We asked participants to click pictures of three things from their closet to understand and interact more with them on a personal level about their habits.

1.
Closet picture
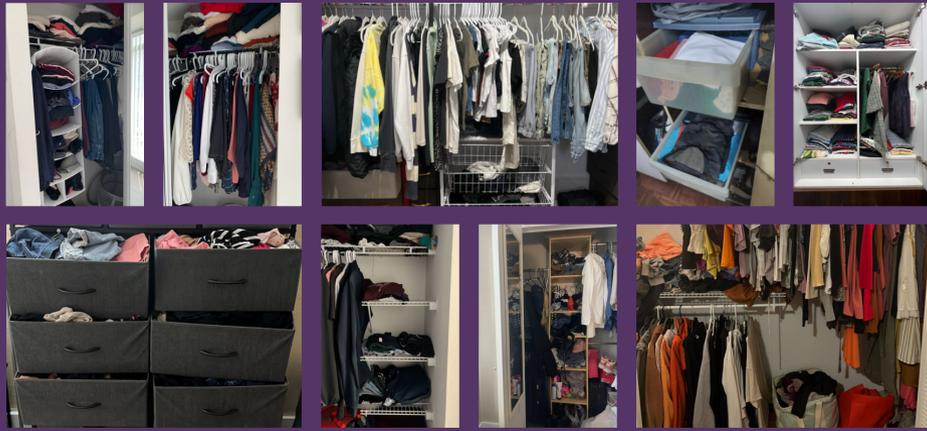
2.
3 items that are most worn

3.
3 items that are least worn

1. Wardrobe Diary

9 people shared their closet pictures with us

Insights

- Closets appear to be **relatively compact**, potentially influenced by the demographic of individuals who are in part-time work or school, including those living in dorms or off-campus housing.

- Clothes are **primarily stored on hangers**, indicating a preference for hanging garments rather than folding them.

- **Drawers and shelves** are commonly used for storage, although the organization and folding of clothes in these areas appear to be less tidy or somewhat cluttered.

- The **presence of top shelves suggests a strategy for storing garments that are not worn frequently**, allowing for better accessibility to regularly worn items.
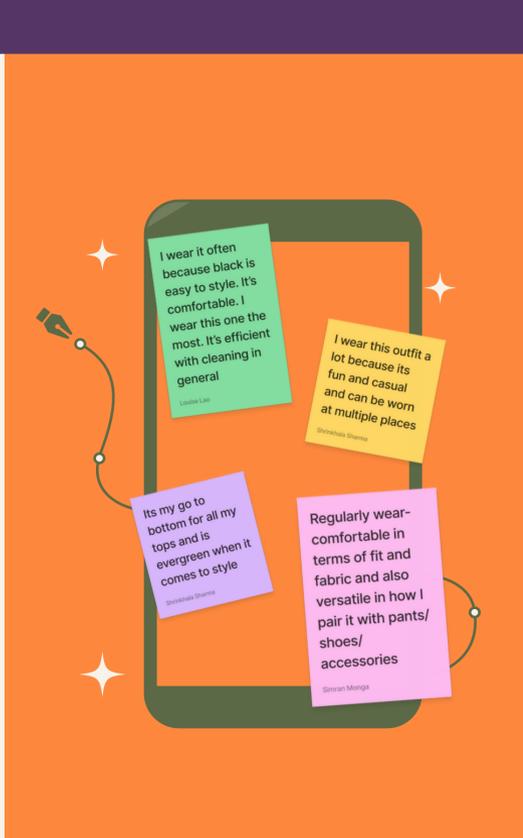

2. Most worn clothes

9 people shared images of the items that they wear the most and also elaborated the reason for the same
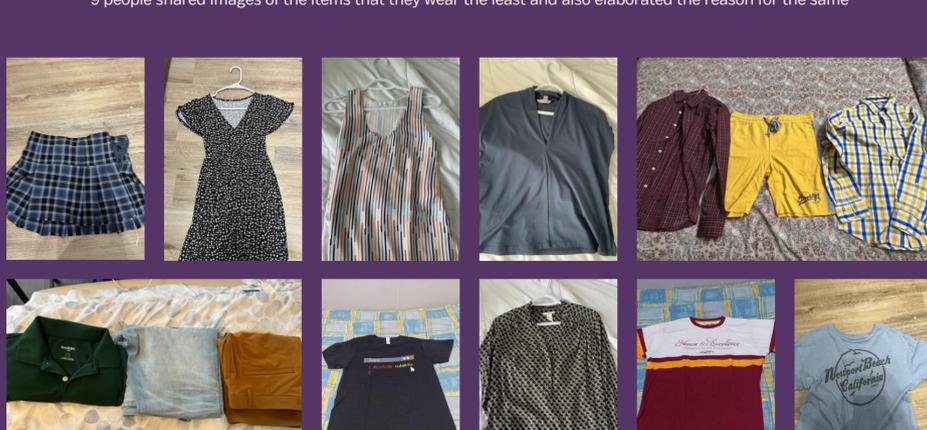

Insights

After getting the participants to share images of their closets, some key factors for clothes that are regularly worn that we found out that also turned out to be the most common are as follows

- Easy to style
- Easy to Clean
- Looks Good
- Comfortable
- Based on Daily Routine/ Activities
  - staying at home
  - hanging out
  - sports
- Weather
- Emotional Attachment
  - was a gift
  - bought for self
  - favorite band
- Color
- Fits Body Type + Flatters Me
- Easy to pair with other clothes
- Versatile
  - can be worn for different kinds of events

3. Least worn clothes

9 people shared images of the items that they wear the least and also elaborated the reason for the same

Insights

Some key insights on the factors that influenced the participants to not wear some of their clothing items are as follows

- Not Comfortable
- Fit Issues
- Fabric Type
  - too transparent
  - itchy
  - stains easy
  - prone to damage
- Doesn't Fit the Weather
- Doesn't Fit my Style
- Damaged
  - holes
- Haven't Found the Occasion to Wear it
  - Bought for a specific event/ activity that I wasn't able to go to (and don't plan to go to anything similar anymore)
- Difficult to Pair with Other Clothes