

**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 4

Speaker: RON

We are now going to the shirt builder. We're going to design a shirt. We have this one here. Yeah. Which is a prototype. So it has lots of the snaps and different parts, which you see there on that window. Yeah. That window, how does it display? Display That display, yeah. On that display. And here, on this other display, you see the videos showing how you would attach and detach these components. So here it is like more or less the base. And then now you're welcome to make this shirt your own, like changing whatever you feel like. And it finished when you are satisfied with the result. Okay. Yeah. Okay. You are welcome to use the mannequin. You can wear yourself if you want. There's a mirror there to see how it looks like. You can also put me on the table, so as you prefer.

Speaker: BP

And you will be interacting with me, asking some questions as you go through the process. And yes. So, like Ricardo says, always thinking that this is more like a prototype, you can imagine it as if it was with the fabric of your choice in the end. Yeah. Or yeah. Or just think that you like this fabric and go, just Yeah. Dive in. Yeah. With this idea. So yeah, that's it. And so you can, just replace parts, detach parts. Feel free to change it however you want

Speaker: RON

To explore. So we have like two different types of collars. We have cuffs. You can attach pockets.

Speaker: BP

Here at the moment it's assembled with the long back. So there is the option of the shorter back there. Here you have the version of the wide Yeah. With the tight side. And there it's more like a straight side. And then same length situation here, you have a longer front hem there. Ah, yeah. And also pockets. You can use these buttons and this and this to attach and we are here to help. Some of the parts are not Obvious. So if you have questions, we're very happy to guide you.

Speaker: Participant 4

I'd like to remove this cuff. I think it's the First.

Speaker: RON

Oh, okay. It's the side. It's like the just one piece.

Speaker: Participant 4

I was wondering how it was.

Speaker: BP

the idea is that we're trying to think about parts that perhaps will have some staying or problems first. Yeah. And how to make it easier to replace them or to care and repair, even on the washing machine.

Speaker: RON

So this is the more wide one. This is more slim I would say. You see this?

Speaker: Participant 4

Ah.

Speaker: RON

Yeah. So this is the difference. Do you find it complicated to figure out what is where?

Speaker: BP

You need to think of it like the other way around.

Speaker: Participant 4

Okay. Ah, yeah. Yeah.

Speaker: BP

I find it easier to either like, think of it like this, or even to lift, to lift up. But yeah, it's however you feel is more intuitive.

Speaker: RON

This is one of the biggest pieces. Do you like it better like this? Let's see... what do you think? I know there's....

Speaker: BP

There's something missing.

Speaker: RON

No, no, there's just some snaps to do. Ah, the collar is here. Do you know about clothing?

Speaker: Participant 4

I have. Oh, yeah, I did study fashion. But I'm not, I'm not very tech. I'm not like a, I'm not technical kind. It's not my strength.

Speaker: RON

So you feel like your knowledge in fashion is not really helping you right now?

Speaker: Participant 4

It is and it isn't. Yeah. I'm also just trying to think of the outcome without thinking of it technically.

Speaker: BP

Yeah. So this one is again, with all the snaps inside,...

Speaker: RON

It takes a little bit of time to understand, but then, when you get the hang of it, just go,

Speaker: Participant 4

Is this the front hem longer?

Speaker: RON

Yeah. So we would match the back. Yeah.

Speaker: RON

Yes. Yes. Yeah. What's your name again? Sorry.

Speaker: Participant 4

I'm [anonymised name].

Speaker: RON

[anonymised name], yeah.

Speaker: Participant 4

And you?

Speaker: RON

Ricardo.

Speaker: BP

Bruna.

Speaker: RON

Nice to meet you [anonymised name].

Speaker: RON

[anonymised name]. If you think like as a consumer, like someone would buy a shirt, would you, would you like to have like this type of control over a garment? Like deciding which collar?

Speaker: Participant 4

Yes. Because quite often, like if you find something and there's maybe a part of the detail that isn't quite, isn't quite fit or it's not quite like, I quite like oversized, but then there's usually, yeah, you, especially with a shirt, there's certain details that you kind of quite appreciate, but they're not always in the kind of sizing or the color or the fabric that you would Yeah. Okay. I think,

Speaker: RON

Yeah. And, and, and do you think you would like have like lots of different parts, or you just select one by the ones you want and that's it? Or you would like to take it home with more options?

Speaker: Participant 4

I think maybe something where you can maybe make it more fitted and then maybe more emphasis maybe to do with the sizing. Cause sometimes you want like a more fitted chair to talk into something. Sometimes you wanna wear, I think, not necessarily kind, kinda add on, but ways to adapt the shade. Shade would be functional. I would see would be a functional purpose to have it interchangeable.

Speaker: RON

Yeah. I see.

Speaker: RON

Do you see this activity as you are designing the clothes, or not really?

Speaker: Participant 4

It feels a little bit like, you know, you like sampling or kind of experimenting on Yeah, but it feels like I'm, I'm make, it feels like I'm making it.

Speaker: BP

Okay. That's, even though I'm not technically sewing or design or drawing a design, you still feel....Personalising it. Yeah.

Speaker: participant 4

Yeah.

Speaker: RON

You would like to wear it like this model like this [with snaps]. I would prefer like this sewn-up version, like you saw before.

Speaker: Participant 4

This one. Yeah. Yeah. I think, I think I've quite like a simple kind of overshoot, oversized, even like men shirts kind of quite, but some type with some kind of slightly feminine details. Maybe

Speaker: RON

But then seems that this one fits your personal taste as well, right?

Speaker: Participant 4

Yes. The design. Yeah.

Speaker: BP

No, no, no. You doing it?

Speaker: Participant 4

We can leave the just do half. Yeah. Oh, okay. Yeah.

Speaker: RON

Well, we can try new things as well. Yes, that's true. Maybe discover things that we didn't think about.

Speaker: BP

This one. Yeah, that's it.

Speaker: Participant 4

So should I leave this side?

Speaker: BP

No, you can do it if you want, but normally there are some buttons there.

Speaker: RON

It's funny, some people go for symmetry, some people go for asymmetric things. Yeah, yeah, yeah. Do you think this, this amount of options are enough or would like to have more options?

Speaker: Participant 4

I think maybe more like, like playing with collar size.

Speaker: RON

Ah, okay. Like, okay. Yeah,

Speaker: Participant 4

Because I think this, it's kind of is quite small and I guess if you are making it longer and length wider, you'd want maybe to play with the collar.

Speaker: RON

Okay. Is there any module that you, by module, I mean this part is there,

Speaker: BP

it's components.

Speaker: RON

Yeah. Yeah. Any component that you didn't see here that you think would be nice to Have?

Speaker: RON

I mean, you mentioned already, like different models. Yeah.

Speaker: BP

Could also be, yeah, like more options.

Speaker: Participant 4

Yeah. Like the front panel. So maybe it's not necessarily down here, maybe it's coming from the top.

Speaker: RON

Yeah. But then like variations on this.

Speaker: Participant 4

Yeah. On the, maybe the front part.

Speaker: RON

Yeah. I see. Nice. Do you like it?

Speaker: Participant 4

Yeah, I think I prefer his length

Speaker: BP

Okay.

Speaker: RON

How do you feel about pocket?

Speaker: Participant 4

Yeah. I think I'm gonna add a pocket.

Speaker: RON

Yeah. There are two options. And then you choose

Speaker: Participant 4

I think this one with the flip

Speaker: RON

Another question, sorry. If you have this cloth that's supposed you made the design, would you like it, you buy, you take it home, how do you think you would take care in terms of storing and laundering?

Speaker: BP

Do you think you'll be like similar to regular shirts or would there be something different?

Speaker: Participant 4

I think cuz if you've got components that you are not always wearing as part of the shirt, they could easily get lost in your drawers or in your wardrobes. Maybe some kind of something to contain them and keep them

Speaker: RON

Like boxes

Speaker: Participant 4

Or Yeah, like a, like a, a drawstring bag or something that you hang with the hang or as part of the hanger, maybe the hanger has got some kind of design bag you keep all of the parts into

Speaker: RON

And you would like have like this mounted, like assembled or would like to assemble. Especially for different, for each occasion. Yeah. You know what I mean?

Speaker: Participant 4

It might be, I guess it's, it's a bit, maybe a bit more kind of, it's like getting flat pack furniture, right? Yes. It's a little bit scarier than if it comes kind of in maybe a basic kind of the simple and then you can adapt it. Yeah. But I think, yeah, some people that it might be kind of like, well how do we even put it together? It might kind of deter from kind of, yeah. Wanting to, from it being a,

Speaker: RON

Yeah, it does make sense.

Speaker: BP

And in terms of this possibilities of modularity, do you think, like for example, let's imagine that you have a hole in one pocket. Would you like, do you think you would make the effort to go back to the shop to either get it repaired or replace it?

Speaker: Participant 4

Yeah. Cause I get it, the shirt itself, I'm happy with the quality and the fabric and the fit of it. And it was just one part and it was, it was cost effective. It wasn't like, it was kind of relatively kind of, it was, it was, it wasn't like so much of the cost of the Yeah. Visual piece. That would make sense. Yeah. Yeah, yeah. Like quite often if you get a stain on a sleeve or something, so if you can,

Speaker: RON

But it has to be cheaper, not like the part

Speaker: Participant 4

It has to be some incentive for you to want to keep coming back.

Speaker: BP

Yeah. And do you think you'd like to maybe like change the design when you go for like Yeah. Replacing a part or perhaps just keeping the same as you originally?

Speaker: Participant 4

I think maybe keeping like a classic core kind of range of pieces that, you know, kind of are the classic shirt. But then I guess as styles change and different things come in, like different types of pockets, maybe box plate or different sizing. But then I guess, yeah, I think to kind of keep it, keep it fresh. Fresh.

Speaker: RON

Keep it fresh. Like following some trends maybe. Yeah. Okay. Yeah. Would you like to try it on to see how it looks in, you know?

Speaker: Participant 4

Yeah. Yeah.

Speaker: RON

I think it's fun. Yeah. Yeah. I have a question. You might like it. Let's see if you find nice or if there's something else to be done.

Speaker: RON

There's, there's also ffs in the back.

Speaker: Participant 4

It always kind of quite feels like a jacket in a way. Kind of like a Little bit like a trench.

Speaker: BP

Okay. Actually, the pockets with the long version look nice. Ah, yeah. We didn't replace one of the sides.

Speaker: Participant 4

I don't know. I do actually quite like the,

Speaker: RON

These two different sizes.

Speaker: Participant 4

Yeah. Well, it was the first thing I went to take off, but I quite like it just how it is Yeah. The size. Yeah.. So I quite like the look of that versus this feels a little bit more kind of like a, ... Like a fisherman's jacket.

Speaker: RON

That's true. Yeah.

Speaker: Participant 4

I feel like this makes, yeah, it does look. So I prefer this side having now. Yeah. So it's kind of changed.

Speaker: RON

Okay.

Speaker: Participant 4

But I, I quite like, it I think, yeah,

Speaker: RON

And now that you've worn it. Do you have any concerns about wearing this Piece?

Speaker: BP

Like as a modular, as a modular thing or would just happily wear it?

Speaker: Participant 4

I think maybe I would maybe worry the pocket if I was putting my phone or something heavier in, in case it kind of pops I look at the button, but in case it kind of pulls, ends up pulling this down.

Speaker: RON

Yeah. It does make sense.

Speaker: BP

So maybe a bit more secure system

Speaker: Participant 4

And maybe this is popping open a bit.

Speaker: RON

Yeah. Because I have to imagine that this would be like a more like a shirt.

Speaker: Participant 4

But, but other than that, and I think maybe the collar. Yeah. Something to do with a different collar,

Speaker: RON

Yeah. I feel that you don't really like this one yet,

Speaker: Participant 4

But yeah, I'm, yeah, I'm actually, I'm, I'm actually surprised how quick Yeah. You can kind of change

Speaker: RON

The, yeah. Do, do you want to change this part to see how it is or

Speaker: Participant 4

Yeah, I think so

Speaker: RON

Okay, let's change. Let's change, let's, yes. So let's put back here.

Speaker: RON

Well now you are almost an expert

Speaker: Participant 4

Even coming kind of having kind of some background within this. I, I think even for someone who doesn't have any kind of experience of, stitching, of gum design or construction, it's quite, it's quite accessible. it's quite kind of easy to change.

Speaker: BP

Yeah. Probably this design I think is the most complex because Yeah, it's not usually made,

Speaker: Participant 4

It's understanding how,

Speaker: BP

Not usually how our regular shirts are made. So you need to do that. Okay. It's together.

Speaker: RON

Yeah. And now that you have experienced this type of modular garment, if you compare with like a, a regular soap shirt. Mm. What's the question again? Do you feel differently about the shirts that you like to see on the shopping windows and stuff?

Speaker: Participant 4

I guess it's kind of opening up new ways of thinking about clothing and adapting it, kind of the longevity and rather than looking at what is the other new, what is, it is a different shirt that I could buy. But actually you could, but I also, cuz I think I'd also kind of previously thought kind of things that pop together might not have the feeling of a real garment, a real kind of item of clothing. But I think this, it's kind of done in a way that it's, you wouldn't think it's modular, but yeah.

Speaker: RON

Oh that's nice. Nice. That's nice. And would you do this process in a store? Or would you prefer, like in the comfort of your home?

Speaker: Participant 4

I think it could be quite, quite good to do well both. Yeah. I think in-store as well, you could get feedback, and you can get guidance, and you could receive different examples. See how other people are doing it to kind of get inspiration.

Speaker: BP

And do you think like you would rather have it as an individual experience, like something more private or maybe something that you come with friends or even as you said with other people that you don't know, like what if your more your, your preference

Speaker: Participant 4

I think, yeah. With friends or with people who can give their opinion. Do you think this length or this length? Because that's when you were going to a changing room, you're asking people's opinion. Does this, does this fit? Does this fit? And you can actually change it while you've got somebody there to hear their feedback.

Speaker: RON

Yeah. That's nice. Are you happy?

Speaker: Participant 4

Yes, I am.

Speaker: RON

So this would be shirt by Sarah. So as the last thing that is offered here, if you come here, we have this polaroid wall. There are people flaunting their creations. Yeah. Some people wanted to pause with their shirts. Some people just put on the mannequin. Yay. Yeah. Would you like to join? Yes, I would. Yeah. And you get one copy for yourself as

Speaker: Participant 4

Well. Yes. Are there any photos I can take as part of my research? It's just kind of also really interesting, my research Yeah. That I'm doing for my master's in circularity and textile.

Speaker: RON

Cool. Now we can give you one copy. Yeah. Yes. Would you like to wear it or take a picture on the mannequin?

Speaker: Participant 4

I'll wear it. Yeah. I mean, yeah, it would be, I'll wear it and you can feel the...

Speaker: RON

Okay, fantastic. Yeah, you can.

Speaker: BP

Too. Yeah. You can style however you want it. Yeah, feel free.

Speaker: RON

So you are investigating circular economy as well.

Speaker: Participant 4

Well I'm only just, I'm only just starting, but I'm looking at more of like, like textile waste from the fashion industry and maybe upcycling or your craft or like

Speaker: RON

No, really good. This is for your master, you just started

Speaker: Participant 4

In? Yeah, I just started in October.

Speaker: RON

Oh, that's so nice.

Speaker: RON

Congrats.

Speaker: BP

It's a big step. Yeah.

Speaker: RON

Sorry. It's

Speaker: Participant 4

Okay. That's it takes out this oversized look, right?

Speaker: BP

Yeah, that is good. This is actually the nice part of the modules. You can as quickly Prototype,

Speaker: Participant 4

But it's interesting how quickly you can, you can change a garment and it's, and then it's, it's something, it's something completely new. I dunno like 15 minutes. Yeah. Yeah.

Speaker: RON

Do you miss having like a collar options as well? Or different textures?

Speaker: Participant 4

I mean, yeah, you could do contrast. Contrast, I guess as well. It's not necessarily the components. You could also change the fabric, the color. Yeah, exactly. Do like be block, block different kinds of block colors. Yeah. Or like have something Yeah. Like have a texture. It's like combinations of different fabrics ...

Speaker: RON

Yeah, it can go super well, but it can go super wrong

Speaker: Participant 4

As well. Yeah. Or like a different fabric on the pocket ..

Speaker: RON

Ah, this is might be the details that you mentioned before.

Speaker: Participant 4

Yeah. Like just small, very kind of, yeah. Yeah.

Speaker: RON

Okay. That's it. Yeah. Okay.