# SmartClothing

We help you buy clothes in a smart way

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User's problem

Can't match fashion ideas with available options



#### User's problem

### Too many lowvalued clothes



#### User's problem

# They become unwanted

### About **105,000,000** tons of clothes a year — Goes Into Landfills!

Industry's problem

Tons of clothes wasted each year

### CONTEXTUAL INQUIRY







## **Procedure**

- 5 contextual inquires
- 5 interviews
- 1 survey

Students & Young professionals

# Observe

- 1. How to collect fashion ideas
- 2. How to sort clothes
- 3. How to pick clothes

# **Ask questions**

- 1. Purchasing, sorting & recycling habits
- 2. Views on sustainability



### Results

#### Jamie Collects fashion ideas from Instagram

- Jennifer Discards a lot of clothes due to style preference changes.
  - **Daniel** Keeps trying clothes until he gets the one that **fits him**.
    - May Cares sustainability but does not know how to find sustainable clothes. Collects fashion ideas from **Pinterest**.

# Takeaway

- People keep up with **fashion ideas** using Instagram/Pinterest
- No easy way for people to **integrate** these idea collections when they are shopping
- Many clothes **get underutilized** and hence stacked in a corner
- No convenient way to **recycle** these clothes
- People care about **sustainability** (but it is only an afterthought while shopping)



Task 1

Fashion idea collection

(easy, existing task)



Task 2 Find clothes that fit

me perfectly

(easy, existing task)



Task 3

Conveniently recycle unwanted clothes (moderate, new task)



#### Task 4

Reduce purchase of low-valued clothes (moderate, new task) Task 5

Education on sustainability of clothes

(difficult, new task)

Task 6

Assistance for finding good-looking sustainable clothes (difficult, new task)







DESIGNS

### Green fashion plug-in



Save pictures to "My Style Book"

#### Relative sustainability score



Design 1



More sustainable suggestion

Size comparison with bought items

#### Design 2

#### Smart fashion guide



### Sustainable fashion assistant



Design 3

Cloth suggestions that fit users perfectly

Sigh Up <u>login</u> (D) with Pinterest (D) with Instagram) (Email (Email)	This the
Password Account Name	0000
Sign Up	Next

Cloth suggestions

	E	Date / /
	= My Wardrobe ®	= My Wardrobe (8)
	[High-Valued Low Valued]	[High-Valued Law - Valued]
	CI Wearing High frequency	124 M Dearing frequency
	Price: \$70 Time: 2 mouth	M Price: \$59 Time: 1 year
	12 Wearing Medium Frequency 200	Resell for UP to \$29
	Price \$15 time: 1 year	Recycle for 59 Points
-	wearing	51 Wearing frequery

= & Mailing Info Recycle D4 Recycle : Freeman dress II a From: Seattle, WA The closest Recycle Places To : University Village I. H& M 2604 NE UV . St . University Village 2604 NE UV St. Print the receipt! Free Mail to earn Temail the receipt 29 shopping points

TP: 7 Times.	Home (B) What d: J you Wear this bleek (C) Report unweved C (C) Times: C (C) Times: C (C) Times: C (C) Times: C (C) C (C)	E Home (2) Check the itens You didn't wear this Week Reput weared Reput weared R
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Fashion items' values

Recycle suggestions

Track wearing frequency

CHOSEN DESIGN: Storyboards & Tasks



### Chosen design: Smart fashion guide

Chosen task 2

#### Chosen task 1

Fashion idea collection and suggested shopping (including sustainable options)

### Reduce the purchase of lowvalued clothes







### Fashion idea collection and suggested shopping



Storyboard 1

#### Storyboard 2

#### Reducing the purchase of low-valued clothes



## LESSONS

- Do not make assumptions
- Define the target audience clearly
- Focus on the real problem
- Do more research

Thank You! We Appreciate Your Time :)