EcoStitch

IXD 700 OL1
TIANQI HUO

TABLE OF CONTENT

1. About Me
2. Portfolio
3. Proposal Abstract
4. Inspirational project
5. Rationale
6. Unique Positioning
7. Competitor
8. Subject Matter
9. Consultant
10. Target Audience & Research
11. Persona
12. User Story
13. Task Flow
14. Moodboard
15. Proof of Concept
16. Scope
17. Sources

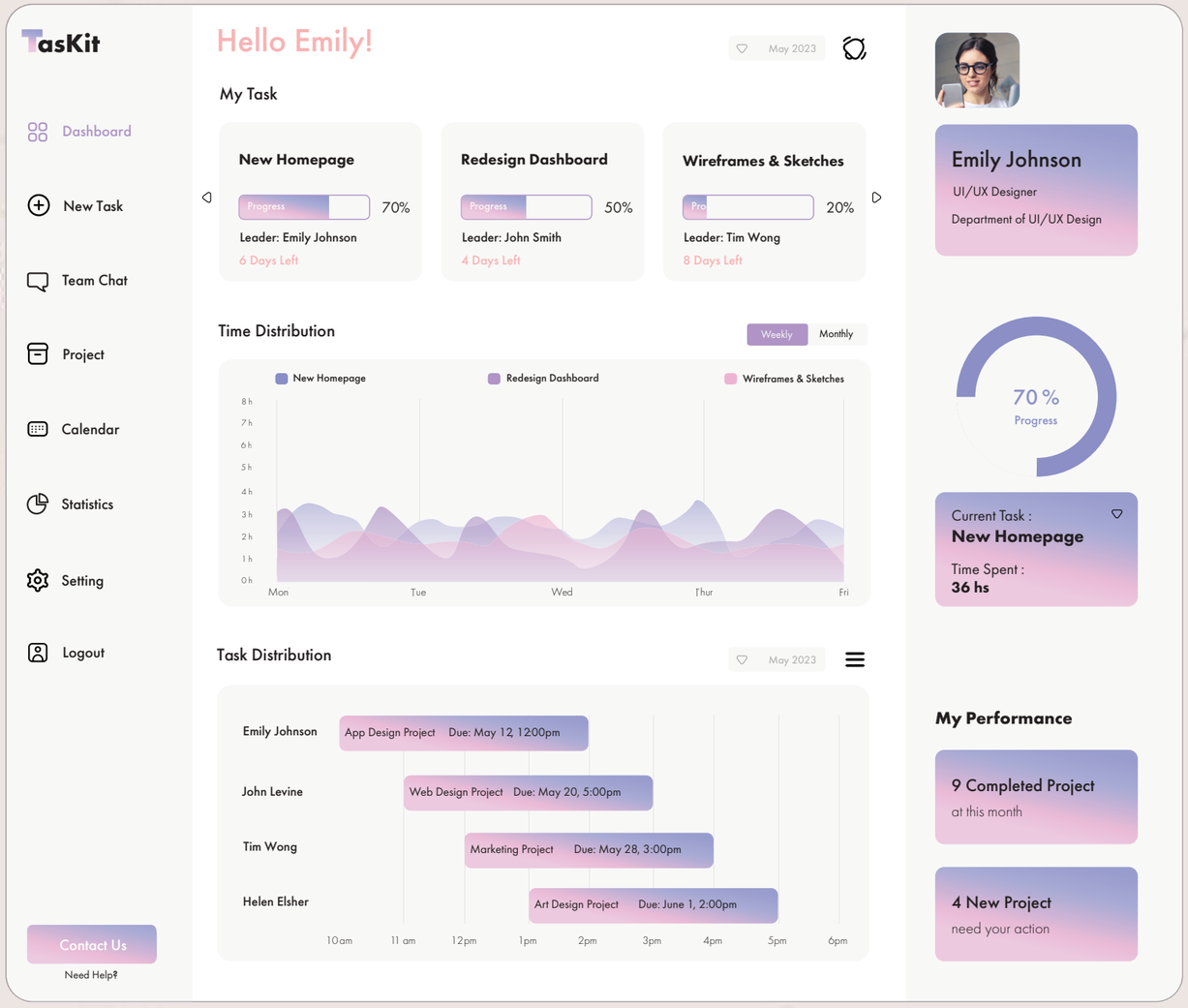
Background

I am Tianqi Huo, a skilled professional residing in Los Angeles, with a background in Fashion Design earned from the Academy of Art University. Over the course of two years, I have excelled as a fashion technical designer, demonstrating my unwavering dedication to personal and professional development. My current aspiration is to transition into the dynamic field of Interaction and UI/UX design, leveraging my innate creativity and solid technical expertise to deliver impactful solutions.

Skills

- Adobe Illustrator ●●●●●
- Adobe Photoshop ●●●●○
- Adobe XD ●●●●●
- Adobe InDesign ●●●●●
- Adobe After Effects ●●●○○
- Figma ●●●○○

Dashboard Design Project - TasKit



What is it?

This project aims to develop an innovative digital app that connects users in need of professional clothing repair, alteration, and upcycling services with skilled tailors and fashion experts. It features on virtual consultations, photo uploads, cost estimation tools, and secure payment processing. By fostering convenience, accessibility, sustainability in clothing care and customization, the project intends to transform the way users engage with their wardrobes and extend the lifespan of their clothing items.

Who is it for?

Individuals seeking professional clothing repair, alteration, or upcycling services. The target audience includes those eco-friendly consumers lack the time, skills, or access to local tailors or seamstresses.

Why I am doing it?

Because I want to transform the way users engage with their clothing items, extending their lifespan and reducing textile waste. Also, it provides tailors with new business opportunities and fostering sustainable fashion practices.

Ofelia & Antelmo

Ofelia & Antelmo is a project created by Gabriela Martínez—textile designer and artist—in 2017 that was born as a proposal for contemporary textile art presented in two formats that go hand in hand: textile art and wearable art.

Mainly inspired by nature, her visual proposal is the result of the observation and exploration of organic textures through repeating patterns. She seeks to return to traditional techniques and translate them into the contemporary, giving priority to the production time that artisanal processes require. Her greatest motivation is to create unique pieces that last over time, pieces that could be inherited and thus protest against the speed at which we move and consume today.

https://design.britishcouncil.org/blog/2020/jun/23/why-i-make-embroidery-mexico-gabriela-martinez-ort/

https://www.kickstarter.com/projects/gamaor/la-ola-femenina-por-ofelia-and-antelmo

https://www.domestika.org/es/courses/

https://ofeliayantelmo.com/about/

https://www.gamaor.com/

Why my project is unique?

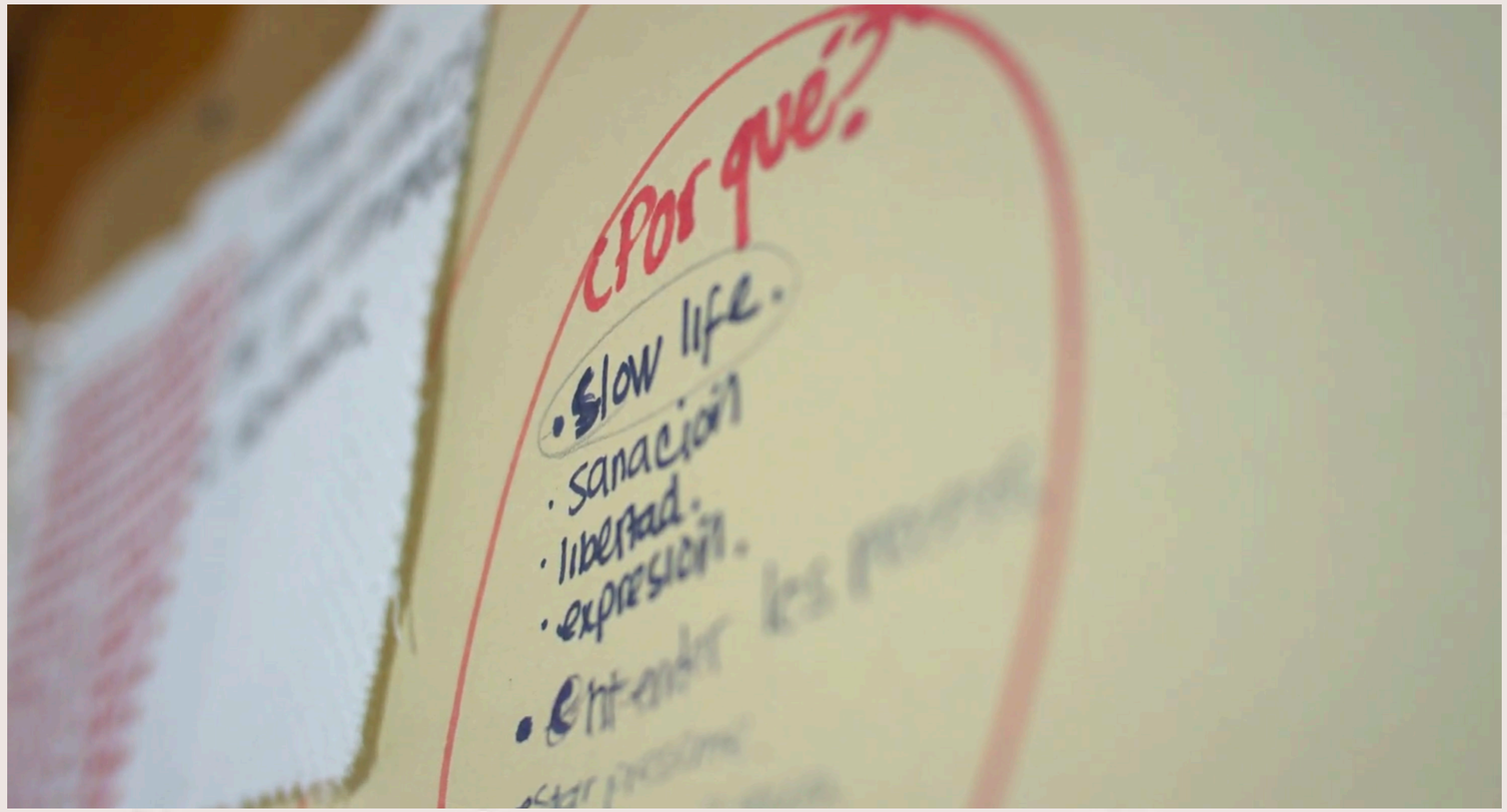
- It emphasis on sustainability, time-saving, and personalization in offering professional clothing repair, alteration, and upcycling services through a user-friendly app.
- It addresses the needs of users, fostering user-centric convenience and business growth simultaneously.

How does this help me?

- It provides me a convenient access to professional clothing services, saving my time and money, promoting sustainability.
- It empowers myself to express my style, and fostering me a sense of community about fashion and responsible clothing consumption.

Unique Positioning Statement

The "EcoStitch" app revolutionizes clothing and accessories care and customization as a sustainable, user-centric solution that empowers individuals seeking convenient, accessible, and eco-friendly clothing services. Unlike traditional clothing repair and alteration services, Ecostitch combines the expertise of skilled tailors with the ease of virtual consultations, fostering a community of eco-conscious fashion enthusiasts and professionals committed to reducing textile waste.



Who is this for?

This app is for individuals who prioritize sustainability, convenience, and personalization in clothing care. It caters to those with clothing items in need of repair or alteration and anyone interested in upcycling to reduce their environmental impact.

Who needs or wants this product?

Anyone who seeks to extend the life of their clothing or accessories while reducing their carbon footprint will find value in EcoStitch. Whether it's to repair a beloved garment, tailor a new purchase, or explore creative upcycling ideas, users benefit from its sustainable and user-centric approach.

The (product name) is a (product category).

The "EcoStitch" is a "Clothing Customization App."

What does it provide?

EcoStitch provides users with convenient access to professional clothing repair, alteration, and upcycling services. The key benefits include convenient virtual consultations, sustainable clothing care solutions, personalized clothing customization, and community engagement with fashion experts.

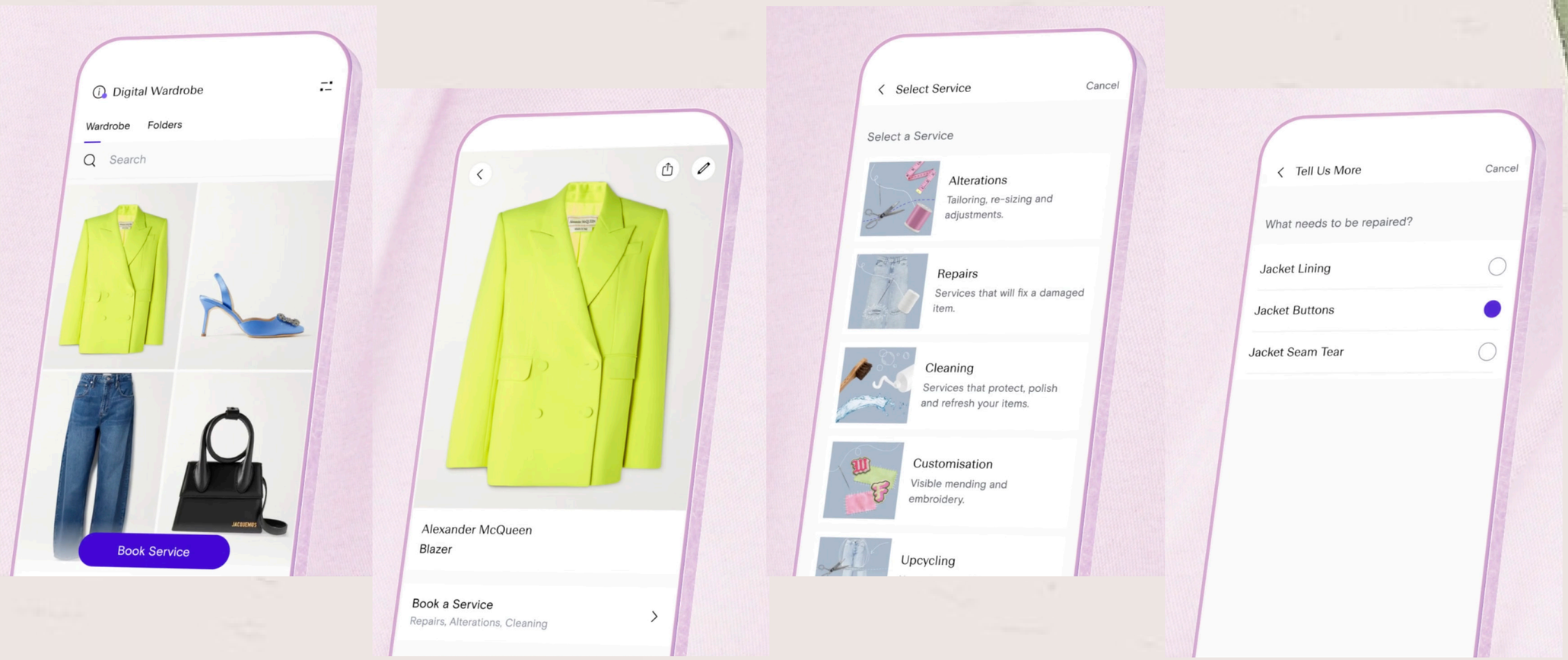
Is it different from the main competitors?

EcoStitch differentiates itself from traditional clothing repair shops and e-commerce platforms by combining sustainability, convenience, and personalization. The key differentiators include sustainability focus, virtual consultations, personalization, and community building.

Save Your Wardrobe

An integrated platform offering customizable repair and care of fashion items.

https://www.saveyourwardrobe.com/

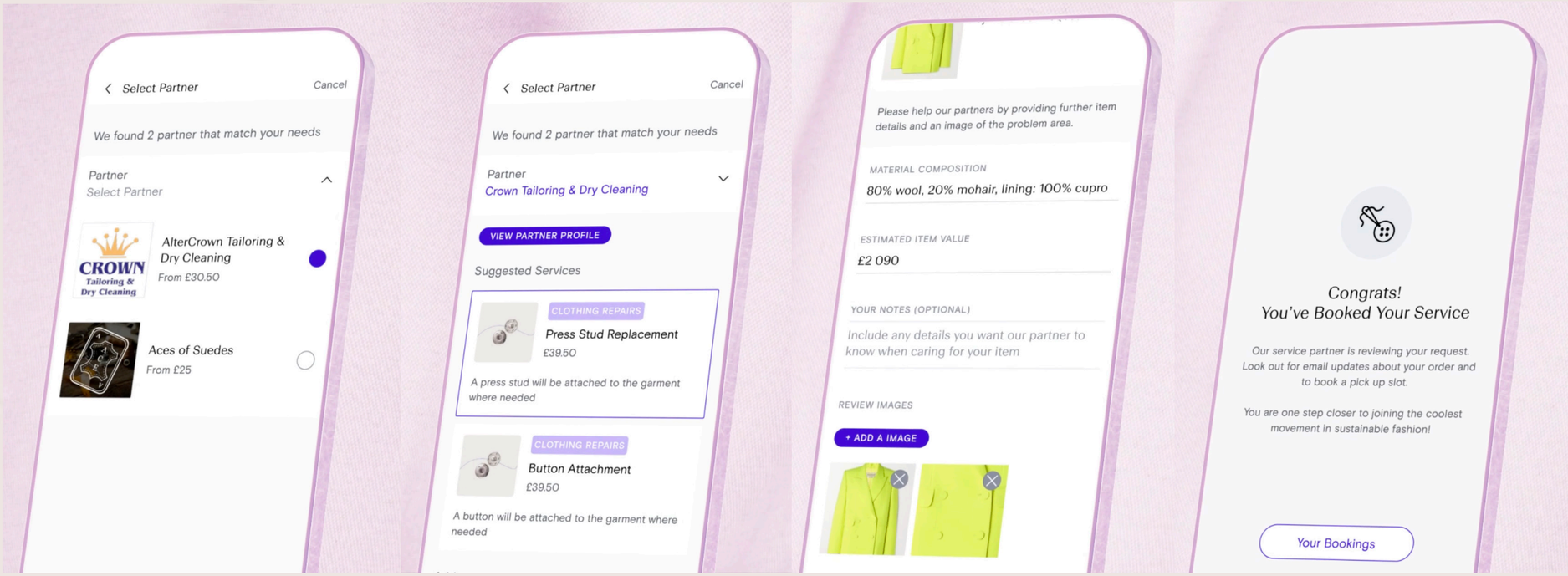


Pros & What I Learned

Repair Services: Save Your Wardrobe provides an extensive range of repair options, including stitching, patching, and mending for various types of clothing, from delicate fabrics to sturdy denim, ensuring a comprehensive solution for different repair needs.

Care Guidance: The app offers a comprehensive set of care instructions tailored to specific garment types, materials, and colors, helping users understand the best practices for maintaining the quality and longevity of their clothing items.

Personalized Recommendations: Save Your Wardrobe provides comprehensive recommendations for each user based on their wardrobe and usage patterns, offering personalized suggestions for repairing, altering, or upcycling their fashion pieces to align with their unique style preferences and sustainability goals.



Cons & Could be Improved

User-Friendly Interface: Implement a more intuitive and user-friendly interface with clear navigation and simplified processes for requesting and tracking clothing repair and care services. By enhancing the app's interface, users can enjoy a seamless and efficient experience, setting it apart from competitors that might have a more complex or less user-friendly interface, thus improving overall accessibility and user satisfaction.

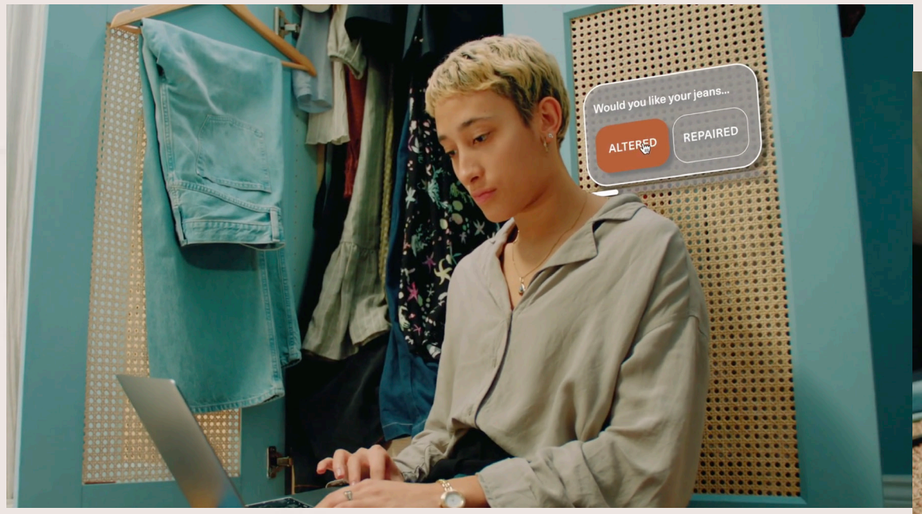
Tailored Service Recommendations: Introduce personalized service recommendations based on users' individual preferences and clothing needs, providing tailored suggestions for repair, alteration, and upcycling services that align with users' specific fashion requirements. This enhancement can offer a more customized and curated experience, distinguishing the app from competitors that might not prioritize personalized service offerings or comprehensive user guidance, thus fostering stronger customer engagement and loyalty.

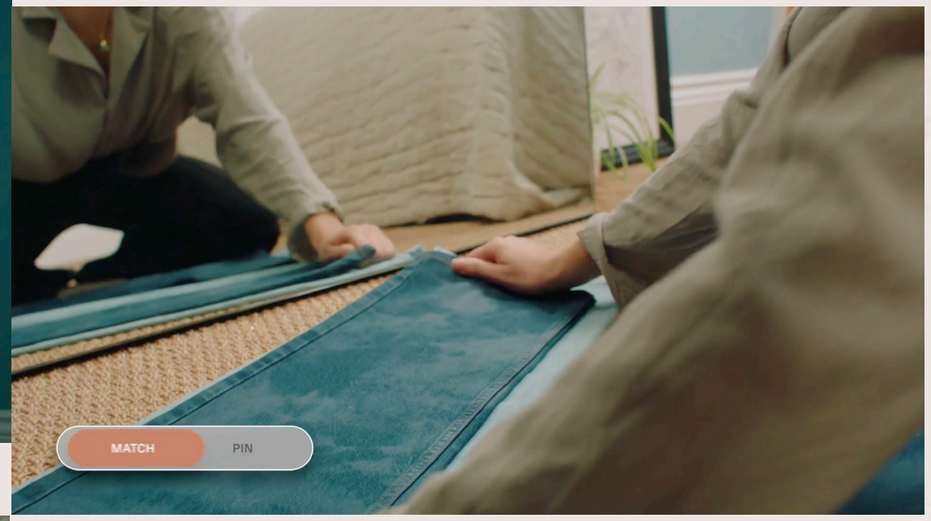
Streamlined Cost Estimations: Develop a feature that offers clear and streamlined cost estimations for various repair and care services, providing users with accurate and transparent pricing information before they commit to specific alterations or upcycling options. By enhancing the app's cost estimation process, users can make informed decisions and avoid potential surprises or uncertainties related to pricing, enhancing overall trust and reliability compared to competitors that might lack transparent or easily accessible cost estimations.

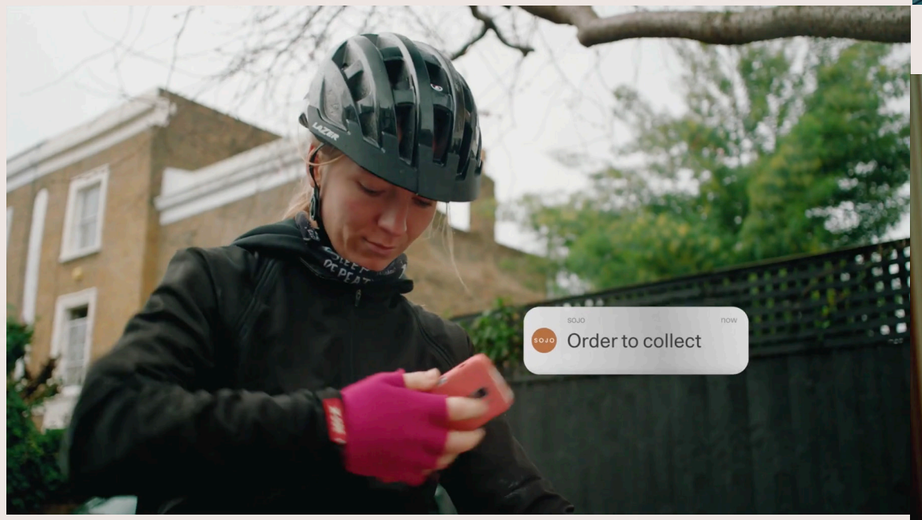
SOJO

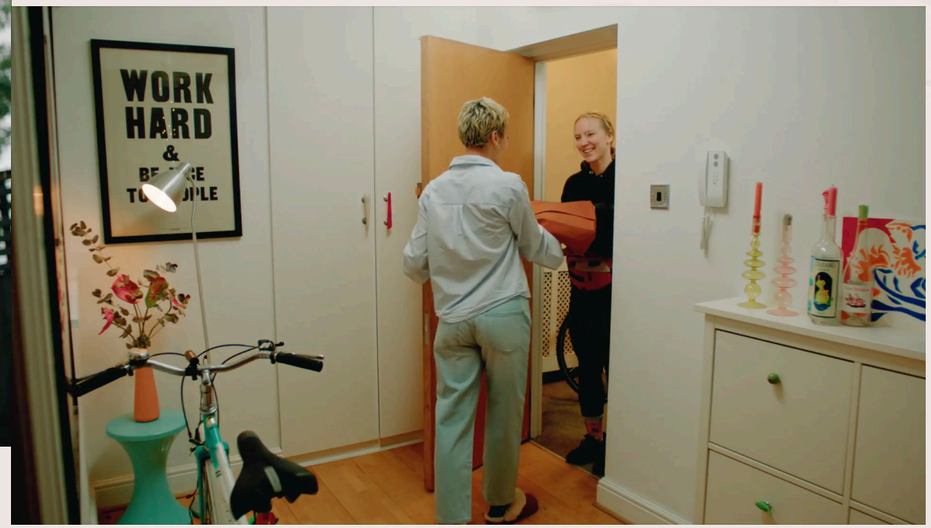
A clothing repairs and alterations collection and delivery app, dedicated to making customer's clothes work for them.

https://www.sojo.uk/







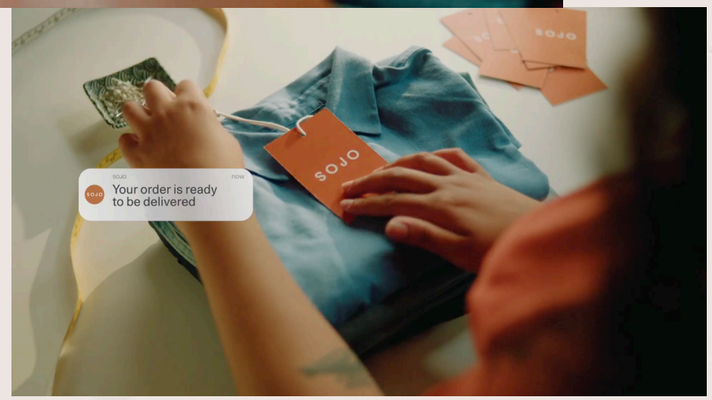


Pros & What I Learned

Customized Alterations: SOJO app caters to the specific needs of customers by offering customized alterations, such as tailoring clothing items to fit individual body shapes, addressing the unique requirements and preferences of each user.

Timely Services: The app focuses on meeting urgent customer needs by providing quick and efficient collection and delivery services for clothing repairs and alterations, ensuring that users can rely on the app for timely and convenient solutions, especially for last-minute wardrobe adjustments.

Expert Consultations: SOJO app's dedication to customer needs is reflected in its provision of expert consultations, where professional tailors offer advice and recommendations on the best course of action for enhancing and preserving the quality of customers' clothing items, demonstrating a commitment to customer satisfaction and personalized service.



Cons & Could be Improved

Interactive Virtual Assistance: Enhance the app with a more interactive virtual assistance feature that allows users to engage in real-time consultations with skilled tailors, enabling them to discuss their specific clothing repair or alteration needs directly and receive immediate guidance, thus fostering a more personalized and engaging user experience compared to the limited physical interaction of some competitors.

Sustainable Material Recommendations: Integrate a sustainable material recommendation feature into the app, suggesting eco-friendly and durable fabric options for users interested in upcycling or repairing their clothing items. This enhancement could emphasize the app's dedication to environmentally conscious practices and promote the use of sustainable materials, setting it apart from competitors who may not prioritize such eco-friendly initiatives.

Enhanced Pricing Transparency: Implement an improved pricing transparency model that clearly outlines the cost of services based on specific repair or alteration requirements, ensuring that users have a comprehensive understanding of pricing considerations upfront. This approach can address potential concerns regarding pricing and instill confidence in the app's commitment to providing affordable and reliable clothing repair and alteration services, distinguishing it from competitors that might lack clarity in their pricing structures.

Design and development of an app that provides virtual tailor and repair services for clothing and accessories. This includes creating a user-friendly interface and a seamless user experience for individuals seeking professional clothing repair, alteration, and upcycling services. The focus is on ensuring that users can easily access and utilize these services through the platform, enhancing their clothing care experience.

Potential Technical Issues I Might Encounter

1. Data Security: Ensuring the security of user data, payment information, and sensitive details throughout the app.

2. Integration Challenges: Integrating various third-party services like payment gateways, mapping APIs, and communication tools.

3. User Authentication: Implementing secure user authentication and authorization mechanisms.

4. Mobile App Compatibility: Ensuring compatibility and a seamless user experience across different mobile devices and operating systems.

5. Data Backup & Recovery: Implementing robust data backup and recovery procedures to prevent data loss.

6. User Support & Feedback: Setting up efficient user support channels and feedback systems to address user inquiries and concerns promptly.

How Will I Solve These Technical Issues

1. Data Security

- Implement robust encryption protocols to protect user data during transmission and storage.

- Comply with data privacy regulations, such as GDPR or HIPAA, depending on your target audience and geographic reach.

- Conduct regular security audits and vulnerability assessments to identify and mitigate potential security risks.

2. Integration Challenges

- Work closely with third-party service providers to ensure smooth integration.

- Design the app architecture with scalability in mind, using cloud-based solutions that can handle increased traffic and demand.

- Implement load balancing and auto-scaling mechanisms to distribute traffic efficiently and scale resources as needed.

3. User Authentication

- Implement secure user authentication using industry-standard protocols like OAuth or OpenID.

- Enforce strong password policies, and consider adding two-factor authentication (2FA) for an extra layer of security.

How Will I Solve These Technical Issues

4. Mobile App Compatibility

- Follow mobile app development best practices to ensure compatibility across different devices and operating systems.

- Conduct thorough testing on a variety of devices and use beta testing with real users to identify and fix compatibility issues.

5. Data Backup & Recovery

- Set up automated data backup processes to regularly create and securely store backup copies of user data and critical system information.

- Develop a disaster recovery plan to quickly restore services in the event of data loss or system failures.

6. User Authentication

- Implement multiple user support channels, including chat, email, and phone, to address user inquiries promptly.

- Create a feedback loop for users to report technical issues, provide suggestions, and share their experiences.

- Prioritize and categorize user feedback to identify and address critical technical issues.

EcoStitch User Preferences Survey

Target audience's valuable insights will help me create an app that revolutionizes clothing care and customization.

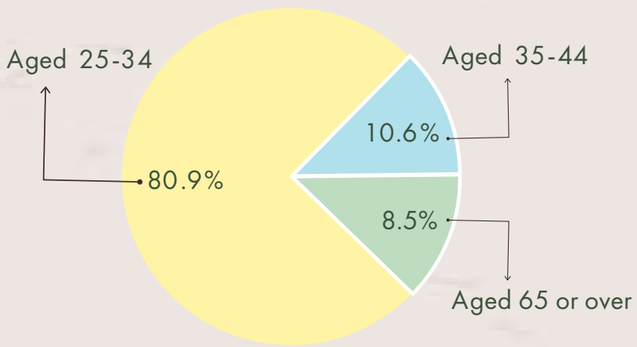
ECOSTITCH USER PREFERENCES SURVEY

INTERVIEW RESULT OF 47 PEOPLE

Interviewees' Info

66% Male

34% Female



Survey Summary

Most of the people are likely to use an app for clothing & accessories repairing, alteration, or upcycling.

Most of people have an interest in "Slow Fashion", such as mending, repairing, altering, or upcycling their old clothes & accessories.

Most of the people occasionally buy clothes or accessories from fast fashion brands.

Most of people think eco-friendliness & sustainability are important in their fashion consuming.

Most of people dissatisfied or doubted about the fast fashion model of buying-wearing-disposing.

Most of people never heard or used any clothing & accessories care platforms or apps before taking this survey.

For the clothes or accessories they don't use,
- 70.2% of people prefer to donate them to charity or thrift stores.
- 40.4% of people prefer to mend or repair them to extend their life.
- 31.9% of people prefer to alter to make them fit better or match their style.

The motivation of embracing slow fashion and sustainable clothes & accessories practices mainly comes from:
- Protecting the environment, reducing waist, cherishing the clothes.
- Economic factors.
- Having a different attitude towards life.

What are the main learnings that stood out?

My target users show the high interests in sustainable fashion practices, the varying levels of familiarity with slow fashion, and the challenges associated with accessing reliable clothing repair and alteration services.

What are the most interesting learnings?

The diverse motivations for embracing slow fashion, the significant proportion of respondents interested in using an app for clothing care, and the challenges related to finding cost-effective and high-quality clothing alteration services.

How will I use those learnings in my project?

- Emphasize the app's user-friendly interface, affordability, and accessibility, highlighting its capacity to address the challenges users face in seeking reliable and cost-effective clothing repair and alteration services.
- Integrate educational resources and interactive features within the app to cater to users who are less familiar with sustainable fashion practices.
- Leverage the motivations for embracing slow fashion to emphasize the environmental benefits and cost-saving aspects of the EcoStitch platform.

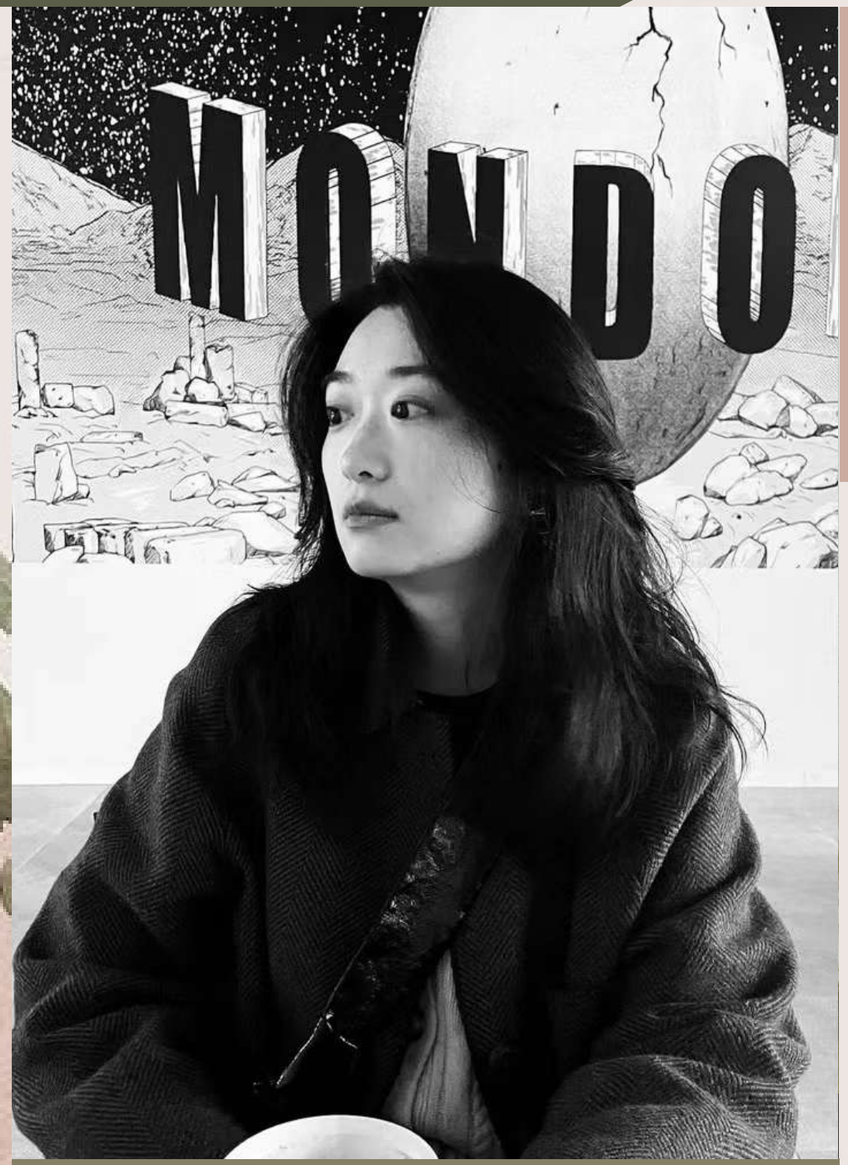
Audience Description

Primary Audience: Young adults aged 25-34, mainly females, with a moderate interest in sustainable fashion practices and a willingness to engage in clothing repair and alteration services for environmental and economic reasons.

Secondary Audience: Middle-aged individuals aged 35-44, showcasing some interest in sustainable fashion practices and a potential inclination towards services that offer convenience and accessibility for clothing repair and upcycling.

Three Actual People in My Target Audience

I picked 3 people from my large target audience and interviewed them in person. During the interviews, I took a lot of notes and observed them. I found out that all of them care about sustainability, showing interests in slow fashion practices. It was interesting that each person has diverse demands for a trustworthy and easy-to-access clothing care app. By summarizing the notes, I created 3 persona for each of them.



"Fashion is my passion, and I believe in pre serving its essence through thoughtful care and repair."

— Zoe Zhao

About

Zoe Zhao, an experience product designer living in Pomona, values aesthetics and quality in fashion. She encounters difficulties in finding reliable mending and alteration services for her cherished clothing items, reflecting her need for convenient and trustworthy solutions.

Age	31
Occupation	Product Designer
Income	35K
Status	Married
Location	Pomona, CA

Needs

- Access to a trustworthy and efficient platform for clothing repair and alteration.
- Guidance and communication with fashion experts for aesthetic alterations.
- User-friendly and convenient features for seamless service interaction and selection.

Frustrations

- Concerns regarding miscommunication leading to unsatisfactory service outcomes.
- Uncertainty about merchants accurately understanding and fulfilling her requirements.
- Limited availability of accessible and reliable platforms for clothing repair and alterations.

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Acne Studios

Media Sphere

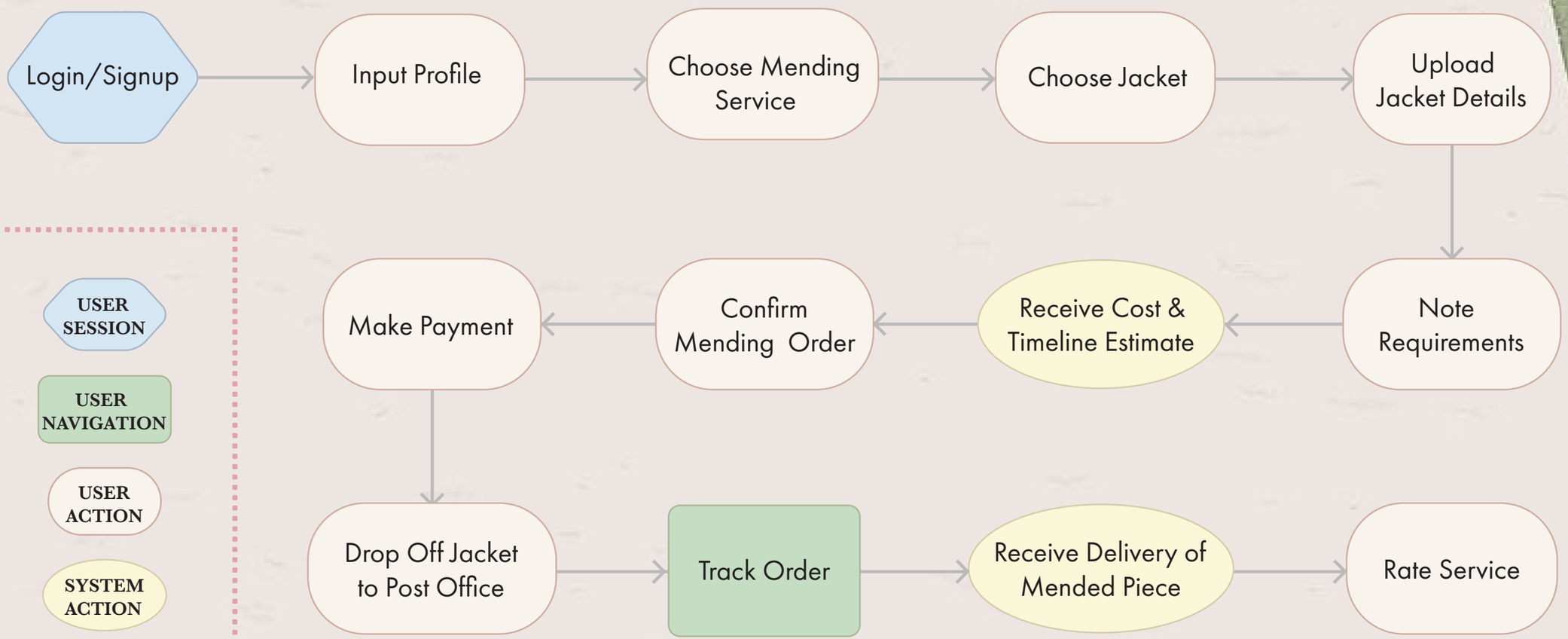
User Story of Zoe Zhao

Zoe Zhao, the seasoned product designer with an eye for aesthetics and quality in fashion, often finds herself in a quandary when her beloved clothing items need repair or alteration. Amidst her busy life in Pomona, she longs for a convenient and reliable solution to address her fashion concerns. With her cherished jacket in need of a button fix, she envisions an effortless way to access skilled tailors and designers who can restore her garment to its former glory.

As she navigates through the bustling streets of Pomona, she recalls her encounter with the EcoStitch app. With the app's user-friendly interface and comprehensive features, Zoe feels empowered to effortlessly submit her alteration request and engage in meaningful communication with fashion experts. Through seamless and convenient interactions, she envisions being able to relay her unique aesthetic preferences, ensuring that the tailored alteration meets her specific design expectations. With the reassurance of other customers' ratings and feedback, she looks forward to finding the perfect merchant to breathe new life into her beloved jacket. As Zoe continues her creative pursuits, she anticipates confidently flaunting her revamped clothing item, knowing that her passion for fashion is complemented by the convenience and expertise offered by the EcoStitch platform.

Task Flow of Zoe Zhao

This task flow diagram illustrates Zoe Zhao's journey as she interacts with the EcoStitch app, emphasizing the seamless and convenient process of accessing professional repair services for her cherished jacket by fix the dropped button.



Storyboard of Zoe Zhao

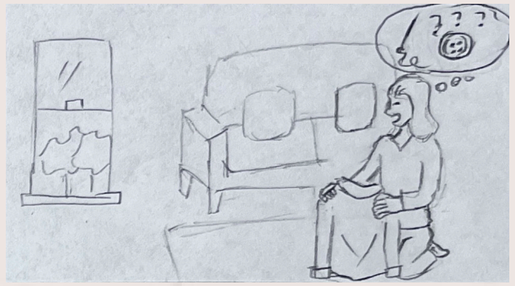
1

Zoe was on her way home after work.

2

Suddenly, she noticed that a button had fallen off her jacket. She felt frustrated as it was her favorite jacket.

3



Upon returning home, she took out a needle and thread, attempting to sew the fallen button back onto the jacket. However, no matter how hard she tried, she couldn't reattach the button to the jacket.

4

Zoe opened the App Store and searched for a clothing care app. She discovered EcoStitch and downloaded it.

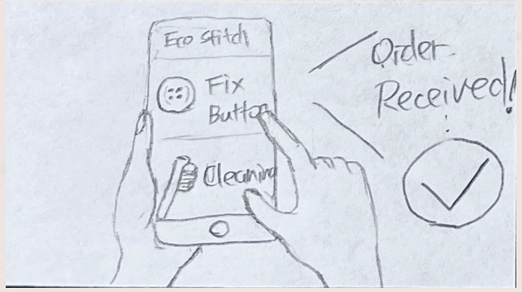
5

In the "Mending Service" section, she found the "Fix Button" service.

6

Following the app's prompts, she uploaded a photo of her jacket.

7

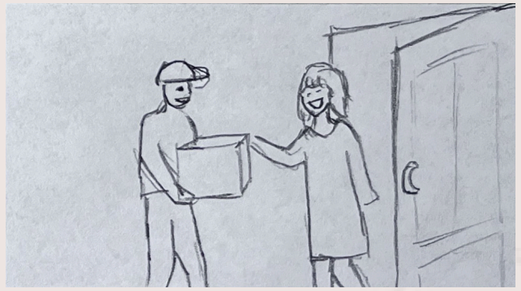


After confirming, Zoe received a prompt saying "Order has been Received."

8

Zoe went to the Post Office and dropped off her jacket, sending it to the designated clothing care store address.

9



Five days later, Zoe received her package. She found it to be a perfectly mended jacket, flawless and as good as before!

"Fashion is my artistic expression, and sustainability is my commitment to preserving creativity."

— Amy Rowe

About

Amy Rowe, a seasoned pianist residing in Glendora, has a passion for unique and artistic fashion pieces. Her concern for the environment drives her desire for upcycling and restyling services, enabling her to appreciate her fashion collection while minimizing waste.

Age	34
Occupation	Pianist
Income	40K
Status	Single
Location	Glendora, CA

Needs

- Access to reliable and affordable alteration and repair services for her diverse fashion collection.
- Platform features that facilitate creative fabric and style choices for unique restyling options.
- Assurance of environmentally conscious practices in clothing upcycling and remodeling.

Frustrations

- Concerns about accurate self-measurements and potential mistakes in the alteration process.
- Uncertainty regarding the cost-effectiveness of mending and upcycling compared to purchasing new garments.
- Limited availability of user-friendly tools and resources for seamless at-home clothing adjustments.

Brand Shopping Sphere

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Camilla

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Media Sphere

dribbble

User Story of Amy Rowe

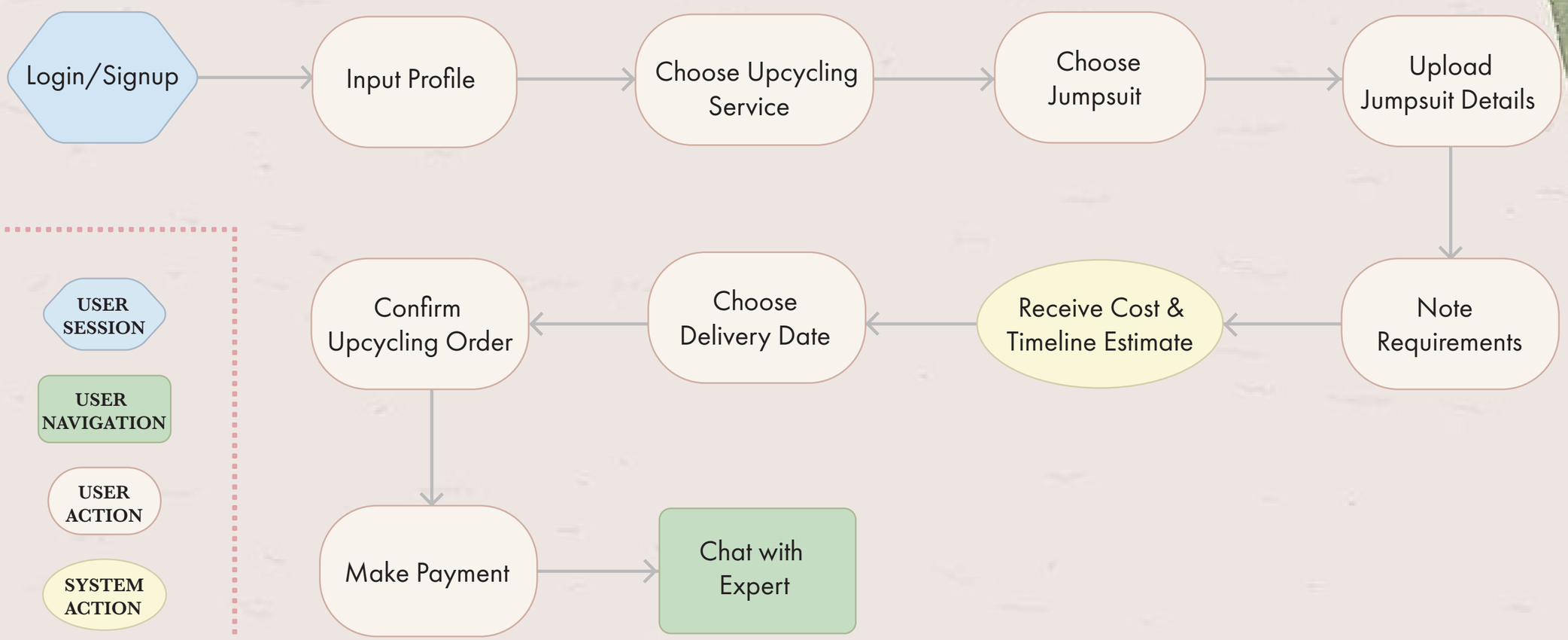
Amy Rowe, the seasoned musician known for her artistic expression through fashion, often finds herself torn between her love for unique clothing pieces and her commitment to sustainability. As she navigates her bustling life in Glendora, she envisions a platform that could breathe new life into her cherished fashion collection, allowing her to explore creative restyling and upcycling options while minimizing her environmental footprint.

While perusing her collection, she ponders the innovative possibilities presented by the EcoStitch app. With its promise of affordable and reliable alteration and repair services, she envisions the opportunity to transform her favorite pieces, ensuring that they reflect her evolving artistic expression. Amy eagerly anticipates the prospect of leveraging the app's fabric and style choices, envisioning the chance to collaborate with skilled artisans and designers to craft unique and personalized fashion statements.

Concerned about the impact of clothing waste, she longs for an environmentally conscious solution that aligns with her commitment to sustainability. As she navigates through the app's intuitive tools and resources, she envisions being able to contribute to the reduction of textile waste through conscious upcycling and remodeling practices. With the assurance of professional guidance and seamless virtual support, Amy is determined to harness the EcoStitch platform to manifest her artistic vision while upholding her commitment to sustainable fashion practices.

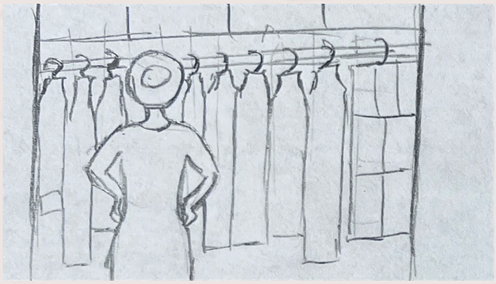
Task Flow of Amy Rowe

This task flow diagram illustrates Amy Rowe's journey as she interacts with the EcoStitch app, highlighting her pursuit of creative upcycling of remake her jumpsuit to a top while maintaining her commitment to sustainability and environmental consciousness.



Storyboard of Amy Rowe

1

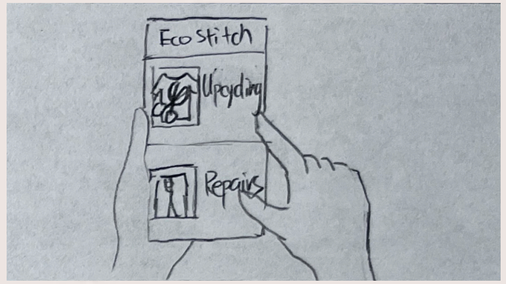


On a Sunday afternoon, Amy was organizing her wardrobe at home. She took out a jumpsuit she doesn't wear for a longtime and tried it on.

2

She found that the crotch of the jumpsuit was very tight and uncomfortable.

3



She thought that the Eco Stitch App might be able to help her. Amy opened EcoStitch and selected the "Upcycling Service."

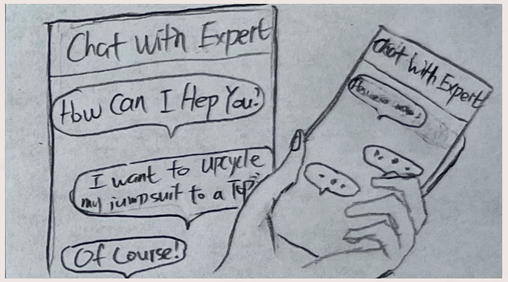
4

After uploading a photo of her jumpsuit, she discovered that EcoStitch had so many upcycling ideas.

5

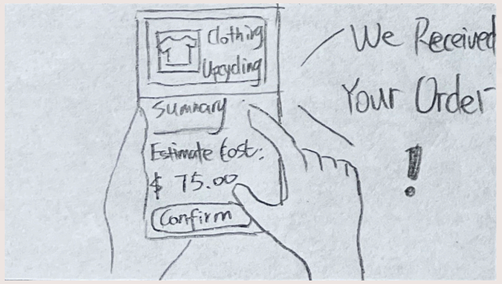
She thought that by cutting the jumpsuit into two parts and upgrading it into a top, she could solve the discomfort issue with the crotch and effectively utilize the garment.

6



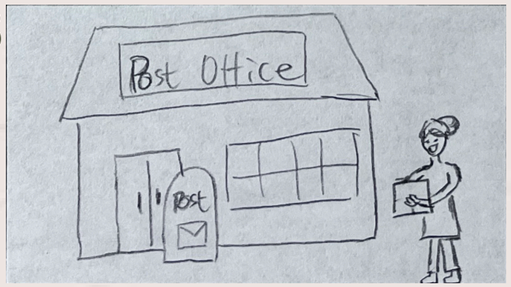
Next, Amy used the Chat feature in EcoStitch to share her concerns, ideas, and expectations with the fashion expert and consulted on a series of details.

7



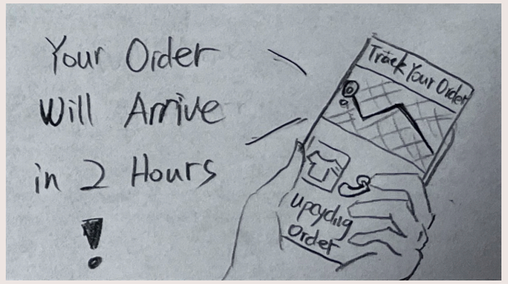
After communicating with the fashion expert, Amy confirmed the cost of the Upcycling service and made the payment.

8



Amy went to the post office and sent her jumpsuit to the tailor shop she selected. The estimate delivery date would be two weeks later.

9



Amy opened the app to check the status of her order. She was pleasantly surprised to find that the map showed the delivery person was not far from her, and her items would be delivered to her home in two hours!

"Preserving quality, one stitch at a time, for a sustainable and lasting wardrobe."

— Keita Katsumi

About

Keita Katsumi, a dedicated Japanese teacher in Riverside, values longevity, and sustainability in his possessions. With a penchant for treasuring well-made fashion items, he seeks convenient and affordable repair and care services to ensure their extended lifespan.

Age	36
Occupation	Japanese Teacher
Income	38K
Status	Married
Location	Riverside, CA

Needs

- Access to efficient and cost-effective shoe repair and maintenance services to preserve his cherished footwear collection.
- Platform features that streamline the estimation process for repair costs and provide clear order tracking.
- Access to comprehensive care guidelines and tips to maximize the longevity of his fashion items.

Frustrations

- Concerns about the lack of awareness regarding the significance of eco-friendliness and sustainability in fashion consumption.
- Uncertainty about the affordability of repair and maintenance services in comparison to purchasing new items.
- Limited scalability and impact potential of small-scale initiatives, necessitating collaboration with larger companies for increased effectiveness.

Brand Shopping Sphere

UNIQLO

BEAMS

MHL.

Media Sphere

User Story of Keita Katsumi

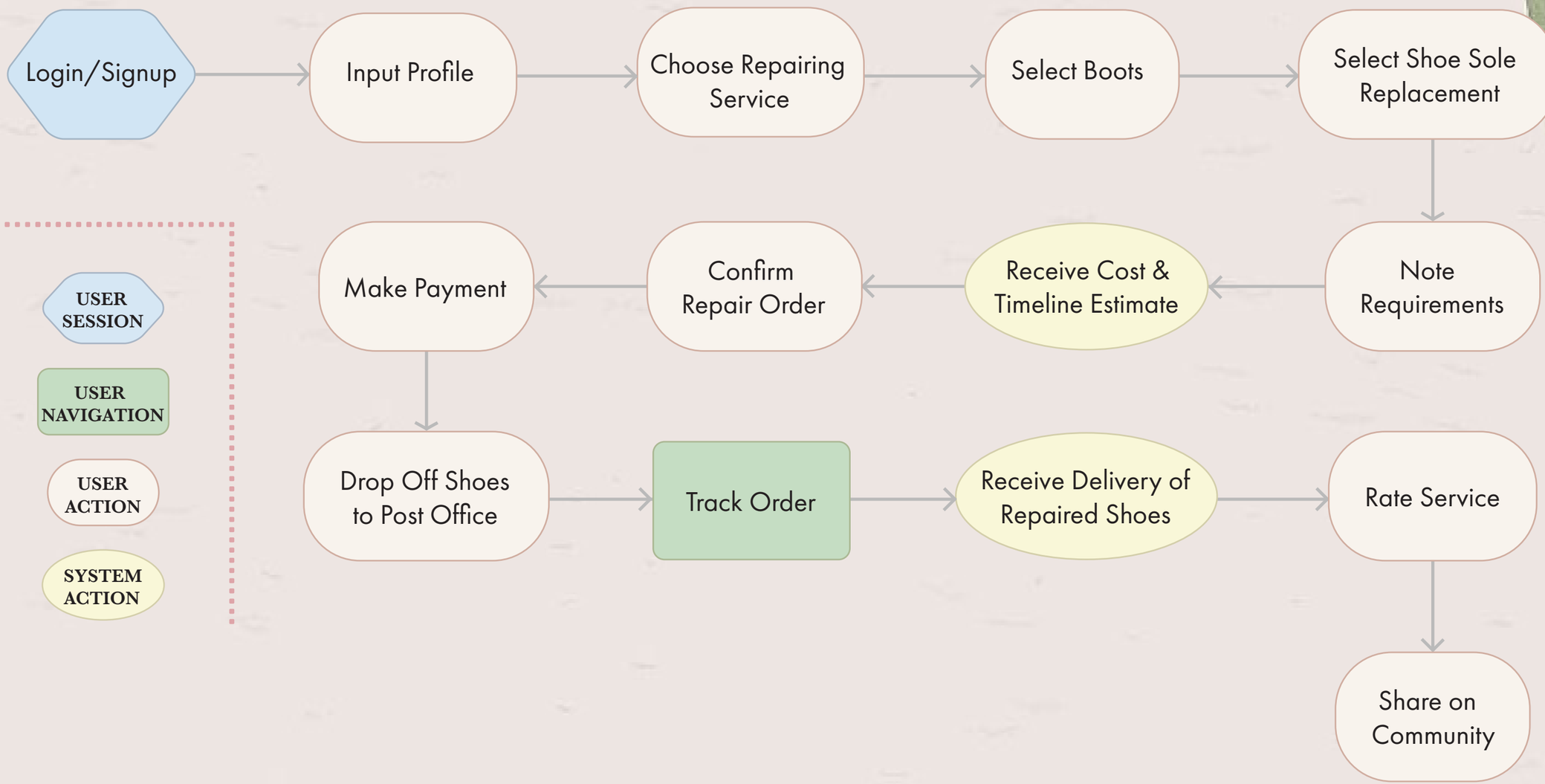
Keita Katsumi, the dedicated Japanese teacher known for his unwavering commitment to quality and sustainability, finds solace in the art of preserving his beloved fashion items. As he navigates his bustling life in Riverside, he longs for a platform that can cater to his profound appreciation for well-crafted possessions, ensuring their prolonged existence through seamless repair and maintenance services.

Reflecting on his enduring relationship with his trusty pair of shoes, Keita envisions the transformative potential of the EcoStitch app. Enthralled by its promise of efficient and affordable repair and care services, he envisions a future where his cherished footwear collection can withstand the tests of time. Keita eagerly anticipates the convenience of the platform's photo uploading feature, envisioning the seamless estimation process that will enable him to plan his repair expenses effectively. With the promise of comprehensive care guidelines and tips, he eagerly looks forward to enhancing his understanding of sustainable wardrobe practices, ensuring that his possessions endure for years to come.

Yet, as Keita contemplates the larger societal impact of his fashion philosophy, he envisions a world where sustainability is not just a personal commitment but a collective responsibility. Recognizing the potential of collaborative efforts with influential companies, he eagerly anticipates the opportunity to magnify his impact, fostering a community of like-minded individuals dedicated to sustainable fashion practices. With the EcoStitch app as his trusted companion, Keita embarks on a journey to preserve quality, one stitch at a time, contributing to the larger vision of a sustainable and lasting wardrobe.

Task Flow of Keita Katsumi

This task flow diagram illustrates Keita Katsumi's journey as he interacts with the EcoStitch app, highlighting his pursuit of high-quality shoe repair and care services while upholding his commitment to sustainability.



Tianqi

Storyboard of Keita Katsumi

1

On a Saturday morning, Keita was cleaning his shoes at home.

2

As he was tidying up his beloved boots, he unexpectedly discovered that the sole had come off, which greatly dismayed him.

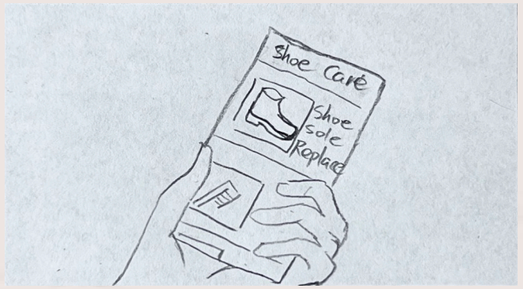
3

After contemplating for a while, he remembered the EcoStitch App he had downloaded a few days ago.

4

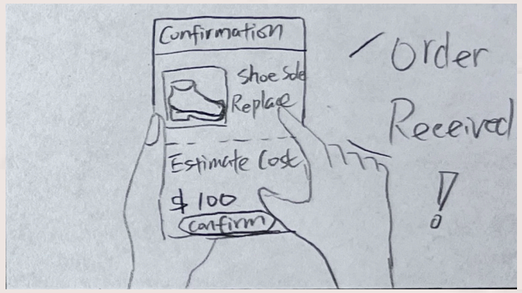
Keita opened EcoStitch and found the "Shoe Care Service."

5



Upon entering, he discovered the "Shoe Sole Replacement" option.

6

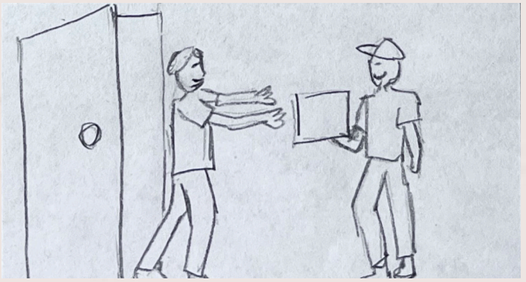


After uploading a photo of the boots, Keita reviewed his sole replacement order and completed the payment.

7

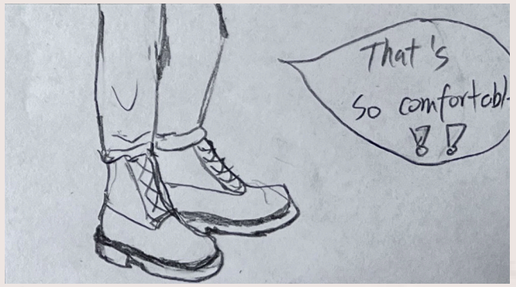
Keita went to the post office and sent the boots to the Shoe Repair Store he selected.

8



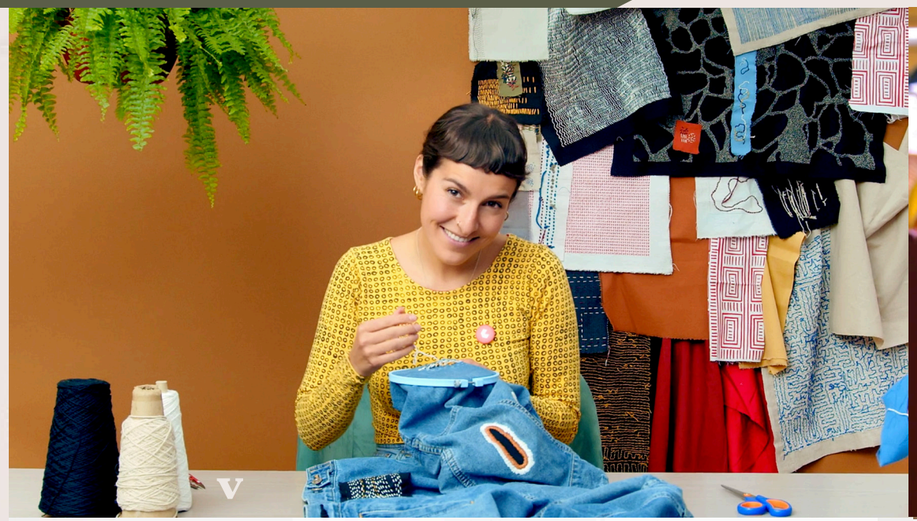
Seven days later, Keita received his repaired boots.

9



After trying them on, he was pleasantly surprised to find that these repaired shoes were even more comfortable than when he first bought them!

MOODBOARD



My inspiration are the artworks of Gabriela Martínez. It inspires me using fabric scraps and yarn to give old garments new life.

It's very provoked to see how the artist embraces sustainability and organic concepts into her fashion practice.

I want to integrate the principles of 'slow fashion' and the colors showing on my mood board into my UI design.

Zoe Zhao

Age	31
Occupation	Product Designer
Income	35K
Status	Married
Location	Pomona, CA

Task 1

Zoe uses EcoStitch app to book the mending service for her fallen button jacket. After receiving her item, she rates and reviews the mending service.

User Scenario

Zoe Zhao, a busy product designer in Pomona, California, recently discovered a button has dropped off her cherished jacket, and she's in need of a quick and reliable repair. She remembers hearing about the EcoStitch app, a platform that offers convenient professional clothing repair services.

Task Flow Description

1. Zoe logs in.
2. Zoe inputs her information before staring using the service.
3. Zoe chooses "Mending" service.
4. Zoe selects "Jacket".
5. Zoe inputs item description, and upoads her jeacket's photos.
6. Zoe selects "Button replacement" at dropdown menu, and inputs the notes in detail.
7. Zoe is navigated to "Order Detail" page in Cart. She reviews her order details.
8. Zoe selects preferred delivery date and time.
9. Zoe reviews her order summary, then makes payment.
10. Zoe successfully books her service. She chooses "Print Shipping Label".
11. Zoe downloads the prepaid shipping label, drops her item off at the UPS.
12. Five business days later, Zoe launches the app, goes to "Account"at tool bar, chooses "Track My Order".
13. It shows pakage has delivered. After checking her item, she touches "Rate & Review" button.
14. Zoe uploads her mended jacket photos, rates the service, writes the review
15. Zoe successfully rates and reviews her the mending service. Finally, she goes back to Home page.

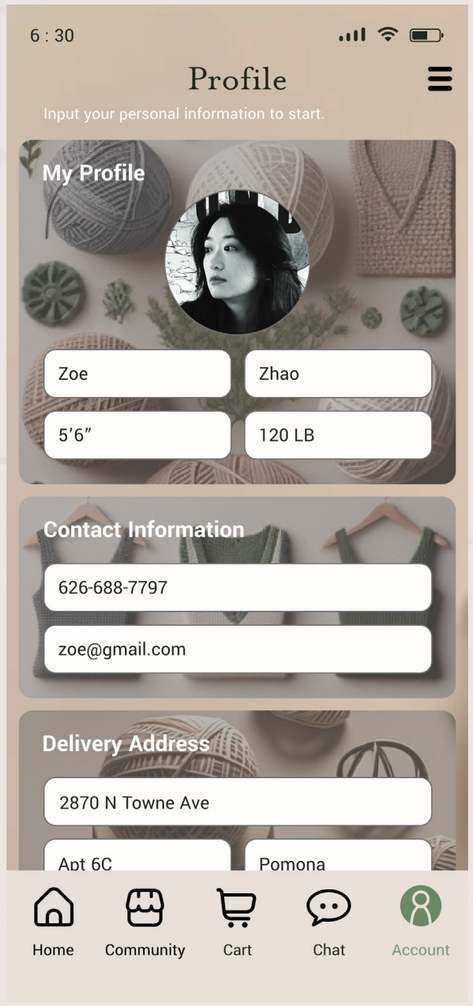
Task 1

Zoe uses EcoStitch app to book the mending service for her fallen button jacket. After receiving her item, she reviews the mending service.

1/15 - Login

Zoe logs in.

2/15 - Profile

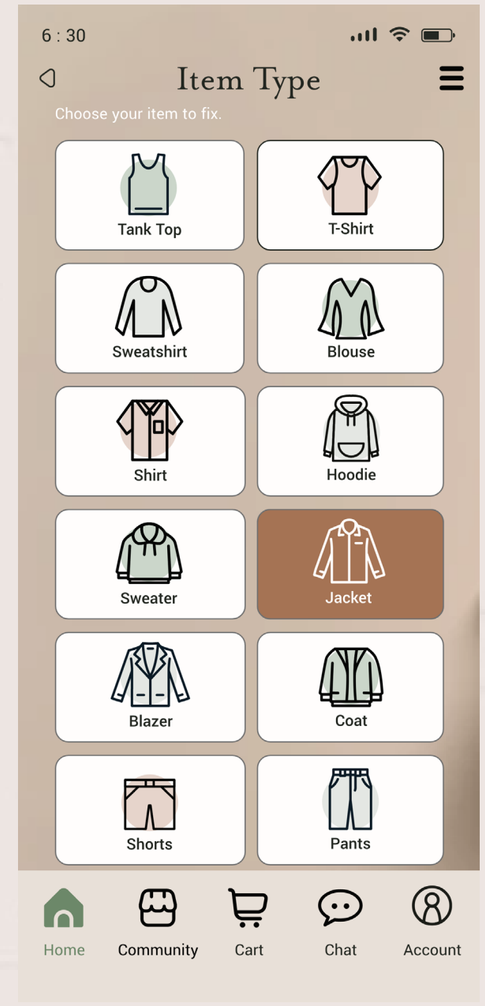


Zoe inputs her information before starting using the service.

3/15 - Service Category

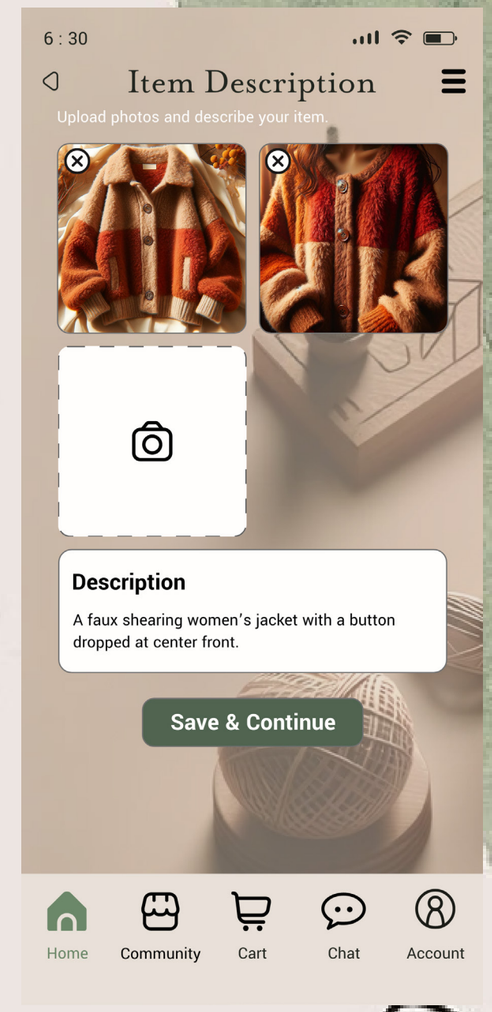
Zoe chooses "Mending" service.

4/15 - Item Type



Zoe selects "Jacket".

5/15 - Item Description



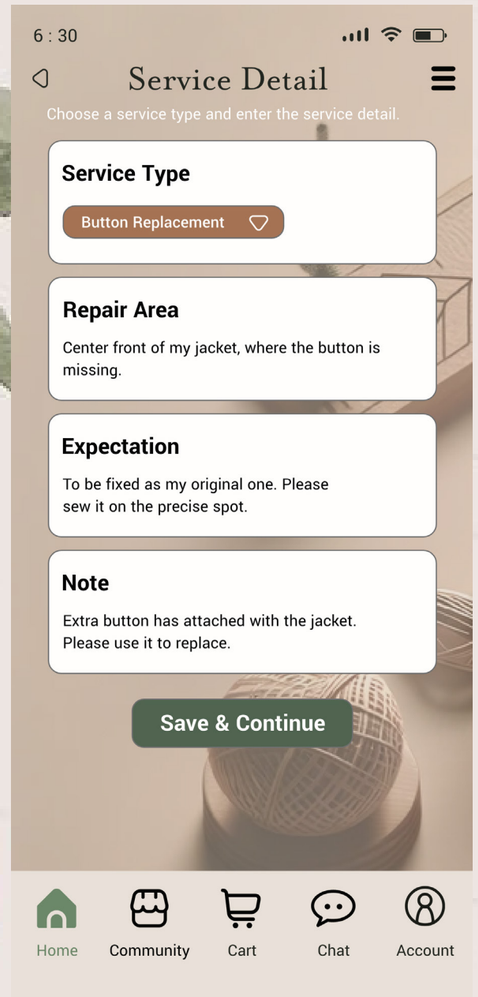
Zoe inputs description, and uploads her jeacket's photos.

PROOF OF CONCEPT - TASK 1

Task 1

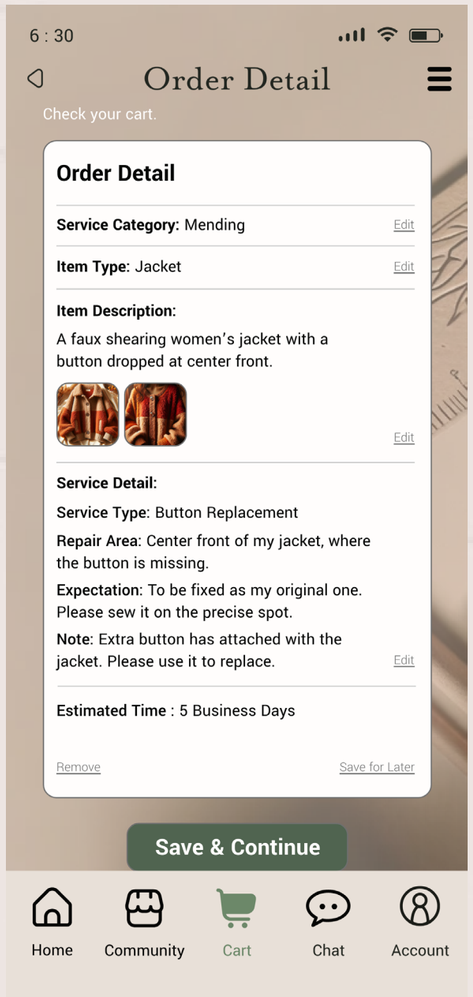
Zoe uses EcoStitch app to book the mending service for her fallen button jacket. After receiving her item, she reviews the mending service.

6/15 - Service Detail



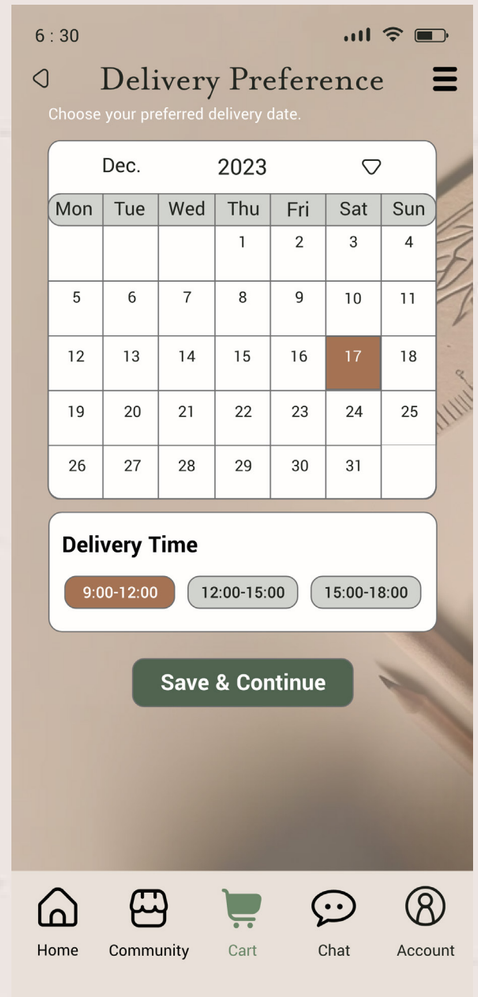
Zoe selects "Button Replacement"at the drop down menu. Then she inputs the notes in detail.

7/15 - Order Detail



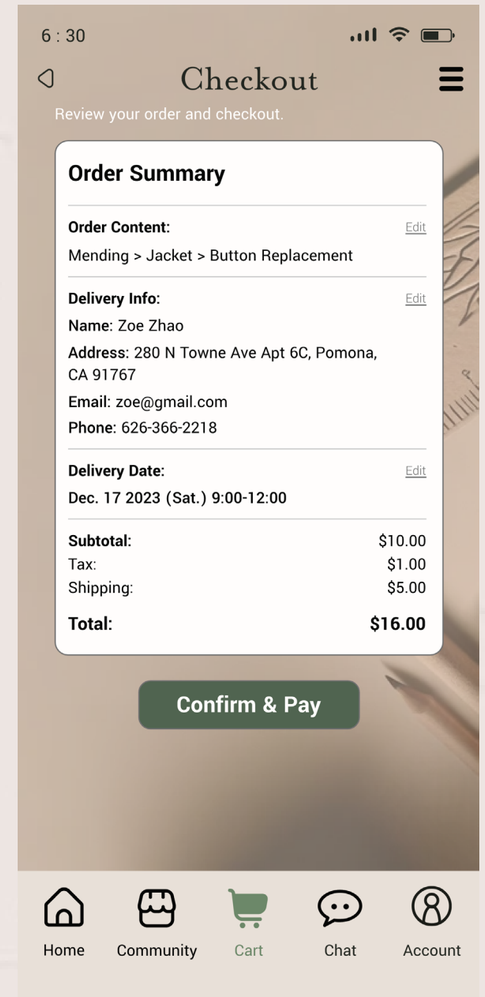
Zoe is navigated to "Order Detail" page in Cart. She reviews her order details.

8/15 - Delivery Preference



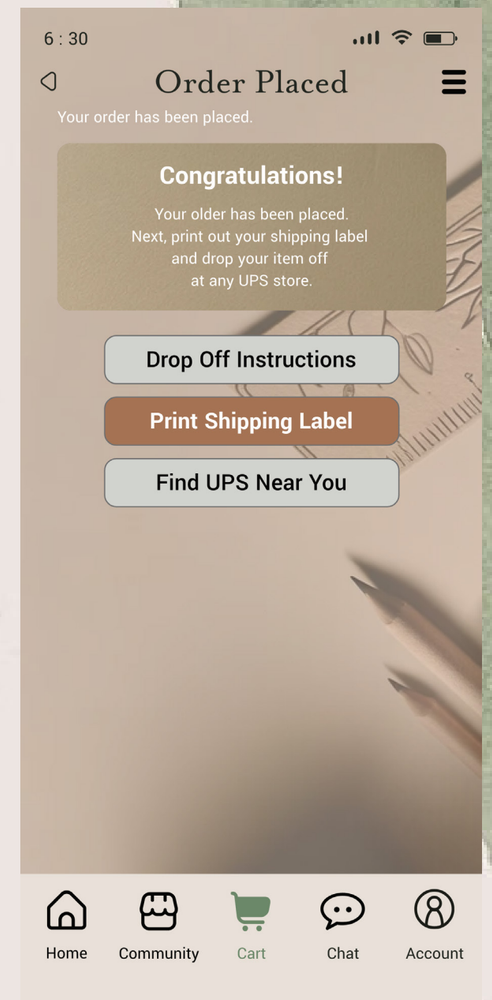
Zoe selects preferred delivery date and time.

9/15 - Checkout



Zoe reviews her order summary, then makes payment.

10/15 - Order Placed



Zoe successfully books her service and chooses to print a shipping label.

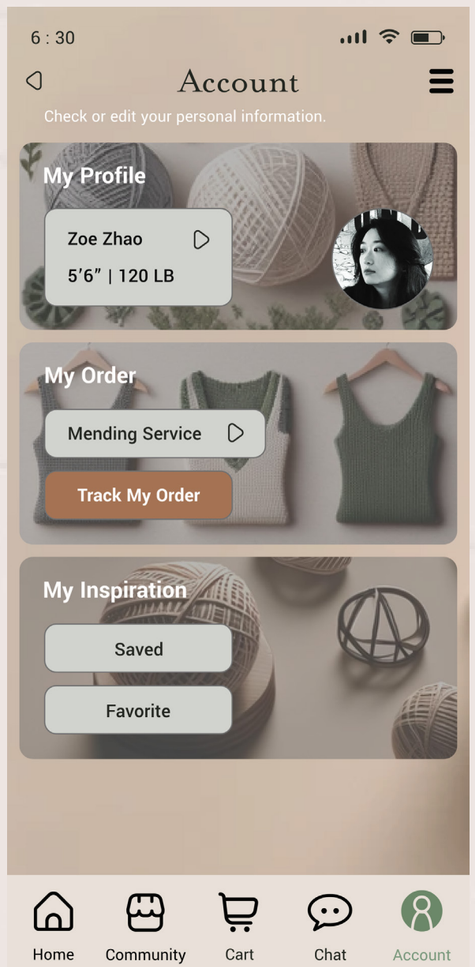
Task 1

Zoe uses EcoStitch app to book mending service for her fallen button jacket. After receiving her item, she reviews the mending service.

11 / 15 - Shipping Label

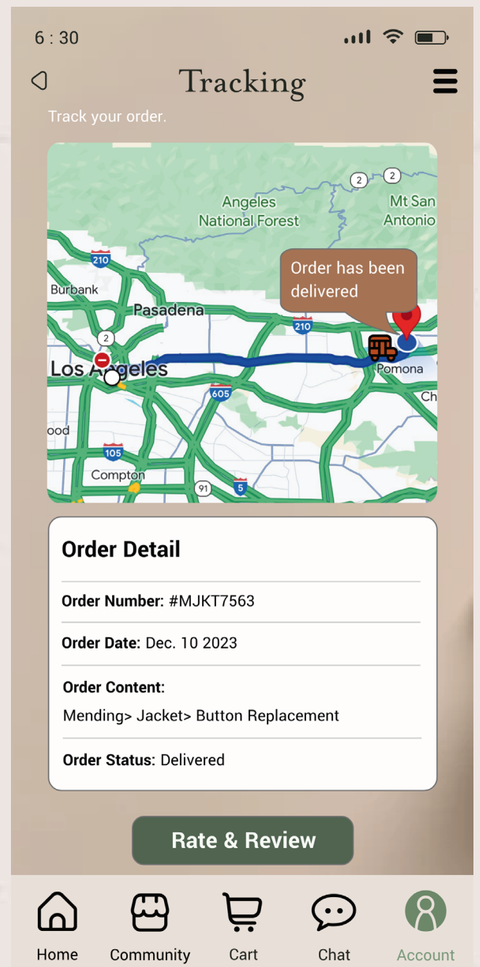
Zoe saves the shipping label to photo. She prints it out and pastes on the pakage, drops her item off at the UPS.

12 / 15 - Account



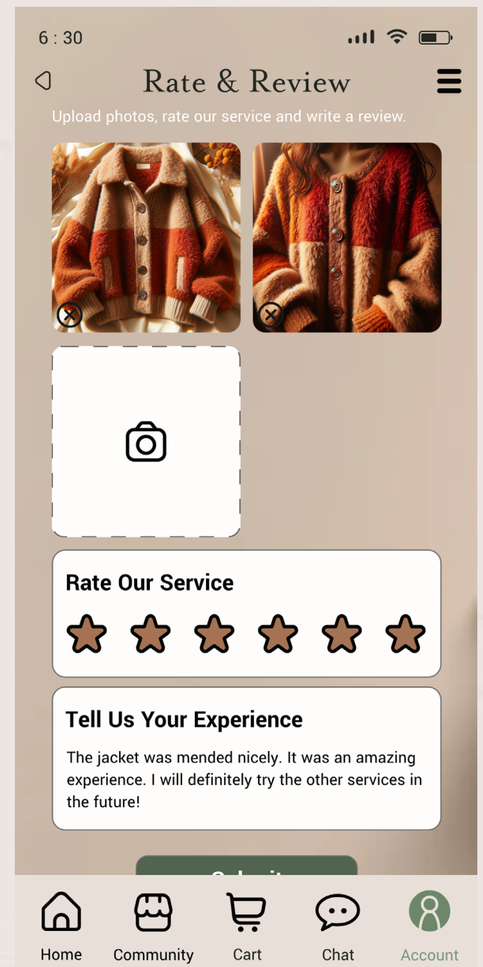
After five business days, Zoe launches the app, and goes to "Account" to track her order.

13 / 15 - Tracking



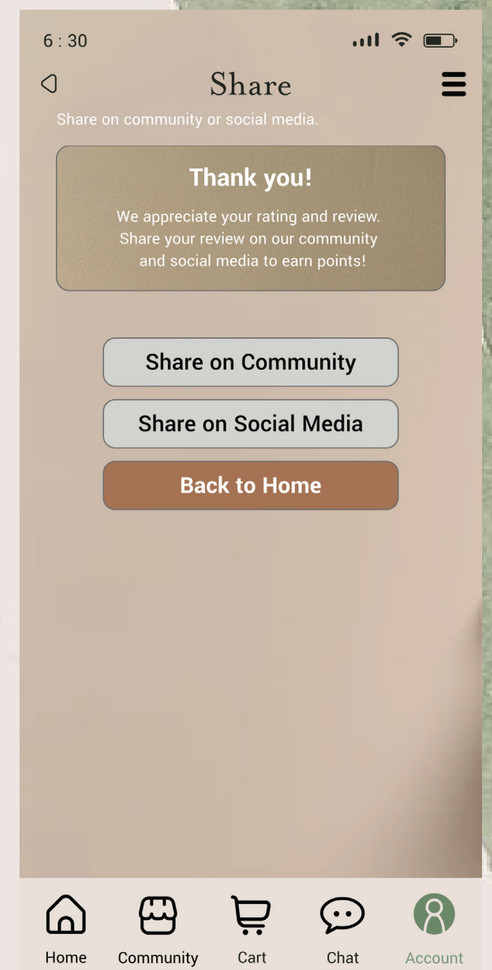
It shows her package has delivered. After receving her mended jacket, she touches "Rate & Review"

14 / 15 - Rate & Review



Zoe uploads photos of the mended jacket, rates the service, and leaves a comment.

15 / 15 - Share



Zoe successfully rates and writes a comment for the mending service. Finally she goes back to Home page.

Amy Rowe

Age	34
Occupation	Pianist
Income	40K
Status	Single
Location	Glendora, CA

Task 2

Amy uses EcoStitch app to book the upcycling service for her unworn jumpsuit and chats with consultation to confirm the upcycling details.

User Scenario

Amy Rowe, a pianist in Glendora, California, has a jumpsuit that she no longer wears and wants to explore creative upcycling options to give it a new life. She's excited to use the EcoStitch app to connect with designers who can help her in this sustainability endeavor.

Task Flow Description

1. Amy logs in.
2. Amy inputs her information before staring using the service.
3. Amy chooses "Upcycling" service.
4. Amy selects "Jumpsuit" in Item Type page.
5. Amy inputs item description and uploads her jumpsuit's photos.
6. Amy selects "Restyle to A Top" at the dropdown menu, and she inputs the notes in detail.
7. Amy is navigated to "Order Detail" in Cart. She confirms her order details.
8. Amy selects preferred delivery date and time.
9. Amy reviews the proposed design and cost, then makes payment.
10. Amy successfully books her service, and she chooses "Find the UPS near me".
11. Amy is navigated to the map page. She can see the UPS stores near her location.
12. Amy chats with a consultation to make sure the expert understands her requirements.

Task 2

Amy uses EcoStitch app to book upcycling service for her unworn jumpsuit and chats with an expert to confirm the order details.

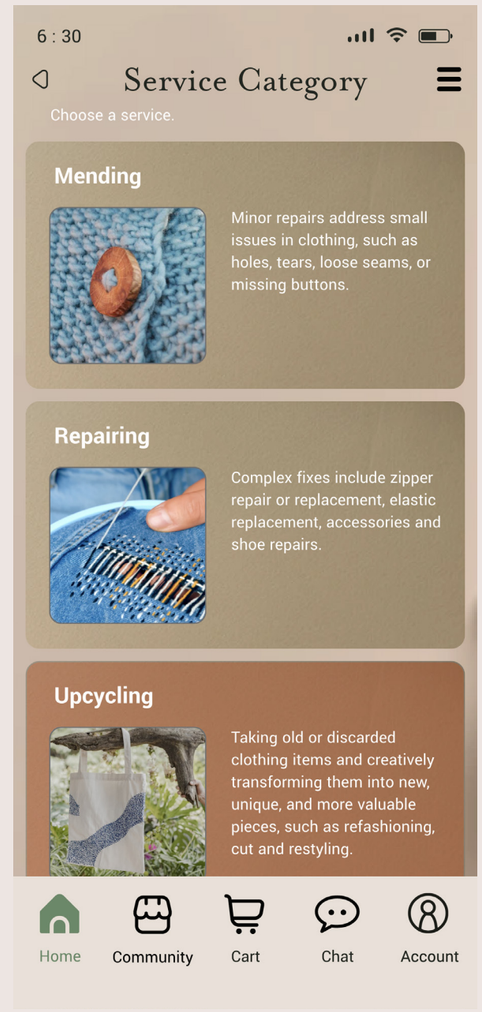
1/ 12 - Login

Amy logs in.

2/ 12 - Profile

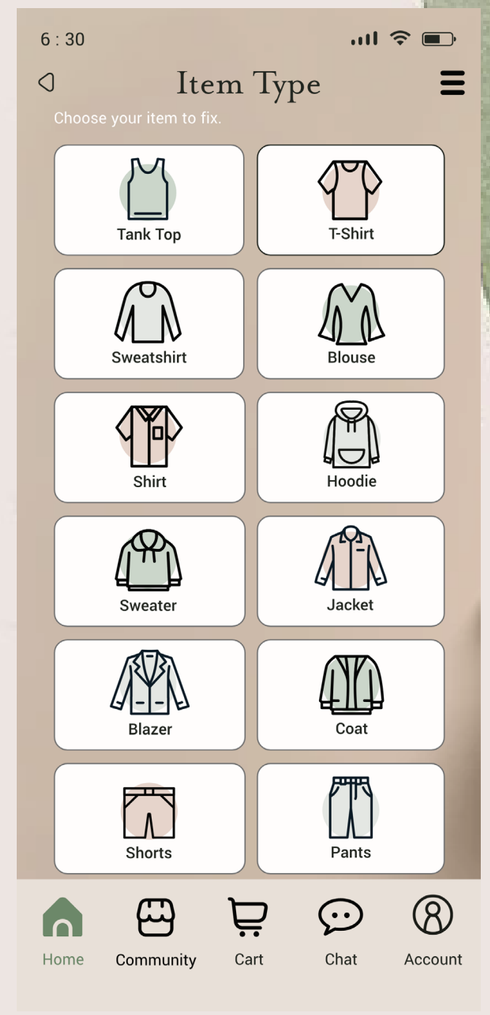
Amy inputs her information before staring using the service.

3/ 12 - Service Category



Amy chooses "Upcycling" service.

4/ 12 - Item Type

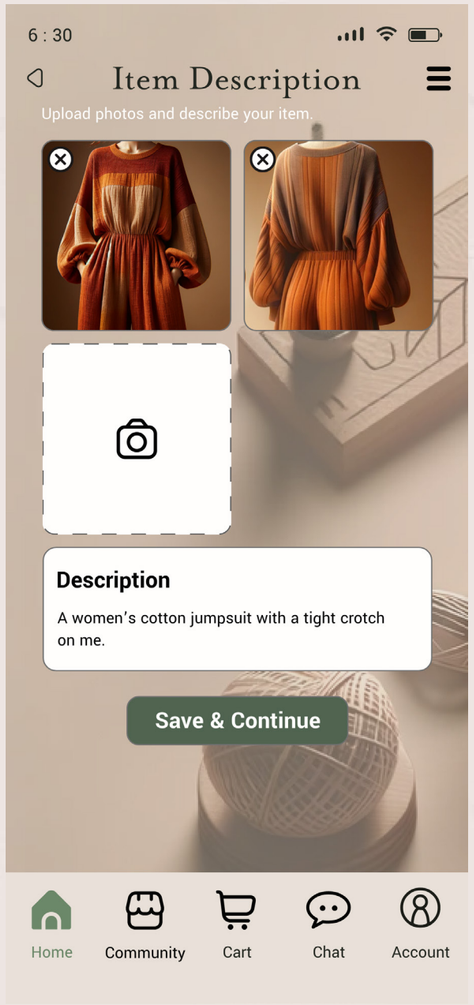


Amy selects "Jumpsuit".

Task 2

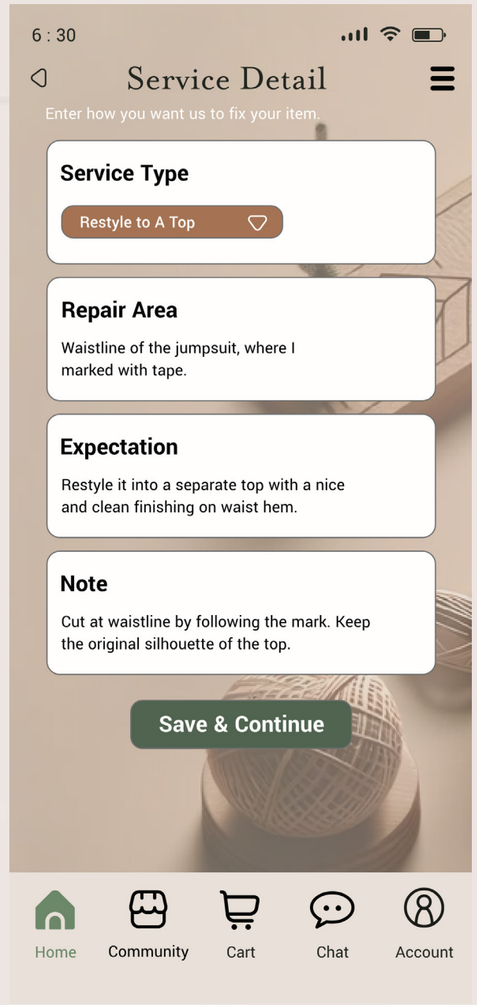
Amy uses EcoStitch app to book upcycling service for her unworn jumpsuit and chats with an expert to confirm the order details.

5/ 12 - Item Description



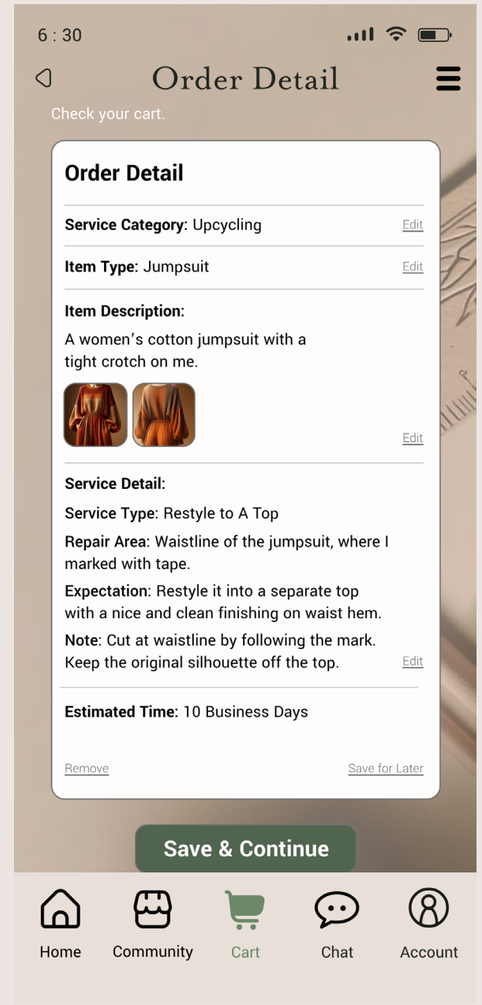
Amy inputs item description and uploads her jumpsuit's photos.

6/ 12 - Service Detail



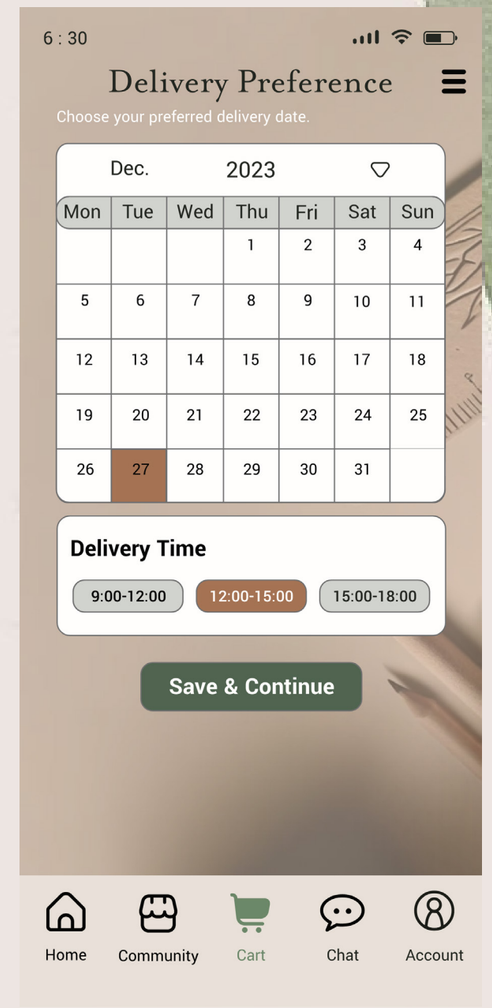
Amy selects "Restyle to A Top"at the dropdown menu, and she inputs the notes in detail.

7/ 12 - Order Detail



Amy is navigated to "Order Detail" page in Cart. She confirms her order details.

8/ 12 - Delivery Preference

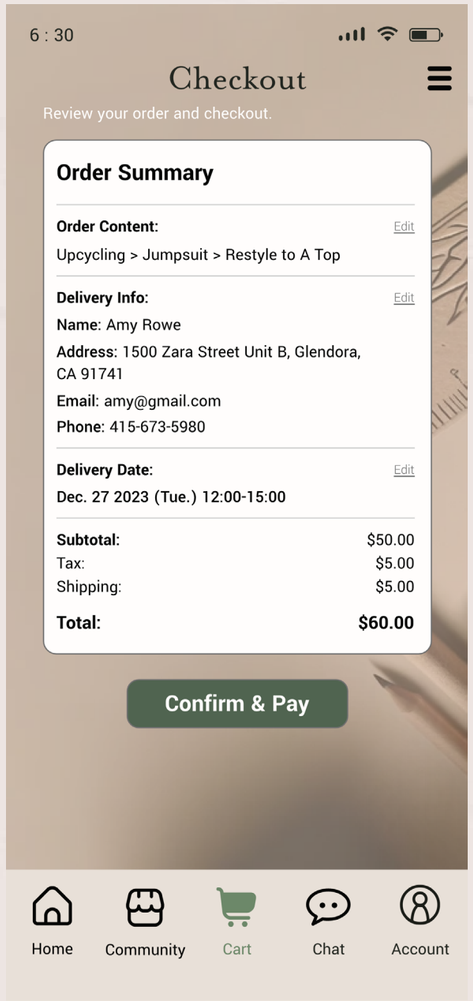


Amy selects preferred delivery date and time.

Task 2

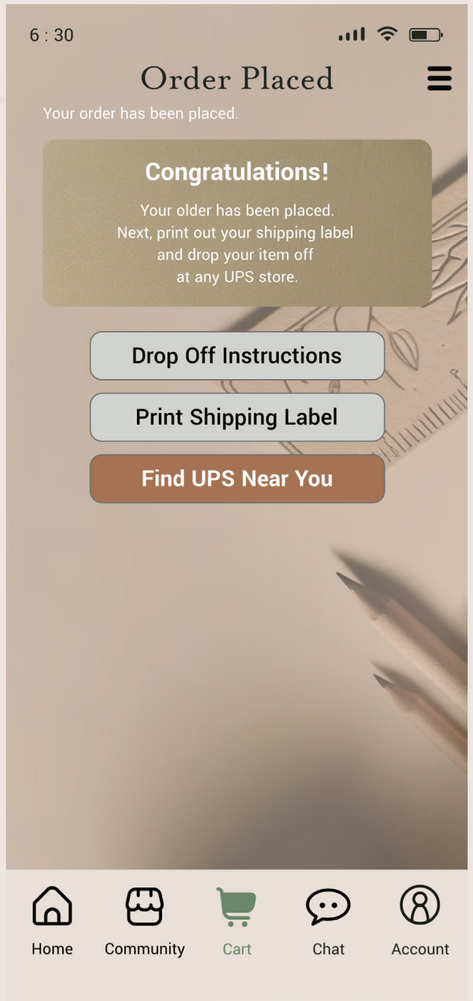
Amy uses EcoStitch app to book upcycling service for her unworn jumpsuit and chats with an expert to confirm the order details.

9/12 - Checkout



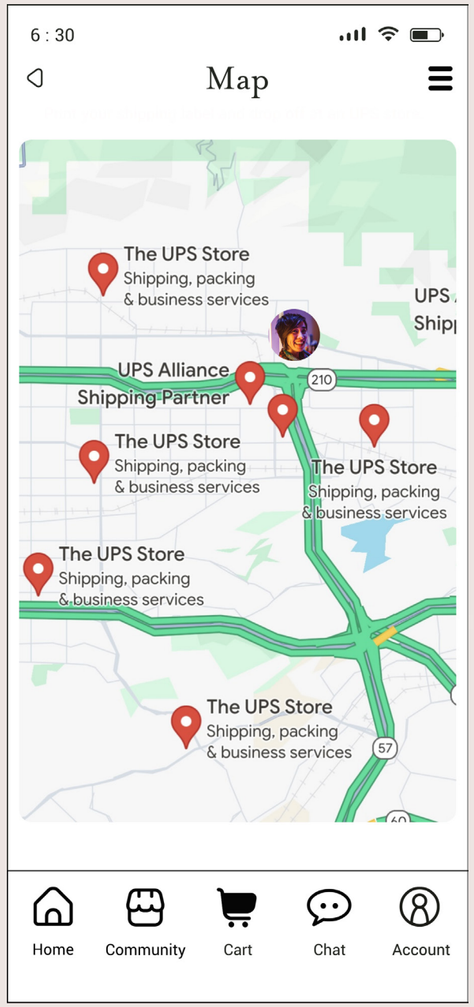
Amy reviews her order summary, then makes payment.

10/12 - Order Placed



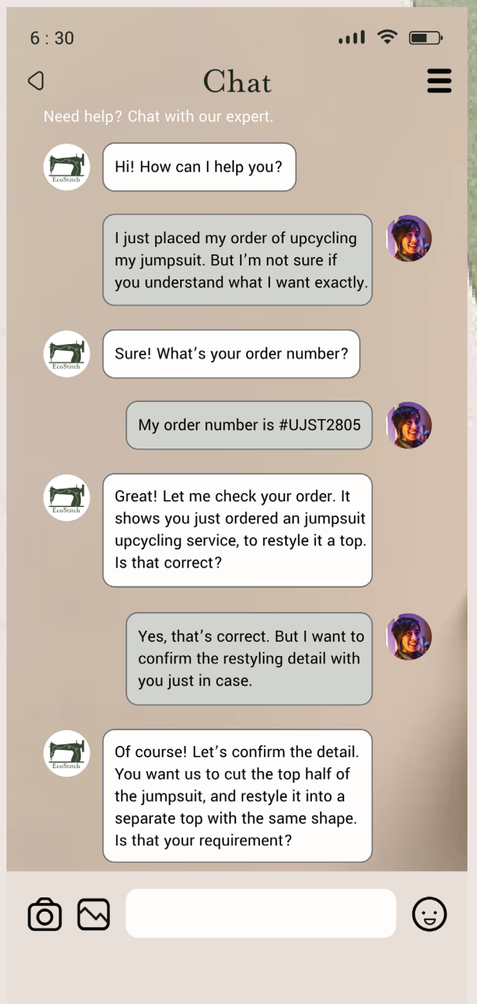
Amy successfully books her service, and she chooses "Find the UPS near me".

11/12 - Map



Amy is navigated to the Map page. She can see the UPS stores near her location in app.

12/12 - Chat



Amy chats with a consultation to make sure that the expert understands her requirements.

Amy Rowe

Age	36
Occupation	Japanese Teacher
Income	38K
Status	Married
Location	Riverside, CA

Task 3

Keita uses EcoStitch app to book the repairing service for his frayed boots. After receiving his item, he rates and reviews the repairing service and shares it on the EcoStitch Community.

User Scenario

Keita Katsumi, a Japanese teacher in Riverside, California, has a pair of well-loved shoes that need a new sole. He values sustainability and wants to explore efficient and cost-effective shoe repair services, sharing his experience with others through the EcoStitch app.

Task Flow Description

1. Keita logs in.
2. Keita inputs his information before staring using the service.
3. Keita chooses “Repairing” service.
4. Keita selects “Boots”.
5. Keita inputs item description and uploads his boots’ photos.
6. Keita selects “Shoe Sole Replacement” at dropdown menu and inputs the notes in detail.
7. Keita is navigated to “Order Detail” page in Cart. He reviews his order.
8. Keita selects preferred delivery date and time.
9. Keita reviews his order summary, then makes payment.
10. Keita successfully books his service. He chooses “Print Shipping Label”.
11. Keita downloads the prepaid shipping label, drops his item off at the UPS.
12. Ten business days later, Keita launches the app, goes to “Account” at tool bar, chooses “Track My Order”.
13. It shows package has delivered. After checking his item, he touches “Rate & Review” button.
14. Keita uploads his repaired boots’ photos, rates the service, writes the review.
15. Keita successfully rates and reviews the repairing service. He chooses “Share on Community”.
16. Keita successfully shares his photos and experience of using the repairing service on EcoStitch Community.

Task 3

Keita uses EcoStitch app to book the repairing service for his frayed boots. After receiving his item, he rates and reviews the repairing service. and shares it on the EcoStitch Community.

1/16 - Login

Keita logs in.

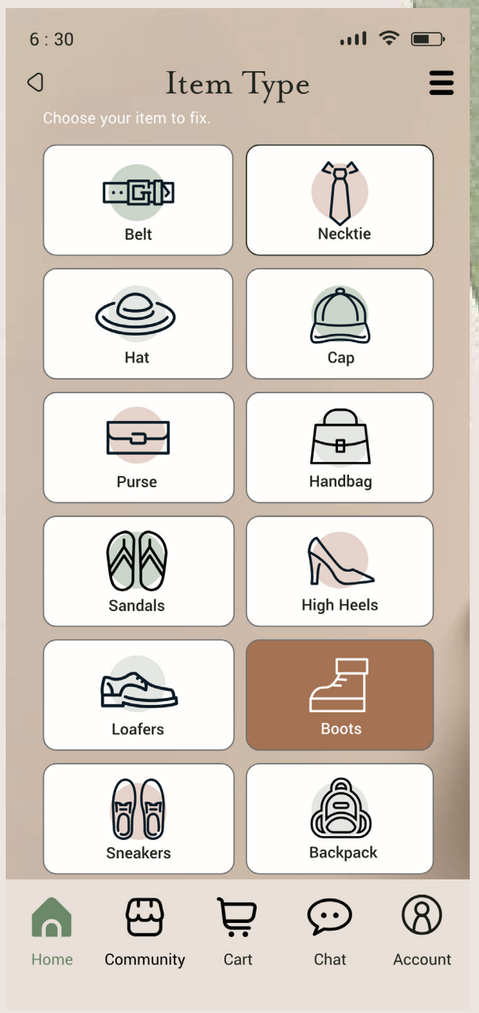
2/16 - Profile

Keita inputs his information before starting using the service.

3/16 - Service Category

Keita chooses "Repairing" service.

4/16 - Item Type

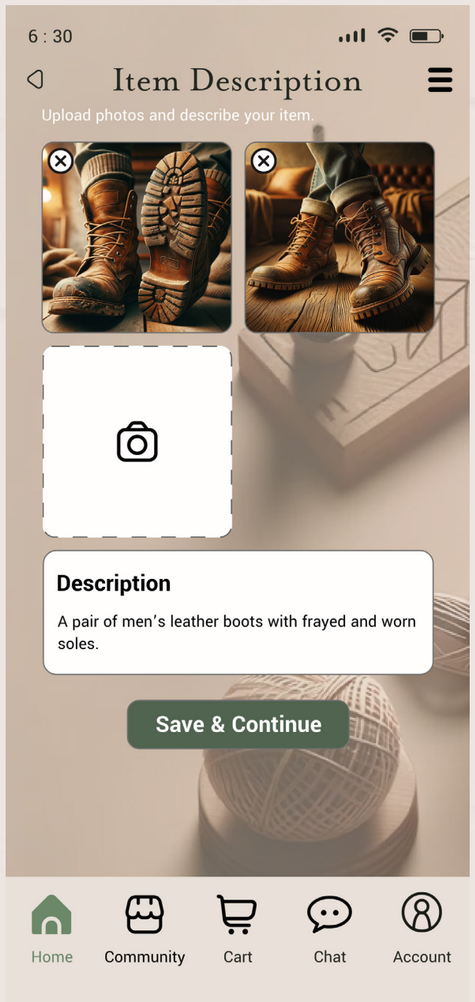


Keita selects "Boots".

Task 3

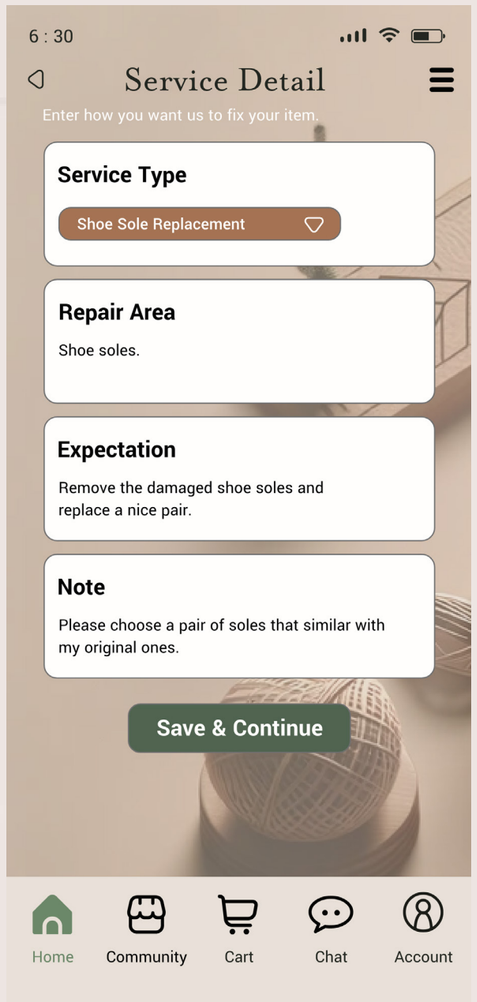
Keita uses EcoStitch app to book the repairing service for his frayed boots. After receiving his item, he rates and reviews the repairing service. and shares it on the EcoStitch Community.

5/16 - Item Description



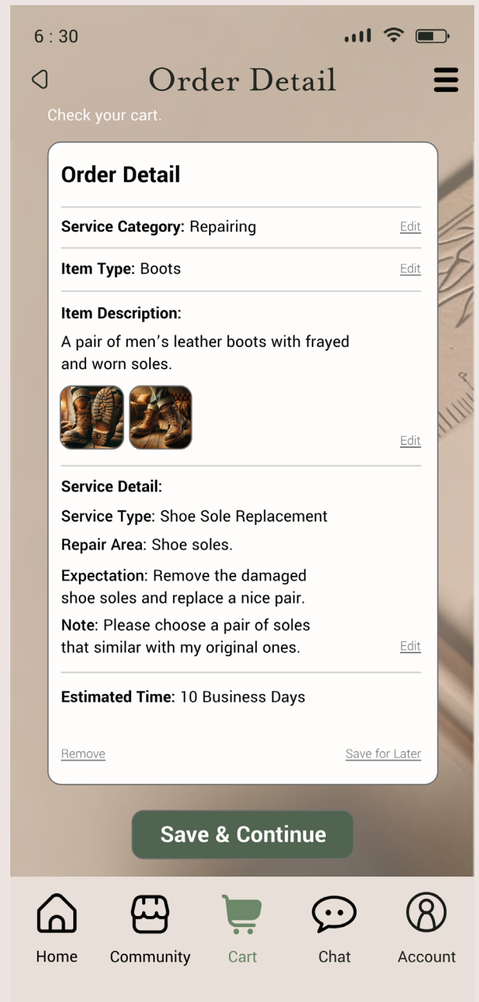
Keita inputs item description and uploads his boots' photos.

6/16 - Service Detail



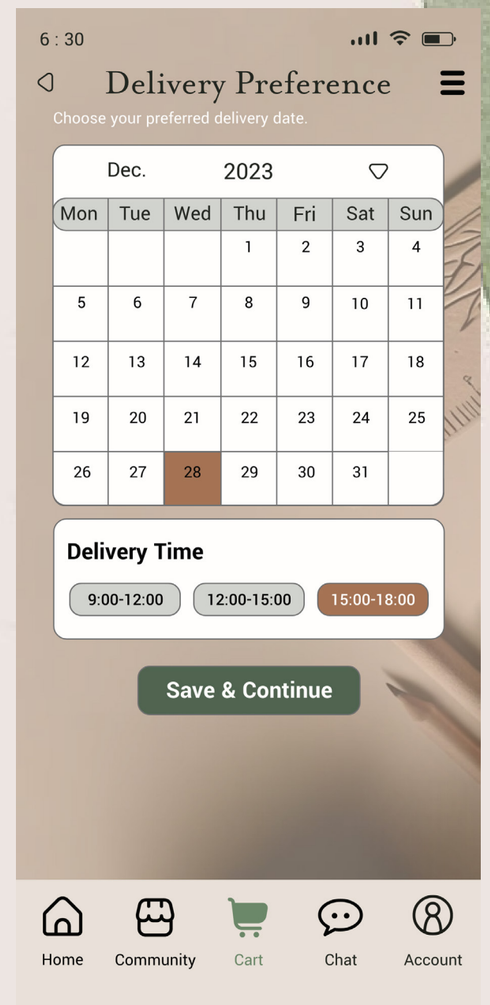
Keita selects "Shoe Sole Replacement" at dropdown menu and inputs the notes in detail.

7/16 - Order Detail



Keita is navigated to "Order Detail" page in Cart. He reviews his order.

8/16 - Delivery Preference

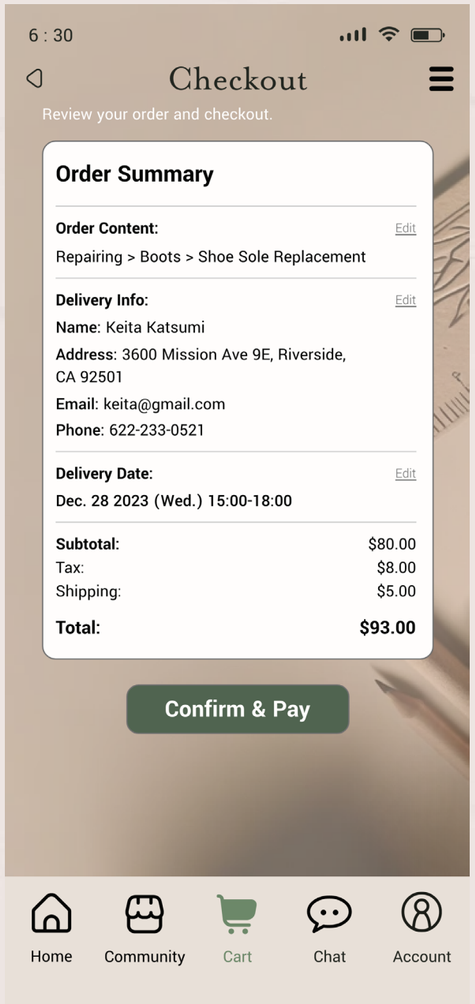


Keita selects preferred delivery date and time.

Task 3

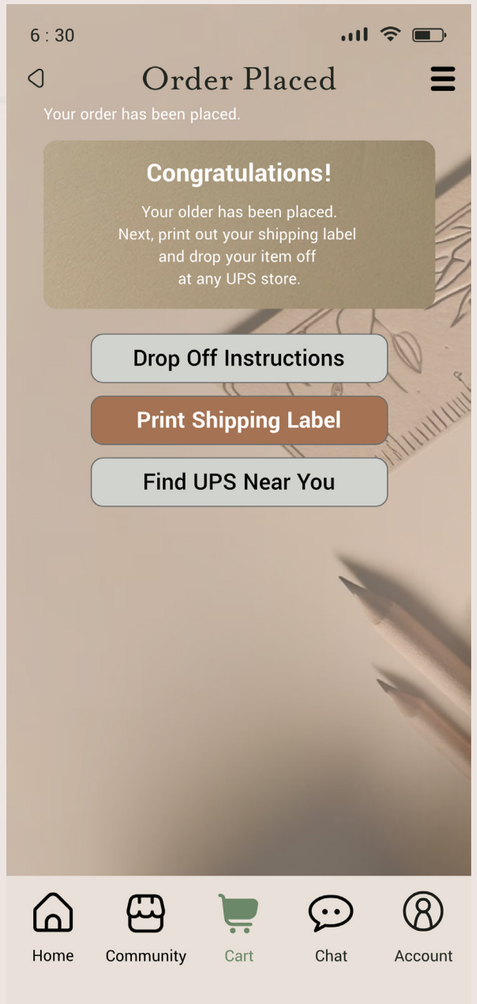
Keita uses EcoStitch app to book the repairing service for his frayed boots. After receiving his item, he rates and reviews the repairing service. and shares it on the EcoStitch Community.

9/16 - Checkout



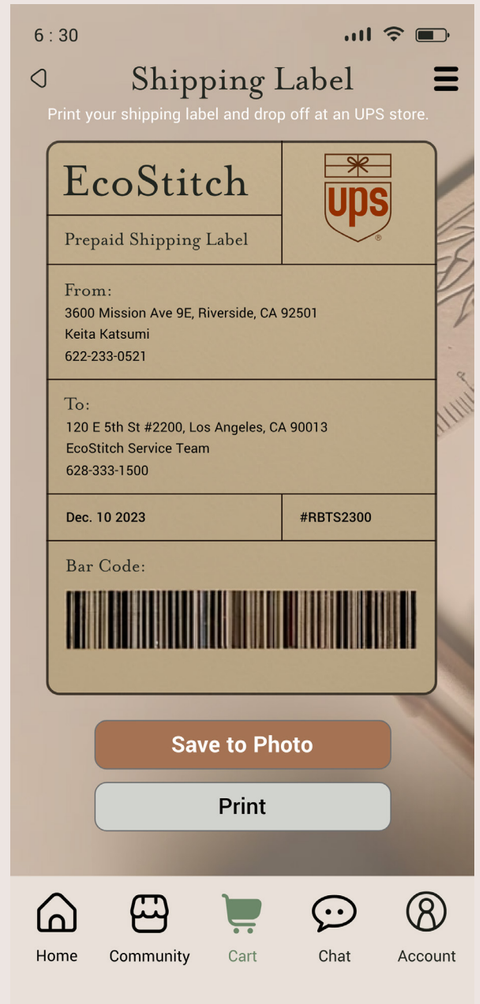
Keita reviews his order summary, then makes payment.

10/16 - Order Placed



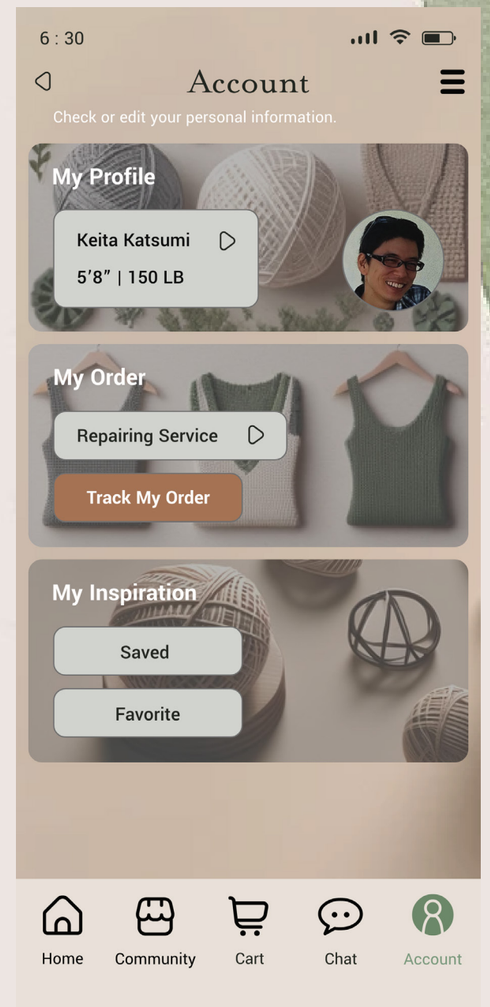
Keita successfully books his service. He chooses “Print Shipping Label”.

11/16 - Shipping Label



Keita downloads the prepaid shipping label, drops his item off at the UPS.

12/16 - Account

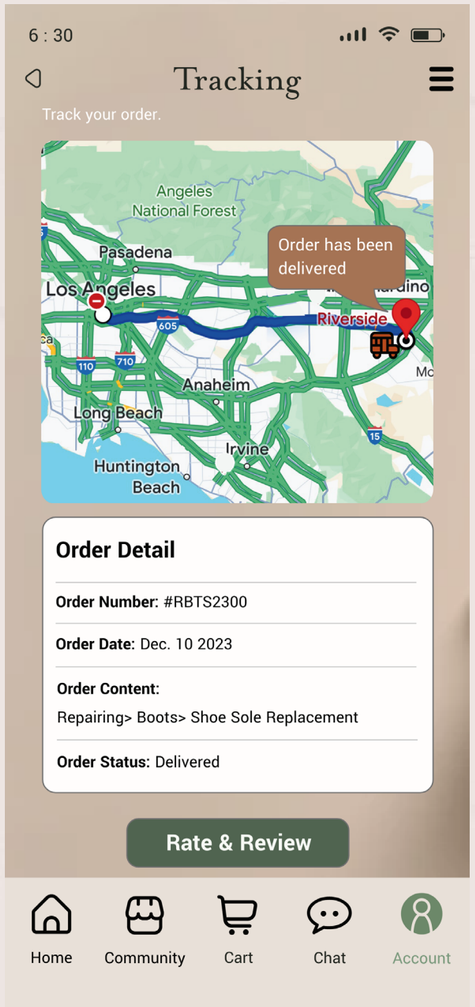


Ten business days later, Keita launches the app, goes to “Account” at tool bar, chooses “Track My Order”.

Task 3

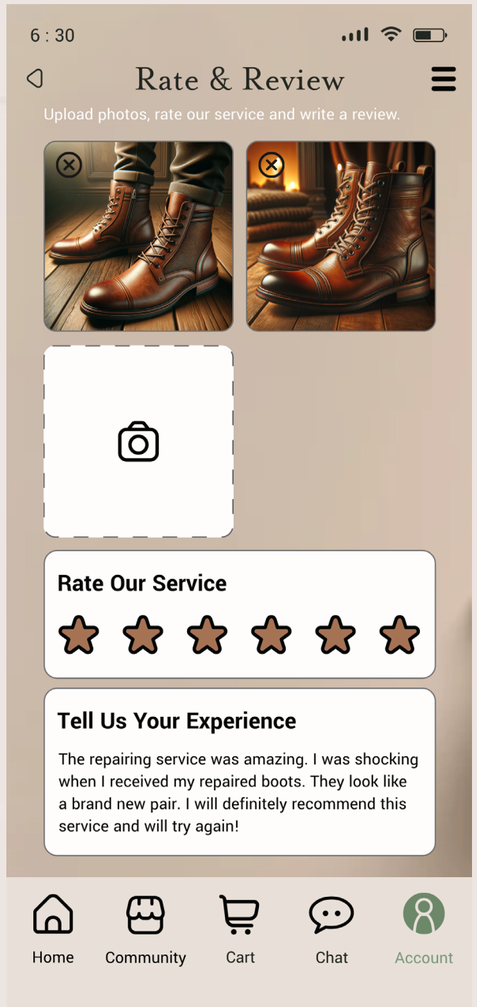
Keita uses EcoStitch app to book the repairing service for his frayed boots. After receiving his item, he rates and reviews the repairing service. and shares it on the EcoStitch Community.

13/16 - Tracking



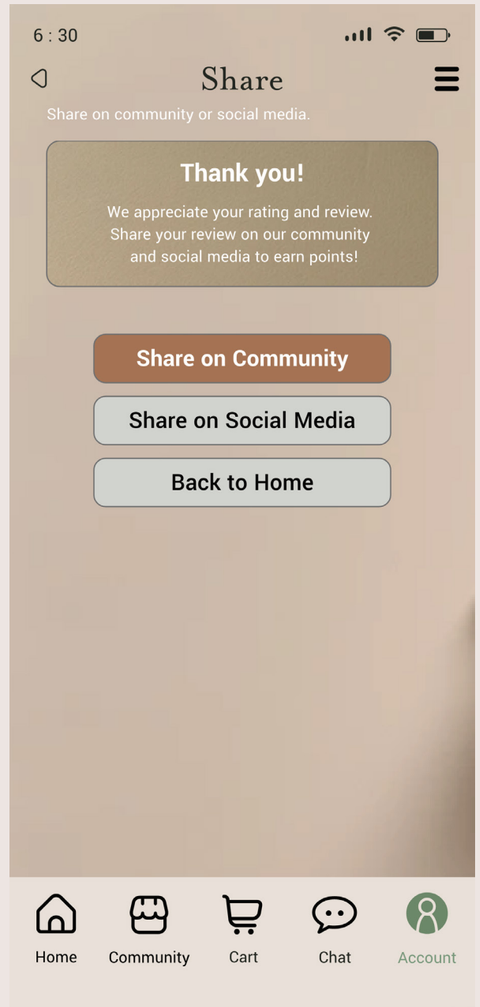
It shows package has delivered. After checking his item, he touches "Rate & Review" button.

14/16 - Rate & Review



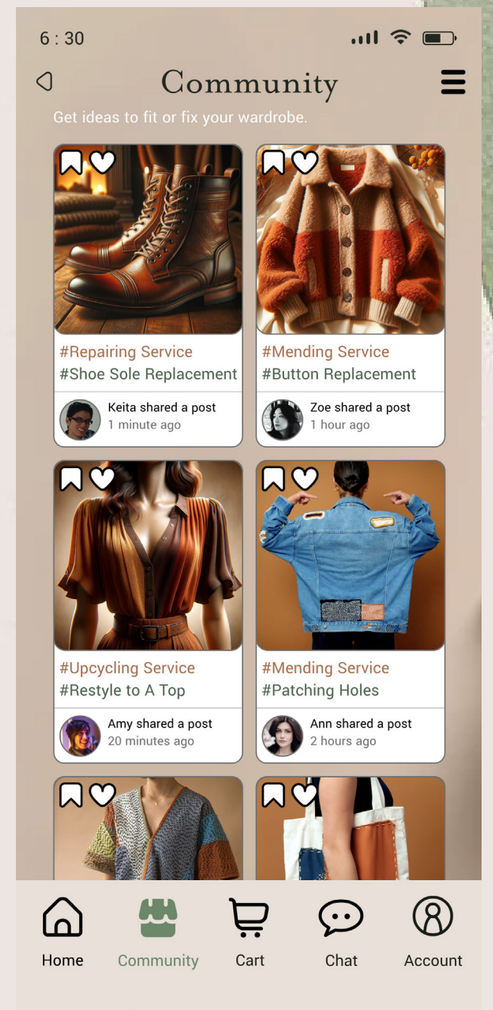
Keita uploads his repaired boots' photos, rates the service, writes the review.

15/16 - Share



Keita successfully rates and reviews the repairing service. He chooses "Share on Community".

16/16 - Community



Keita successfully shares his photos and experience of using the repairing service on EcoStitch Community.

Ideally,

my project would revolutionize clothing care and customization, fostering sustainability and convenience for users while connecting them with skilled tailors and fashion experts through a user-friendly app.

Realistically,

Realistically, I can develop a comprehensive UI/UX design for the EcoStitch app, focusing on virtual consultations, photo uploads, cost estimation tools, and secure payment processing, to provide users with an enhanced clothing care experience.

Resources:

https://www.pinterest.com

https://dribbble.com

https://behance.com

Topic Research:

https://www.kickstarter.com/projects/gamaor/la-ola-femenina-por-ofelia-and-antelmo

https://contemporaryfashion.com/stories/sustainable-sojo-app-receives-top-investment/

Technical Research:

https://www.sojo.uk

https://www.alterations.com/

Expert Consultant:

UI/UX Design Professor: Micheal Lee

Garment Constructor - Xiaomin Tang

Fashion Designer - Sahar Foutuhi

Thank You !