



C³

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“Take your closet with you wherever you go.”

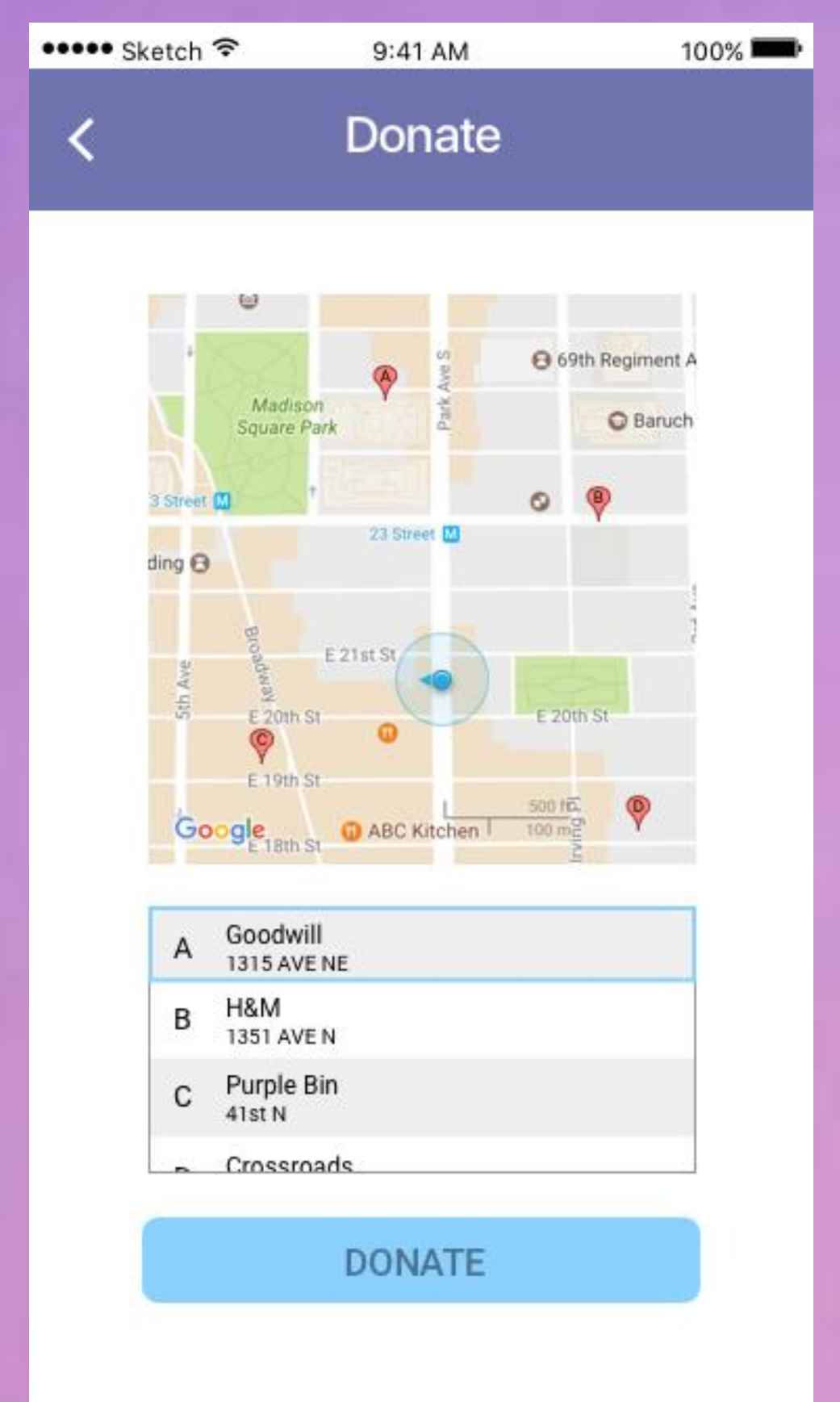
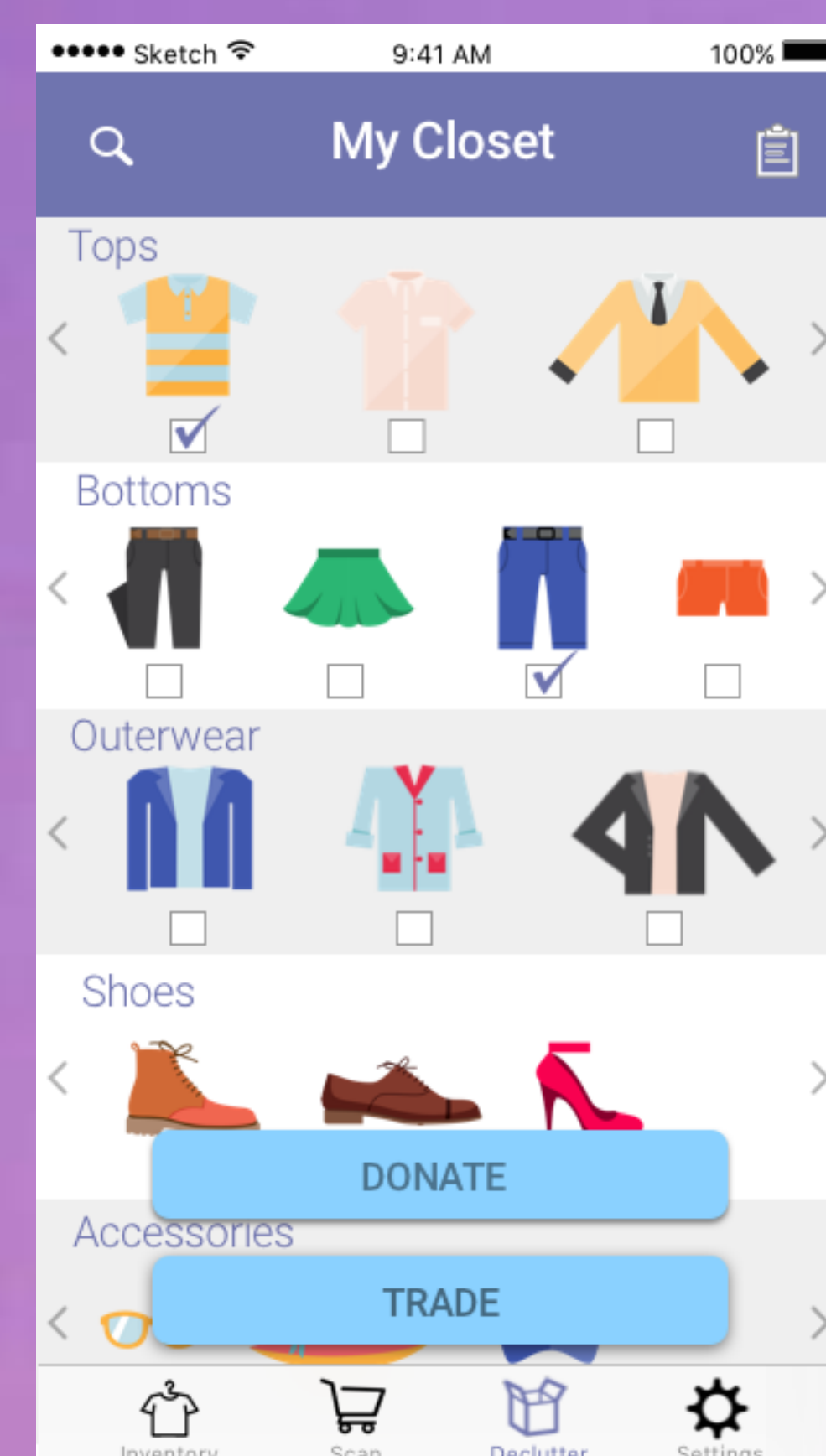
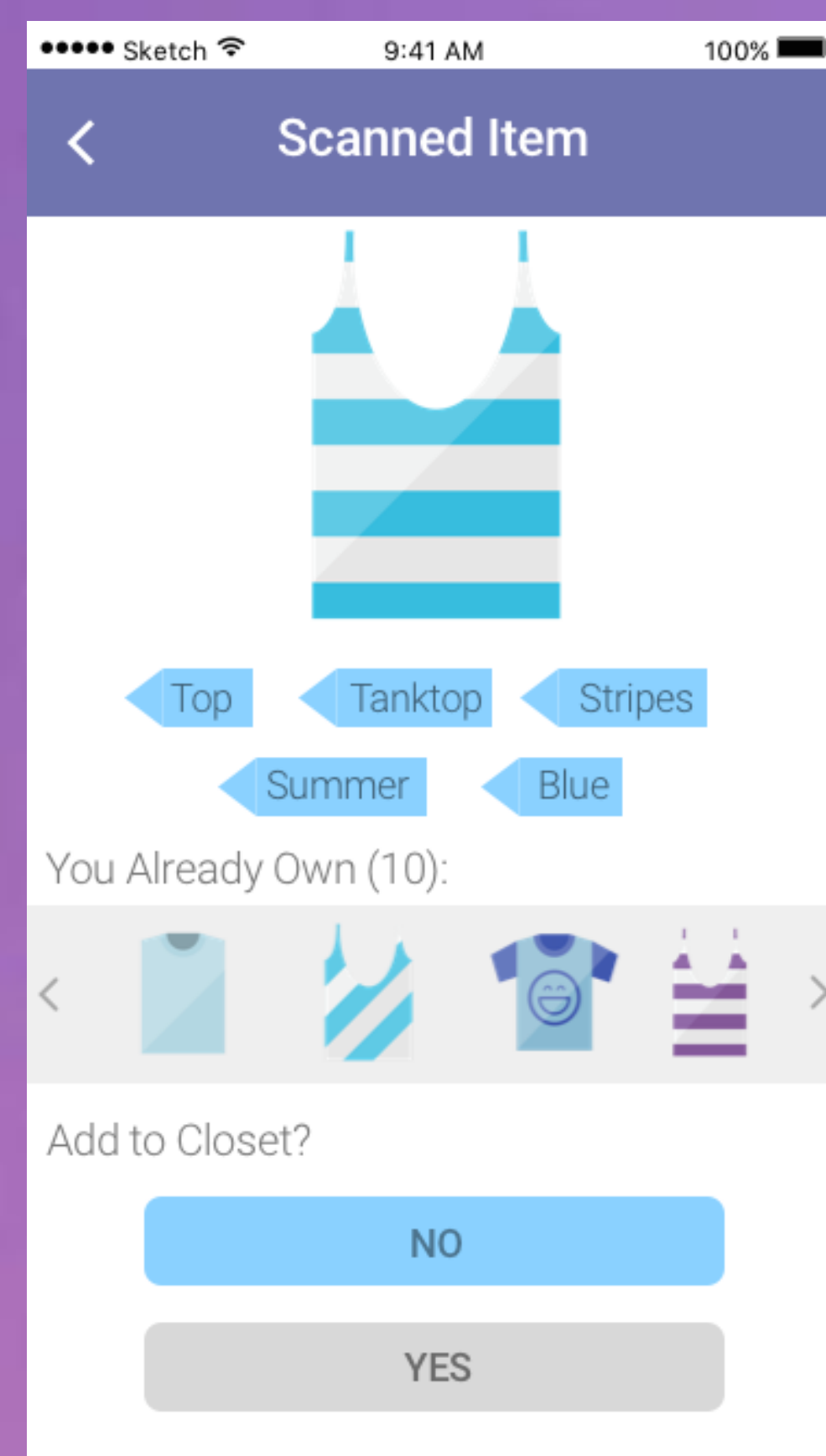
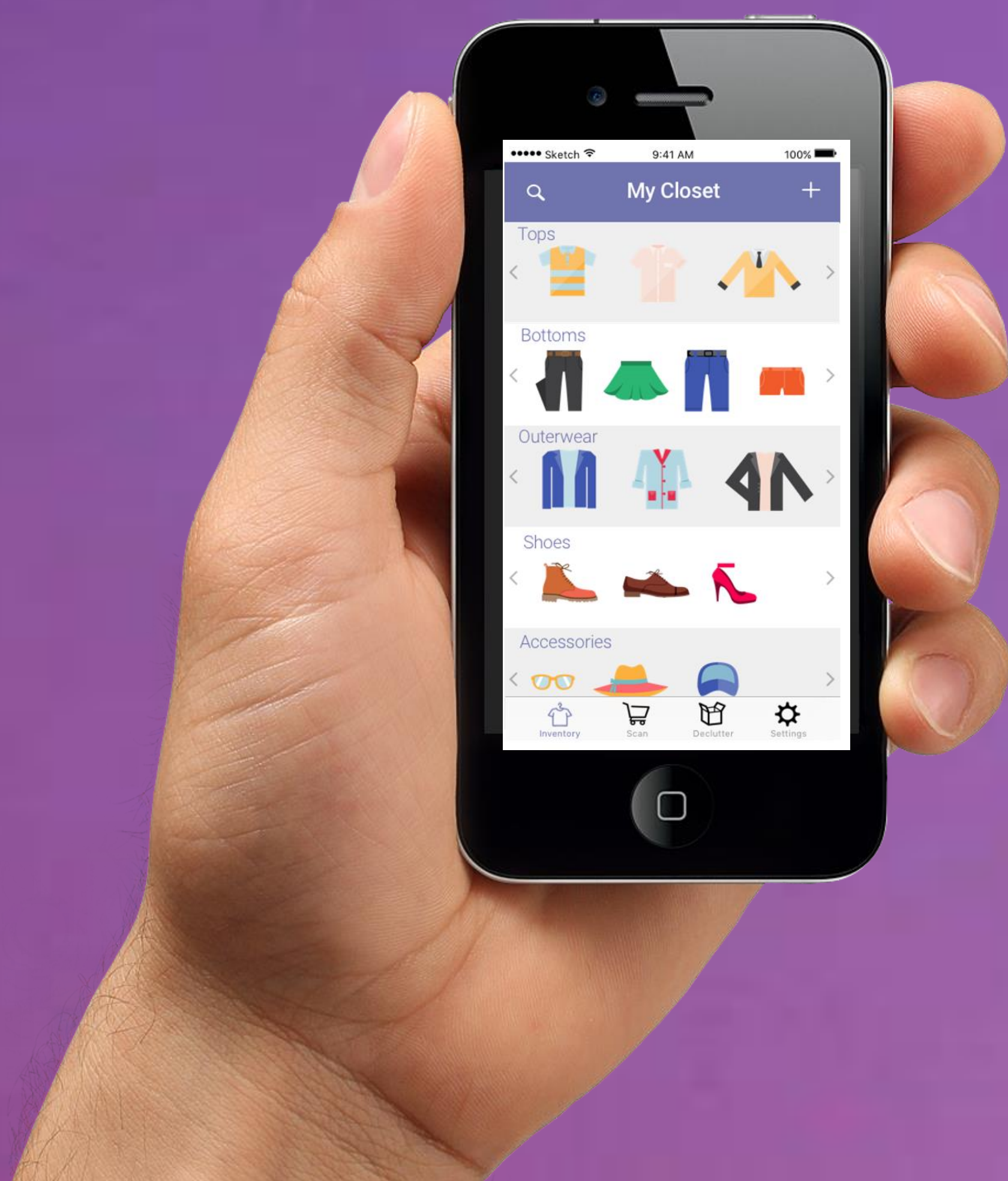
PROBLEM

The U.S. apparel business is a \$12 billion industry.*
54% of Americans are overwhelmed by clutter.*

VALUE PROPOSITION

C³ tracks your closet inventory to help you avoid overspending and promote decluttering.

FEATURES



Scanning Clothing Barcodes

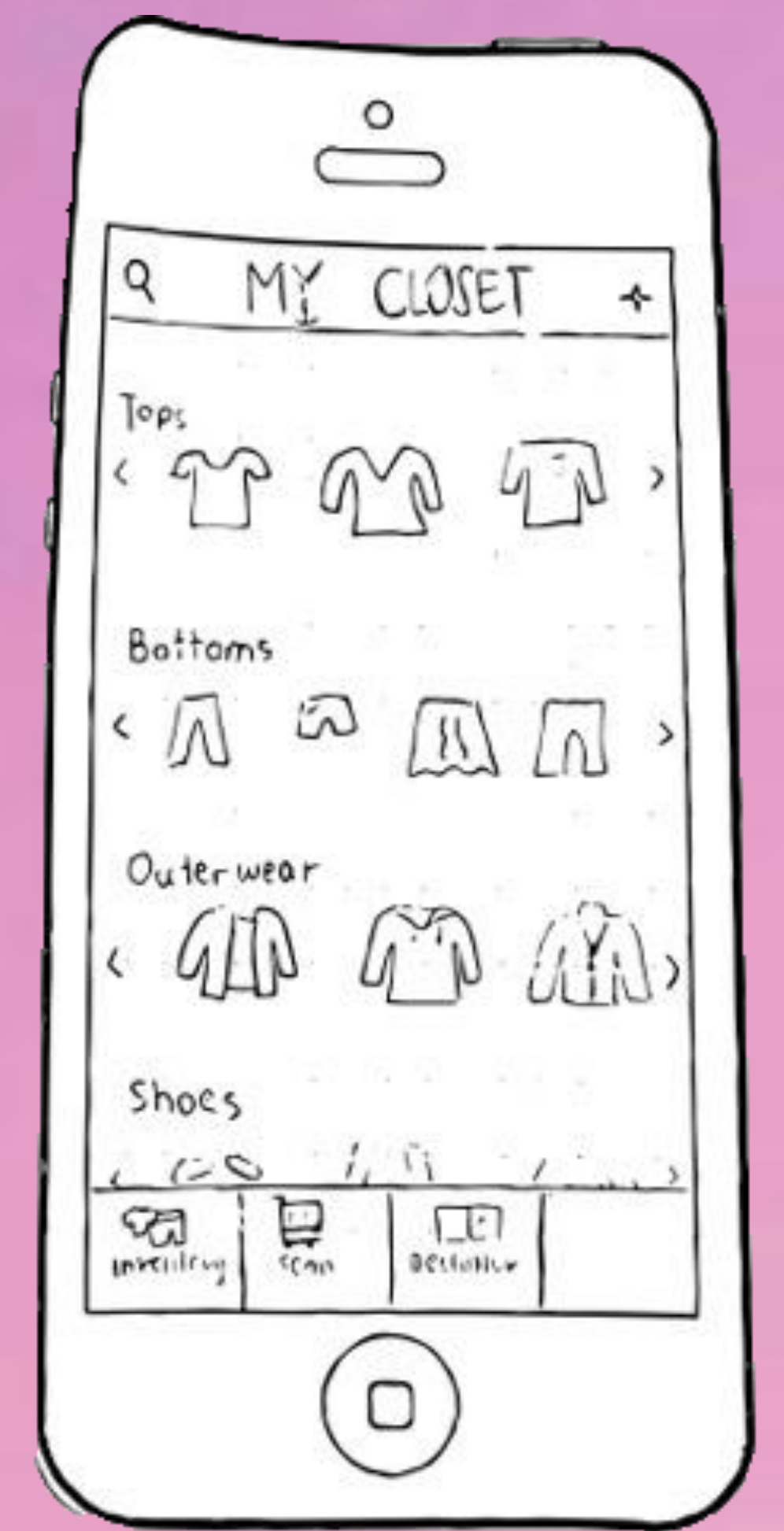
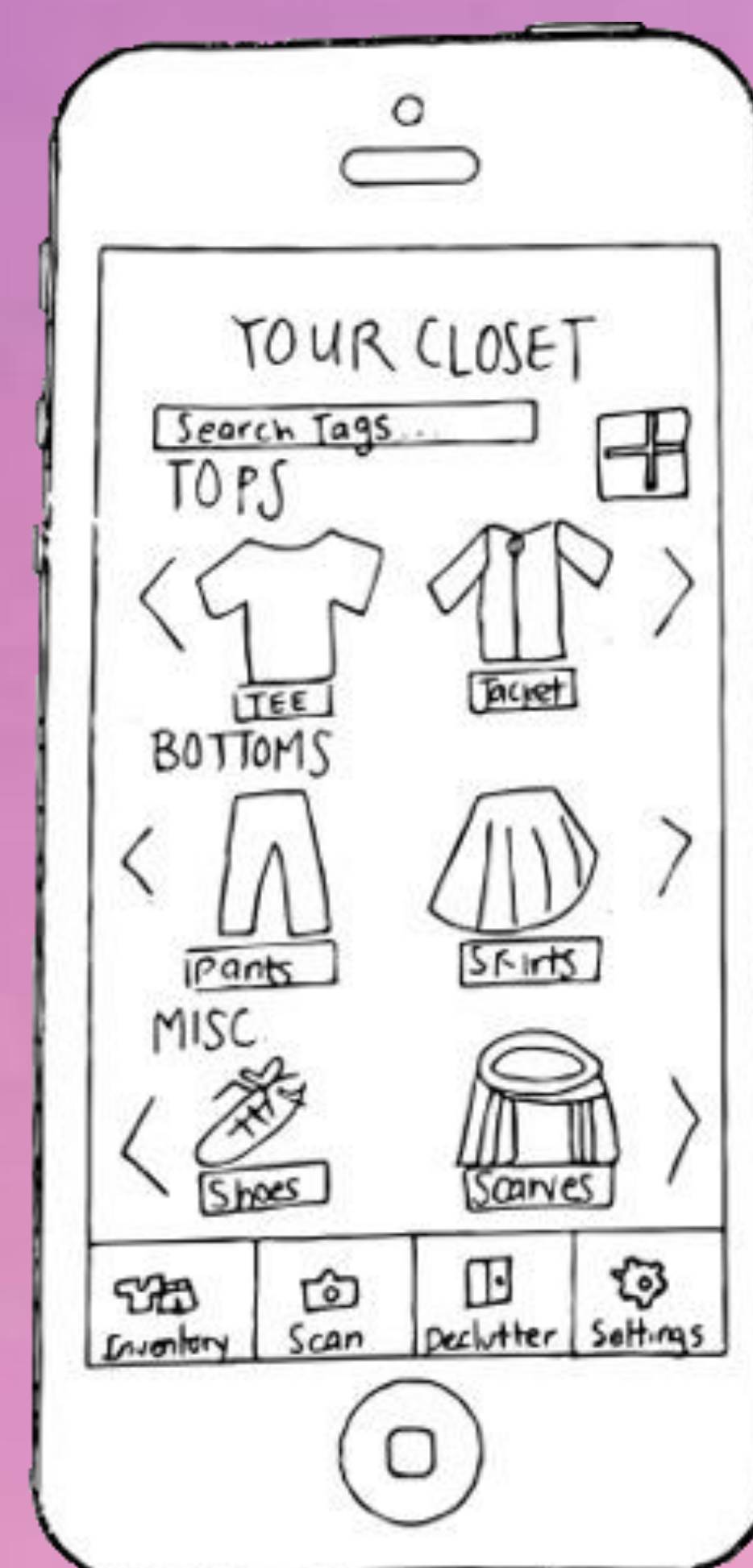
Decluttering Closet

DESIGN PROCESS

Storyboard: Avoiding Duplicate Purchases



Paper Prototype: Homepage



Initial

Final