



philip
czapla

fun fact:

**we will spend a year of our lives
looking for stuff**

A photograph of a well-organized closet. The closet features a central hanging rod with a variety of clothing items, including white blouses, a pink shirt, a grey sweater, and a blue jacket. To the left, there are shelves displaying several pairs of shoes. Above the hanging clothes, a shelf holds several handbags, including a brown one, a black one, and a green one, along with a black box labeled "CHANEL". The overall appearance is clean and stylish.

sexy closets?

31% of customers surveyed reported they were **more satisfied** after cleaning out their closets **than they were after sex.**

unf**k

**approaching sustainability in an unorthodox
way: an app to decrappify your life and help
overcome overconsumption**

methods

01 personas

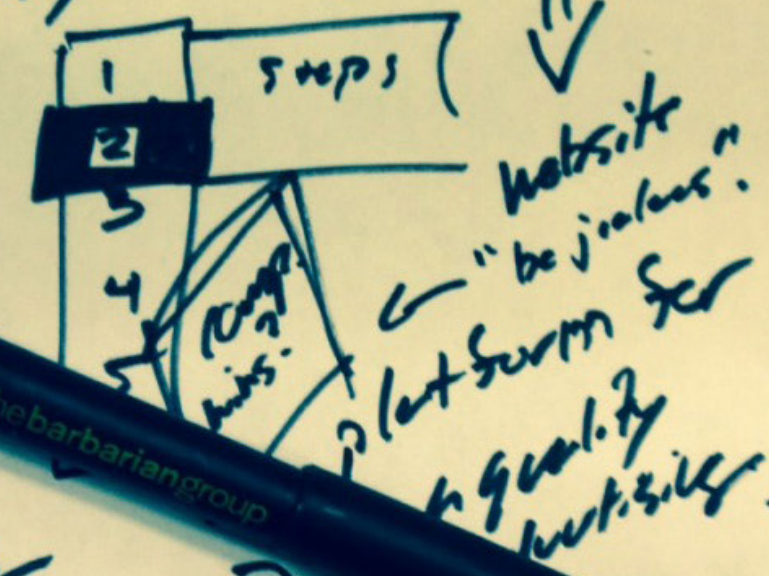
**02 graphically organized brainstorm:
flow diagram**

**03 scenarios - framing final
presentation**

UNFUCK CLOSET APP.

Community of users

- Schedule
- reward sys: show how much \$ they are making. * bragging? * Why is it cool?
- estimated time complete to unfucking. =>
- Donations: how can help other people
- tax season success
- logging & selling on FB/twitter
- series of tasks: completed one & self-determined amt. of time
- Video content => Animations showing turning around hangers.



user profiles



Becca Flannery

The hoarding RIT student
"My closet is too small"

Overview

Location Henrietta, Rochester NY
Age 20
Job Student
Salary \$0
Edu Level Business Management

Goals / Desire

1. More cloths
2. Facebook friends
3. Have the latest tech

Obstacles

1. No personal income
2. Enclosed Environment

Description

Becca is a student at RIT and comes from a upper-middle class family. She brought too much stuff to college(they needed two cars.) Most of it was cloths because of all the seasons. She brought some nostalgic things to remind her of home 200 miles away.

She had the iPhone 6 yesterday, and even though she will only wear a coat she has once, she says she "needs it." She collects things to evoke a persona.



Jason Warner

Self-perscribed minimalist and environmetalist
"I want to live in a tiny home"

Overview

Location Jersey City
Age 26
Job Accountant
Salary \$65,000
Edu Level Masters Degree

Goals

1. Be frugal to pay off debt
2. Learn as much as he can on the go
3. Start a business

Obstacles

1. Has no time
2. Glued to technology
3. In debt

Description

Jason is in debt but makes a lot of money. He works as an accountant in New Jersey. He lives with a couple and spends \$700 a month in rent. He wants to start his own business but is in debt from college. He doesn't buy much and considers himself slightly more environmentally conscious than most and is a self described minimalists. He has moved numerous times and knows he has more stuff than he uses. He sets a budget for going out with friends and his girlfriend and will either go camping or stay in and watch a movie.

He is always using technology and has the latest apps but does not keep up with the latest fashions or trends

scenario 1: Becca

Becca has just moved to college for the third time and is sick and tired of carting her stuff back and forth to school. She packs up things over and over again and never uses the stuff she thinks “she’ll need one day.”

She hears of app that will help de-clutter her closet and figures “why not” since she suffers from being a clothes hoarder and despite her fancy of going out and dressing up constantly, she has too many clothes to know what to do with. Not to mention the lack of money she is beginning to experience as a third year in private college. Time is not of the essence for her, just as long as she can get rid of things by the end of the semester, (9 weeks away). Ultimately, she wants a wardrobe that she can wear mostly all year round, but by no means does she want to be a minimalist. She doesn’t mind having an extra bin at home with “winter” or “summer” cloths in it. She just doesn’t want an overflowing closet.

1. Hears of an app from a friend and finds it in the app store on her phone, she is told she will have less to take home with her from college at the end of this.

2. Since she wants to get rid of things by the end of the semester, she creates an account and schedule (3 screens), then creates a schedule as well as time and date for her first challenge.

3. She creates a physical bin for cloths to throw out and one to donate

3b. She goes through the first challenge, but hits a hiccup when she doesn't know if "she looks good" in a dress she has had in her closet for a while. She sends it to a friend and then, with the help of the app, decides to donate it.

4. She sets another reminder when promoted and puts the app away for the day cause she has homework to do.

5. The app prompts her to complete another challenge and since she forgot about her date with her closet, she postpones it until later that day. The app gives her words of encouragement and she feels the application is less of a nuisance than it is a helpful guide.

6. She completes here next challenge because it reminds her the minute she walks in the door!

7. She creates a habit in the first 21 days and now will be a routine she will follosw and also recommends it to her friend Jason Warner.

scenario 2: Jason

Jason has just moved to a new apartment and is starting his third job since graduating with a masters degree. He has always wanted to get rid of things and says he will when he moves but always runs out of time to clean everything he hopes to out when he moves. Through Facebook he sees a post of one of his friends using the app. He clicks the link, gets a text sent to his phone and iPad and downloads the apps. Since he has just moved, he is no rush what so ever to clean everything, but the future is unclear. (The app should allow for bursts of cleaning) He is the type to power clean and uses the app to do so about once every 2 weeks. He wants a wardrobe that is not trendy but that fits him and who he sees himself as a person. He will sell things used and put toward his monstrous student debt that looms over him whenever he goes out and has a beer with his work buddies. He doesn't spend a long time at home since he works 55 plus hours a week. He's a weekend warrior though and will spend time reading self-help articles on how to live financially under your means. He also once and a while moving into a tiny home with a presumably small closet. He loves high quality goods and follows brands that have high quality made products on instagram. (Take advantage of suggesting other cloths?)

1. Jason is about to move to a new job in a large city and doesn't want to take a lot of stuff because he knows he can pay less for a smaller apartment.

2. While researching places to dry clean his cloths, he sees a Facebook post about one of his friends cleaning out their closet with an app. He Googles the app and ends up at the Unf**k website.

3. Here, he enters his phone number and gets a link shot to his messenger. He opens it on his phone and wants to see the capabilities of the app.

4. He gets up and decides to use it to tackle the pile of he has thrown together, mentally labeled "unsure"

5. After going through a quick and dirty guide for piece by piece sorting, he clicks on the donation list because he is very conscious to whom he is donating cloths.

6 He sees a list of 10 local organizations. He decides to donate to two separate places, one of which needs coats.

7. In order to figure out all the complications at tax time, the app sends a prompt and asks him the approximate value of the cloths.

8. The app if the items were donated and to whom, it then emails a receipt to himself for his record come March!

PROGRESS

SALES + DONATION STATS!

Items Sold

DATE

PROGRESS

DONATIONS

Items DONATED

TAX EXEMPTION

TWEET!

SEND REPORT

SCHEDULE:

Before we do anything, we have a couple questions...

how many items do you have?

how many items do you have?

How often will you post?

079
00
81

how many items do you wear?

54, 10%

OK good!

When do you want to do it weekly?

week 1
2
3

of challenges/week

Great! let's see how many items you have created

summary of what will happen.

START YOUR CHALLENGE

Home SCREEN

1) Link + Post guide

2) Link + Post guide

3) Link + Post guide

4) Link + Post guide

5) Link + Post guide

6) Link + Post guide

7) Link + Post guide

8) Link + Post guide

9) Link + Post guide

10) Link + Post guide

11) Link + Post guide

12) Link + Post guide

13) Link + Post guide

14) Link + Post guide

15) Link + Post guide

16) Link + Post guide

17) Link + Post guide

18) Link + Post guide

19) Link + Post guide

20) Link + Post guide

21) Link + Post guide

22) Link + Post guide

23) Link + Post guide

24) Link + Post guide

25) Link + Post guide

26) Link + Post guide

27) Link + Post guide

28) Link + Post guide

29) Link + Post guide

30) Link + Post guide

Let's sell it!

1) Take a picture

2) post to FB/twitter

3) post to Thread/Slip

4) Similar items

Use

Take away

image of clothing

YOUR ITEM HAS BEEN LISTED!!!

ALERT!

- Did you take this item to donation?

yes | no

Let's donate it!

see if your friends want it

CHARITY \$

LIST OF RESOURCES in AREA WILLING TO TAKE IT.

Filter

- close

- in need

EMAIL TAX EXEMPTION Form right to you.

CHALLENGES:

TASKS:

pick a challenge

TASK 1 >

TASK 2 >

TASK 3 >

TASK 4 >

TASK 5 >

TASK 6 >

EX #2

Next challenge is tomorrow, it's hard, invite a friend?

yes | no

Someone you trust?

GET FIT CHALLENGE: TIME ESTIMATE?

Explanation

steps to completion

2 3 4 5

GET FIT: 1

1) TAKE OUT ALL THE CLOTHES YOU HAVE

2) PLACE THE ONES YOU FIT TO ASIDE

3) TRY THE OTHERS ON - DOES IT LOOK GOOD?

SEND A PHOTO TO A FRIEND

item tally

THE BOX

DONATE vs SELL

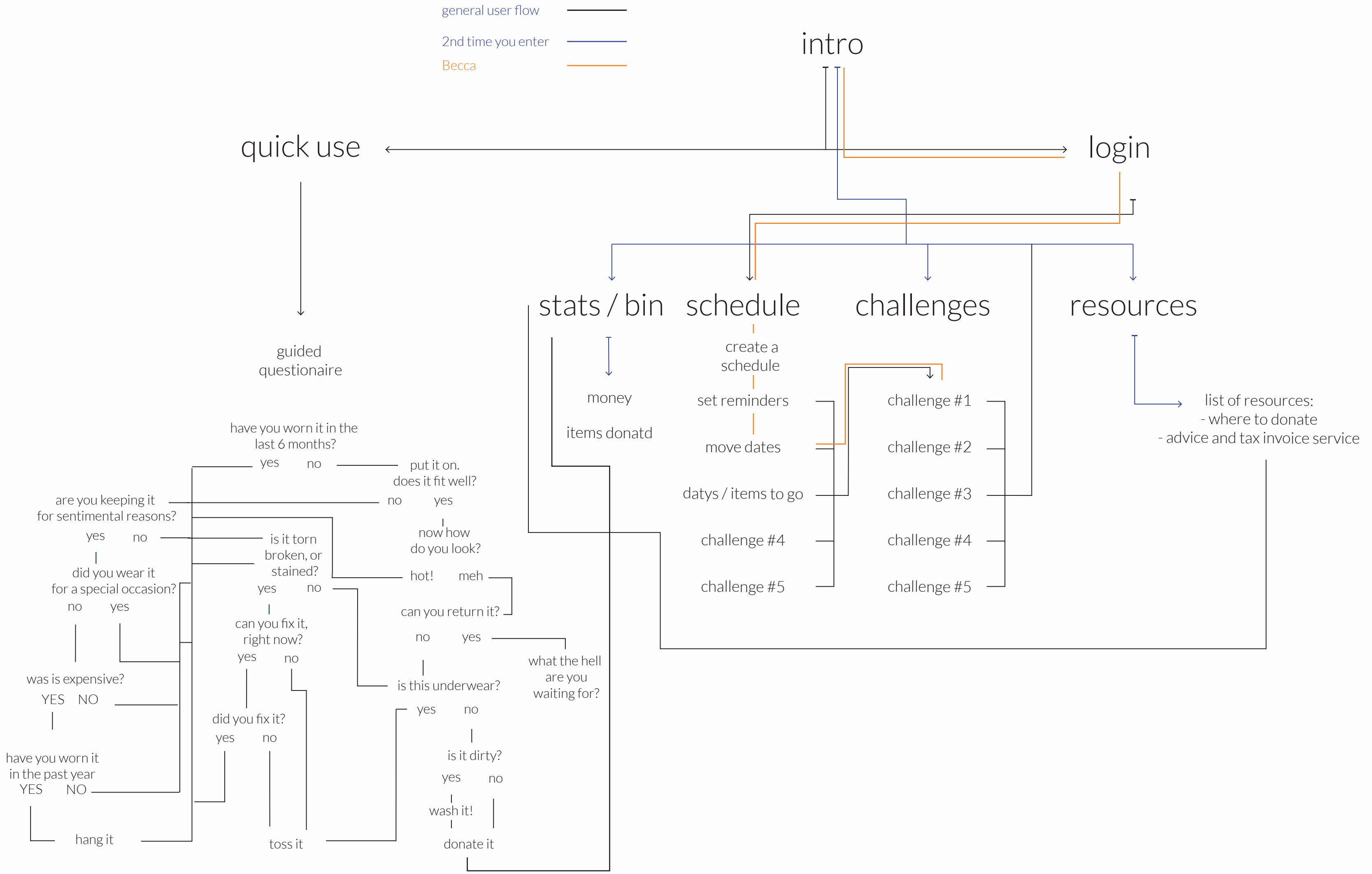
- tips + pointers

CHAT FEATURE

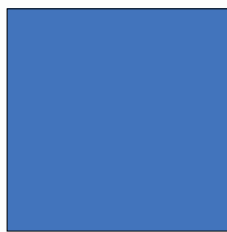
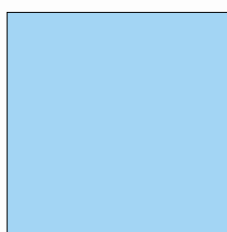
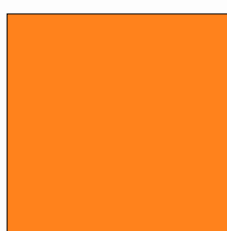
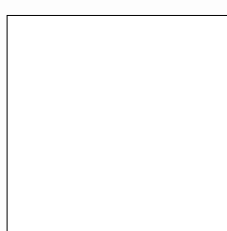
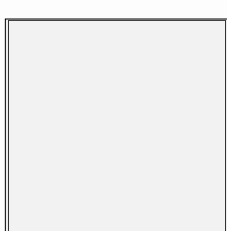

Betty Joe

How's this look keep/get rid of?

app flow



color

	Simple Blue #4274bc	R 66 G 143 B 255
	Blue Tint #a3d5f4	R 163 G 213 B 244
	Complimentary Orange #ff821c	R 155 G 130 B 28
	White #ffffff	R 155 G 130 B 28
	Light Grey #ededed	R 237 G 237 B 237
	Med- Light Grey #cccccc	R 204 G 204 B 204

typography

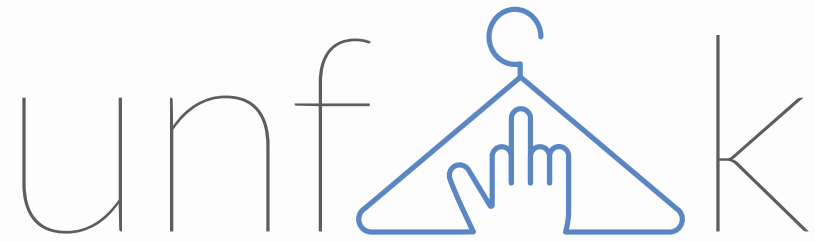
Lato Lato Light
h1, header / button
48pt

Lato Lato Bold
Header
18pt

Body Copy
Lato Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus pharetra interdum lacus, ut condimentum massa euismod a. Vivamus consequat non mi ornare volutpat. Sed semper molestie leo, ac vestibulum dolor volutpat ut. Vivamus imperdiet massa pellentesque, faucibus lorem eget, pvretium quam. Ut at metus magna. Vestibulum pulvinar, purus vel sodales porta, neque mi rhoncus metus, id gravida magna lorem nec enim. Integer at leo nec lorem suscipit pretium. Cras ligula velit, tempor sollicitudin rutrum ac, feugiat dapibus orci. Mauris ac lacinia quam.

logo

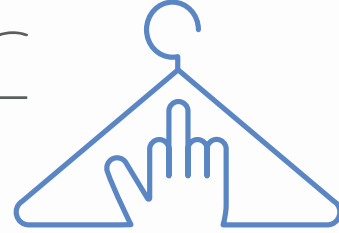


Un**ck Your Closet
The essential guide to decrappify your life

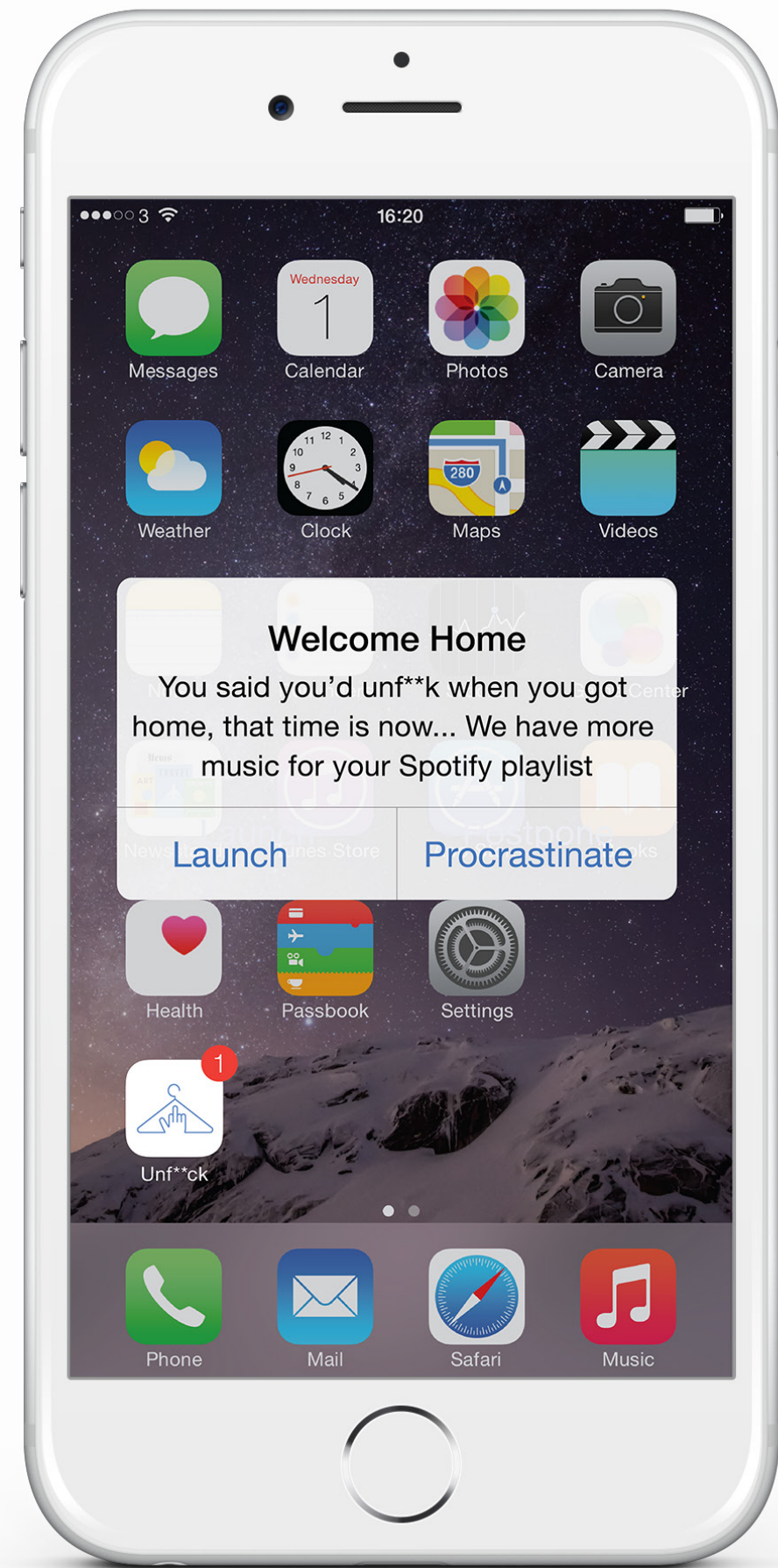




+


unf  k

The logo for "unf k" features the word "unf" in a thin, blue, sans-serif font, followed by a blue icon of a hand with the index finger pointing up, and the letter "k" in the same font.



Unfuck - An app to decra x

http://www.gettheunfuckapp.com



Finally, an app to help you decrappify!

Wardrobes are a colossal dilemma for everyone and are swamped with nostalgia and egos. You have too much stuff and we're your personal guide and source for encouragement for in your ambitions with living with less.

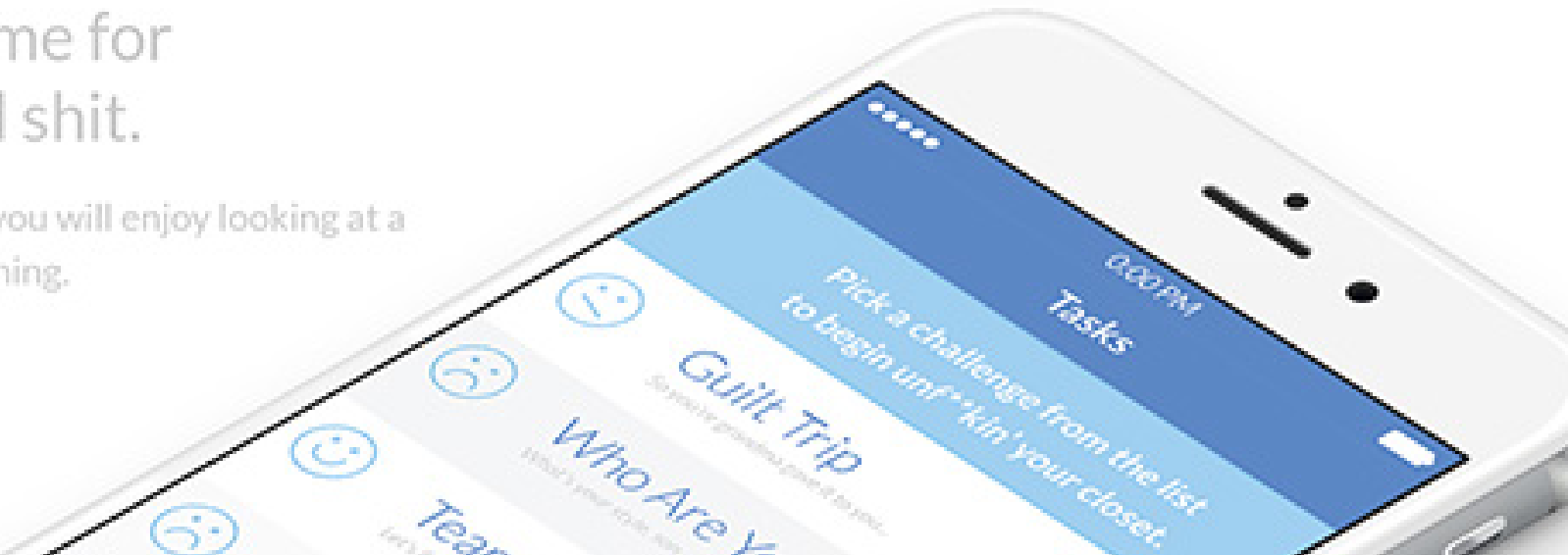
716-949...
Enter your phone number for a free download!

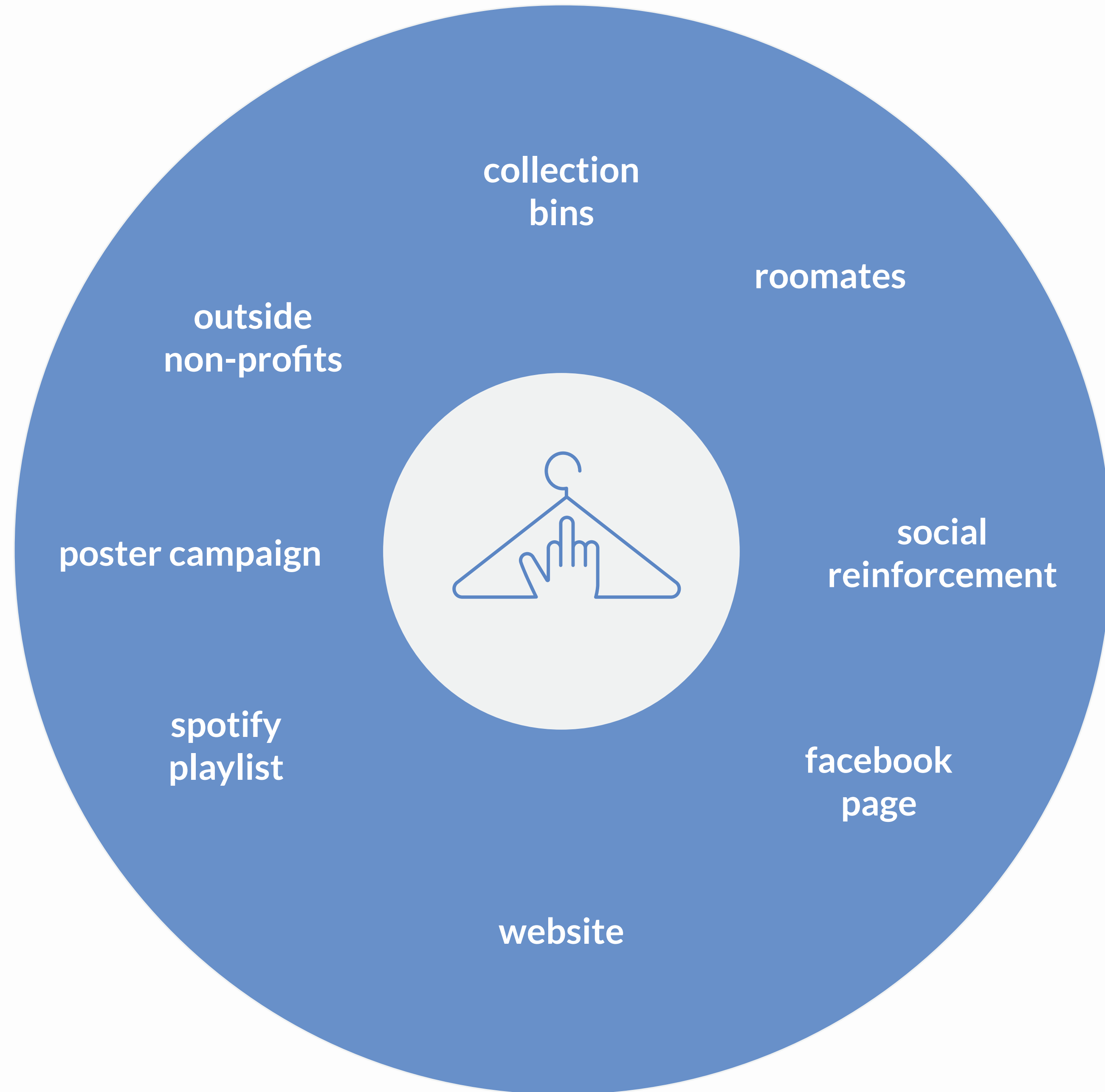
Download on the App Store

Simple

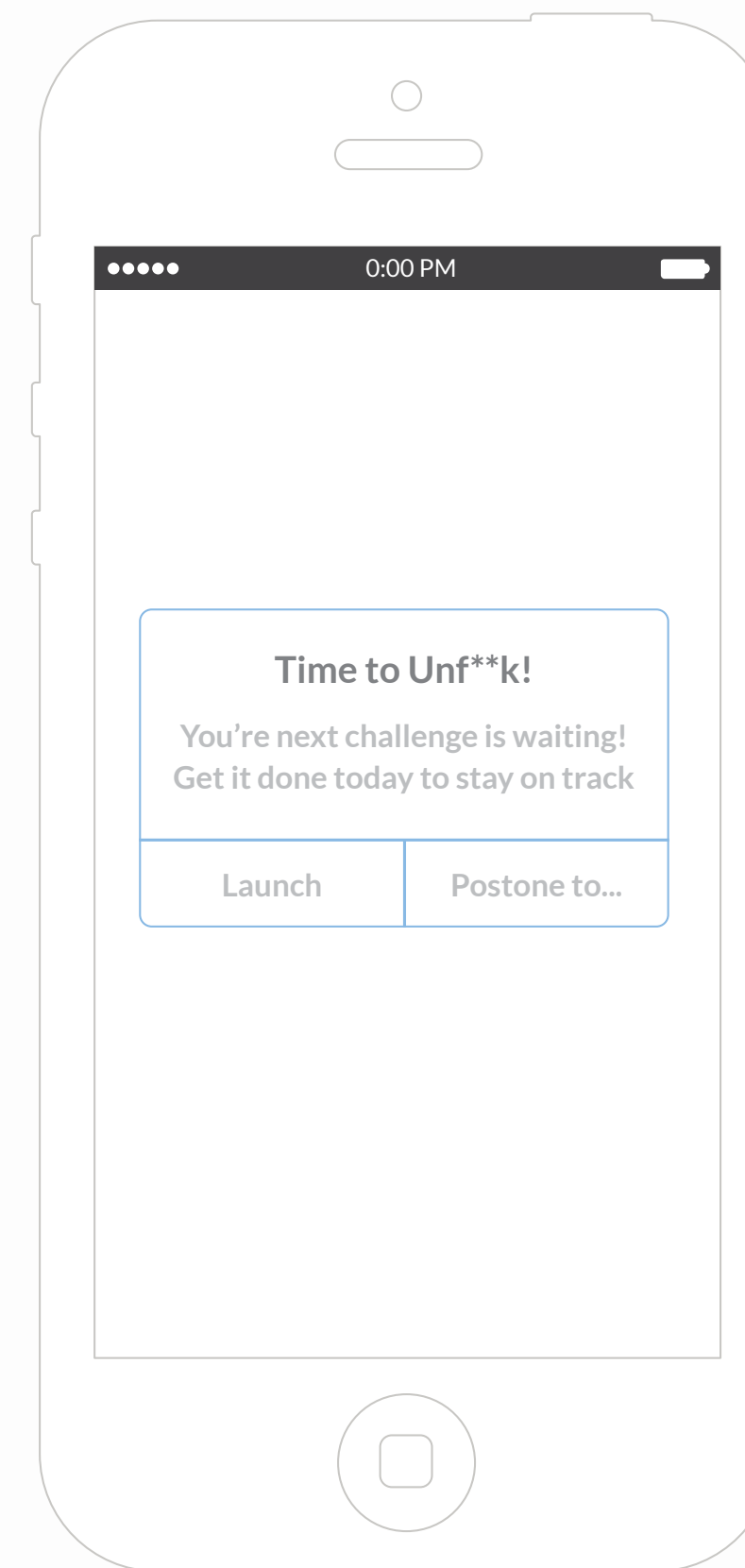
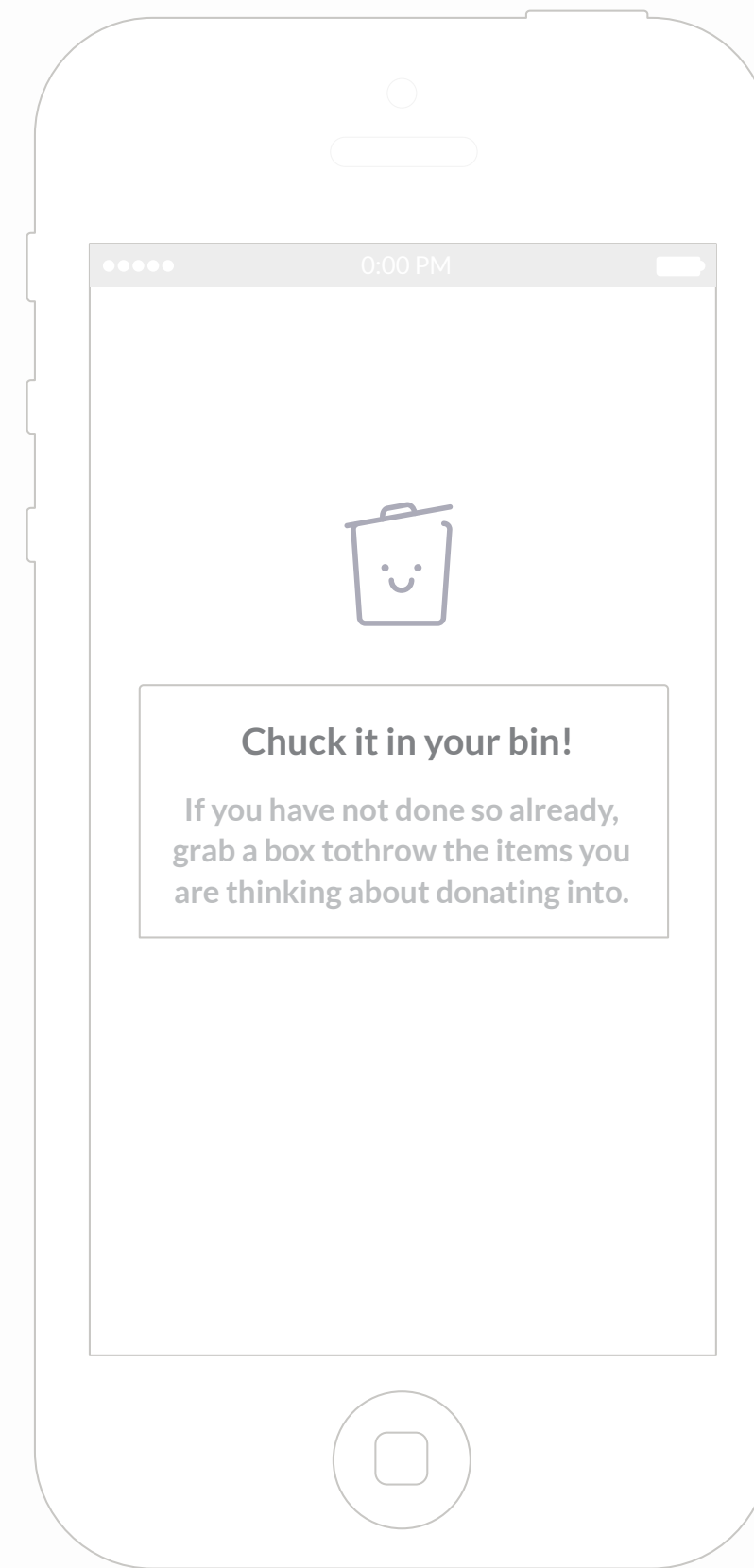
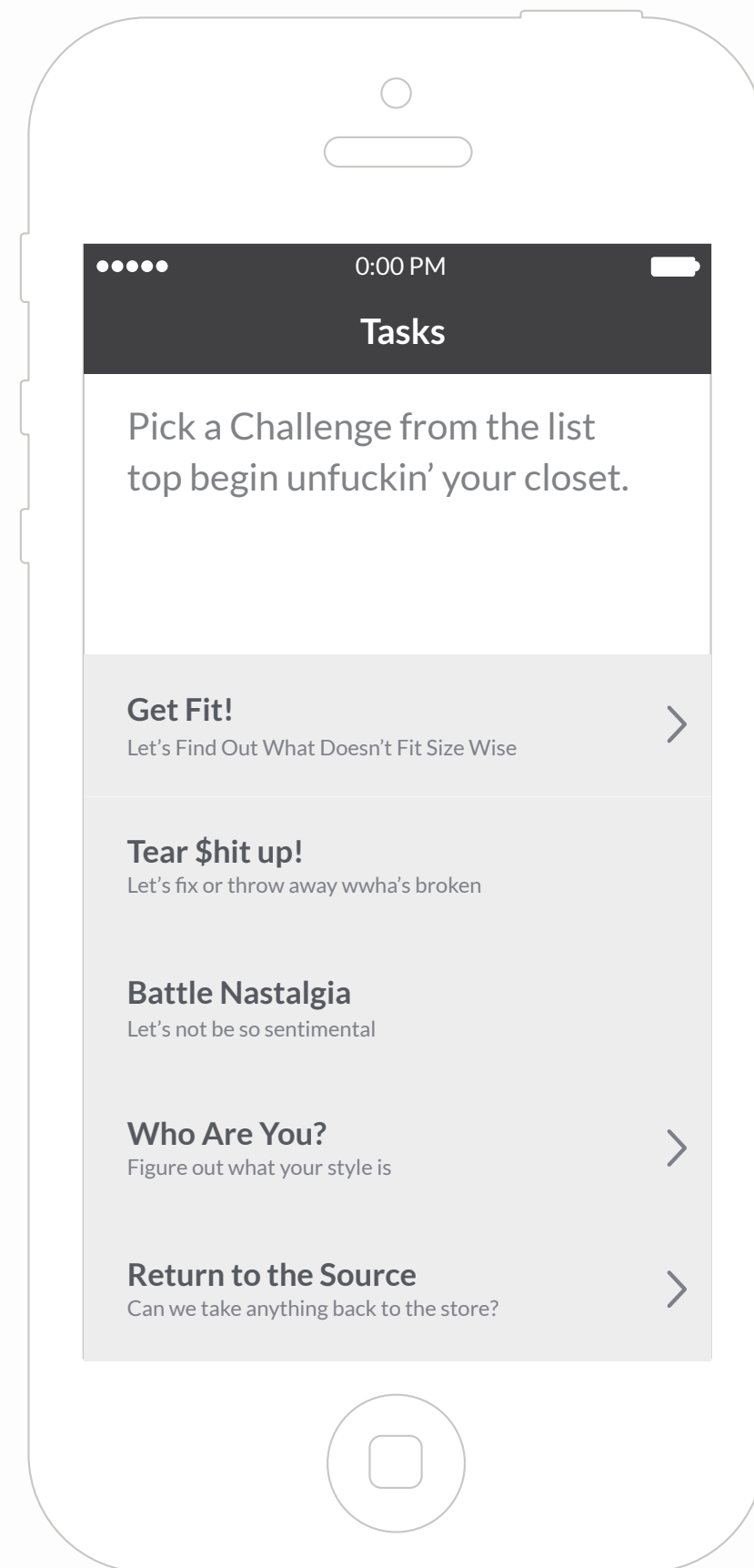
Cause ain't noone got time for a surplus of complicated shit.

You'll enjoy looking at a clean design, as you will enjoy looking at a clean closet by the time you delete this thing.

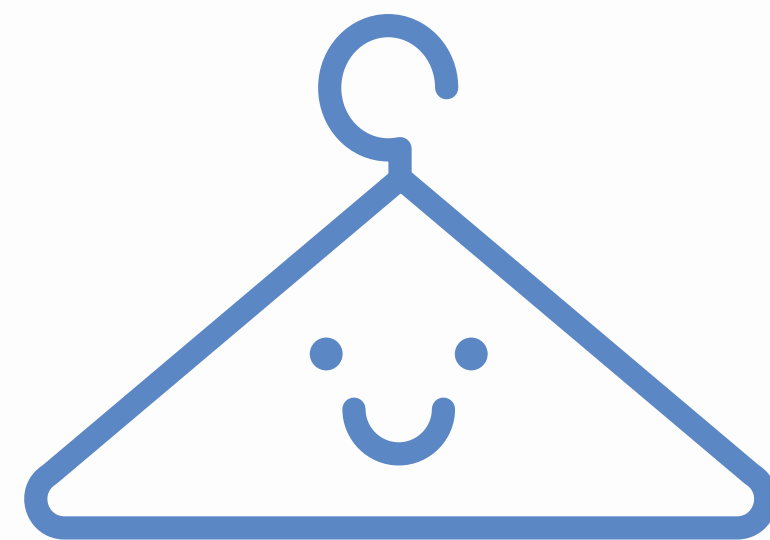




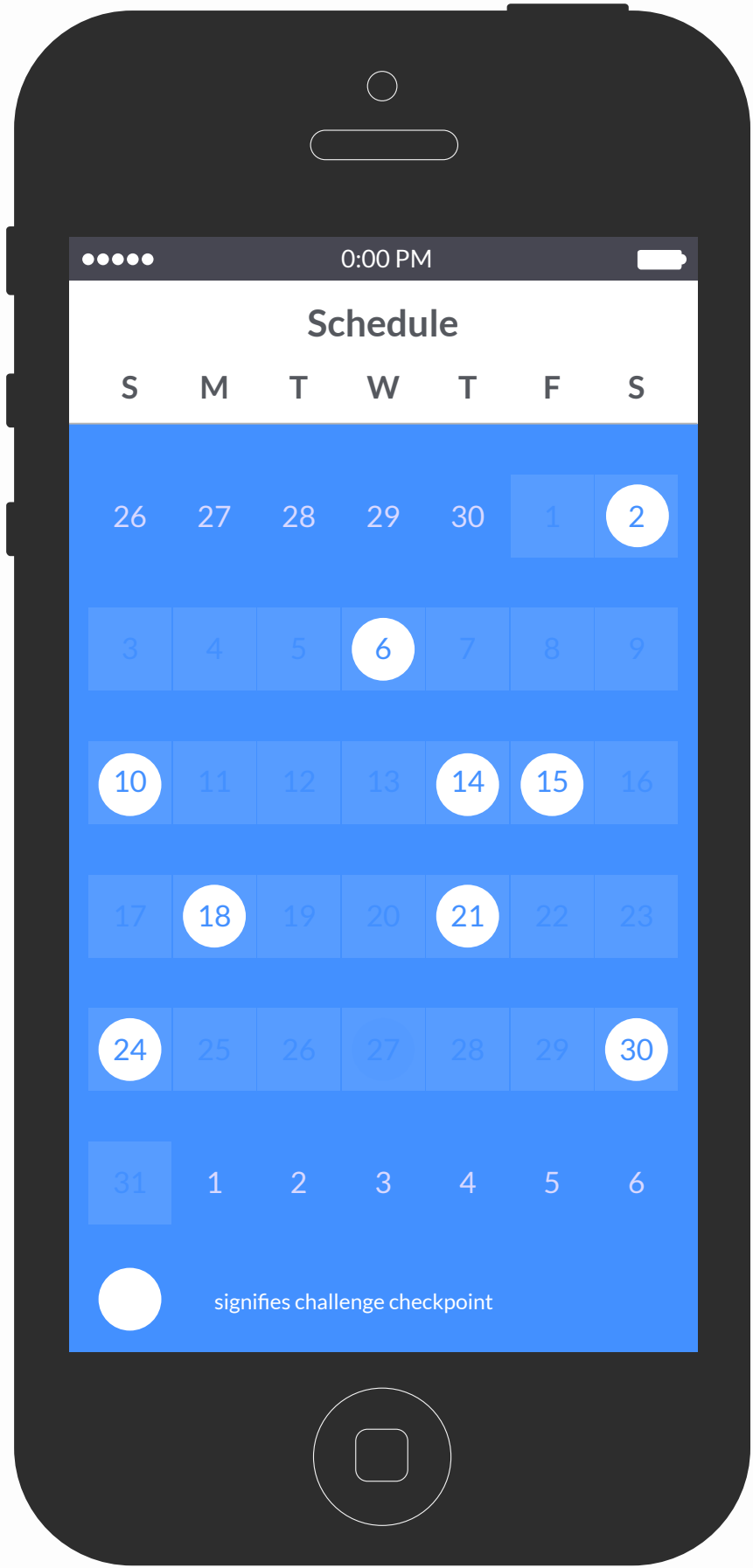
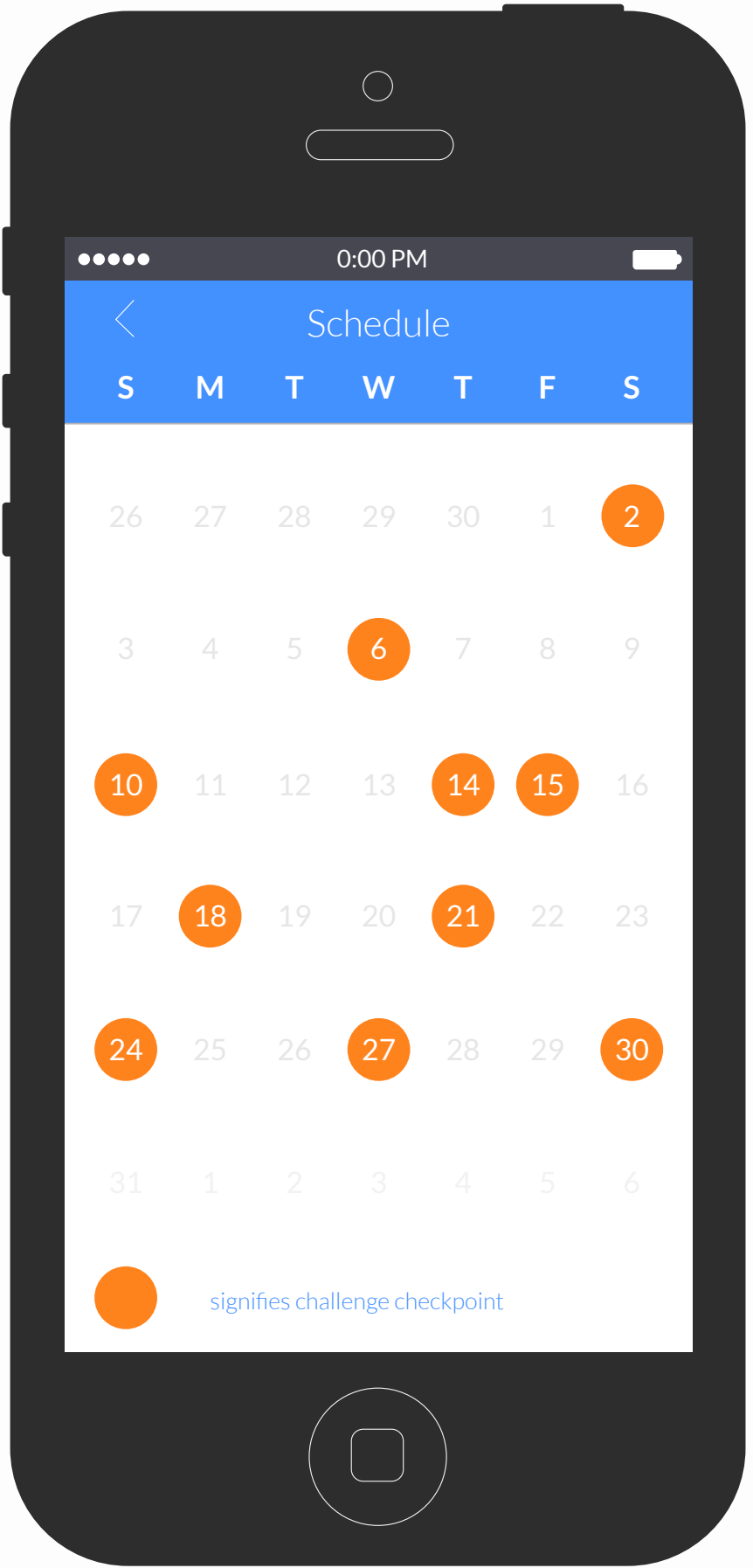
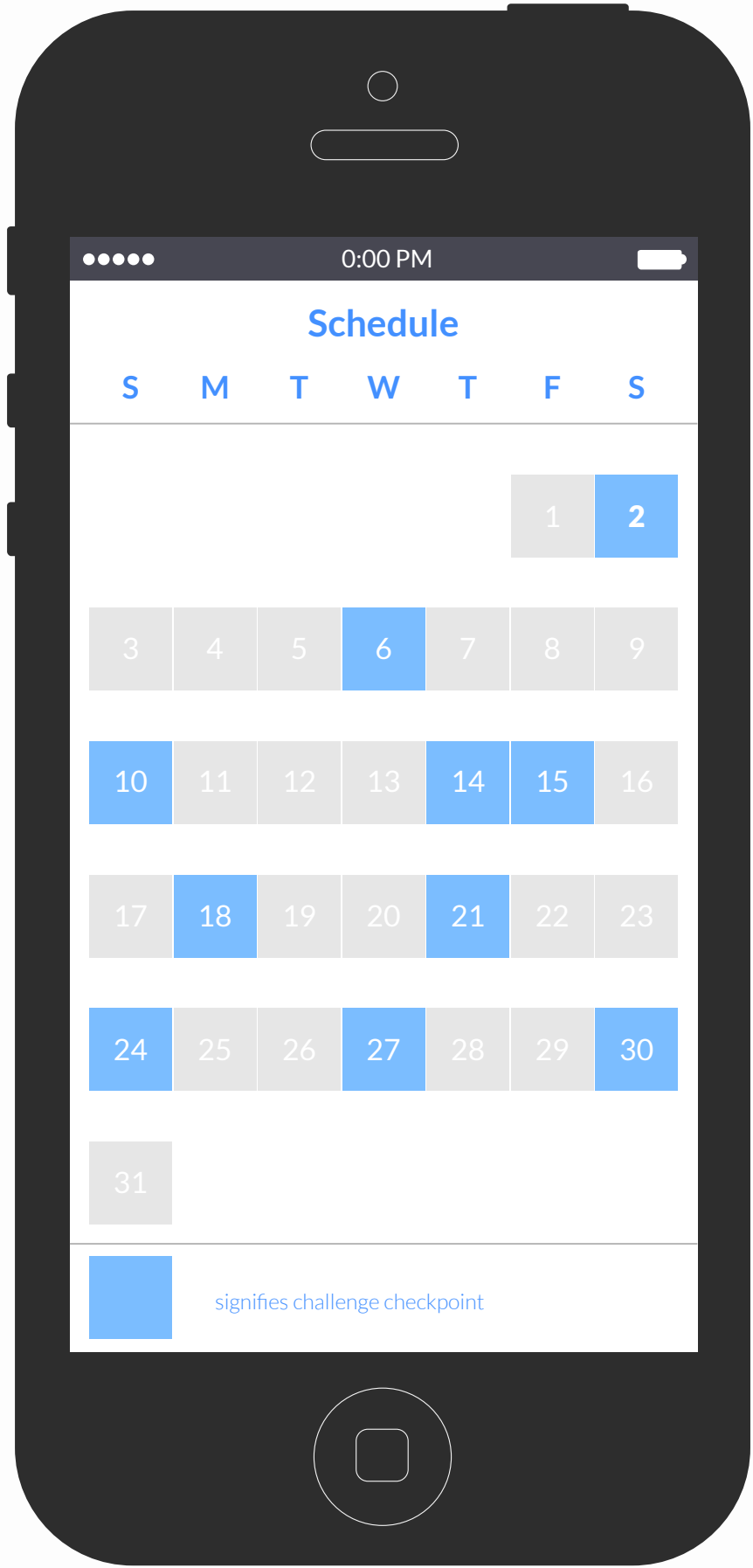
wireframing



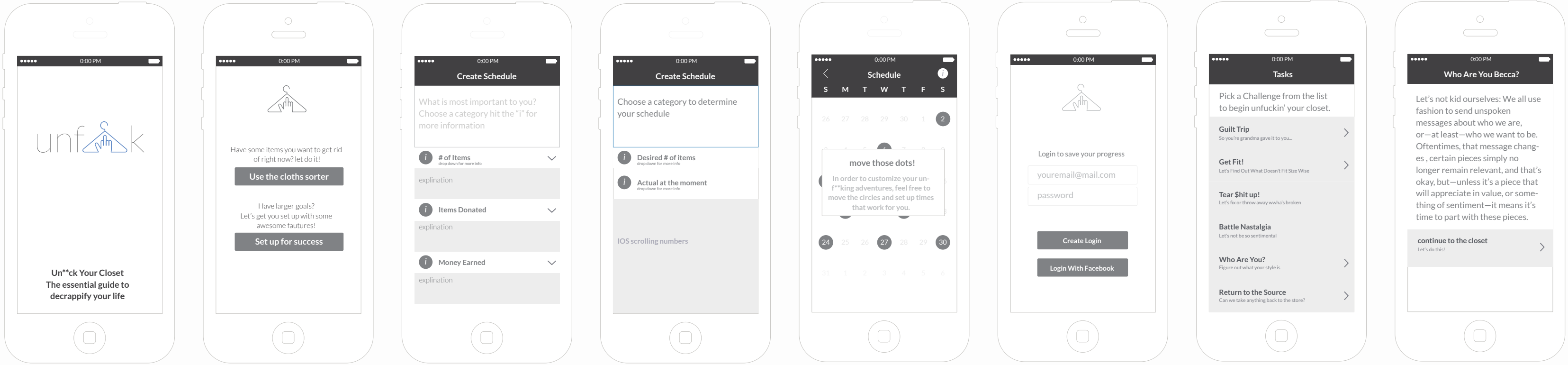
happy iconography



design iterations



user flow



Screen 1 animate upward and use a mask to draw hanger, text fades in after

Screen 2 Have some items you want to get rid of right now? let do it!
Use the cloths sorter
Have larger goals? Let's get you set up with some awesome faatures!
Set up for success

Screen 3 What is most important to you? Choose a category hit the "T" for more information
of Items
Desired # of Items
Actual at the moment
Items Donated
Money Earned
IOS scrolling numbers

Screen 4 Choose a category to determine your schedule
add time
feelings rather than numbers, correlate to a percentage.
weather?

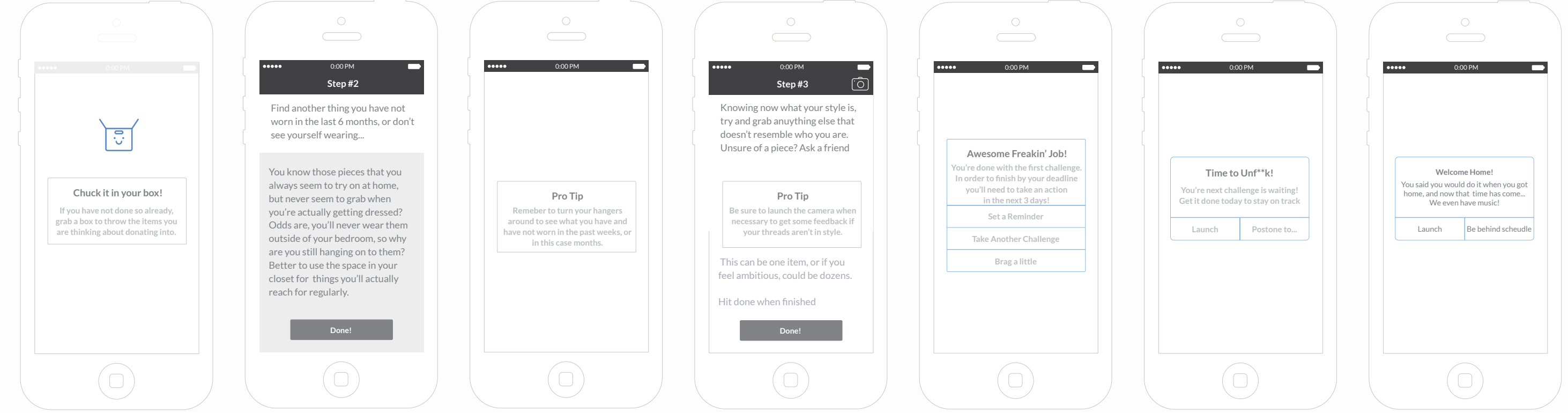
Screen 5 In order to customize your unf**king adventures, feel free to move the circles and set up times that work for you.
add to google calendar
tell them they can move the dates

Screen 6 Login to save your progress
youremail@mail.com
password
Create Login
Login With Facebook
prompt to login to save calender

Screen 6 Pick a Challenge from the list to begin unfuckin' your closet.
Guilt Trip
Get Fit!
Tear \$hit up!
Battle Nostalgia
Who Are You?
Return to the Source
they choose a challenge at their leisure

Screen 7 Who Are You Becca?
Let's not kid ourselves: We all use fashion to send unspoken messages about who we are, or—at least—who we want to be. Oftentimes, that message changes, certain pieces simply no longer remain relevant, and that's okay, but—unless it's a piece that will appreciate in value, or something of sentiment—it means it's time to part with these pieces.
continue to the closet
read about challenge

suggest a number of items for her, "reduce bo 50%"
what is the benefit in counting the items in your closet



Screen 9 Chuck it in your box!
If you have not done so already, grab a box to throw the items you are thinking about donating into.
create a physical bin

Screen 10 Find another thing you have not worn in the last 6 months, or don't see yourself wearing...
You know those pieces that you always seem to try on at home, but never seem to grab when you're actually getting dressed? Odds are, you'll never wear them outside of your bedroom, so why are you still hanging on to them? Better to use the space in your closet for things you'll actually reach for regularly.
Done!
challenge 1 continues

Screen 11 Pro Tip
Remeber to turn your hangers around to see what you have and have not worn in the past weeks, or in this case months.

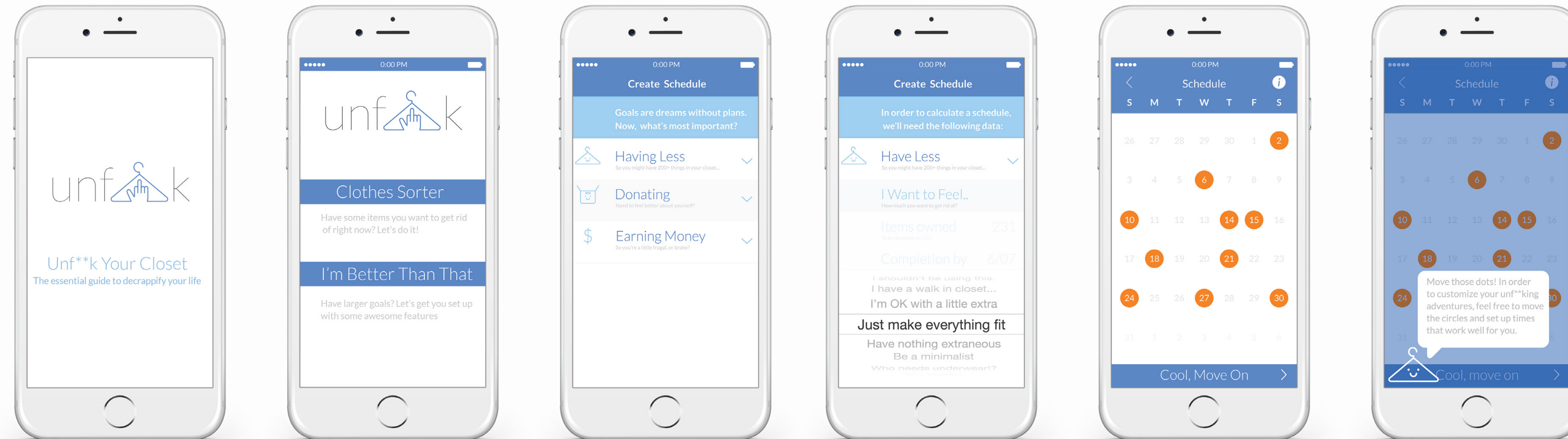
Screen 12 Step #3
Knowing now what your style is, try and grab anything else that doesn't resemble who you are. Unsure of a piece? Ask a friend
Pro Tip
Be sure to launch the camera when necessary to get some feedback if your threads aren't in style.
This can be one item, or if you feel ambitious, could be dozens.
Hit done when finished
Done!
use of camera app

Screen 13 Awesome Freakin' Job!
You're done with the first challenge. In order to finish by your deadline you'll need to take an action in the next 3 days!
Set a Reminder
Take Another Challenge
Brag a little
setting reminders, not closing out of the app.

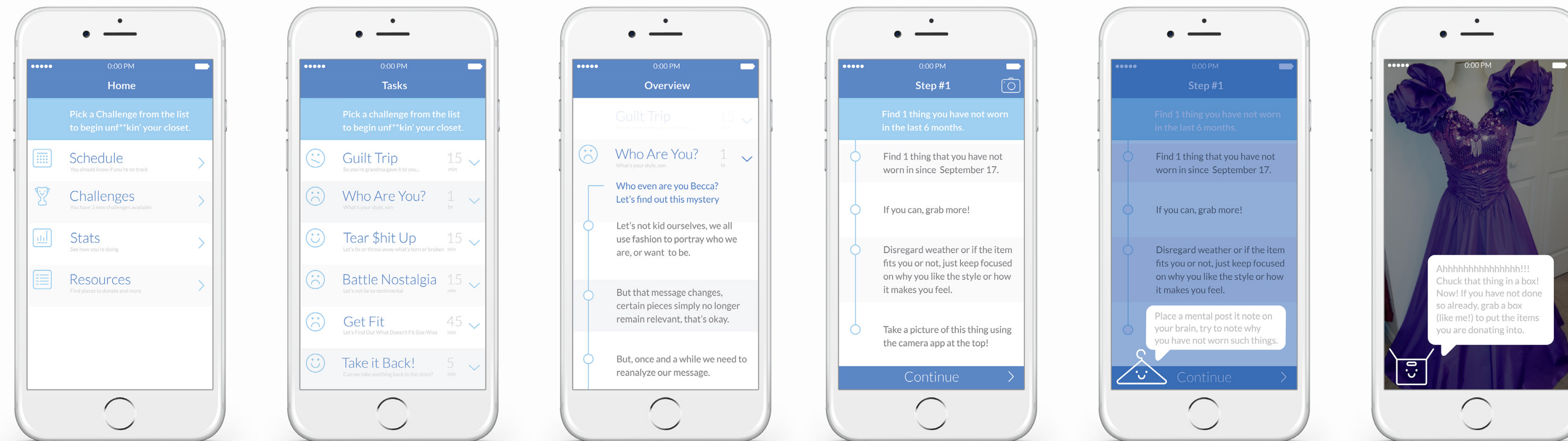
Screen 14 Time to Unf**k!
You're next challenge is waiting! Get it done today to stay on track
Launch Postone to...
a friendly reminder...

Screen 15 Welcome Home!
You said you would do it when you got home, and now that time has come... We even have music!
Launch Be behind scheudle
with location services, when she walks in the door, she gets a prompt.

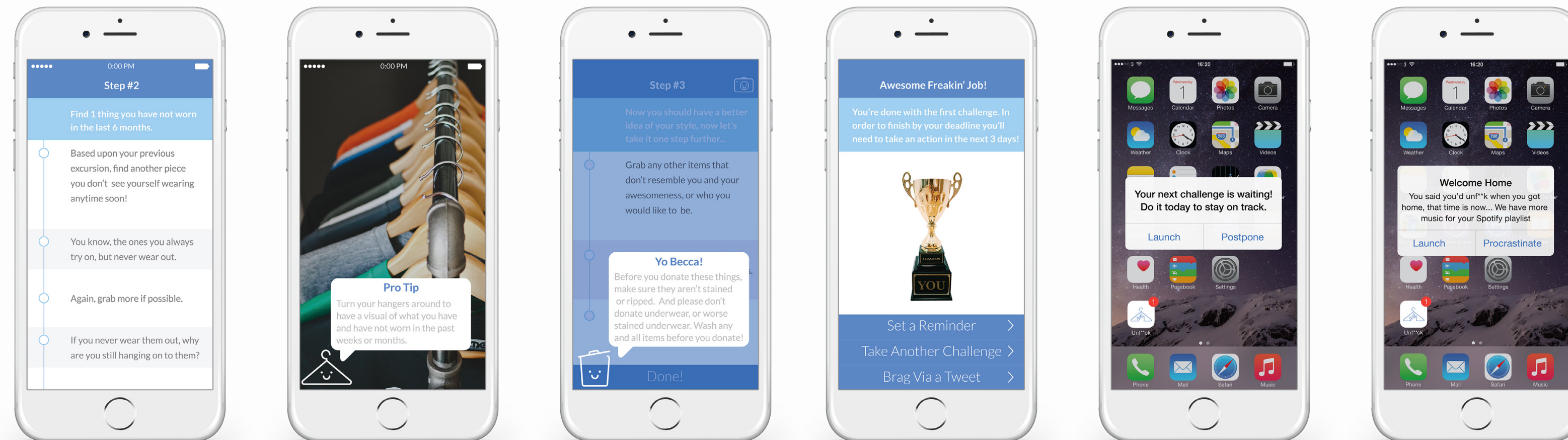
final comps



final comps



final comps



prototype



feedback?
thank you!