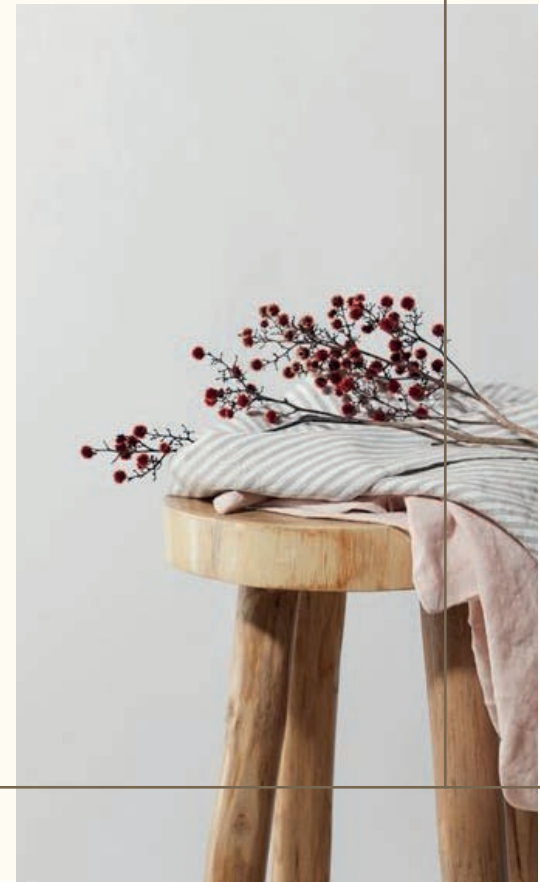


RAW

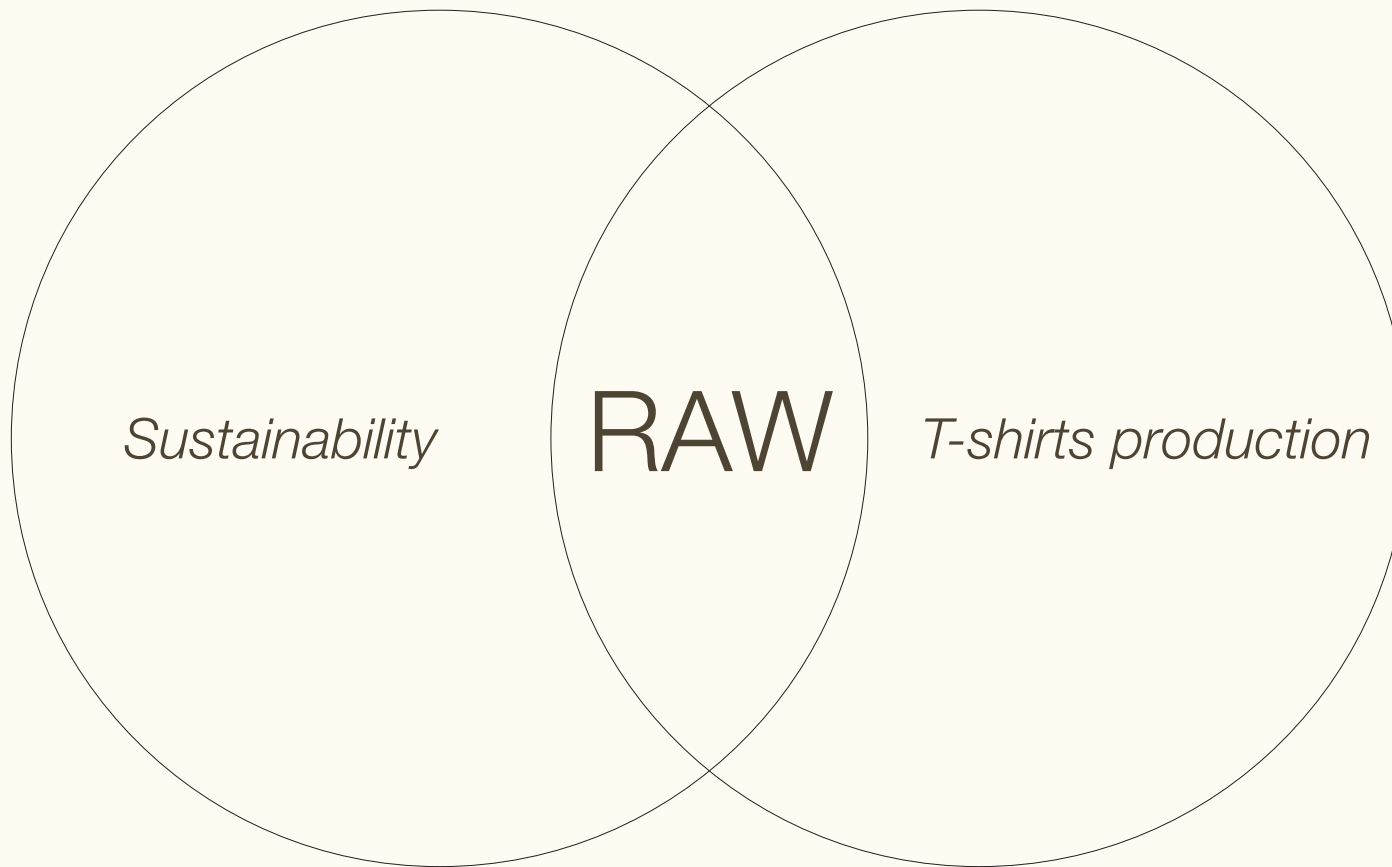
online shop for a sustainable brand

What we do?


We provide a clear, informative and straight forward purchasing experience for environmentally conscious people.



our researches



our steps



```
graph LR; A((understanding the product)) --> B((finding the USP)); B --> C((modeling the target users));
```

understanding
the product



finding the USP



modeling the
target users

UNDERSTANDING THE PRODUCT

What RAW does?

*Offers natural dyed,
synthetic free
organic t-shirts*

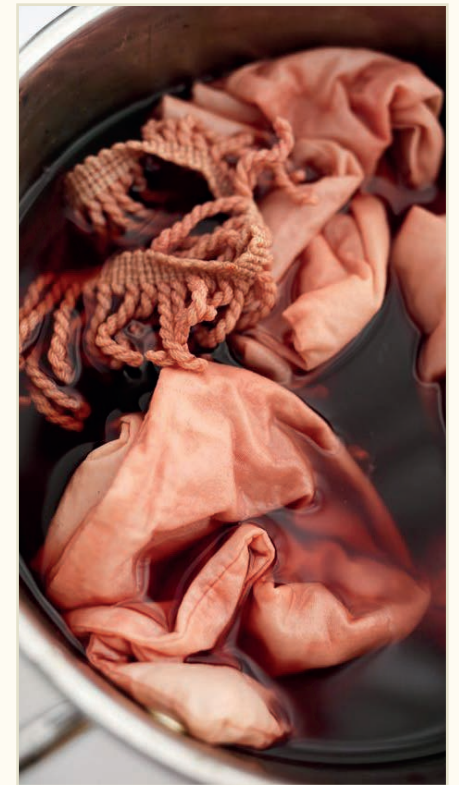


FINDING THE UNIQUE SELLING POINT

Why is special?

Coloring with natural dyes is a traditional and old way of coloring fabrics that requires a lot of knowledge and skills.

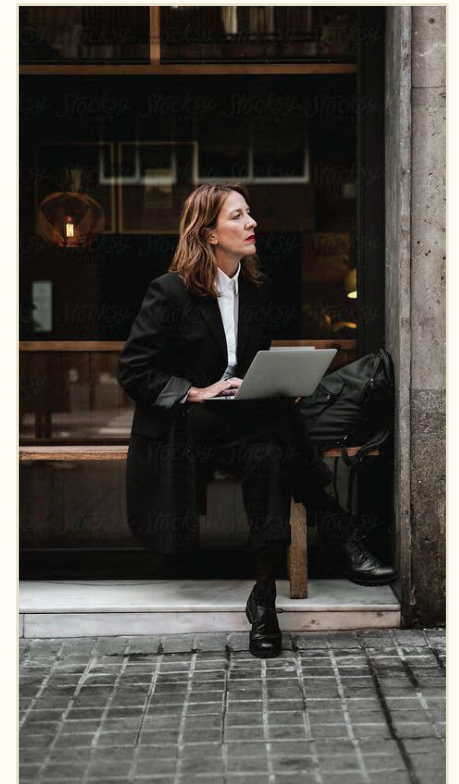
This combined with organic material makes a unique product.



MODELING THE USERS

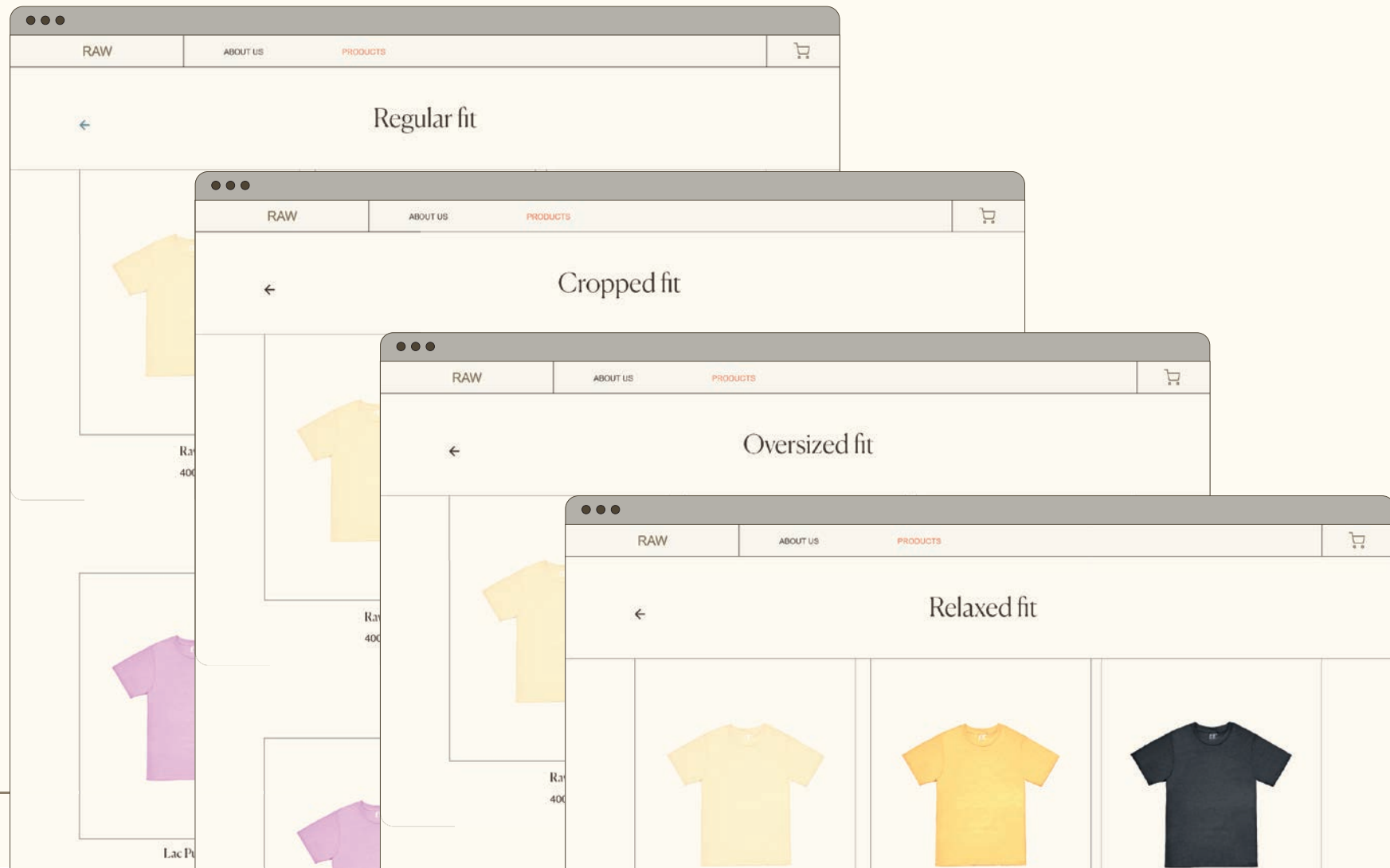
Who buys RAW?

Conscious costumers that are looking for realiable information about production and require sustainable brands to be transparent and informative.



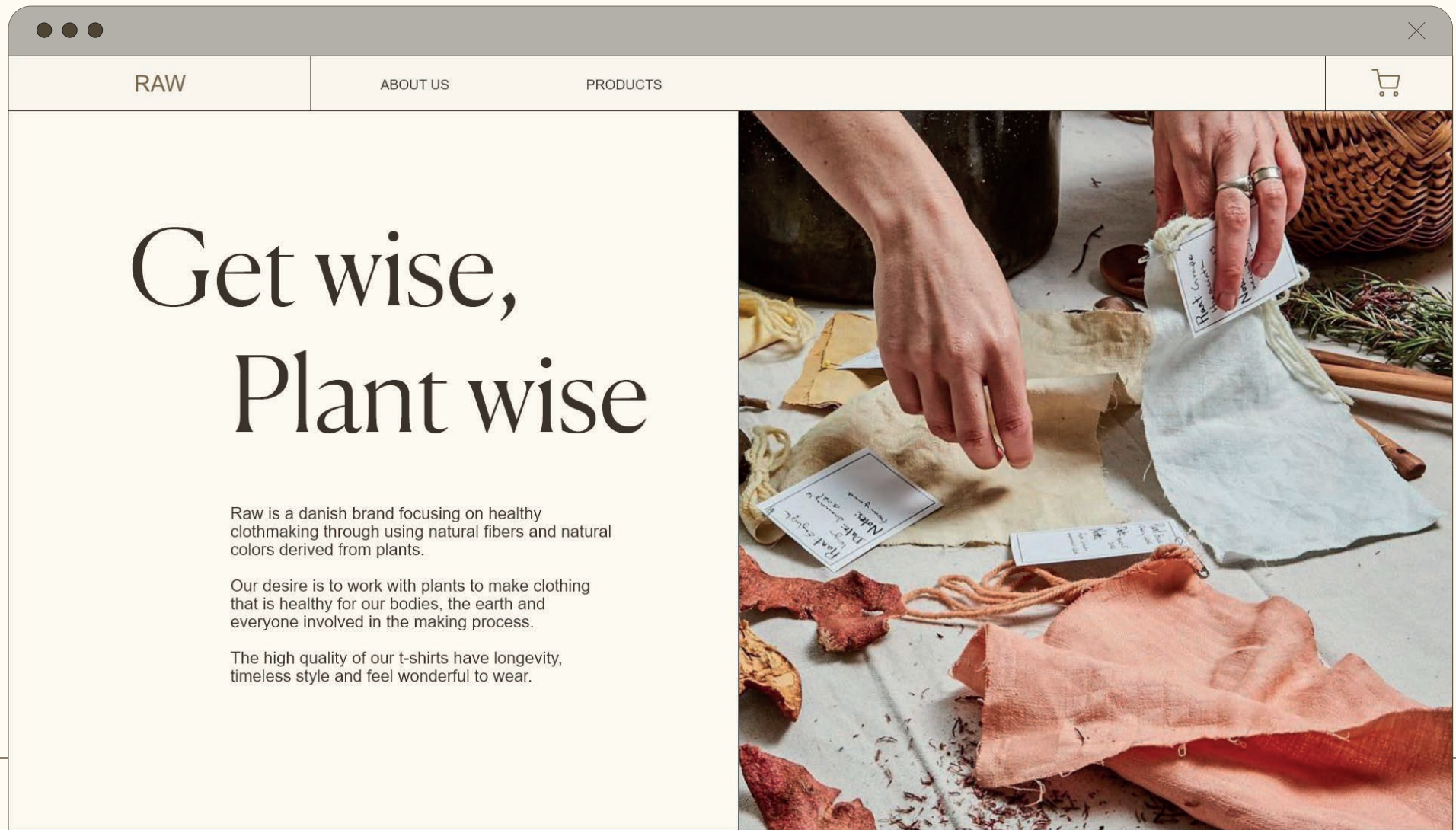
A MODEL FOR LONG-LASTING PRODUCTS

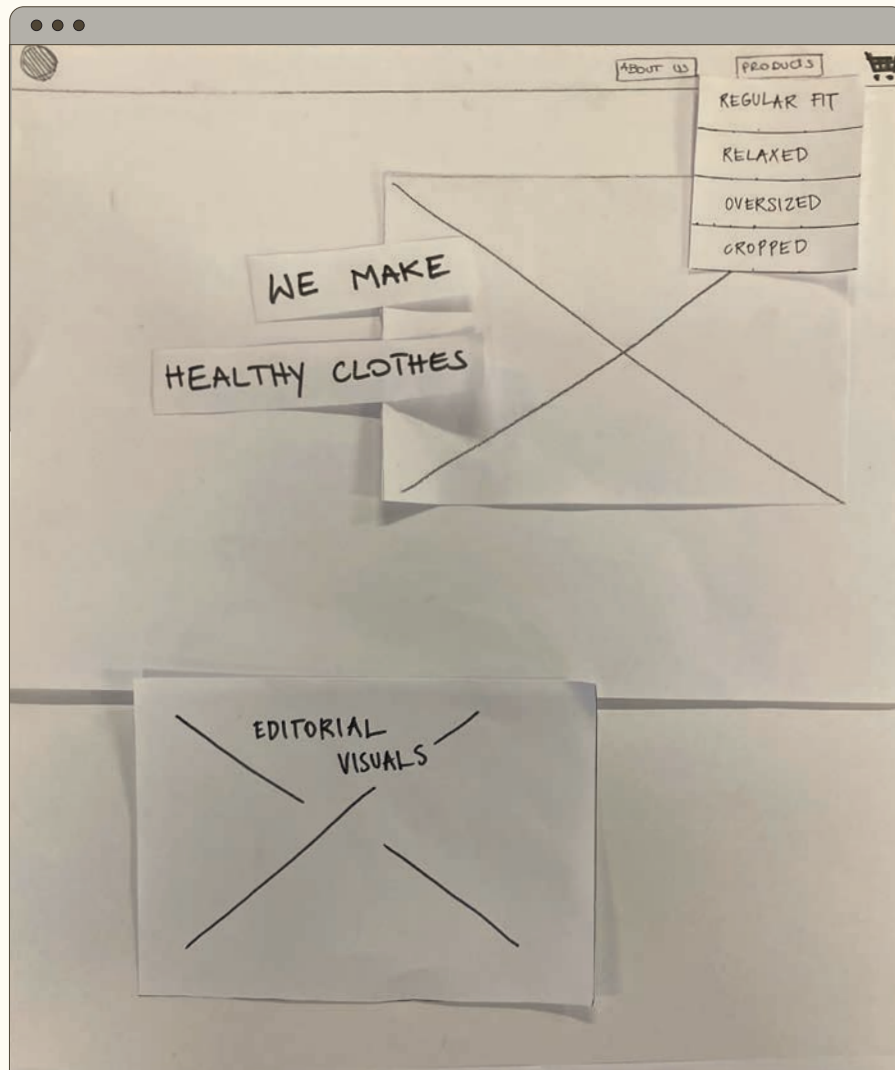
4 fits concept



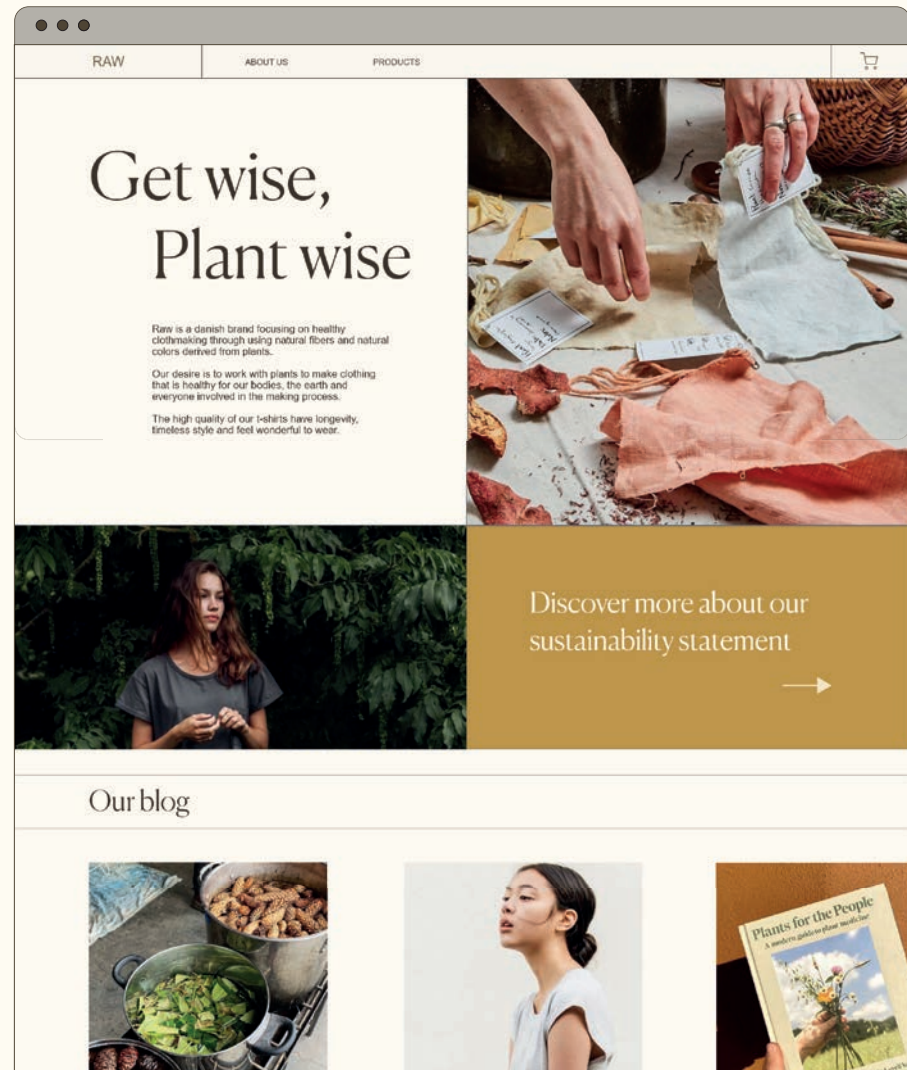
PROBLEM: CLEAR STATEMENTS

Homepage

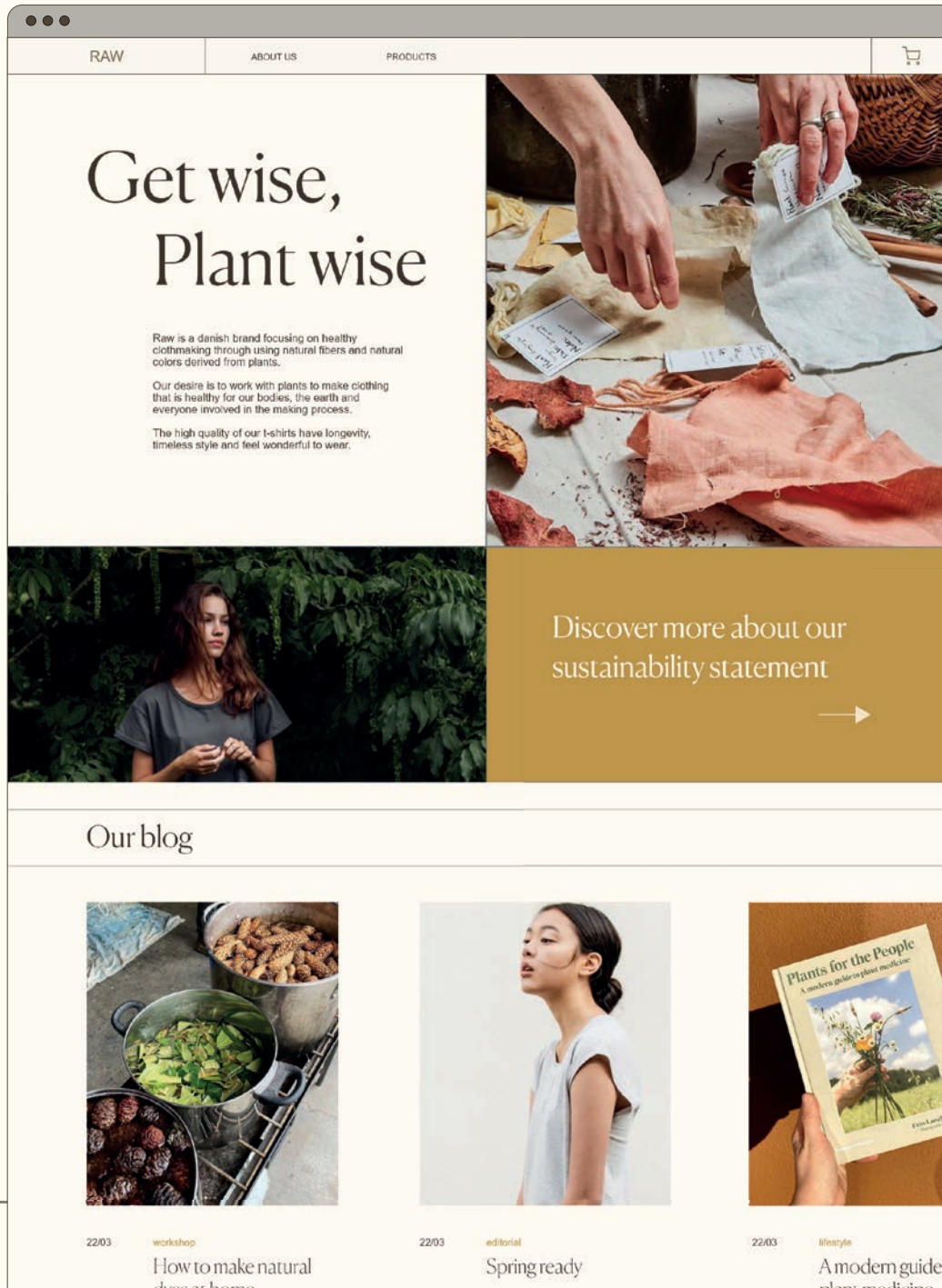




During the testing an user asked
"Healthy clothes? I wonder why"



So we focused on structuring a lot of
 informations about sustainability



← NAVIGATION BAR

The user understands that it's shop because of the cart icon, but we focus a lot on company's informations

← INTRODUCTION

A small paragraph immediatly introduce the user to the mission of the company

← LINK TO “ABOUT US” PAGE

A second contact-point to the the about page

← INFORMATIVE CONTENTS

Miscellaneous contents both for SEO purpose and users' fidelity

ABOUT US

PRODUCTS

← TWO MAIN SECTIONS

RAW



Get wise, Plant wise

Raw is a danish brand focusing on healthy clothmaking through using natural fibers and natural colors derived from plants.

Our desire is to work with plants to make clothing that is healthy for our bodies, the earth and everyone involved in the making process.

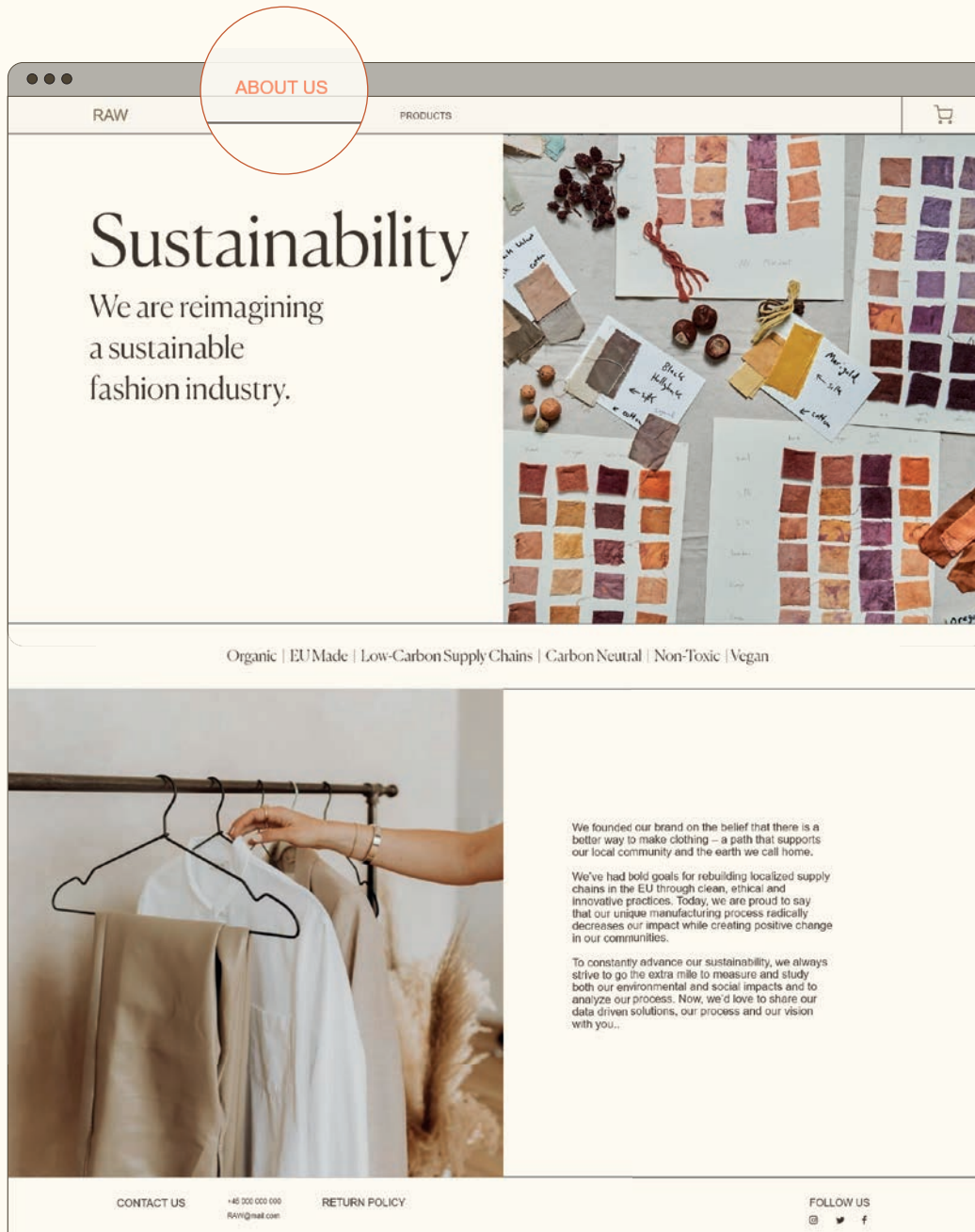
The high quality of our t-shirts have longevity, timeless style and feel wonderful to wear.



About us

We are reimagining
a sustainable
fashion industry.



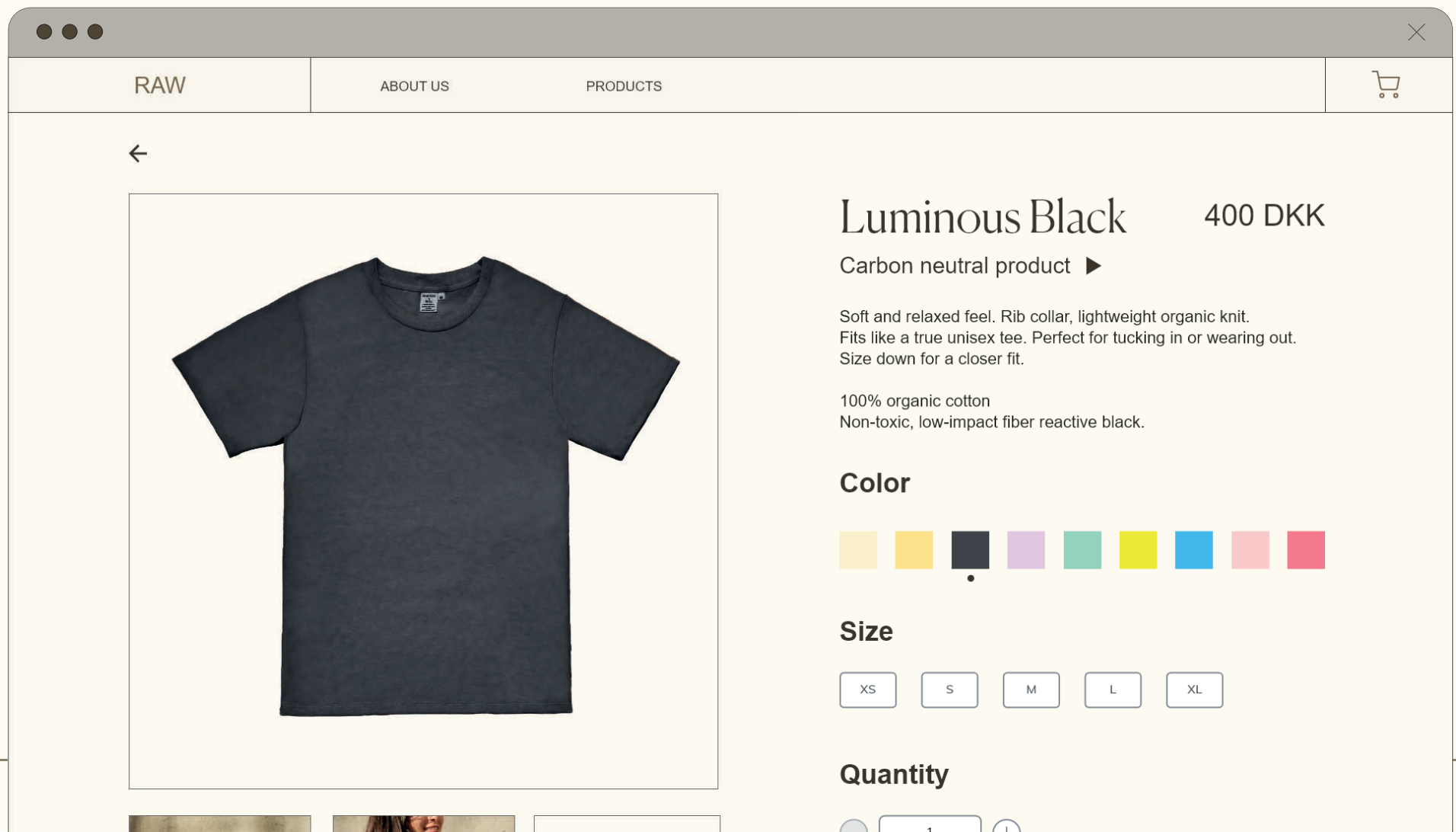


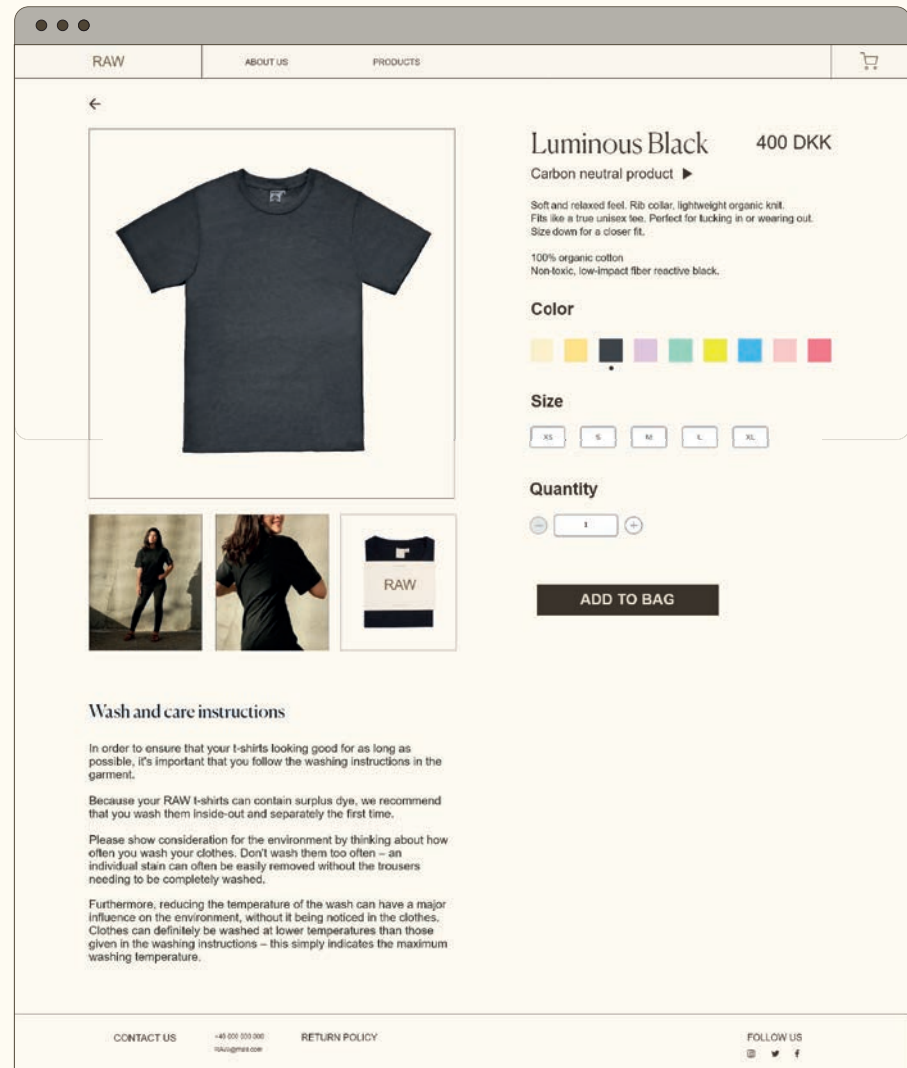
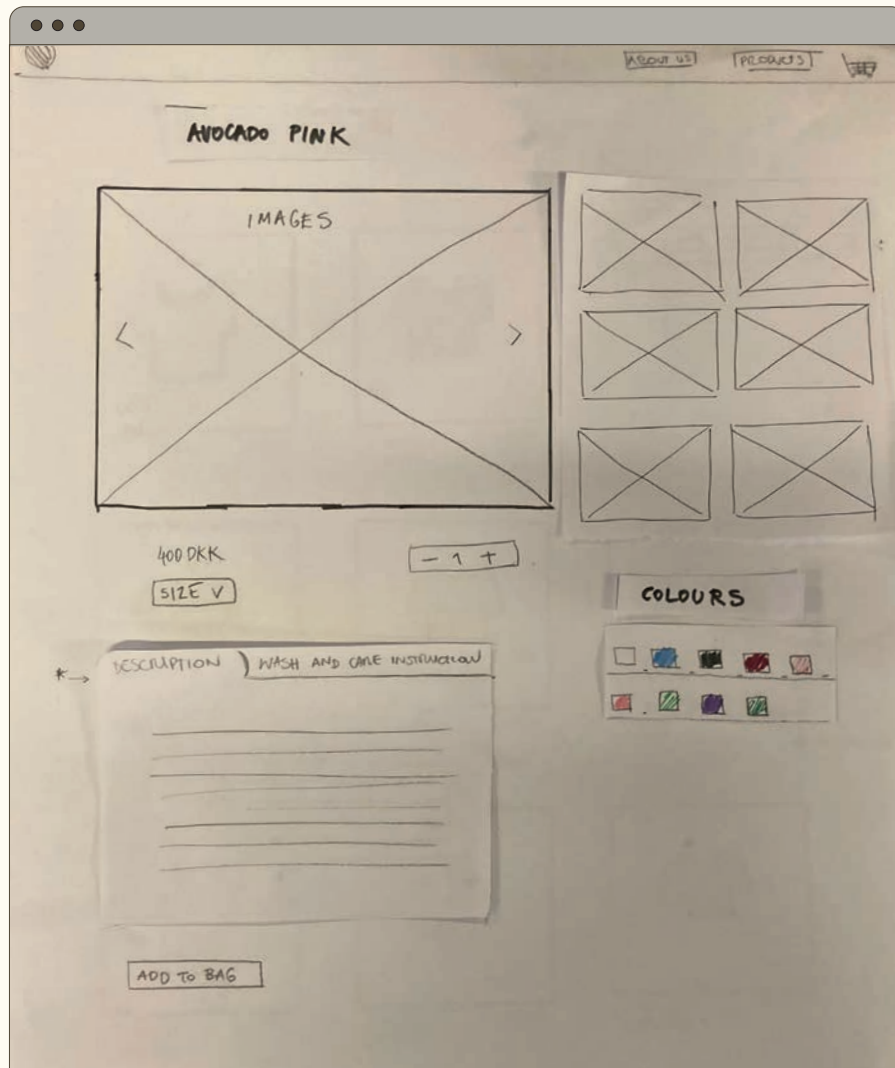
← COLOR ACCENT FOR POSITION

The about us section includes the company's statement on sustainability and transparency of production. It can be reached both from the navigation bar and the homepage.

PROBLEM: HOW TO ORGANIZE A LOT OF INFORMATIONS

Product view





FUTURE IMPROVEMENTS: STRAIGHT-FORWARD SOLUTIONS

Purchase steps

● ● ●

×

RAW

ABOUT US

PRODUCTS

🛒

REGULAR

RELAXED

OVERSIZED

CROPPED

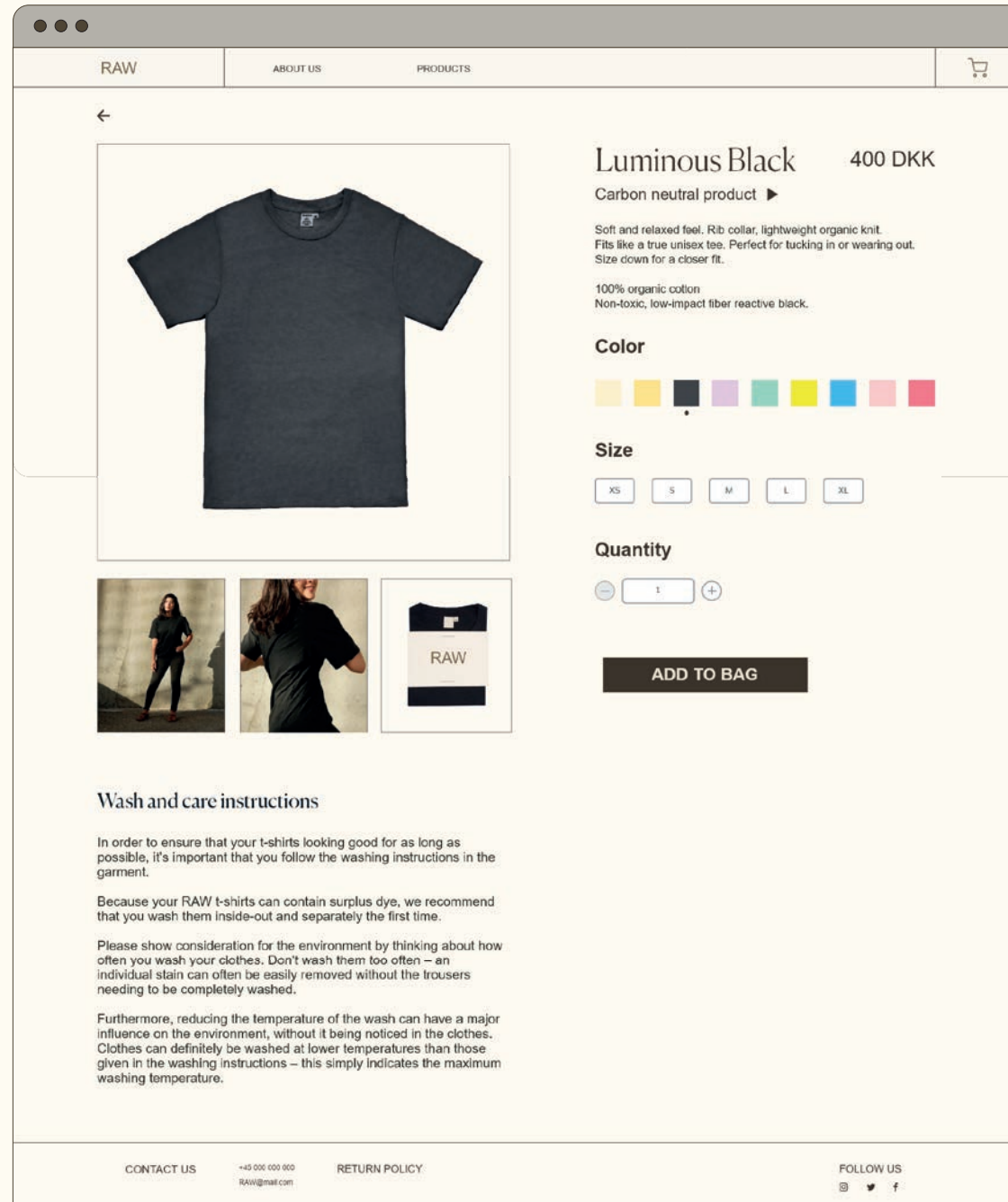
Get wise Plant wise

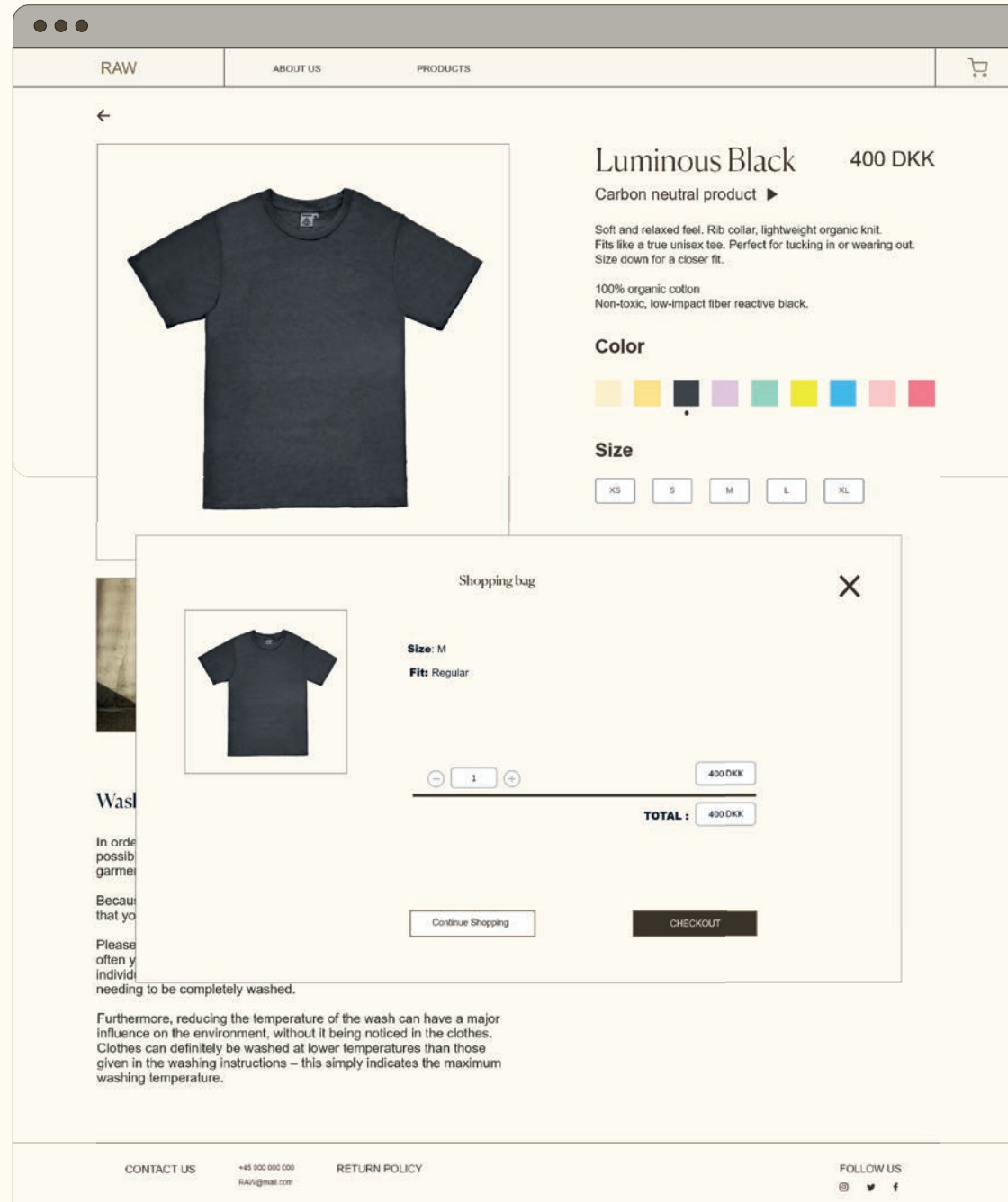
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Our desire is to work with plants to make clothing that is healthy for our bodies, the earth and everyone involved in the making process.

The high quality of our t-shirts have longevity, timeless style and feel wonderful to wear.








RAW

ABOUT USPRODUCTS



←

ORDER

Shipment Informations

Country

First Name

Last Name

Address

Apt / Floor / Suite


City

ZIP Code

Phone number

Email

Payment Informations

 4030 2100 5030 2020

EXP

CSV


ZIP

Cancel

☐ Receive email updates and special promo offers?

PAY

Order Summary



Size: M

Fit: Regular

400 DKK




Total400 DKK

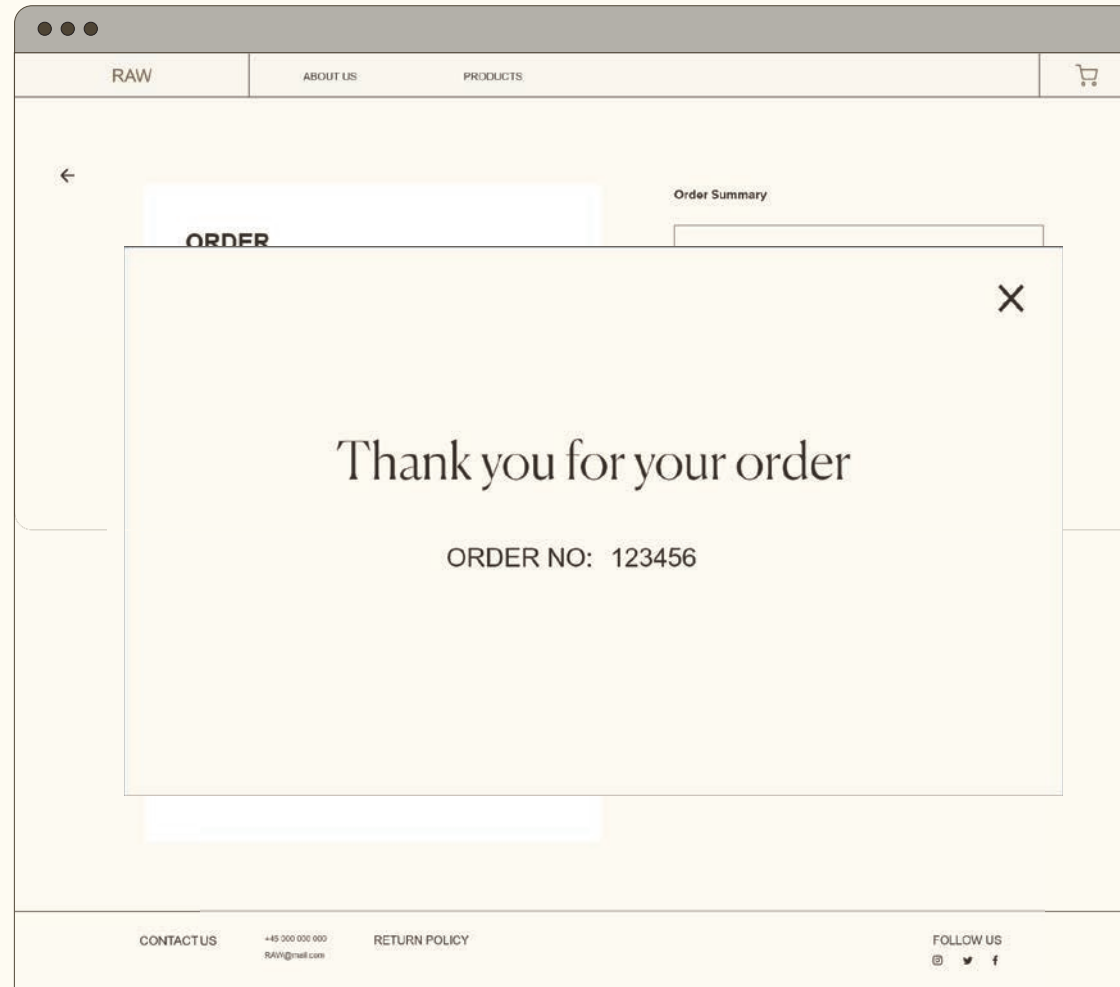
CONTACT US

+45 000 000 000
RAW@mail.com

RETURN POLICY

FOLLOW US





Thank you