SIDEWALK SALE

Standards Manual

here for the long haul
Sidewalk Sale

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THE MISSION

What is Sidewalk Sale?

Sidewalk Sale is a culmination of reuse and community connectedness in an app. Sidewalk Sale aims to reduce waste, keep household costs low, and foster community intimacy through the exchange of goods. We believe that any given artifact has the capacity to live many lives and affect the lives of those it belongs to. The platform gives users the ability to quickly and effortlessly browse used furniture, decor, clothing, and anything else up-for-grabs in their neighborhood and to list their own items which are ready for a new life for free or at a low cost. New York City's urban landscape is perpetually dimpled with roadside offerings. Whether it be apartment movers, deep cleaners, or aesthetic shifters, items end up on the sidewalk, and Sidewalk Sale is working to keep them out of the trash and in homes that need them.
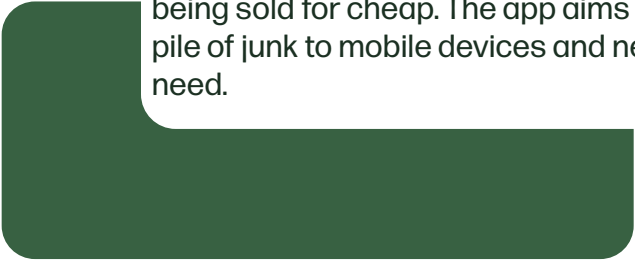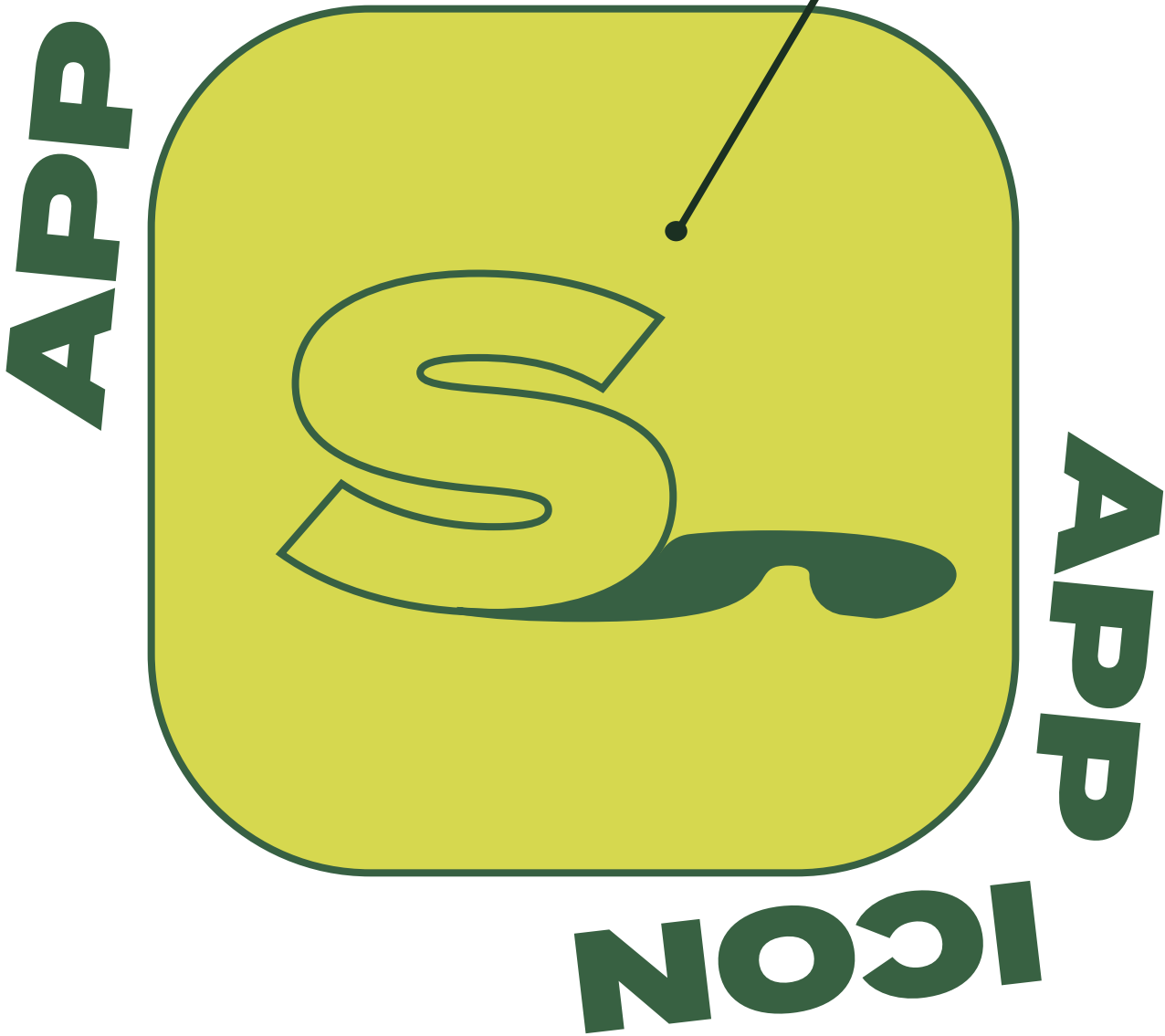
LOGOTYPE

The Sidewalk Sale logo has a sense of excitement and understanding. The bold, high-contrast color palette and the warped type asks the user to embrace disorder with an open mind,

SIDE WALK SALE

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The Sidewalk Sale logo

NAME

The name Sidewalk Sale immediately conjures an image of an assortment of junk piled on the curb in front of an apartment building or home being sold for cheap. The app aims to bring this pile of junk to mobile devices and neighbors in need.

APP ICON

Two-tone green double S

S

TYPOGRAPHY

Primary Typeface: Forma DJR Micro

Forma DJR Micro is the typeface used in the majority of text within the app. It is a sans serif, easily legible and playful font that has a more modern vibe. This typeface is dynamic and welcoming and invites the user in.

Secondary Typeface: Termina

Termina is used primarily in the logotype and for major headers like page titles and user listings. It is quite a bold font and very to the point in its expression of meaning. There is a graphic cartoonish quality to the type without it being overtly decorative or distracting.

Typestyles

Typestyles consist of headers, subheads and paragraph styles

Headers

Typeface: Termina
Font Weight: Black
To be used for user names, item listing titles, logotype, page titles.

Subheads
Typeface: Forma DJR Micro
Font Weight: Bold
To be used for buttons like message, list item, buy now, etc.

Paragraph
Typeface: Forma DJR Micro
Font Weight: Regular
To be used for item descriptions, user bios, messages sent between users,

Accent
Typeface: Forma DJR Micro
Font Weight: Medium Italic
To be used for item price listing, fine print copy.

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Soluptatur aliqui dus et do-luptatem repuda doluptiun-dus untio magnationse ni vellorepudae dolorporibus debitat ullatur sime molore-ro dolorae quosae reptam et optatis as qui voluptam,

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Uptaquo ma volore lant harit

TERMINA

Forma DJR Micro Bold

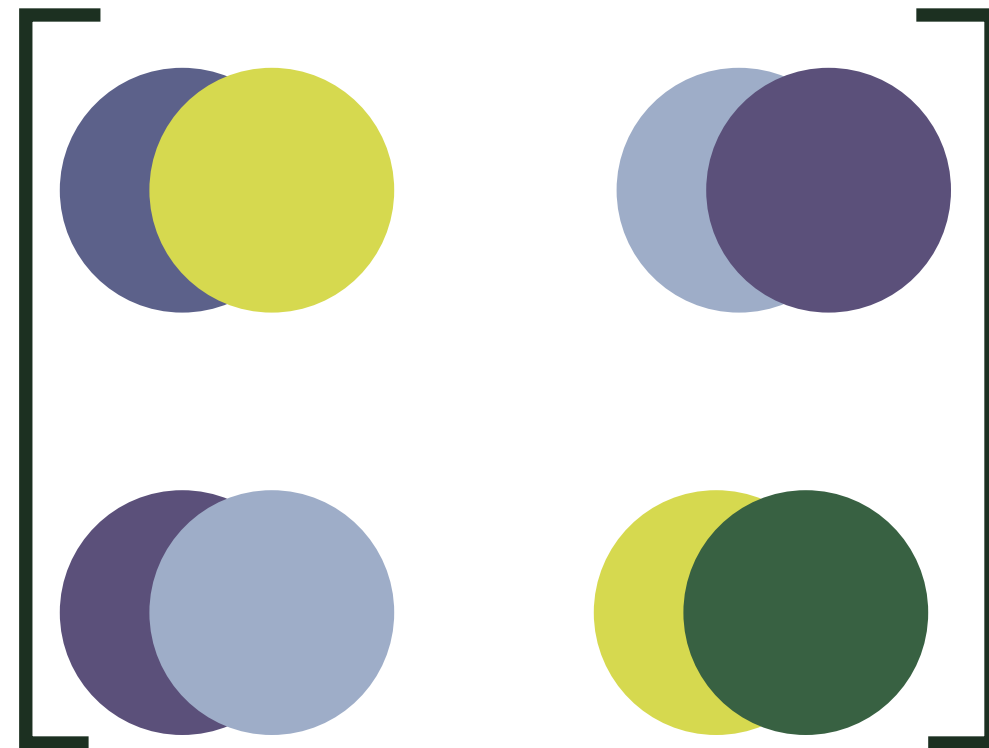1234567890 $ @ % : [ ] ?

Forma DJR Micro Med Italic

1234567890 $ @ % : [ ] ?

Forma DJR Micro Regular

1234567890 $ @ % : [ ] ?

COLOR
COLOR
COLORI

#386142 #386142 #386142 #386142 #386142
#d6d84f #d6d84f #d6d84f #d6d84f #d6d84f
#9eadc8 #9eadc8 #9eadc8 #9eadc8 #9eadc8
#5b507a #5b507a #5b507a #5b507a #5b507a
#5b618a #5b618a #5b618a #5b618a #5b618a

Acceptable color combinations

Color combinations to avoid

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ICONS

Taskbar icons:
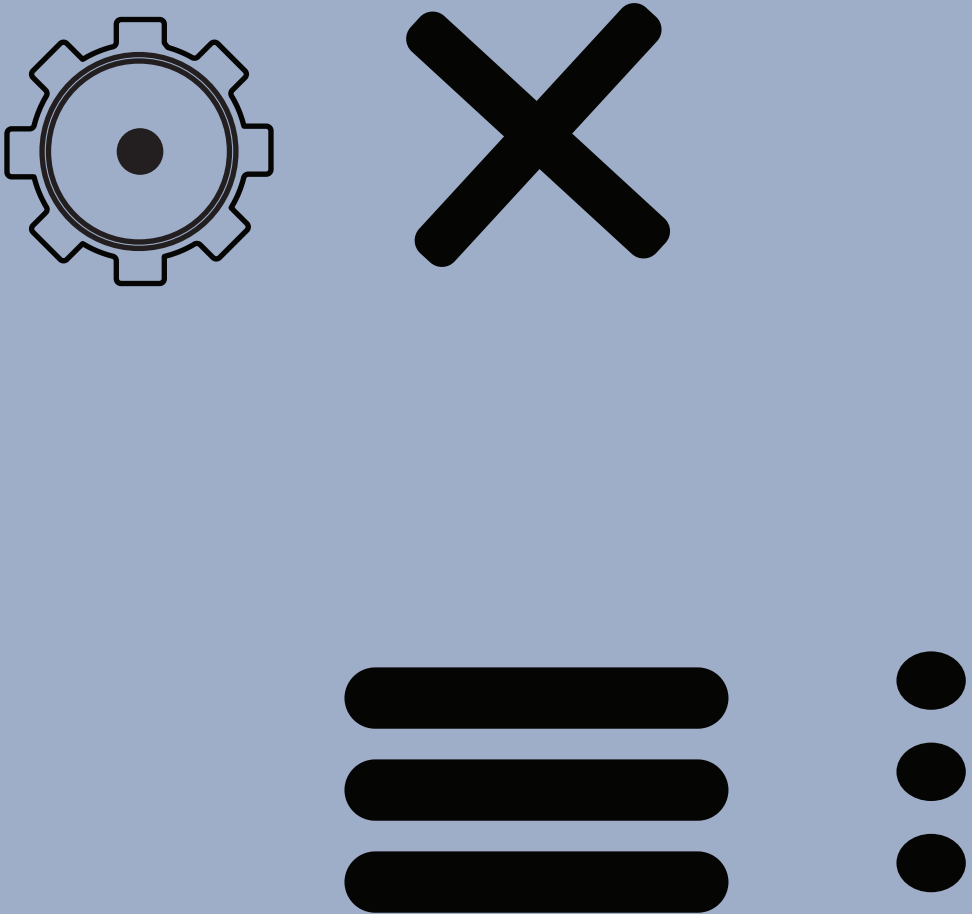
Other user interface icons:

User interface icons are subject to color change so long as they remain within the acceptable color combinations

NAVIGATION ICONS

&

MENUS

The most useful menu in Sidewalk Sale is the taskbar at the bottom of the screen which will always be accessible within the app. This menu includes icons for the user feed/home page, the map page, the user's liked items, the messages panel, and the user profile. Within the user profile, more specific menus like settings and preferences can be found by clicking the hamburger menu .

GESTURES

Map Mode

    pinch *zoom*

    two finger drag *3-d shift*

Stories Mode

    On/Off

Swipe Up To Buy

Connect Card

0.00 miles away   **Used couch**
🔵 on the sidewalk

image, click for more   update status

0.00 miles away   **Great chair!**
🟢 for sale

image, click for more   buy now   message

0.00 miles away   **IKEA desk**
🔵 free

image, click for more   message

Vintage Cabinet
Posted by @user

Description:

Light stain wood, circa 1960. 8 drawer cabinet with some minor scratches. Well used, could use some work but has another life left in it.

$50

⌃
swipe up to buy

USER GESTURES

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SETTINGS

Account

    email *edit*

    address *edit*

Accessibility

    Speakable Text
    swipe down from the top of the screen with 2 fingers

    Dark Mode

    Zoom Level

Privacy Policy

Privacy Policy
Help

Log Out

Vintage Cabinet
Posted by @user

Description:

Light stain wood, circa 1960. 8 drawer cabinet with some minor scratches. Well used, could use some work but has another life left in it.

Buy Now   **Message**

speakable text

"Light stain wood, circa 1960. 8 drawer cabinet with some minor scratches. Well used, could use some work but had another life left in it."
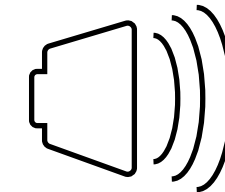
ACCESSIBILITY OPTIONS

Vintage Cabinet
Posted by @user

Description:

Light stain wood, circa 1960. 8 drawer cabinet with some minor scratches. Well used, could use some work but has another life left in it.

Buy Now   **Message**

25% zoom level
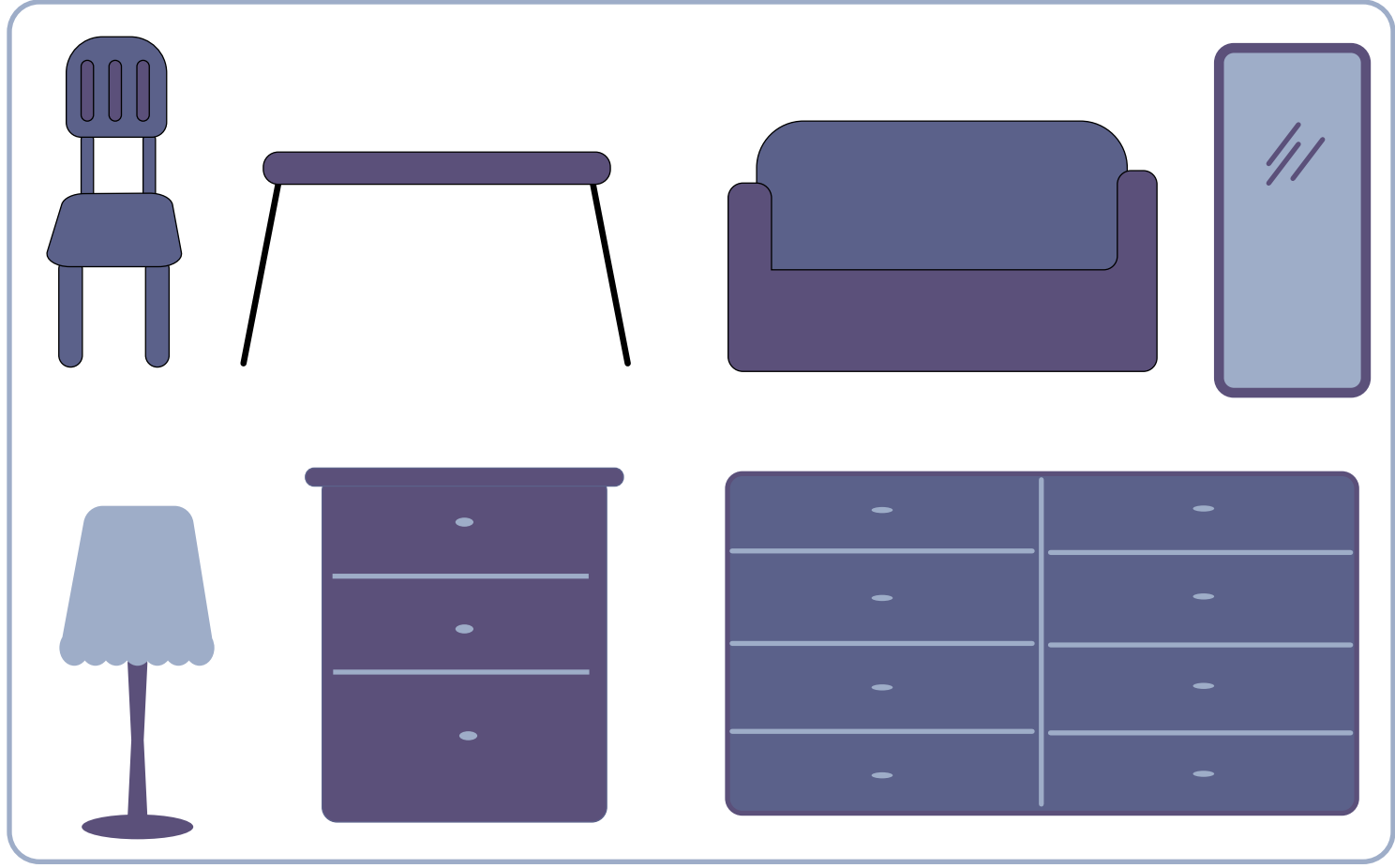
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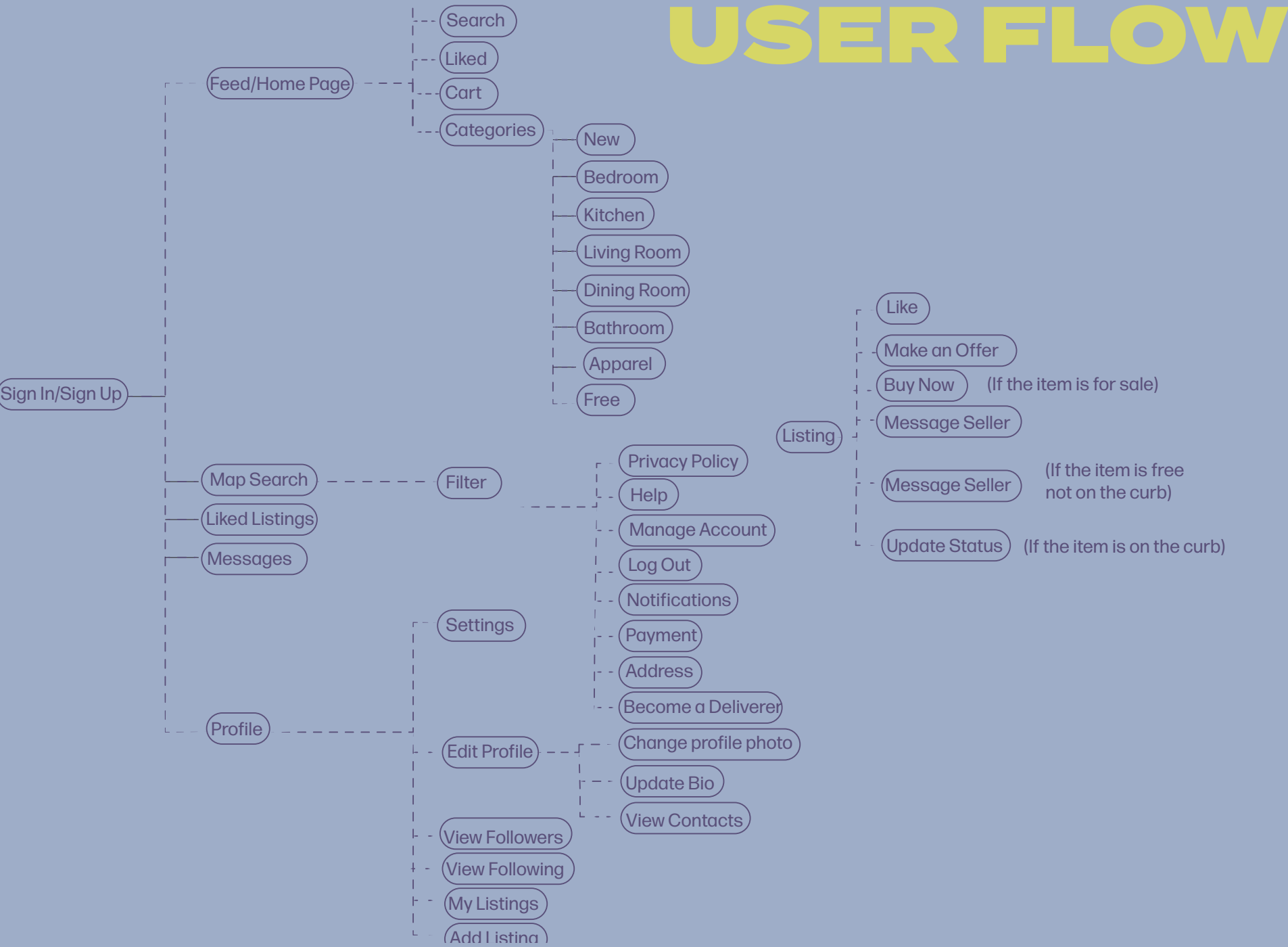
Buy Now   **Message**

dark mode

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If/when the app needs a moment to load, these graphics will cycle through in an animation.

GRAPHICS
LOADING PAGE

USER FLOW

Sign In/Sign Up

- Feed/Home Page
  - Search
  - Liked
  - Cart
  - Categories
    - New
    - Bedroom
    - Kitchen
    - Living Room
    - Dining Room
    - Bathroom
    - Apparel
    - Free

- Map Search
  - Filter
    - Listing
      - Like
      - Make an Offer
      - Buy Now   (If the item is for sale)
      - Message Seller
      - Message Seller   (If the item is free not on the curb)
      - Update Status   (If the item is on the curb)

- Liked Listings
- Messages

- Profile
  - Settings
    - Privacy Policy
    - Help
    - Manage Account
    - Log Out
    - Notifications
    - Payment
    - Address
    - Become a Deliverer
  - Edit Profile
    - Change profile photo
    - Update Bio
    - View Contacts
  - View Followers
  - View Following
  - My Listings
  - Add Listing
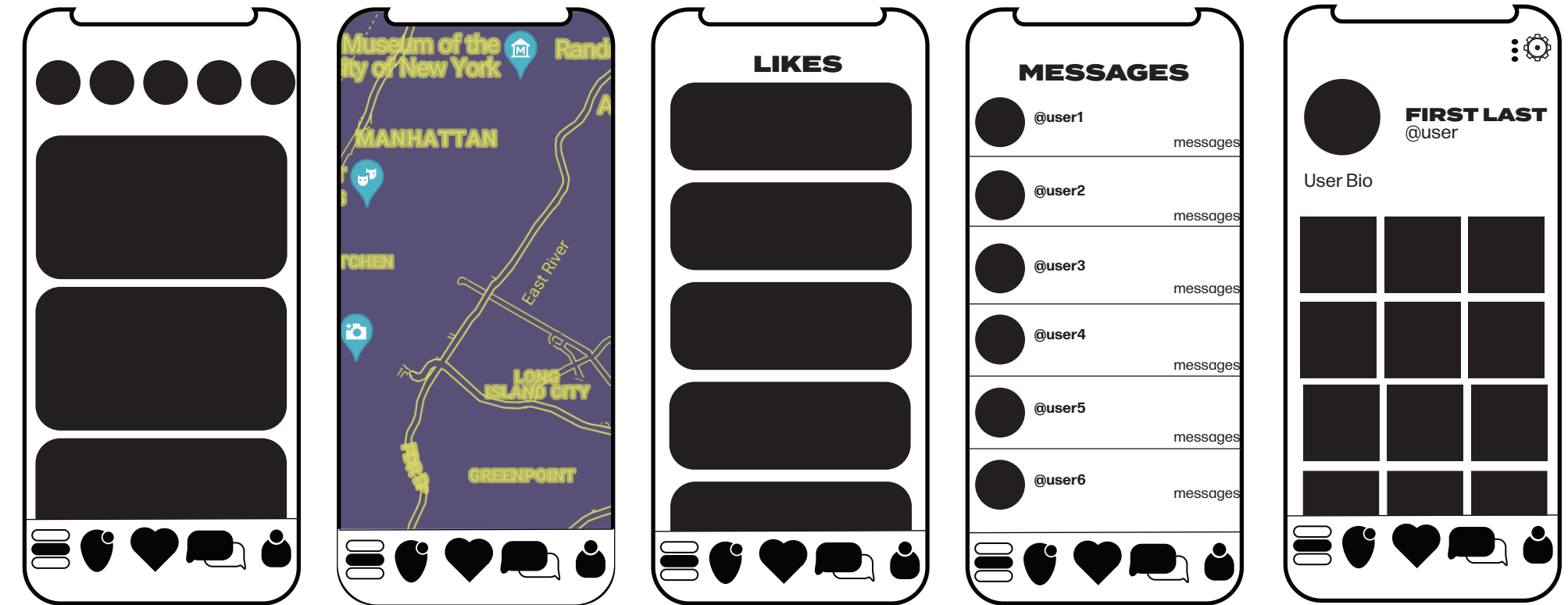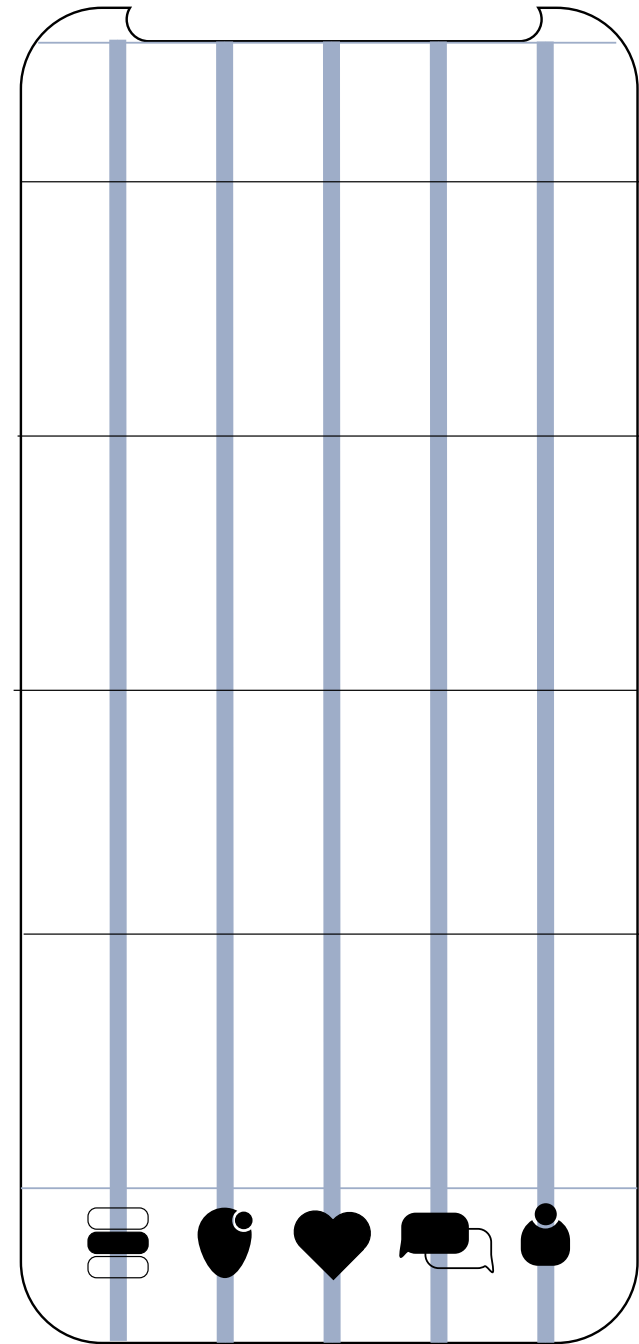
APP GRID

The six column grid used within the app is used to organize content. The six grid columns allow for a number of adaptive layout possibilities.

Museum of the City of New York
Rand

MANHATTAN

East River

LONG ISLAND CITY

GREENPOINT

LIKES

MESSAGES

@user1
messages

@user2
messages

@user3
messages

@user4
messages

@user5
messages

@user6
messages

FIRST LAST
@user

User Bio

WIREFRAMES

SIDEWALK SALE
Standards Manual 2022
Created by Zoe Trungale