

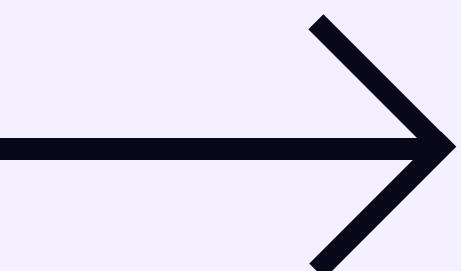
CUTE -

Designing for Promoting

Textile Recycling Among

University Students

Group 3
Tanmayee, Naveena, Akanksha, Susmita



Why is it a problem?

A large quantity of textiles end up in landfills directly without undergoing any sorting.

Gen Z, and thus college students are the largest consumers of fast fashion, generating large amounts of clothing waste.

There is no proper textile recycling initiative running in universities.

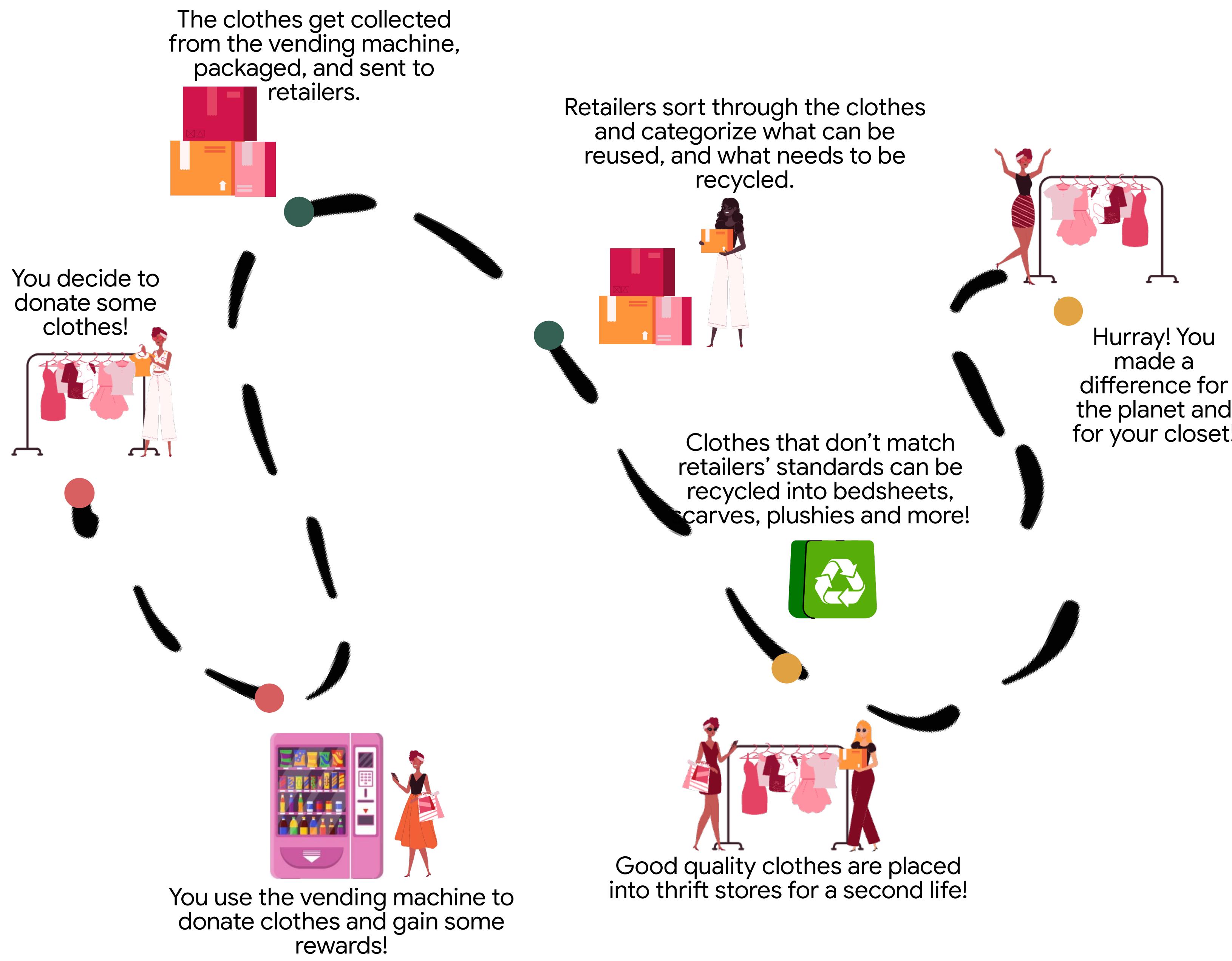
Problem Statement

There are no proper textile recycling initiatives within university housing. We aim to come up with an easy and accessible system to address the same.

Meet CUTE

Clothing Upcycling and recycling Terminal for Education



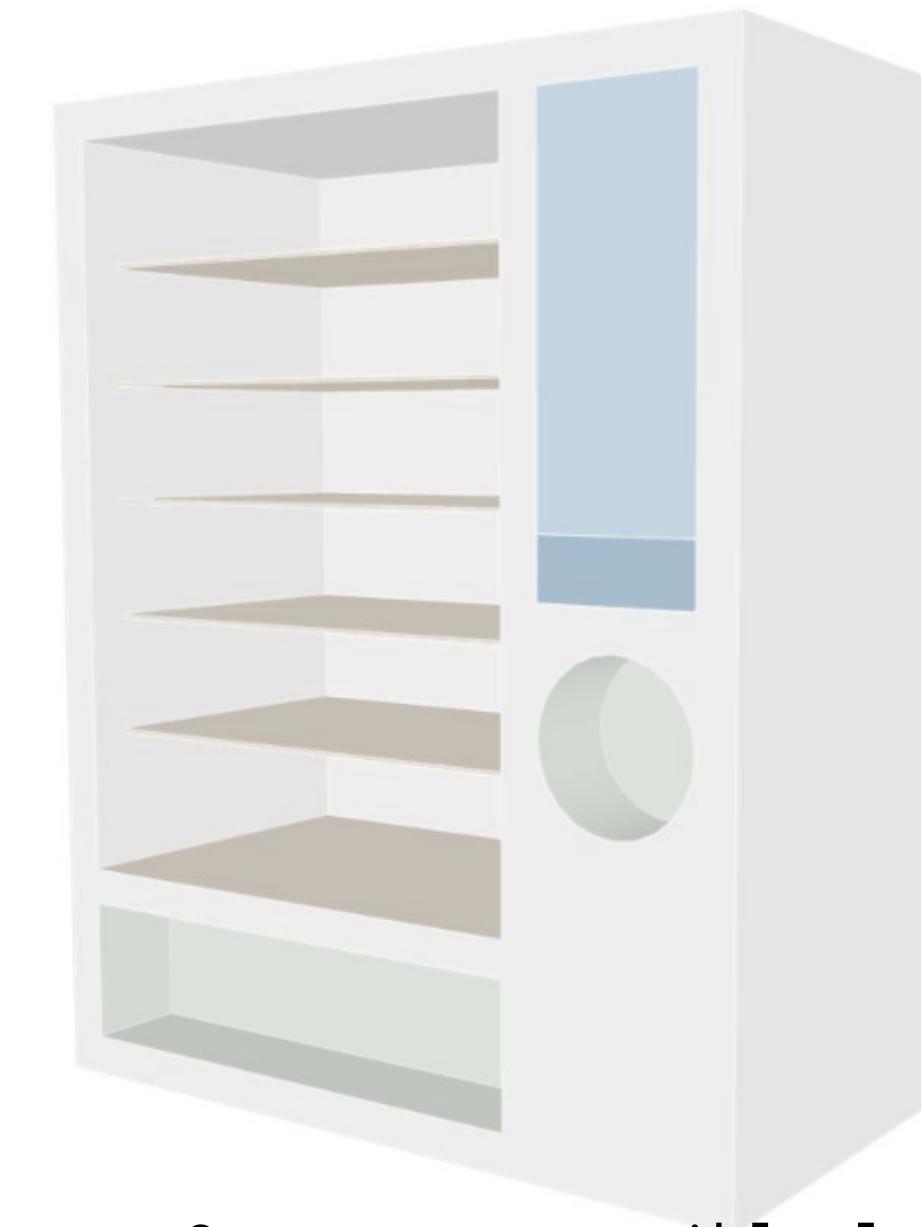


What's going on?

Prototyping



Scanning area is external



Compact accessible locations



L-shaped with separate
donation area



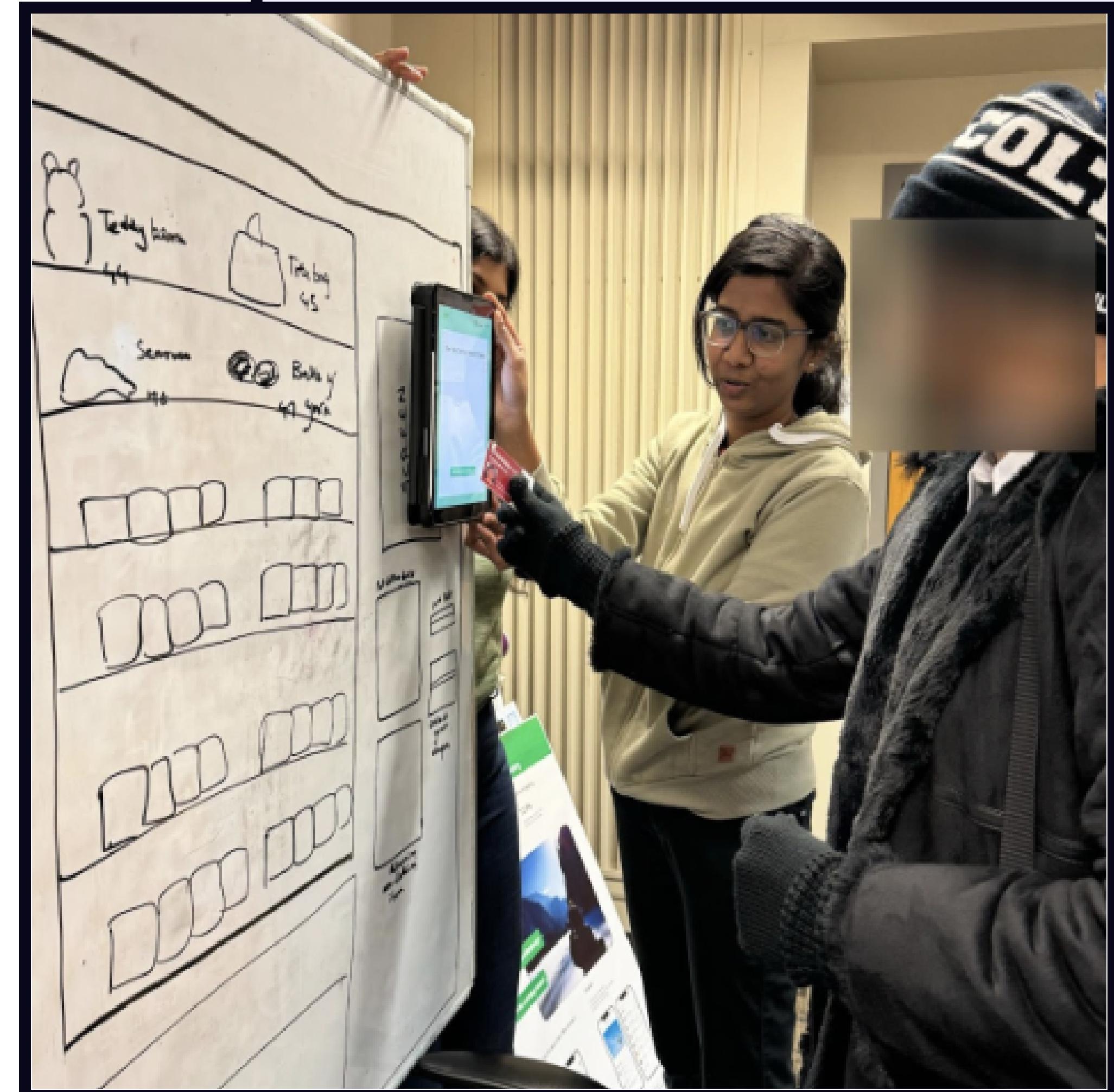
Fabric input window is moved
to the top

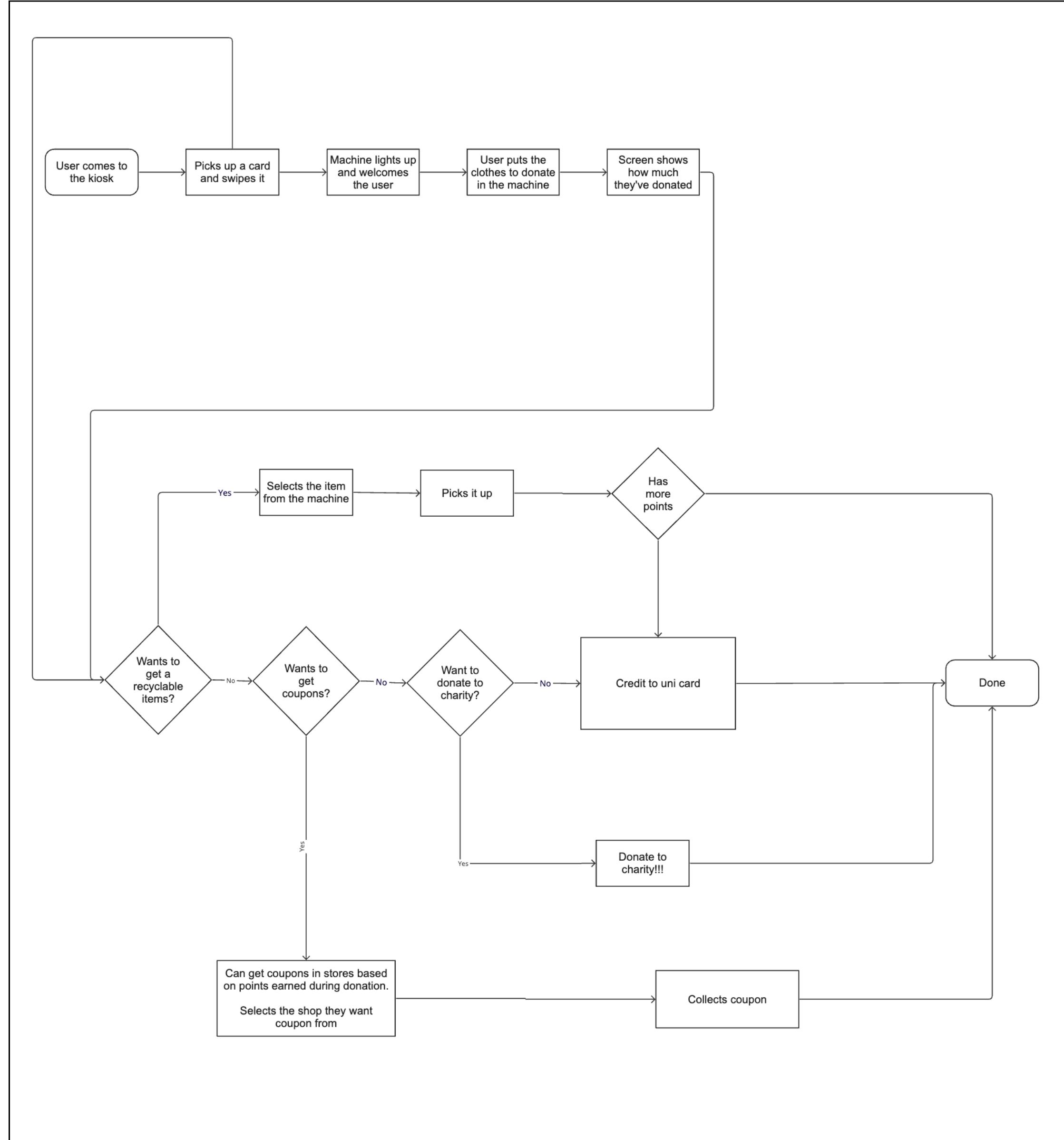
Initial Prototype



Usability testing

- Unclear Purpose
- Donation History
- Fabric Details
- Recycled vs Used
- Swipe Card Confusion





User flow



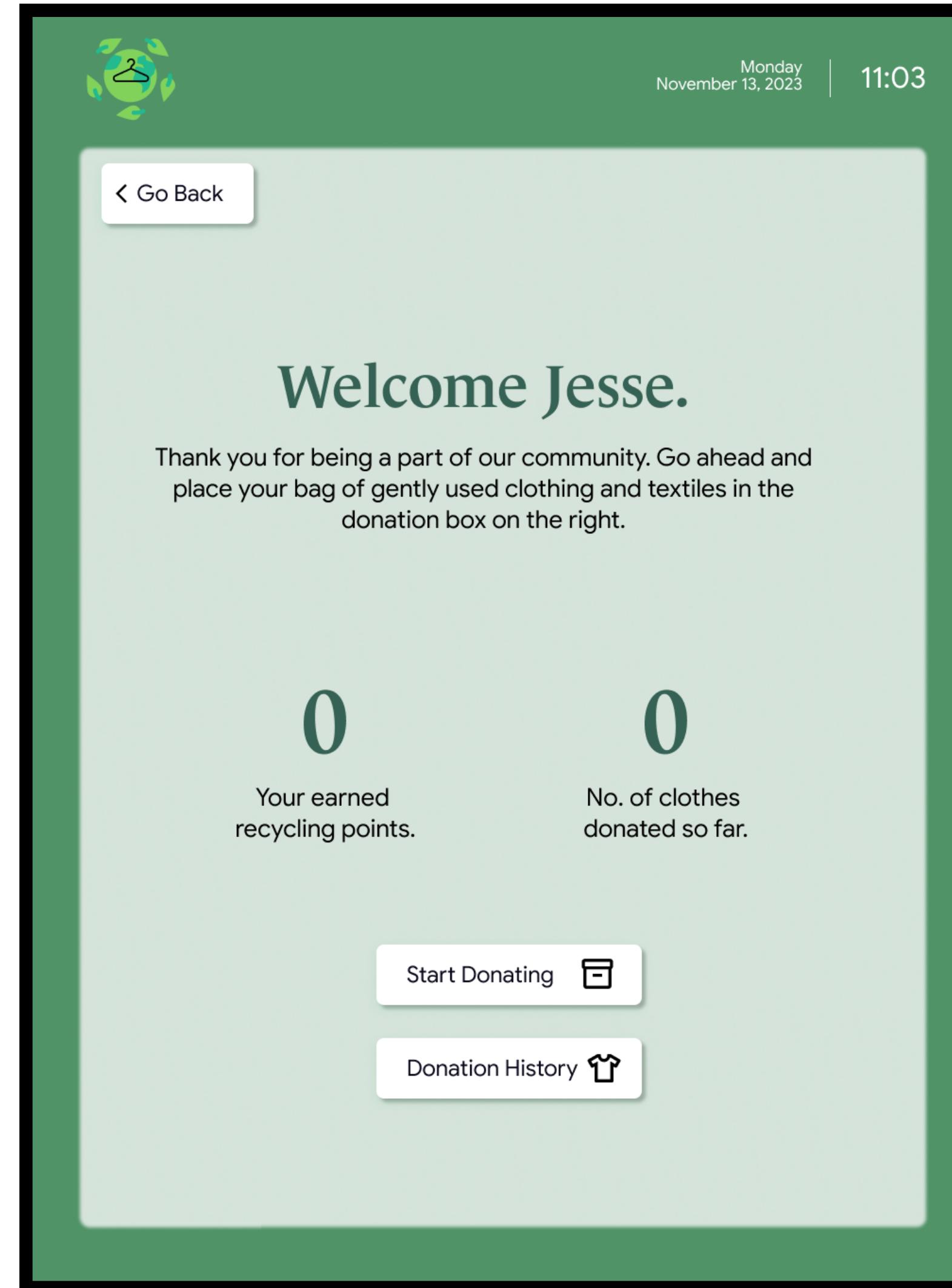
- 1 Swipe your crimson card
- 2 Donate your old clothes
- 3 Select rewards
- 4 Collect your rewards!



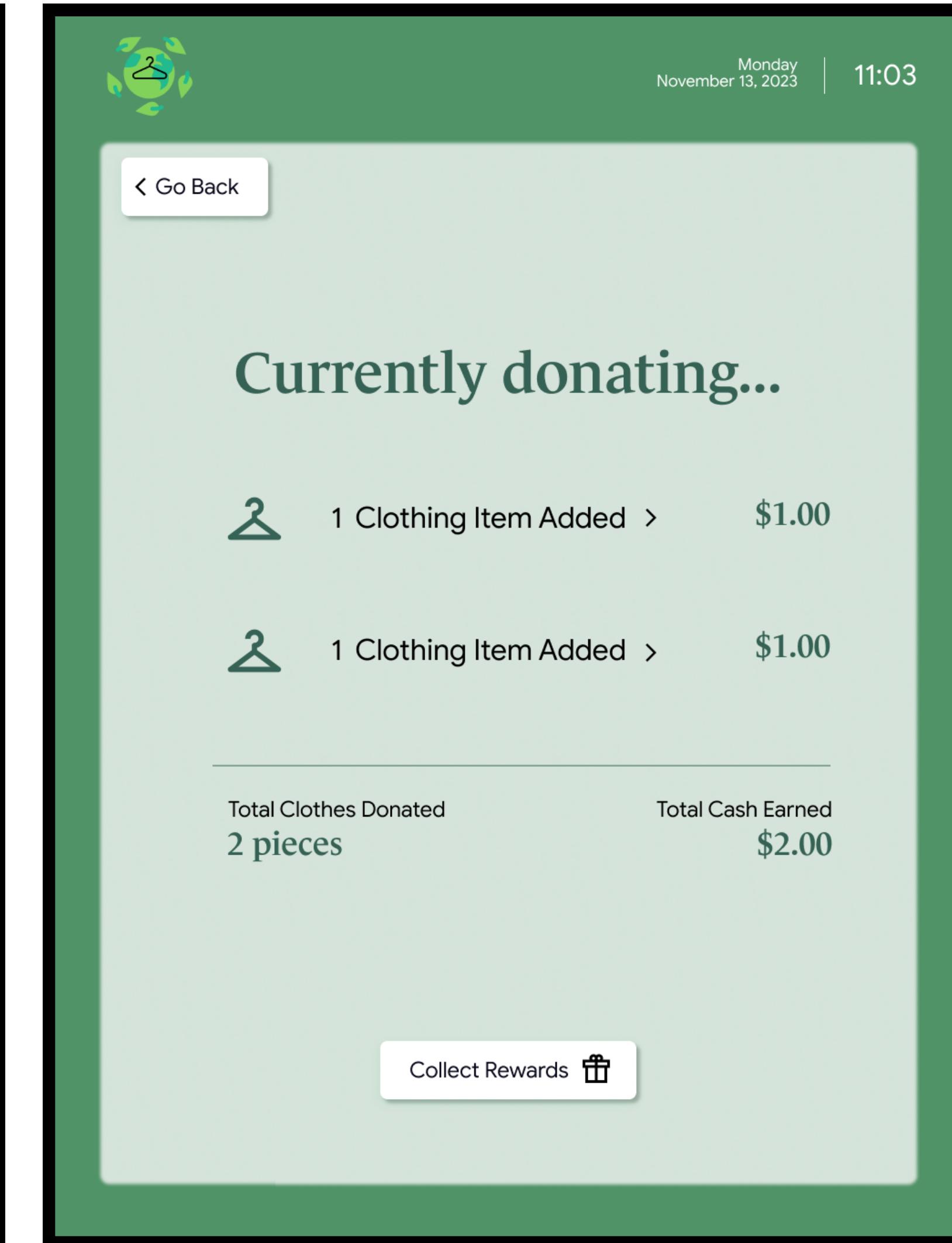
Landing Screen



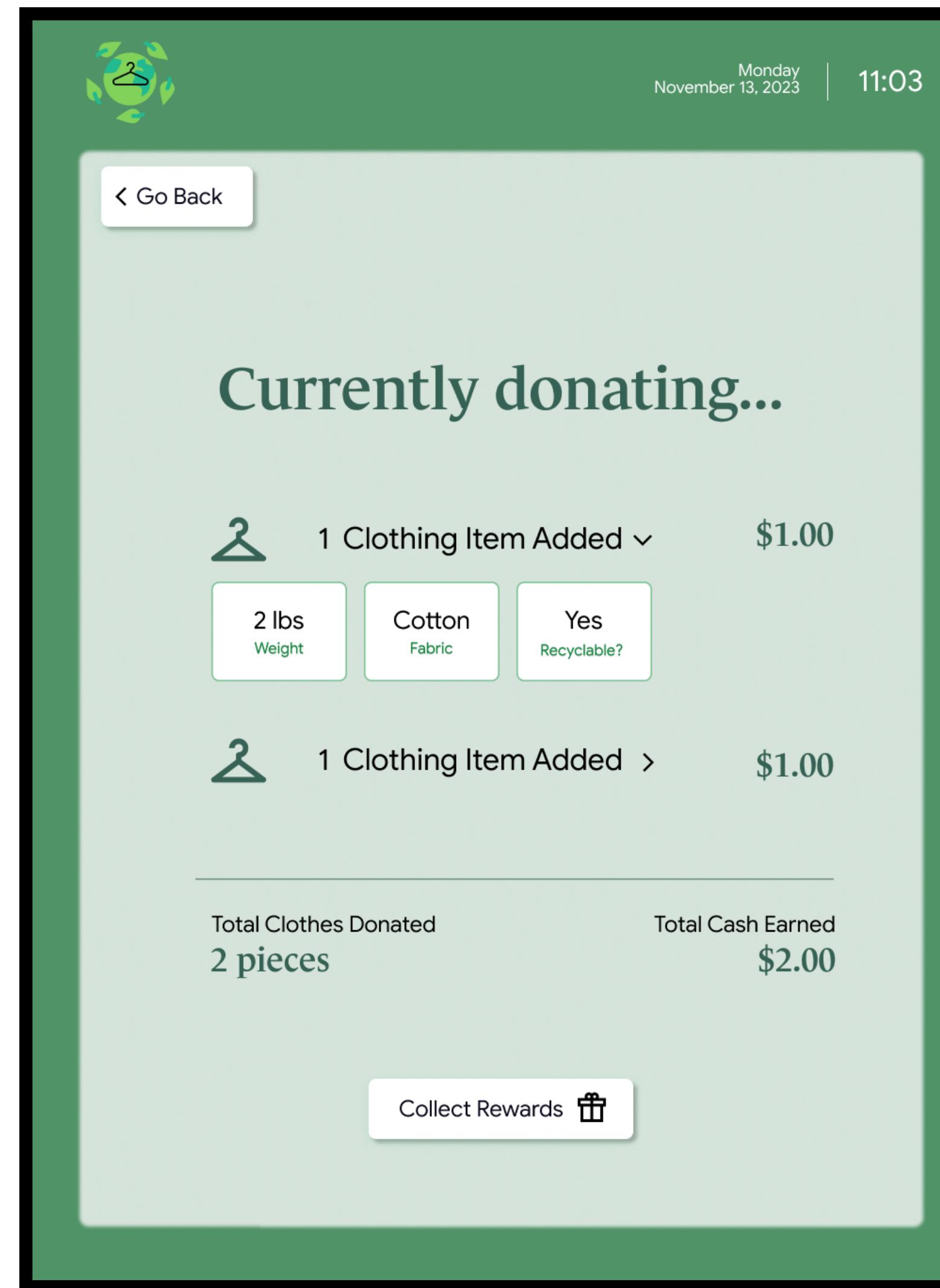
Instruction



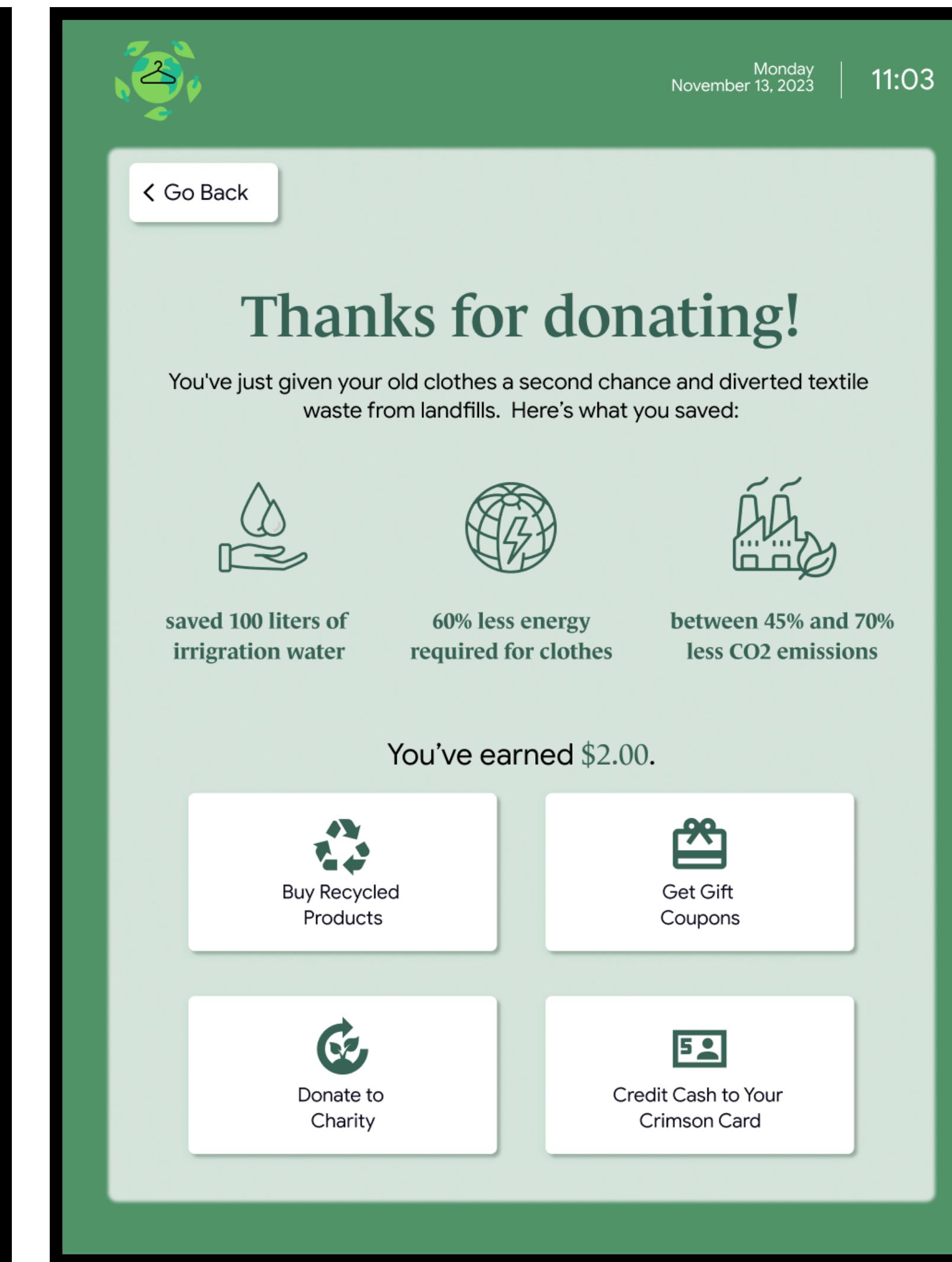
Swipe Screen



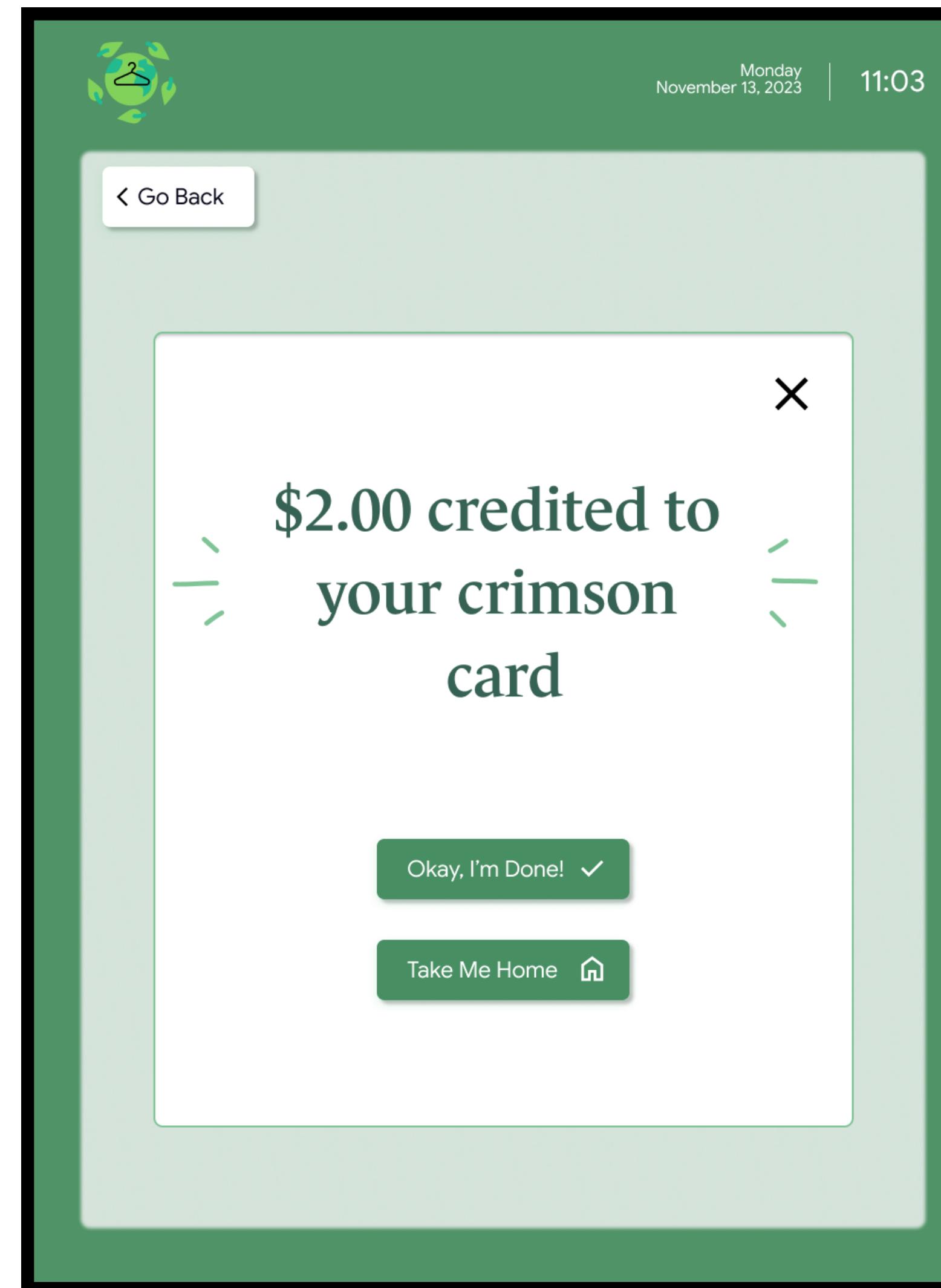
Donation Screen



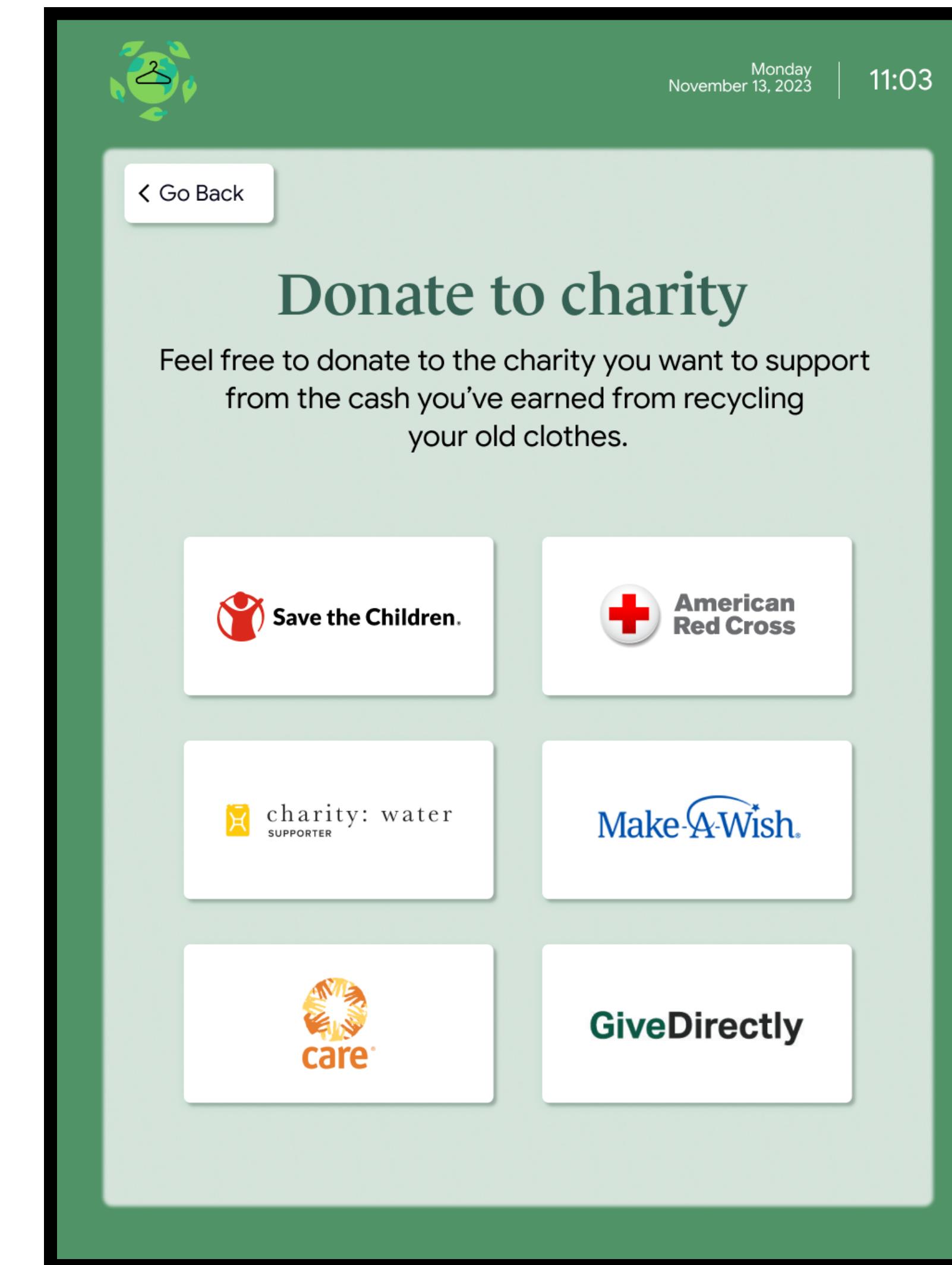
Donation Screen – Info



Rewards Selection



Rewards – Crimson Card

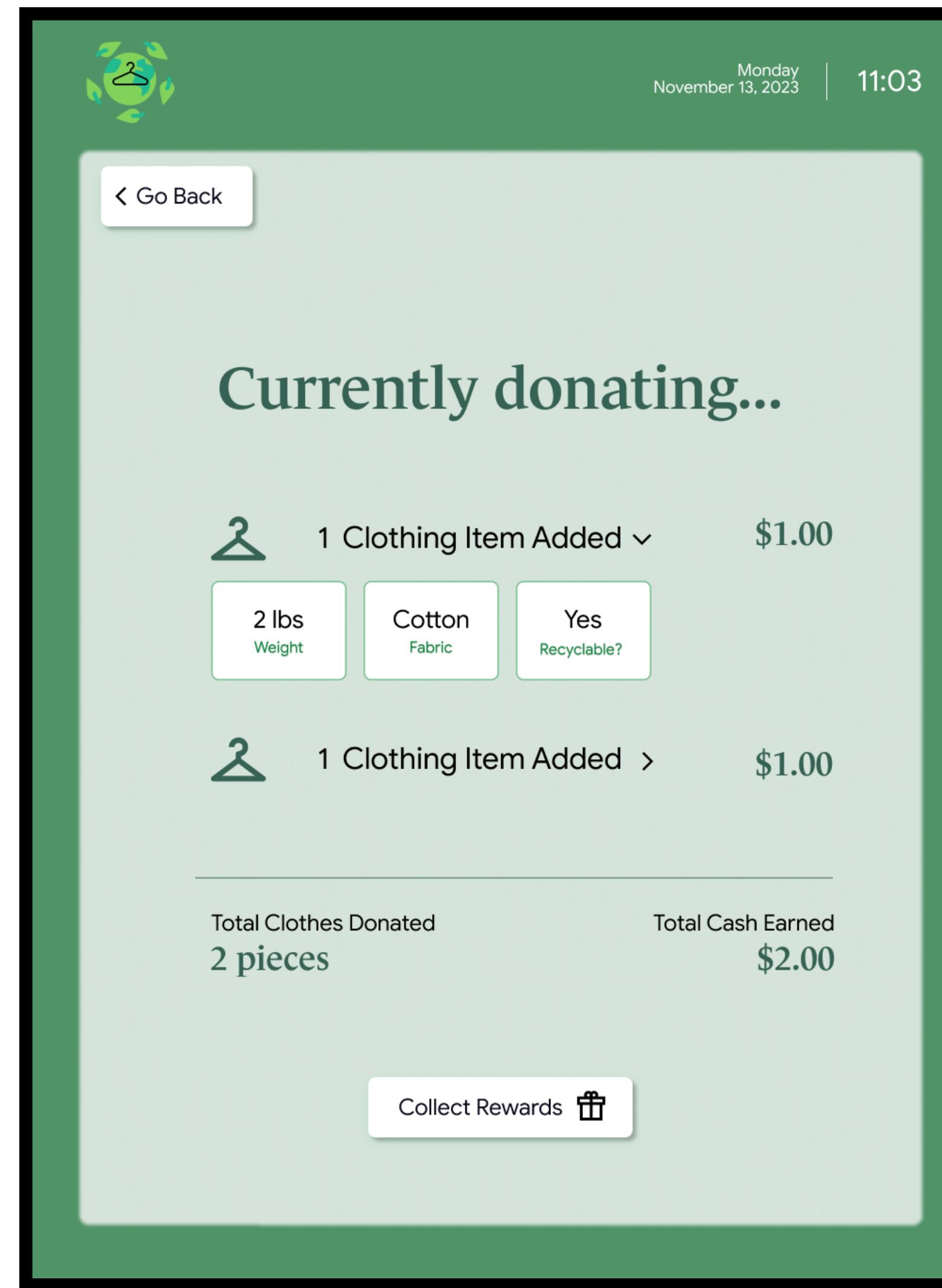


Rewards Selection

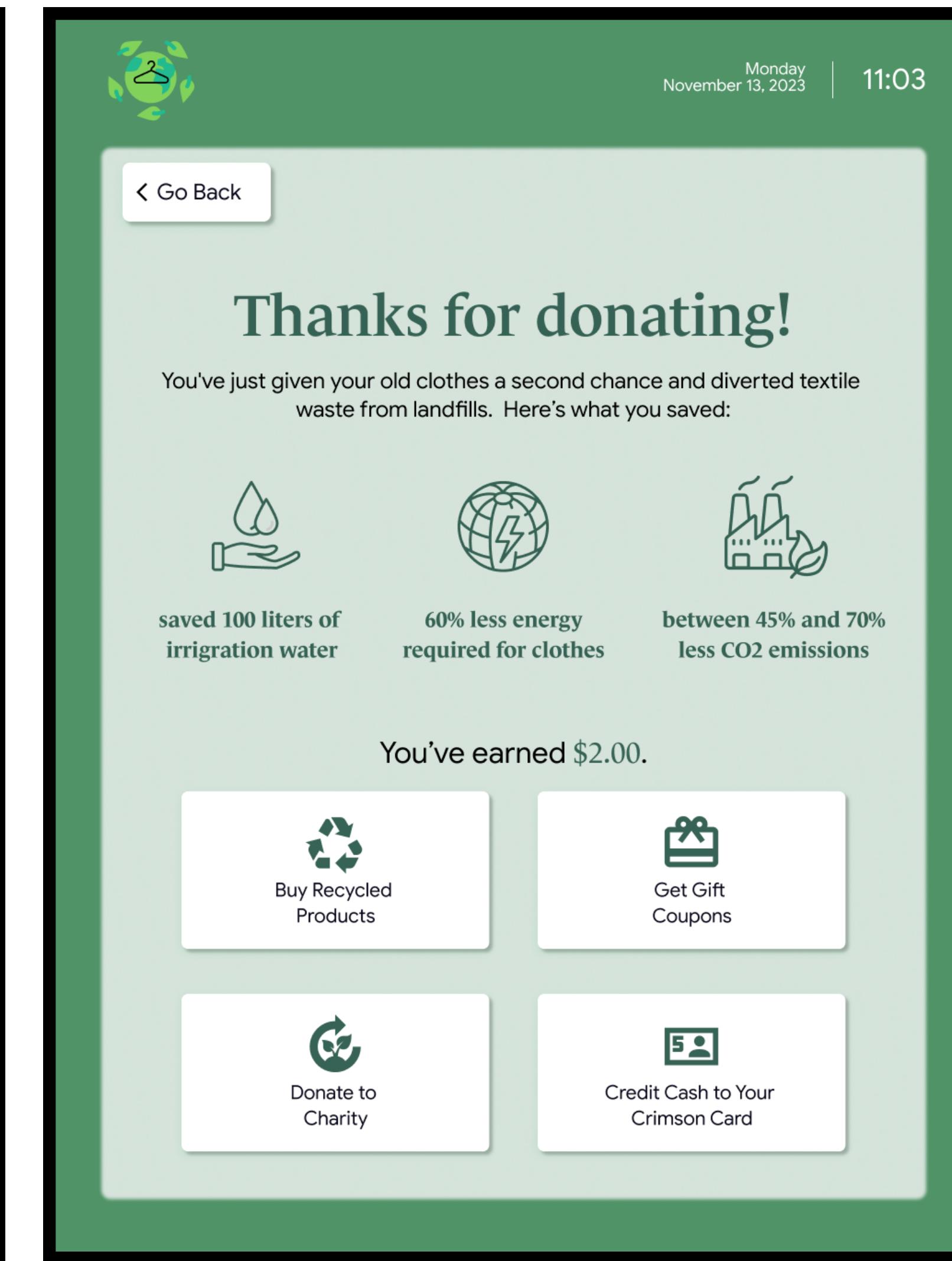
Thank you !

Any questions?





Donation Screen – Info



Rewards Selection