



DIY Furniture

WNM699 / VISUAL DESIGN STRATEGY

INSTRUCTOR / DC SCARPELLI

TOPIC / DIY Furniture

NAME / ERIC YU



What is “DIY”?

Anything made by a person, rather than a product coming manufactured from a company complete.



Who wants to buy used furniture?

1. International students
2. People who live temporarily
3. Low income



What is the popular Used Goods?

1. Furniture, including outdoor furniture, and sleep equipment

2. Books

3. Kitchenware and home furnishings

4. Jewelry, including watches

5. Children's wear

6. Men's wear

Instruction

This is for people who live temporarily and international student that they do not want to buy new furniture. But they all need furniture in their home, so used furniture will be their first choice.

Every home all need furniture, and it's great when you can get something that expresses your personal style without breaking the bank. This collection of projects will help you find awesome furniture to perfectly fit your space, and make it look like you do your home shopping at upscale galleries and design houses.



Target Audience

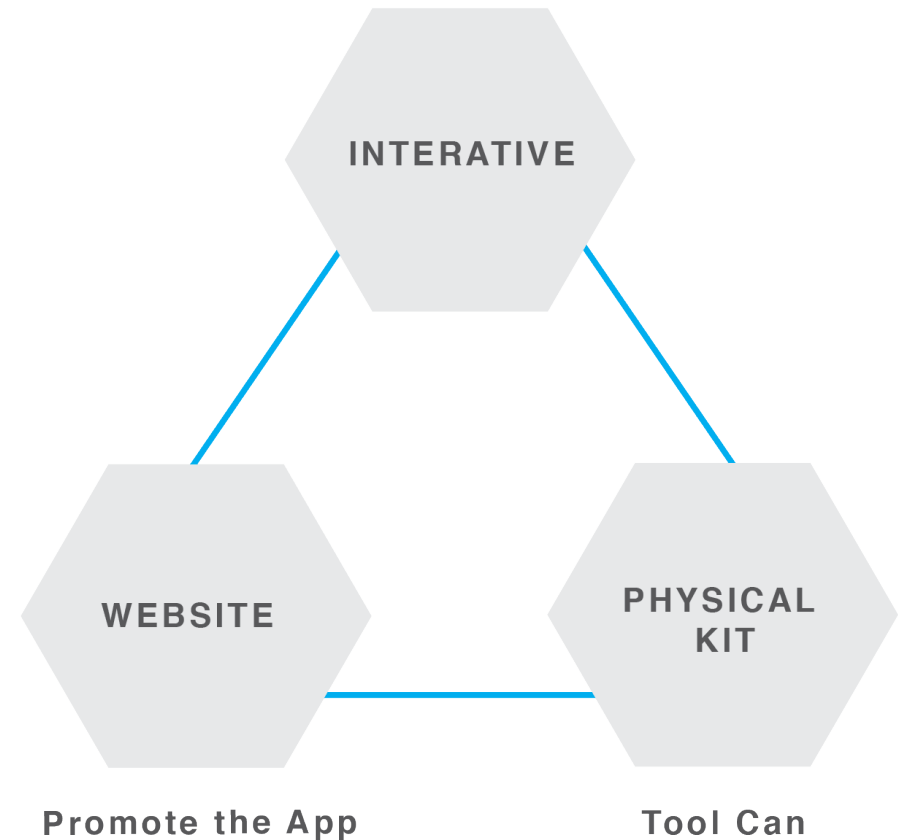
Male / Female

20-35 years old

People who live temporarily, newly married couple and international students in San Francisco.

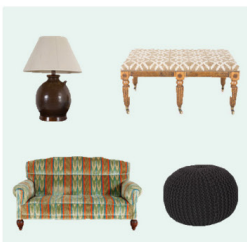
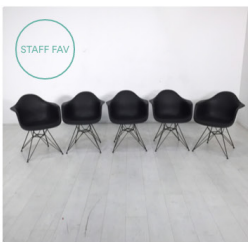
Functionality

Mobile App
Virtual Varnish



The easiest way to buy and sell used furniture

HOW IT WORKS



Sale Alerts

Sign up for discount and flash sale notifications

Email Address

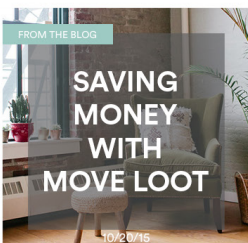
SUBMIT



Bohemian

Eclectically minded, bohemian style is all about artfully mixing and matching vintage and non-traditional pieces. Combine textures, patterns, and metallics to create a casually luxe atmosphere.

SHOP BOHEMIAN

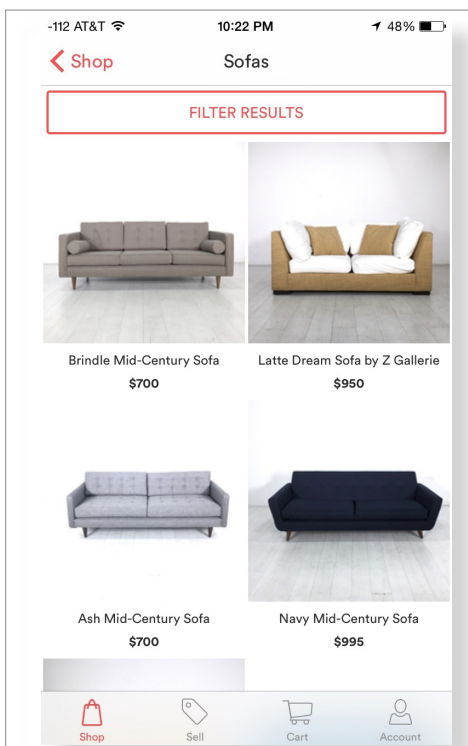
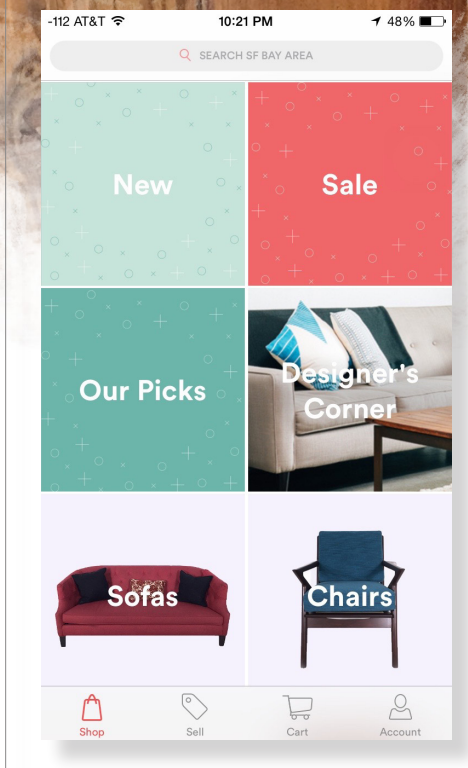


Get our iOS app and sell furniture like a whiz.

Download on the App Store



FOLLOW US ON INSTAGRAM



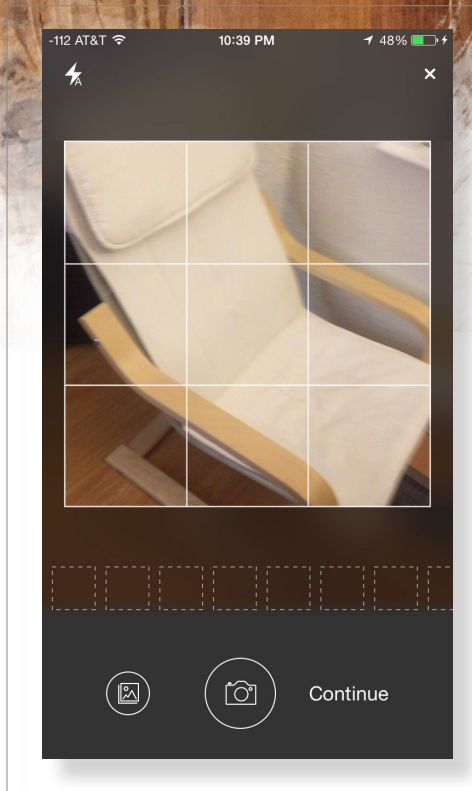
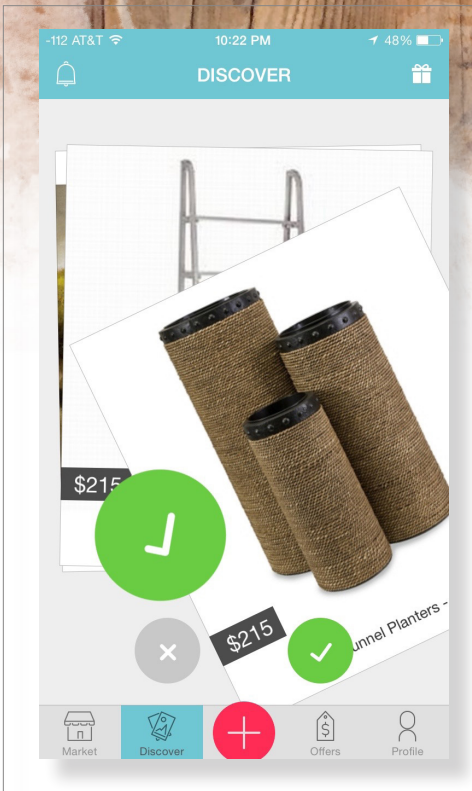
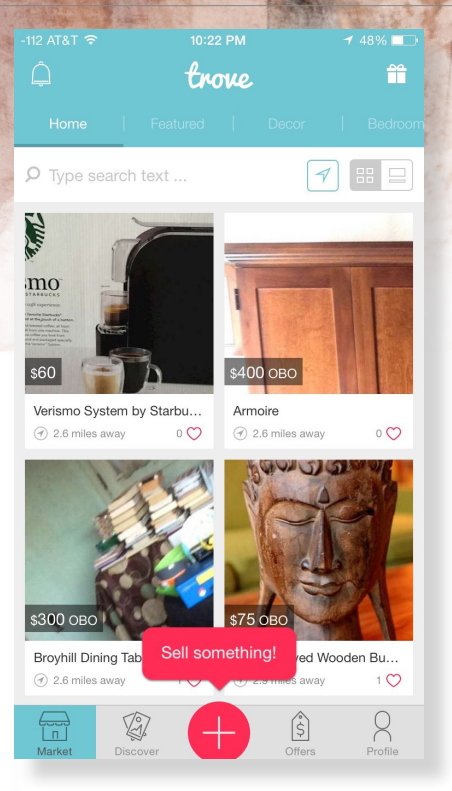
Move Loot

Strengths

- Easy to find the category
- Simple and clean layout

Weaknesses

- Some photoes with text, but some photoes do not have
- Website homepage has too many different furniture



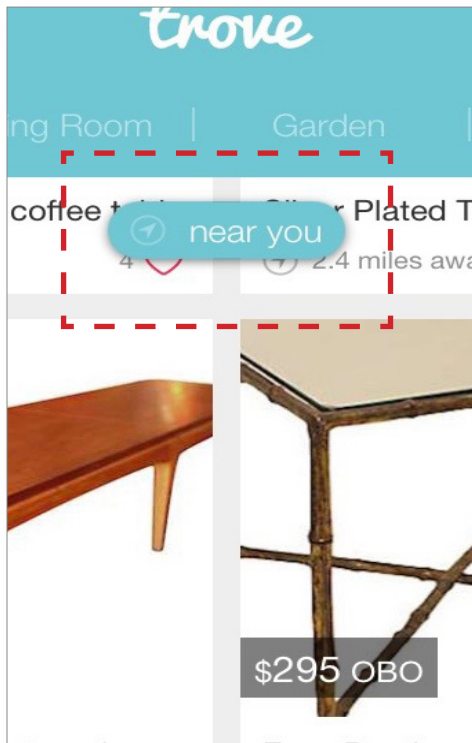
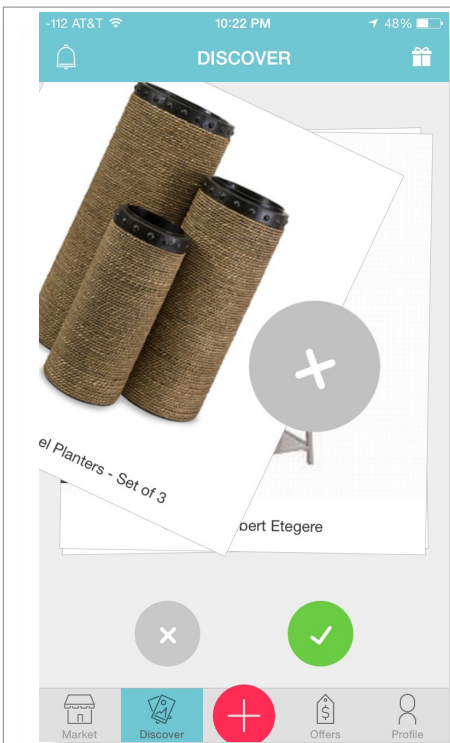
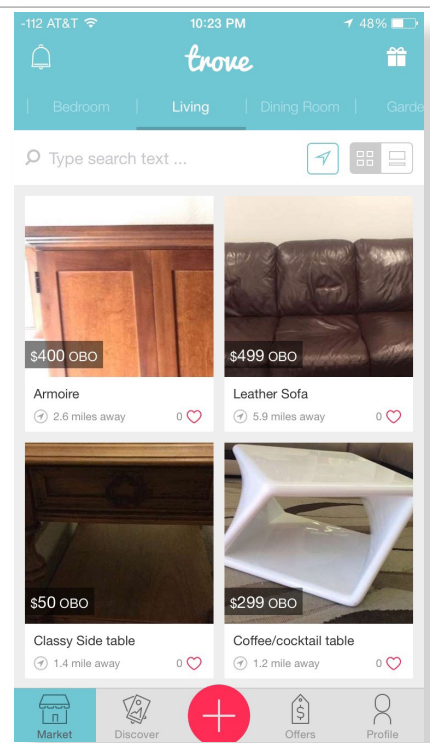
Trove

Strengths

- Discover: Can slide right or left to add to your favorite
- Simple and clean layout
- In the middle has a button can add photo immediately
- Nice nav to search

Weaknesses

- It is used furniture not DIY





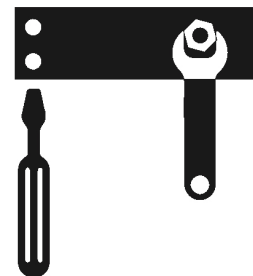
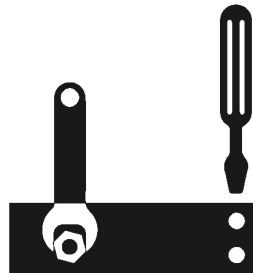
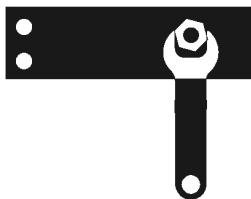
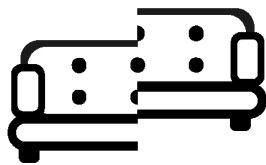
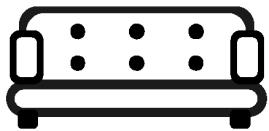
Word List

1. Chair
2. Furniture
3. DIY
4. Move
5. House
6. San Francisco
7. Students
8. Couple
9. Handmade
10. Material
11. Live
12. Stuff
13. Fashion
14. goods
15. Used
16. Second hand
17. Colorful
18. Change
19. Renew
20. Sale

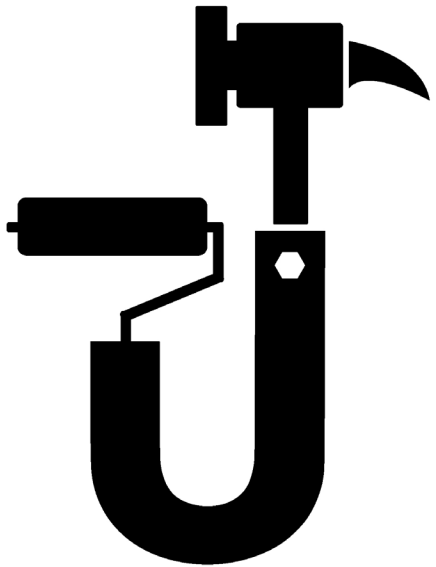
Brand Names

1. Active DIY
2. Spirit D
- 3. WooDiy**
- 4. Reborn**
- 5. WooD**
6. DIY kit

Logo Draft 1

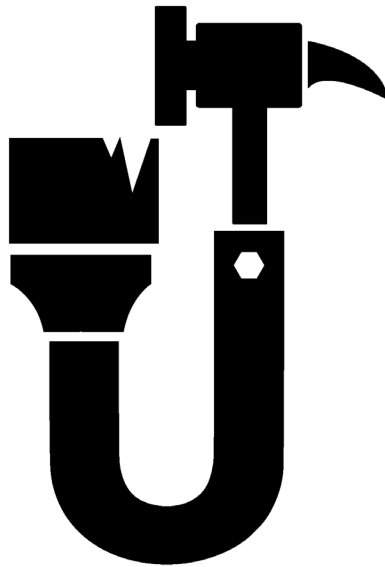


Logo Draft 2



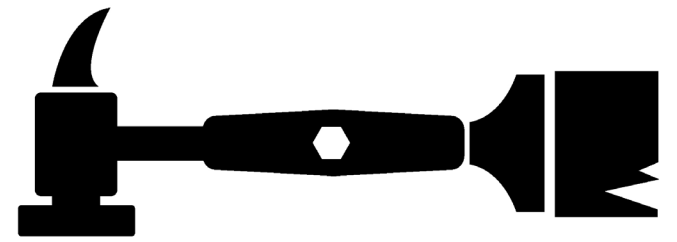
REBORN

20 X 15



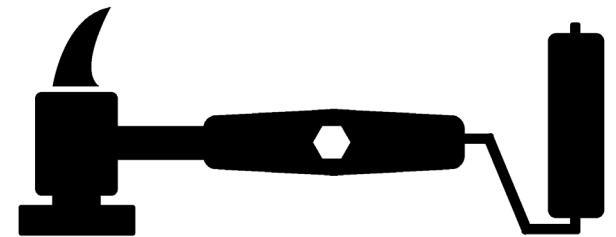
REBORN

20 X 15



REBORN

20 X 15



REBORN

20 X 15



Font Choice

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Octin Stencil

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Octin Prison

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DIN Ragular

Logo Fina

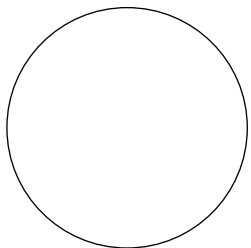
ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890

!@#\$%^&*()

Octin Stencil

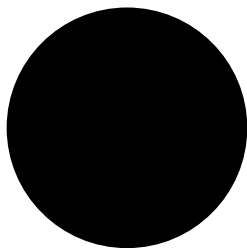


White

CMYK: 0 0 0 0

RGB: 255 255 255

HEX: ffffff

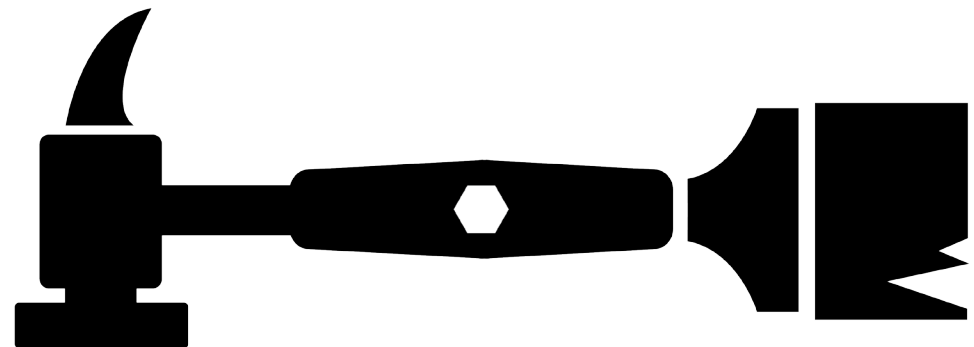


Black

CMYK: 100 100 100 100

RGB: 0 0 0

HEX: 000000



REBORN

20 × 15

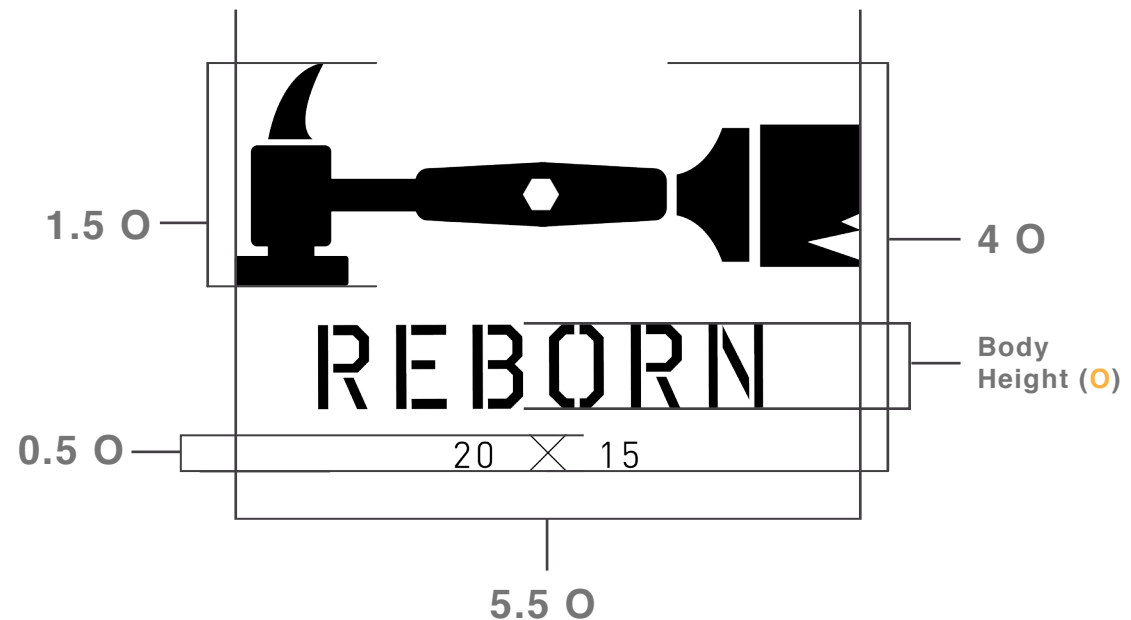
Logo Architecture

Files

There are currently two different logo files. The size and position of each element is determined by “O” which is defined by the height of the x-height of the letters in the Reborn logotype. Always use the approved logotype artwork provided by Light Wardrobe. Do not recreate or alter any of the elements in the logotype artwork in any way.

Minimum Size

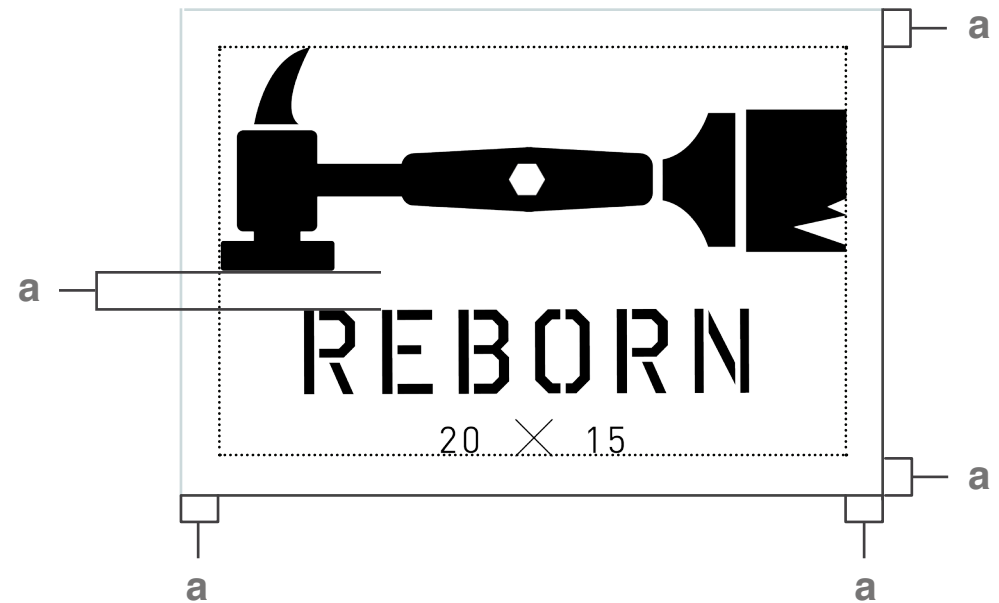
While the logo may be reduced in size, it should maintain legibility and not be printed smaller than 1 inch(25mm) wide. For onscreen display, the logo should never be less than 72 pixels wide.



Clean Space

To help ensure that the logo always looks its best and does not get cluttered, the spacing guidelines provided for both print and online communication.

The minimum space required around the logo providing a more clear surrounding space and looks better.

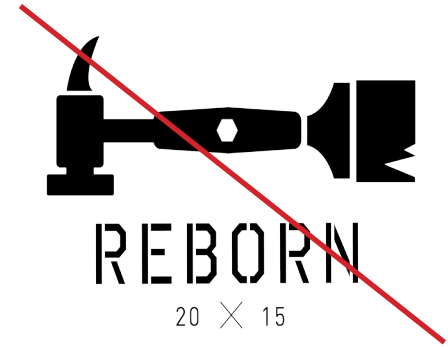


Logo Violations

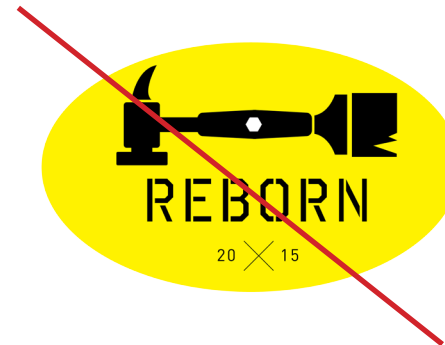
Proper logo usage examples are shown on the preceding pages. Do not alter or modify the logo in any way. This page shows a variety of incorrect ways to use the logo, although it is by no means a comprehensive list.



don'T rotate the logo.



don'T change type body



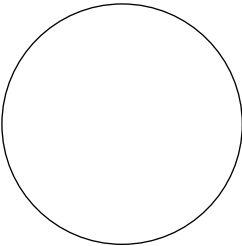
don'T place the logo in any containing shapes.

Logo Icon Draft





Logo Icon Final

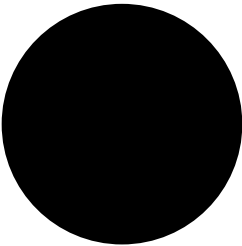


White

CMYK: 0 0 0 0

RGB: 255 255 255

HEX: ffffff



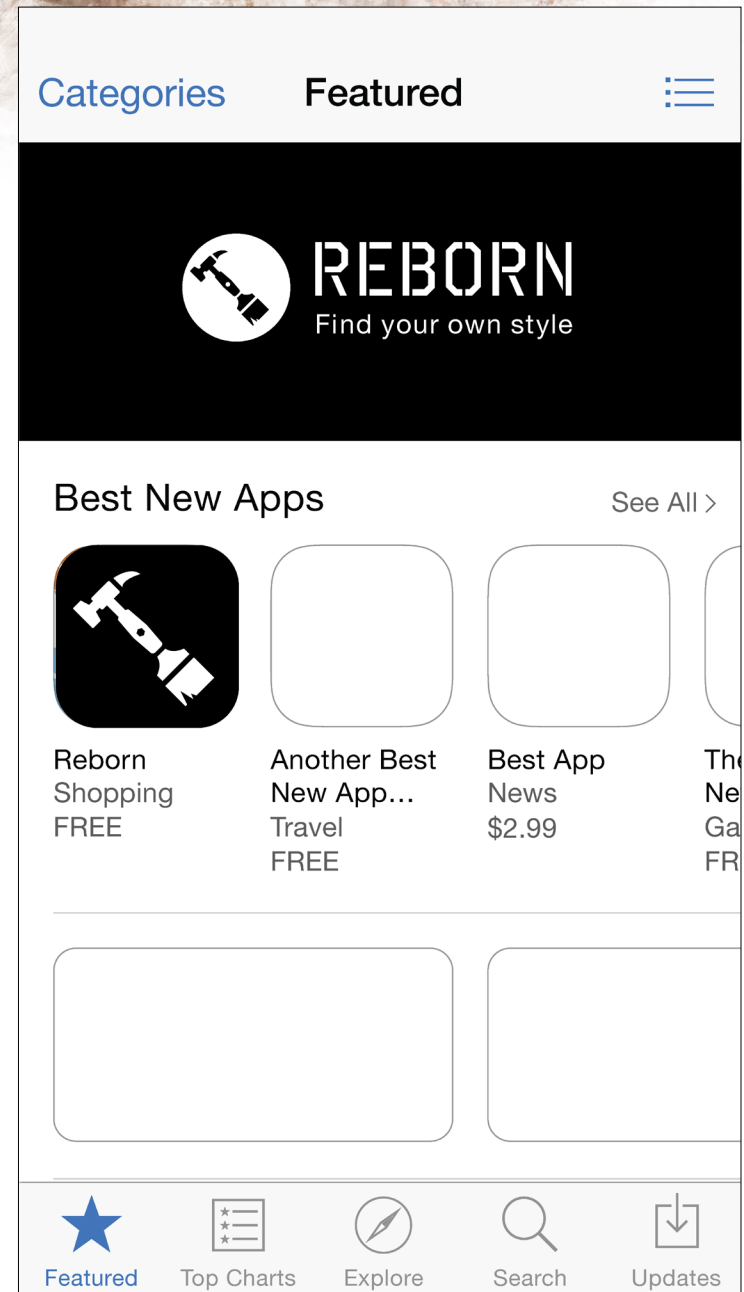
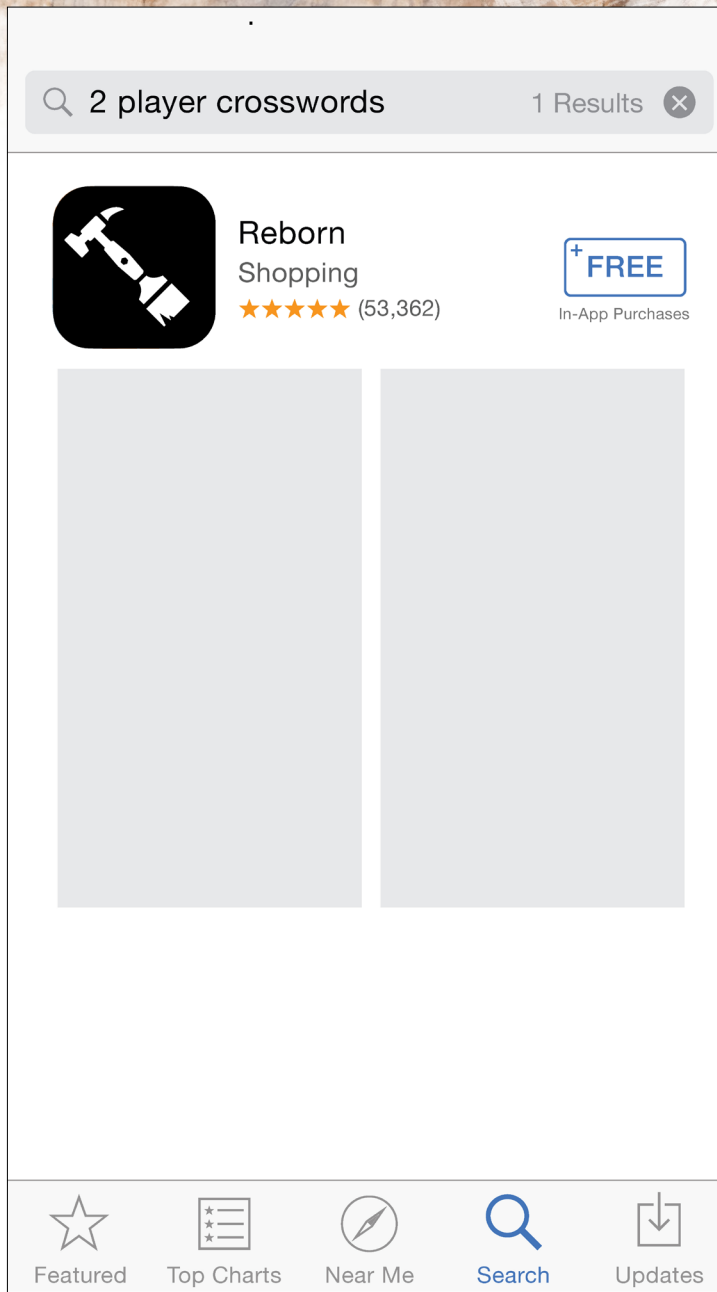
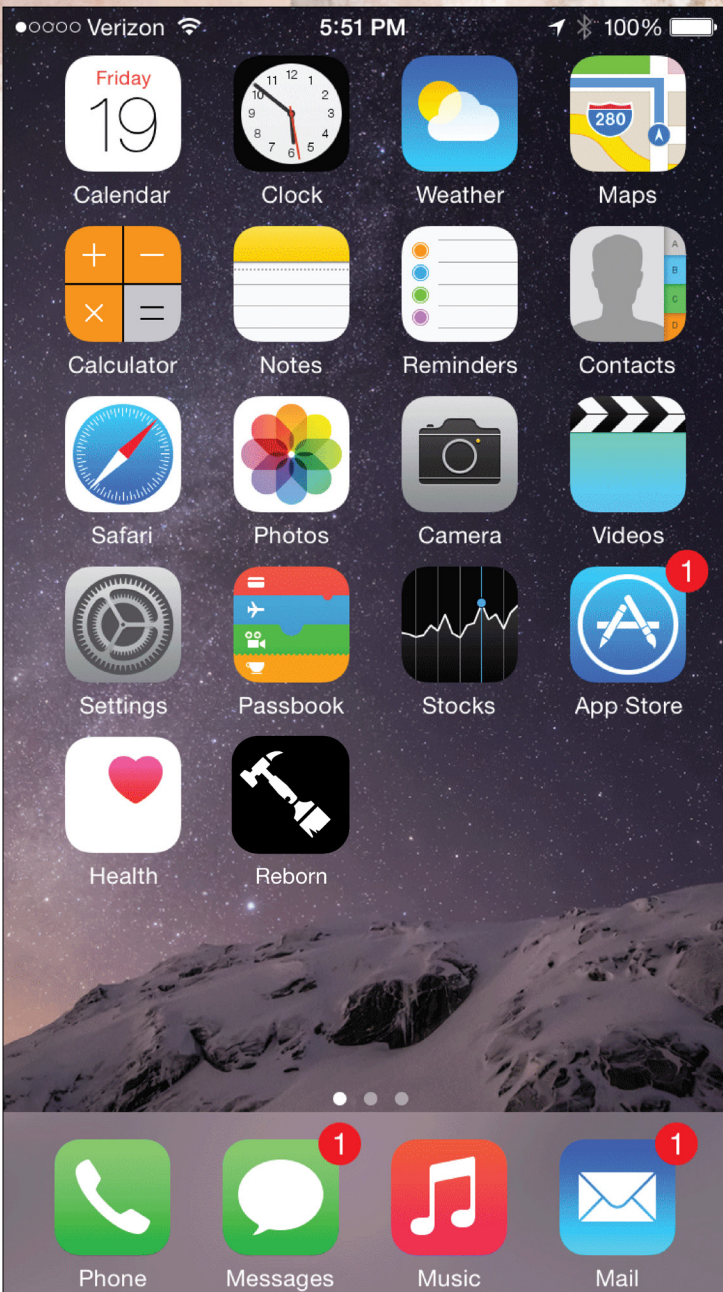
Black

CMYK: 100 100 100 100

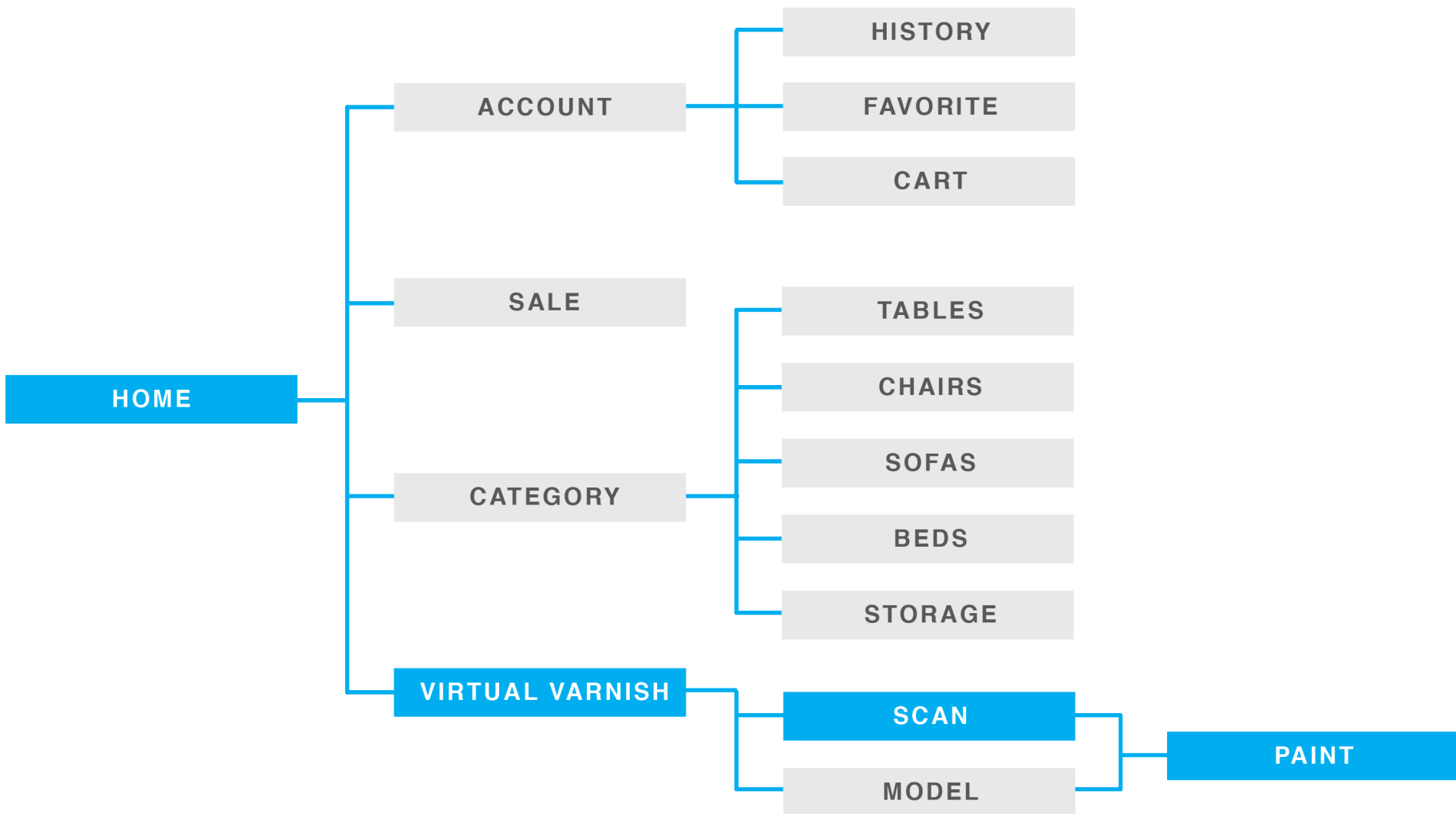
RGB: 0 0 0

HEX: 000000





IT Map



Lawerance



Male
26 years old
International student
Single

“ I do not have too much money to buy new furniture, but I do not like old and dirty furniture.”

Chiara



Female
24 years old
Animator
Single

“ Playing with DIY furniture has lots of fun, and it also shows my personal style “

Brian



Male
30 years old
Office worker
Married

“ I am going to furnish my new home, but I do not have much money“

Interface Example

1. The black one looks so simple, so users will focus on the text, and getting what they want easily. And I will try to use sharp color to lead users eyes step by step.

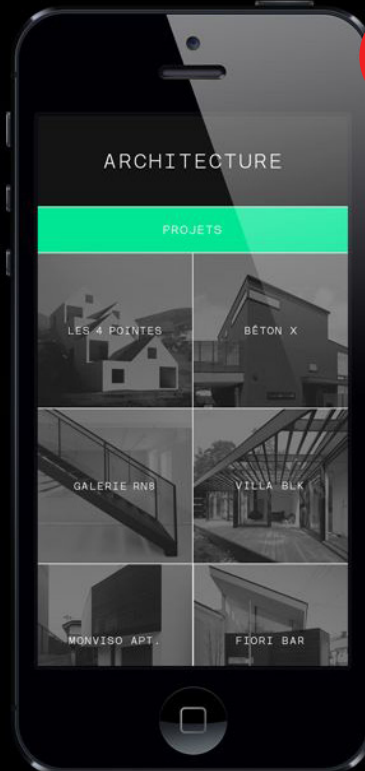
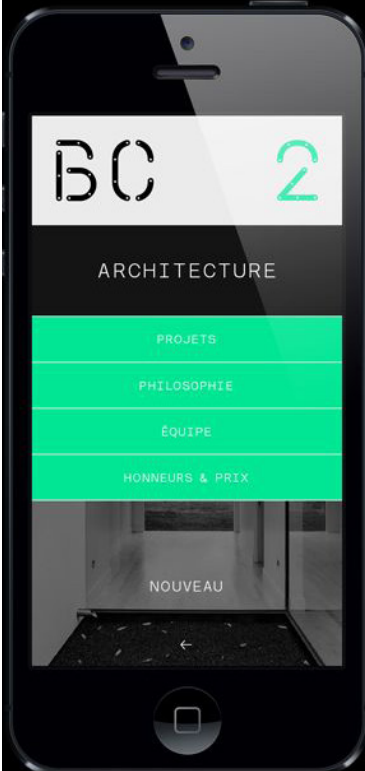
2. I love this interface because it looks so clean, using white space to pop out their product, and also making good photo shoot. Their list has picture as background, so users can easily know what it is.

3. The purple one, I want to make a animation like purple one. When users swap to right, and the box will flip on right.

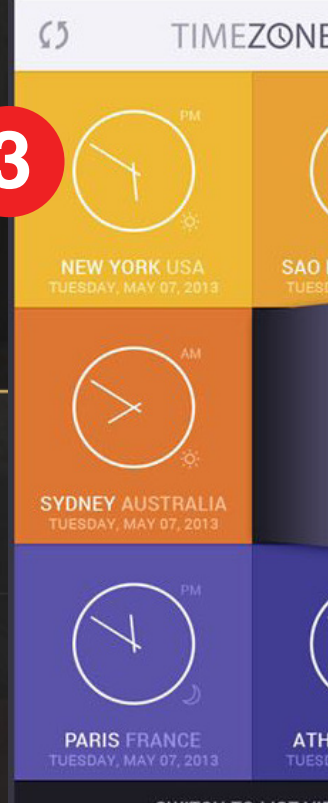
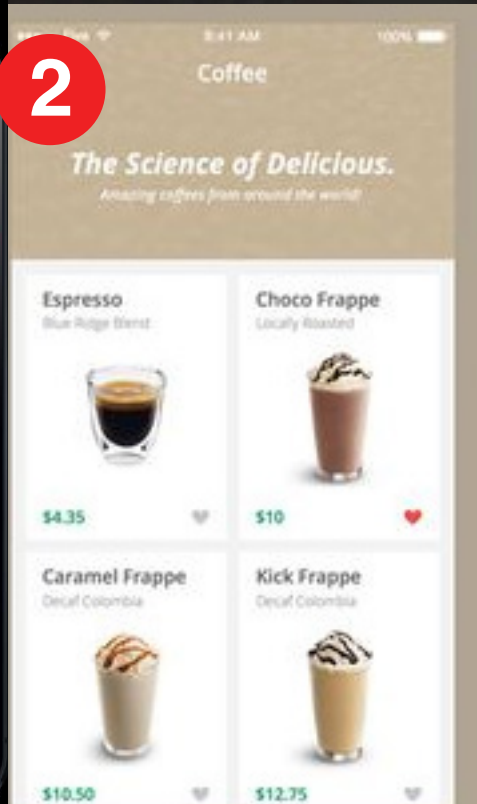
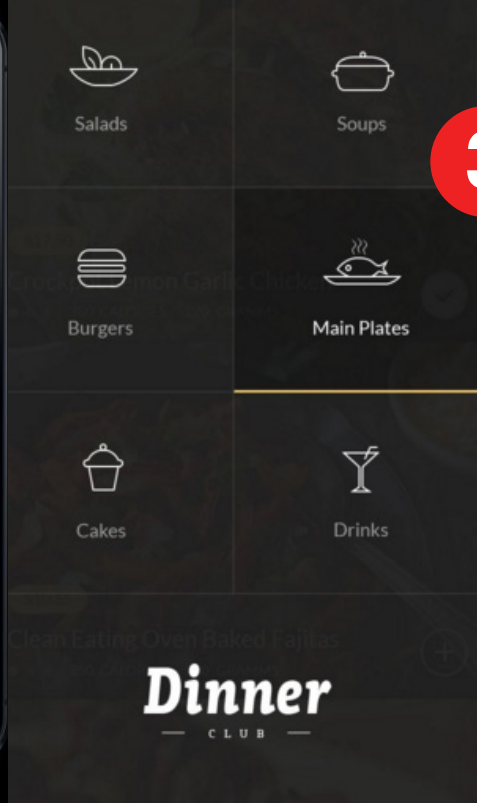
1



2



3



Scenario 1

Lawerance



Male

26 years old

International student

Single

“ I do not have too much money to buy new furniture, but I do not like old and dirty furniture.”

Lawerance wants to buy a chair because his chair was broken by his roommate, so he is looking at a beautiful and used chair.



Scenario 2

Brian



Male

30 years old

Office worker

Married

“ I am going to furnish my new home, but I do not have much money“

Brian is a office worker, and he just married for three month, and he trys to repaint his old table, so he wants to use varnish feature to make his table a new look.

HOME

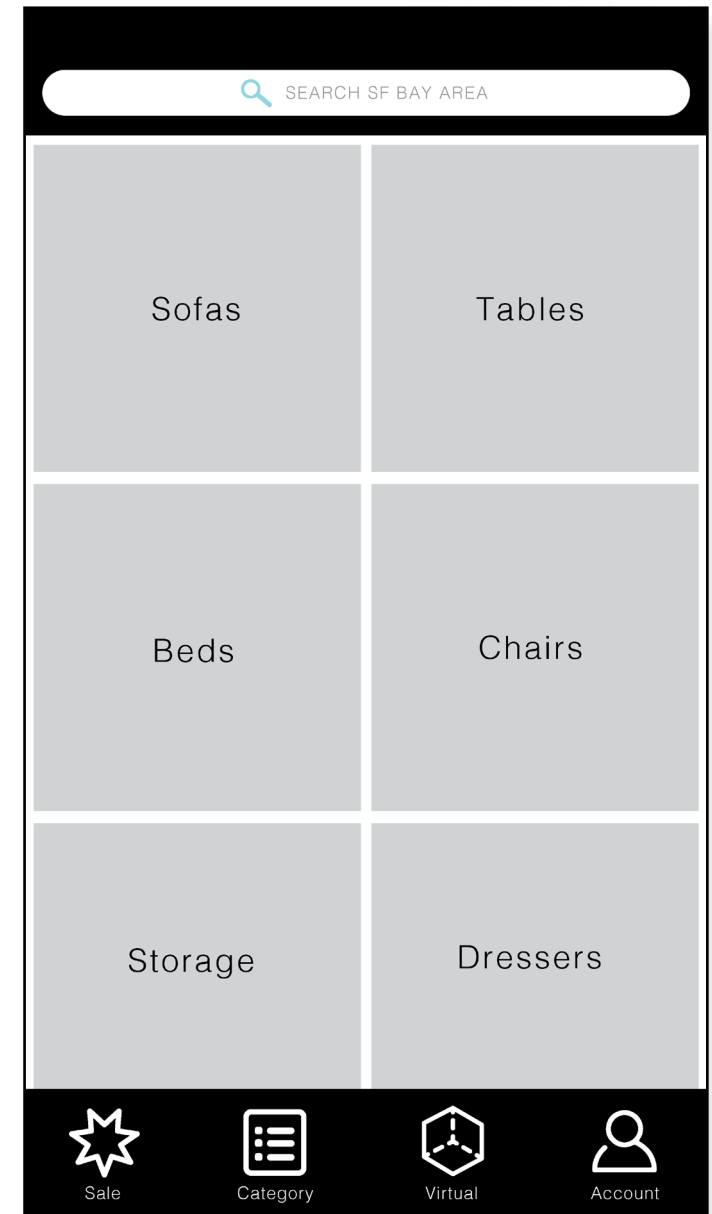
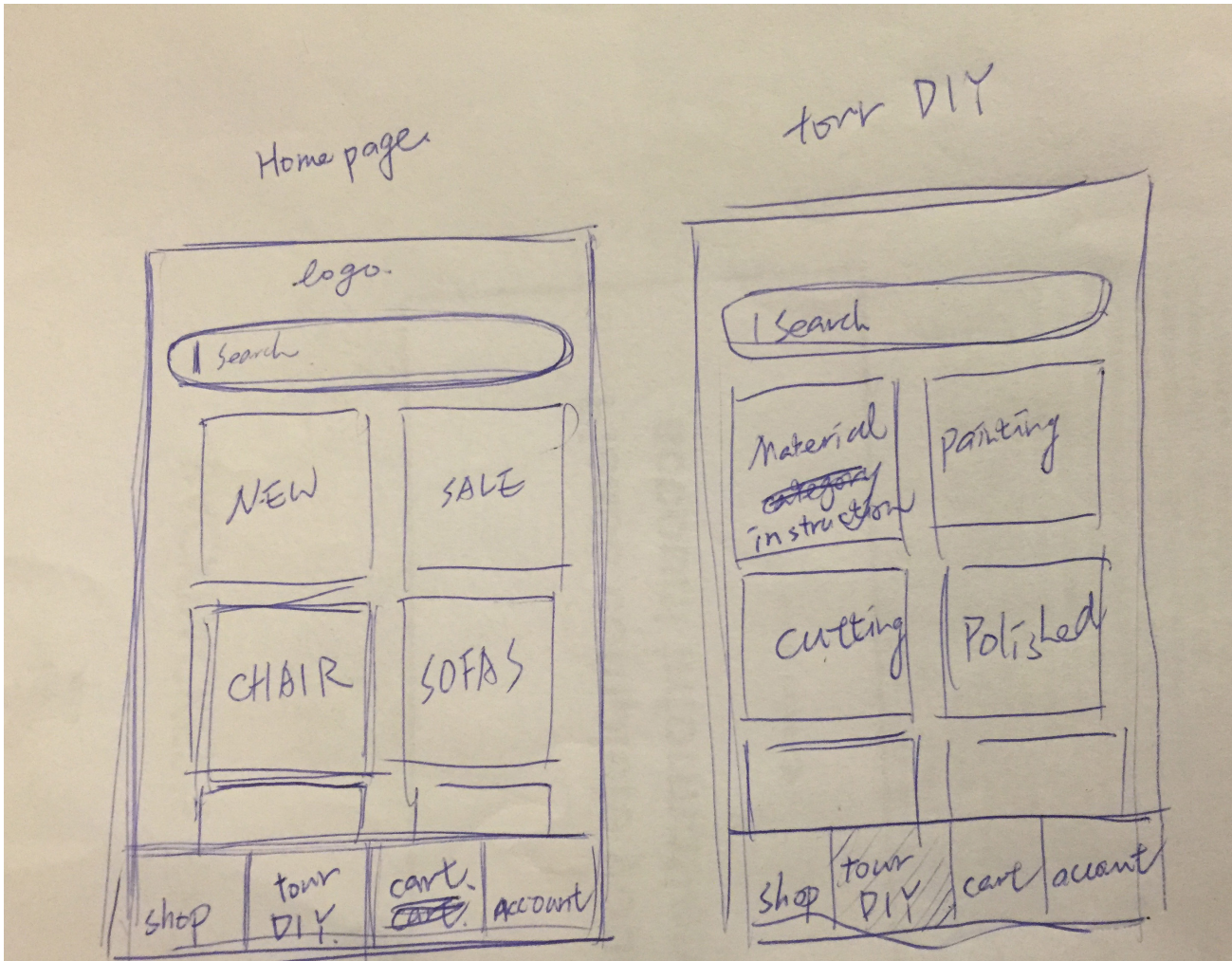
VIRTUAL VARNISH

SCAN

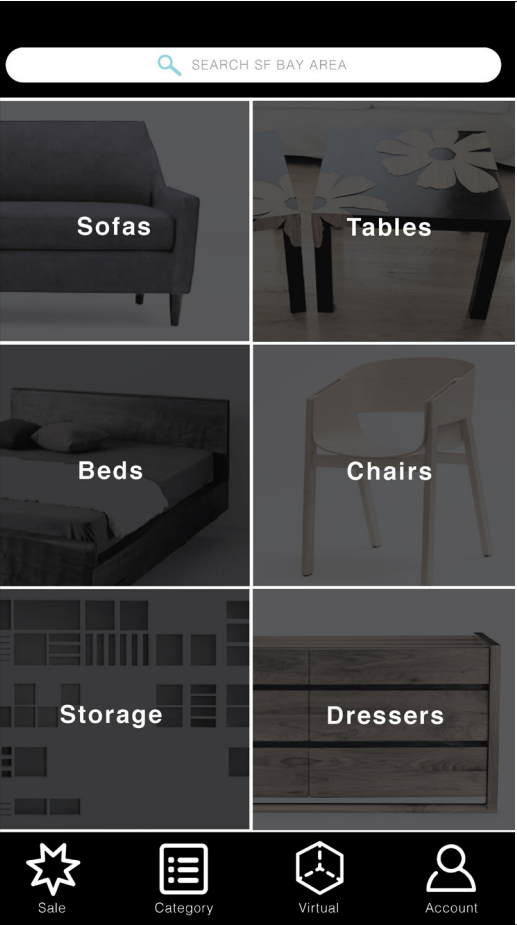
PAINT

Wireframe

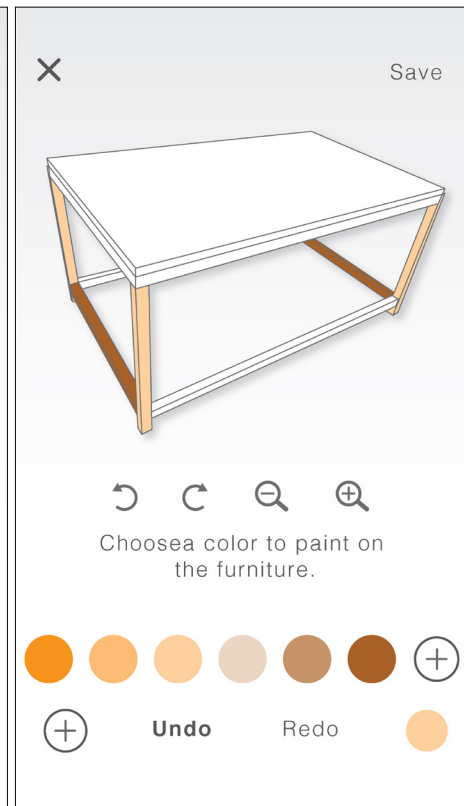
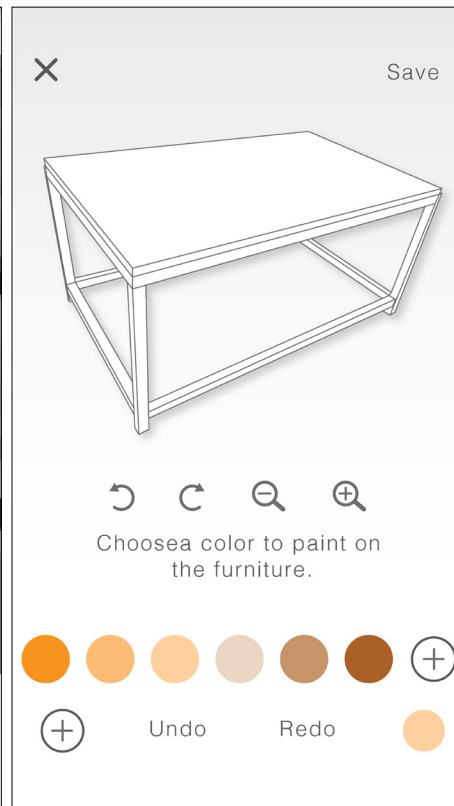
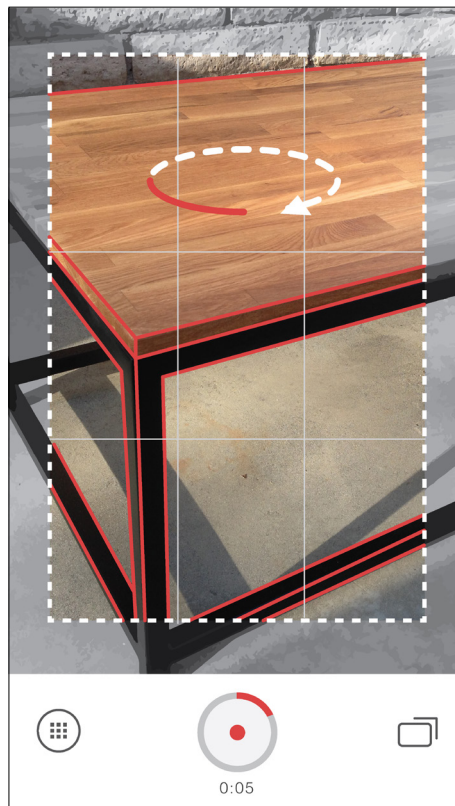
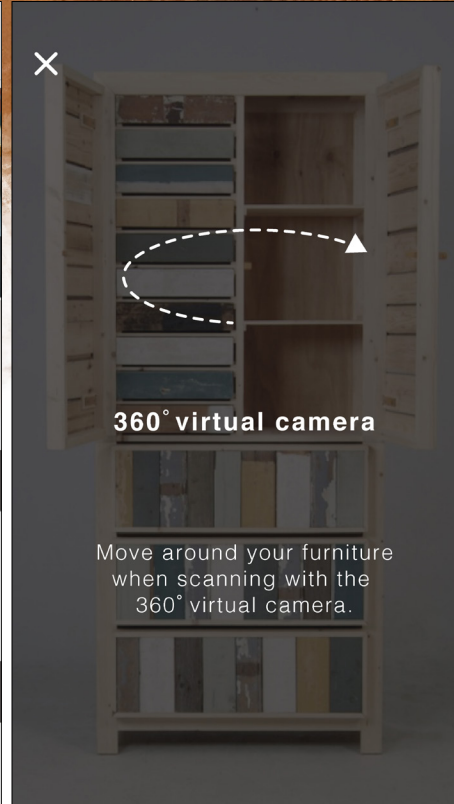
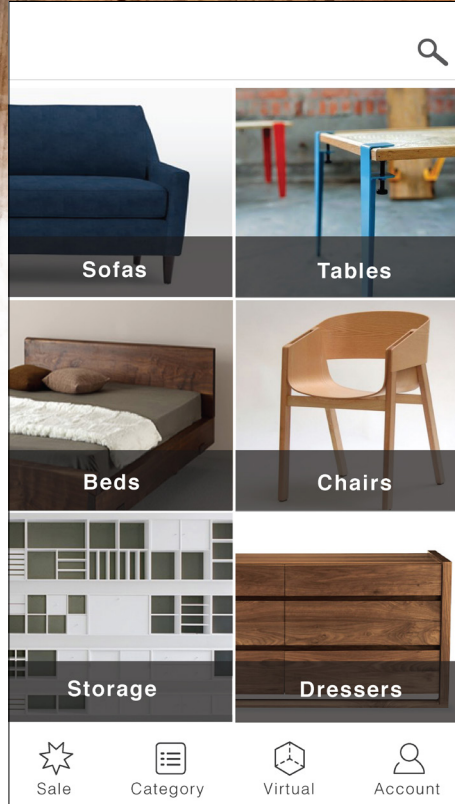
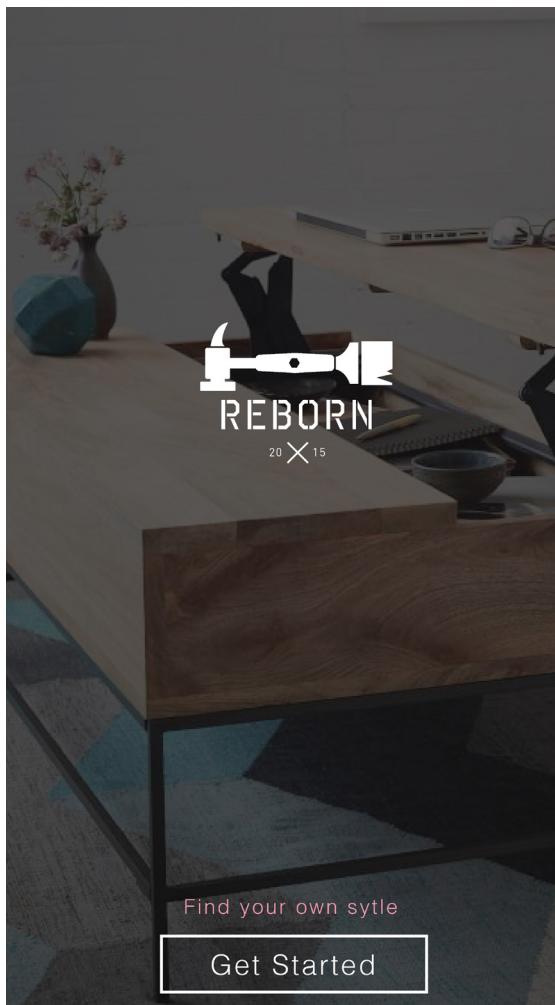
Homepage Sketch



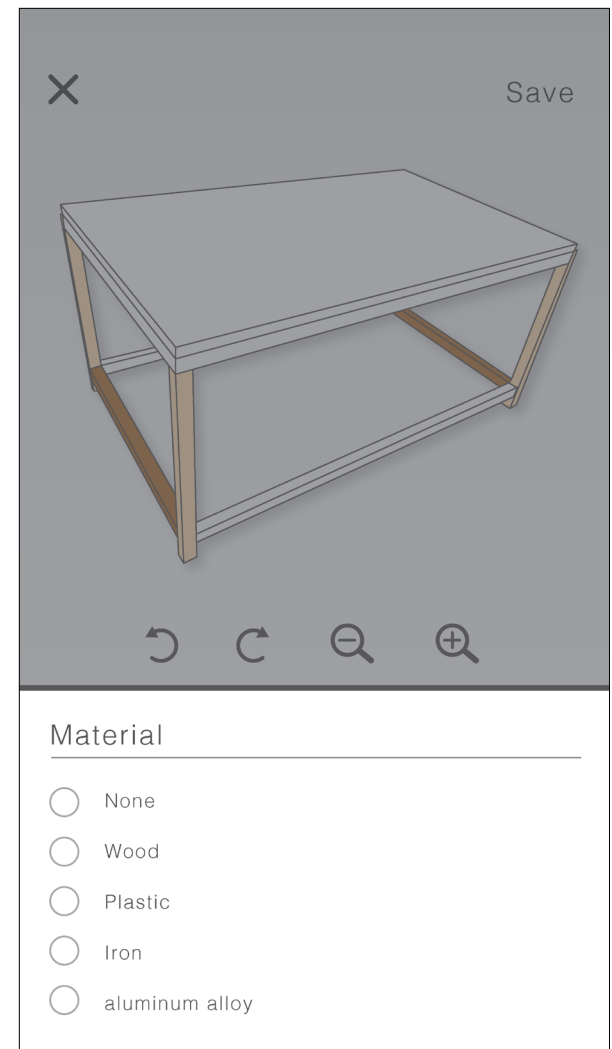
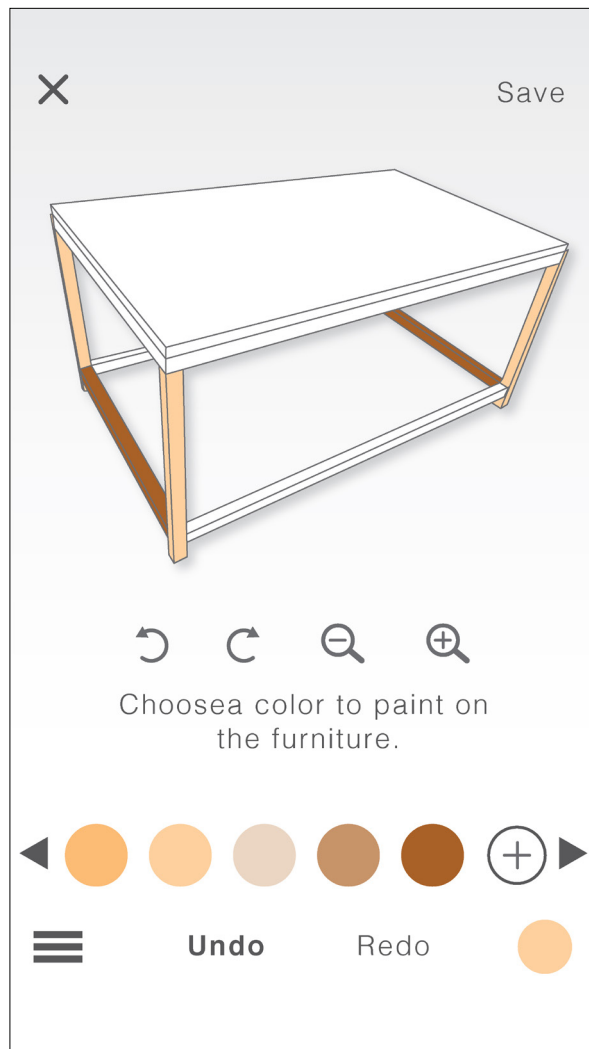
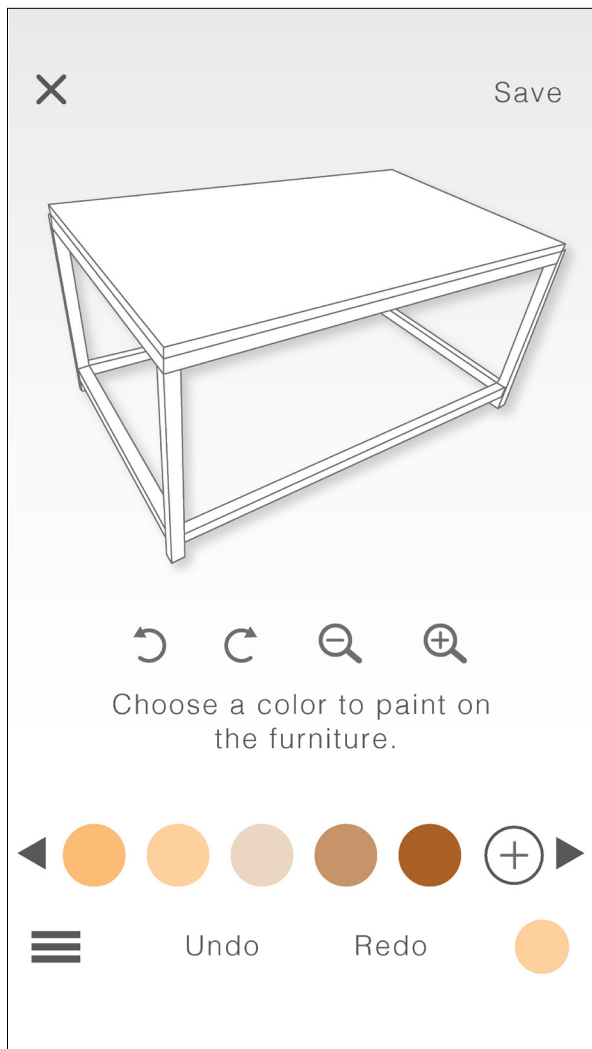
Wireframe App 1



Wireframe App 2



Wireframe App 3





About Us

Reborn is an application to help people to get beautiful and used furniture without too much money, and teaching users how to create their personal style furniture

How It works

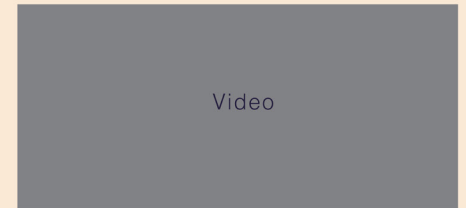
Video



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How It works



Our Team



Leah Busque
Founder + CEO

The vision for revolutionizing how work gets done led Leah Busque to pioneer the concept of "Service Networking," forging a leading role in the Collaborative Consumption movement. Since bootstrapping TaskRabbit in 2008, Leah has expanded the company internationally, raised nearly \$40 million in venture funding, and inspired legions of startups to launch in the Collaborative and Service Networking space. [Read more](#)



Stacy Brown-Philpot
Chief Operating Officer

A passion for the convergence of operational, analytical, and strategic execution inspired Stacy Brown-Philpot to join TaskRabbit, where she applies her considerable experience to scaling and expanding the marketplace. Before taking the operational helm at TaskRabbit, Stacy served as Entrepreneur-in-Residence at Google Ventures, lending strategic expertise to the firm's portfolio companies. Prior to that, she spent nearly a decade leading global operations for Google's flagship products, including Search, Chrome, and Google+, and serving as Head of Online Sales and Operations for Google India. [Read more](#)



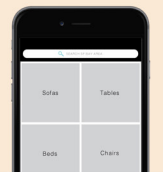
John Vars
Chief Product Officer

Chief Product Officer, John Vars, brings to TaskRabbit more than 15 years of technology experience and a passion for creating amazing user experiences. He leads the product, engineering and design teams responsible for building and optimizing the TaskRabbit experience. Prior to joining TaskRabbit John founded Dogster, a portfolio of premium pet properties that was acquired by Sony Media in 2011. At Sony Media, John served as VP of Product building the award-winning publishing platform, Tempest, and growing Sony's stable of top media brands. [Read more](#)

Download Our App

This is for people who live temporarily and international student that they do not want to buy new furniture. But they all need furniture in their home, so used furniture will be their first choice.

Every home all need furniture, and it's great when you can get something that expresses your personal style without breaking the bank. This collection of projects will help you find awesome furniture to perfectly fit your space, and make it look like you do your home shopping at upscale galleries and design houses.



Help

- Help + Info
- Order Status
- Payments
- Shipping
- Returns
- Contact Us

Quick Links

- Gift Cards
- Brands
- Work @ Urban
- Shop Europe



Sign up for email

Email

Gender

By entering your email address, you agree to receive email newsletters, offers, promotions, and other communications from us. You may unsubscribe at any time.



John Vars

Chief Product Officer

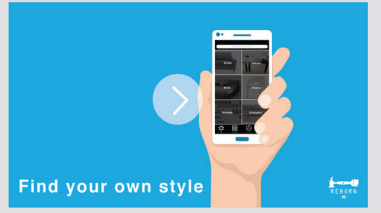
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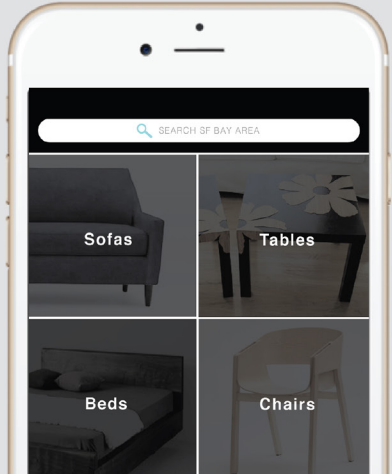
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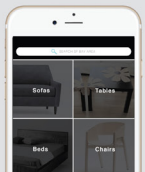
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Help

- Help + Info
- Order Status
- Payment
- Shipping
- Returns
- Contact Us

Quick Links

- Gift Cards
- Brands
- Work @ Urban
- Shop Europe



Find a Store
[Store Locator](#)

Sign up for email

By entering your email address, you agree to receive Urban Outfitters offers, promotions, and other commercial messages. You may [unsubscribe](#) at any time.

Help

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- Shipping
- Returns
- Contact Us

Quick Links

- Gift Cards
- Brands
- Work @ Urban
- Shop Europe



Find a Store
[Store Locator](#)

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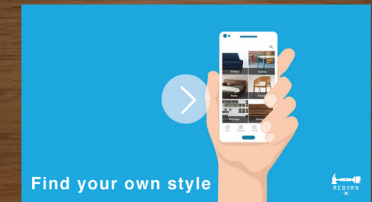
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About Us

Reborn is an application to help people to beautify used furniture without spending too much money, and to teach users how to create their personal furniture style.

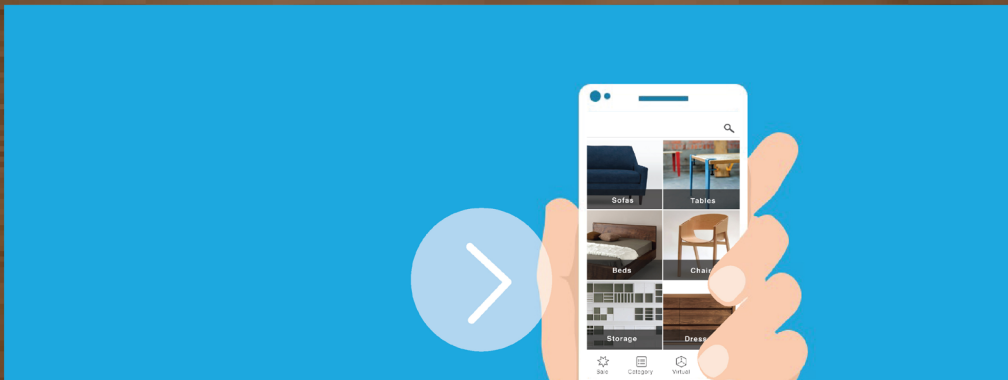
How It works



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Our Team



Eric Yu
Founder & CEO

The vision for revolutionizing how work gets done led Eric Yu to pioneer the concept of "Service Networking," forging a leading role in the Collaborative Consumption movement. Since bootstrapping Reborn in 2015, Eric has expanded the company internationally, raised nearly \$60 million in venture funding, and inspired legions of startups to launch in the Collaborative and Service Networking space. [Read more](#)



Johnny
Chief Operating Officer

A passion for the convergence of operational, analytical, and strategic execution inspired Johnny to join Reborn, where he applies his considerable experience to scaling and expanding the marketplace. Before taking the operational helm at Reborn, John served as Entrepreneur-in-Residence at Google Ventures, lending strategic expertise to the firm's portfolio companies. Prior to that, he spent nearly a decade leading global operations for Google's flagship products, including Search, Chrome, and Google+, and serving as Head of Online Sales and Operations for Google Asia. [Read more](#)



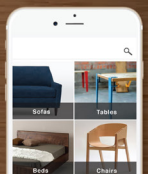
Emily Chen
Chief Product Officer

Chief Product Officer, Emily Chen, brings to Reborn more than 10 years of technology experience and a passion for creating amazing user experiences. She leads the product, engineering and design teams responsible for building and optimizing the Reborn experience. Prior to joining Reborn Emily founded Dogster, a portfolio of premium pet properties that was acquired by Say Media in 2013. At Say Media, Emily served as VP of Product building the award-winning publishing platform, Tempest, and growing Say's stable of top media brands. [Read more](#)

Download Our App

Students and others who live in temporary housing may not want to buy new furniture. But we all need furniture in our homes, so used furniture is often a great and economical choice.



Every home needs furniture, and it's great when you can get something that expresses your personal style without breaking the bank. The collection of projects here will help you find awesome furniture to perfectly fit your space, and make it look like you do your home shopping at upscale galleries and design houses.

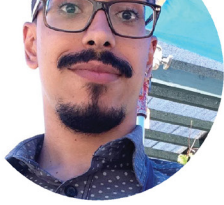


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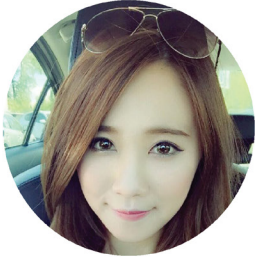
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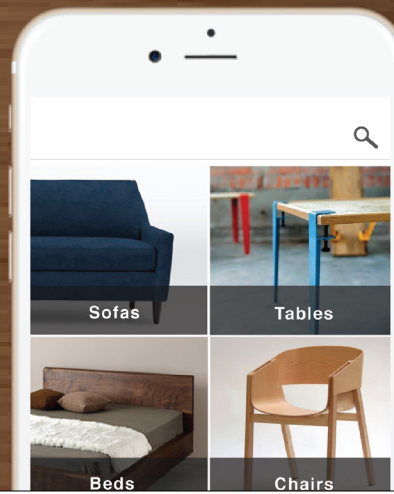
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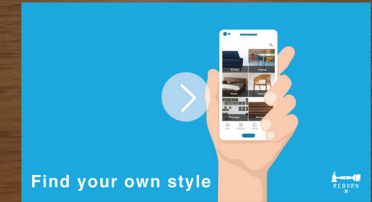
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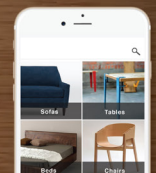
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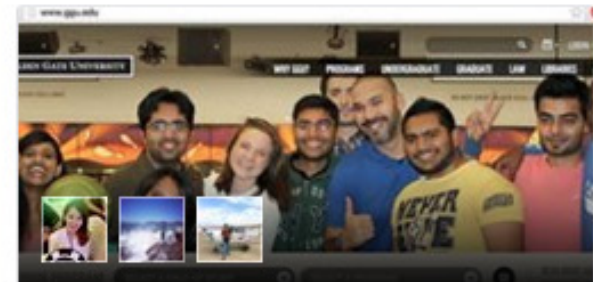
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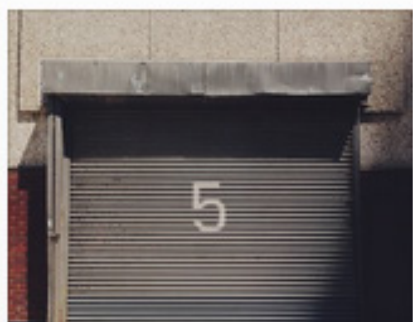
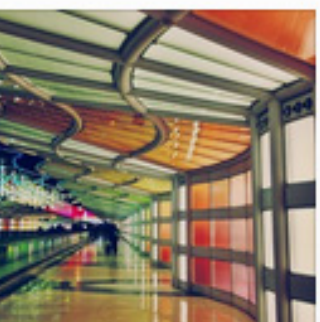
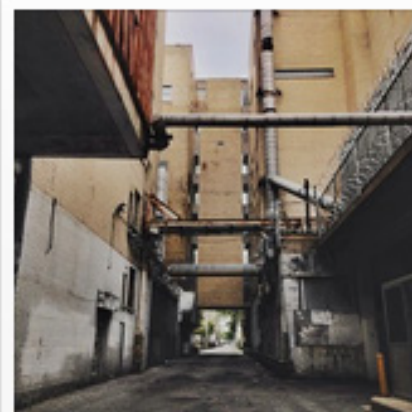
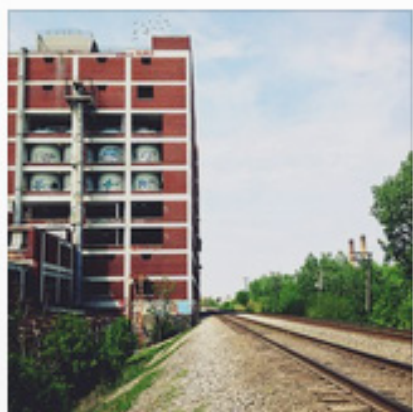
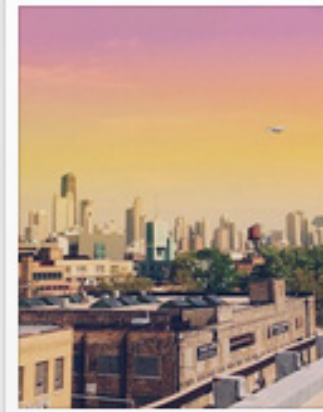
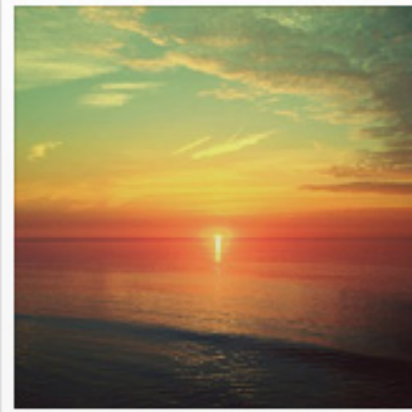
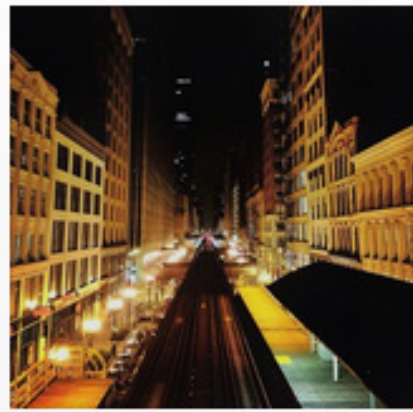
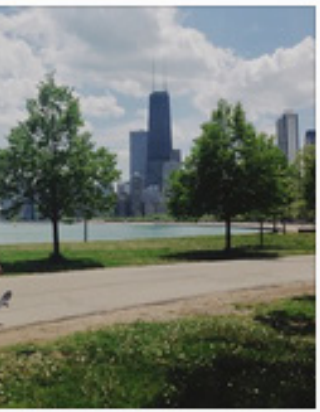
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