

UPCYCLING WITH BESTIE

Presented by UXY

FINAL PRESENTATION

TABLE OF CONTENTS

INTRODUCTION

PROBLEM

SOLUTION

TARGET GROUP

DESIGN PROCESS

DEMO

FUTURE PLANS

QUESTIONS

INTRODUCTION

WHY PLAY UPCYCLING WITH BESTIES?

Upcycling with Besties is an informative and interactive upcycling game which will teach our users how to upcycle in a simple and fun way.

CORRELATION BETWEEN FAST FASHION

Upcycling with Besties promotes upcycling and sustainable fashion. This will have an indirect effect on the popularity of fast fashion. Since sustainability will become more popular, fast fashion will automatically become less popular.



PROBLEM

TO MUCH FAST FASHION

NOT AWARE OF ENVIROMENTAL IMPACT

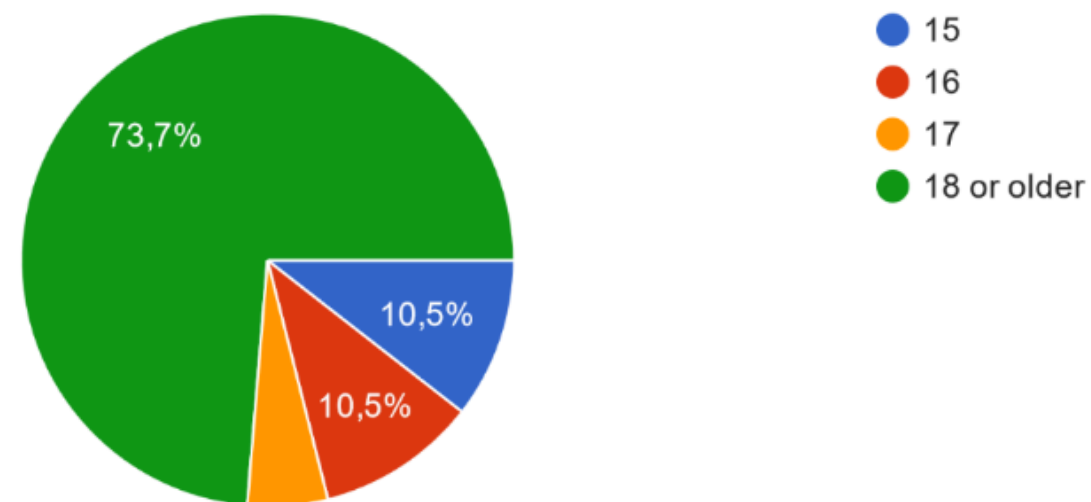
BUGET FRIENDLY ALTERNATIVES

SOLUTION



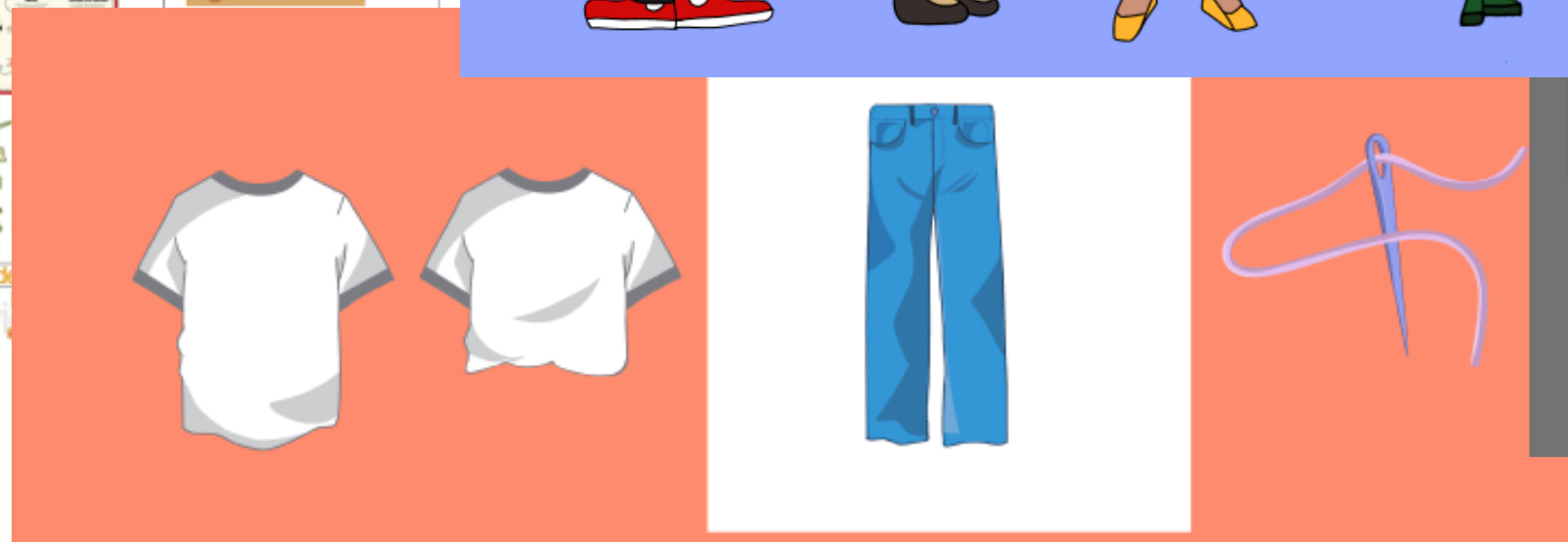
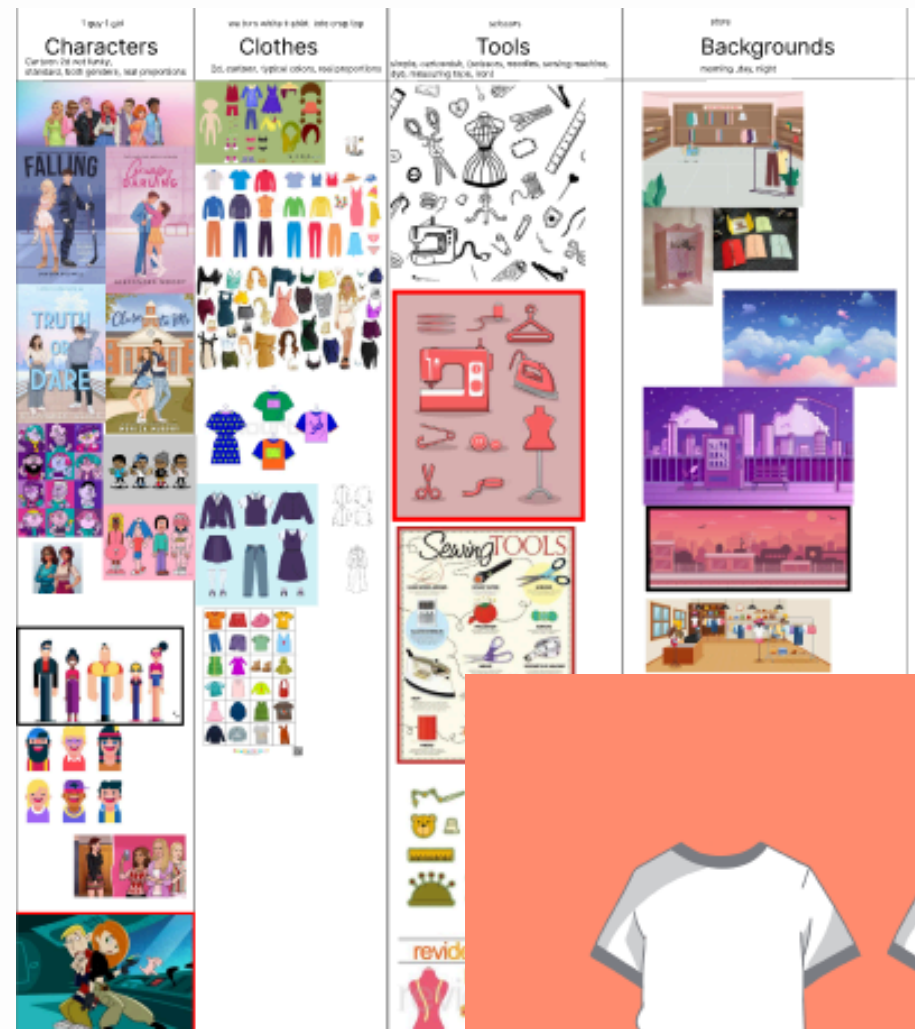
TARGET GROUP

What's your age?
19 antwoorden



Out of research is we discovered that the
actual target audience is not 15-17,
but 15-24

DESIGN PROCESS



DEMO TIME!

FUTURE PLANS

ONE TIME EVENT



MORE CONTENT LIKE
LEVELS OR STATIONS



CREATIVE SANDBOX
MODE

ONLINE EVENT



USER PROFILE WITH
BADGES, LEVEL AND
SCORES

**THANK YOU
FOR YOUR
ATTENTION**

ANY QUESTIONS?

