

Implementing Design Thinking Process in Apparel Designing: An Empirical Study of Young Fashion Designers

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Abstract

Fashion design is a highly competitive field that requires ingenuity, originality, and a thorough comprehension of the wants and expectations of the customer. Young fashion designers must separate themselves in order to produce effective apparel designs by utilizing special insights and making products that appeal to their target market. Young designers may find the application of the design thinking process in garment creating to be a useful tool for producing unique and user-centered designs. Empathy, problem definition, ideation, prototyping, and solution testing are all part of this process. Young designers can develop a deeper comprehension of the needs of their target market by using this process. They can also come up with numerous ideas for solutions and make prototypes to get feedback and improve their designs. A competitive edge in the fashion industry can be gained by young fashion designers who use this method to create clothing designs that are more current, inventive, and sustainable. People from fashion industry are considered in this study to know the implementation of design thinking process, and it is found that Design thinking process is useful in producing unique and user-centered designs, the main goal of design thinking process is to understand the demand and preference of target market, Design thinking process is a useful tool for young and new clothing designers.

Keywords: *Innovation, Design thinking process, Young fashion designers, User-centered designs, Apparel Designs.*

Introduction

The human-centered design movement that started in the 1960s and 1970s is where design thinking got its start. This trend arose in opposition to industrial design methodologies that placed an emphasis on aesthetics over usefulness. The human-centered design movement placed a strong emphasis on the value of comprehending user demands and taking them into account during the design phase. By putting a strong emphasis on empathy, collaboration, and

experimentation, design thinking builds on this legacy. give a thorough history of design thinking, emphasising its development and potential applications in the future. Design thinking, according to the authors, is a multidisciplinary method of problem-solving that places a strong emphasis on collaboration, experimentation, and empathy. Understanding the demands and preferences of the target market is the first step in the design thinking process. Then, via iterative prototyping, creative concepts are developed, tested, and refined until they are in line with the needs of the end users (Crilly and Moultrie 2013).

One of design thinking's main benefits is its capacity to spur innovation in the apparel sector. Youth fashion designers that employ design thinking methodologies are encouraged to explore a wide range of concepts, to experiment with various materials and processes, and to create prototypes that can be tested and improved depending on user input. Young fashion designers benefit from using design thinking to concentrate on making clothes that are not only aesthetically beautiful but also very useful. emphasizes the importance of design thinking for aspiring fashion designers, emphasizing how it may help them develop items that actually address problems for their clients.A framework for understanding the wants and needs of the intended market and applying that knowledge to make products that successfully meet those needs is provided by design thinking (Brown 2008).

A designedly mode of knowing, distinct from scientific or analytical thinking, is a component of design thinking. Young fashion designers can explore a variety of options, take chances, and produce one-of-a-kind creations that distinguish them in the fashion market by adopting this designedly style of knowing. Young fashion designers might therefore benefit from using the design thinking approach to generate user-centered, inventive, and sustainable clothing designs (Cross 2001).

Literature Review

The Design Process by Aspelund (2010) gives a general overview of the design process and how it can be used in a variety of contexts, including clothing design. The author claims that the design process is a cyclical, iterative process with various stages, such as user empathy, problem definition, ideation, prototyping, and testing. Understanding the requirements, preferences, and

behaviours of the user is a need of the first design stage, known as empathising. In order to understand the demands and preferences of potential clients, young fashion designers may be required to perform user research, engage in conversation with them, and observe their behaviour during this period. Determining the problem at the second stage of the design process is essential because it allows designers to concentrate on developing solutions that are pertinent and meaningful to the user. This phase of apparel design can involve identifying the target market, comprehending their demands, and identifying the issue that the design will address. Ideation is the stage of the creative process where designers might come up with numerous concepts for prospective solutions. In order to produce distinctive and cutting-edge designs, this method calls for a creative and cooperative approach where designers can make use of many views and ideas. Ideation for aspiring fashion designers can include drawing, making mood boards, and experimenting with various materials and textures. To test the concepts generated during the ideation stage, low-fidelity prototypes are created during the prototyping step. In the testing phase, input is gathered and the effectiveness of the design is assessed. User feedback, market analysis, and sales data analysis are all examples of testing methods.

Young fashion designers in India should have access to design thinking, according to Choudhary and Sodhi (2017). According to the authors, design thinking offers designers a framework for producing goods that are not just visually pleasing but also useful and reasonably priced. Designers may produce goods that are fashionable and useful by learning about the requirements and preferences of their target market. By creating distinctive and avant-garde items, the authors contend that design thinking might assist Indian fashion designers in standing out from their rivals. Design thinking encourages designers to experiment with various materials and processes and to create prototypes that can be tested and improved in response to user feedback.

According to Lee and Jung (2017), design thinking can help young fashion designers get a competitive edge by enabling them to produce designs that are both original and practical, which can increase their client appeal. According to Plattner et al. 2009, design thinking is a technique for understanding and methodically and creatively resolving complicated issues. The authors present a framework that is divided into three phases: comprehend, enhance, and implement.

For aspiring young Indian fashion designers, Pandya and Shah (2018) underline the value of design thinking. According to the authors, design thinking can assist designers in developing goods that cater to the requirements of an Indian market that is both diverse and undergoing rapid change. Design professionals can create items that are both aesthetically beautiful and extremely functional by emphasizing empathy and experimentation. Similar to this, Shah and Khan (2014) contend that design thinking is crucial for aspiring young Indian fashion designers who wish to compete on a global level. Design thinking, according to the authors, can assist designers in creating distinctive and avant-garde goods that set them apart from their rivals. Designers can build goods that are both trendy and useful by concentrating on user demands and preferences.

In their 2011 article, Koskinen et al. highlight the value of design research through practise and give examples of how it may be used in various situations. Young fashion designers can use design thinking as a potent tool to produce goods that satisfy the demands and preferences of their target market, according to the authors. Kang and Kim (2017) offer an overview of the literature on design thinking and suggest a plan for future study. Design thinking is a multidisciplinary strategy, according to the authors, that can assist aspiring fashion designers in producing goods that are both inventive and useful.

Design thinking is analysed critically by Kimbell (2012), who contends that it is a constrained and culturally particular method of problem-solving. Yet, the author points out that when used properly, design thinking may be a potent tool for aspiring fashion designers. The difficulties of implementing design thinking in inexperienced multidisciplinary teams are discussed by Seidel and Fixson (2013). The authors point out that while some teams may find it challenging to achieve the level of originality and reflexivity required by the design thinking process, it can be helpful for young fashion designers to develop novel goods.

In their 2015 study, Kaur and Puri examine the contribution of design thinking to Indian sustainable fashion design. The authors point out that young fashion designers in India can make goods that are socially and environmentally responsible by using design thinking. Designers may create goods that benefit society and the environment by combining sustainable materials and production techniques into their designs. The authors contend that the Indian fashion sector can

greatly benefit from the promotion of sustainability through design thinking. Young fashion designers can create original and creative solutions that set them apart in the cutthroat fashion market by being encouraged to combine various concepts and take into account disparate notions (Nagai et al. 2009).

Objective: To know the implementation of design thinking process in Apparel Designing.

Methodology: The researcher had considered people from fashion industry to know the implementation of design thinking process in Apparel Designing. The survey was conducted with the help of a questionnaire. The researcher had collected the primary data through random sampling method and was analysed by statistical tool called mean.

Findings

Table 1 Implementing Design thinking process

S. No.	Statements	Mean Value
1.	Design thinking process is useful in producing unique and user-centred designs	3.21
2.	The main goal of design thinking process is to understand the demand and preference of target market	3.17
3.	Design thinking process is a helpful tool to create customised clothing	3.10
4.	It encourages designers to use a multidisciplinary approach to problem-solving	3.13
5.	It helps in embracing input from various sources to produce products that are both visually beautiful and extremely practical	3.19
6.	Design thinking process is a useful tool for young and new clothing designers	3.15

Table 1 shows Implementation of Design thinking process. The respondent says that Design thinking process is useful in producing unique and user-centred designs with mean value 3.21, It helps in embracing input from various sources to produce products that are both visually beautiful and extremely practical with mean value 3.19, The main goal of design thinking process is to understand the demand and preference of target market with mean value 3.17.

Design thinking process is a useful tool for young and new clothing designers with mean value 3.15, it encourages designers to use a multidisciplinary approach to problem-solving with mean value 3.13 and Design thinking process is a helpful tool to create customised clothing with mean value 3.10. Figure 1 shows the benefits of the design thinking process.

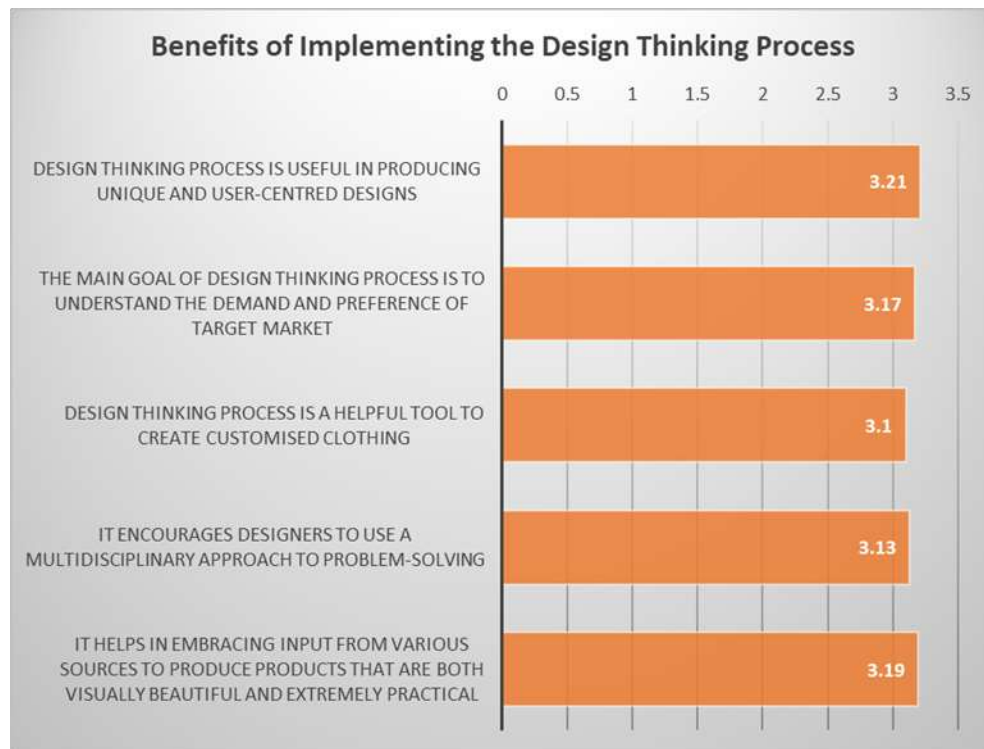


Figure 1 Benefits of Implementing Design Thinking

Conclusion

Young fashion designers can stand out from the crowd by making items that are distinctive and cutting-edge while still satisfying the needs of their target market by using design thinking. To sum up, new fashion designers may find the design thinking process to be a useful tool for creating clothing. Designers can make things that are not only visually beautiful but also highly practical by concentrating on user demands and preferences, experimenting with various materials and processes, and incorporating input into the design process. Young fashion designers may produce goods that stand out in a crowded market by using design thinking to help the fashion business innovate, be more sustainable, and differentiate itself. Young fashion designers might benefit from a useful framework for creating unique and useful goods by

applying the design thinking approach to clothes creation. Designers can produce goods that cater to the requirements and tastes of their target market by emphasizing empathy, experimentation, and customer feedback. The design thinking process encourages designers to use a multidisciplinary approach to problem-solving, embracing input from various sources to produce products that are both visually beautiful and extremely practical. The literature analysis emphasizes the value of design thinking for aspiring fashion designers worldwide, including in India. Indian sources, in particular, stress the value of design thinking for developing products that satisfy the requirements of a market that is continually changing and diverse.

This study was conducted to know the implementation of design thinking process in apparel designing, and it is found that Design thinking process is useful in producing unique and user-centered designs, the main goal of design thinking process is to understand the demand and preference of target market, Design thinking process is a useful tool for young and new clothing designers.

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