



EcoAlert

Easy change to enviro-change.

Problem Space

We wanted to learn about the bright spots and pain points encountered by consumers when shopping for products.

How might we identify and change the consumer's buying tendencies when shopping online?



User Needs Analysis

Data Collection

1. Finding trends within secondary research

2. Interviews with student consumers



Data Collection

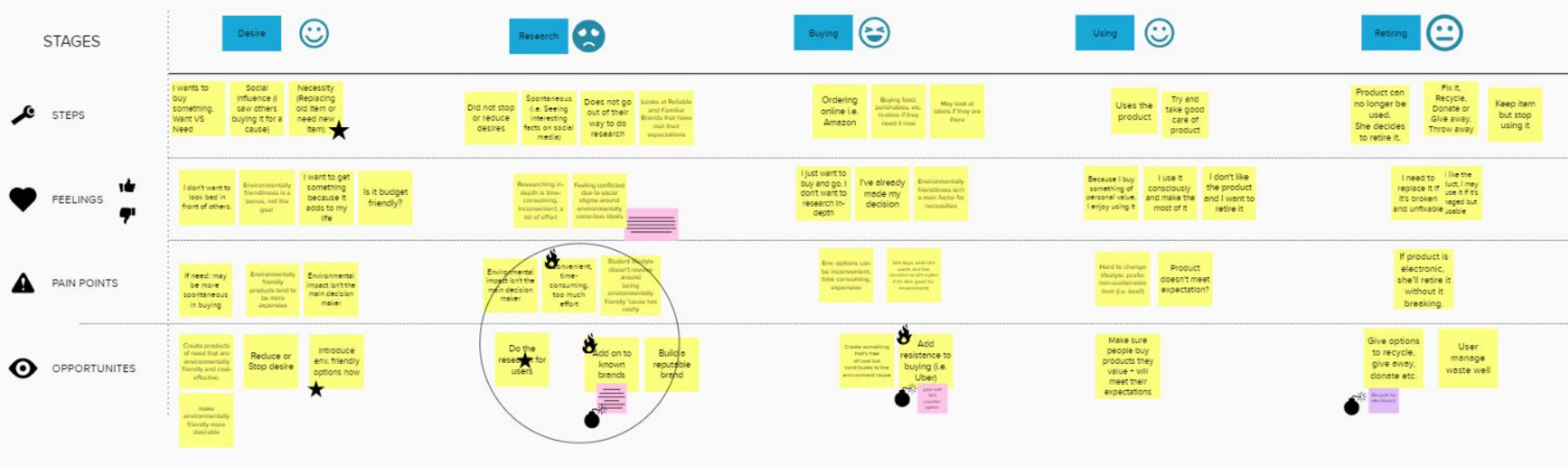
1. Finding trends within secondary research

2. Interviews with student consumers



3 Customer Experience Journey Maps

Define the different stages of the situation you've defined - Stage 1 being the first thing that happens chronologically. Fill out the columns below based on the personas you defined in the previous step.



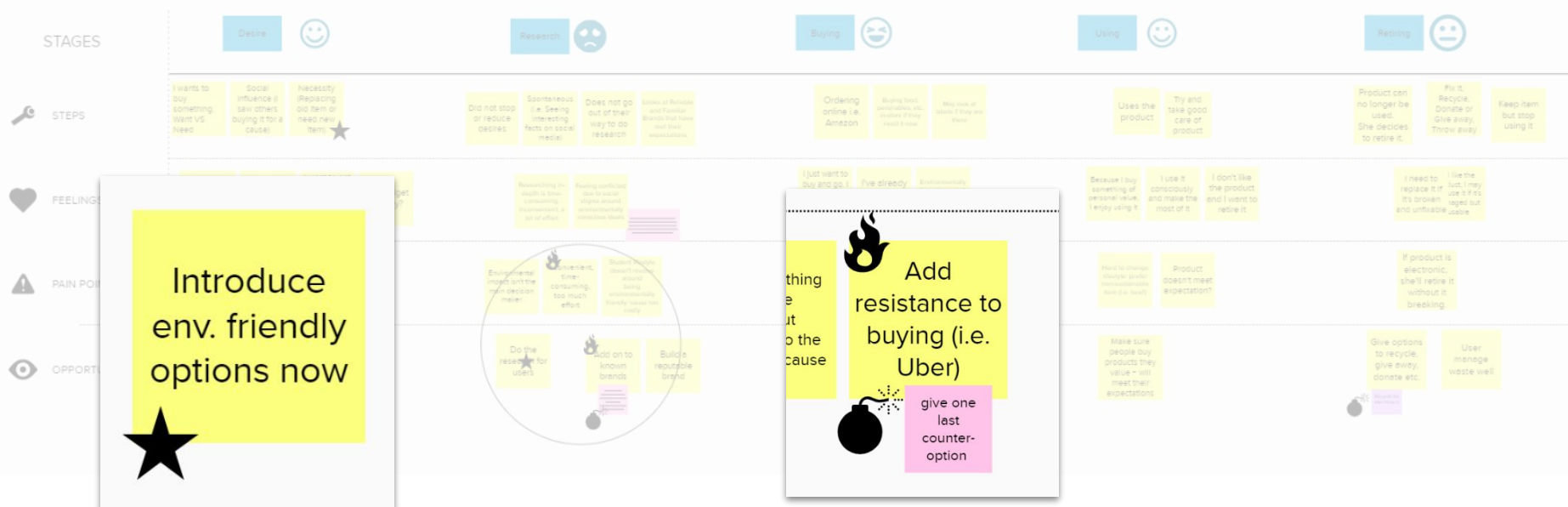
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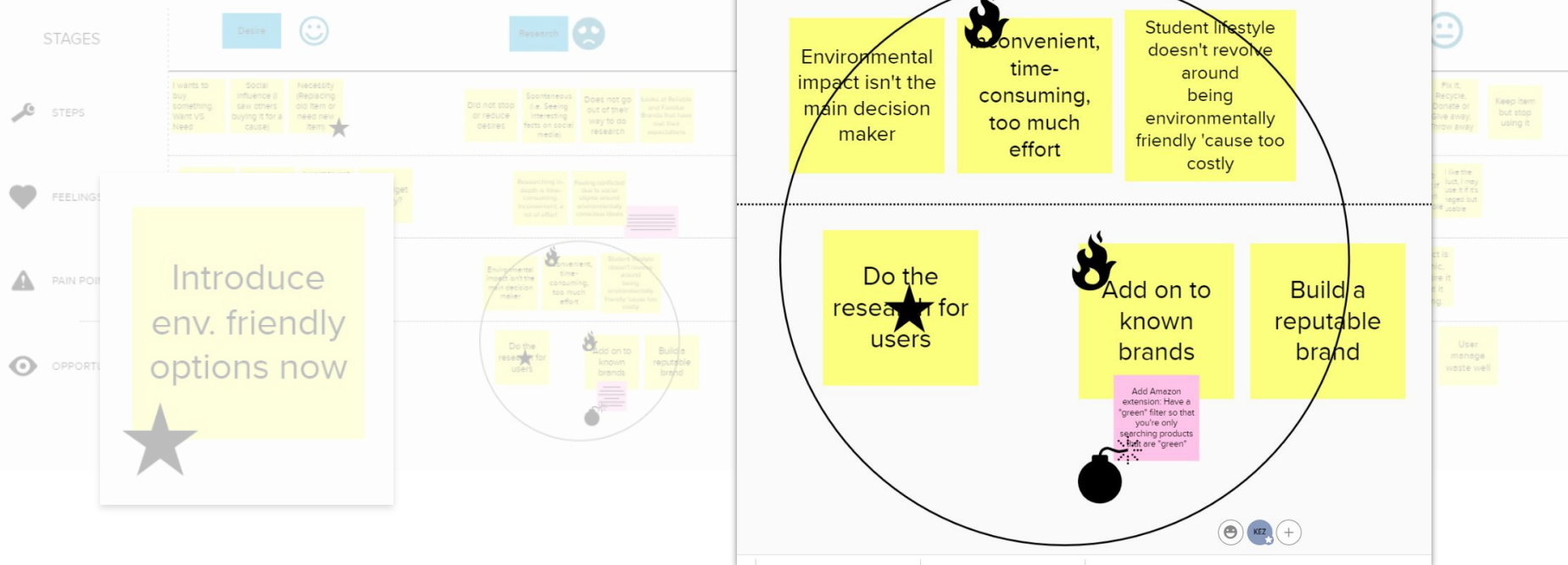
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Design requirements

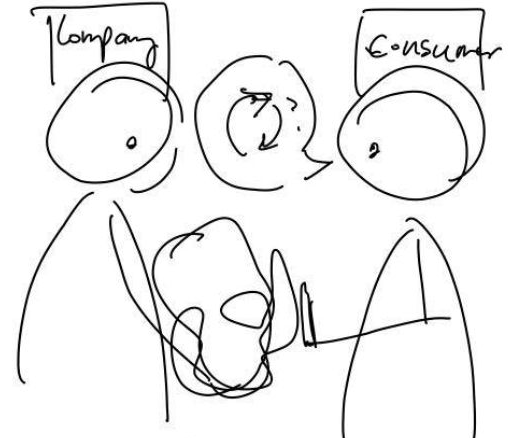
1. Pause the user before they commit to a purchase
2. Remind users if they really need to buy a product
3. Offer alternatives to their purchase
4. Reward the user for pausing and thinking about their decisions

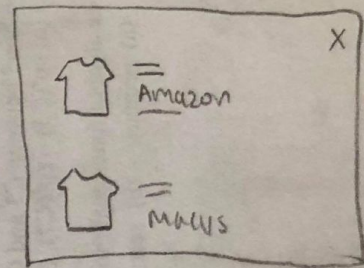
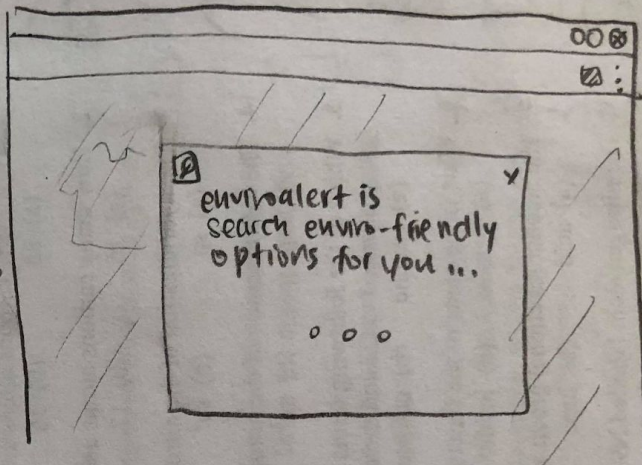
Design Concept

Refined Design Concept

Browser extension which automatically finds eco-friendly alternatives when you shop online!

1. Reminder: Do you really need this?
2. If so: View eco-friendly options for items you are currently shopping for.
3. Navigate to the eco-friendly version of your item.

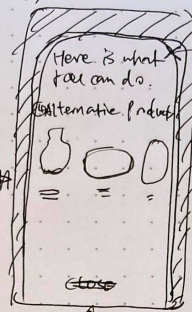




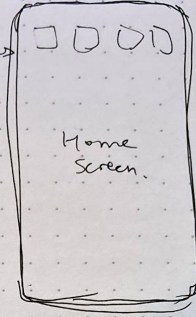
① STOP screen



② ALTERNATIVES



③ EXIT checkout



when user puts thumb to verify card.

PRACTICE MINDFULNESS

Countermarketing.

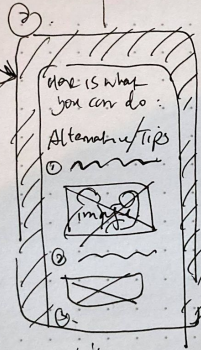
on phone situations.

i.e. spending more than

~ minutes in a store
trigger this
(con: most have gps. etc.)

i.e. when paying?

(con: awareness situations)



like
headspace.

— show tips?

— suggestions

to curb consumption/
determine if you really
need this item/reminders

— suggest alternative products.

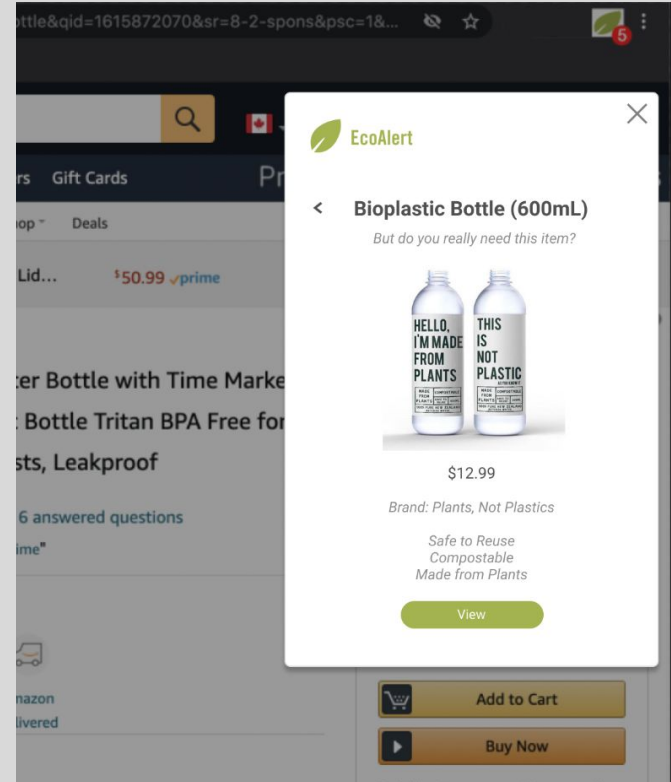
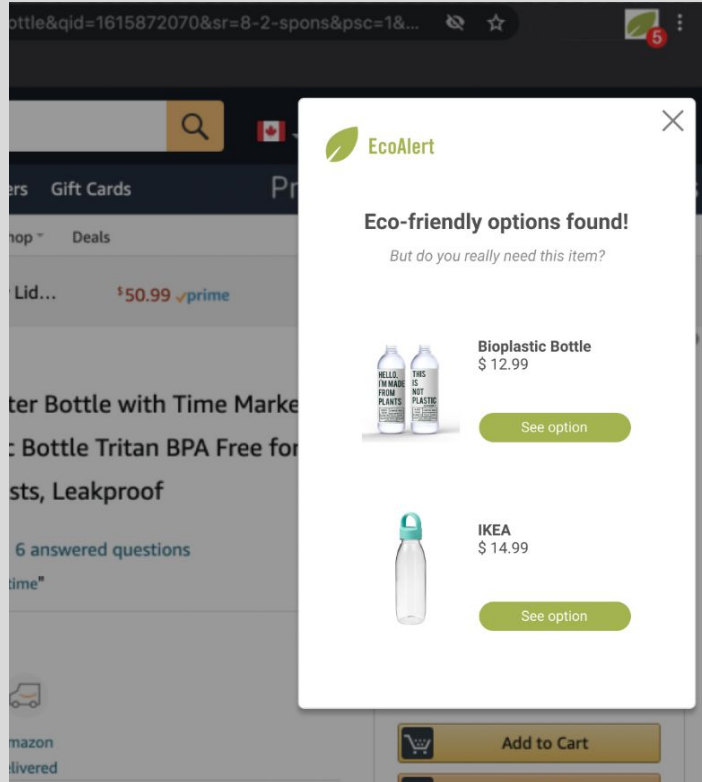
Adapt for
web.

i.e. search term
is a product

i.e. adding stuff
to cart
before checkout

A large, solid orange arrow pointing from left to right, which serves as the background for the text.

Prototype



Prototype Evaluation

Useability studies

1. User reviews: Think aloud

Did users...?

- ☐ Notice the pop-up
- ☐ Understand the options on pop-up
- ☐ Navigate to find links to eco-friendly options

Prototype Insights

Bright Spots

1. Non-intrusive design is appreciated = makes it more appealing to download
2. Good initiative for people who aren't actively involved in a eco-friendly lifestyle
3. User tends to trust that the alternative options are actually more eco-friendly

Pain Points

1. Too many paths and options
2. Dim screen annoying
3. Alternatives aren't well-known brands



Proposed Design Changes

1. **Screen dim when the pop-up appears is distracting:** don't dim the screen
2. Change “**See option**” to lead directly to the website link instead
3. Users are wary of alternative products because some eco-friendly websites **aren't well-known brands:**
partnership with well-known brands to create eco-friendly products

Reflection

Advantage over current solutions

Even if one reminder doesn't **seem** impactful,

our participants can see how a subconscious reminder can **change their behaviour**

due to EcoAlert's invisibility and ease of use.



Thank you!



EcoAlert

