Materialities in digital shoes to sustain circular fashion

RECYCLED MATERIALS

DIGITAL SHOES

SUSTAINABLE PHYSICAL SHOES

ShoeRealism is established to support circular fashion by enriching **materialities** on digital objects to foster a detachment from physical possessions and prompt circular consumption. Served as a service platform, ShoeRealism is committed to enriching user experience on product take-back in fashion and striving for an approachable way to make product take-back costless. Simultaneously, it provides a space for reflection to encourage users to achieve optimized use of resources that **sustain a circular fashion**.

Problem Space

Fashion sustainability is yet being criticized for not being far-reaching enough to tackle the problem at its roots due to the diminished customer retention rate on product take-back. We hope to pave the way for innovating an advanced circular-based service through uplifting user experience on **product take-back**.

Target Users

Low sustainable consciousness yet hedonic customer

- Strive for approachable ways to make product take-back costless
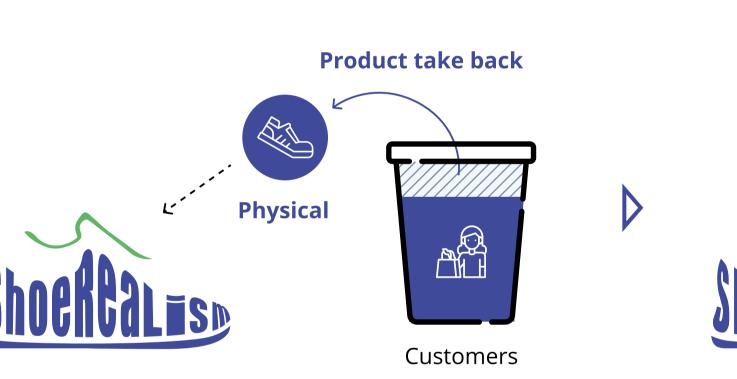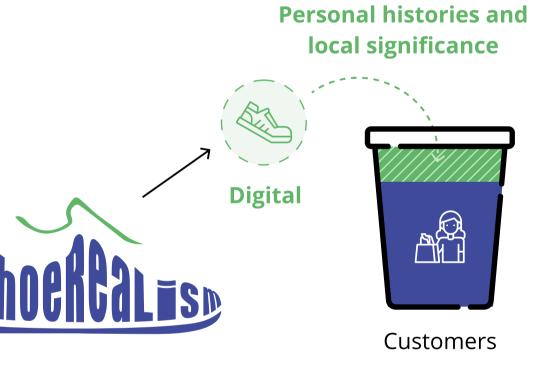- Strengthen the linkage between purchase and product take-back
- Diversify products and services to fulfill self-expression

Vision Statement

Our service envisions that enriching materialities on digital objects provides space for reflection to foster the detachment from physical possessions and prompt optimized use of resources to support product take back.

Today's memory

Ultraboost 4.0 DNA
21 Jul Sunny | 9,497 Steps | Add details
Polytechnic University

Someone is missing you
Chuck Taylor All Star
haven't met you for **3 years** !
Our memory | Recycle it

Home | Shop | Recycle | Missions | Menu

Design Concept

ShoeRealism serves as an **interactive service platform** that enriches materialities on digital shoes to foster a detachment from physical objects and prompt reflection on fashion consumption.
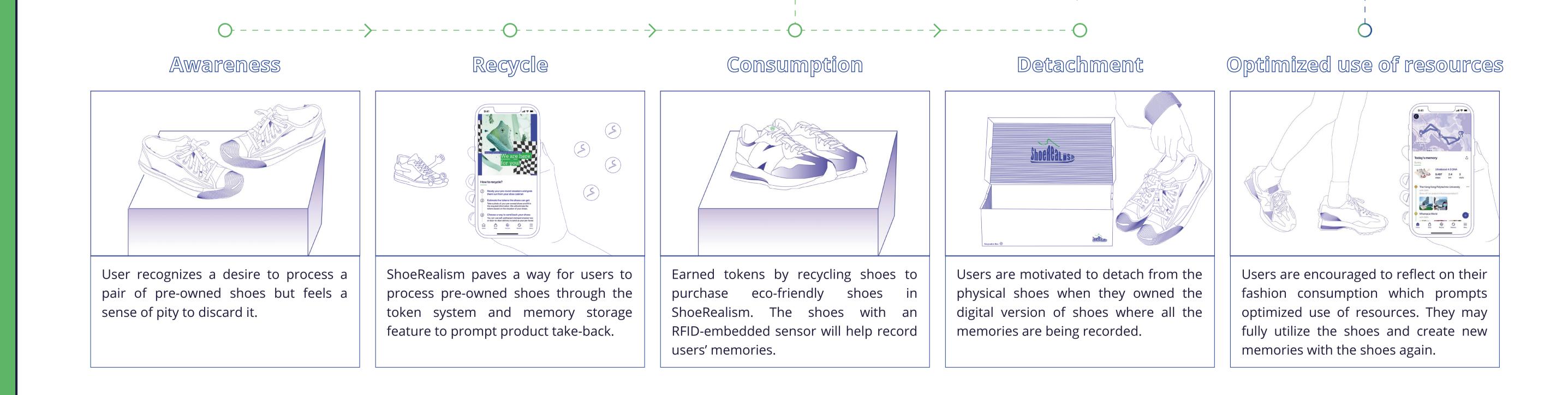
Product take back → Physical → Customers ▷ Personal histories and local significance → Digital → Customers

Motivation

An RFID-embedded sensor helps record users' activities allowing users to recall memories with the shoes. By presenting digital ownership, users are motivated to detach from their physical possessions.

Reflection

By simulating the shoe cabinet in the app, users can grab a better understanding of their consumption status to prompt optimized use of resources.

User Journey

Awareness	Recycle	Consumption	Detachment	Optimized use of reosources
User recognizes a desire to process a pair of pre-owned shoes but feels a sense of pity to discard it.	ShoeRealism paves a way for users to process pre-owned shoes through the token system and memory storage feature to prompt product take-back.	Earned tokens by recycling shoes to purchase eco-friendly shoes in ShoeRealism. The shoes with an RFID-embedded sensor will help record users' memories.	Users are motivated to detach from the physical shoes when they owned the digital version of shoes where all the memories are being recorded.	Users are encouraged to reflect on their fashion consumption which prompts optimized use of resources. They may fully utilize the shoes and create new memories with the shoes again.

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ShoeRealism

Materialities