

0.0 Brief



We treat water as if there will always be enough of it, so people end up using it in wasteful ways. Private hedge funds have started investing in water to get ready to take advantage of water scarcity when the demand increases.

Among all the industries, the most water consuming all-around the world is the textile industry. We have researched extensively the topic in order to come up with a solution that would change people's shopping habits in Norway and help therefore diminish the impact that the industry has on the water consumption worldwide.

We have come up with an online store solution, called Make it Count, that optimizes the production of clothes by recycling old textiles and changes people's shopping habits towards a more conscious consumption.

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0.1 Our design process



Empathize

Primary & Secondary
Research



Define

Design opportunities
Problems statement
Person



Ideate

Solutions
Requirements



Prototype

IA
Wireframes
Prototype



Test

Usability Testing

0.2 Our research plan

week	week	week	week
1	2	3	4
Research	Define & Ideate	Prototype	Test
<ul style="list-style-type: none"> - Literary review - Interviews - Survey - Data analysis - Insights & conclusions - HMW questions 	<ul style="list-style-type: none"> - Primary persona - Problem statement - Vision statement - Context Scenario - Brainstorming - Mind Map - NUF Test - 6 thinking hats 	<ul style="list-style-type: none"> - Content audit & card sorting - Requirements, IA, user flow - Sketch wireframes - Discuss levels of design - Make lo-fi wireframes 	<ul style="list-style-type: none"> - Plan sessions - Script - Recruit & schedule sessions - Document sessions - Synthesise data - Report findings - Design iterations - Lesson learnt

1.0 Empathize

The first step in this research process was to conduct literary reviews. We needed to have a better understanding of the problem of water scarcity and what were the main factors that impacted it. We discovered early on that the textile industry is the second most water consuming industry in the world, after the food industry.

We decided to focus our research on this issue for 2 main reasons:

- We feel that there is already enough focus on conscious eating. In fact, the consumption of meat has been constantly decreasing in Norway since 2010 due to environmental and ethical sensibilization¹.
- There aren't enough sources trying to spread awareness about the impact that our clothing consumption has on the environment, and therefore we feel that not enough people are aware of the impact that their shopping habits has.

1.0.1 Objectives

- What is the link between the textile industry and water consumption?
- How can we reduce water consumption for when it comes to textiles?
- How can we help the consumers be more conscious regarding their shopping habits?

1.0.2 Research approach

Generative

To understand what problem needs to be solved specifically

Descriptive

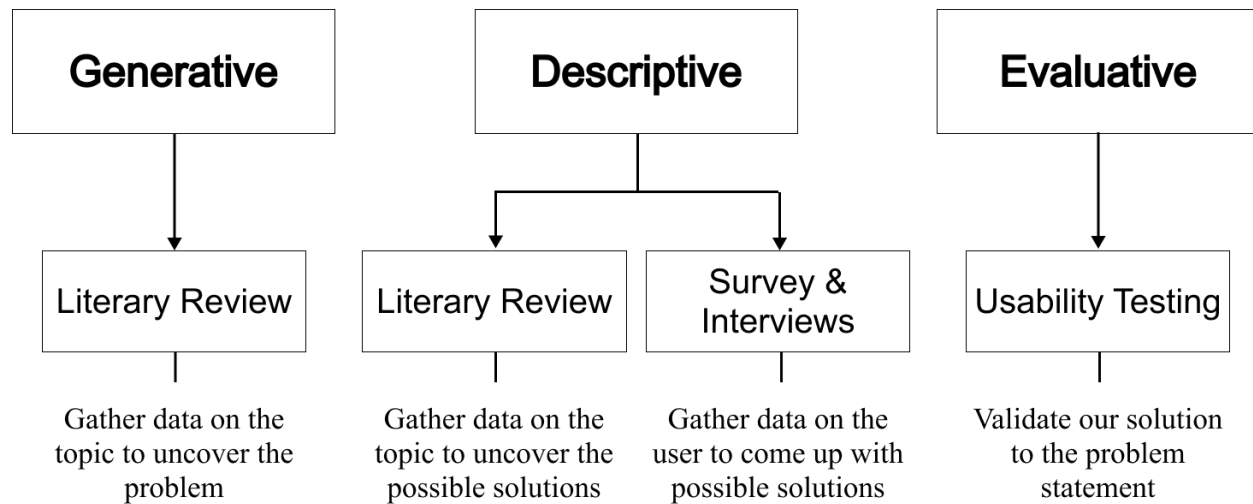
To understand the possible solutions to the problem

Evaluative

To test our best solution

¹<https://forskning.no/landbruk-mat/nordmenn-spiser-mindre-kjott--forbruket-faller-for-andre-ar-pa-rad/1586609>

1.2 Research methods



The second step in the research was to conduct primary research to discover what people in Norway thought and felt about this topic. In fact, even though the water crisis is a global phenomenon, in this case study we will be focusing on strategies, ideas and solutions that can be applied locally. Therefore, our primary research was focused exclusively on people living in Norway.

1.2.1 Survey

The survey consisted of 13 questions that were focused on understanding people's shopping habits in Norway. In particular, we wanted to discover how often and by what means people bought and threw clothes, what were their main reasons for buying new clothes and what was their attitude towards second-hand apparel.

Among our 100 answers, we discovered that people in Norway value mostly quality, price and comfort when buying new clothes, purchase new clothing items less than once per month either for necessity or for keeping up with new trends, and their favourite clothing brands are two of the biggest fast-fashion chains worldwide: Zara and H&M.

Most people had a negative attitude towards buying second-hand clothing, either because they found it difficult to find their size or couldn't find anything they liked, or because they regarded second-hand clothes as of poorer quality and/or unhygienic.

For further info., you can access our survey through the following link <https://forms.gle/pvMTYBfwdEuFpuME8>

1.2.2 Interview

The interviews were semi-structured and conducted remotely. The three participants that took part in our research were contacted through our social network and gave us meaningful insights for the define and ideation stage. The interviews were done with two females and one male to get the consumer perspective for both men and women.

The interviews we had gave us some meaningful insight, if we compare the insight from the interviews with the insight from the survey the outcome will be the same. Participants number 1 and 2 have the same relationship with second-hand clothing - they like the idea of being more conscious and have even bought second-hand clothing. For them it's not always they can find something that fits them, but when they do find something it is something unique that not many have. Participant number 3 has a different relationship when it comes to buying second-hand clothes. She does not like the feeling of wearing clothes that someone has used, she means that it is not so easy to find her size and she likes the feeling of new clothes when she is already using the money on the clothes. She knows that being conscious is important to the environment, but she said that it is another way to be.

In the end all participants are aware that they have to be more conscious about their clothes consuming, but it is not always easy for them to be when all the big brands offer a price that fits their wallets and it is easily available for them to buy whenever they want.

You can access our interviews transcriptions through the following links:

<https://drive.google.com/file/d/13tQglMvCOh4-OU57J2BQssl59JN7samy/view?usp=sharing>

You can access our interviews recordings through the following links:

<https://drive.google.com/file/d/1LrgN4D1tZq8GWDg0xIINLKjY2ah6QP-a/view?usp=sharing>

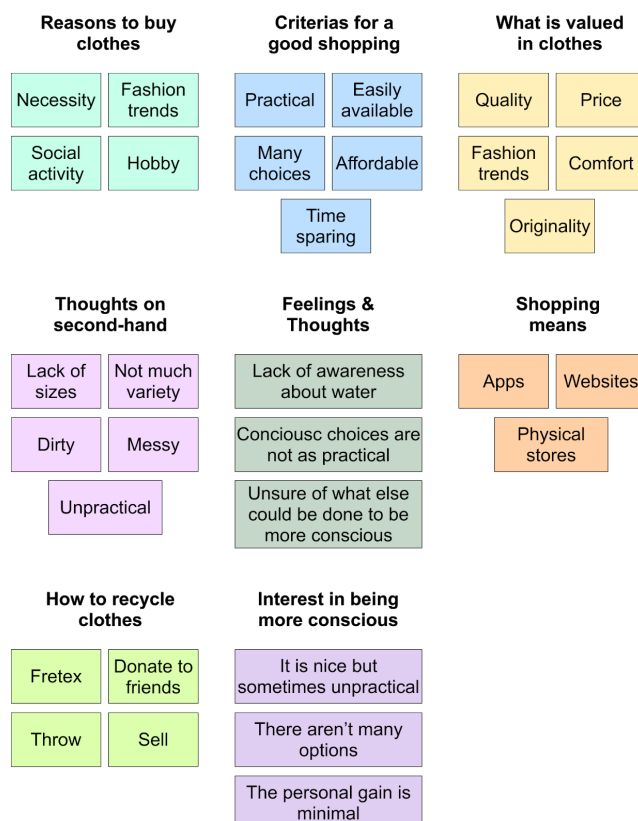
https://drive.google.com/file/d/1cTd4DV5MuTAg7Ic7s2wU_cRSxwZCmIsi/view?usp=sharing

<https://drive.google.com/file/d/1ozBjHn9tcoDMt8CIsAw-CBRKhbG5PzAB/view?usp=sharing>

1.3 Findings

We gathered all our research facts and insights in an Airtable spreadsheet, so as to have a good overview over everything. For further info the spreadsheet can be accessed by clicking on the following link: <https://airtable.com/shrnn9kyJ7NwHUrTq>

1.3.1 Research Data Analysis - Affinity Mapping



We grouped all the facts in an affinity map so as to uncover the challenges and possibilities and understand better the problem to solve.

1.3.2 Insight

- Most people want to be more conscious. However, there aren't many options available to purchase clothes in a sustainable way, and it is much more troublesome than purchasing from fast fashion stores. Some people also have a negative conception about second-hand.

1.3.3 Conclusion

- The consumers would be motivated to buy more consciously if the options available for them would be/offer:
 - A good price/quality relation
 - A practical and fast way of shopping
 - Clean, diverse and fashionable clothing items

2.0 Define

2.1 HMW questions

How might we help people be more conscious?

How might we raise awareness about water consumption for when it comes to clothes?

How might we reduce the water consumption for when it comes to clothes?

How might we raise people's personal motivation to buy in a more sustainable way?

How might we make it easier for people to recycle their clothes?

How can we break the negative stereotypes surrounding second-hand clothes?

2.2 Problem Statement

What is the problem	Who is experiencing it	Why does the problem occur	When does it occur	Where does it occur
People find it impractical to always buy sustainable clothes because there isn't much variety in styles, sizes and stores.	Mostly people in the age range of 20-45 who want to be conscious but also follow the fashion trends and be up-to-date.	Because there aren't enough sustainable options that are as effective and practical as other not-as-conscious stores	From our survey we discovered that people buy in average twice per month	We are keeping the focus on Oslo in this case study

- People in the age range 20-45 are very aware of the impact that their consumption habits have on the environment and would like to be more conscious in their shopping choices. However, there aren't many options available that are able to satisfy them properly when it comes to a variety of sizes, styles and stores. They also believe that new clothes are of a higher quality than recycled ones. We want to take advantage of the lack of offer in the market, and give the consumers a better conscious choice.

2.3 Persona

Our primary persona is called Nina. When it comes to shopping, she likes a good balance of quality, price, comfort and trends. She prefers buying online or in stores such as H&M and Zara, where she can easily find what she is looking for and her size.

She likes having a smooth, stress-free and organized shopping experience. She would be open to buying more second-hand clothes if it would be easier to find nice pieces in her size and she would have an insurance that the clothes are clean.

Nina The Nurse



"I have dedicated my life to wear scrubs, but fashion is a passion"

Age: 30

Work: Nurse

Family: In a relationship

Location: Oslo, Norway

Character: The Consul

Social

Impulsive

Honest

Impatient

GOALS

- Find clothes with good durability and quality/price ratio
- Having a comfortable and easy shopping experience
- Find trendy clothes

FRUSTRATIONS

- Hates wasting time buying clothes
- Struggles finding her size
- Struggle finding fashionable clothes she likes

BIO

Nina is a nurse by day and often wears scrub most time of the time. She is also a find herself interested in fashion, but with the job she is dedicated to, time is a thing she find most valuable in her daily. So, she prefers to shop online and to save some time. She like clothes there are durable and quality in a good price. she also likes the idea of second-hand clothes, but rarley finds clothes that fits her.

MOTIVATION

Quality

Price

Comfort

FAVOURITE BRANDS



PERSONALITY



2.4 Context scenario



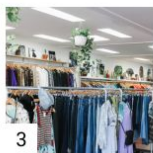
1

It is friday night and Nina is on a blind date. Finally she can use her passion for fashion and drop the scrubs.



2

She meets Nikolai, a very handsome and fashionable man who is very conscious about the environment. They start speaking about the impact that clothes have on the water consumption.



3

She becomes interested in the topic and starts pondering over her fashion choices. Nikolai says he's a big fan of second-hand stores. He recommends Nina a popular second-hand store.



4

The next day Nina decides to visit the store Nikolai had recommended her and give second-hand clothes a chance.



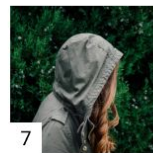
5

Initially she struggles finding something she likes, but after a while she finds a nice shirt. Unfortunately, it wasn't her size.



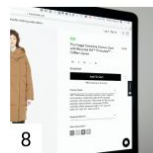
6

She continues searching until she finds a nice jacket. She tries it on and it fits perfectly! While looking in the mirror she notices though that there are some strange stains on the back.



7

She becomes very disappointed and tired of searching and trying clothes. At the end she just decides to leave the store and go home.



8

Once she arrives home, she still wants to purchase new clothes and so decides to go online and search for something she likes.



9

She purchases a new shirt, a jacket and a new sweater online.



10

She is happy with her new purchases online, but remebers what Nikolai had told her about the environment. However, she thinks it's not something for her as it is too hard to find something she likes and that fits her.

3.0 Ideation

Once the empathize and defining stage were concluded, we proceeded to the ideation stage.

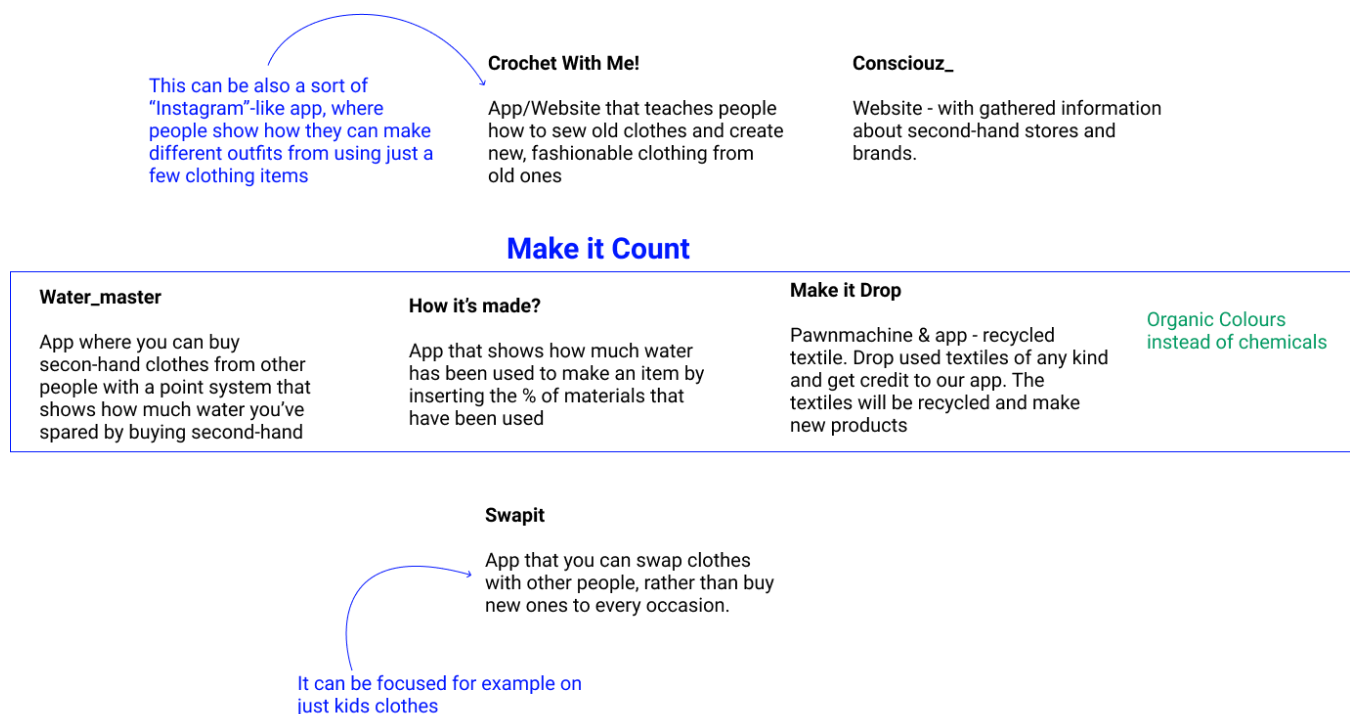
We had a brainstorming workshop where we discussed different ideas and solutions, based on our previous research findings and problem statement.

We generated many different solutions to the different problems that had risen during our research stage. Then, we created a mind map to see how the different ideas could connect with each other. At the end, we chose our final idea through the NUF test.

Access our ideation session (brainstorming + NUF test) by clicking the following link:

<https://drive.google.com/file/d/1ihJ0P0z4X1faH-Jn3eIGoJGG2m-2ejTw/view?usp=sharing>

3.1 Brainstorming & Mind map



3.2 The best solution - Make it Count (MiC)

Our solution consists of two products. The first one is a recycle-container, where people would be able to drop their old textiles and would get back some credit that they could then use to buy new clothes on our digital store. The second product is therefore the online store itself.

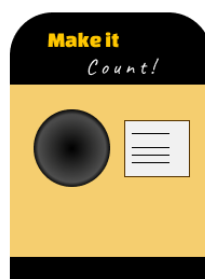
Opportunities	Challenges
<ul style="list-style-type: none"> ■ We raise people's personal motivation to recycle by giving them a credit they can use on the store. ■ We turn the old textile that people donate into new clothes. We spare in materials and people get the feeling of new clothes. ■ On our store we educate people of how much water it takes to create the different clothing items and therefore raise awareness. ■ Since it is a digital store it is accessible to everybody ■ There will be plenty of sizes and styles since we turn the fabrics into new clothes ■ It would be easier to find what you need compare to physical stores that just re-sell second-hand clothes 	<ul style="list-style-type: none"> ■ The prices may not be as competitive as other stores since our clothes will have to be made with the least climate-impact as possible. ■ For the same reasons as stated before, our store will not be a trend-setter, since that requires continuous production and therefore waste. ■ Shopping online is not the same as going out to buy with friends, so people looking for a hobby or a social entertainment will not be as interested as those buying for necessity.

3.3 Vision Statement



Conscious Fashion

Make it Count (MIC) is the new conscious fashion brand that creates fashionable clothes using completely recycled materials.



Drop your old clothes in one of MiC's containers and be amazed to see what good comes out of it!

Donate your old clothes to gain credit on MiC's website to purchase fresh, new and fashionable clothes on

www.mic.net

3.4 Defining the solution

Now that we had a potential solution to the problem statement, the next step was to define the solution, which means to establish what the requirements, IA and user flow would be.

3.4.1 Requirements

We began by grouping the requirements of our online store in a table, so as to have a clearer idea of what we'd need to incorporate in our solution. [See table below ↓](#)

Data	Technical	Functional	Contextual
Signup Identifiers Input Phone Sign Up Name Mobile number Create password Confirm Password Agree to terms & Conditions	Sign Up Technical Android & Apple Fingerprint Integration	Sign Up Functional Norwegian & English option Remain logged in	Sign Up Contextual Easy to signup format. Clean interface Password must to be secured enough Distinction between active/inactive input fields
Login Identifiers Input email Input password Remember me checkbox	Login Identifiers Verify email Safely store user info following GDPR	Login Identifiers Offer clarification of why the app needs a mobile phone, name etc. Offer clarification of how personal data is handled	Login Identifiers Input fields are easy to understand. Login is easy with both fingerprint and login button.
Onboarding Splash Menu buttons Nice pictures & graphics	Onboarding Store info if it's first time access or not	Onboarding Warm welcome to first time users Explanation of what the concept is about Offer possibility of skipping onboarding Tool tips of how to use app	Onboarding User understand what this concept is about without any difficulty User understand the major features: choose item, add item to basket, use credit, remove item, pay

User Account Change email btn Change passw btn Points Status ‘Water saved’ status Your orders Wishlist QR code	User Account Manage points based on how many clothes have been donated by the user	User Account Easy to click buttons Short explanation of how points & credit works Short explanation of how “water saved” works	User Account Clean interface Easy to navigate interface with lots of graphs and graphics
Store Items categories Items pictures Items price Items description & details Item size Item colors Item ratings	Store Price valuta based on country of access	Store Easy to select items & buttons Show availability of sizes and colors	Store Easy to see review of item
Basket Add/Remove item button Change color/size button	Basket Add/remove item with -/+ buttons (or swipe) Change color/size with accordion	Basket Show availability of sizes and colors	Basket User finds it easy to add/remove items with a single click or swipe Easy to change color/size with accordion
Payments Pay with Klarna Pay with Vipps Pay with Card Verification of payment Pay with store credit	Payments Manage payments safely	Payments Confirmation of payment Remember card option	Payments Easy to distinguish between active/inactive inputs Easy input options
Ratings Rating stars 1-5 Review Pictures Anonymous option	Ratings Show media of rating for each item	Ratings	Ratings Easy to read/write reviews Easy to select stars

Number of ratings for each item			Easy input
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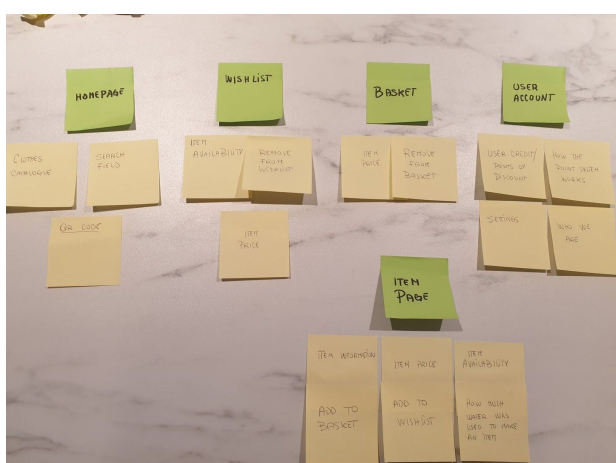
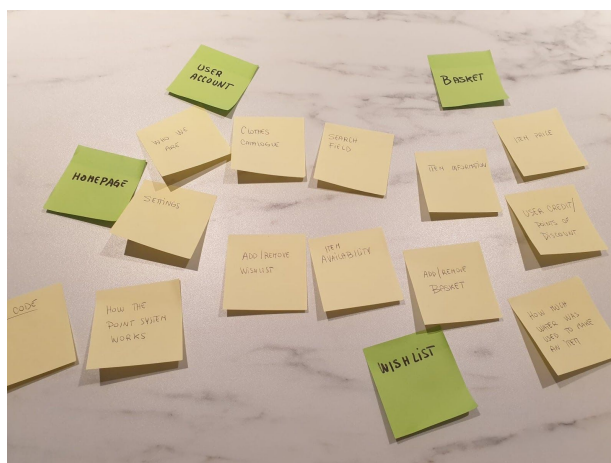
3.4.2 Information Architecture

A good information architecture is vital for any digital product to ensure that the users find what they are looking for with the least amount of effort as possible.

Our online store would need some essentials such as:

- Clothes catalogue
- Search field
- Wishlist
- Cart
- User settings

We did a card sorting session with different people to see what the users would expect to find in each page of the online store app.



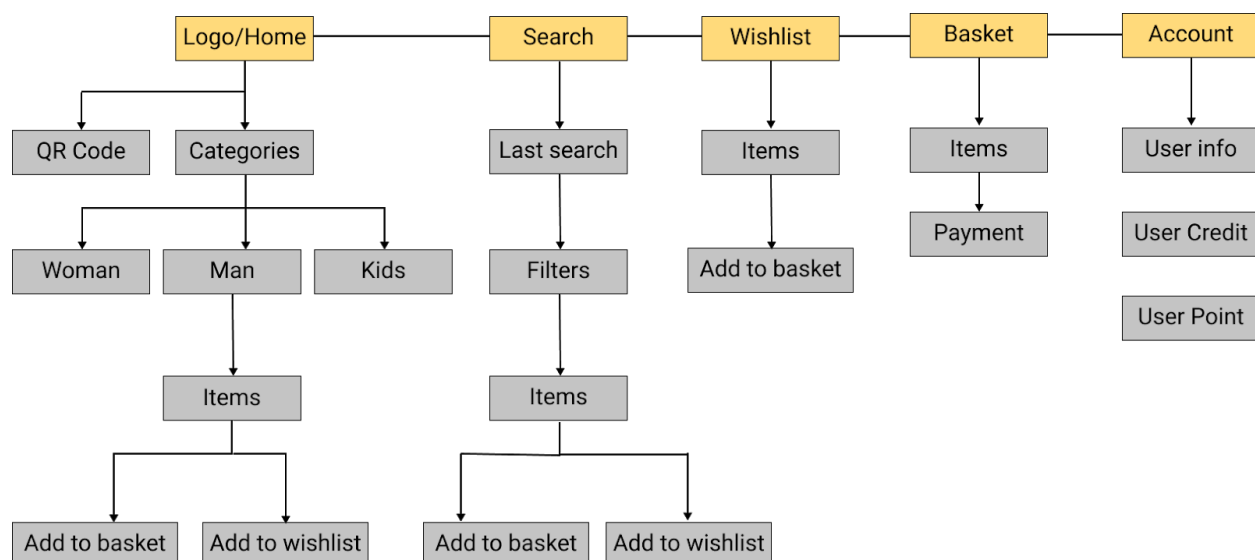
The green post-its represent the main navigational pages, while the yellow ones represent the content that the user may find within those pages. The participants were asked to sort the content post-it under the different pages post-it, based on what made more sense to them.

Under there is a representation of the results of the card sorting session.

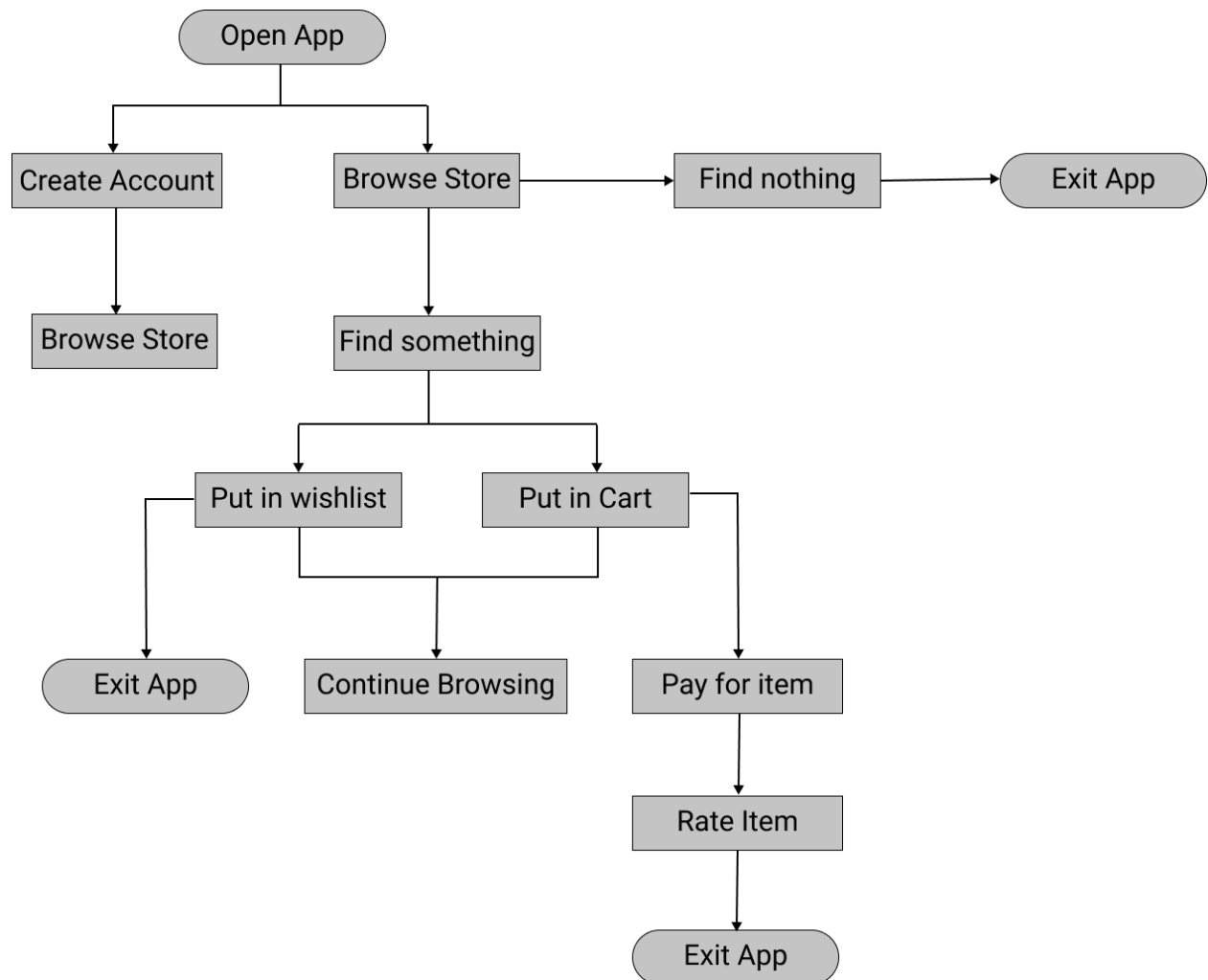
Homepage	Wishlist	Basket	User Account	Item Page
Search field	Item availability	Remove from basket	User credit	Item details
Clothes Catalogues	Remove from wishlist	Item price	How the point system works	Item price
QR code	Item price		Settings	Item availability
			Who we are	Add to basket
				Add to wishlist
				How much water was used to make item

Based on the results we got from the card sorting, we proceeded to create an app map and a user flow.

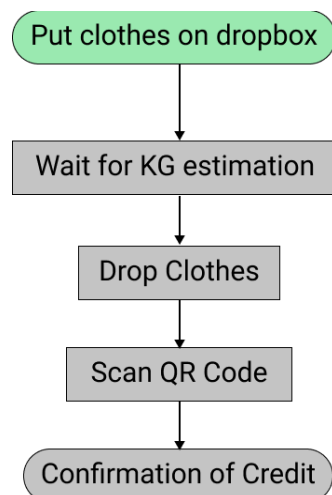
3.4.3 App mapping



3.4.4 User flow - Online Store



3.4.5 User flow - Recycle-container



In the user flow we can see that there are three points where the users is more likely to live the app:

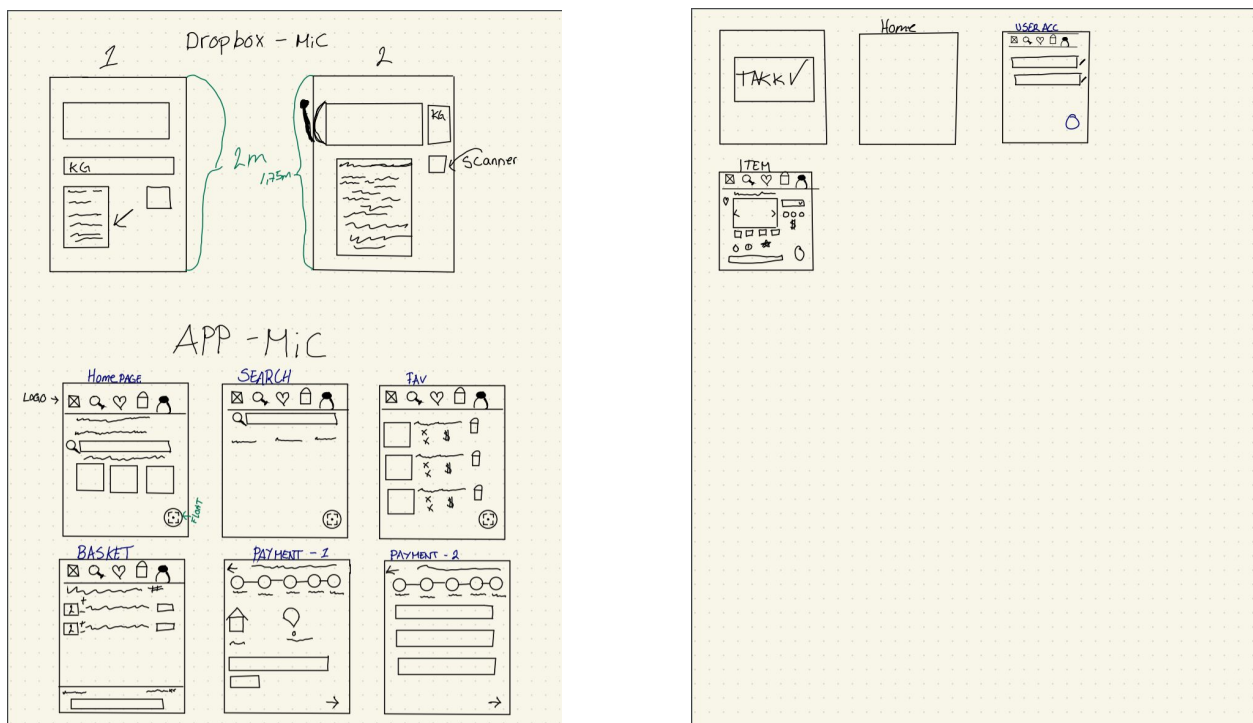
1. If the user fails at finding something he/she likes
2. If the user found something he/she likes and put it in the wishlist/cart
3. If the user has successfully completed a purchase

The third option is the optimal option for us, and therefore while designing the wireframes for the online store we kept in mind the ways we could motivate the user to conclude the purchase and don't just leave the app.

4.0 Prototype

4.1 Paper wireframes

The first step in the prototyping phase was to do some hand-drawn wireframes just to get down the initial design ideas and have a better understanding of how to structure the app.



4.2 Low-fi wireframes

We proceeded to create some digital lo-fi wireframes so that it would be easier for us to collaborate. We used Figma to create the wireframes.

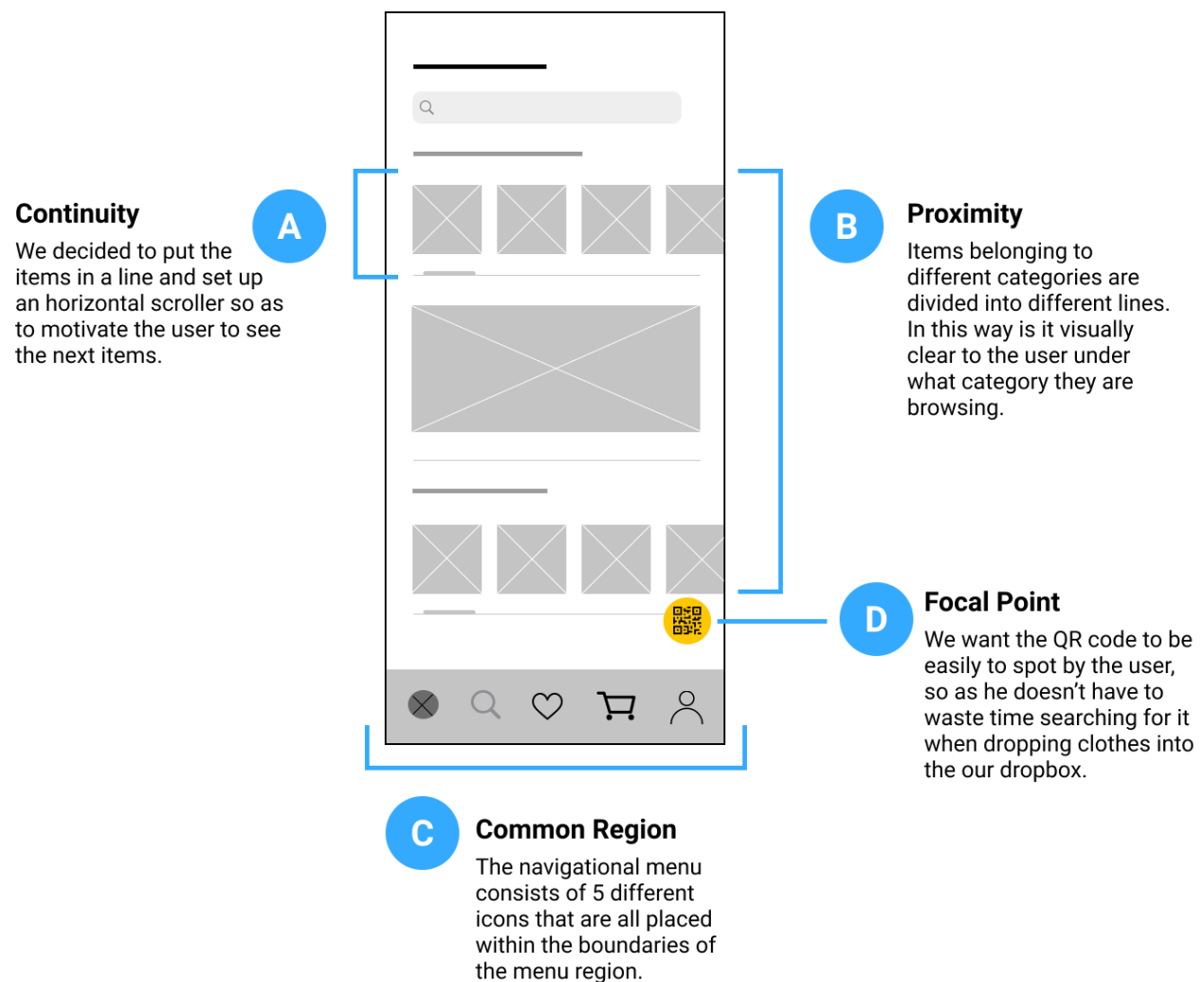
To access our Figma wireframes click on the following link:

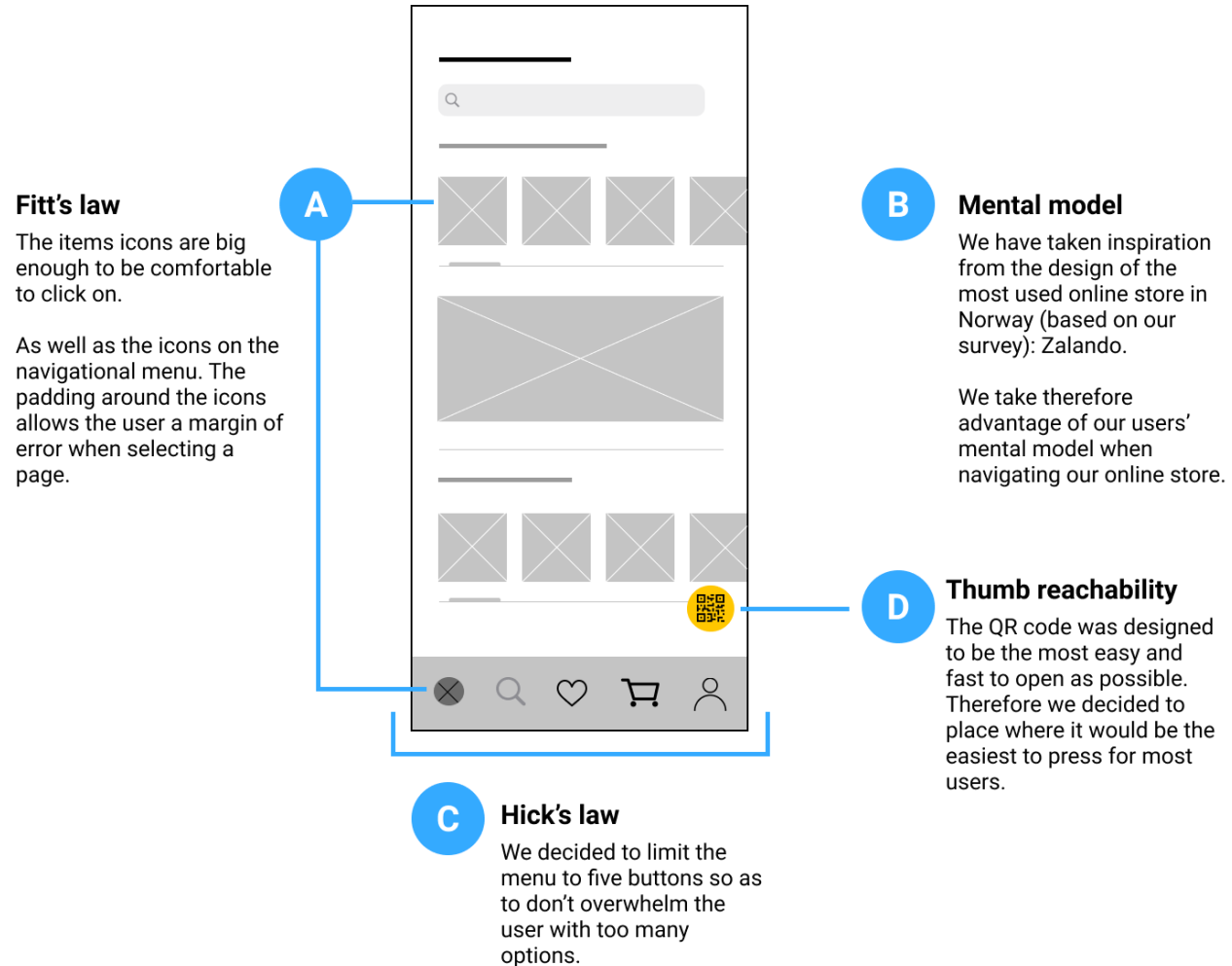
<https://www.figma.com/file/09HK7NzGZ4oFdkiCVU4G8c/Mic-Wireframes?node-id=0%3A1>

To access our sketching session click on the following link:

https://drive.google.com/file/d/1UxOTi0wxPhxrBt0QUg68xvU_WEb4HPir/view?usp=sharing

4.3 Gestalt & Universal design principles





5.0 Test

Once we were satisfied with our lo-fi wireframes, we proceeded to create a lo-fi prototype to conduct some usability testing.

You can access our Figma prototype by clicking on the following link:

<https://www.figma.com/proto/09HK7NzGZ4oFdkICVU4G8c/Mic-Wireframes?node-id=30%3A1112&viewp=592%2C288%2C0.10616463422775269&scaling=scale-down>

5.1 Usability Testing Goals

- Uncover what the positives and negatives are within our current product design
- Discover what the user thinks and feels of our concept
- Discover what the general reaction to our concept design is

5.2 Methods & Participants

Considering our goals, we chose to conduct mostly phone/video interviews. We wanted to discover how usable our product was, as well as the user's thoughts and emotions surrounding our concept design.

Since our product design is still at an initial stage, we weren't focused on calculating the task performance or the success rate, but we rather wanted to receive qualitative feedback about our design, to understand what had to be changed and what was already good enough.

We recruited through our network and interviewed three participants (Mario, Trung and Da Quynh) in our user target age range of 20 and 45 years old.

5.3 Script & Data Privacy

The script of our usability testing consisted of a brief introduction of who we were and what was the purpose of the testing session, followed by some warm-up questions. We explained to each participant that there were no right or wrong questions, and asked them to think out loud the most as possible while using the prototype.

We also made sure to explain to each participant how their data would be handled. Each of them had to consent to our research agreement sourced below.

Access our UT full script by clicking on the following link:

<https://drive.google.com/file/d/14wfKngPx5RfOgJEtCphRpacg5g1TqCR6/view?usp=sharing>

Access our data privacy agreement by clicking on the following link:

<https://docs.google.com/document/d/1HKpwwCBn34uwmplOhbmTad3m9ws2dG5BNqwfSjtJD4Y/edit?usp=sharing>

5.4 Usability testing

During our UT sessions, we listened and observed the participants while they attempted to fulfill their task. We took notes of their behaviour, emotions, comments and observations. All the sessions were recorded and it is possible to access them by clicking on the links below.

Da Quynh UT session:

<https://drive.google.com/file/d/14wfKngPx5RfOgJfEtCphRpacg5g1TqCR6/view?usp=sharing>

Trung UT session:

<https://drive.google.com/file/d/1FOmFIA2bel6EMnEGe3fVm8Kkuavi17E3/view?usp=sharing>

Mario UT session:

<https://drive.google.com/file/d/1hGrfeG-pfrQvvbxGFyXrML3ZRlpg6wcO/view?usp=sharing>

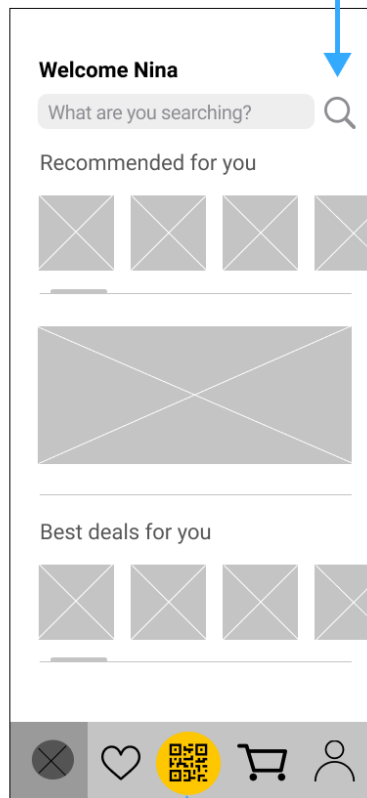
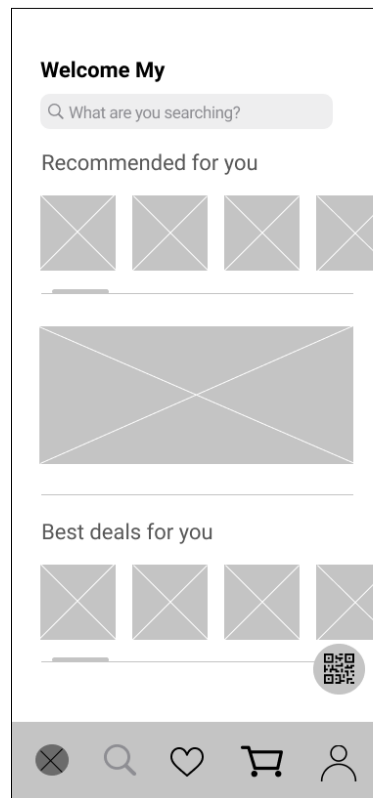
5.5 Data synthesis & Report

We grouped all the data from the usability testing session into an affinity mapping to identify the common weaknesses and strengths of our design.

Feelings	Behaviour	Observations
<ul style="list-style-type: none"> - Confusion when accessing the app for the first time - Likes the simplicity of the visual design - Difficulty finding certain pages/information - User is not used having a search page - User likes that the design feels familiar 	<ul style="list-style-type: none"> - User struggles to notice the navigational menu at the bottom - The search icon in the prototype seems disabled and it is confusing - The user is distracted by the floating QR code button - The user is confused of the wording “Card” vs “Credit” when paying - User is confused between the wording “Catalogue” and “Clothes” in the search page - The user is confused of how the quantity of clothes donated is converted to points and the to discount 	<ul style="list-style-type: none"> - The navigation menu at the bottom needs to be improved. - The add/remove buttons in the cart page are too small - When paying, it is missing a Login button - When paying, it is not clear what is meant by “credit” - When showing an item price, it would be interesting to specify also how many MiC points the user would need to buy the item - User appreciates having different payments options

Based on the feedback we got from our participants during the usability session, we modified our design so that it would be more intuitive to the user.

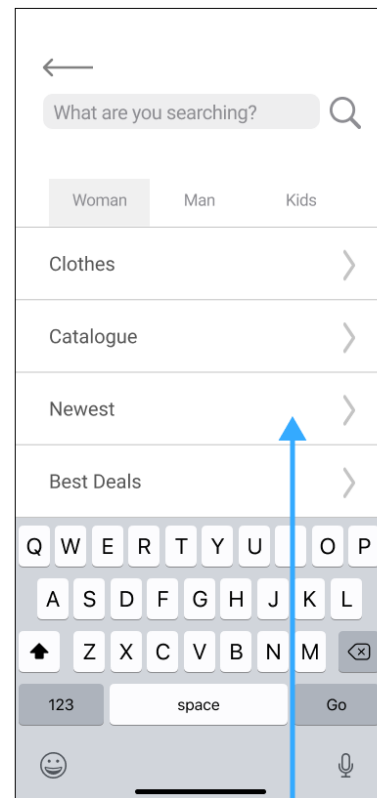
Initial Design



We have added a search button that the user can click on, so as to not rely entirely on the enter button.

The QR code is moved from floating button to the menu.

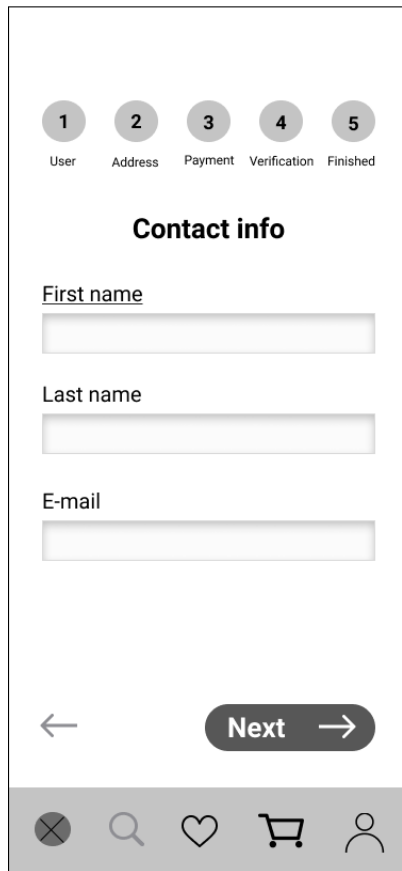
We want it to be easily accessible, but not to be bothersome, cover content in the page or seem like a notification.



We removed the search page, and instead decided to show the filter and categories when the user clicks on the search bar/icon.

The back button on the top left sends to the homepage.

Initial Design



Progress indicator: 1 User, 2 Address, 3 Payment, 4 Verification, 5 Finished

Contact info

First name

Last name

E-mail

Navigation: Back arrow, Next button (Next →)

Bottom bar: Home, Search, Favorites, Cart, Profile



Progress indicator: 1 User, 2 Address, 3 Payment, 4 Verification, 5 Finished

Contact info

First name

Last name

E-mail

Or
LOGIN

Navigation: Back arrow, Next button (Next →)

Bottom bar: Home, Search, Favorites, Cart, Profile

We added a "Login" button in case the user already has an account

6.0 Next Step & Future Improvements

- Increase button sizes to improve usability
- Offer better wizard when the user accesses the app for the first time
- Improve wording during payment
- Offer explanation of how the clothes donated are converted to points and discounts
- Choose more high-contrast colors

7.0 References

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7.1 Link to our Google Disc:

<https://drive.google.com/drive/folders/1qQfhI1VZRPZB0cLbi6nF-rRJLY3n4-MF?usp=sharing>

7.2 Link to our survey:

<https://forms.gle/pvMTYBfwdEuFpuME8>

7.3 Link to our Airtable spreadsheet:

<https://airtable.com/shrnn9kyJ7NwHUrTq>