

	Interview 1	Interview 2	Interview 3	Interview 4	Interview 5	Interview 6
						
	Interview 1	Interview 2	Interview 3	Interview 4	Interview 5	Interview 6
what users do	The parents and their young daughter are visiting the Harvard Yard and taking photos in front of the statue, and this is their second time here at Harvard during the trip in Boston.	A group of graduated students just randomly wandered around the campus and took pictures.	This group was traveling from Alabama to Boston (hoping Boston would be cooler). They are fascinated by Harvard's history. Later in the interview, they asked what's the popular course study at Harvard and said Harvard was stupid back in the days for starting classes at 8 am	The father lives in Boston. They seemed lost. One of the girls (goes to College) said if Harvard has open days to see inside the building. They thought Harvard would be bigger	Woman from India, who came with her parents to visit her brother who is finishing his PhD at Boston University. Her brother is showing them Harvard.	Two of the men came from India and one of them is from LA. They wanted to visit Harvard due to its history.
why	because they went to the campus two days ago, without knowing in advance that the campus was not open for visitors on that day.	because they have no idea which buildings they can get access to.	It feels like this group has been exploring what Harvard has to offer to its student for a while. They have been traveling around campus for 5 to 6 days, learning more about the history.	They wandered around the campus because they had no idea what part of Harvard was open to tourists.	She was very happy to be there and being at Harvard met her expectations of being there.	Did not know what was the trademark of Harvard (until we explained that the statue and the entire yard is the trademark).
what users say	"we came here to inspire our kid since we are on a trip in Boston."	"I think it's useful for us to know which buildings are available for us to visit."	Read about the history of harvard from external sources.	This group had hard time communicating to us. A potential solution to addressing this issue could be having an audio that allows users to translate to different languages	She noted that she really appreciated being given a brochure about Harvard's campus at the T stop. She states that she wishes students in India would do the same.	They thought the buildings would be taller. Other than that, the atmosphere met their expectations.
	"there're no resources or any general guidance here on campus, and the group tour timing is not suitable for us."	"We randomly came to visit here because of the school, food, and atmosphere."			Was interested in visiting the Chan school of public health, and hopes to one day study or be involved with it.	Did not know where to go. Had no guidance and would have appreciated some guidance from faculty or students.
	"it will be great to have something attractive for children."	"We have all graduated from college and don't have the long summer vacation. So, we came here during the Labor Day holiday. But, we would also want to see the campus in summer if we could."				They did not know which building they could access. As well as what buildings are the most popular ones or the functions they serve.
	"parking is a problem."	"We are just visiting Boston, and we think why not visit Harvard."				They wanted to speak with Harvard students and were happy to have "three Harvard students for three people."
		"It's my fourth time here in Harvard, and I like visiting here because of the atmosphere. It makes me feel I am smart. "				They had a lot of questions for Harvard students. They asked us about our schedules, dining hall, class size, courses, and concentrations.



REASON FOR VISITING

LACK OF INFORMATION

RESOURCES FOR SELF-GUIDED TOURS

HOW TO MAKE IT ATTRACTIVE

OTHERS

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goodmakertales.com

## 101 ethical & sustainable fashion statistics and trends 2022 - goodmakertales.com

What is the state of fashion? We look at the numbers behind recent sustainable fashion trends and bring you 101 Ethical Fashion Statistics.



https://www.gutenberg.org/files/64464/64464-h/64464-h.htm

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#### Policy makers



- Legislation
- Regulation
- Green taxation
- Tools for better balance and a slower system
- Policy for extended producer responsibility

#### Industry



- Prevent waste
- Invest in pollution-control technology
- Avoid surplus production
- Close the material loop
- Supply-chain transparency

#### Retailers



- New business models to support slower consumption and circular economy
- New pricing system to consider the environmental impact of a product

#### Consumers



- Extend products use times
- Conscious consumption
- Slower consumption



www.waste360.com

### A Look at Fashion's Waste Crisis and How to Solve It

HEY FASHION! has released a report on "Fashion's Waste Crisis and How to Solve It," which looks at the issue of textile waste and how circularity can be leveraged to effectively address it.

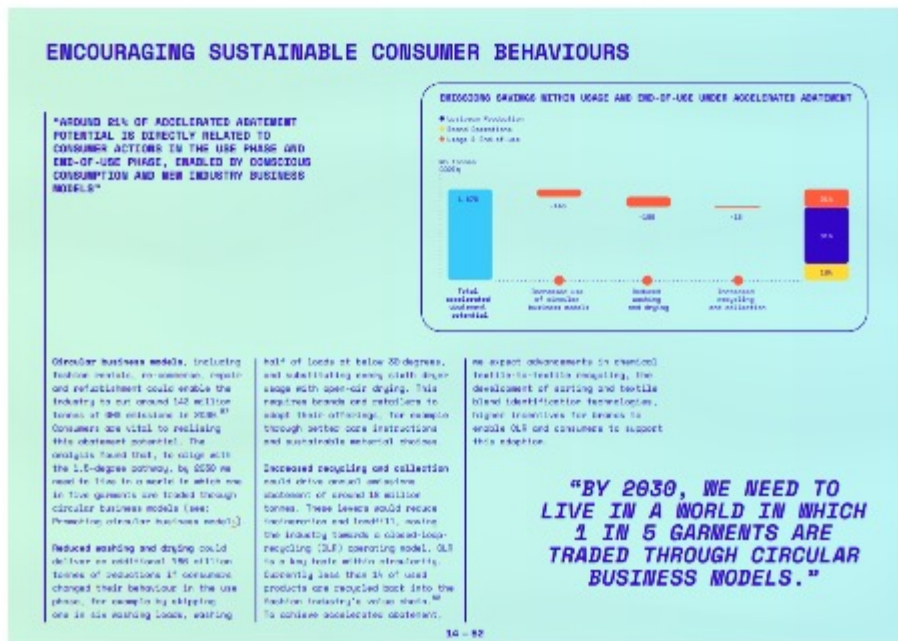


howandwhat.net

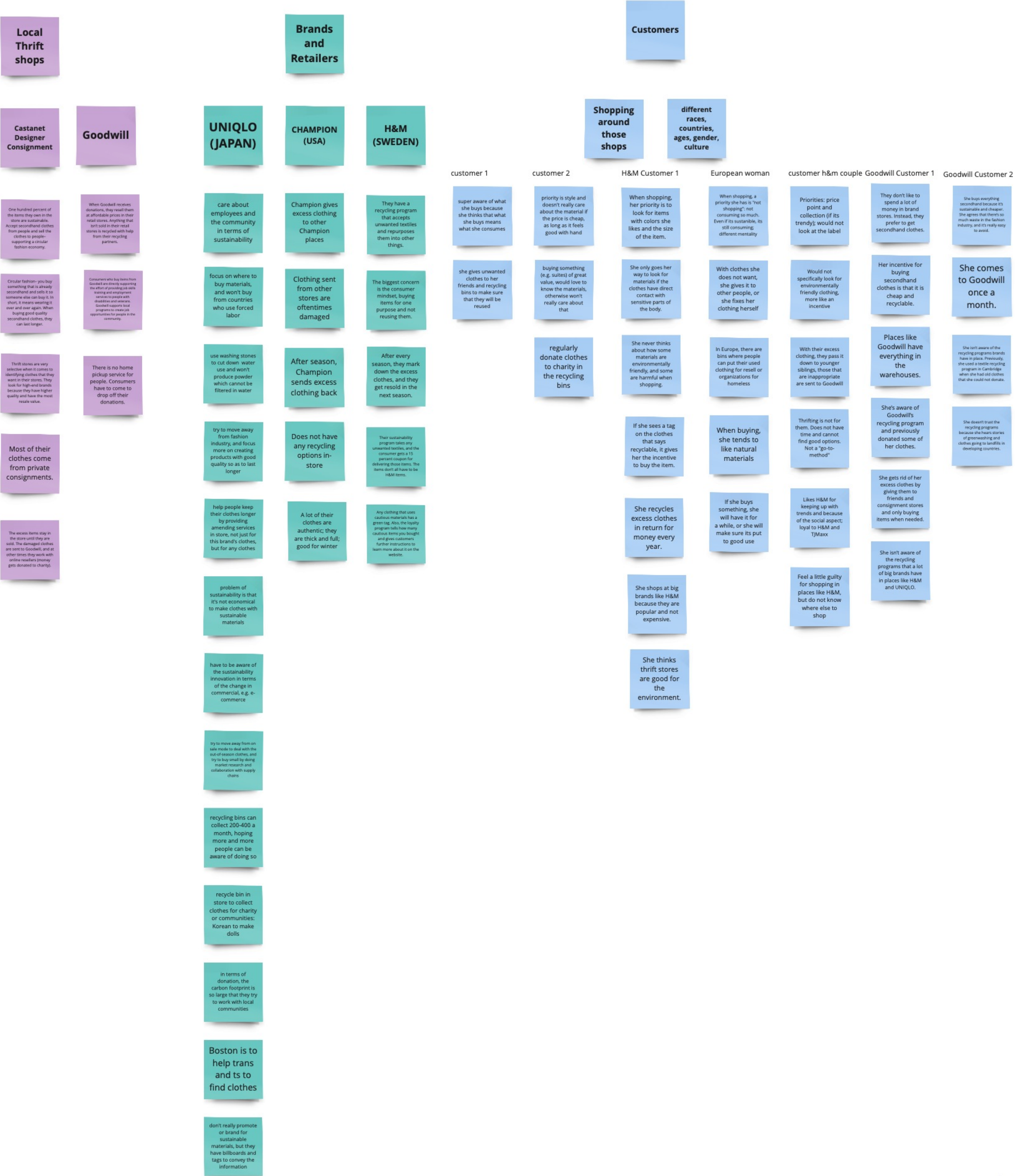
### Stakeholders in the fashion industry

This is a comprehensive analysis of the stakeholders in the fashion industry. The fashion industry is a complex ecosystem with multiple....

## Global Fashion Agenda and McKinsey & Company called Fashion on Climate (2020)









current recycle program

Online Recycling

They have a recycling program that accepts unwanted textiles and repurposes them into other things.

Their sustainability program takes any unwanted textiles, and the consumer gets a 15 percent coupon for delivering those items. The items don't all have to be H&M items.

The excess items stay in the store until they are sold. The damaged clothes are sent to Goodwill, and at other times they work with online resellers (money gets donated to charity).

In-Store Recycle Program

One hundred percent of the items they own in the store are sustainable. Accept secondhand clothes from people and sell the clothes to people- supporting a circular fashion economy.

recycling bins can collect 200-400 a month, hoping more and more people can be aware of doing so

recycle bin in store to collect clothes for charity or communities: Korean to make dolls

Circular fashion-- you buy something that is already secondhand and sells it so someone else can buy it. In short, it means wearing it over and over again. When buying good quality secondhand clothes, they can last longer.

Most of their clothes come from private consignments.

She thinks thrift stores are good for the environment.

help people keep their clothes longer by providing amending services in store, not just for this brand's clothes, but for any clothes

Champion gives excess clothing to other Champion places

After season, Champion sends excess clothing back

Community

regularly donate clothes to charity in the recycling bins

She recycles excess clothes in return for money every year.

in terms of donation, the carbon footprint is so large that they try to work with local communities

Boston is to help trans and ts to find clothes

In Europe, there are bins where people can put their used clothing for resell or organizations for homeless

Family/Friend

she gives unwanted clothes to her friends and recycling bins to make sure that they will be reused

With their excess clothing, they pass it down to younger siblings, those that are inappropriate are sent to Goodwill

With clothes she does not want, she gives it to other people, or she fixes her clothing herself

other ways for sustainability

information about sustainable materials

don't really promote or brand for sustainable materials, but they have billboards and tags to convey the information

Any clothing that uses cautious materials has a green tag. Also, the loyalty program tells how many cautious items you bought and gives customers further instructions to learn more about it on the website.

If she sees a tag on the clothes that says recyclable, it gives her the incentive to buy the item.

When shopping, a priority she has is "not shopping"; not consuming so much. Even if its sustainable, its still consuming, different mentality

When buying, she tends to like natural materials

ensure good quality

try to move away from fashion industry, and focus more on creating products with good quality so as to last longer

Thrift stores are very selective when it comes to identifying clothes that they want in their stores. They look for high-end brands because they have higher quality and have the most resale value.

Champion: A lot of their clothes are authentic; they are thick and full; good for winter

others

use washing stones to cut down water use and won't produce powder which cannot be filtered in water

focus on where to buy materials, and won't buy from countries who use forced labor

try to move away from on sale mode to deal with the out-of-season clothes, and try to buy small by doing market research and collaboration with supply chains

After every season, they mark down the excess clothes, and they get resold in the next season.

super aware of what she buys because she thinks that what she buys means what she consumes

Likes H&M for keeping up with trends and because of the social aspect; loyal to H&M and TJMaxx

If she buys something, she will have it for a while, or she will make sure its put to good use

care about employees and the community in terms of sustainability

problems/barriers

problem of sustainability is that it's not economical to make clothes with sustainable materials

have to be aware of the sustainability innovation in terms of the change in commercial, e.g. e-commerce

The biggest concern is the consumer mindset, buying items for one purpose and not reusing them.

Clothing sent from other stores are oftentimes damaged

priority is style and doesn't really care about the material if the price is cheap, as long as it feels good with hand

Champion does not have any recycling options in-store

buying something (e.g. suites) of great value, would love to know the materials, otherwise won't really care about that

Priorities: price point and collection (if its trendy); would not look at the label

When shopping, her priority is to look for items with colors she likes and the size of the item.

Would not specifically look for environmentally friendly clothing, more like an incentive

She only goes her way to look for materials if the clothes have direct contact with sensitive parts of the body.

Thriftling is not for them. Does not have time and cannot find good options. Not a "go-to-method"

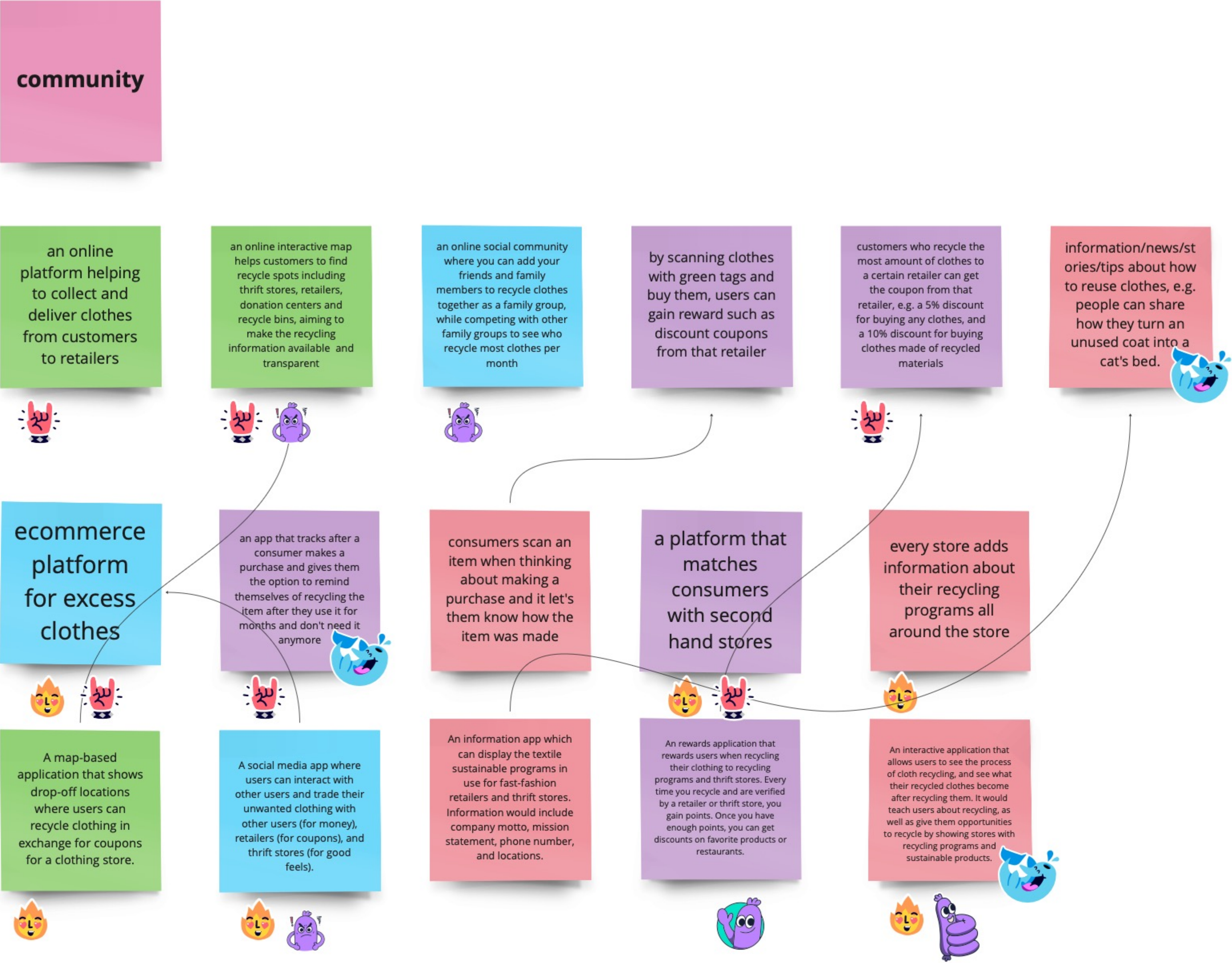
She never thinks about how some materials are environmentally friendly, and some are harmful when shopping.

Feel a little guilty for shopping in places like H&M, but do not know where else to shop

She shops at big brands like H&M because they are popular and not expensive.



























































Problem statement:  
A problem that loyal consumers who shop at fast-fashion retailers encounter is an attitude-behavior gap pertaining to textile recycling options and sustainability efforts from fast-fashion brands.





We can document in a way like voting, to see which features are most popular among potential users

	delivery service	locate by maps	track what they turn out to be	get matched	rewards	find nearby users	news	FAQ	Ideas?
female, Chinese, 30, analyst									combine find nearby users, news and FAQ into a forum
male, Chinese, 28, architect									
male, Chinese, 32, architect									hope FAQ will be about how to use rewards/coupons/ what can be exchanged/ where to use/ when expire
male, British, 22, student									Sees not point in knowing where the clothes are since they are delivered.
female, American, 50, dentist									Prefers to deliver items herself for assurance.
male, American, 18, student									Can combine different users with feedback! So like an online forum with discussions. But what would talk be?
female, American, 72, cook									Does not see the point in connecting with others and prefers to keep information private. Very conscious about privacy.