Ecokiddo

A sustainable kitchenware brand for conscious consumers
ecokiddo is aiming for children up to age 7

Project Overview

What Is Ecokiddo?

Ecokiddo is a sustainable kitchenware brand that aims to **contribute to a healthier and more sustainable** lifestyle. Our team of four focused on the core product line, which includes plates, bowls, and cutlery for both toddlers and adults to discover.

Business Need

Creating a product with a **warm, friendly interface** to set customers' minds and easily guide users to their desired product.

Target User

The website is designed for those who are looking for the **sustainable children's cutlery**.

Our Approach

- Conducting a UX audit to identify **critical shopping pain points**
- Analyzing competitors' current **product offerings and strategies**
- Brainstorming how to redesign a sustainable and user-friendly online shopping experience that fits Ecokiddo's brand identity

Design Process

DISCOVER
- Set up scope
- Competitor analysis
- Competitive features

DEFINE
- Site mapping
- Card sorting
- Sitemap
- User flow

DEVELOP
- Research insights
- Wireframe
- Mood board
- UI Kit

DELIVER
- Usability Test
- A / B Test
- Prototype

Discover

User Interview & Affinity Diagram

Our research team conducted user interviews to understand the target like trade accordingly. The concerns of the target users were carefully sort out and grouped into three categories below.

Top Takeaways

- **Product quality** is a **categorical criterion** accounting for **high**
- **Eco-friendliness** is **important** to parents, but it is not a primary driver for many to purchase.
- **Ease of use** is a **critical factor** for parents, especially those with young children.
- The most customers, **this trade-off** is worth paying 20% for that only if it **ease the cleaning and durability**.
- Aesthetic appeal is important for adoption and long-term engagement.

Competitive Analysis

Competitive analysis was done with 6 online competitors to find the opportunities and threats in the market and understand what they are doing to increase customer satisfaction through product and brand.

	Ability to age	Plastic Free	Dishwasher Safe	Microwave Safe	Freezer Safe	Accessories
Competitor 1	✓	✗	✓	✗	✗	✗
Competitor 2	✗	✗	✗	✗	✗	✗
Competitor 3	✗	✗	✗	✗	✗	✗
Competitor 4	✗	✗	✗	✗	✗	✗
Competitor 5	✗	✗	✗	✗	✗	✗
Competitor 6	✗	✗	✗	✗	✗	✗
Ecokiddo	✓	✓	✓	✓	✓	✓

Top Takeaways

Previous Assessment	Our approach
All website sections rarely changed from its age	The website has to choose clothes for children to its age
Everything is in one bowl or separated by a single grooves because the possibility of product returns	The design should focus on showcasing the user experience in using the bowl only
Product quality is a critical factor for customer satisfaction and satisfaction	Product quality is a critical factor for customer satisfaction and satisfaction
The design of some website did not reflect the sustainability of their product	We decided to use a minimal design as a solution to reflect the sustainability of our product and brand image
Some sites had a long and complicated product and checkout process	The page form will should be designed to be simple and easy to use
Colors selected were not consistent or simple	A simple design, a variety of attractive, to-the-point product descriptions design

Define

Persona

Name: Emma Green
Age: 32 years
Location: San Francisco
Occupation: Teacher

Interest Areas

- Eco-friendly
- Enjoy **cooking** and cooking for **one family** during the weekends
- Her hobbies **hiking/fishing** and **photoshoot** in nature
- Her **Instagram** is filled with photos of her family and pets
- Her **Pinterest** is filled with DIY projects and recipes

Values/Preferences

- Prioritizes **sustainability** and **eco-friendly** products
- Values **quality** and **durability** in her purchases
- Prefers **simple, minimalist** designs
- Appreciates **transparency** in brands' practices
- Loves **brands** that share her values

Story Board

Card Sorting

The research participants, 5 people in total, were asked to categorize the website and the cards in order to make the website more intuitive and easy to navigate. The results of the card sorting are shown below.

Site Map

Home
Product Page
Product Page
Product Page