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Problem & Motivation

What people wear is a key component of people's interpersonal assessments. In particular with regards to matching with peers. A person wearing a hyper-color tee under overalls with the straps down in Seattle has failed to understand current trends for their demographic and maintain a corresponding wardrobe.

To maintain a wardrobe which properly matches current trends without over cluttering you need to constantly answer questions such as:

- How often do you wear a garment? When was the last time you wore it?
- Is a shirt you bought unique? Or is it something everybody has and wears?
- How well does your wardrobe conform to style trends for your demographic, geographical and otherwise?

Which takes a massive amount of continuous work. Work that grows as individual's wardrobes grow and age. Where outdated clothing compounds, both as items that are never worn and as items which no longer represent current trends. This is so hard, that most people fail entirely. Studies show that 54% of Americans are overwhelmed by their clutter, and the average wardrobe has nearly 30 unworn items (Johnson, 2016).



Figure 1 Wardrobe (Look at how much stuff there is) (Cutting Clutter, 2013)

Analysis

So the question becomes, how can this be made easier? How can an individual maintain a wardrobe that properly forms to current trends while keeping an uncluttered wardrobe, all without exerting very much effort? The solution would be some sort of system that continually tracks the content of wardrobes. This system could:

- Inform individuals when they should remove items that are never worn
- Rank the conformity to trends of wardrobes using contextualized demographic data
- Suggest items that need to be added to a wardrobe

- Inform individuals when they should remove items that don't match the current trends
- Track passively and unobtrusively, so pre-existing expensive wardrobe infrastructure does not need to be replaced

References

Cutting Clutter. (2013, 06 21). Retrieved from Cutting Clutter: <http://handygirl.com/master-bedroom-gets-makeover/>

Johnson, E. (2016, December 9). *The Real Cost of Shopping*. Retrieved from Forbes: <http://www.forbes.com/sites/emmajohnson/2015/01/15/the-real-cost-of-your-shopping-habits/#73135aa421ae>