AFFINITY DIAGRAM

weight and size

challenges					Frequency	Frequency of wear				purchase habits			
hardest thing is finding ones that fit	hardest part is finding something that fits	fit is hardest part	hardest part is finding the brand that makes jeans that will fit	finds that brands have changed sizes	wear jeans pretty much everyday	wear jeans to work	wear 3x/week - when I'm off work I wear jean	wear almost everyday	go in store to do fitting initially	accidentally found good jeans last time in store!	look at jeans online to see styles, then go in store to try on and purchase	sometimes I'll keep jeans and deal with it if it doesn't fit perfect.	
hard to find quality jeans	stretchy jeans don't last[]	next to swimsuits, hardest thing to buy	styles that are out now don't fit my body well	even same style and size can be different because of manufacturing process	wear 5x/week	wear multiple times a week	wear them every day	wear 2 or 3x a week	wont buy anywhere that doesn't have reviews with other peoples sizes	buy two sizes online with intent to return one	when I find something that fits well, by multiple of that pair and will until they stop making it	get brand recommendations from friends with similar body types	
you have to try on every pair, even if its the same size and style	"I feel that I can't be adventurous with jeans because of inconsistencies in sizing."	I'm tall, and it's hard to find one's that fit	my body isn't standard (no one's is)		purchase	location			order multiple sizes online and return	go off memory to remember what my size was before	always need to try on a lot of pairs because sizing shifts	if I have to order online, I guess based on what size I used to be.	
frequency of purchase					purchase in store	buy at official site of brand	typically go into the store to try		accidentally found good	last time I bought jeans, tried on in store, ordered other colors online and the fit was	accidentally found good	buy from the stores online	
purchase a 2x times a year, buy multiple	buy 3x/year	buy a few pairs a year	buy 1x year, couple pairs at once		never buy online, only	buy in	almost always by in store because of		jeans last time in store! last time bought jeans, ordered reg	different, ordered multiple at once of what fit well	jeans last time in store!	where I know the size	
buy every 2 or 3 months	shop begrudgingly for jeans once a year	purchase jeans once every 2 years, order multiple at once			in store	online	inconsistencies in sizing		length but then saw they had tall after ordering and was able to reorder those!				
						purchase incentive - sale				Brands			
desired styles					bought a pair of jeans that didn't	look at sale	order offilite		american eagle	trust a brand with steady	madewell, expensive, but they've	brand loyalty because I've found	
colored jeans	weight flucatuated	mom jean	Want the classic old style like levi but have trouble finding them	looking for skinny jeans, fit hips and waist and are tall enough	fit perfect because they were on sale	rack in store	when there is a sale on the jeans I want		brand:	sizes brand loyalty	fit & lasted usually stick	something that fits	
skinny	buy a	flour	doesn't like trends						everlane (diff size models)	until "it doesn't work"	with the same brand		
jeans	variety of styles	flare	doesn't want to buy them		jeans mea	jeans measurements & fit							
boyfriend fit	high waist & fitted	straight leg or cuffed	don't like stretchy jeans		don't trust the measurement chart	if I have to buy online, look at size chart	confusing sizing to people who aren't expert shoppers		emotions				
					find sizing info on websites inconsistent	no good explanation of fit	spandex affects the fit		buying process creates insecurity around body	the size confusion makes me feel worse about my body	"I don't know what the fuck is going on with jeans"	"I don't know why the fuck they change stuffI have a pair of jeans that were perfect but I can't find them anymore."	
valued qua	lities	features: color,			having inseam and other	no rhyme or reason to	as person who is regular length, I		pessimism about ability	"I'M MORE THAN	annoyed when I have	buying experience not	
comfort important	fit important	cut, right amount of stretch, pockets	needs a tall jean	cost sensitive	elements can be helpful		find other length options confusing		to find jeans I want	MY MEASUREMENTS"	to change brands	pleasant, why I go infrequently	
quality important	value quality	durability important and not always found	needs a tall jean	jeans are more comfortable & stylish	website fe	eatures			the style of jeans that fit is discontinued	lately, I've been consistent in my sizing "That I've changed is not the struggle."	dislikes having to try so many pairs on	buying jeans is stressful and annoying	
jean models					use filters to winnow down to what I like	check the return policy	IDEA from user! if I could flag my brand and size and app let me know when one of those is one sale, that be good!	want more awareness of jeans manufacturing eg how fabric is cut, how dye can effect fabric etc	"I know that I'm not gonna find the jeans I want, and if I find them they won't fit"	can't think of an online experience that's been awesome	gets exhausted by jeans buying process, and then gets desperate and settles for just okay		
lucky because my body is similar to model type	likes to see different size models	want jeans on real bodies			want explanation of sizing	return policy important - can I find it easily?	unclear that tall was option!		reviews				
typically super skinny model is not helpful	likes when photos on website have models height weight and size								I trust the anecdotal info from review	will look at reviews with size & weight	read reviews, but need height weight and size purchased to be helpful		

hard to find

someone on

review that

matches my

body type

look at

reviews to

see how

they fit

looks for

reviews of

someone with

similar shape