

Used the technique of **behavioral mapping** to understand the existing behavior better, by breaking it down into sub-steps. Each sub-step is followed by the ideal behavior that it should aim for, the barriers that come in the way of achieving that ideal behavior and the opportunities that can address the barriers to achieve the ideal behavior.

### Step-by-Step Breakdown of Existing Behavior

- ..... Randomly buy new clothes in sales online/in-store
- ..... Getting delivered/bringing home the new clothes
- ..... Wash & dry new clothing
- ..... Stack them in the closet
- ..... Wear them once
- ..... Wash & dry the worn clothes
- ..... Put them back in the closet
- ..... Wear other clothes more often
- ..... Buy more new clothes
- ..... Leave closet unorganized and cluttered
- ..... Push some clothes back
- ..... Continue buying the same or new clothes again
- ..... Overloading/overflowing of closet
- ..... Decluttering and reorganising
- ..... Donate or give away clothes that are not needed/ remained underutilised

#### Randomly buy new clothes in sales online/in-store

- Analysing closet to see if something is missing.
- Buying only if there is an actual need.
- Not participating in sales as they are harmful for the environment.
- Should be able to style the new clothing in multiple ways with the old ones.
- Choosing slow fashion over fast fashion

- Too much time and effort in analysing closet.
- Closet structure not analysing/organisation friendly.
- Don't remember what you own.
- Not knowing when the need is as need is subjective.
- Cost effectiveness/affordability.
- No motivation not to buy/for buying less.
- Lack of awareness of impact on env

#### Getting delivered/bringing home the new clothes

- Buying optimally so that multiple packages and visits can be combined into one.
- Avoiding plastic or paper bags - carry your own bag/go packaging free/combine multi-packages into one.

- Forgetting to carry your own bag/bring impulsively.
- Forgetting to buy everything you need hence buying in installments.
- Lack of sustainable packaging options.
- Having to pay extra for reusable bags.
- Default single use plastic packaging on each clothing item.
- Default plastic tags on clothing.

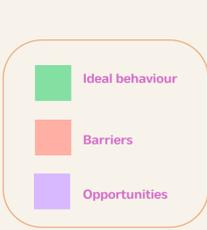
- Sustainable packaging solutions at all levels - manufacturing, selling, purchasing.
- Efficient lists for what to buy and decipher need.
- Encouraging brands to use uni-packaging vs multi-packaging units.

#### Wash & dry new clothing

- Using a light or single wash cycle to save water and detergent.

- Takes extra effort to do so.

- Designing closets that are space saving, well lit
- Having mental & physical closet inventory giving you a sense of your own belongings.
- Mindful buying - understanding what need is, buying only as per need, no impulsive or fast buying, supporting local, buying timeless and durable clothing etc.
- Ideas to mix-match old and new clothing
- Making slow fashion more cost effective.



#### Stack them in the closet

- Stacking new clothes in a more accessible manner in the closet for optimal usage.
- Getting rid of packaging vs holding onto it.

- Keeping new clothes in their packaging and tags - waiting for a special occasion to use them or keep the possibility of returns/exchanges open.
- Convenience of adding new clothes on the top of the existing pile.
- Lack of time and space to organize closet to accommodate new clothes

- Closet organization hacks
- Ideas to mix-match old and new clothing

#### Wear them once

- Wear them multiple times.
- Wear them in different ways/style them differently.
- Lend/share the clothing to friends and family.

- I don't like sharing my clothes
- Don't know how to style clothing
- Don't have enough occasions to wear them
- Comfort of other clothing over new ones

- App/Platform - how to style clothes in diff ways.
- Encouraging people to share their clothing with others to maximise usage

#### Wash & dry the worn clothes

- Follow wash and care instructions to preserve the clothes for long
- Follow frequency of washing guide for every material
- Wash full load cycles with eco friendly detergents
- Hand-wash articles as needed

- Lack of awareness and ignorance to follow care instructions
- Lack of awareness about the wash frequency of different materials
- Sustainable detergents being very costly
- Hand washing clothing is not a cultural norm
- Air drying is not a common practice or feasible in most American homes.

- Better communication of the care instructions at the time of checkout by sales person, or better placement of the instructions.
- Having the care instructions online as well.
- Open to different methods of washing and drying clothes.

#### Put them back in the closet

- Stacking clothes in a more accessible manner in the closet for optimal usage.
- Having a proper inventory of all the clothing
- Rotating & shuffling the clothing arrangement for optimal usage

- lack of convenience & laziness, to stack, rotate, shuffle, organize.
- Closet structure not analysing/organisation friendly.

- Closet organization hacks
- Ideas to mix-match old and new clothing
- Redesigning the closet to encourage optimal usage of all clothing
- App/Platform -Having closet inventory giving you a sense of your own belongings.

#### Wear other clothes more often

- Buying all clothes as per comfort, to make sure all clothes are worn at same frequency
- Prioritizing comfort and functionality over trends/ sales

- getting influenced by ads/influencers to follow trends and sales.
- getting lured into impractical fashionable clothing

- Influencers encouraging to wear & style clothes from existing items in closet
- Influencers promoting mindful purchasing
- Designing timeless clothes that prioritize comfort, functionality and multiple usage.

#### Buy more new clothes

- Making optimal use of the existing closet.
- Analysing closet to see if something is missing.
- Buying only if there is an actual need.
- Not participating in sales as they are harmful for the environment.
- Should be able to style the new clothing in multiple ways with the old ones.

- Too much time and effort in analysing closet.
- Don't remember what you own.
- Not knowing when the need is as need is subjective.
- Not knowing how to style existing clothes

- Having mental & physical closet inventory giving you a sense of your own belongings.
- Mindful buying - understanding what need is, buying only as per need, no impulsive or fast buying, supporting local, buying timeless and durable clothing etc.
- Ideas to mix-match old and new clothing

#### Leave closet unorganized and cluttered

- Rotating & shuffling the clothing arrangement for optimal usage
- Having a systematic and timely organization schedule

- Lack of convenience & laziness, to stack, rotate, shuffle, organize and declutter.
- Closet structure not organisation friendly.
- Forgetting to/ postponing to declutter

- Closet organization hacks
- App/Platform -Having closet inventory giving you a sense of your own belongings.
- Redesigning the closet to encourage optimal usage of all clothing
- Easy to follow guide/manual to have an organization system

#### Push some clothes back

- Rotating & shuffling the clothing arrangement for optimal usage
- Having a systematic and timely organization schedule
- Stacking clothes in a more accessible manner in the closet for optimal usage.

- Comfort of some clothes over others.
- Lack of convenience & laziness, to stack, rotate, shuffle, organize and declutter.
- Closet structure not organisation friendly.
- Making way for old or newer clothes.
- Forgetting that you have certain clothes & still buy same new clothing.

- Closet organization hacks
- App/Platform -Having closet inventory giving you a sense of your own belongings.
- Redesigning the closet to encourage optimal usage of all clothing
- Easy to follow guide/manual to have an organization system
- Designing timeless clothes that prioritize comfort, functionality and multiple usage.
- Ideas to mix-match old and new clothing

#### Continue buying the same or new clothes again

- Analysing closet to see if something is missing and keeping a check on the closet inventory.
- Buying only if there is an actual need.
- Should be able to style the new clothing in multiple ways with the old ones.
- Choosing slow fashion over fast fashion
- Remembering what they currently own

- Too much time and effort in analysing closet.
- Closet structure not analysing/organisation friendly.
- Don't remember what you own.
- Not knowing when the need is as need is subjective.
- Cost effectiveness/affordability.

- Having mental & physical closet inventory giving you a sense of your own belongings.
- Mindful buying - understanding what need is, buying only as per need, no impulsive or fast buying, supporting local, buying timeless and durable clothing etc.
- Ideas to mix-match old and new clothing
- Redesigning the closet to encourage optimal usage of all clothing
- Making slow fashion more cost effective.

#### Overloading/overflowing of closet

- Rotating & shuffling the clothing arrangement for optimal usage
- Having a systematic and timely organization schedule
- Buying only if there is an actual need.
- Expanding closet size as per need and affordability.

- Lack of convenience & laziness, to stack, rotate, shuffle, organize and declutter.
- Closet structure not organisation friendly.
- Making way for old or newer clothes.
- Forgetting that you have certain clothes & still buying more.
- Impulse buying
- Forgetting to/ postponing to declutter due to lack of time or procrastination.

- Redesigning the closet to encourage optimal usage of all clothing.
- Closet organization hacks
- App/Platform -Having closet inventory giving you a sense of your own belongings.
- Encouraging people to share their clothing with others to maximise usage
- Mindful buying - understanding what need is, buying only as per need, no impulsive or fast buying, supporting local, buying timeless and durable clothing etc.
- Encouraging people to share/exchange their clothing with others to maximise usage

#### Decluttering & reorganising

- Rotating & shuffling the clothing arrangement for optimal usage
- Having a systematic and timely organization schedule
- Expanding closet size as per need and affordability.
- Make informed decisions on discarding unworn/ under-utilised clothing

- Lack of space
- Not knowing when and how to discard clothing
- Forgetting to/ postponing to declutter due to lack of time or procrastination
- Closet structure not analysing/organisation friendly.
- Lack of convenience & laziness, to stack, rotate, shuffle, organize and declutter.

- Closet organization hacks
- App/Platform -Having closet inventory giving you a sense of your own belongings.
- Redesigning the closet to encourage optimal usage of all clothing
- Easy to follow guide/manual to have an organization & discarding system
- App/Platform - that enables consumers to make informed decisions on when and how to discard clothing items appropriately.

#### Donate clothes that are not needed/ remained under-utilised

- Assessing the status of clothing to determine if they are fit for donations, recycling, repurposing, repairing, upcycling etc.
- Only donating clothes that are in wearable condition.
- Donating to local communities/close proximity.

- Donating or giving away all the clothes that one wants to get rid of (leading them to landfills)
- Not knowing when and whom to donate to
- Not donating clothes in the wearable condition
- Convenience of getting rid of clothes in the name of donations
- Lack of awareness on what happens to clothing after donating
- Out of sight out of mind.

- Encouraging brands to exchange options
- Providing info/raising awareness on what happens to clothing after donating
- Communicate how people can assess what to do with excessive clothing.
- Raising awareness on the implications of fast fashion or low quality clothing.
- Setting up accessible and affordable repairing/mending shops/solutions
- Raising awareness on how to repair/mend.