

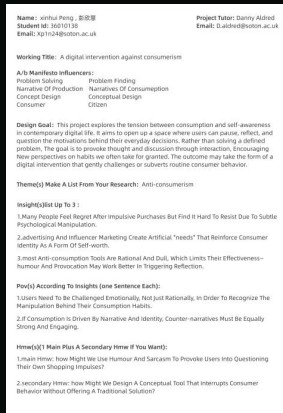
WEBSITE CONCEPT DESIGN

ANTI-CONSUMER DESIGN



Some Links

Final Project Brief



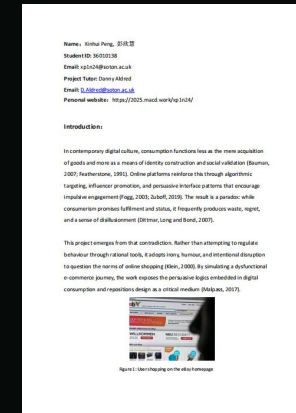
[Final project brief](#)

Sketch Book



[sketch book](#)

Project Report



[Project Report](#)

ANTI-SHOPPING

**THIS PROJECT IS THEMED AROUND ‘
ANTI-CONSUMERISM’.**

A platform masquerading as an e-commerce site disrupts the shopping process with fragmented pop-ups, inducing feelings of emptiness and anxiety in users' consumption experiences to prompt reflection on consumerism.

Concept

What is consumerism?

Consumerism is not “normal consumption”, but rather a socio-cultural logic that “centres consumption as a core value, binding it to identity and happiness” – meaning “consumption is not for satisfying needs, but for proving status and alleviating anxiety”.



The Evolution of Consumerism

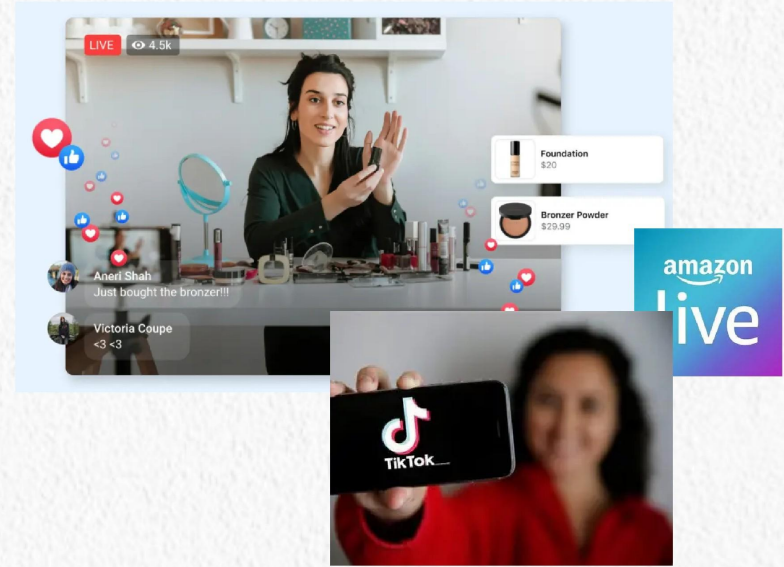
On 12 April 1955, the first McDonald's restaurant opened in the United States.



1903: The first Ford motorcar was named the Ford Model 999.

The Oxford Gazette is Britain's foremost newspaper printed on both sides of a single sheet.

Television advertising has become the most potent engine of consumer desire, standardising national tastes in consumption (e.g. McDonald's, Ford Motor Company).



Social commerce and live-stream shopping: platforms like amazon live seamlessly blend entertainment, social interaction and shopping.

Algorithmic recommendations: tiktok's "feed" and "discovery" models use big data algorithms to precisely predict and shape your desires, shifting the paradigm from "people seeking products" to "products seeking people".

19th Birth

Mid-20th

THE AGE OF POPULARISATION

late-20th

ERA OF DIFFERENTIATION

The rise of mass media advertising: The proliferation of newspapers and magazines enabled brands (such as Coca-Cola, 1886) to tell stories to the public through advertisements, linking products to emotions and identity rather than merely conveying information.



The emergence of department stores: In 1852, Le Bon Marché opened in Paris. With its clearly marked prices and policy of free browsing, it transformed shopping into an entertainment and visual feast, pioneering the concept of impulse buying.



Brands such as Nike and Apple, through powerful marketing, no longer merely sell products but peddle 'ideas' and 'identity' (Nike, for instance, with its 'Just Do It' slogan), becoming global cultural symbols.

21st To Present

THE ERA OF ALGORITHMS

What consequences does excessive consumption

Environmental

Resource waste;
Pollution and waste;
Carbon emissions;

Example: Fast fashion clothing is mass-produced but quickly discarded, causing severe environmental pollution.

Social

Exacerbating inequality;
Advertising manipulation;

bring?

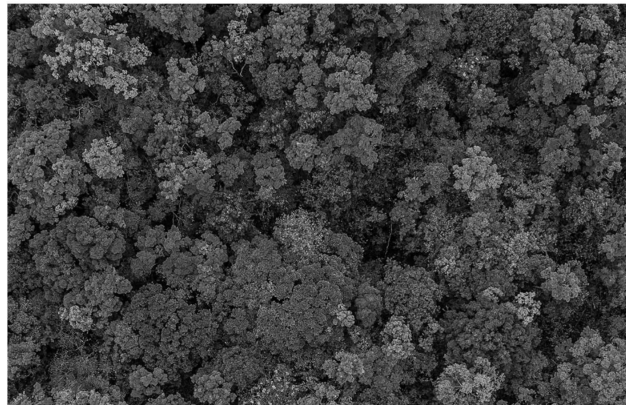
Value Distortions

Excessive materialism;
Short-sighted culture;

Psychological

Keeping up with the Joneses;
Short-term satisfaction, long-term emptiness;
Consumerism addiction;

Some negative data



RESOURCES

Since 1970, global material consumption has shown a robust upward trend, currently exceeding 100 billion tonnes per annum.



CLIMATE

The fashion industry (particularly fast fashion) contributes approximately 4–5 billion tonnes of CO₂ annually, accounting for roughly 8–10% of global emissions.

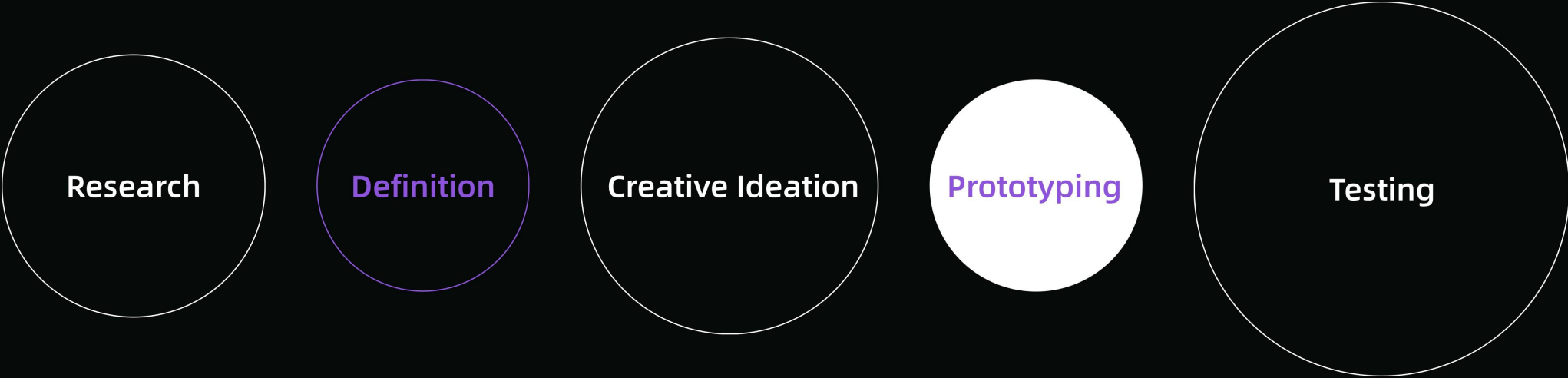


WASTE

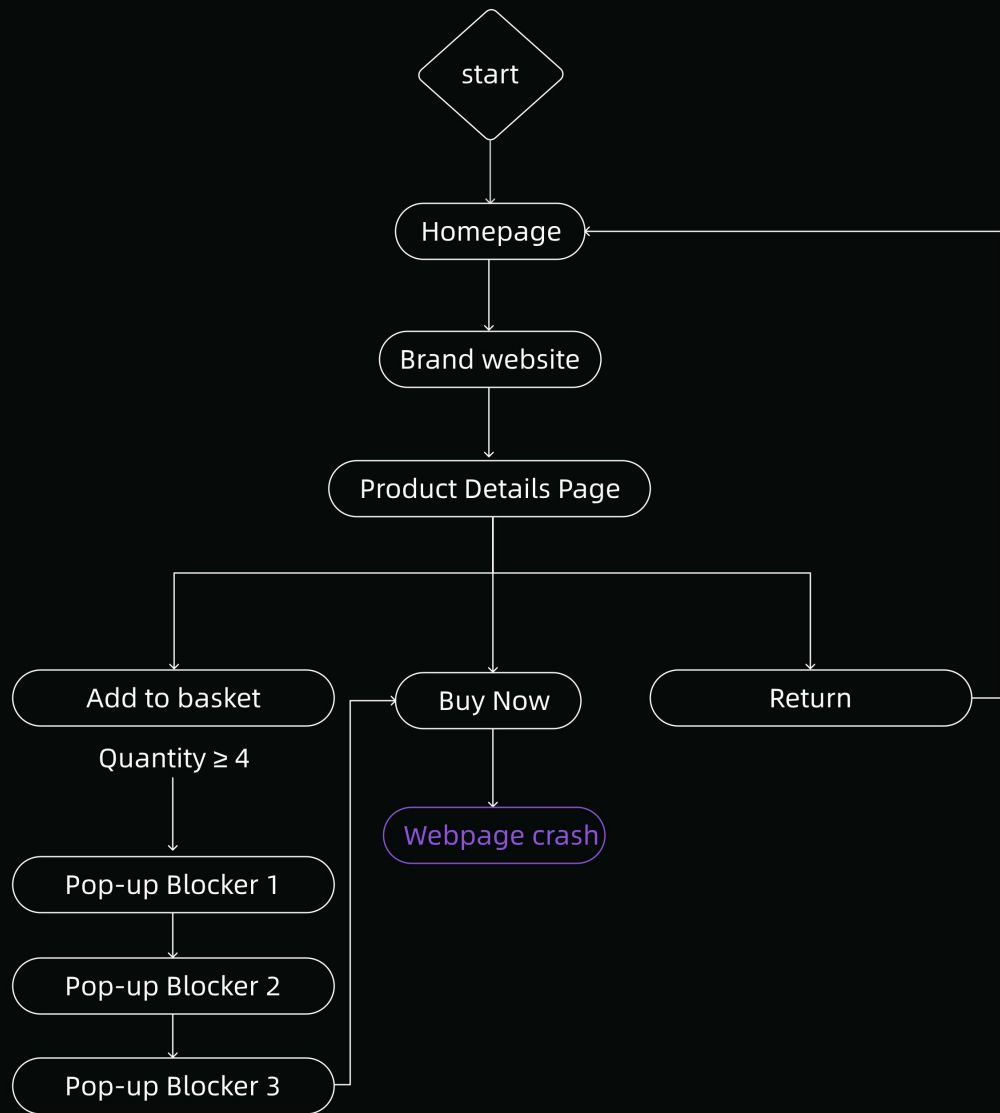
Roughly estimated daily global waste: 250 million pounds of clothing, 220 million aluminium cans, and 3 million tyres.



Design Process



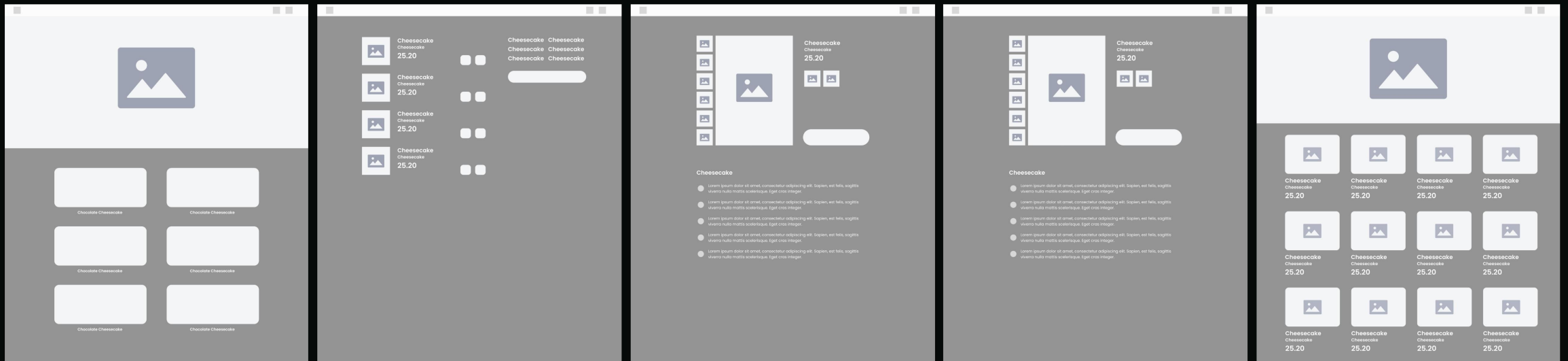
User flow



Brand name (Parody Edition)

- Shein → Shein? Everyone can afford waste
- Apple → Appetite Nothing is impossible to waste
- H&m → H&mmmm Fashion and quantity at the worst cost
- Coca-cola → Coca-collapse Open diabetes
- Zara → Zaraz Trash
- Nike → Nikey Just waste it
- Starbucks → Stuckbucks Coffee that consumes you
- Pepsi → Pepsy That's what addicts like

Prototype Diagram



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<https://2025.mcd.work/xp1n24/>

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TOOLS

Figma
Adobe Illustrator
After effects
AI tools

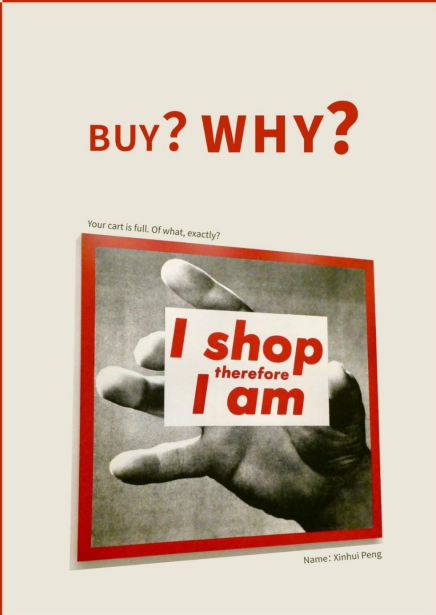
MATERIALS

Digital mockups
Web components
Illustrated zine panels

TECHNICAL INFO

[404]

Meaning not found in this purchase



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REFLECTION

Creating a conceptual and humorous tool that is thought-provoking without becoming preachy is challenging. There is also a risk that satire may be misinterpreted or ignored, however, unexpected reactions—such as laughter or confusion—could spark genuine reflection, which is the true value of the project.

PROJECT OVERVIEW:

This project explores the tension between consumption and self-awareness in our digital lives. It aims to provoke users to pause and reflect on their buying decisions, not by offering solutions, but by challenging their impulses. Through humor, sarcasm, and conceptual interaction, it opens up a space for users to re-examine the narratives that drive their consumer behavior.

PURPOSE:

To question everyday consumption habits and highlight how narratives, not needs, shape our identities.

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VISUAL CONCEPT:

INSPIRATION & CONTEXT:

insight 1: people often regret impulsive purchases but still fall for them due to psychological tactics.

insight 2: influencers and ads create artificial "needs" linked to self-worth.

insight 3: most anti-consumption tools are too serious to be effective—humor works better.

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