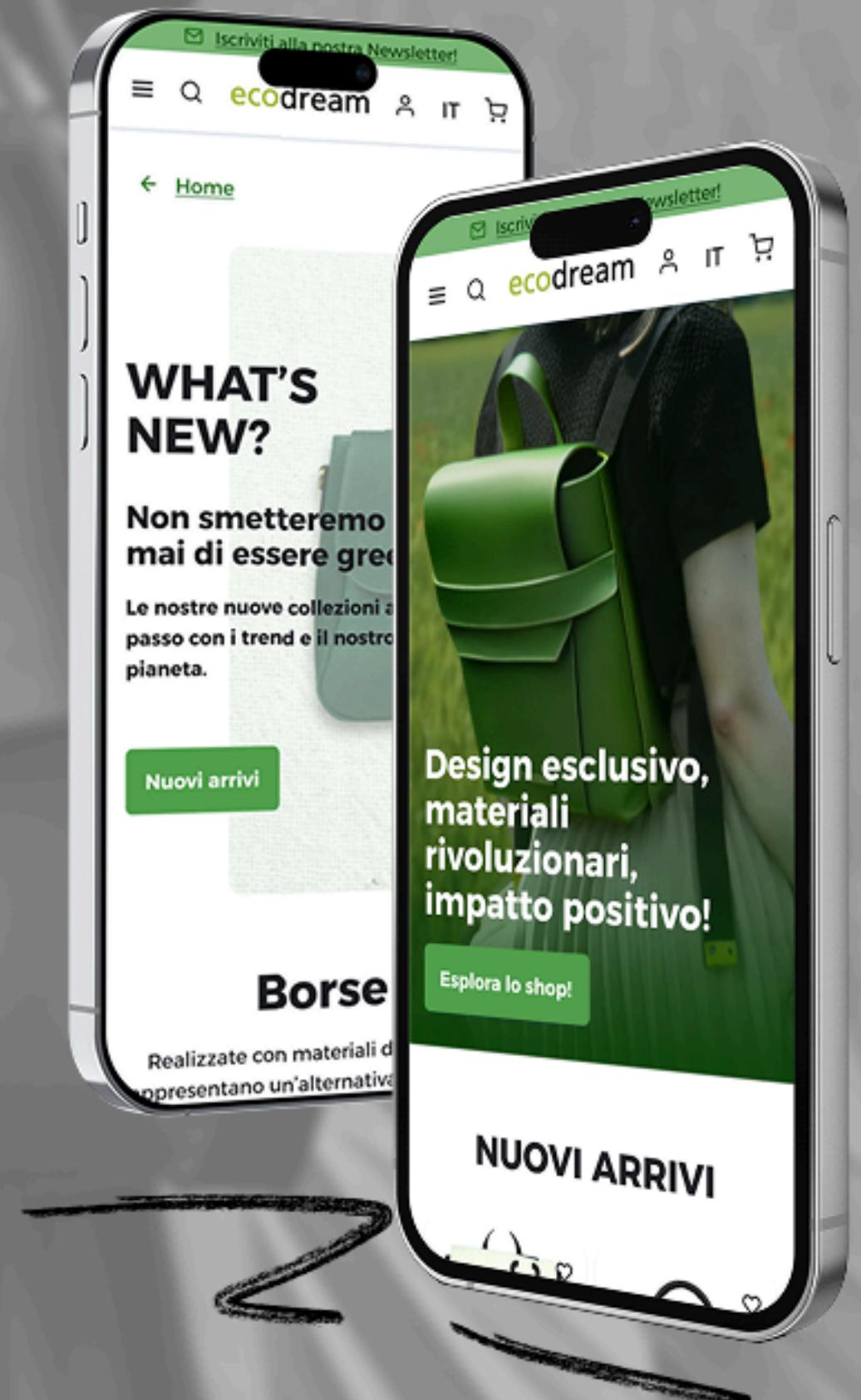


# Ecodream

## UX UI CASE STUDY

A conscious e-commerce experience designed to elevate brand storytelling and improve usability for a sustainable, vegan handbag company.



# Table of Content



## 1 Discovery

1.1	Introduction	4
1.2	Heuristic analysis	6
1.3	Information architecture	12
1.4	Competitor analysis	13
1.5	Target and Survey	18
1.6	User personas and UJ	27
1.7	Pain points and Opportunities	33
1.8	New user Journey	35
1.9	New Sitemap	38

## 2 Wireframing

2.1	Homepage	40	2.10	Product shop mobile	60
2.2	Main shop	43	2.11	Product page mobile	62
2.3	Product shop	45	2.12	Cart and checkout mobile	63
2.4	Product page	47	2.13	Wireflow mobile	67
2.5	Cart layout	49			
2.6	Checkout layout	50			
2.7	Wireflow	55			
2.8	Homepage mobile	57			
2.9	Main shop mobile	59			

## 3 User interface

3.1	Introduction	70	3.7	Inputs	80
3.2	Grid system and spacing	71	3.8	Components	81
3.3	Typography	73	3.9	Screenflow	88
3.4	Color system	74			
3.5	Icons and shadows	76			
3.6	Buttons	77			

## 4 User testing

4.1	Goals and methods	93
4.2	Target audience and recruiting	94
4.3	Tools - tasks & script	96
4.4	Prototype	100
4.5	Insights	101
4.6	Insights analysis and opportunities	108



**Discovery**

### ABOUT US —

# It's time for a Fashion revolution!

Ecodream is an **independent sustainable fashion brand** that creates **eco-friendly bags, backpacks, and accessories** through artisanal, **Made in Italy** production. The brand uses a variety of **recovered and recycled materials**, such as production scraps, deadstock, and surplus, to give waste a second life.

### VISION & MISSION

Deeply **inspired by the principles of slow fashion and the Fashion Revolution movement**, Ecodream stands for a fashion industry that respects people, the environment, and creativity in equal measure. It challenges the fast-paced, consumerist model by promoting ethics, durability, and conscious consumption.



# ABOUT US — Sustainable approach

The products are crafted from both traditional and unconventional materials: leather and fabric scraps, synthetic leather, used inner tubes, PVC banners, and Piñatex, a plant-based alternative derived from pineapple waste. Though often treated as trash, these materials still have potential and are reimaged into long-lasting accessories with minimal environmental impact.



## NIELSEN 10 EURISTICS

I started by **analyzing Ecodream's current website to identify its main usability issues, using Nielsen's 10 usability heuristics as a reference framework**. The main issues have been identified analyzing both mobile and desktop versions of the websites:

### 1. Visibility of System Status



#### DESKTOP AND MOBILE

- The website loads smoothly on both desktop and mobile.
- Main categories are always accessible from the header.
- The header remains visible across all pages.
- On mobile, the menu is accessible via a hamburger button.
- Confirmation messages are shown after actions like registration or password reset.



#### DESKTOP AND MOBILE

- Breadcrumb navigation is missing.
- The user's current position is not highlighted during navigation.
- New content or page changes are not visually indicated.
- No confirmation when an item is added to the cart.
- No section titles for category subpages (e.g., Bags, Backpacks, Hybrid).
- In the contact form, the status of the 'submit' button is unclear, leading to multiple clicks.

## 2. Match Between System and the Real World



### DESKTOP AND MOBILE

- Language clearly reflects the brand's environmental values
- No use of code or technical jargon
- Tone and vocabulary are aligned with the target audience



### DESKTOP AND MOBILE

- Some content appears redundant.
- Product labels in the shop are not clearly distinguishable, making product categories hard to differentiate.

## 3. User Control and Freedom



### DESKTOP AND MOBILE

- Users can move between products using previous/next options.
- Responsive layout allows intuitive gestures (e.g., swipe to go back on mobile).
- The header is persistent across all pages, enabling easy navigation.



### DESKTOP AND MOBILE

- No 'Back to Top' button available.
- No filters to quickly narrow down product options.
- Inconsistent image links on homepage: unclear if they direct to product pages or a general shop page.

## 4.Consistency and Standards



### DESKTOP AND MOBILE

- Titles match the content of each section.
- Consistent layout and font usage across the site.
- External sources are clearly credited.



### DESKTOP AND MOBILE

- Product cards in the shop section look less refined compared to those in specific subcategories.

## 5.Error prevention



### DESKTOP AND MOBILE

- Input fields clearly indicate whether they are optional or required.
- Button labels are generally clear.
- Dropdown menus are well organized and efficient.
- WhatsApp support button is available.



### DESKTOP AND MOBILE

- Inline links in text sometimes appear too similar to regular body text, causing confusion

## 6. Recognition Rather Than Recall



### DESKTOP AND MOBILE

- Product images are meaningful and often include persuasive or SEO-relevant phrases.
- The overall structure is familiar and intuitive.



### DESKTOP AND MOBILE

- Clickable elements (like homepage banners) are not easily distinguishable from decorative content.
- Page titles are missing in category subpages.
- Labels on product images are often missing or unclear.
- No color or visual cues to support recognition.
- There is no browsing history or recently viewed items.
- Product images lack clear descriptive labels.
- Homepage images appear clickable but it's unclear if they link to specific products or the general shop.
- Some CTAs are visually weak and resemble regular text.

## 7. Flexibility and Efficiency of Use



### DESKTOP AND MOBILE

- Users can explore content sections at their own pace.
- The website is responsive and mobile-friendly.
- From the cart, users can easily return to previous steps.
- Navigation between store and other site areas is possible



### DESKTOP AND MOBILE

- No search bar is present.
- Product listings can't be customized (e.g., grid vs list view).
- Sorting options like 'order by price' are not available.
- No option to change the language.
- No saved preferences or recently viewed history.
- No feature to mark favorite products.

## 8. Aesthetic and Minimalist Design

### PRO ✓

#### DESKTOP AND MOBILE

- Visual hierarchy is respected, with clear paragraph structures.
- Image quality is high.
- Informational content is detailed and informative

### CONS ✗

#### DESKTOP AND MOBILE

- Partner logos are disproportionately large.
- Text blocks are too long in some sections.
- Lack of visual accents or color palette makes the identity feel too minimal.

## 9. Help Users Recognize, Diagnose, and Recover from Errors

### PRO ✓

#### DESKTOP AND MOBILE

- Error messages are clear and free of technical jargon.
- In login or form situations, users are prompted to complete missing required fields

### CONS ✗

#### DESKTOP AND MOBILE

- There is no confirmation when logging out.
- 'Go back' or 'undo' options are missing in the account section

## 10. Help and Documentation



### DESKTOP AND MOBILE

- Contact email and WhatsApp support are available.
- Legal and business information is included in the footer.
- Footer contains company legal information (VAT, copyright).



### DESKTOP AND MOBILE

- No phone number is provided.
- Terms and policies are only accessible from the shop section.
- No FAQ, privacy policy, or live chat is present.
- Return information is hard to locate unless navigating through the store.

## Usability



### LEARNABILITY

Through the navigation bar categories, it's fairly easy to learn how to browse, sign up, and make purchases. However, searching for specific products is more difficult due to the absence of filters and a search bar

### EFFICIENCY

There is no "back" button, so users are often forced to return to previous pages by clicking on the homepage or main navigation categories. This is especially inconvenient on mobile, where finding the cart page again can be challenging

### MEMORABILITY

The site's structure is simple and easy to remember after a period of non-use. However, the lack of a defined color palette or design personality makes the experience less distinctive. Despite this, task execution remains unaffected

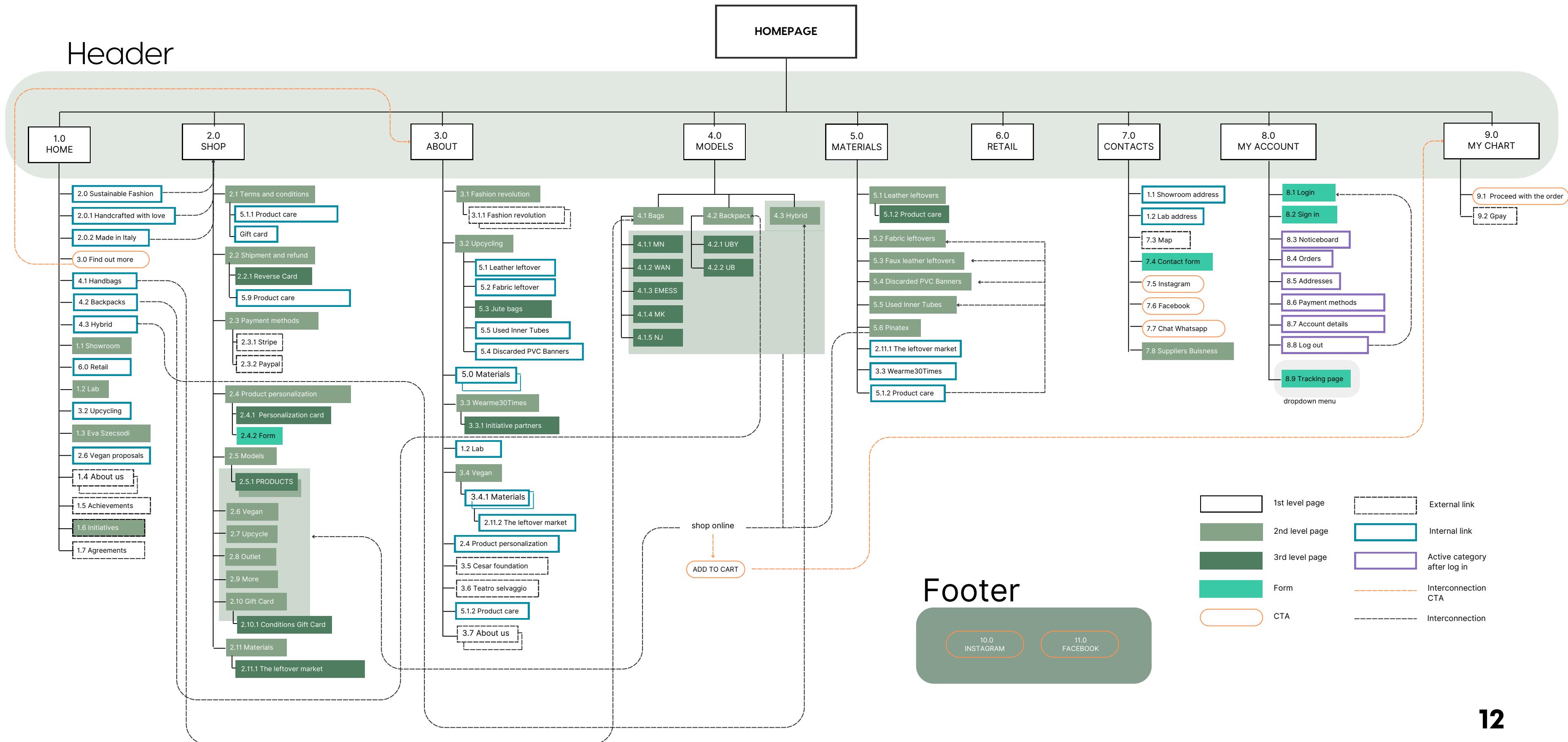
### ERRORS

The site displays clear and visible error messages, guiding users to correct mistakes easily. As a result, errors do not significantly impact task completion

### SATISFACTION

An overload of information and the lack of impactful design make the website feel somewhat cluttered and less enjoyable to use

# Header



Footer

## COMPETITOR ECODREAM

**Competitor analysis is a crucial step in understanding the brand's market positioning.**

It's essential to **evaluate strategies, strengths, and weaknesses of key competitors** in order to **identify opportunities for differentiation and better position** our offering to meet the needs of sustainability-conscious consumers.

Eight competitors were selected who offer similar or complementary products, focusing mainly on the UX of their online stores.

### Belt Bag

Founded in 2006, all products are designed by the brand's founder. Belt Bag is a promoter of upcycling and social sustainability.

### Euterpe

Euterpe's project was born from the need to give value to discarded leather through a "re-plasticization" process that transforms it into a unique and imperfect material.

### Ritagli di G

These scraps, intended to become waste, are brought back to life and transformed into beautiful accessories that celebrate artisanal work. 100% Made in Italy with low environmental impact.

### Too Italy

Founded in 2010, the company offers high-quality, vegan, and cruelty-free products. It promotes a modern aesthetic with an ethical and animal-free approach.

### Miomomo

"Our mission is to make conscious and responsible choices, reducing our environmental impact without sacrificing beauty, design, and functionality." It is a benefit company with a B Corp certification, committed to creating cruelty-free fashion.

### NiDO

Founded in 2018 and based in Milan, NiDO creates limited edition bags, using waste materials and following an ethical production process. The approach reduces environmental impact and minimizes overproduction.

### THEMOIRÈ

Launched in 2019 in Milan, the brand's goal is to generate positive change for people and the planet. It promotes the lowest environmental impact possible and uses responsibly sourced materials.

### aim

"We don't want to sell fast. We want to sell few pieces, slowly, at the rhythm that respects the planet." Reuse, recycling, and responsible lifecycle management are integrated from the initial design phase.

## 1.4 COMPETITOR ANALYSIS

	ecodream	Belt Bag	Euterpe	Ritagli di G	Too Italy	Miomojo	NiDO	THEMOIRÈ	aim
Responsive design									
Login									
Search bar									
Wishlist									
New arrivals									
Best sellers									
Special offers/sales									
Product category									
Filters									
Sort by									

## 1.4 COMPETITOR ANALYSIS

	ecodream	Belt Bag	Euterpe	Ritagli di G	Too Italy	Miomojo	NiDO	THEMOIRÈ	aim
<b>N products</b>									
<b>Breadcrumbs</b>									
<b>Reviews</b>									
<b>Newsletter subscription</b>									
<b>FAQ</b>									
<b>Live chat</b>									
<b>Social media</b>									
<b>Latest view</b>									
<b>Change and refund</b>									
<b>Payment methods</b>									

## 1.4 COMPETITOR ANALYSIS

	ecodream	Belt Bag	Euterpe	Ritagli di G	Too Italy	Miomojo	NiDO	THEMOIRÈ	aim
Share									
Blog									
Materials description									
Vegan collection									
Product personalization									
Recommended for you									
Chart									
Language									
Subscription by social									
Back up button									

**COMPETITOR ECODREAM**

# Final insights Benchmarking

According to the comparative analysis, **three sustainable fashion and accessories brands particularly stand out**, based on positive results across 30 evaluated criteria:

**MIOMOJO (21/30), BELTBAG (20/30), and EUTERPE (20/30).**

Compared to the competitors analyzed, **Ecodream lacks several elements that would make navigation simpler, more usable, and the overall experience more engaging and enjoyable.**

Striking examples include the absence of a search bar, wishlist, product filters, and breadcrumb navigation.



# Target

Unfortunately, due to the **lack of user reviews regarding both the product experience and website navigation, and given the brand's limited presence on social media**, I had to base my research on data collected from competitors.



Ecodream's sustainable bags and accessories fall within a **mid-to-high price range, featuring a minimal yet functional style** that avoids being overly simplistic.

The target audience is therefore presumably composed of women aged between 25 and 50, who are **mindful of sustainability and responsible consumption**, while also having the financial means to purchase higher-end products.

These are **consumers who value quality and craftsmanship, favoring a minimal and practical aesthetic, far from fast fashion trends**.

They are **conscious buyers, carefully selecting products made from recovered materials**, production scraps, and surplus stock, **appreciating upcycling, vegan fashion, and above all, the Made in Italy**.

Although the primary audience is female, Ecodream's range of sustainable backpacks and Hybrid models is also suitable for modern men who are attuned to environmental and ethical fashion values.

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 GOALS 

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# All About

The survey **included 24 questions and was completed by a sample of 37 participants**, with the following **goals**:

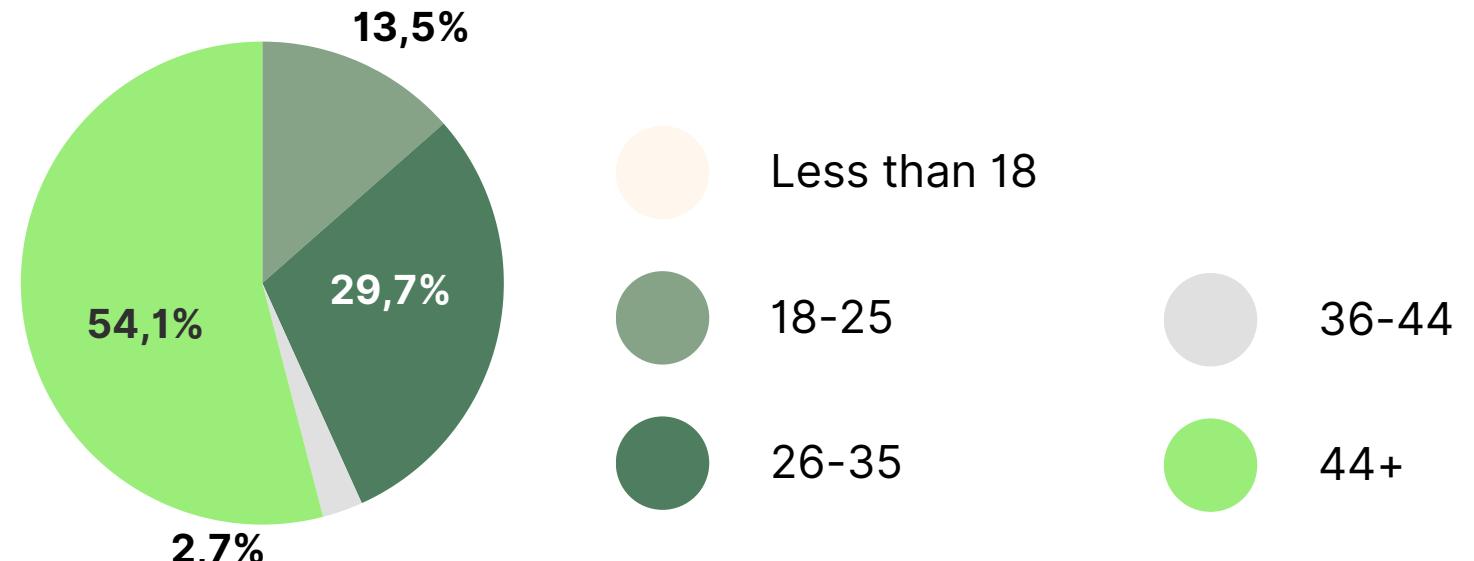
- To **better define the target audience**
- To **assess the level of interest in sustainability**
- To **understand how often users purchase bags, and whether they have ever bought sustainable products**
- To **explore their budget** and how much they would be willing to spend
- To **identify which device they prefer to shop from**, and whether they buy more frequently online or offline
- To **evaluate the level of engagement during the user experience**, user preferences, and any issues encountered

## SURVEY RESULTS ---

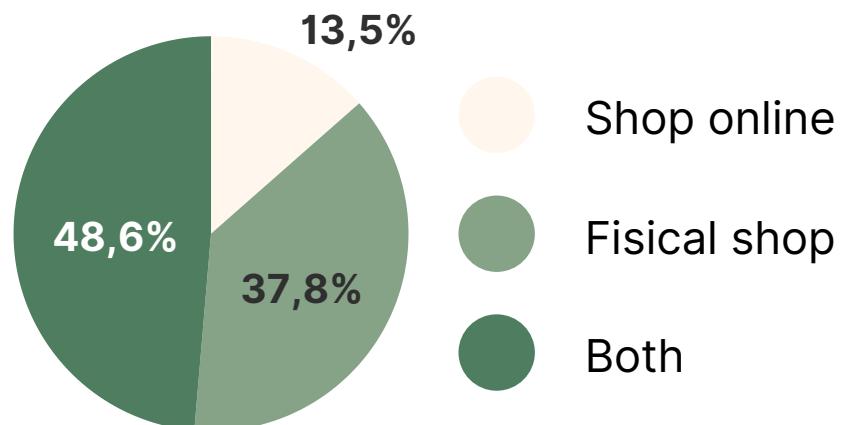
### 1 What is your gender identity?



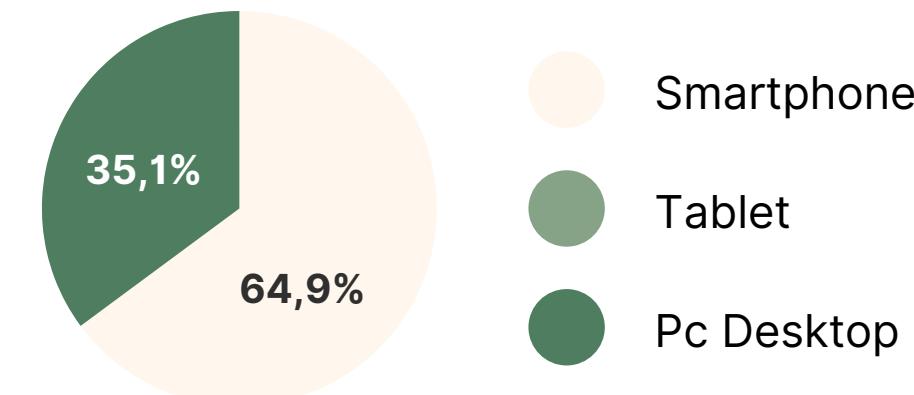
### 2 How old are you?



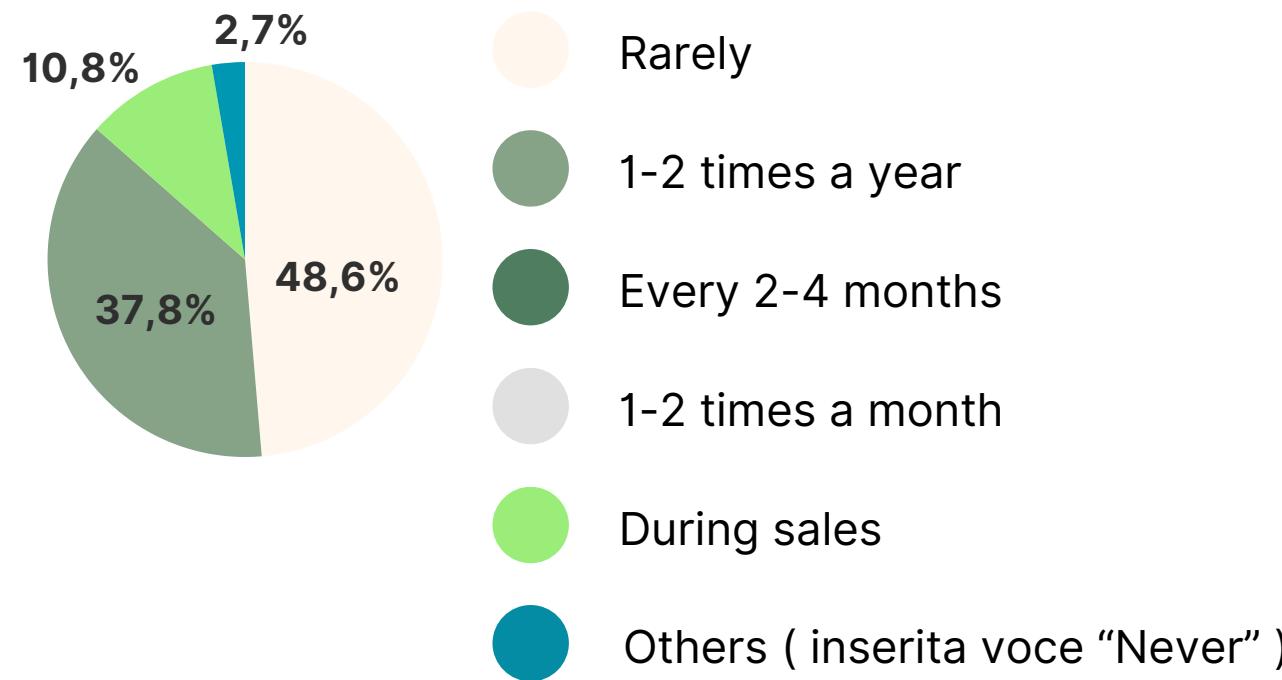
### 3 Where do you purchase usually?



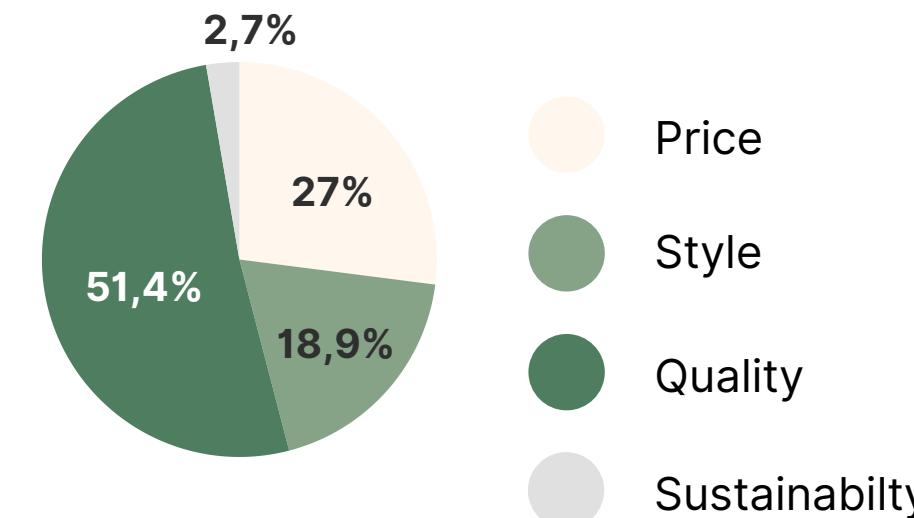
### 4 If you purchase online, which device do you use?



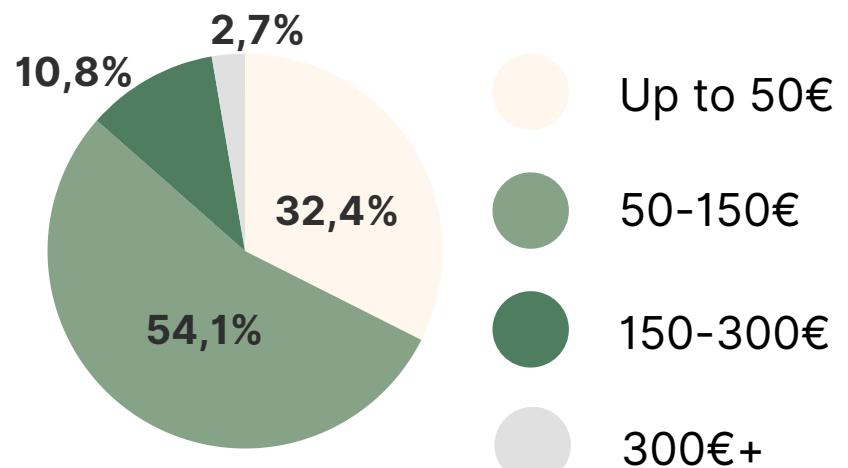
### 5 How often do you purchase new bags/backpacks?



### 6 What's more important when you purchase a product?



**7 How much do you spend usually when you buy a new bag/backpack?**



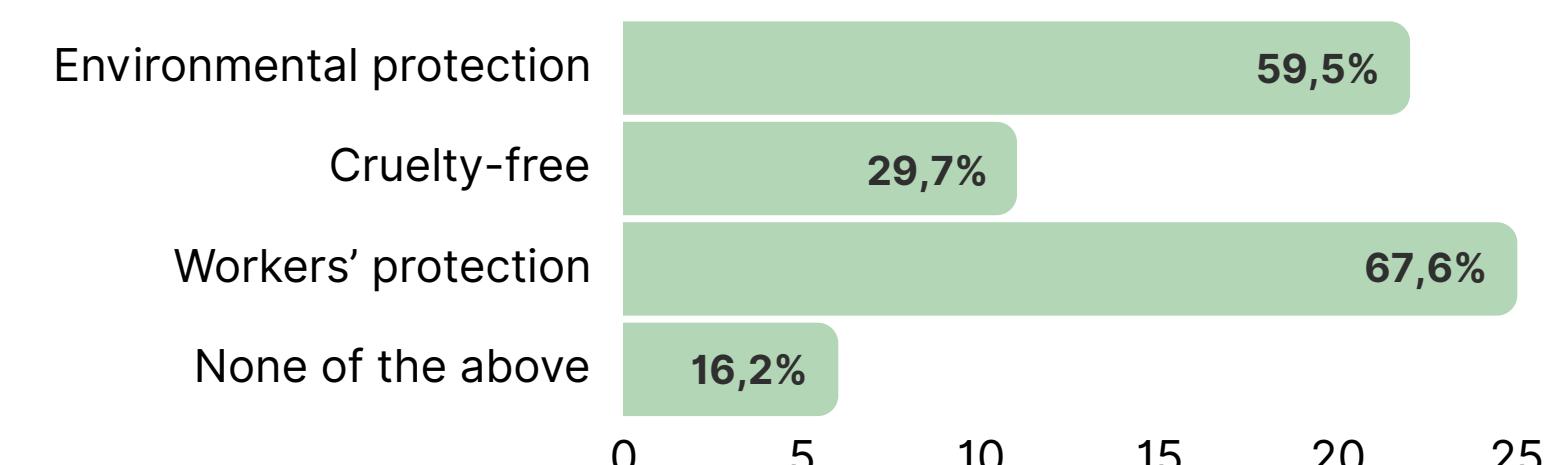
**9 If yes, would you be open to spend a bit more for a sustainable and/or vegan product ?**



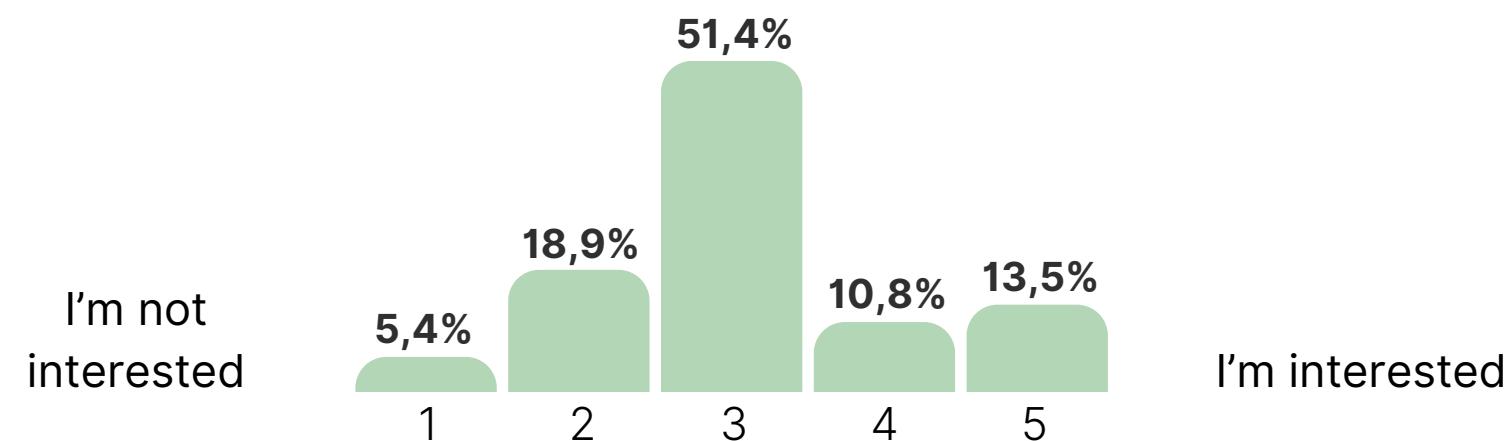
**8 Have you ever purchased or would you purchase eco-sustainable and/or vegan products?**



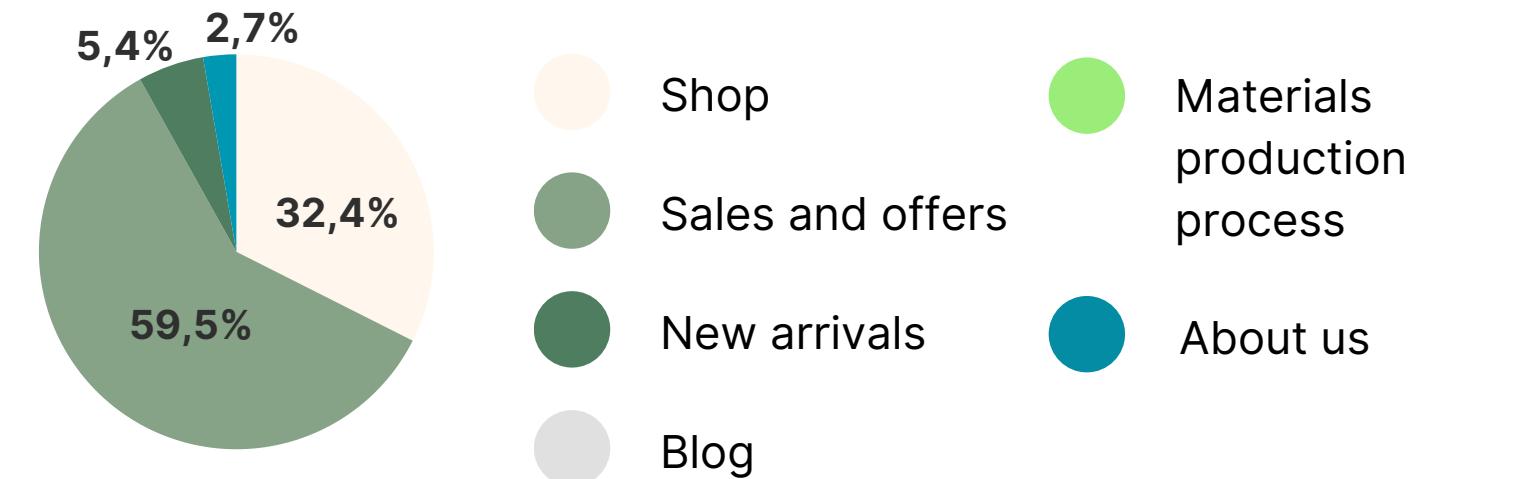
**10 Which one of these factor influences the purchase of your products? ( Multiple choice )**



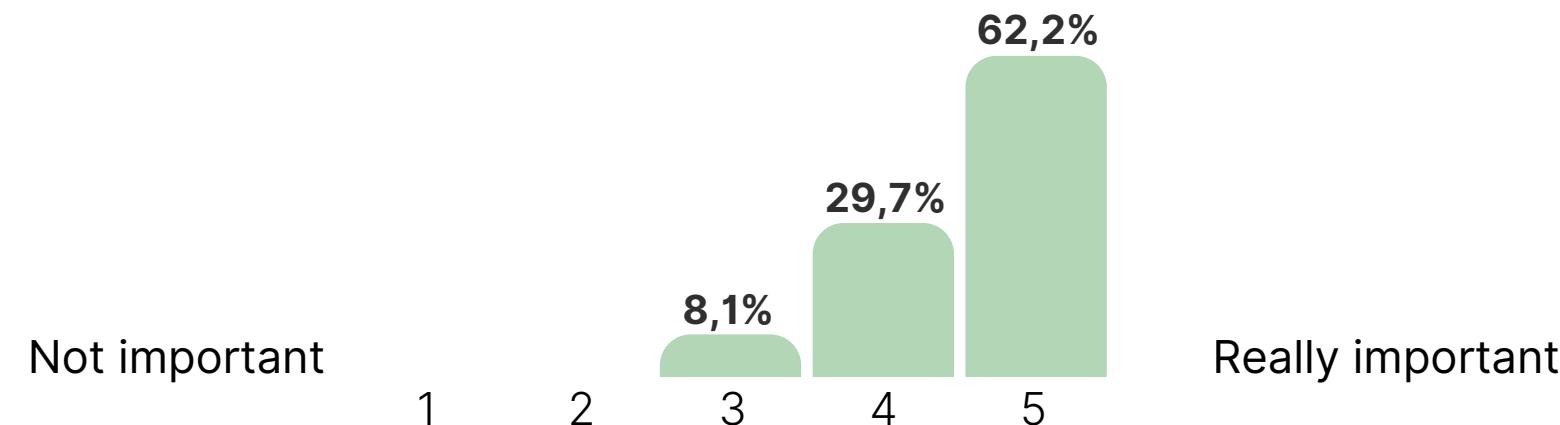
**11** How important is it to you that the products you purchase are eco-friendly and/or vegan?



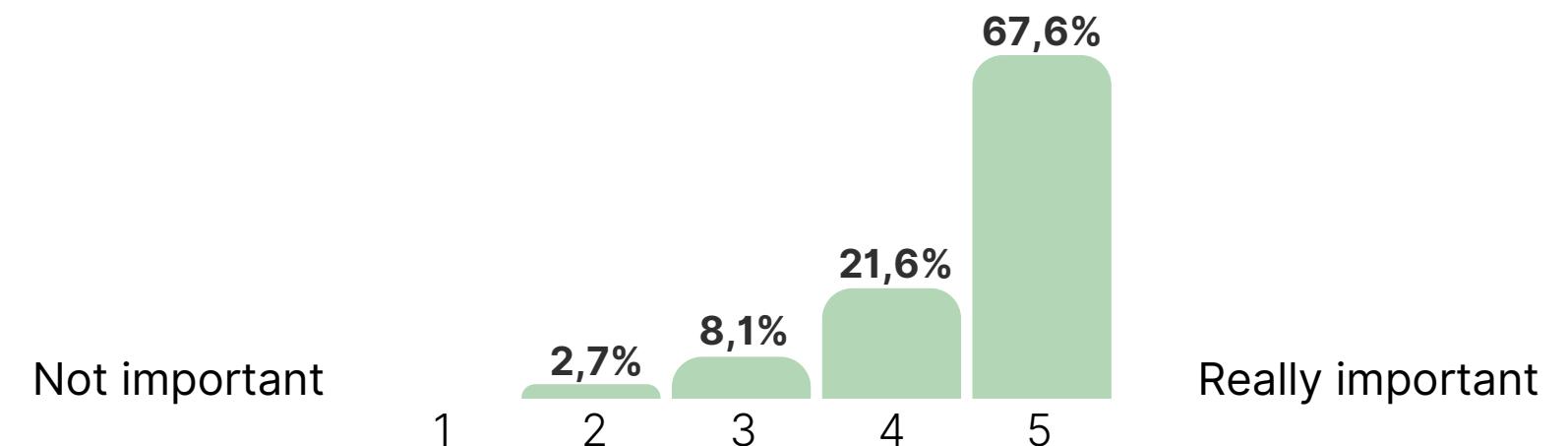
**12** When shopping online, which section do you usually visit first?



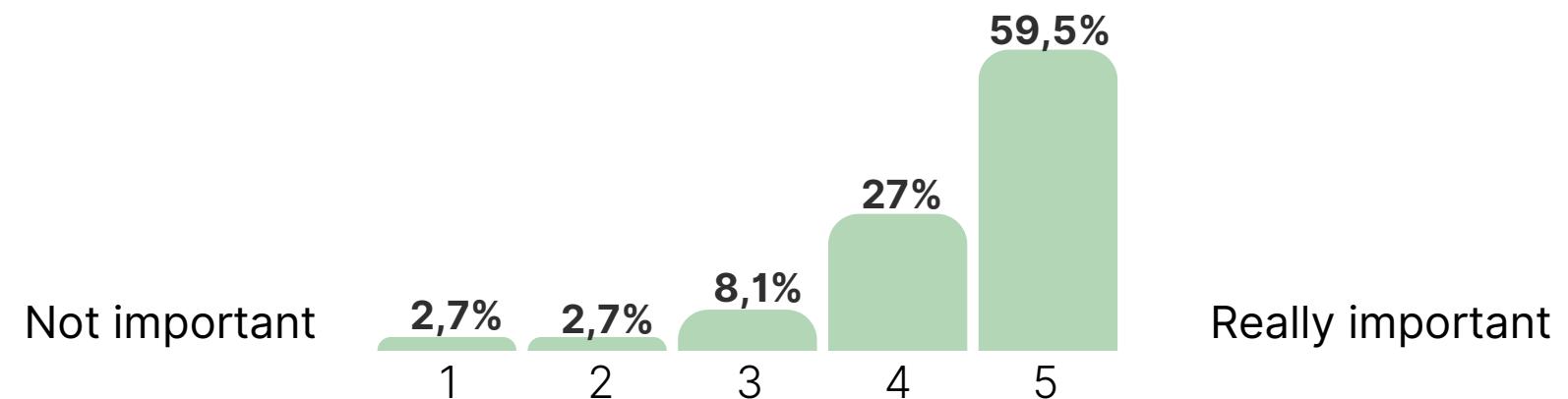
**13** In an e-commerce website, how important do you consider the presence of customer reviews?



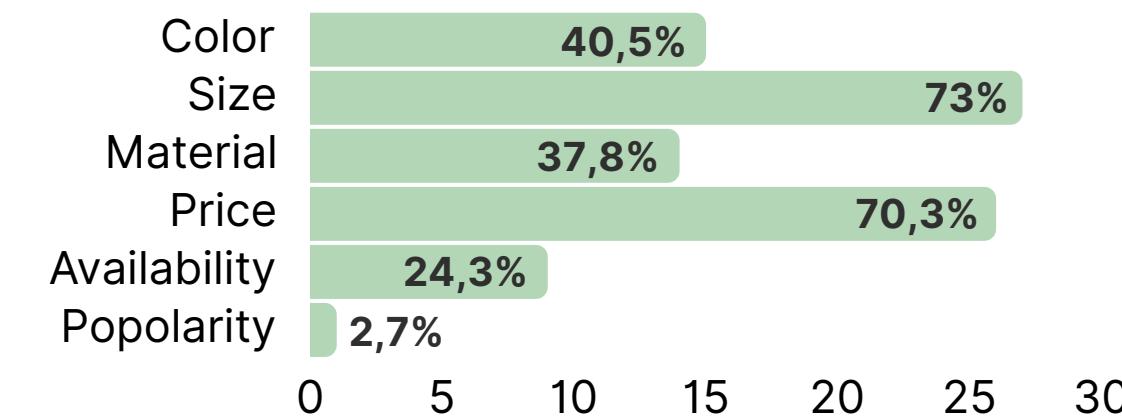
**14** In an e-commerce website, how important is it for you to have a search bar to easily find the product you're looking for?



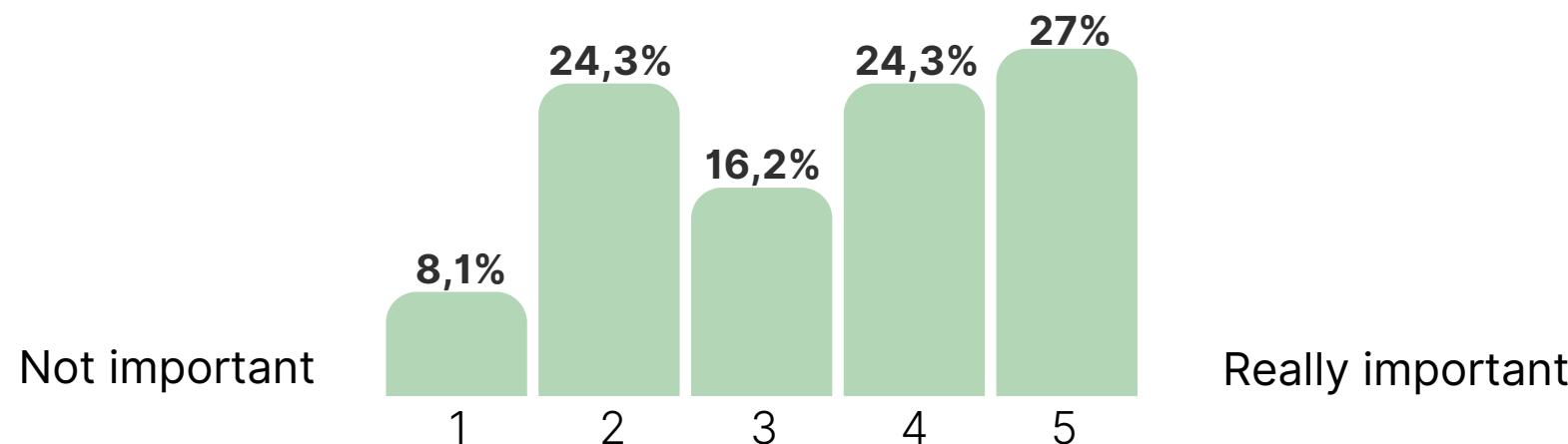
**15** In an e-commerce website, how important is it to have filters for materials, colors, and other attributes?



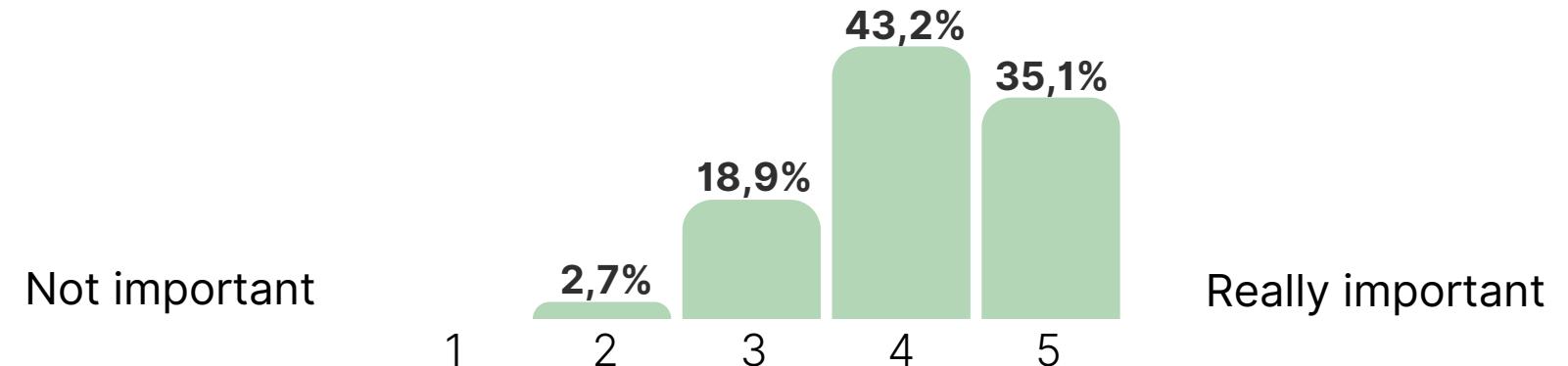
**16** When shopping online, which criteria do you usually use to filter products? (You can select more than one)



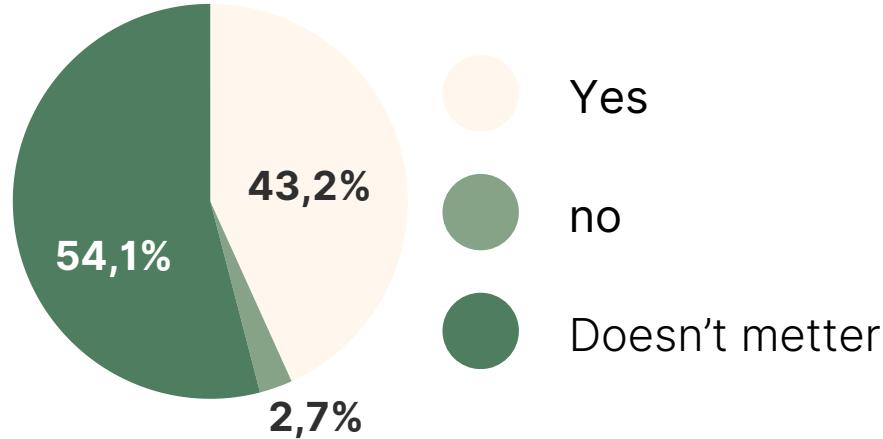
**17** In an e-commerce website, how important is it for you to have a wishlist feature to save your favorite products?



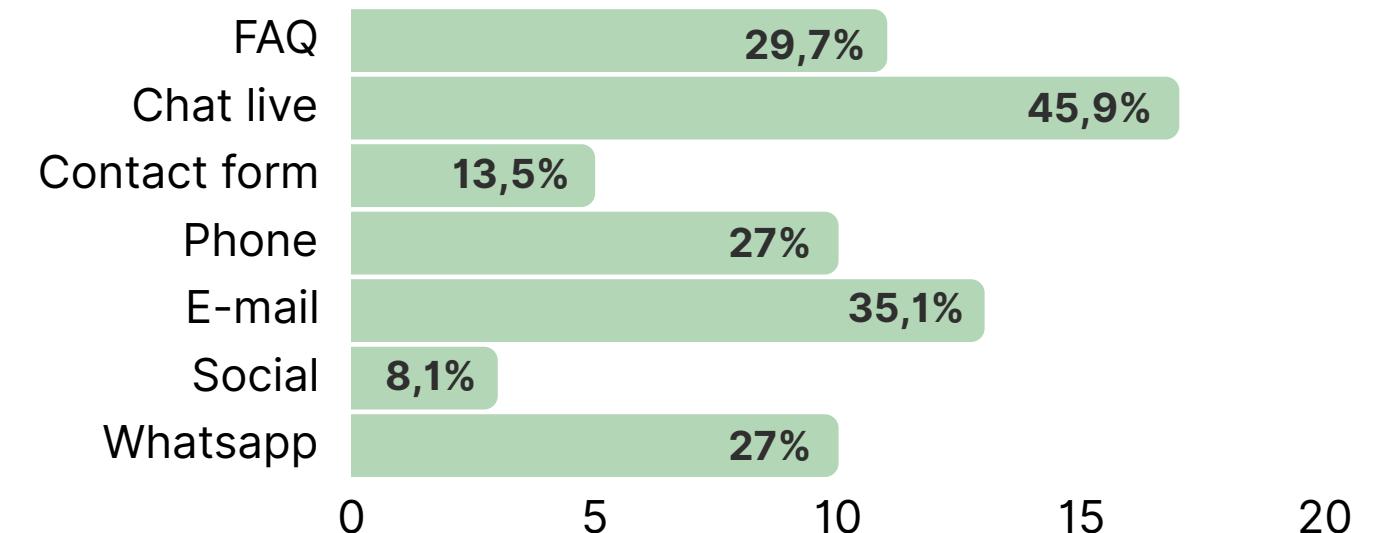
**18** In an e-commerce website, how important is the presence of sections like Sale / New Arrivals / Best Sellers?



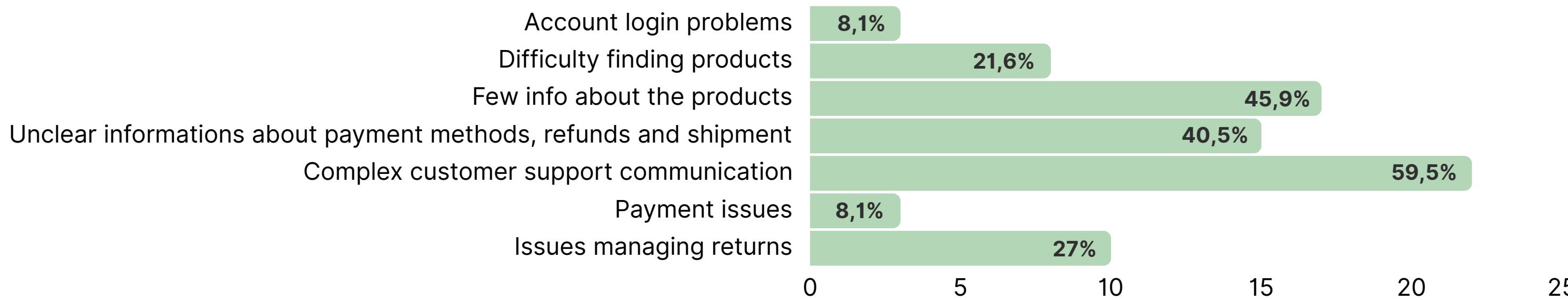
**19** In an e-commerce website, would you like to log in to your personal account using Google or other social profiles?



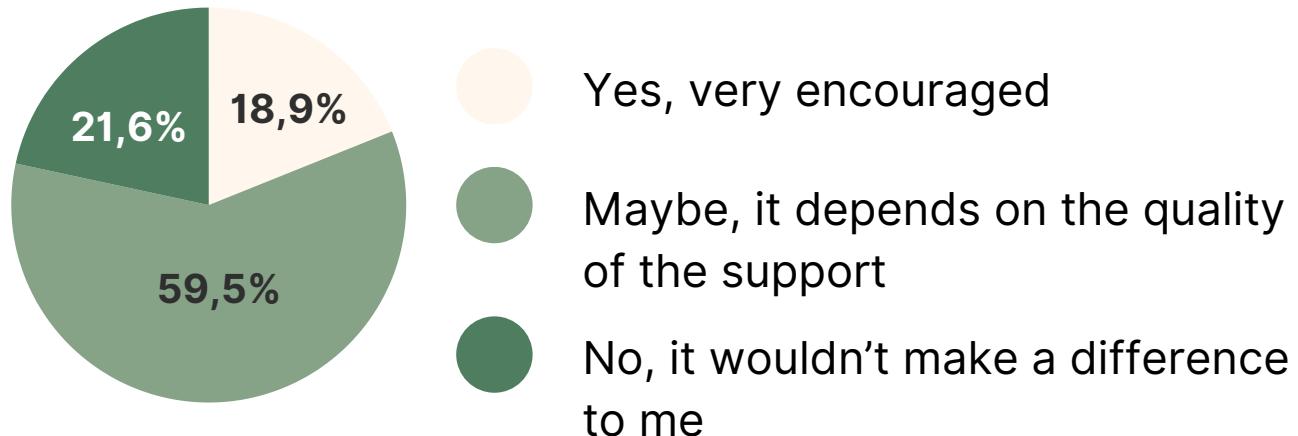
**20** When you need help while shopping online, which support channel do you prefer to use? (You can select more than one)



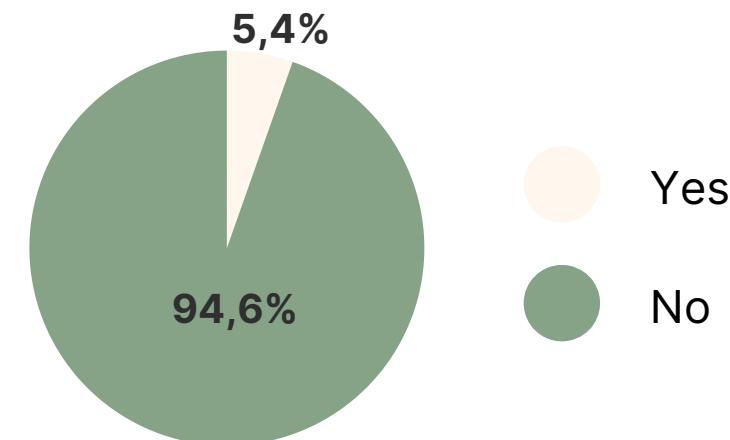
**21** What are the main obstacles you've encountered during your online shopping experiences? (You can select more than one)



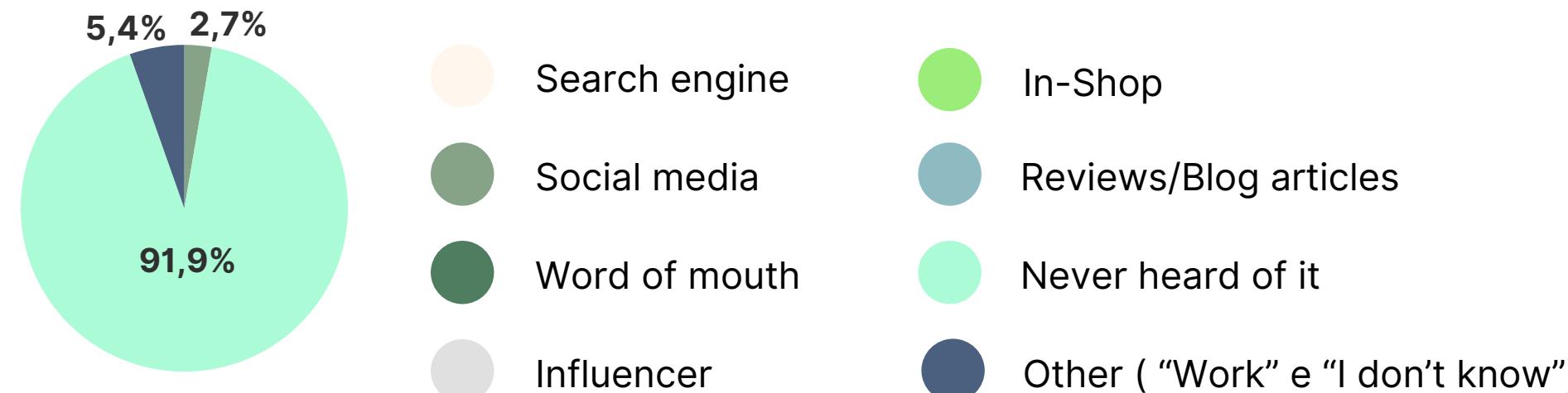
**22** Would you feel more encouraged to complete a purchase if the website offered support via live chat or chatbot?



**23** Have you ever heard of the brand Ecodream Design?



**24** If yes, where?



## INSIGHTS

The survey, which involved 37 participants, provides an interesting snapshot of consumer purchasing habits and preferences.

In terms of gender, **the majority of respondents were women (64.9%)**, followed by men (35.1%). **The most represented age group was 44 and over, making up more than half of the sample (54.1%), followed by the 26–35 age group (29.7%)**. This suggests a primarily adult audience.

A significant insight relates to **shopping habits: most people prefer to shop both in physical stores and online. The smartphone is the primary device** used for online purchases, reported by 64.9% of respondents, highlighting the importance of a **mobile-friendly experience** for a successful e-commerce platform in this sector.

As for the frequency of purchasing bags or backpacks, **most respondents stated they do so rarely (48.6%). When it comes to choosing a product, quality is by far the most important factor (51.4%)**, followed by price (27%).

An interesting point is the **growing awareness around sustainability: more than half (54.1%) have never bought eco-friendly or vegan products, but would like to, and 75.7% would be willing to pay more for an environmentally responsible product**, as long as it remains accessible. Environmental protection is a key factor that influences the purchasing decisions of 59.5% of respondents.

**Regarding the online shopping experience, 62.2% consider the presence of reviews to be very important, as well as the ability to filter products by criteria like material and color (59.5%). The availability of a wishlist is also appreciated, indicating that consumers seek a personalized and convenient shopping experience.**

Lastly, a **striking result concerns brand awareness: only 5.4% of respondents had heard of "Ecodream Design"**. This suggests that, despite the interest in sustainable products, **there is still significant work to be done in terms of visibility and brand communication**.

In summary, the survey highlights a consumer profile that values quality and is interested in sustainability, as long as it remains financially accessible.

# Giulia



*"I prefer affordable but sustainable products! At least I know I'm protecting the planet"*

## Bio

Giulia is an architecture student living in Bologna. She's outgoing and deeply committed to environmental sustainability and animal welfare.

She rarely buys new products, usually opting for secondhand. However, when she does treat herself to something new, her top priorities are quality, affordable pricing, and the environmental impact of materials.

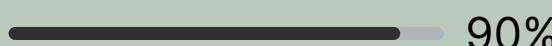
### Social:



### Device:



### Tech-skills:



<b>Profession:</b>	University student
<b>Age:</b>	22
<b>Location:</b>	Bologna
<b>Status:</b>	Single
<b>Income:</b>	Low

### Interests

Giulia is passionate about sustainability. On weekends, she regularly participates in local park clean-up volunteer events.

### Pain points

Because she prefers secondhand shopping, she doesn't often buy new products. When she does, she looks for something affordable, versatile, and stylish.

### Goal

She's currently looking for a casual everyday bag, ideally on sale, that can also convert into a backpack to carry books and university materials when needed.

# Monica



*"Only high-quality materials. Luckily, Italian craftsmanship makes sure of that."*

## Bio

Monica works as an HR specialist at a renowned company in Milan.

She is an empathetic and extroverted person who prioritizes quality in her purchases—especially when the materials are zero-impact and the production process is certified Made in Italy.

Her income allows her to choose artisan-made products, even those in a higher price range.

**Profession:** HR specialist  
**Age:** 47  
**Location:** Milan  
**Status:** Married  
**Income:** Medium-high

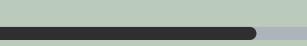
## Social:



## Device:



## Tech-skills:



65%

## Interests

She is mindful of waste, aims to save, and carefully evaluates product quality, preferring those made in Italy.

## Pain points

She has recently developed an awareness of the environmental pollution caused by the fashion industry and is trying to change her consumption habits.

## Goal

To buy a sustainable, Made in Italy certified bag, made with carefully selected materials throughout the production process

# Martina



*"I like comfortable backpacks, but also stylish products — I don't know which one to choose."*

## Bio

Martina is a middle school teacher who lives in Rome. She loves traveling to different destinations and is a vegetarian.

She always looks for interesting stories during her trips to share with her students, and she is deeply committed to teaching them about environmental protection and animal welfare.

**Profession:** Science teacher  
**Age:** 30  
**Location:** Rome  
**Status:** Engaged  
**Income:** Medium

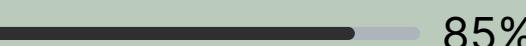
## Social:



## Device:



## Tech-skills:



## Interests

A travel lover, as a science teacher she is always looking for interesting material to share with her students

## Pain points

She can't find a backpack that is comfortable, functional, spacious, vegan, and stylish.

## Goal

She's looking for a backpack for her travels, something comfortable yet stylish, with functional pockets and zippers, and preferably vegan.



## 1.6 USER PERSONAS AND UJ

### Giulia

#### SCENARIO

Giulia is on the bus on her way home from one of her Saturday morning volunteer events. She realizes her tote bag is wearing out and decides to buy a new one.

#### GOALS/EXPECTATIONS

Buy a casual bag for everyday use (preferably on sale), that can also transform into a backpack to carry university books and materials.

	RESEARCH	NAVIGATION 1	NAVIGATION 2	PURCHASE	ABANDONMENT
<b>Actions</b>	<ul style="list-style-type: none"> <li>Browses the web and searches: "sustainable backpack bags"</li> <li>Clicks on the first result: "Ecodream design"</li> <li>Gets redirected to the homepage</li> </ul>	<ul style="list-style-type: none"> <li>Scrolls quickly through the homepage but finds it too long and not focused on shopping</li> <li>Looks for a "Back to Top" button but doesn't find one, so she has to scroll manually</li> <li>Clicks "Scopri di più" ("Learn more") thinking it leads to the shop, but it goes to the About page instead</li> </ul>	<ul style="list-style-type: none"> <li>Goes back to the homepage and looks for a Sale or Offers section, but can't find one</li> <li>Then tries the Shop from the hamburger menu</li> <li>Inside the shop, she sees a category labeled Outlet, but the rest of the product categorization and naming is unclear</li> </ul>	<ul style="list-style-type: none"> <li>Arrives in the Outlet section and sees many items</li> <li>Would like to filter by color and price but can't</li> <li>Would like to save only her favorite items, but there's no wishlist, so she evaluates quickly and decides to add a product to the cart</li> <li>Gets redirected to the cart page</li> </ul>	<ul style="list-style-type: none"> <li>She's about to reach her bus stop and hasn't been able to find the products she was looking for</li> <li>Doesn't feel comfortable spending money on a new item without having seen all the products she might have liked</li> <li>Decides to exit the website</li> </ul>
<b>Thoughts</b>	"Ecodream, sustainable fashion brand – it might have what I'm looking for."	<ul style="list-style-type: none"> <li>"Hmm, this homepage is so long, I'm not really interested in all this stuff..."</li> <li>"Ugh, there's no 'Back to Top' button?"</li> <li>"Sustainable bags and backpacks, 'Learn more'... should I click it?"</li> <li>"Wait, I thought I was going to the shop!"</li> <li>"Too much info about the brand... let me go back to the homepage, maybe there's a link to sales!"</li> </ul>	<ul style="list-style-type: none"> <li>"Is there a sales or offers section on the homepage? No... let's try the shop."</li> <li>"So many products, but I'm not sure where the offers are. Outlet... maybe here?"</li> </ul>	<ul style="list-style-type: none"> <li>"So many items, is there a tote bag?"</li> <li>"There are so many! But... no filter?"</li> <li>"Ugh, do I really have to scroll through all of them? I just want to save the ones I like to decide later."</li> <li>"Fine, I'll just add this one to the cart..."</li> <li>"Oh no! I have to go back every time? Ugh, how annoying!"</li> </ul>	<ul style="list-style-type: none"> <li>"I'm almost at my stop and I haven't found what I was looking for."</li> <li>"I rarely buy new items; for me it's an investment... what if I don't like it, and there was something better on the site?"</li> </ul>
<b>Expectations</b>	*Find a tote bag that can also be used as a backpack and maybe on sale*	*Reach the shop from the homepage*	*To browse a clear and accessible sale section*	*To filter and save favorite products in a wishlist*	
<b>Emotions</b>					
<b>Touchpoints</b>	<ul style="list-style-type: none"> <li>Google search</li> <li>Homepage Ecodream</li> </ul>	<ul style="list-style-type: none"> <li>Homepage Ecodream</li> <li>About page</li> </ul>	<ul style="list-style-type: none"> <li>Home</li> <li>Hamburger menu</li> <li>Shop</li> <li>Outlet</li> </ul>	<ul style="list-style-type: none"> <li>Outlet</li> <li>Cart</li> </ul>	
<b>PAINPOINTS</b>	<ul style="list-style-type: none"> <li>Too much information on the homepage</li> <li>No "Back to Top" button</li> <li>Unclear CTA ("Learn more" doesn't lead to the shop)</li> </ul>	<ul style="list-style-type: none"> <li>Sale and Offers section is hard to access</li> <li>Product labeling and categorization are confusing</li> </ul>	<ul style="list-style-type: none"> <li>Can't filter products</li> <li>No wishlist feature</li> </ul>		



## 1.6 USER PERSONAS AND UJ

### Monica

#### SCENARIO

Monica is at work. Her lunch break is almost over and she's reading an article about sustainability and Made in Italy. She comes across a mention of the Ecodream brand.

#### GOALS/EXPECTATIONS

To purchase a certified sustainable bag, Made in Italy, with a clear understanding of the materials used in the production process.

	DISCOVERY	NAVIGATION 1	NAVIGATION 2	PURCHASE AND CHECKOUT
Actions	<ul style="list-style-type: none"> <li>While reading an article on Marie Claire about sustainability and Made in Italy, she notices a mention of the Ecodream brand</li> <li>Curious, she clicks the link and lands on the homepage</li> </ul>	<ul style="list-style-type: none"> <li>Interested in the materials used, she looks for documents and visits the About section</li> <li>The amount of information is overwhelming; she feels lost</li> <li>Scrolls to try and reach the materials section</li> <li>Looks for a live chat to ask for help, but can't find one</li> </ul>	<ul style="list-style-type: none"> <li>Decides not to leave and checks the Materials section</li> <li>Feels reassured by the clarity and layout of this page</li> </ul>	<ul style="list-style-type: none"> <li>Browses the Shop, sees the available products, but finds categorization a bit confusing</li> <li>Her final choice is influenced by the availability of sustainable materials</li> <li>Clicks the "Vegan" filter</li> <li>Finds a product she likes, but would like to see more reviews or recommended items</li> <li>Decides which one to buy</li> </ul>
Thoughts	"Ecodream... if Marie Claire mentioned it, I guess I can trust it."	<ul style="list-style-type: none"> <li>"There's too much going on here, it's overwhelming..."</li> <li>"Where's the search bar?"</li> <li>"Oh well, maybe I can ask customer service... wait, there's only a contact form?"</li> </ul>	"Okay, now I feel reassured about their process and the materials they use!"	<ul style="list-style-type: none"> <li>"I'd like to choose based on material, but are all products sorted the same way?"</li> <li>"Oh look, there's a 'Vegan Products' section."</li> <li>"But I don't see reviews or suggestions... how do I know if it's the best option?"</li> <li>"Hmm, no reviews or recommendations. Not sure if I trust it 100%."</li> </ul>
Expectations	*She wants to find a certified sustainable bag made in Italy*	*To find clear information about the production process and materials*	*To get clarity about materials and production methods*	*To buy a product based on material category*
Emotions				
Touchpoints	<ul style="list-style-type: none"> <li>Marie Claire article</li> <li>Ecodream homepage</li> </ul>	<ul style="list-style-type: none"> <li>About page</li> </ul>	<ul style="list-style-type: none"> <li>Materials page</li> </ul>	<ul style="list-style-type: none"> <li>Shop</li> <li>Vegan products</li> <li>Cart</li> </ul>

#### PAINPOINTS

- Too many informations in the "About" page
- No search bar
- No help live chat

- Unclear product categories
- No suggested products
- No reviews



## 1.6 USER PERSONAS AND UJ

### Martina

#### SCENARIO

Martina is at home, researching her next travel destination. The trip is in two weeks, and while watching YouTube, she comes across an ad for a backpack by Ecodream Design.

#### GOALS/EXPECTATIONS

She's looking for a backpack for her travels, one that is comfortable, stylish, with functional zippers and pockets, and preferably vegan.

	DISCOVERY	NAVIGATION	STRUGGLES	ABANDONMENT
<b>Actions</b>	<ul style="list-style-type: none"> <li>While watching travel vlogs on YouTube, she sees an ad for an Ecodream backpack</li> <li>Looks for the brand's Instagram page; the feed is well curated, and she clicks the link in bio to visit the website</li> </ul>	<ul style="list-style-type: none"> <li>She scrolls through the homepage and finds an interactive image linking to the "Backpacks" category and clicks on it.</li> <li>She is redirected to a product page, but due to the lack of breadcrumbs and explanatory labels, it's unclear where she is within the site.</li> <li>She randomly clicks on one of the product images.</li> <li>She's unsure whether she has landed on a product detail page or the main shop; not seeing a clear purchase option, she continues scrolling.</li> <li>Eventually, she finds an image that links to the product shop and clicks on it.</li> </ul>	<ul style="list-style-type: none"> <li>Inside the shop, she finds some products she's interested in and adds them to the cart. However, the vegan options are only available for pre-order.</li> <li>She tries to add one of them to the cart to place a pre-order, but receives a notification asking her to remove the other items from the cart if she wants to proceed with the pre-order.</li> <li>She then decides to contact customer service to learn more.</li> </ul>	<ul style="list-style-type: none"> <li>Since there is no live chat, she looks in the footer for a link to the contact section but only finds an email address.</li> <li>She then opens the menu and clicks on the "Contact" category.</li> <li>Scrolling through the page, she finally finds a "WhatsApp Chat" button to contact customer service.</li> <li>However, the phrase "This service is reserved for end consumers" displayed on screen makes her feel pressured, and she decides to abandon the purchase because it feels too complicated.</li> </ul>
<b>Thoughts</b>	"That backpack looks nice! Let's see if they have the one I saw in the ad."	"This is confusing, am I in the shop or just reading product info?"	<ul style="list-style-type: none"> <li>"This is the one I want! But it's only available for pre-order?"</li> <li>"Are there any other similar ones in stock?"</li> <li>"Can I buy both in one order? Maybe I should ask customer service... but how?"</li> </ul>	<ul style="list-style-type: none"> <li>"Maybe there's a contact link in the footer?"</li> <li>"Let me check the Ecoool menu."</li> <li>"Oh! WhatsApp chat! Finally!"</li> <li>"But what if I don't want to use WhatsApp? There's no way to get help? Forget it..."</li> </ul>
<b>Expectations</b>	*Find a stylish, comfortable, sustainable, vegan backpack like the one in the ad*	*Easily find the product shop page*	*Product purchase*	*Contact customer service easily, without frustration*
<b>Emotions</b>				
<b>Touchpoints</b>	<ul style="list-style-type: none"> <li>YouTube ad</li> <li>Instagram page</li> <li>Ecodream homepage</li> </ul>	<ul style="list-style-type: none"> <li>Product info</li> <li>Shop</li> </ul>	<ul style="list-style-type: none"> <li>Shop</li> <li>Cart</li> <li>Contacts</li> </ul>	<ul style="list-style-type: none"> <li>Contacts</li> </ul>
<b>PAINPOINTS</b>	<ul style="list-style-type: none"> <li>No breadcrumbs</li> <li>No product page title</li> </ul>		<ul style="list-style-type: none"> <li>Unable to buy both in-stock and pre-order products in the same order</li> </ul>	<ul style="list-style-type: none"> <li>No contact link in the footer</li> <li>WhatsApp chat does not function intuitively</li> </ul>

### PAIN POINTS

- Too much information on the homepage
- No “Back to Top” button
- Unclear CTA
- Confusing product labels
- No product filter available
- No wishlist
- Too much information on the “About” page
- No search bar
- No live chat for assistance
- Confusing product categorization

### EMERGING OPPORTUNITIES

- > Streamline homepage content by reorganizing the information
- > Add a “Back to Top” button
- > Make CTAs and image links more explicit
- > Reorganize product naming and labels
- > Add product filter
- > Add wishlist feature
- > Streamline About page by reorganizing the content
- > Add search bar
- > Add live customer support chat
- > Improve product categorization for better usability

### PAIN POINTS

- Missing related/suggested products
- Missing breadcrumbs
- No product page title
- Unable to purchase available and pre-order products in the same cart
- No contact link in the footer
- Limited WhatsApp chat
- No reviews section
- No “Sales & Offers” category
- No “New Arrivals” category

### EMERGING OPPORTUNITIES

- Add related/suggested products
- Add breadcrumb navigation
- Add titles to product pages
- Allow simultaneous purchase of available and pre-order products in the same cart
- Add contact links in the footer along with info, terms & conditions
- Provide an alternative contact method
- Add a section for customer reviews
- Add a “Sales & Offers” category
- Add a “New Arrivals” category



## 1.8 NEW USER JOURNEY MAP

### Giulia

#### SCENARIO

Giulia is on the bus heading home from one of her Saturday morning volunteer clean-up events when she realizes that her tote bag is starting to fall apart, so she decides to buy a new one.

#### GOALS/EXPECTATIONS

To purchase a casual everyday bag (preferably on sale) that can also convert into a backpack to carry books and university materials.

	RESEARCH	NAVIGATION 1	NAVIGATION 2	PURCHASE	CHECKOUT
Actions	While browsing, she types "sustainable backpacks and bags" into the search bar. Clicks on the first result, "Ecodream Design. She is redirected to the website's homepage.	She quickly scrolls through the homepage, scanning the content. Clicks the "Back to top" button to return to the top of the page. Then she interacts with the main CTA to visit the shop and is redirected to the "New Arrivals" section.	She interacts with the hamburger menu and notices the "Sales & Offers" category. The rest of the product categorization and naming is very clear. After that she enters the Sales & Offers page.	There are many products, so she filters them by her preferred color and price range. Proceeds to save her favorite items to the wishlist.	She reviews the products saved in her wishlist, checks the individual product pages to read details about production, materials, dimensions, etc. She selects one of the Hybrid Backpacks from her wishlist and adds it to the cart. Proceeds to purchase and completes the checkout process without logging in.
Thoughts	"Ecodream, a sustainable fashion brand, might have what I'm looking for."	<ul style="list-style-type: none"> <li>"Interesting! Let's scroll back to the top and check out the products."</li> <li>"Discover the new sustainable bags and backpacks... let's give it a try."</li> <li>"Oh, new arrivals... interesting, but I'd like to see what's on sale."</li> </ul>	<ul style="list-style-type: none"> <li>"Let's check the menu... there it is!"</li> <li>"Sales and offers, just what I need!"</li> </ul>	<ul style="list-style-type: none"> <li>"Let's filter by color and price."</li> <li>"This one's nice! I'll add it to my favorites so I can decide which one to buy later."</li> </ul>	"Awesome! I'm really happy with my purchase!"
Expectations	*Find a tote bag that can also be used as a backpack*	*Reach the shop from the homepage*	*Browse a sales section*	*Filter and add favorite products to the wishlist*	*Purchase an item*
Emotions					
Touchpoints	<ul style="list-style-type: none"> <li>Google research</li> <li>Homepage Ecodream</li> </ul>	<ul style="list-style-type: none"> <li>Homepage Ecodream</li> <li>Shop page new-arrivals</li> </ul>	<ul style="list-style-type: none"> <li>Hamburger menu</li> <li>Sales and offers</li> </ul>	<ul style="list-style-type: none"> <li>Sales and offers</li> <li>Wishlist</li> </ul>	<ul style="list-style-type: none"> <li>Wishlist</li> <li>Cart</li> </ul>

#### SOLUTIONS

- +Streamline homepage content
  - +Added "Back to top" button
  - +Clearer CTA
- + Added clear Sales and Offers category
  - + Cleared product labels

- + Added product filters
- + Added Wishlist



## 1.8 NEW USER JOURNEY MAP

### Monica

#### SCENARIO

Monica is at work during her lunch break, reading an article about sustainability and Made in Italy.

#### GOALS/EXPECTATIONS

To purchase a certified sustainable bag, Made in Italy, with careful research into the materials used during the production process.

	DISCOVERY	NAVIGATION 1	NAVIGATION 2	PURCHASE AND CHECKOUT
<b>Actions</b>	<ul style="list-style-type: none"> <li>While reading a Marie Claire article on sustainability and Made in Italy, she notices a mention of the Ecodream brand</li> <li>Curious, she clicks on the link and is redirected to the homepage</li> </ul>	<ul style="list-style-type: none"> <li>Interested in learning more about the brand, she visits the "About" section</li> <li>Still curious, she uses the search bar to look for: "vegan"</li> <li>She is redirected to the page about vegan materials</li> </ul>	<ul style="list-style-type: none"> <li>After reading, she decides to consult the shop</li> <li>In the shop category, she finds the vegan material section and notices a well-organized product layout</li> <li>She decides to click the "Vegan Collections" category</li> <li>She finds a product she likes, and while scrolling, notices related/suggested products below</li> <li>She decides to add both to her wishlist</li> </ul>	<ul style="list-style-type: none"> <li>Reviews the product info but can't confirm if it's Made in Italy</li> <li>Reassured by the reviews section and decides to use the live chat</li> <li>Gets an immediate, clear response confirming Made in Italy production</li> <li>Decides to proceed with the purchase and moves to checkout</li> </ul>
<b>Thoughts</b>	"Ecodream? If Marie Claire mentioned it, I can trust it."	<ul style="list-style-type: none"> <li>"This brand is truly innovative! Everything about their production process!"</li> <li>"Let's use the search bar to find more about vegan materials."</li> <li>"Great! A page dedicated to materials!"</li> </ul>	<ul style="list-style-type: none"> <li>"The products are so well organized!"</li> <li>"I really like this item! And even the related ones look interesting. I'll add both to my favorites!"</li> </ul>	<ul style="list-style-type: none"> <li>"There's a lot of info... but are they really all Made in Italy? Let me ask via chat."</li> <li>"Awesome! Fast answer! I'm definitely buying this now!"</li> </ul>
<b>Expectations</b>	*To find a certified sustainable bag made in Italy*	*To find clear information about the brand and its production process*	*To find a product based on materials*	*To buy a product based on material and Made in Italy certification*
<b>Emotions</b>				
<b>Touchpoints</b>	<ul style="list-style-type: none"> <li>Marie Claire article</li> <li>Homepage Ecodream</li> </ul>	<ul style="list-style-type: none"> <li>About page</li> <li>Materials page</li> </ul>	<ul style="list-style-type: none"> <li>Shop</li> <li>Vegan subcategory</li> <li>Wishlist</li> </ul>	<ul style="list-style-type: none"> <li>Shop</li> <li>Vegan products</li> <li>Chat live</li> <li>Cart</li> </ul>
<b>SOLUTIONS</b>	<ul style="list-style-type: none"> <li>+ Streamline About page</li> <li>+ Added search bar</li> </ul>	<ul style="list-style-type: none"> <li>+ Improve product categorization and layout, based on materials</li> </ul>		<ul style="list-style-type: none"> <li>+ Add related/suggested products</li> <li>+ Add product review section</li> <li>+ Add live chat support</li> </ul>



## 1.8 NEW USER JOURNEY MAP

### Martina

#### SCENARIO

Martina is at home, researching her next trip, which is in less than two weeks, when she comes across an ad on YouTube for an Ecodream backpack.

#### GOALS/EXPECTATIONS

She is looking for a backpack for her trips, one that is stylish, practical, with zippers and pockets, and preferably vegan.

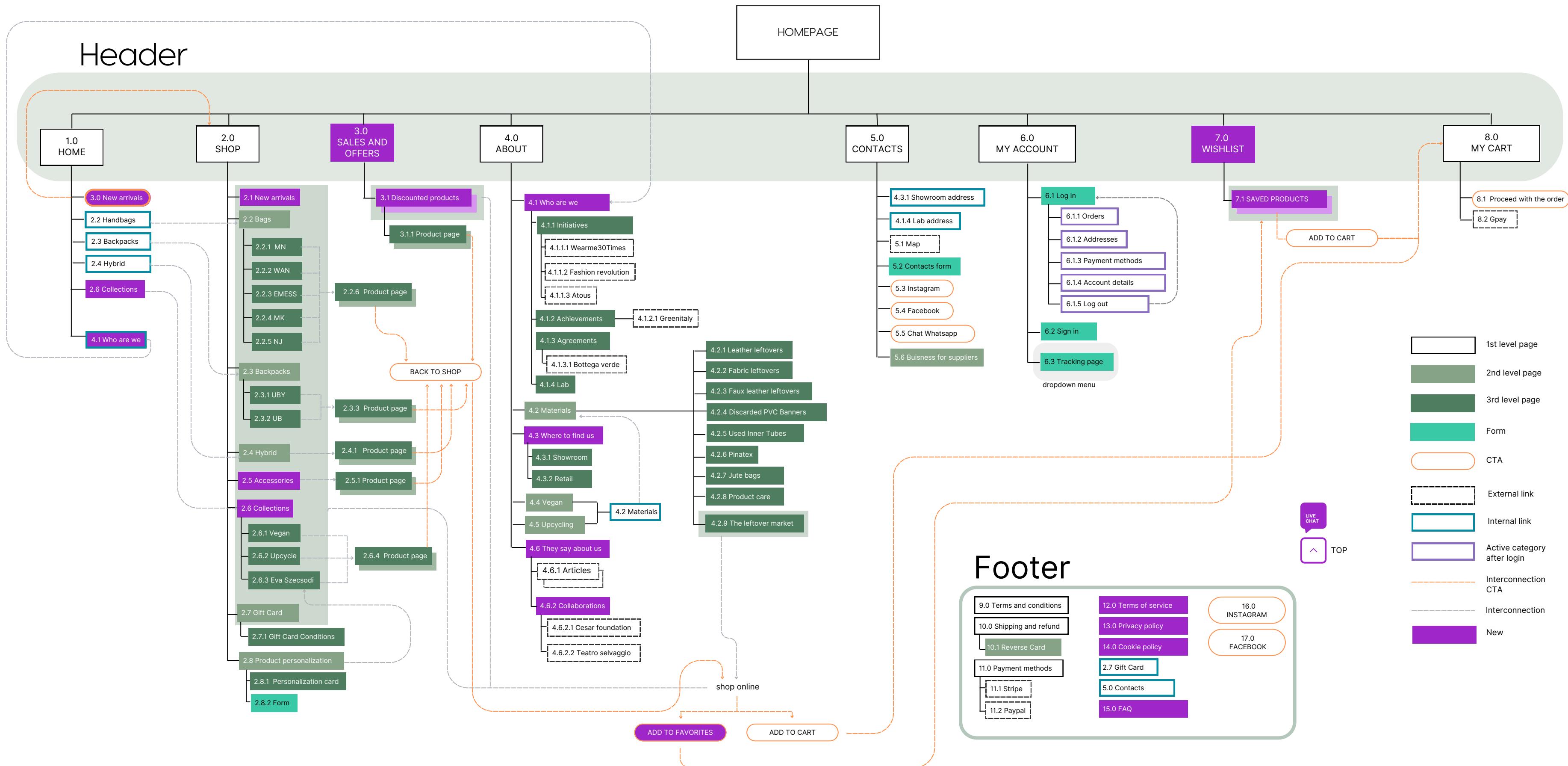
	DISCOVERY	NAVIGATION	EXPLORATION	PURCHASE AND SIGN IN
Actions	<ul style="list-style-type: none"> <li>While watching travel vlogs about her next destination on YouTube, she sees an ad for an Ecodream backpack</li> <li>She looks for the brand on Instagram. The page is well curated, so she decides to visit the website by clicking the link in bio</li> </ul>	<ul style="list-style-type: none"> <li>Scrolls through the homepage and finds an interactive image linking to the "Backpacks" category, and clicks it</li> <li>Lands on the "Backpacks" product page, with breadcrumbs for orientation</li> <li>The products are well displayed and labeled, and there's a CTA inviting her to explore each product in the shop</li> <li>She clicks the CTA and lands on the shop page for that specific category</li> </ul>	<ul style="list-style-type: none"> <li>In the shop, she finds products she's interested in and adds them to the cart. Vegan options are available via pre-order</li> <li>Adds a pre-order item to the cart; the system informs her she must choose between available and pre-order products</li> <li>She doesn't mind, because her trip is close and she wants to receive everything in time</li> <li>Checks shipping policies using the footer link</li> </ul>	<ul style="list-style-type: none"> <li><b>Shipping times are perfect, so she proceeds to checkout by clicking on the "Cart" icon in the header</b></li> <li><b>She's pleased with her experience and decides to register during checkout to receive future updates</b></li> <li><b>Fills out the registration form with no problems</b></li> </ul>
Thoughts	"This brand looks nice! Let's see if they have that backpack I saw in the ad."	<ul style="list-style-type: none"> <li>"Oh, this is the shop! Luckily it was clearly labeled!"</li> <li>"The items are clearly displayed. If I click here, I'll go straight to the shop!"</li> </ul>	<ul style="list-style-type: none"> <li>"Here I am in the shop! These are so cute! I needed just this kind of backpack."</li> <li>"Let's check the shipping details... found them in the footer!"</li> </ul>	<ul style="list-style-type: none"> <li>"Delivery time is perfect! I'm going through with the purchase!"</li> <li>"I can even register and subscribe to the newsletter! Why not? I really liked this site."</li> </ul>
Expectations	*To find a backpack for her trips, like the one in the ad: stylish, comfortable, sustainable, and vegan*	*To easily access the shop from the product category page*	*To select the product that suits her needs*	*To complete the purchase smoothly*
Emotions				
Touchpoints	<ul style="list-style-type: none"> <li>YouTube ad</li> <li>Instagram page</li> <li>Ecodream homepage</li> </ul>	<ul style="list-style-type: none"> <li>Product Info</li> <li>Shop</li> </ul>	<ul style="list-style-type: none"> <li>Shop</li> <li>Cart</li> <li>Shipping policies</li> </ul>	<ul style="list-style-type: none"> <li>Cart</li> <li>Registration</li> </ul>

#### SOLUTIONS

- + Add breadcrumb navigation
- + Add product labels and a more functional layout
- + Add product category CTAs

- + Allow combined cart with available and pre-order products
- + Add shipping policy link in the footer

## Header





2

# Wireframe

## Homepage

The wireframe I designed features a **layout that divides the content into sections, avoiding endless scrolling.**

As the first element, **in the above-the-fold area, a main hero image is presented, accompanied by a CTA that leads directly to the shop, encouraging users to make a purchase.**

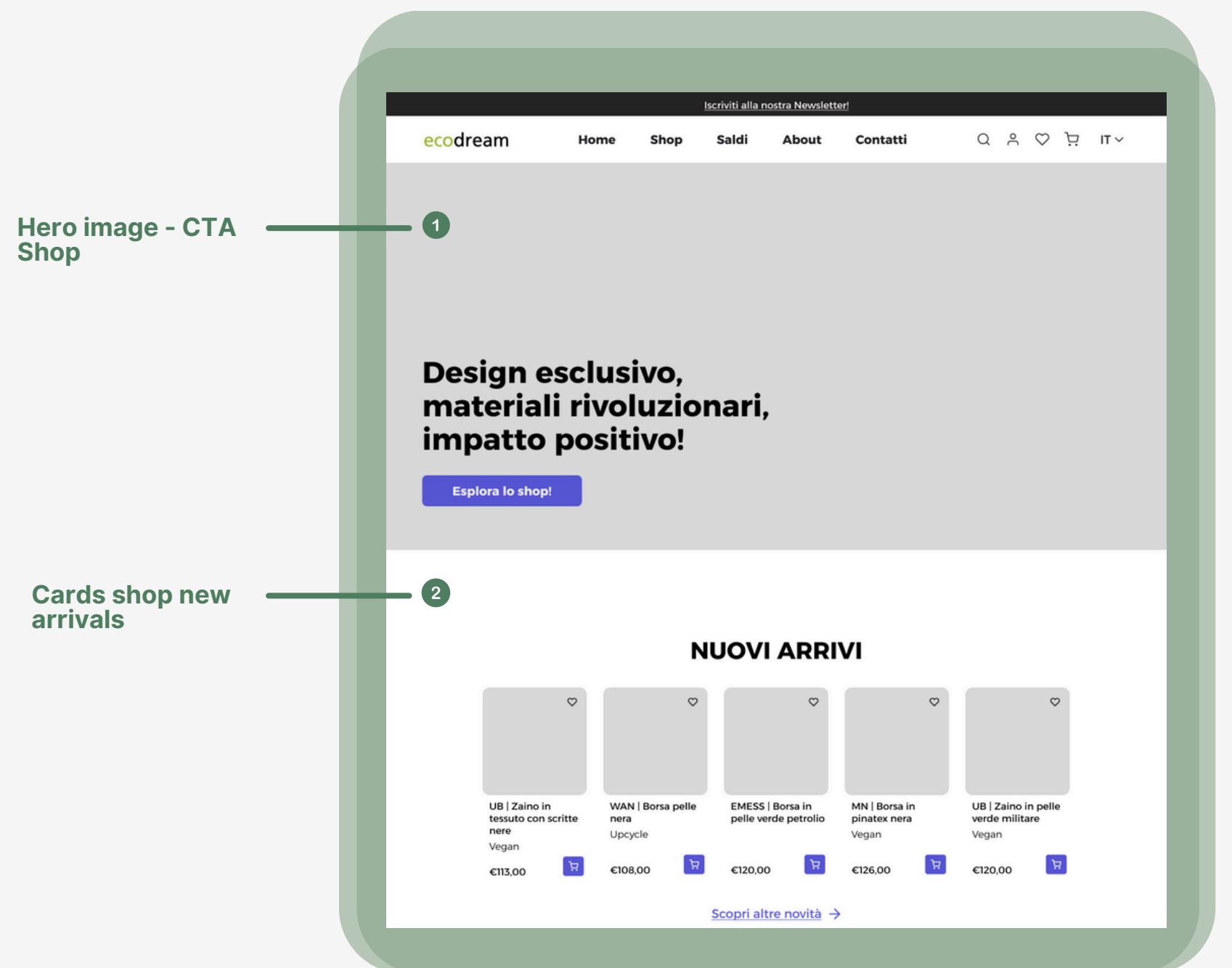
This is followed by **cards showcasing the latest arrivals**, aimed at encouraging users to explore the brand's new offerings. Immediately after, **the three main product categories are introduced, the foundation of the brand's identity.**

Next, **three additional cards present the brand's main collections**, also introducing the concept of sustainability and the reuse of discarded materials.

After a brief section dedicated to sales, **the brand values are presented and highlighted through a hero image that invites users to discover the story and origins of the brand.**

There is also a **short section dedicated to initiatives, press mentions, and a newsletter subscription form.**

On pages where necessary, a live chat has been added for quick customer support, along with a "back to top" button to improve navigation.



This wireframe section represents the left portion of the homepage. It features three main product categories: **Borse**, **Zaini**, and **Hybrid**, each with a corresponding button to "Scopri le borse", "Scopri gli zaini", and "Scopri hybrid". Below these are three main collections: **COLLEZIONI**, **VEGAN**, **UPCYCLE**, and **LIMITED EDITION**. A sustainability section at the bottom includes a link to "Scopri i materiali".

3  
Borse  
Scopri le borse

4  
COLLEZIONI  
Fai la differenza scoprendo le nostre collezioni sostenibili!  
Utilizziamo materiali derivati da scarti di produzione per ridurre l'impatto ambientale e l'uso delle risorse naturali, promuovendo allo stesso tempo un'economia circolare, un design innovativo e una produzione più consapevole, per generare soluzioni creative, efficaci e sostenibili.

5  
VEGAN →  
UPCYCLE →  
LIMITED EDITION →  
Scopri i materiali →

Main product category

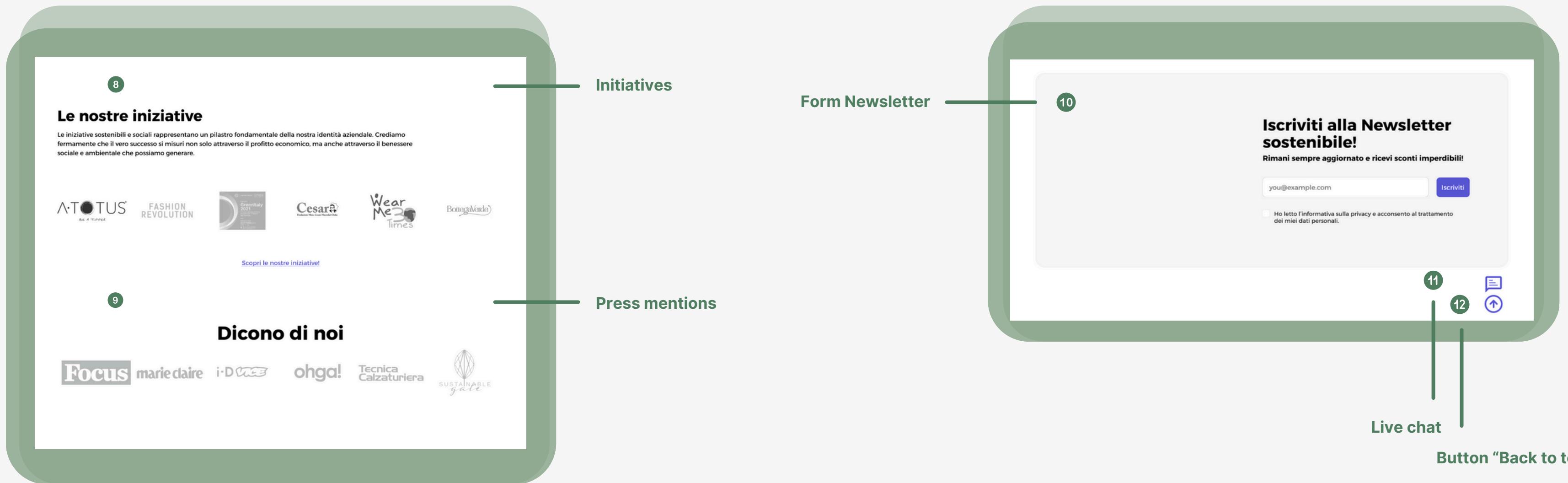
Main collections

Sustainability

This wireframe section represents the right portion of the homepage. It displays a "Sales" section titled **SALDI E OFFERTE** featuring five products: MN | Borsa pelle arancione Upcycle, MN | Borsa in tessuto metallico Vegan, WAN | Borsa in pelle celeste scamosciata Upcycle, EMESS | Borsa in pelle bordeaux Upcycle, and HYBRID | Borsa/Zaino in tessuto blu elett. e pelle sintetica Upcycle. Each item shows its original price, discounted price, and a "Scopri" button. Below this is an "About us" section with the text: **Uniamo stile e sostenibilità per creare accessori unici!** and **Realizzati con materiali innovativi e responsabili.**, along with a "Scopri la nostra storia" button.

6  
Sales  
Saldi e offerte  
MN | Borsa pelle arancione Upcycle  
€82,00 €61,00 Scopri  
MN | Borsa in tessuto metallico Vegan  
€96,00 €62,00 Scopri  
WAN | Borsa in pelle celeste scamosciata Upcycle  
€91,00 €77,00 Scopri  
EMESS | Borsa in pelle bordeaux Upcycle  
€115,00 €73,00 Scopri  
HYBRID | Borsa/Zaino in tessuto blu elett. e pelle sintetica Upcycle  
€89,00 €76,00 Scopri  
Sconti incredibili! →

7  
About us  
Uniamo stile e sostenibilità per creare accessori unici!  
Realizzati con materiali innovativi e responsabili.  
Scopri la nostra storia



## MAIN SHOP

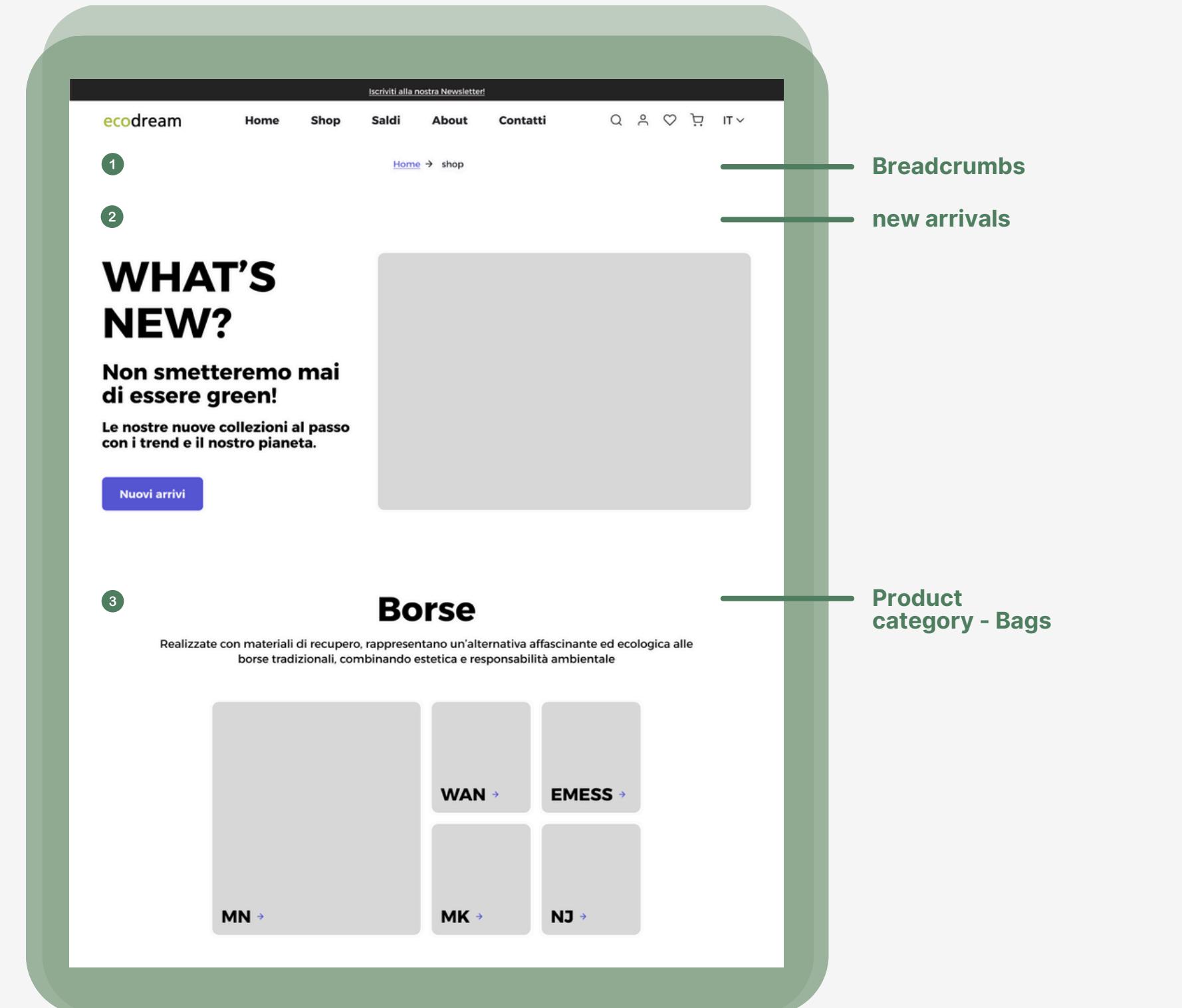
I organized the various product categories following a more logical and functional hierarchy to make it easier for users to browse.

As the first element, I included **breadcrumbs**, small navigation links that indicate the user's current location within the website.

Next, I included a **section that highlights the new arrivals and reinforces the brand's green identity**.

This is followed by a section presenting the **three main product categories along with their respective model subcategories**.

Finally, I added a section dedicated to gift cards, accessories, and product customization.



The wireframe illustrates the main shop interface with several key sections and their descriptions:

- Zaini** (Section 4): A product category for backpacks. It includes a sub-section for **UBY** and **UB**.
- Hybrid** (Section 5): A product category for hybrid products, with a call-to-action button **Scopri il modello →**.
- Main collections** (Section 6): A section featuring sustainable collections: **VEGAN**, **UPCYCLE**, and **LIMITED EDITION**.
- Gift card** (Section 7): A section for gift cards, with a call-to-action button **Scopri tutte le nostre Gift Card →**.
- Product category - Backpacks**: A label pointing to the Zaini section.
- Product category - Hybrid**: A label pointing to the Hybrid section.
- Accessories**: A label pointing to the ACCESSORI section.
- Personalization**: A label pointing to the Personalizza! section.
- ACCESSORI** (Section 8): A section displaying a grid of accessories, specifically belts (TRACOLLA), with details like color, material, and price (e.g., €22.00).
- Personalizza!** (Section 9): A section for product personalization, stating "Personalizza il tuo articolo preferito per renderlo unico nel suo genere!" and "Tutti i nostri prodotti sono realizzati Made in Italy". It includes a call-to-action button **Crea il tuo prodotto adesso! Contattaci →**.

# PRODUCT SHOP

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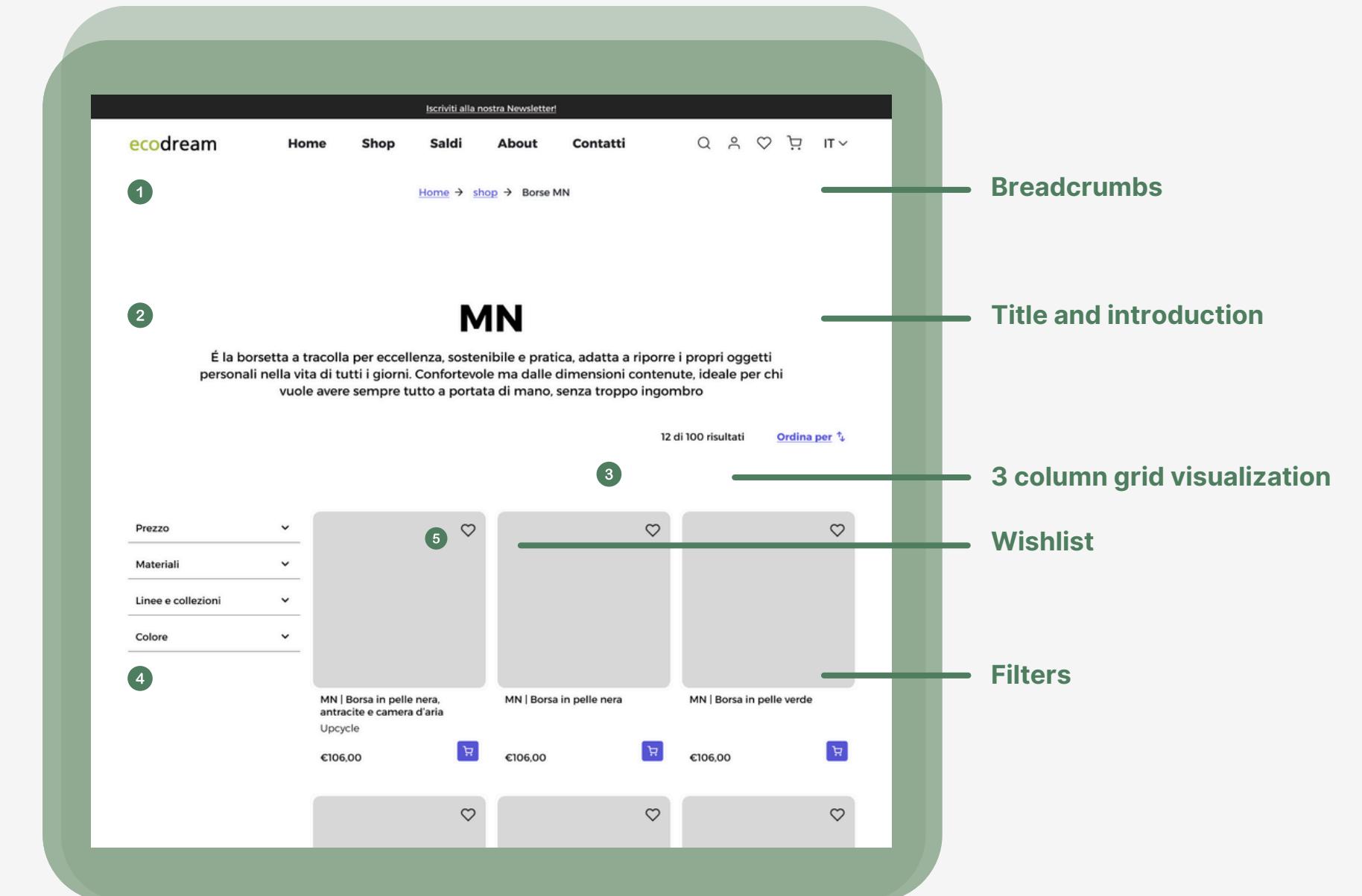
I reorganized the layout of the product shop page by introducing the section with a header and then structuring the product cards in a three-column grid.

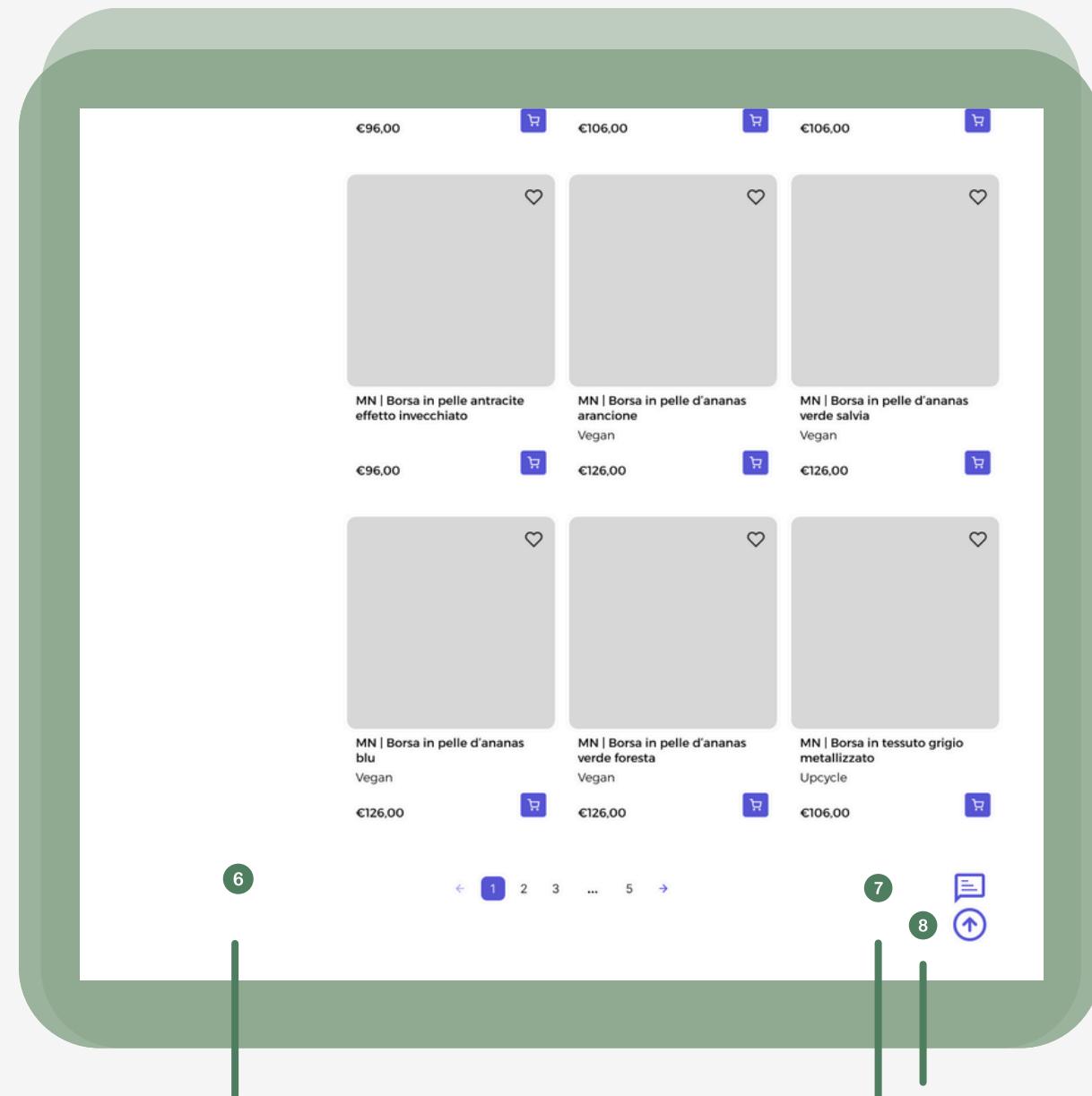
I also added filters to allow users to search for specific items more directly, while still offering the option to sort products according to their preferences.

Each product card allows users to add the item to their wishlist as well as to the shopping cart. Product naming is clear, as is the identification of each item as part of a specific collection.

At the bottom of the page, I included a pagination system, enabling users to browse a limited number of items at a time instead of scrolling through the entire page to find a product.

Breadcrumbs are also present here, along with a button to quickly return to the top of the page and a live chat for customer support.





Pagination

Button "Back to top"  
Live chat

I also created the wireframe for the same page, showing how the filters would appear when opened and used by the user for a more specific search.

This detailed wireframe shows the 'MN' product category page with various filter panels open:

- Prezzo:** A slider from 0 € to 400,00 € with values 70 and 150 selected.
- Materiali:** A list of materials with checkboxes:
  - Tessuto (checked)
  - Pelle
  - Pelle sintetica
  - Camera d'aria
  - Manifesti PVC
  - Pelle d'ananas - Piñatex
- Linee e collezioni:** A list of categories with checkboxes:
  - Eva E.Szecsodi
  - Vegan
  - Upcycle
  - Piñatex
- Colore:** A color palette with 12 circular swatches, with Vegan and Upcycle checked.
- Applica filtri:** A blue button at the bottom of the filter sidebar.
- Product Grid:** Shows 12 results of MN bags filtered by the applied criteria.
- Footer:** Includes links for LOGO, Shop, Area Legale, Newsletter sign-up, and various site sections like Risorse utili, Servizio clienti, and Sitemap.

# PRODUCT PAGE

---

I structured the layout by **highlighting the product image, including related thumbnails and the option to add it to the wishlist, while emphasizing key information such as the price.**

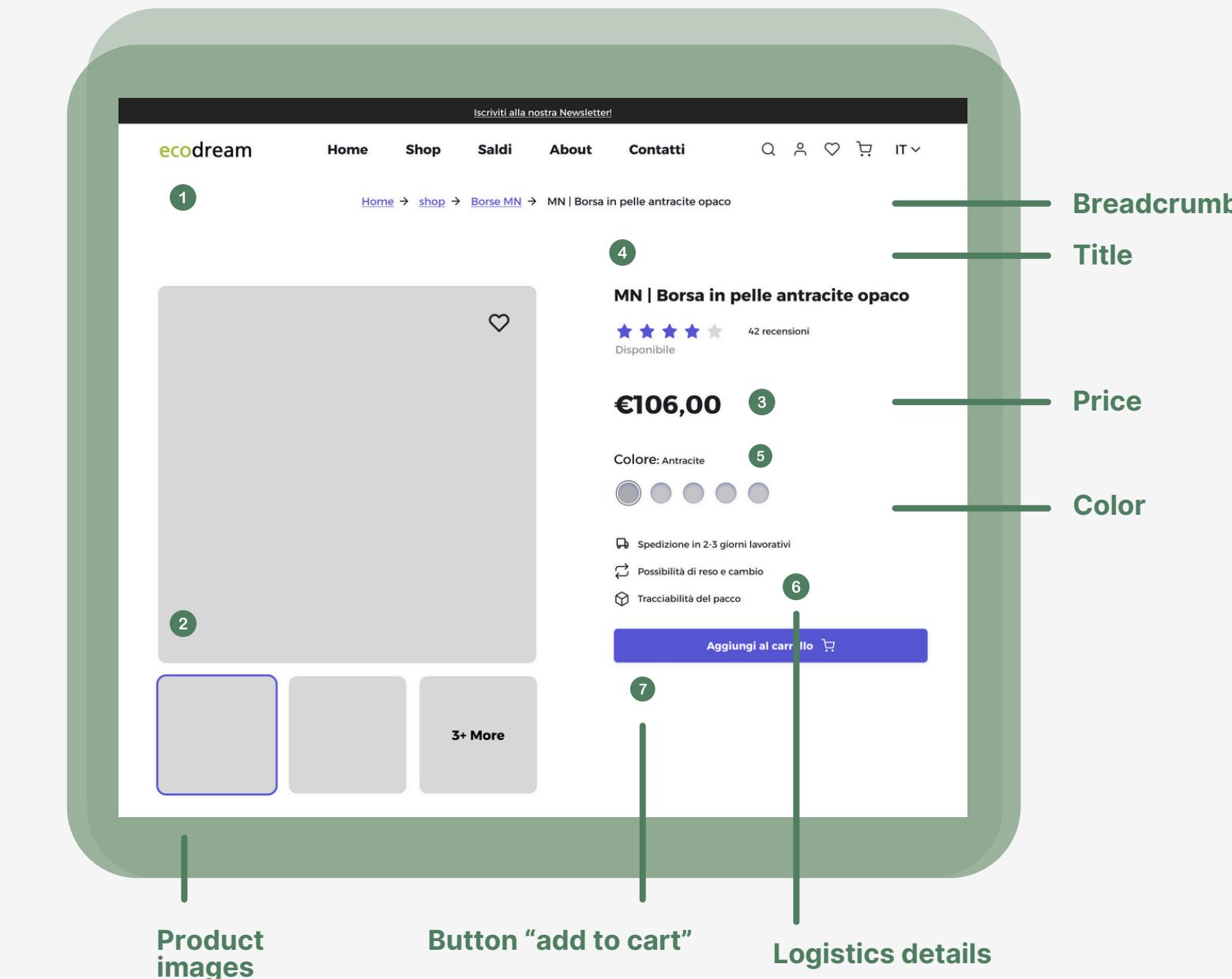
**The information hierarchy is designed to guide the user's reading flow, maintaining their interest as they explore the various product and purchase-related details.**

I added a tab menu that becomes visible after scrolling past the **product purchase information**. This menu has a sticky property (as shown in the prototype).

Additionally, **each tab will be highlighted, like a bookmark, as the user scrolls through the different content sections** (Description – Features – Materials – Customize).

The presence of **customer reviews and suggested products encourages users to explore further and increases their likelihood of purchasing**, thanks to the opinions of other customers.

Users can also leave their own reviews later, which helps them feel part of the community.



The wireframe illustrates a desktop product page layout with the following sections and features:

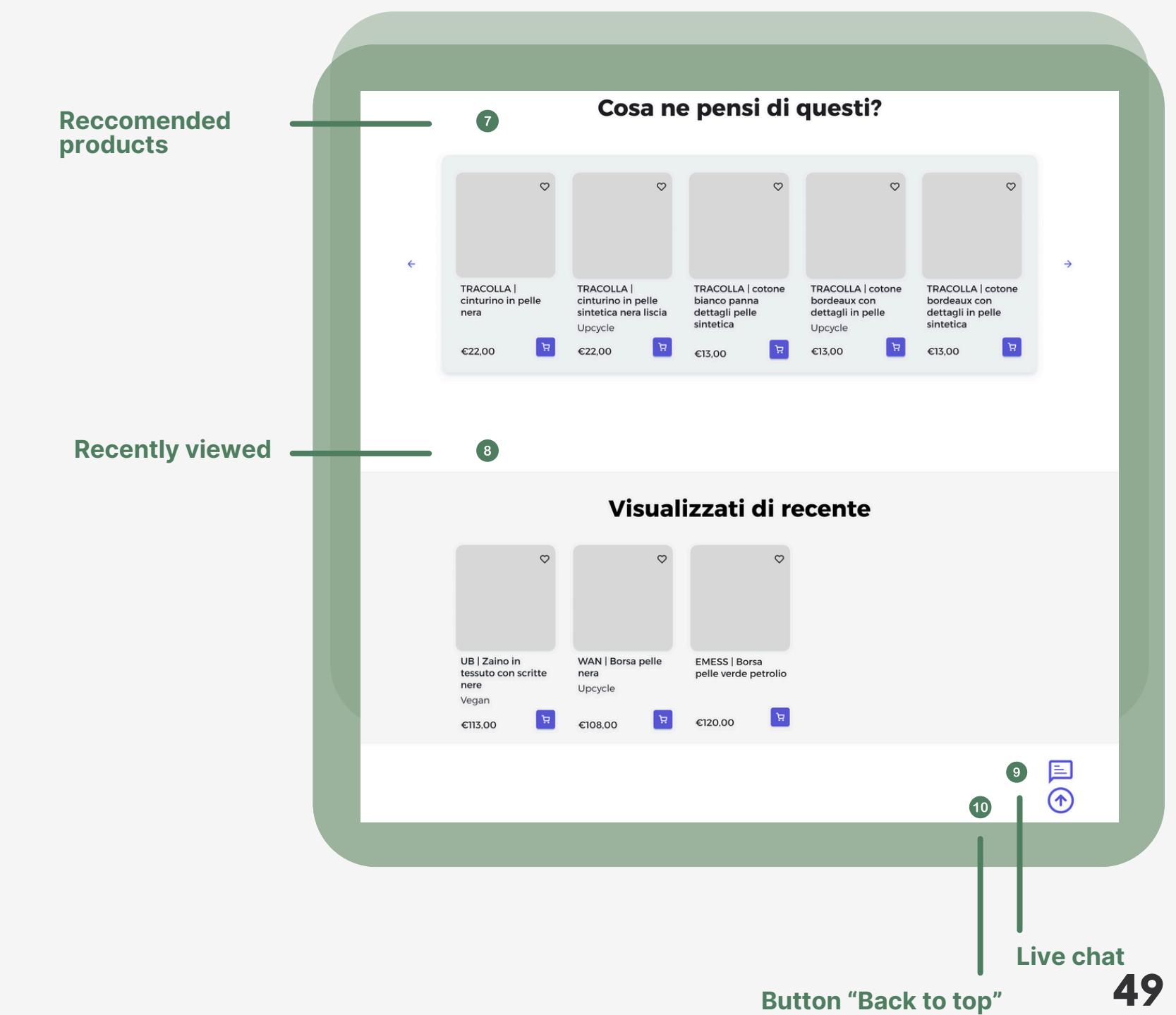
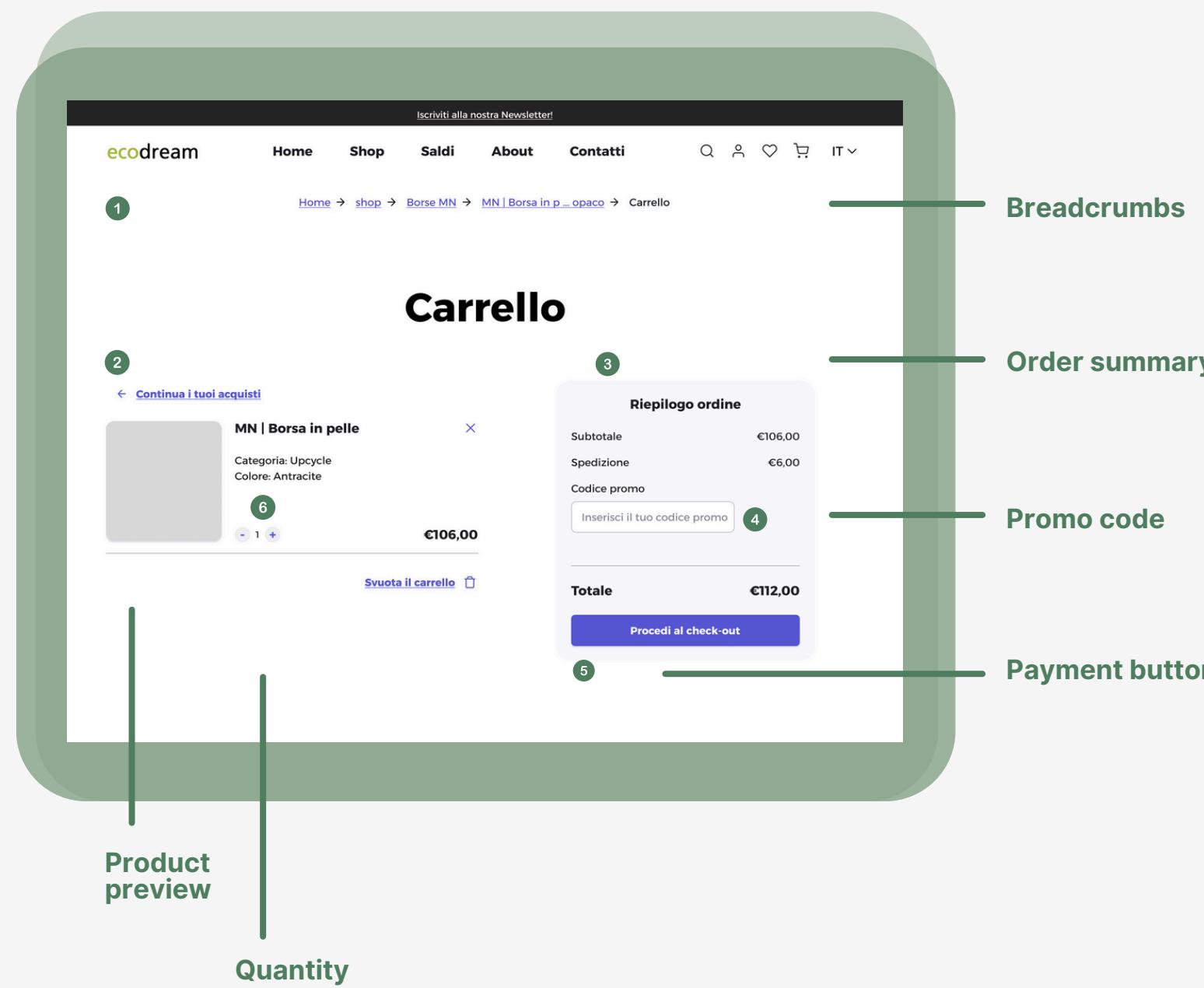
- Active Tab menu:** A horizontal navigation bar at the top with tabs: **Descrizione**, Caratteristiche, Materiali, Personalizza. The **Descrizione** tab is highlighted.
- Specs - Description:** Content area (8) detailing the product's purpose and design.
- Specs - Features:** Content area (9) listing product dimensions and unique notes.
- Specs - Materials:** Content area (9) showing external and internal materials.
- Specs - Personalization:** Content area (9) displaying options for add-on items like pockets and straps, each with a price, pre-order button, and shopping cart icon.
- Reviews:** A section (10) titled "Recensioni" showing a grid of reviews from users like Giulia, Martina, Arianna, and Antonella, each with a star rating and a snippet of their review.
- Recommended products:** A section (11) titled "Cosa ne pensi di questi?" showing five recommended products: TRACCOLLA I cinturino in pelle nera, TRACCOLLA I cinturino in pelle sintetica nera flessibile, TRACCOLLA I bianco panna dettagli pelle sintetica, TRACCOLLA I cotone bordeaux con dettagli in pelle, and TRACCOLLA I cotone bordeaux con pelle sintetica. Each item has a price and a shopping cart icon.
- Form Newsletter:** A modal window (12) for signing up to a sustainable newsletter, featuring an input field for email, a "Iscriviti" button, and a checkbox for accepting privacy terms.
- Live chat:** A floating icon (13) with a speech bubble and a camera symbol.
- Button "Back to top":** A small button (14) located at the bottom right of the page.

Annotations in Italian:

- Puoi personalizzare il prodotto secondo le disponibilità di magazzino o su ordinazione. Per scoprire come richiedere o pre ordinare accessori su misura per te, verifica le [Condizioni per la personalizzazione del prodotto](#)
- Vedi altri prodotti da personalizzare →
- Scrivi una recensione
- Altre...
- Vedi altre recensioni
- Iscriviti alla Newsletter sostenibile!
- Rimani sempre aggiornato e ricevi sconti imperdibili!
- you@example.com
- Iscriviti
- Ho letto l'informativa sulla privacy e accetto al trattamento dei miei dati personali.
- TRACCOLLA I cinturino in pelle nera
- TRACCOLLA I cinturino in pelle sintetica nera flessibile
- TRACCOLLA I bianco panna dettagli pelle sintetica
- TRACCOLLA I cotone bordeaux con dettagli in pelle
- TRACCOLLA I cotone bordeaux con pelle sintetica
- €22,00
- €22,00
- €15,00
- €33,00
- €13,00

## CART LAYOUT

In the wireframe, I integrated all the missing elements, adding to the order summary both the various payment methods and the option to enter a promotional code.



## CHECKOUT LAYOUT - STEP 1

The checkout is divided into macro-steps:

**1) Billing details 2) Shipping method 3)Payment**

Lastly, the order confirmation request and the successful payment confirmation page.

I reorganized the layout to allow users to view and edit their order summary through a compact summary card.

Another effective feature is the ability to make instant payments via PayPal or GPay, without having to manually enter personal details.

The different sections of the form are clear and concise, allowing the user to complete the checkout process with ease, guided by the layout itself.

The wireframe illustrates the checkout layout with the following components and annotations:

- Breadcrumbs:** Located at the top right of the header.
- Step check-out:** Numbered steps 1, 2, and 3 indicating the process flow.
- Order summary + edit:** A summary card showing item details, quantity, unit price, subtotal, shipping, and total.
- Promo code:** A field for entering a promotional code.
- Live chat:** A live chat icon in the bottom right corner.
- Fast Check-out:** A section for quick payment methods like PayPal and GPay.
- input Contact mail:** Fields for email and newsletter subscription.
- Billing information form:** A detailed form for entering billing address information.

## CHECKOUT LAYOUT - STEP 2

In the second step of the checkout process, users can view their progress and are given the option to edit the information entered in the previous step.

The wireframe illustrates the layout of the second step in the checkout process. It features a header with the brand name 'ecodream' and navigation links. Below the header, a breadcrumb trail shows the user's progress: 'Carrello → Check-out'. The main content area is divided into several sections:

- Breadcrumbs**: Located at the top left of the main content area, with a callout pointing to the first item in the breadcrumb trail.
- Step check-out**: A horizontal navigation bar with three items: '1. Dati di fatturazione', '2. Metodo di spedizione' (which is currently selected), and '3. Pagamento'.
- Billing information + edit**: A section containing the user's billing address and a 'Modifica' link.
- Choice shipping method**: A section listing shipping options: 'Corriere espresso' (€6.00), 'Corriere reverse (Reso/cambio gratuiti)' (€10.00), and 'Ritiro in sede' (Gratis). It also includes a 'Vai al metodo di pagamento' button.
- Order summary + edit**: A detailed breakdown of the order, including a product image, description ('MN | Borsa in pelle'), quantity ('x1 Articolo'), unit price ('€106.00'), and a 'Modifica' link.
- Promo code**: A field labeled 'Inserisci il tuo codice promo' with a placeholder '6'.
- Live chat**: A small icon representing live chat support, with a placeholder '7'.
- Total**: The final total amount shown as 'Totale €112,00'.

## CHECKOUT LAYOUT - STEP 3

In the third step of the checkout process, users can still track their progress and are allowed to edit the information provided in the previous step. They can also choose from multiple payment methods: Credit Card, PayPal, and GPay.

The wireframe illustrates the layout of the third step in the checkout process. It features a header with the brand name 'ecodream' and navigation links. Below the header, the breadcrumb trail shows the user's progress: 'Carrello → Check-out' followed by '1. Dati di fatturazione', '2. Metodo di spedizione', and '3. Pagamento'. The main content area is divided into several sections:

- Breadcrumbs:** Shows the current step (1).
- Step check-out:** Shows the current step (2).
- Billing information + edit:** Shows the billing address (3). It includes a 'Modifica' link and a detailed address: Italia, Mario Rossi, Via dei traghetti 42, 00121 Roma RM, +39\*\*\*\*\*44.
- Shipping method + edit:** Shows the shipping method (5). It includes a 'Modifica' link and the option 'Corriere espresso'.
- Payment form:** Shows the payment section (7). It includes a 'Modifica' link and fields for 'Carta di credito' (Numero carta: 0000 0000 0000 0000, Data di scadenza: MM / AA, Codice di sicurezza: CVC), 'Nome sulla carta' (Mario Rossi), and a 'Paga ora' button. It also includes options for 'Paypal' and 'Cpay'.
- Order summary + edit:** Shows the 'Riepilogo ordine' (4) with a product item (MN | Borsa in pelle, Categoria: Upcycle, Colore: Antracite, €106.00), Subtotale (€106.00), Spedizione (€6.00), and Codice promo (6). It also includes a 'Totale' section (€112.00) and a 'Codice promo' input field.

# CHECKOUT LAYOUT - ORDER CONFIRMATION REQUEST

On the order confirmation request page, the user has the opportunity to review all previously entered information and finally proceed with the purchase.

The wireframe illustrates the layout of the Order Confirmation Request page. It features a header with the brand name 'ecodream' and navigation links. Below the header, a breadcrumb trail shows the user's path: 'Carrello → Check-out'. The page is divided into several sections:

- Breadcrumbs**: Step 1 (1)
- Step check-out**: Step 2 (2)
- Bill information + edit**: Step 3 (3)
- Shipping method + edit**: Step 4 (4)
- Payment info + edit**: Step 5 (5), Step 6 (6)
- Order summary + edit**: Step 7 (7) - This section is highlighted with a large green box.
- Promo code**: Located at the bottom right.

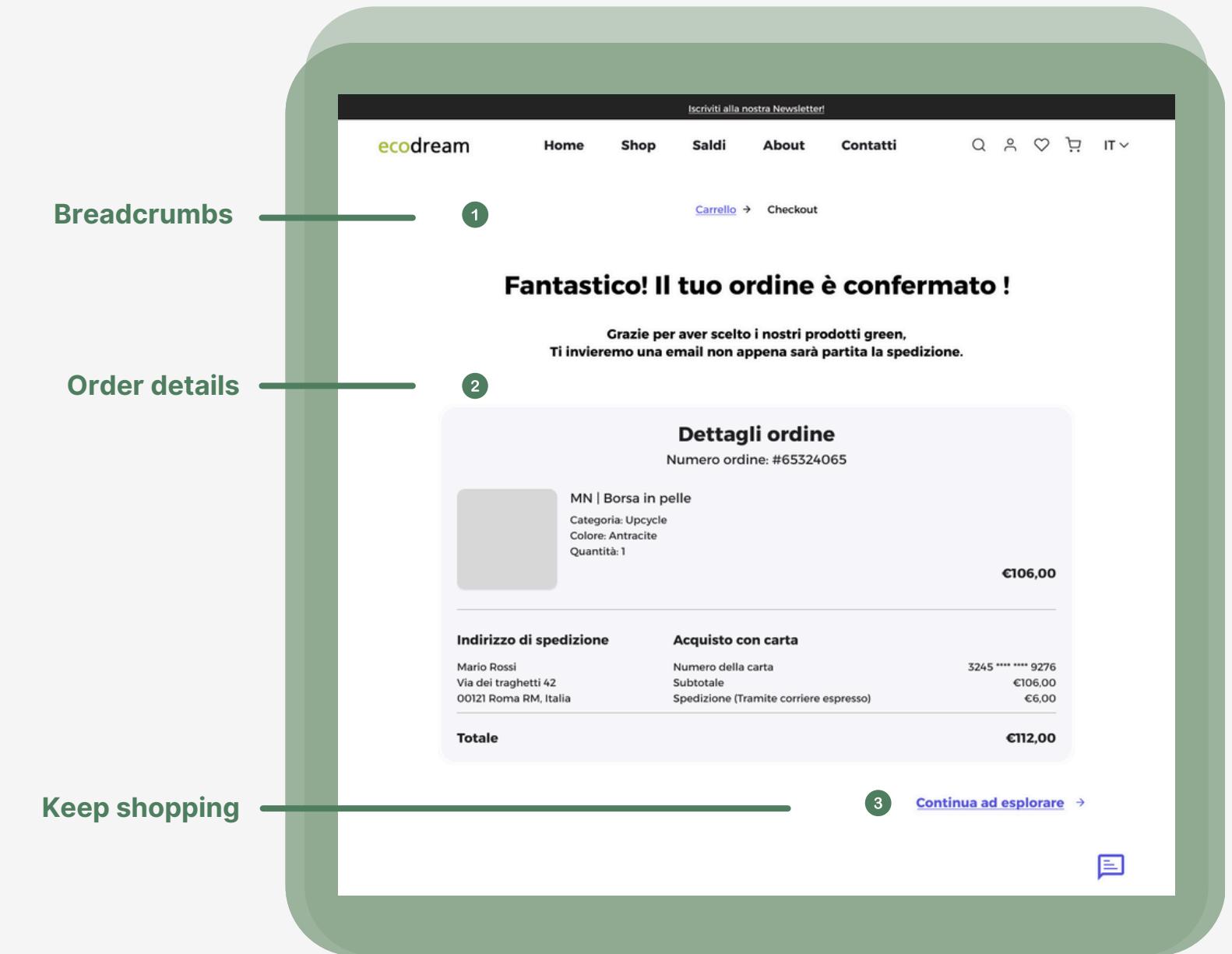
The Order summary + edit section displays the following details:

Riepilogo ordine	x1 Articolo
MN   Borsa in pelle Categoria: Upcycle Colore: Antracite	€106,00
Subtotale	€106,00
Spedizione	€6,00
Codice promo	Inserisci il tuo codice promo
Total	€112,00

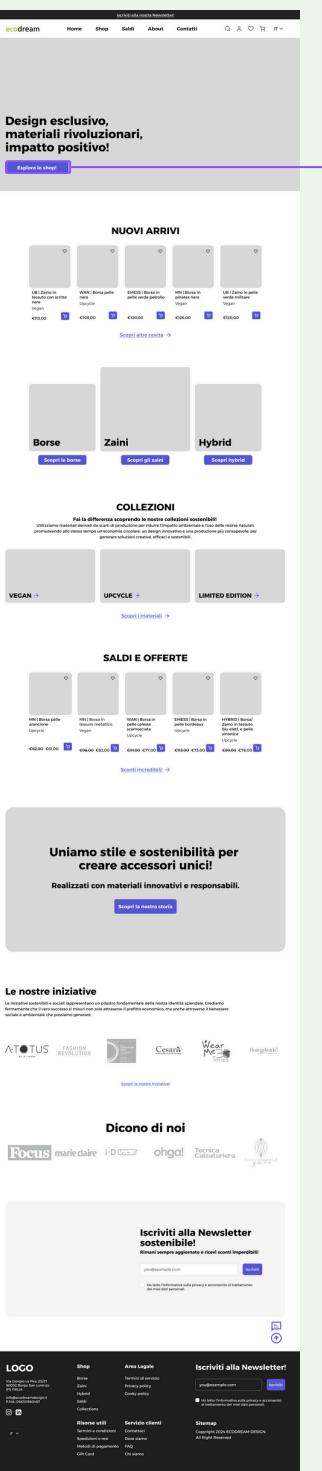
## CHECKOUT LAYOUT - ORDER CONFIRMATION —

Final page at the end of the entire purchase journey.

**The brand thanks the user for choosing its products and summarizes all the order details. From here, it is possible to return to browsing the website and the shop.**

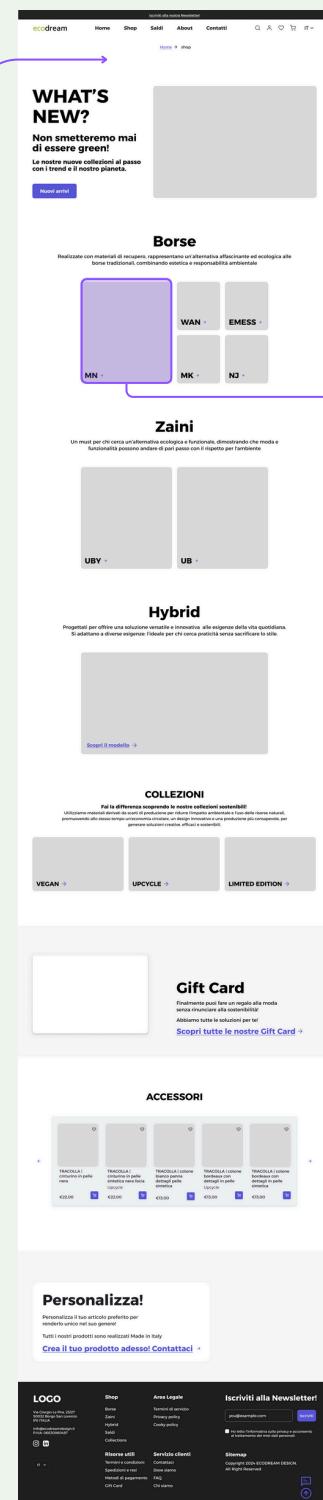


## WIREFLOW



## PHASE 1

The user lands on the homepage and clicks on the CTA to explore the SHOP section.



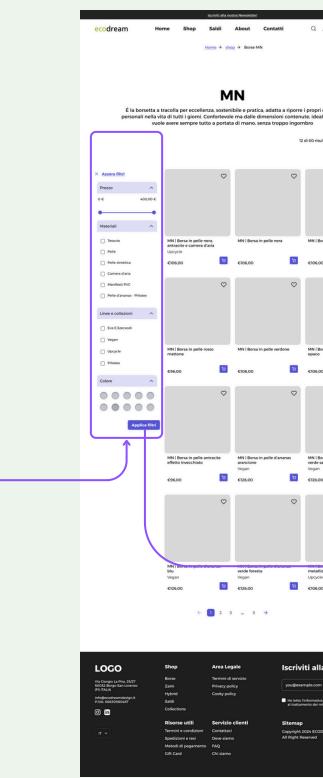
## PHASE 2

The user lands on the SHOP and chooses to view the "MN" model within the "BAGS" product category.



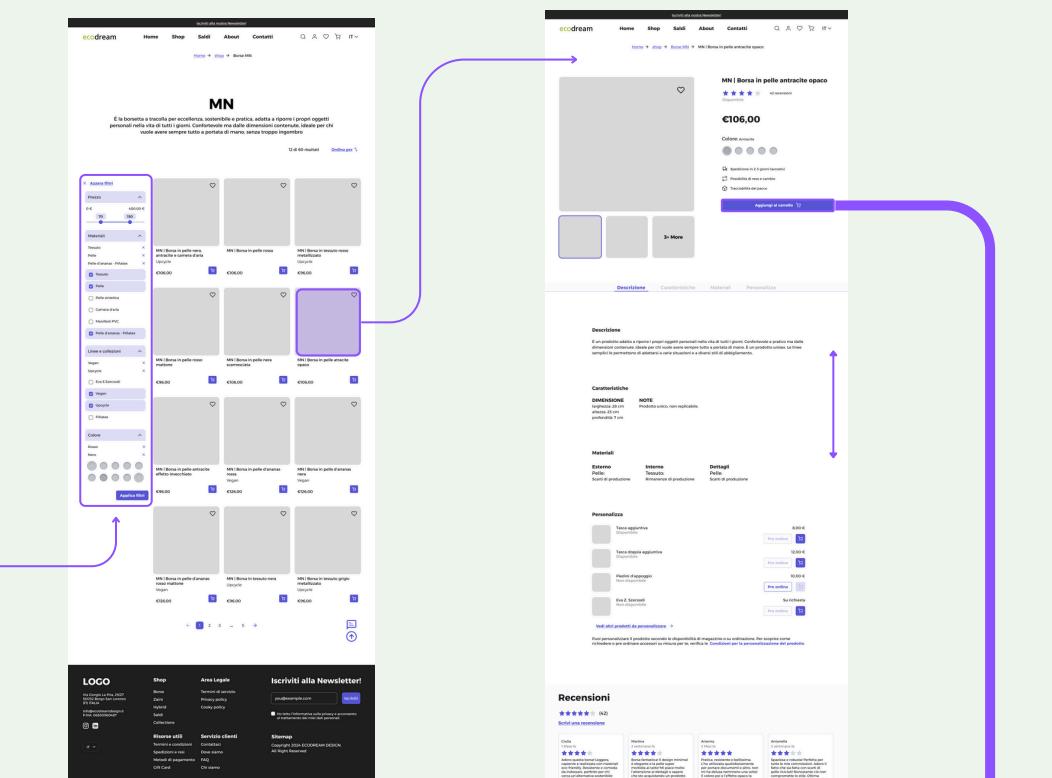
## PHASE 3

On the "SHOP PRODUCT - MN" page, they decide to use the filters to narrow down their search.



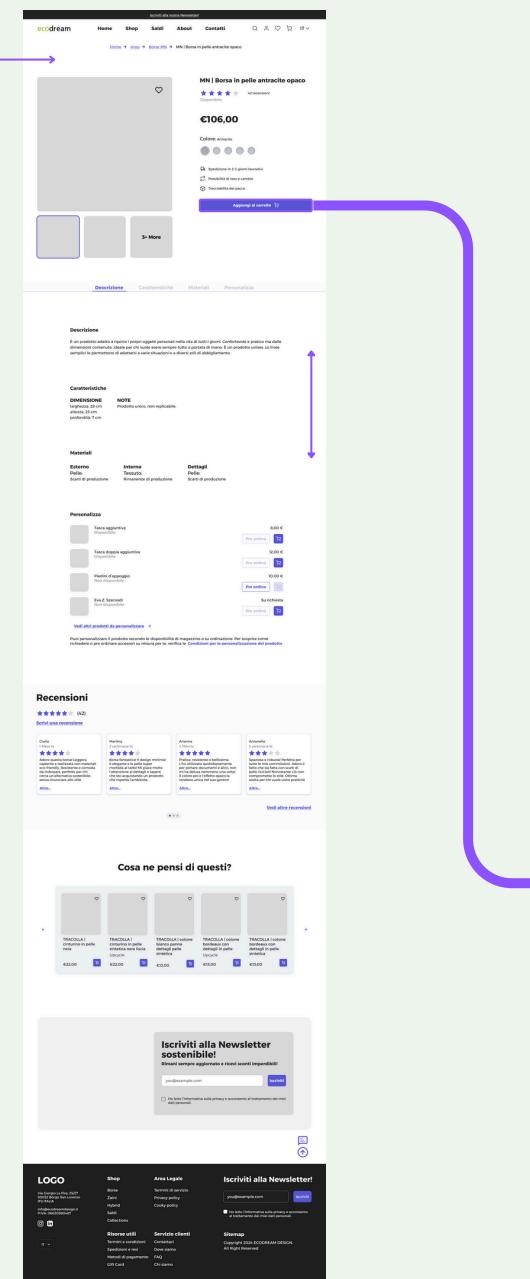
## PHASE 4

After opening the filters, they decide to view the specific model: "MN - MATTE ANTHRACITE LEATHER BAG."



## PHASE 5

Once the search is refined, they decide to view the specific model: "MN - MATTE ANTHRACITE LEATHER BAG."



## PHASE 6

Upon landing on the product detail page, they read the purchase information and start scrolling to discover more, reading the various sections: description, features, materials, and product customization. They decide to proceed with the purchase.

**Carrello**

Prodotto	Categoria	Prezzo
MN   Borsa in pelle	Categoria Upcycle Colori Arancio	€106,00
Totali		€112,00

**Cosa ne pensi di questi?**

**Visualizzati di recente**

Prodotto	Categoria	Prezzo
TRACCOLA   cinturino in pelle nera	Upcycle	€22,00
TRACCOLA   cinturino in pelle nera finta	Upcycle	€11,00
TRACCOLA   cintone bianco parma con dettagli in pelle	Upcycle	€11,00
TRACCOLA   cintone bordeaux con dettagli in pelle	Upcycle	€11,00

**Check-out**

**1. Dati di fatturazione**

**Riepilogo ordine**

**2. Metodo di spedizione**

**3. Pagamento**

**Check-out rapido**

**Oppure**

**1. Dati di fatturazione**

**2. Metodo di spedizione**

**3. Pagamento**

**Modifica**

**Riepilogo ordine**

**3. Pagamento**

**Continua al check-out**

**Check-out**

**1. Dati di fatturazione**

**2. Metodo di spedizione**

**3. Pagamento**

**Modifica**

**Riepilogo ordine**

**3. Pagamento**

**Continua al metodo di pagamento**

**Check-out**

**1. Dati di fatturazione**

**2. Metodo di spedizione**

**3. Pagamento**

**Modifica**

**Riepilogo ordine**

**3. Pagamento**

**Continua al metodo di pagamento**

**Check-out**

**1. Dati di fatturazione**

**2. Metodo di spedizione**

**3. Pagamento**

**Modifica**

**Riepilogo ordine**

**3. Pagamento**

**Continua al metodo di pagamento**

**Fantastico! Il tuo ordine è confermato!**

Grazie per aver scelto i nostri prodotti green.  
Ti invieremo una email non appena sarà partita la spedizione.

**Dettagli ordine**

Numeri ordine: #G5324065

Prodotto	Categoria	Prezzo
MN   Borsa in pelle	Categoria Upcycle Colori Arancio	€106,00
Totali		€112,00

**Indirizzo di spedizione**

Mario Rossi  
Via dei Traghetti 42  
00123 Roma Italia

**Acquisto con carta**

Numeri della carta: 3345 — 8276  
Numero di scadenza: 03/25  
Data di scadenza: 30/03

**Continua ad esplorare >**

## PHASE 8

choose the preferred shipping method and proceeding to the third step.

## PHASE 9

They fill out the contact form, as they don't have an account yet, and also complete all billing information. They then move on to the second step of the checkout process.

## PHASE 7

After reviewing the full order summary and feeling confident about the product, thanks also to the preview thumbnail, the user proceeds to checkout.

## PHASE 10

Here, they enter their payment details and continue with the checkout.

## PHASE 11

The final step is the order confirmation request, where they can still review all the previously entered information.

## PHASE 12

Once the payment is confirmed, a confirmation page appears.

## HOMEPAGE

---

The **mobile version** of the homepage **maintains the same content hierarchy and visual structure as the desktop version, but with key adaptations to improve usability on smaller screens:**

The layout is reorganized in vertical stacking, with all sections clearly separated and optimized for thumb-friendly navigation.

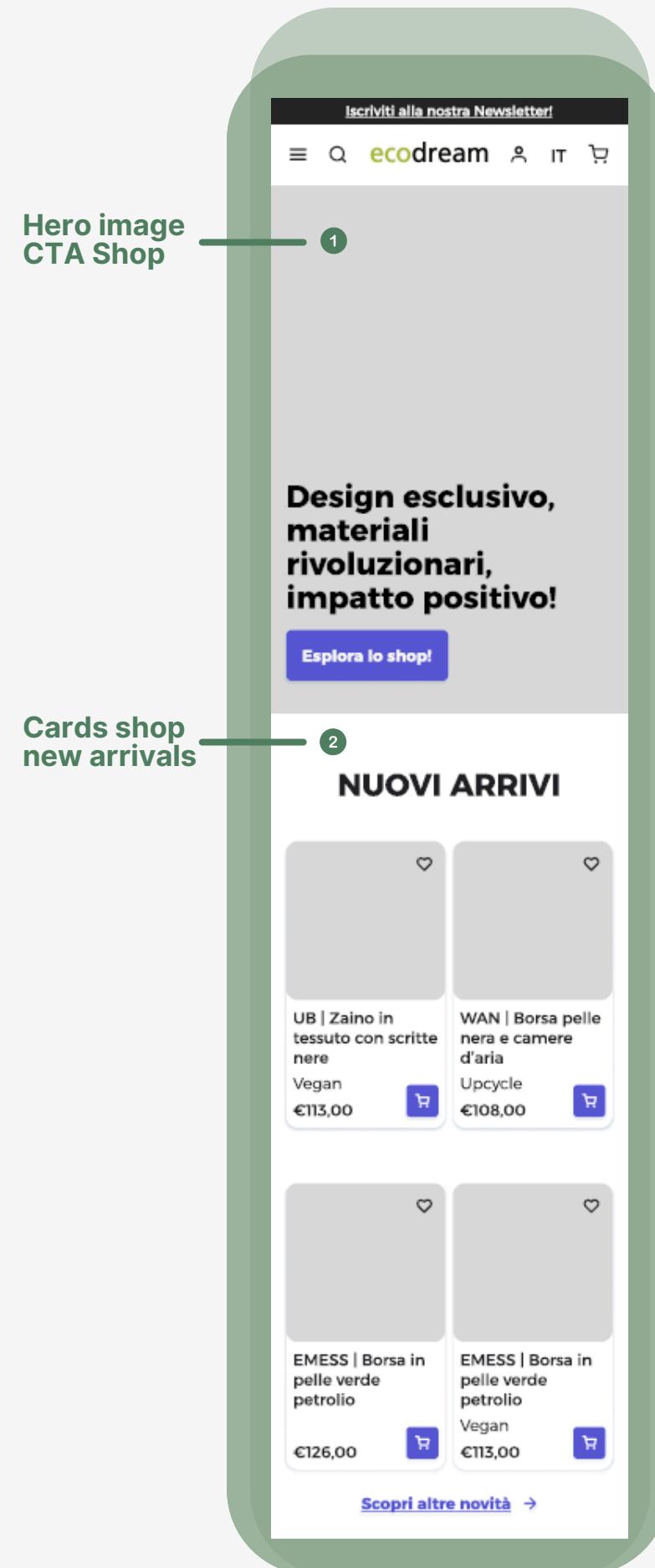
**The “New Arrivals” cards are displayed in a 2-column layout instead of 3, to maintain readability without compromising visibility.**

The hamburger menu has been relocated for visual balance, to help users with motor impairments.

**Interactive elements like CTAs, filters, and buttons are resized and spaced to support mobile gestures and avoid accidental taps.**

A sticky “back to top” button and a floating live chat enhance navigation and support, maintaining consistency with the desktop version.

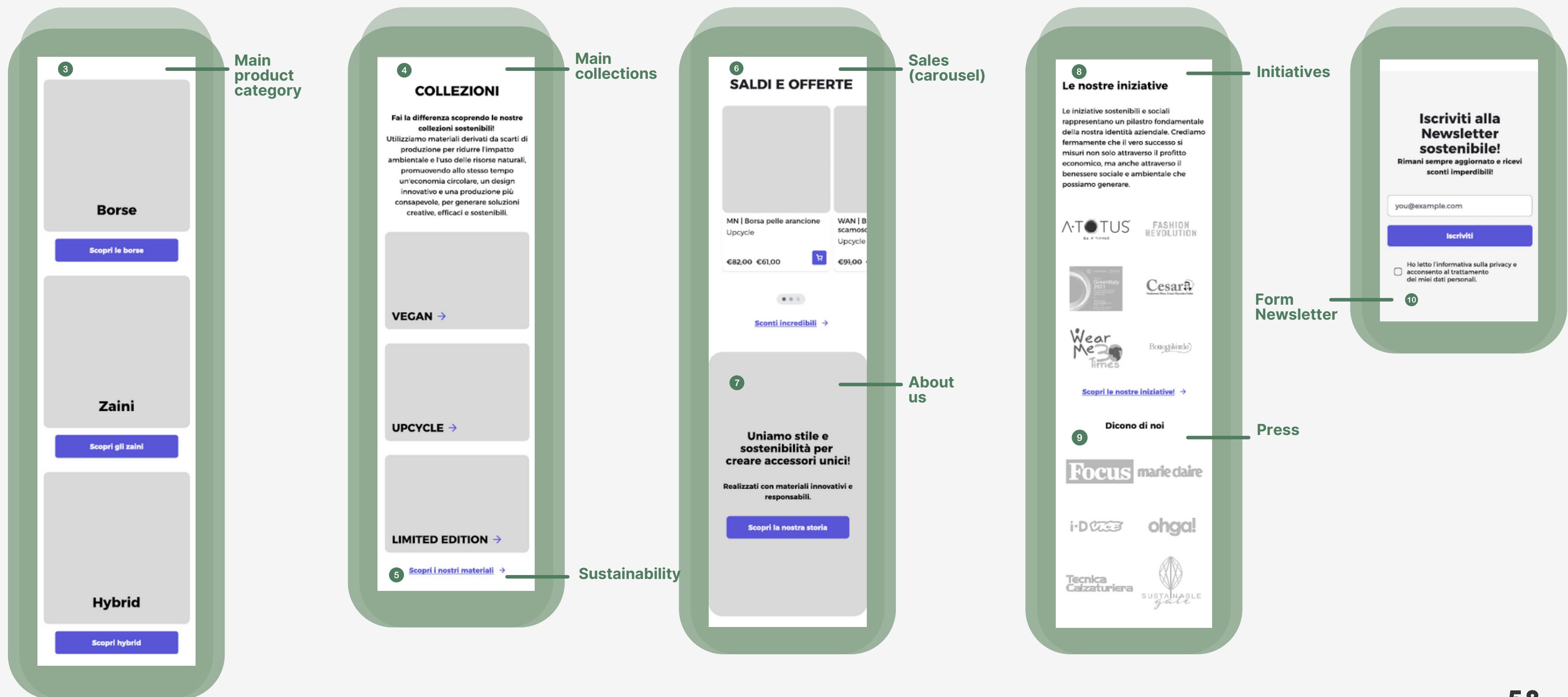
**All brand values and storytelling sections remain intact, ensuring consistency across devices while enhancing performance and readability on mobile.**



I also created a version to showcase the open hamburger menu.

**When the hamburger menu is clicked, a modal navigation drawer opens, and the rest of the page is covered by a scrim to highlight the menu and reduce distractions.**



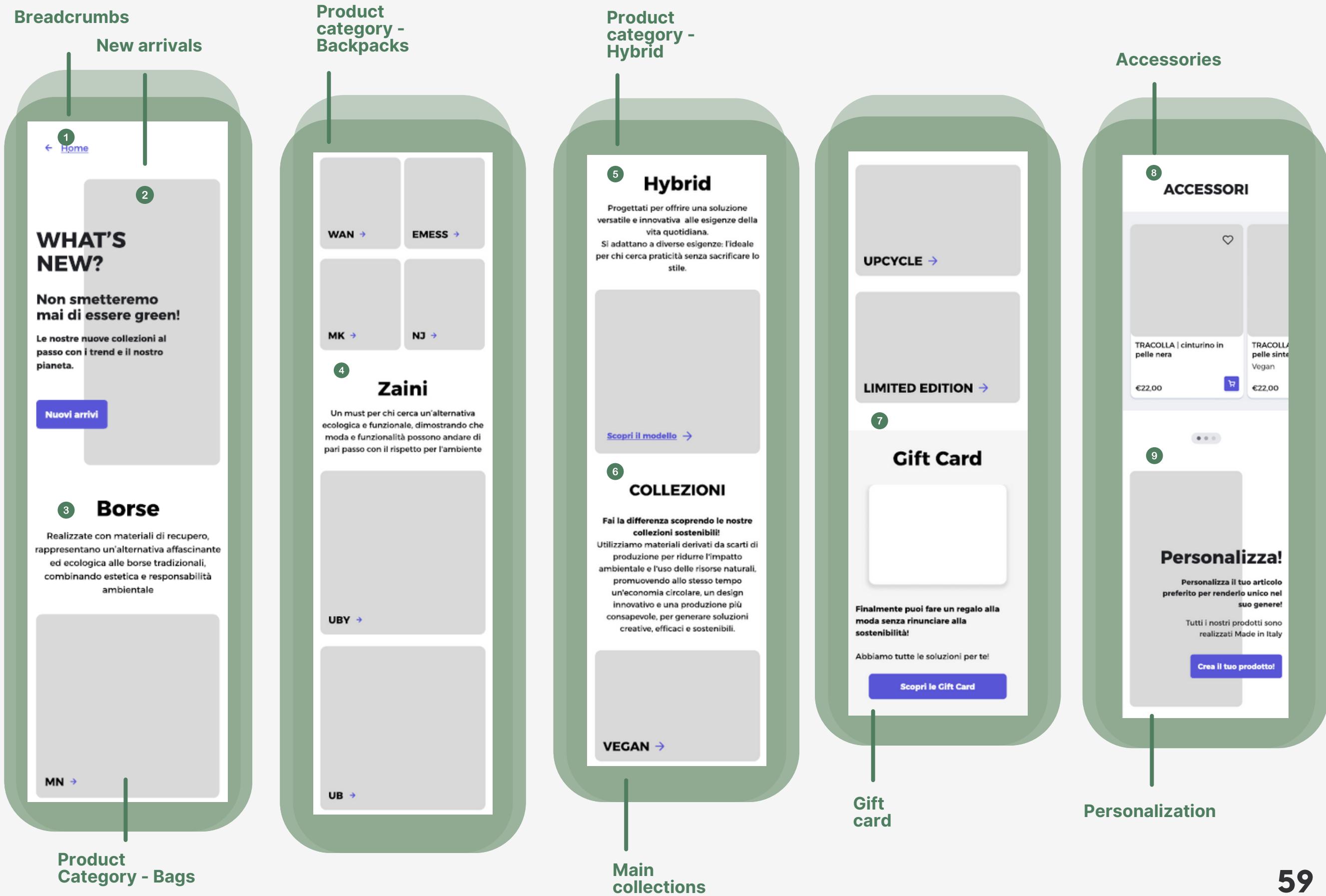


# MAIN SHOP —

The mobile version of the main shop **maintains the same information hierarchy designed for desktop**, but adapts the layout to support smooth and intuitive vertical browsing.

Product categories and their respective model subcategories are **organized in clear, symmetrical blocks**, making it easy to scan and navigate on mobile.

The New Arrivals and the section dedicated to product customization use a two-column layout, creating a more dynamic and engaging experience.



## PRODUCT SHOP

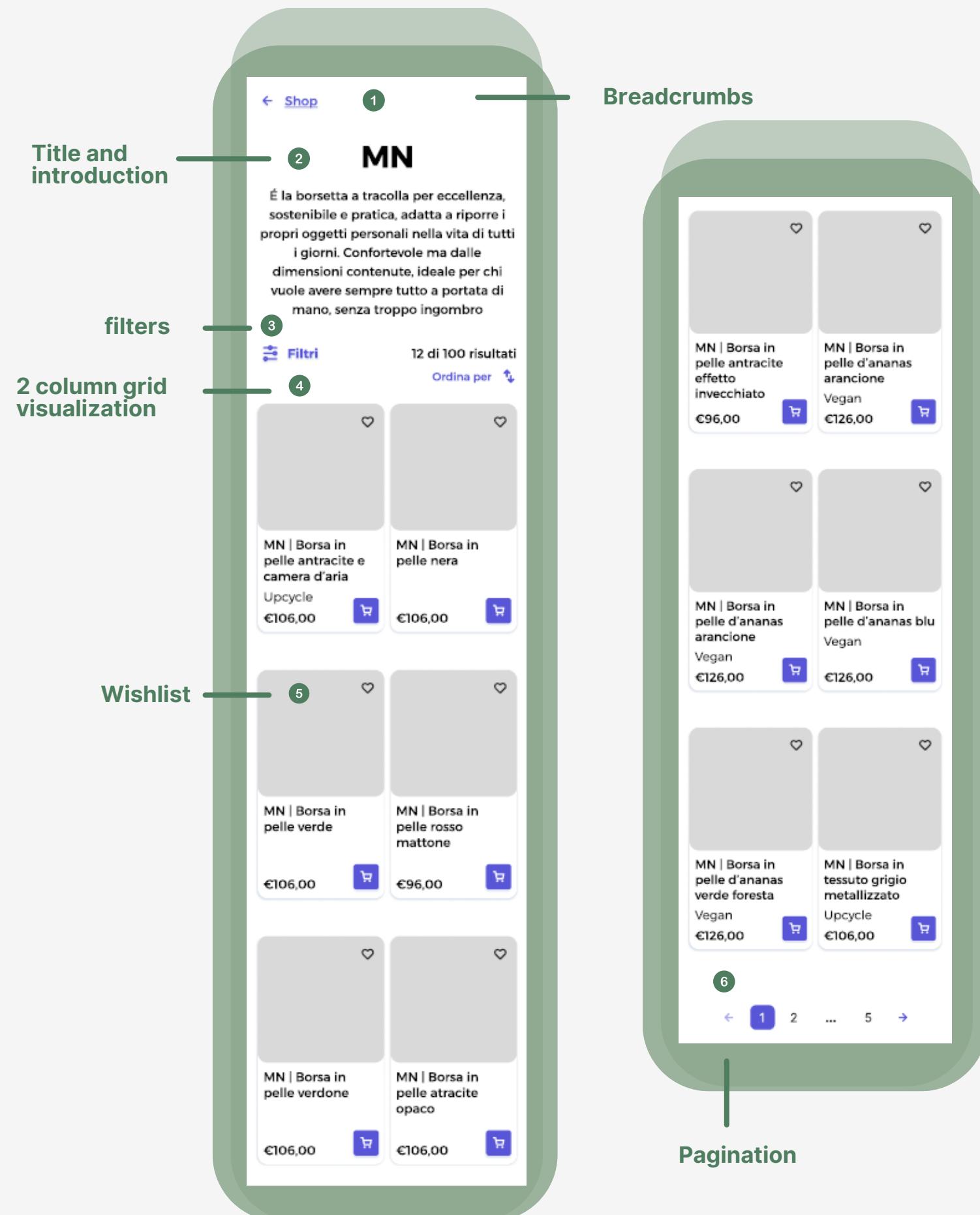
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In the mobile version of the product shop, **product cards are displayed in a two-column grid to balance content density with visual clarity.**

Filters are accessible through a dedicated button, which opens a modal, allowing users to narrow or sort results.

Each product card enables two direct actions: adding items to the wishlist and to the cart. Product names are clear and each item is labeled with its corresponding collection.

A mobile-friendly pagination system is placed at the bottom of the page, helping users browse through items without endless scrolling, while maintaining smooth navigation.

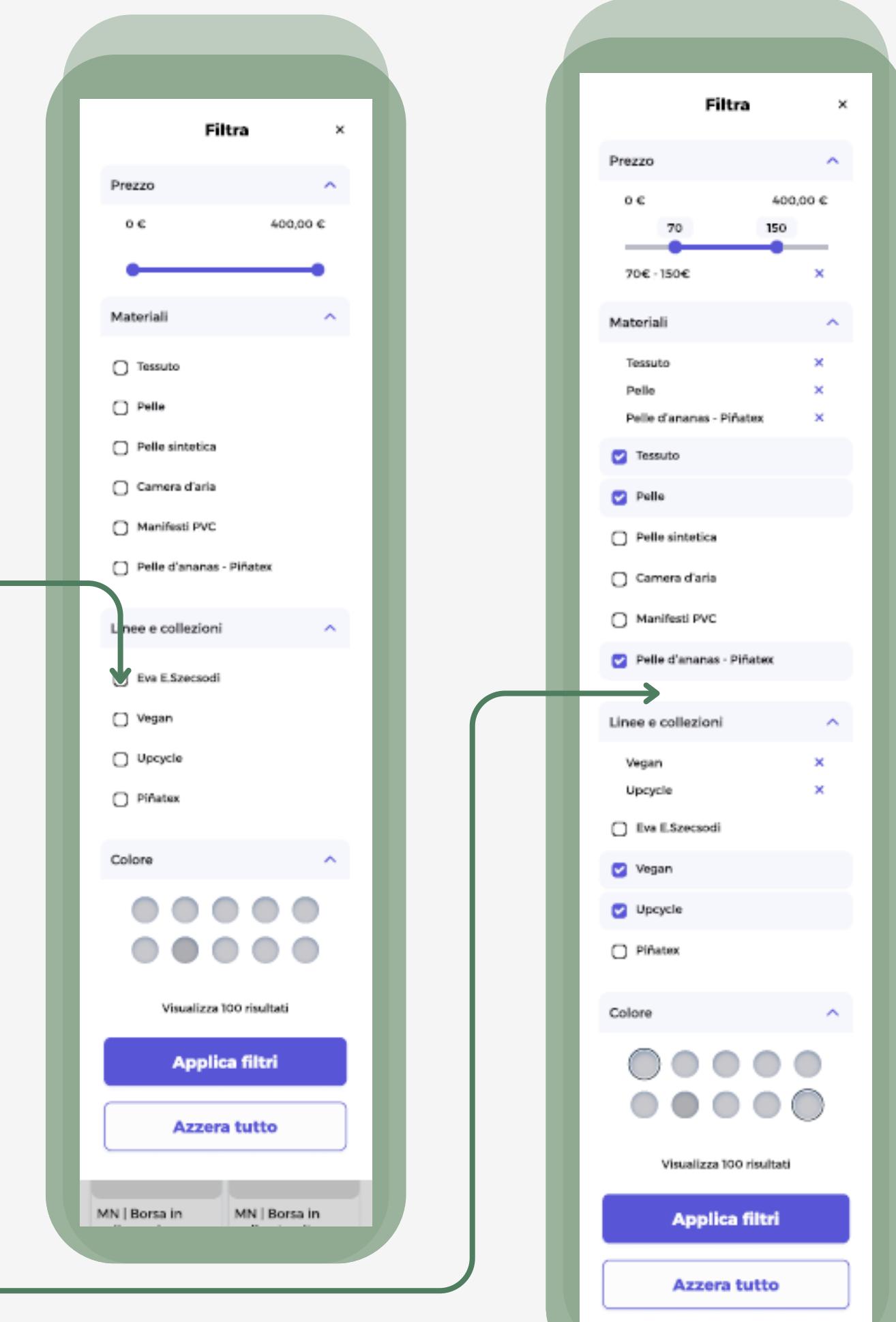


I also designed a wireframe of the same page to show how, upon clicking the filters, a modal window appears for the user. I illustrated how the modal would behave when the user interacts with the various filter options.

When the filters are opened, the rest of the page is covered by a scrim, bringing full focus to the filtering experience.

OPEN FILTERS

SELECTED FILTERS



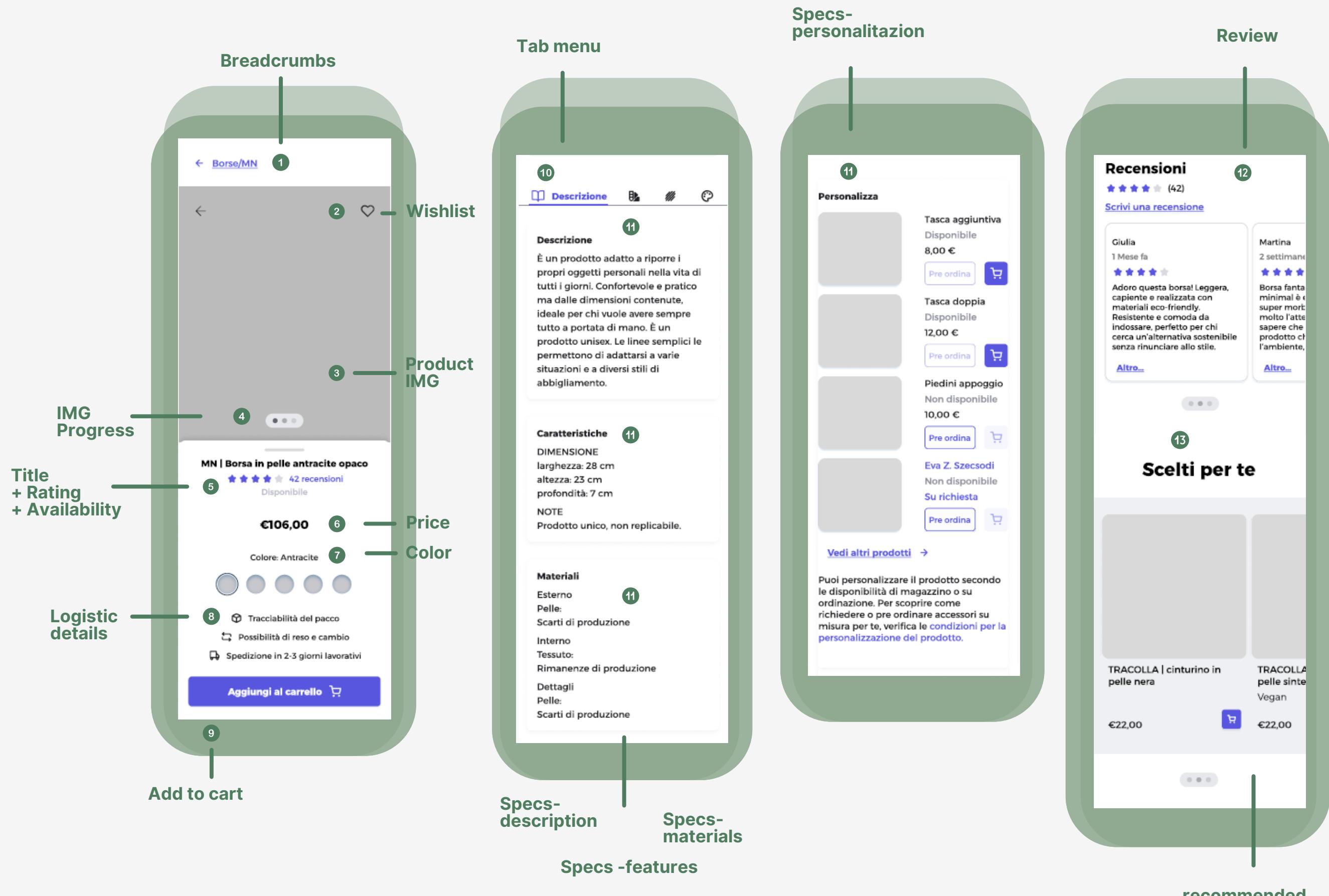
# PRODUCT PAGE

The mobile layout adapts to touch navigation. **Product images are swipeable, with a visual indicator to guide the user through the gallery.**

The color selection and wishlist options remain prominent and easily accessible above the fold.

**The sticky tab menu, already introduced in the desktop version, has been enhanced with icons for mobile, offering quick access to key sections while preserving vertical screen space. Each icon lights up dynamically as the user scrolls, accompanied by the section title.**

**Reviews are displayed in a carousel format optimized for swipe gestures, making them more digestible on mobile.**

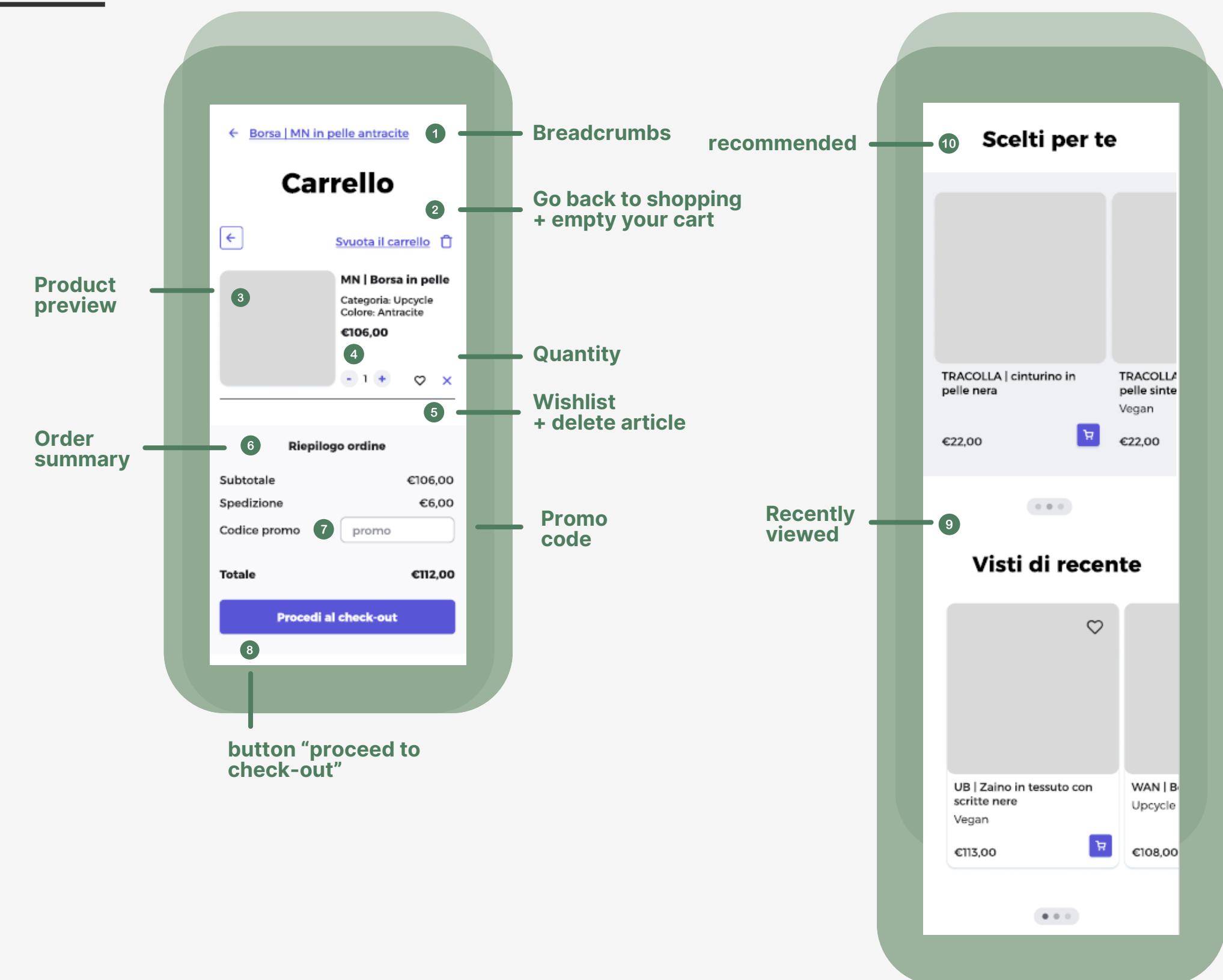


## CART LAYOUT AND CHECK-OUT

The structure and content of the cart and the various checkout steps remain consistent with the desktop version.

**The main difference lies in the layout adaptation to a single-column view, following mobile best practices for a more comfortable and organized experience on touch devices.**

To further **simplify the form-filling process, users can open or close an order summary drawer at any time during checkout**. This allows them to keep track of their purchase details without disrupting the flow.



## CHECKOUT LAYOUT - STEP 1

This diagram illustrates the mobile checkout layout for Step 1, divided into two main sections: the Bill information form and the Fast check-out options.

**Bill information form:**

- Breadcrumbs:** Shows the current step as "Carrello" (Step 1).
- Step check-out:** Shows the current step as "1. Dati di fatturazione" (Step 1).
- Order summary drawer:** A dropdown menu titled "Riepilogo ordine".
- Fast check-out:** Buttons for "Check-out rapido" (Paypal and GPay).
- input contact email:** Fields for "Contatti" (Email and checkbox for newsletter) and "Accedi" (Login button).
- Bill information form:** Fields for "Paese/Regione" (Italy), "Nome" (Mario), and "Cognome" (Rossi).

**Fast check-out options:**

- Check-out rapido:** Buttons for "Paypal" and "GPay".
- oppure:** "Or" separator.
- Contatti:** Fields for "Email" and a checkbox for "Inviami email con notizie e offerte".
- Accedi:** "Login" button.
- 1. Dati di fatturazione:** Section title. Placeholder text: "I campi obbligatori sono contrassegnati \*".
- Paese/Regione:** Select dropdown set to "Italia".
- Nome:** Text input field with placeholder "Nome \*".
- Cognome:** Text input field with placeholder "Cognome \*".

**Order summary + edit:**

- Riepilogo ordine:** Shows a single item: "x1 Articolo" (MN | Borsa in pelle), "Categoria: Upcycle", "Colore: Antracite", "€106,00".
- Modifica:** "Edit" link.
- Subtotale:** €106,00.
- Spedizione:** €6,00.
- Codice promo:** Input field with placeholder "promo".
- Promo code:** Placeholder text.
- Totale:** €112,00.

## CHECKOUT LAYOUT - STEP 2

This diagram illustrates the mobile checkout layout for Step 2, specifically the choice of shipping method.

**Breadcrumbs:** Shows the current step as "Carrello" (Step 1).

**Step check-out:** Shows the current step as "2. Metodo di spedizione" (Step 2).

**Order summary drawer:** A dropdown menu titled "Riepilogo ordine".

**Bill information + edit:**

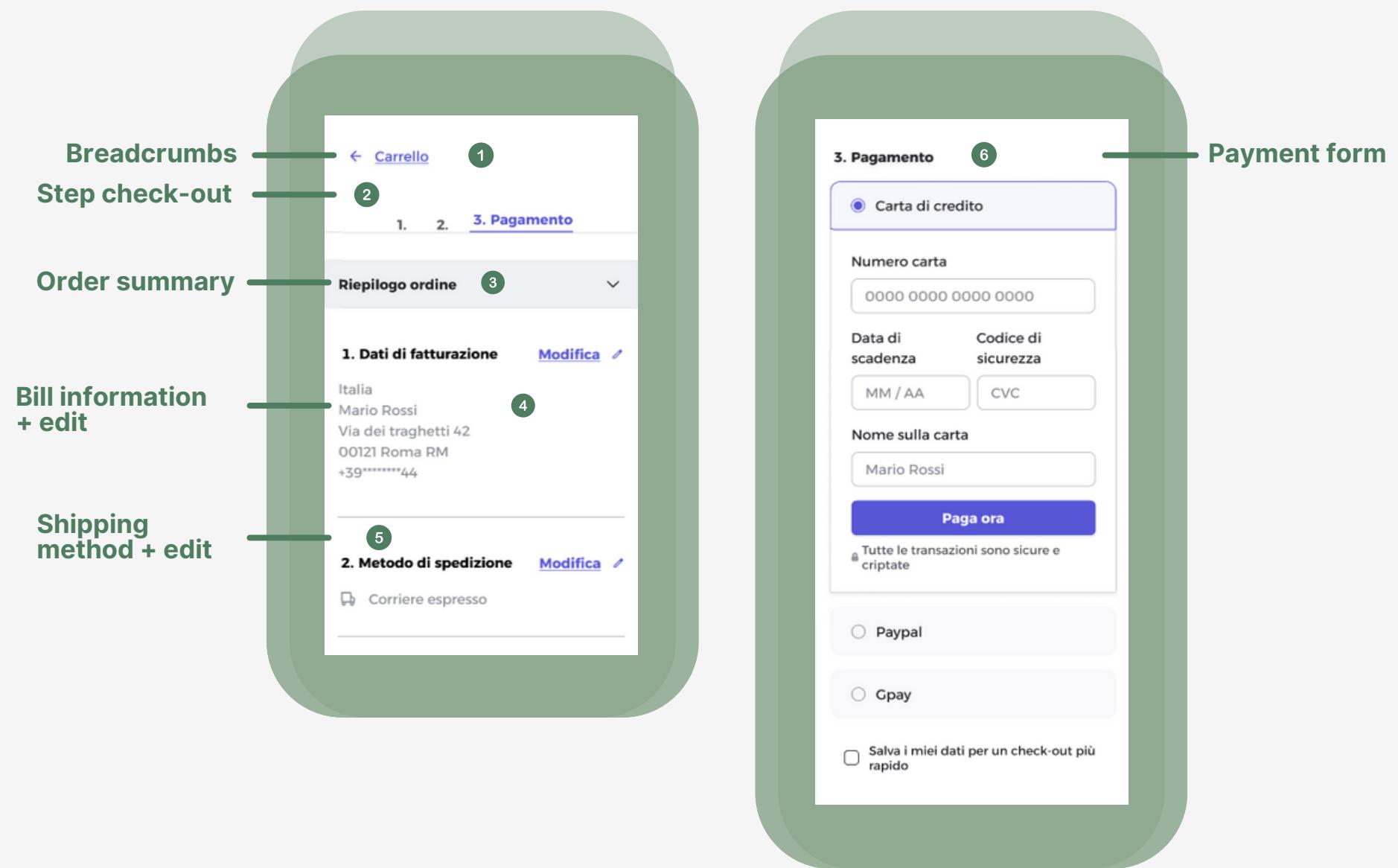
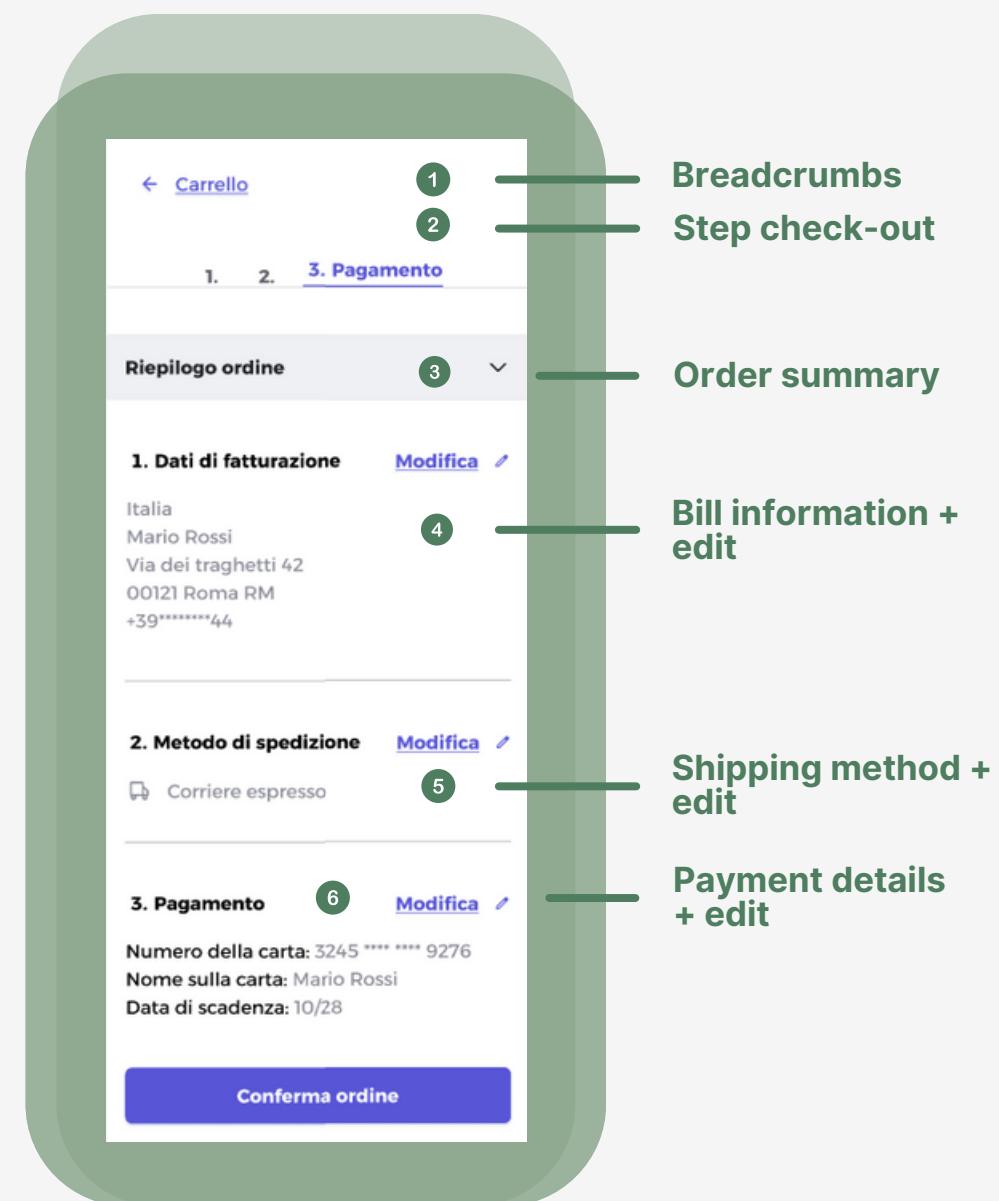
- 1. Dati di fatturazione:** Section title. Placeholder text: "I campi obbligatori sono contrassegnati \*".
- Modifica:** "Edit" link.
- Italia:** "Italy" entry.
- Mario Rossi:** "Name" entry.
- Via dei traghetti 42:** "Address" entry.
- 00121 Roma RM:** "City" entry.
- +39\*\*\*\*\*44:** "Phone" entry.

**Choice shipping method:**

- 2. Metodo di spedizione:** Section title.
- Corriere espresso:** Shipping method, cost €6,00.
- Corriere reverse (Reso/cambio gratuiti):** Shipping method, cost €10,00.
- Ritiro in sede:** Shipping method, cost Gratis.

**Vai al metodo di pagamento:** "Go to payment method" button.

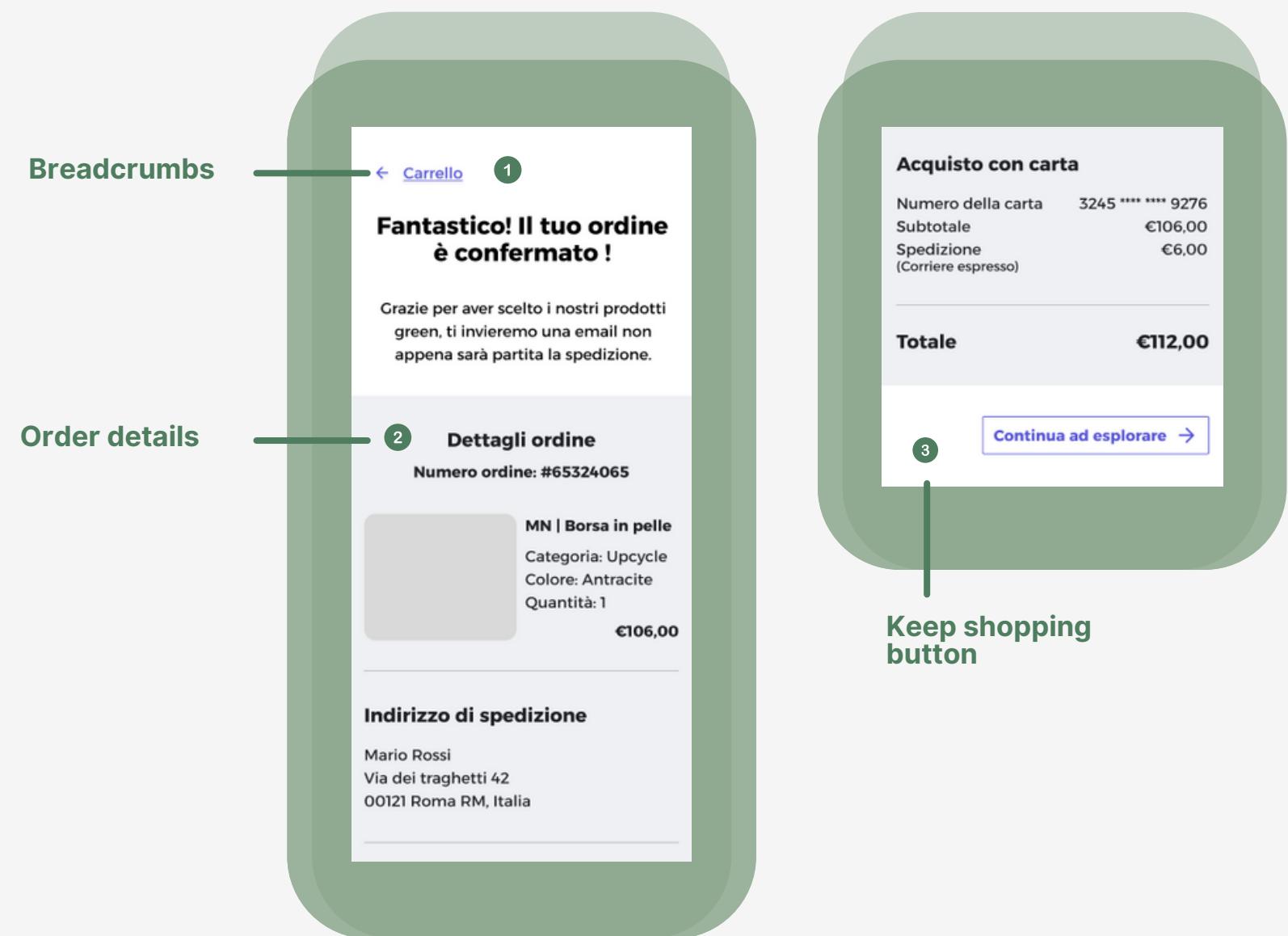
## CHECKOUT LAYOUT - STEP 3

CHECKOUT LAYOUT -  
ORDER CONFIRMATION REQUEST

## CHECKOUT LAYOUT - ORDER CONFIRMATION ——

Final page at the end of the user's purchase journey.

The brand thanks the user for choosing its products and summarizes all the order details. From here, the user can return to browsing the website and the shop.



# WIREFLOW MOBILE

**PHASE 1**

The user lands on the homepage and clicks on the CTA to explore the SHOP section.

**PHASE 2**

They land in the SHOP and choose to view the "MN" model within the "BAGS" product category.

**PHASE 3**

On the "SHOP PRODUCT-MN" page, they decide to use the filters to narrow down the search results.

**PHASE 4**

After clicking the filter button, they open the various accordions to select the options that best suit their needs.

**PHASE 5**

They set all the filters that match their preferences to narrow down the search.

**PHASE 6**

After narrowing down the search, they decide to view the specific model: "MN - Matte Anthracite Leather Bag".

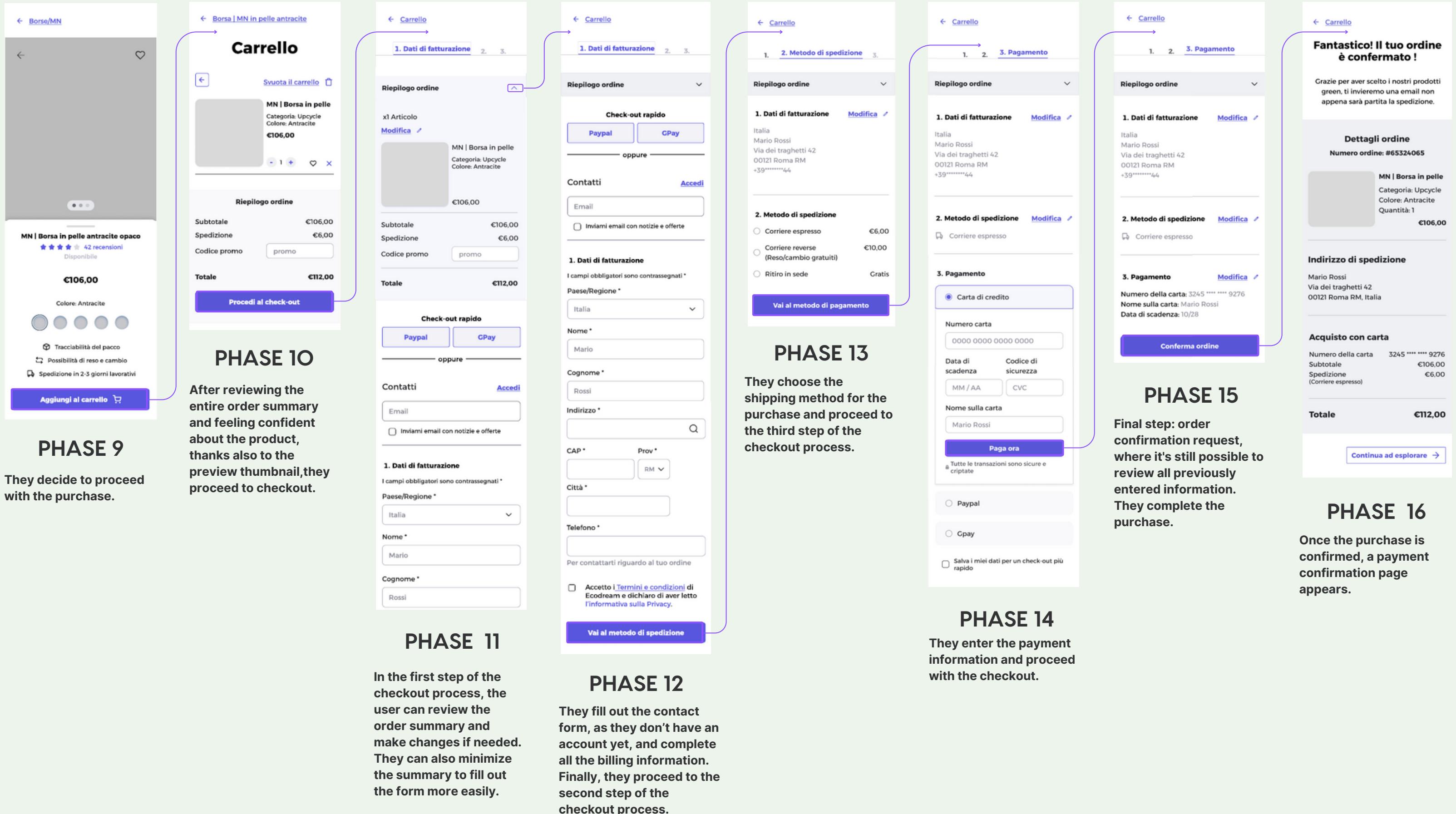
**PHASE 7**

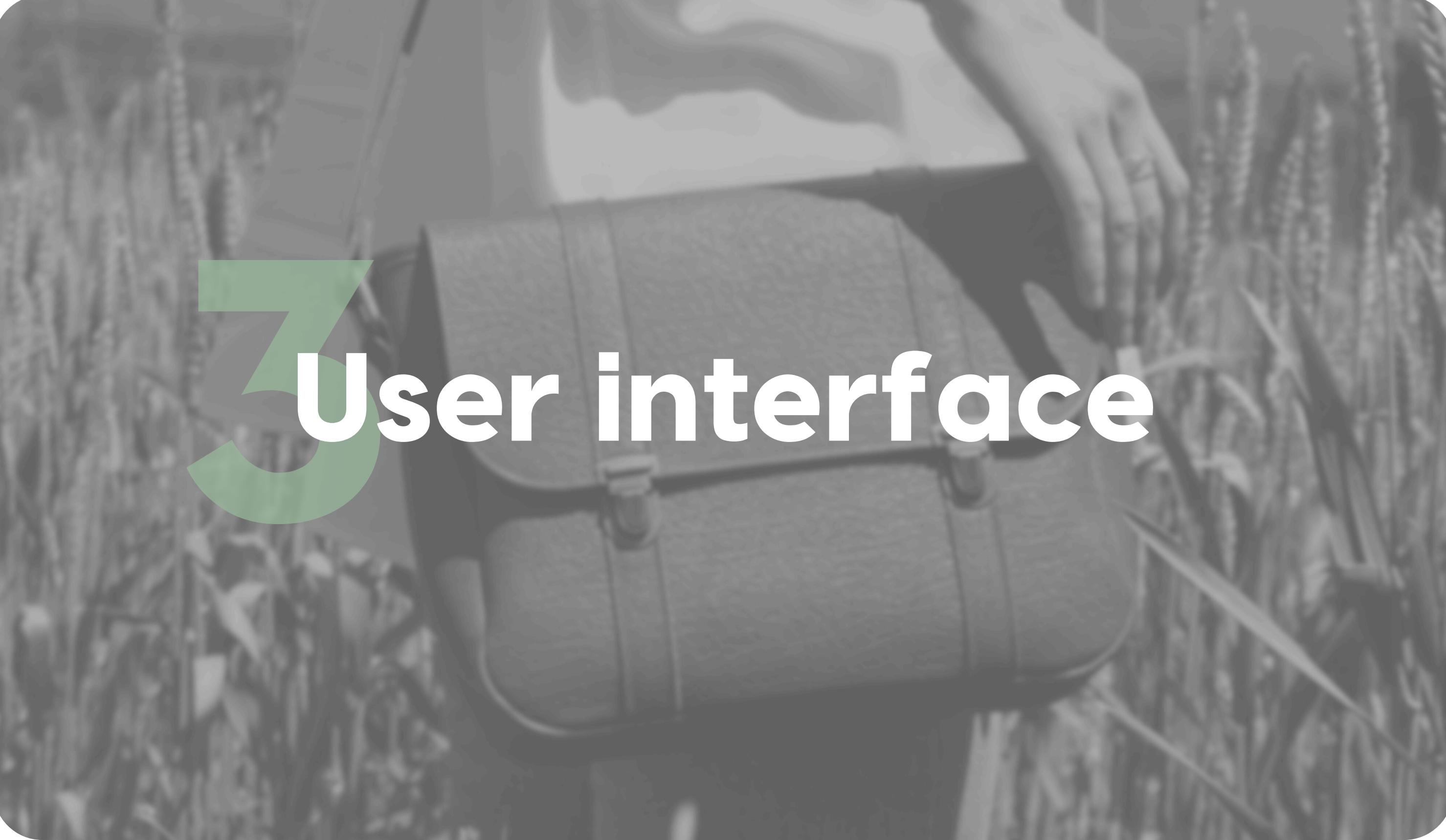
Once on the product page, they read the purchase information and begin scrolling to explore further.

→

**PHASE 8**

While scrolling through the page, they read the various sections: description, features, materials, and product customization.



A grayscale photograph showing a close-up of a person's hands wearing a dark long-sleeved shirt. They are working on a complex electronic circuit board, which is densely populated with green surface-mount components. The hands are positioned over the center of the board, suggesting assembly or repair work.

# 7 User interface

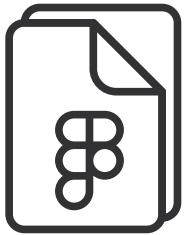
# User interface

Through the design of these user interface screens, I aimed to enhance the usability of the previously created wireframes.

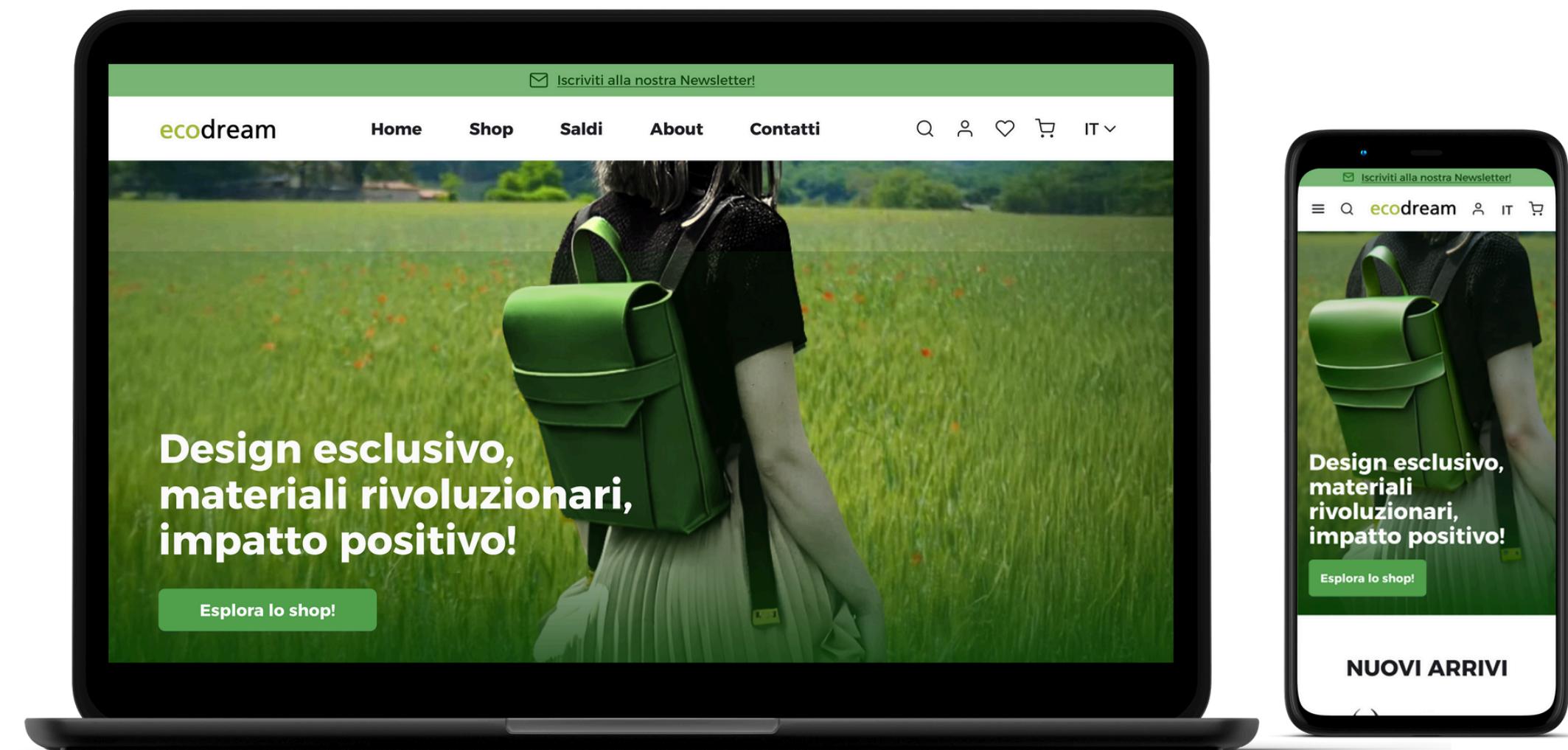
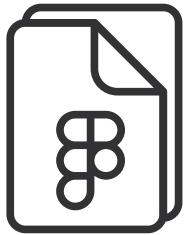
Pages designed:

- **Homepage**
- **Shop**
- **Shop Product**
- **Product Detail Page**
- **Cart**
- **Checkout**

DESKTOP  
PROTOTYPE LINK



MOBILE  
PROTOTYPE LINK

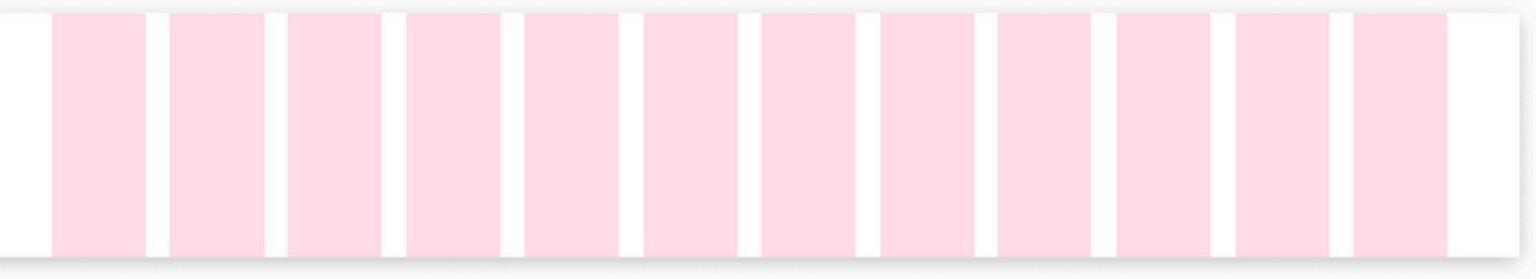


### DESKTOP GRIDS —

I used an 8 px grid with 12 columns, a 20 px gutter, and 60 px margins.

Desktop screen resolution: 1280 px.

8px grid | 12 columns | margin 60px | gutter 20px

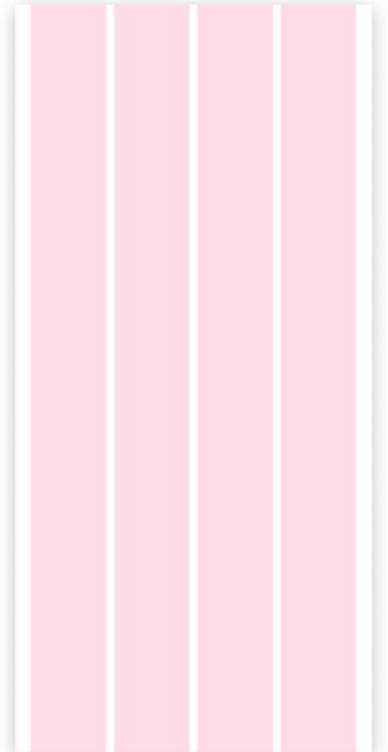


### MOBILE GRIDS —

8 px grid with 4 columns, an 8 px gutter, and 16 px margins.

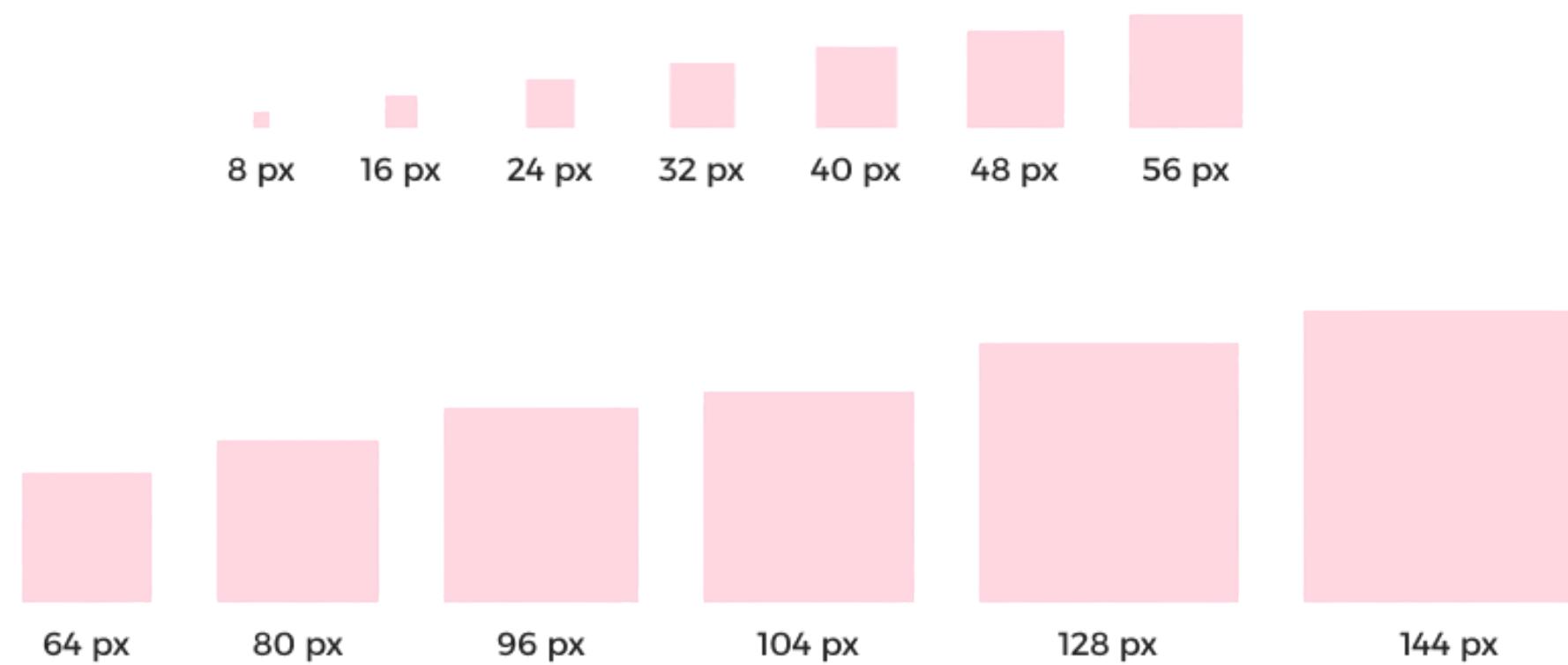
Mobile screen resolution: 360 px.

8px grid | 4 columns | margin 16px | gutter 8px



## SPACING —

I used an 8 px grid to ensure consistency throughout the entire project layout.



## TYPOGRAPHY

---

It helps establish visual harmony and readability for the user.  
I created a typographic scale with:

Base: 16 px

Scale: 1.250 (major third)

Font: Alexandria

# Alexandria

Regular

**Bold**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
abcdefghijklmnopqrstuvwxyz  
0123456789#%&()!+=?

### DESKTOP

<b>Header 1</b>	<b>61px</b>
<b>Header 2</b>	<b>49px</b>
<b>Header 3</b>	<b>39px</b>
<b>Header 4</b>	<b>31px</b>
<b>Header 5</b>	<b>25px</b>
Big body	20px
<b>Big body bold</b>	<b>20px</b>
body	16px
small body	14px

### MOBILE

<b>Header 1</b>	<b>39px</b>
<b>Header 2</b>	<b>31px</b>
<b>Header 3</b>	<b>25px</b>
<b>Header 4</b>	<b>20px</b>
<b>body bold</b>	<b>16px</b>
body	16px
small body	14px

## GREYS

---

The darkest gray (950) was used for most of the text, while medium gray tones were applied to separators and outline borders of various input fields and cards. Finally, the lightest shades were used as background colors.

### Neutral

Casi d'uso: testo, background, separatori.



## PRIMARY

---

Green was chosen as the primary color for the entire user interface. It serves as the dominant color, defining all CTAs, text links, active states, and banners. Various tints and shades of green were used to represent different component states (default, hover, pressed, focused, disabled).

### Primary

Casi d'uso: elementi interattivi, CTA, link testuali, stati attivi.



## SUCCESS STATE



**A brighter and warmer shade of green was used for success states,** completed actions, and positive user feedback. This way, the primary color, when also associated with success, conveys a sense of positivity and reassurance to the user.

### Success

Casi d'uso: stati di successo, attività completate, feedback positivi.



## ERROR - STATE



**Red was chosen for error states** to emphasize negative feedback and ensure consistency with the most widely used e-commerce platforms.

### Error

Casi d'uso: stati di errore, azioni distruttive, icona preferiti selezionata (cuore pieno).



## WARNING - STATE



**Warning states were instead identified using an amber yellow,** which signals to the user the need to pay attention.

### Warning

Casi d'uso: stati di avvertimento, icone di valutazione piene (stelle).

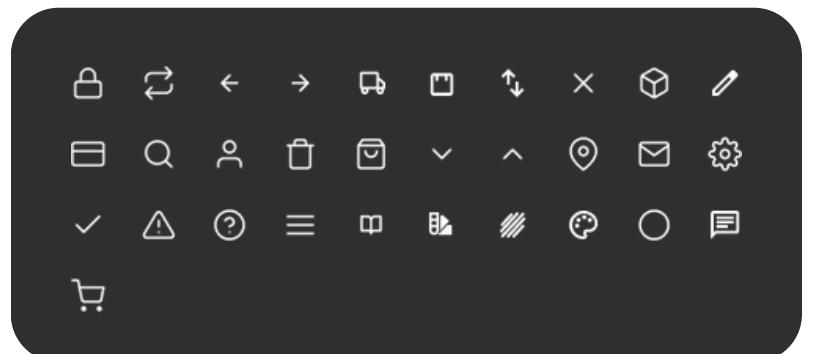
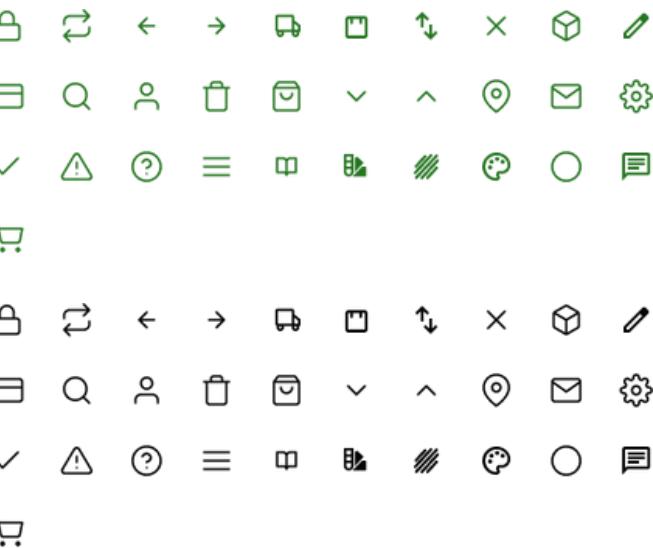


## ICONS

I created a set of outlined icons with a simple line style to maintain consistency with the minimalist design language of the entire user interface.

The only icons that will have state changes are:

- **The favorites icon (heart)**, which will turn bright red when clicked
- **The rating icon (star)**, which will fill with a bright yellow from its default gray when clicked



## SHADOWS

To give the various interface elements more depth, I also created a set of shadows, ranging from subtle to more pronounced, which I used to define the different states of various components.

Extra small



Small



Medium



Large



Inner Shadow



## BUTTONS

Buttons were designed in three different sizes: Large, Medium, and Small, to accommodate various device and component needs.

The primary button, in line with design standards, is fully filled with the main green tint (Primary 600). Each interaction state (hover, pressed, focused, disabled) has been addressed with specific visual variations.

Following UI best practices, the secondary button features the primary green only in its border and text. This visually associates it with the primary button while offering a lower-priority action.

All buttons also include optional versions with a leading icon and a CTA icon, which can be hidden when not needed.

Large



medium



small



Primary



Secondary



Default



Hover



Pressed



Focused



Disabled

## TEXT BUTTONS

All text buttons are highlighted using the primary green color and feature underlining to draw the user's attention.

On hover, they darken slightly, and all other interaction states are consistent with the animations and behavior of the primary buttons.

Button Default

Button Hover

Button Pressed

Button Focused

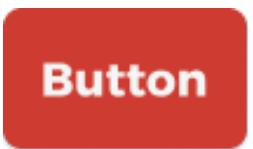
Button Disabled

## ERROR STATE BUTTONS

For error states, buttons also follow the established hierarchy of primary/secondary, as well as text and, when needed, icon buttons.

The emergency condition is highlighted using red, and the various interaction states are marked by specific animated variants.

Primary      Secondary      text      icon



Button



## LIVE CHAT BUTTON & BACK TO HEADER BUTTON

I designed a live chat button that follows the styling of the primary button, including all its interaction states.

This component also features a **sticky behavior**, remaining visible across all pages the user visits.

The "back to header" button supports navigation on particularly long, content-rich pages. It also adopts a **sticky behavior**, fixed to the bottom of the screen for quick access.



## CHECKBOX & RADIO BUTTONS

In line with design standards, each checkbox features both a default and an active version. The active state is marked by a bright primary green, while the associated label text adopts a lighter tint of the primary green to enhance usability and readability.

Similarly, radio buttons reflect various states: default, hover, clicked, and disabled, through changes in gray tones and the application of color. This consistent behavior helps users intuitively recognize interactions across the interface.

Checkbox



Radio button

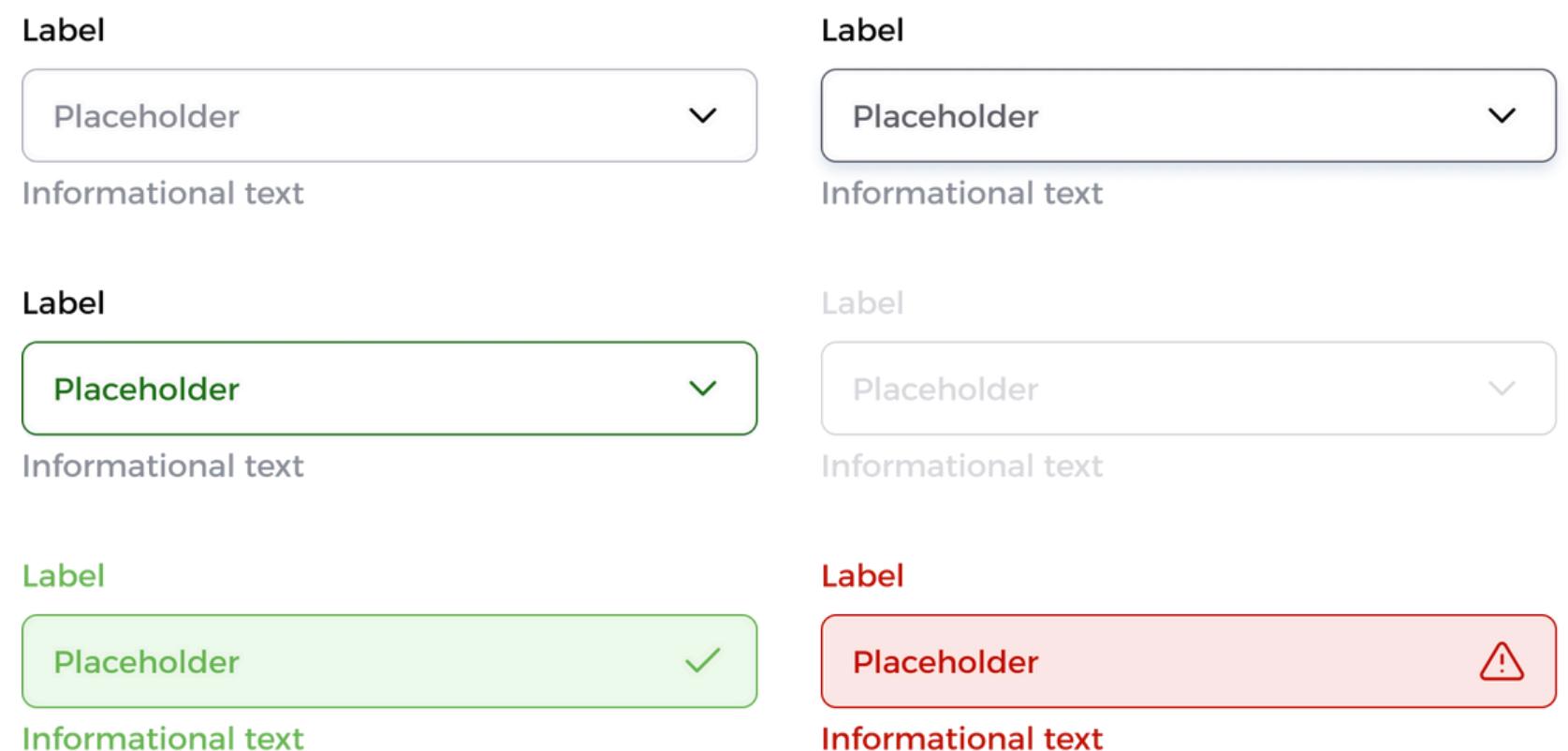


## INPUT

Input fields are designed with six distinct visual states: default, hover, active (focused), disabled, success, and error.

- **Hover:** Shadows and border lines become more prominent to highlight the field.
- **Active (Focused):** The placeholder text, icon (if present), and border change to the primary green color, guiding the user through form completion.
- **Disabled:** A lighter neutral tone is applied to maintain consistency with other disabled elements across the interface.
- **Success & Error:** The fields adopt the green success or red error colors respectively to communicate status.

To improve accessibility, especially for users with visual impairments, **each state is also supported by an icon: a checkmark for confirmation and a warning symbol for errors.** This ensures that color is not the sole indicator of field status.



### HEADER DESKTOP



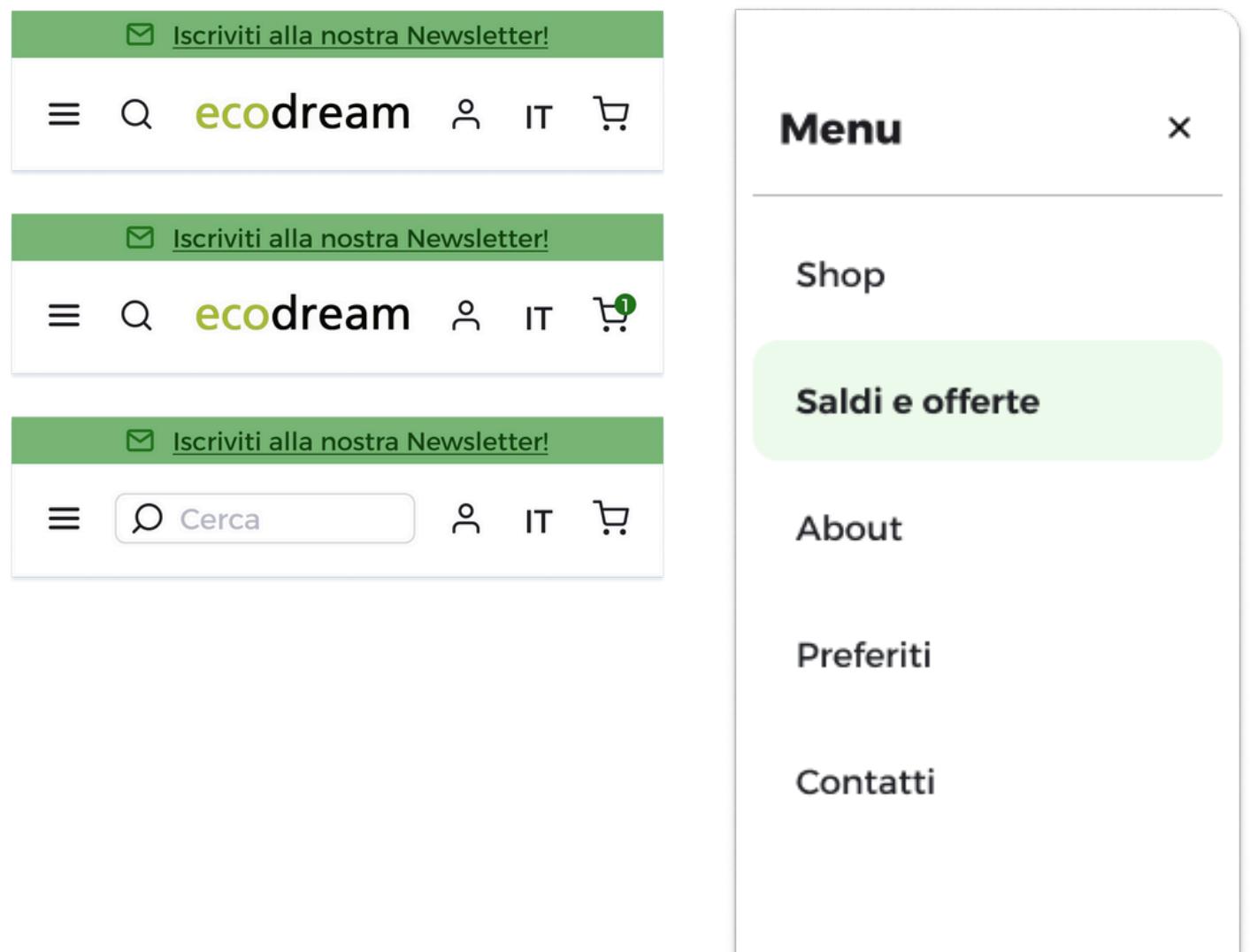
In line with modern e-commerce standards, the navigation bar is sticky, remaining visible at the top of the screen while users scroll through any page of the website.

The chosen colors, white, neutral gray 950, and primary green, maintain a minimalist aesthetic and ensure visual consistency across the interface.

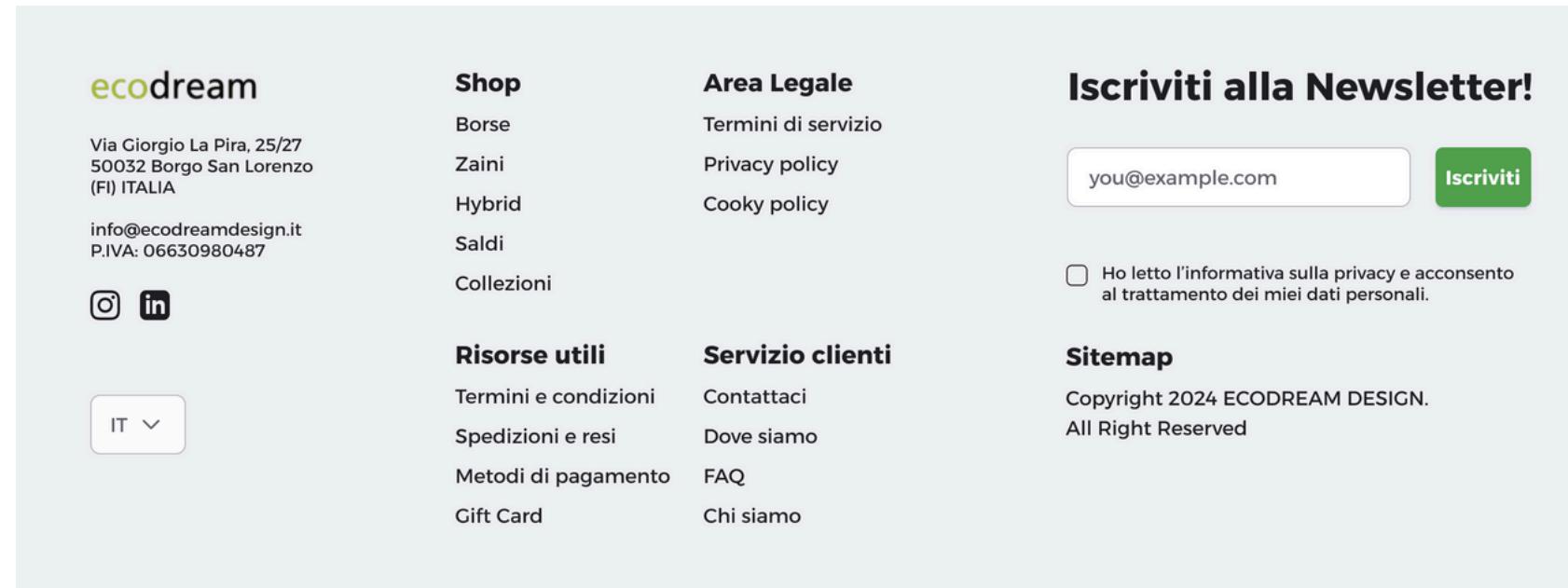
I added a collapsible search bar to streamline the design and differentiated the various navigation item states (default, hover, active) to clearly guide users through the site's main pages.

### HEADER MOBILE

The navigation bar includes a collapsible search bar and a hamburger menu, which, when clicked, opens a side modal that provides easy access to all the main sections of the site.



## FOOTER DESKTOP



In the footer, **neutral 200 was chosen as the background color, while the text is displayed in neutral 950**, the darkest shade, ensuring visual consistency with the navigation bar.

The **only touch of color is the primary green used for the newsletter subscription button**, which stands out visually without compromising the overall design.

## FOOTER MOBILE



## FILTRI DESKTOP

Each filter is represented by a dropdown menu which, when closed, displays the section title along with an arrow icon.

Upon clicking, the arrow rotates 180° to indicate the expanded state of the menu. The title section and the icon itself change color using various shades of the primary green.

Each section reveals a different filtering interaction:

- The Price section opens a slider with an interactive tooltip.
- The Materials, Lines, and Collections sections display a checkbox list.
- The Color section opens an intuitive color selector.

Prezzo ▼

---

Materiali ▼

---

Linee e collezioni ▼

---

Colore ▼

---

Prezzo ^

0 €      400,00 €



Linee e collezioni ^

Eva E.Szecsodi

Vegan

Upcycle

Piñatex

Materiali ^

Tessuto

Pelle

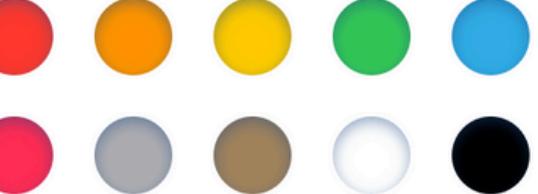
Pelle sintetica

Camera d'aria

Manifesti PVC

Pelle d'ananas - Piñatex

Colore ^



## SELECTED FILTERS & SORT BY

After applying filters, users can either reset all of them at once via a dedicated button or remove individual ones using a “x” CTA icon.

Additionally, users can sort the products based on their preferred criteria by clicking the “Sort by” button, which opens a dedicated modal for sorting options.

Ordina per ↑

Predefinito

Ordine alfabetico A-Z

Data: dal più recente

Popolarità: più acquistati

Prezzo: dal più economico

Prezzo: dal più caro

Ordina per ↑

X Azzera filtri

Prezzo

0 € 400,00 €

70

150

70€- 150€

x

Materiali

Tessuto

Pelle

Pelle d'ananas - Piñatex

Tessuto

Pelle

Pelle sintetica

Camera d'aria

Manifesti PVC

Pelle d'ananas - Piñatex

Linee e collezioni

Vegan

Upcycle

Eva E.Szecsodi

Vegan

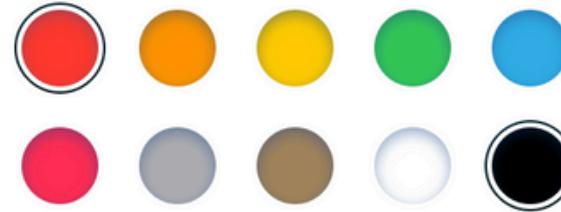
Upcycle

Piñatex

Colore

Rosso

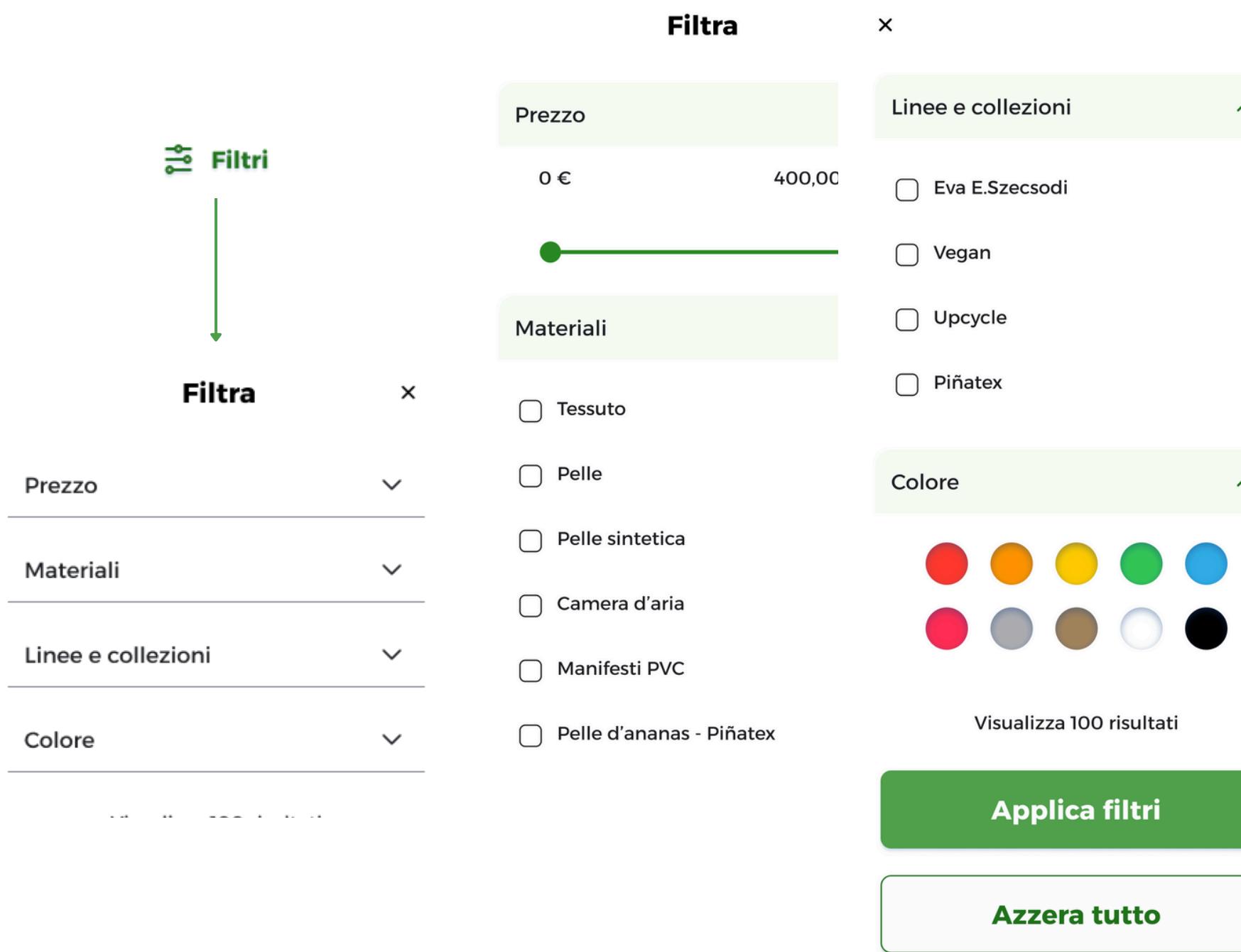
Nero



Applica filtri

### FILTERS MOBILE

In the mobile version, users can access the filters by tapping the dedicated icon. Once opened, they can apply or reset all filters by using the corresponding button located at the bottom of the modal.



**Filtri**

**Prezzo**: Range from 0 € to 400,00. Current selection: 70 - 150 €.

**Materiali**: Options: Tessuto, Pelle, Pelle sintetica, Camera d'aria, Manifesti PVC, Pelle d'ananas - Piñatex.

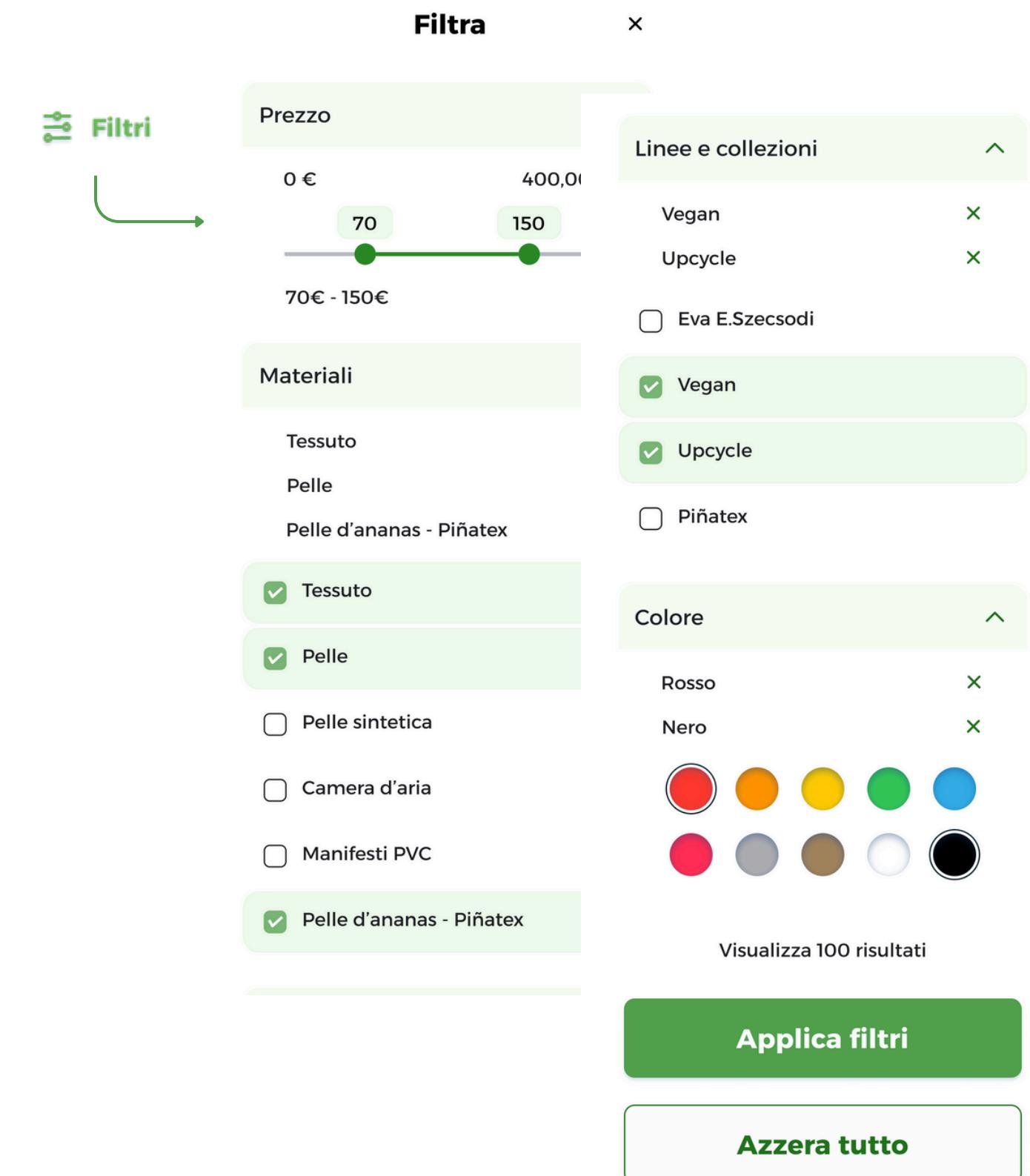
**Linee e collezioni**: Options: Eva E.Szecsodi, Vegan, Upcycle, Piñatex.

**Colore**: Options: Red, Orange, Yellow, Green, Blue, Pink, Grey, Brown, White, Black.

**Visualizza 100 risultati**

**Applica filtri**

**Azzera tutto**



**Filtri**

**Prezzo**: Range from 0 € to 400,00. Current selection: 70 - 150 €.

**Materiali**: Options: Tessuto, Pelle, Pelle sintetica, Camera d'aria, Manifesti PVC, Pelle d'ananas - Piñatex.

**Linee e collezioni**: Options: Vegan, Upcycle, Eva E.Szecsodi, Piñatex.

**Colore**: Options: Rosso, Nero, Red, Orange, Yellow, Green, Blue, Pink, Grey, Brown, White, Black.

**Visualizza 100 risultati**

**Applica filtri**

**Azzera tutto**

## CARD PRODUCT DESKTOP

Each **product card** on the Ecodream website will feature an animation. **On hover, a fade-in effect will be triggered, displaying the product image slightly lifted and highlighted with a background filled in the primary green 50 shade to indicate its active state.**



## CARD PRODUCT MOBILE

In the mobile version, **when a product card is pressed, it becomes active by displaying the product image with a background filled in the primary green 50 shade, visually indicating its selected state.**

## TAB MENU DESKTOP

Descrizione	Caratteristiche	Materiali	Personalizza
Descrizione	Caratteristiche	Materiali	Personalizza
Descrizione	Caratteristiche	Materiali	Personalizza
Descrizione	Caratteristiche	Materiali	Personalizza

On the "product detail" page, a sticky tab menu will be present, which responds dynamically on hover as the user reaches each specific product information section. Each tab item lights up like a bookmark when the cursor enters its corresponding section.

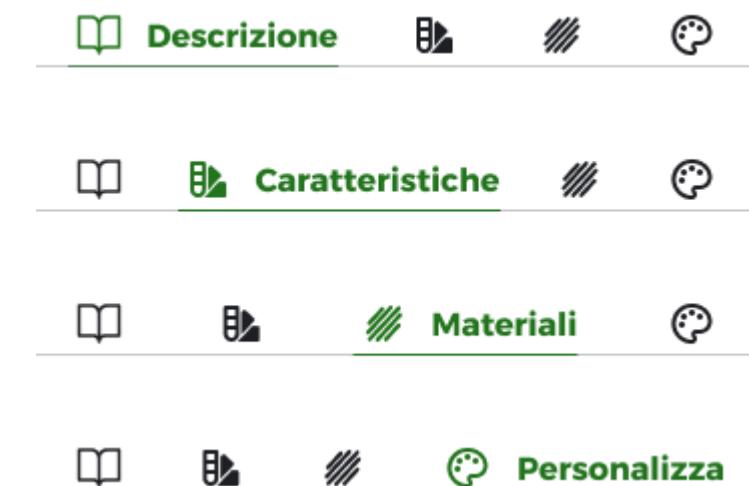
The highlight color, in this case as well, is the primary green, ensuring consistency throughout the interface.

## TAB MENU MOBILE

The mobile version also includes this sticky tab menu.

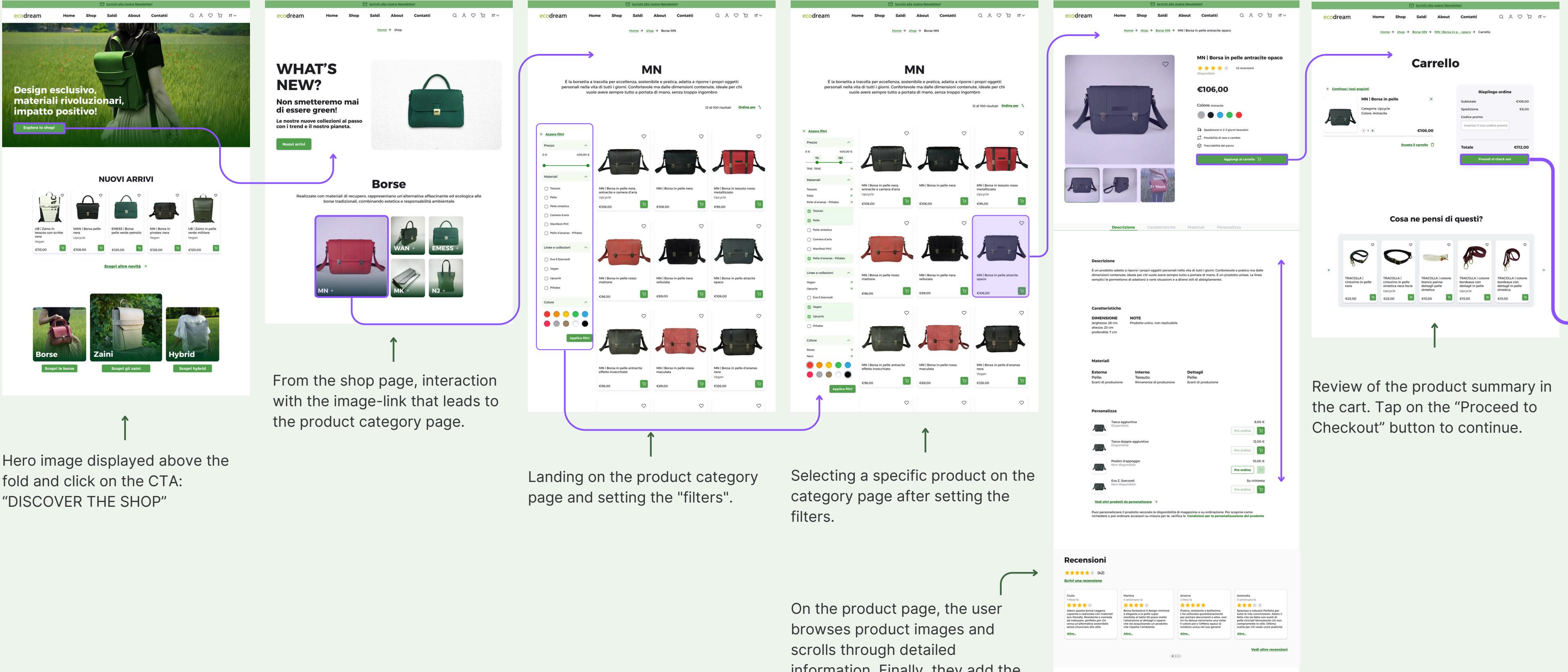
Each tab item is represented by a specific icon that lights up like a bookmark when tapped or as the user scrolls through the corresponding product information sections.

Once again, the highlight color used is the primary green, maintaining visual consistency throughout the experience.

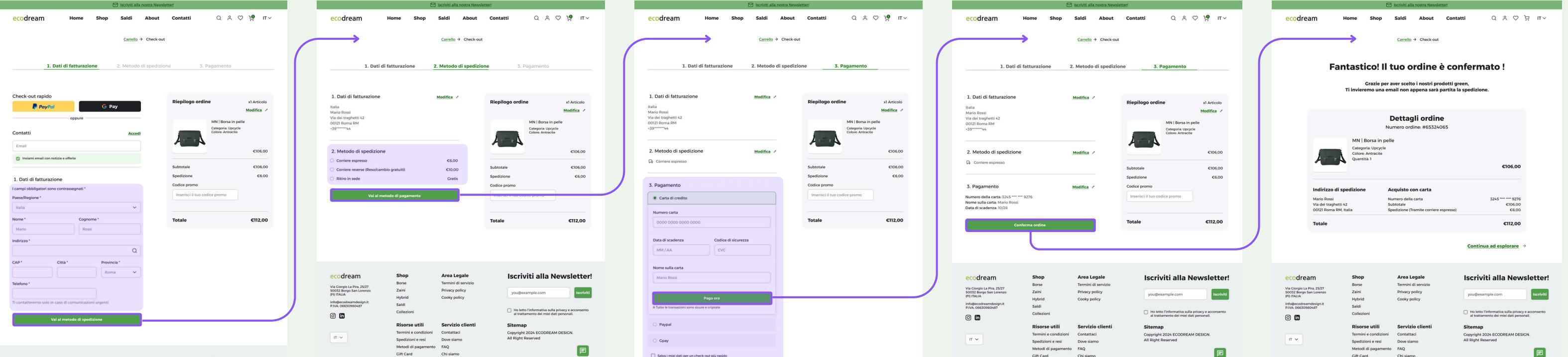


## 3.9 SCREENFLOW

### SCREEN FLOW DESKTOP



# SCREEN FLOW DESKTOP



Second step of checkout: selection of the shipping method and continuation to the third step.

Billing information entry, with the option to review the order summary or proceed with quick checkout.

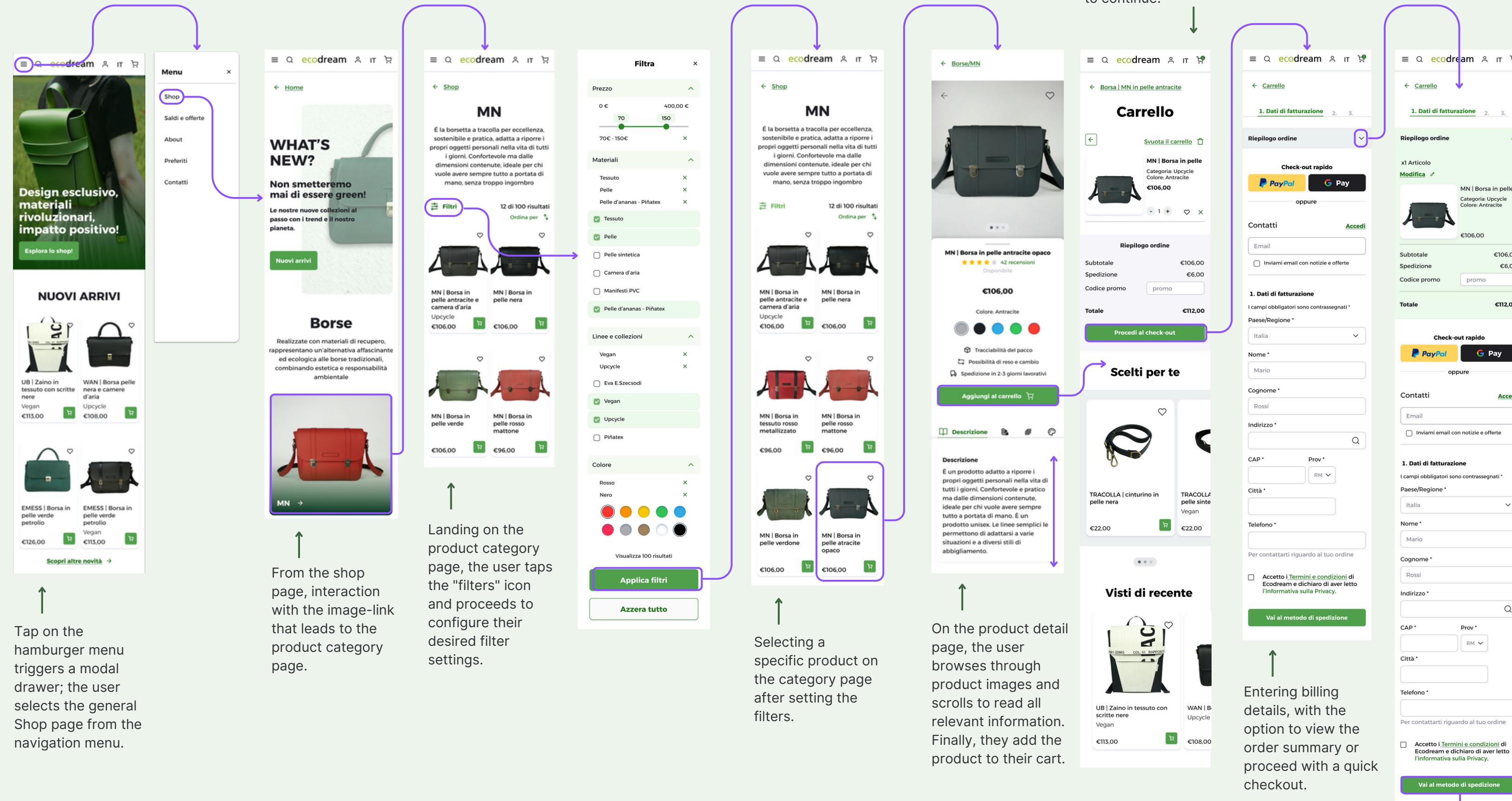
Third step of checkout: entering payment details and proceeding to the order summary.

Summary of all information entered by the user during the checkout process and interaction with the "Confirm Order" button.

Order confirmation page displayed after successful purchase.

## 3.9 SCREENFLOW

### SCREEN FLOW MOBILE



### SCREEN FLOW MOBILE

Second step of checkout:  
selecting the shipping  
method and proceeding to  
the third step.

Third step of checkout:  
entering payment details and  
proceeding to the order  
summary.

Vai al metodo di pagamento

Paypal  
 Gpay  
 Salva i miei dati per un check-out più rapido

Tutte le transazioni sono sicure e  
criptate

Paga ora

Summary of all the  
information entered by the  
user during the checkout  
process and interaction with  
the "Confirm Order" button.

Conferma ordine

Order confirmation page  
displayed after successful  
purchase.

**Totale** **€112,00**

Continua ad esplorare →

**Dettagli ordine**  
Numero ordine: #65324065

**MN | Borsa in pelle**  
Categoria: Upcycle  
Colore: Antracite  
Quantità: 1  
€106,00

**Indirizzo di spedizione**  
Mario Rossi  
Via dei traghetti 42  
00121 Roma RM, Italia

**Acquisto con carta**  
Numero della carta 3245 \*\*\*\* 9276  
Subtotale €106,00  
Spedizione €6,00  
(Corriere espresso)



# User Testing

# Test Goals .....

To ensure the effectiveness of the design updates implemented on Ecodream Design's website, the user testing process focused on key objectives related to both user experience and the success of interactions on the site.

- **Analyze the user journey**, from the initial product search to the completion of the purchase, to ensure a smooth and satisfying experience.
- **Identify potential technical or design obstacles** that may slow down or interrupt navigation, such as difficulties in finding information or issues when interacting with the interface.
- **Measure the clarity and accessibility of key features**, with a focus on specific tasks such as product search, selection, and purchase.
- **Gather qualitative feedback to gain valuable insights for future design improvements**, based on user expectations and perceived difficulties.
- Optimize the overall usability of the site, ensuring that each element is intuitive and meets the needs of the end user.

# Method .....

I therefore chose to conduct a **moderated remote usability test**, in order to collect data by observing participants' facial expressions and reactions during the testing session. Running the test remotely allows participants to feel more comfortable in their own environment, resulting in more natural interactions with the website.

Since the survey conducted during the Discovery phase revealed that my target users prefer purchasing products via mobile devices, I decided to test the mobile user interface prototype developed in the previous design phase.

# Target audience and recruiting .....

To ensure the quality of the usability tests, **participants were ideally selected to reflect the target audience identified during the Discovery phase.** The selection criteria included:

- **Age and gender:** Women aged 26–35 and over 44, in line with the identified target group.
- **Shopping habits:** Individuals who regularly shop online via e-commerce platforms.
- **Interest in sustainability:** Users who value aspects such as eco-friendly materials and economic accessibility.
- **Experience with mobile shopping:** Given that 64.9% of users prefer to shop via smartphone, this factor was particularly relevant.

**If the test had been conducted in a more professional setting, I could have recruited participants through:**

- **Social media platforms** (such as Facebook groups or LinkedIn) to find individuals interested in sustainable fashion.
- **User testing platforms** (e.g., UserTesting, Maze) to reach qualified testers with relevant profiles.
- **The brand's customer community**, in order to engage users already interested in the product and potentially more invested in providing meaningful feedback.

**I selected four individuals from my personal network, ensuring they met the previously mentioned criteria.**

### TEST INVITATION EMAIL – user tester recruitment

**Subject: Join our new website test and receive a free gift!**

Hi [Name],

We have a special opportunity just for you!

We're selecting a few people to test the renewed website of Ecodream Design, a sustainable fashion brand, before its official launch.

By participating, you'll help us improve your online shopping experience and make it even more intuitive and tailored to your needs.

As a thank-you for your time, you'll get exclusive access to the updated site and receive a free product from our catalog!

**How does it work?**

- The test will take around 20–30 minutes and will be conducted remotely
- You'll be asked to complete a few simple navigation tasks on the website
- Your feedback will be key to improving the platform's usability

To apply, simply fill out the questionnaire at [\*\*this link!\*\*](#)

We'll contact the 4 most suitable profiles to proceed with the test within one week of the campaign's end (deadline: March 2nd, 2025).

Don't miss this opportunity!

**Would you like to be part of this experience?**

Join us on this journey as we commit not only to sustainability, but also to improving your shopping experience!

Thank you for your support!

# Tools and Tasks .....

To conduct the usability test, I shared the prototype with my testers and carried out the task sessions via Google Meet, recording them with OBS Project.

This setup allowed me to monitor and moderate the test accurately and smoothly.

**At the end of each task, I asked follow-up questions to better understand the tester's experience.**

**After the session, I also asked users to complete additional follow-up questions in order to collect the final qualitative and quantitative data needed to inform potential improvements.** I decided to present the users with 4 tasks to complete.

## Task

**1** Research of a specific bag model

**2** Filtering products based on their own needs and purchase interests

**3** Reading the product description and customer reviews

**4** Adding the product to the cart and completing the purchase

# Script .....

## Intro .....

Thank you for participating in this study!

The goal is to collect feedback on our website to improve the shopping experience and make it more intuitive and user-friendly. We'll start with a few questions about you and your shopping habits, then move on to the actual test where you'll be asked to complete 4 tasks. We'll wrap up with 5 questions to gather final feedback about your experience. During these tasks, I kindly ask you to clearly verbalize your thoughts and actions. The test will only take a few minutes. I'd like to emphasize that we are testing the application, not your knowledge, there are no right or wrong answers or actions. And please, don't worry about hurting my feelings, I truly value your honest feedback and want to learn as much as possible from this session. That's why we're here.

## Informed Consent .....

Before we begin, I'd like to ask for your permission to record this session. The recording is necessary to ensure I capture all of your feedback accurately. It will only be shared internally with my team and the data will be used exclusively to improve the product. Is that okay with you?

### ..... Warm-up questions

**1. How often do you shop online?**

- A) Every day
- B) Several times a week
- C) Once a week
- D) Several times a month
- E) Rarely
- F) Never

**2. What are the most important factors for you when choosing an e-commerce platform to shop from?**

- A) Ease of website navigation
- B) Wide range of products
- C) Competitive prices
- D) Fast and reliable shipping
- E) Clear and simple return policies
- F) Other

**3. Have you ever experienced any problems or difficulties while making a purchase on an e-commerce platform?**

(Open response)

### ..... Tasks introduction

Let's begin the test. In this part of the session, I need your help to complete a few tasks. I'd like you to take your time and talk me through your thoughts as you go. I'm asking you to use a "think aloud" approach.

For example: if you're looking at a screen, say out loud what you're seeing or thinking. Tell me if anything is unclear or catches your attention. Every comment is helpful and will give me valuable insight into the site's usability.

We'll move at your pace, just let me know when you're ready to continue to the next step.

If you have any questions, feel free to ask at any time. However, I might not be able to answer right away, either because I don't know the answer or because I don't want to influence your experience. In that case, we'll make a note and come back to it at the end of the session.

### Task 1

I'd like you to search for a specific product on the website. It belongs to the category: bags. The exact model I'd like you to find is:  
MN | Matte Anthracite Leather Bag.

### Task 2

Now I'd like you to perform a more targeted search within the product category "Bags – MN", keeping these preferences in mind: Price (€70–€150), Materials (fabric – leather – pineapple leather), Lines and collections (Vegan – Upcycle), Color (Red – Black). Then, please apply the filters, and afterwards, reset them all.

### Task 3

I'd like you to read the product description of the item you selected after your search, and also take a look at the customer reviews related to it.

### Task 4

As the final task, I'd like you to add the product to the cart and proceed to complete the purchase.

### Expected outputs

- A) Home -> Hamburger menu -> Shop -> Bags MN -> MN|Matte Anthracite Leather Bag
- B) Home -> Esplora lo shop -> Shop -> Bags MN -> MN|Matte Anthracite Leather Bag
- C) Home -> Scopri le Borse! -> Shop -> Bags MN -> MN|Matte Anthracite Leather Bag

Home -> Shop -> Bags MN -> Filters -> Apply filters -> filters -> Reset filters

Home -> Shop -> Bags MN -> MN| Matte Anthracite Leather Bag (Product page) -> scroll and reading -> reading reviews

Home -> Shop -> Bags MN -> MN| Matte Anthracite Leather Bag (Product page) -> Add to cart -> Proceed with check-out -> Go to shipping method -> Go to payment method -> Pay now -> Order confirmation

### End of task questions

**1. How would you rate the overall difficulty of completing the task?**

Scale from 1 to 5 (1 = Very difficult, 5 = Very easy)

**2. Were the elements as you expected them to be? If not, which ones?**

- A) Yes
- B) No

**3. What would you change?**

(Open-ended response)

### Follow-up questions

**1. How would you describe your overall experience on the website?**

Can you give a score from 1 to 10?

Score from 1 to 10

**2. Were there any elements of the interface that you found confusing or unclear? If so, which ones?**

- A) Yes, I found some
- B) No, I didn't find any
- C) Other

**3. Was there anything you felt was missing or could have been done better?**

(Open-ended response)

**4. How would you rate the website's design?**

- A) Very satisfactory
- B) Satisfactory
- C) Neutral
- D) Slightly unsatisfactory
- E) Unsatisfactory

**5. Do you have any suggestions or opinions to improve the browsing experience?**

(Open-ended response)

# Prototype



# Insights .....

## Quantitative and qualitative results

### Quantitative

- Success rate: 98%
- time: 1/2 minutes

PARTICIPANT	AGE	OCCUPATION	TASK 1	TASK 2	TASK 3	TASK 4
P1	56	AD	✓	✓	✓	⚠
P2	31	EMPLOYEE	⚠	⚠	⚠	✓
P3	27	PRODUCT MANAGER	✗	⚠	⚠	✓
P4	29	EMPLOYEE	✓	✓	✓	✓



Completed without any hesitation



Completed after a few attempts



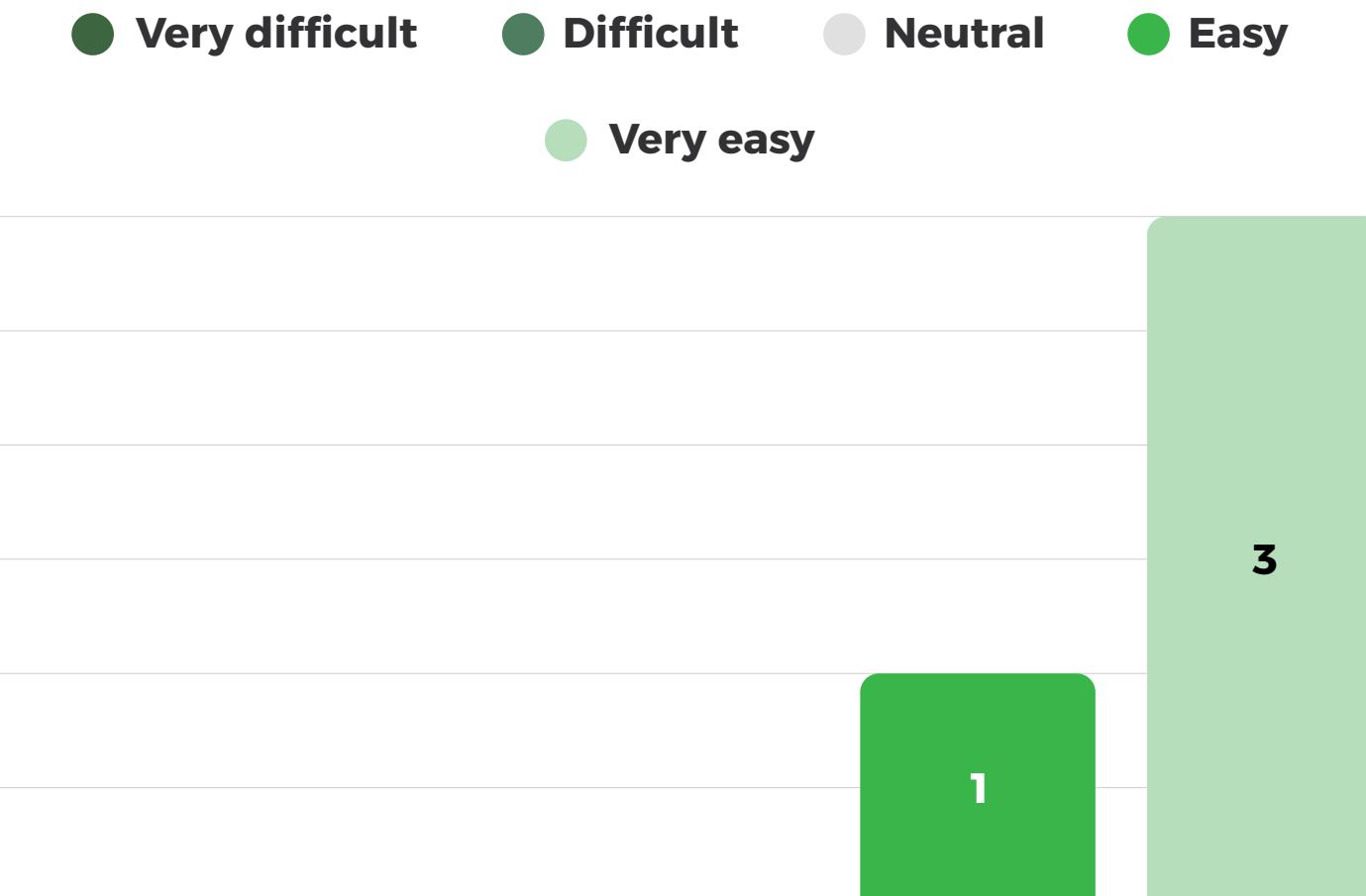
Not completed

## Qualitative - user feedback

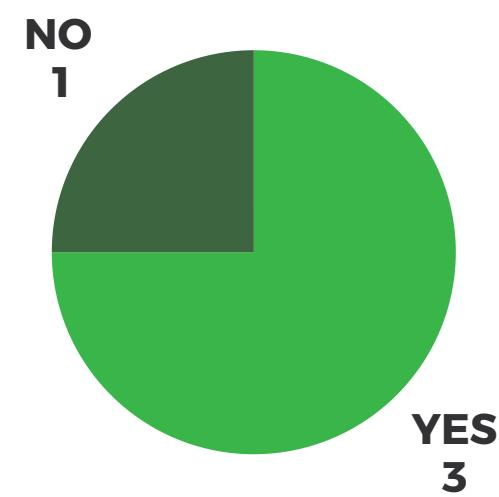
### Task 1

I'd like you to search for a specific product on the website. It belongs to the category: bags. The exact model I'd like you to find is:  
MN | Matte Anthracite Leather Bag.

#### 1. How would you rate the overall difficulty of completing the task?



#### 2. Were the elements as you expected them to be? If not, which ones?



- Search button didn't work

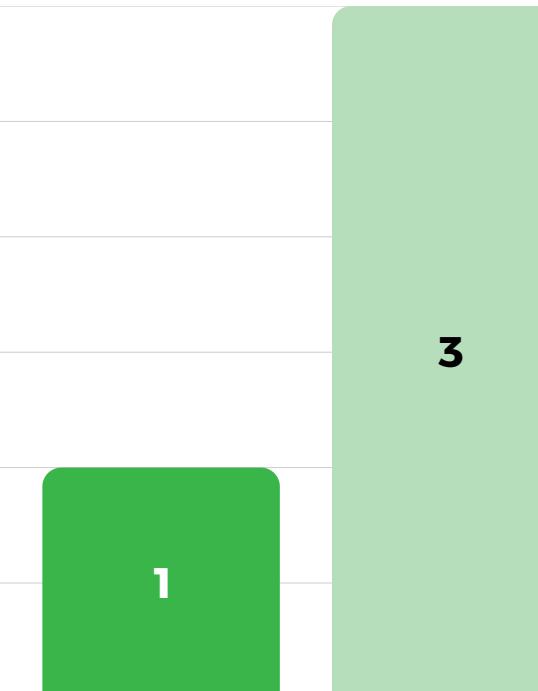
#### 3. What would you change? (open answer)

- Being able to click instead of having to scroll through the product image

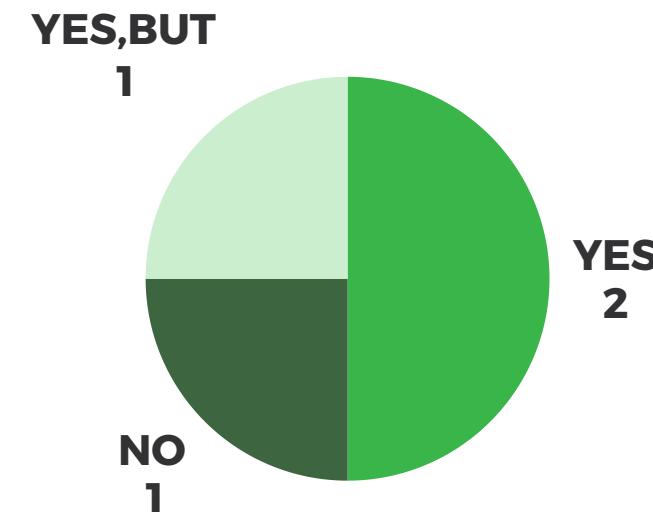
## Task 2

Now I'd like you to perform a more targeted search within the product category "Bags – MN", keeping these preferences in mind: Price (€70–€150), Materials (fabric – leather – pineapple leather), Lines and collections (Vegan – Upcycle), Color (Red – Black). Then, please apply the filters, and afterwards, reset them all.

### 1. How would you rate the overall difficulty of completing the task?



### 2. Were the elements as you expected them to be? If not, which ones?



- There is no general 'BAGS' category page.
- They expected a 'CLEAR ALL' button at the top of the filters.

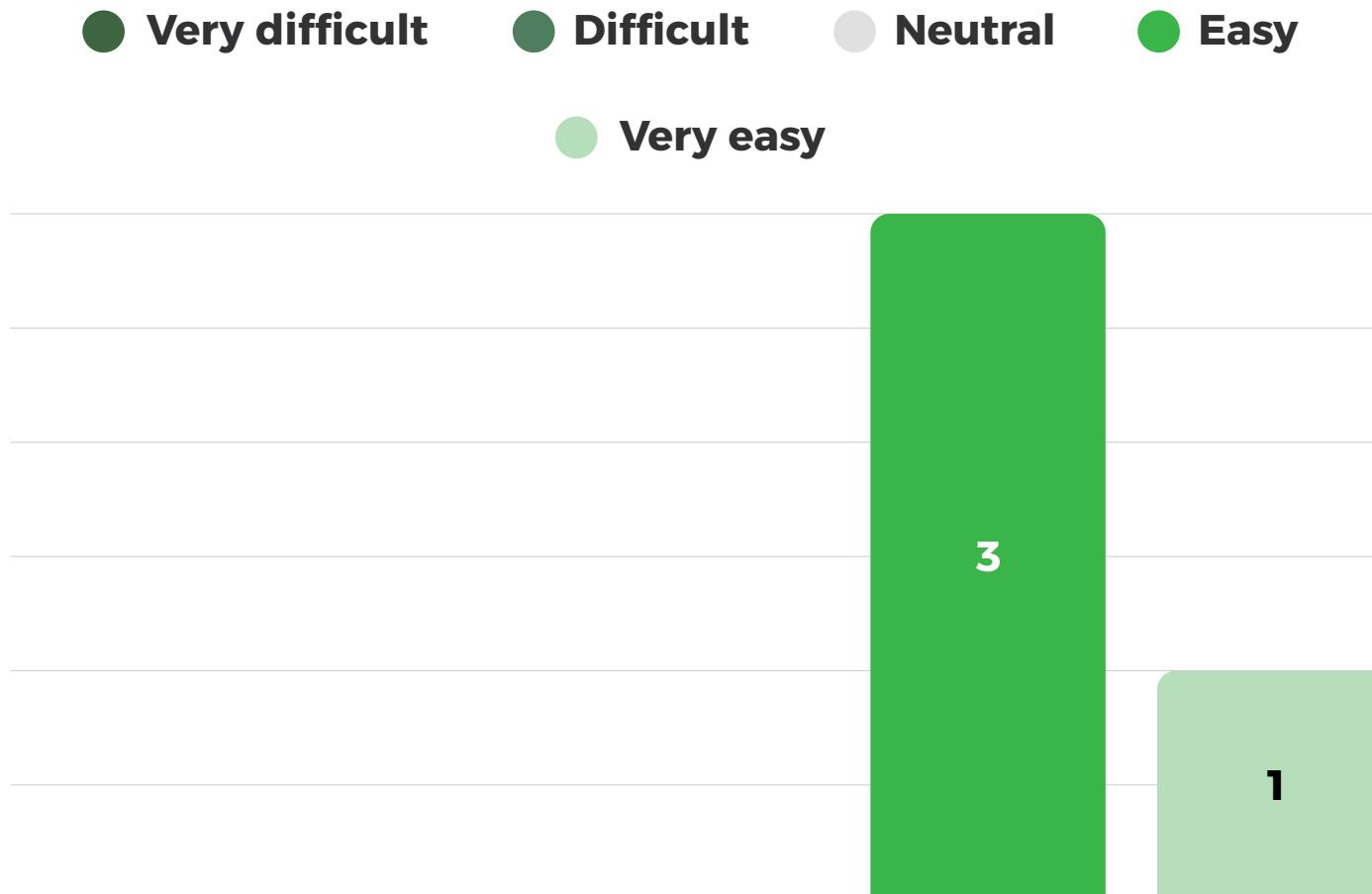
### 3. What would you change? (open answer)

- I would create a general 'BAGS' category page.
- I would allow users to apply filters on a general category page.
- Once filters are applied, I would pay more attention to the accuracy of the filtering system.

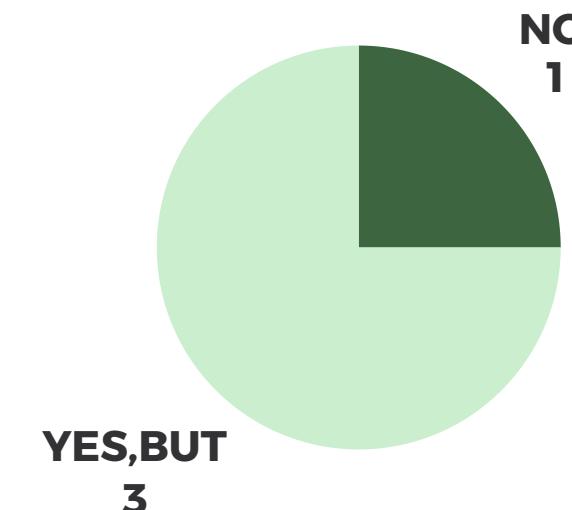
## Task 3

I'd like you to read the product description of the item you selected after your search, and also take a look at the customer reviews related to it.

### 1. How would you rate the overall difficulty of completing the task?



### 2. Were the elements as you expected them to be? If not, which ones?



- The review carousel didn't work properly

### 3. What would you change? (open answer)

- Link "42 reviews" clickable
- The carousel "reviews" doesn't scroll properly

## Task 4

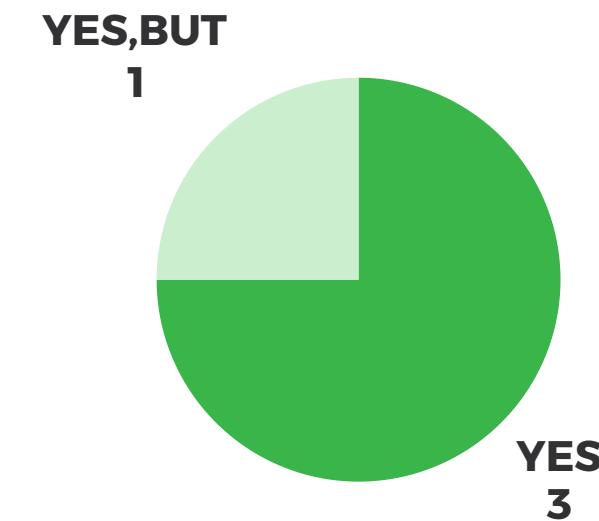
As the final task, I'd like you to add the product to the cart and proceed to complete the purchase.

### 1. How would you rate the overall difficulty of completing the task?

- Very difficult
- Difficult
- Neutral
- Easy
- Very easy



### 2. Were the elements as you expected them to be? If not, which ones?



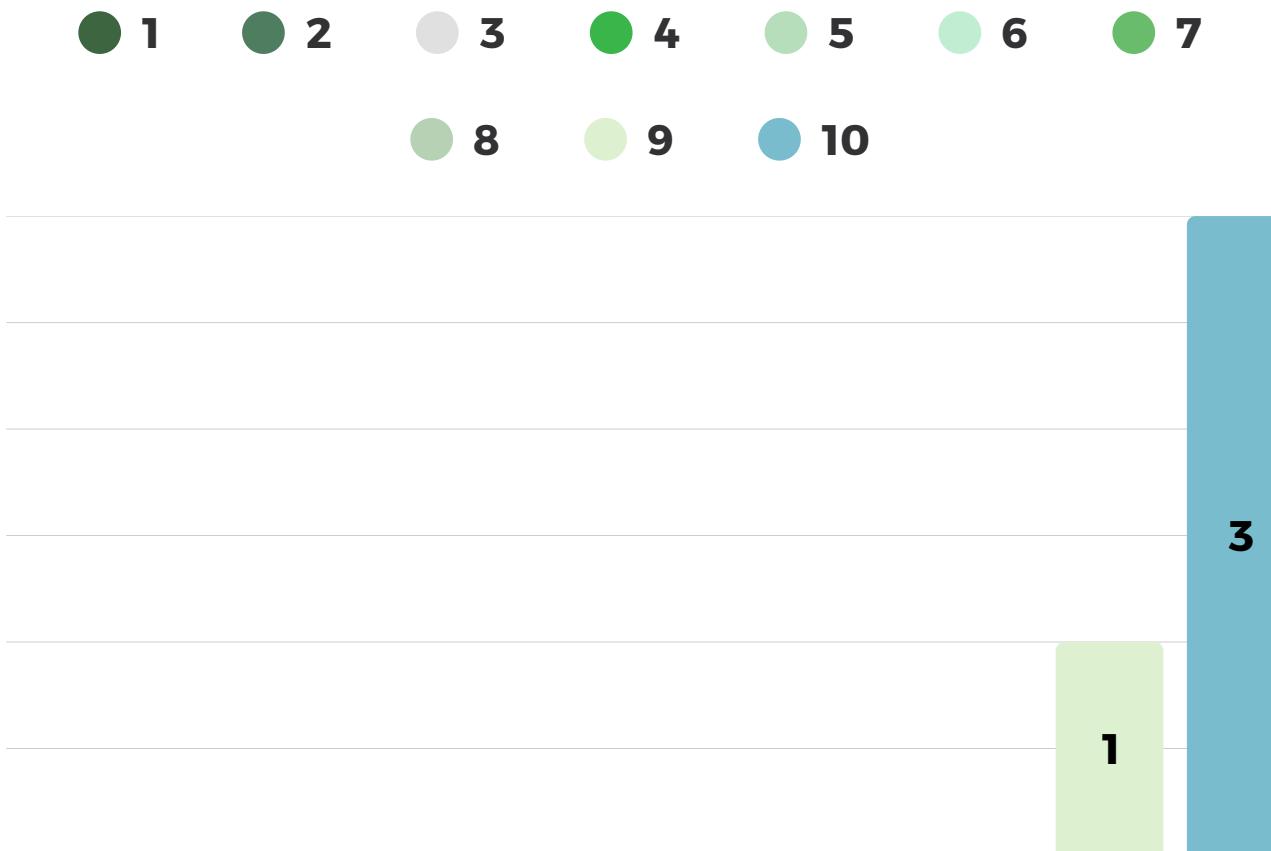
- I expected to see an indication about free shipping in the product page after reaching a minimum spending threshold.

### 3.What would you change? (open answer)

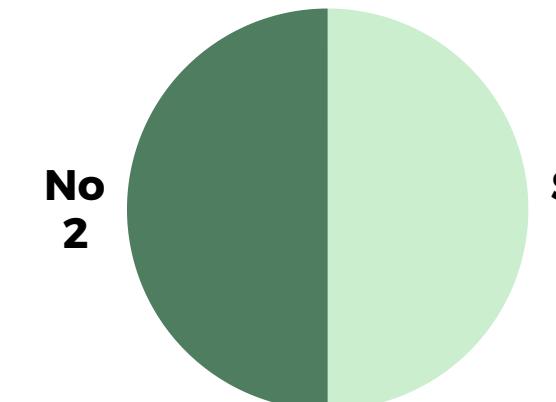
- I would allow users to view the detailed return and exchange conditions when selecting the shipping method

## ..... Domande di follow-up

**1. How would you describe your overall experience on the website?**  
Can you give a score from 1 to 10?



**2. Were there any elements of the interface that you found confusing or unclear? If so, which ones?**



- There is no general “BAGS” category page.
- Scrolling through reviews.
- Scrolling through product page images.

**3. Was there anything you felt was missing or could have been done better?**

- General “BAGS” category page
- Review scrolling
- Clickable “42 reviews” link
- Filters available on the general shop page
- More consistent and detailed product images

#### 4. How would you rate the website's design?

Very satisfied  Satisfied  Neutral

Not really satisfied  Unsatisfied

A horizontal scale consisting of five segments. The first four segments are filled with a light green color, while the fifth segment is white. The number '4' is printed in black on the fourth segment.

#### 5. Do you have any suggestions or opinions to improve the browsing experience?

- The website is intuitive and clear, with simple navigation.
- The elements are easy to recognize and visually identify.
- Navigation is smooth, fast, and user-friendly.
- I would suggest adding a “SEE ALL REVIEWS” button.
- It would also be helpful to add multimedia content to the homepage.

## Positive

- The website is intuitive and clear, with straightforward navigation.
- Various elements are easily recognizable.
- Navigation is smooth and fast.
- The product page layout is comprehensive and informative.
- Users can access the cart directly from the product page without needing to click on the cart icon, a positive aspect.

## Negative

- Reading reviews is complicated; a button to display all of them would be helpful.
- Creating a general product listing page with pre-filter options would improve usability.
- Greater clarity is needed regarding shipping policies and costs.
- The search bar should be functional and easy to use.

# Insights analysis and opportunities .....

## ..... Analysis

The test highlighted **several strengths of the website, including simplicity, intuitiveness, good navigability and overall efficient performance, all aspects highly appreciated by users.**

However, **some critical areas also emerged that require improvement in order to further enhance the user experience.**

As the next step, I will **revise the design based on the collected recommendations, prioritizing the most relevant issues.** Once the changes have been implemented, I will conduct additional testing to evaluate the effectiveness of the improvements.

## Opportunities .....

Based on the feedback collected during the user testing phase, several critical areas were identified. If optimized, these aspects could significantly enhance the browsing experience and overall usability of the website:

- **Easier access to reviews**
- **Creation of a general product listing page with applicable filters**
- **Greater clarity on shipping costs and return policies, directly within the product detail page**
- **Improved functionality of the search bar**

# Thank you

UX UI CASE STUDY PROJECT

Start2Impact

Benedetta Pavia

2024