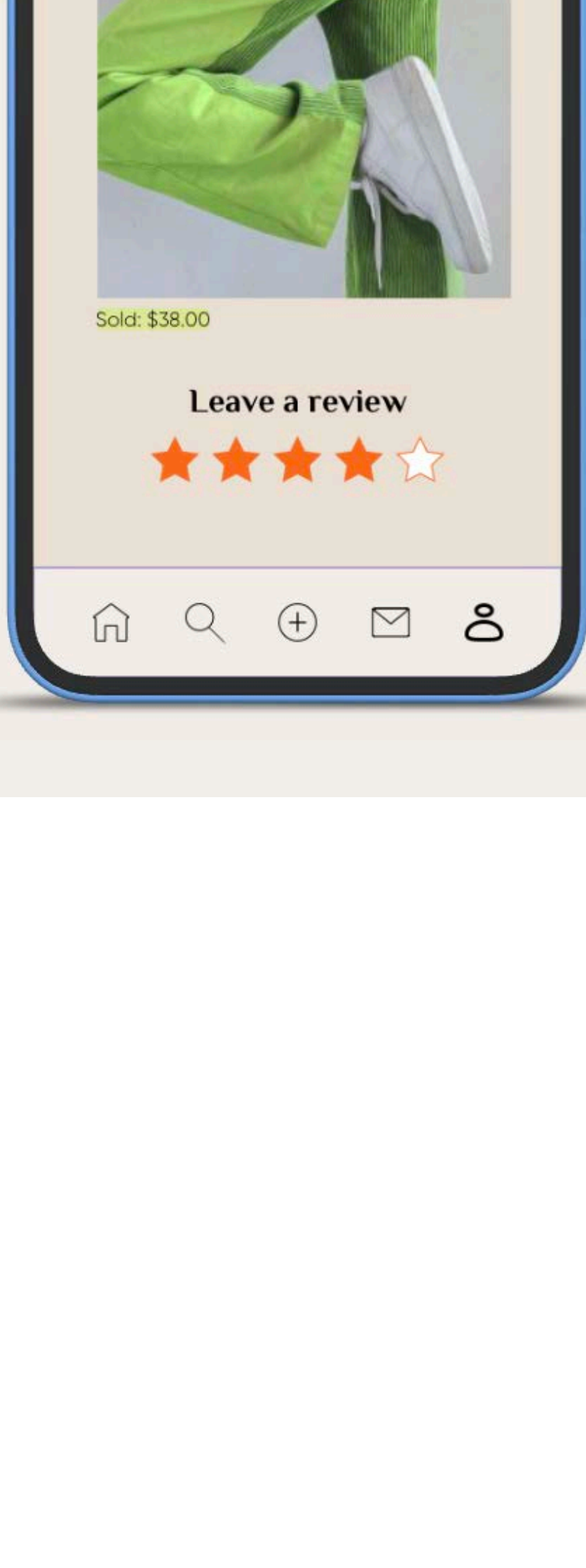


Second Love

A second-hand vintage clothing mobile app

Challenge

People need a place where they can find second-hand, trendy clothes in their size, from the comfort of their own home.



Solution

Create a mobile app that people can use whenever to find, buy and sell used vintage clothing.



Key Features

- Create account
- Shop by specific filters
- Sell clothing
- Buy clothing
- Leave reviews
- Shop sale
- Send messages
- Find inspiration

Approach



Research

Before diving in, I always start off with a little research. I search for related topics on Google, Behance and Pinterest. I take a look at similar apps and note what I like and dislike. Research also helps me define my typical user.

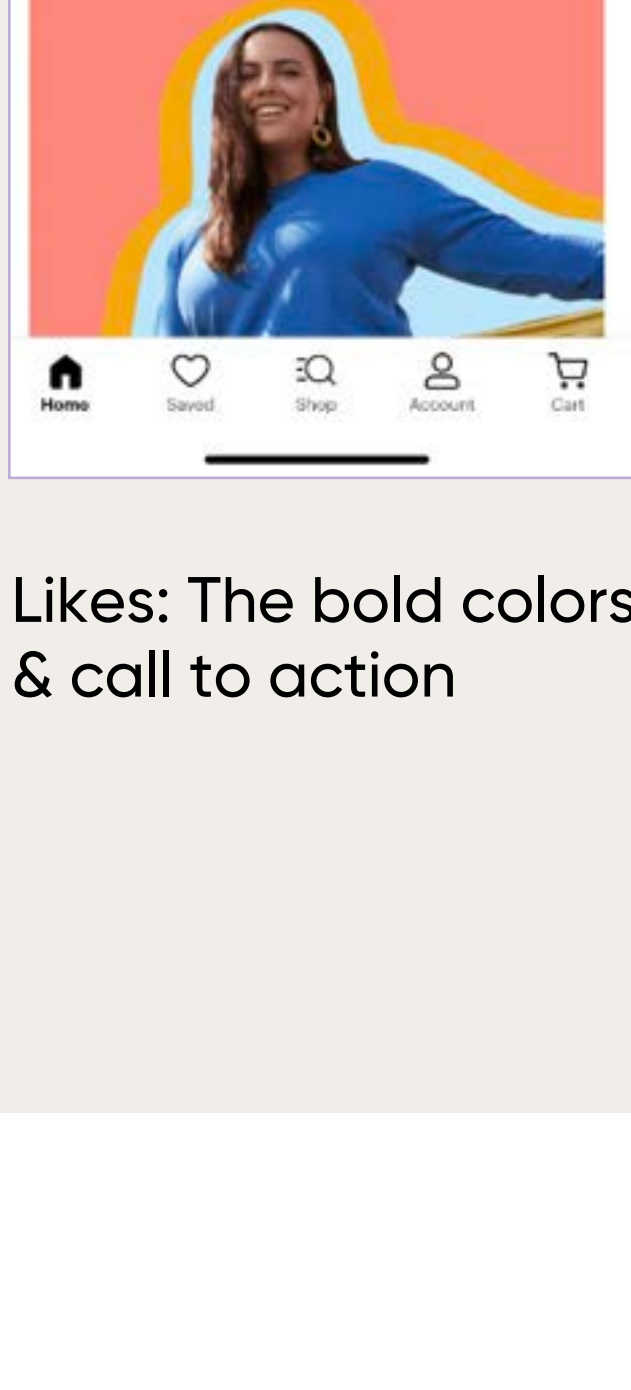
Poshmark



Dislikes: The cluttered social aspect of users connecting.

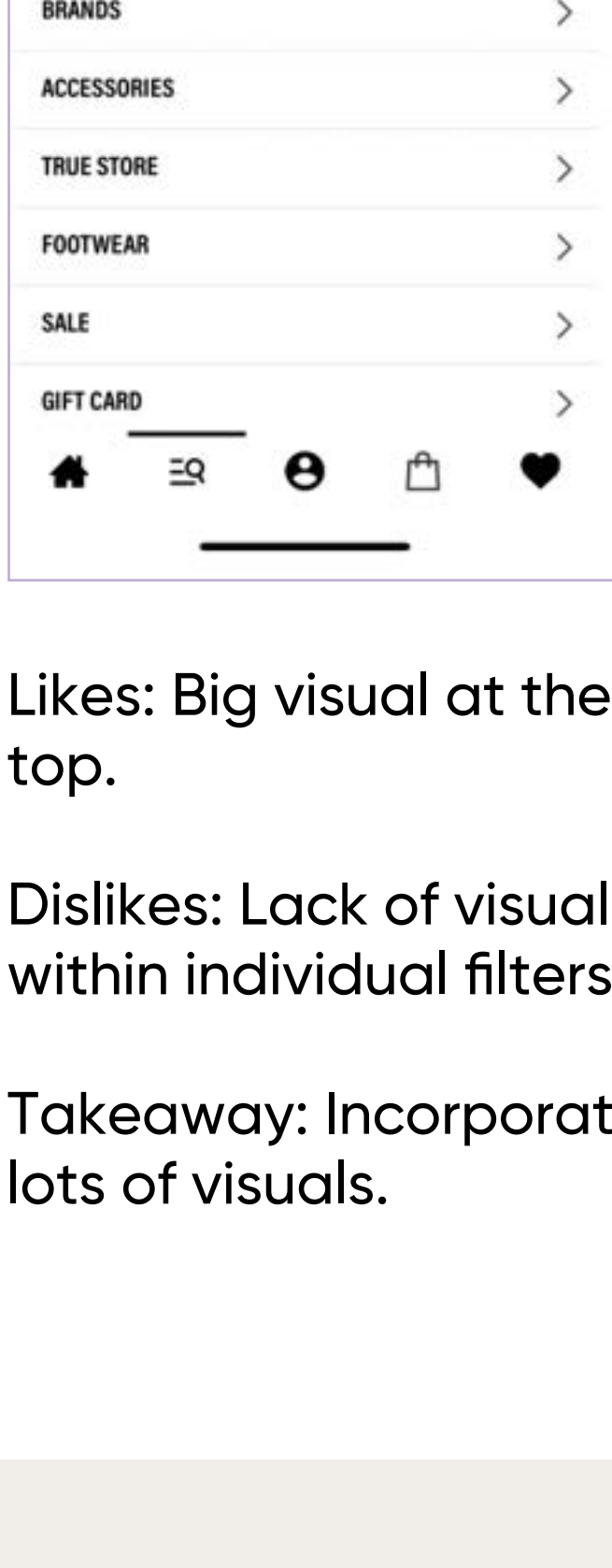
Takeaway: Streamline social interactions.

Thred up



Likes: The bold colors & call to action

True Vintage



Likes: Big visual at the top.

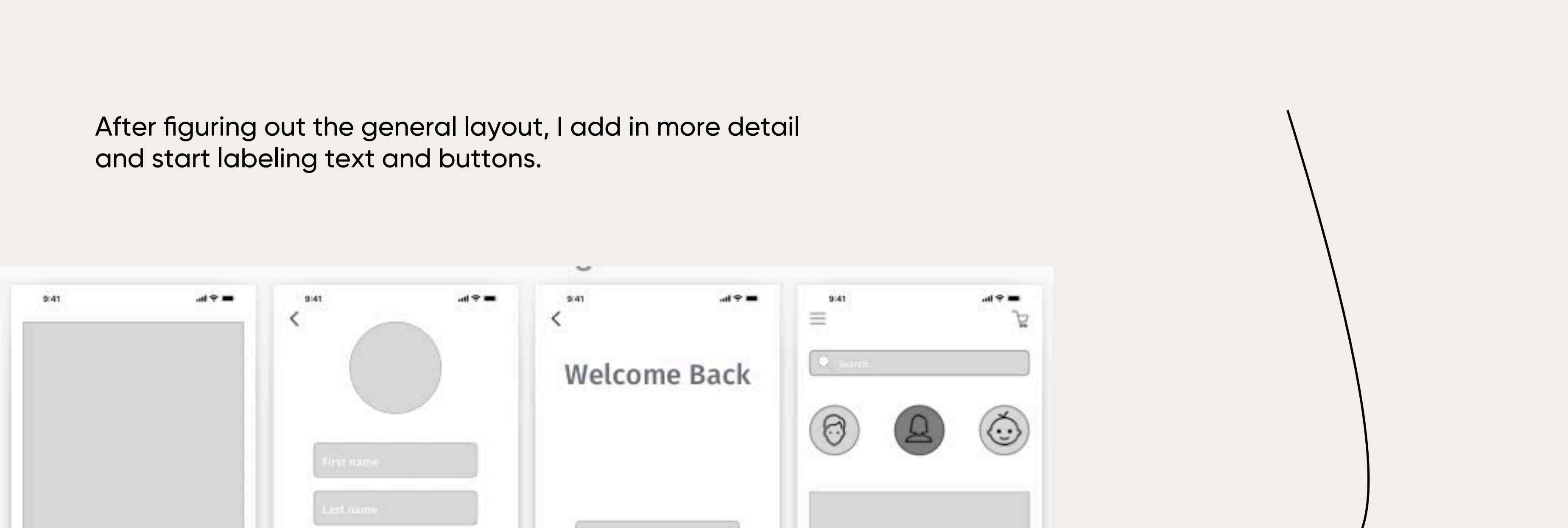
Dislikes: Lack of visuals within individual filters.

Takeaway: Incorporate lots of visuals.

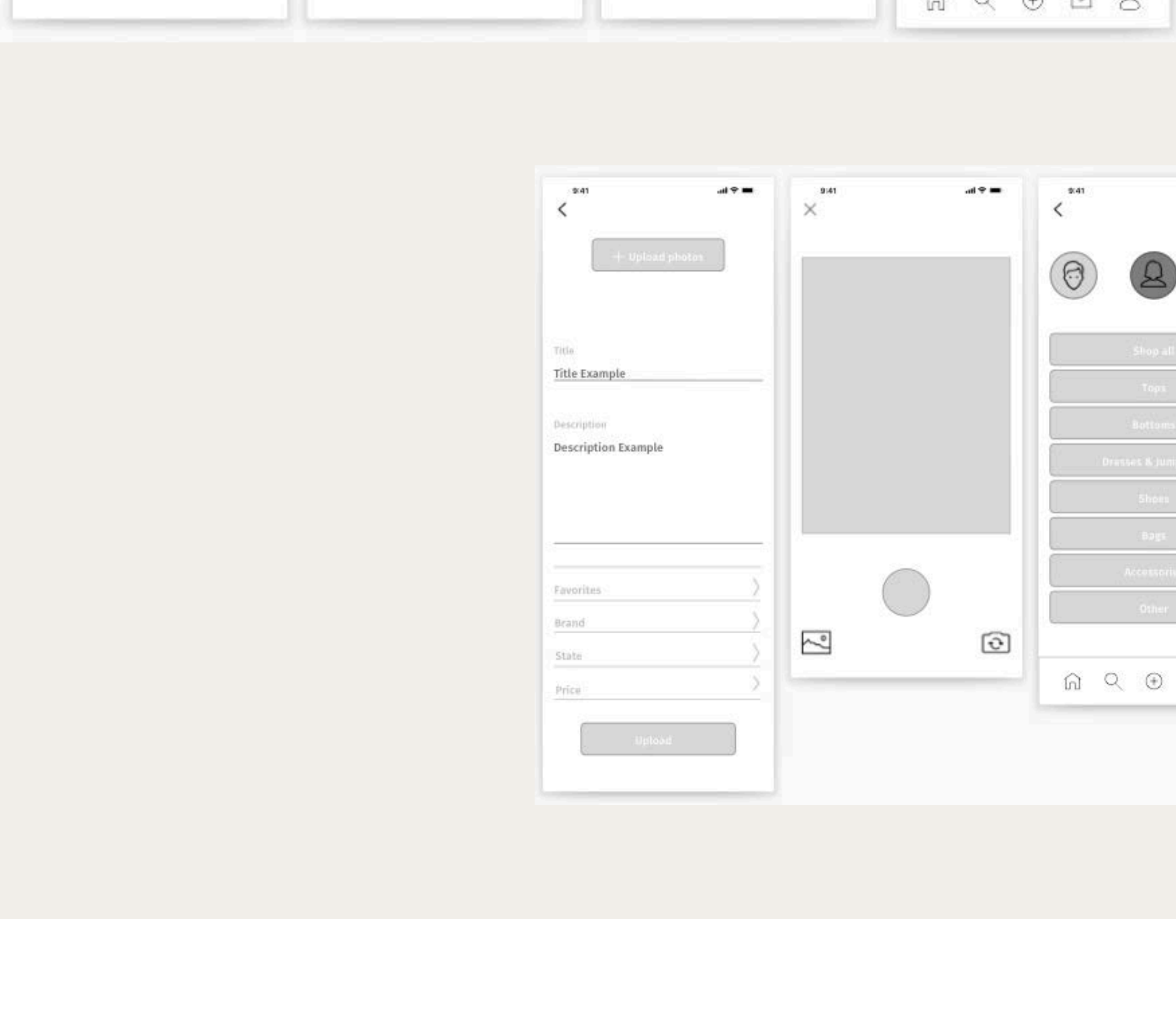
My users are anyone who likes thrifting and is trying to reduce their clothing waste. They appreciate vintage and second-hand clothing in good condition. My users are mainly between the ages of 18 - 35 years old.

Wireframes

I start with low-fidelity wireframes so I can start to visualize the layout. There is minimal detail, just overall placement ideas. I used a grid to make sure none of my elements fell within the white space, leading to a more symmetrical and clean interface.



After figuring out the general layout, I add in more detail and start labeling text and buttons.



Design Inspiration

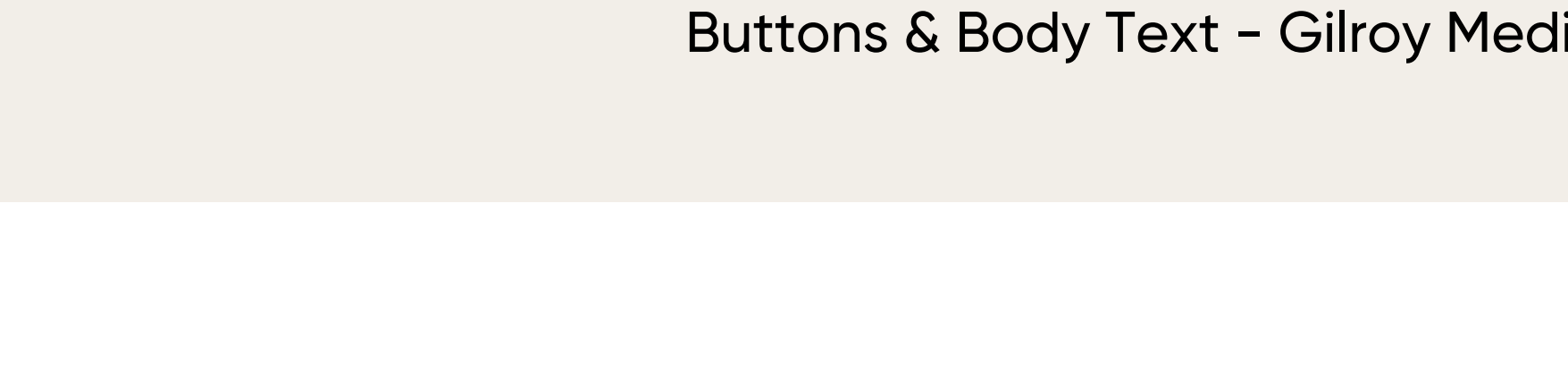
Before applying any sort of color, imagery or typography, I make a mood board that will serve as an inspirational guide for my high-fidelity wireframes. I find inspiration from the internet, my surrounding and other apps. I make sure that my UI elements that reflect my style and brand are closely related to my mood board to create a cohesive look.



Color

Hex: FD5E0A RGB: 253,94,10 HSL: 21,96,52	Hex:D1EF53 RGB: 209, 239, 83 HSL: 72, 65, 63	Hex: B3A0CE RGB: 179, 160, 206 HSL: 265, 22, 72	Hex: E2D1BF RGB: 226, 209, 191 HSL: 31, 15, 82	Hex: F1EEE9 RGB: 241, 238, 233 HSL: 38, 3, 93
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Icons



Typography

- Headers & Titles - El Messiri Bold
- Buttons & Body Text - Gilroy Medium

Apply

The final step is applying my curated design elements to my high-fidelity screens. I will keep my color scheme, typography and icons uniform to create familiarity for my user and lead to a pleasant overall user experience.

