

CRITERIA



END USER PROFILE

Name: Bea Conroy

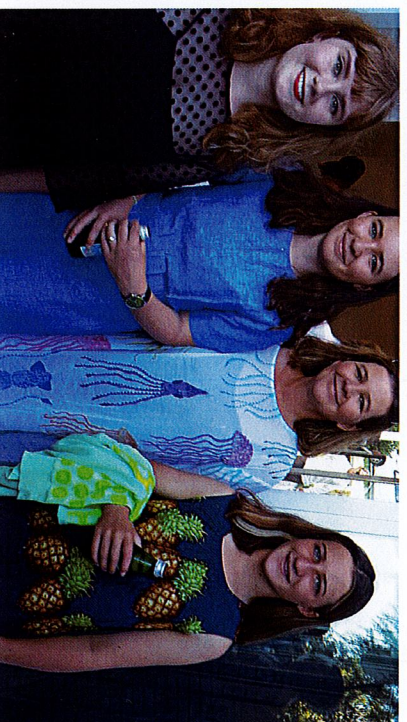
Age: 15

Height: 164 cm

Hair Colour: Brown

Eye Colour: Blue

Skin Colour: Fair



Favourite colours: yellow, green, blue and pink

Style: Bea's style is fairly unique. She likes wearing colours and patterns and pairing them with plain and neutral colours. She loves wearing blues, greens and pinks, as she believes these colours reflect and suit her appearance. She likes using accessories to enhance a garment or outfit.

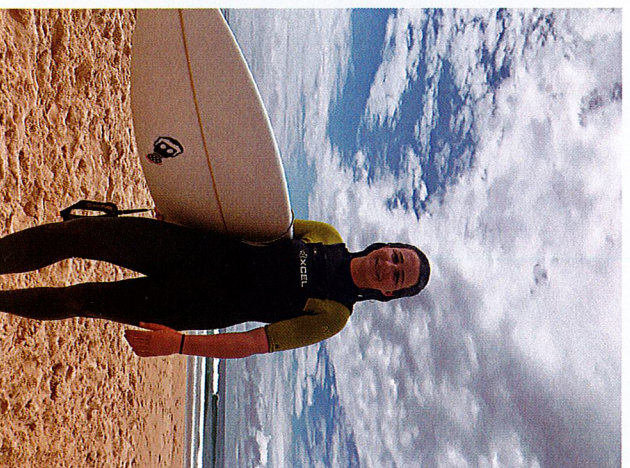
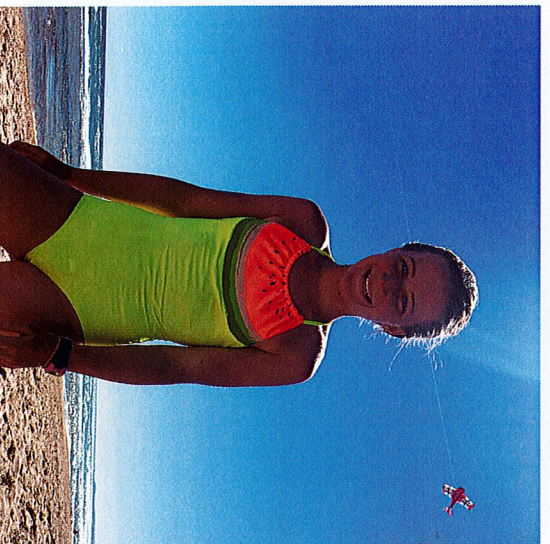
Budget/spending habits: Bea still attends school, so her budget is relatively small. She has a part time job, but she does not buy expensive garments very regularly.

Abilities/disabilities: Bea is right handed

Attitude to sustainability: Bea does not like wasting clothes and would rather buy an expensive garment that will last a long time, than buy a cheaper garment of a lower quality.

Favourite item of clothing: Bea's favourite item of clothing is her Ryder blue corduroy jeans. They are wide leg, making them comfortable and easy the colour is to match with the rest of her wardrobe. She loves wearing them in winter, as the thick corduroy material keeps her warm. She would prefer to have an item that coordinates with existing items in her wardrobe, to extend the life of this garment.

Lifestyle interests: Bea leads a relaxed lifestyle spends lots of time at the beach, and surfs regularly, in her coastal town at Point Lonsdale. Her hobbies include swimming, surfing and spending time with her friends and family.



DESIGN BRIEF

end user Bea Conroy is a 15-year-old student who has been invited her cousin's wedding in in Sydney on the 20th of September. The wedding will be held in the daytime and she requires a garment that will be suitable for this occasion. Bea would like her garment to be colourful, as the wedding will be held in a garden and she would like her garment to reflect with the colours in the environment. Bea's budget for this garment is \$250.00, as she is willing to pay for a good quality garment that she will be able to wear again. As the wedding is held in spring, Bea has requested that the garment is made from a light weight and comfortable fabric and has requested it to be age appropriate. It is likely that the wedding celebration will last throughout the day and possibly extend into the evening, so the garment must be able to comfortable all day and into the evening.

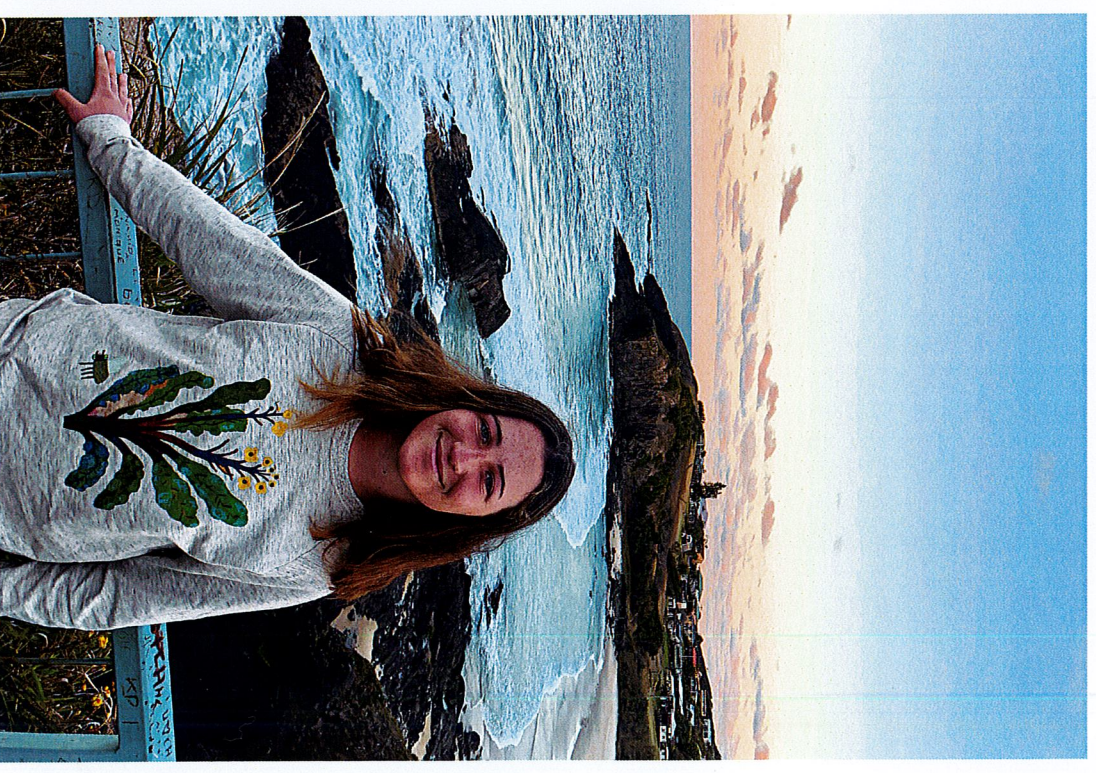
PURPOSE

WHO ★

WHAT ★

WHERE ★

WHY ★



CONSTRAINTS AND CONSIDERATIONS

PURPOSE, FUNCTION & CONTEXT

- A garment that is appropriate to wear to a wedding in spring
- Needs to be comfortable and functional for the client
- Both the fabric and the construction of the garment should ensure that the garment is finished to a high quality.
- The garment must be high end and appropriate for a wedding, and work with other items in the client's wardrobe.

USER CENTRED DESIGN

- Needs to be age appropriate for the client (15 years)
- Needs to fit the client's measurements
- Must reflect fashion and trends
- The garment must be safely constructed, and any attachments must be securely fastened.

INNOVATION AND CREATIVITY

- Explore innovative solutions throughout design and construction.
- Explore creative approaches to the design and its style.

ECONOMICS

- The garment must be finished on time.
- The cost must take into account the cost of materials, tools, and the use of equipment and machinery.

VISUAL, TACTILE AND AESTHETIC

- The client must find the end product visually appealing
- The design should explore new concepts, such as symmetrical and asymmetrical designs
- The design should not date, ensuring that the client can wear it for many seasons.

MATERIALS

- The material used must be appropriate for the event, eg. Suitable for weather
- The material must be durable and comfortable for the client to wear multiple times.
- Materials used must be selected for the behaviour, chemically and physically.

TECHNOLOGIES

- Production processes must be appropriate for the design performance of the garment
- Manufacturing methods must be suitable for different aspects of the garments, eg. overlocking when appropriate.

SUSTAINABILITY

- To ensure minimal waste purchase an appropriate amount of fabric for construction
- To ensure that the garment lasts a long time, construct it to a high quality so it is durable through being washed and worn.
- Use necessary notions and reduce excess materials to minimise the waste throughout production.
- The three pillars of sustainability must be present; Social, Environmental and Economic

LEGAL RESPONSIBILITIES

- The garment must meet Australian and international standards
- Garment must be produced safely and be safe for the end user.

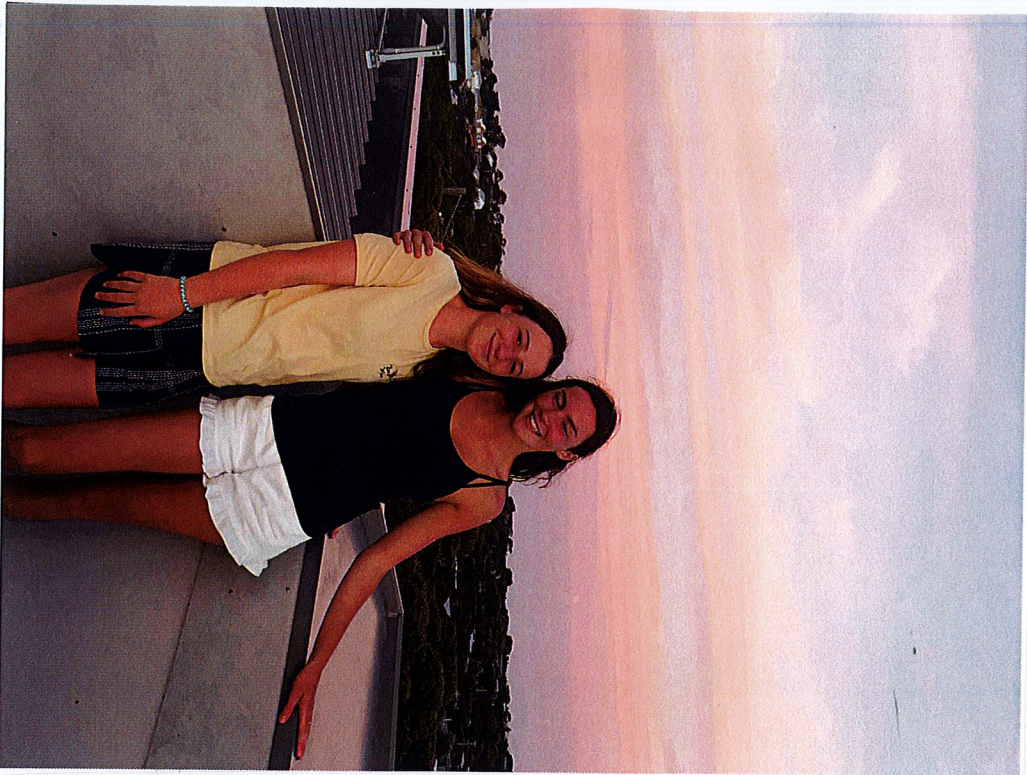
QUALITY

- The material used must be of high quality, and the processes and finishes must be to a high standard.
- The garment must be durable enough to be worn for extended periods of time and be worn multiple times.
- The garment must have a long life expectancy, as Bea wishes to wear the garment again in the future.
- The garment must enable my client to comfortably sit down in and walk around in, as this is what her event requires.
- The garment should have no loose threads or holes, and the pattern pieces must align perfectly.

4 PART EVALUATION CRITERIA

Product design factors	No.	Evaluation criteria	Justification	Method to achieve this	Checking method on finished product
User centred design	1.	Is the garment age appropriate?	The garment needs to be age appropriate, both for the end user (age 15) and the event, as it is a family event. There will be extended family, older and younger generations, and it must be respectful of the event.	To ensure that the garment is age appropriate, I will have frequent meetings with Bea and refer to research for inspiration and design option drawings.	Regular fittings with the end user throughout production ensured the garment was age appropriate, and that Bea feels comfortable and decent in a garment to be worn around all ages of her family.
	2.	Does the garment fit the end user properly?	The garment must fit the end user properly, as it will be worn by them for an extended period of time and must be comfortable.	To make sure that the garment fits the end user, I will ensure that Bea's size and measurements are referred to throughout production.	Bea tried on the garment regularly throughout production, to make sure it fitted her, and it flattered her body in the right places.
	3.	Does the garment reflect current fashion trends?	The garment must reflect current fashion trends	Research and Inspiration will ensure that the garment reflects current fashion trends.	Throughout production, I regularly conducted research to ensure that the garment reflected current fashion trends and would match other items in Bea's wardrobe.
Purpose, function and context	4.	Is the garment suitable for a causal garden wedding?	The garment must be suitable for a causal garden wedding, as it is what the end user has requested, and they wish to wear it again.	To ensure that the garment is suitable for Bea's event, I will thoroughly research what people wear to weddings, and make sure it is what she wants.	Bea will wear the garment to the wedding, which will ensure that the end product was appropriate for the family event.
Innovation and creativity	5.	Does Is the garment an original piece?	The garment must be an original piece, and not replicate someone else's work.	To make sure that the garment is creative, I will use a combination of the colours and styles Bea explained that she likes.	The garment was made taking into account Bea's requests of her favourite colours, to ensure it was original and creative.
Visual, tactile and aesthetic	6.	Does the garment visually appeal to the client?	The garment must appeal to the end user, as they are the ones who will be wearing it and it must match their current clothes.	I will consider the things Bea and I discussed in our interview, to make sure that the garment appeals to her.	Bea loves the finished product, as it reflects the things she requested in our interview.
Economics	7.	Was the garment be completed on time?	The garment must be made by the wedding in September, as it is for a specific event.	I will regularly check in with Bea and work productively to make sure the garment is finished by her cousin's wedding in September	The garment was completed on time, and Bea wore it to her cousin's wedding.

Legal responsibilities	8.	Is the garment safe to wear?	The garment must be safe for the end user to wear, eg. no closures that could get caught on anything.	I will research current trends and fashion, to make sure that while the garment must be of current trends, that it is not someone else's' piece.	The garment was an original piece, while still reflecting current trends and fashion, which Bea loved.
Materials	9.	Is the garment made from appropriate materials for a spring wedding?	The material used must be suitable for the occasion.	I will take into account the time of year, time of day and weather that Bea's event is, to make sure she is comfortable in her garment.	The materials used ensured that Bea was comfortable at her event in spring.
Technologies	10.	Were all the relevant tools, equipment and machinery available?	Required machinery and tools must be used to ensure the garment is of a high quality, eg. Overlocking to neaten edges.	To ensure the garment is made to a high quality, I will use appropriate methods and machinery for different aspects of the garment.	I used appropriate tools, machinery and equipment for each aspect of the production process, to ensure a professional finish.
Sustainability	11.	Was the garment made efficiently, with minimal waste?	Ensure that the end user size is taken into account when purchasing the fabric, to minimise waste.	I will be clever with the amount of fabric I use, through using only what I need, to minimise wasting excess materials.	I lined the pattern pieces perfectly, to minimise wasting fabric, and only bought what I needed to complete this garment for Bea.
	12.	Did the garment use materials that can be laundered at home?	It must last more than one wear, because the end user is paying a reasonable amount for the garment.	To ensure that the garment will last more than one wear, I will use materials of a high quality, to ensure durability and minimise waste.	The garment was made from fabrics that can be easily laundered at home, minimising waste and ensuring a long lifetime for the garment.



GARDEN WEDDING VENUE ↴



END USER INTERVIEW

What kind of garment are you after?"

"I would like a nice garment for my cousin's wedding this September."

How do you describe your own style?

"Casual, relaxed and simple. I wear a lot of shorts and t-shirt, as I am often at the beach or just relaxing with my friends."

How do you think others would describe your style?

"Fairly similarly to how I would describe it for just day-to-day wear, but if I was dressing up to go somewhere, I am usually in colour and like to wear some subtle prints."

What is a current trend you really like?

"I love trends like corduroy in both jackets and pants and love the trends of the 1970's like yellows and oranges and warm colours like that."

What colours do you like to wear?

"As I mentioned before I love the warm tones such as yellows, but I often wear blue as it compliments my eyes."

Which stores do you shop at the most?

"I love the clothes at Ryder, as they use both colours and neutral tones together and they match really well with my other clothes. I also love the prints at Gorman and like wearing their t-shirts to brighten up outfits."

Where will this garment be worn?

"I plan on wearing this garment at my cousin's wedding which will be in the September holidays. It shouldn't be too formal as it is a causal beach/garden style event."

Do you plan on wearing the garment more than once?

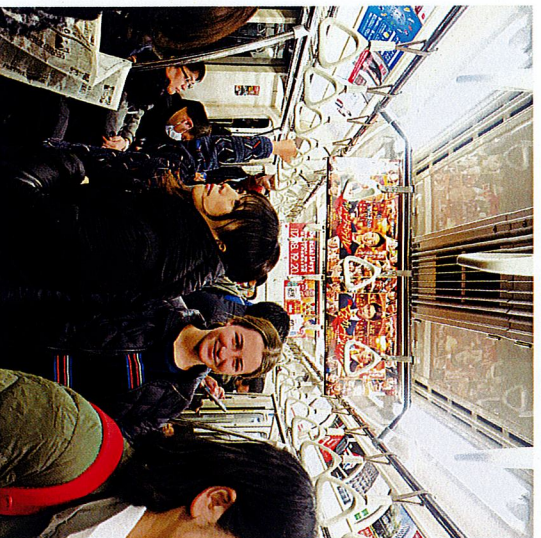
"I hope that I can wear this garment again, as I probably wouldn't spend that much on something I will just wear once because that seems like a waste to me, and because it's more of a casual event, I should be able to wear this type of garment again."

What style of garment are you after?

"I would love either a skirt or a pair of pants, as I think they're appropriate for my cousins wedding, and I hope the style of them is flattering and family friendly, as it is a family event."

What is your budget for this garment?

"Because I'm only young, I don't think my budget will be that high, just because I will probably pay for it myself and I only have a part time job."



EVALUATION CRITERIA

PDF	Evaluation Criteria	Justification	Importance 1(L) – 5 (VH)
Purpose, function and context	Does the garment appear suitable for a casual wedding?	The garment must be suitable for a spring wedding, as it is important that the end user feels comfortable and appropriately dressed for this function.	4
User Centred design	Does the garment appear to be age appropriate?	If the garment isn't age appropriate, Bea may feel uncomfortable to wear the garment in front of adults, the garment may also not suit her as if it isn't appropriate for her age.	4
Visual, Tactile, Aesthetic	Does it appear that Bea will be able to reach the closures and inserts herself?	Bea must be able to reach the closures and inserts in the garment herself, so she will remain comfortable and be able to get changed and dress herself with ease.	4
	Does the end user find the garment visually appealing?	The garment should appear to be visually appealing, as this will make Bea confident in what she is wearing, and ensures that she is happy with the design and look of the garment.	3
Innovation and Creativity	Does the garment appear to be creative and have explored design elements?	The design should explore new and creative ways to achieve a garment that is unique and that will stand out, something that Bea has requested and something different from what would be found in a clothing store.	2