

To Upgrade Quality Services of Fashion Designer by Minimizing thought Communication Gap, Using the Projective Personality Tests

Authors : A. Hira Masood, B. Umer Hameed, C. Ezza Nasir

Abstract : Contemporary studies support the strong co-relation between psychology and design. This study elaborates how different psychological personality test can help a fashion designer to judge the needs of their clients with respect to have products which will satisfy the client's request concerning customised clothing. This study will also help the designer to improve the lacking in the personality and will enable him to put his effort in required areas for grooming the customer, control and direct organization regarding quality maintenance. The use of psychology test to support the choice of certain design strategies that how the right clothing can make client a better intellectual with enhanced self-esteem and confidence. Different projective personality test are being used to suggest to evaluate personality traits. The Rorschach Inkblot Test is projective mental comprising of 10 ink-blot synonymous with the clinical brain research. Lüscher Color Diagnostics measures a person's psycho physical state, his or her ability to withstand stress to perform and communicate. HTP is a projective responsibility test measuring self-perception, attitudes. The TAT test intend to evaluate a person's patterns of thoughts, attitudes, observation, capacity and emotional response to this ambiguous test materials. No doubt designers are already crucially redesigning the individuals by their attires, but to expose the behavioral mechanism of the customer, designers should be able to recognize the hidden complexity behind his client by using the above mentioned methods. The study positively finds the design and psychology need to become substantially contacted in order to create a new regime of norms to groom a personality under the concentration and services of a fashion designer in terms of clothing, This interactive activity altimately upgrade design team to help customers to find the suited way to satisfy their needs and wishes, offer client reliable relationship and quality management services, and to become more disereable.

Keywords : projective personality tests, customized clothing, Rorschach Inkblot test, TAT, HTP, Lüscher color diagnostics, quality management services

Conference Title : ICTF 2015 : International Conference on Textiles and Fashion

Conference Location : Paris, France

Conference Dates : July 20-21, 2015