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**BUSINESS PROPOSAL  
PITCH**



## EXECUTIVE SUMMARY

This pitch proposes a new business opportunity of a fashion-tech app; **EcoStyle**, that works on minimizing overconsumption by empowering women to restyle their existing closet, providing them with a comprehensive experience combining convenience, creativity, and community, and driving them to adopt more responsible shopping behaviors. Guided by **market** and **consumer research**, alongside **competitor analysis**, a distinct unique gap is identified for EcoStyle. **Digital marketing mix analysis** backed up using **primary research** clearly proves and states that **EcoStyle** will be a successful business idea if implemented. Nonetheless, this pitch concludes with a set of **future recommendations** for the app to expand and guarantee **success** in the longer run.



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# 1. MARKET OVERVIEW

## GLOBAL STYLING APP MARKET

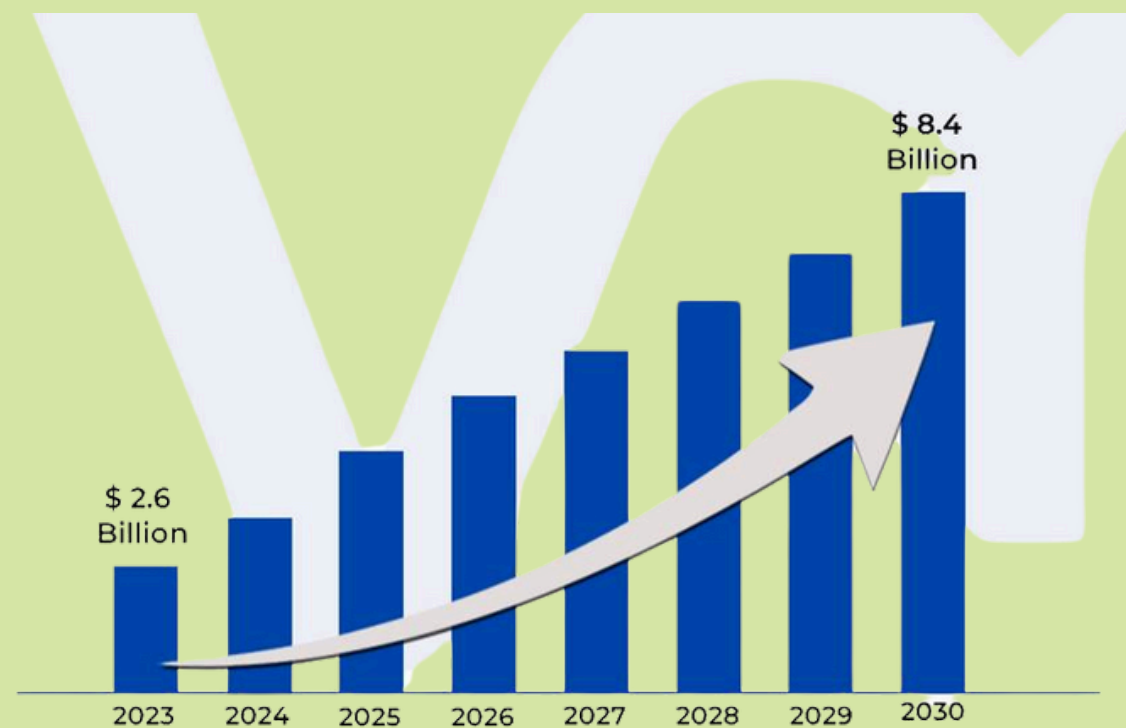


Figure. 1 Global Styling App Market (2024)

## MARKET EXPLANATION

- Styling apps have transformed the fashion industry, offering their users a digital platform where they can explore their unique personal style and embrace it (Kazi, 2024), assisting them in making informed purchasing choices (Service & Software Industry, 2024).

***The global styling app market is forecasted to rise and grow at a Compound Annual Growth Rate (CAGR) of 30.98% between 2024 and 2030 (Verified Market Research, 2024).***

- Styling apps are expected to continue shaping the fashion industry's future due to the continuous evolution of technology (Kazi, 2024). Fuelled by the increased popularity of digital retail experiences, the demand for AI technological advancements has also increased (Service & Software Industry, 2024), encouraging businesses to incorporate them and attract more consumers.

***The market size is expected to reach Multimillion US dollars by 2031 (IT Market Research Industry, 2024).***

## LOCAL EGYPTIAN E-COMMERCE MARKET



Figure. 2 Local Fashion in Egypt (2022)

## SUB-MARKET EXPLANATION

- Egypt's e-commerce market is the 39th largest one with a 5.2 billion dollar revenue in 2021, contributing to a 15% worldwide growth rate in 2021 (El-din, 2022).

***The market's expected yearly growth rate between 2021 and 2025 is 22% (El-din, 2022).***

- Fashion is one of the fastest growing sectors of the Egyptian E-commerce market due to the rise in locally produced clothing and the rise in clothing consumption (El-din, 2022)

***Average clothing consumption is estimated at 16.5 billion dollars annually: 80% of it produced locally, worth 13.2 billion dollars (El-din, 2022)***

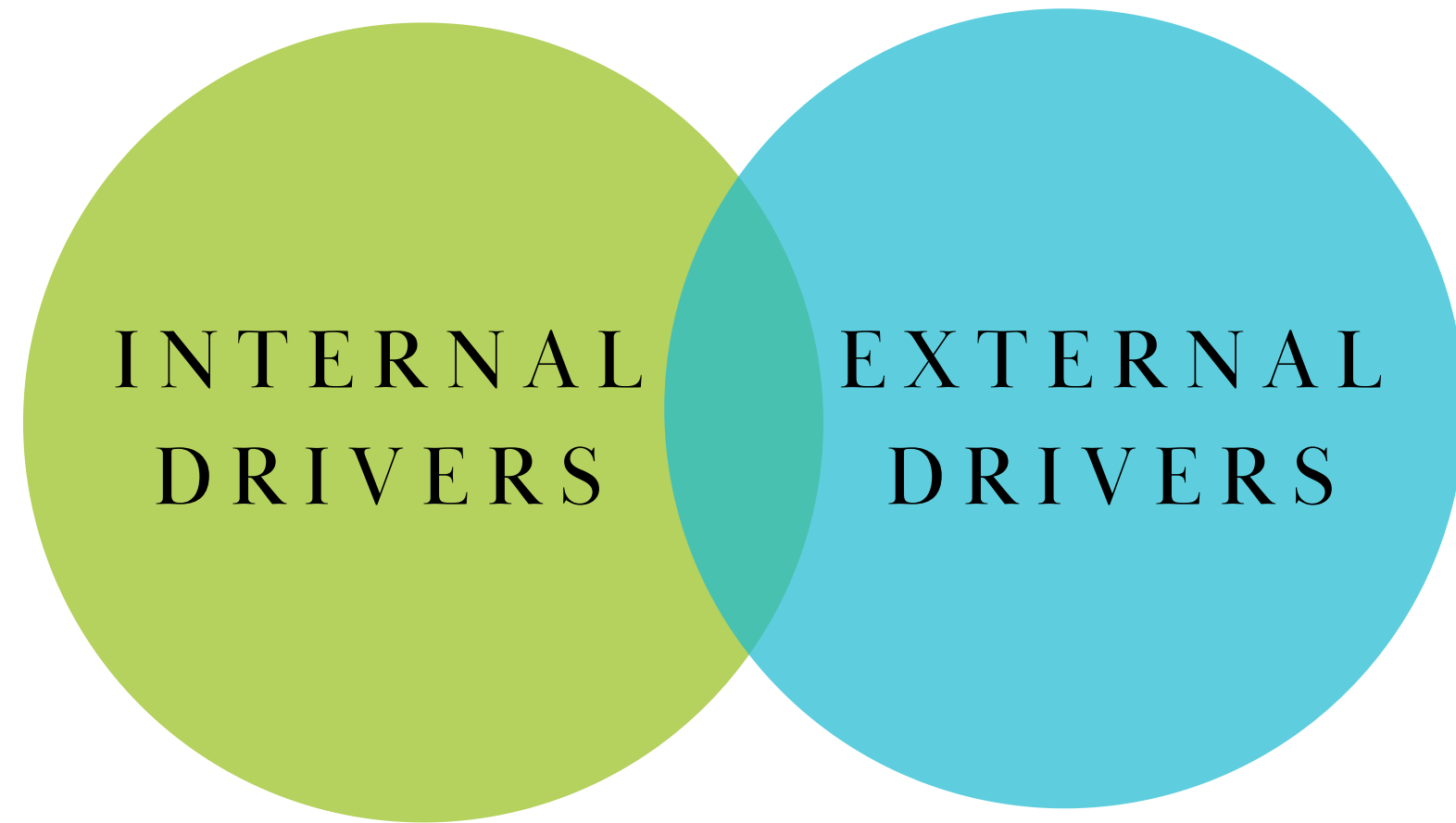


Figure 3. Market Drivers (2024)

## 2. MARKET DRIVERS

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# MACRO FACTORS

## 1. The End of Abundance:

This trend revolves around the environmental shocks resulting from waste. Thus, this trend calls for collaborative efforts to shift waste-resultant business models into more mindful ones that encourage minimalistic approaches by incorporating sustainability into shopping suggestions (Rees and Rocca, 2022). EcoStyle, as introduced later, guides users towards a more sustainable lifestyle.

## 2. Technological Advancement and Digital Transformation (AI)

This trend explains the acceleration of digital transformation in retail. This involves the adoption of technology to enhance the customer experience, streamline operations, and adapt to changing consumer behaviors (Suriarachhi, 2021). The integration of AI and real-time omnichannel data is tailoring the customer experience through personalized shipping options, language preferences, and AI chatbots for customer support. EcoStyle makes use of these technological advancements to drive users towards more responsible behaviors and enhance their overall experience.

## 3. Saturated Domestic Markets:

Domestic markets in many regions are reaching saturation points. This means that brands need to look beyond their borders for sustained growth, driving the need for international expansion (Partner, 2023). However, if local brands collaborate with fashion styling high-tech apps, it can help them grow and expand even further within the same market.

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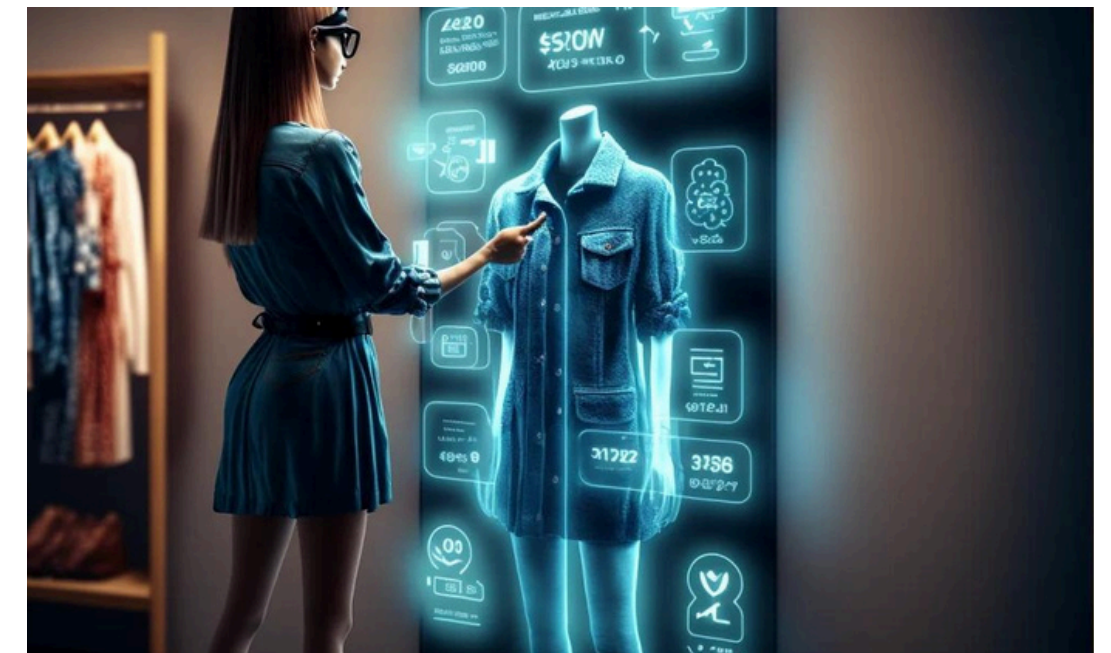


Figure 4. *AI and Technology Advancements*  
(2022)



## MICRO TRENDS

### 1. Multilocal Commerce Emergence:

The rise of multilocal commerce involves tailoring the shopping experience to meet the standards of each local market, rather than adopting a one-size-fits-all approach (Partner, 2023). EcoStyle does that by locating items from local brands (based on your location).

### 2. Localism/Hyperlocal Retail:

This trend, driven by the pandemic, focuses on supporting local businesses and communities as consumers show a preference for locally sourced products and services (Suriarachchi, 2021). 80% of consumers are willing to pay extra for local products (Medeiro and Saunter, 2023). This, backed up with primary research, ensures the success for local brands if integrated within Fashion Styling apps.

**79.7% said they increased their shopping from local brands recently (See Appendix 1).**

**3. Fashion consumerism in the 21st century calling for sustainability :** The emergence of social media and influencer culture has resulted in fashion trends and cycles becoming shorter contributing to overconsumption. (Partner, 2023) . As consumers become more aware of the environmental and social issues resulting from their overconsumption behaviors, demand for eco-friendly products and practices is increasing (Suriarachchi, 2021). EcoStyle works on incorporating eco-friendly behaviors within the user's everyday choices in hopes of minimizing overconsumption.

### 4. Privacy Concerns:

As more everyday activities shift from physical to digital, exchange operations between businesses and consumers become data-heavy, driving an increase in behavioural data. Platforms are being redesigned to meet user's personal needs and rights. Brands are now responding to the global pressure for consumer privacy by adopting multidisciplinary collaboration and flexible design thinking as strategic tools, making privacy, consent, and transparency default settings in the products, services and experiences the brand designs. Brands should provide the user with accurate knowledge, clearly explaining what data is being collected and for what purposes (Rocca, 2019). EcoStyle, alongside any other Fashion styling app should address this especially since it is heavy on collecting data about users' styles.



Figure 5. *Localism (2022)*



Figure 6. *Privacy Concerns (2018)*



### 3. TARGET CONSUMER

## TARGET CONSUMER - DEMOGRAPHICS

- **Age:** Primary research showed that **74.6%** of the consumers are between 18-24 years old, while **15.3%** will be younger ages (See Appendix 1). Thus, this shows that the application should incorporate features that would attract the tech literate younger segments.
- **Gender:** Women's clothes have a broader spectrum of styles, and thus makes them the dominant category within styling apps (Service & Software Industry, 2024). Primary research showed that **100%** of the consumers will be women (See Appendix 1). Which makes sense, because women are usually more inclined towards fashion-related services and applications as discovered earlier.
- **Income/Spending:** High income, but heavy spenders who fall into impulsive buying purchases. **45.8%** purchase new clothes monthly, and **49.2%** spend **1000-5000 EGP** on clothes in a month (See Appendix 1).
- **Education:** They are digitally native and thus demand visual inspiration on their phones (Medeiros, 2024).
- **Employment:** **Busy** schedule meaning they either have their own business or work for long hours. One of the consumers involved in the focus group mentioned the following: "I think for me because I have such a busy schedule sometimes the last thing I wanna do is to think of what I'm gonna wear" (See Appendix 3)
- **Location:** **79.7%** of the consumers reside in **Egypt**, and the rest are **Egyptians** who do not currently live in Egypt (See Appendix 1)



Figure 7. Consumer Demographics Moodboard (2024)

## TARGET CONSUMER - PSYCHOGRAPHICS

- **Attitudes:** They are actively engaged in social media platforms, especially Instagram, TikTok and Pinterest as the top 3 platforms (See Appendix 1). They tend to mainly shop through social media (**89.8%**) platforms or online websites (**74.6%**) (See Appendix 1).
- **Values:** They value sustainable lifestyles where **35.6%** of the consumers are likely to change their consumption to more sustainable ones after learning about their impact. However, the **availability** and **convenience** of non-sustainable options is the main barrier stopping them from making sustainable fashion choices (See Appendix 1).
- **Social Class:** They spend between **1000-5000 EGP** per month on just clothes indicating they fall within the middle-to-high end social class (See Appendix 1).
- **Behaviours:** **45.8%** purchase new clothing monthly, while **39%** purchase new clothes every 3 months. Many have also explained that they buy whenever they need something new (See Appendix 1). Thus, this explains that they **constantly** seek new fashion items, contributing to **overconsumption**.
- **Interests:** They are interested in on-trend stylish fashion that is also minimalistic and versatile at the same time. **83.1%** tend to create Pinterest boards to save outfit inspirations - **30.8%** of which do this very often (See Appendix 1).
- **Lifestyle:** seeking alternatives that guide them to adopt a sustainable lifestyle because of their busy schedule.



Figure 8. Consumer Psychographics Moodboard (2024)

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## TARGET CONSUMER - B2B LOCAL BRANDS



Figure 9. Egyptian Brand FRS (2024)

- **Gender they cater to:** Womenswear and Unisex.
- **Products they stock:** 100% mainly sell clothes - 22.2% stock accessories and jewelry too (See Appendix 2)
- **Years They have been operating:** Mostly new to the market, have not been in the market for so long and thus need exposure and recognition. 55.6% of the sample have been in the market for less than a year and the rest (44.4%) have been operating between 1-3 years. Thus, they are mostly new start-ups.
- **Location:** They mainly operate and sell online, most of them do not yet have physical stores.
- **Needs:** They need to enhance their brand's visibility within the local market, 55.6% find this very important (See Appendix 2).
- **Values:** 55.5% of the sample are committed to sustainability within their brand, with 55.6% implementing ethical manufacturing and 55.6% design durables to extend the product lifecycles (See Appendix 2).
- **Aims/Objectives:** encourage more sustainable lifestyles by achieving sustainability goals such as zero-waste production and circular fashion initiatives (See Appendix 2).
- **Interests:** They are interested in heavy tech apps that connect potential customers to their products, allowing them to share content with their consumers. 77.8% are willing to pay 200-500 EGP/month on an app that offers these services (See Appendix 2).



## 4. COMPETITORS

# INTRODUCTION

- The Fashion Styling app market is intensely competitive, yet investors are still optimistic about its future and is expecting more entry to the market (IT Market Research Industry, 2024). However, for a new app to enter the market it needs to make use of new technological advancements to ensure continuous growth and development and stand out from competition.
- The Key Competitors within this market include: Pose, Shopstyle, Stylebook, Lyst, YesStylist, Lumi, EcoStylist, OpenWardrobe and SaveYourWardrobe (Verified Market Research, 2024).
- Discovering success gaps in this market can guide existing businesses to improve their services, and new entrants to stand out and guarantee success (Indeed Editorial Team, 2024).
- Thus, a competitors perception map can be used to map and compare key competitors across two aspects, identifying the success gaps in the market (Indeed Editorial Team, 2024).



Figure 10. *Stylebook Application (2015)*

# COMPETITIVE ANALYSIS

- Figure 11. shows a competitive map where the key competitors are assessed and compared across two aspects:

1. **Quality** (technological advanced services they offer)

2. **Price** (subscription fee + in app purchases)

- Most of these apps offer wardrobe organization and styling - but a few of them (Shop Style, Open-Wardrobe, and Lumi) utilize new technological advancement and AI to offer these services to users. These apps are more likely to engage consumers, and thus are more likely to succeed and stay in the market.

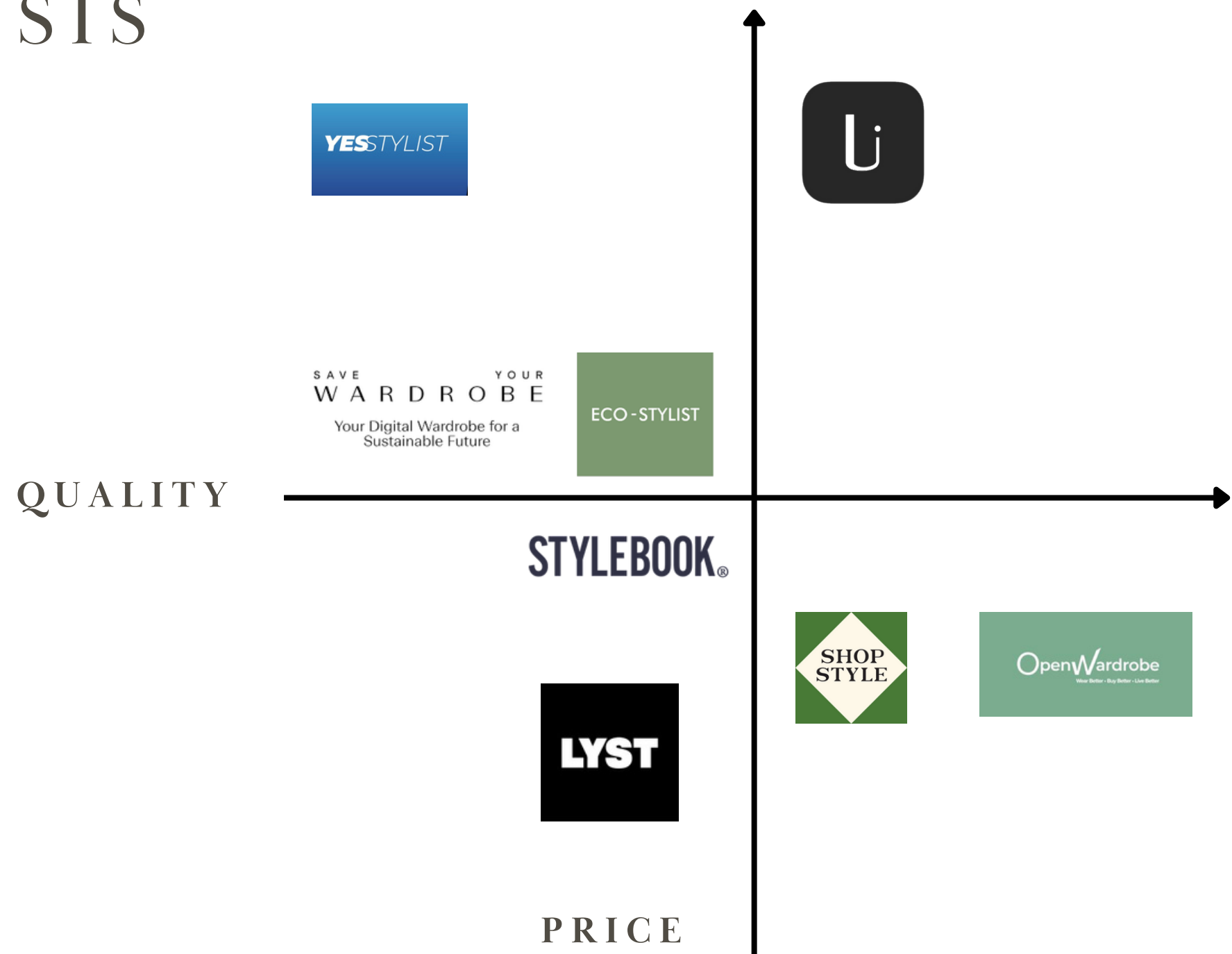


Figure 11. Fashion Styling app competitive map (2024)



## GAP IN THE MARKET

After assessing the key **competitors**, a success **gap** in the market is identified in the use of more advanced technology - attracting more users:

**1.Ensuring personalized outfit suggestions/recommendations using an AI :** only OpenWardrobe has integrated this recently & it does that by studying the user's style through what they decide to put share on the app - however, this might not be accurate because users might only be using the app to get recommendations and not to engage with any other feature. AI must find another way to **accurately detect** the user's style & preference.

**2.Locating missing essential clothing pieces using AI:** Some of these apps have access to several brands, allowing users to search what they need and find it through these brands. However, non of these apps work on reducing overconsumption by ONLY encouraging purchases when the AI detects an essential piece is missing - not when the user wants a new item (which they might have other similar pieces to). -

**3. Subscription fee:** Most of these apps are free but include exclusive features that has to be paid for. Applications that encourage less spending should not be asking their users to spend. Thus, more free exclusive apps should enter the market - drawing more consumers into a sustainable lifestyle.

**69.5% are not willing to pay a subscription fee for Fashion Styling App offering these services**  
(See Appendix 1)





5. NEW BUSINESS  
OPPORTUNITY

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# INTRODUCTION - THE APPLICATION



- EcoStyle is a **personalized styling** application that empowers women to utilize their **existing wardrobes** and make more informed shopping choices towards **local brands** using **AI services** that detects personal style through the user's **Pinterest** account to unlock their style potential and personalise their recommended outfits.
- EcoStyle's customer base reflects young **women** who want to stand out and seek sustainable lifestyles but need guidance. Those who need to **save** money and avoid unnecessary purchases. The app will only be available in the **Egyptian** market, until further plans to expand **globally** in the future.
- EcoStyle's main priority lies within their **users' needs**, putting them at the heart of the app design, to make each user's experience **unique** and **personalised**.
- EcoStyle lies in the **wardrobe organization and fashion styling app market** which is expected to grow at a 30.98% CAGR in the next 6 years (Verified Market Research, 2024), and the Egyptian **local brands multi-retailer e-commerce market that is expected to grow at 22% annually** (El-din, 2022).
- Please note certain **features** would need **collaboration** with **Fashion AI companies** in order to come to life, this will be explained in detail throughout.

## PROBLEM / SOLUTION

- The main problem that EcoStyle is designed to overcome and mitigate is the **overconsumption** of clothes, that occurs as a result of the fast-changing trends driving customer's existing clothes to rapidly go out of fashion, encouraging them to purchase new clothes and thus, buy more than they need (SANVT Journal, 2020).

**44.1% reporting that the latest trends do influence their decision to buy new clothing (See Appendix 1).**

- This rise in overconsumption and decrease in clothes wearability thus results in large amounts of waste, \$500 billion is lost each year because of under-wearing and failure to recycle clothes (Igini, 2023). Greenpeace quoted that 40% of wardrobes is rarely or never worn with more than half of it ending in landfill within 3 years (SANVT Journal, 2020). As consumers fail to style their existing clothes, they tend to resort to buying new items (Karpova and Harley, 2020).

**45.8% of the consumers purchase new clothing monthly, and 62.7% often struggle with styling their clothes and feel bored with their wardrobe (See Appendix 1).**



Figure 12. Clothes dumped in landfills (2020)



Figure 13. Overwhelmed with clothes (2024)

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## PROBLEM / SOLUTION CONT.

- Moreover, based on research done for part 1 of this project, affordability and availability of fast fashion clothes were from the main reasons leading to a rise in overconsumption (Karpova and Harley, 2020).

***57.6% of consumers perceive availability and convenience of fast fashion as the main barrier to making sustainable fashion choices (See Appendix 1).***

- As EcoStyle realizes the danger resulting from fashion overconsumption (Gwilt and James, 2019), it works on promoting a circular economy to maximize a product's life cycle and the user's use of existing wardrobe, minimizing the rapid turnover and waste resulting from unconscious fashion purchases. It also locates clothes to users from sustainable local brands (only when necessary) in order to make sustainable consumption behaviours and choices more convenient., and thus promoting a sustainable lifestyle.



Figure 14. *Circular Economy - Reusing clothes (2024)*

# UNIQUE SELLING POINT AND KEY FEATURES

## EcoStyle stands out from competition in several ways:

1. The application focuses on the consumer, offering them a **free unlimited subscription**, to ensure broader usage.
2. It stands out by its unique **community** platform that includes a **scan-and-share** feature (explained later on the app walkthrough pack), aiding the user's purchasing decision making process.
3. The app also offers discounts on **after-care services** such as repair and laundry, encouraging a minimalistic approach and extending the wearability of the user's clothes.
4. EcoStyle takes personalization to the next level, with the consumers satisfaction being the main priority, offering an **AI generated unique styling service** by detecting the user's personal style through their Pinterest account.
5. EcoStyle integrates sustainability into its features by **locating** where users can find **missing necessary items**, guiding them to shop more consciously from **local sustainable brands**.

*Please note the next section is a detailed app walkthrough of EcoStyle, explaining these features in more detail and offering an app demo and navigation guide.*

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# APP OVERVIEW- VALUES AND MUTUAL BENEFITS

### Circularity



EcoStyle aims to keep clothes in use for **longer**, guiding consumers to breath **new life** into their existing wardrobes by restyling them into new outfits, creating a **circular** model and reducing overconsumption.

### Sustainability



Minimizing **waste** and creating a community that values **sustainability** is one of EcoStyle's main objectives. It inspires users to avoid **impulsive purchases**, reshaping the fashion industry for a more sustainable future.

Circularity  
—  
Sustainability  
—  
Conscious Consumption  
—  
Supporting Local Economies



### Conscious Consumption



EcoStyle guides consumers towards **conscious consumption** by allowing users to share thoughts, opinions, and suggested looks on the **community** tab to facilitate with the **decision-making** process before any purchase.

### Local Support



Supporting and empowering **local brands**, EcoStyle locates missing pieces from the user's outfit in **local brands**, enhancing the brand's visibility and empowering the local economy.



## 6. APP WALKTHROUGH PACK (PROCESS AND PHYSICAL EVIDENCE)

Figure 15. EcoStyle Splash Screen (2024)



# APP DEMO / PROTOTYPE



Figure 16. *EcoStyle Demo QR Code (2024)*

## 1. Digitalize your wardrobe

Just like other wardrobe organizing applications, EcoStyle allows users to digitalize their wardrobes, by either taking a picture or from previous pictures on their camera roll. It then allows them to create separate closets and organize their wardrobe to edit and redefine it.

***67.8% find this their primary goal for using such an app (See Appendix 1).***

## APP FEATURES BREAKDOWN



## 2. Link Pinterest Account - Explore

This feature allows customers to scroll through their Pinterest account to save outfit inspirations and therefore guide the AI to detect their personal style in order to suggest outfit combinations that are personalised and unique. Basically, bringing their dream Pinterest boards to life.

***42.4% are most likely to use the app if it styles their wardrobe based on their Pinterest boards (See Appendix 1)***



Figure 18. EcoStyle Pinterest Feature (2024)

### 3. Community

Consumers will seek more community connections in 2024, thus businesses must adapt and add value to their interactions (Saggesse, 2024). EcoStyle's community tab allows users to connect with friends, stylists, and fashion influencers. As personalised human interactions remain essential in digital spaces (Medeiros, 2024), EcoStyle allows users to share their opinion and feedback, avoiding unnecessary impulsive purchases, and guiding them towards more responsible behaviors.

**67.8% find this feature appealing**  
(See Appendix 1)



Figure 19. EcoStyle community Feature (2024)

### 3. Community Cont.

When considering this, there are some community guidelines that users must abide by and agree on when installing the application, in order to ensure a safe kind environment that reflects the brand name. Any form of offensive language, hate speech, bullying, harassment, or other in appropriate content/actions will result into content removal, permanent bans, and dismissal from the app. These community guidelines are important to have to keep everyone in the community feeling supported and heard (Yarden, 2020).



Figure 20. EcoStyle community guidelines (2024)

## 4. Scan-N-Share

the Scan-and-Share feature allows users to scan any item (in-store/at home) and share it to the community of friends, stylists, and fashion influencers, to receive reviews, feedback, and suggested outfits in order to aid them in their decision making process, ensuring their purchases are informed and worth the investment.

**74.6% find this feature appealing**  
(See Appendix 1)



## 5. Pre-purchase Checklist

Since mindless shopping has been rising, driving return rates to unprecedented levels (Saggesse, 2024), this pre-purchase checklist includes the 5 most important questions that users should ask themselves before any purchase to avoid dissatisfaction and ensure long-term investment in clothing items (Bolden, 2021).

***59.3% find this feature useful (See Appendix 1)***

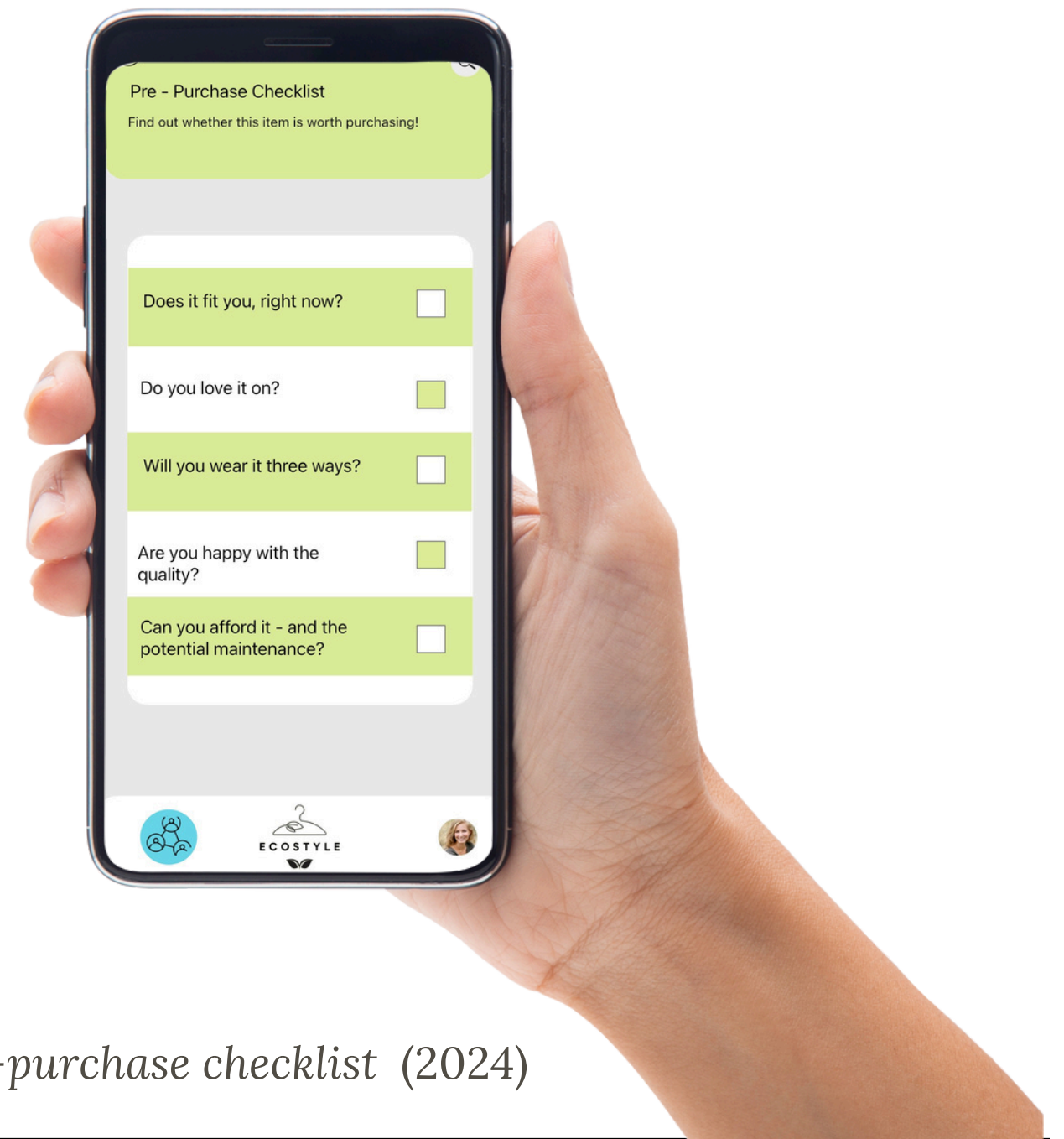


Figure 22. EcoStyle Pre-purchase checklist (2024)

## 6. AI Outfit Generation

As the hype around AI shifts from excitement to deployment, and consumers desire authentic services that enrich their lives, businesses should focus on delivering intentional tech and AI experiences for good (Medeiros, 2024). EcoStyle thus focuses on taking a human-centric approach to AI services by allowing users to choose their occasion, season and color scheme. It also explores user's unique styles through their interest account, for more personalised outfit combinations. Users can always choose to ReStyle if they did not like it.

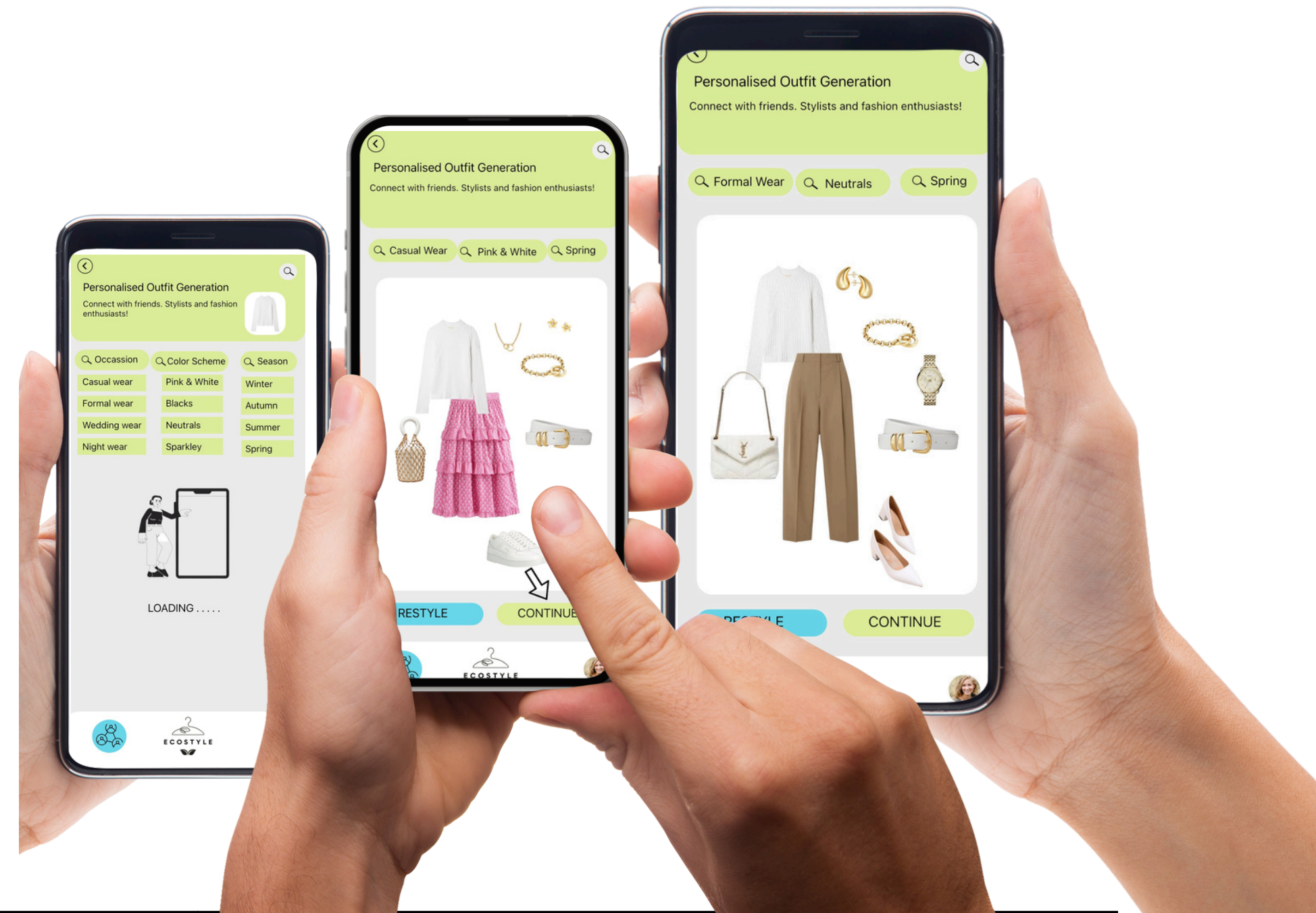


Figure 23. EcoStyle AI outfit generator (2024)



## 7. Locate Items

The AI works on locating any missing essential pieces that the user needs from local brands to help them manage their impulsive consumption habits. It also does that to encourage consumers to buy more locally, fostering the Egyptian local market. As consumers feel overwhelmed when making sustainable purchases (Saggesse, 2024), EcoStyle guides them by creating a clear path to sustainable shopping.

***66.1% are likely to use an app with this feature  
(See Appendix 1)***

***66.6% of local brands would subscribe to this app  
for this service (See Appendix 2)***

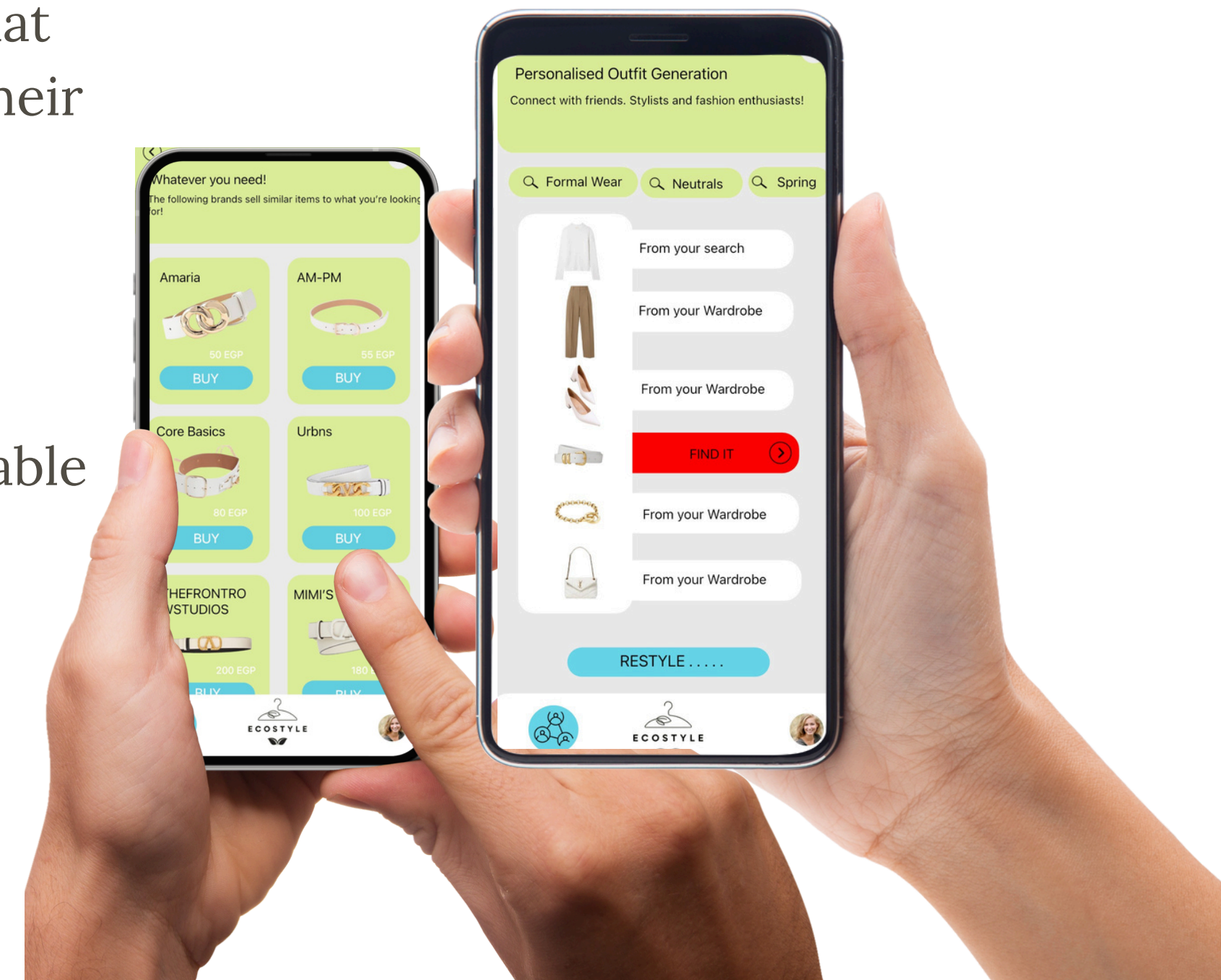


Figure 24. EcoStyle locating items (2024)

## 8. Order Tracking

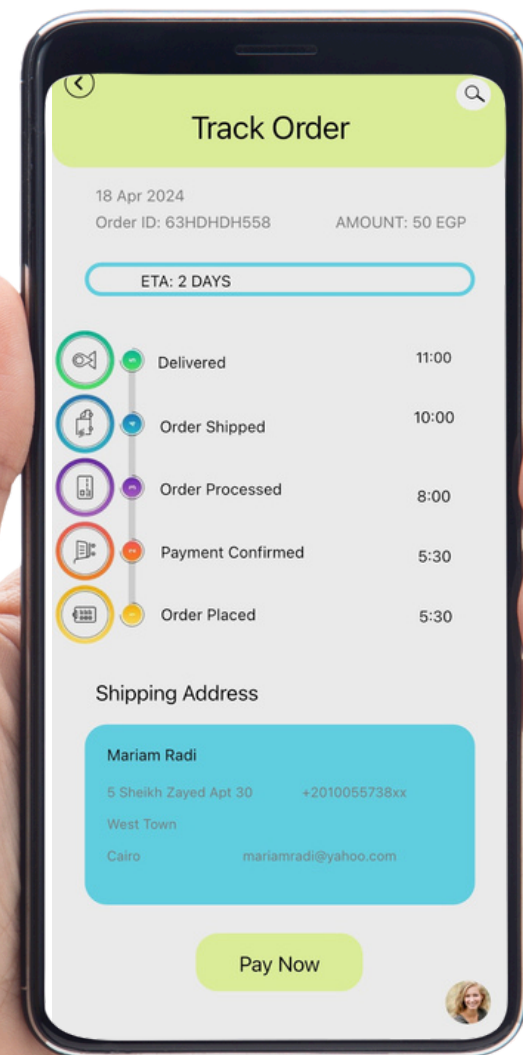
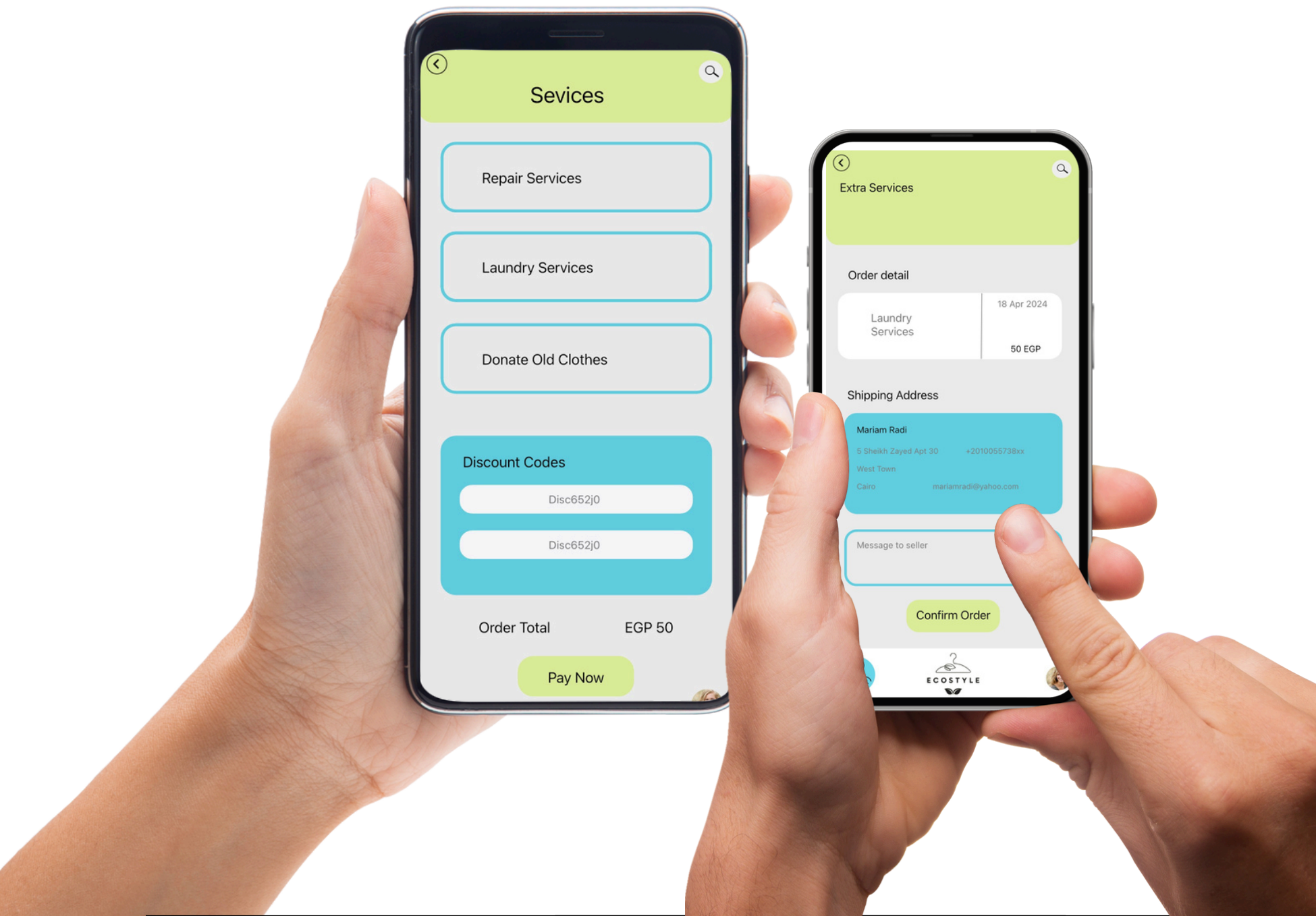


Figure 25. EcoStyle order tracking (2024)

Order tracking; a feature allowing users to monitor their orders through features like shipment tracking, estimated delivery dates, frequent updates on the order status (Gosain, 2021). This feature is important because it provides users want accurate shipping information and tracking updates that could foster a sense of trust and loyalty, which is crucial to customer retention (Gosain, 2021). Thus, offering this feature improves the customer's overall experience on the app.

## 9. Extra Services



In the process of incentivising consumers to take care of their clothes and use them for longer, EcoStyle offers discount codes for local services such as repair and laundry, adopting a minimalistic approach to spend more on services and buy fewer clothes. As affordability drives price-sensitive shoppers to make smarter purchases, this added-value feature would drive loyalty.(Saggesse, 2024).

## 10. How To - Guide

Guided by primary research, this feature avoids user confusion and dissatisfaction, which can lead them to delete the app or stop using it. This How-To Demo is presented when users first download the app and as an option that users can go back to if they ever faced confusion.

*“I think you should put a how to for all options especially the AI part. Like I didn't get it until you explain that” (See Appendix 3).*

*“A how-to should appear the second you download the app and you're new to it, but I think maybe as an option you can always go back to and remember like one thing you might have dropped or forgotten about” (See Appendix 3)*



Figure 27. EcoStyle How-To Demo (2024)

# APP SCREEN NAVIGATION

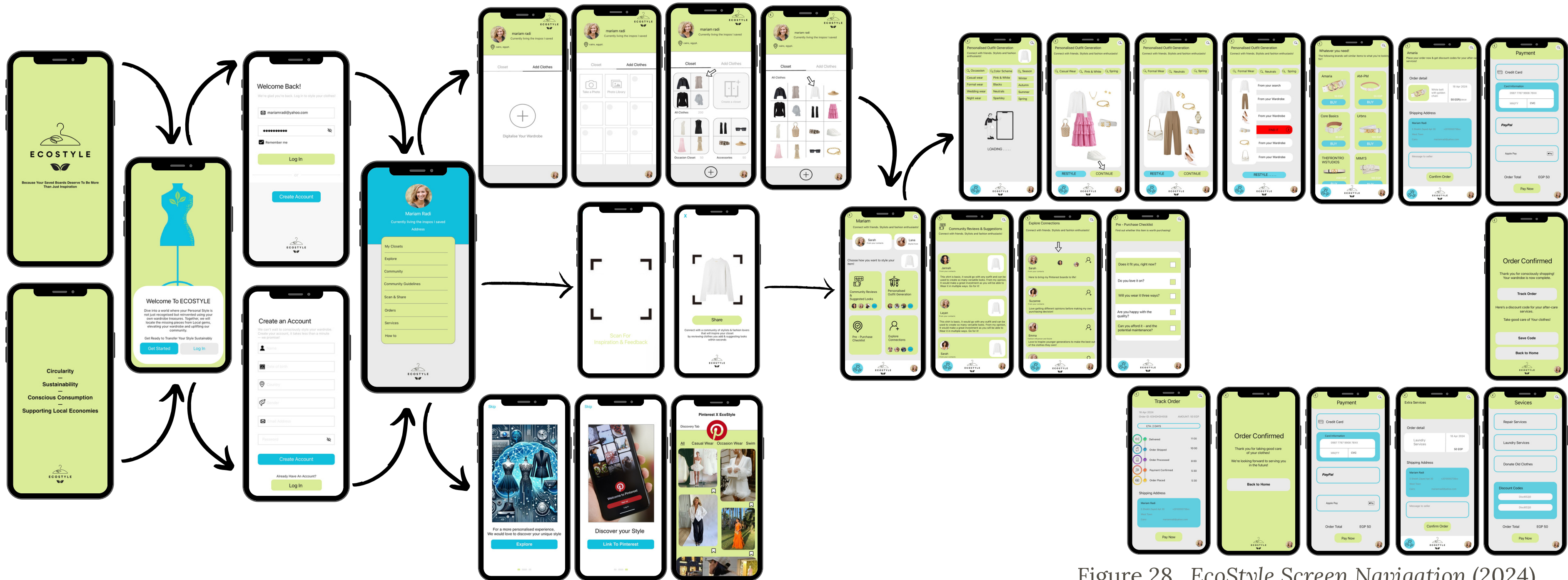


Figure 28. EcoStyle Screen Navigation (2024)



## 7. KEY PARTNERSHIPS (PEOPLE)

# COLLABORATION- LOCAL BRANDS

EcoStyle aims to expand local brand’s exposure and connect them with customers who share the same values. Thus, EcoStyle offers a collaboration to Egyptian local brands where they could purchase a yearly subscription (paid monthly) as seen on Figure 29. to get their services, which include:

1. Suggestions from your brand to the app users
2. Appear to users on the app
3. Throwing and marketing events on the app
4. Share content with the app’s community of users, fashion enthusiasts and stylists.

**77.8% of brands would prefer the standard pack (See Appendix 2)**

Local Brands that are interested in EcoStyle - and thus will be the starting point for this app:

1. Mimi’s
2. Core Basics
3. AM-PM
4. Amaria
5. THEFRONTROWSTUDIOS
6. Twoguys
7. Taysa
8. Urbns
9. Illegal
10. Maison De Mazzy



Figure 29. EcoStyle Subscription Plans (2024)



## 8. MARKETING & BRANDING



# THE BRAND - BRAND ONION

The branding onion tool is used to define and provide a holistic view of the brand identity (Hethel Innovation, s.d.) :

- **The essence (what the brand says)**: Uses AI to provide users with personalized styling services that allow them to wear their clothes longer, shop more consciously, minimizing overconsumption.
- **Brand Values (what the brand stands for)**: Sustainability, eco-conscious shopping, local economy empowerment, Circularity of clothes, minimizing waste, creating sustainable lifestyle and incorporating it into our every day, stylish yet economical wardrobes, community .
- **Brand Personality (what i want people to feel when they interact with the brand)**: Exciting, exclusive, honest, knowledgeable, imaginative, young, easy, flexible, new, Fun, quick, guided, organized, planner, fashionable
- **Brand in action (how we communicate the brand in reality)**: Green and blue colors (representing sustainability) , informal tone on app and social media, modern, new and creative innovative logo, yet not too complicated, soft visual identity. Simple and structured design, easy flow and navigation
- <https://newanglia.co.uk/wp-content/uploads/2021/10/HIL-Tool-Branding-Onion.pdf>

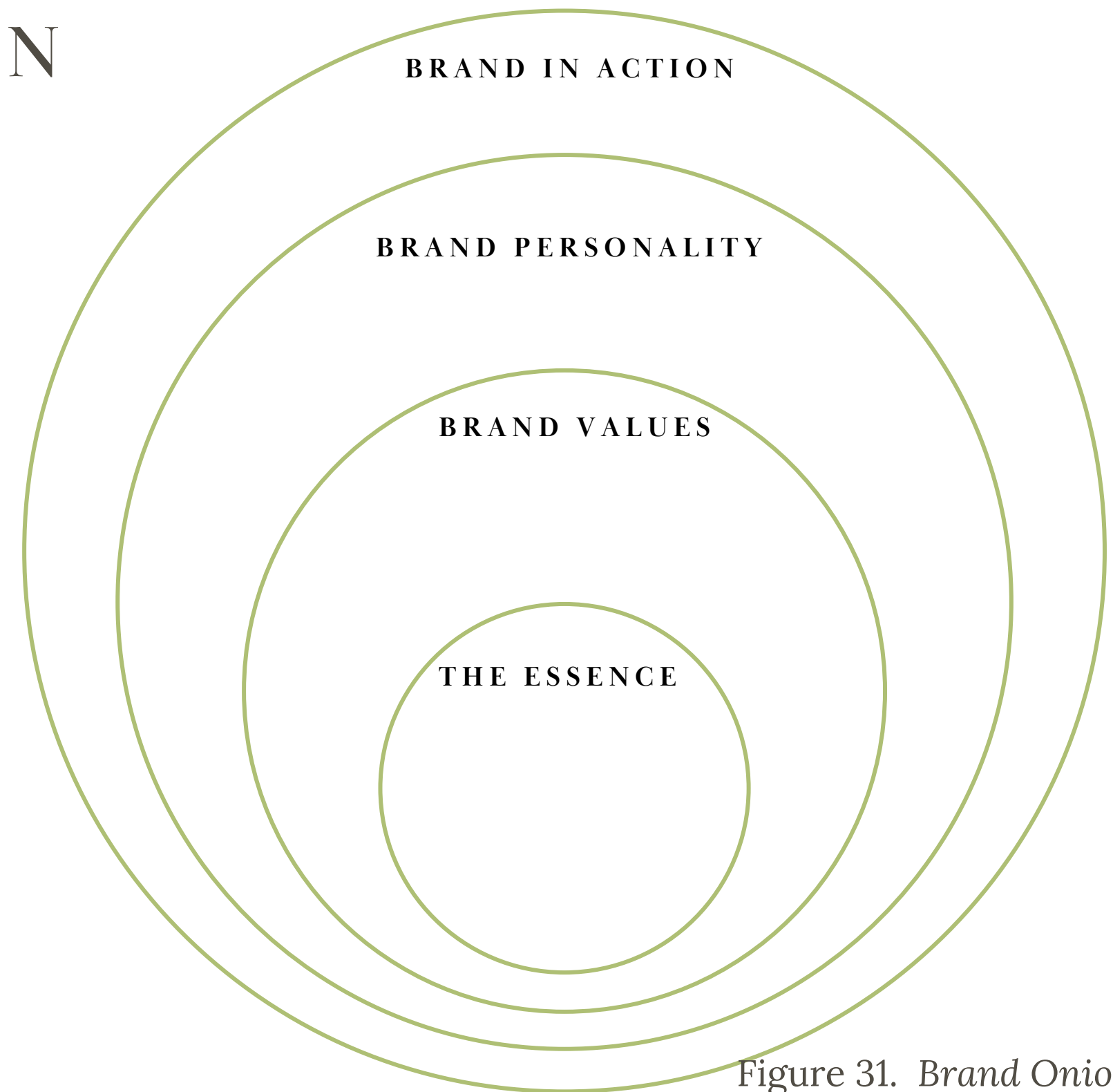


Figure 31. Brand Onion (s.d.)

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# BRANDING - COLOURS, LOGO AND NAME STORY

- **The Name: EcoStyle**

1. **Eco** - Eco has two meanings here. It comes from eco-friendly as in sustainable and responsible, and economical. Both communicate the values and main aim of the app: overcoming overconsumption & minimizing impulsive purchases.
2. **Style** - This here is to connect it to the fashion industry, it indicates fashionable innovative outfit combinations, which this app bring to life in an eco-friendly economical way. Style here also represent the the stylish local brands where users could curate and complete their closets.

- **Colours: Greens and Blue** - This colour palette was chosen to be representing sustainability and fashion (See Appendix 1)

1. **Olive Green** - Green usually represents sustainability, eco-friendly and responsible solutions, which EcoStyle is considered one. Thus, this color represents the brand best. It is also easy on the eye and could be used throughout the app (See Appendix 3).
2. **Blues** - These blue shades go well with the olive green indicating innovation. EcoStyle is an innovative application that integrates new technology such as AI styling to better satisfy their users.

- **Logo:**

1. **Hanger Leaf:** The hanger leaf brings together both concepts of a fashionable closet that is sustainable, and thus is the best way to represent the combination of services included in this app.

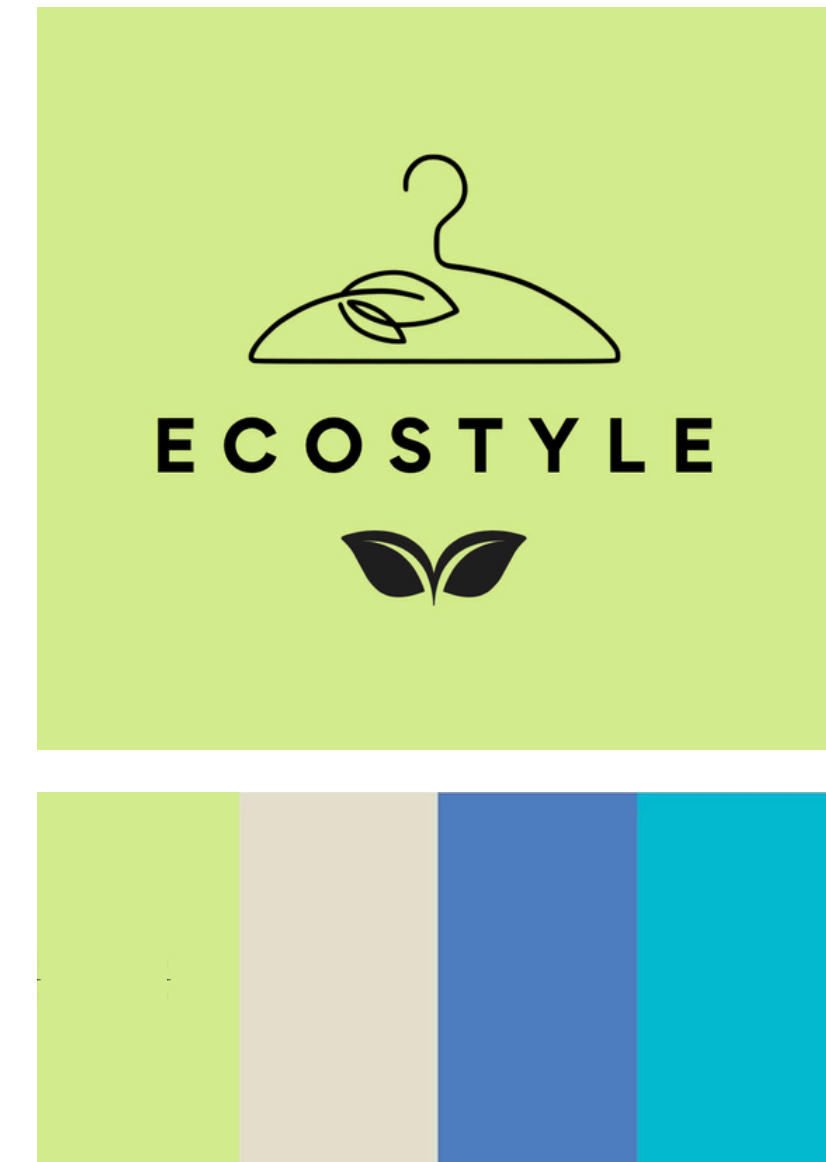


Figure 32. Branding logo and colors (2024)

## MARKETING-OOH ADS

- OOH advertising is out of home advertising - including billboards, bus shelter ads and posters (Clear Channel, 2024). This kind of advertisement makes a bold brand statement and enhances credibility because usually dodgy companies cannot expose themselves in the public (Clear Channel, 2024). OOH advertising also improves brand recognition as it leaves a more lasting impression on consumers - as they see it more than once, thus more likely to trigger their curiosity.
- EcoStyle could place billboard ads as seen in Figure 33. on both the Ring Road and Street 90 Fifth Settlement - because most people usually use these roads on a daily basis.
- It could also be important to place within shopping malls - where users tend to overconsume. This is to raise awareness and trigger guilt that could encourage users to start seeking a sustainable lifestyle.

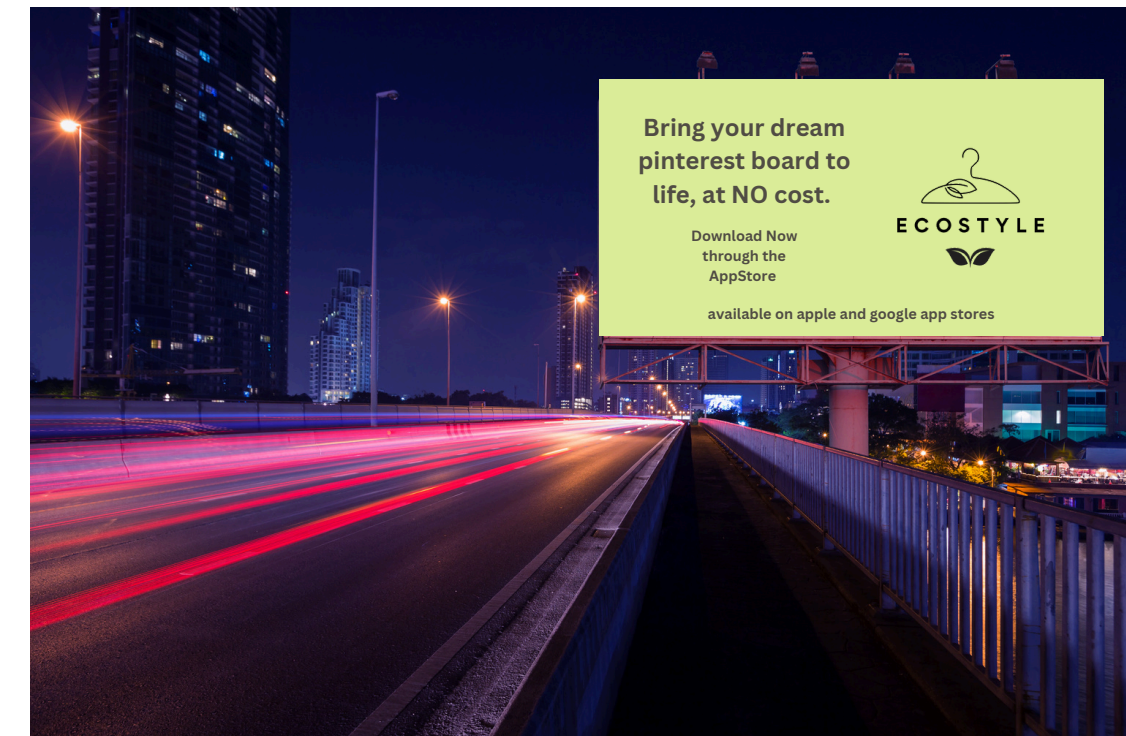


Figure 33. OOH Advertisements for EcoStyle (2024)

## MARKETING - SOCIAL MEDIA

- Social channels are very important when it comes to an app's marketing plan because it enables interaction with potential users - not just existing ones
  - About **45%** of internet users between 16-64 years worldwide use social media for brand research (Lukashuk, 2022).
  - The brand's presence on social media gives users the feeling of being reachable - thus strengthens customer relationships (Lukashuk, 2022).
  - Social media sharing - also allows users to share the brand with other friends - reaching a wider market (Lukashuk, 2022).
- Social media platforms to consider for marketing EcoStyle
    1. Instagram -it has 1.16 billion active users monthly (Lukashuk, 2022). Thus, a perfect place to market B2C lifestyle apps like EcoStyle especially to younger users - which are EcoStyle's target market.
    2. Tiktok - has 1 billion active users monthly (Lukashuk, 2022) - about 60% of Tiktok users are Gen-Z (Lukashuk, 2022),and thus this is also suitable for EcoStyle.
  - EcoStyle can engage with these platforms through fashion influencers that create and start challenges that has to do with how many times/wears you can style a piece of clothing.

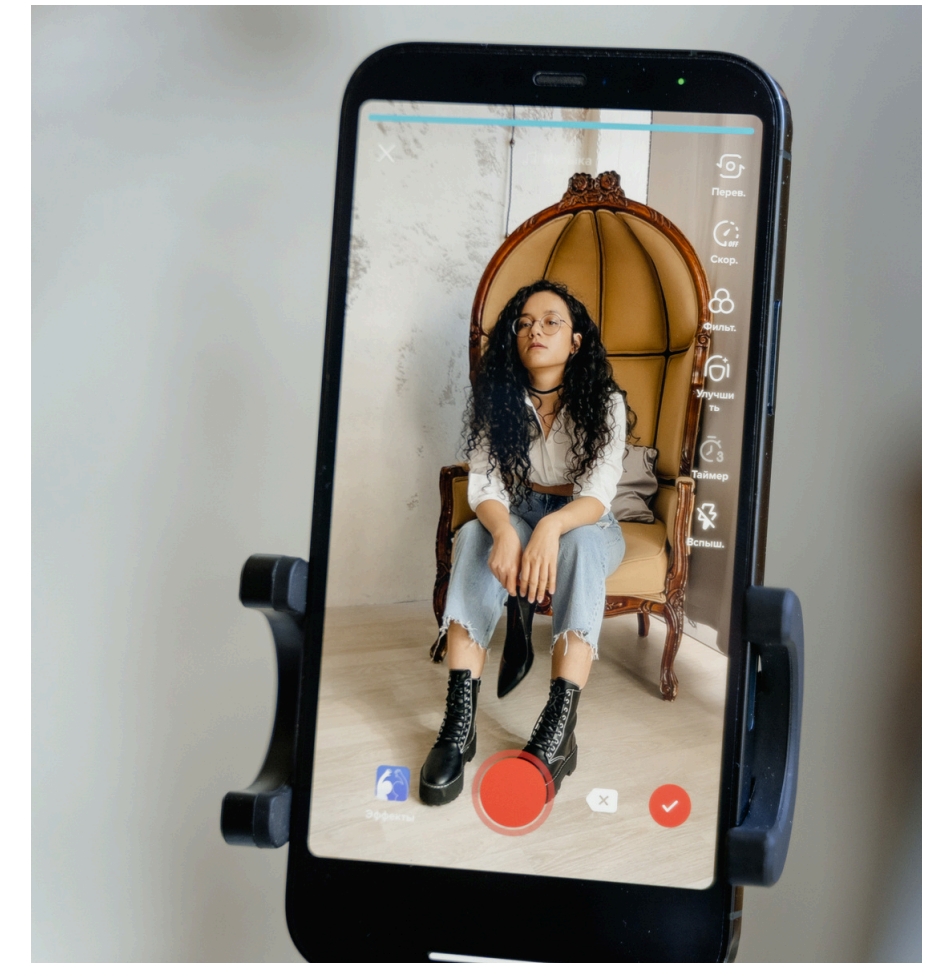
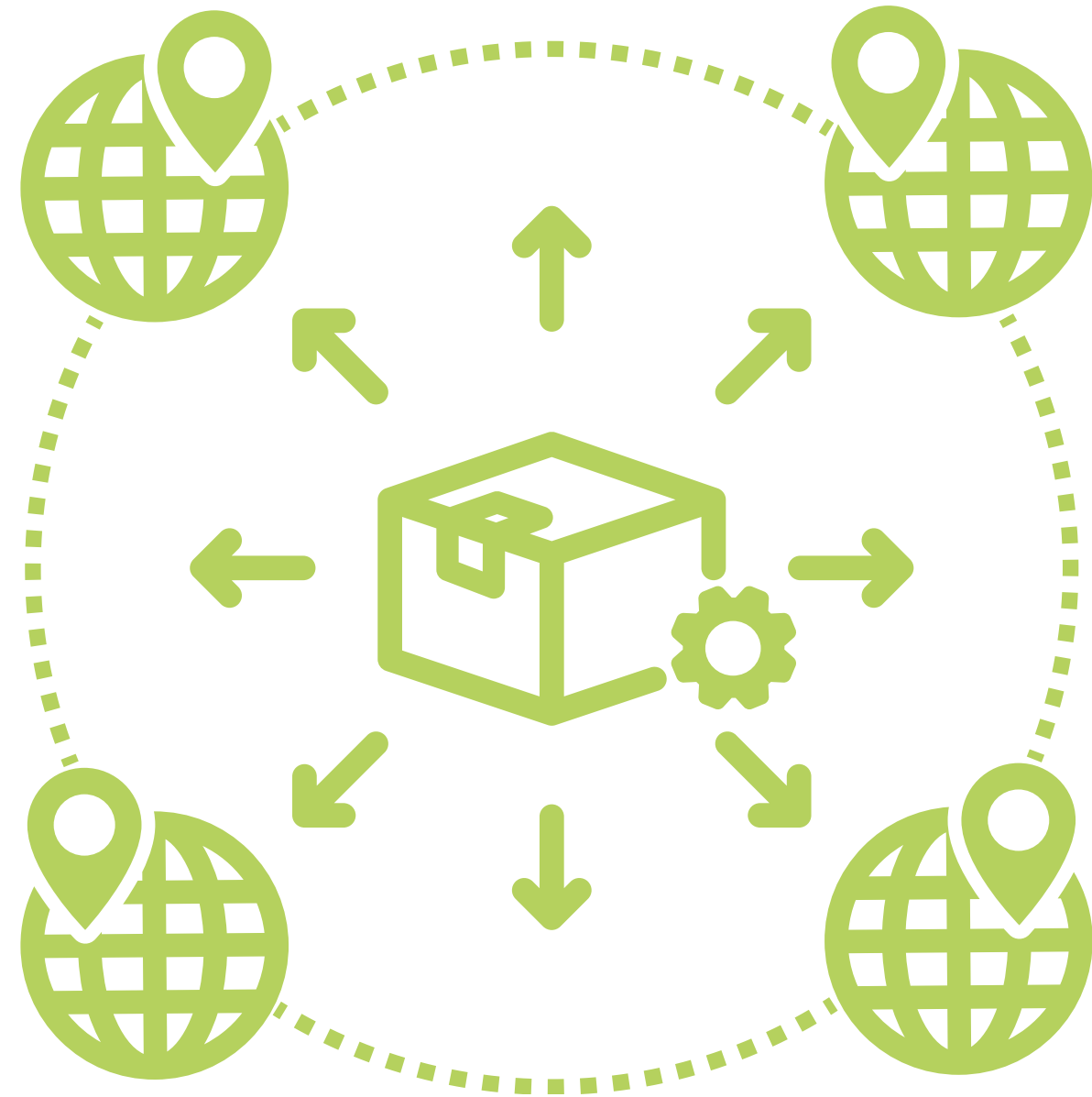


Figure 34. Social media advertisement for EcoStyle (2024)



## 9. DISTRIBUTION CHANNELS

# DISTRIBUTION CHANNELS

Selecting proper distribution channels is important when it comes to phone apps because it is where the brand connects with their users, driving downloads and optimizing reach and engagement (Kostelny, 2024). Thus, the following were chosen:

- 1. App Store Hosting** - This allows the app to directly reach a large number of potential users across different locations. It is basically the first place users search for apps in (Kostelny, 2024) - key words like fashion and styling must be incorporated to improve the app visibility and ranking in the search results, and so should the visuals (clearly communicating the features). New users usually check reviews before downloading the app (Kostelny, 2024), thus encouraging existing users to leave their feedback could be an important move.
- 2. Social media** - Use of platforms like facebook, Instagram and TikTok to promote the app and advertise on - as shown in the promotion section - it is a vital channel for building a loyal user base and fostering community engagement (Kostelny, 2024), especially that 89.8% of target customers engage with these platforms (See Appendix 1).

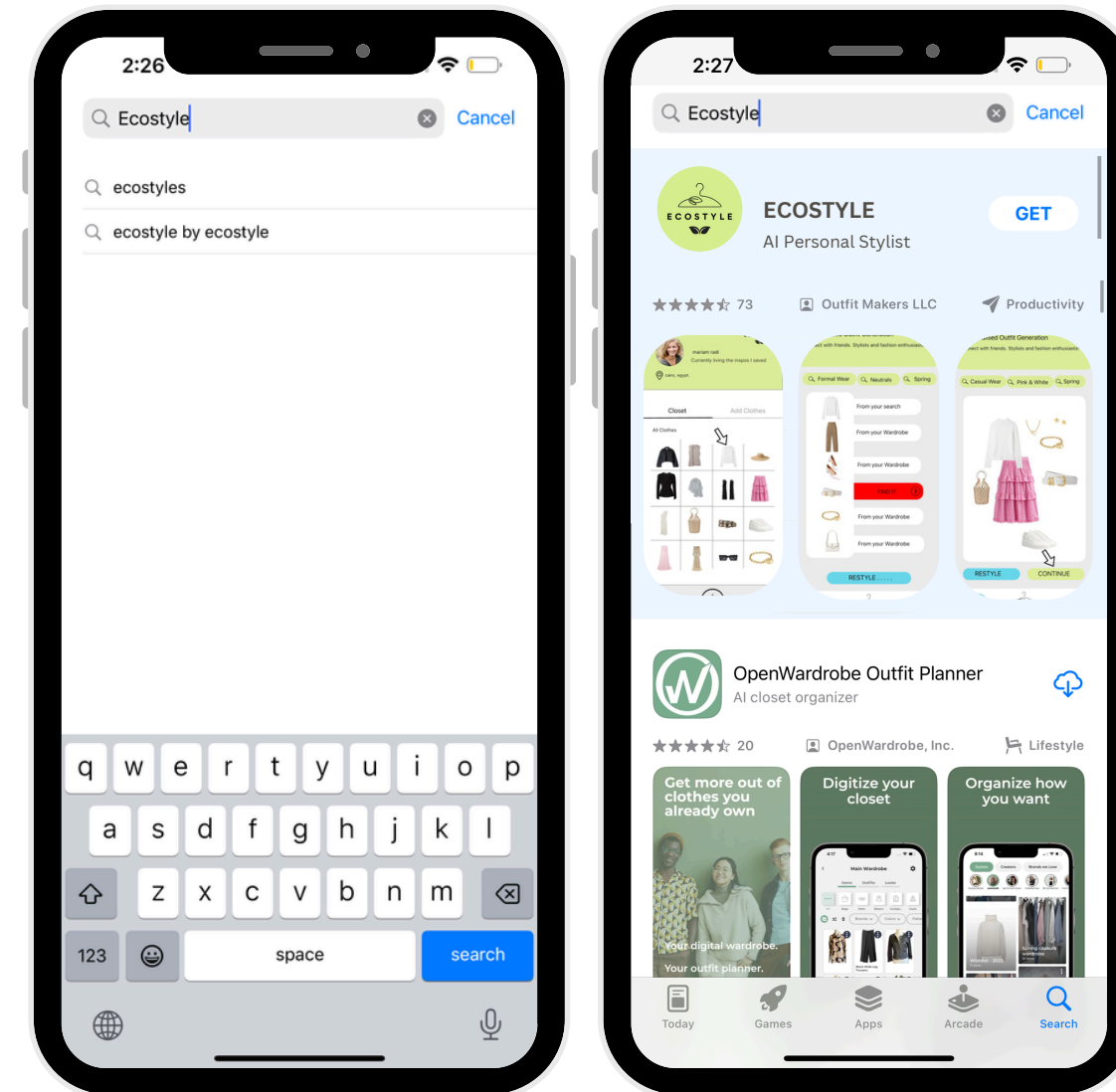


Figure 35. EcoStyle App Store (2024)



# 10. FINANCIAL CONSIDERATIONS (PRICE)

## COST & REVENUE STREAMS

- EcoStyle’s main goal is reshaping the fashion industry into a more responsible one and support local economies rather than making profit.
- However, the costs and revenue streams were estimated as seen on Figure 36:
  - Costs** - include the technical specifications of integrating AI in this app and maintaining it throughout - this will cost more at the beginning to set-up. costs would also include marketing expenses as explained earlier.
  - Revenue** - EcoStyle is dependant on investment from external companies who have the same vision, with a **2,000,000 EGP** to start-up the app. Their revenue from local brands and services is expected to increase over the years as they get more brands to subscribe.

| Cost Streams ( EGP)  | Year 1           | Year 2           | Year 3         |
|--|------------------|------------------|----------------|
| Tech Specifications (Licensing fees, customization fees, maintenance fees) | 1,000,000        | 800,000          | 800,000        |
| Marketing and promotional expenses   | 2400             | 1800             | 1800           |
| <b>Total Cost</b>  | <b>1,002,400</b> | <b>801,800</b>   | <b>801,800</b> |
|  |                  |                  |                |
| Revenue Streams (EGP)  |                  |                  |                |
| Subscription fee from local brands/ Commission                             | 60,000           | 150,000          | 500,000        |
| Revenue from local services/ commission                                    | 1000             | 2,000            | 5000           |
| External Investment  | 2,000,000        | 0                | 0              |
| Profit from previous year  | 0                | 1,058,600        | 408,800        |
| <b>Total Revenue</b>   | <b>2,061,000</b> | <b>1,210,600</b> | <b>913,800</b> |
|  |                  |                  |                |

Figure 36. EcoStyle Cost & Revenue Streams (2024)



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## FINANCIAL STATEMENT - INVESTMENT & FUNDING

| Budget Financial Statement     |           |           |         |
|--------------------------------|-----------|-----------|---------|
| Total Revenue                  | 2,061,000 | 1,210,600 | 913,800 |
| Total Cost                     | 1,002,400 | 801,800   | 801,800 |
| Total Profit ( Revenue - Cost) | 1,058,600 | 408,800   | 112,000 |

Figure 37. *Financial Statement (2024)*

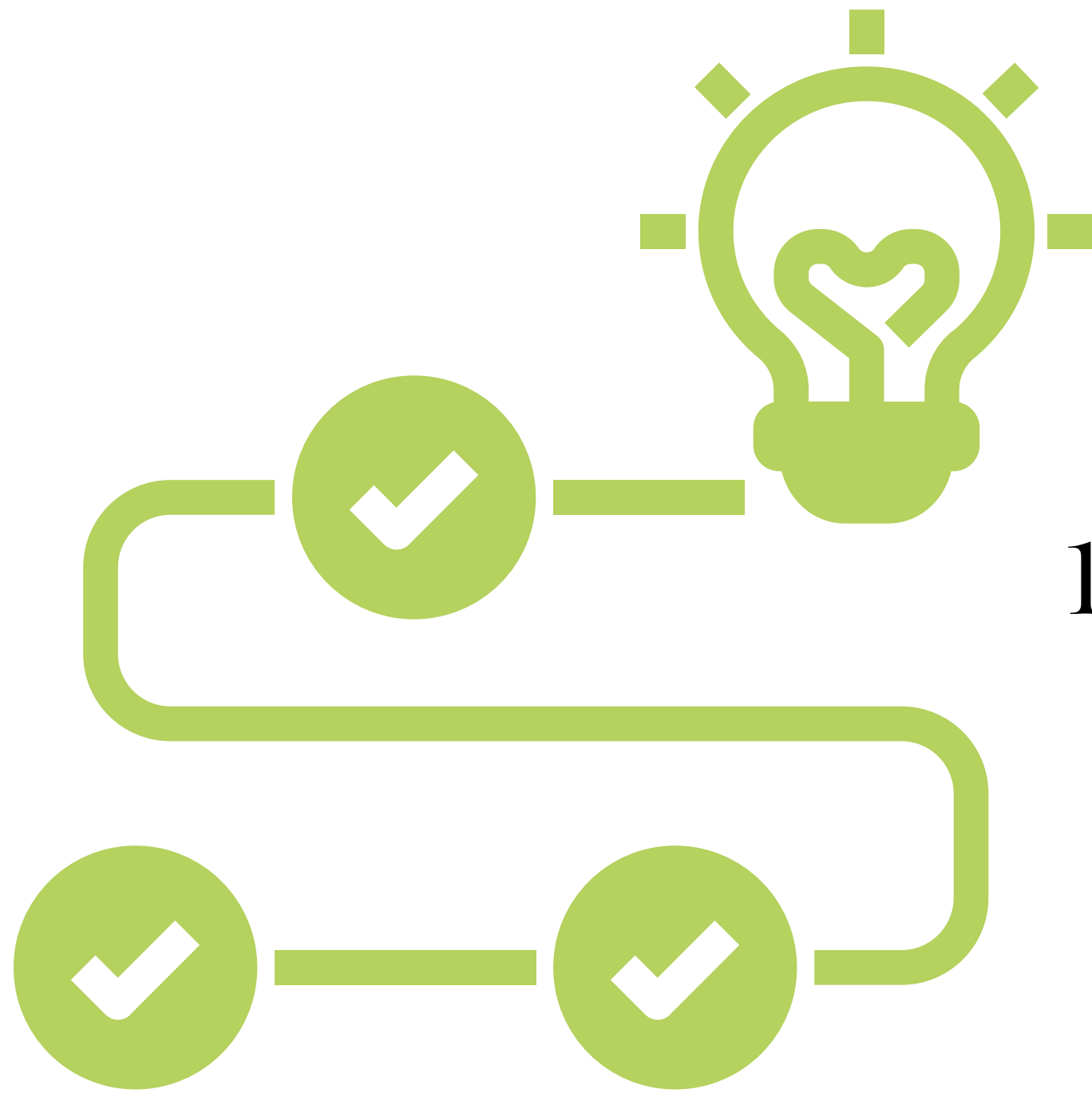
- As Figure 37 shows, the total profit for the first year will be high due to the high investment coming in. Even though profits might decrease in the following years, it is expected to boom back as more brands subscribe and the app gains more exposure. Nonetheless, it will not be making any losses, baring in mind that profit was never the main goal as EcoStyle places users at the heart of the app, only relying their revenues on subscriptions and commisions from local brands and service providers.



## 11. CONCLUSION

## CONCLUSION

In conclusion, realising the growth in both the fashion styling app market and the Egyptian local brand market, EcoStyle was able to assess the competition and bridge the gap in the market to minimize overconsumption and foster local economies, bringing consumers to adopt more sustainable lifestyles. EcoStyle then realises the importance of collaborating with AI companies and Pinterest, to bring features like personalised AI outfit recommendations to life. These partnerships would need investment, and thus the brand calculates its costs against profits to estimate the amount of external investment needed. Moreover, the app was assessed and analysed through different matrices, then backed up with primary research, to prove its success. However, there are some areas where the app could extend in the future (discussed in the next section).



## 12. RECOMMENDATIONS

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## RECOMMENDATIONS - FUTURE DEVELOPMENTS

EcoStyle, being in a continuously growing market where new technologies are introduced constantly, it must ensure constant extensions and expansions to guarantee a cutting-edge in the market. Without these extensions, EcoStyle might go out of style and other competitors might take over.

**Post-launch future extension strategies could include the following:**

- Introducing a made-to-measure collection that fills in essential pieces that users search for but could not find.
- Conducting data analysis for the local brands in which they can get to know the top essential pieces that users search for but could not find - so that they can better meet their needs.
- Introducing the rental, exchange and resell market - to give users more options and empower them to choose how they want to engage in sustainable shopping.
- Hosting on-ground pop-up events where the EcoStyle community could meet - improving customer's loyalty and retention.
- Partnering with social media applications like snapchat and BeReal could help the brand maintain its presence in the market:
  1. Snapchat - This could be through the introduction of filters where users can virtually see the outfit combinations EcoStyle created for them on camera, or on their Bitmoji.
  2. BeReal - This could be through sharing your outfits and styles with friends on the daily with a section on BeReal called 'Outfit of the day' - incorporating it into user's daily routines.

**Important Notes to Consider:**

- While doing this, EcoStyle must ensure their user's privacy is respected. This is because these expansion strategies include heavy user data collection.
  - It is important to understand that as new technological advancements arise every other day, new growth opportunities would be possible. Thus, it is important to stay up-to-date with the technological changes.
-

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# LIST OF ILLUSTRATION

- Figure 1. Global Styling App Market (2024) *Global Styling App Market*. [Image] At: <https://www.verifiedmarketresearch.com/product/styling-app-market/>
- Figure 2. Business Forward AUC (2022) *Local Fashion in Egypt*. [Image] At: <https://businessforwardauc.com/2022/12/25/how-local-fashion-is-growing-and-surviving-in-egypt/>
- Figure 3. *Market drivers* (2024). [Diagram].
- Figure 4. AI and Technology Advancements (2022). [Image] At: <https://xrstudios.io/blogs/artificial-intelligence-helps-with-design-in-fashion-industry/>
- Figure 5. In Context Seo (2022) *Localism* [Image]. At: <https://incontextseo.com/what-is-localism-and-why-it-is-important/>
- Figure 6. Forbes (2018) *Privacy concerns* [Image]. At: <https://www.forbes.com/sites/tonybradley/2018/01/27/top-5-concerns-to-focus-on-for-data-privacy-day/?sh=a4fea2b4f3cf>
- Figure 7. Canva (2024) *Consumer Demographics Moodboard*. [Image]
- Figure 8. Canva (2024) *Consumer Psychographics Moodboard*. [Image]
- Figure 9. Instagram (2024) *Egyptian Brand FRS*. [Screenshot]
- Figure 10. Putting me together (2015) *StyleBook Application*. [Image] At: <https://www.puttingmetogether.com/introducing-stylebook-my-favorite-too/>
- Figure 11. *Fashion Styling app competitive map* (2024). [Diagram]
- Figure 12. Medium (2020) *Clothes dumped in landfills*. [Image] At: <https://medium.com/@bdajess/is-fashions-problem-overproduction-or-overconsumption-398810a29dc>
- Figure 13. Eco-Stylist (2024) *Overwhelmed with clothes*. [Image] At: <https://www.eco-stylist.com/is-fast-fashion-overconsumption-bad-for-your-happiness/>
- Figure 14. Forbes (2024) *Circular Economy - Reusing clothes*. [Image] At: <https://www.forbes.com/sites/sap/2022/06/29/why-the-circular-economy-is-the-perfect-fit-for-the-fashion-industry/?sh=6d7408db53d/>

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## LIST OF ILLUSTRATION CONT.

- Figure 15. Adobe XD (2024) *EcoStyle Splash Screen* [Image].  
Figure 16. Adobe XD (2024) *EcoStyle Demo QR Code* [Image].  
Figure 17. Adobe XD (2024) *EcoStyle Digitalize wardrobe feature* [Image].  
Figure 18. Adobe XD (2024) *EcoStyle Pinterest Feature* [Image].  
Figure 19. Adobe XD (2024) *EcoStyle community Feature* [Image].  
Figure 20. Adobe XD (2024) *EcoStyle community guidelines* [Image].  
Figure 21. Adobe XD (2024) *EcoStyle Scan-and-Share* [Image].  
figure 22. Adobe XD (2024) *EcoStyle Pre-purchase checklist* [Image]  
Figure 23. Adobe XD (2024) *EcoStyle AI outfit generator* [Image]  
Figure 24. Adobe XD (2024) *EcoStyle locating items* [Image]  
Figure 25. Adobe XD (2024) *EcoStyle order tracking* [Image]  
Figure 26. Adobe XD (2024) *EcoStyle extra services* [Image]  
Figure 27. Adobe XD (2024) *EcoStyle How-To Demo* [Image]  
Figure 28. Adobe XD (2024) *EcoStyle Screen Navigation* [Image]  
Figure 29. Canva (2024) *EcoStyle Subscription Plans* [Image]  
Figure 31. Brand Onion (s.d.)  
Figure 32. *Branding logo and colors* (2024) [Image]  
Figure 33. Canva (2024) *OOH Advertisements for EcoStyle* [Image].  
Figure 34. Canva (2024) *Social media advertisement for EcoStyle* [Image].  
Figure 35. Canva (2024) *EcoStyle App Store* [Image].  
Figure 36. Excel (2024) *EcoStyle Cost & Revenue Streams* [Screenshot].  
Figure 37. Excel (2024) *EcoStyle Financial Statement* [Screenshot]

**Please Note: All non-labelled Illustrations are Canva Graphics**

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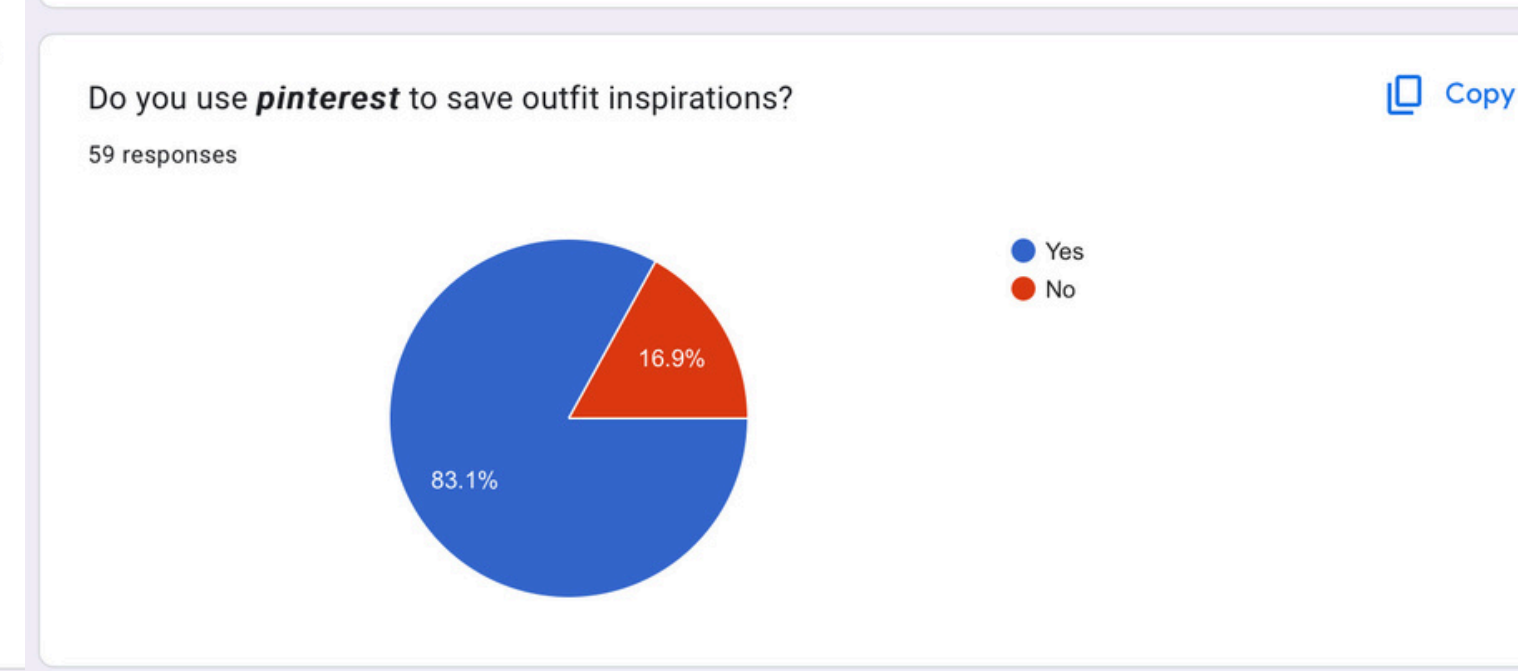
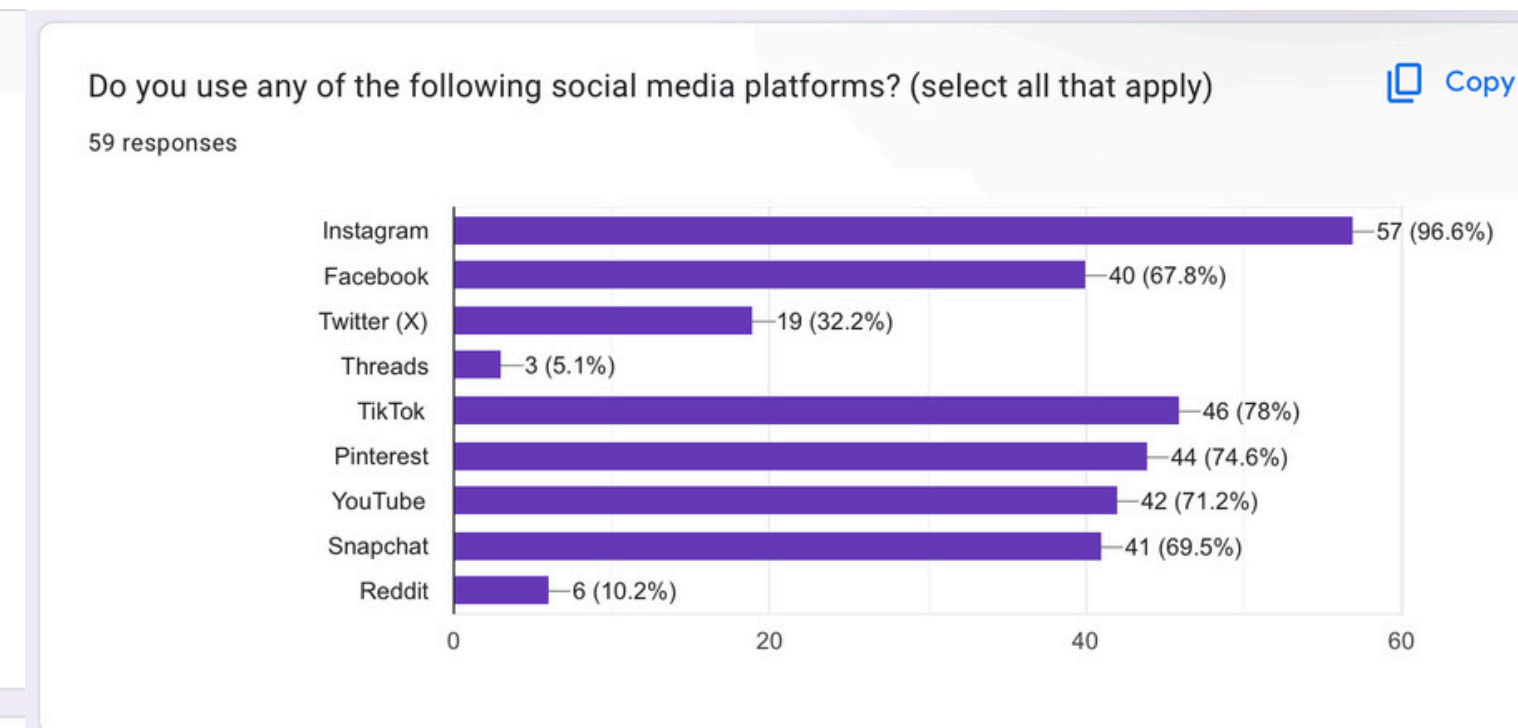
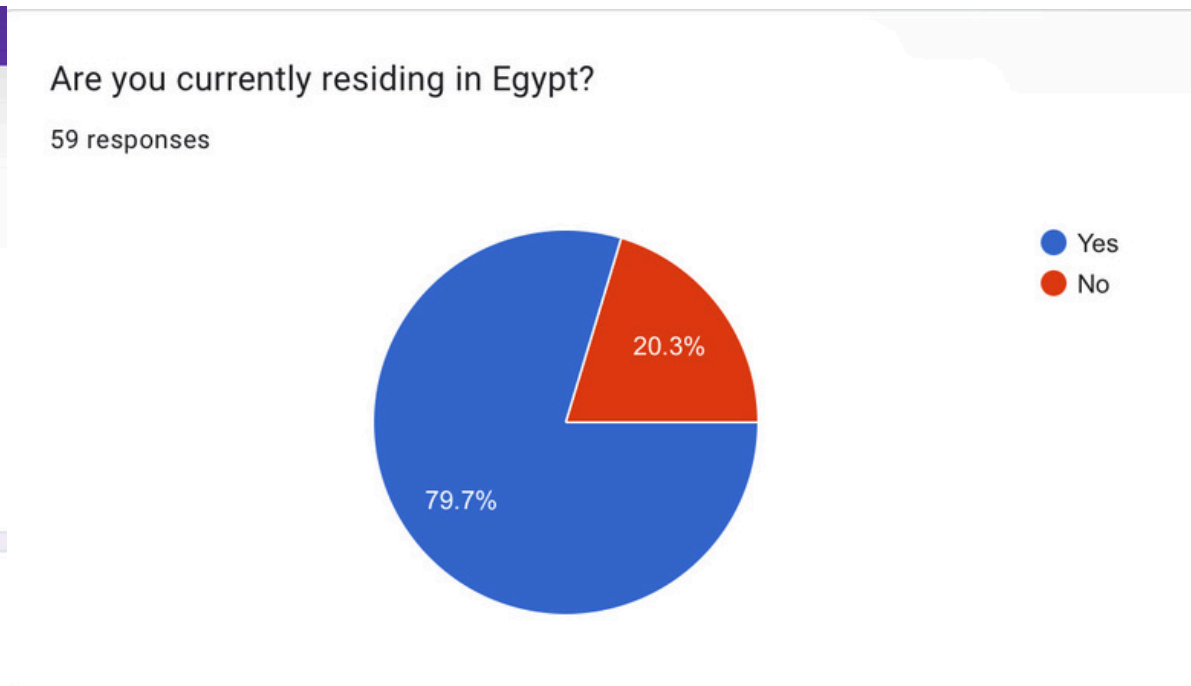
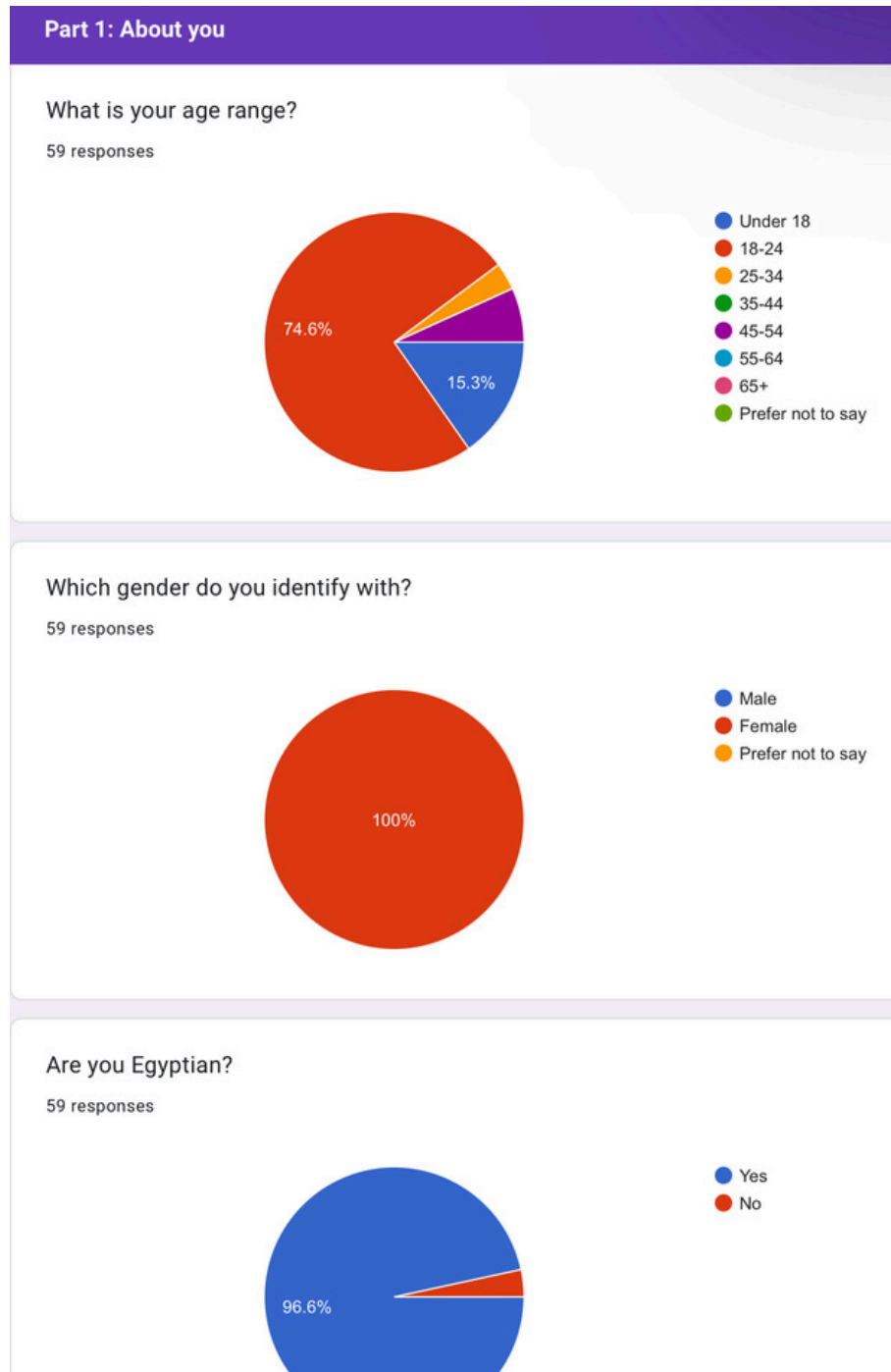
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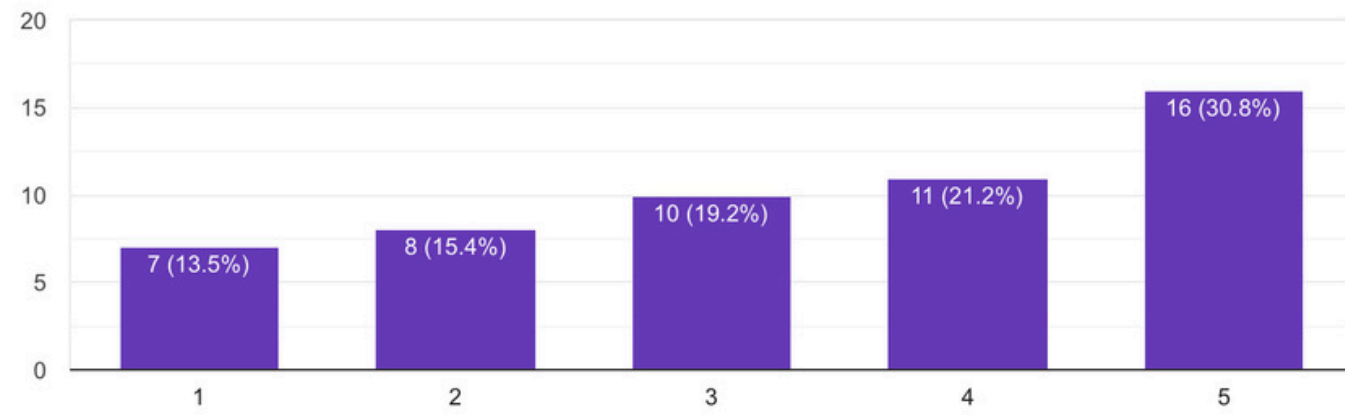
# APPENDIX 1 - CONSUMER SURVEY



If **yes**, how often?

Copy

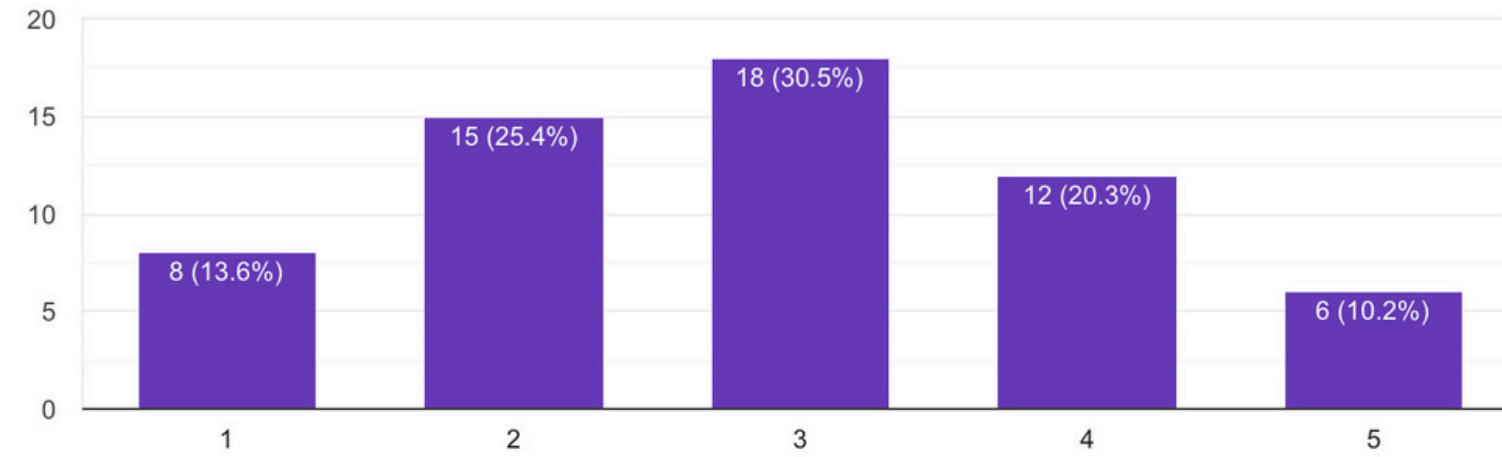
52 responses



How aware are you with the concept of sustainable fashion and the environmental impact of your purchases?

Copy

59 responses

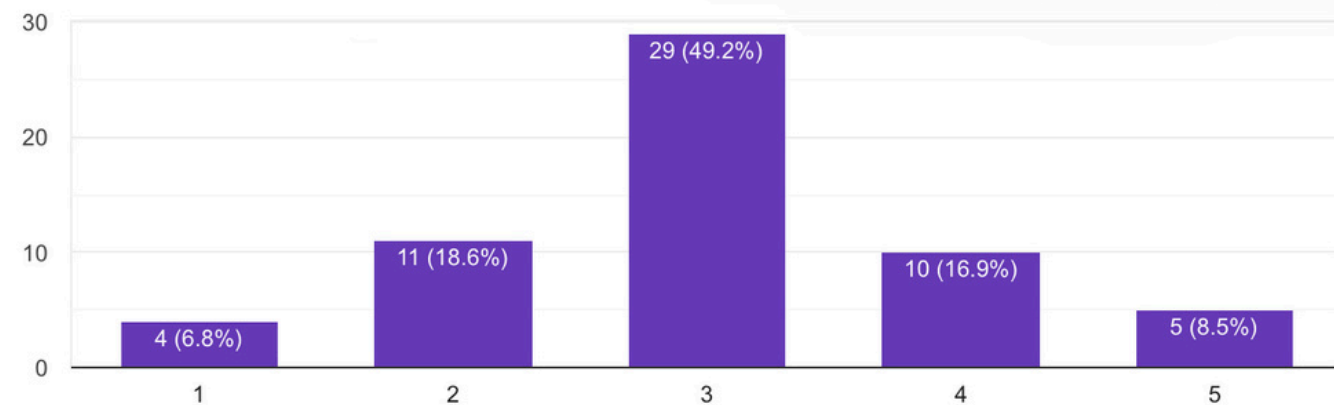


Part 2: Sustainable Choices

How important is sustainability in your fashion choices?

Copy

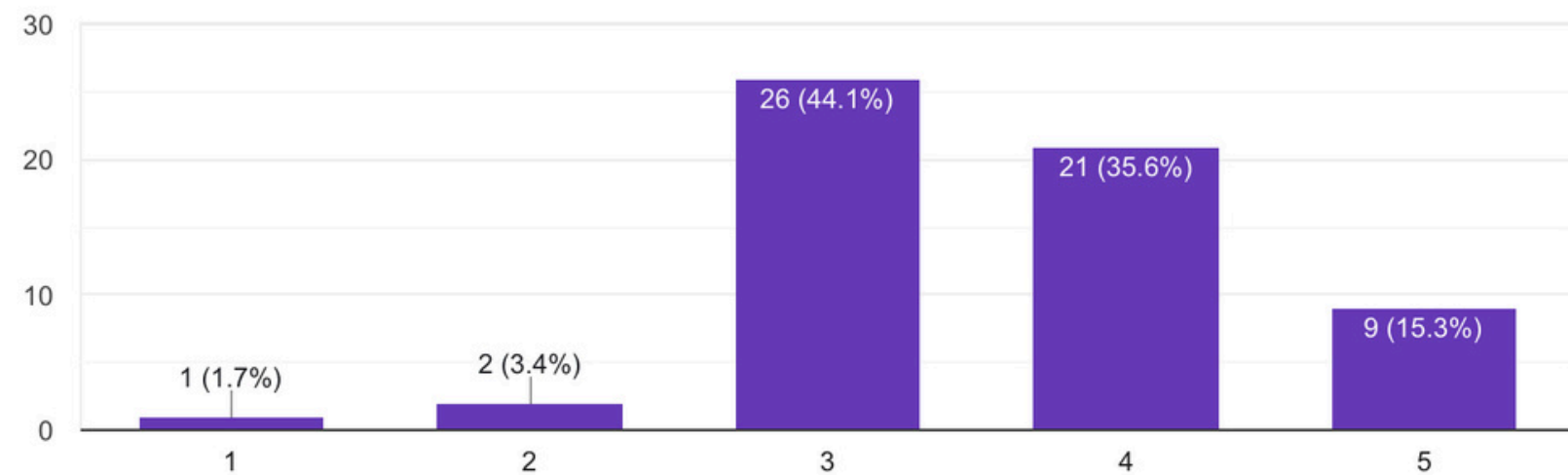
59 responses



How likely are you to change your fashion consumption habits to more sustainable ones after learning about their impact?

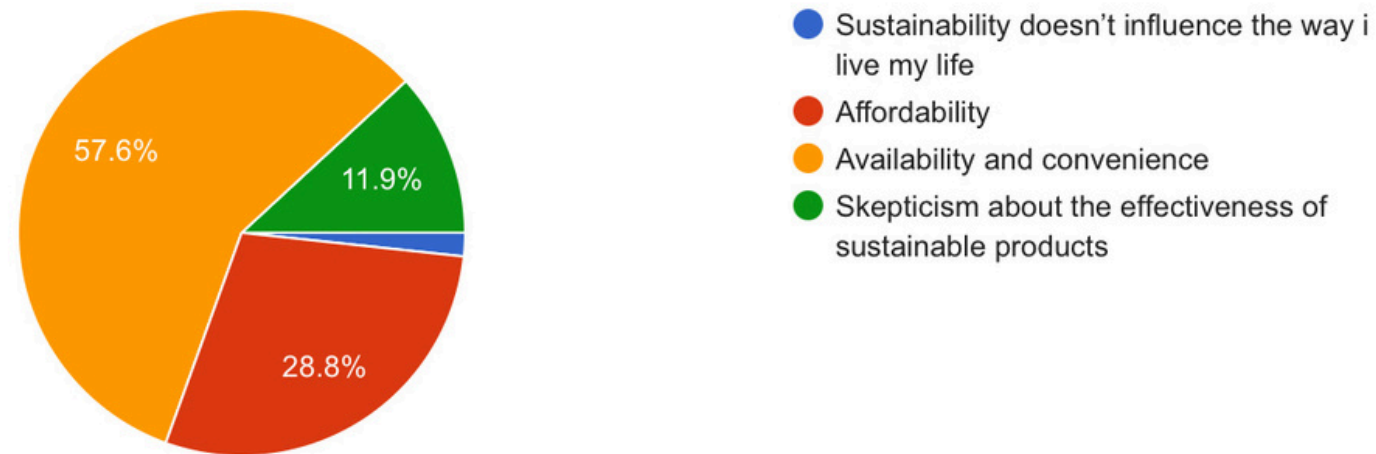
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59 responses



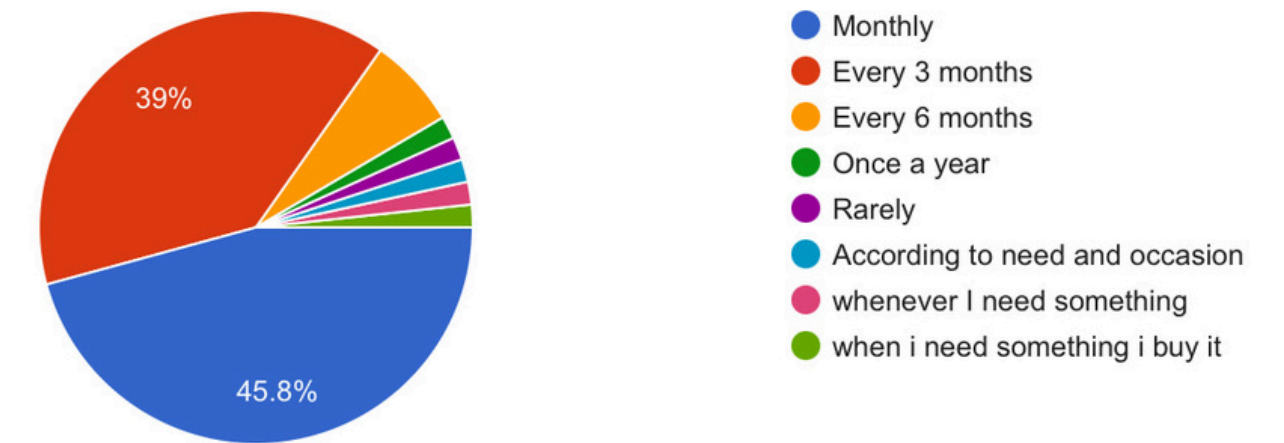
What do you perceive as the main barrier to making sustainable shopping choices?

59 responses



How often do you purchase **new** clothing ?

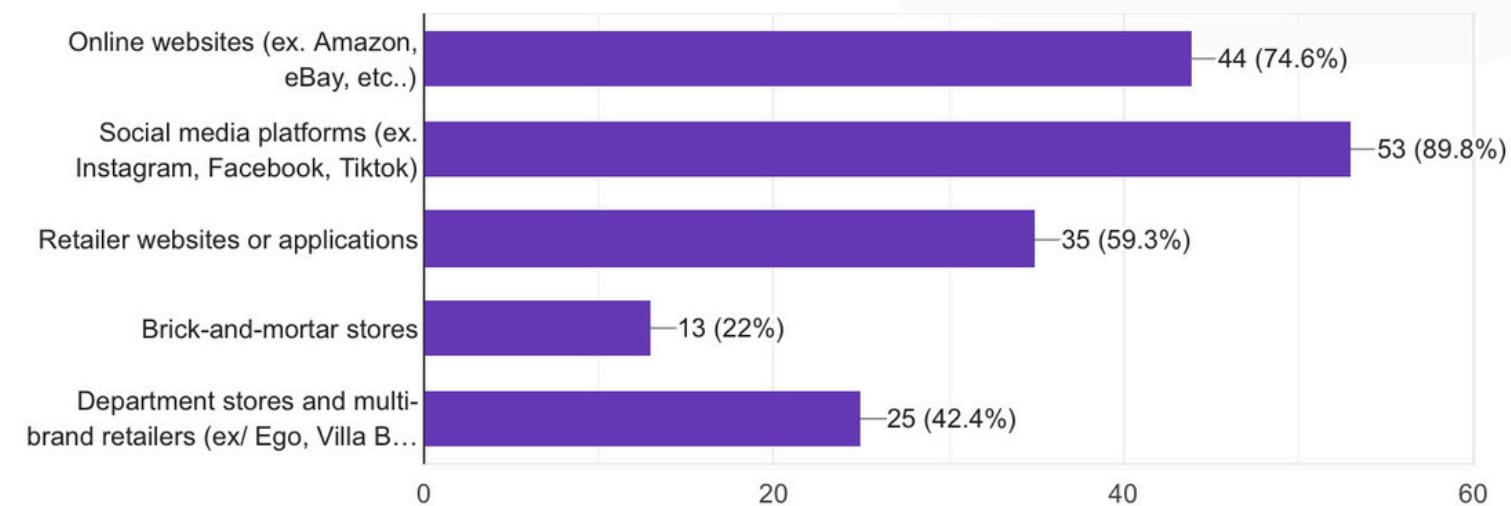
59 responses



Part 3: Consumption Behaviors

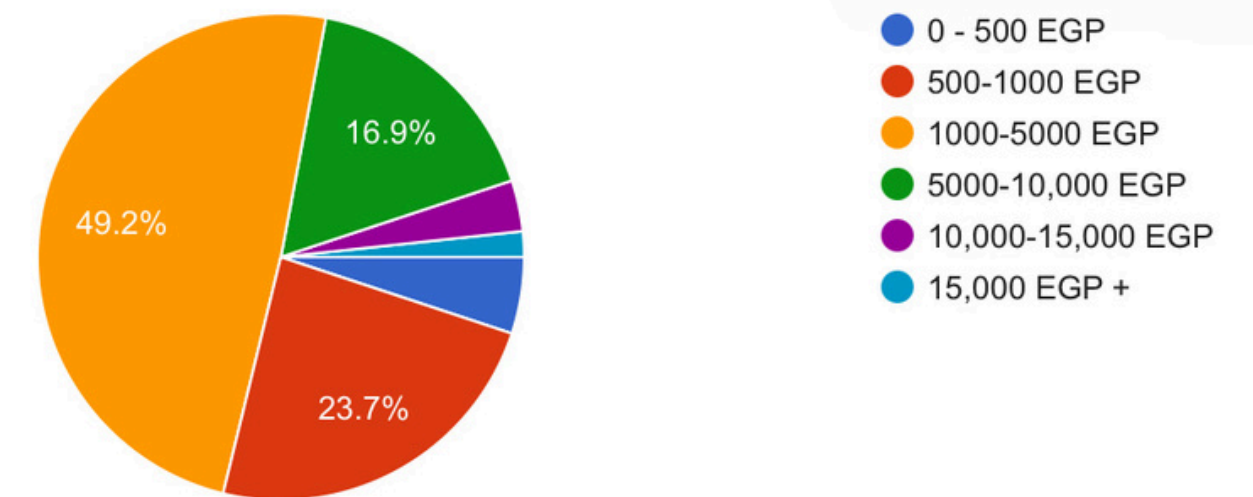
In what ways do you engage in shopping? (Select all that apply)

59 responses



How much do you spend on clothes in a **month** ?

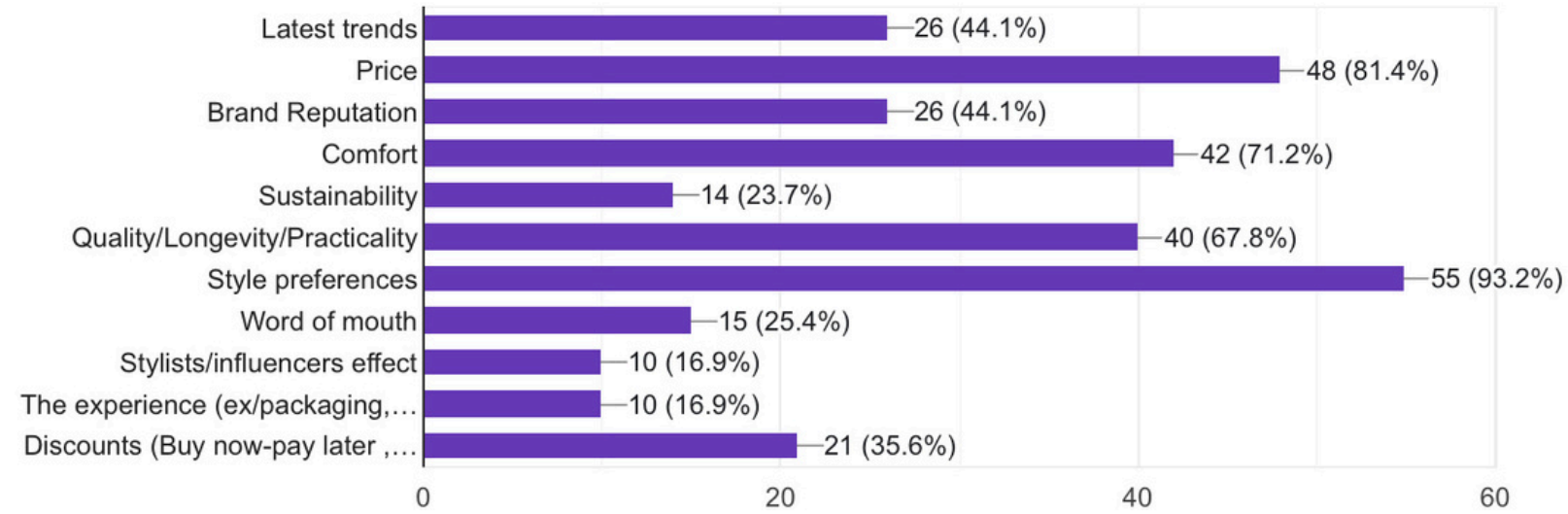
59 responses



What factors influence your decision to buy **new** clothing? (Select all that apply)



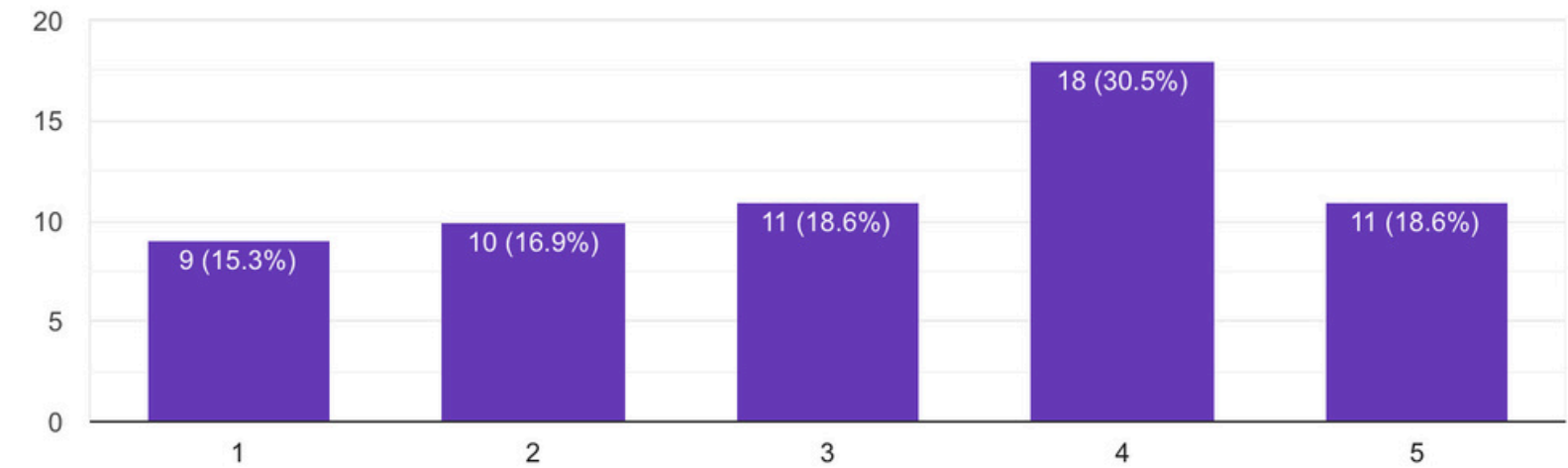
59 responses



How often do you shop as a **coping mechanism** for stress and anxiety?



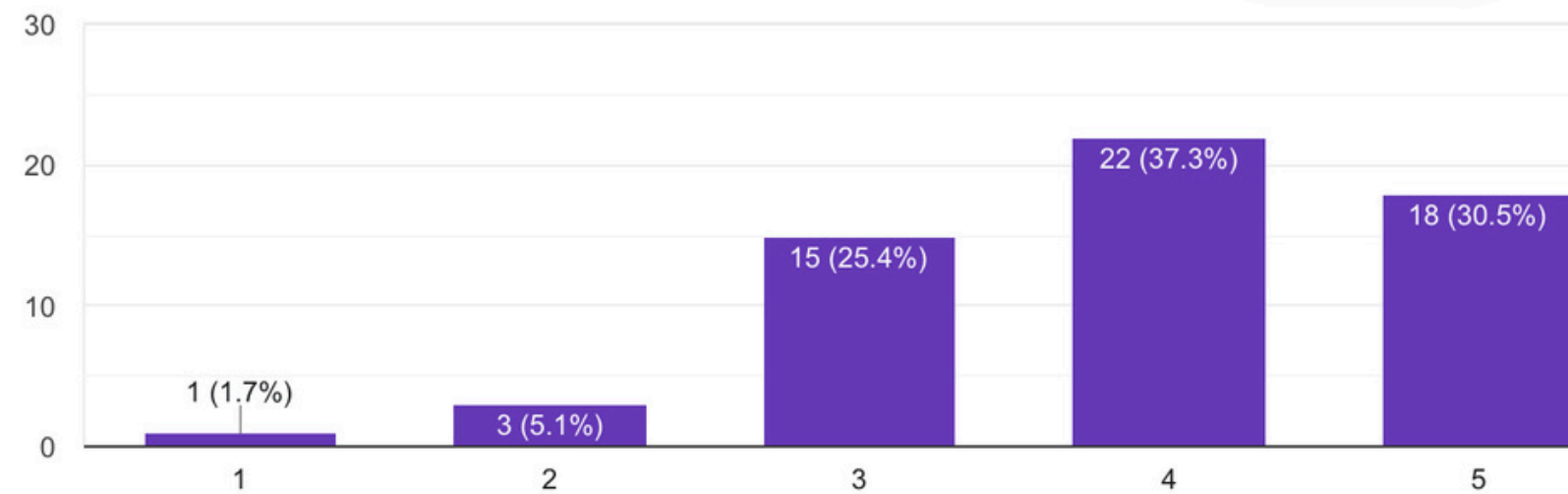
59 responses



How often do you consider the **wearability** and **versatility** of the clothes before buying it?



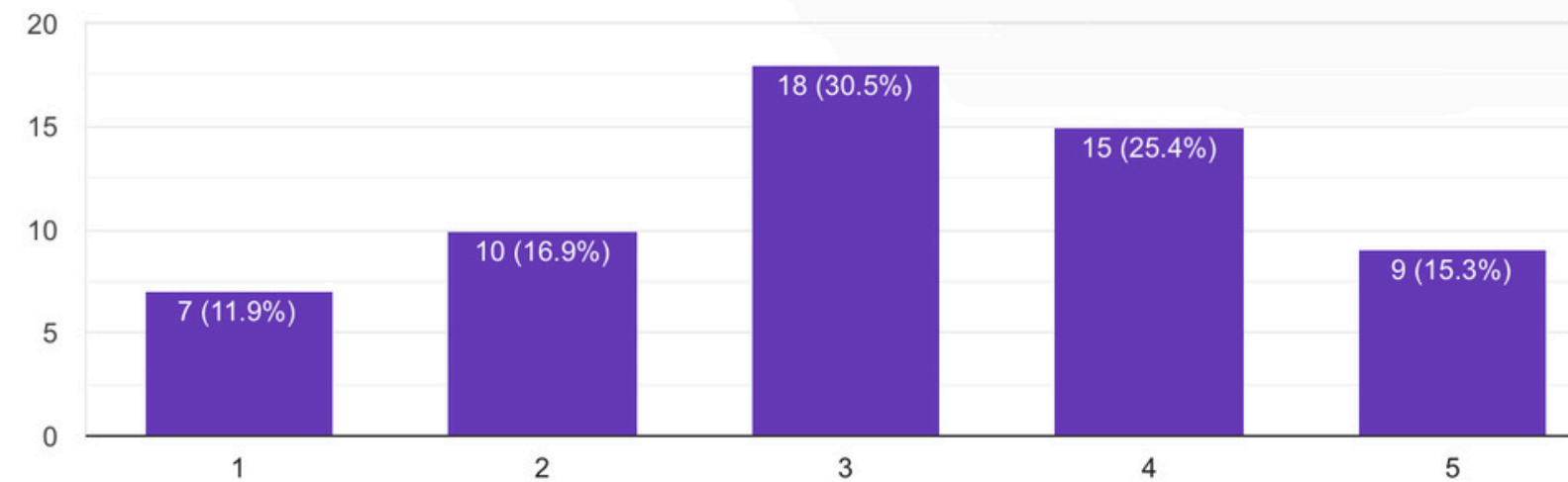
59 responses



How often do you shop due to **social influences** ?



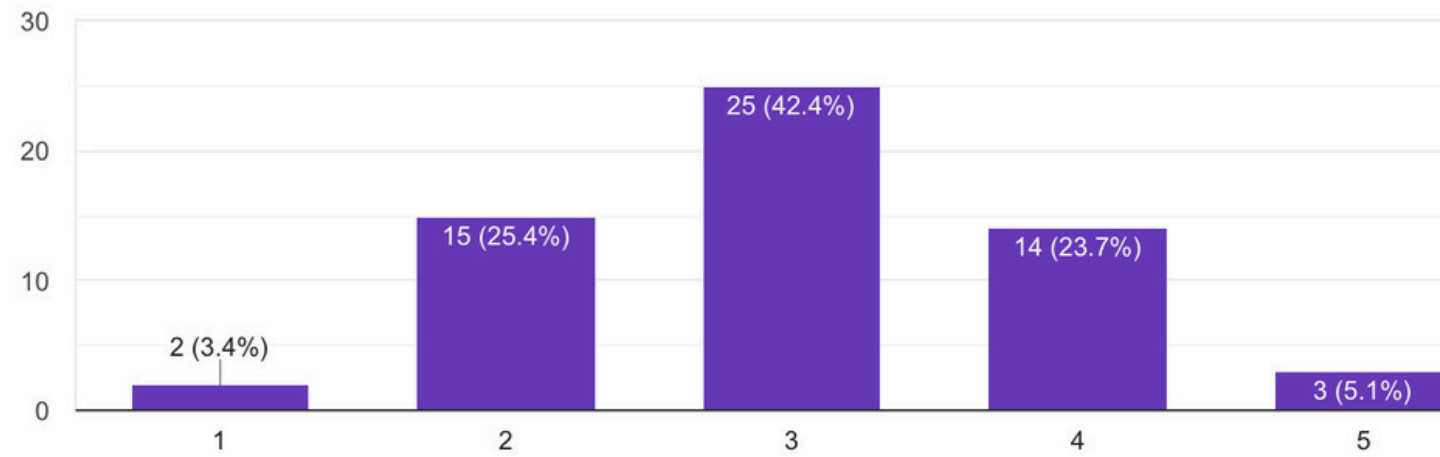
59 responses



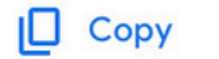
How often do you experience disappointment with online purchases regarding **prints**, **colors** or **silhouettes** because they do not suit/match you?



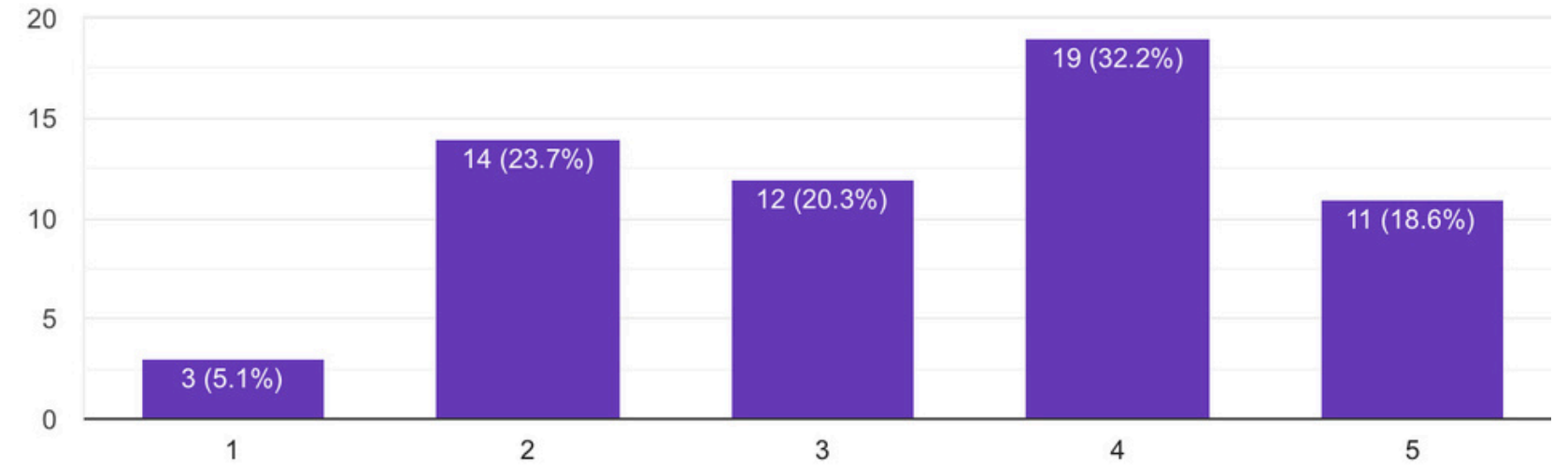
59 responses



How often do you feel **overwhelmed** by the amount of clothing you own?



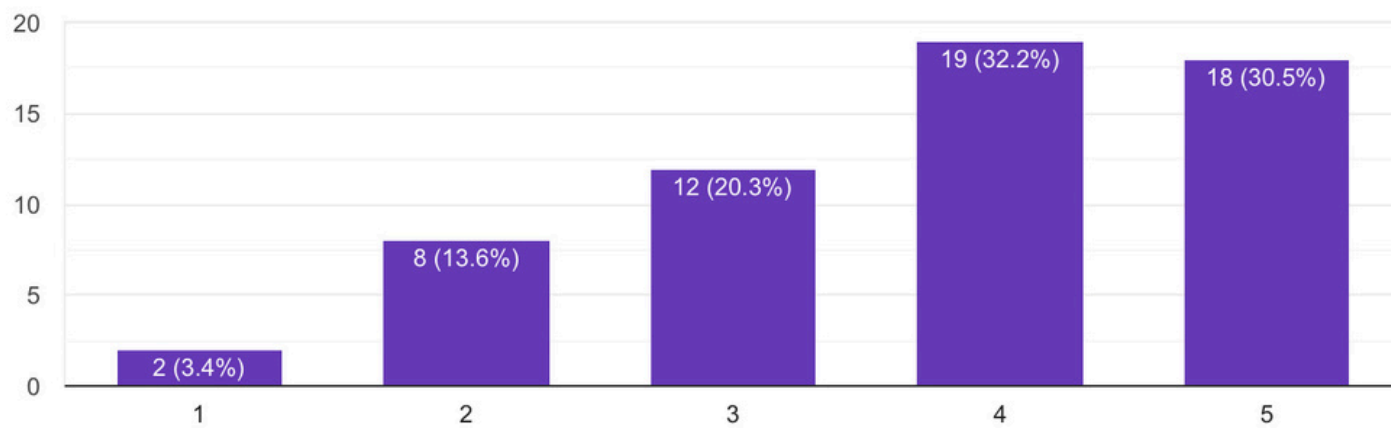
59 responses



How often do you struggle with **styling** your clothes or feel **bored** with your wardrobe?



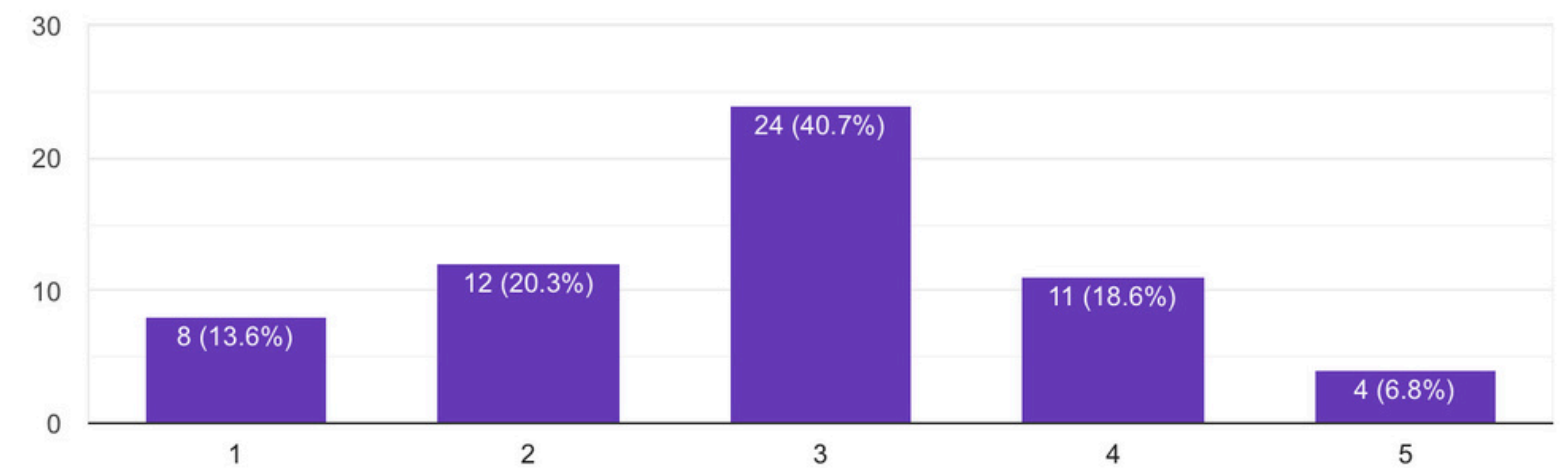
59 responses



How often do you face **financial strain** due to purchasing infrequently worn clothes?



59 responses



Part 4: Local Shopping

Copy

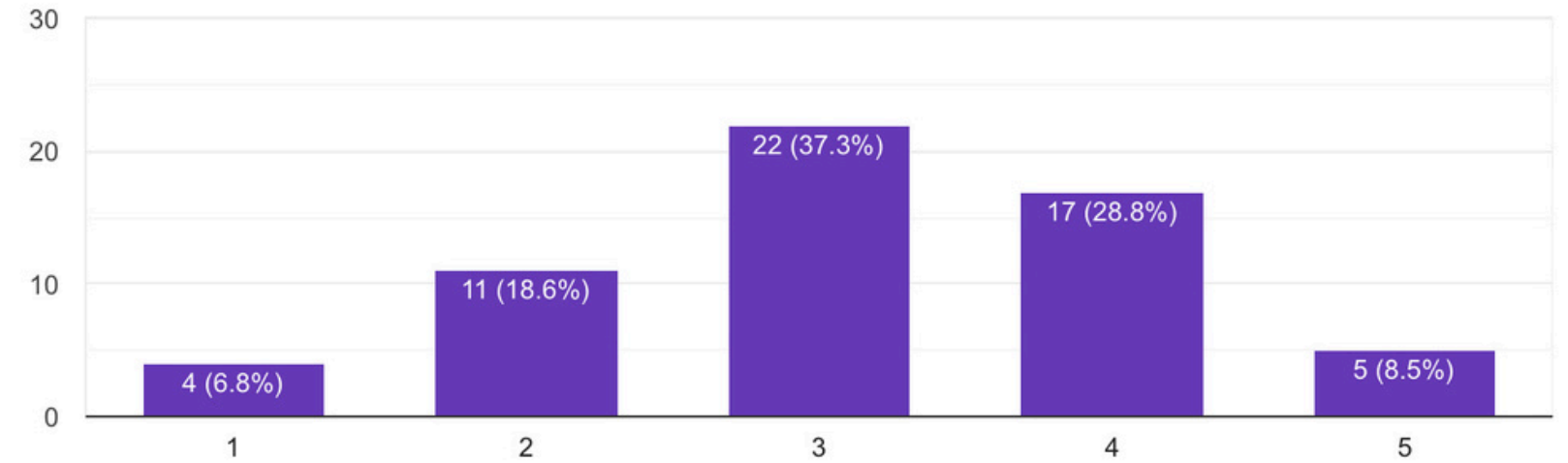
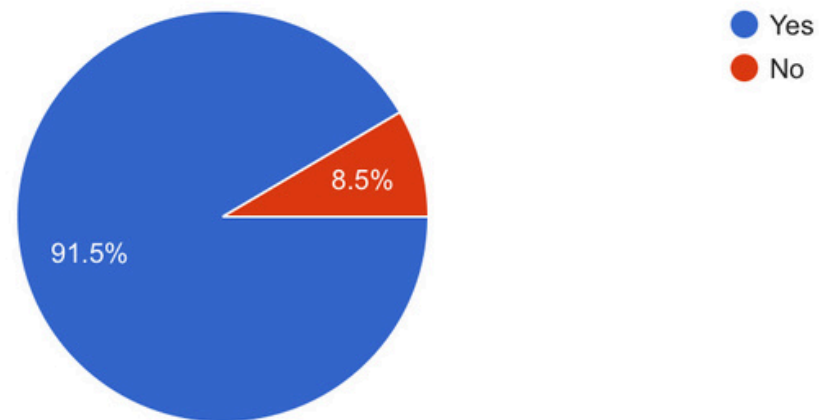
Do you actively support **local** fashion brands?



How often do you opt for **international** brands due to convenience, despite a preference for local shopping?

59 responses

59 responses



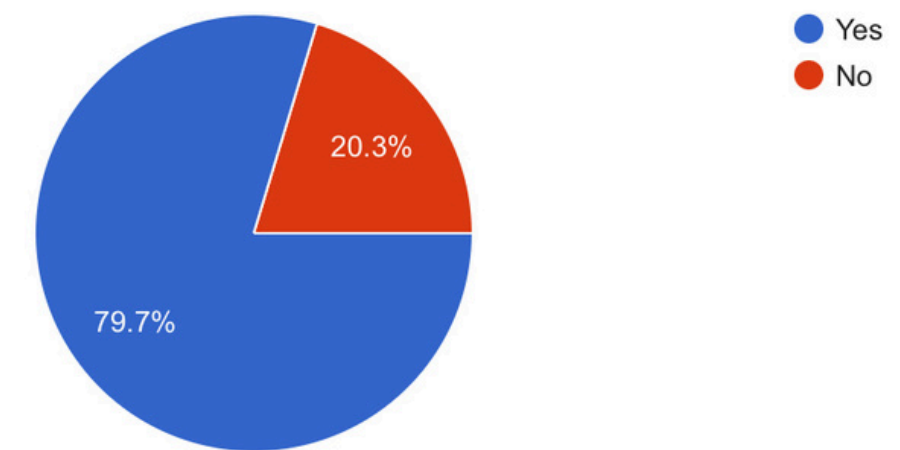
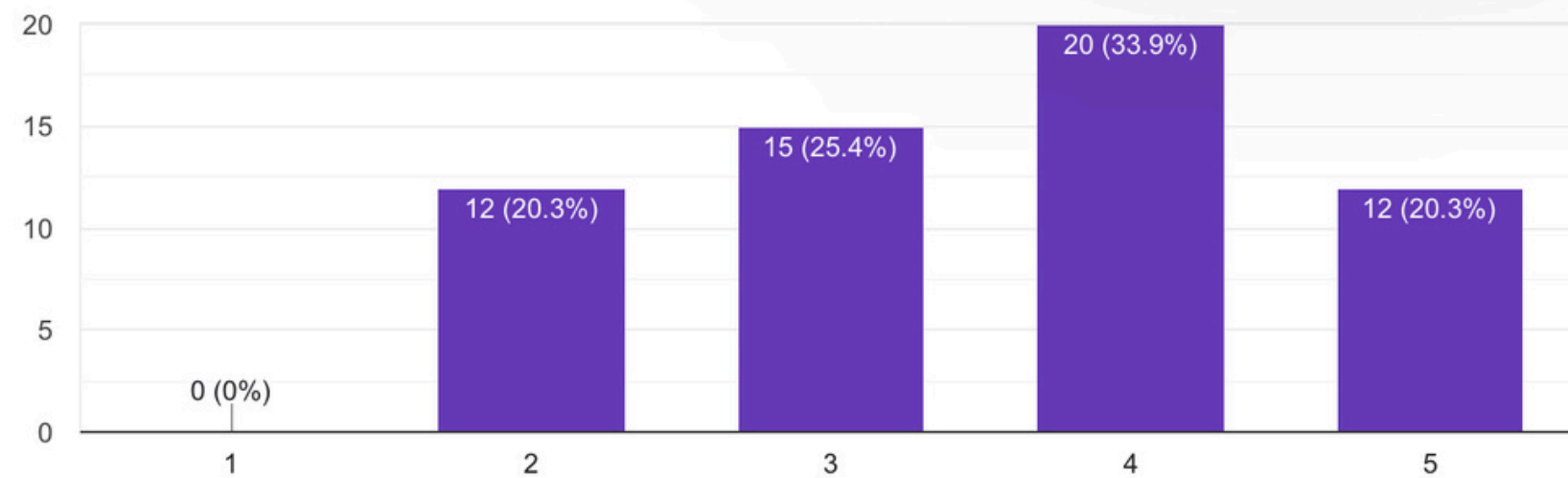
How often do you shop locally?

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59 responses

Have you increased your shopping from local brands **recently**?

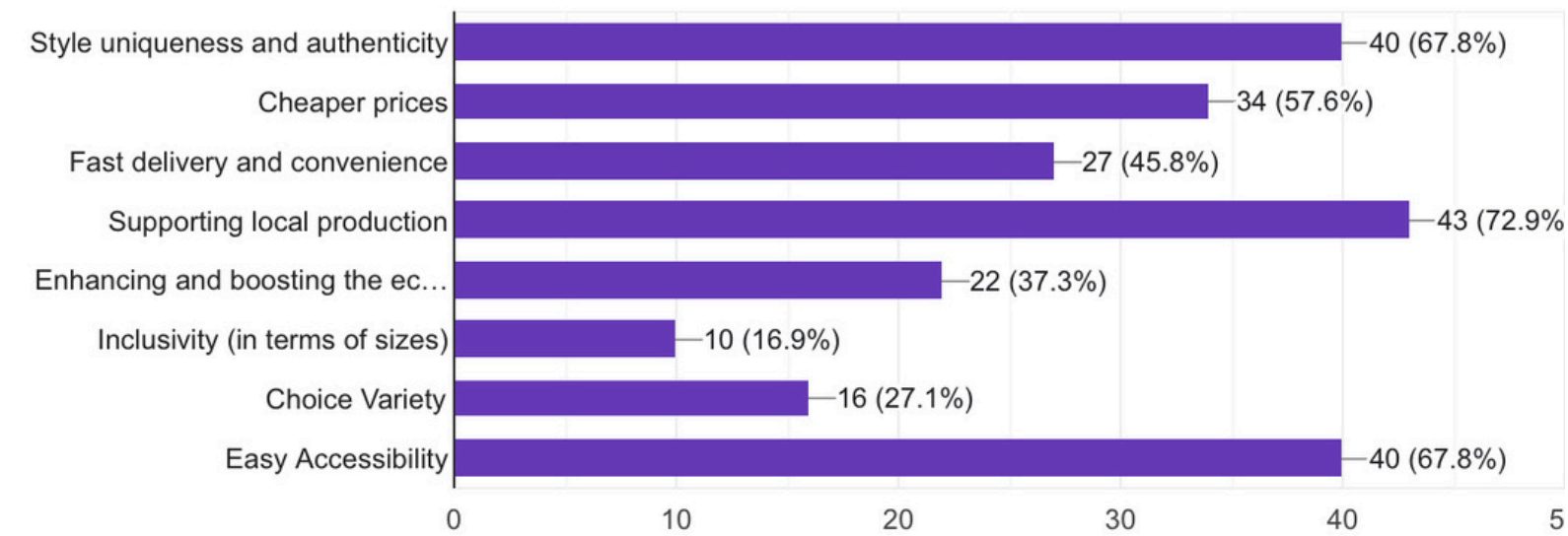
59 responses





Which of the following factors **impact** your decision to shop more **locally**? (Select all that apply)

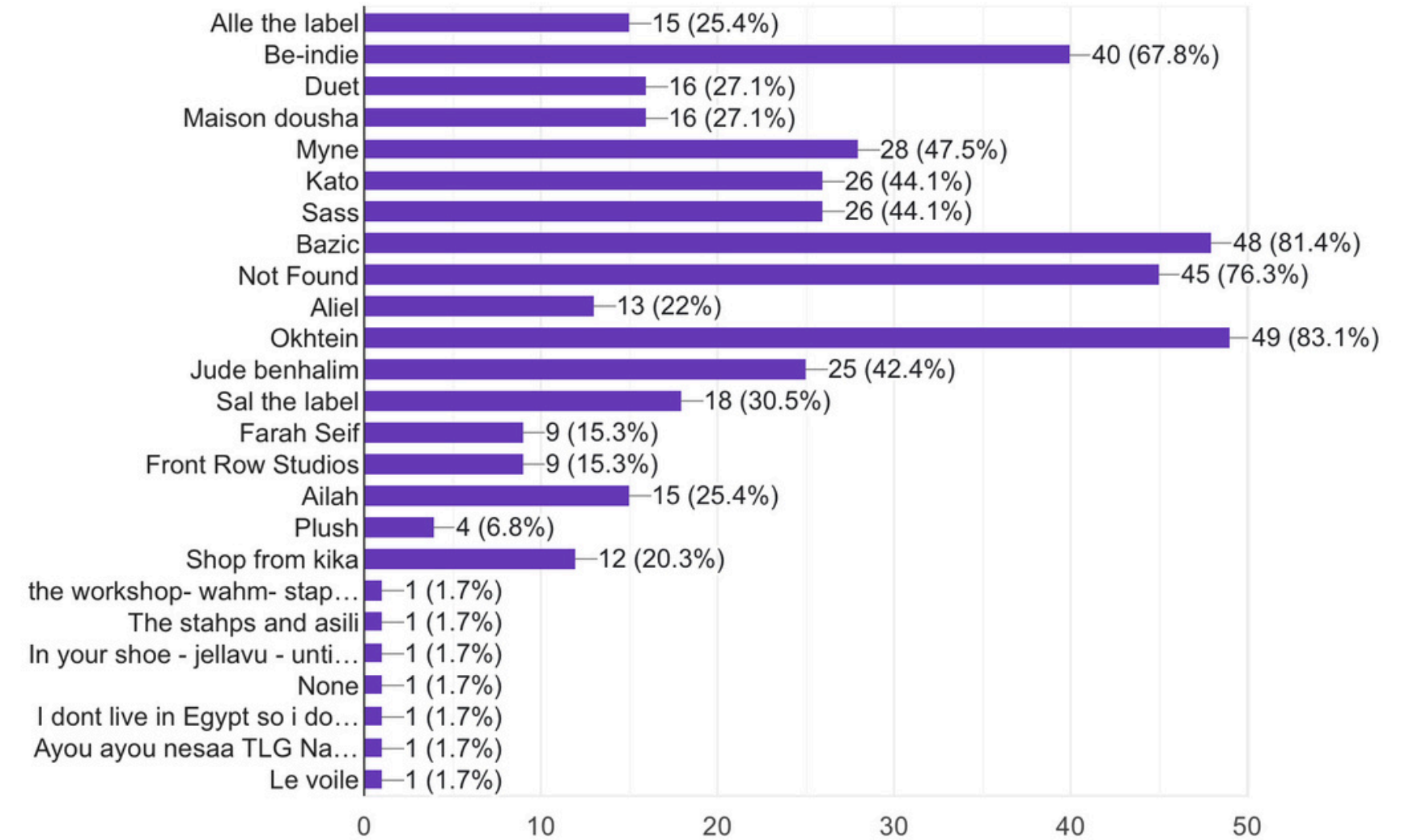
59 responses



Which of the following local brands do you **know** of? (Select all that apply)



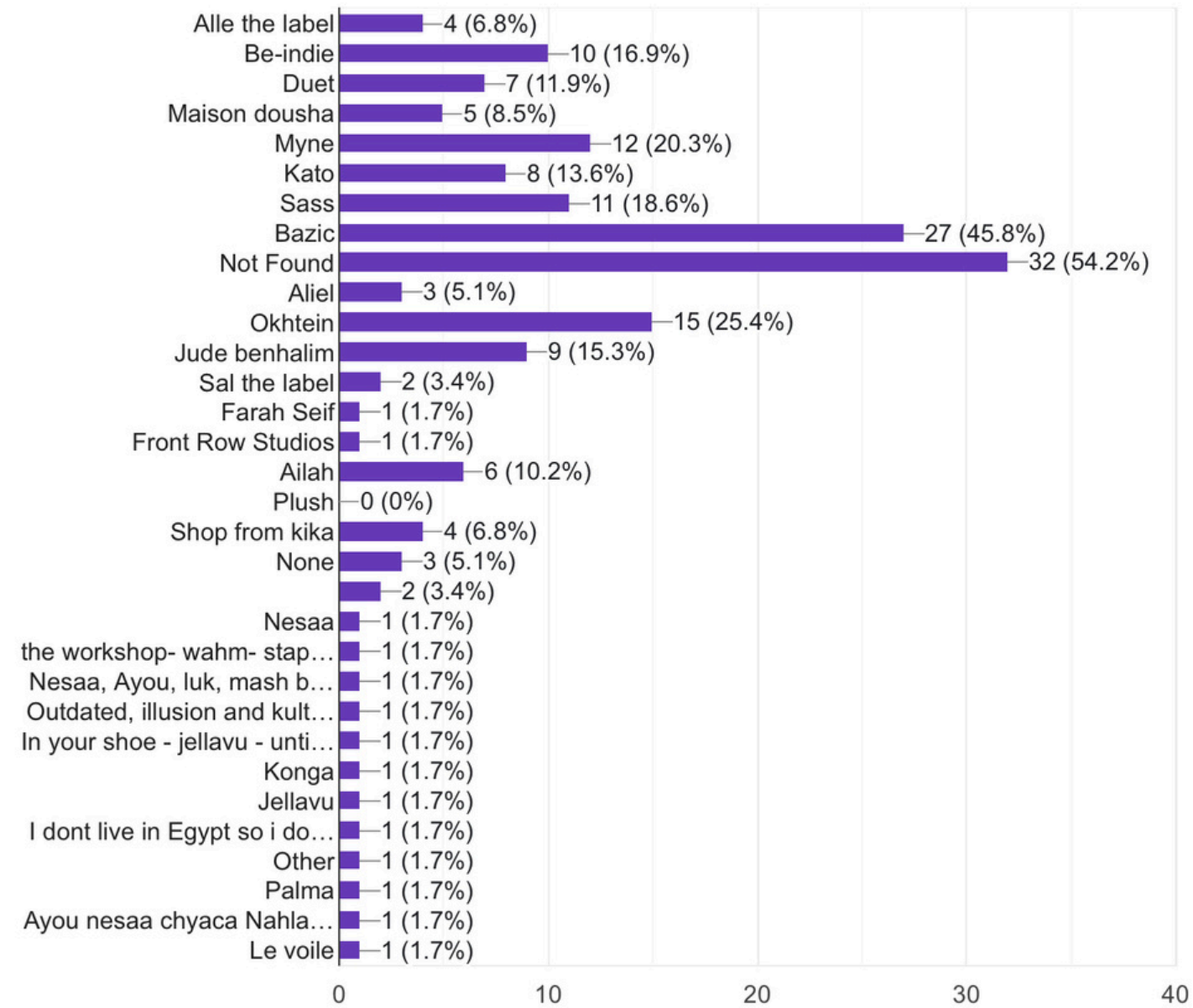
59 responses



Which of the following local brands do you **shop** from? (Select all that apply)

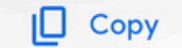


59 responses

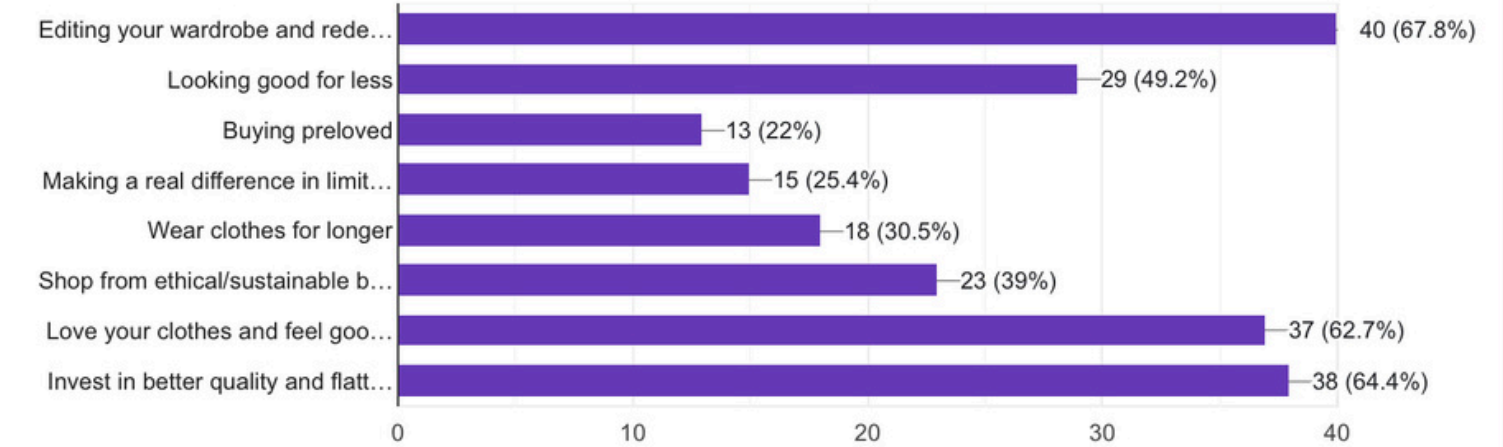


Part 5: Application Features

Which of the following would be your **primary goal** for using this app? (select all that apply)



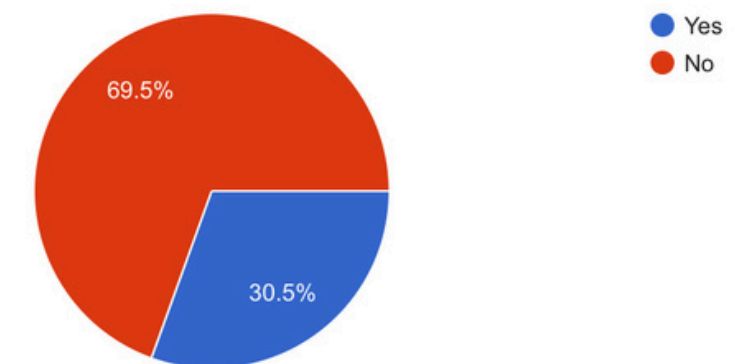
59 responses

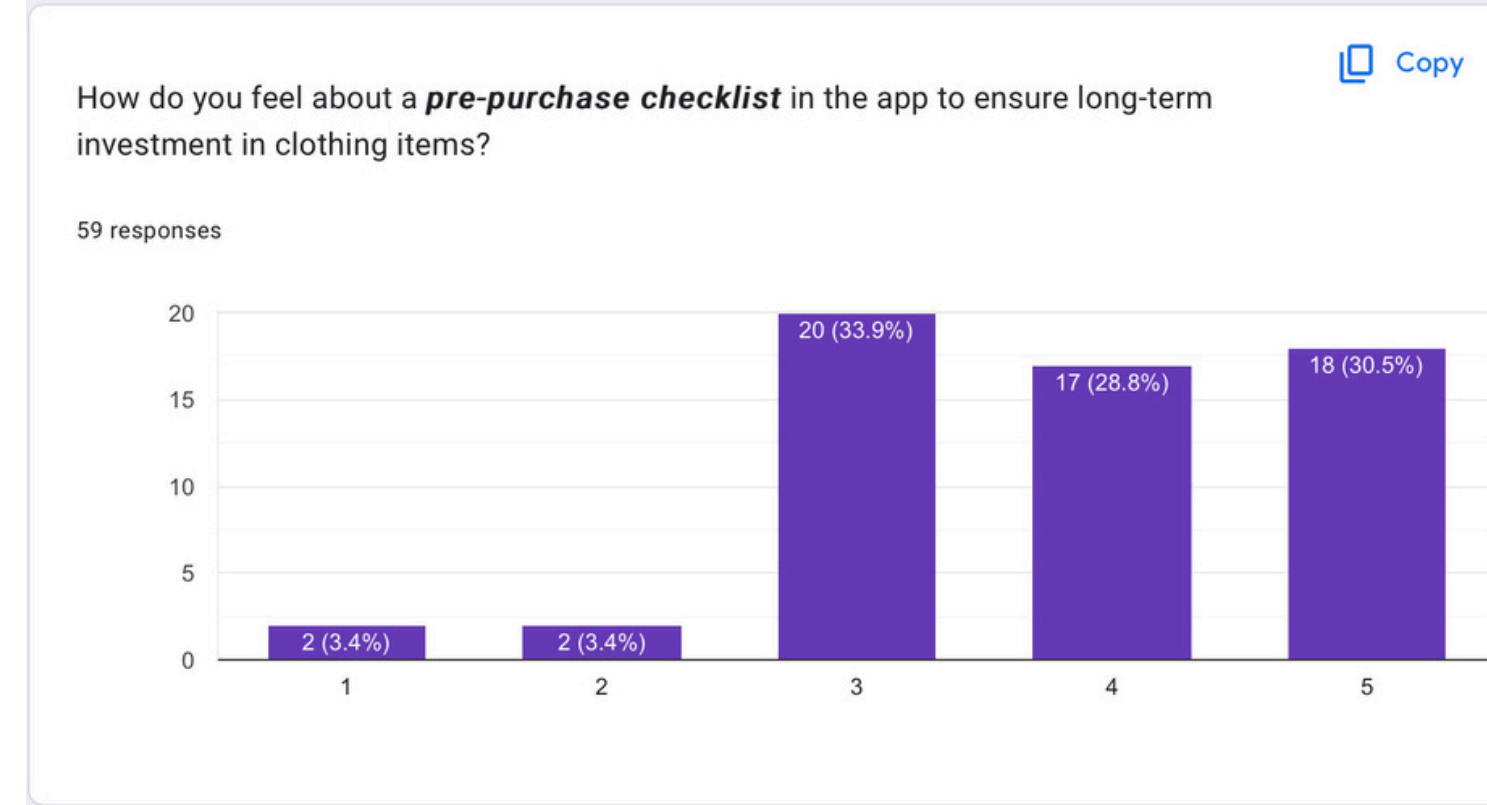
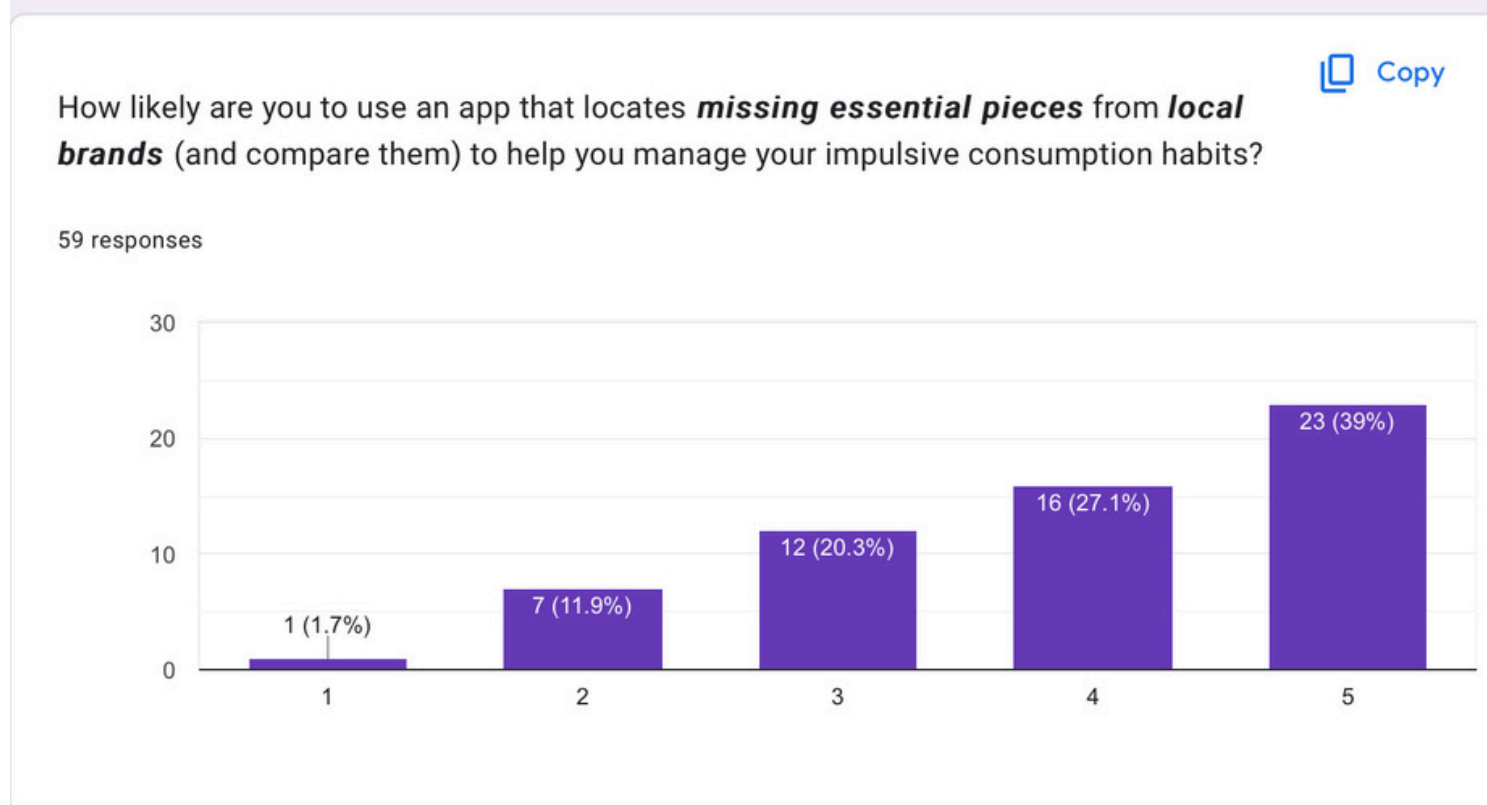
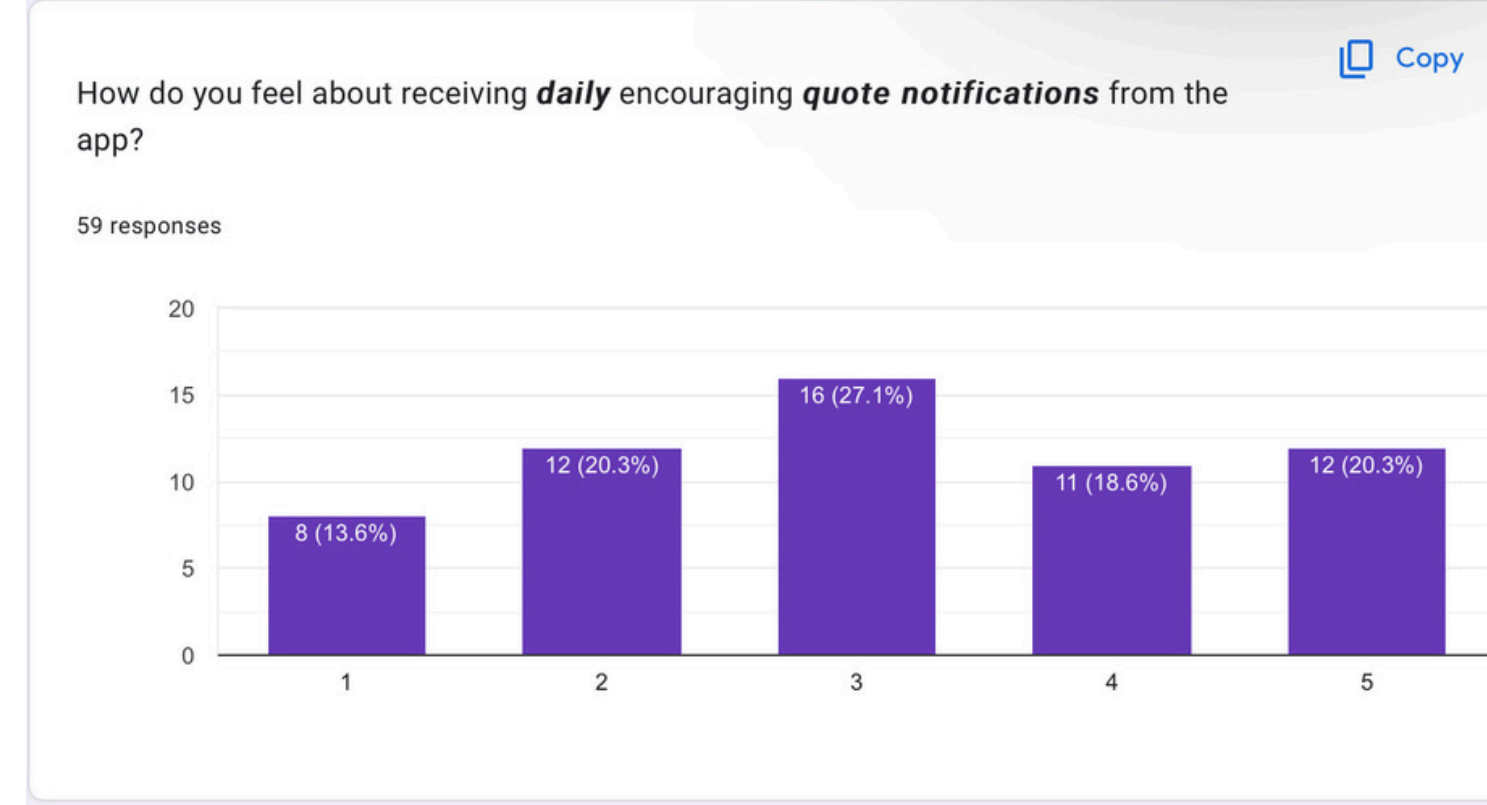
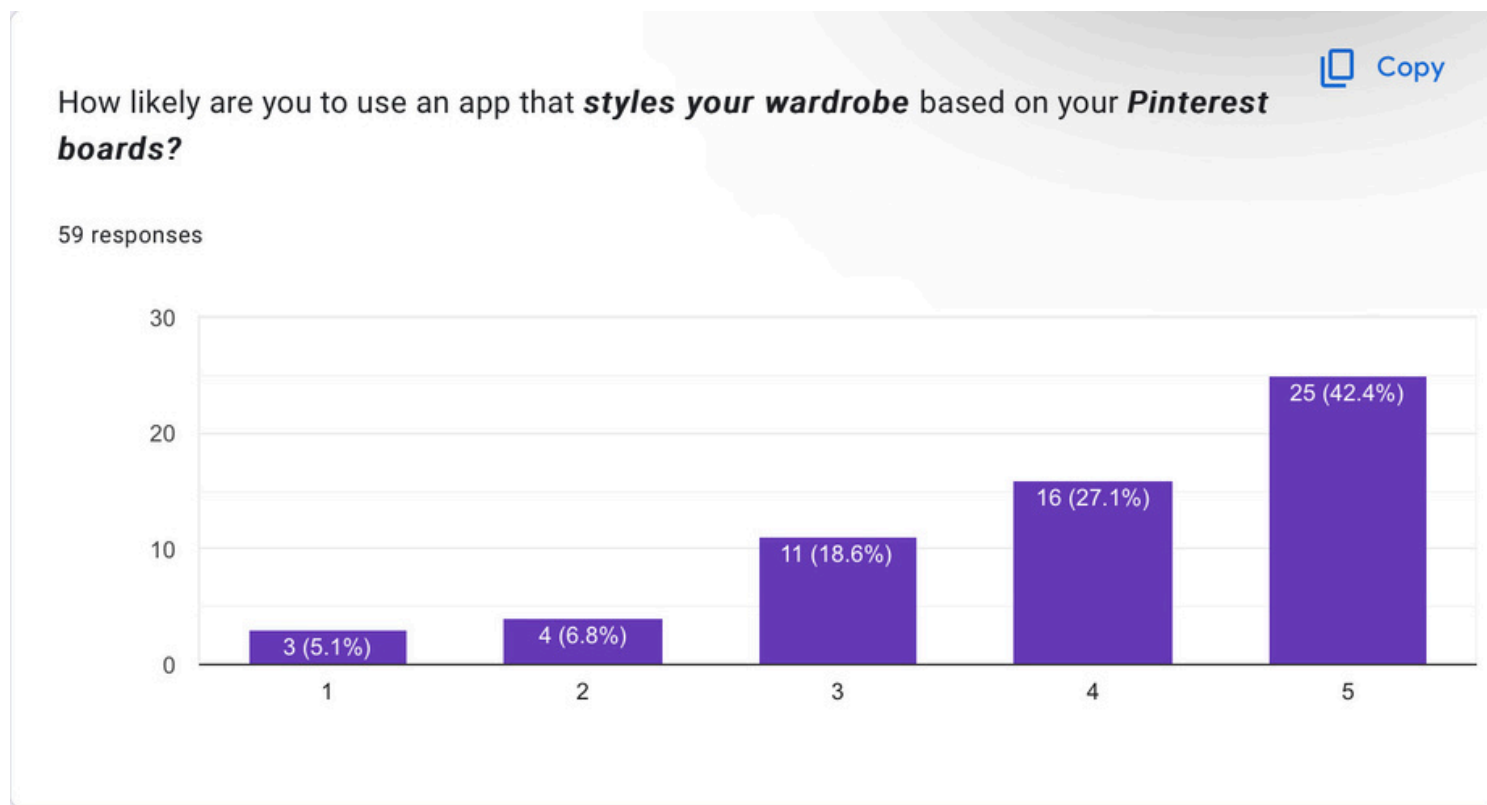


Are you willing to pay a subscription fee for this app?



59 responses

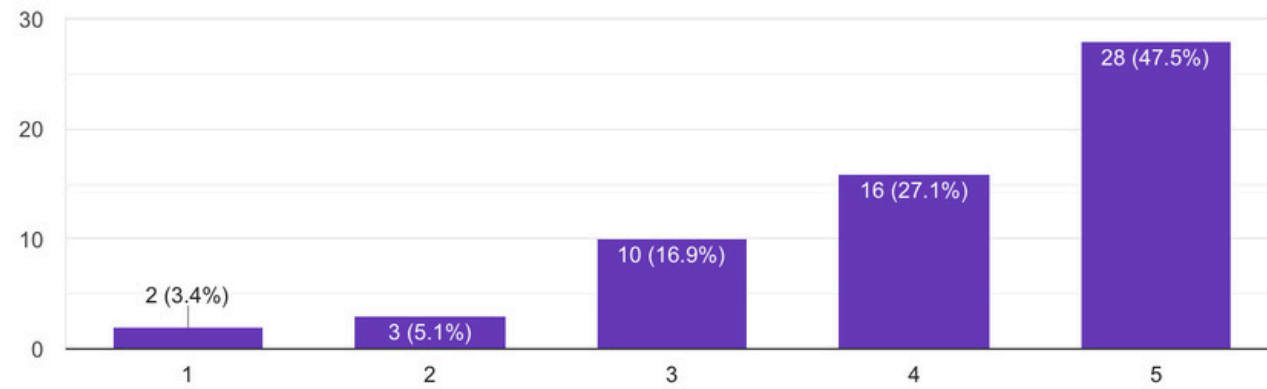




How do you feel about a **Scan-and-Share** feature where you could scan any item (in-store/at home) and share it with one click to then receive *reviews, feedback,* and suggested *looks/outfits* to aid your decision-making process?

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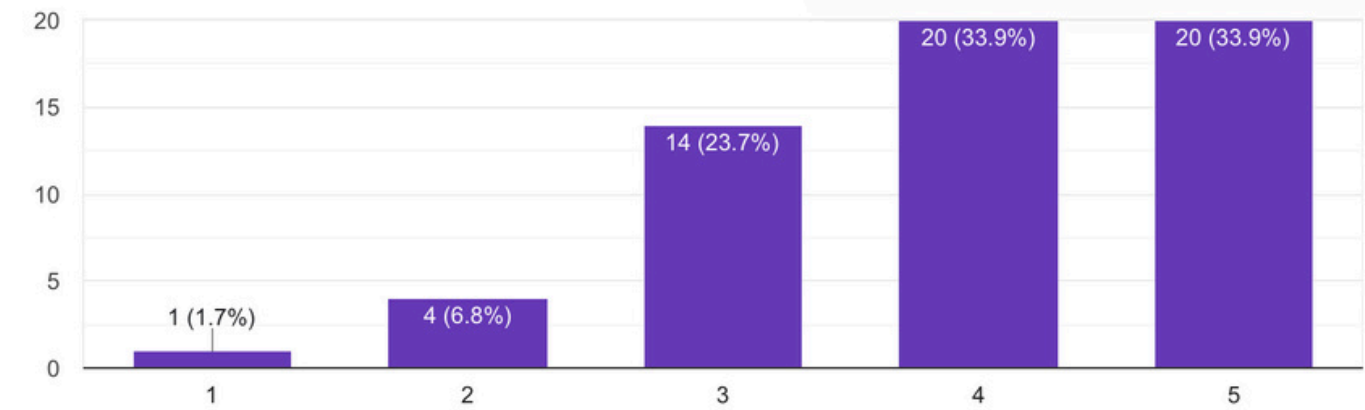
59 responses



How appealing is a **community** tab that connects you with friends and stylists?

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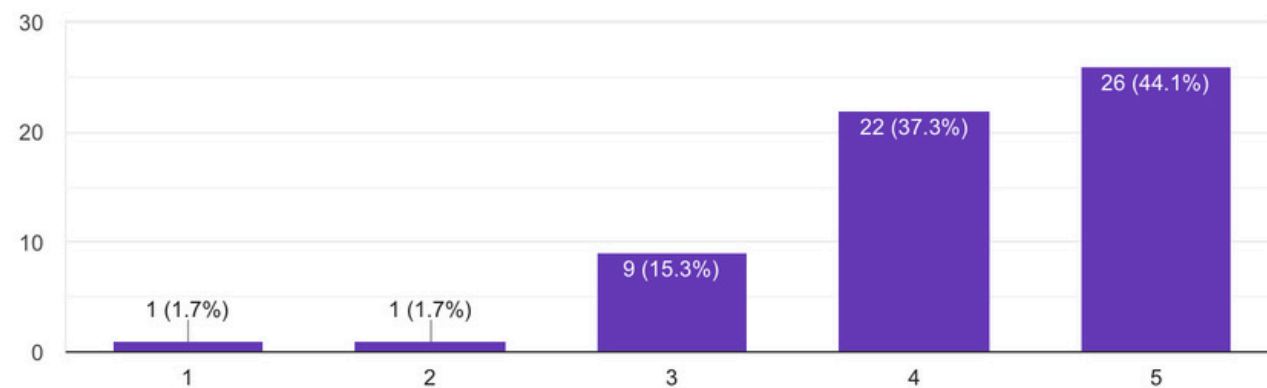
59 responses



How do you feel about a tailor **made-to-measure** versatile clothing line that brings your wish list to life by curating clothes you need to complete your looks/fill essential gaps in your wardrobe only when necessary?

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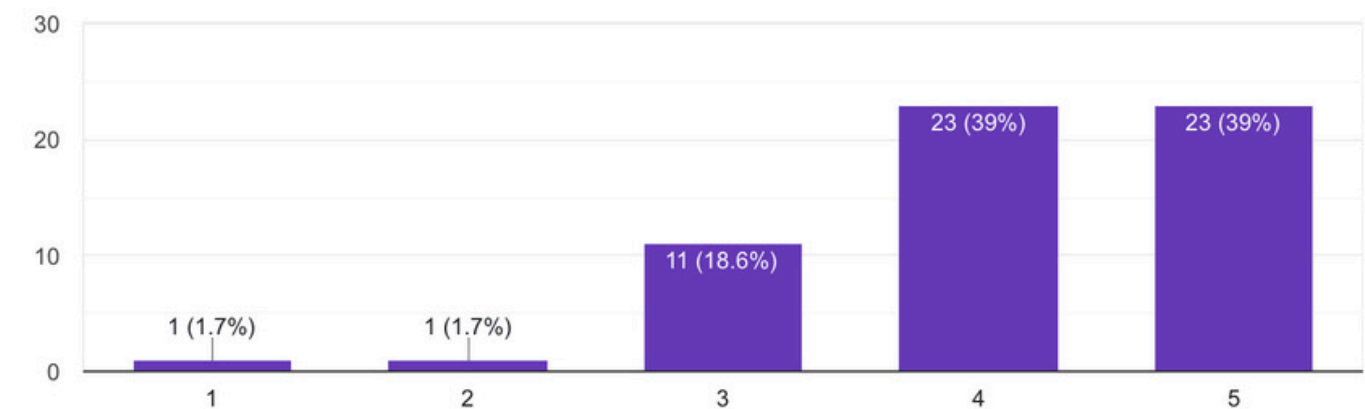
59 responses




How do you feel about **discounted** local services (aftercare services, laundry, repair, hair styling, nails) as an encouragement to adopt a minimalistic approach to spend **more** on services and buy **fewer** clothes?

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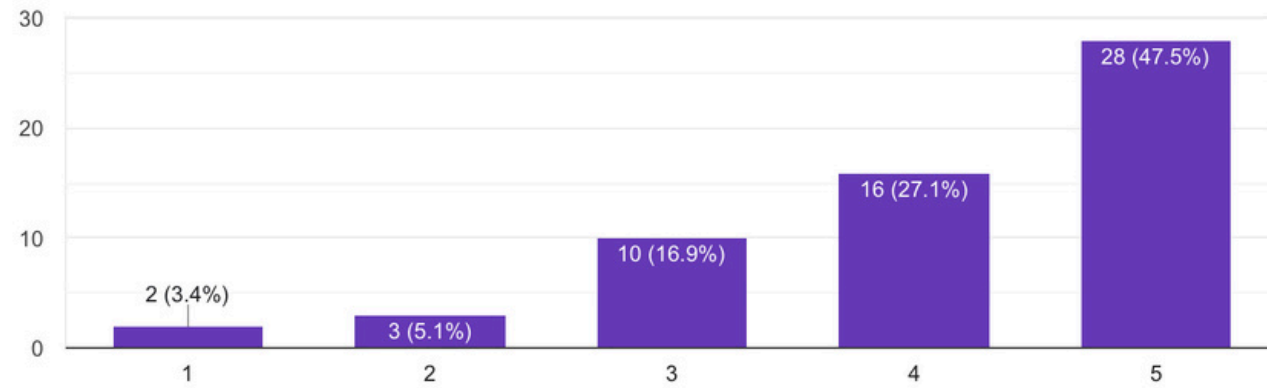
59 responses



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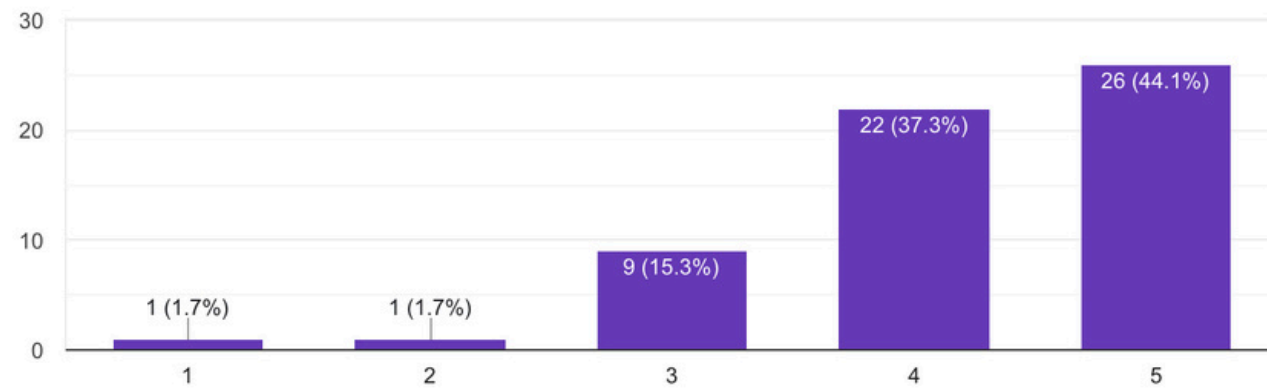
59 responses



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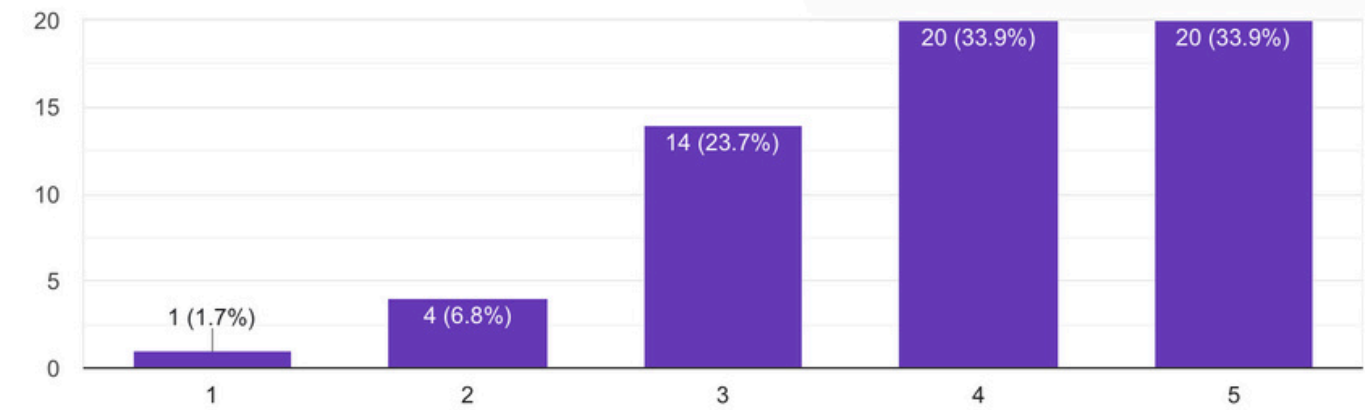
59 responses



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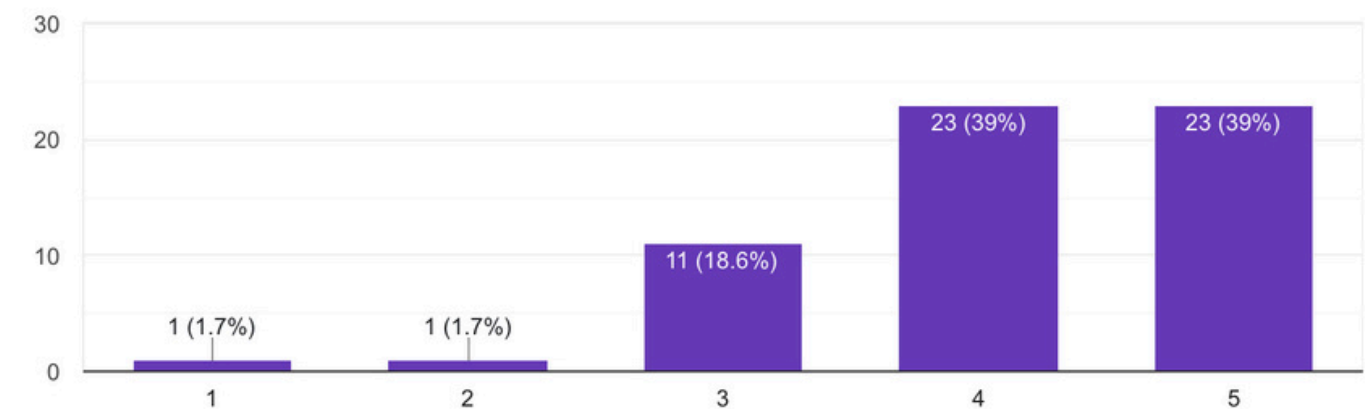
59 responses



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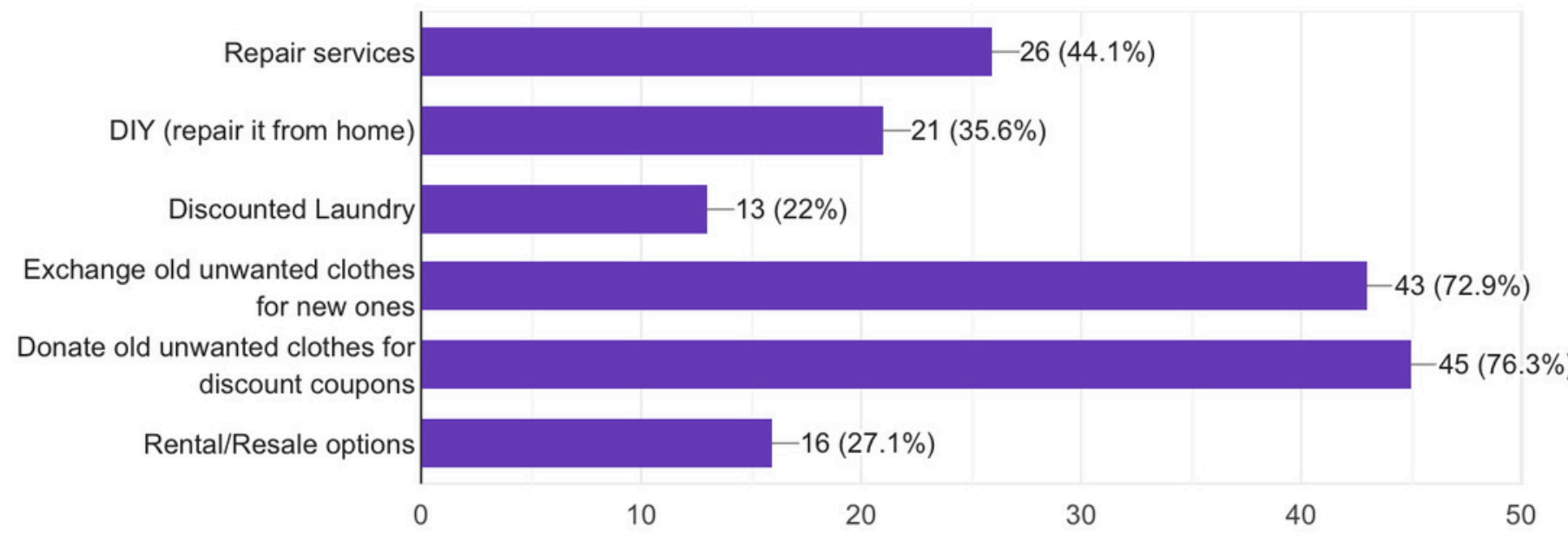
59 responses





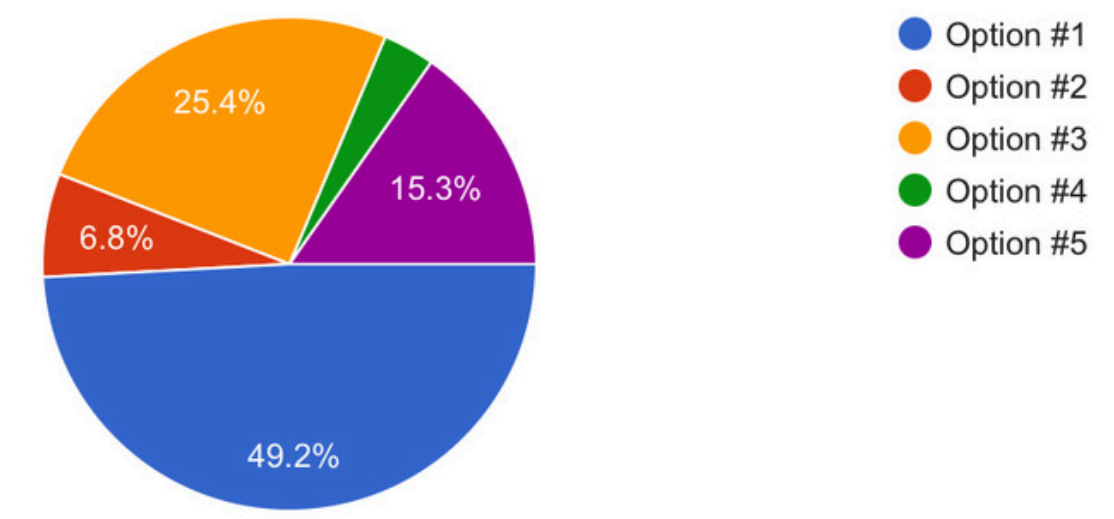
Which of the following additional services is important to you?

59 responses



Which color palette do you most associate with **style** and **sustainability**, and thus would be the best match for the “EcoStyle” application?

59 responses



# APPENDIX 2 - LOCAL BRANDS SURVEY

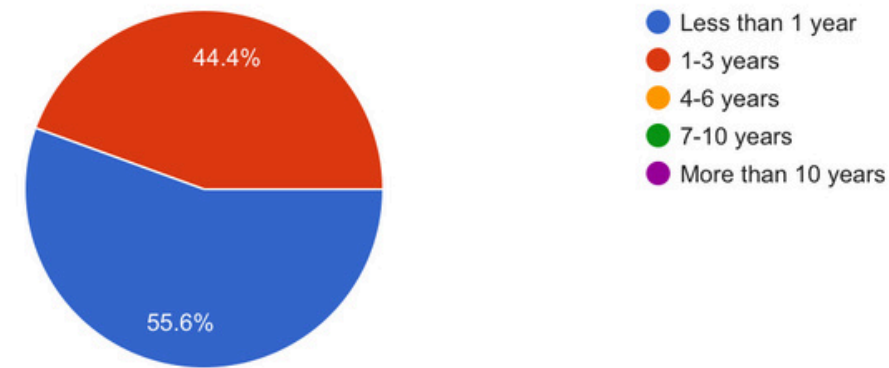
Please provide the name of your brand.

9 responses

- MIMI'S
- Core basics
- AM-PM
- amaria
- THEFRONTROWSTUDIOS
- Twoguys.co
- Taysa
- Urbns
- ellegal.co

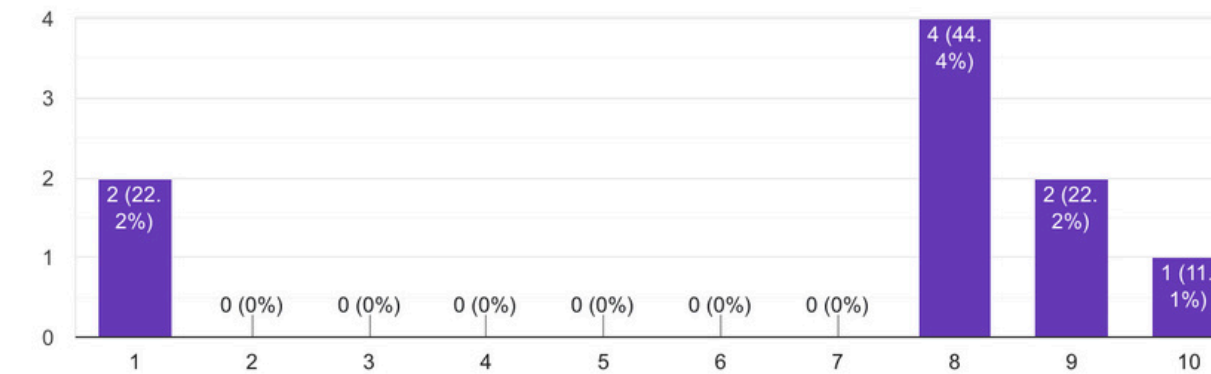
How many years has your brand been operational in the market?

9 responses



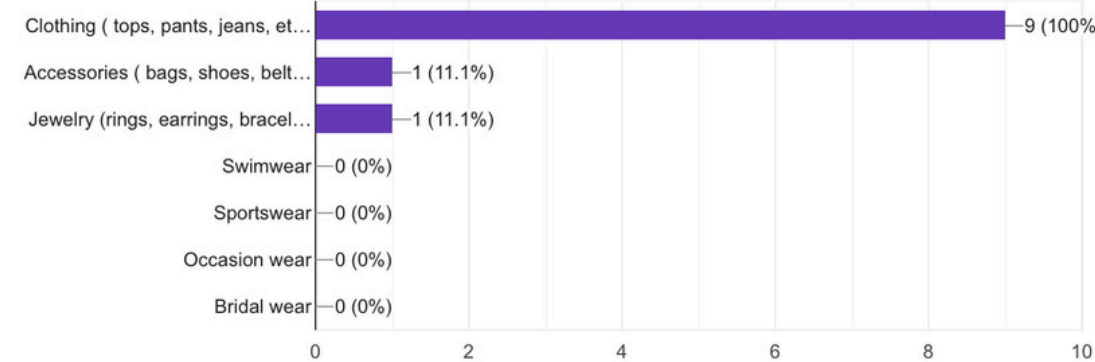
How much has this shift affected the demand for your offerings?

9 responses



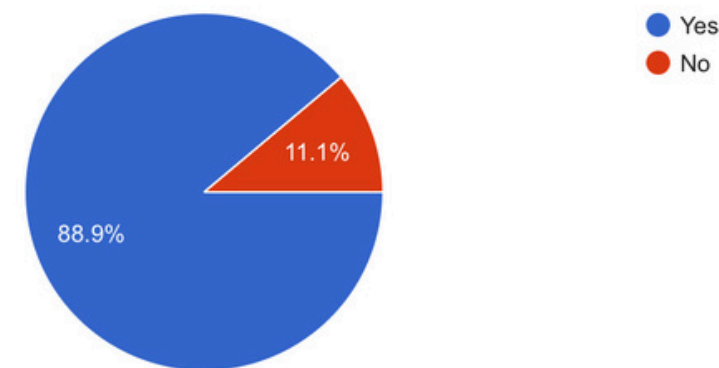
What types of products do you stock and offer? (Select all that apply)

9 responses



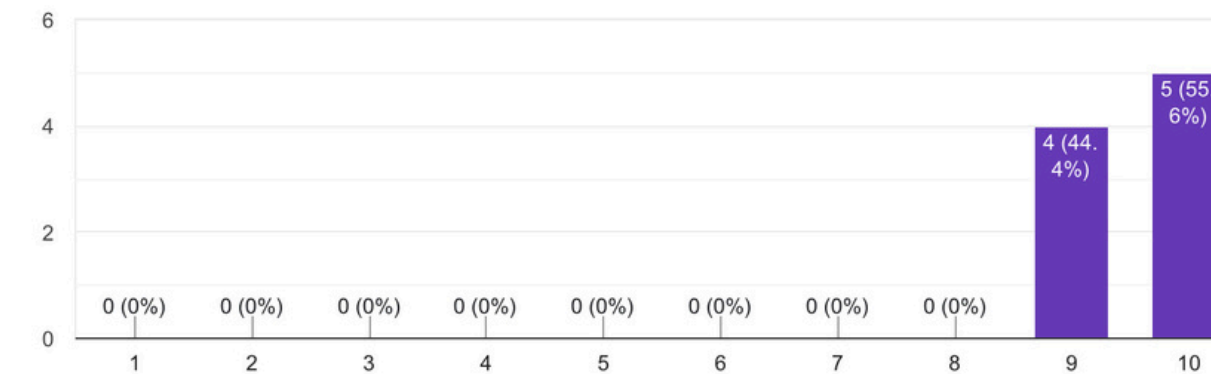
Have you observed a shift in consumer preferences towards more locally sourced products?

9 responses



How important is it for your business to enhance its brand visibility in the local market at present?

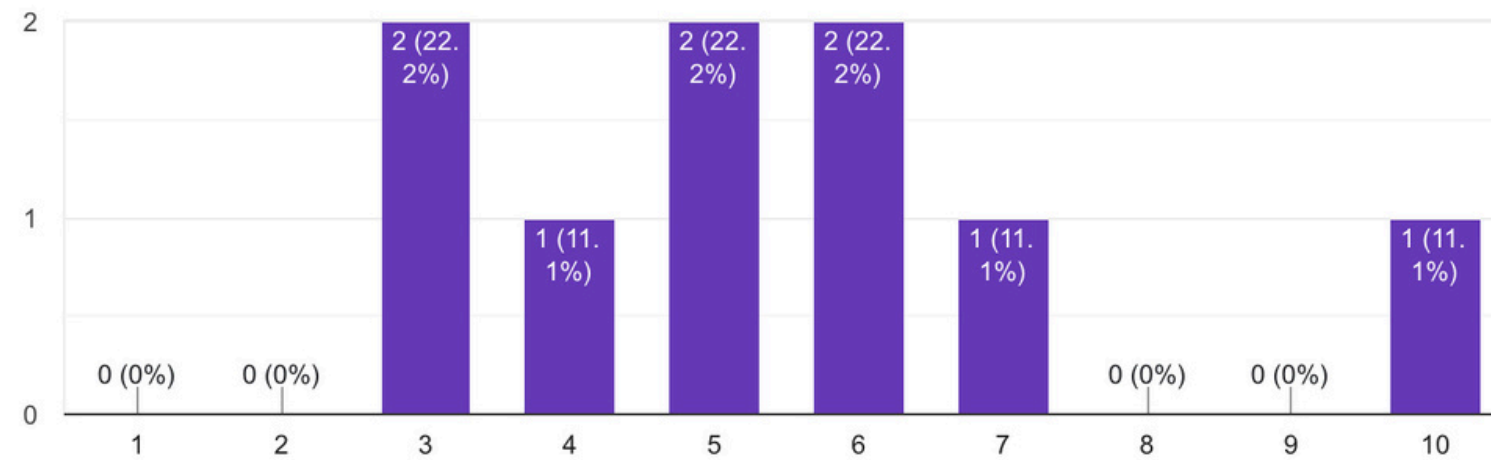
9 responses



To what extent do international brands pose a significant competitive challenge to your business?



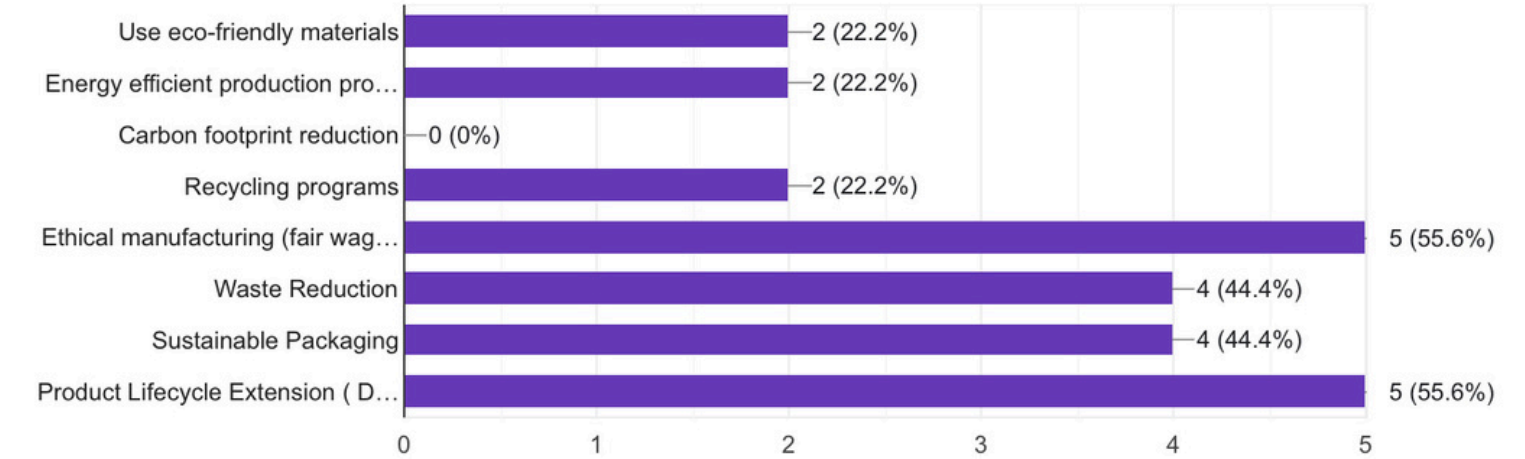
9 responses



What sustainability practices has your brand successfully implemented, or is currently implementing? (Select all that Apply)



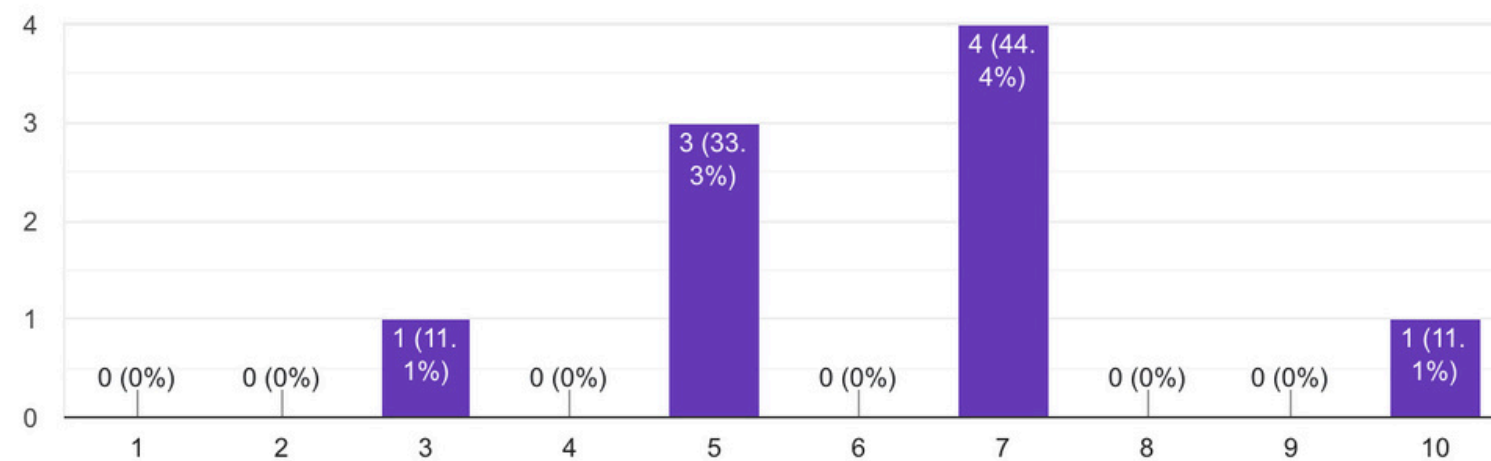
9 responses



How would you rate your brand's commitment to sustainability?



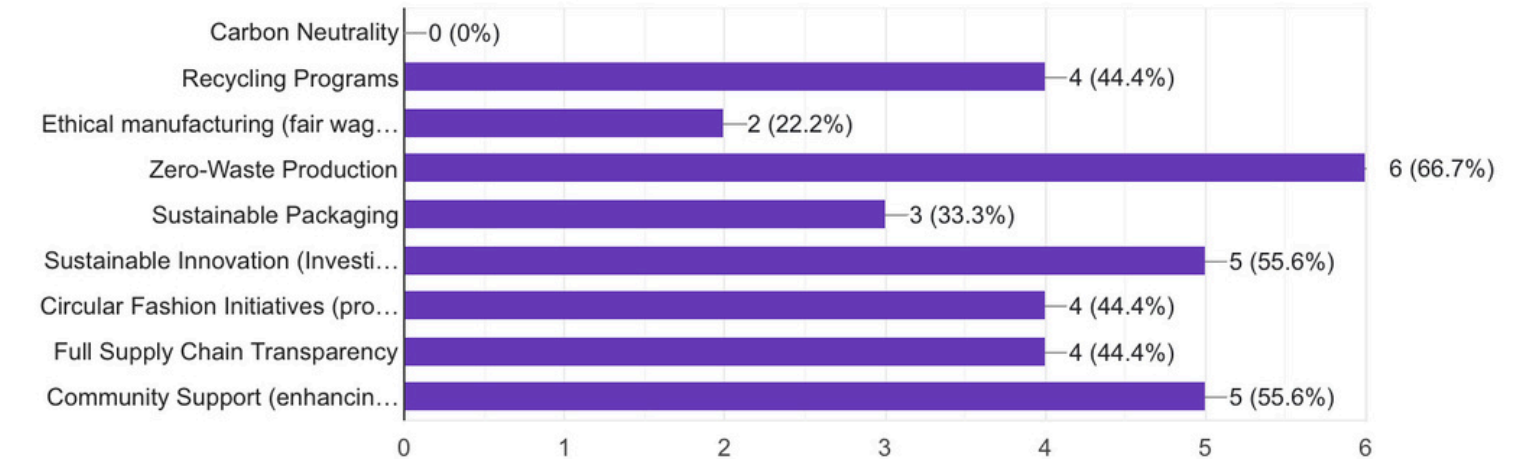
9 responses



Looking ahead, what sustainability goals does your brand aim to achieve? (Select all that Apply)



9 responses

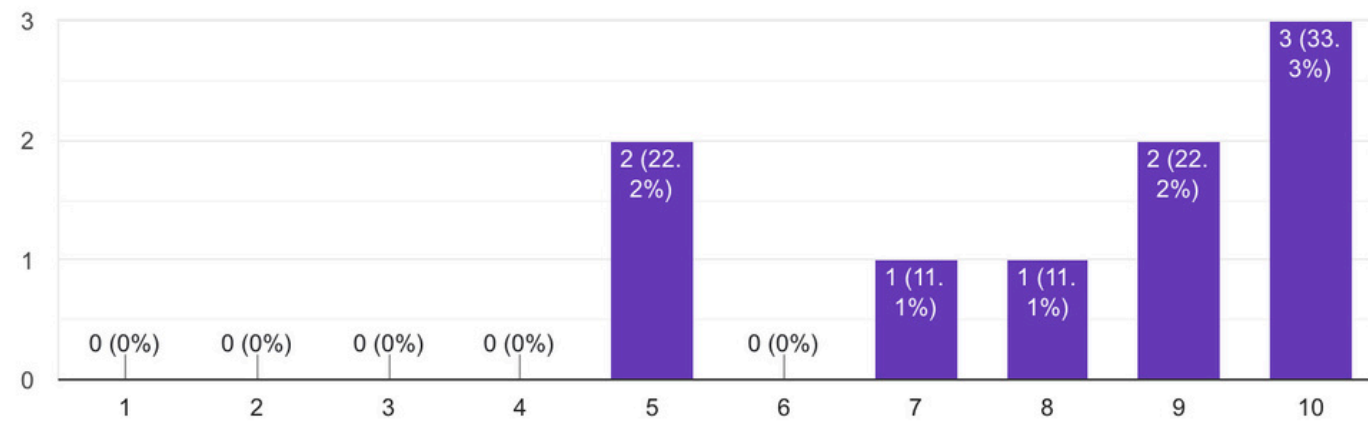




How interested would you be in a service that suggests outfits from your brand to potential customers based on their style preferences?

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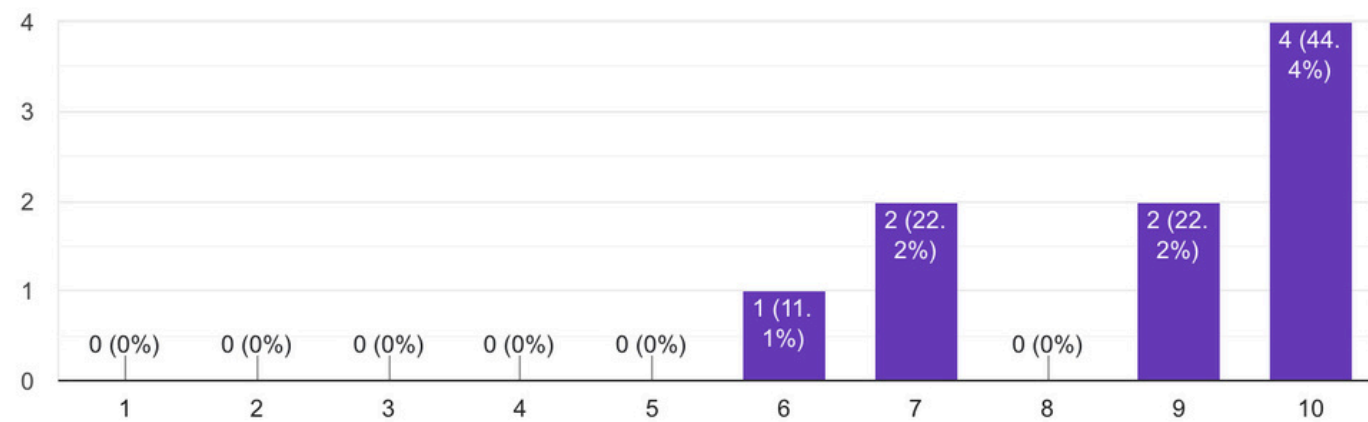
9 responses



How likely are you to engage with an app that not only promotes your capsule products but also allows you to share *content* and market events?

Copy

9 responses

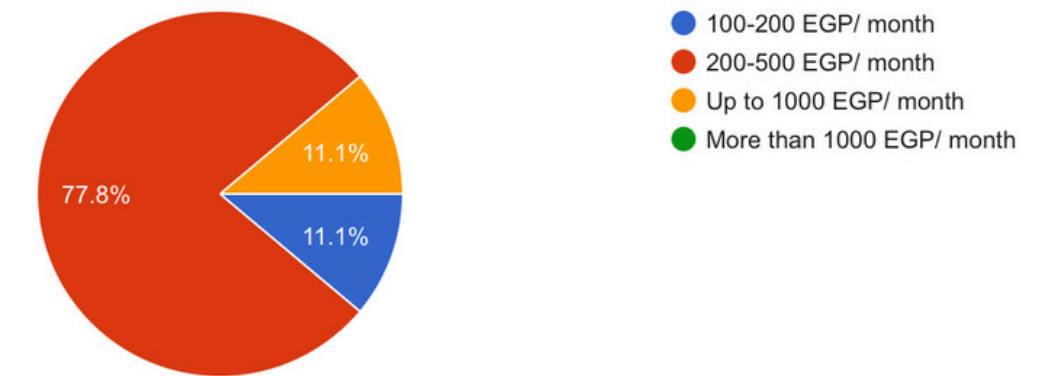


**EcoStyle App - for a sustainable fashion future**

How much are you willing to pay for an application offering this service?

Copy

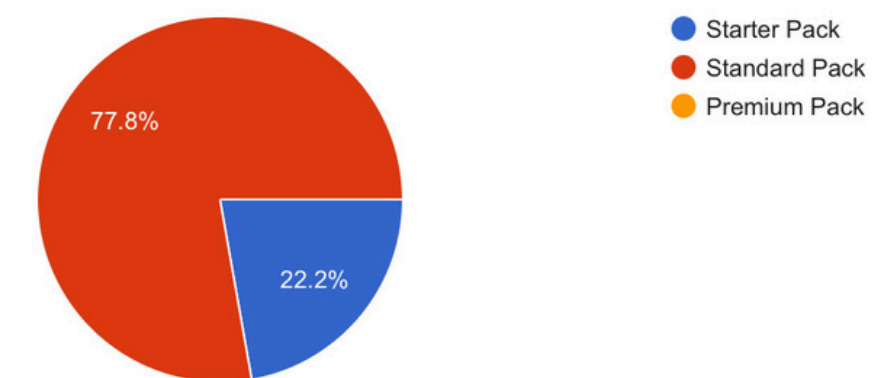
9 responses



Which of the following subscription plans is most ideal to you

Copy

9 responses



## APPENDIX 3 - FOCUS GROUP SCRIPT

Me: welcome everyone. Thank you for joining our focus group. Today, we're excited to hear your thoughts and insights about our app. Your feedback will play a crucial role in refining our app further. Please feel free to express your opinions openly as we aim to foster detailed discussions.

Me: Before carrying on further I just want to make sure it's everyone here know what are our app EcoStyle does?

Guest #1: Yes

Guest #2: Yes

Me: Perfect

Me: Moving on, let's dive in and explore the interface together. Please note this is not a final version, just a rough draft to get feedback from you. So feel free to discuss together and share your opinions.

Me: Can everyone see my screen?

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Guest #2: Yeah.

Me: Okay, so i'll start taking you through the app and then we can discuss.

Me: This is the closest section After you login so it's where you digitalize your wardrobe and start adding pictures of clothes you already have either using the camera or photos you already have. And then you can finally have like a closet or and you can also like divide them into sections. And when you dive in, you can see all the products. And when you choose one of these products, it takes you to the community where you can connect with stylists and friends who have the same application, and this is letting you guys know how to style this piece of clothing. So, you go into community reviews and suggested looks for example, and this is where you find people's opinions on that piece of clothing. Or you can go into personalized after generation and this is where the AI takes you and generates it based on your own style. So, you choose the occasion you choose the the season, and it takes you to a suggested look. You can choose to either restyle it or continue with it. If you decide to restart it, it can we start another outfit for you. If you decide to continue it thank you

Me: So again, taking you to this port to do press into closets and this is where you digitalize your wardrobe

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as I told you, you go into your closet where you ordered all your items, all the codes and then you choose an item that you want to style. And this is what appears up there is suggestions of people either from your contacts that are also have the app or people who have the app or in the fashion industry. And then you can go into one of either of these four suggestions. So, one of them is community reviews and suggested looks. And this is where you find people's reviews and opinions about this piece of clothing. Or you can go into personalized auto generation, and this is where the AI generates an outfit for you based on your own unique style. So, you choose the occasion, and you choose the season and explodes into an outfit suggestion for you. And this case you can either choose to install it or continue. If you decide to restyle it gives you another ultimate competent combination. If you decide to continue, it takes you to this where it shows you if one of these items does not exist in your wardrobe. For example here it's the belt so you don't have anything similar to that belt in your wardrobes and this is where you're going to choose to find it or locate it and it takes you into local brands that might have ThisSo again, taking you to this port to do press into closets and this is where you digitalize your wardrobe as I told you, you go into your closet where you ordered all your items, all the codes and then you choose an item that you want to style. And this is what appears up there is suggestions of people either from your contacts that are also have the app or people who have the app or in the fashion industry. And then you can go into one of either of these four suggestions. So, one of them is community reviews and suggested looks. And this is where you find people's reviews and opinions about this

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piece of clothing. Or you can go into personalized auto generation, and this is where the AI generates an outfit for you based on your own unique style. So you choose the occasion, and you choose the season and explodes into an outfit suggestion for you. And this case you can either choose to install it or continue. If you decide to restyle it gives you another ultimate competent combination. If you decide to continue, it takes you to this where it shows you if one of these items does not exist in your wardrobe. For example, here it's the belt so you don't have anything similar to that belt in your wardrobes and this is where you're going to choose to find it or locate it and it takes you into local brands that might have This you can see here. It takes you into the the bar tab where it shows you what look which local brands have similar well, and then you can choose to like buy and this is where your orders completed. So you put your address, you put a message sent the seller because that's all sent to the local brand. And then you confirm your order and make your payments. And when you pay you get to get a code to use for discounted services. We haven't yet like done this port, but it's gonna take you to another page where you can save all the codes for different discounts until for different aftercare services and tell you which services are available for example, recycling, repairing laundry, stuff like that. And then if I take you back to the home again you can go into explore and then when you go to explore it takes to to the Pinterest account. You're like linking your Pinterest account or you can save your inspiration so the AI can do a better job when it comes to linking your when it comes to what is it called when it comes to creating an outfit for you. And then if I go back

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again, you can also go from that home to the community strip forward so you can also go here, check the connections check who else is there? The pre purchase checklist is the pre purchase checklist is a checklist you can always go back to when you want to know whether or not to buy this outfit before this piece of clothing before getting so it's always there for you so you guys can check it before buying anything. Because as research showed these are the main five questions you should ask yourself before buying a piece of clothing to let you know whether or not it's worth the purchase. And again, if I go back to home, there's this common share feature and that's the one where you can scan and share items at home or items at any store and get instant feedback as well. So you get to scan the item, share it to the community and again it takes you to all of this and generates it all at the same time. Takes you again to the pre purchase checklist, again to the community reviews and suggested looks about the space and can generate an outfit for you with that piece in seconds so you get to know whether or not your opportunity and if you want and finally this should take you to the orders and you can top your orders but it's not done yet as well. Now I'm done with the interface. Let me stop the sharing.

Me: Now that you've had a chance to take a look at our apps interface, we're eager to hear what you think, your opinions matter to us. So, feel free to share your thoughts openly and start.

Me: So, for starters, I want to know like what was your initial thought when you first saw the app interface?

Guest #1: It's fun! I really liked the interface. I like the colors. I feel like they complement the idea behind the entire application.

Me: If anyone has any other thoughts initial thought first thing you thought of when you saw the app interface go ahead.

Guest #2: I agree about the colors. I think they're very calming and they're not at all distracting. I think it helps you have like a calm idea and it's not overwhelming. So, I really like the choice of colors. And I think the interface is quite simple. It's not too complicated. It doesn't complicate things because I think already when it comes to coordinating outfits or like working out your closet which I'm doing right now that gets very overwhelming at times. So, this is very relaxing.

Guest #3: I think the colors do much with the theme of sustainability in general which is what the app aims to do. I guess so yeah.

Me: Perfect.

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Me: Can you guys describe if it was easy to navigate to the app, was it easy? Do you guys as I know guest #2 has just mentioned it wasn't too complicated. Do you guys think it would be easy to navigate or it was something you were looking for or wasn't like exactly clear when I was showing you guys through the app interface?

Guest #1: I think once you get the Hang of it, its fun.

Me: do you think maybe we can put like a how to at the very beginning so people know how to do that.

Guest #1: Yeah, I think you should put like a how to for like all options on the AI part. Like I didn't get it until you explain that.

Me: This is like the artificial intelligence part.

Guest #1: Yeah.

Me: Okay

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Guest #2: Does anyone else think you should also add like, this should appear the second to download the app and you're new to it, but I think maybe I think the option like maybe a button on the far right corner or something. That's you can always go back to and remember like, oh, you can always go back to a demo or to this how to, to remember like one thing you might have dropped or forgotten about.

Me: Yeah, I think that's a good idea. Thank you.

Me: Were there any options or features that you found confusing in any particular, like I noticed we just mentioned the AI part that needs more like explanation is any other feature a bit more difficult to use or confusing?

Guest #1: I think like everything else was fun.

Me: Um, yeah. Again, I'm asking what you think about the color scheme of the app were the colors appealing, comfortable, Clear? and you guys already answered this question at the very beginning. So, it's fine.

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Guest #1: I guess the color. I didn't like the blue. The dark purplish.right under your name which was the account page.

Me: you felt like it wasn't really matching the other pages?

Guest #1: Yeah.

Me: All right. Any other comments about the colors?

Guest #3: No

Me: How do you guys feel about the font size let me just share a demo like a small image or something so you guys can see while I ask these questions.

Me: Okay, as you asked, see, what do you think of the font size and readability? Is there anything you would change about it?

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Guest #2: I think it's a fairly basic font. There's not much to say about it and the size for like, the people you're aiming towards or the niche. You're holding this find the font size, because it's not like the niche you're aiming for are necessarily like elderly people that would find it difficult or would need a bigger font size.

Guest #1: I feel like the font is pretty basic, just like Guest 2 mentioned. Like I think you might want something like more attractive to the fashion people that still sits right with sustainability.

Guest #2: Yeah, I agree.

Guest #3: Honestly, I like its simplicity.

Me: we would consider that, thank you.

Me: which feature Did you find the most useful and appealing like which of these features would do download the app to use?

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Guest #2: Personally, I think it would be the one where it links my Pinterest board because I live off of Pinterest all the time, but I always find it difficult to like whenever I find an answer that I find inspiring I always feel like I need to buy everything from like I need to start time point blank. But with the linking, they're actually going to show me oh no, you can work with this and maybe just like add one single piece.

Me: Yeah, that's exactly what the app wants to do. what about the rest? Which features did you find most appealing to you?

Guest #3: Um, I agree with Guest 2's point of view, but I also like, how if there's an item missing from your wardrobe, it leads you to, like, local shop like somewhere you can find it in one of the Egyptian local shops. I think that was because why I find like wanting an item and actually finding it in the stores is quite different. Like it's way more difficult to actually find what you want it like that beach.

Me: Perfect.

Guest #1: I really like extremely I agree with Guest #3, and I also liked like, the AI part and where people can give me opinions on how to style my clothing. I feel like is very helpful. And it's like, it gives me a different

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point of views that I would consider myself.

Me: On the other hand, were there any features that you guys found unnecessary? doesn't really need to be there on the app.

Guest #1: I think maybe they're not all quite linked, but at the end of the day, they're all very useful and very relevant for the objective of the application.

]Me: Can you explain further like, in what way you think they're not linked?

Guest #1: Okay. So, they are connected, but maybe like you could have left out one of them like the connecting to the Pinterest board is also linked to like finding something you want. connected in a way but if you like choose three out of all options, they would also be perfect. Can't really further elaborate, because you get my point?

Me: I do get your point. But do you feel like which of these features would be left out it would be easier to like to let go of or remove from the app.

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Me: bear in mind, the whole Pinterest exploring part is all about the AI discovering your style, and you're saving your style there. So, it's just for the AI no better when it comes to recreating an outfit for you. It's just there for you to school. It's as if you're on your Pinterest account. It's nothing new. It's just there for you to school safe and they get the data and be able to detect your style and therefore suggests outputs for you. So, it's not really a feature as much as it's just thinking through your account if that makes sense.

Guest #1: Yeah, when you put it that way, No. Like I I misunderstood when you were explaining by no they all make sense together.

Me: Yeah. Good. Does anyone else find any other feature unnecessary?

Guest #3: No.

Guest #2: Would you please take me through the scan and share feature again?

Me: Yeah, so you basically go on there, you scan whatever. Again, either piece of clothing in your wardrobe or at a store and you share it. You connect with a community of stylists, fashion lovers and your friends who

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have the same app, obviously, and they inspire your closet to review your closet I'm going to suggest looks. It takes you to this page again, the community page where you can choose one of these for the pre purchase checklist is for you to know like whether this purchase is worth buying or the community you know what people think of this piece so you know, you can like make your decision before bind. If you're an indecisive person and need like opinions from people, the person lives out for generation generates out outfits with a piece of clothing for you. So, you know whether or not you have things in your wardrobe that you can wear with it. I'm finally exploring the connections.

Guest #2: Okay, no, I think it's good that will you be adding community guidelines like for people to abide by? Yea, maintain a respectful community essentially. I think that might be important too.

Me: And yeah, perfect. Any other comments before I carry on with the questions? Have you guys ever used an app similar to this up? Whether it was like or don't organize the organizing apps where you're just like organize your wardrobe, digitalize it and organize it or whether it was like an AI stylist? Have you ever used a similar application to this?

Guest #2: I have tried to actually, but it was very hard to use. It was very difficult to manage and I think it

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was as quite new and there it wasn't quite detailed. So it was very difficult for me to launch and I didn't really last long I ended up deleting it a couple of days after because I tried like the trial and error wasn't just having it.

Me: do you remember the name of the app?

Guest #2: No, I'll try to remember and if I get to to let you know.

Me: Perfect. but again, as you said it wasn't clear how to navigate through the app. So that's why you left it and stopped using it?

Guest #2: Yeah.

Me: Anyone else has used any similar apps to this one?

Guest #3: Um, I've seen an app. It's not like, like this one. But you basically give it an outfit idea and it locates the items for you. But it wasn't like accurate if you get what I'm saying.

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Me: Was it like local brands too? Or was it in general?

Guest #3: In general.

Me: Okay, moving on. Is there something you would have like to add to the app that make it more useful. I know we have spoken about community guidelines, demo and how to navigate options. What else do you guys would be would be like, a very useful feature to add or like, it's not necessarily a feature like something in the app that should change or should be added that would make it more useful for you guys?

Guest #2: How do you guys feel about exchanging donating or selling codes? Because, again, I'm currently in the process of going through my wardrobe and I found a ton of pieces that I either want to sell or donate or exchange for something else. So, if this is all about sustainability, if I have something I no longer use, and someone else has the same, instead of even selling because that can be hectic through like, apps like vented or Facebook markets or whatever. How about like, because you already have a community set. Yeah, why not exchange.

Me: I mean, that's quite a nice idea. Initially, when planning to create this app. This was one of the features

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we wanted to include. However, after like, sending out surveys, the the feature of like reusing and recycling and exchanging wasn't necessarily the most wanted by Egyptians, which is the market I'm targeting for. They did not at all, like find the feature useful or they did not like it. Like the sample I sent the survey did not like this feature at all. So, to me, it was a bit weird and disappointed cuz on my side, I was very excited for that feature as well. But maybe if we expand in the future, the app to other locations, maybe it would work in different markets, but not in the Egyptian one.

Guest #2: Yeah, no that makes sense.

Me: any other additional thoughts?

Guest #3: I mean, there was like a part where you choose this season and I'm not sure what that part was.

Me: that was part of the UI generation or Yeah, so it's when you generate the outfit, choose the occasion you have let's say your you want to wear something casual today and you put the the what is it called though season and then generates an outfit for you if you don't like it? You can always restart, change that okay, you could change the season, whatever you want. And continue.

---

Guest #3: Yeah, I was gonna say maybe you can add the third option of adding a color scheme. I guess.

Me: That'd be a good idea. So yeah, like, let's say you want to dress up in black today. You want to put next block?

Guest #3: Yeah, yeah. I got a general color scheme. That's yeah.

Me: What does everyone else think of this idea?

Guest #1: I really like it yea.

Guest #2: Yeah, I feel like I think it's brilliant.

Me: Thank you. Okay, based on your experience today, how likely are you to use this app regularly?

Guest #3: I was gonna say like rating it out of 10?

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Me: no, yeah, I mean, would you actually use it use it like maybe every other occasion? How likely are you actually going to use this app? Are you even going to download it based on the experience you had today?

Guest #3: I would say I would use it for occasion wear probably. Maybe not on a daily basis but occasion wear would be really helpful. so yea I guess like weekly.

Guest #1: I would probably use it everyday because like the only think I look forward to leaving the house is styling an outfit, so it would be very helpful to like to have something does that for me or like give me a fixed start.

Guest #2: I think for me because I have such a busy schedule sometimes the last thing I wanna do is to think of what I'm gonna wear and like ill end up wearing the same thing for three days and calling it my uniform for the week. I think using it Like every weekend to just like entirely set up my outfits for the entire week making sure opt its clean I put it through the laundry and its ironed everything is perfect for it and I just set it up. I think this would be very beneficial for people with busy schedules, its like one less thing you need to worry about. It's like meal prepping but you're outfit prepping.

---

Me: would you recommend this application for your friends or people you know? Why or why not?

Guest #1: I would gatekeeper. No I'm Joking. I would recommend it actually because I feel like a lot of people struggle with like finding outfits or like curating outfits yea mainly these two, but I would definitely recommend because most of my friends are also very interested in styling so they would definitely also use it. It would be beneficial.

Me: Thank you. Do you have any future expansion suggestions for the app? As I said, we could expand globally on the longer run and thus, add the rental, resale and exchange options. Do you have any other recommendations?

Guest #2: No.

Me: Thank you. Does anyone have any other comments before I end the session?

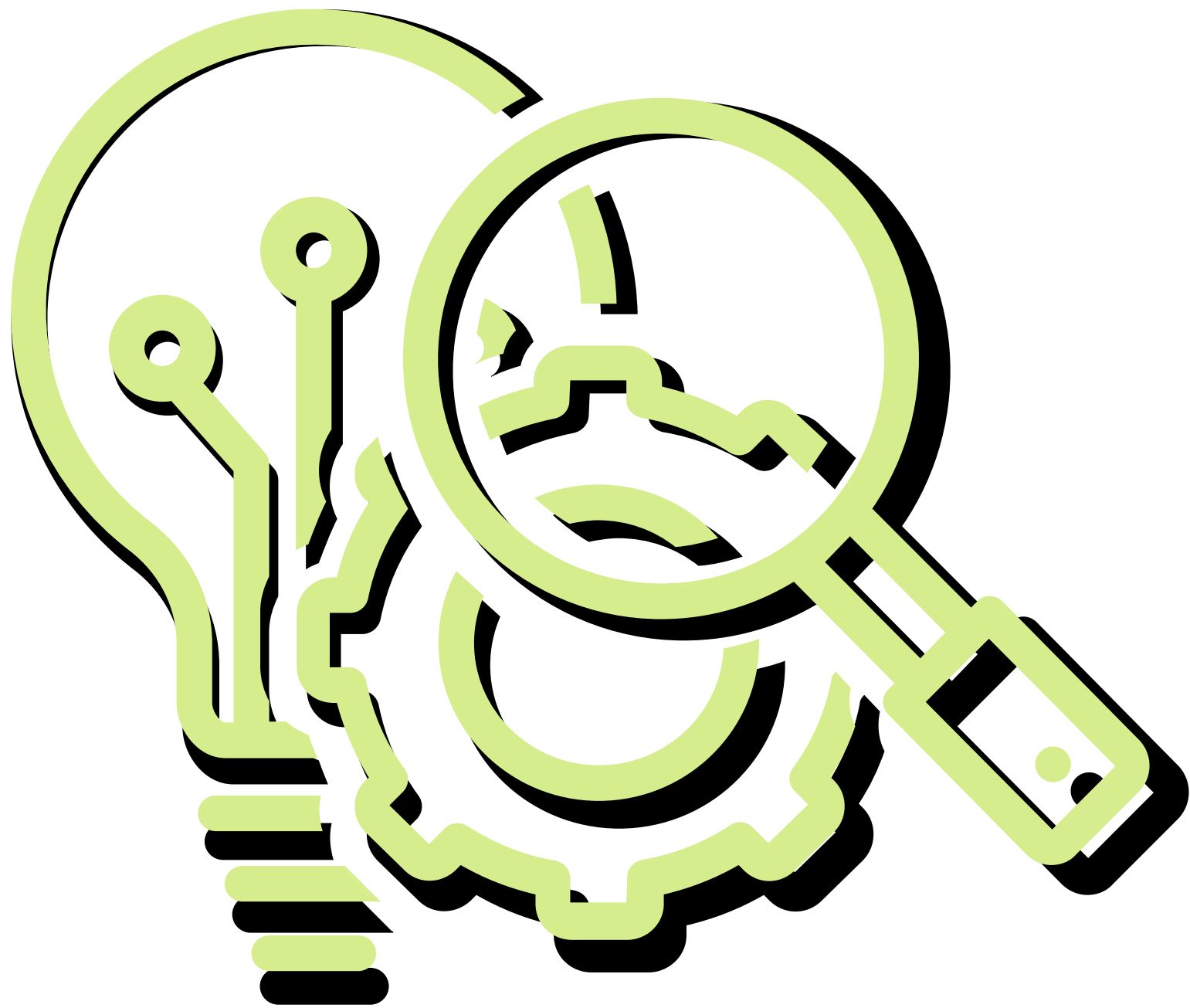
Guest #2: I think it's a brilliant idea, very well researched especially to your targeted niche. I look forward to seeing that come to life and maybe actually seeing it progress or open up new ideas for the community in

---

Egypt about sustainability and reusing and all that because we definitely do have a long way to go when it comes to that aspect in fashion.

Me: Thank you so much, your insights were helpful, we will make sure to consider it





RESEARCH  
&  
DEVELOPMENT LOG



# TABLE OF CONTENTS

- 1. Key Insight/Inspiration**
- 2. Deliverables**
- 3. Alternative Ideas**
- 4. Project Direction ( Respond to research)**
- 5. Idea Development - Rough Mock-Ups and Drafts**
- 6. Idea Development - Insight to Solution**
- 7. List of Illustration**

# KEY INSIGHT - INSPIRATION

- Triggered by insights from another unit on overconsumption, I have realized my personal contribution to overconsumption, and thus prompted a desire for change.
- I have identified a boredom and lack of creativity in styling existing clothes as a key issue and reason for my overconsumption behaviors.
- The economic challenges arising foster the recognition of continued preference for international brands despite the local options.
- Bringing these together: outfit recommendations and local brands suggestions, a gap was identified in the wardrobe organizing and styling apps, and thus EcoStyle was developed to minimize overconsumption by utilizing AI to analyze user's Pinterest accounts, promoting conscious consumerism and support local economies.



Figure 1. Key Insight (2024)

# DELIVERABLES

In the initial phase of the project (Part 1) as figure X shows, I intended to utilize Figma for creating the prototype interface of the app. However, after being introduced to AdobeXD during a lecture and finding it more user-friendly after watching tutorials, I opted to use it instead.

Additionally, I initially planned to develop a marketing strategy comprising a launch campaign, video advertisement, and pop-up store concept as supporting deliverables. However, during the project's development, I integrated the relevant marketing strategies directly into the business proposal pitch.

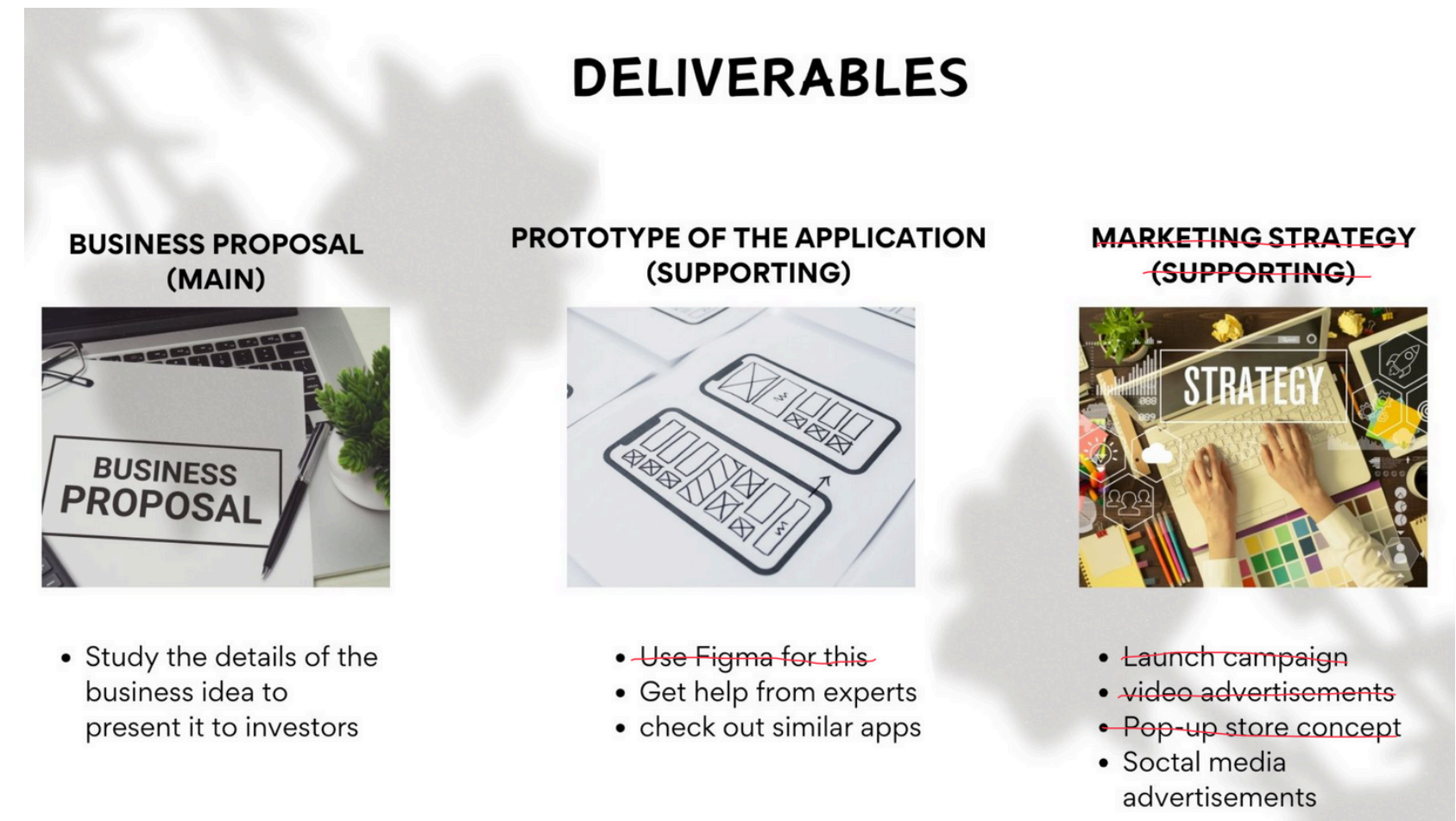


Figure 2. Original Deliverables from Part 1 (2024)

# ALTERNATIVE IDEAS - PROJECTS CONSIDERED

The primary issue I aimed to address with my project was overconsumption and impulsive purchases. As an alternative idea, I considered a 3D scan-and-print in-store service that would customize clothing based on the customer's body measurements and skin tone, promoting spending on experiences over physical products. However, feedback from my tutors highlighted the technical complexity and requisite background knowledge in the 3D printing industry, which I lacked. Consequently, I opted to pursue the development of an AI fashion styling application instead.



Figure 3. 3D Scanning Technology in Fashion (2024)

# PROJECT DIRECTION - RESPOND TO RESEARCH

My research process, encompassing data collection and analysis, has been instrumental in shaping my project from initial insights to actionable solutions. However, findings from primary research prompted adjustments to my original plans. Firstly, I decided against incorporating a made-to-measure collection feature due to feasibility constraints and cost considerations amidst other planned functionalities. Nonetheless, this could be explored as a future extension of the app's offerings. Secondly, after evaluating survey responses from my target audience, I opted not to include rental and resale options within the app. This decision was driven by the realization that these features were deemed less essential in the Egyptian market and to avoid overwhelming users with too many choices.

# ROUGH DRAFTS - MOCKUPS AND PROTOTYPES

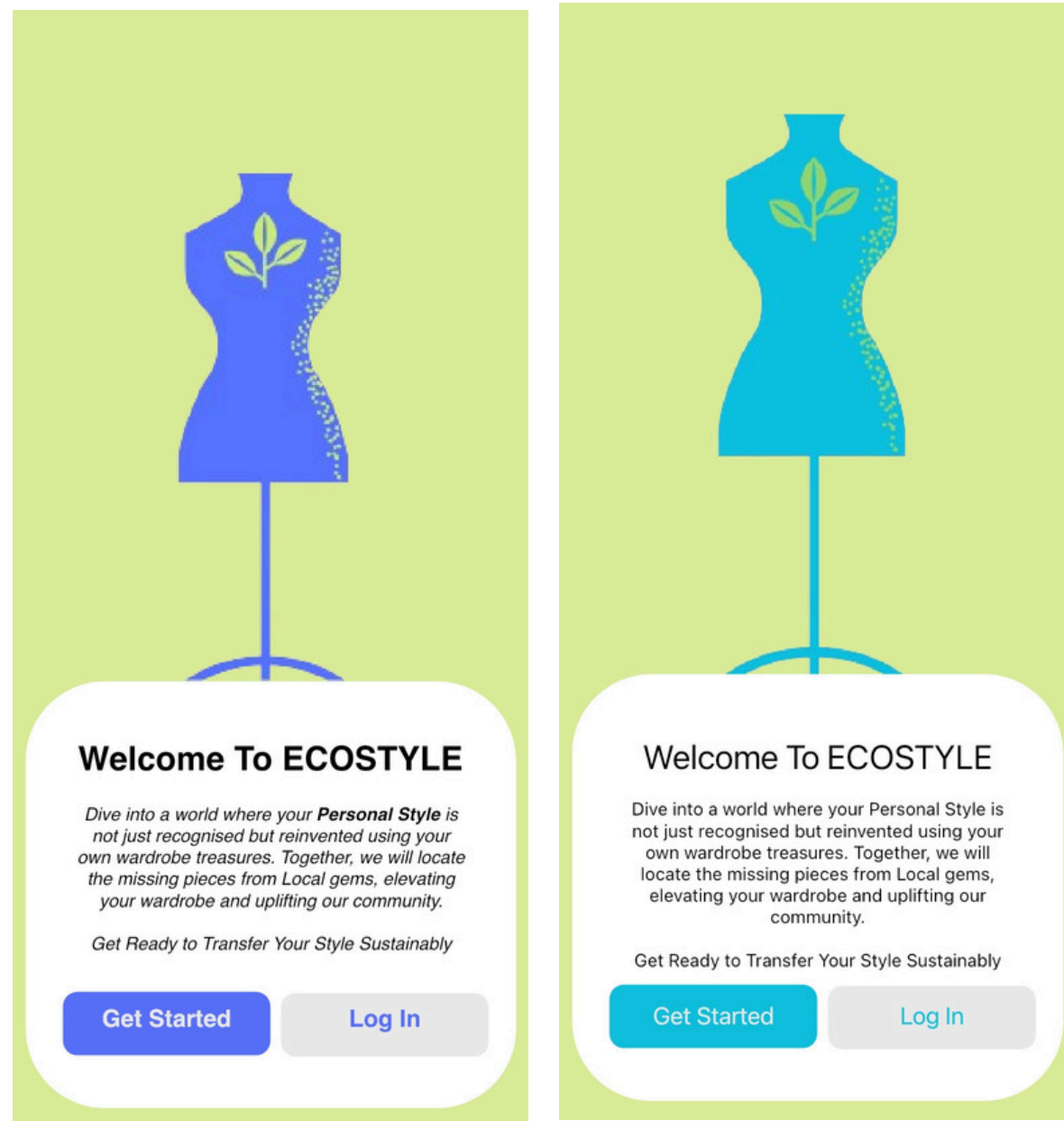
Insights from a focus group (See Appendix 3) also influenced revisions to the app's interface design, as evidenced by subsequent rough mockups. These included:

- Color adjustments
- Font size and placement
- Additional How-to and community guidelines tabs



Figure 4. App Rough Mock-Ups (2024)

# ROUGH DRAFTS - MOCKUPS



Through my focus group, I found that the initial blue colour I used was not good for the eyes, and thus changed it with an easier colour on the eye that still revolves around the same theme of sustainability and fashionable style.

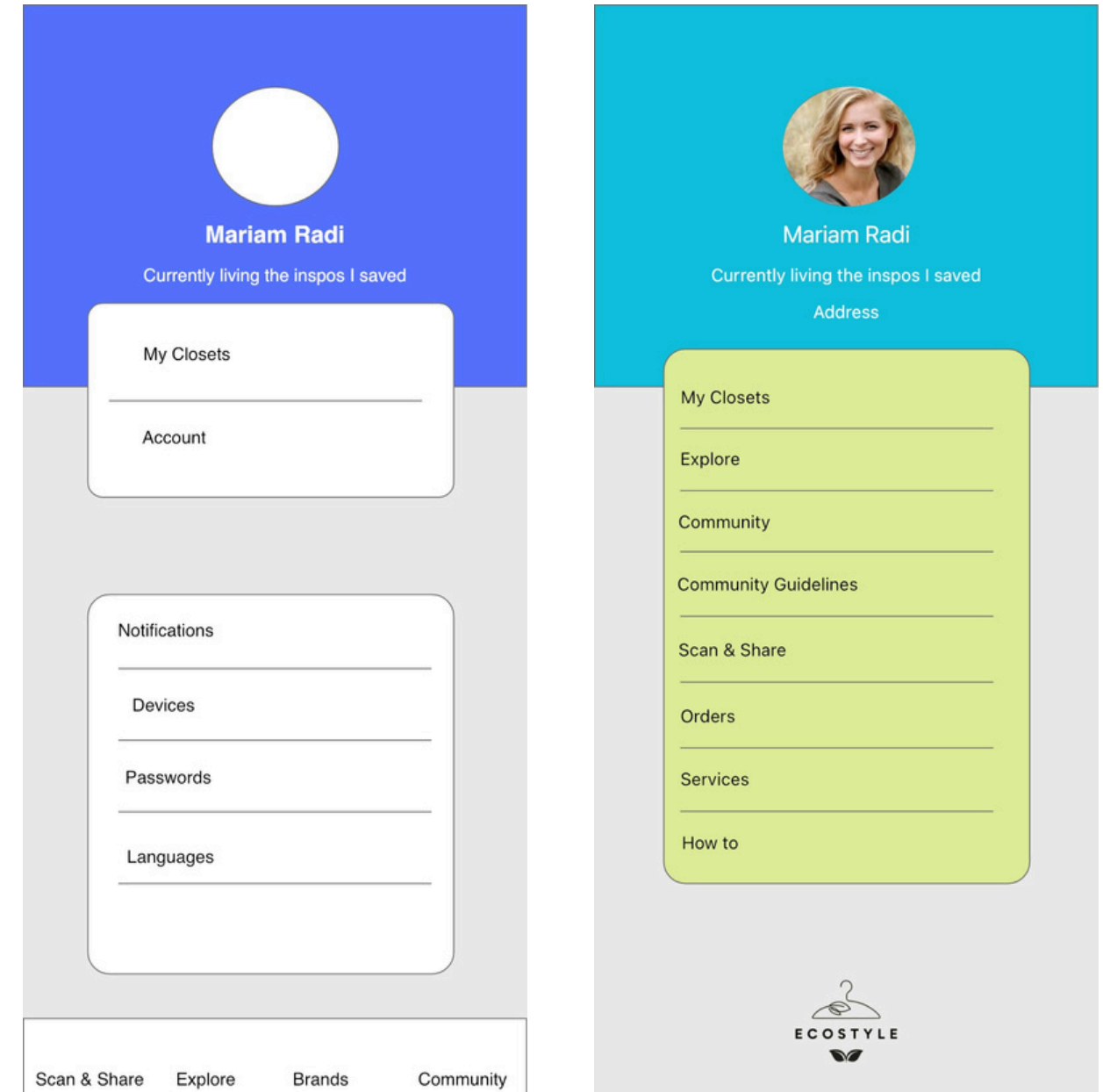


Figure 5. App Rough Mock-Ups-change in color (2024)

# IDEA DEVELOPMENT - INSIGHT TO SOLUTION

Initially, I sketched my app on paper as seen on figure 6 before I could design it on AdobeXD, as advised by one of my tutors. This step has saved me so much time when designing the actual interphase.

Before sketching this, I saved some inspiration from Pinterest, as seen on Figure 7 that could help me find what I thought suited my app more, add my own insights and finally design the app.

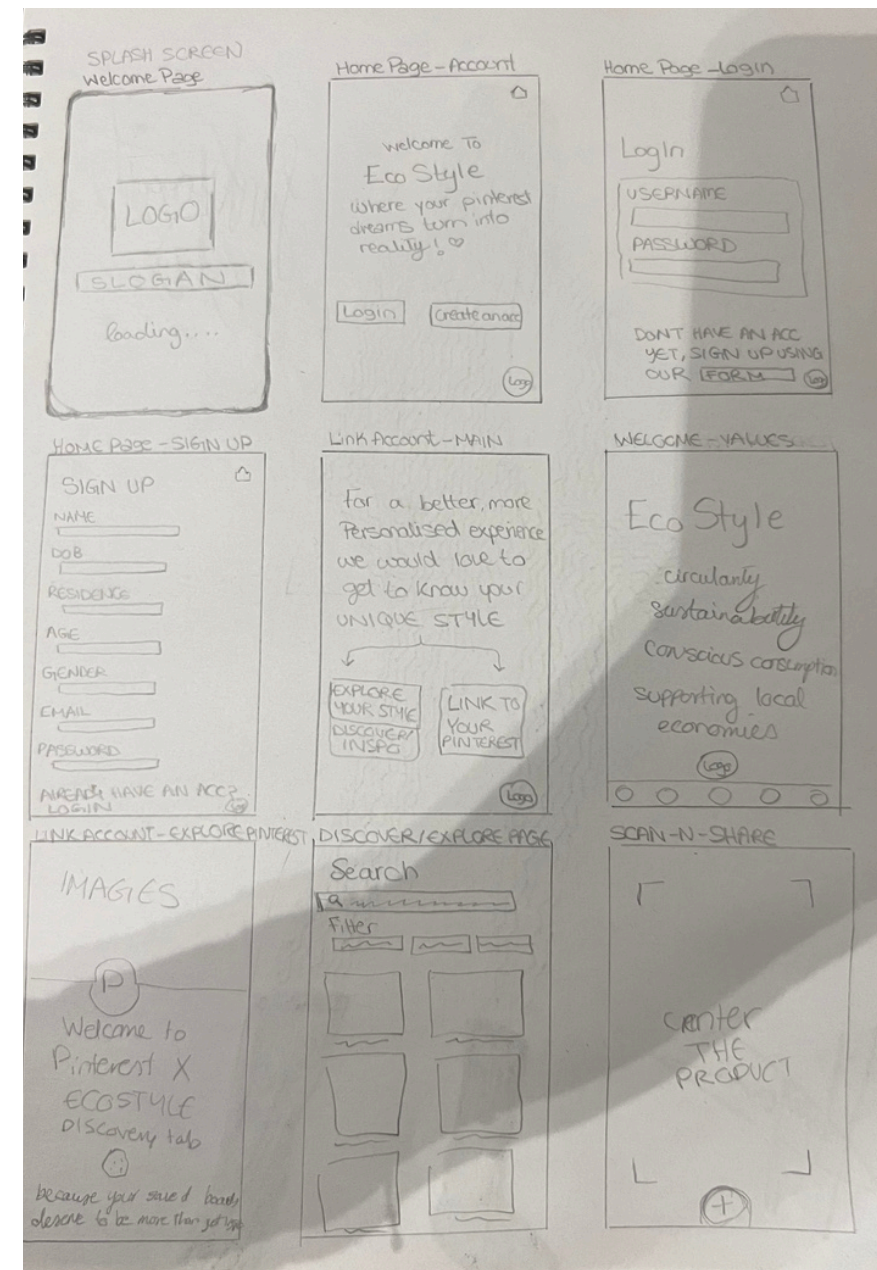


Figure 6. App sketching (2024)

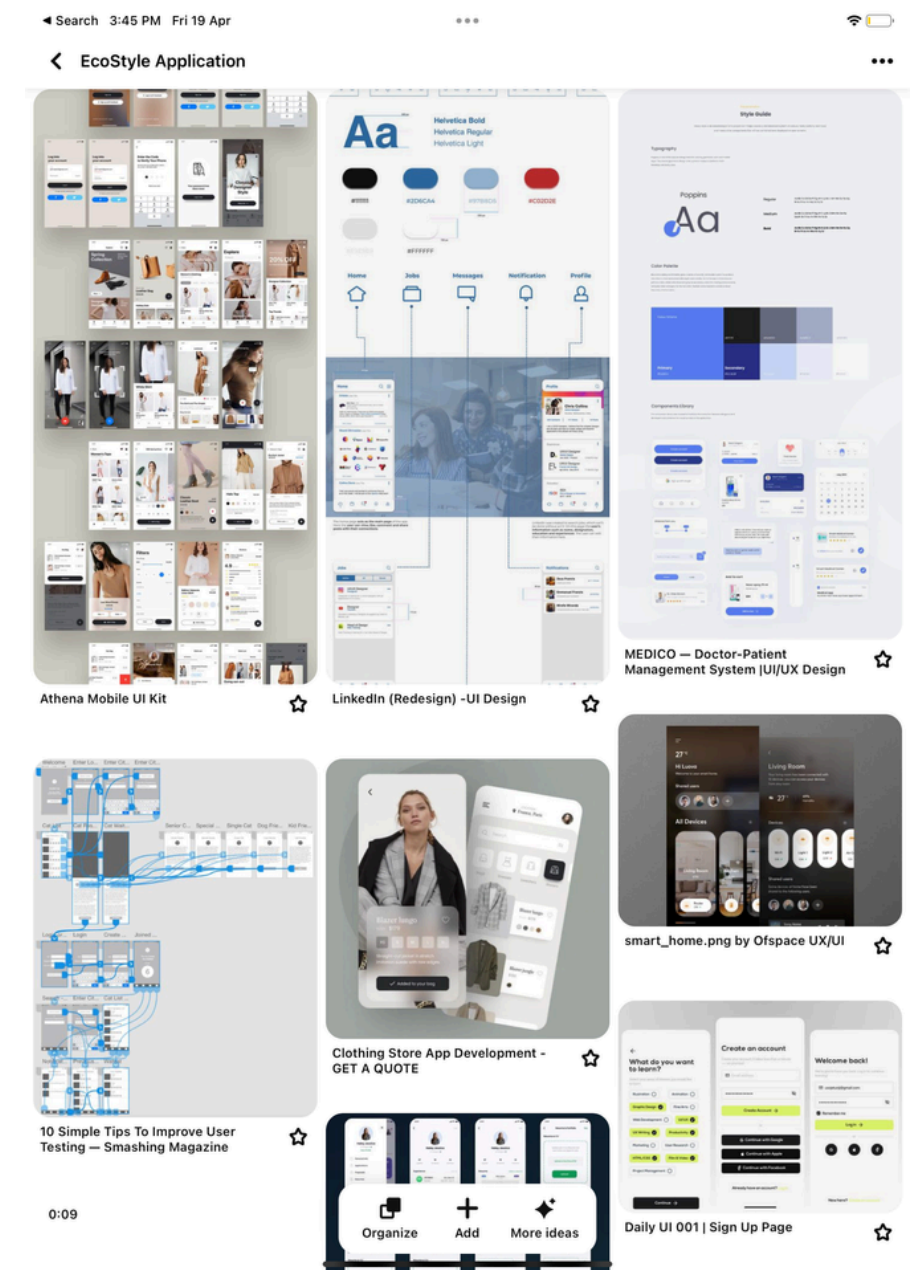


Figure 7. Pinterest Inspiration (2024)



# IDEA DEVELOPMENT - INSIGHT TO SOLUTION

**Brief to Self - 'EcoStyle' Degree Project**

**BACKSTORY**

There has been an alarming surge in overconsumption driven by the negative influence of social media and the accessibility of online shopping (Karpova and Harley, 2020a). This rise in social media has created, what is referred to as, the Cinderella Syndrome, a phenomenon where individuals, especially young females, fear and avoid being seen in the same outfit more than once (Karpova and Harley, 2020). This constant pursuit of new fresh looks has led to an increase in the fast fashion industry. Thus, a rapid increase in mass production and clothing turnover rate (Gwilt and James, 2019), leading people to buy and consume more, pressuring the supply chain and creating a disposable mindset, where garments are only worn once then forgotten or discarded. 'the average American buys a new fashion item every 5 days and 3 of these 5 are sent to landfills' (Hyken, 2023). This leads to excessive waste, energy and an alarming concern on the scarcity of resources (Thomas, 2019). Basically, consumers buy more clothes because they do not know how to style their existing clothes into new fresh looks, or because they forget about their existing clothes that might have never been worn. This pin points a critical issue in individual behavior that needs to change by offering responsible alternatives to combat this increase in fashion overconsumption.

**THE CHALLENGE/PROBLEM**

As mentioned earlier, there has been an increasing trend of overconsumption fueled by several factors. It burdens individuals with impulsive purchasing behavior that impacts them, the environment, and the economy. This project aims to break the cycle of overconsumption by addressing the issue at its roots and promoting a shift in mindset creating more conscious consumption behaviors through a transformative approach that encourages individuals to make the most of their existing wardrobes. It provides a sustainable alternative that satisfies the need of creating new looks without buying new clothes, decreasing the economic burden faced by consumers drowning in debt due to impulsive purchases.

**KEY TARGET AUDIENCE**

This project focuses on young individuals, especially women, aged between 18 and 35, who are actively engaged in communities through social media platforms, online shopping, and phone applications. This is because, as research in 'The dangers of fashion' proves, they are the most prone to pressures of Cinderella syndrome, causing them to seek new stylish and trendy fashion items and contribute to overconsumption (Karpova and Harley, 2020). It is yet specifically targeted at those who are aware of their impulsive purchases and express an interest and desire to adopt more environmentally conscious practices, seeking alternatives that align with their values and empowers them financially.

**THINGS TO THINK ABOUT**

- Overconsumption and ~~overproduction~~ - encourage conscious consumption through use of existing items and ~~promote production only when necessary~~.
- Customer experience - how this project offers an alternative for fast fashion by prioritizing customer experience and making sustainable choices enjoyable.
- Personalization - the project needs to cater to individual personal styles and needs to encourage more mindful behaviors.
- Styling services and wardrobe organizing - the project should guide individuals to maximize their existing

wardrobe, reducing the constant need for new purchases.

- Quality over quantity - this project should encourage spending on experiences and high-quality timeless products instead of constant bulk buying.

**IMPORTANT NOTES**

- Sustainable mindset and conscious consumption - every feature and aspect of the platform should reinforce sustainable mindset and conscious consumption.
- Relevance - make sure to support the opportunity with evidenced research.
- Personal connection - make sure to align the project with my passion for sustainable stylish fashion.
- Importance - explore how it solves the issue and transforms the fashion industry into a more sustainable one.
- Language - consider the language used on the platform to align with the target audience.
- USP - make sure it stands out from competition and attracts investment through innovative features and distinctive offerings.
- Primary research - clearly define a segment of your key audience, and use primary research methods (surveys, ~~interviews~~, etc.) to make sure the platform caters to their needs, guaranteeing the success of it.

**SUBMISSION**

No interviews were carried out for this project. A Focus Group was done instead.

**WHAT**

The research question, "To what extent does the integration of wardrobe organization, personalized styling, and unique eco-conscious shopping experiences within the EcoStyle app contribute to a reduction in overconsumption and encourage a more sustainable approach to fashion?" will be addressed through a combination of quantitative and qualitative measures.

**HOW**

Create a (must have) business proposal to present to investors and partners, support it with a (good to have) mock-up prototype of the application for user testing, and a (nice to have) ~~clear marketing strategy~~ to ensure the application's success. Conduct user surveys and ~~interviews~~ to gather qualitative feedback on the impact of EcoStyle on individual behaviors. Assess whether users perceive a shift towards more sustainable fashion choices, increased satisfaction with their wardrobes, and a reduction in the desire for fast fashion.

**WHEN**

DEADLINE: 12/04/2024 BY 1:00PM  
Deadline was postponed to 19/04/2024 by 4pm

**CURATED COLLECTION:**

To differentiate itself from the apps offering shopping suggestions, ~~EcoStyle offers an exceptional unique tailor-made to measure versatile clothing line that brings the users' wish list to life by curating the clothes they need to complete their looks, filling in essential gaps in a user's wardrobe, allowing them to order only when necessary.~~

**DISCOVER/ INSPO:**

EcoStyle realized that only 'Open Wardrobe' offers a discovery tab for inspiration for their users. Thus, EcoStyle also takes this to the next level by allowing users to link their Pinterest account, thus receive inspiration based on their unique individual taste and styles, allowing users to recreate looks from their existing wardrobes and finally live in the Pinterest board they have been

**CONSCIOUS SHOPPING**

The majority of these apps offer shopping suggestions, however only "Whering" integrates sustainability into these features by including sustainable and pre-loved shopping suggestions/sections to create a lasting effect on the consumer purchasing habits. While ~~EcoStyle is similar to Whering in terms of offering resold and rental sections~~, it stands out by giving customers the choice in order to empower them. EcoStyle locates where users can find necessary items, guiding them to make more conscious shopping choices towards local, sustainable brands or ~~by engaging with second-hand and rental services.~~

The 'EcoStyle' application is a transformative solution for overconsumption in the fashion industry. This app offers a holistic lifestyle experience, empowering women to curate stylish wardrobes, save money, and make eco-conscious choices. It seamlessly integrates wardrobe organization, personalized styling, unique services, and a unique eco-conscious shopping experience, enabling women to maximize the use of their existing wardrobe. EcoStyle also introduces a unique made-to-measure collection that fills in the essential gaps in a women's wardrobe. By reshaping traditional fashion consumption, EcoStyle creates a new paradigm in sustainable fashion. This initiative aligns with my passion for sustainability and provides a unique innovative opportunity for personal and professional growth in the evolving sustainable fashion industry.

After conducting research, this app no longer includes this feature because it was not realistic to have it alongside the other features and thus, deprecated in the meantime.

Figure 8. Extracts from Part 1 (2024)

Figure 8. shows the initial brief where I planned to incorporate interviews within my primary research. However, Local brands would not respond to my emails and it was so hard to even get some of them to fill the surveys in. Thus, I decided not to carry on with the interviews.

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## LIST OF ILLUSTRATION

Figure 1. Canva (2024) *Key Insight*. [Images]

Figure 2. *Original Deliverables from Part 1 (2024)* [Screenshot]

Figure 3. Verdict (2018) *3D Scanning Technology in Fashion*[Image] At:  
<https://www.verdict.co.uk/3d-body-scanning-fashion-future/>

Figure 4. Adobe XD (2024) *App Rough Mock Ups* [Image]

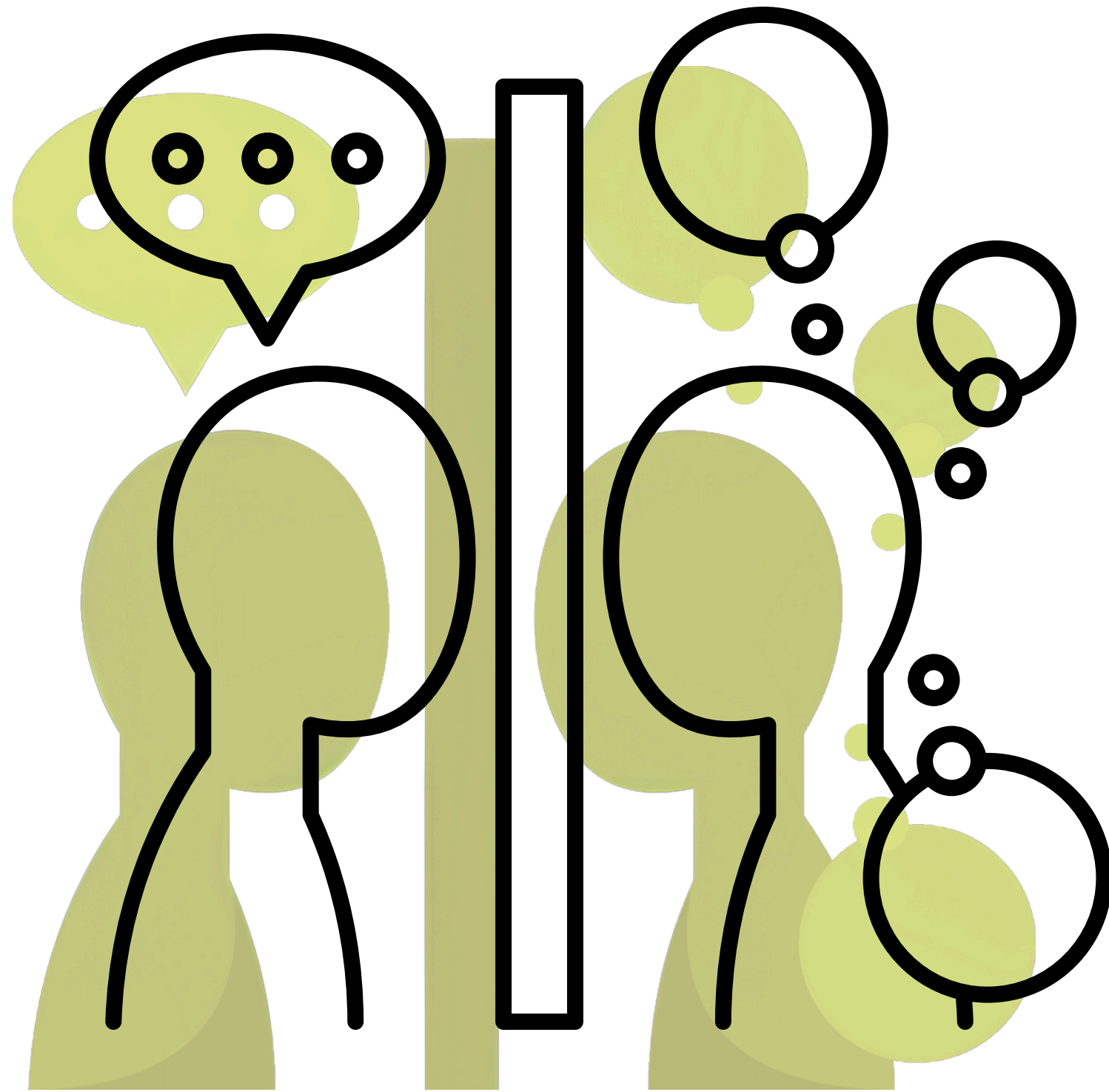
Figure 5. Adobe XD (2024) *App Rough Mock Ups Change in Colour* [Image]

Figure 6. *App Sketching (2024)* [Image]

Figure 7. Pinterest (2024) *Inspiration from Pinterest* [Screenshot]

Figure 8. *Extracts from Part 1 (2024)* [Screenshot]





# CRITICAL REFLECTION

# INTRODUCTION

This project was an enriching *personal* and *professional* development journey that enhanced my knowledge and skills. It challenged me to apply academic research into practical solutions and thus deepened my understanding of various concepts. While there were *obstacles* on that journey, they offered me *opportunities* to learn through *individual* initiatives and *collaboration*, using both theoretical frameworks and practical solutions, enriching my learning experience. This process helped me improve my *digital literacy*, strategic *decision-making*, and *communication* skills. This critical reflection will focus on my journey, highlighting the challenges faced, knowledge gained, skills acquired, and the profound impact on my future aspirations.

# DEVELOPMENT

## Skills:

I have honed *time-management* and *commitment* skills by balancing this project alongside other commitments, preparing me for my *future* career.

## Personal connection and development:

I have incorporated my *ambitions* and future plans by choosing a topic that resonates with me. My *personal* struggles with *overconsumption* allowed me to merge passion with practicality driving me to design an application that benefited others facing similar challenges.

## Future of fashion and professional development:

My thorough research into *AI, fashion* and *personalization*, allowed me to understand this field in a deeper context, providing me with the necessary knowledge and skills to succeed within my *desired career* path and laying the groundwork for my future exploration in the fashion industry.

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# CHALLENGES

Throughout this project, I encountered several challenges and learnt to overcome them using **Edward de Bono's Six Thinking Hats method**, an approach designed to explore problems from different perspectives and foster constructive thinking (Mind Tools Content Team, 2024).

1. **The design of the app's prototype**: As a novice to both app design and AdobeXD, I relied on the “**green hat**” of **creativity** by exploring multiple tutorials, such as ‘Mastering Adobe XD: Prototyping your First Design’ (Pinsky, 2019b), and ‘Mastering Adobe XD : Crafting Your First Design’ (Pinsky, 2019a), allowing me to systematically **develop** and **test** my designs, and ultimately achieving a functional prototype and demo of the application.

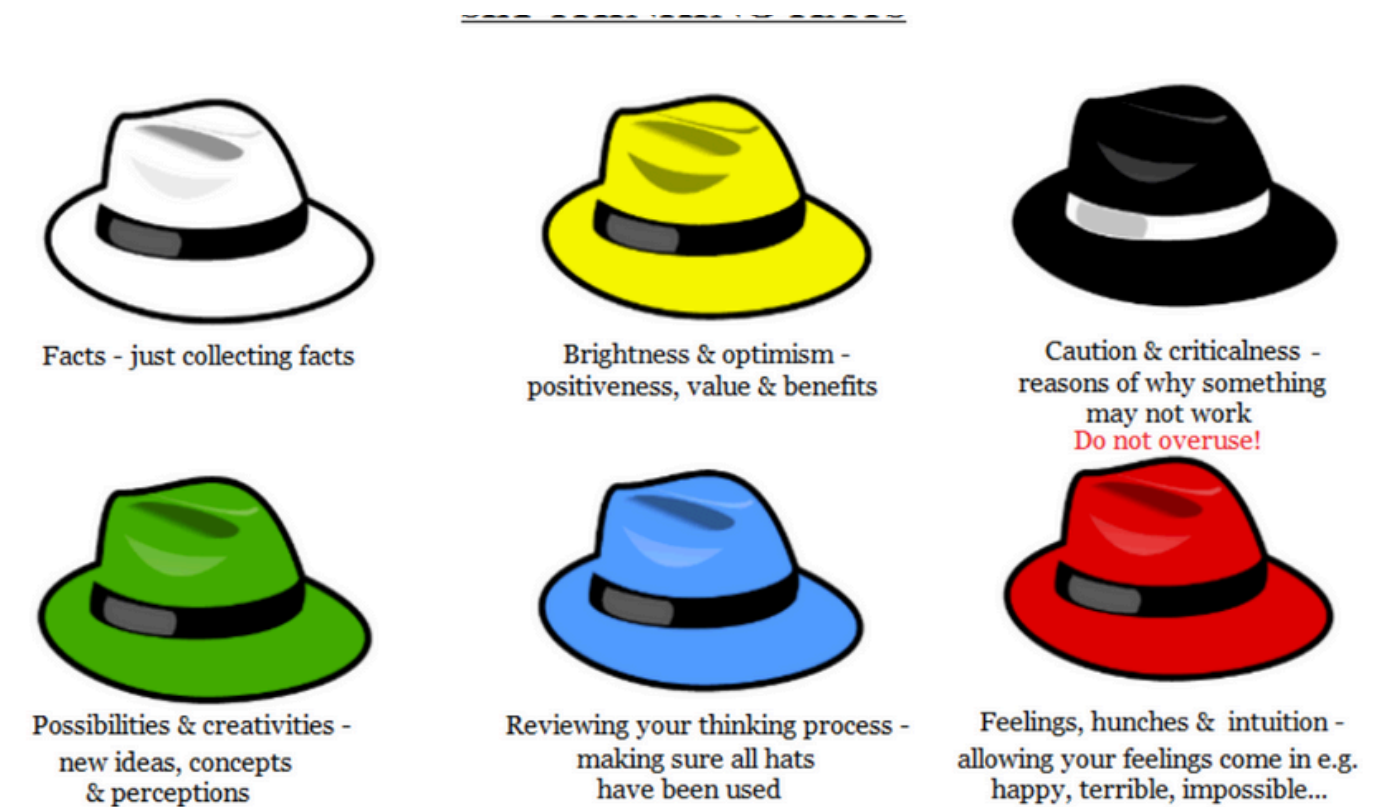


Figure 1. De Bono's Six Thinking Hats (2020)

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# CHALLENGES CONT.



2. **The overabundance of desired features:** The initial app design guided by the *optimistic “yellow hat”*, focused solely on the added *benefits* of the features and overlooked the associated *costs*. Recognizing this, I had to switch to the *critical “black hat”*, assessing and evaluating the feasibility of each feature. Thus, I prioritized essential features that had higher demand and served the application’s goals better, significantly narrowing the scope to ensure a *realistic* and *manageable* development process, which has enhanced the overall design and functionality of the application.

3. **Further challenges:** encountered during the *research phase* discussed in subsequent sections.



# RESEARCH TECHNIQUES

I employed a *mixed methods approach* as figure 2 shows, to enhance the *reliability* of my findings. However, the *time-consuming* nature of collecting data from different sources and coordinating focus group schedules proposed an obstacle. To improve survey response rates, I utilised my *personal network* but encountered low participation, with only **9/40 brands** responding (refer to appendix). This reliance potentially introduced *bias*, compromising data *credibility*.



Figure 2. *Research Methods* (2024)

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# RESEARCH PROCESS

## Snowball sampling

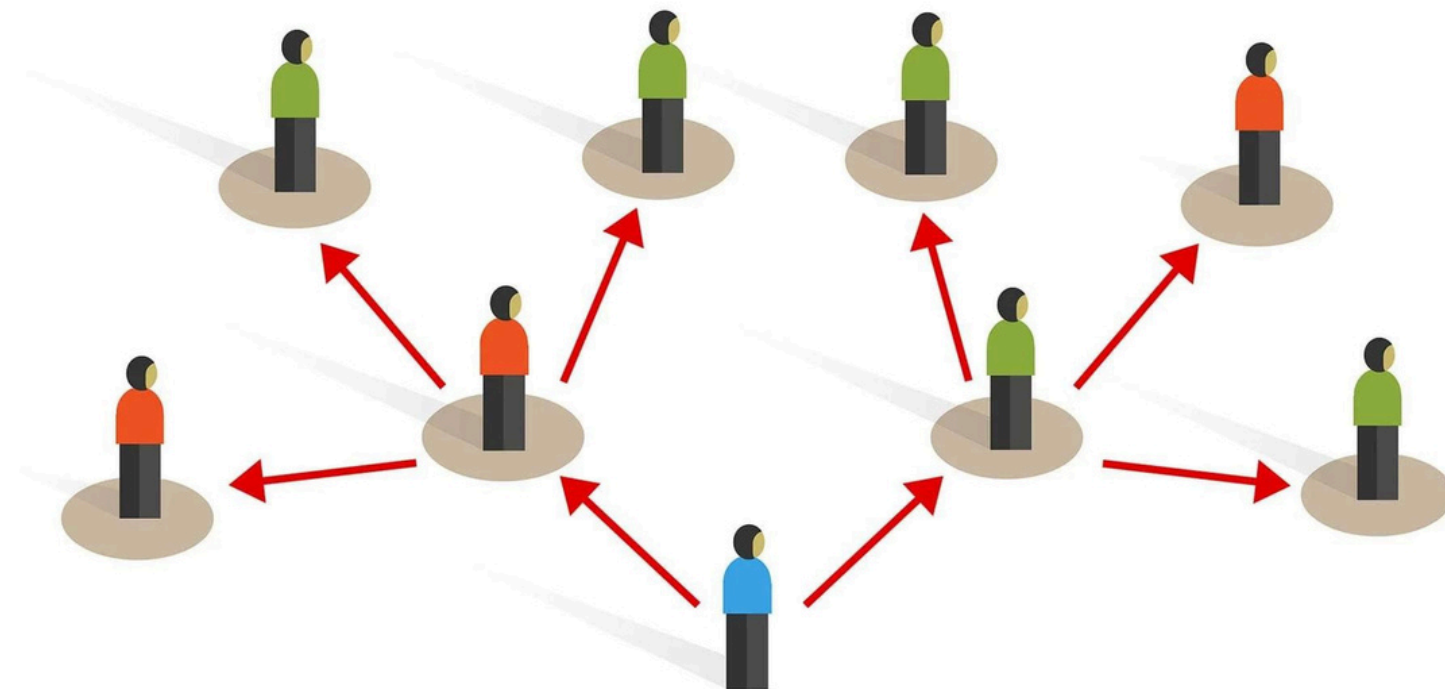


Figure 3. Snowball Sampling (2023)

Another challenge arose in ensuring my *sample* included only *Egyptians*, using *snowball sampling*, where respondents are recruited through other respondents (Nikolopoulou, 2022). The *challenge* occurred when the survey inadvertently reached *2/59 non-Egyptian* participants, posing a *risk* to the results' reliability. However, I *mitigated* this by ensuring a substantial number of responses from the intended demographic. Despite these challenges, my *passion* drove me to persevere, continually *adapting* my approach in response to the consumer data I gathered.

## RESEARCH RESULTS

One of the most enlightening aspects of my research was the *unexpected results*; for instance:

*Only 25.4% reported **financial strain** from unworn clothing purchases (see Appendix X in main project).*

Thus, I had to reconsider this when promoting the application because finances does not seem to be of main concern. This was a reminder of the *importance* of aligning the product with *actual user needs*, rather than personal assumptions. Public engagement was challenging due to *response rates* and *differing perspectives*, but crucial in enriching the project, making the final product more *relevant* and likely to *succeed* in the real world.

Moving forward, I aim to *refine* my data collection strategies to *mitigate biases* and enhance response rates, ensuring *accurate* future research.

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# TIME MANAGEMENT MODEL

As mentioned earlier, **time-management** was one of the main challenges in my journey. Thus, I used the following model in figure X for my project.

- **The “Agile” model:** I used it to develop the app prototype, breaking the features down and prioritizing them based on their value to the customer from my survey results (O’Sullivan, 2023). Therefore, I was able to get the important features done on time, and discarded non-essential features that I had no time for, helping me focus on other parts of the project.

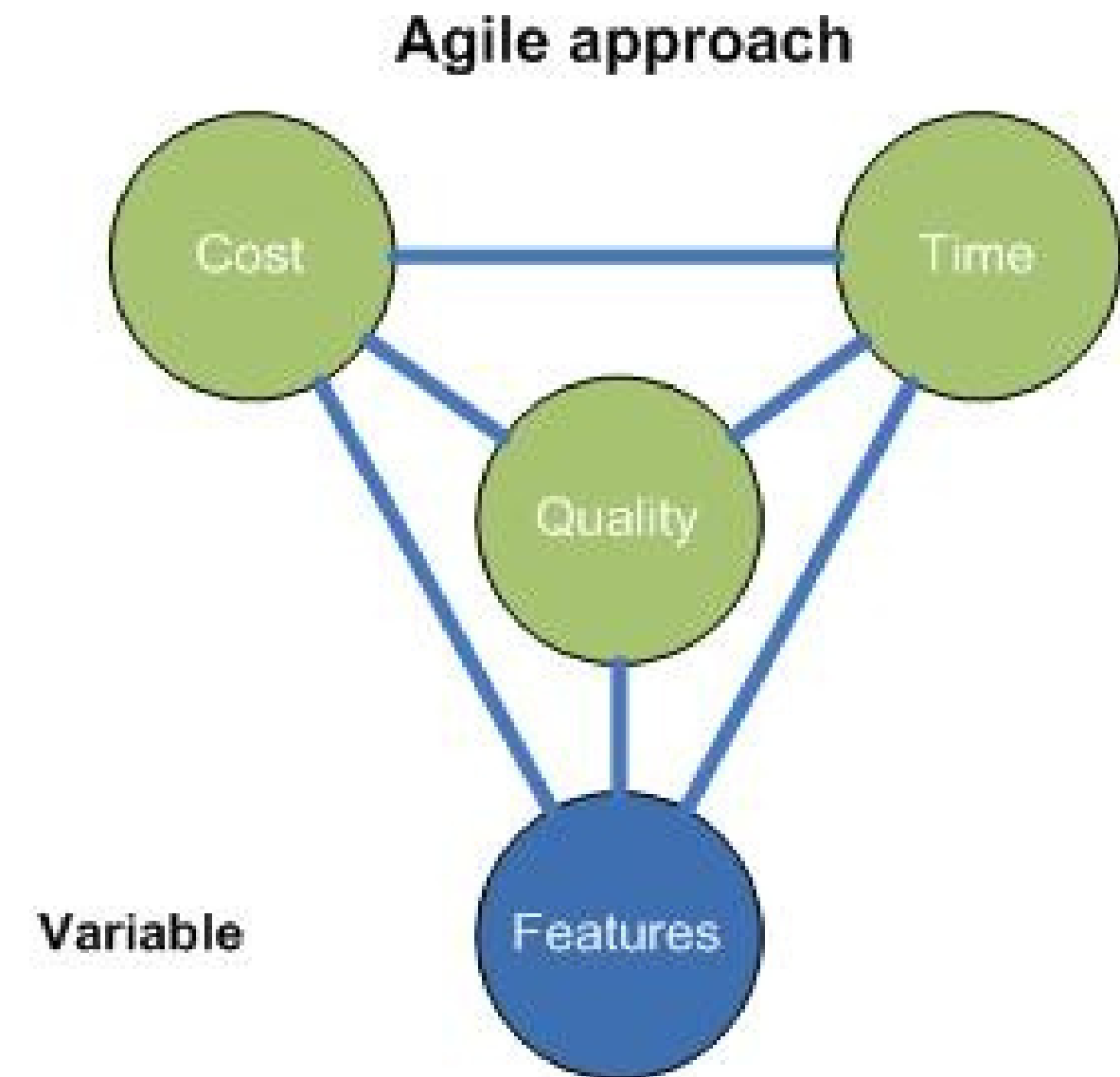


Figure 4. *Agile Time-management Model (2023)*

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# MOTIVATION MODELS

- **The interest motivation theory:** This theory supported and stimulated engagement, motivating me to move forward with this research (Urhahne and Wijnia, 2023). I initially started the project with *personal interest* and passion as my *main drive* because my application brought to life something I personally needed.
- **The expectancy-value theory:** This theory pushed me even further to complete my project and bring it to life because I have seen *success expectations* through my primary research results (Urhahne and Wijnia, 2023). The results proved that my app idea is *realistic, relevant*, and *desired* by the public.

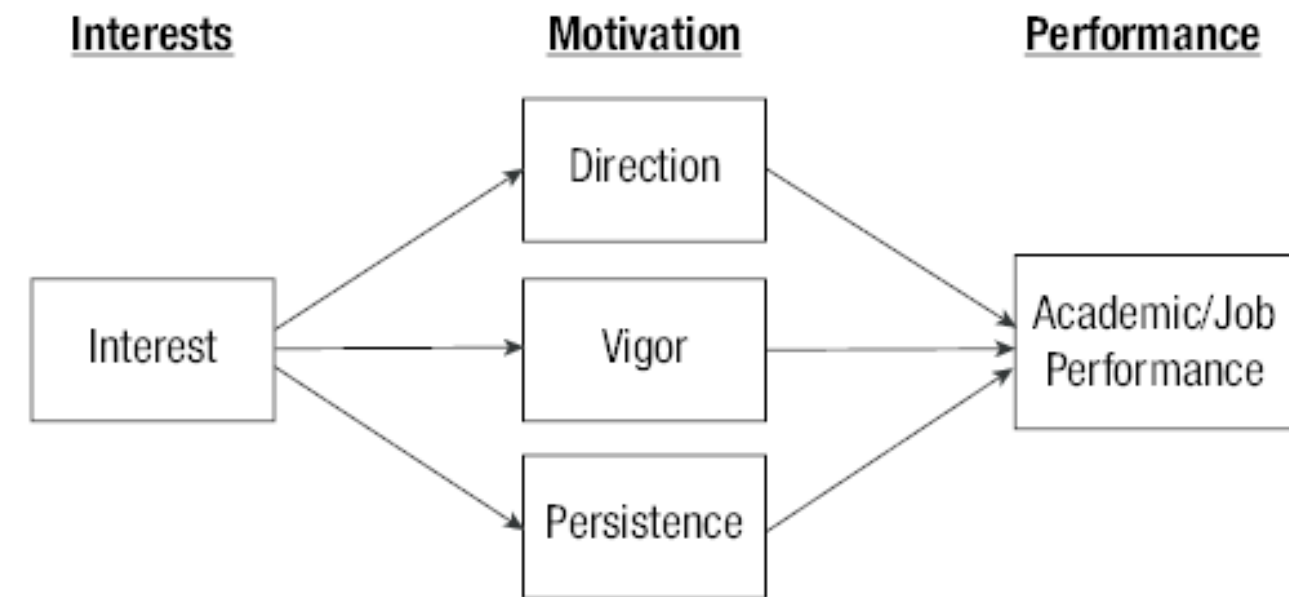


Figure 5. *The Interest Motivation Theory (2012)*

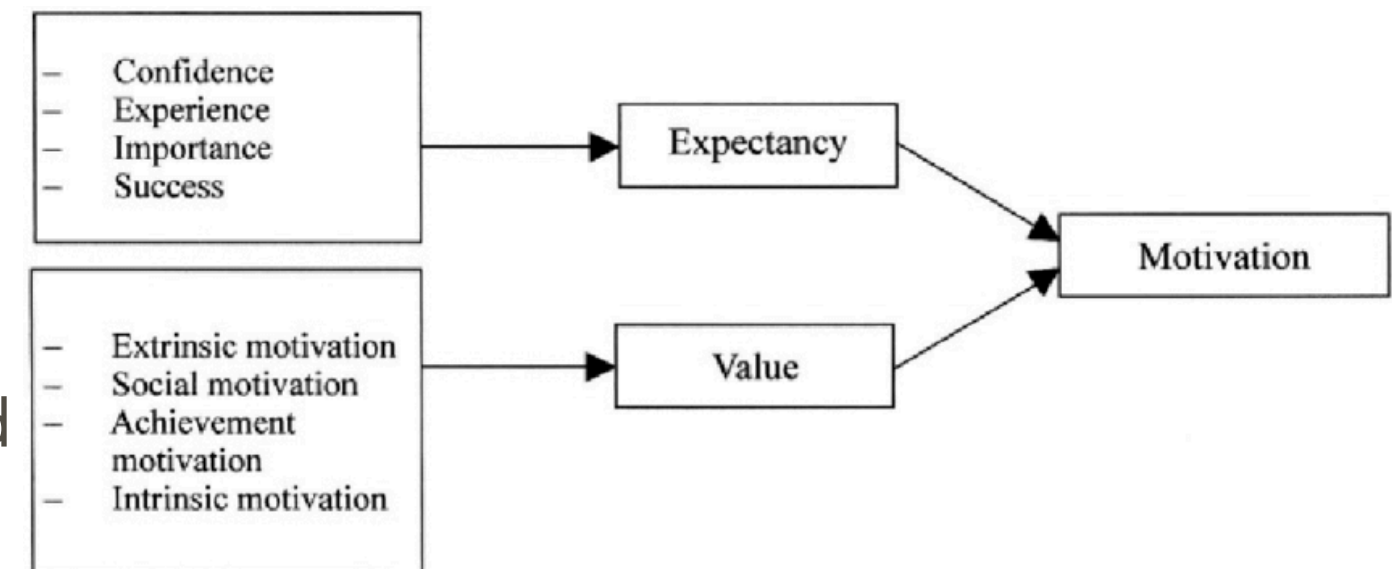


Figure 6. *The Expectancy-Value Theory (2003)*

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## KEY TAKEAWAYS

- I believe I **successfully** achieved the outcomes I aimed for, with some **adjustments** along the way, where I had to scale down certain features of the application due to **cost, practicality** and consumer **feedback** considerations.
  - The fusion of my **personal style** with **digital literacy** skills acquired through AdobeXD has demonstrated the significance of **effective communication**, enhancing the impact of conveying complex ideas visually.
  - I engaged with academic literature transforming the **theoretical** knowledge into **tangible** results. This transformation equipped me with a deeper understanding of my **industry**, and a clearer vision for my **future path**.
  - Moving forward, I envision **expanding** the application by incorporating some of the features that were set aside for the time being, reflecting a commitment to **continuous improvement** and **innovation**.
  - This reflective journey reaffirmed the power of **self-motivated learning**, strategic **decision-making**, and **ethical considerations** in shaping meaningful outcomes for the future.
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# LIST OF ILLUSTRATION

Figure 1. Participedia (2020) *De Bono's Six Thinking Hats*. [Image] At: <https://participedia.net/method/4588>

Figure 2. MYSELF (2024) *Research Methods*. [Diagram]

Figure 3. Julia Simkus (2023) *Snowball Sampling*. [Image] At: <https://www.simplypsychology.org/snowball-sampling.html>

Figure 4. Vidas Vasiliauskas (2023) *Agile Time-management Model*. [Image] At: <https://teamhood.com/project-management/waterfall-vs-agile-project-management/>

Figure 5. Rong Su (2012) *The Interest Motivation Theory*. [Image] At: [https://www.researchgate.net/figure/Theoretical-relationships-between-interests-motivation-and-perfor-mance\\_fig1\\_233747919](https://www.researchgate.net/figure/Theoretical-relationships-between-interests-motivation-and-perfor-mance_fig1_233747919)

Figure 6. Shirley Booth (2003) *The Expectancy-Value Theory*. [Image] At: [https://www.researchgate.net/figure/Expectancy-value-theory-of-motivation-Feather-1982\\_fig5\\_225984339](https://www.researchgate.net/figure/Expectancy-value-theory-of-motivation-Feather-1982_fig5_225984339)

Please note: all non-labelled illustrations are Canva graphics

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Urhahne, D. and Wijnia, L. (2023) 'Theories of motivation in education: An integrative framework' In: *Educational psychology review* 35 (2) At: <http://dx.doi.org/10.1007/s10648-023-09767-9>

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