

Designed by Aline Nguyen

ONLINE COMMUNITY

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

From one family to another.



thehelpingtree.ca

Website Concept & Mockups

thehelpingtree.ca All Categories About House Rules FAQ

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

Showing 1- 16 of 156 results

Sort By: Oldest First Advanced Search

Posting Type

Donation (D) Wanted (W) Exchange Offer (E)

Location

Toronto (GTA)

Value Range

\$ 0.00 to \$ 20.00

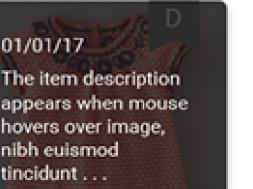
Age

0 - 12 months 1- 2 months 3 - 4 years 4 - 5 years

Gender

Female Male Unisex

Clothes

 Pink Knit Boots Markham/York Region, Ontario Retail Value: \$20	 01/01/17 The item description appears when mouse hovers over image, nibh euismod tincidunt ... Baby Winter Jacket ... Markham/York Region, Ontario Retail Value: \$30	 W Floral Baby Jumper Markham/York Region, Ontario Retail Value: \$15	 E Teal Infant Top Markham/York Region, Ontario Retail Value: \$12
 Pink Knit Boots Markham/York Region, Ontario Retail Value: \$10	 W Pink Knit Boots Markham/York Region, Ontario Retail Value: \$30	 D Pink Knit Boots Markham/York Region, Ontario Retail Value: \$7	 D Pink Knit Boots Markham/York Region, Ontario Retail Value: \$20
 E Pink Knit Boots Markham/York Region, Ontario Retail Value: \$10	 D Baby Winter Jacket ... Markham/York Region, Ontario Retail Value: \$30	 W Floral Baby Jumper Markham/York Region, Ontario Retail Value: \$15	 E Teal Infant Top Markham/York Region, Ontario Retail Value: \$12

01

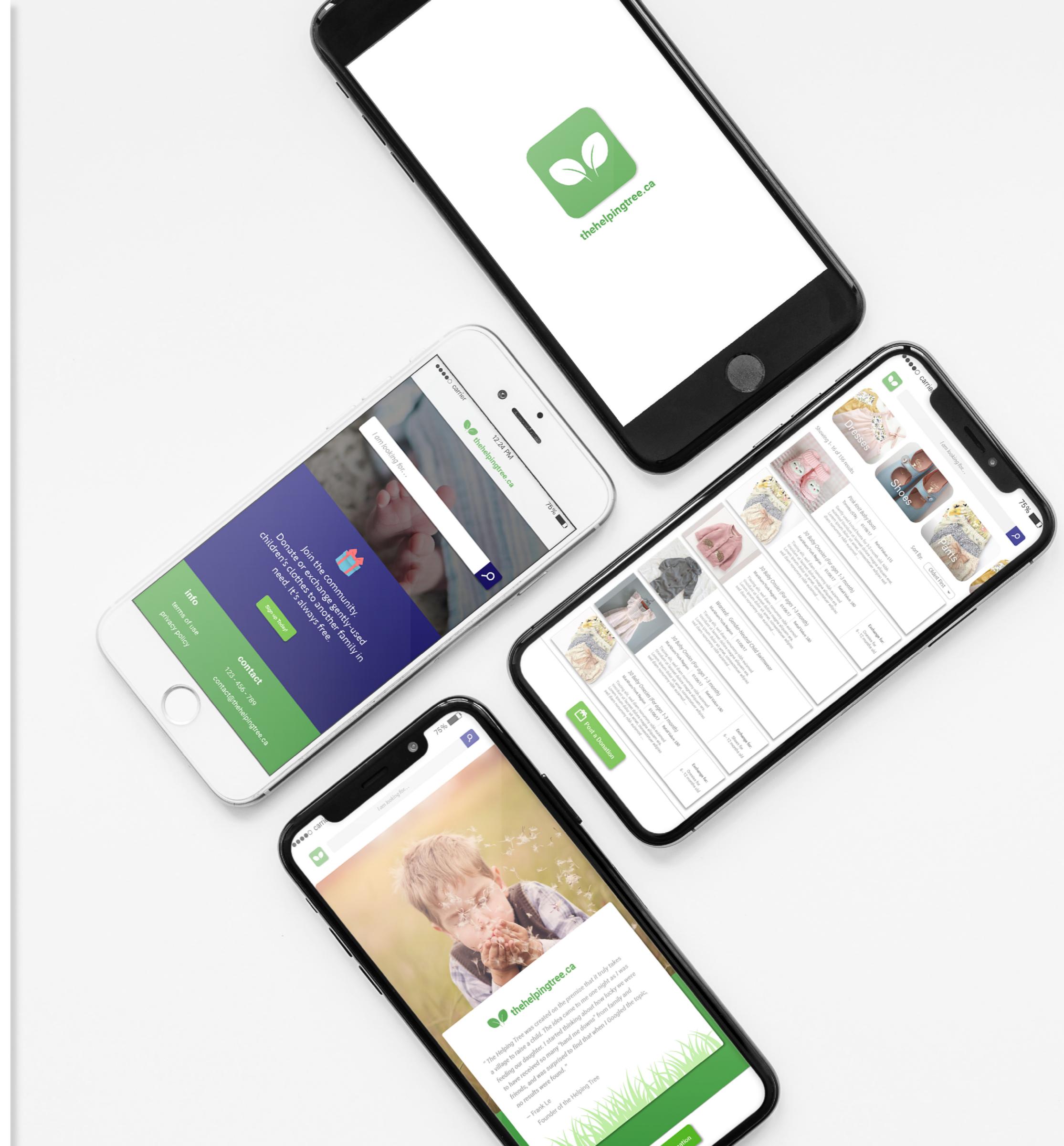
About



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



02

• 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

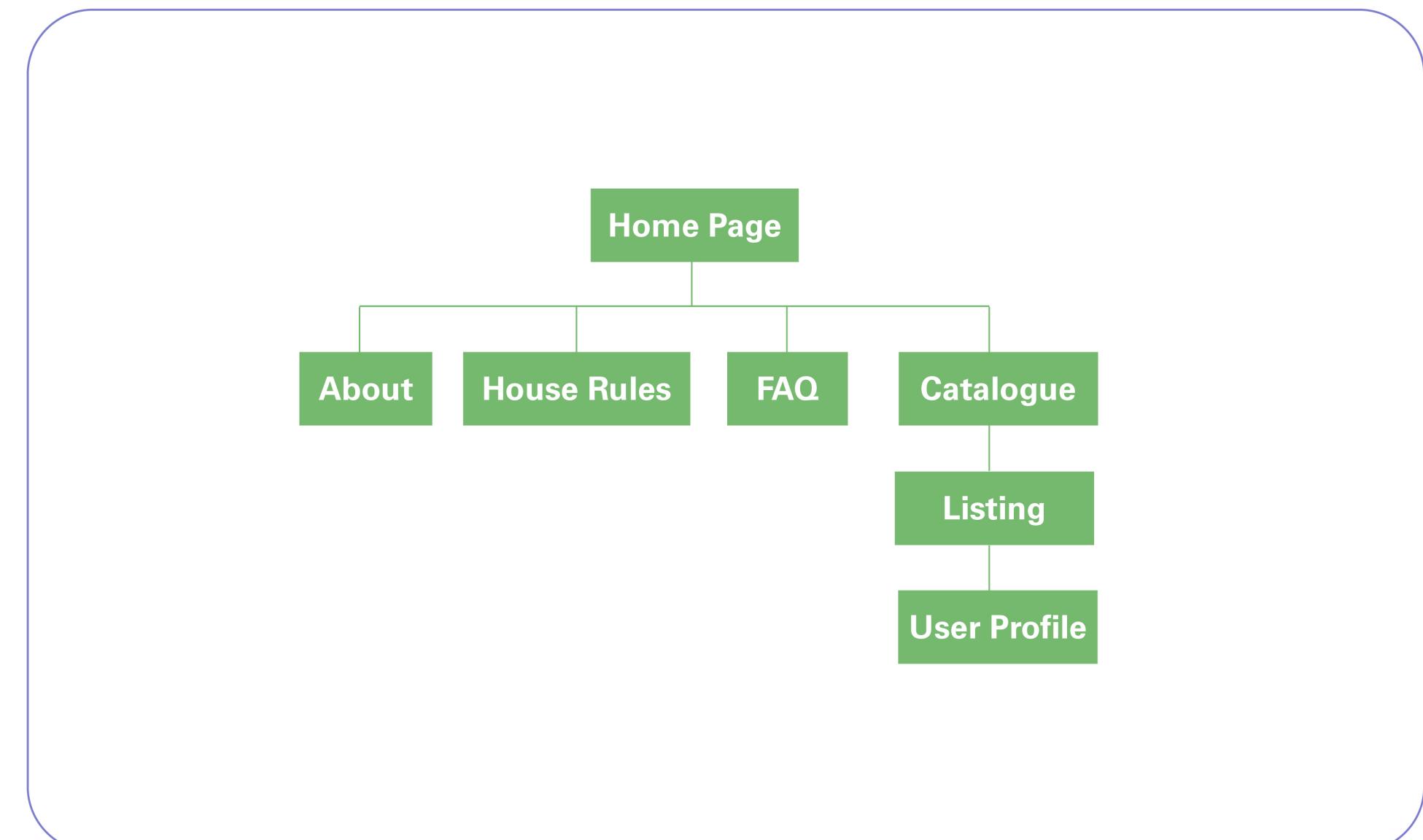
Target User Demographic:

- 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



04 · Typography & Colours

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

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 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 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 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 Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Example:

Heading

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

HEADING/ SUB-HEADING

Lore ipsum dolor sit amet, consectetuer 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.

Body Text

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

Lore ipsum dolor sit amet, consectetuer 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.

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.

Desktop



Mobile/Tablet



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.

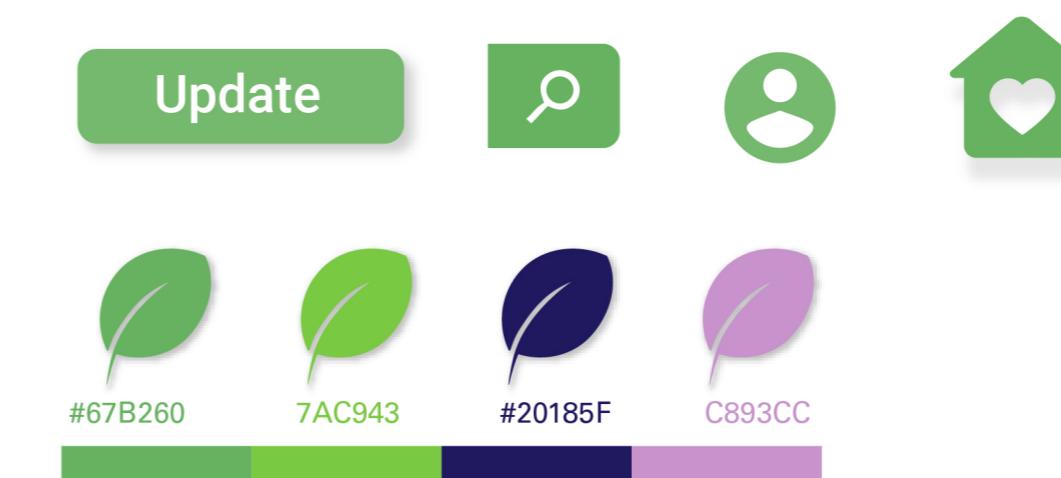
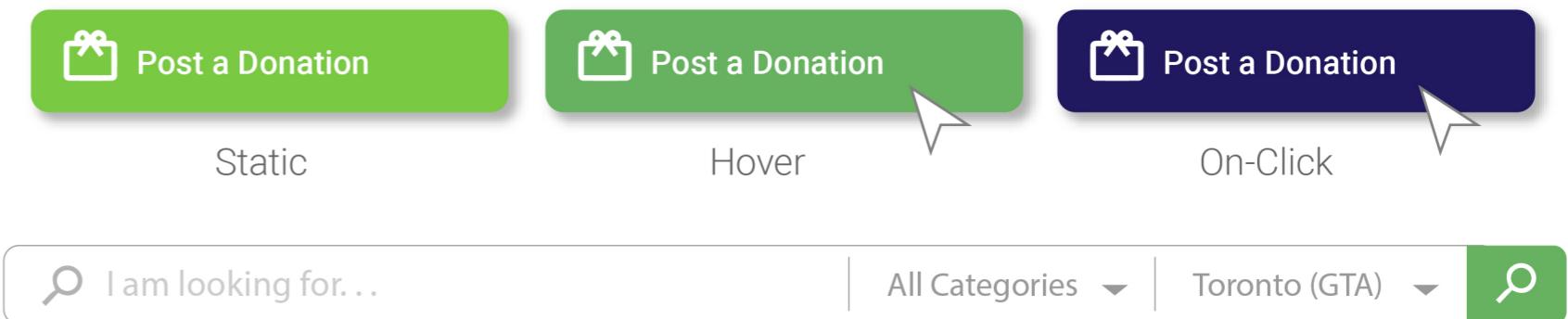
Example:



Buttons & Icons

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

Example:



Illustrations & Graphics

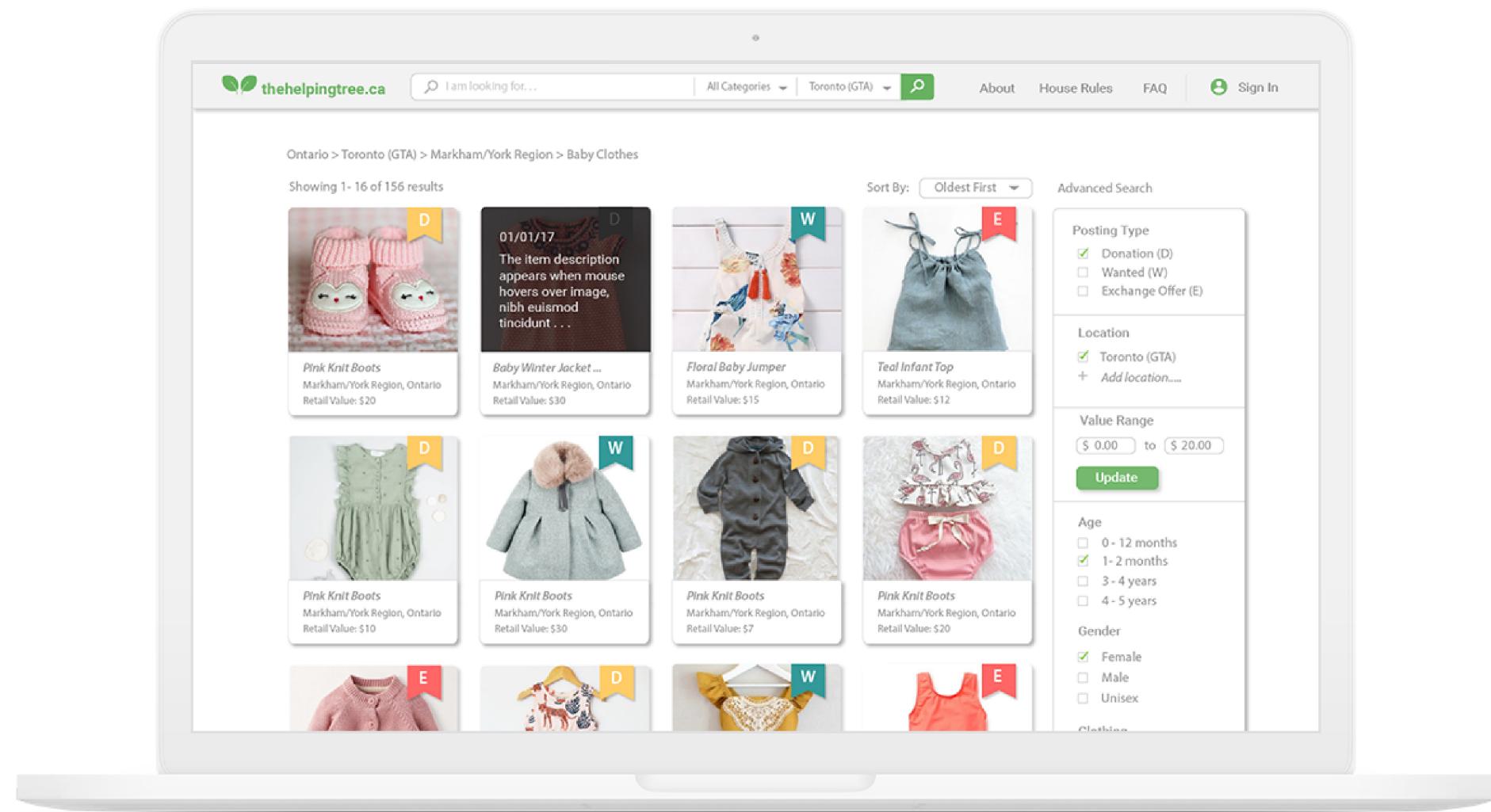
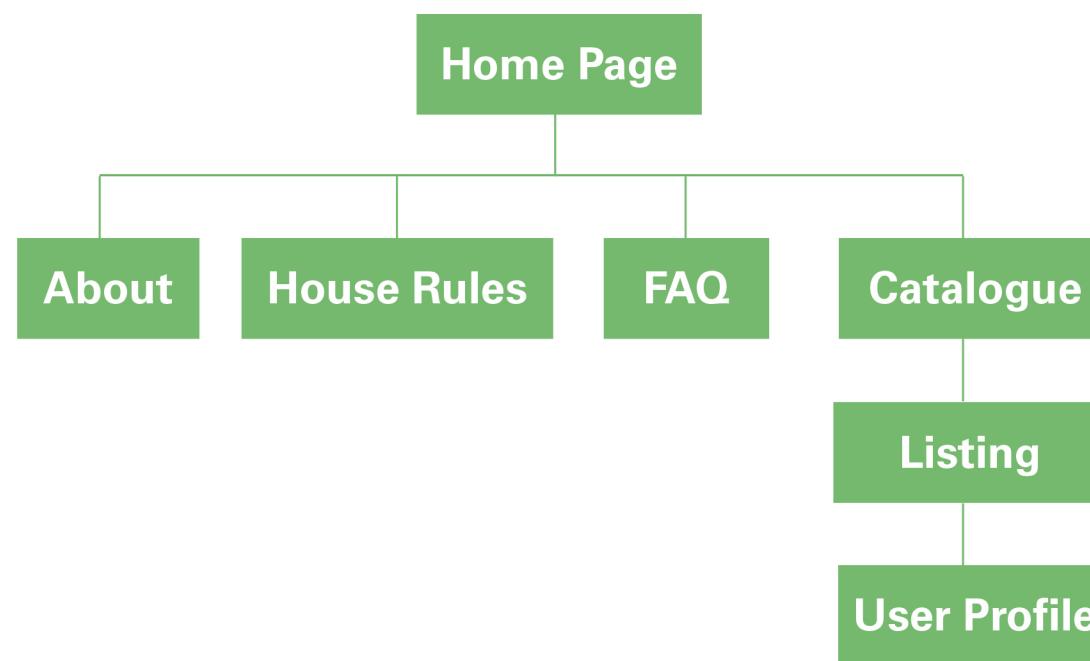
Simple illustrations with flat colours, subtle gradients, and soft shadows.

Example:



05

Website Mock-Ups



06 Wireframes

The wireframes for the Helping Tree website were created using Balsamiq Mockups. They provide a visual representation of the user interface, showing the layout and components of each page.

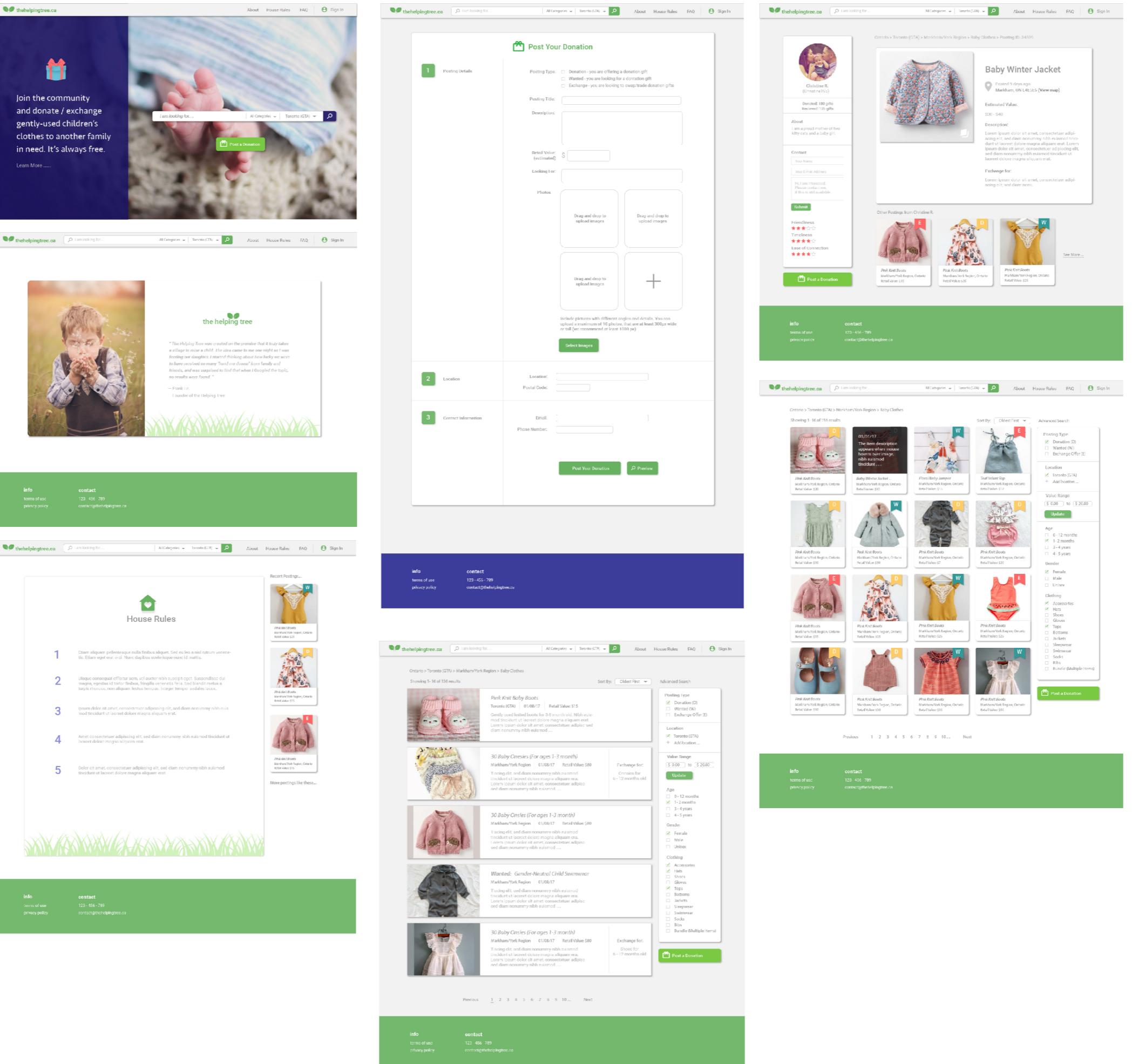
Pages:

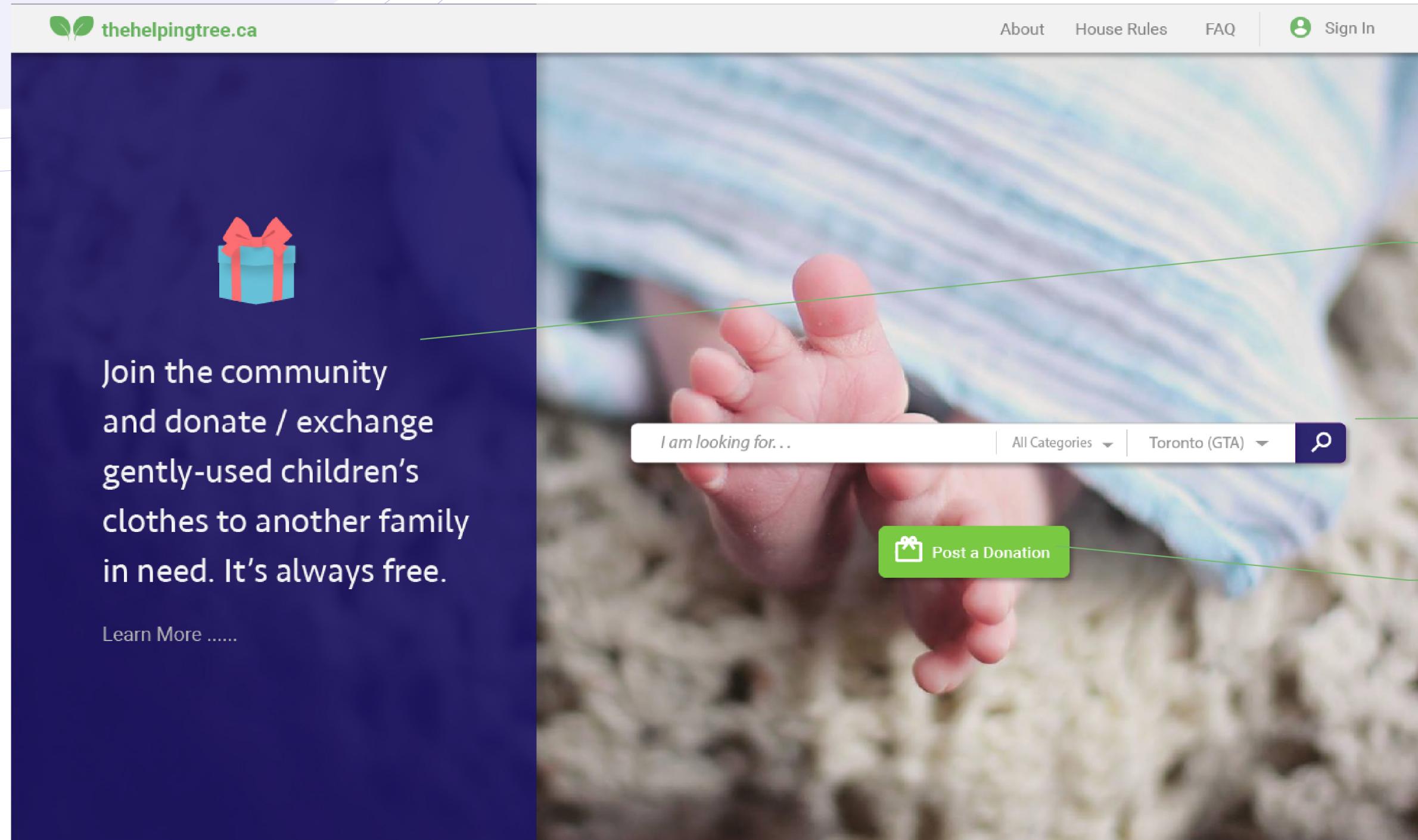
- Home Page:** Shows a search bar, a "Join the community and donate/exchange unwanted children's clothes to another family in need. It's always free." message, and a "Post a Donation" button.
- About Page:** Displays the "About the Helping Tree" section, which includes a brief history and mission statement, and a "Post Your Donation" button.
- House Rules Page:** Lists four house rules, each with a numbered point and a detailed description.
- Posting Details Page:** A three-step form for posting a donation. Step 1: "Posting Details" includes fields for "Posting Type" (radio buttons for "Offering a donation gift", "Wanted - you are looking for a donation gift", and "Exchange - you are looking to swap/trade donation gifts"), "Posting Title", "Description", "Retail Value (estimated)", "Looking For" (with "Photos" sub-section), and "Select Images". Step 2: "Location" includes a "Postal Code" field. Step 3: "Contact Information" includes "Email" and "Phone Number" fields.
- Item Detail Page:** Shows a single item listing for a "Baby Winter Jacket" from "Alice N." in "Markham/York Region". It includes a large image, a description, estimated value (\$30-\$40), and exchange details.
- Search Results Page:** Shows a grid of items for "Baby Clothes" in "Markham/York Region". Each item card includes a thumbnail, title, location, and a "Post a Donation" button.
- Advanced Search Page:** A detailed search interface with filters for "Posting Type", "Location", "Value Range", "Age", "Gender", "Clothing", and "Sort By" options.

Components:

- Search Bar:** Located at the top of most pages, featuring a magnifying glass icon and a placeholder "I am looking for...".
- Navigation Bar:** Includes links for "About", "House Rules", and "Sign In".
- Footer:** Contains "Info" (terms of use, privacy policy), "contact" (123-456-789, contact@thehelpingtree.ca), and a "Post a Donation" button.

07 · Wireframes





Home Page

- SERVICE DESCRIPTION

A short description of the services offered.

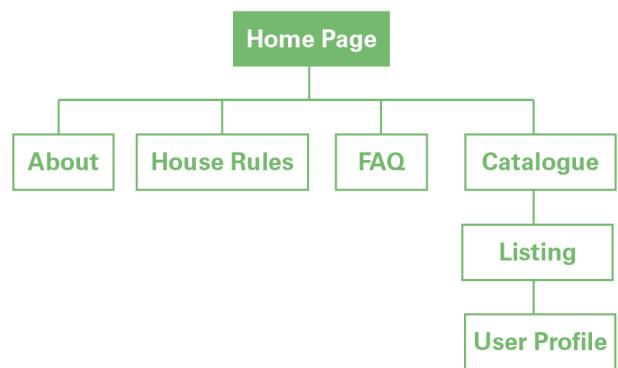
- QUICK SEARCH BAR

Search options to get users started to find what they are looking for.

- DONATION BUTTON

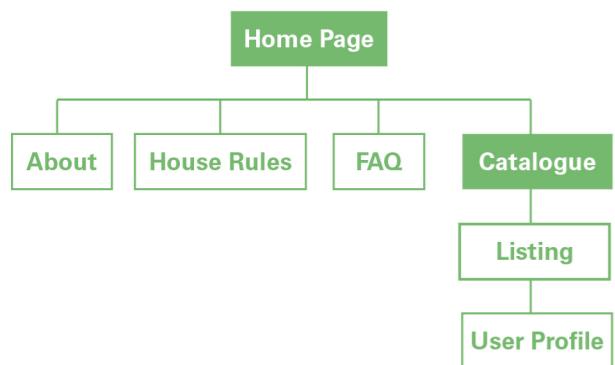
Search options to get users started to find what they are looking for.

SITE MAP



The screenshot shows a catalogue page for baby clothes. At the top, there's a search bar and navigation links for 'All Categories' (set to 'Toronto (GTA)'), 'About', 'House Rules', 'FAQ', and 'Sign In'. Below the header, the breadcrumb path is 'Ontario > Toronto (GTA) > Markham/York Region > Baby Clothes'. It displays 'Showing 1-16 of 156 results'. The main content area shows a grid of 16 items, each with a small image, a title ('Pink Knit Boots', 'Baby Winter Jacket ...', etc.), location ('Markham/York Region, Ontario'), and retail value. A tooltip 'The item description appears when mouse hovers over image, nibh euismod tincidunt ...' points to one of the items. To the right of the grid is a sidebar with 'Sort By: Oldest First' and an 'Advanced Search' section. The 'Advanced Search' sidebar includes filters for 'Posting Type' (Donation D, Wanted W, Exchange Offer E), 'Location' (selected 'Toronto (GTA)', 'Add location...'), 'Value Range' (\$0.00 to \$20.00), 'Age' (0-12 months, 1-2 months checked, 3-4 years, 4-5 years), 'Gender' (Female checked, Male, Unisex), and 'Clothing' (Accessories, Hats, Shoes, Gloves, Tops, Bottoms, Jackets, Sleepwear, Socks, Bibs, Bundle (Multiple Items)). A green button 'Post a Donation' is also present.

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.

thehelpingtree.ca

I am looking for... All Categories ▾ Toronto (GTA) ▾ About House Rules FAQ Sign In

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

Exchange for:
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonu.

Other Postings from Christine R.



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



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



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

See More ...

USER PROFILE

A user's profile allows them to post the information about themselves and their donation history. Many donations are given and received as displayed. Users would contact through this.

SITE MAP

```

graph TD
    HP[Home Page] --> A[About]
    HP --> HR[House Rules]
    HP --> FAQ[FAQ]
    HP --> C[Catalogue]
    C --> L[Listing]
    L --> UP[User Profile]
  
```

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.

info

terms of use
privacy policy

contact

123 - 456 - 789
contact@thehelpingtree.ca

About

The screenshot shows the 'About' page of the website. At the top, there is a navigation bar with links for 'About', 'House Rules', 'FAQ', and 'Sign In'. Below the navigation is a large image of a young boy blowing dandelion seeds. To the right of the image is the 'the helping tree' logo. A quote from Frank Le, the founder, is displayed: "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." The quote is attributed to Frank Le, Founder of the Helping Tree. At the bottom of the page, there is a green footer bar with links for 'info', 'terms of use', 'privacy policy', 'contact' (with phone number 123-456-789 and email contact@thehelpingtree.ca), and a 'Catalogue' section.

QUOTE FROM CREATOR

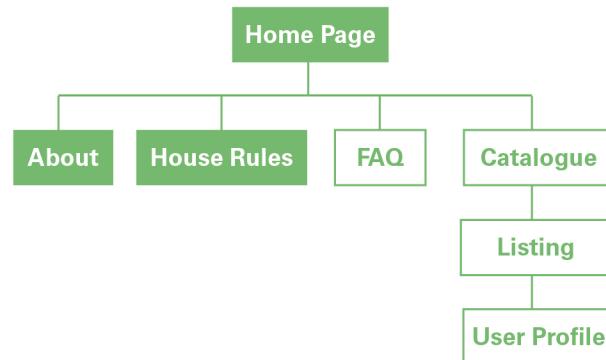
House Rules

The screenshot shows the 'House Rules' page. At the top, there is a navigation bar with links for 'About', 'House Rules', 'FAQ', and 'Sign In'. Below the navigation is a section titled 'House Rules' with a house icon. To the right of the title is a sidebar labeled 'Recent Postings...' showing three items: 'Pink Knit Boots' (Markham/York Region, Ontario, Retail Value: \$25), 'Pink Knit Boots' (Markham/York Region, Ontario, Retail Value: \$35), and 'Pink Knit Boots' (Markham/York Region, Ontario, Retail Value: \$15). Below the sidebar is a link 'More postings like these...'. On the left side of the main content area, there is a numbered list of five house rules: 1. Etiam aliquam pellentesque nulla finibus aliquet. Sed eu leo a nisl rutrum venenatis. Etiam eget erat orci. Nunc dapibus scelerisque nunc id mattis. 2. Usque consequat efficitur sem, vel auctor nibh suscipit eget. Suspendisse dui magna, egestas id tortor finibus, fringilla venenatis felis. Sed blandit metus a turpis rhoncus, non aliquam lectus tempus. Integer tempor sodales lacus. 3. Ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat. 4. Amet consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat. 5. Dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat. At the bottom of the page, there is a green footer bar with links for 'info', 'terms of use', 'privacy policy', 'contact' (with phone number 123-456-789 and email contact@thehelpingtree.ca), and a 'Catalogue' section.

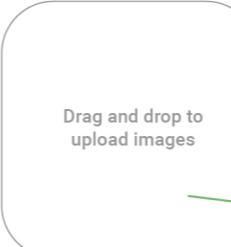
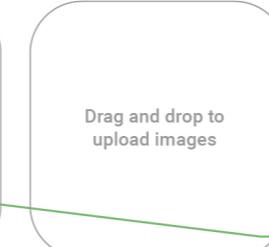
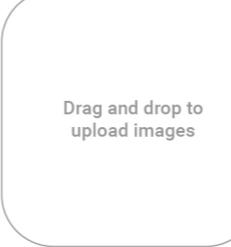
ADS/LISTINGS

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: <input type="checkbox"/> Donation - you are offering a donation gift <input type="checkbox"/> Wanted - you are looking for a donation gift <input type="checkbox"/> Exchange - you are looking to swap/trade donation gifts Posting Title: <input type="text"/> Description: <input type="text"/> Retail Value: (estimated) \$ <input type="text"/> Looking For: <input type="text"/> Photos <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center; width: 45%;">  Drag and drop to upload images </div> <div style="text-align: center; width: 45%;">  Drag and drop to upload images </div> <div style="text-align: center; width: 45%;">  Drag and drop to upload images </div> <div style="text-align: center; width: 45%;">  + </div> </div> <p>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)</p> <p>Select Images</p>
2 Location	Location: <input type="text"/> Postal Code: <input type="text"/>
3 Contact Information	Email: <input type="text"/> Phone Number: <input type="text"/> <p style="text-align: center;">Post Your Donation  Preview</p>

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.

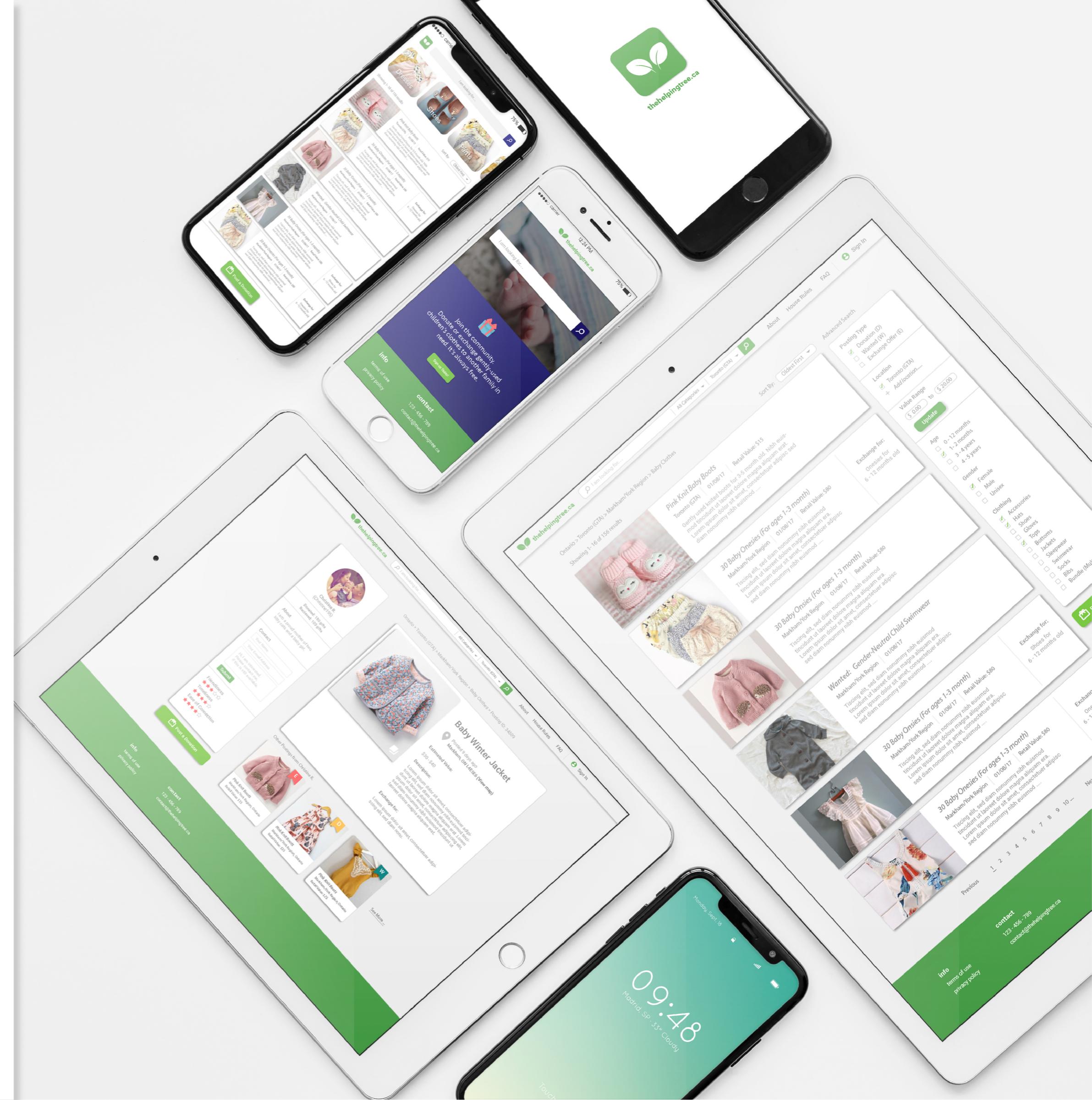
08

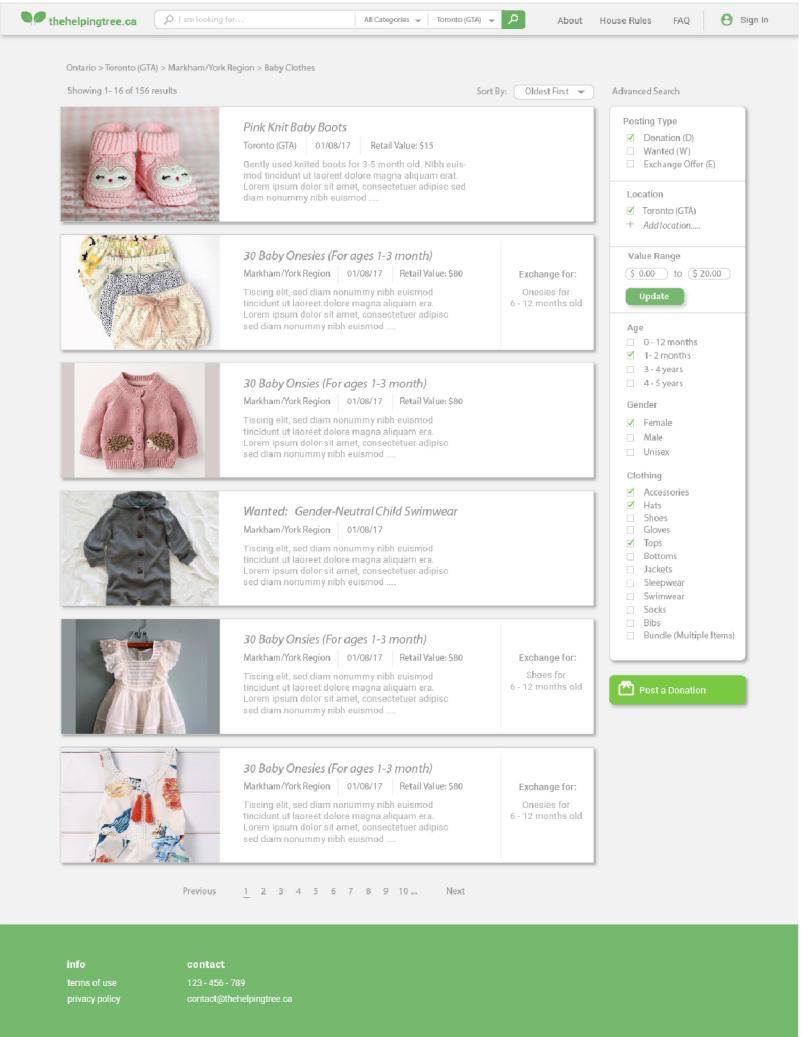
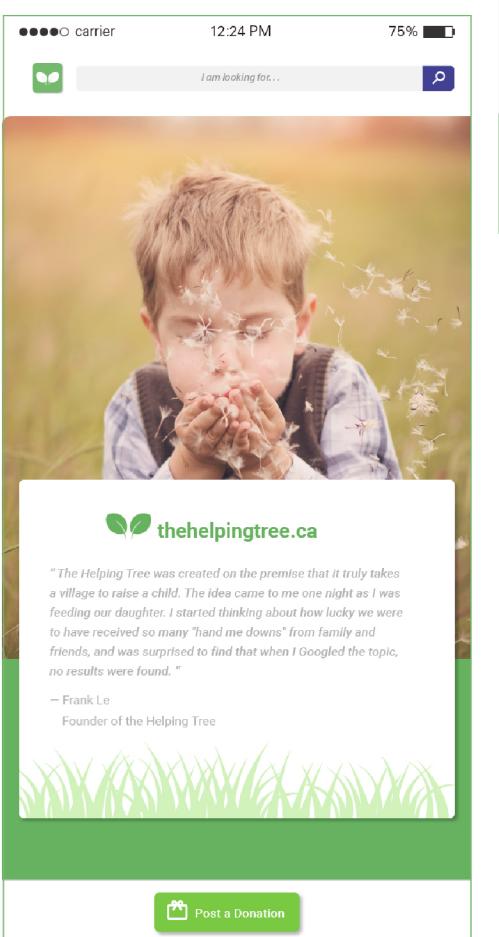
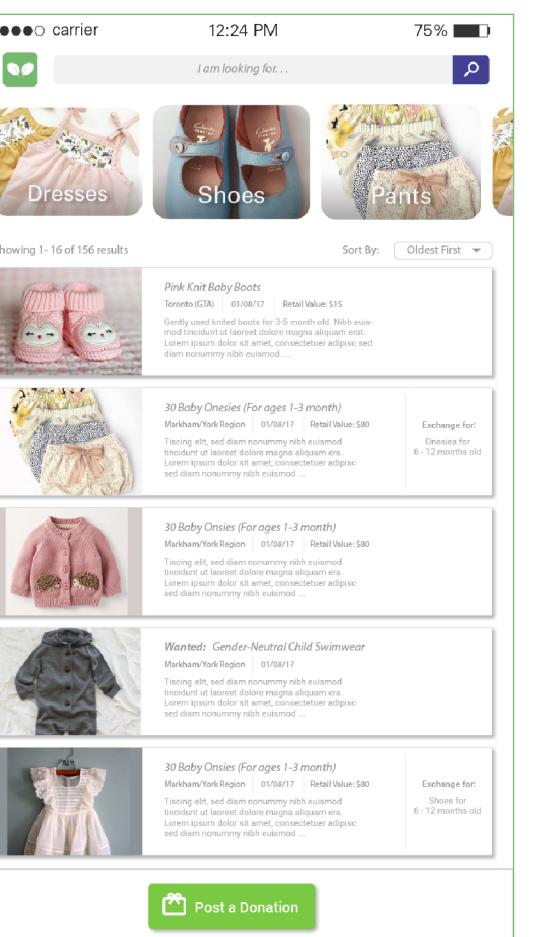
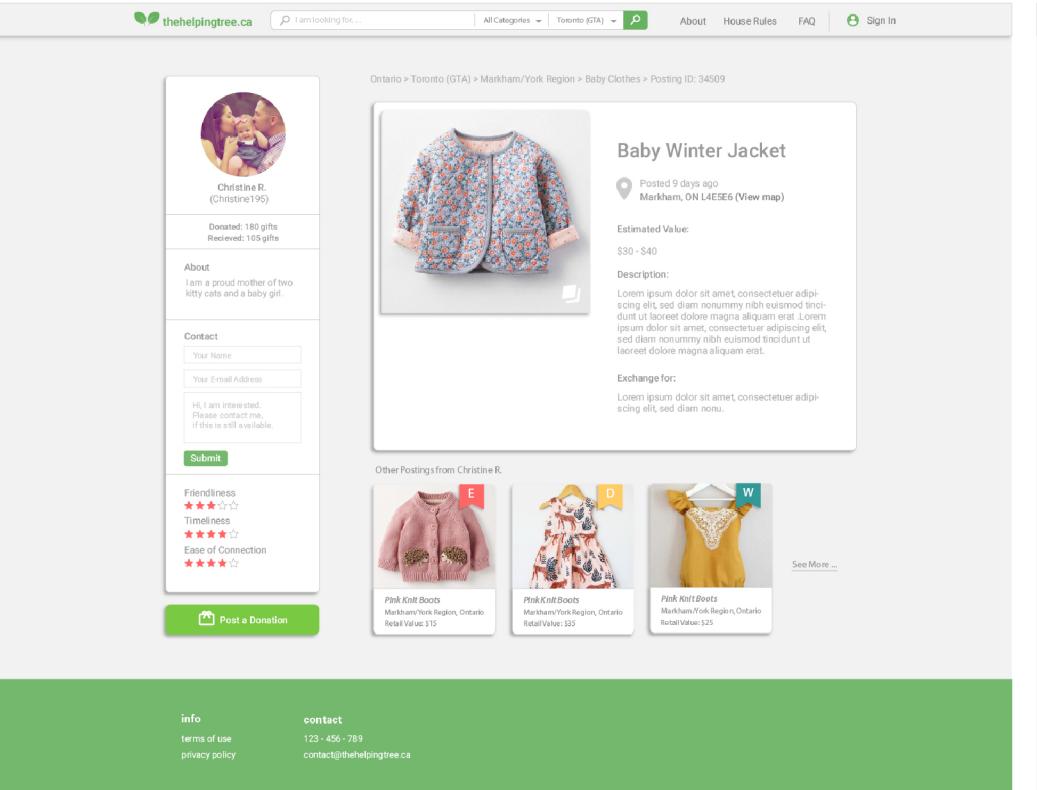
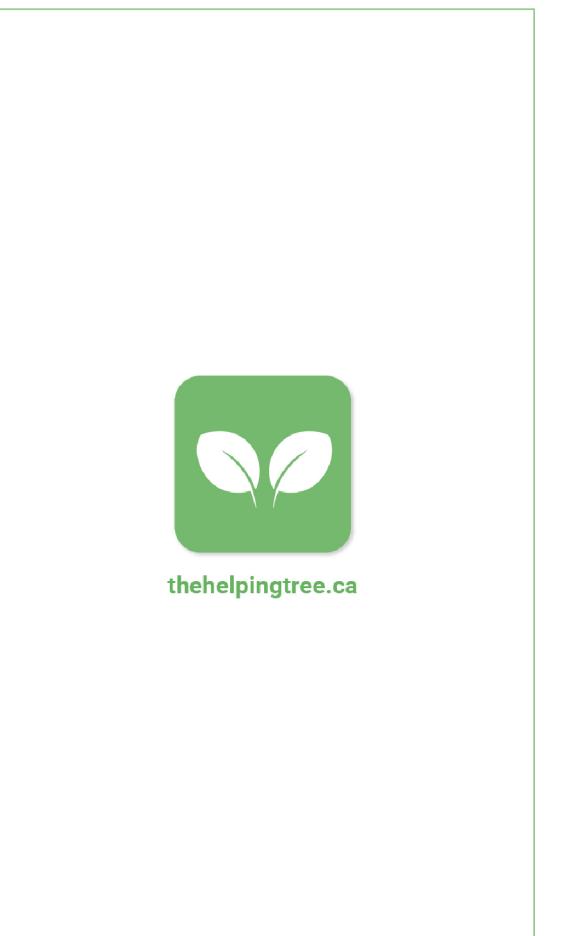
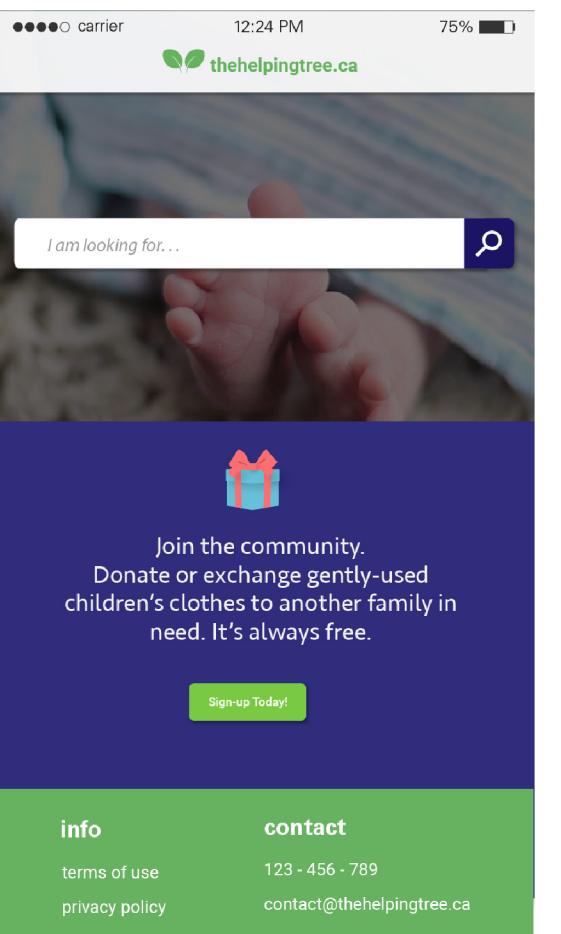
Mobile & Tablet

Desktop



Mobile/Tablet







*The end.
Thank you.*