

Ecosphere White Paper

Overview

- a) Ecosphere is an online based sustainable clothing store.
- b) Our aim is to offer clothing products that are eco friendly and sustainable
- c) We sell clothes.
- d) Our target audience is consumers who prioritizes whole-system sustainable thinking..
- e) The key motivations as to why we expect people to visit our website is due to our intuitive UI that allows users to search or filter for types of clothes or clothes. We expect to attract them through that and using big images that are very eye-catching and impactful.

Details

- f) Users will be able to find specific information about an article of clothing (sex, name).
- g) Users are assumed to be familiar with the product which is clothing; but a short paragraph is mentioned in the home page providing knowledge about sustainability
- h) Users are not looking for time sensitive information, they are just looking for the clothes they want to buy.
- i) Users are not expected to discover information to determine if they want to purchase a piece of clothing or not; the rating, and price of the article of clothing will be viewable immediately.
- j) Users may need to contact customer support (e.g. returning a product, tracking or cancellations), this can be done through email or phone call. No in-person visits.
- k) Users are assumed to be familiar with online stores; no introductions needed.
- l) Users are assumed to be familiar with the product which is clothing.
- m) The most important features we offer are filtered by gender, size, and price range.
- n) What differentiates us is the visual clarity of a website, and making it as easy as possible to find the clothing you want to buy, as well as speedy customer support.
- o) Once people have purchased the item from us there should be no further questions on their end, we will send them a tracking number when it is ready to ship.

Visual Hierarchy / Grouping

- All pages have a sticky navbar at the top so users will always know how to access the other pages
- Homepage has a huge welcome text about saving the earth and expanding cards to dive directly into shopping, and also contains other information about sustainability.
- Shop page has the list of clothes you can purchase as the main focus by having it take up most of the space of the page. The search and the filters are on the top left side so they do not intrude too much on the products but are still easily accessible if needed.
- The cart page similarly only displays the items to purchase so it is the only thing drawing the users attention
- The About page helps users understand more about our business and who we are and what we do.