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Developing a New Site Design

Mockup (Figma):

<https://www.figma.com/proto/VuIHX80ZfRw1lJlEO5Kav7/rapidapp-proposal?type=design&node-id=24-148&t=sruMbmP7OZvMIKz1-1&scaling=scale-down&page-id=24%3A108&mode=design>

Overview

Welcome to “Thrift It”, the ultimate destination for thrift enthusiasts! Thrift It” is a community where users can share their unique thrift finds, whether it is clothing, trinkets, furniture, and more that were discovered at thrift stores.

One big feature of this website is the ability for users to showcase their thrift discoveries, even if they did not purchase them, along with the store’s location. This means that this would allow users to uncover new items and make a trip to that specific store (assuming that the item is still available).

“Thrift It” also contains a marketplace where communities can buy and sell their used items online like a Facebook Marketplace. “Thrift It” is a great way to shop more sustainably and share your thrift finds.

Work Process

In my proposal, I highlighted the use of certain WordPress plugins tailored to meet the requirements of each page. By selecting plugins such as Smart Slider, WP Grid Builder, WooCommerce, and ProfilePress, I wanted to create a WordPress design that meets the needs of the user to create a better user experience.

By utilizing Figma, I was able to design detailed wireframes and mockups to create a visual of each screen that the user would see while navigating on the “Thrift It” website. The

wireframes and mockups created would be used as reference points for design and development teams if this project was going to be built.

Overall, the goal of this design was to create a user-centered website experience that caters to the needs and preferences of “Thrift Its” target audience. I aimed to create a simple, retro design that fits the theme of this business as well as being accessible.

Pages:

- **Home Page**

- **Hero Image:** A main image showcasing thrifted items. Smart Slider plugin can be used to create an interactive hero image slider with transitions.
- **Nav Bar:** The navigation bar will include a search bar, icons that lead to the thrift find page and the marketplace page. This includes titles/icons like Home, Finds, Marketplace, and Profile.
- **Footer:** The footer is located at the bottom of the page. Here users can find our contact information, social medias, FAQ link, privacy policy, and terms of use for the website.
 - **Email Sign Up Option:** This will allow the user to sign up to receive notifications from “Thrift It”. This would send users updates on new thrift finds or marketplace listings that have been posted.
- **Popular Finds Section:** Underneath the hero image, the user can view top rated thrift finds from the website using an arrow icon.
 - Using a plugin like WP-PostRatings, the user can rate finds and it will be displayed in this section.

- **Thrift Finds Page**

- **Grid:** Using a theme or plugin like WP Grid Builder would allow for an organized layout for users’ thrift finds.
- **Items:** Each item would contain item name, an image, description, and location of thrift store. Using Advanced Custom Fields and ToolSet will make it easier to create and edit thrift item details.
- **Infinite Scrolling:** Using a plugin like Ajax Load More for infinite scrolling. This would load more thrift posts when the user scrolls.

- **Filter Options:** the user can filter their feed to display items in a specific location, display items of a certain category, or filter based on price range.
- **Sort icon:** the user can sort their finds feed to display “Newest to Oldest”, “Oldest to Newest”, “High to Low Price”, or “Low to High Price”.
- **Marketplace Page**
 - **Product Listings:** WooCommerce can be used for creating and editing the product listing. This includes, posting, editing, and deleting listings.
 - **Seller Profile:** WooCommerce Vender Marketplace Pro plugin can allow users to become sellers and edit their profile.
 - This page contains a similar layout to the Thrift Finds page.
 - **Filter Options:** the user can filter their feed to display items in a specific location, display items of a certain category, or filter based on price range.
 - **Sort icon:** the user can sort their finds feed to display “Newest to Oldest”, “Oldest to Newest”, “High to Low Price”, or “Low to High Price”.
- **User Profile Page**
 - **User Info:** ProfilePress membership plugin can be used to customize user profiles and make selling products easier.
 - **User finds/Favorites:** Using custom post types for thrift finds and plugins like WP Favorite Posts to allow for favorite button functionality to any post type.
 - **Users Main Profile:** this main user profile contains options to view activity feed, inbox, settings, and switch to their marketplace profile (seller profile).
 - **Users Marketplace profile:** this secondary user profile allows users to create a “seller profile”. Here they can post/view their listings. As well as view any saved listing they saw.
 - This profile also displays a user rating based on reviews left by customers who have bought from them.
 - Verified icon can also be found to display that the user is a verified/trusted seller.
 - Users can also view messages sent from potential buyers.

Reflection

Throughout the creation of designing the “Thrift It” website, I have learned more about WordPress plugins and how to integrate them into my website to create a design that is tailored toward user experience while also creating an engaging design. User-centered design is very important when it comes to designing websites. I made sure to tailor this design towards the needs of thrift enthusiasts and designed a site that has an aesthetic look and navigating would be seamless.

I also learned more about using Figma to visualize this design. I made the mockup interactive to show the functionality of the SmartSlider and infinite scrolling plugin and to showcase the sites features. Challenges that I faced throughout this process was coming up with the color palette and theme of this website. I aimed to make this website theme represent the purpose for the creation of this website idea.

For the future, I will continue to focus my design on ensuring the users have the best experience when viewing my designs. I would also gather feedback and conduct some usability testing to ensure that this website is accessible for all. I am proud of the overall result of the “Thrift It” website and the wireframes/mockups that I created.