

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 16

Speaker: RON

So in this activity, we are looking at the role of effort in a modular circular garment. Okay. And, and we are trying to figure out if this contributes to attachment and connection. So to answer this question, we invite you to our shirt builder activity, which is, we have this shirt here, which is actually the same model as the ones that you see over there. Okay. But the difference is that here you have, you have snaps instead of sewn-up together. Okay. So in videos here, you'll see how those parts can be attached and detached.

Speaker: Participant 16

Wow, this is really Cool.

Speaker: RON

And on this wall here, you have all the options we have now. So I will go through them so you can change the sides, which is just one big piece here. The difference that this one is wider on the bottom. Okay. Yeah. And that one is more straight. You have two options of back. This is the longer version. Now this is the shorter version. Here's the longer version. You can change the collar, which is this part of the shirt, here is a long option. And that one is a shorter one. Yeah. And then you have cuffs. There is this type of cuff, which is more of a naked style. And then you have these ones more like a, like a regular shirt and you have different types of pockets that you can attach here. Here or here.

Speaker: Participant 16

Cool.

Speaker: RON

So these are the options. So, what we are going to do in this activity is that you're gonna keep altering this shirt until you are satisfied with this. Okay. Okay. In the meantime, I will shoot you questions.

Speaker: Participant 16

What do I have to think of? Like a scenario in which I would use it, or just one shirt that I have in my Wardrobe.

Speaker: RON

You can keep the scenario you chose.

Speaker: Participant 16

For the work. Like a work shirt that needs to go from Serious to casual.

Speaker: RON

Okay. So maybe I can keep this one just to make it easier for you. Okay. Okay. Okay. So how would you like to start? Everything here on the table for you.

Speaker: Participant 16

Okay. Thank you

Speaker: RON

You have an idea. Can I shoot to the first question?

Speaker: Participant 16

Yeah, go.

Speaker: RON

Okay. So here we have this amount of options, right? Yeah. Do you think they are enough or would you like to have more?

Speaker: Participant 16

I think they're okay for what you kind of want to do. So I guess like the collar is useful if you need to use it for work, and I need a more fashionable option. But maybe offering more types of collars, like maybe a bit more exaggerated collar that like looks a bit more fancy if you want to go out at night. But for types of things that you can add. Yeah. Yeah. It's fine.

Speaker: RON

It's fine. Just more options. Yeah.

Speaker: Participant 16

Okay. Just more, yeah. Style, like differences, I guess.

Speaker: RON

Got it. How do you feel about this pocket?

Speaker: Participant 16

I like it. Okay. It's a bit, flows a bit, but fine. Like maybe if you have,

Speaker: RON

Ah, okay. Yeah,

Speaker: Participant 16

I Like it.

Speaker: RON

Cool. What would be the next element?

Speaker: Participant 16

I would say, so this makes the size now makes it a bit more like this. If I want to make it more boxy, do I add a larger Side?

Speaker: RON

Actually, it makes more like, you know, like that. Yeah. That one would like this, you can change and see how it looks.

Speaker: Participant 16

yeah, let's try.

Speaker: RON

Yeah. Yeah, please.

Speaker: Participant 16

It's the same.

Speaker: RON

It's the same. Yeah. One for each there.

Speaker: Participant 16

Oh Yeah. I forgot that there are two sides

Speaker: RON

Which side are you gonna start?

Speaker: Participant 16

Let's start, do this one.

Speaker: RON

Okay. So I still want to remove this Piece.

Speaker: Participant 16

Okay.

Speaker: RON

If this is offered in a store, would you like to have every available module or would you buy just some,

Speaker: Participant 16

just the sections, right? Doesn't make sense to, I guess say, yeah, especially on a, like just a plain white shirt. The idea is to have, like, change it up to use it more than once in, more in different contexts. Why would I need like 10 different white shirts, which is what I have now. Like I hate it.

Speaker: RON

Okay, so you would like to curate the pieces that you purchase

Speaker: Participant 16

Yeah, exactly. Yeah, yeah, yeah.

Speaker: RON

Let's see from the side, no, this is the side. This is the back front? Yes. Then look like this.

Speaker: Participant 16

Okay.

Speaker: RON

You have to do, because here we are, look at the effort if you get too tired, and meanwhile I ask another question. Yeah. So let's suppose you go to a store and then you go through this activity and you find the models you want, you buy them, you take them home. My questions. How? How, yeah, what exactly, how would you take care of it? Of them?

Speaker: Participant 16

Hey, well, like starting from the point that I'm not really good at, I don't have a lot of patience.

Speaker: RON

Okay.

Speaker: Participant 16

So if it takes, you know, like the, like those garments that you have to dry clean, I can't stand them, you know? Okay. I don't think this wouldn't need it, but, oh, I'm struggling. Sorry. Gimme a second. I'm struggling a bit.

Speaker: RON

Okay. Like this?

Speaker: Participant 16

Yeah. Oh, okay. Yeah. Just, okay. Okay.

Speaker: RON

I hope like this.

Speaker: Participant 16

Thanks. Yes. If it needs special, like, if I can just chuck it in the wash.

Speaker: RON

Okay. And would you, and you would chuck in the wash like together or you would separate the elements before?

Speaker: Participant 16

I guess it depends, like if there's one, if I like poured sauce on myself and like I had to, that would be very nice though. Now, like it just spills something on the top, or like the front or a pocket, you just chuck it in the wash, like you spot clean and stuff like that instead of having to do the whole garment.

Speaker: RON

Okay. Do you think this is an advantage?

Speaker: Participant 16

Yeah, definitely. Yeah.

Speaker: RON

How do you like it? You prefer?

Speaker: Participant 16

I forgot all the bottom.

Speaker: RON

Okay, now this makes sense. And to store, would you like to store it assembled or disassembled?

Speaker: Participant 16

Oh, assembled. Yeah, because I can't really envision it if, yeah, I like it like This.

Speaker: RON

Okay.

Speaker: Participant 16

Oh, you have the other side.

Speaker: RON

I have, so what you're saying is like the structural part. You would keep it together and just add some details depending on the occasion.

Speaker: Participant 16

Yeah. Well, if you walk into a store, you can't really have just the pieces. Right? You wouldn't, like, most people wouldn't understand it,

Speaker: RON

But in this example that we are imagining you can.

Speaker: Participant 16

oh, okay.

Speaker: RON

this is something available on the market.

Speaker: Participant 16

Okay. Then altogether, I guess. And then, as I said before, you buy different pieces according to your needs.

Speaker: RON

Do you shop a lot?

Speaker: Participant 16

Not much. I do a lot of secondhand if I have to. But

Speaker: RON

Are you a designer?

Speaker: Participant 16

No, no, no, sorry. I buy second hand if I have to. I barely know how to sew.

Speaker: RON

No. Yeah. But it's funny because like you can ask like if someone has experience with clothes, like we all have, right?

Speaker: Participant 16

A bit. Yeah, yeah, yeah.

Speaker: RON

We wear clothes and know how it feels and what we want. And do you think this activity, do you feel like you are designing?

Speaker: Participant 16

It feels a bit like it, but maybe. I think it's the Manne game. The makes it feel like I'm a designer. You know, it feels a bit more.

Speaker: RON

So it's like the context, the surround.

Speaker: Participant 16

Exactly. It's the, yeah, it's environment rather. I don't think I'm at home before like rushing into work or whatever, I put it on, I feel like I'm a designer, you know, I wouldn't feel creative. Well, it allows for certain creativity, right? If you buy, like you go, maybe you go online and you see different styles, you're like, Ooh, actually I'll mix and match in a way that other people wouldn't necessarily do. Right. Which you're designing.

Speaker: RON

Yeah. Interesting. And would you go to this activity in a store if they had it?

Speaker: Participant 16

Yeah, definitely.

Speaker: RON

And do you think it's something to do alone or with a friend?

Speaker: Participant 16

Oh, be fun with a friend. Yeah. Even alone.

Speaker: RON

Okay.

Speaker: Participant 16

I guess it makes styling and like maybe sewing and learning how clothes are made less intimidating. Right.

Speaker: RON

Ah, okay. So could be a good entry point to...

Speaker: Participant 16

Yeah, like a community project, a community Hub. Yeah. People just go. Yeah, that'd be fun.

Speaker: RON

I see. And do you think it would be better with like a guidance?

Speaker: Participant 16

Yeah, definitely. Yeah. Yeah, yeah. For people that don't know,

Speaker: RON

How do you feel?

Speaker: Participant 16

I like it. Yeah. I prefer like this.

Speaker: RON

Okay. What else? Do we want to change? Something else?

Speaker: Participant 16

You said you can put a pocket here.

Speaker: RON

Yes you can. We have these two different types of pockets.

Speaker: Participant 16

Okay. Then actually I might change this.

Speaker: RON

Which parts from these ones do you think you would change more often?

Speaker: Participant 16

Maybe actually to the pockets, depending on whether I actually need them. You know, if I have to go out and

Speaker: RON

Did you participate in the activity before? the journey?

Speaker: Participant 16

What mean? Oh, the, yeah. I didn't, I did it alone.

Speaker: RON

Ah, okay.

Speaker: Participant 16

I walked around.

Speaker: RON

Oh, okay. So you saw this before all. Ah, I did the so just repetition, the introduction. How do you feel about it?

Speaker: Participant 16

I like it.

Speaker: RON

Yeah? Are you happy or want to do something else?

Speaker: Participant 16

I think I'm Happy. Yeah.

Speaker: RON

Would you like to wear it?

Speaker: Participant 16

Oh yes. let's do it. Nice. Yeah.

Speaker: RON

So now, now that you experienced this modular shirt, there's like as a more regular shirt. My question is, did it change the way you feel towards that type of shirt? I want to like comparing both.

Speaker: Participant 16

Not well. Yeah. I didn't realise it was the same thing really. I think because the material isn't the same

Speaker: RON

It isn't, it isn't, right?

Speaker: Participant 16

So no,

Speaker: RON

Do you feel the same about both shirts?

Speaker: Participant 16

Yeah, it's pretty much the same.

Speaker: RON

Yeah. And when you wear, I wanted to tell you if you have any concerns.

Speaker: Participant 16

Yeah, immediately One.

Speaker: RON

Okay. Like this? Negative spaces. Yeah.

Speaker: Participant 16

Gaps.

Speaker: RON

The gaps. Okay.

Speaker: Participant 16

Oh, I love it though. Wow. I Love it.

Speaker: RON

Even with the gaps?

Speaker: Participant 16

Even with the gaps. Yeah. I guess maybe I, especially in the winter, I'd wear like, this is heat tech. Might wear Heat tech.

Speaker: RON

Okay. But you are interpreting it more like a jacket, right? Or

Speaker: Participant 16

Yeah, vague. A bit more like a, I guess, yeah. Cause it's thicker too.

Speaker: RON

Yeah.

Speaker: Participant 16

Oh, I love it. Yeah.

Speaker: RON

Cool.

Speaker: Participant 16

Yeah. Yeah. It's very practical. I love like the pockets. The only thing, well, it's good that it's not snapped because otherwise, of course, it would fall. But maybe it's a bit fiddly. People are lazy and I'm lazy. Especially like, I don't know if I would actually, maybe I'll just buy one side and like not actually change it, even though I want to. You know? Cause like every morning you're like, oh, I wanna change time.

Speaker: RON

Like okay. Yeah. But, so what would you change more often, you think?

Speaker: Participant 16

Definitely the pockets. I would.

Speaker: RON

Okay. Something easier. Like that's just one there.

Speaker: Participant 16

Or the collar if I actually need to.

Speaker: RON

Okay.

Speaker: Participant 16

And the lengths too, I guess if I want something longer, Shorter or cropped.

Speaker: RON

Are you happy with this?

Speaker: Participant 16

Very happy, yes.