**Task “Interview”**

**Agenda**

Please answer 9 questions, it will take no more than 10 minutes.

“LookWell is an application where you can input any clothing item into your 'digital wardrobe' and categorize it by season, brand, color, style, and more. No longer do you need to spend time every morning pondering in front of the mirror what to wear today; you can browse your clothing online and create stylish outfits anytime, anywhere. You can also utilize virtual stylist suggestions and make wise purchasing decisions based on what you already have and what you truly need.”

**Questions**

What is your gender?

What is your age?

What is your city of residence?

What is your occupation?

1. How often do you face the problem of choosing clothes in the morning?

2. How important is it for you to have your wardrobe organized and easily accessible?

3. How do you usually organize your wardrobe?

4. Do you often forget about some items in your wardrobe?

5. Would you be interested in using an application that helps you create outfits based on items already in your wardrobe?

6. How often do you buy new clothing items?

7. How important is it for you to make wise decisions when buying new items based on what you already have in your wardrobe?

8. Do you already use any wardrobe planning applications? If yes, which one?

9. Would you like to receive clothing purchase recommendations from domestic sellers?

I would use the LookWell app if ...

**Summary**

Based on the conducted interview, the following conclusions can be drawn. A total of 47 responses were collected, with the majority provided by females. The age range mainly includes individuals aged 20 and above, with fewer respondents in the 30+ and 18-20 age groups. Most respondents reside in major cities of Kazakhstan, particularly Astana and Almaty. Regarding professional occupation, approximately half of the respondents are office workers, with a slightly smaller number being students.

Respondents often encounter clothing selection issues in the mornings and consider having an organized and easily accessible wardrobe important. They prefer organizing their wardrobe by season and occasion. Additionally, respondents sometimes forget about certain items in their wardrobe, and they might be interested in using a wardrobe planning and outfit creation app depending on its ease of use. Potential users occasionally purchase new wardrobe items and value making wise purchasing decisions based on their existing wardrobe. Among the respondents, only 3 individuals have tried using wardrobe planning apps, while others do not use any. They also express interest in receiving clothing purchase recommendations from domestic clothing sellers.

From users' responses regarding preferences for using the LookWell app, it is evident that they expect it to be free or reasonably priced, with a user-friendly interface featuring pleasant design, effective wardrobe organization functions, and the ability to create stylish outfits. They also desire minimal intrusive advertising and assurance of data security.