

Styaile Survey Analysis

Demographics

The 16 survey respondents came from all over the world, 65% are under 35 years old. Majority of the respondents work in either an office environment or from home, one or two work in retail, factory or laboratory.

Work Environment

- Roughly 60% of the survey respondents think that their work environment is comfortable, but still 40% feels that they are either **sometimes** or **always cold at work**.
- Note no one indicated they are ever too warm at work.

Transportation

- More than **40%** of the respondents indicate that **walking** is at least a part of their primary mode of transportation. A significant number of people get around by a combination of walking+public transit or walking+driving. Therefore, their outfit should accommodate for the time walking.
- But for those who only drive to get around, the indoor and outdoor consideration may not need to be significant.

Leisure

Majority of the respondents participate in **lightweight leisure** activities such as movies, shopping, getting food etc. 60% does physical exercise, **40% travels** and enjoys the **outdoors** for their leisure activity.

Clothes of Choice

- Majority of the people like to wear **casual** and **super casual clothes**, and sometimes **business casual**.
- Majority of the people have a few **outfits on rotation**, 2 people indicated that they love to spend time to pick out outfits for the next day and 1 person wear the same thing everyday, and 2 people has no planned outfits and pick out clothes in a random manner.
- Almost everyone indicated that they either have **nothing to wear** or **they want to dress better but feel like they are missing something**. This suggest that people really feel unsatisfied with their wardrobe or their outfits or their image.
- 40% of the people indicated that the outside and inside temperatures are too different to be comfortable in both.
- While an equal number indicate that putting together a good outfit is challenging.

Habits

- 80% of the the people choose their outfit for the day in the morning, 2 of the respondents choose their outfit the night before.
- More than 50% of the people always check the weather before they choose their outfit, while the rest either forget, or just won't be bothered with checking the weather.
- People choose their outfit based on personal preference/style, what is clean, what they have worn already (avoid repeat outfits), the weather, and the occasion.
- More than half of the people leave their home in a rush in the morning, so choosing outfit can be a challenge.
- People find that dressing for winter and summer to be more challenging because of the extreme temperatures, particularly winter. It's more difficult if the temperature varies a lot throughout the day.

Styles and Buying Habits

- Majority of the people identify their dressing style as casual, with an almost even split among classic, modern, preppy etc. So that means people prefer to dress casually but style preference varies.
- Most people get outfit ideas from people in real life, less than half get ideas from online influences, magazines, TVs.
- One respondent already have an online personal stylist/personal shopping service, more than half of the respondents are not interested in hiring or working with personal stylist/personal shopping. 30% are interested but hesitant. (Find out why people are not interested, why people are hesitant)
- However, almost all respondents are at least open to receiving recommendations to clothing items that will fit well into their wardrobe. This means people do want the service, they just don't want to commit to working with professionals.
- 70% of the people want to know the price, 40% want to know how a piece styles with what they already have in their closet, how it looks on model and the piece by itself. Quite a few people also want to know the material. Sizing is important, some people want to know if it is available in petite sizes.

Gender Differences

Guys have the desire to dress better just like girls, but according to the 6 male respondents, they don't want to put in as much effort nor do they enjoy the process of getting dressed.