Client Interview Transcript

Problem Definition | Thursday, 10 October 2024

Interviewer 1: Is it okay if we record this interview?

Jacqueline: No problem, go ahead.

Interviewer 1: Okay. So, we have some general questions about night of the nerds and then we have specific questions for the project.

Jacqueline: Yes, okay.

Interviewer 1: I am going to start with the general questions about the company. So, what does your company stand for and what is your mission and vision?

Jacqueline: We work for the "Future Byte" foundation and everyone who works for them has a small business or is a freelancer – meaning they are not working a full-time job. So, all the projects we work on aim to inspire young people to express their creativity with technology. We offer some workshops and a few events a year, not just in Eindhoven. We want to challenge those young people to think about the hardships of life and society and urge them to come up with solutions and learn more about said hardships. This is what the "Future Byte" foundation is about. But "Night of the Nerds" in Eindhoven is the biggest and most important event we host.

Interviewer 1: Okay. So, who are your competitors and what sets you apart from them?

Jacqueline: The point is that we don't really have competitors. We receive money from foundations, and they think that we are so interesting. There are only a few small organizations in the country who work for this specific target audience at the age of 14/15 years old. A big percentage of those young people don't know what they want to do in the future. There aren't enough people looking for technical jobs and if we want to stay on track as a country, we need a lot more young people in tech who are capable of thinking outside of the box. Many of our so-called competitors offer events for young people who already know what they are interested in, in media, photography and so on.

Interviewer 1: Mhm.

Jacqueline: Most of the companies who are trying to inspire those young people only show the technical side and don't necessarily focus on the creative aspect of technology. There is a gap between how other companies present their work and how kids get inspired to investigate a certain career path.

Interviewer 1: Basically, you are saying that you do not have many competitors?

Jacqueline: Yes, not really. Not for this age group.

Interviewer 1: Okay.

Jacqueline: Therefore, it is very important to us that groups like you, student teams, work on nice projects also to inspire people closer to your age. You understand better and communicate better with our target audience.

Interviewer 1: Yes, I understand. Another question that we have is if you have a brand guide?

Jacqueline: We have a brand guide, but we are now in the process of changing it. So, you can use it, but it is not necessary. If you would like I can email it to you. It's a small one-we have some basic colors and our logo.

Interviewer 1: Yes, it would be great if you could send it over after the interview.

Jacqueline: Okay, I will.

Interviewer 1: What are most of your installations about?

Jacqueline: We have a lot of different types. We have a lot of browser games, some VR-many people are attracted to that, so that's good to know.

Interviewer 1: Have you had similar installations like the one we will be working on?

Jacqueline: An AR and VR installation. With our AR installation you could dress yourself up using your phone. The other installation was to bring awareness to fast fashion. You are being teleported to India where you see how destructive the working method is to get lots of cotton to make the clothes we wear. Then, at the end of the process there is a picture of a large pile of clothes which never reach the store and pollute the world.

Interviewer 1: And how did the visitors react to these instillations? Did they enjoy them? Did they not like them? And what did you specifically think of them?

Jacqueline: Well, I liked them very much. But at these events we saw that most of the people who were interested in these installations were girls. This was my main takeaway. Boys weren't as attracted to those. Everyone liked the installation where you can dress yourself up. How far along are you with your concept?

Interviewer 1: We still have not worked out a concept which is why we have many questions. Also, the reason why we are asking is if you have had a similar project before and how people reacted to it.

Jacqueline: So, if you choose a technical thing with AR and it is quite difficult to have it look nice in such a short amount of time. It is also an option to start with the AR which is already developed, and you go further on the technical basis, and you develop it further. That is also a possibility. Also, what I missed in the solutions from former student groups was the idea of including secondhand clothes. Don't copy "Vinted" for instance, but a nice approach to the market of second hand and the swap events for clothing-where young people can swap clothes with people who have a similar taste in clothes as them. Those kinds of ideas were not incorporated into the solutions of former groups, but I believe those kinds of solutions are very interesting. Or maybe something digital which could work for a live event.

Interviewer 1: This brings me to my next question-do you have a budget.

Jacqueline: No. We can only help with some extra secondhand things or decoration to make the installation more appealing once the product is finished. Fontys might be able to help with some technical stuff. You can talk it through with one of your teachers.

Interviewer 1: How will you measure the success of this project. So, what do you think poeples reactions should be, so you are satisfied?

Jacqueline: I would like to warn you not to be too ambitious. Because in 95% of cases you do not reach your goals. I would be very happy if you were realistic about what you can do given the amount of time you have. To me it is a success if you can come up with a project which is out of the box and which young people are attracted to. You should have also checked if people from our target audience like your work. If the audience likes it, I will like it. So just look at the criteria I summed up at the end of the presentation.

Interviewer 1: Now we're moving on to the questions that we have specifically for the project. What was your motivation behind this project? What inspired you?

Jacqueline: Well, because the problem is really huge. It is really huge, and most of the young people don't realize that it's such a big problem. They are not aware of the really polluting, the polluting fashion industry, the whole fashion industry. And I was also, during my whole life, a person who liked to shop, also to swap clothes with friends, but very fashion-oriented and never looked at the labels if it is sustainable material or whatever. So, I felt also a little bit guilty, somehow. Why I didn't know that? Why there are not media who make me aware of this kind of thing? Because it would change my behavior. And a very long time ago, I was always working to make my own clothes, or I bought only because I was also a student, basic clothes, and then I make it more... I personalize it with all kind of things. I really believe that if young people really know how polluting the industry is that you are getting from... If you are really young, if you know that already, then you will get another other relation with fashion or another relation with your identity in relation to fashion.

Interviewer 1: Did anything specific inspire you for this project? Like any similar projects that you have seen on this, like any installations?

Jacqueline: I was inspired by a new fashion designers who work for a garbage on the beaches to make new clothes from, from fishing nets, from that kind of things. Who really try to find a more generous way to develop fashion or special garment pieces. There are also in Eindhoven some people from the Technical University who are working on... They are working with new technology and also with creativity, and they developed a total new... Also pieces for the catwalk with high innovative technology and with sustainable material. Yeah, I found that so inspirational. And that's also something where girls and all the people, all the non-binary people and all the men—a certain part of them—are always inspired by fashion. So, for a lot of people, it is a really inspiring theme in their lives, the clothing. So then make the people aware of all the bad side of fashion. I think that's only very good.

Interviewer 1: Okay. Which part of the process of fast fashion would you like us to focus on?

Jacqueline: It doesn't matter. You have to make a choice for yourself, what you like to do.

Interviewer 1: So, it doesn't matter if it's about the waste, the child labor? You don't have something specific that you want us-

Jacqueline: No. And what I said before, if you focus, for instance, on second-hand clothing, more vintage second-hand, or to personalize with certain skills, basic clothes so that you can give them a longer life, give garments a longer life. Yes, I would like that. I think it would be interesting. But keep it in your mind, but that is not really necessary. Also, the swap events, of garment swaps event, or how you can facilitate that with digital devices or digital apps. That would be great if you work out something like that. But that's just one way. But if you want to work out the project before, which is on the Augmented Reality-based project, if you make that a beautiful one with a lot of augmented reality details where you can work with so that it's really a playful tool for the audience, yes, that would be also very nice.

Interviewer 1: Okay. Would you like us... Would you prefer that we focus on the problem, letting the teenagers know about this problem, or just focus on the solution without shoving the problem in their face?

Jacqueline: I also mentioned that in the presentation, don't make a definition that it's too much a problem. But think about if you're motivated, "Oh yeah, what you are doing is bad, what... We don't like, and do it in another way." That doesn't work for young people. Make it attractive to find a new way to get a relation with their garment and the fashion industry. And if they are motivated, for instance, for second-hand clothes, I'm convinced that in a later

phase, they will... And you will get more, and there is also some media about more media information about that, that you realize that the current fashion industry from Primark, et cetera, et cetera, et cetera, is very bad for our world, and that they give a lot of pollution and anything else. And they are the basic of a lot of the fashion industries and one of the big problems in this world. So that comes then. That is not a problem that they realize that realization comes after if they change their behavior towards their relationship with fashion and garments.

Interviewer 1: So, you don't mind it if it's educational, but just not shoving it in their faces?

Jacqueline: No. I would be more happy with creative solutions so the people are getting challenged, and of your end, the target audience, like, "Oh, that's a good idea. I want that too." And, "Oh, I don't go to the Primark anymore. I will do my life, my clothing like this way." Yeah, that you have more solutions than going to the Primark.

Interviewer 1: So that's, I guess, what you meant by avoid moralism.

Jacqueline: Yeah. Yeah.

Interviewer 1: Yeah. And the last question that we have is, what storytelling concept do you want us to use? Do you want it to be a video? Do you want it to be some sort of a game? What would you like to see from us?

Jacqueline: If it is a little bit innovative, I prefer. And which is also attractive for the young people. But life events are also attractive. They are very old school, for instance. But life events are also very popular among them. But think out of the box. Try to think out of the box. Combine very traditional things like an event with a digital solution or whatever. It could be an escape room, for instance. It could be a game. It could be more augmented reality solution. It could be an XR solution. It could be a chatbot, a coach, a virtual reality coach, fashion coach. It could be all kind of things.

Interviewer 1: Uh-huh. But you don't have a specific choice?

Jacqueline: No, I don't have a specific preference. No.

Interviewer 1: Okay.

Jacqueline: Choose for something where you're good in. Because if you choose something where you start with, if you start to develop VR and you don't know anything about the techniques about VR, then it's quite difficult to get familiar with the technology. And then you have the other risk that you cannot finish the project with the group because it took too much time to get familiar with the virtual reality technology. So that's also a point of discussion inside your team — what you can choose.

Interviewer 1: Okay. So, I think we got through all of the questions. Does anyone who is here-

Interviewer 2: Yeah, I have a couple of questions still. So, before you mentioned the installations, the two installations you already had, the AR one and the cotton one, the cotton plant one. Is there a way we can find an example of these or a video or something?

Jacqueline: Yes, but it's all in your system on Fontys. Jan can know where you can find the projects.

Interviewer 2: Okay. So, they're done by other Fontys students?

Jacqueline: Yes.

Interviewer 2: Okay. We have another question about the VR one, the cotton plant, because you told us that we shouldn't go into moralism. You told us that in a presentation, but also just now. Does that mean we also... Or how does that work with the plantation? Because to me, it looks like it does play into the moralism bit and it doesn't play into the-

Jacqueline: Yes, but they did it in a clever way. They showed, well, if you need clothes, then we put some people at work in India, and they made a little plantation with a very old woman working on it and a lot of children working on it. And so they get more insights of the process. They don't send in the video; well, this is very bad. But in the end, they did, because then you see the really an amount of garbage. But then they make an educational approach of the whole process, and then they focus on the parts of the plantation and the child labor that... Just ask a question, "Are you feeling comfortable if... what could be your friends have to work so hard to have you?" So that you can buy a T-shirt in the Primark, which you throw away within four weeks. Well, for instance, use it with respect because your friend has made it. But you're more that... That it's not really moralism, but to motivate, to have respect, that kind of things.

Interviewer 2: So, you would say it is okay to go into that way a bit, but just do it in a clever way and don't just-

Jacqueline: Yeah. In a smart, clever way.

Interviewer 2: Okay. Okay. Thank you.

Jacqueline: Yes, you're welcome.

Interviewer 2: I think that's all for our questions.

Jacqueline: Maybe I have one addition for you as an idea, which is also... Who from your people, who from the team is a little bit into fashion? I would like to know from you.

Interviewer 1: I guess me, I think everyone, yeah.

Jacqueline: But for instance, have you ever checked the labels in your clothing to have some more information about the label, the percentage of recycled clothing materials they use, the country of origin, for instance, if you... But if that's more expensive, expensive brands, Adidas does that, but I don't know if they do that in a really good way. But for instance, G-Star always mention in their labels and also on the website what the origin of your clothing so that you know the way your clothing, your garment, we have chosen for, what the process was from the beginning to the end. Whether it was the plantation, in which plant the piece is made, and how it was transported to Europe, how it was... That you get a lot of information in the labels. That could be also approach for the solution that you do something with the labels to make the labels more attractive to read the labels in close so that you get more aware of what you are wearing. If it's a good garment piece or that it is a bad one, and that you open a world for buyers with something that, when you work with the label, then you have a very brief input in a very small... This is one page of the small thing in your clothes, where on the one side is, well, you have to wash it with 30 degrees. But on the other information, there could be a lot of more information you can give on the garments. It would be also on the solution, of a part of a solution, how to work out this big issue in this challenge.

Interviewer 1: Okay.

Jacqueline: That is more an addition. And I know that it's difficult to work with that. But it isn't... Yeah. Then it's with some desk research, it's very interesting to do something because you create awareness, but you have also a tool an innovative tool, for instance, to get aware where your clothes are coming from and what the process, the working process, is for getting that piece ready.

Interviewer 2: Yeah, we'll definitely look into that. Thank you.

Jacqueline: Yeah. Okay.

Interviewer 1: Thank you. I think that's everything. Thank you for your time. Thank you for answering all of our questions.

Jacqueline: Yes. And are you planning also a next meeting? But because I think that you have to... Yeah, you must be ready with your solution or to present your solution to Jan and the other teachers, I think within two weeks now or one week, when?

Interviewer 2: Yeah, I think we do indeed have basically a mid-project evaluation.

Jacqueline: I thought that if you have finished your concept, well, I would like to meet with you if you have a concept, if you worked out the concept, which you will work out. So that would be great that we can meet each other again online and that you present or tell me about your solution with a small presentation, what you prefer to, what kind of solution you are working out, and ask me for feedback.

Interviewer 2: Yeah, we will definitely plan that with you. We also think that that will be a great...

Jacqueline: Yes.

Interviewer 2: Alright. Yeah. We'll just email you, and then we can figure it out.

Jacqueline: Yes. Okay, great. Yeah. Well, good luck with working out with your ideas, and I hope that you come with a very nice creative plan to contribute to this challenge.

Interviewer 2: Yes, thank you. We'll gladly do our best. Thank you so much for today. Bye bye.

Interviewer 1: Thank you so much. Bye bye.

Jacqueline: Bye bye.