

Data collection

A KEA project made by Mathilde Rasmussen

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image: Goolge

Desk research

Desk research is about collecting data that has already been processed by someone else. Therefore, you have to narrow it down to what is most relevant for your research. Watch out for credibility and the relevance as well.



Insights: Desk research

Topic: T-shirt trends amongst customers

The most popular selling t-shirt color is black runned up by Navy and dark heavy gray.

The most popular style is crewneck (known as classic neck)

For printed t-shirts; Clear statements, small quotes and colored designs were most popular.

Summer 2021: Graphic t-shirts were trending again. Three worth mentioning is the funny T-shirt, the inspiring t-shirt and the tribute t-shirt.



Customized t-shirt is a growing marked.

Quality is more important than affordability for customers

Simple designs are more popular than advanced designs

Desk research

Topic: T-shirt trends amongst customers

I started off by googling some top lists of trends where i found more pages repeating that a black t-shirt with crew neck is the most popular t-shirt being bought among customers. Afterwards I found some good articles, for instance one that has written about the newest trends among celebrities. I also went on some side tracks that lead to a dead end, as they were not relevant for the topic. I did find it challenging as the pages had a certain point of view which affected their answer. For instance a page for print design t-shirt talking about specific prints that are in. Then I have to take take note that they have a specific target audience.

I found out that it is still the most basic t-shirts that are being sold the most. A black crew neck followed up by the color navy and the v-neck. But I also found out that the funny- , inspiring- and tribute t-shirt is a growing trend coming back from the early '00. I also found out that the quality of a t-shirt does matter more than the price. Lastly the research showed me that the customized t-shirt is in a still growing market.

Links used in desk research

Links stating about the popular style and color:

- <https://blog.bonfire.com/best-t-shirt-colors-styles/>

(This is the first link that stated black and simple t-shirt are trending most. This lead to think I have to find more pages claiming this to make sure it's not only this page opinion.)

- <https://theclassictshirt.com/blogs/stories/what-are-all-the-different-t-shirt-styles>

(This link where talking more of the style of the t-shirt and what's trending style-wise. Now knowing that the 'basic' t-shirt is the most popular.)

Links about statements and prints

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

(This link categorised the different print designs in what's trending the most.)

- <https://awesomelytechie.com/tshirts-tha-t-sell/>

(This article gives good advice for selling t-shirts and how the customer think, furthermore did this link also confirm that simple basic t-shirt sell the most.)

Data about the t-shirt market.

- <https://www.grandviewresearch.com/industry-analysis/custom-t-shirt-printing-market>

(This link is an analysis report consisting of raw data of the t-shirt market)

Links used in desk research

Link about the current or upcoming t-shirt trends:

- <https://www.instyle.com/fashion/clothing/graphic-t-shirt-trend>

(This article is showing how the celebrities are bringing back old trends, and their clothing style influence the trends for customers.)

Link about what customers want in a t-shirt:

- <https://thetshirtacademy.com/customer-shirt/>

(This link is showing what the customers think and what they are focusing on when buying t-shirts.)

Key findings:

Customers want basic t-shirt the most.

When it comes to print, statement, small quotes and colored designs (on basic t-shirts) are most popular.

It is important that the text on printed t-shirts are easily read.

Quality > Price

Simple > Advanced designs

Observation research

Observation research is about collecting data while being observant. This means no interaction with the subject you are observing. Therefore you can't affect the subject which will give a more neutral answer. This also means that you can get (some) information but only from your own perspective. People notice different things, therefore the answers you get can differ.



Observation research

Topic: T-shirt in public (Democratic coffee cafe)

9.37: Woman sitting with friends (I assume) in black t-shirt with print saying: 'Hold kæft & syng med' She's also wearing bandana and have big necklace on.

9.40: Boy sitting in heavy dark basic gray.

9.49: Man sitting in colorful dye t-shirt. wearing hat - hipster looking.

9.54: Man walking in in black long sleeves t-shirt.

9.56: Man in striped t-shirt walking with his two kids, t-shirt is washed so much you can see the color changed.

10.01 Woman walking by in gary t-shirt with unicorn and rainbow print on her t-shirt.

10.13: Man walking in with a orange shirt with blue print

9.16: Girl sitting with a white t-shirt with a knit on top.

9.17: woman going into the elevator in bordeaux t-shirt.

People here spend from woman sitting and talking drinking coffee together, students every age sitting with computers studying.

I noticed that it's mostly black, navy, army and gray t-shirts on men, and white (and some colored) t-shirts on women.

The environment is calm and cosy. People are enjoying coffee and/or talking to each other. Also there is a lot of mothers with a baby carriage.

You can tell that people come here to be relaxed and to study.

Insights: **Observation research**

Topic: T-shirt in public (Democratic coffee cafe)

Men tend to go in darker color such as: black, navy, army and dark gray.

Women tend to go both in black and white t-shirts.

Half of the people wearing a t-shirt worn a neutral t-shirt the other half worn t-shirt with a print.

There is a lot of people studying or catching up with friends here.

People are wearing casual clothing.

As the environment is cosy and relaxed.

A small percentage did wear colorful t-shirt, but their style was in general more colorful or 'hip'. Therefore it wasn't a statement more than it was a style.

Observation research

Topic: T-shirt in public (Democratic coffee cafe)

I started of deciding where I wanted to go and observe. I wanted the place to be where I could find a wide group of people. Therefore I started going to Paludan Book Cafe, but there wasn't a lot of people so I went to Democratic Coffee Cafe. Here found a place near the cafe and near the main entrance, so it had a lot of traffic here. I found out that the basic t-shirt is definitely the most common and that the once with color also tend to be colorful all over in their style.

Key Findings:

Men tend to wear darker colors of t-shirts

Women tend to wear lighter colors of t-shirt than men but are also wearing black.

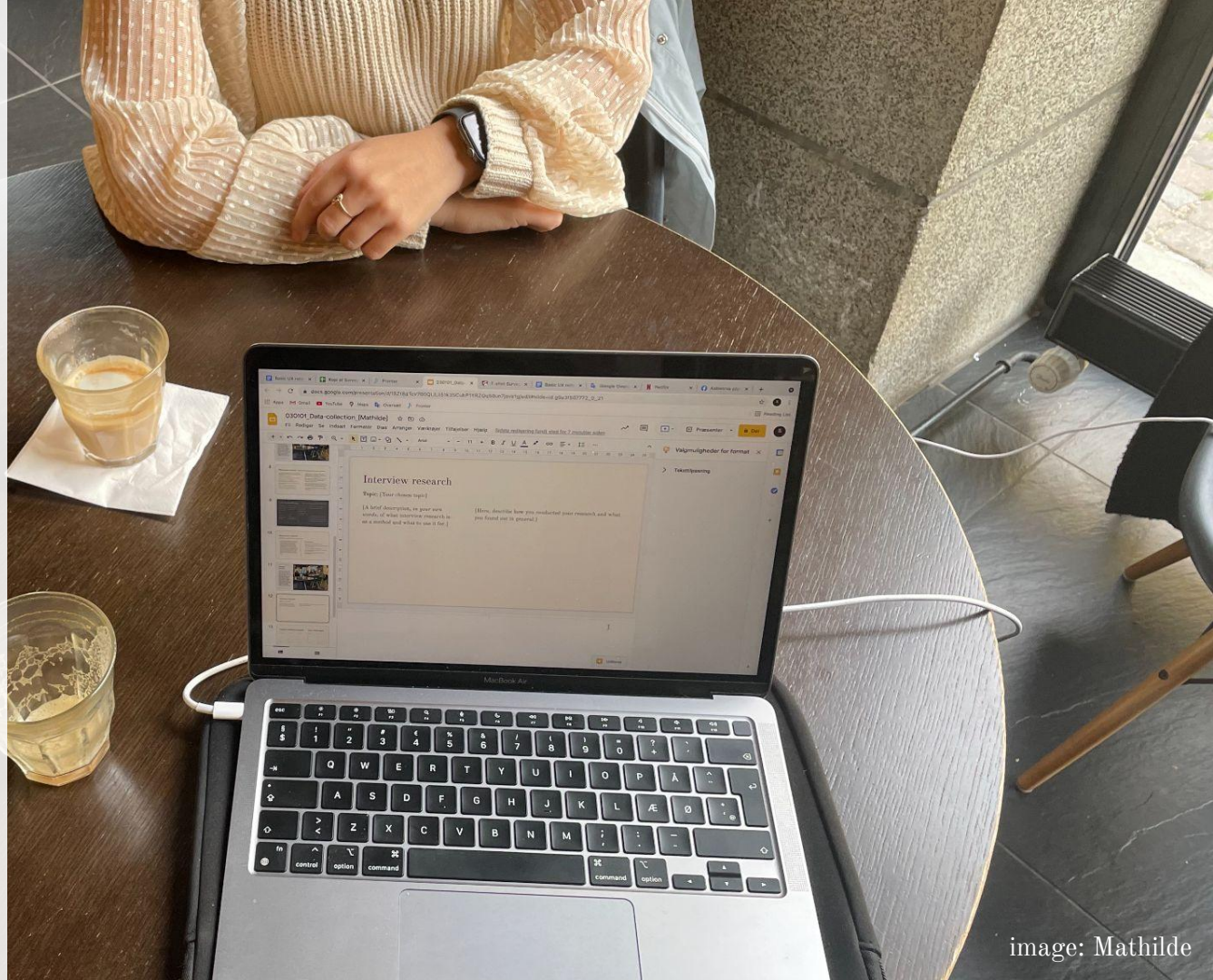
People are wearing cosy / casual clothing.

The majority of people wearing t-shirt was wearing a basic / plain t-shirt.

Some people did wear prints on the t-shirt both statements and

Interview research

An Interview research is a way of getting information from someone specific and being able to ask deeper questions afterwards. This means you'll get a very in-depth understanding but only from the interviewee's point of view. It's more a conversation which also means that you must be careful not to affect the interviewee's answers.



Interview research - The interview

Topic: A fashion or a brand

Hi, thank you for participating in this interview! Can you make a short introduction about yourself?

Hi! well I'm Frederikke, I'm 22 years old and i live in Sydhavn in Copenhagen.

What is Vogelius?

Vogelius is a concept store located in Birkerød, where all your needs can be fulfilled. From little snack or coffee-kick to a whole new outfit for the whole family or just some extra self treats by getting a facial care.

How long have you worked there?

I have been working here for half a year now, next to my studies.

How would you describe the style in the store?

The store provides a wide spectrum of styles. So there is something for every taste no matter if you are mostly into the classics or the more colorful.

Do you sell t-shirts?

Yes we do!

Which t-shirt styles sell and what sell the most?

We do sell a smaller selection of basic t-shirts, because that is a must have! But it is actually mostly t-shirts in the seasons colors or t-shirts with a fashionable detail that we sell the most.

Interview research

Whats is your customer profile?

We have a lot of loyal customers, who always wants to be up-to-date with the newest trends and do not want to much basic clothing. The customers we have the most are the local people, mostly the cities elder women and mothers. besides that we also have a lot of modern fashion conscious women and high school girl. We are getting new arrivings very often which means that our customers are the ones that wants to be updated on the newest trends and tendencies.

Topic: A fashion or a brand

Do your customers have specific preference for t-shirts and what?

As told before, we have a big spectrum of customers in every age with different styles which makes the preference wide.

Which t-shirt trends are ‘hot’ now and have was it a year ago?

It is mostly the t-shirt with a detail or with a fun color. This is also the same trend as last year.

Insights: Interview research

Topic: A fashion og a brand

The costumers
Vogelius have are
fashion conscious
and modern mothers
and high school girls.

The store
provides with
both classic and
and colorful / wild
styles.

The t-shirt that
sell the most are
t-shirts with lots
of color and/or
some special
fashionable
details are twists
to the styles.

Vogelius sells a lot of
clothes but do also
provide with a cafe and
facial treatments.

Their customer are not
tending to choose the
basic t-shirt as much as
detailed t-shirts.

The logo for Vogelius features the brand name in a large, elegant, black serif font. The letters 'V' and 'g' are particularly stylized, with the 'V' having a sharp, pointed top and the 'g' having a long, flowing tail. The letters 'o', 'g', 'e', 'l', 'i', 'u', and 's' are also in the same serif font. Below the brand name, there are two horizontal lines, one under the 'V' and one under the 's', which are slightly offset from the center of the letters they are under.

Interview research

Topic: A fashion or a brand

I started out by meeting with Frederikke at a cafe, where we sat down and got a cup of coffee. I then introduced her to the interview and got an acceptance of me recording her. Then I proceed with the interview which were going really well. I asked extra questions to go more in depth with some of the subjects.

The most surprising that i found out is that Vogelius' customers are not going for the basic look as most of my previous researches showed. This is probably due to the fact that they are more up-to-date with to newest trends which tend to be with twists and gimmicks that makes them stand out.

Key findings:

The trend they follow are more with gimmicks, colorful and detailed t-shirts.

They tend to move away from the basic neutral colored t-shirt.

Survey research

A survey research is a way of getting qualitative and quantitative answers about a topic. It is a easy way to get answers from a lot of people about the same questions. People often tend to be more honest when answering surveys as these are often anonymous which gives a more real answer to the subject. You do have to be careful who is answering the survey as this affect the outcome of your survey.



Insights: Survey research

Topic: Online t-shirt shopping

51 participants were 35 females, 14 males and 2 identifying themselves as 'other'

51% are buying t-shirt every 3 or 6 month. While 41,4% Are buying t-shirts yearly or rarer.

25 of 41 answering this question; answered shipping options are important.

76% Buy their t-shirt from a specific online shop when shopping online.

The brand and the designer didn't mean the most for the participants.

Every 51 participant have tried to buy clothes online and 82% have bought a t-shirt online

The 2 most frustrations when online shopping is 'no filtering options(17%)' and 'not knowing the delivery costs(24%)'. Though 17% also answered 'nothing, really...'

Survey research

I started off by looking through the answers and started sorting the answers into percentage against each other. Then I stepped back and got a bigger picture of the survey and collected them in previous slide.

My biggest surprise in the survey is that the thing that frustrates the most is not having a good filtering option.

Furthermore i learned that people tend to stay loyal to the shops they know by buying t-shirts from specific shops. I assume that it has something to do with trustworthiness and secureness towards the shops.

Key findings

Frustrations in online shopping is not having good filtering options and not knowing the delivery costs.

Mostly the participants buy t-shirts from specific shops.

Brand and designs do not matter the most among the participants.