From Me to Everyone: 10:07 AM

come back at 10:40 am

From Elina Peippo to Everyone: 10:26 AM

Hey! I need to leave, because I have a medical appointment. Thanks for today! :)

From Jenni Fisk to Everyone: 10:41 AM

Group 4:

From iPhone (Noora) to Everyone: 10:41 AM

I would position myself as a usercentered designer. Ableit the group of users might not be large. I find that it is important to consider users outside the masses and maybe to not be so Invested in creating a profit.

From Meri Kurki-Suonio to Everyone: 10:41 AM

I realte most to point A. I think in fashion the consumer is more of a source of inspiration. Maybe in some design context the idea is not to offer customers what they want to but make them want to want something. Taking the consumer into account and even trying the Designs on my self makes the process more interesting nd challenging in a different way.

From Ellen Rajala to Everyone: 10:42 AM

For me, the user is inspiring my design process always. I tend to create a “user”, lets say fictional, and a world around it in my mind and create this person as my main creative approach for designing clothes. However, I always want to design for a real user and keep in mind function and comfort.

From Isabella to Everyone: 10:42 AM

In my design process I am very interested in creating user friendly garments. The user’s involvement and appreciation for the product is very important to me. The customers will portray the brands essence by their promotion of it and authenticate communication of their appraisal of products they wear. In the past when designing I have completed surveys with family and friends, in regards to if there is a demand for my product. The main theme of this survey was based around materiality. In the future I would create a survey that is more centred around a clarified target audience, and inquire about the customers thoughts about the entire product. In this way the audience could provide information about the process of the product, and each stage of creation would be well defined. To clarify my position on users in my design process I would most identify with group A. \* Users are an inspiration source for my design process. I users as an fictional figures while starting my own design process. However I also

From Isabella to Everyone: 10:42 AM

also believe that scientific trials and collected data are important to create a authentic target customer.

From Noora Jokela to Everyone: 10:42 AM

It depends of the project, mostly my methods has been focused on A and B. I have collected my information from observing the visual content of social media and interviewing people in my target group. I would like to work with a specific test group in the future to get more detailed information.

From Isabella to Everyone: 10:44 AM

In order to establish a design process that is balanced with producing and receiving, it is important to create items that people will wear and use. as it is meaningful for a designer to create items people will cherish and to see these items on your customer

From Henna Lampinen to Everyone: 10:44 AM

I would position myself somewhere between fictional and user-centered designer. User-centered design feels like a great tool to use when the thesis is about the body and the relationship to dress. It also feels very important especially when researching specific groups of people, like marginalized groups. This way you can bring forward the voices of users who you are designing for.

From Jingting Ma to Everyone: 10:44 AM

I think A is for conceptual design but B and C are for more commercial design. And fashion design has its own community. It is more like trend-centered while designing. But more user-centered during promoting or marketing. For me, B and C are both taken into my consideration. For example, to design a product, I need to decide on one target group first. Then I think about users and their needs and then figure out what will please them and what will they buy. Then after my design is finished, the former target users will become my test group for my design. I collect real feedback and afterwards I can use them to improve my design before launching my final version.

From Sanna Ahonen to Everyone: 10:45 AM

I position myself somewhere between A & B. I use design as a tool for artistic expression, but find it important that there is a potential group of people, who would be interested in the end results. I've used interviews and surveys before, but never really that much in the context of textile design.

From Anna Semi to Everyone: 10:45 AM

I think that through design process narrative will be created at the end, but it is also interesting to think, what if fashion garments are ”nation” of its own without body

From Anna Poikonen to Everyone: 10:45 AM

Deeply researching and familiarising yourself with the user enables you to create a deeper level of attachment between the product and the user with your designs. This can also have a huge impact on sustainability and better consumer models. With more open-end, artistic project I also find a lot of inspiration from creating imaginary users to help me think outside the everyday life.

From Eetu Kemppainen to Everyone: 10:46 AM

I think this heavily depend on project and what you are doing as for example more functional things you definitely need more user feedback. I think using data as a tool in design process is very interesting and would be very beneficial in terms of actually designing something that people need/want.

From Fanni Eriikka Lyytikainen to Everyone: 10:48 AM

I feel like I used to be more conseptual when it comes to the design process and not really think the actual human being as user, more as a visual wearable art which can be work by anyone brave enough. But nowadays more user centered design process , taking into account a certain type of user , a himan being feels fresh and interesting to me .

a human being \*

From Ione Rawlins to Everyone: 10:48 AM

My interest towards the user usually manifests once my initial concept is locked in. When collecting information I would usually just ask for the opinions of others, surveys or questionnaires often feel disconnected from the idea itself. If I do take inspiration from a fictional person/ fantasy I would probably keep them very vague and use them as a springboard for testing ideas to see if they fit.Actual target groups can be valuable in understanding what exactly you need to be designing, what is relevant and what isn’t. That being said, in the end there needs to be room for personal expression and a balance between the two.

From Francesco Furlan to Everyone: 10:48 AM

In the past I mainly realized projects with user-centered design approach. I personally think that having a target in mind (being it a more technical category of people like firemen or a more vague section of the market like European millennials) is a great inspiration source and an effective starting point for a concept. As I made fashion projects just in my bachelor, users I referred to were often fictitious and came from observations on contemporary society more than from a real research. If I have to start making surveys or interviews on a target group to gain infos about some customers, I think I will proceed with several research tools to have the complete picture about them. Often people think of themselves in a way but then act differently, that is why interviews and surveys are important but also workshops or social media researches are fundamental. In the future I think it would be interesting to develop projects with B or C approaches.

From anneliauranen to Everyone: 10:49 AM

I think it’s always very important to try to serve the target groups needs and wishes if the aim is to design something commercial. It is a win win for everyone - the brands, the customers and also the environment as it can also save a huge amount resources. I think the designers role is still maybe to provide something new that the customer might not could have come up with themselves and in that way exceed their expectations.

From Minerva Skyttä to Everyone: 10:49 AM

The most common position of my interest for me has been a fictional figure but it would be interesting to design for a test group and see how much it would effect to a design procress. For a test group, it would be interesting to have fittings and interviews for a certain goup and try to solve a problem they see.

From Henna Salminen to Everyone: 10:50 AM

Overall in design I think that if we are designing something to be used by someone, this user should be the focus of the design. Of course, design is also artistic self-expression, when the design doesn’t need to be based on a user survey etc. A created, imaginary user can be also a source of inspiration. So I guess it depends on the project and the aim of it how strongly the user should be considered?

From Praejeen Kunawong to Everyone: 10:50 AM

My approach is in B. Also I mostly included myself as a part of the target group.

I’ve used the interview, questionnaire and also observing their social media to explore the customer’s needs.

From Ville Pölhö to Everyone: 10:52 AM

My relationship to user-centered design has probably been somewhat indifferent. As a RTW designer it has been easy to design according to an abstraction of a user based on visual research / the target group of the brand I’m working for. I can definitely see the importance for more specific data gathering, especially if we wish to break away from the RTW model, which currently has very little to do with inclusivity or a hypothetical ”emphatic” design approach. I do see potential in craftmanship & open source related thinking, considering that well-established customer-practicionner relationships have been also historically important and are maybe currently maintained by producing narrative through multimedia surface

From Isa Hummelin to Everyone: 10:53 AM

I design always a fictional muse in mind and also sometimes use myself as a test consumer. Does it work on me, would I wear it out and about. Not thinking about the commercial aspect and whether it sells or if it follows trends. More inspirational and fashion centered. Not really initially thinking of its sellable aspects. It’s more about the creativity. Trying to think about who wears the product and where.

From Erika Hirsimäki to Everyone: 10:56 AM

I position myself as a maker who creates narratives and therefor the ”user” or the ”character” in the center of my work is usually in end result fictional, but it may have real aspects from the experiences from my own or from some beings (also nonhuman) surrounding me. Fictional, meaning that it may be fictional in around the target but for the own perspective it is real already. Not talking about certain type of people, but more like the persona of certain dream, subconscious or being that is alive in imaginary world. As I am more focused on practices not so easily put into design target, the goal stays usually very narrative and fictional. But the end result can of course be used also in design practices and in visual culture.

From Henna Lampinen to Everyone: 10:57 AM

Aaaawww Isa you have an adorable cat

From Edith Kankkunen to Everyone: 11:04 AM

The form of user centered design depends on the project quite a lot, but I would say the possible user is always involved in some way. Some projects have been based on material explorations, where putting myself in the role of user or creating a fictional user has been the way to go. Some projects have been based on user-centered design through interviews and forms. However, I would see myself diving even deeper in user-centered design through test groups, and being able to work purely in user-oriented way.