

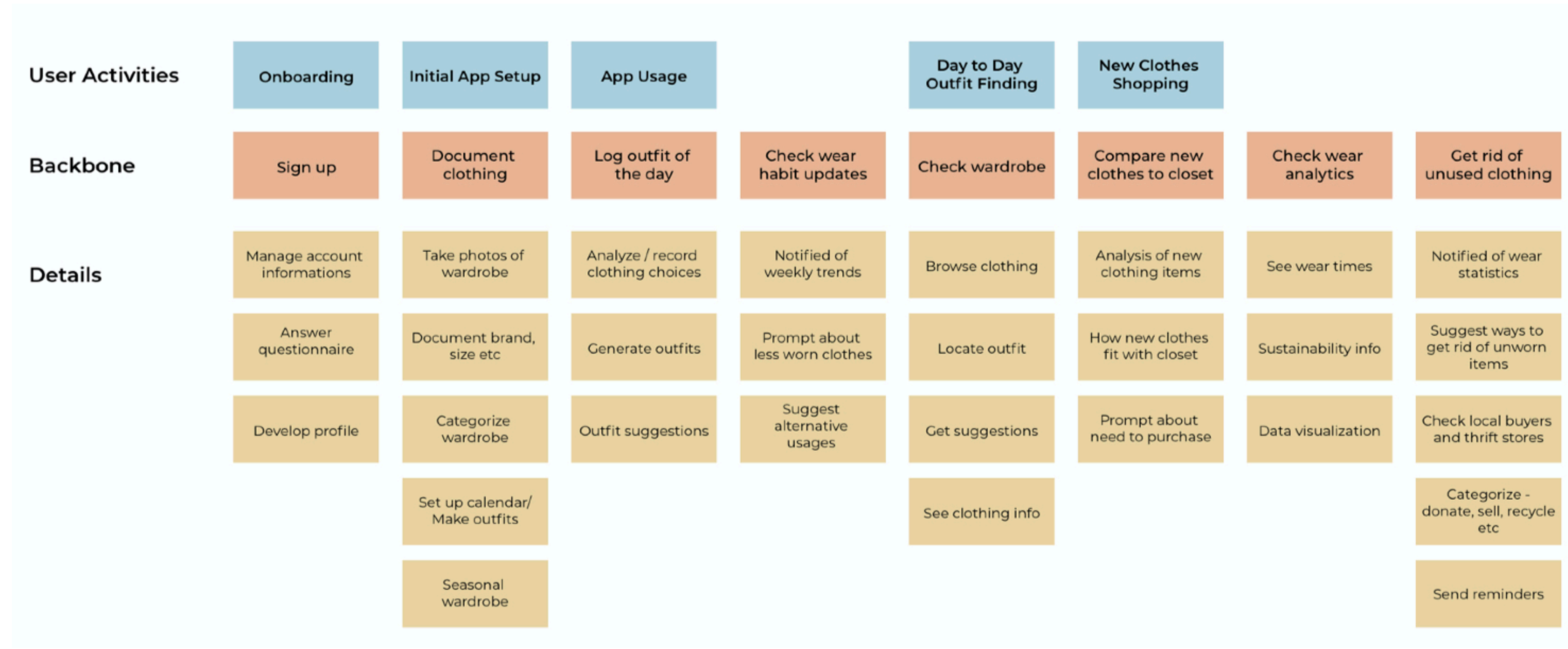
Features



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



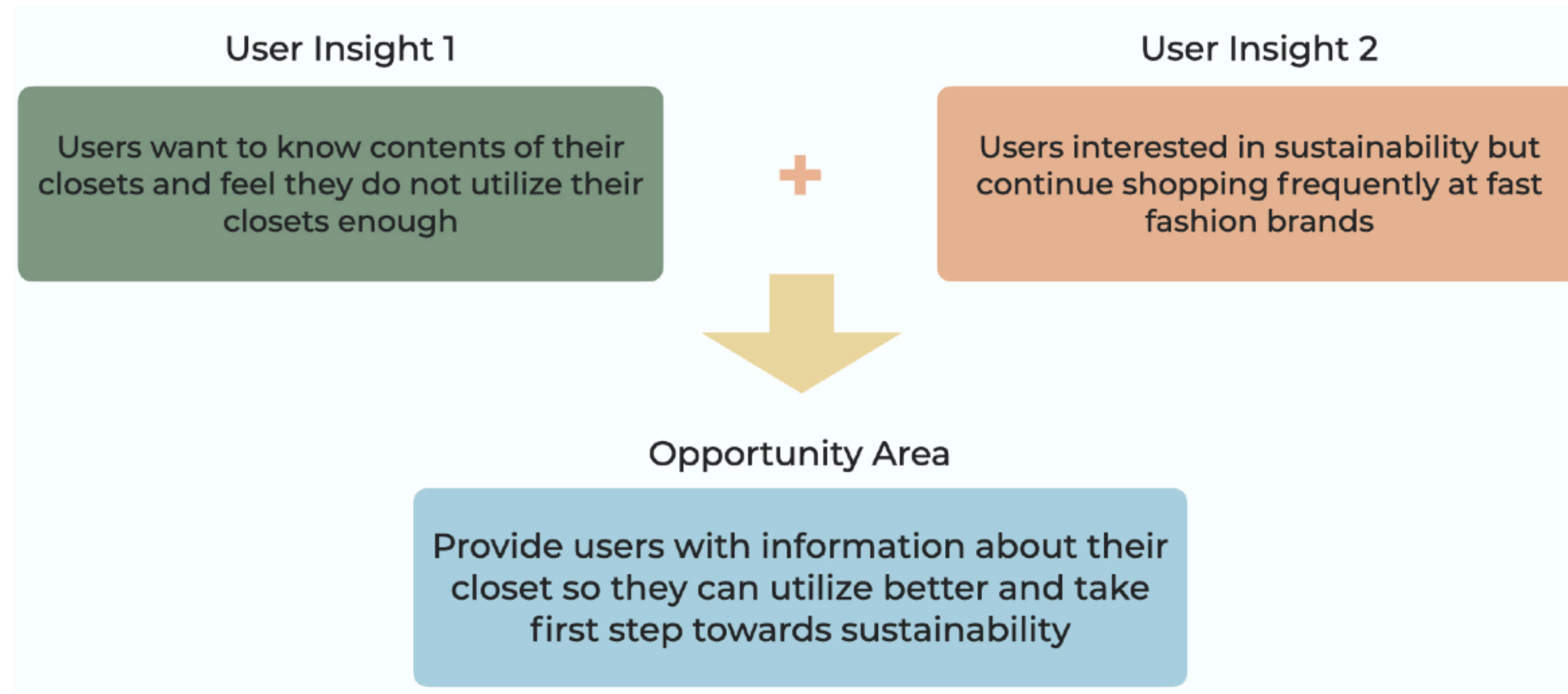
User Journey Map



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.**

