

Template for 03.01.01 - Data Collection

MMD-1st Semester:

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Desk research

Primary research is based on raw material while the secondary research or desk research is based on data collected on previous researches. Desk research is a quick process as the data is already available. And researcher knows where to explore to get the most appropriate result.

Topic:

-I choose the topic “**T-shirt production**”.

-I choose this topic because I think it's really interesting and challenging to begin from the beginning. So that I can have several option to work with. For example: material, design, choose the target customers etc.

I used google to Narrowing my information resources:

1. **To become a brand by producing customized t-shirts:** By searching online I have found that the demand of custom made t-shirts are gradually increasing. And we can catch this idea. [Global Custom T-shirt Printing Market Report, 2021-2028](#)

2. **Which geographical area should be covered:** It's very important to have knowledge about the weather and the environment of the area we are working for. So that it will easy to select the material.

3. **How the material should be:** People are different and so their choices. Someone may likes to wear a funky t-shirt while another one may be searching for a comfortable t-shirt.

Insights: Desk research.

Topic: T-shirt Production.

A design might look artistic to me but ugly to my customer.

Have to be aware of the competitors.

Have to choose the relevant printing techniques.

Step starts with sketching and sample production.

<https://www.hindawi.com/journals/misy/2018/7698648/>

Test evaluation. which method of printing works good on product.

Increase the awareness of the advanced trends.

Set the goal for future.

Improve the user's experience, so that we can attract new users.

Observation research

Topic: I have chosen “The offline shop selling T-Shirts” as my topic. Because I think it will be easy for me to get access a shop nearby me.

- I personally feel that without going to the shop it's quite difficult to know the customers. I think it will help me for my research.
- I went to the Herlev H&M store as it's the only clothing store open near by me. The environment was good. But because of pandemic there are not so much people I get to observe. but what I get to know is that, what age groups are looking for what type of clothes. People are actually more related to each other because most of them are looking for summer clothes. As summer is coming ahead. And t-shirt is the most wanted.

Insights: Observation.

Topic: The offline shop selling T-shirt.

people want a partner for a second opinion while shopping.

people prefer a t-shirt that conveys a message.

People usually have comfortability as a high priority.

Basically those who have kids go straight to the kids section.

covid-19 is playing an important role nowadays in shopping.

price tag checking.

people try to connect price with the material.

people are looking for offer product.

people want to shop for upcoming seasons.



Interview research

Topic: A fashion or a brand.

I have chosen the topic “A fashion or a brand” as my topic of interview. I have interviewed one of my neighbour Juliet, who shops a lot. I think the interview method can help me build a deep understanding of the users behavior.

I have found several things during the conversion, like:

- She is possessed about colors.
- she does not like online shopping, as she wants to feel the material.
- She pays attention to the price as sometimes she finds very good t-shirt on the sale. why would she pay more?
- She likes t-shirts with messages .
- She doesn't care about brand rather she likes currant fashion.

Insights: Interview research

Topic: A fashion or a brand

People pay attention on fashion than brand.

Some can have color preferences.

People's behavior can change with the weather.

By the end of the month selling can increase. (as folk get their salaries)

If it's a good brand still people look for quality.

people look for weather friendly t-shirts.

Fitting is also a major part of t-shirts.

covid fact is that nowadays people have to rely on webshop.

Branded t-shirts costs a lot...

Even Though people want quality but doesn't want to pay more.

Survey research

Topic: Online clothes shopping.

We did a survey in our class regarding the online clothes shopping. I am going to attach the graph in the next slide. I think it is related with my topic. And it can help me starting my production design.

From the survey my finding are described below:

- People are more specific about online sites.
- And then they search for specific brands.
- People are more inspired by the friends or the celebrities .

Online clothes shopping

How do you buy t-shirts online?

50 responses

