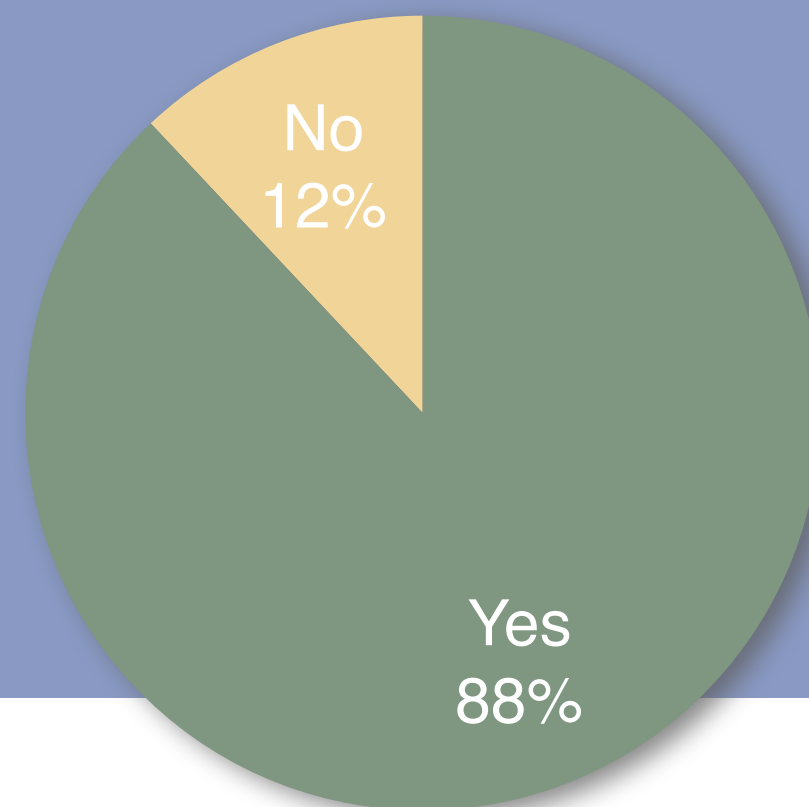# Research

HOW

Combination of 30 survey responses & 6 live interviews
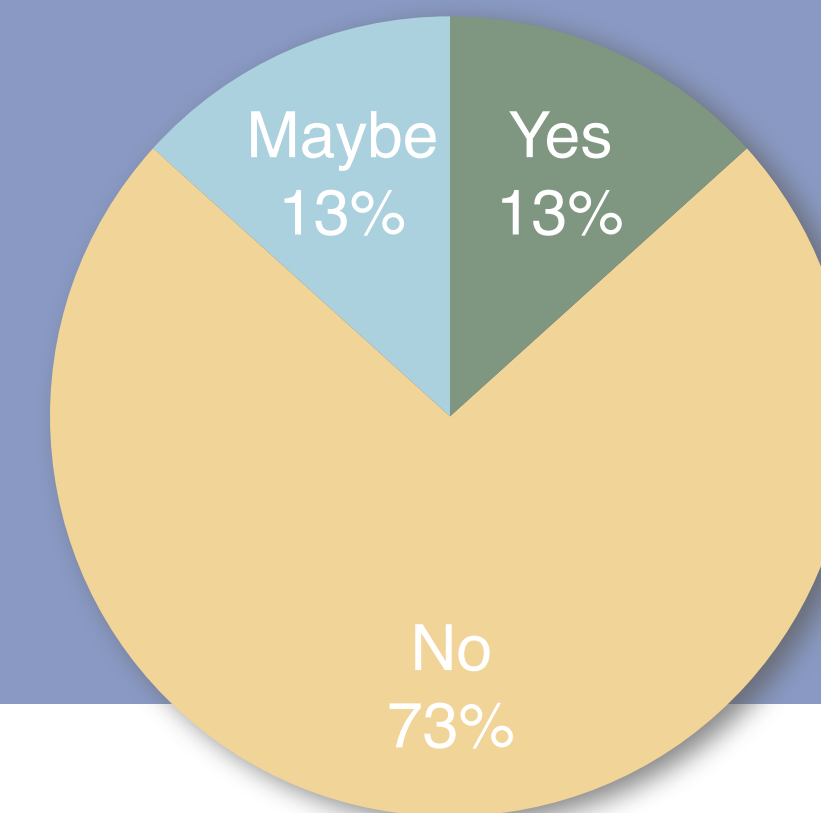Demographic were women in their 20s & 30s

FINDINGS

Would you like to know everything that is in your closet?

No 12%

Yes 88%

Do you consistently wear every article of clothing you own?

Maybe 13%

Yes 13%

No 73%

User Archetypes

The Fashionista

Their main interest is in putting together **multiple stylish looks** from their expansive closet. In terms of sustainability, they are just **getting started** with learning more.

First-To-Green

They are already taking part in sustainable initiatives but shopping is their **guilty pleasure**. They want to bring their **sustainable lifestyle habits** to their wardrobe as well.

From our research, we identified 2 main target groups and created user archetypes for them to better design with our end users in mind

Challenge

"How might we encourage users to make more use of their existing closets?"

INITIAL MARKET RESEARCH

Existing sustainable fashion resources are focused on encouraging buying new clothes from sustainable brands

OUR TAKE

Instead of encouraging continually buying new clothes, we based our app's concept around the idea *'The most sustainable item of clothing is the one already in your closet'*.