



# ETHIRE

Ethire is an integrated platform that brings different sustainable fashion practices together and aims towards developing itself as a one stop wardrobe shopping stop for the users.



## INTRO



### PROBLEM DEFINITION

One of the most major obstacles that people face when starting out with sustainable fashion is that they don't know how to start.

### TARGET USERS

Conscious consumers, Sustainable fashion brands, workers of these brands, thrifters, environmentalists.

### BACKGROUND

We see buzzwords such as sustainable fashion and ethically made being thrown around quite often, only a few know how to create an actually sustainable wardrobe.

### MOTIVATION

To find the perfect balance between sustainability and consumerism so that the consumer can afford these ethically made clothes and change their regular wardrobe shopping practices.

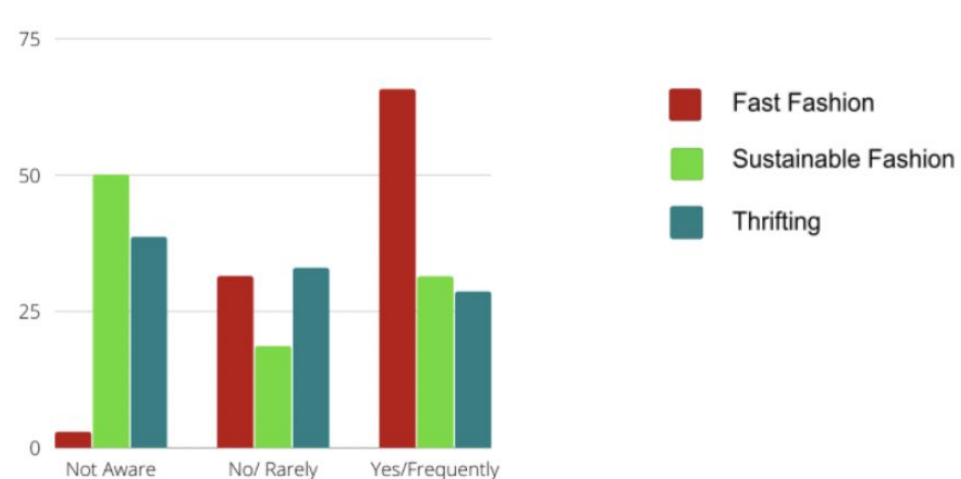
## IDEATION

Brainstorming session → after gathering of requirements as shown below.



## REQUIREMENTS GATHERING

While almost everybody purchases from fast fashion brands, our results shows that nearly 70 percent people do not buy from sustainable fashion brands or are not involved in thrifting.



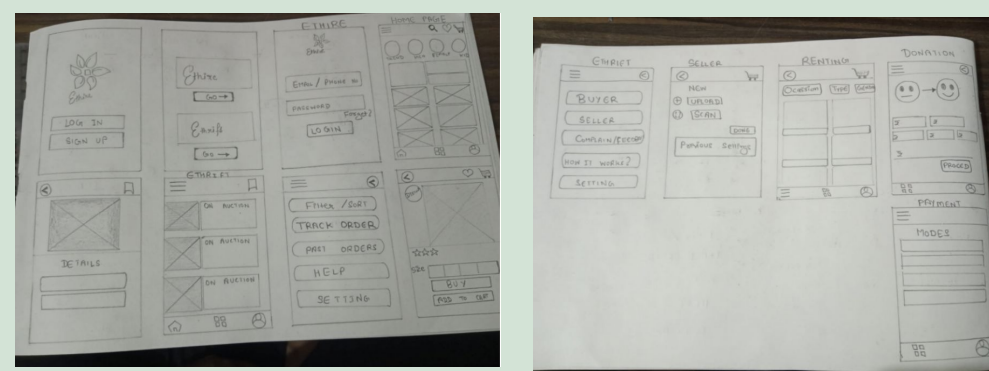
We concluded that the majority don't wear their expensive clothes more than 10 times and this is a huge wastage of resources. Thrifting concept is also new to some and we found that majority showed interest in it.

Timestamp	Name
3/19/2022 22:17:08	Shobhit Pandey
3/19/2022 22:32:44	Saksham Sharma
3/19/2022 22:55:07	Dev Mittal
3/19/2022 22:58:52	Sakshat Sachdeva
3/19/2022 23:24:14	Chehak Malhotra

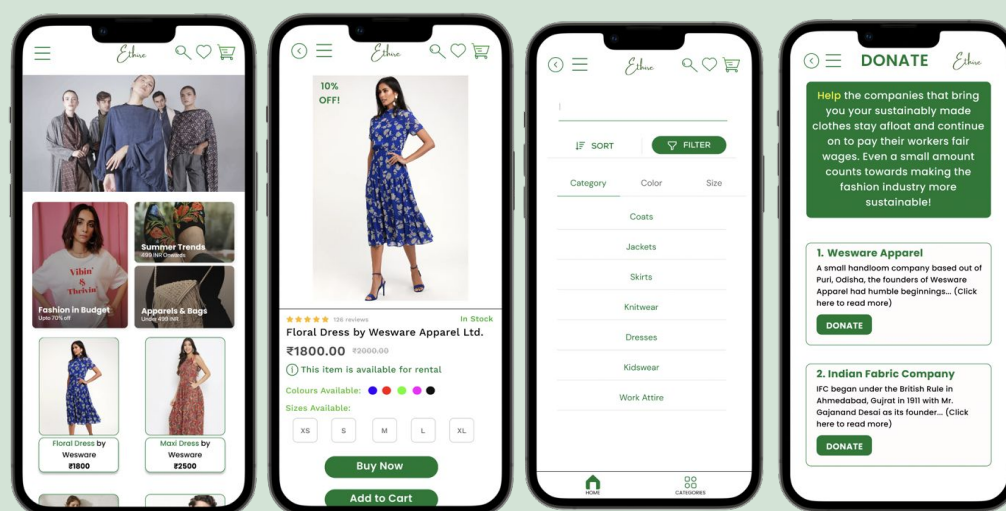
Interviews and Focus Group Discussions

Name
Saanya Trivedi
Chaitanya Das
Mansi Mishra
Ansh Chhabra

## LOW-FI PROTOTYPE



## HIGH-FI PROTOTYPE



With the high-fidelity prototype of our solution, we tried to bridge the gap between the user's mental model and the conceptual model in order to make it seem more familiar with something a user would already be comfortable using.

## SOLUTION KEYWORDS

Sustainable Clothing Marketplace  
Rental Options  
Thrift Store

## CONCLUSION

### EVALUATION

We conducted a detailed survey to evaluate our solution and we found out that about 90% of the people liked the interface of our mobile application and around 91% liked our flow of the app and found it simple to use.

### SOLUTION SUMMARY

Our app primary focuses on creating a sustainable wardrobe for the user, we have included platforms like thrifting and rental in our application.

## CONCLUSION

We found out that based on the research and evaluation, Ethire can be a possible solution to the problem.

## ACKNOWLEDGEMENTS

Smera Goel (B.Tech. IIITD, 2022)  
Dr. Rajiv Ratn Shah (HOD, Human Computer Design Dept., IIIT-Delhi)

### MORE INFO



By Shivam Dwivedi, Shruti Gupta, Udbhav Varma, and Rudraksh Arora



**SUI DHAGA**  
THREADS OF CHANGE, POWER THE CHANGE



**MOTHERCARE**  
A stress management system



## INTRO

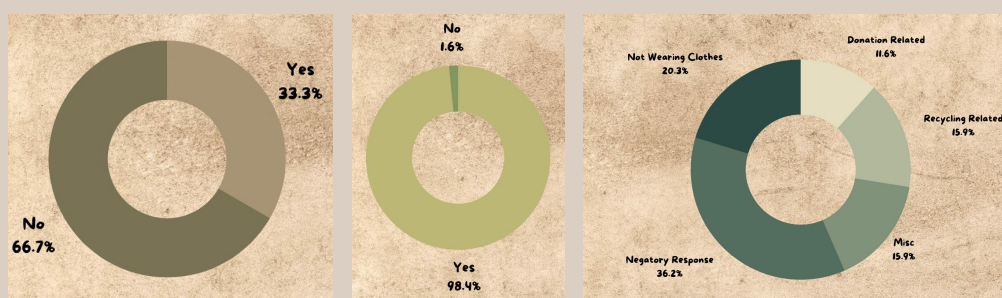
While working on the project "Ethire", described above, it was discovered that there was no proper recycling of used cloth and waste material left after stitching. and this waste can actually take more than 200 years to decompose !!

### PROBLEM DEFINITION

No proper recycling of used cloth and waste material left after stitching.

### REQUIREMENTS GATHERING

We conducted detailed user research to find out the awareness of cloth waste and find whether people would be interested in solving the same along with getting solution of the same from the target audience itself.



Awareness | Will to Help | Possible Solutions

### IMPACT

It takes 2700 litres of water to make 1 cotton shirt, there is 18.6 million tonnes of annual fabric wastage and more it takes more than 200 years to decompose that. Recycling clothes can help solve a lot from this problem.

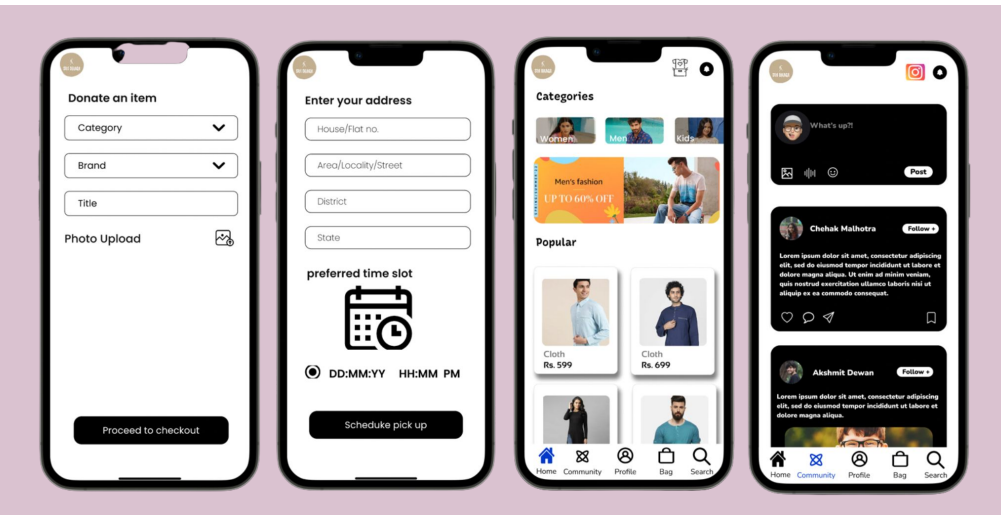
By Shivam Dwivedi, Akshmit Dewan and Kunal Sapra

## SOLUTION

After evaluation the user responses and conducting detailed studies on ways to reduce this cloth waste, we figured that the best way to do that is; firstly conducting door-to-door pickups along with other B2B tie-ups, shipping them to local factories in villages where local women can be employed and trained to recycle and sew up the clothes into new products.

We can create an online marketplace for the same, but most importantly, we need to spread awareness.

### HIGH-FI PROTOTYPE



### SUMMARY

Based on the research and evaluation, SuiDhaga can not only be a possible solution but also generate employment for rural women workers.

### MORE INFO



## INTRO

Our lives are increasingly taxing and over-burdened with each passing day and stress is a common factor for all. We intend to build a solution in order to bring a change to the same.

### PROBLEM STATEMENT

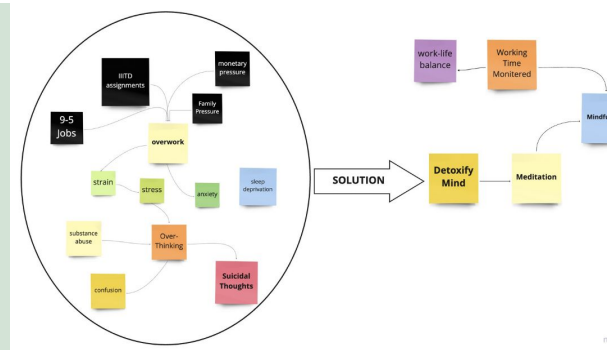
People need a new platform and a method to relax and make themselves stress and anxiety free because the mental health of individuals is worsening day by day.

### REQUIREMENTS GATHERING

We conducted detailed data collection from users to figure out the state of mind they are in and what possible solutions could actually help them. We connected with various counsellors and psychologists in order to actually understand the problem.

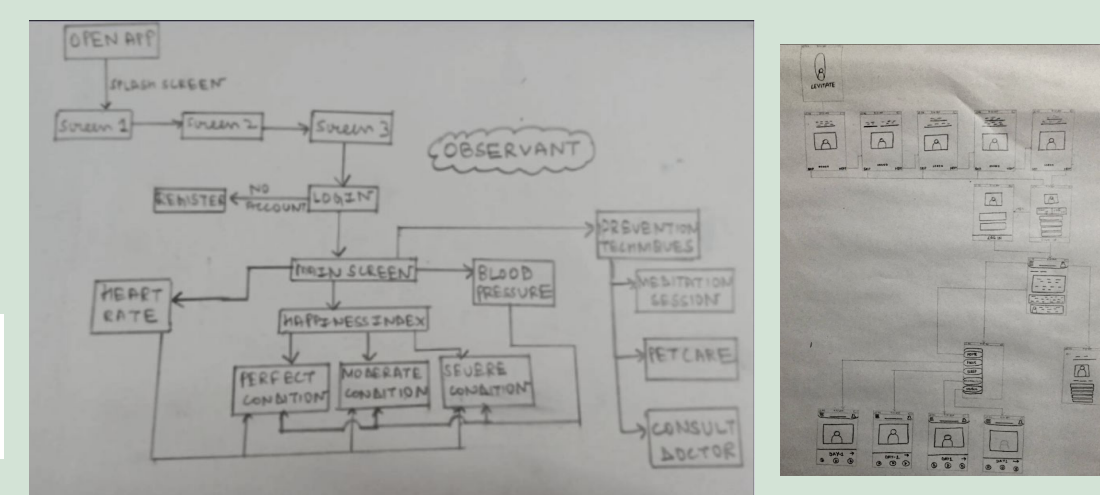
### IDEATION/SOLUTION

How might we check stress levels for working class people so that they can manage their stress and live happily.



The solution is to have two applications, one with the user and one with a loved one, both of which can monitor user's mental health calculated on certain parameters.

## LOW-FI PROTOTYPE



## HIGH-FI PROTOTYPE



Here are some screens of the applications, in order to test out the full prototype, use the code below.

### MORE INFO



By Shivam Dwivedi