Mirror: Research debrief

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Goal:

Ease of shopping: 4 of 4 participants said that they shop online because of the ease of shopping.

Size of images: 3 of 4 particpants valued (and hence shopped with those particular brands) citing the size of images, capability to zoom and also having models wear the clothing as opposed to flat lays.

Quality: 4 of 4 participants valued quality above all else when purchasing clothing.

Motivation:

Convinience: 4 of 4 participants confirmed that online shopping was most convinient due to busy schedules.

Sizing and style: 4 of 4 participants confirmed brand loyalty because of familiarty with sizing and trend.

Sales: 3 of 4 participants valued year round sales confirming that more people than not are budget conscious.

Needs + Suggestions:

Sizing and Imagery: 3 of 4 participants stressed on the importance of having well spaced out and large imagery (with ability to zoom) as a deciding factor when purchasing clothing.

 - *Suggestion*: Mirror can include a sizing guide and also have images showing real models of different ethicities and sizes wearing the clothing. As an added bonus, it would be work well to have the ability for customers to read and write reviews of clothing previously purchased.

Sale banner: Given that all 4 participants emphasized that buying quality clothing does NOT have to break the bank, it is safe to assume that people are budget conscious.

- *Suggestion*: Mirror can have a banner on the landing page to announce any ongoing deals.

Quality: 4 of 4 participants expressed brand loyalty because of the quality of clothing the brand promises and has held up to.

- *Suggestion*: Mirror can add a drop down section under the image describing the fabric make and source.

Sustainability, transparency and ethics: 2 of 4 participants are passionate about sustainability practices followed in the industry. Transparency from origin of product, company culture and the roles the company plays in empowering a community is critical information that needs to be displayed as masses are now more aware than ever before of the global apparel supply chain.

 - *Suggestion*: Mirror can have an *About Us* section addressing the above causes and issues so as to educate the customer on their practices.