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Focus group interview

The purpose of this focus group interview is to get a better understanding of the way that you choose outfits for daily wear and for special occasions. Our group is creating a web application designed to help people choose outfits and recommend outfits to other users based on items in their existing wardrobes. During the course of the survey I will ask questions intended to elicit both open-ended and closed responses. Any opportunity to add additional thoughts or facilitate a group discussion are welcome. I will take notes during the survey, but none of your answers will be attributed to you in any way in the presentation of our final product. If at any time you feel uncomfortable feel free to decline to answer or exit the group interview. At this point I am looking for everyone’s consent to continue the survey.

1. Can you walk me through your process for choosing an outfit for a typical day? What factors do you consider?
2. How do you decide what colors to wear? Are there certain colors that you tend to avoid?
3. Do you have any go-to clothing items or accessories that you always incorporate into your outfits? If so, why?
4. If I were to ask your friends or family, would they say you have “style” when it comes to clothes?
5. Have you ever changed your outfit after receiving feedback from someone else? Can you describe that experience and how it influenced your decision-making process?
6. Do you ever seek help from others in deciding your outfits?
7. Would you say that you have a style that you tend to stick to?
8. Do you typically plan your outfits in advance or choose them on the day?
9. Have you ever purchased an outfit specifically for a certain occasion, such as a wedding or job interview? If so, have you worn it for any other occasion?
10. When choosing an outfit for a specific occasion, do you prioritize comfort or style?

Questionnaire

1. Do you typically choose your outfit based on comfort or style?
2. Do you feel like you have an eye for style that is better than most people?
3. Do you prefer to wear clothes with bold colors or more neutral colors, or do you mix and match both?
4. Do you usually plan your outfits in advance or choose them on the day?
5. When selecting an outfit for a specific occasion, do you prioritize dressing up or dressing down?
6. When choosing an outfit, do you typically prioritize functionality or aesthetics?
7. Do you prefer to wear clothes that are classic and timeless or trendy and of-the-moment, or do you mix and match both styles?
8. When deciding what to wear, do you prioritize comfort or confidence?
9. Do you choose your outfits on your own or with the help of someone else?
10. Would you always, sometimes or never benefit from having someone else help choose your outfits?

User Attributes

1. Male or female?
2. Sizes for each type of clothing.
   1. men
      1. polo shirt/t-shirt
      2. dress shirt
      3. jeans/pants
      4. shorts
      5. shoes
      6. hat
      7. coat
   2. women
      1. shirt/blouse
      2. jeans
      3. bottoms
      4. dress
      5. bra
      6. hat
      7. shoes
3. What is your height and weight?
4. Do you prefer clothing that fits more tightly or more loosely?
5. What is your body type?
   1. Male
      1. Slim
      2. Athletic
      3. Average
      4. Stocky
      5. Heavy
   2. Female
      1. Petite/Slim
      2. Athletic
      3. Average
      4. Curvy
      5. Full-figured
6. How often are you dressing for the following occasions (daily, often, sometimes, never)?
   1. work
   2. formal events
   3. casual wear
   4. athletic wear
   5. date night/social events
7. What is your preferred style(s) of clothing? (e.g., classic, trendy, athletic, bohemian, etc.)
8. What colors do you typically wear or prefer to wear?
9. Do you have any specific brands or stores that you typically shop at or prefer?
10. Do you have any other preferences or specifications that you would like us to consider when recommending clothing to you?

Account Creation

1. What is your primary reason for using our website? Is it to find clothing outfit recommendations, curate a personal feed, or help other users?
2. How frequently do you plan to use our website? Will it be a daily, weekly, or monthly visit?
3. What types of clothing styles and interests are you most interested in seeing on your feed? (Select all that apply)
   1. Casual
   2. Formal
   3. Athletic
   4. Vintage
   5. Bohemian
   6. Other: \_\_\_\_\_\_\_
4. Do you have any specific style or lifestyle preferences that you would like us to consider when providing outfit recommendations?
5. Are there any features or tools that you would like to see added to our website to improve your experience?
6. Do you prefer to see outfit recommendations for specific occasions or for everyday wear?
7. Would you like to see outfit recommendations for specific body types or sizes?
8. Do you have any favorite brands or stores that you typically shop at? If so, would you like us to incorporate these into your recommendations?
9. Are you interested in connecting with other users to share outfit ideas and advice?
10. How likely are you to recommend our website to a friend or family member on a scale of 1-10?

Website Feedback

1. What was your overall impression of the website? Was it easy to navigate and find what you were looking for?
2. Can you describe any challenges you faced while using the website? Were there any features that you found difficult to use or confusing?
3. Did you encounter any errors or technical issues while using the website? If so, please describe the issue and how it impacted your experience.
4. Were you able to complete the task you set out to do on the website? If not, what prevented you from doing so?
5. Is there anything else you would like to share about your experience using the website? Are there any additional features or improvements that you would suggest?