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# DESK RESEARCH

## TOPIC: T-SHIRT TRENDS AMONG CUSTOMERS

- Desk research is finding as much information as you can about a specific topic you're doing the research on. It consist of looking at information that has already been collected and published. Desk research is fundamental for data research and analysis.

<https://designious.com/15-t-shirt-design-trends-for-2022/>

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

<https://printiful.co/blogs/news/20-t-shirt-design-trends-for-2020>

<https://eur.shein.com/?ref=www&rep=dir&ret=eur>

### Most popular t-shirt styles in 2022

- Minimalistic
- Graphic prints
- 90's design prints
- Anime/manga prints



## Visual example 1

- Graphic prints
- 90's prints

## Visual example 2

- Anime prints
- Manga prints

## KEY INSIGHTS T-SHIRT TRENDS AMONG CUSTOMERS

Minimalistic designs

Graphic prints

90's design prints

Anime / manga prints

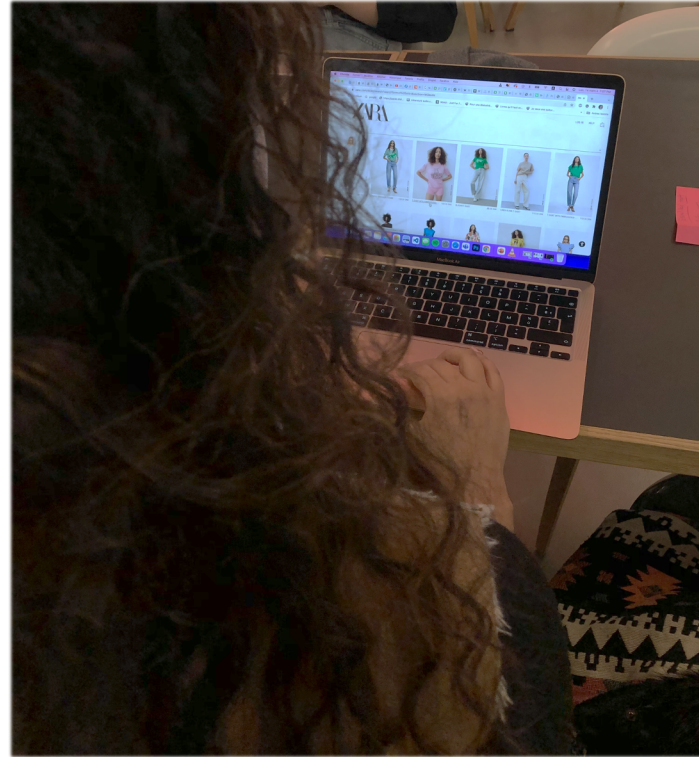
# OBSERVATION

TOPIC: **ONLINE SHOPS SELLING T-SHIRTS**

- Observation is the second step of data analysis, and it can be done in different ways. You can either do observation in a public place or private one (shops).
- Observation consists in observing while documenting by taking notes or pictures, and describing what is being observed.
- After the observation you analyse your data.

I conducted the observation research by watching a friend browse on a clothing online shop.

## VISUAL EXAMPLE



## KEY INSIGHTS

Appreciates the eco-friendly sign

Likes minimal and simple to browse menu

Looks for slim clothing instead of  
oversize/baggy

Is interested in abstract prints

Likes the “*continue as a guest*” option  
instead of having to log in

Chooses shirt based on value / price

# INTERVIEW RESEARCH

- Interviewing is the most flexible data research method, giving us insights about any possible type of information.
- Interviews can be done in different ways (formal, informal, structured...) but the most important factor is the transparency of the interviewer about the length, type and use of data of the interview

First interview was conducted on a 19 year old woman in an informal context

Second interview was conducted on a 28 year old woman in an informal context



# KEY INSIGHTS

## Interview n°1

She wouldn't spend more than 200DKK on a T-shirt

She prefers purchasing t-shirts in physical shops, so she can try it on and touch with hands the fabric

She prefers buying new t-shirts, but makes exceptions for vintage/specific ones, which she buys 2nd hand

## Interview n° 2

She thinks worker conditions is the most important element when buying a t-shirt

She wears t-shirts in every context (work, house, school) but only wears them twice a week on average

She prefers t-shirts that fit her "standardly", not too loose and not too tight

# DOCUMENTATION: **SURVEY RESEARCH**

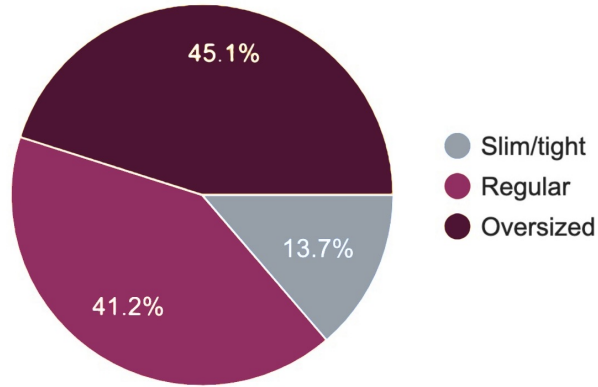
## TOPIC: T-SHIRT TRENDS AMONG CUSTOMERS

- A survey research is a quantitative way of collecting data through a quick and closed form that can be easily filled by anyone in a few minutes.
- This way it's easier for a bigger group to give information and to be more honest with the answers as well.

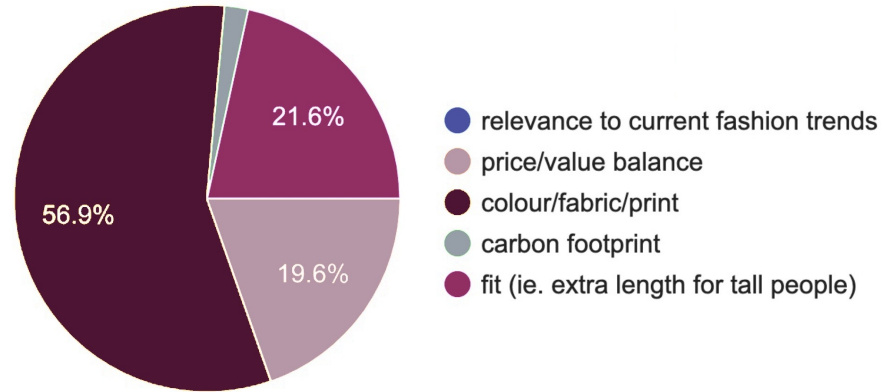
This survey research was conducted over a group of 51 people with different ages, genders and preferences.

The point of the research was to find out people's experiences with T-shirts, starting from the reason why they buy them, or the fabric preferences, sizes, fits etc.

## KEY INSIGHTS



The most popular T-shirt size is:  
**oversize**



The most important factor in picking up a new  
t-shirt is: **colour / fabric / print**