

Sofi: Yeah, it's okay, we just continue the conversation. So, like, you say it, just, like, transcribe it, what I'm telling.

Interviewee: Okay, so, basically, How I organize my wardrobe is that I have like clothes for like formal occasions Which is like I have suit that if I go to like a professional event I know that I'm wearing that with like some black and I have like very basic items of clothes that go with like anything else It's like basic t-shirts or for example this t-shirt or like black pants like classical stuff and I have like for more like dressy occasions when I have to go to A cute place I would wear my dress.

And then I also have like clothes for if I go to museum. And I have like stuff that I've got like from the secondhand shops in Japan because like I got my clothes from secondhand shops because like I didn't bring one. It was heavy. And the other stuff that I brought here, I'm wearing most of the time, like, all of them. Like, I don't think I brought anything that I've never worn here, because I only come, like, with this one suitcase.

But back at home, like, I remember cases when I had, like, so many clothes, like, either from my mom or my sister, or, like, I got it somewhere and then forgot about it, and then I rediscovered my clothes.

Sofi: I see, I see.

Interviewee: But right now, it's, like, it's the way I'm organizing casual clothes, formal clothes, dressy occasions, stuff that can go with anything so you can like so and you are basically just mentally remember that because here you have limited amount of clothes and just kind of if you see something that like fits occasion or if like you remember that you haven't like or is that like you could just choose it so maybe for this question we can like put like once in two three days because like kind of you remember that you like.

Like was having like this at close another day.

Sofi: Okay. How long would you be willing to spend daily on wardrobe tracking? Like less than one minute, three minutes or like whatever it takes.

Interviewee: I think one to three minutes max.

Sofi: Okay, yeah, makes sense. So if you saw the notifications that you only wear like 56% of your wardrobe, would you pay more attention to how you use your belongings or why or why not?

Interviewee: Yeah, I would be really interested in that because it will like clamp the space and if I see like I'm not wearing most of my clothes, maybe it's like either it's not fitting my style or the clothes, You're not feeling me? I don't know. Maybe I will try to think about like the reasons why I haven't worn that clothes. And maybe I will try to either like sell them, donate them, or try to like reutilize them in a way.

Sofi: Or see like why I'm not using those clothes? Mhm.

Okay, it doesn't fit my lifestyle. And I've attempt to... sound on item, yeah?

What would make you open the river every single day? So, like, if you know that you will get some insights about your habits. If, like, for example, if you take photo of your looks that you know that, oh, there I can check, like, all my looks.

Interviewee: Yeah, that would be cool. I would want to have, like, photos of my looks in my face.

Sofi: Okay. As to, like, getting some insight in, for example, you getting some points if you, like, make a photo of...

Interviewee: That would not work for me. Okay. Maybe if I can share some looks with my friends as well.

Sofi: Okay, so kind of like social media that you post and after your friends that like say, "Oh, today I have a cool outfit." Uh-huh.

Interviewee: Maybe, yes. I see. And also if the process is really fast, then I don't have to waste a lot of time. Okay. And the opportunity like writing the app to like swap sell clothes. That would be wonderful. Okay. If I get reminder every day. Would it be annoying or would it be... It would be annoying.

Sofi: Okay. I see.

Interviewee: No reminders. No. No, I hate it.

Sofi: Okay, got it. Okay, now let's go explore the demo. So, like, I will open it and could you just play with it and, like, pay attention, like, if everything is clear, like, all the buttons, like, if you can understand everything intuitively and if you would, like, add something or delete something. Okay. Okay.

Interviewee: Okay, I allow camera access? Am I gonna take a picture of my outfit or what?

Sofi: There is no need to take picture, it will just scan. Right now it's just test, so it would just put random stuff. Okay. I don't see...

Interviewee: Well, so I can go to wardrobe?

Should I wait until it's done? Should I like, stand up or what? I think it just needs a bit of time. Whoop! My break has come. Okay. It is detected just like random stuff which you are not wearing, but it's like how it will look like.

Sofi: Okay, okay. Well, Sounds good, and then

Interviewee: I go to wardrobe. Interesting. Do you like your clothes?

Sofi: Most of them are men's clothes. There's like a trench coat, which I like. Okay. Is it gonna give me like ads on what to buy? Like you can order this because your outfit today sucks.

Oh actually like it's another idea collaboration with like you know shops stores.

Interviewee: Okay, and inside I can get Oh, this is nice. I like this. Oh, it also does the cost of what you wear?

Sofi: Yeah, it's another question if you think it's useful or not.

Interviewee: Categories, recent outfits. Okay, this looks really nice and like... We click TNT. Oh, like this is like how many times you change your outfit?

Yeah, kind of. For example, I know you go to gym and like...

Can you take a picture of your pajamas?

Sofi: Like, I mean, if you like wear different pajamas every night, maybe you can.

Interviewee: I have three different pajamas. You can track how much you wear each pajama. That's what I wear the most, I think like 12 hours every day. Yeah, pajamas. Because you sleep in pajamas.

I think it's a Minerva thing too. Pajamas. Okay. I see it and it also the date maybe you're in profile, look this outfit Okay, it looks nice and you can add Fighters?

Is it enough? Or do I need to look at something else?

Sofi: Yeah, it's enough. Just give a bit of feedback if everything is clear. If you need to send something. Yeah, things are really clear.

Interviewee: Camera is clear, wardrobe is clear. And insides are also very clear. I like the inside part to look at things. Yeah, and the wardrobe also looks nice. Like, top, bottom, shoes, outwear, accessories. Oh, it's nice that it also detects accessories or something like that.

Sofi: Yeah. Okay, great. Thank you so much, so I'm closing this.

Interviewee: I think this one gets selected by accident, if I get it right.

Sofi: Oh, yeah. Sorry.

Okay, here.

All clear Anything you would add, delete?

Interviewee: Okay, adding maybe like sharing it with friends? and swap function if you are not using your items of your wardrobe or You're liking something? I don't know.

Sofi: For both cases? Okay, great. When would you use the app? So when would you take this photo? Like early, like in the morning when you just woke up? Would you like put it like on you or would you just like make a photo of the...

Interviewee: Probably after I wear my clothes. Okay. I will make a photo of that. Because I feel more confident if I'm like... Getting dressed to go outside. I think I will take a photo after that.

Sofi: Yeah, and like wear it in the routine, like just right after you wore it or like later in the day?

Interviewee: Okay. But might also be like... I do it with the day as well, why not?

Sofi: Okay. Great.

Okay, what do you think is better? So, for example, right now in the demo you saw that it just scans, so you shouldn't take photo. You need to show yourself on camera and it kind of scans. So this is the first option how it could work. Second option, you just make photo on your phone and just upload it to the app. Or second one, kind of like in the Telegram, There is a possibility to open camera in the app and you can do the photo in the app and it uploads automatically to the app and also to the Maybe like taking a photo in the app? Or the scanning. Okay, any preference?

Interviewee: I'm taking a photo right in the app.

Sofi: Okay, okay. What do you need to use the application once a day or a few times a day? So for example if you wear like layers or change clothes a couple of times.

Interviewee: Then multiple photos I guess because as you said like you change your clothes during the day. Okay. Like gym clothes or like clothes clothes for work, then pajamas, so probably not too cool.

Sofi: So would you benefit from the option to enter your look later in a couple of days? For example, if you forgot to... Yeah.

Interviewee: Okay. Maybe I forgot to take the picture at that time but then I went to applaud.

Sofi: Yeah, or maybe you can just... I think we should add also the feature that even if you don't have a photo but you remember what you were wearing, you can just enter tags. Maybe. Yeah. Would you want to change tags from the automatic defined by AI to customized ones? So for example, in that white shirt, this cool shirt with a smile or something?

Interviewee: Yeah, I would like to do that. You know, like, how you have names for your quotes?

Sofi: Yeah. Kind of. Or, like, stories. Or the stories of quotes. And like tag it.

Interviewee: I got this in Japan in the second hand store. And I wear it only to music.

Sofi: No, maybe like shorter, but... Okay. So choose features that are the most important for you in the app, with all the supplies. So see which items you wear least. Get outfit suggestions. Good work. Track cost per wear.

Interviewee: I don't think that makes sense for me right now. Because like, if I already bought the cost, then I know the cost. I don't know.

Sofi: Yeah, okay. So you approximately know.

Interviewee: Yeah, I kind of know, so I don't think it will help me. But maybe for some people it will be useful.

Sofi: Okay, I see. So for you, but for you, don't tell me. Yeah, for me, personally, no.

Interviewee: receive reminders yeah that would be nice okay Share outfit with friends, plan outfit in advance. Sounds cool. Identify gaps in your wardrobe. Yeah, why not? So like you are missing like that basic stuff or something like that, yeah? Okay. Get a point for tracking. It doesn't really matter for me. Oh, no. Option of sharing, yes it is. And I've opportunity to swap, so yes.

Sofi: Okay. Imagine the app sends you a clear reminder that you haven't worn the jacket in 30 days. What would you do?

Interviewee: Okay, so I should understand what are the reasons that I don't wear the jacket. Maybe it's warm outside, that's why I'm not wearing the jacket.

Sofi: Oh, it's such a good point. It should have seasons.

Interviewee: Summer, fall, and winter. But maybe some cities are so chaotic that you might wear a jacket one day, like a coat, and then the next day you're wearing a t-shirt. I don't know if it would work, but maybe like... First it will send you a reminder and then maybe if the reason is just the change of seasons or the weather. Uh-huh. then it will dismiss it but if not then you will try to like look for other reasons why you're not wearing that jacket and then maybe look for swapping maybe the app can suggest you oh if you're not wearing it anymore you can swap it with something else that you're missing in the wardrobe Okay, yeah, yeah, makes sense.

Sofi: Actually, it's a very good point, I haven't thought about it. So like, I'm just thinking how we could solve it. For example, like, if you see a reminder about jacket that it's summer, you could put, oh, don't remind me about this until like autumn or something like this. So it takes it into account. Yeah. Okay, nice. On a scale from 1 to 10, how you would likely daily use this app for a month?

Interviewee: I think I will want to use it like for 8 or 9? Yeah, let's say 8.

Sofi: Okay, great. Any other suggestions, questions, requests?

Interviewee: I would love to try the app, to be honest.\

Sofi: Okay, we would send you the pilot version.