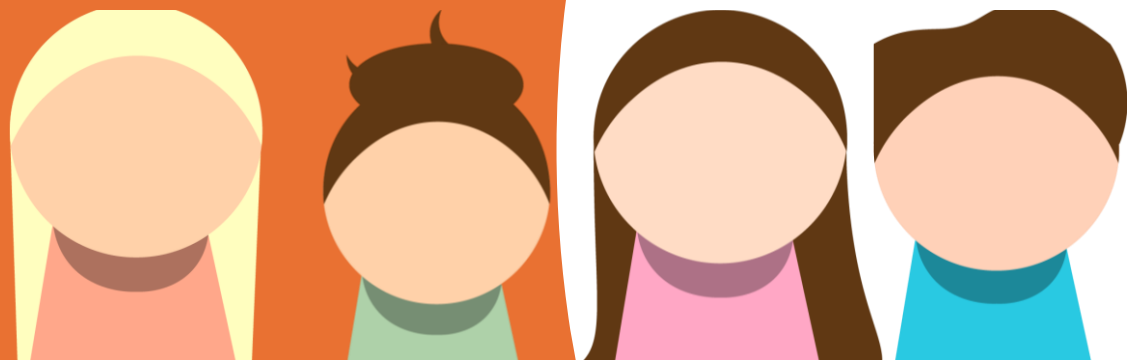# Clothes Swap

Design and Implementation

Research conducted by: Benjamin Cook, Emma Wood, Julia Gil and Holly Albert

Evaluation and Production

With our data gathering and idealization phase complete, we move to development stage. To effectively create good advertisement digital artefacts, we must first evaluate and create a checklist of what is needed for success.

Checklist:

- Assists Students (Helpful Service)
- Students' awareness to the service
- Offers Common Clothing
- Frequency of The Service
- Location of Advertisements

We decided as a group to do a "Goal-Based" Evaluation before fully developing our digital Artefacts, with our goal being:

"Create effective advertisement materials which check all our stakeholders' requirements"
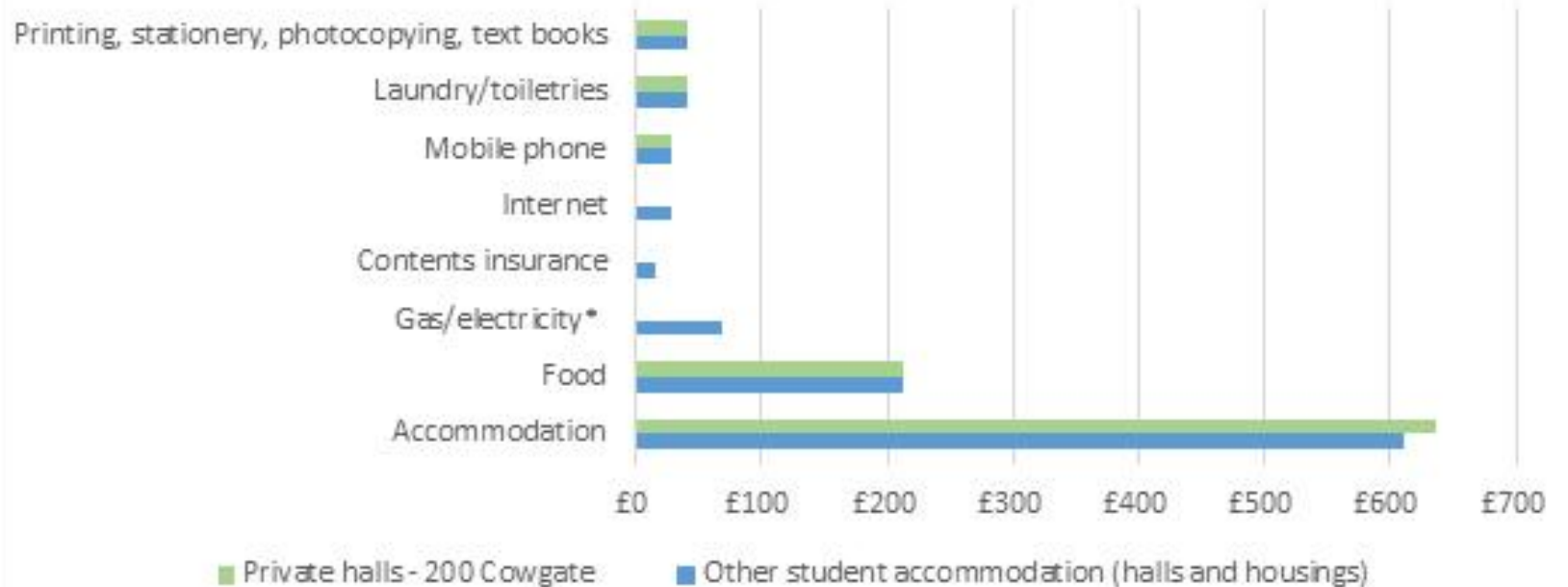
Rationale

With the rising cost of living and the inflation of products, Many students may find themselves struggling to afford new clothing. We decided to research a service that could be a game changer for said students, breathing new life into the clothes swap at Napier.

The objective of our project provide additional services offered by the university long term for students living with financial struggles. Our envisioned clothes swap would provide daily support to students, offering donated clothes up for trade in exchange for their unused clothes.

Data Backing Rationale

Comparison of private halls (200 Cowgate) vs other student accommodation & living costs in Edinburgh - monthly averages

Below is a research conducted by the "Student Association" in response to the rent price increase:

Data Backing Rationale

"A response to the 8% increase in University of Edinburgh rent for 2024/25
The University has confirmed that rents in its student accommodation will increase by up to 8% in the next academic year.

Given the challenges of the Cost-of-Living Crisis and the lack of available and affordable student housing, this is yet another decision that demonstrates the University's refusal to prioritize students' welfare.

The choice to increase rents by roughly double the rate of inflation — made despite continuous lobbying by us, your Sabbatical Officers — is extremely disappointing, particularly as students are disproportionately affected by the Cost of Living Crisis:"

- **"75% of student respondents fell below the UK poverty line** after housing costs "
- "The average student pays **over £600 a month in rent** "

https://www.eusa.ed.ac.uk/news/article/RentIncreaseResponse2024
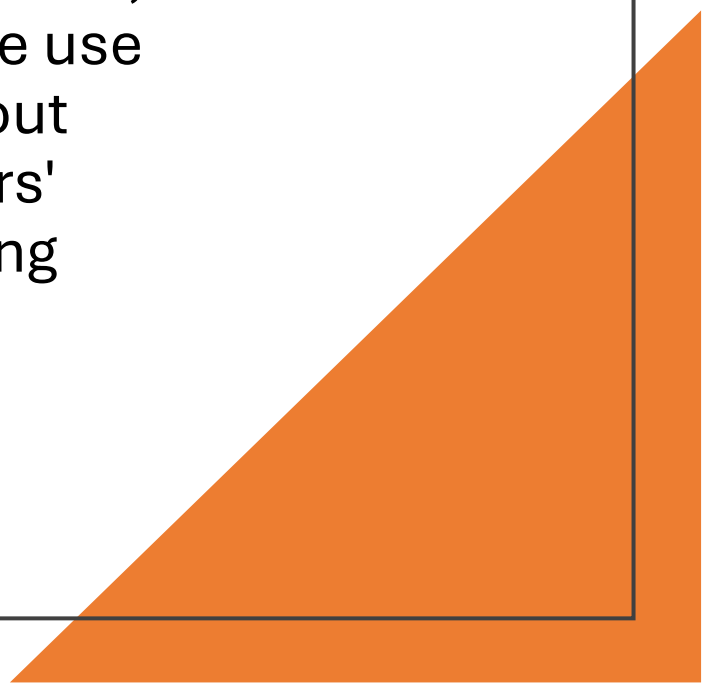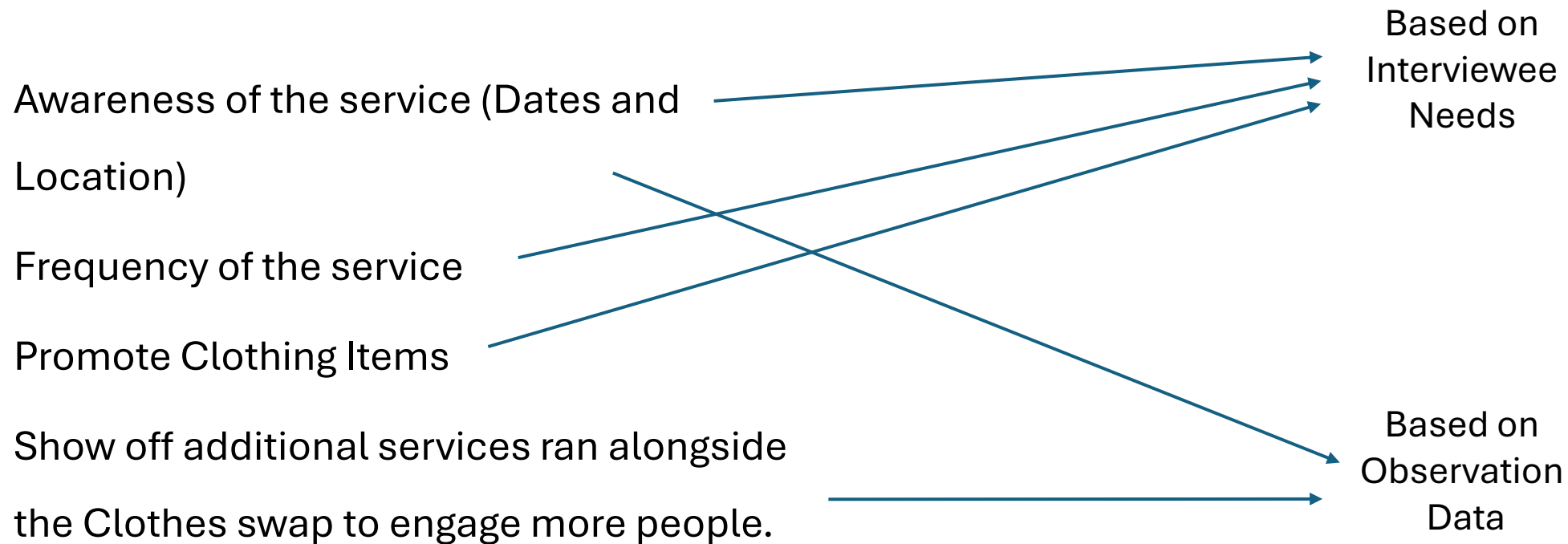
Assists Students (Helpful Service) ✓

Our Idea!

As a group, using our insights and lists of user requirements, we produced a list of ideas to help improve/promote the use of the clothes swap service. Out of this list, one stood out among the rest in in terms of relevance to our customers' needs and ability to improve the clothes swap. This being an "Advertisement Campaign".

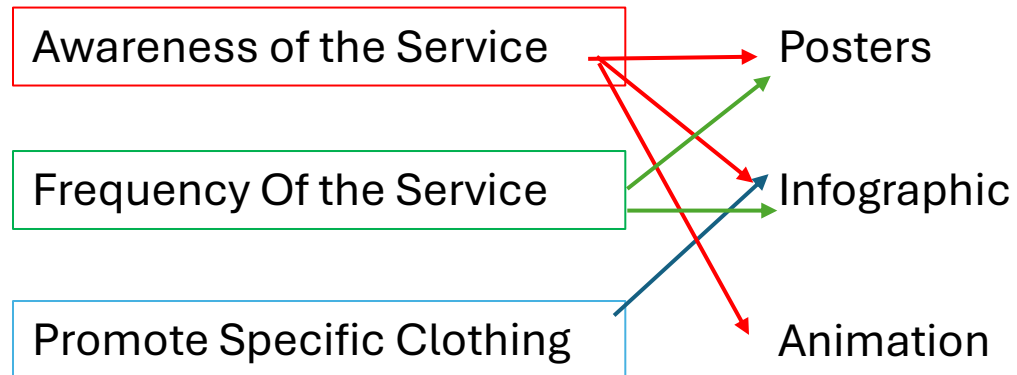# Idea's Relevance

Based on Interviewee Needs

Awareness of the service (Dates and Location)

Frequency of the service

Promote Clothing Items

Show off additional services ran alongside the Clothes swap to engage more people.

Based on Observation Data

Idea's Relevance (Interview)

During the Interview, we learned that our interviewee's had no idea that the University offered a clothes swap service to the students. As we told them more about the service, they became a bit disinterested due to the lack of options, schedule and information of the service. Fixing these problems became our main mission with this project.

Awareness of the Service

Frequency Of the Service

Promote Specific Clothing
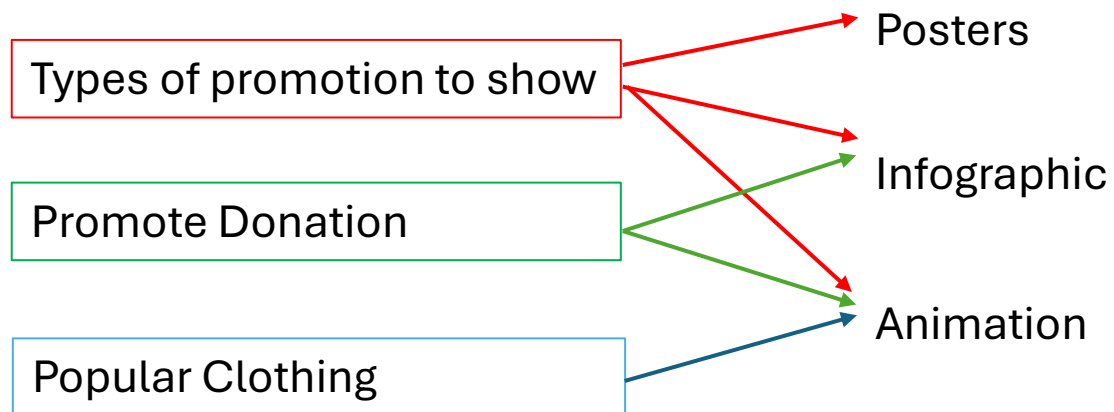
Posters

Infographic

Animation

Out of our idea's, these seemed like the most realistic and easily implemented. Posters would be put up on notice boards and walls. The infographic we though would be best on the monitors around campus, and since its digital, we decided to incorporate animation to make it more engaging.

Frequency and Student Awareness ✓
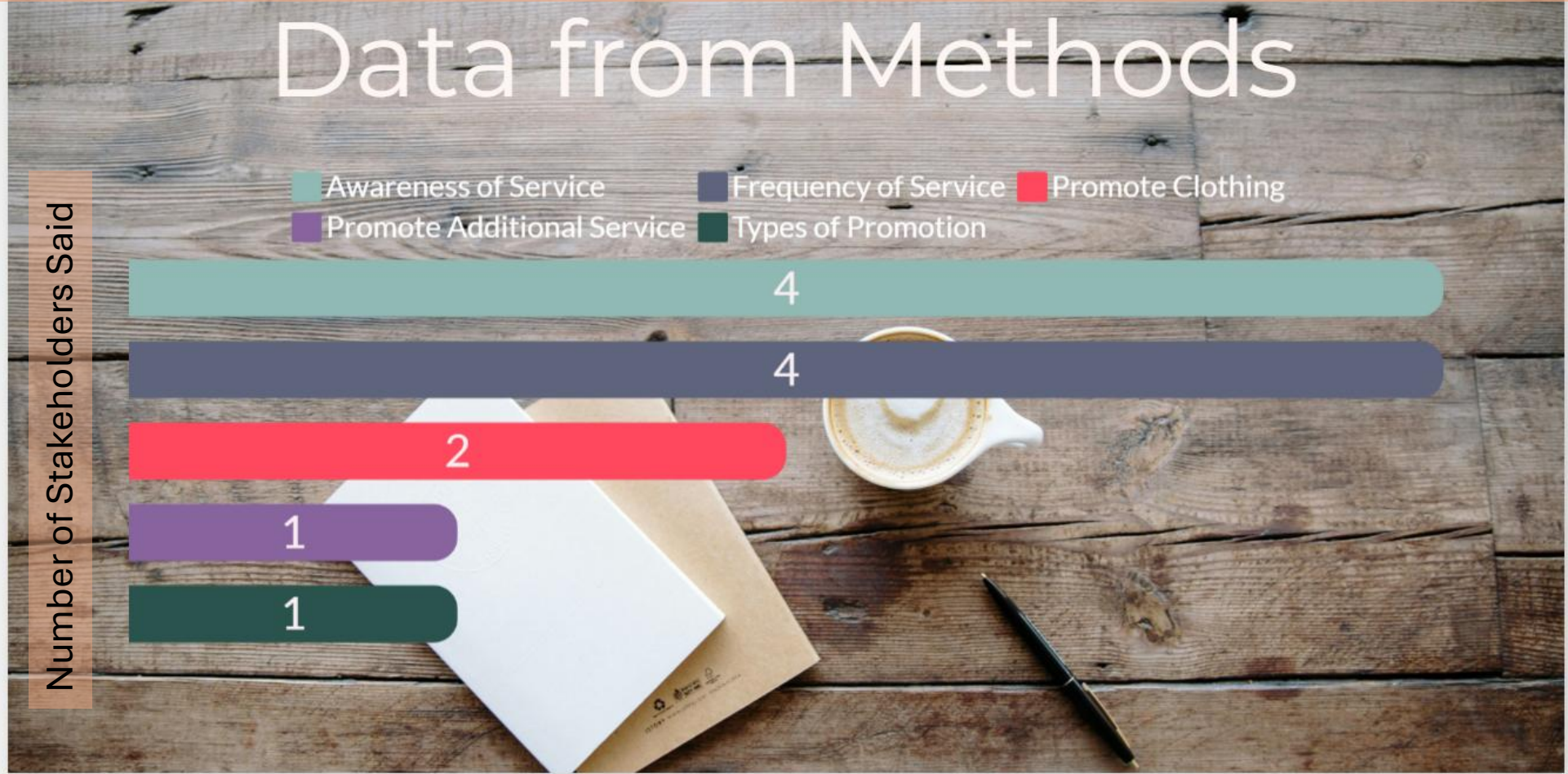
Idea's Relevance (Observation)

During the observation, we wanted to see just how many people use a clothes swap, how it's advertised and some of the clothing types people generally go for. Our idea takes a slice of the data gathered from this method. This being the Donation aspect and the popular clothing types, along with how the store promotes its clothes swap.

Posters

Types of promotion to show

Infographic

Promote Donation

Animation

Popular Clothing

This data gave us a basis for how we should structure our posters and what kind of information we should contain on it. For the motion graphic, we decided to use the popular clothing items to show potential users that we trade those items.

Promote Common clothing and Additional Services ✓

Which data would be the most impactful to build on to suit our stakeholders?

Data from Methods

Number of Stakeholders Said

- Awareness of Service
- Promote Additional Service
- Frequency of Service
- Types of Promotion
- Promote Clothing

Awareness of Service: 4
Frequency of Service: 4
Promote Clothing: 2
Promote Additional Service: 1
Types of Promotion: 1

This helps us figure out which design choices we should make for our graphics. For example, the majority said they would like "Awareness" which means showing times, dates and locations on our posters over other information like Clothing.
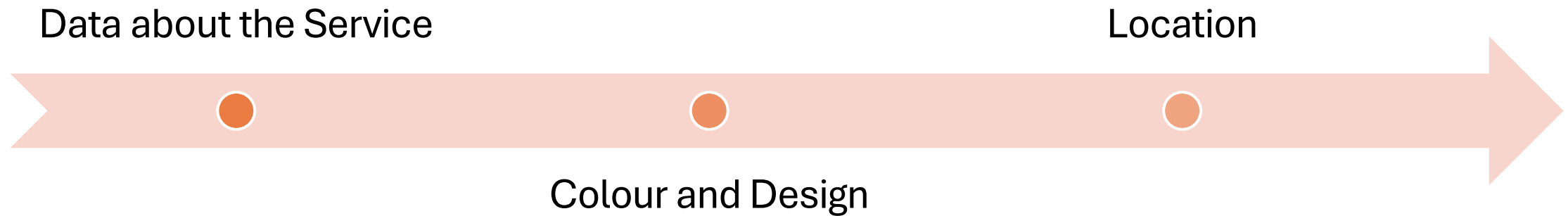
Idea Review with Stakeholders

Building upon the Stakeholder meeting

For our posters to be effective, it's was re-iterated that we must be mindful of colour and design. This being the decider on what makes a good poster. Location is something that our stakeholders mentioned, like they are less likely to stop and look at it if they are located on high traffic areas such as the staircase, and so, put in locations that aren't like the notice board.

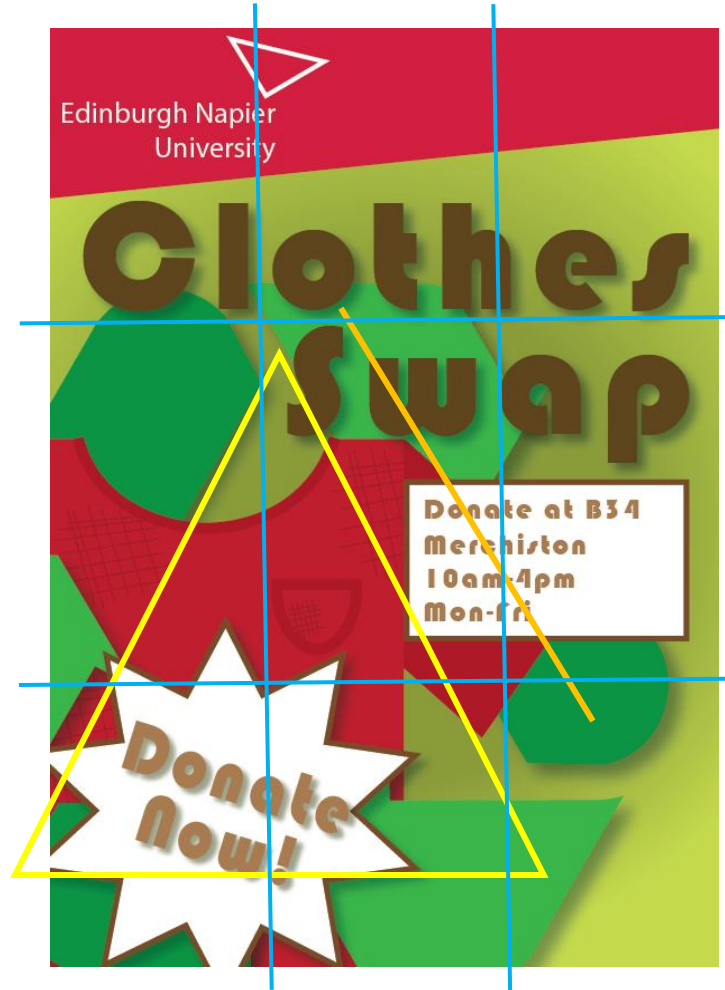With this Feedback, we made sure that our advertisement's passed this process

Data about the Service

Location

Colour and Design

Design #1 (Poster 1) Considerations

Composition

In the poster, leading lines are used in the form of the recycle symbol to draw the viewer's eye from the title, 'Clothes Swap', to the box informing them of where to donate their clothes and then to the 'Donate Now!' box. The triangular shape of the symbol also points the viewer up from the bottom of the page to the top again.

Typography and Text

Title text was aligned to the right of the page so that it wouldn't overlap very much with the t-shirt and recycle symbol that are positioned on the left side of the page. The same font is also used consistently used throughout the main part of the poster and all of the text is brown, though a darker shade of brown was used for both the title and the text box outlines in order to make them stand out from the background.

Colour

Green and brown were used as the main colour of the poster because of the connection they have to recycling and other eco-friendly endeavors. In order to create some contrast and make the t-shirt stand out from the poster, red was chosen as the colour of the t-shirt because it is on the opposite side of the colour wheel from the colour green.

Users

This poster is designed to appeal to students of Edinburgh Napier University who would prefer to recycle the clothes that they no longer wear by swapping their old clothes for different clothes that other students no longer want or need.

Design #1 (Poster 2) Considerations

Composition

In the poster I wanted the leading lines to follow down the poster. From the 'Swap not Shop' down to the bottom text. I wanted to keep the composition cleaner but using a center rule from the rule of thirds but also going slightly to the left. Also creating a triangle on the text to the clothes

Typography and Text

For type font I wanted to keep the text on the simpler side. The 'Clothing Swap' is to be made to have a fun text to draw people in and then for the 'Swap Not Swap' it's meant to be bolder and stand out more so the viewer sees it better

Colour

blue is more of a calmer colour paired with the contradictory colours from the orange to make the poster pop a little more and make the viewer see the importance of a clothing swap. The 'Swap' being against a different colour making it stand out more.

Users

This poster is directed towards students at Napier who are interesting in clothing swaps or don't realize that there are options towards recycling clothing and being sustainable

Design #1 (Poster 3) Considerations

Composition

The focal point of the poster was made to be the person facing the viewer, filling up most of the screen to surround the information and make it stand out. The text is mostly arranged in a straight line reading from top to bottom. The eye is subtly lead to the start of the drawing, (being the head) framed by the hair which rests against the shoulders, then leading the eye down to the patch on the sweater which gives the viewer an idea of what the poster is about, then to the patch on the left which clearly states now what the poster is about, and lastly, back to the middle where the important details about the event are written.

Typography and Text

The information has been handwritten to add a cozy, casual feeling to the poster instead of the usual cold and corporative style. This could put the viewer at ease and make them more comfortable with giving the event a chance, due to its informal and welcoming appearance.

Colour

The graphic's main colour scheme remains composed of primarily reds. Lighter red is used to highlight the important information on the page, which includes: the location of where the event would be taking place, as well as which days students could participate. This has been done to make the information more overt, and therefore more memorable at first quick glance. Red has also been used as a main colour due to its bold properties, as it is one of the most visible colours to the human eye. Therefore, it would naturally make the poster stand out against its surroundings. Red is also the colour of Napier University's symbol, which has been used for association.

Users

This poster has been designed with an emphasis on kindness that donating clothes may bring. It not only reduces wastefulness, but also makes sure that still wearable clothes can be used by others, which creates a helpful system that the students in need may safely fall upon when needed.
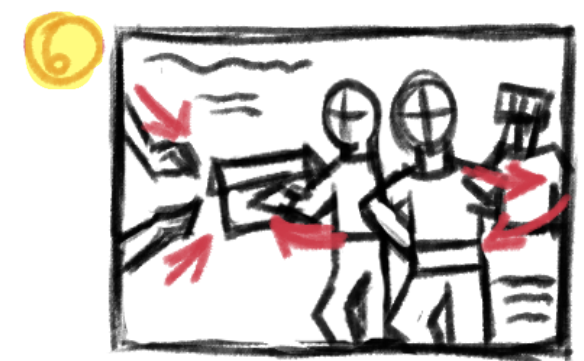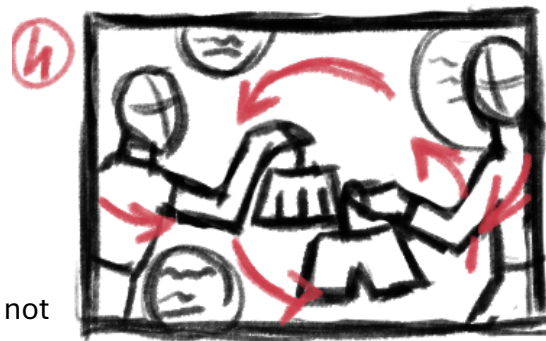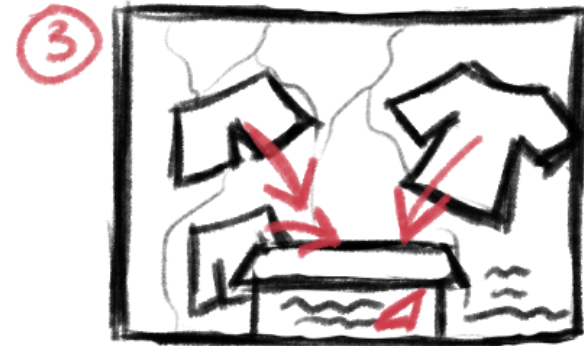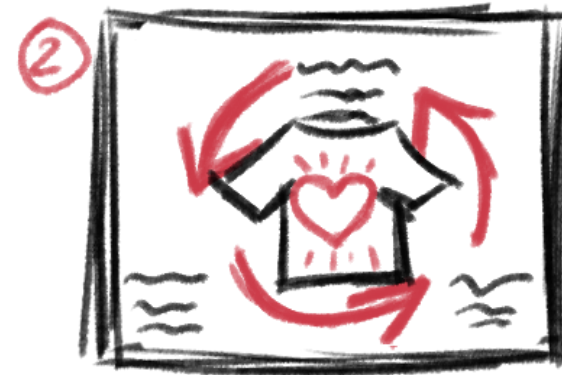
Design #2 (Motion Graphic) Considerations

The focal point of each motion graphic are the **clothes** as well as the **recycling arrows.** This was done as to give the viewer a straight to the point idea of what the information will be regarding to.

After taking the feedback from the Stakeholder's meeting into account, idea **(5)** and **(6)** have been selected to go through further development as they fit with the criteria of; showcasing what the service is, as well as how it interacted with by the users.

Listening to the feedback, it can be noted that what makes an advertisement stand out against the others is the use of colours and interesting movement. These aspects have been applied and adjusted until satisfaction, finalizing into two infographics designed to be viewed on the university's tv screen, as well as on social media.

Use of Information
To keep the vision clear and information concise as to not tire the eyes or bore the viewer, only the important aspects of the service were included. These are as follows; the name of the service, location of the service, the days it would be happening on as well as the times it would be available, and lastly how it is a Napier based service.

(Red lines showcasing movement.)

(Colour scheme) Napier themed, bold, consistent colour swap, easy to view, stands out more.

(Colour scheme) Fun themed, playful, eye catching, prompts to look at it more due to more constant colour changes.
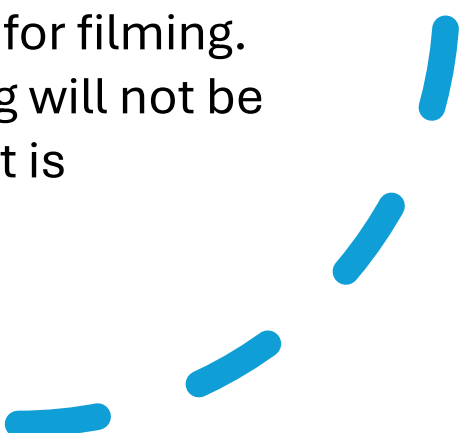
Ethics

We must still be mindful about using the information collected from our methods, as well as from our recent stakeholder re meet. With this, data used on our digital artefacts will only use what was said or discussed, rather than "Who said this" or "He Did This". This being including options open to the public via request from stakeholders, rather than "Because *They* said this, a donation service is now available".

Also, when developing the video, sensitive information/locations will be avoided for filming. Also, students and staff in the building will not be caught in footage unless their consent is granted.

Implementation #1

Use of Poster 1

Poster One will be used to catch eyes with its popping colours and giving information on the location of the swap and its donation feature.

Use of Poster 2

Poster 2 will be about swapping clothes and highlight the existence of the clothes swapping ability at the campus. While also being eye catchy and appealing.

Implementation #1

Use of Poster 3

Poster Three is more about highlighting our mission to repurpose clothes, giving them a new home for the benefit of both the student and the environment.

Implementation #2

(1)

(2)

<u>Use of Motion Infographic</u>
Large infographics such as **(1)** will predominantly be showcased with the use of university's tvs. This is because the infographic can be easily viewed and read due to its size and big font, even from a distance. Smaller ones such as **(2)** would be showcased in Napier University's social media, in this case, sized to fit the Instagram post format, (1080 x 1080 px.) **To be noted,** due to the ability to resize the infographics, **(2)** could be used interchangeably with tvs as well.

Showcase Video

Conclusion

With this advertisement and the changes made to the clothes swap, we hope that more students come to know and take advantage of the clothes swap at Napier. With the rising cost of living, we hope this service makes an impact in people's livelihood.

As for our goal, after reviewing all our digital Artefacts and considering the checklist in each, we believe we hit the nail in the wall and created a vision our stakeholder had of what the service advertisement should be and how the service should benefit them.

Checklist:

- Assists Students (Helpful Service)
- Students' awareness to the service
- Offers Common Clothing
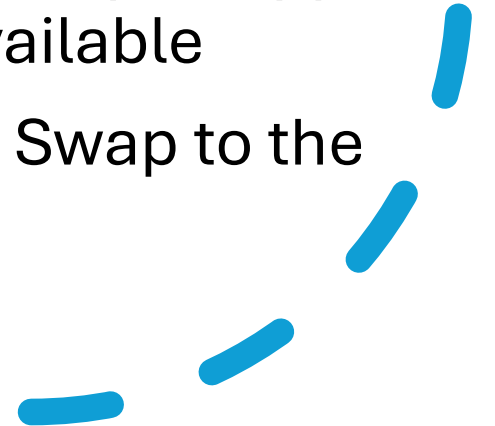- Frequency of The Service
- Location of Advertisements

Future of the Clothes Swap

While producing strategies to help improve the Clothes Swap, we also came up with several ideas that can be used for future improvement, such as:

- Running the Clothes Swap more often

- Moving the page location on the ENSA website to somewhere more visible as it is currently only mentioned on the 'Discounts and Saving Tips' page

- Add Clothes Swap section to myNapier app to show the clothes currently available

- Open and advertise the Clothes Swap to the general public

References

- https://www.universalstudentliving.com/blog/cost-living-edinburgh-student