CLUELESS
revolutionizing sustainable fashion & combating overconsumption
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I am a 5th year Graphic Communication Major, concentrating in UX/UI Design & minoring in Computer Science.

Ever since I was 10-years-old I have been involved in the fashion industry. I started off as a photographer for brands such as PacSun & Aeropostale and that quickly evolved to me shooting editorials for Vogue and video campaigns for brands such as Gucci, Prada, Alexander McQueen, Dior and much more.

Along the way, I realized the toll the fashion industry has on the environment. With my skills in design, computer science, and fashion, I want to reinvent the way we use our wardrobe and interact with consumption.

This is where Clueless is born, utilizing technology and fashion to aid in the change of our consumption habits.

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WHAT’S THE PROBLEM?

10% OF GLOBAL CARBON EMISSIONS is contributed by the fashion industry.

85% OF TEXTILES END UP IN THE LANDFILL EVERY YEAR despite the growing popularity in secondhand clothing consumption.

>70% OF CONSUMERS RESORT TO PURCHASING NEW instead of leveraging items in their existing wardrobes.
PROBLEM STATEMENT

The fashion industry is grappling with the challenge of high consumer demand for rapidly changing trends, leading to significant environmental impacts due to overconsumption and underutilization of existing wardrobes. Current market solutions, including sustainable fashion apps, primarily focus on promoting further consumption through secondhand sales or clothing rentals, rather than encouraging the reuse of clothes already owned. There is an urgent need for an innovative app solution that shifts the focus towards maximizing the use of existing wardrobe items, thereby fostering sustainable consumption practices and reducing the fashion industry’s environmental footprint.
“Clueless” revolutionizes sustainable fashion by combating wardrobe overconsumption and the industry’s carbon footprint, using AI to suggest personalized outfits from existing wardrobes tailored to weather and wear history. It enhances user engagement through features like outfit ‘shuffle’ and provides insights into wardrobe utilization and carbon impact.

*It’s more than an app; it’s a step towards a greener wardrobe and a healthier planet.*
CONSTRAINTS

Achieving sufficient screen and project storytelling constrained to a 10-week senior project period.

No time to test AR tools and machine learning API’s, therefore, project is purely conceptual.
DELIVERABLES

BRANDING
Responsive, scalable logo and application cover along with necessary fonts & colors.

PROTOTYPE
Clickable Figma prototype with all major use cases and interactions mapped out.

DESIGN SYSTEM
Uniform, responsive, and technically built design system to ensure cohesion with minimal component deatching.

TESTING
Initial analysis & report of A/B testing & qualitative interview results.

CODING PLAN
Short report on research of possible API’s to be used for implementation for proof of tangibility.

PRESENTATION
Final presentation and process book of the final prototype and milestones.
This project was mapped out utilizing a Gantt chart. A simplified version of my chart can be found to the right. It was important to build parts of the design system concurrently with the design of the app.

**background research**
market research, initial interest survey, market segmentation, personas

**branding**
name, logo, typography, color

**breakpoints**
screen template dimensions, use case flows, design system

**prototyping & design**
wireframing, templates, design, clickable prototype

**testing**
A/B testing, qualitative testing

**presentation**
book & recording
background research 9/27-10/11

branding 10/12-10/17

breakpoints 10/17-11/08

prototyping & design 10/27-11/10

testing 11/02-11/15

presentation 11/14-12/11
MARKET ANALYSIS

PERSONA CREATION

SEGMENTATION

INITIAL SURVEY
PERSONAS

Developing personas is crucial as it ensures the app is tailored to the specific needs, behaviors, and preferences of its target users, enhancing user engagement and satisfaction.

ISA FAURE

BIO
Sig Sung, a Korean-marketing student and a social butterfly, constantlyerrated by friends and the K-pop nation. Passionate about details, she firmly joys in dressing up every single occasion.

PERSONALITY
Trendy, Impulsive, Creative

FASHION VALUES
• Becoming aware of sustainable fashion through marketing studies and social campaigns.
• Eager to reduce her fashion footprint.
• Concerned about where to begin her sustainable fashion journey.

FASHION BEHAVIOR
• Always on the move, and always puts together looks for classes and casual outings.
• Frequently buys new clothes due to the “nothing to wear” sentiment.
• Owns an overflowing closet yet feels worldwide gaps.

PAIN POINTS
Overwhelmed from an overflowing closet yet feeling like she has “nothing to wear.”

TECHNOLOGY HABITS
• Often uses smartphone for personal and academic tasks.
• Tech-savvy and comfortable with digital solutions.
• Actively seeks apps to simplify daily chores.
• Chronically on social media.

BRANDS
REVOLVE, NETFLIX, URBAN OUTFITTERS

MOTIVATIONS
SOURCES
SEARCH
PRODUCT
CONTENT
INTERACTION
SOCIAL MEDIA

TYLER BRADLEY

BIO
Originally from Austin and now a celebrated fashion journalist in Paris, spends his days immersed in the world of fashion,.4

PERSONALITY
Insightful, Impulsive, Creative

FASHION VALUES
• Embraces reuse, recycle, and reduce principles.
• Visual editor of fast fashion’s environmental end.
• Tries to function of a “capsule wardrobe” & solely purchasing unique or reconditioned pieces.

FASHION BEHAVIOR
• Always stayed with the latest fashion trends.
• Advocates for timeless, quality wardrobe pieces, especially all black outfits.
• Enjoys playing up to the theme of dressing.
• Struggles to refresh styling of fashion items in modern ways.
• Occasionally feels the tension between his journalistic insights and personal style choices.

PAIN POINTS
Lacks tools to maintain sustainable reuse and recycling.

TECHNOLOGY HABITS
•小型数字解决方案以增强可持续时尚实践。
• As a fashion writer, heavily relies on online tools for research and trend analysis.
• Avoid secondhand fashion marketplace seller and buyer.

BRANDS
The RealReal, Grailed, depop, MOBILE, VOGUE

SOCIAL MEDIA

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MARKET SEGMENTATION

GEOGRAPHIC
Location:
• big cities (higher density of fashion-forward)
• fashion capitals (ex: NY, LA)
• US Based initially due to language barrier

DEMOGRAPHIC
Age:
• Gen Z, Millenial, 15-40
Gender:
• women & non-binary
Income:
• higher disposable income
• more income = more substantial closets

PSYCHOGRAPHIC
Values:
• already purchase plenty of clothing
• interesting in learning about sustainable fashion
• enjoy dressing up for the mundane
Goals:
• need a way to organize their closets
• want to learn ways to make more sustainable choices
• can not figure out how to style all their clothes

BEHAVIORAL
Purchasing Habits:
• often purchase secondhand clothing
• high rate & low rate of consumption
• capsule wardrobe mindset
• often hold alliances to certain brands
INITIAL SURVEY

840 TOTAL RESPONSES

63.1% report that their closet organization could be better.

46.3% say that they lack sufficient knowledge in sustainable fashion choices as one of their biggest sustainable fashion challenges.

45.1% say that they struggle finding outfit inspiration with clothes already in their closet as one of their biggest sustainable fashion challenges.

86.5% rated some level of “interest” in a clothing app that helps visualize and organize your wardrobe.

77% report that outfit recommendations based on weather & previously worn outfits are key features they are searching for.
BRANDING

LOGO

APP COVER

CLULESS

FONT

DM SANS
Aa Bb Cc Dd Ee Ff Gg Hh Ii

COLORS
DESIGN SYSTEM

COMPONENTS are elements you can reuse across your design.
0% OF COMPONENTS DETACHED

31 TOTAL COMPONENTS

143 MATCHING VARIANTS
INFORMATION ARCHITECTURE

HOME
- Weather
- Recommended outfit of the day shuffle
- Regenerate recommendations
- Add item

BUILD
- Shuffle outfit “game”
- Canvas-based styling

ADD ITEM
- Add item flow
- Onboarding on how adding item works
- Categorizing item & adding tags

CLOSET
- Visual display of all your items
- Filtering & searching through closet and boards
- Add item CTA

ME
- Profile photo + name
- Key statistics related to user: % of wardrobe worn, number of new items, graphical depiction of item distribution, items worn the most and the least
- User settings
Prior to iterating screens, it was important to draft out a few key use-case flows to ensure fitting the length of my prototype within the scope of the 10-week project.

**CASE 1**  
Adding item to closet + onboarding.

**CASE 2**  
Shuffle + Build outfit with closet.

**CASE 3**  
Home / AI outfit recommendations.

**CASE 4**  
Organizing closet & lookbooks within.

Explore the clickable prototype below
ONBOARDING

CLUELESS?
Let's get started digitizing your wardrobe so you always know what to wear & what not to buy.

Capture
Take a photo of any piece in your closet to add an item to your digital wardrobe.

AI Scan
Our AI will scan the image and convert it into a searchable, cut-out version of the piece.

Start Digitizing!
Good job for taking the first step to making more conscious clothing decisions!

CANVAS/SHUFFLE

Hi, Tonya
Shuffle
Canvas

Hi, Tonya
Shuffle
Canvas

Hi, Tonya
Shuffle
Canvas

Hi, Tonya
Shuffle
Canvas

Hi, Tonya
Shuffle
Canvas

Add Items

Hi, Tonya
Shuffle
Canvas

Hi, Tonya
Shuffle
Canvas

Hi, Tonya
Shuffle
Canvas

Hi, Tonya
Shuffle
Canvas

Hi, Tonya
Shuffle
Canvas

Add Items

Hi, Tonya
Shuffle
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Shuffle
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Canvas

Hi, Tonya
Shuffle
Canvas

Add Items
CODING PLAN

Tapping into my minor in Computer Science, I wanted to draft a possible coding plan if I was to carry this project to completion.

removing background of an image:

**NOVITA.AI**
API for background removal

outfit recommendation based on tags & previously worn/saved:

**CLOUD VISION API**
Learning model that analyzes every pixel of an image and converts to text metadata.

best language for implementation:

**RUBY ON RAILS + PYTHON**
Ruby as a web application framework for quick building & Python with Tensorflow (simplifies API & handles more complex computations) as a Machine Learning microservice
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REFLECTION

Unfortunately, I was not able to complete all of my A/B & qualitative testing for my project. I had outlined too many deliverables and testing should not have been taken into account from the beginning. The goals of this project was to focus on a technically built design system and visualizing a concept that has not been created before.

Disclaimer: many images across this book were generated utilizing Adobe Firefly.

I am extremely excited to take this project beyond the scope of Cal Poly and bring it to fruition. I believe that this app can aid not only those wanting to organize their closets but, our Earth. Learning to truly wear what we own is one of the many ways we can reduce our footprint.

The Earth gives us so much, we need to put more effort to give back to her <3.