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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. |