

Circular Shirt Builder: an apparel configurator tool to involve users in the Textiles Circular Economy that promotes healthier consumption boundaries.

Transcription of the semi-structured interviews.

Speakers:

RON (Dr Ricardo O’Nascimento - researcher), BP (Dr Bruna Petreca - researcher), Participant 1

Speaker: RON

Select the material. So, in this station, we look at the role of effort in a circular garment configuration and if it can contribute to attachment and connection. So, to explore this question, we invite you to go through our shirt-building activity. So this is the shirt, and you can use the shirt components. That is, it's in the back. So, these are the parts that compose the shirt. You have these snaps where you can change and add things. Take things out. So, as you can see in the video,

Speaker: Participant 1

Oh, wow. These are like just examples of a part of the shirt that you can replace? That you can, yeah. That you can replace.

Speaker: RON

And here's the mannequin if you want, you can work on the mannequin, we can work on the table...

Speaker: BP

You can also wear it. Important is to remember that this is a prototype. So it's really for you to think through, but you can always come back here to touch these other shirts with the other fabrics. And even the one that you had chosen before.

Speaker: Participant 1

Yeah. Why is it this colour? Why is it like this? Why is it this, the pair?

Speaker: BP

So this is to allow you to play a lot with the shirt because this is a more sturdy material, so that means you can assemble and disassemble it several times, and there will be no problem.

Speaker: Participant 1

Well, if I pull this apart.

Speaker: RON

Okay. You're having a special thing in mind when you do this?

Speaker: Participant 1

I guess I'm just trying to figure out how to wear it. How to wear it.

Speaker: RON

Maybe you should just grab it.

Speaker: Participant 1

Yeah. Okay.

Speaker: RON

That there's a mirror here. There's one behind you as well. It is confusing. That's why we put the mannequin. Sometimes it is easier to...

Speaker: Participant 1

Because it can kind of, I can kind of pull it apart.

Speaker: RON

You can put everything apart.

Speaker: Participant 1

I know. Yeah. Okay. I see. So this is like a sleeve.

Speaker: RON

This is this the sleeve, this spot here. This one. Okay. Yeah.

Speaker: Participant 1

So, okay. So I'll put it, put together. Yeah. It's harder to put it on.

Speaker: RON

Is it difficult to understand what the parts are?

Speaker: Participant 1

Well, it's kind of hard to tell whether I'm like fol, whether I'm like Doing it right or wrong. Is there a right or wrong? Like, there's these sides in everything.

Speaker: RON

Depends on the design.

Speaker: Participant 1

Okay. What if I can do it? I'll just play a little bit. But, so what is, is there another? There's another piece right here. Oh, I see. Okay. I think I, I know what I want to do now.

Speaker: RON

What would you like to do?

Speaker: Participant 1

Well, I'm gonna try to put a long sleeve right here.

Speaker: RON

Okay. And on the side, you have two options, right? I have this one and that one that is like a little bit wider.

Speaker: Participant 1

I like that one.

Speaker: RON

That one is a bit tricky, isn't it?

Speaker: Participant 1

I guess you have ...

Speaker: RON

Because it goes all the way like this. Look.

Speaker: Participant 1

I see. So it's under the arm. I need the top of the arm. All right. Somewhere in here, there's the top side of the arm.

Speaker: RON

Yeah. It makes things easier, Right?

Speaker: Participant 1

Having fun, taking it apart, that's for sure. Okay. So that's what I'm doing.

Speaker: RON

When you took it apart, did you pay attention, which was which or was it just...

Speaker: Participant 1

Just kind of ripped it apart.

Speaker: RON

Okay. It's an approach.

Speaker: Participant 1

Yeah. I know this is a prototype. I wonder if little, like colours or some,... because I guess, I guess the problem is knowing like, ... I know that if I put these things like this, just talking it through right now, if I put things like this, then it will fit.

Speaker: RON

Okay. So you are suggesting a color code.

Speaker: Participant 1

Well, maybe. I mean, in some ways it's like, so I guess if this thing kind of, if it's supposed to connect like this, I guess, I don't know how generic it's supposed to be. I mean, it looks like it's kind of like, like this doesn't always go here, does it? I don't know how to put it back together.

Speaker: RON

Yes. let me see.

Speaker: Participant 1

I think it's, I think it goes this one. There you go. The shoulder. Oh, the reason why I thought that is that, oh, wait, I was wrong. I thought it was the only one.

Speaker: RON

Okay.

Speaker: Participant 1

You could just watch me.

Speaker: RON

I have to confess that I also don't know.

Speaker: Participant 1

I think it's all, I think it's, I think it's a little, once you pull it apart, it looks everything. It's great to do to see what goes where. Like if there was a way to like, I guess the problem is, is how much do, how much do you want to make it a dictating that it goes, because obviously there's a way to put the shirt together the way it was. And so there could be like, you know,

you know that this matches with this snap by color. Yeah. But then maybe you don't want to be specific like that.

Speaker: RON

Would it help you think to be more specific?

Speaker: Participant 1

Well, I kind of did a thing. Bad thing. I just pulled it apart without thinking about it. Okay.

Speaker: RON

Now you regret it?

Speaker: Participant 1

I totally regret it because I pulled it apart. Cause I wanted to like, I guess what I didn't want to do is I didn't want to start with that shirt. I wanted to start back. Okay. Somewhere, you know, it does make sense. And I kind of felt like I wanted to do something more creative. But now I regret that because now I've got this weird thing that I don't know if it's, I mean, I'm playing with it. I'm just, yeah. I'm just gonna find a way to do it. Would be nice if there was a triangle. I'd like to put a triangle here.

Speaker: RON

A triangle. Oh, okay.

Speaker: Participant 1

I might be able to make it out of one these things

Speaker: RON

Yeah, this is normally this part here. Yeah, yeah, yeah. At the end you might not have a shirt, which is also fine.

Speaker: Participant 1

Yeah. I'm having, I think it's funny because there's a certain way in which, cause I know Morag when she was designing this, she was thinking of ways in which a person would modify it. You like, you put the shirt on. Okay, I want to make this bigger so I can put this piece of strap in here. Yeah. But here I am like trying to affix like random pieces. Okay. That probably don't fit together... I'm working on it... I think I'm, this is the side

Speaker: RON

Here's the backside.

Speaker: Participant 1

But you have another backside here.

Speaker: RON

One is shorter, one is longer. I think this is the longer one.

Speaker: Participant 1

Yeah, probably. All right. All right. We're do, we're getting there. Yeah. Yeah. We're making something now. Feeling like... It feels good.

Speaker: RON

Does it?

Speaker: Participant 1

Yeah, it feels great. Feels really good.

Speaker: RON

So you like to be part of the design process?

Speaker: Participant 1

Oh yeah. But I'm a little dissatisfied, I have to say. The reason is, is that, you know, for instance, I want to be able to connect this like here, but I have no choice cause I just want a piece of, do you know what I mean? I want this more, like, ...For lack of a better term. I want this to be more like legos and less like play. Or like, I want this to be more about like something that is like, I can take a, this is obviously from the sleeve, but I'm trying to use it now to just stitch this.

Speaker: RON

Okay, so you would like more options, more connections.

Speaker: Participant 1

Yeah. I mean, it look crazy, but maybe I would, maybe it would be nice if these were at an even pacings, so that could always connect them together. I am imagining design-wise, it's not easy to come up with the right system because everything is, you know. Yeah. I mean,

Speaker: RON

Well maybe if you keep the same distance all the time. But how much control would, would you want to have? I guess this is the question.

Speaker: Participant 1

I am control freak, so I like control.

Speaker: RON

Okay.

Speaker: Participant 1

So I want more control. That's really why I, you know, it's like, so I get it that this is probably something that fits here, but, but it's like, like I want to be able to make a, you know, I want to make a, I want to make some sort of weird,

Speaker: RON

Ah, like a little potato type of thing. Yeah.

Speaker: Participant 1

Yeah, but I want a Backpack.

Speaker: RON

Okay. So you want more functionality maybe

Speaker: Participant 1

there you go. I'll try to use this a little bit.

Speaker: RON

And chip, if you go to a store and they have like this type of system, would you like to have like every single different model? Every single option? Or would you just pick the ones you like?

Speaker: Participant 1

I guess the problem is, is that I'm here in this very, like, I don't go to a store and like build, think of building a shirt or anything. A shirt. Yeah. I very rarely get new clothing. So, I think what I want now is something that is more like building blocks esque. Like that's, you know, strict. Like this is the backside. Cause I feel like the number of options is just basically put the shirt on. I can make it bigger or smaller. That's kind of what I feel like with this setup. But I bet you if I were to go to the store, I don't think I'd sit there feel a little self-conscious in public plain experimenting. Okay. Yeah. That's kind of the thing in a store, I think, I think places like stores, going into a store, especially some place with clothing, like there's fashionable things around. Like, this is very plain, it's nice, it's common. But if it was like suddenly there was colors and everything, I think I'd feel overwhelmed. And yeah, I'd feel too self-conscious to experiment. Okay. Yeah. I think that's me. But yeah, definitely the kind of person that wouldn't feel comfortable experimenting in public. Okay. It's on my own even. Right? Yeah. If I was with friends, yes. Then I'd have a little bit more fun and I'd be rocky.

Speaker: BP

And how about if it was a bit of a more private session where you come to a small space, like a dedicated space in the shop where perhaps you have a little bit of support from a designer working with you. Less of a test, but more of a collaborative endeavor.

Speaker: Participant 1

I think even that would, for me would be,... I would feel judgmental cuz you know, I'm around someone who's an official designer.

Speaker: BP

I see

Speaker: Participant 1

Okay. Do you know what I would want though? I'd want some weird kit that I can have at home and I can like build my shirt at home. Cause then I feel like I would have the time and the space to Okay. To do it. Yeah. Because I like this idea. I mean this is, the snaps are interesting, but again, I, I think it's probably a hard problem. But you know, the spacing is probably made so it's optimal Yeah. To make a shirt. But like, I want to make that backpack. Yeah. But I can't cuz it's like the snaps are at a funny Yeah. The way they are like, but I love the idea

Speaker: BP

Would you like to have the shirt with the snaps to wear? Or would you rather just use it as a prototype to think about the shape and then have it made?

Speaker: Participant 1

Like I didn't, I I actually had never thought about that. Oh, that's good's an interesting idea. I think actually that would be really fascinating if I could like size it and, you know, if there was a, if there was a way accessible way for me to figure out how, how the shirt would be the right size, would I in then tell it somehow? Oh. Like order it, like know that I actually, I would get that size. That would be something that's appealing to me. But, but this, there's something about so many snaps that makes me feel like, I didn't really want to say this Morag, but it makes me feel like it's a straight jacket. Like I, you know what I mean? I don't know if, and it's also this fabric, you know what I'm talking about? A straight jacket, straight jacket is a back, you know, back in the day when they restrained people who harm themselves, they would put, you know what I mean? There's a shirt that's wrapped around. So you're like this, right? Yeah. It has to do with the materials. And I think it's the, I think it's this because straight jackets are made of the like, super plain thing, you know, but, and it's also like a, not a standard shirt. So it, so you know, you could have the arms be like this. Okay. That kind of thing. Okay. And there are all these straps on it. I mean, it's just where my mind goes because we had a, yeah,

Speaker: Participant 1

When I was in high school, there was a guy who came, he used to have these cultural assemblies where people would come to, to show things off at school. And there was a guy

and his trick was to get out of the straight jacket and we all sat there and watched him like get out of the straight jacket. That's what makes me think of.

Speaker: RON

I see. It brought you to that place.

Speaker: Participant 1

Yes.

Speaker: RON

Interesting.

Speaker: participant 1

Okay. I'm gonna leave it like this.

Speaker: RON

Okay. You're happy like that?

Speaker: Participant 1

Well, yeah. Sort of Ttnk So

Speaker: RON

It's a very bespoke piece.

Speaker: Participant 1

This also is very quickly turns into some sort of priest habit.

Speaker: RON

Yeah, it's very symmetric though, huh?

Speaker: Participant 1

Yeah. Yeah. It's interesting. I'm getting there.

Speaker: RON

Well, is there any module that you would like to have that's not here?

Speaker: Participant 1

I don't know what you mean by module

Speaker: RON

Yeah. Components

Speaker: Participant 1

Want, I want like, I want like Lego bricks. Like I want little patches.

Speaker: RON

Okay. Connectors.

Speaker: Participant 1

Yeah. I want be able to somehow put 'em like, the snaps are great, but I want to be able to like kind of build, I want to, I want them to be smaller units. And it's helpful to have big, so it's, for me, it's helpful to have these bigger units that make a proper shirt, but I also want like to be able to fit things in there. Yeah. Cause I want to build like a little backpack thing. I don't know, this...

Speaker: Participant 1

Actually great. Feels dumb. It's great.

Speaker: Participant 1

It kind of feels like I'm a priest.

Speaker: RON

Okay. It does, right? I mean, ah, yeah, you're right. Said yeah. Not that is said.

Speaker: Participant 1

How, how are we doing? I mean, are there many more activities with this or is this set? No,

Speaker: RON

This is it. This is, it is just waiting for you to arrive, to a design that you like it.

Speaker: Participant 1

Like for instance, I want to be able to, no, I can talk about it if you want, but

Speaker: RON

No, no, no, you already did. You already did. It would be like, just in case you, you need to write something. So Yeah, yeah. Suggestions. Do you have any concern? Not now that you're wearing it, do you have any concern about wearing it in public?

Speaker: Participant 1

Well, I don't feel like it is done yet. Okay. I feel like, I mean, I want to be able to like maybe put a triangle in here. Yeah. That would be really nice. I'd like to little bit more triangle. I mean I could kind of, I mean, it is kind of a... Do you see? want to be able to put an arbitrary shape in and these are, these are like, I mean they're, ...I'm sure this fits somewhere in the shirt somehow I kind of, you know, I kind of feel like the mo I mean, I understand I should have have just kept the shirt as it, I don't think I put it back....But I should have kept that as is tried it on and been like, oh, I want to put another pocket here and then I could do that. Yeah. I feel like that's the thing. But I ended up pulling it apart.

Speaker: RON

Okay. It's okay.

Speaker: Participant 1

I'm very comfortable with doing this cause I know you guys

Speaker: RON

So nice. So anyway. Yeah. I like the design is very avant gard.

Speaker: Participant 1

There you go. There you go. My, my chest is okay.

Speaker: BP

Do you wanna check yourself?

Speaker: Participant 1

Sure. Yeah. Why not.

Speaker: Participant 1

Can you guys take a photo of me?

Speaker: RON

Of course. We can even send you a print.

Speaker: Participant 1

Thank you.

Speaker: BP

are you happy with it?

Speaker: Participant 1

I'm very happy.

Speaker: RON

Oh, it's so great. Thank you.

Speaker: Participant 1

I think it's very liberating to be able to kind of deconstruct this shirt. Actually, it's even really cool to just see the parts of the shirt come off. I find that really fascinating. Taking it apart in seeing how it, yeah. ...

Speaker: RON

Okay. And the, do you feel different towards like, normal shirts that you see on High Street after going through this process?

Speaker: Participant 1

I think so. I think I would be more conscious about what's in the underarm. Cuz you, I see these, I see how the contour of the pieces come together here. Do you, can you show me how to make, put the shirt back?

Speaker: RON

Together? I can try. I can really try.

Normaly we start on the mannequin and then we can see... So those are the basic pieces. I will start with this one here, which should be symmetric. Right. I really hope this works.

Speaker: Participant 1

No, it's fine. I it's actually really cool to watch you.