

VA401

PROJECT PROPOSAL

Web 2.0

Merve Yıldız

Project Definition

A website for 'Bit Pazari' customers, in which the aim is to change prejudice of people towards 'second hand' definition by re-designing the old stuffs and turning them into brand new products in order to underline environmental awareness.

Goals & Objectives

- *Changing people's perspective towards second hand usage and increasing environmental awareness by encouraging that.*
- *Every single customer will be treated personally.*
- *Involving the customers to the creation process.*
- *Growing income through the site*

Background & Overview

The project not aims to formulate the whole society:
but at least it will change the consuetude of a variety
of people by that small store. It will direct the cus-
tomers to second hand.

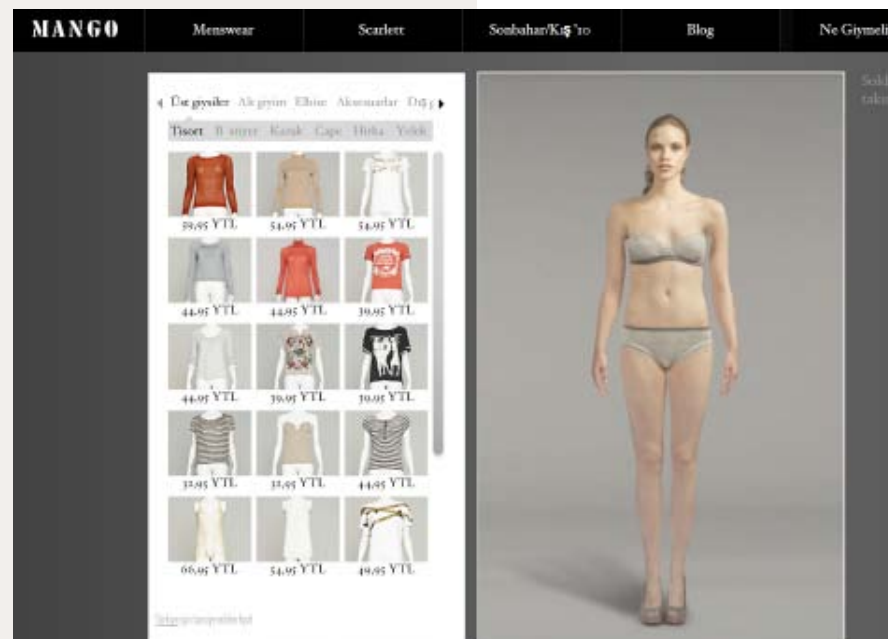
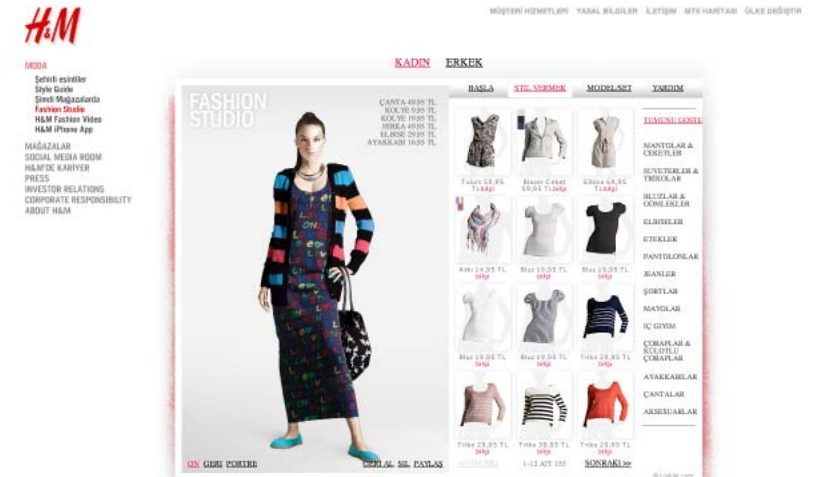


The Origin

Last year, I worked on Bit Pazarı project and de-
signed a corporate identity for the store. For my
final year project, I wanted to continue with it and
finalize Bit Pazarı with a website.

Background & Overview / **similar tools**

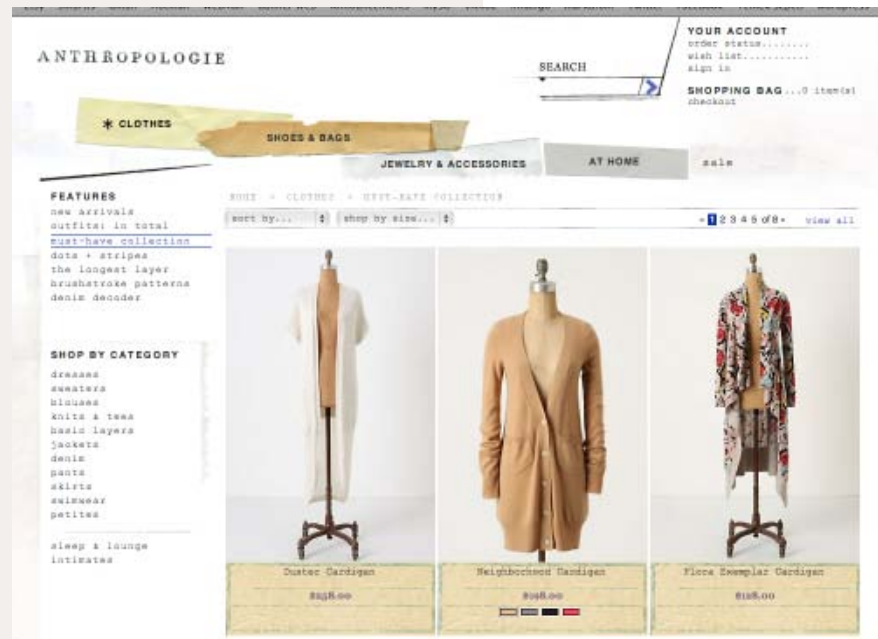
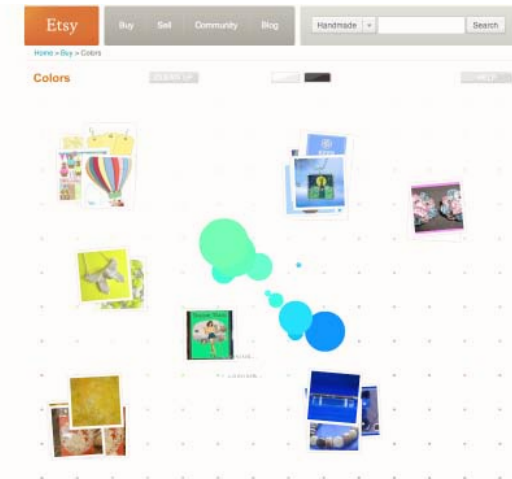
There are various websites that sell a variety of things but also first and second hand clothing through internet and filters the products through the user selection; or there some stores like H&M which has an application to dress a model. However, in my project, I would like to enhance all these ideas and merge them into one site.



Here are 'combination tool' examples from popular fashion brand's websites.

Background & Overview / *site examples*

There are sites eliminating clothes for the customers by using their data and guide the customers through their likes and interests. For instance, their sex, favorite color, or their style.



Sites I got inspiration while the researching process.

My Process

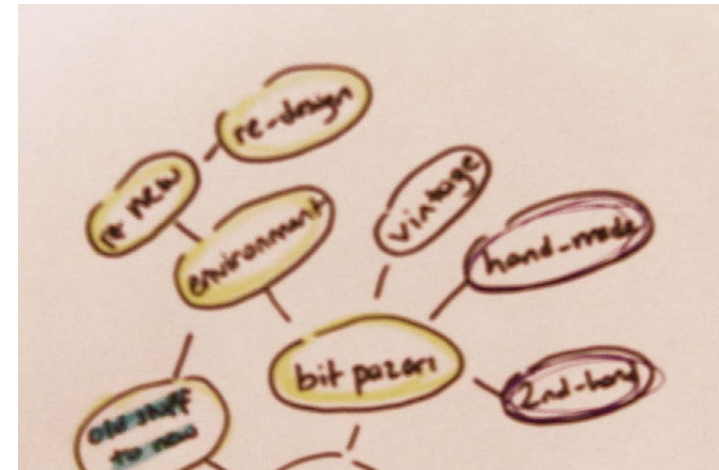
So far I made researches on shopping behaviour, made a gannt chart, a flow chart and the design process of the project.

- *research* on shopping behavior and its relation with personality
- creating the *flow chart*
- *designing* of the site

My Process / *researches*

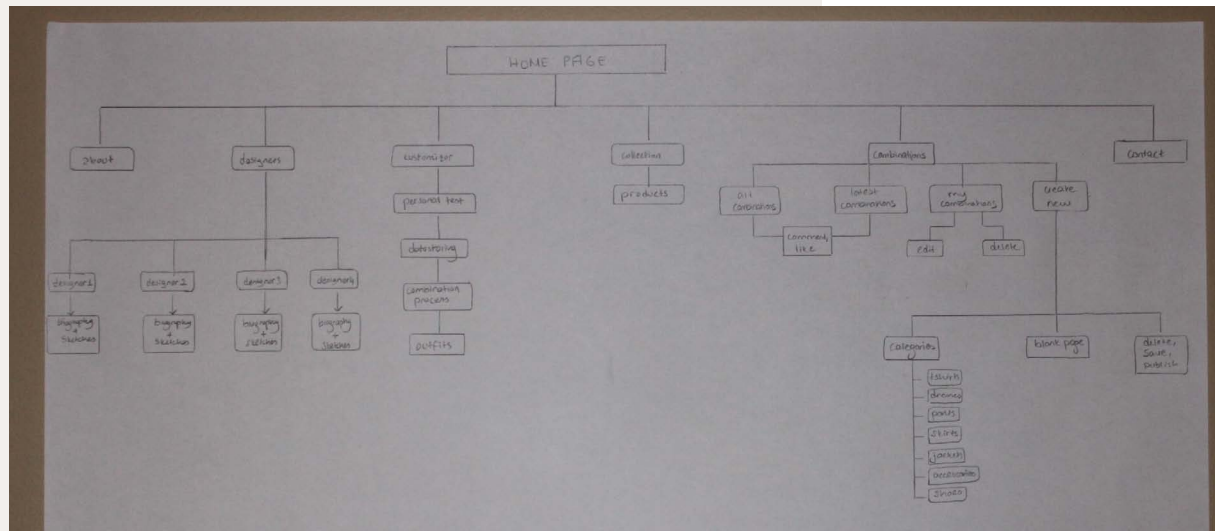
Buying behaviors, choices and consumption habits of the customers are determined by three general factors:

- *demographic factors* (age, sex, income, job, level of education, geographical specialties, marital status and so on)
- *psychological factors* (needs, personality, attitude, beliefs)
- *socio-cultural factors* (culture and sub- culture, family, social groups)



My Process/flow chart

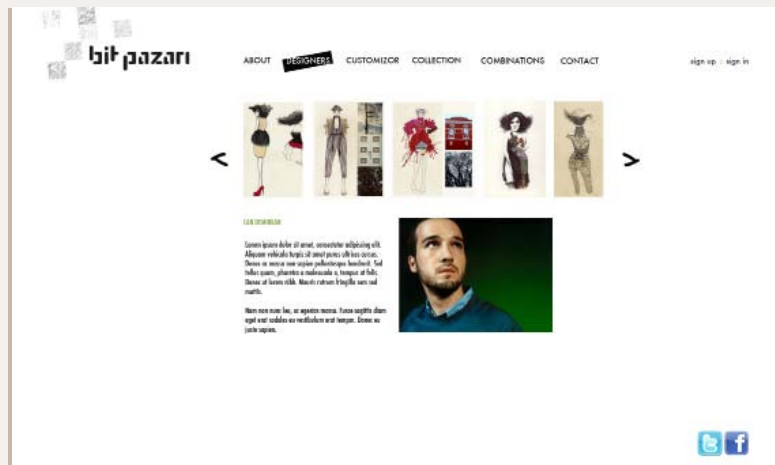
We were asked to make a lot of researches, and also brainstorming and a flowchart before starting the designing process; in order to determine what to do step by step.



Top picture is from the brainstorming process, in which i was determining all steps. Left is the flow chart of my website

My Process/ *design*

After these processes, here are the design samples i have tried. I made many versions, and a variety of changes on these examples.



Top picture is a very primal version that I have tried.
Left first is another try, and the one next to it almost the final version of what I have decided to do.

best

NEW YEAR

GIFTS

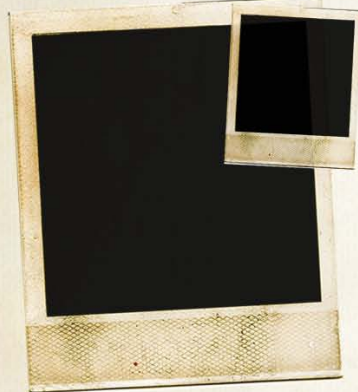
ever!



new arrivals! >>

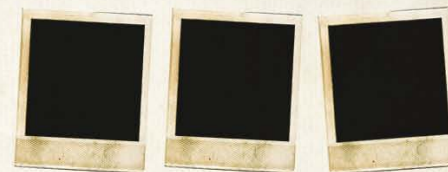
check out what's new!

Latest Products



see more>>

Recent Entries



Make your own>>
See more>>

Didn't you take
the customizer
test, yet?

go to the
test>>



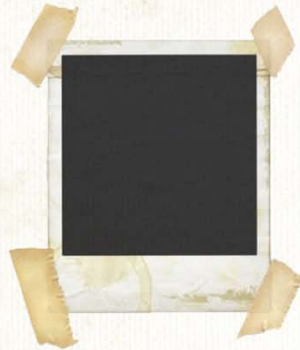
DESIGNERS

CUSTOMIZER

COLLECTION

COMBINER

can demirkan
sila yilmaz
deniz levi
caner gencoglu



SILA YILMAZ

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam vehicula turpis sit amet purus ultrices cursus. Donec ac massa non sapien pellentesque hendrerit. Sed tellus quam, pharetra a malesuada a, tempus at felis. Donec ut lorem nibh. Mauris rutrum fringilla sem sed mattis.

Nam non nunc leo, ac egestas massa. Fusce sagittis diam eget erat sodales eu vestibulum erat tempor. Donec eu justo sapien.

Donec ut lorem nibh. Mauris rutrum fringilla sem sed mattis.



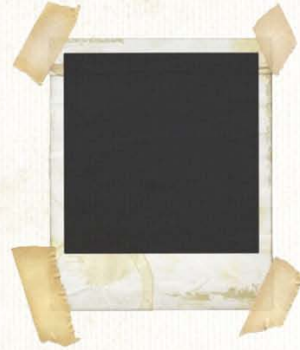
DESIGNERS

CUSTOMIZER

COLLECTION

COMBINER

can demirkan
sila yilmaz
deniz levi
caner gencoglu



CAN DEMIRKAN

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam vehicula turpis sit amet purus ultrices cursus. Donec ac massa non sapien pellen-tesque hendrerit. Sed tellus quam, pharetra a malesuada a, tempus at felis. Donec ut lorem nibh. Mauris rutrum fringilla sem sed mattis.

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Donec ut lorem nibh. Mauris rutrum fringilla sem sed mattis.



2) my favorite colors are...

~~white~~

red

black

~~green~~

grey

purple

brown

pink

yellow

orange

<pre

next>

Already a Member?

username: _____

password: _____

☐ remember me

Sign in >>

forgot password?

forgot username?

Not a member yet?

In order to create combinations,
share the products on tweeter or
facebook, or take the customizer
test you'll need an account.

Joining is free and easy. All you
need is a valid email address.

Sign up >>

Create a new Account:

username: _____

password: _____

confirm password: _____

e-mail: _____

confirm e-mail: _____

☐ notify me about the news&events



upload a photo

Register >>

DESIGNERS

CUSTOMIZER

COLLECTION

COMBINER

populars

tops

dresses

skirts

pants

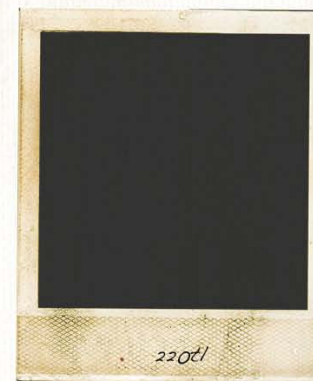
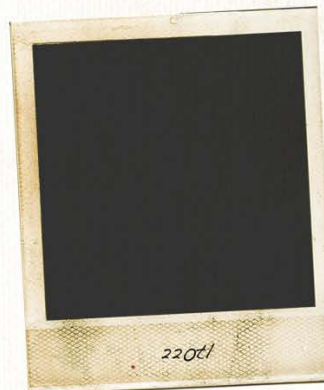
shoes

heels

sneakers

classics

accessories



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about

contact



DESIGNERS

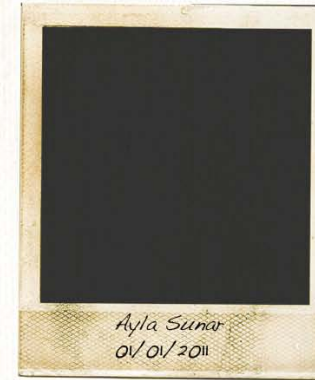
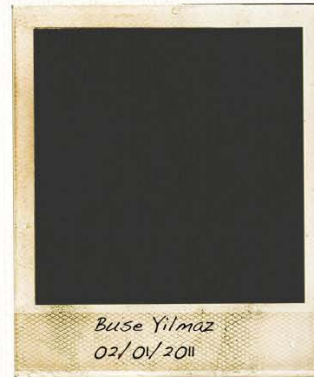
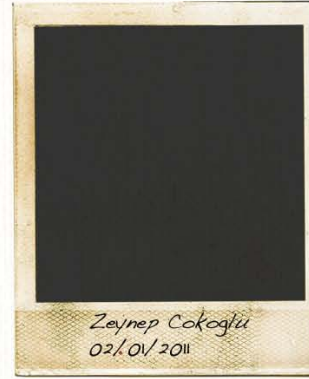
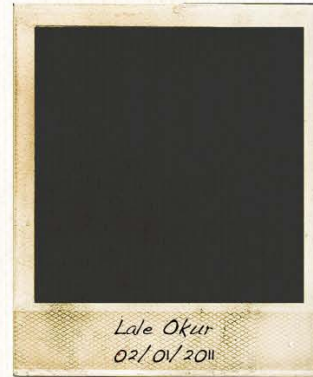
CUSTOMIZER

COLLECTION

COMBINER

all combinations
new combinations
top rated

+create new



< 123456789 >

about
contact

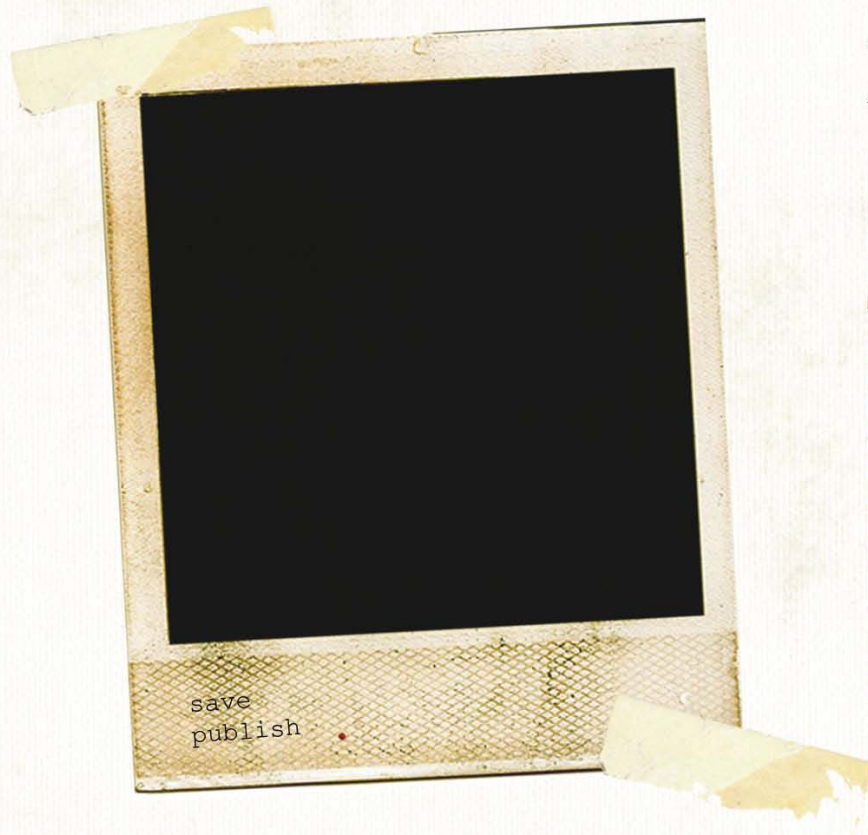


DESIGNERS

CUSTOMIZER

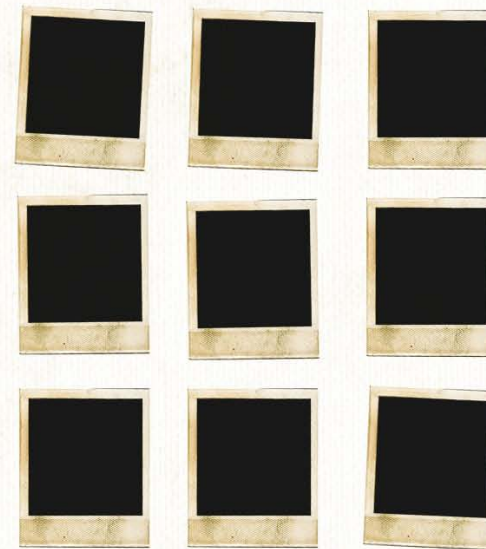
COLLECTION

COMBINER



select a product:

tops bottoms dresses accessories **shoes**



<123>

What is next?

- interface of the site
- research on the visual material (images of all the clothes and products)
- 'create new' tool (on adobe flash)
- data storing
- promotion

Here is the table of what i will do week by week.

