

# **USER INTERFACE DESIGN**

## **Creating identity for a thrifting company**

By

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Bachelors in industrial and product design  
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### **School of Design**

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**BACHELORS OF DESIGN IN INDUSTRIAL AND PRODUCT DESIGN**

Under the guidance of

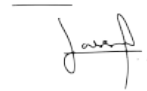
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## Declaration

I hereby declare that the project work entitled “ **Vinde** ” submitted by me in partial fulfilment of the requirements for the award of the degree of Bachelor of Design (industrial and product design) at School of Design, University of Petroleum and Energy Studies was carried out by me from 25 Jan 2021 to 26 May 2021 at “Ybrands”, a wholly-owned subsidiary of **UPL**, under the supervision of “Rishaad P, Design and Research Head”. I hereby declare that I have not presented any material (images and text) from any published resources without any permission / modification.

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## **Abstract**

Vinde is a private organization focused in thrifting. The organization aims at reducing wastage of resources by reusing and reselling used cloths and accessories. The first step in the commencement of the project was to understand the various principles associated to branding. The design process started with a thorough study of the brand itself. Being a small business, run as a part time gig, we had a clean slate to start working on. The backbone of the brand, being its services itself, the challenges were to assess current users, research potential customers, industry trends, design trends, and most importantly, what the client wants the brand to reflect as.

The project started with familiarising oneself with the concept of their catering service and understanding client requirements via association, mission statements, etc. Moving on to assessing previous users' experiences, their feedbacks and perception of the brand, we moved on to the stage of ideation. Via exploring design styles and directions, we reached to a solution that incorporated the essence of Vinde and delivered to their existing and potential customers.

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# 1.0 Introduction

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## 1.1 What is thrifting?

Thrifting is the technique of reusing pre-owned and up-cycled or thrifted objects of garb and add-ons. In other words manner buying at a thrift keep, garage sale, or flea market for gently used products at a reduced charge.

Thrifting manner to buy groceries at a thrift shop, garage sale, or flea marketplace in which you'll locate gently used objects at discounted charges. Thrifted objects had been loved by a preceding proprietor, however are normally in right form with sufficient existence left to be useful to a brand new proprietor. Finding alternate method to prolong the lifecycle of clothes by using turning towards sustainable style, has grow to be an absolute necessity in cutting-edge times and this can be finished with thrifting--a brand new idea of buying second-hand clothing.

## 1.2 History

Thrifting has been around for so long as modern civilization has existed promoting and shopping secondhand items has lengthy served the overall public. Despite its life in earlier times, the present day concept of thrifting become fully created within the mid 1800s to the early 1900s with founding of organizations which include Salvation Army and Goodwill. The Industrial Revolution of prior years delivered the concept of more low-cost, disposable clothing.

The first agency one might in reality recollect a "charity store" became the Wolverhampton Society for the Blind in Staffordshire, England. Citizens donated used goods for sale with the proceeds going to provide for the visually impaired. As referred to, the Salvation Army started its thrift store paintings in 1897.

While thrifting started out in the late 19th century, it didn't benefit reputation until the early 2000s. Unfortunately, the fashion industry can damage the environment, and people within the early 2000s wanted to lessen the dangerous results of the industry.



## 1.3 Process

Starting a thrift shop doesn't require an enterprise diploma, however positive competencies and studies could make things easier and extra successful.  
7 steps to starting a successful thrift store:

### **Step 1: Find your niche**

You want your on-line thrift shop to provide a very particular experience. To do that, you want to offer a curated choice of items. Cut out the sifting degree and bring the goods that your clients need. For instance, women's garb could be a gap, and 'Retro women's apparel might be higher still.

### **Step 2: Create your brand**

Now you have a concept of what 2d-hand products you want to promote, it's time to place a few idea into your emblem. Think about your store vibe, aesthetic, and target audience.

Here are some questions you'll want to ask yourself in order to establish this:

1. Who is my target audience? Think gender, age, hobbies, and life-style. Who can you consider loving your merchandise?
2. What's my USP? What makes you stick out from different dealers?
3. How will my audience find my store?

### **Step 3: Set up shop**

Think about how you want to sell your products before you start buying them. When it comes to setting up your virtual shop, there are three different routes you can go down:

- Use an eCommerce platform:

E-commerce platforms are the easiest way for new sellers to sell online. You select and customize a template (no tech skills required). You can choose to set up an online store for free with Instamojo and upgrade to a brand new premium store once you are familiar with the eCommerce business.

- Sell through social media:

Did you know that Instagram is the number one preferred channel by customers? Get more customers by setting up social media for your business.

- Self-hosted platform: You can also build your own website on platforms like WordPress. You have total ownership of and control over your website.

However, You'll need to pay for a domain name, web hosting, and security measures. You also need to know basic coding to make it work for you.

#### **Step 4:Source Products**

Don't invest too much money to your stock at first. Start off with a small collection, so you realize what's selling best for you before you purchase more.

But before you move ahead and purchase it, run via the following short exams:

1. Look at the overall condition
2. Browse online charges
3. Check labels and hallmarks
4. Store your products

#### **5. Managing Inventory**

Creating a system for storing, monitoring and shipping gadgets is as critical as making income. To ease transport woes and make business deliveries take place less difficult, we installation mojoXpress – guaranteed to reduce shipping time through half! You can agenda pickups, package deal tracking, calculate shipping charges, and greater with mojoXpress.

#### **6. Pricing Your Products**

When pricing your products, do not forget to component in packaging, shipping, and even a portion of your constant fees. If you're selling some thing a bit more specific, you may even take the pricing up a notch. You should hold your income margins nominal whilst making sure true nice products.

#### **7. Create A Marketing Plan**

When promoting to a more youthful demographic, social media, and in particular Instagram, is probably the maximum powerful tool for online marketing. In the early days of your commercial enterprise, you'll need to spend at least 70% of some time on advertising and marketing your merchandise on-line. This will assist humans discover you and develop your commercial enterprise.

### **1.4 Problem area**

The regular manufacture and production of garments within the fashion enterprise results in dangerous environmental impacts. These clothes are mostly expensive and cannot be afforded by many. Those who can find the

money for these garments end up being masses of them and rarely use it for the longer term, main to needless litter.

- **Pollution:**

10% of humanities carbon emissions are produced by means of the style industry. The water is severely polluted because of the massive quantity of microfibers releases to the sea from the washing procedure in addition to the leftover water from the dying process.

- **Over usage of resources:**

The worlds water supply is being used an excessive amount of for decreasing garments. It takes 2000 gallons of water to make a pair of denims and 700 gallons of it for a unmarried cotton t-shirt are past creativeness.

- **Wastage of clothes:**

While humans purchase more garments than they did inside the past, they handiest saved them for 1/2 as long. 85% of textiles visit the dump each 12 months, that is sufficient to yearly fill the Sydney harbor .

## 2.0 Problem statement

### 2.1 Overview

An online marketplace for a user to sell, buy or donate garb gadgets. Shopping secondhand promotes the value of favor by using giving new life to used garments.

This permits consumer to buy branded apparel items at a discounted quotes and earn with the aid of selling garments that they need no greater.

### 2.2 Goals to achieve

- Create transparency at some stage in all of the process.
- A problem loose app that may assist to enter and update mission and task procedure with out developing a good deal issues.
- To make it consumer-pleasant to all the users.
- User-friendly interface for all information inputs at various contact factors.
- To integrate the waft of the technique more easily and help them obtain a better fulfillment charge.

## 2.3 Methodology

The design method used for this project is the 5-level layout wondering model which has been proposed with the aid of the Stanford d.College.

The figure 2.1 below shows the five stages of this design process.

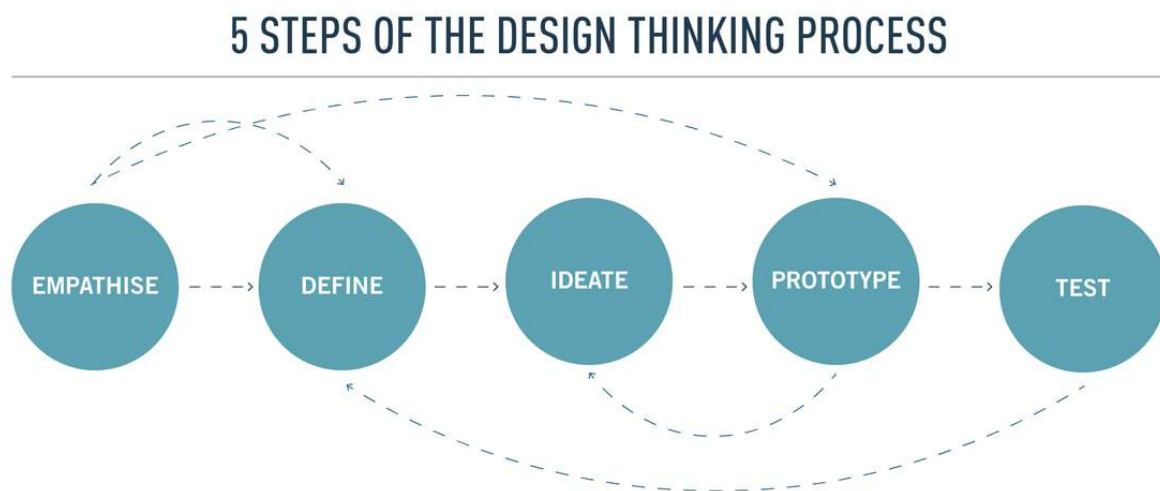


Fig 2.1: The five stage design thinking model

- **Empathize** - The first degree of the Design Thinking manner is to benefit an empathic understanding of the problem you are attempting to clear up. This includes consulting experts to find out extra about the place of subject via watching, engaging and empathizing with humans to understand their reviews and motivations, in addition to immersing yourself inside the bodily surroundings so you can gain a deeper personal information of the problems worried.

Here, you should benefit an empathetic expertise of the hassle you're trying to solve, normally thru consumer studies. Empathy is essential to a human-centered design manner which include design questioning as it allows you to set apart your very own assumptions approximately the arena and gain real perception into users and their needs. Depending on time constraints, a full-size amount of facts is collected at this stage to apply throughout the

following degree and to broaden the first-rate feasible know-how of the customers, their wishes, and the problems that underlie the improvement of that specific product.

**Define** - During the Define level, you put together the facts you've got created and accrued in the course of the Empathize stage. This is where you may examine your observations and synthesis them with a view to outline the core problems which you and your team have diagnosed up to date. You should seek to outline the hassle as a trouble announcement in a human-focused way. The Define stage will help the designers to your crew acquire fantastic ideas to set up functions, functions, and any other factors as a way to permit them to solve the troubles or, at least, permit customers to solve troubles themselves with the minimal of trouble. You can create personas to assist preserve your efforts human-targeted before intending to ideation.

**Ideate** - During the 1/3 degree of the Design Thinking manner, designers are prepared to start generating thoughts. You've grown to recognize your users and their needs inside the Empathize level, and you've analyzed and synthesized your observations inside the Define level, and ended up with a human-focused problem statement. With this stable background, you and your team contributors can begin to "assume outdoor the container" to pick out new answers to the trouble assertion you've created, and you could begin to look for alternative ways of viewing the hassle. Throughout this degree of the Design Thinking manner, you'll continuously refer returned to your hassle assertion. As you put together to move directly to the following segment, you'll slender it down to three thoughts which you'll later develop into prototypes to be examined on real customers.

**Prototype** - In the fourth degree of the Design Thinking system, you'll flip your thoughts from stage three into prototypes. A prototype is largely a scaled-down version of a product or function—be it a simple paper version or a more interactive virtual representation.

The intention of the prototyping level is to turn your ideas into some thing tangible which may be examined on actual users. This is important in keeping a person-centric approach, allowing you to accumulate feedback before you cross ahead and increase the complete product. This ensures that the final design truely solves the user's hassle and is a pride to apply.

**Test** - The fifth step within the Design Thinking manner is dedicated to testing: putting your prototypes in the front of actual users and seeing how

they get on. During the trying out section, you'll take a look at your target customers—or consultant users—as they interact along with your prototype. You'll additionally acquire remarks on how your users felt in the course of the technique. The checking out section will quick spotlight any design flaws that want to be addressed. Based on what you analyze through user trying out, you'll go again and make enhancements. Remember: The Design Thinking system is iterative and non-linear. The outcomes of the checking out section will often require you to revisit the empathize degree or run via some more ideation sessions before you create that winning prototype.

## **3.0 The rise of Thrift culture in India**

What started out as a result of the pandemic – the upward push in recognition of sustainability and the ban of the fast-style giant Shein – has now turn out to be a massive phenomenon in the united states of America. Thrifting, which used to be a choice for the people who couldn't have the funds for to shop for new apparel, has now come to be an option for all and sundry and anyone. What used to be seen as unhygienic has emerge as cutting-edge and hip, now not to say, a tiny step closer to saving the surroundings.

There are all varieties of thrift shops within the u . S ., and from luxurious to informal, they've all of it with services at minimum price factors. These shops have started a revolution throughout India, with new ones cropping up on Instagram every day. The massive demand for his or her merchandise handiest justifies this upward push.

The research for the task has been performed in levels, the secondary studies (literature evaluation, testimonials, and so on) and primary studies (user surveys, consumer interviews, expert interview, and many others.). Apart from those, marketplace studies and early consumer trying out has also been conducted on this phase to have an information of the requirements and provide a better experience equally for all people involved in the method.

### **3.1 Literature review ( secondary research )**

As the preliminary stage of the procedure we positioned our cognizance and researches on the rise and working of the thrift culture. Thrifting is the trendy trend to make its access into the wide-open markets of India.

Now, thrifting method to go to a thrift store or purchasing at a garage sale, or even a flea marketplace in which you can search out gently used merchandise at discounted expenses. In standard, thrifted refers to the objects that had been loved with the aid of a previous owner, however are usually in suitable shape with enough lifestyles left to be beneficial to a brand new proprietor.

### **3.1.1 The urge of fast fashion**

A thrift shop sells gently used clothing, fixtures, and different family items at a discounted charge but the massive distinction between a thrift store and retail store is that the items for sale at a thrift save aren't modern, however that doesn't imply they aren't in top circumstance.

Thrift buying is a way of giving the ones objects new life, yeah and also there's something referred to as sustainability.

Fast fashion is also every other number one component that contributes to pollutants and worldwide warming. For a while now, the fashion enterprise, not simplest in India but throughout the globe is focussed on less expensive methods to provide garments that don't decompose without difficulty and end up choking plant life or even polluting our oceans. Thrift buying is an trade and healthy way of life that allows humans to increase the existence of now not simplest the fabric they purchase, however the planet too. Shopping at a thrift save is exclusive than buying at a retail shop.

When you visit a thrift shop, you don't necessarily go along with a list. Thrift purchasing is extra approximately the search than locating one specific object. Because thrift stores are full of antique and off-season items, it's fun to see what you might discover. Whatever speaks to you, something you like, that's what you purchase. Plus, when you get to the checkout line, you'll observe your invoice is substantially lower than it'd be at a retail shop.

### **3.1.2 Post covid impact**

What started due to the pandemic – the rise in attention of sustainability and the ban of the quick-fashion large Shein – has now come to be a massive phenomenon in the us of a. Thrifting, which used to be an choice for the people who couldn't have enough money to buy new garb, has now turn out to be an option for absolutely everyone and anyone. What used to be visible as unhygienic has emerge as today's and hip, not to say, a tiny step towards saving the surroundings.

There are all varieties of thrift shops within the u . S . A ., and from luxury to casual, they've it all with offerings at minimal price factors. These stores

have started a revolution across India, with new ones cropping up on Instagram each day. The massive call for for his or her products most effective justifies this upward push.

However, way to the pandemic, thrifting on the streets isn't actually an option. In such instances, online thrift stores are getting our obsession. Instagram has thrift stores that sell clothing from the '70s and '80s. Vintage corsets to unisex baroque-revealed satin shirts, everything is to be had at 1/2 the price compared to the department stores. And the recognition is such that portions get booked inside 30 seconds after they may be dropped.

### **3.1.3 How The Media Has Caused The Rise Of Sustainable Fashion**

Creators on social media have sparked a dialogue approximately sustainability, allowing human beings to engage with the difficulty in approaches they previously haven't. Social media creators are addressing larger problems and promoting fundraisers and activities that have a positive affect on sustainability within the fashion and splendor industries. Creators are permitting their audiences to make sustainable alternatives and educating them at the troubles at hand with the aid of increasing awareness. This has resulted in a high-quality effect being created on social media with influencers promoting clothing swaps, buying vintage, reusing garb for other purposes, and recycling.

Lastly, the net has played a essential position in the upward thrust of thrifting. The stress to live ultra-modern is inevitable in a marketplace wherein mainstream manufacturers like Zara and H&M deliver out new styles to stores biweekly, weekly, or even every day. Social media giants like Instagram and Youtube haven't any doubt bolstered these societal pressures, ensuing in intake behavior that have been each bad for each our financial institution money owed and the Earth. However, popular social media bills like great dressed, which exhibit thrift-shopping reveals and DIYs, have conversely accelerated the popularity of purchasing 2nd-hand to be able to hold a modern photo on a good finances. In addition, online 2d-hand resale structures like ThredUP and cellular resale apps like Depop, have supported the shift in the direction of thrifting.



In addition, large sizes are uncommon in thrift stores, just as they're in emblem-call stores. Since the poor are disproportionately more overweight than the rich, one must be mainly aware of the effect of thrifting on such pieces. For all their on-line hype, DIY-ing apparel tasks popularised online with the aid of creators like coolirpa often rely on thrifting plus-size garb and crafting them into extra fashionable portions intended for thin our bodies. Such that, even though one does vicinity these newly styled objects returned on the thrift market, they now serve an appreciably smaller and extra privileged demographic.

Fig 3.1.3.a , 3.1.3.b , 3.1.3.c : The rising thrifting culture





Fig 3.1.3.b , 3.1.3.b



### 3.1.4 The latest trend

The latest trend that has come under thrift shopping is vintage clothing during this lockdown. There is the fleet of vintage stores that have blossomed on social media, as a niche within the broader thrift movement and we've curated a list for you!

#### 1. Lunoe.closet

They sell a variety of clothes ranging from corsets to long coats, and many of them are from international brands.

#### 2. Swift\_thrift.\_

You can visit this page for casual and simple pre-loved clothes.

#### 3. Bombayclosetcleanse

They sell vintage clothes that are picked from around the world.

#### 4. Bottomdrawervintage

This page is run by a mother and daughter who are working towards slow fashion.

#### 5. Thrift\_w\_min

There are also pages that are aesthetically appealing!

#### 6. Reconciousofficial

### 3.1.5 The problematic side of online thrifting

Thrifting has been a famous choice a number of the greater eco-aware human beings. While the concept seems splendid on the floor, it isn't always without faults. What people had been disillusioned about has been the idea of 'thrift flipping', where human beings purchase and regulate second-hand garments.

#### What's with the dislike?

There are many YouTube channels dedicated to thrift flipping. While up-cycling is state-of-the-art, the criticism has been over the subtle tones of fat-phobia it appears to promote. Thin women purchasing garments which might be one too many sizes larger and turning them into smaller and as a result, better looking, clothes have rubbed a sore spot for many.

A couple of years in the past, US-primarily based influencer Nava Rose got here beneath the radar for demonstrating how plus length jeans offered in a secondhand keep can be upcycled.

### **Lower deliver**

Consumers argue that larger sizes are already in brief deliver. The difficulty isn't always so much with resizing, however the loss of inclusivity. "Stores need to be together with humans with unique frame shapes and sizes. It's nearly usually hard to locate clothes for larger sizes no longer just at thrift stores however additionally some commercial manufacturers as nicely. So, it's nothing new. But, it'd be better if they had a number sizes to be had.

### **Gentrification of thrift stores**

Thrift stores had been at first created as a manner to offer lower-earnings businesses with apparel that changed into low-cost. Recently, thrifting, especially with the switch to on line modes, has become a fashion instead of a aid. While it has multiplied the purchaser base, there may be a exact shift in terms of the target audience, from folks who can not have the funds for regularly priced apparel objects to individuals who can accommodate the higher prices however pick out not to. Ethical motives or not, many argue that this takes away the opportunity from those who actually need this.



## 3.2 Primary research

Primary studies is a kind of research design in which the researcher is directly worried inside the information series procedure. In other words, the researcher gathers applicable records samples without delay rather than relying on already present facts with regards to the research context. The purpose of number one studies is to validate layout thoughts and ideas early on within facet the format procedure. The information you gather from primary studies lets you in to format meaningful, consumer-centered solutions.

Primary information turned into accrued on the subsequent based totally techniques.

### 3.2.1 Quantitative studies

Quantitative research changed into executed the use of the survey method wherein the online questionnaire changed into responded by means of 111 customers. This tool helped in giving a partial direct ordinary view approximately the troubles confronted, they may be elements paint and contact factors.

Following were the questions asked and their results:

1. what is your gender?

62 responses

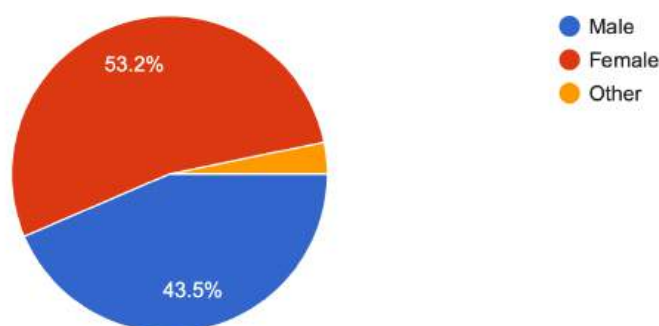
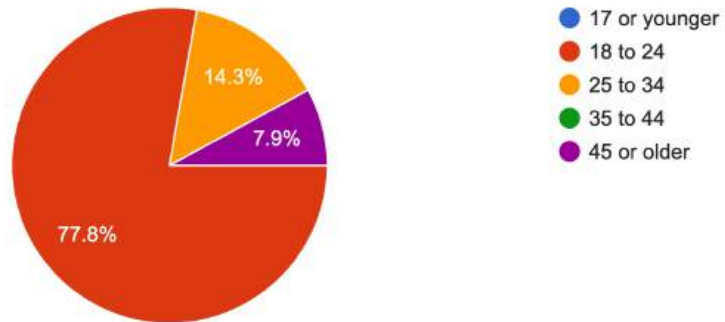


Fig 3.2.1

## 2. What is your age?

63 responses



## 3. Do you shop for secondhand clothing or accessories?

63 responses

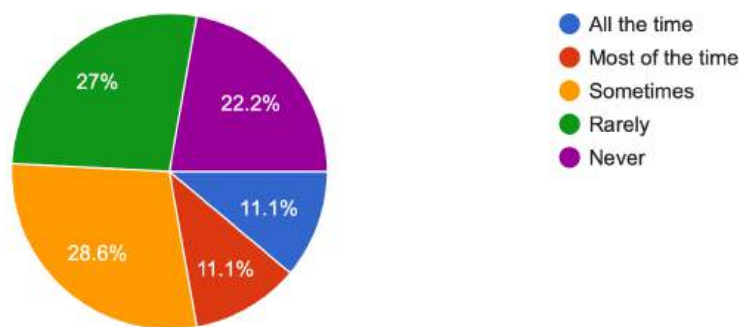
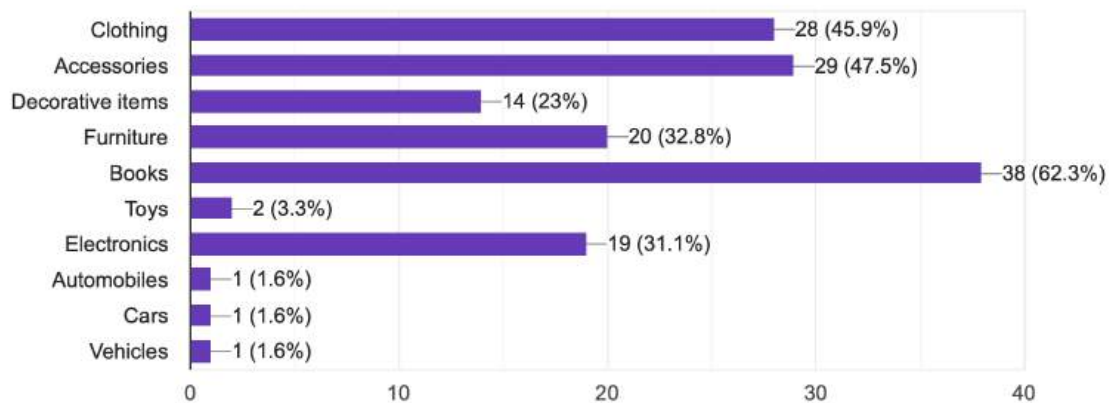


Fig 3.2.2 , Fig 3.2.3

#### 4. what kind of items do you buy secondhand?

61 responses



#### 5. What factors do you like about secondhand shopping?

61 responses

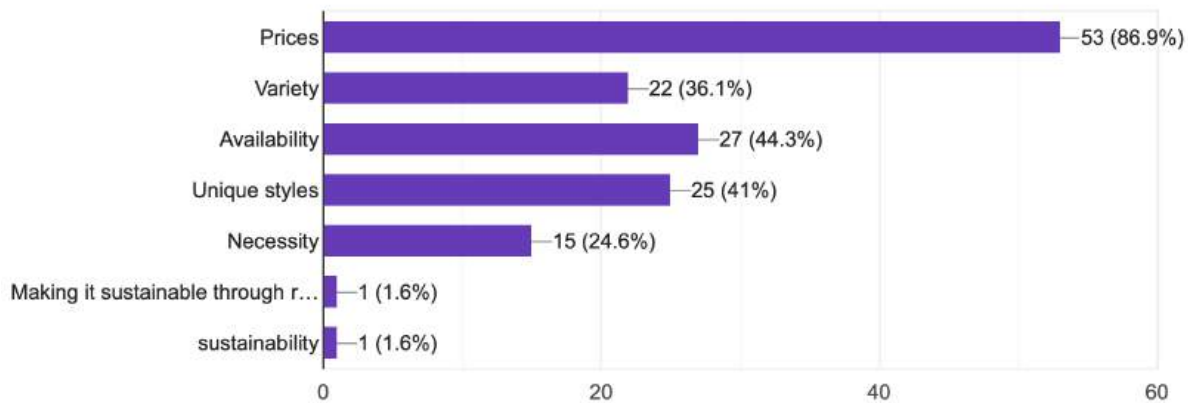
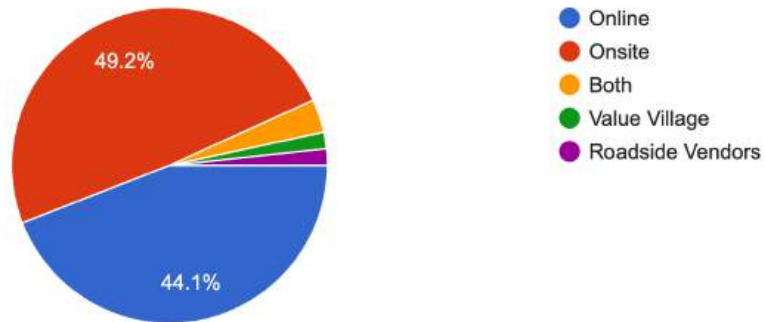


Fig 3.2.4 , Fig 3.2.5

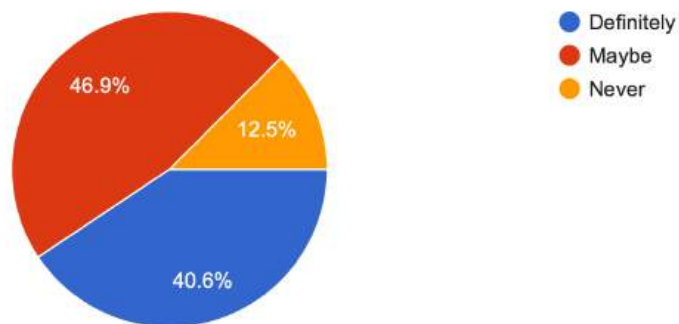
6. Where would you rather do your secondhand shopping?

59 responses



7. Would you shop for secondhand items from an online thrift store?

64 responses



8. Would you donate your used items (in good/working condition) to a thrift store?

63 responses

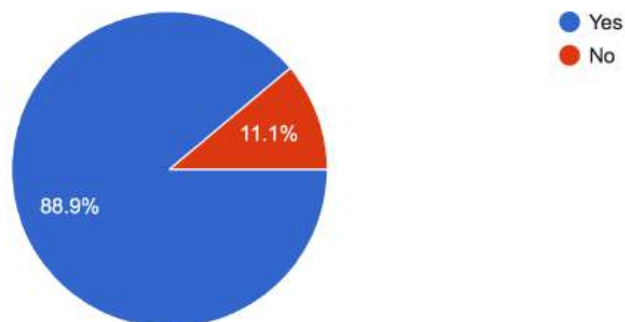


Fig 3.2.6 , Fig 3.2.7 , Fig 3.2.8



## 3.2.2 Qualitative research

### 3.2.2.a User interview

User interviews are generally accomplished with the ability users of a layout, as part of an ideation segment or for the duration of early idea development. User interviews observe a established technique whereby the interviewer prepares a number of topics to cowl, makes a report of what's stated within the interview, and systematically analyzes the communication after the interview.

5 customers have been interviewed on the idea of the subsequent questions which were observed by using open ended sub question based totally on their experiences, insights and point of view. These five users had been in preferred human beings decided on from the survey who had a various perspective on the current thrifting state of affairs.

These are the questions asked for the user interview

- How often do you make investments your money for buying garments and accessories?
- How a great deal money are you approximately spending for buying?
- I am going to find out the way you sense about investing your cash in thrifting via asking a chain of statements.
- Do you enjoy exploring purchasing alternatives for saving your cash?
- Are you satisfied with the goods purchased through thrifting systems?
- Have you ever confronted any demanding situations while shopping used clothes/accessories?
- How do you differentiate purchasing from on line shops and manual stores?

- Are you glad with the dimensions and quality of the product?
- Do you buy second hand clothes and add-ons for you youngsters?
- Have you ever gifted thrifted clothes?
- Are you capable of discover modern-day fashions at thrift stores?
- Are you happy with the provision of sizes in thrift stores?

## User interview 1

### 1. Enter name

fazal M

### 2. Select gender

Male

### 3. What is your age category?

35 to 44

### 4. How often do you invest your money for shopping clothes and accessories?

I invest on clothing and accessories very rarely. Maybe twice or thrice a year me and my family go shopping and very rarely we change our home appliances also.

### 5. How much money are you approximately spending for shopping?

I am married and have 2 kids, so shopping for all costs around 20000rs to 30000rs a year.

I am going to discover how you feel about investing your money in thrifting by asking a series of statements.

### 6. Do you enjoy exploring shopping options for saving your money? Elaborate.

Yes sure. I look for cheap and quality products every time when I go for shopping.

7. Are you satisfied with the products purchased via thrifting platforms?

I usually shop home appliances from Sunday markets and second hand shops. so if the product is in good quality then yes I am satisfied with the products purchased via thrift platforms.

8. Have you ever faced any challenges while shopping used clothes/accessories?

Yes, after a short period of run the products may show some quality issues but after all its 2nd hand purchased.

9. How do you differentiate shopping from online stores and manual stores?

Shopping from offsite stores is more convenient because we can have a nice look at the product and identify if its faulty. But online stores is also fine if the quality is assured.

10. Are you satisfied with the size and quality of the product?

I am a tall person, so usually I find it a little hard to get my size in normal stores, so when it comes to thrifting stores I find it really hard to find the actual size.

11. Do you purchase second hand clothes and accessories for your kids?

Yes, kids grow faster, so I find it reasonable to buy thrifted clothing and accessories for kids, so that a family can save a lot of money.

12. Have you ever donated or gifted thrifted clothes?

Yes. We donate the clothes which we don't use regularly. Sometimes to poor or to younger siblings or family.

13. Are you able to find current fashions at thrift shops?

sometimes. it is hard to find current fashion, but realizing how affordable thrifted clothes are, fashion is not an issue.

14. Are you satisfied with the availability of size?

Not all sizes are available in thrifting stores. Every dress you find on a thrift store is different.

### 3.2.2.b Ethnography - Shadowing

Ethnography is a take a look at thru direct statement of customers in their natural environment in preference to in a lab. The objective of this type of studies is to advantage insights into how users interact with matters in their herbal surroundings.

Interviews have been carried out on one-to-one foundation in a physical area which furnished a different angle from every person. During this research we had been asked to apply the contemporary system present in the marketplace to understand their working.

The observation were done on the basis of following features:

- Personality
- Attitudes
- Values
- Interests/hobbies
- Lifestyles
- Behavior

### 3.2.2.c Underestanding

Underestanding the user factor of view become the most vital project to further ideate the design manner. Underestanding user behaviors, needs, and motivation via observation techniques, project evaluation, and different remarks methodologies is essential to parent out the effect of design at the users. It helps you recognize the problem you are attempting to resolve; it tells you who your users are, in what context they'll be the usage of your product and service, and ultimately, what they want from the product.

•Will my goal surely advantage from my product/carrier? Will they see a need for it?

- Do I understand what drives my target to make choices?
- Can they come up with the money for my product/service?
- Can I reach them with my message? As they easily reachable?

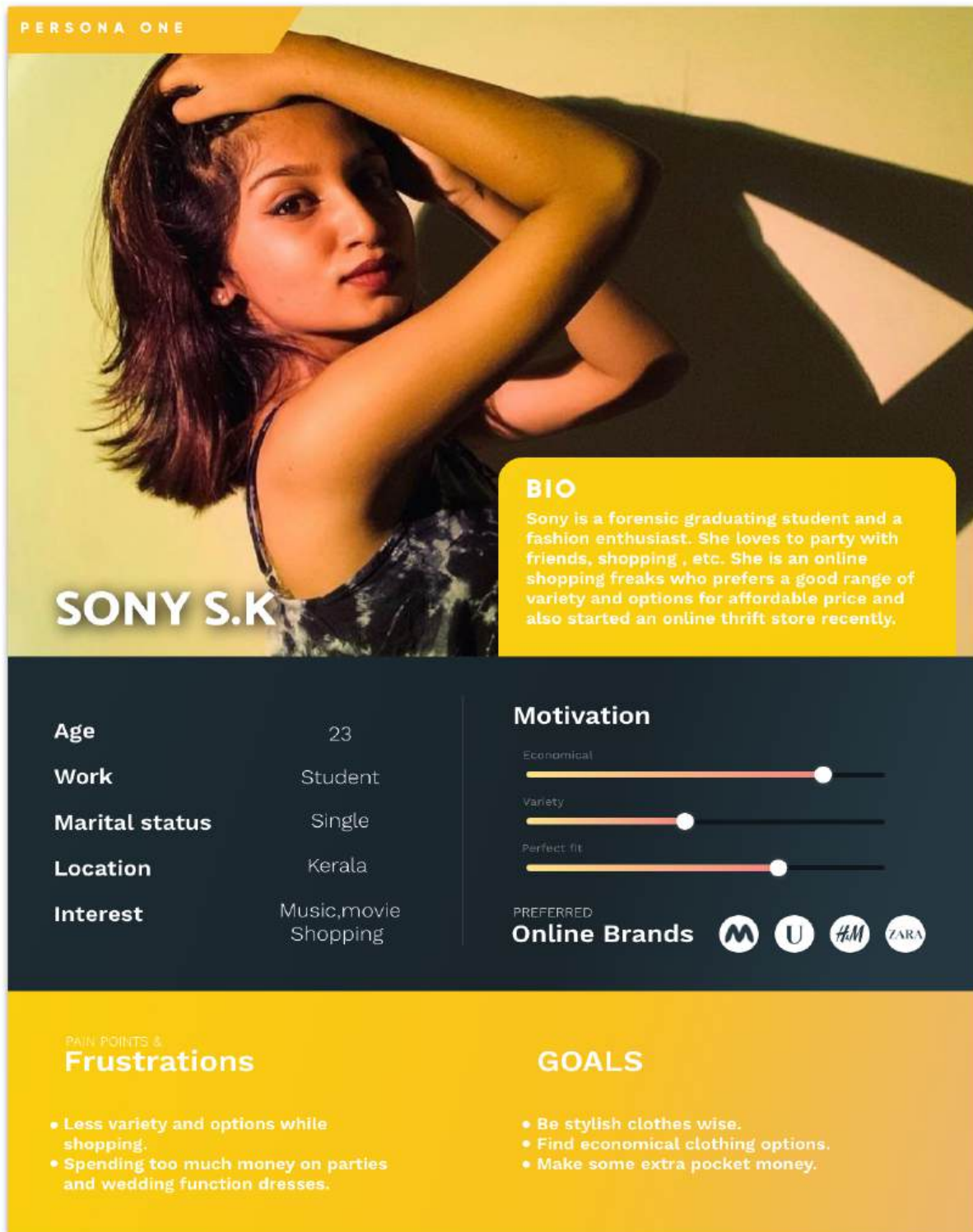
## 4.0 User persona

A user persona is a semi-fictional individual primarily based for your cutting-edge (or ideal) purchaser. Personas can be created through speaking to users and segmenting through diverse demographic and psychographic information to enhance your product advertising. There's a time and a place for specialized gear, in-intensity interviews, and complex datasets; however you can also do plenty with little—and asking your customers direct questions will give you a clean concept of who they are, so you can enhance your internet site experience for them.

With admire to product improvement, this means warding off the improvement of useless capabilities or merchandise, with the aid of referring again to the users real wishes. Instead of developing what designers or engineers want to build, efforts are focused most effective on what a person character could find beneficial or sensible to have. User personas are similarly used to recognize if the target audience will use and engage with a product within the predicted or desired manner.


# Persona 1

Fig 4.1.a



# Persona 2

Fig 4.1.b



**PERSONA TWO**



## AARTI RAWAT

**BIO**  
Aarti is married and stays with her husband and in-laws. Her job involves meeting a lot of people on a daily basis. She loves traveling and likes to shop from local online stores. She makes sure to get the perfect size and fitting at affordable price.

<b>Age</b>	34
<b>Work</b>	Journalist
<b>Marital status</b>	Married
<b>Location</b>	Delhi
<b>Interest</b>	Traveling, Cooking, Reading, Music

**Motivation**

- Economical:
- Hygiene:
- Comfortable:

**PREFERRED Online Brands**  

**PAIN POINTS & Frustrations**

- It is difficult finding the right size while online shopping.
- Spending too much money on parties and wedding function dresses.

**GOALS**

- Find comfortable and economical clothing options.
- Smart and sustainable life choices.
- Never say no to new experiences.



# Persona 3

Fig 4.1.3

**PERSONA THREE**

**NAVEEN G**

**BIO**  
Naveen is a social worker who aims at reducing the wastage of natural resources. He believes it is important to preserve the resources for a sustainable development.

<b>Age</b>	47
<b>Work</b>	Social worker
<b>Marital status</b>	Married
<b>Location</b>	Mumbai
<b>Interest</b>	Traveling, Treking, Reading, Cricket

**Motivation**

Economical

Variety

Comfortable

**PREFERRED Online Brands**

**PAIN POINTS & Frustrations**

- Clothes clutter
- Spending more money on branded clothes

**GOALS**

- Find comfortable and economical clothing options.
- Make the best of an opportunity.
- Value for money.



## 5.0 Empathy mapping

### 5.1.a Sony s k



Fig 5.1.a

## 5.1.b Aarti rawat



Fig5.1.b

## 5.1.c Naveen G



Fig 5.1.c

## **6.0 Ideation**

### **6.1 Affinity mapping**

Affinity Mapping is an exercise used to arrange ideas or insights. It permits big numbers of ideas stemming from brainstorming to be taken care of into groups, based on their herbal relationships, for overview and analysis. It is also often utilized in contextual inquiry as a way to arrange notes and insights from area interviews for synthesis and evaluation. Additionally, it is able to be used for organizing freeform remarks, together with open-ended survey responses, support name logs, or other qualitative facts.

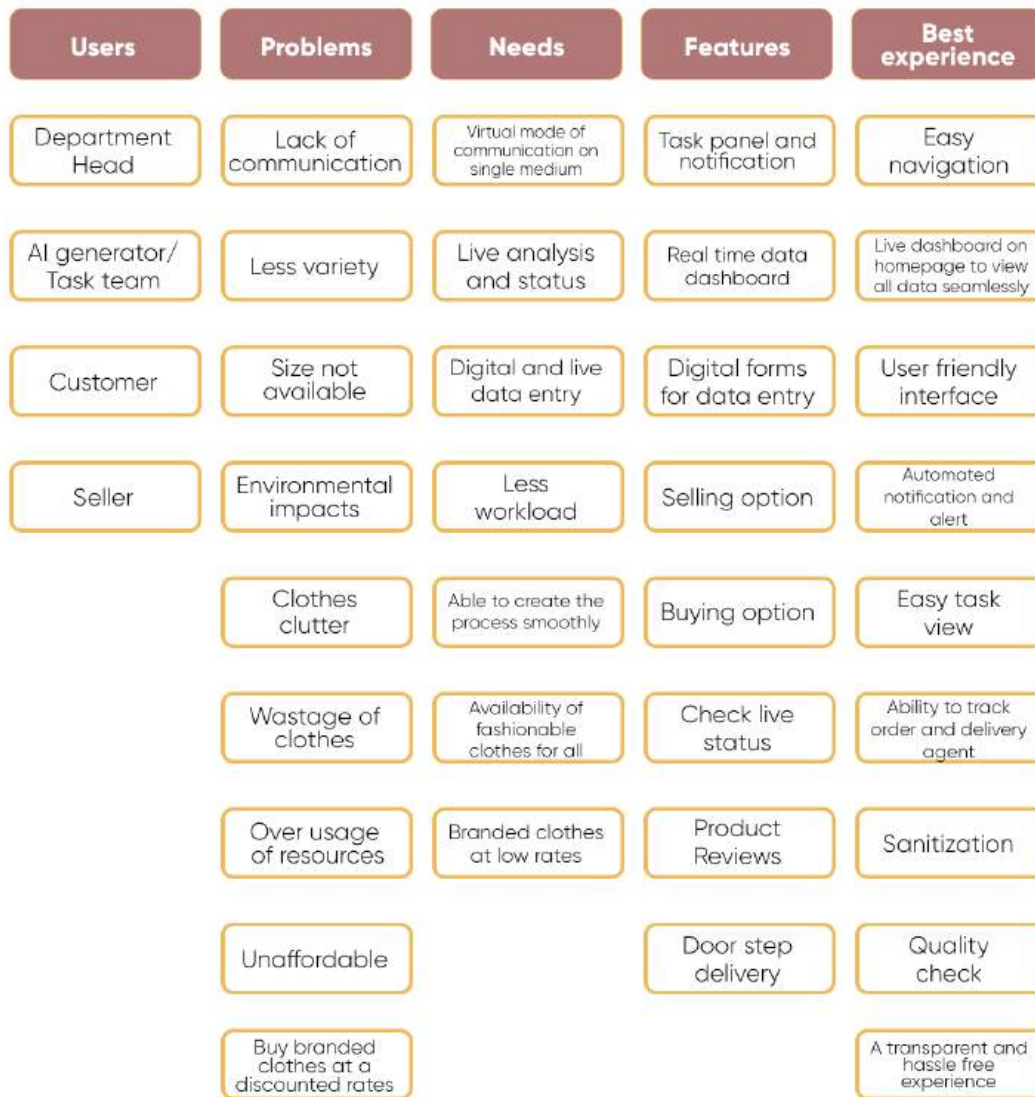


Fig 6.1 affinity mapping

## 6.2 Priority mapping

Priority mapping is a mapping or grouping of functions or capabilities that come together with the product. It is largely prioritizing the features and the degrees in which the ones features need to be to be had. The features are prioritized based totally at the importance and capability of the functions to be developed in the venture timeline to recognise the minimal feasible product within the marketplace.

The functions are labeled in 4 classes:

- **Must Have** - Features that want to be there, offering the primary functions of the device that even the competitors have of their product.
- **Should Have** - Features that will make your product precise and stick out from the relaxation of the opposition, these features will increase your product's value.
- **Could Have** - Based at the project timeline and resources, these functions should make it to the MVP or else it will likely be covered within the subsequent phase of the product development.

**Future Scopes** - These are the features that don't have a fixed future or possibility of creating it to the product, however will be a possible consideration which needs to be supported with the aid of studies, user requirements and the aggressive evaluation.

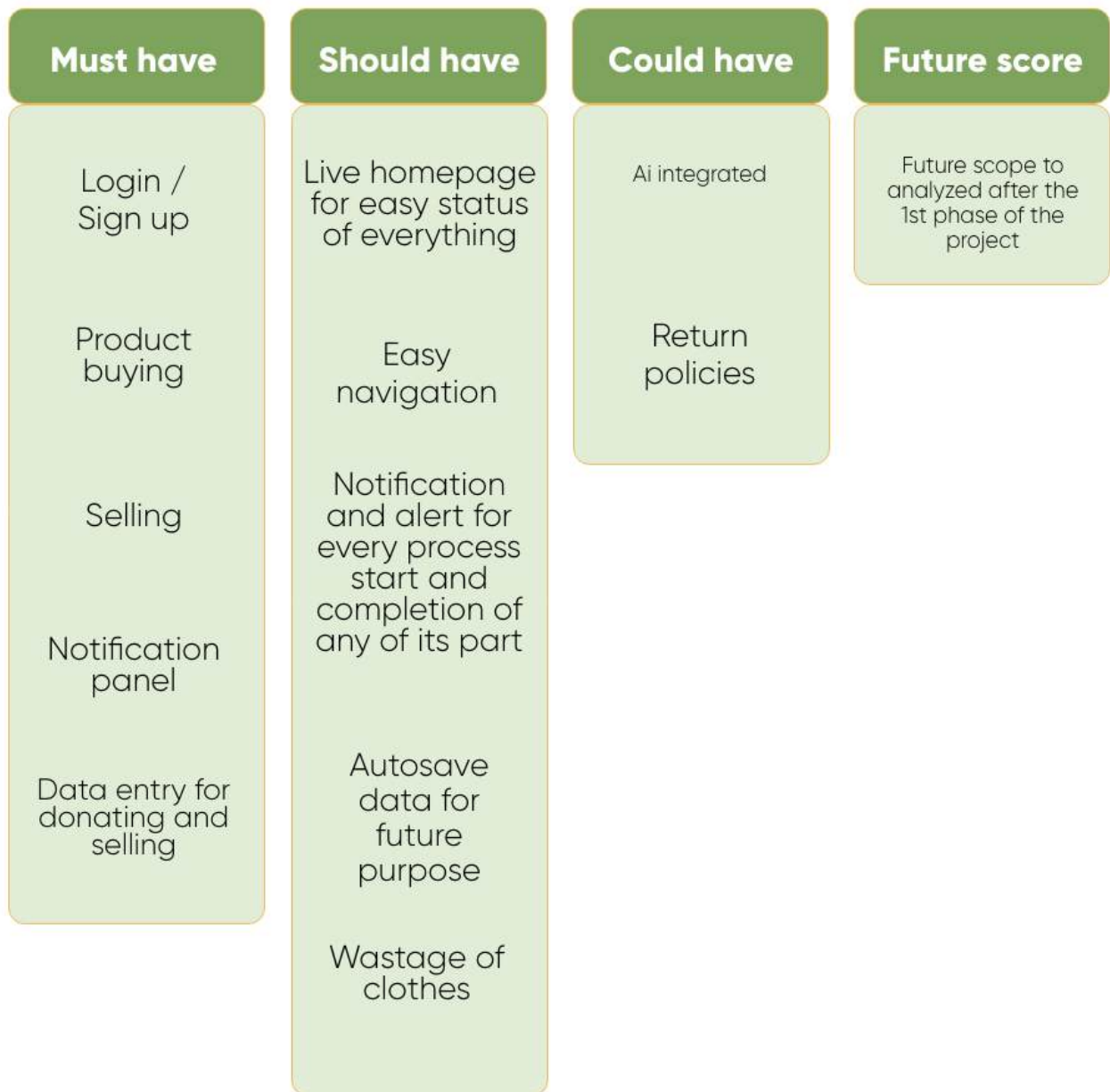


Fig 6.2 priority mapping



## 6.3 How might we ?

how might we solve the fitting issue	enter size options	provide accurate size chart	Suggestion based on past history		provide size chart, personal details and size options based on previous order
how might we keep our customer engage with the app	pop up notification	online/offline advertisement	rewards	offer and discount	Notification, onlin/offline ads, rewards, discount
how might we connect with the users	support via live chat	phone and email service	delivery tracking system		live chat, email, delivery tacking system
how might we make the return process easier	one click return option	tie up with different delivery partners			one click return option
how might we provide vast variety	tie up with establish brands	tie up with local brands			tie up with local and established brands
how might we make the selling process easier	free pickup	easy registration process	sell and donate options	easy payment	easy registration and payment options
how might we provide hygiene assurance	the product go through quality check under a team	further these clothes are sanitised for necessary hygiene	cross checking of checked amnd sanitised products by the product quality team	every item on display will have hygiene circifate tag on it	taking necessary hygiene measures and providing quality assurance
how might we provide payment options	upi, net baking	pricing determined by estimated retail price, brand and quality of items	the payout will depend on the brsnd value	the seller can choose between bulk payment or credited when the item sale	by creating listing window based on brand, quality and payment option
how might we make online experience as good as offline	order multiple sizes pay for one	credit system	try now, pay later system	providing variety	try now and pay later option for vast variety of items
how might we educate users on benefit of secondhand goods	educate them on environmental crisis	newsletters and blogs/vlogs			educating users by providing newsletter and blog/vlog



## 6.4 Information Architecture

Information Architecture is a "big picture" of how information is delivered to clients. It's the IA that specifies how each page links to each other after the affinity mapping and precedence mapping of which features will make it to the MVP. It's where customers, context, and content collide. Customers can now focus on their assignments without being distracted by an accurate IA.

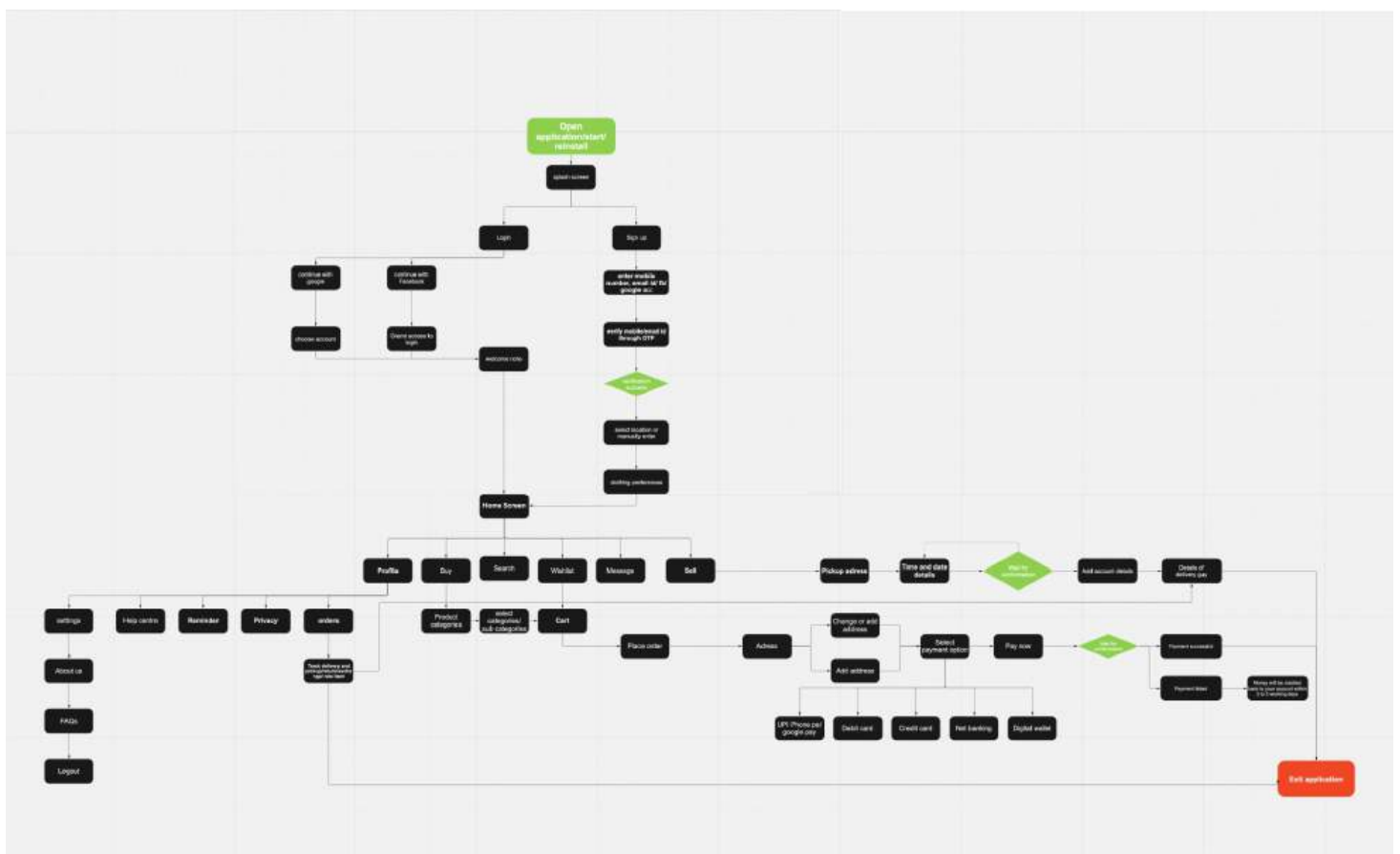


Fig 6.4 information architecture

## 6.5 Card sorting

Card sorting is a technique for designing or evaluating a website's information architecture. Participants classify issues into categories that make sense to them during a card sorting session, and they may also assist you in labelling these groups.

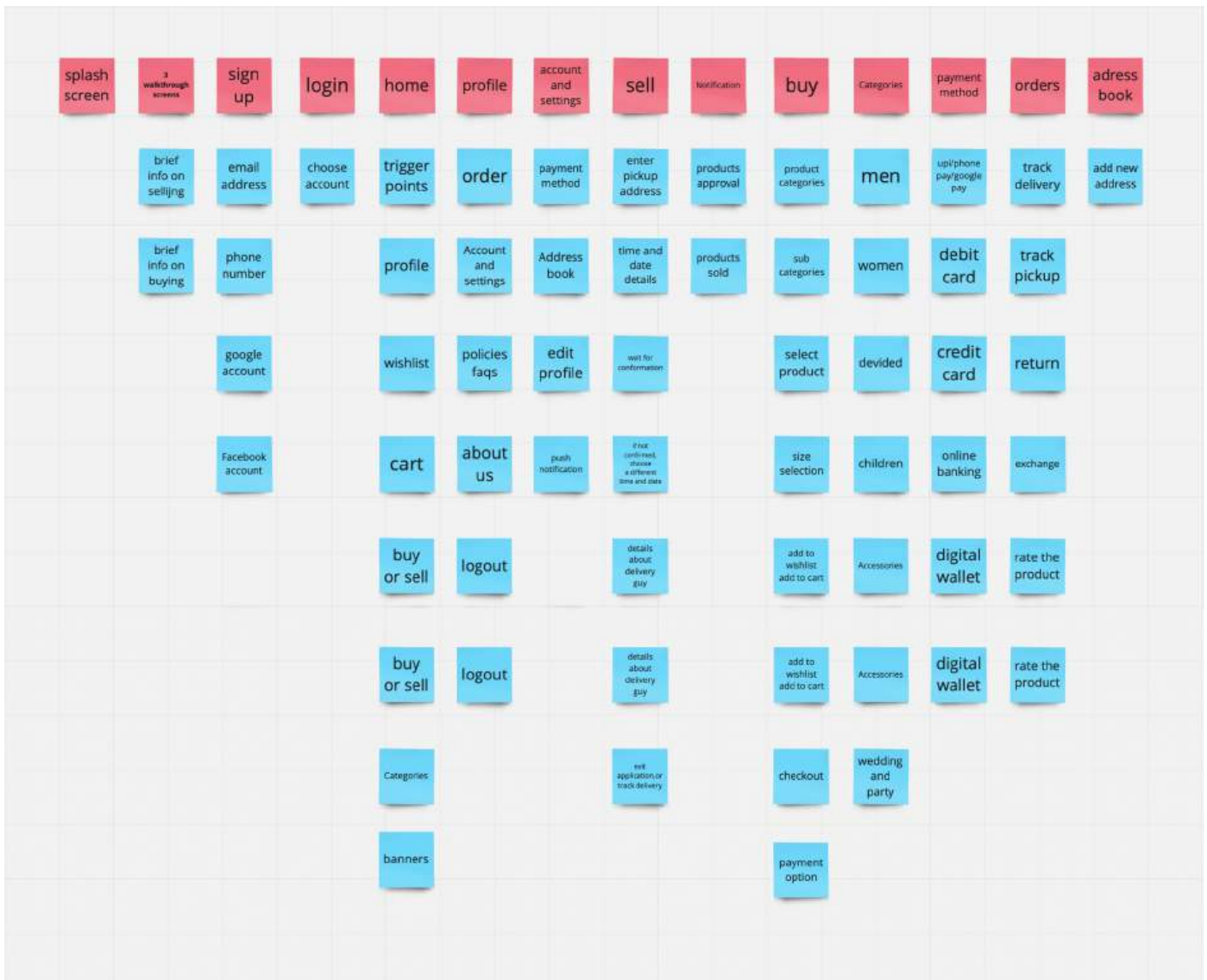


Fig 6.5 card sorting

## 7.0 Prototype

After all recording all the needed data and every initial process is done now we enter the final part of conceptualization

### 7.1 low fidelity / wireframes

Wireframes are rough sketches of the final user interface (UI) screens. These wireframes have genuine and relevant content. High-fidelity wireframes are concrete representations of the near-final product that are developed further during the conversion process to the User Interface. These are also utilised for user testing since they help consumers understand what the product looks and feels like, as well as how it responds to each interaction.

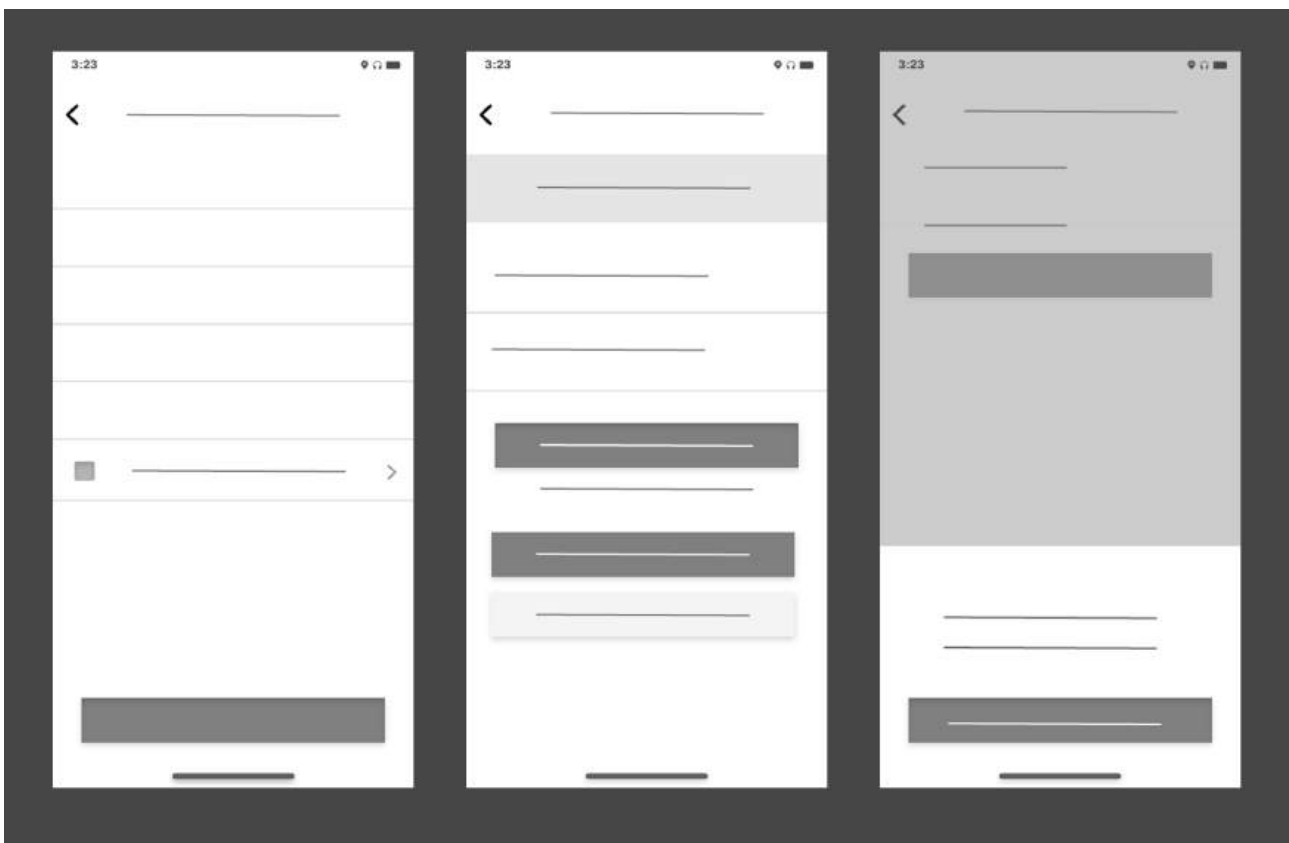


Fig 7.1.1 sign up /login / forgot password

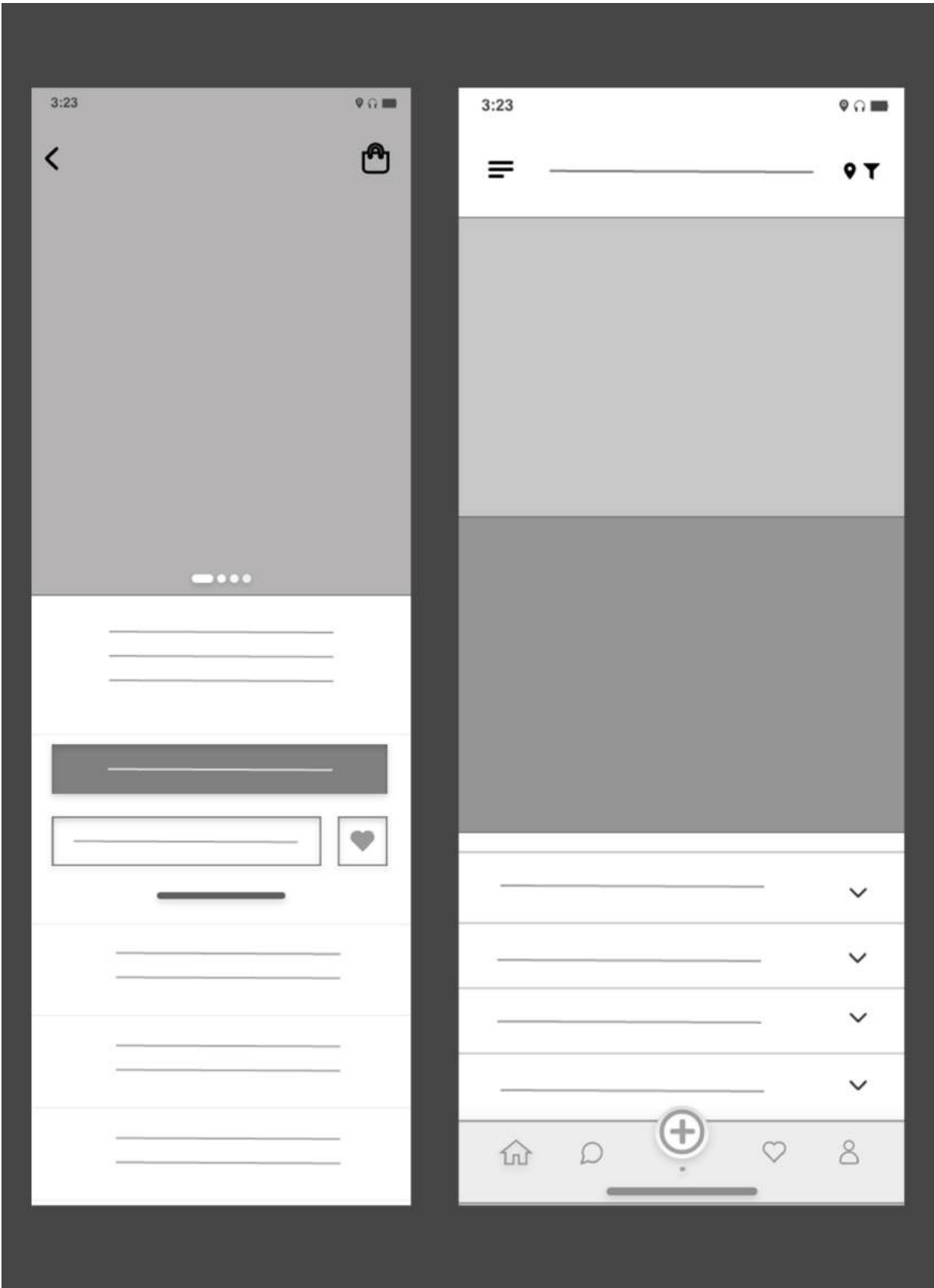


Fig 7.1.2 product page/ home



Fig 7.1.3 dashboard/ cart



Fig 7.1.4 category selection/ size selection/ data entry

## 7.2 UI language

UI Language is a design and development tool that brings cohesion to a digital product's user interface and experience. At their core, they: Record all of the design elements and interactions that occur within a product. List crucial UI components such as buttons, typography, colour, navigation menus, etc.

### 7.2.1 logo

A logo is a symbol made up of text and images that identifies a business. A good logo shows what a company does and what the brand values. Logo design is all about creating the perfect visual brand mark for a company.



Fig 7.2.1 logo and branding



ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789!@#\$%&\*

Fig 7.2.2 logo and branding



### 7.3 Hi-fi wireframes

A prototype is “A simulation or sample version of a final product, which UX teams use for testing before launch.” The goal of a prototype is to test and validate ideas before sharing them with stakeholders and eventually passing the final designs to engineering teams for development.

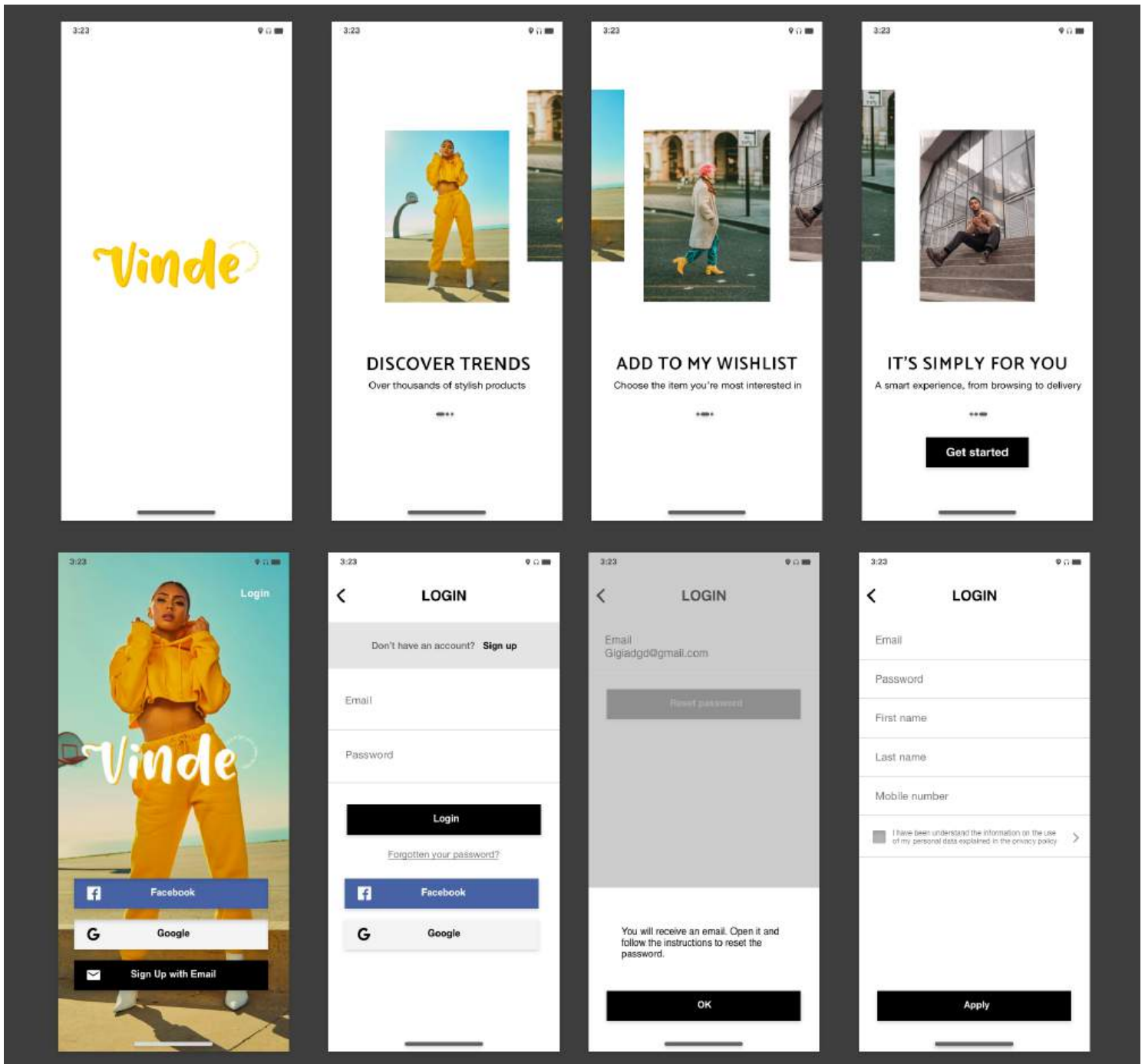


Fig 7.3.1 hifi wireframes

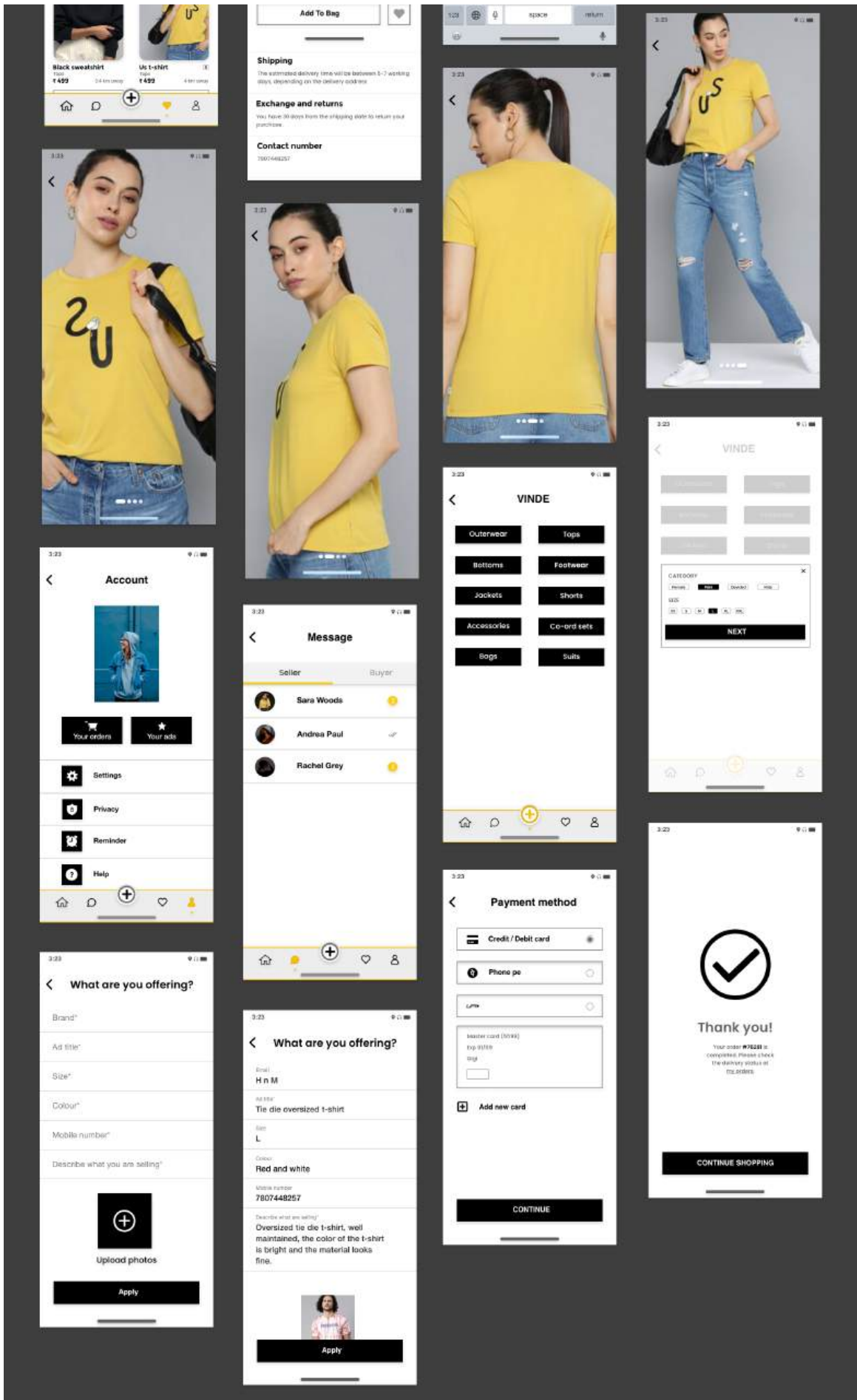


Fig 7.3.2 hi-fi wireframes

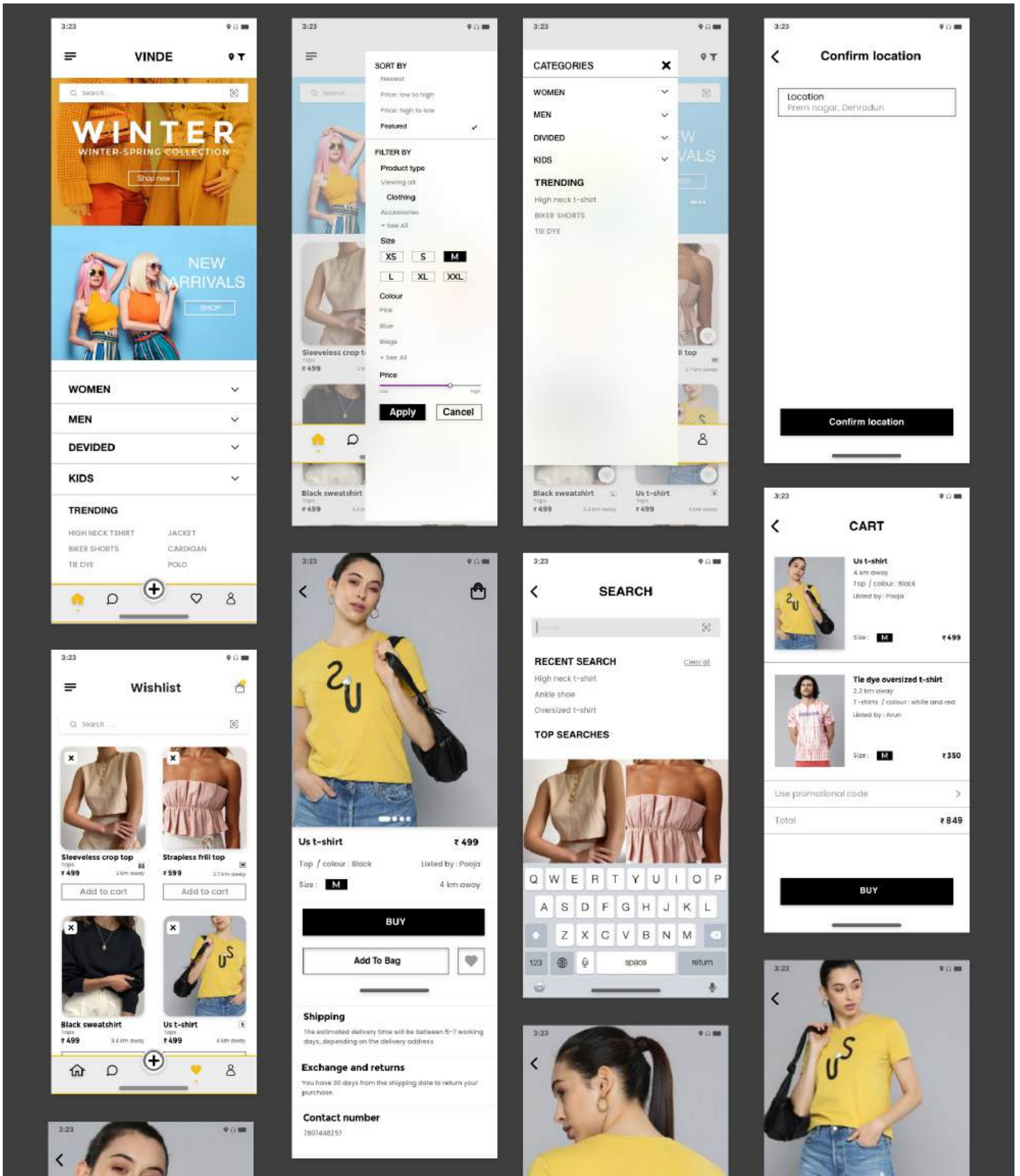


Fig 7.3.3 hi-fi screens

## 7.4 VALIDATIONS

The concept was developed after numerous attempts of ideation and wireframes. It was more of a trial-and-error process.

The following first two screens are onboarding page. The colour yellow was taken to be more accessible and relatable to represent loyalty, faith and wisdom and also it is one of the gender neutral colour.

The tag line, “store for your belongings ” was initiated to result in a more productive switch within themselves to relate with the application system.

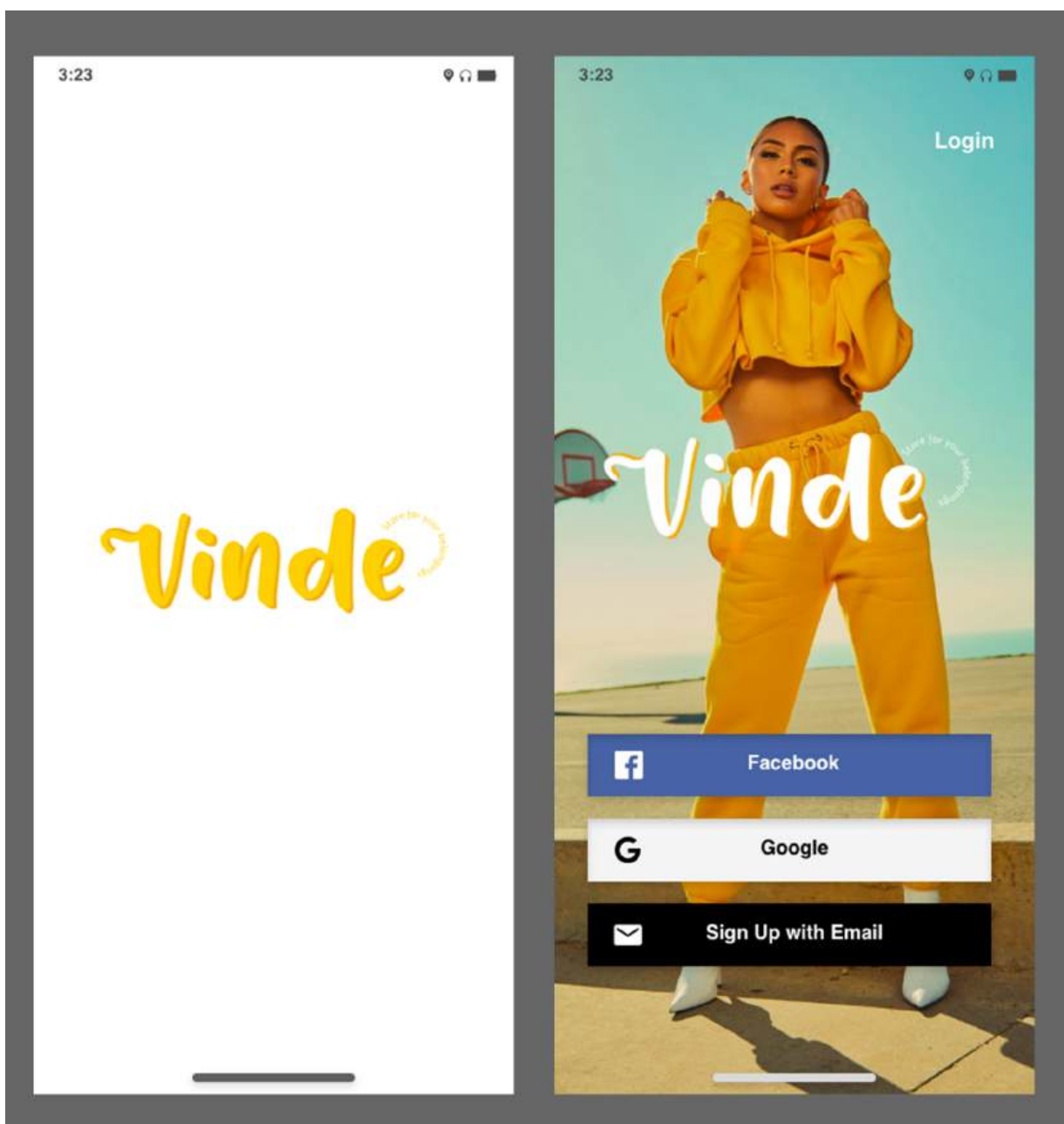


Fig 7.4.1 hi-fi screens

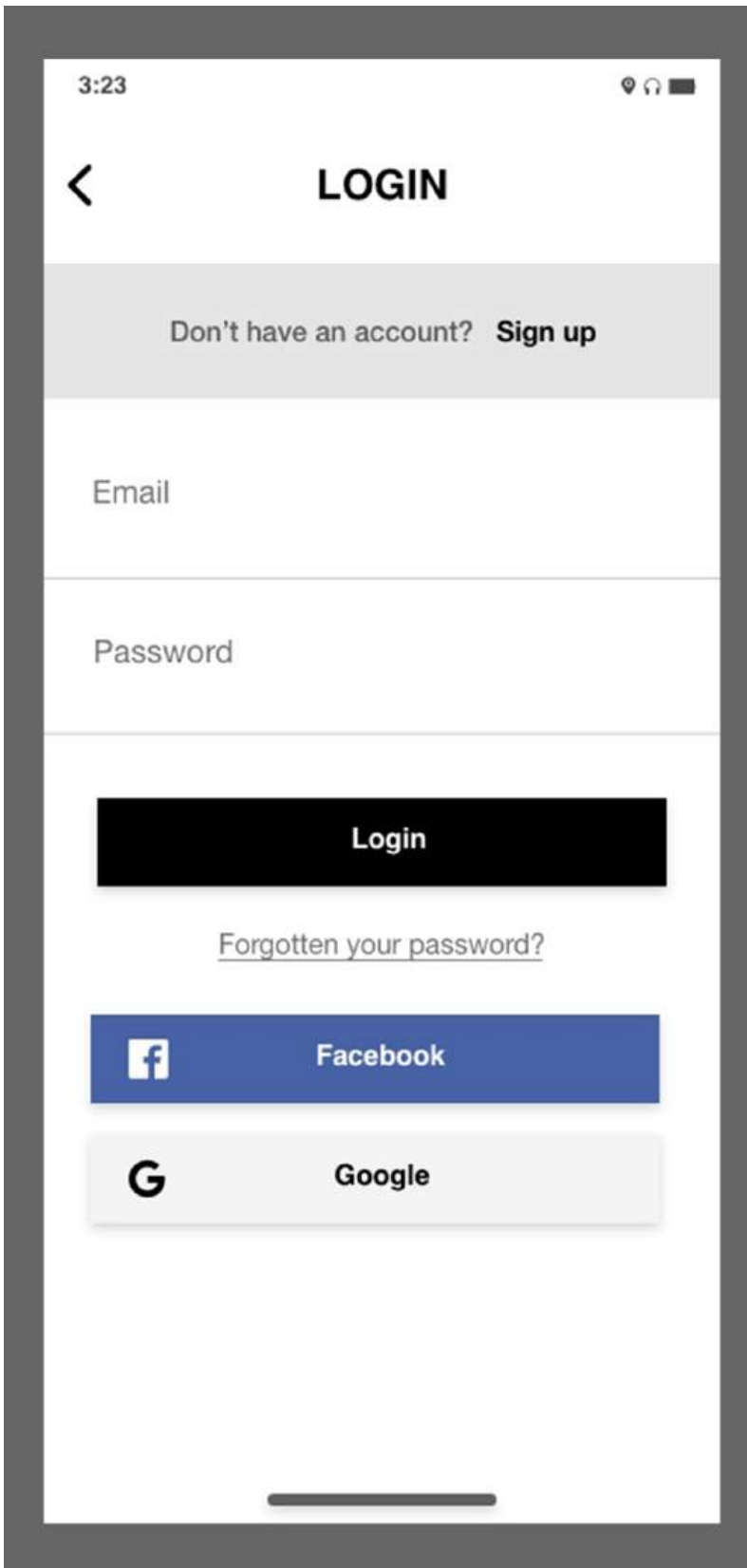


Fig 7.4.2 hi-fi screens

The third screen is the login screen which can be further processed by either signing up or already a member then by direct login in.

The login can be associated with google login, facebook or any other format of email so it is an easy access.

It also marks the option of terms and conditions agreement which is considered to be accepted if registered and logged in.



## Home Screen

The above screen is the home page featuring the various options to toggle between the features and variations. I have tried to keep the interaction minimum, simple and related to the existing application so it is user friendly. The main home screen covers up all the features related to in depth functioning of the app. The design is kept minimal so the user is not confused between the text and numbers. Managing the cognitive load of the screen was a huge task.

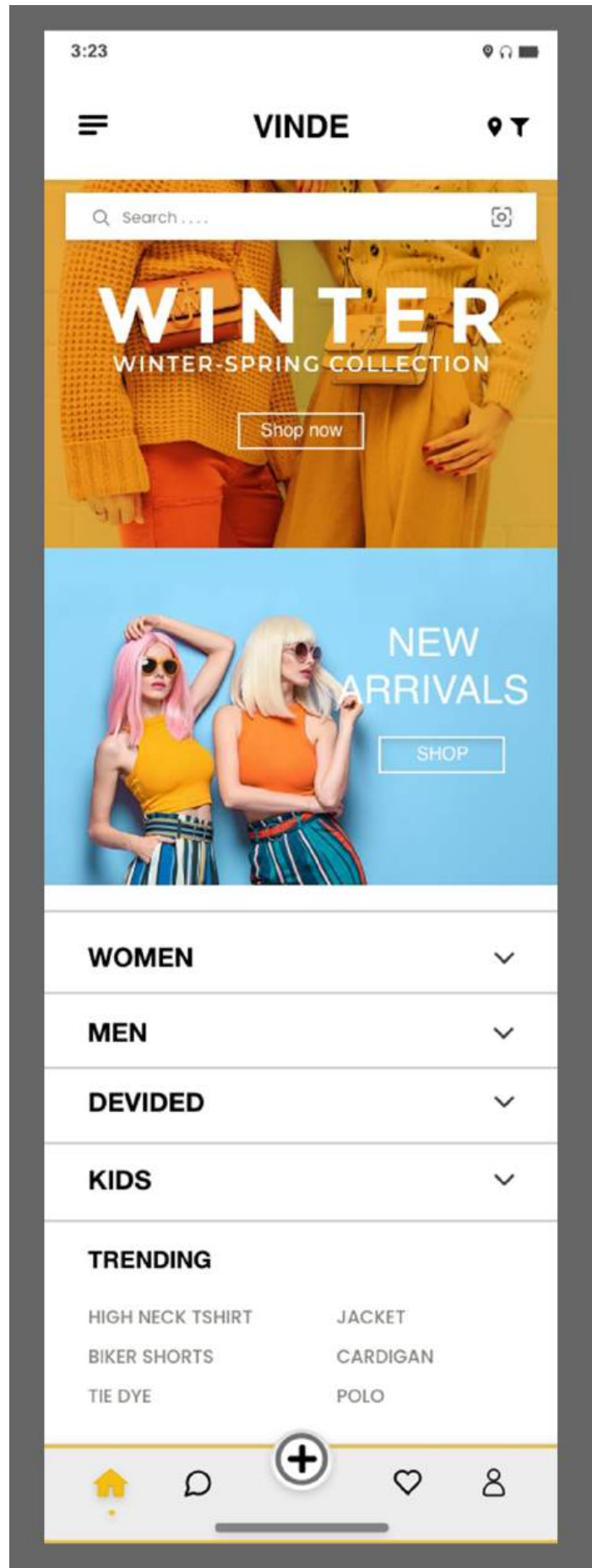


Fig 7.4.3 hi-fi screens

## **8.0 USABILITY TESTING**

Usability testing refers to evaluating a product or service by testing it with representative users. The goal is to identify any usability problems, collect qualitative and quantitative data and determine the participant's satisfaction with the product. The testing was conducted on 2 users to understand their capacity to perform on this application system. The outcome resulted with a thumbs up for certain features and nullification of certain options. It was a path finder to some of the missing aspects which will be fulfilled in the future. Overall, the application was relatable due to its user- friendly icon and navigation, the colours and layout is subtly balanced.

## **8.1 BUSINESS CANVAS**

This application system can be a major outreach to the youth due to the increase in the popularity of investment in various forms. Used merchandise businesses make a profit of 3.3 percent and higher when selling thrifted items online, according to research. Your monthly revenue can reach lakhs with the correct marketing strategy and good collection.

So, this app will do a justification to all the missing and futile options leading to the chaos and miscommunication between the youth. With the increase in modern technology and education it will open doors for constant improvement and betterment.

## 9. CONCLUSION

The project was given to us in month of January (last week) during the 1st phase of research we felt problem is 1 dimensional and can be easily sort with nominal amount of output but as the research phase was going on deeper and deeper the problem became more and more complex, and made us more confused as what all the real problems they are facing

So we planned to divide our research into two parts , the secondary research really helped us collect some important data that was beneficial in the future , as the part of primary research instead of just taking normal personal interviews and testimonial we took the initiative of actually be the part of the process and observe from our own eyes and hands own actually the process work.

In conclusion Vinde is an online marketplace for a user to sell, buy or donate garb gadgets. Shopping secondhand promotes the value of favor by giving new life to used garments.

This permits consumer to buy branded apparel items at a discounted quotes and earn with the aid of selling garments that they need no greater.



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