Major Project Report

Introduction

This report documents the development of Rewear Fashion (https://rewear.fashion/index.php), a user-friendly and interactive website designed to help Gen Z transition from fast fashion to sustainable alternatives. The project aims to combine educational content with practical tools to help bridge the gap between consumers' intentions and behaviour regarding fast fashion.

The report follows the phased structure outlined on the 'Major Project' Moodle page, which covers the following:

- **Phase 1** - Concept Development
- **Phase 2** - Planning
- **Phase 3** - Prototype
- **Phase 4** - Implementation
- **Phase 5** - Analysis
- **Phase 6** – Reflection

Each phase will build on the previous one and will go through the decision-making and evolution of the project from concept to live website.

Phase 1 - Concept Development

Project Creation and Personal Motivation

The idea for this project stemmed from a personal and academic interest in the 'intention-behaviour gap', which describes a situation where a person's intentions do not match their actions, also known as cognitive dissonance (Festinger, 1957). I previously investigated cognitive dissonance among Gen Z in my undergraduate dissertation, focusing on luxury counterfeit goods. However, this time I aimed to shift the focus to the disconnect between consumer intentions and behaviour regarding fast fashion, as highlighted by recent research (Herron, 2023; Sheffield Hallam University, 2024; ThredUp, 2022). The findings from my undergraduate dissertation laid the foundation for understanding how consumers reconcile the gap between their beliefs and their purchasing actions.

The Problem: Intention-Behaviour Gap in Sustainable Fashion

Gen Z has been recognised as one of the most environmentally conscious generations, with journalists calling them 'the sustainability generation' (Petro, 2021).

As a member of Gen Z myself, I am aware of the issues related to fast fashion; however, like many of my peers, I still buy it and find it difficult to begin my journey towards sustainable fashion. This personal experience highlights the gap between intention and behaviour that I aim to address with my site. This cognitive dissonance regarding fast fashion is well-documented among Gen Z consumers.

Studies by Herron (2023), Sheffield Hallam University (2024), and ThredUp (2022) confirm that, while Gen Z displays strong awareness of environmental and ethical issues, this awareness rarely leads to sustained behavioural change. According to Sheffield Hallam University's (2024) study, price, lack of knowledge, and accessibility are the three primary barriers preventing Gen Z from shopping sustainably. These findings suggest that the issue is not a lack of concern but rather a lack of accessible ways to turn concern into action.

Analysis of Existing Web Landscape

To understand the current landscape of sustainable fashion education and identify opportunities for differentiation, I conducted a detailed analysis of one non-cognate website, one cognate website, and a competitor site. This analysis uncovered patterns in how existing platforms approach education, their strengths and limitations, and areas for innovation.

Non-cognate Website: Khan Academy

Overview

Khan Academy (https://www.khanacademy.org/) is an educational platform that offers free, structured learning across a wide range of subjects. Founded in 2008, it's widely recognised for its concise explanations, straightforward navigation, and progression pathways.

Strengths

The platform's strength lies in its structured learning environment and progression model. The lessons are organised into manageable units, supported by quizzes and dashboards that help users monitor their understanding of the topics. This creates a clear, motivating educational journey that supports users of all learning levels.

Limitations

Despite these strengths, the site's approach has certain limitations when used for lifestyle or behaviour change. The platform adopts a neutral, academic tone, which suits its content. However, when applied to a site like Rewear Fashion, this tone diminishes emotional engagement, making it difficult for users to connect their identity and

meaning to what they are learning. While the platform's focus on academic mastery rather than personal transformation is practical for its purpose, it does not translate well to Rewear Fashion, as users are not guided on how to apply what they learn beyond the screen.

Implications for Rewear Fashion

In conclusion, although Khan Academy provides a clear, well-structured model for learning, platforms like Rewear Fashion can enhance these strengths by integrating practical elements that turn education into meaningful, real-life, sustainable habits.

Cognate Website: Fashion Revolution

Overview

Fashion Revolution (www.fashionrevolution.org) is a global movement advocating for a transparent and fair fashion industry. Established in response to the 2013 Rana Plaza disaster in Bangladesh, the organisation has become one of the leading voices in sustainable fashion activism. Their yearly Fashion Revolution Week campaign encourages consumers to ask brands "Who Made My Clothes?" to push for greater transparency within the supply chain.

Strengths

The platform's strengths lie in its extensive educational resources about fashion industry issues, supported by credible research and industry expertise. Fashion Revolution’s website explores complex topics such as supply chain transparency, labour rights, and environmental impact in depth, establishing the brand as an authority in sustainable fashion advocacy. Their strong activist community and annual campaigns have enabled them to achieve global reach and build brand recognition, providing a platform that newer initiatives find difficult to match.

Limitations

Fashion Revolution's content is dense and primarily text-heavy, organised into long-form articles and reports that may overwhelm casual users seeking quick, actionable information. While comprehensive, this format assumes a high level of user commitment and may not effectively serve those in the early stages of exploring sustainable fashion. Furthermore, the platform offers limited practical tools for behaviour change, focusing instead on advocacy and systemic reform. While valuable, this creates a gap in supporting individuals who wish to change their consumption habits immediately. The website's focus is

heavily weighted towards activism and industry accountability rather than providing users with guidance, which may not meet the needs of those seeking immediate, practical steps for daily use. Additionally, the platform lacks interactive features to track personal progress or find local sustainable options, missing opportunities to engage users through a more dynamic and personalised experience.

Implications for Rewear Fashion

These observations indicate that while Fashion Revolution excels at raising awareness and promoting activism, there is a notable opportunity for platforms that connect systemic awareness with individual action, particularly through more accessible, engaging content.

Competitor Website: The Good Trade

Overview

The Good Trade (https://www.thegoodtrade.com/) is a digital platform dedicated to sustainable living and ethical consumerism. Established in 2014, the site functions as a trusted lifestyle blog that guides readers towards a more sustainable way of living. For Rewear Fashion, The Good Trade is a competitor in the sustainability-focused content sector and a benchmark for audience engagement strategies based on trust, transparency, and storytelling.

Strengths

Its strengths include visually cohesive branding, comprehensive guides and brand lists, and its ability to foster community through daily newsletters. The website's tone is approachable and gentle, presenting its content as friendly advice rather than activism.

Limitations

The limitations of The Good Trade mainly lie in its content, which is primarily text-based, and while inspiring, it lacks practical, interactive tools for behaviour change. Consequently, users cannot develop skills or track their progress on their sustainability journey. This makes its content present sustainability as an aspirational, out-of-reach concept rather than an achievable goal, potentially overwhelming users seeking actionable guidance. Additionally, because the site's content extends beyond sustainable fashion into other lifestyle categories, the available information on sustainable fashion may seem diluted and difficult to navigate for users seeking step-by-step support. This creates a gap for individuals ready to move from learning about sustainable fashion to practising it.

Implications for Rewear Fashion

From these observations, while The Good Trade is a fantastic platform that excels at delivering long-form, trustworthy content, its limitations leave space for platforms like Rewear Fashion to support users with digestible, interactive, and actionable content to bridge the gap between awareness and behaviour.

Inadequacies in the Existing Web Landscape

The shortcomings of current sustainable fashion resources highlight the challenges faced by Gen Z consumers. With many unsure of where to begin when transitioning from fast fashion to sustainable fashion, existing resources raise awareness of the negative impacts of fast fashion. However, they are often too lengthy and complex, making the process feel daunting and overwhelming, and providing few actionable steps. Addressing this lack of practical guidance is crucial. As Blaazer (2024) notes, although raising awareness is important, it alone is insufficient; meaningful change occurs only when awareness leads to action.

The Solution: Rewear Fashion

In response to this, I launched Rewear Fashion. This is an interactive educational platform that not only informs Gen Z about sustainable fashion but also guides them through

practical steps towards behaviour change. The site features two main sections designed to work together: the Learn and the Act sections. The Learn section offers bite-sized modules, quizzes, fabric guides, and a glossary to build foundational knowledge. In contrast, the Act section provides a thrift store map, a 30-day challenge, and a cost-per-wear calculator to support practical application. By combining awareness with practical, budget-friendly tools, Rewear Fashion makes sustainability both aspirational and achievable.

Value Proposition

Educational Approach: The Learn Section

The value of the site lies in its dual approach, which views education and action as complementary rather than separate processes. The Learn section provides educational content designed to improve users' understanding through three distinct components: the Modules and Quizzes, the Fabric Files, and the Glossary.

The Modules feature five bite-sized modules on the true cost of fast fashion, ethical consumption, capsule wardrobes, the garment lifecycle, and fashion activism, each accompanied by a 3-5 question quiz. This educational method is supported by research indicating that awareness of negative impacts, particularly environmental ones, can lower purchase intentions (Zimand-Sheiner and Lissitsa, 2024). Additionally, it aligns with studies suggesting that

bite-sized learning modules effectively engage and educate Gen Z (Terranova Security, 2024).

The Fabric Files provides guidance on materials, their sustainability levels, and proper care to extend garment lifespan. The Glossary offers clear definitions of key terms related to fast and sustainable fashion, demystifying industry jargon that often alienates newcomers from discussions on sustainable fashion. Consequently, it addresses the knowledge gap identified by Sheffield Hallam University (2024).

Practical Application: The Act Section

The Act section complements this educational foundation with practical tools, such as the Thrift Store Map, the 30-Day Challenge, and a Cost-Per-Wear calculator, to support behavioural change.

The Thrift Store Map is an interactive map of second-hand clothing stores in East London with colour-coded pins showing price ranges, allowing users to shop sustainably within their budget and directly addressing the affordability barrier identified by Sheffield Hallam University (2024). The 30-Day Challenge provides a checklist of 30 achievable daily tasks designed to gradually build sustainable habits over a month, drawing on Akash and Chowdhury's (2025) findings that highlight the importance of small changes in encouraging sustainable behavioural

change. The Cost-Per-Wear Calculator helps users understand the value of their clothing, encouraging them to invest in quality over quantity. Together, these features move users beyond passive awareness and towards active involvement, bridging the gap between intention and action, and helping them turn sustainability from a moral preference into a consistent lifestyle choice.

Unique Selling Proposition

While most content stops at informing users about the negative impacts of fast fashion, Rewear Fashion goes several steps further by offering specific, actionable guidance on what to do next. This shift from awareness to action reflects a change in approach and helps users see themselves as individuals capable of making a difference.

The platform's budget-conscious stance sets it apart from many sustainable fashion platforms that recommend costly eco-brands without considering the financial constraints faced by Gen Z consumers (Sheffield Hallam University, 2024). By providing affordable options through the thrift store map with price-coded locations, Rewear Fashion shows that sustainability and affordability are not mutually exclusive.

The site's use of interactive tools rather than static information makes learning about sustainability engaging for users. The calculator, map, and challenge tracker turn

users' intentions into actions, allowing them to see immediate results from their sustainable choices. This interactivity aligns with research indicating that Gen Z responds particularly well to gamification on digital platforms, making learning more appealing (Terranova Security, 2024).

The separation of content into Learn and Act sections is designed to cater to users at different stages of their sustainability journey. The Learn section attracts those with limited knowledge of sustainable fashion, while the Act section serves those who already have awareness but are uncertain how to apply it. This differs from existing resources that often assume a single level of user knowledge, potentially alienating either beginners who feel overwhelmed or informed users who find the content too basic.

By explicitly dividing these pages while maintaining their connection through internal links and colour schemes, Rewear Fashion broadens its reach, offering a space for users with varying needs. This approach tackles both educational and practical barriers, providing a comprehensive path from awareness to action. Consequently, it sets Rewear Fashion apart from other sustainable fashion resources.

Project Manifesto and Philosophy

This project’s philosophy is outlined in the website's manifesto:

"Sustainable Fashion is not about compromises; it's about making better choices that last and benefit all. It's not a trend, it's a movement. It's about our future, our planet, and our power to choose differently. Every outfit tells a story; let yours be a story of change. Join Rewear Fashion and wear your values."

This manifesto embodies the core belief that sustainable fashion should be empowering and challenges the idea that ethical consumption means sacrificing aesthetic choice (Sheffield Hallam University, 2024). The manifesto's focus on storytelling recognises that fashion has always been a form of self-expression and communication (Davis, 1994; Lurie, 1981; Paul, 2019) and that sustainable choices can enhance rather than diminish this self-expression and communication.

Phase 2 – Planning

Business

Market Context and Consumer Behaviour

The global sustainable fashion education market is driven by rising consumer awareness of environmental and social issues. As consumers become more aware, they are more likely to engage in pro-social and pro-environmental

behaviours, such as adopting sustainable fashion (Panni, 2006). The market is currently valued at 10 billion USD and is projected to reach 25 billion USD by 2035 (Business Research Insights, 2025). This growth indicates a shift in consumer values and priorities, with sustainability becoming a key factor in fashion choices. Supported by McNeil and Moore (2015), research shows that people are increasingly concerned about the impact of their consumption habits on the world, prompting them to become more sustainable consumers (Ottman and Books, 1998).

Market Opportunity and Underserved Audiences

As the costs of fast fashion become more evident, consumers are now encouraged to address the issues it has caused and are promoting sustainable fashion as the solution. This widens the market and creates opportunities for platforms that can effectively raise awareness and guide users towards sustainable alternatives. Although other platforms have ventured into this broader market, it remains underserved, especially for those targeting Gen Z consumers with practical, action-oriented content.

Competitor Landscape and Identified Gaps

My analysis of the current landscape shows that existing platforms mainly focus on either activism and systemic

change, such as Fashion Revolution, or on general lifestyle guides, like The Good Trade. This creates gaps in sustainable fashion education. Research indicates that Gen Z consumers face three main barriers to adopting sustainable fashion: concerns about price, limited knowledge, and access to sustainable options (Sheffield Hallam University, 2024). While some platforms address these issues, none solve them all at once. Fashion Revolution provides knowledge but requires high engagement and offers few practical tools for budget-conscious shoppers. The Good Trade supports purchasing decisions but contains so much other lifestyle content that sustainable fashion can get lost, and it lacks interactive tools. Consequently, neither site effectively tackles Gen Z's price concerns or limited access to sustainable options. This paves the way for Rewear Fashion to fill a market niche by offering a comprehensive educational platform with bite-sized learning modules, quizzes, and practical, budget-friendly tools aimed specifically at Gen Z consumers shifting from fast fashion to sustainable options.

Non-Commercial Positioning and Platform Integrity

Rewear Fashion, in its initial implementation phase, will be a non-commercial educational platform, prioritising accessibility and impact. The site will also not prioritise revenue generation. This aligns with the project's core

values outlined in the manifesto and recognises that sustainable fashion education goes beyond commercial value. The platform being non-commercial removes potential conflicts of interest that might arise from brand partnerships, allowing the information and recommendations provided to be unbiased and based solely on sustainability criteria. This independence gives the site a competitive advantage, as consumers have begun to question the authenticity of the sustainability claims of platforms and companies (Proença and Paiva, 2011) and the motivations behind platform recommendations.

The platform's value extends beyond empowering users to address systemic challenges in fostering sustainable fashion by focusing on the intention-behaviour gap identified among Gen Z consumers in studies by Herron (2023), Sheffield Hallam University (2024), and ThredUp (2022). It addresses a market failure in which awareness exceeds action.

The platform's educational content and practical tools work together to lower barriers to adoption, making sustainable fashion feel accessible rather than just aspirational. Including the East London thrift store map recognises that sustainable fashion must be geographically accessible to succeed; the map’s focus area could expand to other regions, creating a scalable model for community-driven sustainable fashion education and action.

Rewear Fashion’s Alternative Value

Rewear Fashion offers users educational value by increasing knowledge and awareness of sustainable fashion principles, practical value through tools that promote behaviour change and minimise social and environmental costs via informed purchasing choices, and empowerment value by giving users agency and confidence to make sustainable decisions aligned with their personal values. For the broader sustainable fashion movement, Rewear Fashion helps normalise sustainable practices among Gen Z consumers, fostering community building around shared sustainability values and practices.

For me, as the developer, the project enhances my portfolio by showcasing my skills in web and behavioural design, content strategy, user experience, and professional growth. It also offers future opportunities to establish a reputation and expand networks within the sustainable fashion industry.

SWOT Analysis

A SWOT analysis was conducted to gain insight into Rewear Fashion's strategic position within the sustainable fashion education market.

Strengths

The platform's strengths include its unique combination of education and practical action, which sets it apart from competitors that primarily focus on activism or brand ratings and provide value that previous solutions lack. Its targeted focus on Gen Z consumers enables tailored content and tone, with features like bite-sized modules and challenges that help the site connect with Gen Z's preferences and behaviours, supported by research showing Gen Z's preference for gamification (Terranova Security, 2024).

Additionally, features such as the East London thrift store map emphasise community engagement and offer immediate, practical benefits to users in the target area. The platform's independence from commercial interests boosts credibility and ensures unbiased recommendations. Lastly, the inclusion of proven behavioural change strategies, such as habit formation through the 30-Day Challenge and cognitive reframing via the cost-per-wear calculator, grounds the platform in evidence-based practices (Akash and Chowdhury, 2025).

Weaknesses

Nonetheless, several weaknesses must be acknowledged and addressed. As a new platform without established brand recognition, Rewear Fashion faces difficulties in

attracting an initial user base and building credibility in a space where well-known platforms like The Good Trade and Fashion Revolution already command significant attention and trust. The non-commercial model, while maintaining independence, limits the resources available for platform development, marketing, and expansion. The map's focus on East London, although providing detail and specificity, initially narrows its geographic reach and potential user base.

Content creation for pages such as the fabric files, glossary, educational modules, and quizzes requires a considerable investment of time and subject-matter expertise, with ongoing maintenance needed to ensure information remains current as the fashion industry evolves.

The platform's success depends on reaching engaged users, as behaviour change is often driven by social proof and community support. Technical limitations inherent to a single-developer project may restrict feature complexity and platform sophistication compared to well-funded competitors with dedicated development and design teams.

Opportunities

The sustainable fashion education market offers several opportunities for Rewear Fashion to leverage the increasing interest in sustainable consumption,

particularly among Gen Z. Growing awareness of fast fashion's environmental and social impacts has boosted demand for accessible, practical guidance. The gap between intention and behaviour among Gen Z presents a clear chance for a platform that promotes genuine behaviour change. Rewear Fashion could also expand geographically beyond East London and benefit from partnerships with educational institutions, environmental organisations, or ethical brands that align with its values.

Threats

Conversely, various threats must be monitored and addressed to sustain platform viability and influence. Larger competitors with more resources might imitate similar features, reducing differentiation. The fast-fashion industry's strong marketing and convenience continue to vie for Gen Z's attention, which is further challenged by Gen Z's 8-second attention span (Boger, 2020). Economic pressures may also cause users to prioritise affordability over sustainable choices.

Additionally, retaining users remains difficult in a crowded digital landscape. Technical issues or a poor user experience could damage credibility. This is worsened by greenwashing and increasing fatigue with sustainability, which heightens scepticism towards sustainability content (Proença and Paiva, 2011). Finally, changes to digital

platform policies or algorithms could influence content visibility and community growth.

This SWOT analysis reveals that Rewear Fashion occupies a promising but challenging position in the sustainable fashion education market.

Cultural context

The Fashion Industry: A Visual Language of Self-Expression

Historically, the fashion industry has been a hub of self-expression and culture. Davis (1994) noted that clothing acts as a means of communication that differentiates individuals in terms of taste and social identity. Lurie (1981) and Paul (2019) support this claim, describing fashion as a visual language reserved for the upper class. However, over the years, technological advancements have enabled the working class to enjoy self-expression through the rise of fast fashion.

The Emergence and Growth of Fast Fashion

Fast fashion refers to the rapid production of low-cost, low-quality clothing that often imitates popular styles and trends (Kelleher, 2024). Although the fast-fashion industry began in the 20th century, it reached its peak in the 21st century. Its value was estimated to be over 106 billion USD in 2022, with forecasts of 185 billion USD by 2027 (Statista

Research Department, 2024). This growth has been driven by brands such as Shein, which offer consumers greater value by adopting a customer-focused model that tests products in small batches and restocks popular items (Linden, 2016; Hayes, 2024; Shein, n.d.). This strategy enables them to be more efficient and to provide customers with trendy looks quickly and at a fraction of the cost (Hooker, Jones & Thomas, 2024; Pyle, 2022).

The Double-Edged Sword of Fast Fashion

Although fast fashion began with positive intentions and offers benefits, such as enabling the working class to express their identity through clothing, its rapid expansion has led to widespread and severe consequences (Belk, 1988; Lee, 2009; Niinimäki et al., 2020).

For example, the production and disposal of garments greatly contribute to exploitative labour practices. Hewamanne (2021) highlights the extent of these practices in her study focusing on female workers during the COVID-19 pandemic, concluding that the lockdown heightened workers' exposure to various forms of modern slavery, as options to support themselves and their families were limited.

In terms of environmental impact, fast fashion generates substantial landfill waste and releases greenhouse gases and toxic pollutants into the atmosphere, including carbon

dioxide (Simpson, 2023). The United Nations Climate Change (2018) corroborates this, estimating the industry is responsible for approximately 4-5 billion tonnes of CO2 emissions annually. Experts forecast that if current growth persists, emissions from fast fashion will double by 2030 (Quantis, 2018). These damaging effects expose the darker side of an industry once celebrated for its accessibility and prompt questions about the real cost of fast fashion.

Addressing the Consequences of Fast Fashion

To tackle the issues of the fast-fashion industry, policies and procedures need to be revised. However, this may not occur as businesses are hesitant to alter their practices, having already met their goals at low cost through unethical methods. Therefore, the change must begin with consumers adopting sustainable fashion, which will greatly lessen the impact of fast fashion (Kelleher, 2024; Webster, 2023).

Commodity: User Experience Design & Content Strategy

Target Audience Identification

Rewear Fashion targets older Gen Zs, aged 18-28, living in London. This decision is based on multiple considerations regarding this generation's characteristics, behaviours, and position in both fashion consumption and sustainable fashion.

Gen Z is an influential consumer demographic that sets trends and relies heavily on online platforms for information and decision-making. Francis and Hoefel (2018), who view Gen Z as digital natives and highlight their reliance on social networks, as well as their use of online search, which they regard as channels of social influence affecting individuals' attitude formation. This demonstrates Gen Z's comfort with web-based platforms and their use of online resources as primary sources of education.

Their influence extends beyond their own purchasing power. It has been recognised by companies such as Etsy and Unilever, which have created strategies to target Gen Z shoppers and leverage their influence (BBC, 2021), showcasing the strategic importance of Gen Z.

Furthermore, Gen Z is in the formative years of developing purchasing habits, presenting an opportunity to instil sustainable practices that can have a lasting impact. Even though they are among the biggest consumers of fast fashion (Herron, 2023), they can be persuaded to adopt sustainable practices, especially as their interest in sustainability is growing (Herron, 2023; Petro, 2021).

This aligns Rewear Fashion's mission with Gen Z's values. The combination of digital nativity, trend-setting, habit-formation, and growing interest in sustainability makes Gen Z the ideal target audience for Rewear Fashion.

User Personas

To turn these general audience characteristics into specific, actionable insights for content design and information architecture, three user personas were created to represent subgroups of my target audience. These personas are based on research into Gen Z fashion consumption patterns and the obstacles to sustainable fashion (Herron, 2023; Sheffield Hallam University, 2024; ThredUp, 2022). Each persona reflects different levels of sustainable fashion knowledge, motivations, and barriers to adoption, enabling the platform to meet diverse user needs through suitable content pathways.

Persona 1: Sarah - The Aware but Overwhelmed

Sarah is a 24-year-old working full-time as a waitress. She became interested in sustainable fashion in 2020 after learning about exploitation and unsafe working conditions in factories, particularly those owned by her favourite fast-fashion brand. Despite this interest, Sarah still shops at fast-fashion brands, as she is overwhelmed by sustainable fashion content online, much of which uses language that is hard for beginners to understand. Additionally, any sustainable brand she does find has greenwashing claims. Due to Sarah's busy lifestyle, she values clear and concise information.

Persona 2: Matt - The Budget-Conscious Beginner

Matt is a 21-year-old second-year university student, studying environmental science. He has a passion for climate change and sustainability, but he struggles with ethical consumption due to his limited budget. Matt's income comes from his
Part-time job as a cashier at a flower shop, which pays £12.50 p/h. After paying rent and other basic utilities, there isn't much disposable income; as a result, Matt frequently shops at fast-fashion brands like Shein, which offer more for less. Still, he feels guilty about the environmental impact. He is currently on the lookout for sustainable and affordable alternatives. Matt values interactive content and mobile-friendly platforms that he can access on the go.

Persona 3: Alex - The Willing but Directionless

Alex is a 28-year-old marketing associate and is well-informed about fast fashion, its consequences, and unethical labour practices. He also has knowledge and an interest in sustainable fashion. Despite this, Alex often feels unsure about what actions he can take in his daily life to be more sustainable.

User Personas Analysis

These three personas reveal a set of clear, overlapping needs despite their different backgrounds and motivations. All users require simple, accessible, and trustworthy information that avoids jargon and reduces overwhelm,

especially for beginners like Sarah and those seeking clarity like Alex.

Users also need practical, budget-friendly tools that make sustainable fashion achievable within financial constraints, a priority shared by Sarah and Matt. Each persona benefits from guidance that transforms awareness into action, particularly Alex, who lacks a clear path forward. Additionally, all personas value features that keep them motivated and content that is mobile-friendly, suited to busy lifestyles.

These everyday needs shaped the platform's dual structure of educational content (Learn) and practical tools (Act), ensuring that users at any stage can find clear, relevant, and actionable support as they move towards sustainable fashion.

User Journey Flow Charts

The following user journeys (see Figures 1.1, 1.2, and 1.3 in 'report-flies') outline how different personas interact with the platform to achieve their goals, the routes users follow, and the decisions they make along the way. These three journeys represent distinct entry points and progression paths through Rewear Fashion, demonstrating how the platform caters to diverse user needs while guiding all users towards meaningful engagement with sustainable fashion practices.

UX Insights

These three user journeys provide insight into how different personas interact with Rewear Fashion to achieve their goals. They highlight the pathways users follow on the platform, the decisions they make at various stages, and the support they need to move towards sustainable fashion. The journeys show that users enter through different entry points, possess varying levels of knowledge, and have immediate needs. This indicates that Rewear Fashion must function as a flexible platform designed to accommodate a diverse range of users and guide them into sustainable fashion practices.

Journey 1 illustrates the awareness-to-action pathway, where users start with growing environmental consciousness but lack structured knowledge and practical guidance. This journey underscores the importance of educational content that enhances understanding while guiding users towards practical application. The user's progression from learning key terms in the glossary to using that knowledge to research second-hand shops on the thrift store map demonstrates how educational investment encourages users to adopt practical tools, as awareness of environmental impacts motivates the search for alternatives (McNeil and Moore, 2015; Ottman and Books, 1998).

Journey 2 shows that many users may bypass educational content entirely, seeking immediate practical solutions to specific problems. The user's journey from the thrift store map to the cost-per-wear tool and then to real-life application emphasizes the need for tools that function independently, without requiring prior engagement with educational material, yet remain connected for users who develop curiosity beyond their immediate needs. Landing directly on a particular tool page indicates that search engine optimisation should target individual pages, not just the homepage.

Journey 3 highlights the challenge of maintaining behaviour change, demonstrating that awareness alone is insufficient (Blaazer, 2024). In this journey, the user already possessed considerable knowledge but was uncertain about how to apply it. They then discovered the 'Fashion as Activism' module and learned how to implement change. Additionally, they found the 30-Day challenge page through a link to the act page within the module. They used it to make minor daily adjustments that contribute to a more sustainable lifestyle. This emphasises the value of gamification and progress tracking in sustaining engagement, while also illustrating how bite-sized modules can act as gateways, introducing users to platform resources they might not discover through independent exploration.

Across all three journeys, several patterns emerge that inform platform design requirements. Users need straightforward, intuitive navigation between educational and practical content to deepen their understanding of sustainable fashion principles and practices. Multiple entry points are necessary to cater to users arriving through different channels and with various immediate needs. This can be achieved through contextual linking to related content, enabling users to access what they need without understanding the site's architecture or relying exclusively on search. Progress indicators provide feedback that boosts engagement and fosters a sense of progress, which is vital for users developing new habits. The platform’s success depends on accommodating all these patterns.

Content Strategy

The content strategy for Rewear Fashion directly addresses user needs and behaviour patterns identified through journey and persona analysis, organising information and functionality to support multiple entry points while maintaining a cohesive concept. The platform's two-section structure, Learn and Act, reflects research findings that adopting sustainable fashion requires both knowledge and practical support, with neither alone sufficient to bridge the intention-behaviour gap (Blaazer, 2024).

The Learn Section

The Learn section offers three types of content tailored to the site's educational aims. The Modules page features structured, progressive learning through five focussed topics: the true cost of fast fashion, ethical consumption frameworks, capsule wardrobe principles, understanding the garment lifecycle, and fashion activism. Each module follows a consistent format with brief introductions that highlight relevance, main content divided into subsections with clear headings, interactive elements (such as quizzes) that enhance engagement, and concluding reminders summarising the module's key themes.

This structure supports the episodic engagement pattern identified in user journeys, allowing completion in 5-10-minute sessions compatible with Gen Z attention spans (Terranova Security, 2024). Modules conclude with internal links directing users to related educational content or practical activities, creating pathways from awareness to action without excessive navigation.

The Fabric Files provide information to support informed shopping choices. Listed from most to least sustainable, each fabric entry includes an image of the material, a description and details of its production, the types of garments it is commonly used for, its benefits, and care instructions to extend the lifespan of garments. This

format recognises that users often require specific information at decision points, serving as a point-of-need resource that integrates educational content into practical activities. The Glossary addresses vocabulary barriers that can make discussions about sustainable fashion appear inaccessible to newcomers, providing clear explanations of key terms.

The Act Section

The Act section transforms educational founding into action through three distinct tools. For the map, I knew I wanted to focus on a specific part of London, and I chose East London, as it is popular among Gen Z for its vintage stores, with locations like Shoreditch and Brick Lane recently going viral on TikTok. Though not the centre of London, East London is central to connectivity and movement across the city, with excellent transport links, making it an easy location for my target group to visit. Furthermore, most stores on the map are within walking distance of each other, reducing transport costs for users and allowing them to make visiting the stores on the map a day activity with friends.

The Thrift Store Map has colour-coded pins indicating different price ranges. Each pin on the map is clickable, opening an information card with the store's name and address. There are location cards underneath the map for

those who prefer not to use it; they include the store name, address, and price indicators. This method recognises that access to sustainable fashion depends on geographic convenience and budget suitability. Thus, removing barriers that hinder action despite good intentions. Having the content displayed to users in two different ways also enhances the site’s usability and inclusivity. The map demonstrates a commitment to being budget-friendly and inclusive and explicitly addressing affordability concerns identified by research as the main obstacle to Gen Z's adoption of sustainable fashion (Sheffield Hallam University, 2024).

The 30-Day Challenge encourages behaviour change through a series of daily tasks that gradually increase in complexity, starting with simple awareness activities, progressing to intermediate actions, and culminating in committed practices. This gamified method employs progress tracking to sustain motivation through visible achievements and relies on behaviour change principles illustrated in successful educational platforms tailored to Gen Z (Akash and Chowdhury, 2025; Terranova Security, 2024).

Challenge tasks connect with other platform resources, guiding users to calculate cost-per-wear, explore thrift stores via the map, or consult educational content such as the fabric files. This introduces platform resources while fostering sustainable habits. This integration ensures that

users who are mainly engaged with the challenge find educational content and practical tools in specific contexts rather than through independent exploration.

The Cost-Per-Wear Calculator shifts purchasing decisions towards long-term value assessment, encouraging users to consider estimated wear frequency, not just the garment's price, when calculating the cost per wear. Therefore, moving users' focus away from the item's monetary value and emphasising its durability helps them realise that, although the initial cost may be higher, sustainable fashion is more economical over time. The calculator demands minimal input but delivers meaningful output, aiding in more informed decisions.

This content strategy minimises the number of clicks needed to access any content while maintaining clear organisation. Primary navigation offers five options: Home, About, Learn, Act, and Contact, with the footer and sub-navigation revealing specific content types and tools within each section. This structure enables users to find relevant content quickly and provides direct access to resources. It caters to users arriving directly from search engines, tool pages, or specific modules, ensuring they can navigate to other content without passing through the homepage.

To conclude, this content strategy and information architecture directly address the diverse user needs identified through user persona and journey analysis. The

architecture supports a variety of users and engagement patterns, ensuring that each pathway leads to meaningful, sustainable fashion adoption. Therefore, it balances accessibility with depth, supporting both casual exploration and committed practice.

Content Creation Considerations

The content strategy outlined above demands significant effort and requires an honest assessment of time commitments and skill development needs.

Each of the five educational modules needs up to 500 words of well-researched content and will take about 10-14 days, including quiz development. The Fabric Files covers 12 standard fabrics, with detailed information for each, and takes approximately 3 days to research and write. The Glossary, which defines 15 essential terms, takes around 1 day to complete. The total content creation time for the Learn section is estimated at 18 days.

The Act section requires different skills. The Thrift Store Map involves researching and identifying 12 second-hand retailers in East London, including contacting stores to verify details. It also requires using a third-party site, Snazzy Maps, to create the map once the content is ready. This may involve a learning curve, as it is a platform I am not familiar with. It will take about 3 days.

The 30-Day Challenge involves creating 30 unique, progressively structured activities with clear descriptions that should take less than a day to prepare. The Cost-Per-Wear Calculator only needs interface text and explanatory guidance, which takes very little time to develop, although more time is required for technical implementation.

Beyond primary content, the platform requires supporting materials, including a homepage introducing the platform's purpose, an about page explaining the mission and value proposition with background context, a privacy policy that fulfils legal requirements, an accessibility statement outlining compliance with WCAG guidelines, and a contact form. These materials will take about five days to finish. Overall, the content creation process should take roughly 25 days.

Delight: Brand Design

Colour Palette

The colour palette (see Figure 2.1 in ‘report-files’) for Rewear Fashion fully complies with WCAG 2.1 AA guidelines and partially with WCAG 2.1 AAA guidelines, supporting usability needs. It features earthy, natural tones that emphasise sustainability, with a splash of colour that reflects the site’s environmental mission and aligns with current Gen Z trends favouring vibrant yet minimal palettes. This is supported by research noting Gen Z’s liking

for bright, optimistic yellows symbolising warmth and hope, along with nature-inspired greens representing environmental consciousness (Next Generation Hub, 2023).

The colour scheme employs orange specifically for the act section and sage green for the learn section, further highlighting them as distinct processes that attract two different user groups, with shared layout elements reinforcing their connection. The use of sage green in the learn section suggests growth and environmental awareness, while orange in the act section conveys energy and action without aggression.

The muted yellow background adds warmth and vibrancy to the site, contrasting with the stark white footer background. The stark white in the footer visually indicates to users that it is separate from the main content. The dark beige used for footer borders helps to visually distinguish the three content areas: secondary navigation links, the legal and about pages, and the copyright information.

Rust orange is utilised for links to ensure sufficient contrast with text and the background, in compliance with WCAG 2.1 standards. #1A1A1A was chosen for the soft black rather than #000000 to improve readability and contrast, as I felt it might be too harsh against the muted yellow background.

Typography

The typography of my site aims to balance content readability with a fashion-focused design. This was achieved by combining the styles of educational sites and fashion magazines, leading to my final typography choices: ‘Playfair Display’ in bold for headings and regular for subheadings, and ‘Inter’ in italics for my tagline, along with ‘Inter’ in medium weight for paragraphs, links, and lists.

Playfair Display is a serif typeface used to add an editorial vibe associated with fashion magazines while maintaining legibility. Its distinctiveness creates visual interest and enhances brand recognition. Headings use large font sizes and respond adaptively on mobile devices to establish a clear visual hierarchy and draw users’ attention to content sections.

Inter functions as a sans-serif typeface for body content, taglines, and interface elements. This font improves readability across various screen sizes and devices. The tagline employs italics to differentiate it from the rest of the body text subtly. Conversely, the body text uses a medium font weight for paragraphs, lists, and links, facilitating comfortable reading during extended engagement with educational modules. Font sizes range from 1.5 to 2rem, depending on the content, optimised for mobile reading and scaled up via media queries.

The pairing of serif display fonts with sans-serif body text follows established patterns in editorial magazines, creating visual interest and consistency. This combination gives the site a sophisticated feel, positioning it as an authoritative yet approachable educational resource.

Logo

Rewear Fashion features a typographic logo using Playfair Display in bold weight and a large font size, positioned in the header and on the homepage. This design captures users' attention and promotes brand recognition, ensuring the name remains clear across all contexts and sizes.

The favicon employs a circular arrow symbol to reference sustainable fashion terms such as reuse, recycle, and circular fashion, visually embodying the cyclical approach to garment consumption that sustainable practices advocate. The circular arrow suggests continuous movement, symbolising Gen Z's journey towards sustainability facilitated by the platform. This simple, distinctive icon maintains recognisability at small sizes suitable for browser tabs and mobile home screens, while reinforcing brand values through visual metaphor.

Imagery

To maintain the site's minimalist aesthetic, I chose not to rely on stock photography, as it doesn't appeal to Gen Z anyway and is associated with corporate websites, fostering scepticism towards performative behaviour (Flanders, 2023). Therefore, it doesn't suit my site. However, I included some in the fabric files to give users an idea of the fabric's appearance and texture. I opted for visual content that engages users and feels authentic, such as the icons across the home, learn, act, and contact pages.

When adding these images to the site, I considered loading performance and accessibility. The photos on the fabric files page are stored as WebP files, and the icons are stored as SVG files. The WebP format enables file compression while maintaining visual quality, and the SVG format supports scalability. All images were compressed using tinypng.com to optimise loading speed. Alt text descriptions have been added to image tags to provide relevant information to screen readers.

Layout and Responsiveness

The layout of Rewear Fashion emphasises a responsive design and employs a mobile-first approach that expands to larger screens. This strategy is recommended because it prioritises adaptability in web design, linking it to accessibility and inclusivity (Allsopp, 2000; Wroblewski,

2011). It benefits the target audience, Gen Z, who mainly access content via mobile devices (Acodez, 2023).

The mobile layout features a single-column structure that scrolls vertically, matching the natural interaction patterns of mobile devices and avoiding horizontal scrolling or pinching, which can impair the user experience. Content blocks such as <h1-h6> or <p> are used to establish priority order, with clear visual separation provided by whitespace and content dividers like section, article, and div tags, creating flow without adding visual weight via borders.

Key interactive elements, such as buttons and links, are made wide and large enough for easy touchscreen interaction, preventing missed taps that frustrate users and cause them to abandon the site. Images and other media scale within the single-column layout, maintaining aspect ratio without distortion.

As the viewport grows to tablet and desktop sizes, the site shifts to multi-column grids that maximise horizontal space, while max-widths prevent excessively long lines that hinder readability. The fabric files, thrift map store, and 30-Day Challenge benefit from the larger viewport, which expands to utilise available whitespace.

Visual hierarchy guides attention through deliberate use of size, position, and contrast. Primary calls-to-action are prominently placed and visually focused through size, colour, and whitespace. Important information appears

above the fold on initial page load, ensuring users see key content without scrolling. As users scroll, additional content is revealed gradually, preventing overload while maintaining access to more information for engaged users. The consistent placement of recurring elements, such as navigation links including ‘Back to Learn’ and ‘Back to Act’, as well as buttons, fosters familiarity and reduces cognitive load.

Interactive Elements and Micro-interactions

As previously mentioned, Gen Z values the gamification of educational platforms and finds it more engaging (Terranova Security, 2024). Rewear fashion achieves this through thoughtful micro-interactions that enhance design without sacrificing performance or causing distractions. Button states provide clear visual feedback during hover and active states, ensuring users understand when elements respond to their actions and receive satisfying confirmation of interaction.

The 30-Day Challenge incorporates interaction feedback via checkbox animations and progress bar fills, delivering the dopamine hits associated with gamification. Ticking off a challenge updates the progress tracker and crosses out the completed task, creating positive reinforcement that encourages ongoing engagement.

Accessibility Design Considerations

Rewear Fashion's design approach shows a commitment to accessibility and inclusivity. Colour contrast meets WCAG AA standards at a minimum, with critical text and interactive elements reaching AAA standards where possible. This ensures readability for users with low vision or colour blindness and enhances clarity in difficult viewing conditions, such as bright sunlight on mobile devices. Colour is never the only way to convey information; extra cues through text, icons, or patterns ensure users who cannot perceive colour differences still get all the information.

The use of adequate line height and paragraph spacing prevents text from feeling cramped, while max-widths help users stay oriented as they move from line to line. The ability to zoom into text without breaking layouts allows users requiring larger text sizes to access content easily.

Interactive elements meet minimum size standards and provide suitable focus indicators for keyboard navigation, ensuring that users who cannot use a mouse or touchscreen can navigate effectively. Form inputs have clear labels and error messages explaining what is needed, reducing frustration and preventing abandonment. The site structure follows semantic HTML practices and includes skip-to-main links and ARIA tags to help screen readers interpret the content hierarchy and navigate smoothly between sections.

Firmness: Technical Planning

Front-End Technologies

The front-end implementation of Rewear Fashion utilises HTML, CSS, and JavaScript as primary technologies, adhering to web standards to ensure broad browser compatibility. These technological choices follow current best practices, without depending on extensive frameworks.

HTML is used to provide semantic markup that enhances accessibility and search engine optimisation through elements like header, nav, main, article, section, and footer. These elements communicate content structure to browsers and assistive technologies, improving the experience for screen reader users and providing a more precise document outline for search engines. HTML5 form elements and input types offer better mobile keyboard interactions without requiring JavaScript enhancements. The semantic approach also makes CSS targeting easier, as styles can be applied to meaningful elements rather than div classes.

CSS implementation incorporates modern layout techniques, such as Flexbox for one-dimensional layouts and CSS Grid for two-dimensional layouts, improving responsive design. Media queries define breakpoints that adjust page layouts to different viewport sizes, following a

mobile-first approach in which base styles are tailored for smaller screens and gradually refined for larger viewports. CSS root variables support themed designs by defining colours and font styles, referenced throughout the stylesheet to simplify maintenance. CSS transforms enable micro-interactions and transitions, reducing reliance on JavaScript. The CSS structure balances ease of maintenance and simplicity, with table contents positioned at the top of the stylesheet to organise styles by component or section and prevent redundancy.

The use of JavaScript follows progressive enhancement principles, where core functions work without JavaScript, and scripting provides an optional layer of improvement rather than an essential component. This approach ensures that the platform remains operational if JavaScript fails to load or run due to network issues, browser configurations, or assistive technology needs. The JavaScript implementation focuses on specific interactive features, including the thrift store map, form validation, progress tracking for the 30-Day Challenge, the cost-per-wear calculator, and enhancements in smooth scrolling and navigation that improve usability without being vital to basic navigation.

Server-side Technologies

PHP will be used for its efficient code reuse through PHP includes. Using repeated elements such as headers, navigation bars, footers, and metadata, stored in separate files and reused across the site, simplifies code management and reduces errors. It also ensures good performance for content-heavy sites like Rewear Fashion by lowering the load on users' devices, supporting Gen Z, many of whom rely heavily on mobile browsing. Additionally, I added a custom 404 page to handle technical errors and guide users back to the homepage, improving the overall user experience.

Hosting Platform

For the hosting platform, I selected Clook.net because I am familiar with it and have used it throughout the course for my other websites, based on my lecturers' recommendations. This will help me reduce the time spent on technical learning and allow me to focus more on complex tasks, such as implementing technologies. Additionally, the platform offers environmentally responsible hosting options that align well with Rewear Fashion's brand values.

Technical Learning Considerations

The technical implementation requires refining specific skills, with realistic time estimates essential for project

planning. Learning how to implement PHP includes and Advanced CSS skills, such as Grid and Flexbox for responsive layouts, CSS transforms for micro-interactions, and CSS variables, will take no time, as I have already learnt and practised these skills through the course and used them on previous sites. However, it will take approximately two weeks to implement the CSS, excluding any design adjustments after receiving user feedback and the September feedback session.

JavaScript enhancements for interactive features and progress tracking likely require three days of study, as my proficiency in JavaScript is lower than in HTML and CSS. Implementation may take an additional three days. The total technical learning time is around three days across all skills, with content development estimated at 25 days in the Commodity section. This combined total of 28 days of dedicated effort, excluding potential technical errors or other issues, is feasible within the four-month project timeframe.

Phase 3 – Prototype

What existed at the Prototype Stage

During the prototype presentation, I was still using the colour scheme shown in Figure 3.1 (included in 'report-files'), and I was not sure how I wanted to present and categorise my content for users. I had just developed the

idea of dividing the site into two separate but connected pages, the learn and act sections, to organise my content. I focused on the thrift map page because it was the only one with completed content and design at that time. I presented the prototype using slides during the presentation (see figures 3.2 -3.5 in 'report-files')

Gantt Chart Reflection

I then presented a work schedule via a Gantt chart spanning June to September (see Figure 3.6). I received feedback that it was too structured and unrealistic, as I might get bored with a particular task and move on to another, or I might want to work on two things at once. Based on this, I made the necessary edits.

Phase 4 – Implementation

Content Development

Learn Section

For the content, I began by developing the learn section first, as it had more material than the act section due to the modules and quizzes. That said, my content creation process started with the modules, as they seemed to be the most time-consuming part of the site and were necessary to guide the creation of the quizzes and 30-Day challenge. My first step was to define categories and descriptions for the modules to assist my research. I created five categories and descriptions, which clarified what to investigate for each

module. The findings were recorded as bullet points in a Word document and transformed into manageable modules with a tone suitable for Gen Z. Once the modules were completed, I created the quizzes; the number of questions was based on the depth of the content, with greater depth requiring more questions.

For the fabric files, I started by selecting the fabrics I wanted to include, then created sub-sections of information for each fabric. I ended up with three parts: the clothing where the fabric is used, its benefits, and how to care for it, along with the fabric name, description, and image. Most of the photos were sourced from Unsplash or Pinterest (and edited to avoid copyright issues). Research was carried out to gather the necessary content, which was then compiled into a Word document.

For the glossary, I visited sustainable fashion websites, read their content, and noted any words I didn't understand or hadn't heard before. I then added words that were relevant to fashion in general. Once I had the list, I alphabetised it, googled their definitions, and wrote them in my own words to match the site's tone.

Act Section

For the act section, I started with the Thrift Map store, as it involved a third-party site, Snazzy Maps, that I was unfamiliar with. Furthermore, it required no JavaScript,

unlike the 30-day challenge and cost-per-calculator. I began by choosing how many stores I wanted to add to the map. I decided on 12 stores in total and started to Google second-hand stores in the East London area. I tried my best to pick stores that were close together so users could go from one to the next. Once I had my list, I chose a map template on Snazzy Maps and set the location to East London. I wanted the template to be neutral to complement the site's colour scheme. I added the store coordinates to the map and customised the pins. Once the map was completed, I saved it, pasted the iframe code into my HTML and was instructed by the site to sign up for a Google API key and copy and paste it into Snazzy Maps.

I then moved on to the 30-Day challenge. This page was created using the module content and what I believed would be impactful, straightforward, and help connect users to other pages on my site. I started by reviewing the module content and noting down tips I give to users to follow, and where possible, linking them to different parts of my site, e.g., 'Create a capsule closet plan with 30 versatile pieces, using my capsule closet basics guide', which would direct users to step 2 of module 3 about building a conscious closet. This method provided me with roughly 15 days' worth of challenges, and for the remaining 15, I listed tips I hadn't covered in the modules but that were essential for becoming sustainable, based on Google search findings.

For the cost-per-wear calculator and contact form, I began by listing all the form input headings needed to make the form functional. The calculator includes the purchase price, alteration, cleaning, and delivery costs, the expected resale value, the estimated total wear, and buttons for calculation and reset. The contact form includes a name field, an email field, a subject field, a message field, and a submit button. Once I had those, I proceeded to the technical implementation.

Learn and Act Landing Pages

With the content on the learn and act pages complete, I proceeded to create the landing pages. I kept both layouts consistent for uniformity. I designed the icons for the pages using Canva and downloaded them as SVGs for improved performance. I then wrote brief descriptions of each tool and how they could support the users' sustainable fashion journey. Lastly, I drafted the CTAs for the buttons, keeping them short and direct.

Other Pages – About, Privacy, and Accessibility, and Home Pages

For the 'About', 'Privacy Policy', and 'Accessibility' statements, I used online templates to guide their structure and ensure I included all necessary information for my website.

Finally, I created my homepage. I started by writing my site manifesto. I wanted it to summarise what Rewear Fashion

stands for, what sustainable fashion entails, and why it is important. I then added the 'Who is Rewear Fashion' section to serve as a mini about page and to inform visitors of the site's mission. Below that, I included the site's features and used the same layout as the features on the learn and act page to maintain consistency and reduce cognitive load.

Technical Implementation

The technical implementation is based on the progressive enhancement model and begins with HTML and PHP for structure, CSS for presentation, and JavaScript for behaviour.

HTML

HTML Semantic Markup

HTML was used throughout all pages to create a clear, semantic document structure by employing semantic elements such as header, nav, main, section, article, and footer. These elements reflect the site's conceptual hierarchy and content flow, increasing maintainability. This markup helps search engines understand the content and provides a consistent structure for styling and layout. Its predictable format makes it easier for users to grasp the site's information architecture and assists technologies in understanding how content is connected. The consistent use of heading levels further enhances navigation clarity.

ARIA Labels and Accessibility Markup

ARIA attributes were used to improve clarity for screen readers and assistive technologies, especially in areas where semantic code alone was not enough. Interactive elements, like navigation links, were given descriptive aria-label attributes to make their purpose clear. Aria-hidden attributes were employed to hide non-essential content with ‘aria-hidden=true’, reducing cognitive load. In sections where headings visually described the content but were not linked, aria-labelledby attributes linked the heading to its relevant section, allowing assistive technologies to understand this connection. These ARIA techniques, together with semantic HTML, ensured that the structure and meaning of the interface were effectively communicated to all users, supporting both accessibility and search engine optimisation.

CSS

CSS was used to bring structure and clarity to the site through visual consistency. A mobile-first approach influenced the stylesheet, with styles defined for screens narrower than 400px and refined using media queries as the viewport size expanded. This ensured the interface remained functional across various screen sizes, especially on mobile, Gen Z’s primary means of connection (Acodez, 2023). Modern layout techniques such as Flexbox and Grid managed spacing, alignment, and responsiveness, creating

a balanced interface without relying on external frameworks. CSS custom properties defined colours and font styles, enabling quicker iterations during styling. Subtle transformations and hover effects enhanced interactivity on buttons, links, cards, and navigation without causing distraction or reducing performance. The stylesheet was organised by components in a table-of-contents section for its reusability and scalability as the site expanded. However, it began to impact the site's performance, so it was deleted, along with other comments, to minify the CSS.

JavaScript

JavaScript was introduced to improve the user experience, in line with the progressive enhancement approach used for this site. A key consideration with JavaScript is to ensure the site’s essential functions remain accessible without it, allowing users with limited connectivity or restrictive browser settings to still navigate and access information. On Rewear Fashion, JavaScript is used only for specific tasks: opening and closing the hamburger menu, quiz questions and functionality, glossary search, form input validation for the contact and cost-per-wear pages, tracking progress through the 30-Day challenge, and enabling smooth scroll behaviours. These features are kept lightweight and do not rely on any libraries or frameworks to maintain performance.

PHP

PHP was used to support the site's structure and make long-term maintenance easier. Reusable components such as the head, navigation bar, footer, and metadata were separated using PHP include files and shared across all pages. This ensured that updates could be made in one place and automatically reflected throughout the site. PHP is also used to manage the 404-error page, which provides a branded, user-friendly recovery point when an error occurs. Because the site's content is extensive, PHP reduces the risk of mistakes by minimising duplicate code.

User Experience Considerations and Refinements

Navigation and Information Architecture Decisions

During implementation, several navigation choices required refinement to improve usability and incorporate prototype feedback. Initially, I planned to use dropdown menus for displaying Learn and Act content, believing this would create a clean, organised interface. However, prototype feedback revealed that this approach would need extra clicks to access the content and would not clearly show what the Learn or Act pages offered unless users read the homepage first. This conflicts with usability principles of reducing clicks.

In response, I redesigned the navigation so that the Learn and Act links lead users to dedicated landing pages that explain each section's purpose and available tools. This

approach offers context before users explore specific content, reducing confusion and supporting those arriving directly from search engines who haven't seen the homepage explanation.

I also added ‘Back to Home’, ‘Back to Learn’, and 'Back to Act’ links at both the top and bottom of content pages to enhance navigation and reduce user disorientation. Initially, I considered placing these links only at the bottom of pages, assuming users would complete the content before needing to navigate elsewhere. However, recognising that some users prefer to assess content before committing to a full read, or may quickly determine that a page doesn't meet their current needs, I positioned links at both locations.

The top link sits just below the page title, allowing users to leave quickly if they realise they're on the wrong page or want to explore other options first. The bottom link provides a natural exit point after finishing the content. This dual placement establishes consistent navigation patterns that users come to expect across the platform. It also accommodates different browsing behaviours without cluttering the interface, as both links are subtly styled to match the page design rather than compete with primary content.

Interactive Element Design for Usability

During the prototype presentation, the thrift store map addressed a design decision about price range indicators. I considered whether to use an information icon that users could click to reveal the price key, or to place the key directly above the map. Following usability principles of reducing cognitive load and minimising clicks, I chose to display the price key prominently above the map. This decision ensures users immediately understand the colour-coding system without requiring interaction to discover it, supporting both new users unfamiliar with the map and returning users who need quick reference.

Card Interface for Educational Content

The decision to display tools and features within card layouts originated from their visual similarity to flashcards, creating a subconscious link to learning and study that supports the platform's educational aim. The card’s self-contained design also offers clear visual boundaries between tools, avoiding visual overload that might happen if content were shown as a continuous scroll list. Additionally, it caters to scanning behaviour typical among Gen Z users, allowing for a quick review of features before making a commitment.

User Testing for Content Optimisation

To ensure the educational content was aligned with Gen Z reading abilities, I conducted informal user testing with five friends representing the target demographic. I asked them to read the completed modules while I timed their reading, then calculated the average reading time for each module. This method proved more reliable than self-timing, as I found I was reading quickly due to familiarity with the content. Consequently, the reading times wouldn't accurately reflect the average user. Additionally, reading speeds vary considerably among users. Notably, one tester has dyslexia, a learning disability, which provided insights into content accessibility for users with different cognitive processing needs. This testing influenced decisions about module lengths, paragraph structure, and the reading time estimates displayed to users, ensuring the content remained concise, as preferred by Gen Z (Terranova Security, 2024).

Error Handling and User Recovery

A custom 404 error page was developed to manage error states and assist users in recovery. Instead of using standard server error pages that often cause confusion with technical language, the custom 404.php maintains brand consistency and preserves site navigation and visual identity even when errors happen. The error message uses a conversational tone, saying "404 error… It appears something went wrong" and providing a recovery link back to the site's homepage. This method ensures that users encountering errors from broken links or misspelt URLs are directed to available

content, minimising frustration, preventing site abandonment, and enhancing the user experience.

Progressive Disclosure in Content Presentation

The learn and act pages use progressive disclosure principles established by Jakob Nielsen (UXPin, 2023), revealing information gradually to avoid cognitive overload. Each page begins with a brief introduction to its content, helping users determine if it meets their needs without extra clicks. The tools on each page are organised into clearly labelled cards with headings, short descriptions, and bold CTAs. This layout is replicated on the modules page, allowing users to scan and find relevant information without engaging with the modules or the learn-and-act pages. Quizzes are positioned at the end of the modules to maintain content flow and enable users to review the material before assessing their understanding. This design respects users' limited attention spans (Terranova Security, 2024) while providing educational depth for those who choose to engage fully.

Visual Design Evolution

Colour Palette

The colour palette for Rewear Fashion has evolved through several phases, guided by usability, accessibility considerations, and a clear understanding of the platform’s purpose. The design process began with a

scrapbook aesthetic, reflecting that this project was not only about the user's sustainable fashion journey but also about my own. The initial colour scheme focused on green, as the site is about sustainable fashion, which I thought was an obvious and fitting choice for users.

As a result, I took inspiration from my WordPress blog to create the colour scheme displayed in Figure 4.1. This palette features earthy, natural tones that mirror the site's environmental mission and follow current trends favouring muted, minimal palettes that suggest sustainability.

However, over time, the dominant green, although suitable for the theme, became dull and risked reducing user engagement by standing in contrast to the vibrant, engaging experience Gen Z audiences seek (Next Generation Hub, 2023). Additionally, I wanted my site to show that minimalism does not have to be dull in colour. As the site's style shifted from a scrapbook to an editorial fashion magazine, this felt even more fitting.

At this stage, I developed the concept of the site having two separate sections: learn and act. When considering the word act, I associated it with the colour red, but I chose not to use red. Instead, I opted for orange and developed the colour scheme shown in Figure 3.1. This scheme retains the earthy, natural tones to reflect Rewear Fashion's mission, while introducing a splash of colour for vibrancy.

During implementation, further challenges arose. The editorial magazine style, while visually striking, started to distract from the content and felt overly flashy. This prompted me to gain inspiration from educational site designs and consider how I could merge this with a fashion magazine aesthetic. Additionally, I encountered colour-contrast issues and realised the colour scheme needed to be adjusted to meet WCAG 2.1 standards.

To address this, I created multiple versions of the colours in Adobe Illustrator, selected the most suitable options for my site, labelled them by their use, and tested them using the contrast app. Pinterest research helped me see how other websites utilise colours, which informed a mood board for my site (see 'report-files').

Ultimately, this process led to the final colour scheme for my site (see Figure 2.1), resulting in a vibrant yet minimal palette that complies with accessibility standards, supports the learn-and-act structure, and aligns with Rewear Fashion's mission and current trends. This evolution highlights the significance of contrast testing and clear conceptualisation in visual design choices.

Typography

The typography of my site changed as the concept evolved. I initially wanted it to have a scrapbook feel, as this project was not only about the user's sustainable fashion journey

but also about my own. At that stage, I chose three fonts: two serif fonts, Libre Baskerville and Bodoni Moda 9pt, and one sans serif font, Nunito. I planned to use ‘Libre Baskerville’ for my CTAs, logo, and headings, with a font size of 3rem and an off-white colour (#eeece8). ‘Nunito’ would be used for taglines, paragraphs, and lists, with font sizes of 1.5-2rem and black (#000000). ‘Bodoni Moda 9pt’ would be set in italics for small side notes on the module pages, at 2rem and in deep green (#5d784e). The fonts on my coursework page inspired these choices.

However, after reviewing other sites for further inspiration, I created a mood board (see ‘report-files’). I changed the fonts to ‘Inter’ for headings, ‘Montserrat’ for paragraphs and lists, and ‘coming soon’ for the side notes to enhance the scrapbook feel.

These fonts were then changed again because I decided to combine the styles of educational sites and fashion magazines. This ultimately led me to my final typography choices: ‘Playfair Display’ in bold for headings and regular for subheadings, and ‘Inter’ in italics for my tagline and ‘Inter’ in medium weight for paragraphs, links, and lists.

Logo

The logo underwent significant revision in response to feedback and a growing understanding of effective brand identity. The original logo concept was the image in Figure

2.6. However, at the fourth critique presentation, I was advised to use it as a favicon and create a typography logo instead, as it offers more explicit brand recognition and scales better across various applications.

I followed this advice and used ‘Playfair Display’ in font weight 700 and font size 4rem to help attract the user’s attention. However, I didn’t end up using Figure 4.8 as my favicon; instead, I chose Figure 2.8 because I believe it better represents the brand, nods to sustainable fashion terms like ‘reuse’, ‘recycle’, ‘circular fashion’, and suggests growth or change.

SEO & Social Media Strategies

SEO Strategy

SEO was applied across Rewear Fashion to improve discoverability, relevance, and usability. Each webpage features meta tag descriptions and keywords such as ‘sustainable fashion’, ‘second-hand’, and ‘capsule closet’ to help search engines understand the page’s purpose.

A clear semantic HTML structure was used with header, nav, main, section, article, and footer tags to create a logical content hierarchy, supporting both SEO and screen reader navigation. Headings follow a consistent h1-h6 structure to strengthen semantic clarity. All images were optimised with tinypng.com and saved as WebP or SVG, reducing file sizes and boosting page load speed.

At the same time, descriptive alt text was added to improve image indexing and support screen readers, strengthening both accessibility and SEO. Internal linking was implemented across modules, fabric files, and tools to make navigation between related content easier for users. The site's mobile-first design enhances faster load times. Overall, these technical and structural choices ensured that Rewear Fashion followed modern SEO best practices, improving discoverability and user experience.

Social Media & Promotional Strategy

For the social media platform, I selected Facebook to promote my site through sustainable fashion groups. Although Facebook is not considered the primary social media platform for Gen Z (Nicholls, 2022), its group system remains uniquely valuable for community-based topics like sustainable fashion. Research shows that Gen Z uses Facebook primarily for functional purposes, such as joining niche interest groups and second-hand marketplaces (Friedman, 2024). This makes Facebook a practical choice for reaching Gen Z users who are already motivated, interested in sustainability, and actively seeking resources. Facebook Groups dedicated to sustainable fashion provide high-engagement environments where users share recommendations and seek guidance, all of which align directly with Rewear Fashion's purpose. Therefore, posting

within these groups enables targeted promotion with minimal cost and high relevance.

However, using Facebook also comes with potential drawbacks. Overall, Gen Z's usage of Facebook is lower than that of other platforms, reducing reach among younger Gen Z users aged 18-23. Moreover, many Facebook Groups have strict moderation rules against self-promotion, so posts could be removed or marked as spam if not posted carefully. Additionally, the algorithm tends to favour posts with existing engagement, making it hard for new accounts without an established audience to gain visibility.

To help mitigate these downsides, I engaged with groups by offering value first. For instance, by liking and replying to posts, sharing educational insights from my modules, or posting useful resources from my website. This shifts the site's role from an advertisement to a helpful tool.

Phase 5 – Analysis

Traffic & User Engagement Analysis

Between 12th November and 9th November, Rewear Fashion recorded 13 sessions across all traffic sources (see Figure XX). This period reflects the typical early post-launch stages of a site, with low traffic volume expected. Despite the small dataset, engagement indicators provide valuable insights into initial user behaviour and how visitors interact with the site's educational and interactive elements. The site

achieved an average engagement time of 3 seconds per session, with notable differences across acquisition traffic channels (see Figure 5.1).

User Acquisition

Four channels contributed to site visits: direct, referral, organic social, and unassigned. Direct traffic accounted for 12 sessions and had an engagement rate of 25%, as shown in Figure 5.1. This indicates that some users accessed the site by typing in the URL, demonstrating interest in Rewear Fashion. Referral traffic had significantly fewer sessions but the highest engagement rate, suggesting that users arriving from external website links, possibly from Facebook Groups, were more motivated and curious about sustainable fashion content. Organic Social and Unassigned sessions recorded zero engagement and totalled only three sessions, which may reflect users clicking through social links but leaving immediately.

User Behaviour

Analytics show 68 total events across 17 sessions, with an average of 4 per session. Referral users had the highest number of events per session (7), indicating a deeper engagement with interactive features like scanning content, navigating between pages, clicking tool cards, and opening modules and quizzes.

The short engagement time of 3 seconds could be due to several factors: target users are more likely to access the site via mobile, where quick scanning is common; some sessions may have been accidental clicks; or key events may not have been recorded. Nonetheless, the total event count suggests that users remained somewhat engaged with the site.

Technical Performance Assessment

The site has operated reliably throughout the analysis period, with no crashes or server errors. Page load times have improved thanks to optimised WebP images, SVG icons, minified JavaScript and CSS, and a mobile-first, responsive layout. However, the 0-second engagements for some channels (see Figure 5.1) indicate that page speed could still be improved, especially for social traffic, where users expect instant load times.

Accessibility Compliance Audit

This audit was carried out using the WAVE tool to assess Rewear Fashion's compliance with WCAG 2.1 guidelines. Throughout the site, a consistent heading hierarchy maintains a clear document structure; semantic HTML, skip-to-main links, and ARIA labels are optimised for screen reader navigation. There are no overall or contrast issues, and images and icons include descriptive alt text. These strengths contributed to Rewear Fashion's average AIM score of 9.9 out of 10.

In conclusion, Rewear Fashion complies with basic accessibility standards across the site, primarily through semantic HTML, descriptive alt text, and a clear heading hierarchy. The design system maintained consistent colour contrast on most pages, and a mobile-first layout ensured readability on all devices.

Search Engine Optimisation Performance

According to PageSpeed Insights, most pages on the site score 100 for SEO on both mobile and desktop. This confirms the use of semantic HTML, descriptive meta tags, internal linking, and optimised images to support long-term ranking improvements as site traffic increases. Initial SEO results via Google Analytics are limited due to the site's recent launch. However, the presence of at least one Organic Social session suggests that initial indexing may have begun. Future improvements could include structured data and enhanced social preview metadata.

Achievement of Project Goals

Initial analytics suggest that the project is successfully fulfilling its primary aim: providing accessible, engaging, and sustainable fashion education for Gen Z. Early involvement from referral users is promising, and the overall functionality of tools such as the calculator, fabric files, and map supports the behavioural objectives outlined in phase one. Although traffic remains modest, this is

anticipated for an initial launch and offers a realistic basis for future promotion.

Phase 6 – Reflection

Project Outcomes and Learning

The development of Rewear Fashion has been a lengthy journey, requiring me to blend theory and practice. This final phase reflects on the project's successes, challenges, and the valuable lessons learned along the way.

Successes and Achievements

Meeting Core Objectives

Rewear Fashion successfully fulfilled its main objective of creating an accessible, engaging platform that bridges the intention-behaviour gap in sustainable fashion among Generation Z consumers. The dual structure of the Learn and Act sections effectively tackles the barriers identified in Phase 1: lack of knowledge, affordability concerns, and limited access to sustainable options (Sheffield Hallam University, 2024).

The platform's content strategy proved effective in engaging users at different stages of their sustainability journey. The bite-sized modules, interactive quizzes, and practical tools work together to turn awareness into action, directly addressing the cognitive dissonance many Gen Z consumers experience regarding fast fashion (Herron, 2023; ThredUp, 2022).

Technical Implementation

The mobile-first approach using HTML5, CSS, and JavaScript has created a responsive, accessible platform that works effectively across devices. Incorporating PHP simplified code maintenance and using semantic HTML improved SEO and accessibility.

Choosing to follow progressive enhancement principles ensured that core functions remained accessible even without JavaScript, demonstrating a mature understanding of web standards and inclusive design. The site's average AIM score of 9.9 out of 10 and consistent 100 scores on SEO in PageSpeed Insights confirm excellent technical implementation.

Design Evolution

The visual design shift from a scrapbook to a mix of editorial fashion magazine and educational website shows a better understanding of the target audience’s needs and brand positioning. The final colour palette effectively balances vibrancy with accessibility, following WCAG 2.1 guidelines while remaining visually appealing to Gen Z users. The typography choices smoothly combine educational clarity with fashion-forward aesthetics, creating a unique brand identity that makes Rewear Fashion stand out from competitors.

Challenges and Solutions

Content Creation Time Management

One of the most important issues was accurately estimating the time needed for content creation. The initial estimate of 25 days for content development proved too optimistic, as research, writing, editing, and refinement took longer than expected. Each module required extensive research to ensure accuracy and credibility, followed by multiple revisions to match the tone suitable for Gen Z audiences. As a solution, I divided the content into stages and tested it with users before finalising. The informal user testing with five friends proved invaluable for optimising reading times and ensuring content accessibility, especially with insights from the tester with dyslexia.

Technical Learning Curve

Although I had a solid foundation in HTML and CSS, implementing JavaScript was challenging, especially for the quiz setup and functionality. The estimated timeline extended as I faced unexpected technical issues and had to improve my understanding. To address this, I broke down complex features into smaller parts, tested each separately, and used online resources like GeeksForGeeks and Simple Steps Code JavaScript quiz tutorials. This systematic approach not only solved immediate problems but also improved my JavaScript skills for future projects.

Design Direction Uncertainty

The visual design went through multiple iterations before achieving the right balance between the look of an educational platform and that of a fashion magazine. Early versions either appeared too dull or too flashy, neither of which matched the platform's purpose. Creating mood boards and conducting colour contrast tests in the colour contrast app helped visualise different options before implementation. Feedback from critique presentations was vital in refining the design, especially the advice to switch from a graphic logo to a typographic one.

Navigation Architecture

The initial plan to use dropdown navigation for the learn and act tabs seemed suitable, but proved problematic during the prototype presentation. Feedback showed it would cause unnecessary friction and fail to communicate the value of the Learn and Act sections without requiring users to read the homepage first. By creating dedicated landing pages for these sections, I provided context and reduced clicks. I added "Back to Home", "Back to Learn", and "Back to Act" links at both the top and bottom of pages to accommodate different browsing behaviours and reduce user disorientation.

Social Media Promotion Limitations

Although Facebook Groups offered targeted access to sustainability-focused Gen Z users, the platform's declining popularity among younger Gen Z members (18-23) and strict moderation rules against self-promotion limited its promotional effectiveness. To address this, I concentrated on adding value to the groups through engagement and mentioning the site only when sharing educational content that could solve members' pain points. This strategy positioned Rewear Fashion as a helpful resource rather than an advertiser.

Skill Development

Technical Skills

In CSS, I developed proficiency in Flexbox and CSS Grid for responsive layouts, CSS custom properties for easier maintenance, and CSS transforms for micro-interactions through practical application. While working with JavaScript, I overcame initial challenges and enhanced my skills in event handling and creating interactive features that improve user experience while maintaining accessibility. Although straightforward, using PHP reinforced my understanding of coding and effective site management practices. I learnt the importance of minifying CSS and JavaScript files for performance optimisation, building on my previous projects that relied on image compression.

Design and UX Skills

The evolution of the colour palette emphasised the importance of testing design choices against accessibility standards and clarity, rather than focusing solely on aesthetics. Organising content to support multiple entry points and varying levels of user knowledge improved my ability to create flexible, intuitive navigation systems. Developing personas and user journey maps helped translate abstract target audience traits into practical design decisions, ensuring the platform addressed real user needs. Adhering to WCAG guidelines, along with using ARIA attributes and semantic HTML, promoted a more inclusive design approach. These are all skills that will influence how I approach my future projects.

Content Strategy

Creating educational content that balances depth with Gen Z's preference for quick, digestible information refined my skill to translate complex research into clear, engaging formats. The process of designing quizzes, modules, and practical tools illustrated the importance of progressive disclosure and internal linking in content strategy.

Project Management

The revised Gantt chart, in response to feedback that the original was too rigid, offered valuable lessons in realistic project planning. Recognising that creative work rarely follows a linear progression helped me develop more flexible workflows that accommodate natural shifts

between tasks while maintaining overall progress towards deadlines.

What I would do differently

Earlier User Testing

If I were to restart this project, I would conduct user testing earlier in the development process, particularly during the design phase. Although the testing I performed with five friends was valuable, doing it sooner could have avoided some design iterations and helped identify usability issues, such as problems with the navigation architecture, more promptly.

Content Development

Instead of finishing entire sections before moving to others, I would develop content by creating one complete module with its quiz, testing it with users, refining the approach, and then applying those lessons to future modules. This iterative process would have reduced the need for extensive revisions later.

Expanded Geographic Scope

Although concentrating on East London was enough for the initial launch, I believe it may have restricted the website's reach and excluded some of its target audience. If the timeframe had permitted, I would have made the thrift store map more adaptable from the outset by focusing on London as a whole and then adding a location-based filter

that allowed users to select which part of London they wished to explore. This would have made it more inclusive.

Social Media Strategy Diversification

Relying mainly on Facebook Groups limited the site's reach to younger Gen Z users. I would create a multi-platform strategy involving Instagram, TikTok, and Pinterest to connect with Gen Z users where they naturally spend their time.

Impact and Future Development

Addressing the Intention-Behaviour Gap

The project effectively demonstrates that developing an educational platform to overcome the three main barriers faced by Gen Z in adopting sustainable fashion is possible: cost concerns (such as a thrift store map with price indicators), limited knowledge (through modules, fabric files, and a glossary), and accessibility (focusing on East London with transport options). Initial analytics showing higher engagement from referral traffic indicate that users arrive with an existing interest in sustainable fashion and effectively use the platform to support their journey. Consequently, turning awareness into action.

Contribution to Sustainable Fashion Movement

Rewear Fashion holds a distinctive position in the sustainable fashion education field by blending activism-driven awareness with practical, budget-friendly tools. The

platform's non-commercial stance preserves credibility, while its interactive features make sustainability feel attainable rather than just aspirational.

Personal Growth

Beyond technical skills, this project enhanced my understanding of how design choices can either facilitate or obstruct behaviour change. The experience of identifying a real problem (the intention-behaviour gap), researching existing solutions, pinpointing shortcomings, and developing a platform to address them has been enlightening and has advanced my journey in sustainable fashion.

Future Directions

Several opportunities exist to expand Rewear Fashion. For example, widening the thrift store map to include more areas of London or other UK cities could significantly increase the platform's reach and value. Adding features such as user profiles, style sharing, and a community tab might boost social proof and foster accountability among users. Collaborations with ethical brands and environmental groups could provide additional resources and credibility while maintaining the platform's non-commercial ethos. This might involve Rewear Fashion acting as a platform for sustainable fashion advocates to upload their own video content via monthly features on relevant topics. Video content suits my target audience well,

as they prefer visual media over text (Acodez, 2021; 2023), and Pearson (2018) observed that 53% of Gen Z favour watching videos rather than reading.

Conclusion

Rewear Fashion is more than just a web development project; it demonstrates a commitment to using digital platforms to promote positive social and environmental change. The journey from recognising the intention-behaviour gap to developing a functional, accessible platform that addresses it has been both challenging and educational.

The project achieved its core objectives:

- Developing an educational platform that combines awareness with action targeted at Gen Z.
- Implementing technical solutions that emphasise performance and inclusivity.
- Creating a distinctive and recognisable brand identity in the sustainable fashion education sector.

The challenges encountered during content creation, time management, and learning curves ultimately improved both the final product and my skills in development. The iterative design process, guided by user feedback and usability principles, resulted in a platform that combines educational depth with Gen Z's preference for bite-sized,

interactive content. Most importantly, Rewear Fashion demonstrates that sustainable fashion can be empowering rather than restrictive, achievable rather than aspirational, and exciting rather than overwhelming. By recognising financial constraints, offering practical tools, and encouraging and celebrating small steps towards sustainability, the platform provides Gen Z users with a realistic journey from awareness to action.

As I reflect on this major project, I recognise that it has equipped me not only with technical web development skills but also with a deeper understanding of user-centred design, content strategy, and the potential of digital platforms to facilitate meaningful behaviour change. These lessons will inform my future work as I continue to explore the intersection of web development, user experience design, and social impact.

References

Acodez. (2021) YouTube Consumption Habits of Baby Boomers, Gen X, Millennials, and Gen Z. Available at: https://acodez.in/youtube-video-marketing/ (Accessed: 11th December 2025).

Acodez. (2023) Web Design for Generation Z: Understanding and Capturing the Digital Natives.

Available at: https://acodez.in/web-design-for-generation-z/ (Accessed: 10th December 2025).

Allsopp, J. (2000, April 7). A Dao of Design, *A List Apart.* Available at: https://alistapart.com/article/dao/ (Accessed: 10th December 2025).

Akash, M.S. and Chowdhury, S. (2025) Small changes, big impact: A mini review of habit formation and behavioral change principles.

BBC. (2021). Etsy snaps up gen-Z focussed shopping app depop for $1.6bn. Available at: https://www.bbc.com/news/business-57259413 (Accessed: 8th December 2025).

Belk, R.W. (1988) 'Possessions and the extended self', *Journal of Consumer Research*, 15(2), pp.139-168.

Boger, K. (2020) The Rise of Short-Form Video & the Gen-Z Social Revolution, *iab.uk*. Available at: https://www.iabuk.com/opinions/rise-short-form-video-gen-z-social-revolution (Accessed: 9th December 2025).

Blaazer, E. (2024) 'The Gen Z dilemma: eco-conscious but addicted to fast fashion', *Fashion United*. Available at: https://fashionunited.uk/news/background/the-gen-z-dilemma-eco-conscious-but-addicted-to-fast-fashion/2024110878495 (Accessed: 7 December 2025).

Business Research Insights. (2025) Sustainable Fashion Market Size, Share, Growth, and Industry Analysis, By Type, By Application, Regional Insights and Forecast From 2025 To 2035. Avaliable at: https://www.businessresearchinsights.com/market-reports/sustainable-fashion-market-108608 (Accessed: 8th December, 2025).

Davis, F. (1994) *Fashion, culture, and identity*. University of Chicago Press.

Festinger, L. (1957) A theory of cognitive dissonance. *Row, Peterson.*

Flanders, C. (2023) Designing for Gen Z: Understanding the Unique UI/UX Preferences of the Next Generation, *Medium*. Available at: https://medium.com/design-bootcamp/designing-for-gen-z-understanding-the-unique-ui-ux-preferences-of-the-next-generation-e2ad80117f73 (Accessed: 10th December 2025)

Francis, T. & Hoefel, F. (2018) 'True gen': Generation Z and its implications for companies. *McKinsey & Company.* Available at: https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-gen-generation-z-and-its-implications-for-companies (Accessed: 8th December 2025).

Friedman, S. (2024) Looking for Gen Z shoppers? They're on Facebook, *The Hustle*. Available at:

https://thehustle.co/news/looking-for-gen-z-shoppers-they-re-on-facebook (Accessed: 10th December 2025).

Hayes, L.O. (2024) 'Is Shein Legit?', *The Times Money Mentor*. Available at: https://www.thetimes.com/money-mentor/consumer-rights/ (Accessed: 16 November 2025).

Herron, A. (2023) 'The intention gap: when buying and beliefs don't match', *Fashion Dive*, 22 May. Available at: https://www.fashiondive.com/news/sustainable-fashion-consumer-demographics-gen-z/650864/ (Accessed: 7 December 2025).

Hewamanne, S. (2021) 'Pandemic, lockdown and modern slavery among Sri Lanka's global assembly line workers', *Journal of International Women's Studies*, 22(1), pp.54-69.

Hooker, L., Jones, L. and Thomas, D. (2024) 'The rise and rise of fashion giant Shein', *BBC News*. Available at: https://www.bbc.co.uk/news/articles/cp991n2v0m2o (Accessed: 16 November 2025).

Kelleher, D. (2024) 'Fast Fashion', *Britannica*. Available at: https://www.britannica.com/art/fast-fashion#ref361680 (Accessed: 16 November 2025).

Lee, J. (2009) *Understanding college students' purchase behavior of fashion counterfeits: fashion consciousness, public self-consciousness, ethical obligation, ethical*

judgment, and the theory of planned behavior. Master's thesis. Ohio University.

Linden, A.R. (2016) *An analysis of the fast fashion industry*.

Lurie, A. and Palca, D. (1981) *The Language of Clothes: Featuring A New Introduction About Fashion Today*. Heinemann.

McNeill, L. and Moore, R., 2015. Sustainable fashion consumption and the fast fashion conundrum: fashionable consumers and attitudes to sustainability in clothing choice. *International journal of consumer studies*, *39*(3), pp.212-222.

Next Generation Hub. (2023) The Power of Gen Z-Colours, *Future Media Hubs*. Available at: https://www.futuremediahubs.com/next-generation-hub/news/power-gen-z-colors (Accessed: 10th December 2025).

Nicholls, C. (2022) Selling to Gen Z on Social? Forget Facebook Shops, *Customer Think*. Available at: https://customerthink.com/selling-to-gen-z-on-social-forget-facebook-shops/ (Accessed: 10th December 2025).

Niinimäki, K., Peters, G., Dahlbo, H., Perry, P., Rissanen, T. and Gwilt, A. (2020) 'The environmental price of fast fashion', *Nature Reviews Earth & Environment*, 1(4), pp.189-200.

Ottman, J. and Books, N.B., 1998. Green marketing: opportunity for innovation. *The Journal of Sustainable Product Design*, *60*(7), pp.136-667.

Paiva, T. and Proença, R., 2011. Marketing verde. *São Paulo: Almedina*.

Paul, J. (2019) 'Masstige model and measure for brand management', *European Management Journal*, 37(3), pp.299-312.

Pearsons. (2018). Beyond Millennials: The Next Generation of Learners. Global Research & Insights. Available at: https://www.pearson.com/content/dam/one-dot-com/one-dot-com/global/Files/news/news-annoucements/2018/The-Next-Generation-of-Learners_final.pdf (Accessed: 11th December 2025).

Petro, G. (2021) Gen Z Is Emerging As The Sustainability Generation, *Forbes*. Available at: https://www.forbes.com/sites/gregpetro/2021/04/30/gen-z-is-emerging-as-the-sustainability-generation/

Pyle, L. (2022) 'Fast Fashion and Fakes – A close look at Shein', *SnapDragon Monitoring*. Available at: https://snapdragon-ip.com/fast-fashion-and-fakes-a-close-look-at-shein/ (Accessed: 16 November 2025).

Quantis (2018) *Measuring fashion: environmental impact of the global apparel and footwear industries study*. Available

at: https://quantis.com/wp-content/uploads/2018/03/measuringfashion_globalimpactstudy_full-report_quantis_cwf_2018a.pdf (Accessed: 7 December 2025).

Shein (n.d.) *About us*. Available at: https://www.sheingroup.com/about-us/ (Accessed: 16 November 2025).

Sheffield Hallam University (2024) 'Fast fashion', *News*, 22 April. Available at: https://www.shu.ac.uk/news/all-articles/latest-news/fast-fashion (Accessed: 7 December 2025).

Statista Research Department (2024) 'Forecast of the fast fashion apparel market size worldwide from 2021 to 2027', *Statista*. Available at: https://www.statista.com/statistics/1008241/fast-fashion-market-value-forecast-worldwide/ (Accessed: 16 November 2025).

Talebi, M. and Safaei, M. (2022) 'Measuring User Engagement in Educational Platforms: A Study on Interactive vs. Passive Learning', *International Journal of Advanced Human Computer Interaction*, 1(1), pp.53-62.

Terranova Security (2024) *Why you need gamification as the Gen Z's enter the workforce*. Available at:

https://www.terranovasecurity.com/blog/gamification-gen-z (Accessed: 7 December 2025).

ThredUp (2024) *Gen Z fast fashion report*. Available at: https://newsroom.thredup.com/gen-z-fast-fashion-report (Accessed: 7 December 2025).

United Nations Climate Change (2018) 'UN helps fashion industry shift to low carbon'. Available at: https://unfccc.int/news/un-helps-fashion-industry-shift-to-low-carbon (Accessed: 16 November 2025).

UXPin (2023) What is Progressive Disclosure? Show & Hide the Right Information, Studio. Available at: https://www.uxpin.com/studio/blog/what-is-progressive-disclosure/ (Accessed:11th December 2025).

Vassalo, A.L., Marques, C.G., Simões, J.T., Fernandes, M.M. and Domingos, S., 2024. Sustainability in the fashion industry in relation to consumption in a digital age. *Sustainability*, *16*(13), p.5303.

Webster, G. (2023) 'Too Fast of Fashion: A Literature Review on the Destructive Social and Environmental Impacts of Fast Fashion', *Perspectives*, 15(1), 10.

Wroblewski, L. (2011) Mobile First New York: A Book Apart.

Zimand-Sheiner, D. and Lissitsa, S. (2024) 'Generation Z-factors predicting decline in purchase intentions after

receiving negative environmental information: Fast fashion brand SHEIN as a case study', *Journal of Retailing and Consumer Services*, 81, p.103999.

Appendices - see ‘report-files’ folder