



CrepCollect

Design Documentation

App Concept

Crep Collect is an app that primarily allows sneaker collectors to document, track and share their sneaker collection. It also facilitates the creation of a wanted list of sneakers that the user would like to purchase in the future. In addition, there is a 'Releases' section to keep up to date with upcoming releases and allow them to be added to the user's collection or wanted list.

Target Audience

The target audience of the app is sneaker collectors. There is a large market of consumers who collect limited-edition sneakers for several purposes such as to wear, hold on to or as an investment. Cowen (2020) estimates the sneaker resale market to be worth \$30 billion by 2030 [1].

Requirements

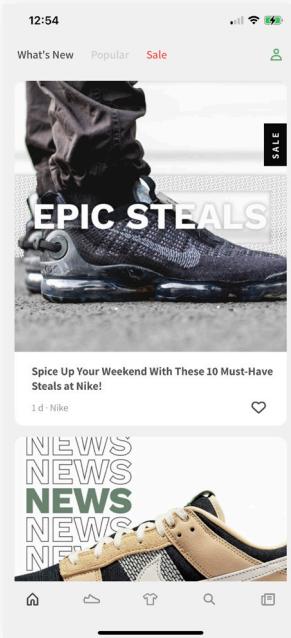
- An API which returns an array of sneakers from a query input. Each sneaker item needs the following data: name, SKU, brand and image URL.
- Authentication service for handling user authentication.
- Database for holding user collection and wanted data.
- Shoe related icons will be needed for the app icon and tab bar icons.

1: <https://www.cowen.com/insights/sneakers-as-an-alternative-asset-class-part-ii/>

Competitor Research

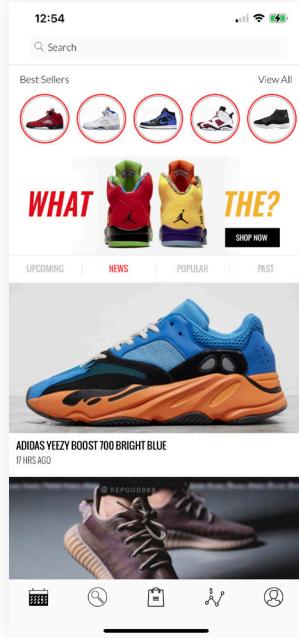
Similar Apps

Sole Supplier



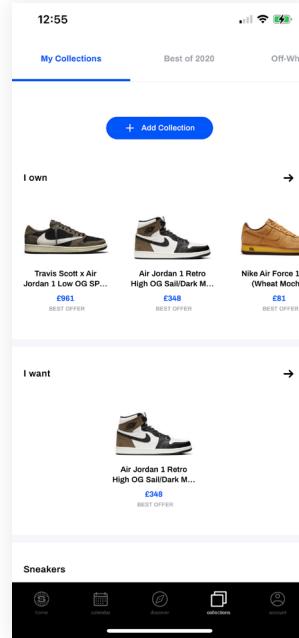
- Focus on releases and news
- "Liked" list offered
- No collection functionality

KicksOnFire



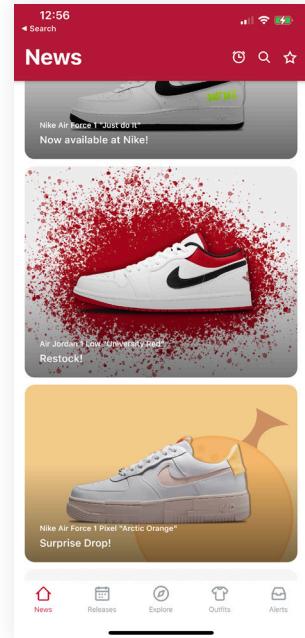
- Focus on releases and news
- Wants list offered
- No collection functionality

SoleCollector



- Focus on releases
- Provides functionality for collection and wanted list

HEAT MVNT



- Focus on releases and news
- Excellent use of graphics and sneaker imagery
- No wanted or collection list

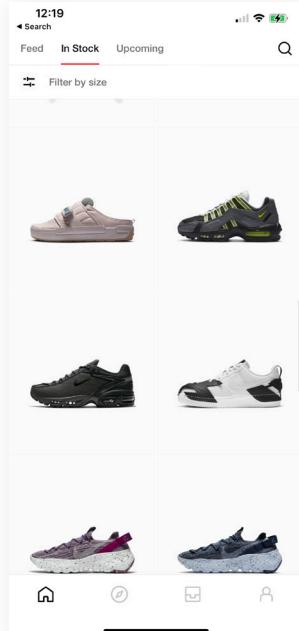
Main finding: Most the apps aimed at sneaker collectors are focused on upcoming releases and news. CrepCollect can innovate in this market by putting the focus on the sneaker collection.

Other Apps In The Sneaker Market

SNKRS

Nike's app for selling limited edition sneakers.

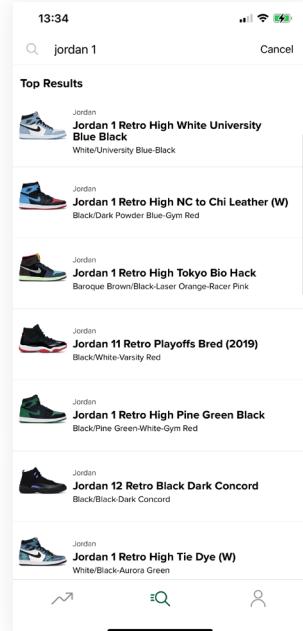
Very effective use of images of sneakers, dominating the screen and allowing users to focus on the aesthetics of the sneakers.



Stockx

A leading marketplace for limited edition sneakers.

Provides an example of an effective search of a database of sneakers, returning consistent imagery and presenting the information to the user effectively.

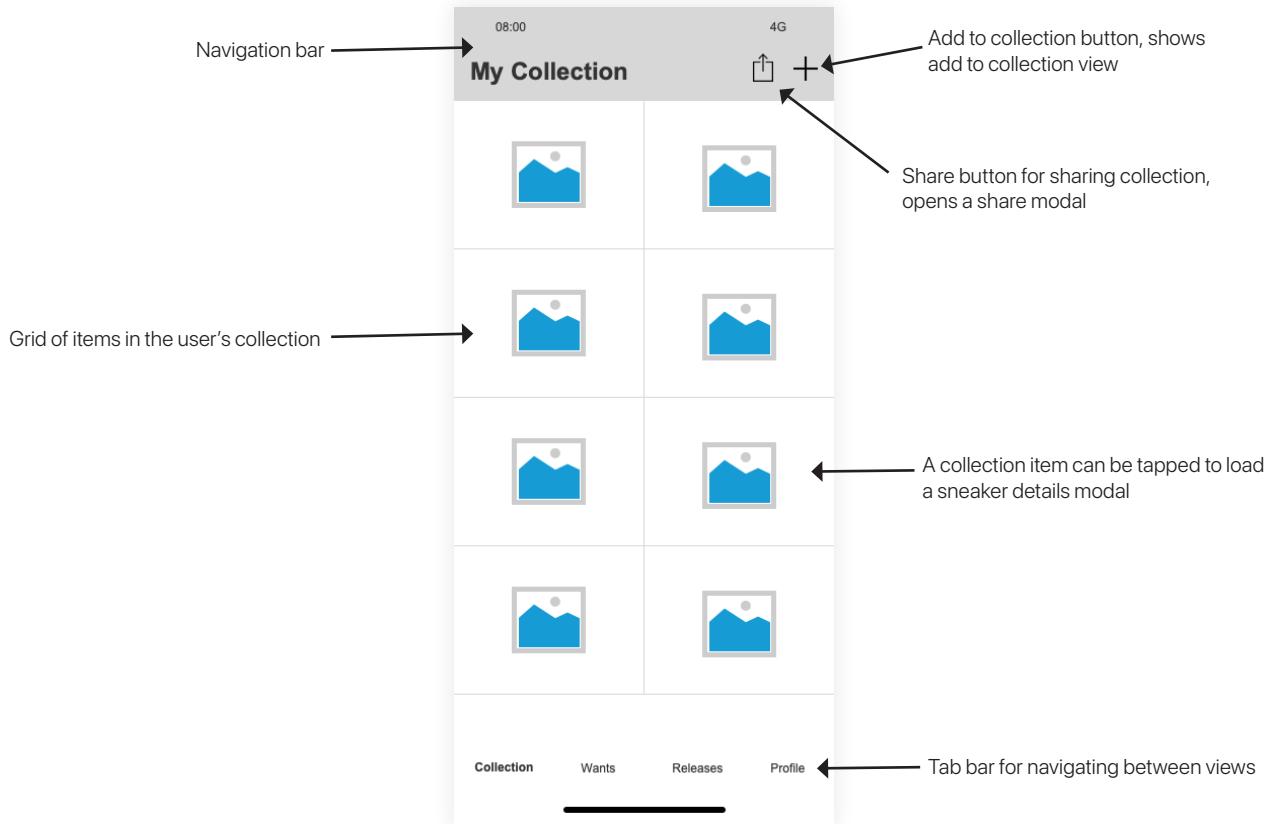


Main finding: Effective and consistent use of sneaker images can provide an immersive and engaging user experience.

Wireframes

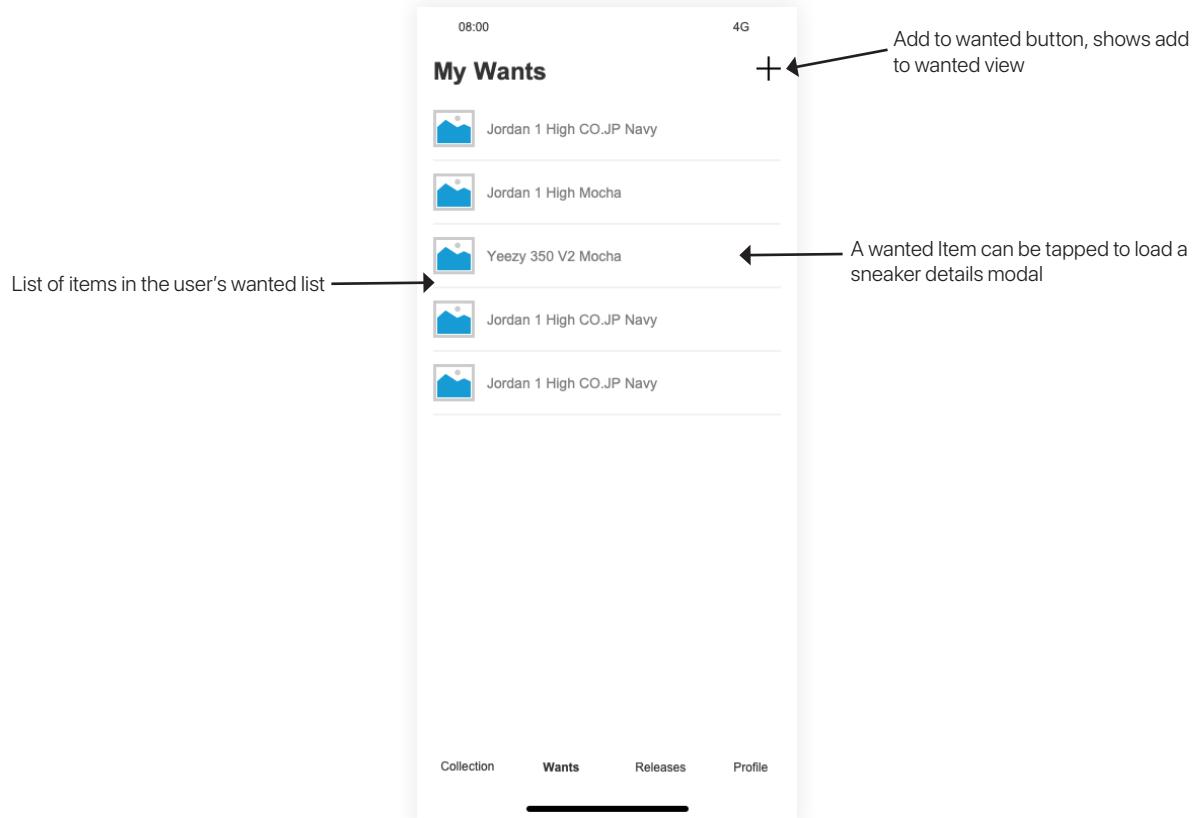
My Collection

Screen for the user's collection



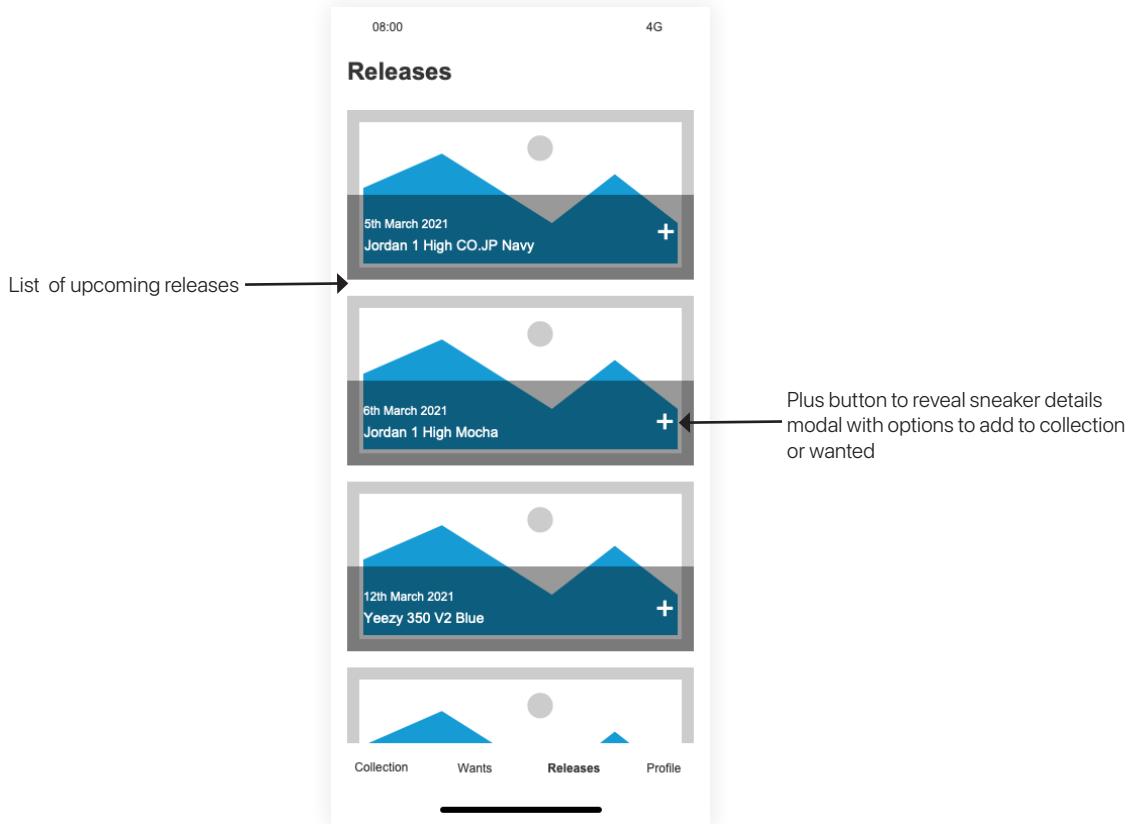
My Wanted

Screen for showing user's wanted list



Releases

Screen for displaying upcoming sneaker releases



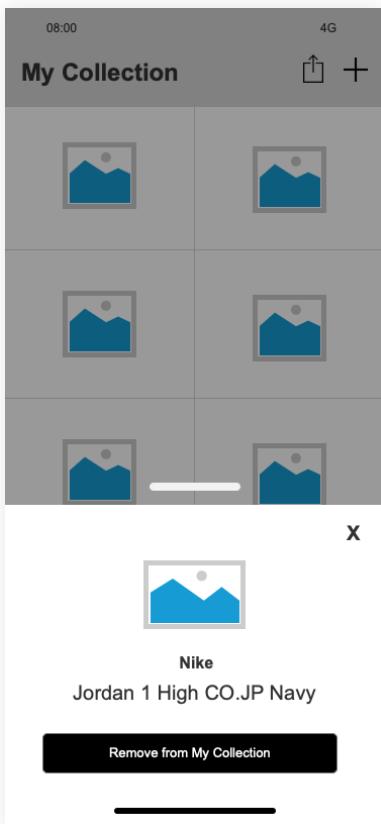
Profile

Screen for displaying user profile and providing actions

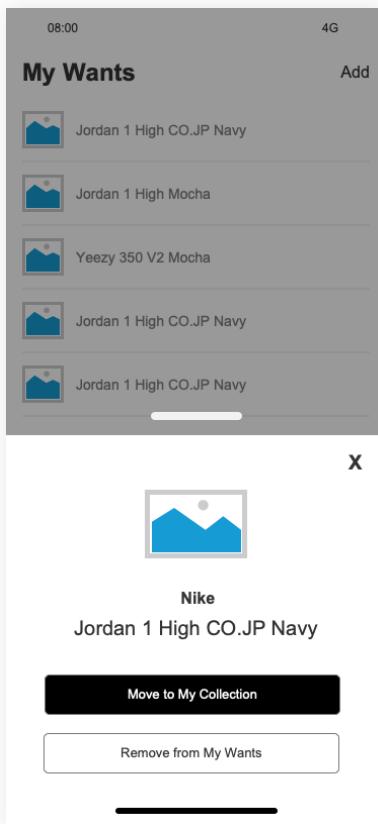


Sneaker Details Modal

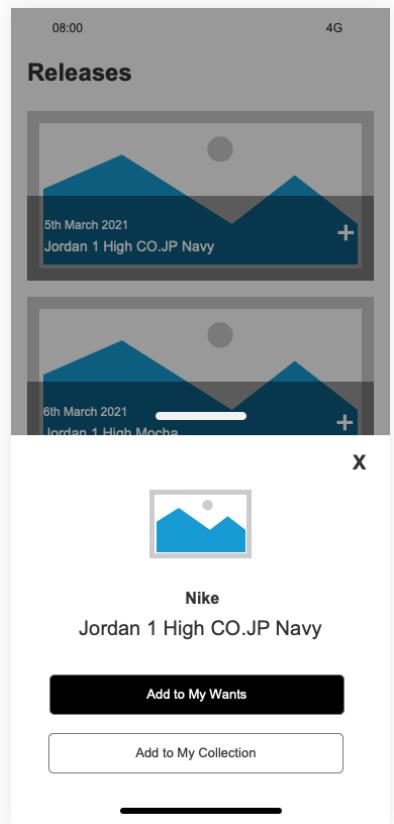
Bottom sheet style modal view used when tapping a sneaker.
Shows more details for a sneaker and provides actions depending on the view.



When tapping a collection item, more details and a button to remove the item are shown.



When tapping a wanted item, more details and buttons to move the item to collection or remove it from wanted are shown.

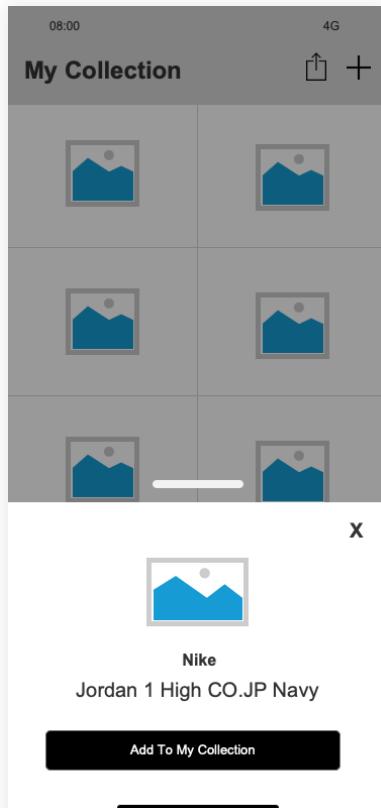
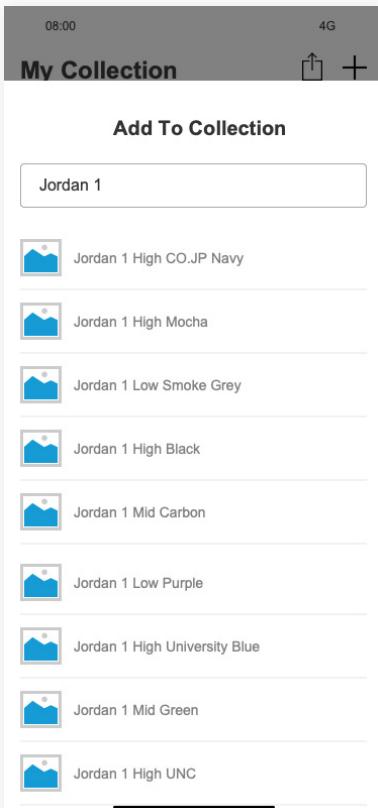


When tapping a release item, more details and buttons to add to collection or wanted are shown.

Add to Collection or Wanted

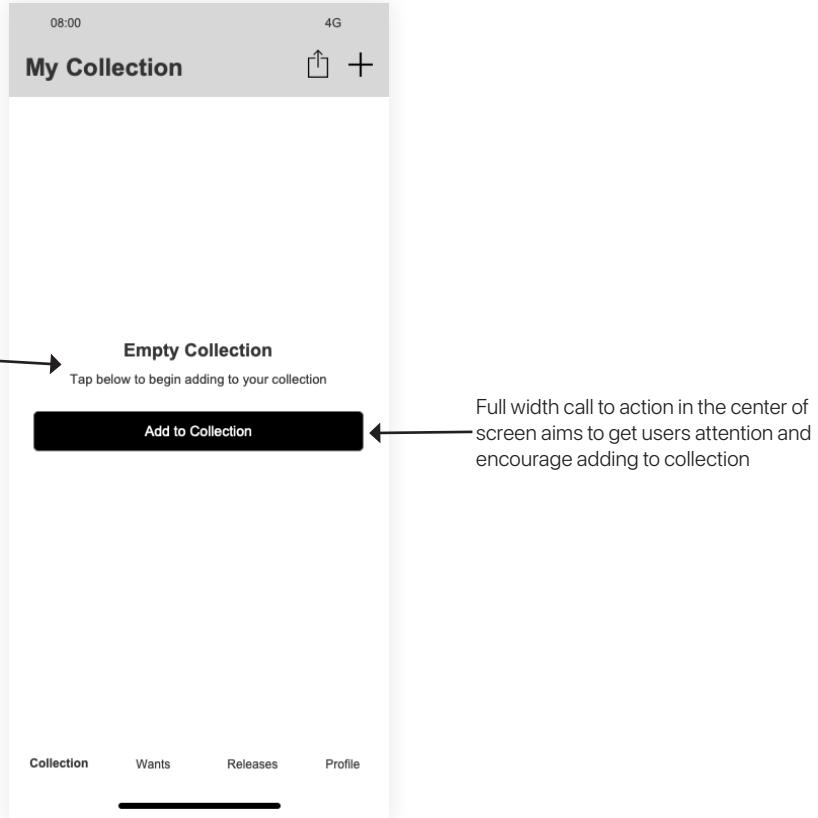
Screen to search for a desired sneaker.

Once a sneaker is tapped, a modal is presented to confirm adding it to collection or wanted.



Empty View

Used on My Collection and My Wanted screens when user has no items yet



Auth Screens

Screens used when the user has not yet signed up or signed in

The image displays three authentication screens side-by-side:

- Welcome**: The screen features the 'Crep Collect' logo at the top. At the bottom are two buttons: a black 'Sign In' button and a white 'Sign Up' button with a black border.
- Sign Up**: The title 'Sign Up' is at the top. Below it is a sub-instruction: 'Create an account to start putting together your crep collection and share it with your friends'. There are three input fields with labels: 'Email Address', 'Username', and 'Password', each with a placeholder text ('Enter your email', 'Enter a username', 'Enter a password'). At the bottom is a black 'Sign Up' button.
- Sign In**: The title 'Sign In' is at the top. Below it is a sub-instruction: 'Jump back into your sneaker collection and keeping up with the latest releases'. There are two input fields with labels: 'Email Address' and 'Password', each with a placeholder text ('Enter your email', 'Enter a password'). At the bottom are two buttons: a white 'Sign In' button with a black border and a black 'Sign Up' button with a white border.

Branding

Name

The name Crep Collect was chosen as it is catchy and memorable, utilising alliteration. It is also appropriate as Crep is a British informal word for sneakers/trainers [2] and collect refers to the gathering together of items [3].

Logo

The Crep Collect logo consists of a simple illustration [4] of an outline of a sneaker situated above "Crep Collect" text. Pacifico [5], a handwriting style font was selected to give the impression of an informal and fun app. The curved nature of the font resembles shoelaces as the text is joined together and overlaps.



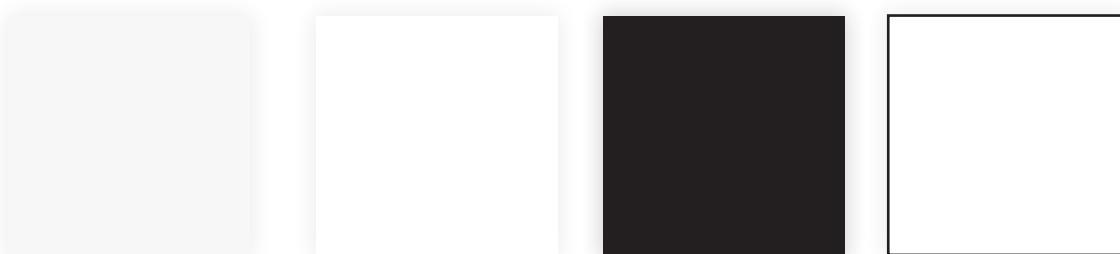
App Icon

The use of the same sneaker outline illustration used in the logo is used to provide a simple but identifiable app icon.



Colour Scheme

A monochrome colour scheme was selected for Crep Collect. This decision was made in order to prevent distraction from the sneakers and subsequently to place the focus of the app on the content of sneaker images.



Background
#F8F7F7

Surface
#FFFFFF

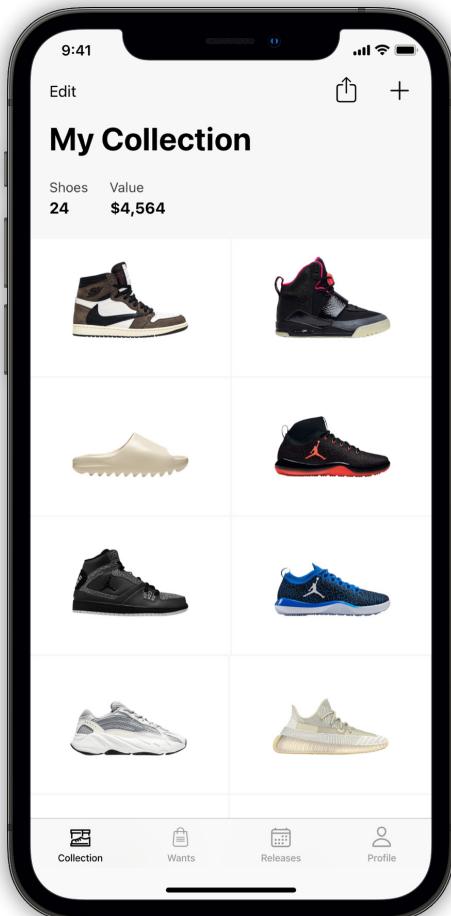
Text / Primary Action
#000000

Secondary Action
#FFFFFF
1px #000000

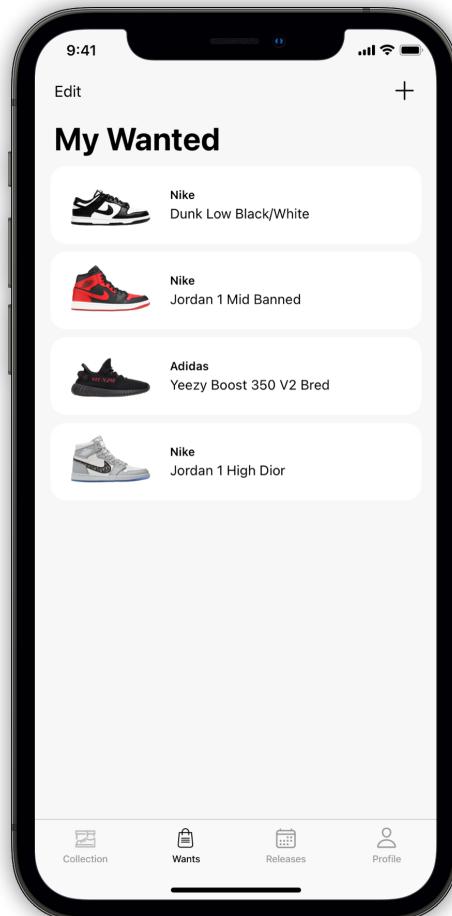
2: <https://www.collinsdictionary.com/dictionary/english/creps>
3: <https://dictionary.cambridge.org/dictionary/english/collect>
4: https://www.iconfinder.com/icons/5424424/fitness_footwear_run_shoe_shoes_sneaker_sports_icon
5: <https://fonts.google.com/specimen/Pacifico>

App Design

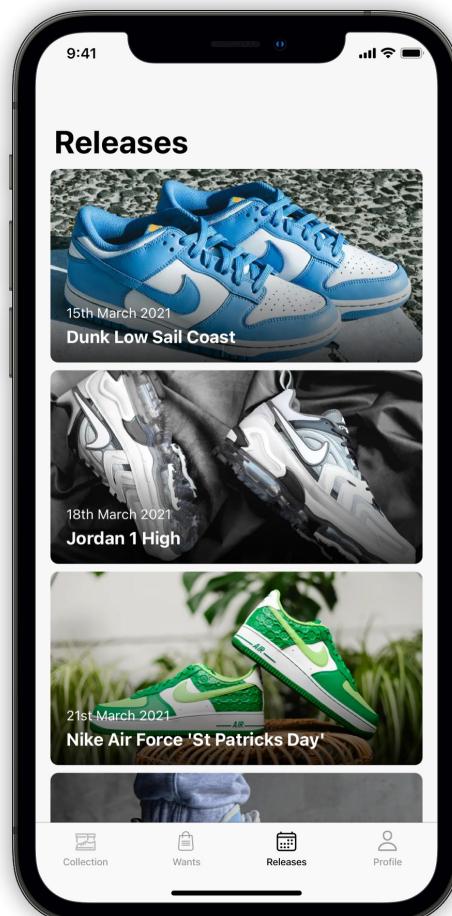
My Collection



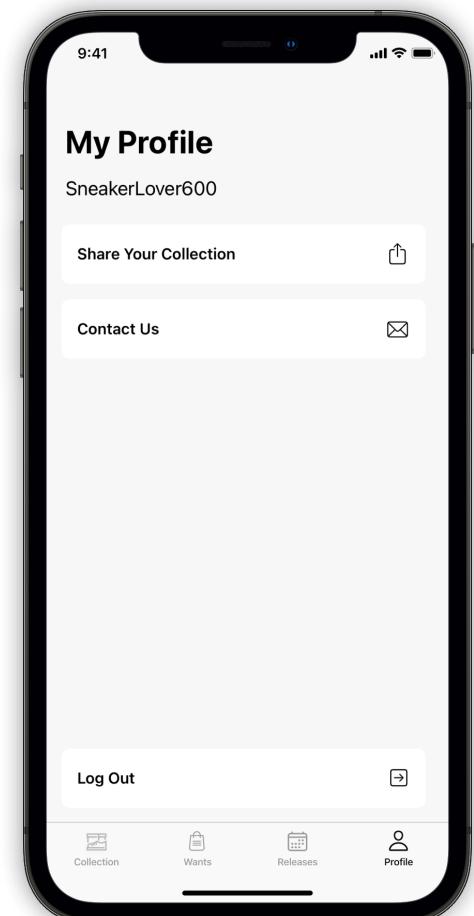
My Wanted



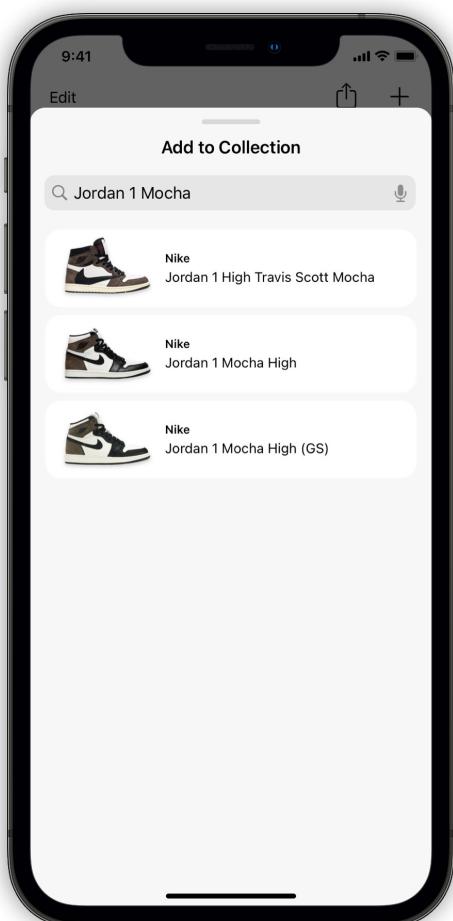
Releases



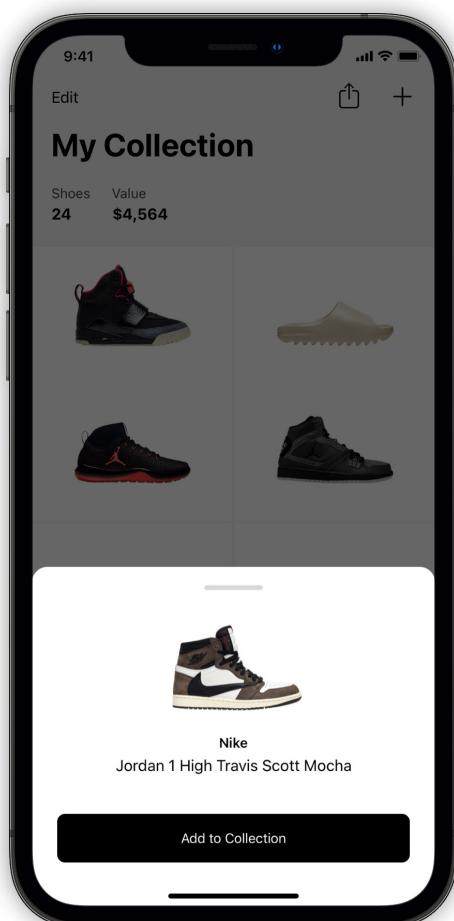
My Profile



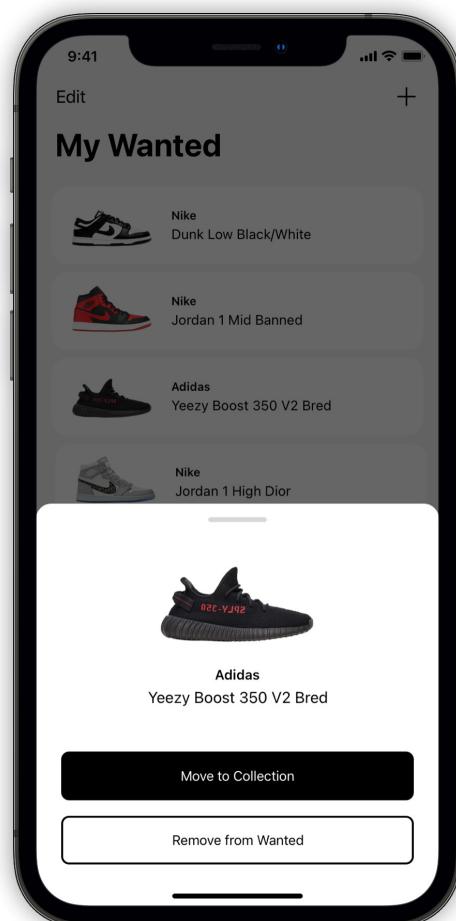
Add to Collection



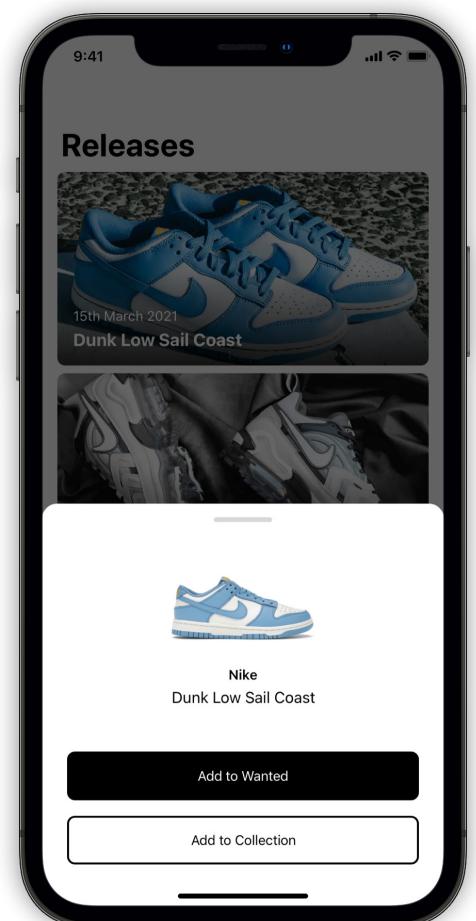
Add to Collection - Confirm



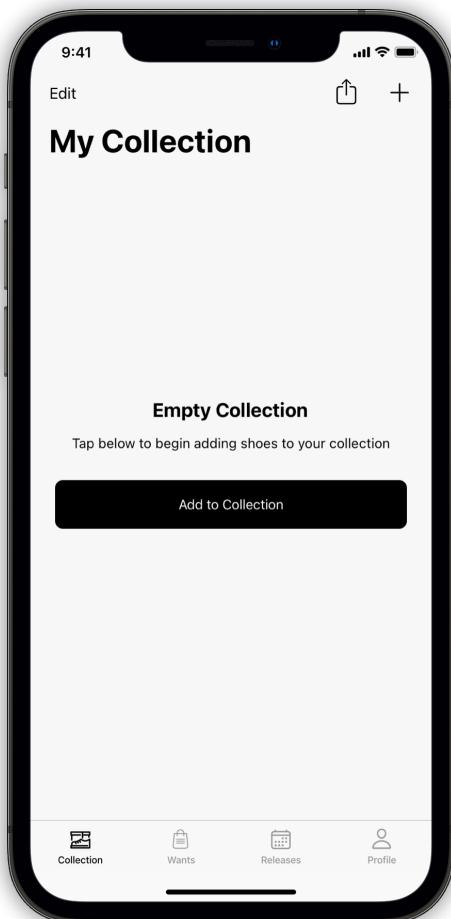
My Wanted - Details Modal



Releases - Details Modal



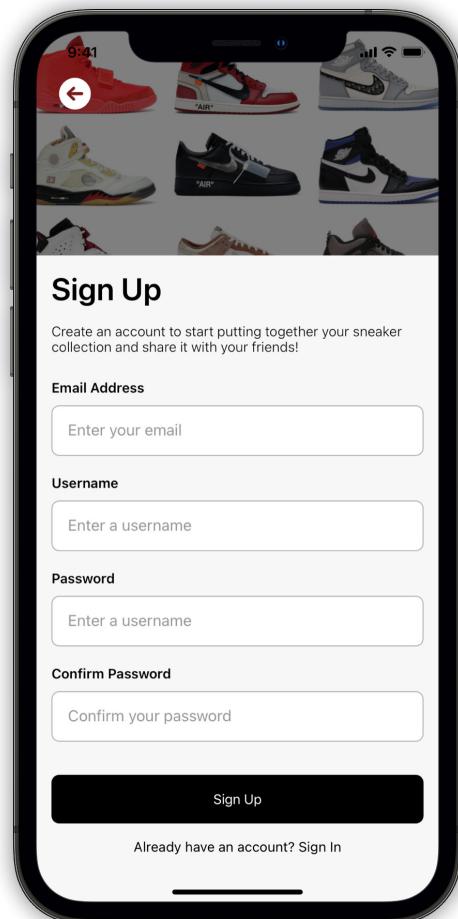
My Collection - Empty



Welcome



Sign Up



Sign In

