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Developing an Interactive Service that Helps Consumers to Donate Clothes to Charity

The fast fashion industry is constantly growing. People are buying and throwing away clothes at a faster rate than ever, which results in several million tonnes of garments ending up in landfills each year. This trend shows no signs of slowing down, and the worldwide textile industry is in need of an overhaul. The issue can be tackled by either reducing the amount of clothes that are produced, or by better managing the clothes that already exist. We have focused on the latter, by developing an interactive service that simplifies the process of donating clothes to charity.

PassOnLine is a service that connects e-retailers, consumers and charitable organizations with the purpose of increasing circularity in the fashion industry. It offers consumers the ability to donate clothes to a charitable organization in conjunction with purchasing new clothes from an e-retailer. The intention is for the consumer to reuse the packaging of their newly purchased clothes to make their donation, and to then ship their donation to a charitable organization. Our work is centered around the interface that consumers interact with, which facilitates the donation process and motivates them to make charitable donations.
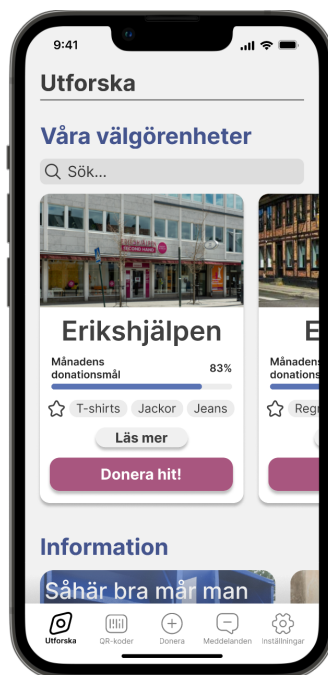
For the development process, the Double Diamond method was used as a general framework and a user centered approach was adopted. Our goal was to develop a prototype that facilitates the donation process as well as conducting research on how to motivate users to donate clothes to charity. The prototype we have developed allows the user to register their donation by choosing what charity to donate to, as well as what package to use for the donation. The application then provides the user with a QR-code that serves as a digital shipping label, and can be used to ship their donation at a nearby post office agent. When their donation has arrived at the charitable organization, the user is presented with feedback that informs them of the impact they are making. Furthermore, the application features an explore page containing information about the charities and their work, the textile industry and how the different functions of the application work.

Implementation of PassOnLine would not only contribute to a reduction of textile waste, but also increase the number of charitable donations of clothes; a win-win situation. By connecting the service to established e-retailers we can further contribute to circularity in the fashion industry.