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 14, Participant 14a

Speaker: RON

It's called shirt builder. And here we are looking into effort of a modular circular garment, and for that we invite you to play with this prototype here. This is a prototype of the same model that you have there, but the difference is that here they're not sewn together. They are connected through these snaps. In these videos, you see how you can attach and detach those elements, and in this wall you have all the elements that you can change. So, I will go through all of them before, so you have this side. This side is a little bit different than a normal shirt. It's just one big picture step that goes from here to here.

Speaker: Participant 14

Okay.

Speaker: RON

The idea is that we imagine that maybe if you have like stains on your armpit, you could change only this part. So that's why it is like this. The back, this is the shorter version here. You have like a longer one. You have the front hem. This is shorter, this is a little bit longer. The collar, as I said, this option and this option. You also have two different types of pockets that you can put here, here and here.

Speaker: Participant 14

Okay.

Speaker: RON

Also, you have this option of a cuff. One option is like Yeah. Without or with the cuffs. Yeah. The idea is that you keep playing with this, with this garment, altering, attaching, detaching. And then while you do this, I will shoot questions and then you just answer them. And then when you are satisfied, there's one last activity. We have our, well, I'll tell you later.

Speaker: Participant 14

Okay.

Speaker: RON

When you are satisfied, let me know.

Speaker: Participant 14

Sure. Yeah. Okay.

Speaker: RON

Okay. So shall we start? Sure. How would you like to start?

Speaker: Participant 14a

We are doing it together, right?

Speaker: RON

Yes. So afraid you have to agree. So what would like to try first?

Speaker: Participant 14

The pockets.

Speaker: RON

The Pockets. We have these two types of pockets.

Speaker: Participant 14a

This one?

Speaker: Participant 14

Yeah. Yeah.

Speaker: Participant 14a

Look, these two are same, right? Yeah.

Speaker: RON

Yeah. And I will shoot the first question. Huh? Okay. You have like this amount of elements here, you have this prototype. You can imagine that this could be made out of like those different materials. Okay. Do you think this amount of options is enough? Or you would like to see other things that are not here?

Speaker: Participant 14a

Mm. Okay. It's on the basic silhouette. Right. It's not on any additional, it's just on the basic silhouette.

Speaker: RON

yeah. If you think, oh, I want something more extravagant, I dunno.

Speaker: Participant 14a

I don't know if we can add this, what I'm going to say right now, but like if it had a zip.

Speaker: RON

A zip.

Speaker: Participant 14a

If there was a way to put a zip, maybe.

Speaker: RON

Okay. Like here instead of the buttons.

Speaker: Participant 14a

Yeah.

Speaker: RON

Okay.

Speaker: Participant 14a

But if we are thinking of the shirt, then maybe not. Okay. But if it's about a jacket, like just a jacket. Okay. Then I would also want A zip.

Speaker: RON

Okay. Yeah. Because this one gives more of a jacket feeling, right?

Speaker: Participant 14

Jacket. Yeah. Yeah. Yeah. It's more than a shirt. And definitely not in the material that I chose. It looks more like a safari jacket. I would rather like even that, I mean, what I'm saying is also contradictory because Safari have buttons and zip it, but my preference would be a zip.

Speaker: RON

Okay. Okay. But you mean instead of these things or just here?

Speaker: Participant 14a

Just inside. Okay.

Speaker: RON

One option to put zip. Yeah. That's nice.

Speaker: Participant 14a

I do think that, because right now this is the only sleeve that's possible on this. Maybe if we could have pink yo, can this sleeve be connected to have a different one?

Speaker: RON

We mean like maybe short sleeve or

Speaker: Participant 14a

Any, any different version. Of this sleeve.

Speaker: RON

Options of a sleeve.

Speaker: Participant 14

Yeah.

Speaker: Participant 14a

Yeah. Maybe that could, because this does not really have an output. I'm guessing it should be connected with the yok(?).

Speaker: RON

So like this?

Speaker: Participant 14a

Yes. Yes. More options for the sleeves

Speaker: RON

Okay. Yeah.

Speaker: Participant 14a

maybe more options for the collars…

Speaker: RON

There are only these two Options.

Speaker: Participant 14a

Maybe like a bigger collar.

Speaker: RON

Okay. Well, basicaly more options of everything.

Speaker: Participant 14

A hood. Yeah. More options of, yeah.

Speaker: Participant 14a

All the components.

Speaker: RON

And would like to have like a, cuz this is a prototype, we're working on a prototype, we'd like to have like different fabrics as well to

Speaker: Participant 14

And maybe like a hood, I Dunno.

Speaker: RON

A hood. Yeah. Okay.

Speaker: Participant 14

Because it does something that we can add.

Speaker: Participant 14a

Can it also be like, …

Speaker: RON

Everything is Possible.

Speaker: Participant 14a

Okay. Can it also be like reversible or something? The inside can be like a raincoat or Something For you to protect from the rain.

Speaker: RON

Yes. Okay. Reversible. But anyway. Okay. But you mean to make every module reversible or just at the end? (you reverse the entire jacket)

Speaker: Participant 14a

Yeah. I mean if all the components are reversible, then all, all of it together will also be reversible in the first Place.

Speaker: RON

Yeah. Here we go. Yeah, you're right. That was a stupid question. Yeah. Yeah. How do we feel about the pockets?

Speaker: Participant 14

I like them.

Speaker: RON

Another question that we require lots of imagination. Let's suppose you went to the store, you did this thing, and you bought it and took it home. Yeah. So I'm interested in how we are going to take care of it. I mean, interested specifically in two aspects. One is a store, how we're gonna store it and how we're gonna wash it.

Speaker: Participant 14

It depends on the fabrics. For me, huh? Because I usually like the way I store this jacket might not be the way I use it. Do it for the top, which really depends on the fabrics

Speaker: RON

and if it's like this one with this fabric?

Speaker: Participant 14

Oh, this one?

Speaker: RON

Yeah. Just to have like a reference

Speaker: Participant 14

I would put them on a coat hanger.

Speaker: RON

you would keep it?

Speaker: Participant 14a

We keep it assembled. Yeah. I'll most likely keep it assembled and only at certain occasions I would want to detach and try new things. Have a new pocket, try new collar. Yeah. Maybe like reduce the length of it if I'm going for a brunch or something.

Speaker: RON

You too or (would you do) something differently?

Speaker: Participant 14

I would mostly have the basic simplest form of it.

Speaker: RON

Okay.

Speaker: Participant 14

Yeah. And the additions may get the side. So it depends on what I want to add.

Speaker: RON

And then where you would put, like, for example, an extra collar, like in a, where you keep your socks or in a box?

Speaker: Participant 14

I would keep it in my cupboard drawer in my wardrobe maybe. Yeah. Okay.

Speaker: Participant 14a

Yeah. Yeah. I guess along with the tiny things that we have, like a handkerchief, the tiles, yeah. And socks. Socks, stock

Speaker: RON

Yes. Okay. Cool. And to wash, would you wash it all together or separately?

Speaker: Participant 14

I think because this one's in this color, I would most probably wash it with my hands. Or if not, I will put them with the white. Okay. Or of white ones that I have

Speaker: RON

would you wash it together or it would separate?

Speaker: Participant 14a

Rather separate it. Yeah. Yeah.

Speaker: Participant 14

Oh, oh, the parts. Yeah. As I said, if it's in the simplest form, I can actually wash it together.

Speaker: RON

Okay. Yeah. And one more question about washing. Do you think it makes sense to wash just one piece?

Speaker: Participant 14

No,

Speaker: RON

No. One. One piece. I mean one like one pocket.

Speaker: Participant 14a

No,

Speaker: RON

No. We will do all together.

Speaker: Participant 14a

I mean, yeah. I think it really depends. if some parts are dirty for me, for example, what we were talking about the spot, maybe like this part can go into wash more regularly, as even the collars, even the sleeves, for that same reason. Maybe the pockets can be the same. The body, the front and the back end remain the same. But like most areas, like the sleeve and the bottom part, I would wash it more regularly. Okay. So and a few components. Yeah.

Speaker: Participant 14

And if in case like any stain or something, then we can definitely remove the Dirt.

Speaker: RON

Okay. Good. Yeah. Okay. What else? Are you happy with this on the side?

Speaker: Participant 14a

About Thai?

Speaker: RON

Yeah, because this is wider, we have this other option, which is more Straight.

Speaker: Participant 14

Can these two be attached together? Is it starting as well? Like without the side, side panel?

Speaker: RON

It can, but then you have to do something. Oh, let's try, let's try, let's try.

Speaker: Participant 14

I think then it makes sense to adjust it according to the fit.

Speaker: RON

You can totally subvert the process, there's this part here, but maybe we can just keep it like that.

Speaker: Participant 14

You would actually need something here.

Speaker: Participant 14a

The Side panel had like positives and negatives because right now there are only negatives on it.

Speaker: RON

Okay. Maybe like, would you like to have this possibility?

Speaker: Participant 14

Because I think then it would be good for fit.

Speaker: RON

Okay.

Speaker: Participant 14

Like, and then if you, I don't know, it depends on the part as well, how you would attach it. But definitely, yeah, adding more volume to the garment would make More sense.

Speaker: RON

it's a prototype, right? We have to keep that in mind. you both are designers, right? Yes. Do you feel that this activity is also designing? This activity is like a choosing pocket and choosing this sleeve? Putting collars?

Speaker: Participant 14a

I think yes. Because, in general, like if you are not a designer, it's when you do have like a sense of what it should look like. Yeah. And it gives people so much freedom to put it together and it's fun. Kind of like having fun with designing what you want to write. So I think people will get more engaged if there's something.

Speaker: RON

Like this. Okay. Yeah. Do you agree? True.

Speaker: Participant 14

Yeah, definitely. Yeah. It plays a very important role for consumers to actually get involved in this bit as well. Yeah. And design their own garments if possible.

Speaker: RON

Do you feel like working while you're doing this?

Speaker: Participant 14

No, it's more fun. Oh, okay. It's more Fun.

Speaker: Participant 14a

And if they are more like maybe like add-ons, like patches or something that they can put on. Yeah. Embroidered patches here and there.

Speaker: RON

Some would be even more fun.

Speaker: Participant 14a

Yeah, I think so. Some embellishments.

Speaker: Participant 14

Yeah. You know the crocs like their own canvas on the crocs?

Speaker: RON

They put on the …

Speaker: Participant 14

Something that like the fits.

Speaker: RON

Okay. Nice. Yeah. Okay. Any change? Any other change? We can change the back. the collar. We have the back, the collar,… cuffs.

Speaker: Participant 14

Would actually prefer this collar

Speaker: Participant 14a

I actually do think it's not necessary to read this because there was a tie. So they could just tie it.

Speaker: Participant 14

Yeah. Yeah. I mean, we are experimenting.

Speaker: RON

Yeah. Yeah.

Speaker: Participant 14a

Just realised. Yeah, because then if, if we put the negatives here, it kind of feels like it's just gonna pop out when you do the side panel. It's just gonna be here without any

Speaker: RON

Ah, so give you like a, some insecurity. If you wear it like, oh, I'm gonna get naked. Ah, it's from inside. Yeah.

Speaker: Participant 14

This is so much work….

Speaker: RON

Is it?

Speaker: Participant 14

No, not, no, no, no. Not for us to actually ….

Speaker: Participant 14a

How we've done Every part of it.

Speaker: RON

Because you have to finish every part. Right? So it's way more work than,

Speaker: Participant 14a

Every part has to be finished.

Speaker: RON

Yeah. So I tell you something. Like our first idea was to have like a modular in the six different fabrics. But then it's just not feasible cuz of this,

Speaker: Participant 14

When I did my graduation project for my bachelor's, I did this and it's very difficult. I, put like, it was garments with multiple pieces to attach together. Oh, okay. It was more like a module as you would say. So,

Speaker: RON

So, you work with modularity

Speaker: Participant 14

I worked with it, but the hardest part is you need to finish every single side. I was gonna ask like, depends on the thickness of the fabric. Yeah. All of these sides, you actually make it really thick. If you want to finish it with double falls and stuff, I'm guessing this is just an overlook. But if you're putting double falls or something, it makes it really difficult.

Speaker: RON

So do you think for like the silk fabric and stuff, would not work?

Speaker: Participant 14

No, I don't, I don't think so. You have a lining everything inside.

Speaker: RON

Okay. But then you take out the flowy

Speaker: Participant 14a

Every single piece is faced. It is facing inside.

Speaker: RON

It is because it has to be more strength to actually hold the stress. Do you have any suggestions about which kind of

Speaker: Participant 14

Fabric?

Speaker: RON

No. not fabric, no other types of fastener, instead of snaps or buttons

Speaker: Participant 14

Instead of the snaps.

Speaker: RON

Keep that in the back of your Mind.

Speaker: RON

So what do we do? Are you happy with these ones, any changes?

Speaker: Participant 14

No collar. I would actually put the cuff. Yes.

Speaker: RON

The, yes. It's like the same method as the collar. Let me see.

Speaker: Participant 14

Yeah, we are going to be late for the class as well.

Speaker: Participant 14a

Time? 14 minutes to reach there. Is it?

Speaker: RON

Oh, okay. Yeah, yeah. Okay. Okay. So, okay. If you want, we can just finish this part. There's one last part, which is Okay,

Speaker: Participant 14

Then I'll do the sleeve. Is that okay?

Speaker: Participant 14a

I didn't realise. Yeah.

Speaker: RON

What would be the picture to have a picture of you? Because here we have a Polaroid wall where people would flaunt their creations, yeah. Would you like to wear it?

Speaker: participants 14 and 14a

Okay. Can you help me with that? Let me just check. How long does it take to reach there? (they keep discussing if they want to go or not)

Speaker: RON

You're gonna be late anyways. Already now, right? Oh, okay. So now that you have the, that you saw this modular thing and the, in comparison with like the regular shirt on the street, do you feel differently about it if you compare like a model version from a sew up version,

Speaker: Participant 14

Modular version? Oh,

Speaker: RON

I wanted to compare these two options. Do you feel differently?

Speaker: Participant 14a

I, yeah. I would rather go for this (modular) than that. And in this fabric actually.