***Moderator: Thanks respondents for attending, explains how the group will run and starts by asking name of participants and when was the last time they browsed fashion online.***

1 (Ola): My name is Alexandra/Ola and the last time I browsed for fashion (including accessories) was last week, maybe.

2 (Piotr): I’m a personal shopper so I do have to browse every day for my customers, not maybe for myself, but I do it on a daily basis, so fashion, accessories, everything.

3 (Alex): My name is Alex, I don’t ever browse online for fashion.

4 (Laura): My name is Laura, I browsed today online and it was off actually an email sent from a company and then I looked online from that.

5 (Lindsey): I’m Lindsey, I browse but I would say probably more for research, in terms of the store, because I produce something for our makers to say, ‘the trends are blah blah blah’. I don’t tend to browse personally with a view to buy.

6 (Claire): I’m Claire, I do browse professionally and also to buy things and to get ideas, and the weekend would have been the last time I was browsing.

***M: So we have a mix of people who browse professionally, who browse personally, and who prefer shopping. What do you like about the browsing activity, for yourselves, not professionally?***

Claire: I like the fact that you can go quickly through a lot of stuff and see a lot of different ideas, and also to gauge prices as well, but mostly actually it’s for ideas and to see different things, and then tone it down.

***M: So it’s inspiration and comparison?***

Laura: Yeah, I think so, say if you’re looking for a dress, then if you’re out shopping for a dress then there’s dresses and tops and jackets and all the rest of it, but you can just go ‘dress’ and it will come up. It could be a pink dress and you can specify exactly the sort of area that you’re looking for…so I think that’s it.

Lindsey: If you have an idea in mind, let’s say you’re going to a wedding or a dance and you have in your head that you want a black dress with a floral pattern, that’s fine, I find sort of general browsing, in some ways the choice is so huge, that I can’t even begin to tackle it, because there’s like, you know, 10 pages of 10 dresses per page. Too much, too much.

Laura: It depends if you are shop specific, for example, Top Shop and if you have dresses, you’ve probably got like 10 pages which sounds a lot but you can narrow it down.

***M: So there’s a difference between searching the web and searching in a shop. What are the reasons for not shopping online?***

Lindsey: I browse but rarely buy online.

Alex: No, essentially because the emails that you get from the shops, really they want to target you with that product, and it’s very rarely anything that I want to look at, so I just delete. And it’s rare that I go looking for stuff because actually, most of the time I don’t really know what I want, or if I do know what I want because it’s to replace something I already have, then I know which shop I want to go and buy it from and I will go to the shop because I enjoy that experience.

***M: So the idea of inspiration, do you go to the high street for inspiration?***

Alex: To be honest I don’t actually buy very many clothes anymore. I’ve reached that age where I like these things, and I like these colours, and maybe the shape changes as the fashion changes, because I can’t get a pair of trousers the same shape as the last pair. But I know that’s what I want and that’s what I enjoy wearing.

***M: Ok, so you have a truly edited wardrobe. Do you frequently browse online?***

Alex: Well I wouldn’t say edited in terms of volume, my husband definitely wouldn’t say that! Especially shoes!

Ola: Well I actually browse professionally as well, probably more often than personally. I prefer to buy in real life rather than online unless it’s something what I already know and I just need the same product then I can buy online, but if I need something new, I would rather go and see it actually in person.

Piotr: But at the same time I think that, obviously you prefer to go to the store and you are going there, and obviously the merchandising team is changing the position of the dresses and everything what is in the store on a weekly basis. So in the same time when you do have a problem of going through 10 pages online when you’re just browsing, you have exactly the same problem as you enter the store because you see 100 times the items which is nothing what you are looking for, you are just getting in a panic because ‘oh my god, if I’m not able to find a dress, what am I gonna do?’ So I think sometimes it’s better to go online, because you can go through the 10 pages but you can get the inspiration from there before going to the store. So even if you don’t want to buy online, I think go to see what is there, what is the length of the dress, you have the description at the same time, you can do the close-up, you can see the texture or the pattern or whatever it is and once you go to the store you don’t have to waste your time, you have just to say ‘I’m looking for that dress with that coat which I saw online, can you just show me straightaway?’ I think it’s just a bit easier way. Even if you don’t want to buy online I think it’s good to go and see before entering the store, so I think your experience is even better. Obviously at the same time you can say, “oh actually, I like going there because I want to see the new things as well” but again, it just depends on what actually you expect.

Lindsey: So it’s like you’re focusing your shopping experience.

Piotr: Yeah. I think obviously all the retail stores are trying to educate their customers, like click-and-collect, that’s something that you must have now. Like next-day delivery or free delivery. Everyone is just encouraged to go online, buy online, free return straightaway, blah blah blah, such and such. So I think, you know, you are going into that space of being the online customers. But even if you don’t want to participate, I think that’s a good thing that now the photographs are very good on the website, you can do so many things, it’s very easy to visualise, the product which is photographed and all the description is giving you the real idea, how it is going to look like in real life, so it’s quite good I think.

Claire: That’s what I do because I don’t often buy things online, unless I’ve bought it before and I know exactly what it’s going to be, because I like the whole tactile aspect of shopping and I like to see, also I find the shopping in stores always is overwhelming sometimes, I get really bored, even when I really need and I want something, all the stuff they put in, I don’t want. So that’s what I do.

***M: So it seems that browsing online influences the way you shop offline, you learn about stuff online and then hunt it down offline.***

Laura: It focuses the way you shop.

Lindsey: The only other aspect online that probably you can’t replicate in the real world, for want of a better expression, is I recently found and go on quite a lot, called hardlyeverworn, and it’s designer you know, obviously pre-owned or whatever the term, it’s you know, Chanel, blah blah blah, which probably there must be stores that do that, probably if you’re in London there are more, but I think in Edinburgh, to find a store that wasn’t online that had your old Chanel, your old Louboutin, not necessarily vintage, it might be 2 or 3 or 4 years old, it’s not like vintage vintage. I would tend to look at things like that, because I’m more interested in, not necessarily the latest fashion, it may be an age thing or whatever, but something that is classic or I know that because it’s from that designer it will be well-made, etc. etc. So I think that’s an aspect online can give you maybe that shops can’t, unless they start...

Laura: Sometimes it’s hard to shop online and then go shopping in the shops because especially in Edinburgh, the main shops are down in London and they get the best product, and that’s the stuff you get online, so you could look for something but then you won’t find it in an Edinburgh store, probably more than likely you’ll get it in Glasgow. So sometimes it doesn’t work that way as well, yeah you can look and see but then if you want something specifically to buy out shopping that day, you couldn’t get it.

Claire: I’d rather get them to get it in, then click and collect it. Also getting deliveries, I mean I did shop when I hurt my back once and I was off for a while and I shopped that way for a couple of weeks, and that was really good, but otherwise it’s actually a hassle getting stuff delivered, you know, it sounds ideal but unless you know you’re going to be there.

Piotr: I think it’s a very good thing that you can go online and you feel like, actually I have seen everything a brand has to offer so it’s better I think to do it this way, because once you go to the shop and buy whatever you think is best in store and leaving the shop and after you are going online, and ‘oh actually I prefer this’, so the option of actually transferring something in from another store, that’s another plus of having the photographs or the product online.

***M: So it enables you to shop bespoke items that match your taste, also overcomes time barriers and physical constraint barriers. So now I want to know if there is any favourite website you have?***

Claire: Well I’ll tell you one of mine and it’s not so much a shopping one, it’s How to Spend It, you know the FT magazine, it’s a really high-end magazine with products, we never buy most of the stuff but the fashion shoots, they are creative, they are fabulously artistic, and wonderful…it’s more for inspiration, so I don’t actually shop there, let’s be honest.

***M: Are there any shopping websites you like more than others?***

Claire: Well I’m actually not really a very loyal customer, apart from the places that I like.

**M: Any websites you think are not good, any that you think are rubbish?**

Laura: There’s nothing that really sticks out, it’s all the same sort of thing, there’s nothing that’s really different, nothing. The process of buying, if you have to enter all the details and all that sort of stuff, that’s really annoying, oh I can’t be bothered, or it takes ages to refresh it, that would put you off.

Ola: I would probably say I would browse for inspiration in Vogue, I would never buy, probably, I mean I would love to, but not yet, but yeah I would always look for inspiration rather than looking at the other magazines, I would always go for the kind of top one, not necessarily buy everything what is trendy but like 1 or 2 items which I can possibly wear for a longer time. But if shopping online, I would say ASOS, the reason why I like it is because you have catwalk for each product and you see the item on the model so you can see how it moves, so that’s the only place online where I bought dresses before and they actually fitted me because you can see the fabric, if it’s thick or it’s thin, how it moves. And they have at least taken 3 photos, which is the model and the back, and the front and a very close one so you can get a very good idea of what it is.

Lindsey: I think they are possibly missing a trick, unless I’ve just not found it online, but even though there’s a catwalk and there’s models, they’re often inevitably young and very very stick-like, and yes that might look lovely on that person, but I’m a size 14, how will it look on me? But I do think there is a market for a website that is for, I was talking to a friend of mine yesterday who is 8 or 10 years younger than me, tiny but very very fashion conscious, lots of disposable income and she was talking about something she’d seen, where it was say a shift dress, this is how it looks on a 20 year old size 8, the same dress can look equally good on a 50 year old size 12, 14, whatever and I think there’s a mismatch in that market, because you know, people my age, you know, 50 whatever plus, who still want to be fashionable but don’t want to look like either mutton dressed as lamb or inappropriate, there should be something there for them, “this is the dress or the fabric that will suit you better or flatter you better, it’s got sleeves, or whatever”. That to me, unless I just haven’t found it, that’s not there.

Laura: That’s probably where the shops should be more specific in terms of their target market.

Lindsey: I don’t know if shops have the same vision, what they think a 50 year old wants might not be what 50 year olds actually want.

Alex: I don’t think they are only for young people, it just depends how you wear it and what you wear it with. Some clothes are very similar, I don’t think they are only for young people or only for older people, you just have to have the right personality.

Claire: Topshop or any shops that have good on-trend stuff, and you would buy something there but you wouldn’t buy the whole look. I’ll tell you what’s good for looking for things, usually like magazines, more newspapers I think than magazines, the style editors have do stuff like that, The Guardian try it, it doesn’t always work, but they do, they often do the photos all ages, sometimes you think, ‘aye right, if you’re a size 6 and you’re 50 and you’ve been a model for 30 years, yeah that’ll work’ but they do try and they address different things, I think that’s more than actual brands maybe do, because brands just want to cast their net as wide as they can.

***M: So there’s a scope to have on a website to have the same garment on different shapes?***

Alex: It’s not different sizes, it’s people with lumps and bumps in different places.

***M: So you like things on the catwalk when you see the garment moving but next stage is to visualise it even further in your wardrobe or on you?***

Lindsey: If you saw it on a person that was, not obviously exactly the same as you, but the same sort of age range or the same sort of lumpy-bumpiness, you would say well that’s ok, because I’m 54 but my daughter is 12, she’s my stylist and I will often say ‘I’m not sure, this is maybe a bit young or a bit short’, and she’ll say ‘no mum, you look fine’. But I think if you’re looking at websites and you see someone else your age stage, there’s a sort of reassurance element of, ‘I’m not going to look like a tragic older woman’.

Claire: Like you could wear leggings with it or something.

Laura: Yes, I think a lot of people cannot visualise it, you can see different ways to wear it, not just the spiel of ‘this is a fantastic fabric’ because you don’t really care about that, you want to think how can I wear it, how will it fit me, how will it fit into the rest of my wardrobe?

Claire: They sometimes do pieces for holiday. I think that would be really great. Just do this with it.

***M: So we’ve talked about catwalk features. Any other features? Do you enjoy using new features on websites? What features do you use?***

Claire: Yes, I like the technology side of it and I like to see what they can do. I would like to see real people in the things moving because you try something new on in the shop and even in the shop, you go ‘that’s fine’, and then you catch, you think ‘no’ or you wear it and you think, ‘oh my god’, you know, whatever way whether you catch yourself in the mirror, or the light.

Alex: And the mirrors in the shop, there are some shops that you think, I’m just never ever, I’m not going in that cubicle ever again because that mirror is just so horrible.

Ola: I love Zara for that reason, because I always look great.

***M: If there would be something like an online mirror, something that could show somebody like you…?***

Claire: They tried it, remember there was stuff before, they did it with hair colours and various things, it’s not perfected enough. If you could put in your vital statistics, although we’d never admit it, but if there was something like that they could even show you somebody, like real people, of that size. Because colours are important as well, sometimes something’s fantastic and you think, ‘not on Scottish skin’, do you know what I mean?

Alex: You look at those colours and think, I’m going to just look yellow in that.

Claire: That would be a brilliant thing if you could do something like that, either a photograph or just have a virtual view and they should be able to do it quite easily and put you in that thing and be able to, I’ve seen a great app for a yoga thing and you can turn it, so you can see the positions from all round and something like that, so that you can see the fit of it, so that you could see the fabric and you could see how thick it is almost, and you could see what your bum looks like in it in whatever size.

Laura: You know like the selfie generation, people taking pictures of themselves, if somebody were to buy it and then take a picture of it, even just to show different ways to wear it. You have the model but on a real person it’s going to look slightly different.

Claire: That would be great actually. Also how people aren’t like, perfectly matched, whatever size they are, but if you’ve got real people doing it you would see how people wear it when they slouch. Videos would be good as well.

***M: (Rosemary joins the group). Moderator explains the focus group. Has anyone abandoned a shopping cart anytime?***

Yes (all agree)

Alex: Well I buy things online, I just don’t buy clothes online, I buy a lot of jewellery-making materials online, just not clothes.

Claire: If they want extra details, or if they try and flog you something else, or any delay, you know because we’ve all got less patience.

Alex: Even when you get to the payment stage, if the payment stage becomes a nuisance and you have to reload the page and if you have to reload the page and re-input your details, then you just forget it.

Claire: I would never go back. You get to the point and you think, well has that taken the money or not and there’s a problem, and you just think, I’ll not go back to you, I don’t know until I’ve checked my account.

***M: So it’s abandonment and not coming back to the retailer?***

Rosemary: I abandoned my shopping basket the other day because I wanted to click’n’collect and I could see that you could do click and collect but I couldn’t see how, I got to the payment stage and I hadn’t actually got to click’n’collect. So I started again, went to click’n’collect but I never got to the payment stage. I ended up making sure the shop had it, and going getting it.

Lindsey: Is it there or is it not there? Why is it not simple, I always find. If they can’t make it simple for me, a huge corporation, why am I going to waste my time?

Alex: Airlines take you through 20 pages of nothing before you can actually click and pay.

Lindsey: Yes, I don’t want a hotel, I don’t want a car, I just want to pay!

***M: Do you think fashion is doing the same thing or is it pretty good?***

Alex: I don’t know, but do you have an option ‘people who bought this also bought that’?

Lindsey: That drives me mad.

Claire: That’s annoying. One time I do delay though, is see when you come to it and it says ‘voucher code’, and I think I don’t have a voucher code, so I’m going to go off and look online for a voucher code, that’s allowing myself a delay to see if there is something, but that’s my only.

***M: Have you returned things that you have bought online?***

Many times (everybody)

Rosemary: I’ve bought 20 dresses from John Lewis and taken 20 dresses back again, but I usually physically take them back rather than post them.

Lindsey: That’s one of the main things that puts me off buying online, particularly from a retailer I haven’t bought before so I’m not sure, you know in some worlds I’m a 12, some I’m 14, some I’m 16. The thought of, if this doesn’t fit I have got the whole hassle, I’ve got to put it back in the packaging, I’ve got to take it back to a post office, and all that, can’t be bothered with it, it’s too much hassle. I mean click and collect possibly better, if I’m allowed to go back with it.

Alex: You use it to find items, you don’t actually buy them.

Piotr: For me the favourite website is the Zara website, very simple, very straightforward, you just pick up the item, see the proposition of what else can go with that item, very easily you can choose to collect the item from the store or you can get delivered it to your house and can return 14-28 days return policy. I think it’s quite straightforward and I think yeah, that’s very good. Sometimes I do click and collect, if the item is not available in Edinburgh store and it has to be transferred or sent out from London or Glasgow. Obviously sometimes I feel, ‘oh my god, they will think that I am just buying things, photographing them, taking them back, wearing something’, you know, obviously you do have that feeling, but at the same time I think they are quite understanding, because we just forget that there are thousands of us like that, many people buy online, sometimes you are a 12, sometimes you are a 14, sometimes you are a 16, they are quite used to it.

Lindsey: It’s more the hassle of having to do it.

Alex: There are some people that buy because they enjoy the buying and they never have any intention of keeping it all, they don’t even have the means to keep it all, they return it all but they still get that buzz.

Claire: Of course people do that a lot with stores that allow you to return. I suppose Marks & Spencer, famously, I don’t know if they still do it, but people would go in and buy tonnes and then take it back, try it at home and stuff.

***M: You said you bought a lot of dresses online to try them on at home…is this to compare them at home?***

Rosemary: They never looked any good so I sent them all back anyway. I then go to the store and try them on in there.

Alex: So you go around the website with your coat hangers on your hand and then you wait for it to come to your house so you can go to the changing room?

Rosemary: Yes, because sometimes the thought of going somewhere, ‘oh, I can’t be bothered’, so it seems like the easy option but then actually it never quite works out so I’m usually better to see something in the flesh.

Alex: Some things have no hanger appeal on a flat hanger, I wondered if it might be better to see it with even a model wearing it because it’ll show how it drapes.

***M: How do clothes not fit your expectations? Size, colour, fit?***

Claire: The quality of the fabric, the actual material. Sometimes the quality is ok but it doesn’t fit well, it doesn’t hang well.

Piotr: Sometimes you know that if you buy something in black, you know that after one wash it will be grey.

***M: So it’s mainly the quality?***

All agree

Lindsey: Something can look fantastic in a photograph but actually when you get it…

***M: Do you use online reviews before you purchase?***

Rosemary: For fashion, yes. Usually to see what age people are that are buying this item, so then I can say, no, it’s not for me.

Laura: Pictures are better in that way, because pictures you can just flick through and I can’t be bothered to read what people are saying.

Lindsey: I’m quite cynical as well and think they have taken all the bad ones out. Or if you think it’s really nice and then you see a bad review and then you actually think, oh I might change my mind about that!

Claire: I always look at things related to the delivery.

Lindsey and Laura: Or service.

Piotr: When you want to buy something online, in the end after a couple of years, you know exactly which store does cut for you, so I know exactly what’s my size in Zara.

Lindsey: That’s what I was saying, it’s fine if you are going back to the same place but if you are going somewhere new…

Piotr: Yes, I think if you are going somewhere new I think you have to get inspiration, you have to go actually into the store. It’s easier for men than for women, as every woman has a totally different body shape and so you cannot actually compare yourself to the picture of the model actually, so you have to go and see it, personally I think.

Lindsey: I also do like the service element. I do think there is something about, well I personally do like going into a store and having, not all places obviously, but someone who is saying, ‘yeah that does look good on you, why don’t I go and get you this scarf or these shoes would look good?’ It depends which store you’re in.

Claire: It does depend which store but often, I hate being hassled. Even if they say ‘do you want anything’, no, I can decide myself, thanks all the same, there’s a mirror there.

Alex: But if there was somebody you could ask ‘is there a belt’, if you felt that there was somebody there for that service, then you might use it?

Claire: But usually they’re not well enough trained to get it right, good service like that, perfect but I think it is quite rare.

Laura: There are sales targets that they are trying to meet at the end of the day, they are trying to flog you products as add-ons and that’s the purpose isn’t it, units per sale, or whatever that they want.

Claire: In theory as well it should be good to get lots of stuff as you do at home, so you can try it on with all your other stuff, but I wouldn’t ever do that and I think, why don’t I do that? Too lazy even for that.

Rosemary: The other thing I do as an alternative is the personal shopping thing because it’s free so you can take all your shoes and bags and everything you want in with you, sit there and sip some sparkling water while someone does the hard work for you. And I don’t feel any pressure if she brings me absolutely nothing that I like, I don’t feel under pressure to buy.

Claire: Have you bought much that way?

Rosemary: I have, yeah.

Claire: Where?

Rosemary: In John Lewis. I have done it maybe six times and maybe once it has not been successful.

Lindsey: For special occasions or just general?

Rosemary: Both.

Alex: I used to go to a fashion thing that’s organised in John Lewis once a year, they have a show and there was a lady who acted as a model but she was also a personal shopper and her reasons for picking things and putting things together were very interesting to hear, you know, somebody who already has that knowledge is probably someone good to go to.

***M: Do you return more items that you buy online compared to offline?***

Laura: Probably remember it more because it’s such a process!

Rosemary: I do, with the 20 dresses!

Ola: I don’t return much, when I buy something I know it’s good, so I don’t buy randomly, so it’s very rare when I actually return. I return if there’s something wrong with it.

Piotr: There are certain items which actually I personally think, which people tend to return more, for example if someone is buying trousers online, work trousers, it’s just a nightmare, it’s always about the cut, the fabric doesn’t have elastane in it, so either you have that body shape or you don’t. So there are certain items which people just tend to return more and there is an obvious reason why so no-one questions it. Or a jumper that’s oversized, why are you bringing it back, it’s oversized, you can see it is so you know what is wrong with it. I think there are certain items that most people return, or exchange for a different size or different shape.

***M: What about devices used to buy/browse online?***

Claire: I use my phone, my iPad and sometimes my computer.

***M: What determines what you use?***

Claire: It depends where I am. Sometimes on the bus if I’m thinking about something I’m looking for or I’ll just kind of flick through stuff on my phone or my iPad.

Laura: I think I browse on my phone and iPad but buy on my computer at home. I don’t know whether it’s for safety, I don’t know why I do that, just habit.

Lindsey: I don’t tend to use my phone, I use my computer at home just because it has a bigger screen and I can see it better.

Laura: You look at it and then think about it later in the day, and if you really really want it you’ll go back online.

***M: Are there some features that work on the website but not on the phone?***

Laura: On the iPad sometimes the flash player doesn’t work so if you have something like catwalk, it doesn’t work, especially on ASOS.

***M: How do you feel about the website when that happens?***

Laura: It is frustrating.

Rosemary: It often takes longer to load on your phone.

Lindsey: If it’s taking too long, click, I’ll do something else.

Ola: That’s what I say, when it’s too long I think, I’ll do something else instead.

Rosemary: I use my iPad, hardly ever on my phone, that’s because of the size actually. And the computer I only resort to if something, like the flash player or something.

***M: Explains and shows Shoogleit technology. First, the scrunch.*** ***Shows metallic jumper Marina scrunch.***

Claire: What else does it do? Is that all it does? It’s ok but it’s a bit limited because I want to do it the other way.

Laura: It doesn’t give you the feel of it, it could be really scratchy, that could.

Claire: You expect more.

Alex: What do you learn from that?

Piotr: I think it’s a good idea to disclose the fabric, especially when you buy a lot of black items, so all the pictures seem the same for me so I need to have a close-up to see what’s actually the texture so I like the idea, if it’s fine or if it’s quick thick or if it’s off-black.

Lindsey: I’m not sure if the technology would show it, if you were buying linen it would be interesting to see how scrunchy the scrunch is, but all it’s doing is that.

***M: Shows Marina metallic jumper rotation.***

Ola: For me on a close-up looks much more thicker than what I can see on her. Do you know how big the piece of the material is? Are we looking at a 1:1 scale?

Alex: It does look even more scratchy, doesn’t it? So that allows you to see a 3D.

Piotr: I think it’s a good idea, I think it works.

Claire: It shows it hangs, it shows from the sides you cannot see otherwise.

Laura: It’s just side, back views really isn’t it, it’s just a move on from that.

**M: Explains that you can control it and you can turn her both ways. It’s not a video, it’s you moving it.**

Lindsey: I hate this top, why are you making me to do this?

Alex: This is the most ugly top you could have possibly have made.

***M: It’s very hard to find clothes that everyone likes.***

Claire: But it doesn’t look like it fits her.

Laura: It makes her really top heavy.

Lindsey: If you were thinking of buying it, for me, I wouldn’t buy it because to me it’s badly made because your boobs are making it higher than, so it’s not well, whoever’s made it hasn’t allowed for the fact that that’s what boobs do. Boobs make things lift, you know. I think it’s valuable for the consumer, if you were making that, you probably, if you hadn’t done that people would probably buy it, mind you they might return it.

Alex: If she were an egg-shape person she would probably look much better in that.

Lindsey: It’s helpful as a consumer because it shows you how it looks sort of, on a person.

Piotr: No but I think the idea of it is good.

Lindsey: The other thing, I think not so much on that, but what you can’t do is zoom in, I think maybe if you had a dress with embroidery or something on it, you want to see it in detail.

Alex: Are all of these going to be separate applications within it or will they all function within one thing so we can have the scrunch and this view and that view within the one screen? You have one photograph and everything, all of these facilities are accessible from that photograph, rather than having to change facilities.

***M: Next, green tweed handbag rotation.***

Alex: That gives you an idea about relative size, which sometimes is lacking. Some people find it very difficult actually to work out how big something is from numerical dimensions.

***M: What do we think about this?***

Piotr: It’s very good.

Claire: I suppose you can see the back of the handbag actually

Alex: Well you can see how big it is relative to her.

Lindsey: I wouldn’t be bothered about the twirly-whirl with the handbag, particularly.

Piotr: No but at the same time you can actually see the detail on the handbag.

Claire: The scale I think is the crucial thing.

Lindsey: What I think you might want, well it depends on the handbag obviously, yes you can wear it like that but you could also wear it there.

Alex: Is it long enough to get your arm through.

Lindsey: You’d want to show the possible different positions, because some people, you know I like handbags that I can hold there, I can’t be doing with ones that you’ve got to hold there all the time. So you’ve got the technology I think that could show you the flexibility but it’s not showing you the flexibility, at the moment.

***M: Shows green tweed bag rotation.***

Lindsey: That is good. But again I think it would be helpful if you could zoom in and see...

Laura: It’s not necessarily needed with the person holding the bag.

Lindsey: No I agree with that. When you’ve got that, you don’t need the rotation to see the detail on the back of the bag.

Piotr: You could have a photo for that, to see the size.

**M: Is there anything else you would like to see?**

Alex: Inside it, what the lining looks like, what the stitching looks like.

Lindsey: How many pockets does it have. If it’s got that sort of detailing on it, I would like it to be able to zoom in and see what the stitching’s like.

Ola: Also the rotation of the model, even if you have a photo, if you really want to know the scale, you really need to know the model’s size.

***M: So is this technology helping you or do you need more information from it to help you to buy?***

Piotr: I think it is a very good idea but it has to be developed.

Lindsey: I think it’s a good idea for certain things, some things you wouldn’t worry necessarily about, I mean that top, it was quite good but it was quite a shapeless top but because I wouldn’t invest in it anyway I wouldn’t be that bothered about the rotation, but something like a dress would be good, because you would want to see the back because it’s very different from the front, and looking at the front you wouldn’t necessarily know that it would have that kind of back. The zoom-in, for anything, would be quite critical for me.

Claire: For black stuff it is hard to see the quality and the pattern and stuff like that.

Lindsey: The scrunch, I could live without personally, I’m not too bothered about the scrunch. I think it’s a nice idea but I don’t think it would tell me very much.

Alex: As well as the catwalk-y thing, so that someone could see to see how it moves while they’re walking not just the 3D, have it actually moving while they walk.

Claire: If they sat and stuff like that, to see what actually happens.

***M: So linen was good for the scrunch?***

Lindsey: It would only be good if you saw what happened, if it were a real-time scrunch and you saw what happens after the scrunch. Now, it’s not that interesting because it doesn’t show you what happens when you stop going like that.