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Reflection Two

Fashion With Function

The Ubiquity of fashion in a way seems to afford wearables a jump start into taking on the role of a disruptive technology. If a wearable or fashion item can get past the initial stage or hurdle of its adoption where it faces increased hesitation and doubt (relative to other areas) a wearable seems to have a foothold in becoming something that is part of the everyday. There is a habitual nature of fashion already present--we all wear clothes and often don't think about them in the context and busyness of the day. This is the perfect environment to incorporate a technology -- a way to hide a technology so that it is working but out of sight and works seamlessly with the daily activities of the user.

Michal Levin outlines four main segments of wearables which have emerged in their infancy on the the market today. The first category is sport and fitness trackers like the fitbit. The second category which follows in the same vein as the previous category are health and medical sensors. Theses are followed by smartwatches and smartglasses. These categories are interesting as we can hypothesize how they will be developed in the future and integrated with other technologies and forms of wearable fashion. It is interesting to think of how technologies will be incorporated into fashion aesthetically. Will it be done in a hidden way--the inner workings out of sight completely? Or will the technological aspect of the technology be brought to the forefront of the wearables aesthetic effect. Products like smart glasses due to their aesthetic unfamiliarity have a huge hurdle to overcome which involves people's hesitation to interact daily with something so out of the ordinary and un-aligned to a current and accepted aestheticized fashion style. However, once this hesitation is overcome--wearable technologies like smart glasses will be utilized at an exponential rate. These factors of adoption rate and accepted use boils down to the question of how will people actually interact with the device. This relies on the object's user experience and interface design. Levin outlines four categories of UX design. They are the visibility, role, the display on the device, and interaction model. Each category must be purposefully executed and chosen to work together in harmony with each and all of its counterparts. Specifically this notion of visibility, when dealing with fashion items is important as people are hesitant about new non-gradual shifts--especially when it comes to the things they wear on a daily basis.

Response to: McElroy, Kathryn. Prototyping for designers: developing the best digital and physical products. OReilly Media, Inc., 2017.