

**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 15, Participant 15b

Speaker: RON

Welcome to the shirt builder. We are going to look at the role of effort in a modular garment. And then for that, and we are trying to figure out if this would contribute to attachment and connection. And to answer this question, we developed this prototype here, which is a shirt on the same model you have there. But here, instead of Sewn up, we have, this snaps. So, it's a modular shirt. On this video, this wall with the videos, you see how you can attach and detach those models. And here in this wall you have all the available options. I will go through them with you. So the first one is the side, which is different from a normal shirt, is just one big piece here. So this one is more straight. The other option is the one in the mannequin, which is a little bit wider in the bottom. The other point that you can change is the back. Here's like a shorter version, and then you have a longer version, which is here in the mannequin. The collar you have, like the one I'm wearing, versus that, or the one. So you can change, you can also change the cuffs, can be like without cuffs, like this, the mannequin or with cups. And you can put pockets here, here and here, in the mannequin. You can work with them. The idea is that you keep altering this garment until you think it's your own. Until you're satisfied with it. And you can work with the mannequin, or if you prefer, we can put it on the table, or you can wear yourself. And while you do that, I will make you some questions about the experience. Okay?

Speaker: Participant 15

Okay. Yeah, yeah.

Speaker: RON

Is it fine? Cool. So how would you want to start? How do you feel? I dunno. Maybe I will remove this pocket. So we can start from like a clean design. So how do they feel about this Pockets? There are like two models, this and this. So at the end we have a, a Polaroid wall here you'll get a Polaroid of you wearing the jacket if you want. So maybe you can just start deciding among yourself who's gonna be the wearer. You. Okay, fantastic. Yeah. You have this model type already, right?

Speaker: Participant 15

Yeah.

Speaker: RON

Okay, so, let's do that for her. Like, fantastic. So what, how do you feel about the collar? Like this one? Or you prefer the other one?

Speaker: Participant 15b

I Prefer This one.

Speaker: RON

Okay. So let what's here. And I have the first question then. So you saw the other different options of different elements. Yeah. Do you think this is enough?

Speaker: Participant 15

No.

Speaker: RON

No? Okay. We'd like to see more. What, what?

Speaker: Participant 15

Such as bigger collar.

Speaker: RON

Okay. Another option for collar.

Speaker: Participant 15

Yeah. And the size. And the sizes are similar. Maybe we need more.

Speaker: RON

Yeah. So the different size of pockets?

Speaker: RON

Yeah. Or more layers, or like this, and they can put together.

Speaker: RON

Ah, but this is possible to do.

Speaker: Participant 15

Is it possible?

Speaker: RON

Yeah.

Speaker: Participant 15

Yeah, that's good.

Speaker: RON

Okay. But would you like to have more options?

Speaker: Participant 15

Yeah.

Speaker: RON

And this goes for everything? Like we would like to have more sleeves or more....

Speaker: Participant 15

Yeah.

Speaker: RON

Okay. How do you feel about the collar? Okay. Yeah. Well, here was her suggestion. Yeah. For now it is not possible. But this is a prototype. So every, all your suggestions have been noted. Yes. You can just go for it. Okay. Let me double check the questions that I have to ask. Okay. I have another question for you both. Imagine: you go to the store, you have this modular shirt, and then you do whatever alterations you want to do. You love it, you take it home. How would you care for it?

Speaker: Participant 15

Care

Speaker: RON

How would you wash it? For instance, would you wash it like a sample? Disassemble, would you wash all the parts together or would you wash just some parts?

Speaker: Participant 15

If it is a coat, I will wash a dirty part.

Speaker: RON

Only the dirt part. Okay. But if it's something more delicate, in a more delicate fabric?

Speaker: Participant 15

Yeah. As well.

Speaker: RON

and you? Okay. Like, like you normally do with your regular clothes. Okay. And then in terms of storing, would you like to put it in a hanger like a normal shirt or would it be assembled as well? Or you store it like a separate in a hangout? Yeah. You two?

Speaker: Participant 15

Yeah, both. Okay.

Speaker: RON

Okay. Okay, fantastic. And which part do you think you would wash more

Speaker: Participant 15

Collar and cuffs

Speaker: RON

Color and cuffs. Okay. Do you like, like that? Yeah. You, you have, this is slightly shorter. Wanna change? Okay. Do you have experience with clothes?

Speaker: Participant 15

Yeah.

Speaker: RON

Ah, okay. Yeah. You're both designers?

Speaker: Participant 15b

Yeah.

Speaker: RON

So you both are designers, right? And do you think, do you feel that activities like this one, do you feel like you are?

Speaker: Participant 15

Yeah, I think so.

Speaker: Participant 15b

The designers there, as in there are not many choices. So, but effort is needed for normal customers as of now. Cause it's easy. Yeah. Yes, it's good for customers, not enough for Designers. Like more Special style?

Speaker: RON

Yeah. Yeah. I understand. Is it better? Not really. And if this is in store, would you go through this activity? Would you like it?

Speaker: Participant 15

Yeah.

Speaker: Participant 15b

Yeah. Yeah.

Speaker: RON

And would you do this like with a person, like guiding, like a stylist or something, or would you rather do it alone?

Speaker: Participant 15

Maybe alone?

Speaker: RON

Yeah. If you have more free time, you can be more silly and experiment and together with a friend?

Speaker: Participant 15

Yeah, a friend is okay. Yeah.

Speaker: RON

Do you normally shop with friends or alone?

Speaker: Participant 15

I usually shop online.

Speaker: RON

Online, yeah. Okay. Do you think this experience could be translated to online?

Speaker: Participant 15

Yeah. Yeah, it is like a game. So you can choose a different part on the screen, you can see what it looks like.

Speaker: Participant 15b

Without the user Hand. Yeah. I think it's more Practical for like more people to participate.

Speaker: RON

Okay. And it would be okay that you don't have the facility like a fill in the fabrics? It's fine.

Speaker: Participant 15b

Mm. If you are familiar with the fabrics online, it's okay. But if you want to touch the fabrics, then maybe you should go to the shop.

Speaker: RON

Ah, okay. Yeah. So maybe if you have like a really, like a well-known fabric like yeah. Cotton and stuff like that would be easier for people to, to relate. Yeah.

Speaker: Participant 15

Yeah.

Speaker: RON

Yeah. Okay. I'm just trying to understand what you said. Okay. Fantastic. So how do you feel about it?

Speaker: Participant 15b

good

Speaker: RON

I like it. Yeah? Looks really good. Would like to wear it, maybe to see how it feels on the body. Okay. Yeah. And if you, if you go to a shop and have this or have the different modules, do you think you would buy all of them or you would keep it minimal? How would your approach be? Like collars would buy like three, four different types of collars or just one?

Speaker: Participant 15

Depends on the price.

Speaker: RON

Depends on the price. Yeah. That's a point.

Speaker: Participant 15b

Or maybe two or three parts. And then if you like it and want to change some parts and I will go back.

Speaker: RON

Okay. Sort of a growing collection. Yeah. Okay. Is it okay for you that one side has this and the other side not?

Speaker: Participant 15

Oh, I didn't notice it.

Speaker: RON

Sorry to point this out. I don't know. But, to make it more symmetric we should put it here as well. Can I just do, this snap here that, oh yeah. Okay. And do you have any concerns about modern you that is wearing the shirt, something concerns you? Like some people are afraid that it'll break or

Speaker: Participant 15b

I think it's quite strong with the, okay. It won't be a problem.

Speaker: RON

Okay, problem. Okay, cool. Are you happy with it?

Speaker: Participant 15

Yeah.

Speaker: RON

Okay, fantastic. Let me just check if I went, I think I went through everything.