

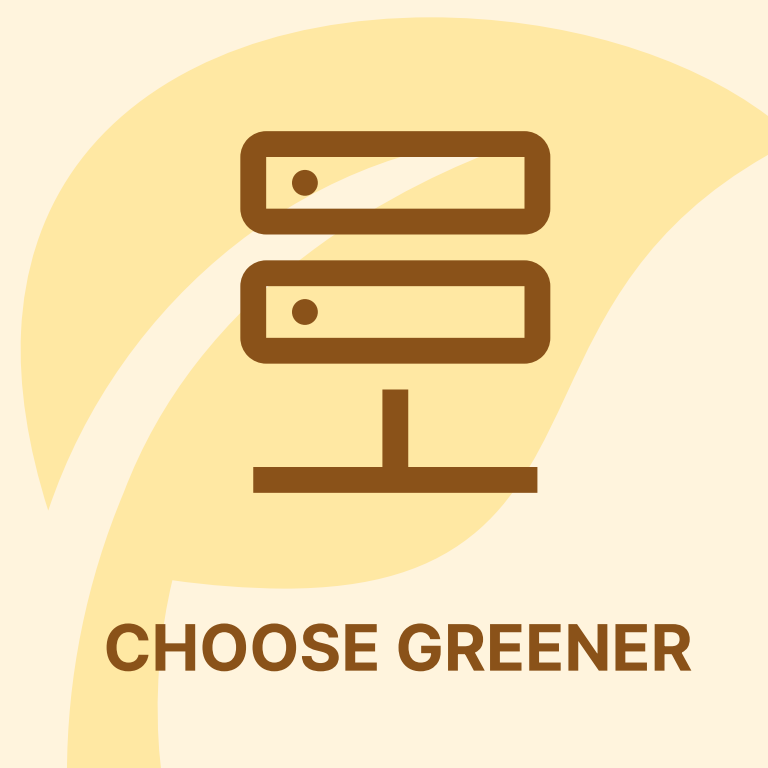
SUSTAINABLE WEB DESIGN

e-commerce project

digital is real

Even if a website is digital, it is a real energy consumer!

So that is why an e-commerce could have a pivotal role in reducing CO₂ emissions, and there are different ways to make it happen:



the project

This is my first attempt to design a more sustainable website following some general guidelines:

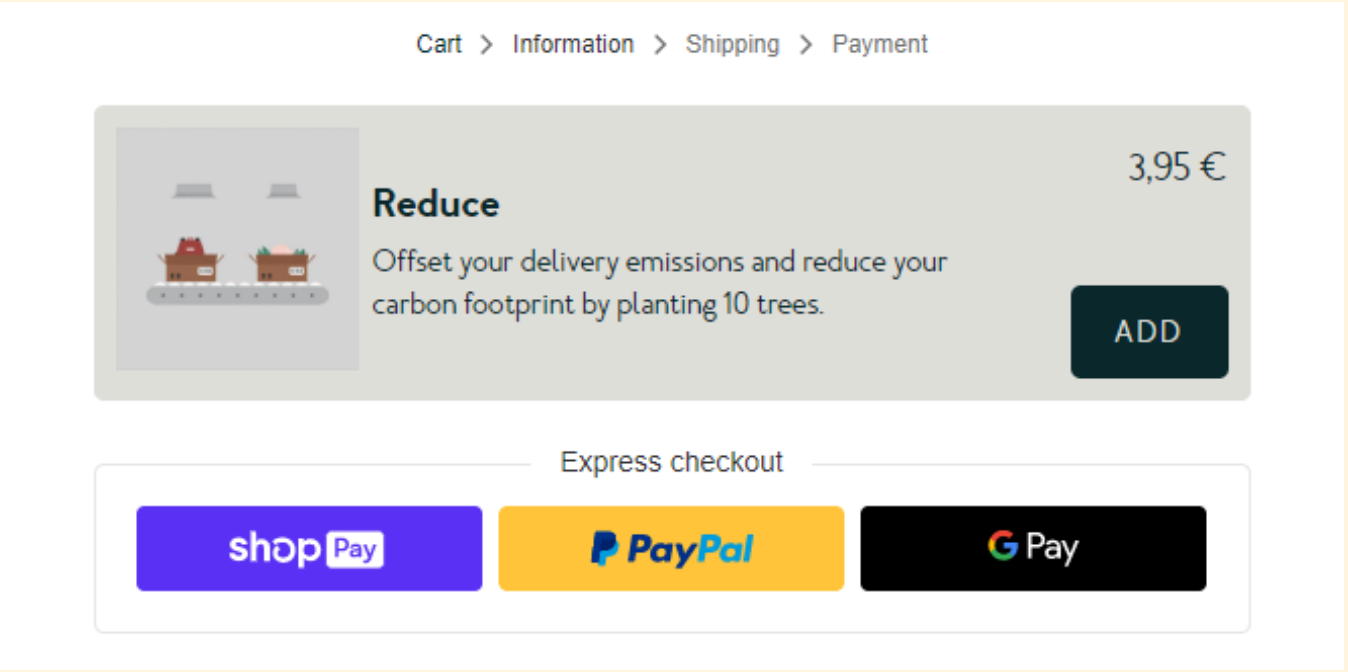
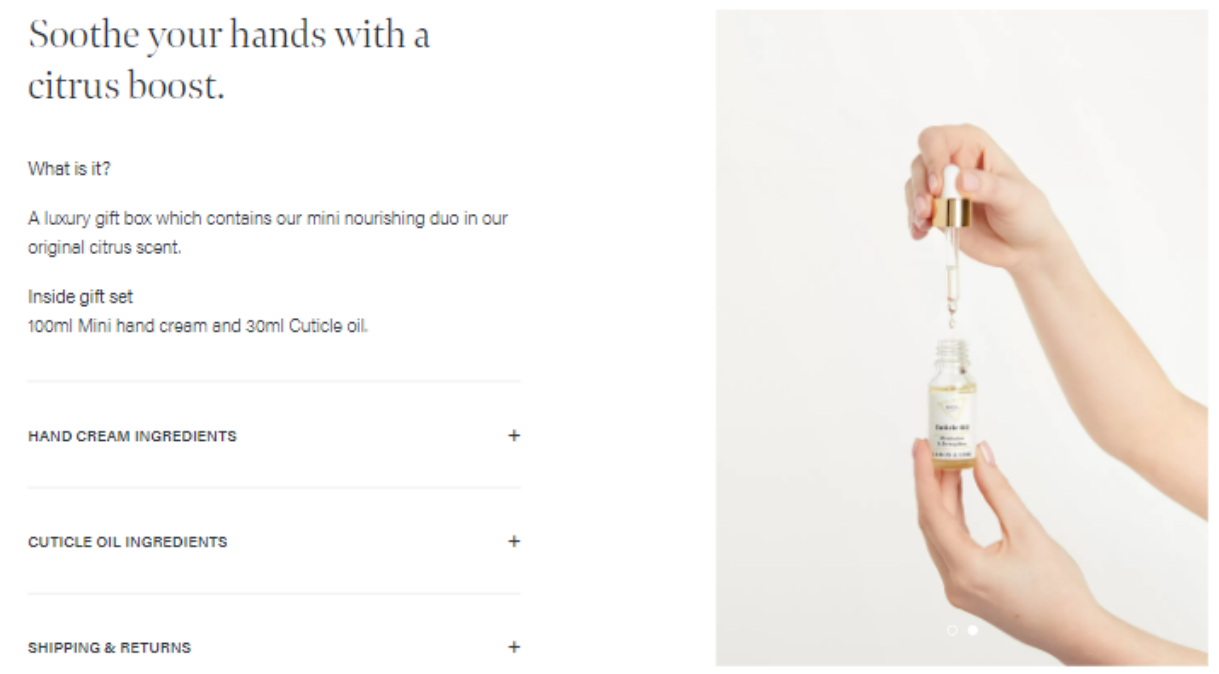
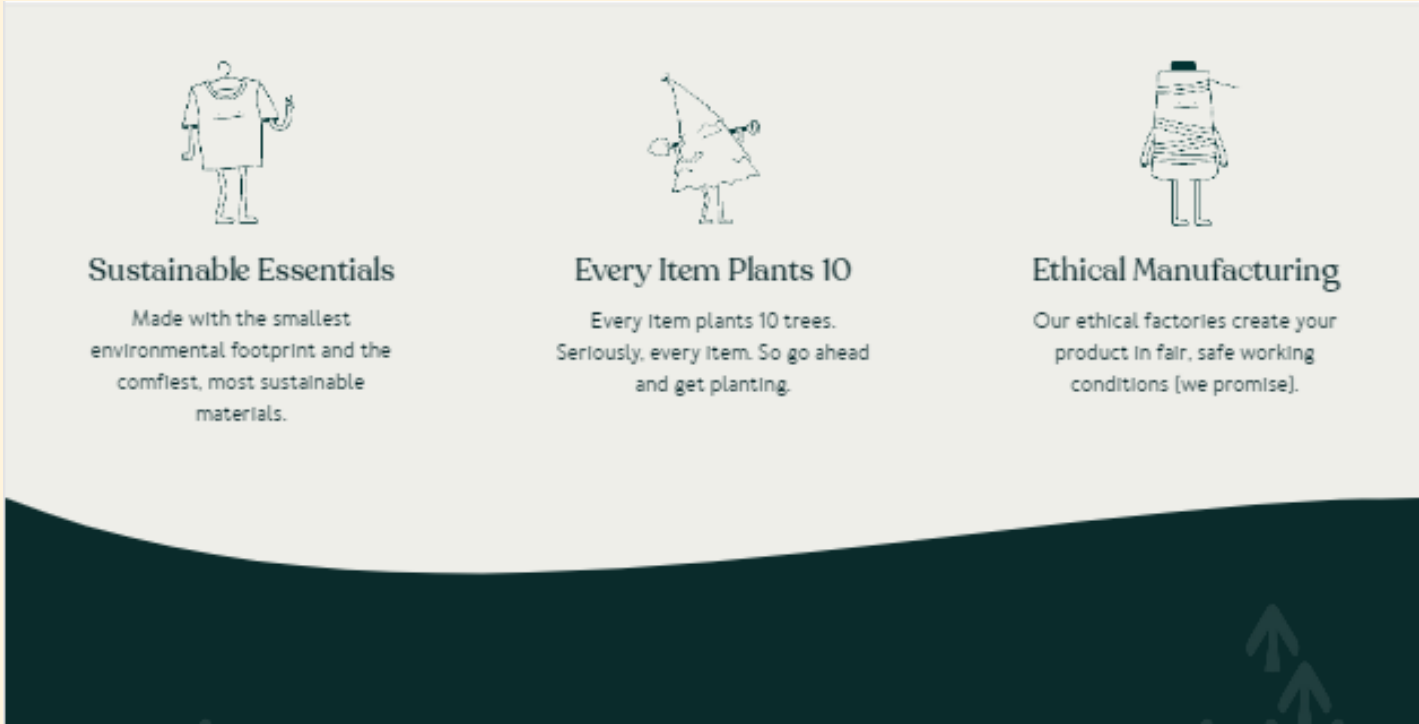
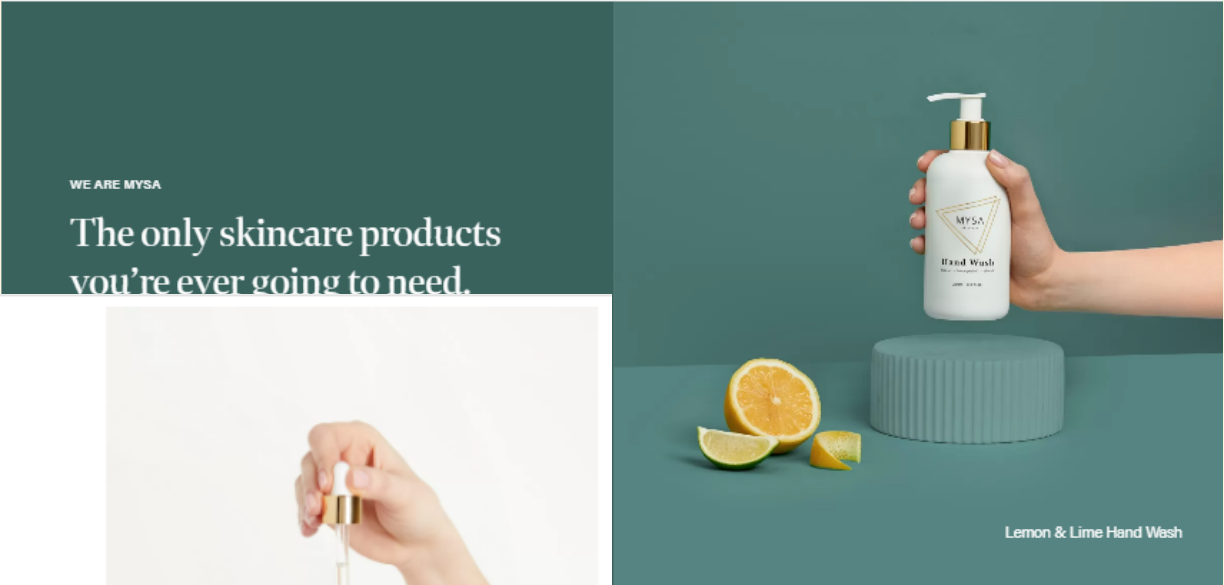
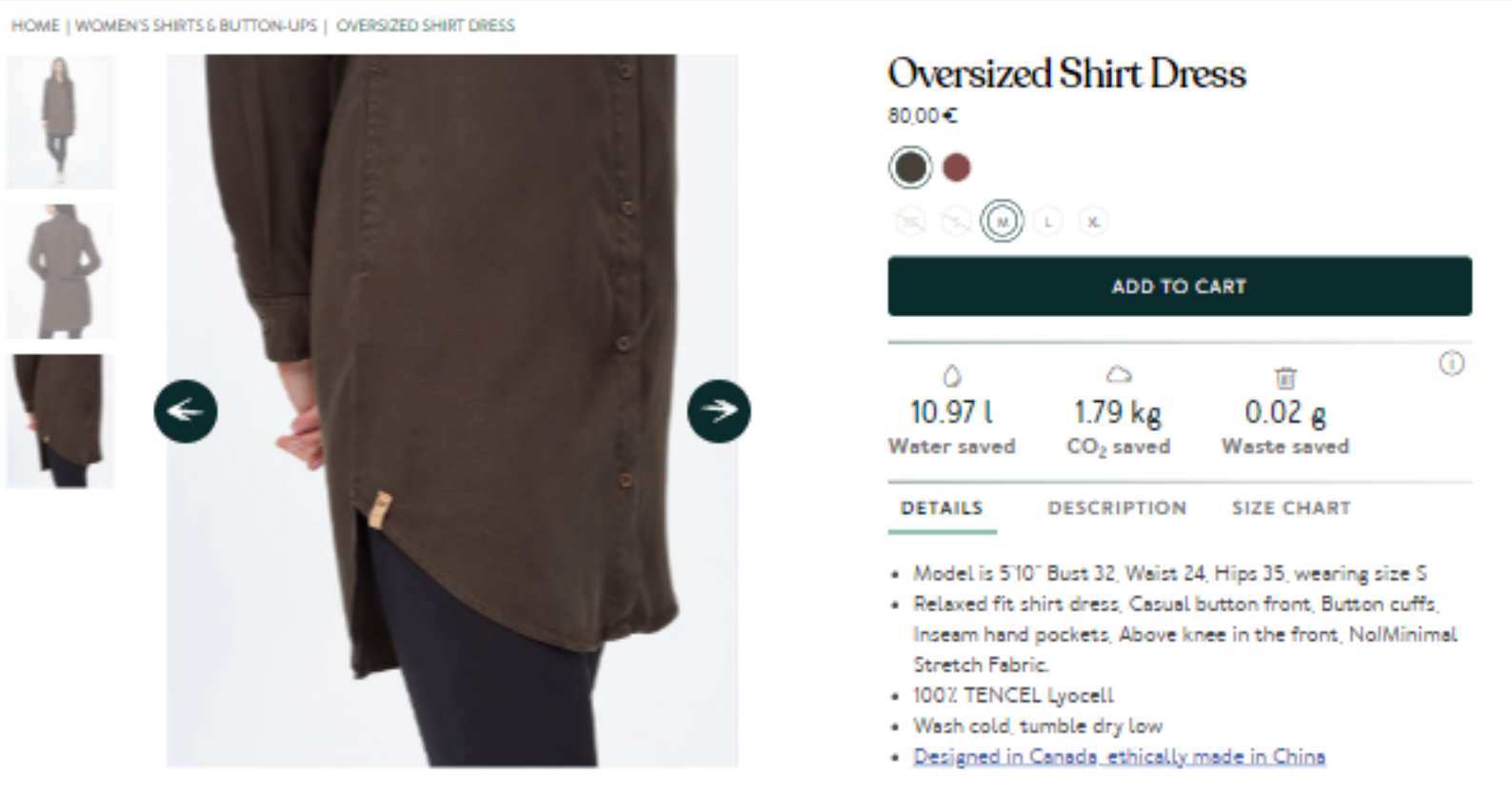
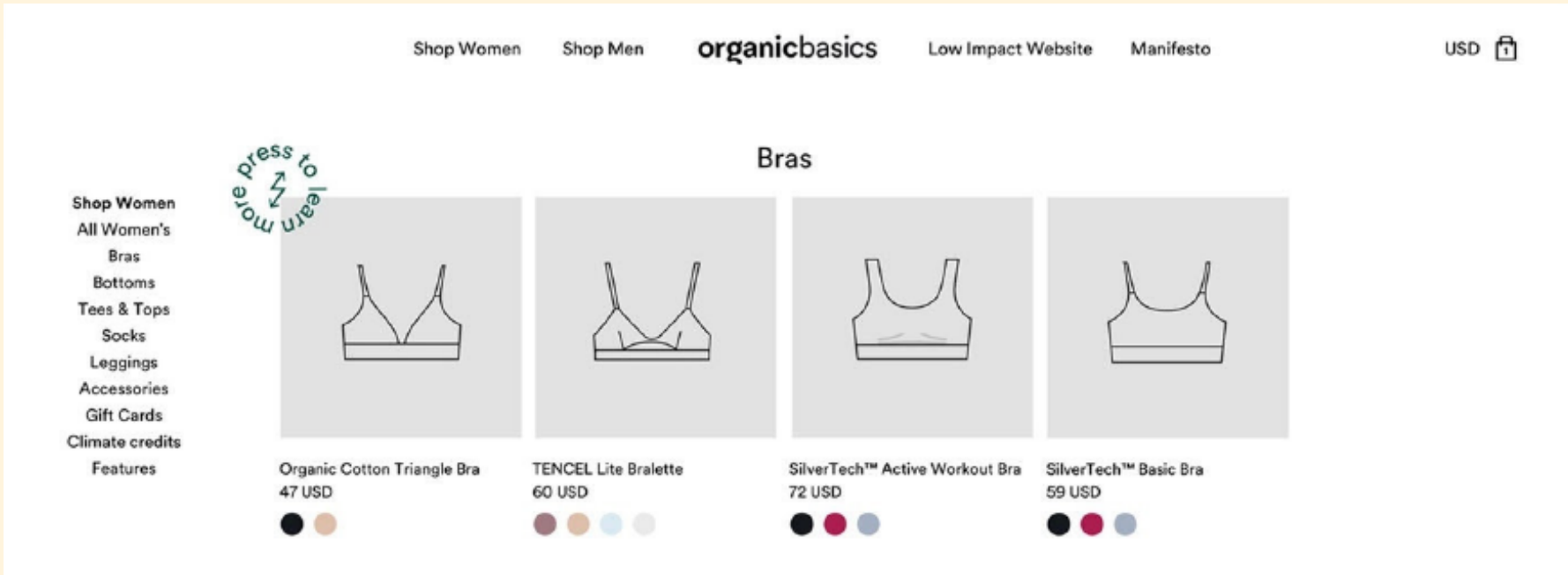
COLOURS | define the colour palette selecting a specific range of colours

FONTS | choose only default fonts

IMAGES | use light formats (SVG, AVIF) and display them only if requested

The aim is to create an e-commerce for an ideal small brand of ecologic women clothing.

moodboard



brand identity

typography

Georgia

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

Arial

a b c d e f g h i j k l m n o p q r s t u v w x y z

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0 1 2 3 4 5 6 7 8 9

Title

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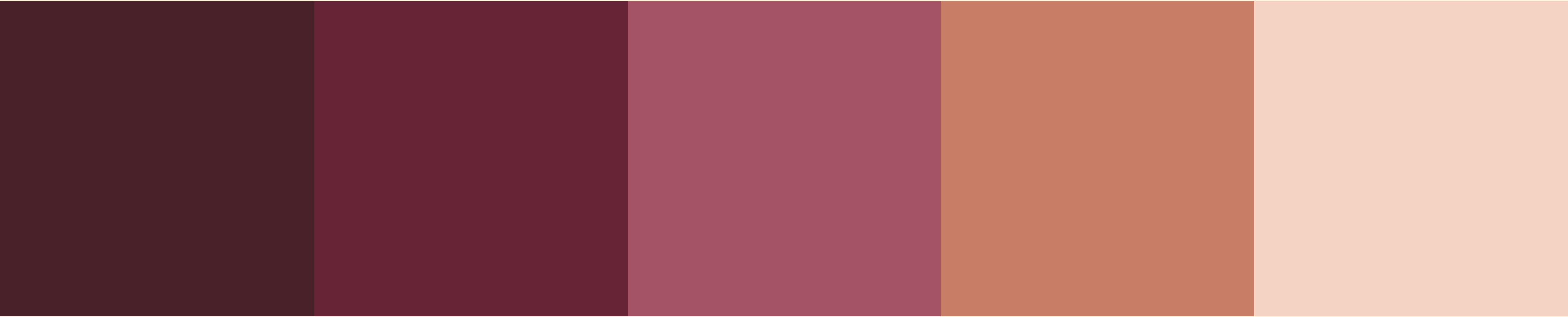
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colour palette

The color choice is important not only for usability and design, but also for energy consumption, especially for OLED screens.

Indeed, in the RGB colour model, blue pixels use considerably more screen energy than red and green.

So, the colour palette has been decided taking into consideration this principle.



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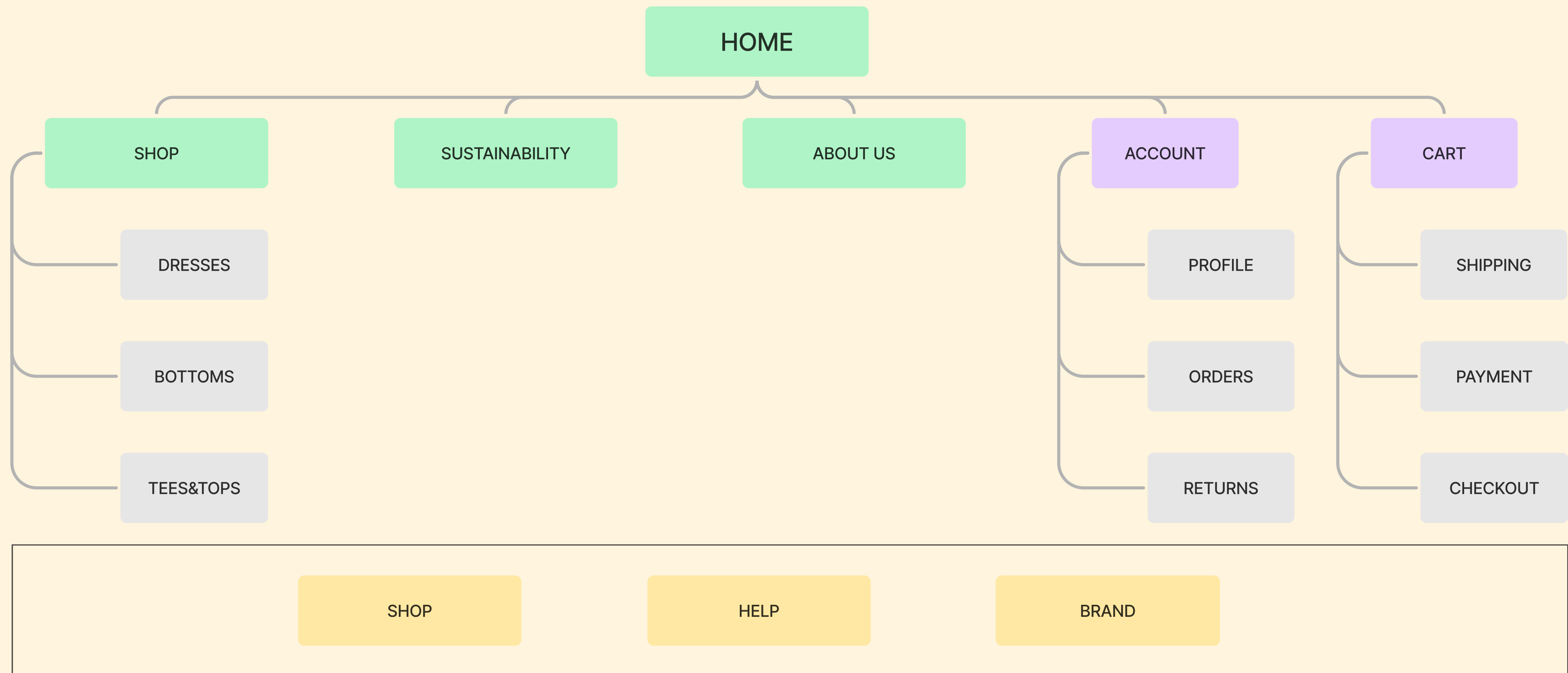
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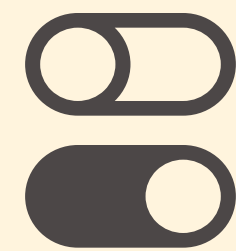
F4D3C3

website structure

information architecture



main features



GREEN MODE | switching a toggle the user will be able to change the website apparence and decide to consume less energy.



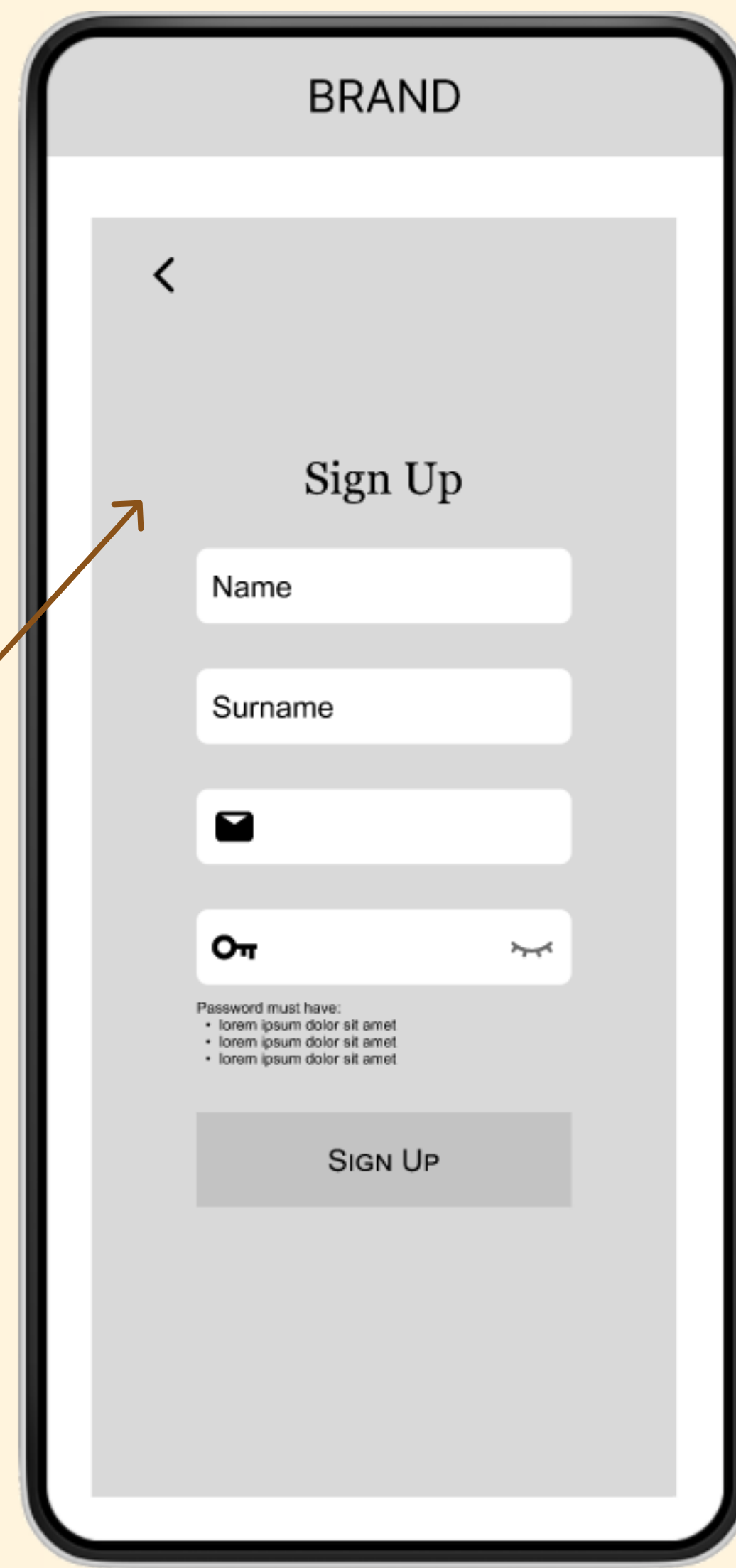
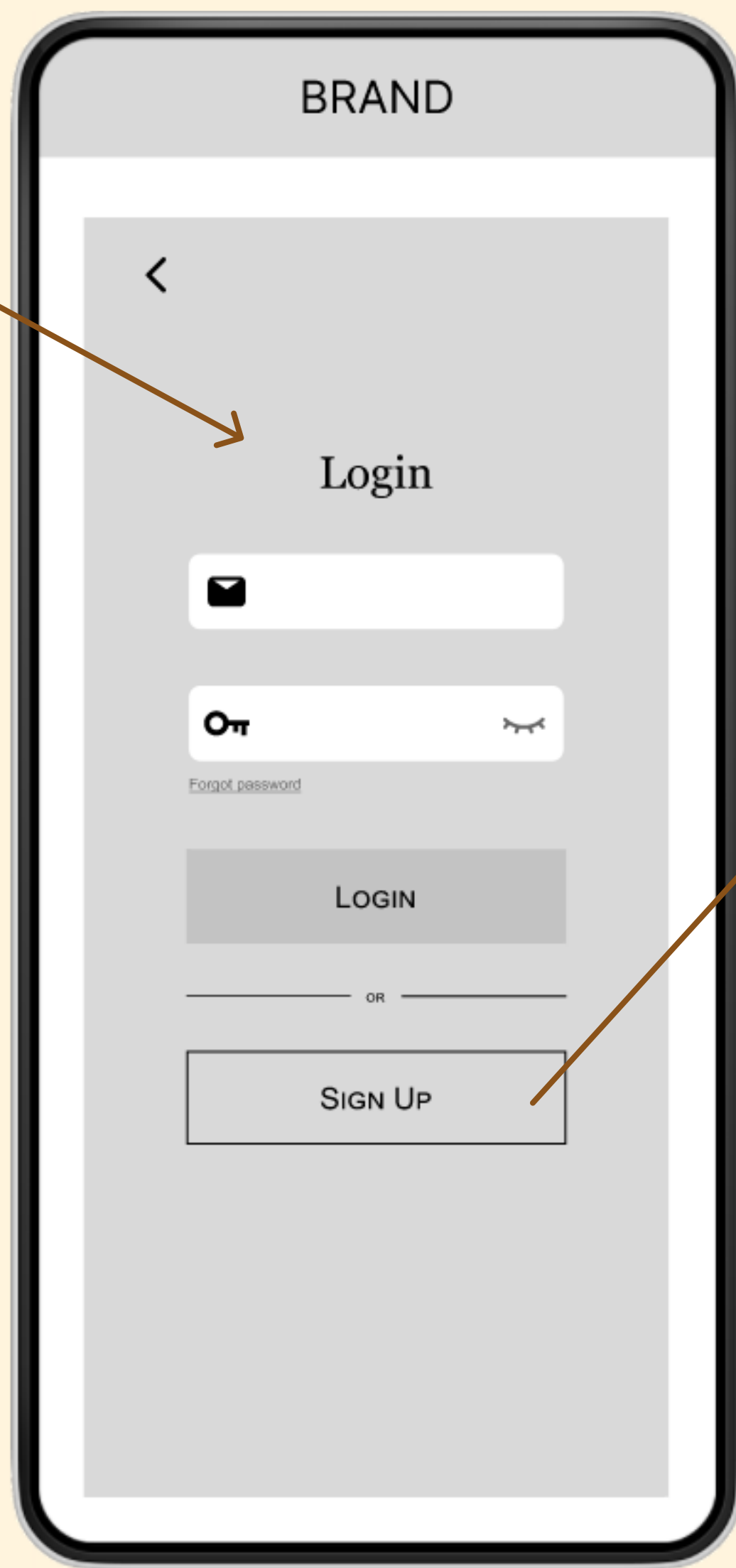
SIZE GUIDE | each profile will have a customisable size feature as to improve customers satisfactions and reduce returns, one of the main pollution factors.



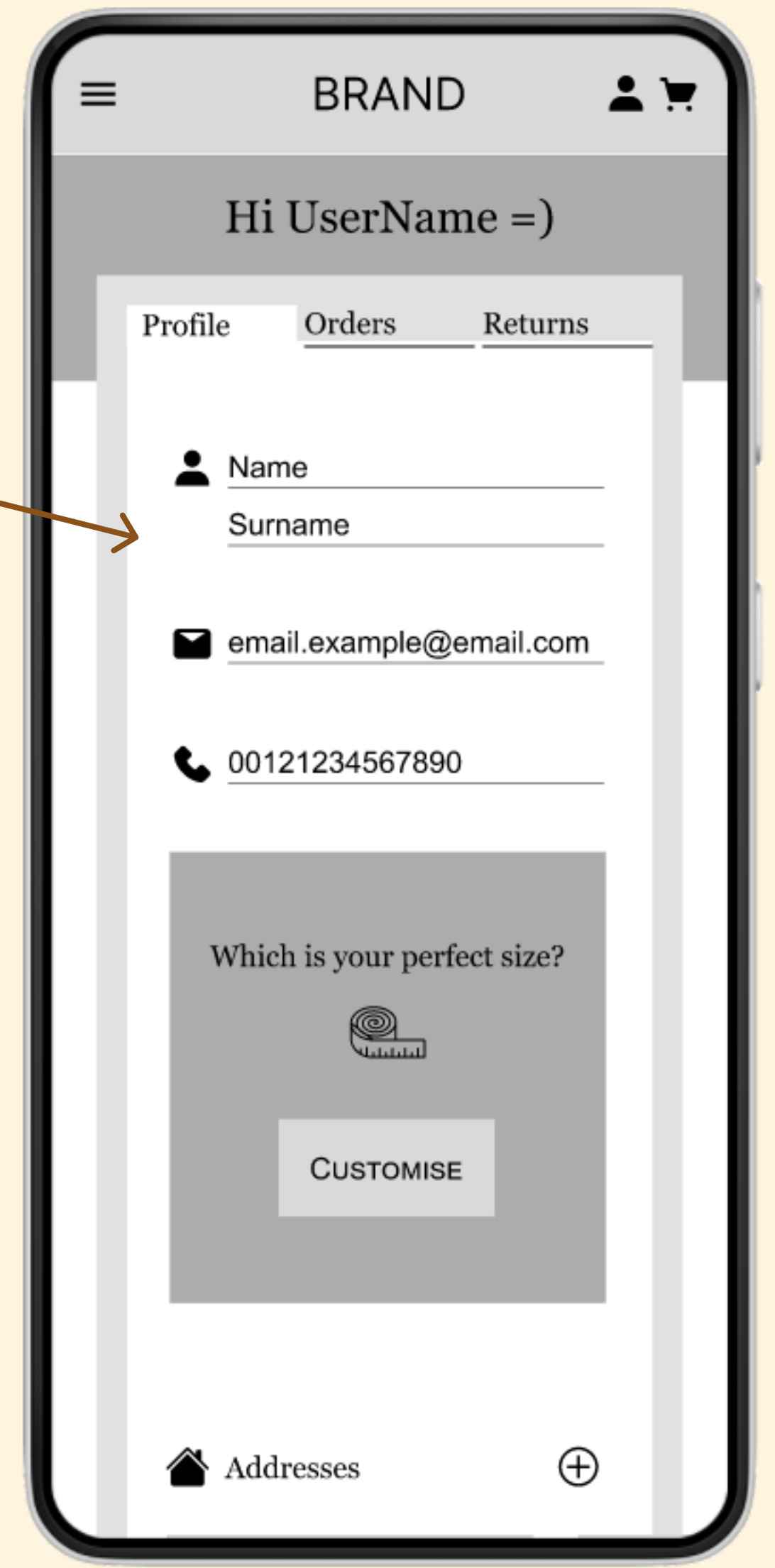
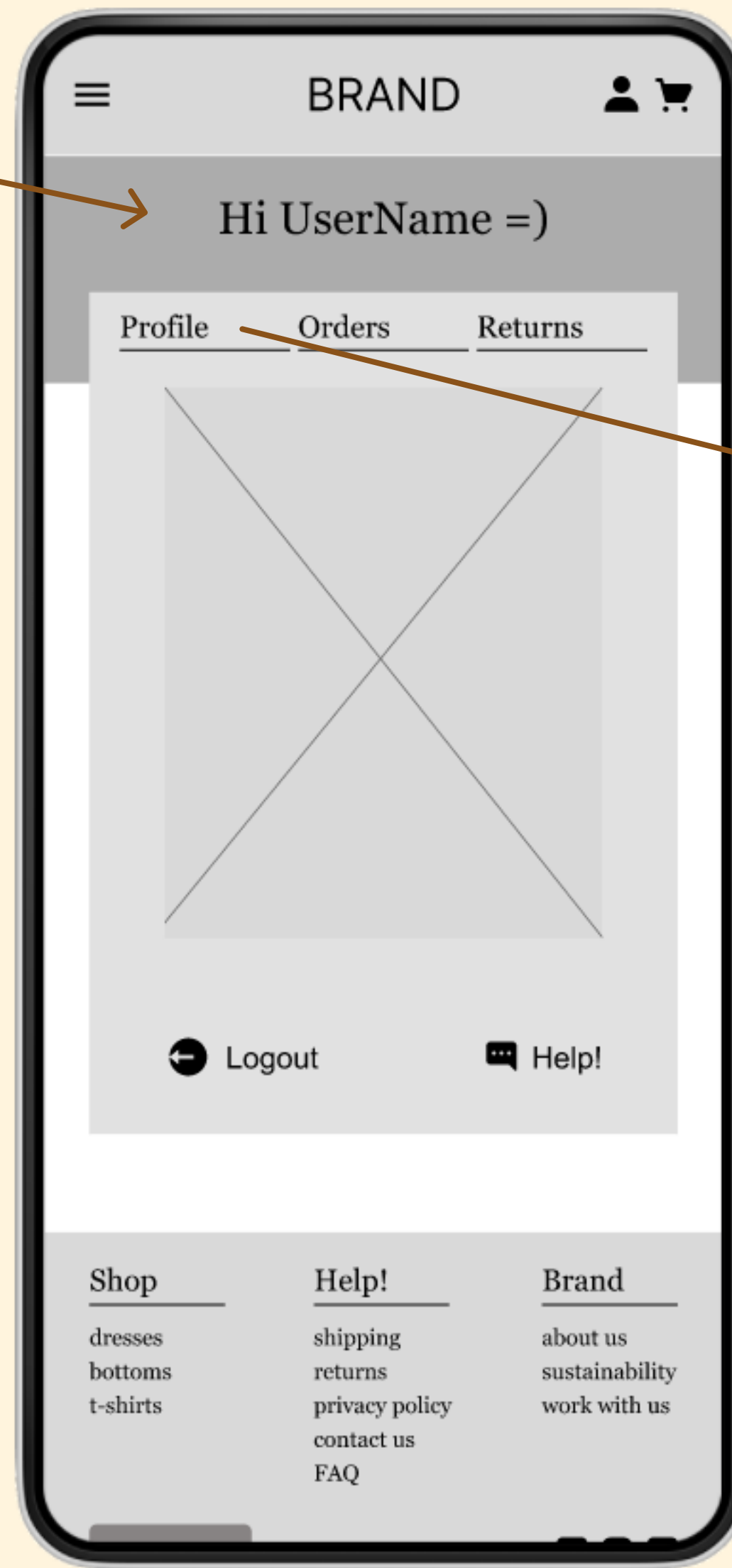
CO₂ CALCULATOR | in the website there will be emissions indicators in order to inform customers about brand's commitment.

wireflow

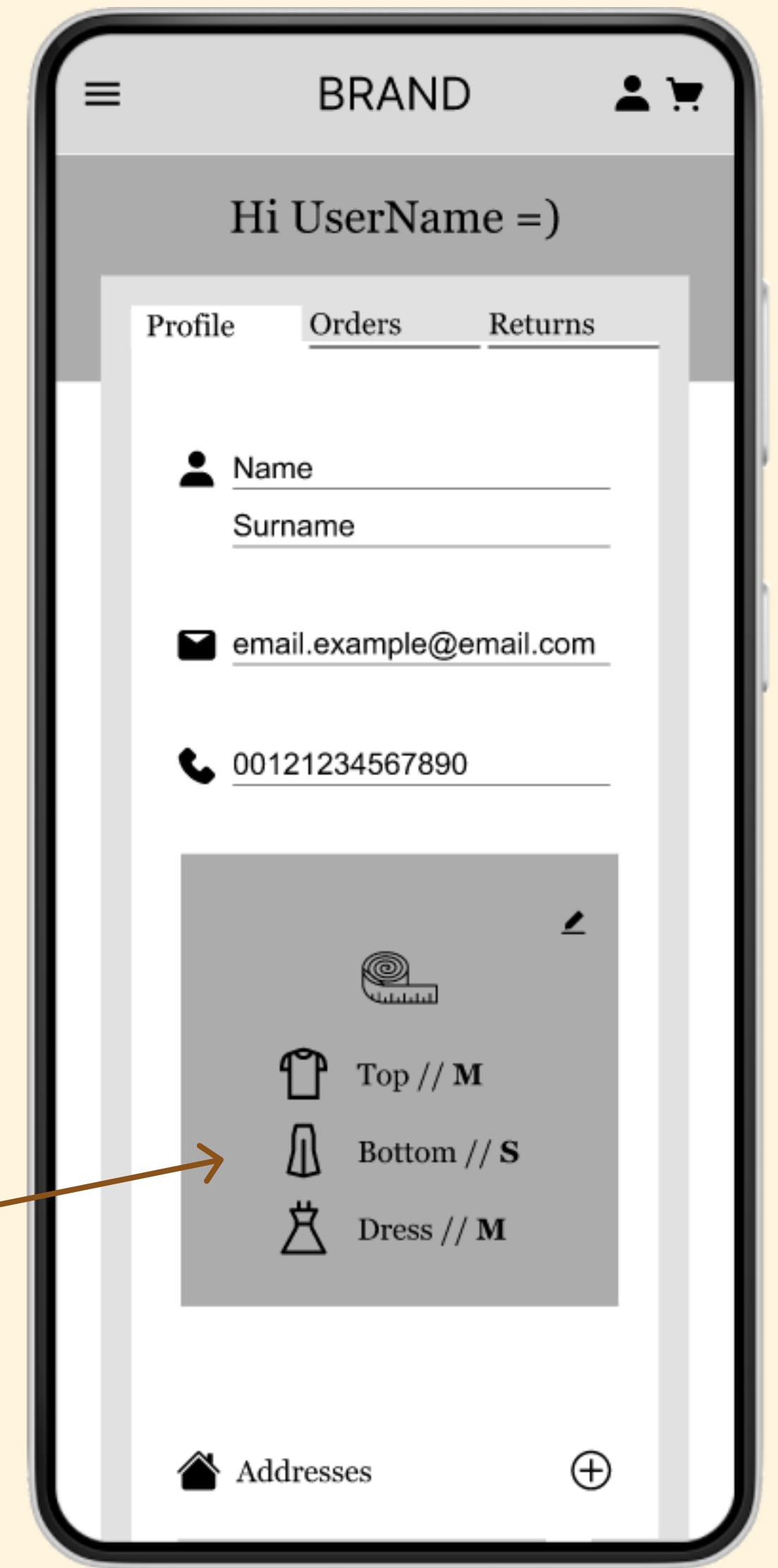
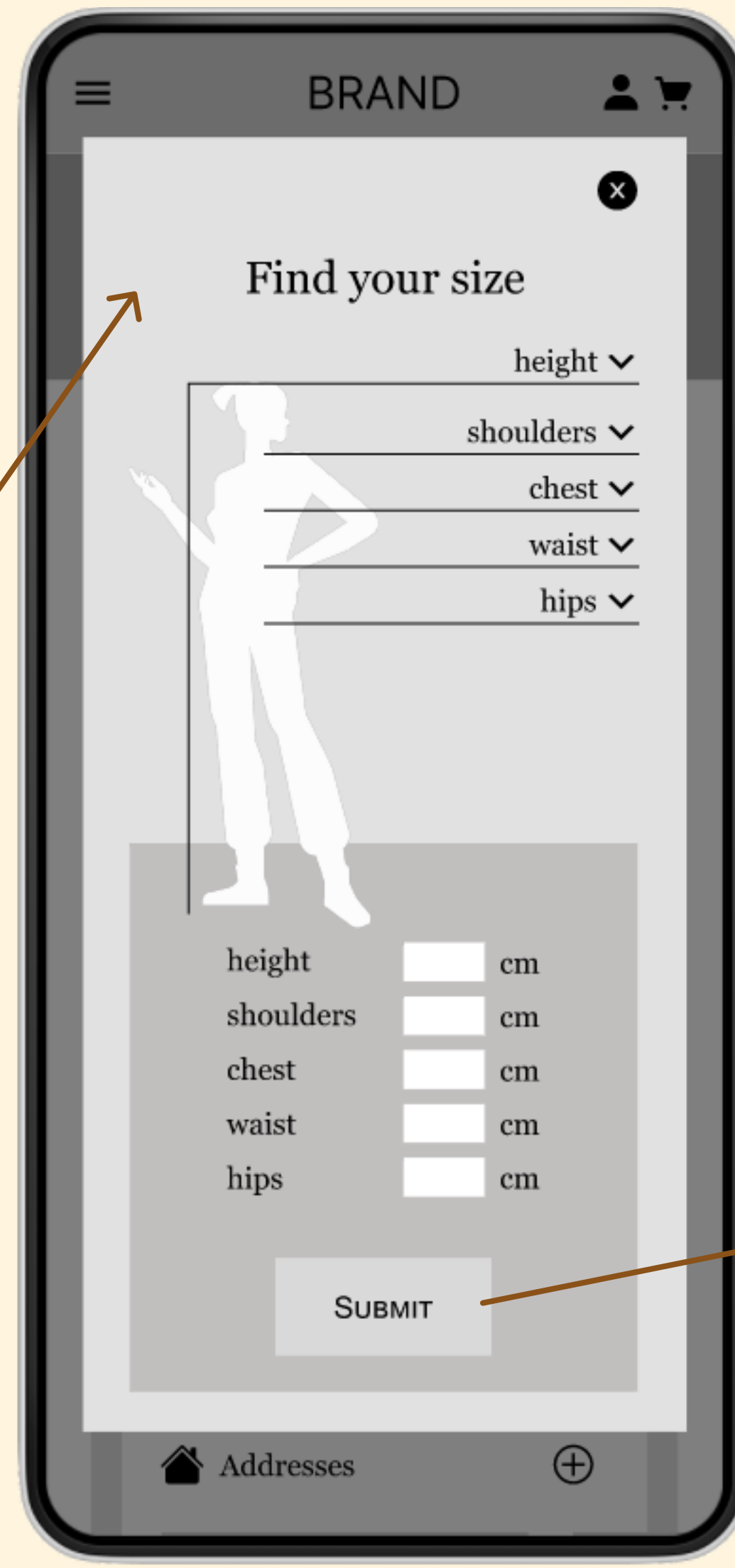
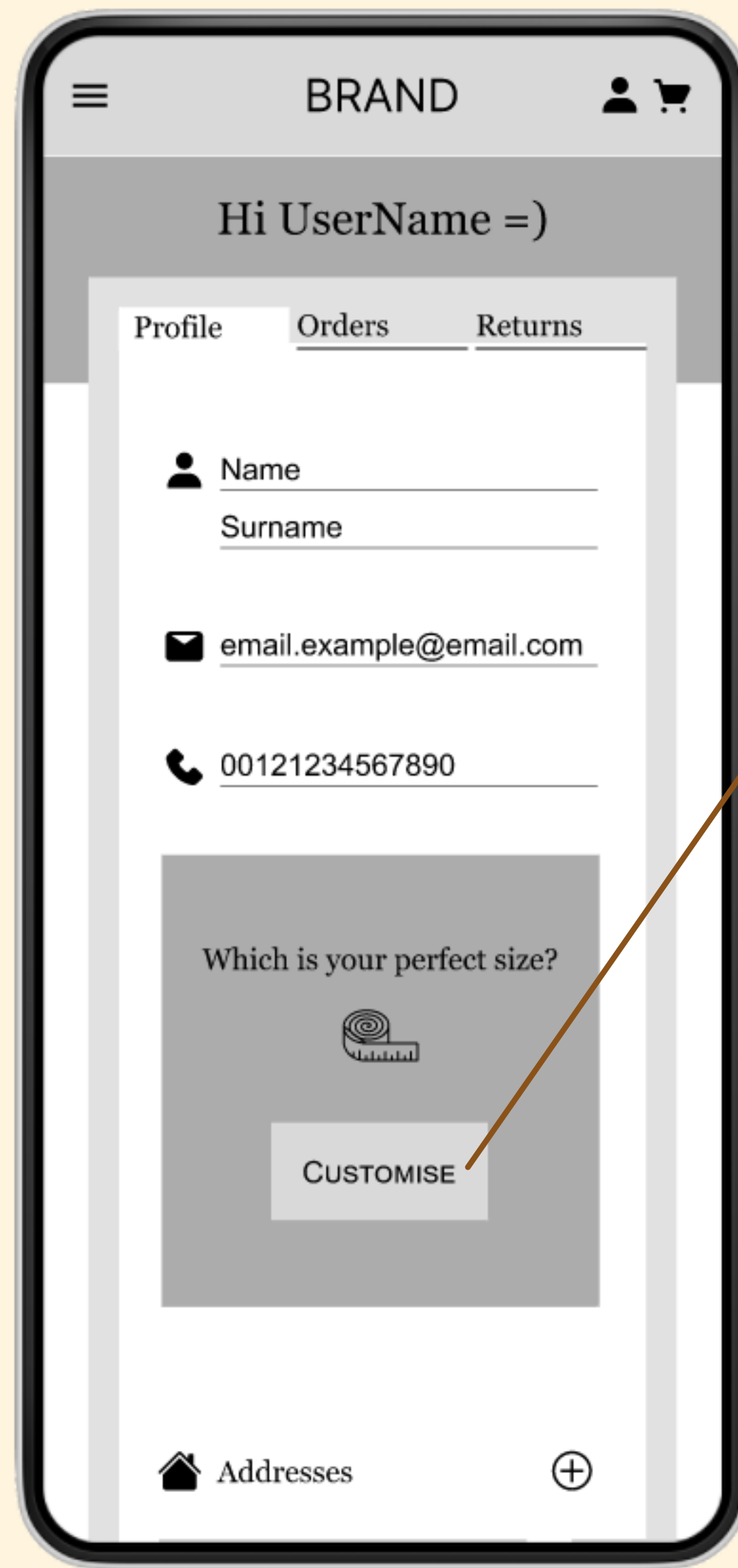
mobile / login page



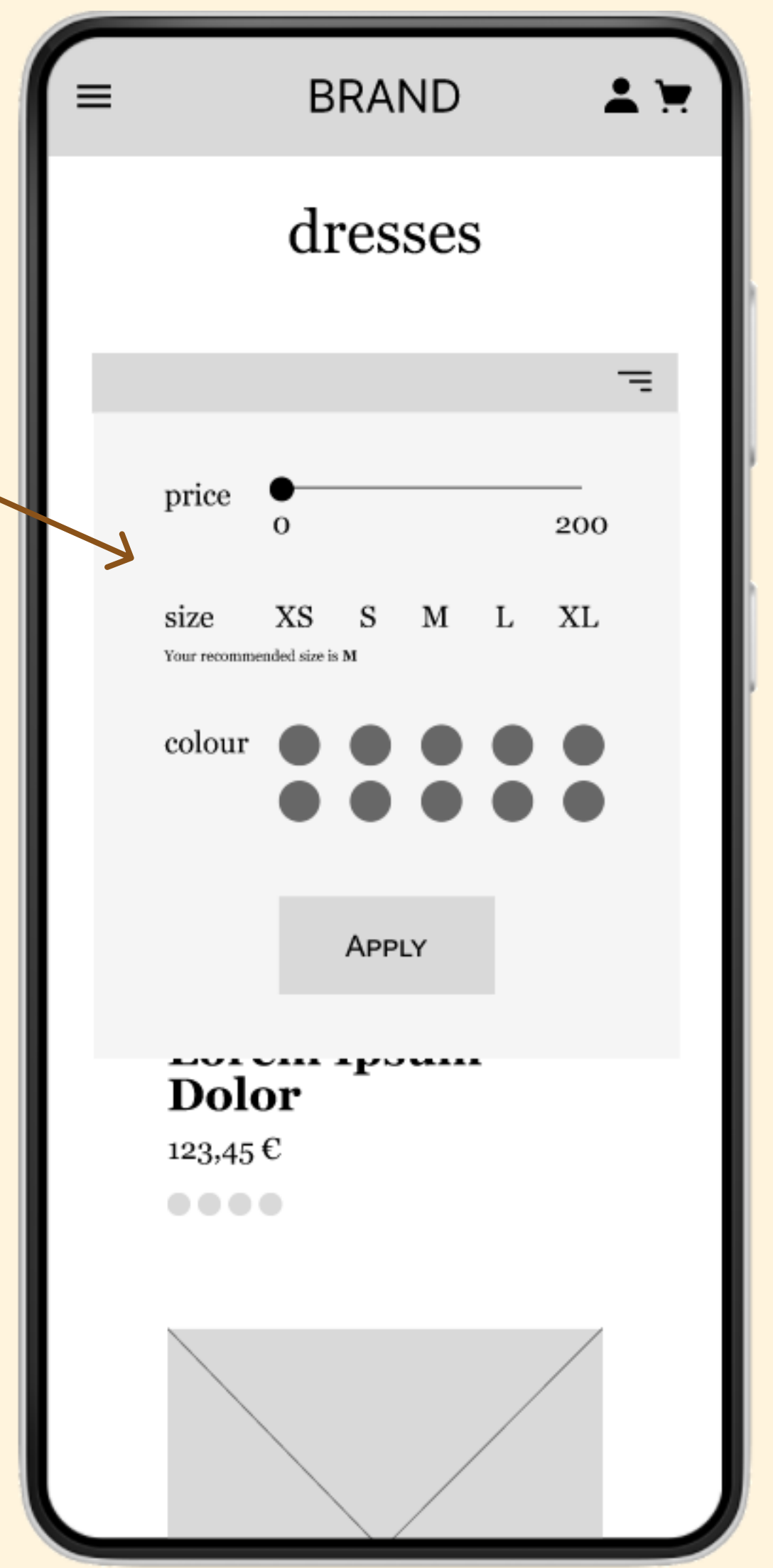
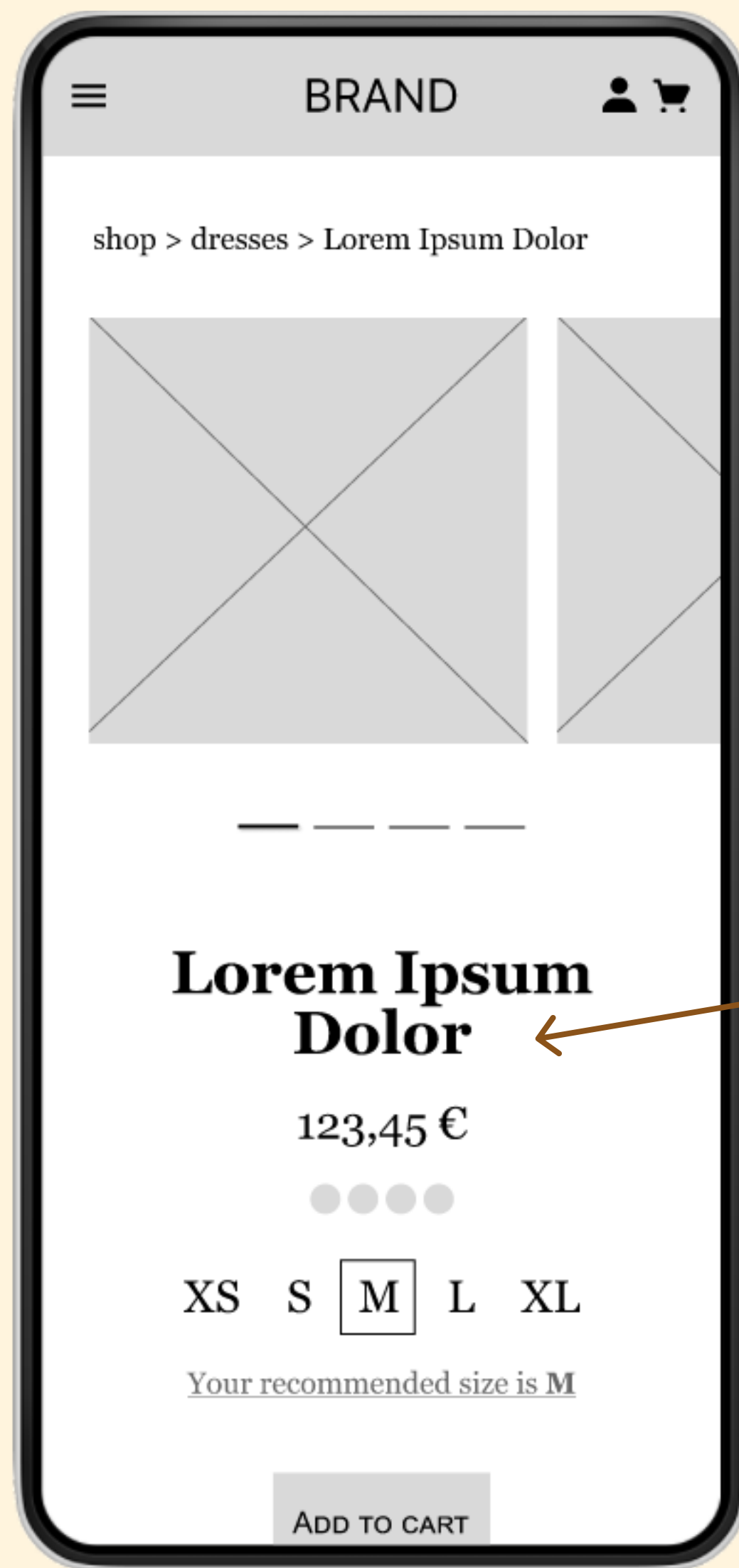
mobile / profile page



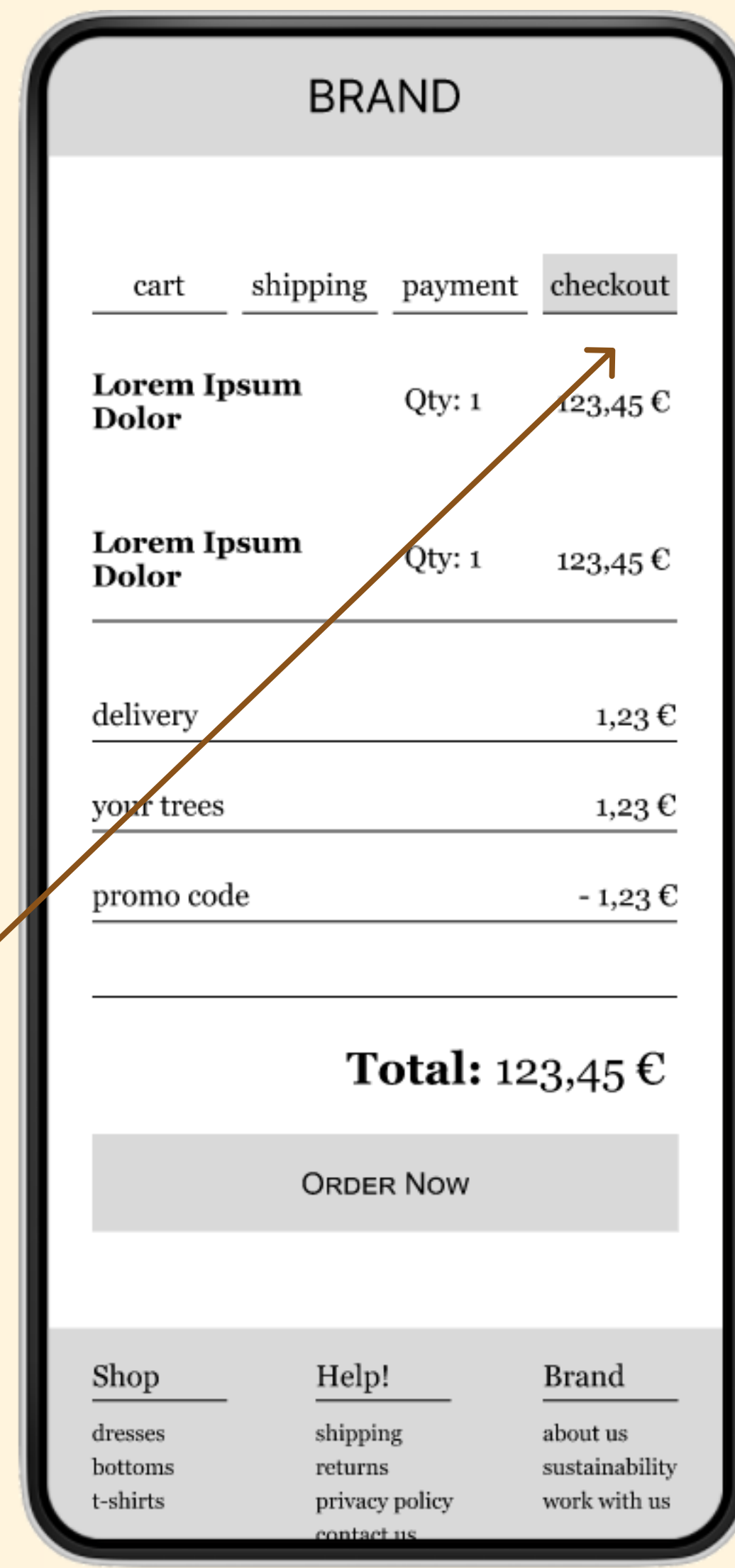
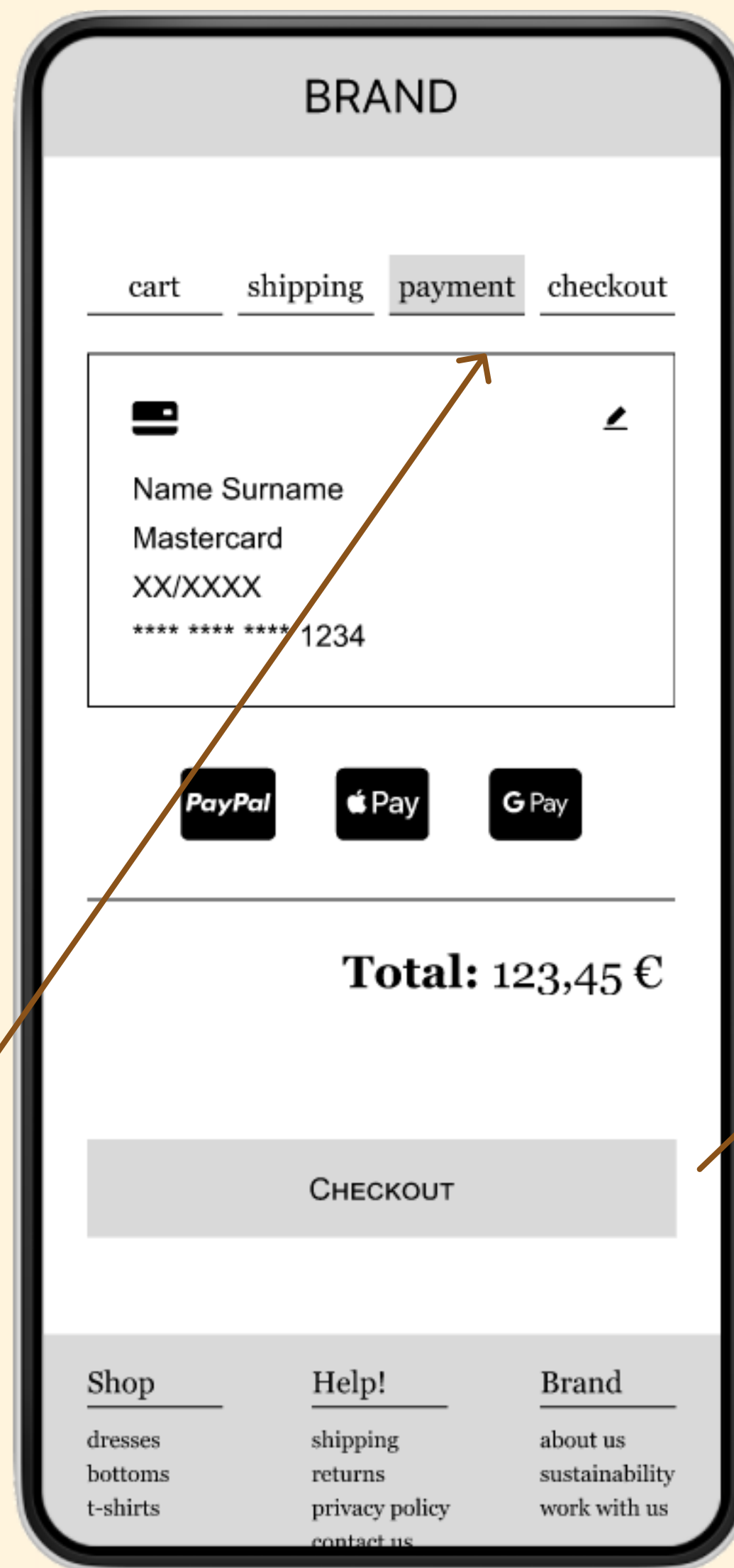
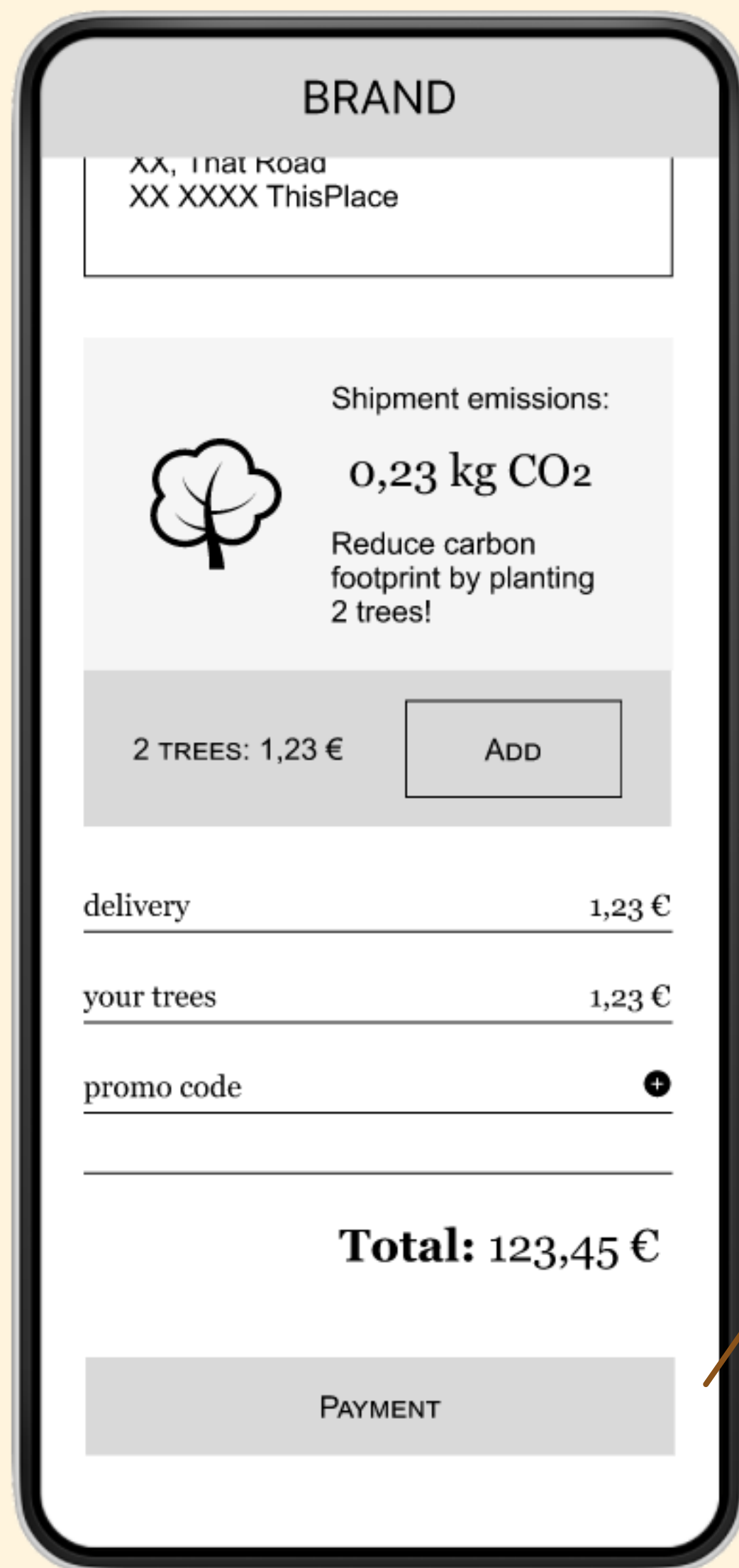
mobile / size modal



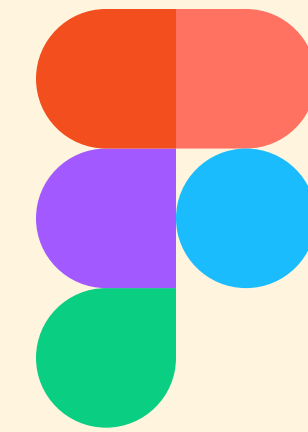
mobile / product page



mobile / cart



mobile wireframe



sources

SustainableWWW | <https://sustainablewww.org/>

Sustainable Web Manifesto | <https://www.sustainablewebmanifesto.com/>

Digital = Physical | <https://medium.com/microsoft-design/digital-physical-4df9eceb63b2>

The sustainable ecommerce handbook, The Ecomm Manager

Wholegrain Digital | <https://www.wholegraindigital.com/blog/>