

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 12

Speaker: RON

Cool. In this part, we are interested in looking at the role of effort in the textile garment configuration. And for that we invited you to this activity, which is a shirt builder. We have this prototype here. It's a shirt with the same design as that one. But instead of sewn up, it has these snaps, where you can change. So in these videos, in this wall, you see how it is like exchanging these modules and in this wall you have all the Available here. Okay. So when you go through them before. Okay. The first one is the side. Yeah. So is this part here is just one big piece. Okay. So you have this one that is more straight. Yeah. And this other one, which is a little bit wider. Okay. With this sort of belt here. Yeah. So we have the back, this is a short version. And here it's a little bit longer. Okay. So you can choose, you can change the color. Yeah. From this style, which I actually don't know the name.

Speaker: Participant 12

Yeah. I don't remember.

Speaker: RON

Okay. Let's call this the regular collar and this other style here. Yes. Which is more like the grandpa version. You can change the cuffs here, in this one you see the cuffs with or without the cuffs. Yeah. And you can attach pockets to different types of pockets here through these buttons. Here, here and here. Okay. So the goal is that you keep changing this design with the modules until you are happy with it. In the meantime, I will ask questions about the experience.

Speaker: Participant 12

Sure. Okay. Sounds good.

Speaker: RON

Should I begin?

Speaker: Participant 12

Yes, go for it.

Speaker: RON

Cool. So, how do you want, I think the best, maybe I can put all the options close to you.

Speaker: Participant 12

Oh yeah, that's great.

Speaker: RON

Let's lay down here. Everything. And then what was the, The shirt?

Speaker: Participant 12

It's the summer. Summer for going on a summer holiday.

Speaker: RON

Okay.

Speaker: Participant 12

So I guess what I'm thinking is for the summer holiday shirt, I'm thinking of a shirt that it's hot but you want it to cover your skin. Okay. So that to protect. To protect the skin. Yes. But that it should be light. Okay. So yeah, what I'm thinking is it would be good to have a collar.

Speaker: RON

Okay. So maybe this is the first one. Another thing that I didn't tell you is that we have this mannequin. Yeah. But you are also welcome to put on the table if you want. Okay. Or, and to wear yourself as well.

Speaker: Participant 12

Yeah. Okay. Yeah. Is it better to start with, I'm trying to think. Cause there's also the hole back here, but I guess there's a separate, so Yeah. Yeah. This stays on. Okay.

Speaker: RON

Yeah, this Stays on t

Speaker: Participant 12

The collar goes like that. So to go on the Inside here.

Speaker: RON

Yeah. You got it. Yeah. Do you think it's to understand it?

Speaker: Participant 12

Yeah. Maybe in the beginning, a little bit.

Speaker: RON

Do you have experience with clothes?

Speaker: Participant 12

No. No.

Speaker: RON

I mean just wearing Right.

Speaker: Participant 12

Just wearing, yeah.

Speaker: RON

Which is, which is a lot of experience actually.

Speaker: Participant 12

So I have a collar like that. Cause it can be used to protect from the sun if you need

Speaker: RON

Okay. Give some style.

Speaker: Participant 12

I would, it might be good to have a pocket at the front. Put sunglasses in or something. Yeah. So, or these external. Is there one that you can attach here?

Speaker: RON

Yeah, both of them. They are different. Just different styles of pocket. Yeah. I will shoot the first question. So, have any mind this, this amount of modules, is there any other that you would like to see that is not here? Or do you think this is enough?

Speaker: Participant 12

Hmm. I'm trying to think. Yeah, I think that's, I think it's probably enough. Something that can be nice. Well, an option for kind of summery if you think of like a holiday shirt would be something that's long, but that you can also like tie, like that's what has enough material.

Speaker: RON

Okay.

Speaker: Participant 12

Here, you can button it and it could be long-ish if you want to wear it like on the beach. Okay. But also could be Okay. You could also just like tie it to the side. Okay. To get it out of the

way is something that I'm like thinking of a specific shirt I have that. Yeah, yeah. Sure. Is useful for that.

Speaker: RON

So different lengths.

Speaker: Participant 12

Yeah. At, you know, at the front. So it can provide different amounts of coverage depending on how you wear it.

Speaker: RON

Yeah. Here you see the clear difference between the short and the long. But it's still that maybe this is not enough.

Speaker: Participant 12

Yes. Yeah. Okay. Got it.

Speaker: RON

Then do you like the pocket here?

Speaker: Participant 12

Yeah, I think cuz you have a pocket on the front here and then you can like put sunglasses in. Yeah. Or my name. Yeah. Something like that. Yeah. So do I choose between, does this kind of stay here? Do I choose to make it like what I choose to make this side longer?

Speaker: RON

You can, yeah, you can.

Speaker: Participant 12

Okay.

Speaker: RON

Do you wanna see it? Yeah, sure. You can try, and if you don't like, I think it's this one. Yeah. And if you don't like, we can change it back.

Speaker: Participant 12

Okay.

Speaker: RON

This one is funny. It's like one side is short, the other side is long. Yeah. Even the sides are different. Yeah. So let's suppose you go to a store, they have this thing, so, and they offer like some modules. If you decide to buy it, would you buy every single model available or would you pick and choose the ones you like?

Speaker: Participant 12

So you mean like if they had different

Speaker: RON

Yeah. Again? Yeah, of course. So there's a shirt. Yeah. And then there's a, there's like a different model available, like, like dunno, three types of cuffs, 10 types of pockets. Yes. This type of thing. Would you like to have all of them or would you just pick some?

Speaker: Participant 12

So is the idea that you would have a kind of like have this base shirt and you can attach different things on?

Speaker: RON

Yes. Yes.

Speaker: Participant 12

Probably just some. Yeah.

Speaker: RON

And the criteria would be more aesthetic or functional or both?

Speaker: Participant 12

Probably both. Yeah. But I'm sorry, I put this, How does this, is that right?

Speaker: RON

Okay. Wait. Ah no it's not. This goes Here.

Speaker: Participant 12

Okay. That goes there.

Speaker: RON

Yes. Okay. With the questions, it is distracting. Right? Okay, here we go.

Speaker: Participant 12

Okay, perfect.

Speaker: RON

Just some then like, yeah, like, yeah, just some in the balance between the step like visual aesthetic and the function.

Speaker: Participant 12

Yes.

Speaker: RON

Okay. Got it. How do you feel about it?

Speaker: Participant 12

Good.

Speaker: RON

So what you wanted to do is, like, for example here, like you should ...

Speaker: Participant 12

Go like that.

Speaker: RON

Well, we can still do it, it would be nice if it is slightly bigger

Speaker: Participant 12

Like that. Yeah, yeah.

Speaker: RON

Oh, like it very charming. Yeah.

Speaker: Participant 12

And then I'd put a cuff on this.

Speaker: RON

The cuff is this one. This one's very tricky to put. Okay. But the system is more or less like the,

Speaker: Participant 12

Okay. Oh right, okay. So it goes on. Yeah. Kind of in here. These

Speaker: RON

So, another question, let's suppose you found the design, you bought the modules, you took them to your home. Yeah. So my question is, how would you take care of it? In terms of storing? Yeah. Would you store it like, oh, it's the other way around.

Speaker: Participant 12

Oh, it's the other way around.

Speaker: RON

Would we store it like a, or disassembled in a hanger or maybe in a drawer?

Speaker: Participant 12

Probably assembled and probably since it's more for holidays in a drawer.

Speaker: RON

Okay. And to wash?, would you like a wash? Like the parts separately as they get dirty, would wash, like the whole thing?

Speaker: Participant 12

Well, if, I guess I've never come across that, you know, because it's not how clothes are made Today. So.

Speaker: RON

Yeah. Yeah. You have to imagine,

Speaker: Participant 12

I suppose I would wash the parts that needed washing. But I guess thinking it was a holiday shirt, I probably just washed the whole thing when I got back from holiday.

Speaker: RON

Ah-huh okay. Yeah. And but in a situation like, yeah, you drop like a little bit of wine here.

Speaker: Participant 12

Yes. Then I guess, yeah, you could wash one of the Okay. The affected part.

Speaker: RON

Yeah. Do you normally do spot washing

Speaker: Participant 12

What's sport Washing?

Speaker: RON

Spot washing. It's like,

Speaker: Participant 12

oh, Spot washing.

Speaker: 2

Yeah. Okay. Yeah. Like just

Speaker: Participant 12

Yeah, a little bit. Yeah, yeah, yeah.

Speaker: RON

Oh nice. Oh, I see that you like to give some styling. That's cool. Do you think this type of design makes styling easier?

Speaker: Participant 12

Well, I guess it helps because you can, yeah. Tailor, I imagine it makes it easier cause you can tailor it to the preferences. Like some people might want a pocket, some people don't. Things like that. Yeah.

Speaker: RON

Yeah. Yeah. And, and do you, do you feel you are contributing to design if you go through this activity?

Speaker: Participant 12

Yeah.

Speaker: RON

Like you would say like, oh, okay, I sort of designed this clothing.

Speaker: Participant 12

Yes. Yeah. Yeah.

Speaker: RON

Cool. Okay. What else?

Speaker: Participant 12

Let me think. So I'm kind of happy with the pockets. The sides.

Speaker: RON

Oh, the, the side. You can see that there's one of each. So if you want to go for a regular, you have to change one.

Speaker: Participant 12

Okay. So there's, ...

Speaker: RON

this is the straight, this is the, yeah.

Speaker: Participant 12

oh, I'd go with the straights on both sides.

Speaker: RON

Oh really?

Speaker: Participant 12

Okay. Yeah. Rather than the tie on the side. Right. I think I'd do the straight on the sides just cause I don't really like the ties on the side.

Speaker: RON

Yeah. More clean. Yeah. Okay, let's change that. if a store offers the service, would you do it?

Speaker: Participant 12

Potentially. Yeah. In some ways it seems like more effort. Right? And I could also envision like, some pieces being missing and you know, like challenges of keeping them all in stock. You go like that, ..

Speaker: RON

That goes like that, you see?

Speaker: Participant 12

Okay. Yeah.

Speaker: RON

And, and, and if you go, would you like to have it to be by yourself doing this? I would like to have some guidance.

Speaker: Participant 12

It will probably be also like, as it will probably be helpful just to kind of say, this is a configuration I would like, and then someone else does it and you can try it on.

Speaker: RON

Okay. Yeah. We were just there like controlling.

Speaker: Participant 12

Yes.

Speaker: RON

Yeah. And so, so then it could be digital as well or?

Speaker: Participant 12

Yeah, like you could just like request Do something.

Speaker: RON

Okay. So I would be there drinking a glass of champagne.

Speaker: Participant 12

I don't find clothes shopping that fun.

Speaker: RON

Ah, no. Okay.

Speaker: Participant 12

So I'm fine if it's kind of other, it's a kind of hand.

Speaker: RON

I See. So you don't shop a lot?

Speaker: Participant 12

No.

Speaker: RON

Only when you really, really need.

Speaker: Participant 12

Oh, when I need to. Yeah. Yeah. How did this go? Is that right?

Speaker: RON

Yeah. Yeah.

Speaker: Participant 12

So that goes this here?

Speaker: RON

Yeah. Fantastic. Cool. And normally when you go shopping, go alone or

Speaker: Participant 12

yeah

Speaker: RON

ok usually alone, yes. And it's very efficient. I need a blouse. You look for a blouse? Yes.

Speaker: Participant 12

Yes. Yeah, I don't shop for fun.

Speaker: RON

No time on that.

Speaker: Participant 12

Yeah.

Speaker: RON

Okay. what do you think?

Speaker: Participant 12

good.

Speaker: RON

Would you like to try?

Speaker: Participant 12

Sure. Yeah. Okay. So now can I use the mirror to see how it looks? See if you are happy with it. Yeah. Meanwhile, I check if I forgot any questions. I have one question, then now that you're wearing, I have two questions now. Do you have any concerns about the modularity in terms of how it fits maybe, ...

Speaker: Participant 12

The pockets are probably a bit too big. Too big, I would say, to fit here at least on me.

Speaker: RON

Okay. Proportion.

Speaker: Participant 12

So I think proportion there, no, I don't really have other concerns. Okay,

Speaker: RON

Cool. Yeah. And if you compare that type of shirt, that is more a regular shirt to this modular shirt. Yes. How does it feel now that it went through all of this, does it change the way you look at that one? I mean in terms of comparison, like if you compare this one to this one, what would you think?

Speaker: Participant 12

Well, I mean, I guess because of the nature of it, this like feels bulkier and heavier, right?

Speaker: RON

Yeah.

Speaker: Participant 12

Yeah. And I, you know, I don't know how it would, you know, the snaps probably make it feel heavier on you as well. Yeah. Right. So I wonder if, if this was meant to be like a light shirt, if the snaps and everything kind of like actually make it a bit heavier and

Speaker: RON

Okay. Yeah.

Speaker: Participant 12

And so I kind of know the objective.

Speaker: RON

I got it. So, so maybe it would need a little bit more thought or research on the type of fastener.

Speaker: Participant 12

Yes. How it's fastened together, because yeah, if, if it's for like a kind of work shirt in a cold climate, it's probably fine. Yeah. And it feels like quite substantial. Yeah. But if it's meant to be lightweight and Yeah. And everything, then it seems like this could feel a bit heavy.

Speaker: RON

Okay. Yeah. It's about the material, right?

Speaker: Participant 12

Yeah. With the snaps and you know, there just seems to be like a lot on it, you know?

Speaker: RON

So you are, yeah. Okay. So, it would be helpful to have the models on the material that you chose to see how

Speaker: Participant 12

It Yeah, that could be good. Yeah, yeah, yeah. To see how that would feel. Yeah.

Speaker: RON

Actually, that was our first idea, but just did that at the time. Yes.

Speaker: Participant 12

I mean this works, makes sense, but it's easy to work with this.

Speaker: RON

It's a prototype. So, I ideally, like after you do this, you would have it done and, and the material. Would you prefer to have it done like ew up snap? Or would you keep the modularity?

Speaker: Participant 12

Well, I guess if it's, if the idea is that it can be a multipurpose shirt by snapping things together differently, then I guess it makes sense to keep the snaps. Yeah. But if it's, if it's kind of a one-use shirt and there's not you, you don't make alterations to it, then having it stoned I think would be nicer.

Speaker: RON

Okay. Yeah. So it would be happy if there are like these two options?

Speaker: Participant 12

Yeah. because It feels, it feels a bit like, you know, that kind of athletic or trekking gear where, you know, you have trousers that zip off into shorts, so it's hard to imagine how it would look if it's meant to be like, you know, a feminine looking shirt or a, for example, lightweight.

Speaker: RON

For the wedding.

Speaker: Participant 12

Exactly. Yeah. Yeah. It's hard to imagine how that would look.

Speaker: RON

Okay. Yeah. Cool. Well thank you so much.