Question: How might we provide online shoppers with clear and accessible information about the material composition of products to enhance their purchasing decisions and promote responsible consumption?

Enhanced Product Information

- **Detailed material composition lists**
- **Eco-friendly material labels**
- **Eco Friendly Badges**
- **Material sourcing information**
- **Toxic material warnings**
- **Comparisons of similar products based on materials**

UI Improvements

- **Third-Party led Eco Friendly Rating for Item listings**
- **Notification Warning (for potentially dangerous products)**
- **Reduction of sale elements i.e. sale banner, price slash**
- Interactive material information pop-ups / Information cards (see YouTube mobile)
- **Personalized material preferences**
- **Add friction in current design elements (removal of all checkbox in cart)**
- **Visual icons representing material types**
- **Material composition filters**
- Color Scheme indicator for levels of danger for product (green, yellow red)

Incentive Programs (Both seller and consumer)

- **Rewards for eco-friendly purchases**
- E commerce led certifications for eco-friendly products
- Make products with transparent material information more visible in homepage
- **Discounts for products with transparent material information**

Community Features

- **User reviews focused on material quality**
- Community-led material safety ratings
- **Q&A sections about product materials**
- **Dev-log/ Blog explaining eco friendly updates to application UI**
- **Forums for discussing material composition**
- Video Walkthrough about recent UI updates. Will greet user once they enter the app