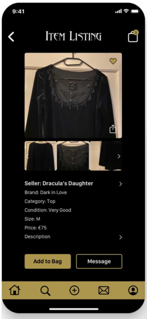
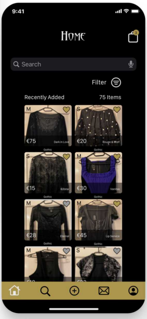
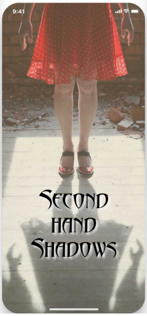
SECOND HAND SHADOWS

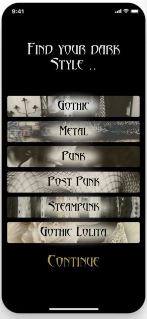
Native mobile app for iOS & Android

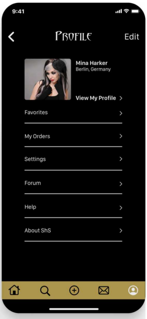

9:41
ITEM LISTING
Add to Bag
Message

Seller: Dracula's Daughter
Brand: Dark in Love
Category: Top
Condition: Very Good
Size: M
Price: €75
Description


9:41
HOME
Search
Filter
Recently Added
75 Items
M
€75
S
€20
S
€15
M
€30
M
€28
M
€45
M
S


9:41
SECOND HAND SHADOWS

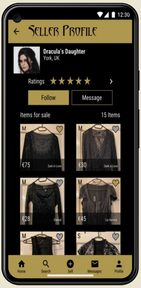

9:41
FIND YOUR DARK STYLE ..
GOTHIC
METAL
PUNK
POST PUNK
STEAMPUNK
GOTHIC LOLITA
CONTINUE


9:41
PROFILE
Edit
Mina Harker
Berlin, Germany
View My Profile
Favorites
My Orders
Settings
Forum
Help
About ShS

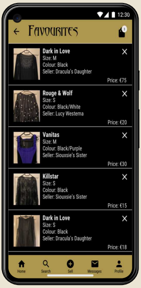
What is Second hand Shadows?

Objective

- To create a native mobile app for iOS & Android to buy & sell second hand clothing from alternative/subculture scenes.


12:30
SELLER PROFILE
Dracula's Daughter
York, UK
Ratings
Follow
Message
Items for sale
15 Items
M
€75
Dark in Love
M
€30
Dark in Love
M
€28
Eternal
M
€45
Lip Service
M
S
Home
Search
Sell
Messages
Profile

Android


12:30
FAVOURITES
Home
Search
Sell
Messages
Profile

Dark in Love
Size: M
Colour: Black
Seller: Dracula's Daughter
Price: €75

Rouge & Wolf
Size: S
Colour: Black/White
Seller: Lucy Westerna
Price: €20

Vanitas
Size: M
Colour: Black/Purple
Seller: Siouxsie's Sister
Price: €30

Killstar
Size: S
Colour: Black
Seller: Siouxsie's Sister
Price: €15

Dark in Love
Size: S
Colour: Black
Seller: Dracula's Daughter
Price: €18

Emphasise

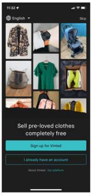
Market Analysis - Vinted & Shpock

Vinted

Vinted is the most popular app for buying & selling of second hand clothing and accessories.

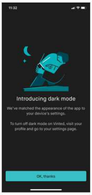
It has 4.9 Rating on the App Store and 4.4 on the Google Play Store.

Onboarding


11:32
English
Skip
Sell pre-loved clothes completely free
Sign up for Vinted
I already have an account
About Vinted: Our platform

Onboarding page is simple and focused.

Dark Mode

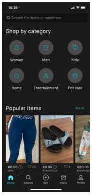

11:32
Introducing dark mode
OK, thanks

We've matched the appearance of the app to your device's settings.

To turn off dark mode on Vinted, visit your profile and go to your settings page.

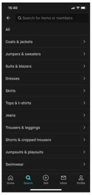
Vinted offers Dark Mode for iOS.

Home


15:39
Search for items or members
Shop by category
Women
Men
Kids
Home
Entertainment
Pet care
Popular items
See all
€6.00
€8.00
€20.00
Home
Search
Sell
Inbox
Profile

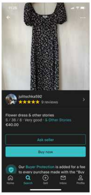
Home Page uses buttons for categories and recent listings are accessed by scrolling.

Search


15:40
Search for items or members
All
Coats & jackets
Jumpers & sweaters
Suits & blazers
Dresses
Skirts
Tops & t-shirts
Jeans
Trousers & leggings
Shorts & cropped trousers
Jumpsuits & playsuits
Swimwear
Home
Search
Sell
Inbox
Profile

Vinted organises search in a simple list form and search hierarchy.

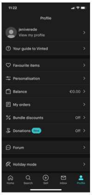
Item Listing


julitschka592
★★★★★ 9 reviews
Flower dress & other stories
S / 36 / 8 · Very good · & Other Stories
€40.00
Ask seller
Buy now
Home
Search
Sell
Inbox
Profile

Our Buyer Protection is added for a fee to every purchase made with the "Buy

Item Listing page highlights the item's basic info, more info is accessed on the next page.

Profile


11:22
Profile
jeniverede
View my profile
Your guide to Vinted
Favourite items
Personalisation
Balance
€0.00
My orders
Bundle discounts
Off
Donations
New
Off
Forum
Holiday mode
Home
Search
Sell
Inbox
Profile

User Profile page prioritises buying & selling information. User photo and personal info is on another screen.

Pros:

- Dark Mode in iOS
- Simple visual design
- Filters remain available on search results so users can filter to a very specific level

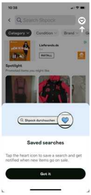
Cons:

- User must navigate many pages
- First image on Item Listing page does not show the full image, user must tap on the image and scroll to see the full image

Shpock

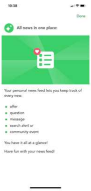
Shpock is a mobile app for buying & selling second hand items. Shpock's offer extends beyond clothing and accessories. It has 4.5 Rating on the App Store and 4.0 on the Google Play Store.

Onboarding


10:38
Search Shpock
Category
Condition
Brand
Lieferando.de
INSTALL
Spotlight
Promoted items you might like
Shpock durchsuchen
Saved searches
Got it

Tap the heart icon to save a search and get notified when new items go on sale.

News Feed


10:38
Done
All news in one place:

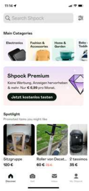
Your personal news feed lets you keep track of every new:

- offer
- question
- message
- search alert or
- community event

You have it all at a glance!

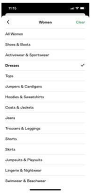
Have fun with your news feed!

Home

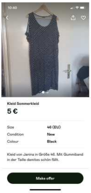

11:14
Search Shpock
Main Categories
Electronics
Fashion & Accessories
Home & Garden
Shpock Premium
Jetzt kostenlos testen
Spotlight
Promoted items you might like
Sitzgruppe
120 €
Roller von Decat...
60 €
2 tassimos
35 €
Discover

Keine Werbung, Anzeigen hervorheben & mehr. Nur € 6,99 pro Monat.

Search


11:15
Women
Clear
All Women
Shoes & Boots
Activewear & Sportswear
Dresses
Tops
Jumpers & Cardigans
Hoodies & Sweatshirts
Coats & Jackets
Jeans
Trousers & Leggings
Shorts
Skirts
Jumpsuits & Playsuits
Lingerie & Nightwear
Swimwear & Beachwear

Item Listing


10:40
Make offer

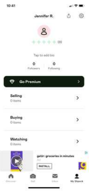
Kleid Sommerkleid

5 €

Size: 46 (EU)
Condition: New
Colour: Black

Kleid von Janina in Größe 46. Mit Gummiband in der Taille damites schön fällt.

Profile


10:41
Jennifer R.
(0)
Tap to add bio
0
Followers
0
Following
Go Premium
Selling
0 items
Buying
0 items
Watching
0 items
getir: groceries in minutes
INSTALL
My Shpock

Shpock has multiple on-boarding pages. One feature the app offers is notifications for newly posted items based on saved searches.

Shpock organises communication between buyers, sellers and the wider community into a news feed, similar to Facebook.

Home page also uses buttons for categories and recent listings are accessed by scrolling.

Shpock organises search in the same way as Vinted, a simple list form and search hierarchy.

Item Listing includes all item info on one page, accessed by scrolling.

User Profile page also prioritises buying & selling information.User photo and personal information is accessed through Settings.

Pros:

- Visual design is simple & friendly
- Notifications for newly posted items based on saved searches
- Communication organised in a news feed, similar to Facebook

Cons:

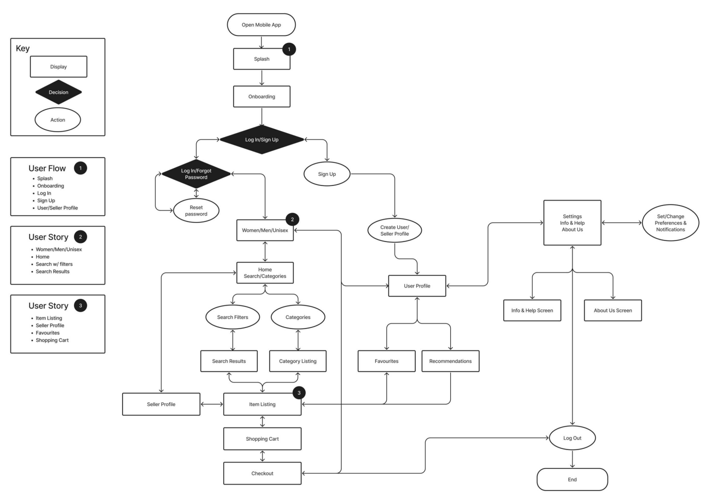
- No Dark Mode available for iOS

User Flow

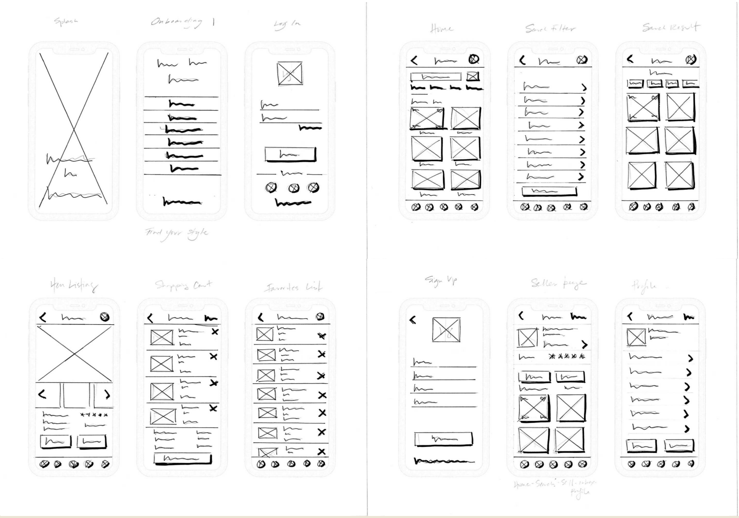
User Flow 1 - User wants to create an account

User Flow 2 - User wants to search for a specific brand of clothing

User Flow 3 - User wants to add an item in the shopping cart

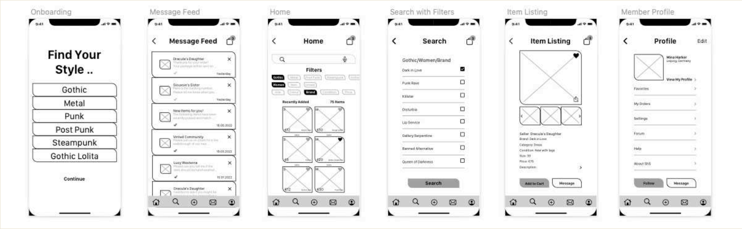

Key
Display
Decision
Action
User Flow 1
Splash
Onboarding
Log In
Sign Up
User/Seller Profile
User Story 2
Women/Men/Unisex
Home
Search w/ filters
Search Results
User Story 3
Item Listing
Seller Profile
Favourites
Shopping Cart
Open Mobile App
Splash
1
Onboarding
Log In/Sign Up
Log In/Forgot Password
Reset password
Sign Up
Women/Men/Unisex
2
Create User/ Seller Profile
Home Search/Categories
User Profile
Settings Info & Help About Us
Set/Change Preferences & Notifications
Search Filters
Categories
Info & Help Screen
About Us Screen
Search Results
Category Listing
Favourites
Recommendations
Seller Profile
Item Listing
3
Shopping Cart
Log Out
Checkout
End

Low Fidelity Wireframes


Splash
Onboarding 1
Log In
Find your style
Home
Search Filter
Search Result
Item Listing
Shopping Cart
Favorites List
Sign Up
Seller page
Profile
Home-Search-Sell-Inbox-Profile

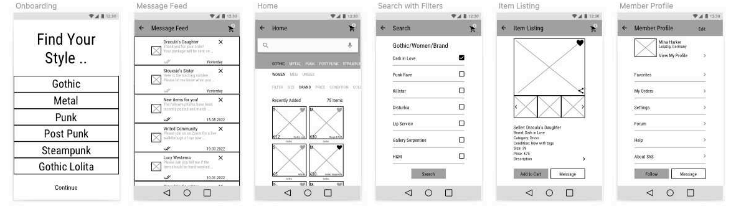
Mid Fidelity Wireframes - Mobile app

iOS

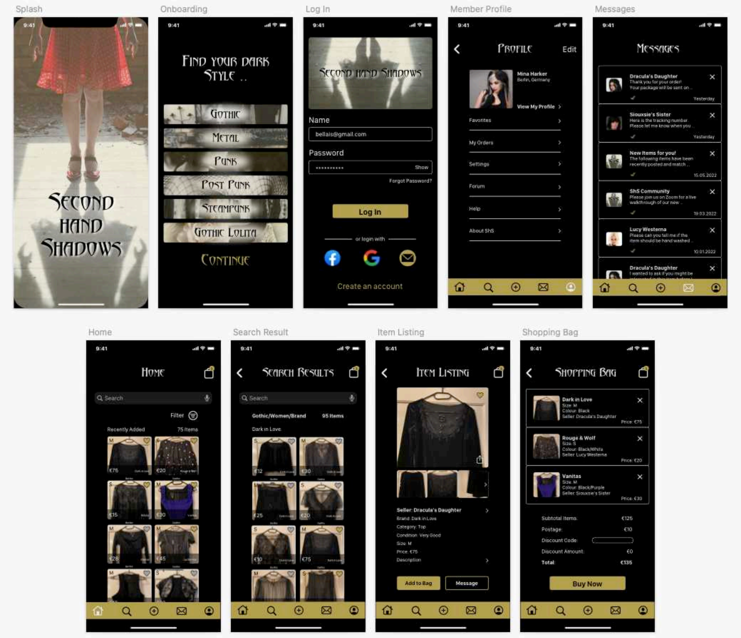

Onboarding
Find Your Style ..
Gothic
Metal
Punk
Post Punk
Steampunk
Gothic Lolita
Continue
Message Feed
Dracula's Daughter
Siouxsie's Sister
New Items for you!
Vinted Community
Lucy Westerna
Dracula's Daughter
Home
Filters
Gothic
Women
Brand
Recently Added
75 Items
€12
€30
€5
€20
€12
€30
Search with Filters
Search
Gothic/Women/Brand
Dark in Love
Punk Rave
Killstar
Disturbia
Lip Service
Gallery Serpentine
Banned Alternative
Queen of Darkness
Search
Item Listing
Add to Cart
Message
Member Profile
Profile
Edit
Mina Harker
Leipzig, Germany
View My Profile
Favorites
My Orders
Settings
Forum
Help
About ShS
Follow
Message

Seller: Dracula's Daughter
Brand: Dark in Love
Category: Dress
Condition: New with tags
Size: 38
Price: €75
Description

Android


Onboarding
Message Feed
Home
Search with Filters
Item Listing
Member Profile
Find Your Style ..
Gothic
Metal
Punk
Post Punk
Steampunk
Gothic Lolita
Continue
Message Feed
Dracula's Daughter
Siouxsie's Sister
New items for you!
Vinted Community
Lucy Westerna
Home
Recently Added
75 Items
Search
Gothic/Women/Brand
Dark in Love
Punk Rave
Killstar
Disturbia
Lip Service
Gallery Serpentine
H&M
Search
Item Listing
Seller: Dracula's Daughter
Add to Cart
Message
Member Profile
Edit
Mina Harker
View My Profile
Favorites
My Orders
Settings
Forum
Help
About ShS
Follow
Message

Important Screens - iOS native mobile app


Splash
Onboarding
Log In
Member Profile
Messages
9:41
Second Hand Shadows
Find your dark Style ..
Gothic
Metal
Punk
Post Punk
Steampunk
Gothic Lolita
Continue
Second Hand Shadows
Name
bellais@gmail.com
Password
Show
Forgot Password?
Log In
or login with
Create an account
Profile
Edit
Mina Harker
Berlin, Germany
View My Profile
Favorites
My Orders
Settings
Forum
Help
About ShS
Messages
Home
Search Result
Item Listing
Shopping Bag
Home
Search
Filter
Recently Added
75 Items
Search Results
Gothic/Women/Brand
95 Items
Dark in Love
Item Listing
Add to Bag
Message
Shopping Bag
Buy Now

Dracula's Daughter
Thank you for your order!
Your package will be sent on ...
Yesterday

Siouxsie's Sister
Here is the tracking number.
Please let me know when you ...
Yesterday

New Items for you!
The following items have been recently posted and match ...
15.05.2022

ShS Community
Please join us on Zoom for a live walkthrough of our new ...
19.03.2022

Lucy Westerna
Please can you tell me if the item should be hand washed ...
10.01.2022

Dracula's Daughter
I wanted to ask if you might be

Seller: Dracula's Daughter
Brand: Dark in Love
Category: Top
Condition: Very Good
Size: M
Price: €75
Description

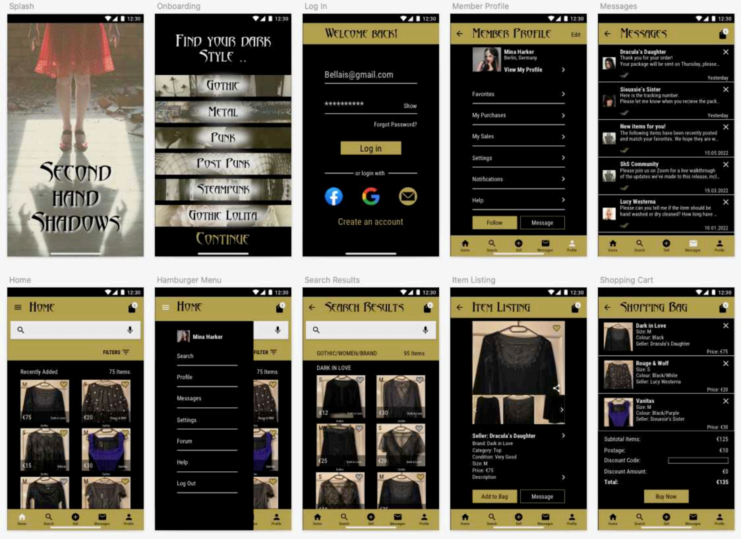
Dark in Love
Size: M
Colour: Black
Seller: Dracula's Daughter
Price: €75

Rouge & Wolf
Size: S
Colour: Black/White
Seller: Lucy Westerna
Price: €20

Vanitas
Size: M
Colour: Black/Purple
Seller: Siouxsie's Sister
Price: €30

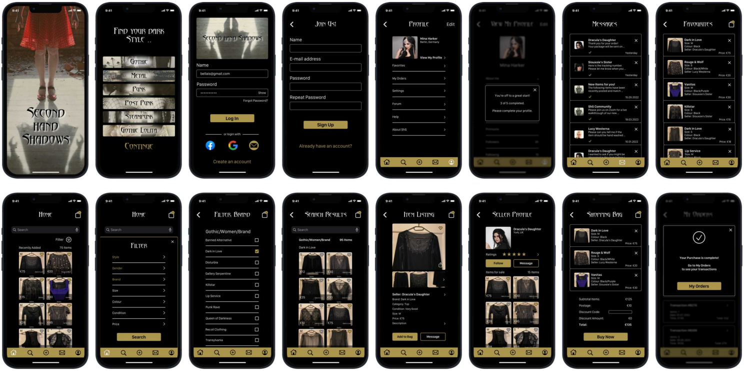
Subtotal Items	€125
Postage	€10
Discount Code	
Discount Amount	€0
Total	€135

Important Screens - Android native mobile app

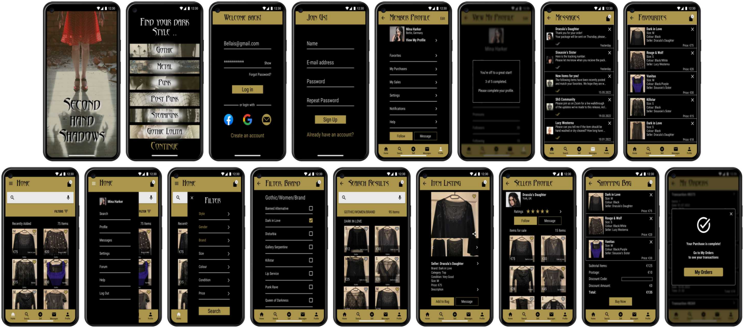

Splash
Onboarding
Log In
Member Profile
Messages
Home
Hamburger Menu
Search Results
Item Listing
Shopping Cart
Second Hand Shadows
Find your dark Style ..
Gothic
Metal
Punk
Post Punk
Steampunk
Gothic Lolita
Continue
Welcome back!
Bellais@gmail.com
Show
Forgot Password?
Log in
or login with
Create an account
Member Profile
Edit
Mina Harker
Berlin, Germany
View My Profile
Favorites
My Purchases
My Sales
Settings
Notifications
Help
Follow
Message
Messages
Dracula's Daughter
Thank you for your order!
Your package will be sent on Thursday, please...
Yesterday
Siouxsie's Sister
Here is the tracking number.
Please let me know when you recieve the pack...
Yesterday
New items for you!
The following items have been recently posted and match your favorites. We hope they are w...
15.05.2022
ShS Community
Please join us on Zoom for a live walkthrough of the updates we've made to this release, incl...
19.03.2022
Lucy Westerna
Please can you tell me if the item should be hand washed or dry cleaned? How long have...
10.01.2022
Home
Search
Sell
Messages
Profile
FILTERS
Recently Added
75 Items
Search
Profile
Messages
Settings
Forum
Help
Log Out
Search Results
GOTHIC/WOMEN/BRAND
95 Items
DARK IN LOVE
Item Listing
Seller: Dracula's Daughter
Brand: Dark in Love
Category: Top
Condition: Very Good
Size: M
Price: €75
Description
Add to Bag
Message
Shopping Bag
Dark in Love
Size: M
Colour: Black
Seller: Dracula's Daughter
Price: €75
Rouge & Wolf
Size: S
Colour: Black/White
Seller: Lucy Westerna
Price: €20
Vanitas
Size: M
Colour: Black/Purple
Seller: Siouxsie's Sister
Price: €30
Subtotal Items: €125
Postage: €10
Discount Code:
Discount Amount: €0
Total: €135
Buy Now

Mockups

iPhone 13


Second Hand Shadows
Find your dark Style ..
Gothic
Metal
Punk
Post Punk
Steampunk
Gothic Lolita
Continue
Log In
Create an account
Join Us!
Name
E-mail address
Password
Repeat Password
Sign Up
Already have an account?
Profile
Messages
Favourites
You're off to a great start!
3 of 5 completed.
Please complete your profile.
Home
Filter
Style
Gender
Brand
Size
Colour
Condition
Price
Search
Filter Brand
Gothic/Women/Brand
Search Results
Item Listing
Seller Profile
Shopping Bag
Buy Now
Your Purchase is complete!
Go to My Orders to see your transactions
My Orders

Google Pixel 5


Second Hand Shadows
Find your dark Style ..
Gothic
Metal
Punk
Post Punk
Steampunk
Gothic Lolita
Continue
Welcome back!
Log in
Create an account
Join Us!
Sign Up
Already have an account?
Member Profile
View My Profile
Messages
Favourites
Home
Filter
Search
Filter Brand
Search Results
Item Listing
Seller Profile
Shopping Bag
Buy Now
My Orders

Retrospective

What went well?

I enjoyed designing this project, as it is a representation of my personal style and the project I would most like to see become a real app.

The idea for the project came out of my desire to sell my own used clothing. I was happy that my decision to make the app with a black background and white text was supported by user testing.

What challenges did you have?

I am less familiar with requirements for designing native Android apps so I referred to the Material Design Guidelines throughout.

From this research I learned alot about how native Android apps function through specific design patterns.