

Results

OUTCOMES

- Fully interactive prototype from concept to high-fidelity prototype
- Pitched concept to professors and visiting critics

REFLECTION

Through this project, I learned about the **importance of design strategy**. Deciding on what message our product conveys and how we hoped our users would benefit from it helped define the needed features. In the future, I would further the message of sustainability by having a **better process of cleaning out the wardrobe**. To align with our brand's vision, we would want clothes that are not utilized to go to new homes or be recycled whenever possible and one way we could do this is through partnering with recycling centers and thrift shops etc.



Visual Design



Cochin

Large Title - 34px

Title 1 - 28px

Title 2 - 22px

Montserrat

Body - 17px

Subhead - 15px

Caption 1 - 12px

For our brand colors, we chose slightly muted colors to convey a **natural and eco-friendly** vibe, but kept the colors vibrant enough to feel energetic.

