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 3

Speaker: RON

Yes. So welcome to the shirt building. This is the part here. And here we are gonna, looking at the role of afor in a circular garment configuration. And if it can contribute to attachment and connection. So to explore we go to a shirt building activity. So here we have this shirt and you will see it has snaps instead of seams. So it's modular. So we have like this, it is composed of different parts and here are some of the parts that you can change, that you can replace. So the idea is that you make this design your own. So if you want with this, this color or maybe with another type of color. So now is the time to be creative and explore the way you want this shirt. Imagine the shirt for you. And this is a prototype, so that's why it's in this, this material. So think about like, think about the, the fabric that you selected and try to, to transfer to this shirt here.

Speaker: Participant 3

Okay.

Speaker: RON

Yeah. Yeah. Okay. So how can we start?

Speaker: Participant 3

Yeah, how to start?

Speaker: RON

Yes. So what are the options here? We have this type of collar and we have this one, which is like the more, more traditional, yeah. Colors would like to put it just to see how it looks?

Speaker: Participant 3

Yes,

Speaker: RON

Exactly. And then with the naps, I think it, this is,..

Speaker: RON

How do you like it? Like this?

Speaker: Participant 3

Yeah,

Speaker: RON

This is one option. You like it?

Speaker: Participant 3

Yes.

Speaker: RON

You prefer with the collar?

Speaker: Participant 3

Yeah.

Speaker: RON

Okay. Well, if you change your mind, we can always change. So, what else can you do? We have like this back, which is the long one. That one is a shorter version. So it'll be more or less like two here. So this, you can change, you can change also this part here, the, which we call sides, which is all of this. Oh, yes. Yeah. And the differences between this one and that one's, this one's a little bit wider, you see? So it'll give more like an oversized look.

Speaker: BP

And then also you can use the strips however you want to make it. Some different shape.

Speaker: Participant 3

Can you even change?

Speaker: BP

Change the size.

Speaker: RON

Yeah, of course you can. Yeah.

Speaker: RON

Yeah. Is it complicated to understand?

Speaker: Participant 3

I think it's okay.

Speaker: BP

Do you like shirts?

Speaker: Participant 3

Yeah. Quite

Speaker: BP

Good.

Speaker: RON

Do you do clothes? I, I forgot this.

Speaker: BP

She, yes, you did with her. No. Yes,

Speaker: RON

Does it help you think to understand how this works? The fact that your profession is related to clothes?

Speaker: BP

Because you're quite good at it. Yeah, I can see some easiness.

Speaker: RON

I didn't tell you, but if you want to, you can use the table or even wear yourself to try, if you feel like you don't have to just Yeah. Options. Options. Yeah. Okay. So we did the sides. Do you like it?

Speaker: Participant 3

Yeah, I like

Speaker: RON

It. I like it too. No, it's more, well now, now you have the option to do the other side. To do the other side or want to leave a symmetric. What do you think?

Speaker: Participant 3

Both sides.

Speaker: BP

I'm sorry, I didn't ask. How do you prefer that we refer to you?

Speaker: Participant 3

[anonymised name]

Speaker: BP

Okay.

Speaker: RON

It's a lot of snaps. Yes. Well, there's a question here if you like to, to be part of the process of like a designing, I do feel that this is designing or? you can be honest. Yeah,

Speaker: Participant 3

I think it, it, yes, yes. It's kind of design. You have the basic one and you just recreate from that. So you know this, this type of design is not just designed from the zero. Yeah. And it's more flexible and you could choose which part you need to test. Yeah. So yeah, that's quite kind of Design.

Speaker: RON

Okay. And do you enjoy doing this kind of design?

Speaker: Participant 3

Yes. Because it has provided some new options, maybe for the people that maybe they're not professional enough to make clothing from the very first beginning, but they can choose their favorite part and they can, like, they can customise the things for themselves.

Speaker: RON

Yeah.

Speaker: Participant 3

Yeah. So I think it's a good option for customers, not only for designers.

Speaker: RON

Yeah. Yeah. So to go to the store and, and have this, this experience like Yes.

Speaker: Participant 3

Yes. They can just go to the store and pick up each park and to see like the overview themselves. Yeah. Rather than just to buy something directly.

Speaker: RON

Would you do that when you buy a shirt?

Speaker: Participant 3

Yeah.

Speaker: RON

How do you like it? [the shirt]

Speaker: Participant 3

Something is, yeah, it's correct. Yes. It's okay. Yeah. Yeah. Okay.

Speaker: RON

Cool. Good. So we have other options here that you can manipulate it. It's, it is gonna be done when you feel satisfied with it and you say, okay, this is something I like it.

Speaker: BP

So for example, the back here, you have the long version, that other version there, it's straight here. So it's bit shorter. And similarly here, the front, you have the short front, but here you have the longer. Yeah. So these are things you can change. Yeah. Yeah. You can add some pockets. So there are buttons here that you cannot touch.

Speaker: RON

Here, here and here.

Speaker: BP

One of those pockets. Yeah. Here as well, there are options to put cuffs in. So few different things you don't need to put everything in. And also we've seen some participants that wanted to remove some parts. So if you wanna try some different configurations, it's up to you.

Speaker: Participant 3

We need some pockets.

Speaker: RON

There are two types of pockets. Which one do you like?

Speaker: BP

There's one with the lid, …

Speaker: BP

Ah, just cuffs. Yeah. Yeah. Because someone wanted to remove the leaves completely. Yeah. But yeah. So yeah. So for example, in the case of these sewn-up shirts here, the pockets were inserted below, but in this one you have more options because you can try it there as well.

Speaker: RON

Think. Chris, talking about options, do you think it's enough options what we have here? Or do you imagine some other possibilities, some other things that are not contemplated?

Speaker: Participant 3

I think it's better to have more options. But just to do that, it's enough for this workshop.

Speaker: BP

And do you think, for example, if you have this shirt, would you like to, like, do you think that you would come back, for example, if your collar had a stain and you need to replace it, would you rather replace for a similar one or for a new design or perhaps a new texture? A different fabric.

Speaker: Participant 3

And I think it depends on the customer. They're willing, and maybe if you have designed some new type of collar and maybe they can improve this shirt. Okay. And they can use the latest, the latest fashionable one. And yeah, I think it's okay. Or you can just keep the old one. The same one, yeah. To keep the original taste. Yeah. I think it's also

Speaker: BP

Okay. Okay. Yeah. So, you, what do you think?

Speaker: Participant 3

I prefer the old one.

Speaker: BP

keeping the same? Keeping the same. Okay. Yeah. And when, like, let's say if you have a shirt like this, do you think you'll be different to take care of it than the usual sewn-up shirt?

Speaker: Participant 3

Yes, because for like this, the modular one, you have lots of parts that can be taken off and taken on. So I think for some problems on the laundry, if it's better to wash it separately and, and when you use spiral, and maybe it's not quite easy to iron directly to make it flat.

Speaker: BP

So you think doing the modules will be easier, like everything separately?

Speaker: Participant 3

Yes. But if we separate each piece apart, like, I think it's not quite easy for the customer to put them back. So you still need to do some instructions or something to tell them.

Speaker: BP

So, and do you think you would always wash everything or just the parts that need?

Speaker: Participant 3

I think because for, for usually we just wash the clothes. The whole one. Yeah. Yeah. So it's like the habits for to wash. Yeah, of course. If, for example, you go to some occasion and you just drop for some wine or something. Dirty things in some part, like the sleeve, and you can just put it out, put it off, and just wash the sleeves. You don't need to wash the, …

Speaker: RON

How do you like it? Yes. Yeah. Another one for the symmetry, right?

Speaker: RON

Do you have any, imagine you're wearing like a model, this one. Do you have any concerns about it?

Speaker: Participant 3

Sorry. Yeah, some things that, I dunno. Some activity that might restrict you from, …

Speaker: BP

Do you think it would be the same as just wearing regular shirts, or something would be different?

Speaker: Participant 3

I think it's a little bit different Because If we have some flexible part, it may have some pop and when maybe it's, it's very easy to, when you do some large like movements. You have such an Issue if you like the button is not Strong enough.

Speaker: BP

So if you dance or stretch.

Speaker: RON

Yes. So it might even change how you move, I don't do larger movements. Yes. Okay. Are you happy?

Speaker: Participant 3

Yeah, I'm happy with that.

Speaker: RON

Do you think that's it?

Speaker: Participant 3

Yeah.

Speaker: BP

Now we have some options for you that we have behind here, a polaroid wall because we cannot give you the shirt, unfortunately, but we can give you a Polaroid picture of your shirt. So either you can like, if you want, if you don't want, we don't do anything. If you want, you can take a picture of the shirt to take with you and then if you want to put it here, or you can put, if you want to put on the shirts, take this picture however, you whatever you want. We have people prefer that, wants to put it on, but it's really up to you. Or if you just want to take a picture, thanks for you, but not put it here. It is also fine. However you prefer. Yeah. Maybe take a picture. Take a picture of the shirt. Yes. And do you want to put it here, your shirt or not?

Speaker: Participant 3

Just take it with me. Yes.

Speaker: BP

Okay. Okay.

Speaker: RON

Did you like to participate?

Speaker: Participant 3

Yes, I'm very good. Yeah? Yeah.

Speaker: RON

Did you learn something?

Speaker: Participant 3

Yes. Learn something.

Speaker: RON

Oh that's the most important.

Speaker: BP

Do you have any feedback for us or was it just great?

Speaker: Participant 3

Yes. Yeah. Quite good enough? Yeah.

Speaker: BP

Okay, good.

Speaker: BP

Do you think if this experience was in a shop, you would participate in the shop? Like if you were now in Westfield and there was one of the shops that allow you to, create, well build your shirt before you buy, do you think you would?

Speaker: Participant 3

Yes, I could. It could be like part of the store. or Activity.

Speaker: BP

Would you prefer to do it alone or with like people like you have here, people helping you through the process?

Speaker: Participant 3

I think with more people. Together.

Speaker: BP

Yeah. With friends or just on your own?

Speaker: Participant 3

With Yeah, with friends.

Speaker: BP

Okay.