

Template for 03.01.01 - Data Collection

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Desk research

Topic: Natural dyed t-shirts

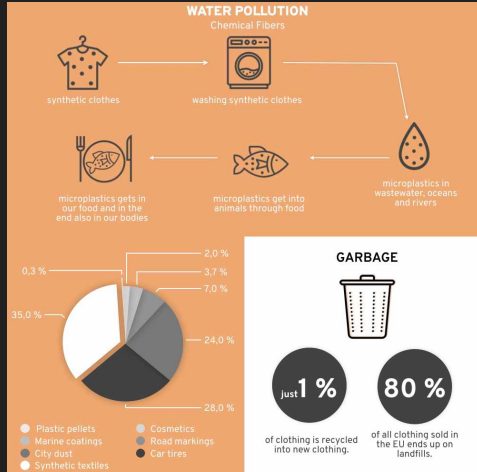
Desk research is going through a collection of existing data that is helpful to gain an overview and understanding of the chosen topic. At the same time it is a tool to use for testing my assumptions on actual webpages.

Research design My desk research was conducted online. Several slow fashion oriented webshops as well as online databases, journals and relevant researches were used.

- **Data collection** Links, notes, screenshots of the relevant online stores. Focus on conclusions from existing surveys and reports on environmental benefits of the natural dyes under the umbrella term slow fashion industry.
- **Data sorting and analysis** I sorted out the data collection based on sustainable and ethical online stores and the factors that create the “willingness to pay” for customers. My analyses is the ethical and environmental values of purchases are emphasized over and over in these webshops as a reminder to the customers which tend to justify the higher prices.
- **Lenses** Slow fashion industry and environmental trends in consumption behavior.
- **Synthesis** Minimalist design and transparency of the production process explained in statements help customers.

Desk research – documentation

Topic: **Natural dyed t-shirts**



Scientific facts can be used to change customer behaviours.

Source: IntechOpen (2017):
Challenges and treatment of microplastics in water.

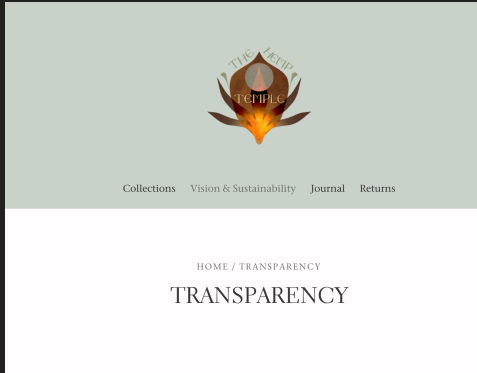
Knowledge/assumption matrix

Customers are willing to pay more for slow fashion products.

The unique color aspect of natural dyes alongside the environmental concerns will have a positive effect.

Customers following fashion trends will not consider ethical issues as much

An example store which emphasizes the transparency of their production process



Key insights: **Desk research**

Topic: **Natural dyed t-shirts**

Natural dye can be a new environmental trend in fashion

Online clothing stores with a sense of responsibility and ethical values can be favored by customers

High prices have a negative effect.

Next steps

An observation on online t-shirt shopping both with a fast fashion brand and a slow fashion brand to see if there could be any design element to assist customers to buy from a slow fashion brand.

Observation research

Topic: ONLINE T-SHIRT SHOPPING

Observational research is a qualitative research where subject is being observed performing a relevant action. I have chosen to do a controlled observation where I let my subjects know that I'm observing them and explained the purpose of my research. I have observed two subjects separately. This way of making controlled observation research has some negative effects as the subjects might act in a certain way knowing that they are being observed but my previous research in a physical t-shirt store wasn't helpful for my topic so I have chosen to do it this way.

Research design I have agreed with a couple of friends to do online t-shirt shopping at their places on their computers. I have agreed to use their go-to choices when they do their shoppings and suggested 2 webstores that sell sustainable and natural dyed t-shirts.

Data collection I have taken notes and pictures of the setup.

Data sorting and analysis Sustainable and ethical online t-shirt stores vs. fast fashion cheap stores. Fashion or price oriented users are harder to convince to buy from sustainable stores.

Synthesis Statements and emphasis on good cause was encouraging. Execution of detailed pictures of the t-shirt fabric and size guide and stock information as well as payment method and shipping played an important role in decision making.

Observation research – documentation

Topic: ONLINE T-SHIRT SHOPPING

Activities Going to the chosen webstores.
Following if there is any sale.

Environments At the comfort of their own
home with their own computers

Interactions Having a conversation about the quality,
price and appearance of the product with their friends

Objects Zoom in device, size guide, payment methods,
shipping calculator, description of the fabric

Users A sense of the trustworthiness of the website, reviews of the products.

Insights: **Observation**

Topic: ONLINE T-SHIRT SHOPPING

Minimalistically designed websites conveyed the impression of a more secure website

A lot of categories or colors created confusion. Few categories with few color options were favored.

Emphasis on craftsmanship, quality and ethical aspects were taken in consideration.

Next steps

In the interview research I will ask more specific questions about what could help making a price oriented customer consider buying a sustainable and ethical but more expensive t-shirt.

Interview research

Topic: The interviewee's motivation

An interview is a research method where the subject is explored by important questions

Research design The interview was conducted at my friend's apartment in Christianshavn with my friend in the form of a face to face dialog on March 13, 2022.

Data collection Interview is recorded as a sound file on my phone and I have taken notes. I prepared 5 questions and more came up during the interview.

Synthesis If ethical responsibility on consumers and producers side is emphasized on the website, there is a good chance of sales.

Insights: Interview research

Topic: The interviewee's motivation

Minimal design with mission or statement from the company

If in doubt, shipping cost and delivery time can prevent the sale of the item.

An overview and description of the production steps to help customers gaining knowledge about what they are buying and if it lives up to its claims

Recommendations

Unique selling point should be the environmental and ethical concerns.

Coherence in categories and price.

Easy payment options such as credit card.

Light and natural tones in the design of the website.

Zoom in function was used to understand the fabric and its appearance.

Survey research

Topic: Importance of the fabric material and price range

A collection of responses from a selected number and segment of people to prepared questions. In our case we have prepared an online question form which was very efficient time-wise. The answers might be contradictive but I have found it very useful to get an understanding of general tendency when it comes to t-shirt shopping.

I have used the online survey that was conducted in our classroom.

Research design Questions were prepared by collaboration of my classmates. It is completed in 3 days by my classmates and teachers including myself.

Data collection Charts and tables pulled out from the survey.

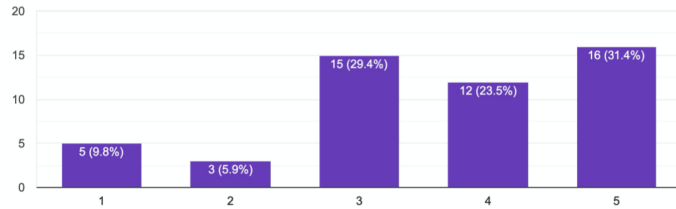
Data sorting and analysis I focused on the findings of ethical and material importance to participants.

Synthesis The majority (43.1%) rated the importance of the material as very important but in another survey question about the kind of fabric (natural, synth or mix) again the majority (33.3%) the answer was “I don’t care”. Majority (31.4%) rated the ethical conditions as very high. With right conditions and emphasis I see a hope for tendency to be able to switch customers to buying sustainable and ethically produced t-shirts.

Documentation: Survey research

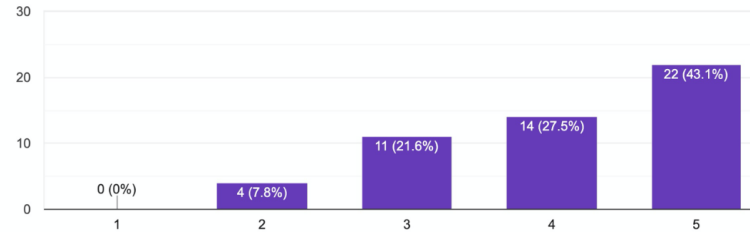
How would you rate the importance of the t-shirt being produced in an ethical manner (worker's conditions)?

51 responses



How would you rate the importance of the t-shirt material?

51 responses



Interpretation

"I am willing to pay more for an ethically manufactured t-shirt"

Interpretation

"Cheap materials don't last anyway"

Executive summary

Topic: Natural dyed sustainable t-shirt online store

I started with desk research where I gained a general overview of the market and the products and various demands from users. For example it gave me insights about the client segment, trends and difficulties in slow fashion industry. This is very useful information to begin to plan an online store. In my observational research and interview research I wanted to see if my findings were valid on actual subjects. In observational and interview research I had the chance to see closer how user design of websites can affect decision making process in individuals. For example naturally dyed t-shirts were expected be sold in a more natural color palette layout and minimal design signified trustworthiness. In the survey research I interpreted the data as a potential in the sales of sustainable and environmental t-shirt webpages as the responses were indicating an awareness of material and ethical issues surrounding fashion industry.

My recommendations are that the website should have a minimal design with white or light colors, a clear statement or mission section in the navigation bar. In product description there should be transparent description of where and how the garments are made and what type of natural dye is used. Since it is a special way of coloring the fabric, it should also include a how-to-take-care-of part so support longevity of the product. The payment option also be credit card as the survey and observation and interview pointed, it is an important factor.