



APPENDICES

Why Do You Buy: Reducing Fashion Consumption Together through Reflection

Master Thesis by Sanne Bakker
Delft 2023

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A. Project brief

DESIGN
FOR our
future



IDE Master Graduation

Project team, Procedural checks and personal Project brief

This document contains the agreements made between student and supervisory team about the student's IDE Master Graduation Project. This document can also include the involvement of an external organisation, however, it does not cover any legal employment relationship that the student and the client (might) agree upon. Next to that, this document facilitates the required procedural checks. In this document:

- The student defines the team, what he/she is going to do/deliver and how that will come about.
- SSC E&SA (Shared Service Center, Education & Student Affairs) reports on the student's registration and study progress.
- IDE's Board of Examiners confirms if the student is allowed to start the Graduation Project.

USE ADOBE ACROBAT READER TO OPEN, EDIT AND SAVE THIS DOCUMENT

Download again and reopen in case you tried other software, such as Preview (Mac) or a webbrowser.

STUDENT DATA & MASTER PROGRAMME

Save this form according to the format "IDE Master Graduation Project Brief_familyname_firstname_studentnumber_dd-mm-yyyy". Complete all blue parts of the form and include the approved Project Brief in your Graduation Report as Appendix 1!

family name <u>Bakker</u>	Your master programme (only select the options that apply to you):
initials _____ given name <u>Sanne</u>	IDE master(s): <input type="radio"/> IPD <input checked="" type="radio"/> Dfl <input type="radio"/> SPD
student number _____	2 nd non-IDE master: _____
street & no. _____	individual programme: _____ (give date of approval)
zipcode & city _____	honours programme: <input type="radio"/> Honours Programme Master
country _____	specialisation / annotation: <input type="radio"/> Medisign
phone _____	<input type="radio"/> Tech. in Sustainable Design
email _____	<input type="radio"/> Entrepreneurship

SUPERVISORY TEAM **

Fill in the required data for the supervisory team members. Please check the instructions on the right!

** chair <u>Haian Xue</u>	dept. / section: <u>Human-Centered Desig.</u>
** mentor <u>Siyuan Huang</u>	dept. / section: <u>Human-Centered Desig.</u>
2 nd mentor _____	
organisation: _____	
city: _____ country: _____	

comments (optional)
Haian has a lot of experience in using emotion in design, and Siyuan in sustainable behavior change and consumption. These expertises combined with their human-centred design experience are perfect for my project.

Chair should request the IDE Board of Examiners for approval of a non-IDE mentor, including a motivation letter and c.v.

Second mentor only applies in case the assignment is hosted by an external organisation.

Ensure a heterogeneous team. In case you wish to include two team members from the same section, please explain why.



Procedural Checks - IDE Master Graduation

APPROVAL PROJECT BRIEF

To be filled in by the chair of the supervisory team.

Personal information is removed

chair Haian Xue date 13 - 02 - 2023 signature _____

CHECK STUDY PROGRESS

To be filled in by the SSC E&SA (Shared Service Center, Education & Student Affairs), after approval of the project brief by the Chair. The study progress will be checked for a 2nd time just before the green light meeting.

Master electives no. of EC accumulated in total: 33 EC YES all 1st year master courses passed

Of which, taking the conditional requirements into account, can be part of the exam programme 30 EC NO missing 1st year master courses are:

List of electives obtained before the third semester without approval of the BoE

name Robin den Braber date 15 - 02 - 2023 signature _____

FORMAL APPROVAL GRADUATION PROJECT

To be filled in by the Board of Examiners of IDE TU Delft. Please check the supervisory team and study the parts of the brief marked **. Next, please assess, (dis)approve and sign this Project Brief, by using the criteria below.

• Does the project fit within the (MSc)-programme of the student (taking into account, if described, the activities done next to the obligatory MSc specific courses)?	Content: <input checked="" type="radio"/> APPROVED <input type="radio"/> NOT APPROVED
• Is the level of the project challenging enough for a MSc IDE graduating student?	<div style="border: 1px solid black; width: 100%; height: 50px;"></div> <p>comments</p>
• Is the project expected to be doable within 100 working days/20 weeks?	
• Does the composition of the supervisory team comply with the regulations and fit the assignment?	

name Monique von Morgen date 21 - 02 - 2023 signature _____

Initials & Name Bakker Student number _____
Title of Project Emotion driven design for sustainable online shopping behavior

Emotion driven design for sustainable online shopping behavior project title

Please state the title of your graduation project (above) and the start date and end date (below). Keep the title compact and simple. Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.

start date 13 - 02 - 2023 10 - 07 - 2023 end date

INTRODUCTION **

Please describe, the context of your project, and address the main stakeholders (interests) within this context in a concise yet complete manner. Who are involved, what do they value and how do they currently operate within the given context? What are the main opportunities and limitations you are currently aware of (cultural- and social norms, resources (time, money, ...), technology, ...).

Climate change; a problem that the most people nowadays are aware of (Steg, 2018) (Poortinga et al., 2019). People all over the world hear about it on the news, on Instagram, in the papers, at TV, at the coffee machine at work and probably even on TikTok. Videos of tons of plastic that are polluting our water, air and soil can be seen in a matter of a second. News about extinctions and loss of biodiversity and their impact on ecosystems are nothing new anymore. However even with all this knowledge there is still too little done to convert this information into sustainable behavior (Brosch & Steg, 2021). Behavior change is vital for achieving conservation outcomes (Williamson, 2022).

When people hear about sustainable behavior they often think about flying less, reducing their meat consumption or about using less plastic. Nonetheless, according to Porcelijn (2017) and (CE Delft & de Graaf, 2020) (2020) the average dutchman creates the most environmental impact in their lives by the amount of stuff they own. Until recently the impact of the collection of materials, the production process, the transportation, etc. has not been taken into account when talking about the environmental impact of a product, often only the CO2 emissions during use are communicated (Porcelijn, 2017) (de Graaff & CE Delft, 2018) (Figure 1).

A few decades back in time, people would go to a store to buy furniture that would last the rest of their lives, and probably even those of their kids. However with the rise of internet and therefore online shopping, a whole world of millions of products opened up. This innovation led to way more choice and convenience for the consumer (Bhatnagar et al., 2000). However with all of its cheap products at hand, it also led to a linear economy where 'thrown away' products are dominating the market (den Hollander et al., 2017).

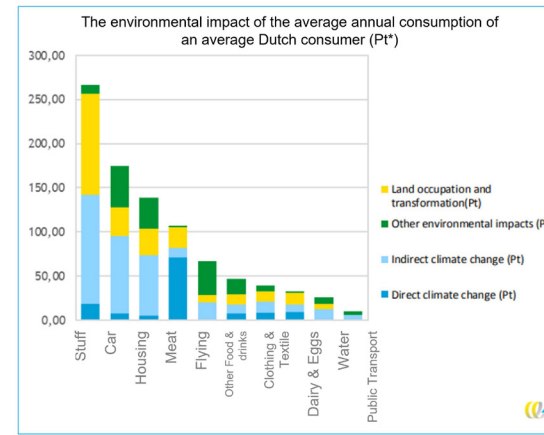
A group that never experienced a time without internet in their lives, is generation Z (born from +/- 1990 – 2010) (Lissitsa & Kol, 2016). Not only does Generation Z start shopping when the need something, they are influenced multiple times per day by different social media channels, which often leads to impulse buying (Lina et al., 2022). Generation Z is used to rapid innovations, new models and product are launched yearly, monthly, weekly and even daily. All these products are available within 1 click (Wood, 2013). Generation Z grew up hearing all about climate change, therefore they are way more concerned about climate change than their elders. Even though generation Z is well aware of the environmental crisis that is going on, it is hard to translate this information into sustainable behavior when talking about the amount of stuff they buy and own, the so called attitude-behavior gap (Tao et al., 2022).

Behavioral research has mainly focused on cognitive factors such as risk perceptions, beliefs, values, etc. These cognition-based approaches are widely used in order to try and change people's behavior, however they are limited in their scope. Chiefly, they forgot they impact of emotions on human decision making and behavior (Brosch & Steg, 2021) (Williamson, 2022). Emotions have shown to apply great influences on human thinking and behavior, and are expected to play a critical role for sustainable behavior change in several respects (Brosch & Steg, 2021).

So during this project I will research the online shopping behavior of Dutch Generation Z-ers, using a emotion-driven approach in order to make their behavior more sustainable.

space available for images / figures on next page

introduction (continued): space for images



*The environmental impact is calculated using the ReCiPe method version 2008 and present the results in single score environmental points (Pt).

image / figure 1: The Top 10 impact Dutch consumer 2020 (CE Delft & de Graaf, 2020)(de Graaff & CE Delft, 2018)

image / figure 2:

PROBLEM DEFINITION **

Limit and define the scope and solution space of your project to one that is manageable within one Master Graduation Project of 30 EC (= 20 full time weeks or 100 working days) and clearly indicate what issue(s) should be addressed in this project.

During this project I will research the attitude-behavior gap that Dutch generation Z-ers experience, focusing on their impulse online shopping behavior. I want to decrease this gap by using emotion driven design.

Sustainable behavioral change is crucial in order to achieve conservation outcomes. However still too little is done to achieve this behavioral change in peoples daily lives. In the life of an average Dutchman buying and owing stuff has the most negative environmental impact, however this matter is largely unheard of. Nowadays, partly because of online shopping, a world of millions of products are only a few seconds away from buying. A generation that is well known with this matter, is generation Z. Even though Generation Z is well informed about the consequences of climate change, nonetheless they fail to align their actions with sustainable online shopping behavior. Different methods of cognitive-based approaches of behavioral change are researched, however the influence of emotions are underexposed.

ASSIGNMENT **

State in 2 or 3 sentences what you are going to research, design, create and / or generate, that will solve (part of) the issue(s) pointed out in "problem definition". Then illustrate this assignment by indicating what kind of solution you expect and / or aim to deliver, for instance: a product, a product-service combination, a strategy illustrated through product or product-service combination ideas, In case of a Specialisation and/or Annotation, make sure the assignment reflects this/these.

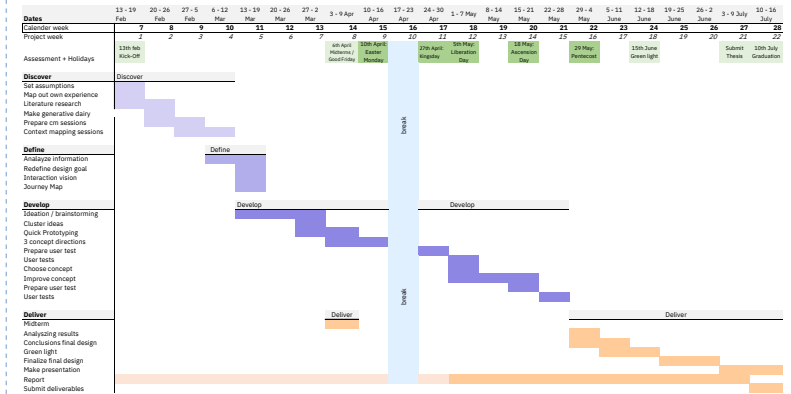
The goal of this project is to use emotion-driven design in order to create sustainable online shopping behavior amongst Dutch Generation Z-ers.

In this project I aim to deliver an experience that motivates Dutch Generation Z-ers to change their online shopping behavior in a sustainable matter. Generation Z is a highly digital group of people, creating a fully digital design outcome may seem fitting for this group. However I expect that great value will be retrieved by letting this group experience firsthand what impact their own action have. Digital means will be combined with combinations of products in order to create an experience that motivates them to change their behavior to become more sustainable.

PLANNING AND APPROACH **

Include a Gantt Chart (replace the example below - more examples can be found in Manual 2) that shows the different phases of your project, deliverables you have in mind, meetings, and how you plan to spend your time. Please note that all activities should fit within the given net time of 30 EC = 20 full time weeks or 100 working days, and your planning should include a kick-off meeting, mid-term meeting, green light meeting and graduation ceremony. Illustrate your Gantt Chart by, for instance, explaining your approach, and please indicate periods of part-time activities and/or periods of not spending time on your graduation project, if any, for instance because of holidays or parallel activities.

start date 13 - 2 - 2023 end date 10 - 7 - 2023



The goal of this planning is to enable myself to explore a more artistic approach to design, while still having the foundations of several Delft Design Methods. During this project I envision to involve the target group as much as possible while combining the findings with several introspection methods. The planning is divided into 4 phases, based on the double diamond model: 1. Discover 2. Define 3. Develop 4. Deliver

In the discovery phase I will dive deeper into the target group and their context, I will use context mapping generative session to learn about their emotions, behavior and beliefs. In this phase I will also research my own unsustainable consumption issues. After that, I will redefine my design goal according to the knowledge I collected. For this design goal I will create an interaction vision and an journey (emotion) map. In the develop phase I will start generating ideas and developing these ideas into concept with the use of several users tests. In my process the user plays a central role, their emotions, feelings and beliefs will be of great value for my final design. To strengthen the idea I will use several introspection methods, such as autobiographical design, to generate ideas, I will compare them to the test results and combine them into the concept. At the end of this phase 1 concept will be presented. The last phase will be focused on finalizing the design and if needed realizing it. This phase is focuses on reporting and detailing.

I planned to take 1 week off and there are also 5 holidays during April and May, therefore 2 weeks get lost. That is why is planned 22 weeks in total, so 22 - 2 weeks = 20 full working weeks.

MOTIVATION AND PERSONAL AMBITIONS

Explain why you set up this project, what competences you want to prove and learn. For example: acquired competences from your MSc programme, the elective semester, extra-curricular activities (etc.) and point out the competences you have yet developed. Optionally, describe which personal learning ambitions you explicitly want to address in this project, on top of the learning objectives of the Graduation Project, such as: in depth knowledge a on specific subject, broadening your competences or experimenting with a specific tool and/or methodology, Stick to no more than five ambitions.

In my daily life I am very conscious about my own sustainable (or maybe not so sustainable) behavior. I try to limit my impact as much as possible. I not only see this as some sort of duty, it also turned out to be a hobby! Finding news ways to increase the environmental impact you have in this life can be rather fun. However when looking around, I experienced and saw a lot of people my age, having a really different way of living. When talking to these people in my environment they seemed rather concerned with the planet, but still their behavior did not seem to match. To me it felt like they were just not aware of the impact of their action. Their knowledge of climate change and how to deal with it seemed rather superficial.

This experience led to wanting to research this subject further. During my bachelor's degree and master I already learned a lot about sustainability. I really noticed that is where my passion lays! However most project have been about sustainable business models or big system changes, where the starting point is the company. This is needed to create a new and circular economy, however I believe using a bottom-up approach will be of great value too. During my master I started focusing more and more on the user. Focusing on the topic of sustainability, I believe users themselves should take responsibility as well, not only companies.

I also noticed when talking to people about sustainability that a lot of different emotions appear during the conversation. There are so many opinions, researches and news about this topic that some people get lost. Those emotions that come up, are really interesting to me and something I really wanted to research. During this project I want to integrate my own experience, emotions, and ways of changing behavior into my design. Using emotions and experiences in design is something I learned during the elective semester, I noticed that is really a skill that I would love to develop further.

Personal learning ambitions:

- Using introspection methods, such as autobiographical design, into a design process
- Learning to use emotions during a design process
- Learn more about experience design
- Broaden my sustainability knowledge, specifically on the full impact of products from the very start to end

FINAL COMMENTS

In case your project brief needs final comments, please add any information you think is relevant.

B. Social Media Ads en SC

2-3-2023 16:02 Day 1	Vodafone_nl Samsung Galaxy A53	Hmhhome	Calzedonia	Productpine	Vitakruid
Screenshot					
Time	10.51 seconds	13.34 seconds	32.34	40.34	43.39
P / V	Picture	Picture	Video	Video	Video
Posts between	2 posts	1 posts	3 posts	2 posts	1 posts
AD or SC	AD	AD	AD	AD	AD
3-3-2023 9:53 Day 2	DRSmile.nl	Bumble	Cycle.harstichting	Posterstore	Katjasnoep
Screenshot					
Time	13.96 seconds	28.53 seconds	36.54 seconds	37 seconds	43.51 seconds
P / V	Video	Video	picture	Picture	Video
Posts between	1 post	3 posts	2 posts	0 posts	1 posts
SC OR AD	AD	AD	AD	AD	AD

8-3-23 12.12 Day 6	Veilig Wonen Nederland	Ca	HelloFresh	Samsungnederl and	Zalando
Screenshot					
Time	23.50	35.46	1.00.86	1.07.62	1.16.54
P / V	P	P	P	Video	V
Posts between	1	3	2	2	1
SC OR AD	AD	AD	AD	AD	AD

9-3-23 11.21 Day 7	Intrend	Chanelofficial	Posterstore	Vancleefarpels	tmbilenederla nd
Screenshot					
Time	7.01	16.61	40.34	43.41	1.03
P / V	Video	Video	Picture	Video	Video
Posts between	1	2	1	0	2
SC OR AD	AD	AD	AD	AD	AD




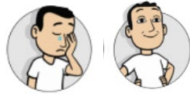
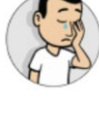




8-3-23 16:35	Retomeubel_w eurt	bezorgdekrant	Rianne.meijer for @loungeunder wear	posterstore	Campina_nl
Screenshot					
Time	22.23	31.75	42.89	56.46	1.11.71
P / V	Picture	Picture	Video	Picture	Video
Posts between	2	3	1	2	2
AD/SC	AD	AD	SC	AD	AD

17-3-23 16:35	Intrend	CA	tempoteamnl	Campina_nl	Bumble
Screenshot					
Time	10.08	19.96	29.90	42.85	57.25
P / V	Video	Video	Video	Video	Video
Posts between	1	3	3	1	3
AD/SC	AD	AD	AD	AD	AD

6-3-23 10:23 Day 3	NOS	Posterstore	Desiono	Pstr.studio	Zeeman_nederl ands
Screenshot					
Time	14.03	16.21	23.33	40.07	1.03.94
P / V	Picture	Video	Picture	Video	Picture
Posts between	3 posts	0 posts	3 posts	3 posts	3 posts
SC OR AD	AD	AD	AD	AD	AD

7-3-23 9:54 Day 4	Drsmile.nl	Junglueck_nl	chanelofficial	vitakruid	Bumble
Screenshot					
Time	4.60	39.64	58.94	1.15.70	1.29.03
P / V	P	P	v	V	V
Posts between	1	3	4	2	3
SC OR AD	AD	AD	AD	AD	AD

C. Online shopping log researcher

	What were you doing before you started shopping?	Trigger to start shopping	Where were you during the whole experience?	How did the shopping session end?	How long did the shopping session take?	What did you buy? (please name all items)	What device did you use to shop?	What did you do after you stopped shopping?	How do you feel about the product when you have them at home?	Which website did you shop at?
Online shopping session 1 23-2-2023	I was setting up my workspace for that day to start working on my graduation project. The first thing I did was checking my student email and my private email.	I got an email from gstar that I got a voucher of 10 euro because it was my birthday last week.	At my parents' house in the storage / work room of my mom.	After 15 minutes of scrolling through the website, there wasn't something that was really interesting me anymore as most product were still too expensive for me and I realized I didn't need them. So I said to myself: now you really have to start working on your project.	Around 15 minutes	I did not buy anything	My laptop and second screen.	I started working on my graduation project	-	gstar.nl
Emotion	Reluctance 	Pleasant surprise 	Satisfaction 	Regret, shame but also determination 	Regret 	Proud 	Satisfied 	Proud 	-	Satisfied but also distrust 
Explanation of emotion	I was a bit tired as I woke up early, around 7.30. I know I had to start working on my project however at that time I did not feel like it, so I decided to check my email first as that has to happen anyway.	I did not expect to get a discount code, however I was very happy that I got one.	The room is quite big and quiet. Also there is a second screen that I can use and plenty of room for all my stuff at the desk. So I am very satisfied with the workshop space.	First I felt regret as I felt like wasting my time looking at the website. The regret was followed by a bit of shame that I let myself be tempted to click the link. But at the end I actually felt really determined to start working on the project!	I felt regret that I let this website take 15 minutes of my time.	I was proud that I resisted the temptation to buy something I do not really need.	It was nice to browse using my laptop as I could have a better overview of the website compared to using a phone.	I was proud that I resisted the temptation to buy something I do not really need. And that I started working on the project	-	I like the brand and are always satisfied with the brand itself, however they send me many email which makes me distrust them as it now really feels like they are pushing me to buy something.

D. Generative workbook

My online shopping experience

This workbook is meant to get you in the mood for our generative session. In this session I am interested in your online shopping experiences. This workbook is a little diary, with 6 separate exercises and one logging exercise. The 6 exercises will take about 10 -15 minutes. Of course, you can work longer on it if you want to, but you do not have to. The logging exercise asks you to log your online shopping behavior, the time spend differences per participant.

There are no right or wrong answers in this workbook. There are only your answers. Think and draw freely. Share what you want to share.

This workbook comes with 4 sheets, you can use these sheets to help you with the exercises. You can answer the question in Dutch or English, you can choose what you prefer.

Good luck!

Sanne Bakker

1

O. My online shopping diary – ongoing exercise

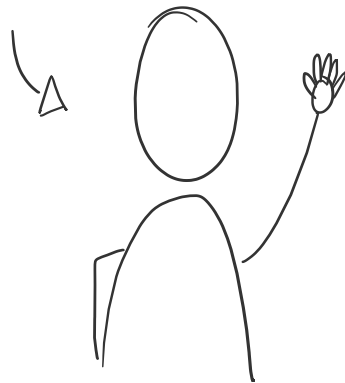
You have 10 days to complete the workbook, there are 6 exercise you can divided over these days. Next to these exercises you are asked to log your online shopping behavior for 10 days. In this way you create your own dairy. **Important** is that you do not have to buy anything to fill this log out, you can also log when you browsed around but did not end up buying something. Try to be as precise as possible. Try to describe your **emotion** fitting the specific part of the experience, you can use sheet E for descriptions of different emotions. I made space for 4 experience, but this will depend on you of course, it can be one experience or maybe even none.

You will find the template at the end of the workbook page 24 tot 27.

2

1. This is me!

Who are you? What do you like? What does your life look like?
Create yourself using the stick figure, you can use drawings, text, shapes, sheet A, sheet B and or sheet C.



My favorite online shops:
-
-
-

3

First, we will dive into the present

The next 2 exercises will be about your current situation according online shopping. You can work on these assignment day by day or complete them in one go.

4

2. Brainstorm online

This is what pops up my head when I think about **online shopping**. You can draw, write, use sheet A, B, C, D and or E to **express yourself**.



5

3. Brainstorm offline

This is what pops up my head when I think about **offline shopping**, so shopping in physical stores. You can draw, write, use sheet A, B, C, D and or E, to **express yourself**.



6

Let's now look back at the past

The next 2 exercises will be about previous online shopping experiences. You can work on the assignment day by day or complete them in one go.

3. Online shopping timeline (next 2 pages)

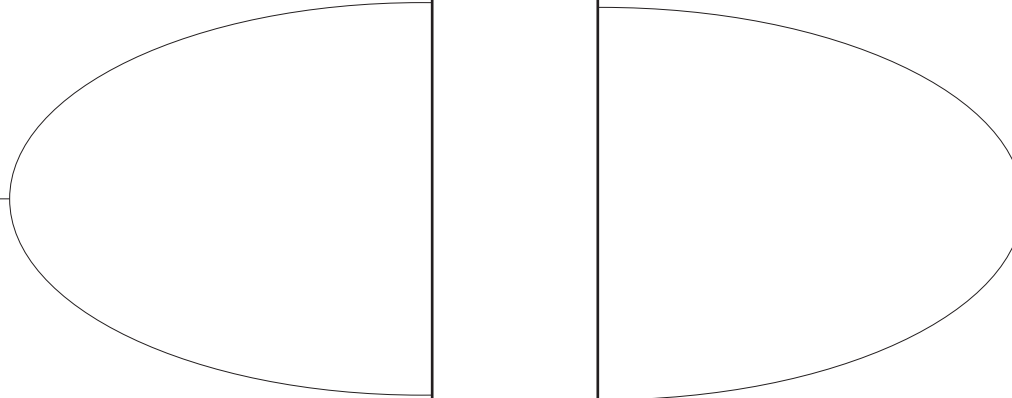
Go back to **your last online shopping experience**, it does not matter what you bought. Can you map out that experience? The **timeline** start at the **left** side, how and why did you **start shopping**? In the **circle** you can describe your experience once the **shopping started**, what did you do and why? Where there influences from outside the circle? The timeline ends at the **right** side of the circle, here you can explain what you did after the **shopping session ended**, how did you feel afterwards?

Try to describe the context, your emotions and reason for your behavior. You can use sheet A, B, C, D and or E to **express yourself**.

7

4. Online shopping timeline

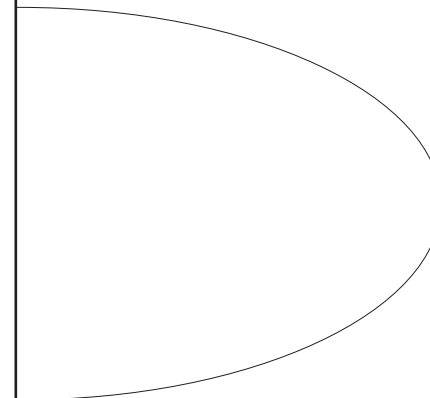
Start:



Exercise continues at the next page! 8

4. Continue: Online shopping timeline

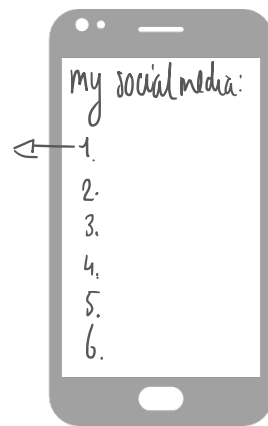
end



9

5. Social media & online shopping

Do you use **social media**? Can you make a list of the social media accounts you have, rank it from most used to least used. What is your **experience** with social media and online shopping? Did you ever buy something via this media? You can write it left from the accompanying social media. You can draw, write, use sheet A, B, C, D and or E to **express yourself**.



10

Finally, let's look at the future

The next exercise will bring you to the future. During the generative session we will dive further into the future.

11

6. My future ideal online shopping experience

What does your **ideal** shopping experience look like? Would you like to **change** something about the **context** or about **yourself**? You can write, draw, make a mind map or anything else. You can use sheet A, B, C, D and or E to help you.

12

Room for question, remarks and / or ideas

Thank you for participating! I hope you had fun :)

13

Sheet A – Icons



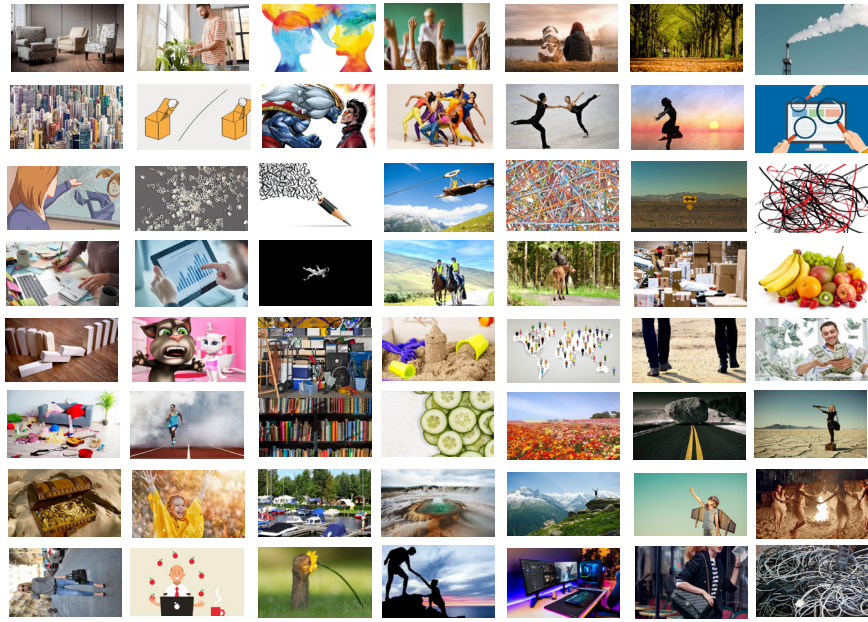
14

Sheet A – Icons



15

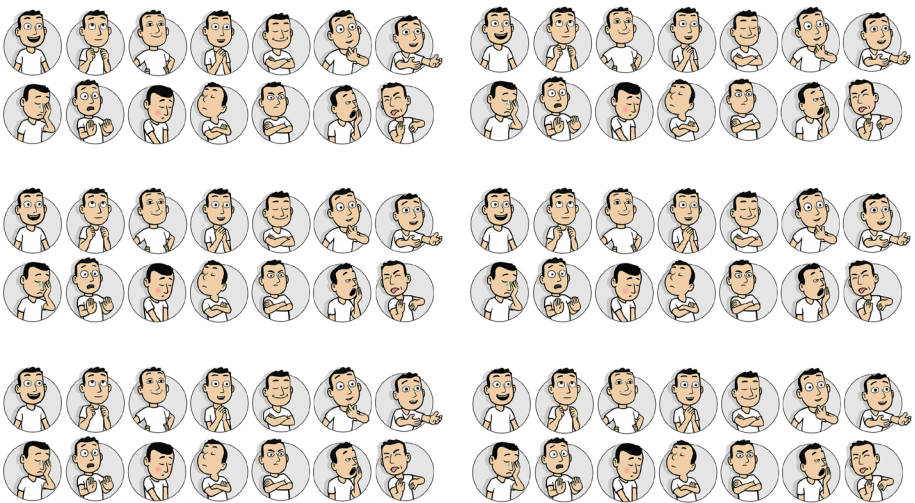
Sheet B – Images



Sheet C – Words



Sheet D – Emotions (6 x 14 emotions)



Sheet C – Words



Log your online shopping experience

	What were you doing before you started shopping?	Trigger to start shopping	Where were you during the whole experience?	How did the shopping session end?	How long did the shopping session take?	What did you buy? (please name all items)	What device did you use to shop?	What did you do after you stopped shopping?	How do you feel about the product when you have them at home?	Which website did you shop at?
Online shopping session 1 Date:										
Emotion + explanation										24

Log your online shopping experience

	What were you doing before you started shopping?	Trigger to start shopping	Where were you during the whole experience?	How did the shopping session end?	How long did the shopping session take?	What did you buy? (please name all items)	What device did you use to shop?	What did you do after you stopped shopping?	How do you feel about the product when you have them at home?	Which website did you shop at?
Online shopping session 2 Date:										
Emotion + explanation										25

Log your online shopping experience

	What were you doing before you started shopping?	Trigger to start shopping	Where were you during the whole experience?	How did the shopping session end?	How long did the shopping session take?	What did you buy? (please name all items)	What device did you use to shop?	What did you do after you stopped shopping?	How do you feel about the product when you have them at home?	Which website did you shop at?
Online shopping session 3 Date:										
Emotion + explanation										26

Log your online shopping experience

	What were you doing before you started shopping?	Trigger to start shopping	Where were you during the whole experience?	How did the shopping session end?	How long did the shopping session take?	What did you buy? (please name all items)	What device did you use to shop?	What did you do after you stopped shopping?	How do you feel about the product when you have them at home?	Which website did you shop at?
Online shopping session 4 Date:										
Emotion + explanation										27

E. Workbook page with the accompanying research question

Workbook page number	Research question	Exercise	Question during session
1	-	Introduction	-
2	3.1 – 3.2 – 3.3 – 4.1 – 4.2 -	0 – On going exercise – log your experience (dairy)	See subchapter 3.2.3 Generative session
3	3.3 - 4.3	1 - Introduce yourself	What does your daily life look like? What role does online shopping have in your daily life?
4	-	Present	-
5	3.1 - 4.1 – 3.5	2 – Brainstorm online shopping	What are your initial thoughts and emotions about online shopping?
6	3.4 – 3.5	3 – Brainstorm offline shopping	What is the difference between online and offline shopping?
7	-	Past	-
8 – 9	3.1 - 3.2 - 4.1 – 4.2	4 – online shopping timeline	What was the trigger to start? Why did you enter the circle? What kept you in the circle? Why did you decided to leave the circle?
10	3.1 - 4.4	5 – Social media	How often do you use social media? What do you use social media for? How does social media relate to online shopping?
11	-	Future	-
12	5.1 – 5.2 – 5.3 – 5.4	6 – Future vision	See subchapter 3.2.3 Generative session
13	-	Questions	-
14 -15	-	Sheet A – Icons	
16	-	Sheet B – Images	
17 - 18	-	Sheet C – Word	
19	-	Sheet D – PrEmo tool	
20 – 23	-	Sheet E – Emotion description	
24 – 27	-	Log template	

How I envision online shopping in the future:

G. Script of generative session

Time	Action	Checklist	Question during session
2 min	Introduction	Goal: insights into experience. The participants are the experts	How did the exercises go? What does your daily life look like? What role does online shopping have in your daily life?
3 min	Discuss Exercise 2		What are your initial thoughts and emotions about online shopping?
3 min	Compare and discuss exercise 2 and 3		What is the difference between online and offline shopping?
6 min	Discuss Exercise 4		What was the trigger to start? Why did you enter the circle? What kept you in the circle? Why did you decided to leave the circle?
4 min	Discuss Exercise 5		How often do you use social media? What do you use social media for? How does social media relate to online shopping?
10 min	Discuss exercise 0		<ol style="list-style-type: none"> 1. Check if all participants have logged one or more online shopping experiences <ol style="list-style-type: none"> a. Yes -> Start with point 2. b. No -> Start discussion about why there was no experience 2. Run through their log, ask to elaborate on their logging. Are some fields missing? Focus on the recorded emotions, can the participants elaborate on this as well. 3. Give the participants room to discuss and compare their findings with each other. 4. Ask the participants if they discovered something new about their behavior.
10 min	Discuss exercise 6		What are the needs for the future? What are the dreams for the future? What do the participants like to change in the future about the context? What do the participants like to change in the future about their behavior?
20 min	Start generating ideas	Let participants know everything they say is good.	
2 min	Closing off	Thank you for the participation	

H. Full analysis of Generative session

Exercise 1

Exercise 1 shows three mind maps. The first two focus on 'The user' and 'The experience' with handwritten notes. The third mind map includes a central node 'The user' and branches for 'The experience' and 'The user's needs'.

Exercise 2

Exercise 2 shows four mind maps. The first three focus on 'The user's needs' and 'The user's experience' with handwritten notes. The fourth mind map includes a central node 'The user's needs' and branches for 'The user's experience' and 'The user's needs'.

Differences online vs offline shopping

Offline shopping is more convenient than online shopping.	Online shopping is more convenient than offline shopping.
Offline shopping is more secure than online shopping.	Online shopping is more secure than offline shopping.
Offline shopping is more fun than online shopping.	Online shopping is more fun than offline shopping.
Offline shopping is more expensive than online shopping.	Online shopping is more expensive than offline shopping.
Offline shopping is more time-consuming than online shopping.	Online shopping is more time-consuming than offline shopping.
Offline shopping is more stressful than online shopping.	Online shopping is more stressful than offline shopping.
Offline shopping is more enjoyable than online shopping.	Online shopping is more enjoyable than offline shopping.
Offline shopping is more convenient than online shopping.	Online shopping is more convenient than offline shopping.
Offline shopping is more secure than online shopping.	Online shopping is more secure than offline shopping.
Offline shopping is more fun than online shopping.	Online shopping is more fun than offline shopping.
Offline shopping is more expensive than online shopping.	Online shopping is more expensive than offline shopping.
Offline shopping is more time-consuming than online shopping.	Online shopping is more time-consuming than offline shopping.
Offline shopping is more stressful than online shopping.	Online shopping is more stressful than offline shopping.
Offline shopping is more enjoyable than online shopping.	Online shopping is more enjoyable than offline shopping.

Exercise 3

Exercise 3 shows four mind maps. The first three focus on 'The user's needs' and 'The user's experience' with handwritten notes. The fourth mind map includes a central node 'The user's needs' and branches for 'The user's experience' and 'The user's needs'.

Exercise 4

Exercise 4 shows four mind maps. The first three focus on 'The user's needs' and 'The user's experience' with handwritten notes. The fourth mind map includes a central node 'The user's needs' and branches for 'The user's experience' and 'The user's needs'.

Exercise 5

Exercise 5 shows five mind maps. The first four focus on 'The user's needs' and 'The user's experience' with handwritten notes. The fifth mind map includes a central node 'The user's needs' and branches for 'The user's experience' and 'The user's needs'.

Exercise 0

Exercise 0 is a large grid of 12 mind maps. Each mind map focuses on 'The user's needs' and 'The user's experience' with handwritten notes. The mind maps are arranged in a 3x4 grid.

Participants quotes

Observation from me

IDEA

Exercise 6

Exercise 6 shows four mind maps. The first three focus on 'The user's needs' and 'The user's experience' with handwritten notes. The fourth mind map includes a central node 'The user's needs' and branches for 'The user's experience' and 'The user's needs'.

Remarks participants

Remarks participants: A grid of handwritten notes and quotes from participants. The notes are arranged in a 3x3 grid.

Total overview

Exercise 1

1. This is me!

- "You sometimes give me a hard time when I ask you to buy me something." "I really think about what I buy because I do not have a lot of money."
- "I check things out online as if I had to buy it, but I never buy anything online." "I really think about what I buy because I do not have a lot of money."
- "I have been back at ZARA as a student because they have a lot of things for students." "I really think about what I buy because I do not have a lot of money."
- "I really think about what I buy because I do not have a lot of money."
- "I really think about what I buy because I do not have a lot of money."
- "I really think about what I buy because I do not have a lot of money."

1. This is me!

- "When I think about shopping I think of buying clothes." "I check things out online as if I had to buy it, but I never buy anything online."
- "I really think about what I buy because I do not have a lot of money."
- "I really think about what I buy because I do not have a lot of money."
- "I really think about what I buy because I do not have a lot of money."
- "I really think about what I buy because I do not have a lot of money."
- "I really think about what I buy because I do not have a lot of money."

1. This is me!

- "I used to shop more when my parents were going to work." "I really think about what I buy because I do not have a lot of money."
- "I really think about what I buy because I do not have a lot of money."
- "I really think about what I buy because I do not have a lot of money."
- "I really think about what I buy because I do not have a lot of money."
- "I really think about what I buy because I do not have a lot of money."
- "I really think about what I buy because I do not have a lot of money."

1. This is me!

- "I do not want to do anything every day when I'm going to school." "I really think about what I buy because I do not have a lot of money."
- "I really think about what I buy because I do not have a lot of money."
- "I really think about what I buy because I do not have a lot of money."
- "I really think about what I buy because I do not have a lot of money."
- "I really think about what I buy because I do not have a lot of money."
- "I really think about what I buy because I do not have a lot of money."

1. This is me!

- "I really think about what I buy because I do not have a lot of money."
- "I really think about what I buy because I do not have a lot of money."
- "I really think about what I buy because I do not have a lot of money."
- "I really think about what I buy because I do not have a lot of money."
- "I really think about what I buy because I do not have a lot of money."
- "I really think about what I buy because I do not have a lot of money."

Differences online vs offline shopping

- Different things you look at: price vs product
- You can hold the product offline, you can feel it
- More trust offline as you can inspect the product
- Online there is more choice
- Online shopping alone, offline together
- Offline there is less the feeling of being a consumer
- In a store you can better decide whether you need it or not
- Great chance of not sending an item back even though you do not like it

Exercise 2

2. Brainstorm online

- "I can really see that shopping online is easier than in a store." "I feel manipulated by Instagram ads."
- "I really think about what I buy because I do not have a lot of money."
- "I really think about what I buy because I do not have a lot of money."
- "I really think about what I buy because I do not have a lot of money."
- "I really think about what I buy because I do not have a lot of money."
- "I really think about what I buy because I do not have a lot of money."

2. Brainstorm online

- "I get a lot of ads on Instagram." "I feel manipulated by Instagram ads."
- "I do not trust what I see on the shop or on Instagram." "I feel manipulated by Instagram ads."
- "I want to be sure the quality of the product are good." "I feel manipulated by Instagram ads."
- "I feel not interested online, models are so skinny." "I feel manipulated by Instagram ads."
- "I often buy a lot of unnecessary things."

2. Brainstorm online

- "I feel manipulated by Instagram ads."
- "I feel manipulated by Instagram ads."
- "I feel manipulated by Instagram ads."
- "I feel manipulated by Instagram ads."
- "I feel manipulated by Instagram ads."
- "I feel manipulated by Instagram ads."

2. Brainstorm online

- "I like to go to the thrift shop." "I feel manipulated by Instagram ads."
- "I like to go to the thrift shop." "I feel manipulated by Instagram ads."
- "I like to go to the thrift shop." "I feel manipulated by Instagram ads."
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Exercise 3

3. Brainstorm online

- "I like to go to the thrift shop." "I feel manipulated by Instagram ads."
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3. Brainstorm online

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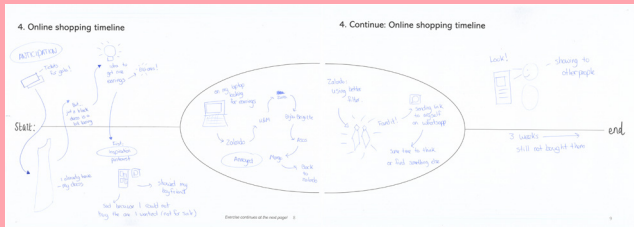
3. Brainstorm online

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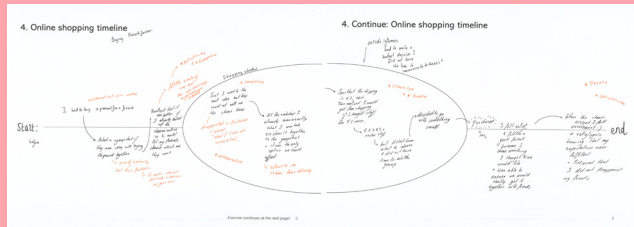
3. Brainstorm online

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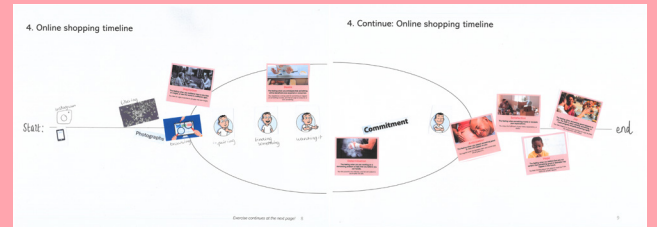
Exercise 4



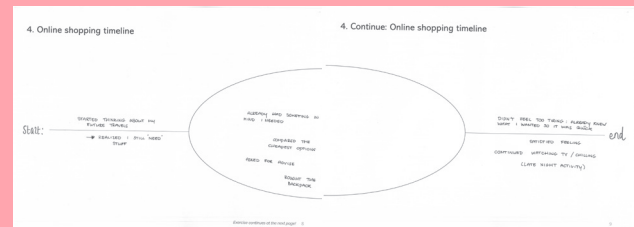
- Trigger: I have gala and want earrings.
- "I got annoyed at Zara because there aren't a good filter for what I want - searching for it"
- Participant 1 got back to Zara already anyway, made a loop
- Participant 1 accidentally found perfect earrings in a physical store



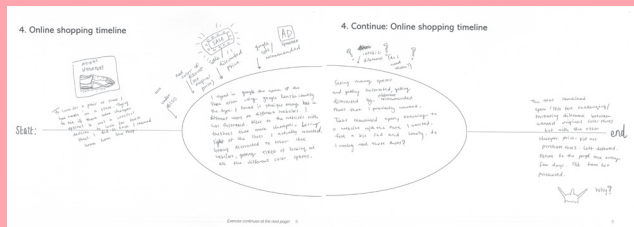
- "I had to discuss a lot with my friend. I felt responsible for getting the presents, felt a bit of pressure"
- Participant 2 felt pressure of succeeding when starting shopping
- "I was relieved that it was done"
- A lot of difference references as well from the previous participant 2



- Instagram/ TikTok is often a trigger to start shopping for me
- I was an interested person during the process, I felt that I was responsible for my Instagram followers
- By accident I found out that their business model is quite sustainable
- I once decided that I was something, I really got for a while but I don't want to stress about it more
- I stopped because I did not find anything more
- It ends with joy about the products
- "There is a joy because you can make things that you can't make in a physical store"

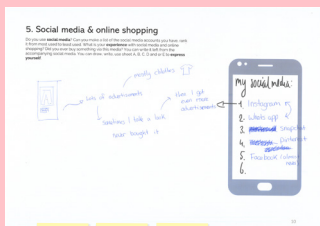


- Participant really knew what they wanted

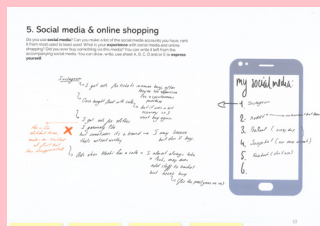


- "I got so lost in all the different colors"
- "I felt bad afterwards, I wasted time"

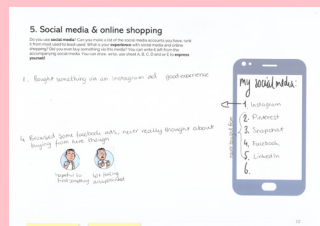
Exercise 5



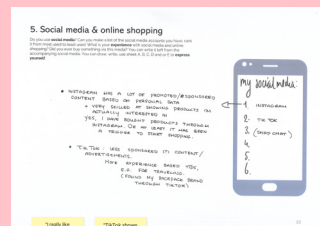
- "I only click on ads that show clothing"
- "I never buy anything of an ad that I see more money I would"
- "I only add via Instagram that I click on"



- "I bought something on an Instagram ad and I was surprised that I bought it"
- "I bought a pair of pants"
- "I bought a pair of pants"



- "I bought something on an Instagram ad and I was surprised that I bought it"
- "I bought a pair of pants"
- "I bought a pair of pants"

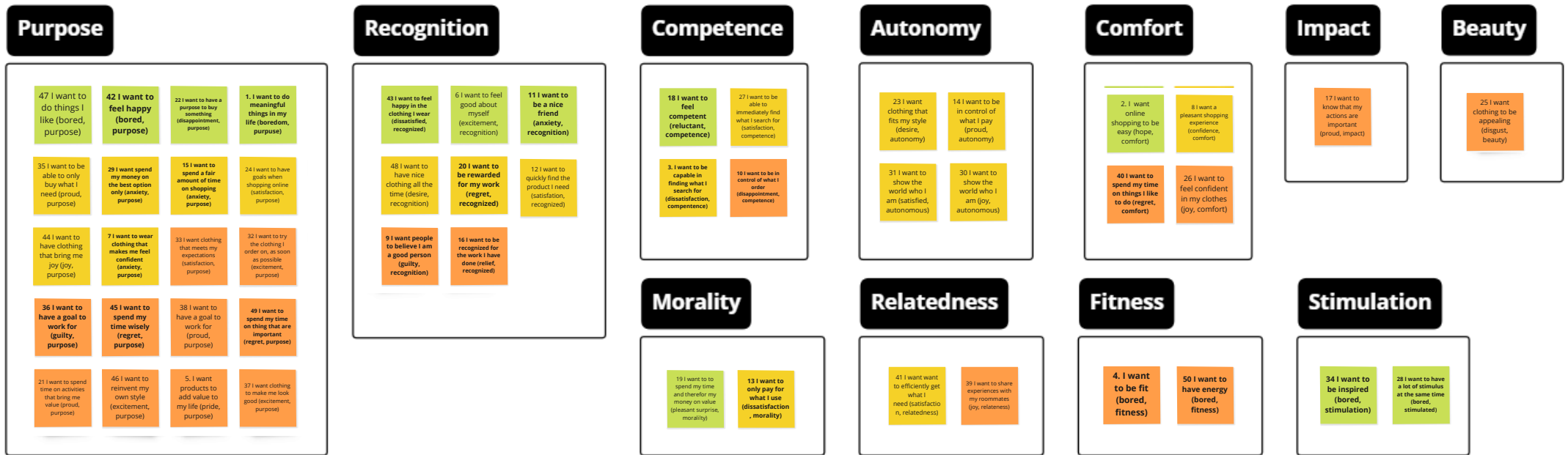


- "I bought something on an Instagram ad and I was surprised that I bought it"
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- "I bought something on an Instagram ad and I was surprised that I bought it"
- "I bought a pair of pants"
- "I bought a pair of pants"

I. Fundamental needs with their underlying motives



J. Answers to all sub question of chapter 4

1. To provide an understanding of the online shopping experiences (past, present and future) of Dutch Gen Zers:

1.1. What are the motivations of Dutch Gen Zers to shop online?

It is time efficient, and fun to do. There are more options and sizes than in a store. You can find the cheapest option.

1.2. What did their shopping experience look like in the past and the present

Often it started with boredom and ended in disappointment with wasting their time. But there was also excitement about the new products.

1.3. How often do the participants shop online

Most participants stated that they often look at online web shops, one participants checks Vinted every day. The amount of products they buy online depends mainly on the fact if they have enough money to spend. There are no standards moment of online shopping in their lives, due to social media and mobile phones it can any time during the day.

1.4. What does the experience of shopping offline look like?

In a store or mall, together with someone else. Or with a group, often takes a few hours or even a day. Can be really tiring.

1.5. What are the differences between shopping online and shopping offline?

Online shopping offers way more choice, offline shopping is more of an activity. Offline you can make a better decision on whether to buy the product or not as you can really hold it and try it out. Offline you are more conscious about how

much money you spend. It is hard offline to consume a lot in a short time.

2. To understand the context in which their experiences take place:

2.1. What does the context of shopping online for a Dutch Gen-Zer look like?

Often on a phone when impulse buying. When really looking for something they use their laptop. They often sit on a couch or bed, they are bored. They are alone when shopping.

2.2. How does the context changes overtime?

Often the experiences starts with boredom or either needed a specific product. During shopping there is excitement about all the different products but there is also anxiety about what the best option would be. The participants were proud when they did not buy something but it also felt disappointed. When they did buy something, it was often an satisfying experience as the products were as expected.

2.3. What does the lifestyle of a Gen-Zer look like?

The participants all stated to have a quite busy life; they are studying, working, doing sports, meeting with friends multiple times a week, working on hobbies. Some participants stated they have trouble with doing one thing at a time. One participants simultaneously scrolls on TikTok while watching a series on TV. Two other participants were saying that they often open social media when they are alone or have to wait for something. The participants were all studying and therefore did not have a fixed income, therefore decisions on whether to buy or do something were mainly money based.

2.4. What does the social media use a Gen-Zer look like?

Mostly Instagram, Instagram shows a lot of ads that really fit the user. The participants liked these ads as they give them really good suggestions on what to buy. On TikTok the user are recommending products to other users, no sponsor, this is really reliable information as the people really tried these products out. Useful for buying the right product.

3. To identify opportunities that can be acted upon to make their future online shopping experiences more sustainable

3.1. What are the needs of Gen Zers according shopping online?

Gen Z wants to keep shopping online as it can bring joy and it allows the participants to express themselves. They want to have enough choice but do not want to be overwhelmed, filters can be helpful for this.

3.2. What are the dreams of Gen Zers according shopping online?

To have a fully personal and sustainable shopping experience that seamlessly fit their needs.

3.3. What do Gen Zers like to change about their current shopping behavior?

The participants know that they need to think and take sustainability into account however this is often difficult for them as the temptation to buy products is high and the transparency about the impact of a product is low.

3.4. What do Gen Zers like to change about the current context?

Be less overwhelmed with the amount of choice. Find better ways to be able to find your size. Have different filters. Know whether a website is trustable or not.

K. Booklet top 10 regret and value

top 10 most regretted items

Guilt

bought during sale – 2018 – never worn

I was on a short holiday in the Netherlands with my parents. We were in a small town and there was a small shop which had huge sales. I saw this dress and really loved the pattern. It was quite cheap as well. My mother bought the dress for me, even though I never wear dresses in daily life. At that moment I was happy and thought I was going to be a girl who wears dresses. My father was really confused when we came out of the shop with a dress, as he also know I never wear dresses.

I should have never let my mother buy this for me, as I have never worn it. I do not feel comfortable in the dress and the fabric is also very see through. The dress makes me feel guilty that I wasted my mother's money.



Embarrassment

thrifed – 2017 – worn a lot for 6 month

I bought this in my first year of college. Together with two new friends we went to Rotterdam to go to some vintage stores. I found this exciting and wanted to look as cool as the other students in the faculty. In the shop we found this jacket and many others that looked similar, we made very funny pictures with it. I decided to buy it because I thought it looked edgy. I still like the look of the jacket, but it is not something I would wear to university or any other place you visit on a weekly basis. So now, I feel quite embarrassed that I wore this as if it was so normal. After these first months of college, I never worn it again. My common sense kicked in that this is not something for everyday life and really does not fit my style. I regret buying it because now I never wear it anymore and it was not even cheap.



Annoyance

bought during sale – 2021 – worn it around 6 times

I was in Enschede with my boyfriend during summer. We were strolling around the city center and came across this shop that has sale. I loved the color of these jeans and the fact that they long enough for my legs. I had promised myself that I would only buy jeans of good quality, but I could not resist this item and thought that the quality would probably be okay. Well, I was wrong. The first time of washing the item it had shrunken and now the jeans were too tight and too short. I still worn the jeans a few times as it was such a waste otherwise. However, every time I regretted wearing it, it looked pretty but I just couldn't breathe properly. Looking at this jeans makes me feel annoyed with myself that I bought it in the first place.



Frustration

bought during sale – 2021 – worn 1 time

I was on a holiday with my boyfriend, we were driving towards Italy to go camping. We already encountered some problems, as his phone broke down. During that car ride fate struck again. The car broke down at the highway, and the car had to be dragged to the garage. It took multiple days to fix the car, which meant we had to stay in the town nearby. We stranded in Leonberg (Germany), which did not have much to do except for this big shopping mall. So, we had no choice but to go shopping, there was this outlet shop with crazy prices. There I saw this shirt, only 3 euros. I tried to make the best of the time in Leonberg and really thought buying this shirt would cheer me up. Well, it did not. I only worn it one time. Looking at it now I really dislike the sleeves and the brown color. It brings back the frustration I felt in Leonberg.



Disappointment

thrifed – 2020 – worn 1 time

I was on a holiday in the Netherlands with my friends from university. COVID-19 was still going on, so we could not leave the country. We were camping and decided to go to a small town nearby. In that town they had a cute thrift shop. There I found these heels, from an expensive brand. They are of high quality. I fitted into them, so I bought them, longing to wear them to a special events in a future without COVID-19. I really love the style of these heels, but they are too tight around my ankles, which looks awful. I wish they fitted me better, looking at them now just makes me disappointed that it did not work out.



Confusion

bought in online sale – 2021 – worn around 4 times

It was in the middle of a lockdown during COVID-19, when I bought this spencer. I was down because of the lockdown and wanted to cheer myself up. I saw that H&M had huge discounts, so I went to their web shop. Normally I do not like shopping at H&M because the shop is also so busy and cluttered. But now I did not have to go to the shop. Browsing through the sale section, I filtered at the cheapest items. I found a lot of very, very cheap products. So, I bought a lot for little money. The quality of this product is okay. However, you need to wear high rise jeans with it, something I do not own. Next to that, this spencer has a very posh look when wearing it. This is not my style, but I do like the item. This leads to the feeling of confusion, I do regret buying it but mostly because H&M is not a sustainable brand. I also do not wear it often, but it feels like I could wear it sometimes.



Annoyance

bought in sale – 2019? – worn about 4 times

I really do not remember buying this T Shirt. The only thing I remember is that I wanted more T shirts with a cool print on it. So, I guess that is why I bought this shirt. However, looking at this shirt it brings me annoyance. First, the shirt does fit me, but I find the fit not baggy enough. Secondly, I do not like the picture. Overall, really a waste of my money. I do not know why I kept it for so long.



Annoyance

bought in sale – 2020? – worn about 2 times

I do not remember much about this t shirt, only that I bought it in sale. I wanted more T shirts with cool graphics on the back. This one has a big picture of van Gogh at the back. I think I bought it in Portugal, but I am not sure. I remember wearing it 2 times, but this shirt does not spark any happiness. I just get annoyed when looking at it. The quality is poor, and I do not like the fit. I just bought it because I liked the concept of it, not the actual shirt.



Confusion

thrifed – 2017- worn 2 times

I bought this shirt in the thrift shop close to my parents' house. I wanted to look classier as my style back then was more streetwear focused. I do not know why I wanted that, because I do not feel comfortable nor myself in these kind of polo shirts. When I was wearing this shirt, the people around me also told me it was very unlike me. Still, I kept it for many years, the quality is good, and I like the color. It is just not something I would normally wear. This is why it brings me confusion. Why did I want to buy this? Is this something I could wear? Should I change my style? It just brings up a lot of questions.



Disappointment

bought in store – 2022 – never worn

There was this trend in the Netherlands, where shops like Zeeman, Wibra and Action would release merchandise. I found it really cool at that time as these shops were seen as 'cheap' shops that were a bit embarrassing to shop at. However, with these merchandise collection, there names and logos were prominently present. This t shirt was part of a new merchandise collection. I really enjoyed the previous collections and therefore wanted to buy something from this collection as well. I should not have done that. I have never worn this t shirt, it feels weird to wear it. The fabric is see-through, and I dislike the text. The t shirt now makes me feel disappointment because I just bought it because I wanted to buy something. I fell into their marketing trick.



top 10 most valuable items

Admiration

thrifed – 2017 – worn very often

I was visiting my older niece in Amsterdam, together we went to several vintage stores. I really enjoyed spending time with her, and she showed me around the city, which was super cool as I was still in high school. I wanted to have some more 'hipster' pieces of clothing, that's why we went to the vintage stores. In the store I found this blouse, I loved it, and the price was very reasonable. So, I bought it. Everyone at school complemented me with my new purchases. I wore it so many times and I am still wearing it now, a bit less than back then, but still often. I love the look. It is interesting but also suitable for everyday life. The quality is still good, and the baggy fit is perfect for me. When I look at this blouse, I have a feeling of admiration as the piece brought me so many memories and makes me feel confident when wearing it.



Pride

bought in store – 2017 – worn at special occasions

It was 2017 and I was about to finish high school. There would be this ceremony and I wanted to wear a nice and fancy dress. At this time, I owned no dresses, so I had to go shopping with my mom. It was out of my comfort zone to wear a dress, but I was determined to try it out. My mother and I went to Amsterdam, in one shop we found this dress. The fabric is soft and still looks beautiful. I wore it to the ceremony and to many other special occasions. The dress fits perfect and makes me feel comfortable. It holds many valuable memories and makes me feel proud of myself when wearing it.



Moved

bought at study association – 2017 – worn very often

In 2017 I started the bachelor Industrial Design at the TU Delft, which was scary but ended up being the best time of my life. Every year a new sweater is released by the study association. This sweater is the one of my first year. I bought it together with the new friend I made. The upcoming years I also bought the new sweaters, but none can match this one. The black and white makes it easy to combine with other pieces. It is comfy to wear and brings back all the memories of my years of college. Especially now this sweater is really moving me as I am currently doing my graduation project. So, my time as a student is almost over, and looking at this shirt makes me feel bittersweet. I am grateful for all the memories but also sad it is almost over.



Moved

inherited from my grandma – 2023 – worn a few times since then

This sweater became really valuable a few weeks ago. During my first weeks of graduation, my grandma got really sick. She stayed in the hospital at the intensive care for almost a month. After an extreme difficult month, the doctors were not able to help her anymore. We had to say goodbye. A few weeks after her passing I had the chance to go through her wardrobe and choose the items I would like to wear. I choose multiple, but this is the one that I love the most. It is beautiful to have her so close to me when wearing this sweater, but also difficult as I wish she was still here to wear it. Tears well up when looking at this piece of clothing, it feels bittersweet.



Excitement

bought in store – 2020 – worn very often

For my minor I lived in Portugal for half a year. I did not have a lot of clothing with me as it had to fit into my suitcase. In Portugal I was either studying or partying. Sometimes it happened that I did not have to study or there was no party, so at these times I went to the mall. There were two malls around the town I lived, which were open till 11 in the evening. These times I went shopping were also a moment for me to be alone, that did not happen often. I bought two of these shirts, this pink one and a green one. I wore them so much, and I love them. They are simple but joyful because of the color. The quality is still good, and I enjoy wearing both shirts. They bring me excitement every time I wear it and bring me back to Portugal.



Satisfaction

thrift gift online – 2021 – worn almost every day

For my 22 birthday I asked a pair of leather boots of my parents. These boots are expensive and therefore I looked online for a secondhand pair that was within the budget. I found these, together with my father we drove to the woman who sold them. She only worn them one time, but she did not like the fit of it. They fitted and I was happy with my new pair of boots. The first weeks of wearing them was hell, they literally made my ankles bleed. Other owners of these boots told me to keep on going, it would get better. I did and now I love them and wear them every day during fall and winter, and sometimes in summer when it rains. They are warm, waterproof and good quality. I already polished the leather multiple times which makes them look brand new. Looking at these shoes makes me really satisfied with them, as they look cool and are super functional.



Serenity

gifted from nephew – 2014 – worn very often

In 2014 I got these shorts from my aunt. They were from my nephew, but he did not wear them. I was so happy with them, as my niece often worn similar shorts around the house or on holidays. I always looked up to her, so to own one of these felt super cool. I worn it so much around the house, when it was to warm to wear long jeans. The shorts are comfy, look fine and it does not wear out. As I always wear it when I am chilling, it brings this feeling of peace. As if everything is fine when I wear them.



Excitement

gift from my parents – 2017 – worn every time the sun appears

In 2017 I graduated from high school, as present I got these sunglasses that I wanted. The sunglasses are quite expensive but also of good quality and with good care they can last years. I really like the look of these sunglasses and they are also very functional in protecting my eyes. I still enjoy wearing these sunglasses and it brings me excitement as it reminds me of sunny times.



Satisfaction

thrifed – 2022 – worn very often

I went thrift shopping with a friend of mine, we were both not looking for something. Just browsing around. At the clothing section I found these trousers, and I immediately loved them. The fabric was high quality, and the size was perfect. Even though I loved the piece immediately, I still doubt if I should buy it. Did I need another pair of trousers? No, and I also had a very similar pair of jeans, but these did not fit. I decided to buy it. It turned out to be a great decision because during summer and spring I wear it every week. When it is warm you can still wear it as the fabric is really breathing, and it goes with all t shirts I own. These are my favorite pants of all time; I am super satisfied with them.








Excitement

thrifed – 2021 – worn very often

Together with my parents and boyfriend we were on a holiday in France. We were staying at a camping of a family member, that we visited multiple times before. I knew there was a big thrift shop close by, which I wanted to visit. So, we went there. Here I found this t shirt. It is oversized, which I love. I also like the color and the quality of the product is high. It is something I love to wear in summer but also in winter together with a jacket. It brings me excitement when I look at it and wear it.



L. Reflection cards research

 <p>Actual size of sheet cards when printed and cut</p> <p>Colorful cards with focus point for meditating on the prompt</p> <p>Self-care reminders (3Harmony) Every cards has 1 inspirational sentences. Does not provide you with any guidelines on how to use these sentences.</p>	 <p>Reflection Cards (Holstee) Made to do together, to spark up a conversation. Quite deep question that can be super hard to answer immediately, but it also includes an nice breaker = different levels. Very broad themes. One of the themes is reflection, however the overall theme is also reflection.</p>
 <p>Self-reflection tool kit (strangers) Focus on young urban people who want to practice self-reflection. Does not explain how to use it.</p>	 <p>Inner compass card (Happinez) Abstract pictures on every card. With one theme written on every cards. It includes a guidebook on how to use the cards.</p>
 <p>IkiGain cards set (Shopdiykits) The cards let the user, think, write and act. Has quite some text on the cars.</p>	

M. Reflection booklet for user test 1

Hoi! Thank you for participating in this small test. Follow these 3 easy steps:

Step 1. After purchasing an online fashion item (clothing, shoes, sunglasses, bags, etc) you write down how you feel about your purchase. You can do this at the left side of the reflection page (page 2).
Page 3 contains guiding questions that can help you to reflect.

Step 2. Print a picture of the item and put it on the reflection page or send a picture of the item to me. I will print the item for you.

Step 3. After 1 week, reflect on your purchase again. Write it down at the right side of the reflection page.
You can use the guiding questions on page 3.

1. Introduction

Reflection at moment of purchase

Emotion:

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Reflection after 1 week

Emotion:

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2. Reflection page

Guiding questions

Reflecting on your purchase can be difficult! These questions are here to guide you through the process. Do not worry, you do not have to answer every question, just use what works for you!

Reflection at moment of purchase

What emotion does the product evoke?
Why did you buy the item?
Why do you need the item?
How are you going to use the item?
Can you combine the item with your current wardrobe?
Does the item fit into your wardrobe?
Do you feel fulfilled after buying the product?

Reflection after 1 week

What emotion does the product evoke after 1 week?
How did that emotion change?
How many times have you used the item?
Are you planning on using the item?
Was the product worth your money?
Was the product worth your time?
Do you feel fulfilled after using the product?

3. Guiding questions

How did the exercise go?

Please write down what you thought of the exercise. Was it difficult? Or easy? What did you thought worked well? What can be improved? You can write down everything you can think of.

N. Reflection booklet for user test 2

Hoi! Thank you for participating in this small test. Follow these 5 easy steps:

Step 1. After purchasing an **online fashion item** (clothing, shoes, sunglasses, bags, etc.) you write down **how you feel** about your purchase. You can do this at the left side of the reflection page (page 2).

Page 3 contains **guiding questions** that can help you to reflect. At the right side of this page, you will find a list of emotions that can help you.

Step 2. Paste a **picture** of your purchase on the reflection page

Step 3. After **1 week, reflect** on your purchase again. Write it down at the right side of the reflection page.

You can use the guiding questions on page 3.

Step 4. Let me know what you think about this exercise

Step 5. Look at the other participants their reflection

1. Introduction

Reflection at moment of purchase

Emotion:

.....

Reflection after 1 week

Emotion:

.....



2. Reflection page

Guiding questions

Reflecting on your purchase can be difficult! These questions are here to **guide** you through the process. **Do not worry**, you do not have to answer every question, just use what works for you!

Reflection at moment of purchase

What emotion does the product evoke?
 Why did you buy the item?
 Why do you need the item?
 How are you going to use the item?
 Can you combine the item with your current wardrobe?
 Does the item fit into your wardrobe?
 Do you feel fulfilled after buying the product?

Reflection after 1 week

What emotion does the product evoke after 1 week?
 How did that emotion change?
 How many times have you used the item?
 Are you planning on using the item?
 Was the product worth your money?
 Was the product worth your time?
 Do you feel fulfilled after using the product?

3. Guiding questions

How did the exercise go?

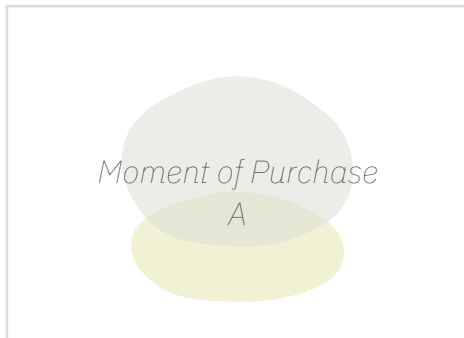
Please write down what you thought of the exercise. Was it difficult? Or easy? What did you thought worked well? What can be improved? You can write down everything you can think of.

Take a look at the reflection pages of other people on this board.

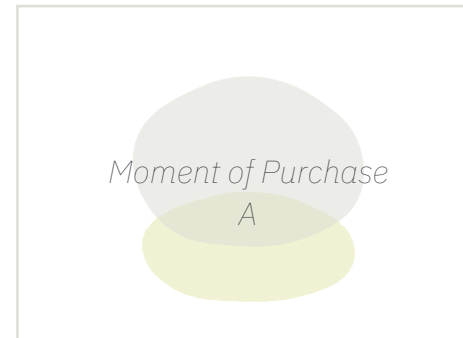
How does reading other peoples their reflection influence your own reflection? Did you notice something different? Did you learn something? Please write down your experience

I read the first participants reflections since that was the only one available, their experience was quite different from mine, since I bought a new item and they bought a secondhand item. It was interesting to read about their experiences though. Their reflectio n did not really influence mine

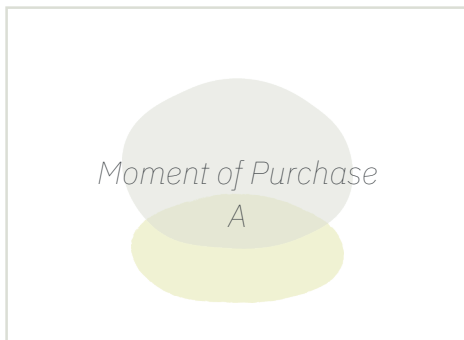
P. Guiding cards A, B and C



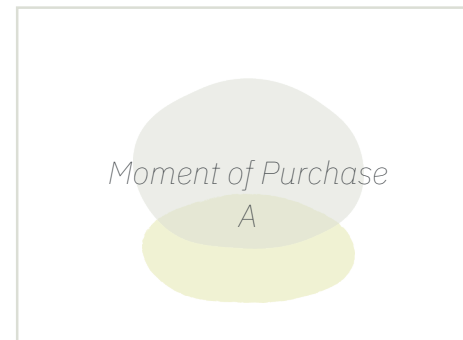
What emotion did the item evoked when you first saw it?



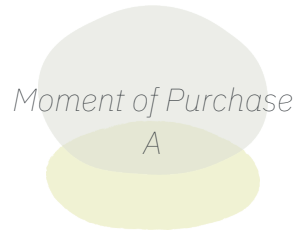
How did you imagined to use the item?



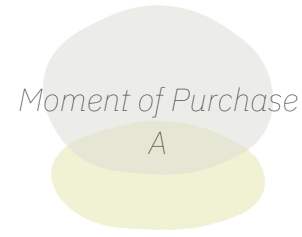
Why did you wanted to buy the item?



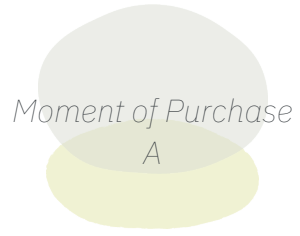
How did your emotions change from the moment of seeing the item to buying the item?



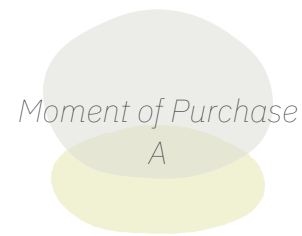
What kind of images can describe your experience of purchasing the item?



How did the experience of buying the item feel?



Would you want to have this experience again?



What words can describe your experience of purchasing the item?



How did your emotion change after using the item?



How did the experience of using the item feel?



How many times have you used the item? Does this fit your expectations?



What words can describe your experience of using the item?



How did the item contribute to your life?



Would you want to use the item again?



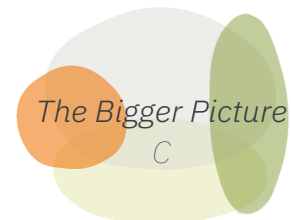
Did you use the item as you envisioned?



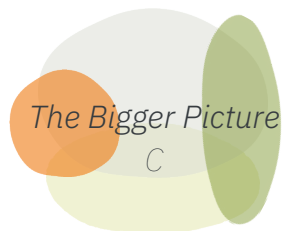
How do you feel about spending money on this item?



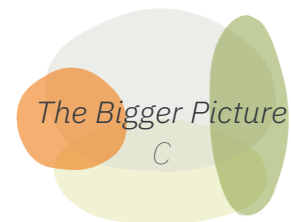
What kind of images can describe your experience of using the item?



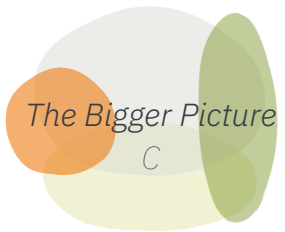
What purchase do you think fit yourself well?



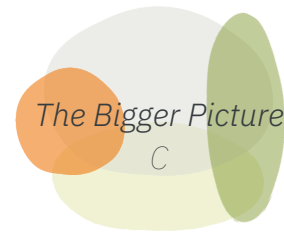
What advice would you give yourself for future fashion shopping based on your reflection process?



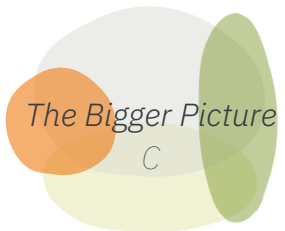
What advice would you give you partner for future fashion shopping based on your reflection process?



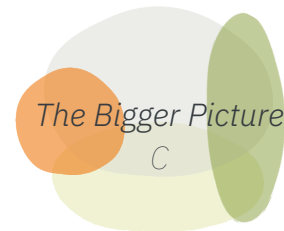
What purchase did you not expect for yourself and why?



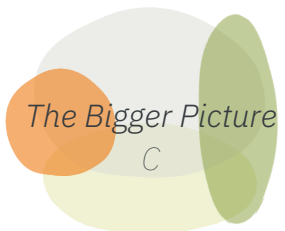
*What difference do you see between your partners purchases?
This can be literally the category but for example also be the emotion you attach to certain purchases.*



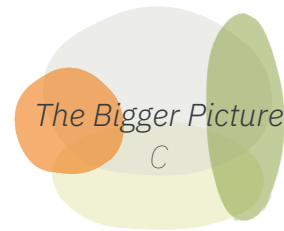
What purchase do you think fit your partner well?



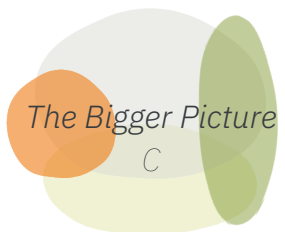
What purchase did you not expect for your partner and why?



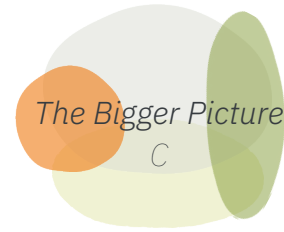
*How often did your experience change after the first use?
Is it still changing or did is mostly stayed the same?*



*What similarities do you see between purchases?
This can be literally the category but for example also be the emotion you attach to certain purchases.*




*What similarities do you see between your partners purchases?
This can be literally the category but for example also be the emotion you attach to certain purchases.*

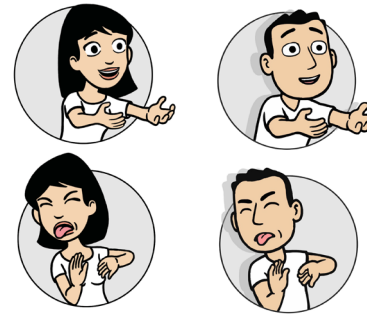


*What differences do you see between your purchases?
This can be literally the category but for example also be the emotion you attach to certain purchases.*

Q. Reflection cards

 <p><i>Reflection Card</i></p> <p><i>When:</i> <i>What:</i></p>	<table border="1"><tr><td data-bbox="1115 577 1440 1007"><i>Moment of purchase</i></td><td data-bbox="1444 577 1744 1007"><i>After first use</i></td></tr></table>	<i>Moment of purchase</i>	<i>After first use</i>
<i>Moment of purchase</i>	<i>After first use</i>		

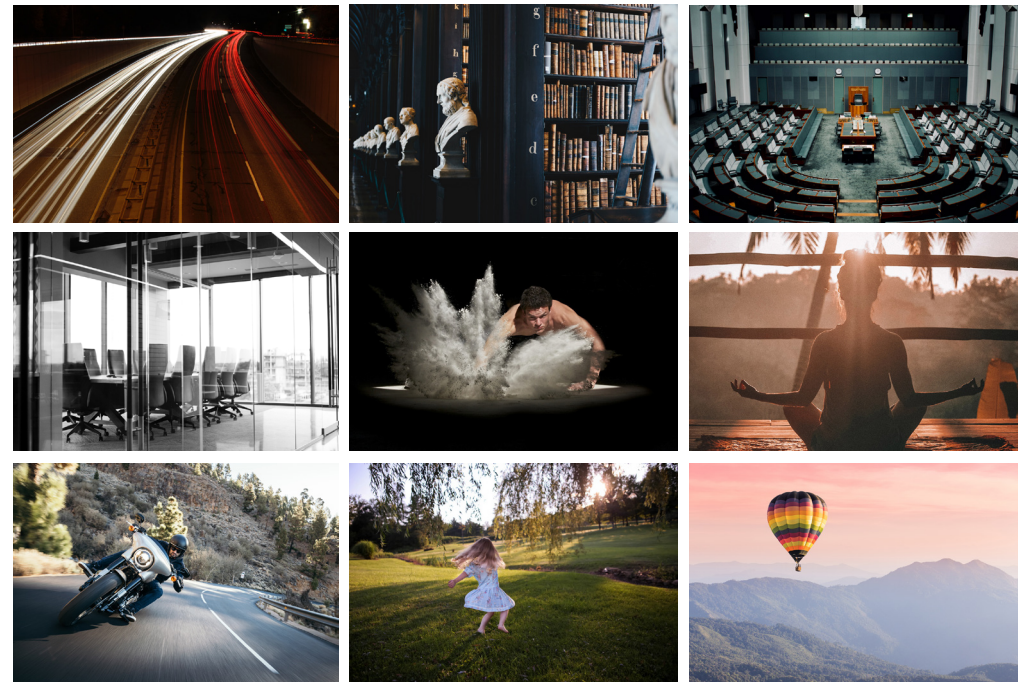
R. Creation set

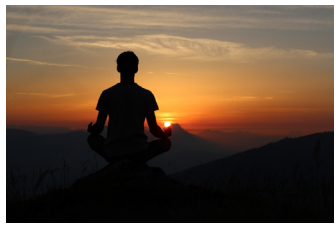
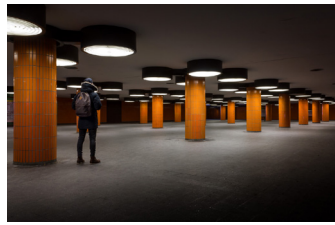
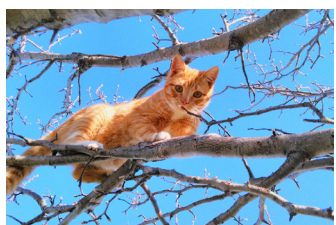


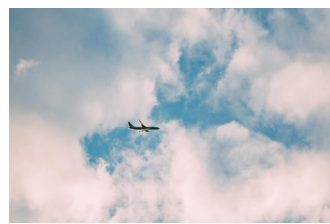
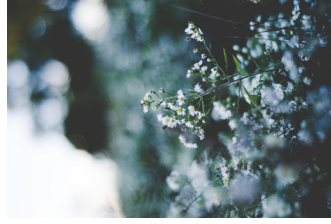
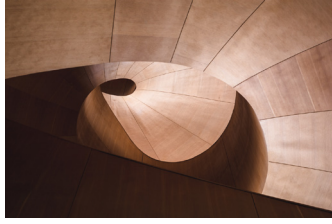
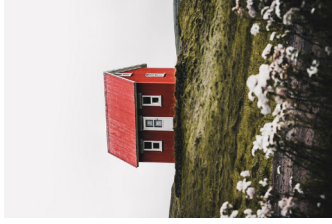
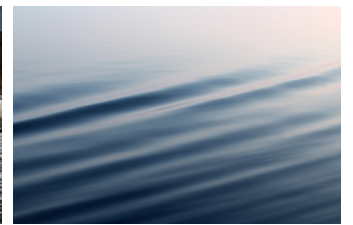
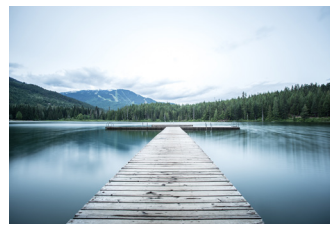
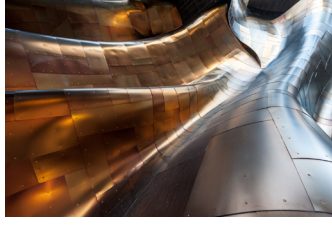
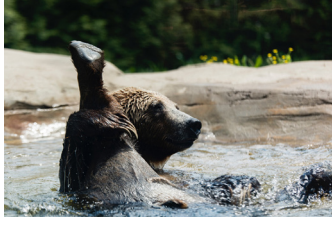
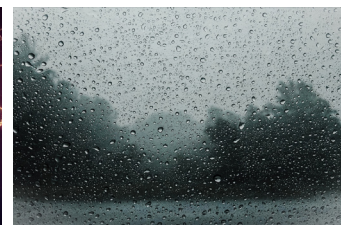
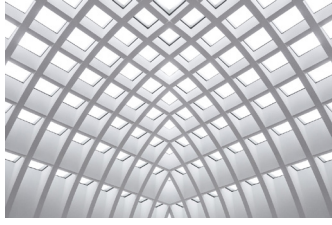
Admiration	Amusement
Anticipation	Awe
Compassion	Desire
Determination	Elevation
Euphoria	Fascination
Gratitude	Happy for someone

Hope	Inspiration	Tenderness	Virtuousness	Dissatisfaction	Distrust	Regret	Reluctance
Joy	Love	Worship	Anger	Doubt	Embarrassment	Resentment	Sadness
Lust	Moved	Annoyance	Anxiety	Envy	Fear	Shame	Shock
Pleasant surprise	Pride	Boredom	Confusion	Frustration	Guilt		
Relief	Satisfaction	Contempt	Desperation	Hate	Insecurity		
Sensory delight	Serenity	Disappointment	Disgust	Loneliness	Pity		









S. Menu Card and Instructions

These attributes are available for you to help you during your journey!

positive and negative emotions images

Admiration

Fear

positive and negative emotions words

different icons

images

different shapes in different colors

polaroid camera

colored markers

You can use these Guiding Cards during the process, you can take as many as you want but you do not have to

Use these cards during the visualization of the experience at the moment of purchase

How did you imagine to use the item?

Moment of Purchase A

Use these cards during the visualization of the experience after use or / and when your Reflection Board is finished

Would you want to use the item again?

After Use B

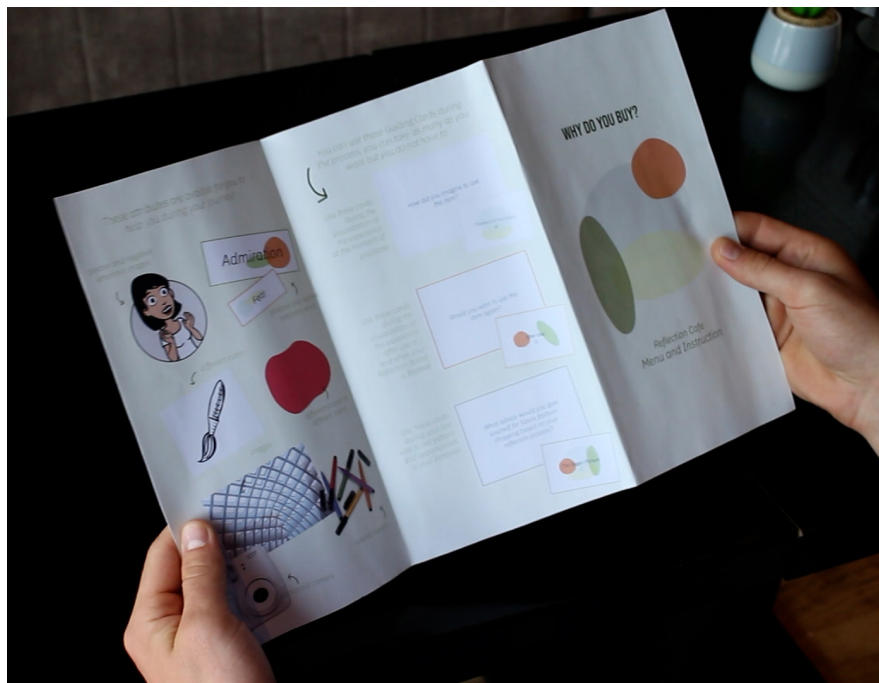
Use these cards during your last visit to see pattern and opportunities in your behavior

What advice would you give yourself for future fashion shopping based on your reflection process?

The Better Process C

WHY DO YOU BUY?

Reflection Cafe Menu and Instruction



DRINKS

WARM

- Coffee 3
- Cappuccino 3,5
- Espresso 2,5
- Latte 4
- Tea 3
- Ginger Tea 4

SODA

- Coca cola 3
- Ice tea 3
- Fanta 3
- Ginger beer 3

BEER

- Heineken 3,5
- Weizen 4
- Ipa 4
- Blond 4
- Hertog jan 3,5

WINE

- Red 4
- White 4
- Rose 4

COCKTAILS

- Mojito 10
- Aperol Spritz 10
- Espresso martini 10
- Gin tonic 10
- Moscow mule 10
- Margarita 10
- Pornstar martini 10

SPECIAL DRINKS

- Home made lemonade 4,5
- Home made Ice Tea 4,5
- Virgin Mojito 8
- Virgin Moscow mule 8

FOOD

- Nachos 12
- Bitterballen 8
- Borrelplank 15
- Bread with dips 9
- Cheese platter 10
- Borrelnootjes 4
- Vlammetjes 8
- Bruschetta 9

GUIDELINES

HOW DOES IT WORK?

Hi! Welcome to the Reflection Cafe. Your journey is about to start.

Stage 1 - Exploring
Today you will create your own Reflection Board by using the creation set. This board is a visualization of your experience at the time you bought your purchase and how you feel after use. During this process there are guiding cards to help you.

Stage 2 - Diving
Every time you visit this cafe, you will make a Reflection Board of a recent purchase. Together with your reflection partner you will discuss the boards and learn more about yourself and each other. During this process there are guiding cards to help you.

Stage 3 - Understanding
During the last visit, all your Reflection boards that you made will be put on the wall. With the help of this overview you will try to answer the question: *Why do you buy?*

Have fun!

T. Questionnaire Results

The design was difficult to understand	The design was easy to understand	I knew what to do when I started making the visualization	I got to know my reflection partner better	The design is fun	The guiding cards helped me during making the visualization	The creation set allowed me to make visualizations that fitted my experience	The time I spend on the visualization was too long
Strongly disagree	Strongly Agree	Strongly Agree	Strongly disagree	Agree	Neither	Agree	Strongly disagree
Neither	Neither	Agree	Disagree	Agree	Agree	Neither	Disagree
Strongly disagree	Strongly Agree	Strongly Agree	Agree	Strongly Agree	Strongly disagree	Strongly Agree	Strongly disagree
Strongly disagree	Strongly Agree	Agree	Disagree	Strongly Agree	Disagree	Strongly Agree	Strongly disagree
Disagree	Agree	Agree	Neither	Agree	Disagree	Agree	Neither
Disagree	Agree	Agree	Disagree	Neither	Agree	Agree	Disagree
The time I spend on the visualization was too short	The design helped me to reflect on the last purchase I made	I will think about this experience when the next time I am going to buy a fashion purchase	I got to know myself better	I got new insights about my buying behavior	I want to visit the reflection café again	The design made me feel guilty about my purchase	The design is boring
Strongly disagree	Strongly Agree	Neither	Disagree	Agree	Agree	Disagree	Strongly disagree
Disagree	Agree	Disagree	Neither	Agree	Disagree	Disagree	Disagree
Strongly disagree	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree	Agree	Strongly disagree	Strongly disagree
Strongly disagree	Agree	Agree	Strongly Agree	Strongly Agree	Agree	Strongly disagree	Strongly disagree
Neither	Agree	Neither	Disagree	Disagree	Agree	Strongly disagree	Disagree
Disagree	Agree	Neither	Disagree	Disagree	Agree	Disagree	Disagree