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| **Interviewee info: name, location, age, occupation****location: Eastern Market, online, changing perceptions, my apartment****Age: 18-24/6.25%, 25-30/6.25%, 31-40/31.25%, 41-50/25%, 51-60/25%, 61+/6.25****Occupation: Did not ask**  | **Customer segment****Geographic - Majority Washington, DC****Demographic - Majority Black, females, 31-40** **Beavior -****Psychographic -**  |
| **Supposed problem****When you think of mental wellness clothing, what do you see?****What and why do you have your mental health issue today?** | **Problem importance: high, medium, low?****High because it seeks to understand what mental health issues my potential customer has and how can I produce a solution on a shirt.** |
| **Other pains expressed****man made drugs (perscription and non prescription) being the cause of mental issues** | **Alternatives and how did they search for solutions?****conversation and socializing was the majority alternative solution to the supposed problem.** |
| **Biggest surprise****When people think of clothing thats passionate about mental wellness, they think of colorful clothing.****(According )** | **Bigger problem: something else they want solved****Through indecisive answers, something else the customer wants solved is: a way I can clearly state and convience them clothing can be used to ease/solve thier mental health issue** |
| **Key takeaways: most important things you learned****When people think of clothing thats passionate about mental wellness, they think of colorful clothing****Weed was not an alternative natural method people used to ease/solve thier mental health issue (thats what they said)****A relevant amount of feedback was how the clothing fit and felt made them feel good mentally.**  | **Early adopter? Yes or no**In spite of my early assumptions that weed would be a majority solution reply, my ealry adopter will see clothing as as a means to ease/solve thier issue if its colorful, feels good on thier body and promotes conversation. |