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The Digital Experience of Clothes Swapping: Vitalizing Physical World Interactions

Abstract – When you go through your wardrobe, have you ever come across clothes that are not in use to an extent you might have even forgotten their existence? What would you do to them? Do you keep them as it is or throw them away? Young Sri Lankans struggle to find a solution to this problem, even though they grew up in a culture enriched with the qualities of sharing. Sri Lanka has a sharing culture embedded, which does not limit to tangibles, Sri Lankans share qualities and values as well. Therefore, this project is based on the contextual circular opportunity in Sri Lanka. The project is focused on bringing up a solution, based on the domains of Interaction Design and UI/UX Design integrating with innovative technologies to solve the above-mentioned gap. The core element or the product of this project is a mobile application called “Loop Robe” which is created to overcome the barriers of getting two people with a similar styles to re-use their wardrobes. This product is developed using the IBM design thinking model which uses various methods of user research and user testing. Methods such as Qualitative interviews, Affinity mapping, User journey mapping, Body storming, storyboarding, mind mapping and brainstorming. Furthermore, the product is an outcome of multiple levels of user testing. User testing attempts were started from a card testing round with a set of sample users and the testing rounds evolved with the elevation of the prototype fidelity. The outcome of the project is the “LoopRobe” mobile application which enables people with the same style sense to swap clothes and crate outfits throughout the digital ecosystem. The project does not end with the creation of the digital product, this will create a community around this method of clothes sharing and swapping. This project is proposed as a non-profit, social responsibility project done to encourage reduction through re-using of clothing

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