

hype*beasts

for sustainability



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our team



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problem space: fashion & sustainability

We began with a curiosity about how **adolescents** and **young adults** navigate contradicting messages when making fashion choices...



Aspirational messages about being eco-friendly and being **the generation** that does something about climate change

The pressure to follow trends and find oneself through clothes

last week's points of view



Daniel & Hasna

Recent grads whose sustainability practices draw from their families' **low-waste values**

Maria Elena & Julia

They felt **pressured** to buy cheap, **fast-fashion** items for their daughters



We decided to follow this thread for our next round of interviews.

additional needfinding

We wanted to talk with 3 more users to learn more about:

Family relationships & values around sustainability

Experts our age in sustainable fashion

Based on these criteria

We conducted three further interviews, with takeaways in the following POVs.



revised point of view: chase



we met...

Chase, a **19 year-old fashion design student** in college, well-versed in secondhand and resale of clothes.

we were surprised to discover that...

that at his age, he is thinking about getting pieces of clothing that he will wear forever.

it would be game-changing to...

reframe fashion as a **high-stakes** and **long-term** game of **strategic choices**.

revised point of view: ellie



we met...

Ellie, a recent PD grad and the Co-Founder and CEO of Oddli, a sustainable fashion company.

we were surprised to discover that...

while most of Oddli's online audience consists of adolescents, many of her customers are mothers buying pieces as gifts for their daughters.

it would be game-changing to...

build a bridge between sustainable shopping and gift-giving.

revised point of view: sohely



we met...

a **mother of 3 sustainability-minded teenagers** with differing fashion priorities.

we were surprised to discover that...

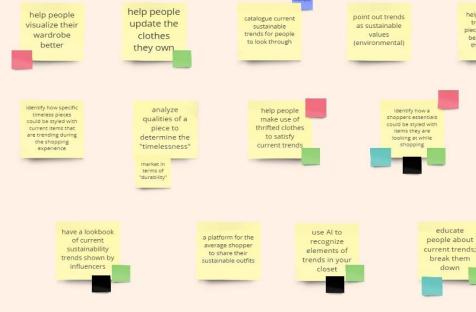
her **16-year old daughter** feels like she has "**no choice**" but to buy from non-sustainable brands because she, like her friends, **wants to wear what she sees on Tik Tok.**

it would be game-changing to...

make **keeping up with trends** more sustainable

synthesis

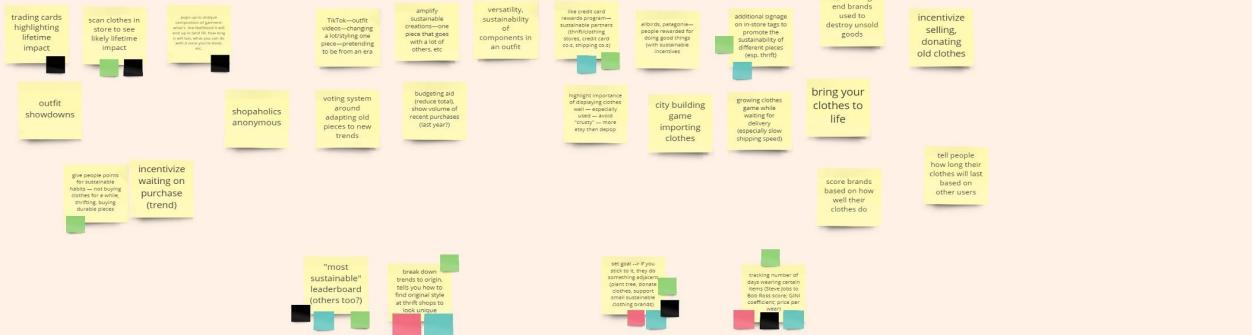
find elements of current trends in timeless pieces



reframe shopping for clothes as building a resume/portfolio



"gamify" the sustainable shopping search to make intangible aspects more concrete



If it would be game-changing to make keeping up with trends more sustainable...



how might we...

help consumers find elements of current trends in timeless pieces?

If it would be game-changing to reframe fashion as a high-stakes and long-term game of strategic choices...

how might we...
reframe shopping for clothes as
building a resume or portfolio?



solution no. 1

pitch items in your wardrobe, trade, and share to improve and diversify portfolio.

OUR ASSUMPTION

people want to feel **confident** about as many pieces in their wardrobe as possible

HOW WE TESTED

we sat down with users and had them **pitch their most essential pieces**, then dig through their closets and **justify the least-used items**



solution no. 1

WHAT WE FOUND

pitch items in your wardrobe, trade, and share to improve and diversify portfolio.

the least essential pieces were **similar** to the most essential pieces, but **not as close to the user's style**; many had been essential

users were able to tell **stories about each essential piece**, as well as some least-essential pieces

One
non-essential
“kind of just
showed up”



solution no. 2

OUR ASSUMPTION

HOW WE TESTED

talk to a clothing advisor for guidance on how to fill in “portfolio” gaps in a sustainable way

people are interested in getting advice on how to get the most out use of their wardrobe and **fill in gaps** in their style sustainably

we started with a **Stitch Fix-style survey** to learn about personal style and potential avenues for sustainability, and then **debriefed with an advisor**



solution no. 2

WHAT WE FOUND



talk to a clothing advisor for guidance on how to fill in “portfolio” gaps in a sustainable way

users lose energy when going through a **long, anonymous survey**, but prefer to talk through the process **sharing stories** behind each piece.

Fashion Advisor
Build a strong wardrobe with pieces you love.

1. How is shopping for you?
Mark only one oval:

I'd rather be doing anything else
 It's alright
 I like some retail therapy from time to time
 I love it!

2. On an average day, how much time and effort do you put into your outfit?
Mark only one oval:

1 2 3 4 5
None A ton!

3. What are your clothing goals right now? (please select all that apply)
Check all that apply:

Create more looks with my wardrobe
 Find essential pieces that will last
 Buy more sustainable pieces
 Shop in more sustainable ways (e.g. thrift, consignment)
 Keep up with trends

Based on the pairs of pants you showed me...

I recommend **these sweaters**:



Sally LaPointe

Price: \$209.99 (~~\$690~~)

Sustainability Score:

Everlane

\$178

Sustainability Score:

...

...

Sustainability Score:

4/5

5/5

3/5

If it would be game-changing to reframe fashion as a
high-stakes and long-term game of strategic choices...



how might we...

"gamify" the sustainable shopping search to make
intangible aspects more concrete?

solution no. 3

OUR ASSUMPTION

HOW WE TESTED

track the use of pieces in wardrobe and compare with others.

people are willing to **consistently** keep track of which garments they wear.

we asked **8 individuals** to send us selfies of their outfits for **5 days** (2 days in).



solution no. 3

track the use of pieces in wardrobe and compare with others.

WHAT WE FOUND

people were down, but most **needed a daily reminder**

some users who work out every day only wanted to take pictures of their outfits **in the afternoon (after exercising)**



resolution

Users liked the **simplicity** of a daily selfie; it helped us get a sense of a user's style and what their essentials are. This could be applied in the other two solutions.

The sharing and portfolio-building style works well for users who are **already confident** in their style, are interested in fashion, and want to share.

The advisor approach works better for users who are **still figuring out** their style, or those who want a simple solution.

summary

- users enjoyed receiving clothing recommendations with sustainability scores
 - users liked telling the stories behind their clothes
 - without a specific intent, the selfies felt burdensome
-

next steps

narrow our target audience for refined testing and development

facilitate more exchanges between users in our target audience

make sustainability in fashion concrete to everyone