UI display

Managing your clothes and your connection with them.

Paly - Manage Your Closet

Fashion | Sustainability

Background

This solo project, developed with a design agency and professor, creates an app for sustainable fashion. It helps users track their closets, manage outfits, and learn about Zero-waste and Minimalism, while maintaining emotional connections to donated clothes. It's for those living or interested in a sustainable lifestyle.

My Role

Product designer, and design system designer

Results

Paly supports users in maintaining or adopting a sustainable lifestyle. They appreciate its outfit-building features, donation options, and ongoing education on sustainability and zero-waste fashion. The designs are now ready for development.

Reflection

Reflecting on the project, I gained insights into system thinking, consumer psychology, and screen design. Integrating marketing perspectives was challenging but highlighted areas for further research and refinement.
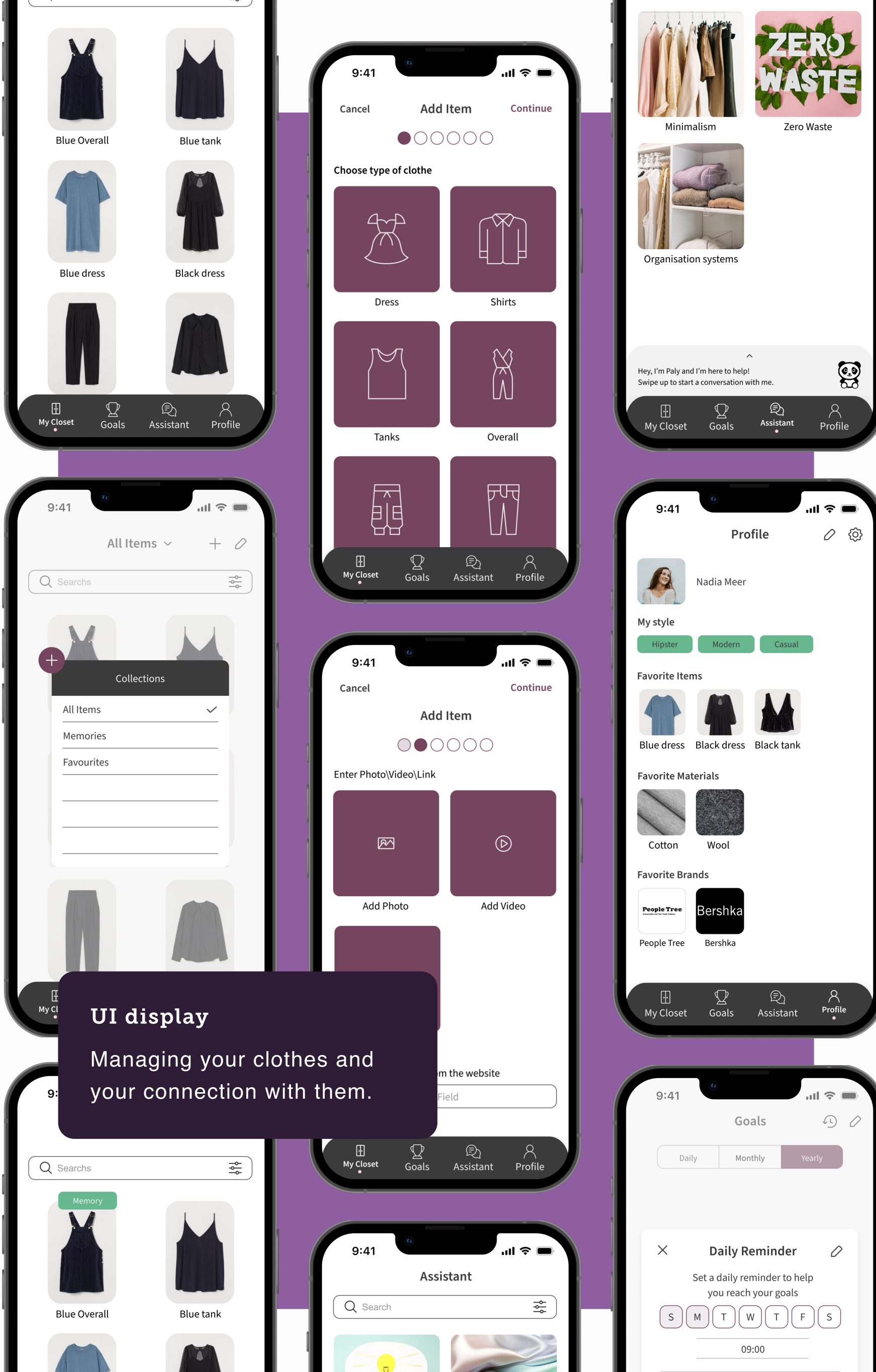
consumer psychology   testing   interviews   wireframing

decision flow

The Problem

How might we leverage technology to provide **transparency** in the clothing donation process, and **encourage** users to **engage** in more **sustainable consumption habits**?

- Uncertainty about the fate of donated clothing, especially due to dishonest bins, drives a desire to trace its journey from fabric production to previous and future owners.

- This issue appeals to those interested in minimalism, the circular economy, self-awareness, and zero-waste practices.

- Assigning an identity and history to each garment can promote thoughtful consumption and awareness of the clothing lifecycle.
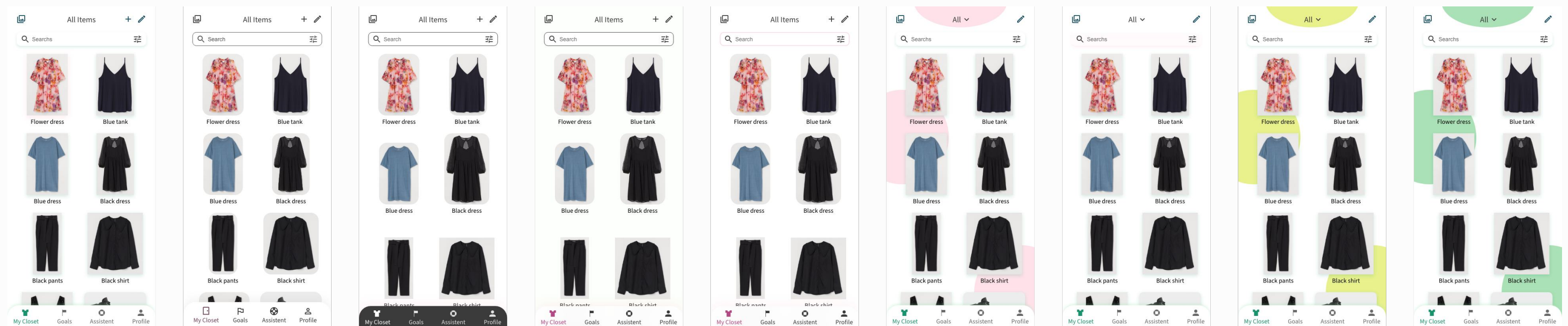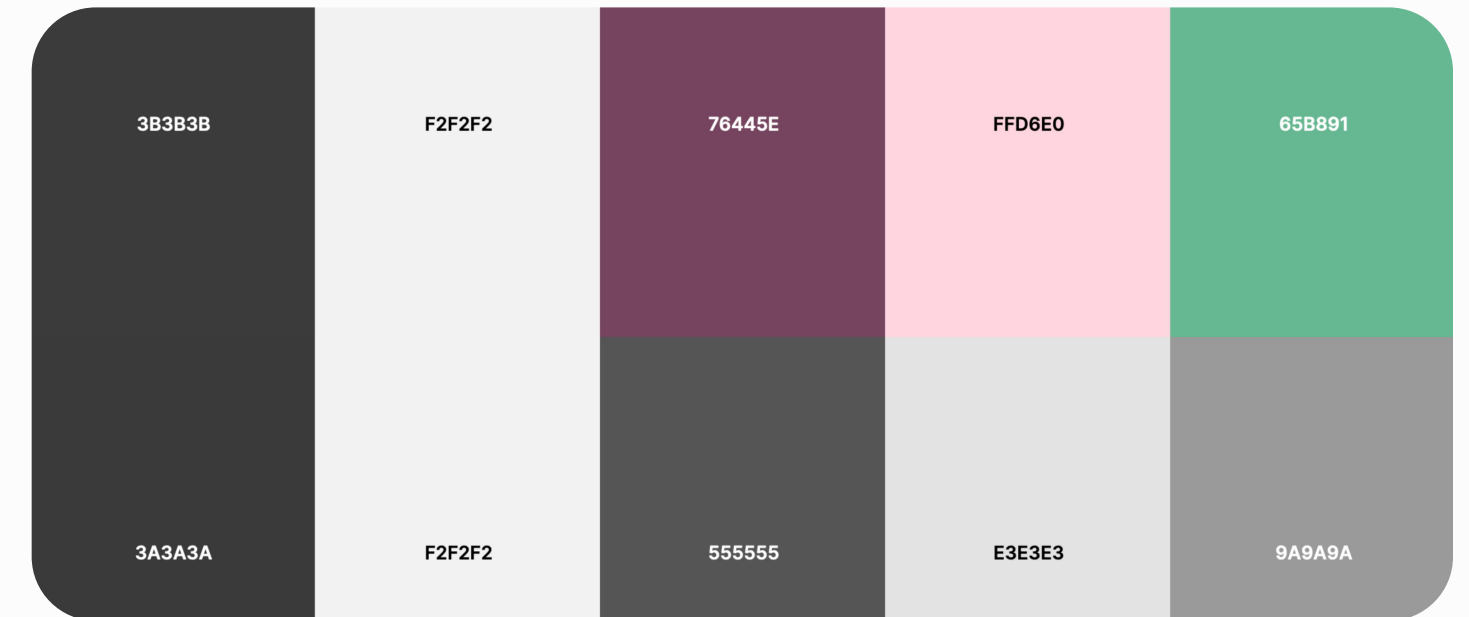
Testing Colors

Testing two different color palettes and their contrast

Paly Palette

114B5F	1A936F	88D498	DFEB5C	FFD6E0
383B3B	6A6A6A	B6B6B6	D7D7D7	E3E3E3

3B3B3B	F2F2F2	76445E	FFD6E0	65B891
3A3A3A	F2F2F2	555555	E3E3E3	9A9A9A

Testing two different palettes with Hi-Fi and checking UI styles

Colors & Typography

Colors

Primary Black

Hex: 3B3B3B
RGB: 59 59 59

Primary Grey

Hex: F2F2F2
RGB: 242 242 242

CTA
Burdo

Hex: 75445F
RGB: 127 68 95

Accent
Light Pink

Hex: FFD6E0
RGB: 255 214 224

Accent
Leaf Green

Hex: 68B88F
RGB: 104 184 143

Typography

Regular

Semibold

Bold

Source Sans Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Rr

Logo

Consumer Psychology in Paly

Consumer psychology is **key** to sustainable fashion, **influencing** purchasing decisions and **promoting** environmentally conscious behaviors.

- Understanding users' clothing purchase decisions and wardrobe management helps shape the app's features.

- The app educates users on zero-waste principles, minimalist fashion, and other sustainable practices.

- By understanding users' motivations and attitudes, the app encourages eco-friendly fashion choices and responsible wardrobe management.

$40.99 ONLY

SAVE 20%

Consumer psychology - Interviews summary

Interest and Challenges:

Interviewees are interested in sustainable fashion but find it hard to balance minimalism with style and question the practical impact of eco-friendly practices.

Learning Sources and Solutions:

They learn about sustainability through Netflix, social media, news, websites and friends, and prefer solutions like clothing exchanges and rentals.

Clothing Ownership and Purchasing:

They favor versatile, long-lasting clothes and avoid material attachment but struggle with aligning style with sustainability, often buying for specific needs or occasions.

> "Every single time I would feel like weird about it, I would just watch them. To remind why I do it."

> "Trying to look good, while being a minimalist while reducing consumerism."

> "I struggled a lot with, you know, curving my needs to shop and looked good all the time versus being conscious."

> "is it the kind of outfit that's bound to be like only worn one once and never worn again?"
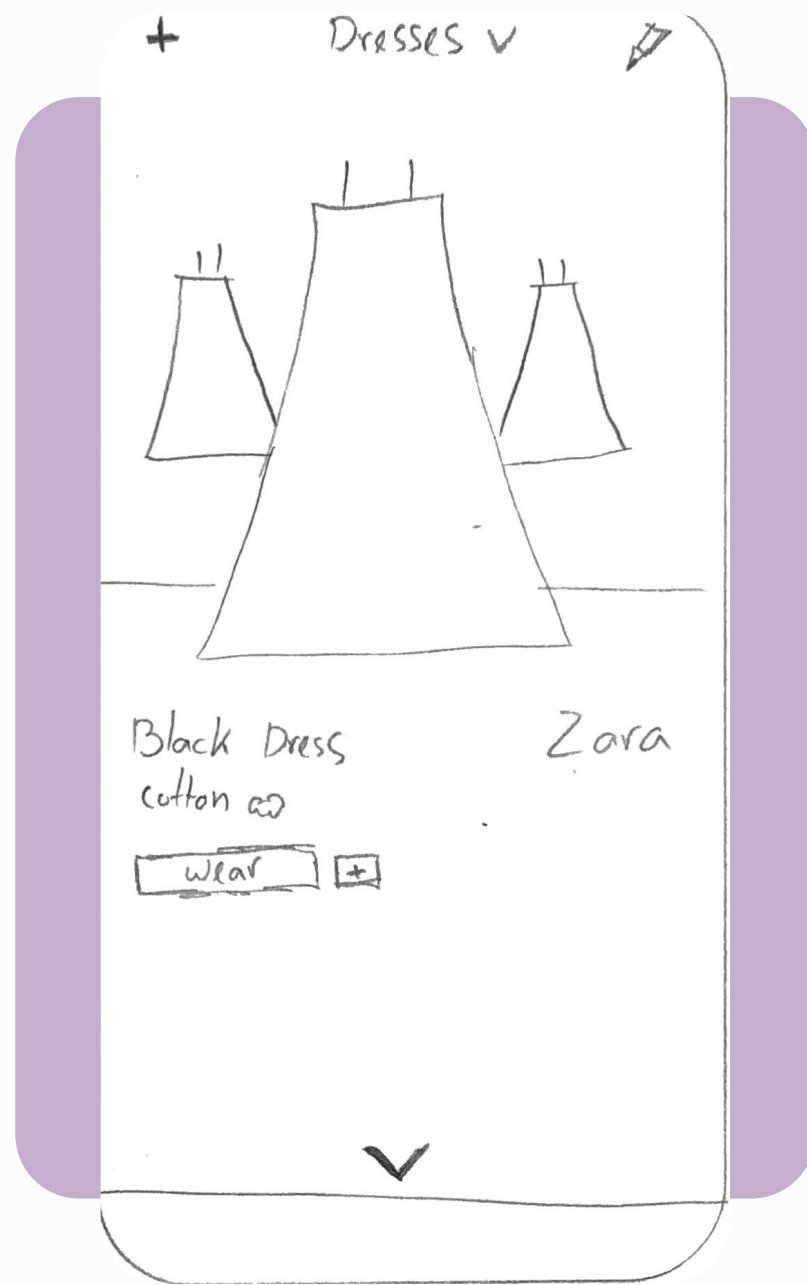
Consumer psychology - Decision flow
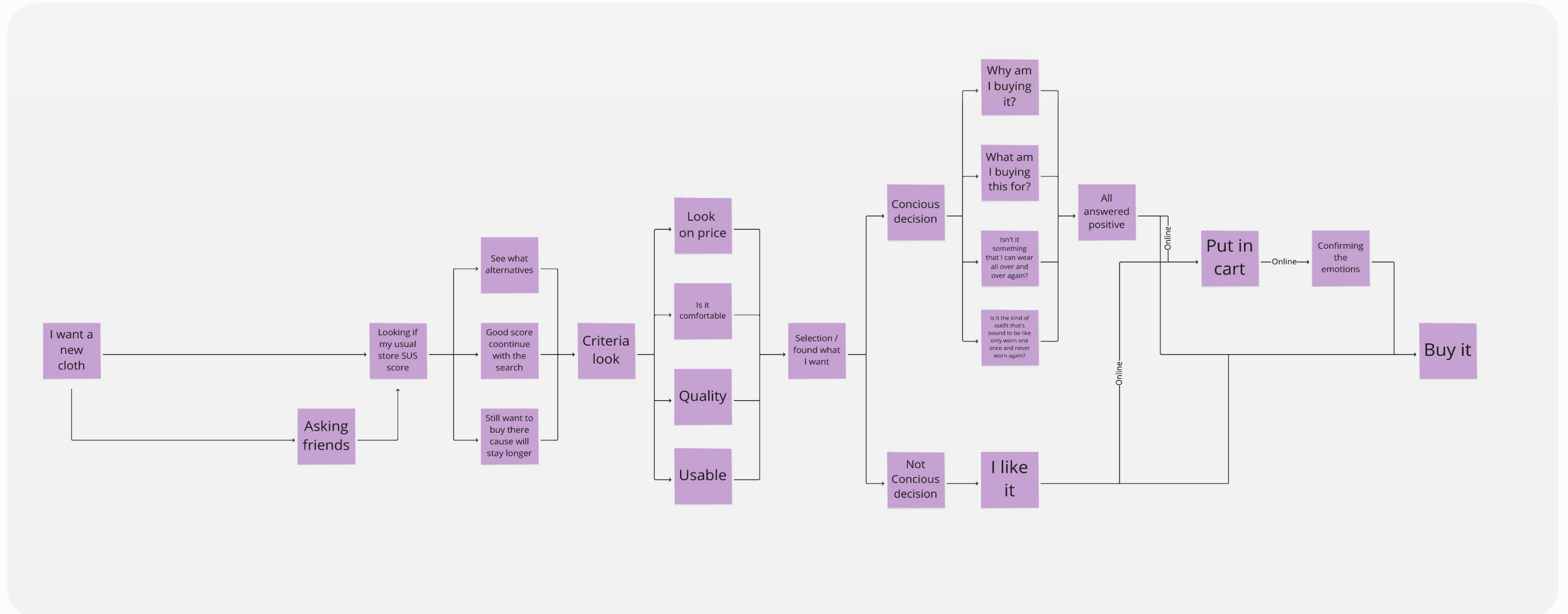
After interviews and research a decision flow been created of how consumers decision goes when interested in buying new cloths
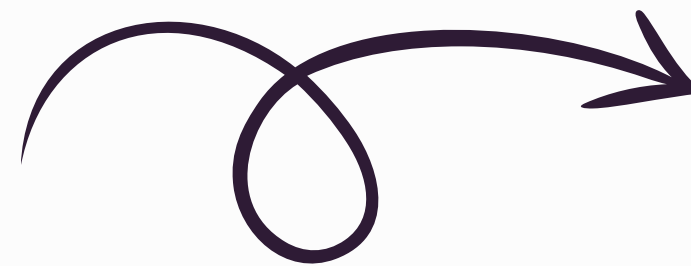
Sketches

App homepage - The closet

Before
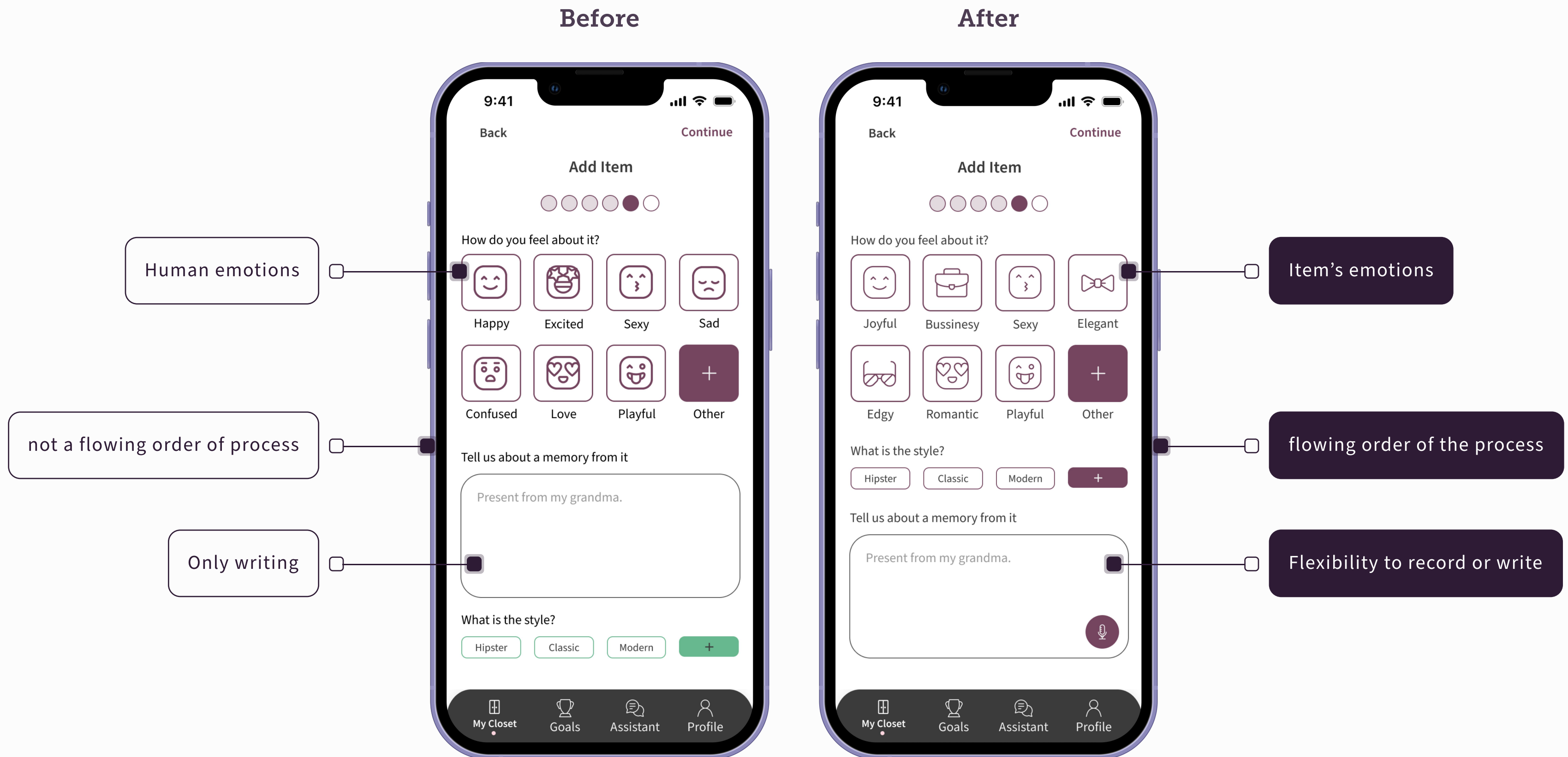
After

Started from carousel

Changed to blocks hence it easier to make it accessible

Testings

Add item

Based on user feedback

- I revised the screen to reflect clothing emotions like 'girly' or 'business' instead of human emotions.

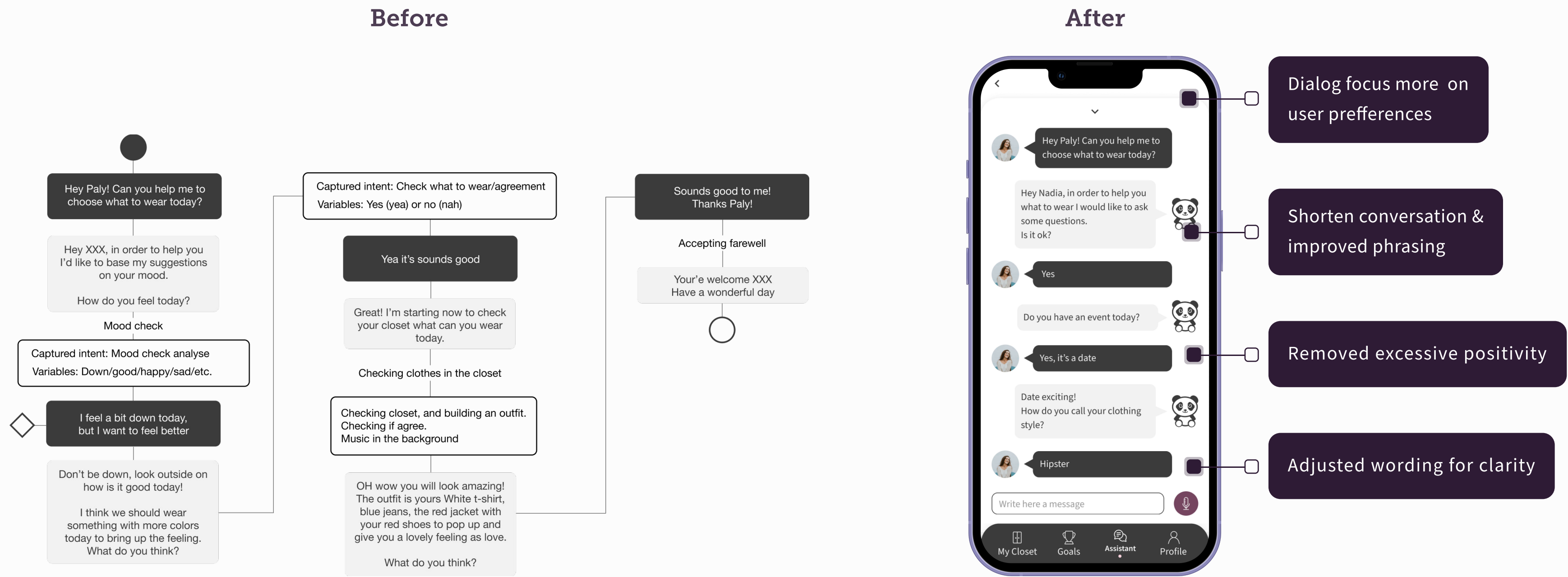- Some users preferred to have the option to record instead of writing.

Before

After

Human emotions

not a flowing order of process

Only writing

Item's emotions

flowing order of the process
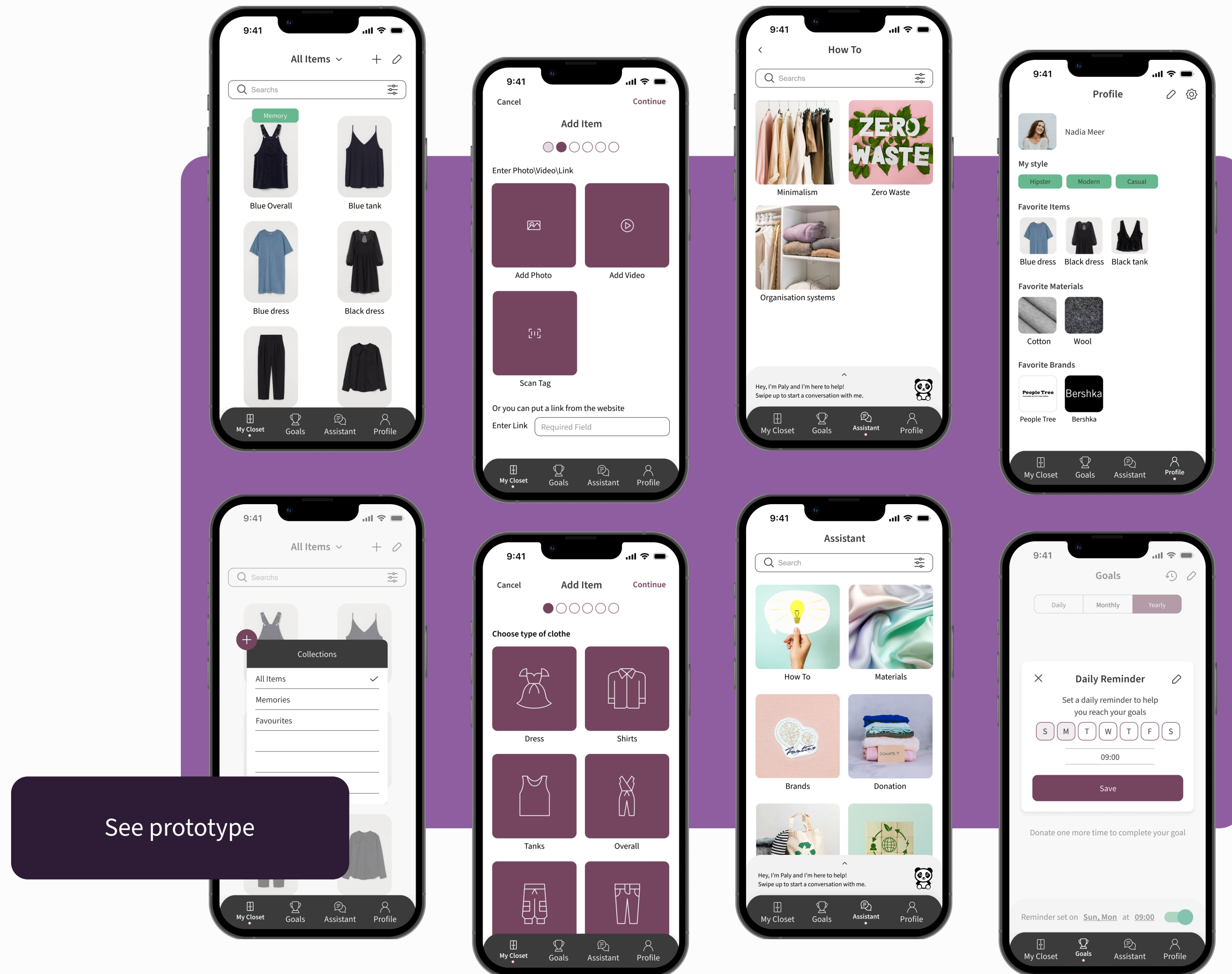
Flexibility to record or write

10

Testings

Assistant - Chat

Several challenges raised from users that needed adjustments:

- Struggled to shorten tips and clarify questions before suggesting outfits.
- Dialogs focused too much on emotions, leading to confusing outfit suggestions.

- Overloaded second dialog with too much info; confusing phrasing in the third about user feelings.
- Bot responses were too long and felt unnatural with overly positive wording, including double questioning in the first flow.

Before

Hey Paly! Can you help me to choose what to wear today?

Hey XXX, in order to help you I'd like to base my suggestions on your mood.

How do you feel today?

Mood check

Captured intent: Mood check analyse
Variables: Down/good/happy/sad/etc.

I feel a bit down today, but I want to feel better

Don't be down, look outside on how is it good today!

I think we should wear something with more colors today to bring up the feeling. What do you think?

Captured intent: Check what to wear/agreement
Variables: Yes (yea) or no (nah)

Yea it's sounds good

Great! I'm starting now to check your closet what can you wear today.

Checking clothes in the closet

Checking closet, and building an outfit.
Checking if agree.
Music in the background

OH wow you will look amazing! The outfit is yours White t-shirt, blue jeans, the red jacket with your red shoes to pop up and give you a lovely feeling as love.

What do you think?

Sounds good to me!
Thanks Paly!

Accepting farewell

Your'e welcome XXX
Have a wonderful day

After

Hey Paly! Can you help me to choose what to wear today?

Hey Nadia, in order to help you what to wear I would like to ask some questions.
Is it ok?

Yes

Do you have an event today?

Yes, it's a date

Date exciting!
How do you call your clothing style?

Hipster

Dialog focus more on user prefferences

Shorten conversation & improved phrasing

Removed excessive positivity

Adjusted wording for clarity

End Result

See prototype

Reflection

Need to be developed

Incorporating sustainability considerations into design systems.

Leveraging social media and influencers for sustainability advocacy.

Improved preparation methods, such as writing detailed task lists.

Gained

Insights into:
- System thinking
- Consumer psychology
- Screen design

Experience in marketing to influence behavior and identifying areas for improvement, highlighting opportunities for:
- Further research
- Refinement