

PRETTYLITTLETHING

PLT PLANET : CLOTHING RECYCLING SCHEME

CONTENTS

- **PRETTY LITTLE THING** - Business Overview
- Objectives of presentation
- Market/Business issue
- Business Solution: **PLT PLANET** Requirements
- Process Model and ER Diagram
- User Stories, Acceptance Criteria and Functional/Non Functional Requirements

BUSINESS OVERVIEW

- PrettyLittleThing (or PLT) is a fashion e-commerce site selling on-trend clothes, shoes, jewellery and accessories
- Founded: 2012, part of the Boohoo Group
- Headquarters: Manchester, UK
- Target audience: Females aged 16-35
- Popular on Instagram and with celebrities/social media influencers
- Revenue in 2020: US\$300m



OBJECTIVES

- The objective of this presentation is to create an **online returns portal for users to recycle unwanted clothes to PrettyLittleThing**
- This is a **business issue** as every year **only 15% of clothes are recycled**, the rest end up in landfill or are burned which is harmful for the environment
- The **software (PLT PLANET)** will **enable users to enter their details and create a returns label in a easy and secure manner**. PLT will then be able to recycle the clothes through a concept called 'material to material' recycling showing their commitment to helping the planet



PRETTYLITTLETHING

MARKET ISSUE

- Fashion retailers, particularly those who keep up with the latest trends (regarded as fast fashion), have come under scrutiny by environmentalists and more recently by consumers who are becoming more conscious about their purchases
- Fast fashion is a **business model that uses cheap materials and labour to deliver clothing collections at a rapid pace** – clothing is mass produced and has devastating effects on the environment
- Since these **fashion retailers work on an on-trend basis**, the design, production, and consumption basis shortens several months to only weeks. This results in **water pollution, greenhouse gases, water consumption and waste**
- Other fast fashion retailers include Zara, Boohoo, H&M, Nike and Primark
- In 2020 **PLT received major backlash over social media and made headlines for their Black Friday sales** – selling clothes for as little as 8p, raising concerns for consumers (and potential customers) on how ethical and sustainable their company really is

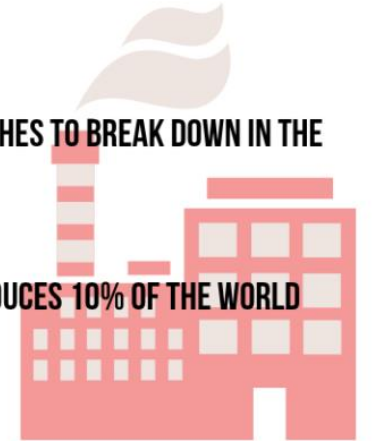


Fast Fashion Facts

700 GALLONS OF WATER IS USED TO MAKE ONE COTTON SHIRT.

IT TAKES 80 YEARS FOR CLOTHES TO BREAK DOWN IN THE LANDFILLS

THE FASHION INDUSTRY PRODUCES 10% OF THE WORLD EMISSIONS.



**Fury over 8p PrettyLittleThing dresses
in Black Friday sale as shoppers
accuse brand of fuelling throwaway
culture and killing the high street with
99% reductions**



throwaway

culture

BUSINESS SOLUTION

- At it's core, PLT's **business model relies on consumers endlessly buying clothes** to keep up with latest trends and celebrity culture
- **They cannot change their business model as this is what makes them a multi-millionaire business** – also they are giving into their customer wants since fast fashion reflects the growing consumer desire for speed and value within retail
- As a solution PrettyLittleThing **should implement PLT PLANET which is a clothing recycling scheme, allowing shoppers to send back unwanted clothes for recycling** (currently only 15% of unwanted clothes are recycled, the rest end up in landfill). In the long term it will contribute to helping the planet and enhance PrettyLittleThing's reputation

PLT PLANET

CLOTHING RECYCLING SCHEME

REQUIREMENTS

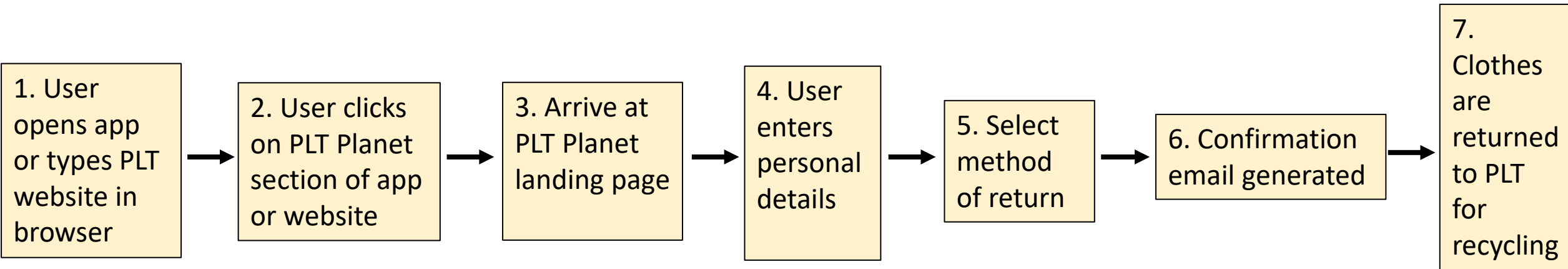
- **Business Requirements:** We want to launch a clothing recycling scheme so shoppers can send in their old clothes to be recycled, this will show our commitment to sustainability and will enhance our reputation
- **User Requirements:** I want to be able to send my old clothes to be recycled so they do not end up in landfill. I want to be able to use the app or an online form to easily arrange my collection or drop off
- **Stakeholder Requirements:** We need to have a section in the PrettyLittleThing app and a link to the form (for those who do not use the app) where the user can easily enter their details to arrange unwanted clothes to be sent back to us to be recycled
- **System Requirements:** A form will need to be designed where user can enter details. We will also need a software to generate an email to confirm the details of the collection or drop off
- **Solution Requirements:** We need to create a section within the app where users can easily enter and submit their details, arrange pick up or collection of clothes to be recycled and review their return



PRETTYLITTLETHING

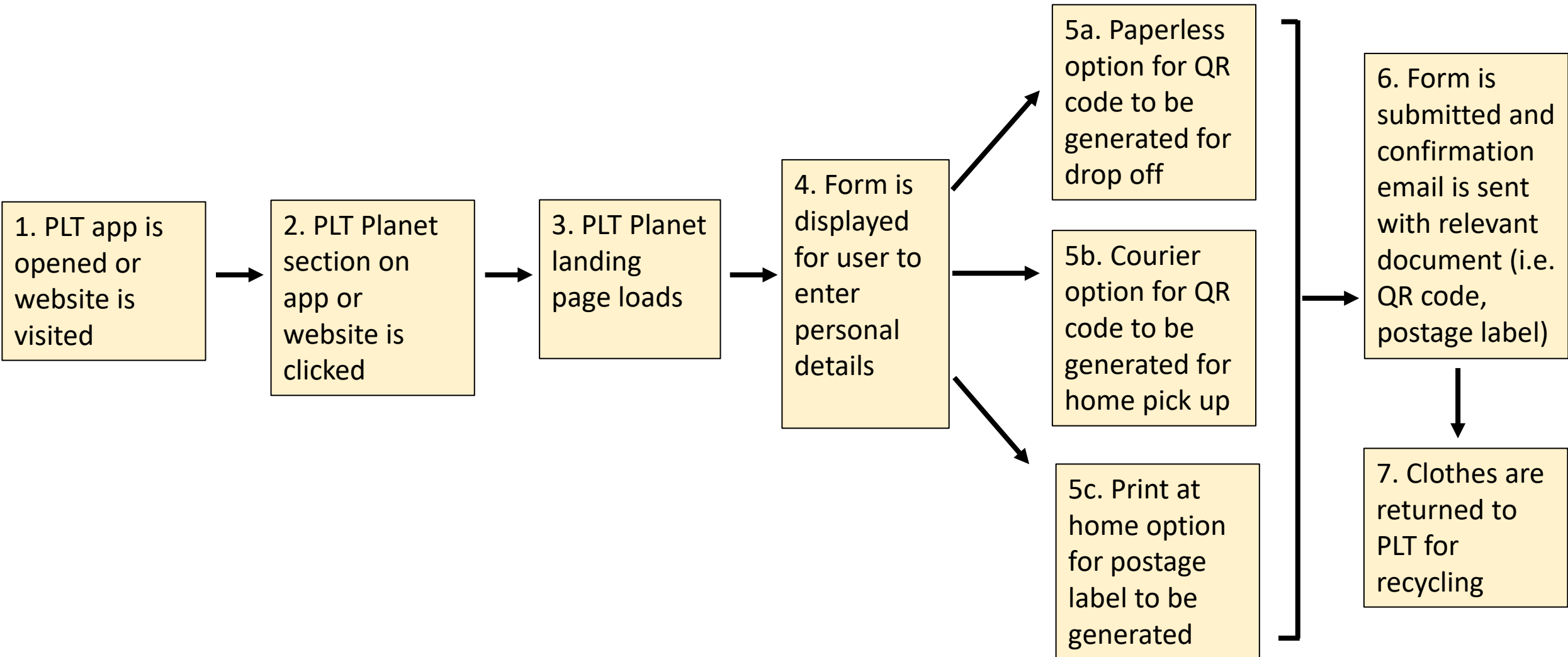
PROCESS FLOWCHART: BASIC

Objective: A user wants to send their unwanted clothes to PLT to get recycled

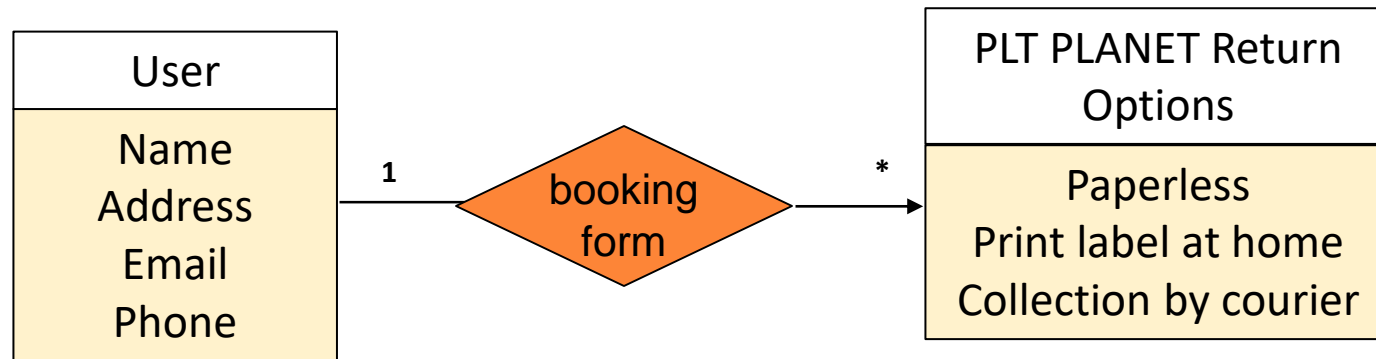


PROCESS FLOWCHART: MORE DETAILED

Objective: A user wants to send their unwanted clothes to PLT to get recycled

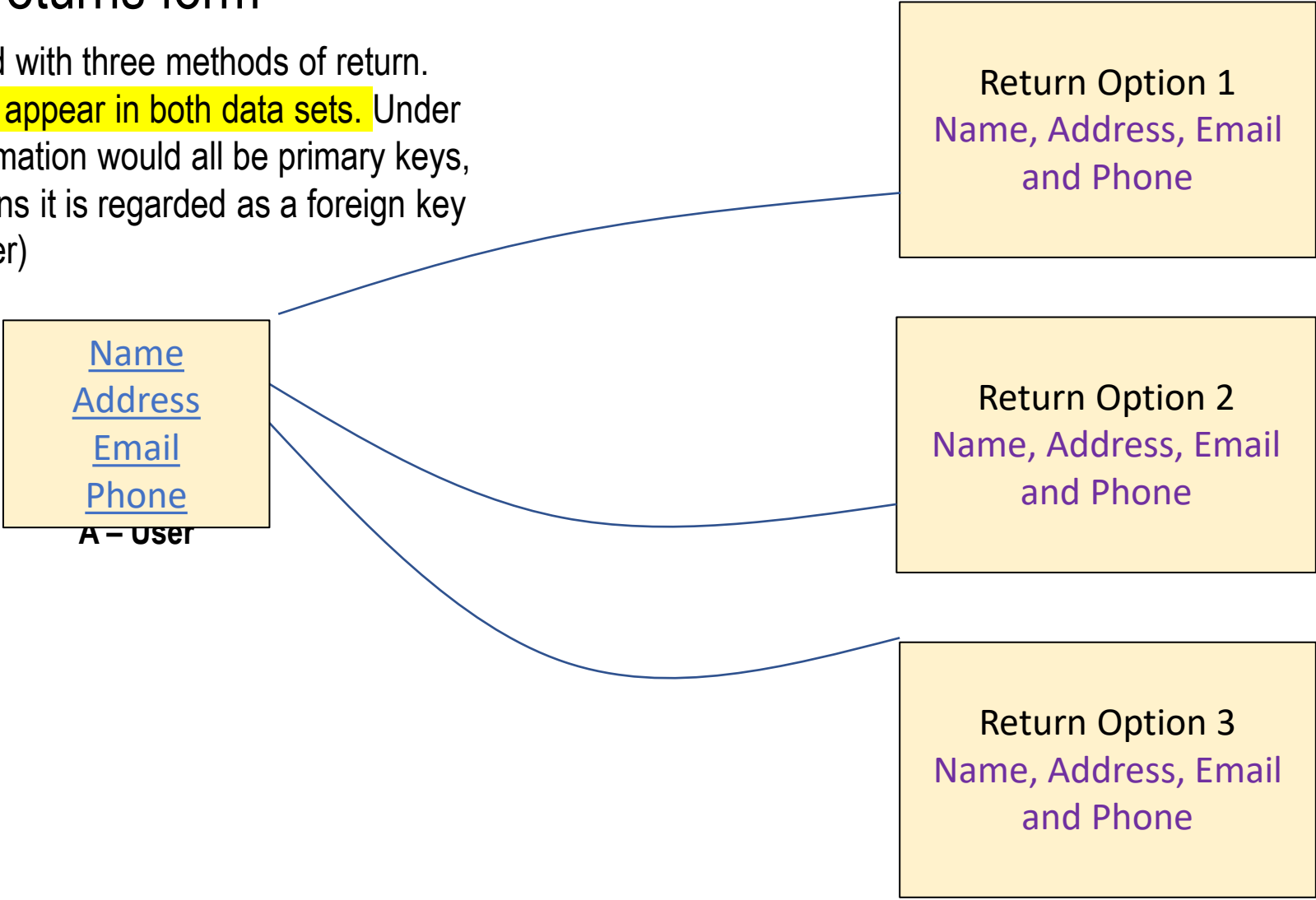


ER Diagram showing one to many relationship with user and the recycling system
i.e. the user is associated with three methods of return through submitting their details on the booking form



ER Diagram showing one to many relationship with user and returns form

Again showing how the user is associated with three methods of return.
The name, address and email of the user appear in both data sets. Under the user entity these three pieces of information would all be primary keys, when the data appears in the return options it is regarded as a foreign key as it is linked to the first entity (i.e. the user)



Primary Key
Foreign Key

B - PLT PLANET Returns Generator

SYSTEM USAGE

Now we have identified the business problem and proposed solution let's look at the purpose of the software (PLT PLANET)

Intended use of system:

- To create a returns label, generate a QR code or book a collection to recycle unwanted clothes
- Display recycling information, postage method and collection date (if available)
- Generate reports
- **Who is interested in using the system (audience):**
 - Pretty Little Thing shoppers or anyone concerned with fast fashion and wanting to recycle their clothes
 - PLT Head Office, particularly sustainability team and comms team
 - Couriers that have been booked to collect items



PRETTYLITTLETHING

USER STORIES

Shopper/User

- I want to be able to recycle my unwanted clothes as I no longer have any use for them. I want it to be an easy and convenient way, I also want my details entered to be safe on the system
- I want to have a paperless option to do so as I do not have a printer at home
- I want to have a paperless option to do so as I am trying to minimise my impact on the environment
- I want to be able to print out a postage label as I prefer not to use a QR code as the technology confuses me
- I want to be able to book a collection and have the details of the collection displayed on my account

PLT Head Office Staff

- I want to be able to generate and download reports from the system so I am able see the popularity of PLT Planet. I want to know how much the system is being used to gain an insight on the effectiveness of the campaign
- The system should give me options to generate a PDF, forward to a recipient by email or excel spreadsheet

Couriers

- I want to see the details of users who need their items picked up, this must include the date selected by the customer and their address details



PRETTYLITTLETHING

ACCEPTANCE CRITERIA

Pre-defined requirements that mark the user story as complete

#	User Story	Acceptance Criteria
1	I want to be able to recycle my unwanted clothes as I no longer have any use for them. I want it to be an easy and convenient way, I also want my details entered to be safe on the system	System must be secure and easy to use, it must allow for user to recycle unwanted clothes in the form of generating a returns label or QR Code
2	I want to have a paperless option to do so as I do not have a printer at home	System must allow paperless option (i.e. QR code)
3	I want to have a paperless option to do so as I am trying to minimise my impact on the environment	Same as above
4	I want to be able to print out a postage label as I prefer not to use a QR code as the technology confuses me	Same as above

ACCEPTANCE CRITERIA

Pre-defined requirements that mark the user story as complete

#	User Story	Acceptance Criteria
5	I want to be able to book a collection and have the details of the collection displayed on my account	System must allow option for user to book a collection
6	I want to be able to generate and download reports from the system so I am able see the popularity of PLT Planet. I want to know how much the system is being used to gain an insight on the effectiveness of the campaign	System must include software that allows designated people to download reports, this must have the option to include charts and various formatting options
7	The system should give me options to generate a PDF, forward to a recipient by email or excel spreadsheet	Same as above, must also include email function
8	I want to see the details of users who need their items picked up, this must include the date selected by the customer and their address details	System must allow viewing of user details who have booked a collection, this must only be accessed by designated people

FUNCTIONAL AND NON FUNCTIONAL REQUIREMENTS

Functional: What the system should do

- Must offer user three return options
- Must generate returns label or QR code once return option is selected
- Must generate confirmation email once details of user and return method is submitted
- Must display details of collection
- Must be accessible on app and website for ease and convenience
- Must generate reports - with Excel and PDF versions available (back end function)
- Must be able to view collection details (back end function)

Non Functional: How the system should perform

- Automatically generate QR code or postage label within 1 minute of user submitting form
- The webpages should load with 4-5 seconds
- When the user enters information the security should meet all relevant requirements
- The system should only allow access to reports by the relevant PLT teams
- The system should automatically generate a report to sustainability managers at the first of every month at 08:00 hours
- The background colour for all screens should be #FFFFFF
- The date and details of customer collections should only be available to courier responsible for that collection

SYSTEM FUNCTIONALITY

For the system to work users must:

- Enter a UK postcode, database will only recognise UK postcodes to generate returns
- Enter their full name (first name and surname)
- Provide a valid email address
- Provide a valid UK phone number
- Select one out of the three return methods

If user do not enter this correctly, the following will occur:

- User will not be able to move onto next section of form or submit form for system to generate postage label/QR code
- Error message 'You must fill in your [X]' will be displayed if full email or other personal details are not entered or are entered incorrectly

*[X] is interchangeable with email address, post code, phone number

PRETTYLITTLETHING

Thank you

PLT PLANET

CLOTHING RECYCLING SCHEME