

Fashion Recycled



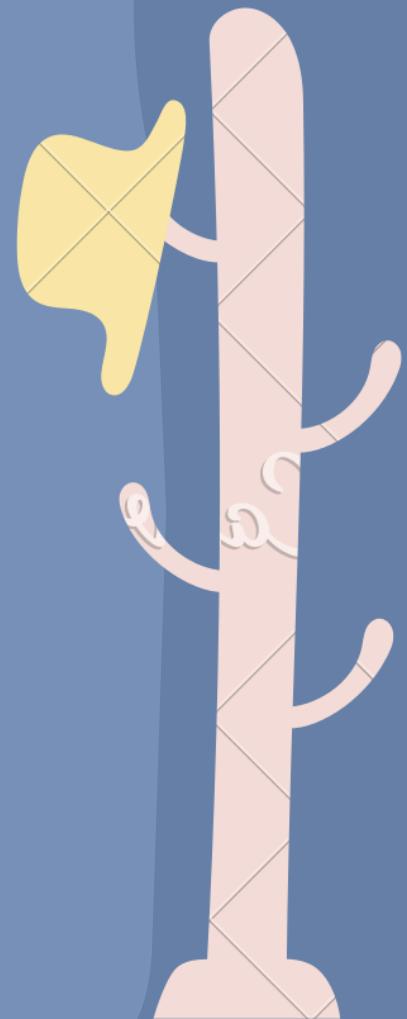
Presented by:
Nakul Grover Nishant Tomar
Parv Goyal Pratham Bansal
Rachit Bhandari





Problem Statement

We at 'Fashion Recycled', aim to solve the problem of fashion waste mismanagement by bridging the gap between manufacturers, designers and recyclers.





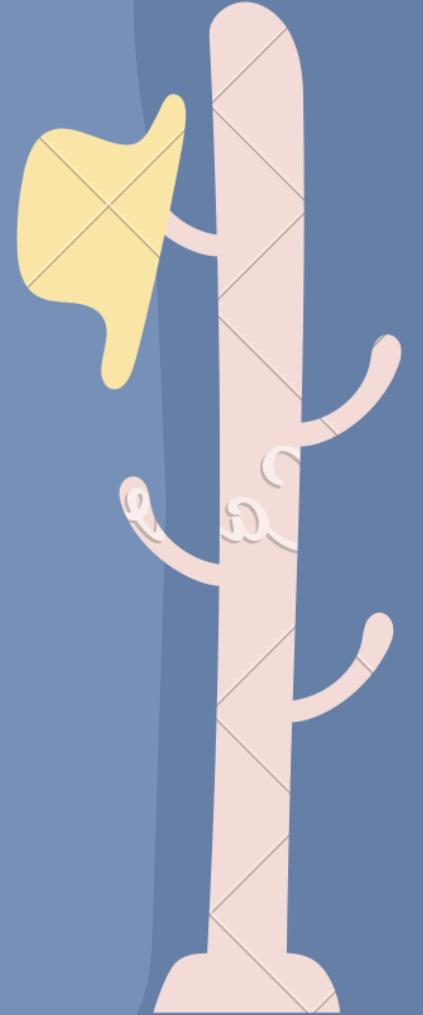
Requirement Gathering

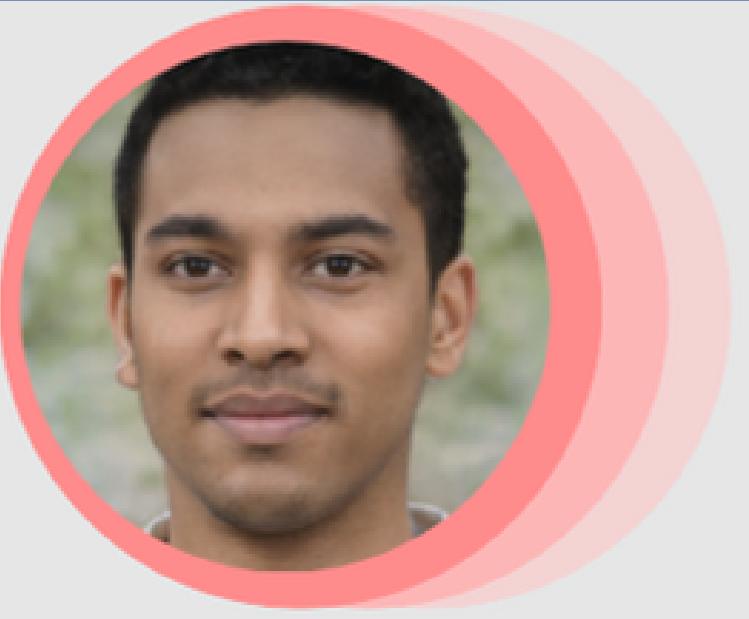
We have done intensive studies to understand the requirements for our proposed service through a variety of mediums. These include background research, market research, google form surveys and one-to-one interviews.

[Google form link](#)

[Summary of Form Responses](#)

[Interviews Link](#)





VIKRAM

"DONT COUNT THE DAYS
MAKE THE DAYS COUNT"

PROFILE

Gender: Male

Age: 23

Designation: Tailor

Location: Delhi

Education: Graduated

Company: Sri Sai Stich Work

GOALS

- 1) Wants to expand his business, also aims to build a loyal customer base.
- 2) Continuously want to improve and upgrade tailoring skills.

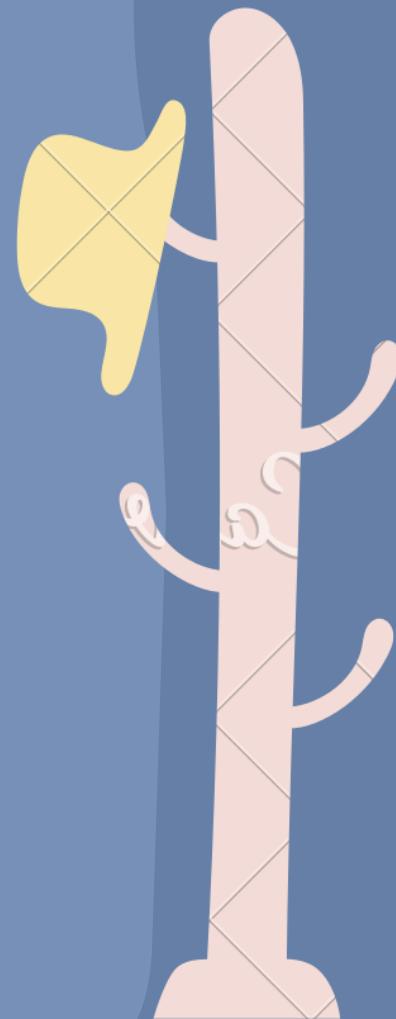
FRUSTRATIONS

- 1) So much capital is being used while purchasing clothes.
- 2) Huge amounts of cloth waste gets accumulated daily.

NEEDS

- 1) Wants to connect with various cloth recycling companies which can sell them at reasonable prices.
- 2) Need consistent solution so that daily cloth waste can be recycled easily without any dedicated effort.

Personas (Miro Link)





JHON

"LIVE YOUR BELIEFS AND
YOU CAN TURN THE WORLD
AROUND."

PROFILE

Gender: Male
Age: 27
Designation: Chief Manager

Location: Delhi
Education: Graduated
Company: Viens Recyclers

GOALS

- 1) To supervise the company that recycles fashion waste in Delhi.
- 2) To recycle more than 80 percent of fashion waste of Delhi NCR.

FRUSTRATIONS

- 1) Lack of availability of fashion wastes that we can recycle
- 2) Not enough connections with big manufacturing firms

NEEDS

- 1) Need proper connections with big fashion manufacturing firms so that waste produced by them can directly be recycled by us at Viens Recyclers.
- 2) Also needs a platform where all fashion manufacturing firms (small scale and large scale) can directly connect with recyclers.



VEENA

"THERE IS NO CHARM EQUAL
TO TENDERNESS OF HEART"

PROFILE

Gender: Female
Age: 24
Designation: Employee

Location: Delhi
Education: Graduated
Company: Pal Manufactures Ltd.

GOALS

- 1) To find suitable solution for recycling fashion waste produced by the company.
- 2) Ensuring that fashion waste reaches recyclers.

FRUSTRATIONS

- 1) All the fashion wastes goes to dumping fields or burns out.
- 2) Not enough connections with recyclers so clothes go to waste.

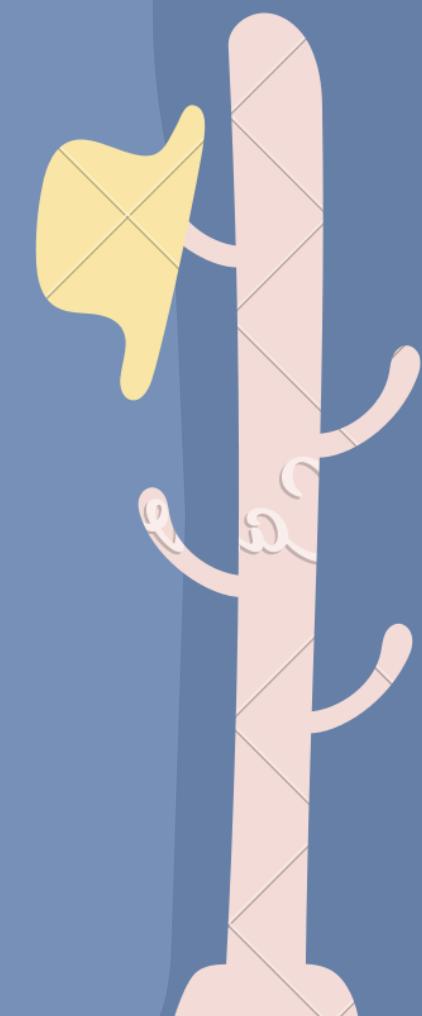
NEEDS

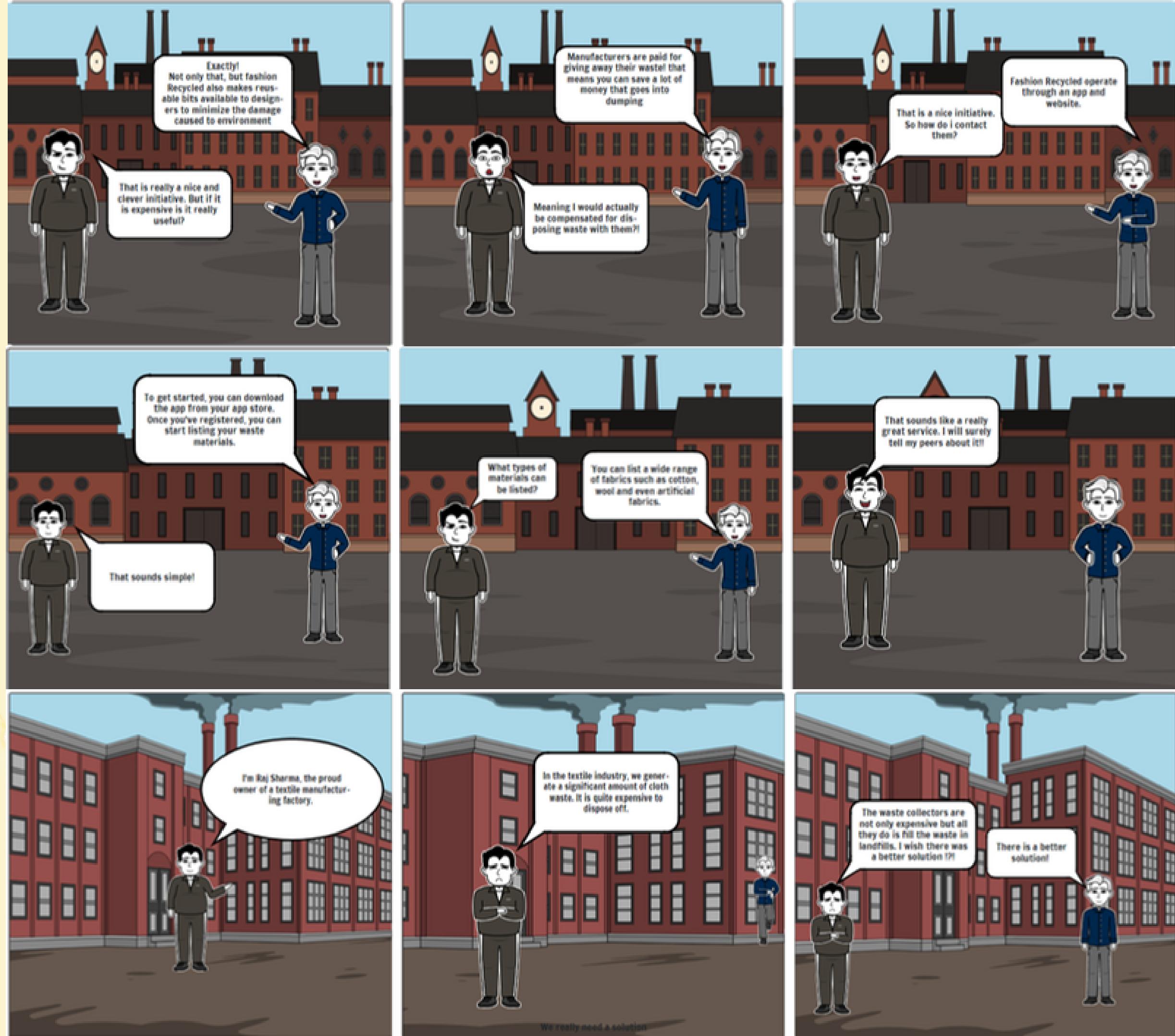
- 1) Need proper connections with recyclers so that fashion waste produced by the company can be easily recycled.
- 2) Need flawless medium between company and recyclers so that everything happens smoothly.



Scenario Mappings

([Miro Link](#))







SAYS

not enough recyclers

no proper way to recycle

manufacturers not willing to recycle

too tedious to shift to recycling

why are companies not recycling

DOES

operates recycling on low scale due to less clients

struggles to find clients willing to recycle

dumps fashion waste

burns small bits of cloth

puts less effort to find alternatives

THINKS

too expensive to recycle

environment is not important

people are not aware about fashion recycling

dumping waste is the only way

dumping waste is easier

annoyed

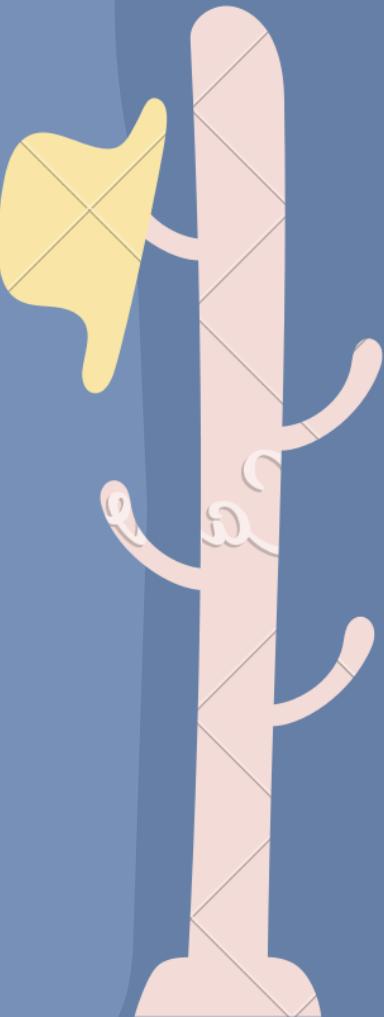
uninterested

irritated

disappointed

FEELS

Empathy Mapping (Miro Link)



Problem Understanding

Have a look at your wardrobe. You will find multiple clothes that you have stopped wearing but they still lie there.

Find that place of your house where all the old clothes are stacked. The ones that you outgrew, that can't be worn anymore, that shall one day be converted to dusting cloths. Haven't you found at least 10 such clothes.

How many of these will be recycled? Let's imagine half of these go to the maid, one or two become dusting clothes, but the rest; won't they be thrown away? How many households have you heard of that give their clothes for recycling?

This is just one aspect of the problem. Let's analyze this issue further.

Problem Understanding

(Stats for Nerds)

- 92 million tonnes of textile waste is produced every year.
- The average US consumer throws away 81.5lbs of clothes every year.
- The number of times a garment is worn has declined by around 36% in 15 years.
- It takes 20,000 liters of water to produce one kilogram of cotton.
- \$500 billion is lost each year because of under-wearing and failure to recycle clothes.
- Nearly 10% of microplastics dispersed in the ocean each year come from textiles.

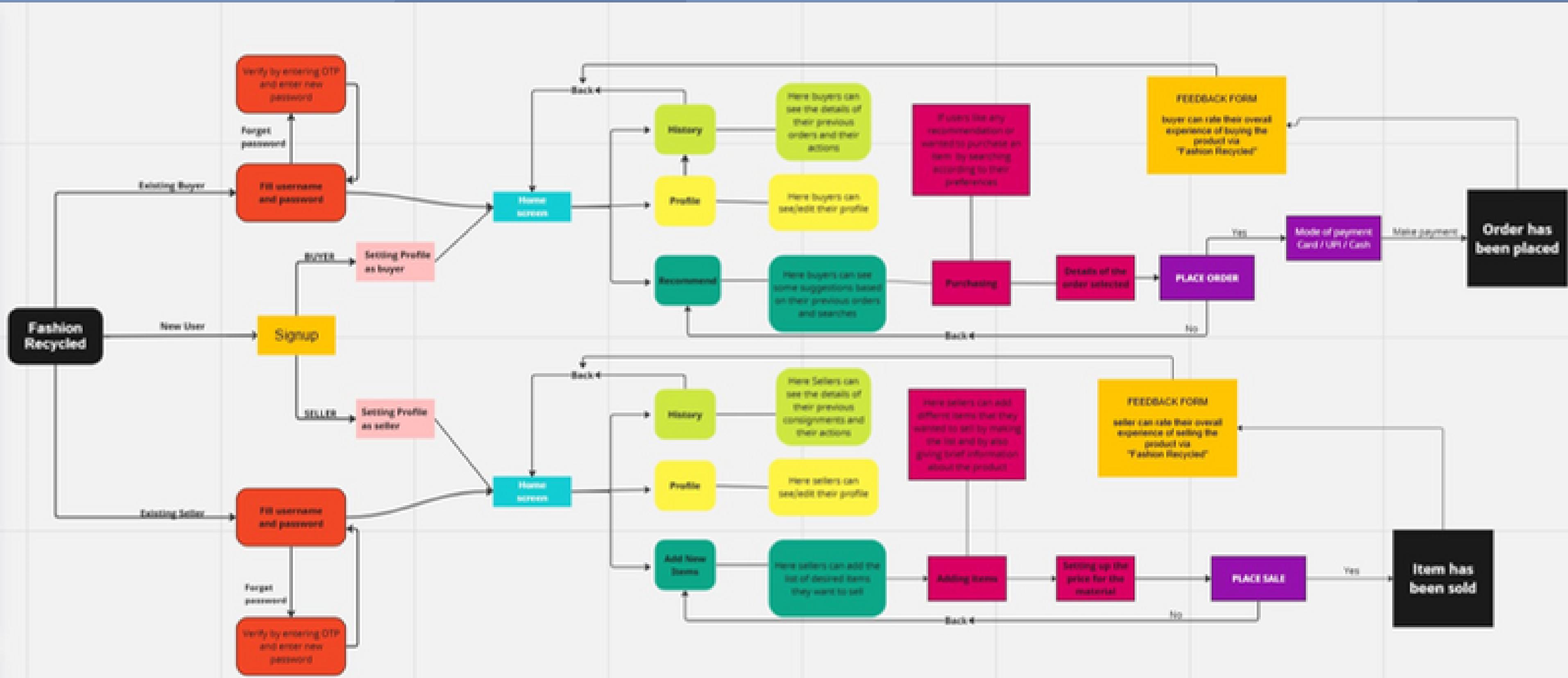
(Source)

Here come the designs!!

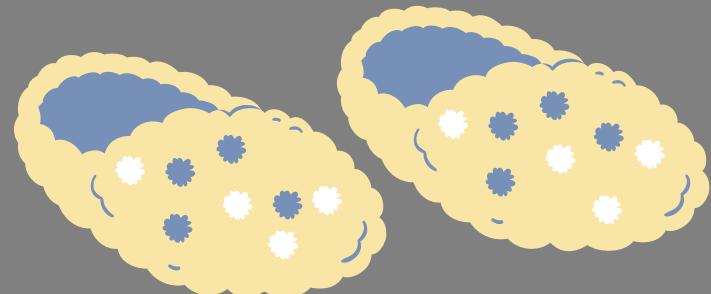
(Ofcourse.. the name of the
course is 'DES' 204)

Task Flow Diagram

(Miro Link)

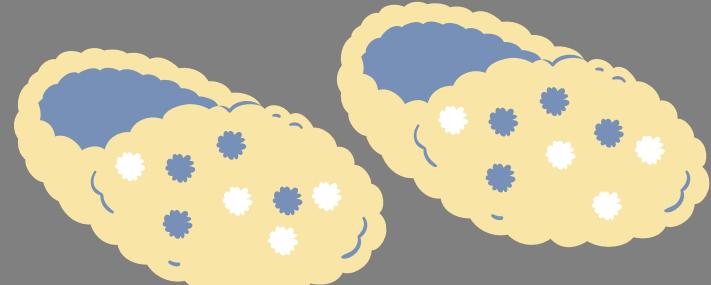
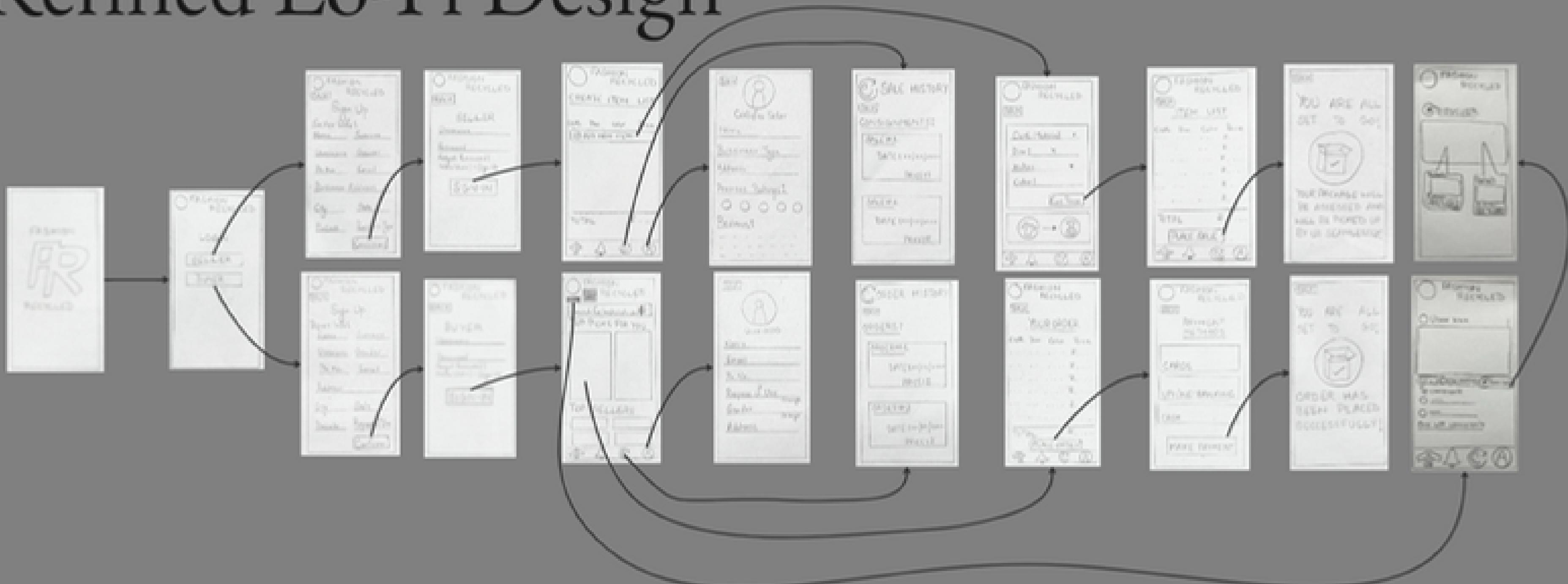


Lo-Fi Design



(Miro Link)

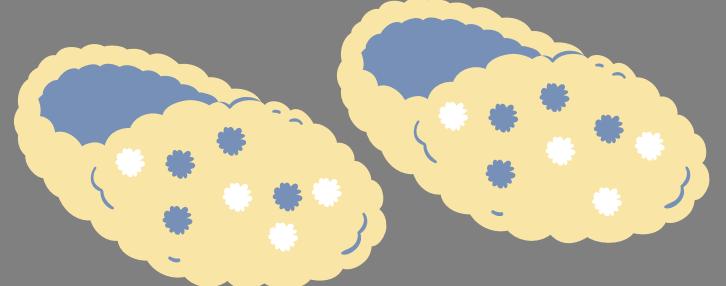
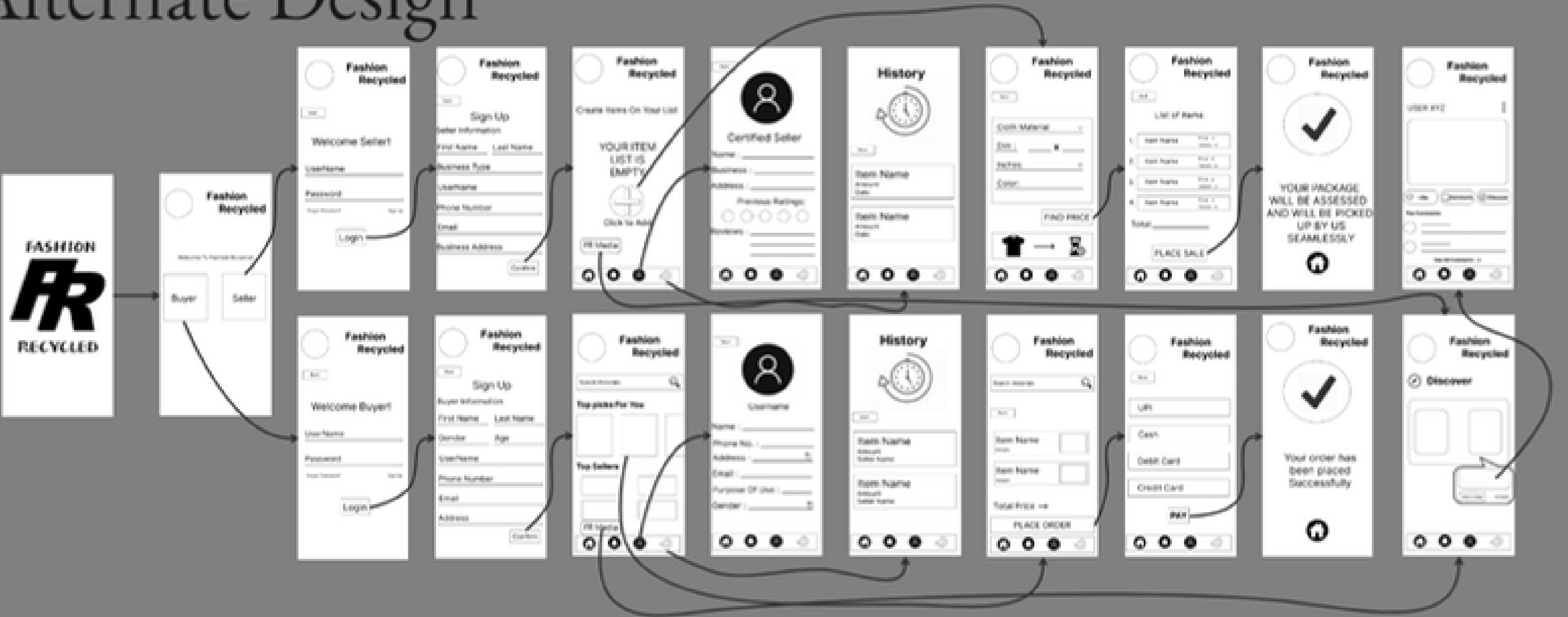
Refined Lo-Fi Design



Created after proper user
feedback - Interview 1, 2a, 2b

([Miro Link](#))

Alternate Design

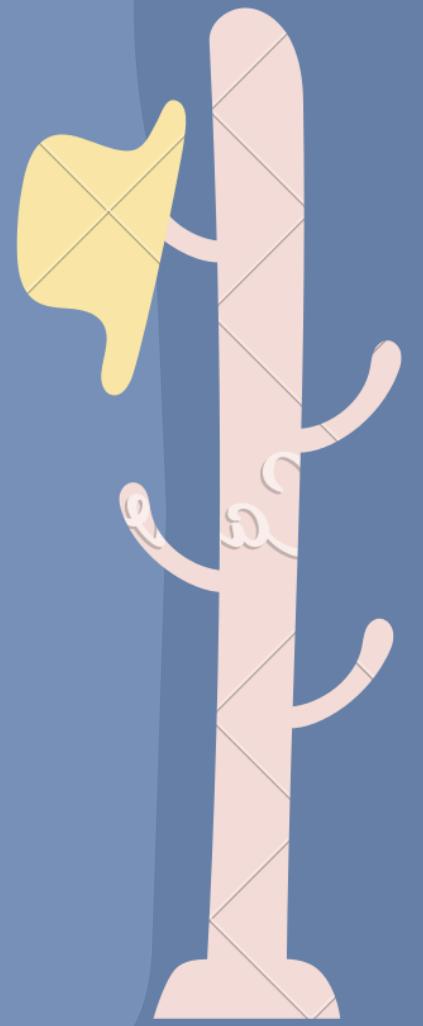


(Miro Link)



Hi-Fi Design

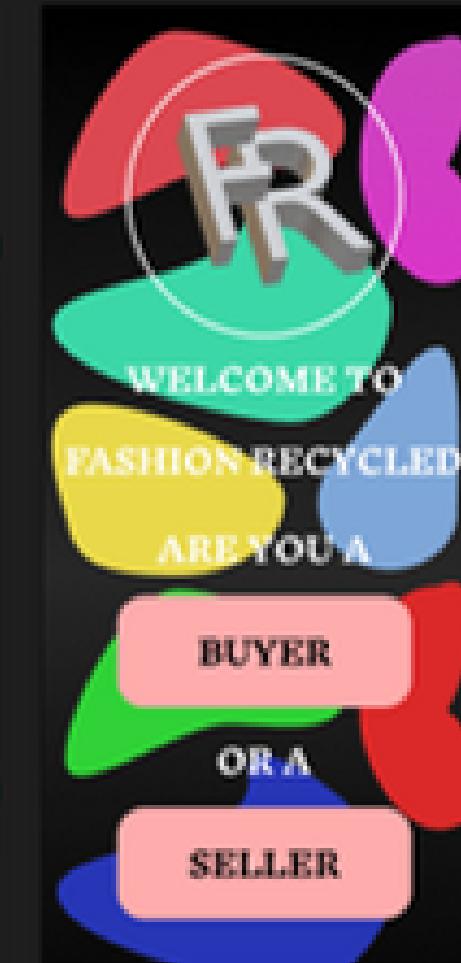
([Interactive Figma Link](#))



iPhone 14 & 15 ...



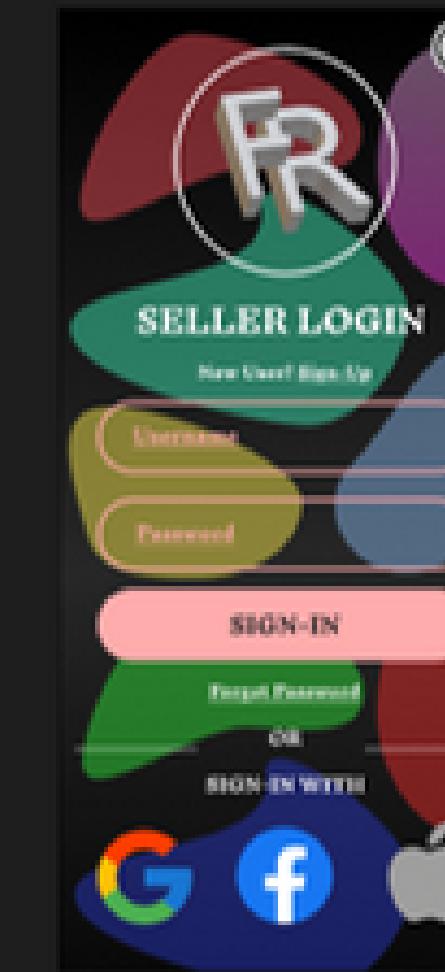
iPhone 14 & 15 ...



iPhone 14 & 15 ...



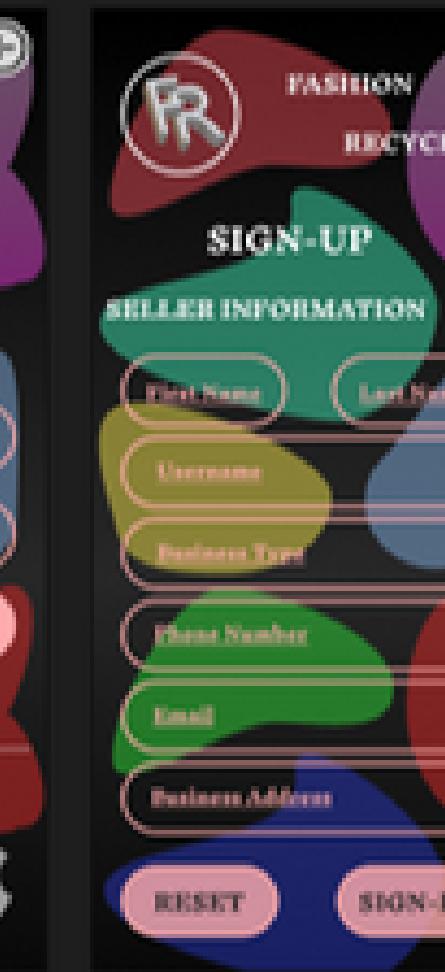
iPhone 14 & 15 ...



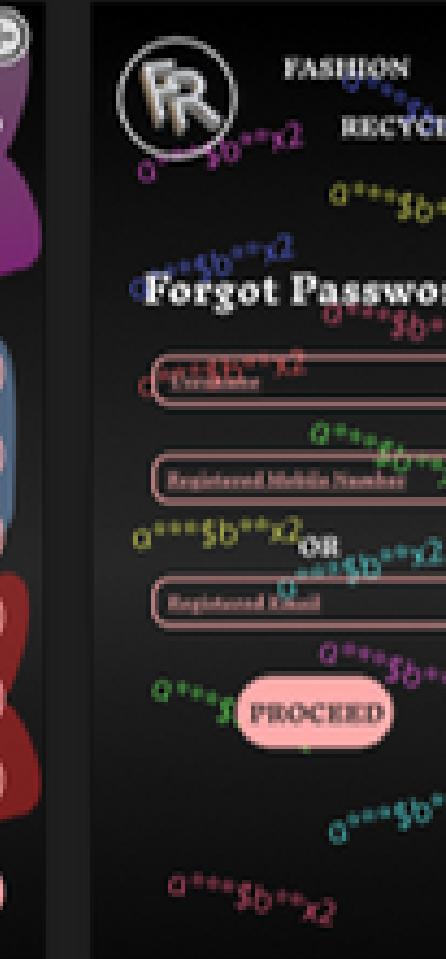
iPhone 14 & 15 ...



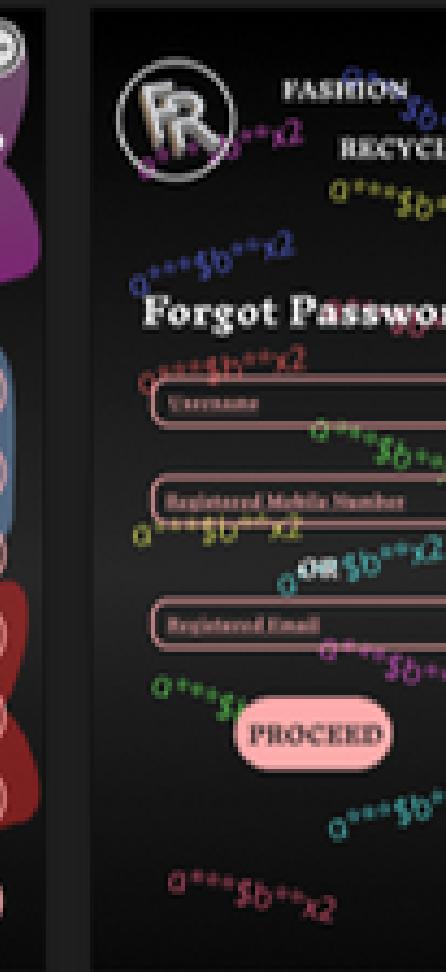
iPhone 14 & 15 ...



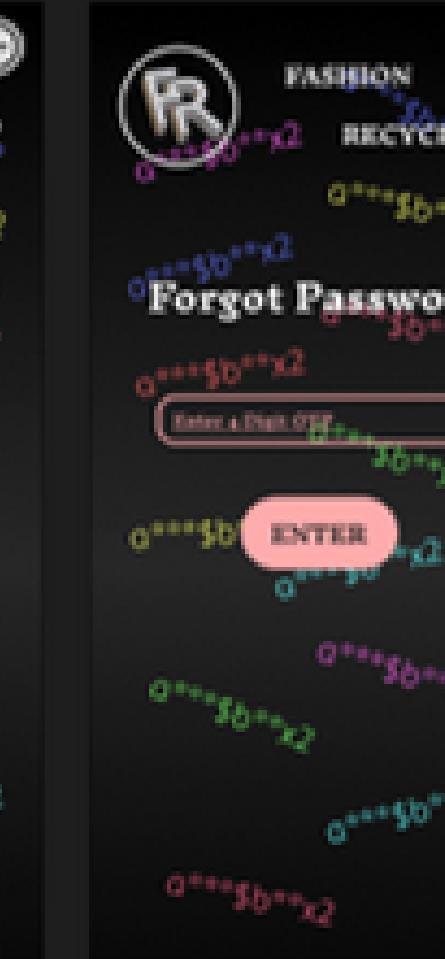
iPhone 14 & 15 ...



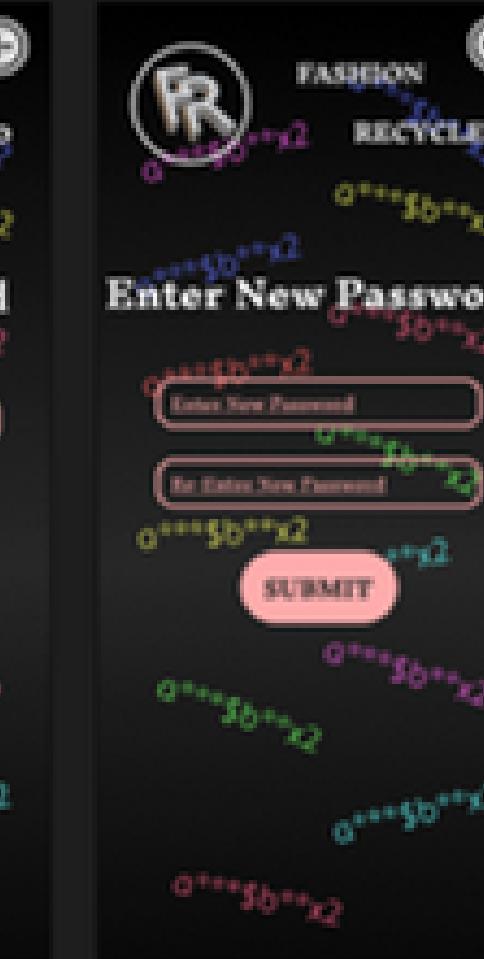
iPhone 14 & 15 ...



iPhone 14 & 15 ...



iPhone 14 & 15 ...



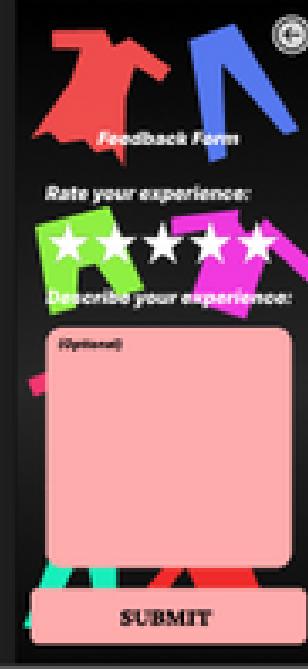
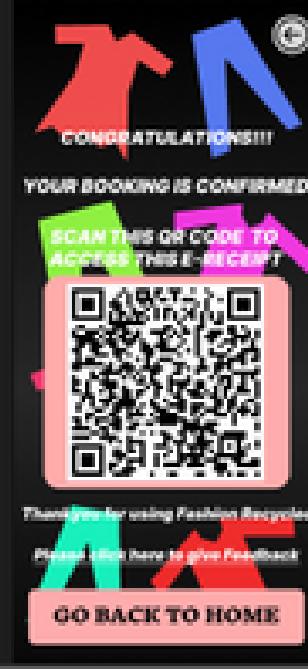
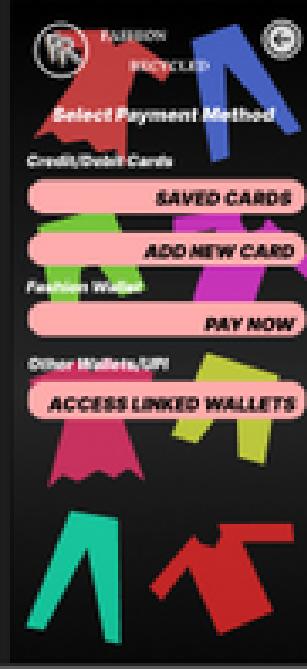
iPhone 14 & 15 ...



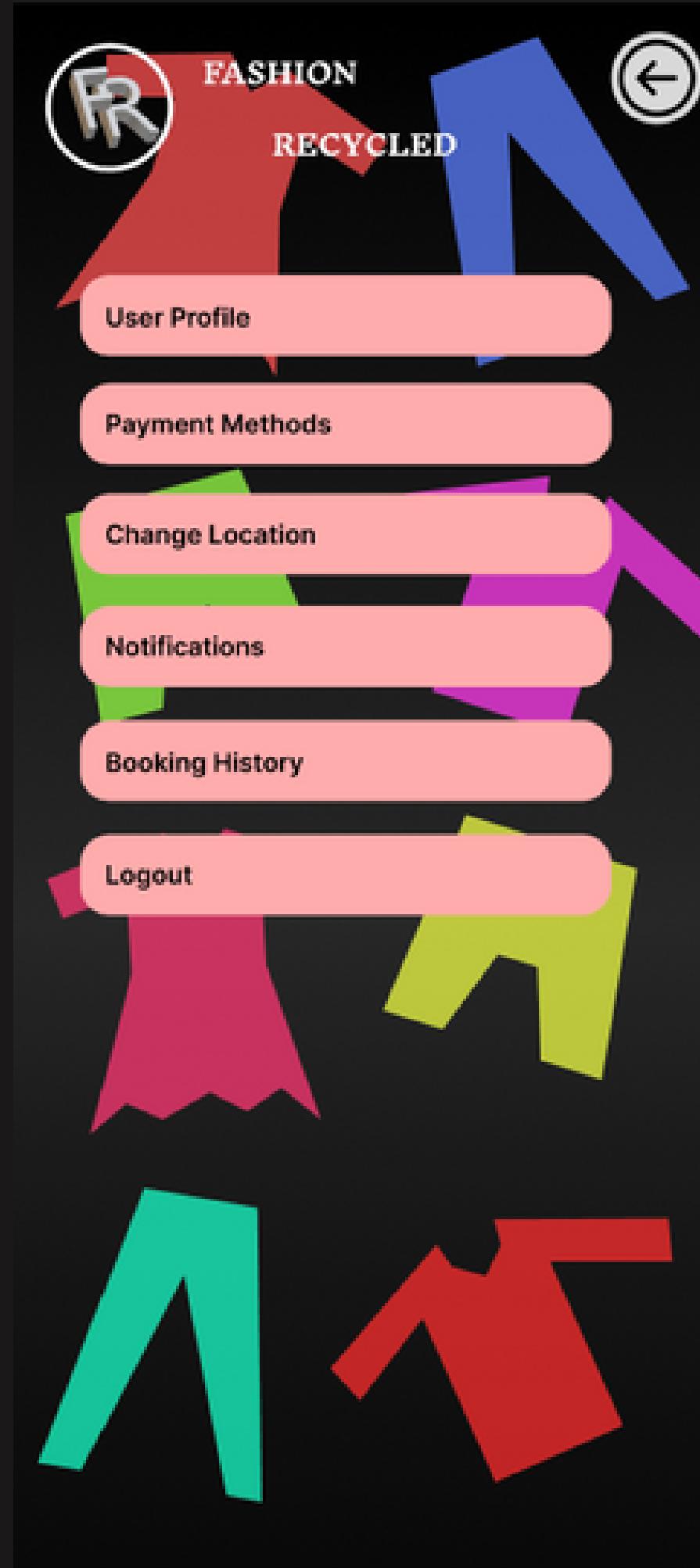
iPhone 14 & 1... iPhone 14 & 1...



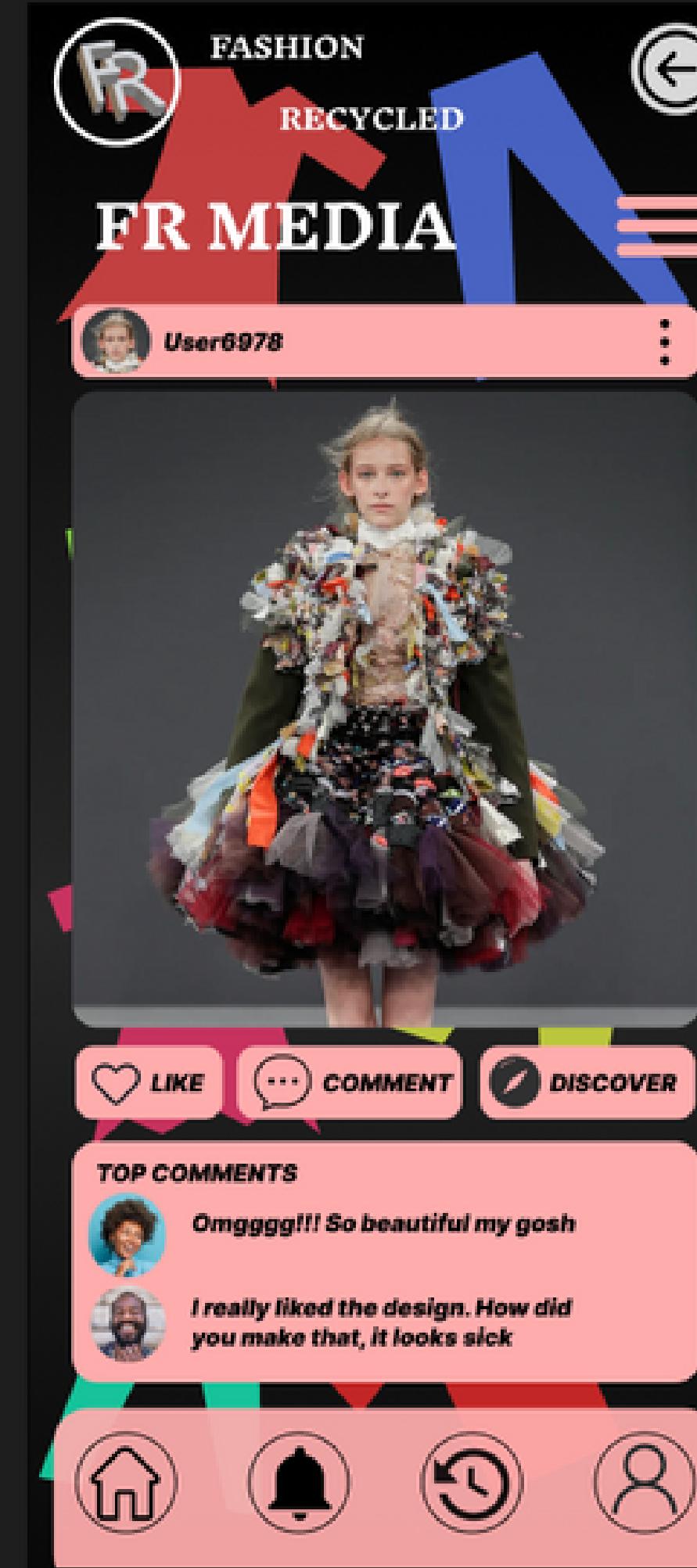
iPhone 14 & 1... iPhone 14 & 1...



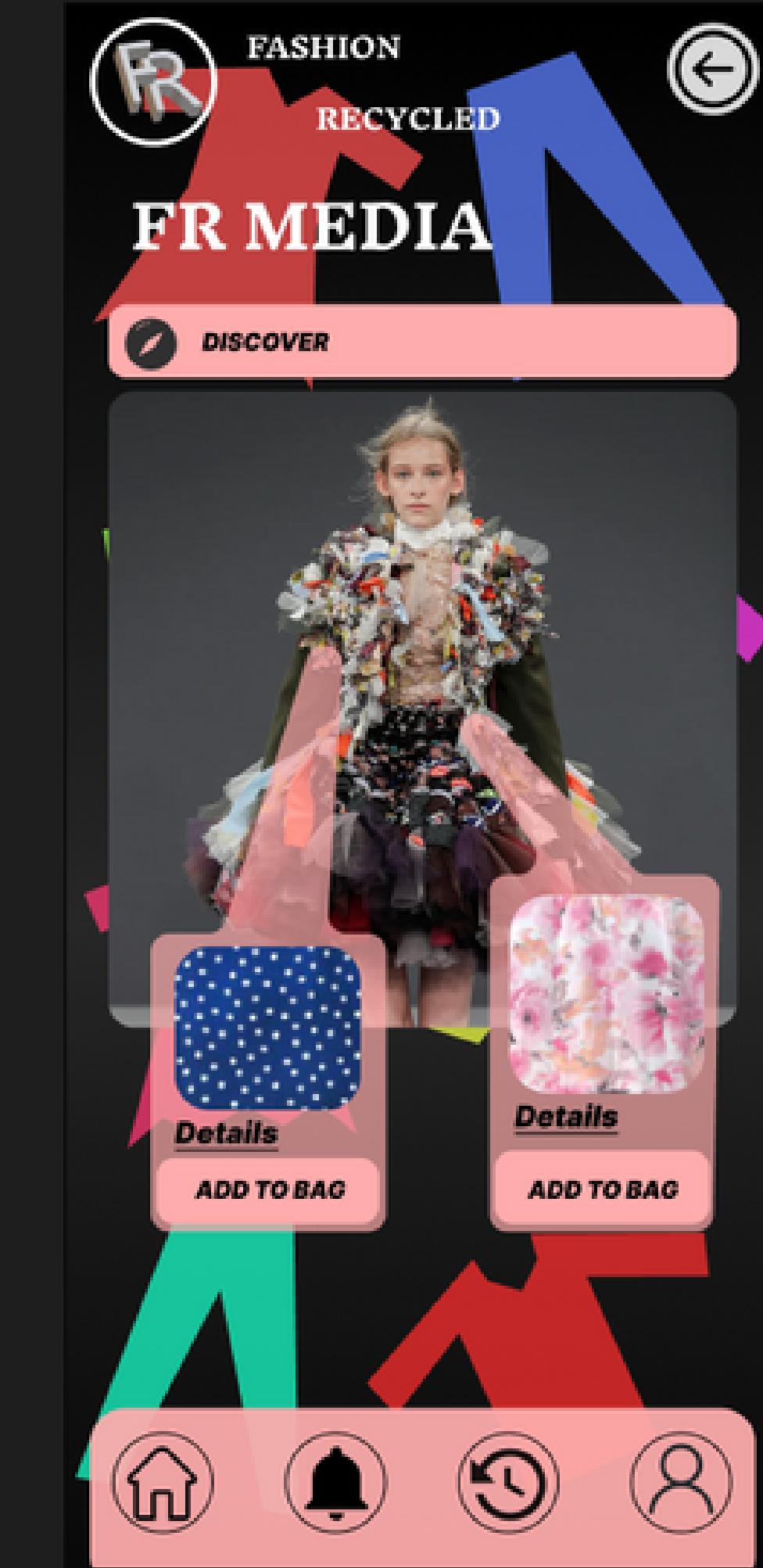
Phone 14 & 15 Pro - 34



iPhone 14 & 15 Pro - 32



iPhone 14 & 15 Pro - 33



A decorative illustration on the left side of the slide features three yellow items of clothing: a long-sleeved sweater with a wavy pattern at the bottom, a pair of striped shorts with a drawstring, and a pair of yellow slippers with blue floral patterns.

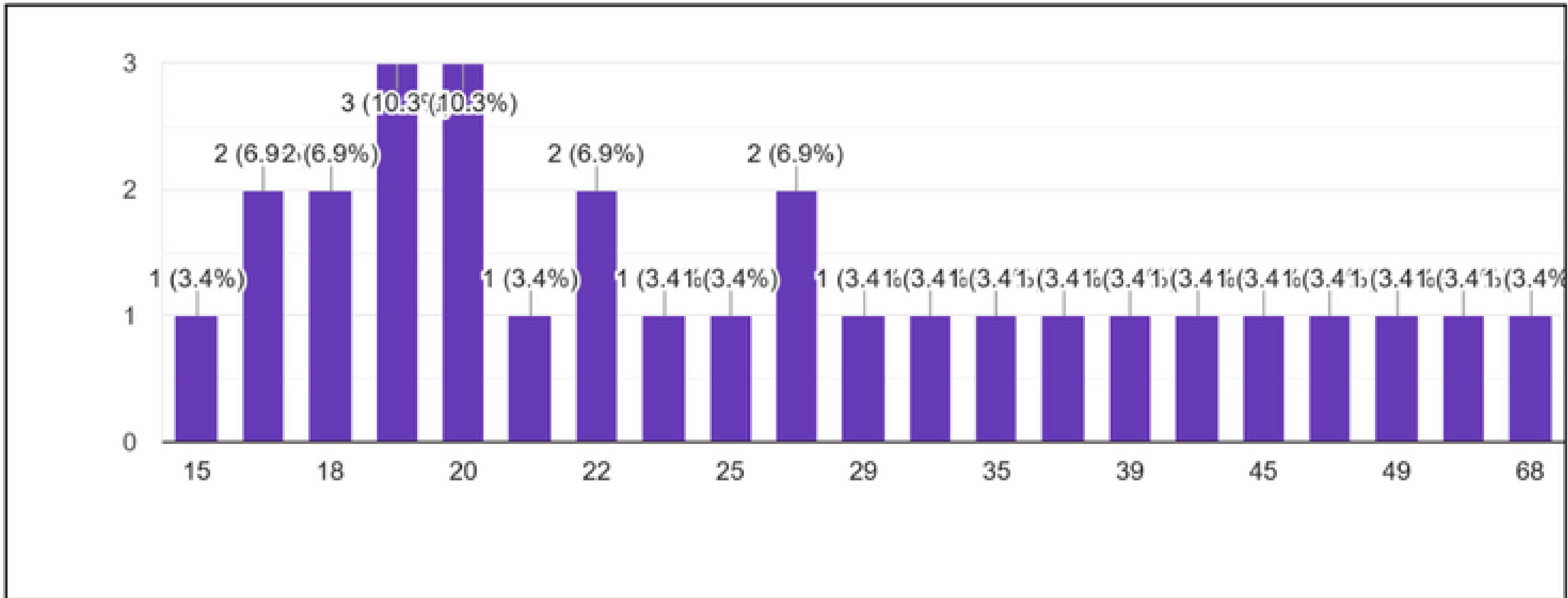
User Testing and Evaluation

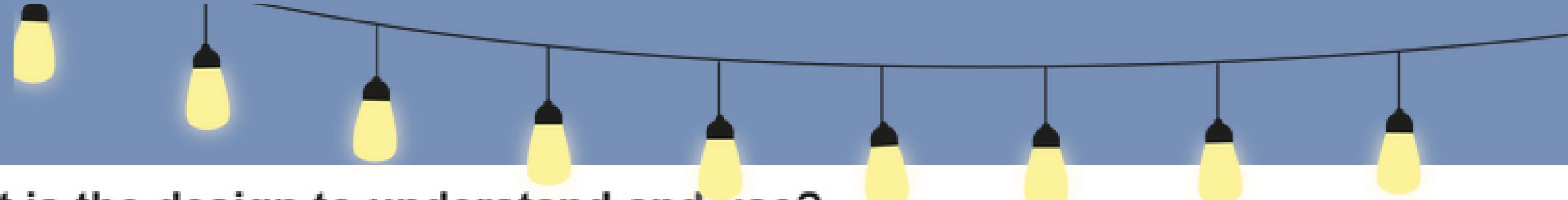
The Hi-Fi version presented here was created after multiple reviews by the group as well as based on user feedback.

A form ([form summary](#)) was rolled out and one to one interviews were also conducted with available respondents to get opinions on our last draft. The feedback from both has been incorporated in this version.

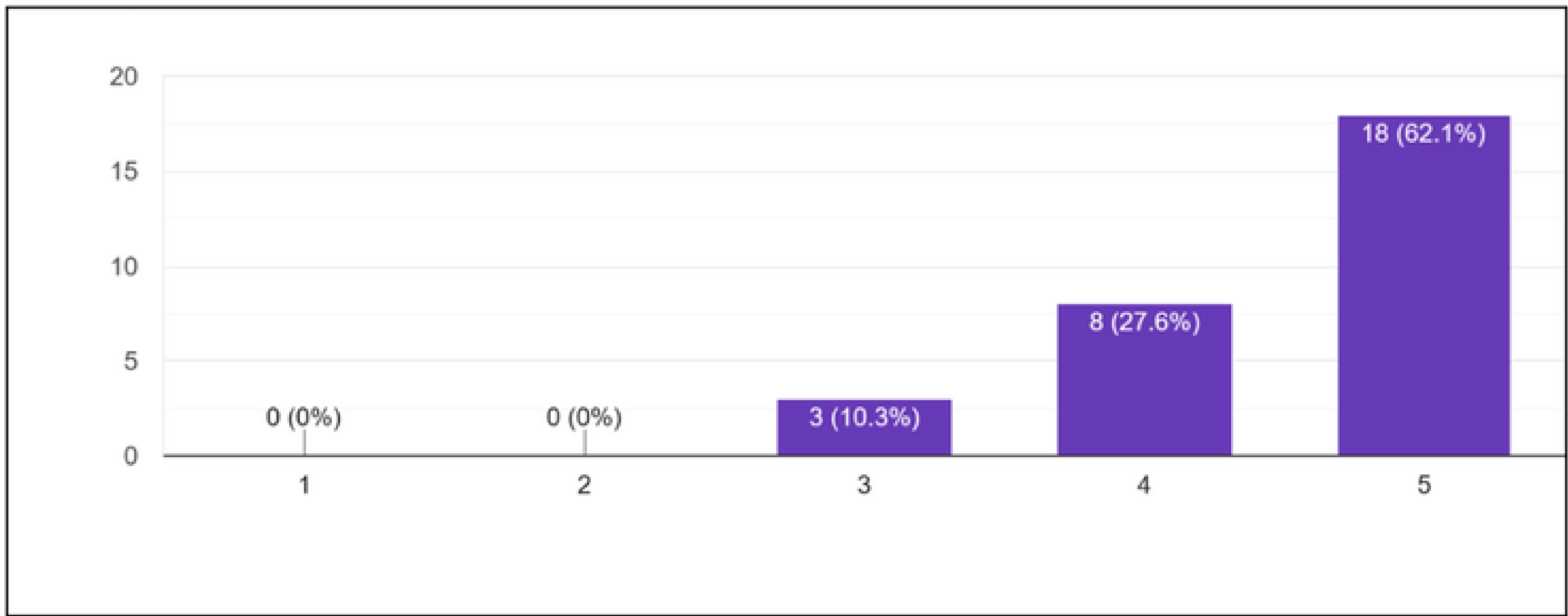


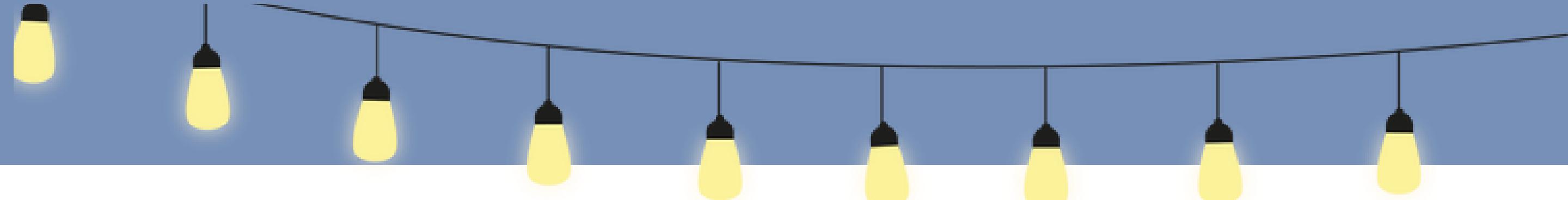
1. Age?



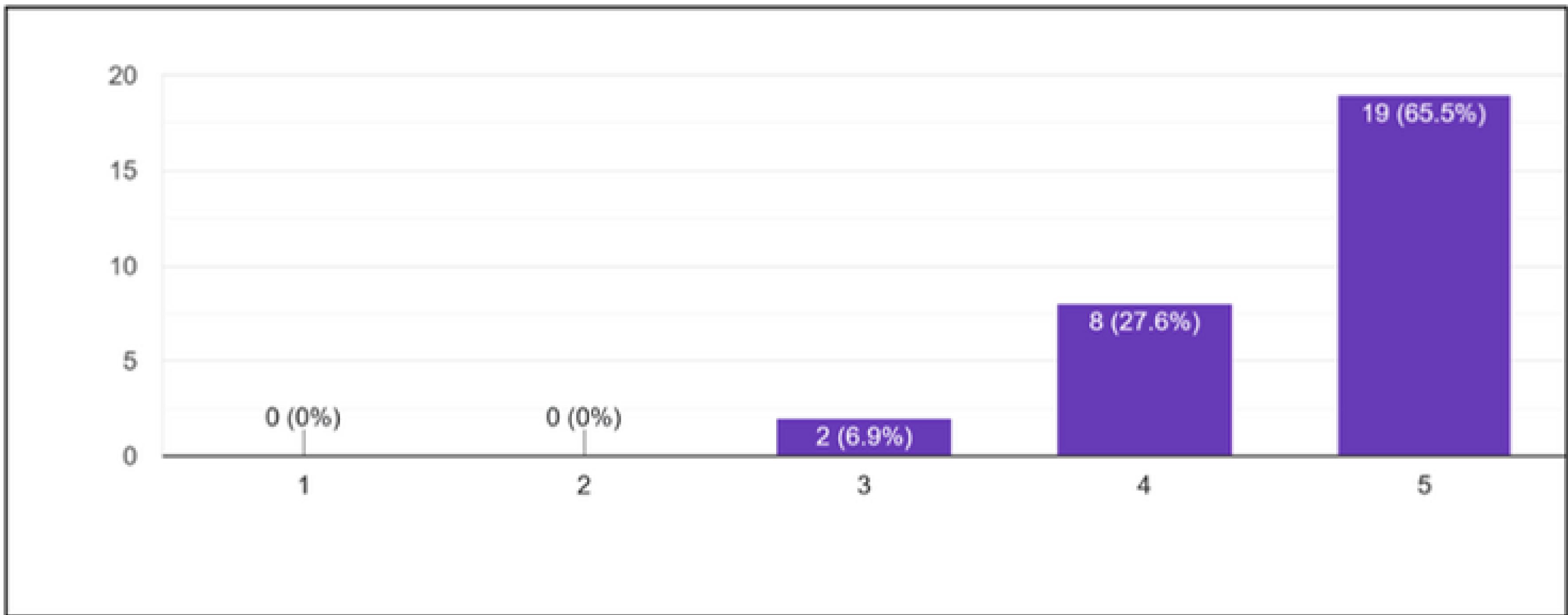


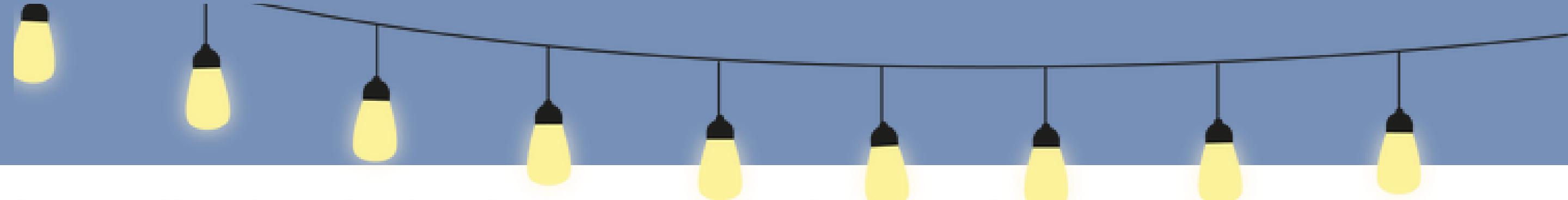
2. How easy or difficult is the design to understand and use?



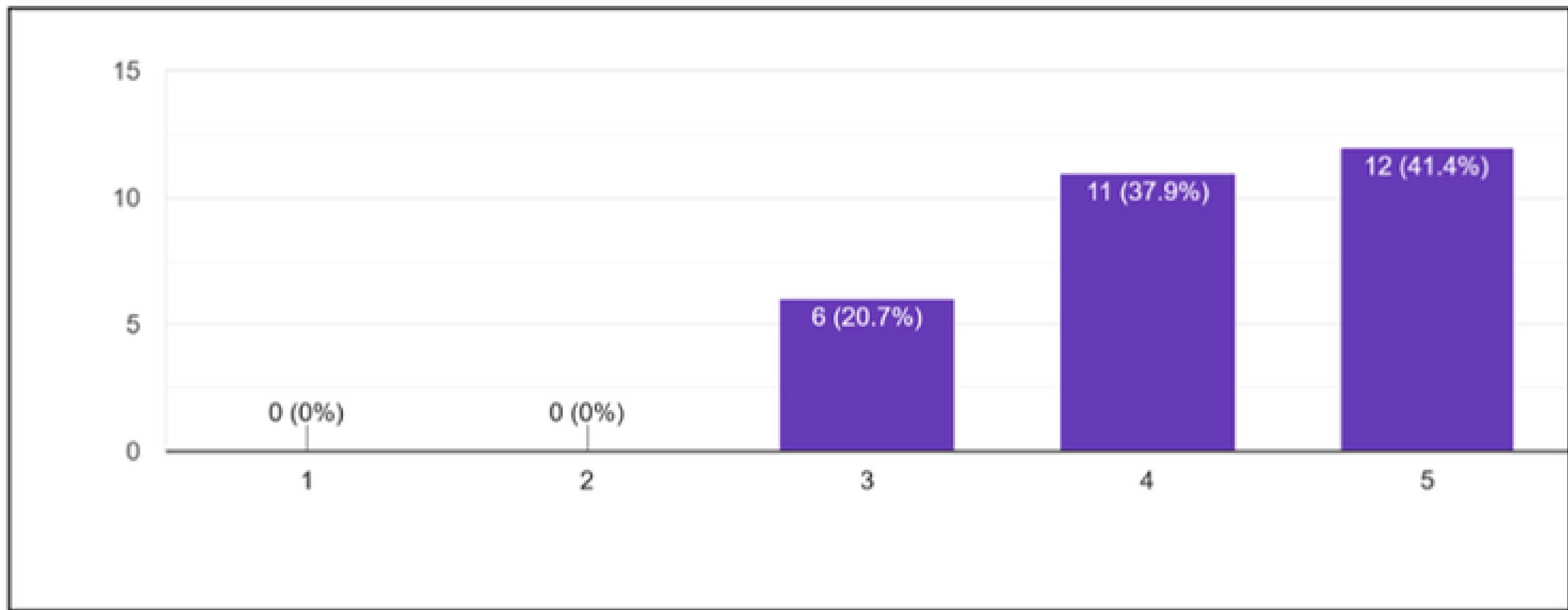


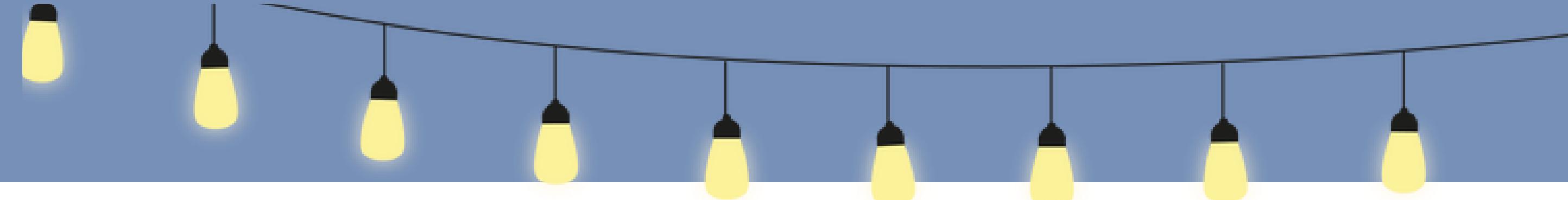
3. How interactive is the application in terms of user experience?



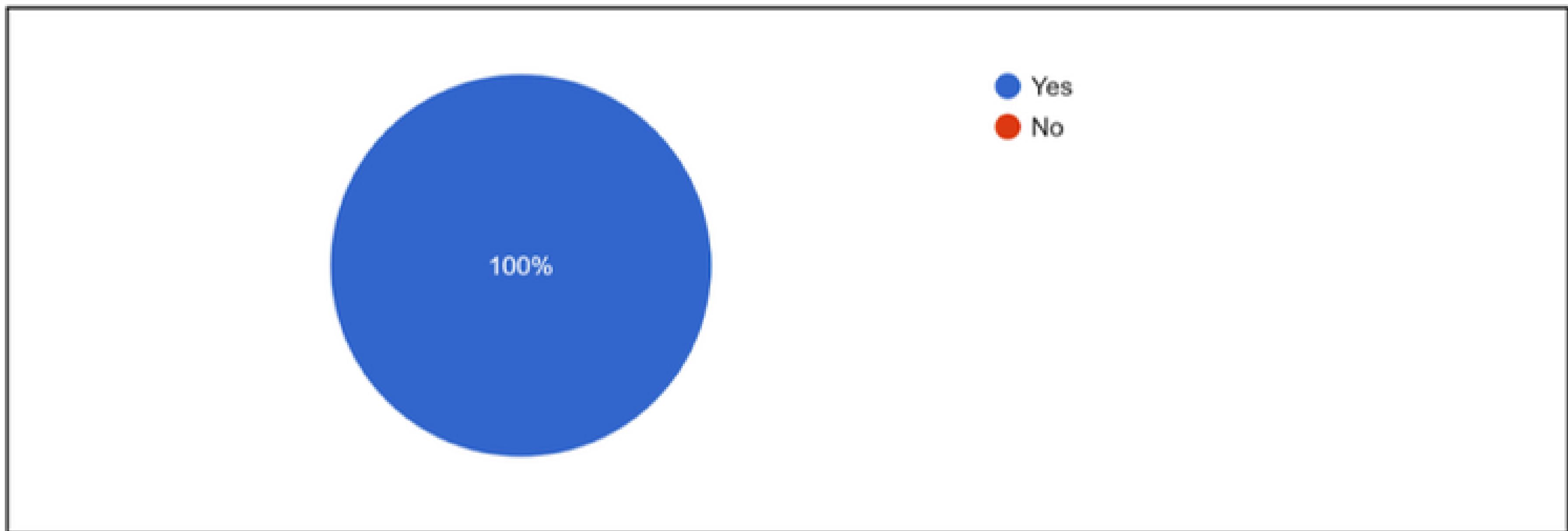


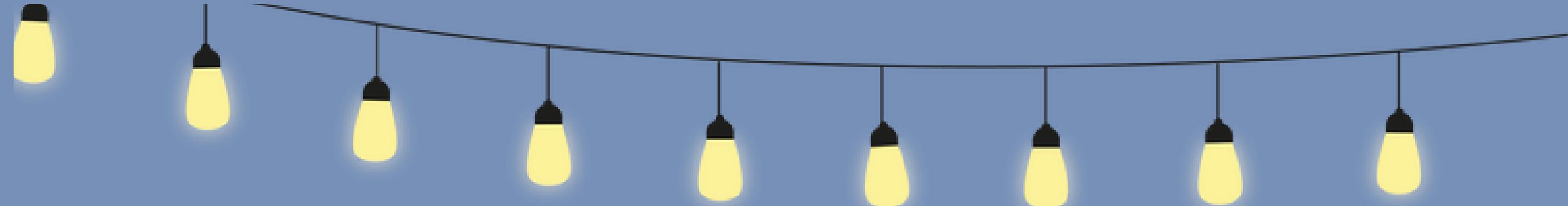
5. How accessible is the application design in terms of the button placements, icons, menus, etc.?



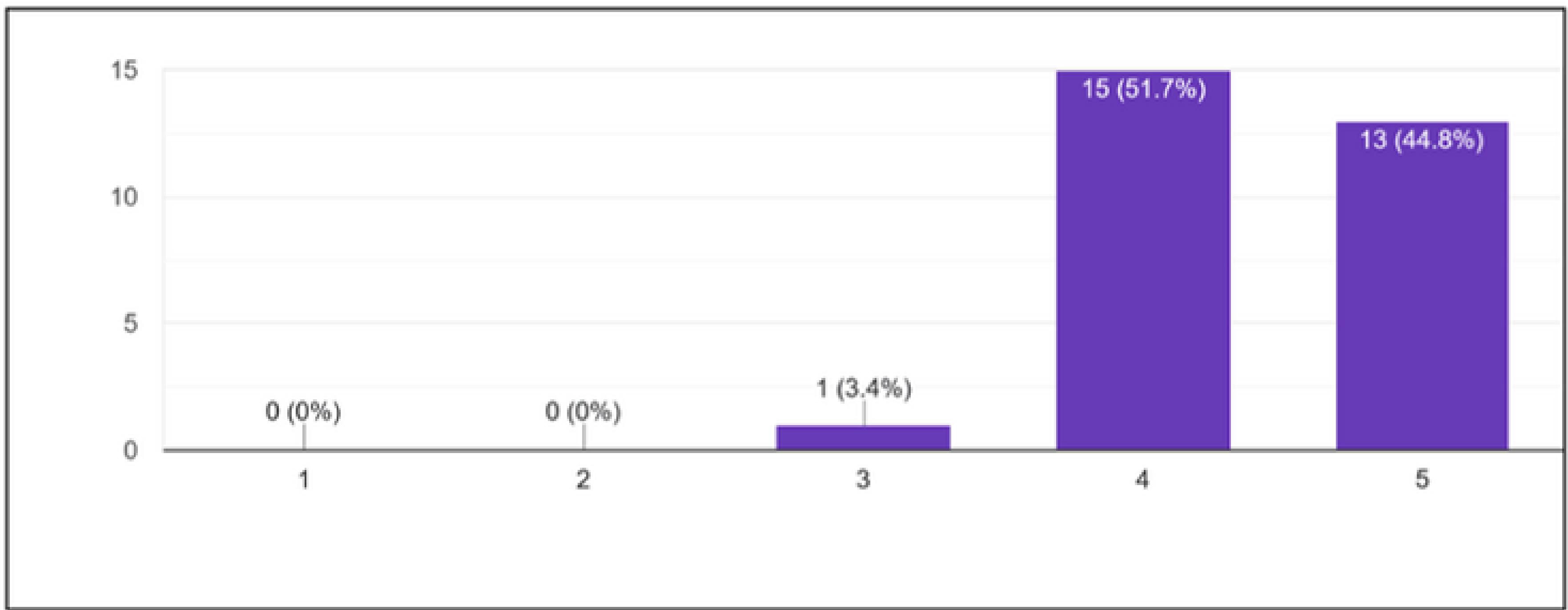


6. Were you able to find the features you had suggested to inculcate previously?





7. How likely are you to use this application if this is how the version to be released will look like?



Learnings & Reflections

Embarking on the journey to create the 'Fashion Recycled' app prototype has been an enlightening and transformative experience. Through conducting interviews, we learned the intricate dynamics of user needs and preferences within the fashion sustainability domain. These conversations not only shaped the app's direction but also highlighted the diverse perspectives in the realm of eco-conscious fashion.

Forming personas proved crucial in understanding the varied user archetypes and tailoring the app to meet their requirements. It emphasized the importance of user-centred design, ensuring that the final product resonates with the target audience, and the transition from low-fi to high-fi design taught us the significance of iteration and constant refinement.

Future Prospects

Looking forward, the 'Fashion Recycled' app holds promising prospects in contributing to the burgeoning field of sustainable fashion. As environmental concerns intensify, the app's ability to guide users toward eco-friendly fashion choices aligns with the growing demand for ethical and sustainable alternatives. The journey has not only equipped us with technical skills but also instilled a deeper appreciation for user empathy and the potential of technology to drive positive change in the fashion industry. This experience has sparked a passion for creating meaningful solutions, laying the foundation for ongoing exploration and innovation in technology and sustainability.

Thank You

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