

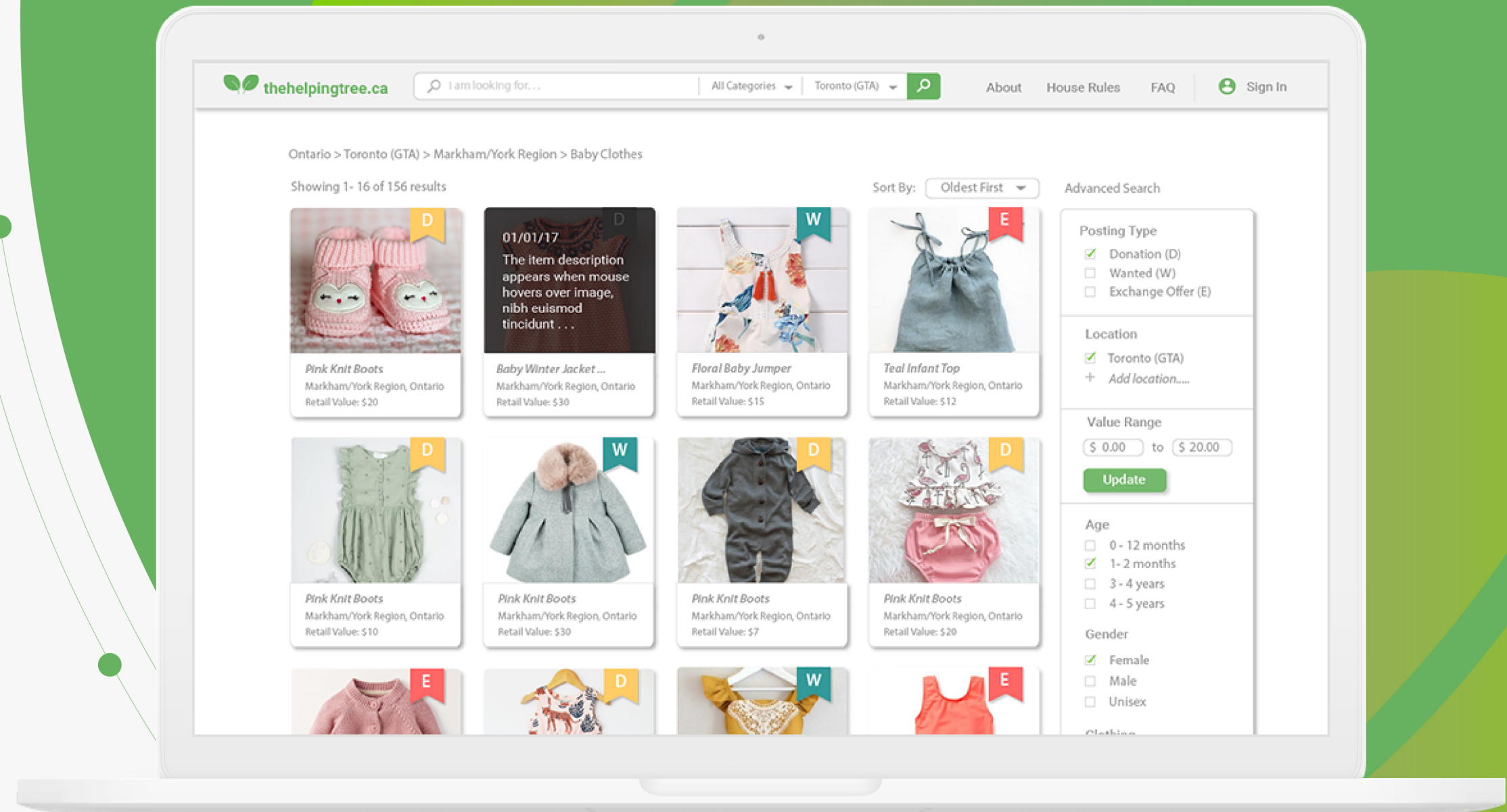
ONLINE COMMUNITY

Donate and trade
gently-used children's
clothing & products.

From one family to
another.

 **thehelpingtree.ca**

Website Concept & Mockups



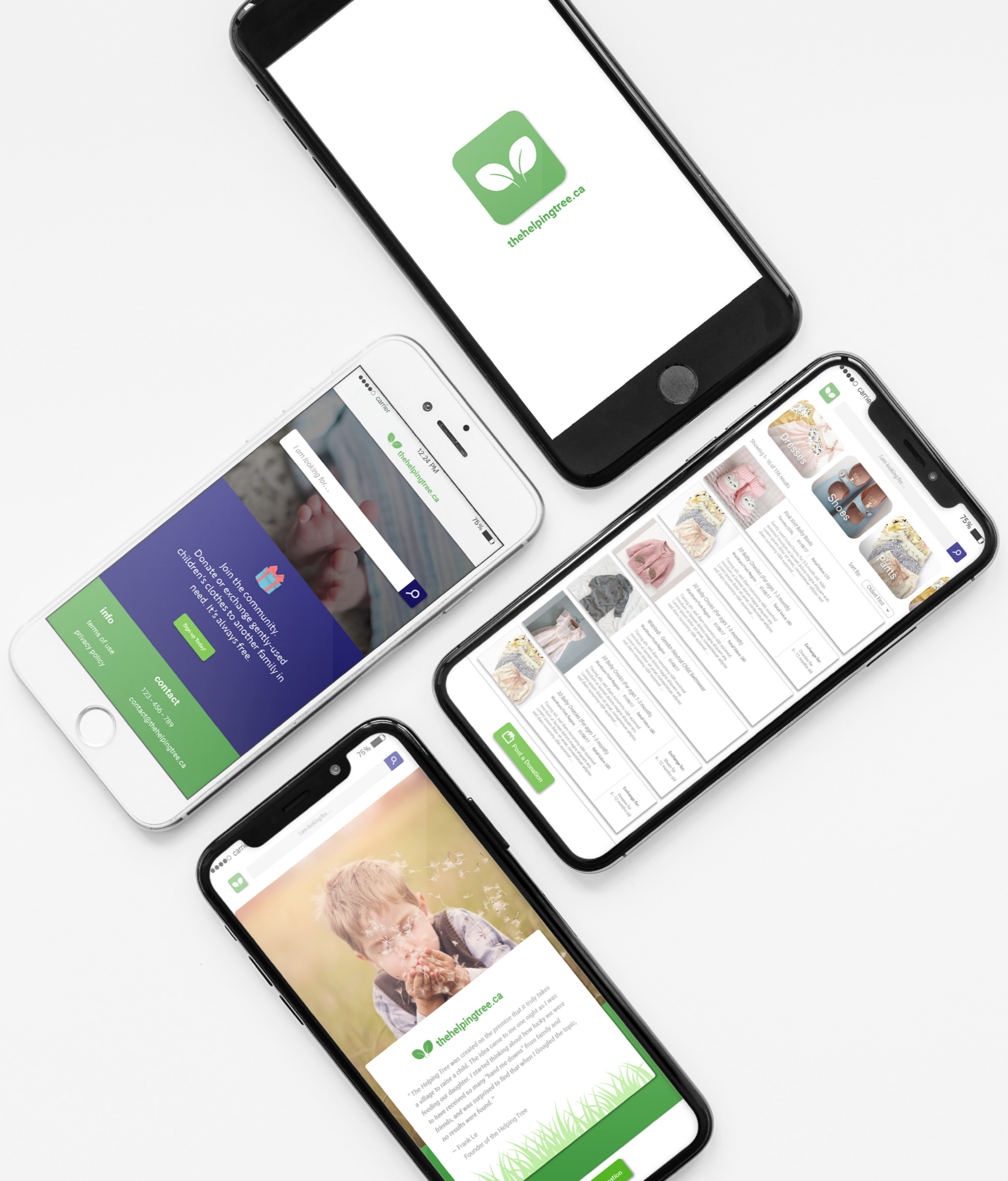
01 About



The Helping Tree is an online advertising service for donations and trading of gently-used children's clothing. Organized by city and urban region, the Helping Tree operates as a centralized network for families to help one another.

Keywords:

- Family-friendly
- Welcoming
- Bright
- Fresh
- Clean
- Simple



Strengths & Goals

- **Genuine Connection**
Why donate to an anonymous box, when you can donate directly to a family that needs it.
- **Feels Great to Share and Give**
- **Money Taken Out of the Equation**
- **Unique Idea (Googled the topic, no results were found)**
- **Accountability Between Parents**
No one wants things that actually belong in the garbage.

03

Key Actions & Site Map

What are the Key Actions?

- Upload donation listings
- Search donation listings
- Contact donator and negotiate a trade or gift

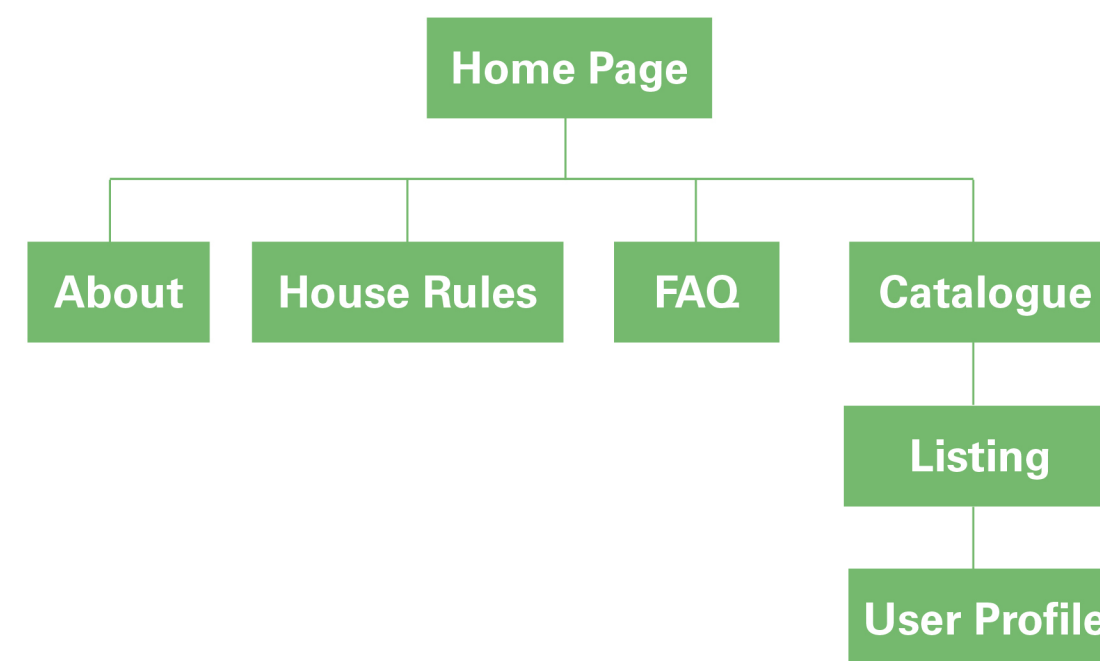
Target User Demographic:

- Mothers and fathers with growing children

What are the User Goals?

Share, exchange, or give away gently-used baby/child/toddler clothes with another family who may be at a different stage in their children(s) development.

Site Map of Key Pages



Typography & Colours

Font

ROBOTO, REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

UNIVERS, 55 OBLIQUE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

UNIVERS, 55 BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

UNIVERS, 65 BOLD OBLIQUE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Example:

Heading

Typeface: Univers, Bold
Font Height: 20 pt.
Leading: 26 pt.

Body Text

Typeface: Roboto, Regular
Font Height: 16 pt.
Leading: 19 pt.

HEADING/ SUB-HEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

Typefaces: Roboto
Univers

The sans-serif typefaces of **Univers** and **Roboto** offers many different weights and variations with a visual sensitivity between thick and thin strokes. Modern, yet approachable and emotional in nature both Roboto and Univers will compliment the vivid colours and playful images of children’s clothing on the website.

Font



A playful color palette of green and purple is chosen to set the atmosphere of the website.

Green is a colour of nature and symbolizes growth, harmony, freshness, and fertility. In addition, Purple represents meanings of ambition, creativity, and magic (just to add a touch of whimsical).

05 Logo & Icons

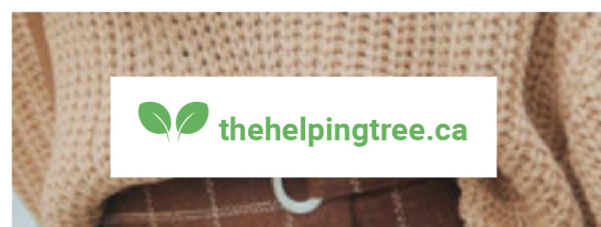
The Helping Tree Logo

Full logo must be displayed in the colour of **#67B260** when possible. Variations of logo are available for mobile and tablet display.



When displaying logo on colourful or busy backgrounds, logo must be displayed within a white box with a minimum of 0.5x (x=font height) spacing around all sides.

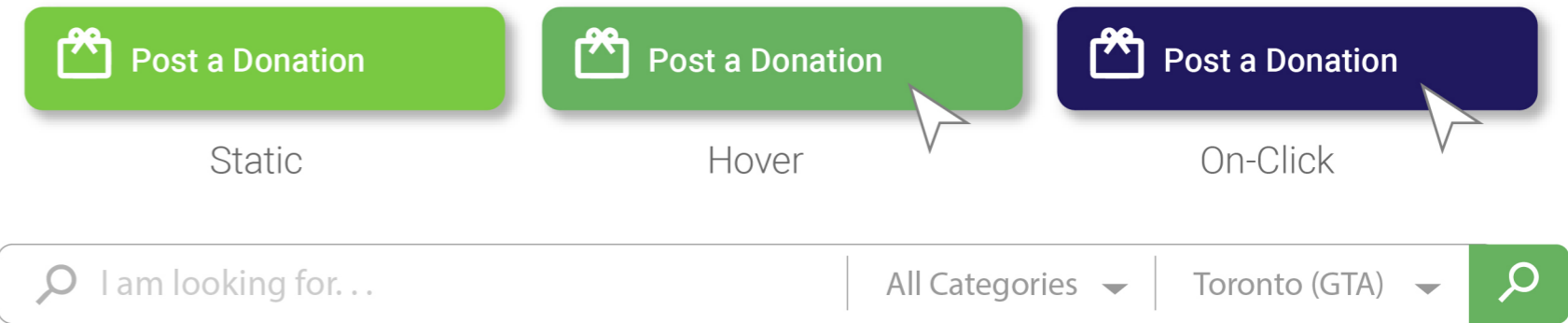
Example:



Buttons & Icons

Simple buttons and icons with soft edges. Colours must stay within specified colour scheme.

Example:



Illustrations & Graphics

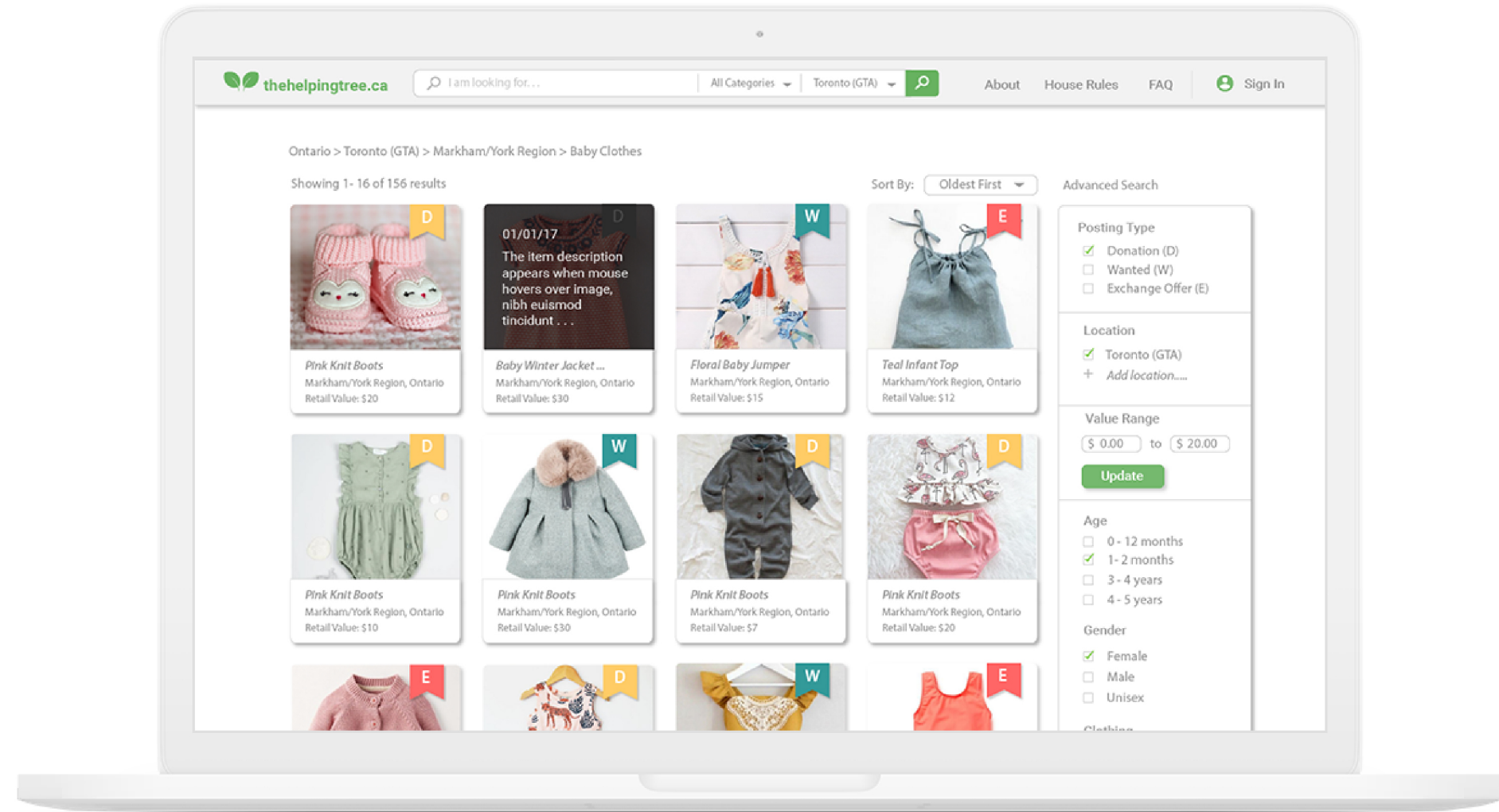
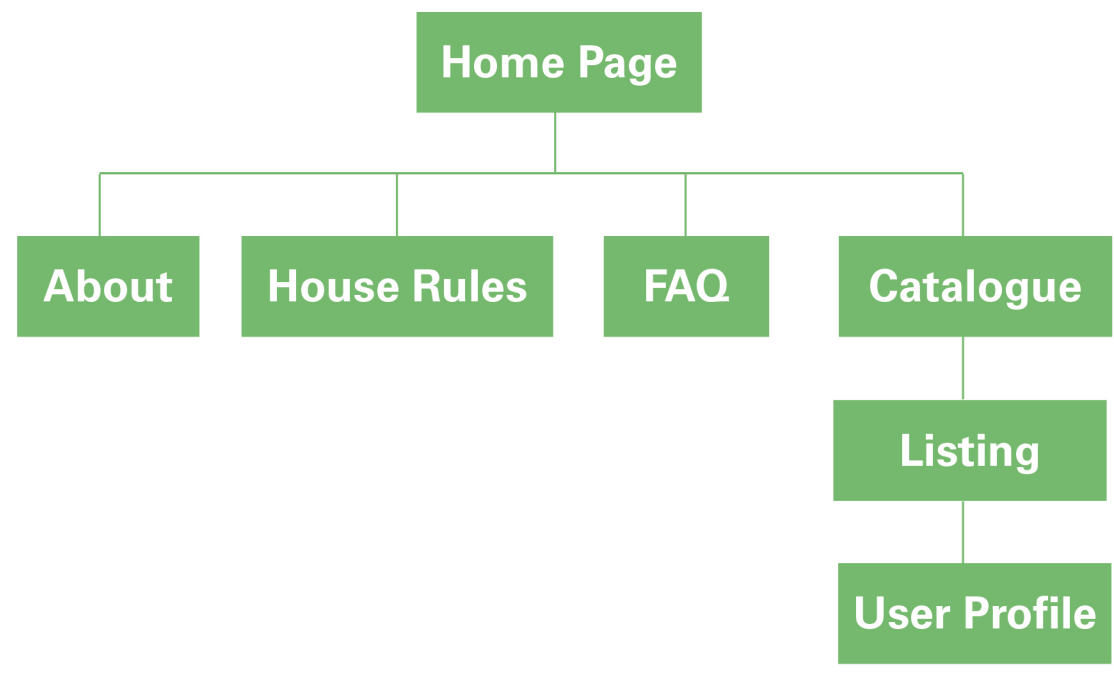
Simple illustrations with flat colours, subtle gradients, and soft shadows.

Example:

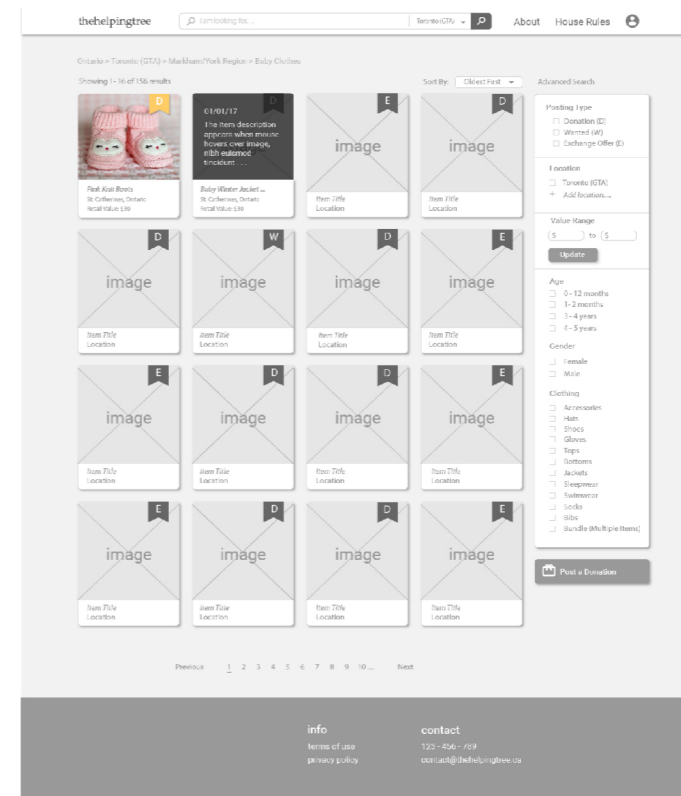
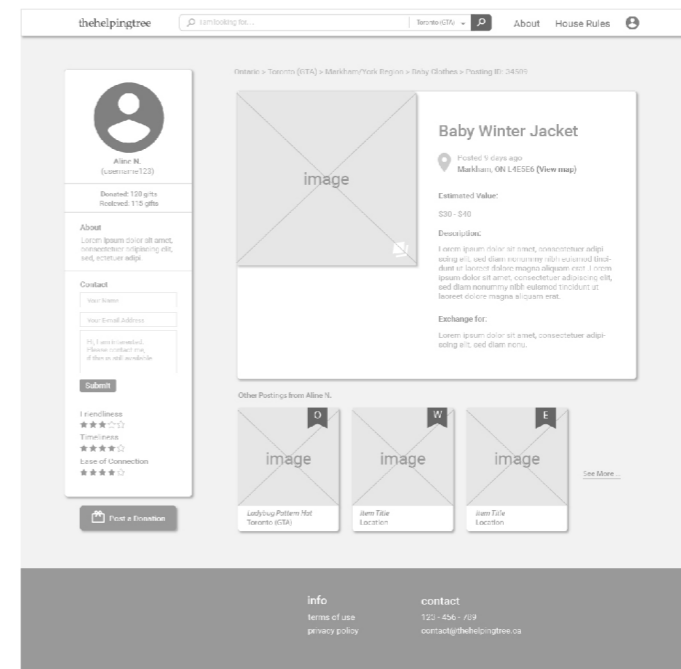
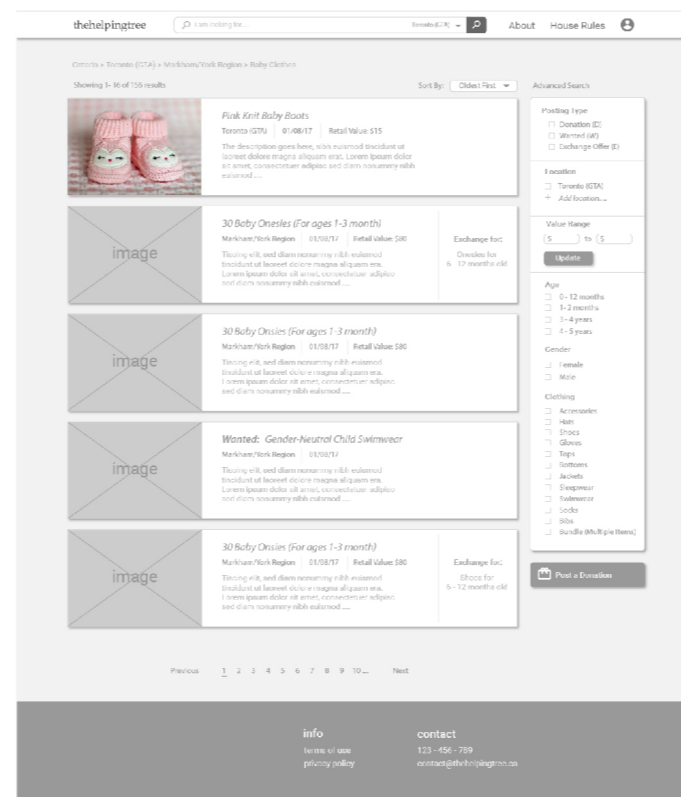
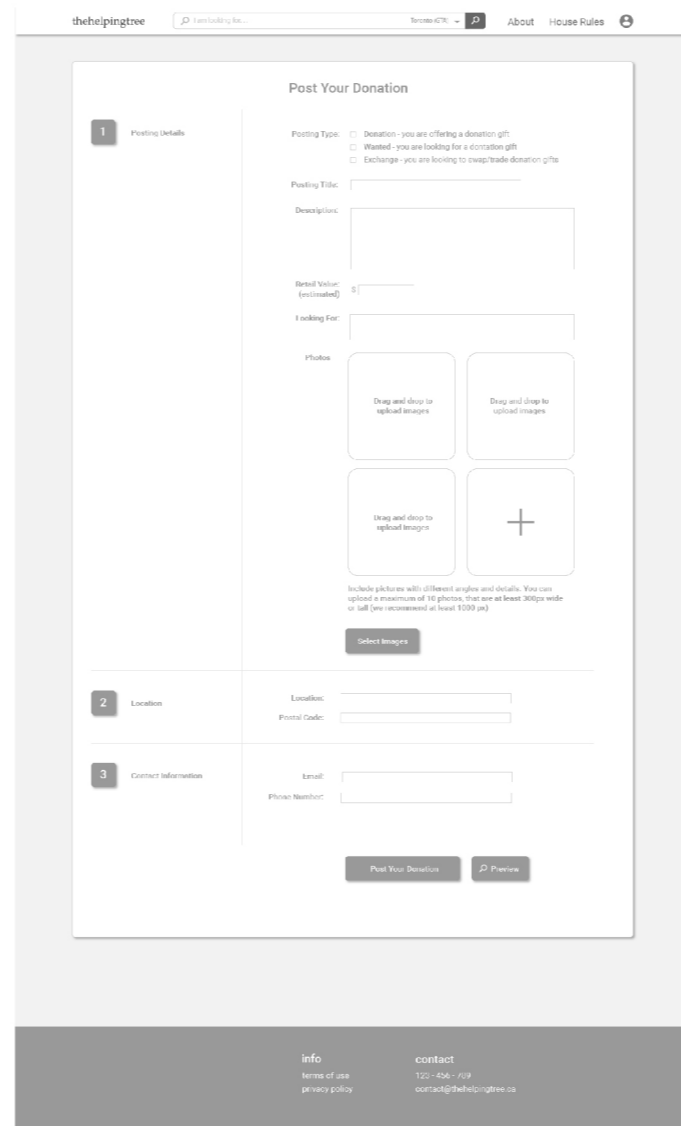
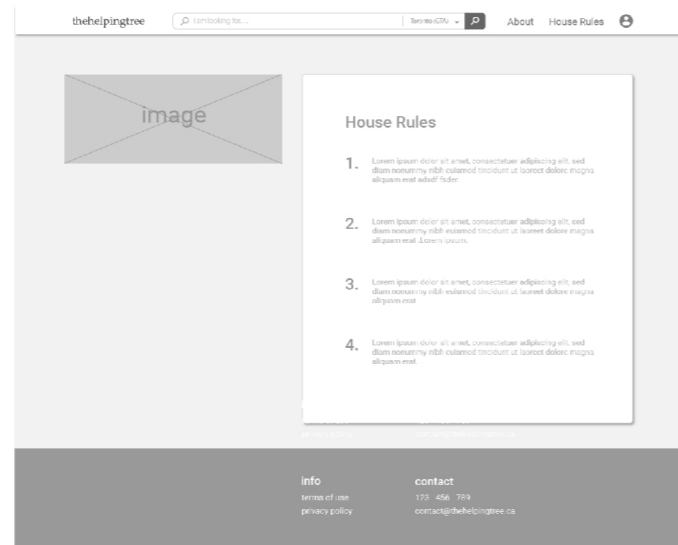
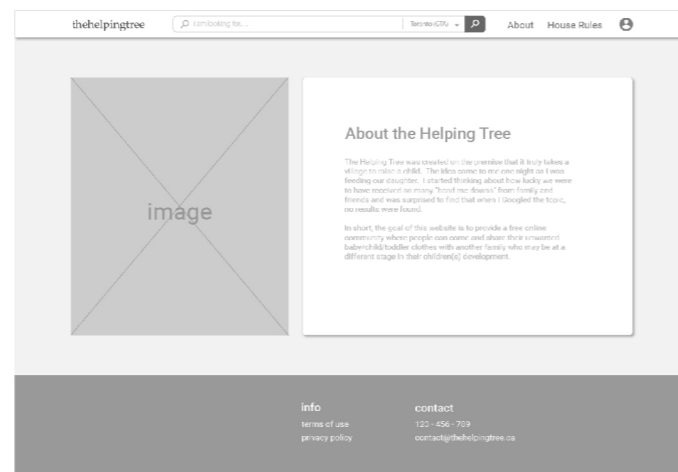
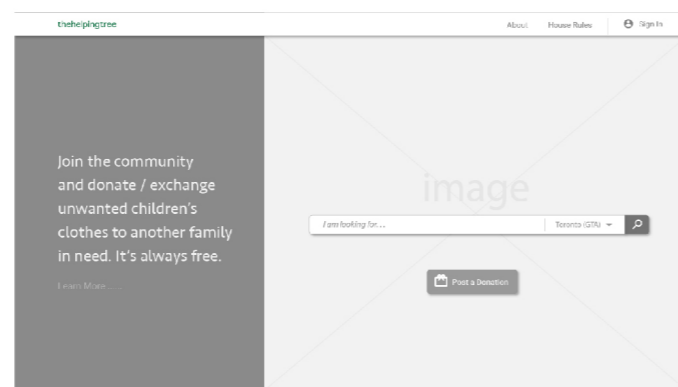


05

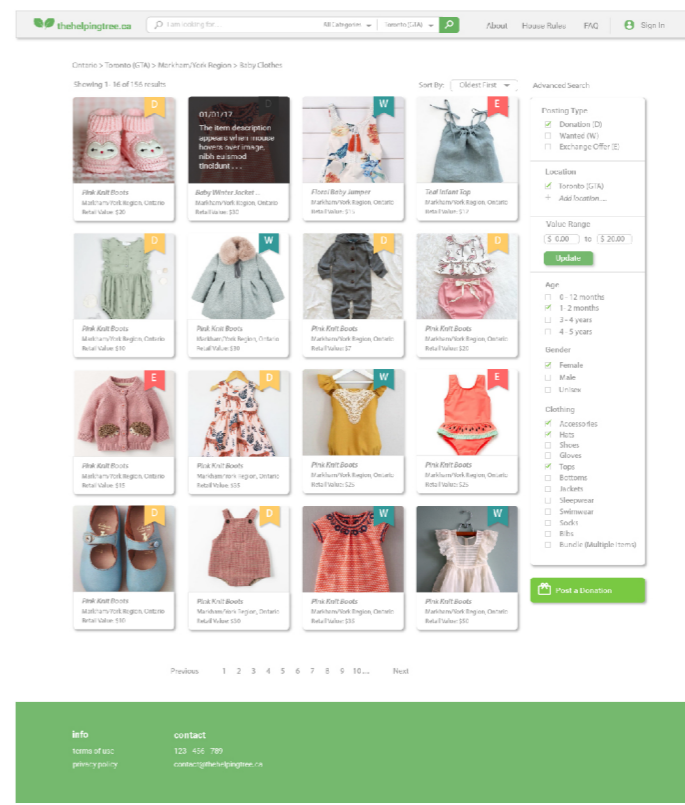
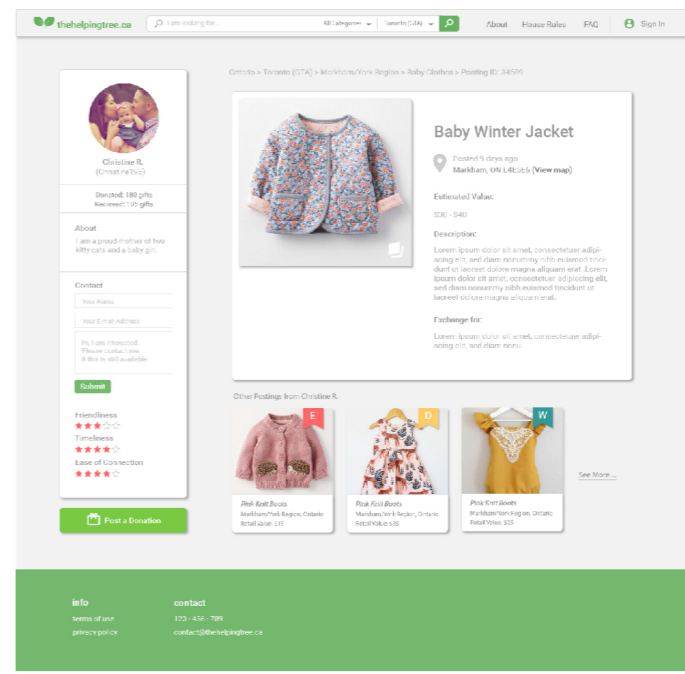
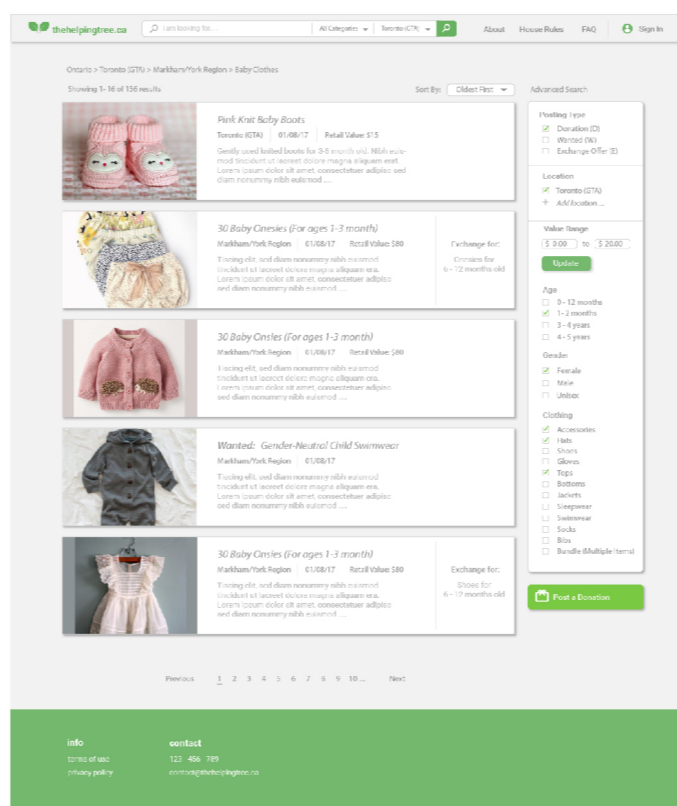
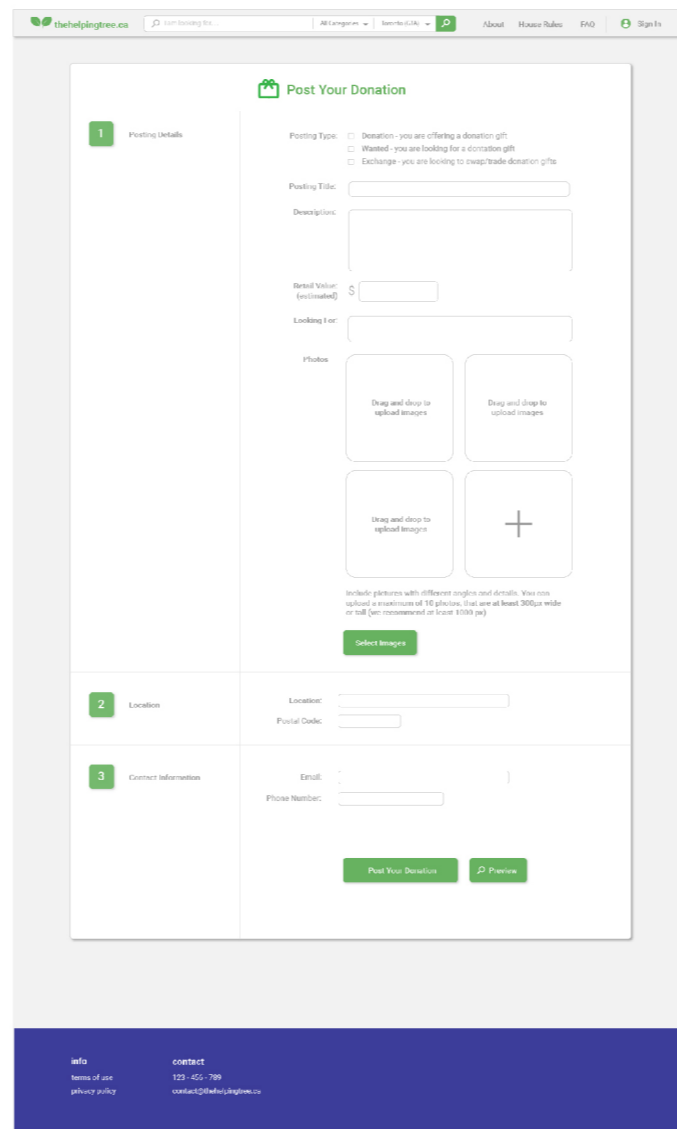
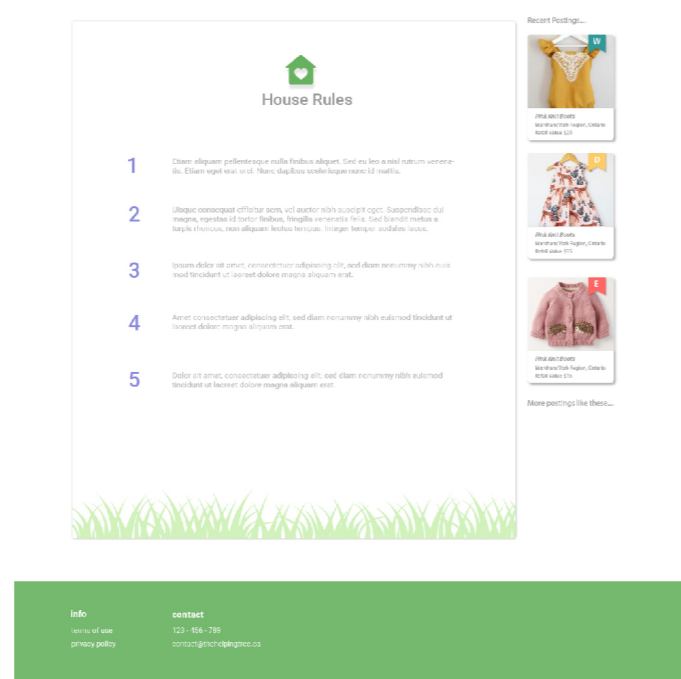
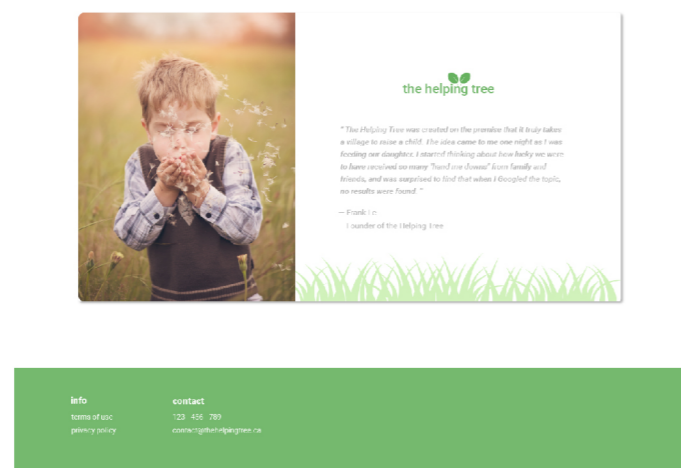
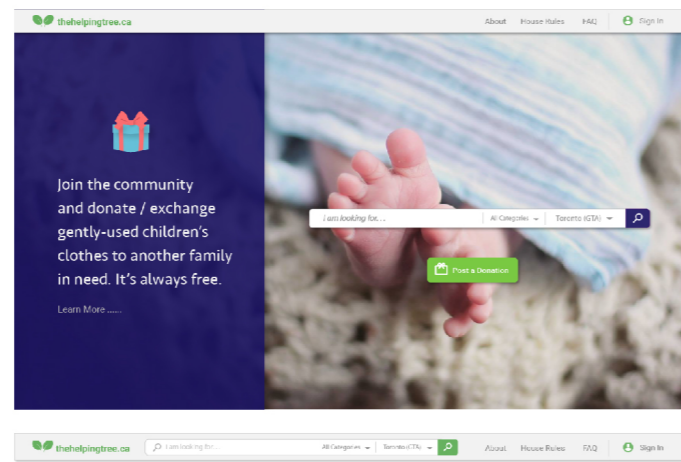
Website Mock-Ups

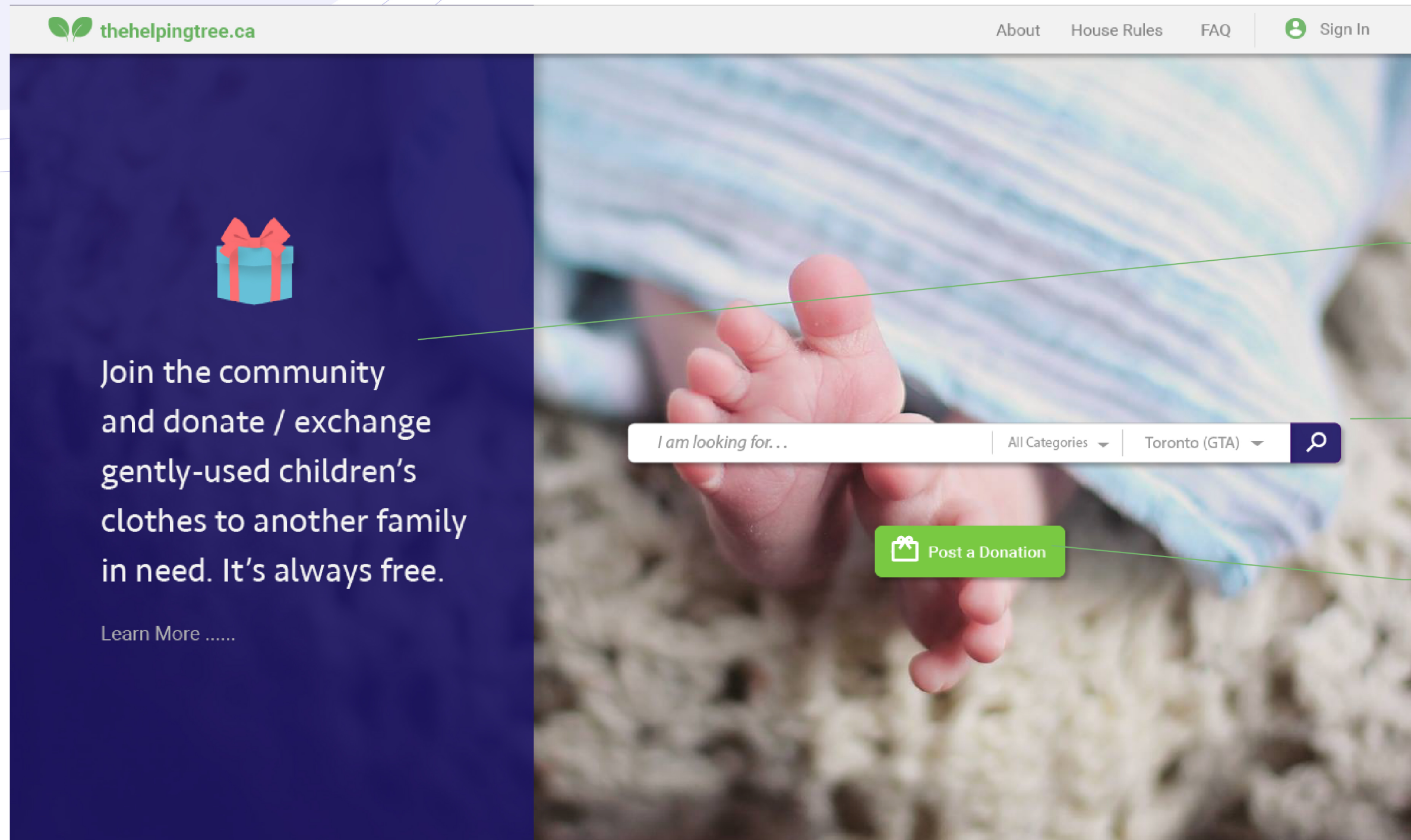


06 Wireframes



07 Wireframes

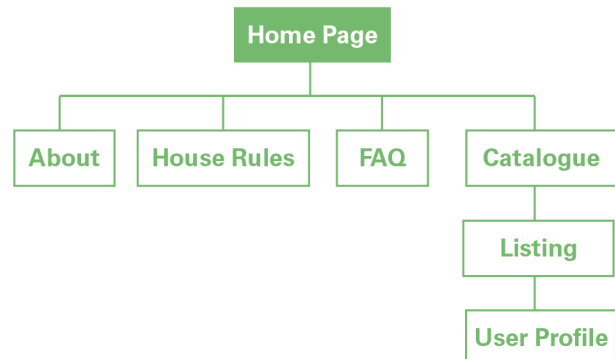


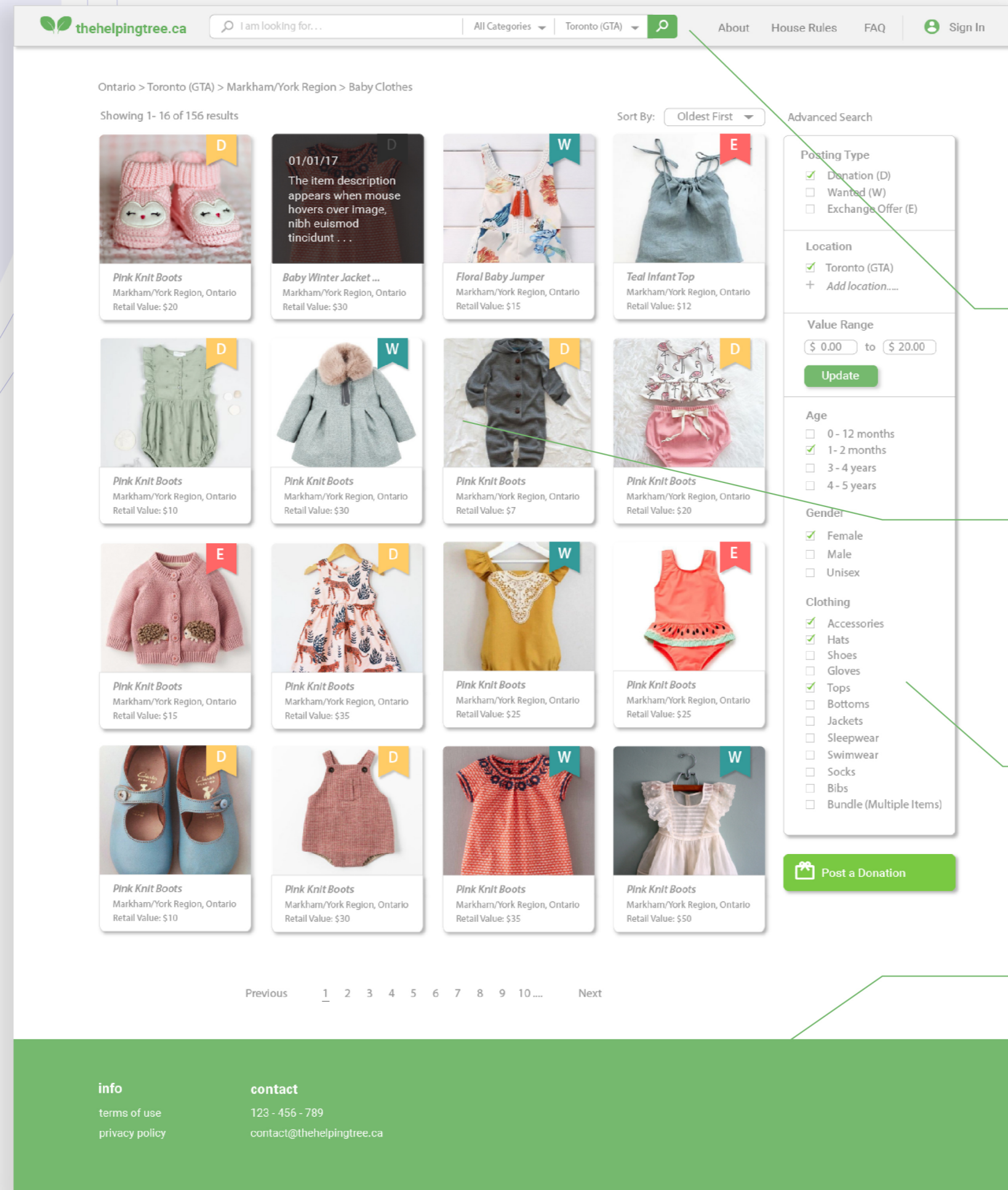


Home Page

- SERVICE DESCRIPTION
A short description of the services offered.
- QUICK SEARCH BAR
Search options to get users started to find what they are looking for.
- DONATION BUTTON
Search options to get users started to find what they are looking for.

SITE MAP





Catalogue

MAIN NAVIGATION

Displays directory to main key pages and features a search bar for quick searches.

PRODUCT CATALOGUE

Postings of products are displayed and organized in an eye-catching clean design. Hovering over the images displays product description.

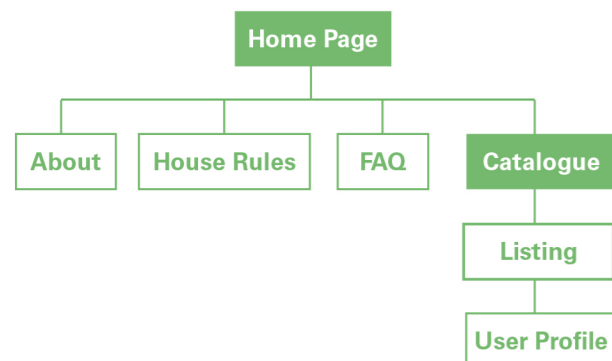
ADVANCED SEARCH

Advanced search options enables users to filter postings by price, location and other parameters for more precise search results

FOOTER

All of the directory partitions and information is displayed.

SITE MAP



Ontario > Toronto (GTA) > Markham/York Region > Baby Clothes > Posting ID: 34509



Christine R.
(Christine195)

Donated: 180 gifts
Received: 105 gifts

About

I am a proud mother of two kitty cats and a baby girl.

Contact

Your Name

Your E-mail Address

Hi, I am interested.
Please contact me,
if this is still available.

Submit

Friendliness



Timeliness



Ease of Connection



Post a Donation



Baby Winter Jacket

Posted 9 days ago
Markham, ON L4E5E6 (View map)

Estimated Value:

\$30 - \$40

Description:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat.

Exchange for:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonu.

Other Postings from Christine R.



Pink Knit Boots
Markham/York Region, Ontario
Retail Value: \$15



Pink Knit Boots
Markham/York Region, Ontario
Retail Value: \$35



Pink Knit Boots
Markham/York Region, Ontario
Retail Value: \$25

See More ...

Donation Listing

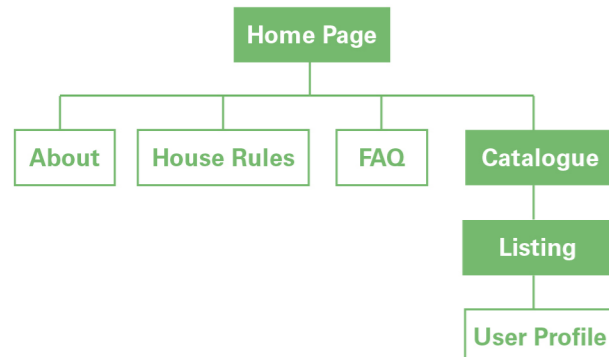
POSTING DETAILS

Location, date, full description and additional pictures are displayed for users to see.

OTHER POSTINGS

In the event that this posting was not what the user was looking for additional posts are displayed.

SITE MAP



info

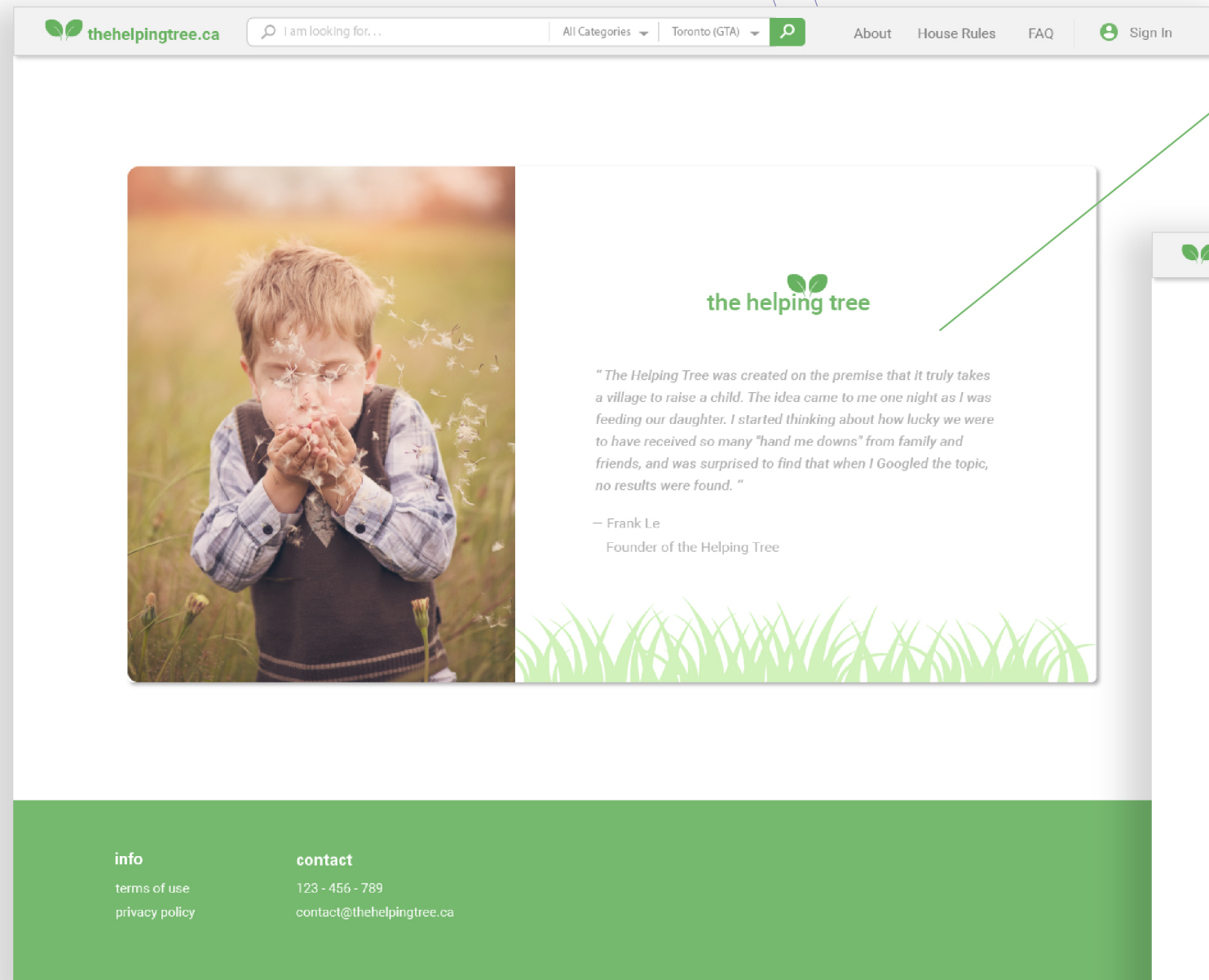
terms of use
privacy policy

contact

123 - 456 - 789
contact@thehelpingtree.ca

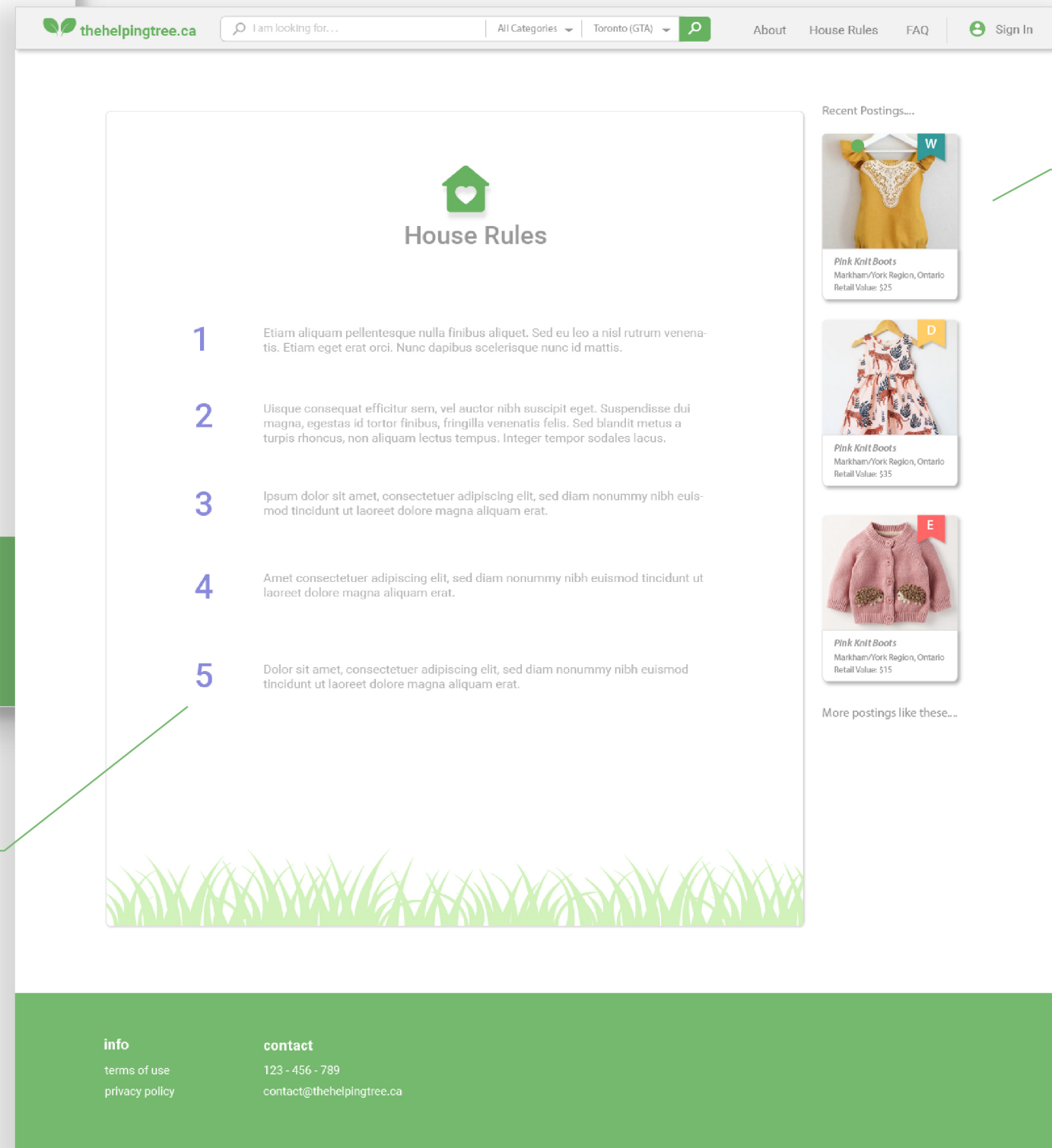
About

QUOTE FROM CREATOR



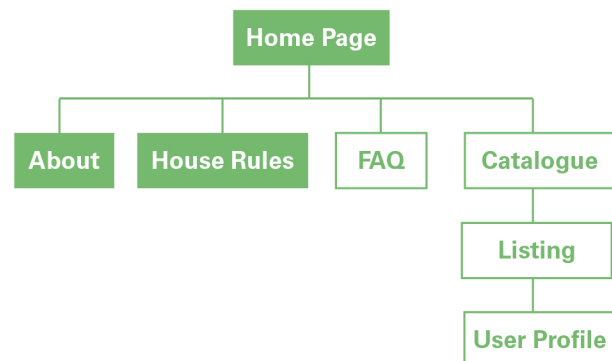
House Rules

ADS/LISTINGS



HOUSE RULES

A list of general policies and code of behaviour to encourage honesty and fair trade between members of the helping tree community.



Post Your Donation

1

Posting Details

Posting Type: Donation - you are offering a donation gift
 Wanted - you are looking for a donation gift
 Exchange - you are looking to swap/trade donation gifts

Posting Title:

Description:

Retail Value: (estimated) \$

Looking For:

Photos

Drag and drop to upload images

Drag and drop to upload images

Drag and drop to upload images

+

Include pictures with different angles and details. You can upload a maximum of 10 photos, that are at least 300px wide or tall (we recommend at least 1000 px)

Select Images

2

Location

Location:

Postal Code:

3

Contact Information

Email:

Phone Number:

Post Your Donation

 Preview

Post Donation

LISTING DESCRIPTION

Users provide basic description of listing, keywords, posting type, and estimated value.

DRAG & DROP PHOTOS

Users may upload to 10 photos. Not everyone is professional photographer. Subtle hints are provided on how to take appealing and good quality photos.

LOCATION

Identifying general location details would help users narrow down relevant postings .

PREVIEW

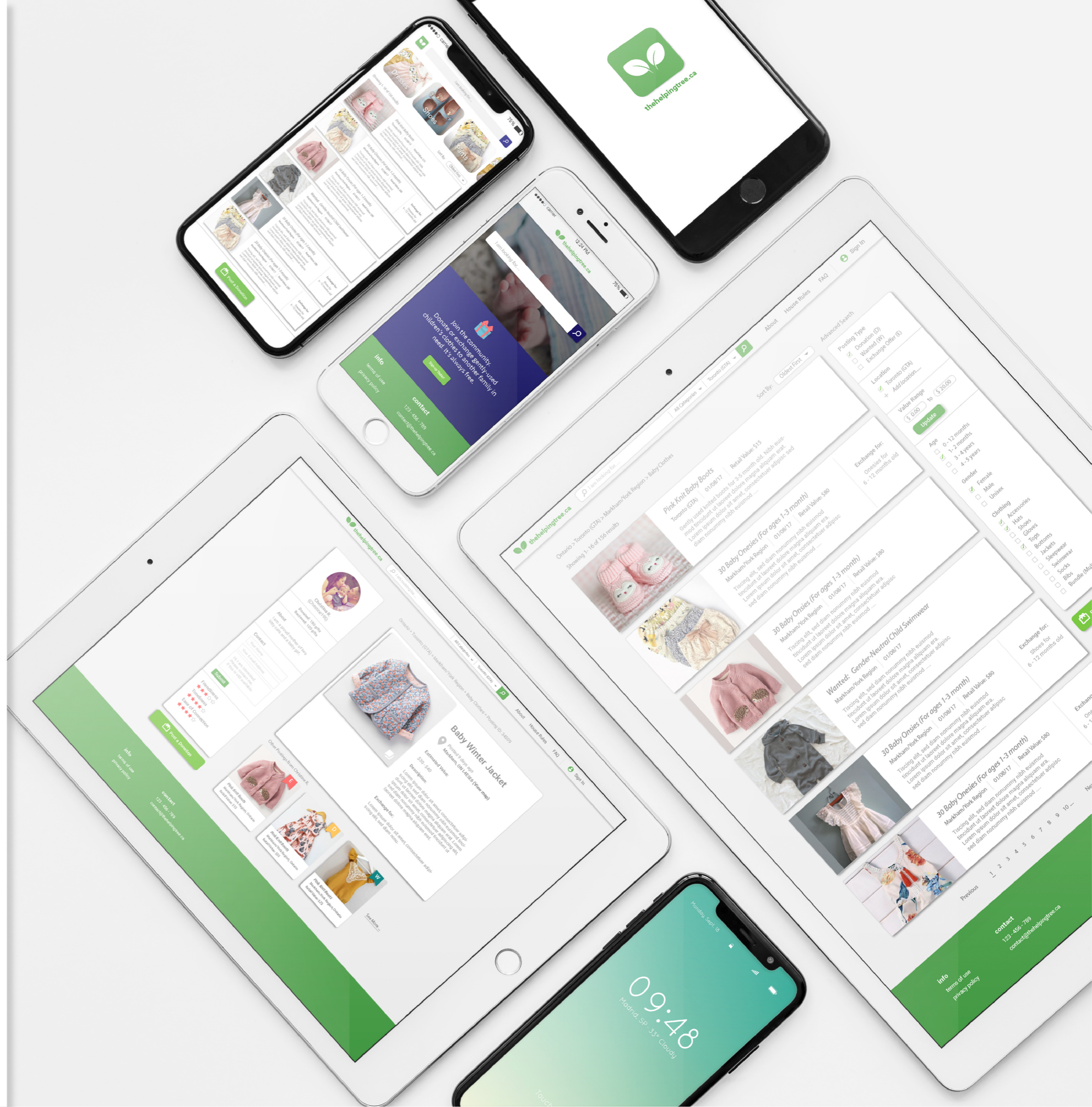
Users may preview their donation post before submitting for public viewing.

08 Mobile & Tablet

Desktop



Mobile/Tablet



carrier 12:24 PM 75%


thehelpingtree.ca

I am looking for...

Join the community.
Donate or exchange gently-used
children's clothes to another family in
need. It's always free.

Sign-up Today!


info contact
terms of use 123 - 456 - 789
privacy policy contact@thehelpingtree.ca



thehelpingtree.ca

thehelpingtree.ca

Ontario > Toronto (GTA) > Markham/York Region > Baby Clothes > Posting ID: 34509



Christine R.
(Christine195)

Donated: 180 gifts
Received: 165 gifts

About
I am a proud mother of two little cats and a baby girl.

Contact
Your Name: _____
Your Email Address: _____
Hi, I am interested. Please contact me. If this is still available.


Submit

Friendliness
★★★★☆

Timeliness
★★★★☆

Ease of Connection
★★★★☆

Post a Donation



Baby Winter Jacket


Posted 9 days ago
Markham, ON L4E6E6 (View map)

Estimated Value:
\$30 - \$40


Description:
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat.

Exchange for:
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam non.


Other Postings from Christine R.



Pink Knit Baby Boots
Markham/York Region, Ontario
Retail Value: \$15



Pink Knit Baby Boots
Markham/York Region, Ontario
Retail Value: \$15



Pink Knit Baby Boots
Markham/York Region, Ontario
Retail Value: \$15

See More...

info contact
terms of use 123 - 456 - 789
privacy policy contact@thehelpingtree.ca

carrier 12:24 PM 75%

I am looking for...

Dresses Shoes Pants

Showing 1-16 of 156 results Sort By: Oldest First



Pink Knit Baby Boots
Toronto (GTA) | 01/08/17 | Retail Value: \$15
Gently used knit boots for 9.5 month old. Nibh euismod tincidunt ut laoreet dolore magna aliquam erat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.



30 Baby Onesies (For ages 1-3 month)
Markham/York Region | 01/08/17 | Retail Value: \$80
Tincidunt ut laoreet dolore magna aliquam erat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

Exchange for:
Dresses for 6-12 months old



30 Baby Onesies (For ages 1-3 month)
Markham/York Region | 01/08/17 | Retail Value: \$80
Tincidunt ut laoreet dolore magna aliquam erat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.



Wanted: Gender-Neutral Child Swimwear
Markham/York Region | 01/08/17
Tincidunt ut laoreet dolore magna aliquam erat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.



30 Baby Onesies (For ages 1-3 month)
Markham/York Region | 01/08/17 | Retail Value: \$80
Tincidunt ut laoreet dolore magna aliquam erat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

Exchange for:
Shoes for 6-12 months old

Post a Donation

carrier 12:24 PM 75%

I am looking for...



thehelpingtree.ca


"The Helping Tree was created on the premise that it truly takes a village to raise a child. The idea came to me one night as I was feeding our daughter. I started thinking about how lucky we were to have received so many "hand me downs" from family and friends, and was surprised to find that when I Googled the topic, no results were found."
— Frank Le
Founder of the Helping Tree

Post a Donation


thehelpingtree.ca

Ontario > Toronto (GTA) > Markham/York Region > Baby Clothes

Showing 1-16 of 156 results Sort By: Oldest First




Pink Knit Baby Boots
Toronto (GTA) | 01/08/17 | Retail Value: \$15
Gently used knit boots for 9.5 month old. Nibh euismod tincidunt ut laoreet dolore magna aliquam erat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.




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Tincidunt ut laoreet dolore magna aliquam erat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.


Exchange for:
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Tincidunt ut laoreet dolore magna aliquam erat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.




Wanted: Gender-Neutral Child Swimwear
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Tincidunt ut laoreet dolore magna aliquam erat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.



30 Baby Onesies (For ages 1-3 month)
Markham/York Region | 01/08/17 | Retail Value: \$80
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Exchange for:
Shoes for 6-12 months old



30 Baby Onesies (For ages 1-3 month)
Markham/York Region | 01/08/17 | Retail Value: \$80
Tincidunt ut laoreet dolore magna aliquam erat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod.

Exchange for:
Dresses for 6-12 months old

Previous 1 2 3 4 5 6 7 8 9 10 ... Next

info contact
terms of use 123 - 456 - 789
privacy policy contact@thehelpingtree.ca

*The end.
Thank you.*