

# 1: The Outerwear Research Protocol Worksheet

Stop buying fantasy jackets. Diagnose your reality.

## The Problem: The "Outerwear Gap"

Look in your closet. You likely own a jacket for a Mount Everest expedition, a jacket for a torrential hurricane, and a delicate suede piece that can never get wet. But when it's Tuesday morning, 45°F, slightly breezy, and you have to take the train to the office... you have nothing to wear.

We buy jackets for the lives we *imagine*, not the lives we *live*. This protocol will identify your exact "Outerwear Gap."

### Step 1: Diagnose Your Symptoms

Before tracking new data, we must identify how your current outerwear is failing you. Check all the "symptoms" you regularly experience:

- **The "Boil-in-a-Bag" Effect:** I sweat profusely when I walk or take public transit because my jacket doesn't breathe.
- **The Style Mismatch:** My jacket is warm/functional, but it looks far too casual (like camping gear) for my workplace or social events.
- **The Shiver Factor:** I look stylish, but my jacket has zero wind-resistance or insulation, leaving me freezing during my commute.
- **The Umbrella Dependency:** My jackets absorb water, forcing me to carry an umbrella even in light drizzle.
- **The Bulk Burden:** I have to take off my massive coat the second I get on a bus, train, or in a car because I can't move my arms.

### Step 2: Define Your Problem Statement

Based on the symptoms you checked above, pinpoint your exact wardrobe failure. Fill in the blanks below to create your official Problem Statement:

"My current outerwear is failing because it is too \_\_\_\_\_  
(e.g., *heavy, casual, unbreathable*) for my actual daily environment.

As a result, I frequently feel \_\_\_\_\_ (e.g., *sweaty on the train, underdressed at work, freezing on my walk*)."

### Step 3: Establish Your Diagnostic Objective

For the next 14 days, you are going to track your *actual* lived environment—not the weather report, but what you specifically experience on your commute and throughout your day.

**Review the three core variables we will be tracking:**

1. **The Elements:** What weather hits you directly (Wind, Rain, Dry Cold).
2. **Exertion Level:** How much physical heat you generate (Standing still vs. speed-walking).
3. **Formality Need:** How you need to present yourself when you arrive.

**Your Primary Objective:** *"Over the next 14 days, I will meticulously log my daily micro-climates, physical exertion, and social settings. My goal is to mathematically deduce the exact specifications of my ideal 'Core Jacket' so I never waste money on the wrong outerwear again."*

#### **Step 4: The 14-Day Commitment Contract**

Tracking data requires consistency. Sign below to officially begin your 14-day diagnostic.

**I commit to logging my outerwear experience for the next 14 days without skipping a day.**

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

*(Proceed to Phase 2 & 3 to begin your daily tracking log).*