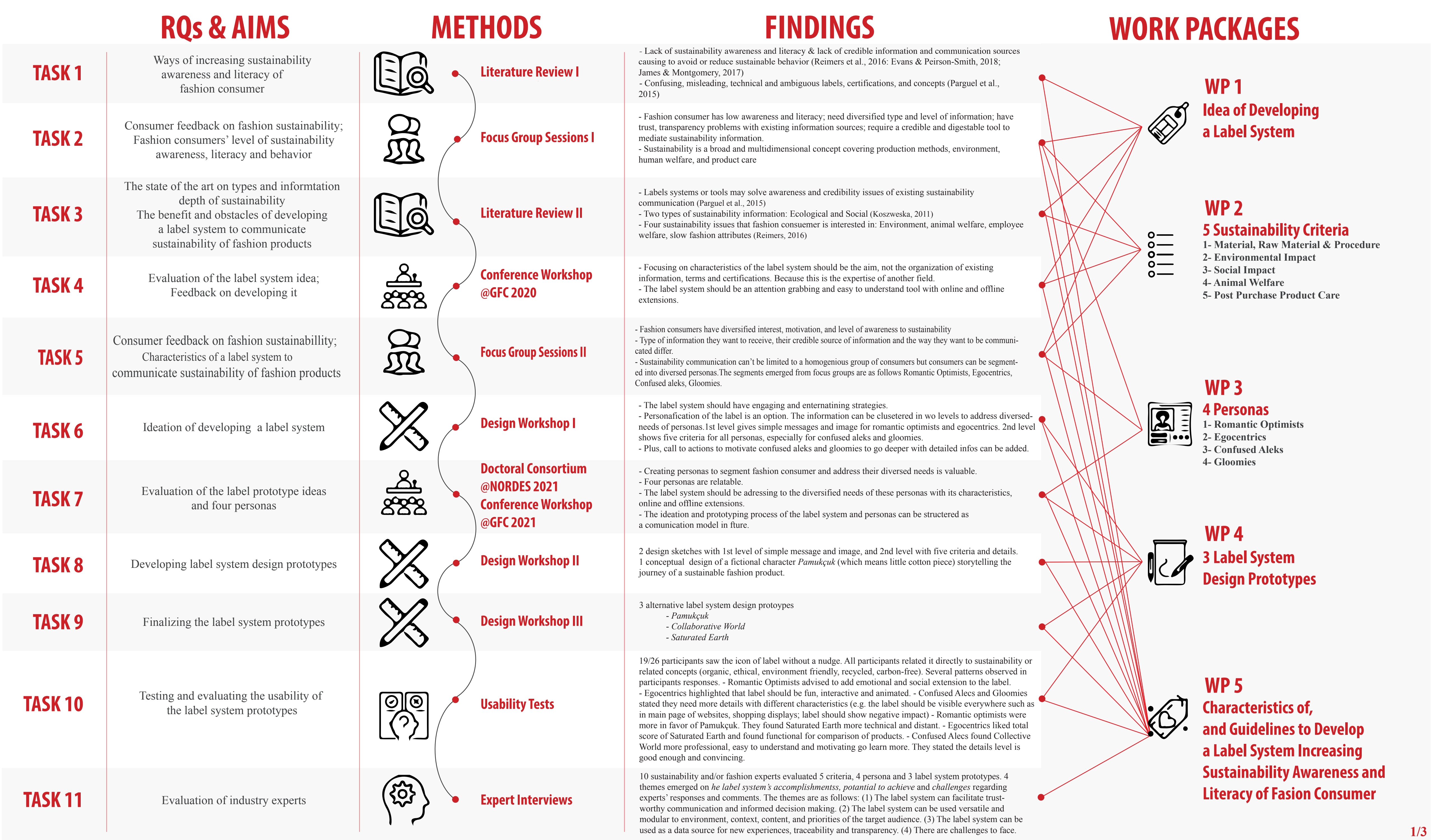


**Koç University Graduate School of Social Sciences and Humanities  
Design, Technology and Society PhD Program**

**DEVELOPING A LABEL SYSTEM  
TO INCREASE SUSTAINABILITY AWARENESS  
AND SUSTAINABILITY LITERACY OF FASHION CONSUMER**

**Ph.D Thesis Study Map  
January, 2023**




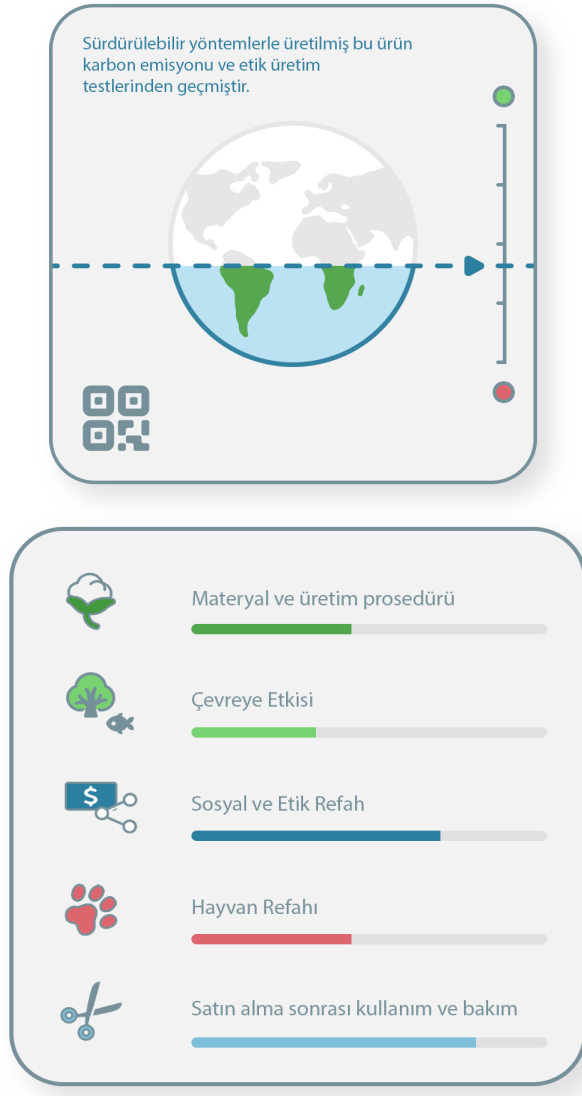





**GÜL KANER**




# METHODOLOGICAL DETAILS OF WORK PACKAGE 1-2-3




METHODOLOGICAL DETAILS OF WORK PACKAGE 4-5

TASK 6		Design Workshop I	Participants were given 5 criteria and 4 personas to brainstorm on developing a label system by taking these inputs into consideration. 2 UX/UI designers, 2 users, 1 fashion professional, 1 sustainability researcher, 1 storyteller attended at the workshop session via Zoom. They worked online on Miro board to take notes, draw sketch and interact their ideas. The sessions took approximately 3 hours.
TASK 8		Design Workshop II	Based on the outputs of the first workshop session, the second one was conducted. Most of the participants were same. 3 prospective users (1 new), 3 UX-UI designers (2 new), 1 fashion professional (new), 1 sustainability researcher, 1 storyteller attended. The participants worked on the board they previously used. This time they concentrated on sketching prototypes. They sketched two creative prototypes and developed one more conceptual design of a slightly different idea. The two represented diversified earth icons. One with a more abstract representation of loading sustainability score of the product. The other one displayed icons of the criteria on the earth. In the conceptual design of the third one, they developed a fictional character which they named as <i>Pamukçuk</i> (little cotton piece). Due to the time limited they postponed the sketch of this one to the next session. The sessions took approximately 3 hours.
TASK 9		Design Workshop III	In the last session, to finalize two sketches and to sketch the third prototype, only UX/UI designers (all same from previous sessions) attended the workshop. Three designers worked on three prototypes, the fourth designer worked together with the research to make sure all the input from previous sessions were taken into consideration to finalize the prototypes. The sessions took approximately 3,5 hours. Names of the prototypes below as follows: 1st <i>Pamukçuk</i> , 2nd <i>Collective World</i> , 3rd <i>Saturated Earth</i> .
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TASK 10		Usability Tests	25 participants took the usability test. They were invited via snowball sampling. Their personas ranged as 7 Romantic Optimists, 6 Egocentrics, 6 Confused Ales, 6 Gloomies. Participants were given a questionnaire on their demographics, whether they use online shopping or not, and their self-reported personas. They were given four statements each defining one persona. Based on their answers their personas were detected. In the test process, first, the participant were given an online shopping interface with a primary detail of label prototype. ( <i>Pamukçuk</i> : only icon. <i>Collective World</i> : earth icon and a statement. <i>Saturated Earth</i> : a partially saturated earth icon with a statement.). When the participants (19) saw the icon, the researcher shared the second shopping interface with the detailed version of the label. When the participants did not see the icon, the researcher nudged to the icon then shared the second level. Participants comments and critiques were asked on the icon and details. In the second step, participants saw same shopping page with extended version of the label ( <i>Pamukçuk</i> : five criteria, their icons, and criteria score with 5 pieces bar. <i>Collective World</i> : a general statement on total score, five criteria, their icons, and criteria score with a line bar using color codes to show the progress. <i>Saturated Earth</i> : five criteria, their icons, progress bar with different colors). Participants comments and critiques were asked on the icons, texts and details. In the last part, participants were given all three prototypes. They were asked to comment and compare what they saw.
TASK 11		Expert Interviews	10 expert interviews were conducted with 2 sustainability consultants, 2 employees from sustainability-focused NGOs, 2 fashion marketing and communication Consultants, 2 fashion designers (1 focused on sustainable fashion), 2 fashion brand executives (1 fast and 1 slow fashion). They were invited via personal acquaintances and snowball sampling. Experts had experience of 5 to 15 years in their fields. Meetings took approximately 1 hour. Interview questions were semi-structured to collect comments and critiques. Experts were given the 5 criteria, 3 prototypes, 4 personas. Their answers were coded and analysed under these titles. The analysis indicated a saturation under 4 themes.



**WP 4**  
**3 Label System**  
**Design Prototypes**



**WP 5**  
**Characteristics of,**  
**and Guidelines to Develop**  
**a Label System Increasing**  
**Sustainability Awareness**  
**and Literacy of Fashion Consumer**