

## **Empathy Research**

Participant #1: Kirti Rao

Age: 44

Occupation: Interior Design Services

Summary: Kirti is a mom of 2 young kids and says the ease of shopping for products online is unparalleled. She often has little time or patience and is drawn to sites which 'remind' her that she may have left something in her cart or when Instagram ads pop up to let her know that the season's latest clothing is now available to purchase (either on site or on IG).

### **How often do you buy clothes?**

Several times a month.

### **Where do you usually shop for clothes online? Names? Why?**

Zara, H&M, Athleta. Familiar with brands and sizes, appreciates the ease of ordering online versus driving to a store.

### **Most recently, did you purchase clothing online or in person? Can you walk me through it?**

Shopped from Overstock but was distracted by the kids and left an item in cart. Overstock reminded her the following day of item in checkout and since she had already looked through the item, she went ahead and purchased it. She liked the follow up email feature.

### **What do you like about their sites?**

Quality of the products, seamless checkout process.

### **Is there something you dislike about the site?**

Dislikes shopping Target online. The layout isn't appealing. Too much clutter, too many images so very distracting and search bar is not intuitive.

### **What are your 2 main criteria when buying clothes online?**

Quality and price. Tend to buy inexpensive kids' clothing coz they outgrow it soon.

### **What matters MOST to you when buying clothes online?**

Size of images, display on models.

Participant #2: Vibha Shukla  
Age: 40  
Occupation: Human Resources

Summary: Vibha is a busy working professional. She has a select few stores that she buys from, Everlane and Ann Taylor to name a few. The reason she purchases repeatedly from these stores is because she knows the size, fit and quality will be good. She uses mobile apps a lot more than desktop and says her pet peeves are when clicking on a picture and then going back being taken to the top of the page AND when any alterations made at checkout, takes you back to credit card information page.

**How often do you buy clothes?**

Several times a month.

**Where do you usually shop for clothes online? Names? Why?**

Everlane and Ann Taylor. Familiar with brand sizes and quality. Images show what the clothes will look like and what you see is what you get.

**Most recently, did you purchase clothing online or in person? Can you walk me through it?**

Purchased from Everlane. The ease of buying, checkout and knowing the quality and size will be good is reassuring.

**What do you like about their sites?**

Uses mobile apps for ease of access. Like the scroll down feature. Does not like it when images take time to load.

**Is there something you dislike about the site?**

Dislikes Uniqlo website. Hard to find menu button and drop downs

**What are your 2 main criteria when buying clothes online?**

DISCOUNTS! Since the 2 stores she purchases from are slightly high priced and she like to invest in quality pieces, she mostly shops the stores when they have sales.

**What matters MOST to you when buying clothes online?**

Ease of return, does not like to pay for shipping.

She ends the interview stating that she would much rather shop in person, just to be able to try on the clothes, but, given the pandemic situation, she shops online.

Participant #3: Parul Sharma  
Age: 42  
Occupation: Graphic Designer

Summary: Parul is a graphic designer with a strong design sensibility leaning towards minimalism but having fun while doing so: think basic white shirt but with a patch of embroidery (fun element). With little time or patience, she finds shopping at single brand websites to be more hassle free than at multibrand websites.

**How often do you buy clothes?**

Once every 2-3 months.

**Where do you usually shop for clothes online? Names? Why?**

Madewell, J Crew, Saint + Sofia (UK based). All of them are at the exact level of preferred taste

**Most recently, did you purchase clothing online or in person? Can you walk me through it?**

Shopped online from Cuyana. The site does not sell too many different things. Well thought through website run by women entrepreneurs. Patagonia, again for the ethics that the company stands by.

**What do you like about their sites?**

She tries to shop from stores that support initiatives: poverty, racism, supporting women etc.

**Is there something you dislike about the site?**

She likes shopping at singlebrand websites as against multibrand. She finds websites to be too cluttered, too many images, classic examples are Macy's, Kohls and Nordstrom.

**What are your 2 main criteria when buying clothes online?**

Likes clothes that have something distinctive about them, patterns and colors. Does not buy into the normcore culture. Style is main criteria and so is ethics of the organisation.

**What matters MOST to you when buying clothes online?**

Free shipping, frequent sales. She does not like to be pressured into shopping around Thanksgiving and Christmas and would much rather shop at stores that have sales all year round.

Participant #4: Vidhya Thyagarajan  
Age: 41  
Occupation: Architect

Summary: Vidhya is a practising architect and is very passionate about sustainability. She is also brand conscious and purchases mostly from Everlane and Banana Republic. Vidhya prefers shopping in person but does do most of her shopping online because of the convenience.

**How often do you buy clothes?**

Several times a month.

**Where do you usually shop for clothes online? Names? Why?**

Costco, Nordstrom, Target, Banana Republic. Have good sales and prices.

**Most recently, did you purchase clothing online or in person? Can you walk me through it?**

Shopped online at Everlane which has excellent customer service.

**What do you like about their sites?**

Clarity of the products, clean and non confusing design, size of the images and the ability to zoom on an image. The clothing is shown on several models from petite to plus size. Brand wise, prefers Everlane for their transparency.

**Is there something you dislike about the site?**

Does not like shopping from Target online. Their shipping updates are confusing

**What are your 2 main criteria when buying clothes online?**

Sustainability especially when having multiple things shipped from a single store. Instead of packages arriving in multiple packages, prefers it to be combined into one big package. Quality and trend also play an important role.

**What matters MOST to you when buying clothes online?**

Size, quality and sales. She does not like to compromise on quality and if the same item can be purchased at a lower price, she would like to do so.