User Interviews

For this Research I conducted Interviews with five participants. The age range of the participants - between 23-55 years old.
I gained some very helpful insights on user pain points and expectations on the Styling site.
Understanding and addressing these pain points can significantly improve the user experience for everyday styling, making styling sites more valuable and user-friendly for a diverse range of users.

Limited Budget:
- Pain Point: Budget constraints may limit users' ability to regularly update their wardrobe with new and trendy pieces.

Sizing Issues:
- Pain Point: Inconsistent sizing across brands and uncertainty about fit can lead to frustration and dissatisfaction with online purchases.

Uncertainty about Personal Style:
- Pain Point: Some users struggle to define or articulate their personal style preferences, leading to uncertainty when shopping.

Lack of Time:
- Pain Point: Many users have busy schedules and find it challenging to allocate time for thoughtful outfit planning and shopping.

Difficulty in Coordination:
- Pain Point: Coordinating different pieces to create cohesive outfits can be challenging.
- Pain Point: Users may feel stuck in a style rut or have a limited wardrobe, making it difficult to create diverse and interesting outfits.
  for some users.

Limited Wardrobe Variety:
- Pain Point: Users may feel stuck in a style rut or have a limited wardrobe, making it difficult to create diverse and interesting outfits.

Lack of Time:

- Pain Point: Many users have busy schedules and find it challenging to allocate time for thoughtful outfit planning and shopping.