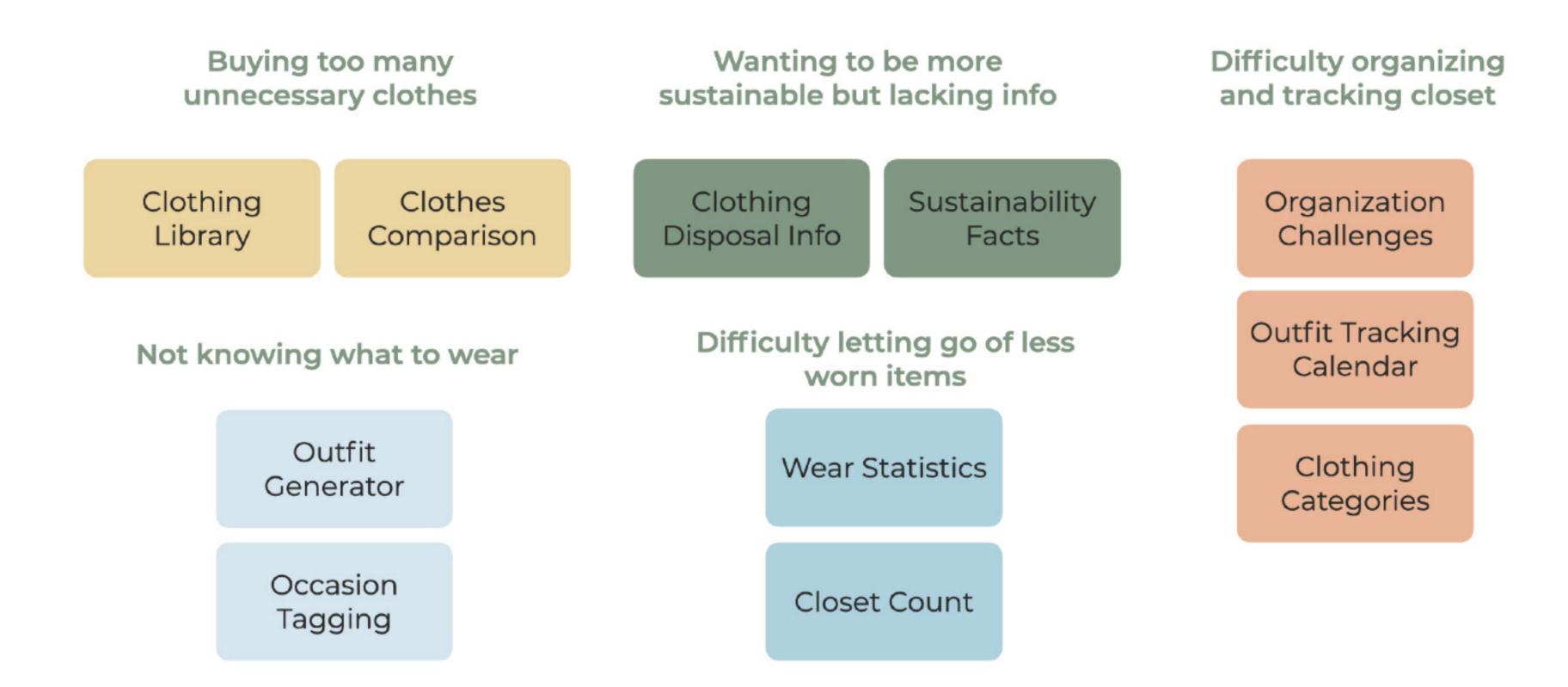
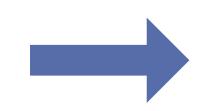
## Features



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



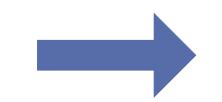


## User Journey Map

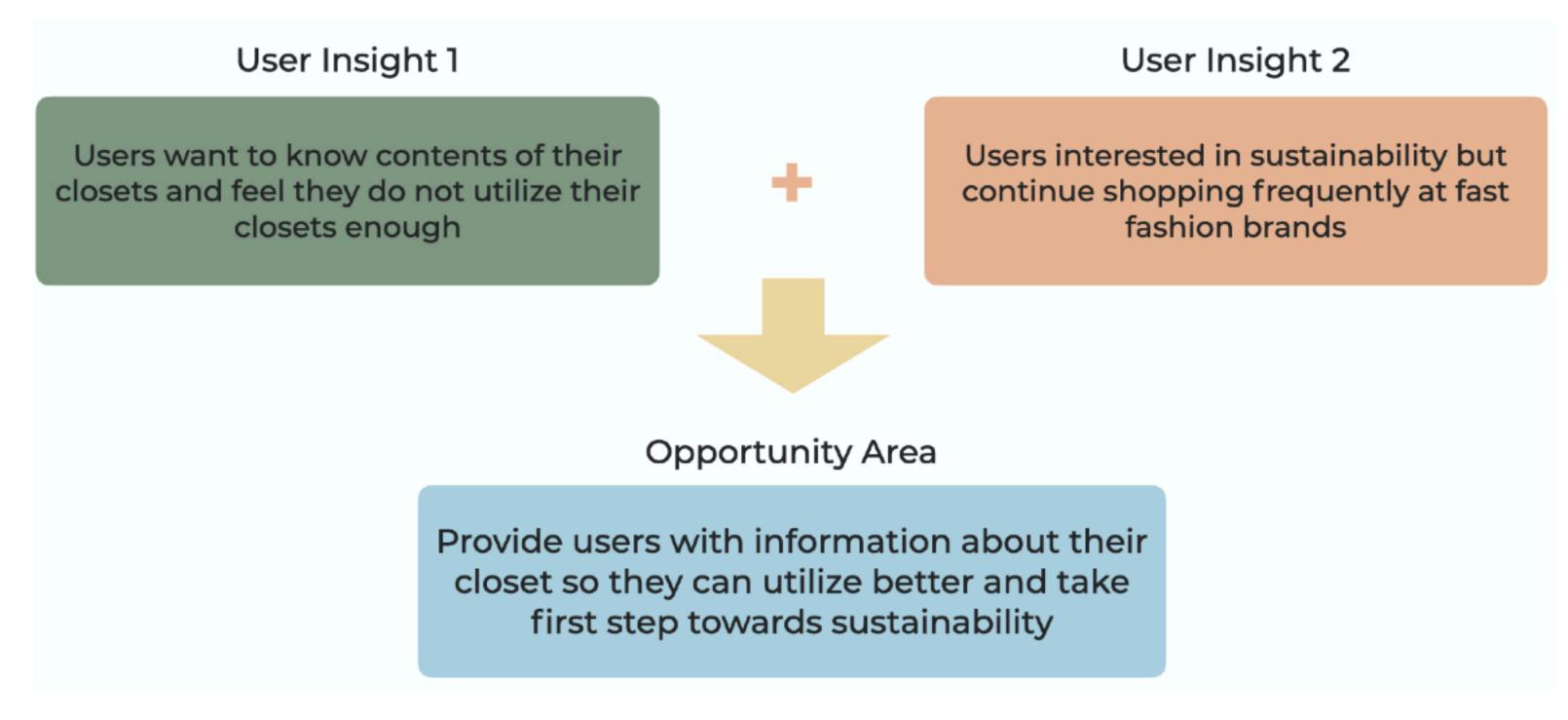
User Activities	Onboarding	Initial App Setup	App Usage		Day to Day Outfit Finding	New Clothes Shopping		
Backbone	Sign up	Document clothing	Log outfit of the day	Check wear habit updates	Check wardrobe	Compare new clothes to closet	Check wear analytics	Get rid of unused clothing
Details	Manage account informations	Take photos of wardrobe	Analyze / record clothing choices	Notified of weekly trends	Browse clothing	Analysis of new clothing items	See wear times	Notified of wear statistics
	Answer questionnaire	Document brand, size etc	Generate outfits	Prompt about less worn clothes	Locate outfit	How new clothes fit with closet	Sustainability info	Suggest ways to get rid of unworn items
	Develop profile	Categorize wardrobe	Outfit suggestions	Suggest alternative usages	Get suggestions	Prompt about need to purchase	Data visualization	Check local buyers and thrift stores
		Set up calendar/ Make outfits			See clothing info			Categorize - donate, sell, recycle etc
		Seasonal wardrobe						Send reminders

With our key features in mind we started to map out the experience for our users to figure out what screens we needed





## 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.

