

Comprehensive Creative Technologies Project: Clozetto: A campus-based student marketplace for sustainable fashion

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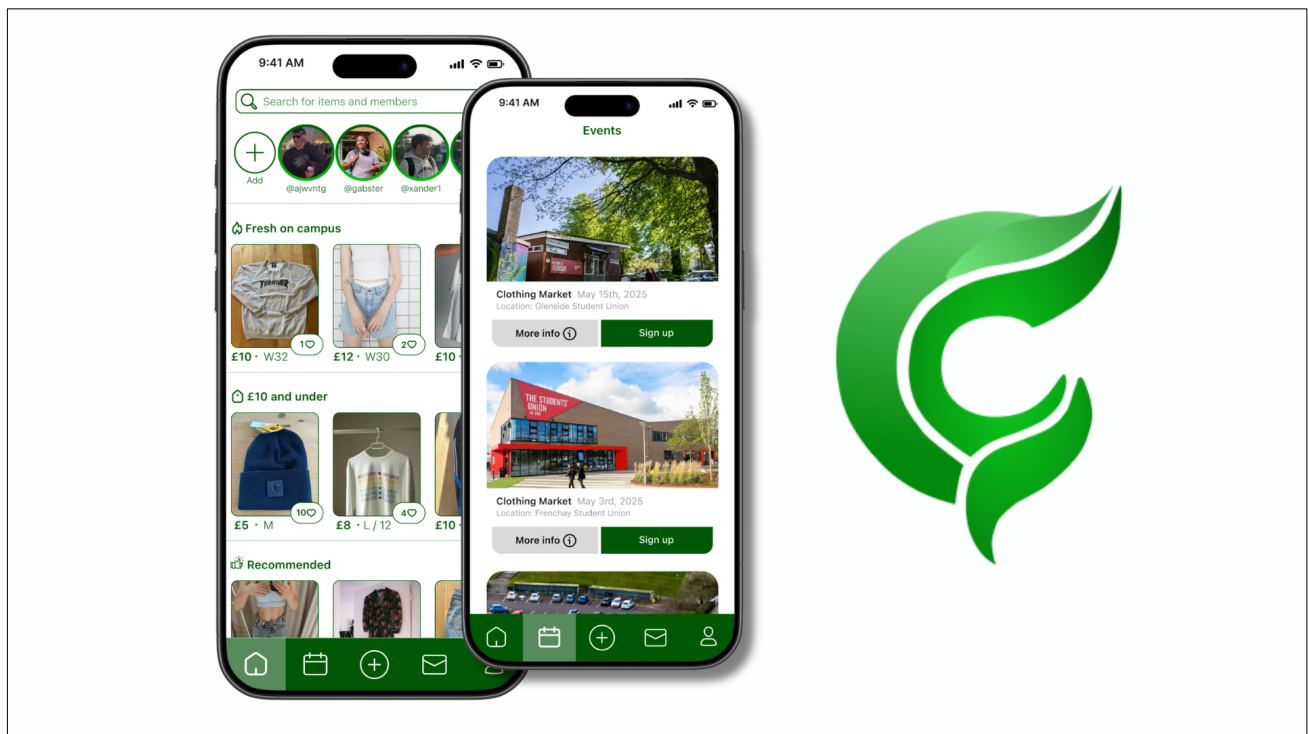
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Abstract

Clozetto is a mobile application designed to facilitate peer-to-peer exchanges of clothing between students on campus. Clozetto is a unique app which not only reduces fast-fashion purchasing but disrupts competitor platforms with harmful shipping practices and expensive fees for users. Implementation was guided by primary and secondary research and involved an iterative design process through Figma. The findings showcase harmful and unsustainable fast-fashion practices and major flaws in competitor platforms. These findings may inform similar sustainable UX projects.

Keywords: Fast-fashion, Sustainability, UX

How to access the project

Figma Design Document - <https://www.figma.com/design/NeTqfnzSfZgPls0mDgrZpt/Clozetto---Prototype-Flows?node-id=0-1&t=NpzIsSwnVFgRfR1M-1>

Figma Prototype - <https://www.figma.com/proto/NeTqfnzSfZgPls0mDgrZpt/Clozetto---Prototype-Flows?page-id=0%3A1&node-id=1-1603&viewport=-368%2C-2730%2C0.14&t=Am04adjtLcQ4cpGw-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=1%3A1603&show-proto-sidebar=1>

Project Showcase Document -

https://www.canva.com/design/DAGfjpD7pGM/wToxuuLxO43J36Hsh2LSTA/edit?utm_content=DAGfjpD7pGM&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Project Video - <https://youtu.be/bQjDIq9RJdg>

1. Introduction

The fast fashion industry is one of the largest contributors to global environmental degradation, accounting for approximately 10% of total global carbon emissions (Niinimäki et al., 2020). Global clothing consumption is expected to rise 63% by 2030, from 62 million tonnes currently, to 102 million tonnes. This is the equivalent of 500 billion additional t-shirts. Furthermore, textile production produces an estimated 1.2 billion tonnes of CO₂ per year, a figure higher than both international aviation and shipping combined (House of Commons Environmental Audit Committee, 2019). These statistics highlight that the environmental challenges fashion poses are only set to intensify further as time progresses.

Online clothing resale platforms such as Depop, Vinted and eBay do negate these issues partially, however, they still generate significant environmental impact through packaging, shipping and return processes. For example, Vinted produced 765,526 tonnes of CO₂ emissions in 2023 through its transportation and distribution services alone (Vinted Climate Change Impact Report, 2023). Students, a key demographic for these apps, are increasingly environmentally conscious yet currently lack a localised, sustainable way of exploring fashion in a way that does not impact the environment negatively.

The Clozetto project addresses this space by offering a free mobile application, facilitating the buying and selling of clothes on campus between the student population. Clozetto aims to create a circular fashion economy with essentially zero impact on the environment. The project offers an innovative solution to this issue, harnessing community proximity to enhance both sustainability efforts and affordability in relation to student fashion.

Project Objectives:

- To reduce the carbon footprint and environmental impact associated with student fashion.
- To design a mobile application that effectively promotes clothing exchanges on university campuses.

Key Deliverables:

- Primary research conducted into student behaviours and attitudes regarding sustainability and clothing resale activity.
- Secondary research conducted into the problem areas identified to provide context for app development and marketing.
- An iteratively designed, fully-functional, user-centred app within Figma based on primary and secondary research.
- Development of a design brief including effective branding and marketing strategies tailored to students around sustainability and community.

2. Research questions

This project aimed to address the environmental challenges posed by the current fashion climate and limitations of current resale platforms through the guidance of several key research questions. These questions aimed to shape both the features and interface of the app, ensuring real needs, behaviours and values of the target audience, university students, were at the centre of design choices as the project progressed.

The following questions were identified:

1. What are the current buying and selling behaviours and patterns for student fashion, and how do these overlap with sustainability concerns?
2. What is the current usage of alternative resale apps such as Depop and Vinted amongst the student population, and what pain point or limitations do students experience when using these platforms?
3. What features and UX implementations would be most important to students when considering the potential use of the Clozetto app?
4. How can iterative design processes, as well as persona-based design, be used to effectively design and develop the app in line with the target audience's desires?

3. Literature review

3.1 Environmental Sustainability and the Fast Fashion Crisis

Fast fashion refers to the rapid production and consumption of clothing, without care from either producer or consumer in regard to environmental or social sustainability. By 2030, global apparel consumption is predicted to rise from 62 million tonnes to 102 million tonnes, representing an over €500 billion monetary rise to €2 trillion by this date (Global Fashion Agenda, 2017). Over \$500 billion of value is lost each year due to clothing underutilisation and the lack of recycling in the industry (Ellen MacArthur Foundation, 2017). This is an issue affecting the UK more than most countries, with more clothes per person being bought every year than any other country in Europe (House of Commons Environmental Audit Committee, 2019). 2023 data shows UK fashion retail market revenue estimates reaching £64.5 billion, an increase of over £8 billion from the previous year, with projections of this figure reaching £79 billion by 2029 (Statista, 2024).

The global environmental impact of textile production is surpassing alarming levels, exceeding the greenhouse gas emission levels of both aviation and shipping industries combined. Sector emissions are only expected to rise with a forecasted 60% increase by 2030 (United Nations Climate Change, 2018). Clothing brands commonly use synthetic fibres such as polyester, nylon and acrylic, which take hundreds of years to biodegrade and prove detrimental to the environment. The laundering of textiles accounts for an estimated 35% of all microplastics in the ocean (Maiti, 2025), which have been linked to increased cancer risk and endocrine disruption, compromising reproduction (Wang et al., 2024).

In addition to its environmental toll, the fashion industry's labour practices have raised major ethical concerns. LMICs (Low and middle-income countries), such as China and Bangladesh, produce 90% of the world's clothing. Occupational and safety standards in these countries are rarely enforced, resulting in many industrial risks, including respiratory hazards due to poor ventilation and musculoskeletal hazards from repetitive motion tasks (Bick, Halsey and Ekenga, 2018). 16-18 hour working days are common, facing verbal and physical abuse, and being forced to reach unreachable daily targets (Sustain Your Style, 2024). Commonly reported conditions from workers include lung disease and cancer, endocrine function damage resulting in adverse reproductive and fetal outcomes, accidental and overuse injuries, and death (Bick, Halsey and Ekenga, 2018). In 2013, an eight-floor factory building housing several garment factories collapsed in Dhaka, Bangladesh, killing 1,134 workers and injuring nearly 2,600, many

for life, after factory owners chose to ignore large structural damage that appeared the previous day (Clean Clothes Campaign, 2013). This incident brought worldwide attention to the inhumane workplaces within the garment industry, but sadly, this is still continuing worldwide. A 2016 report found that 77% of 71 leading retailers in the UK believe there was a likelihood of modern slavery occurring at some stage in their supply chains (Lake et al., 2016), with another investigation published in 2025 revealing conditions amounting to forced and child labour on cotton farms in India. These cotton farms supplied three Indian textile suppliers, whose customers include 60 multinational clothing brands, including Adidas, Amazon, ASDA, Gap and many others (Transparentem, 2025), highlighting how common this issue really is.

These findings demonstrate that fast fashion is not only environmentally unsustainable but also socially exploitative. Clothing resale aids the issue, but is not without impact. In 2023, Vinted alone produced over 800,000 tonnes of CO2 emissions from its 'Transportation and Distribution' and 'Secondary Packaging' (Vinted Climate Change Impact Report, 2023). This would be the equivalent of taking 300,000 cars off the road or 3800 flights between London and New York (National Grid, 2022). The global second-hand apparel market is now worth £6.5 billion, and is expected to double by 2027 (Jones, 2023), growing at 3x the speed of the apparel market as a whole (ThredUp, 2023), highlighting the need to implement greener solutions than existing options immediately.

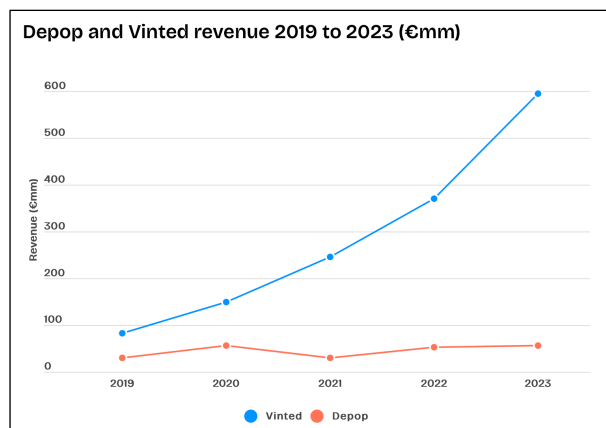
3.2 Student Fashion Behaviours

Gen Z (born 1997-2012) students are transforming fashion retail, frequently blending online shopping with in-person thrifting, and favouring sustainability and individuality. 75% of students report buying pre-loved (second-hand) clothes, with 68% of students wanting clothes manufactured to the highest standard. Nearly half (47%) of students still prefer in-store shopping to verify item condition, however, online resale is booming with the emergence of platforms like Depop and Vinted becoming increasingly popular amongst students (UNiDAYS, 2023). A 2022 survey of 14,808 Gen Zs found that a third of respondents felt the cost of living was their biggest concern, with 46% living paycheck to paycheck (Deloitte, 2022). Other statistics back this up in relation to fashion-purchasing, with 76% of students purchasing pre-loved to save money, with a 30% expected discount on average by purchasing second-hand clothing (UNiDAYS, 2023). A recent study found that younger adults in the UK purchased an average of 5.3 second-hand clothing items in 2023,

equating to £120.40, with 34% of this demographic's wardrobes in the UK now consisting of pre-loved clothing (Białkowska, 2024). Another factor contributing to these purchasing behaviours amongst students is eco-consciousness. Over half of students (56%) shop second-hand as it is better for the environment, this figure rises to 67% amongst the UK population, highlighting students' fashion buying behaviours in the country being particularly driven by environmental concerns (UNiDAYS, 2023). 37% of UK students sell their clothes online, with 72% of respondents citing sustainability reasons, and 91% for financial gain (UNiDAYS, 2023).

3.3 Competitor analysis of existing digital clothing resale platforms

Depop is an online reselling platform with 45 million users registered as of 2024, targeting the Gen Z fashion market. A large number of students use the app, with 90% of all users being under the age of 26. Its primary user base is located in the UK but has had success in the US, Australia and Italy (Curry, 2024). While this once generated success, it has played a large part in its downfall. Advertising primarily focused on the younger generation has isolated older audiences and led to declining user bases overall. Many users are choosing to switch to Vinted, where there is a larger emphasis on accessibility and authentic pre-loved items, with reduced prices and fees compared to Depop (McGarry, 2025).



Depop and Vinted revenues in 2023, €57 million and €596 million, respectively (Curry, 2024).

Vinted has revolutionised the digital second-hand clothing market with 500 million items for sale and 105 million registered users in 2023. Of these users, 16 million are in the UK, almost one quarter of the whole population. (Kale, 2024). 2024 data shows a 36% increase in revenue from the previous year to €813.4 million, whilst share sales raised the company's valuation to €5 billion (Vinted, 2025).

Despite massive respective successes, the Depop and Vinted platforms are not without flaws. From 2024, Depop charges buyers a 'Marketplace fee', up to 5% of the item purchase price, plus a fixed amount of up to £/\$1 (Depop, 2024a). Expensive shipping options are also prevalent on the platform for buyers. Sellers are charged a 2.9% + £0.30 'Payment Processing Fee' on every transaction (Depop, 2024b). With almost 7000 reviews on Trustpilot, Depop is sitting at a 1.3/5 rating. Common issues facing users are scammers, fake items, and incompetent customer service not honouring seller protection (Trustpilot, 2025a). Vinted, on the other hand, does not charge sellers any fees for selling on the platform. Buyers are charged a 'Buyer Protection Fee', £0.30 to £0.80 + between 3-8% of the purchase price. Many shipping options are available, such as Yodel and Evri couriers, with a relatively low price charged to the buyer (Vinted, 2025). Trustpilot rates Vinted a 3.2/5, with 41% of its almost 50,000 reviews being 1-star. A major loophole allows buyers to claim the item never arrived or arrived with empty packaging and receive a full refund regardless of the situation. If the buyer wishes to return their item, they must pay for shipping themselves, even if the fault is with the seller. With a platform dealing in so many cheaper transactions, the cost of shipping is sometimes more than, or a substantial amount of, the item itself, showcasing major issues with the platform's operation (Trustpilot, 2025b).

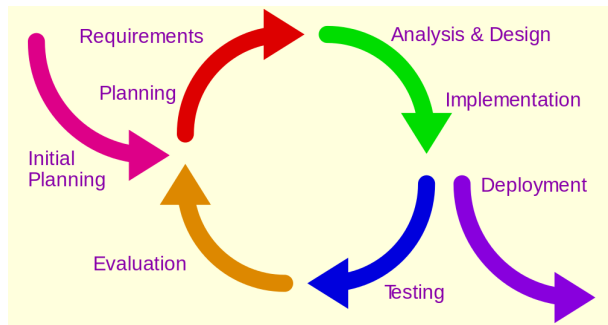
3.4 Design practices

The use of surveys, personas, UX flows, user journeys, and iterative design are all incredibly effective when utilised for creating user-centred app design by collectively bridging the gap between assumptions and real user needs. Surveys are typically used in evaluative research. They are a way of obtaining both qualitative and quantitative data to validate or invalidate existing ideas, concepts and directions of a project. Surveys are inexpensive to run and easily scalable, allowing data to be collected from target audiences effectively (Stevens, 2023).

Personas synthesise user research into archetypal profiles which can be used to guide design decisions effectively throughout a UX project. Personas fragment and humanise user requirements, typically outlining context, motivations and needs of specific user audiences based on data collected ('Creating Personas for Design and Product Teams', 2021). These personas can then be used to create individual UX flows and user journeys, visual roadmaps of the persona's journey whilst completing a task within the app (Browne, 2024). Ensuring users can easily flow through and navigate an interface

effectively is incredibly important to ensure increased user experience levels, elimination of frustrating usability issues, increased efficiency and prioritisation of app features and the user process of getting from A to B (Figma, 2024).

Iterative Design, often called “Rapid Prototyping” allows for the rapid development and resolution within the development lifecycle of a product. By gaining user feedback in each stage of development, it ensures system requirements meet user needs (Interaction Design Foundation, 2025).



Iterative design diagram (Interaction Design Foundation, 2025)

4. Research methods and ethics

The Clozetto project employed a mixed-methods approach of research and implementation comprising iterative app design, targeted user surveys, and the creation of detailed user personas.

Iterative app design was central to the project’s methodology and carried out throughout the project within Figma, a design software used to create user experience (UX) interfaces and prototypes.

User surveys were conducted targeting the student population. The survey gathered primary data about:

- Students’ fashion buying behaviours.
- Students’ fashion selling behaviours.
- Use of competitor apps and the challenges and issues faced on these platforms.
- If Clozetto would be a viable alternative platform for students and the desired features students expect from such a platform.
- And, if students would feel comfortable meeting other students on campus to exchange clothes.

A total of seventeen students participated in the survey, which comprised a combination of multiple-choice and open-ended questions. Insights gained from these surveys informed

both the app’s features and user experience design.

Survey results data was filtered to develop three distinct, highly detailed user personas, used to guide design decisions effectively. These personas represented typical Clozetto users and helped to ensure that key user needs for the app, such as ease of navigation, secure transactions, promotion of local sustainability and community engagement, remained central to app development.

These research methods were selected to ensure that the user needs were systematically identified and implemented into the app’s design and prototype. Surveys provided a scalable method of obtaining large quantities of key information from a variety of potential users, while persona creation from this data informed both app functionality and UX/UI progression in line with primary research. These stages progress into user journeys and ultimately the final Figma user flows, which will be discussed further in the ‘Practice’ section.

The user surveys were conducted digitally via Google Forms and in accordance with ethical research standards. Participant results were fully anonymised. Despite this low risk of research, a detailed information sheet was provided to participants outlining both the aims of the project and the survey, and any possible ethical issues with the survey and remedies for these. All relevant links to contact the primary researcher and project supervisor were provided. The survey was approved by the project supervisor, Luke Child, under delegated authority from the Faculty CATE Research Ethics Committee. Participation was fully voluntary, and participants could withdraw their results at any point by simply not submitting the form, after which all data would be anonymised regardless.

5. Practice

5.1 Introduction

With global fashion consumption rising drastically (Global Fashion Agenda, 2017) and the UK playing a leading role in this rise (House of Commons, 2019), the Clozetto project aimed to not only create an app to tackle fast fashion and the existing fashion resale platforms available but also to educate the target audience, students, about how important this issue is in an environmental and social context. A methodological approach was taken, comprising user-centred design processes with iterative development of the app.

This report will guide the reader through the project’s many stages of development. Starting

with the initial concept ideation, progression to iterative prototyping, research insights and the implementation of these features, and final design. The deliverables expected from this project are:

- Surveys of the target audience and the results of these surveys
- Three distinct user personas based on primary data
- User flows for each persona carrying out a relevant journey through the app
- Fully functional Figma prototype flows of each persona carrying out their journey, showcasing app functionality and design.
- Branding and promotional content such as logo, type logo, and posters targeting students
- A project showcase document, highlighting various stages of project development and showcasing the visual identity and promotional assets created

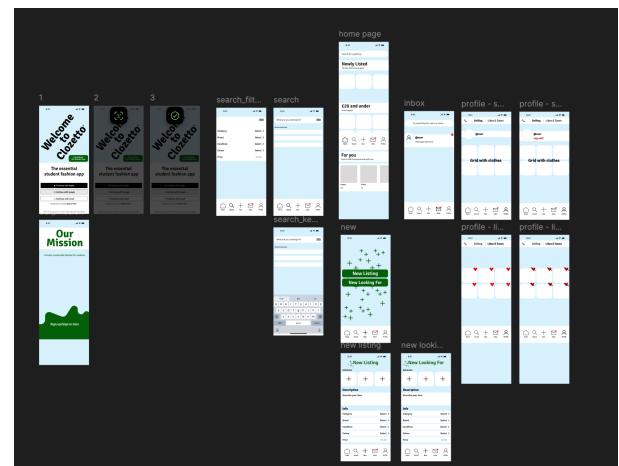
5.2 Initial Ideation and Concept Development

The project set out with a detailed analysis of the core problem, fast fashion's unsustainable model, and potential remedies to this issue. With an ever-increasing value of over \$500 billion of clothing value lost each year due to clothing underutilisation and the lack of recycling in the industry (Ellen MacArthur Foundation, 2017), it is clear there are still massive potential avenues to explore to increase sustainability and decrease the environmental impact of this industry. Solving a problem affecting students was also a major motivation for the Clozetto project. In a cost-of-living crisis, student populations are being hit hardest across the UK, with a third of Gen Z stating it is their biggest concern, and 47% living paycheck to paycheck (Deloitte, 2022). 75% of students report buying second-hand clothes with a 30% expected monetary discount in doing so. Eco-consciousness amongst the target audience was also a driving factor in concept ideation, 67% of UK students shop second-hand as it is better for the environment, and 72% sell clothes online for sustainability reasons (UNiDAYS, 2023). Online resale is booming amongst student populations, with the emergence of platforms such as Depop and Vinted becoming incredibly popular (UNiDAYS, 2023), as explored in the literature review, these platforms still have significant environmental impacts. The global second-hand apparel market is worth £6.5 billion, and with expectations that this figure will double by 2027 (ThredUp, 2023), it is clear that other methods of managing and circulating clothing are needed.

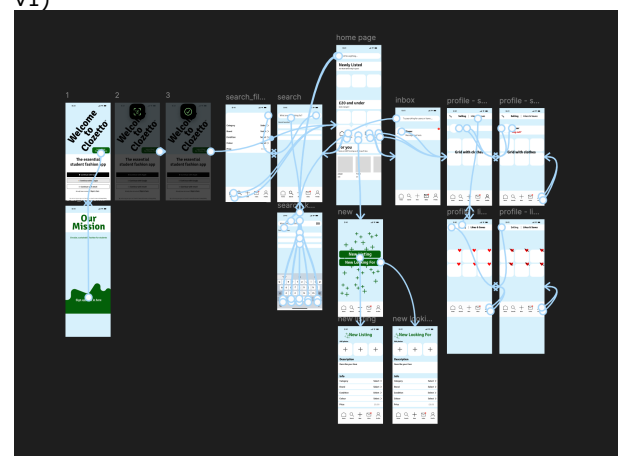
All of these factors contributed to the concept of creating the Clozetto platform, an app facilitating

the trade of clothing for students on university campuses. The app would, first and foremost, remove the impact that new clothing production has on the environment by creating a circular fashion economy amongst the student population. Secondly, by shopping on the platform instead of competitors, CO2 emissions from clothing trades will essentially be cut to zero. For context, Vinted has a 1.63kg CO2 emission average per delivery (Vinted, 2023). The app will have vast appeal across most student demographics. The first would be an appeal to the majority of UK students buying (67%) and selling (72%) second-hand fashion, citing sustainability reasons for their activity trading clothes. The second demographic would be the 76% of students buying second-hand clothing to save money, and 91% selling for financial gain. The Clozetto model of having no shipping expenses and no transaction fees for either party involved in the transaction will drastically increase both seller revenue, whilst reducing item cost for the buyer.

5.3 Iteration 1 – Lo-Fi Prototyping



UI design of the first app iteration in Figma (Clozetto v1)

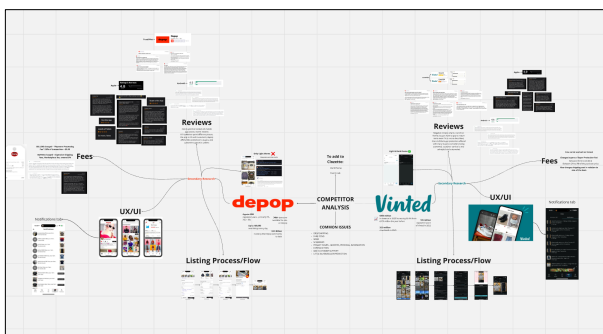


Prototype of the first app iteration in Figma (Clozetto v1)

The first app iteration took the concept ideation and transformed it into a basic UI layout and prototype of the app within Figma. Features present in this iteration were designed based on relevant literature research and drew inspiration from existing platforms. It featured simple onboarding processes, such as an 'Our Mission' section placeholder, which was developed throughout further iterations, and login methods, featured as standard across similar platforms. Original plans for the project included the development of the app for IOS, hence the Apple UI elements at the top of the screen and Face ID login feature present with this prototype.

After logging in, users are greeted with the home screen, comprising five main sections. The first of which is the navigation bar at the bottom of the screen, which is made up of five elements itself, 'Home', 'Search', 'New', 'Inbox' and 'Profile'. These app pages are commonly present across platforms such as Depop and Vinted, so implementation was heavily influenced by this factor. The search bar at the top of 'Home' linked directly to the 'Search' page and allows users to search clothing and filter based on a number of options. The 'New' page allows users to create both clothing item listings and 'Looking For' listings, with options to input photos, item description and relevant categories such as size, category and colour. The 'Inbox' page contains the user's messages between themselves and other platform members. Finally, the 'Profile' page features user information and item placeholders. Users can also select the 'Likes & Saves' tab at the top of the screen to view and edit their liked items on the platform. The three remaining UI elements were placeholders for sections comprising clothing grids: 'Newly Listed', '£20 and under', and 'For you'. Most notably, the '£20 and under' element was based on the research phase, appealing to students looking for cheaper fashion options.

5.4 Research Method 1: Competitor Analysis



Competitor analysis findings presented in Miro document (Competitor Analysis Miro)

The first phase of research involved a detailed analysis of alternative platforms. This was predominantly focused on Depop and Vinted as

these marketplaces were identified as primary competitors, most relevant to the project. Secondary competitors such as eBay and Facebook Marketplace were also identified and deemed less critical to the project scope.

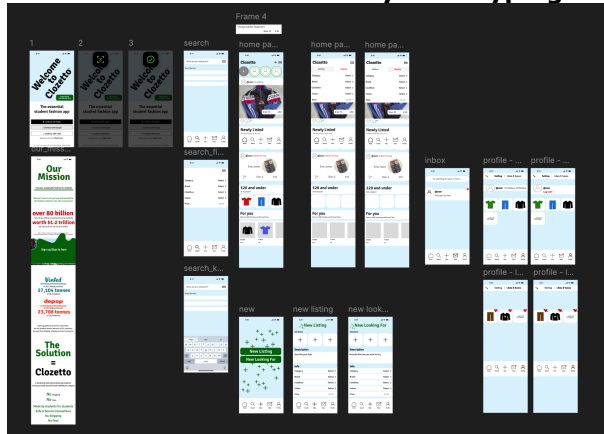
This phase started with a broad exploration of both platforms, examining key metrics such as download and user counts, user as well as revenue streams. Fee and shipping costs were explored for each platform as well, an area of exploration important to the Clozetto model of not charging fees and shipping costs. Further research avenues were explored, looking at both user experience (UX) as well as user interface (UI). Both platforms, in terms of features and layouts, were very similar. Examples of these similarities were present with the navigation bar at the bottom of each app and the item listing process, which are almost identical between platforms. This consistency was helpful in Clozetto app development as best practice had already been established in terms of functionality and UI throughout both apps. One major difference between the app UIs was the absence of a 'dark mode' on Depop. Despite evidence found on social media, Reddit forums and app reviews of users desiring this feature implementation, Depop has never introduced it.

The review analysis carried out in this stage was a fundamental step forward in project progression, seeing genuine feedback from real users of the app on the platform's shortcomings and successes was very helpful in shaping the Clozetto app's progression going forward. This review analysis took place on TrustPilot, the Apple App Store and the Android Google Play Store. On Trustpilot, Depop has a 1.3/5 rating with almost 7000 reviews. Common issues that were found included scammers, fake items, dropshipping, and incompetent, sometimes non-existent customer service (Trustpilot, 2025). Trustpilot has been criticised for its 'pro-profit' business model, with many allegations of fake reviews on its platform. Paid add-ons such as 'Trustbox' can ensure only reviews over a minimum rating are shown (Wikipedia Contributors, 2019). On the App Store and Google Play Store, Depop is rated significantly higher than this rating, at 4.8/5 and 4.5/5, respectively. Many of the lower-rated reviews do echo Trustpilot reviews, so validity can be verified for key issues. Vinted has a 3.2/5 Trustpilot rating, with 4.9/5 on the App Store and 4.6 on the Google Play Store. A major shortcoming with the Vinted platform is the customer service, an issue frequently mentioned in reviews, with it being automated or useless when dealing with issues. Vinted customer service will always side with buyers, allowing false claims of items never arriving, arriving damaged or in empty packaging to receive a full

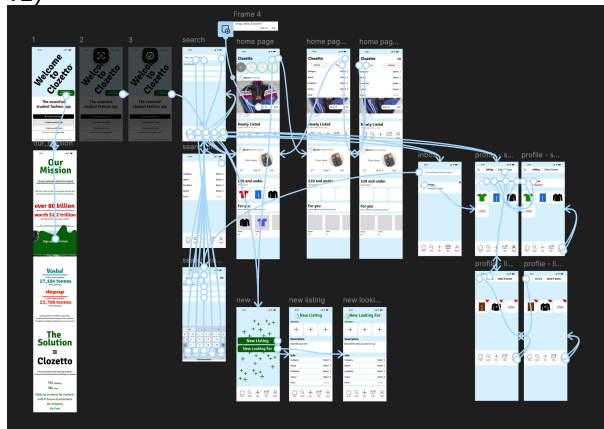
refund. This leads to sellers losing both their item and the funds for the sale. Another issue plaguing the platform is buyers receiving an item damaged or not as described by the seller and then having to pay for shipping costs to return it. The platform primarily deals with lower-cost transactions, with shipping costs ranging from £3-£8, making this business model completely unsustainable.

Competitor analysis was also an extremely effective way of seeing what features were not present on these platforms, and which would work well on Clozetto. Early concepts of a 'Stories' feature, similar to Instagram, added another layer of interactivity between users and was implemented into future prototypes. An additional concept was an 'Events' page. Due to the localised nature of the app, events such as clothing markets could be set up easily with backing from universities. The 'Looking for' feature present on the first app iteration was also verified as viable as this is something that was missing from competitors.

5.5 Iteration 2 – Mid-Fidelity Prototyping



UI design of the second app iteration in Figma (Clozetto v2)



Prototype of the first app iteration in Figma (Clozetto v2)

The mid-fidelity app iteration followed on from the competitor analysis research conducted and updated a variety of elements. The onboarding

information page now features key information about fast fashion, Vinted, and Depop's environmental impacts. It has incentives displayed on this page to drive signups, such as the 'No fees' and 'No shipping' model of the Clozetto platform, which will be especially appealing to students. Text stating 'Made by students for students' also personalises the app for the target audience, gaining further appeal and aiding signup conversions.

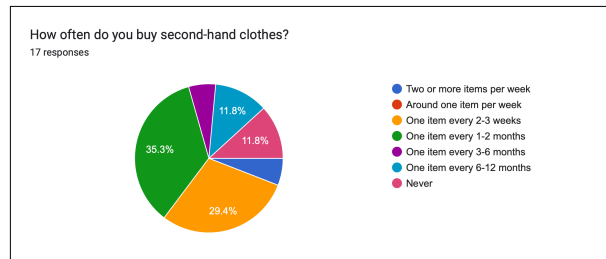
UI updates featured clothing item images and graphics, as opposed to empty placeholder spaces, a lighter blue background colour to improve usability value, and improved prototyping flows to give more functionality to the app whilst the user moves between pages and elements. A placeholder for the stories feature was implemented at the top of the home page, with more of a social media style feed comprising individual item listings and looking for posts, with abilities to like and share these items, as well as the original UI elements such as the '£20 and under' section that were present on the first app iteration. The prototype also featured an overlay pop-up when the user clicked on an item listing, which provided further information.

5.5 Research Method 2: User Research Surveys

Digital User Research Survey Form (User Research Survey Form)

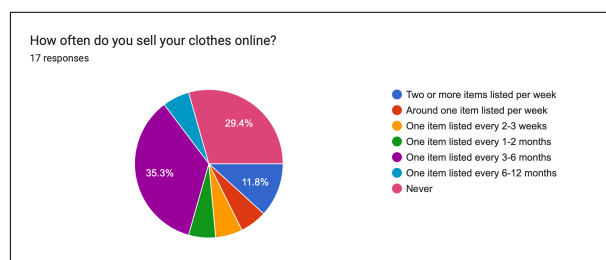
The second primary research method was digital surveys targeting university students, with the participant pool being primarily students currently studying at UWE. The survey was carried out digitally on Google Forms, with ethical practices considered despite low research risk, and participants provided a detailed information sheet.

A total of seventeen students participated in the survey, which comprised a combination of multiple-choice and open-ended questions, designed to understand student preferences, motivations, and pain points regarding second-hand fashion and resale platforms.



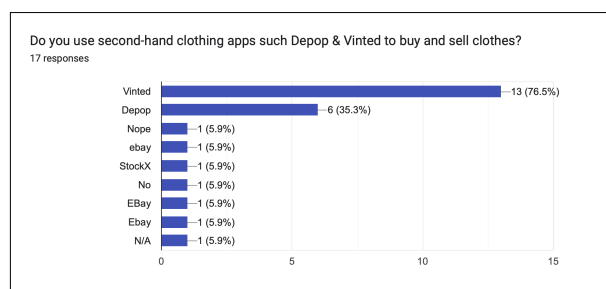
Second-hand clothing buying frequency (User Research Survey Form Data)

64.7% of students purchased an item of second-hand clothing once every 2-3 weeks (29.4%) or 1-2 months (35.3%), showcasing buying frequency amongst students, backing up secondary research data.



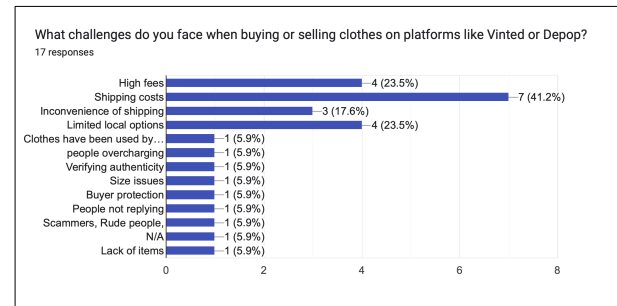
Second-hand clothing selling frequency (User Research Survey Form Data)

Selling frequency amongst participants was less common, with 35.3% of students listing an item once every 3-6 months and 29.4% never selling items. 29.5% of students listed more frequently than 3-6 months, suggesting selling regular activity among students, but with more varied results.



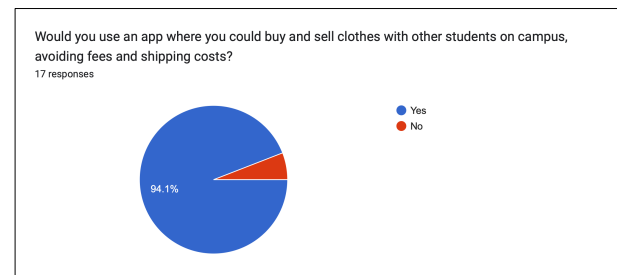
Resale platform use amongst students (User Research Survey Form Data)

Over three-quarters (76.5%) of surveyed students use Vinted. Reinforced by studies such as UNiDAYS (2023) and Kale (2024), this data showcases massive platform popularity amongst younger generations. Over a third (35.3%) of students also use Depop. Use of other platforms, such as eBay and StockX was less frequent.

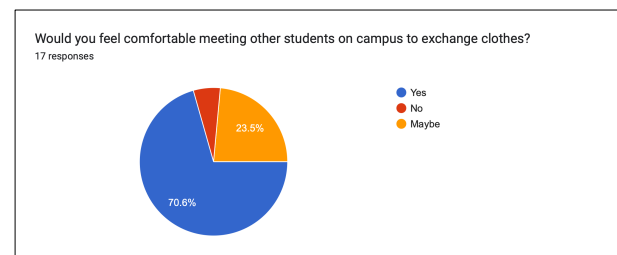


Resale platform issues faced (User Research Survey Form Data)

The most common issues facing students on these platforms are shipping costs (41.2%), high fees & limited local options (both 23.5%), and inconvenience of shipping (17.6%). Other issues voiced by participants were scammers, rude and unresponsive users, overcharging, item authenticity verification, buyer protection, and sizing issues.



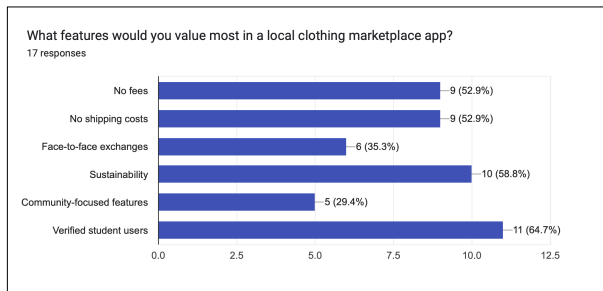
Would students use a localised clothing marketplace app? (User Research Survey Form Data)



Comfortability with meeting other students on campus (User Research Survey Form Data)

An overwhelming 94.1% of students would use an app facilitating the trade of clothing on campus. 70.6% of participants would feel comfortable meeting other students for clothing exchanges on campus, citing reasons such as it being 'very safe on campus, especially if students are verified, it 'ensures the transaction is legitimate', whilst 'eliminates the need to pay shipping, quicker handover'. Other participants said it would be a 'good way to get to know people', and that it would be 'easier than waiting for a parcel to potentially not arrive'. This is key data validating the Clozetto concept and shows students are open to app usage. 23.5% of students were unsure, with 5.9% saying no. Users in this data segment cited 'safety reasons',

'uncertainties meeting strangers' and 'conflict' regarding item issues.



Valued features on a local clothing app (User Research Survey Form Data)

The most common feature participants wanted implemented on the platform was verified student users (64.7%). Secondly, 58.8% wanted sustainability features, echoing the UNiDAYS (2023) data findings that 67% of students purchased second-hand clothing for sustainability reasons. 52.9% of students wanted no fees and no shipping costs, with 35.3% valuing face-to-face exchanges. Finally, 29.4% wanted community-focused features.

The final questions collected further qualitative data on features and improvements participants would want from a local, student-specific, marketplace app, and what would encourage them to use it over other platforms. The following data was found:

1. Community & Events (9 total mentions)

- Campus events/clothing markets (4)
- Giveaways/student deals (2)
- Community features (e.g., group chats) (1)
- Social Interaction (meeting new people) (1)
- High user base = more clothing options (1)

2. Trust & Safety (7 total mentions)

- Personalised profiles & reviews (3)
- Safety checks for students (2)
- Secure payment & buyer/seller protection (2)
- Proof of authenticity (2)

3. Pricing & Affordability (6 total mentions)

- Cheaper fees, items & bundles (5)
- Discounts/offers for consistent users (1)

4. Logistics & Exchange Methods (5 total mentions)

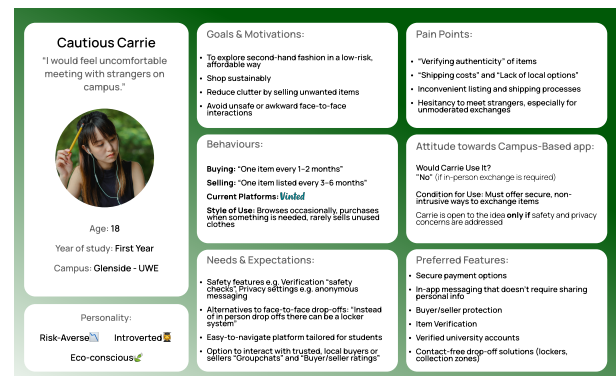
- Alternatives to face-to-face (lockers/group meetups) (4)
- In-app messaging (1)

5. Student Involvement & Support (2 total mentions)

- Ran/maintained by students (1)
- University-endorsed/supported (1)

5.6 Persona Development & UX Flows

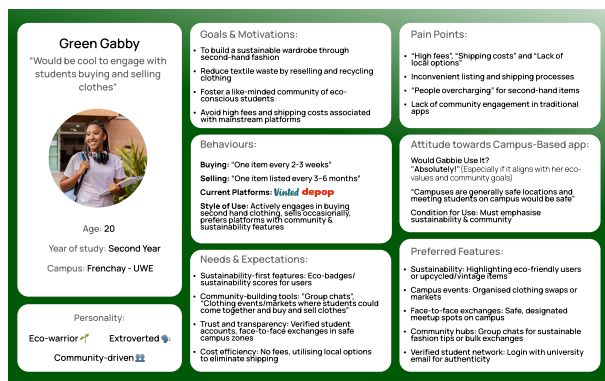
Proceeding the survey stage, three individual user personas were created by segmenting the individual data that had been collected. These personas featured key information and quotes from survey participants.



1st User Persona (Cautious Carrie)

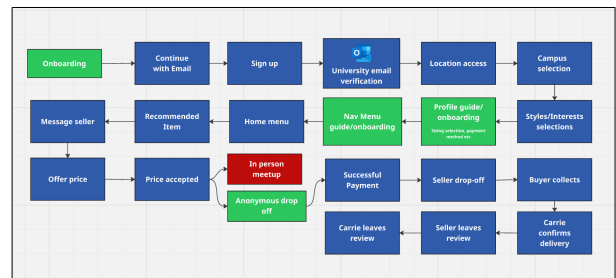
The first persona created was Cautious Carrie, representing student data with uncertainty of Clozetto use. Carrie has an eco-conscious, risk-averse, and introverted personality. Carrie's goals involve shopping sustainably, exploring pre-loved fashion in a 'low-risk, affordable way', and avoiding unsafe or awkward face-to-face interactions with other users. Common pain points Carrie experiences when using Vinted are: authenticity, shipping costs and inconvenient process, and lack of local options. Carrie expects verification checks for both student accounts and items, privacy settings such as anonymous messaging, alternative options to in-person transactions, an easy-to-use and navigate platform tailored to students, and buyer/seller ratings. Secure payment features, buyer/seller protection are additional features Carrie would prefer on the platform.

Carrie would use a campus-based platform *only if* in-person exchanges were not required, it must offer secure, non-intrusive ways to exchange items.

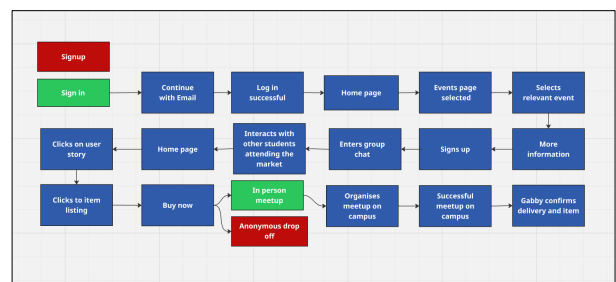
2nd User Persona (Green Gabby)

Green Gabby represents the typical Clozetto users, based on average data received during research. She is an extroverted, eco-warrior looking to build a sustainable wardrobe through second-hand fashion without paying the high item costs and fees present on other platforms she uses (Vinted & Depop). With her community-driven mindset, she wants to foster a community with sustainability at the heart of it. Gabby expects sustainability features and community tools such as group chats on the platform, features not present on competitors. Gabby would use a campus-based app like Clozetto if it emphasised sustainability and community values. Preferred features include highlighting or promoting sustainable users, campus events, and safe face-to-face exchanges.

especially if it helps him scale his business. Preferred features include markets to sell large amounts of stock, instant payouts, and gamification elements such as seller leaderboards or badges.



Cautious Carrie's User Flow Diagram (User Flow Diagrams)



Green Gabby's User Flow Diagram (User Flow Diagrams)

3rd User Persona (Hustler Hugo)

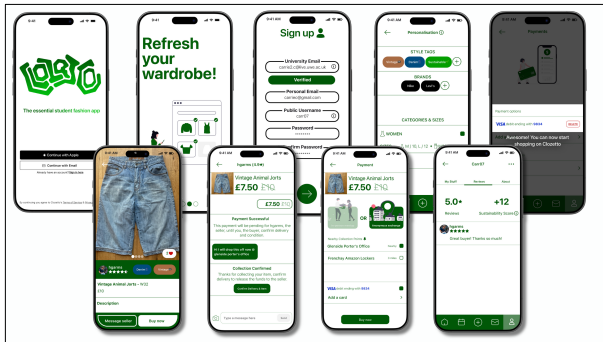
The final persona created was Hustler Hugo, an entrepreneurial, extroverted personality with an efficiency-driven mindset, looking to maximise profit and scale his hustle selling second-hand clothes without fees and shipping. Hugo is motivated to build a trusted seller reputation with the student community and save time with quick, local transactions. Hugo uses Vinted, Depop, eBay, and StockX platforms frequently, but finds the fees are high, the listing and shipping process is inconvenient, and unpleasant interactions with users are common. Hugo expects verified student accounts, an efficient app with sales analytics, fast and secure exchanges, and student reseller perks such as discounts. Hugo would use a campus-based app,



Hustler Hugo's User Flow Diagram (User Flow Diagrams)

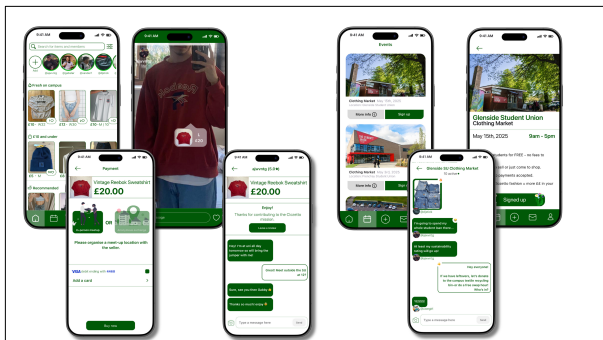
5.7. Final Iteration – High-Fidelity Prototypes & Feature Rationale

The final high-fidelity app prototypes showcase the clean and modern UI with full functionality between the three flows.



Cautious Carrie's app flow showcase (Clozetto - Prototype Flows)

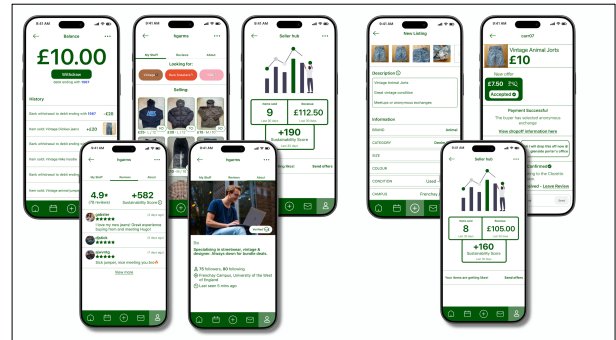
Carrie's flow firstly explores the sign-up and onboarding process, such as the student email verification feature, campus selection, customisation, such as style tags and brands, and adding a payment method. The next step in this process is adding a profile photo and bio. The app features prompts to guide the user through these stages and familiarise them with the app's features. Carrie then explores the home page, finding an item she likes based on personalisation from onboarding, such as sizing metrics and tags. After viewing the item, Carrie sends an offer to the buyer, which is accepted. Due to Carrie's risk-averse personality, she selects the 'anonymous exchange' option and chooses a local pickup point, the Porter's Office at Glenside Campus. After payment and the seller dropping the item off at this location, Carrie collects using a code in the app. Carrie and the seller then exchange reviews.



Green Gabby's app flow showcase (Clozetto - Prototype Flows)

Gabby's flow does not involve the onboarding process and is centred around two key feature implementations on the app, the 'Stories', visible at the top of the home page, and the 'Events' page. Due to Gabby's eco-warrior and community-based personality and goals, she decides to sign up for a clothing market. She finds the process very easy to carry out by navigating to the events page and viewing further information about a market happening locally. She proceeds to sign-up and enters the group chat of other participating members, conversing with them. Gabby then navigates

back to the home page and views a user's story, finding an item she likes on it. After clicking on the item, she is able to view further information such as product bio, price, condition and decides to purchase. Gabby selects 'In-person meetup' and swiftly agrees on a location to collect the next day with the seller. After the successful item exchange Gabby confirms delivery and collection, releasing the funds to the buyer.



Hustler Hugo's app flow showcase (Clozetto - Prototype Flows)

Hugo's app flow involves an in-depth showcase of the selling features present on the platform. Firstly, after logging in, Hugo navigates to his profile page where he views his active listings, with current 'Looking for' categories. Hugo views his balance, displaying the current amount of money displayed in the account and recent transactions. Hugo also views the 'Seller hub', seeing statistics, revenue and sustainability score increases in a recent timeframe. Hugo then navigates to the 'New' tab in the navigation bar, selecting to list a new item. This process is swift with Hugo adding pictures, relevant categories and price. After listing, an offer is received which Hugo accepts. Following app prompts, Hugo drops the item off and completes the transaction. After, Hugo receives the funds instantly, with updated stats such as reviews and balance.

5.9 Project Showcase

The project showcase document contains a short overview of the project, with some of the many processes carried out. It features the branding and app identity development such as the colour selection, logo progression, branding, and posters created targeting potential app users.

6. Discussion of outcomes

The Clozetto project successfully applied user-centred design to create an alternative, sustainable fashion solution for students. Research-driven development was a strong highlight, with detailed competitor analysis carried out in addition to surveys and further persona development, UX flows and prototypes from this combined data. The iterative method of prototyping ensures usability and testing at each stage. Feature prioritisation was clear in the final prototypes, with an easy-to-use and navigate prototype app.

A critique of the project would be the small survey sample (17 participants). Despite insightful information collected from the survey, more data would have strengthened validity and provided more development options. A dark mode implementation was also originally scheduled for development, but was not present in the final prototypes due to time restraints.

The project succeeds in its goals to reduce environmental impact, with zero shipping emissions produced throughout the prototype interactions taking place. It showcased the potential of a circular economy amongst students with the implementation of desired features such as community markets, verified users and safety features (e.g. anonymous drop off).

Next steps for the project involve real app development and marketing efforts targeting students ahead of app release.

7. Conclusion and recommendations

To conclude, the app prototype addresses core student needs such as cost, convenience and sustainability. There is a strong research foundation with large gaps identified in competitors and insights from primary research aiding development. Time constraints meant actual app development and additional features, such as dark mode implementation, were not carried out.

Future Clozetto development involves beta testing and launches, AI features such as recommendations, and partnerships with universities to promote adoption amongst the student population.

Clozetto is an exciting and unique project which sees potential for disrupting both fast fashion purchasing and large competitor use amongst students.

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Appendix A: Project Log

Appendix B: Project Timeline

Appendix C: Assets used in the Project

VISA Logo - <https://1000logos.net/wp-content/uploads/2021/11/VISA-logo.png>

Ebay logo - https://upload.wikimedia.org/wikipedia/commons/thumb/1/1b/EBay_logo.svg/2560px-EBay_logo.svg.png

Stockx logo - <https://1000logos.net/wp-content/uploads/2023/11/StockX-Logo.jpg>

Undraw images – undraw.co

- "personal info"
- "Best Place"
- "blank canvas"
- "profile"
- "invite"
- "in no time"
- "fashion blogging"
- "A better world"
- "The world is mine"
- "world"
- "wishlist"
- "Credit card payments"
- "pay online"
- "waiting for you"

- "empty"
- "visual data"

Outlook image -

https://upload.wikimedia.org/wikipedia/commons/thumb/d/df/Microsoft_Office_Outlook_%282018-present%29.svg/826px-Microsoft_Office_Outlook_%282018-present%29.svg.png

UWE Glenside - <https://www.uwe.ac.uk/-/media/uwe/images/life/campus/glenside-building-2-850x480.jpg>

UWE Frenchay - <https://www.uwe.ac.uk/-/media/uwe/images/life/campus/frenchay-exterior-fbl-build-850x480.jpg>

UWE City Centre - <https://www.uwe.ac.uk/-/media/uwe/images/life/campus/city-campus-design-850x480.jpg>

Uwe logo - https://upload.wikimedia.org/wikipedia/commons/thumb/1/11/UWE_Bristol_logo.svg/1200px-UWE_Bristol_logo.svg.png

Uwe Glenside SU- https://lh3.googleusercontent.com/gps-cs-s/AB5caB_CRdkgk0hvh2uIzeZkR5Sa_1GM6Z4bIVBeZ7wkKwn34AJRiXApidqBzznYuVOkWgFX0yLZfRw0DciRQf3l_RwA6-H3YnzC3TFotAb8WlcwI9Uav7YNojY_uZ1R2zv3V4szJHbA=s1360-w1360-h1020

Profile pictures-

- <https://unsplash.com/photos/woman-reading-book-bjGGaNF0fKY>
- <https://unsplash.com/photos/a-young-man-wearing-a-white-sweatshirt-and-black-backpack-DY3-8G-OwWU>
- <https://unsplash.com/photos/a-man-with-glasses-is-standing-with-his-arms-crossed-Ka6BVrwX7rE>
- https://unsplash.com/photos/selective-focus-photography-of-dj-controller-umUfeLXPB_I
- <https://unsplash.com/photos/a-man-taking-a-picture-of-himself-with-a-camera-PD0g3f6hW84>
- Cautious Carrie Persona: Photo by Zen Chung from Pexels: <https://www.pexels.com/photo/focused-ethnic-student-watching-video-lecture-5538335/>
- Green Gabby - https://www.freepik.com/free-photo/college-students-different-ethnicities-cramming_34088881.htm#fromView=search&page=1&position=2&uuid=5c806380-762b-47b1-be36-5f9dc573544f
- Hustler Hugo - Photo by Buro Millennial from Pexels: <https://www.pexels.com/photo/selective-focus-photo-of-man-using-laptop-1438081/>

App icons -

- Filter - https://www.flaticon.com/free-icon/filter_4502383?term=filter&page=1&position=9&origin=search&related_id=4502383
- Invite friends - https://www.flaticon.com/free-icon/add-user_4175032?term=invite&page=1&position=4&origin=search&related_id=4175032
- Menu - https://www.flaticon.com/free-icon/option_3018442?term=menu&page=1&position=36&origin=search&related_id=3018442
- Dress- https://www.flaticon.com/free-icon/dress_3052777?term=dress&page=1&position=30&origin=search&related_id=3052777

- t-shirt - https://www.flaticon.com/free-icon/tshirt_863684?term=t+shirt&page=1&position=2&origin=search&related_id=863684
- Student - https://www.flaticon.com/free-icon/graduation_9316744?term=student&page=1&position=10&origin=search&related_id=9316744
- Shoe - https://www.flaticon.com/free-icon/shoe_9332982?term=shoe&page=1&position=68&origin=search&related_id=9332982
- Recommended - https://www.flaticon.com/free-icon/quality_654117?term=recommended&page=1&position=14&origin=search&related_id=654117
- Backspace - https://www.flaticon.com/free-icon/backspace_4209885?term=backspace&page=1&position=2&origin=search&related_id=4209885
- leaf - https://www.flaticon.com/free-icon/leaf_259396?term=leaf&page=1&position=9&origin=search&related_id=259396
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- seller hub - https://www.flaticon.com/free-icon/chart_900784?term=graph&page=1&position=3&origin=search&related_id=900784

denim shorts picture - Photo by Polina Tankilevitch: <https://www.pexels.com/photo/girl-in-white-tank-top-and-blue-denim-shorts-4725152/>

wholesale Carhartt jeans - <https://encrypted-tbn0.gstatic.com/shopping?q=tbn:ANd9GcTm7Yonz9cusdyPnHtcHYZqIj2GYxMoVIgHnbo4l5yThrYLkrzYLpkmQEr1M8K4ppmhzu7JkWBk>

Jeans - Photo by Anna Yaniuk from Pexels: <https://www.pexels.com/photo/woman-posing-in-blue-crop-top-and-jeans-indoors-30343022/>

Dress - Photo by Lisa from Pexels: <https://www.pexels.com/photo/elegant-vintage-floral-dress-hanging-in-closet-31683080/>

T shirt - Photo by Deybson Mallony from Pexels: <https://www.pexels.com/photo/t-shirt-on-a-hanger-18256097/>

Jumper - Photo by Mike Murray: <https://www.pexels.com/photo/white-long-sleeve-hanging-on-the-rack-5995825/>

QR code - https://en.wikipedia.org/wiki/QR_code

Poster 1 – children picking cotton in india: <https://uk.pinterest.com/pin/851884085752239137/>

Poster 2 – Rana Plaza factory collapse: <https://www.voguebusiness.com/story/sustainability/how-learnings-from-rana-plaza-are-being-rolled-out-in-pakistan>

poster 3 – water pollution:

<https://keninstitute.com/reflecting-on-world-earth-day-the-impacts-of-fast-fashion-on-our-planet/>

Design Brief -

Greenpeace fast fashion image - <https://www.greenpeace.org.uk/news/fast-fashion-climate-change-pollution-violence/>

Uni students - <https://www.universitiesuk.ac.uk/what-we-do/policy-and-research/publications/value-going-university>

Uwe logo - https://commons.wikimedia.org/wiki/File:UWE_Bristol_logo.svg

Depop app image - <https://www.refinery29.com/en-us/how-to-sell-on-depop>

Depop app image 2 - <https://chiandhuang.medium.com/how-to-start-a-depop-shop-fe3f344e6c0>

Depop text - <https://www.fashionroundtable.co.uk/news/2021/1/26/the-dangers-of-depop-how-safe-are-you-and-your-data>

Vinted app - <https://company.vinted.com/media/vinted-product-download>

Vinted text on phone - <https://uk.fashionnetwork.com/news/Vinted-to-be-profitable-for-the-first-time-in-2023,1628878.html>

Vinted graphic - <https://company.vinted.com/media/vinted-milestones-download>

Poster mockup 1 - <https://mockups-design.com/framed-citylight-poster-mockup/>

Poster mockup 2 - <https://resourceboy.com/mockups/grunge-urbanistic-poster-mockup/>

Further Appendixes

D.1: Clozetto v1 Design File <https://www.figma.com/design/FXOcLNB0qhrNNu6YBUegg/Clozetto-v1?node-id=0-1&t=kce0JG0iLJqGwriy-1>

D.2: Clozetto v1 Prototype <https://www.figma.com/proto/FXOcLNB0qhrNNu6YBUegg/Clozetto-v1?page-id=0%3A1&node-id=6-995&p=f&viewport=193%2C224%2C0.15&t=2xlcwFR984mkOMYF-1&scaling=scale-down&content-scaling=fixed>

E.1: Clozetto v2 Design File <https://www.figma.com/design/T2Wsr6G9eZZtsm3QUxLV7/Clozetto-v2?node-id=0-1&t=jDIzg9Rq8EGvtX0-1>

E.2: Clozetto v2 Prototype <https://www.figma.com/proto/T2Wsr6G9eZZtsm3QUxLV7/Clozetto-v2?page-id=0%3A1&node-id=7-2394&p=f&viewport=212%2C290%2C0.11&t=siR6CjuR0zPL97ve-1&scaling=scale-down&content-scaling=fixed&starting-point-node-id=7%3A2394>

F: Competitor Analysis Miro

https://miro.com/welcomeonboard/RXBHV1BnaENSSWY2NkJHTnNDSm1MWEJmNGVib3A4ZjNkRHAXZkJVeKtOczFnTGs2SU1DYkVVVm8xMCTuVHV3SWVFSzB4cTEyY0IrMVZtNEkvK0dmaWw2WTQyNVFkaUdsbTJZMElnSi9ZckVHOWxEEdDdmMVIWOHNjYjZkK3kvY2lBS2NFMDfkcUNFSnM0d3FEN050ekI3PT0hdjE=?share_link_id=396222999644

G: User Research Survey https://docs.google.com/forms/d/e/1FAIpQLScJybGI70ha4mecUv5SYL-llohepwbhGY_67e5l6a_a9BzYXw/viewform?usp=header

H: Survey participant information sheet https://uweacuk-my.sharepoint.com/:w:/g/personal/alexander2_woolley_live_uwe_ac_uk/ETriAoLieYBHkxNU1r-qLBkByGmzBIK2wCJT42CBob8dg?e=obpvEs

I: Excel of survey results https://uweacuk-my.sharepoint.com/:u:/g/personal/alexander2_woolley_live_uwe_ac_uk/EZ4iYDonIt9BvO8ggQn5DmIBvRW15FhDIA_3vdKn27Olmw?e=fUf0Fa

J: User Flow Diagrams https://miro.com/app/board/uXjVI4_J4xE=?share_link_id=927254087697