

Situation	What?	How?	Why?	Who?
1: Closet cleaning at the start of the semester	A student starts taking clothes of their closet and placing them on the bed. There are many pieces in good condition, such as jeans, hoodies, shoes, and shirts that are still clean and wearable.	The student is thoughtful and slightly overwhelmed. He looks at every piece of the closet carefully, and then puts many of them back into the closet. The student shows uncertainty, he is uncertain and takes decisions slowly. The situation makes them uneasy as they are undecided, it affects them negatively.	The student wants to organize their space, whilst they feel emotionally attached to his clothes. They may feel guilty about throwing them away and are unsure about donating or selling them. They think there's a possibility they use the clothes in the future, even if that rarely happens.	A 22-year-old university student. They are aware of sustainability issues but lack clear habits or systems to act consistently.
2: Choosing fast fashion over second-hand options	The student is sitting on campus, scrolling through a fast-fashion app (Zara, Adidas...) on his phone. They look at new clothes, check prices, and add items to their shopping cart.	The student is focused and slightly excited. They take quick actions and they feel confident, with little hesitation. The process is fast and smooth, which affects them positively in the short term, thus it feels convenient and satisfying.	The student chooses this option because it is easy and familiar. Even though they know about second-hand alternatives, it is not as accessible and requires more effort. Convenience is prioritized over sustainability, due to a busy student routine.	A young university student influenced by trends and digital shopping. They value speed, accessibility, and affordability in their common consumption habits.
3: Storing unused clothes and not disposing them	The student places clothes they no longer use in a drawer or back in the closet instead of donating or selling them.	The student avoids making a final decision. They are calm, but there is a sense of internal conflict. This situation affects them negatively	The student takes this decision because he lacks information about sustainable disposal options and finds the process	A student who cares about sustainability but feels limited by lack of time, information, and useful systems within the university.

		over time, as it creates feelings of guilt and frustration.	inconvenient (like an extra task). Avoiding feels easier than acting.	
4: Trying second-hand options	The student explores second-hand options by visiting a second-hand store and visiting online platforms or social media groups. They browse many pieces of clothing but fail to find clothes that match their style, size, or general expectations.	They are curious at the beginning but later feel confused, overwhelmed and ultimately frustrated. They scroll for a long time, compare too many options, and hesitate to make a final decision. The lack of clarity affects them negatively and their motivation.	They want to behave more sustainably, but past bad experiences make the process feel inconvenient. Too many platforms, little guidance, and untrustworthy sellers make this alternative feel like too much unnecessary effort.	A university student who is open to implementing more sustainability in their life but is easily discouraged by disorganized, time-consuming and complicated second-hand experiences.