

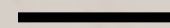
HUMANOID

CARE & REPAIR SERVICE

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FFC HU 2
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WHAT IS HUMANOID?

HUMANOID is a premium fashion brand that focuses on timeless design and long lasting garments. There is currently no structured system to support customers in repairing their clothing. In the meantime, consumers are aware of sustainability but still tend to replace garments instead of repairing. This creates a gap between HUMANOID's values and their customer's behavior. This creates a great opportunity for a Care & Repair service.



PROJECT GOAL

The goal of this project is to explore how HUMANOID can implement a repair service that fits both customer needs and the brand's philosophy, while remaining feasible and scalable for the company.

HUMANOID

WHY THE CHALLENGE MATTERS

CONSUMERS APPRECIATE QUALITY CLOTHING BUT STILL REPLACE GARMENTS INSTEAD OF REPAIRING THEM.

- Fashion industry contributes significantly to textile waste
- HUMANOID focuses on longevity and timeless design
- Repair behaviour remains limited due to convenience barriers

"How can HUMANOID encourage customers to choose repair over replacement?"



Image credit: HUMANOID

Image credit: HUMANOID





HUMANOID

DOUBLE DIAMOND

Image credit: HUMANOID

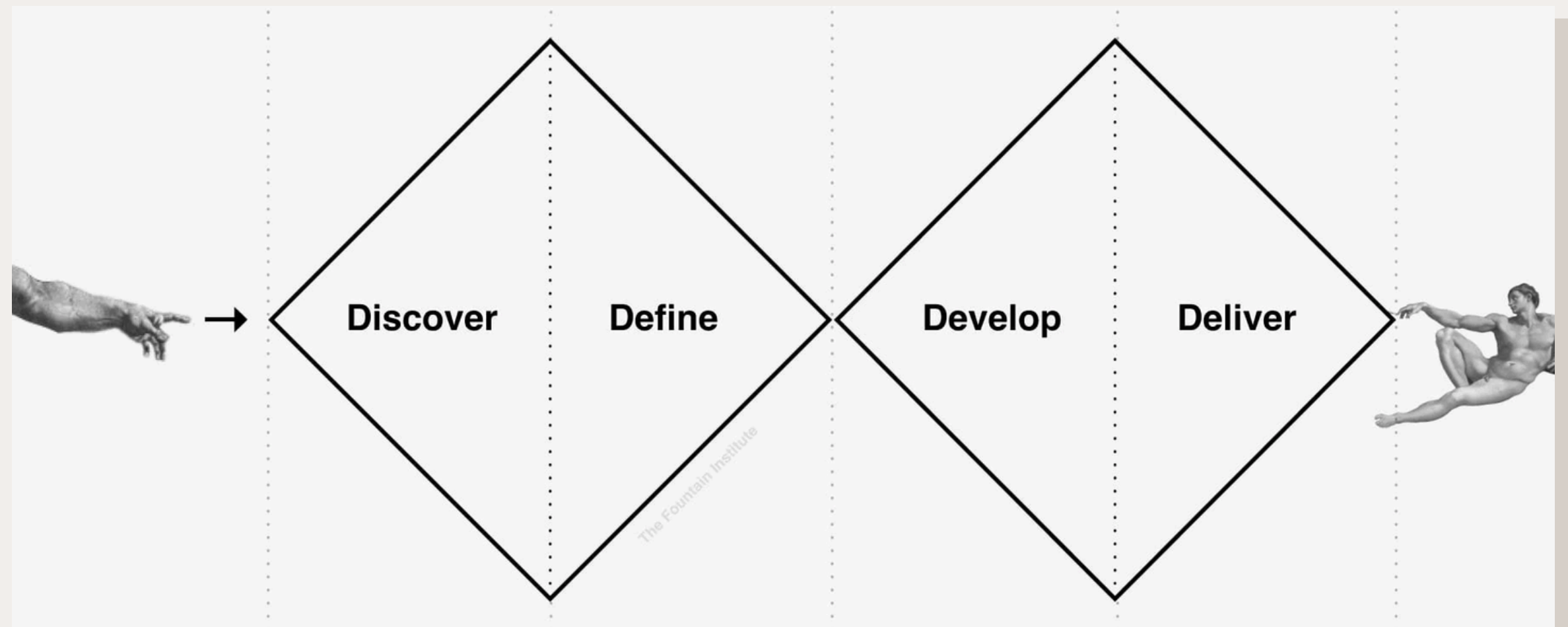


Image credit: The fountain institute (What is the Double Diamond design process?)



DISCOVER

Internal research

Meeting and interview with HUMANOID representatives

External research

Looking into other brands' repair services such as M&S, Mulberry, Nudie Jeans or Patagonia and reseraching their customer experience

Methods used

Desk research, interviews, competitor analysis

KEY INSIGHTS

Customer insights

Repair is an option, but it requires effort and knowledge from customers. Also, convenience is a major barrier.

Benchmark insights

Successful brands (Patagonia, Levi's) make repair simple and integrated into the brand.

HUMANOID



Image credit: HUMANOID

Main opportunity

HUMANOID can offer a premium and easy-to-use repair service that fits both customer needs and the brand philosophy while remaining operationally manageable.



Image credit: HUMANOID

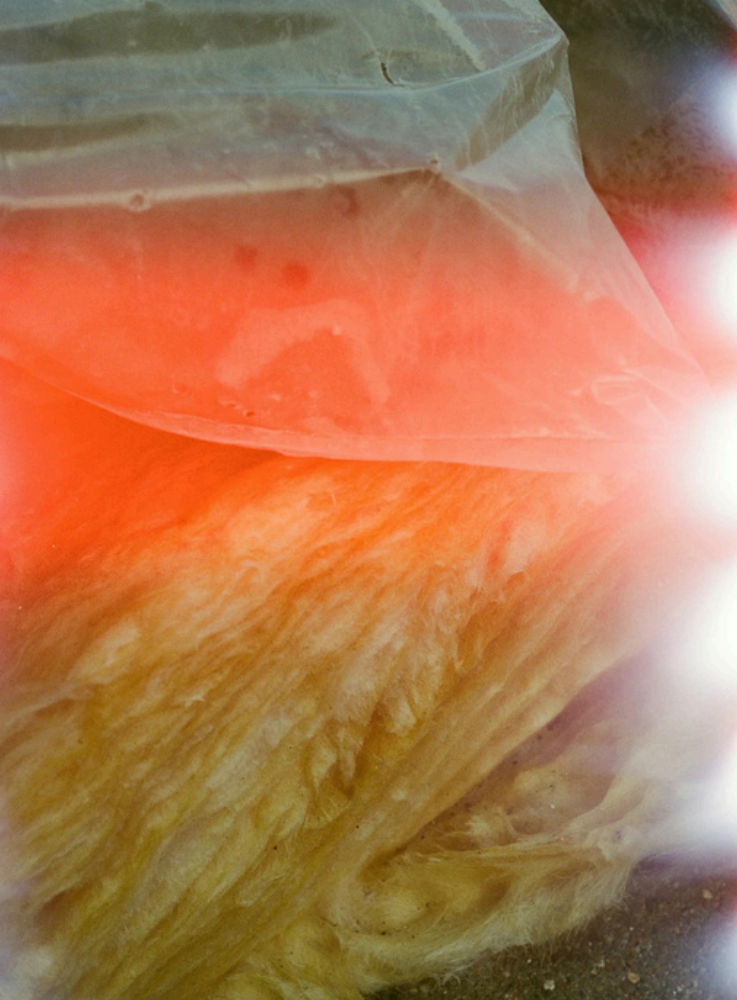


Image credit: HUMANOID

Opportunity

Develop a premium care and repair service that extends garments life and strenghtens customer loyalty.



Image credit: HUMANOID

D E F I N E

Problem definition

HUMANOID customers value garment longevity, but the brand currently lacks a scalable and structured care and repair service which meets customer expectations and reflects its brand philosophy.



Image credit: HUMANOID

HUMANOID

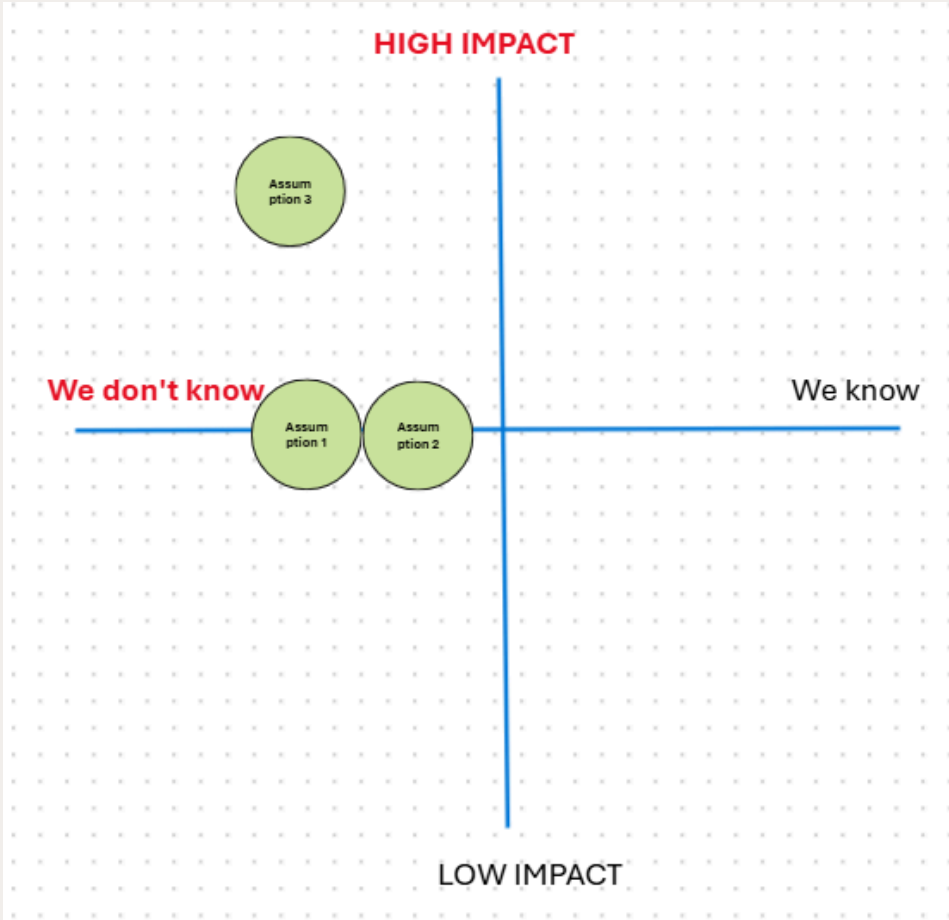


Image credit: Whiteboard HUMANOID project

Customers are unaware of how to properly take care and make their items last longer

Not all HUMANOID’s customers are willing to repair their garments and local tailor may ask too much

Customers do not know what to do with damaged garments they want to repair

INITIAL
ASSUMPTIONS

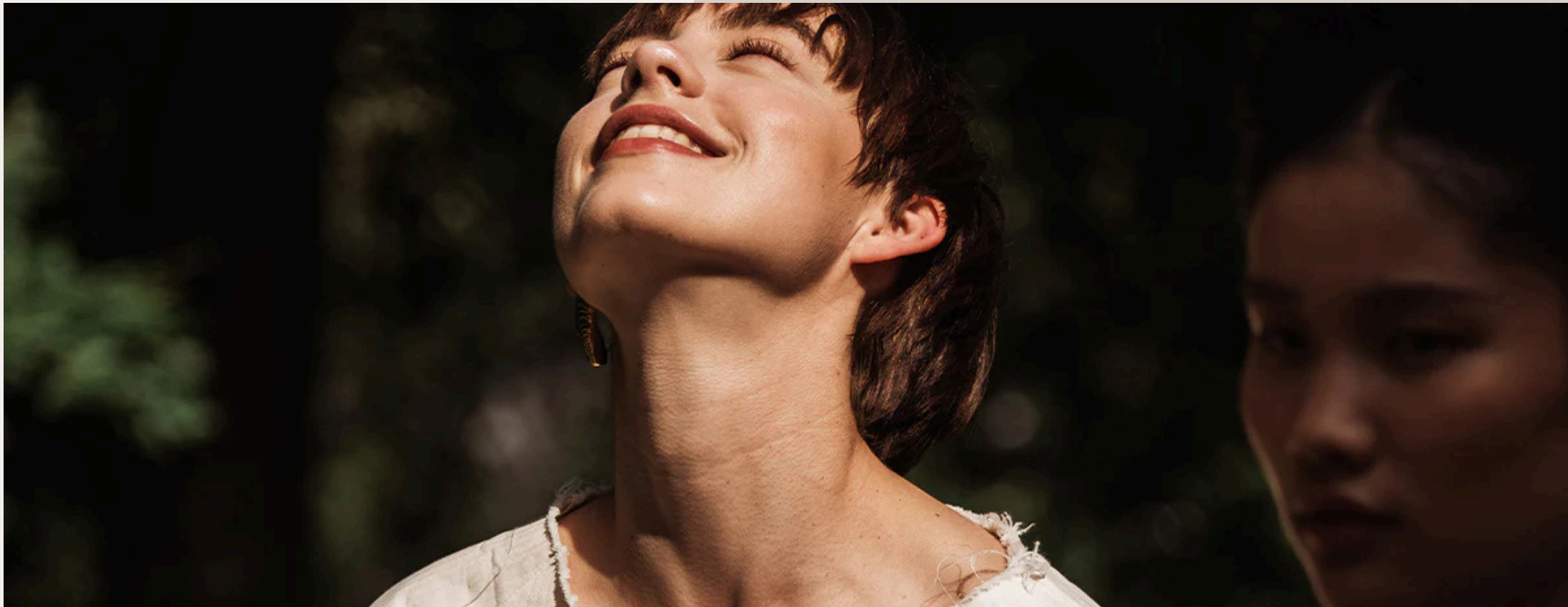
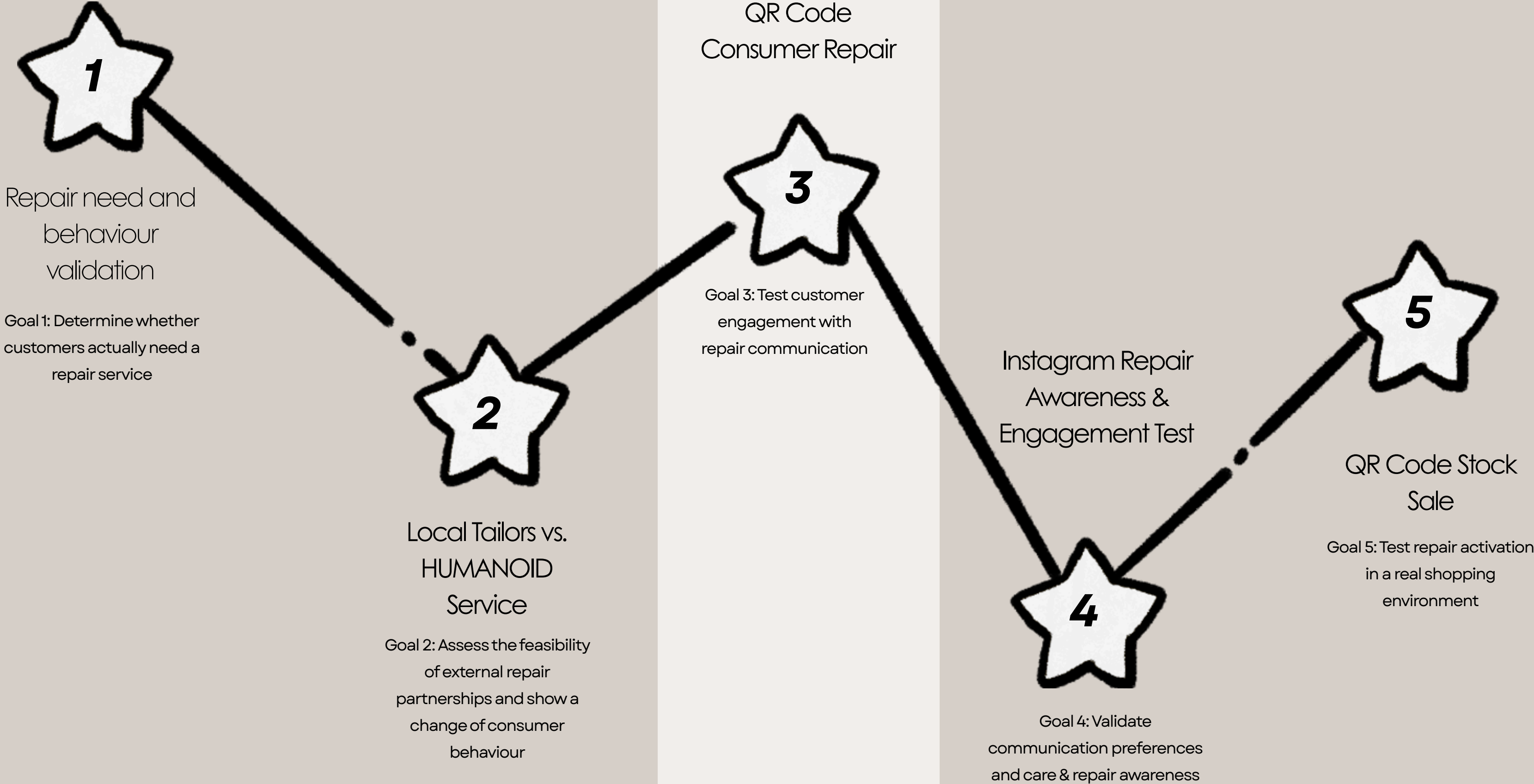


Image credit: HUMANOID

EXPERIMENT OVERVIEW



EXPERIMENT 1: REPAIR NEED AND BEHAVIOUR VALIDATION

HUMANOID

We will conduct a survey among HUMANOID members to validate repair behaviour, willingness to use a repair service, and willingness to pay for it.

Our hypotheses

- Customers rarely repair garments
- Customers lack repair guidance
- Easy access increases repair usage

What do we expect to find out?

- Viability of repair service
- Customer preferences
- Main customer barriers

What are we testing?

- Demand for repair service
- Repair barriers
- Preferred repair model
- Willingness to pay



Image credit: HUMANOID



Image credit: HUMANOID



Image credit: HUMANOID

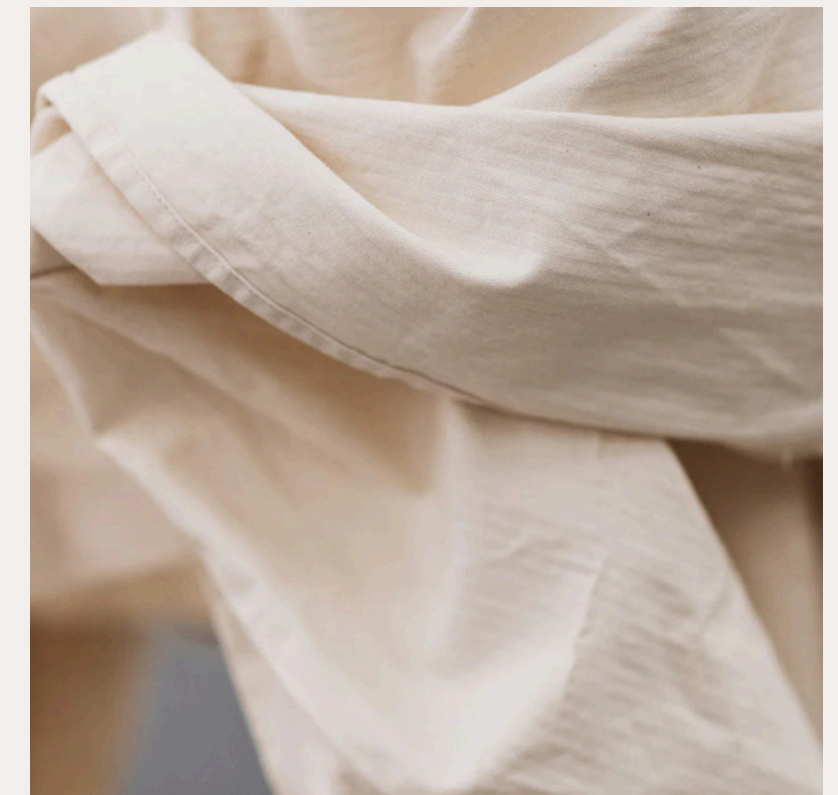


Image credit: HUMANOID



Image credit: HUMANOID

RESULTS EXPERIMENT 1

Results in Numbers

71.5% experienced garment damage
Most common: holes, tears & fabric wear
59.1% repair themselves
47.3% use a tailor
95.3% interested in repair support
Only 4.4% contact HUMANOID

Key Insights

Repair fits the HUMANOID customer mindset
Customers already show repair behavior
Despite this mindset a lot of customers don't know what to do or where to go
Trust and quality will be the most important for a HUMANOID-service

Conclusion

Strong demand for repair support
Customers already repair garments, but HUMANOID is not part of the repair journey yet.
Trust and quality are crucial
Opportunity for a Care & Repair page with videos

Customer Quotes

"I don't know where to go."

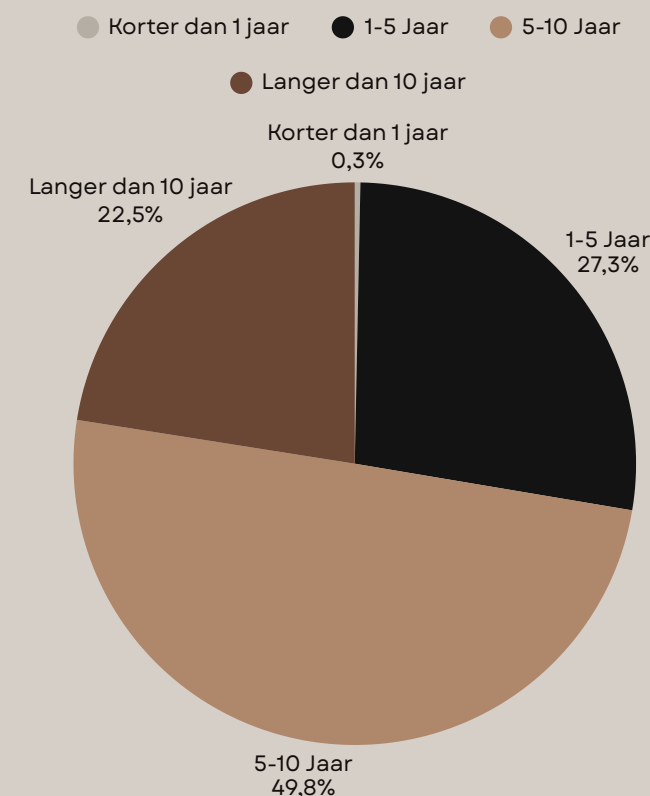
"I don't know where to go for repairs, and I'm unsure about the quality."

"It's difficult to find someone I trust with garments like these."

"I expect HUMANOID-quality standards, even for repairs."

"I'd be happy to do small repairs myself if I knew how."

Hoe lang draag je HUMANOID
kledingstukken gemiddeld?



Source: Questionnaire Q1 answers

EXPERIMENT 2: LOCAL TAILORS VS. HUMANOID SERVICE

HUMANOID

We will compare local repair services with a simulated HUMANOID-managed repair service to understand customer value and service preferences.

What do we expect to find out?

- Preferred repair model
- Importance of brand involvement
- Customer expectations of repair experience

Goal

To test whether local tailors are operationally feasible partners, whether customers would prefer a simulated HUMANOID-supported repair service or a local tailor, and show a change of consumer behaviour



All Image credit: Chatgpt.com generated

RESULTS EXPERIMENT 2

Can local tailors support a scalable HUMANOID repair ecosystem?

Tailor research (3 tailors)

- ✓ Repairs all fabric types
- ✓ Prices between €2-25
- ✓ Turnaround: Same day - 1 week
- ✓ Existing B2B experience available

Local tailors are operationally feasible, but customers prefer a HUMANOID-supported repair service because it provides greater trust.

3rd assumption proven wrong: When shown clear, all of the respondents indicate that they would repair their garments and the prices of the local tailors are not seen as a barrier for repair.

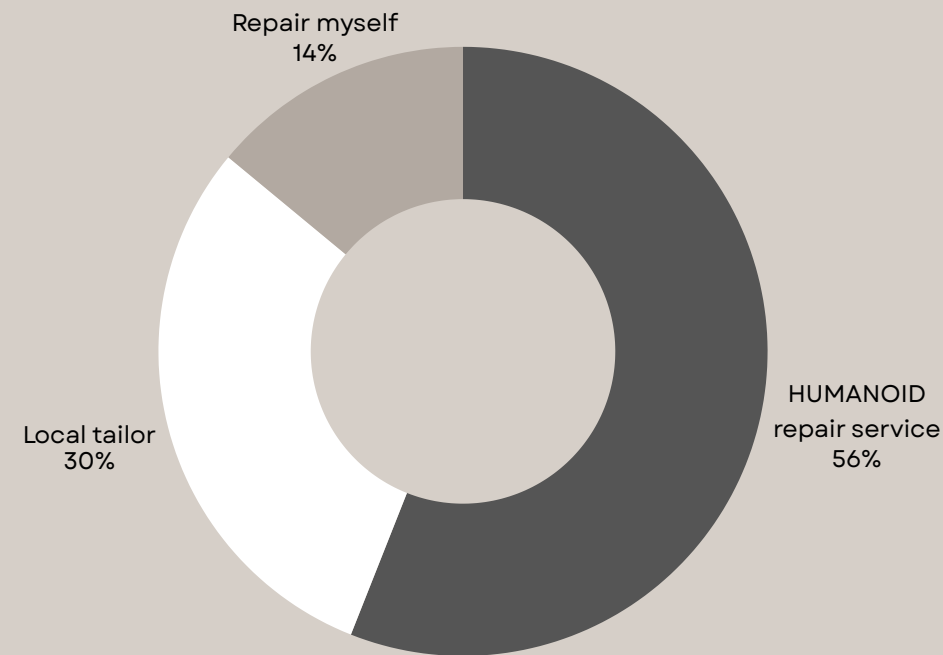
Change of consumer behaviour:

Send the garment to HUMANOID - 36.6% → 56%

Continue wearing it/replace it - 15.4%/25.2% → 0%

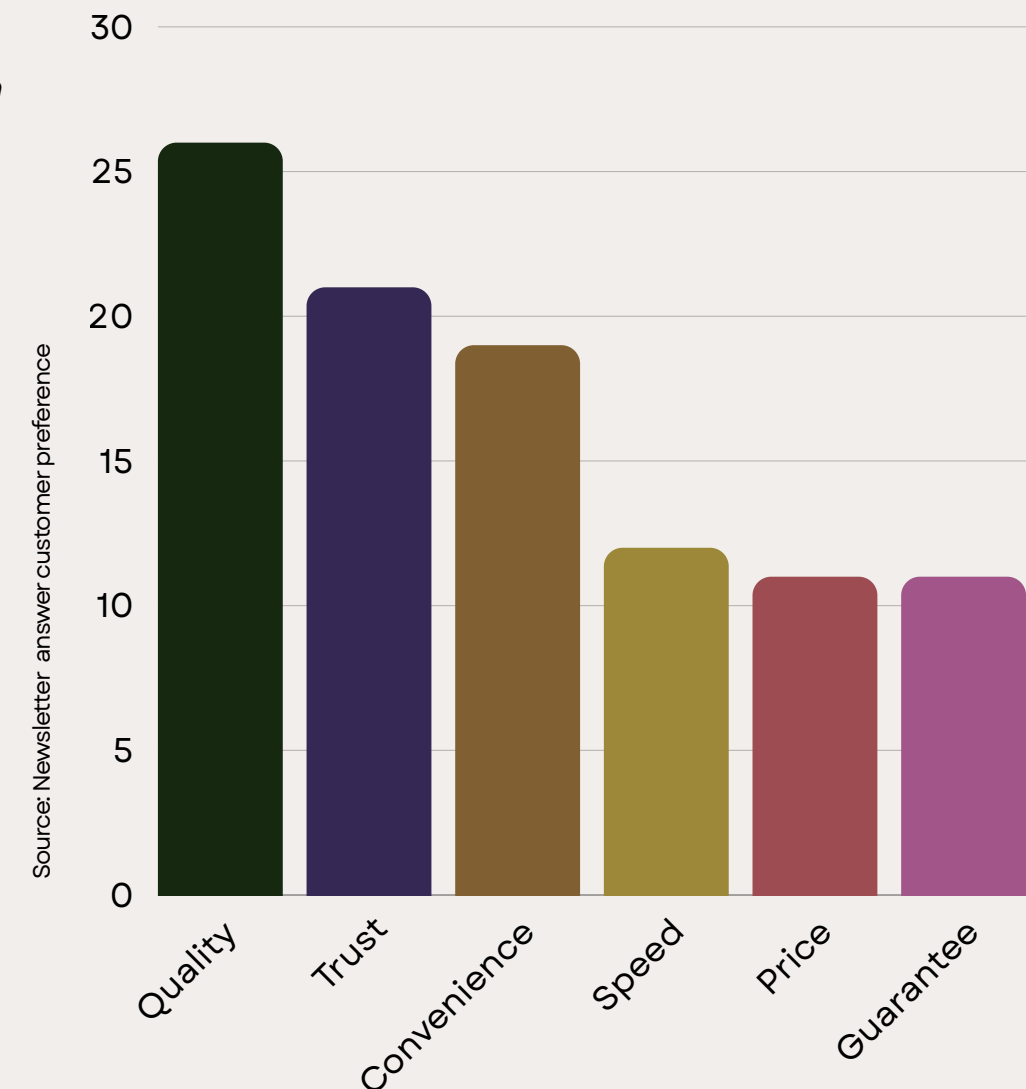
HUMANOID

Preferred repair option



Source: Newsletter answer customer preference

Reasons behind the choice



Source: Newsletter answer customer preference

EXPERIMENT 3: QR CODE CONSUMER REPAIR

HUMANOID

Objective

To test whether general consumers are willing to engage with repair-related communication through a QR-code and to explore their attitudes toward clothing repair.

Method

- QR-codes placed in fashion-related/public environments
- QR-code linked to a short survey
- 10 respondents (7 Dutch, 3 International)

What was tested?

Consumer interest in repair

Barriers preventing repair behavior

Interest in a repair service offered by a clothing brand



Image credit: Made ourselves (Hennes and Mauritz)



Image credit: Made ourselves (The Sting)

RESULTS EXPERIMENT 3

Consumers do not automatically replace damaged clothing

30% would repair themselves

20% would visit a tailor

20% decide based on repair cost

Most important factors:

High-quality repair

Easy process

Fast service

Common concerns:

Repair costs

Long waiting times

Convenience

“Repair interest exists, but consumers need a repair solution that is easy, trustworthy, and worth the effort.”

HUMANOID



Image credit: Canva



Image credit: HUMANOID

EXPERIMENT 4: INSTAGRAM REPAIR AWARENESS & ENGAGEMENT TEST

Instagram Stories were shared through HUMANOID's account to test customer awareness of garment repair and care. Customers could interact through polls and questions, allowing us to measure engagement and collect insights.

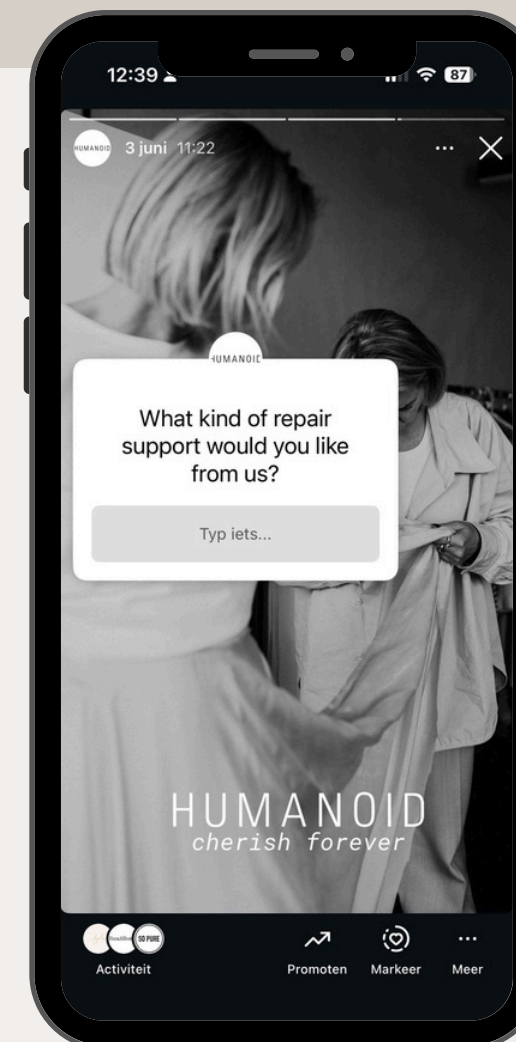
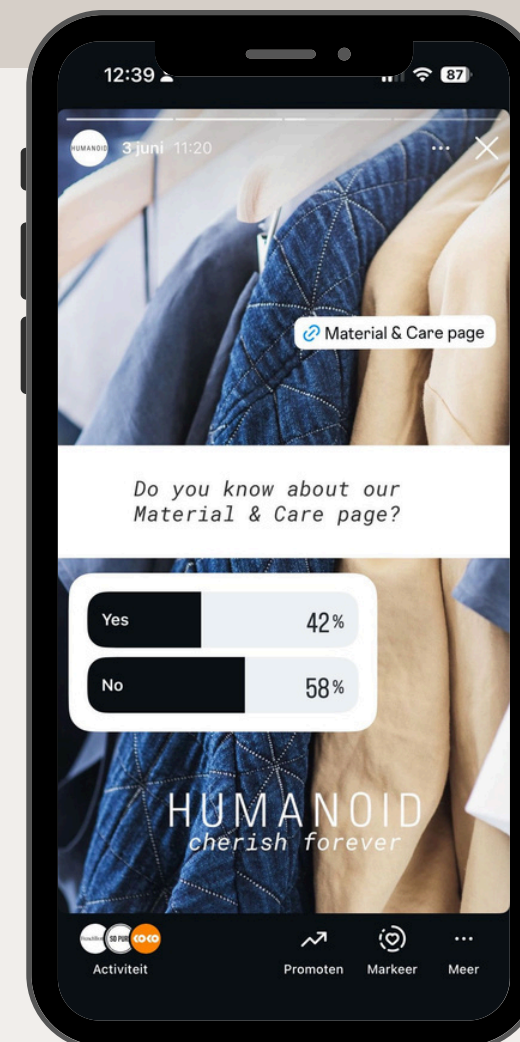
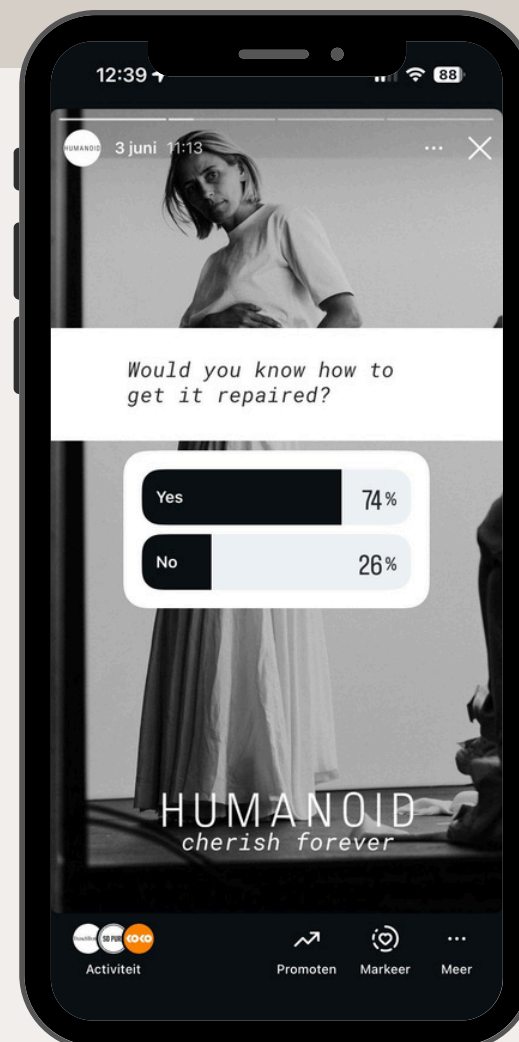
What are we testing?

- Whether HUMANOID customers know what to do when a garment gets damaged.
- Awareness of HUMANOID's existing care information.
- Whether Instagram is an effective channel for repair and care communication.

What do we expect to find out?

- Whether customers need more repair guidance.
- Customer awareness of repair and care information.
- Interest in repair-related content and support.
- The effectiveness of Instagram as a communication tool for Care & Repair.

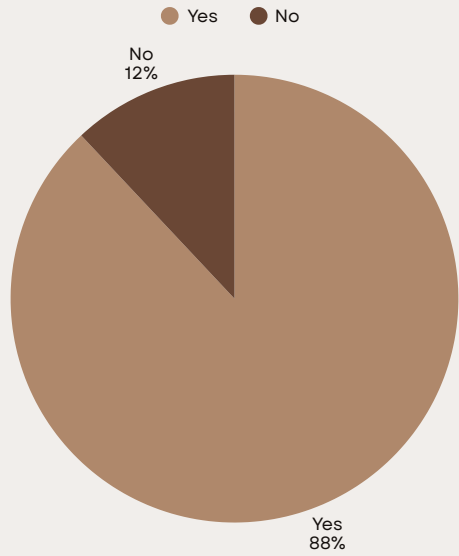
Image credit: Instagram stories HUMANOID



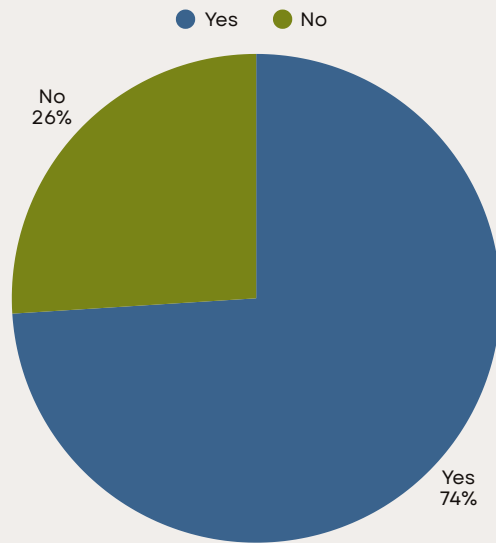
HUMANOID

RESULTS EXPERIMENT 4

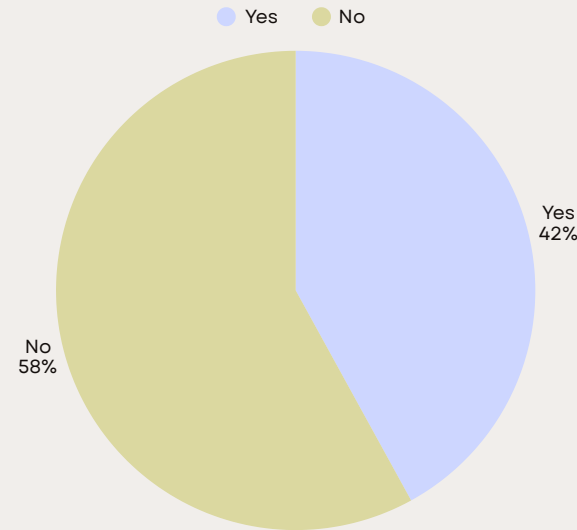
Do you have a favo HUMANOID piece that's damaged or worn?



Would you know how to get it repaired?



Do you know about our Material & Care page?



32 - 31 respondents per question (different response rates per story)

Key Insights

Repair fits the HUMANOID customer mindset

There is still confusion about repair options

Existing care tools are not well known

Instagram is a useful channel for awareness and engagement

There is opportunity to improve guidance and visibility of care & repair support

Conclusion

There is clear interest in repair and garment care

Most customers value damaged garments instead of replacing them

A part of the customers still does not know how repair works or what to do with a damaged HUMANOID item

Awareness of existing care information is low

Instagram works well for engaging customers on care & repair topics



Image credit: HUMANOID

“I would like to be able to return a dress to the collection.”

“The fabric lost its wrinkled texture in some areas.”

“Leather repair.”

Ass:umption 1 and 2 partly validated:

More than half of the respondents don't know about the Material & Care page of HUMANOID and well over a quarter of the respondents doesn't know how to get their damaged garments repaired.

EXPERIMENT 5: QR CODE AT STOCK SALE

HUMANOID

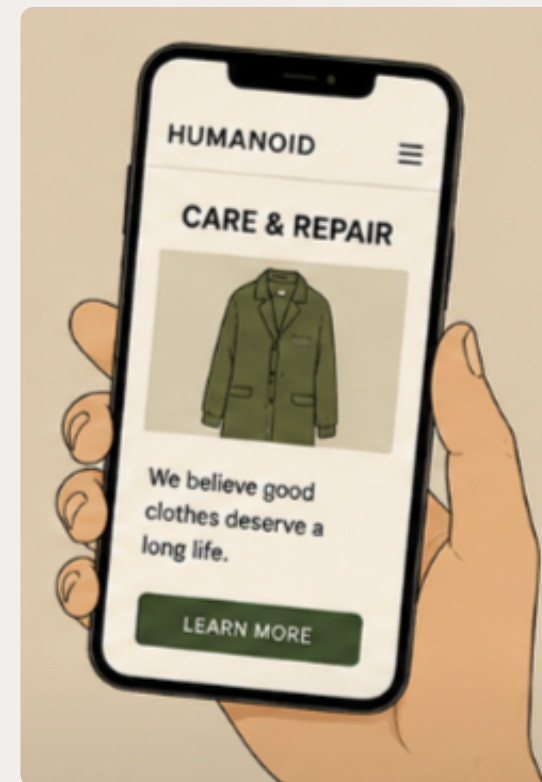
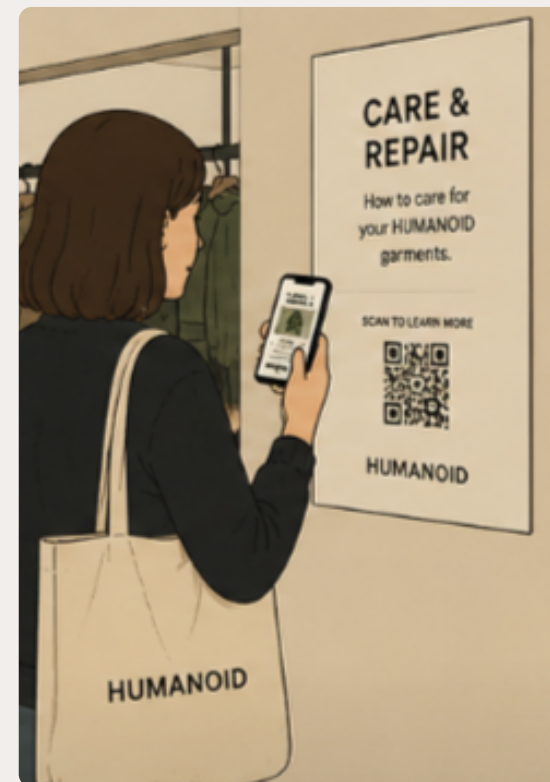
A poster with a QR-code was placed at the HUMANOID Stock Sale. Customers could scan the QR-code to visit the current care page from HUMANOID. The number of scans was tracked to measure actual customer engagement.

What are we testing?

Whether HUMANOID customers are willing to take action and actively engage with Care & Repair communication, rather than only expressing interest in surveys.

What do we expect to find out?

- Whether customers take action beyond stated interest
- Effectiveness of a QR-code touchpoint
- Barriers preventing engagement
- Potential demand for Care & Repair services



All Image credit: Chatgpt.com generated

RESULTS EXPERIMENT 5

Quotes

"Sometimes it was busy at check-out (and this is where most people got aware of the poster), and didn't want to hold up the line by scanning, reading, etc. "

"Sometimes it wasn't very clear what people had to 'do' at the page – perhaps because the page is not clear enough/too general/too much text"

Conclusion

- Interest ≠ immediate action
- Success criteria not achieved
- 8% scan rate (target: 10%)
- 57% unique scans (target: 75%)
- Positive customer reactions observed
- Barriers were situational, not motivational
- Product-specific information is preferred

Key Learning for HUMANOID

The experiment suggests that a future Care & Repair service should be communicated at product-specific moments (e.g. after purchase, through garment labels, QR-codes on care labels or product-specific care pages) rather than through a general repair message. This is likely to generate higher engagement and provide customers with information at the moment it is most relevant.

Change of consumer behaviour:

Customers take action beyond stated interest

Only 4.4% contact HUMANOID → 8%

Source: Own picture from qr.io



7 Scans

Download

Website URL

Untitled

Updated 30 May 07:53, 2026

qr.codes/CAiPBa

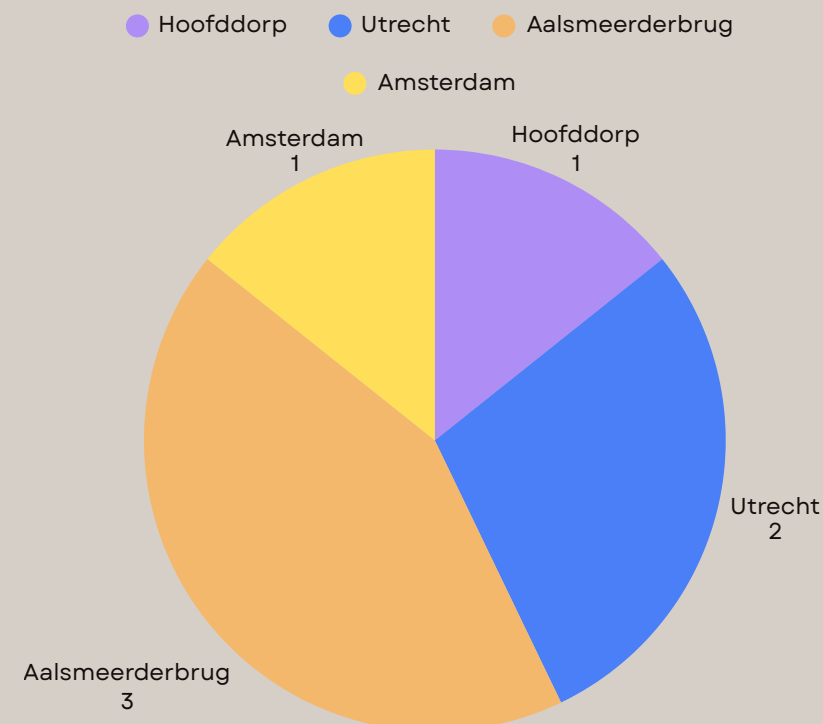
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Edit Content

Edit Design



Image credit: Charlotte Verdegaal (Stock Sale event)



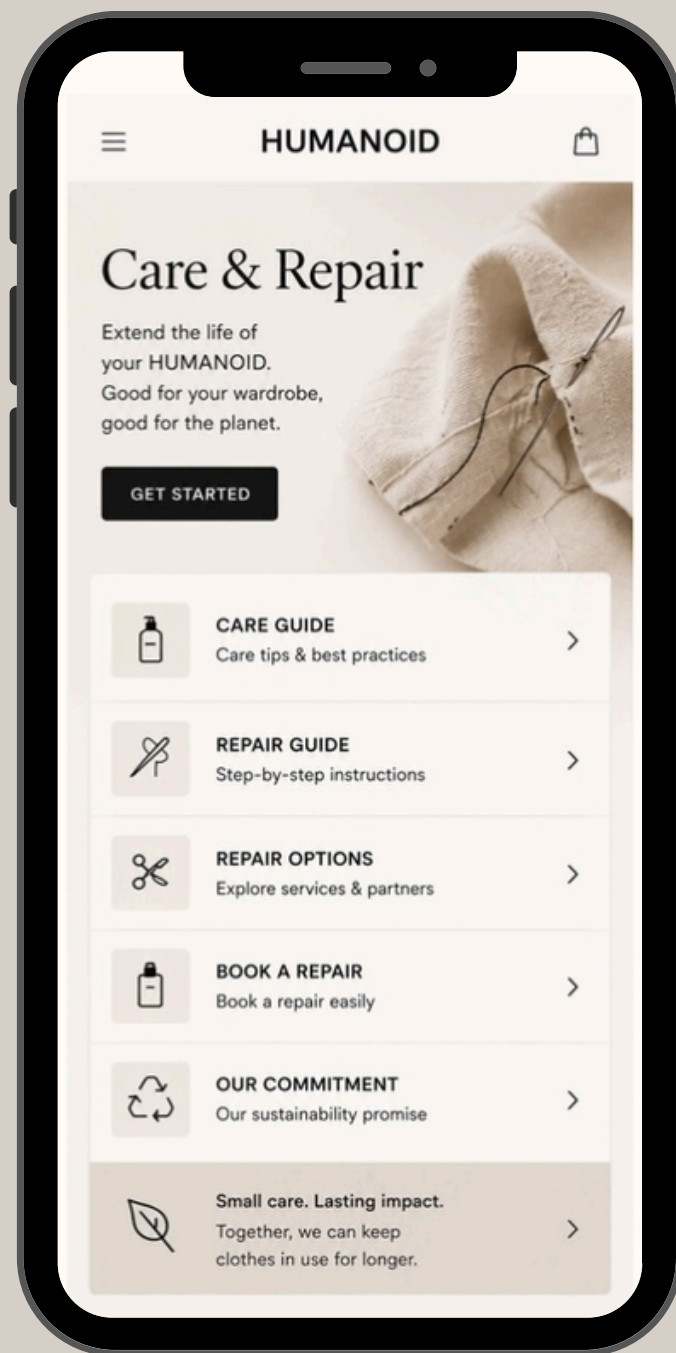
HUMANOID

INTERVENTIONS EVALUATION

Customers are interested in repairing garments, but repair behaviour is hindered by accessibility, awareness and convenience barriers

Objective	Result	Evidence
Validate repair need	Confirmed	71.5% experienced damage
Understand barriers	Confirmed	Cost, quality doubts and inconvenience
Preffered model	Confirmed	56% HUMANOID-supported repair service
Increase awareness	Partially validated	QR code and instagram stories engagement

RECOMMENDATIONS



Source: AI generated example

Care & Repair Page



Source: AI generated example

Workshop



Source: AI generated example

United Repair Centre



Image credit: HUMANOID

HUMANOID

Scaling deep
Normalize repair culture

Scaling out
QR codes in retail stores

Replicating
Multiple ateliers

Broadening
Extend to other brands

Stabilizing
Permanent repair website page

Speeding up
Easier repair activation

U P S C A L I N G
S T R A T E G Y

Scaling process and application

- Key ecosystem actors**
- HUMANOID
 - Customers
 - Retailers
 - Tailors
 - United Repair



Image credit: HUMANOID

DISCUSSION

Opportunities for improvement

Communication:

- Earlier communication
- More frequent updates and feedback moments

Experiment 3:

- More actively monitoring the locations
- Regular checks

Experiment 5:

- Optimizing poster placement
- Directing participants to a more engaging webpage



Image credit: HUMANOID

HUMANOID



Image credit: HUMANOID

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