

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 2

Speaker: RON

Welcome to the shirt builder, part of the study. In this station, we are looking at the role of effort in a circular garment configuration like this one. And if it can contribute to attachment and connection. To explore this question, we invite you to design your own shirt using the shirt components, which I call modules. But the shirt components that are here in this video, you see examples of how they can be attached and detached from the garment. You can work with it on the mannequin, you can put it on the table, you can wear it yourself if you want. So the idea is that you make this design your own. Okay. Yeah. Shall we do it?

Speaker: Participant 2

Yes.

Speaker: RON

Cool.

Speaker: BP

Play around. You always can go back to the different shirts here to see, think about how it would look for example in the fabric that you chose before then. And always think about this as more like a prototype. So it's really to test the shape. Okay. And reflect on what you think would be the most suited shape for you. Yeah.

Speaker: RON

And so, and also these are the parts that you can check.

Speaker: BP

Yeah. So you have, yeah. The possibility of making the side a bit wider, you can make the front longer. Yeah. You can add pockets in, you can add cuffs, you can make the back longer. You can add a collar.

Speaker: Participant 2

endless

Speaker: BP

So here you are. Okay. So this is the, this side. Side and under the arm.

Speaker: Participant 2

All in one?

Speaker: BP

So yeah, ... This is so is to make it rather than a straight shape. Yeah. Get more loose that you can tie around as you wish. Yeah. And this is also giving an opportunity to replace armpit, which is a point that could have stained things. Or even just to like, think about how you care differently.

Speaker: Participant 2

Okay,

Speaker: BP

So, remember this is like the whole side. So you need to go. So you need to like that. Let's think of a..., who's this right?

Speaker: Participant 2

Okay, So this, ...

Speaker: RON

Yeah. Looks. Looks right.

Speaker: Participant 2

So you, oh, so you can fold in like that...

Speaker: Participant 2

And those ones with Poppers as well?

Speaker: BP

They're not with Poppers. They have been sewn up, but they have the same modules. So the pattern is the same. But except for the fact that they don't have the poppers.

Speaker: Participant 2

But how would we change these ones?

Speaker: RON

We don't

Speaker: Participant 2

Okay. But yeah. But is that the idea that they would have...?

Speaker: BP

Yes. But then we would need to come up with a different kind of fasteners.

Speaker: RON

Do you find it difficult to recognise where in the shirt [this part] is?

Speaker: Participant 2

Yeah. I feel something is wrong.

Speaker: RON

I think it's going, it's going right. Just the back now...

Speaker: Participant 2

Yeah. I do find it slightly hard. And I feel like that's with ... Like imagine it being slightly daunting for someone who's like ease things

Speaker: BP

So that's the difference. Basically, this one you have a bit wider sides and you can have it like also a bit tighter to the body. So it's just giving different options than the straight side.

Speaker: Participant 2

But, so, and you couldn't take the sleeves off because the side panel is part of this side.

Speaker: RON

Yeah. Yeah.

Speaker: Participant 2

That was my initial.

Speaker: BP

Oh, you want to have it sleeveless? Summer Shirt.

Speaker: Participant 2

Yeah. Kinda thing. Maybe we could do like...

Speaker: BP

We can try to improvise.

Speaker: Participant 2

Yeah. Yes. Why not?

Speaker: Participant 2

Yeah, because I think then for me it would be like really versatile. Cuz it could be a summer jacket where you just need like a little layer.

Speaker: RON

Yeah. Okay. That's interesting. Yeah.

Speaker: RON

So you would like to have a little bit more options than?

Speaker: BP

And you would like to, for example, to use this like a belt?

Speaker: Participant 2

Yeah. Should I do the other side?

Speaker: RON

Yeah, sure. Now it's a moment to create. here is the other side.

Speaker: Participant 2

Oh wait, is that right?

Speaker: BP

You took both together. You don't really need them.

Speaker: Participant 2

Is, yeah. It is hard to get your head around. So just start like that?

Speaker: RON

Yeah. Go. Voila.

Speaker: BP

So this actually, this could be solved. Not so difficult. Like if you just would allow people to cut and sew.

Speaker: RON

Yeah. Yeah. Interesting.

Speaker: BP

So would you like to have this as an option? That you could have it with long sleeves, but that sometimes you could have just the half panel to have it completely sleeveless.

Speaker: Participant 2

Definitely.

Speaker: BP

I understand.

Speaker: Participant 2

Yeah. That, yeah. Do you know the brand house of Sunny? No. They've got these like jumpers that are like vest sweater vests, and then they've got poppers with the long sleeves.

Speaker: BP

Ah, okay.

Speaker: Participant 2

So you, and then you kind of have the vest and a jumper.

Speaker: RON

Cool. Interesting. Do you want one of the two?

Speaker: Participant 2

I don't actually, but I've always, ... I've always got the Is that right?

Speaker: BP

That, yeah.

Speaker: RON

I mean, you're changing everything, right? You have to decide if it's right or not.

Speaker: RON

Are you enjoying doing this in the mannequin? You would like to wear it maybe?

Speaker: Participant 2

I could try that. Why not? But it is quite helpful on the mannequin I'm not sure if they stop, sorry... I dunno if I'm like getting into this.

Speaker: RON

That's, yeah, that's the point. That's the, it's kind of beautiful. These things attached there.

Speaker: BP

Yeah, I like it as well.

Speaker: BP

Yeah. Oh wow. Yeah. Very short front with a tail.

Speaker: RON

I never saw a shirt like this. Very unique.

Speaker: Participant 2

Yeah. Is that fine? Although, if you take this off, then it is too long.

Speaker: RON

Is it?

Speaker: Participant 2

Oh wait you can't take it off all the back.

Speaker: RON

You have a shorter back.

Speaker: Participant 2

To match this?

Speaker: BP

No. Not that short.

Speaker: Participant 2

So what is this bit for?

Speaker: RON

It's the front hem.

Speaker: Participant 2

And why can we take that off...

Speaker: BP

... and not the back?

Speaker: Participant 2

Yes.

Speaker: RON

Cause you have the shorter and longer versions.

Speaker: Participant 2

Ah, Okay. That's longer. ... Do I want a pocket?

Speaker: BP

You can go here. Yes. Or you can go under here.

Speaker: RON

No, not really.

Speaker: BP

Not really. Because you removed the front. Yeah. You, you need that to attach.

Speaker: RON

Check the pockets here. Yeah. Cuffs don't make sense anymore.

Speaker: Participant 2

Lay down really nice. So like that.

Speaker: BP

Yeah. Yeah.

Speaker: Participant 2

There's a bit too much going on. I'm stopping. Otherwise it's gonna be a mess.

Speaker: BP

Do you wanna try collar perhaps? Or you're happy with the grandad?

Speaker: Participant 2

I quite like the collar. Yeah. Like, yeah. Good collar. Yeah. There she is.

Speaker: BP

Okay. Fantastic. Amazing. Do you wanna try it on? Or are you happy in the mannequin? You don't need to.

Speaker: Participant 2

yeah,

Speaker: RON

I think it'll be cool.

Speaker: BP

We might need to,.. I'm just thinking about volume and whether we should..

Speaker: Participant 2

I think we should be okay.

Speaker: RON

it's kinda great. It looks really cool, actually. I love this.

Speaker: Participant 2

Yeah. Yeah. Funny. Yeah.

Speaker: Participant 2

I like it. Without the sleeve.

Speaker: RON

If I have this shirt, how, how would you care? How would you like wash and store? Do you have any ideas?

Speaker: Participant 2

I would, I don't really wash my jacket.

Speaker: BP

But let's say that you drop some wine. Do you think you would do the whole thing or just the part?

Speaker: Participant 2

Oh, okay. I guess if it was on one panel, if you couldn't get the stain out, it could be cool just to be able to buy the individual pieces. So just to like replace that one section. Yeah. But I wouldn't, yeah, I, yeah. I feel like I would, if it's white, maybe I'll try and like bleach, like baking. So, but it would be less distressing cause I'd be like always put another section on.

Speaker: BP

. And do you think you would, like, for example, like besides the sleeves, would you like to have more options? Options of changing the shape?

Speaker: Participant 2

I'd like to be able to make the back as short as the front.

Speaker: BP

Yeah. Okay.

Speaker: Participant 2

I just quite like crops things. Nice.

Speaker: BP

And how about like, texture, color. ... Would you like color? ,

Speaker: Participant 2

Color? I actually really like it in, This is calico? I like the kind of utility vibe of it. It looks slightly like a prototype in an intentional way, you know, like when some like scenes are on the outside now for like, it's part of the design. Yeah. And I like the, yeah, I like how it's a bit utility wise. I don't know if I like it as much in the silky.

Speaker: BP

Your previous fabric?

Speaker: Participant 2

Yeah. No.

Speaker: BP

Okay.

Speaker: Participant 2

I would not like it. I don't think it would look good. I think it suits a thicker, heavier fabric. Especially for like a jacket. Whereas these feel like shirts. they feel like a different pattern. But are they the same pattern?

Speaker: RON

Yeah, they're

Speaker: BP

The only difference is the poppers and the pockets are inserted

Speaker: RON

Yeah. I have one last question. Yeah. Now that you went through this experience of designing your own like, and then you can imagine this shirt. Do you see like shirts in like a normal store differently, or you know, if you compare with this experience to the experience of like going for a regular shirt?

Speaker: Participant 2

Yeah. I feel like I love the idea of being able to adapt it. It becomes like more than one shirt. Looking at a normal shirt, little bit of the, I see a bit of a waste. Whereas this has like, this could be three different shirts. Which is cool. Endless, endless shirts.

Speaker: RON

And would you do this process in a store if you had the chance in the store?

Speaker: Participant 2

Probably not. I probably wouldn't feel like comfortable to just like, do that in the store. But I think if it was like on the website and there was like a gif or something of like showing all the options, like done. I see. And then maybe you could have like a video explaining it. It is a bit confusing to get your head around it. Or even a little paper manual, like a step-by-step of all the options. And they could have like names, like to make the difference Violet. Yeah. Yeah. Do this. Yeah. Yeah. So I think in the shop I wouldn't do that. Okay. it'd be cool to like research it online. Yeah.

Speaker: BP

And where do you think, if in the shop, it would not be your thing.

Speaker: Participant 2

I think it would, I think it's more, maybe it's like an English thing. Like you are like, don't wanna take up time and like, okay. I wouldn't want to, like if someone else was looking at it, like, I don't wanna be there for ages.

Speaker: BP

Even if it was like a personalised experience, like something that you book an appointment, you just come.

Speaker: Participant 2

Oh, okay. Yeah. If it was like almost like an open like workshop type thing. Yeah. I think I'd be more inclined if someone was there explaining it and showing me and like being like, would you want to go? Then I would. But I wouldn't just go into the shop and start doing it.

Speaker: Participant 2

So, so the Yeah, the idea is nice. Yeah. Okay. I would, yeah. But I wouldn't just like to walk and start.

Speaker: BP

Yeah. So more of the tailor experience.

Speaker: Participant 2

Yeah. Because I think then you like you need a almost lesson in it and then you can take it home and like play around with it.

Speaker: RON

That's great. Thank You so much.

Speaker: BP

Thank you so much. That is the end of your journey.

Speaker: RON

But as a last question, I would like to ask if you want a picture of you in this outfit.

Speaker: BP

Do you one up to you or even up? It can be the shirt on the mannequin. Not on you. Because I don't mind if you want, does that work? Yes. Because we can print a Polaroid.

Speaker: Participant 2

Cute. Okay. Why not?

Speaker: BP

That it's up to you. Like you can, you can just put it here.

Speaker: Participant 2

I don't mind. It looks good. Yeah. Why not? Let's do it.