**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 6

**Speaker: RON**

Okay, so now we are gonna work in the shirt builder. And this is the station. We are looking at the role of effort and in our circular garment configuration, and if it can contribute to attachment and collection. So to explore this question, we are gonna invite you to go to this activity, which is: Here we have a prototype of a shirt. And this shirt is a bit different because it has these poppers attached to it. So you can configure it, you can build, make adaptations using the parts that are in this, in this panel here. These are the parts on the video over there….

**Speaker: BP**

Just one moment. I forgot if you, you can take this off now, the bracelets, so you have a bit more freedom.

**Speaker: RON**

So, okay, so then we have this modular shirt here. We have those parts over there. Here in the video are just examples of how you attach and detach those pieces. And the goal of this exercise is for you to alter this shirt the way you want to make it your own. Okay. And you can work here on the mannequin. We can put it here in this table. You can wear it if you want. So feel free to, to explore. Okay. And then while you do this, I will ask you some questions and then we have just this conversation.

**Speaker: Participant 6**

Okay.

**Speaker: RON**

Here, there's this working sheet, which is, if you, yeah, if you want to, you write down some things or we just make it conversational.

**Speaker: Participant 6**

Okay. Okay.

**Speaker: RON**

So how do you want to start? So these are the parts.

**Speaker: Participant 6**

Yes. I'll start at the back. At the back. Okay. Okay.

**Speaker: BP**

So at the moment, the back is long. That one is a shorter back.

**Speaker: Participant 6**

Okay.

**Speaker: RON**

Yeah. So you'd like to try? So you're going for a shorter back.

**Speaker: Participant 6**

Oh, I can use any of these pieces from the mannequin as well?

**Speaker: BP**

Yeah, the idea that you replace whichever part you want to play with.

**Speaker: Participant 6**

I guess I'll work with the mannequin. I just want the long one.

**Speaker: RON**

You want the long one. Okay. So I'll put this back.

**Speaker: BP**

So yeah, it's like you can use it here as a starting point and then you just, swap what you are not happy with. So for example, the side here is one with this kind of fashioning, like that you can make it tighter or looser. That one is just. This is a longer front. And then there we have the shorter front. You have the option to put pockets here and also here. Okay. And the collar you can add or not. And cuffs as well. Here is the one without, you can put and make it more adjusted. I do want cuffs. You love cuffs. Cuffs. Okay.

**Speaker: RON**

I put all of them here in the table and then I'll put some pockets here as well. Okay.

**Speaker: BP**

I think like this.

**Speaker: Participant 6**

This?

**Speaker: BP**

Yeah, they have to fold over like this. And we are here to also help if you have any questions.

**Speaker: Participant 6**

I thought I wasn't allowed to ask for help.

**Speaker: BP**

Oh no, you can ask. It's not a test.

**Speaker: BP**

Yeah. So you can take a look at both of them and see which one you think is nicer.

**Speaker: RON**

So, what do you think about these parts, like a cuff and pockets? Do you think it's enough or would you like to have more options?

**Speaker: Participant 6**

For different parts? I do wish for more different types of pockets. There are only two types of pockets. One has like an envelope shape. and one with the zipper.

**Speaker: BP**

No, it's just open.

**Speaker: Participant 6**

Okay, okay. Yeah. Maybe more. More different designs because I want a one pocket or maybe two pockets on the top. On the top. Just the top. And I want something that is easy to put in stuff. Maybe just like a pocket that looks like this… And it just like stops here. So

**Speaker: RON**

Like a classical simple. I see. Do you have experience in constructing clothes?

**Speaker: Participant 6**

Not from scratch. I'm interested in upcycling clothing. So like I go to vintage shops and buy just like cheap materials and I just do like patchworks and remake 'em at home. So I do have experience of sewing, but not like this, like making everything from Scratch.

**Speaker: RON**

Okay. Yeah. The way you describe the clothes looks like you know what you're talking about.

**Speaker: BP**

Oh yeah, yeah.

**Speaker: RON**

Yeah. It's very detailed. So more, more options of pockets. The same goes for like the cuffs you have, or you're more interested in pockets?

**Speaker: Participant 6**

For the cuffs. I think this is like the most common design.

**Speaker: RON**

Yeah. You're right.

**Speaker: Participant 6**

But to be specific, I do want more variations as well. Like this is like what? Five centimeters? I want more like 10. Okay. Big ones. Because I do like loose fit. And for baggy, if I were to make baggy clothes or oversized clothes, this would be a little bit too narrow. Narrow. Okay. Yes. Sure.

**Speaker: Participant 6**

So this is the shorter hem?

**Speaker: RON**

This is the long version.

**Speaker: BP**

The short one, the long one has this curve here.

**Speaker: Participant 6**

I do want the short.

**Speaker: BP**

Okay. So yeah, that's it.

**Speaker: RON**

Okay. So, this towards the shorter, I do have another question. The same topic of the, the pockets, the different options. If you go to a store and there's this type of multiple garment and all these varieties of pockets available, do you think you would like to buy all of them or just some?

**Speaker: Participant 6**

All of the pockets,

**Speaker: RON**

Yes. Okay.

**Speaker: Participant 6**

I've never had that kind of experience. It's a little bit hard to imagine. But yeah, I think I would buy all of the design. Yeah. All of the design. So I can change it according to how I feel that day or, or my needs maybe. Yeah.

**Speaker: BP**

So, depending on what you're gonna use it for. Yeah. Change the Design

**Speaker: Participant 6**

maybe for like the envelope shape, what the flaps I would add in like more when I don't want to carry a bag or something that day and I can just step everything in there. In this, I feel a little bit more secure, but …. Especially in London, if I have just these kind, everyone can just slip. Yeah. So it really depends on the needs. Yeah. But I would definitely love to have all the different types of

**Speaker: RON**

And to choose, it would go for like a functionality first and then the look of it or

**Speaker: Participant 6**

50 50, it's both at the same time.

**Speaker: RON**

Yeah. Okay. That's good. So it's long in the back and a short in the front. The front.

**Speaker: Participant 6**

And I want the collar.

**Speaker: RON**

Okay. You have it.

**Speaker: BP**

So the collar is similar to the cuffs folding.

**Speaker: Participant 6**

There's one more here.

**Speaker: RON**

And one more question for you. So would you replace or update models in a garment? So if you have this one, would you replace just one part or everything?

**Speaker: BP**

For example, if you already own the garment, then after some time, for any reason, it could be styled or something got damaged, would you replace just the parts that were different?

**Speaker: Participant 6**

Yeah. If they were all replaceable. I would, yeah. Just, just replace parts.

**Speaker: RON**

And which one do you imagine it would replace more often?

**Speaker: RON**

The collar.

**Speaker: Participant 6**

Well, I mean for, I guess for the collar, it's easier to get like stains.

**Speaker: RON**

Yes, you're so right.

**Speaker: Participant 6**

This part I tend to get a lot of, because I study, I still study with like a regular pencil. It kind of gets Smeared. The pen marks and, okay. And I folded the cuffs up, like rolled it up. So it's just in the inside, not really. Like if I, I see. Yeah. I fold it up somewhere. So when I write something, it's only on the inside part. So like, okay, just unrolled it, it's, it doesn't show, but I want to replace that.

**Speaker: RON**

it makes sense. Makes sense. Got it. Got it. You like the pocket here?

**Speaker: Participant 6**

Yes.

**Speaker: BP**

Then this side you can have like with this,…

**Speaker: RON**

Yeah, with the, how we call this? Belt?

**Speaker: BP**

It's like a different fastener ….

**Speaker: Participant 6**

This is the most… these are like the . .

**Speaker: RON**

Okay. So while you reflect on what you are gonna change next. Imagine that you have this garment, it's modular. How would you take care of it? In terms of like storing or laundry? Can you imagine?

**Speaker: Participant 6**

Yes. It really depends on the fabric. But for certain fabrics, I don't wash it every time I wear it. Mm. So to keep it longer, and I just spray it with some fabric spray, or when it starts to get smelly, I'll just like hang it outside in the sun.

**Speaker: RON**

Okay. Yeah. So with the fabric you chose in the first one, would you do that?

**Speaker: Participant 6**

Yes. For that one? Yeah. I wouldn't want it too often cause it's quite like sensitive materials. If I wash it, it might get scratches.. Or like it might shrink. So, so many risky things. So I would just wear it a couple of times or until it gets really dirty. Yeah. I just, I think I'm gonna treat that material just the way I treat my jeans. Really good pair of jeans

**Speaker: RON**

Washing. Okay. Yeah. But the modularity aspect would not change the way you take care of your clothes.

**Speaker: Participant 6**

Yes.

**Speaker: 2**

You keep doing the same. Yeah.

**Speaker: RON**

Okay, Good. What else can we do? We can put pockets here if you want.

**Speaker: Participant 6**

Yeah. If I were to put the pockets down here, I would be three pockets.

**Speaker: RON**

Yeah. There are too many pockets

**Speaker: Participant 6**

Because we already have the bow on the side. Yeah. Like if I put three pockets, that'll be over. Yeah, yeah,

**Speaker: RON**

Do you think, do you feel like you are designing when you do this, when you perform this activity?

**Speaker: Participant 6**

Yeah, I really care about the design. I guess for the last question that you asked, whether I care about design or the function, I do look at the appearance. I care about the appearance, and then it goes to functionality

**Speaker: RON**

Ah, okay.

**Speaker: Participant 6**

Yeah. So yeah, I do like a simple look but with a little bit of touch.

**Speaker: RON**

Some details here and there.

**Speaker: Participant 6**

Yeah. So I wouldn't buy something that has this shape, but without the pockets or without the, I want something that can do some arrangements and customisation. That's why. But if I put anything out, I think that would be much.

**Speaker: RON**

Okay. And do you think the modular aspect of this closet makes customisation more easy or more difficult? If there's an impact? Do you understand my Question?

**Speaker: Participant 6**

Yeah. If the model, this model, is it easier to customise?

**Speaker: RON**

Is that Yeah. Yeah.

**Speaker: Participant 6**

Actually yes. I think I can think of a lot of looks or like outfits. When I think of this cause of the bows, I can just let it down and just tie in a bow if I'm feeling cute. Yeah. But we can also tie it in the front if this is long enough and I can just Crop it. all of these are like replaceable, then for the summertime I'll just take it off.

**Speaker: RON**

That's great. Good. So are you happy with this?

**Speaker: Participant 6**

I'm very, yes.

**Speaker: RON**

Yes. Great. So, the last part is we have like here we have our polaroid wall with people flaunting their creations. I would love for you to participate, we can give one for you as well.

**Speaker: Participant 6**

Of Course.

**Speaker: RON**

Would you like to wear it or just on the mannequin?

**Speaker: Participant 6**

if I can fit…

**Speaker: BP**

Yeah. You can fit. This is a size 14.

**Speaker: RON**

Now that you're wearing it, do you have any concerns about the modularity?

**Speaker: Participant 6**

I think

**Speaker: BP**

Yeah. Do you want help with the, oh, you want to fold it with maybe?

**Speaker: Participant 6**

maybe it's not gonna look good on this piece.

**Speaker: BP**

Ah, because of the buttons. volume.

**Speaker: RON**

So no concerns?

**Speaker: Participant 6**

I do have little concerns for this part. It was too, because I don't really prefer garments that, so that's why …I wear loose. Maybe it's like when I just shake my hands, it's like it, it stops here. See, I don't need to be Big enough so that it's

**Speaker: BP**

do you wanna try without the cuff maybe?

**Speaker: Participant 6**

Yeah.

**Speaker: BP**

We do one side and then you can compare them. How about That?

**Speaker: Participant 6**

Ah, yeah.

**Speaker: BP**

you can look closer if you want in the mirror.

**Speaker: Participant 6**

Yeah.

**Speaker: BP**

yeah. It's nicer

**Speaker: BP**

It looks nice actually, with this outfit that I'm wearing.

**Speaker: Participant 6**

Yeah. I like it.

**Speaker: RON**

Oh, one last question before we take the picture. Now that you have gone through this process, you notice modular options, if you compare with regular shirts, the ones that are sewn up, how do you feel about in terms of a difference in, like, do you have any comments on that? If you are going to compare these two types of shirts.

**Speaker: Participant 6**

Yeah, it's really nice because for the ones that are already sewed down, you can't really change it. But there's always some kinds of flaws in a piece. It doesn't suit you, right? Yeah. So I sometimes, when I go to shops and it's like a design that I really like, but then when I actually wear it, like some parts just don't click.

**Speaker: BP**

Yeah.

**Speaker: Participant 6**

Yeah. Just like this one part. If I can fix that, that'll be great. But for this one, it's all like replaceable. You can do a lot of customisation. So even if you, you know, do have concerns at the beginning, you can arrange it however you want to. So the flexibility, and like you can like build your creation and you don't have to really care about like the flaws at the initial stage when you buy it.