

VA401

PROJECT PROPOSAL

bit pazarı Web 2.0

Merve Yıldız

Project Definition

A website for 'Bit Pazarı' 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.

Conceptual Definiton

Bit Pazarı is a boutique that renovates second-hand clothes and produces one-piece designs that needs a website. This site aims to orientate people to consume second hand clothes. So it will not be just a regular website of a store which only gives further information about the renewed products and sales the customers might be interested in; but also will aim to change people's perception on second hand usage. The site will try to develop an encouragement on this issue and by that it will also underline the relationship between the environment and clothing; by directing customers to prefer second hand stuff rather than new products.

In our age, environmental care is one of the most common concerns of people. "Almost all the things we do affect the environment. And by the state of our earth today-we see events of acid rain, global warming, depletion of the ozone layer and worsening of air and water pollution-it's obvious that we are not properly taking care of our planet.

The good news is it is not yet too late. Although we cannot exactly say that things are getting better, we can still do something to help save the environment. One of the best ways to do that is through recycling and its equally important associates called reducing and reusing" (Taft, n.d.). There are many sensibility projects regarding these worries. My project will be dealing with this issue as well; by aiming to create awareness on the usage of renovated second hand clothing rather than buying new stuff.

In addition to that, in the 21st Century, money and time are the most precious things in life. People neither has time to go to a store and spend hours there, nor would like to waste time and money on traffic. So, a contemporary store should definitely have a website, in order to provide these requests. Thus, the project aims to enhance the customer satisfaction by these goals listed on the following page.

Target Audience

Although the store has a specific customer profile, who enjoys second hand clothing; the site will be open for people from any cultural background, country or age who would like to enter.

Goals & Objectives

Changing people's perspective towards second hand usage and increasing environmental awareness by encouraging that.

The designers of the boutique will handle second hand clothes, renovate and re-design them and it will become a new product at the end of this processing. So the customers both will buy an already existing re-made stuff and both will not consume but using the existing. So, the perception/prejudice of people towards 'second hand' definition will change by this store as it's re-designing the old stuffs and turning them into brand new products.

Every single customer will be treated personally.

To achieve this there will be an application: an outlook customizer; which will guide the customers; make combinations for them according to their data (age, gender, horoscope, job, likes, interests, hobbies and so on). It will ask some basic information to the customers and they will choose the closest options to them. According to these answers, the site will guide the customer and combine appropriate outlooks for them.

Involving the customers to the creation process.

The customers will also be able to post their own sketches of designs and combine products and publish it on the site, so that other customers will have the chance to write comments, give feedback or edit as well.

Also, people will be free to publish their own designs, share their sketches, and can compete. Every month the most voted product would be sold at the boutique. So that creative customers will have a place to share their products and show their talent.

Also, customers will have the possibility to look up the products of each designer; see photos of their sketches, read their biographies; and contact with them.

Growing income through the site.

As Bit Pazarı is a store that there is a lot of circulation; in other words, in which there is always new products coming almost every week; so the website will be in forming the customers through their likes and interests; by sending them e-mails to notify the circulation of products in the store, and the fresh supplies that they might be interested in. This informing system will help the customer to be in touch with the store, by not going to the store, but rather checking up from the site. So that, they will not miss anything when they do not visit the store that week.

Background Definition

Last year, I worked on Bit Pazarı project and designed a corporate identity for the store. I made a catalogue and a seasonal magazine for it as well. For my final year project, I wanted to continue with it and finalize Bit Pazarı with a website. Thus, the original idea that I based my project is redesigning second hand stuff and turning them into brand new clothes in order to create an environmental heal. Last year, I used craft paper on the packages, envelopes and cards of the store create such effect. For the final project i would like to bring a political approach to this concern as well.

“Since he developed the urge to advance his race, man has advanced exponentially in all aspects--culture, society, technology, and religion. Unfortunately, as we advanced, we have also damaged and destroyed our environment just so the world can accommodate our advancements. We have poisoned our oceans, negatively affected our ecosystems, denuded our forests, dirtied the air, and destroyed the scenery. Worse, nature seems to be fighting back with landslides, hurricanes, and other disasters that cost lives and billions of dollars. But there’s always a good wherever there is a bad. And that good comes in the form of environmentally concerned individuals and groups who care for the preservation of nature. Ordinary citizens can contribute to the worldwide effort of cleaning up the world. One of the easiest, cheapest, and most popular ways of doing that is to recycle. Recycling is the reprocessing of used, old, and ready-to-throw materials into new uses and products. Recycling has become very popular; governments encourage its practice and even made mandates regarding it. Recycling can start in the house. In fact, it even starts before recyclables are given to recycling centers. Here are some ideas on how to recycle throwaway items in the house before you place them in your recycling container” (Taft, n.d.).

Nowadays, people are much more involved in the idea of repairing own stuff rather than to replace them with new ones. The universe is not healthy any more. And consumption is making it worse.

Instead it is now much more beneficial to use the existing stuff. When something is broken or distorted not to chuck it out but to repair or using it as another material.

In our century environment is in a bad condition and there are many activities to heal it. People are very much concerned about to repair the world around us from every aspect. Recycle is also part of it. We are living in a consumption society. So the project has a political approach. All these concepts are becoming more and more cool because our necessities are in this direction. People are much more sensible to environmental issues. Thus nobody prefers to use second hand stuff. This project aims to direct people to wear second hand products. So it is very appropriate to do it by using design. Second hand or vintage? This is also a very important question. There is a very thin line between these two concepts which makes the vintage term more fancier but the second hand not. This is a very much blurry debate. People prefer vintage because it is cooler as a saying. Second hand term sounds more ordinary so people not much prefer it. Thus the project shapes through second hand term and aims to make it a cooler, more fancy image in the eyes of people. Although the project will not directly ensure a message about environmental concerns, the background reason that lies behind it will be that. Of course one small shop cannot heal the whole environment: but environmentalists suggest what can one person do to heal the environment? The answer is: a lot.

So the project 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 customers to second hand. (target audience) Also, due to the same concerns the project involves the customers into the creation process, by allowing them to share their designs and/or combine clothes and have feedback on them. In addition to that, an analysis that I have found about 'personality features of frequent clothing buyer', which suggests, "there is a relationship between buying behavior and personality features of individuals who buy clothing frequently. Noteworthy part of investigation datas have been attained from 183 individuals, whose age, sex, occupation and income were different, but some of them was the student of vocational education center. Leadership of idea, advocate of change, dependence, knowledge, social and personal identity, have been accepted as personality features. It has been determined that frequent clothing buyer consumers have more use fashion as a device of emphasizing their social and advocate of change identities than infrequent clothing buyer consumers. These characteristics have been seen both of males or females from every age. This investigation is exposed that there were stronger relationship between the behavior of frequent clothing buy and personality features than age, income, sex or education level." In addition to that, buying behaviors, choices and consumption habits of the customers are determined by three general factors, so it would be appropriate to know the factors that shape human behavior. These are 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). In addition to all these factors, personality and characteristics of the person also plays an important role in clothing. According to psychoanalysts, personality consists of behaviors which separates a person from others; and these are all determine the shopping behavior.

Clothes are the one of the most significant tools that reflects the status, religious views, sexual approaches and ethic backgrounds of people. So, one important thing that makes people to shop for clothing is the fact that it reflects power and social status. Many people believe that, in order to affect people in formal or daily life, use of clothes is very helpful.

Therefore, I decided to make a website, that asks some basic information to the customers in which s/he will be asked to select the closest options to them so the site will guide the customers through their likes and interests. For instance, the site will create the most appropriate combinations for their characteristics, inform them about the products they might like, or represent the newest products.

My personal challenges by completing this project, is to tender an approach to the consumption society; underlining the fact of how important the environmental repair and encourage second hand use through that. In addition to that, I also have some additional personal aim to develop my skills in the sense of increasing my Adobe Flash and code writing skills and to enhance my knowledge about how to structure a well working website.

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 like Amazon, EBay, Zappos, GittiGidiyor; and also other sites which offers special sales prices for a limited time like Markafoni and Limango, or many other stores that enables online shopping; 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 also add my own opinions and merge them into one site.

Detailed Project Description

Bit Pazarı is a web 2.0 project, which is a website for a unique store, that aims to increase customer attention and the profit of the store through this site. There will be 5 departments of the site:

- designers page*: the biographies and works of the designers can be found,
- contact page*: in which the information of the store will be found,
- collection page*: in which the products can be seen,
- combinations page*: the combinations that the customers made by using the combination tool can be seen (in order to use this tool, the customers must login to page),
- outlook customizer*: creates combinations by using the data of the customer (requires login).

On the other hand, the site will be connected to the store. The new products will regularly be photographed by the customer staff and directly updated to the site and the customers will be informed through e-mails.

Scope of the Project

This will be a web 2.0 project, which is going to be an interactive site for a clothing store; that will guide the customers in clothing, enable them to see the products, sales and share their creations if they would like to.

Required Know-how and Resources

I will use HTML code for the project. Yet, for the combination tool I will need to use Adobe Flash. I am not yet fully qualified using the programmes; especially the coding part, so that I will be in contact with my project assistant and people who have further information with it to have the necessary knowledge. I will also use some analyses, articles, and researches on shopping behavior; in order to create a healthy structure for the outlook customizer tool.

Difficulties & Risks

The primary risk of this project is not to achieve the technical side of the project. Though, i will be learning the programmes and get help for coding in order to complete the technical aspect.

Phases of the project

Phase1: research on shopping behavior and its relation with personality
Phase2: the prototype (designing the general outlook of site and the designers page)
Phase 3: designing of the interface of the site
Phase 4: research on the visual material (images of all the clothes and products)
Phase 5: 'combinations' tool
Phase 6: 'outlook customizer' tool
Phase 7: arrangement of data storing
Phase 8: promotion

Criteria of success

The criterion of success in my project is have a site that connects the customers and the boutique and by that to change the prejudice on the second hand term in people's minds. Also to reflect the environmental concern I would like to underline and direct the customers to prefer second hand material by this project is another criteria for this project to be successful.

Project schedule

I will primarily be dealing with the formation of corporate identity, the visual language of the site and the content. Than the domain will be hosted and i will continue with the interface design of the site. Later on, I will be searching the visuals of all the products and other visuals that will be necessary for the project. At the same time, i will make more research on shopping behavior and how it is related with personality. In addition to that, i will be learning the programmes and coding which is necessary to use in order to complete the project. Furthermore, the combination tool and the outlook customizer tool will be structured and the datastoring will be done. At last, the e-mailing and promotion process will be applied.

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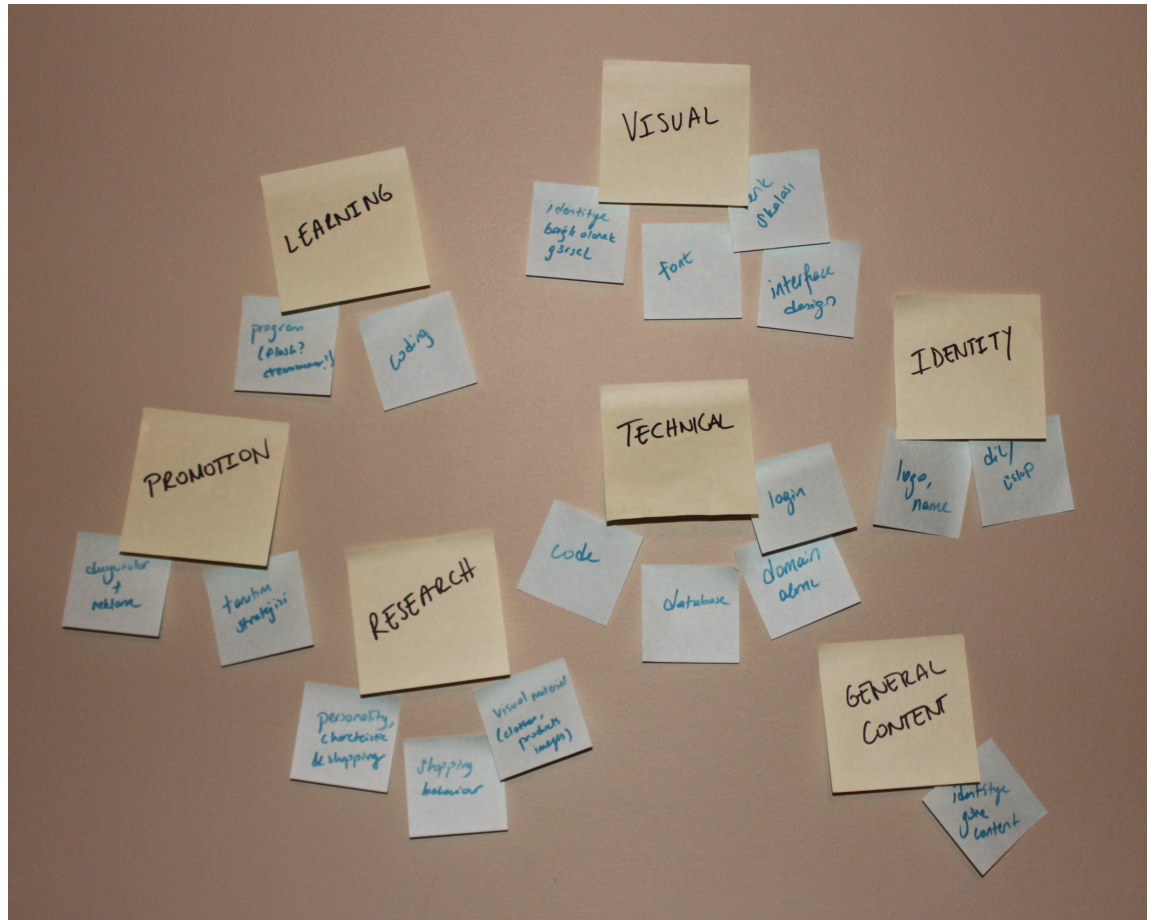
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Work Breakdown Structure



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