

DRIVING CHANGE, TOGETHER: CONNECTING THE TEXTILE SUPPLY-CHAIN

THE PROJECT CONTEXT

In recent years, we have become increasingly aware of the vast impact of the fast fashion and textile industry. By now, textile creation itself has a larger carbon footprint than all international flights and maritime shipping combined. The responsible textile brand Byborre and their platform the Window of Textile opportunities (WoTO) strive to change this industry for the better together with their partners. This led to the following question: "How can WoTO educate, inspire and connect textile users, academic and industry professionals in order to drive collaborative, transparent and responsible textile innovation and creation?"

RESEARCH & ANALYSIS

In order to find out, the project took a user-centred approach: the user's perspective is leading in order to gain insight. The analysis of this research showed the following:

The concept of WoTO *lacks clarity*, resulting in different interpretations and expectations of the platform. The network partners experience a *lack of guidance, facilitation and moderation* which makes it hard to keep *overview and manage expectations*. Due to a *lack of, - or unsuitable collaborative systems and tools* it becomes challenging for the partners to stay *involved, connected and aligned*. This consequently results in an *unclear narrative* for the visitors.

DESIGNING FOR AND WITH THE PARTNERS

Due to the complex nature of WoTO's partner dynamic and network the choice was made to actively involve them in the ideation and conceptualisation process. This resulted in a co-creation session with WoTO partners from various backgrounds as well as external industry professionals. The session was used alongside regular ideation. A new collaborative user-flow was constructed along with idea directions for touch-points. After a user and problem owner evaluation a service design vision was made for the Window of Textile Opportunities:

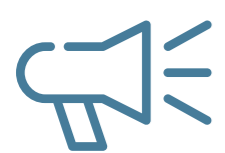
A SERVICE DESIGN VISION FOR BYBORRE & WOTO

The service design offers WoTO partners an accessible way to engage with the Window of Textile Opportunities and stimulates and facilitates interdisciplinary working and communication within, and outside of the WoTO network. Decreasing the gap between the textile supply-chain and brands/consumers. By doing so aiming to strengthen WoTO's primary functions: to forge interdisciplinary connections & educate on responsible creation and transparency. To lead the responsibility movement.

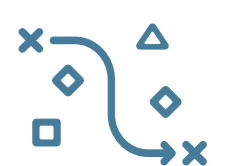
It does so by offering guidance, orchestration and structure through various touch-points that support a newly constructed collaborative user flow. The new user flow consists of the following phases:

The rise of a topic Awareness & alignment Getting involved Selection & execution Implementation Communicate & publish

The touch-points that support the partners and WoTO during these phases can be attributed to four themes. A visual representation of the service is given on the right.



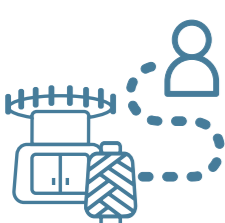
Stimulate engagement: stimulate users to interact and stay up-to-date. Ranging from an interactive newsletter to a WoTO LinkedIn group.



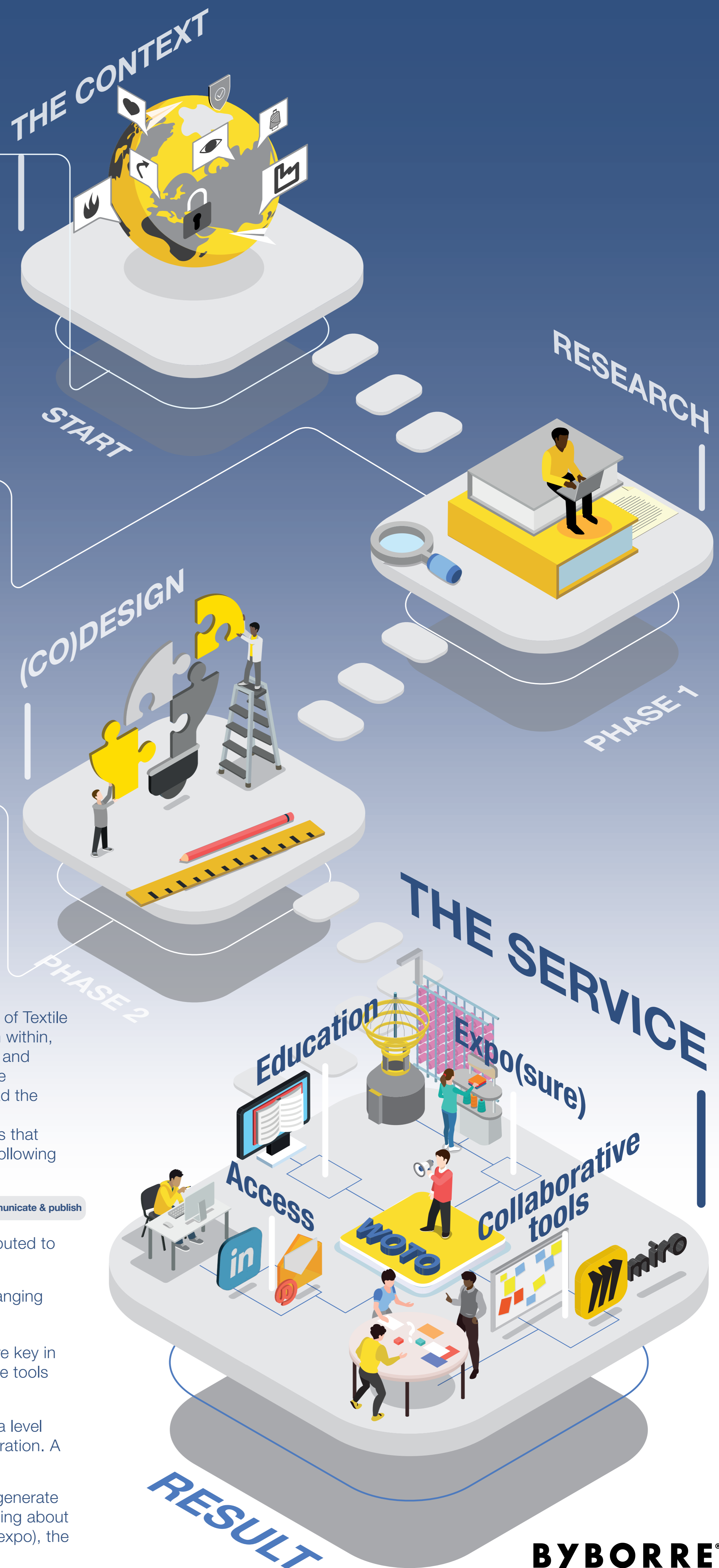
Guide towards alignment: clear guidance and a goal oriented approach are key in the collaborative model. This is achieved through a series of (co)collaborative tools and the new communication channels.



Create uniformity in collaboration: a uniform approach in order to create a level playing ground for all partners is of utmost importance for successful collaboration. A yearly alignment session/calendar facilitate this.



Decrease the gap between the supply-chain and brands/ consumers: generate exposure and potential leads for the partners while at the same time educating about transparent and responsible textile creation. Touch-points: WoTO physical (expo), the education channel and collaborative tools.



BYBORRE®

Sytze van der Wolk
Towards collaborative change
06-04-2023
Msc. Design for Interaction

Committee Dr. ir. Kuijk, J.I.
Ir. Berghuis, G.H.
Panders, J.
Company BYBORRE

TU Delft