daha

explore your community's closet

Team 1 – Eli • Drew • Peter • Olivia

daha

does anyone have a



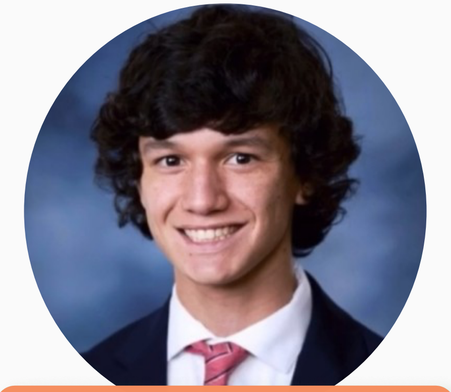
Peter Ling

Developer



Eli Waldman

Designer



Drew Silva

Developer



Olivia Wang

Designer

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.

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.



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 create a daha post

moderate join a community

complex write a review

usability goals + key measurements

Robust daha is supposed to make borrowing less stressful. We don't want to frustrate our users

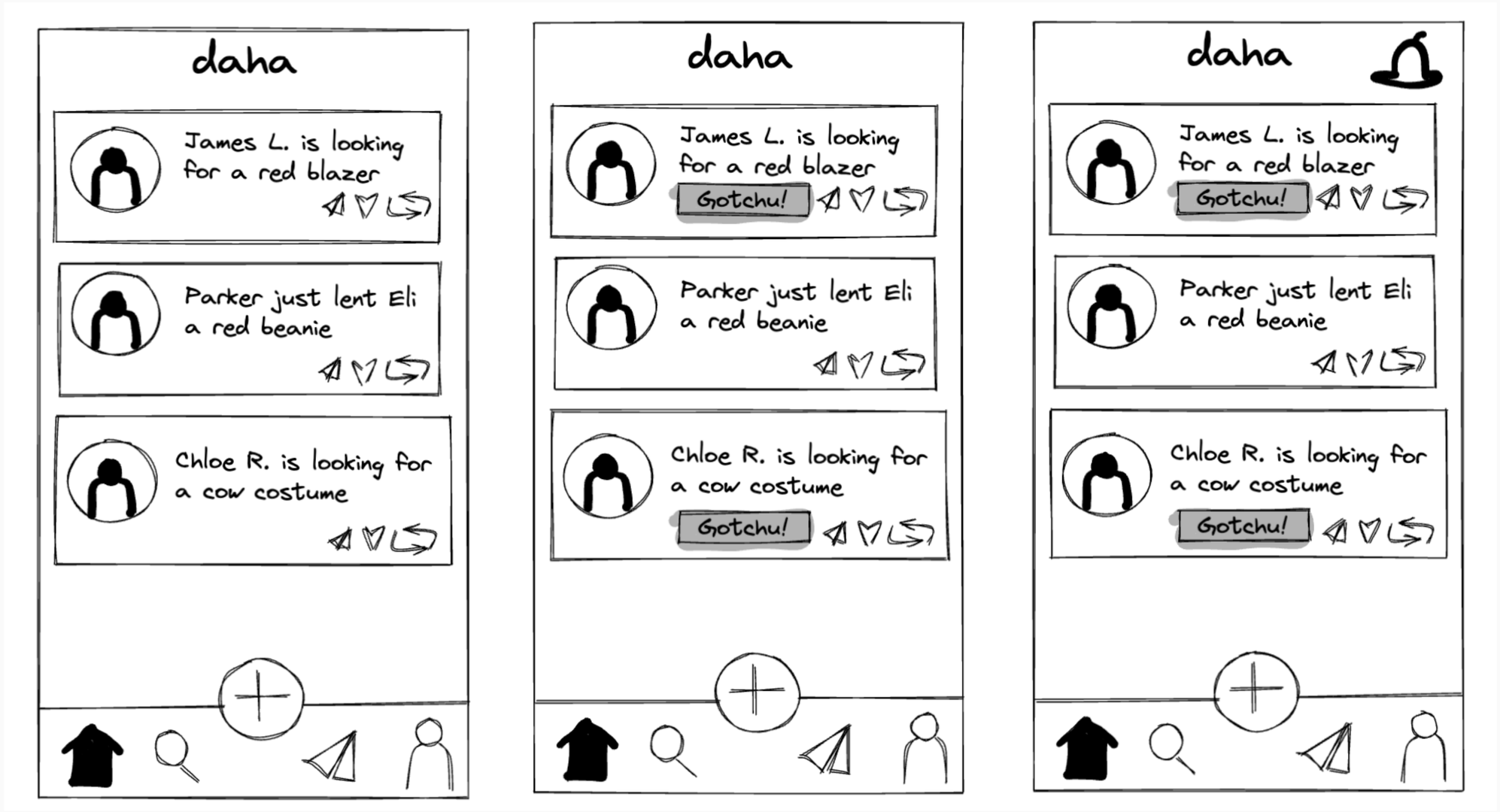
- notifications tab increases user interaction/ engagement
- safe, convenient meet up locations

Efficient quickly and easily navigate from home screen to end of each task flow

- multiple pathways to each task solution
- less screens, more interconnectivity

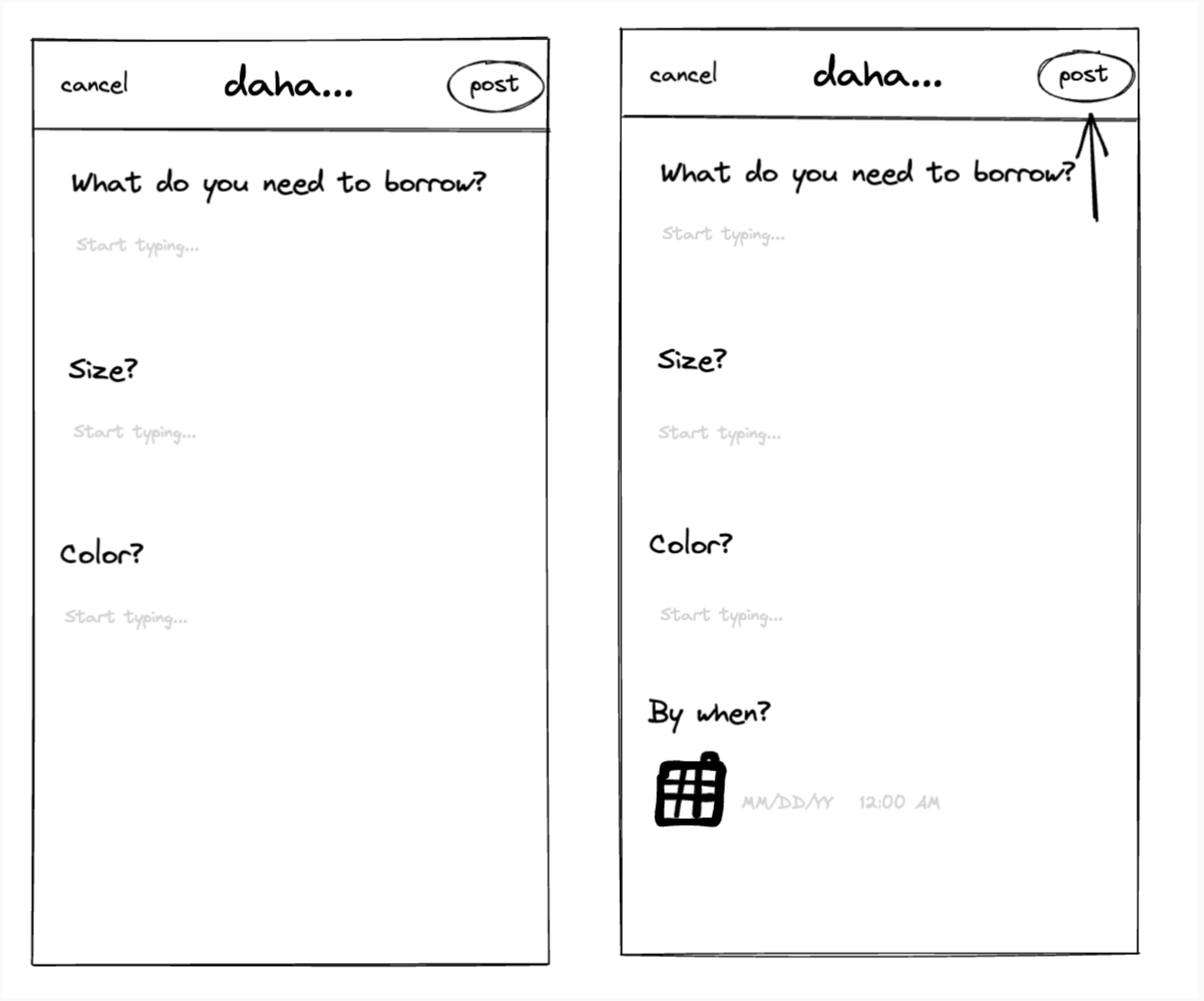
revised interface sketches

post distinction



before +distinction +notifs

time sensitive posts



before

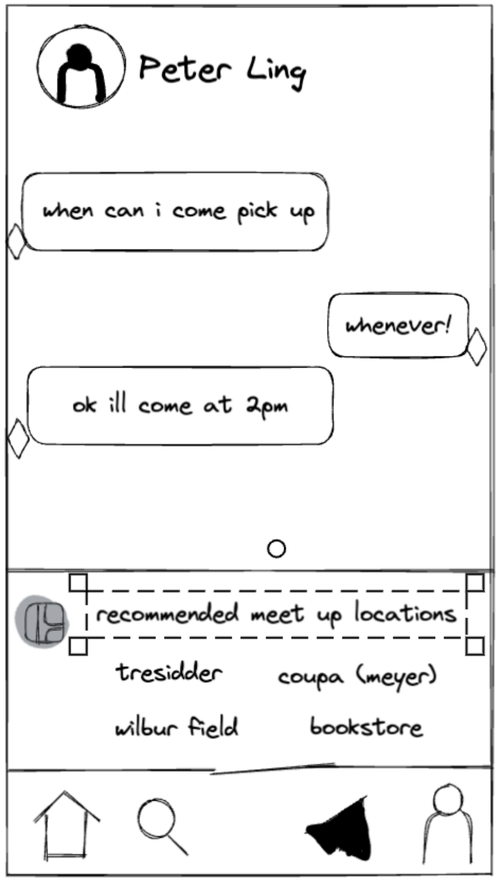
+calendar

recommended meet up locations









before

+map icon

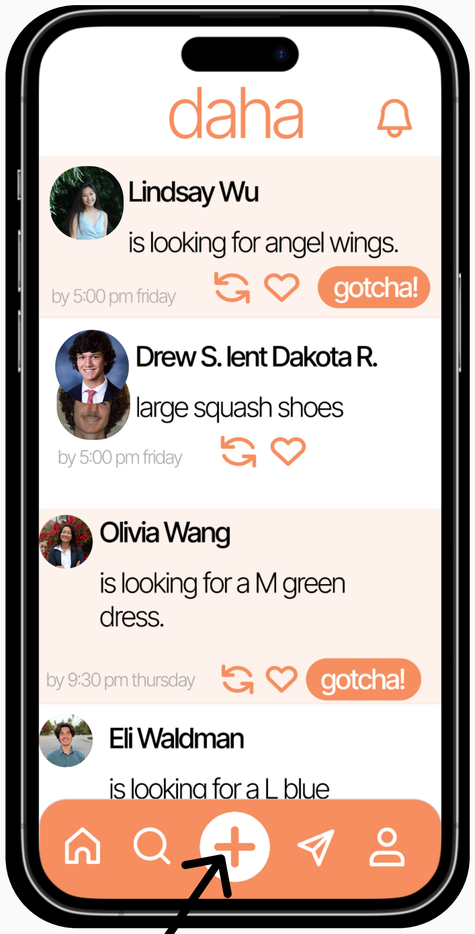
+locations

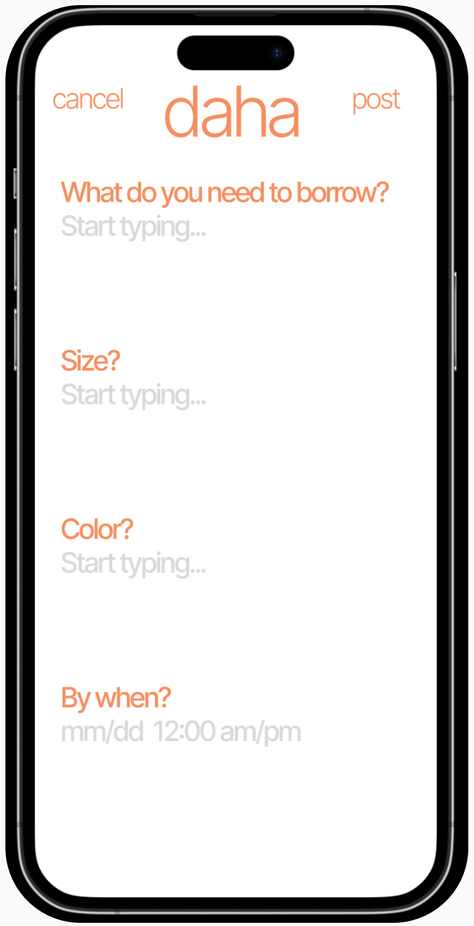
initial medium fidelity task flows

prototype figma link

simple task creating a post

https://www.figma.com/proto/kqULSLag60eo7gEDr8O8zJ/Design-Sandbox?page-id=0%3A1&node-id=175%3A1325&viewport=931%2C346%2C0.59&scaling=scale-down&starting-point-node-id=55%3A3055









med-fi feedback from studio

too much orange

- be purposeful with color
  - try to use only for action items
  - our shade of orange clashes with black and white

typography

- inconsistent spacing

timing

- when will I get my clothes back?

final medium fidelity task flows

figma prototype link

simple task: creating a post (updated)

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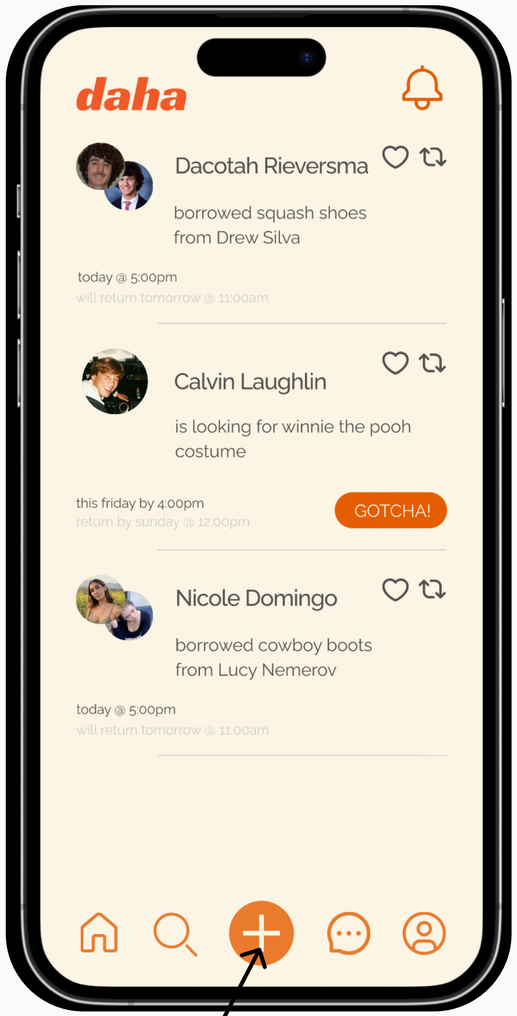





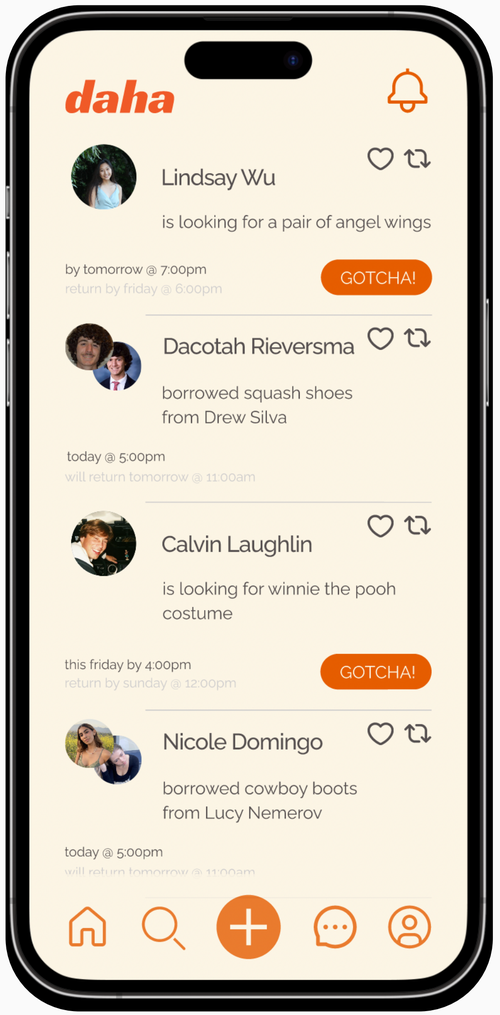

moderate task: joining a community

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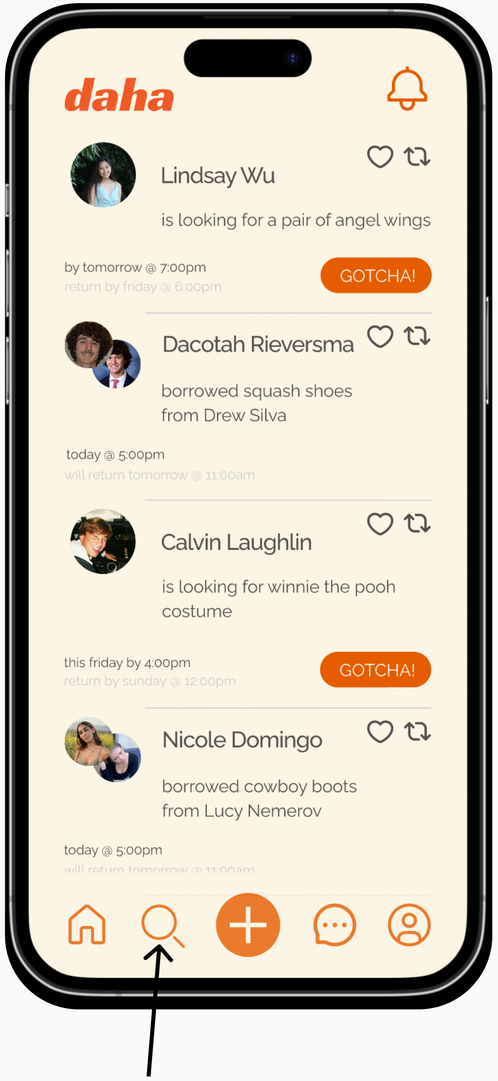



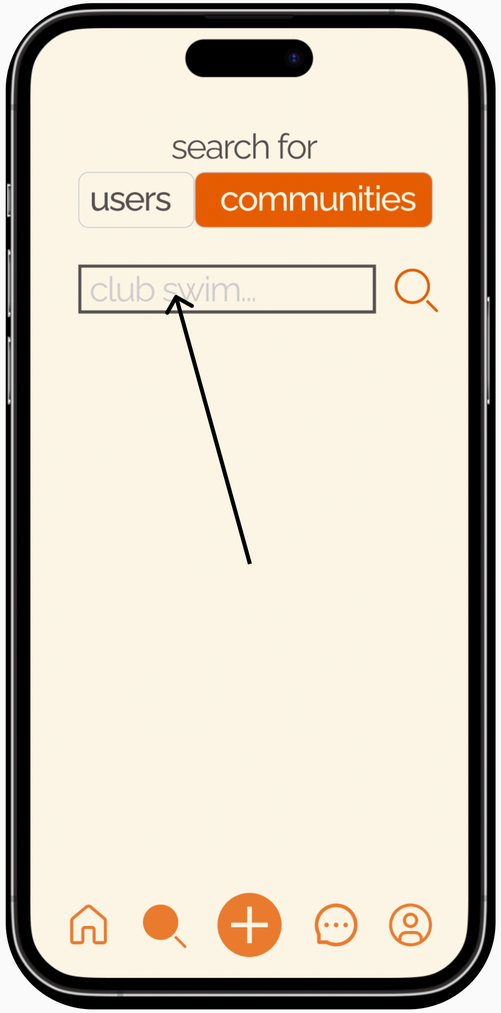



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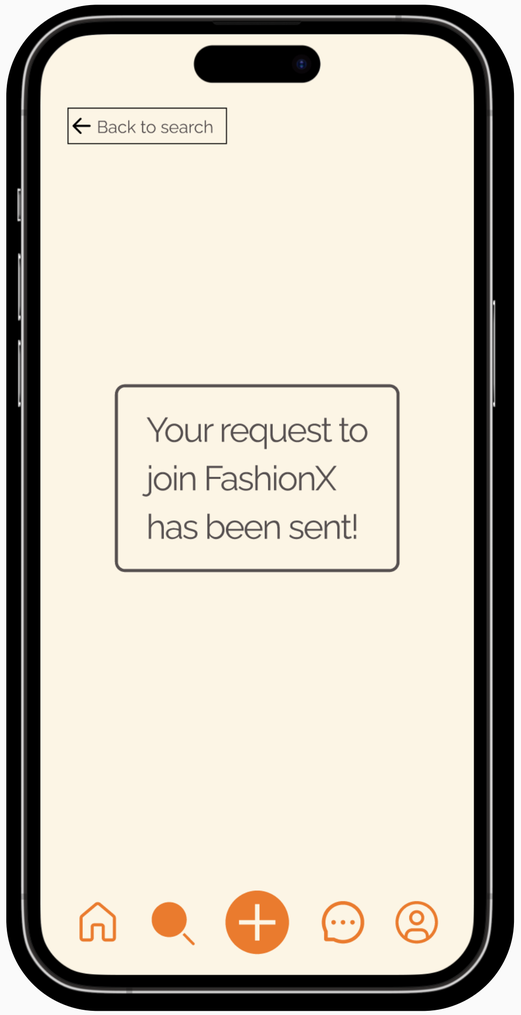

complex task: leave a review

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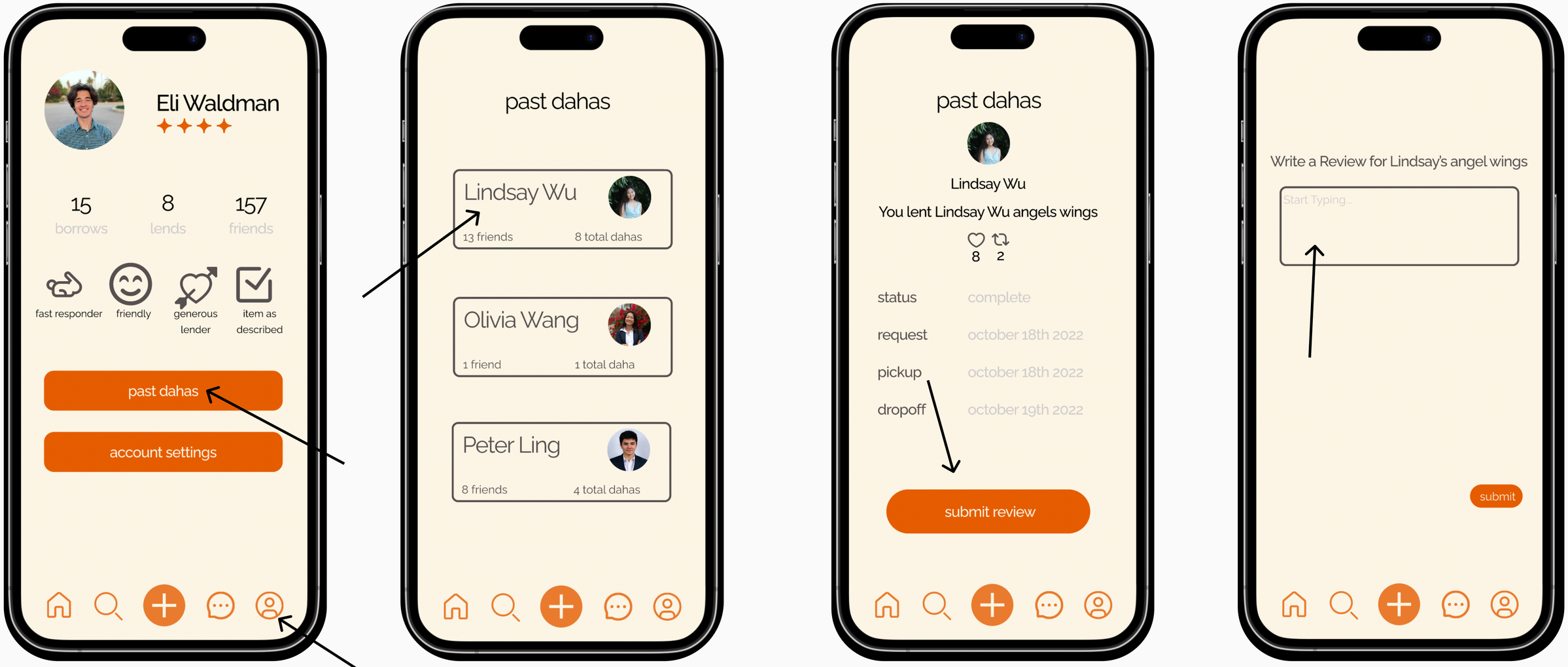

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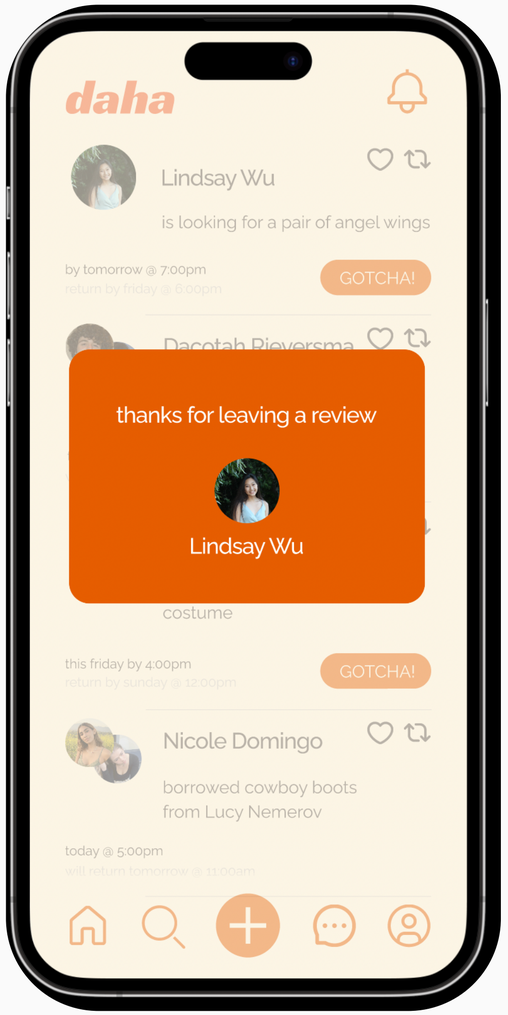

leaving a review: alternate route

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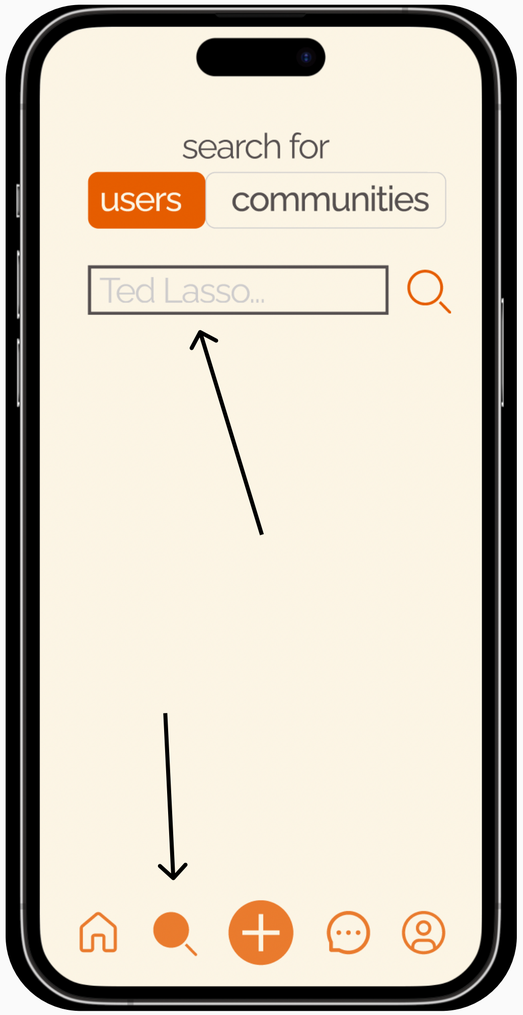



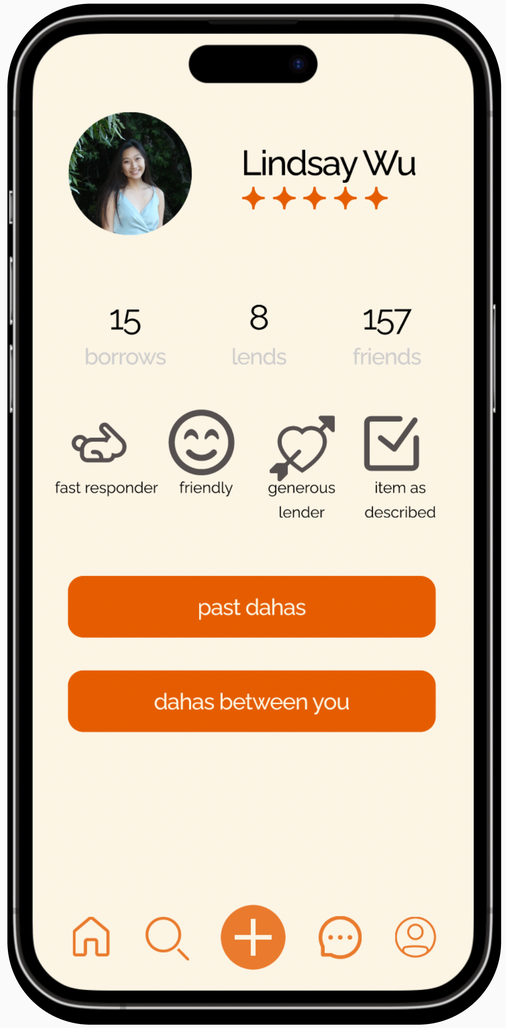

leaving a review: alternate route

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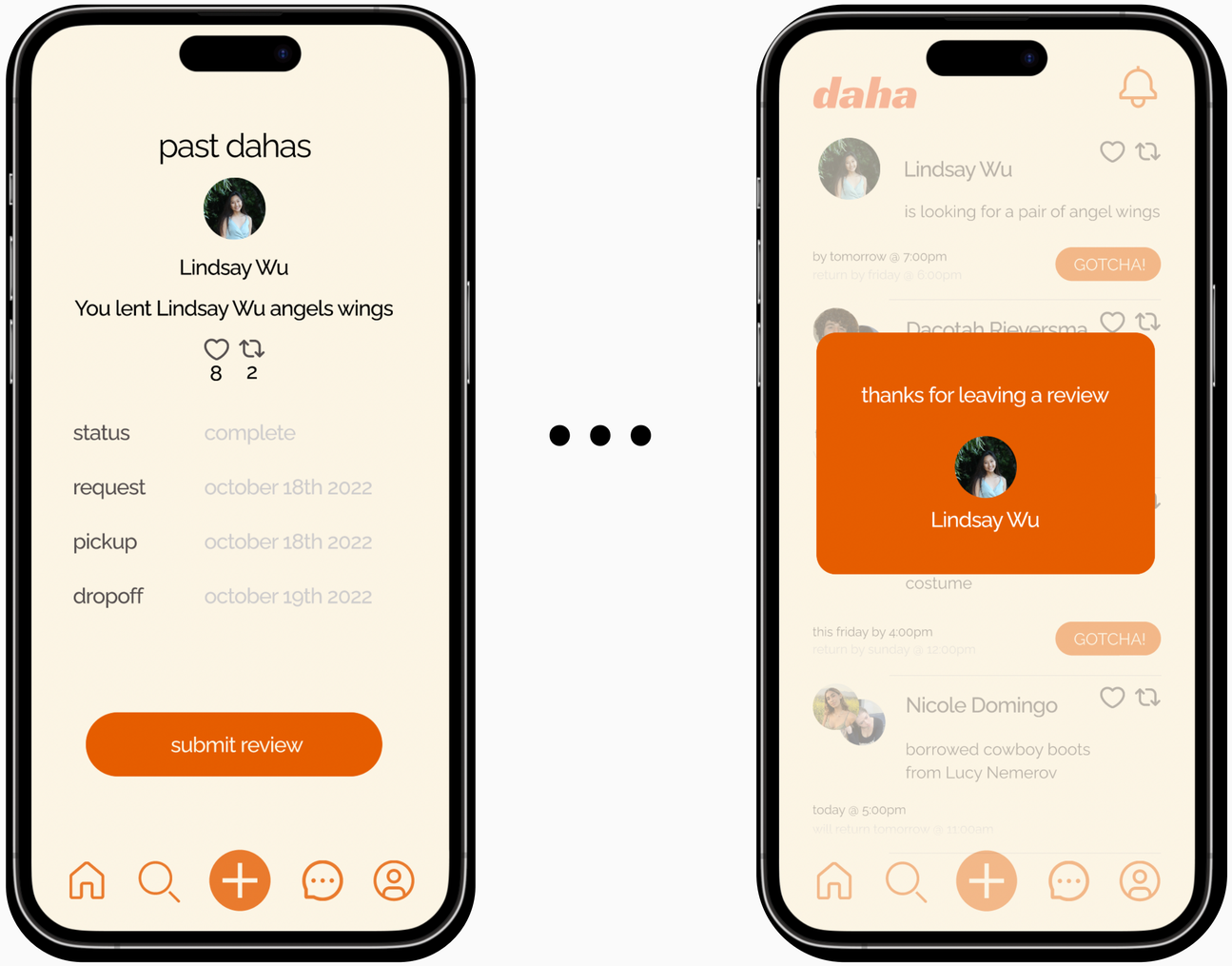

prototype implementation: tools

Figma

- created design system containing color scheme, layout sizing, individual components
- created interactive prototype that can be viewed on iPhone simulators
- compatible by anyone who accesses the link using a web browser.

prototype implementation: limitations

Limitations

- only a set number of actions
- only subset of all buttons are available to act on
- direct messaging + notifications has yet to be implemented
- users cannot enter own text
  - autofilled
  - cannot choose specific community/clothing to be daha'd
- users cannot set up their profile

prototype implementation: hard-coding

Hard-coded/Wizard of Oz features

- item, size, color, and dates for daha request is hard coded
- profile page (name, photo, ...)
- community/user that can be searched for
- review content
- automatic reload when user types in search tab

Appendix

- link to initial med-fi prototype (one task flow due for Friday’s class)
- link to final med-fi prototype (3 task flows for monday 5pm)