daha

does anyone have a

explore your community’s closet

Team 1 – Eli • Drew • Peter • Olivia

daha

does anyone have a



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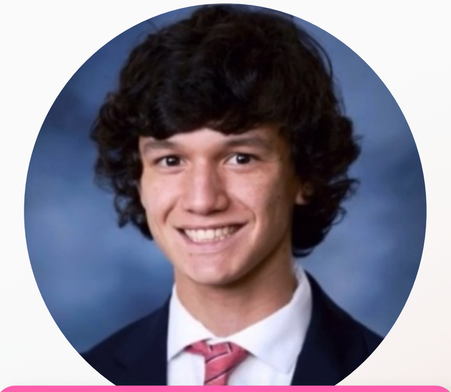

Drew Silva

Developer



Olivia Wang

Designer

daha

does anyone have a

Nomenclature we love the stanford term “daha” (does anyone have a...). To us, it represents the ultimate definition of sustainability: use what already exists around you instead of buying new things. Using daha as our team/project name was a no-brainer.

One liner explore your community’s closet.

Sanity Check our value proposition cannot be applicable to other apps.

daha

does anyone have a

Problem from our needfinding research over the past couple of weeks, we learned that college students often want to borrow clothing from others. their need is often on short notice and for one-time-use clothing.

Solution daha provides a platform for college students to easily borrow clothes from each other. we want daha to be the first option that consumers think of, and we hope to reduce single-use purchases of clothing.

daha

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Market Research

thrifthouse

Value Proposition the easiest way to sell to your classmates

Audience college students

Range of Authority clothing, textbooks, school supplies, furniture

Successes thrifthouse builds and relies on community, to the extent that they verify communities

Pain Points range of sales is very broad (shirts to apartment subleases) – could be overwhelming. also based on buying, not borrowing.



Value Proposition marketplace for stanford students

Audience stanford students

Range of Authority any used goods (housing, cars, bikes, books)

Successes stanford specific

Pain Points not well known to public; communication is conducted over email; too slow for urgent needs; outdated UI

depop

Value Proposition peer to peer marketplace for buying and selling fashion items

Audience loyal customer base of 18-26 year olds in the UK and US; global customers

Range of Authority all fashion items (clothes, shoes, jewelry)

Success easy and user-centric UI; marketing attracts slow fashion enthusiasts/community; brand and designer partnerships to bring additional value

Pain Points uncertainty with shipping time and clothing quality due to global operations and no verification process

RENT THE RUNWAY

Value Proposition gain access to designer clothing for one time use through a membership plan

Audience women who are attending formal events and need a certain attire without breaking the bank

Range of Authority designer dresses, clothing, gowns, and more

Successes easy to use, different membership prices and tiers, transparent about membership and pricing

Failure complaints of inconsistent sizing and damaged goods

Values in Design



Community

Not only do we hope to strengthen preexisting campus communities through the act of borrowing, but we also want Daha to empower users with the opportunity to make new friends through clothing and sustainability. To encode this value, we are considering leaderboards and channels for types of clothing.



Safety

What make's daha sepcial is that an individual can reach people that they may not konw before. We want this process to be as safe as possible for both the borrower and the lender. Our app will prioritize the safety of both the borrower and the lender to ensure that these transactions can happen wihout any trouble. To encode this value, we will set public meeting spots for exchanges.



Privacy

While we want to empower our users to borrow clothes from others in their community, we also want to protect the privacy of both parties. To encode this value, our platform will default to not publicizing personal information about either party and ask for consent otherwise.



Kindness

We want daha to be a place where everyone feels welcome, represented and able to out platform. We respect and embrace our differences, and speak to each other the way we want to be spoken to. To encode this value, we will detect for inappropriate content on our platform and remove users who do not follow our guidelines.

Tasks

Simple

- Sending a daha request out to your community

Moderate

- Building friendships with other users on daha
- Joining an interest group to share clothing

Complex

- Writing a review of your experience as a borrower and a lender
- Report lost/damaged items

Video Storyboards





Appendix

our concept video
figma presentation