**Interview Guide**

Interview Objective:

To understand the morning routines, outfit selection processes, and pain points of busy professionals in order to design a solution that simplifies their outfit choices while ensuring they look stylish and appropriate.

Introduction:  
"Thank you for participating in this interview. We're researching morning routines and outfit selection processes to help busy professionals save time and look their best. Your insights will be valuable in developing solutions to streamline this process."

Warm-Up Questions:

1. Can you walk me through your typical morning routine on a workday?
2. How much time do you usually spend selecting your outfit for the day?

Core Questions:

1. What are the main factors you consider when choosing your outfit for work?
2. How do you ensure your outfit is appropriate for your workplace and daily activities?
3. What are your biggest challenges or frustrations when it comes to selecting outfits in the morning?
4. How does the weather impact your outfit choices?
5. Have you ever felt stressed or delayed because of outfit selection? Can you describe that experience?
6. How do you currently organize your wardrobe?
7. What tools or methods, if any, do you use to plan your outfits?
8. How important is it for you to look stylish at work, and why?
9. Can you recall a time when you felt particularly confident about your outfit choice? What made it special?
10. If you had a magic wand to improve your morning outfit selection process, what would you change?

Wrap-Up Questions:

1. Is there anything else you'd like to share about your outfit selection process or morning routine?
2. Do you have any questions for me about this research?

**Responses**

Profile 1: Sarah, 27, Marketing Manager in New York City

Introduction: "Happy to help with your research!"

Warm-Up:

1. "I wake up at 6:30 AM, scroll through emails, shower, do skincare, makeup, hair, choose an outfit, grab coffee, and leave by 8 AM."
2. "I spend about 15-20 minutes selecting my outfit."

Core Questions:

1. "I consider the weather, any client meetings, and how I feel that day."
2. "I keep a mental note of our office dress code and check my calendar for important meetings."
3. "Sometimes I feel like I have nothing to wear despite a full closet. It's frustrating when outfits I planned don't work out."
4. "Weather is crucial. I check the forecast nightly and adjust my choices accordingly."
5. "Yes, I've been late to meetings because I couldn't decide what to wear. It's stressful and unprofessional."
6. "I organize by type - shirts, pants, dresses. I try to keep seasonal items more accessible."
7. "I use Pinterest for inspiration and sometimes plan outfits on Sunday for the week."
8. "Looking stylish is very important. It boosts my confidence and helps in client meetings."
9. "I felt great in a new blazer I paired unexpectedly with a dress. I received compliments all day."
10. "I'd love a system that suggests outfits based on my schedule and the weather."

Wrap-Up: "I wish I had more time to be creative with my outfits without the morning rush."

Profile 2: Alex, 24, Software Engineer in San Francisco

Introduction: "Glad to participate in this study."

Warm-Up:

1. "I wake up at 7 AM, brush teeth, shower, grab whatever clean clothes I find, eat a quick breakfast, and leave by 8:15 AM."
2. "Maybe 5 minutes? I don't put much thought into it."

Core Questions:

1. "Comfort is key. I check if it's clean and somewhat matching."
2. "Our office is casual, so I just make sure I'm not wearing anything inappropriate or too wrinkled."
3. "Sometimes I realize mid-day that my outfit doesn't match or I've worn the same thing multiple times that week."
4. "I mostly check if I need a jacket or not."
5. "Not really stressed, but I've been embarrassed when I showed up underdressed for an important meeting."
6. "It's pretty chaotic. Clean clothes in one pile, dirty in another."
7. "I don't use any tools. It's pretty much grab and go."
8. "It's not a top priority, but I do want to look put-together enough to be taken seriously."
9. "When I wore a new button-up shirt to a presentation, I felt more confident and professional."
10. "A magical closet that always has clean, matching clothes ready would be amazing."

Wrap-Up: "I'd like to improve my style without spending too much time on it."

Profile 3: Mei, 26, MS in Information Systems student at Kelley School of Business, Indiana University

Introduction: "Glad to contribute to your research on outfit selection for busy professionals!"

Warm-Up:

1. "My routine: up at 6 AM, yoga, shower, light makeup, outfit selection, grab coffee and breakfast, leave by 7:45 AM for early classes."
2. "I spend about 10-15 minutes choosing my outfit, more if there's a special event that day."

Core Questions:

1. "I consider comfort for long days, professionalism for potential employer interactions, and versatility for transitioning from classes to networking events."
2. "We have a business casual dress code for regular classes. I ensure my outfits can be easily elevated with a blazer or accessories for more formal events."
3. "My biggest challenge is creating diverse looks with a limited wardrobe. As an international student, I couldn't bring my entire closet."
4. "Indiana weather can be unpredictable. I often check the forecast and plan layered outfits."
5. "I've felt stressed when I had back-to-back classes and a career fair, with no time to change. Now I plan versatile outfits for such days."
6. "I use a capsule wardrobe approach, with mix-and-match pieces in coordinating colors."
7. "I use Pinterest for inspiration and have a photo album of go-to outfits on my phone."
8. "Looking stylish is very important. It boosts my confidence and helps me make a good impression in this competitive environment."
9. "I felt great in a business professional outfit I put together for a company presentation. The polished look helped me feel more authoritative."
10. "A virtual wardrobe app that could suggest outfits based on my class schedule, weather, and upcoming events would be incredibly helpful."

Wrap-Up: "Balancing academic performance with maintaining a professional image is a key part of our b-school experience. Any tool to streamline this process would be valuable."

Profile 4: Raj, 26, Marketing Analyst in Indianapolis

Introduction: "Thanks for including me in your research!"

Warm-Up:

1. "My routine: up at 7 AM, quick workout, shower, breakfast while checking emails, then dress and leave by 8:30 AM."
2. "I usually spend about 5-10 minutes choosing what to wear."

Core Questions:

1. "I consider comfort first, then how formal my day's meetings are. I like to add a bit of personality with accessories."
2. "Our office is business casual. I make sure to avoid jeans and t-shirts, opting for chinos and button-downs usually."
3. "My biggest challenge is keeping my clothes wrinkle-free. Ironing in the morning is a hassle."
4. "Indy weather can be tricky. I often keep a light jacket in my car just in case."
5. "I've been frustrated when I realized my go-to shirt wasn't clean. Now I try to plan ahead better."
6. "I organize by outfit type - work, casual, formal. It helps me grab things quickly in the morning."
7. "I don't use any specific tools, but I try to decide on outfits the night before."
8. "Looking stylish is moderately important. I want to appear put-together but not like I'm trying too hard."
9. "I felt great in a new tailored suit at a company event. The fit made all the difference in my confidence."
10. "A smart closet that could suggest outfits based on my calendar and the weather would be amazing."

Wrap-Up: "I'd love to find a balance between effortless style and not spending too much time or money on my wardrobe.