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 7

Speaker: RON

So this is the shirt builder and this is the station. We are looking at the role of effort in circular garment configuration and if it can contribute to attachment and connection. And to answer this question, there's this activity where we have this shirt over here. This shirt is a prototype and is composed of different parts and models. There are snaps together through this, through these poppers. Those are the extra components that you have here in this video. You can see how the parts are, attach it and detach it, from the garment. You can work on the mannequin, or you could put it on the table if you want. You can wear as well if you want. Actually, it's a good idea just to have the feeling of it. And the idea is to keep altering this design, adding and subtracting elements until you are happy with it. And while you do that. I will ask you some questions. Sure.

Speaker: Participant BP

Okay. So I don't know where to start, so, I just put all these together, or sorry,

Speaker: BP

you transform from this one.

Speaker: Participant 7

So, this is my base?

Speaker: BP

Yes. This is your base.

Speaker: Participant 7

And I try to add more.

Speaker: RON

Yeah. Or take out or put

Speaker: BP

However you feel like

Speaker: Participant 7

So, is this back identical to that back?

Speaker: RON

No, no, this is longer. The other one is shorter. Do you want to change to another longer one? Shorter?

Speaker: Participant 7

Yeah. That would be my first choice.

Speaker: RON

Okay. I will get it for you.

Speaker: Participant 7

Thank you. Here. Just put back. Yeah.

Speaker: RON

So you prefer a shorter back.

Speaker: Participant 7

Yeah. So I can wear it, you know, tucked in or not tucked in. So it has that kind of flexibility.

Speaker: RON

Yeah. Course. See here, yeah. You, you might want to continue. I will do this side for you. Because I don't know if you notice, but here under the arm is a bit different.

Speaker: Participant 7

Yeah, I noticed. I'm gonna work on that bit.

Speaker: RON

Okay. This part here, which we call the side. Yeah. So, the difference between this one and that one is that this one has this little bit. Yeah. Is a little bit wider. Yeah. And that one more straight. Oh yeah, this is it.

Speaker: Participant 7

I'll keep it for now. It's a lot of work.

Yeah, it's a lot of work. It's fine. This is just …

Speaker: RON

You can put pockets here, here and here. Can also change the color and change the cuffs.

Speaker: Participant 7

Nice.

Speaker: RON

And talking about these possibilities. Do you, do you think these possibilities are enough or would you like to see other types of elements?

Speaker: Participant 7

I would actually, I would

Speaker: RON

like what?

Speaker: Participant 7

Not sure, but I would just be fun. For example, collars have four or five different choices. But I think it's enough. It's definitely enough to, to play around for a long time, but would be better… Always would always be good more.

Speaker: RON

Okay. Maybe we can just take out the pockets. It's on the table. So you can have an overview.

Speaker: RON

So if I wanted to put a pocket here. Yeah. In here you use this.

Speaker: Participant 7

Oh, there's also Nice. Nice. Okay.

Speaker: RON

You can try first and see how it looks. Do you feel like you are designing the clothes while we do this?

Speaker: Participant 7

I do this. I do. That's actually because I'm not coming up with anything originally in a way, but I do feel like designing.

Speaker: RON

You can also think outside the box. Some people took the whole sleeve out or made a crop top. Ah, another difference that I didn't tell you there, here is the short hem and there's the long hem that goes to here. Okay. There.

Speaker: Participant 7

So either way it works.

Speaker: RON

No. Let's see.

Speaker: Participant 7

Sleeve.

Speaker: RON

So this one is this size.

Speaker: Participant 7

Okay,

Speaker: RON

So this one. No, here's the front side. So this? It's a bit complicated in the beginning for me. It took like some weeks to understand. I have another question.

Speaker: Participant 7

Sure.

Speaker: RON

So let's suppose you go to a store and you have like a modular garment and they offer you all the options that you want, different focus, different colors. Would you buy all of them or just some? Is it clear my question?

Speaker: Participant 7

So I go to a modular cloth shop. Yeah. And they sell these different Modules…

Speaker: RON

Yeah. Would you buy all of them or not?

Speaker: Participant 7

I would, I think, depend. So I would probably start with just a standard one with, for example, if I really have a favorite pocket, two of them I would get to, to start something like that. So

maybe getting a base and then just getting a couple of my favorite parts to start with, and then build my collection.

Speaker: RON

I see. And, and their criteria to get the modules would be more like how they look or if they have a function? Or both?

Speaker: Participant 7

I think both. Both. Both are important.

Speaker: RON

Can you imagine a different one that we don't have in here that would be interesting to have?

Speaker: Participant 7

I think an inside pocket would Be Good.

Speaker: RON

Ah, yeah, that's a good one. Yeah. So

Speaker: Participant 7

Like a pocket on the inside, because that's where I tend to keep, actually, a lot like Keys Yeah. And Stuff. So, if my clothes don't have that, it's kind of annoying.

Speaker: RON

Yeah,

Speaker: Participant 7

But this is a shirt. I mean, it's not a jacket. So if it's a shirt jacket then

Speaker: RON

It's kind of a bit like a jacket.

Speaker: Participant 7

Yeah. It's a kinda shirt jacket.

Speaker: RON

Maybe because of the material. Right. So what did you do?

Speaker: Participant 7

So yeah, I just swap that up. Check.

Speaker: RON

Okay. Now it's more slim fit. But then you might want to put in the other side as well, right? Or just one side?

Speaker: Participant 7

Yeah, I think I will do the other side as well. Not really. I think this has a function now. I see it. It's tighter. Yeah.

Speaker: RON

Well, you don't have to make it symmetric if you don't want it.

Speaker: Participant 7

Yeah,

Speaker: RON

It's like a more deconstructed type of, it's very fashionable nowadays. Very deconstructed.

Speaker: Participant 7

Yes. Yeah, everything's deconstructed. I think I'm almost done. My last decision is just whether I, I, so what's the difference between these?

Speaker: RON

These are shorter. No, these are longer.

Speaker: Participant 7

Oh, These are the bottom. Okay.

Speaker: RON

These are shorter.

Speaker: Participant 7

Yeah. I'm just gonna,

Speaker: RON

Oh, you can also change the collar if you want.

Speaker: Participant 7

It's rare, please. That's

Speaker: RON

Okay. So I shoot another question

Speaker: Participant B7

Actually. I might, I might….

Speaker: RON

just try it.

Speaker: Participant 7

Yeah. This one actually, I think there's the collar. You have tried it to know it's a good fit or not. Yeah. But all the other like pocket stuff. Yeah.

Speaker: RON

Another Question for you. While you figure out this.

Let's imagine you go to the store and buy your modular shirt. How do you think this would impact the way that you care about your clothes? And I'm thinking about the way you store, the way you preserve, the way you do the laundry. Can you imagine?

Speaker: Participant 7

So you mean as a module clothing, it would be either to clean or you mean?

Speaker: RON

What is your impression?

Speaker: Participant 7

Okay. No, I don't understand. Is it like made for me in this way, where it's a still modular, I can swap.

Speaker: RON

It's still modular. You can swap. Yeah. So the questions I think are like, for example, to store if restore it as assembled or store it disassembled in a drawer or in a hanger.

Speaker: Participant 7

You mean storage?

Speaker: RON

Yeah. In your wardrobe, or maybe there's not, there's no difference

Speaker: Participant 7

I don't see a real difference between terms of storage because most of my clothes will still be non-module. So, the way I organise my wardrobe will still be traditional if all my clothes are modular, then I probably can't do like a catwalk system, say all the pockets are here, all the sleeves are there. But

Speaker: RON

like Lego, yeah,

Speaker: Participant 7

Yeah, yeah. I would probably do. But if, yeah, if I only have one or two pieces, then I probably, when I bought them, I already decided this is the best way to go with it.

Speaker: RON

Okay. Yeah.

Speaker: Participant 7

And it's a shirt. It has flexibility, but it's kind of like the belt you have on the coat. So sort of a relation like that. Even with extra Components. Yeah. So they are one, that's how I, I see.

Speaker: RON

And in terms of laundry?

Speaker: Participant 7

Terms, laundry, it would help. I think it would help. For example, if you make it dirty, this part you can just wash it. That's straightforward.

Speaker: RON

I think that's so, so that's how we do, if you drop wine here, you would just take this part off and wash

Speaker: Participant 7

Yeah. If it's easy. If it's easy to do that.

Speaker: RON

Okay. And maybe when you try, would you like to try or not? You don't have to.

Speaker: Participant 7

Okay. Only thing I don't know is this part…, if it were like three years ago, I would keep it.

Speaker: RON

Oh, okay. So do you think, like with a modular shirt, it's easier to update to a new evolution of a not evolution. The taste changed now over time and the trends,

Speaker: Participant 7

Sorry, I didn't understand the Question.

Speaker: RON

It is ok. I repeat again, if this modular approach to clothing. If it's something that helps to adapt to new trends and the taste,

Speaker: Participant 7

I would definitely love that. Yeah. Because yeah, it just makes Sense….. How do you start with this?

Speaker: RON

Ah, here look, because here's the side, right? We have to start with the sleeve. So back sleeve.

Speaker: Participant 7

Oh yeah. So it's like wrap out.

Speaker: RON

Yeah.

Speaker: Participant 7

So I think what you need is actually just put a small tag here. So this is the outside, this is the inside. It will make much more sense.

Speaker: RON

Some color codes we thought as well. Yeah. Yeah. This piece is like this because here in the armpit, sometimes it gets a different color over time, then we would only change this part here instead of the entire shirt. How would you, I mean you have this one, right?

Speaker: Participant 7

Yeah.

Speaker: RON

If you compare with normal Shirts, that one that you find in the shop, what would be your observations? Yeah. If you compare this type of shirt to a normal shirt.

Speaker: Participant 7

I think it definitely is kind of like design, or you have really like product design. You have really simple, minimalistic shirts like ready already there. And you have the retro kinda type of machines that have a lot of split lines, and yeah. So you see, I think with this shirt almost, it's just a style thing with, with these split lines and stuff. Cool. It's cool. It's like, and it has a story in it and it kind of forms its own style.

Speaker: RON

Yeah.

Speaker: Participant 7

But again, it's not really my design. The end of the day, I just put them together. Yeah. In the way I prefer it. It's kind of like you, you buy an iPhone, iPad, I just put them together in a way, sort of like that.

Speaker: RON

You mean when you choose the configuration? I want this memory, I want this processor.

Speaker: Participant 7

Yeah. I remember I was like, you know, Nike has, I play basketball and Nike has this ID feature that you can pick color and material on your shoes. Yeah. Create your own shoes. And they don't cost much than the normal shoes. That's interesting actually. And yeah. And I remember I did that part and I, I think, yeah, actually with colors, you do feel like that's your design because you have a little Okay. Here's the thing. So, it really is in your design depends on how widely your libraries are. So, for example, here, I only have three or four options, and it directly impacts the sense that I don't feel. And if I'm making, for example, a hundred decisions on this shirt, I think that's kind of what happens with Nike ID is that you pick all the little things, all the like material and color, you literally have probably a hundred decisions. And after that process, when it, and it takes time, you wait and all the experience, you do feel, okay. That's kind of my genuine creation. Okay. Another thing I think is just because that's color and color has a visual just, just communicate more in a way, I like this, like this style and the, the material and the color of this as well. But it's just in terms of you're customising and you're changing color and that feels different.

Speaker: RON

Yeah. Yeah.

Speaker: Participant 7

Because that tells more about your choice and stuff.

Speaker: RON

Yeah. When did you have this experience with Nike?

Speaker: Participant 7

five years? 10 years. I don't know.

Speaker: RON

Do you still have the product?

Speaker: Participant 7

Just kept it for sure. I would keep them for as long as I can because that, like you said, those are genuine experiences and you have deeper connection with the item, and when you have them, you try to wear them on special occasions, like it's a basketball shoe. So I only wear it for like games that I'm dedicated to, I wouldn't wear it because Yes. Yeah. It has like the shoes have the durability. So if you wear it for a long time, it's not gonna get that friction. Yeah. And performance.

Speaker: RON

So, they would be your sort of lucky shoes. Right. Some at least have these. Right. Nice. I think I have all the questions. Thank you so much. Answered the last part of the Study. And we take a picture of your creation. Could be Yeah, the mannequin or you wearing yourself or how do we want for us doesn't really matter. It's for you. Then you get a copy. Of course.

Speaker: Participant 7

I am wearing it Okay.

Speaker: RON

And also check if you…

Speaker: Participant 7

size.

Speaker: RON

Yeah. The size I think, it will fit you. It's more like how you feel changing something. It's your last chance.

Speaker: Participant 7

Yeah. I like it. I mean it looks good. Other Than the Caesar Part. Other than the Caesar part, I think it looks really good.

Speaker: RON

The Caesar part? What do you mean?

Speaker: Participant 7

The, like [pointing to the opening] Here

Speaker: RON

this is something that concerns you?

Speaker: Participant 7

Yeah, A little bit because I wanted to have an enclosed shirt. Because when it's here, it's Closed. When it's on me, it's not.

Speaker: RON

Do you have any other concerns now that you have worn it?

Speaker: Participant 7

I don't like this Part.

Speaker: RON

Why this part?

Speaker: Participant 7

Because it's just, I, I didn't expect it to have that because I didn't notice.

Speaker: RON

Oh, okay. Yeah.

Speaker: Participant 7

and I can't change that Part

It could be because it is like a flat, something like that.

I just wanted to be a union piece.,

Speaker: RON

So, the connections. Would you prefer they were more uniform?

Speaker: Participant 7

Yeah, because I choose to work where and yeah, this has a good Work there. The thing I think I'm most kind of proud of is, I think I made the decision that I just have this pocket here. because most of the time you have two pockets. Yeah. And why not just one, right? Why not just look?

Speaker: RON

Of course. So let's take a picture here in front of the… One second. Okay. 1, 2, 3.