

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 11

Speaker: RON

In the shirt builder, we are looking into the effort you must put into a garment for the circular textile Economy. We will try to answer this question or explore this question through this prototype. So this is a shirt prototype of a shirt that is made out of different modules. In the video, you can see how you can attach and detach those modules. And in this wall here, you have the different options that you can change. So you can change the side, which is this part here, different from normal shirts. This one is just one big piece. We did this because you imagined that you could change because of the stems in the armpit. Okay. We just changed this part. Yep. You can change the back. This is the shorter version. The long version is already in the mannequin. You can change the collar to this normal classic collar or this grandpa style. You can change the front hem. This is the long one. You have shorter ones here. You can also add some cuffs and pockets to the shirt. The idea is that you alter this, keep until you have like, you are happy with it. Yeah. Yeah. Okay. And while you do, I will ask you some questions.

Speaker: Participant 11

Fair enough. Sounds good.

Speaker: RON

Yeah, you can, one more thing before we start. You can work on the mannequin. You can work on the table. And you can of course wear the design yourself. Yeah. As you wish. Is it clear?

Speaker: Participant 11

Yeah, it's clear. So the sides are already here or

Speaker: RON

The, the side part that is here is this one, which is like,...

Speaker: Participant 11

How is it different from the ones that we have here?

Speaker: RON

I'll show you. This one is wider and has this sort of a belt.

Speaker: Participant 11

Oh, I see.

Speaker: RON

And the other one is straight.

Speaker: Participant 11

Okay. I'd like the straight one.

Speaker: RON

You, okay. So then maybe this is the first alteration.

Speaker: Participant 11

I need two of them, obviously.

Speaker: RON

Yes. Exactly. And I can hold it for You...

Speaker: Participant 11

okay, thank you. I'll just take these out.

Speaker: RON

Okay. That's the first one. Yeah. So here, there's this like a front side, back side. So it's like this, ...

Speaker: Participant 11

Like that?

Speaker: RON

The other way.

Speaker: Participant 11

Oh, I see.

Speaker: RON

And then, oh, cool. You see,? It is not this part because this is the other way around.

Speaker: Participant 11

That's super cool though. We did wear this. Cause it's pretty rigid, right?

Speaker: RON

Yeah.

Speaker: Participant 11

You would actually, you would be able to go out with this.

Speaker: RON

Yes,

Speaker: Participant 11

Definitely.

Speaker: RON

Yeah. Even though it's a prototype, it's, yeah. What do you think about the design? Do you like it?

Speaker: Participant 11

I like it. Yeah. I think it's pretty cool to have this kind of modular design. First of all, I think I'm doing it wrong.

Speaker: RON

Are you?

Speaker: Participant 11

Oh, not sure if it?

Speaker: RON

Probably, probably. No, No. This one goes here. That's not correct. Right? So maybe it's this one that, let's take everything else. I'm sorry.

Speaker: Participant 11

Okay, no worries.

Speaker: RON

Again, try this one. And here says back sleeve.

Speaker: Participant 11

Okay.

Speaker: RON

Back sleeve should be here.

Speaker: Participant 11

Yeah. Let's try this one.

Speaker: RON

Yeah. No, now it's gonna work. I'm positive. This, I'm hopeful. Can I make a first question? You, you saw like these different options of modules that we have. Yeah. Do you think this is enough? Too much?

Speaker: Participant 11

I think it's enough to kind of get me thinking about what I like in a shirt for sure.

Speaker: RON

Okay.

Speaker: Participant 11

Like the first thing I thought about was the collar. And then when you mentioned the sides, I needed to notice the kind of shape. Yeah. So I wasn't quite drawn to that. Okay. So I'm just like starting to think that breaking the shirt down into pieces and more pieces....

Speaker: RON

To be even more fit?

Speaker: Participant 11

Yeah. And like how I'd like the collar to be or how I'd like the sides to be this.

Speaker: RON

Yeah. Okay.

Speaker: Participant 11

So there's so many parts that you can sort of put your own emotion feeling into, like, oh, I really like the collar or I don't like it. Or can start to think what would be my favorite shirt, Mike? Guess that sort

Speaker: RON

Of thing. Okay. Huh. What do you think?

Speaker: Participant 11

I like that. Okay. That's super cool.

Speaker: RON

Yeah, yeah. Yeah. Do you want to change the other side as well?

Speaker: Participant 11

I mean, not necessarily, cuz we can kind of see from here, I guess. But I'm Kind of curious cuz I think I will want to change this part so ...

Speaker: RON

okay. Let's do it. Yeah,

Speaker: Participant 11

Let's change it. This one side. And see how it is.

Speaker: RON

And is there any other part that you would like to have that we don't have it here?

Speaker: Participant 11

I mean, let's see. I love pockets, which you already have.

Speaker: RON

Okay.

Speaker: Participant 11

These ones.

Speaker: RON

Okay. Would like to see different types of pockets maybe?

Speaker: Participant 11

Yeah. I like the front pocket, maybe, but I don't like the shape of the shirt that much in the front.

Speaker: RON

Okay.

Speaker: Participant 11

I prefer kind of straight lines, I guess. At least in the shirt.

Speaker: RON

Okay.

Speaker: Participant 11

Like it's not necessary, but, ...

Speaker: RON

Okay. So, in terms of new different modules that we don't have here, you would like just more options with what we have, or we are just fine?

Speaker: Participant 11

Do you mean like different parts entirely or do you mean?

Speaker: RON

Yeah,

Speaker: Participant 11

I, oh, okay. I gonna have a little thing.

Speaker: RON

Yeah, yeah, sure. Of course.

Speaker: Participant 11

Short. Short sleeves.

Speaker: RON

Short sleeves. Yeah. This is a good one. We don't have it here.

Speaker: Participant 11

Short sleeves would be awesome. Yeah.

Speaker: RON

Especially for your summer shirt, right?

Speaker: Participant 11

Yeah, definitely. It's like a holiday shirt.

Speaker: Participant 11

What Am I doing Here? Is it? Oh No, I think I'm going wrong. Wait,

Speaker: RON

Here, here, here,

Speaker: Participant 11

Here. Is it like this?

Speaker: RON

Yeah. No wait. Yeah, this is here.

Speaker: Participant 11

Okay. I'm right now into very minimal kind of basic stuff. So I actually really like that grandpa collar. But I wouldn't call it grandpa color. I call a zen.

Speaker: RON

Zen?

Speaker: Participant 11

Zen like zen collar.

Speaker: RON

Okay.

Speaker: Participant 11

Are you wearing one as well? Actually,

Speaker: RON

Right. This is it. Looks weird, right?

Speaker: Participant 11

I dunno. What about there?

Speaker: RON

Sorry. I think it's like that. No can, oh yeah, yeah. No, but why? This is what this is for.

Speaker: Participant 11

I dunno. Oh, that button there. You know, I'm not sure. Like that? Yes.

Speaker: RON

You got it. No, no, no. This is a big one, right?

Speaker: Participant 11

Maybe it's the other side.

Speaker: RON

I think it's the other side.

Speaker: Participant 11

Oh, now where, okay.

Speaker: RON

Ah. It's like this. No.

Speaker: Participant 11

Yeah, Think so.

Speaker: RON

It has to be right? Yes. Because this is for the, no, but this is here. Oh, this is this. That's for sure.

Speaker: Participant 11

And this one,

Speaker: RON

This one

Speaker: Participant 11

Is this.

Speaker: RON

Yes. Right? Yes.

Speaker: Participant 11

Okay.

Speaker: RON

Do you have any experience with clothes?

Speaker: Participant 11

I did. Used to make a teenager. I made Okay. My clothes. Yeah. I had a sewing machine, and I just altered the clothes that I found in thrift shops. Those in my younger years.

Speaker: RON

Oh, I should have asked if you have any special sensitivity to fabrics.

Speaker: Participant 11

What do you mean in terms of Sensitivity?

Speaker: RON

Some people, you know, like some type of fabrics that just give you like a weird feeling like a, ...

Speaker: Participant 11

I don't like that thick silky material

Speaker: RON

Oh really? It gave you some, oh, I'm sorry. Should have that before I forgot.

Speaker: Participant 11

I was actually surprised cuz I didn't know that beforehand. Oh really? But you know, like these gowns and things like that. Yeah. I'm not into it. Yeah, this just makes me feel like I'm dressing up as a fish or something.

Speaker: RON

Okay. Okay.

Speaker: Participant 11

This is amazing.

Speaker: RON

But it's not the sensation. It's more like what?

Speaker: Participant 11

Coldness, maybe it's the coldness of the fabric or something like that. I see. Yeah. I'm realising something as I talk to you.

Speaker: RON

Yeah, yeah, yeah. Yeah.

Speaker: Participant 11

I mean most of this stuff I really haven't thought at this deep level. So it's Quite Spontaneous here.

Speaker: RON

Interesting. How do you like it?

Speaker: Participant 11

I actually really like that. Okay. I would take this on a holiday. This part. Okay. This half.

Speaker: RON

Do you want to change the other half, or do you want this like we could go here. Pockets. Pockets. You have two different types of pockets.

Speaker: Participant 11

I want to put this one. Yes. Here. I mean this is so cool. I love it. But you can just make it into Whatever. Yeah.

Speaker: RON

Do you feel like we're designing, doing This?

Speaker: Participant 11

Yeah, definitely. I mean it's very few pieces and parts, but still you do get a sense of agency, like, oh I decided to put that pocket there. It's kind of, you know, fun cuz it's a little bit wonky and a bit lopsided. Yeah, I kind of like that. Yeah. Cause I haven't seen a shirt like that.

Speaker: RON

Yeah. Yeah. It's very unique isn't it? And

Speaker: Participant 11

I like the buttons. Imagine if so many clothes had more buttons, you could just add elements to them.

Speaker: RON

Okay.

Speaker: Participant 11

Yeah. Like modular kind of clothing. Yeah. I find that fascinating. Okay. You can just take it off when you need. Yeah. When you don't need it. Or if you wanna add a flower in there or something. And just, you put the...

Speaker: RON

I see. Oh, maybe flower could be an extra module. Like this declaration like an embellishment, Right?

Speaker: Participant 11

Yeah. Embellishments would be really cool, like you have all kinds of things in the color, for example, an embellishment. So yeah. Sleeves As well. About here.

Speaker: RON

Do you wanna try the cuff? Maybe?

Speaker: Participant 11

Oh, do you have the cuff?

Speaker: RON

Yeah. Here.

Speaker: Participant 11

Oh, amazing. Yeah, I love cuffs.

Speaker: RON

This one you have to put like this, this goes inside. I like you to discover. And while you do that, I have another question. Imagine that you go to a shop. Yeah. And then you go to this activity, you buy your modular shirt. Yeah. How would you imagine that you would take care of it in terms, I would be more clear. How would you wash it, for instance, be?

Speaker: Participant 11

That would be the first thing I look for in the shop, is how I wash it. So how washable is it? If it's a dry cleaner, I don't want to buy it because I so rarely go to dry cleaners. I do have one coat that I love that was given to me that I take to the dry cleaners cuz I want to, for it to be with me forever, hopefully. But otherwise, otherwise I just look for clothes that are like cold wash or like maybe gentle wash. Or jeans that you can wear for a really long time.

Speaker: RON

Yeah.

Speaker: Participant 11

Yeah. Like many times, if we have to wash them again.

Speaker: RON

In this case, with wash, like just the piece that is dirty or wash the complete outfit.

Speaker: Participant 11

Ah, that's such a good question. I'm really sweaty so I Actually have to think, wash the whole thing. I don't think I would actually be able to just wash the Arm. Apart from that, it's a really good question. Cause if I could wash just the armpits. Yeah. Let me see. That would be so much more, I imagine environmentally. Less harmful consuming. Less, less harmful. I never thought of that. Cuz this part here, unless I'm eating like strawberries and throwing them around.

Speaker: RON

Yeah, yeah.

Speaker: Participant 11

A Mess. Yeah. I never have to really work, worry about that part. I just wanna make sure that's sort of iron enough, I guess.

Speaker: RON

Interesting.

Speaker: Participant 11

And well, I'm, I'm interested too. Interesting question.

Speaker: RON

Would you like to see this experience in a shop? Do you think it's,

Speaker: Participant 11

Yeah, that'd be really, really cool.

Speaker: RON

And, and, and would you think this is more like autonomous activities where you have this space and just go there? Or you would prefer to have a sort of a guidance, like to have, I dunno, maybe a stylist with you or?

Speaker: Participant 11

Oh, I think I would prefer to have something where I can play around with stuff like you were saying, like having flowers or having additional Elements. Yeah. But alone. But then maybe with others who are doing the similar kind of thing. Okay. Like almost like a workshop kind of

Speaker: RON

Area. But people, you know, people you don't know?

Speaker: Participant 11

Could be both. Okay. Maybe people I don't know because that's sometimes you can be more creative and get a bit silly with your ideas, if you know what I mean.

Speaker: RON

You feel less judges like Yeah, yeah. Like I won't see this person again. So it doesn't matter.

Speaker: Participant 11

Exactly. You just go a bit loony. But then to have the option also to have a special person there who knows about how to construct a garment. Yeah. Because I don't have, even though I've done it a little bit when I was a teenager, I definitely wouldn't know how to put it together in a way that, you know, fits and that would be easy to take care of the Cloth, I guess and stuff like that.

Speaker: RON

Are you happy?

Speaker: Participant 11

I actually really like this. I thought this exercise was really fun. I would like to do more of it actually.

Speaker: RON

Do you wanna try?

Speaker: Participant 11

I mean, I definitely changed the back. Like, I don't like the penguin. I don't,

Speaker: RON

Do you wanna change? Do we have time for it?

Speaker: Participant 11

Yeah, yeah, yeah. Let's do it. We can quickly change. Yeah, let's, let's put the It's that straight one?

Speaker: RON

Yeah. It's not super straight, but with that it's a little bit. Did you make these? No, it was a master's student from [anonymised School name]. Okay. She developed this. There we go. This was done when I arrived. I ... To decide. And then you do the other side.

Speaker: Participant 11

Let's do it.

Speaker: RON

Yeah. And then it's, it's faster. And now that you've gone through this experience. Yeah. So if you were going to compare with like a regular sew up shirts and this one, how do you feel about this?

Speaker: Participant 11

I feel I have more agency over this. I feel that it's my own creation. I feel like I spend more time with this than I think about it. So I'm creating, almost developing like an emotional connection with it. Okay. Because I remember all the different parts that I put together, and this story, I guess around what, what we've been doing and what we've been talking about. So it's like more meaningful for me. As a piece of cloth. Like if I could take this with me, I, and if I could like, yeah. If it were given to me, I would probably wear it. Cuz I just think, oh, it's so fun to go to that workshop and have that experience. Bring this experience back. Like making it makes it more meaningful cuz you make it yourself and you make it for something. So you make it for yourself or you make it for your friend. It's not just bought readily, made from a shop. There's a difference to it. Yeah.

Speaker: RON

Interesting.

Speaker: Participant 11

The person and it's more personal.

Speaker: RON

Okay, cool. Yeah. Are you happy with this the way it looks?

Speaker: Participant 11

Like? This part? Yeah. This other part.

Speaker: RON

The other part? Yeah, the other part is Different.

Speaker: Participant 11

I mean now I'm thinking like, whoa, that's super funky.

Speaker: RON

See, it's, I kind of like this.

Speaker: Participant 11

I mean I like it too. I was gonna say yeah, it's quite funky cuz it's completely different on the other side. Yeah. He's like, look at me on this side and then look at me on this side.

Speaker: RON

Yeah. Another person, like that's a fragmented person, is my one personality. Another personality.

Speaker: Participant 11

Exactly.

Speaker: RON

Super cool.

Speaker: Participant 11

I know. Yeah. I think it's really cool.

Speaker: RON

Okay. So do you think it's done?

Speaker: Participant 11

Yes, that is Done.

Speaker: RON

Okay. Fantastic. Thank you so much. Was very insightful. Your, your things. One last part.

Speaker: Participant 11

Let's do it.

Speaker: RON

Come here. This is our take a picture here. This is, this is our Polaroid wall that we ask people to, to wear the creations so they can flaunt it here.

Speaker: Participant 11

Somebody made a sleeveless one. Yeah. Yeah. Yeah. Awesome. Yeah. Well I like that one. That's interesting. Yeah.

Speaker: RON

You went totally crazy.

Speaker: Participant 11

Extravagant. Yeah. Shall I wear it then? Yeah, I mean it one. What's happening here?

Speaker: RON

It there just one side pocket? Yeah. Some people don't like to be in the picture.

Speaker: Participant 11

No, I was just wondering cuz it looked almost like a skirt. But I was wondering how they did that. Looks different.

Yeah. I think it's just more effect of theAwesome. Yeah.

Speaker: RON

Oh, I have one more question. And now that we've worn it Yeah. Do you have any concerns about the modularity?

Speaker: Participant 11

I mean winter.

Speaker: RON

Winter because of the cold, the opening? Yeah.

Speaker: Participant 11

Yeah. I don't mind seeing the skin. Like, it's not my style necessarily, but it's kind of funky as well to see the Skin. It could probably get used to it, actually wouldn't mind that much.Oh, I like this a lot actually. This is really fun.

Speaker: RON

Yeah. Cool.

Speaker: Participant 11

And this collar in the back reminds me of this part here. Could you change this as well or no?

Speaker: RON

No. The top one. Right. This one? Yeah. No,

Speaker: Participant 11

Because that reminds me of a harlequin, you know the kind of, A clown.

Speaker: RON

Yeah. Okay. Another suggestion for a different design for this part. I like it.

Speaker: Participant 11

Design into clowns right now.

Speaker: RON

Oh, okay. Cool. So shall we take a picture? Yeah. Normally we take it here in front of our brother. Amazing. So like, are you gonna send this to me? You get one copy. Amazing. So, so stand here. So it's, it's, it's here.

Speaker: RON

Yes, please. Thank you so much for your time. It's been a long day. No, no,

Speaker: Participant 11

It's a long day. But I really enjoyed that actually. It's inspiring to do stuff like this. Just makes you think about different things about clothes and the important things.

Speaker: RON

Yeah. Because those are things that we normally don't think about it. Right?

Speaker: Participant 11

Definitely not. Yeah. I gained a lot of

Speaker: RON

This and this is, this is one strategy. Like, you know like when you have this reflective attitude, when you're buying, you might end up not buying it all that you realise.

Speaker: Participant 11

absolutely, Yeah. Like, do I actually need it?

Speaker: RON

Yeah. Yeah.

Speaker: Participant 11

This modularity thing is fascinating. I wish there was more stuff like this around. And it requires a bit of time. Like, and time is caring, isn't it? It's like if you care about something, you put time into it.

Speaker: RON

True. True.

Yeah. So our question about if it contributes to attachment and connection, you think?

Speaker: Participant 11

Yes, Definitely. Yes.

Speaker: RON

So that's one copy for you.

Speaker: RON

That's super Cool. Thank you.