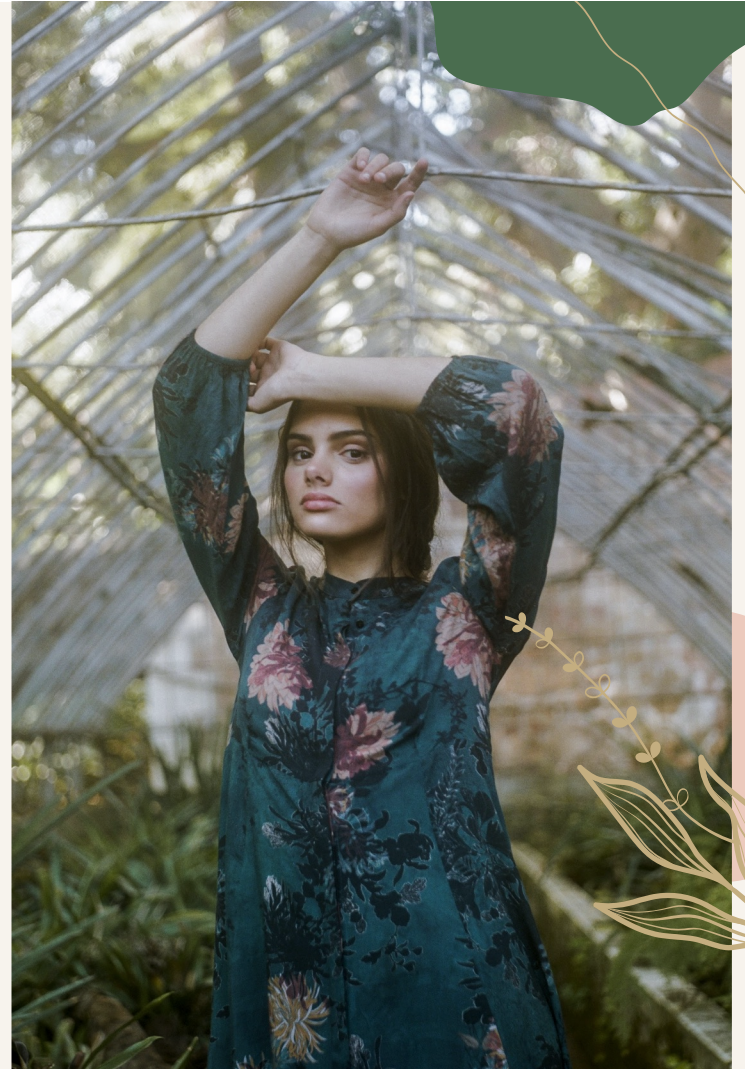# NatFashion App
Business Plan

Sustainable Fashion App
"be part of the change"
By: Nicolette Racz

Table of Contents

01

Business Strategy

Introduction

Brands have begun to realize that some things are more important than profit. Taking a stand on important issues, being the change more need to see in the world and encouraging others to create change needs to happen now to help protect our planet from the harmful effects of fast-fashion and the waste the fashion industry produces.

Research-Demand for Sustainable Fashion

According to The Business Research Company's research in the ethical fashion market report, there is an increasing awareness regarding the adverse effects of pollution caused by apparel manufacturing. Statistics shown on the right will drive the market towards more sustainable, "eco-conscious" fashion.

Additionally, demand for sustainable fashion and those looking for brands that support their beliefs for ethical fashion has increased drastically. There is a need for an app where people can educate themselves on the initiatives, see what brands enacted these initiatives as well as those who haven't, and the ability to discover new brands.

1.2 billion tons
Amount of apparel manufacturing release of greenhouse gases annually

66%
Percentage of consumers who consider sustainability when buying fashion

App Overview

The idea of this app is to give consumers a place where they can learn which of their favorite brands are taking a stand on issues they are passionate about, find new brands that align with their beliefs, and stay up to date on any new initiatives brands have enacted towards ethical and sustainable fashion in the industry.

❖ Brands want to show that they are progressive, acknowledge important issues in today's world, and are actively making changes to ensure that they are using their platforms and reach to better the world around them. With many brands already making critical moves towards sustainable fashion as well as new brands coming along to further promote the idea of sustainable fashion, now is the best time to get these initiatives known and encourage other brands to join the movement.

❖ This app would be the perfect way for brands to showcase their stances without having to walk the fine line of knowing when to speak out and when to remain silent in fear of media backlash and let their actions speak for themselves and the value of the brand.

Challenge

Consumers have found it difficult to find proper information on sustainable fashion initiatives to educate themselves, which brands are enacting these initiatives, and how these brands align with the beliefs of consumers building a sustainable wardrobe.

Question?

How can the everyday consumer learn about sustainable initiatives in fashion, how to get involved to be part of the driving change, and see how to purchase from brands that align with their beliefs all in one place?

Value Proposition

"This app will improve a user's life by creating change through the accessibility of information on brands enacting true changes towards sustainable fashion in the industry, connecting those with similar interests who value these changes being made, and peer pressuring other brands and consumers to consider being part of the change."

This app will allow users to stay true to their beliefs, feel as though their impact is truly making a difference, have the option to stay budget-friendly, and give those wanting to join the action all the resources needed to do so.

Competitors

Depop

This app allows its users to buy and sell used clothing on its international platform. It provides a great way for consumers to recycle their own clothing and have the chance to get something new to add to their wardrobe from some of their favorite brands.

Buycott

This app allows its users to search their favorite brands on the app and rate how much they believe in them, their ethical practices, and their impacts on the fashion industry. It allows the unique ability to scan the barcodes on clothing while you shop where it will show you how well the article of clothing scanned corresponds to the user's beliefs

Good On You

This app can be used to find sustainability tips, guides on how to be more sustainable and allows the users to stay up to date with the latest in "eco-conscious fashion

Them

Depop: it doesn't have any focus on promoting or resources to educate on sustainable fashion through their platform

Buycott: no resources for users to educate themselves on the ethicality behind sustainable fashion. It doesn't allow its users to discover new brands that closely align to their beliefs.

Good On You: doesn't have much of an educational component and doesn't provide notifications/updates brands when they enact new initiatives.

Us

The NatFashion App allows users to use the resources available to educate themselves on fashion sustainability initiatives, decide where they align, and then see which of their favorite brands align, or don't align, with their beliefs. NatFashion also allows the opportunity to discover new brands

02

Customer Segments & Analysis

Target Audience

Gender

25% Other   75% Female

Age

18-30 years old

Metrics

3 metrics to measure the success of the app:

o Initiatives: are the users aware of the resources available to educate themselves? Are they utilizing them?

o Shop: are the users pleased by the brands provided to them to shop at and the ability to discover new brands based on their beliefs?

o Remain Interested: are the users staying caught up on the latest initiatives and brand updates through notifications on the app?
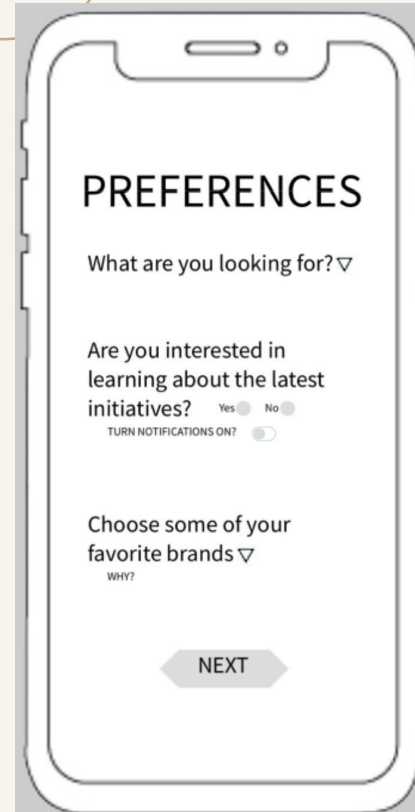
Mid-Fidelity Wireframes

03

Part 1: Initial App Download & Profile Creation

WELCOME TO NATFASHION

Get Started

1: Get started

NAME

type here

GENDER (FOR CLOTHING)

AGE

NEXT

2: Enter name, gender (for clothing purposes), and age

PREFERENCES

What are you looking for? ▽

Are you interested in learning about the latest initiatives?   Yes ⚪   No ⚪
TURN NOTIFICATIONS ON? ⬤

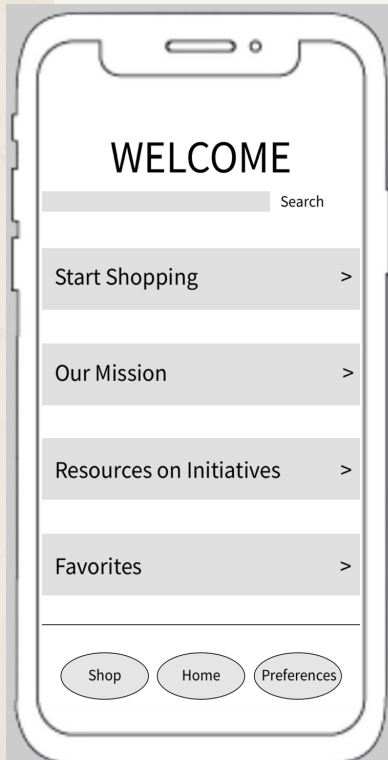Choose some of your favorite brands ▽
WHY?

NEXT

3: preferences, sign up to get notifications of the latest initiatives, and select your favorite brands

YOUR FAVORITE BRANDS ˣ

NOT ethical   average   ethical

Brand #1   LEARN MORE

Brand #2   LEARN MORE

Brand #3   LEARN MORE

START USING NATFASHION

What are ethical & sustainable initiatives? ▷
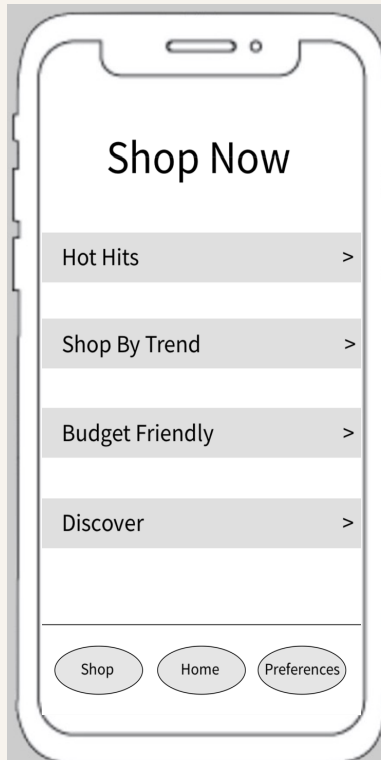
4: See which of your brands are ethical on the scale and why, click to educate yourself on initiatives, or start using the app

# Part 2: What Does the App Have to Offer?

WELCOME

Search

Start Shopping	>
Our Mission	>
Resources on Initiatives	>
Favorites	>

Shop · Home · Preferences

Shop Now

Hot Hits	>
Shop By Trend	>
Budget Friendly	>
Discover	>

Shop · Home · Preferences

Our Mission

See Brands Enacting Change

Shop · Home · Preferences

Resources

See the initiatives some of your favorite brands have taken to be more ethical, sustainable, and do their part in limiting the harmful effects of the fashion industry on the environment

Initiative #1 >

Initiative #2 >

Initiative #3 >

Shop · Home · Preferences

NatFashion App   2m ago

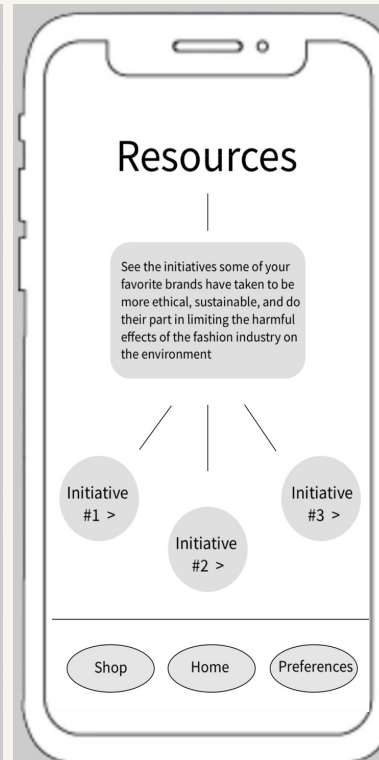Brand "X" just enacted a new sustainable fashion initiative, come check it out!!

1: Home screen with buttons below to redirect the user when necessary

2: "Start Shopping" tab allows the user to decide how they want to shop
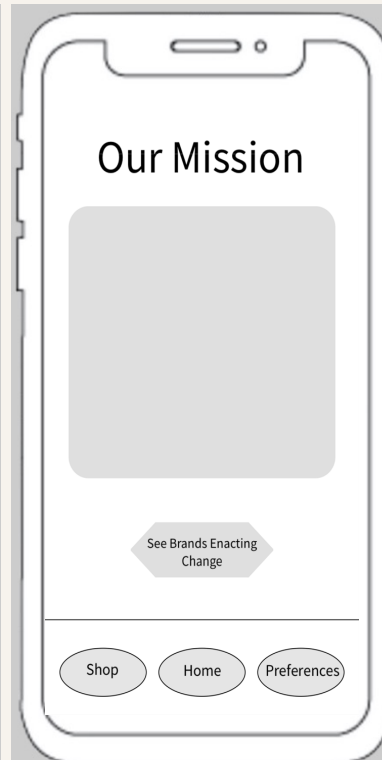
3: "Our Mission" tab gives the user an overview of the purpose of the app and to see specific brands enacting change

4: "Resources on Initiatives" tab will give the user specific initiatives where they can click to learn more about it and what brands have enacted it
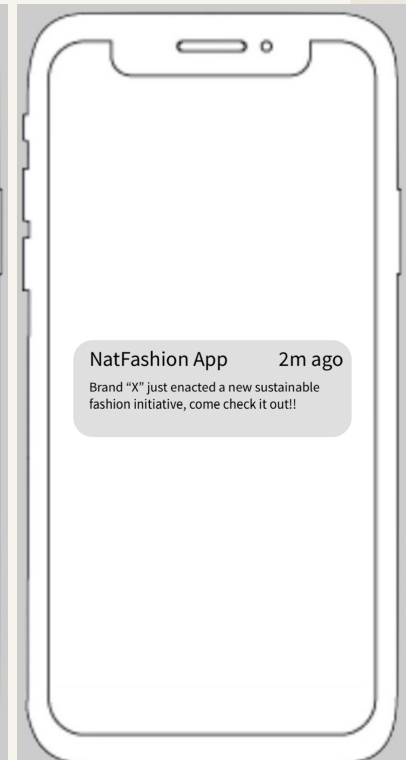
5: Notification from NatFashion when a brand announces a new initiative

Field & Usability Testing Comments

Small Business Focus

Users were interested in supporting small businesses that are ethical and promote sustainable fashion
Best Place: Start Shopping

How to Contribute?

Users wanted to know if there were other ways they could contribute, such as how to donate or recycle their clothes?
Best Place: Our Mission

Discount/Rewards

Can being part of this change towards sustainable fashion be beneficial for consumers in terms of discounts/a rewards program?
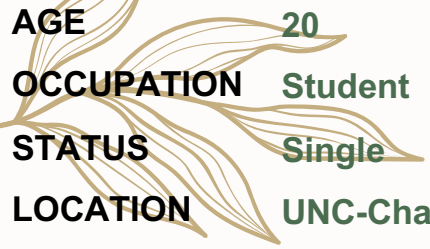Best Place: Our Mission (connect to how to contribute)

04

Personas &
Journey Mapping

AGE 20

OCCUPATION Student

STATUS Single

LOCATION UNC-Chapel Hill

SCHEDULE Very Busy

ARCHETYPE Chill, Nature-Loving Girl

HOMETOWN Westchester, NY

ABOUT

Claire is a junior studying Advertising/Public Relations and Sustainability at UNC-Chapel Hill. She is the president of the UNC Running Club and is currently taking the FashionMash class at Hussman. It is in this class that she got very into fashion, the latest trends, and more importantly, she learned how damaging the fashion industry and its pollution is to the environment. She sees the need for sustainability initiatives in the fashion industry to preserve the environment. She acknowledges that trends come back after a few years, so she wants the chance to take part in this fashion without contributing to the great waste.
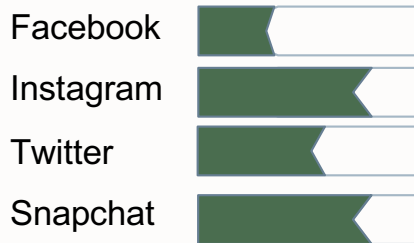
NEEDS

o An ethical and budget-friendly way to partake in the latest fashion trends without contributing to the great waste of the fashion industry

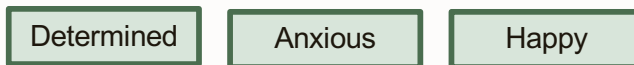o To learn more about brands that support her interests so she knows where to shop

FRUSTRATIONS

o She has a hard time finding good information to educate herself on sustainability initiatives

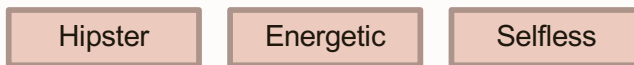o She wants to be part of the change, but she doesn't know where to start

SOCIAL MEDIA ACTIVITY

Facebook

Instagram

Twitter

Snapchat

CURRENT FEELINGS

Determined | Anxious | Happy

PERSONALITY

Hipster | Energetic | Selfless

AGE 24

OCCUPATION Lawyer

STATUS In a Relationship

LOCATION New York City

SCHEDULE Very Busy

ARCHETYPE Popular, Chaotic Girl

HOMETOWN Pittsburgh, PA

ABOUT

Jenna just graduated from Columbia Law School this past year and is now working for a law firm in NYC. She did her undergrad at Penn State where she was President of her sorority and double-majored in Journalism and Fashion Merchandising. Through taking her classes for Fashion Merchandising, she fell in love with the world of fashion and is always waiting to hear a celebrity or one of her friends rave about the latest fashion trend that she can hop on to. She loves hearing about the latest trends and applying them to her clothing because it gives her the confidence and motivation to take on all her responsibilities. She's heard people rave about the up-and-coming sustainable fashion industry and is looking to join the trend.

Persona 2: Jenna Atkinson

NEEDS

o A budget-friendly way to partake in this latest fashion trends

o To learn more about what sustainable fashion is, the brands that support it, and see if this is a social cause she wants believe in as well as be fashionable

FRUSTRATIONS

o She wants to follow the latest fashion trends but she is having a difficult time figuring out why people are interested in wearing these "old, recycled clothing" rather than the latest lines in the market

SOCIAL MEDIA ACTIVITY

Facebook

Instagram

Twitter

Snapchat

CURRENT FEELINGS

| Stressed | Confused | Adventurous |
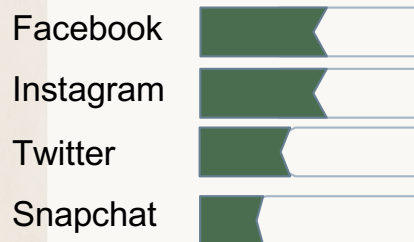
PERSONALITY

| Trendy | Easy-Going | Confident |

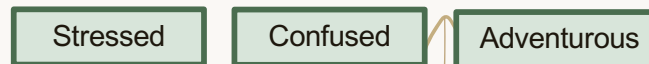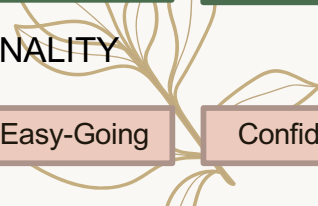|	
AGE	32
OCCUPATION	Chef
STATUS	Married
LOCATION	Boston, MA
SCHEDULE	Busy but Organized
ARCHETYPE	Calm and Successful Girl
HOMETOWN	Charlotte, NC

ABOUT

Simone is an International Chef who spends her days traveling and cooking extraordinary meals for iconic people who can afford her services. Aside from cooking, Simone is very passionate about social causes and protecting the world around her. She discovered the world of sustainable fashion through her travels and connections to many different types of people of all ages. She doesn't know much about the world of fashion, but she knows an important cause when she sees one. She is an advocate for combating climate change and reducing one's pollution on the environment. She is looking to enact change in the fashion industry through sustainable fashion practices.

Persona 3: Simone Wells

NEEDS

o She truly believes sustainable fashion to be important but is not sure how to get involved

o Wants to find a way to understand the industry and decide how to best be part in the action of enacting change despite being slightly older than the "trendsetters"

FRUSTRATIONS

o She isn't well-versed on the latest fashion trends nor where to find important information about the industry, but she knows that this cause is important and worthy of her support

SOCIAL MEDIA ACTIVITY

Facebook
Instagram
Twitter
Snapchat

CURRENT FEELINGS

Lost	Confused	Passionate

PERSONALITY

Extrovert	Kind	Hard-Working
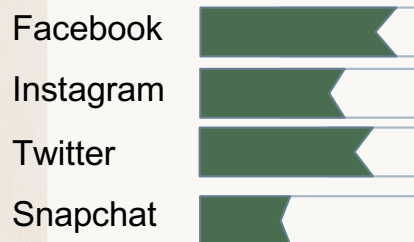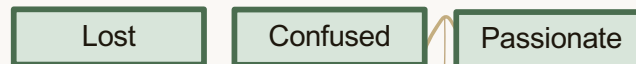
3 Types of Consumers
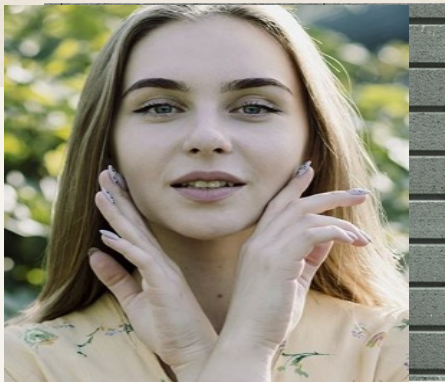
Claire

- Age 20
- Authentic believer in sustainable fashion
- Moved by being able to passionate about both the social cause and her love for fashion together

Jenna

- Age 24
- Very interested in fashion and what she hears people raving about
- Moved by the latest trends

Simone

- Age 32
- Firm believer in saving the environment through sustainable fashion practices
- Moved by the social cause

Customer Journey Map

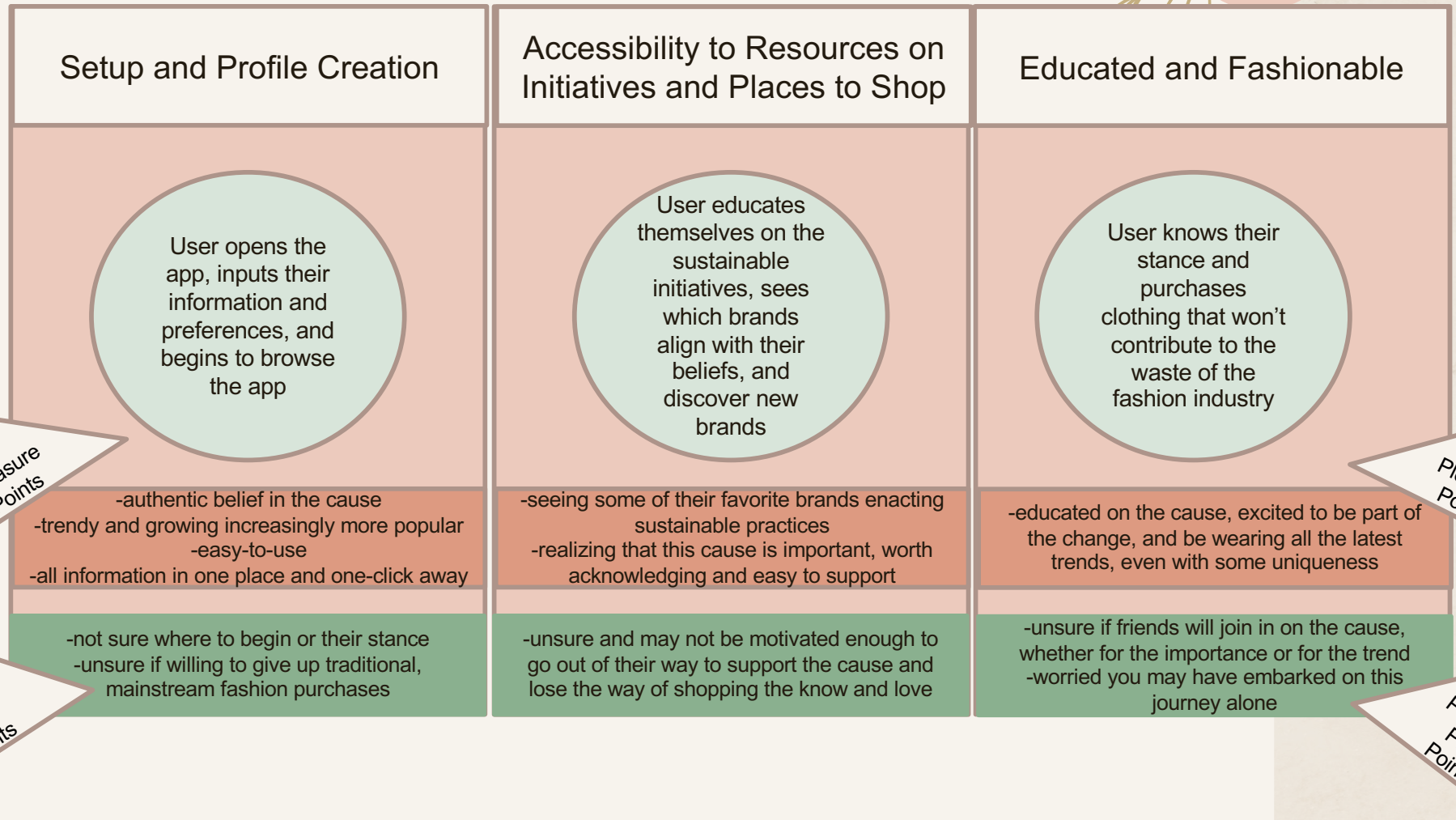| Setup and Profile Creation	Accessibility to Resources on Initiatives and Places to Shop	Educated and Fashionable
User opens the app, inputs their information and preferences, and begins to browse the app	User educates themselves on the sustainable initiatives, sees which brands align with their beliefs, and discover new brands	User knows their stance and purchases clothing that won't contribute to the waste of the fashion industry

Pleasure Points

-authentic belief in the cause -trendy and growing increasingly more popular -easy-to-use -all information in one place and one-click away	-seeing some of their favorite brands enacting sustainable practices -realizing that this cause is important, worth acknowledging and easy to support	-educated on the cause, excited to be part of the change, and be wearing all the latest trends, even with some uniqueness

Pleasure Points

Possible Pain Points

-not sure where to begin or their stance -unsure if willing to give up traditional, mainstream fashion purchases	-unsure and may not be motivated enough to go out of their way to support the cause and lose the way of shopping the know and love	-unsure if friends will join in on the cause, whether for the importance or for the trend -worried you may have embarked on this journey alone

Possible Pain Points

NATFASHION

Be Part of the Change

Style Tile

Project 3: NatFashion App

Headlines and Primary Font

Arial Bold

Secondary Font

Arial

Possible Colors
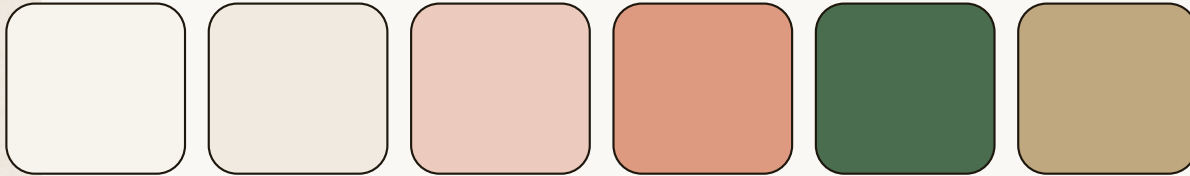
Adjectives

Easy-to-use	Trendy
Welcoming	Fashionable
Resourceful	Sustainable
Educational	Authentic

Textures & Elements

Button Style 1

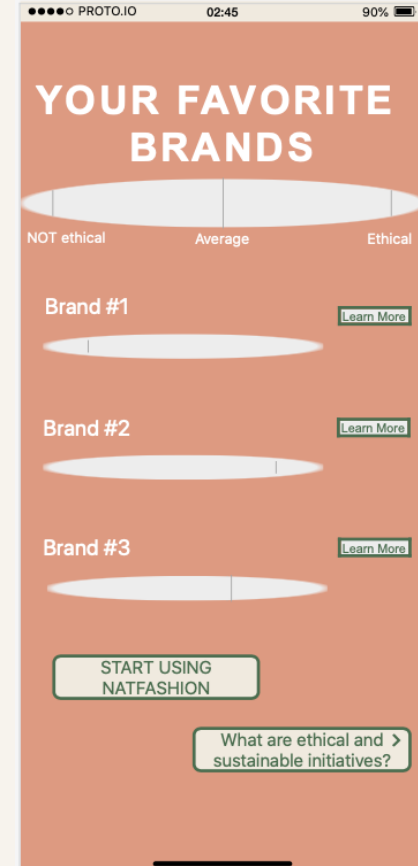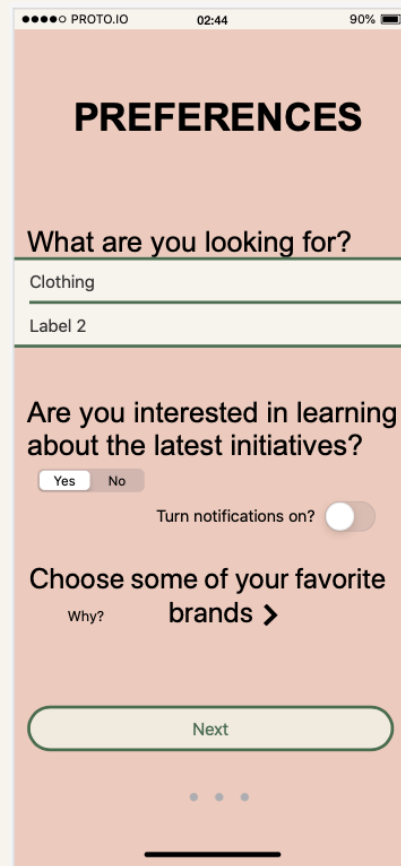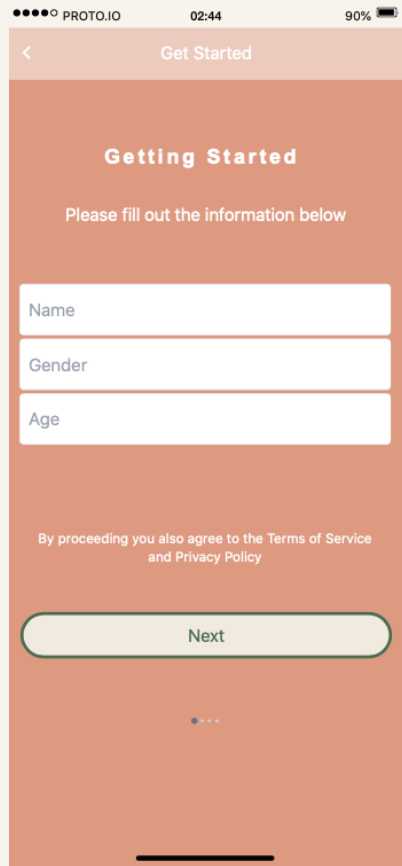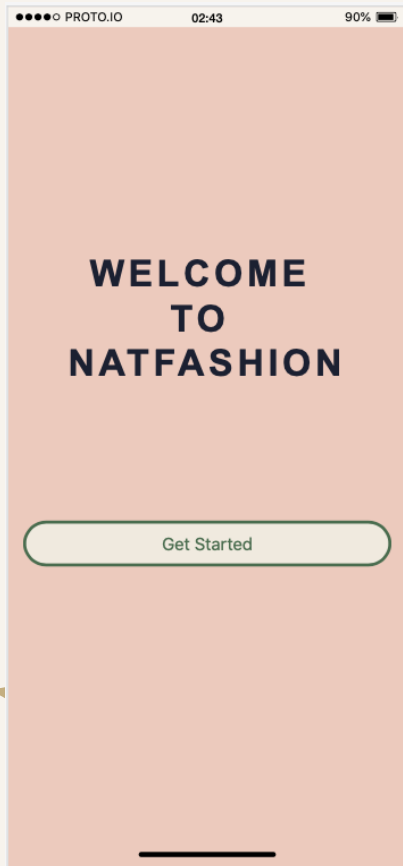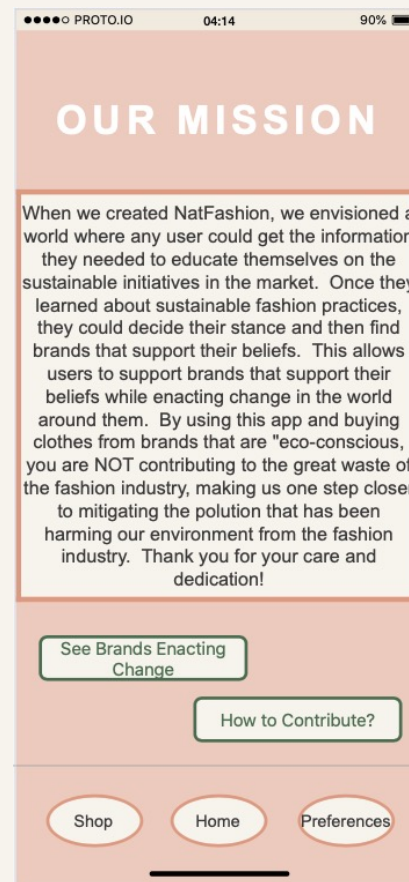Button Style 2
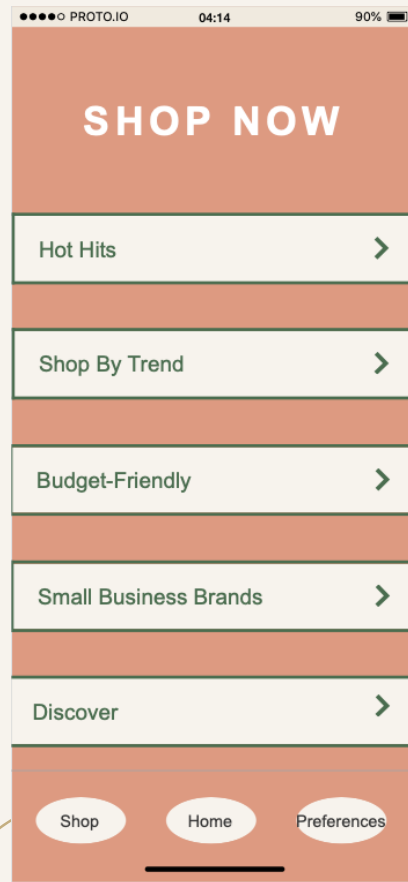
Button Style 3

Button Style 4

sustainable fashion

05

Interactive Prototype

High-Fidelity Wireframe- Setup

High-Fidelity Wireframe Screens

●●●●○ PROTO.IO   04:14   90% ▮

WELCOME

🔍 Search

| Start Shopping | › |

| Our Mission | › |

| Resources on Initiatives | › |

| Favorites | › |

(Shop)   (Home)   (Preferences)

●●●●○ PROTO.IO   04:14   90% ▮

SHOP NOW

| Hot Hits | › |

| Shop By Trend | › |

| Budget-Friendly | › |

| Small Business Brands | › |

| Discover | › |

(Shop)   (Home)   (Preferences)

●●●●○ PROTO.IO   04:14   90% ▮

OUR MISSION

When we created NatFashion, we envisioned a world where any user could get the information they needed to educate themselves on the sustainable initiatives in the market. Once they learned about sustainable fashion practices, they could decide their stance and then find brands that support their beliefs. This allows users to support brands that support their beliefs while enacting change in the world around them. By using this app and buying clothes from brands that are "eco-conscious, you are NOT contributing to the great waste of the fashion industry, making us one step closer to mitigating the polution that has been harming our environment from the fashion industry. Thank you for your care and dedication!

[See Brands Enacting Change]

[How to Contribute?]

(Shop)   (Home)   (Preferences)

●●●●○ PROTO.IO   04:14   90% ▮

RESOURCES

See the initiatives some of your favorite brands have taken to be more ethical, sustainable, and do their part in limiting the harmful effects of the fashion industry on the environment

(Initiative #1 ›)   (Initiative #3 ›)

(Initiative #2 ›)

(Shop)   (Home)   (Preferences)

High-Fidelity Wireframe- Desktop Homepage
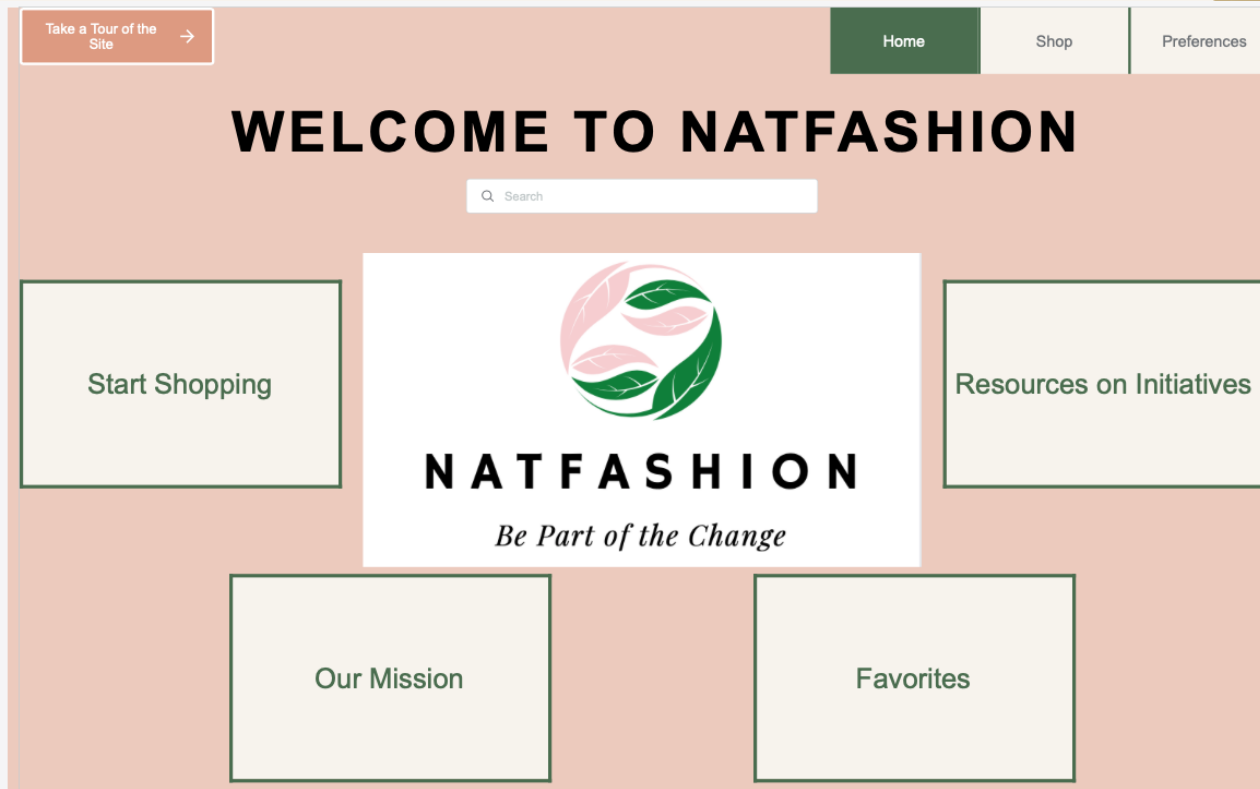
Links

Interactive Prototype: https://pr.to/GVGB1T/
Recorded Presentation:

06