

# TerraBloom

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SUSTAINABLE E-COMMERCE BRAND

PROJECT REPORT

En Tong

29 October, 2025 - 5 Dec, 2025 (EXPECTED)

# CONTENT

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- Research Phase (30 October 2025)
- Analysis Phase (6 November 2025)
- Ideation Phase (13 November 2025)
- Design Phase (20 November 2025) (EXPECTED)
- Prototyping Phase (28 November 2025) (EXPECTED)
- Testing Phase (28 November 2025) (EXPECTED)

# RESEARCH PHASE

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## Problem Statement

Young adults who are interested in sustainable fashion often struggle to find eco-friendly clothing options online. This leads to frustration, decision fatigue, and users abandoning their intention to shop sustainably.

## Goal

To create an e-commerce website that makes it easy for users to discover and purchase both regular and sustainable clothing.

## Research Objective

To understand how young people shop for sustainable clothing online and what features would help them easily find and trust eco-friendly products.

# USER INTERVIEW SUMMARY

## Interview Questions & Responses

- **How do you usually shop or buy clothing online?**

*Participant prefers Shopee for affordability and convenience.*

- **What are your thoughts about sustainable clothing and its importance?**

*Sustainability is not a major concern; price is prioritized.*

- **When choosing between sustainable fashion and fast fashion, what factors influence your decision?**

*Price is the main deciding factor.*



### Insights:

- Users are price-sensitive.
- Low awareness of sustainable fashion.
- Need for clear labelling, affordability, and accessible eco-friendly options.

# SURVEY SUMMARY

## Research Objective:

To understand how young adults search for sustainable clothing online and identify challenges.

## Questions:

Quantitative:

Frequency of sustainable purchases, importance of price

Qualitative:

Challenges in finding sustainable clothing, motivators for buying

## Key Insights:

Participant 1:

Buys occasionally; price is a barrier; prefers natural materials.

Participant 2:

Never buys; price is the main difficulty; desires affordable and comfortable sustainable clothing.

<https://forms.gle/DHXFuAQZZG2Wq7ieA>

## Overall Insight:

Price is the biggest barrier, awareness varies, and clear labelling/affordability is crucial.

# KEY PERFORMANCE INDICATORS (KPIS)

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## KPI

Awareness of Sustainable Clothing

## Description

Measures how many young people understand sustainable clothing

## Purpose

To determine if more education/clear labelling is needed

Frequency of Sustainable Purchases

Tracks purchase frequency vs fast fashion

To see if interest in sustainable fashion is growing

Importance of Price vs Sustainability

Measures influence of price vs sustainability

To understand whether affordability or eco-friendliness drives decisions

# ANALYSIS PHASE

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## User Persona – Lily Lim

- Age: 20 | Design Student
- Interests: Thrifting, eco-friendly products, sustainability communities
- Motivations: Promote sustainable living, discover eco-friendly items, support ethical brands
- Frustrations: Lack of sustainability filters, unclear product details, inefficient shopping
- Goals: Quickly find eco-friendly options, shop confidently, inspire others
- Quote: “I love thrifting and finding eco-friendly fashion, but most websites make it too hard to know what’s truly sustainable.”

## Design Implications:

- Include clear sustainability indicators and product filters
- Provide transparent product info
- Maintain clean, intuitive interface

# USER PERSONA - LILY LIM



Hello, I am

## Lily Lim

September 12, 2005

Age : 20 Year

Occupation: Design Student

### About Me

a second-year design student who actively promotes sustainability on social media. She enjoys exploring thrift stores and eco-friendly fashion. Living in an urban area, she balances her studies, creative projects, and social media engagement.

### Personality & Behavior

- Creative and socially conscious
- Detail-oriented and likes transparency
- Enjoys engaging with sustainability communities online
- Prefers platforms with clear product information and filtering

### Interests

- Thrifting and second-hand fashion
- Eco-friendly clothing and lifestyle products
- Sustainable fashion communities online
- Sharing sustainability tips on social media

### Motivations

- Promote sustainable living among peers
- Discover unique and eco-friendly fashion items
- Support ethical brands and creative initiatives

### Frustrations

- Websites often lack clear sustainability filters
- Product details on sustainability are unclear or missing
- Shopping experience online is time-consuming and inefficient

### Goals

- Quickly find eco-friendly fashion options
- Shop with confidence about the sustainability of products
- Inspire others through her sustainable lifestyle choices

# USER JOURNEY – MARCUS (21, STUDENT)

Stage	Actions	Emotions/Pain Points	Opportunities
Browse Products	Opens site, scrolls categories	Neutral → Frustration if unclear	Highlight sustainability tags, curated collections
Filter Sustainable Items	Uses filters, searches eco-brands	Positive if info clear, Frustration if unclear	Easy-to-use sustainability filters, verified badges
View Product Info	Reads materials, certifications	Satisfied if detailed, Frustration if unclear	“Why this product is sustainable” sections
Add to Cart	Selects options, adds item	Satisfied if smooth	Seamless cart interactions, suggest related sustainable products
Checkout	Reviews cart, payment	Positive if smooth; Frustration if too many steps	Simplify checkout, guest checkout, eco-friendly shipping

## Insight:

- Transparency, filtering, and seamless checkout are critical.
- Sustainability info should be highlighted consistently.
- Supports design decisions for user-friendly navigation and product discovery.

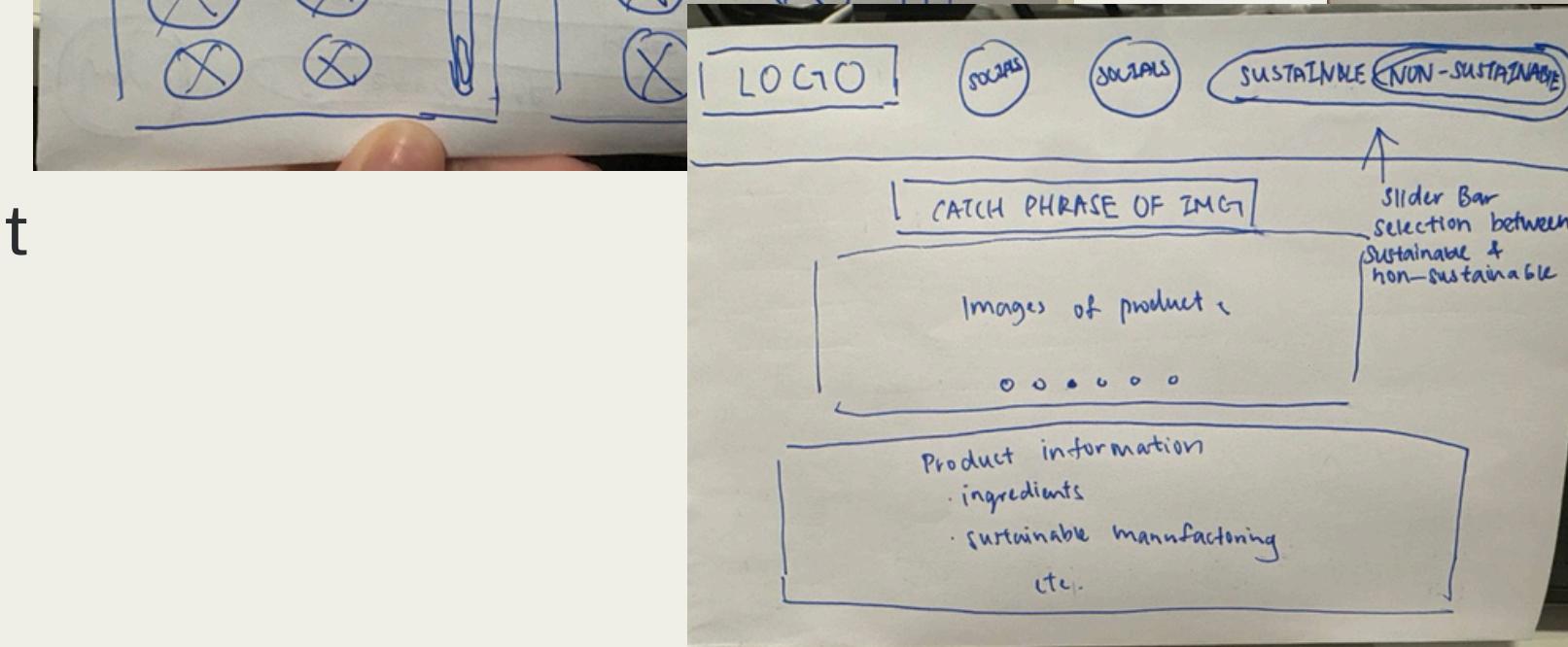
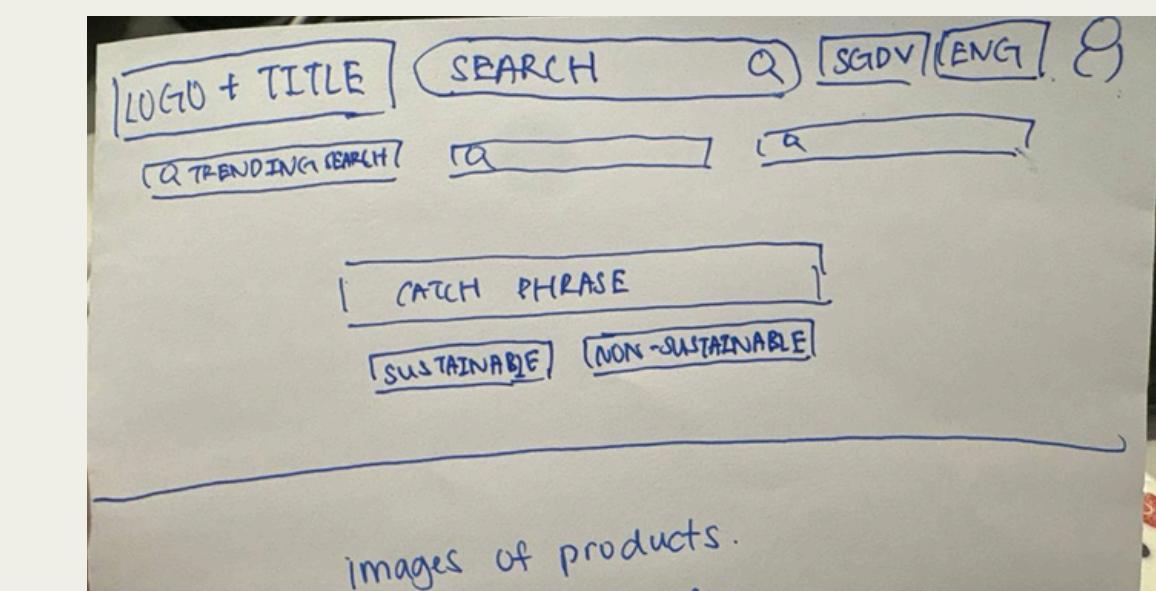
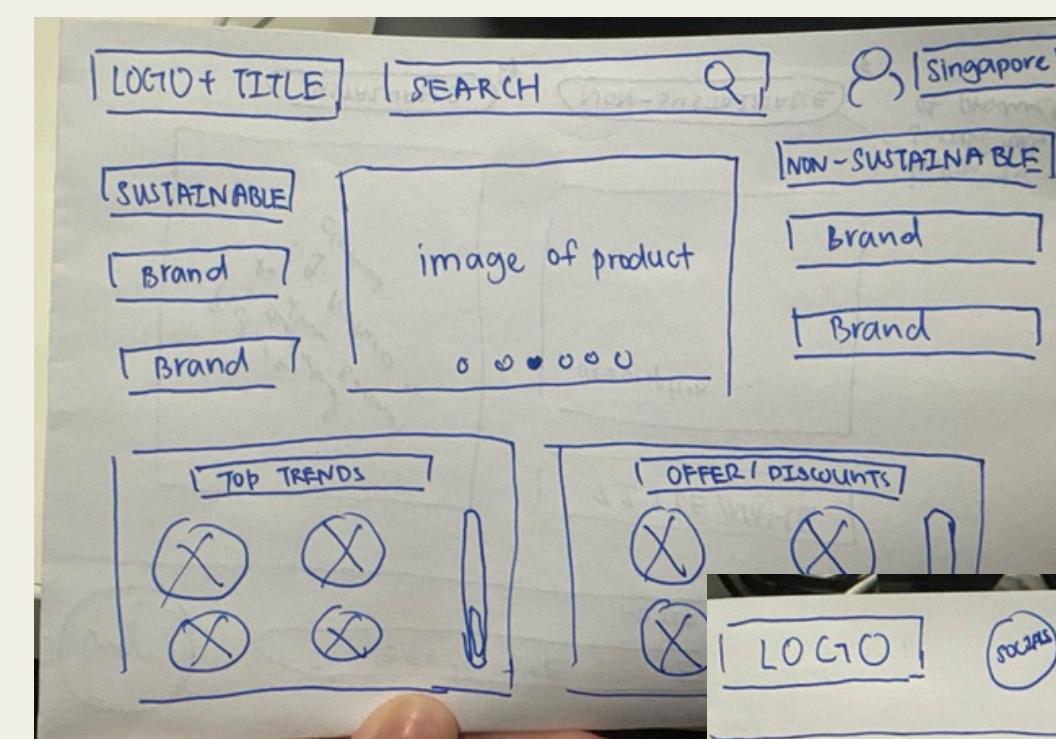
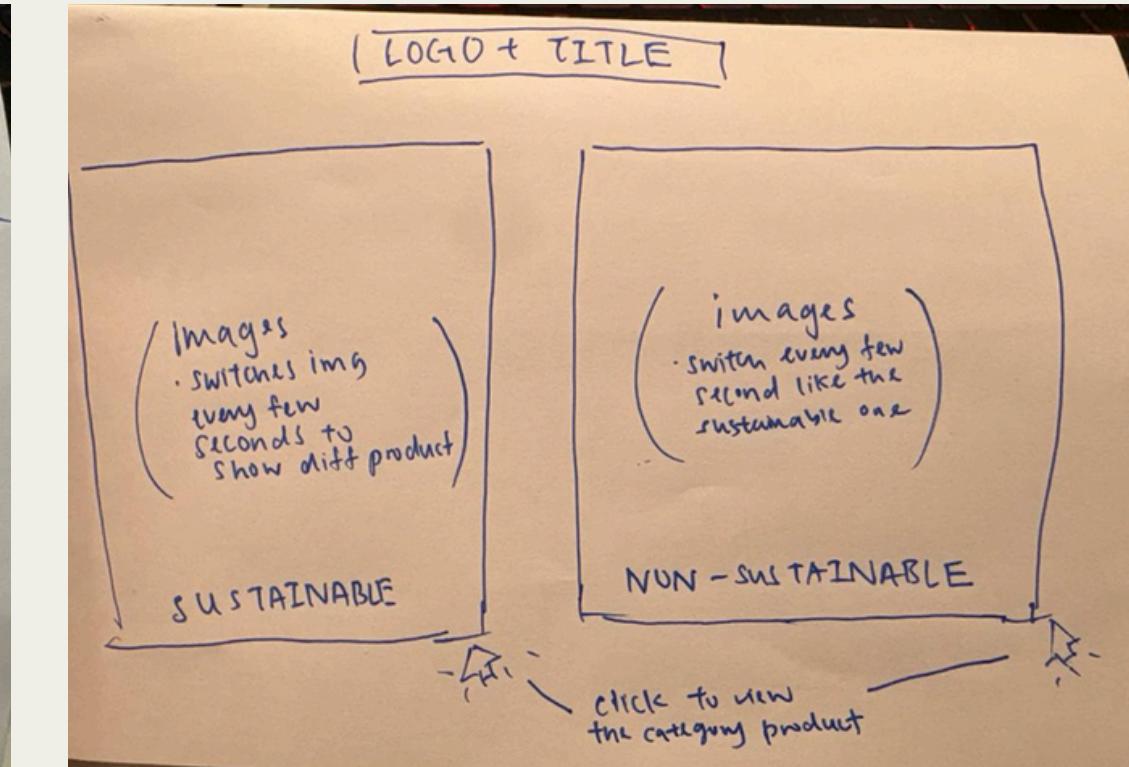
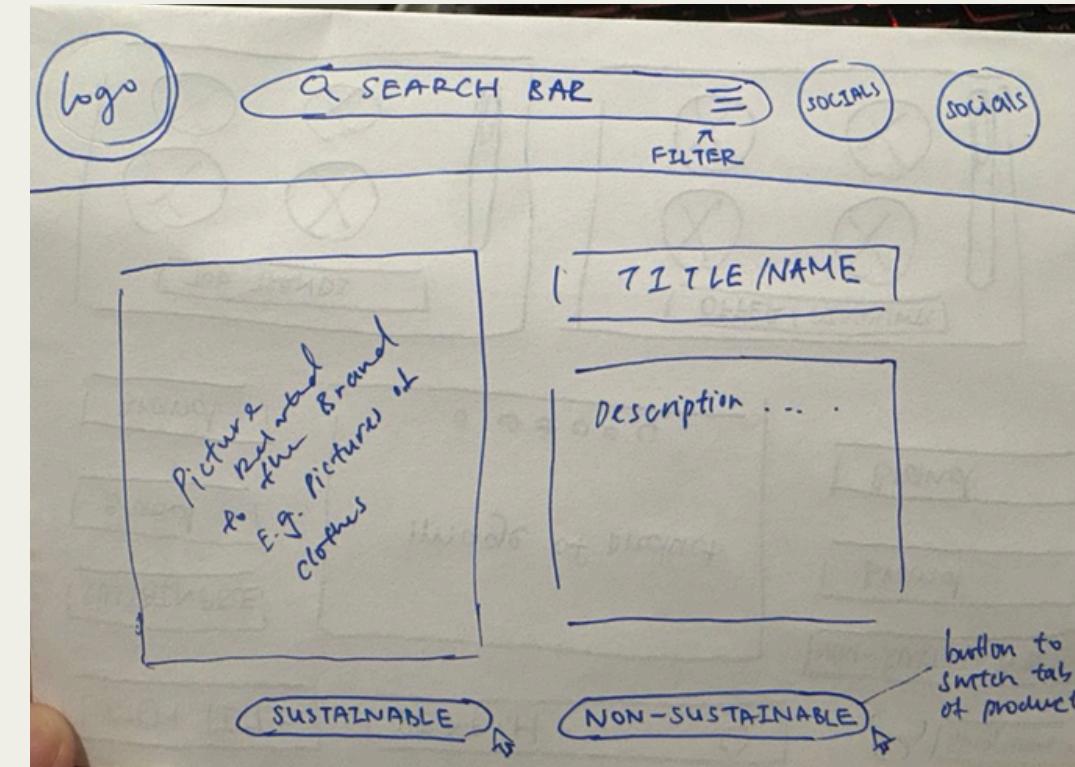
# IDEATION PHASE

## Goal

Design a homepage and shopping experience that helps users easily discover both regular and sustainable clothing, with clear labels and smooth browsing.

## Sketches

Five sketches were created exploring layouts, hierarchy, and visual presentation of sustainability features and product highlights.



# USER STORY & USER FLOW

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## User Story:

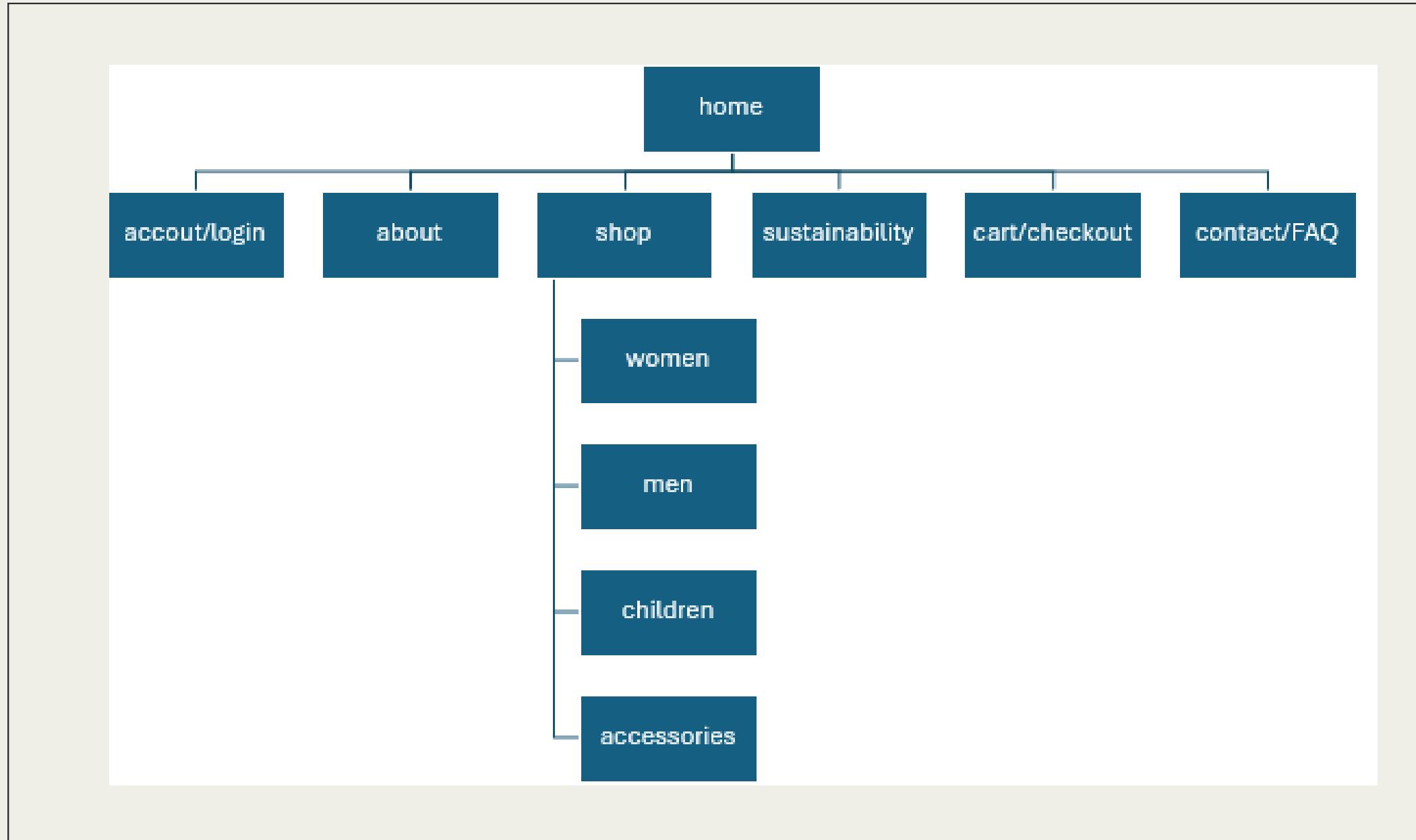
"As a conscious shopper, I want to browse and purchase sustainable clothing items made from eco-friendly materials, so that I can make fashion choices that are both stylish and environmentally responsible."

## User Flow:

Homepage → Select “Sustainable” Filter → Filtered Product List → Product Details → Add to Cart → Checkout Now or Continue Browsing? → Checkout → Payment → Confirmation

# SITEMAP & DESIGN CONSIDERATION

## Sitemap



## Design Considerations:

- Intuitive navigation and clear hierarchy
- Highlight sustainability pages and filters
- Expandable for future collections or campaigns

## DESIGN PHASE (UI DESIGN ON FIGMA)

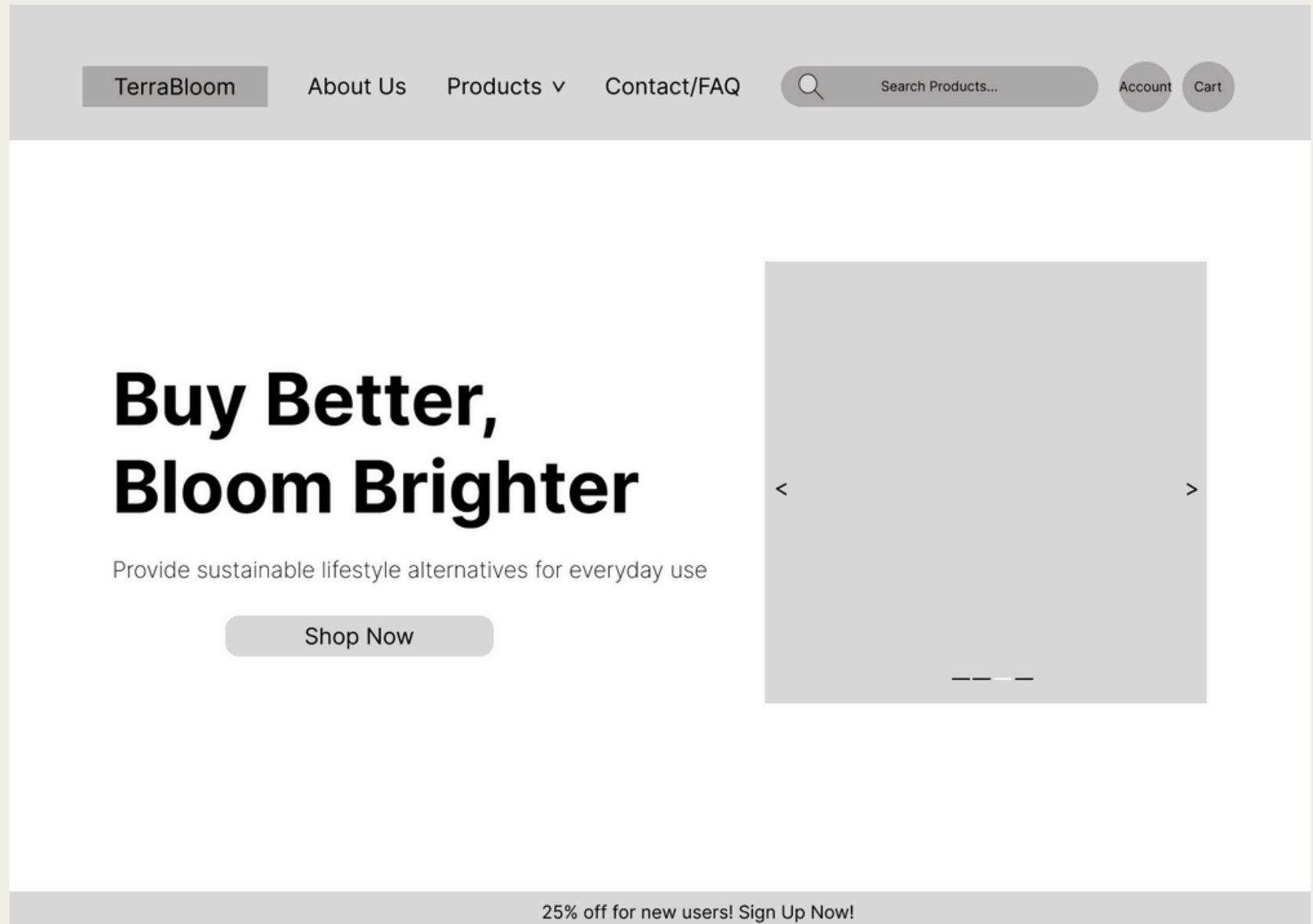
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### Pages Designed:

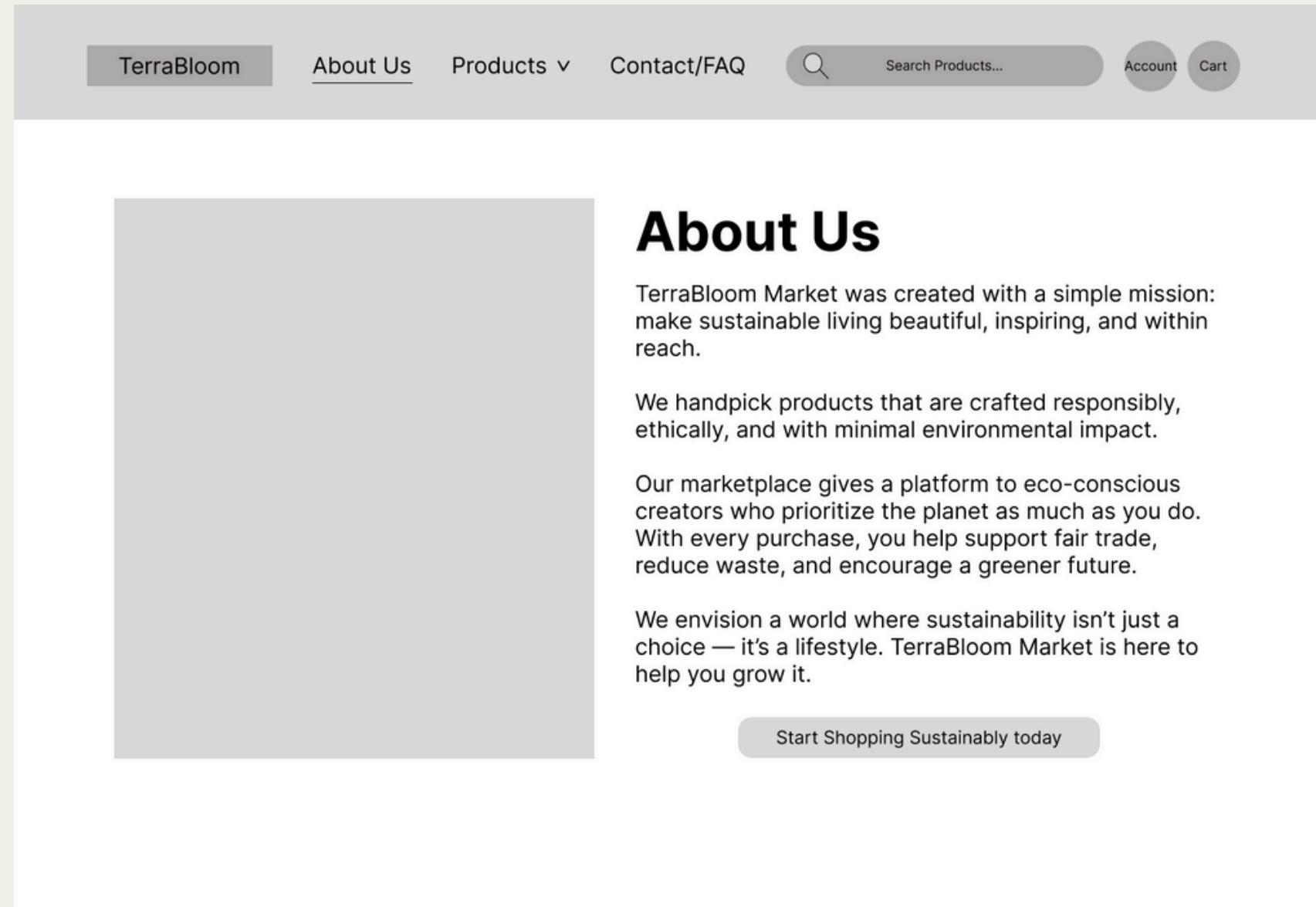
- Home Page
- About Page
- Products page
- cart/check outpage
- contact/FAQ page

# LOW-FI PAGES

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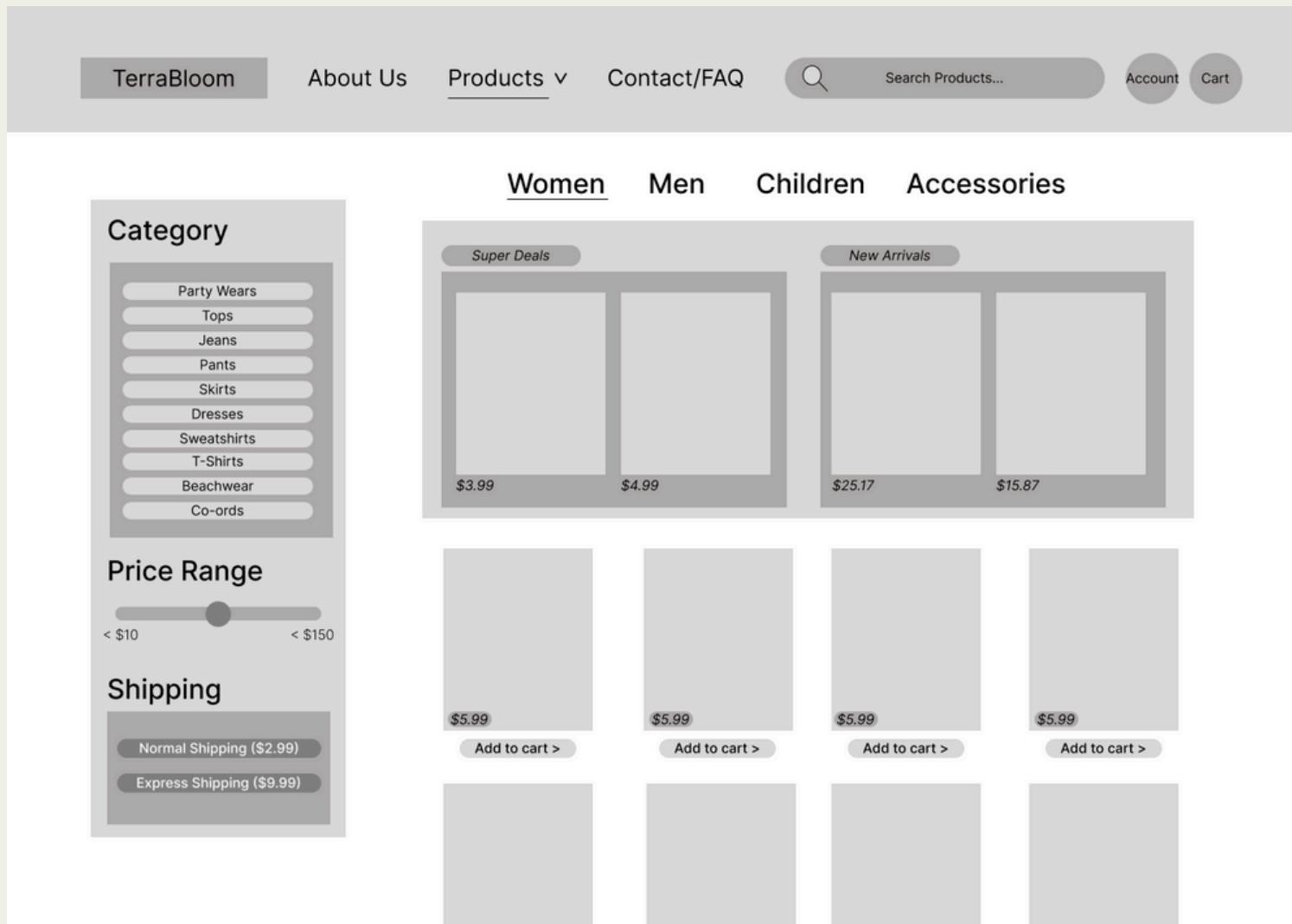


HOMEPAGE

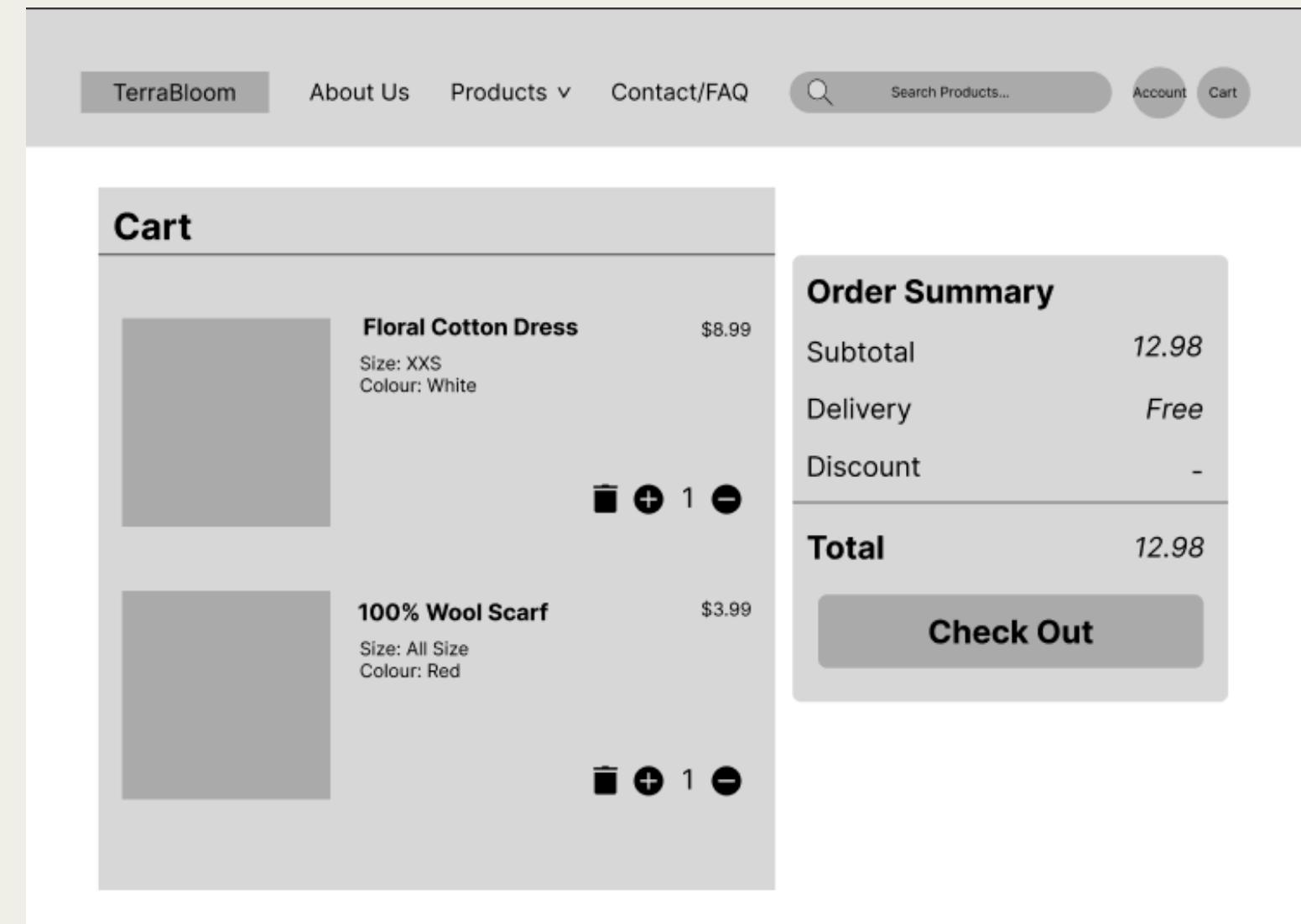


ABOUT US

# LOW-FI PAGES



SHOP PAGE



CART/CHECK OUT PAGE

# HIGH-FI PAGES

**Homepage**

**Buy Better, Bloom Brighter**  
Provide sustainable lifestyle alternatives for everyday use

**Features**

- Curated Sustainability
- Ethical Craftsmanship
- Planet-Friendly Delivery
- Verified Transparency

**Explore**

Terra Bloom®

**About Page**

**About Us**

TerraBloom Market was created with a simple mission: make sustainable living beautiful, inspiring, and within reach. We handpick products that are crafted responsibly, ethically, and with minimal environmental impact. Our marketplace gives a platform to eco-conscious creators who prioritize the planet as much as you do. With every purchase, you help support fair trade, reduce waste, and encourage a greener future. We envision a world where sustainability isn't just a choice — it's a lifestyle. TerraBloom Market is here to help you grow it.

**What We Do**

We bring together creators, artisans, and eco-conscious shoppers to build a marketplace rooted in care for the planet. Every product we feature is chosen for its environmental impact, ethical craftsmanship, and meaningful story. We help you shop with purpose while supporting the people who are making sustainability possible.

**Our impact**

- 1,200 Kg +Waste Saved
- 85+ Ethical Creators Supported
- 3,500+ Trees Planted

Terra Bloom®

**Products Page**

**Category**

- Party Wears
- Tops
- Jeans
- Pants
- Skirts
- Dresses
- Sweatshirts
- T-Shirts
- Beachwear
- Co-ords

**Price Range**

**Shipping**

**Super Deals**

**New Arrivals**

**Cart/Check out**

**Contact/FAQ**

**FAQ**

name  
email  
message

**Submit**

\*Our team will try our best to get back with you within 3 business days!

**Cart**

**Order Summary**

Subtotal	0
Delivery	Free
Discount	-
<b>Total</b>	<b>0</b>

**Check Out**

**Cart**

**Order Summary**

Floral Dress	\$8.99/pc
Size: XXS	
Colour: White	
5 Available	<input type="button" value="-"/> <input type="button" value="0"/> <input type="button" value="+"/> <input type="button" value="Remove"/>
Autumn Floral Top	\$3.99/pc
Size: M	
Colour: Mixed	
7 Available	<input type="button" value="-"/> <input type="button" value="0"/> <input type="button" value="+"/> <input type="button" value="Remove"/>

**Out of Stock**

# DEMO VIDEO

