Discussion guide

- What are the first 3 words that come to your mind when you think of your closet?
- How do you decide what to wear on a daily basis?
- Do you find yourself wearing some clothes more regularly than the others? If so, why?
- How have you organized your clothes? Do you find your current arrangement of clothes accessible?
- How do you perceive the influence of changing trends in fashion and how does it affect your wardrobe? How do you feel about keeping up with fashion trends?
- What influences your decision to purchase new clothing items? a. Are you more inclined to buy new clothes frequently or hold onto existing items?
- Do you have unworn clothes in your wardrobe?
  - a. Approximately how many unworn or unused clothes do you have in your wardrobe?
  - b. Why do you think you have unworn clothes in your wardrobe?
  - c. Do these unworn clothes evoke any specific emotions or thoughts?
  - d. Do you find it challenging to let go of unworn clothes? If yes, what do you think contributes to this difficulty?
  - e. Do you hold onto certain clothing items that you are emotionally attached to? If yes, why?
  - f. Have you ever held onto unworn clothes with the hope of wearing them in the future? If yes, what influences this belief? If yes, what was your experience like?
  - How do you decide that it is time to discard your clothing item? Do you have any specific criteria for it?
  - a. How do you get rid of a clothing item you've decided to stop wearing?
  - b.What challenges do you face when getting rid of a clothing item?
  - Do you have any strategies in place to encourage yourself to wear all the clothes in your wardrobe?
  - How do you envision your ideal wardrobe, and what changes are you willing to make to achieve that vision?
  - What comes into mind when you hear "mindful purchasing"?
  - What challenges do you face when trying to follow mindful purchasing?

This discussion guide was used as means to moderate conversations during interviews with our stakeholders. It helped us to cover all important grounds in order to receive informative responses favoring our research goal.

Affinitizing the interview datapoints to further find the problem areas

Insights

Some insights from the interviews about the user's idea of an ideal closet

Ideal closet

> An ideal closet would have clothes for easy matching and organized in a way that the clothes are visible and accessible

> My ideal wardrobe would be full of clothes that I can mix-match for various occasions

Insights

Some insights from the interviews about the reason behind unworn clothes in the closet

Unworn clothes

> Feel emotional connect and sentimental value towards some clothes, so can't let go.

> Saving unworn clothes for specific reasons/special occasions.

Insights

Most of them buy clothes occasionally prioritizing...

- **Durability**
- **Affordability**
- **Versatile options**
- **Style in multiple ways**

Would like to buy sustainable options that are affordable and long-lasting while practising mindful purchasing

According to the interviewees, mindful purchasing is

- **buying as per need**
- **quality essentials**
- **timeless pieces**
- **being intentional**
- **considering the impact**

Insights

Most of the interviewees discard their clothes in different ways like

- **Donate them**
- **Give them to a friend or a family member**
- **Sell them**
- **Keep them to repurpose**

Most of the interviewees discard their clothes because

- **Stains/Damages**
- **Clear up space**
- **Changing preferences/liking**

Reason for unworn clothes

By conducting interviews, we found key insights into the shopping habits of people, their take on closet organization and the clothing items in their closet. Some interviewees also talked about their emotional attachment towards some of their garments and dived deeper into conversation.

Feeling of **responsibility** for the clothes bought

Forgot about clothes that are **not visible** inside the wardrobe

Sentimental and emotional value towards some clothing items

Have **guilt** for hoarding and **impulse buying** but **cannot let the clothes go**