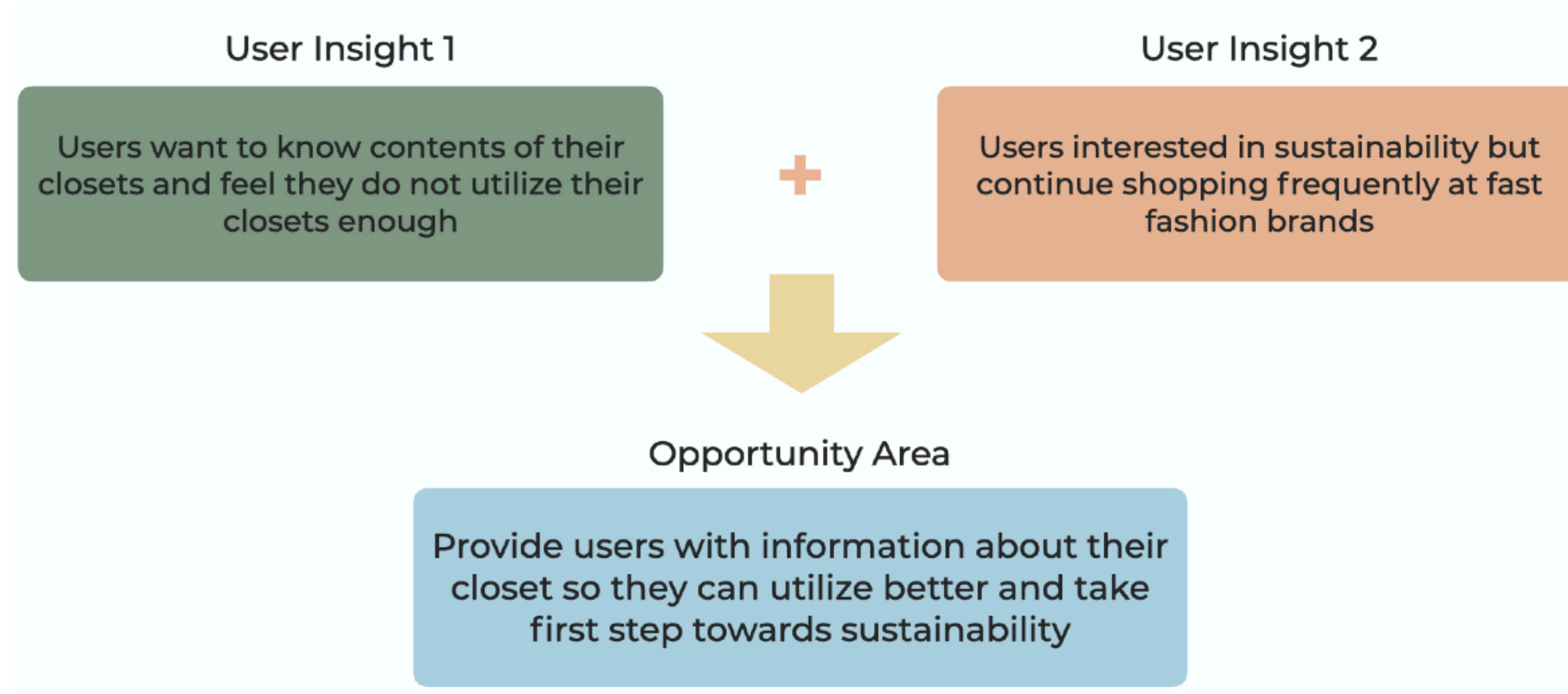


Opportunity Area



While initially we had planned a heavy focus on sustainability, our research showed us that while many users cited interest in sustainability, their clothing consumption did not reflect this. **By giving users information about items in their closets they could utilize their closets better and simultaneously take the first step towards sustainability.**



Features



Based on our user archetypes and research insights, we ideated features that would be useful to our target user groups.



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

