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Design development of women's casual wear (travel jacket)

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ABSTRACT

The present generation of women who are under the age category of 18-25 are the ones who travel a lot. Out of which most of them are gallivanter, fashionistas, early adaptors, and digital natives. They are in search of something new. They wish to travel seeking new experiences that are filled with fun, adventure, and activities that get them the at most pleasure. This thirst for pleasure makes them go on trips very often. Travel jackets have become an essential part of the traveller's kit. They search for travel jackets to complement their travel plans. Wearing travel jackets make them happier and also comfortable during travel. These travel jackets create an emotional feel to the wearer, every time they wear it. In this paper, the expectations and the needs of the target customer are collected and travel jackets are designed and developed to fulfil their needs and expectations. Through our study, we tried to incorporate these details into the garment through the emotional design process.

Keywords— Travel, Jacket, Emotional design, Women, Pleasure, Happiness, Fun

1. INTRODUCTION

Humans always interact with each and everything through emotions. Human life is completely filled up with different forms of emotional outbursts. Humans are affected by either pleasant or unpleasant emotions when they handle different products. The result of these emotions affects the usage of every product. If they had a pleasant feel during the usage of the product, they use it again and again to get that feel and if they don't have a pleasant feel, they use it less often. As the life of humans is filled up with emotions, the designing of all the products are carefully done so that they elicit their emotions every time they use the product. This emotional design is applicable for the garments too. All the garments are capable of producing emotions when simply design. But when they are given more care in the form of emotional design, they can be modified to produce different types of emotions. Thus emotional design plays a major role in designing a garment too.

According to Jordan, there are different types of product pleasure: physiological, psychological, sociological, and ideological. Physiological pleasure involves bodily sensations, psychological pleasure is all about achievements of the self, sociological pleasure is the pleasure of social interaction and ideological pleasure is about intellectual stimulation. According to Desmet, there are four main types of product appraisals: the relationship between a product and one's goals, the sensorial appeal of the product, the legitimacy of an action represented by the product, and the novelty of the product. According to Norman, there are three levels of processing: visceral level (appearance), behavioural level (ease of use) and reflective (reflective meaning).

In the present day scenario, women travel a lot compared to the previous years. Travel jackets are a great complement to the travel kit. These jackets make their travel much more comfortable. So designing the travel jacket using emotional design process will help in eliciting much more emotions during their pleasure-seeking adventurous travel.

2. LITERATURE REVIEW

The millennial report published by the AIRBNB travel organisation states that the millennial who are around the age of 21-25 are always in search of something new when they travel. They want their travel to be full of activities rather than complete leisure. They seek out for more activity based, adventurous filled and local experience when they travel

According to the Trend Report 2019 published by the TREKKSOFT travel organisation "Travellers are opting to purchase experiences over things. Skift Research's 2018 U.S. Affluent traveller Survey 'found that 67% of affluent travellers would rather spend their money on activities than on a nicer hotel, up 8% from last year.' Choosing experiences is a travel trend that is shown across all generations and demographics." Under the topic of booking behaviour. According to them the topmost trending experiences for 2019 are:

- A request for unique experiences
- Ecological tours are in demand
- Local Experiences
- More adventure
- Multi-days tour activities
- History and culture

Economic Times of India states that the characteristics of the millennial women are:

- **Save for Travel and Leisure:** the buying trend is quickly shifting from ownership to access. The millennials do not want to spend their money on land and another type of assets that can be rented easily. Instead, they want to save money for their leisure activity and travel.
- **Healthy Living and Health Conscious:** millennial are becoming more conscious of their food habits and are ready to pay a premium for good health.
- **Wants The Worlds To Be At Their Fingertips:** the interactive technologies have created much more convenience in the people. Soon they will start relying on the mobile apps to eat, purchase thongs etc,
- **Green Ambition:** the millennial have become much more responsible in saving the environment in which they live and interact with. They want to go green and give something back to the mother earth which gives them everything
- **Rely heavily On the Social Media for Communication:** millennial have the technologies at their fingertips. They completely rely on social media for communicating even the smallest piece of information. They can travel to any part of the world with a single touch and so they heavily rely on social media for communication through various chatting applications.

2.1 Trend prediction by trekkssoft

Trend 1: Destination unknown: millennial are who earn from medium to high level want to go on a trip that they aren't prepared for. They want the organisation or the travel agencies to surprise them.

Trend 2: Influencers: since the millennial are those who are social media freak, they have the habit of posting everything on air immediately. So they tend to influence their peers to imitate them.

Trend 3: Spare fare: the last minute cancellations of the tickets due to some inabilities, cost the travellers a lost. So the spare are organisations sell those tickets at cheaper rates and return them to the person.

Trend 4: Modular travel: Free Independent travellers are the ones who will happily do the research, planning and booking of an entire trip on their own. Modular travellers, enjoy having their own free time, prefer offloading the research, planning and booking of unique experiences to a 3rd party.

2.2 Types of women who travel

There are different types of women who travel, among them, there are few types who travel often. Women in white-collar jobs, single women and single women with kids come under this category.

2.3 Preferences of the women

There are different types of tours one can prefer. Among them, the most preferred ones are adventure tourism, personal leisure activity, leisure shopping getaways and detox tours to rejuvenate

2.4 Desmet's and hekkert's model of product emotions ^[4]

Desmet and Hekkert developed the model shown through the identification of three basic kinds of human concerns related to product elicited emotions and they are:

- Goals
- standards
- Attitudes

They proposed that it is only after appraisal with our personal goals, standards and attitudes that the product emotion is elicited.

- Goals are things or events that we want to see happen.
- Standards are our personal beliefs, norms, philosophies or a convention; that is how we believe things should and must be.
- Finally, attitudes have got to do with our general liking and disliking.

Therefore, in general, we feel attracted to products that aid, and hatred towards products that hinder our goals, standards and attitudes

Drawback: The major drawback of this theory is that the momentarily emotions generated through product interaction are only taken into account. But one must also take into account the individual's mood that is more long-lasting and that together with the emotion influences one's an emotional state.

The diagrammatic representation of the emotional appraisal is given below

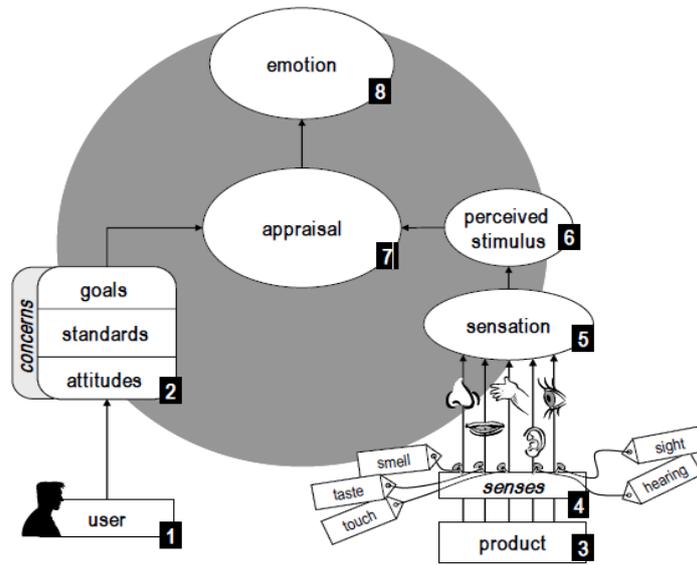


Fig. 1: Desmet's and Hekkert's model of product emotions

2.5 Norman's theory [4]

Don Norman proposes the emotional system consists of three different, yet interconnected levels, each of which influences our experience of the world in a particular way. The three levels are visceral, behavioural, and reflective.

The visceral level is responsible for the ingrained, automatic and almost animalistic qualities of human emotion, which are almost entirely out of our control.

The behavioural level refers to the controlled aspects of human action, where we unconsciously analyse a situation so as to develop goal-directed strategies most likely to prove effective in the shortest time, or with the fewest actions, possible.

The reflective level is, as Don Norman states, "...the home of reflection, of conscious thought, of learning of new concepts and generalisations about the world".

Visceral Design: "Concerns itself with appearances". This level of design refers to the perceptible qualities of the object and how they make the user/observer feel. This might be achieved by using pictures of children, animals or cartoon characters to give something the appearance of youthfulness, or by using colours (e.g., red for 'sexy' and black for 'scary'), shapes (e.g., hard-lined shapes) or even styles (e.g., Art Deco) that are evocative of certain eras.

Behavioral Design: "...has to do with the pleasure and effectiveness of use." Behavioural design is probably more often referred to as usability, but the two terms essentially refer to the practical and functional aspects of a product.

Reflective Design: "...considers the rationalization and intellectualization of a product. Reflective thinking allows us to rationalise environmental information to influence the behavioural level.

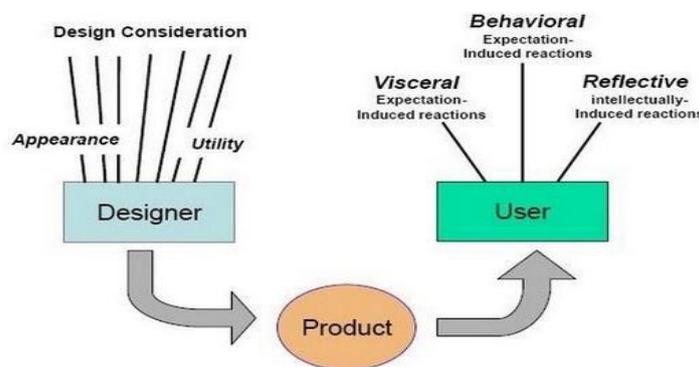


Fig. 2: Norman's theory

Experiment: An old product that doesn't come under visceral, behavioural and reflective area is chosen and the design proposals for all the three categories are proposed.

The old product is modulated for all the three design proposals.

The user's view on all three design proposals is recorded.

2.6 Process involved in designing a product with an emotional touch [1]

STEP 1: Emotional Design Theory: giving design solutions based on the visceral, behavioural and reflective design theory.

STEP 2: Redesigning Based on the Emotional Design Theory: based on the design proportions made in the previous step.

- **Exploring emotional response:** A designer should consider the end users of the product during the design process. By discussing with the intended end users the designer can make sure there is the emotional fit. As such, the design team sought input from all members of the project team including the designers, end users etc.
- **Interpreting the design requirements:** In order to interpret the design requirements, several keywords were used to describe the needs of the end-user. Example: simplicity, feminine etc. Based on these keywords the design team decided on exploring the design directions.
- **Realising the design requirements:** In a competitive environment, the ability for a design to be distinctive is important. So the designs have to be unique, yet satisfying to the end users. Based on the realisations, the design sketches have to be developed keeping in mind the design theories.
- **Basic from analysis and choosing a design:** keeping in mind all the key points discussed above, the sketches have to be analysed and a final design has to be chosen.
- **Integration of functional requirements into the form of design:** Following the choice by the design team, the designs should include the preference for design as a representative of end-users.

Thus these are the two steps involved in designing a product with an emotional touch.

2.7 Trend analysis

The forecasted trends (for the year 2019) of various brands like Zara, Chanel, Marks and Spencers and Armani were analyzed. Based on the trend analysis, the trend summary was prepared, the gap was identified, the research problem was formulated and the direction for future was identified

2.8 Inferences from the trend reports

Innovative and textured: all the designer collections are completely textured and new.

2.9 Common features

- Necks: wide open
- Sleeve: the length of the sleeves are shorter than the wrist level
- Fabric: multi-coloured tweed textured fabrics are used
- Edges: frayed along the placket and the hems (or) contrast colour piping or bound edges

2.10 Trend summary

All the jackets have displayed distinctive structured lines. In general, they spotted a CASUAL OUTLOOK with PLAYFUL EXPRESSIONS. There are absences of the crease lines in all the jackets.

3. METHODOLOGY

3.1 Research problem / gap identification

All the fabrics that are used by the brands completely range from medium to heavy weight fabrics. But the need for all the travellers are the light weight fabrics that give comfort to them during travel. In addition to the fabric, there is the absence of graphics depicting adventure and amusements.

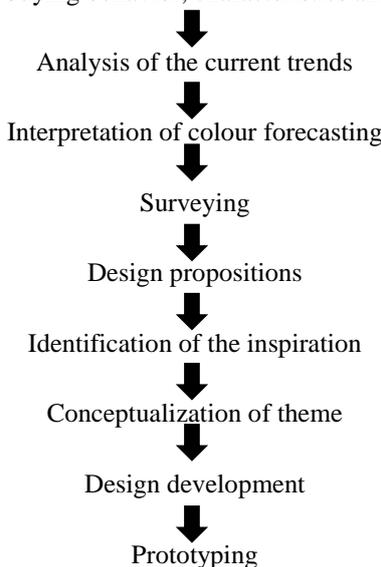
3.2 Objective

To design a casual outlook travel jacket for young women depicting their lifestyle attributes:

- The right theme for young women in the age of 21-25 who likes to travel,
- Searching and identification of lighter weight fabrics that suits the theme.
- To impart the amusement and adventure depicting graphics.

3.3 Methodology

Studying the psychographic preferences, buying behavior, characteristics and personality traits of the target customer.



3.3.1 STEP 1: Studying the psychographic preferences, buying behavior, characteristics and personality traits of the target customer:

Psychographic preferences of women (age: 18-25): The target women sector who are in the age of 18-25 have their own set of preferences like explore something new every day, travelling light, taking risks, avoiding wastes and plastics, wishing to give something back to the mother nature, be physically fit, be nutrition conscious, smile and laugh.

Characteristics and personality traits: The target sector are fashionista (someone who is focused on clothing, style and fashion shopping), gallivanter (person who goes off or travels around in search of amusement, fun or adventure.), early adopter (person one who is the early consumer of a brand, both technology wise and fashion-wise), digital natives (they are born with the digital technologies at their fingertips), trustworthy, tolerant, individualistic, academically prepared, Open-minded, social, innovative, energetic, ambitious, reliable, motivated, intelligent young people, they use brands to create images, to represent their personality and communicate their values and are socially conscious.

Wants and expectations of the millennials: According to the “Economic times India” the wants of the millennial are: to save for travel and leisure, to have a hhealthy living and to be health conscious, to be aware of the society and the environment, they want the world to be at their fingertips, green ambition and they rely heavily on the social media for communication.

3.3.2 STEP 2: Analysis of the current trend: The forecasted trends (for the year 2019) of various brands like Zara, Chanel, Marks and Spencers and Armani were analyzed. Based on the trend analysis, the trend summary was prepared, the gap was identified, the research problem was formulated and the direction for future was identified

3.3.3 STEP 3: Interpretation of colour forecasting: The colours that were forecasted for the year 2019 were interpreted and the list of those colours are: Fiesta, Jester Red, Turmeric, Living Coral (colour of the year), Pink Peacock, Pepper Stem, Aspen Gold, Princess Blue, Toffee, Mango Mojito, Terrarium Moss, Sweet Lilac, etc.

3.3.4 STEP 4: Surveying: A survey was conducted on the target customers in order to identify their wants and expectations. About 10 questions were put up and the responses were aggregated. With the help of those responses, the design propositions were determined.

Survey for designing travel jackets

* Required

1. Name *

2. Gender

Mark only one oval.

- Male
 Female

3. Age category

Mark only one oval.

- 18-22
 23-25
 26-30
 30-35
 35 and above

4. Do you like to travel?

5. How often do you travel?

Mark only one oval.

- 1 2 3 4 5
Not often Very often

6. What type of traveler are you?

Mark only one oval.

- Spiritual
 Leisure
 Gallivanter (person who goes off or travels around in search of amusement, fun or adventure.)
 Detox tours to rejuvenate

7. What type of activity are you associated with in other words your interest and skills?

<https://docs.google.com/forms/d/1lu-nFeDwf9NIJ0p6SVeXJy63KAzGwxF453ihNPoCpRg/edit>

Fig. 3: Survey form page 1

8. As travel jacket is essential, would you prefer jackets that are specially designed for enriching your travel experience or intuition?

Mark only one oval.

- Yes
- No

9. IF you were to narrate your travel experience in the form of mood and spirit, what would be the ultimate preference?

Mark only one oval.

- The realization that this moment you are experiencing will never come again in this lifetime so you start believing in live for today, plan for tomorrow and party tonight
- A feeling of being elated, the heightened awareness that comes with travel, you marvel and jump at every advertising poster, every scene and every person around you.
- A sense of feeling that you have all the time and space to carry out at your own pace, an element of need not bother. Value the sereneness (calmness and rhythm) surrounding you.
- A sense of feel that there is intelligent and good life on earth, but iam just visiting and iam here for a good time, the better i feel about myself and believe everything is possible.

10. What is the message that you would give away to your co-traveller or other travellers regarding travel experience?

11. Who is your traveller inspiration or what inspires you a lot during travel?

12. Did you come across any inconveniences in the available travel jackets that needs to be corrected?

<https://docs.google.com/forms/d/1lu-nFeDwf9NIJ0p6SVeXJy63KAzGwxF453ihNPoCpRg/edit>

2/3

Fig. 4: Survey form page 2

13. What kinds of detailing or requirements do you expect in a travel jackets?

Mark only one oval.

- Additional pockets to hold water bottles & gadgets
- Embedded pouch to hold personal belongings (debit cards, visa documents, digi-proofs),
- Both A & B
- Embedded wallets with separate partitions to hold personal belongings.
- Both A & D

Fig. 5: Survey form page 3

Summary of the responces: Thus the people in the age category of 18-22 who travel a lot believe in enjoying the very moment and being happy in exploring new things every day. They have the thirst for happiness, pleasure and adventure that nature gives them in the course of their journey. They expect the travel jackets to have additional space to hold their personal belongings (debit

cards, credit cards, wallets etc), water bottles and gadgets and most importantly they expect their jackets to be more comfortable and light for travel.

3.3.5 STEP 5: Design propositions: The people in the age category of 18-22 who travel a lot believe in enjoying the very moment and being happy in exploring new things every day. They have the thirst for happiness, pleasure and adventure that nature gives them in the course of their journey. They expect the travel jackets to have additional space to hold their personal belongings (debit cards, credit cards, wallets etc), water bottles and gadgets and most importantly they expect their jackets to be more comfortable and light for travel.

Aspiration type: The aspiration type that they belong to is “trendies:” Trendies are those people who wish to live in the present and they appraise the zeitgeist element.

Direction or motivation for the future is: Bright coloured textures are found in Chanel and Marks and Spencers brand. Rest of the colours used by the brands are dull and medium toned colours.

3.3.6 STEP 6: Identification of inspiration:

Based on the design propositions and the aspiration type of the end users, the inspiration images were selected carefully.

Inspiration Images:



Fig. 6: Inspiration board

3.3.7 STEP 7: Conceptualization of theme: With the help of the feelings and the thoughts of the end users, a mind map was developed.

Mind map:

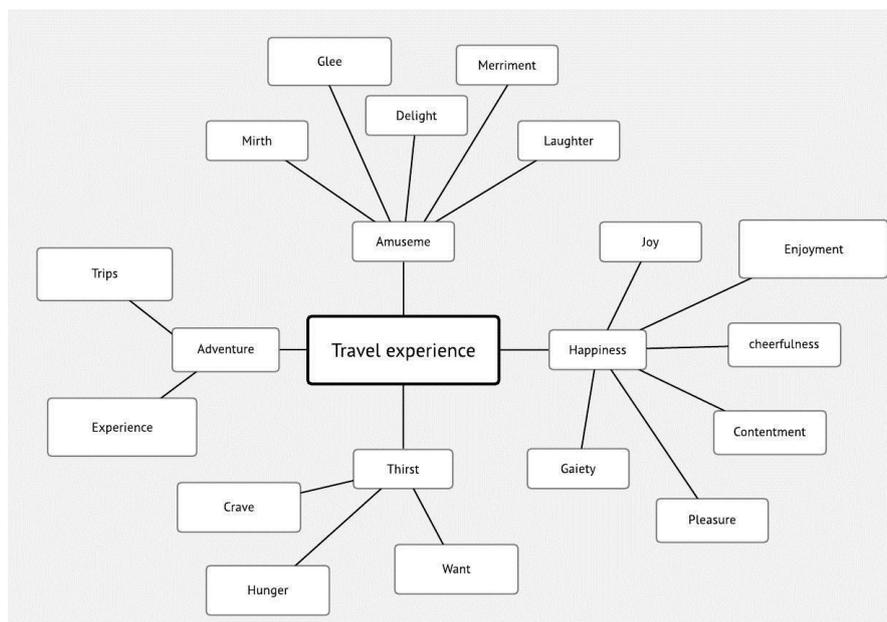


Fig. 7: Mind map

Mood board:

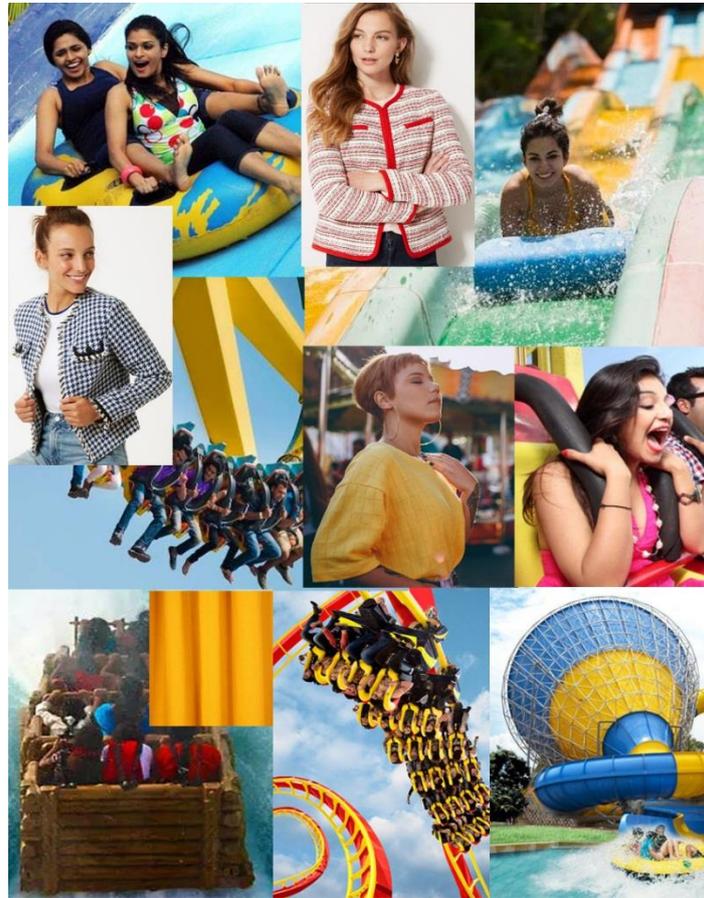


Fig. 8: Mood board

Colour board and colour palette:



Fig. 9: Colour board and colour palette

3.3.8 STEP 8: design development: With the help of the responses collected, the needs and the expectations of the target sector were collected. Designs were developed based on the emotional design process and to fulfil the needs of the target sector.

Emotional attributes: The target customers are always elated and have the feel of glee in them when they travel. The thirst or the craving for pleasure, adventure and amusement make them go on travel very often.

Colour blocking scheme: The colour story is a juxtaposition of warm colours and cool colours. The cool-warm contrast is used just to represent the roller coaster ride of excitement and composure. The colour blocking concept in the design draws its a reference to the object representation concept in cool-warm contrast applications.

3.3.9 STEP 9: Prototyping: Out of the total 24 designs that were developed, final 6 designs were selected carefully keeping in mind the colour propositions and the design elements.

3.3.9.1 Final designs:



Fig. 10: Fashion illustration 1, 2 and 3



Fig. 11: Fashion illustration 4, 5 and 6

3.3.9.2 Drafted pattern



Fig. 12: Drafted patterns

3.3.9.3. Final garment

Style 1 and 2:



Fig. 13: Final garment design 1 and 2

Style 3 and 4:



Fig. 14: Final garment design 3 and 4

Style 5 and 6:



Fig. 15: Final garment design 5 and 6

4. CONCLUSION

Thus the developed travel jacket for women closely resembles the target customer's needs and requirements and the conceptual design is achieved. However, the material options provide scope for more experimentation for experimenting with various materials. The design elements, silhouettes of the garments and the colours (warm-cool colours) chosen are in such a way that they represent the roller coaster ride of excitement and adventure and thus the emotional design was achieved.

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