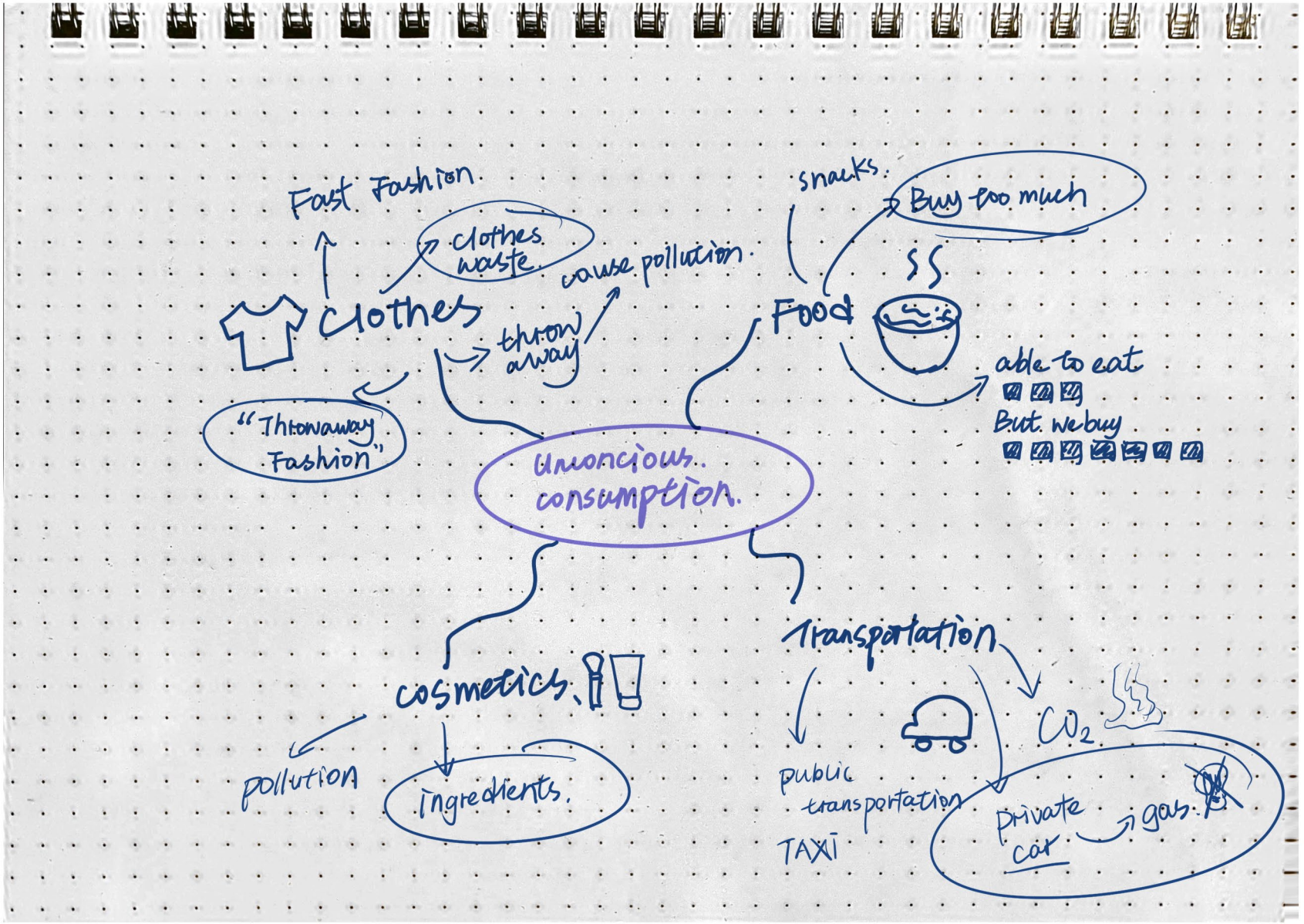
Conscious consumption

“Circlothes”app design

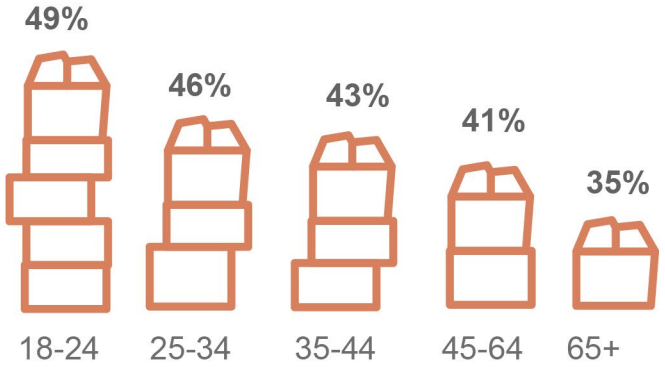
Help people to recycle their clothes and develop good shopping habits.

MIND MAP


Fast Fashion
clothes waste
cause pollution
clothes
throw away
"Throwaway Fashion"
snacks
Buy too much
Food
able to eat
But we buy
Unconscious consumption
cosmetics
pollution
ingredients
Transportation
CO_2
public transportation
TAXI
private car
gas

Primary research

Percentage of purchases that are impulse buys



18-24 year olds are the group most likely to discard an item after **1-5 wears**

If everyone bought one item new instead of used this year, it would waste:

5.7B lbs of CO_2e
=66M trees planted

25B gallons of water
=1.25B showers

449M lbs of waste
=18,700 garbage trucks full

Fashion is one of the most pollutive industries in the world.

75 lbs — of CO_2e to produce the average pair of jeans.

700 gallons — of water to make one new T-shirt

50% — people throwing their unwanted clothes straight in the trash

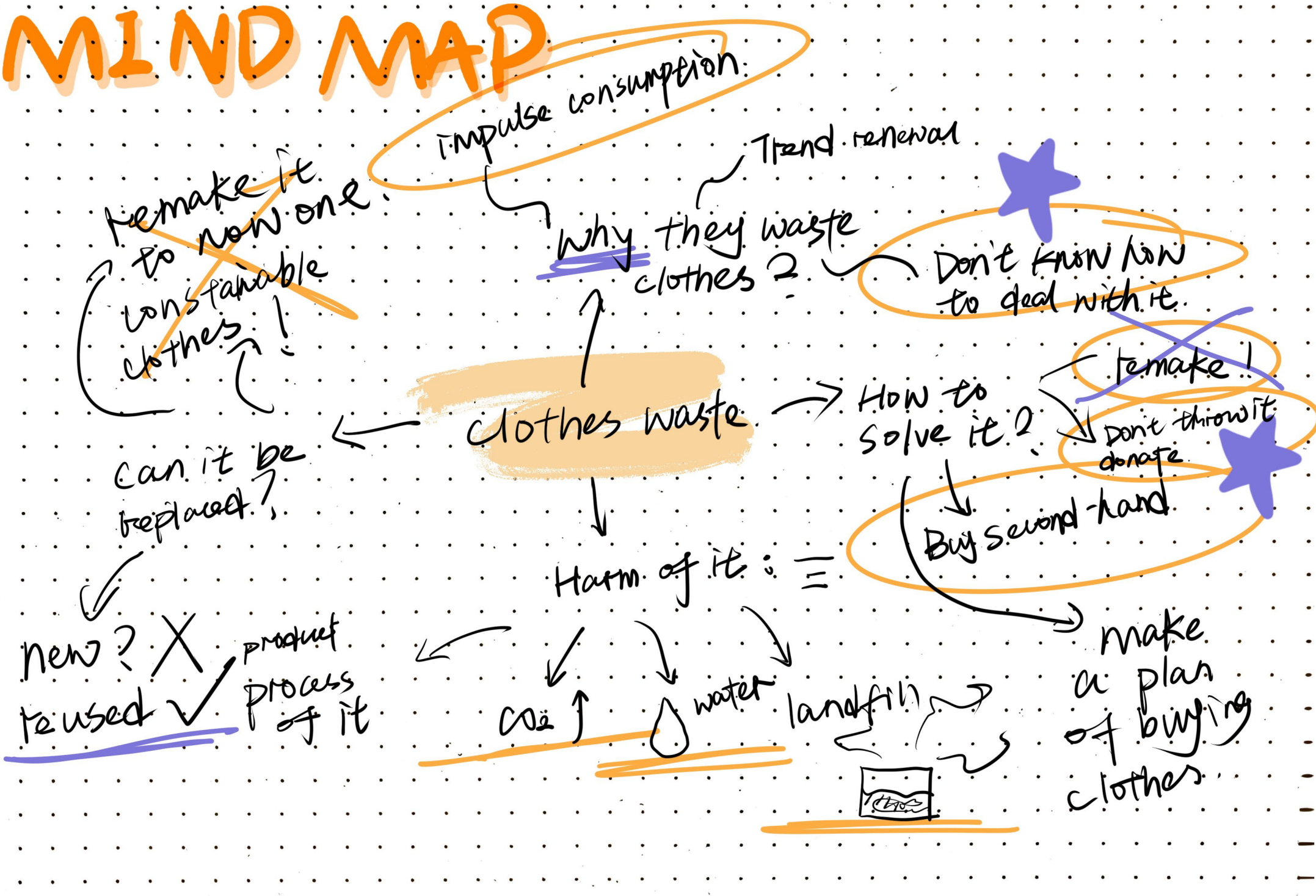
64% — of the 32B garments produced each year end up in landfill.

The fashion industry is one of the most environmentally polluting industries in the world, endangering the planet and people.

9 Things You Can Do to Reduce pollution

Carbon emissions youll eliminate by making the following changes.

MIND MAP


impulse consumption
Trend renewal
remake it to new one!
constainable clothes!
why they waste clothes?
Don't know how to deal with it.
remake!
clothes waste
How to solve it?
Don't throw it donate
Buy second-hand
can it be replaced?
Harm of it:
new? X
reused ✓
product process of it
CO2
water
landfill
make a plan of buying clothes

Questionnaire results

Do you understand the impact of wasted clothes on the environment?

- Understands in great detail
- Know some, but willing to learn more
- Don't know, but willing to understand
- Reluctant to know

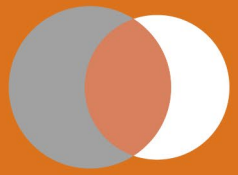
Purchase behavior

- Damaged old clothes
- Don't like the clothes I bought before
- I follow fashion trends, and favorite stores/brands
- I buy what I want to buy
- Forget that I have already purchased similar clothes

Which of the following do you think will cause pollution?

- Materials
- Production process
- Transportation
- Used clothes disposal method

Consumption method

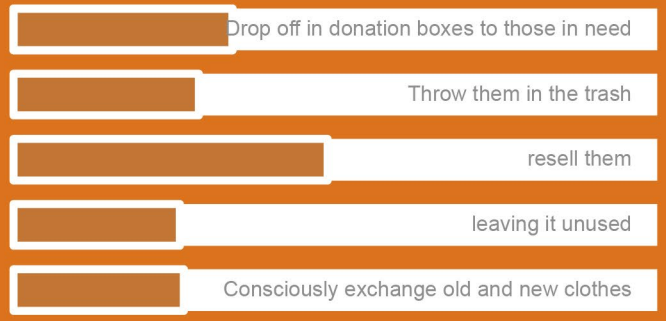


Online Offline Stores

Why you choose a fast fashion brand?

- Inexpensive, do not wear it does not hurt
- Cheap, style follows fashion trends
- Didn't know fast fashion would have an impact on the environment
- Not sure which brands are sustainable/ethical

What is your way of getting rid of old clothes?



Do you usually use second-hand shopping platforms to buy second-hand clothes?

- Yes, I buy often
- Occasionally
- Never

Questionnaire results

If you know these pollution problems you will change your consumption habits?

Yes, I would

Probably, I would try

No, I wouldn't

What sources do you usually get your environmental knowledge from.

In TV news

Mobile news push

Push from social software

Push from shopping platform

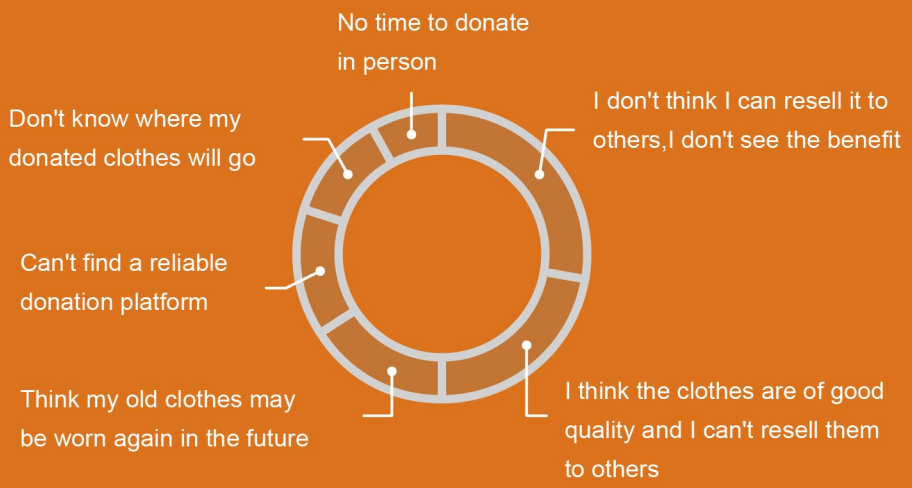
Do you know what clothing donation platforms are available in China?

I know some

I know very little

Don't know

Why not donate/secondarily sell to others?



Do you want to learn more about pollution in overbought clothes?

Yes, of course

If necessary, I would

No

Interviews

- Do you ever buy clothes impulsively?
- Do you know that this act can bring about environmental pollution problems?
- Are you willing to make a change?
- What changes have you already made?

JUN

23years old

I often often buy some new clothes very impulsively, even though I already have many of the same type. I also didn't know that this act would cause pollution.But I wish I could break the habit of buying clothes impulsively.

- Do you ever buy clothes impulsively?
- Do you know that this act can bring about environmental pollution problems?
- Are you willing to make a change?
- What changes have you already made?

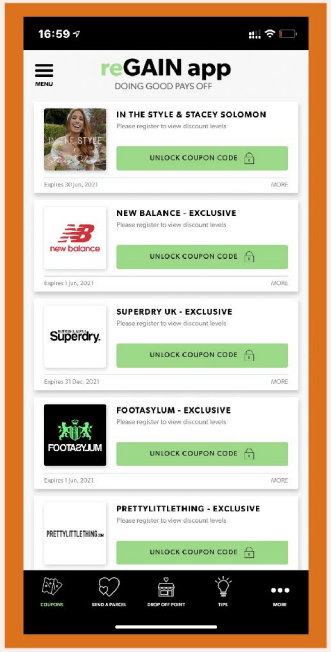
Xue

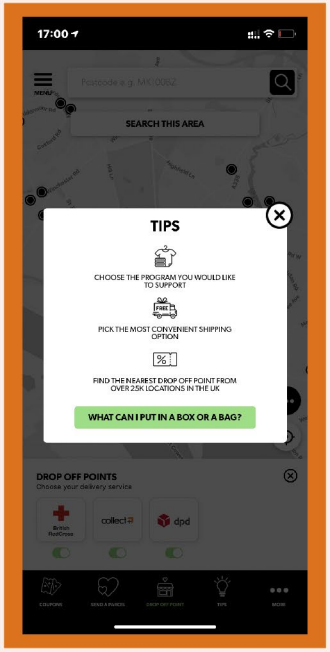
25years old

I have a lot of clothes in my closet that I don't wear anymore, and I would love to donate them, but I can't find a suitable and guaranteed platform. I would love to donate my old clothes.

Second research

As a used platform, it is very versatile. Although it also advocates people to recycle their items, there are too many consumer inducing messages on it. But it has a community feature that I think is very good.





It's an app that recycles clothes and sells them by brand categories for users. You can drop it off yourself at a drop-off point, which is environmentally friendly because, well, the delivery also causes pollution.

PACT analysis

PEOPLE

- Can’t help buying clothes
- Young people and adults
- People who want to change their consumption habits
- Hope to solve the problem of clothing waste caused by "throw away fashion

ACTIVITIES

- Recycling clothes
- Get feedback on donations/used purchases
- Daily purchase/rental/donation of used clothes

CONTEXT

- Today's clothing waste problem is serious
- Most people own smartphones
- Many clothing donation boxes are not well utilized
- A mobile app is convenient and keeps you know about the information

TECHNOLOGIES--smartphone

- Warning of clothes waste(Scan to know what kind of pollution will your clothes cause when you throw them away)
- Find someone nearby who is selling/renting used clothes
- Find nearby donation clothes(map)
- Keep track of the clothes you donate
- Reward Mechanism

Persona

Abby

Age:26
Gender:Female
Occupation:College student

Energetic | Love shopping | Frequent overbuying | Fashion Pursuit | Careless

Wants

- Have a good spending habit
- Knowing the problem of environmental pollution caused by unconscious consumption
- Donate my unwanted clothes

Painpoionts

- Always throw away many used clothes,not aware of pollution problemss
- Don't know where to donate clothes
- Can't help but buy new clothes

Purchase Method

Online Shop

Offline Stores

About clothing pollution

Level of understanding

Low — High

Attitude towards environmental protection

Low — High

Willingness to make changes

Low — High

About

“I can’t help buying new clothes. I used to throw these clothes away, but after I knew it would cause pollution I felt like changing the way I dispose of my old clothes. I would like to donate it to someone who needs it, but I don't know where it would be safer to do so.”

Persona

Energetic | Love shopping | Frequent overbuying | Fashion Pursuit | Lovingly

Wants

- Change my habits
- Knowing the problem of environmental pollution caused by unconscious consumption
- Find a better way to get rid of my old clothes
- Helping others

Painpoionts

- Don't know where to get a donation box
- Can't help but buy new clothes
- Feel that private donation channels are not reliable

Purchase Method

Online Shop

Offline Stores

About clothing pollution

Level of understanding

Low — High

Attitude towards environmental protection

Low — High

Willingness to make changes

Low — High

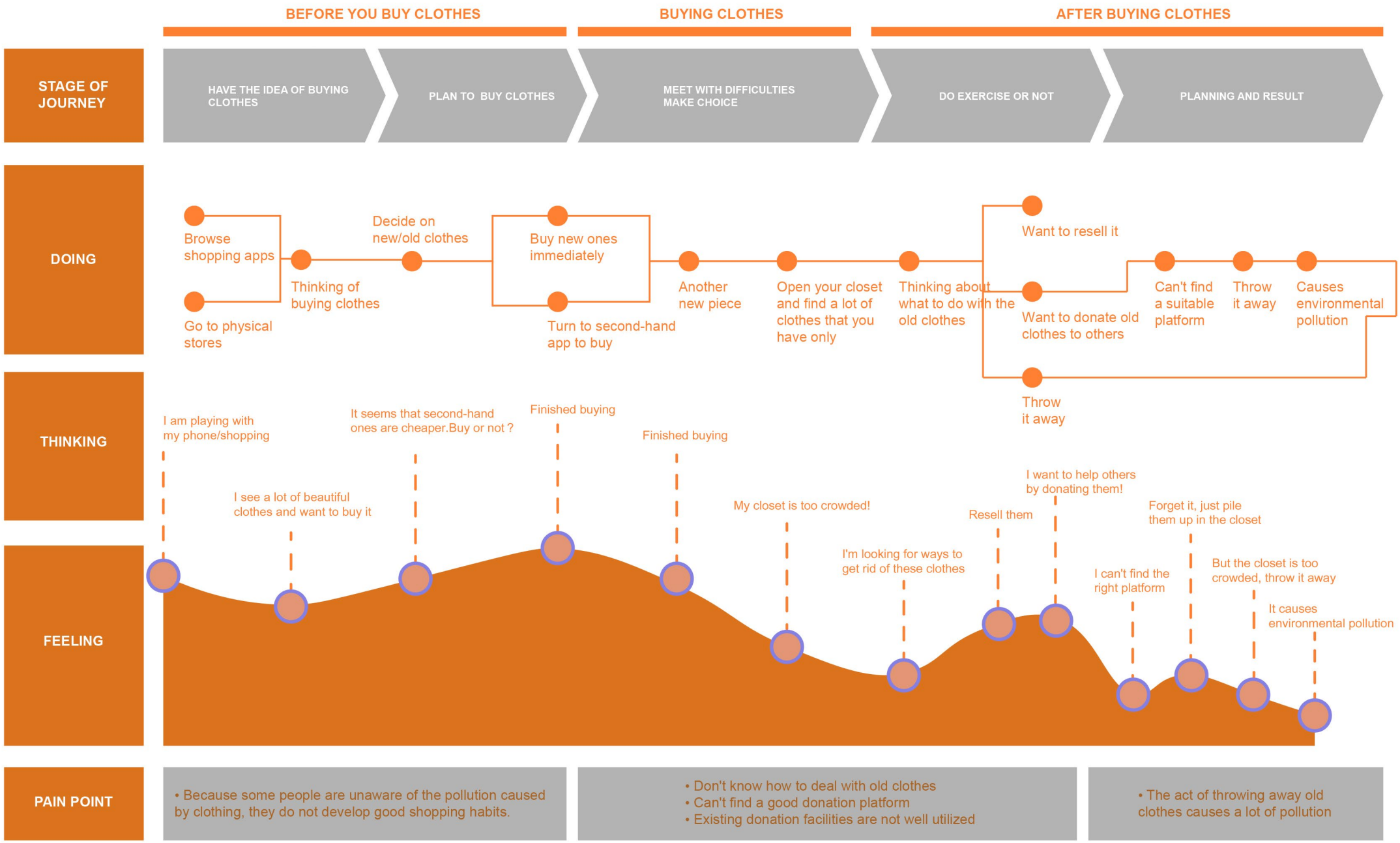
About

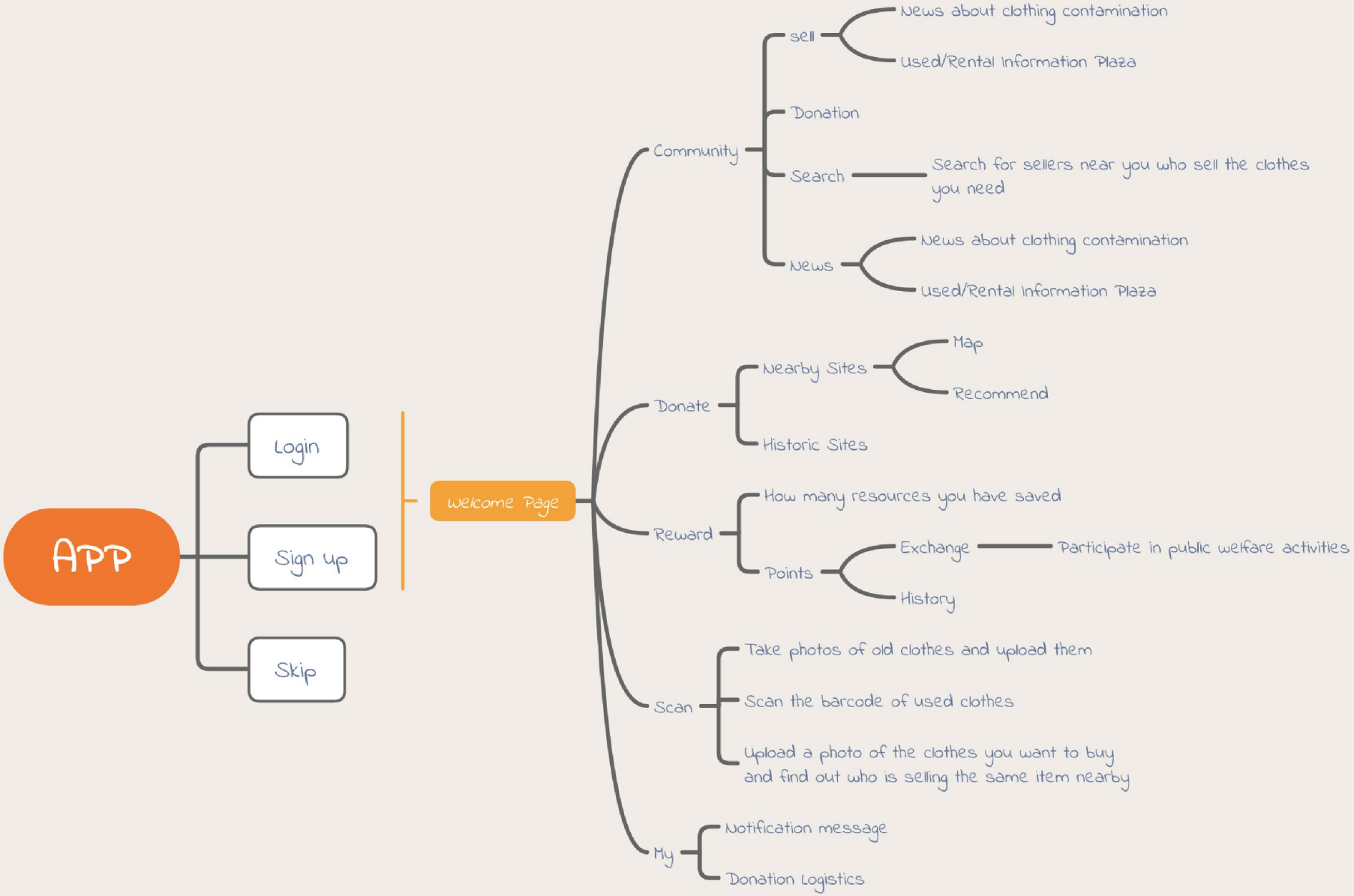
"I know there are a lot of donation boxes for clothes nowadays and it just so happens that I have a lot of clothes in my wardrobe that I have bought and only worn a few times, so I hope to get rid of my old clothes through this. But I often can't find where the donation bins are, so I just throw my old clothes in the bin. Now I want to change this bad habit."

Belle

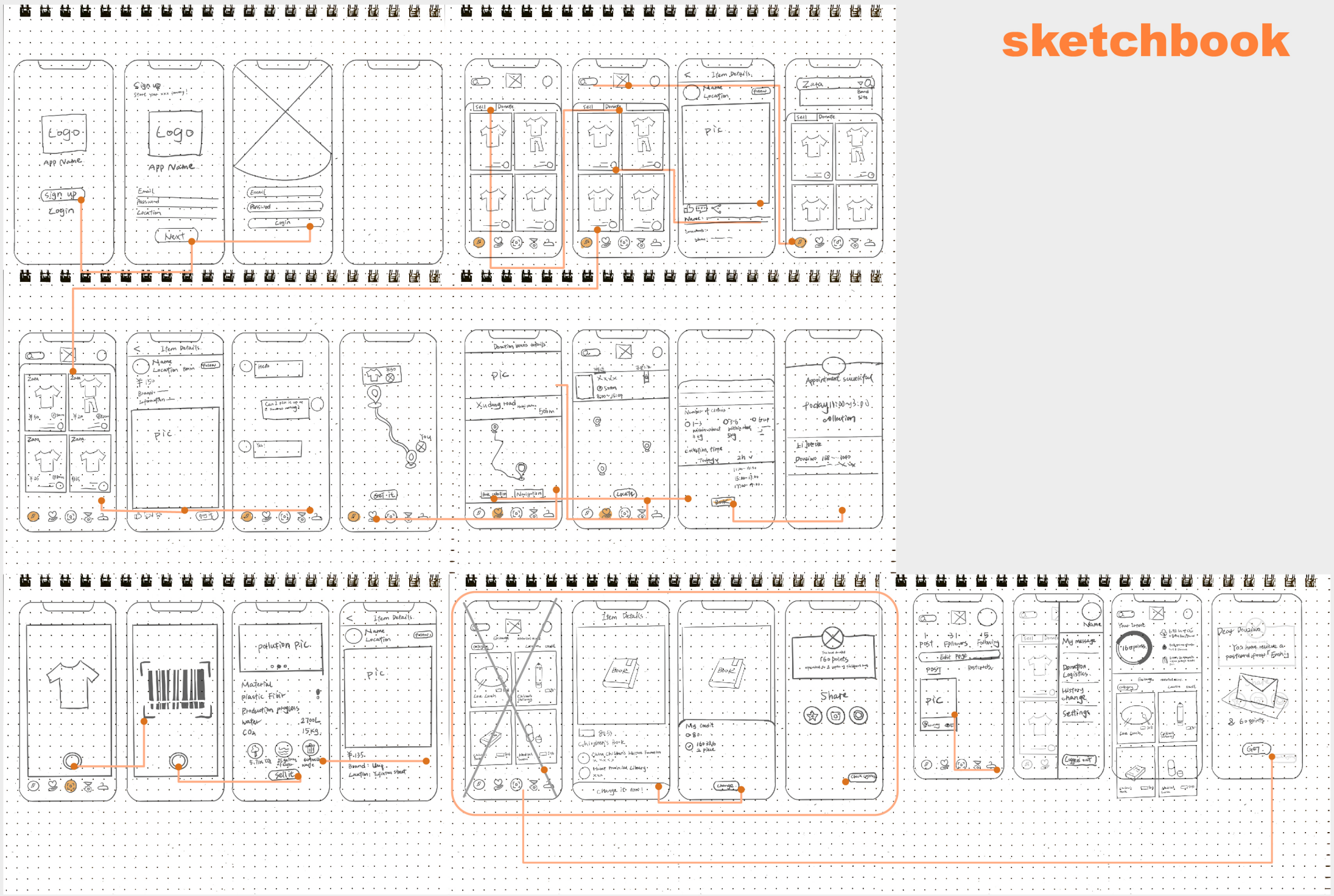
Age:30
Gender:Female
Occupation:Company Staff

JOURNEY MAP


BEFORE YOU BUY CLOTHES
BUYING CLOTHES
AFTER BUYING CLOTHES
STAGE OF JOURNEY
HAVE THE IDEA OF BUYING CLOTHES
PLAN TO BUY CLOTHES
MEET WITH DIFFICULTIES MAKE CHOICE
DO EXERCISE OR NOT
PLANNING AND RESULT
DOING
Browse shopping apps
Go to physical stores
Thinking of buying clothes
Decide on new/old clothes
Buy new ones immediately
Turn to second-hand app to buy
Another new piece
Open your closet and find a lot of clothes that you have only
Thinking about what to do with the old clothes
Want to resell it
Want to donate old clothes to others
Throw it away
Can't find a suitable platform
Throw it away
Causes environmental pollution
THINKING
I am playing with my phone/shopping
I see a lot of beautiful clothes and want to buy it
It seems that second-hand ones are cheaper.Buy or not ?
Finished buying
Finished buying
My closet is too crowded!
I'm looking for ways to get rid of these clothes
Resell them
I want to help others by donating them!
I can't find the right platform
Forget it, just pile them up in the closet
But the closet is too crowded, throw it away
It causes environmental pollution
FEELING
PAIN POINT
• Because some people are unaware of the pollution caused by clothing, they do not develop good shopping habits.
• Don't know how to deal with old clothes
• Can't find a good donation platform
• Existing donation facilities are not well utilized
• The act of throwing away old clothes causes a lot of pollution

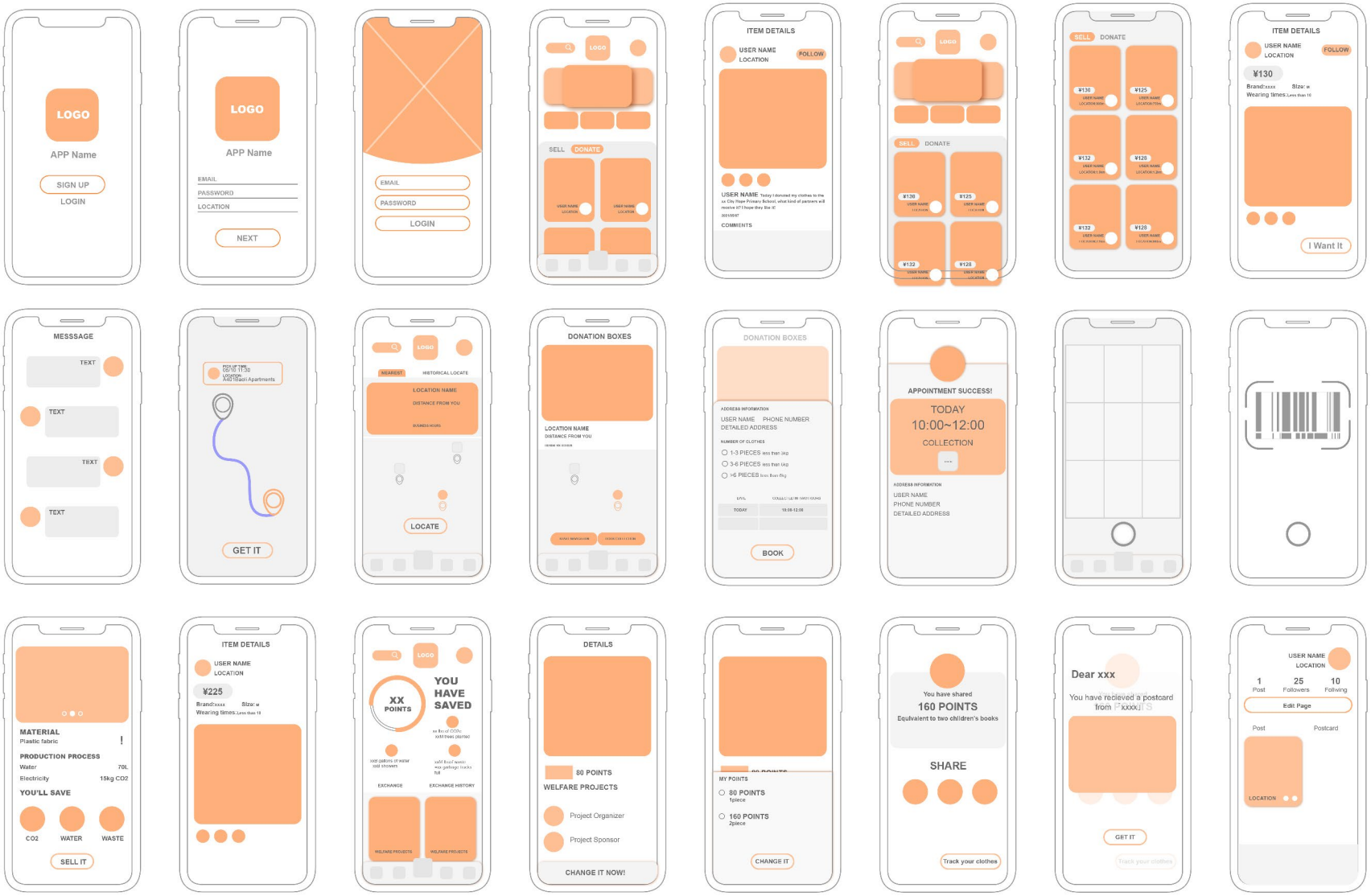

APP
Login
Sign up
Skip
Welcome Page
Community
sell
News about clothing contamination
Used/Rental Information Plaza
Donation
Search
Search for sellers near you who sell the clothes you need
News
News about clothing contamination
Used/Rental Information Plaza
Donate
Nearby Sites
Map
Recommend
Historic Sites
Reward
How many resources you have saved
Points
Exchange
Participate in public welfare activities
History
Scan
Take photos of old clothes and upload them
Scan the barcode of used clothes
Upload a photo of the clothes you want to buy and find out who is selling the same item nearby
My
Notification message
Donation Logistics

sketchbook



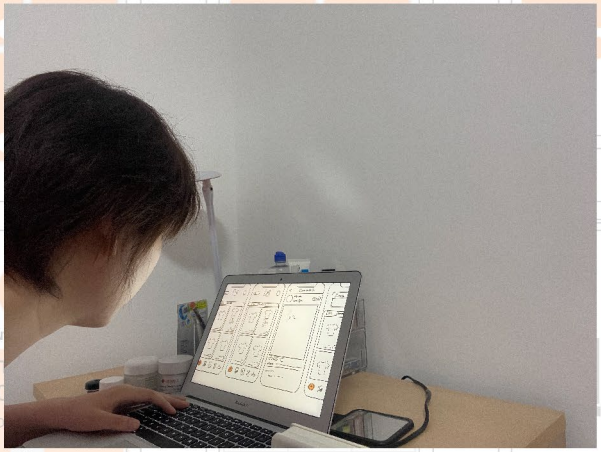
Logo
App Name
Sign up
Login
Email
Password
Location
Next
Item Details
Name
Location
Sell
Donate
pic
Zara
Donation boxes details
Xudong road
Navigation
Locate
Book
Appointment successful
collection
pollution pic
Material
plastic Fibir
Production progress
water
2700L
CO2
15kg
Sell it
Share
My credit
Change it now!
Edit page
Post
Followers
Following
My message
Donation Logistics
History change
Settings
Logged out
Your credit
Dear Douzina
Get

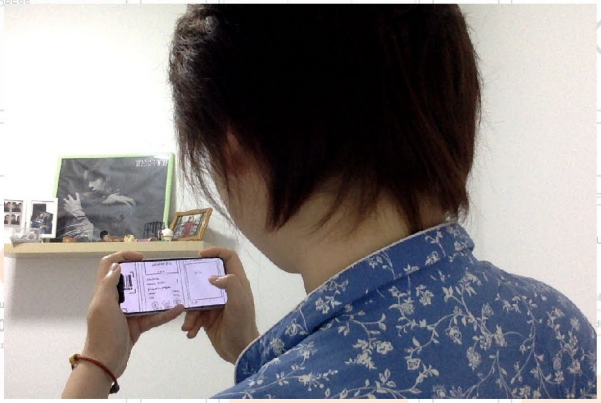
Preliminary wireframe



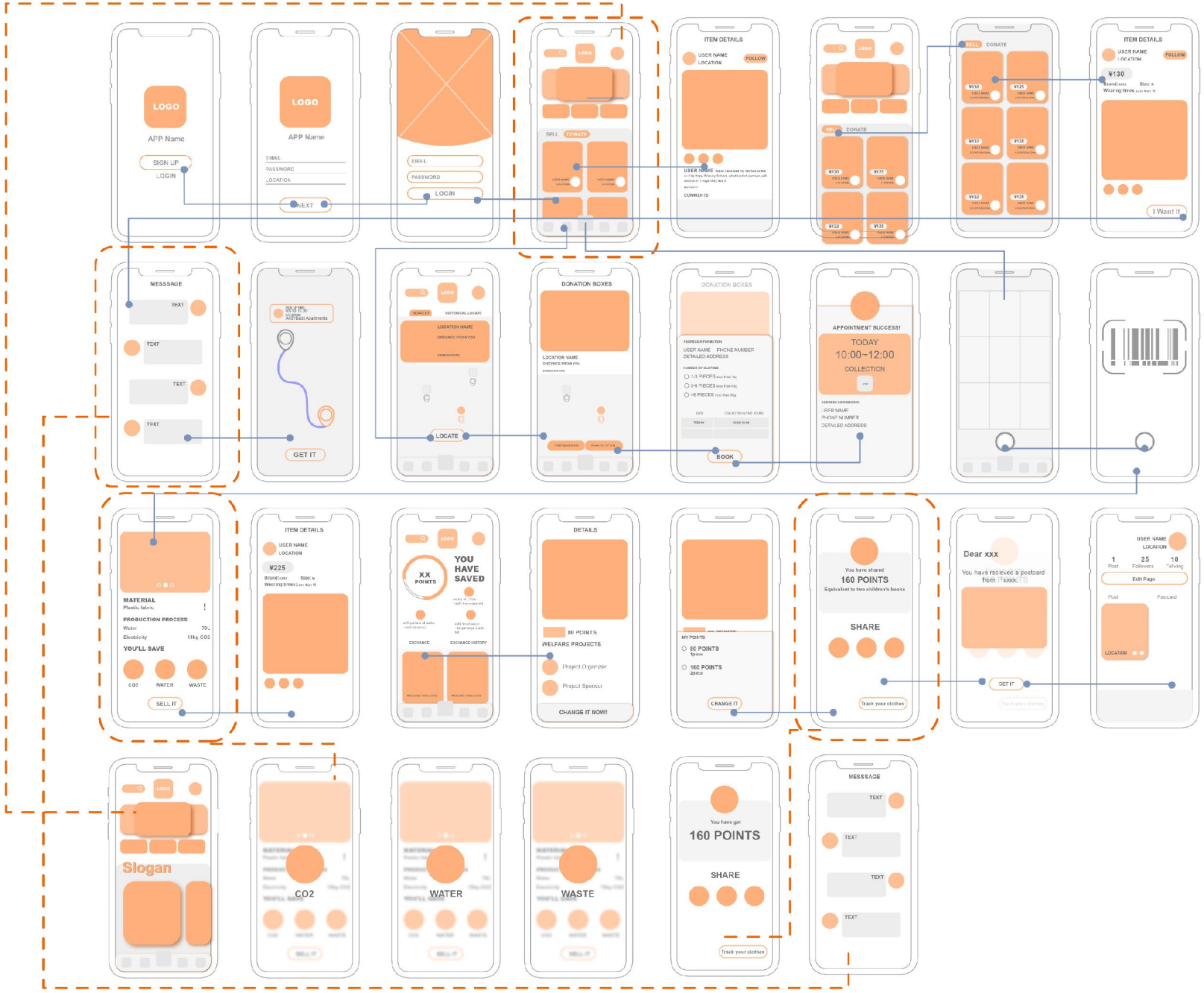
Preliminary test feedback

- There are so many plates on the home page that I think we can summarize a simple inter-face and break it down.
- In the scan page, the scan yields information too quickly and unattractively. Maybe a few transition pages would be better
- I'm not sure about the operation from which the points are obtained. This one function is too sudden and not clearly explained.





Updated wireframe



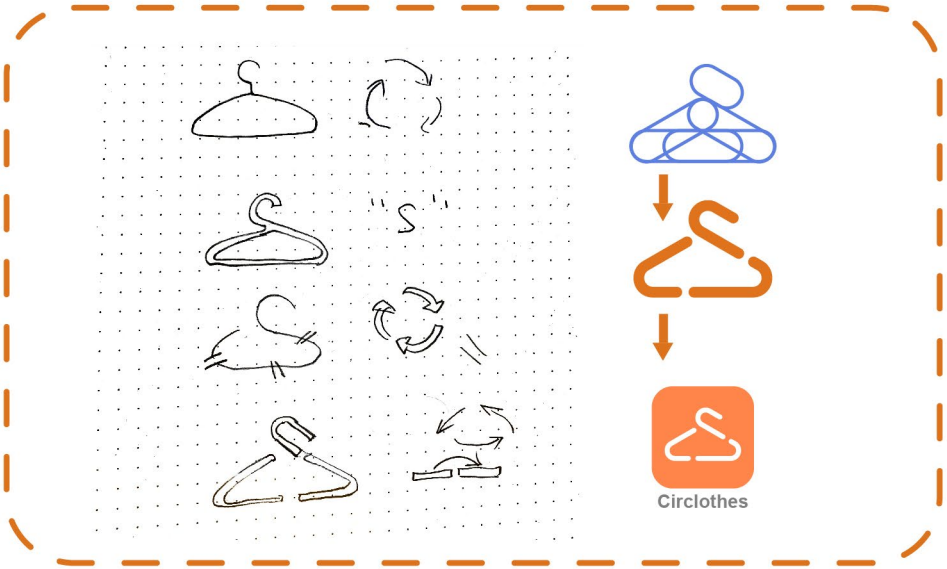
Final visual

Logo design

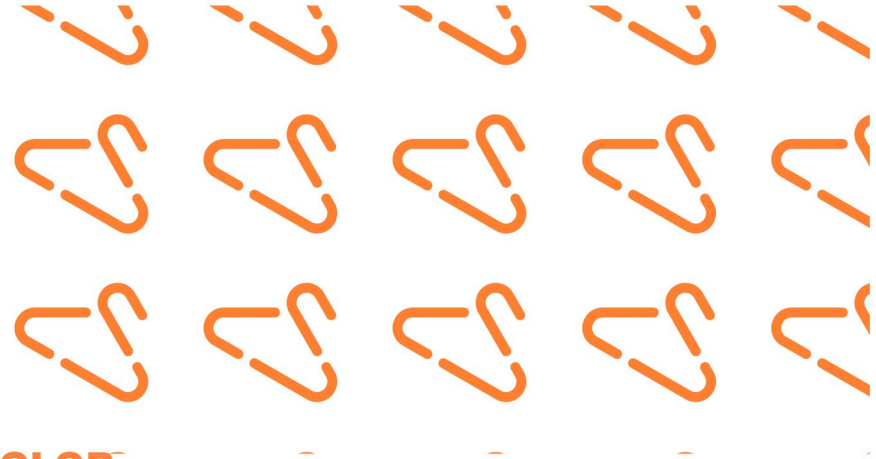
Name:Circulation+Clothes

Inspiration

SKETCHBOOK



BACKGROUND



ILLUSTRATIONS

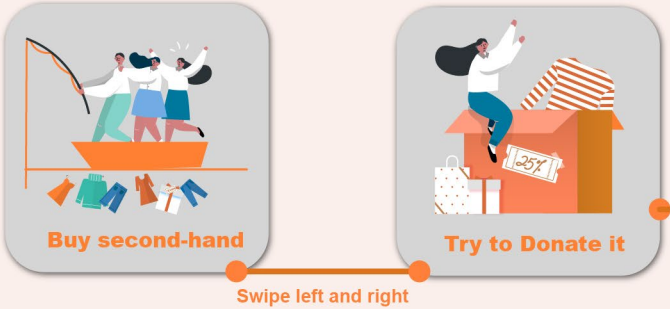
COLOR

#FF803A # F69B7B # D9D9D9

FONT:Arial

Community Page

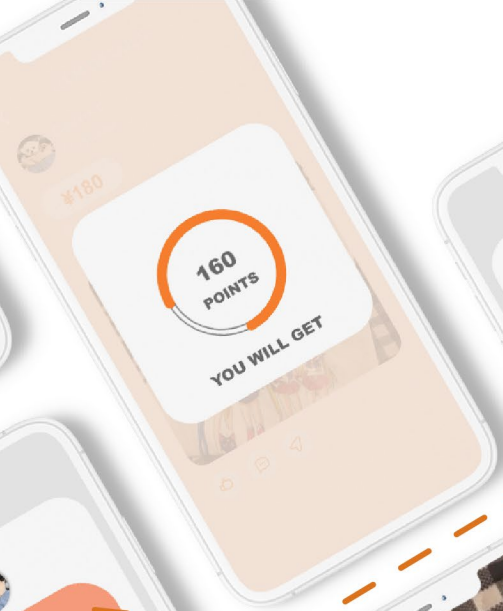
Recent environmental news pushed to the front of the community page

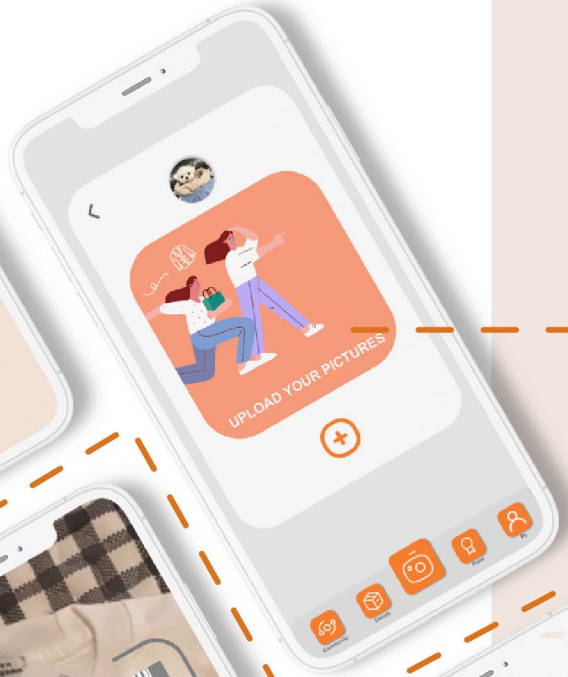


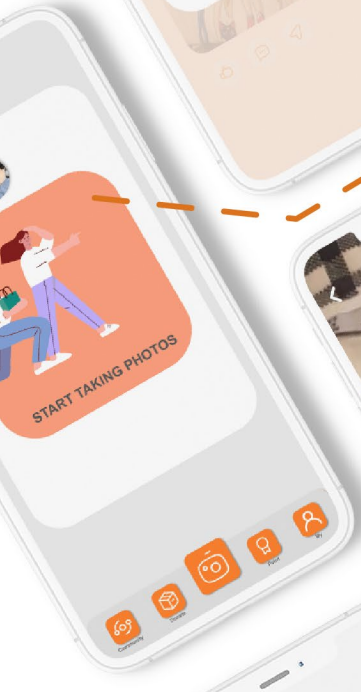
Click to switch to donate page

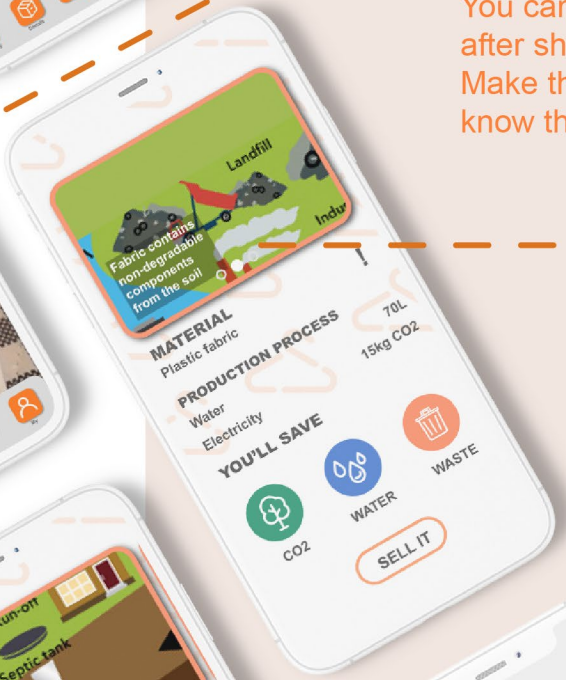
Home page of the community page, make a distinction between the donation section and the second-hand sale section

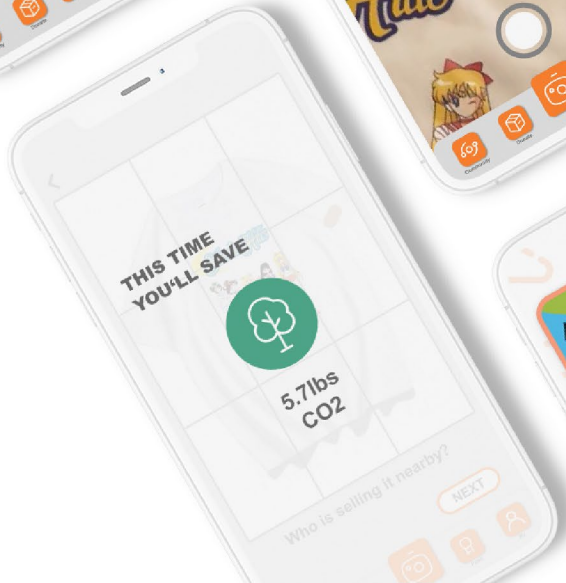
Scan page

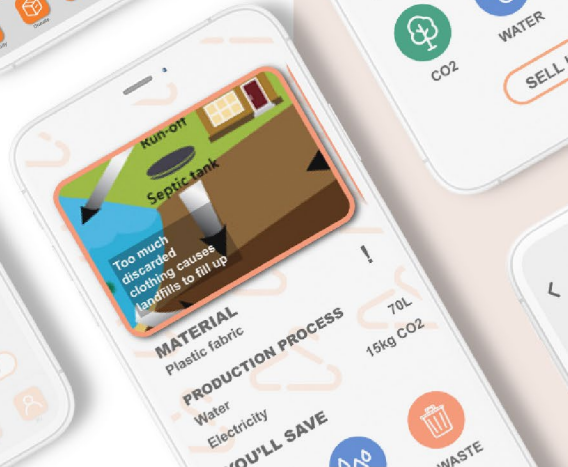


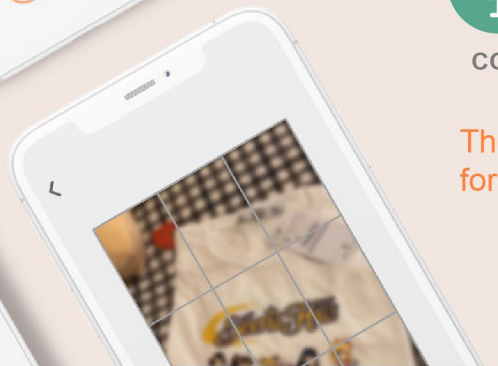


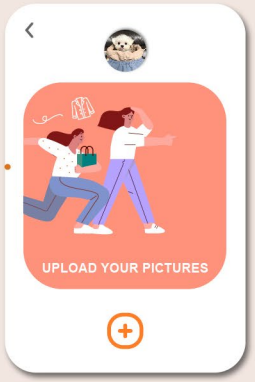


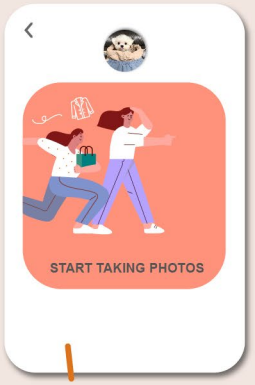




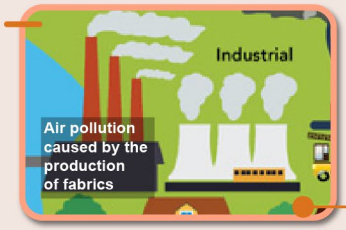


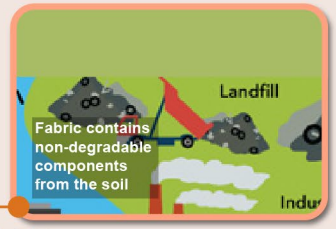






You can get the pollution index of the clothes you want to buy after shooting and scanning the barcode/uploading the photo. Make this information available to you before you buy, so you know the benefits of your recycling of clothes.





Swipe left and right

CO2

WATER

WASTE

The information will be presented in the form of a simple illustration

Donation box page

Connected to clothing donation boxes set up by the government, it automatically finds the closest clothing donation box to you and gives you the option to navigate directly to there or book a collection. This makes it easy for people who don't know where to donate their clothes to complete their own donations.

BAOLI HEARTLAND COMMUNITY PHASE I BUILDING 16

DISTANCE FROM YOU
650M

BUSINESS HOURS
08:00~21:00

BAOLI HEARTLAND COMMUNITY PHASE I BUILDING 16

DISTANCE FROM YOU
650M

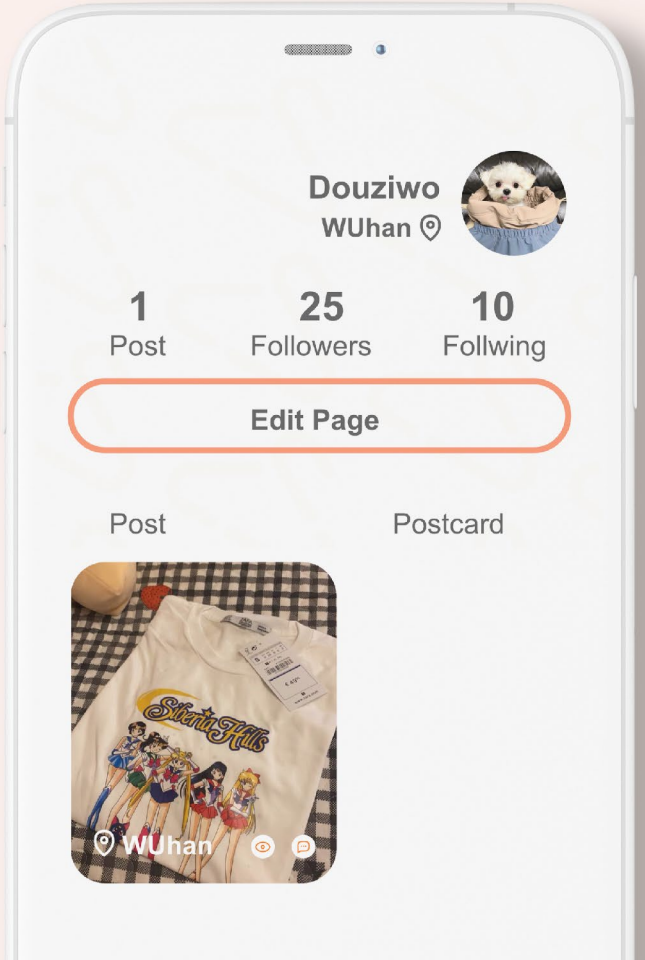
BUSINESS HOURS
08:00~21:00

You can track the movement of your clothes, make sure your clothes are actually being donated to someone in need, and get postcard as feedback from the recipient.

Rewards page

On the rewards page, you can view the total points you have earned for your actions of recycling clothes and exchange them to participate in charity projects. You can also see how much you have contributed to protecting the environment by using the app to consume and recycle your clothes.

My page



Icon

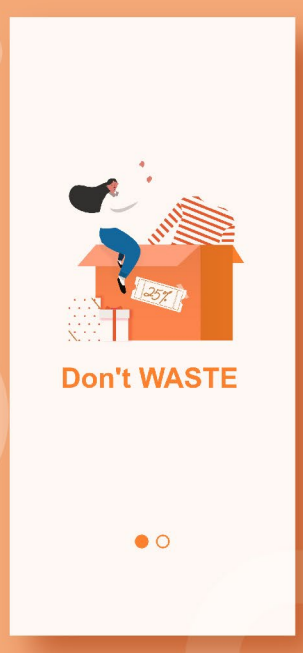
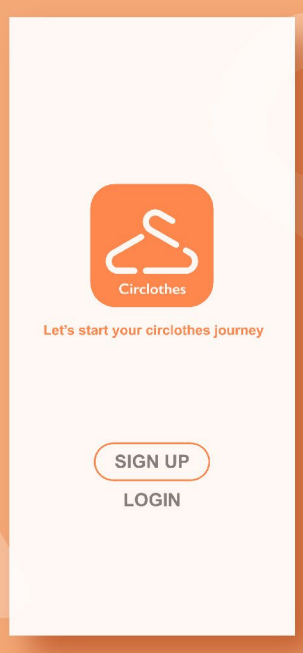
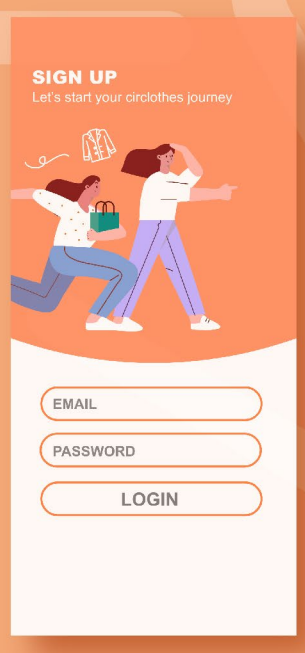
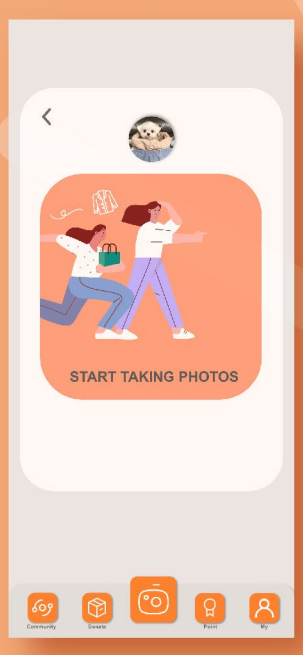
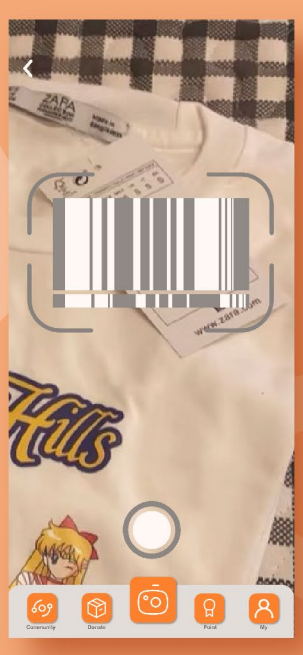
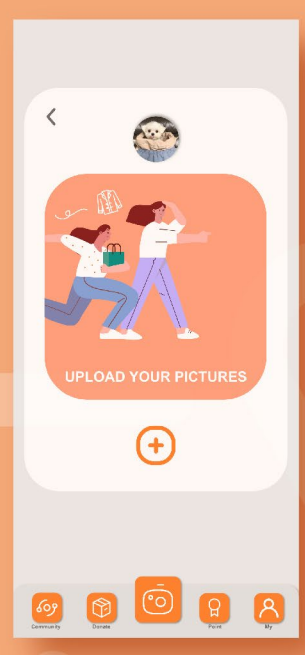
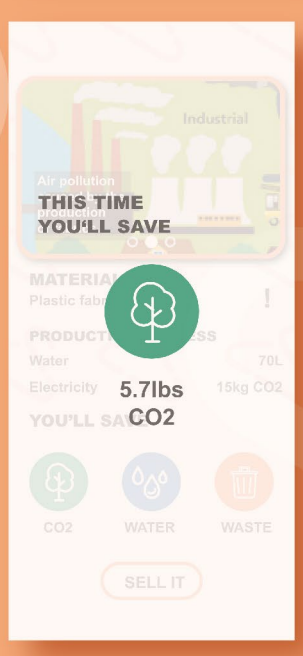
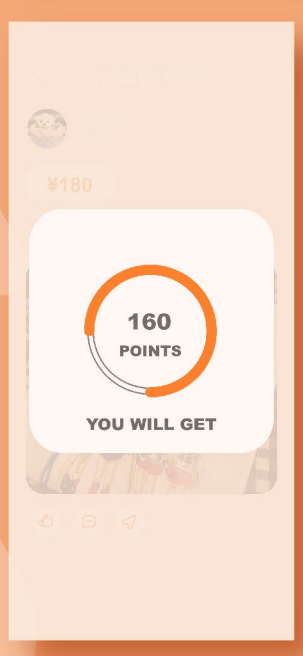
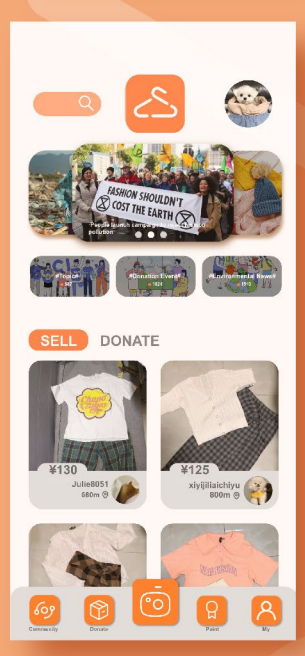
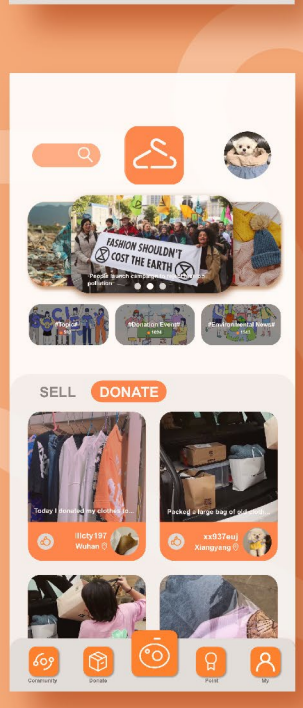
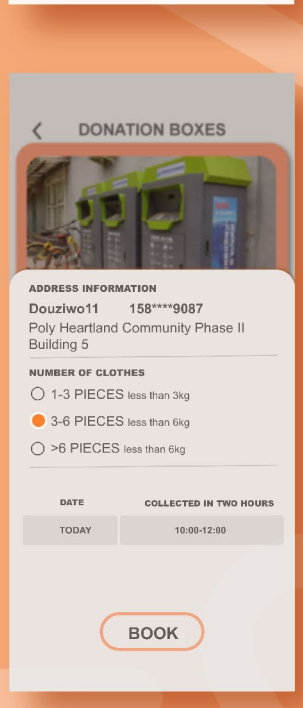
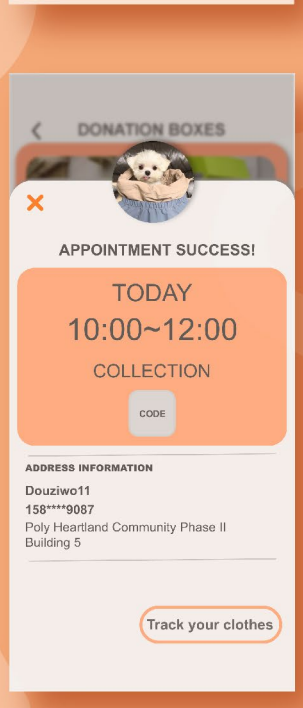
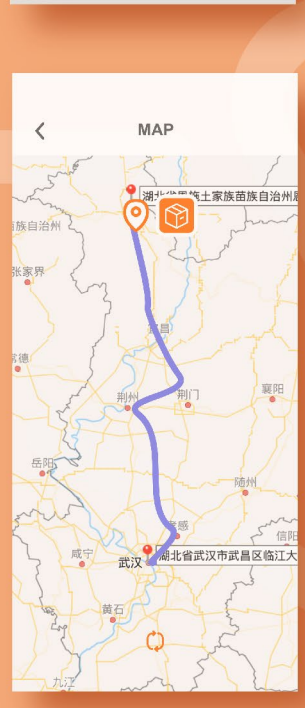
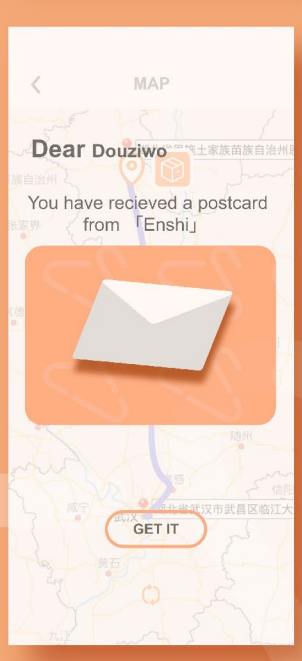
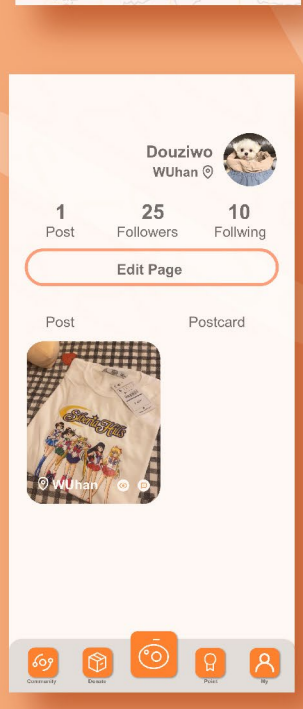
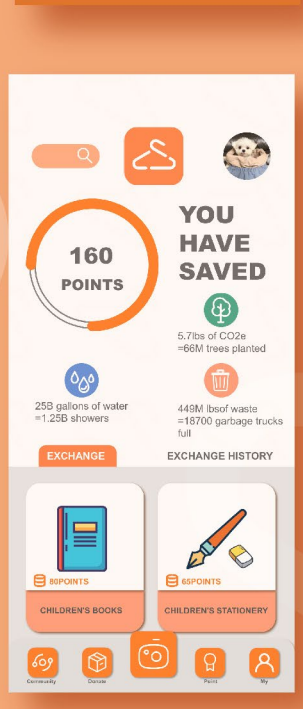
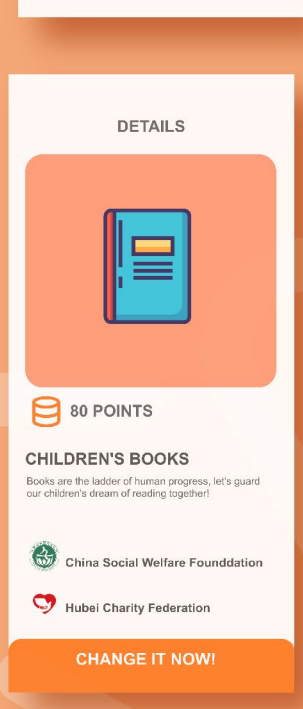
Community

Donate

Scan

Point

My

All Pages

User Interface