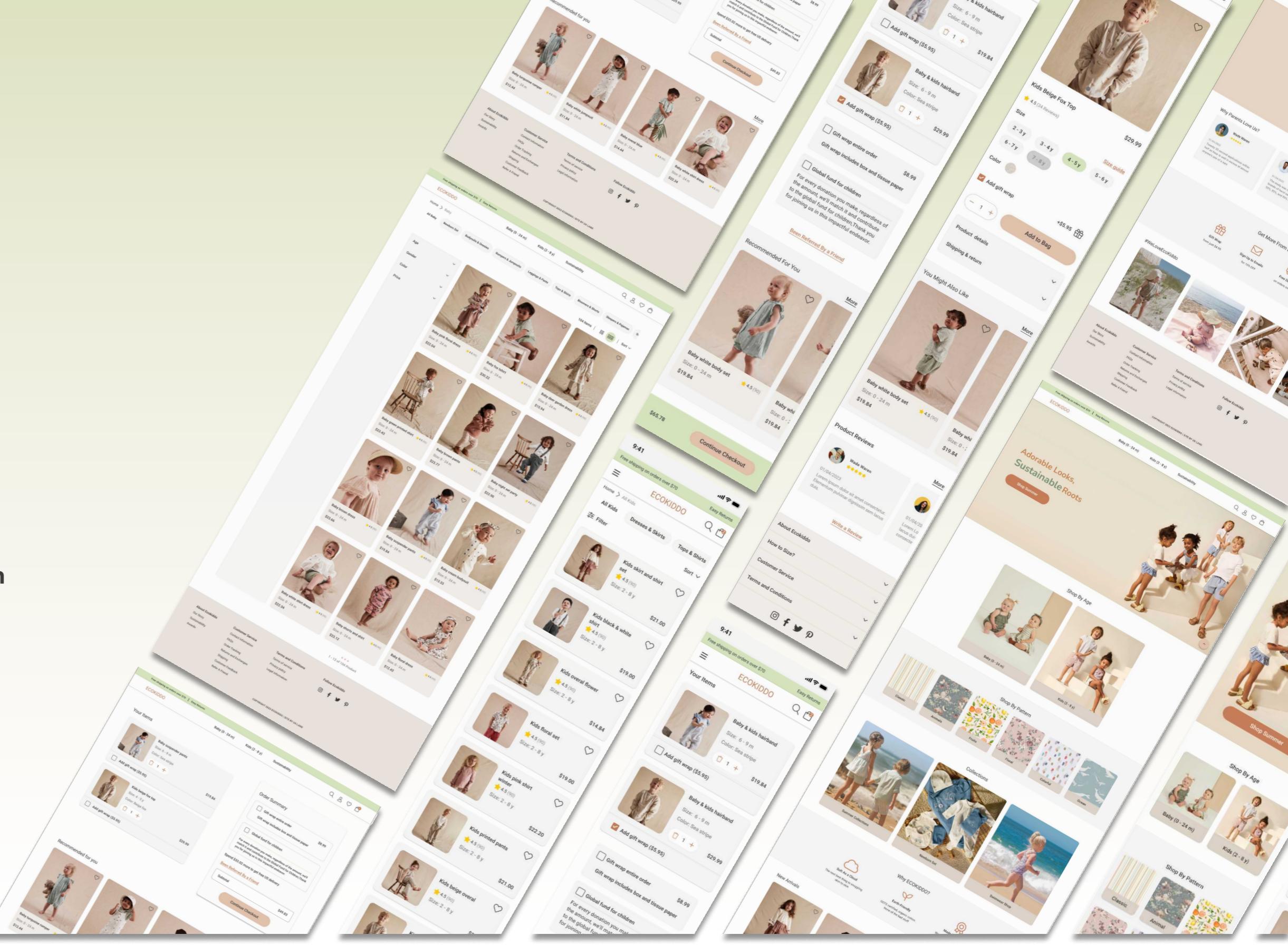


# Ecokiddo

an adaptive desktop and mobile website design

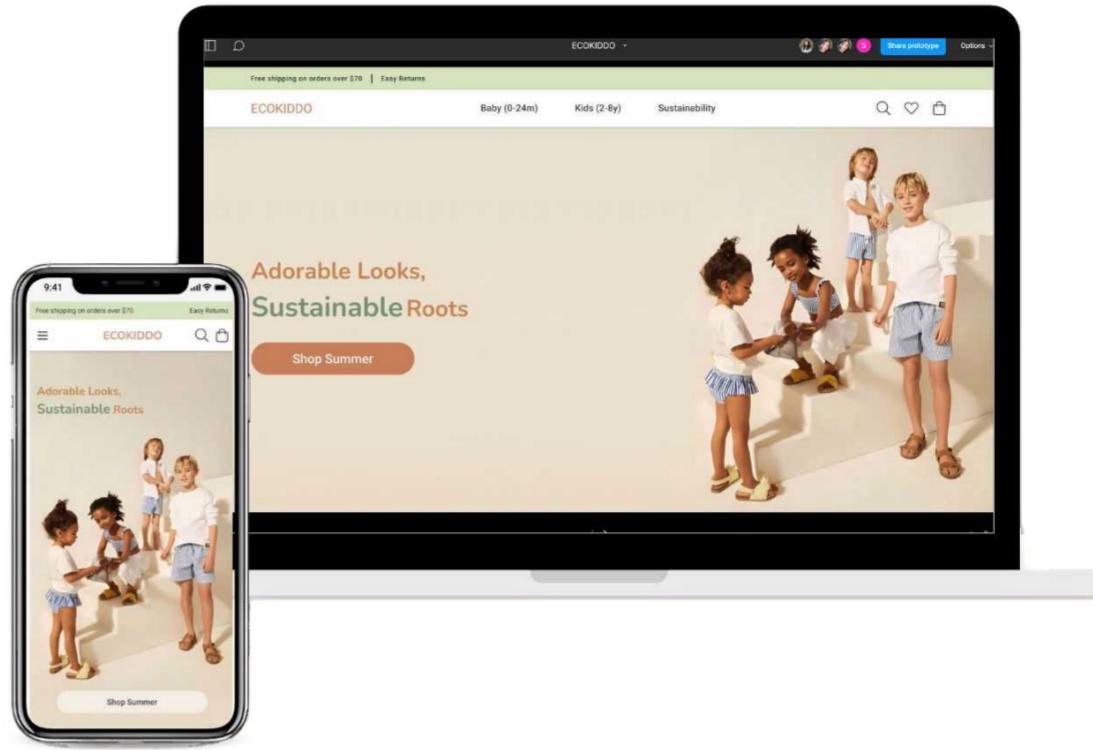
sustainable clothing for children up to eight



# Project Overview

## What Is Ecokiddo?

We had a project in UX-Land school to create a website for a **children up to 8 years old** and **sustainable**. Our team of four focused on the User Interface aspect and made sure the website was adaptive for both mobile and desktop devices.

[View Desktop Prototype](#)[View Mobile Prototype](#)

### Role

UX/UI Designer



### Team

Group of 4



### Duration

3 Months - part time



### Tools

Figma, Meet, Figjam

## Business Need

Creating a website with a **user-friendly interface** to sell sustainable clothes and easily guide users to their desired products.

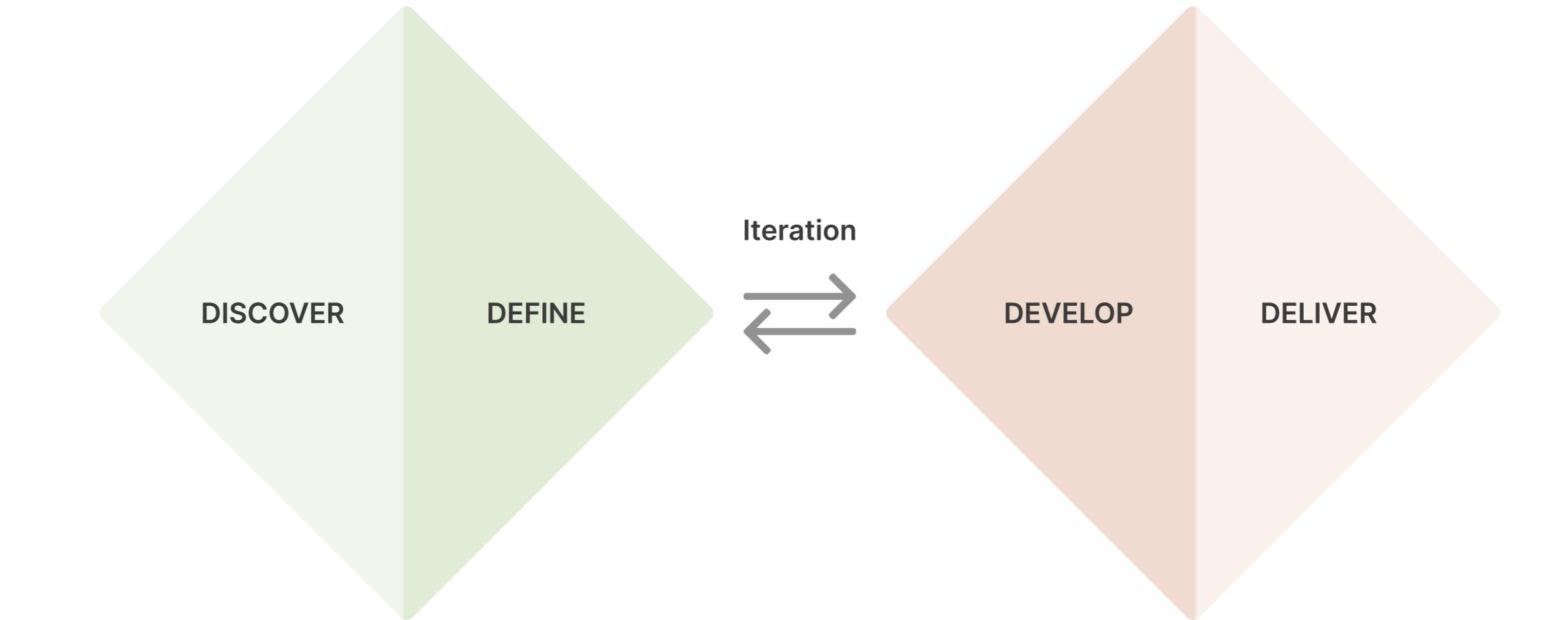
## Target User

The website is designed for those who are looking to buy **sustainable children's clothes**.

## Our Approach

- Investigation and analysis of **online shopping problems**.
- Interviewing potential users to understand their **needs and concerns**.
- Researching how to design an enjoyable and more **user-friendly** online shopping experience than the in-person experience.

# Design Process



DISCOVER	DEFINE	DEVELOP	DELIVER
<ul style="list-style-type: none"><li>• User Interview</li><li>• Affinity Diagram</li><li>• Competitive Analysis</li></ul>	<ul style="list-style-type: none"><li>• User Persona</li><li>• Story Board</li><li>• Card Sorting</li><li>• Sitemap</li><li>• User Flows</li></ul>	<ul style="list-style-type: none"><li>• Wireframes</li><li>• Solution Provided</li><li>• Mood board</li><li>• UI Kit</li></ul>	<ul style="list-style-type: none"><li>• Usability Test</li><li>• Iteration</li><li>• Prototype</li></ul>

# Discover

# User interview & Affinity Diagram

Interviewing with 18 potential users, and the affinity diagram that was made accordingly. The concerns of the target users were identified and we specified them in a structured and categorized manner.



- It is important to

- **Size guide** and **information of products** provided by the clothes should be easy to access.
  - The need for **information on how to maintain** sustainable clothing care was repeatedly emphasized.
  - For most customers, **the main factor** when buying clothes for their kids is to **see how the outfits suit the models** (this idea was suggested to the employer and they accepted).

Competitive analysis was done w

understand what things are helpful for our business and what things are given lower priority.

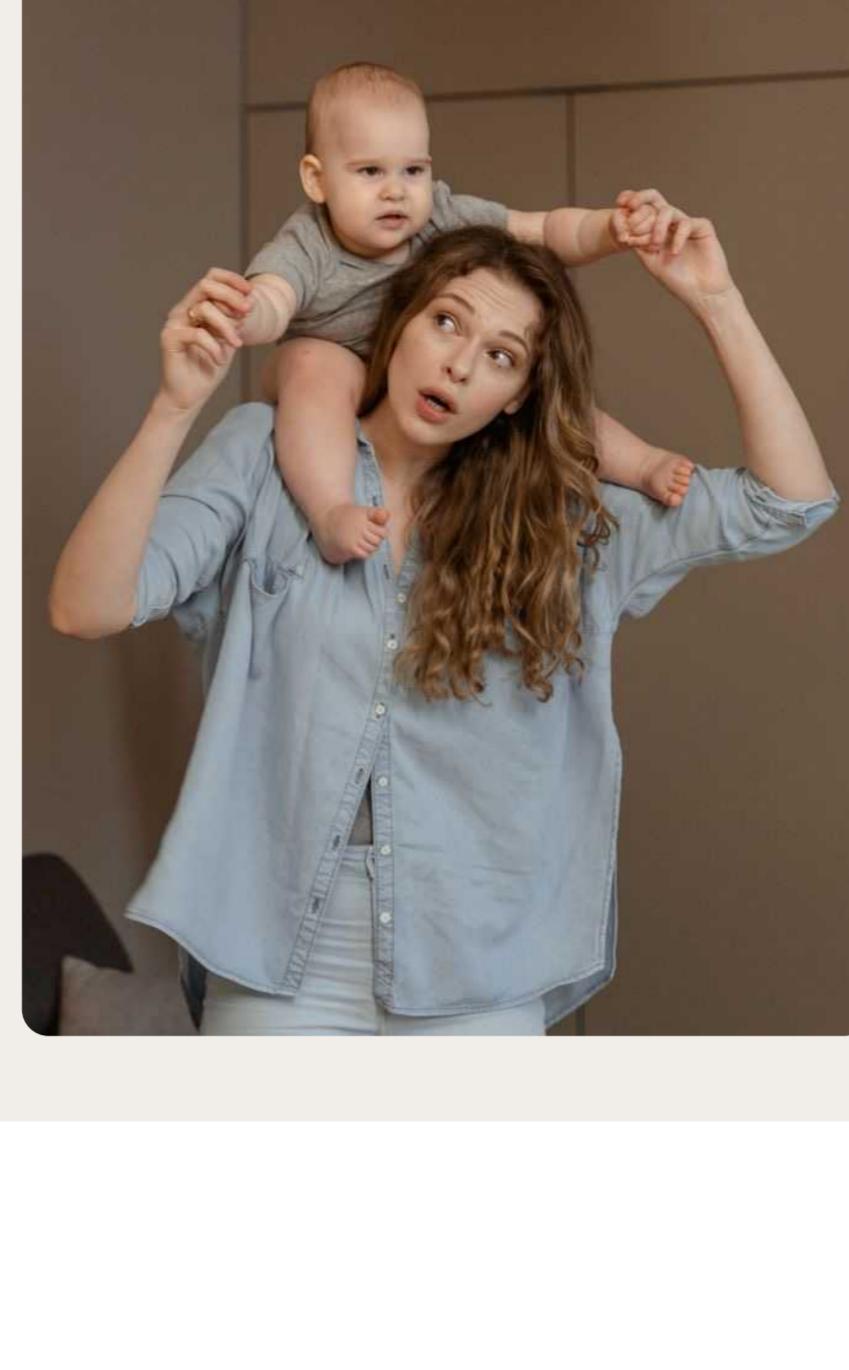
	Drop-off Options	Delivery Dates	Reviews	Consistency	Payment Path	Product Quality
Frugi	✓	✓	✗	✗	✓	✗
Mini Mioche	✓	✓	✓	✓	✓	✓
Little Green Radicals	✓	✓	✓	✗	✓	✓
MORI	✓	✓	✓	✗	✓	✓
Turtledove London	✓	✓	✓	✓	✓	✗
Gray Label	✓	✗	✗	✓	✓	✗
Colored Organics	✓	✓	✗	✓	✓	✓
Newbie	✓	✓	✓	✓	✓	✓
Kidsbury	✓	✓	✗	✗	✗	✗

## Top Takeaways:

Problem Statement	Our Approach
All websites were mainly categorized by age	The easiest way to choose clothes for children is by age
Availability of a size chart is essential and its use greatly reduces the possibility of product returns	The design should focus on improving the user experience in using the chart size
User reviews give valuable insights into product quality and satisfaction	The comments section should be designed to show all options to reassure the buyer
The design of some websites did not reflect the sustainability of their products	We decided to use a minimal design as a solution to convey the message of durability through design as well
Some sites had a long and complicated process for payment and purchase	The payment path should be designed to be simple and smooth
Some websites were not responsive or adaptive	It should be easy to access on all devices, so we adopted adaptive design

# Define

## Persona



**Name:** Emma Green  
**Age:** 33 years old  
**Location:** San Francisco

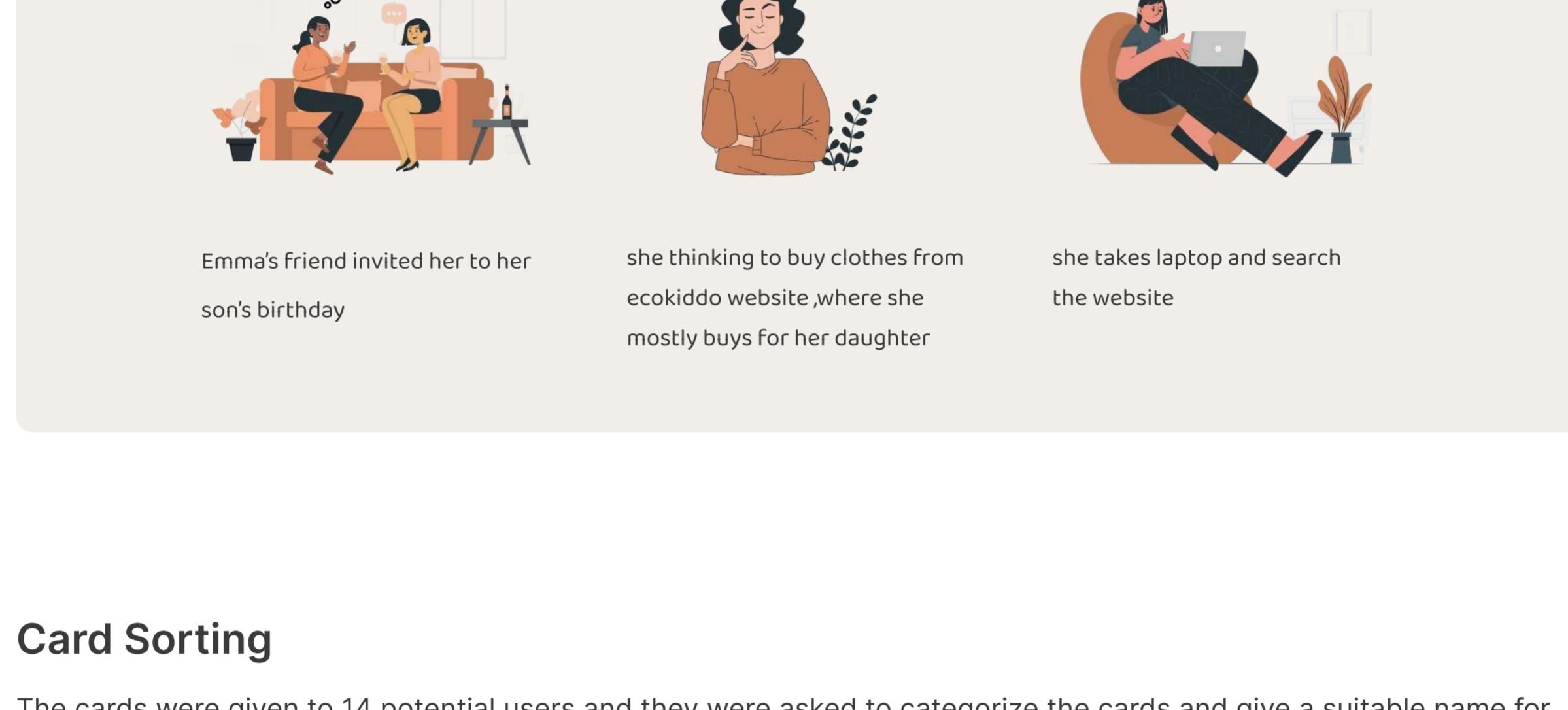
**Emma's needs:**

- She is a **mother** who is looking for **eco-friendly** clothes for her child.
- She requires **strong filtering** options **based on age** to easily find the clothes for her baby.
- She wants **easy access to information** about maintaining a sustainable clothing.

**Emma's Problems:**

- Having trouble finding clothing for her child in the **right size**.
- She had **unsuccessful experience** in purchasing from online stores.
- Limited time** for in-person shopping

## Story Board



## Card Sorting

The cards were given to 14 potential users and they were asked to categorize the cards and give a suitable name for each category to determine the categorization and the categories that exist in the users' minds.

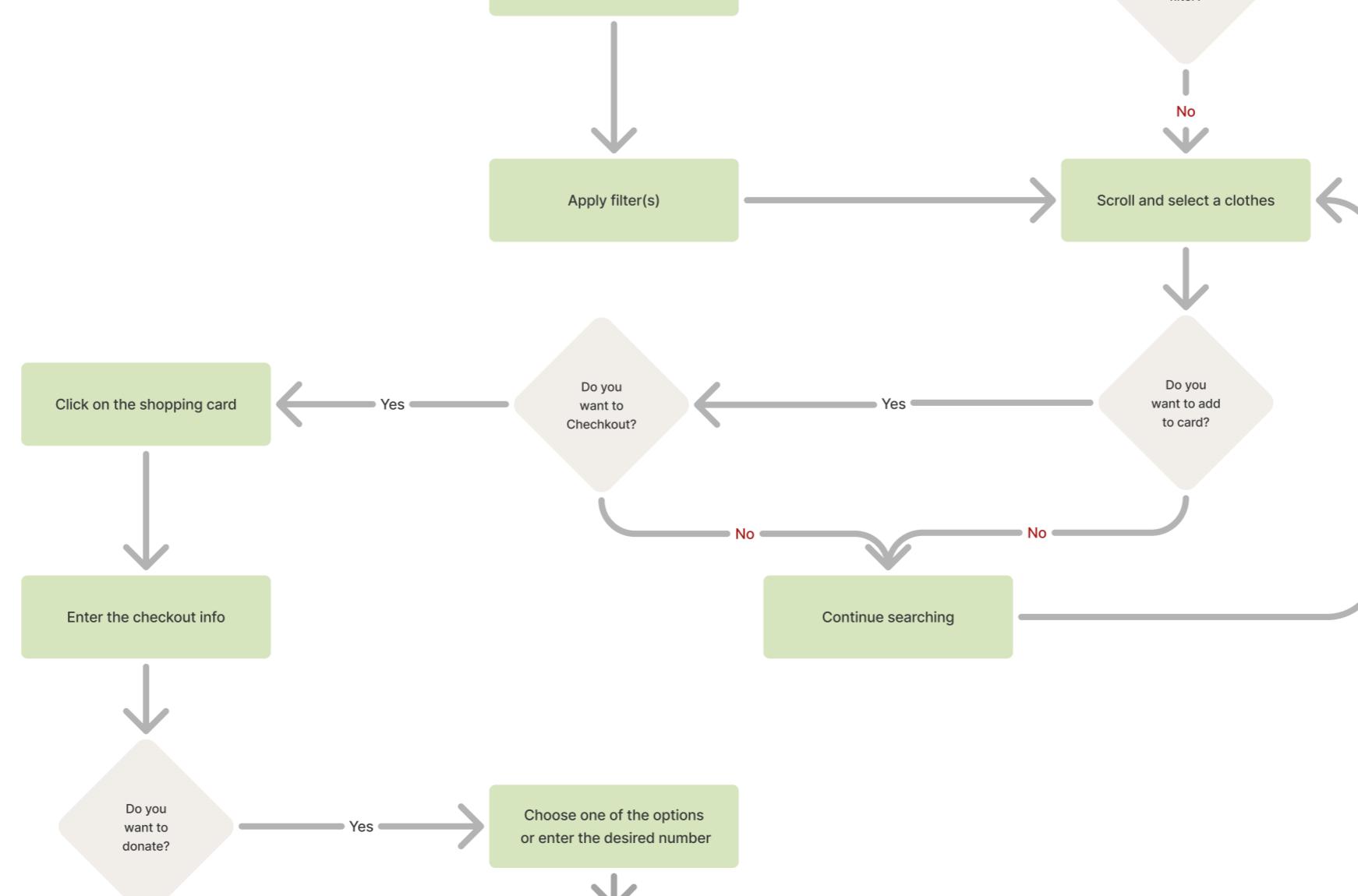
Global Navigation	Search	Logo	Site name	Bottoms	Tank Bodysuits	Baby (0 - 24 m)	Shop By Age	Log In/Log Out	Bag	Wishlist	Collections	Bows + Headbands	Short Sleeve Bodysuits	Kids(2-8y)
Shop By Price	Special Occasion	Summer Edit	Vacation Shop	Sibling Shop	Swaddle Blankets	Long Sleeve Bodysuits	New Arrivals	Shop By Collection	Best Sellers	Giving Back	Hoodies + Pullovers	Shoes	Rompers	Summer Shop
Newborn to 6 Months	Long Sleeve Tops	Short Sleeve Tops	Tank Tops	Dresses	Gear	Sleepers	Pajama Sets	12 to 24 Months	Shop All Tops	Tops	Joggers + Sweatpants	Leggings + Pants	All Accessories	Shop All One-Pieces
Shop All Kids	2 to 8 years	Shorts	Overalls	Tights + Socks	Shop All Bottoms	Accessories	ONE-PIECES	Gifts	Gifts Under \$15	Gifts Under \$25	Gifts Under \$55	Newborn + Coming Home	Bundles + Sets	Pajamas
Sustainability	Footer Navigation	About Ecokiddo	Customer Service	Terms and Conditions	Payment Methods	Follow Ecokiddo	Copyright	Awards	Contact Information	FAQs	Order Tracking	Returns and Exchanges	Size Guides	Shipping
Customer Feedback	Terms of service	Privacy policy	Legal Information											

## Site Map



## User Flow

Task: Buy a kids clothing by shop by age (kids(2 - 8))



# Develop

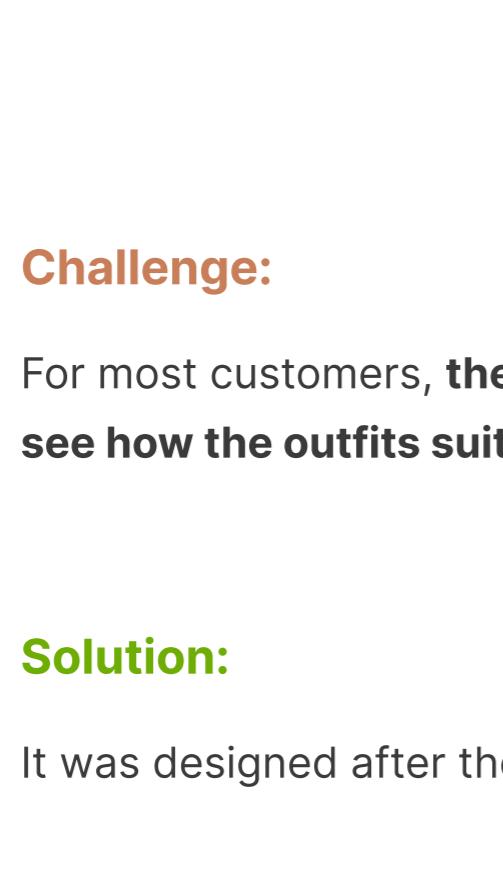
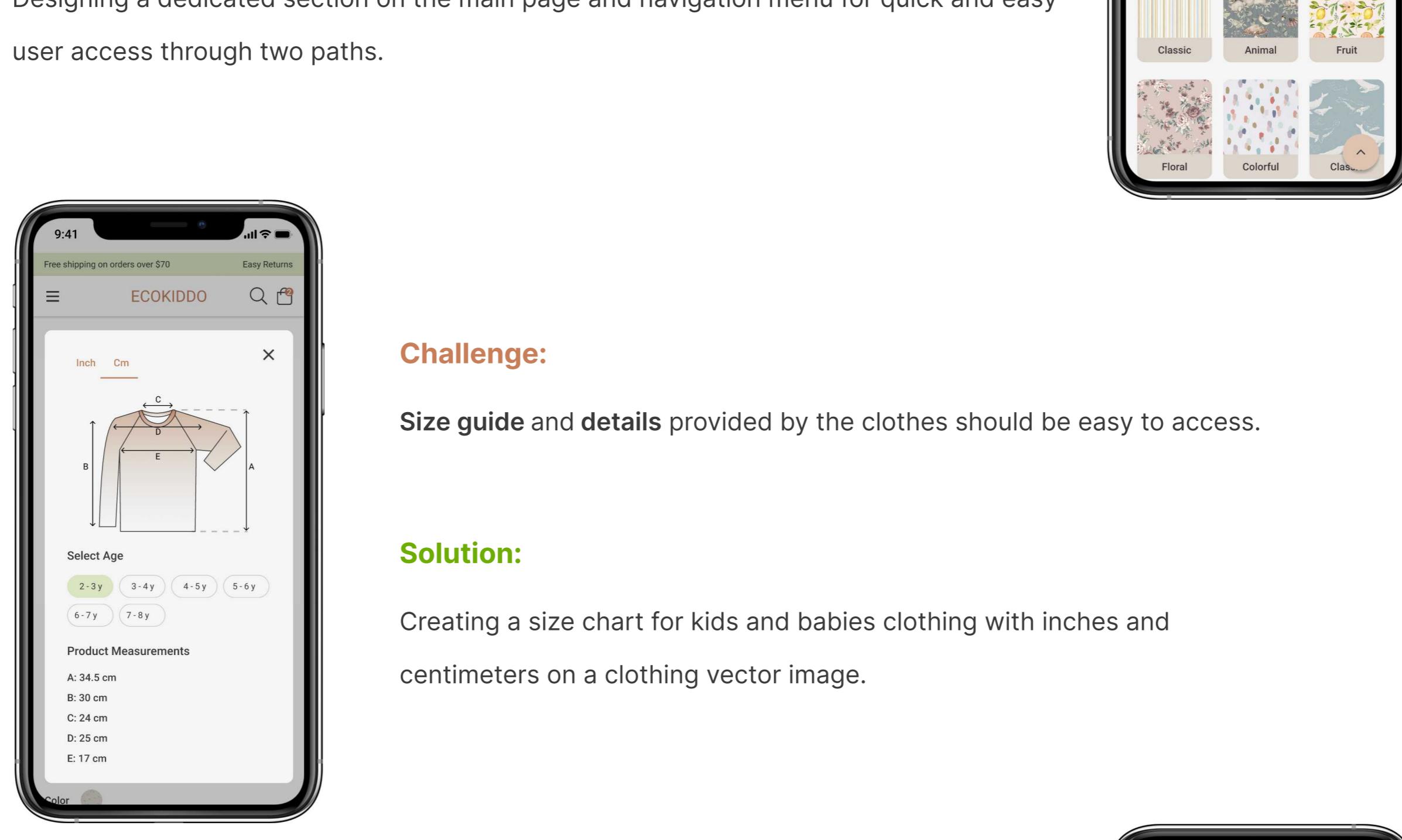
## Mid-Fi Wireframes

We created Mid-Fidelity sketches for both desktop and mobile versions to visualize the page layout design. The wireframes were refined through multiple iterations before finalizing the content.



## Challenges and Solutions

At this stage, solutions were designed for the challenges that reached **during the interview stage**.



**Challenge:**

It is important to **categorize clothes according to age**.

**Solution:**

Designing a dedicated section on the main page and navigation menu for quick and easy user access through two paths.

**Challenge:**

Size guide and details provided by the clothes should be easy to access.

**Solution:**

Creating a size chart for kids and babies clothing with inches and centimeters on a clothing vector image.



**Challenge:**

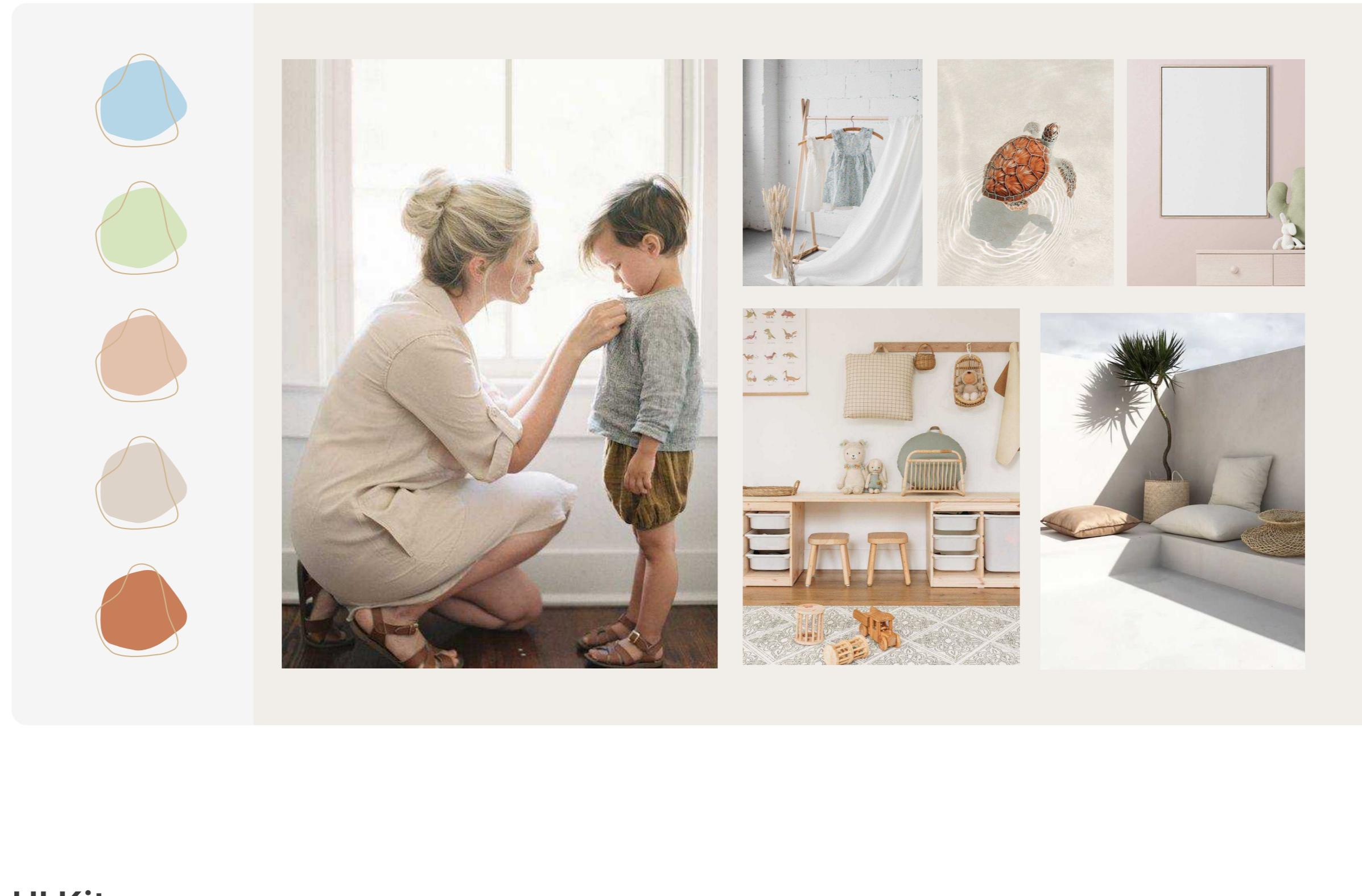
For most customers, **the main factor** when buying clothes for their kids is to see how the outfits suit the models.

**Solution:**

It was designed after the employer's approval.

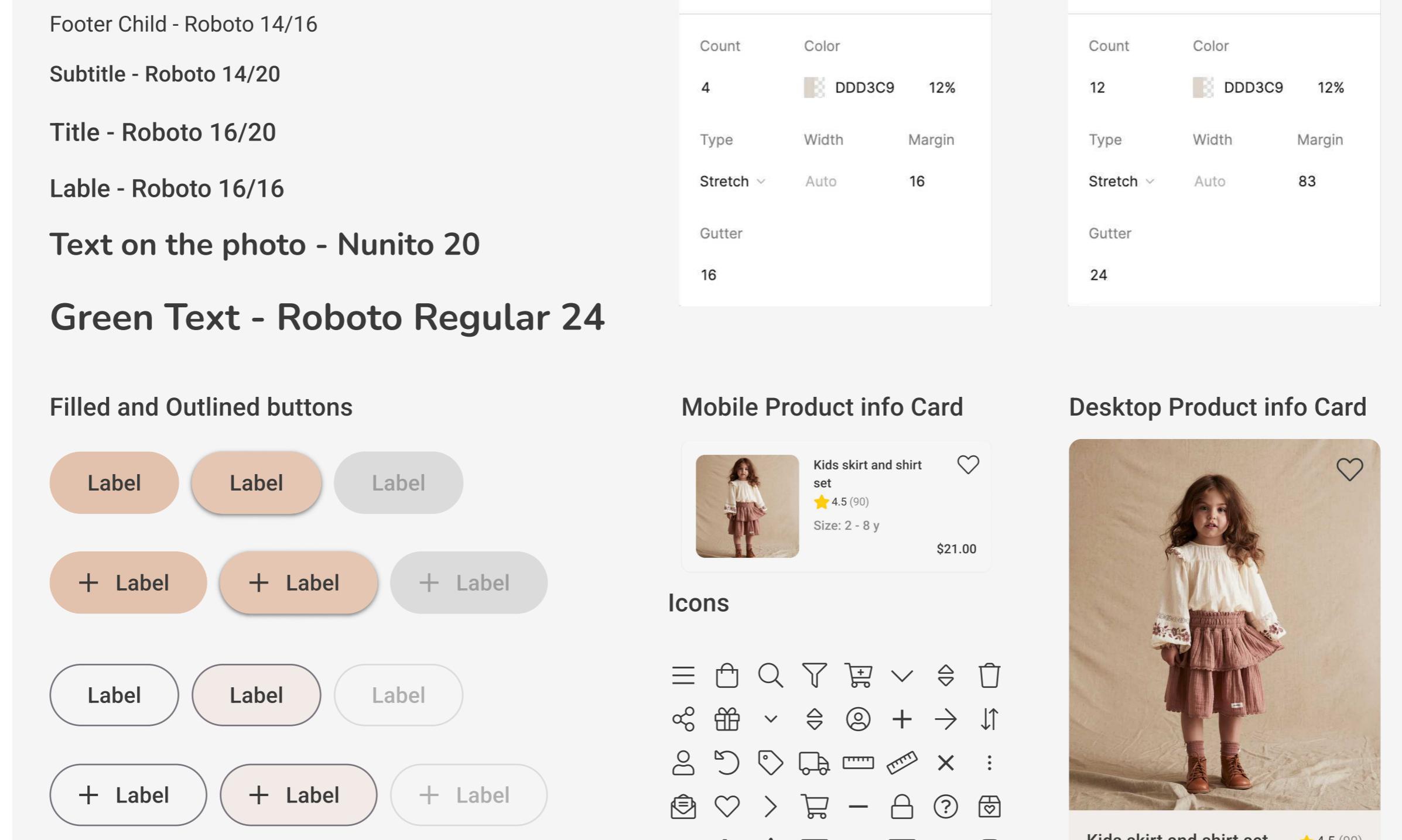
**Challenge:**

To create the mood board, images that show minimalist elements and elements of nature and children's items that give an eco-friendly feeling were used.



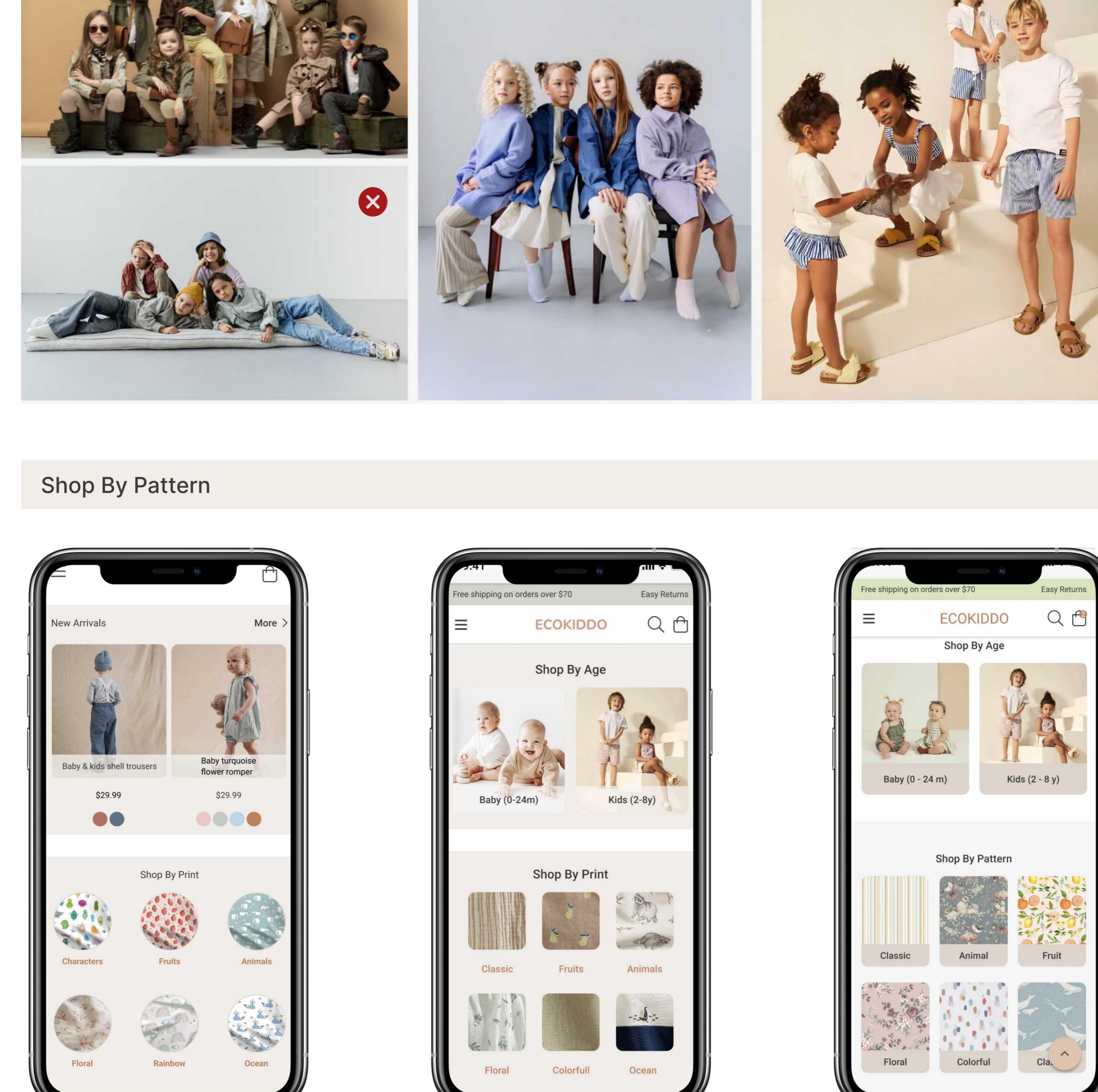
**Mood Board**

To create the mood board, images that show minimalist elements and elements of nature and children's items that give an eco-friendly feeling were used.

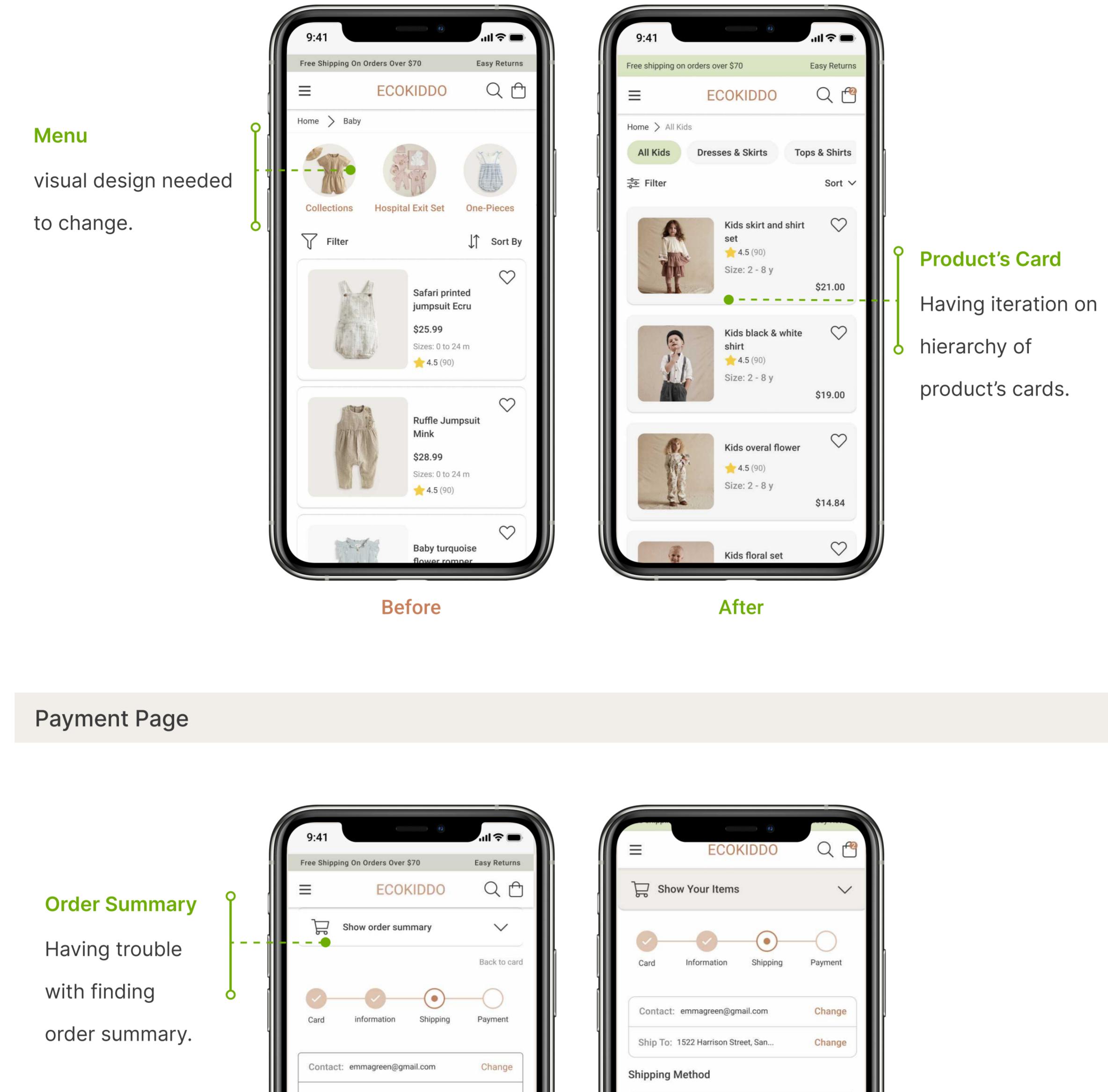


# Deliver

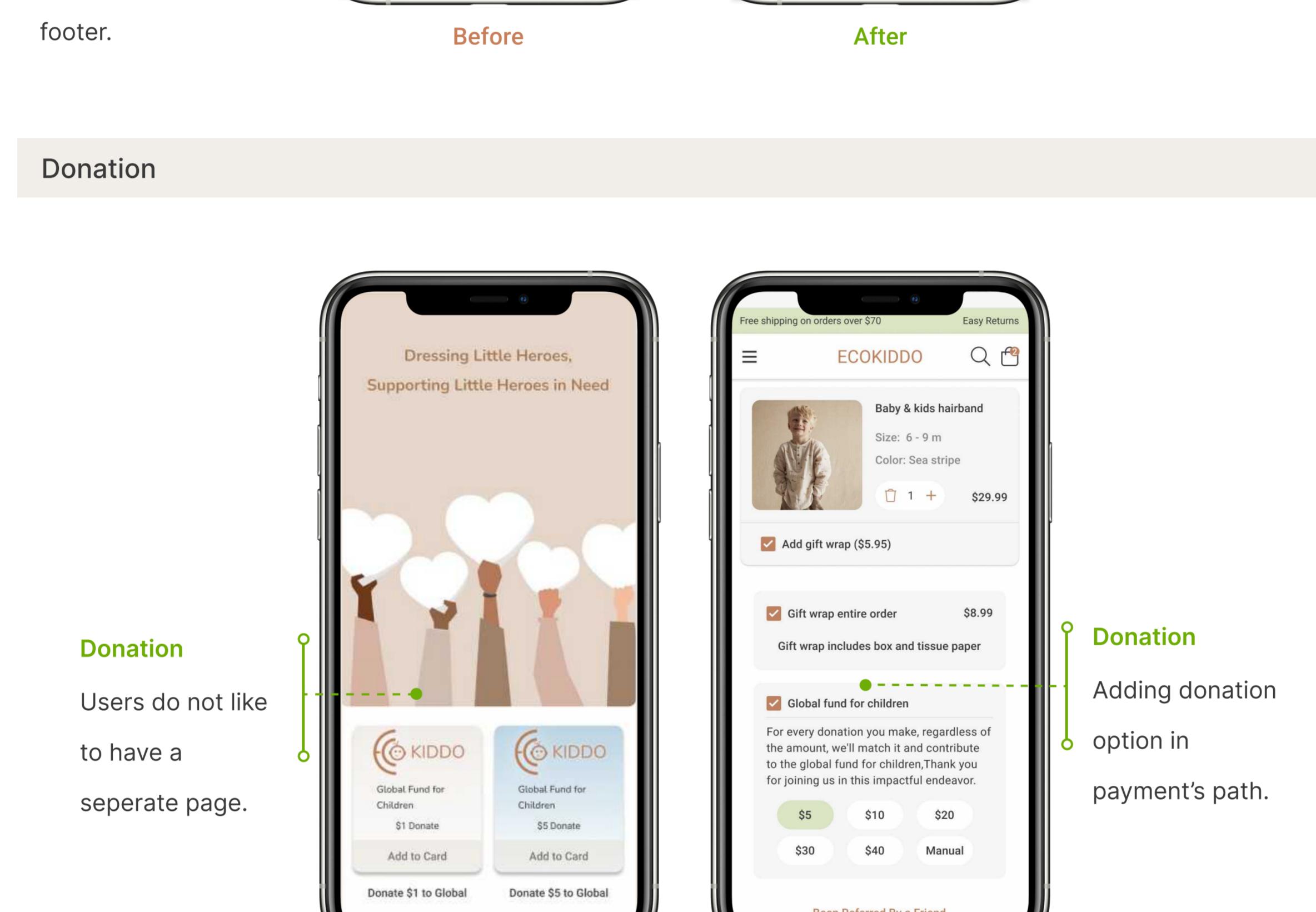
## Usability Test and Iteration



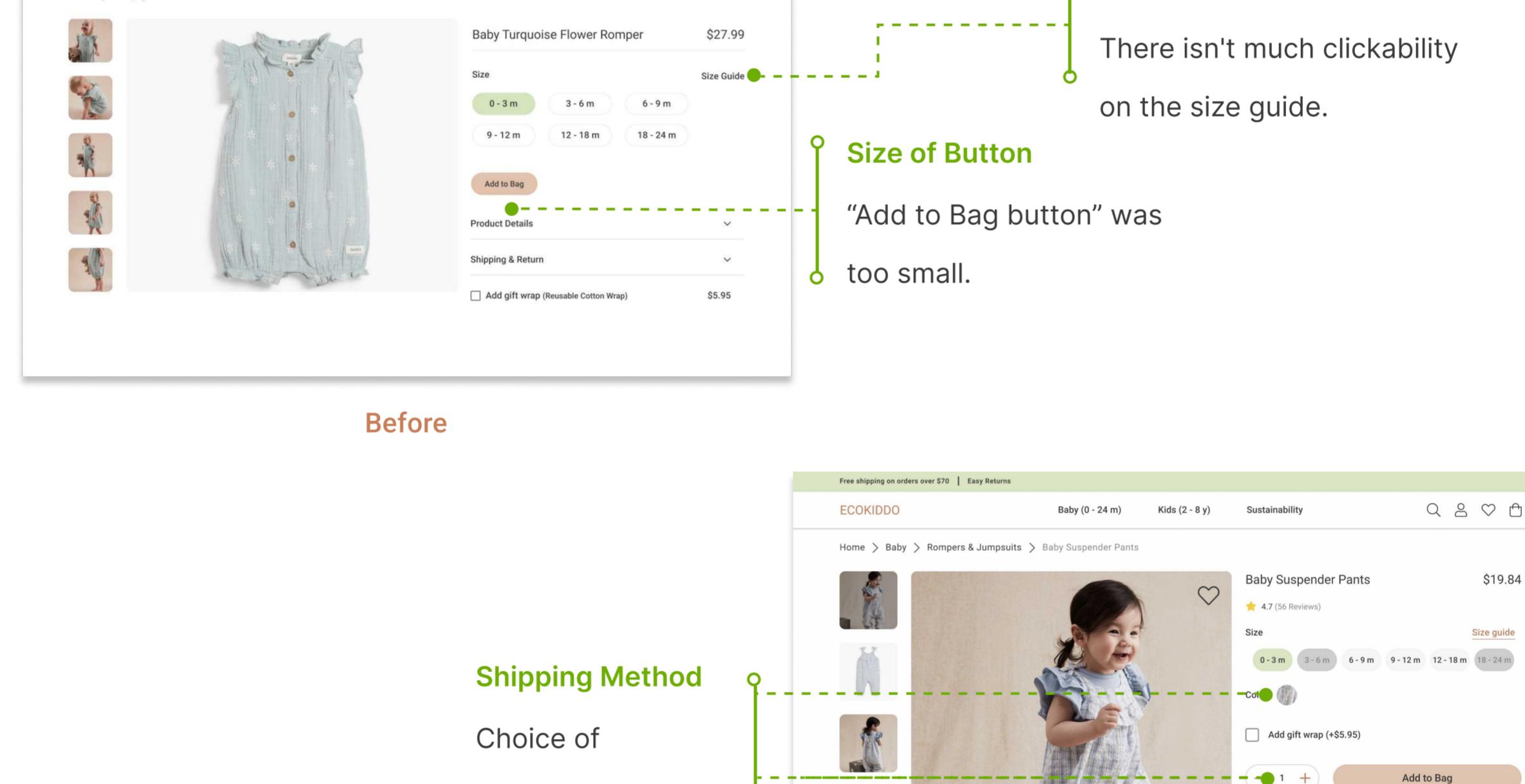
## Shop By Pattern



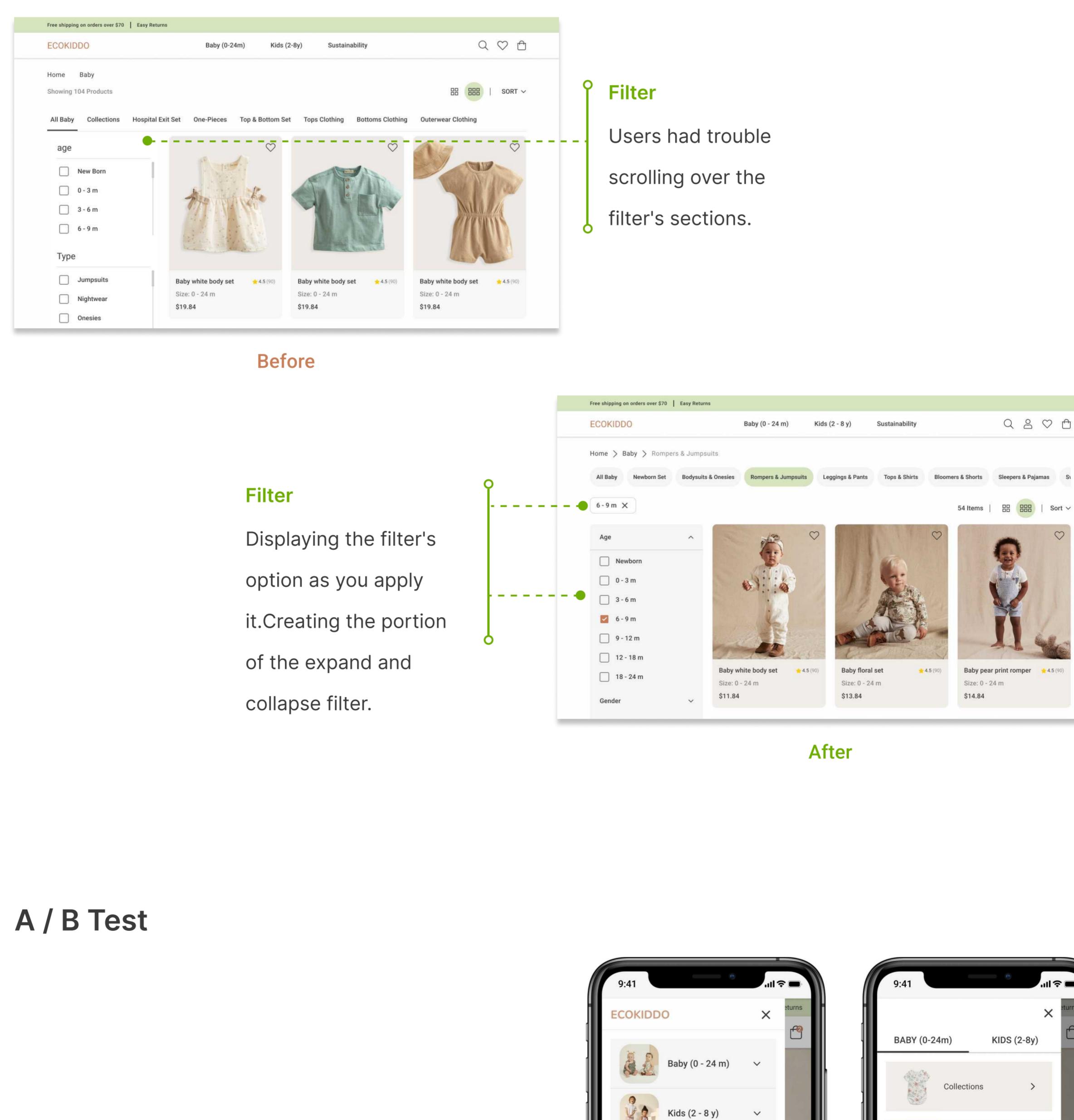
## Product Page



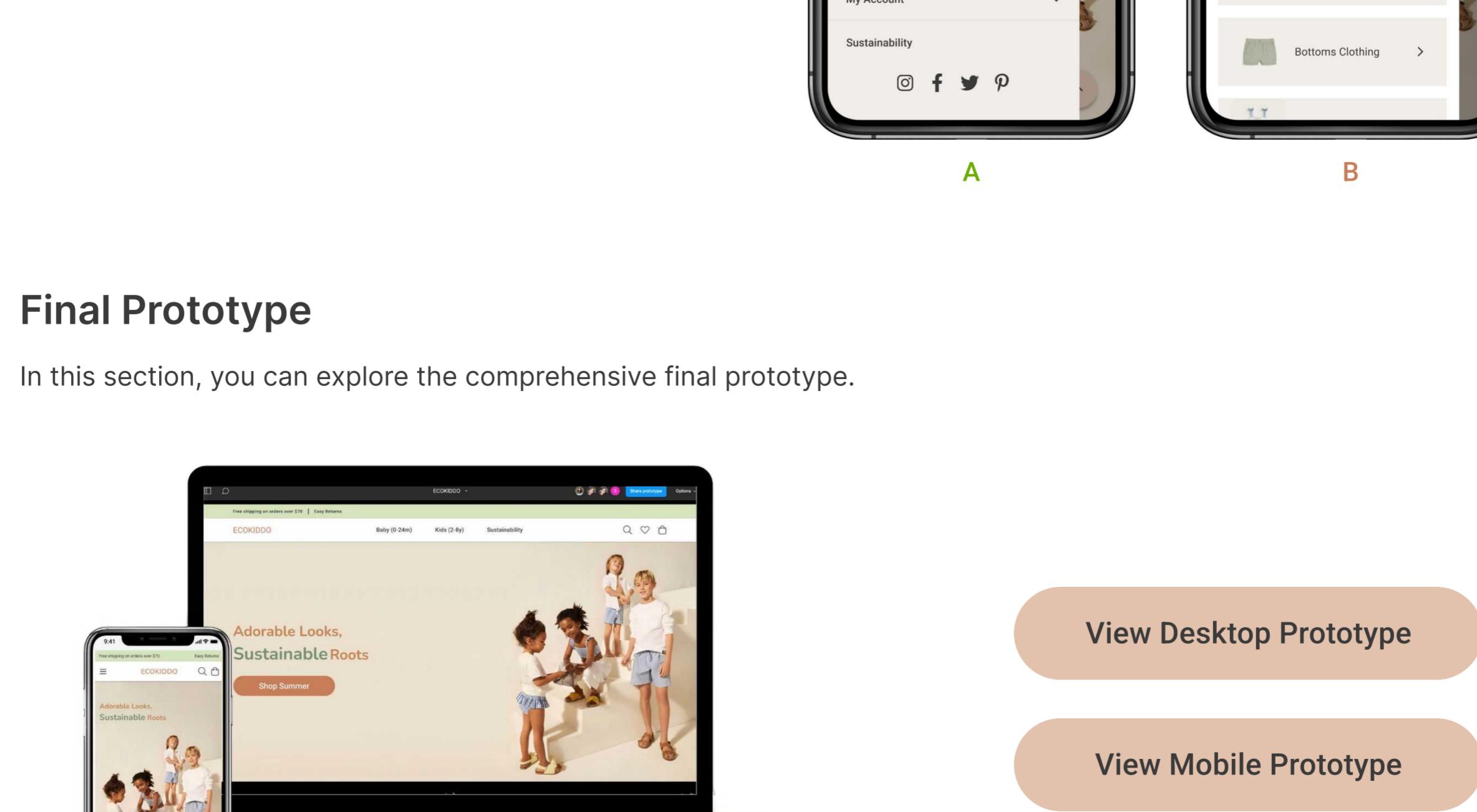
## Payment Page



## Donation

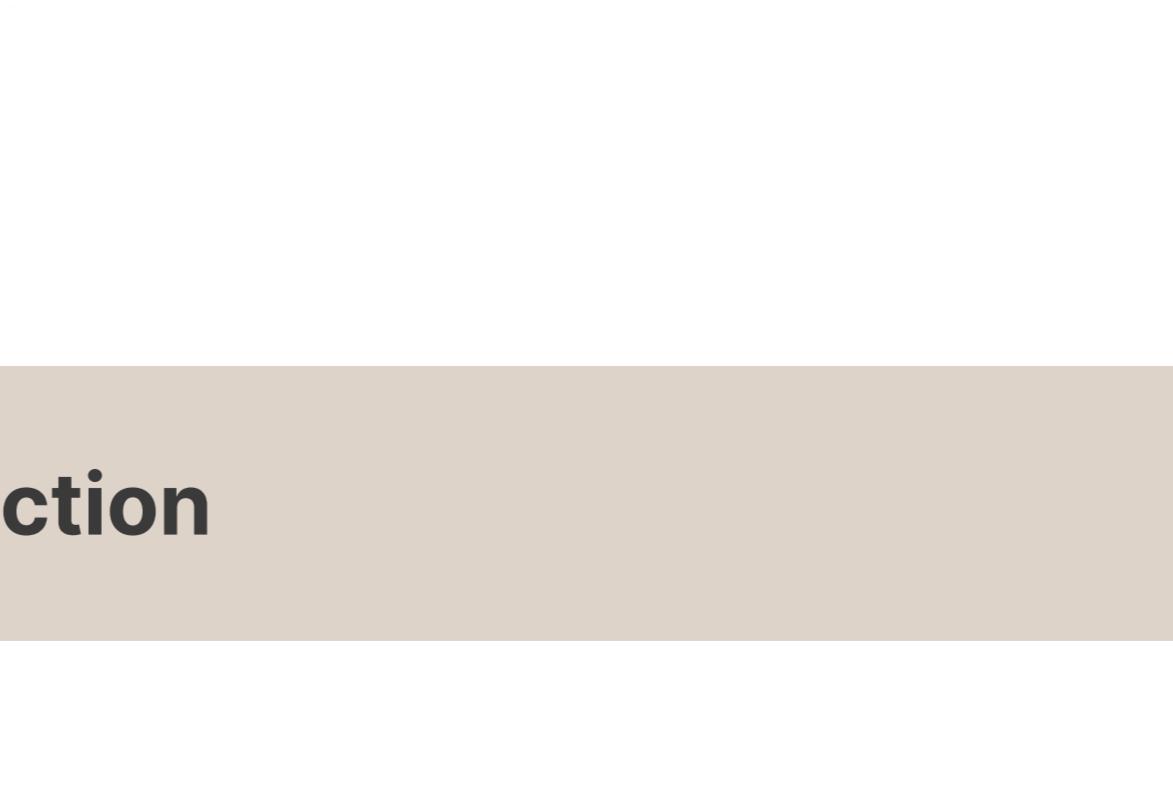


## Desktop Product's Page



## A / B Test

Two wireframes were designed for the mobile menu using A/B testing and shared with the employer and 10 users, and finally it was determined that wireframe A has a better design and performance.



## Final Prototype

In this section, you can explore the comprehensive final prototype.



## Reflection

### What did I learn?

- Working in multidisciplinary teams, understanding the importance of effective communication, time management, lead challenging situations and teamwork.
- I realized that designing is not just about my own perspective, but about putting the users' needs first. As a result, I am able to approach problem solving from various perspectives.
- I understand how important it is for a project to stick to design principles.

### What can we do next?

- Improving the design of the sustainability part.

Overall, this project provided me with valuable experience in user-centered design, wireframing, and A/B testing. It highlighted the importance of iterative design and user feedback in creating a successful user interface.