Greenies

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Project Overview

The cosmetic industry is currently a 511 billion dollar industry, and in recent years, has been shifting for the want and need of cleaner products. As this shift has occurred, there has also been a lot of greenwashing within the industry.

Greenwashing is the mislabeling of a product as eco-friendly when it is not. People are interested in making better and greener decisions when buying personal beauty products. With greenwashing, cosmetic companies are taking advantage of consumers interests by mislabeling their products to make a profit.

It is difficult to find reliable sources regarding sustainability practices or products. How can daily users of cosmetics differentiate between actual green products and products that are posing as green products? We want to ease users' pain points as a consumer and empower them to make informed decisions for their health and the environment.

Proto Persona

Name:

Bretman Rock

Behavioral Demographics:

- Gen Z, male identifying individual
- Really enjoys watching beauty content online
- A student at his local Bay Area college
- Has a part-time job at the ulta near his campus
- Easily influenced by beauty bloggers
- Likes to say “save the turtles”

Goals/Needs:

- Needs direction or advice for purchasing personal beauty products
- Needs a reliable source to reference
- Starting a beginners kit of personal care items that are good for him and the environment
- Wants the ability to share the products that he is loving
- Needs instructions on how to properly use products

Pain Points/Potential Solutions:

- Living on his own and has never purchased personal care products before and does not know where to start
- Worried about the cost of the products as he is a college student with limited money
- A personal beauty product 101 guide or a set/kit
- An app that he can use while he is at a store
- A social product where he can show products he is using and give his opinion

User Research Objectives

1

To find out if users are aware of greenwashing.

2

To understand what users know about eco-friendly or green products.

3

To understand more about where users get their information.

We conducted 5 interviews with 13 open-ended questions.

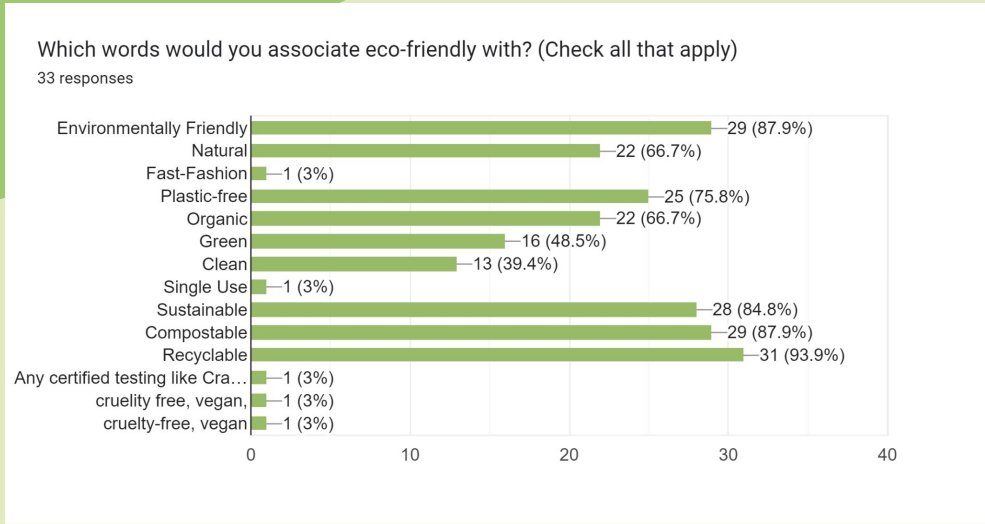
Why would you use a green resource?

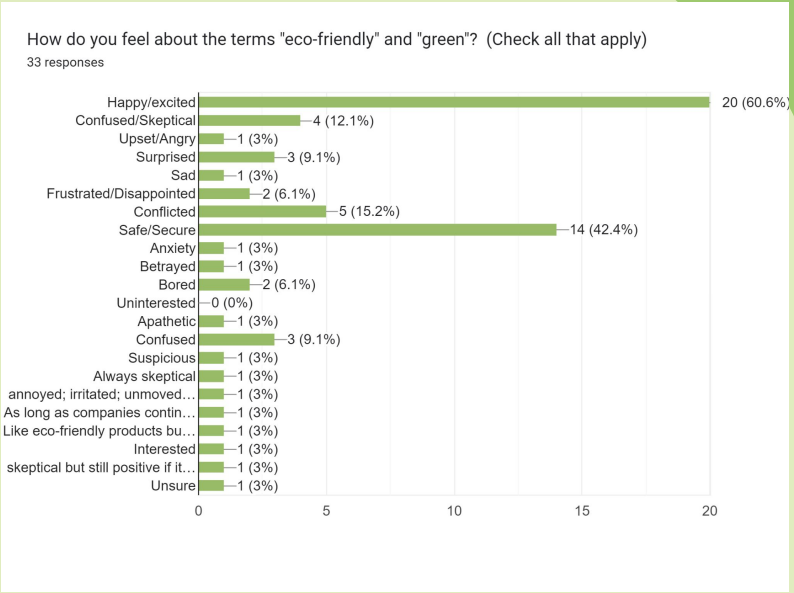
"Guilt around how much plastic I'm putting in my carbon footprint. It speaks to a discussion around, is it worth it to buy this product?"

— Interviewee One

Click here to view the full User Research Plan and Interviews.

Survey





We created a 16 question survey with a mix of short answer questions and multiple choice questions. From this we received 33 responses. View the results here.

User Persona

- Self proclaimed zillennial with environmental anxiety
- Whole Foods Store Manager
- Bay Area
- In a relationship, her girlfriend also works at Wholefoods.
- Plant mom renting a 2 bedroom studio with lots of light.

Cassidy has awareness around eco-friendly products and her carbon footprint. She knows that the climate issue is looming over her generation so she feels the obligation to make smart decisions regarding her consumerism. She has enjoyed seeing terms like “eco-friendly” and “green” become popular because it makes her feel optimistic and hopeful that things are changing. Cassidy is eco-mindful; she is doing the best to her knowledge to minimize her carbon footprint and is not perfect in her journey.

SPROUTS FARMERS MARKET

WHOLE FOODS MARKET

patagonia

User Persona Cont.

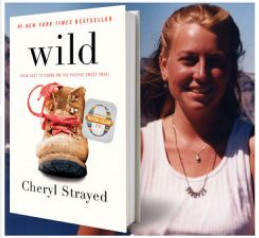
Interests

SECOND HAND

SEPHORA

amazon fresh

Influences



Goals

Needs and expectations

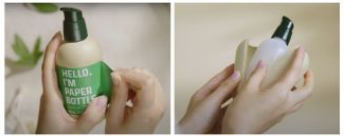
The balance of eco-friendly and affordability

Standardization for green-labeling of products.

Motivations

Pain points and frustrations

feeling duped by companies that mislabel their products as eco-friendly



Hard to find products what work with the bio-chemistry of her sensitive skin

Empathy Map

What are Cassidy's fears, frustrations and worries?

- Fears for the health of the planet
- Frustrated with misleading products
- Worried about her carbon footprint
- Worried the food supply chain will eventually have microplastics
- Worried about seeing low income families suffering in extreme weather conditions

What are her wants, needs, and hopes?

- Wants to learn more about how to be eco-friendly
- Would like to find valid and readily resources on sustainability practices
- Wants to feel like she is making the right decisions
- Wants to use her influence to inform more people about making better decisions
- Needs more transparency and accuracy from companies when labeling products

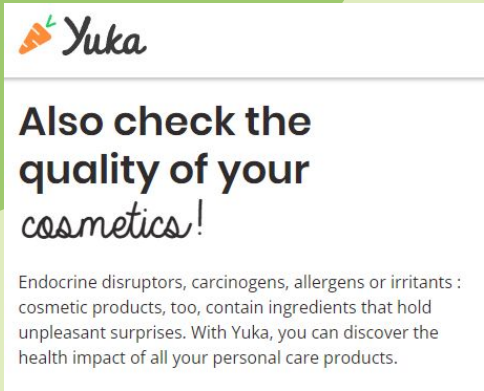
User Insight Statement

Cassidy, a self-proclaimed zillenial who suffers from environmental anxiety and feels lonely in her sustainability journey, needs an informational tool to aid her shopping for truly eco-friendly products because she only wants to purchase personal beauty items that are good for the environment that other users have confirmed are eco-friendly.

Problem Statement

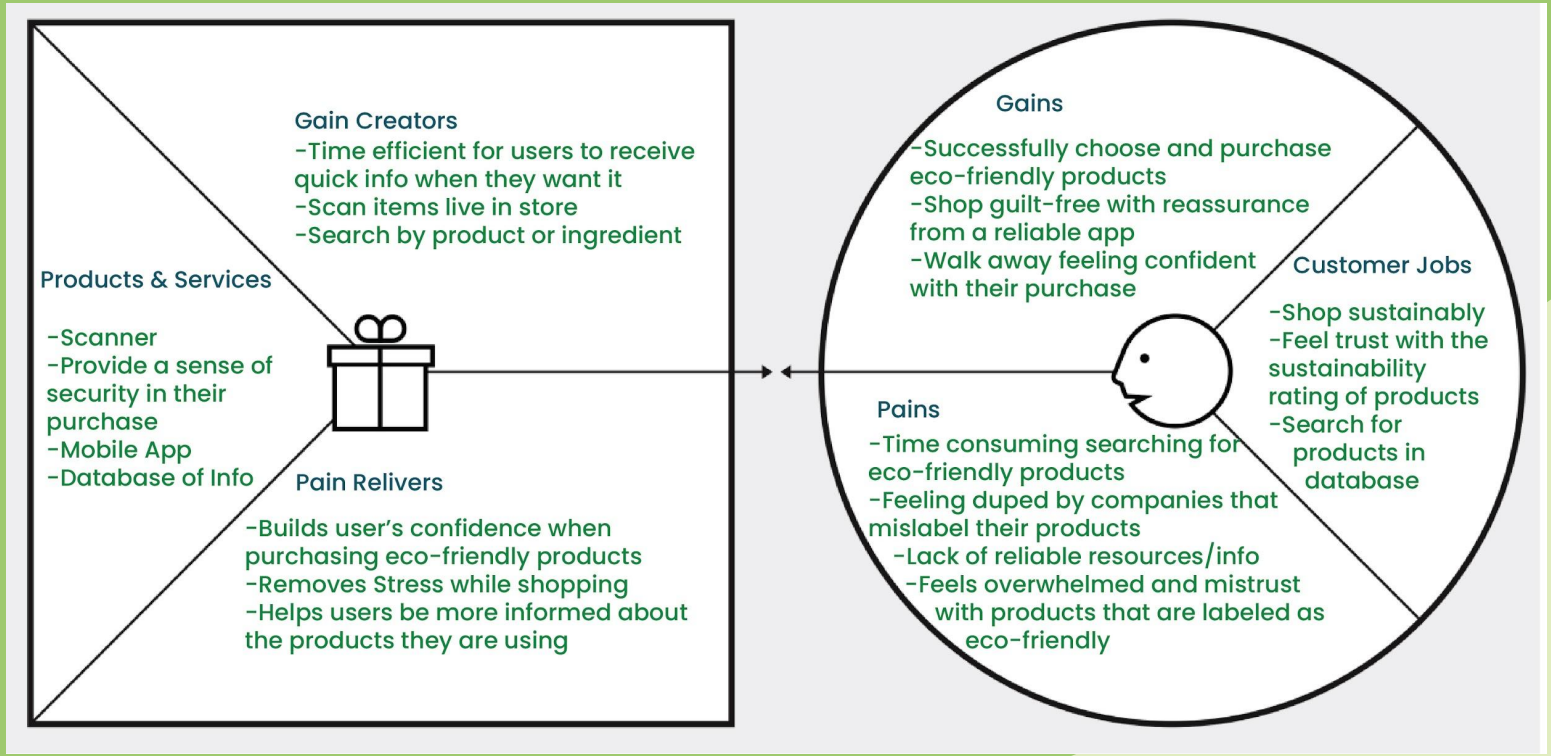
Greenies was designed to help eco-mindful individuals achieve their sustainability goals. We have observed that current products on the market are greenwashed which is causing eco-mindful people to accidentally purchase mis-labeled eco-friendly products and creating frustration for users. How might we create a product to allow users to feel safe trusting products available in stores?

Competitor Analysis

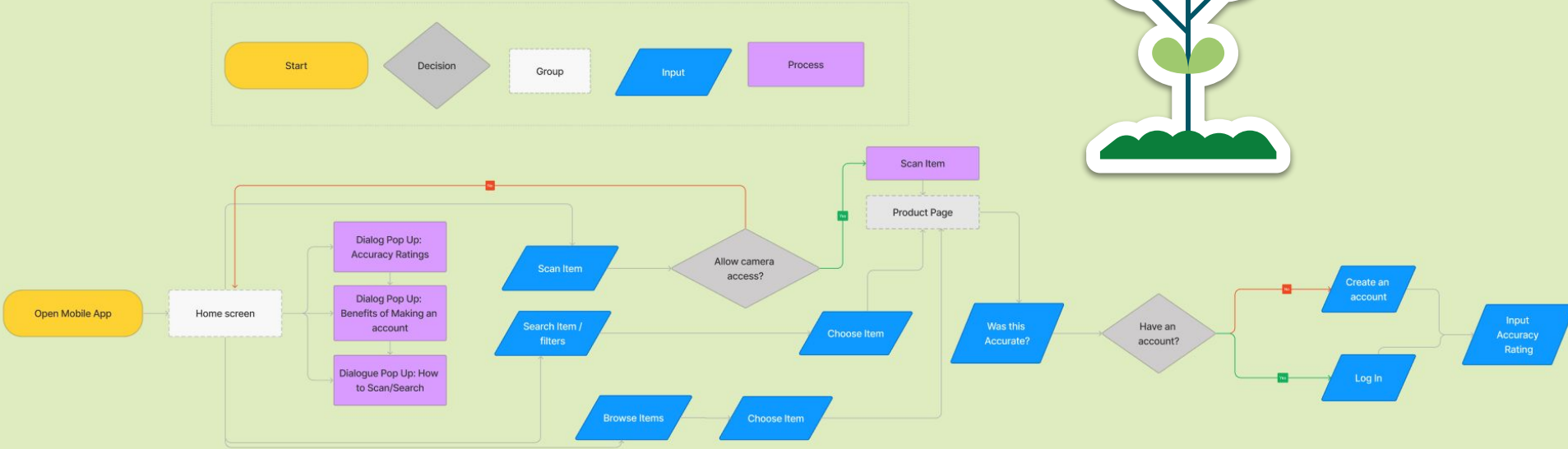


For our competitor analysis we looked at three comparable apps: Yuka, Think Dirty, Too Good To Go and EWG's Healthy Living App. View the full competitor analysis here.

Value Proposition Canvas



User Flow



View this image larger here.

I Like

- I like apps that I can easily access on the go
- I like being able to see a simple answer from a utility app
- I like being eco-friendly
- I like having a “favorites” list on an app that I can reference
- I like seeing ratings from others users on products
- I like feeling secure and being able to trust the products I am using and purchasing
- I like be acknowledged for my eco-friendly decisions
- I like seeing my family/friends make eco-friendly purchases

I Wish

- I wish I could find eco-friendly products in stores that I shop at
- I could scan barcode at the store and see more info about product
- I wish to not be decieved by big companies about the products I am buying
- I wish I can see how to properly recycle the product or re-use the products packaging once I am done with finishing the product
- I wish I didn’t always have to make an account to use apps
- I wish I could filter products by ingredients / certifiers
- I wish eco-friendly products were recommended to me when I am shopping
- I wish I could see list of ingredients and their “hazard”

What if

- What if I could use the app on a product and find out if it’s eco-friendly in less than 2 minutes
- What if the app could save my previously scanned items
- What if I can see what users have said about certain products and it’s accuracy
- What if I could share products I like with my friends
- What if I can see who is the conglomerate of the product is and give me an eco-rating of the company
- What if for the products that are not eco-friednly, the app can re-direct me to another similiar product around the same price range for reccomendation
- What if i could plant a tree with each eco-friendly product I buy
- What if I can be rewarded for sharing the app with 5 friends.

User Scenario

1 User/Persona

Cassidy Green is eco-mindful; she is not perfect in her journey but is doing the best to her knowledge to minimize her carbon footprint.

3 User scenario(s)

Shopping is always stressful for Cassidy because she feels overwhelmed with making the right choice in the moment. If she has not done the research before heading out to the store, she would spend more time than she likes to do research in the aisle

Cassidy is looking for a good quality face wash with a high eco-friendly rating. With Greenies, Cassidy can do a quick scan and search to check if a product meets her expectations in less than a minute.

2 Goal(s)

- Wants to learn more about how to be eco-friendly
- Would like to find valid and readily resources on sustainability practices
- Wants to feel like she is making the right decisions
- Wants to use her influence to inform more people about making better decisions
- Needs more transparency and accuracy from companies when labeling products

4 Risks / Emotion(s)

- Cassidy feels cautious because she has been mislead by products that have been green-washed in the past.
- Doing on-site research is a risk that causes feelings of anxiety and overwhelmedness.
- Cassidy feels excited and relieved once she finds a product that she is going to purchase.

B Scenario phases

Phase 1

Cassidy is curious about beginning her eco-friendly journey.

Phase 2

Cassidy is cautious and overwhelmed while shopping for a product that meets a high eco-friendly rating.

Phase 3

Cassidy is excited and relieved to have found a product only minutes after using Greenies to find a product that is eco-friendly.

Phase 4

Cassidy feels accomplished, she can't wait for an opportunity to use the app again.

Storyboard

Cassidy is shopping in Whole Foods for some personal beauty products. She is aware that some products are marketed as eco-friendly, but are not and this causes her to feel uncertain of her choices.

Cassidy runs into a friend while shopping and they converse about the difficulties of finding eco-friendly products due to green-washing. Her friend reccomends an app that she has been trying out that helps her determine if a product is truly eco-friendly.

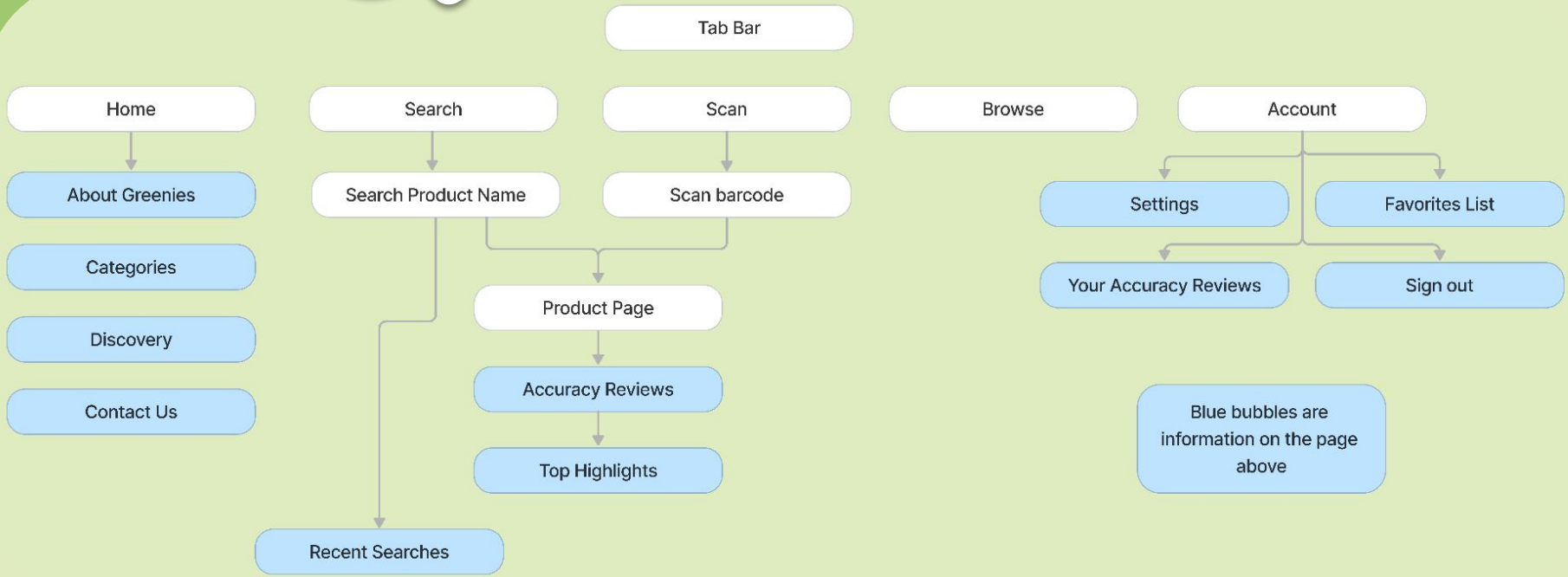
Cassidy opens up the Greenies app and is able to scan and search for products she sees in store to see if they are eco-friendly.

After browsing and scanning products, Cassidy finalizes her purchases and is happy that she is practing being eco-friendly.

Cassidy feels relieved after buying eco-friendly products and decides to share her favorite products with friends through the app.

Cassidy shares the app with her friends who are also wary of green-washing in consumer products. They are excited to see new resources.

App Map


Tab Bar
Home
Search
Scan
Browse
Account
About Greenies
Categories
Discovery
Contact Us
Search Product Name
Scan barcode
Product Page
Accuracy Reviews
Top Highlights
Recent Searches
Settings
Favorites List
Your Accuracy Reviews
Sign out
Blue bubbles are information on the page above

User Journey Map

0

User Name

Cassidy Green

Age

28 Years

Occupation

Manager at WholeFoods

Location

Bay Area, CA

User Motivations

Cassidy has awareness around eco-friendly products and her carbon footprint. She knows that the climate issue is looming over her generation so she feels the obligation to make smart decisions regarding her consumerism. She has enjoyed seeing terms like "eco-friendly" and "green" become popular because it makes her feel optimistic and hopeful that things are changing. Cassidy is eco-mindful; she is doing the best to her knowledge to minimize her carbon footprint and is not perfect in her journey.

1

UX Scenario

Shopping is always stressful for Cassidy because she feels overwhelmed with making the right choice in the moment. If she has not done the research before heading out to the store, she would spend more time than she likes to do research in the aisle

Cassidy is looking for a good quality face wash with a high eco-friendly rating. With Greenies, Cassidy can do a quick scan and search to check if a product meets her expectations in less than a minute.

Goals

- Wants to learn more about how to be eco-friendly
- Would like to find valid and readily resources on sustainability practices
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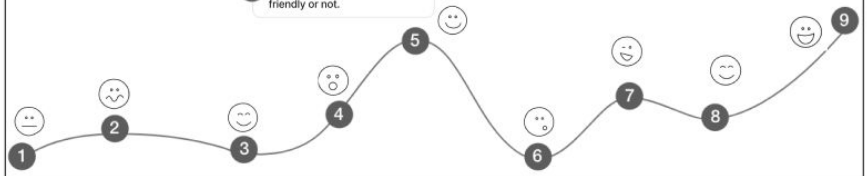
- Wants to use her influence to inform more people about making better decisions
- Needs more transparency and accuracy from companies when labeling products

2

The Experience

1. Cassidy is shopping at Whole Foods
2. Cassidy is feeling anxious and overwhelmed at the store, unsure of which products would be good to purchase for her eco-friendly practices.
3. Cassidy runs into her friend, tells her about her problem and her friend recommends Greenies, an app that allows you to scan items in store to check if they are eco-friendly
4. Cassidy downloads and opens up the Greenies app and scans products she is interested in.
5. The app allows her to verify if products in store are eco-friendly or not.
6. Cassidy chooses which products are eco-friendly using the Greenies app.
7. She confidently purchases the products she has selected using the Greenies app.
8. She feels relieved and less stressed about shopping in store for eco-friendly products.
9. Cassidy shares the app with other friends and with Greenies they are excited to see more resources to be and to shop eco-friendly.

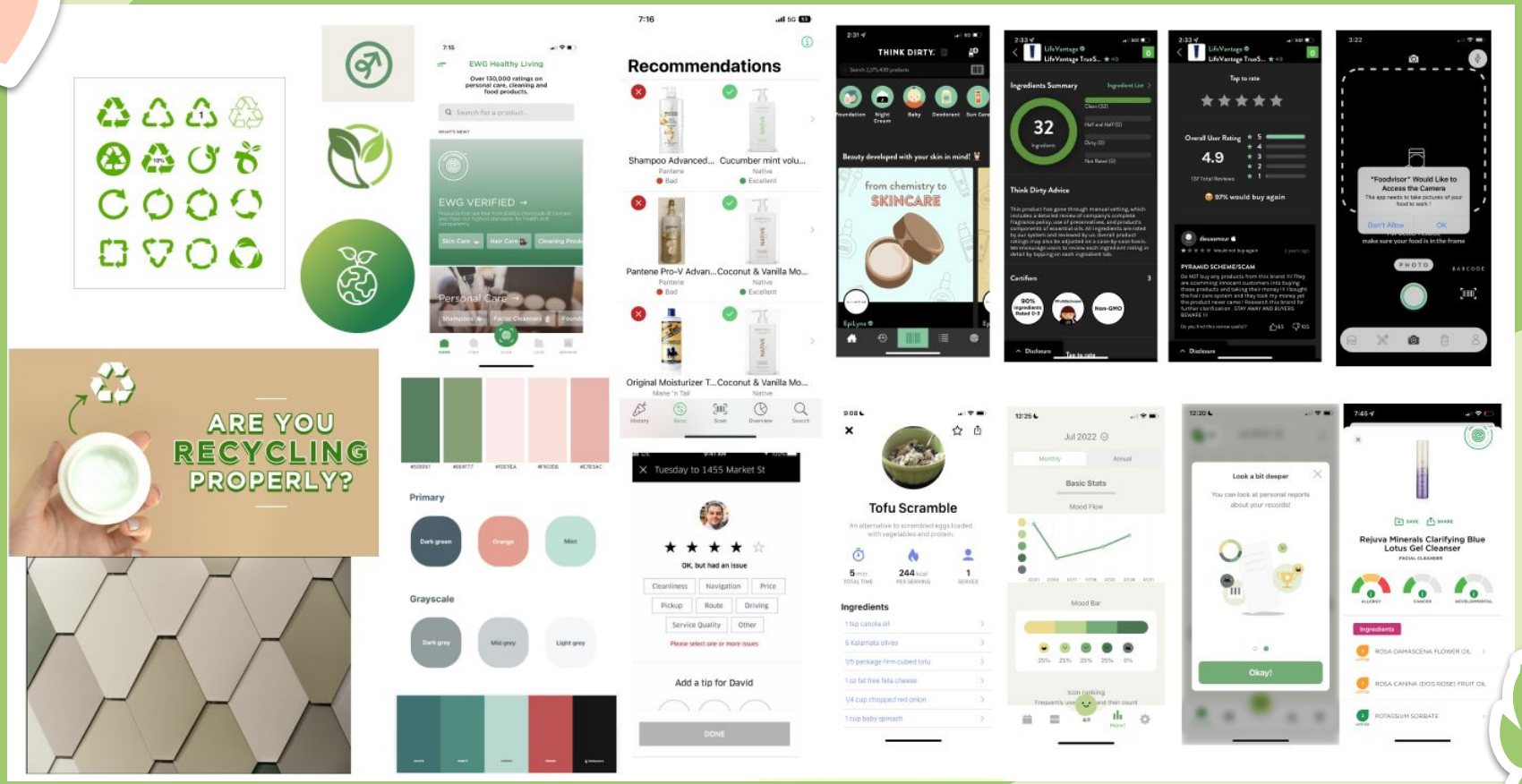


3

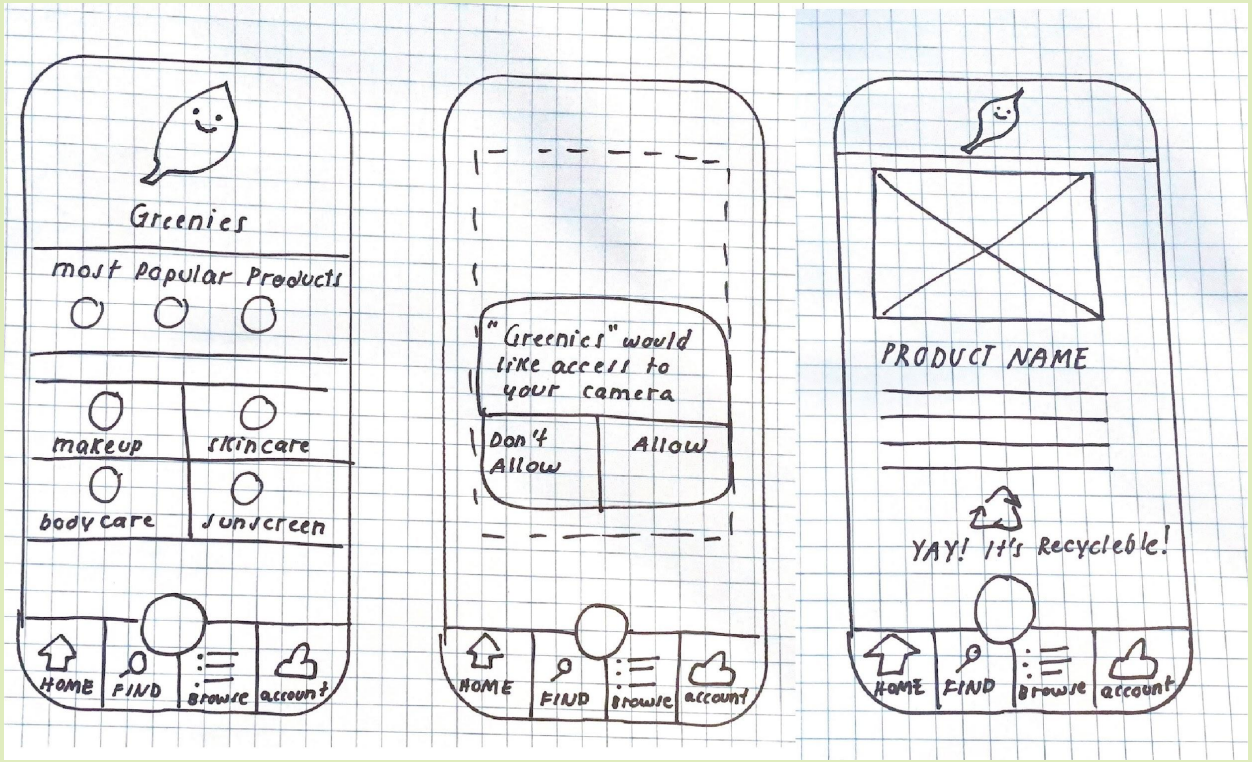
Opportunities

Improvement:	Opportunity:	User's emotional states:	User's Goals:	Improvement:
Partnership with a store where the user can scan QR codes within an aisle and get recommended products from that aisle	Partner with other businesses to advertise eco-friendly prodcuts.	Before using the app the user felt stressed and anxious about shopping eco-friendly, after using the app she feels relieved	The user's goals were met when she was able to successfully choose eco-friendly products to purchase in store.	Using the app would give a user the opportunity to donate to a charitable cause like planting a tree.

Moodboard

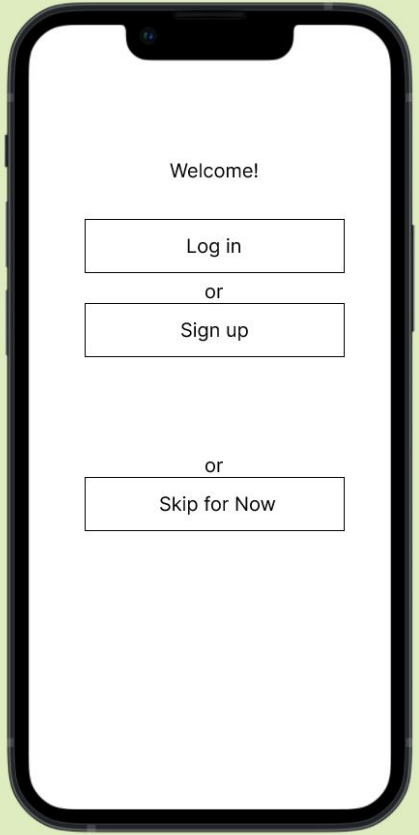

ARE YOU RECYCLING PROPERLY?
EWG Healthy Living
EWG VERIFIED
Personal Care
Recommendations
Shampoo Advanced...
Cucumber mint volu...
Pantene Pro-V Advan...
Coconut & Vanilla Mo...
Original Moisturizer T...
Coconut & Vanilla Mo...
Primary
Grayscale
Tuesday to 1455 Market St
OK, but had an issue
Add a tip for David
DONE
THINK DIRTY
Beauty developed with your skin in mind!
from chemistry to SKINCARE
Ingredients Summary
32
Think Dirty Advice
Overall User Rating
4.9
97% would buy again
Certifiers
Non-GMO
"Foodvisor" Would Like to Access the Camera
make sure your food is in the frame
PHOTO
BARCODE
Tofu Scramble
Ingredients
Basic Stats
Mood Flow
Mood Bar
Look a bit deeper
Okay!
Rejuva Minerals Clarifying Blue Lotus Gel Cleanser
Ingredients

Sketches


Greenies
most popular Products
makeup
skincare
bodycare
sunscreen
HOME
FIND
Browse
account
"Greenies" would like access to your camera
Don't Allow
Allow
HOME
FIND
Browse
account
PRODUCT NAME
YAY! It's Recycleble!
HOME
FIND
Browse
account

Low-Fidelity Wireframes

Clickable Low-Fidelity Wireframes



Click here to flow!

Usability Testing Plan

TASK ONE

Scan an item.

TASK TWO

Search for a shampoo within the app.

TASK	SUCCESS RATE	Participant 1	Participant 2	Participant 3	Participant 4	Participant 5		Success Rate Key:	
								User successfully completes task	1
Task 1:Scan an item		1	1	1	1	1		User partially completes task	0.5
Task 2: Search for a shampoo within the app.		1	1	1	1	1		User does not complete task	0

Click here to view the full Usability Testing Plan and Results.

Style Tile

UI STYLE TILE: Greenies

UI STYLE DIRECTION

Greenies app uses muted earth toned colors to evoke a sense of calmness. The logo for Gerald, which the design team refers to as "Gerald" has a pop of color to make it stand out.

UI STYLE ADJECTIVES

Clean	Calming	Charming
Reliable	Laconic	Intelligible

H1 - Headline (Nokora 32 Px Bold)

H2 - Subhead (Nokora 24 Px Bold)

H3 - Subhead (Nokora 20 Px Regular)

Body (Nokora 16 Px Regular)

Small (Nokora 13 Px Regular)

TYPOGRAPHY BODY COPY

The cosmetic industry is 511 Billion dollar industry and in recent years, there is a big shift for the want and need of cleaner products. How can daily users of cosmetics differentiate between actual green products and products that are posing as green products? Greenwashing is the mislabeling of a product as eco-friendly/healthy when it is not. People are interested in making better and greener decisions when buying things. With greenwashing, cosmetic companies are taking advantage of consumerist interests by mislabeling their products. It is difficult to find reliable sources regarding sustainability practices or products.

This Is A Regular Link (Nokora 17 Px Regular)

BRAND LOGO

– LOGO ON WHITE

– LOGO ON DARK

ICONOGRAPHY

Outlined

Filled

BUTTON STATES

- Primary button
- Active button
- Hover button
- Secondary button
- Disabled button
- Outlined button

COLOR PALETTE

– BRAND COLORS

#4B606A	#929D9F	#C0E1D7	#CAD0D2	#F9E0DB	#E49F90

– PRIMARY INTERACTION COLOR

– SECONDARY INTERACTION COLOR

– COLOR GRADIENT

GRAPHIC PATTERNS

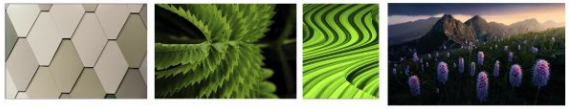


IMAGE SAMPLES

BUTTON STYLES

Square outlined | Pill outlined | Square filled | Pill filled

5 Sec Usability Test

For our second round of user tests, we used UsabilityHub (website here). We created two 5 second questions for users to answer to gain insight how how usable our Hi-Fidelity prototype was working.

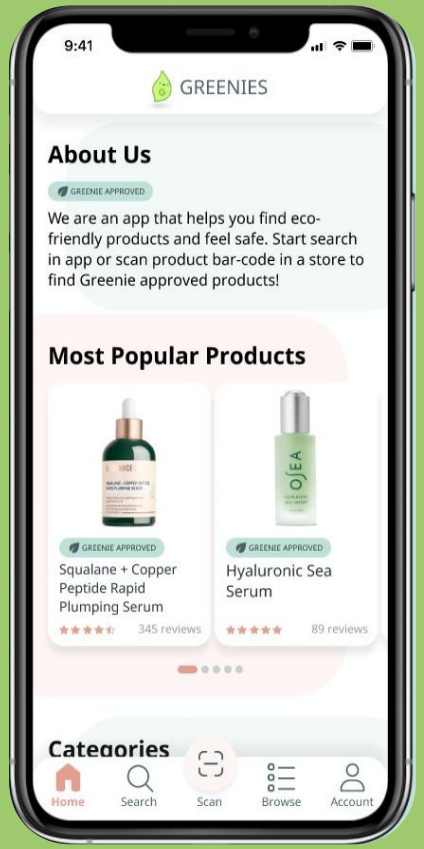
1

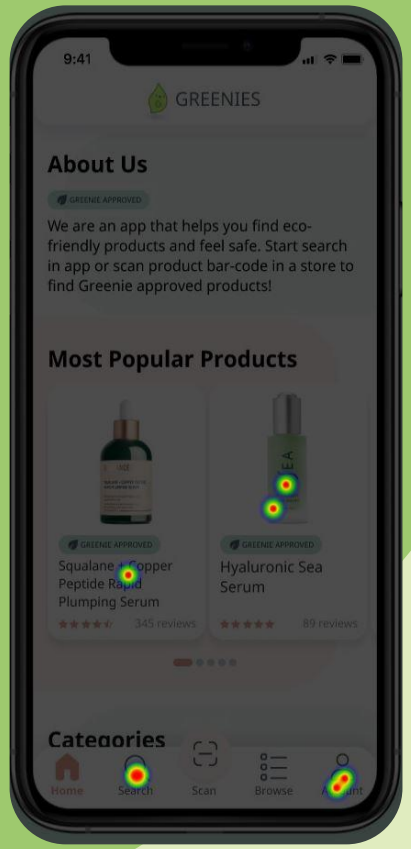
After viewing the image to the right for 5 sec, we asked users to tell us what the purpose of the page was and what stood out.

5 Sec Usability Test Cont.

2

Next, we asked the users to click where they would go to find more information about a product they have. The image on the right is the heat map of where users clicked.





Testing Results

Takeaways from Task 1

- Users successfully able to identify this as a product page
- Users saw the accuracy ratings of the product
- Most importantly, they saw it was “Greenie Approved”

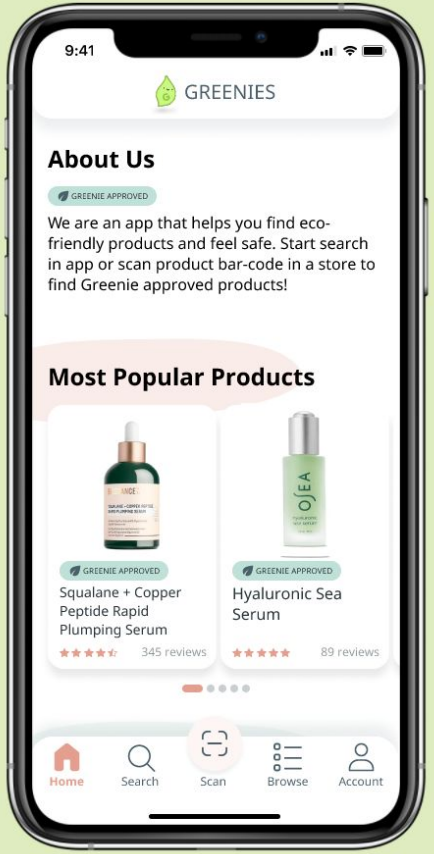
Takeaways from Task 2

- Users used the search button like we expected
- Users clicked the account button because they realized a product they already have would be saved in their account
- Users did not click the scan button, we thought this was due to a lack of information on the test

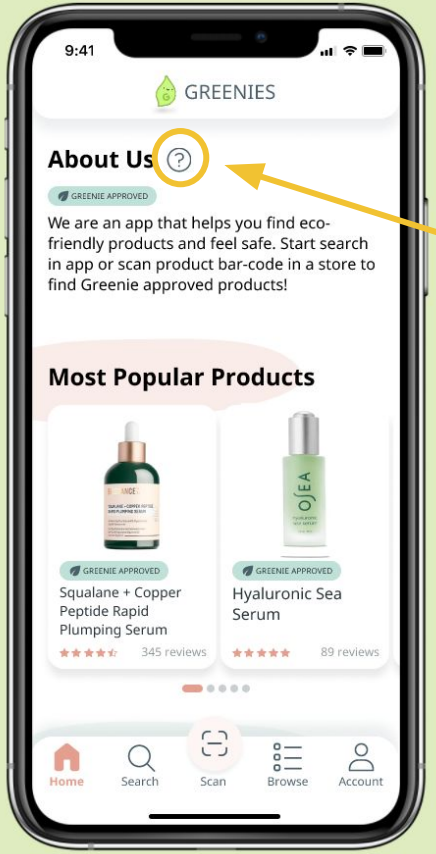
Hi-Fidelity Prototype Revisions

We realized if a user closes the informational pop ups upon opening the app then they would not have access to them again so we added a Help button to access the informational pop ups again.

BEFORE

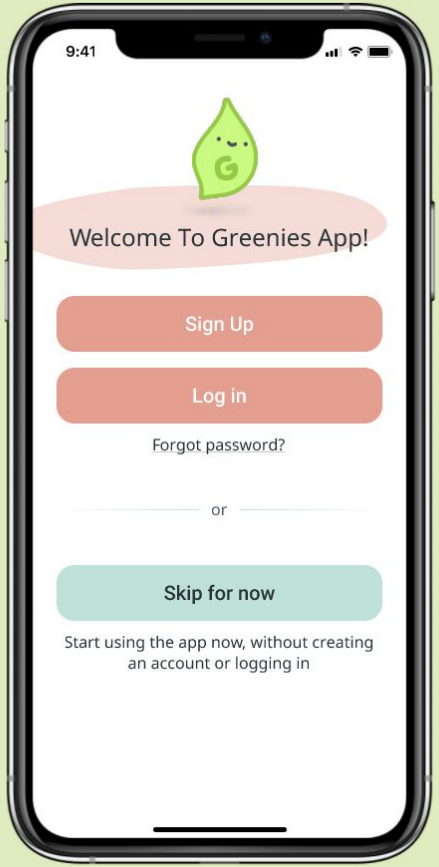


AFTER



Help button

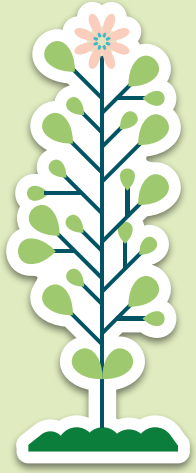
Final Hi-Fidelity Prototype



Click here to flow!

Live App Link

Click here to view!

The Future of Greenies

- Develop all pages to be clickable
- Conduct another round of testing
- Partner with stores to gain access to their product database
- Develop a website based off the app designated for green-products
- Develop our platform to be e-commerce where we would sell green personal beauty products