

## Online Clothing Rental Application for Web and Mobile Users

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### ABSTRACT:

Web design is defined as “the art and process of creating a single Web page or entire Web sites and may involve both the aesthetics and the mechanics of a Web site’s operation although primarily it focuses on the look and the feel of the Website- the design elements. Consumers who have got used to a very disposable fashion-based economy where they are used to buying clothes every couple of months are now looking to be able to change clothes every couple of days – or even every day. Younger consumers would be likely to embrace the idea as they were already used to the “sharing economy” through the success of companies.

**KEYWORDS:** online clothing; e commerce; products; shopping cart

### I. INTRODUCTION:

An online dress rental portal is more than just a fashion company. It is more of a technology company that is reinventing retail. The business model is based on partnerships with top designers and agencies to give its audience access to their newest outfits and accessories. As a dress rental website owner, you will rent out items for up to a week and charge a certain percentage of the retail price as the fee. The rental fee charged covers dry cleaning and other minor expenditures. When the order is placed, the product will be dispatched from company’s inventory with pre-paid pre-addressed package to return the item. There should also be the provision of holding an extra amount as insurance during the rental period to cover any sort of accidental damage.

Most of these dress rental websites cater to a specific geographical area and thus it would be wrong to consider them as competition of your dress rental portal. Now that we are done with the business model and top online dress rental marketplaces. As just mentioned, your online dress rental platform is more of a technology business, thus its website should be loaded with lots of interesting features. Let’s start with the homepage and highlight the elements that can make it highly conversion-focused and engaging.

### II. LITERATURE REVIEW:

The homepage should focus on two important things that target customers care about, viz. discovering and renting dresses. The homepage should also have a neat design with a mindful use of the white space. The homepage should not be lengthy and carry only the most important sections. Here are the most prominent ones:

**Banner:** You need to add a pinch of innovation in the homepage banner by adding two conversion elements. One should take visitors to How It Works page, other should start the dress booking process instantly. Keep in mind to use an image and a website message for the banner area to make it look more attractive.

**Most popular styles:** Some designers and dresses would obviously be a hit amongst women. They should be smartly displayed on the homepage in a slider to get visitor’s attention. Below-the-fold area should be idle to place this section. In addition to images of dresses, the section should also display:

**Clothes hiring sites** – we all know the drill. You temporarily hire a piece of clothing from a website, wear it and then send it back after a short period of time. Although fashion subscription services are nothing new, Unlimited provides heightened flexibility and lengthened timelines. This grants users a unique experience, one that will help it overtake competition.

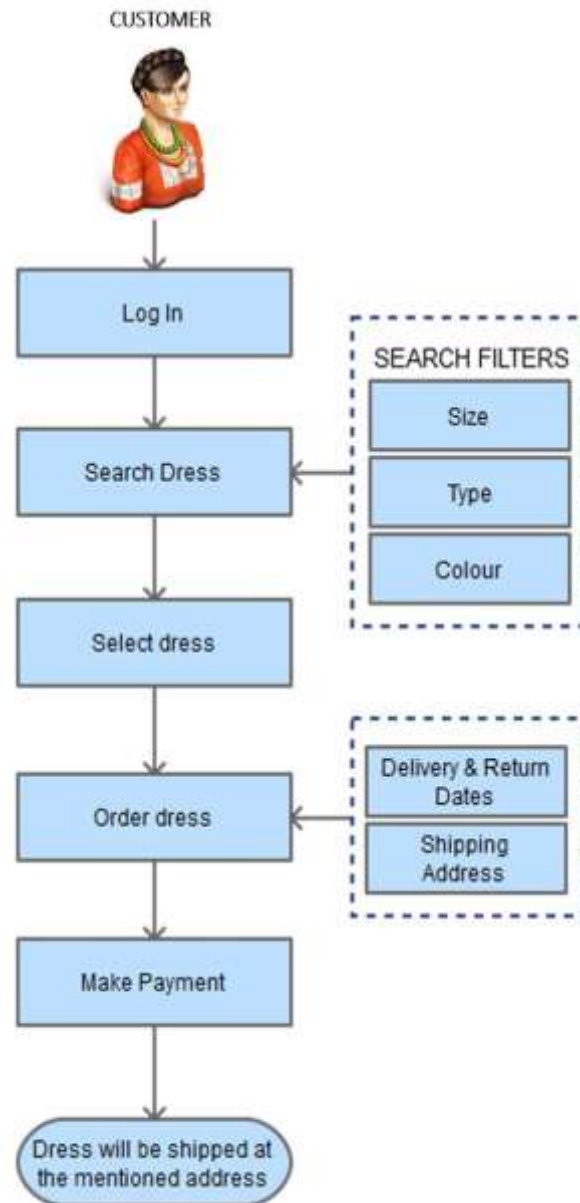


Figure 1

- Dress name
- Designer name
- Rental price
- Add to favorites option

There should also be an option to view all the dress for quick scrutiny.

**Season Styles:** The homepage should feature another eye-catching section that introduces the visitor to season's flavor. There should also be a dedicated page for this feature that lists the season collection along with filters in a side panel to tailor results.

In addition to that, to turn visitors into buyers or at least registered users, you can offer some discount on their first purchase. To make sure that they get to know about it, you can display a pop-up that highlights the discount & registration link as a user lands on the homepage of your dress rental website. This is something most ecommerce stores are doing nowadays to get user registrations and establish communication through email even if visitor doesn't place an order.

**Dress pages:** Item pages of your dress rental website should be an inspiration for ecommerce stores, as well as users. They should be highly informational with zero clutter. From renting process to image reviews, everything has to be organized with great UX in mind. It would be best if we cover the dress page one section at a time.

**Rental form:** The process of reserving a dress should be super quick. Users should be asked their zip code, size, delivery date – and the initial process is done. Besides the Reserve button, there should be following value added options should be featured in the section:

- Stylist notes: Details about product being in trend.
- Size and fit: Size guide table
- Product details: Technical details about the product
- Share: Share product on social networks.

“With Unlimited, we are putting the closet in the cloud and allowing women to experience and cycle through thousands of designer looks for their everyday work and **weekend** . “Your closet no longer has to be a graveyard for questionable purchases and bad trends. Unlimited provides the variety and quality that the modern woman’s wardrobe requires, allowing her to have fun with fashion without the commitment of purchase.”

If a member loves an item they rented on Unlimited and wants to make it a permanent part of their wardrobe, she has the option to buy the item at a discounted price.

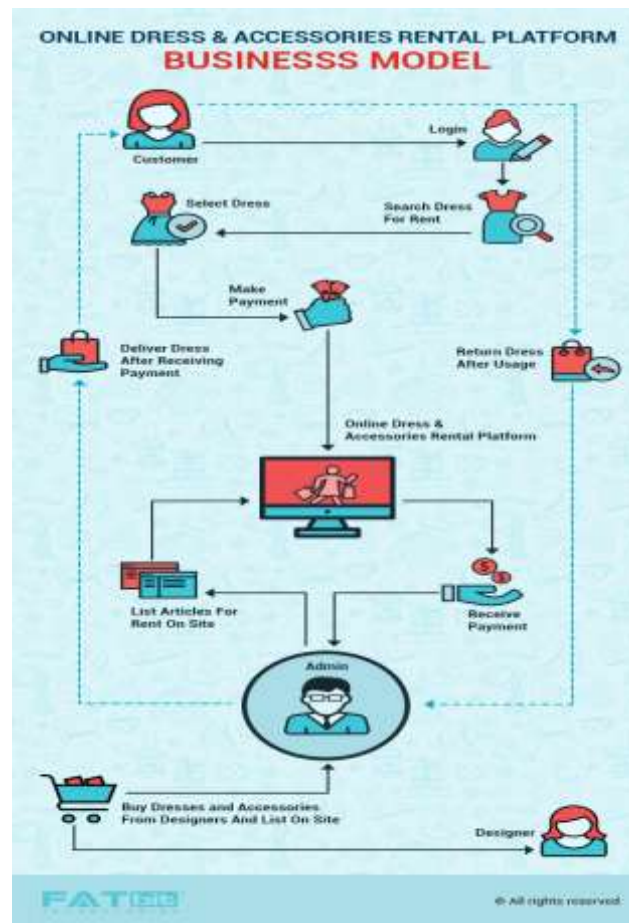


Figure 2

### III. METHODOLOGY:

**Dress Images:** Like most online stores dealing in clothes, your website should make provision of high-quality images worn by models. But you shouldn’t stop there. Beside the product images with great zoom, it should also have a place to display customers’ photos.

Fetches from reviews, these images would help women see how a dress really looks. Implementing such competitive features will make your dress renting clone website valuable to users.

**Review system:** The rating and review system should be implemented in such a way that let users easily discover relevant reviews. Here are a few things to implement to ensure that, as well as deliver a rich user experience:

- Match My Size filters like size, height and bust
- Commenter details like age, body type, and height
- Fit review and photo sliders

**Recommendations section:** Sometimes, just one dress is not enough. That's why your website should add 'You may also like' section just below the product details. From design to its implementation, everything should be right with dress recommendation feature.

**Up selling:** A dress needs accessories to complete the look and that's exactly why you should feature a 'Complete the look' section on the dress page that suggest the supplementary accessories.

**Pro tip:** Make sure your dress rental script comes with the up selling feature.

## Navigation

On the main navigation bar there should certainly be tabs for main product categories like Dresses, Clothing, Occasions, and Accessories that leads users to the selected product category page. Other than that, following tabs can also be displayed to make the section more rich:

- Subscription (link to subscription plans offered by the website)
- Designers
- Stores

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