Getting Ready:

The Art of Morning Routines

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01

Introduction

Meet the Team!

Hannah Cha
Junior
SymSys
Los Angeles, CA

Evan Chen
1st Year Masters
CS
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Hana Dao
Senior
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Los Angeles, CA

Caroline Wang
1st Year Co-term
CS
Cupertino, CA

Problem Domain

Everyday Experiences

Team interest: fashion

Universal Experiences

Team struggle: picking an outfit every morning

How can we elevate an everyday/universal experience?

Problem Domain

Everyday Experiences

Team interest: fashion

Universal Experiences

Team struggle: picking an outfit every morning

How can we elevate an everyday/universal experience?

Morning Routines!

02
Needfinding Methodology

Looking for Participants

Looking for Participants

Diversity

Looking for Participants

Diversity

Life Style

Job/Role

Age

Stage of Life

Location (does it change often?)

Morning Person/ Night Owl

Looking for Participants

Diversity

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Morning Person/ Night Owl

Types of Dressers:

Fashionable and Trendy

Average and Consistent Dresser

Restricted Dresser
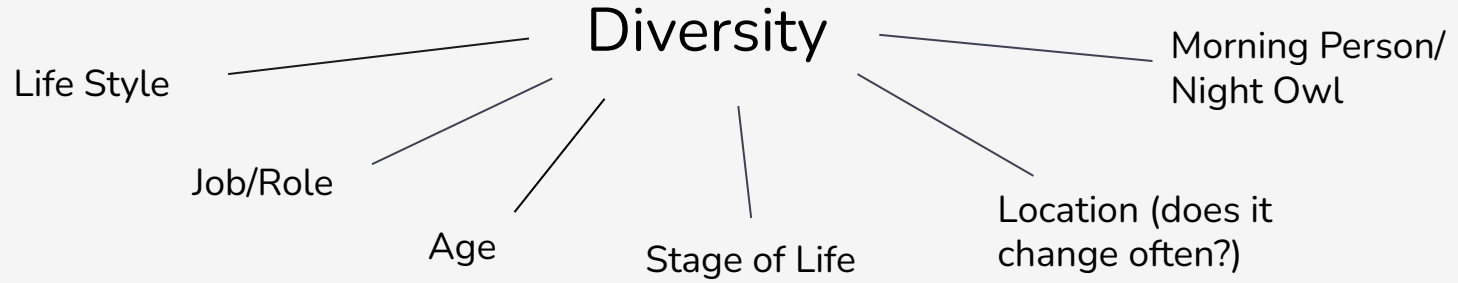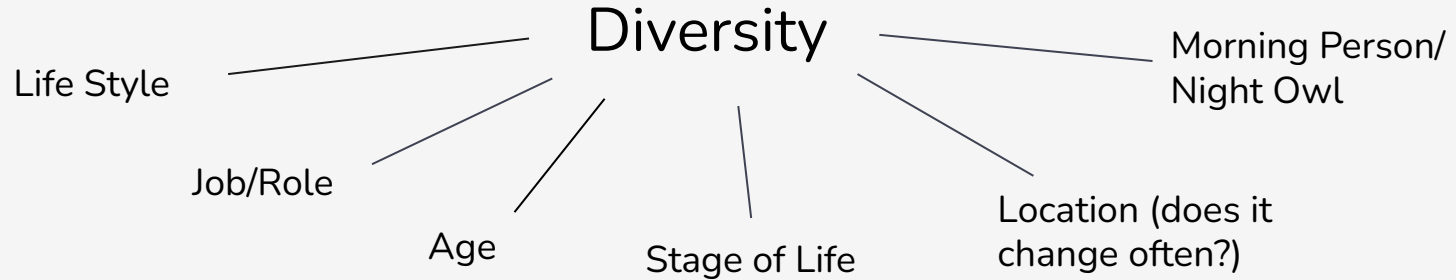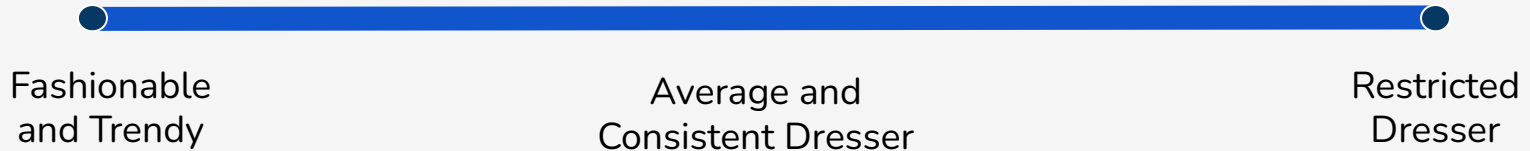
We Interviewed:

Sarah
18 Years
1st Year at UCLA
Los Angeles, CA
Zoom

John
In his 20s
Software Engineer
San Francisco, CA
In-person

Judy
In her 60s
Stanford Alumni Center
Stanford, CA
In-Person

Logan
19 Years
Air Force Academy Cadet
Colorado
Zoom

Interview Questions

What takes up the most time in your morning routine?

How do you decide what to wear in the morning?

What do you usually wear when you're rushed? When you have more time?

Do you struggle with choosing your outfit in the morning?

Can you walk me through your morning routine today?

When do you wake up? How long does it take you to get ready?

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Interview Results

Sarah
UCLA Student into Fashion
Interviewer: Caroline
Fashionable and Trendy Dresser

"I feel like if I'm walking around I just wanna look special. It feels nice to just dress up. It feels like you're adding something more interesting to every day."

"I am attached to my clothes. If I'm not dressed nicely, I feel super awkward."

Say

"I think I spend more time on Pinterest than looking at my actual clothes"

doesn't go shopping often, too lazy to shop

Only began caring about fashion in high school when looking at people around her/online

there are a lot of branches within trends (ie hello kitty or grunge within y2k style) so doesn't get bored

Least favorite thing in closet are these short, jean shorts, kinda long, high waisted, doesn't really have the jorts style, a little too short to be jorts, don't really wear it too much

"I look at Pinterest for a long time because I want to find something that's pretty different, but also I need to find something that I have similar clothes to"

go to outfit is a tank top, has a variety of them, and over size black jeans

advice for fashion: try what you like and what you want, copying other people also helps, you will make personal adjustments along the way.

"I feel like if I'm walking around I just wanna look special. It feels nice to just dress up. It feels like you're adding something more interesting to everyday"

"I never have pictures of myself so I'm always asking my sister "I don't know what to wear, do you have pictures of me""

"I am attached to my clothes. I feel like if I'm not dressed nicely, I feel super awkward"

tries not to repeat outfits, tries different combinations of clothes she owns

"I feel like most of my outfits are in the same font but different colors or different clothes"

only repeats outfits if she is hanging out with a different group of people

Favorite item in closet right now are "dark gray cargo pants, with huge pockets...they go with everything"

Think

clothes that are easy to match with other clothes are closet favorites

social media is where to discover and follow trends

social media makes it easy to start getting into fashion

Even though she is following trends, she is able to make the outfit personal to her

creating an outfit is an iterative process, and requires trial and error

trends are good to follow

getting ready in the morning takes a long time but is worth the effort

anyone can find their personal style because everyone has their personal taste

having more pictures of her previous outfits would help her create outfits faster

when creating an outfit, focusing on the combination of different clothes is more important than focusing on an individual article of clothing

Do

plans outfits ahead only if an event is planned, but still has to "edit" the outfit when trying them on - edits are small, only changing accessories but not top/bottom

recently moved to college, organizes clothes by type (crop tops, oversize shirts, short skirts) and then maybe by style

keeps some old items that be reworn and fits the new style, but doesn't wear clothes that no longer fits the trend

Showed off her outfit, calling out details in the tank top and accessories (belt, long socks)

scrolls on depop and sees things she likes but ends up not buying them

a little sheepish when saying that it takes a long time to get ready

for most outfits, tries to copy from pinterest based on the clothes she has

tries to look through her camera roll for previous outfits, but discovers she doesn't have pics of herself

when creating the outfit, picks the bottom first because they are less detailed, and then the top because owns more tops and they are more detailed

Goes with the current trend in fashion (y2k, grunge)

Feel

feels confident with her fashion choices

feels sheepish that it takes so long for her to get ready in the morning

feels happy with her closet - has everything she needs

feels content with the current trend, not boring and can explore different branches of the trend -> cool to see what can come out of a trend

Feels inspired when looking at social media posts on fashion

doesn't feel like herself if she doesn't dress up

feels embarrassed if she is seen wearing the same outfit twice

feels like she should sometimes try something different in terms of style

finds joy in putting a new outfit together - not tedious

having a good outfit makes her happy and confident

Sarah

Say

"I spend a lot more time on Pinterest than looking at my own closet"

Choosing cute outfits adds interest and fun to her life

Think

Clothing trends are good to follow

Creating an outfit is an iterative process that requires trial and error

Do
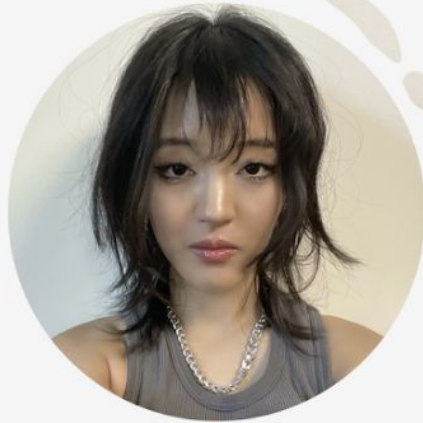
Follows clothing trends very closely, but struggles to replicate them in her own closet

Feel

Feels confident when she is dressed well, but embarrassed and self-conscious when not

Sarah

Sarah
UCLA Student into Fashion
Interviewer: Caroline
Fashionable and Trendy Dresser

Insight

Fashionable dressers feel **confidence and joy** when nicely dressed, but often **struggle** to choose outfits from their closet.

Need

Fashionable dressers want ways to **reinvent** their existing closet, while still closely following **desired trends**.

"I have a pretty simple east coast style with the polo shirt and khaki shorts. I haven't really caught up with the west coast style yet."

John
Software Engineer at Roblox
Interviewer: Evan
Average Dresser

Say

It can be complex to clothes based on weather differences in SF and Palo Alto

Style is more influenced by the east coast, hasn't yet caught up to west coast style

Food at work is pretty good and has recently improved

"I have a pretty simple east coast style with the polo shirt and khaki shorts. I haven't really caught up with the west coast style yet."

Getting dressed takes the same time as brushing teeth

Do

Gets ready in 10 minutes

Sometimes lives in an apartment in SF and sometimes in Palo Alto

Gets dressed very quickly

Eats breakfast at work

Takes Caltrain to work in San Mateo

Checks weather on the phone to help decide what to wear

Has to decide outfits based on the different location for the day

John

Think

Prefers efficiency and simplicity

Has a fast-paced and efficient lifestyle

Might want a car

Values quick, easy, and predictable routine

Wants to reduce time spent at home eating or cooking

Outfits and being very fashionable aren't much of a priority

Feel

A bit out of touch with locals

Focused on work

Rushed, especially when getting ready

Judy

Director at the Alumni Center
Interviewer: Hannah
Average/Consistent Dresser

"One thing I do most of the time is making my lunch and picking out my outfit the night before so I'm not stressed about it in the morning."

"Sometimes I get sick of my clothes. I just don't want to wear something again."

Say

Says she looks around for what would be more comfortable and temperature appropriate

Says she struggles with wearing clothes like skirts/dresses because the office she works in is very cold

Says when she is feeling rushed, throws on whatever is in her closet

Her favorite clothing item is a simple black jumpsuit and her black stretchy pants

says she must really pay attention to her calendar to keep track of her day

Says she forgets to do things in her morning routine if she is very tired

"Sometimes I get sick of my clothes. I just don't want to wear something again."

"Even though I might want to wear a skirt or sandals, I can't because the building that I work in is very cold"

"If I decide what to wear in the morning, I mostly look around for what's comfortable."

"I tend to wear a lot of cardigans too, since they go well with everything."

"I have a lot of white sleeve shirts since they go with everything."

Think

outfits that are most comfortable are the best

waking up early and having a set daily routine are essential to her wellbeing

Believes time spent in the morning relaxing or de-stressing is very important

Basics in clothing are very important, especially to easily assemble outfits.

Routines are essential to maintaining a low level of stress

It's hard to keep track of everything going on in her day without constantly looking at her calendar

Temperature control is a big contender in deciding what outfits to wear

Tools such as clocks and calendars are essential to keep track of her schedule

Black is a go-to color

being rushed or stressed affects her mental state

Judy

Do

Gets up early in the morning every day (usually by 5:30 or 6)

Gets up without the help of an alarm

Swims 4 days a week as a part of her morning routine

Takes 15-20 minutes to get ready

Has a blanket in her office to keep her warm

Gets lunch and outfit ready the night before

Looks at her phone in the morning and looks at her clocks to make sure she is on track for time

Gets up at the same time every day, regardless of how little she has slept

Forgets her breakfast or lunch if she is too stressed

Spends ~20 minutes sipping coffee and enjoying the morning

Forgets things when she is very tired

Gets rid of or gives away her least favorite items of clothing

Feel

Gets very stressed if she is late in the morning, which she mitigates by getting ready the night before

Feels discombobulated when she has little sleep and lacks structure in schedule

Stressed and possibly overwhelmed when her routine is broken

Feels most structure in her life when she is following her routine

Feels cute when wearing her favorite outfits

Feels most at ease when she is in comfortable outfits

Sick of wearing the same clothes all the time

Relaxed when she has extra time in the morning to spend on tasks like having coffee or checking on the garden

feels joy when wearing her most favorite outfits (black jumpsuit)

Annoyed in having to adjust her clothing based on her building's temperature

Insight

People find **peace of mind** in maintaining consistent routines, but feel **stressed and forgetful** when these routines are inevitably disrupted.

Need

People want **secure** ways to **minimize stress and disorganization** when their routine may be interrupted.

Judy

Director at the Alumni Center
Interviewer: Hannah
Average/Consistent Dresser

Logan

Air Force Academy Cadet
Interviewer: Hana
Restricted Dresser

"Your closet, you have to have your uniforms in a certain item, you have to have your shoes, all facing certain ways/directions, all the laces tucked. they have to be shined. You're limited on personal items that you can have displayed."

Say

says he is a morning person

says sleep is what is sacrificed most for him

"There's a checklist that I have to complete on each room, which is opening your closets, checking all that unearthing cabinets, your drawers..."

says these room evaluations can affect if you become a pilot

says he is limited to 5 sets of things that can be displayed

says there is a lot of sleep deprivation at the academy

says a lot of personal freedoms are limited at academy

says he doesn't really care what he looks like

says his sister worries about him a lot

"You have to have your room in what's called 'AME', which is basically like a certain has to look a certain way, your bed has to look a certain way, [so do] your desk and your mirrors"

Think

thinks life is better at the academy after moving on from being a first year

thinks his flight suit is his coolest closet piece

considers his style casual and laidback

considers himself a competitive person by nature

thinks he is not really a fancy dresser

thinks that the difference in treatment of first vs second years is so weird

thinks the UASFA is different from other academies

thinks that cleaning takes the most time in routine

thinks the biggest change was transitioning from freshman to sophomore yr

thinks that his routine isn't "special"

Do

likes to snowboard and play video games

doesn't really have anything in closet other than uniform items

Wears a uniform 5 days a week

has to evaluate the rooms of cadets

takes care of horses when he's home

wears 'civilian' clothes on weekends aka sweats and hoodie

wears what he considers the most comfortable

usually gets up at around 5 or 6 am

blocks out 50 minutes for his morning routine

studies aero astro

wears his flight suit the most

Feel

feels that his routine doesn't really change

feels excited to help other potential academy cadets join

sad that he can't wear civilian clothes more often

feels that he is really close relationship to his older sister

felt the first year of academy was most difficult

feels guilty about not getting enough sleep

felt a big shock adjusting to the academy

feels that there is an intense amount of detail required to pass room evaluations

feels that he is now well adjusted to academy life

optimistic about being more effective in managing his time

Logan

Say

Doesn't have much in his closet except his uniform

Sleep is most sacrificed for him

Think

Thinks that his routine isn't special

Do

Has to check the rooms of other cadets, including drawers and cabinets

Wears "civilian clothes" on the weekend

Feel

Feels sad that he can't wear "civilian clothes" anymore

Feels that his routine doesn't really change

Logan

Logan

Air Force Academy Cadet
Interviewer: Hana
Restricted Dresser

Insight

Restricted dressers feel **pride** in their role, but also feel that their consistent routine is **stagnant** and **isn't special**.

Need

Restricted dressers want ways to **elevate** and **create variance** their routines that still abide by their strict lifestyles.

04

So…

Summary

Morning Routines can:

- Create wellness and a lack of stress
- Fuel self-confidence
- Create wanted consistency in lifestyles
- Combat unwanted consistency and create variance!

Everyone's morning routine is different, but is crucial to their wellbeing, lifestyle, and sense of self.

Next Steps

Narrowing down problem domain

How can we address a concrete part of a morning routine?

Ideate on accessible solutions

How can we accommodate a wide spectrum of users/dressers?

Prototyping and Testing

How can we create the best, most usable solution?

Thank you!