

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

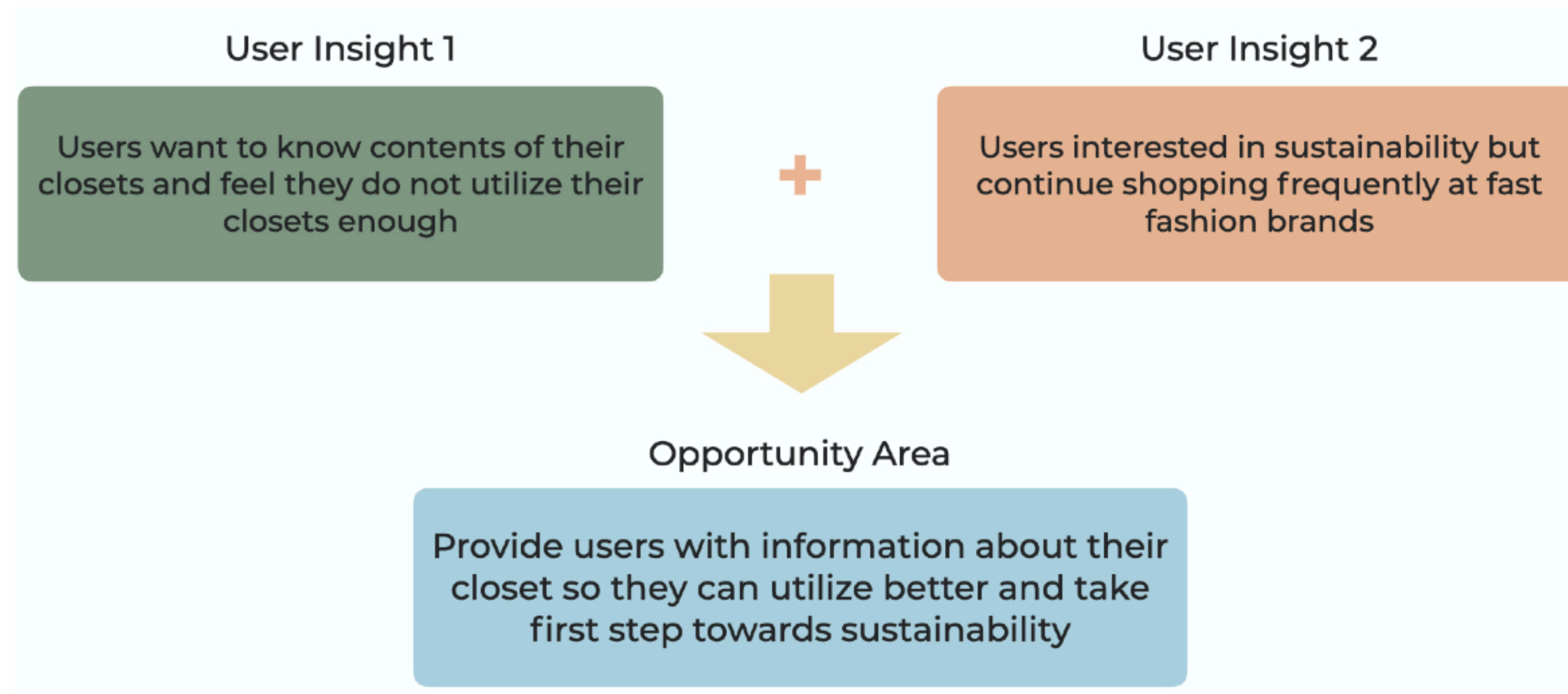


They are already taking part in sustainable initiatives but shopping is their **guilty pleasure**. They want to bring their **sustainable lifestyle habits** to their wardrobe as well.

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



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.**



Research

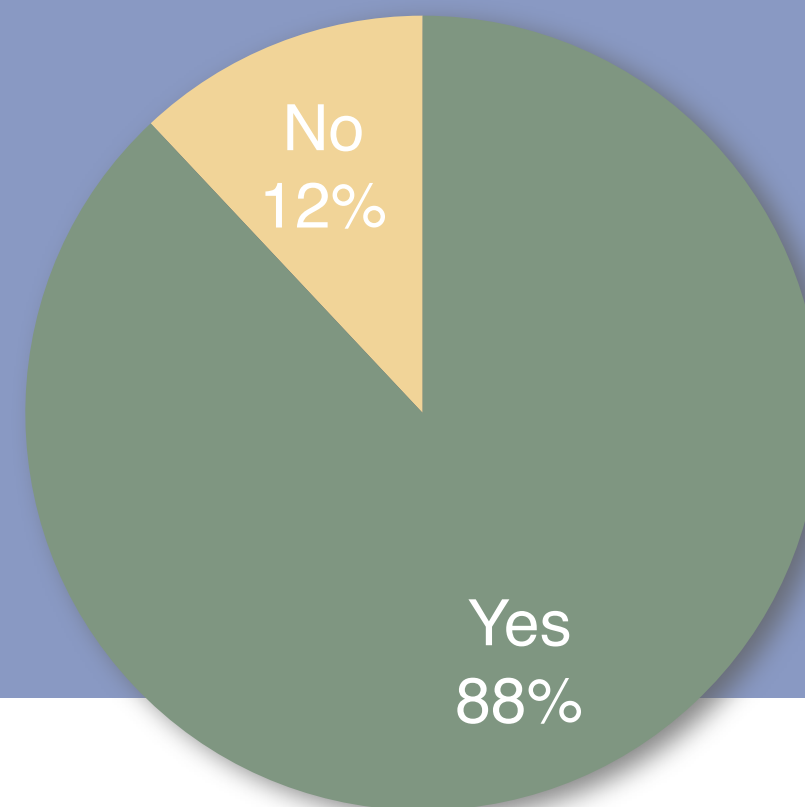
HOW

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?



Do you consistently wear every article of clothing you own?

