



## Michelle ,20

College student, loungewear enthusiast

**Michelle** is a 2nd year college student at UF. She's been spending a lot of time in her dorm lounge in her loungewear but the loungewear she wears at home in NY feels a little too hot for FL. She's been frivolously searching for loose natural pants that are sustainably made.

## Goals

- Finishing her assignments on time, comfortably
- Not wasting time browsing for loungewear online for too long

## Needs

- Budget her money
- A more comfortable pair of pants for study time
- A pair of pants that could be worn to lecture

## Painpoints

- Hot Florida weather
- Does not want to spend money on fast fashion
- Has trouble finding local sustainably made clothing

Michelle Task Flow

