

Reuse Clothes & Shoes

Eddie Wang

Project overview



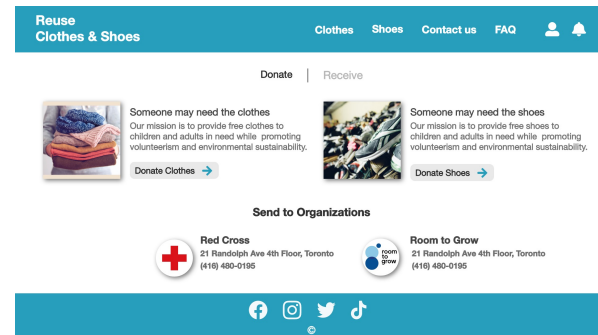
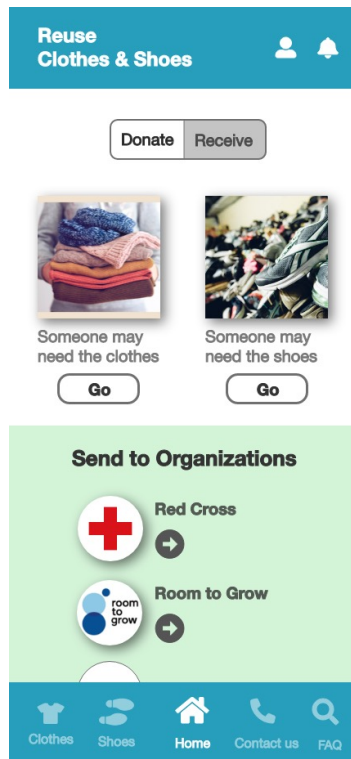
The product:

Design a tool for neighborhoods to ensure that everyone has clothes and shoes



Project duration:

Oct, 2021 – Nov. 2021



Project overview



The problem:

Some people are kind and they want to donate the clothes and shoes but they don't know where to go. Some people need clothes and shoes, likewise, lack of the platform for them to find the resources.



The goal:

To ensure that everyone has clothes and shoes, this app is for both people who want to donate the clothes and shoes and people who need these resources. This app simplifies the process to pair people and make clothes and shoes move efficiently.

Project overview



My role:

UX designer



Responsibilities:

- Design research plan
- Create persona
- Conduct user research
- Draw wireframe
- Translate wireframe to mockup
- Build low-fidelity and high-fidelity based on mockup

Understanding the user

- User research
- Personas
- Problem statements

User research: summary



Title: Usability study of Reuse Clothes & Shoes

Author: Eddie

Research Goals:

- Determine if users can complete core tasks within the clothes&shoes donation app.

- Determine if the app is difficult to use.

- Determine if the app solves users' problem.

Persona : Emma Lin

Problem statement:

Emma is a busy auditor who needs to have an easy way to donate the clothes of her kids. Because the clothes are still in good conditions.



Emma Lin

Age: 34

Education: Bachelor

Hometown: Toronto, Canada

Family: Married. Two kids

Occupation: Auditor

“The kids are growing fast. Their secondhand clothes and shoes are still in good condition. Throwing them out is a waste of resources. I hope to give them to people who needed.”

Goals

- Send the clothes and shoes go to people who need it
- Can know the detail of how these resources are treated

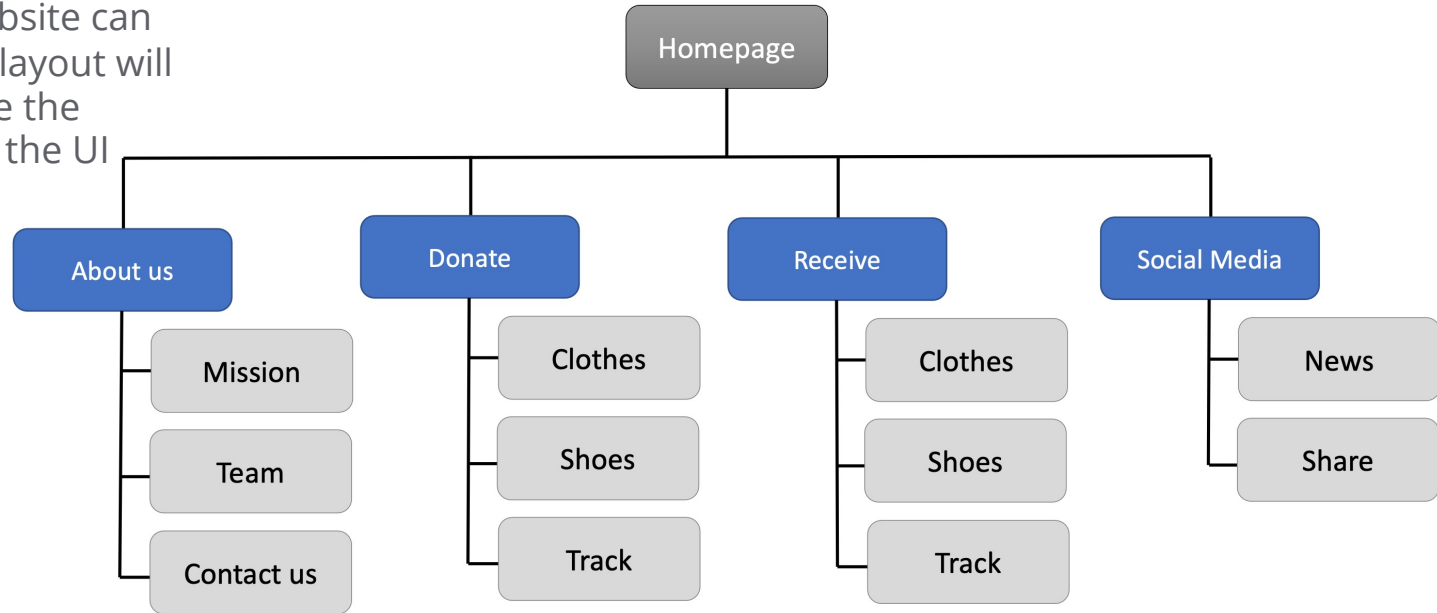
Frustrations

- Busy and have no time to find the organization collects secondhand clothes and shoes
- Not sure how to make sure these resources really be leveraged by people in need

Emma is a busy auditor with a long working hours. In addition, she is a mom of two kids. Bigger one is 8 years old and the other is 6. They are growing fast, and a lot of the clothes and shoes can fit in but still in good condition. Emma wants to donate these resources to people in need. She really want to have an app that can easily send the clothes and track them.

Sitemap

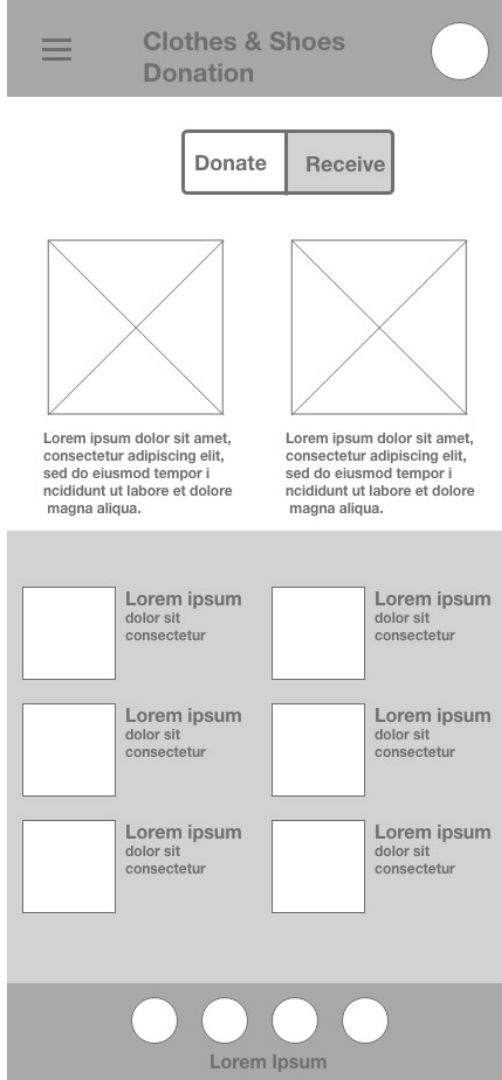
By building the sitemap, the structure of the website can be confirmed. This layout will save time and make the process of building the UI efficient.



Digital wireframes

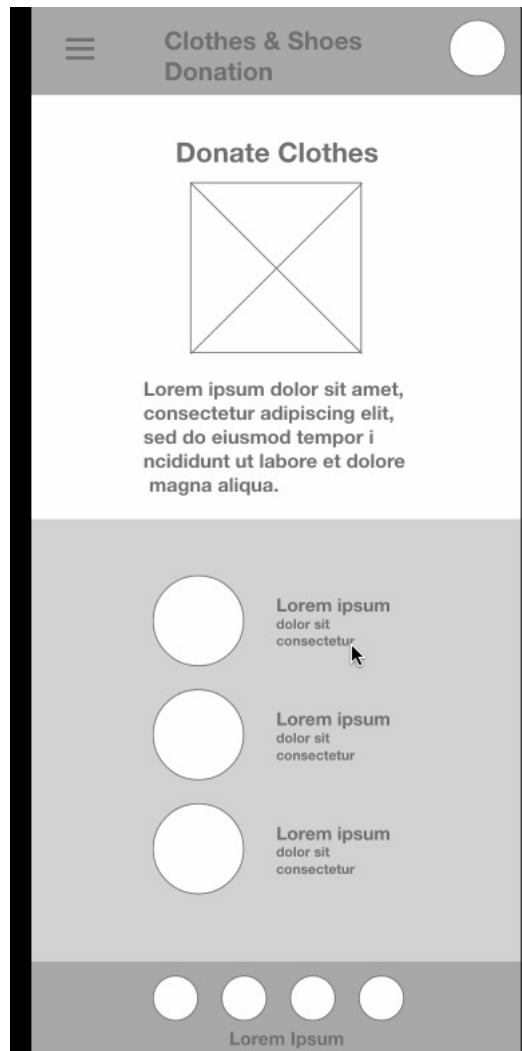
[Goal: Make users easy to know where is donate and where is receive section.

Also, use huge image for differentiating clothes and shoes section]



Low-fidelity prototype

[<https://xd.adobe.com/view/6d38b7f6-dc37-444e-b705-c6b62b2c1008-386b/>]



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Toronto, Canada, remote



Participants:

5 participants



Length:

30-60 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

Radio button to select donate or receive is not noticeable. Replace the radio button with a bigger toggle block

2

Finding

Some users are stuck at the home page. Adding a getting start guide or frequent Q&A is necessary.

3

Finding

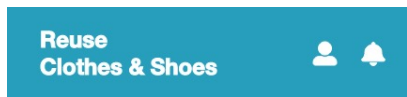
Some users don't notice there are some text are clickable. Using dedicated buttons for links instead.

Refining the design

- Mockups
- High-fidelity prototype

Mockups - Different Screen Sizes - 1

Mobile:



Donate Receive



Someone may need the clothes

Go



Someone may need the shoes

Go

Send to Organizations



Red Cross



Room to Grow



Clothes



Shoes



Home



Contact us



FAQ

Tablet:

Reuse
Clothes & Shoes



Donate

Receive



Someone may need the clothes

Go



Someone may need the shoes

Go

Send to Organizations



Red Cross



Room to Grow



Clothes

Shoes

Home



Contact us

FAQ


Mockups - Different Screen Sizes - 2

Laptop:

**Reuse
Clothes & Shoes**


[Clothes](#) [Shoes](#) [Contact us](#) [FAQ](#)  

[Donate](#) | [Receive](#)



Someone may need the clothes
Our mission is to provide free clothes to children and adults in need while promoting volunteerism and environmental sustainability.


[Donate Clothes →](#)




Someone may need the shoes
Our mission is to provide free shoes to children and adults in need while promoting volunteerism and environmental sustainability.

[Donate Shoes →](#)






Send to Organizations



Red Cross
21 Randolph Ave 4th Floor, Toronto
(416) 480-0195

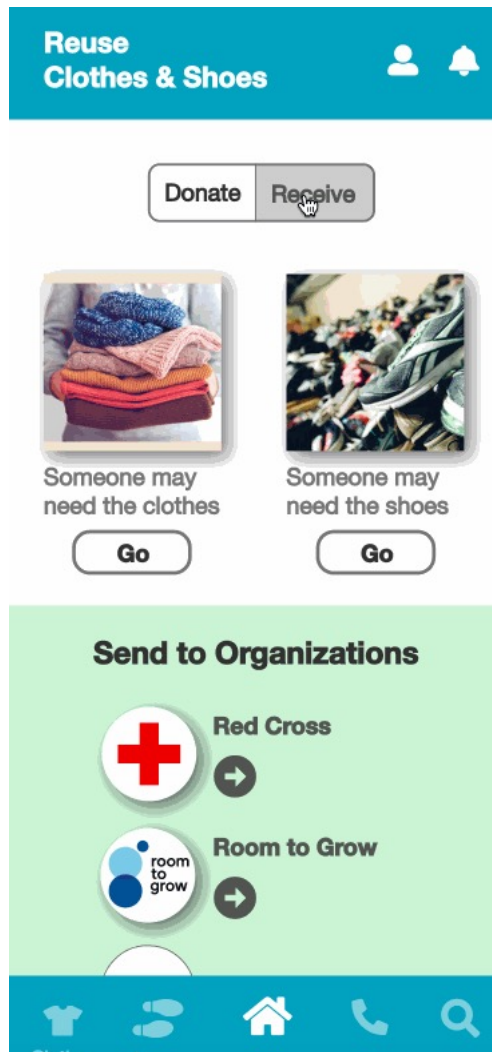


Room to Grow
21 Randolph Ave 4th Floor, Toronto
(416) 480-0195

High-fidelity prototype

[<https://xd.adobe.com/view/7d1fe7ed-8ef6-4400-83f7-137a67c37f64-284c/>]



Responsive Design

- Information architecture
- Responsive design

Responsive designs

For this project, I made three different size of my design, mobile, tablet, and laptop.

I adopted bottom-up method, which is design the smallest size first and then went up.

It's a good opportunity to practice bottom-up design because mobile users are still increasing, and the next billion users will mostly be mobile users.

[<https://xd.adobe.com/view/28a623e8-b8df-4efc-8d94-774638899e88-7df5/>]

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Provide a solution for people better leveraging clothes and shoes. Avoid waste and also ensure people can have clothes and shoes.



What I learned:

This is my third UX project. By doing it from the scratch again, I familiarize myself with the professional design flow and I can't wait to keep working on more projects and applying these knowledge to my day-to-day work.

Next steps

1

Make a final design and
start coding

2

Launch the app to real
world and keep an eye on
any reviews and feedback

3

Keep iterating the design
based on the users
feedback after launch