

PRE-ASSIGNMENT

BEAUTIFUL TOMMORROW IS CIRCULAR

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Background

Sammal is a premium Finnish fashion company that is focused on **everyday luxury**. The company was established in 2010 and it produces **fashionable but timeless** outfits and accessories for both men and women. They have their own design team in Finland and the production happens in the EU area.

Over the past 10 years, Sammal has become a well known brand in the Nordics. The success factors are **timeless design, high quality fabrics** and taking sustainability into consideration by **focusing on environmental and societal responsibility**. This means that Sammal is investing in local production using the **minimum amount of water** in the supply chain and **renewable energy**. When it comes to the fabrics, Sammal is both **reusing and recycling materials**. The collections are **released at a moderate pace**, meaning **once a year**.

Recently, Sammal has upgraded their mission: "**Beautiful tomorrow is circular**". From the organisation's point of view this means seeking new ways to embed **circular economy principles**: designing out waste and pollution, keeping products and materials in use and regenerating natural systems. From customers' point of view it's all about emotionally durable outfits and new ways to keep them circulating.

Sammal's growth strategy is to seek new revenues through global scale eCommerce. The market position of Sammal is very promising as it is a well known brand in Scandinavia. They also have resellers in various big cities, such as Paris, London, Barcelona, Amsterdam and Milan. Outside of the EU their name is still unknown. They already have a working online shop, but it is to be either updated or totally renewed.

UX Design

Your team at Reaktor is preparing an offer for Sammal for renewing their online shop. As mentioned in the Background section above, sustainability is a key part of Sammal's strategy, but they are wondering whether they are a bit behind competition, and are hoping to hear novel ideas on what could be tomorrow's way of allowing users to make more informed shopping decisions.

To help your team get forward,

- 1) **Investigate** how 2-3 of Sammal's competitors have integrated **environmental & social responsibility** into their **shopping flows**. Based on your research, **identify** key moments in the flow that Sammal should also pay attention to when renewing their online shop. Explain what these key moments are and why you think they are important.
- 2) **Make a draft of a user flow** in the Sammal online shop that addresses the above-mentioned key moments regarding sustainability and any other insights you may have. As this is just an initial UX concept for the offer, **design one flow around a single garment: a unisex t-shirt**.

Feel free to speculate and assume:

In real life, you would have a team around you, and access to Sammal's current online shop, their users and the client for more information.

You can assume that the Sammal webshop flow consists of

- A front page with a search and some filtering options
- A category page (e.g. "shirts")
- A product page with some details + add to cart
- A shopping cart
- Choosing delivery option
- **You can finish the flow at checkout (so leave the payment out)**

You can use some of the following "ecometers" that the client has shared with you when thinking about sustainability:

- Material reuse rate
- Nearby production
- Use of water in the supply chain
- Recycling: reusing old models
- Recycling possibilities (bring your old clothes here etc.)
- How often new collections are released?

Do's

- Focus strictly on the flow for purchasing a unisex t-shirt.
- Stick to benchmarking 2-3 webshops.
- Present your solution as **a flow** (i.e. series of images or a low-fi prototype) for **mobile use** from the point of view of the user. Show us what the user does.
- If designing the entire purchase flow from selecting the product to checkout is too much, you can also focus on just some parts of the flow more carefully - just be sure to demonstrate user interaction.
- Use realistic data instead of placeholders.

Don'ts

- Don't spend too much time on the task. Max 2-4 hours should be enough.
- Don't spend too much time on polished visuals. Wireframes are enough.
- Don't actually buy anything - you can finish benchmarking and your own flow before a payment option is selected.

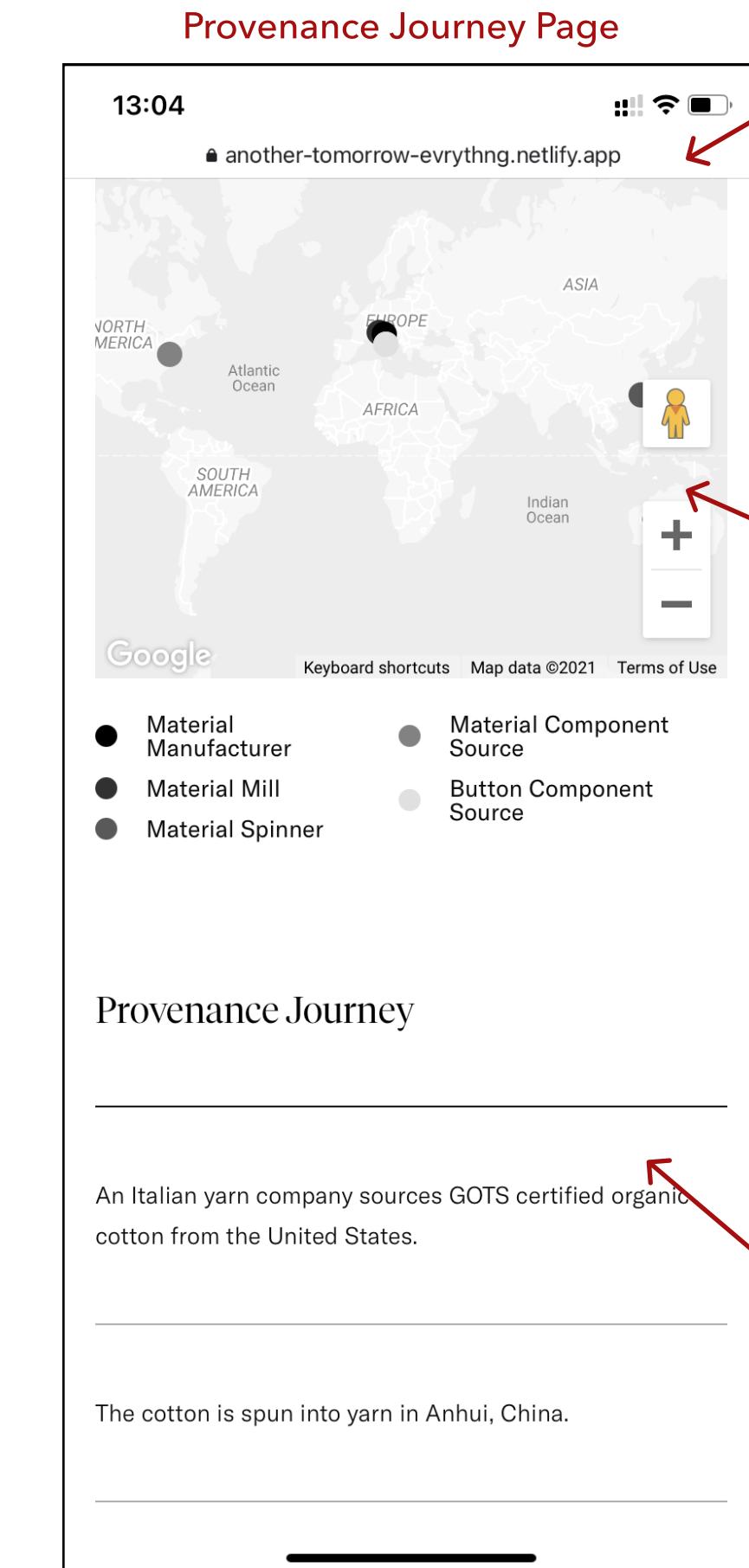
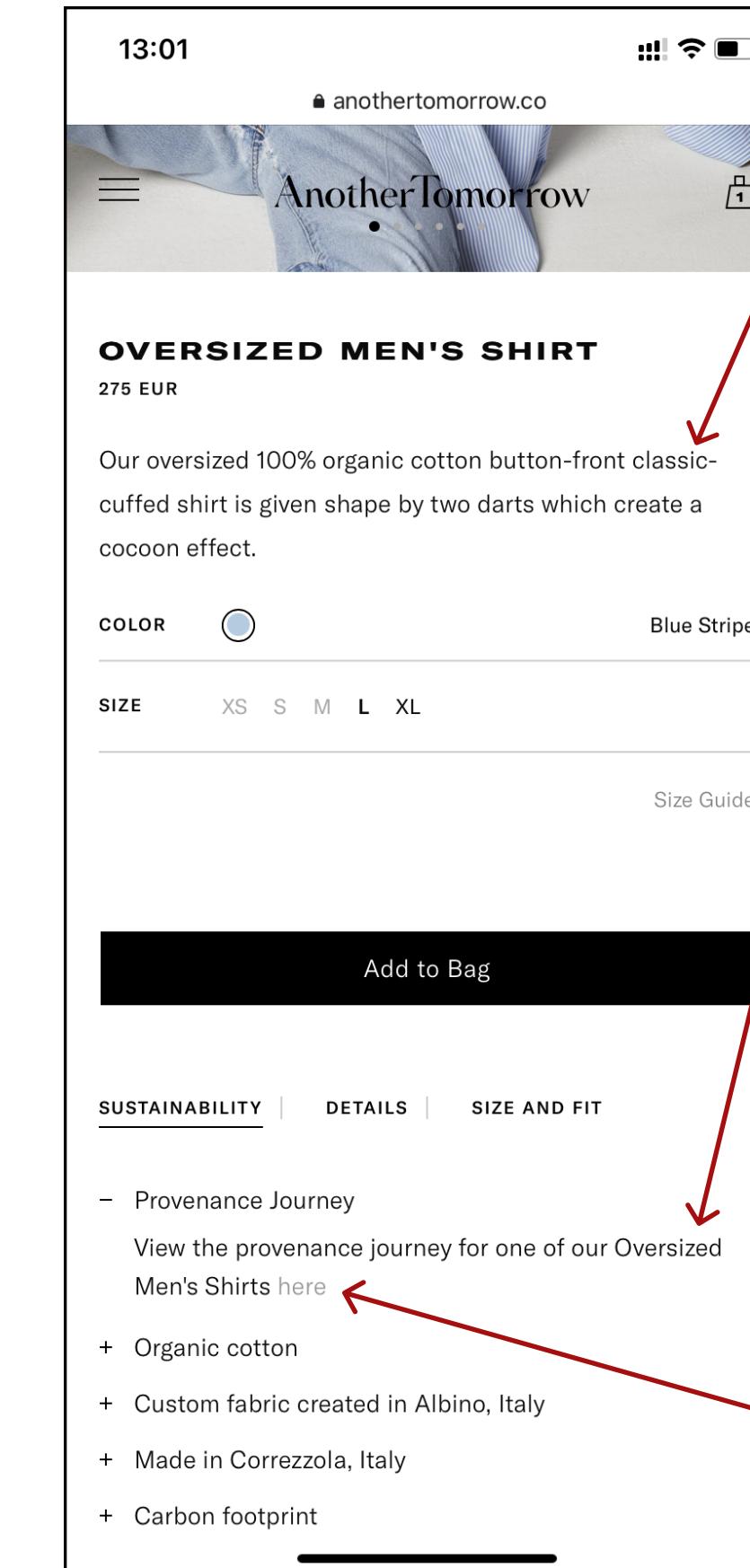
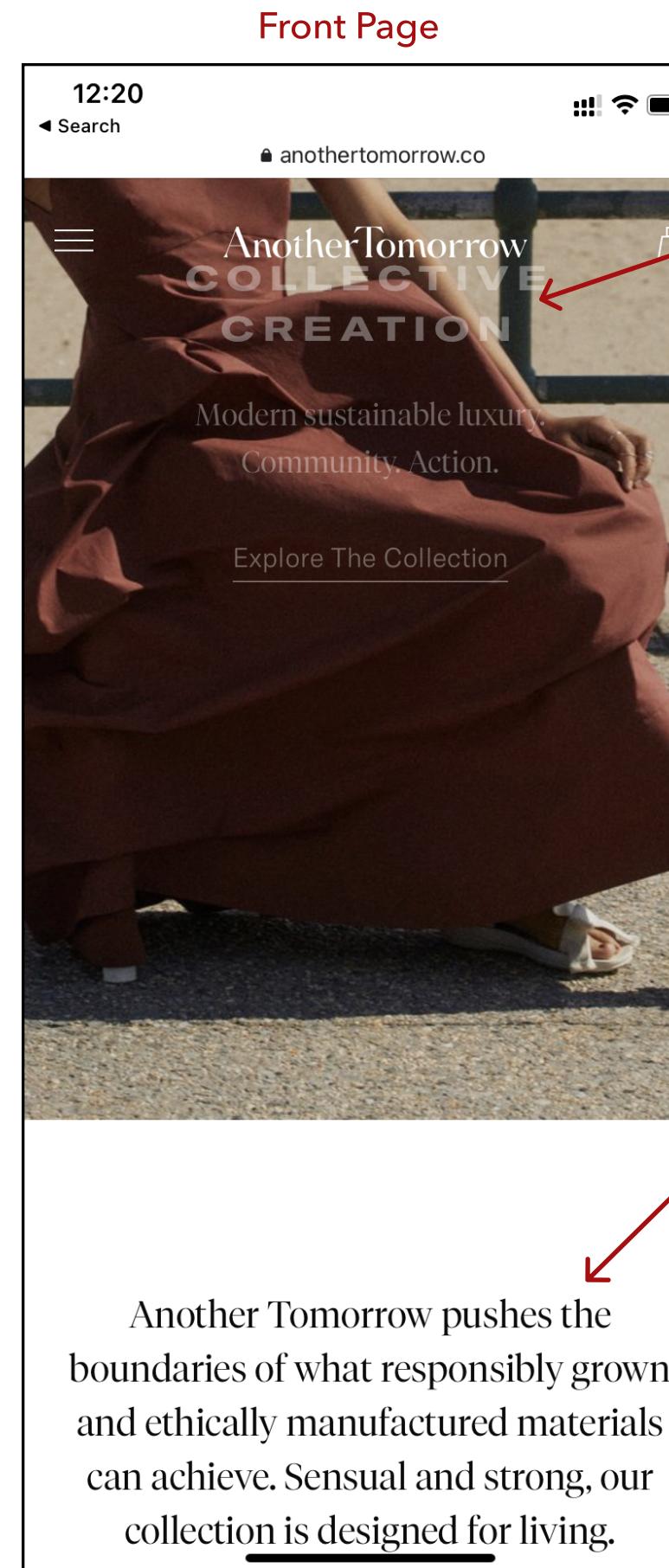
Deliverables checklist

1. Explain on **1-2 slides (PDF)**, what your chosen key moments from task 1 (integrating sustainability to shopping flow) are and what kind of thinking and process led to identifying them?
2. For the user flow, use the tool(s) that suit you and the task best. Hand drawn sketches and digital prototypes are equally interesting for us.
3. In addition, on **1-3 slides (PDF)**:
 - Outline, how much time did you use on the different tasks.
 - Describe your design process, key insights and what kind of thinking led you to designing the particular user flow.
 - Explain how you would begin to validate your assumptions if the client chose to invest in this project? What would be the concrete next step?

Another Tomorrow - Modern sustainable luxury. Community. Action.

Competitive Analysis

AnotherTomorrow



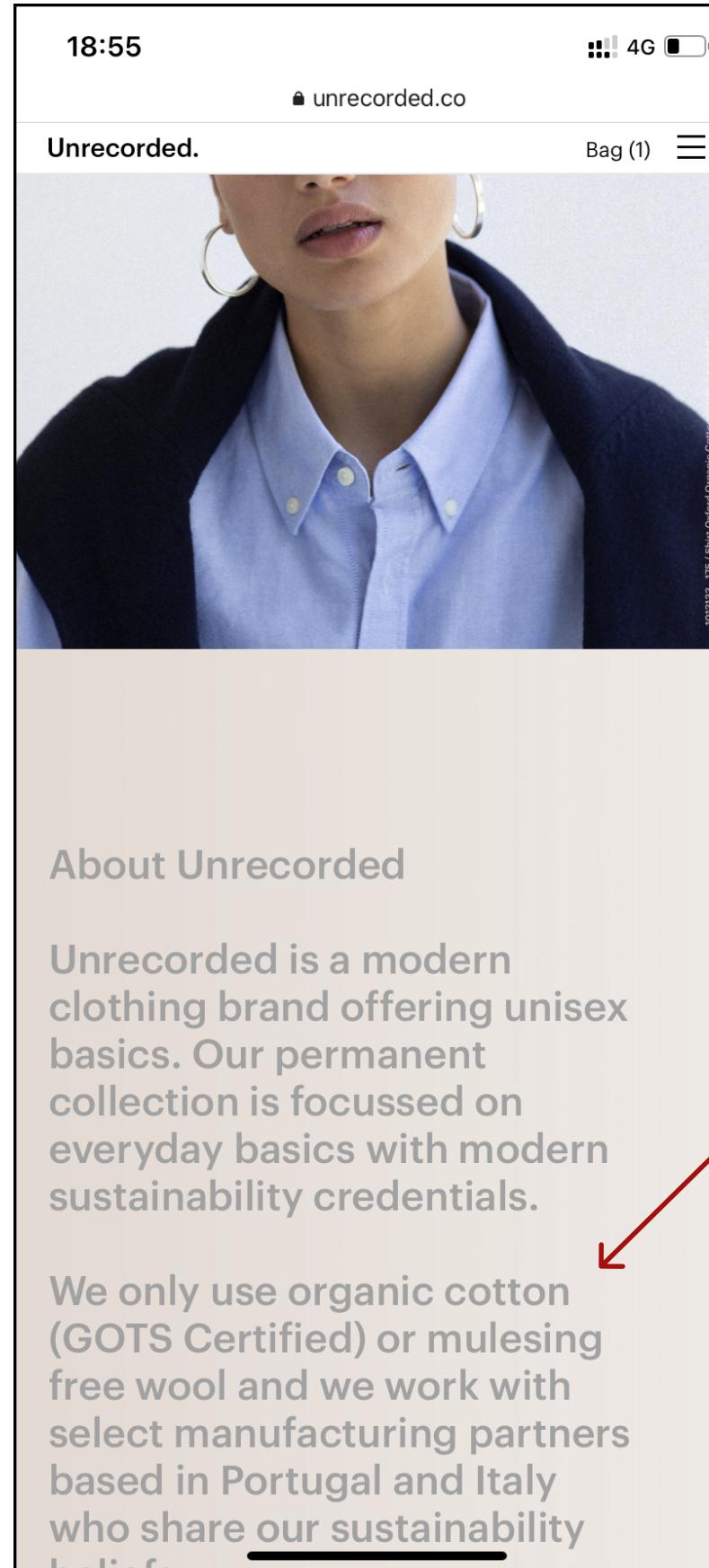
The brand personalized transparency by giving the garments a digital identity, showing the provenance of a garment, listing the steps the product was manufactured and shipped to their warehouse

Unrecorded. - Sustainable production without sacrificing style or quality

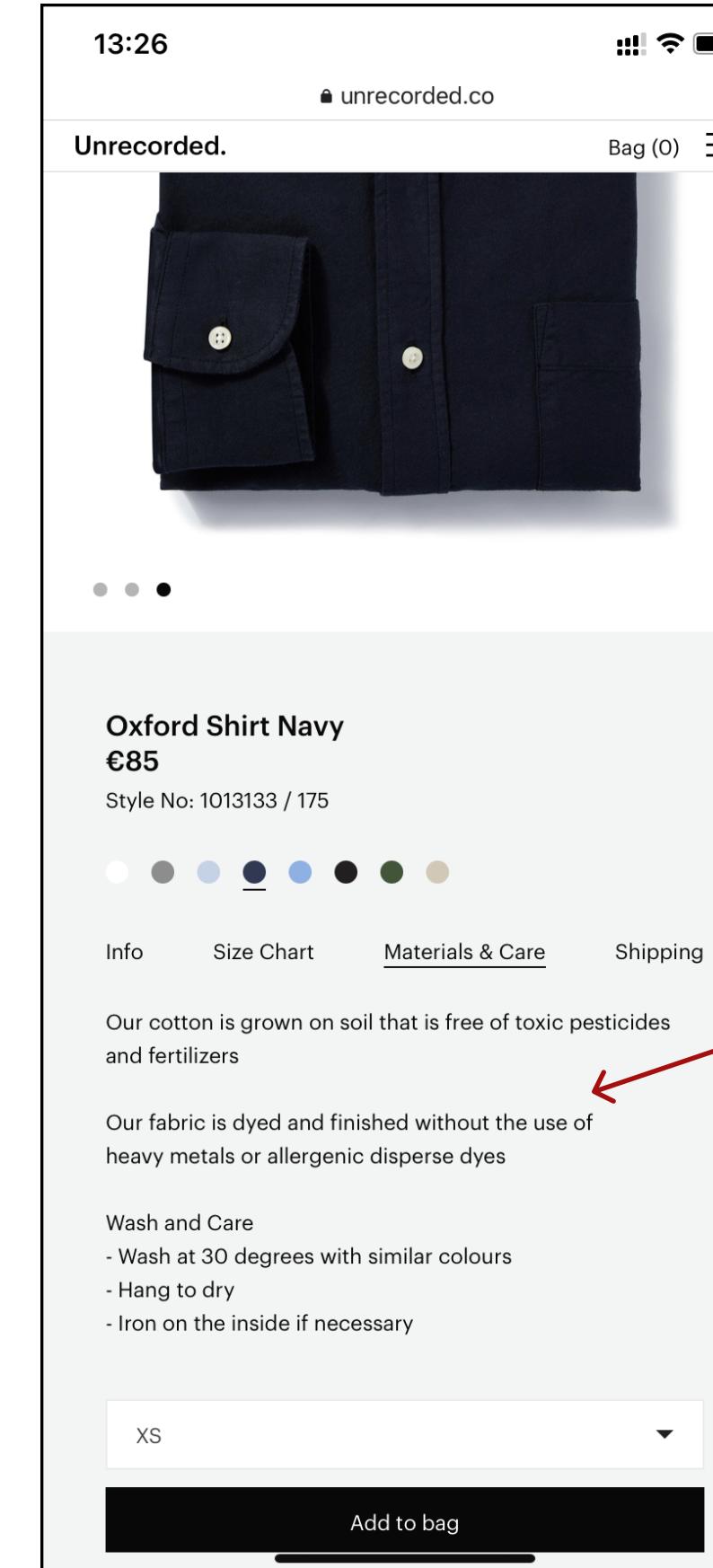
Competitive Analysis

Unrecorded.

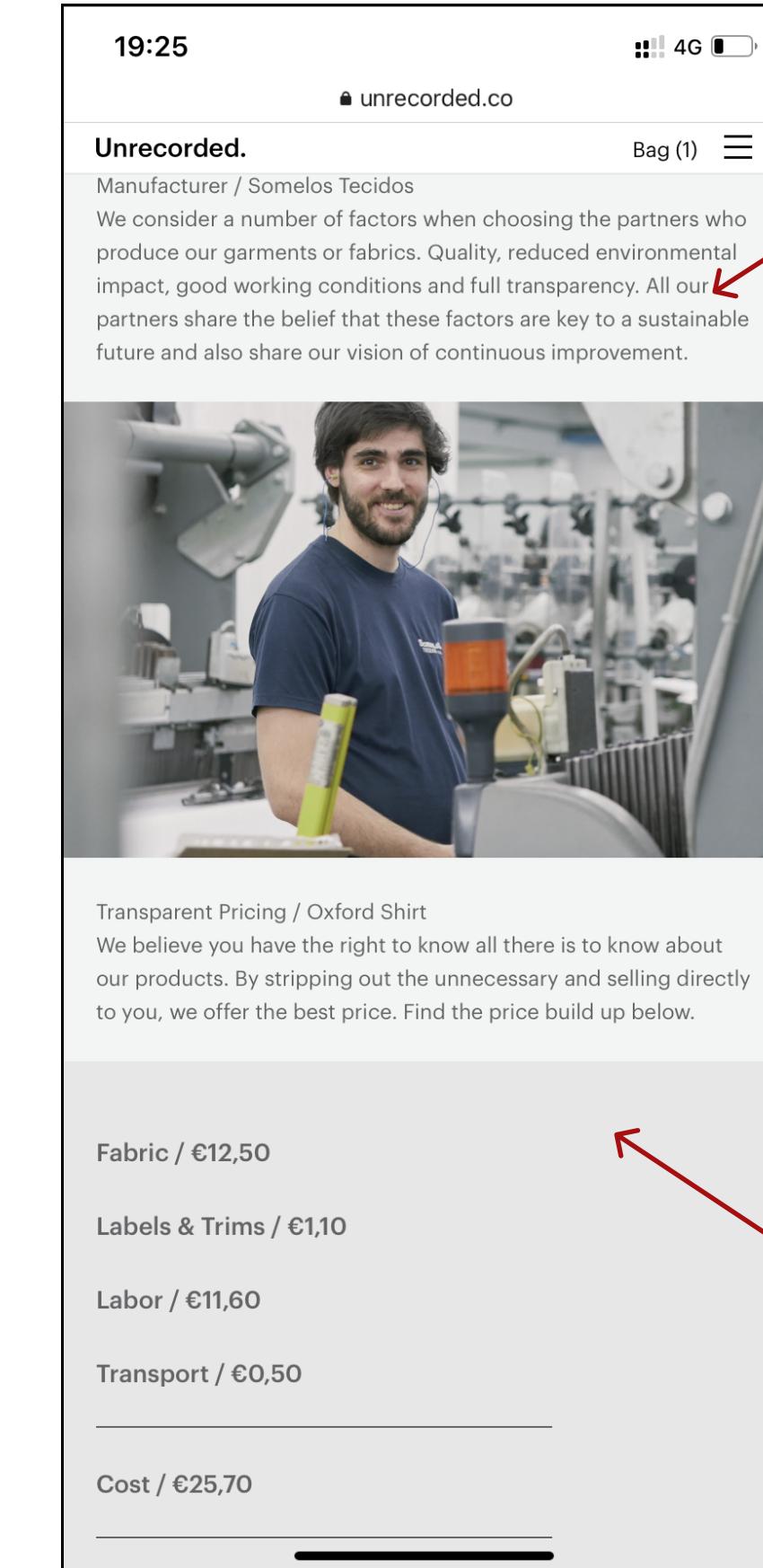
Front Page



Product Page



Product Page



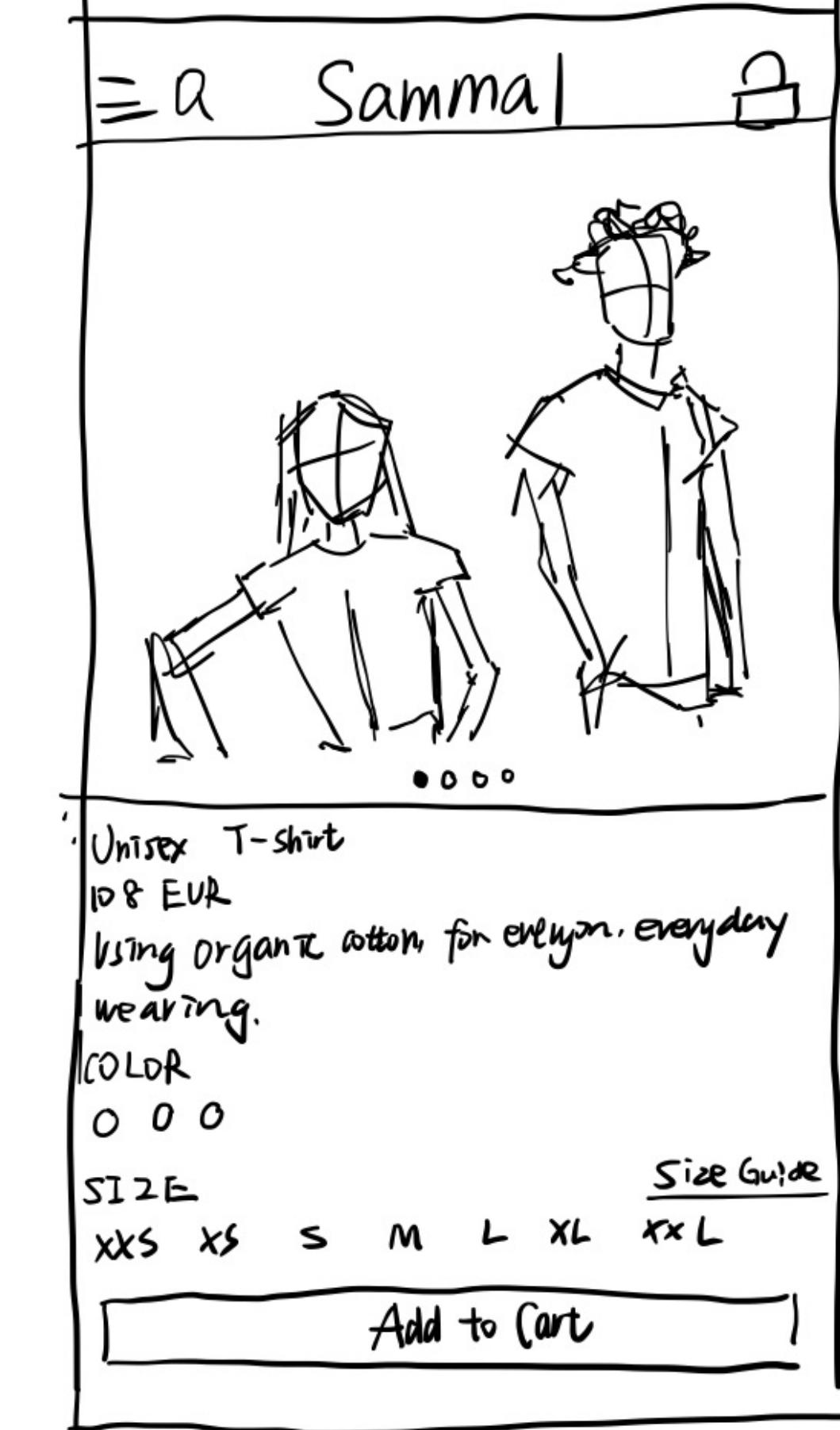
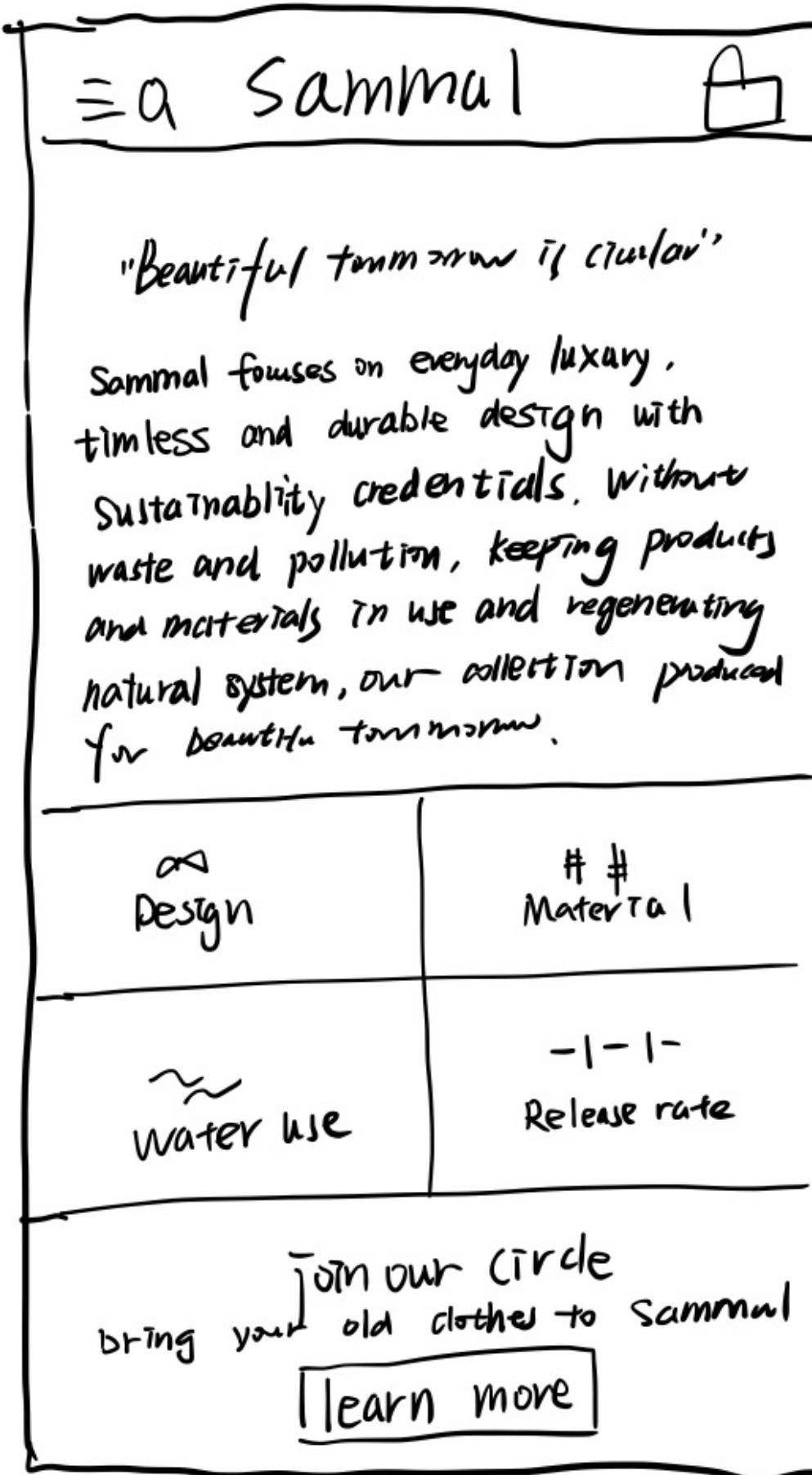
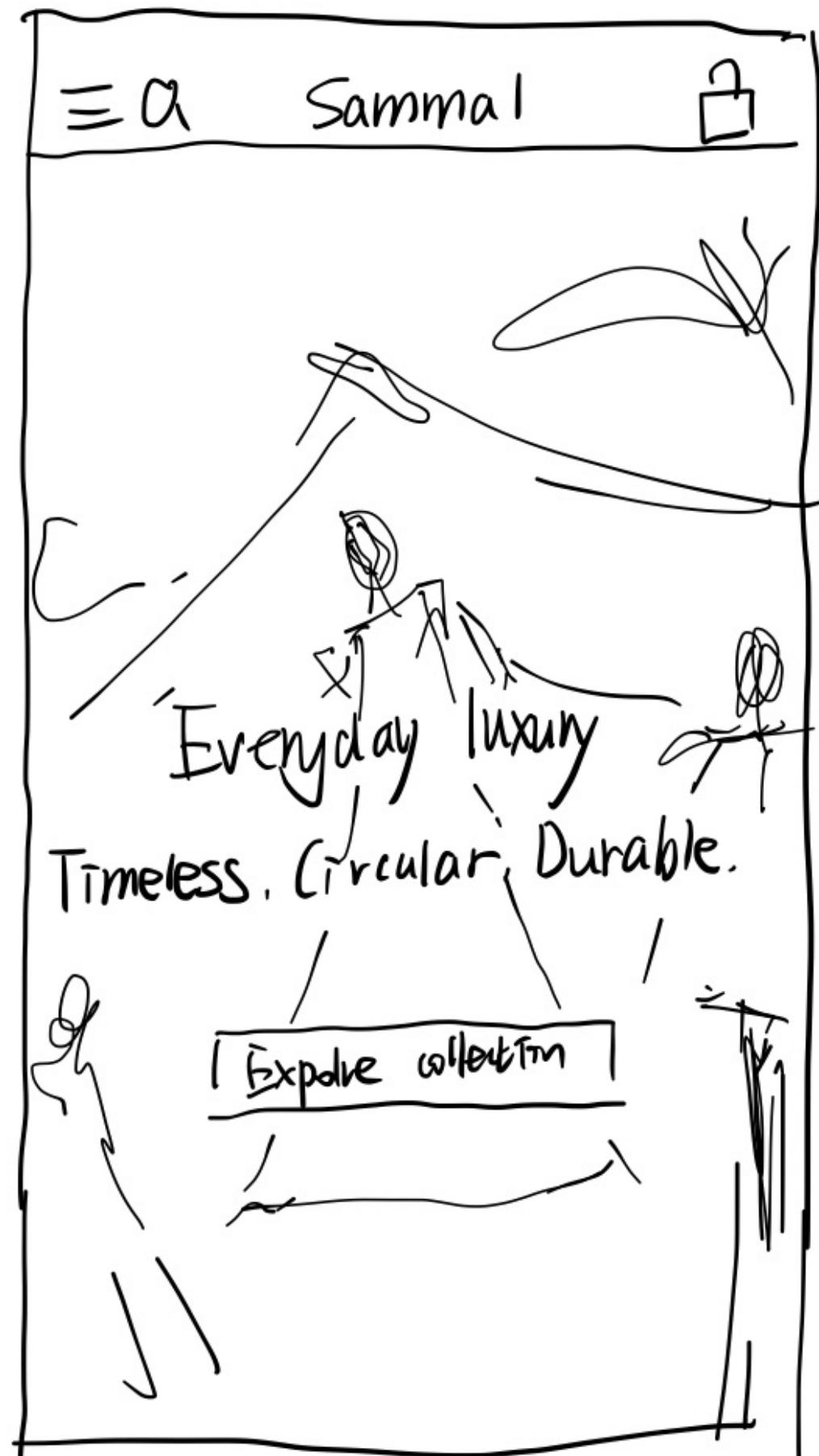
Explain how they select manufacturers based on quality and sustainability criteria

The combination of text and factory images gives customers a more vivid impression of the brand

Display the transparent pricing, providing a direct way for customer to know how much everything cost, give the concept of what value is in apparel industries, convincing customers they're getting a better deal

Solution Sketch

1/2



Solution Sketch

2/2

=Q Sammal

Circulation | SIZE | Care

+ MATERIAL #+

Our cotton is grown on soil that is free of toxic pesticides and fertilizers.

Our fabric is dyed and finished without the use of heavy metals or allergenic dispense dyes.

+ Water Use ≈

We use minimum amounts of water in the supply chain and renewable energy. See our water chains here.

+ Release Rate -+-

The collections are released at a moderate pace, meaning once a year.

=Q Sammal

SHOPPING CART

Unisex T-shirt €108
Qty: 1
SIZE: M

Remove

Subtotal €108
Delivery Free
Total €108

Checkout

=Q Sammal

LOGIN **CUSTOMER DETAIL** **DELIVERY AND PAYMENT** **CONFIRMATION**

① — ② — ③ — ④

Returning Customer

Email
Password
 Keep me sign in
Sign in

New customer? Sign up

Continue as a guest

Email
 I would like to receive ...

Continue order

← Continue shopping

=Q Sammal

LOGIN **CUSTOMER DETAIL** **DELIVERY AND PAYMENT** **CONFIRMATION**

① — ② — ③ — ④

choose a delivery method
we use reusable packaging and try our best to use suitable size packages to reduce waste.
If you are near the pickup point or our store, collect at points can be more ecofriendly.

- Collect from store Free
+ Info
- Post Nerd pickup point Free
+ Info
- Home delivery Free
+ Info

Payment

Partial

Outline

Task 1: Competitive Analysis, about 2h

Task 2: User flow draft, about 1.5h

Design Process & Key Insights

For the research step, keywords I used for finding the competitors including: online shop, sustainable and clothing. I ended up going with Another Tomorrow and Unrecorded because they are clothing stores and both focus on sustainability. Another Tomorrow is featured as modern luxury and personalized transparency (provenance journey) while Unrecorded featured as unisex basis and sustainable production.

At user flow stage, for more smooth user experience, the entire user flow should be intuitive.

The homepage should highlight the brand's identity as everyday luxury, timeless, circular and durable. The brand introduction should also be placed on the home page to give users a better understanding of the brand and set a sustainable tone.

In addition to this, I wanted users to have a deeper understanding of the circulation of the brand when browsing the home page, so I created four separate sections on sustainability, Design, Materials, Water Use and Released Rate, followed by a section: bring in your old clothes and join our cycle, calling on users and brands to contribute to the environment together.

On the product details page, after the product image, name, price, brief description, colour, size and add to cart button, add a circular message about the product, divided into three sections, material, water use and release rate.

On the Delivery method page, I made a research about online retailer and sustainable in order to find a way that can make the delivery porcess more greener.

- Outline, how much time did you use on the different tasks.
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Next Step

For the next step, high-fi prototype will be made in order to conduct usability test with real user...