

UX DESIGN PROJECT

Valentina Fiscarelli



ecodream
save the materials

A GREEN BRAND OF BAGS AND
BACKPACKS

THE COMPANY

ABOUT

“**ECODREAM** IS AN INDEPENDENT SUSTAINABLE FASHION BRAND, SPECIALIZING IN ECO-FRIENDLY BAGS, BACKPACKS AND ACCESSORIES . OUR PRODUCTS ARE MADE WITH VARIOUS TYPES OF RECOVERED AND / OR RECYCLED MATERIALS, MAINLY PRODUCTION WASTE, INVENTORIES AND SURPLUSES. ALL PRODUCTS ARE SUSTAINABLE . THE PROPOSALS INCLUDE VEGAN PRODUCTS AND UPCYCLING . THE PRODUCTION IS HANDCRAFTED AND IS TOTALLY MADE IN ITALY .”

Born in the 2014, from Alessio and Mihaela, in Borgo San Lorenzo, Firenze.



OBIETTIVI

Eco-sustainability, Made in Italy.

There are the points and the objectives seems to be pursued:

- don't harm to nature and animals;
- work ethically, in Italy, not by decentralising production;
- recovering and transforming scrap or waste materials into designer fashion accessories.



STRENGTH POINTS

They believe in Sustainability, Slow and Ethical Fashion and their products are handcrafted.

Material recovering are their strength point: scrap or leather leftovers, of fabric, synthetic leather leftovers, pvc from used posters, used inner tube, used jute sacks;

and **Made in Italy**: Florentine productive sector is well known all over the world, for his long artisanal tradition.

Their prices are **from 40€ to 130€**.



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UX DESIGN PROJECT

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DISCOVERY

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DISCOVERY

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AS IS ANALYSIS

AS IS ANALYSIS

I've analyzed the site of Ecodream following the **10 Heuristic of Nielsen**.

The heuristic are used to analyze and test site usability, are empiric and general rules and not specific usability guides.

1. VISIBILITY OF SYSTEM STATUS

DESKTOP AND MOBILE CONS

There's **no breadcrumb** to indicate the page you are or the path you took.

There's no difference between text or hyperlink.

For example in the My account section, the sidebar, the various sections, do not have enough weight and indication to look like a link.

And **the bullet points are misaligned with the text.**

The screenshot shows a sidebar menu titled 'IL MIO ACCOUNT'. It contains the following items:

- Bacheca
- Ordini
- Download
- Indirizzo
- Metodi di pagamento
- Dettagli account
- Logout

To the right of the menu, there is a message: "Ciao fiscarelli! (non sei fiscarelli? Logati)" and a note: "Dalla bacheca del tuo account puoi visualizzare i tuoi ordini recenti, gestire i tuoi indirizzi di spedizione e fatturazione e modificare la password e i dettagli dell'account."

2. MATCH BETWEEN SYSTEM AND REAL WORLD

DESKTOP AND MOBILE PROS

The cart icon, in the Shop section, is recognisable and has the shape of a cart.

DESKTOP AND MOBILE CONS

Although the **shopping cart** icon has a recognisable shape, it does not look like a button.

The reason for the second **Paypal button** below the shopping cart is not clear.

TERMINI E CONDIZIONI D'USO

METODI DI PAGAMENTO



Check out with **PayPal**

CONS

In the shop section, **the bag's images** seems not clickable; they are too much big and become the scroll longer and boring.

**3. USER CONTROL AND FREEDOM****DESKTOP AND MOBILE CONS**

There are no shortcuts in this site.

The shop section has **extends the purchasing process by one more click**.

The products in your cart, disappear when you log in.

No cart in the menu.

4. CONSISTENCY AND STANDARD**DESKTOP AND MOBILE PROS**

The layout seems consistent across all pages of the site, although it is not a good way to display content.

The menu does not change and serves as a reference point in navigation.

DESKTOP AND MOBILE CONS

English and Italian are mixed.

5. ERROR PREVENTION

DESKTOP AND MOBILE CONS

On the booking page, **there is no way to go back** except via the browser: there are no links or 'go back' buttons.

The image shows a booking page with a summary table and a payment method selection section. The summary table includes a row for shipping costs and a total of 101,00€. Below this, a payment method selection dropdown is set to 'Carta di credito/carta di debito'. The card details input fields show placeholder text like '1234 1234 1234 1234' and 'MM / AA'. Other payment options like 'Bonifico bancario' and 'PayPal' are listed below. A purple button at the bottom right says 'EFFETTUA ORDINE'.

(respo/cambio gratuito): 8,00€	<input type="radio"/> Ritiro in sede
TOTALE	101,00€

Carta di credito/carta di debito

Numero carta
1234 1234 1234 1234

Scadenza
MM / AA

CVC
CVC

Bonifico bancario

PayPal

Che cos'è PayPal?

EFFETTUA ORDINE

6. RECOGNITION RATHER THAN RECALL

DESKTOP AND MOBILE CONS

The **Shop section** does not have a content layout similar to other e-commerce, so the cognitive and memory effort of the user may be increased.

7. FLEXIBILITY AND EFFICIENCY OF USE

DESKTOP AND MOBILE CONS

The site does not offer a navigation experience differentiated according to the user's abilities.
No filters in the shop section.

8. AESTHETIC AND MINIMALIST DESIGN

DESKTOP AND MOBILE

PROS

The structure of the Home Page is **minimal and linear**.

DESKTOP AND MOBILE

CONS

Although **the structure of the home page** is simple, it is not clear: all content is displayed large and vertically.

The lack of hierarchies and an adequate and coherent arrangement of content makes the page too long.

The footer does not collect any useful information, neither legal nor cognitive links of the service creators, which are instead located in a section just before the homepage footer.

There's no cart section in the menu.

The copy in the About and Materials sections is too long, flat and without any prominent focal points.

The few CTAs on the site are either poorly contrasted or draw little attention to the user.

This happens, for example, in the Home as well as in the Shop.

BORSE & ACCESSORI ECOFRIENDLY

ecodream è un brand indipendente di moda sostenibile, specializzato in borse, zaini ed accessori eco-friendly. I nostri prodotti sono realizzati con varie tipologie di materiali di recupero e/o riciclati, principalmente scarti di produzione, rimesse di magazzino ed eccedenze. Tutti i prodotti sono ecocompatibili. Le proposte includono prodotti vegan ed upcycling. La produzione è artigianale ed è totalmente Made in Italy.

SCOPRI DI PIÙ



MN | BORSETTA IN PELLE NERA, ANTRACITE E CAMERA D'ARIA
96,00€

Aggiungi al carrello

MOBILE PROS

The Home Page, as designed, would seem to be better adapted to mobile.

9. HELP USERS RECOGNIZE, DIAGNOSE AND RECOVER FROM ERRORS

DESKTOP AND MOBILE PROS

During login, the **system warns of the error** if the email is incorrect.

The screenshot shows the 'IL MIO ACCOUNT' section of a website. It features two main forms: 'ACCEDI' (Login) and 'REGISTRATI' (Register).
ACCEDI Form: Contains fields for 'Nome utente o indirizzo email*' (with input 'fiscarelli5@gmail.co') and 'Password*'. Below these are buttons for 'LOG IN' and 'Ricordami' (checkbox). A link 'Password dimenticata?' is at the bottom.
REGISTRATI Form: Contains a field for 'Indirizzo email*' and a note: 'Un link per impostare una nuova password verrà inviato al tuo indirizzo email.' Below is a 'REGISTRATI' button.

10. HELP AND DOCUMENTATION

DESKTOP AND MOBILE PROS

Information can be found both in the shop and on other pages of the site.

There is a **Contact Us section**.

DESKTOP AND MOBILE CONS

The information is written loosely on the pages. It would be useful to gather all the information in a **FAQ page** or in categories, so that it would take up less space and bore less the user in scrolling with information he did not request.

In that case the **footer** should fulfil the function of gathering info.

There's no **customer service chat** for the shop.

USABILITY

LEARNABILITY

The site is extremely simple and the learnability is easy.
A **hierarchical subdivision of content** could be helpful for the user.

EFFICIENCY

There are no big problem with the purchase flow. Obviously **the purchase flow could be smoother** with less steps.

MEMORABILITY

The system is straightforward and could be remembered after a period of inactivity

ERRORS

Some error messages provide additional information to enable the user to proceed independently (e.g. retrieve email or password). There is **no customer support** in the shop.

SATISFACTION

Although simple and straightforward, **the navigation is repetitive** in content. There is no customer feedback to confirm the ease and satisfaction of use.

The site is functional but it must be improved.

ACCESSIBILITY

PERCEIVABLE

The site isn't perceptible in its entirety, at first glance: the images are too big and without titles or subtitles in order to understand which section it is.

The color isn't used properly to make the contents more comprehensible.

There's no hover in the few CTA; the menu item, when clicked, is poorly contrasted.

OPERABLE

Some pages do not have **titles** and there's no **breadcrumb**, so navigation is not easy.

The **labels in the shop section**, used to name articles, are not comprehensible and exhaustive (and useless for seo purposes).

UNDERSTANDABLE

The text in the About sections is spaced and subdivided to facilitate reading, in some cases there are also keywords useful for understanding the text.

The amount of text on a page, however, is excessive and poorly hierarchical.

Hyperlink are not visible.



SITEMAP



1.0 ABOUT US
Where the company introduces and talks about itself.

2.0 SHOP

Where the company sells its products. Conditions of sale and shipping information are given here.

3.0 MODELS

Where the models are shown: there are photos of bags and backpacks.

4.0 MATERIALS

Where the company explains the sustainable materials it uses.

5.0 RETAIL
The page where are listed all the shops that sells their products.

6.0 CONTACT
Where is possible to contact them. There is a Whatsapp link too.

7.0 MY PROFILE

Customer's page.

8.0 FOOTER

Section not used by the company

COMPETITORS AND COMPARABLE

INTRODUCTION

The **competitive market analysis** carried out was conducted in July/August 2022 and some of Ecodream's major competitors were considered.

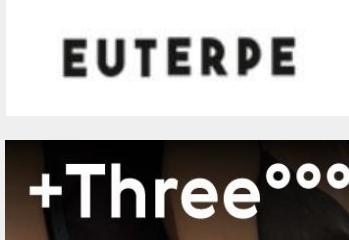
The **objective** was to capture a snapshot of the strengths and weaknesses of the direct competitors so as to be able to improve the service offered by Ecodream.

The **direct competitors** examined all share the following characteristics:

- Product offered
- Target
- Ethics and Environmental Sustainability
- Price range
- E-Commerce

This will be followed by a summary of the **SWOT analysis** of direct competitors and a Benchmark Table of functions.

DIRECT COMPETITORS



ecodream

HOME ABOUT SHOP MODELLI MATERIALE RETAIL CONTATTI IL MIO ACCOUNT

SUSTAINABLE FASHION BRAND

HANDCRAFTED WITH LOVE

MADE IN ITALY

BORSE & ACCESSORI ECOFRIENDLY

ecodream è un brand indipendente di moda sostenibile, specializzato in borse e accessori eco friendly. I nostri prodotti sono realizzati con varie tipologie di materiali di riciclo e/o riciclabili, per riutilizzarne il più possibile. Tutte le nostre borse sono prodotte in Italia, con processi produttivi aziendali. Le proposte includono prodotti vegani ed ecologici, la produzione è artigianale ed è totalmente Made in Italy.

SCOPRI DI PIÙ

ECODREAM<https://ecodreamdesign.it/>

They were born in the province of Florence with the aim of making ethical and eco-sustainable fashion. Their production is based on recycled materials, industrial waste and vegan materials.

STRENGTHS

- Ethical design and craftsmanship in Italy;
- Recovery of materials;
- It also offers Vegan items;
- Affordable price;
- PETA certificate on vegan items;
- Possibility of return and exchange with Reverse shipping;

OPPORTUNITY

- Expanding on social media and improving the marketing strategy;
- More appropriate storytelling could lead to greater relevance and sales;
- Becoming more and more eco-friendly also in packaging (in some photos the items are in plastic bags);
- Propose only reverse shipping, so that the return appears to be 'free'.
- Landing on TrustPilot or making feedback visible.

WEAKNESSES

- The site is not well structured;
- The site is in Italian but the menu has the categories in English (it mixes the languages a bit too much);
- No product feedback can be found;
- The shop should be better structured;
- The return is basically chargeable;

THREATS

- Similar products can be found on the market at a lower price;
- Better maintained websites might inspire confidence and customers might buy elsewhere;
- Big retailers such as Zalando and Amazon offer better service and a wide choice of eco items.

SWOT ANALYSIS



EUTERPE

<https://euterpestudio.com/>

Founded in 2020 by Sofia Nardi, designer and creative director of the brand. Design, versatility and elegance: these are the three concepts that describe the Euterpe leather bags.

STRENGTHS

- The site is well structured and clear;
- Homepage clear and hierarchical in content;
- Feedback on the home page and thus the possibility to leave it;
- Present on TrustPilot;
- It has a Best Sellers list;
- Everything is eco from the bags to the packaging;
- First free return;
- SUSTAINABLE BRAND PLATFORM certificate.

WEAKNESSES

- It does not offer Vegan items;

- The site is in Italian but the menu has categories in English (mix languages);
- Some minor problems with the finished product;

OPPORTUNITY

- He could start a vegan line;
- Rely on online fashion retailers such as Zalando or Amazon;

THREATS

- Users might turn to better manufacturing;



+Threeooo

<https://www.plus3.eco/>

Probably born in 2021, there is no info on the site about the founders, Amazonlife.ltd. It cares about nature, uses ethical, recycled, vegan and eco-friendly materials for its bags.

STRENGTHS

- The site is well structured and clear;
- Homepage clear and hierarchical in content;
- Present on various social media;

- It sponsors numerous organisations that protect nature;
- SUSTAINABLE BRAND PLATFORM certificate.
- It has a Best Sellers list.

OPPORTUNITY

- Registration on TrustPilot to increase customer trust;
- Make the return free of charge;
- Rely on big retailers such as Zalando and Amazon;

THREATS

- Customers could rely on ecommerce with a better feedback system;

WEAKNESSES

- It does not have an About Us/Who We Are, but an Our World which could perhaps be confusing;

SWOT ANALYSIS



MIO MOJO

<https://www.miomojocom/en/>

It was created in Bergamo and uses materials that do not come from the exploitation and killing of animals. 10% of the proceeds are donated to animal welfare associations.

STRENGTHS

- The site is well structured and clear;
- Super minimalist homepage clear and hierarchical in content;
- Feedback on Facebook, Amazon and the site;
- They are also on Amazon;
- B Corp™ certification.

OPPORTUNITY

- Make the return free of charge;
- Rely on retailers such as Zalando;

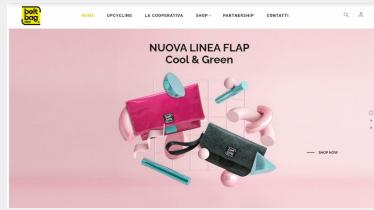
THREATS

- Customers might turn to ecommerce that has free returns;
- Customers could turn their purchases to Made in Italy products

WEAKNESSES

- Return at customer's expense;
- Problems with customer support;
- Decentralised production Made in China (may be an ethical issue for some);

COMPETITORS AND COMPARABLE



BELT BAG

<https://www.beltbag.it/?v=78533df0a516>

Born in Milan in 2006 thanks to the cooperative l'Occhio di Riciclane Soc. Coop. Sociale Onlus and deals with recovering and transforming materials into fashion accessories, but also with recovering disadvantaged people and turning them into professionals.

STRENGTHS

- The site is well structured and clear;
- Homepage clear and hierarchical in content;
- It offers men's collections.

THREATS

- Customers might turn to an ecommerce that has more guarantee certificates;
- Customers may prefer ecommerce that has visible feedback on the site.

WEAKNESSES

- There are no reviews around the web or on the site;
- It has no certificates.

OPPORTUNITY

- Rely on retailers such as Amazon or Zalando;

BENCHMARK

COMPETITORS AND COMPARABLE

	 ecodream save the materials	 EUTERPE	 +Three™	 mio mojo	 belt bag
LOGIN CON SOCIAL/GOOGLE E FACEBOOK	✓	✓	✓	✓	✓
BREADCRUMB	✓	✓	✓	✓	✓
BANNER AVVISI	✓	✓	✓	✓	✓
TRADUZIONE SITO (ALTRÉ LINGUE)	✓	✓	✓	✓	✓
ORARIO E GIORNI SERVIZIO CLIENTI	✓	✓	✓	✓	✓
NUMERO DI TELEFONO SERVIZIO CLIENTI	✓	✓	✓	✓	✓
NEWSLETTER	✓	✓	✓	✓	✓
FAQ	✓	✓	✓	✓	✓
BARRA DI RICERCA GENERICA	✓	✓	✓	✓	✓
BESTSELLER	✓	✓	✓	✓	✓
SEZIONE FEEDBACK CLIENTE	✓	✓	✓	✓	✓
RESPONSIVE DESIGN	✓	✓	✓	✓	✓
FILTRI SHOP	✓	✓	✓	✓	✓
ULTIMI ARTICOLI VISTI	✓	✓	✓	✓	✓

LEGEND

 PRESENT

 NOT PRESENT

BENCHMARK

COMPETITORS AND COMPARABLE

WISHLIST	✓	✓	✓	✓	✓
SEZIONE PRESS	✓	✓	✓	✓	✓
SEZIONE PER RETAIL	✓	✓	✓	✓	✓
BLOG	✓	✓	✓	✓	✓
CERTIFICAZIONI	✓	✓	✓	✓	✓
TOT	6/19	14/19	10/19	10/19	8/19

LEGEND

✓ PRESENT

✗ NOT PRESENT

IN SUMMARY

IN SUMMARY

The **as-is** and **competitive analyses** show that the Ecodream site needs to be improved to be able to hold its own against its competitors.

The most important improvements to be made are structural and graphical: the site's Sitemap and layout should be redesigned, making it more hierarchically clear and attractive.

A user-friendly site provides greater security to the user who lands on it.



COMPETITORS AND COMPARABLE

POINTS TO BE IMPROVED AND ASSUMPTION

The first points for improvement I believe are:

- **Sitemap** (and Information Architecture);
- **Homepage** (with an improved layout, hierarchized content and attractive graphics);
- **Shop** (with an improved layout of templates, product page and perhaps addition of threads);
- **Review the Purchase Flow;**
- **About us**, to better convey the corporate concept.

Can a user-friendly site communicate more authority and drive more sales?

Following the survey, there may be other points and pages to be improved.

TARGET AND SURVEY

INTRODUCTION

One of the most polluting sectors is the fashion industry: it is responsible for **10% of the world's carbon dioxide emissions** into the atmosphere.

The fashion industry produces **one fifth of the 300 million tonnes of plastic produced globally.**

It is synthetic fibres (including **polyester**) that are responsible for **microplastics** in marine ecosystems: every time these synthetic clothes are washed, they release their plastic microfibres into the water.

This is why we have heard a lot in recent years about a new face of Fashion: **Sustainable Fashion.**

It is a movement that started a few years ago and came from below, from handmade, from vintage, from small productions. In recent years it has become increasingly popular, so much so that it has also influenced Haute Couture and '**Fast Fashion**', to which it continues to be strongly opposed under the label '**Slow Fashion**'.

In some cases, however, this is not a true 'conversion' to green and ethical, but a genuine 'greenwashing', hence the term '**Greenwashing**' with which many fast fashion companies are branded.

But what are the fields in which Sustainable Fashion has a positive impact?

First the Environment, followed by the Social, ending with an end to the exploitation of Animals.

Le definizioni di moda sostenibile

Social network, televisione, radio, giornali.

Sentirai sempre più spesso i marchi di moda comunicare la sostenibilità dei loro prodotti con termini che probabilmente già conosci.

Ma cosa vogliono comunicare realmente?

Questa tabella ti aiuterà a identificare i termini più utilizzati e posizionarli in ambiti specifici: ambiente, sociale, animali.

Termini più utilizzati:

- Moda sostenibile
- Moda responsabile
- Moda ecologica
- Moda circolare
- Moda biologica
- Moda solidale (o equo solidale)
- Moda etica
- Moda vegan (o animal free, cruelty free)

Estratta dalla Guida alla Moda Sostenibile di **Vesti la natura**
SCOLSI LA MODA SOSTENIBILE

Ambiente

Include pratiche più ecologiche verso il pianeta (fauna, flora, biodiversità) durante la produzione e commercializzazione di prodotti: uso di materiali a basso impatto ambientale, pratiche agricole sostenibili, sostanze chimiche meno nocive, riduzione dello sfruttamento di risorse come acqua, terra ed energia.



Sociale

Include pratiche più etiche nei confronti dei lavoratori della filiera come agricoltori e operai industriali: diritti umani, parità di genere e razza, lavoro dignitoso e salari minimi garantiti, sanità e igiene, fame e povertà, benessere sociale, istruzione e formazione, disoccupazione, democrazia e sindacalismo.



Animali

Include pratiche più etiche nei confronti degli animali allevati (es. allevamenti biologici) e verso animali che vivono in natura (es. no pesticidi). Solo nella moda vegan vengono esclusi tutti i materiali di origine animale, mentre in altri casi solo i materiali con pratiche più crudeli (vedi pellicce e pelli esotiche).



TARGET

TARGET

Research conducted by [PwC Italia \(2019\)](#) shows that **Millennials and Generation Z** are the most sensitive to sustainable and eco-friendly fashion issues.

These, in fact, already appeared in the 2019 questionnaires to be **the most willing to spend** on ethical and sustainable fashion products.

It is estimated that as many as half of **them would be willing to spend 5% more** for these ethical and sustainable products, **while 11% are not willing to pay more**.

TARGET AND SURVEY

Il 90% dei giovani è disposto a pagare un premium price per l'acquisto di prodotti Fashion realizzati in modo etico e sostenibile



In quale dei seguenti casi siete disposti a pagare un prezzo più alto per l'acquisto di prodotti di abbigliamento, accessori o beauty?

Nota: 6% dei Gen Z e 14% dei Millennials dichiara di non essere disposto a pagare un prezzo più alto in nessuno dei casi esposti

Fonte: PwC Millennials vs Generation Z 2019

Solo l'11% non è disposto a pagare un premium price

TARGET

The **Made in Italy product** still enjoys trust and success, in fact for **3 out of 5 young people it is decisive** that the product is Italian.

On the other hand, **28%** believe that companies are not transparent about the production chain.

But on which channels do people look most for information on brand sustainability?

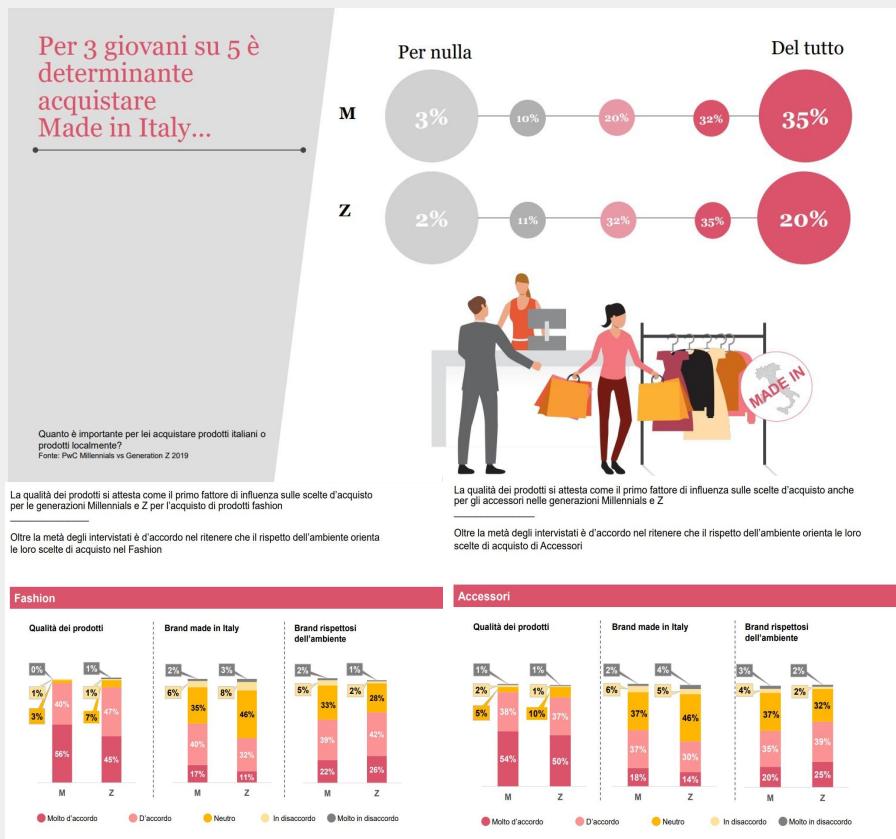
According to statistics, **the retailer's website** (46% Millennials and 30% Generation Z) remains among the first sources to be consulted (and the one that should inspire the most trust), followed by **social media** (39% both Millennials and Generation Z) and **word of mouth** (32% Millennials and Generation Z).

In 2021, the trend has shifted:

- **Generation Z**, considers environmental friendliness and brand sustainability to be the factor that influences them most when choosing a brand,
- for **Millennials** is Made in Italy, because for them it is synonymous of quality.

[\(Summit Pambianco PwC - La Fashion industry e i nuovi paradigmi - 2021\)](#)

TARGET AND SURVEY



But what are the channels in which purchases are made? (2019 data)

Pre Pandemic, in-store shopping remained the favourite (63% at least once a month and 46% for Clothing and Accessories) **and online shopping** immediately followed (58% at least once a month).

Generation Z stands out for **making payments with wearable devices**.

The New Normal, on the other hand, **leads to lower consumption globally** (due to a reduction in income - from 46% pre-pandemic to 33% in the New Normal) **and a slight decrease in online spending** (45%) caused by lockdowns and social distancing ([Osservatorio Federdistribuzioni e PwC - Consumi, Nuove Abitudini d'Acquisto e Stili di Vita - 2020](#)).

Although the leap forward of **ecommerce** as a sales channel took place during the pandemic period, **sales in the fashion segment suffered a slight downturn**, which the Food segment did not ([PwC- Italia 2021- Il rilancio dei consumi](#)).

Store fisici e mobile per una esperienza omnichannel



Programmi di loyalty in calo dal 10% nel 2017 al 3% nel 2019

Quanto spesso compra prodotti (es. abbigliamento, libri, elettronica) utilizzando i seguenti canali d'acquisto? Nota: I dati presentati sono relativi a utilizzatori giornalieri, settimanali e mensili combinati
Attraverso quale canale ha fatto la maggior parte dei suoi d'acquisti Fashion/Accessori nell'ultimo anno?

Fonte: PwC Millennials vs Generation Z 2019

In 2020, **speed of delivery and return terms were the most important factors influencing the shopping experience** in a positive way: these determined the choice of virtual retail for 52% (Millennial 54% and Gen Z 50%, up from 22% in 2019).

Reliability conditions also include **online reviews from customers** (29% and up from 16% in 2019) and the fact that **the shop sells items not found anywhere else** (28% down from 37% in 2019).

In 2019, **10% of customers were dissatisfied with their purchase** of fashion and accessories online.
Notable reasons for dissatisfaction include an **unfriendly website and high shipping costs**.

[\(24° Fashion e Luxury Summit - La sfida dei fashion brand tra sostenibilità e omnichannel - 2019\)](#)

Solo il 10% non è soddisfatto dell'acquisto di Fashion e Accessori online:

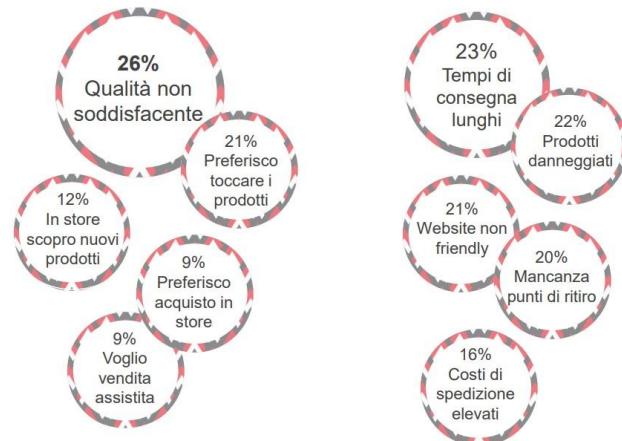
10%

- Non soddisfatto
- Poco soddisfatto



Negli ultimi 12 mesi quanto si ritiene soddisfatto dei suoi acquisti online di Abbigliamento e Accessori?
Quali sono i motivi per cui non si ritiene soddisfatto dei suoi acquisti online di Abbigliamento e Accessori?
Fonte: PwC Millennials vs Generation Z 2019

Principali motivi di insoddisfazione



CONSIDERATIONS

We have seen how the **Millennial and Generation Z** target groups are the most targeted for sustainable and ethical shopping because they are the most sensitive to these issues.

They also rely heavily on devices (desktop and mobile), retail sites and feedback from customers before them to inform their purchases.

But are they the only generation interested in eco-sustainability?

In order to make the site more usable, there is a need to get **to know the purchasing habits of the target groups in question** in more depth, also asking questions about the products Ecodream sells, to understand how they are perceived (whether they are expensive or not) and **what are the trust criteria that lead to purchase.**



SURVEY

SURVEY RESULTS

There's no feedback available from Ecodream buyers (none can be found either on social media or on the website or web) I tried to investigate further with a survey.

This will be preparatory to the creation of the **Personas** in the next phase.

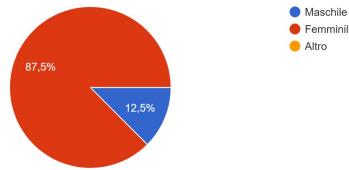
It was submitted to a heterogeneous target group, both male and female, who consider themselves sensitive to environmental and ethical issues.

The channels, on which the questionnaire was administered, are **Facebook and Instagram**.

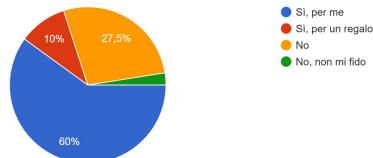
SURVEY OBJECTIVES:

- investigate purchasing habits;
- investigate the perception of the eco-sustainable and ethical fashion world ;
- which devices are most used during the purchase;
- the difficulties they experience when shopping online;
- what brings confidence for the purposes of purchase.

1) Gender:
40 answers



3) Have you ever bought eco-friendly or ethical products such as bags/bags (also for gifts)?
40 answers



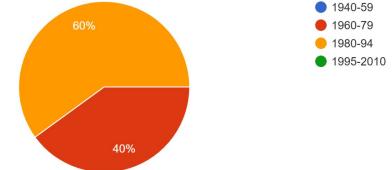
The answers related to this question:

"Yes for me" and "Yes for a gift" → What brand was it? (you can write more than one) → 5 Don't remember, Cloiche, No War Factory, Reborn in Italy e All good things are handmade, Malefette, Vintage, Cingomma, Made in carcere, Bionice, 3 Artigianato, Pure, Bobo Choses, Kanken, Ergobag, Carlottinab, Altromercato, LabLami, WindLittleBags, Macondo, Skunkfunk, Anna field;

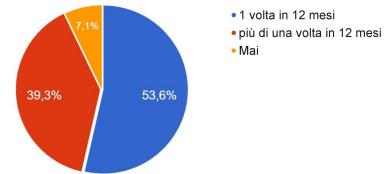
No → 2 Never thought about it, Difficulty in finding information about the origin of the product, Not many products for men, 2 Hasn't happened to me, Low salary, Not a criterion I pay attention to, Due to lack of knowledge, Not to my taste
No, I do not trust → by skin.

TARGET AND SURVEY

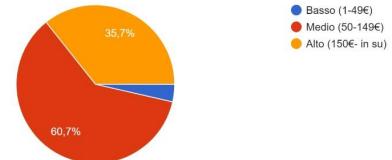
2) What is your year of birth:
40 answers



4) How often do you buy eco-friendly or ethical fashion accessories over a 12-month period?
28 answers



5) You think that a design, handcrafted Made in Italy, environmentally sustainable and ethical product has a cost:
28 answers

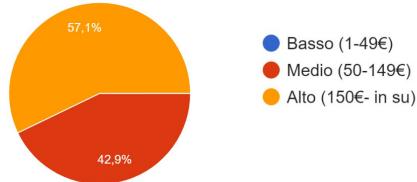


SURVEY



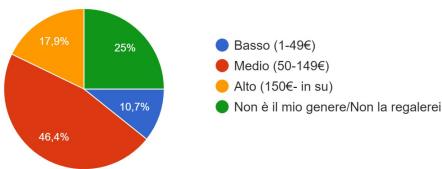
6) What price range do you think such a bag could have?
(Design, Made in Italy craftsmanship and eco-sustainable - made from recycled leather scraps)

28 answers



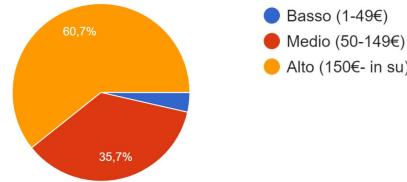
7) What price range **would you be willing to spend** on such a bag? (Design, handcrafted Made in Italy and eco-sustainable - made from recycled leather scraps)

28 answers



8) What price range do you think such a backpack could have?
(Design, Made in Italy craftsmanship and eco-sustainable - made from recycled leather scraps)

28 answers



9) What price range would you be willing to spend on such a backpack? (Design, Made in Italy craftsmanship and eco-sustainable - made from recycled leather scraps)

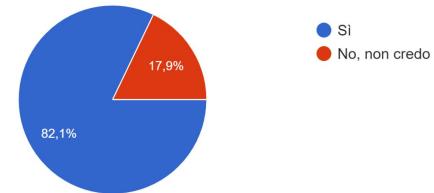
28 answers



TARGET AND SURVEY

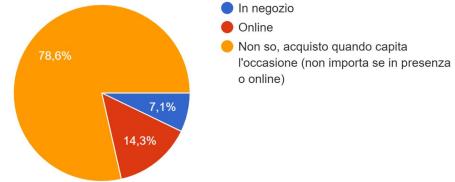
10) Do you think an eco-friendly and ethical accessory should have certificates to be credible and reliable?

28 answers



11) How do you prefer to buy a sustainable and ethical fashion accessory?

28 answers



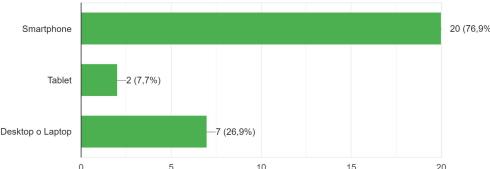
Questions related to 'In the shop'

What does in-store shopping have that online shopping does not?

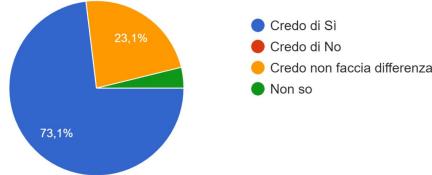
2 answers → The possibility of seeing the product directly, More direct.

SURVEY

12) What kind of device do you usually make your purchases with?
26 answers



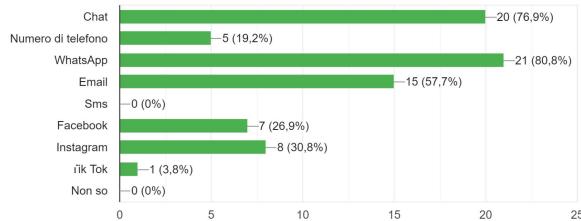
13) Could attractive and simple graphics give more confidence when shopping online?
26 answers



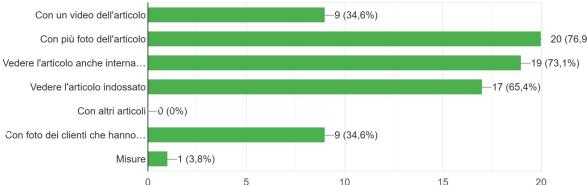
14) What difficulties do you encounter during an online purchase?
28 answers

Risposte→ 10 None, Only if the site does not accept paypal, Sometimes there are many steps to take before arriving at the purchase, Asking for information, Payment, Finding the exact measurements, When the shopping cart is not clear. Meaning when after putting all the various items in the cart they don't clearly show you the shipping costs, any discounts or where to put the discount codes, It annoys me, The rendering of the colour of the product in the photos, Contacting the seller, Understanding the fit/size of a garment, Payment only by credit card for those who don't have one.

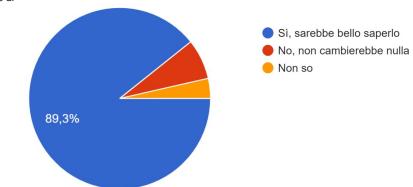
15) Which service channels would you like to see on the website you are buying from? (more than one possible choice)
26 answers



16) How would you like to see an item displayed online, so that it convinces you to buy it?
26 answers

**TARGET AND SURVEY**

17) Do you think that knowing the name of the person who created your article, working on it, will add value to your purchase?
28 answers



18) A question I should have asked you about this? (and possibly also an answer :))
11 answers

Question answers→ Do you think it is environmentally friendly to buy online? No.

Would you like to see mini tutorials or quick videos on the site on the article creation process? Yes. I would believe even more that the item was created by hand, in Italy and with eco-friendly material. I would probably pay even more for it.

2 They believe that sustainable packaging is as important as the product;

Why do you buy handmade and eco-friendly products? I buy them because I prefer a product made slowly, soulfully and passionately by expert hands rather than a product mass-produced by cold machines.

What is the waiting time for receipt of products? As short as possible or if the product still has to be created, explain the appropriate waiting time.

SURVEY SUMMARY

Out of 40 people, only 28 made purchases of eco-sustainable/ethical/made-in-Italy fashion accessories.

From this sample, a number of **important pieces of information** were deduced:

- Firstly, a target group emerged that had not been considered previously: **Generation X** (40% of participants, 60% Millennials).
Of these, both men and women mainly buy eco-friendly items for themselves (Millennials to a greater extent), preferring handicrafts and eco-friendly by choice.
A minority do not consider buying eco-friendly because they "never thought about it" when buying fashion accessories.
Some men complain about the limited choice of fashion items for them.
 - More than 50% say they **buy once in 12 months**, while more than 30% buy more than once in the same time period.
 - **Regarding the perception of eco-friendly products:**
In prices, an eco-friendly, made-in-Italy item is perceived as mid-range (up to 149€) by 60% of those surveyed, while 35% perceive it as high-end (+150€). Two Ecodream articles were perceived as mid-range.
 - **Certifications:** these are important and act as guarantors for the product.
- Below are the Insights that emerged from the survey carried out:
- Generations X and Millennials buy mainly for themselves. Men would also like to be able to buy eco-friendly bags and backpacks.
We should run an awareness campaign, or at least tell people well about the product, for those who do not think about eco-sustainability at the time of purchase.
 - The proposed Ecodream articles give the public the right perception of their cost.
 - In the restyling of the home page, an important position will be occupied by the 2021 GreenItaly award.

- Most **do not have a purchasing preference** when it comes to eco-friendly accessories, they buy in-store or online depending on the occasion.

While those who buy online **prefer to use their smartphone** and believe that attractive website graphics are an indication of purchasing confidence.
- In order to convince in the sale, **the product must have enough photos**, even internal and worn ones. In certain cases, **testimonials** (the customers themselves) can also be more convincing in the purchase.
- The channels for communicating with the seller** remain the usual privileged ones: chat, Whatsapp, email; among social media, Instagram stands out, perhaps because of its vocation for images.
- Nearly 90% believe that **knowing the name of the person who produced the item gives added value to the purchase**, as does seeing some video on production.

In short, **working on the storytelling** of the handmade product would give a deeper meaning to the purchase, as well as a human one.
- Difficulties with online shopping** mainly relate to payment (paypal or card-only), contact with the seller, actually understanding what the product looks like (colour and size), too many steps to purchase, difficulty in understanding the total costs in the shopping cart.

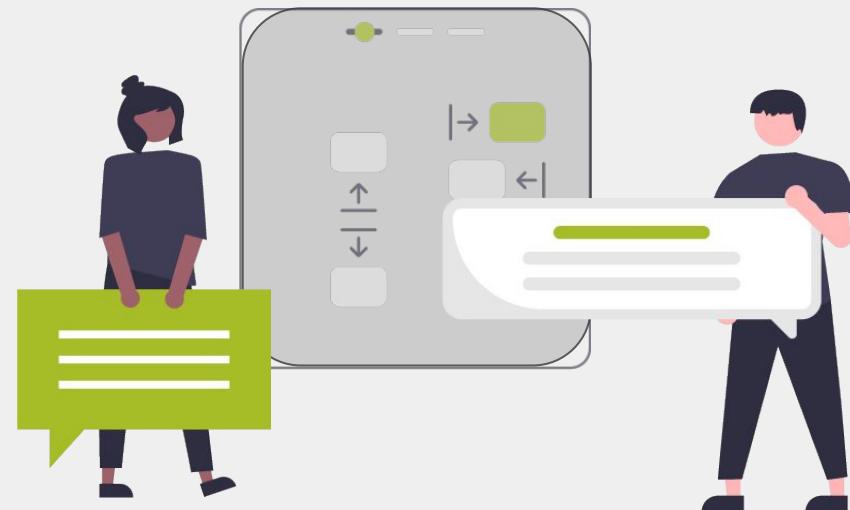
- An important part on the site will be the Offers and Discounts section.
- Optimising navigation on mobile.
- The product page will have to narrate, as well as show the product well; again with regard to 'telling the story', the About Us section will have to be lightened and made easier to read. A Press section will be created for newspaper articles only.
- An assistance chat could be considered, but here it depends on the company's choices, although the lack of a chat could be remedied by the use of the Whatsapp, already present on the site.
- Thinking of adding the name(s) of the person(s) who contributed to the article could be a plus to add to the product page.
- Are there other payment methods we can offer the customer? Special attention will be given to the check out phase.

PERSONAS AND USER JOURNEY

PERSONAS

The questionnaire proved to be a useful tool to further investigate **the perceptions and needs** of the target audience.

Thus, **personas were outlined**, which will be very useful for us to draw a better perspective of the restyling of the Ecodream site.



“What kind of world are we leaving to our grandchildren? In my own small way I try to buy sustainable”



Sara (The Teacher)

AGE: 51 years

LOCATION: Roma

OCCUPATION: Italian teacher at Liceo Scientifico

BIO

She is looking forward to retirement, but at the same time she is happy to still be teaching young minds. She takes the subject of the environment to heart, because she would like to leave a better world to her 2 grandchildren. She tries to buy consciously, km 0 or ethical products and, yes, she loves handbags.

OBJECTIVES

She would like to buy a bag to take to work that is environmentally friendly, possibly also animal friendly and ethical.
She usually buys Made in Italy.

PERSONAS AND USER JOURNEY

FRUSTRATIONS

Many shops offer items made in China or with decentralised production, even when they are ethical. She does not like this very much. Sometimes she buys online, but it is difficult to find useful information to trace the article, so she very often desists.

WHERE TO BUY

WEB SITE:



PHYSICAL SHOPS:

MARKETS:



DEVICE

BRANDS

LITTLE
LIFFNER

IL BISONTE

EUTERPE

USER JOURNEY		PERSONAS AND USER JOURNEY		
ACTIVITIES AND TASKS	Sara <i>(The Teacher)</i>	SCENARIO	OBIETTIVI/ASPETTATIVE	
	AWARENESS	CONSIDERATION	DECISION	
	She sees an Ecodream bag at a colleague's and decides to ask for information. She decides to do an online search.		She has found her colleague's bag, but is madly in love with another model as well: she puts both in her cart. Accidentally click on home....	
	TOUCH POINT	G	He found the shopping cart by going to the shop section, but the quality of the site makes it suspect. Check the retail section to see if there are any shops in Rome. She does not conclude the purchase.	
	THOUGHTS AND EMOTIONS	"Ecodream, interesting... let's see if they have the bag I saw at my colleague's...."  HAPPY	"How come I click on different images and the landing page is always the same?"  CONFUSED	
PAIN POINTS		<ul style="list-style-type: none"> • repetitiveness of connections • the shopping cart is not always available on the navigation bar 		
		<ul style="list-style-type: none"> • trust in the website has dropped considerably. No retail in Rome 		

POTENTIAL USER JOURNEY		PERSONAS AND USER JOURNEY		
ACTIVITIES AND TASKS	Sara <i>(The Teacher)</i>	SCENARIO	OBIETTIVI/ASPETTATIVE	
	AWARENESS	CONSIDERATION	DECISION	
	She sees an Ecodream bag at a colleague's and decides to ask for information. She decides to do an online search.		She has found her colleague's bag, but is madly in love with another model as well: she puts both in her cart. Accidentally click on home....	
	TOUCH POINT		She found the shopping cart, going to the shop section, the quality of the site makes her confident. She checks in the retail section to see if there is any shop in Rome, when she sees that there is not, she decides to complete the purchase online anyway.	
	THOUGHTS AND EMOTIONS		 "Ecodream, interesting... let's see if they have the bag I saw at my colleague's...."  "So many beautiful bags! Spoilt for choice!"  "Oops! My mistake... Ah! But here's the cart..."  "Purchased! Can't wait to receive them!!!"	
SOLUTIONS ADOPTED		 HAPPY  ENTHUSIASTIC  REASURED  RELAXED	<ul style="list-style-type: none"> • Sitemap and optimised links • The shopping cart has been added to the navigation bar • Restyle of the site = more trust and smooth user flow If the site works there is no need for Retail in Rome 	

“What kind of world did our parents leave us? We should do something to change it!”



Naomi

(The Activist)

AGE: 28 years

LOCATION: Milano

OCCUPATION: Barlady in a dockside club

BIO

Vegan and proud supporter of the environment. Also very active on social media, where she always tries to propose alternative and eco-friendly ways of life.
She loves Fashion, but not Fast Fashion: she buys vintage at flea markets, exchanges clothes with friends and tries to buy consciously.

OBJECTIVES

She would like to buy a backpack both to take to work and to use when she goes off and meets up with friends.
As a vegan, she would like an item made from alternative materials to animal ones.

PERSONAS AND USER JOURNEY

FRUSTRATIONS

It is not easy to buy in shops, both for a question of price and for a question of product traceability.
Even at markets, the quality is sometimes poor.

WHERE TO BUY

WEB SITE:



PHYSICAL SHOPS:



MARKETS:



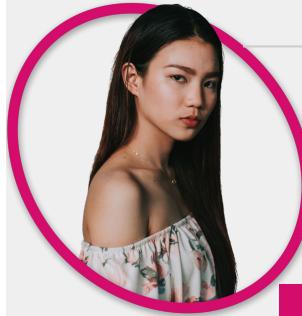
DEVICE



BRANDS



+Three^{ooo}



USER JOURNEY

Noemi

(The Activist)

ACTIVITIES AND TASKS

She is surfing Instagram, on the metro, and sees that an account she follows talks about Ecodream. Curious, she decides to investigate further by visiting the site.

TOUCH POINT



THOUGHTS AND EMOTIONS

"Fantastic! Sounds like a company to watch... and the bags are very nice!"



TRUST

"Phew, how much is there to read? It's a bit difficult to do it in the metro if the text is so long!"



ANNNOYED

"Nice backpacks! They could be just the thing for me! But... But.... are they just pictures?!?"



DISORIENTED

"Great, I get free shipping! But will I be able to return the item? Is Free Shipping also reverse?"



PERPLEXING

PAIN POINTS

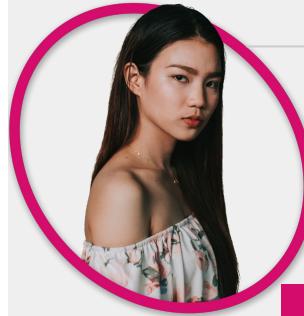
- excessively long and poorly hierarchical text blocks
- The images on the pages Bags or Backpacks, do not have direct links to the articles in the shop.
- It is not clear whether free shipping includes reverse.
- Free shipping is an option to be ticked and not automatic

PERSONAS AND USER JOURNEY

OBIETTIVI/ASPETTATIVE

She would like to buy a backpack both to take to work and to use when she goes off and meets up with friends. As a vegan, she would like an item made from alternative materials to animal ones.

PURCHASE



POTENTIAL USER JOURNEY

Noemi

(The Activist)

SCENARIO

Noemi is on her way to work, on the metro and scrolling through Instagram content. An account she follows is talking about Ecodream in enthusiastic tones, especially since the prices for these eco-friendly bags are really affordable! She decides to look into it...

PERSONAS AND USER JOURNEY

OBIETTIVI/ASPETTATIVE

She would like to buy a backpack both to take to work and to use when she goes off and meets up with friends. As a vegan, she would like an item made from alternative materials to animal ones.

ACTIVITIES AND TASKS

AWARENESS

She is surfing Instagram, on the metro, and sees that an account she follows talks about Ecodream. Curious, she decides to investigate further by visiting the site.

CONSIDERATION

Browsing the site, she goes to the About page to learn more about the company.

DECISION

She is on the page dedicated to backpacks, click on the images and you will immediately find yourself on the product page in the shop.

PURCHASE

After careful browsing, she decides to buy the yellow backpack. She is entitled to free shipping, but would like to take advantage of the Reverse function, should she want to return the item...

TOUCH POINT



THOUGHTS AND EMOTIONS

"Fantastic! Sounds like a company to watch... and the bags are very nice!"

"I already love this company! Material recovery is among their priorities!"

"Nice backpacks! They could be just right for me!"

"Great, I even get free shipping with Reverse! Adorooso!"



TRUST

ENTHUSIASTIC

HAPPY

IN LOVE

SOLUTIONS ADOPTED

- Better organised and readable About page
- Images Bags and Backpacks with shop link
- Free shipping offered automatically and with Reverse
- Link leading to the Shipping Conditions, to find out more.

"I do care about eco-sustainability, but when it comes to accessories, men don't have much choice!"



Stefano *(The Social Media Manager)*

AGE: 38 years

LOCATION: Napoli

OCCUPATION: Social Media Manager for
a furniture company

BIO

As a good Millennial, he suffers the anguish of climate change. He has therefore decided to do what he can to not negatively impact the environment: he goes out on his bike when he can, he would like to buy an electric car, he shops with a little more awareness.

OBJECTIVES

He would like to buy a leather backpack that is eco-friendly (eco-leather or other) casual/elegant and Made in Italy.

FRUSTRATIONS

It is difficult to find fashion accessories for men at a non-prohibitive price.

Very often, what is masculine is often sporty and not smart or casual.

WHERE TO BUY

WEB SITE:



PHYSICAL SHOPS:



MARKETS:



DEVICE

BRANDS





USER JOURNEY

Stefano
(The Social Media Manager)

PERSONAS AND USER JOURNEY

SCENARIO

Stefano is on his lunch break and is scrolling through his Facebook feed. He comes across a post about eco-friendly bags and decides to look into it...

OBIETTIVI/ASPETTATIVE

He would like to buy a leather backpack that is eco-friendly (eco-leather or other) casual/elegant and Made in Italy.

AWARENESS

CONSIDERATION

DECISION

PURCHASE

ACTIVITIES AND TASKS

He reads on Facebook, a post about eco-friendly accessories. Follow the link to find out more.

He is in the home but already at first glance he only sees women wearing the articles...

He decided to browse the site anyway, because he really liked the concept and the Made in Italy craftsmanship. In the backpack section, he found a unisex model...

He puts his backpack in the cart and is eager to proceed... Continue with the registration.

TOUCH POINT



THOUGHTS AND EMOTIONS

"Interesting this company, I wonder if it also has models for men..."



HOPEFUL

"Phew, I don't think I'll find anything for me here..."



SAD

"Ah, but then there's something for me too! How nice!"



HOPEFUL

"But is it not possible to log in with Google or Facebook?"



PERPLEX

PAIN POINTS

- On the Home page there is not much news about unisex articles
- Unisex articles with pictures of men are somewhat hidden
- There is no option to register with Google or Facebook to speed up the purchase



POTENTIAL USER JOURNEY

Stefano
(The Social Media Manager)

PERSONAS AND USER JOURNEY

SCENARIO

Stefano is on his lunch break and is scrolling through his Facebook feed. He comes across a post about eco-friendly bags and decides to look into it...

OBIETTIVI/ASPETTATIVE

He would like to buy a leather backpack that is eco-friendly (eco-leather or other) casual/elegant and Made in Italy.

ACTIVITIES AND TASKS

AWARENESS

He reads on Facebook, a post about eco-friendly accessories. Follow the link to find out more.

CONSIDERATION

He is in the Home and already at first glance he also sees men wearing the articles...

DECISION

He decides to browse the site, because he really likes the concept and the Made in Italy craftsmanship.
In the unisex backpacks section, he found a model he likes....

PURCHASE

He puts his backpack in the cart and is eager to proceed... Continue with the registration.

TOUCH POINT



THOUGHTS AND EMOTIONS

"Interesting this company, I wonder if it also has models for men..."

"Great! I think I will find something for myself here..."

"This backpack is really cool... it looks like it was made for me!"

"Great, you can log in with Google or Facebook!"



ENTHUSIASTIC



EMOTIONED



HAPPY



CURIOUS

SOLUTIONS ADOPTED

- On the Home page there are also photos of men with unisex backpacks
- Create a Unisex/Men's section?
- access is speeded up thanks to Google and Facebook

EMERGING OPPORTUNITIES

The User Journeys revealed numerous opportunities for improvement of the site.

The solutions are:

- Redesign the sitemap and optimise links;
- Add the shopping cart to the navigation bar;
- Making the user flow smoother by restyling the site could also give the user more confidence;
- If user flow works, there is no need for Retail in Rome;
- Organise the About page better to make it more readable;
- Link the images of Bags and Backpacks to the product link in the shop or organise the items better;
- Free postage offered automatically (instead of ticking) and with Reverse;
- Add a link to the Shipping Conditions, to find out more, when checking out;
- Also add photos of men with unisex backpacks to the home;

- Create a Unisex/Men's section?
- Speeding up access with Google and Facebook? Or at least make the check-out faster;
- Highlighting important CTAs.

These were taken into account for the next stage, that of **wireframe design**.



UPDATES

SITEMAP

Here is a **second version of the sitemap**, updated with the data collected.

1.0 SHOP

Where the company sells its products
Models are also included here.

3.0 DOVE TROVARCI

Former retail page. Which shops can find Ecodream.

5.0 CERCA

Search bar.

7.0 CARRELLO

Where you can see all the products the customer might buy.

2.0 ABOUT

Where the company presents, talks about itself, its philosophy and the materials it uses.

4.0 CONTATTI

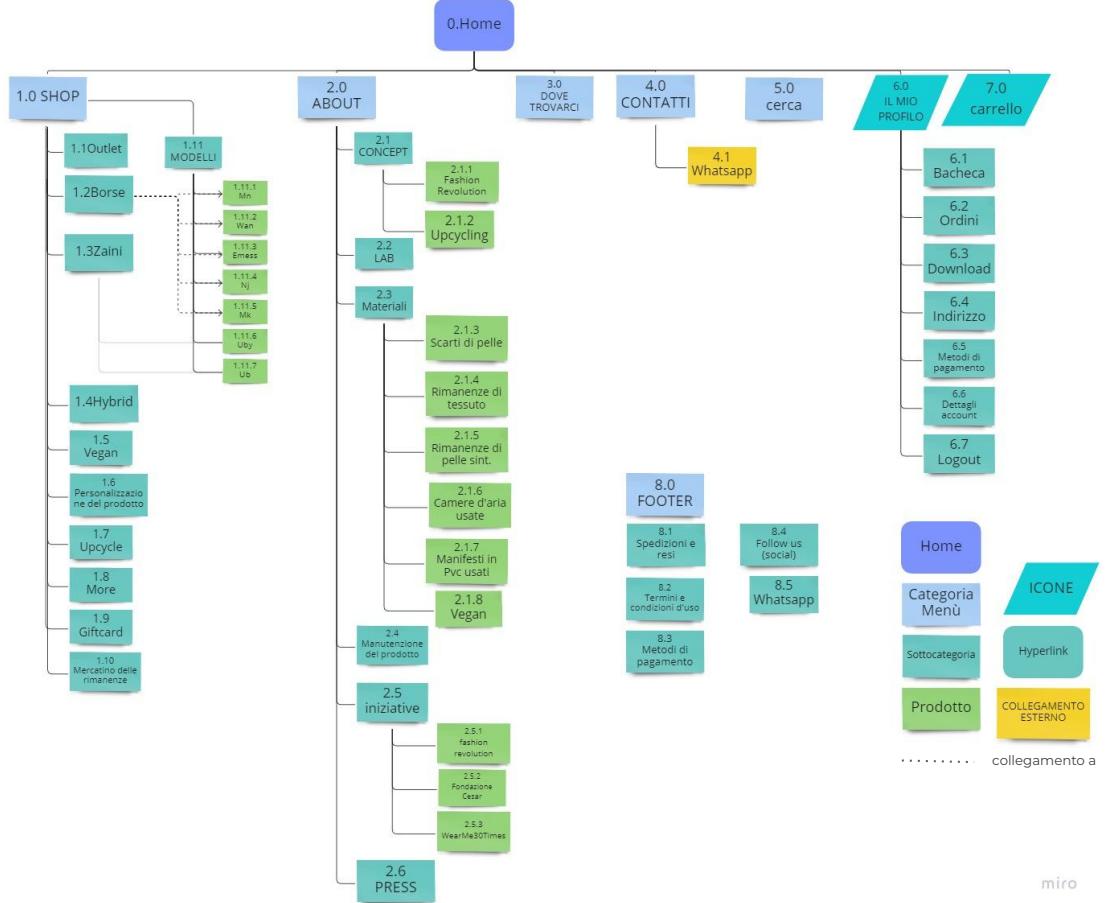
Where you can contact them. There is also a Whatsapp link.

6.0 IL MIO PROFILO

The customer profile page.

8.0 FOOTER

Where there are links to information on shipping and returns, terms and conditions of purchase, payment methods and social.



DISCOVERY

RECAP

AS IS ANALYSIS AND SITEMAP

The site is generally usable: but it needs a redesign and a better organisation of content in a hierarchical manner.

TARGET AND SURVEY

The target group that the fashion market has outlined as being closest to the issues of eco-sustainability and ethicality are the Millennials and Generation Z. However, the questionnaire also shows a good presence of Generation X.

COMPETITORS AND COMPARABLE

There are many competitors, as is the case throughout the fashion industry. Some opportunities for improvement emerged from observing their sites. Ecodream in itself is good, it just needs to present itself better and in the most user-friendly way possible.

PERSONAS AND USER JOURNEY

I took the data from the questionnaire into account to construct the Personas, which then helped me to map out the best possible Journey as users. Thanks to them, I redesigned the Sitemap (first draft), to also have a first draft of the new Homepage.

UX DESIGN PROJECT

Valentina Fiscarelli

WIREFRAMING

2

WIREFRAMING

HI-FI WIREFRAME: HOME, ABOUT, SHOP, PRODUCT PAGE, CHECK-OUT PAGE

47

USER WIREFLOW

55

SITEMAP REVISIONED

56

RECAP

57

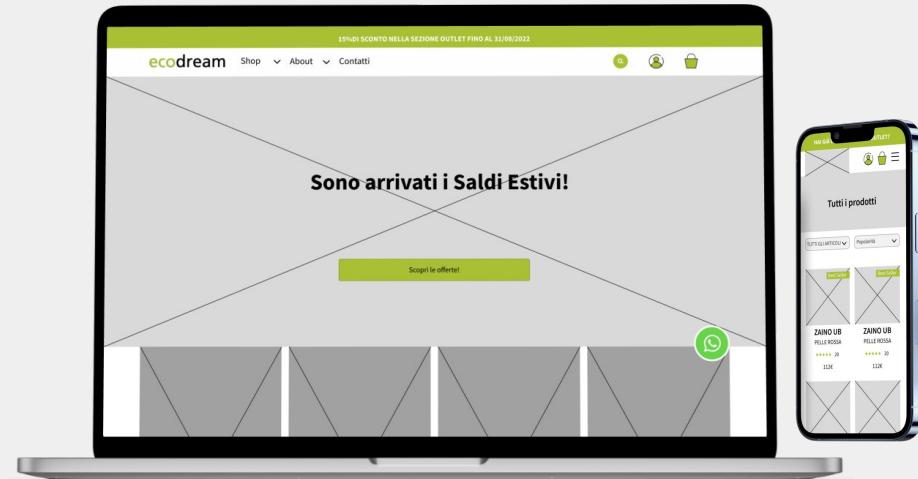
HI-FI WIREFRAME

HI-FI WIREFRAME

In this phase, the following **5 pages** were considered and designed:

- Home page;
- Shop;
- Product page;
- About page;
- Check-out page

Below is the **link** to see the working pages, both Desktop and Mobile:



Homepage 1/2

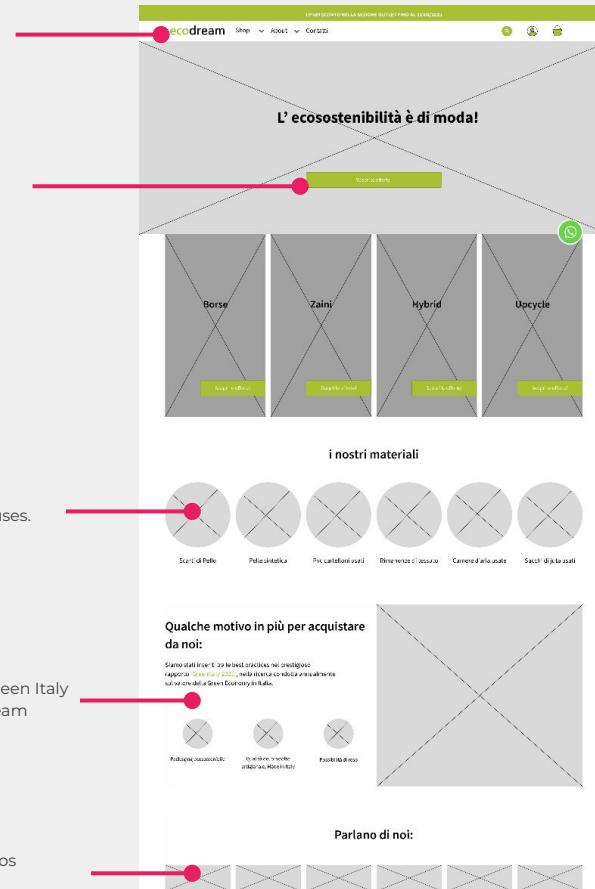
New menu with 3 expandable items (Shop, About, Contact), search, profile icon and shopping cart.

Evocative Hero image with CTA

Materials that Ecodream usually uses. Click on the icons to land on the material pages

Section with Certificate/Report Green Italy 2021 and reasons to buy at Ecodream

Press section with newspaper logos

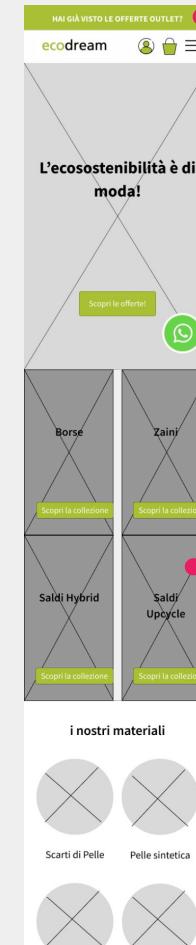


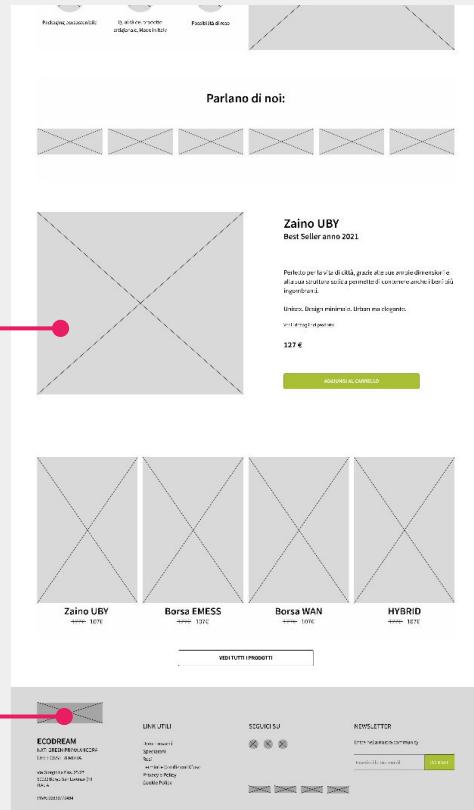
Hi-Fi Wireframe

Banner to announce discounts in the Outlet section or other information

Whatsapp always available

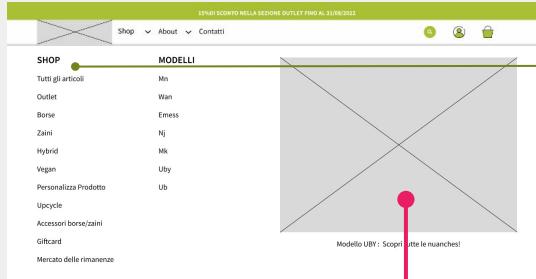
Section with all models: CTAs lead to the specific shop section





Footer: Company Information, Useful Links, Social and Newsletter

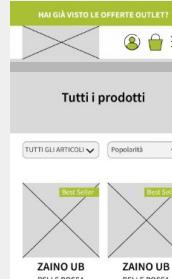
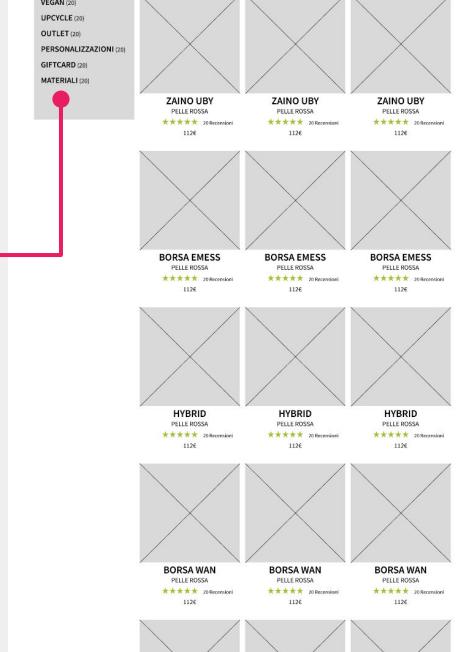
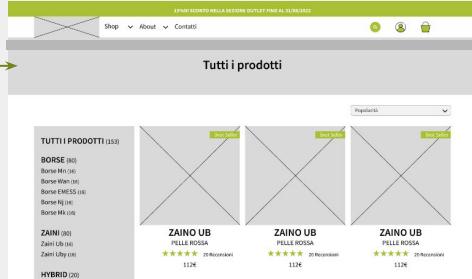
SHOP



SHOP MENU

Photo of a bag/backpack:
clicking on it takes you to the
product page of the
bag/backpack.

Side menu with all articles by
category.



HI-FI WIREFRAME

Breadcrumb

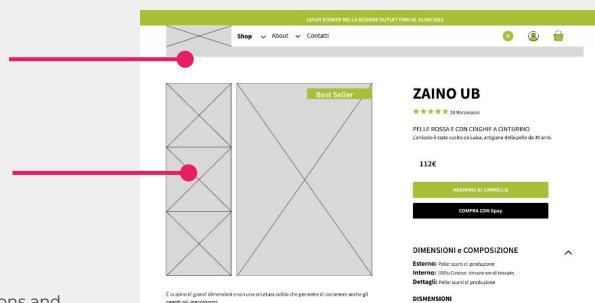
Filter for ordering articles

Articole

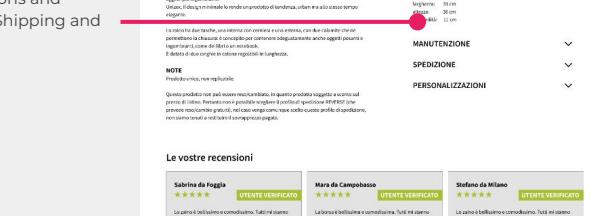
PRODUCT PAGE

HI-FI WIREFRAME

Breadcrumb



Article images



Drop-down tabs on Dimensions and Composition, Maintenance, Shipping and Customisation.



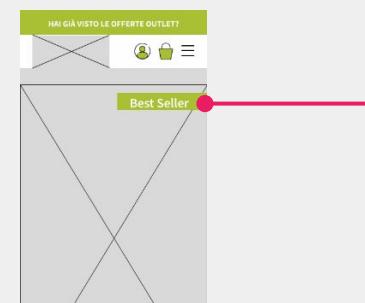
Articles reviews



Other purposes



Photos of Testimonials (other buyers)



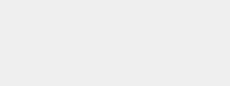
Badge for the best sellers articles.



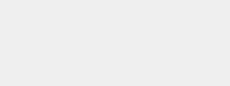
Carousel product images

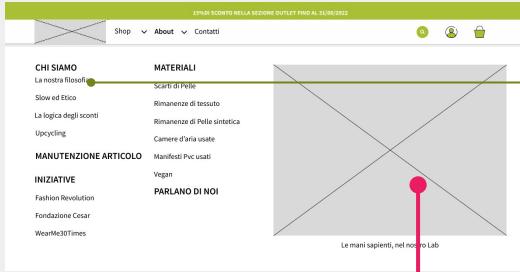


Name of the person who made the article



Article description





ABOUT MENU

Photo of a craftswoman at work: clicking on the image takes you to the 'Our Philosophy' page.

1 of 3 storytelling points



La nostra filosofia

Ogni prodotto è una piccola opera d'arte, il frutto di un'espressione creativa, di un'intuizione e di una produzione artigianale.

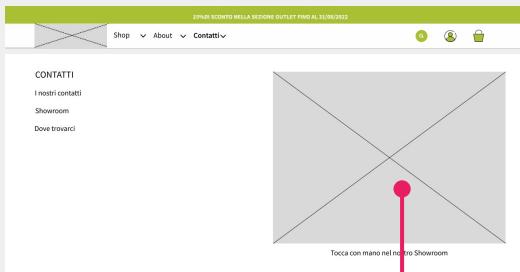
La nostra produzione si caratterizza per l'unicità di ogni singolo pezzo e per l'accurato studio del design e dei colori utilizzati, volta per volta, in contrapposizione alla produzione industriale, standardizzata.

Per questo ogni nostro prodotto è realizzato utilizzando diverse tipologie di materiali di recupero o riciclo, con colori sempre disponibili in quantità limitate e sufficienti per un solo pezzo.



~~La nostra filosofia~~

- Evocative image



CONTACT MENU

Showroom photo: clicking takes you to the page of the same name.



MADE IN ITALY: UNA STORIA
ARTIGIANALE, LOCALE

Questa domanda impone a ogni persona di sapere nei confronti della salvaguardia ambientale se essa prescinde dalla persona e dal potere.

Alcuni decine di interpellanti e i deputati le hanno già voluto discutere con un basso tono di voce.

Vorrei invitare questa parola pandemica che colpisce anche organi politici: le preoccupazioni. E' infatti una delle debolezze della nostra cultura: la fissa e ferrea convinzione che non ci sia nulla da temere, che nulla possa accadere, che nulla debba cambiare, che nulla debba percorrere il cammino di conoscenza e di formazione.

Vorrei che la fondazione supportasse e che "tanzasse" dalla lunghezza del braccio.

Grazie del processo predittivo che viene strettamente nel nostro laboratorio.

Per accogliere a pieno diritto, mentre per dirsi che si appoggiano ad angoli precisi, le istituzioni che grazie alla loro conoscenza e supportano i diritti umani.

E risultato è un'attivazione musicale e psicologica, etale, a tutti quegli elementi che possono contribuire al rafforzamento di una più elevata qualità dei poteri.

Non vendiamo solo il materialista, ma anche un bene che posso accompagnare per una vita: la vita.

La vita è un luogo possibile.



ECOSOSTENIBILE,
SLOW ED ETICO

Siamo fortemente legati a concetti come slum

Introduction to the Ecodream philosophy

3 of 3 storytelling points

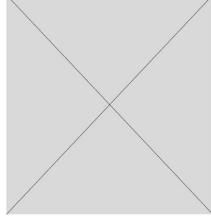
UPCYCLE E VEGAN

La nostra filosofia è creare accessori made con quel che è già stato prodotto. Esistono così di consumare risorse del pianeta, contribuendo a ridurre la mole di rifiuti da smaltire e salvando qualche altra.

Il nostro progetto è il più grande esempio di upcycling: utilizziamo saperie non-materie del settore tessile per creare accessori come le borse e i cappelli. Il presidente dell'azienda è un artigiano italiano che ha lavorato per molti anni nel settore tessile, realizzando oggetti di valore in pelle, sapeva di quale avuto a fare quello che ci si può permettere attraverso. Sono materiali che si accrescono con l'uso e vengono considerati dei rifiuti.

Una volta materiali più tradizionali, come cuoio e stracci di pelle, rimanono ancora disponibili per essere riciclati. I nostri prodotti sono sostenibili non solo in quanto è dolore le persone che li creano, ma anche perché sono fatti con materiali che non sono disponibili.

Potete avere la certezza di non aver contribuito in nessuna maniera alla sofferenza di un essere vivente.



Ecodream nasce come progetto di ricerca nel 2014, si sostituisce ufficialmente come azienda nel 2016 grazie anche al supporto delle istituzioni del territorio fiorentino. È una realtà giovane, che con il tempo si è data in grado di crescere e farsi notare nel panorama italiano di riferimento.

Nel 2015 siamo stati selezionati tra i partecipanti di "IMPRESA CAMPUS UniFI", promosso dall'Incubatore Universitario Fiorentino (IUF), arrivando primi al contest dedicato, come miglior progetto d'impresa. Nel 2016 abbiamo vinto il bando "START-UP SUCCESS", percorso di accelerazione per start-up nel settore manifatturiero, promosso da FEDERMANAGER TOSCANA, con il supporto dell'Incubatore Universitario Fiorentino.

Dal 2019, dopo un duro lavoro e non pochi sacrifici, abbiamo cominciato a avere i primi segnali incoraggianti ricevuti da parte dei media nazionali che ci hanno inseriti tra i migliori brand sostenibili del panorama italiano.

Siamo presenti tra le best practices, nel prestigioso rapporto "Greenitaly 2021", che riporta numeri, termini e settori dell'economia green italiana, e fa scoprire le eccellenze italiane che hanno intenzionato le tematiche green nel loro modello di business.

LEGGI ANCHE

MANUTENZIONE ARTICOLO

Ci teniamo ai nostri manufatti, ecco qualche consiglio per mantenere sempre sana la pelle delle vostre borse o zaini.



INIZIATIVE

La nostra filosofia di produzione ci ha portato ad abbondare questa iniziative a carattere etico ed ecologico.



MATERIALI

Tutti i materiali che utilizziamo per le nostre borse e zaini. Le nostre scelte e le certificazioni.



PARLANO DI NOI

Tutti i materiali che ci hanno intervistato e che parlano di noi e della nostra produzione sostenibile e Made in Italy.



LINK UTILI

Doni Trovati Speciale Terre e Città Territorio e Dazio Privacy e Policy Cookie Policy

SEGUICI SU

NEWSLETTER

Entra nella nostra community

Inserisci la tua email

ECODREAM
NATURAL GREEN PELMA ARANCIO
Via Giorgio La Pergola, 26/F
50132 Firenze San Lorenzo (FI)
P.IVA 06907010484

Read also: links to other pages in the About section.

A short company history: from birth to achievements.

Ecodream nasce come progetto di impresa nel 2014, si sostituisce ufficialmente come azienda nel 2016 grazie anche al supporto delle istituzioni del territorio fiorentino. È una realtà giovane, che con il tempo si è data in grado di crescere e farsi notare nel panorama italiano di riferimento.

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INIZIATIVE

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CHECK-OUT PAGE

Quick check-out added to
speed up the process.

The wireframe shows a simplified check-out process. It includes fields for 'Recapiti' (Shipping address) and 'Indirizzo di spedizione' (Delivery address). A 'CHECK-OUT RAPIDO' button is highlighted with a red circle. Below these, a summary table lists three items: 'BORSA EMESS PELLE ROSSA' (112€), 'ZAINO UBY PELLE ROSSA' (112€), and another 'ZAINO UBY PELLE ROSSA' (112€). A note section asks if it's a gift and provides a discount code input field ('Bueno regalo o codice sconto') with an 'APPLICA' button. The total amount is shown as 224€.

Articles in the cart

This wireframe shows a detailed shopping cart summary. It lists three items: 'BORSA EMESS PELLE ROSSA' (112€), 'BORSA EMESS PELLE ROSSA' (112€), and 'BORSA EMESS PELLE ROSSA' (112€). Each item has a 'Rimuovi' (Remove) button. A note section asks if it's a gift and provides a discount code input field ('Bueno regalo o codice sconto') with an 'APPLICA' button. The total amount is shown as 224€.

HI-FI WIREFRAME

Click on the order
summary to see what's in
your shopping cart.

This wireframe shows a detailed check-out page. It includes sections for 'Recapiti' (Shipping address), 'Indirizzo di spedizione' (Delivery address), and payment methods ('Paypal' and 'Gpay'). A note section asks if it's a gift and provides a discount code input field ('Bueno regalo o codice sconto') with an 'APPLICA' button. The total amount is shown as 224€. A green 'VAI ALLA SPEDIZIONE' (Proceed to shipping) button is at the bottom.

Form to fill in for check-out

USER WIREFLOW



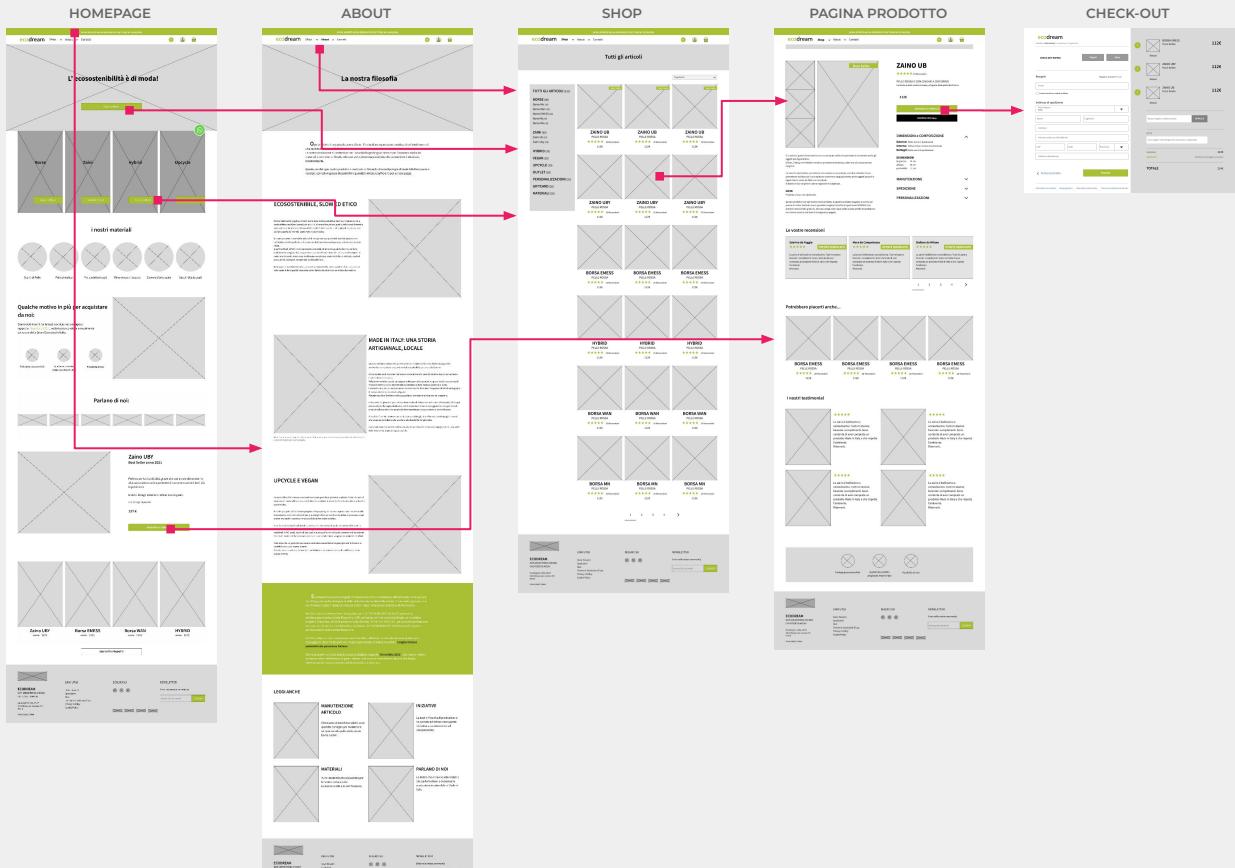
USER WIREFLOW

She is surfing Instagram, on the metro, and sees that an account she follows talks about Ecodream. Curious, she decides to investigate further by visiting the site's **home page**.

Browsing the site, he goes to the **About page** to learn more about the company. She is excited by what she reads.

She decides to visit the Shop, especially the section dedicated to backpacks. She clicks on the images and immediately finds herself on the **product page in the Shop**.

After a careful browse, she decided to buy the black backpack and proceeded with the **check-out**.



SITEMAP REVISIONED

SITEMAP

Here is a **third version of the sitemap**, updated after the wireframes.

1.0 SHOP

Where the company sells its products.
Models are also included here.

3.0 CONTATTI

Where you can contact them. There is also a Whatsapp link, as well as a page about the showroom and dealer shops.

5.0 IL MIO PROFILO

The customer profile page.

7.0 FOOTER

Where there are Useful Links, about shipping and returns, terms and conditions of purchase, privacy policy and social.

2.0 ABOUT

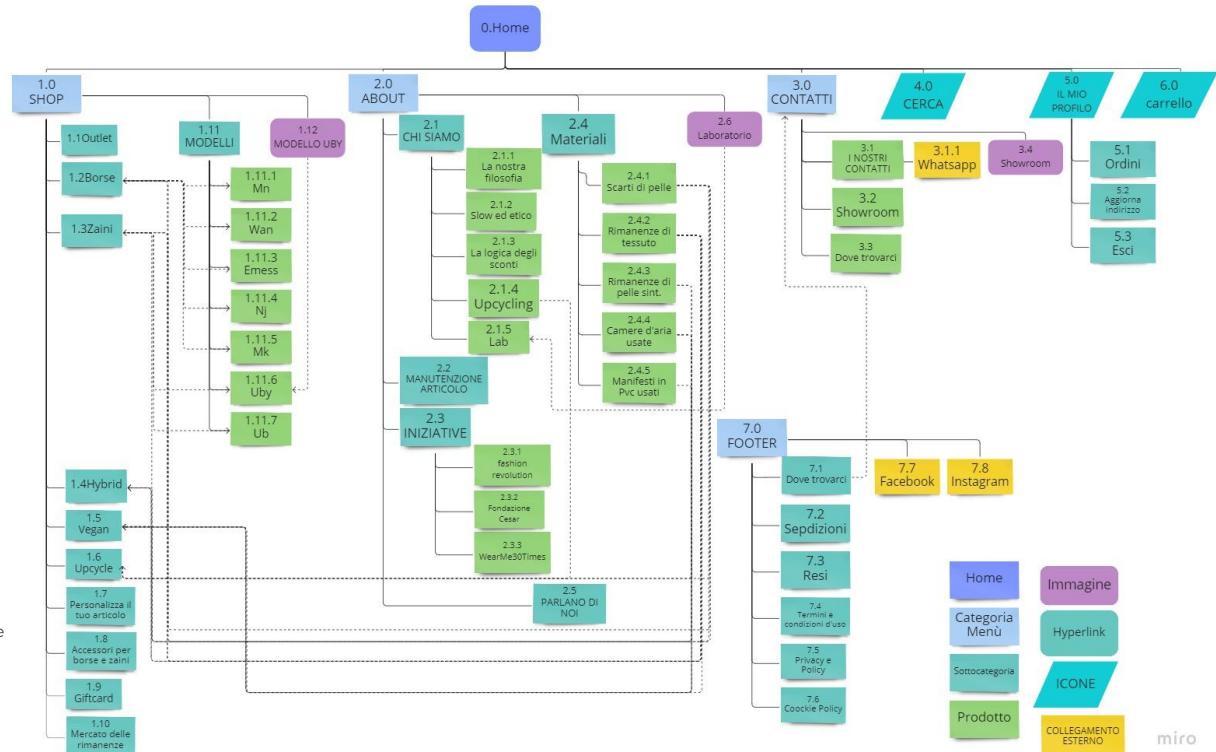
Where the company presents and talks about itself, its philosophy, the materials it uses.
Also linked to the shop.

4.0 CERCA

Search bar.

6.0 CARRELLO

Where you can see all the products the customer might buy.



..... collegamento a

WIREFRAMING

RECAP

HI-FI WIREFRAME (DESKTOP E MOBILE)

Five pages were considered for the restyling: the Homepage, the About page, the Shop, the Product page and the Check-out page.

REVISIONED SITEMAP

A new sitemap (second and third draft) was proposed, with improvements in the arrangement of the contents: in particular, the Shop section was hieraracterised in its contents, as was the About section.

USER WIREFLOW

The user path from the new Home to the check-out was simulated. The personas Noemi was taken into account.



WIREFRAME PROCESSING LINKS

UX DESIGN PROJECT

Valentina Fiscarelli

PROTOTYPING

3

PROTOTYPING

NEW INTERFACE: HOMEPAGE, SHOP, PRODUCT PAGE, ABOUT, CHECKOUT PAGE, ADDED PAGES

59

STYLE GUIDE: TYPOGRAPHY AND FONT, COLORS PALETTE, BUTTONS, ICONS, GRID

66

PROTOTYPE

70

RECAP

71

NEW INTERFACE

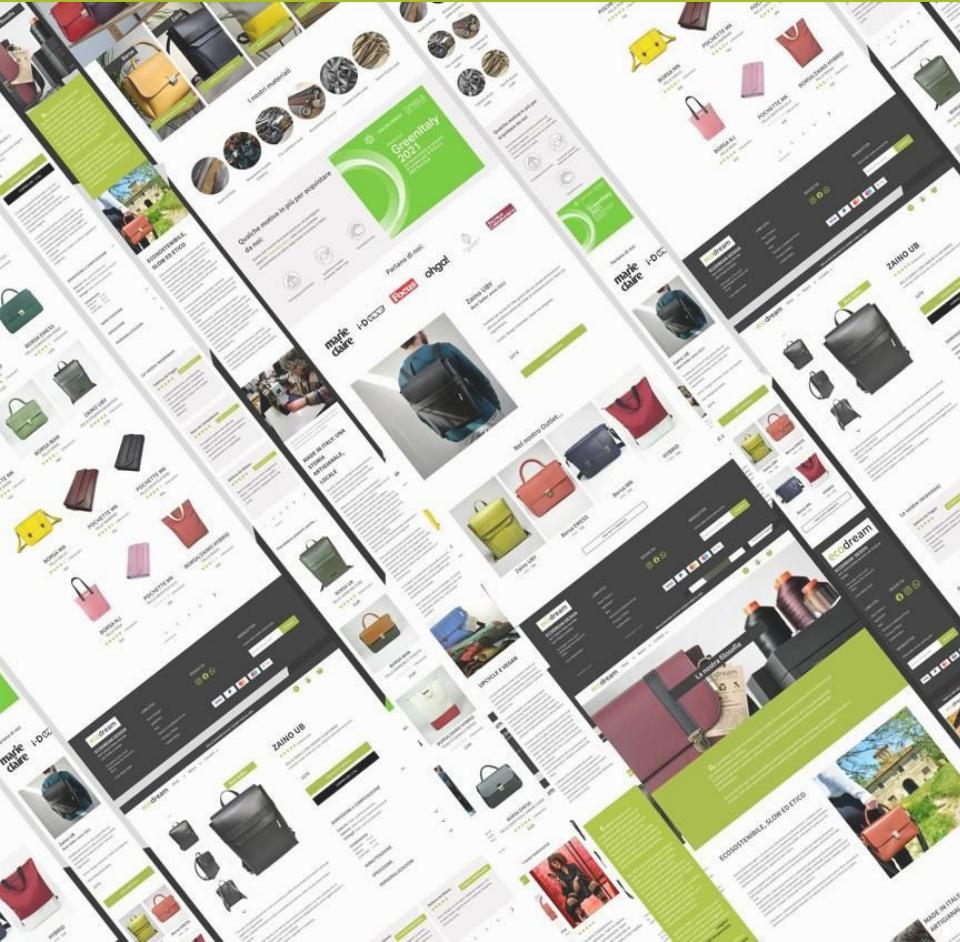
NEW INTERFACE

In this phase, the new interfaces previously designed in wireframing were created:

- Home page;
- Shop;
- Product page;
- About page;
- Check-out page

Additional pages useful for prototyping have also been created.

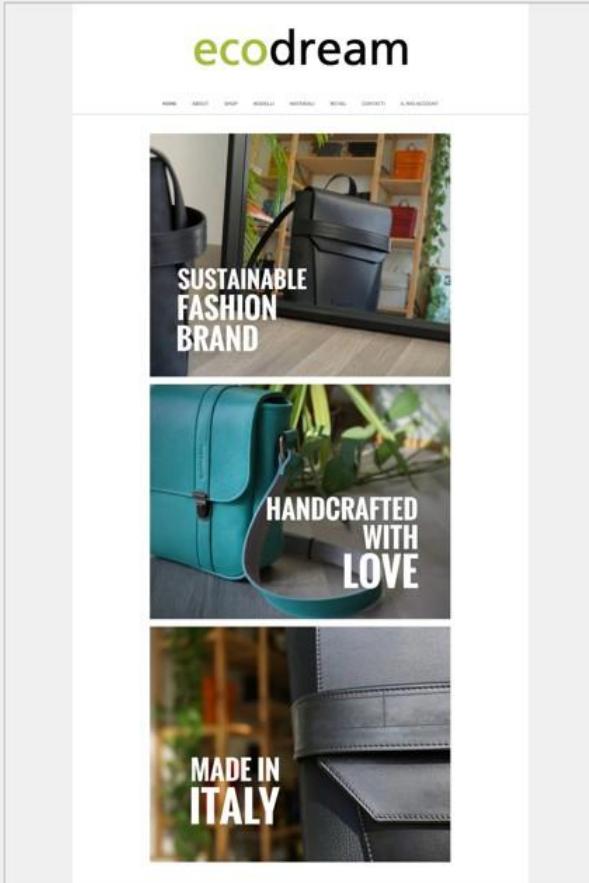
Below is the **link** to see the working pages, both Desktop and Mobile:



HOMEPAGE

NEW INTERFACE

CURRENT HOMEPAGE



NEW PROPOSAL

NELLA SEZIONE OUTLET SCONTI FINO AL 40%

ecodream Shop ▾ About ▾ Contatti ▾

L' ecosostenibilità è di moda!

SCOPRI LE COLLEZIONI

Borse | Zaini | Hybrid | Upcycle

SCOPRI LA COLLEZIONE | SCOPRI LA COLLEZIONE | SCOPRI LA COLLEZIONE | SCOPRI LA COLLEZIONE

I nostri materiali

Scarti di Pelle | Rimanenze di pelle sintetica | Pvc cartelloni usati | Rimanenze di tessuto | Camere d'aria usate | Sacchi di juta usati

Qualche motivo in più per acquistare da noi:

Siamo stati inseriti tra le best practices nel prestigioso rapporto "GreenItaly 2021", nella ricerca condotta annualmente sul valore della Green Economy in Italia.

UNIONCAMERE | Symbola | Rapporto GreenItaly 2021



CURRENT SHOP

The screenshot shows the current version of the ecodream shop. At the top, there's a navigation bar with links like HOME, ABOUT, SHOP, MODELO, MATERIALS, NEWS, SUPPORT, and CONTACT. Below the navigation is a search bar. The main content area features a grid of three bags: a blue satchel, a yellow crossbody bag, and a red shoulder bag. To the right of the grid is a sidebar with sections for SPEDIZIONE E RESI, PERSONALIZZAZIONI DEL PRODOTTO, TERMINI E CONDIZIONI D'USO, and METODO DI PAGAMENTO. At the bottom of the sidebar is a shopping cart icon.

NEW PROPOSAL

The screenshot shows the proposed new shop interface. At the top, it says "NELLA SEZIONE OUTLET SCONTI FINO AL 40%" and has a navigation bar with links like HOME, Shop, About, Contatti, and a user profile icon. A large banner at the top features a collage of bags and the text "Tutti gli articoli". Below the banner is a sidebar with a dropdown menu labeled "Popolarità". The main content area displays a grid of 12 bags, each with a "Best Seller" badge. The products include various styles: ZAINO UB (black), ZAINO UBY (red), BORSA WAN (red), BORSA EMESS (black), BORSA WAN (black), ZAINO UBY (black), BORSA ZAINO HYBRID (yellow), ZAINO UBY (blue), and BORSA EMESS (green). Each product card includes a star rating and a price.



CURRENT PRODUCT PAGE

The current product page for 'ecodream' features a large image of a black leather shoulder bag. Below it is a detailed product description, dimensions, composition, characteristics, notes, and related products section.

DESCRIPTION:
BORSETTA CON TRACCOLLA A CINTURINO | PELLE NERA, ANTRACITE E CAMERA D'ARIA [MN422]

DIMENSIONE:
Larghezza 20 cm
Altezza 25 cm
Profondità 8 cm

COMPOSIZIONE:
• Esterno: Pelle scamosciata di produzione
• Interno: Tessuto artificiale resistente al prodotto
• Design: Pelle scamosciata e tessuto artificiale

CARATTERISTICHE:
È un prodotto adatto per chiunque aggira per le strade giorno e notte. È un accessorio che si adatta a tutti i gusti. È un prodotto che non ha bisogno di essere spiegato, è un prodotto che si adatta a tutti i gusti.

NOTE:
Produttore: China
PRODOTTI CORRELATI:

- MNHANDBAG MN422 BORSETTA IN PELL...
- TRACCOLLA IN PELL...
- MNHANDBAG MN422 BORSETTA IN PELL...
- MNHANDBAG MN422 BORSETTA IN PELL...

NEW PROPOSAL

The new proposed product page for 'ecodream' features a large image of a black backpack. It includes a detailed product description, dimensions, composition, characteristics, notes, and related products section.

ZAINO UB
★★★★★ 20 Recensioni

PELLE NERA E CON CINGHIE A CINTURINO
(Orticello) è stato cucito da Lutus, artigiano della pelle da 30 anni.

127€

AGGIUNGI AL CARRELLO

COMPRA CON G Pay

DIMENSIONI e COMPOSIZIONE

Esterno: Pelle scamosciata di produzione
Interni: 100% Cotone: rimanenze di tessuto
Dettagli: Pelle scamosciata di produzione

DIMENSIONI
larghezza: 31 cm
altezza: 38 cm
profondità: 11 cm

MANUTENZIONE

SPEDIZIONE

PERSONALIZZAZIONI

Le vostre recensioni

Sabrina da Foggia ★★★★★ UTENTE VERIFICATO	Mara da Campobasso ★★★★★ UTENTE VERIFICATO	Stefano da Milano ★★★★★ UTENTE VERIFICATO
---	--	---

Ho regalato questo zaino alla mia ragazza, le serviva uno zaino da portare a lavoro e che potesse contenere laptop e qualche libro. Lei è rimasta estremamente soddisfatta.

Aveva bisogno di uno zaino resistente e stiloso. L'ha trovato Grazie e grazie ancora a Sabrina, l'artigiana che le ha cucito.

Potrebbero piacerti anche...

-
-
-
-



CURRENT ABOUT PAGE

ecodream

BORSE & ACCESSORI ECO FRIENDLY

L'APPROCCIO SOSTENIBILE NEL NOSTRO MODELLO D'IMPRESA

ECOSOSTENIBILE, SLOW ED ETICO

NEW PROPOSAL

NELLA SEZIONE OUTLET SCONTI FINO AL 40%

ecodream Shop About Contatti

Home > About > La nostra filosofia

La nostra filosofia

Ogni prodotto è una piccola opera d'arte, il frutto di un'espressione creativa, di un'intuizione e di una sperimentazione stilistica.

La nostra produzione si caratterizza per l'unicità di ogni singolo pezzo e per l'accurato studio dei materiali e dei colori utilizzati, volta per volta, in contrapposizione alla produzione industriale, standardizzata.

Questo perché ogni nostro prodotto è realizzato utilizzando diverse tipologie di materiali di recupero o riciclati, con colori spesso disponibili in quantità limitate e sufficienti per un solo pezzo.

Stiamo fortemente legati a concetti come slow fashion ed ethical fashion. Crediamo che la vecchia idea del cambiare i paragini su cui ci è nata fino ad ora, quello della moda conveniente, consumista, focalizzata sulla quantità anche sulla qualità a discapito di qualcuno, che dall'altra parte del mondo, sopravvive nella miseria.

Il nostro progetto nasce dalla volontà di recuperare una parte dei materiali provenienti dall'industria della pelleceria fiorentina e dai distretti tessili piemontesi, almeridiani e bresciani.

Quanti mestieri, infatti producono bei e materiali di altissima qualità, hanno una forte tradizione ed artigianalità, ma generalmente, come effetto collaterale, una quantità enorme di materiali di scarso, rimanenze invendibili, eccedenze, materiali falliti o difettati, scarti di produzione, scambi, campioni invendibili ecc.

Utilizziamo i materiali dismessi, percepiti comunque come scarti o rifiuti, cercando di valutare le loro qualità (invecchiato) ed evitando che diventino un rifiuto da smaltire.

MADE IN ITALY: UNA STORIA

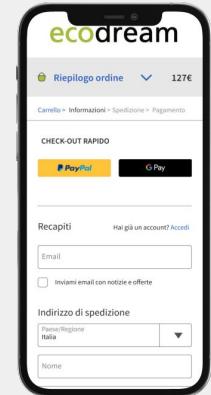


CHECK-OUT PAGE**CURRENT CHECK-OUT PAGE**

The screenshot shows the current Ecodream check-out page. At the top, there's a header with the brand name "ecodream". Below it, a "CHECKOUT" section with a "Anagrafe e P.IVA" button. The main form is divided into several sections: "DETTAGLI DI FATTURAZIONE" and "SPEDIRE AD UN INDIRIZZO DIFFERENTE?", both with various input fields for name, address, phone, and email. A "NOTA" section follows. The "IL TUO ORDINE" section displays a table with items: "SARTORIO" (black) and "SOSPENSIONE" (black). Below this is a "CARTA DI CREDITO" section with a card input field and a "CONTINUA" button. At the bottom, there's a "PAGAMENTO" section with "Carta di credito" and "Paypal" buttons, and a "CONTINUARO" button.

NEW PROPOSAL

This is a proposal for a simplified check-out interface. It starts with a "CHECK-OUT RAPIDO" section with "PayPal" and "G Pay" buttons. The next step, "Recapiti", includes fields for "Nome", "Cognome", "Indirizzo", "CAP", "Città", "Provincia", and "Telefono". There's also a "NOTE" section for "Regalo" and a "Buono regalo o codice sconto" input field with an "APPLICA" button. The final step, "Spedizioni", shows a product "ZAINO UB PELLE NERA CON CINGHIA A CINTURINO" at "127€". The "TOTALE" is also shown as "127€".

NEW INTERFACE

The Check-out Phase is divided into 3 steps: Information, Shipping and Payment.

ADDED PAGES

NEW INTERFACE

CART

NELLA SEZIONE OUTLET SCONTI FINO AL 40%

ecodream Shop ▾ About ▾ Contatti ▾

Home > Shop > Zaino Ub > Carrello

CARRELLO

QUANTITÀ	ARTICOLO	TOTALE
1	ZAINO UB PELLE NERA CON CINGHIE A CINTURINO	127€

Rimozzi

TOTALE 127€

Le spedizioni verranno calcolate al check-out

[Continua con lo shopping](#) [CHECK-OUT](#)

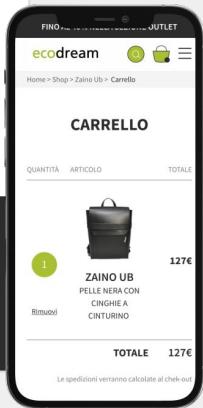
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THANK YOU PAGE

NELLA SEZIONE OUTLET SCONTI FINO AL 40%

ecodream Shop ▾ About ▾ Contatti ▾

Grazie per il tuo acquisto

Ti abbiamo mandato una email con il riepilogo dell'ordine.

Con il tuo ordine hai contribuito a:

- Salvare materiali che altrimenti sarebbero diventati rifiuti;
- Far crescere il Made in Italy;
- Far andare avanti nel nostro progetto.

**ZAINO UB
PELLE NERA CON CINGHIE A CINTURINO**

[VEDI IL TUO ORDINE](#)

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STYLE GUIDE

SOURCE SAN PRO 400 desktop

C	C	P	P	H5	H5	H4	H4	H3	H2	H1
Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
14px	14px	16px	16px	20px	20px	25px	25px	31.3px	39.1px	48.8px

TYPOGRAPHY AND FONT

The font is remained the same of the current site: **Source San Pro 400**.

This font is used for Headlines, body text (P), caption (C) in different weights.

SOURCE SAN PRO 400 mobile

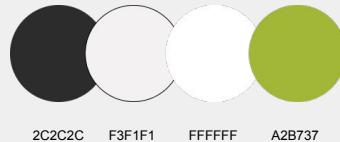
C	C	P	P	H4	H4	H3	H2	H1
Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa	Aa
14px	14px	16px	16px	20px	20px	22px	26px	32px

COLORS PALETTE

I have confirmed the **colors of the original palette**.

Main colours will be **black and apple green**: the first will provide a certain elegant tone, the green on the other hand provides a certain youthful and ecological tone.

Whites and greys, on the other hand, are balanced with each other to create hierarchy in the content.



BUTTONS

The **primary button** will be the green one, having a colour that stands out the most.

Secondary buttons will have an outline and white background.

Tertiary buttons will have the Hover underlined.

PRIMARY

ATTIVO

HOVER

DISATTIVO

SECONDARY

ATTIVO

HOVER

DISATTIVO

TERtiary

ATTIVO

HOVER

ICONS

STYLE GUIDE

ICONE BARRA NAV



SOCIAL



ICONS

For the new icons, I wanted a very light outline and a minimal style: the sense is to make the user understand what they are seeing without reproducing it faithfully.

The **WhatsApp icon has not changed** so as not to confuse users.

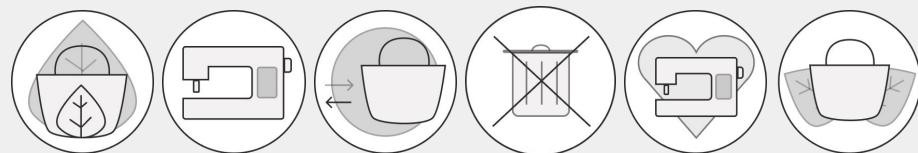
RECENSIONI



CHAT HOMEPAGE



ICONE IN HOMEPAGE E THANK YOU PAGE



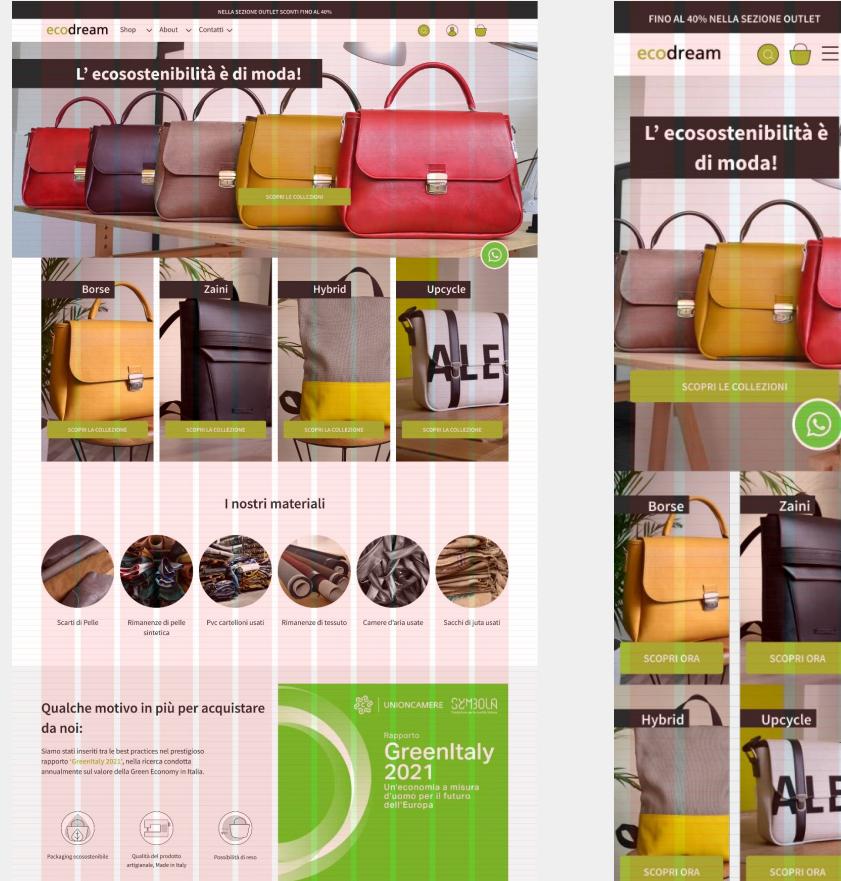
DESKTOP AND MOBILE GRID

DESKTOP:

Stretch, 12 Columns, 16px gutter, 80px Margin

MOBILE:

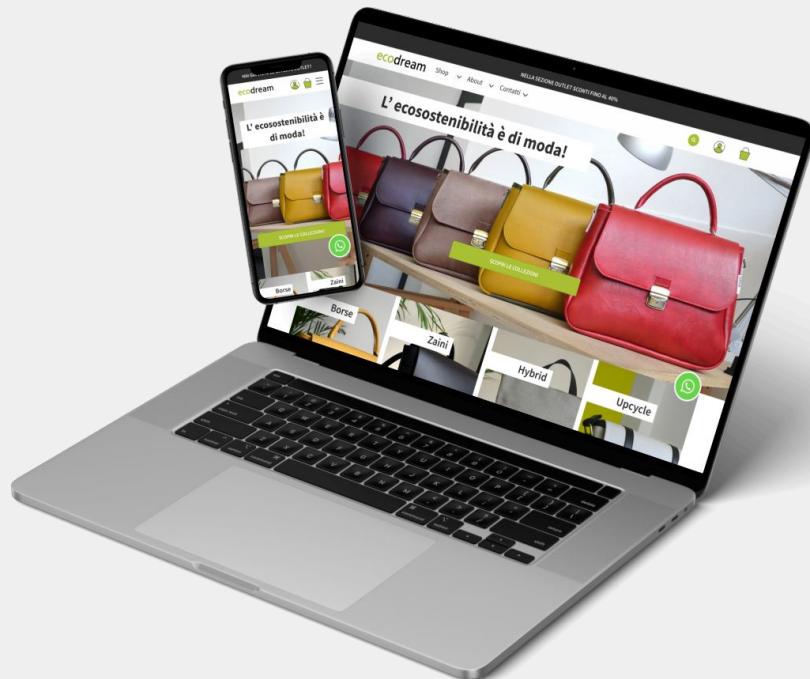
Stretch, 4 Columns, 16px gutter, 24px Margin



PROTOTYPE

DESKTOP AND MOBILE PROTOTYPE

Click on the Figma icons to see the Desktop and Mobile prototypes.



PROTOTYPING

NEW INTERFACE

The new interface emphasises articles, both best-selling and outlet articles, which are equally important. It is hierachised in content, has talking pictures and the collections are better arranged in the home and shop. The product page has some additions, such as the Testimonial section and product feedback. The About page, which is more streamlined, is supported by other in-depth pages. Totally new and sequential check-out path.

STYLE GUIDE

The icons, buttons and palette were created, to complete the prototypes, both mobile and desktop.

PROTOTYPE

A purchase path was created as a prototype (mobile and desktop), this will be submitted to testers in the next phase.



RECAP

USER TESTING

UX DESIGN PROJECT

Valentina Fiscarelli

4

USER TESTING

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OBJECTIVES, TARGET AND RECRUITING

CURRENT OBJECTIVES

For this project phase, the testers interacted with the mobile mode of the prototype.

The objectives were:

- Testing the purchasing process. Is it smooth and fast? Are there any hiccups?
- Testing the new graphics: does it inspire confidence? Is it in line with the brand? Is it appealing?
- Is company information easy to find?
- Does the new menu allow a clear orientation in the content of the site?



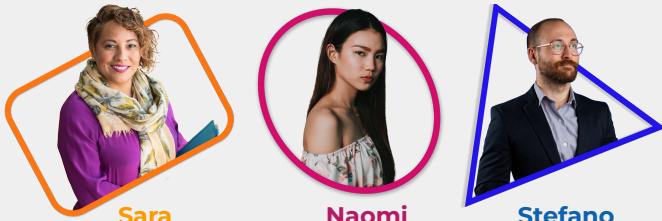
TARGET

The **target group** that emerged from the discovery phase was:

Mixed gender men and women, with a decided majority of the latter; ranging in age from 28 to 62.

They are sensitive to environmental issues and seek to buy eco-friendly, ethical or handicrafts.

They prefer to buy via smartphone, prefer to communicate with support via chat or whatsapp.



RECRUITING

The recruiting phase was conducted via Facebook and Instagram, through an initial administration of a questionnaire.

The questionnaire has the task of selecting the target audience drawn.

The aim was to recruit **5 people** who fit the study personas:

- 28/62 years;
- focus on sustainability/ethicality/craftsmanship
- who buy fashion accessories online, preferably via smartphone.

Informazioni di contatto

Benvenuti* in questa fase di studio.
Il tuo aiuto sarà preziosissimo per migliorare il nostro lavoro.
Il questionario è composto da poche domande ma necessarie per capire se potrai aiutarci nella fase di test.

Tutti i dati inseriti, verranno trattati solo per fini di studio, l'email servirà per essere ricontattati* nella fase test.
Non useremo mai i tuoi dati, per fini di lucro.

fiscarelli5@gmail.com (non condiviso) Cambia account

*Campo obbligatorio

METHODOLOGY, SCRIPT AND TASK

METHODOLOGY

In order to test our product, I decided to use the **Unmodified Usability Test**.

The choice fell on this test because it **has low or almost no running costs**, but can still provide **excellent feedback** on the tested product.

With the Unmoderated Usability Test, I tested the product in its modifications, assessing, through user behaviour and feedback, whether there are any hiccups along the way and improvements to be made.

I **tested the mobile prototype**, because more than 77% of the target group expressed this preference in the discovery phase.



MOBILE PROTOTYPE
WITHOUT HOTSPOT



SCRIPT

I divided the script to be submitted to the two groups in this way:

- **Introduction**
- **Tasks**
- **Follow-up questions**

TASK

Tasks are 2:

1. **Search for company info** (I evaluated the path leading to the La Nostra Filosofia company page);
2. **Purchase a black UB backpack** (with this I evaluated the purchase flow, the added filters and the menu);

<https://docs.google.com/document/d/1XBj75sKW3q8vU3eAGaYbTweT2hlQMzIAxkRoEcJWQo/edit>

SCRIPT TEST DI USABILITÀ NON MODERATO

INTRODUZIONE

Ciao sono Valentina la designer del sito web che andremo a testare oggi. In primo luogo volevo ringraziarti per la tua disponibilità: per noi il tuo aiuto è davvero importante!

Durante questa sessione ti fornirò dei piccoli compiti, da svolgere sul sito in questione: Attenzione! Il sito che testerai è un prototipo, quindi **non c'è rischio che tu possa acquistare realmente qualcosa**, inoltre alcune funzionalità (non strettamente legate ai compiti da svolgere), potrebbero non essere attive.

Non esistono risposte giuste o sbagliate, sentiti libero* di esprimere il tuo pensiero a riguardo e come ti fa sentire quello che vedi e sta facendo: **non andremo a testare le tue capacità ma testeremo il sito web che ti propongo**, per cui tranquilli*, se qualcosa non ti è chiara o ti blocca, il problema non sei tu, ma molto probabilmente è il sito.

Il test durerà massimo 10 minuti, e ti troverai a svolgere 2 attività che ti verranno descritte in appositi scenari.

A fine sessione, ci saranno delle domande che mi aiuteranno meglio a scoprire cosa ne pensi e come sono andati i tuoi compiti.

LIBERATORIA:

Il test effettuato sarà registrato a scopo di migliorare l'esperienza utente sul sito e sarà assolutamente confidenziale: le informazioni saranno condivise con il team e utilizzate per fini di studio.
Proseguendo ci fornisci il tuo consenso ai fini di studio.

TASK

SCENARIO 1

Ci tieni che i tuoi acquisti siano effettuati con certi criteri: in questo caso vorresti per te un articolo che sia ecologico e artigianale,

ANALYSIS OF RESULTS AND INSIGHTS

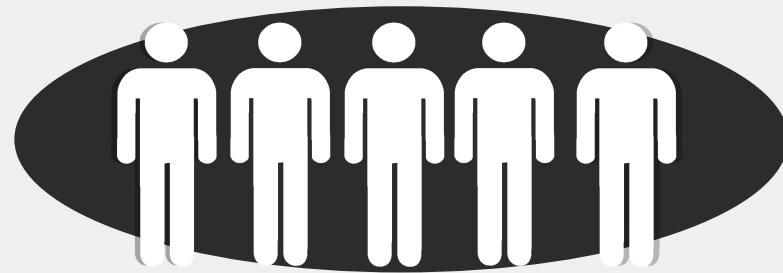
ANALYSIS OF RESULTS

I tested **5 people** in total: 4 women and 1 man. They conducted the unmoderated usability test with the help of the Participate app, the LookBack site.

Below are the **screenshots and observations** gathered from the 2 tasks submitted to the testers.

In the next step, the data collected from the **follow-up questions** are reported.

Finally, conclusions are drawn on the reported tests and insights are outlined that will be applied in the **correction of the prototype**.

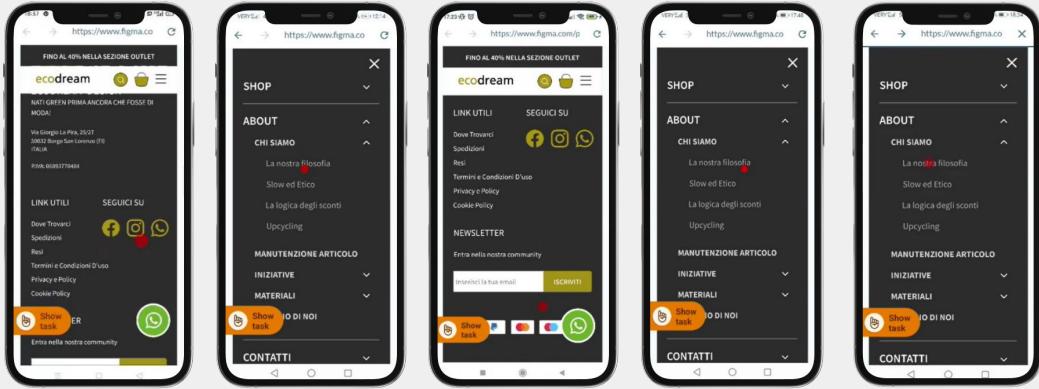


SEARCH RESULTS: TASK 1

SEARCH FOR COMPANY INFORMATION

For informed shoppers, searching for information about a company, is very important.

In the first task, testers were asked to find information about the company on the site.



TESTER 1

After scrolling through the entire Home page, she focused on the footer with little result.



TESTER 2

After scrolling through the entire Home page, and going back, she clicked on the menu and found the required section.



TESTER 3

After scrolling through the entire home page, she was unable to complete the task. She still focused a lot on the footer.



TESTER 4

Tester 4 goes straight to the menu to check the entries; there he finds his way to the company info page.



TESTER 5

In searching for company information she first goes to the footer, finding nothing, she turns to the menu.

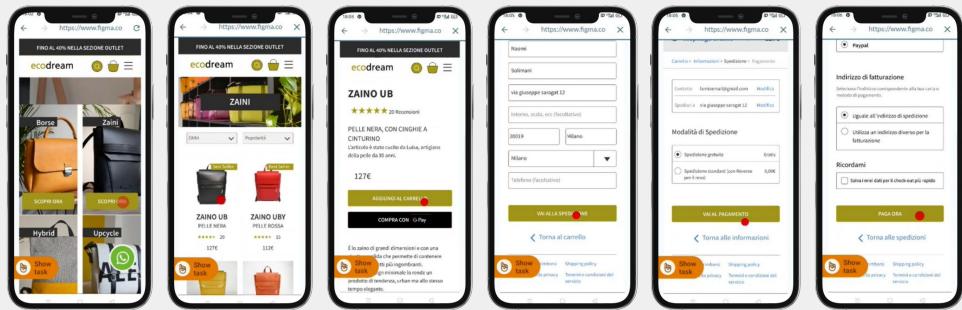


SEARCH RESULTS: TASK 2

PURCHASE BLACK BACKPACK

In the second task, the testers were asked to buy a black backpack.

The point of the test is precisely to see if there are any hiccups in the purchase flow and how to correct them.



TESTER 1

Tester 1 clicks directly on the Backpacks section, immediately below the Hero image. From there on, there are no particular hiccups in the check-out flow.



ANALYSIS OF RESULTS - TASK 2

ANALYSIS OF RESULTS AND INSIGHTS

TESTER 2

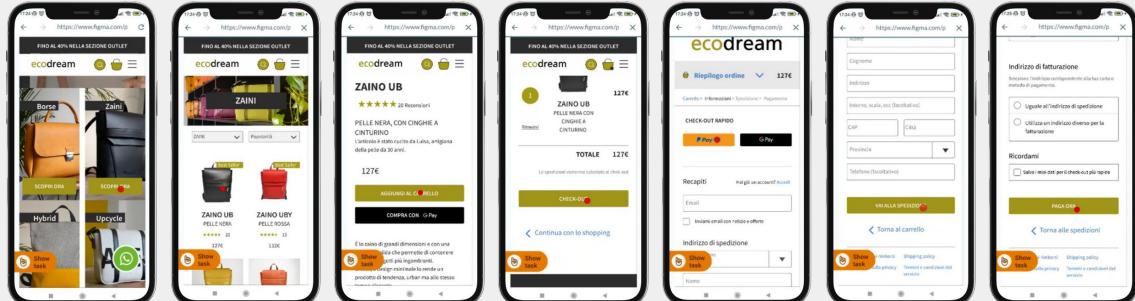
Tester 2 arrives on the product page by clicking on the article Ub Backpack from the home page.

From there on, the check out phase flows fairly quickly and smoothly.



TESTER 3

Tester 3 immediately finds its way to the article. In particular, in the check out phase she focuses on the Quick Check-out buttons (not active on this occasion).



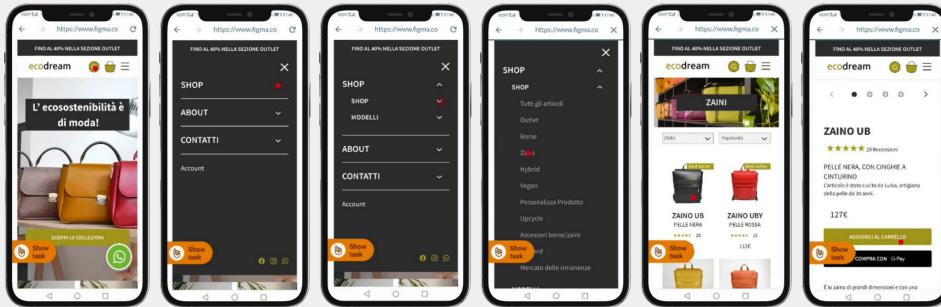
ANALYSIS OF RESULTS - TASK 2

ANALYSIS OF RESULTS AND INSIGHTS

TESTER 4

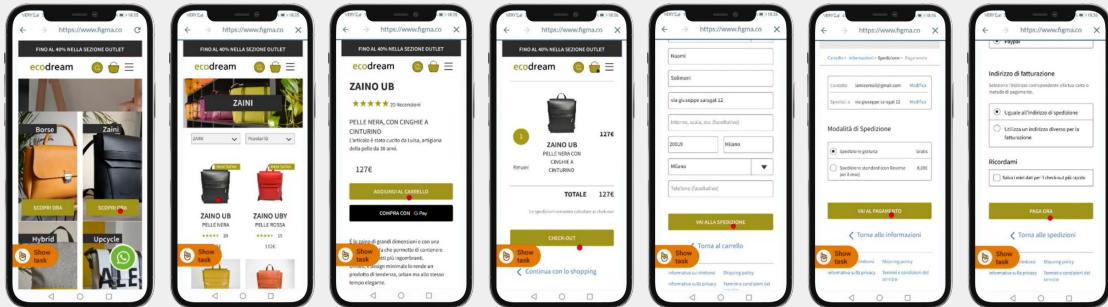
Tester 4 decides to immediately try a faster way for his search: he clicks on the Search icon (not functional for the occasion but certainly useful to understand users' search behaviour).

Once he finds the Backpacks section in the menu, and arrives on the product page, the path proceeds as in all other cases (it has not been reported for a matter of repetitiveness).



TESTER 5

Tester 5, like the others, immediately finds the 'models' section under the hero and from there proceeds smoothly to the check-out.



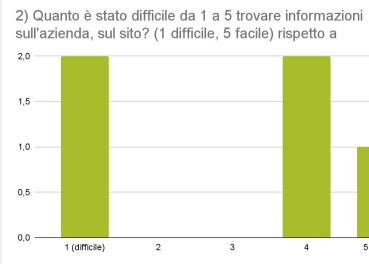
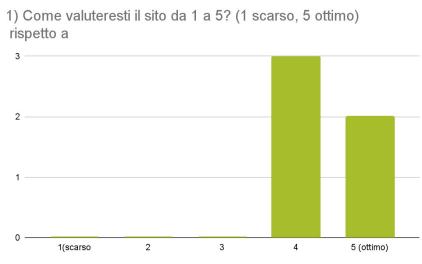
FOLLOW-UP QUESTIONS

FOLLOW UP QUESTIONS

The questions asked at the end of the task were:

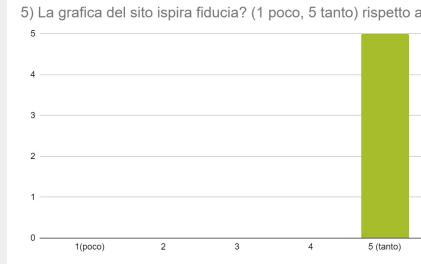
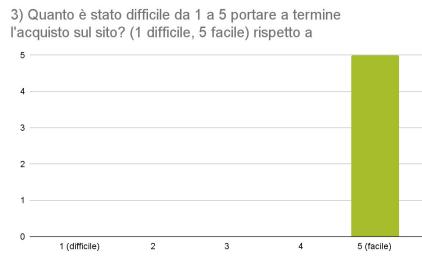
- 1)** How would you rate the site from 1 to 5? (1 poor, 5 excellent)
- 2)** How difficult was it from 1 to 5 to find information about the company, on the website? (1 difficult, 5 easy)
- 3)** How difficult was it from 1 to 5 to complete the purchase on the site? (1 difficult, 5 easy)
- 4)** Does the site's graphics inspire confidence? (1 a little, 5 a lot)
- 5)** Would you buy on such a site, in reality?
- 6)** Is there something in particular that struck you negatively or positively?

ANALYSIS OF RESULTS AND INSIGHTS



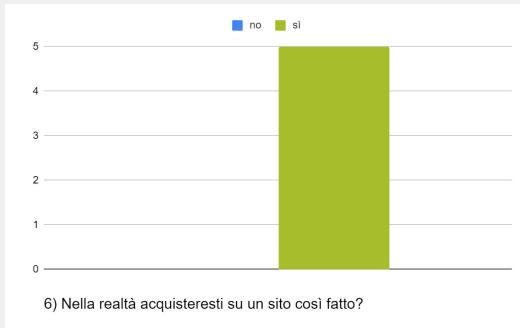
Tester 1 adds: "4 because I have not seen the whole site but I liked the graphics."

Tester 5 adds: "4 because some things were not intuitive, like company info: I would have expected to find it down (in the footer n.d.a.) and instead it was up (in the menu n.d.a.)"



FOLLOW-UP QUESTIONS

ANALYSIS OF RESULTS AND INSIGHTS



6) Is there something in particular that struck you negatively or positively?

Tester 1: "The prices, apart from the outlet prices, are not affordable. The only visible item was the black backpack, but maybe that was deliberate."

Tester 2: "Everything seems quite clear and easy to use, apart from some functions, which were perhaps not activated on purpose. Overall, I liked it."

Tester 3: "On the positive side: everything is very user-friendly, very intuitive, it is easy to follow. I also liked the graphics and especially how the product information, the materials used to make the items for sale, were arranged. I liked it."

Tester 4: "It's a normal site, an ecommerce like any other. it's easy to find things!"

Tester 5: "On the negative side no, the product photos were sufficient, the product was viewable from every angle, I liked this very much. And I also liked the title of the page 'Our Philosophy' a lot."

INSIGHT

ABOUT THE COMPANY:

The first task provided the most conflicting data:

- in 2 out of 5 cases it was not completed;
- 2 out of 5 cases had no problems;
- 1 in 5 cases completed the task, but searched the footer first.

Arriving in the About section, on the company page, for those not yet familiar with the site and looking for information, should be more direct and with fewer steps.

There are two hypotheses to be examined:

1. Insert a link from the home page;
2. Insert a link to the about page in the footer.

PURCHASE BLACK BACKPACK:

Much easier was the purchase of the backpack.

Having placed the **models immediately in the Home page**, after the Hero image, makes it much easier to give the user a direction to go, obviously if the user has clear ideas.

Once on the product page, **the transition to check-out is linear** and obstacle-free.

The **filters on the product page were not used**, while the following additional features were used:

- the search button;
- the article highlighted in the Home (UB Backpack with CTA 'See Article');
- the division of models in the Shop section of the menu;
- Quick Check-out buttons added on the check-out page.

On the whole, as far as the purchase flow is concerned, there are no insights to offer at the moment.

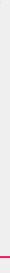
CHANGE MADE AND NEW ANALYSIS

CHANGE MADE IN HOMEPAGE

In the first task, I observed a certain difficulty in finding information on the company:

3 out of 5 testers hoped to find some information directly on the home page or in the footer.
This was not the case.

I decided to make the change in the home page, inserting both in the middle of the page and in the footer a link back to the page **Our Philosophy**.



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I nostri materiali

Scarti di Pelle Rimanenze di pelle sintetica PVC cartellini usati Rimanenze di tessuto Camere d'aria usate Sacchi di juta usati

Qualche motivo in più per acquistare da noi:

- Ecocertificazione
- La Nostra Filosofia aziendale, è questo quello che siamo.
- Eco-sostenibile
- Il Rapporto GreenItaly 2021, la ricerca condotta annualmente sul valore della Green Economy in Italia.

ecodream ECO-DREAM DESIGN
NUOVA SEZIONE OUTLET CHE TIOSCE DI MODA!
Rapporto GreenItaly 2021
Un'economia a misura d'uomo per il futuro dell'Europa

Packaging ecologico Qualità del prodotto artigianale, made in Italy Possibilità di no

Parlano di noi:

marie claire i-D Focus ohga!  

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NEWSLETTER 

ANALYSIS RESULTS

CHANGE MADE AND NEW ANALYSIS

ANALYSIS RESULTS

TASK: Cerca sul sito le informazioni sull'azienda.

Un nuovo test di Usabilità Non Moderato è stato somministrato a 3 tester (2 donne e 1 uomo).
I risultati sono stati incoraggianti e hanno confermato le insight precedenti.



TESTER 1

Dopo aver scrollato tutta la Home, si è focalizzato sul footer trovando La Nostra Filosofia nei Link.



TESTER 2

Il tester si è fermato a metà pagina, cliccando sul link di riferimento.



TESTER 3

Anche questo tester si è focalizzato nel footer per trovare le info sull'azienda.



USER TESTING

OBJECTIVES, TARGET AND RECRUITING

The prototype of the new site was submitted to 5 target testers, recruited on Facebook and Instagram, via an initial questionnaire.

The objectives were to evaluate the purchase flow, the new features included, the graphics and the search for company info.

ANALYSIS OF RESULTS AND INSIGHTS

The tasks revealed that the most delicate phase is when the testers look for information about the company. From here, modifications were made to the prototype. As far as the purchase flow is concerned, no problems were detected.

METHODOLOGY SCRIPT AND TASK

A special script was created for the Unmodified Usability Test: 2 tasks and 6 follow-up questions were administered to the 5 testers.

CHANGE MADE AND NEW ANALYSIS

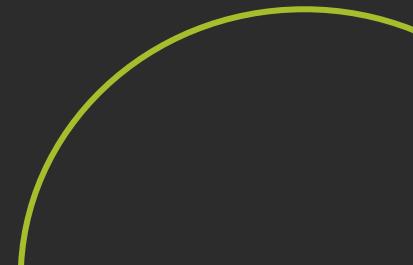
Two links leading to the Our Philosophy page were inserted in the home page: one in the middle of the page and the second in the footer.

The tests were repeated and the results were satisfactory.

RECAP



***THANK YOU FOR THE
ATTENTION!***



[Valentina Fiscarelli | LinkedIn](#)



[Valentina Fiscarelli | Instagram](#)

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