



**Anna Lewis**

## Needs and Desires

- More information on sustainable fashion
- Ideas on how to reuse and upcycle clothing
- More access to sustainable fashion outlets
- Easy ways to lead a more sustainable lifestyle
- Trendy clothing options



### Phase One Realization/Research



Anna begins to think that there are better ways to obtain new clothing. She is out shopping with friends at a fast fashion retailer, but is put off at the thought of buying *another* cheap piece of apparel.



In her free time, Anna starts to look into new options for clothing purchases that will allow her to discard less. She stumbles upon the ethical fashion movement while browsing online.

### Phase Two The Sustainable FashHub



She stumbles upon The Sustainable FashHub, which seems to have a mix of educational information on sustainable fashion, while also supplying some actionable items for Anna to dive into.

### Phase Three Information Intake



While the site has a lot of useful information, it is still presented in a way that allows for easy absorption.



What Anna does take away from the site leaves her feeling slightly stressed. She now knows the gravity of the issue at hand and wants to make change more than ever.

### Phase Four External Links



Since the website is in a blog format, there are an abundance of external links that lead users to sources and other sustainable fashion websites. Anna finds this helpful.



Once she goes a little deeper, Anna finds many sources of the Sustainable FashHub are top dollar ethical fashion retailers. She gets stressed, wondering how she is going to be able to take part in this initiative if it is way out of her budget.

### Phase Five Returning



Anna is now familiar with the Sustainable FashHub. She frequents the site to keep up on sustainable fashion trends and retailers.



She has begun to spread the word about ethical fashion and its importance since she has some additional knowledge.



Anna now knows which spots to frequent when she *needs* new clothing. She has also learned the art of upcycling.

○ Opportunity to create more buzz around sustainable fashion. This means not only publishing a website, but also doing the extra work to make it as visible as possible.

○ Take note to present data on the issue, but not in a dark, looming way. Users still need to be upbeat when visiting the website. Focus on the users making a difference, not "impending doom."

○ Create a website that offers solutions for *all* users. Users that have little money, or a lot. We want every person to feel like they have the power to make a difference.