



# Bambuuzled

Buy one, feed pandas

[Link til prototype](#)

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1.



Anslag

Status

udfordring



*Information og indsigter fra researchen*

# Desk Research:

T-shirt produktion

Forskel i vandforbrug for de forskellige materialer.

Vandbrug

Øko = ikke bruge eks. pesticider i dyrkning.

TheFashionStarter

Efterfølgende produktion er ikke nød til at være øko.

Greenwashing

# Observation:

Online shopping

Hover-effekt med  
forhåndsvisning er godt.

Oprette brugere  
for at shoppe?  
IKKE godkendt.

Hurtig-tilføj knap  
er godt.

# *Interview:*

Budskab og motivation

Sæson har ikke altid betydning for valg af tøj.

Husk at booke ind tid for interview tidligt i processen.

Lyt mere end man snakker så du fanger det som du spørger efter.

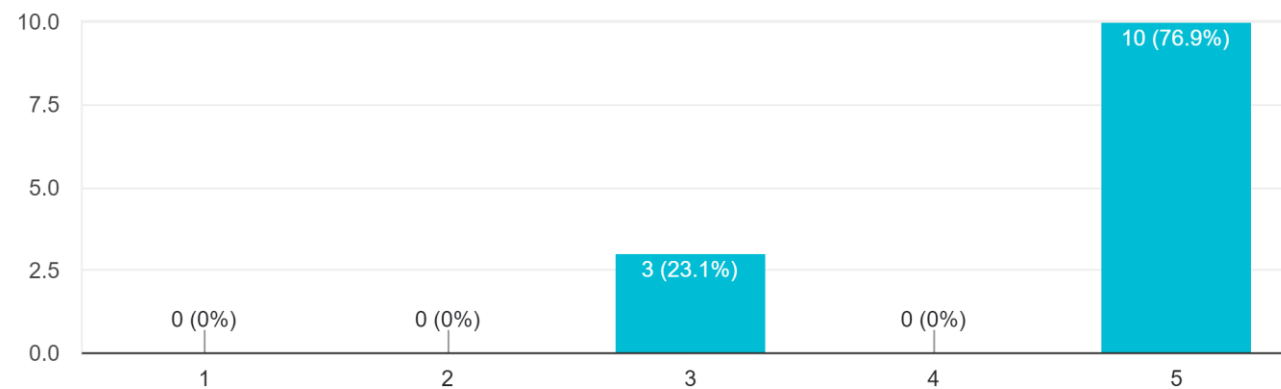
# Survey:

T-shirt salg

[Link til survey](#)

Er det en god dag til at svare på spørgsmål?

13 responses



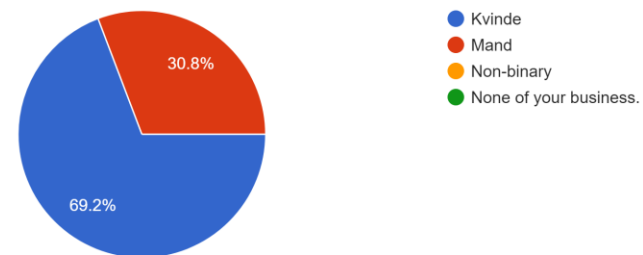


Kvinder fuldfølger med større sandsynlighed surveys.

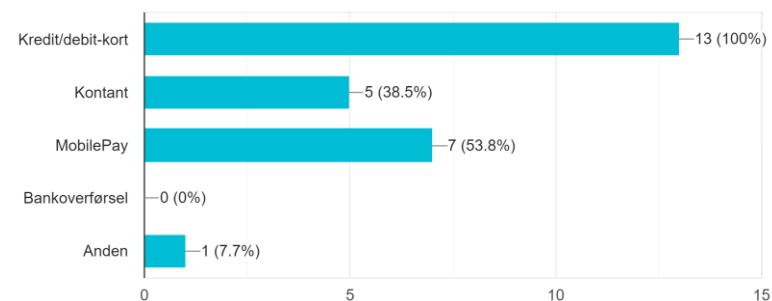
Største delen af besvarende bruger kredit/debit-kort.

Bæredygtighed er ikke høj prio.

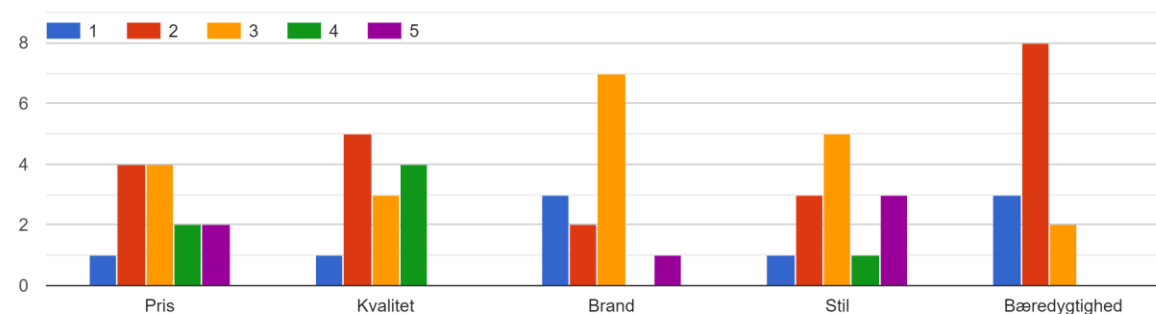
Du identificerer som?  
13 responses



Tid at betale! Vælg de måder du bruger/har brugt.  
13 responses



Faktorer der influerer dit køb? Fra lavest (1) til højest (5).





2.



Webshop og produkter

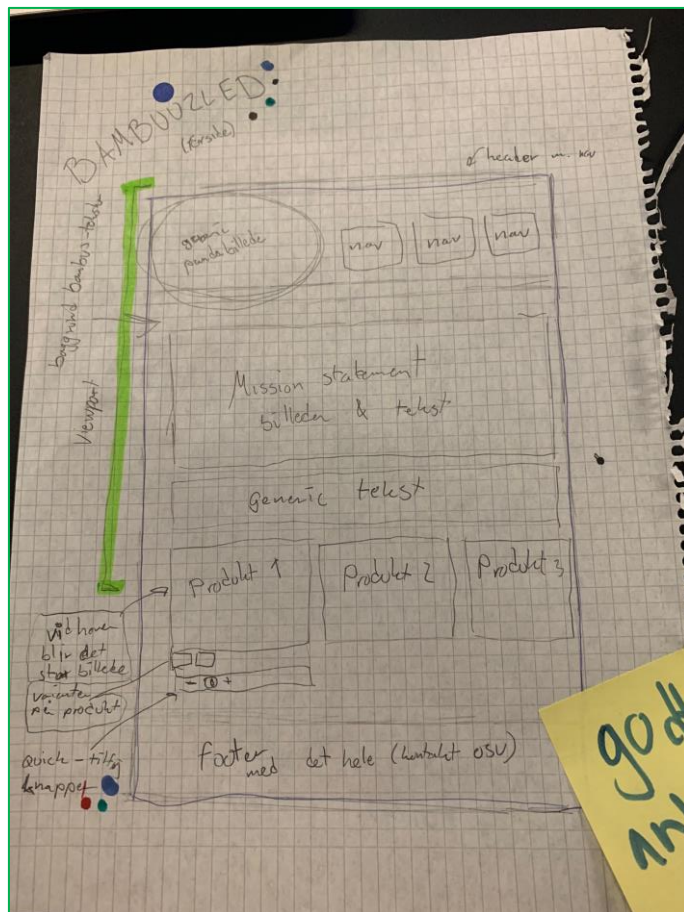
Målgruppe

**USP** Køb vores produkter og bidrag til at bevare elskede dyrearter og bekæmpe klimaforandringer gennem bambusvækst.

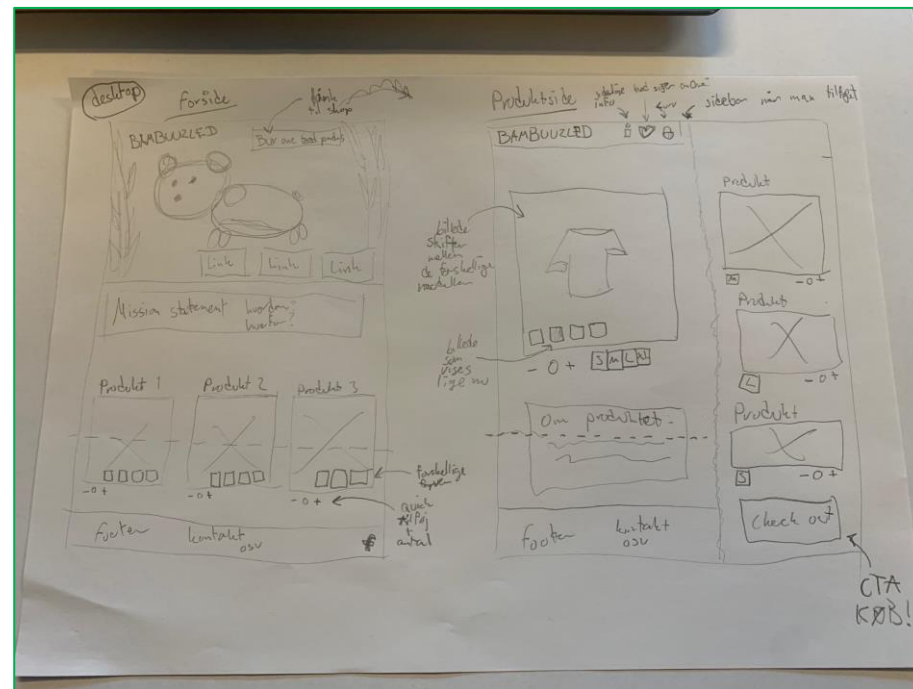
Produktegenskaber og fordele for kunder

# Skitser

#1



#2



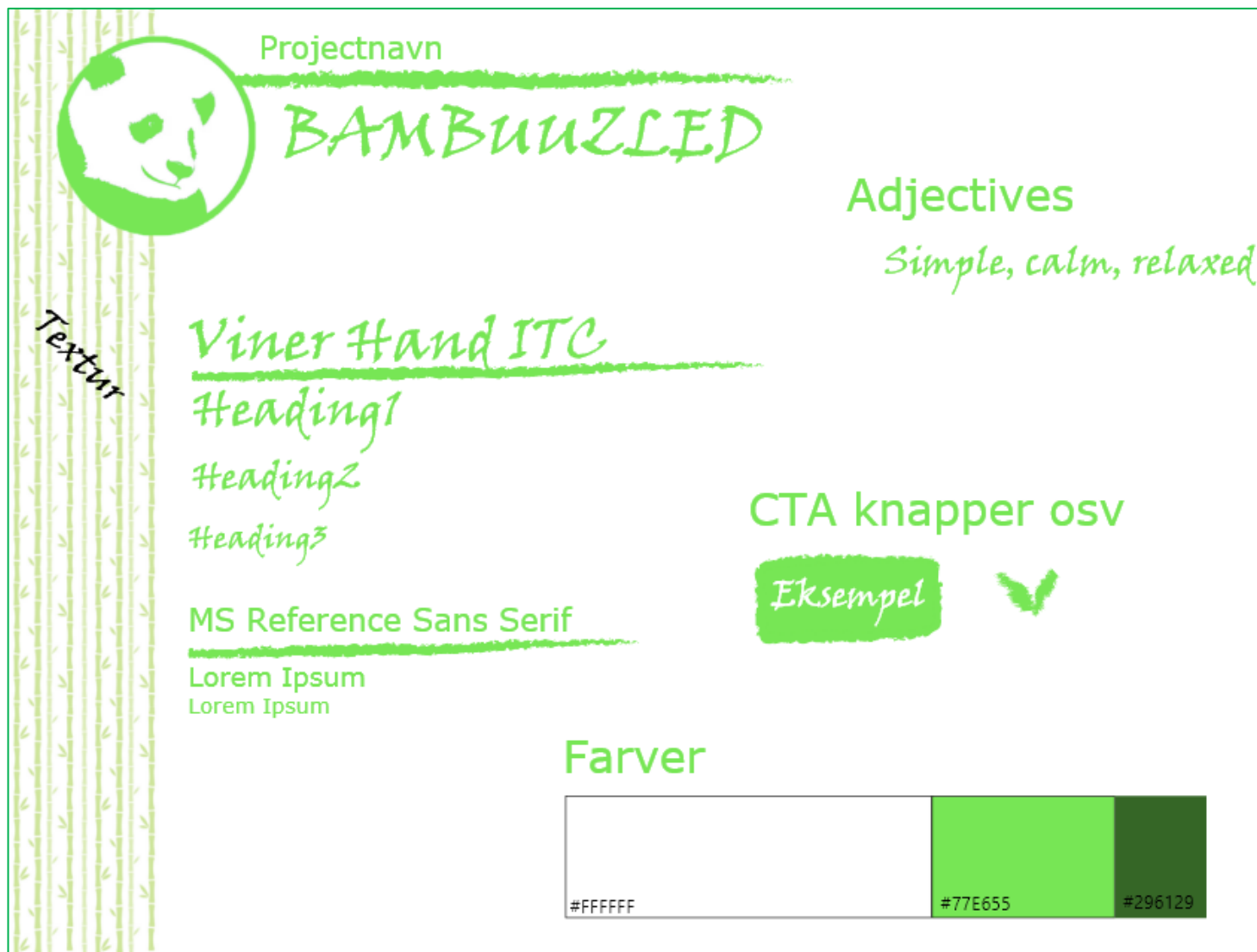


# Moodboard





# Styletile





# BAMBUZZLED

[Store](#)[About us](#)[Donate!](#)[Adopt!](#)

## Buy one - feed pandas

### Yes you read that right!

For every product we sell - a portion of the proceeds are put back in to the bamboo forest. To feed the pandas is the mission and we have THREE ways you can choose how to support the pandas.

Either you buy a 100% bamboo product from us, donating directly or by adopting a panda.

### Pandas are one of the world's most beloved and iconic species

But did you know that their very survival is under threat? These gentle giants are highly dependent on bamboo, with up to 99% of their diet consisting of this nutrient-rich plant. Unfortunately, bamboo forests are disappearing at an alarming rate due to deforestation, making it increasingly difficult for pandas to find enough food to survive.

### That's why it's crucial that we do everything we can

To ensure that pandas have access to ample bamboo supplies. By donating to help feed the pandas, you can make a real difference in the lives of these incredible animals. Your donation will go towards providing them with the nutritious bamboo they need to thrive, allowing them to live healthy, happy lives in their natural habitats.

### But it's not just about the pandas themselves.

These animals play a vital role in maintaining the delicate balance of their ecosystems. They help to spread seeds and promote the growth of new vegetation, ensuring that other animals and plants can thrive alongside them. By supporting panda conservation efforts, you're not just helping one species - you're helping to protect entire ecosystems and the countless other species that rely on them.

### So please,

Consider making a donation to help feed the pandas. Your support will make a real difference in the fight to protect these incredible animals and the habitats they call home. Thank you for your generosity and compassion!

[Contact](#)[Sitemap](#)[Disclaimer](#)





3.



*Konklusion*



# Brugertest





# *Fremtidsperspektiver*

