

# Pre-assignment for user experience design Beautiful tomorrow is circular

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# Briefing

Sammal is a **premium Finnish fashion company** that is focused on everyday luxury. The success factors of Sammal are **timeless design, high quality fabrics** and taking sustainability into consideration by **focusing on environmental and societal responsibility**.

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**.

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# Challenge

Sammal's growth strategy is to seek new revenues through global scale eCommerce. They already have a working online shop, but it is to be either updated or totally renewed.

**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.**

# User-Centered Design Process

## 1 Research & Analysis

2h

In the market research, I investigated 3 online fashion competitors focusing on environmental and societal responsibility to find out the key moments that show how they solving the same problem.

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## 2 Concept & Design

2h

Based on the research I created one solution sketch and turned them into a user interface design. The solution sketch focus on the flow of buying a unisex T-shirt. I highlighted delivering brand values and committed to providing a smooth buying experience to help users make more informed shopping decisions.

## 3 Prototype& Usability Testing

Next Step

In the next step, clickable prototype will be made in order to conduct usability test with potential customers to come up with a final design.

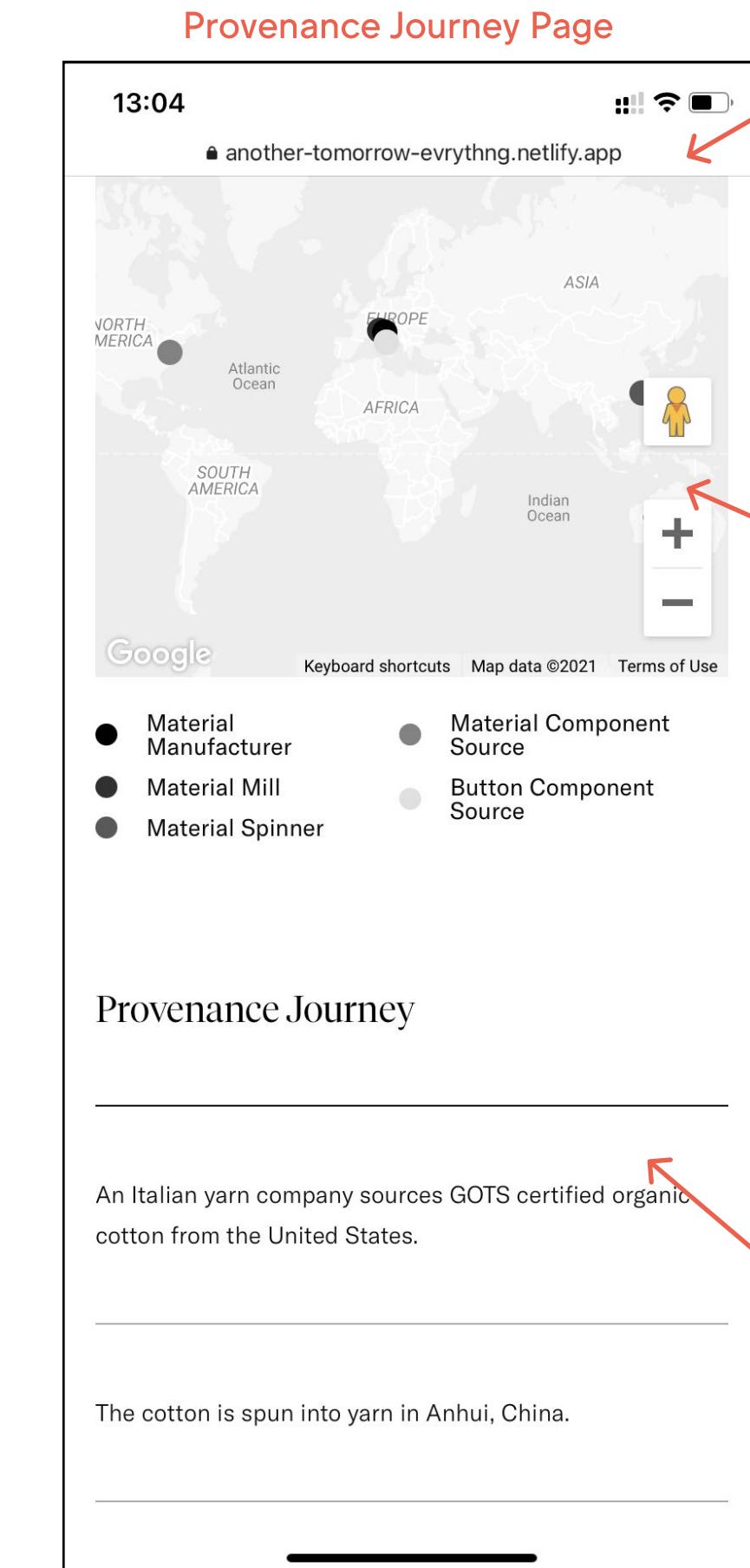
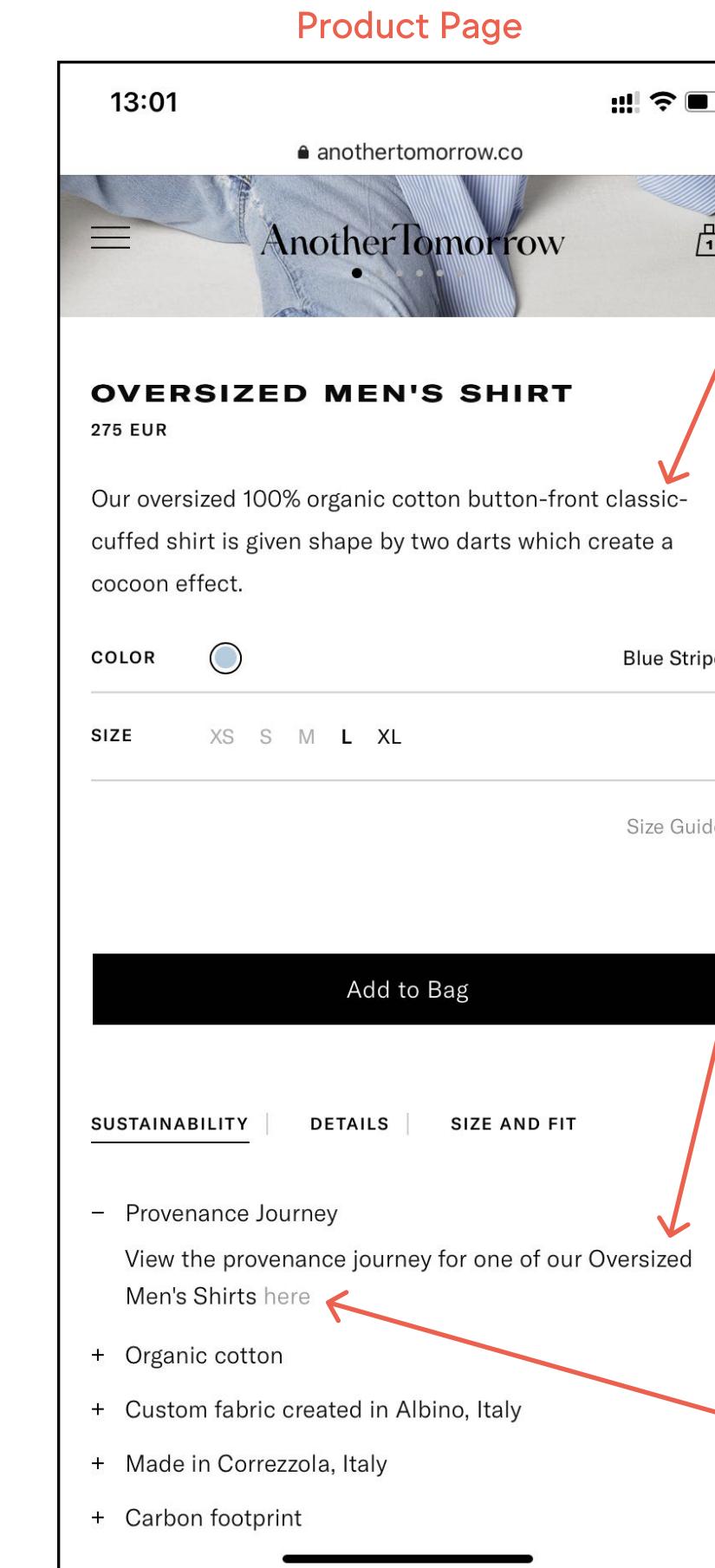
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Research & Analysis

# Another Tomorrow - Online fashion shop for modern sustainable luxury

AnotherTomorrow

## Competitive Analysis



# Zalando - European online shop for high street fashion



## Competitive Analysis

**Category Page**

The filter also includes a classification on sustainability. For example, reducing emissions, reusing materials and water conservation. This allows users to better select the type of environmental protection they are concerned about.

**Sustainability label stands out, allowing customers get what is greener quickly**

Let people who want sustainable products locate their target product effortlessly

**Product Page**

This product meets the following sustainability criteria:

**Made from recycled polyester**

By using at least 20% recycled polyester over virgin polyester, this item was made using less water, energy and waste.

**Positive Impact**

Choosing items that meet this criteria is a small but meaningful way to support causes you care about.

**Reducing emissions**

Leave a smaller footprint

This item has a lower environmental impact through the use of energy-saving processes or recycled materials.

**Learn more**

**Sustainability Info Page**

Users can easily check the sustainability part of the garment: What kind of materials and how they reused, emission and the positive impact when user choose the items.

The combination of informative, vivid illustration and texts make it easier for customers to read.

**What is**

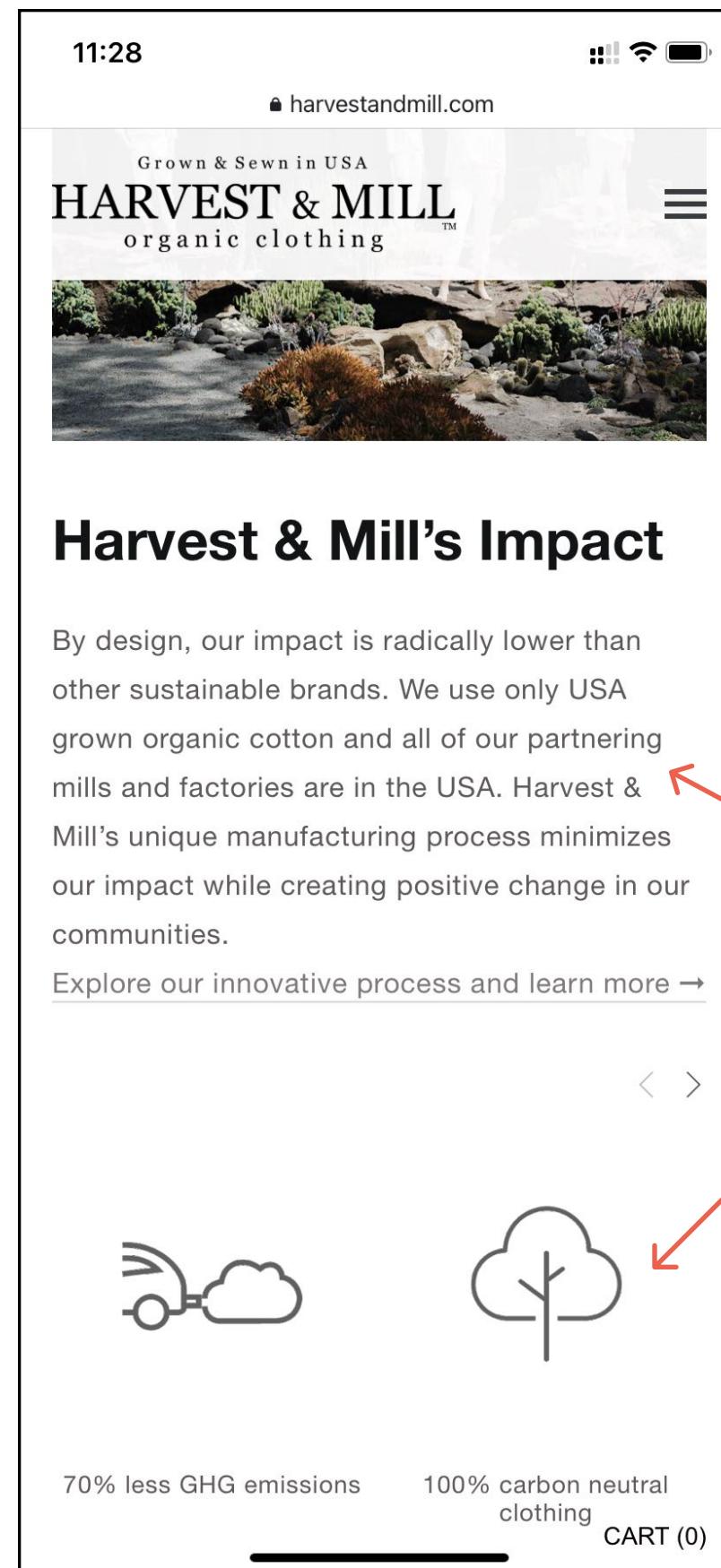
If customers click learn more of the sustainability part, a separate page which all about the sustainability puzzle will show up.

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

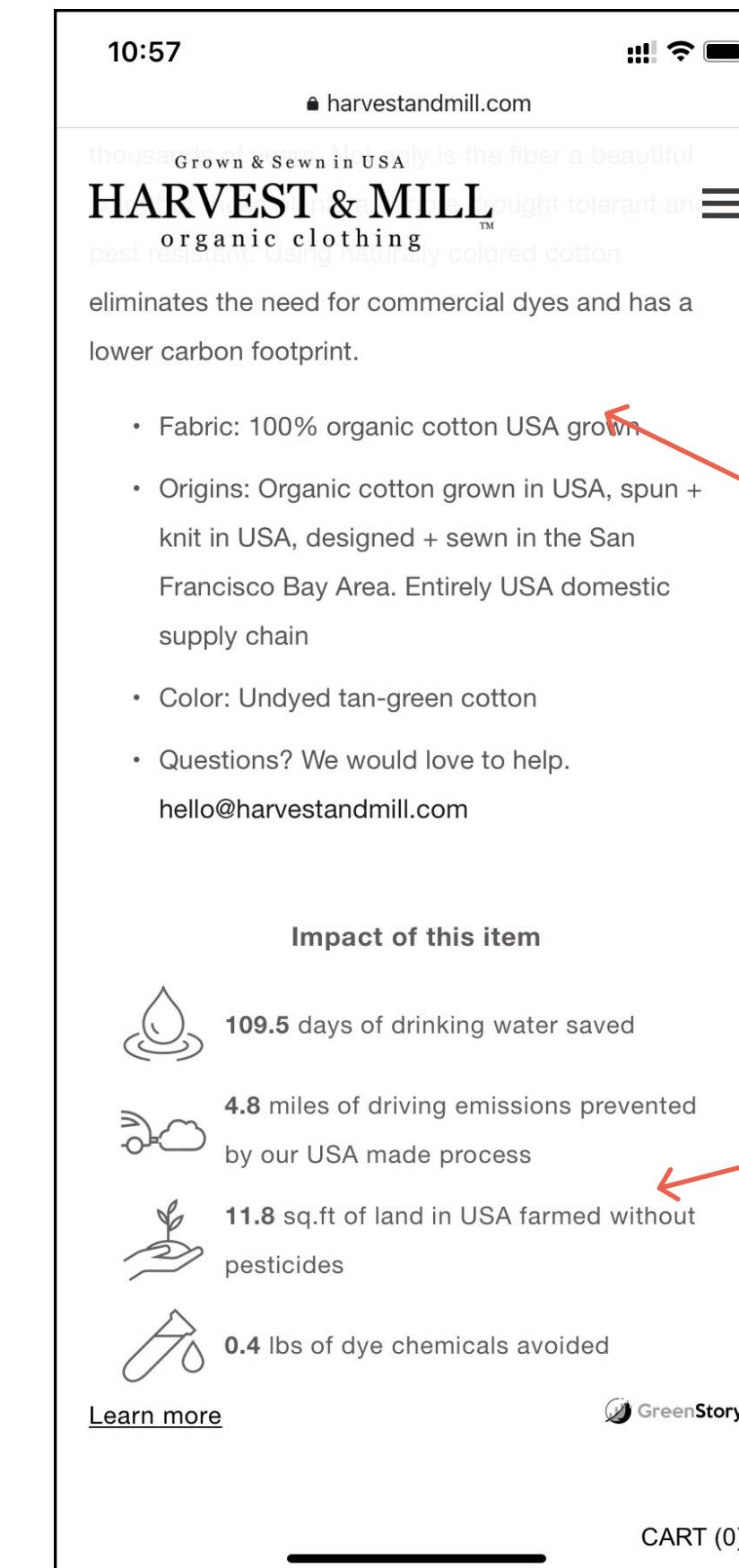
# Harvest & Mill - Organic cotton clothing company from USA

## Competitive Analysis

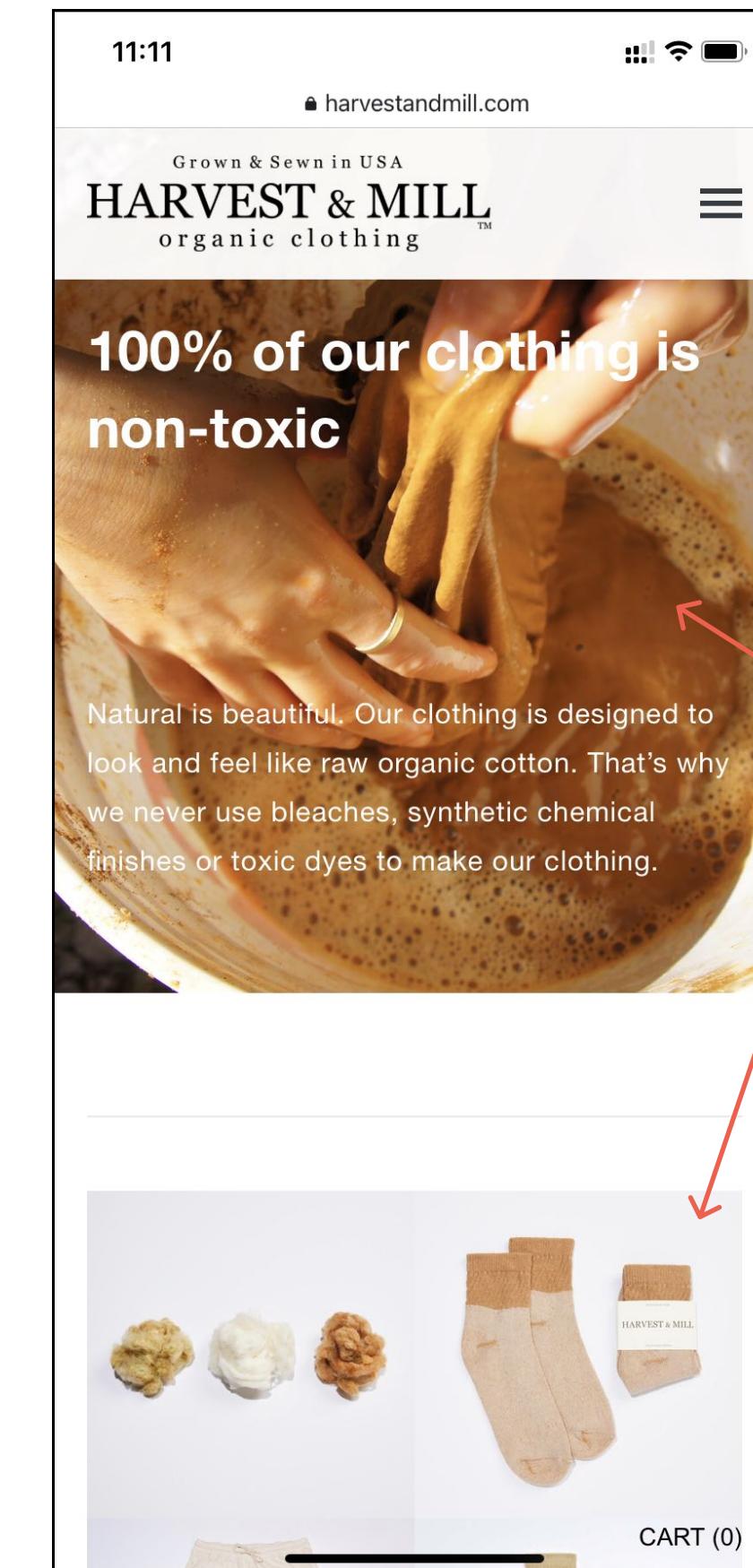
Front Page



Product Page



Sustainability Info Page



Sustainability page show the key info, including how and why they calculate the impact, what impact customers have if they buy the item, how they achieve the impact.

The pictures give a more visual representation of the production process and raw materials

This innovative producing process and organic, safe material motivate user to buy the product. The impact of you (customers) part interacts with users, Resonating with consumers and brand who share the same environmental responsibility.

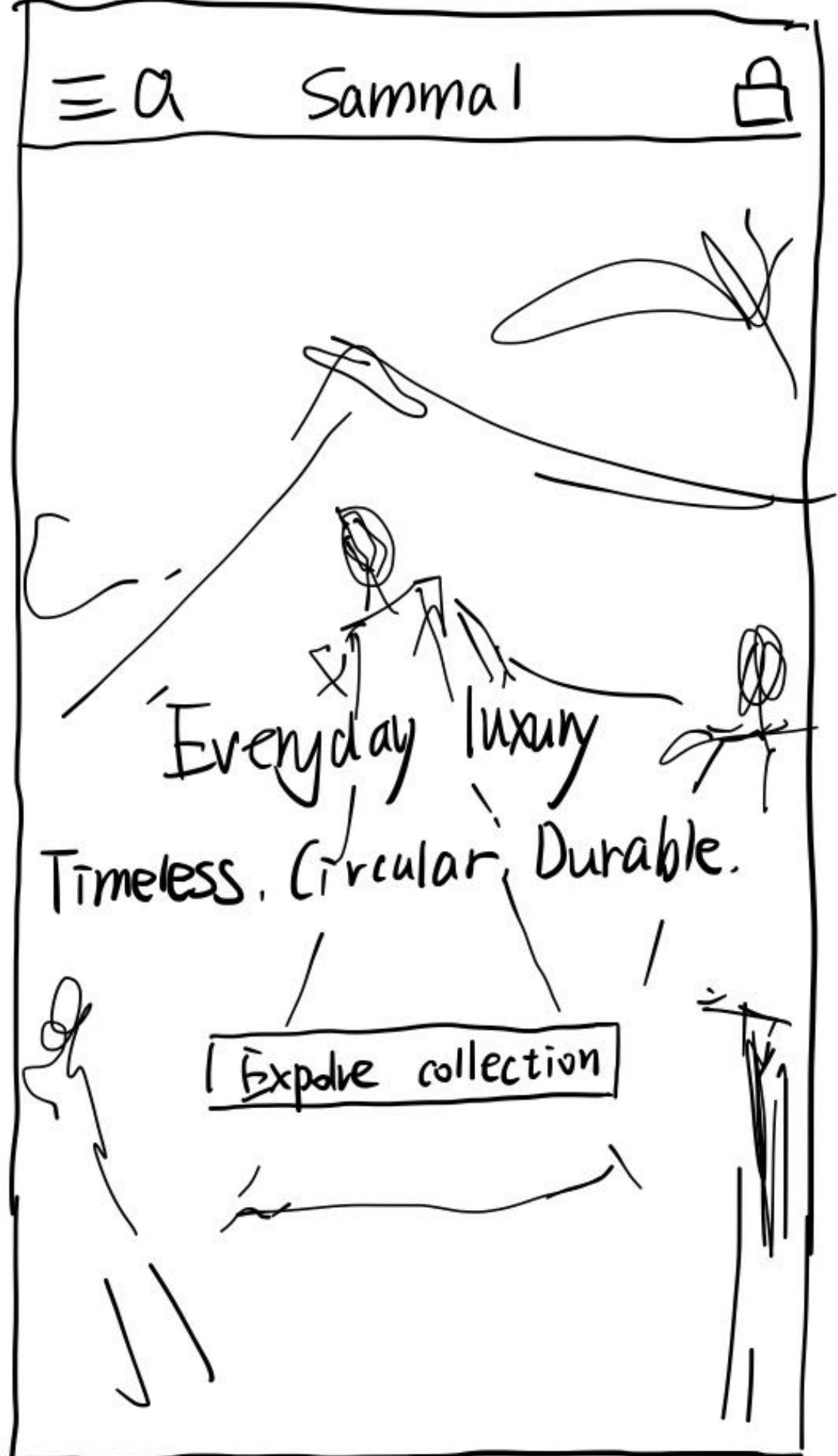
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Concept & Design

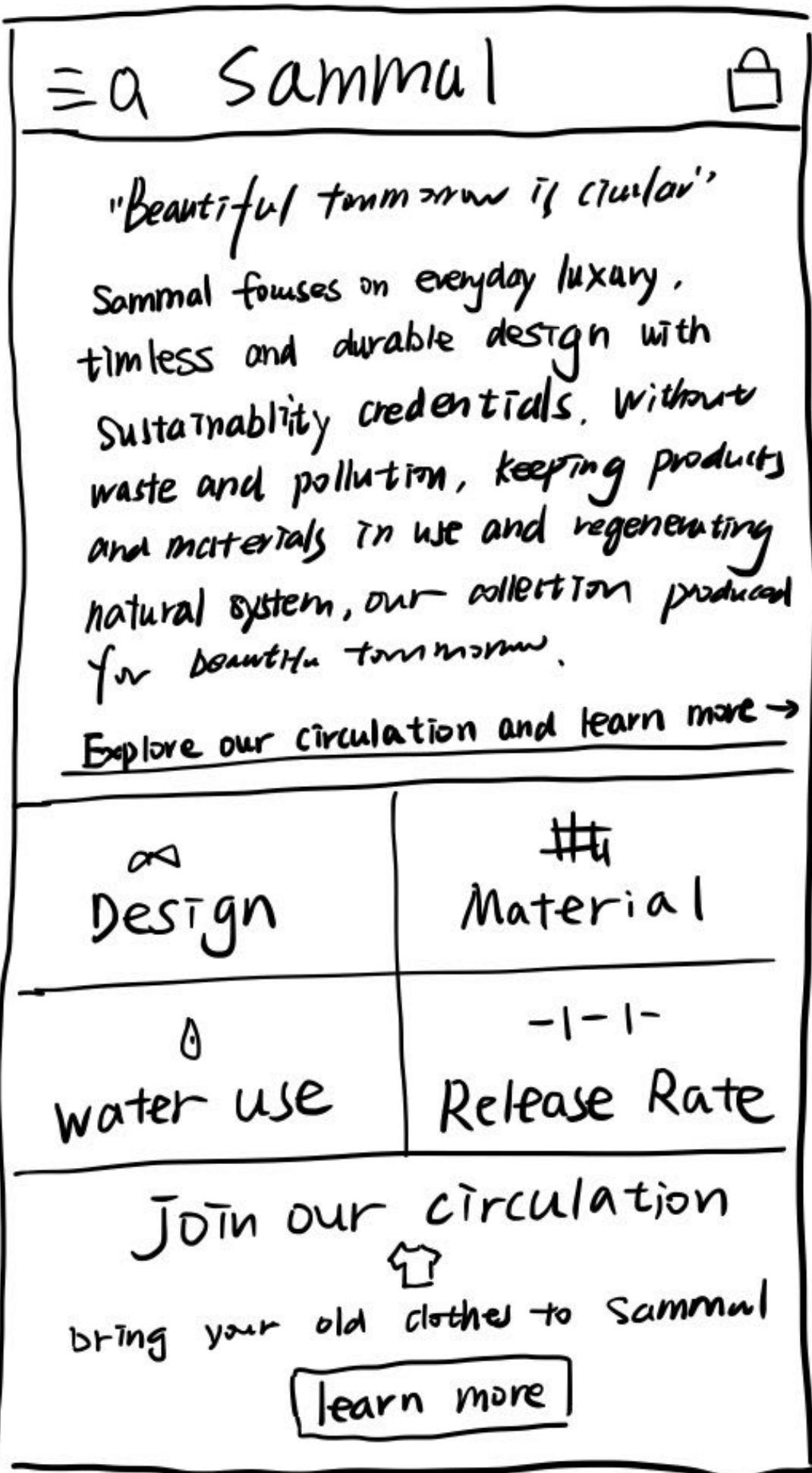
# Solution Sketch

1/2

Front Page



Front Page



Category Page



Product Page



# Solution Sketch

2/2

Product Page

≡ a Sammal 

Information | details | 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 disperse dyes

Water use 

💧  
We use minimum amounts of water in the supply chain and renewable energy. See our water chains [here](#).

Release Rate 

Nearby Production 

Reuse Possibility 

Shopping Bag Page

≡ a Sammal 

SHOPPING BAG

 Unisex T-shirt € 46  
(color: white)  
size: M  Remove

Subtotal € 46  
Delivery Free  
Total € 46

[Checkout](#)

Customer Info Page

≡ a Sammal 

CUSTOMER INFO

Returning Customer

Email  
 Password  
 Keep me signed in [Sign In](#)  
New customer? [Sign up](#)

[Continue as a guest](#)

Email  
 I would like to receive ...

[Continue order](#)

← Continue shopping

Delivery Method Page

≡ a Sammal 

CHECKOUT

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.

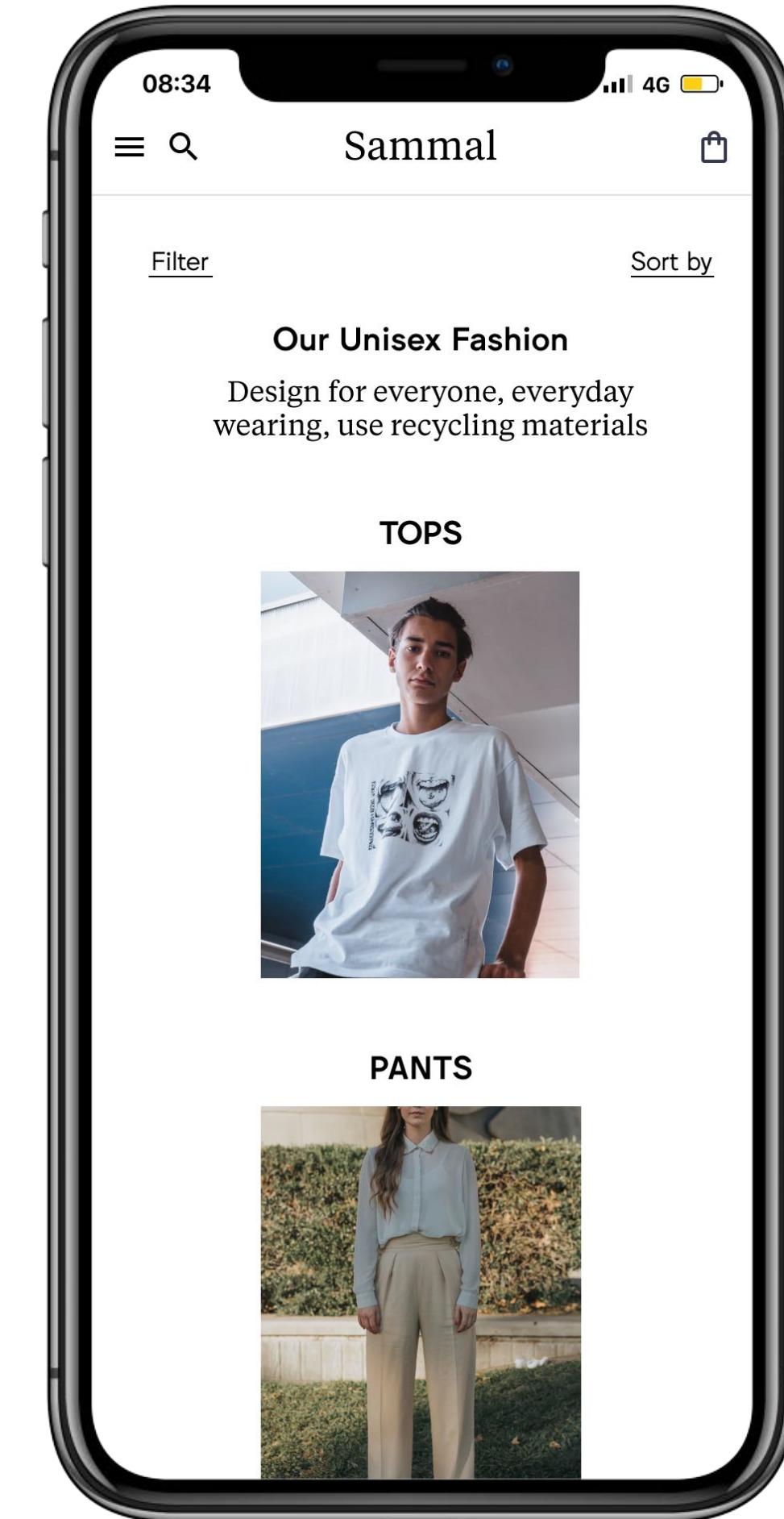
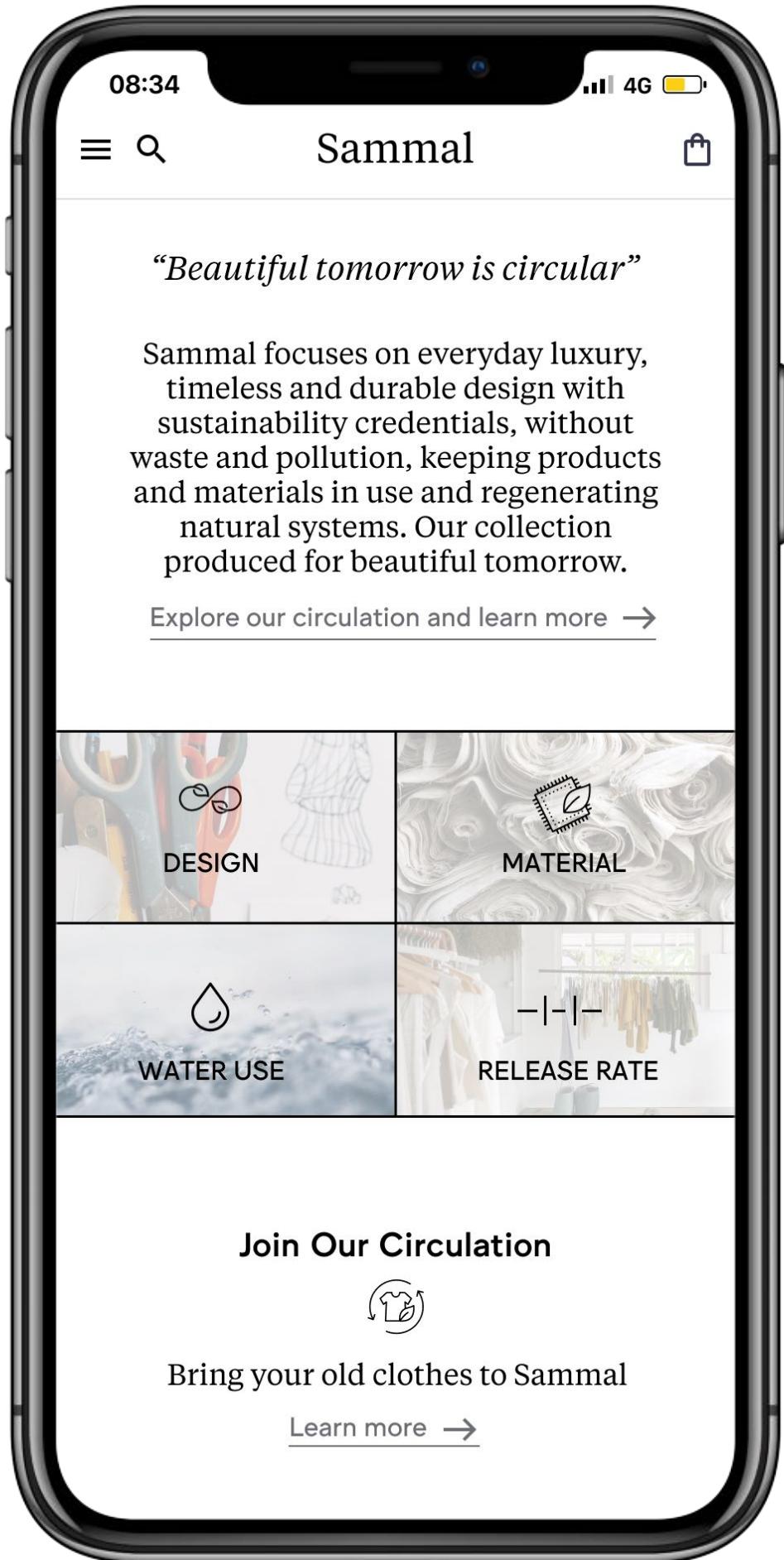
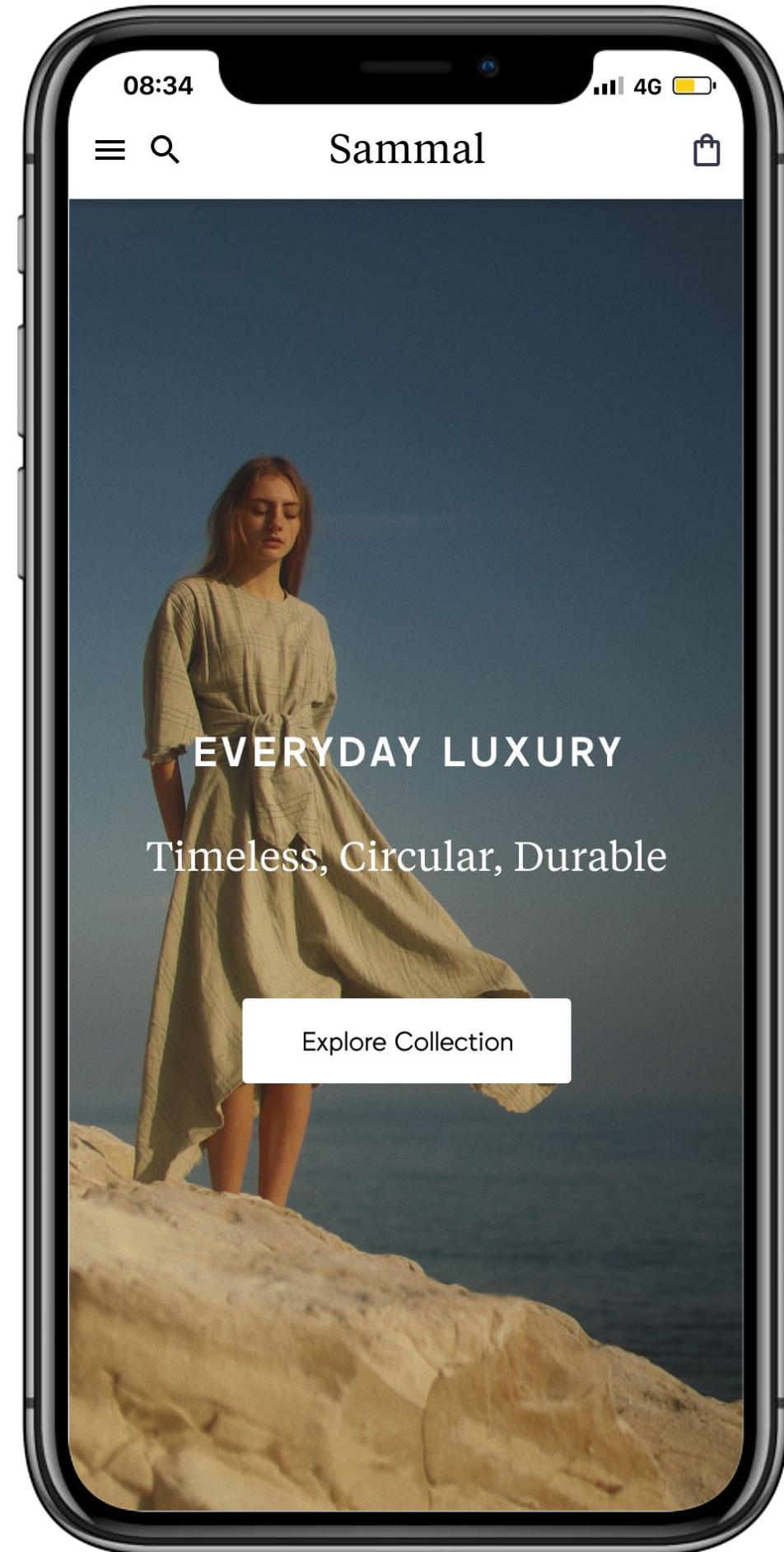
o Collect from store 

o PostMail pickup point  + info

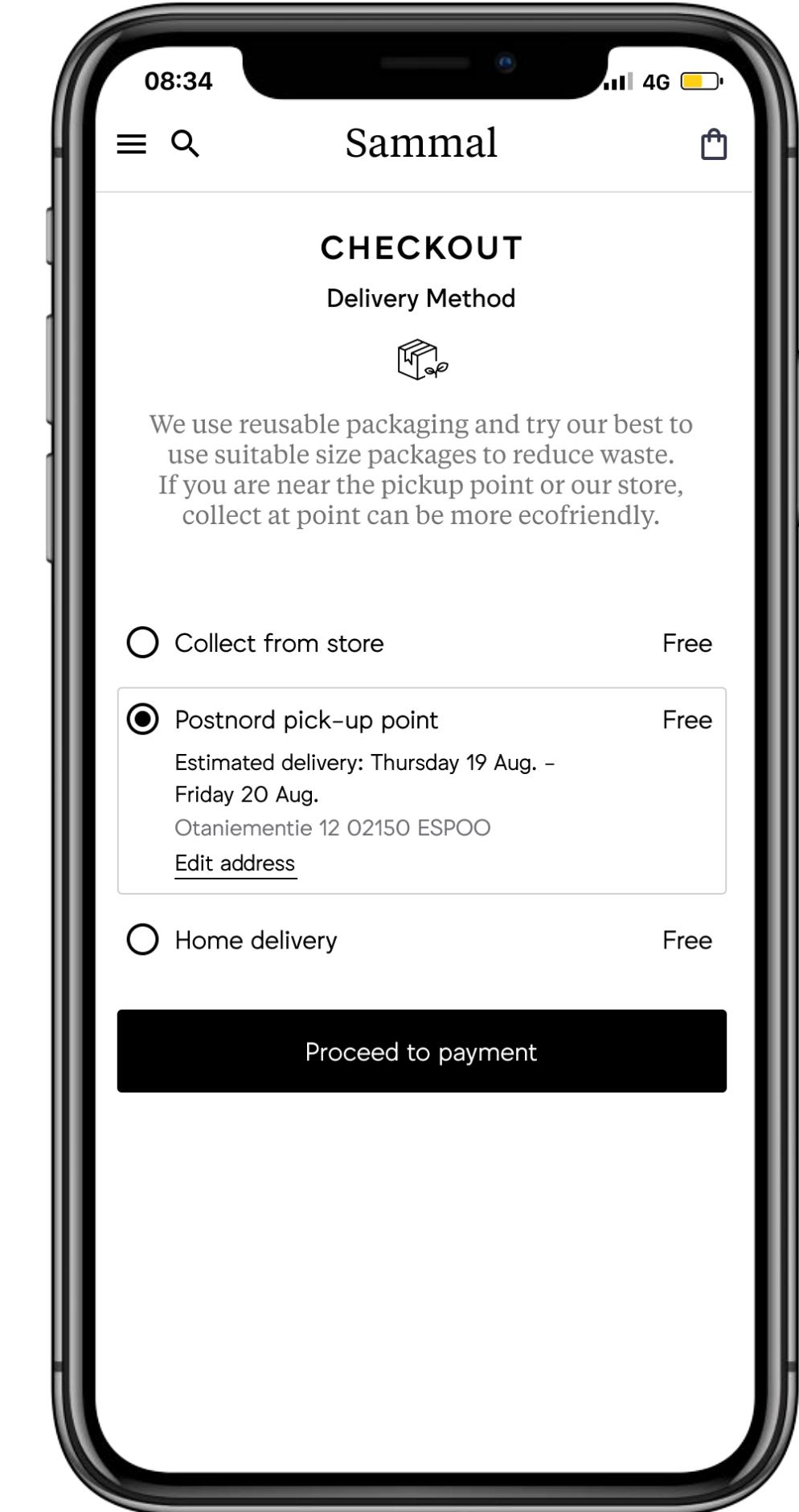
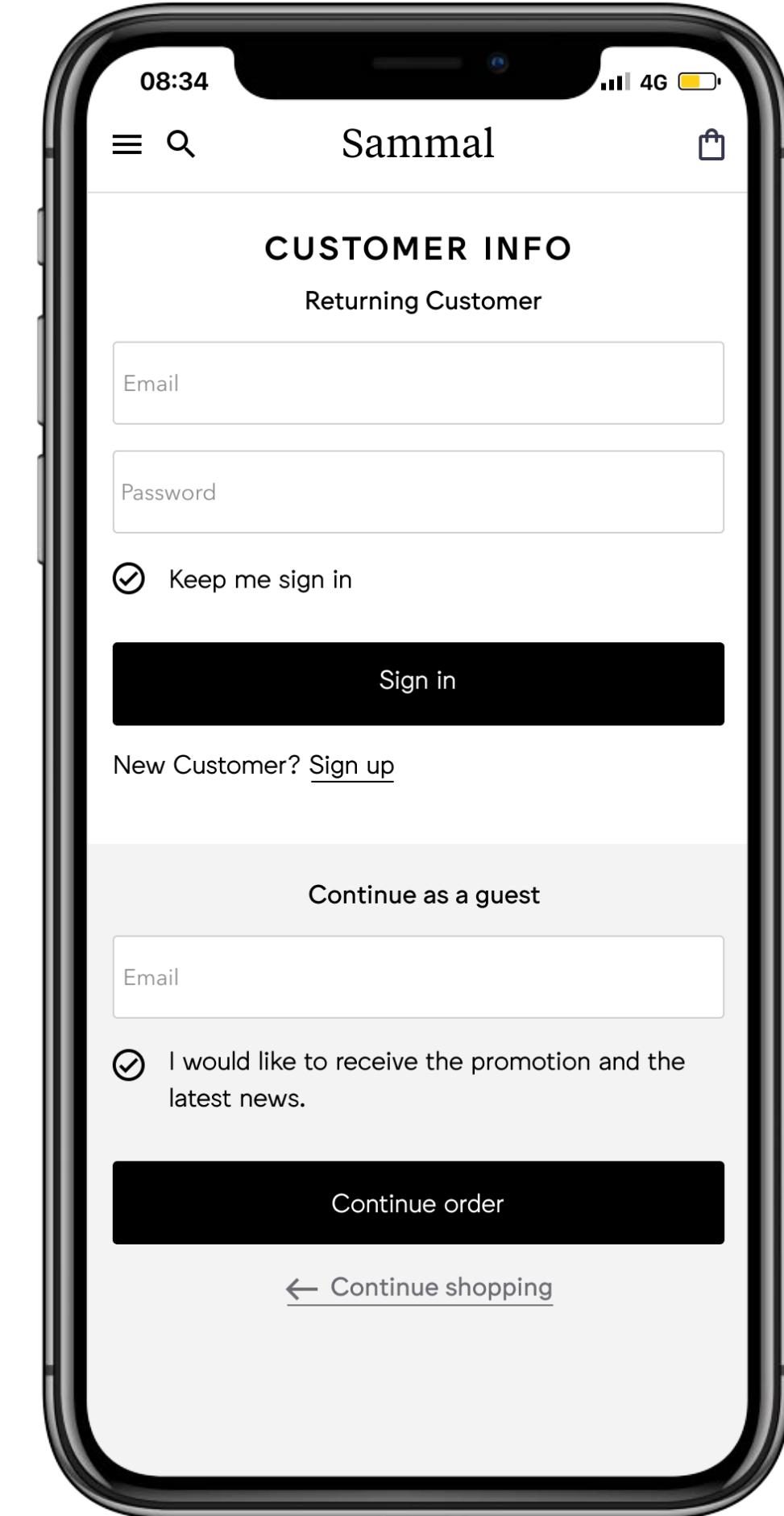
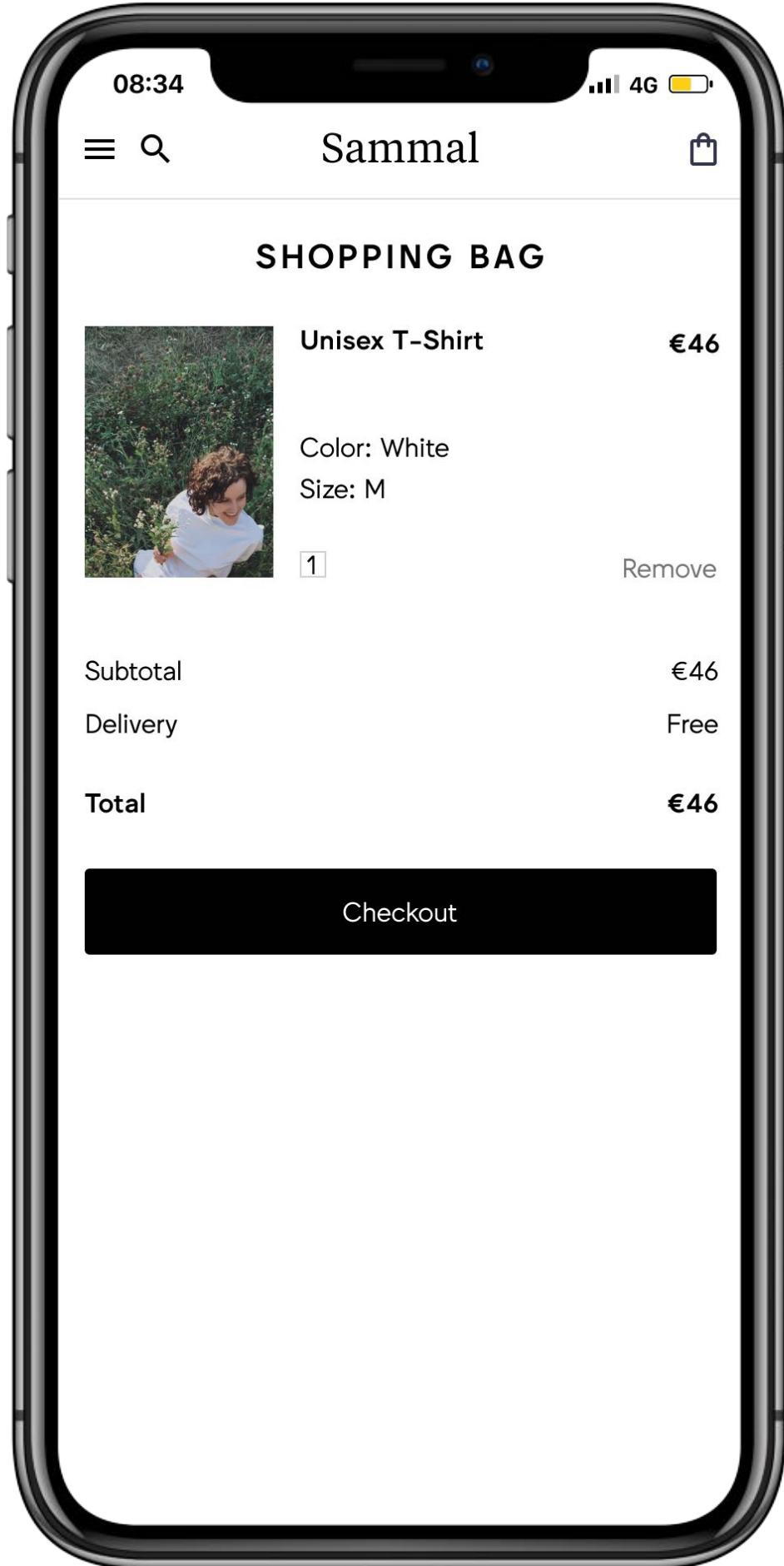
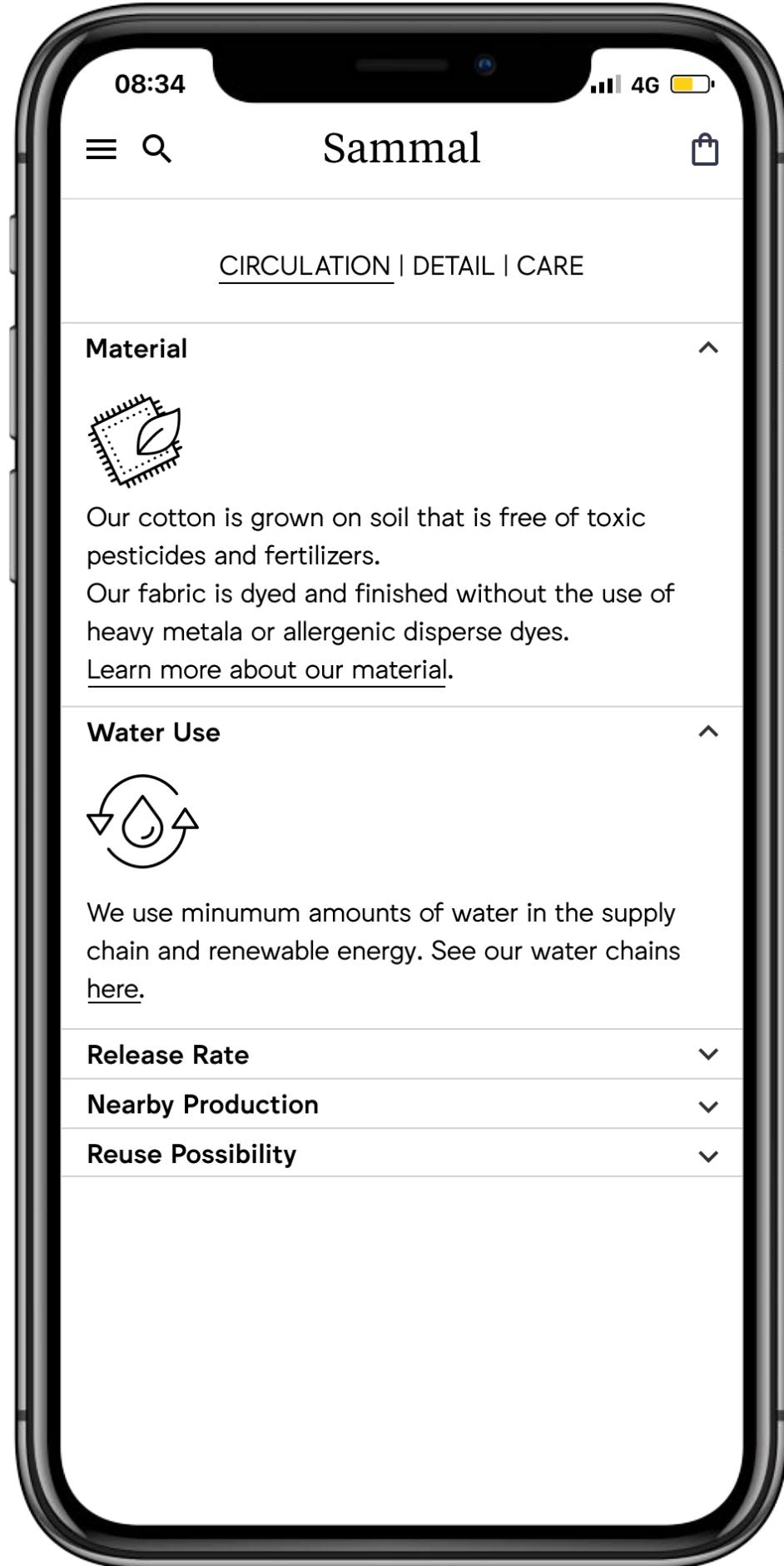
o Home delivery 

[Proceed to Payment](#)

# User Interface Design



# User Interface Design



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Next Step  
Prototype & Usability Testing

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## Next Step - Prototype & Usability Testing

In the next step, refined clickable prototype (based on the user flow of buying a unisex T-shirt) will be made.

After sharing for feedback, usability tests will be conducted with potential customers to see how people behave and how to improve the prototype.

The usability test will focus on the following points:

1. Does the prototype provides a smooth and online purchasing experience? If not, what are the hindrances?
2. Does the prototype allows users to make more informed shopping decisions? If not, what information is missing?
3. In terms of susainability, does the prototype provides clear and comprehensive information for users? If not, identify the areas that lack readability and completeness.

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Thank you!