

UXY

CONCEPT SHOWCASE

Presented by UXY

EDUCATIONAL GAME

ECO-SCORE FOR CLOTHES

UPCYCLING GAME

CONCEPTS

FUN & EDUCATIONAL GAME

PRICE TAGS AND WASH TAGS

UPCYCLING WITH BESTIES

MISSION

VISUAL

WHY DOES IT
WORK

COMBINE

MISSION

EDUCATION GAME WITH GAMIFICATION ELEMENTS

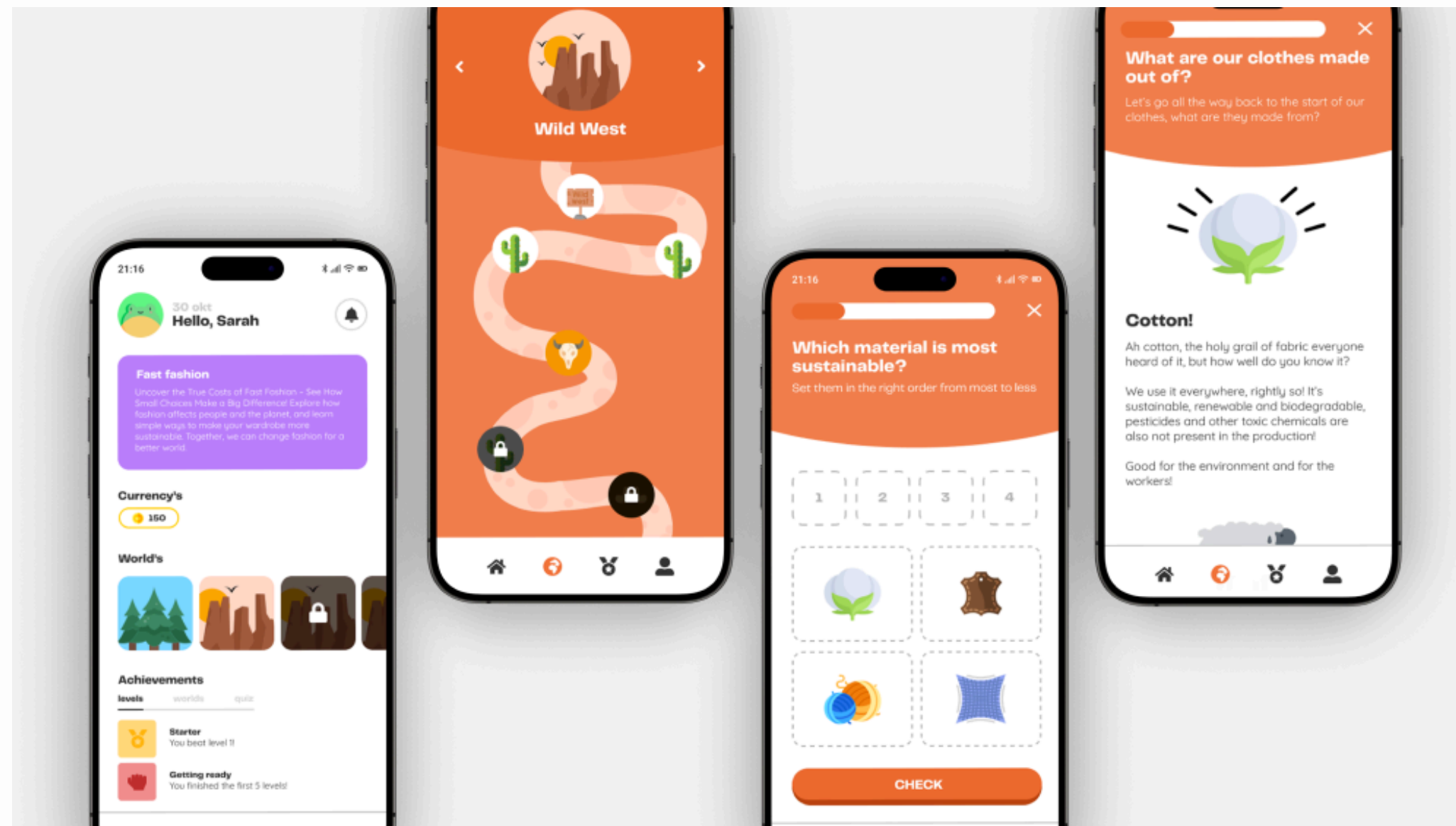
EDUCATIONAL

Out of research we found that our target audience is unaware of the environmental impact of fast fashion.

REWARDING

A game with a lot of gamification elements matches with the age of our target audience and keeps them engaged. While a ingame rewarding system encourages them to download the app.

VISUAL



You can find a link to the prototype [here](#).

WHY DOES IT WORK

REWARD SYSTEM

WHY DOWNLOAD

STYLE

MATCHES WITH TARGET
AUDIENCE

**GAMIFICATION
ELEMENTS**

TO KEEP ENGAGEMENT

**FUN WAY OF
LEARNING**

TO RAISE AWARENESS

MISSION

PRICE TAGS AND WASH TAGS

INTUITIVE

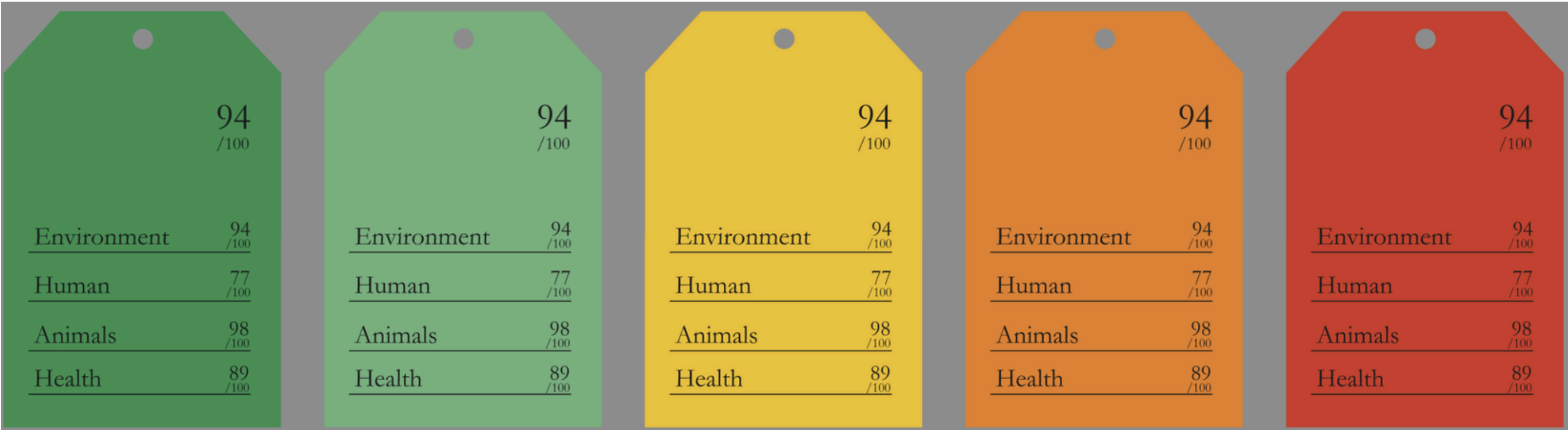
The colors of the color coded price tags are intuitive- green meaning good for the environment, animals, etc., and the red means it's bad.

EASY TO FIND

Most of us check price tags before we buy something to see if it is in our price range. We are bound to stumble upon the other side of the price tag and see the color.

VISUAL

You can find a link to the prototype [here](#).



WHY DOES IT WORK

SUSTAINABLE SHOPPING

MAKE ECO-FRIENDLY CHOICES WITHOUT NEEDING TO RESEARCH

COLOR-CODED SIMPLICITY

COMMUNICATE PRODUCT'S ENVIRONMENTAL IMPACT

INSTANT RECOGNITION

COLORS DELIVER A CLEAR MESSAGE AT A GLANCE

INFORMATIVE

RAISES AWARENESS ABOUT SUSTAINABILITY

MISSION

EDUCATION
BROWSER GAME
ACCOMPANIED
BY A STORY

EDUCATIONAL

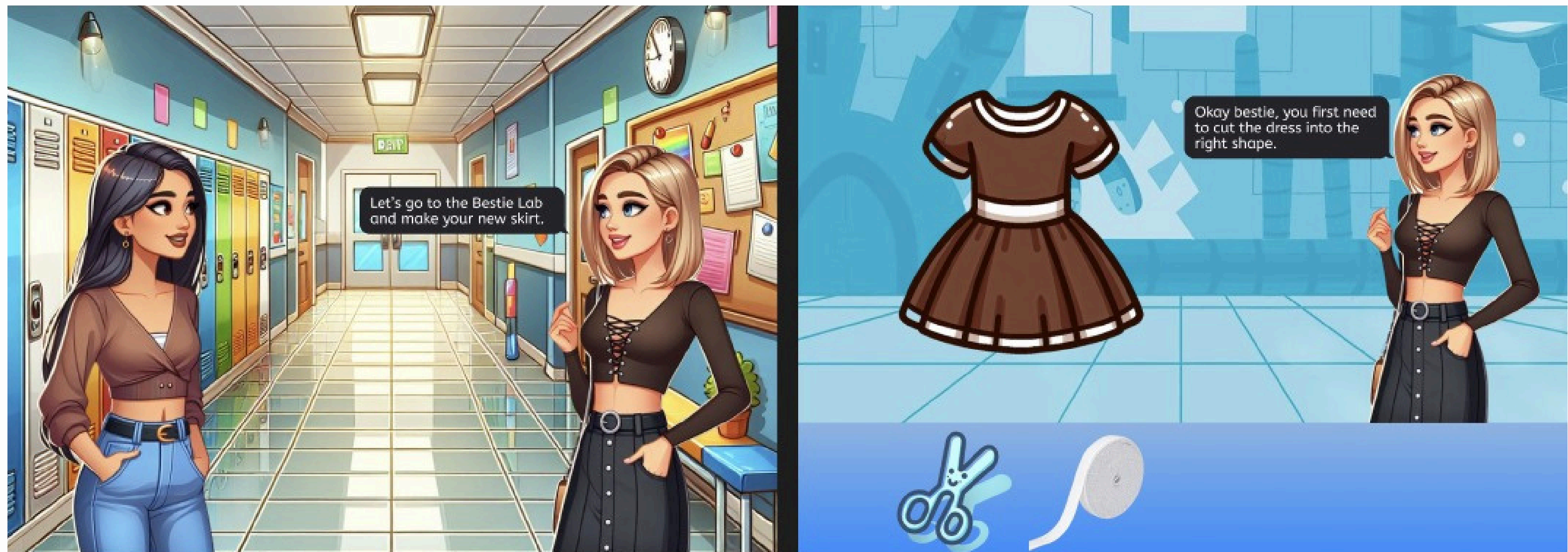
This interactive experience is designed to teach the target audience how to upcycle in an engaging and entertaining way.

ACCESSIBLE

Since it's a free online browser game, everyone has the opportunity to play.

VISUAL

You can find a link to the prototype [here](#).



WHY DOES IT WORK

INTERACTIVE LEARNING

SHOWCASES THE UPCYCLE PROCCES IN AN EASY AND FUN WAY

NOSTALGIC STYLE

RESEMBLING OLDER GAMES THEY MAY HAVE PLAYED, LIKE EPISODES, IT GIVES USERS A NOSTALGIC EXPERIENCE.

STORIES THAT WORK IN OTHER MEDIA FORMS

INSPIRED BY PLOT POINTS SIMILAR TO THOSE IN POPULAR SHOWS LIKE EUPHORIA OR RIVERDALE.

ACCESSIBILITY

IT'S ACCESSIBLE TO EVERYONE AS A FREE ONLINE BROWSER GAME.

SPECIALIZED TARGET AUDIENCE

GEARED TOWARD YOUNG GIRLS, AS STRAIGHT BOYS ARE LESS LIKELY TO JUMP ON THE UPCYCLING TREND.

BARBIE EFFECT

USING THE PSEUDONYM "BESTIE" INSTEAD OF A GENERIC NAME CREATES A MORE IMMERSIVE EXPERIENCE, MAKING GIRLS FEEL PERSONALLY CONNECTED AND ENGAGED.

MEME POTENTIAL

IT HAS A QUIRKY, NONSENSICAL HUMOR STYLE, SIMILAR TO THE POPULAR "BRAIN ROT" MEMES THAT ARE CURRENTLY TRENDING ON TIKTOK.

COMBINE

EDUCATION GAME

The game is changable in various ways, where the gamefication can be applied as a story or a educational thing, where people can read about fast fashion and how they can take part of no fast fashion.

NUTRI SCORE/WASH TAG

Applying a QR on the nutri-score/wash tag that leads to a app, where people can see a story/education information about that piece of clothing. We could also apply a vinted like element, where u can scan your tag and put your item on the app and sell them and buy others. And people share they experiences and it automatically encourages our target audience to take part of it.

THANK YOU FOR YOUR ATTENTION

ANY QUESTIONS?

