

Goals

- Understanding what our possible future users need from an application like ours.
- Problems that users face in their past experiences when clothes trying on.
- Get to know users priorities when they are shopping online.

Questions

- How often do you shopping?
- How much time do you spend while shopping?
- Do you prefer online shopping or buying from stationary stores?
- What do you pay attention the most while you are shopping?(price, time, etc.)
- Have you ever decide to buy clothes from an application just because it is easy to use in some processes? Could you describe it?
- Describe how you choose online shopping sites while you are looking for something?
- How are your expectations changes based on which shopping way you've chosen?
- Which type of products in clothing interests you the most? Can you tell how seeing that product effects you on an online shopping application?
- Why are you buying clothes in general?(because of needs, following the fashion)
- Do you rank shopping applications?
- How much time do you expect from an application spends to finish purchasing a clothe?
- What is your main criteria while shopping online?
- Are you trusting other users reviews about the products you are looking for before ordering? Can you tell a story that you have a regret to trust or not trust the review and it turned out pretty bad as a result?

5 People for Interview

- 1) 30 year old lady who is addicted to shopping (influencer)(former fashion designer).
- 2) Software developer (40-) who is very busy with his job
- 3) Asocial adolescent boy (17) who doesn't like to communicate with people in person.
- 4) A woman who lives so far away from the city center. (52)
- 5) A man celebrity who just came out with a horrible scandal .(28)

Answers


1)

- Every weekend, or just when I got free time
- Generally 3 hours per day
- Online shopping since I spend so much time while shopping
- I pay attention to how clothes look on me
- Yes, Since shopping is a therapy for me, I spent my free time while online shopping at home because it is easier.
- I am looking for reviews of the sites which sells the same product and then decide the site that i will go on with.
- When I shop online I have so much time and chance to choose the cheapest and the most beautiful product for me So I focus on quality but when I shop in stationary stores, since it requires some time and energy, I am focusing on having the best product in that time and energy.
- I am addicted to high end brands for purse and shoes
- Because I am an influencer and I have to try so many different clothes to recommend people.
- If I am collaborating with that brand, I rank the application but in general, I do not have much time to rate all of the applications that I use.

- It depends on which type of cloth I am buying and why I am looking for this cloth.
- The comments of that cloth because the more comments lead me to know the more data. So that I can recommend the clothes according to these comments.
- Generally I am trusting the reviews of the users. Because some sites has a comment section that allows you to share photos. So that I can easily decide if the review is honest or not. One time I wanted to order a dress but in comments they say the size of the dress is a little bit tight so the users recommend to buy one size bigger. So just because I want to make sure, I ordered the both my size and one size bigger and it turned out one size bigger one fit better on me. So in conclusion the reviews were right.

Persona

Rachel Green



"Reduce, reuse and recycle for a better future."

Age: 30
 Work: Former fashion designer, Influencer
 Family: Single
 Location: Lyon, France
 Character: Conscious and tolerant

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Friendly Ecologist Fashionista

Goals

- To make people more conscious about consuming less.
- To reach the top for her job by trying different products.
- To contribute to a healthier and cruelty-free future for the world.

Frustrations

- The topics that can make people trigger.
- Losing peoples' interest in her job and reviews.
- Products sometimes do not match the looking their online version in reality.




Bio

Rachel Green is a 30-year old influencer who is actually a fashion designer but then wants to focus on communicating with people. Her main purpose is to be trustable so that people will be more conscious and experienced about shopping and they won't waste their money or time. Also, it will be better for the environment and animals. So she thinks she will be the one who will shop for a lot of people because if she will influence people they won't spend their money and time on useless stuff. Sometimes she fools around for hours on the internet. But that doesn't mean she doesn't benefit people who comment on a particular piece of cloth. Rachel takes the comments very seriously because she thinks they are trustworthy and they make her life easier about time, usefulness, and money.

Motivation

Incentive	
Fear	
Growth	
Power	
Social	

Brands & Influencers

Preferred Channels

Traditional Ads	
Online & Social Media	
Referral	
Guerrilla Efforts & PR	

2)

- Not that often maybe once in two weeks
- I do not have much time since my job is a huge time consuming reason in my life. So I spend time on shopping at most 4 hours in one month.
- I prefer online since it is easier and time saving.
- Time of course.
- All the time .Actually shopping in stationary stores are just for losers who don't have anything better to do.
- When I buy something for myself, I have some spesific brands and generally I only shops their original sites of these brands.
- I do not go stationary stores because i think it is just a way to waste time.
- Something that are comfortable to usage in home such as basic black t-shirt like entrepreneurs wear. Seeing the product effects me because I wonder how it gonna look on me without effort.
- Because of needs.
- Yes, since I am a software developer I am so picky about applications' interfaces.
- At most 10 minutes.
- Finding clothes that are already on my mind.
- It depends. Besides, I have an unfortunate story: Once, when I shopped for his wife for our anniversary, the necklace that I bought my wife was broken and it was not the same colour that I wanted. Even if my wife, Linda, hide her displeasure it was very clear that she was not pleased. After that time I started to spend more time reading to comments, especially when I am shopping for someone rather than himself.

Persona

Jeff Duncan



"Shopping is like coding, all you have to do is to know how to search."

Age: 43

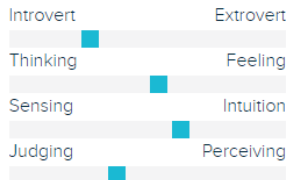
Work: Software Engineer

Family: Married, twin daughters, a dog

Location: Mumbai, India

Character: Workaholic and homebody

Personality



Practical

Analytic

Emotional

Goals

- To buy comfortable clothes without spending much time.
- To find shopping sites that are reliable about products.
- Saving time as much as possible to spend more time with family.

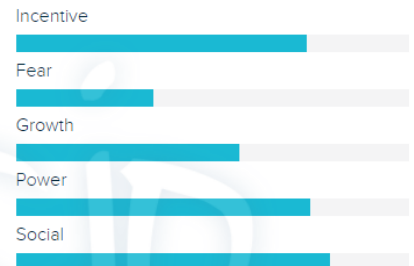
Frustrations

- Wasting time on choosing clothes.
- Can not satisfy his family with products he bought.
- Wasting money on products that do not truly measure up to his expectations.

Bio

He is at top of his career so he doesn't have so much free time. If he has some he wants to spend it with his wife and children. He generally wants to shop for comfortable clothes or shop for his wife because it is valentines day or their anniversary. Sometimes he even shops for his baby twins and his 3-year-old dog Ruby. He is picky when he shops for himself, he has some specific brands. But when it comes to picking something for his daughters or wife; he prefers to read comments because he wants to make them happy.

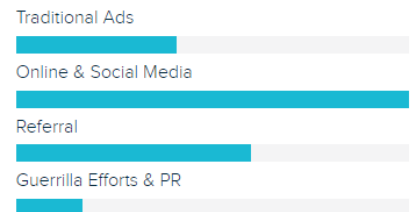
Motivation



Brands & Influencers



Preferred Channels



3)

- It is very rare for me to shop in general.
- Maybe 4 hours in a month.
- Online shopping.
- Style of the clothes is the most important aspect for me while shopping.
- Yes all the time actually since it is easy to use and save much more time. Besides I do not like to communicate with people that much in my daily life.
- I choose the site by type of the material that I am looking for.

- While online shopping I am focusing the lowest price and highest quality but when shopping in person I am focusing to find a specific boutique that sell my type of clothes.
- Hoodies, sweatshirts and joggers. Being comfortable is so crucial for my style so when I see a product that looks comfy, I want to buy it in return.
- Because of my needs.
- I do not care about it to be honest.
- Max. 15 minutes for a product since I don't check the comments that much.
- Exploring new fashion products.
- As far as I am concerned, most people are not that able to review clothes in an honest way, So I do not trust their opinions and reviews. And I do not have any bad memory about that.

4)

- Once in three months.
- One whole day when I go to city center.
- I prefer online but I am not that able to understand how to shop online since I am kinda old for that Technologies , so I usually end up buying from stationary stores.
- The quality of the products.
- Yes, last month I tried to buy a dress online and my grandson helped me to use the interface of the application. And I could figure how easy the process is out.
- I choose the sites that are looking so simple to understand how to use.
- By online I am not that picky, I just focus on my needs but while shopping in person, since I do not have a chance to go to the city center so often, I am focusing on the quality of the product so much.
- Something that are not that common to buy from stationary stores near my city such as high end perfumes or shoes.
- For special days for me and my family like thanksgiving day, anniversary etc.

- To be honest I do not even know how to do that. Therefore I don't rank the applications.
- Maybe 30 minutes since I am kinda slow about internet and stuff.
- My criteria is having a cloth that will fit me perfectly.
- While shopping online, I do not look reviews from other users that much. But when I see a comment, I rather choose to trust it. I do not have any specific memory.

5)

- I shop so often since my job related to my looks.
- At least 30 minutes per day.
- I like online shopping but I have to find the perfect fit so that I prefer stationary stores more in general. But after the scandal, I have to shop online since I do not want to get caught by paparazzis.
- Time and uniqueness.
- Yes of course. I purchase all of my pyjamas online since I do not have to try them on to find the perfect size.
- I choose the sites of high quality brand's.
- For online my focus point is finding the clothes have the highest rate but for stationary stores, I am expecting finding the clothes that make me look better myself.
- I have a special place for suits in my heart. So when I look these on online I am tended to buy them.
- I buy clothes to look good in front of the audience that I show my celebrity self.
- I do have a habit to rate the applications because I believe that they are willing to make applications better according to our feedbacks.
- Not that much, maybe 30-40 minutes.
- The reviews of that cloth.

- Yes, I trust the comments of the former users. But sometimes come comments can be tricky and far to be real. A while ago, before I bought my new denim jacket, I have lots of comments that say the color of the jacket is not the same as in the Picture. But I ordered it anyway, and it came with exactly the same color with the picture. So, sometimes people can not decide what to expect from a cloth in my opinion.