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Video Ethnography

Video: Sydney Serena - Buying my dream wardrobe

https://www.youtube.com/watch?v=_XisISJ5oQI

- **Insight #1-Prefer online shopping(0:24)**

At this timestamp the person expressed that she loved online shopping. Not only that she said she prefers it over going into a mall. She stated her main reason for that is because she lazy and she decided to do her shopping late at night. The person in the video also stated at this time stamp that she wanted to revamp her wardrobe and buy a ton of clothes.

- **Insight #2 - Laying in bed(0:51)**

In this timestamp, the person starts shopping from the comfort of her bed. She is relaxed in a sweatshirt and has her hair in a messy ponytail with her laptop getting prepared to do online shopping. She seems happy and decides from the confort of her bed which online store she wants to visit first. Later on in the video her roommates join her in the same setting to help her with the online shopping.

- **Insight #3 - Ordering Clothes(2:19)**

The third design insight was the person looked through multiple online sights to find clothes. The person wanted different things that she felt like she could only in a specific store. She looked through pacsun to find something cozy. She then looked on H&M where she found a blue shirt but was hesitant to buy it because she said the color blue was a hit or miss. Additionally, her lack of findings on the first two stores led her to look on two more stores.

- **Insight #3 - Trying on the clothes(3:31)**

From the above time stamp to the end of the video, the person in the video tried on clothes from their bulk order. They described what they liked and did not like in each of the items in their purchase. The person thoughtfully went through the items, suggesting what they could pair with the clothes to make an outfit. This overall part of the video took about 8 minutes.

- **Insight #4 - Wrong size(5:12)**

In this timestamp, the person had tried on a skirt which she felt was too revealing. The person expressed, “Honestly I did feel like I did get the wrong size, like I don’t know if this will fit me to be honest. It’s a bit smaller in person than I though it would be.” The person overall seemed disappointed with their purchase.

- **Insight #5-Asked for suggestions(9:56)**

At the end of the video the person asked for her viewers to comment any clothing shops that they shop at because she wants to find new places to shop. She specifically asks for instagram shops so she can try buying from there.

