

USER AS A STAKEHOLDER

New Order of Fashion

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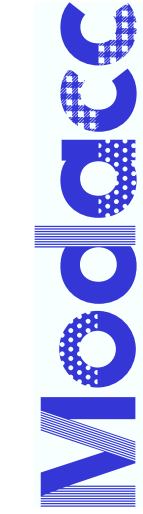
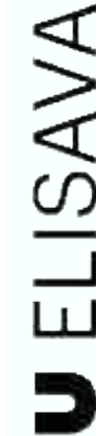
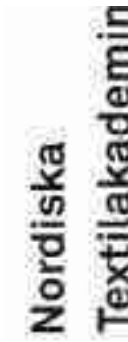
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User as Stakeholder

Thurs 8th February



USER AS STAKEHOLDER?



USER AS STAKEHOLDER =

USER

we used to call them the consumer, but now prefer 'user' as it implies they are one of a many 'owners' or 'users' in a product or service's lifetime

STAKEHOLDER

recognition that someone is impacted by the product, service or system you are offering - not just financial stakeholders, but brand-values-based too

USER AS STAKEHOLDER

first person research

EXERCISE:

**8 mins - draw your
wardrobe**

USER AS STAKEHOLDER

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**2 mins - count the
pieces and divide
this by four**

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**2 mins - count the
pieces and divide
this by four**

**3 mins - eliminate
3/4, keeping only 1/4**

USER AS STAKEHOLDER

LESS



Extracts from Earth Logic Action Research Plan

Mathilda Tham and Kate Fletcher

The starting point of the Earth Logic Plan for fashion is the uncompromising deadline of a decade to avert catastrophic climate change and recognition that the necessary shift in knowledge and behaviour is dramatic. For materials, this is forecast to require a reduction in the quantity of resource use of between Factor 4 and Factor 20, that is between a 75 percent and 95 percent reduction when compared with today's levels.

The scale and speed of change required means that genuinely systemic efforts are needed. In the fashion context this means addressing not only the environmental impact of a fashion product and the processes of making it, but also the psychology behind fashion use, our systems of economics, finance and trade, how we fashion local and global infrastructures around clothing, how we construct meaningful lives and livelihoods. Rethinking fashion outside the economic growth logic shifts power from multinational companies to organisations, communities and citizens. It invites fashion creativity to flourish far beyond the confines of a garment, into visions of new relationships between people, other species, artefacts and technologies.

.p.14

USER AS STAKEHOLDER

EXERCISE:

**3 mins - rank the
pieces you have left**

**number in order of
1 = most important
to least important**

**redraw your no.1 a
little larger**

**3 mins - answer these
questions about your
no.1 piece:**

**how does it make you
feel?**

**what function does it
serve?**

what is it made from?

how did you get it?

USER AS STAKEHOLDER

**make pairs in the
group, listen carefully
and note down what
your partner says:**

**1 min each - tell the
group about your no.1
piece**

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**5 mins - based on the
values of your
partner's no.1 item,
design something new**

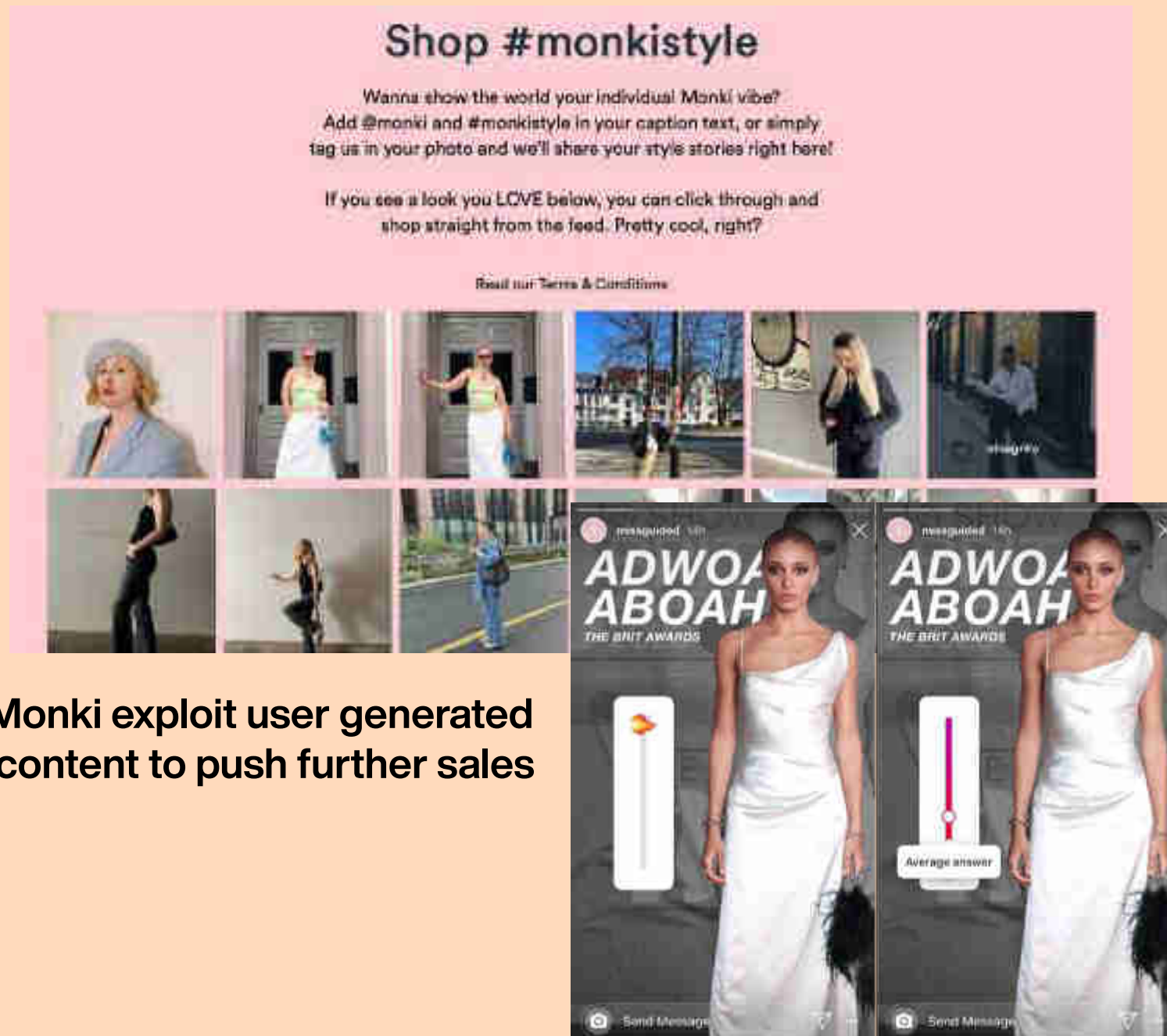
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Adidas 'Adiclub' Members-only platform allows users to vote and engage with design processes

**collaborative
design processes:
*how can we
design based on
values and needs
from outside
perspectives?***

USER AS STAKEHOLDER



Monki exploit user generated content to push further sales

Missguided do market research through stakeholder engagement

**user driven
innovation:
*how can we
engage our users
for insight and
feedback?
how can we use
this data for good?***

USER AS STAKEHOLDER

**sustainable
practices:
*how does listening
to and including
users in the design
process promote
sustainability?***

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**Create fit-for-purpose
items, based on needs,
that are loved for longer**

**Personalised items
which have higher
percieved value**

**Greater 'hit' rate of
items with specific,
known audiences
rather than wide target
audiences - less
deadstock**

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