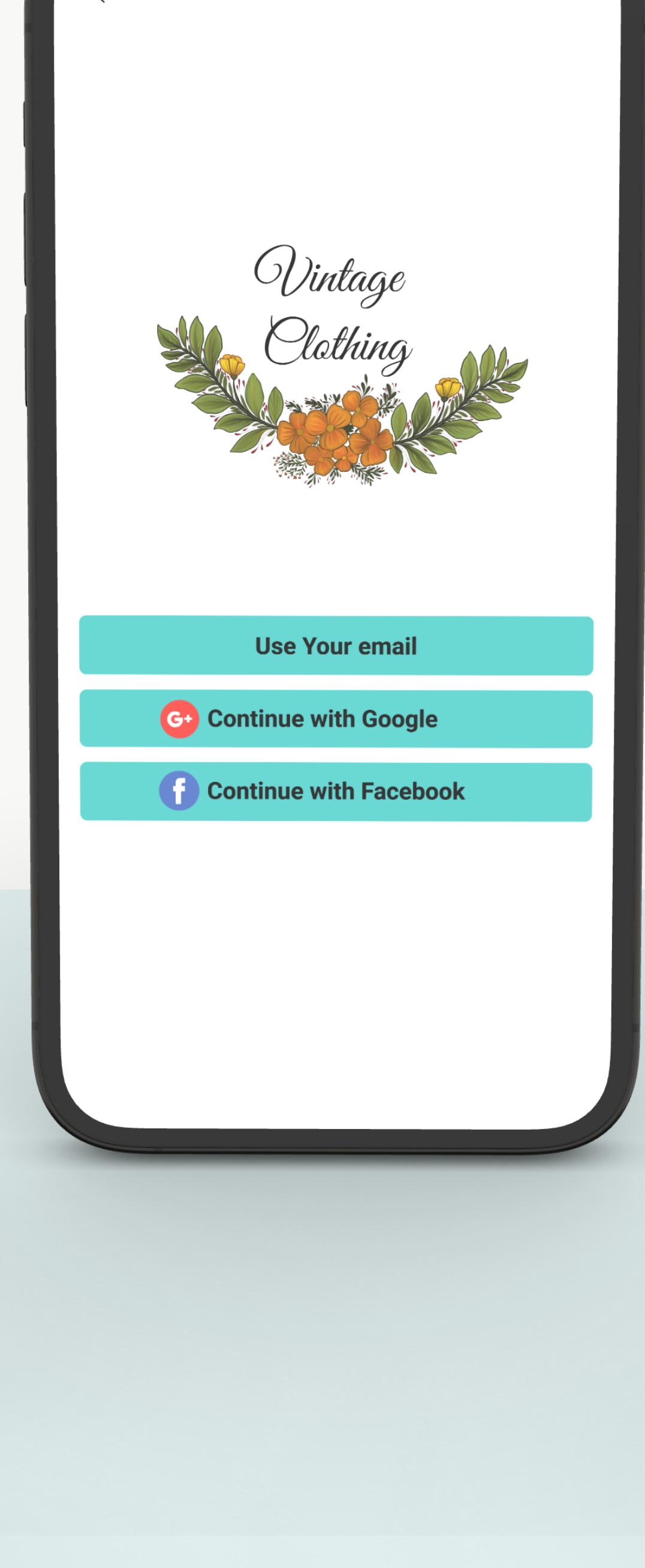
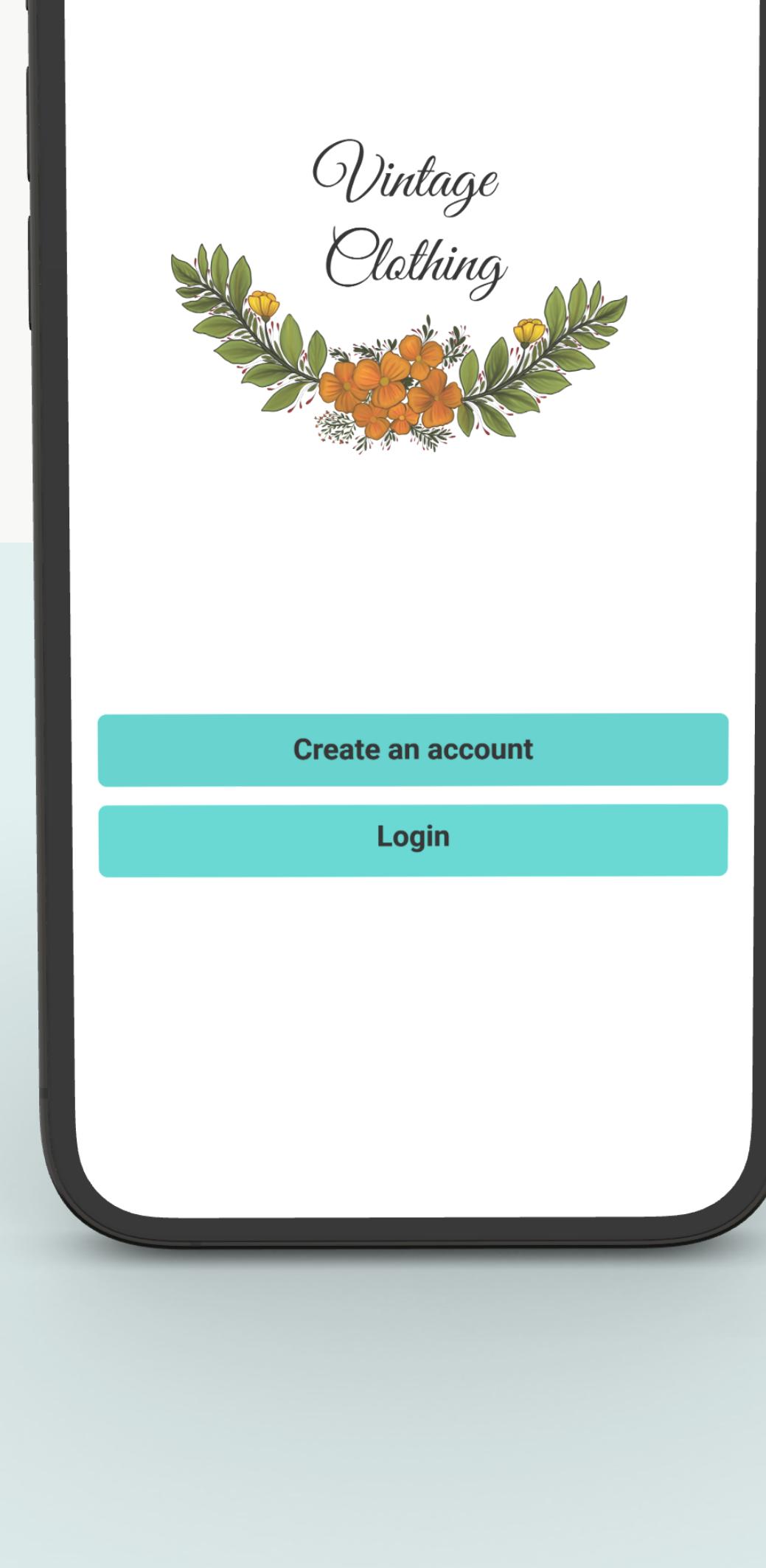
This wireframe shows the initial steps of creating an account. It features a placeholder logo at the top, followed by a "Let's Get Started" call-to-action. Below this are four sign-up options: "Use Your email", "Continue with Google", "Continue with Facebook", and "Sign up For New User". At the bottom are two buttons: "Create an account" and "Login[If you already a user]".

This wireframe displays the main application interface. It includes a header with a search bar, a navigation menu, and three buttons: "Saved", "Selling", and another unlabeled button. Below this is a "Recommended for you" section showing three items labeled "ZARA TOP 123.00€". Further down are sections for "Shop By Brands" (listing ZARA, D&G, ADIDAS) and a footer with a navigation bar.

The right side of the interface shows a detailed view of an item for sale. It includes fields for "Item Picture", "Buyer Name", "Seller review" (with a 5-star rating), "Item Name", "Size / its condition/Brand Name", and "Price". There are also "favourite" and "Share" buttons, along with a large "Buy Now" button.

This wireframe contains two main sections. On the left, there is a form for adding a new item, featuring a "Product Picture" placeholder, a "Descriptions:" field, and dropdown menus for "Category", "Brand", "Condition", and "Price". A "Upload" button is located at the bottom. On the right, there is a user profile section with tabs for "Messages" and "Notifications". The profile area includes a placeholder for "User Name" and "View My Profile", along with dropdown menus for "Your Order", "Balance", and "Discounts".

# Hifi Mockups

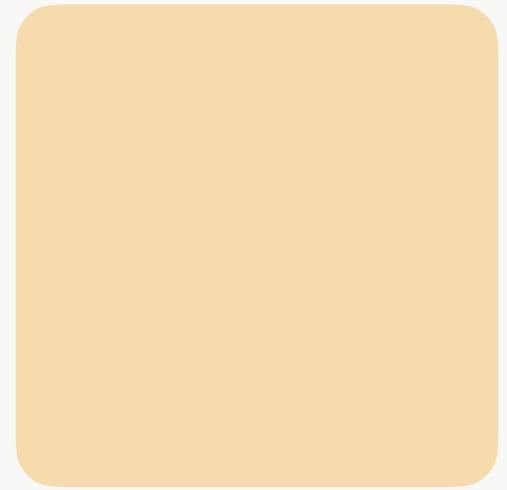


# Style Guide

## Colour Palette



6AD9D4



F6DBAC



0F6176



FFFFFF

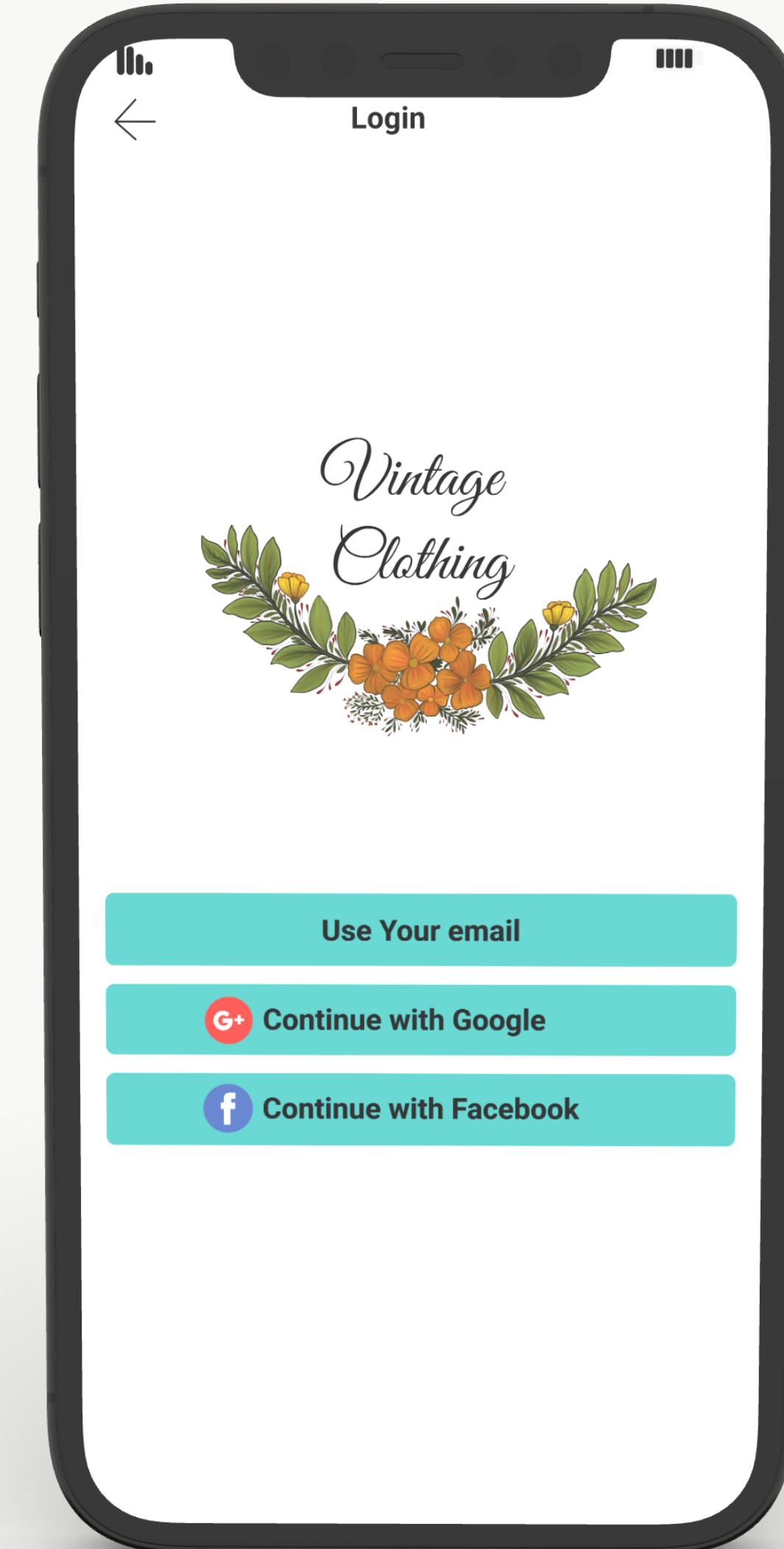
## Typefaces

Roboto

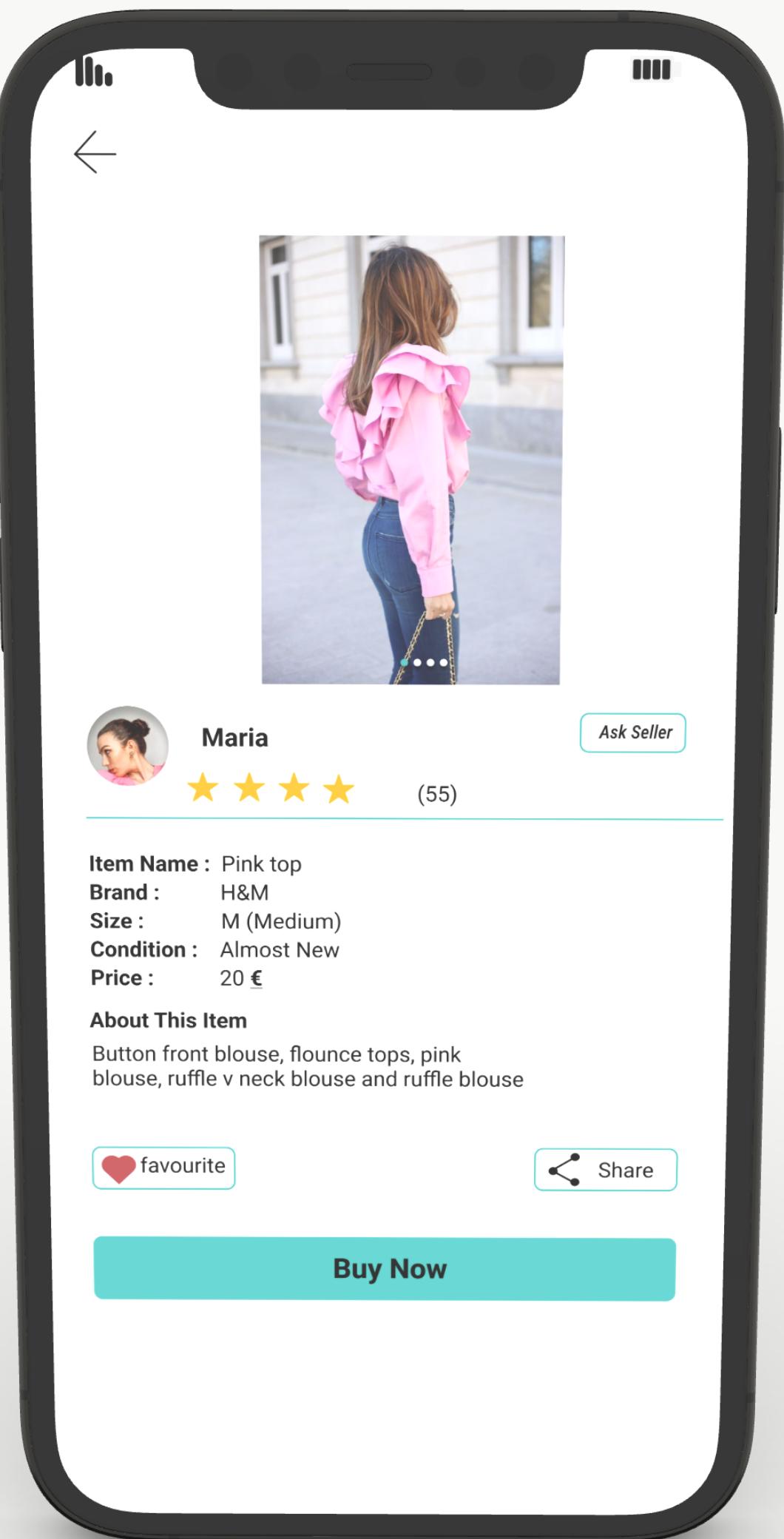
# Headings: Aa

## Headings: Aa

### Headings: Aa



# Impacts



1

## Impact 1

User can easily choose his style of clothing for his size.

2

## Impact 2

User has freedom to choose from a variety of designs and is not limited by a selection offered by brands.

3

## Impact 3

User can use the app anytime to design clothes for his/her needs.

4

## Impact 4

Low cost fashion in the reach of users.