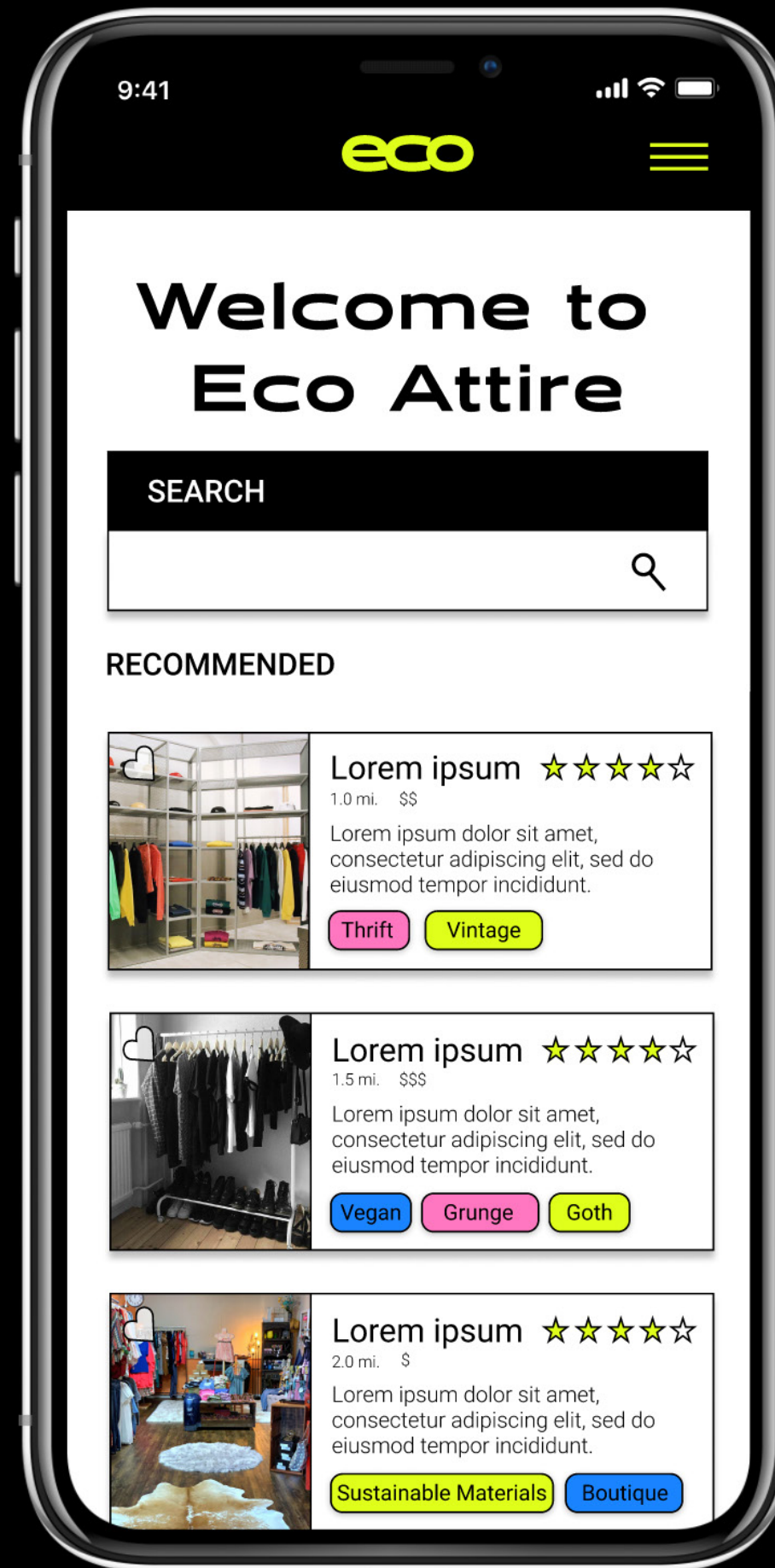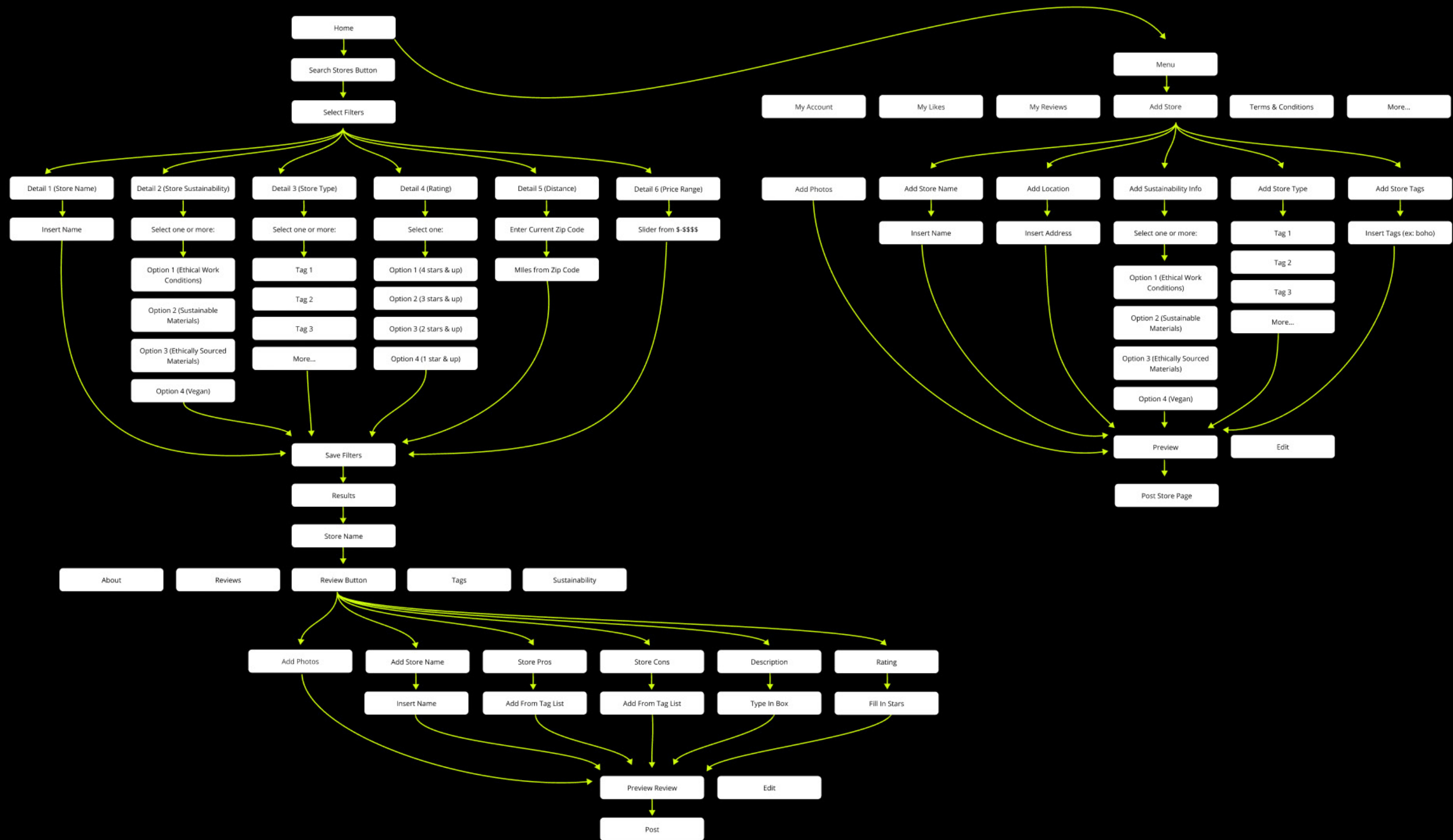# eco attire 🙂

ANYA GRIEZE
SPRING 2021
SECTION 01

Eco Attire App

Eco Attire is a fashion app focused on showing users sustainable fashion shops and consignment shops in their area. Additionally, the app can be used online for users who want to shop more ethically and learn more about sustainability practices.

Currently, it's hard to figure out what is and isn't sustainable and ethical. Companies often don't disclose information or they give information that isn't completely true (ex: green-washing is a term for when companies promote a sustainable, environmentally friendly image but most of their practices reflect the opposite). This app would help add clarity for shoppers and make it easy to shop sustainably for clothing.
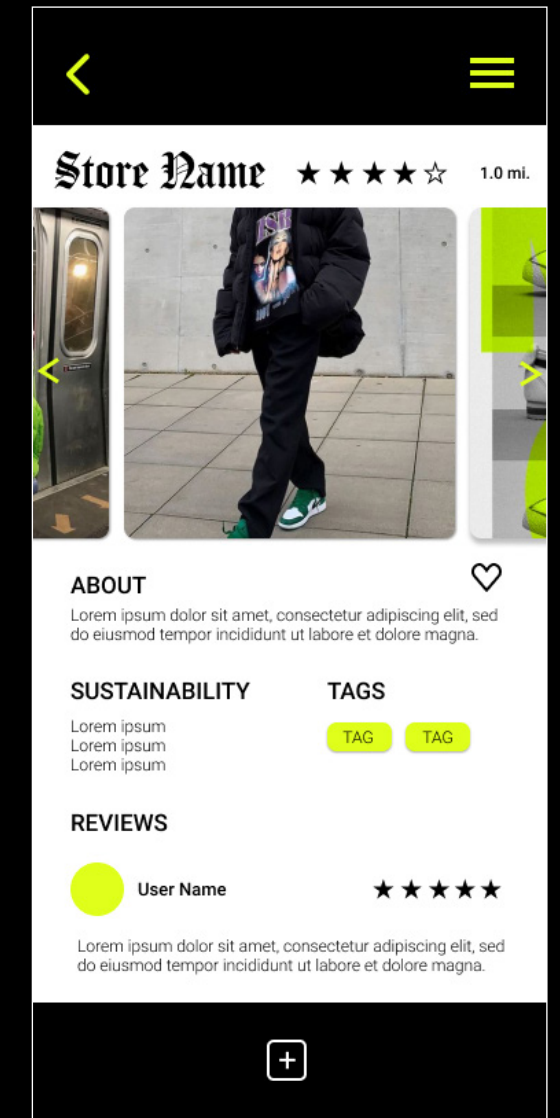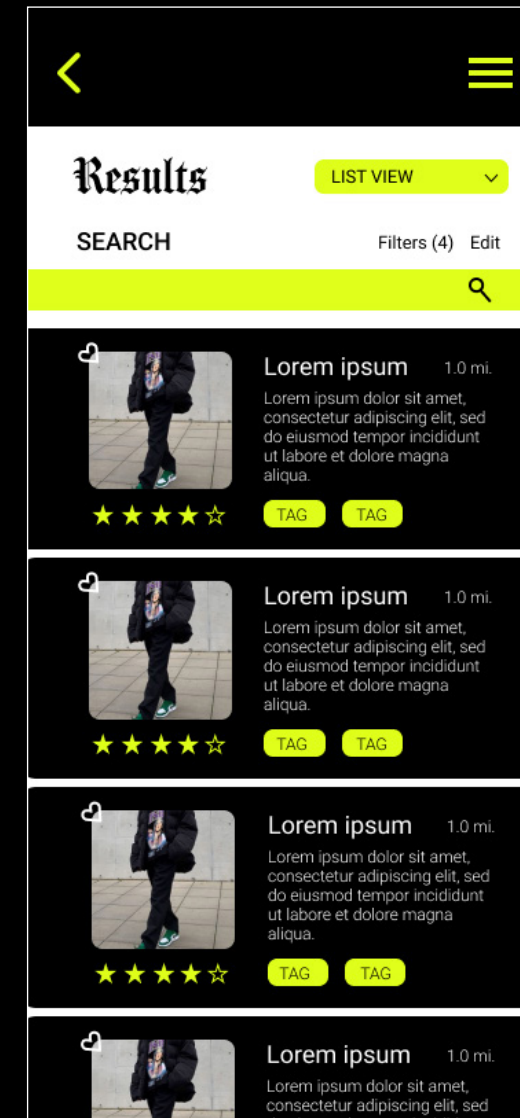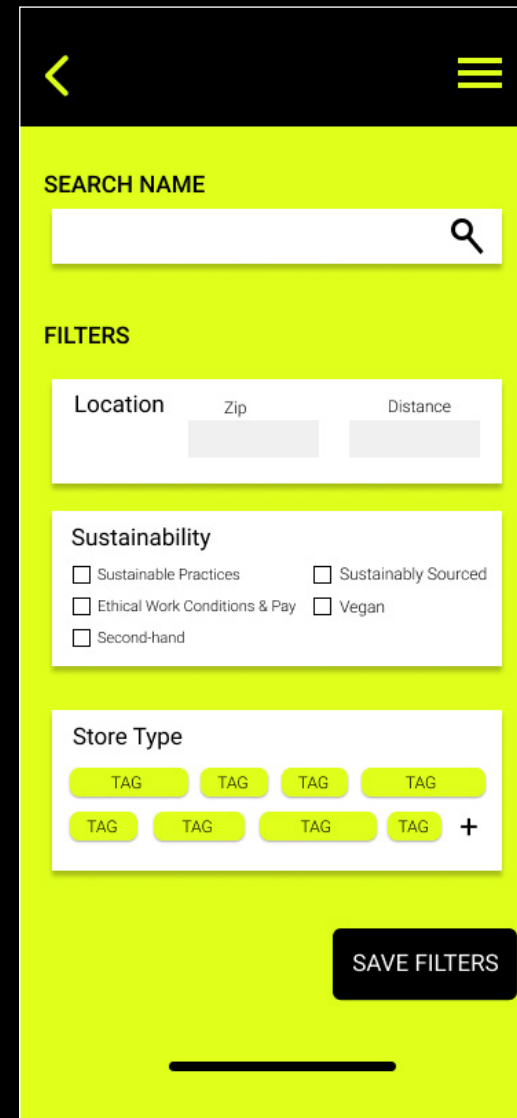
Information Architecture

Home

Search Stores Button

Select Filters

Menu

My Account | My Likes | My Reviews | Add Store | Terms & Conditions | More...

Detail 1 (Store Name) | **Detail 2 (Store Sustainability)** | **Detail 3 (Store Type)** | **Detail 4 (Rating)** | **Detail 5 (Distance)** | **Detail 6 (Price Range)**

Insert Name | Select one or more: | Select one or more: | Select one: | Enter Current Zip Code | Slider from $-$$$$

Option 1 (Ethical Work Conditions) | Tag 1 | Option 1 (4 stars & up) | Miles from Zip Code

Option 2 (Sustainable Materials) | Tag 2 | Option 2 (3 stars & up)

Option 3 (Ethically Sourced Materials) | Tag 3 | Option 3 (2 stars & up)

Option 4 (Vegan) | More... | Option 4 (1 star & up)

Add Photos | Add Store Name | Add Location | Add Sustainability Info | Add Store Type | Add Store Tags

Insert Name | Insert Address | Select one or more: | Tag 1 | Insert Tags (ex: boho)

Option 1 (Ethical Work Conditions) | Tag 2

Option 2 (Sustainable Materials) | Tag 3

Option 3 (Ethically Sourced Materials) | More...

Option 4 (Vegan)

Save Filters

Preview | Edit

Results

Post Store Page

Store Name

About | Reviews | Review Button | Tags | Sustainability

Add Photos | Add Store Name | Store Pros | Store Cons | Description | Rating

Insert Name | Add From Tag List | Add From Tag List | Type In Box | Fill In Stars

Preview Review | Edit

Post

Mood Board 01

Modern
Bold
Trendy
Urban
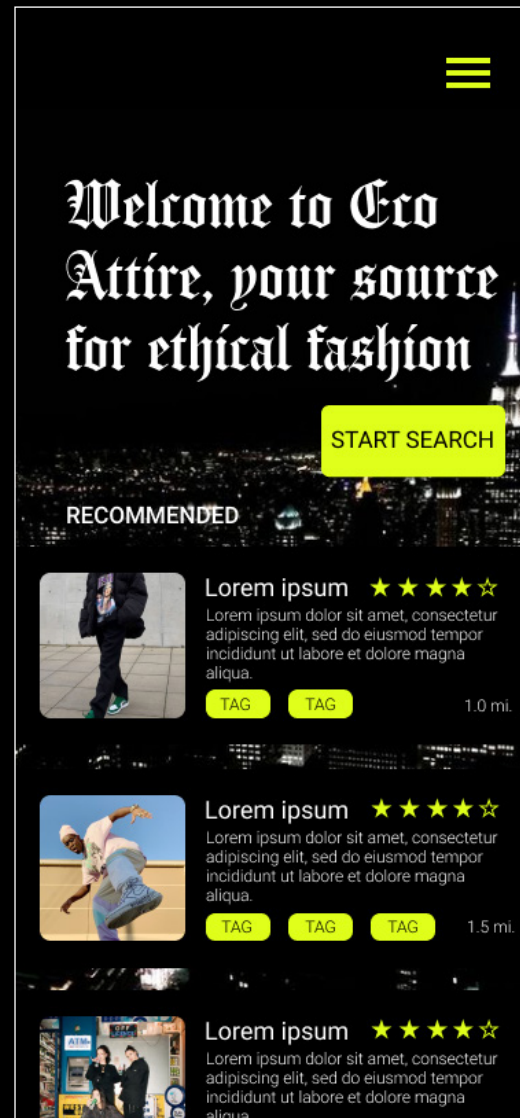
Style Frames 01

FEEDBACK SUMMARY

Of my two styles, this style was the best received. People liked the bold appearance and unique feeling of it as well as the setup of some of the screens, specifically the first and fourth screens. One of the main critiques of this style was that the yellow was somewhat overused and would work better if it was dialed back some. Additionally, it was noted that the image in the background of the first screen was distracting and didn't match with the other screens. Finally, the other main critique of this style was that the title font was fun but it may not work well in an app setting.
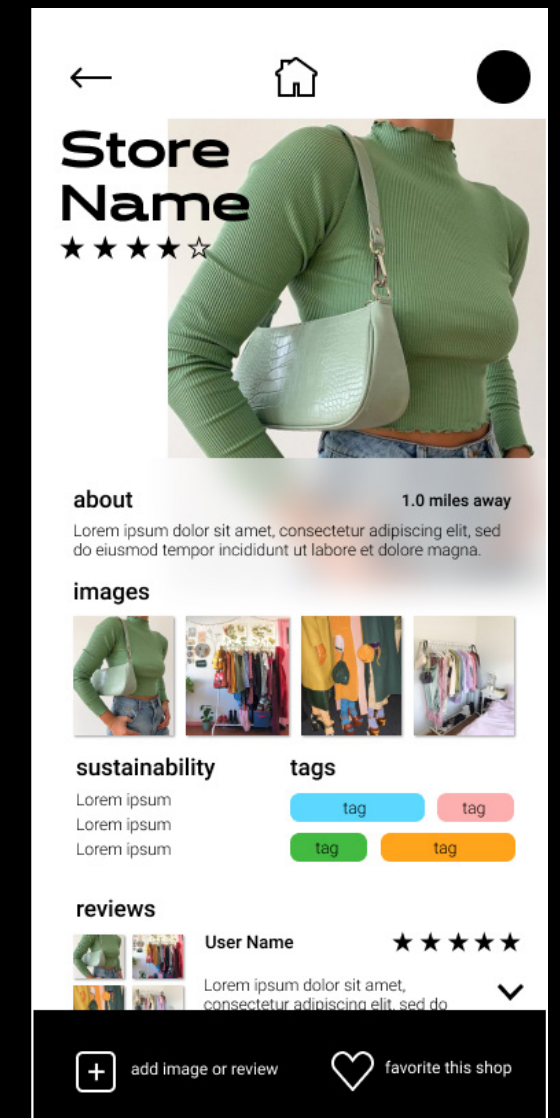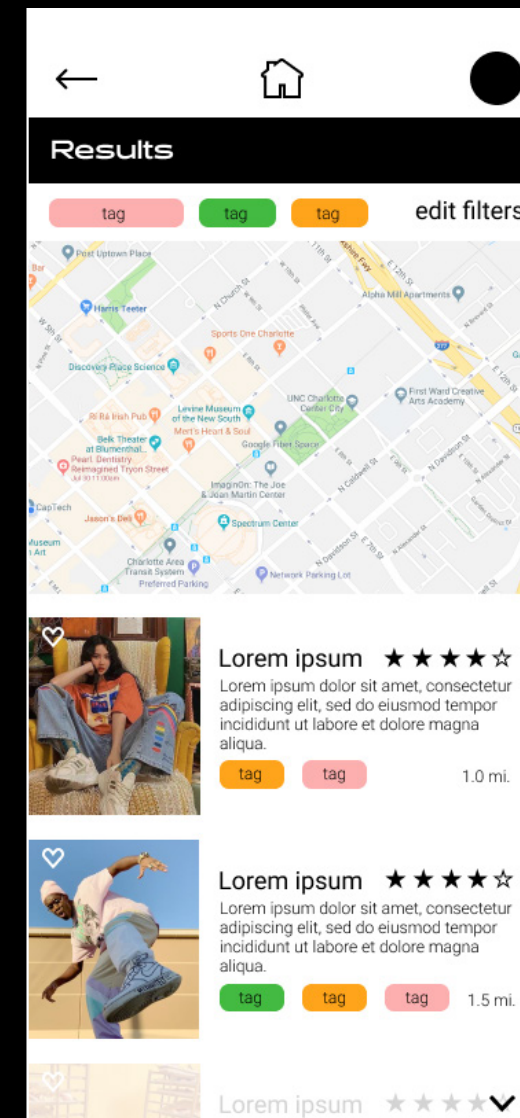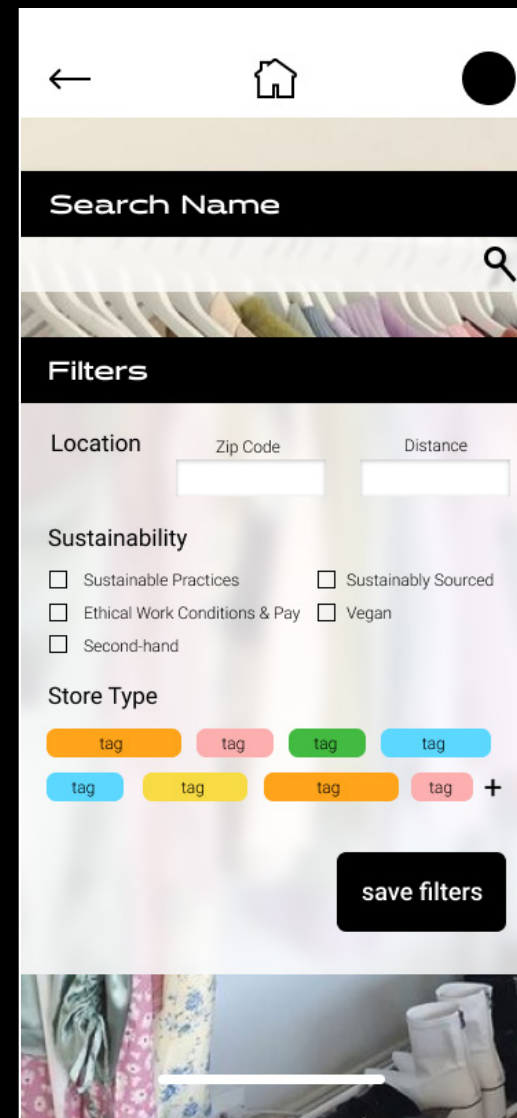

Welcome to Eco Attire, your source for ethical fashion

START SEARCH

RECOMMENDED

Lorem ipsum ★★★★☆
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
TAG TAG   1.0 mi.

Lorem ipsum ★★★★☆
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
TAG TAG TAG   1.5 mi.

Lorem ipsum ★★★★☆
Lorem ipsum dolor sit amet, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

SEARCH NAME

FILTERS

Location   Zip   Distance

Sustainability
☐ Sustainable Practices   ☐ Sustainably Sourced
☐ Ethical Work Conditions & Pay ☐ Vegan
☐ Second-hand

Store Type
TAG   TAG   TAG   TAG
TAG   TAG   TAG   TAG +

SAVE FILTERS

Results   LIST VIEW ⌄

SEARCH   Filters (4) Edit

Lorem ipsum   1.0 mi.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
★★★★☆ TAG TAG

Lorem ipsum   1.0 mi.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
★★★★☆ TAG TAG

Lorem ipsum   1.0 mi.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
★★★★☆ TAG TAG

Lorem ipsum   1.0 mi.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed

Store Name ★★★★☆   1.0 mi.

ABOUT
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

SUSTAINABILITY   TAGS
Lorem ipsum   TAG TAG
Lorem ipsum
Lorem ipsum

REVIEWS

User Name   ★★★★★
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

Mood Board
02

**Fresh
Vibrant
Fun
Indie**

Style Frames 02

FEEDBACK SUMMARY

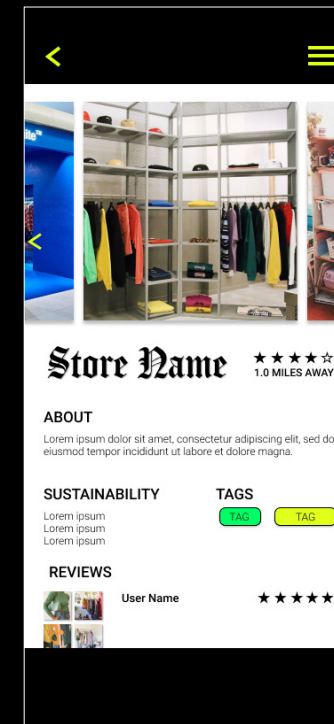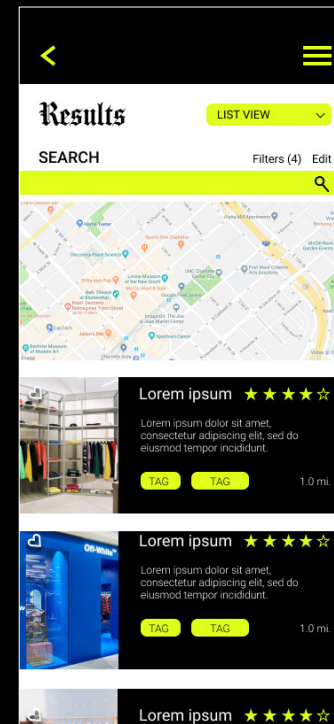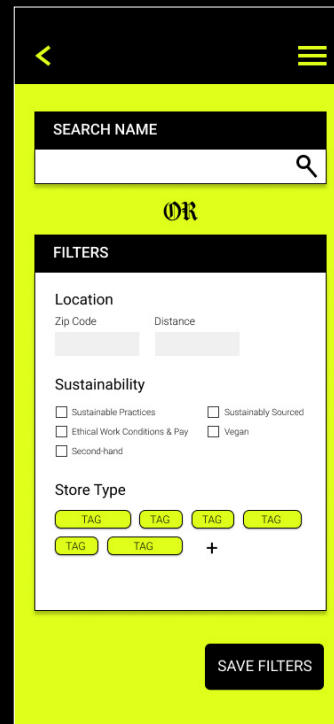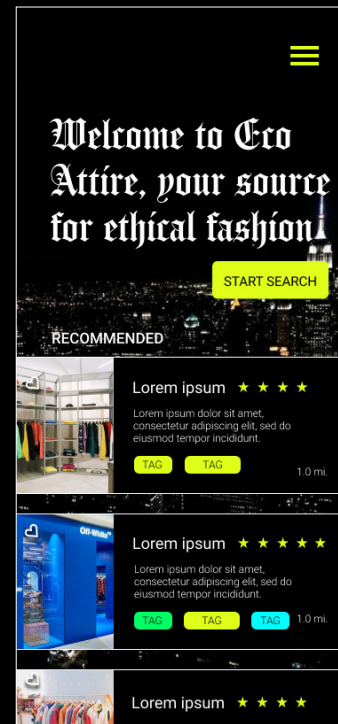For this style, the main piece of feedback was that it was too busy in certain spots. For instance in the fourth screen, a lot of the elements are cramped and competing with each other. Additionally, the multi color tags are distracting since color doesn't appear elsewhere. Another critique for this style was that the search filters might work better as a pop-up (this feedback could also apply to Style 1). While this style was less preferred, I did receive feedback that the typeface was working well and that the cleaner style felt relevant to the sustainability theme of the app.

Welcome to Eco Attire, your source for ethical fashion.

start search

Search Name

Filters

Location
Zip Code   Distance

Sustainability

☐ Sustainable Practices   ☐ Sustainably Sourced
☐ Ethical Work Conditions & Pay   ☐ Vegan
☐ Second-hand

Store Type

tag   tag   tag   tag
tag   tag   tag   tag   +

save filters

Results

tag   tag   tag   edit filters

Lorem ipsum ★★★★☆
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
tag   tag   1.0 mi.

Lorem ipsum ★★★★☆
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
tag   tag   tag   1.5 mi.

Lorem ipsum ★★★☆☆

Store Name
★★★★☆

about   1.0 miles away
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

images

sustainability   tags
Lorem ipsum   tag   tag
Lorem ipsum
Lorem ipsum   tag   tag

reviews

User Name   ★★★★★
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do

⊞ add image or review   ♡ favorite this shop

Additional Iterations
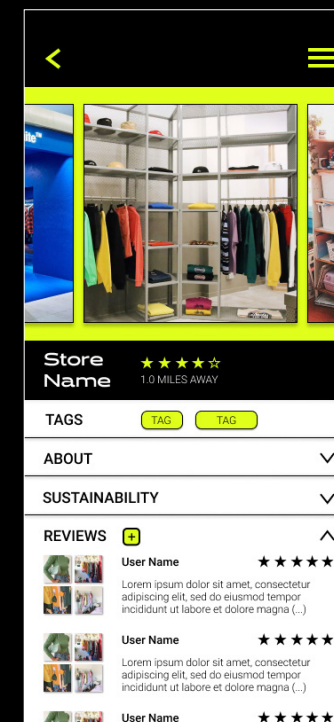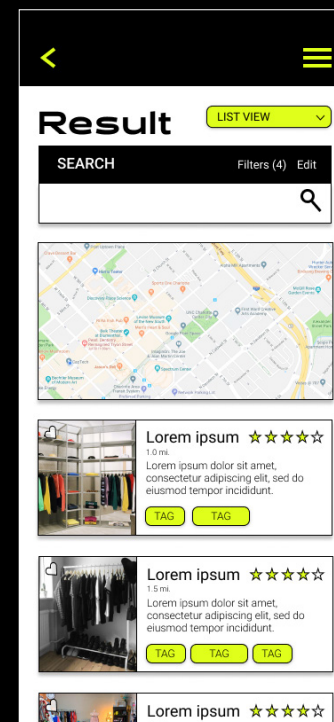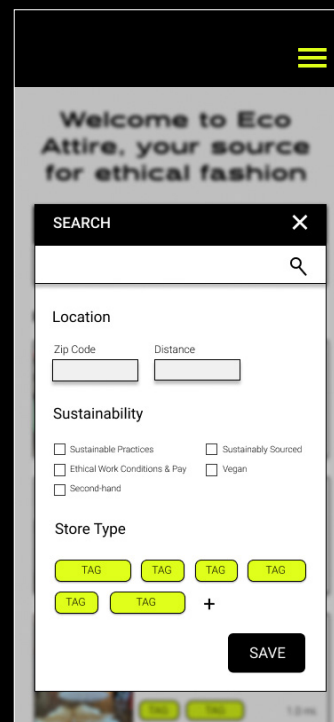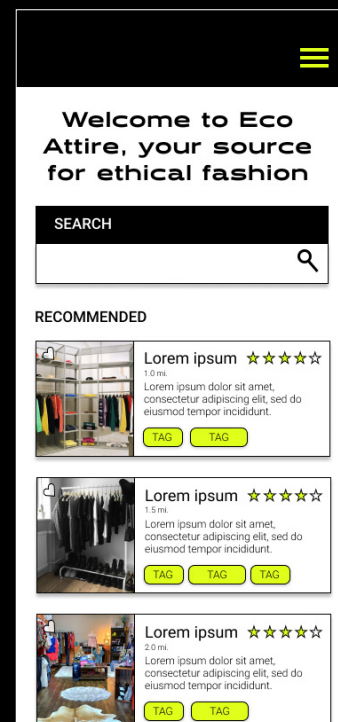
Style Guide

Halogen Black pt 36

Halogen Bold pt 20

ROBOTO MEDIUM (CAPS) pt 17
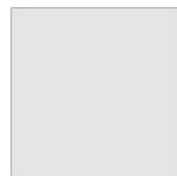
Roboto Regular pt 17

Roboto Light pt 12

Roboto Medium pt 12

Roboto Light pt 10

COLOR PALETTE

R: 255 G: 255 B: 255	R: 229 G: 229 B: 229	R: 255 G: 119 B: 192
R: 0 G: 0 B: 0	R: 223 G: 255 B: 27	R: 27 G: 132 B: 255

BUTTONS, FORMS, & OTHER GRAPHICS

Forms/Dialogue Boxes

TITLE

Back

Menu

<

Rating

★★★★☆
★★★★★

Tags

TAG
TAG
TAG

$ $$ $$$ $$$$

Regular

Clicked

Button

Button

Like Button

VIEW MENU ⌄

+

Add/post

Graphics

eco

Eco Attire

Welcome to Eco Attire

SEARCH

🔍

RECOMMENDED

Lorem ipsum ★★★★☆
1.0 mi. $$
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.
Thrift Vintage

Lorem ipsum ★★★★☆
1.5 mi. $$$
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.
Vegan Grunge Goth

Lorem ipsum ★★★★☆
2.0 mi. $
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.
Sustainable Materials Boutique

Store Name ★★★★☆
1.0 MILES AWAY
$$
♡

TAGS Thrift Vintage

ABOUT ⌄

SUSTAINABILITY ⌄

REVIEWS + ⌃

User Name ★★★★★
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna (...)

User Name ★★★★★
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna (...)

User Name ★★★★★

POSTED ✕

Your review has been posted!

View Here

TAGS

ABOUT ⌄

SUSTAINABILITY ⌄

REVIEWS ⌃

User Name ★★★★★

User Name ★★★★★

User Name ★★★★★

Task Flows

Task 1: Find a shop

Search for sustainable and ethical clothing shops near you

Home → Search Stores Button → Select Filters → Save Filters → Results nearby → View List → Select Shop

Task 2: Make a review

Create a review and add images and ratings for a store

Store Page → Add Review Button → Rate (stars) → Write Description → Add Additional Info → Preview Review → Post

Task 3: Add a shop

Add stores to the app database with information about location, sustainability, store type, and general description

Home → Menu → Add Store → Add Store Info → Preview → Post Store Page → Verify Store Through Email
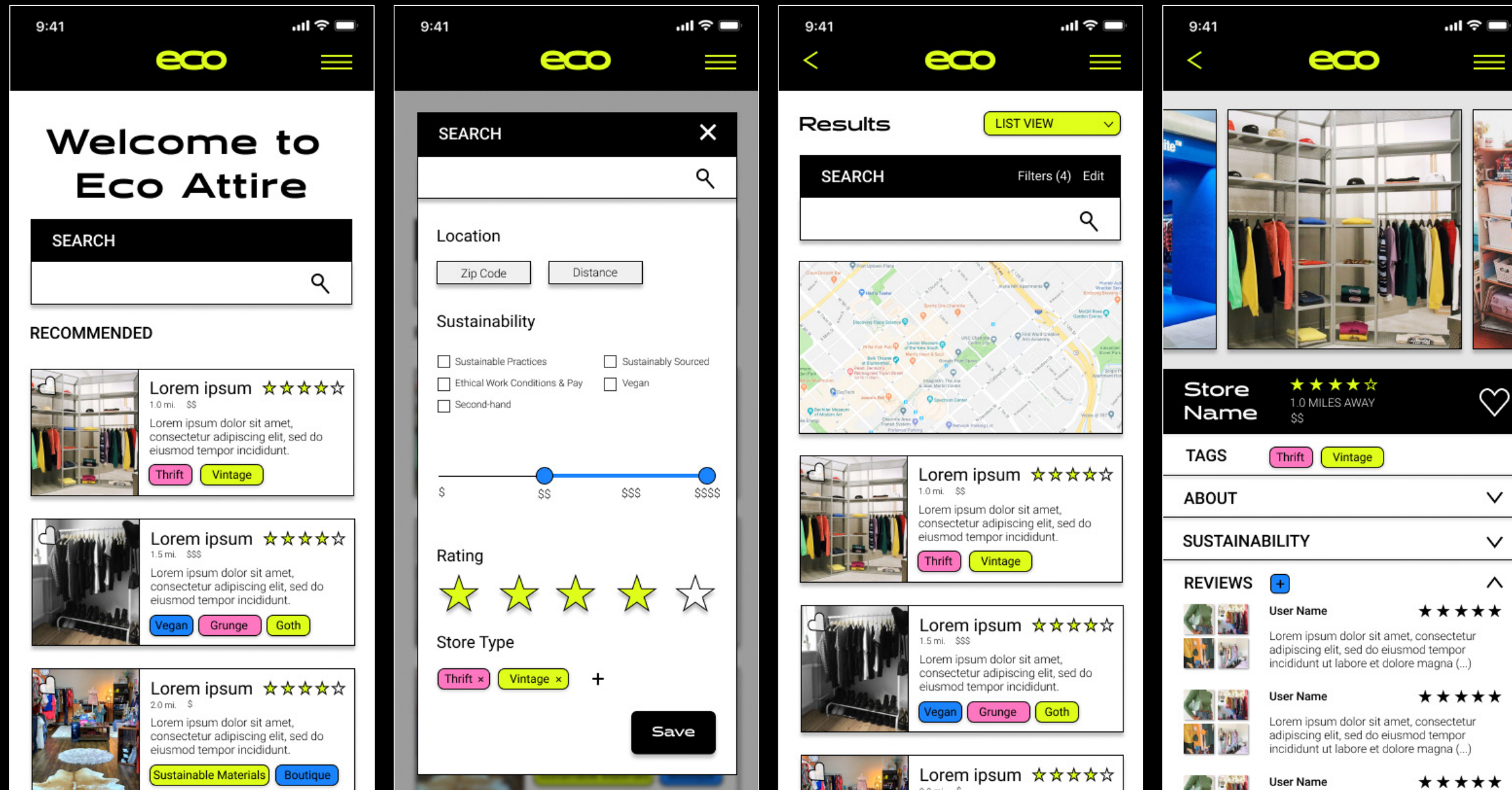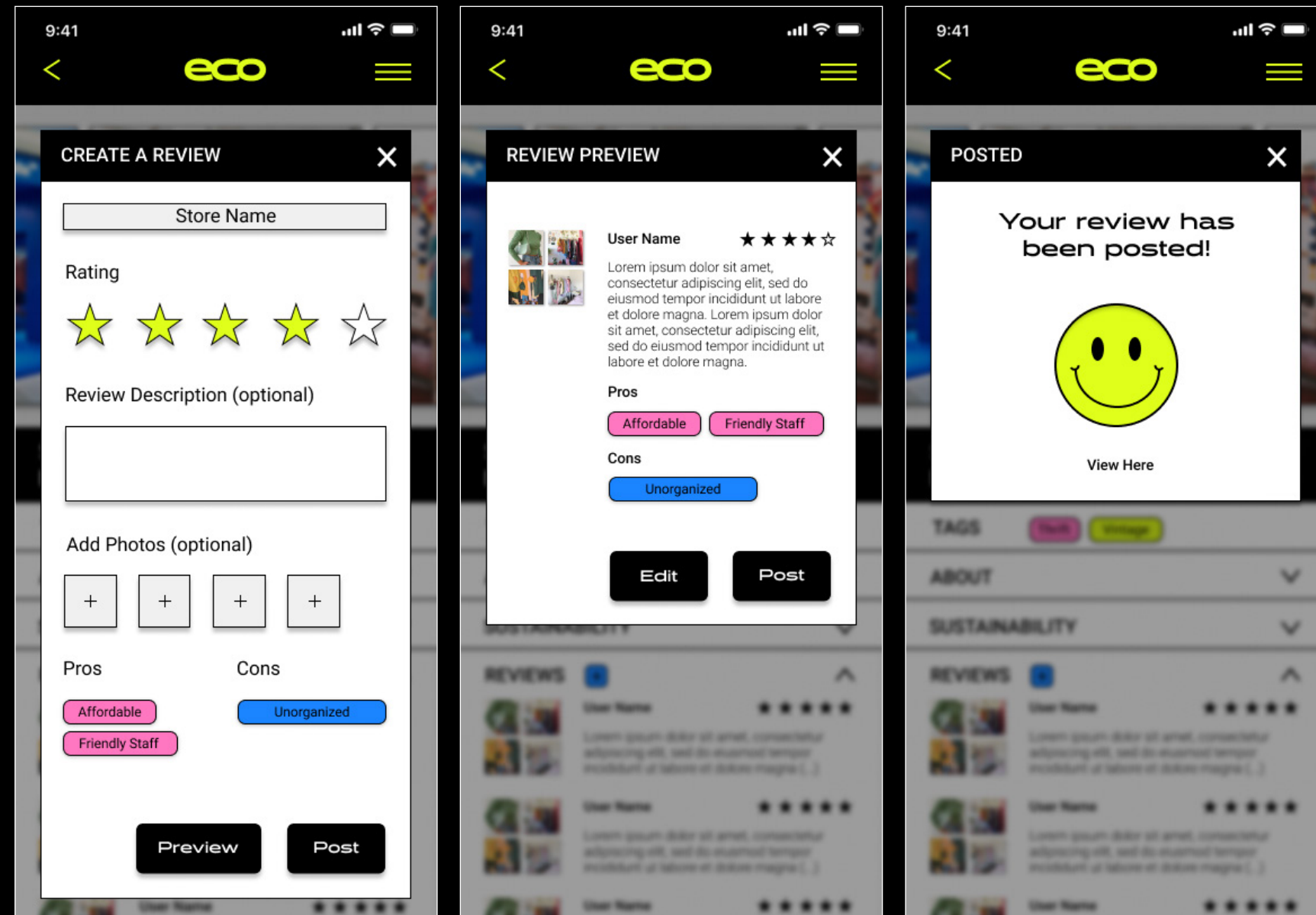
Task 1

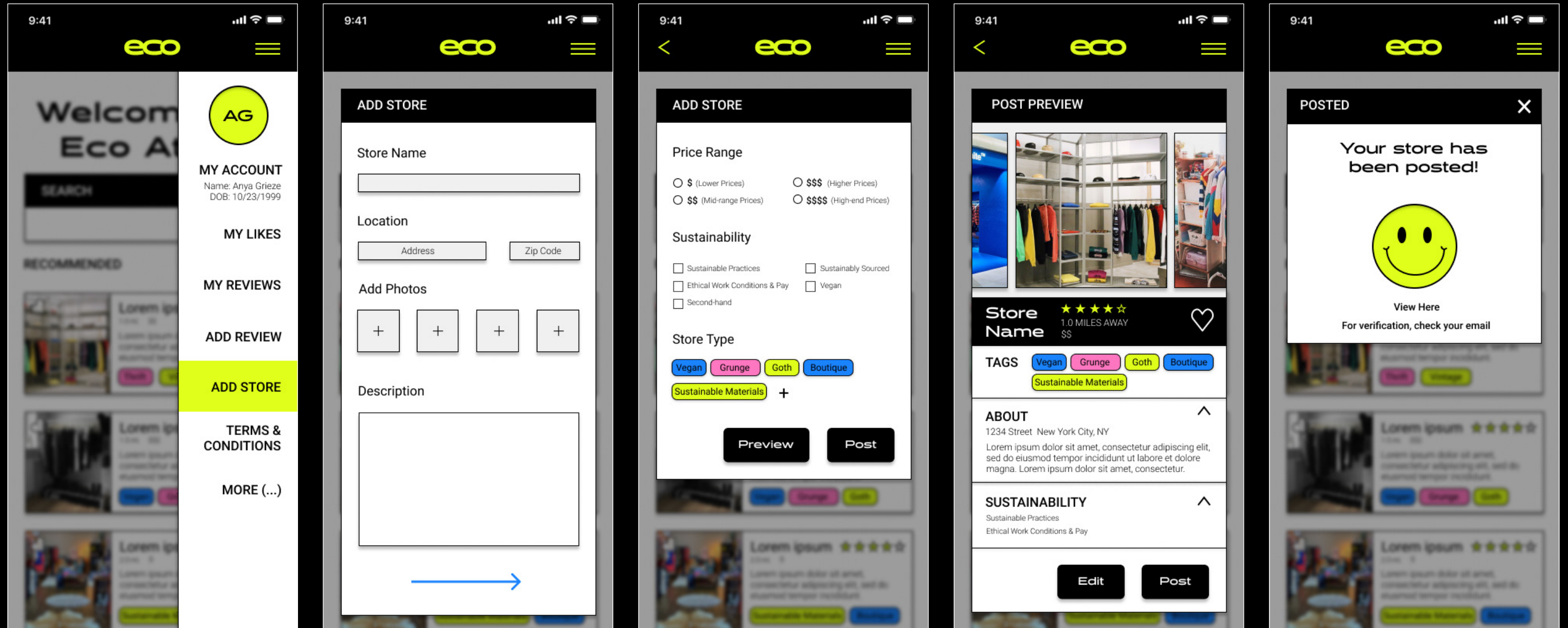Search for sustainable and ethical clothing shops near you

Task 2

Create a review and add images
and ratings for a store

Task 3

Add stores to the app database with information about location, sustainability, store type, and general description

Screen 1 (Menu):

AG

MY ACCOUNT
Name: Anya Grieze
DOB: 10/23/1999

MY LIKES

MY REVIEWS

ADD REVIEW

ADD STORE

TERMS & CONDITIONS

MORE (...)

Welcom Eco A

SEARCH

RECOMMENDED

Screen 2 (ADD STORE):

ADD STORE

Store Name

Location
Address   Zip Code

Add Photos
+ + + +

Description

Screen 3 (ADD STORE):

ADD STORE

Price Range

○ $ (Lower Prices)   ○ $$$ (Higher Prices)
○ $$ (Mid-range Prices) ○ $$$$ (High-end Prices)

Sustainability

☐ Sustainable Practices   ☐ Sustainably Sourced
☐ Ethical Work Conditions & Pay   ☐ Vegan
☐ Second-hand

Store Type

Vegan Grunge Goth Boutique
Sustainable Materials +

Preview   Post

Screen 4 (POST PREVIEW):

POST PREVIEW

Store Name ★★★★☆
1.0 MILES AWAY
$$

TAGS Vegan Grunge Goth Boutique
Sustainable Materials

ABOUT
1234 Street New York City, NY
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna. Lorem ipsum dolor sit amet, consectetur.

SUSTAINABILITY
Sustainable Practices
Ethical Work Conditions & Pay

Edit   Post

Screen 5 (POSTED):

POSTED ✕

Your store has been posted!

View Here
For verification, check your email

Links

VIMEO LINK

https://vimeo.com/541100582

FIGMA LINK

https://www.figma.com/file/7PJpZNcEG5lugOVZsDh-gh4/Project3_AnyaGrieze?node-id=186%3A363