# neoma ^{N.B}

App guide

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Visual outcome

Introduction

This visual outcome provides a look into the Internal functions of Neoma a Peer-to-peer platform for selling and buying upcycled products. It takes a dive into the app objectives navigation, deisgn and information.

At the end of this app pack a Visual in-depth walkthrough of the app is available for viewing. The walkthrough video takes you through a basic user's journey navigating through the platfrom's main features.
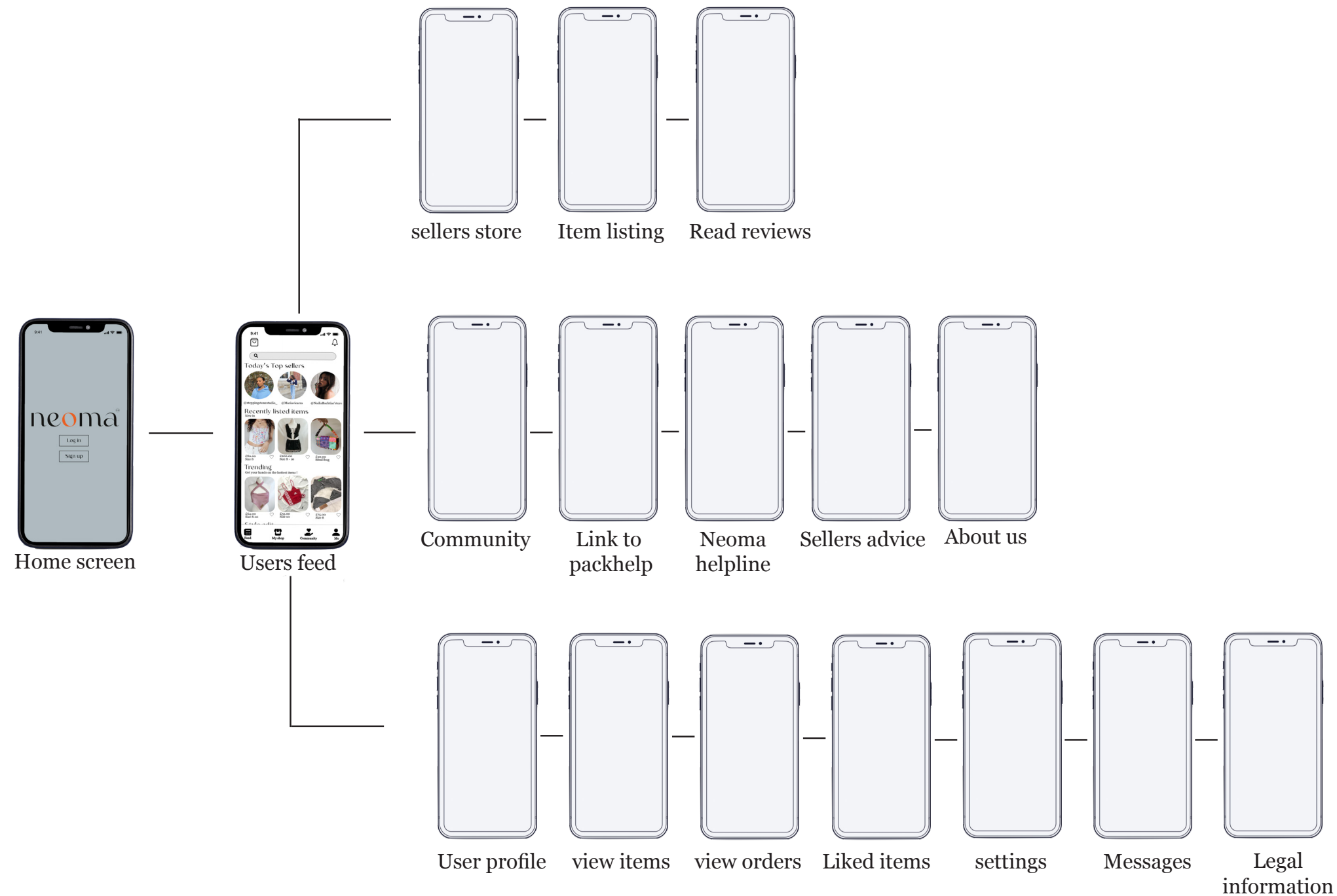
App overview
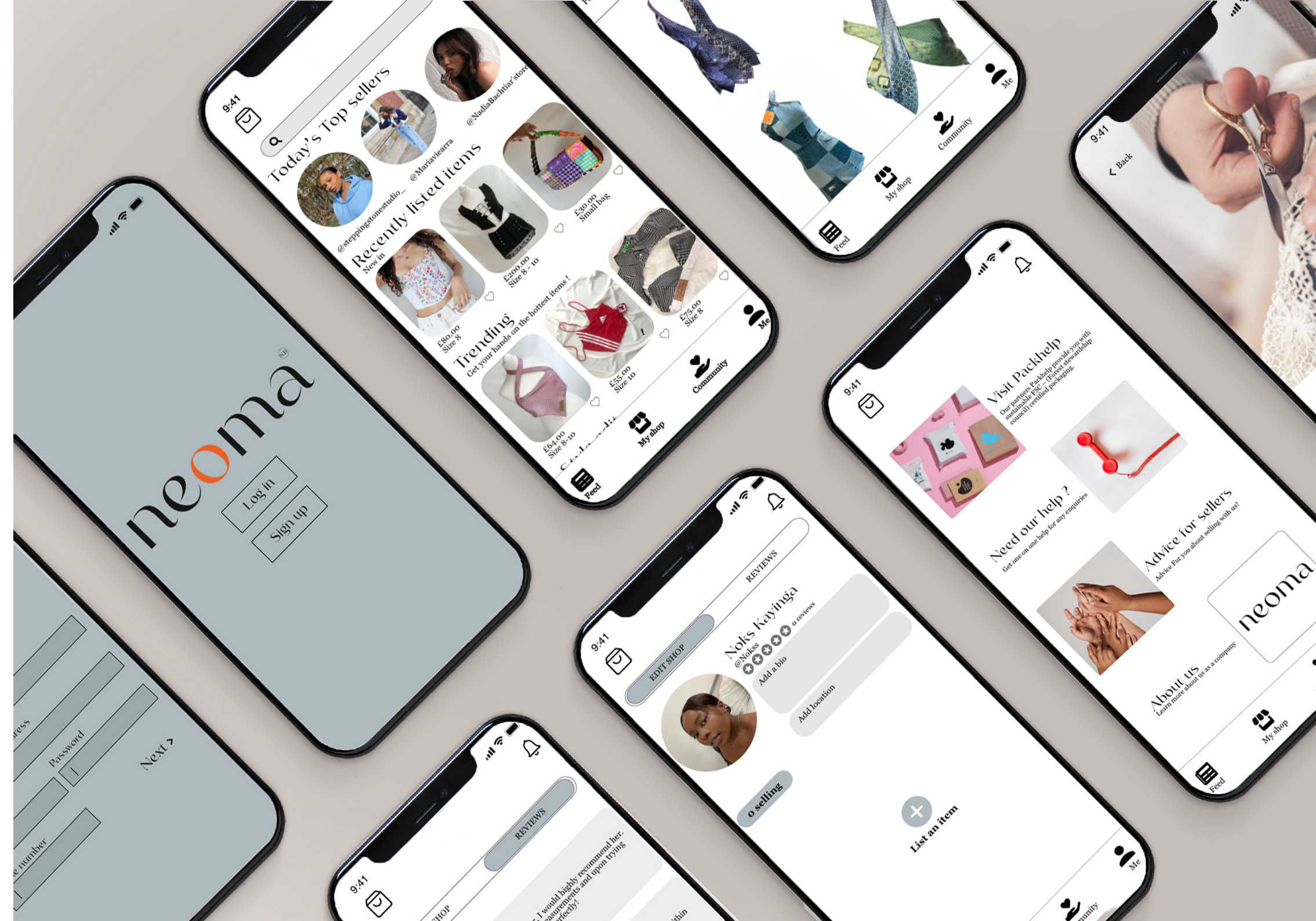
App Objectives

Neoma is driven by **community and sustainability**. The App **advocates for the upcycling community** by creating a space that allows upcycling entrepreneurs to sell their products directly to an audience that is receptive. By using a re-commerce business model **the app supports a circular future within fashion** where we keep garments and accessories in the cycle for a longer time **re-loving and re-wearing** them. **Our USP** which will set us apart from our competitors in the market is **exclusivity and uniqueness** because all items that are sold on Neoma are upcycled each item purchased will be one of a kind.

sellers store   Item listing   Read reviews

Home screen

Users feed

Community   Link to   Neoma   Sellers advice   About us
             packhelp   helpline

User profile   view items   view orders   Liked items   settings   Messages   Legal
                                                                                     information

Navigation

"It is the navigation and menu design of your mobile app that determines the user experience as they move from one point to the other in the mobile app."

(appmysite 2020)

The Neoma app is clear and easy to navigate **the user is guided by the navigation bar at the bottom of the app**. The navigation bar is consistent of 4 main tabs which guide them through the app. **Within each of the tabs' users are then able to explore more features** that Neoma provides to guide them from one point to another.
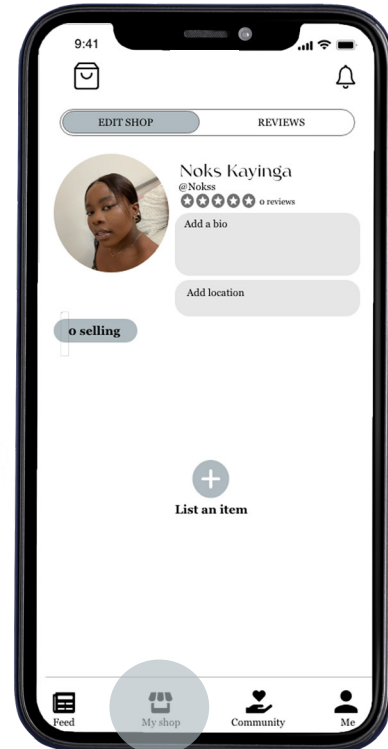
Main Features
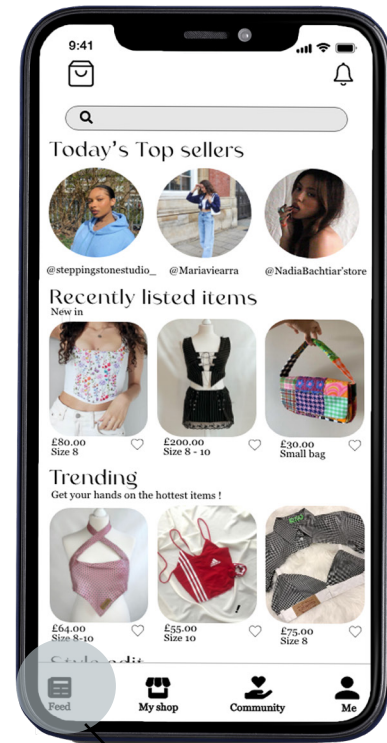
Feed

The app will revolve around 4 different tabs, the first one being the feed page which is the opening page. **This tab will highlight sellers** with aspects such as top sellers, trending items. etc. **Through AI intelligence this tab will recommend users items** they would like based on what they look at and like on the app.

My shop

My shop tab acts as a storefront for all sellers where they can edit their biography, set a location, list items to sell, and read reviews. By clicking on list an item, the seller can post their items with pictures, product descriptions, and extra information such as price.
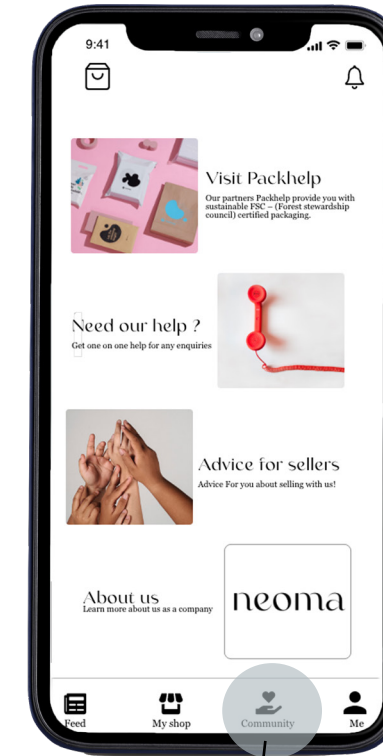

Community

The community tab is the heart of Neoma, **this tab is designed to help the sellers and buyers on our platform** in all aspects. Neoma will partner with sustainable packaging company Packhelp to help deliver sellers with FSC (Forest Stewardship Council) certified packaging which can be purchased in bulk. A one-on-one chat line will also be available for any enquires that individuals have. The most notable function of this tab will be the advice for sellers which includes small advice articles for sellers on relevant topics such as pricing items.
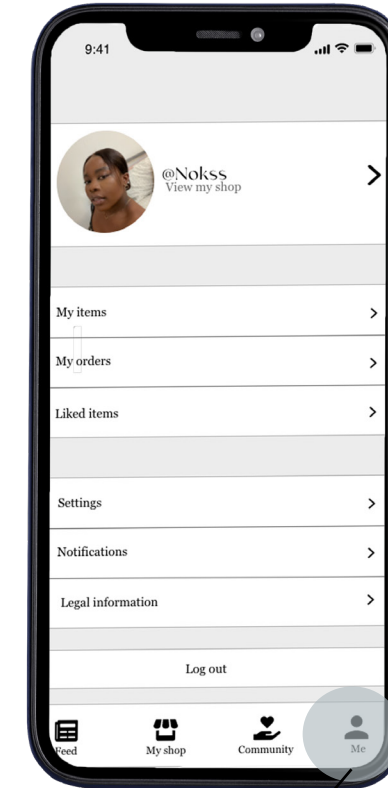
Me

The Me tab allows users to track their activity on Neoma with features like My items where you can view listed items, my orders where you can view purchases you have made, and even more. This tab also allows users to view legal information such as our terms of service, Privacy policy, and protection policies
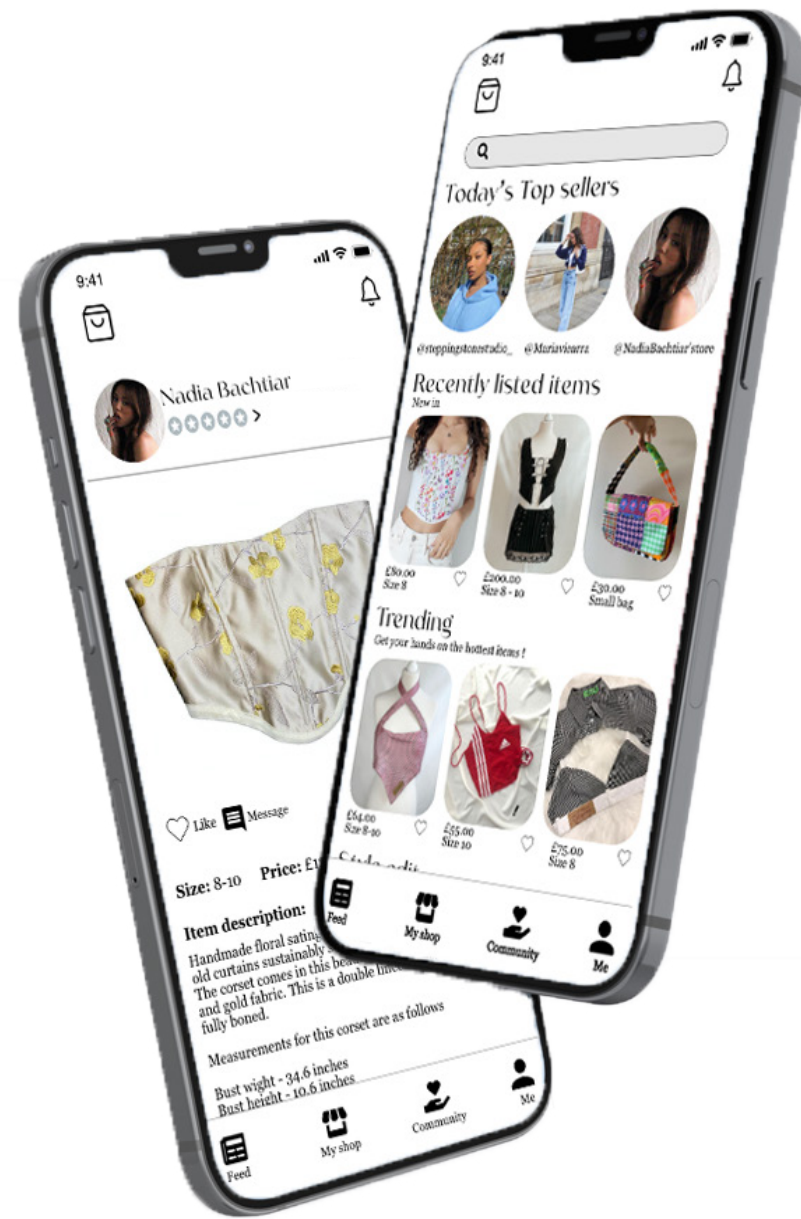
App design

The design for the Neoma app is **very clean and simple to keep users' attention on app navigation**. The colour palette for the app is also very minimal and soft using accents of pale blue. "According to color psychology, blue is associated with trustworthiness and reliability."(Canva) **helping users build a rapport with our brand.**

The app also **utilises the serif font Georgia for body text for clear communication** with a classic aesthetic. "There is a psychological trick behind the serif fonts: the letters stand out clearly, so it gets easier for the brain to remember the words."(Fireart 2022)

Primary logo :

neoma N.B

Colour scheme :
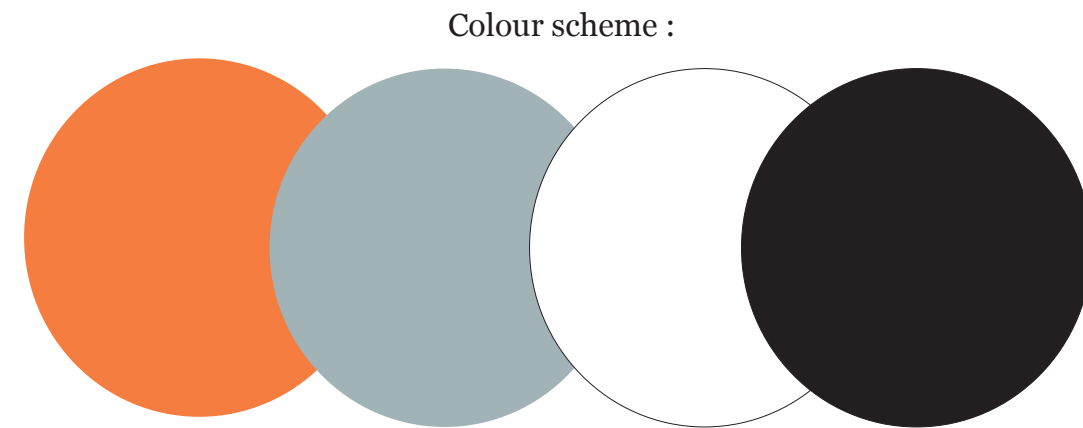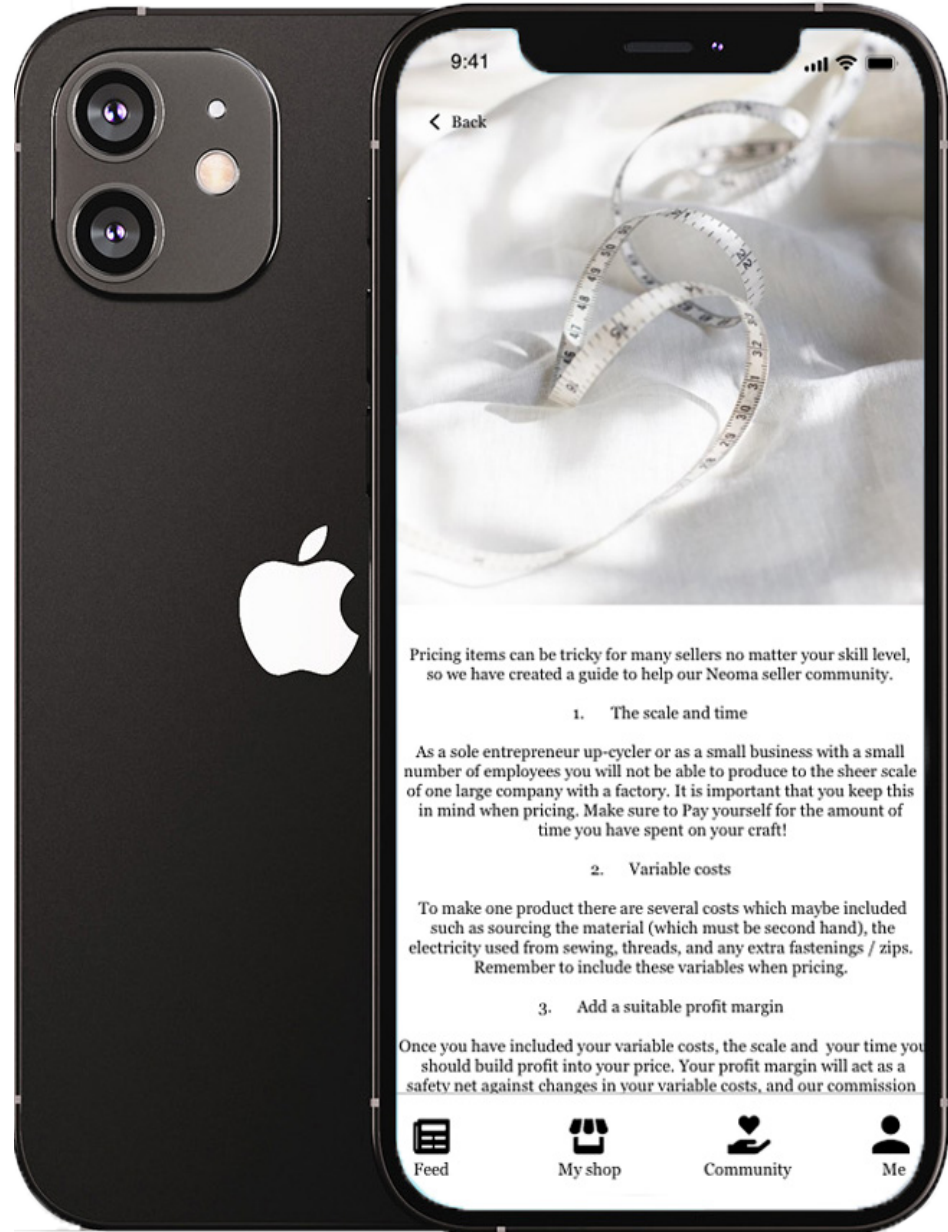
Title font :

Argue DEMO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

Bodt text font :

Georgia
(Serif typeface)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa

Tone of voice

Conversational   Friendly   Helpful   Personable

As Neomas is centered around the idea of community it is important that our tone of voice reflects this value. To build a sense of community through our tone we will have a conversational feel in an attempt to **mimic the feeling of asking a good friend for advice**. **We will be friendly** in the way we speak **to make users feel comfortable** on our platform.

App Information

Full Name

Address

Location

Likes
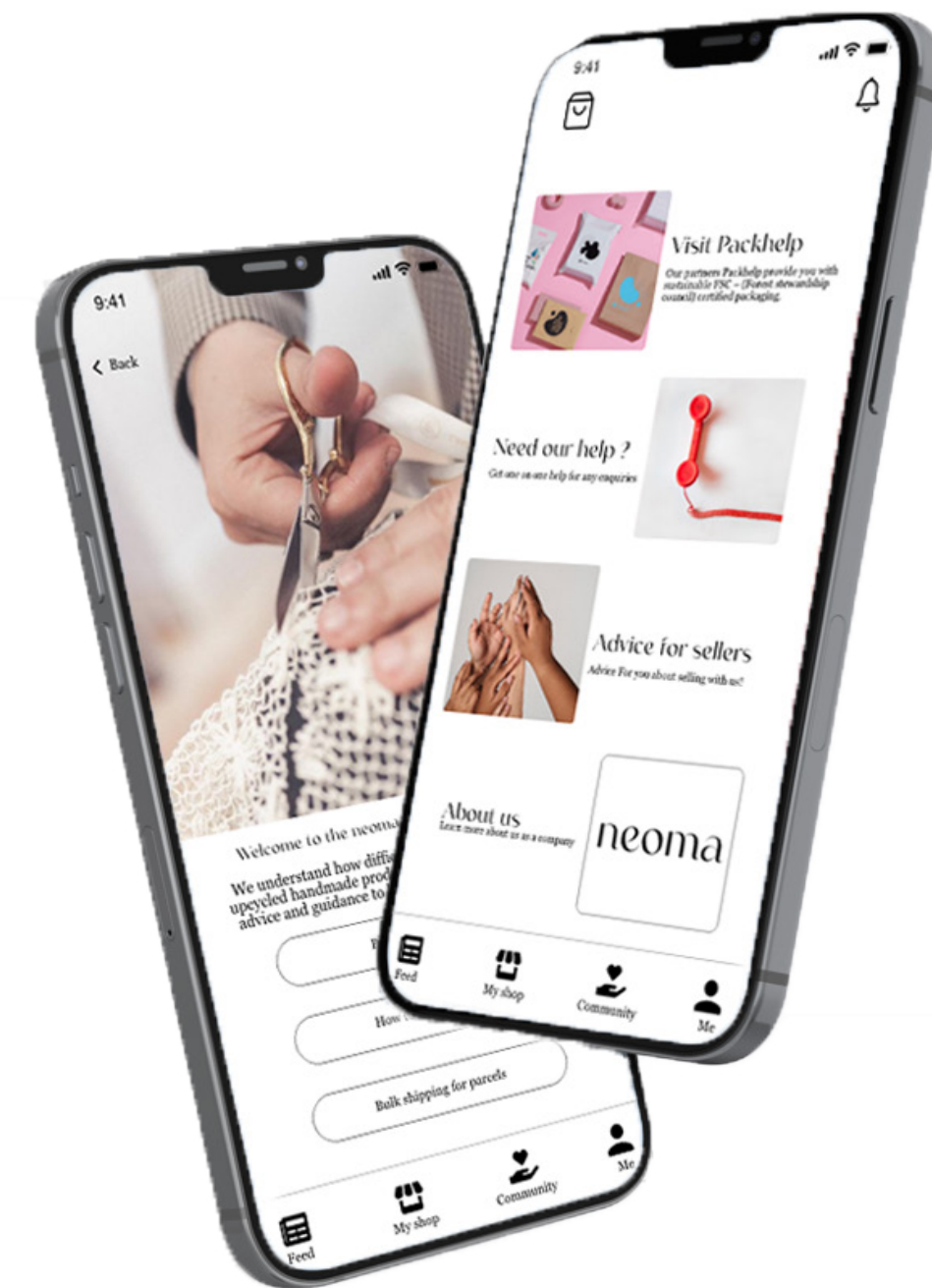
App data collection

Neoma requires Basic identity data such as Name, age, phone number, email address, and home address at the point of sighing up and when purchsing items. **We will also collect Engagement data using AI technology** based on the type of items the user likes and views to make for a tailored experience using our app. **Consent to data collection is very important** to us this is why we have outlined factors involving our use of user data in our privacy policy which **users must read and consent to before using our platform**. As well as data and privacy users must also read and consent to the terms of service and our buyer/seller policies.

To read through our legal information view the app walkthrough video.

"The 2021 Deloitte Digital Consumer Trends Survey polled around 33,150 respondents in 20 countries"

"A majority of consumers responded that they are concerned about how companies they interact with online use their personal data. On average, two-thirds (66%) of our respondents stated that they had such concerns."

(Deloitte 2021)

Data Protection

As a business complying with the Data protection Policies is our top priority. **We vow to follow the 7 data protection principles which include:**

-Lawfulness, fairness, and transparency
-Purpose limitation
-Data minimisation
-Accuracy
-Storage limitation
-Integrity and confidentiality (security)
-Accountability
(UHI)

This set of principles has been set up by the general data protection regulation (GDPR) which is the toughest privacy and security law in the world. We will comply with these **by outlining how we share user data and whom with, we will also take accountability in the case of Data leaks and we will continuously update and maintain our policies for accuracy.**

Inspiring creativity and championing for the creative community whilst simultaneously doing our best to protect the environment.

neoma
Available for downlaod

neoma N.B ⟶

Scan code for App walkthrough

Bibliogrpahy

Appmysite,(2020),*Mobile app navigation: Best practices to enhance your UI and UX*, at:https://www.appmysite.com/blog/mobile-app-navigation-best-practices-to-enhance-your-ui-and-ux/(Accessed April 19th 2022)

Canva,(n,d,)*Everything about the colour Light Blue*,at:
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UHI,(n.d),*The seven principle*s,at: https://www.uhi.ac.uk/en/about-uhi/governance/policies-and-regulations/data-protection/the-seven-principles/(Accessed April 19th 2022)

List of illustrations
App walkthrough

Screen three
-Two piece set,Depop, (online image), at:https://www.depop.com/products/aprileighth-black-white-pinstripe/(Accessed April 19th 2022)
-Floral corset,Instagram (online image), at: https://www.instagram.com/p/CTAllRS095c/
-Patch work bag,Pinterest (online Image), at: https://www.pinterest.co.uk/pin/604537949992214879/(Accessed April 19th 2022)
-Tie top,Depop (online image), at: https://www.depop.com/products/aprileighth-vintage-yves-saint-laurent-rework/(Accessed April 19th 2022)
-Adidas top, Pinterest,(online image), at: https://www.pinterest.co.uk/pin/604537949992214867/(Accessed April 19th 2022)
-Plaid crop top set,Pinterest,(online image), at:
https://www.pinterest.co.uk/pin/604537949992950248/(Accessed April 19th 2022)
-Denim crop top,Pinterest,(online image), at:
https://www.pinterest.co.uk/pin/604537949979566397/(Accessed April 19th 2022)
-Adidas corset,Pinterest,(online image), at:https://www.pinterest.co.uk/pin/604537949993914452//(Accessed April 19th 2022)
-Blazer set,Instagram,(online image), at:https://www.instagram.com/p/CE1v6AAhkQq/(Accessed April 19th 2022)

Screen four
-Tie dress,Kslam clothing, (online image) at: https://www.kslamclothing.com/collections/all/products/tied-up-mini-dress
-Tie top,Kslam clothing, (online image) at: https://www.kslamclothing.com/collections/all/products/tie-top(Accessed April 19th 2022)
-Tie top with ring https://www.kslamclothing.com/collections/all/products/dignified-halter-top(Accessed April 19th 2022)
-Denim patchwork dress,Kslam clothing, (online image) at: https://www.kslamclothing.com/collections/all/products/britney-denim-dress(Accessed April 19th 2022)
-Satin corset,Depop,(online image) at: https://www.depop.com/products/oceanreworks-handmade-satin-floral-corset-top/(Accessed April 19th 2022)

Screen ten
-Red phone,Pexels,(online image) at:https://www.pexels.com/photo/marketing-office-working-business-33999/
-Hands,Pexels,(online image), at:https://www.pexels.com/photo/diverse-women-put-hands-together-in-studio-5318960/
-Packaging,instagram,(online image),at: https://www.instagram.com/p/Ca67kZR0pXZ/

Screen twelve
-Hands cutting fabric,Pinterest,(online image),at:https://www.pinterest.co.uk/pin/604537949993865756/

Screen thirtem
-Tape,Pinterest,Online image), athttps://www.pinterest.co.uk/pin/604537949992978253/