



Easymatch



PROJECT 4 Conscious Consumption

What is Conscious Consumption

Conscious consumption is a new philosophy for those who care about the future of our planet. Supporters of conscious consumption offer consumers a more responsible approach to shopping. And since the textile industry is one of the most harmful to the ecology sectors, activists call upon to think whether it is really necessary to update the wardrobe every year in order to follow the latest fashion trends?

FAST FASHION

The logo for H&M, featuring the letters 'H' and 'M' in a stylized, red, handwritten font, with an ampersand between them.The logo for ZARA, featuring the word 'ZARA' in a bold, black, serif font.

The most cruel fact is that even in the second-hand clothing recycling market, most of the fast fashion clothes cannot be donated due to poor quality and strange styles.



User Research

Questionnaire

Number of respondents: 50

Group: Young women aged 18-26

Questionnaire Result

·**100% of those who have ever bought fast fashion**

·**TOP3 reasons to buy fast fashion clothes**

- Fashionable style
- Variety of styles
- Cheap

·**Top 5 problems encountered when buying fast fashion brand clothes**

- The fabric is cheap and poor quality
- Difficult to match other clothes
- No suitable size
- Easy to consume impulsively
- Buy similar styles

PACT Analysis

People

- Female college student
- Smartphone users
- They like to pursue fashion
- They don't have a stable source of income
- They always consume impulsively
- They are susceptible to trends
- They bought a lot of clothes because matching clothes is difficult to them

Activity

- Save money
- Learn how to match clothes
- Save time choosing what to wear
- Find the style they like and suit them

Context

- Social environment- usually at home, office, subway, etc.
- Support-teaching of supporting activity(app use teaching), demo, new knowledge about clothes matching , and shopping function.

Technologies

- Screen size: Iphone12

Persona



Zhang Lu

Money spent on clothes every month: 600-1000¥

Age: 22 Location: City Occupation: College Student

I don't have much money to spend on clothes, fast fashion is very cheap, so I can buy more clothes with less money, But I still spent a lot of money on clothes, and I didn't buy clothes in fast fashion stores that could last more than a year.

Goals

- She want to try to spend a little less on clothes
- She wants to quickly know what clothes she is suitable for and reduce her cost of trial and error
- She wants to increase the utilization of her existing clothes

Need

- Software that can directly purchase high-quality clothing
- Knowledge of matching clothes
- Way to find the style is suitable



Wang Fei

Money spent on clothes every month: 1000-1500¥

Age: 26 Location: City Occupation: English Teacher

I go shopping for clothes almost every week, not just clothes from fast fashion brands, I may try to choose better quality clothes, but now fast fashion is not so cheap and the quality is not good. For me at work, the quality and compatibility of clothes are really important. I don't have so much time every day to think about what to wear.

Goals

- She wants to save time on think about waht to wear
- She wants to find better quality clothes instead of more fashionable
- It would be better if there is way to reduce the money spent on clothes

Need

- Software that can directly purchase high-quality clothing
- Help to figure out in advance what to wear the next day
- Knowledge of matching clothes
- Way to find the style is suitable

Competitive Research



The end of research section is competitive research, According to the results of the previous questionnaire, the apps for most female users to learn how to dress and choose clothes are Xiaohongshu and tiktok, so we conducted research on these two apps.

The information release is mainly based on kol or merchants, so it is inevitable that there will be a lot of advertisements and disagreements, and there is no user-centered standard for matching clothes.

Different from other products, Easymatch hopes that users can reduce their purchases of clothes instead of buying more clothes, and they can actually start from a small thing in life like organizing their own clothes and learn to match clothes and start to get out of the trap of consumerism instead of passively accepting ideas.

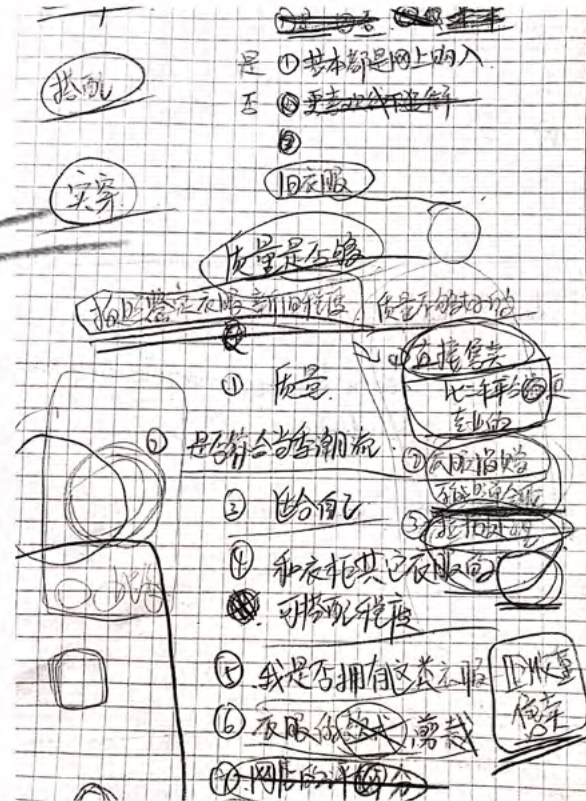
新风格

我风格

综合法

包纳姆效应

风格不能适合所有人
但也不能不适合所有人



① 便宜 便宜再特

② 去不了实体店 → 网购质量不好

③ 更低的價格 更新的款式

18-25年女性 城市 ①

① 收 市

② 追求時尚 學校 宣傳

③ 夜托更新快 → 不太大樣量

~~大眾受 trend 影响~~

Personna: 女學生 fashion follower

人 no 拍

low saturation
↓
color: purple

warm happy, lively.
cold graceful

high standards
focus on
large amount of users.
add some shopping functions
to
sort out my needs
style testing

clothing retailer to settle in
attract the micro market

APP mini program 发现最美的你

美颜修片 播放 小红书, 微博, B站.

① 首先是喜欢, 其次才会

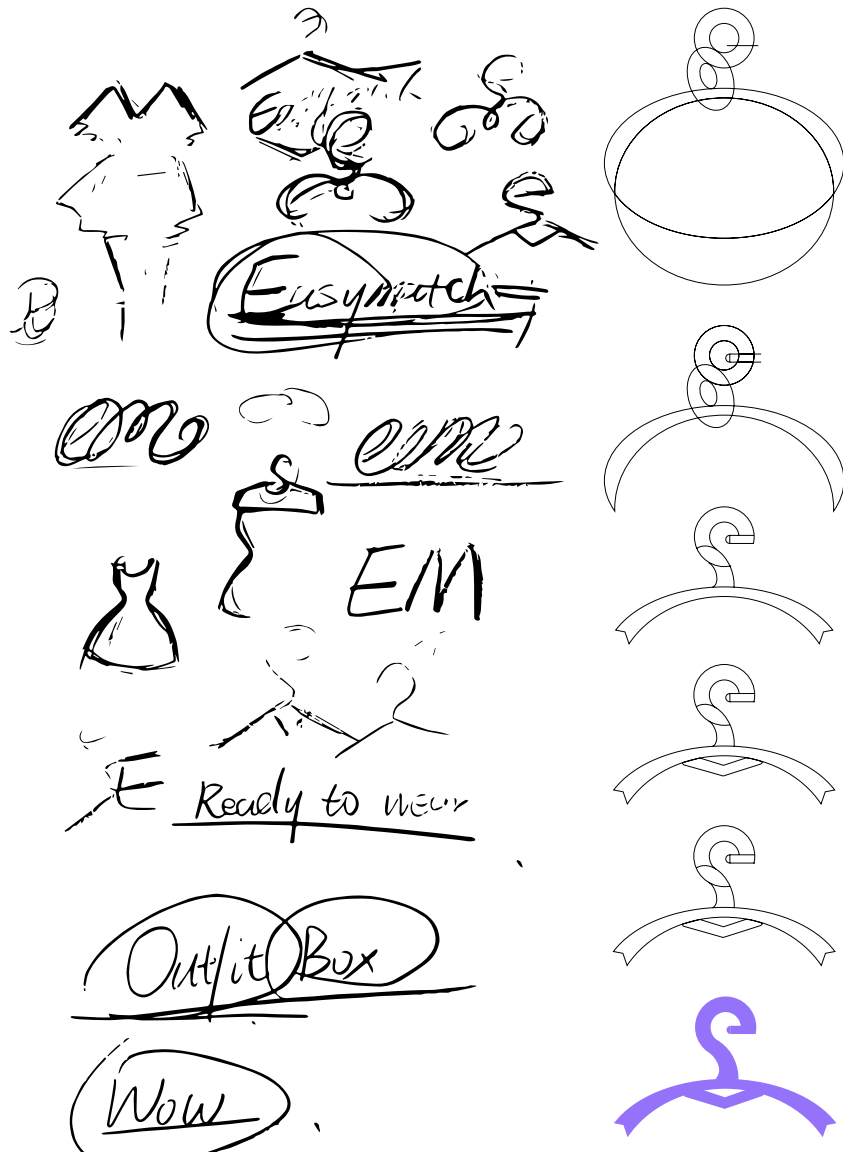


②



A hand-drawn sketch of a t-shirt, a cap, and a bag. The t-shirt is a simple outline with a crew neck. The cap is a simple outline of a dome with a brim. The bag is a simple outline of a rectangular bag with a handle.

VISUAL DESIGN



Design Concept:

The brand name is Easymatch, So my logo design combines E and M, and it's shaped like a hanger, fitting the theme of the app, and adding the ribbon element to make the logo more feminine to fit the app audience



Key Words:

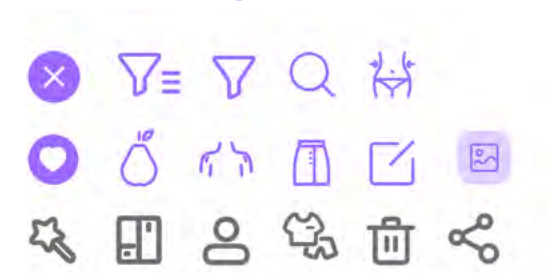
Gorgeous, Fancy, Graceful, Mysterious



Main Color:

● #9672FB ○ #FFFFFF

Icons Design:



LOW-FI WIREFRAME

log in



log in (2)



log in (3)



Homepage



Homepage



Style testing



Style testing



Style testing



My wardrobe



Add matching



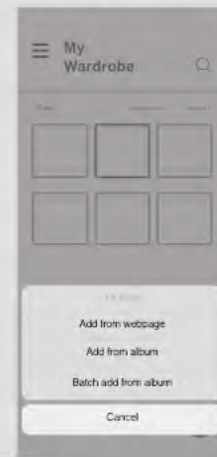
classification



Tops



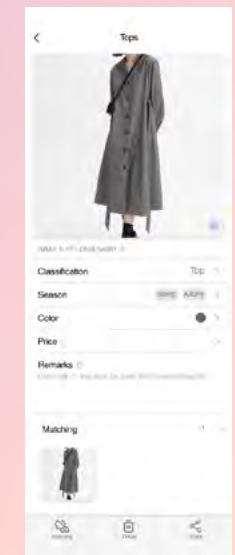
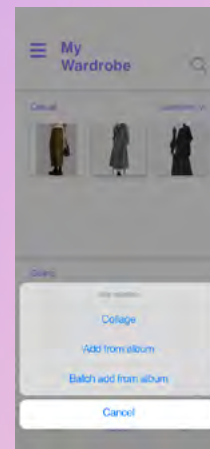
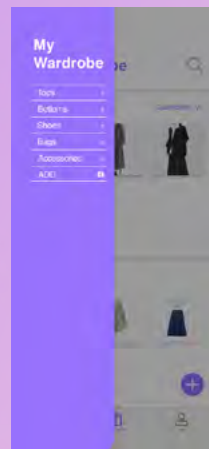
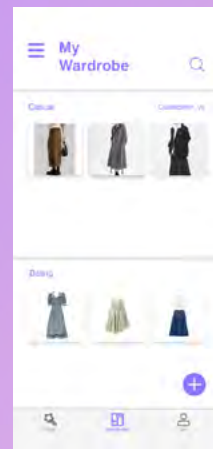
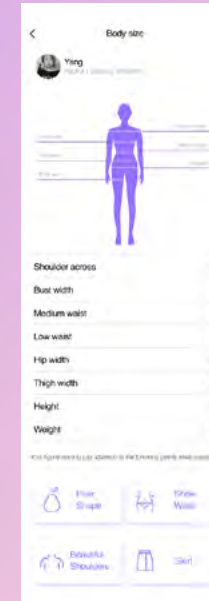
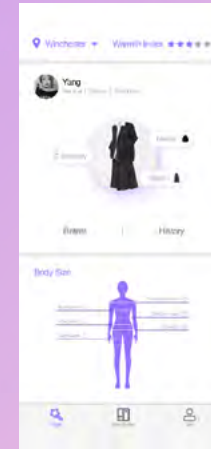
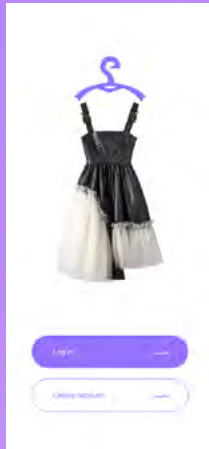
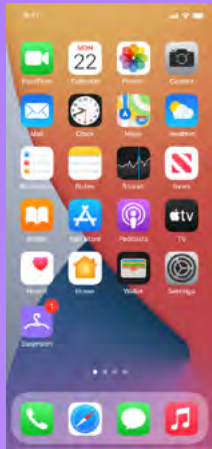
Add clothes



Setting



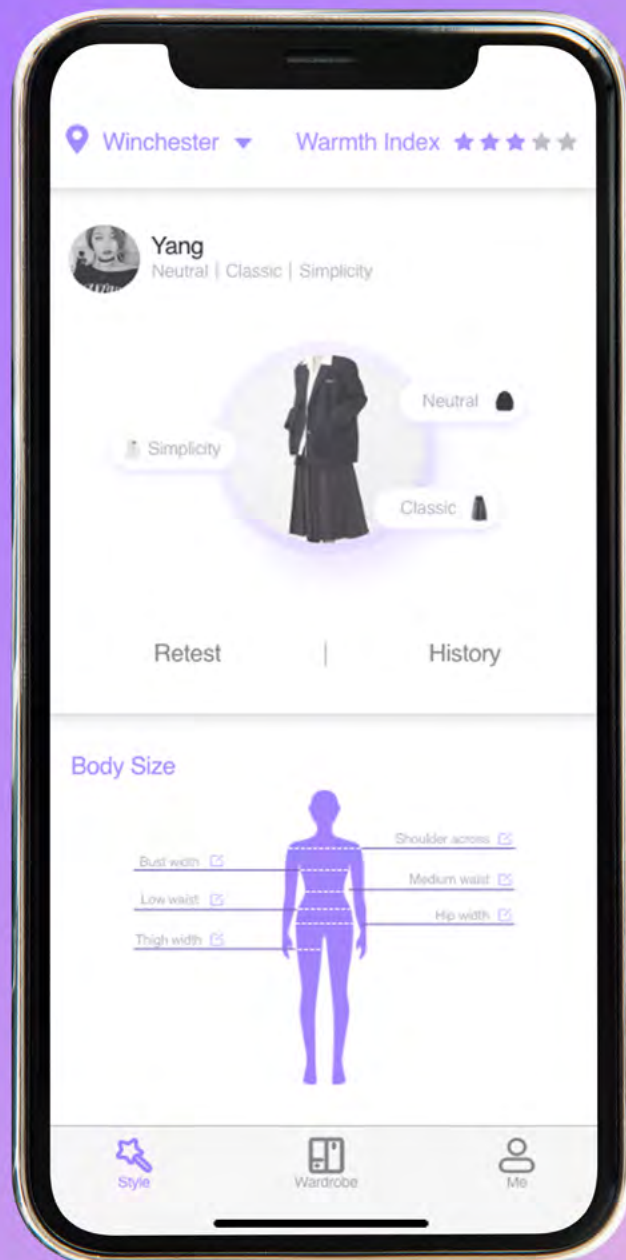
HI-FI WIREFRAMES



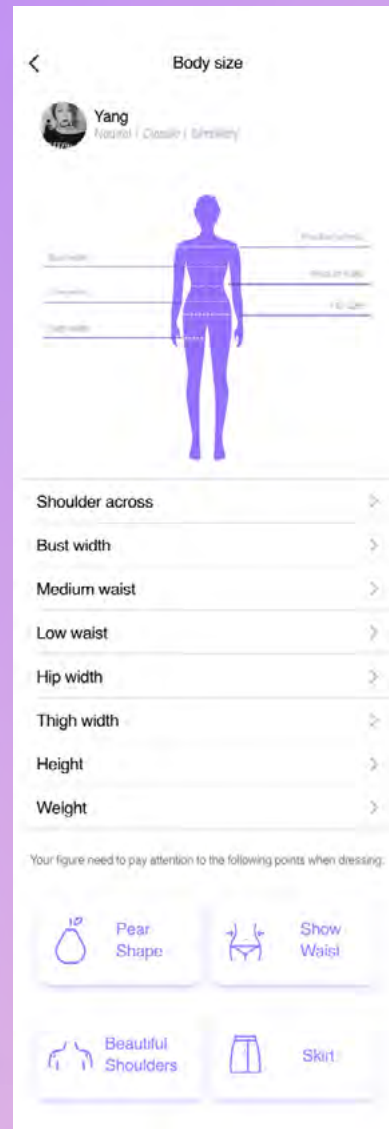


STYLE TESTING

The user can swipe left to dislike and right to like to test the style of clothes the user likes



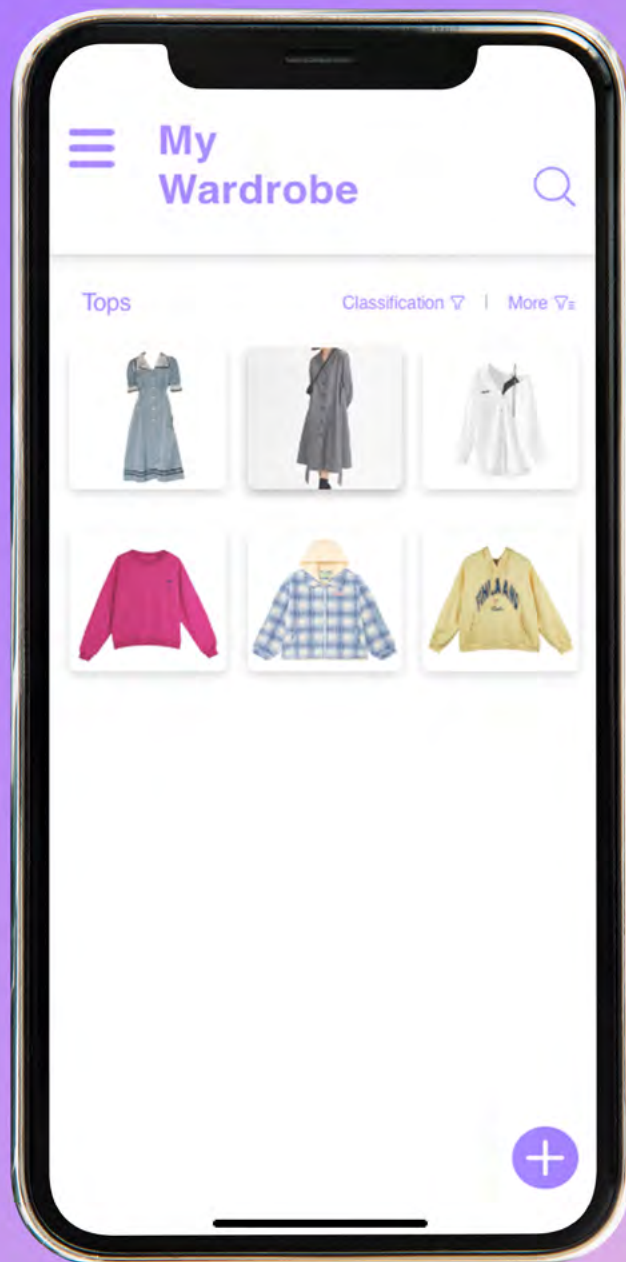
STYLE PAGE



After completing the test
Users will enter the main page

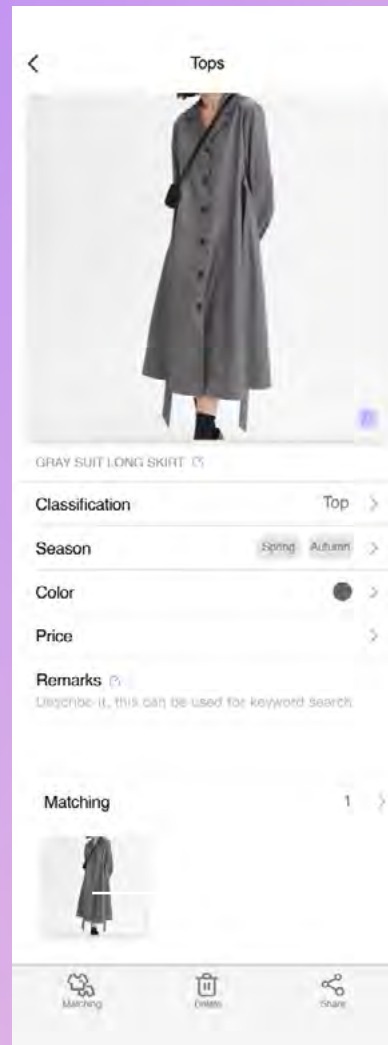
————The user enters the body data

————You will get professional
dressing advices about
clothes that suit you in
your favorite style



MY WARDROBE

The classification function of the wardrobe: click into each of the clothes you add, you can edit the label and inspiration matching



edit the label of clothes

edit the inspiration matching

Mini Prototype

