

# Frontend

Desktop solution:

- Browser plugin where users can save clothes they are interested in
- Web app that evaluates the clothes based on data that can be extracted from the original site (material, production country, production technique, brand)

# Backend

Step 1: Build a data classifier with expert knowledge

Step 2: Implement a bot that regularly gathers data from the brands and shops we want to support (either through web scraping or using their official API if they have one)

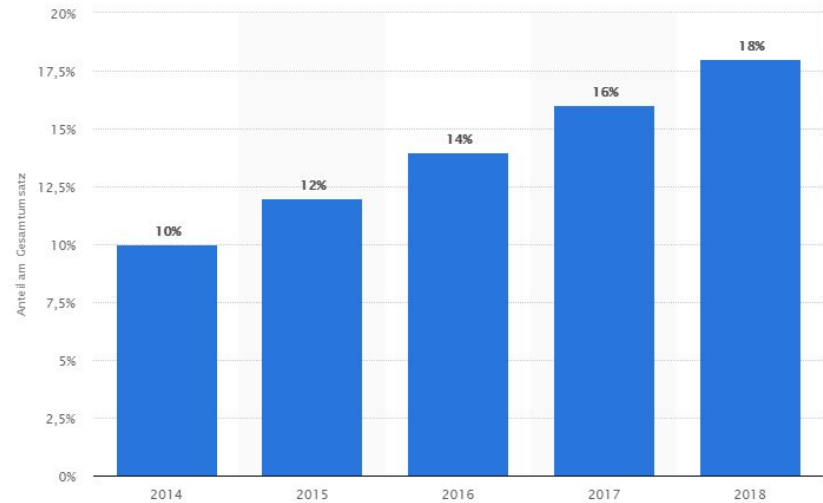
The collected data and the classifier are the backbone of our backend and recommendation system.

Step 3: Extract the data from the user-provided link (if not in database already), use the classifier and database to display the appropriate infographics and recommendations

# Target audience

People that shop online with an interest in making their lifestyle more sustainable

Online-Marktanteil am Gesamtmarkt Bekleidung und Schuhe in der Schweiz von 2014 bis 2018



Source:

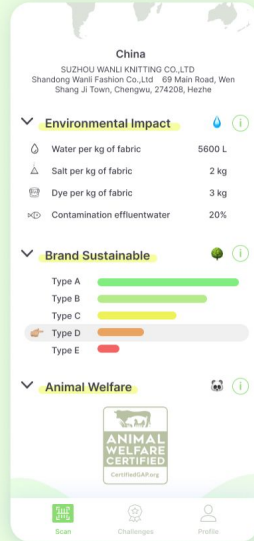
<https://de.statista.com/statistik/daten/studie/609849/umfrage/anteil-des-online-handels-am-gesamtumsatz-mit-bekleidung-in-der-schweiz/>

# Clothes Tag Scanner

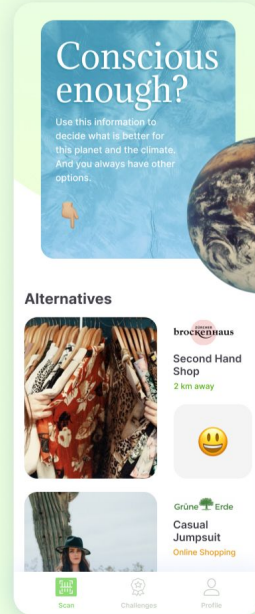
## URL Scraper & Scan of clothing tag



## Data Evaluation

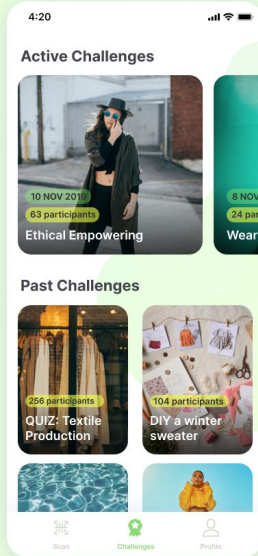


## Sustainable alternatives

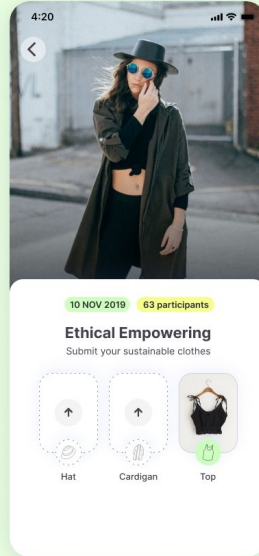


# Challenges

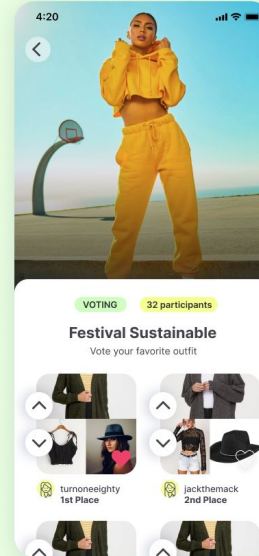
## Gamification Challenges



## Active Challenge



## Voting Challenge

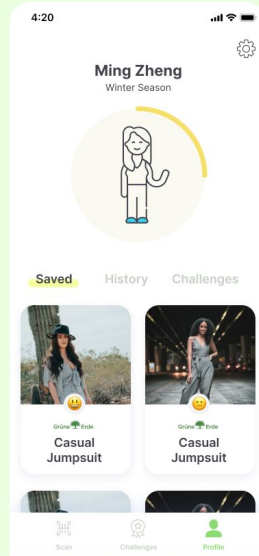


Once challenge is submitted, users have some days to vote their favorite outfits.

Challenge based on an existing outfit. User is asked to find a more sustainable version from the outfit.

# Profile

Participating in challenges,  
voting them, scanning  
sustainable clothes gives points  
to get outfits for the avatar



# Business Model Canvas

## Key Partners

Content Producers,  
e.g. Fashion Blogger,  
Journalists/Newspap  
ers, Volunteers

Donators, e.g.  
Institutions, private  
donors

## Key Activities

Build App  
Keep Content updated

## Key Resources

App ressources:  
Brand ratings  
Production country  
information  
Scientific Data  
Carbon footprint,  
water consumption  
etc. of materials

## Value Proposition

Conscious  
Consumers: get  
information, learn, get  
entertained

Content Producers:  
charity / get their  
name on the  
challenge

Donators: do  
something good

**Customer  
Relationships**  
Community

## Channels

App

## Customer Segments

Conscious  
consumers, who shop  
online with an interest  
in making their  
lifestyle more  
sustainable

## Cost Structure

Platform Development

## Revenue Streams

Donation based foundation

# Kickstart the app

- Team up with influencers that promote a sustainable lifestyle
- Scan clothing tag, image recognition used to extract information



# Keep engagement with the app

- Challenges
  - Find an outfit for a given theme with a high sustainability rating (using “new” items)
  - Create an outfit from pieces that you haven’t worn in 2 years
  - Quiz (e.g. to educate on the 5 biggest misconceptions in sustainable fashion)
  - Challenges can be done within the Fashion Conscience community, a group of friends or just for yourself
- Newsletters
  - Partner up with news sites that report on these issues

# Potential threats

- People that love shopping don't like to be told that they're wrong, we try to give non-judgemental feedback and allow the users to make their own decisions

# Extensions - Mobile solution

- Save a piece of clothing in the app using a web link
- Scan clothing tag, image recognition used to extract information

## Extensions - Virtual closet

- User marks clothes that were bought or scan the clothes they own
- When planning a new purchase the app tells you that you already own a similar piece

# The awesome team



Alexandra Studer, Isa Simo, Ming Zheng, Callum Maguire (1day only)