

# **Final Project Presentation**

Team Lorem Ipsum

## **Vision**

Lorem Ipsum, our group's name defines our ideology of transparency and adaptability. We want our design to have the utmost importance and our work to speak for itself than our names.

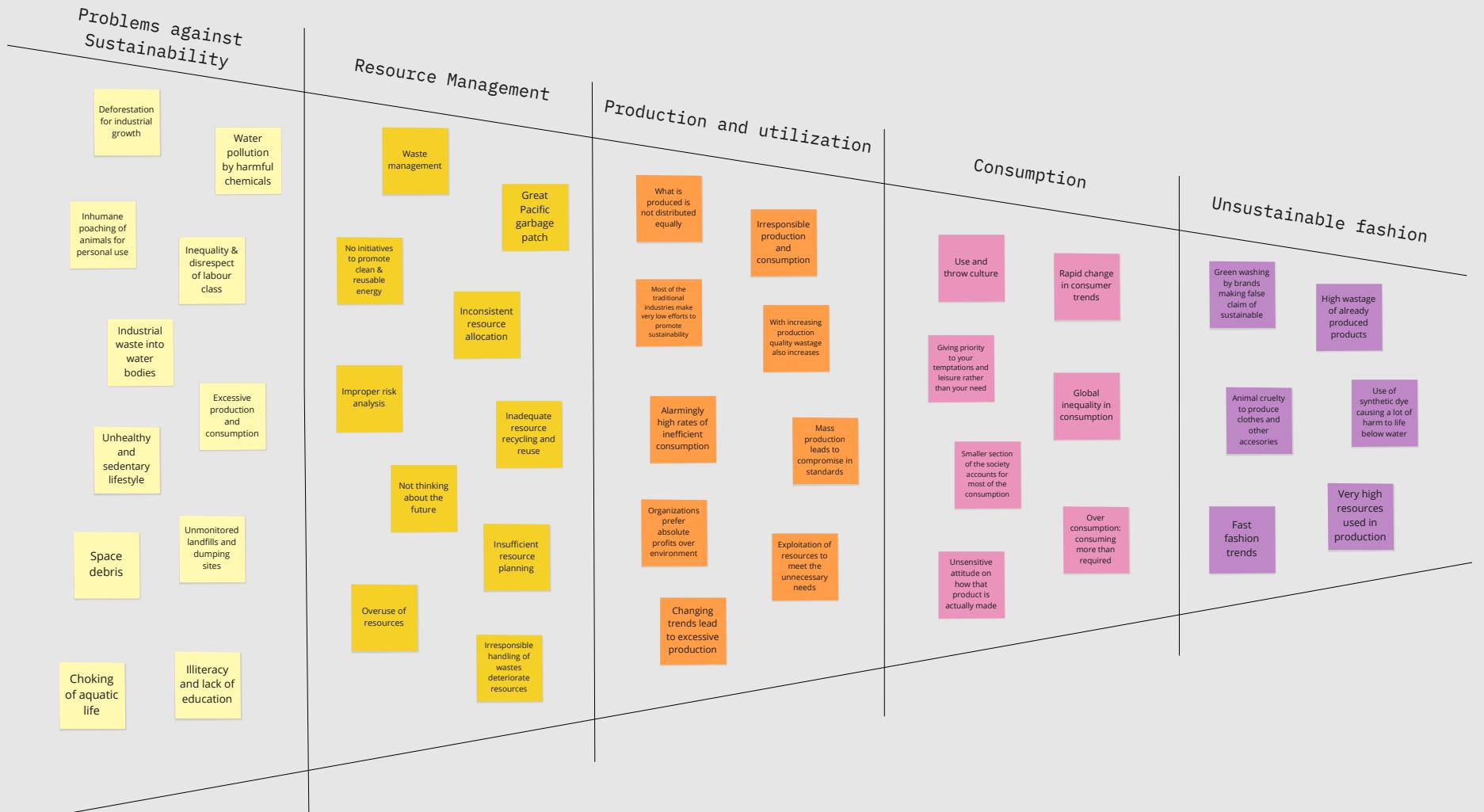
Following the definition of design, we as designers aim to modify existing solutions into better and more effective ones. We want to make the world a better place and come up with universal and inclusive solutions keeping in mind the sustainable practices and environmental concerns. Earth has become a tough place for all species and nature to co-exist, hence, we want to adapt a humanistic approach in all aspects of life. Henceforth, we are at a look out for better solutions rectifying the current wrongs.

## **12 RESPONSIBLE CONSUMPTION AND PRODUCTION**

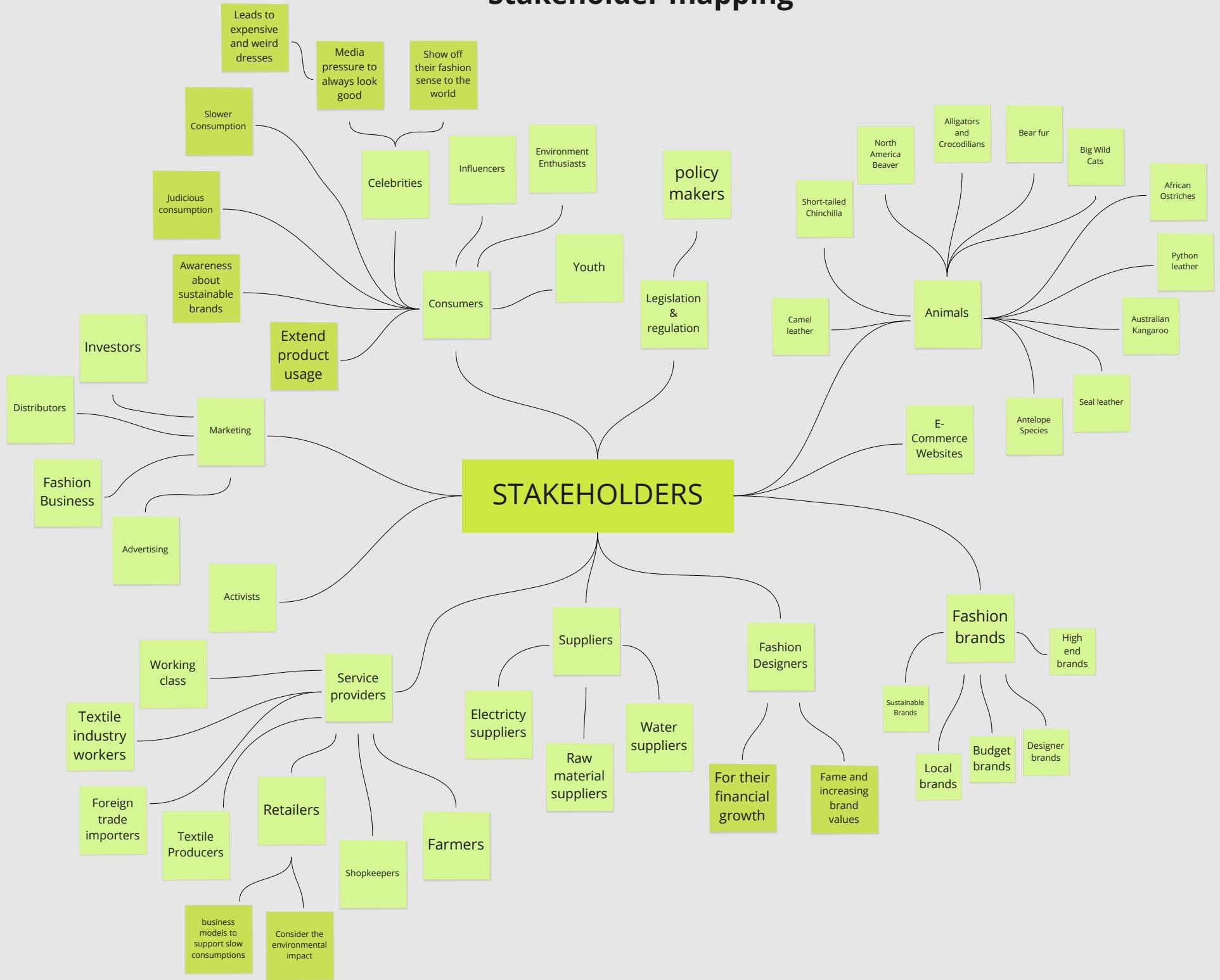


After a lot of brainstorming, we arrived at a conclusion that all of us strongly resent irresponsible as well as over consumption and production. We feel that this leads to unnecessary wastage of natural and human resources. Hence, we decided to take up this particular SDG as the main goal behind our project.

# Scoping the problem area



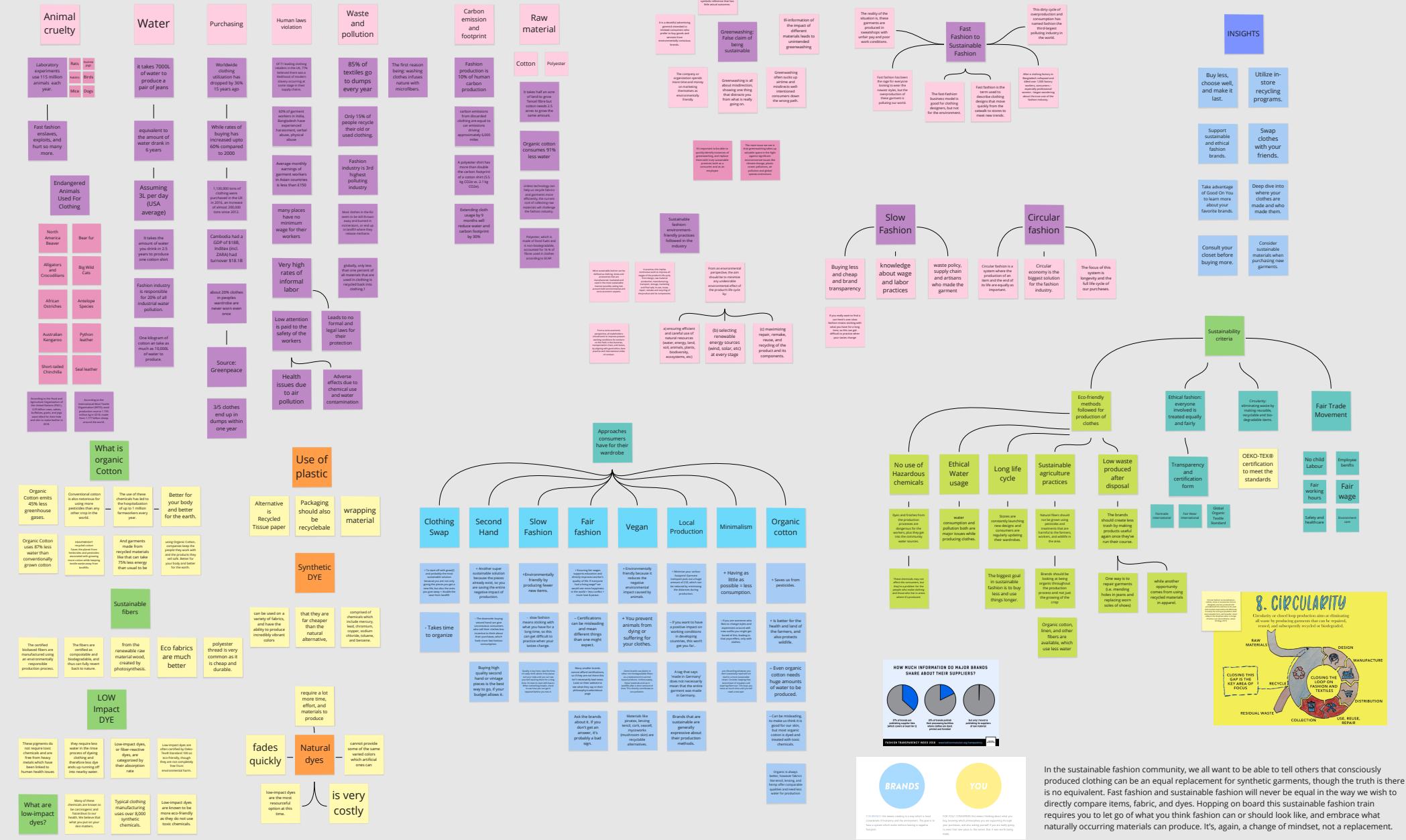
# Stakeholder mapping



# POV

User	Need	Insights
A person who wants to buy clothes	Ethically made clothes	Basic human rights
Budding environmentalists and nature enthusiasts	Clothes made using sustainable agriculture practices	Loads of water is used up in growing cotton
Brands who want to grow sustainably	A platform to promote their sustainable processes and approaches	Financial growth of their brand and spreading awareness
Animal lovers	Cruelty free clothes	Numerous animals are poached to fulfill the demands of the fashion industry
Creative environmentalists	Upcycling	Every clothing item has the capability to be reused in an innovative and sustainable way
Those who don't want to shell out loads of money	Renting and swapping of clothes	Many people practice renting clothes for only one time use on occasions
NGOs and social activists	Donations of clothes for the needy	Donating clothes should be practiced by many for reducing the wastage of resources
Well informed consumer	Slow fashion approach	Focusing on using cloths for a long time and using environment friendly items

## **Problem area research**

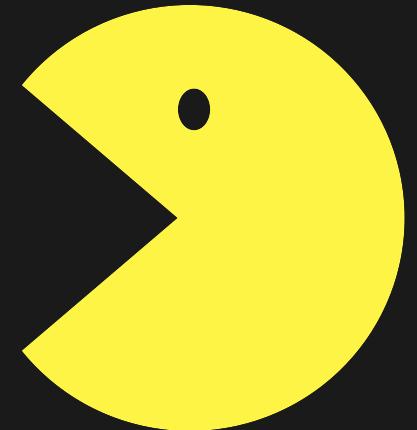
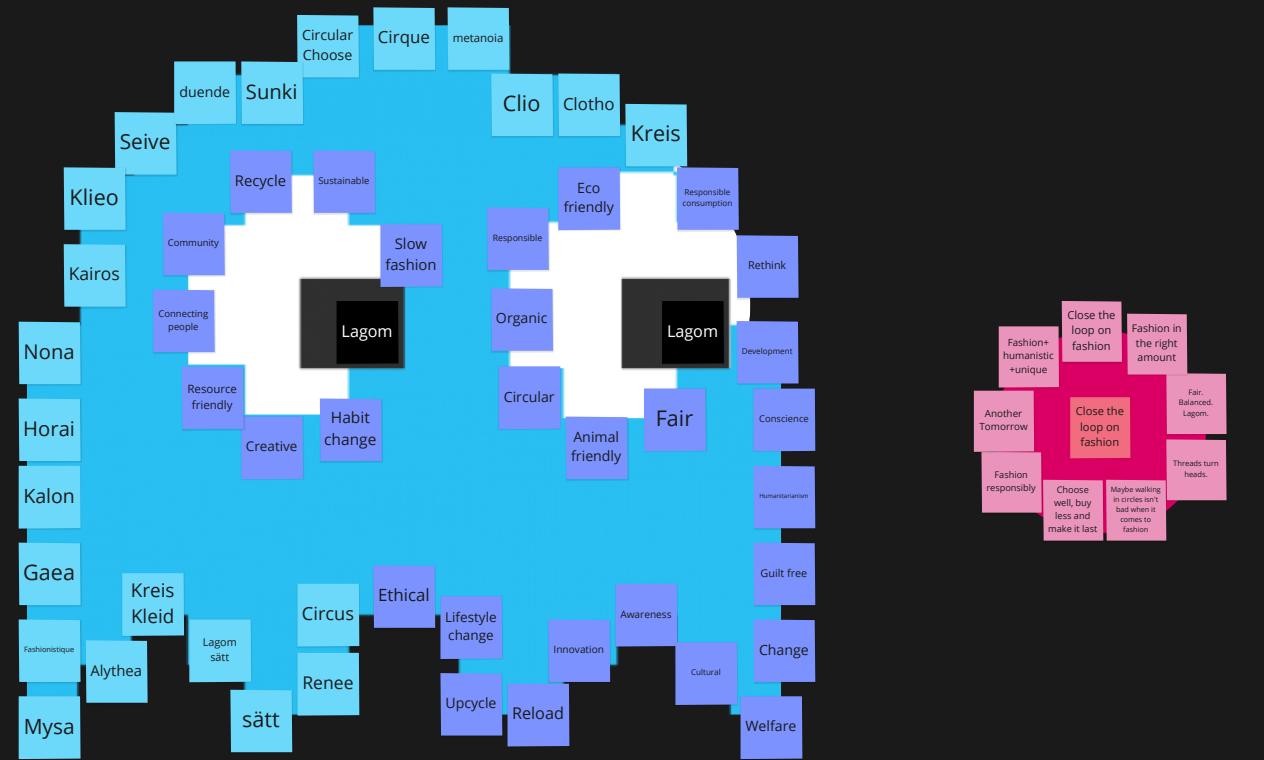


## **Problem statement**

Ever changing global fashion trends and increasing demands result in over production leading to human rights violation, harm to the environment and animal cruelty. This lack of awareness and negligence causes irresponsible and uninformed consumption adding to the problem of unsustainable fashion.

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## Finalizing name and tagline



## Visual Identity



Incorporates a circle to indicate circular fashion. "AGO" is highlighted to indicate the practices of the past (a more sustainable approach to fashion, slow instead of fast fashion)



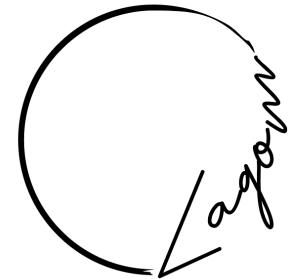
The Circle denotes circular fashion, and the pattern is used to represent threads of a fabric.

# LA<sup>GO</sup>M

We used expressive typography to denote the letter 'G' as a loop, representing the lagom ideology, completing the circle.

# L<sup>A</sup>G<sup>O</sup>M<sup>M</sup>

The dots are placed at the end of the lines, giving the message of "just the right amount". The curved edges also signify the circular approach that we are following



Circle denotes circular fashion, Lagom completes the circle denoting just the right amount, and the font is used to denote thread and L can be considered as arrow head for recycle

# LA<sup>GO</sup>M

## **What is LAGOM?**

Lagom is a Swedish and Norwegian word meaning "just the right amount". The archetypical Swedish proverb "Lagom är bäst", literally "The right amount is best", is also translated as "Enough is as good as a feast", or as "There is virtue in moderation".

## Selecting a colour scheme



## Final Logo



## Color scheme



## Splash Screen for app(GIF)



First Iteration:  
App icon



App icon



## **Color Justification:**

Green is the color of balance, harmony and growth.

Balance is the basis of our ideology i.e to maintain a balance in our wardrobes and having just the right amount.

Harmony: if we want to buy some new clothes then they should also be sustainable and have harmony with nature.

Growth: This is incorporated by the many initiatives from NGOs and individuals as well as by up cycling brands to grow their business and in turn lead towards sustainable development

Coral is, for most people, perceived as a largely positive color due to its warmth which resonates with our energy of trying to bring about a change in the fashion industry, and habit trends in general. Being a warm colour and involving orange, it provides comfort to the user and energizes them.

Involving pink, it associates with sensitivity and friendship, connecting the colour with the environment, using green, in a very considerate manner.

## **Font Justification:**

Raleway: We felt that this font was most clean, modern web friendly, and engaging. It supported our ideology to demonstrate a straight-forward, simple, and no-nonsense attitude. Also as the font is sans serif it indicates a sense of honesty and sensibility.

## Colors

### Primary Colors



#e27f7f

#f0f8f7

#567f65

#262d33

### Secondary Colors



## Iconography



## Typography

### Raleway

Regular Medium Semi-Bold Bold ExtraBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### Heading 1

**Bold** 54px

### Heading 2

**Bold** 40px

### Heading 3

**Bold** 28px

### Label Text

**Bold** 18px

### Paragraph Text

Regular 14px

### Small Bold Text

**Bold** 12px

X-small

Regular 9px

## Service concept generation

**WHAT**

**WHY**

**WHERE**

**WHO**

**WHEN**

**HOW**

WHAT IS OUR INITIATIVE ABOUT?		
Sustainable options / alternatives	Make people aware of current situation	Bring a change in lifestyle
promote recycle and reuse	reduce consumption and production	share clothes with friends
making people realise it's about need and not want	making people log their closets	Promotes upcycling
Reminding the user incase they already own similar clothing to save resources	Renting, selling and donating clothes	

WHY SHOULD THIS INITIATIVE EXIST?		
Solely supports sustainable fashion brands	production of an item and the end of its life are equally as important.	To sensitize the people about demerits of fast fashion
Pushing brands to take responsibility towards the environment	Saving resources by avoiding overproduction	To encourage our users to switch to be more environment conscious
to remove fake fashion expectations and social validations	Making circular fashion the center of textile production and consumption	Promoting smaller brands doing their part towards the environment
Setting standards to recognize the producers who actually make efforts	Makes people realise the importance of reusing and upcycling clothes	Removes stereotypes revolving around renting clothes

WHERE CAN ONE FIND OUR INITIATIVE?		
Web Application	Android	iOS

WHO WILL AVAIL OUR INITIATIVE?		
People looking for cruelty-free clothes	Especially the youth	Fashion Shopaholics
Environmentalist	NGOs	Fashion Designers
People aware of their social responsibilities	People promoting slow fashion	DIY content creators
Animal Lovers	Activists	

WHEN DOES OUR INITIATIVE OPERATE?	
24/7	Fully online service

HOW DOES OUR INITIATIVE WORK?					
A virtual wardrobe to prevent similar buys	The wardrobe would also keep track of least wore items	Less used clothes would be promoted to rent/ sale/ donate	Encourages to donate or rent clothes to increase green score	Complaint portal for the customers to file grievances	Contact of NGOs and organisations for donating clothes, with nearby NGOs located on the map
Connecting various fashion upcyclers and the users	Give a platform to upcycle brands by promoting them	Outsourcing the Delivery system to facilitate the renting/ upcycling service	A separate business account for upcycling brands or initiative	They can see the insights and statistics related to the content they post	They can chat with the user to initiate exchange
Linking e-commerce sites after suggesting the best possible option available	Filtering recommendations and options on the basis of sustainability	Encourages sustainable brands by giving a higher green score to their items	Makes the user reconsider a new buy	Prompts the user at time of purchase and search that you already own a similar item. Don't Buy!!!	Or when the green score of that particular item is poor (i.e. not the most sustainable option available)
All clothes and brands will have a green score corresponding to how sustainable, nature and animal friendly they are.	Volunteers for our campaign: active upcyclers, NGOs, volunteers, PR executives, and Campus ambassadors.	Renting service will be provided as a door to door service.	The garment will make a stop over at a dry cleaner both when going to the rentee and back to the renter.	We plan to get sponsorships from companies in order to take our initiative forward.	We will also conduct social campaigns and promotional drives.

## **Our aim**

To bring about a change in the way people consume, produce and discard clothes. We have designed this app with the hope of a better future. A future where clothes do not pile up in the landfills, where no one lacks proper clothing, where everyone knows and values the ones who make their clothes, where resources are not wasted unnecessarily in making clothes and no cloth goes under utilised.

## **The ideology that drives us and should also drive YOU**

Through Lagom, Swedish for "just the right amount", we want to promote a way of life where there is moderation in the amount of consumption and discard of clothes. We believe in, and want to propagate the message of circularity in fashion. It is high time to switch from fast to slow fashion, as sustainable fashion is the right way forward. This can be best done by increasing awareness, providing a platform and collaborating, hence we cannot do this alone. We need your help and of the people around you to make this initiative a success.

## Competitive Analysis

Feature Audit

Features	Your Closet	Style Theory	Regain	Good on you	Lagom
Rent	Red	Red	Red	Red	Green
buying/ renting	Green	Green	Red	Green	Green
Virtual wardrobe	Green	Red	Red	Red	Green
Metasearch engine	Green	Red	Red	Green	Green
Donating	Red	Red	Green	Red	Green
Upcycling	Red	Red	Red	Green	Green
Offer discounts	Red	Red	Green	Green	Red
Personalized recommendations	Green	Green	Red	Green	Green
Statistics	Green	Red	Red	Red	Green
Make your outfits	Green	Green	Red	Red	Red
Handles delivery and returns	Red	Green	Green	Red	Red
Promotes Ethical fashion	Red	Red	Green	Green	Green
Calendar	Green	Green	Red	Red	Green
Categories	Green	Green	Red	Green	Green

### Strengths:

- Incorporating a large database of sustainable brands
- Connecting the user directly to upcyclers
- Allowing users to sell and give clothes out for renting
- Tracking least worn items in order to recommend them out for donation or to prompt the user to upcycle them

### Weaknesses:

- Quality and hygiene of rented clothes
- Daily updates and reminders might get irritating for the user
- We do not have our own delivery service and have to rely on outsourcing delivery agencies.
- Maintaining a virtual wardrobe might be tiresome and time consuming

### Opportunities:

- Providing a discount feature based on your green score
- Allowing user to make customised outfits from items in the wardrobe
- Suggesting outfits for least worn clothes
- Providing door to door delivery service

### Threats:

- Stronger brand names of the competitors
- Competitors have stronger relationships with key partners
- Other non-sustainable applications might have more appealing options and offers
- Might be more time consuming and expensive than non-sustainable options

## Cards for feature prioritisation

Rent/ Sell

Virtual Wardrobe

Online store with delivery

Meta search engine

Donating

Retail of clothes

Upcycling

Offering discount

Categorization

Personalised Recommendations

Statistics

Calendar

Make your outfits

Handling delivery and returns

Promoting ethical fashion

# Feature prioritisation using card sort

## Must Have

Insights (Statistics)	Virtual Wardrobe
Offering discount	Revamp (Upcycling)
Personalised Recommendations	Promoting ethical fashion

## Nice to Have

Calendar	Donating
Categorization	Handling delivery and returns
Meta search engine	

## Doesn't Need

Make your outfits	Online store with delivery
Rent/ Sell	Retail of clothes

Akhilesh Reddy

# Feature prioritisation using card sort

Must Have

Nice to Have

Doesn't Need

Shopping section (Meta search engine)	Upcycling	Retail of clothes	Donating	Make your outfits	Personalised Recommendations
Promoting ethical fashion	Virtual Wardrobe	Statistics	Online store with delivery	Calendar	Rent/ Sell
Offering discount	Categorization	Handling delivery and returns			

Vinay Pandey

# Feature prioritisation using card sort

Must Have	Nice to Have	Doesn't Need
Upcycling	Personalised Recommendations	Offering discount
Rent/ Sell	Online store with delivery	Make your outfits
Statistics	Digital Wardrobe (Virtual Wardrobe)	Calendar
		Handling delivery and returns
Donating	Promoting ethical fashion	Categorization
Meta search engine		

Kheya Ghosh Dastidar

# Feature prioritisation using card sort



Saransh Chaturvedi

## Feature prioritisation using card sort

### Must Have

Meta search engine

Categorization

Upcycling

Promoting ethical fashion

Donating

Statistics

Virtual Wardrobe

### Nice to Have

Handling delivery and returns

Make your outfits

Rent/ Sell

Personalised Recommendations

Offering discount

### Doesn't Need

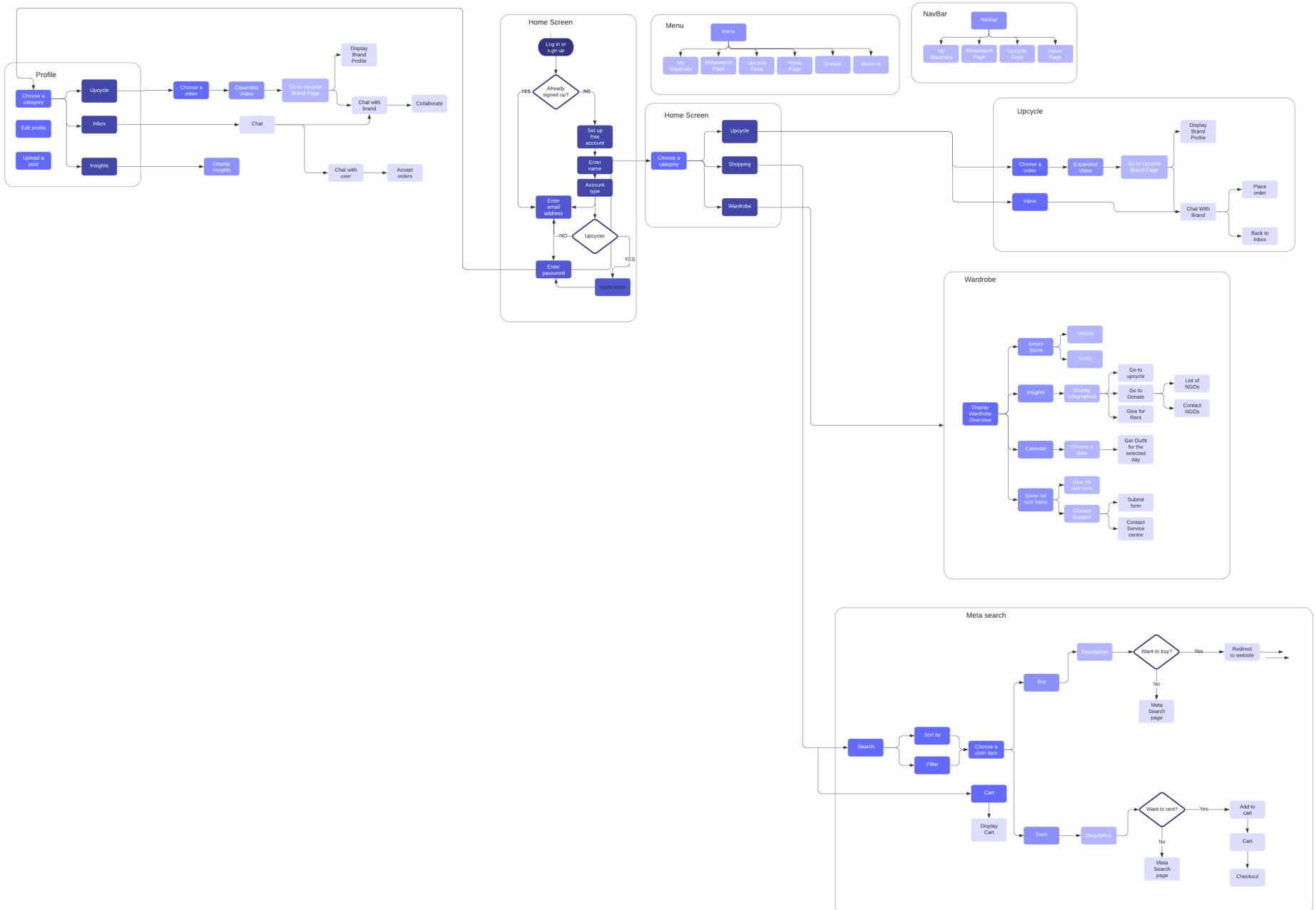
Online store with delivery

Retail of clothes

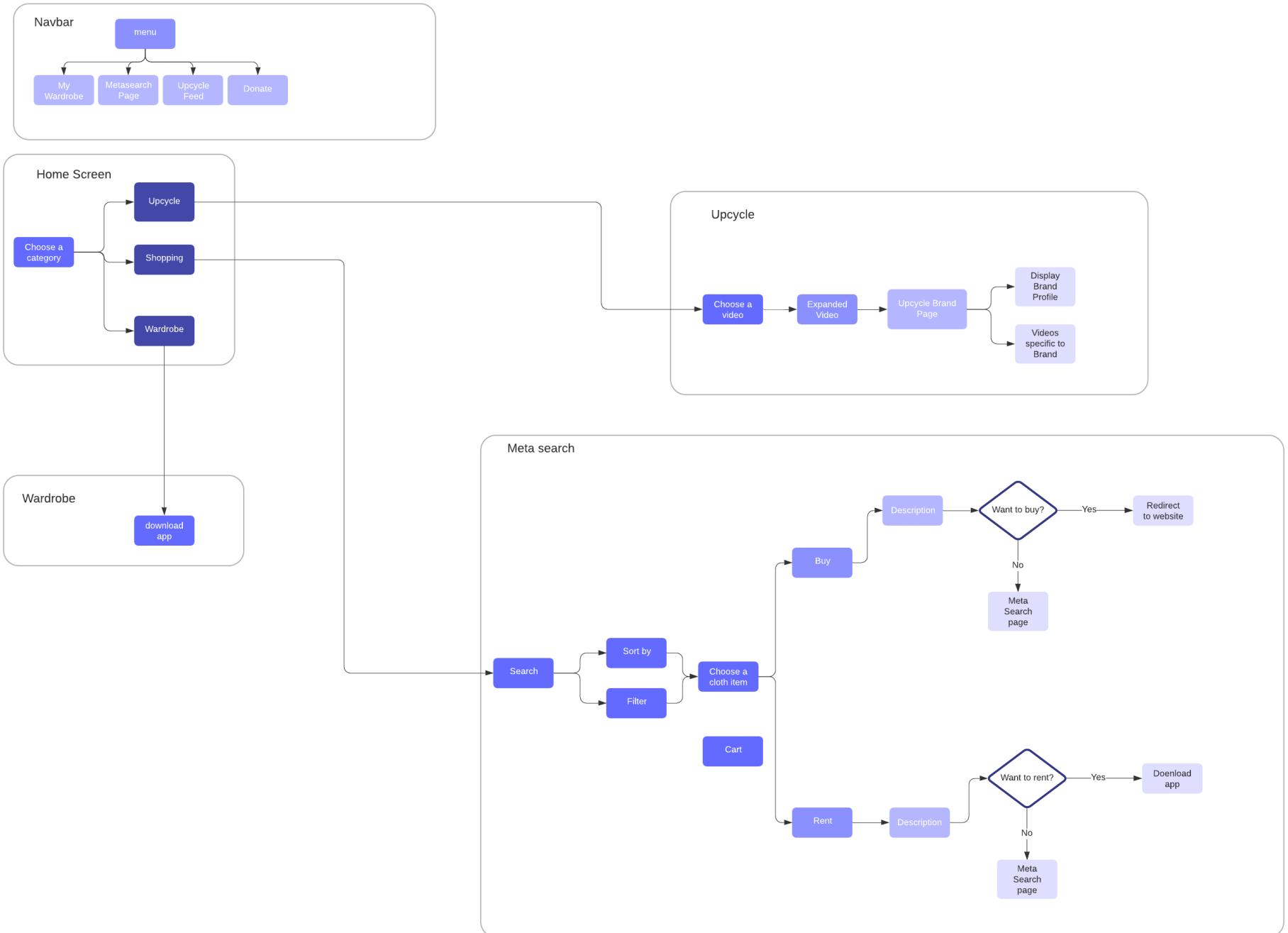
Calendar

Aniansh Raj Singh

# User Flow - App



## User Flow - Website



## User Journey map

Scenario							
	Awareness	Installation of App	Application	Profile	Feed	Inbox	Advocacy
User actions	<div>Recommendation on social media to promotes business</div> <div>Searches "upcycling application" online and clicks on ad</div>	<div>Installs Application</div> <div>Sets up a business account</div>	<div>Explore the application</div> <div>Sees the about us section</div>	<div>Edit information on profile</div> <div>Add posts relate to their business</div>	<div>Browses through videos by other upcyclers</div> <div>Plans for collaboration</div>	<div>Chats with the users for accepting orders</div> <div>Connects with other upcyclers for collaboration</div>	<div>Recommends to others upcycling brands.</div> <div>Registers as an individual account as well.</div>
Touchpoints	<div>Banner ad</div> <div>Google Play Store</div> <div>Apple App Store</div>	<div>Sign-up</div> <div>Setup page</div> <div>Verification</div> <div>Welcome page</div>	<div>Home Page</div> <div>Login Page</div> <div>About Us page</div> <div>Brand page</div>	<div>Feed</div> <div>Profile</div> <div>Profile page</div> <div>Insights</div> <div>Upload Post Page</div>	<div>Profile page</div> <div>Brand page</div>	<div>Feed page</div> <div>Inbox</div> <div>chat page</div>	<div>Feedback page</div> <div>Setup Page</div> <div>Social Media</div>
Experiences	<div>Helpfulness</div> <div>Enjoyability</div> <div>Frustration</div>	<div>Helpfulness</div> <div>Enjoyability</div> <div>Frustration</div>	<div>Helpfulness</div> <div>Enjoyability</div> <div>Frustration</div>	<div>Helpfulness</div> <div>Enjoyability</div> <div>Frustration</div>	<div>Helpfulness</div> <div>Enjoyability</div> <div>Frustration</div>	<div>Helpfulness</div> <div>Enjoyability</div> <div>Frustration</div>	<div>Helpfulness</div> <div>Enjoyability</div> <div>Frustration</div>
Thinking	<div>This seems Interesting</div> <div>I should explore more!</div>	<div>Uff! Too many steps to get verified</div> <div>why does it always takes so much time in initial setup</div>	<div>Wow! the UI is amazing</div> <div>I did not know there is so much in circular fashion</div>	<div>Cool! I can see which of my posts are popular</div> <div>Adding posts is a little annoying but benefits outweigh them</div>	<div>Damn! there is so much talent in this world</div> <div>I have installed the right app, brands here are amazing</div>	<div>Why do customers don't understand?!</div> <div>This collaboration would be very helpful for my business</div>	<div>People should definately know about this app</div>
Emotions	<div>Curious</div> <div>Inspired</div>	<div>Discouraged</div> <div>Annoyed</div>	<div>Excited</div> <div>Aware</div>	<div>Informed</div> <div>Well connected</div>	<div>Inspired</div> <div>Happy, content</div>	<div>Irritated</div> <div>Thankful</div>	<div>Responsible</div>

## User Journey map

Scenario								
	Awareness	Installation of App	Application	Search in E-commerce	Product Description	Buy/ rent	Advocacy	
User actions	Advertisements across the web Recommendations by other users and brands.	Installs Application Sets up a user account	Explore the application Sees the about us section Reads the quotations	Searches for categories/ clothes Recommendations sort by green score	Categorized by clothing types Prompt if the user owns a similar item	Reads up ideology of the brand Gets to know the product details and green score	Add in the cart for rent or buying Cart Checkout	Recommends to friends, family and colleagues. Shares his green score on social media
Touchpoints	Banner ad Google Play Store Apple App Store	Sign-up Setup page Welcome page	Home Page Login Page About Us page	Upcycling Feed Wardrobe E-commerce page	Search bar Categories List of Items	Product page	Checkout page Cart Rent details	social media feedback page
Experiences	Helpfulness Enjoyability Frustration							
Thinking	This seems Interesting I should explore more!	Uff! first time set up always take time The best option on welcome page is skip	Wow! this app is quite extensive I didnt know so much about circular fashion	What the hell is green score? Oohh Oh damn! yes I own this shirt	Oh H&M has a jeans made of circulose It takes so much water to make a shirt!!!	When did I add so many clothes in cart? Delete Maybe I should watch how many clothes I buy	People should definately know about this app People would be jealous of my green score	
Emotions	Curious Inspired	Discouraged Annoyed	Satisfied Informed	Surprised Awakened	Aware Shocked	Thoughtful Concerned	Responsible	

## User Journey map

Scenario		Awareness	Installation of App	Application	Wardrobe	Insights	Rent/ donate	Advocacy
User actions	User using our Wardrobe feature	Advertisements across the web Recommendations by other users and brands.	Installs Application Sets up a u account	Explore the application Sees the about us section Reads the quotations	Add/edit clothes in wardrobe Updates daily, the clothes currently worn	Statistics Green Score	Selects least worn items for rent Selects items for donating Explores the nearby NGOs	Recommends to friends, family and colleagues. Shares his green score on social media
Touchpoints		Banner ad Google Play Store Apple App Store	Sign-up Setup page Welcome page	Home Page Upcycling Feed Login Page Wardrobe About Us page E-commerce page	My wardrobe Add to wardrobe	Insights page	Map of nearby NGOs Currently rented items	social media feedback page
Experiences	Helpfulness Enjoyability Frustration							
Thinking	This seems Interesting I should explore more!	Uff! first time set up always take time	Wow! this app is quite extensive I didnt know so much about circular fashion	Hah! finally done feeding in all my clothes I should become a fashion blogger, such awesome outfits I have everyday	How did I forgot about that cute top? It goes perfectly with my blue pants This Green Score really motivates me to make sustainable choices	Donating clothes feels so good Yes! These extra bucks from rent wil be used for partying!!	People should definately know about this app People would be jealous of my green score	
Emotions	Excited Inspired	Tired Irritated	Satisfied Informed	Happy Proud	Motivated A ware	Thoughtful Concerned	Responsible	

## User Journey map



## User survey report

We conducted a survey using google forms. We had a total of 148 responses and the respondents were mainly college students. Though we did manage to get a few respondents from office going people.

The following report is based on our survey to gain insights on the knowledge of circular fashion of the users of our app and how they feel about undergoing this lifestyle change to promote sustainably through fashion.

**1**

Which age group do you belong to?

148 responses



**2**

Were you aware of circular fashion before reading the description?

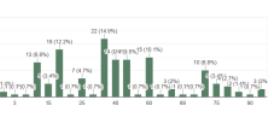
148 responses



**3**

What in your opinion is the percentage of clothes in your wardrobe that you rarely wear?

148 responses



**4**

How many clothes do you buy on average in a month?

148 responses



We aim to target the millennials, they contribute to a significant portion of the fashion industry both in employment as well as consumers. They are major consumers of the fashion sector, owing to the fast changing trends and social media. They can also play a role in achieving the sustainable goals by opting sustainable and circular fashion. Hence the majority(91.9%) of our responses come from the age group 18 to 25 years.

**5**

How do you discard clothes that you no longer need?

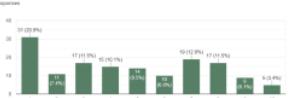
148 responses

- Pass them on to my younger cousins/ siblings or donate
- Sew them, mend them, reuse, using as rags
- My mother gives them away to someone
- Usually they were given to my siblings
- Use them as rags or donate them
- Actually the clothes have been given to the ones who are in need of it.
- Give them to someone in need
- Other place it in someone's trash if it's really unusable
- Burn them

**6**

How aware are you of the sustainability of the brands you buy your clothes and accessories from?

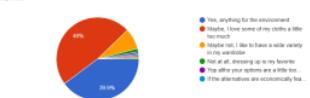
148 responses



**7**

As you might have seen in the form description, sustainable clothes do not provide as huge a variety as normal clothes. So, will you be willing to lose out on some of your clothing choices?

148 responses



**8**

Have you ever tried upcycling clothes? If yes, how was your experience, and how effective was the end product? Also, did you upcycle on your own or with the assistance of a tailor?

148 responses

- Never tried
- No
- Yes
- Not tried
- Yes, with the assistance of a tailor
- Not yet
- I haven't ever tried
- Never done that, will try

**9**

As you might be aware that wearing rented/ secondhand clothes extends the life of the cloth and promotes sustainability? Would you be open to wearing rented and/or second-hand clothes?

148 responses



## User survey report

We can see most people pass them down to their younger cousins/ siblings or give them away to their domestic help. Some use them as dusting/ cleaning clothes or some simply through them away. Their is another way we could achieve a healthier clothing cycle, that is by donating them to NGOs, or by upcycling the to make better use of them.

**10**

If not then why?

17 responses

I would be concerned about the hygiene. I do wear second hand clothes, but only those that are from my extended family.

Sanitary concerns

Depends on the quality of the cloth.

N.A.

Buying staff makes me happy.

Hyprene issues

Second hand, yes. Rented, doubtful because of hygiene issues.

Socially speaking no one likes to use something that someone else found of no use.. here a second hand cloth if the social status of the individuals are same?

**11**

Are you aware of the use of animal skin/fur in fashion?

148 responses



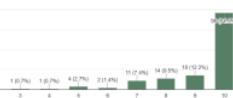
Most of the people have hygiene related issues in wearing rented or second hand clothes. As most of the people have hygiene related concerns in renting cloths, so if that is looked into, they may accept it as a positive change. A secondary factor is the social stigma associated with using second hand products. In order to end the stigma, if the society accepts it as a lifestyle change, we might be able to bring about a change. Also for expensive clothes like wedding clothes users are open to renting but for normal clothes they don't see the point

From our survey, we found that 97.3% of people are aware of the use of animal skin and fur in the fashion industry, which shows that a certain level of awareness is present among the general audience of our survey.

**12**

How cruel, according to you, is the use of animal skin/fur in fashion?

148 responses



**13**

What in your opinion can be done to curb the problem of unsustainable fashion?

81 responses

General things can be done in order to curb the problem:

- 1) Reusing brands that do not uphold certain standards of sustainability, this way brands will be forced to mind their ways
- 2) switching to organic cotton
- 3) Reusing
- 4) many a times people end up buying clothes for special occasions that are worn only once that results in huge waste. People can instead rent such clothes. Renting facilities like such can be popularised.

Buying clothes from stores that promote sustainability, reusing the clothes we already have, not buying from brands that support fast fashion.

No Opinions

Promote recyclable fashion like some fashion bloggers have adopted recently.

Normalling normal clothes on social media. Right now, everyone is obsessed with the celebrities who very conveniently buy clothes that they do not even wear twice. People want to buy expensive, branded stuff made off animal skins. Killing animals for clothing is not stylish. I think that social media reforms can bring about a lot of change.

From our survey, we gathered that some people are actively reflecting on the concept of sustainable fashion and hence we can use their positivity to bring a reform. Some people are not very aware so bring a solution to them in a reachable form will help them.

## Persona Study



### ANIANSH SINGH

College Undergrad  
21 years

#### ACTIONS

He repeats the same clothes because he finds them comfortable. He has a lot of old and outgrown clothes and plans to give them away but hasn't taken any action yet.

#### BEHAVIOUR

He is not that fond of fashion and does not buy a lot of clothes. On an average he buys three to four clothes in 3 months, making it 10-12 clothes in a year.

#### NEEDS

Unlike the current practice of some big brands like Gucci of burning the entire lot of rejected clothes. He wants them to give these clothes to the poor and needy.

#### PAIN POINTS

He feels that blindly following celebrities for their fashion is not a sustainable practice and their fashion choices are quite unreal. One should go for simple and functional clothing.



### SAMRIDHI RANA

College undergrad  
19 years

#### ACTIONS

She tries to utilize the whole wardrobe by taking time out of her day to decide what clothes she should wear for the day. Her wardrobe mainly consists of hand-me-downs.

#### BEHAVIOUR

She dresses according to the occasion and setting and thus feels that she has to have a variety in every category according to the occasion.

#### NEEDS

She wants to bring a cultural change where people swap clothes instead of buying new ones so that it has a positive effect on the environment and your wallet.

#### PAIN POINTS

She gets a lot of hand-me-downs and though does not mind wearing them, they increase the clothes in her wardrobe restricting her from buying clothes of her choice as her wardrobe space is limited.



### UPCYCLING BRAND

#### ACTIONS

They practice upcycling using their creative ability and skills. They spread the message of sustainability and upcycling through their work.

#### BEHAVIOUR

They want to raise awareness about their sustainable approach and its benefits. They want to use their skills and abilities to benefit for the environment.

#### NEEDS

They need a dedicated platform to showcase their work of upcycling as when they use WhatsApp and Instagram their work gets lost in and if they make a website they won't get the required audience.

#### PAIN POINTS

Their customers often do not value their art and might not have a very good idea about how their skill helps the environment and aligns with the ideology of reuse and recycle.

## Customer journey through storyboarding

One day he discovered LADOM, a one-stop app for circular fashion. He made a personalized virtual wardrobe to keep track of his clothes. The app proved to be an eyesopener for him.

₹25

He also connected with Khushi, a newly established upcycler, to give his old jeans a new look, and she made into his favorite jeans yet.



He was extremely proud of his high green score on the app and felt that he was doing his bit for the environment.

100



Ayush, a very fashionable enthusiast, was never able to say no to shopping. But had problems in managing his ever-expanding wardrobe.

₹40

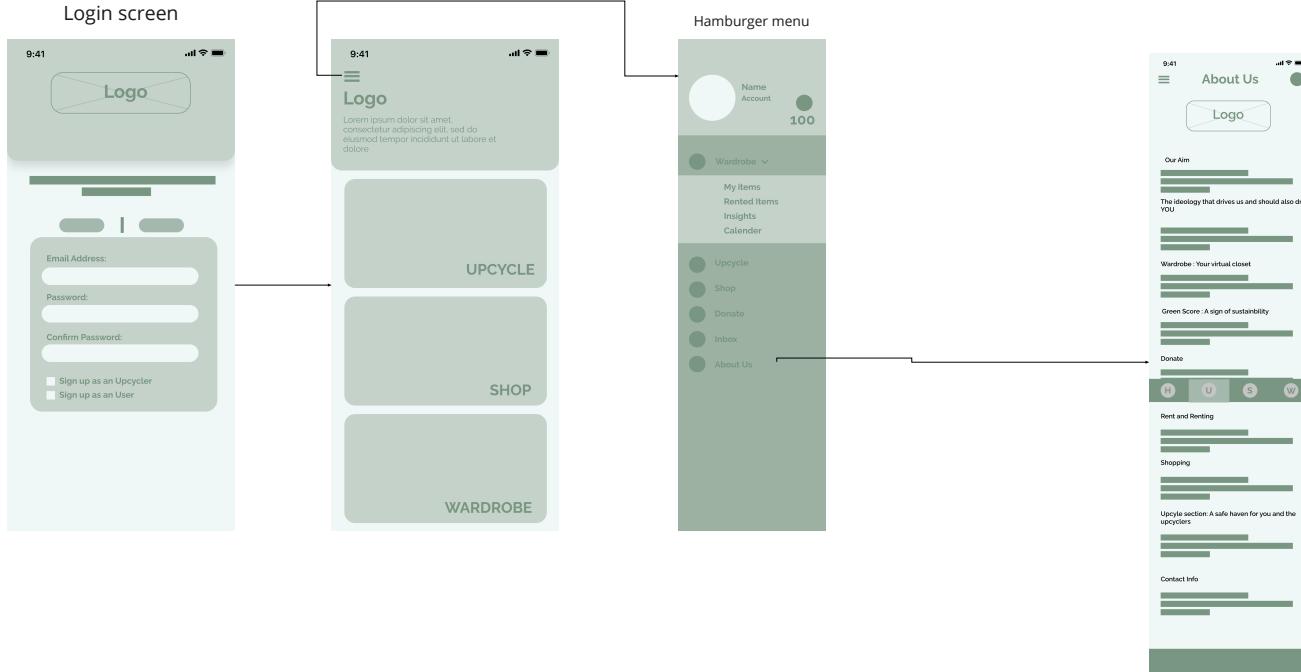
He donated five of his least used clothes to a nearby NGO he didn't know existed.

₹25

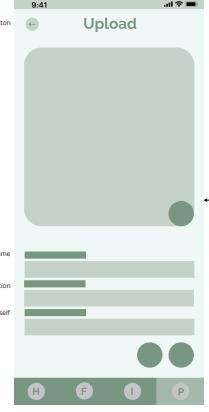
For an upcoming wedding, he did not feel like buying a new suit. Thus he decided to rent one and was so happy with the service that he gave one of his suits for rent to earn some extra money.



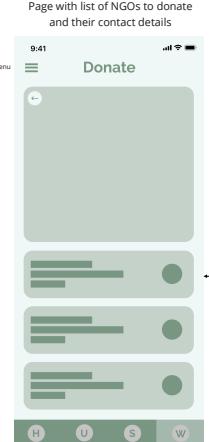
## Annotated Wireframe-central controls



Add new product for renting or selling



## Annotated Wireframe - wardrobe



recent products brought or rented and their Green scores

Hey! Lorem 69

10

10

10

10

H U S W

Page with list of NGOs to donate and their contact details

9:41

Donate

Items given for rent

Rented Items

Picture, name and green score

Contact Support form in case of complaints

Reason

Description

Complaint Registered!

If not satisfied contact

Submit

Contact Us

Upload image

Category, colour, nickname, tags

Tick and cross

Worn today

Sort By

Filter

Apply

Apply

List of categories, nickname, tags, etc

All

Sort By

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List of categories, nickname, tags, etc

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List of categories, nickname, tags, etc

All

recent products brought or rented and their Green scores

Hey! Lorem 69

10

10

10

10

H U S W

Page showing rented items

Back button

Rented Items

Items given for rent

Contact Support

Reason

Description

Complaint Registered!

If not satisfied contact

Contact Us

Upload image

Category, colour, nickname, tags

Tick and cross

Worn today

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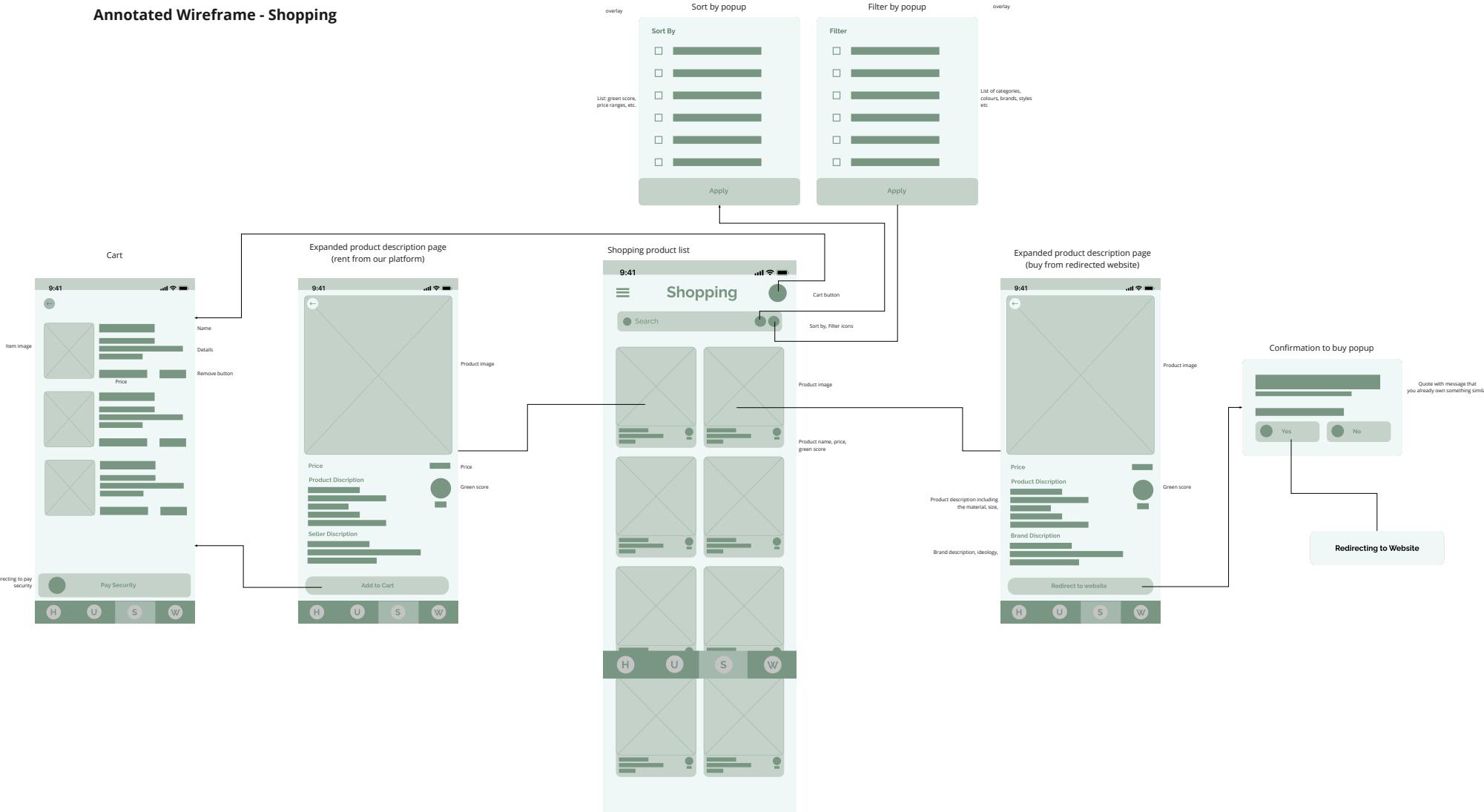
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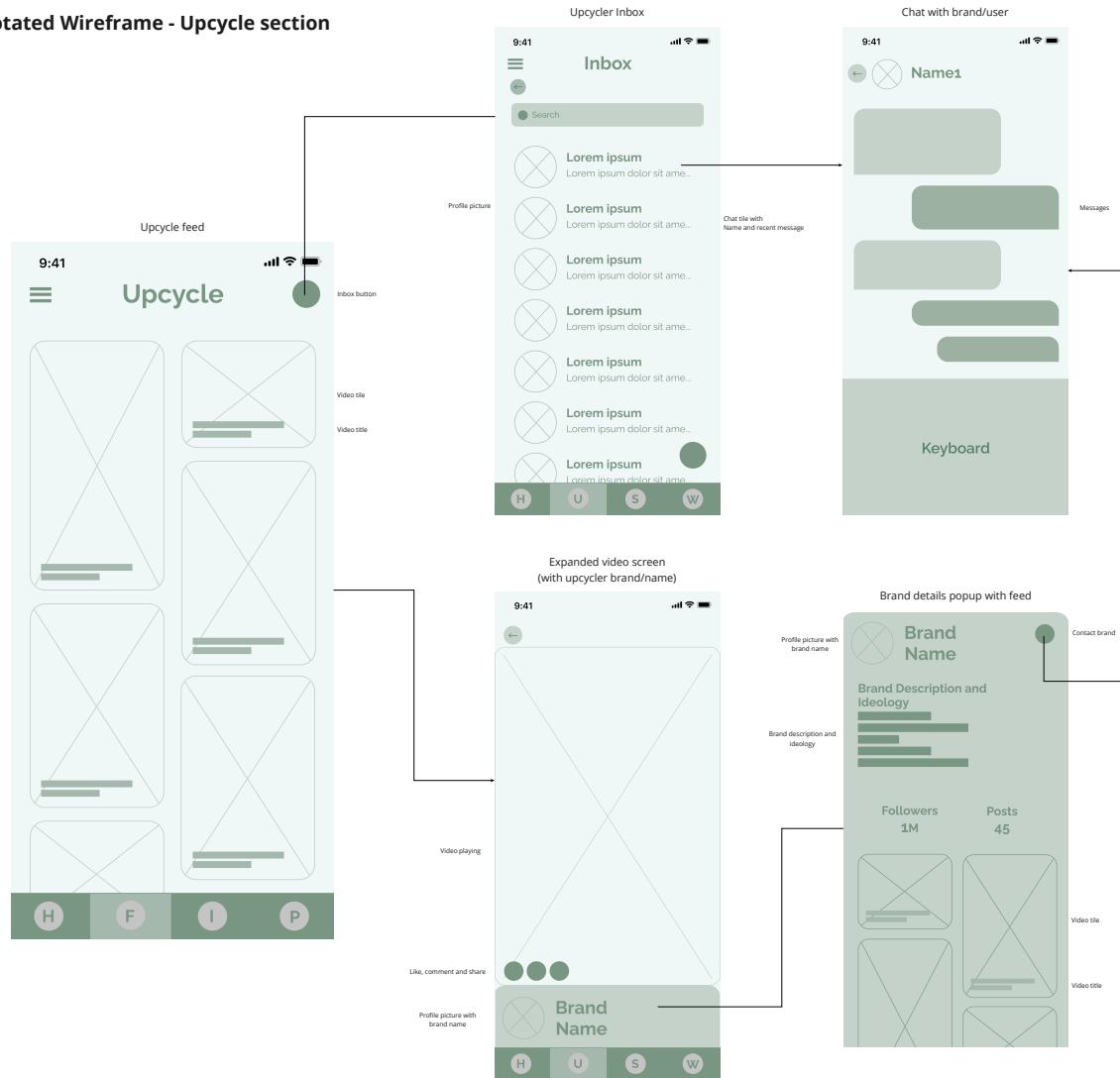
List of categories, nickname, tags, etc

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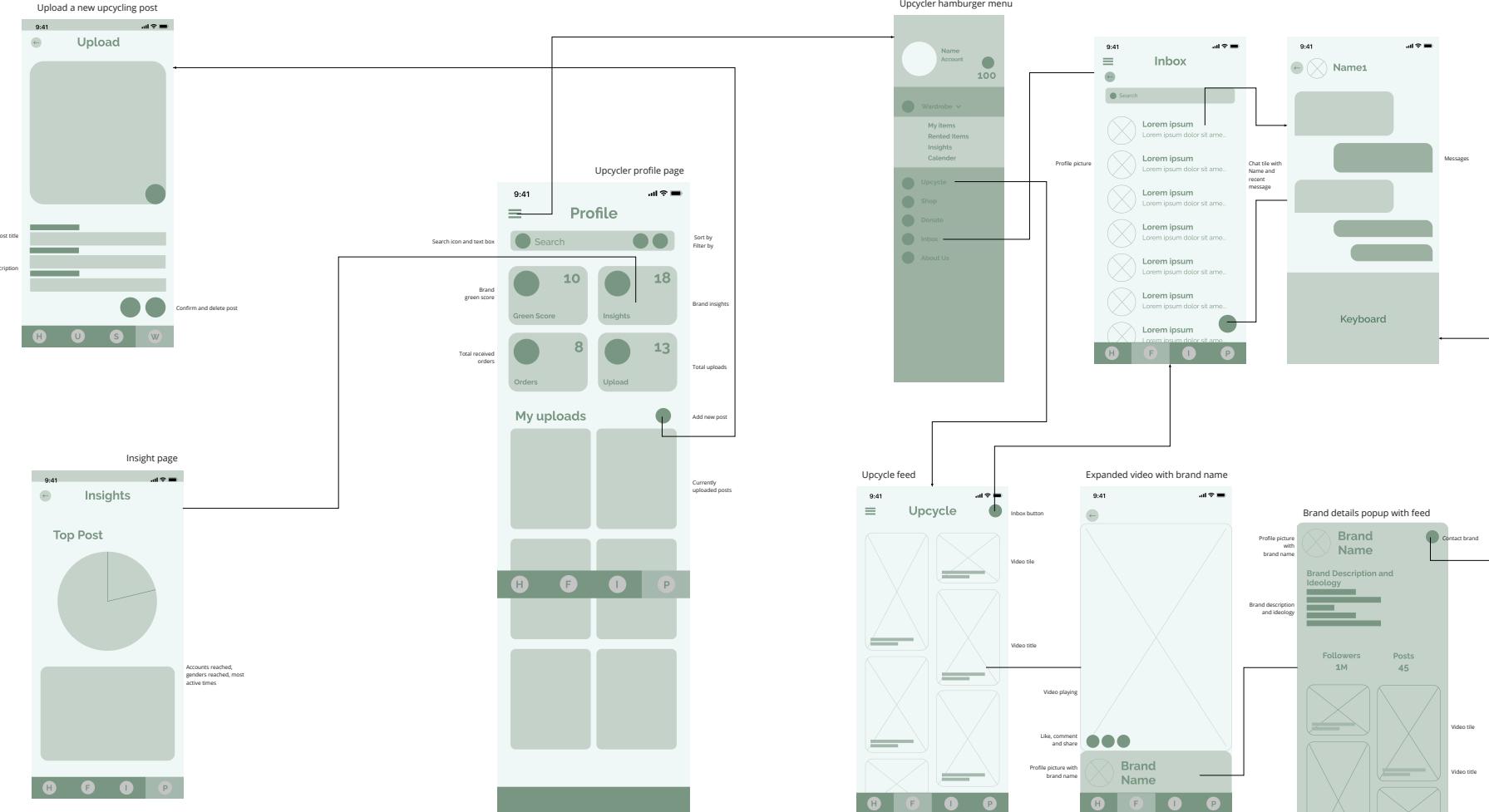
## Annotated Wireframe - Shopping



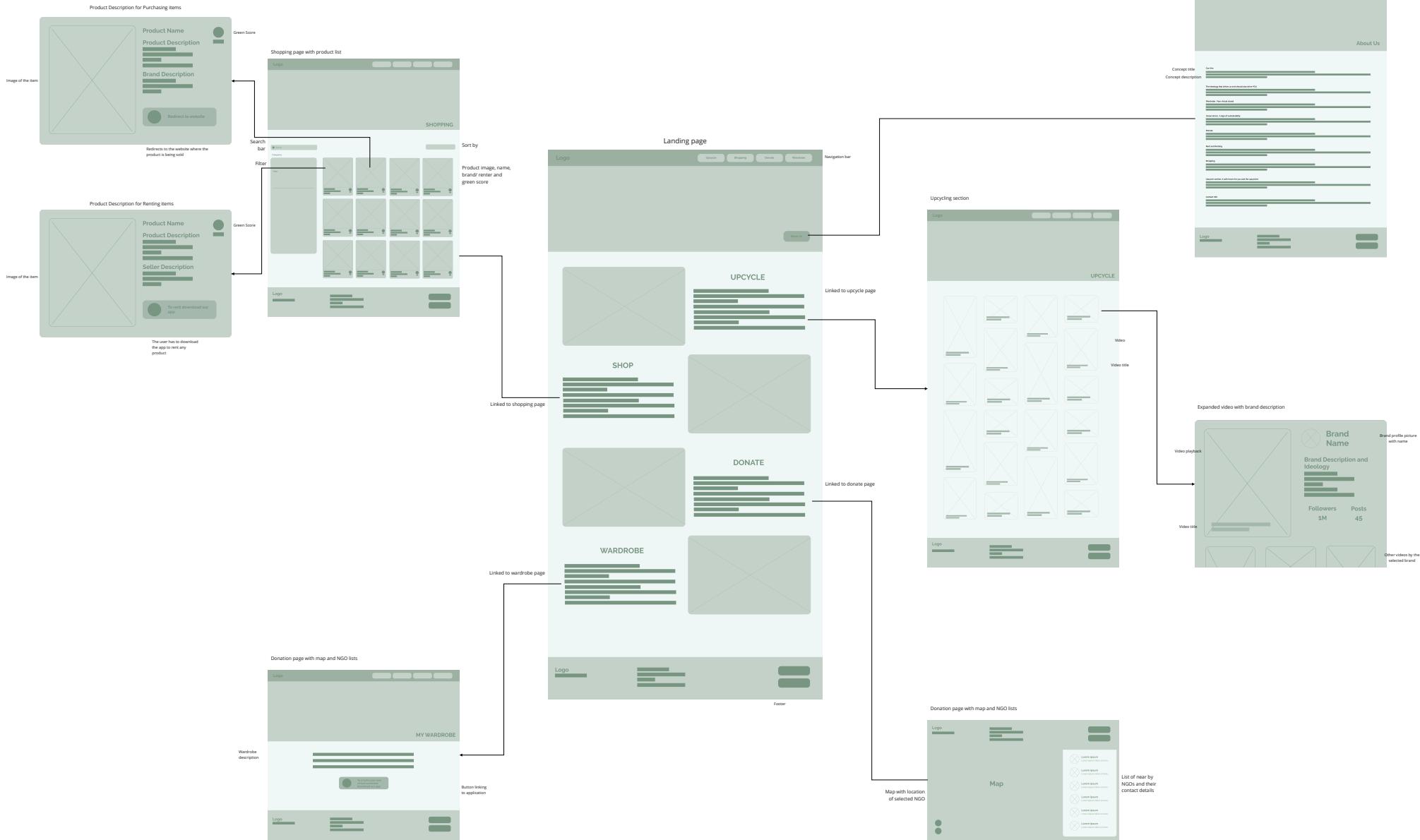
## Annotated Wireframe - Upcycle section



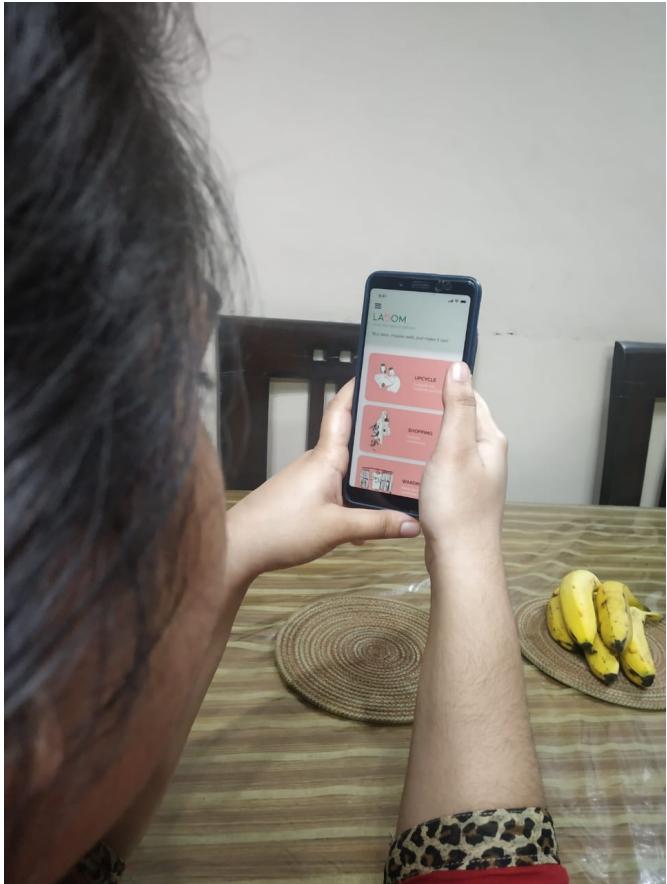
## Annotated Wireframe - upcycler



## Annotated Wireframe - website



## Usability testing



### Things I liked:

"The icons used were very clear with respect to what they represent"

"The home screen animation is very nice and effective"

### Areas to improve on:

"Green score should be green in colour because of its colour association, otherwise it loses its essence."

"Even though the idea is noble, the concepts were not very clear on the first look, and a section that helps with understanding them for a new user might solve the problem."

"The home page doesn't have any introduction as to what the initiative does, adding that should make things clearer"

---

### Things I liked:

"Colours are very nice, it makes me want to keep using the app. The colours are pleasing to the eye"

"The application was easy to use and self-explanatory"

### Areas to improve on:

"I could not understand the concept of green score easily. It was only when you explained it I grasped it. So maybe add a prompt explaining the green score for first time users."

This image displays a collection of mobile application screens for a platform called LAGOM, which focuses on sustainable fashion and recycling. The screens are arranged in a grid, showing various features such as wardrobe management, insights, clothing rental, donation, and shopping.

- Home Screen:** Shows a navigation bar with 'Wardrobe', 'UPCYCLE', 'SHOPPING', and 'WARDROBE' buttons. Below is a section for 'My Items' with categories like 'UPCYCLE' and 'SHOPPING'.
- Wardrobe Screen:** Displays a list of items with icons for 'Wardrobe', 'UPCYCLE', and 'SHOPPING'.
- Green Score Screen:** Shows a score of 941 with a bar chart and a list of items: 'WATTIE PINKOHS AND DOLCE & GABBANA' (917), 'FLORAL WINTER T-SHIRT' (18), 'Beaded Chems' (3), and 'Calender' (13).
- Insights Screen:** Shows a graph titled 'Hey, Itida!' with data for 'Least Worn Item' (PowerTee) and 'Decorating Regular Rounds' (Decorating Regular Rounds).
- Given for rent Screen:** Shows a list of items available for rent: 'WATTIE PINKOHS AND DOLCE & GABBANA' (917), 'FLORAL WINTER T-SHIRT' (18), 'GREEN SEQUINCE DRESS' (185), 'CHAMPAINE MUSSELINE DRESS' (200), and 'Pista Organza Lehenga Choli' (220).
- Add Clothes Screen:** Allows users to add a new item with fields for 'Add Name', 'Category', 'Color', 'Brands', 'Tags', and 'Add About Yourself'.
- Calendar Screen:** Shows a calendar for December with a list of items: 'Oodles' (Purple Hoodie, Orange Stripe T-Shirt, Blue Fit Blue Jeans).
- Donate Screen:** Shows a map of a city with several donation points marked, including 'Clothes Box Foundation' and 'Tees Box'.
- Scratch & Stitch Profile Screen:** Shows a profile for 'Cathli' with 1M followers and 45 posts. It features a banner for '25 STUNNING IDEAS FOR YOUR OLD JEANS'.
- Upcycle Profile Screen:** Shows a profile for 'REFASH' with 1M followers and 45 posts. It features a banner for '25 STUNNING IDEAS FOR YOUR OLD JEANS'.
- LAGOM Sign-up Screen:** A standard sign-up form with fields for 'Email Address', 'Password', and 'Sign Up' button.
- Scratch & Stitch Home Screen:** Shows a banner for '25 STUNNING IDEAS FOR YOUR OLD JEANS' and a list of posts: 'WHAT TO DO WITH JEANS', '30 DENIM RECYCLING IDEAS', and 'BOXY TO FRESHENING'.
- Upcycle Home Screen:** Shows a banner for '25 STUNNING IDEAS FOR YOUR OLD JEANS' and a list of posts: 'WHAT TO DO WITH JEANS', '30 DENIM RECYCLING IDEAS', and 'BOXY TO FRESHENING'.
- Shopping Screen:** Shows a search bar and a grid of items: 'PASTA ORGANZA LEHENGA CHOLI' (₹3,000), 'GREEN SOURCE LEHENGA CHOLI' (₹4,000), and 'MATTISE PISTACHIO MIDI DRESS' (₹6,000).
- Your Cart Screen:** Shows a cart with items: 'PASTA ORGANZA LEHENGA CHOLI' (₹3,000), 'GREEN SOURCE LEHENGA CHOLI' (₹4,000), and 'MATTISE PISTACHIO MIDI DRESS' (₹6,000). It includes a 'Price Security' button.
- Product Detail Screen:** Shows a product page for 'PISTA ORGANZA LEHENGA CHOLI' with details, reviews, and a 'Buy Now' button.
- Sort By Screen:** Allows users to sort products by 'Green Score', 'Price (low - high)', 'Price (high - low)', 'Popularity', or 'Review'.
- Upcycle Insights Screen:** Shows a graph titled 'Upcycle' with data for 'Least Worn Item' (Decorating Regular Rounds) and 'Decorating Regular Rounds'.
- Insights Overview Screen:** Shows a pie chart for 'Gender' (Female 81%, Male 18%) and a bar chart for 'Age Group'.
- Profile Screen:** Shows a profile for 'SCRATCH & STITCH' with 3M followers and 45 posts. It features a banner for '30 DENIM UPCYCLING IDEAS'.
- Feedback Screen:** A feedback form for a complaint about a hoodie.
- Feedback Response Screen:** A response from the platform stating: 'Complaint Received! We will revert back soon.'

[https://drive.google.com/file/d/1YUQOj\\_4RW-f1nXOitrykEjEhr3JCwDRa/view?usp=sharing](https://drive.google.com/file/d/1YUQOj_4RW-f1nXOitrykEjEhr3JCwDRa/view?usp=sharing)

LADOM

About Us      Upcycle      Shopping      Donate      Wardrobe

# LABOM

CIRCULATE

UPCYCLE

SUSTAIN

FEATURES

UPCYCLE

DONATE

WARDROBE

LABOM

Close the Loop on Fashion.

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# To create your own virtual wardrobe download our app

Receive a Green Score and Insights based on your sustainable clothing habits.

Better donate clothes you rarely wear to close the loop on fashion.

Digitalise your wardrobe and get suggestions to upcycle less frequently worn clothes.

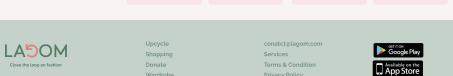
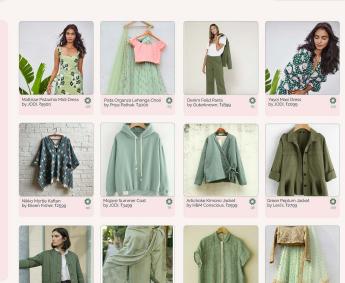


[Upcycle](#) [Shopping](#) [Donate](#) [Wardrobe](#)

[contact@lazom.com](#)

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LADOM

About Us      Recycle      Shopping      Donate      WishList

# LABOM

## About Us

**Our aim:**  
To bring about a change in the way people consume, produce and discard clothes. We have designed this app with the hope of a better future. A future where clothes do not pile up in the landfills, where no one lacks proper clothing, where everyone knows and values the ones who made them. Clothes, whose resources did not result unnecessarily in making clothes and do not goes under utilized.

**The ideology that drives us and should also drive you:**  
Through this app we want to spread awareness and promote a way of life where there is moderation in the amount of consumption and discard of clothes. We believe in, and want to propagate the message of circularity in fashion. It is high time to switch from fast to slow fashion, as sustainable fashion is the right way forward. This can be best done by increasing awareness, providing a platform and co-operating, hence we can do the same. We need your help and of the people around you to make this initiative a success.

**Green Score - A sign of sustainability:**  
We have come up with our own scoring system to give a quantitative measure to as how sustainable you and the clothes you buy are. We believe that the more sustainable you are, the more you contribute to the environment and the world at large. The Green Score is as follows:  
We take into consideration that there is no use of hazardous chemicals, biodegradable materials, ethical product usage, a long lifecycle, sustainable production, fair labor, low waste produced products after disposal, and zero animal cruelty.  
We ensure this through certificates like:

- 1. Fashion Revolution
- 2. Ecotex Organic Textile Standard (GOTS)
- 3. Fairwear Foundation membership.
- 4. Oeko-Tex Standard 100
- 5. Ethical Trade Initiative
- 6. BlueSign standard.
- 7. Bluesign standard.
- 8. Fair Trade Certified
- 9. FSC® Approved paper certificate

You are also assigned a Green score based on the purchases you make, how many times you rent a garment, give one on rent or donate.

**Wardrobe - Your virtual closet:**  
We come up with a digital wardrobe so that you have a better and a more effective way of tracking your closet, with the feature that you can see what you have, what you want, the end of their lifespan, and whom do you want to sell. You can rent, resell or upcycle the clothes that you do not wear frequently, and receive daily insights as to how you can improve the sustainability of your closet and make an impact.

**Donate:**  
Remember that red flock you wore for your friend's play school? Tucked away in the deepest corners of your closet to be worn by your mother again? Well, now you can let it go. Just upload the photo of the item, select the appropriate category and find the NGOs nearest to you, and help them put a smile on someone's face. Maybe a smile for your first born instead!

**Reent:**  
You can give your clothes on rent and also earn rental fees on others. If you choose to give some garment on rent, we will update you product description and add product details. Once a person chooses to rent your clothes, you will be in touch with them and we will provide you with a door to door delivery option. The garment will make a stop over at a dry cleaner before reaching the person renting and also on its way back to you. So that there are no hygiene and cleanliness related issues. And if you wish to rent, then the same process follows.

If there are any discrepancies either on our, or the other person side, you can file a complaint and our helpline will help you to back to you.

**Shopping:**  
Our website consists of handpicked products that bring to you the best of what sustainable fashion has to offer. Every product featured on our website goes through a verification process to make sure they meet our sustainability criteria, and is assigned a Green Score so that you know that amazing jacket is safe for the environment too!

**Upcycle section: A safe haven for you and the Upcyclers**  
Our website consists of others enthusiasts who are part of the upcycle movement. Be it a pair of jeans, an old-green tag, or even a ripped shirt, our upcyclers will make sure nothing you own goes to waste. Revamp your clothes, even wear them as a badge. Your impact is bigger than you think!

**Join the Movement:**  
Be a part of the LADOM family and join us in our initiative. Volunteer with us in our social campaigns:

- 1. Become an active upcycler, take sessions, upload video and partake in our upcycling challenges.
- 2. Volunteer to mentor children for upcycling and visit NGOs.
- 3. Prepare a presentation about recycling our PPE kits.
- 4. Become a campus ambassador and spread our message in your institutes.

Fit this form to and Be a part of the change.

**Contact Us:**  
**Team LADOM**  
Team LADOM  
Indraprastha Institute of Information Technology, Delhi

**LADOM**  
Close the loop on fashion

Upcycle  
Shopping  
Donate  
WishList

contact@ladow.com  
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A collage of 10 images from the Scratch & Stitch website, featuring denim upcycling projects like jeans pockets, coasters, and a picnic blanket.

[https://drive.google.com/file/d/1V16IX\\_jWrBetm0ox9CF2xiw-qMLosEcR/view?usp=sharing](https://drive.google.com/file/d/1V16IX_jWrBetm0ox9CF2xiw-qMLosEcR/view?usp=sharing)

## Our Movement

Be a part of the Lagom family and join us in our initiative. Volunteer with us in our social campaigns:

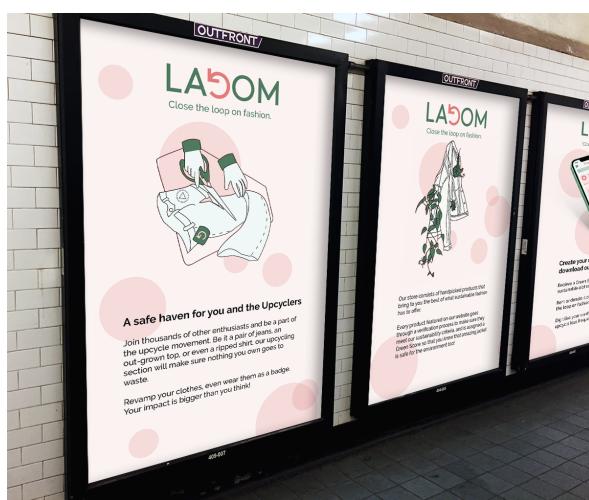
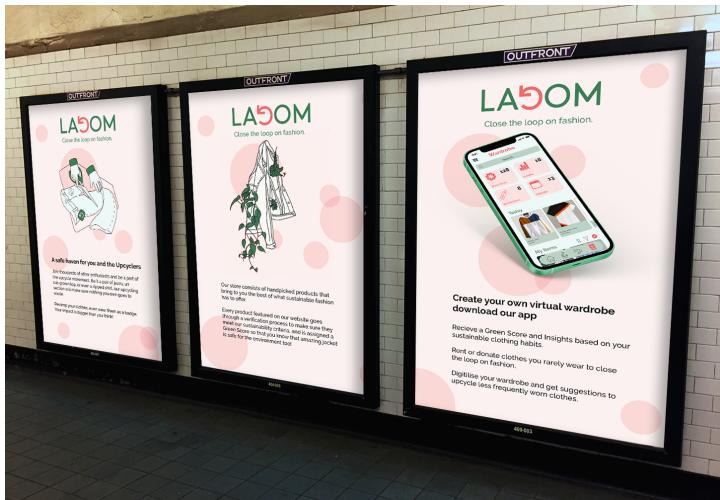
1. Become an active upcycler, take sessions, upload videos and take part in our upcycling drives.
2. Volunteer to collect clothes for NGOs and visit NGOs.
3. Propagate our message by being our PR executive.
4. Become a campus ambassador and spread our message in your institutes



Donation box



ID cards volunteers



Billboards and banners

## Packaging



## Visiting cards



## T shirts for volunteers



Buy less choose well and make it last

LA <sup>↻</sup>OM

Close the loop on fashion

Social media QR

