

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 13a, Participant 13b

Speaker: RON

So on that part, [anonymised name] assessed like the different properties of the styles, like roughness, and then she selected one for a to-go shirt, right? Then she said, like this one, she's happy with how it looks. Yeah. So now we will go and investigate a bit of the design. So, this activity, we are gonna look at the effort in a modular circular garment. This is a prototype here of that shirt. It's the same design, but that one is a sewn up design. And this one has these snaps here that you can change it the way you like it. And we are using this to try to answer about the effort, and if this creates more connection and attachment. So here in these videos you'll see how the parts can be connected, attached and detached. And here in this wall you have the options that you can choose. So I will go through one time. So you know, so we have here this side. So this side is this part here of the shirt. It's just one big part. This is more wide. This one here is more straight. So this is the difference. You have two options of back. You have a shorter back. And this is a longer one. You have two options of the collar. Then, you have this one that is already here, or you can attach that one, which is like more like the one I'm wearing here. You have cuffs here, it's with a cuff, but you can remove it and use it like that. And you have different types of pockets that you can put in three points: here, here and here. So the idea is that you keep changing this, try to make this your own, and then while you do this, I will shoot questions about this experience. And then you, you reflect and, and answer. And then, yeah, so that's the first time that we are doing two people. So it's very interesting. So you can collaborate together, exchange opinions, you can work here on the mannequin. You can also, if you decide to put in the table and wear yourself. Okay. Okay. So how will we?

Speaker: Participant 13

Shall we,

Speaker: RON

To-go shirts, right? Yeah. Keep the context in mind. Yeah.

Speaker: Participant 13

So it's an everyday shirt, like,

Speaker: Participant 13b

Yeah. Yeah.

Speaker: Participant 13

I dunno. We could try a different back.

Speaker: Participant 13b

Yeah, I think I would probably want it to be bigger.

Speaker: RON

Yeah. Bigger, longer, bigger

Speaker: Participant 13b

Back. And the bigger sides

Speaker: RON

Maybe. Yeah. Okay. So I have here the back. Yeah. Cool. Ah, you are taking these sleeves as well. Do you wanna change this sleeve?

Speaker: Participant 13b

That's the side bit, isn't it?

Speaker: Participant 13

Yes, it's,

Speaker: RON

It's fine. now is the time to experiment, and, okay, now this one goes here. No, this one's here, right? This one goes, goes here. Yeah. I will shoot the first question. Okay. Okay. Now that you'll see these options of modules. Do you think this is enough or would you like to have other options?

Speaker: Participant 13

I would say maybe different options on colors

Speaker: RON

Yeah. Okay. More colors.

Speaker: Participant 13b

Does this go this way around? So come like that? Mm. Does that one work for that Side?

Speaker: RON

Yeah. Yeah, and do you want to remove this one?

Speaker: Participant 13b

Yeah. So I'll put this one on this side. Okay.

Speaker: RON

No, let's start with this side then. Yeah. Wait,

Speaker: Participant 13b

So that's the Front.

Speaker: RON

So let me see. This is the front. Yeah. Yeah, I think you're right. Yeah, you got it. This is the most difficult one, I think. Okay. So more colors, you think like different styles, like brow?

Speaker: Participant 13

Yeah, I think so.

Speaker: RON

Okay. Yeah.

Speaker: RON

Is there anything that is not here that you would like to see besides the,

Speaker: Participant 13b

Maybe just like, I dunno if it would be like an everyday shirt, but like little ruffles and things to add in. Like even like in the place of like the pockets at the front. It would be cool to have a little ruffle there as well, I don't know. Okay. Like if there's already the space to put it.

Speaker: RON

Okay. Some embellishments or

Speaker: Participant 13

Yeah, maybe some details

Speaker: RON

Details, yeah. Okay. That's great. How's it going?

Speaker: Participant 13b

Yeah, I think it's working.

Speaker: RON

Okay. And let's imagine that you bought, this is a prototype, right? But let's imagine that you bought this one on the fabric of your choice. Now it's a bit of imagination. How do you think you would care for it? I'm looking for two specific things, how we would keep it in terms of store.

Speaker: Participant 13b

I would probably just like to hang it on a coat hanger.

Speaker: RON

Yeah. Assembled or disassembled?

Speaker: Participant 13b

Oh, probably assembled.

Speaker: Participant 13

Yeah. I think assembled and I would do the same. I would be on a coat hanger as well. And what was the other thing, did you say to like...

Speaker: RON

wash it. Wash it? Yeah,

Speaker: Participant 13

I would....

Speaker: Participant 13b

I'd probably separate it to wash

Speaker: Participant 13

It. Yeah. I'd machine wash it, but I'd put it in like little bags in the washing machine.

Speaker: Participant 13b

Yeah. Like garment bags.

Speaker: RON

Okay. It's like you do it like socks and Yeah. Yeah.

Speaker: Participant 13

So to kind of care for it a bit more.

Speaker: RON

Yeah. Okay. And would wash all of them, or just some parts that you feel are more dirty?

Speaker: Participant 13b

Probably just like the parts that I felt needed it. Okay.

Speaker: Participant 13

See I'd go for all of it.

Speaker: RON

Would you go for all of it?

Speaker: Participant 13b

Yeah, I would. Okay. Because I'd worry that. If you washed it and the color changed

Speaker: RON

Yeah. Ah, yeah. Like That's a good point. Yeah. Yeah.

Speaker: Participant 13

Is it having lots of Different pieces? Yeah.

Speaker: RON

Did it change your mind or are you still...

Speaker: Participant 13b

No, I kind, yeah. I do sort of get that because if, like you went for a long time always wearing like a certain side style and then one day you decided you wanted to change it and it was like a darker color because it had never been washed.

Speaker: RON

And if you go to the same store, I'm gonna buy this and they have like lots of elements available. Would you like to have like lots of them, all of them? Or would you buy just the ones you need?

Speaker: Participant 13

I think I might buy enough to have two different styles. Or it could be something that you build up over time.

Speaker: RON

Ah, okay. Yeah. So how do you like it?

Speaker: Participant 13

What are these ones for?

Speaker: Participant 13b

The other one. Oh, okay. I dunno. That's what's supposed to happen.

Speaker: RON

Yeah. Then, it's your design, so everything you want goes,

Speaker: Participant 13b

You can even tie them both around the Bottom like how people do with trench coats.

Speaker: RON

Ah, okay. So you also create some ways here, right?

Speaker: Participant 13

So you've got the option if you want to fix. Some days you feel like you want that and some days you ...

Speaker: RON

Don't. Yeah. Oh, you even create a little bit of a, yeah, just a little bit.

Speaker: Participant 13b

I think I, I don't think I've got a collar on either. I think I'd leave it like that.

Speaker: RON

You wanna see how it looks?

Speaker: Participant 13b

Yeah, we can give it a go.

Speaker: RON

Yeah.

Speaker: Participant 13b

Shall we take the cuffs off both sides or do you want the cuffs off?

Speaker: Participant 13

See, I quite like it without, but then I am really silly. I'd probably, if I was wearing it, probably want it on.

Speaker: RON

Okay. Let's see. Do you think, like why you do this, do you think you are contributing to design? Do you have this feeling that you're sort of designing?

Speaker: Participant 13

Yeah,

Speaker: Participant 13b

Yeah, yeah, definitely. I think like in the way that people feel like they've been creative when they put together an outfit, it sort of gives you the same sense of creativity.

Speaker: RON

Okay. So if a store offers the service, do you think you would have a go?

Speaker: Participant 13

Oh yeah, definitely. Yeah.

Speaker: RON

Yeah. And yeah, it's interesting that now you're, do you think it is you would go with a friend or would go this alone? W

Speaker: Participant 13b

I think I'd probably go with someone.

Speaker: Participant 13

Yeah. But I think I'd maybe have a go and then, okay. You could both have a go, Yeah.

Speaker: RON

And you normally shop alone or with a friend?

Speaker: Participant 13b

I am usually on my own actually. I normally shop for clothes alone. Yeah. It's like most of my friends have different styles to me. So like I find things I like and then they're like, oh no, no, no. Yeah. And then I'll just buy it anyway.

Speaker: RON

Ah, okay.

Speaker: Participant 13b

And then they're like, do you not even,

Speaker: RON

Okay. They're not used for your friends for shopping?

Speaker: Participant 13b

Not for when I'm like shopping for me.

Speaker: RON

Okay, cool.

Speaker: Participant 13

I do think it's like a fun thing to do. So I think it would be nice to go with someone.

Speaker: RON

Okay.

Speaker: RON

Yeah. And, and would you like if, if there's this, I would like to be left alone or would you like to have like a guidance of more professional, I dunno ... a stylist?

Speaker: Participant 13b

Maybe like an initial introduction to it. So, like in the same way that you've done here, like so this is the back option, this is the difference. But then sort of left to myself to actually do it.

Speaker: RON

Okay. Yeah. Yeah. Without pressure of, yeah.

Speaker: Participant 13b

Okay. Yeah, I agree. I think definitely because it would, yeah, I think I, if I wasn't introduced to it, I maybe wouldn't know what options were available. So I think like the introduction is good, but then I'd, yeah. Yeah. Okay. I'd like to just sort of be left.

Speaker: Participant 13

Yeah. To Experiment.

Speaker: RON

Okay. That's fine. So how do you feel about pockets? Would like to have pockets?

Speaker: Participant 13

I, I don't know. I would probably go without because I

Speaker: Participant 13b

Think it's unlike the design without Yeah. But I think like I could in other situations, like I think that that's enough. Like that's like nice and balanced without it being too much.

Speaker: RON

Okay.

Speaker: Participant 13b

I think that I would definitely, in other scenarios, if I was doing a different design, go for pockets, cause I think it's handy to have pockets.

Speaker: RON

Yeah. Yeah. Okay.

Speaker: Participant 13b

They're a pretty like deep pocket as well, aren't they?

Speaker: Participant 13b

Yeah.

Speaker: Participant 13

to put your phone. Yeah. Yeah.

Speaker: RON

Okay. I would like to wear maybe?

Speaker: Participant 13

See how it is, I'll give it a go.

Speaker: RON

Yeah, please, please, please wear it.

Speaker: Participant 13

So do you think it would be possible to make like a modular shirt out of these as well? Would it work as well with these fabrics or would they be too delicate?

Speaker: RON

Yeah, these are the concerns you're raising. Yeah. I am not sure if the fastener like this would be the best technique.

Speaker: Participant 13b

Cool. Oh it's cool.

Speaker: RON

It's really great. Yeah.

Speaker: Participant 13b

Oh yeah, I'd wear that. Yeah. I really like that actually. Even in that fabric, I'd just wear it as like an overshirt. Yeah, that looks really cool. Yeah.

Speaker: Participant 13

Can I take a photo? Photo?

Speaker: RON

Yes. So, so this, if you both can come here. This is the Last part of our experience. Ah, okay. So, we have a polaroid, would you like to take part?

Speaker: Participant 13b

Yeah, why not?

Speaker: RON

Because then I would print two copies, and then one you can, yeah. But you can also take a picture of yourself. ... Can I ask one more question? So now that it went to this option, like with the modular and if you compare with the regular shirt, like that one, that you find in a high street. Yeah. How do you feel about them? Does it change the way you?

Speaker: Participant 13b

I think I would definitely be more excited about a modular one just because I feel like I could leave my own sort of imprint on it. Like, what's the right word? Like I could add like my own touch.

Speaker: Participant 13

It. Identity. Yeah. Yeah.

Speaker: RON

Do you agree?

Speaker: Participant 13

yes. making it yours. Yeah. I think even if you are having it modular just to design it, and then the final pieces like that. It's really fun.

Speaker: RON

Cool. Let me just see if I went through all the questions. Do you have any concerns about the not that you're wearing?

Speaker: Participant 13b

No. It's just obviously quite short, so that's the only thing I would say. It's not like your size, all of the let the cut. So I think you'd have to have different length handles. Yeah. Okay. And for different sizes to make it inclusive

Speaker: RON

For everywhere. Yeah, yeah, yeah. Okay, cool. So 1, 2, 3. Yeah, that's good. You like it? Yeah. Okay, cool. So let me print it for you.

Speaker: Participant 13

Can I take a picture of it on the mannequin in Front of that?

Speaker: RON

Yeah, of course. Yeah,

Speaker: Participant 13b

No, it's really cool though. Yeah, I'll maybe try it

Speaker: RON

you don't have to take a picture if you don't want it.

Speaker: Participant 13b

Yeah. The Things that I would be like slightly concerned about with this, it's obviously you're like, one of the reasons you would do a garment like this is to keep it for a lot longer and because it attaches with like press stones. So sorry, I'm just gonna, would it like potentially damage the fabric after lots of times of pulling apart

Speaker: RON

But you mean the snapping, yeah, so yeah. So you think that maybe the snap is not the best. Yeah, you're right.

Speaker: Participant 13b

I actually really like this. I want a modular shirt.