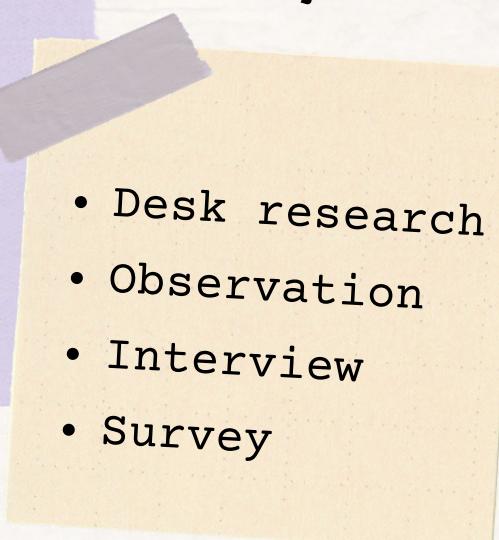




# Data Collection

- 
- Desk research
  - Observation
  - Interview
  - Survey

# Desk Research

or Secondary Research, is a method in which you look for and gather information from existing documents to gain knowledge about a particular topic. That helps in the decision making of a UX/UI project.

1

The topic chosen was Online shops selling t-shirts focused on used clothes in second-hand shops

2

I conducted this research by reading some articles and forums on the Internet to try to understand what attracts people the most when buying used clothes

3

In general, I found out that the used clothing market is really big, with extremely cheap options, but also surprisingly expensive prices. Most people choose them to try to express themselves, be different from others, and of course, save some money.

# Used Clothes

To be different?

Why go back to vintage?

Because it's cheaper?

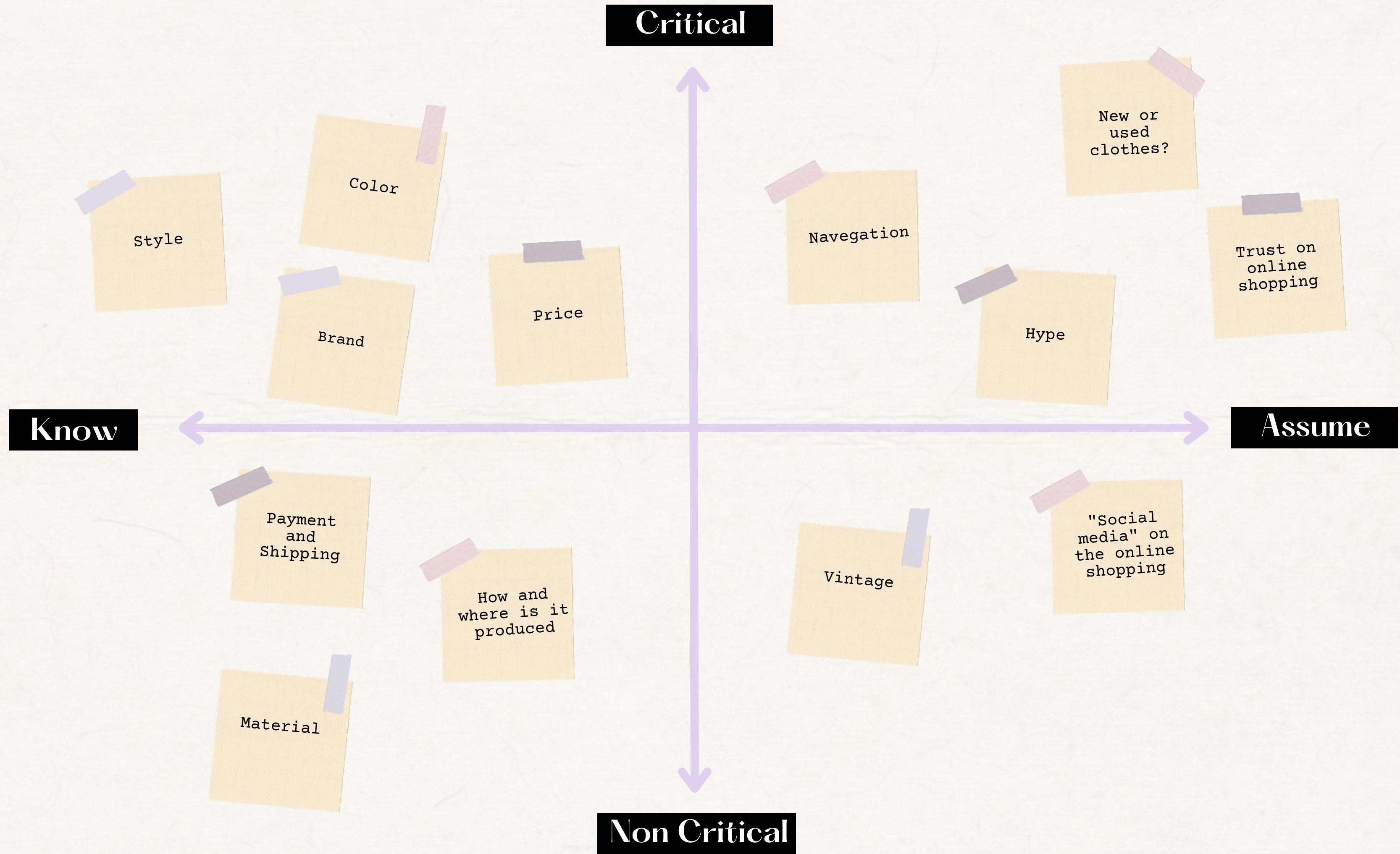
More fun?

To supporting the environment?

To look like some artist from the past?

Are there used clothes that are expensive because they are rare?

The person does not identify with the new clothes?



# Observation

or Primary research, is a method based on observe and interact with people involved in the context of the project.

Usually performed in relevant places to understand the subject worked on and users of the product.

1

This step was carried out by observing how the user shopping online t-shirts.

2

The website chosen was [trendsales.dk](http://trendsales.dk). An online platform that provides the purchase and sale of the most varied used clothes.

3

In general, the experience was very positive. A simple and clean design with well-positioned buttons. I didn't notice any problem in performing or finding any function.

# Visual Documentation

A

Search  
and buy  
clothes

E

Clean  
website  
to  
highlight  
products

I

Negotiate  
a lower  
price and  
follow/like  
who you  
appreciate

O

Responsive  
website for  
all devices  
and a  
application  
for the best  
experience

U

Good prices  
on branded  
and  
different  
clothes

**trendsales** Søg på kategori, brand, størrelse... Log ind Tilmeld

Kvinder Mænd Bolig Børn Elektronik Diverse

**Sorter efter**

Kategori

Tøj

Bukser & shorts

**Overdele**

T-shirts  Skjorter  Sweaters  Veste

450 kr. AMI Skjorte Str. M

125 kr. Carhartt T-shirt Str. S

150 kr. Polar Skate Co. T-shirt Str. L

175 kr. Polar Skate Co. T-shirt Str. L

**Mærke**

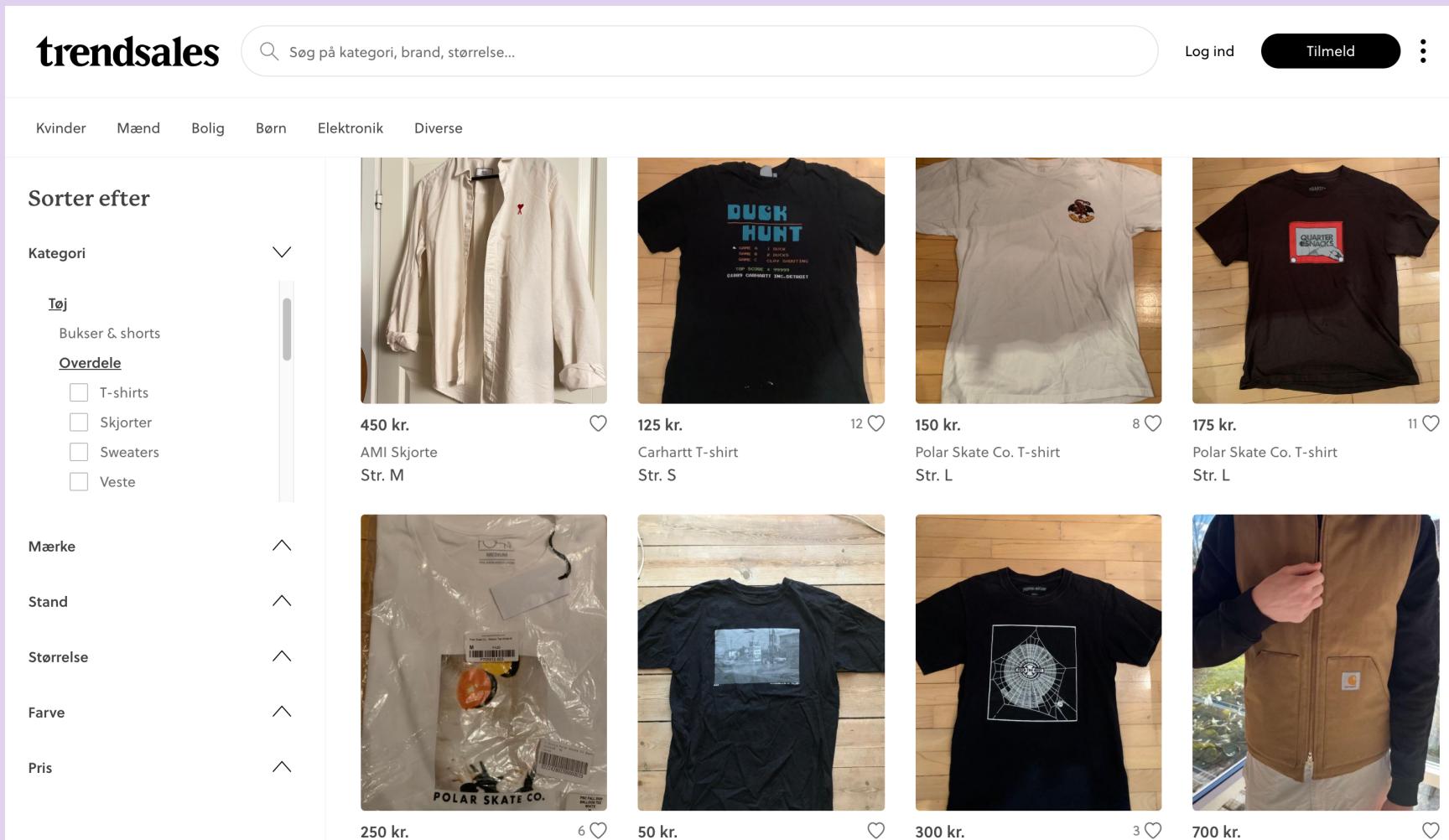
Stand

Størrelse

Farve

Pris

250 kr. 6 50 kr. 300 kr. 3 700 kr.

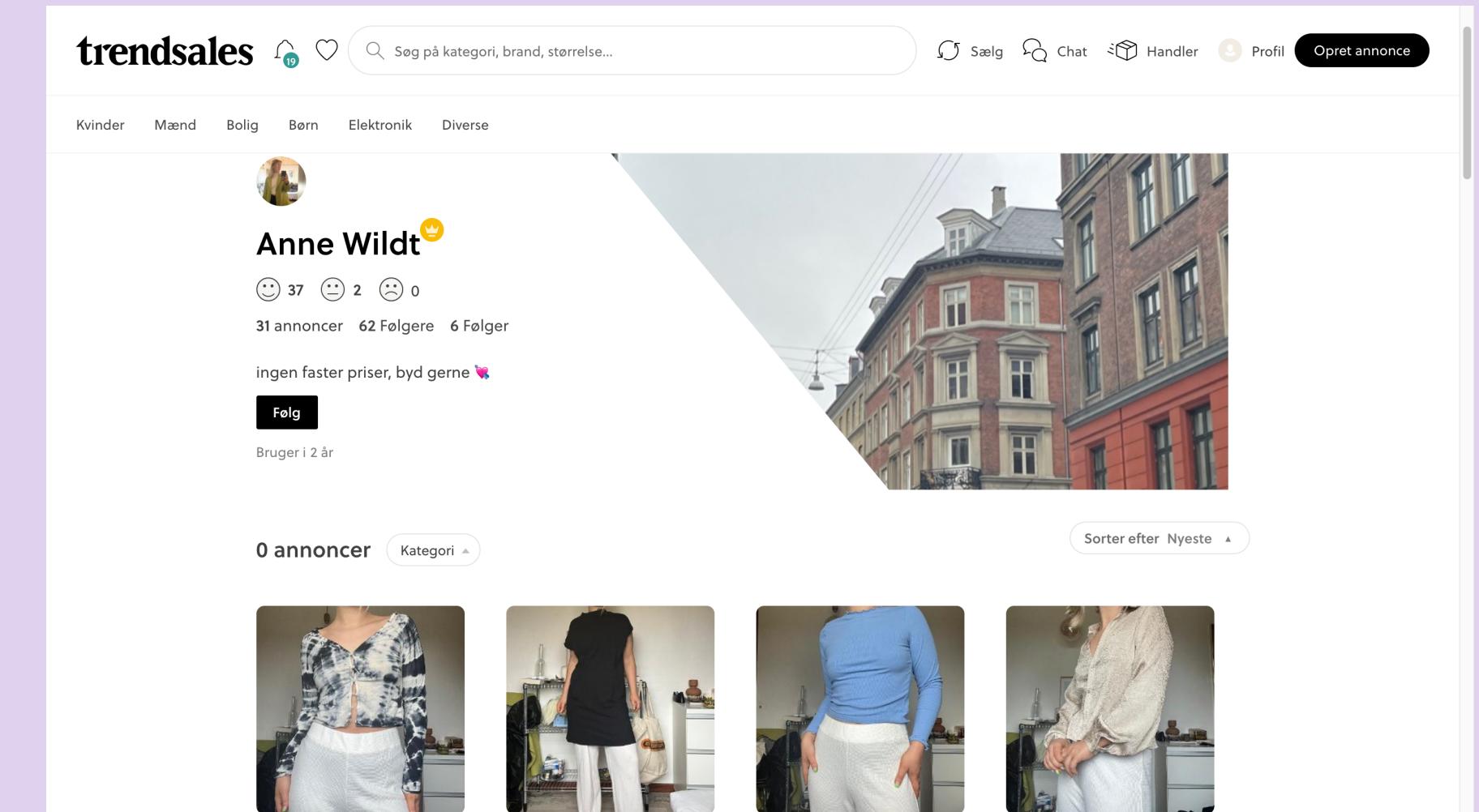


**trendsales** 19 Søg på kategori, brand, størrelse... Sælg Chat Handler Profil Opret annonce

Kvinder Mænd Bolig Børn Elektronik Diverse

**Anne Wildt**   
37 2 0  
31 annoncer 62 Følgere 6 Følger  
ingen faste priser, byd gerne   
 Følg  
Bruger i 2 år

**0 annoncer** Kategori



# Trend Sales

You can contact the seller

Everything related to clothing, even accessories

Not only T-shirts

See the T-shirt worn on "normal people", not just models

Secure payment on the website

Shipping discount

Split payment

Facilitates the purchase

Many people make extra money selling used clothes

Win Win deal

No promotions but you can make an offer

Wide variety of colors, styles and brands

You can search by brand

You can use your creativity to sell more

Different ways of presenting the product

Create your own page that works as a social network

Follow and be followed by others who are interested in your style

# Interview

User interviews are an essential tool in the early stages of a UX Design project. Through it, the designer goes deeper into issues related to the user and their experience.

Is it only possible to be stylish with designer clothes?

Or does the brand not matter that much?

Is it better to buy used brand clothes or a new unbranded one?

How much would you spend on an outfit?

Is it possible to buy without trying?

**1** I conducted this research by interviewing my girlfriend. The main topic of the interview was related to fashion, brand and online shopping.

**2** I chose her, since I really love her outfits, and most of them were bought in second hand shops. I started the interview as if I was starting a conversation, to try to get the most natural answers possible, and then went straight into the topic.

**3** To sum up, I found out that is easier and cheaper to buy used clothes in physical stores, especially in Denmark with their Genbrug stores. Not only because you can try on the T-shirt, but if you have patience and a little bit of luck, you can find clothes with the best quality in the cheapest price possible.

# Survey

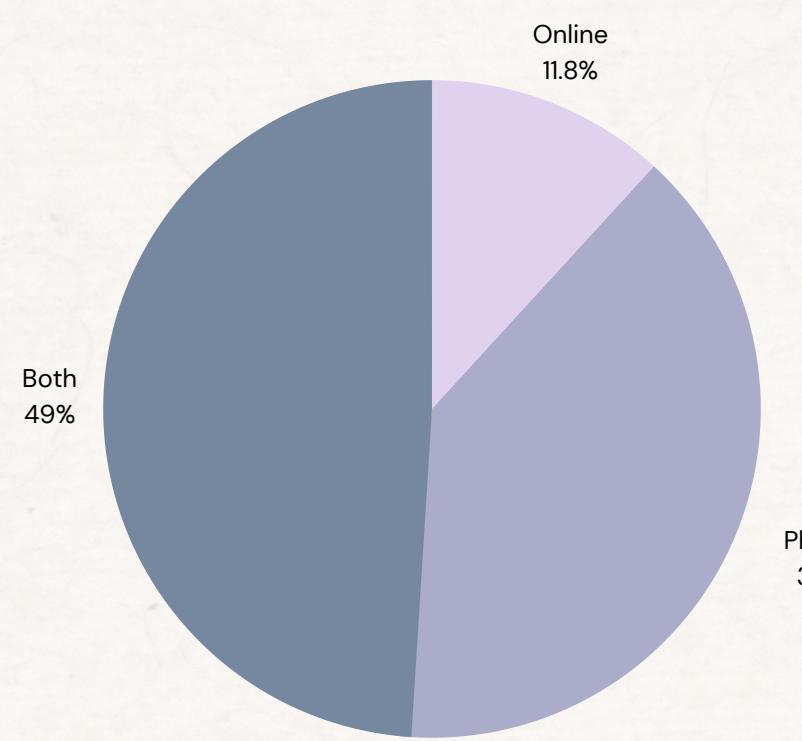
It is a method of research where is created a collection of data in an organised and methodical way, about information of interest to a certain group, in order to gather the vital information about a certain topic.

1 The group chosen for this part of the research were the students of the Multimedia Design class at KEA. A total of 51 participants responded various questions regarding online T-shirt shopping.

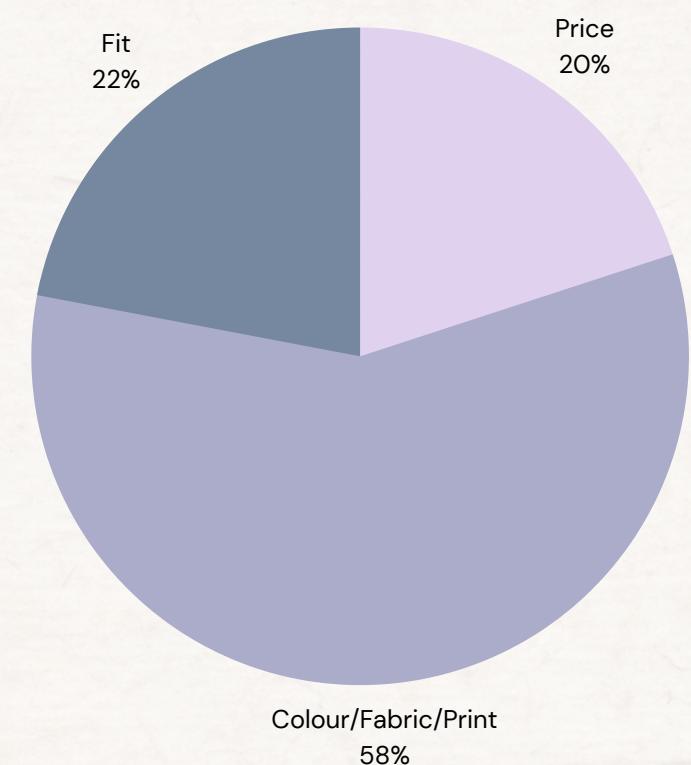
2 The questions included demographics, price, brand preferences, how often people shop for T-shirts online and if they also buy second hand clothes. The results are displayed on the next page.

3 Half of people interviewed buy both in online stores and in physical stores, which indicates that they can shop for T-shirts without having to try them on. The price is only the most important requirement at the time of purchase for only 20%, and the importance for brand is high in 30% of respondents. Which may indicate that many of them are not aware of trendsales.dk website for example, since only a quarter of people buy used clothes.

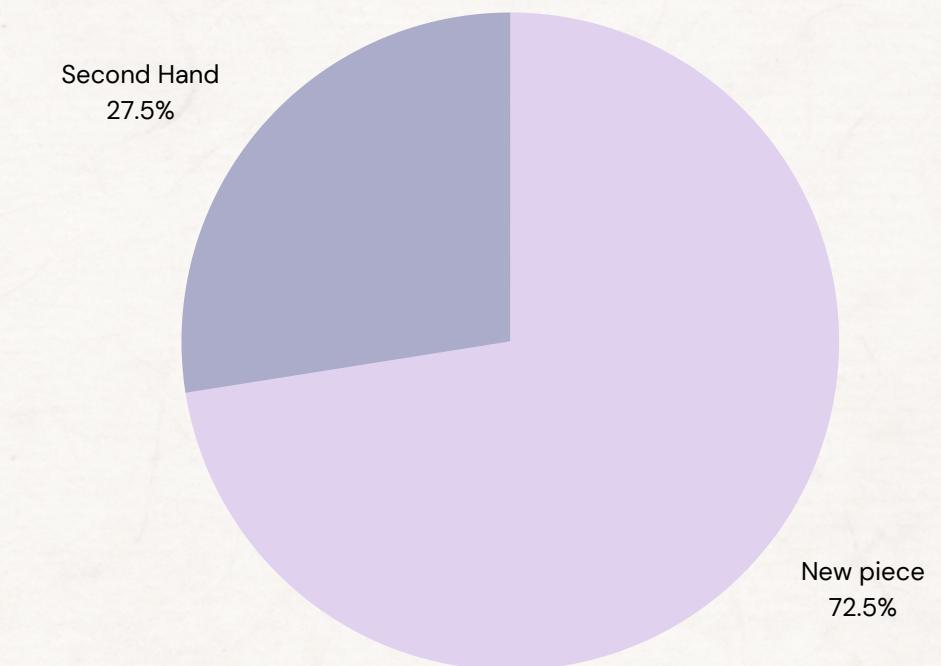
**Do you mostly shop online or in physical stores?**



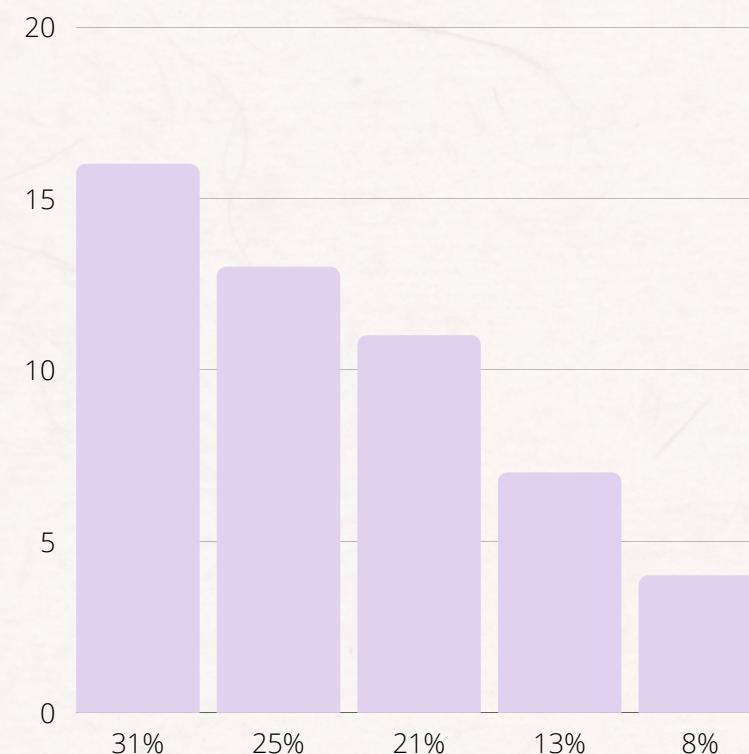
**What is most important to you when picking out a new t-shirt?**



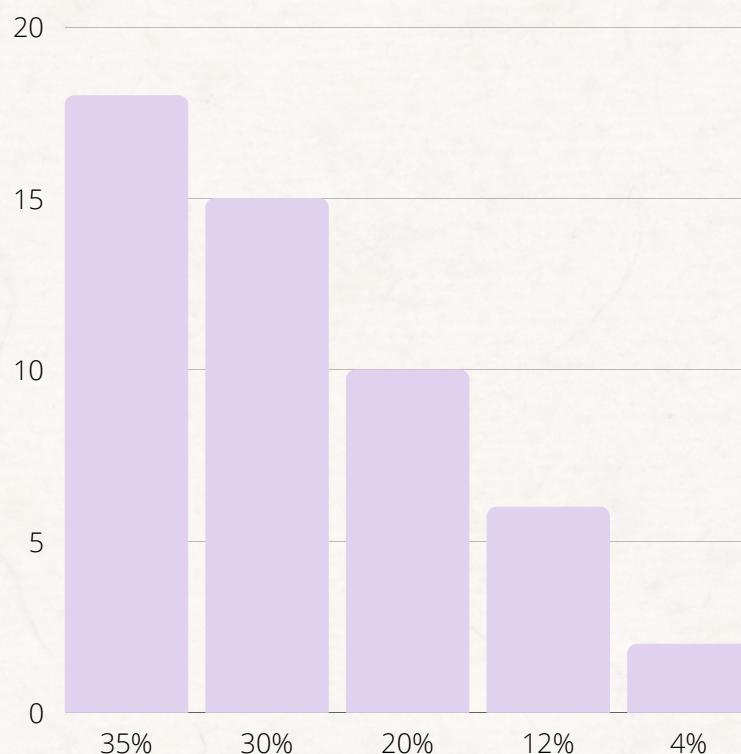
**Would you normally purchase a new t-shirt or a 2nd hand ?**



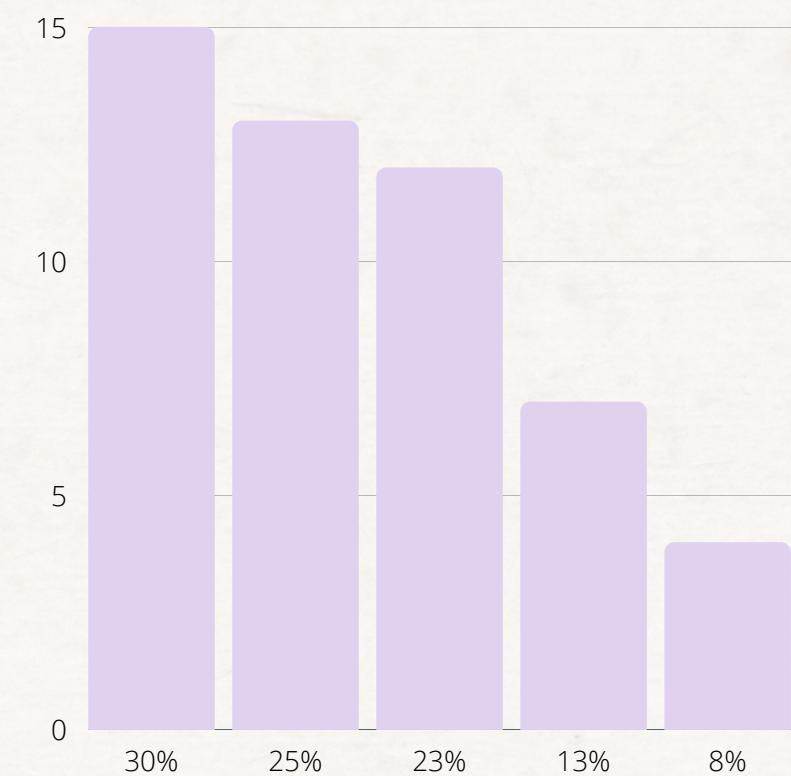
**How would you rate the importance of the T-shirt brand?**



**How would you rate the importance of the T-shirt price?**



**I don't have to try the T-shirt, I know my size**



# Executive

## Summary

The entire research was carried out through general questions about online shopping with 51 students, interview with more specific subjects directly with a person and observations during the use of the website by the user on the website [trendssales.dk](http://trendssales.dk).

In general, most people buy clothes online, but only 25% of them buy used clothes, and when they do, they prefer to buy in physical stores like Genbrug.

The price and the brand are important requirements at the time of purchase, but the most important is the style and color of the clothes.