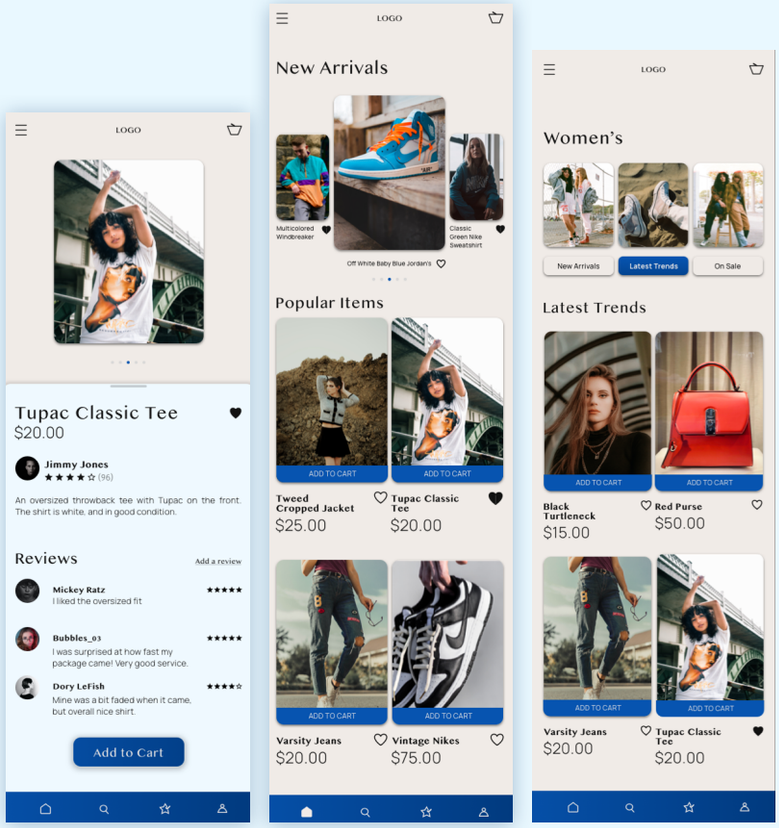
Vintage Clothing Mobile App

Online buying and selling made easy
UX/UI Case Study



Objective
To design the UI for the mobile version of a vintage clothing sales app and prepare for handover to developers

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Problem

Buying and selling online can be tricky.

E-commerce isn't anything new, there are quite a few applications to choose from in this category. Applications offer pricey products for cheap quality, their content is disorganized, or they frequently prioritize the design of buying or selling, resulting in pain points reported by their users.

Solution

Streamline the process of buying and selling

products online.

My goal is to provide a platform that allows users to buy and sell vintage clothes in a simple and easy process, all from the comfort of their phone. Users are able to personalize their experience as they use the app, and effortlessly upload their items for sale.

Design Process

1 Research

2 Ideate

3 Design

1. Research

In order to begin creating my application, I looked for inspiration

Competitive Analysis

I looked for common functionalities in order to gauge what the applications were doing well, interacted with, and read the comments of each application to identify what I could improve.

Vestiaire Collective

Useful functionalities in this app include:

- navigation
- social (following others)
- data management

depop

Useful functionalities in this app include:

- gathering input
- helpful feedback
- navigation

Competitive Analysis

Target Audience

My target audience consisted of mainly 25-34 year olds, so I made sure to study applications that they were most likely to use.

Improvements

In order to implement improvements, I identified a couple of functionalities that I wanted to add to my own app.

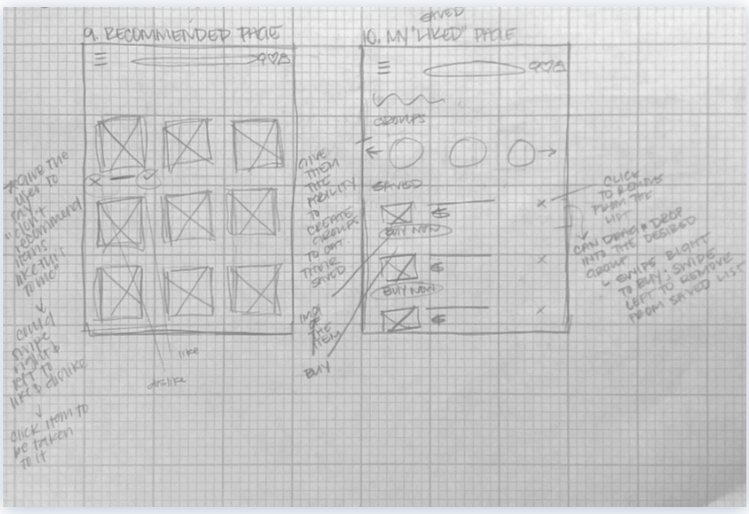
- Liking items
- Recommending items
- Filtering items

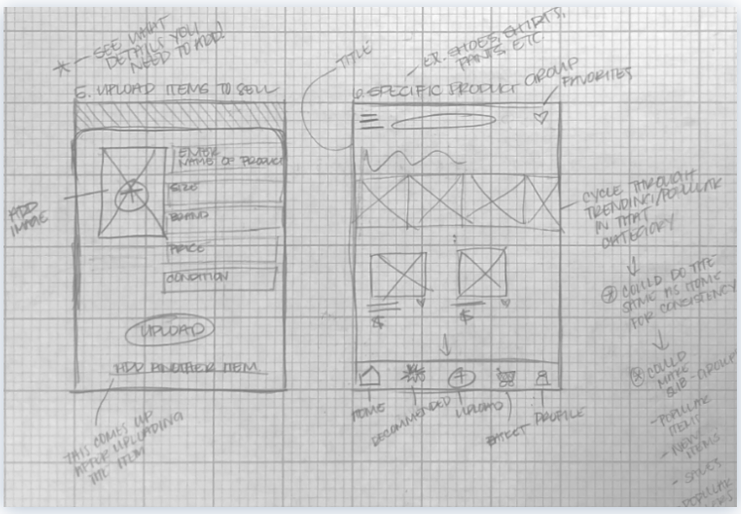
2. Ideate

After researching, I began laying down the foundation of my application.

Lo-Fidelity Wireframes

I began forming a user flow based on the objective and my user's needs. I visually represented the user flow, in a series of sketches that I used to create my low-fidelity wireframes.

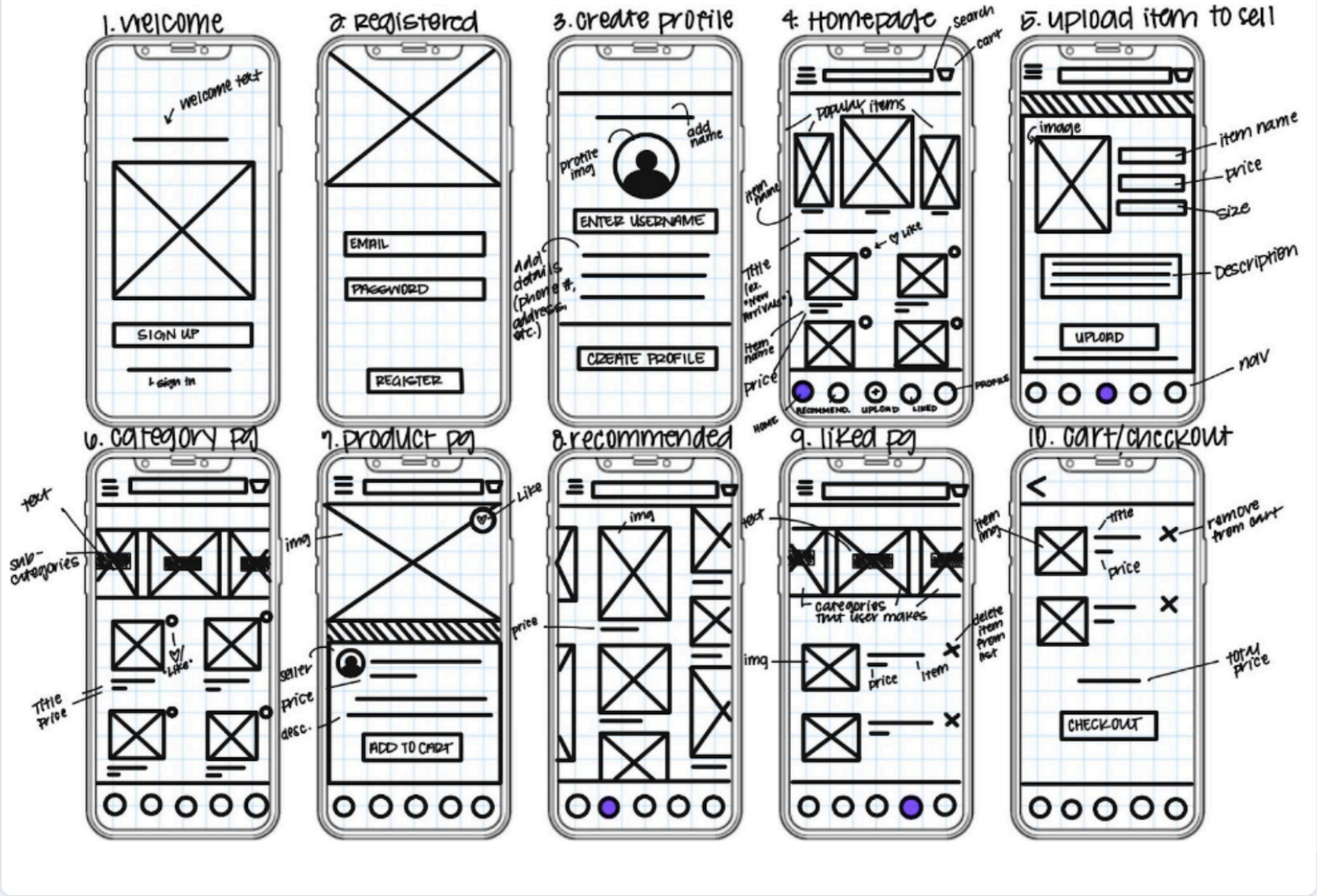




Low-Fidelity Wireframes

Mid-Fidelity Wireframes

Next, I made my mid-fidelity wireframes. I was purposeful when drawing these wireframes because I knew that I would use these for the final product.



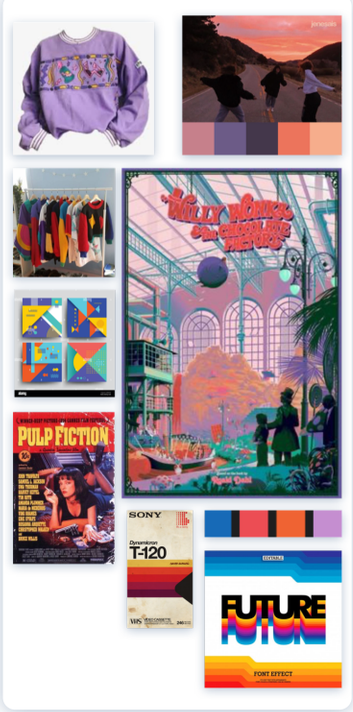
Mid-Fidelity Wireframes

3. Design

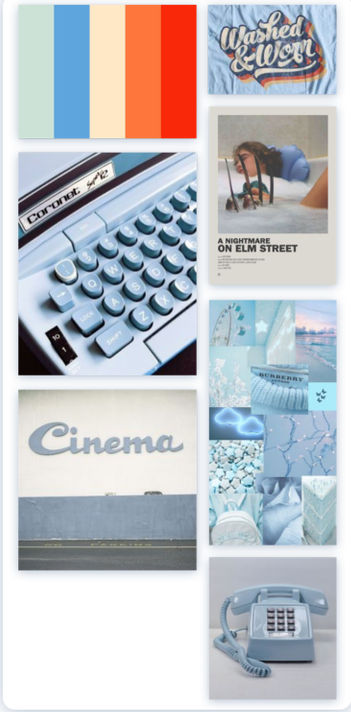
Lastly, I began adding details that would help satisfy my user's needs.

Moodboards

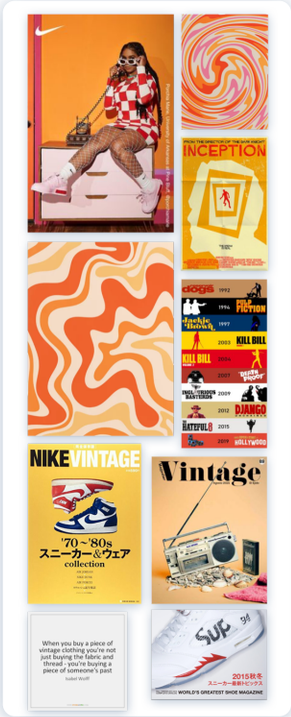
I saved tons of images that I felt communicated a vintage feel that I wanted my app to have, and sorted them into four moodboards.



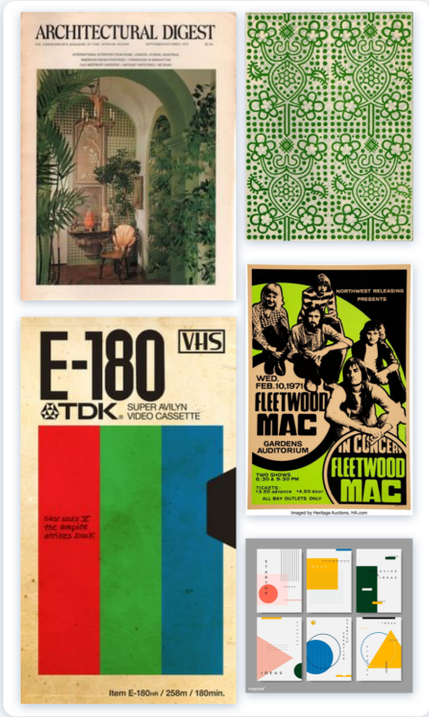
Pastel Purple



Pastel Blue



Orange/Red



Green

Color Palettes

Colors are able to spark various feelings, and influence our behavior. I wanted to make sure that the user felt as if the products on the app were good quality vintage products, and that they felt at ease while they were both buying and selling. That way they are more likely to use the product.

# F0EBE7	# E8F8FF	# 0754B0	# 00214A	# 000000
RGB: (240, 235, 231)	RGB: (232, 248, 255)	RGB: (7, 84, 176)	RGB: (0, 33, 74)	RGB: (0, 0, 0)
HSL: (27, 23, 92)	HSL: (198, 100, 95)	HSL: (213, 92, 36)	HSL: (213, 100, 15)	HSL: (0, 0, 0)

Color Palette

Typography

I found fonts that were closest to those in my moodboards which included serif fonts and decorative fonts. I didn't want to overwhelm or distract the user when shopping so I only used the decorative font for the headers, and used a simple, and easy to read font for the body copy.

Headers

Oriya MN Bold

Bold (B) Regular (R)

Heading 1: 30px
R

Heading 2: 26px
B

Heading 3: 26px
R

Heading 4: 16px
B

Heading 5: 14px
B

Heading 6: 12px
B

Heading 7: 12px
R

Body Copy

Manrope Light

Light (L) Regular (R) Medium (M) **Bold (B)**

Body Copy: 14px
L

Here is an example of the body copy seen on the application. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

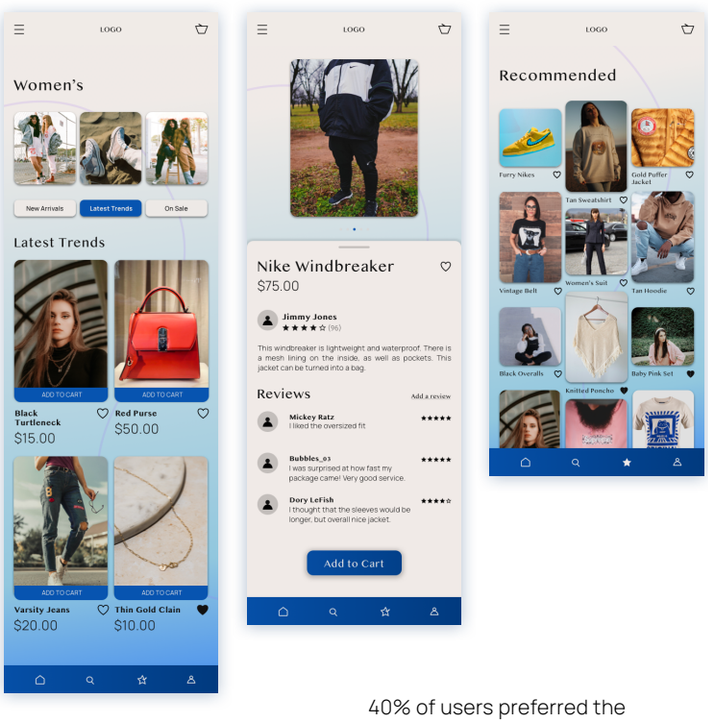
Subtext: 12px
L

Microtext: 10px
L

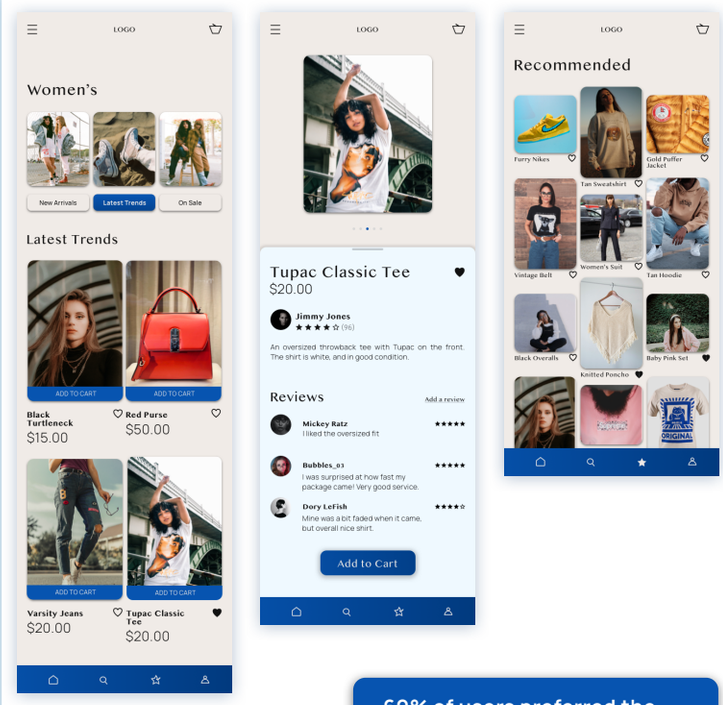
Mid-Fidelity Wireframes

Preference Tests

I applied the colors and the fonts to my design, and ended up making two versions. One of the designs was more decorative, and included an ombre background with lines to encourage the user to keep scrolling, while the other was more minimalistic and encouraged the items on the page to sell themselves. I was stuck when choosing my final design, so I completed a round of A/B testing.



40% of users preferred the decorative design



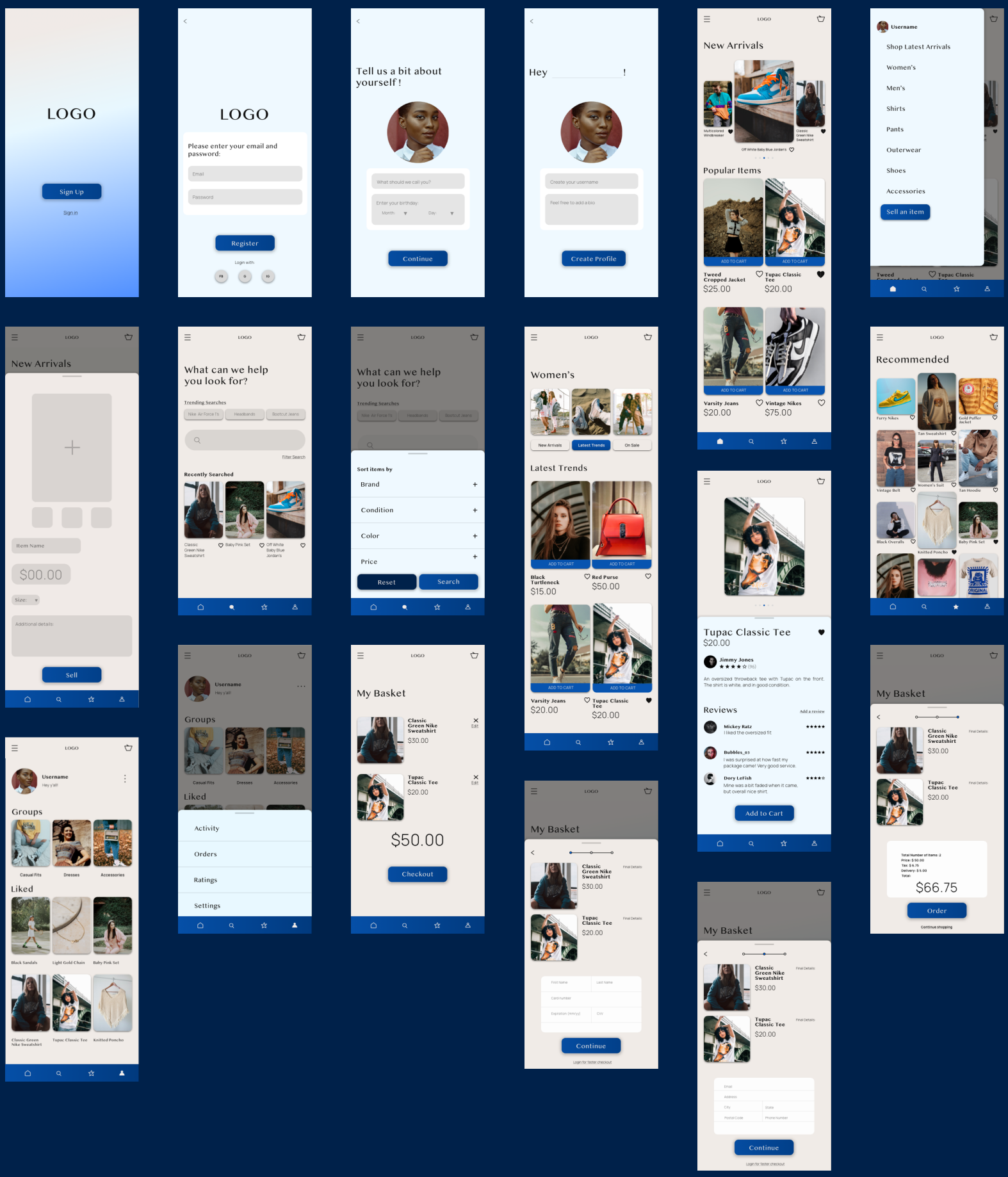
60% of users preferred the minimalistic design

Preference Tests - The design on the right is the final design

Takeaways

This was my first UX/UI project, so there are adjustments that I would add if I were to redo the project. I would create a logo that is fitting to the design, and adding more elements that would benefit users, such as tracking orders, messaging, and much more!

Final Design



Thank you for your time!