

Sustainable FashHub Production Journal – Week One

Monday (30 minutes)

Survey Question brainstorm and finalization. Highlights represent final survey questions.

1. How interested are you in living a sustainable lifestyle?

- a. Uninterested
- b. Somewhat interested
- c. Interested

2. Have you ever heard of sustainable or ethical fashion?

- a. Yes
- b. No

3. What would be your main drive for visiting a sustainable fashion website?

- a. Learning trendy upcycling techniques
- b. Reading up on the latest sustainable fashion research developments
- c. Keeping informed on retailers who create and sell ethical garments
- d. Finding ways to do your part in keeping our planet healthy – fashion trends aside

4. How often do you look for new content on a website?

- a. Daily
- b. Weekly

5. Would you visit a website centered on sustainable fashion?

- a. Yes
- b. No

Monday/Tuesday/Wednesday (3.5 hours)

Survey responses: Data is collected from people I have personal relationships with (friends and family) and also from my Instagram followers, using the Poll and Quiz tools in my Story.

Results on following page

	Age	Gender	Q1: How interested are you in living a sustainable lifestyle?	Q2: What would be your main drive for visiting a sustainable fashion website?
Chelsea H.	28	F	C	C
Benjamin R.	28	M	B	C
Sherri R.	35	F	B	D
Vincent R.	36	M	C	D
Austin C.	26	M	N/A	B
Sarah N.	28	F	C	C
Alexa Y.	23	F	B	C
Katie D.	27	F	C	C
Ashley C.	22	F	C	D
Toni E.	27	F	C	D
Jamille R.	27	F	C	C
Cassie R.	28	F	C	B
Crystal M.	31	F	C	A
Codi A.	28	F	B	A
Sarah S.	31	F	B	A
Laura H.	28	F	B	N/A
Nicole L.	29	F	C	D
Carla R.	32	F	B	C
Jess L.	28	F	C	D
Marisa G.	27	F	C	D
Kelly M.	26	F	C	D
Kate V.	28	F	C	C
Alexa S.	29	F	C	C
Richard M.	29	M	B	D
Jenn A.	28	F	C	D
Alyssa M.	31	F	C	A
Allie L.	29	F	N/A	A
Jenn B.	28	F	N/A	A
Tony B.	31	M	B	C
Kristen Y.	26	F	B	B
Joshua T.	25	M	C	C
Christine R.	28	F	C	A
Granita L.	28	F	C	B
Michelle M.	31	F	C	D
Bri C.	28	F	B	N/A
Sara M.	32	F	C	C
Jordan B.	28	F	C	A
Shanon G.	37	F	C	A
Christine L.	25	F	C	C
Trish L.	31	F	C	C
Jessica M.	31	F	C	C
Josh J.	27	M	C	C
Meghan C.	26	F	N/A	B
TOTALS	43	F: 36 M: 7	A: 0 B: 11 C: 28	A: 9 B: 5 C: 16 D: 11

Closer look at the research demographics:

Female Age Range: 22-37

Male Age Range: 25-36

Average Age: 28.6

Findings:

- Larger female interest
- Greater Millennial interest
 - This could be accurate *or* due to error in research
 - Not collecting data from an array of demographics – limited Instagram following
- Users care about living sustainability, but don't so much want research at the forefront
- Users want actionable items to help them become more sustainable

Outside research, which supports these findings:

- [Luxury Brands Can No Longer Ignore Sustainability](#)
 - “88% of UK and US Millennials and Generation Xers believe brands need to do more good, not just ‘less bad.’”
 - “An unsustainable piece of clothing or jewel is, in the end, anything but flawless.”
- [Millennials drive big growth in sustainable products](#)
 - “Millennials report a greater willingness to pay more for products with ingredients that are sustainable, environmentally friendly, organic or natural, or socially responsible products, Nielsen found.”
 - “The generational divide in sustainability is fueled by technology. We’ve found that sustainable shoppers in the U.S. are 67 percent more likely to be digitally engaged, which means they are used to having the products and knowledge they want right at their fingertips,”
- [How Millennials Consume Content \(& How to Better Engage Them\)](#)
 - “According to the Pew Research Center, [millennials prefer to read, not watch their news](#)—more so than their elders, actually. But unlike older generations, the majority (81%) prefer reading digital text to print.”
 - “...online readers tend to scan content rather than reading it word for word.”

Friday/Saturday/Sunday (5.5 hours)

- Persona (2.5hrs):
 - **Anna Lewis** is a 24-year-old woman, newly living on her own and invested in doing what she can to live life in a sustainable manner.
- Empathy Map (1.5hrs)
- Journey Map (1.5hrs)