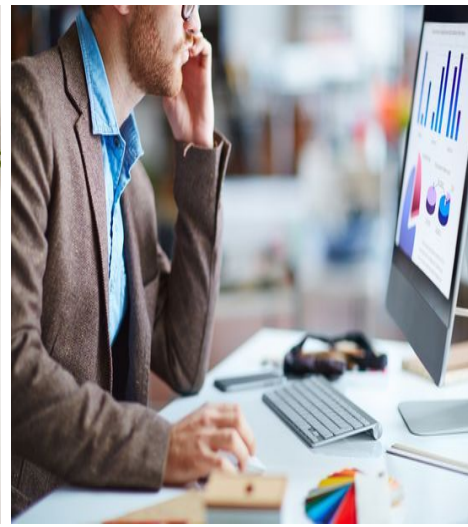


DATA COLLECTION

Ana Sofia Castellanos • Oct
2020

DESK RESEARCH



Topic

“T-shirt
trends
amongst
customers”

Desk research as a method

Desk research consists on deciding on a topic to do a research on, and then going on google or any other searching platform, and get secondary information about this topic. Depending on the length of the research, you can have references from many different links or sometimes in a few you can have all the information you need for a smaller not so in-depth research. This type of research method is useful for having a better understanding and know more about the context of different topics.

Links used

- <https://blog.bonfire.com/t-shirt-design-trends/>

It leads to web page that talks about 20 T-shirt design trends for 2020. It's mostly aimed at designers that are looking for inspiration and ideas on what type of t-shirts they should produce concerning mostly the graphic design.

- <https://www.whowhatwear.co.uk/t-shirt-trends-2020/slide3>

It leads to a web page that talks about the T-shirt trends in 2020. It is aimed at people who want to know what type of T-shirts are trending now, concerning more the fabric and type of T-shirt. It also shows photos for inspiration on how to style them and links to websites where you can buy the T-shirts.

- <https://www.cosmopolitan.com/style-beauty/fashion/a27821377/how-to-wear-t-shirts/>

It leads to a web page that talks about how to style different types of T-shirts. It shows photos and explains trends on how to style different T-shirts for different occasions. It also has links to website where you can buy the clothes for the outfits.

- <https://www.artofmanliness.com/articles/the-best-damn-guide-to-mens-t-shirts-on-the-internet/>

It leads to a web page that talks about a guide to men's t-shirts. It's mostly aimed at men and it talks about the history of t-shirts, how to style them and how to know what type of t-shirt to wear depending on your physical features.

Findings

I decided to research the topic “T-shirt trends amongst customers”. I found that there are many different designs trending that designers can choose from depending on their abilities and what they intend to do with their T-shirts, being it just making fashion or using them as a statement for something they support. T-shirts are very versatile and there are many ways to style them for different occasions and also, there are different T-shirt cuts and styles that can fit you or make you look better depending on your physical features.



Findings



T-shirts are a great way for artists and designers to express themselves and share ideas, and the same for customers since if they relate to what the T-shirt represents or to a phrase written on the T-shirt, they'll buy it and wear it to share they're opinion on something so it becomes part of their personality

There are many different types of T-shirts and trends on how to design them, how to style them and how to buy them. This shows that when someone is planning on designing T-shirts, they should consider all of this trends if they want them to be bought. Also if people want to look good or fashionable on a T-shirt but don't know how to, it's always useful to get some inspiration online.

OBSERVATION RESEARCH



Topic

“T-shirts in public”

Observation research as a method

Observation research consists in going to some place and observe people or animals or whatever you're doing your research on, to acquire information directly from the context. This is a very interesting type of research because you see your target in their normal behavior and you might go without expectations and discover or observe something completely new for you.

Findings

I decided to do my research on the topic “T-shirts in public”. It was a bit hard to do this research since the weather is getting colder and not many people are wearing T-shirts out in the public. However, instead of doing my research in one single place, I went to several places or observed while walking down the street. I noticed that most people wearing T-shirts in this time of the year, is people who are exercising, so it was very sporty people.



Findings

I also observed some people wearing T-shirts while I was on a bus in Malmö. On this bus there were people from many different countries, cultures, skin colors, etc. It was a very nice sight to see, people from so many countries in one same space. The environment was a really friendly one since everyone seemed to be very nice to each other. An old Swedish couple was talking to a middle eastern-looking couple that had a baby and they were talking about the baby.

Also, at one point the bus stopped very abruptly and a girl was about to fall down but somebody helped her, so it was nice to see people being so nice to each other on a bus even with the current COVID-19 situation and everybody being from different countries.



Findings



I found out that everybody wears t-shirts in different ways, some for sport, some to show something they think or feel when they are wearing t-shirts with something written on them, some more artistic-looking t-shirts to show their style, and some have to wear t-shirts in a specific way so that it's accepted by their religion.

INTERVIEW RESEARCH



Topic

“Their
message
and
motivation”

Interview research as a method

Interview research consist in standing one-on-one with a person and asking them on the spot questions about a topic. This research method is a very good one when you want to understand the person better and know what they really feel and think about a topic because the answer whatever comes to their mind first

Findings

I decided to do my research on the topic “their message or motivation”. What I interpreted from this topic, was why people dress the way they do and what motivates them to do so, if it’s to convey a message, or to show their personality, or for whatever reason.

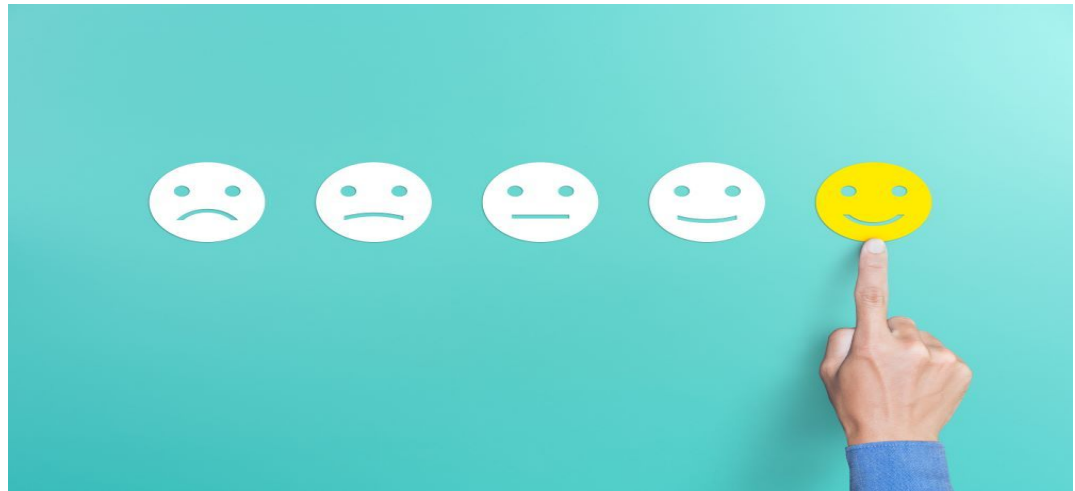


Findings



For the research, I prepared 11 questions and asked them to a girl from whom I like her style and I believe has a motive for the way she dresses. I found out that some people want to show in their style the way they are as a person, for example a minimal and basic style represents someone who is tidy and wants to stay comfy. Also, people like brands where they sell stuff that represents their personality and that they relate with the brand's vision. I found out that people invest more money on things that have a good quality, are comfy, and that they know they will use a lot, for example a fashionable winter jacket.

SURVEY RESEARCH



Topic

“T-shirts
and online
shopping”

Survey research as a method

A survey is a very useful method to use when you want to know the opinion of different people on one topic. There are several programs and sites that can be used for creating a survey however way you want to structure it. If done right, a survey can be very useful and easy to analyse

Findings

We did a survey together in class on the topic “t-shirts and online shopping”. 49 people participated on this survey and different questions were asked, but the most relevant ones, were about buying t-shirts online and what you take into account when buying t-shirts



Findings



The results show that most people have bought t-shirts online and the most common ways to buy them is through searching for a specific brand, on specific webshops, or after trying it physically.

People buy many different types of t-shirts online, but the most used answers were comfy, basic, graphic and oversized t-shirts.

When buying t-shirts, the most common things that the participants take into account are brand, ecological footprint, laundry instructions, and shipping options