



Styled

Hello! We are **iFitted**.



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PM



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Problem Context

Lack of diversity in accessible outlets for individuals who want to



Seek a new fashion style



Learn about & make
eco-conscious decisions



Efficiently manage
clothing items



Have a supportive &
inclusive fashion community



Explore and experiment
with new styles

Key Research Insights

Microtrends & fast fashion encourage overconsumption.

- Lack of sustainable and diverse options in fashion industry
- 92 million tons of clothing-related waste is produced each year
- Fast fashion produces half a million tons of microplastic

Key Research Insights

"True fashion comes from knowing what to do with the clothes you already have."

Participants want:

- to keep track of personal pieces and plan outfits ahead of time
- a community that fosters a safe space
- to provide/receive guidance on fashion styles

How can young adults aged 18 to 26, interested in fashion, establish an online fashion community that promotes ethical values, confidence, and conscious decision-making?

Key Concepts

Styled Goals

1. Promote ethical values, inclusivity, and sustainability
2. Have an avenue where others can get advice and support
3. Help improve confidence of users

MVP Features

1. Profile
2. Digital Wardrobe
3. Sustainable Tools
4. Communities

Dior Simons - Fashion Guru

Age: 24

Education: College graduate

Loves to thrift, has a lot of clothes

Cares about her style

Involved in fashion community

Goals

- Organize wardrobe
- Encourage sustainable/ethical values
- Find a safe and inclusive community

Styled



Why would fashion gurus use Styled?



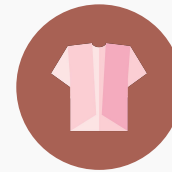
Give those new to fashion
styling advice



Organize wardrobe;
create album for looks



Promote & make more
sustainable choices



Post outfits and
aesthetic on profile

Daniel Adams - Fashion Novice

Age: 18

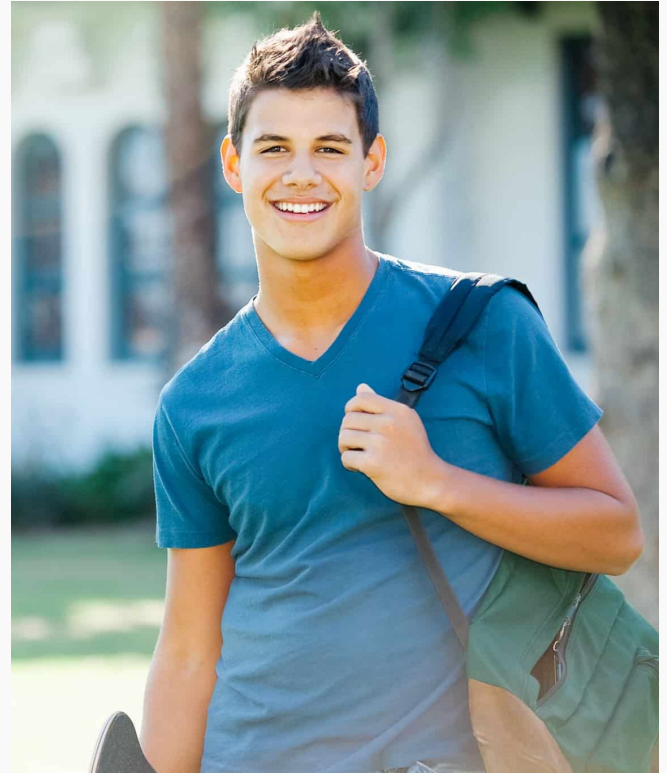
Education: First year at UW

New to fashion

Exploring new style

Goals

- Learn how to style
- Feel more confident
- Find community to get styling advice



Why would **fashion novices** use Styled?



Explore fashion
aesthetics



Learn how to style
& be sustainable



Community
involvement

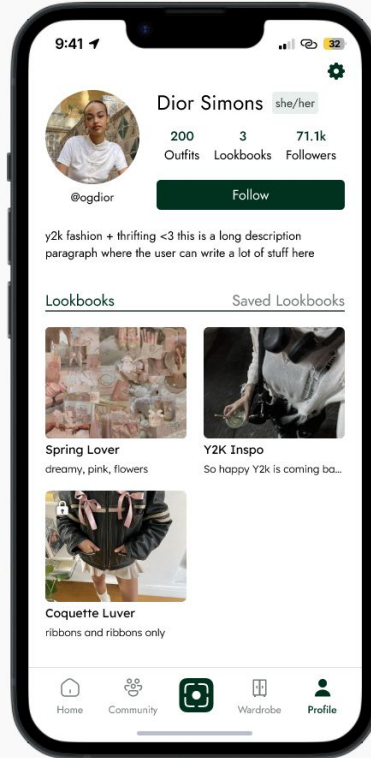
Solution Approach

1. Profile
2. Wardrobe
3. Communities
4. Sustainability

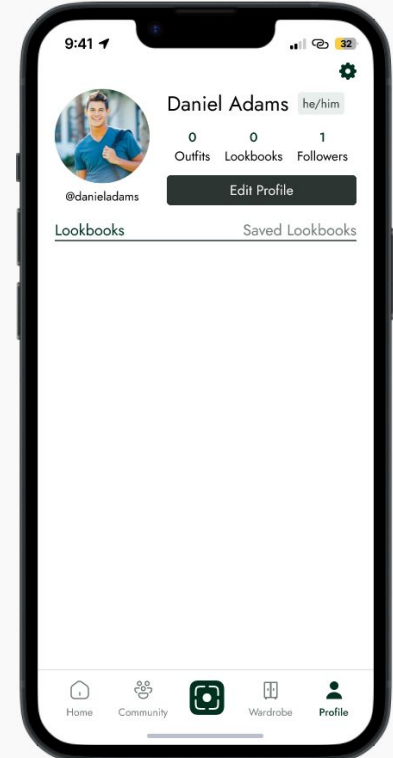
Profile

Follow other users to keep updated on lookbooks* they post

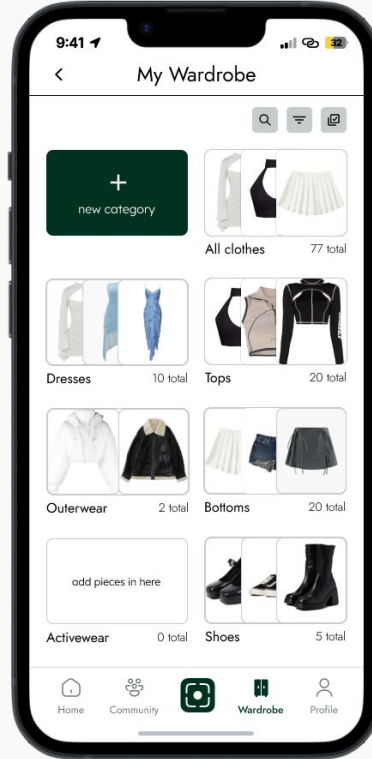
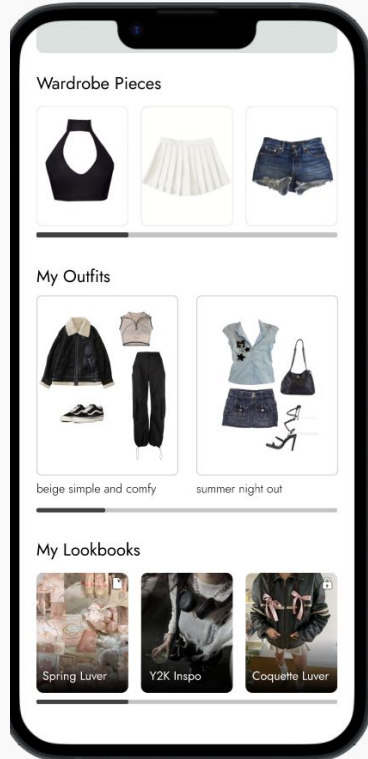
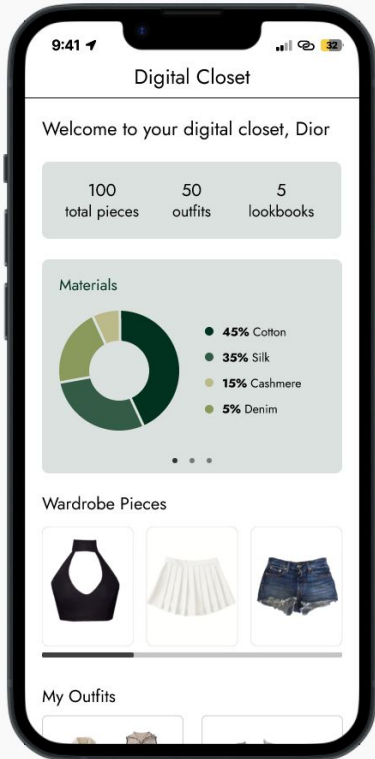
*Lookbooks: outfits put together based on a theme or category



Edit your profile to your liking



Digital Closet + Wardrobe



See your pieces,
outfits and lookbooks
you have created

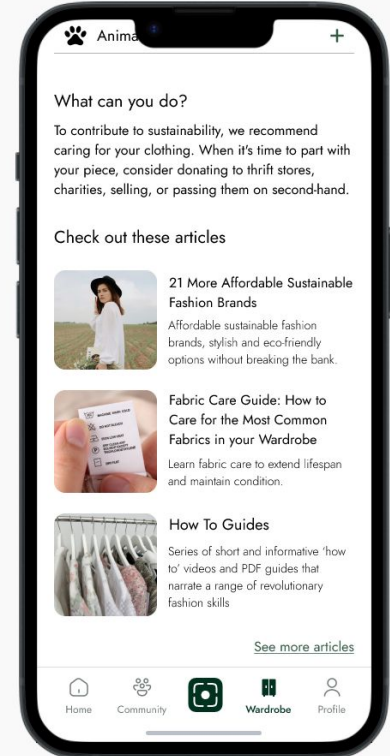
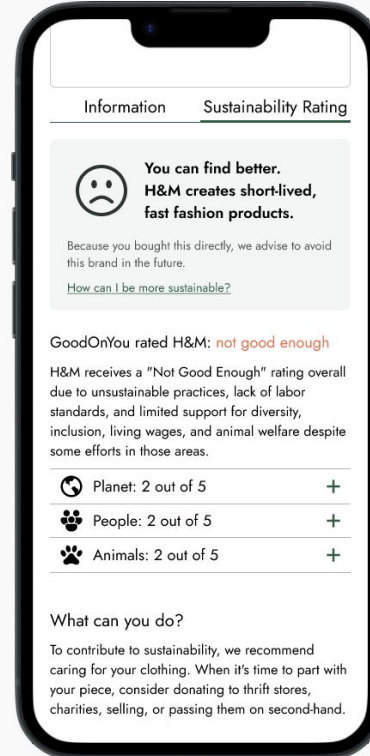
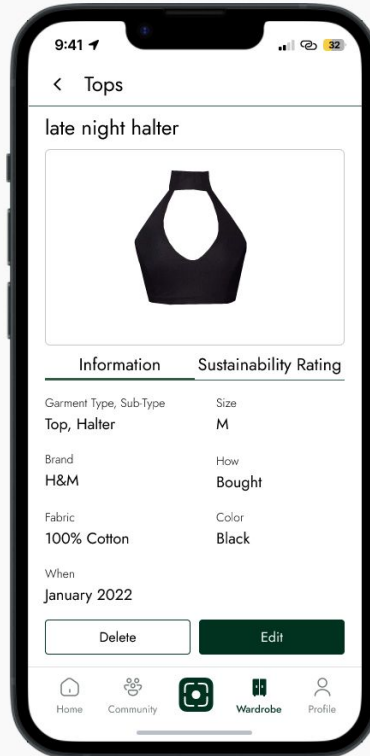
View your statistics

Wardrobe: Pieces

Input information of your piece

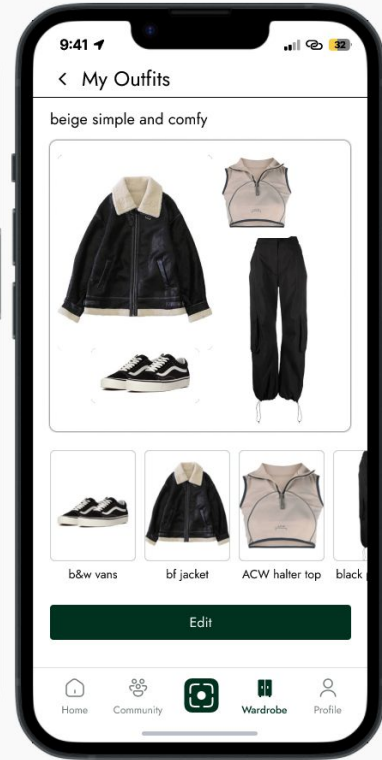
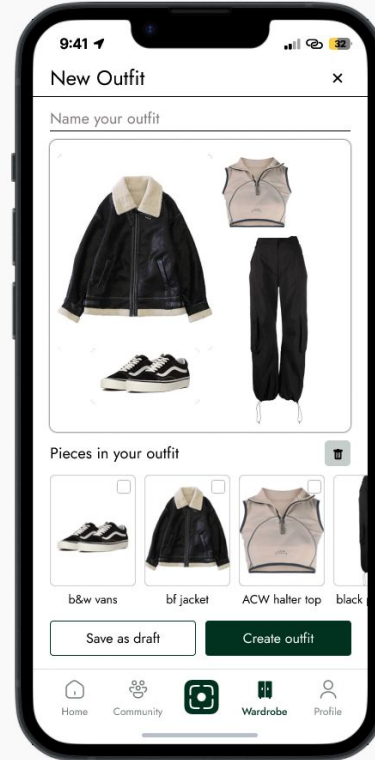
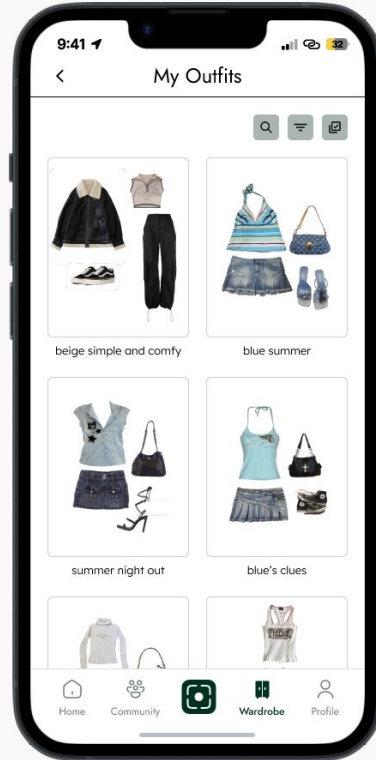
View the sustainability rating of your piece based on GoodonYou

View articles to care for your clothing and be more sustainable



Wardrobe: Outfits

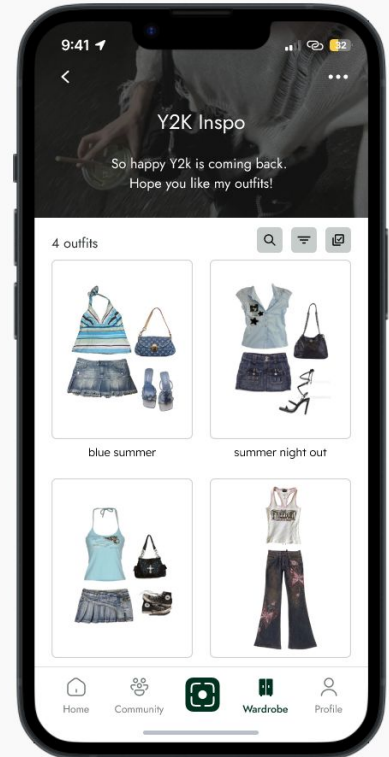
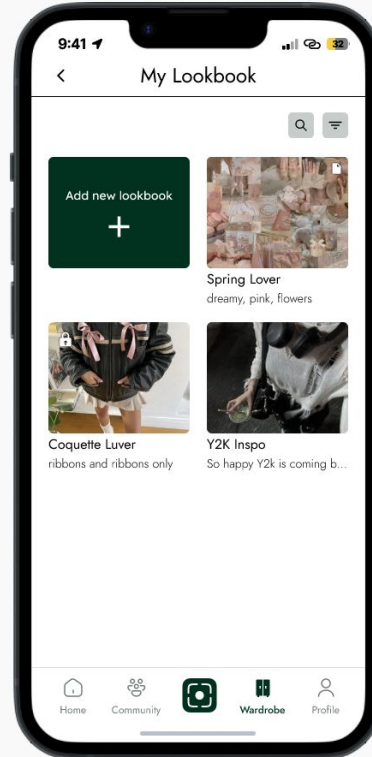
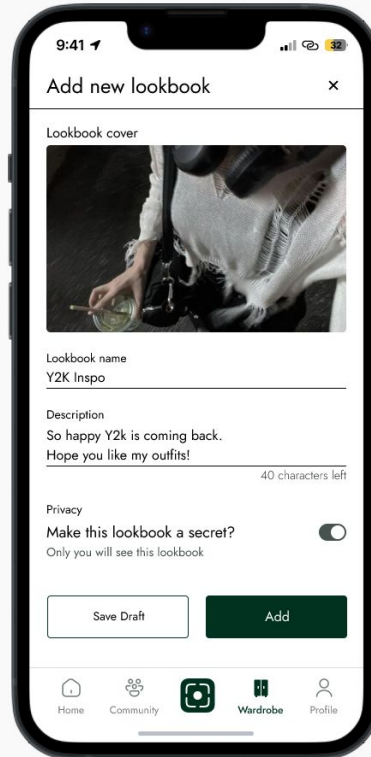
Put together an outfit by combining multiple pieces of clothing



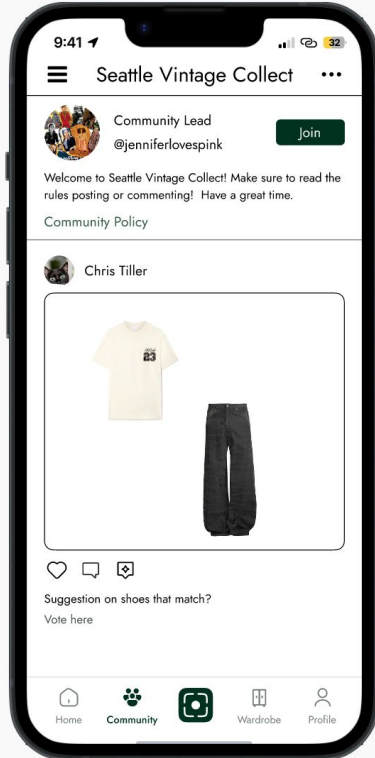
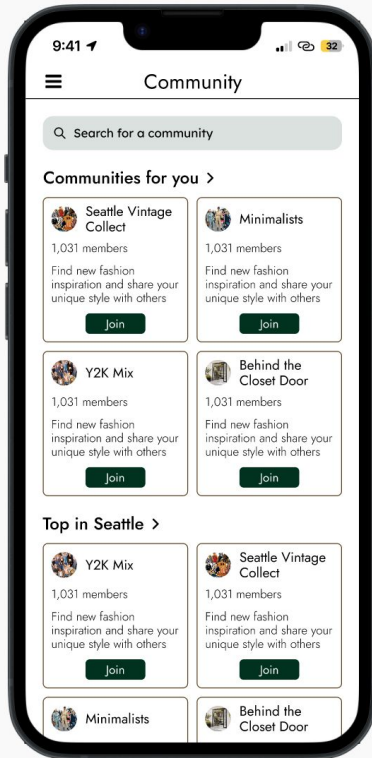
Wardrobe: Lookbooks

Create a lookbook where you can add multiple outfits

Show your lookbook publicly or make it a private lookbook



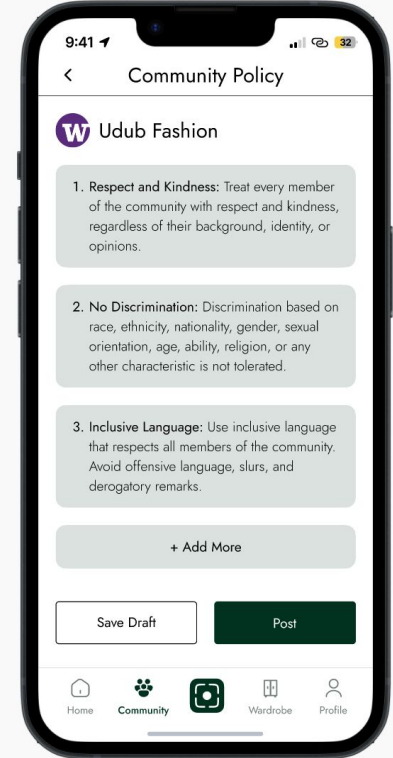
Communities



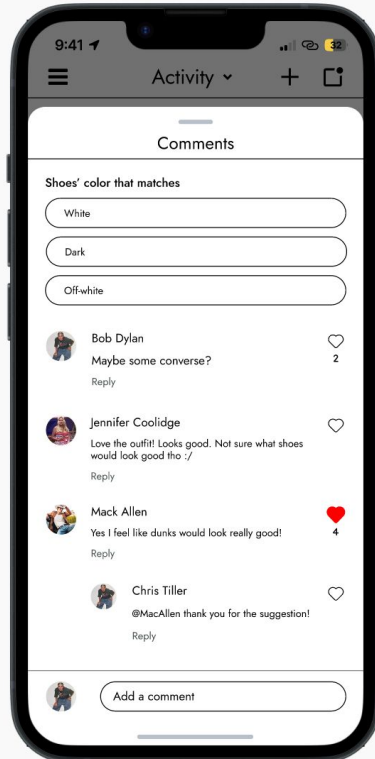
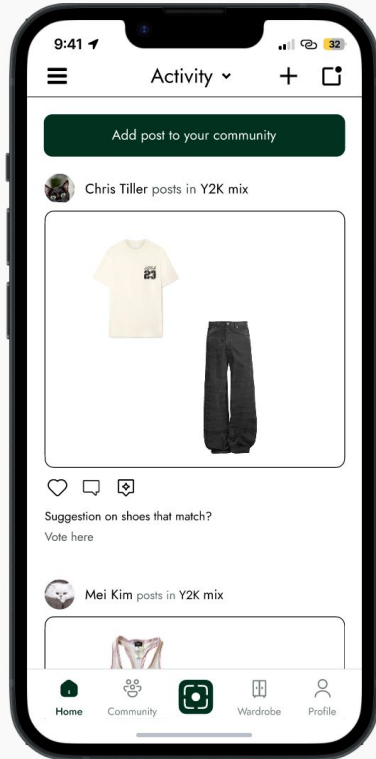
Users may join private or public communities based on their interests

Users can create their own community.

Users must maintain the community guidelines of our app & can create their own guideline.

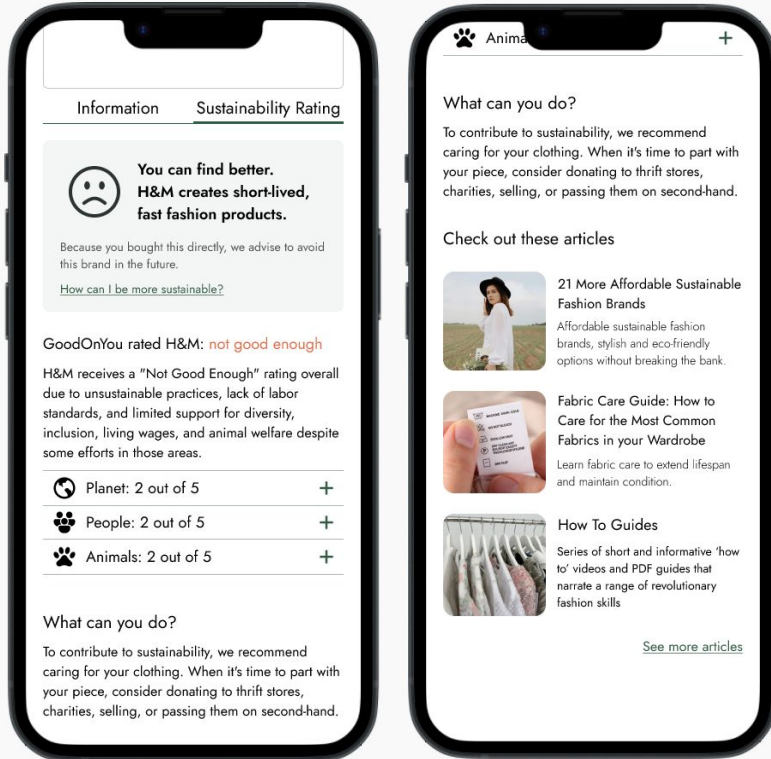


Communities: Home Page



Users can add posts to the communities they are in, comment, like & interact with others

Sustainability Tool: Pieces Sustainability Rating

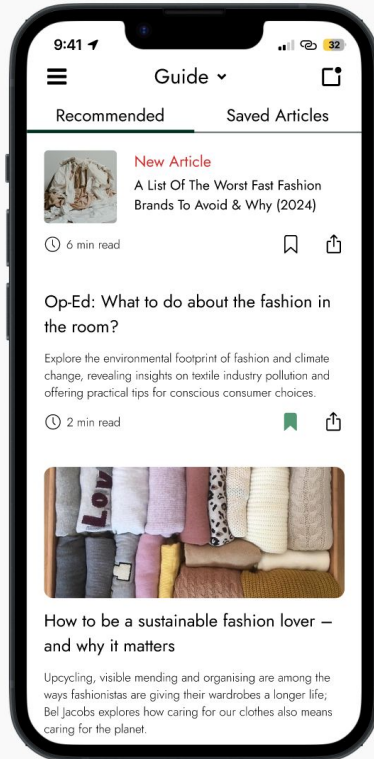


Pieces in a user's closet will obtain a sustainability rating based on how the user obtained the item and brand sustainability.

We provide actionable suggestions for users with low sustainability rating score through articles.

If a user thrifted a piece, which would be a good sustainability score, they can check out other tools (fabric care, diy, etc.) to learn more ways to be sustainable.

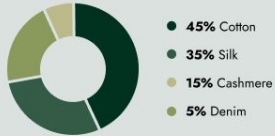
Sustainability Tool: Guide



Educational based articles surrounding various sustainability topics like upcycling fashion, importance of eco-conscious choices, and affordable sustainable fashion options

Sustainability Tool: Wardrobe Wheel Statistics

Materials



Your Closet Sustainability Score



Your Closet Sustainability Score



Great! Your wardrobe choices reflect a strong commitment to sustainability.

You're reducing your environmental footprint and making a positive impact on the fashion industry.

Your Closet Sustainability Score



You're on the right track, but there's room for improvement.

You have significant portion of clothing from fast-fashion or unsustainable brands.

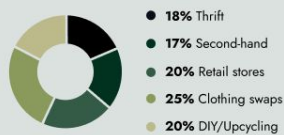
Your Closet Sustainability Score



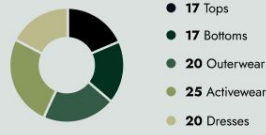
You predominantly purchase clothing from fast-fashion/unsustainable brands.

You are contributing to environmental degradation and poor labor practices. It's time to rethink your shopping habits and prioritize sustainability.

Ways you acquired clothes



Pieces you own



Rating of Brands You Own



Statistics are based on:

- a user's wardrobe and will show their overall score
- clothing brands
- how they acquired items

Demo



Concept Validation



Users will utilize fashion communities.

"I would love to join an online community where I'm surrounded by others who inspire my style."

Concept Validation



Users find value in curating their wardrobe.

"This would help me pick an outfit and search for more inspiration."

Concept Validation



Users find value in sustainable features we provide.

"I like the involvement of sustainability in the app.
I wish there were more apps like this."

Ethical Considerations

Our Values

1. Sustainability
2. Community
3. Inclusiveness

Potential Harms

1. Consumerism
2. Exclusiveness
3. Privacy

Addressing Potential Harms



Wardrobe encourages users to utilize what they have, not buy more



Support education & promote sustainable guides



Community policy to maintain positive community



Public/Private setting

Next Steps Beyond Capstone

Open source for future teams

1. Figma
2. Documents folder (testing, sustainability criteria, spec, etc.)
3. Github (public repo)

Thank you!

Any questions?