Fashion Footprint

INFO 492 Intensive Capstone SP 24

Project Overview

Megan Chiang, Sabrina Fang, Salley Fang, Jasmine Wong

Team Introduction

Megan Chiang

Brand Scraping Specialist
Full-Stack Developer

Sabrina Fang

Web Scraping Specialist
Full-Stack Developer

Salley Fang

API Integration Specialist
Full-Stack Developer

Jasmine Wong

Material Scrape Specialist
Full-Stack Developer

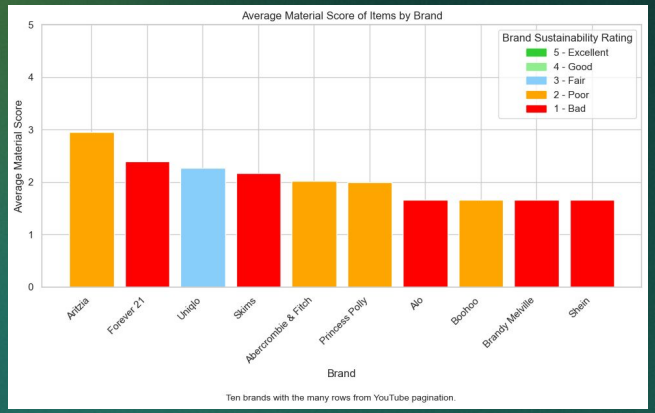
Problem Statement

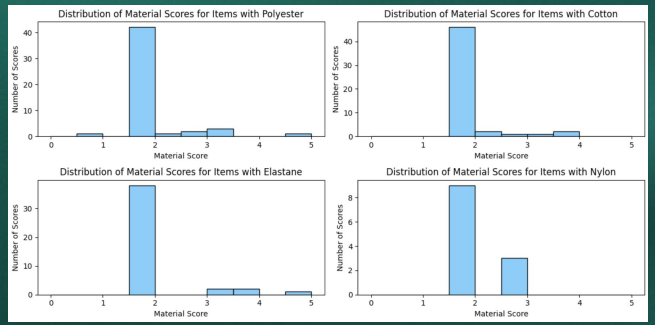
The rise of overconsumption, influenced by YouTube creators, requires a solution that provides viewers with access to sustainability information about clothing items featured in videos, addressing the lack of real-time automated tools to assess environmental impact.

Problem Context

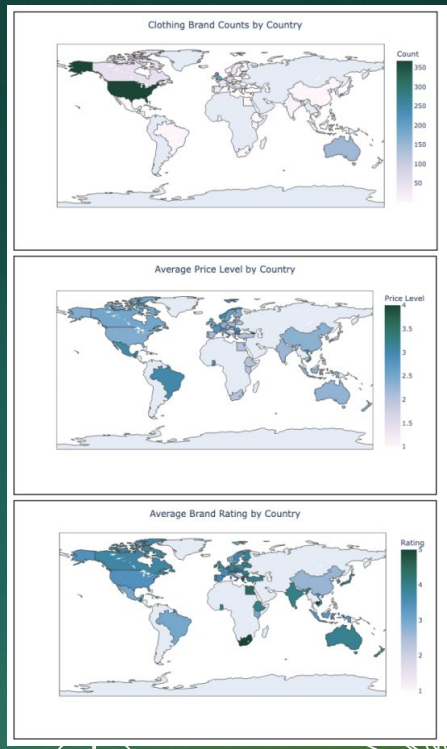
- **Environmental Impact**: The fashion industry contributes to significant environmental issues, including resource depletion and 6% of global greenhouse gas emissions
- **Waste Crisis**: Up to 92 million tons of textile waste are generated annually
- **Labor Exploitation**: Long hours, low wages, and unsafe working conditions
- **YouTube Influence**: Fashion influencers often promote brands without addressing sustainability, affecting consumer choices
- **Information Gap**: Viewers lack real-time sustainability information for clothing featured in YouTube videos

Key Research Insights

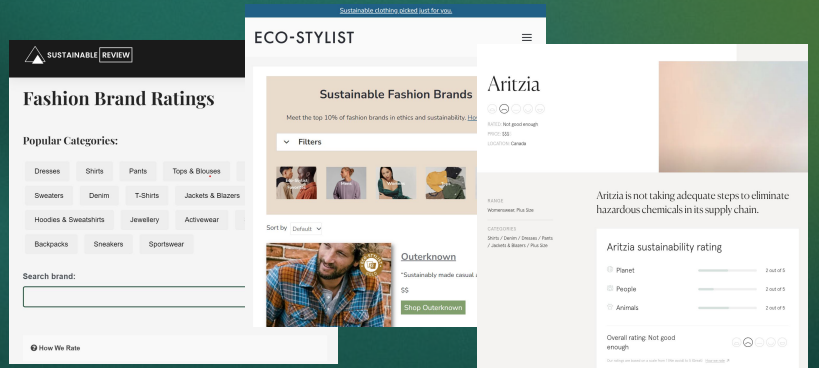




- **Popular fast fashion brands** like Aritzia and Forever 21 have low brand sustainability ratings but high average material scores
- **Distribution of the material scores** for garments containing the 4 most popular materials is right skewed
- **Top five countries of origin** for brands are the US (30%), the UK (17%), Australia (12%), Germany (6%), and Canada (4%)
- **Australia** has the highest average sustainability score and lowest average price levels, making Australian brands industry leaders in sustainable fashion
- **Average brand rating** for the top five countries ranged from 3.45 to 3.94, suggesting that many rated brands have moderate to high-quality sustainability practices
- **Average price level** for the top five countries ranged from 2.29 to 2.55, suggesting that many rated brands are moderately-priced



Ethical Considerations



Data Privacy & User Consent

- Collect data with user consent
- Securely store personal user data
- Implement transparent privacy policies

Accuracy of Info/Scores Displayed

- Ensure sources are accurate, reliable, up-to-date
- Cite external websites/scores used
- Explain methodology for calculating sustainability scores

Impact on Consumer Behavior

- Avoid putting unnecessary pressure on users to make certain purchasing decisions

Biases in Brand Selection

- Scope of extension could limit regions, price points, types of fashion brands included
- Establish criteria for brand inclusion to minimize biases

Next Steps Beyond Capstone

More user testing

- Conduct more user testing with a diverse group of users (larger sample size)
- Use this feedback to refine the extension's usability, visual appeal, and sustainability scoring accuracy

Marketing

- Social media campaigns
- Collaborations with sustainable fashion organizations
- Partnerships with fashion YouTubers
- Engage with sustainable fashion communities through online forums

Expand to other social media platforms

- Integrate our tool into other social media platforms (e.g., TikTok, Instagram) to reach a wider audience and further promote fashion sustainability