Ecodream Design

Discovery 2

Project 1 Recap

Analysis as is

The website is not optimized to provide a pleasant user experience:
- the navigation is confusing
- the user encounters too much friction during the purchase process
- the design is not modern and does not reflect the brand's values

Target Audience

Ecodream's target audience consists of women between 22 and 45 years old who are passionate about fashion and sustainability and looking for quality products at affordable prices.

The target audience is accustomed to interacting with digital technologies and shopping online. Web browsing, influencers and social media influence purchase decisions.

Competitors

The website lacks many of the basic e-commerce features and, as a result, is at a competitive disadvantage. It lacks basic elements such as a search bar, wishlist, and newsletter.

In addition, the brand could differentiate itself by adding features not offered by competitors, including a product share button and an instalment payment method.

Survey

The survey found that the women respondents, despite their interest in sustainability, do not always opt for sustainable products because of the convenience of fast fashion brands. The target audience is definitely tech-savvy, but despite this, half of the respondents prefer to touch products directly in the boutiques.

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New goals

User Personas

Based on the data from the survey and interview, I have defined 2 user personas that will help us to:
- Better understand our customers' needs, expectations, and behaviours
- Develop a more effective user experience and create more relevant content and features for the target audience
- Identify any problems or gaps in the current user experience and find opportunities to improve products

Website

I will devise a new information architecture that is more straightforward, taking advantage of all the insights generated by the analysis.

User Journey

I will define the User Journey for each User Persona to:
- Understand how users interact with the product or service and what their thoughts and emotions are along the way
- Identify specific touchpoints in the customer journey that cause pain or joy
- Identify opportunities to increase user satisfaction and increase engagement and loyalty.

After identifying the opportunities, I will redesign the User Journey with improvements made to see how it positively changes.

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Interview &Usability Test

Goals

To gain more insight, I decided to delve into the target audience data by performing an interview (moderated session) and an usability test on 5 subjects.

→ Observe the use of the website

→ Finding the pain points of the experience

→ Paying attention to the emotions felt by the participants

→ Finding insights to make improvements to the UX

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Discussion Guide

Interview subjects:

- Female college students or youngsters who are just starting their working careers, with scarce economic resources (22-27 years old)
  - Women with established careers and higher-paying jobs (30-45 years old)

1

Introduction

Explain who I am, the project and why the interview.

2

General questions

General questions, for example: What do you do for a living?

3

Detailed questions

Guide the conversation with more detailed questions, for example: What do you think about fast-fashion brands?

4

Wrap up

Ask the participant if she has other considerations and leave my contact information.

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Sustainability opinion

Respondents do not consider the fashion industry to be one of the main causes of pollution and environmental damage and, instead, give more weight to individuals' means of transportation and waste.

They try to be environmentally friendly, but without making radical changes to their lifestyle. Mainly, they pay attention to avoiding waste. They also try to promote the circular economy by selling on apps such as Vinted.

They are not at all opposed to more extreme environmental movements, but they do not see themselves as an active and integral part of the movement. Two of the respondents are vegetarians and are more interested in animal rights movements as well.

Observations

Hobbies and interests

The respondents' main interests are going out with friends, going to the movies, shopping with friends or boyfriends, and watching TV series. The main passion in common is travelling.

They love shopping, but with limited interest in the fashion industry. They do not follow events such as the fashion week.

Purchasing preferences

When buying a backpack, they focus on a product that can be useful, functional, and not just aesthetic. Whereas for bags, it depends on the use: they favor aesthetics in a bag worn for a night out, but capacity and a simple design are more important in a bag used throughout the day.

They take inspiration mainly from Instagram and the "For You" page on TikTok, without following any particular influencers in the fashion world.

Part of the respondents' wardrobe, however, consists of fast-fashion brands, among which the main one named is Stradivarius. They find themselves buying fast-fashion for convenience and original, trendy style.

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Usability Test

In general, respondents believe the products are of high quality, and they like the design, but the user experience is negative.

40% of the respondents believe that they would still buy because of the quality of the bags and understand that, being a small brand, there is not a large tech team to manage the website. In contrast, the remaining 60%, would not complete the purchase and claim that the website does not give credibility to the brand.

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Positive feedbacks

✓ Excellent "Materials" section that gives evidence of brand sustainability

✓ The products are not considered expensive compared to the respondents' favourite brands.

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Negative feedbacks

✗ The website looks like it was created with Microsoft Word

✗ It is annoying to always have to scroll up to return to the main menu, and the pages are too long

✗ Some of the pictures are too big

✗ The Shop section is confusing. It is not clear if it shows a list of models or if there are other colours available

✗ When I add a product to the cart, the checkout page should not open automatically-

✗ Finding the button to view the contents of the cart is challenging.

✗ Add other Social Media in the footer (Facebook is not used by 40% of respondents)

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User Personas

Alice

College student
Age: 23 yo
Status: Single
City: Bologna

BIO

She studies marketing and sustainability. She enjoys traveling, would like to move abroad, and has no set plans for the future. She likes doing outdoor activities and being outside in nature. Bags and backpacks are basic accessories that she uses on a regular basis.

Goals

- Look for bags that are trendy and sustainable, yet affordable
- Look for functional backpacks that are comfortable, have lots of pockets and are water resistant

"I am very versatile: comfortable and practical clothes during the day, and nicer outfits at night"

Behaviours

She does her shopping both online and in store. She enjoys having accessories to match her outfits, but she does not own many because of limited finances. She uses social media daily. She is friendly, energetic, and she rarely says no when asked to do something.

Pain Points

- Has financial limitations and cannot always afford the accessories she wants
- Struggles to find backpacks that are aesthetic and functional at an affordable price
- She cares about the environment, but she also buys from fast-fashion brands.

Medium Tech Proficiency

YouTube Pinterest Instagram BeReal. TikTok

LANCASTER Glovo NETFLIX THE NORTH FACE
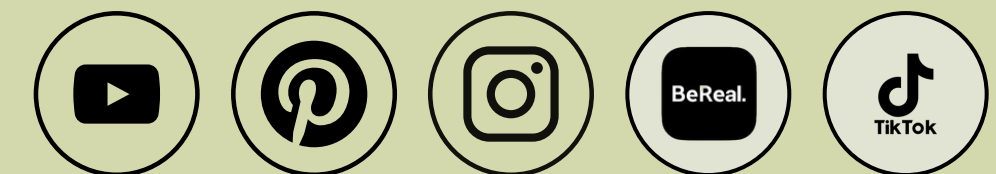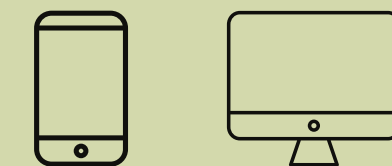
Stefania

Senior account manager
Age: 31 yo
Status: Engaged / Married
City: Milan

BIO

A woman who is determined to succeed. She leads a hectic life and tries to maintain an active lifestyle, but she does not always have time due to work. She enjoys spending her free time with her family, walking around the city, reading a book, and studying in order to constantly improve herself. She is conscious of environmental pollution and strives to make wise decisions.

Goals

- Wants a bag that is stylish and practical
- Seeks products with exclusive, unique and sophisticated designs

"I want a bag that will go with me from morning to night and make me look good in any situation."

Behaviours

She prefers to buy online to save time. Has no problem paying a higher than average price for a quality product. Always tries to make rational choices that do not harm the environment.

Pain Points

- Often can't find the time or is too tired to shop online
- She wants a website that is immediate and functional, for a quick shopping process

Medium Tech Proficiency

LOUIS VUITTON · N · amazon kindle
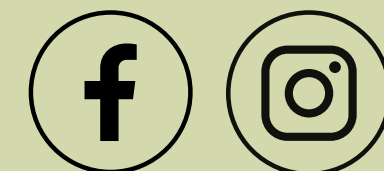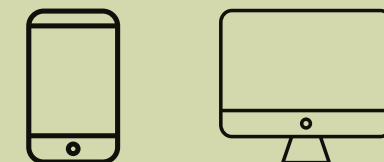
User Journey Maps

ALICE'S JOURNEY MAP

Scenario

Alice wants to buy a new sustainable bag at an affordable price. However, she does not rule out the possibility of buying from a fast-fashion brand.

Goals

- Find a sustainable bag with a trendy design
- Don't spend too much

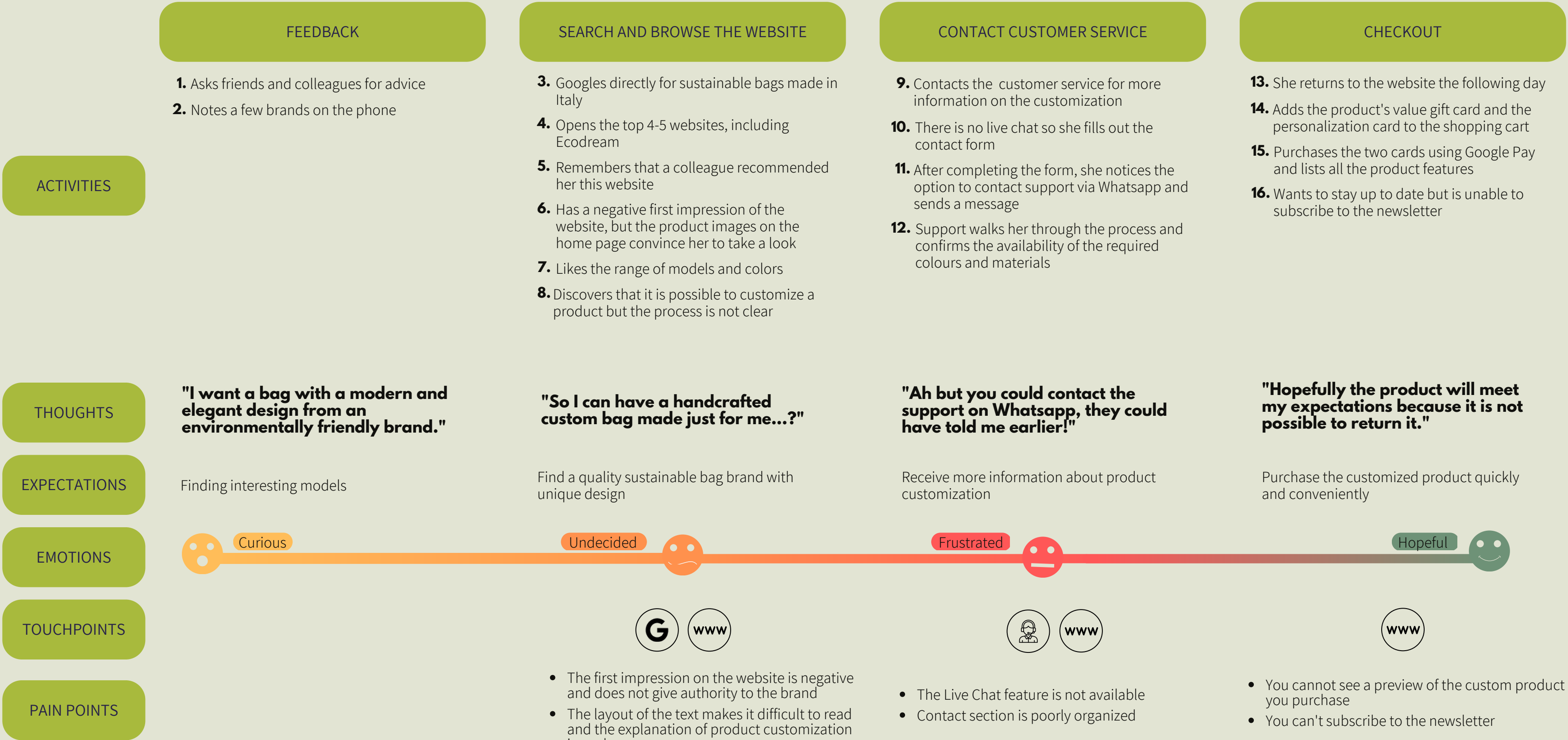|	SEARCH	SHARING & FEEDBACK	BROWSE THE WEBSITE	CHECKOUT
ACTIVITIES	1. Looks for inspiration on social media 2. Saves the products she likes with screenshots 3. Search for italian sustainable bags on Google 4. Finds Ecodream's website in the top Google results 5. Opens the website and is not thrilled with the unmodern website layout 6. However, she decides to take a look at the products and is surprised by the quality and prices. 7. Would like to save some products but there is no wish list and is forced to bookmark the web pages	8. Shares photos with friends on Whatsapp	9. Opens the website again 10. Mobile browsing is not convenient, so she waits until she gets home to use the computer 11. Browse the Shop section with difficulty	12. Adds the bag to the shopping cart 13. Completes the purchase with Google Pay without creating an account
THOUGHTS	"Sustainable bag brand with great prices...interesting!"	"My friends are thinking about purchasing as well!"	"Too bad the website is not up to the level of the products, it is not practical..."	"At least I can do the quick checkout with Google Pay."
EXPECTATIONS	Finding a sustainable bag at an affordable price	Receive positive opinions from friends	Find a variety of products to choose from and an easy user experience	Complete the purchase quickly
EMOTIONS	Curious	Enthusiast	Frustrated	Relieved
TOUCHPOINTS	TikTok, Pinterest, Instagram, Google, www		www	www
PAIN POINTS	• The first impression of the website is negative and does not give authority to the brand • User does not find Ecodream on the social media, only on Google • There is no wishlist		• Mobile navigation is not optimal • Website use is not easy	

STEFANIA'S JOURNEY MAP

Scenario
Stefania is looking for a fashionable bag for daily use. She has no price restrictions and is always concerned about environmental issues, so she will undoubtedly choose a sustainable and made-in-Italy brand.

Goals
- Finding a sustainable and stylish bag
- Don't waste too much time browsing the web

	FEEDBACK	SEARCH AND BROWSE THE WEBSITE	CONTACT CUSTOMER SERVICE	CHECKOUT
ACTIVITIES	1. Asks friends and colleagues for advice 2. Notes a few brands on the phone	3. Googles directly for sustainable bags made in Italy 4. Opens the top 4-5 websites, including Ecodream 5. Remembers that a colleague recommended her this website 6. Has a negative first impression of the website, but the product images on the home page convince her to take a look 7. Likes the range of models and colors 8. Discovers that it is possible to customize a product but the process is not clear	9. Contacts the customer service for more information on the customization 10. There is no live chat so she fills out the contact form 11. After completing the form, she notices the option to contact support via Whatsapp and sends a message 12. Support walks her through the process and confirms the availability of the required colours and materials	13. She returns to the website the following day 14. Adds the product's value gift card and the personalization card to the shopping cart 15. Purchases the two cards using Google Pay and lists all the product features 16. Wants to stay up to date but is unable to subscribe to the newsletter
THOUGHTS	"I want a bag with a modern and elegant design from an environmentally friendly brand."	"So I can have a handcrafted custom bag made just for me...?"	"Ah but you could contact the support on Whatsapp, they could have told me earlier!"	"Hopefully the product will meet my expectations because it is not possible to return it."
EXPECTATIONS	Finding interesting models	Find a quality sustainable bag brand with unique design	Receive more information about product customization	Purchase the customized product quickly and conveniently
EMOTIONS	Curious	Undecided	Frustrated	Hopeful
TOUCHPOINTS		G www	👤 www	www
PAIN POINTS		• The first impression on the website is negative and does not give authority to the brand • The layout of the text makes it difficult to read and the explanation of product customization is unclear	• The Live Chat feature is not available • Contact section is poorly organized	• You cannot see a preview of the custom product you purchase • You can't subscribe to the newsletter

Opportunities that have arisen

1. Negative first impression of the website
   → **IMPROVE WEBSITE AESTHETICS**

2. User does not find Ecodream in social media searches
   → **INCREASE BRAND RELEVANCE ON SOCIAL MEDIA WITH PAID ADS, QUALITY ORGANIC CONTENT, AND COLLABORATIONS WITH INFLUENCERS**

3. Navigation from mobile is complicated
   → **IMPROVING THE USER EXPERIENCE ON MOBILE DEVICES**

4. The explanation of the "product customization" is unclear
   → **ENHANCE THE DESCRIPTION AND LAYOUT FOR EASIER READING.**

5. There is no Live Chat
   → **ADD THE LIVE CHAT**

6. The website is not easy to understand
   → **REORGANIZE THE INFORMATION ARCHITECTURE**

7. The contact page is poorly organized
   → **REORGANIZE THE CONTACT PAGE**

8. There is no wishlist
   → **ADD WISHLIST**

9. There is no newsletter
   → **ADD NEWSLETTER**

10. The process for purchasing a customized product is slightly complicated
    →
    - **INCLUDE THE OPTION TO CUSTOMIZE THE PRODUCT IN THE MAIN MENU**
    - **ADD AN INTERACTIVE PRODUCT CUSTOMIZATION FEATURE THAT SHOWS A PREVIEW**
    - **PROVIDE THE OPTION TO BUY THE PERSONALIZED ITEM IMMEDIATELY, WITHOUT FIRST PURCHASING A GIFT CARD OR A PERSONALISED CARD**

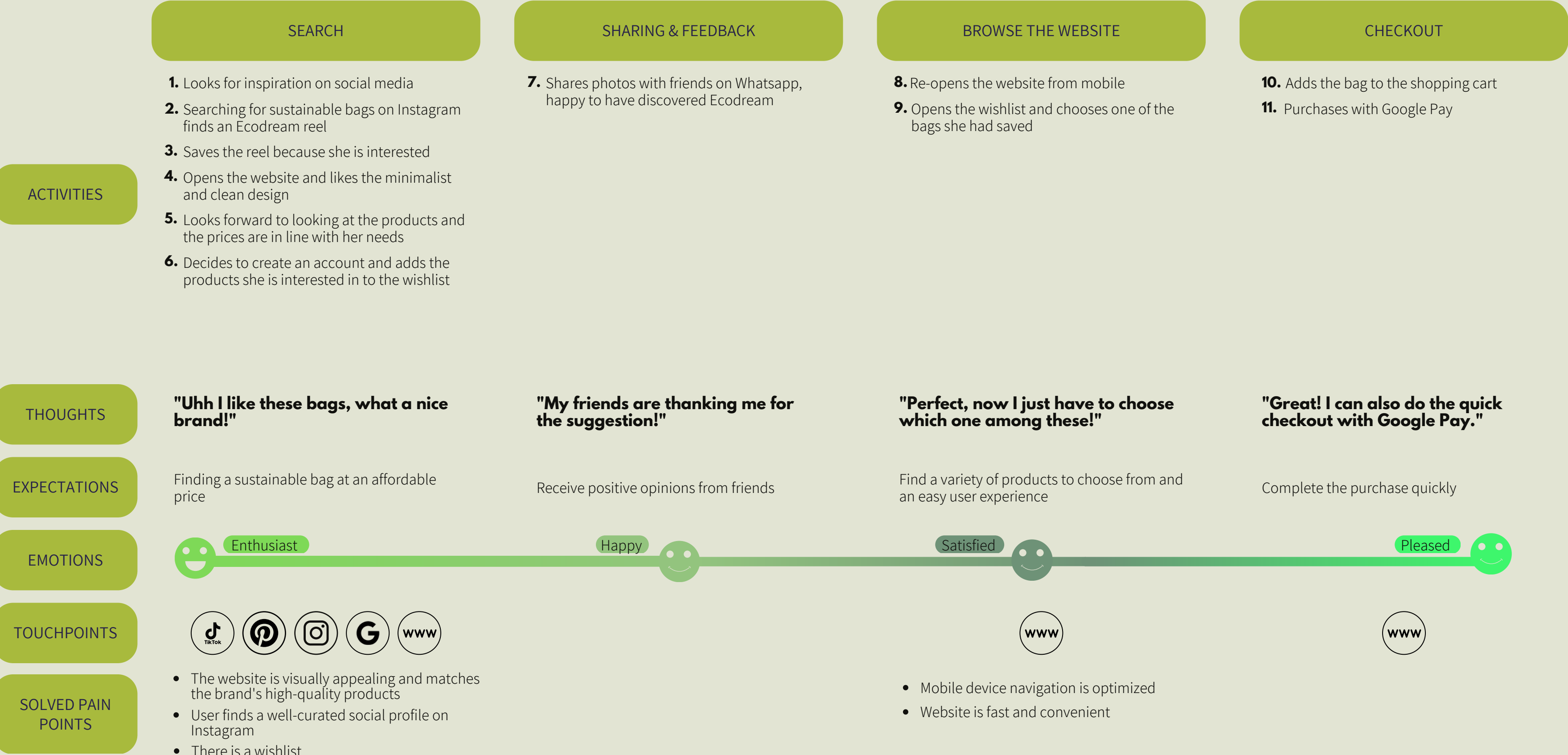ecodream

New

ALICE'S JOURNEY MAP

Scenario

Alice wants to buy a new sustainable bag at an affordable price. However, she does not rule out the possibility of buying from a fast-fashion brand.
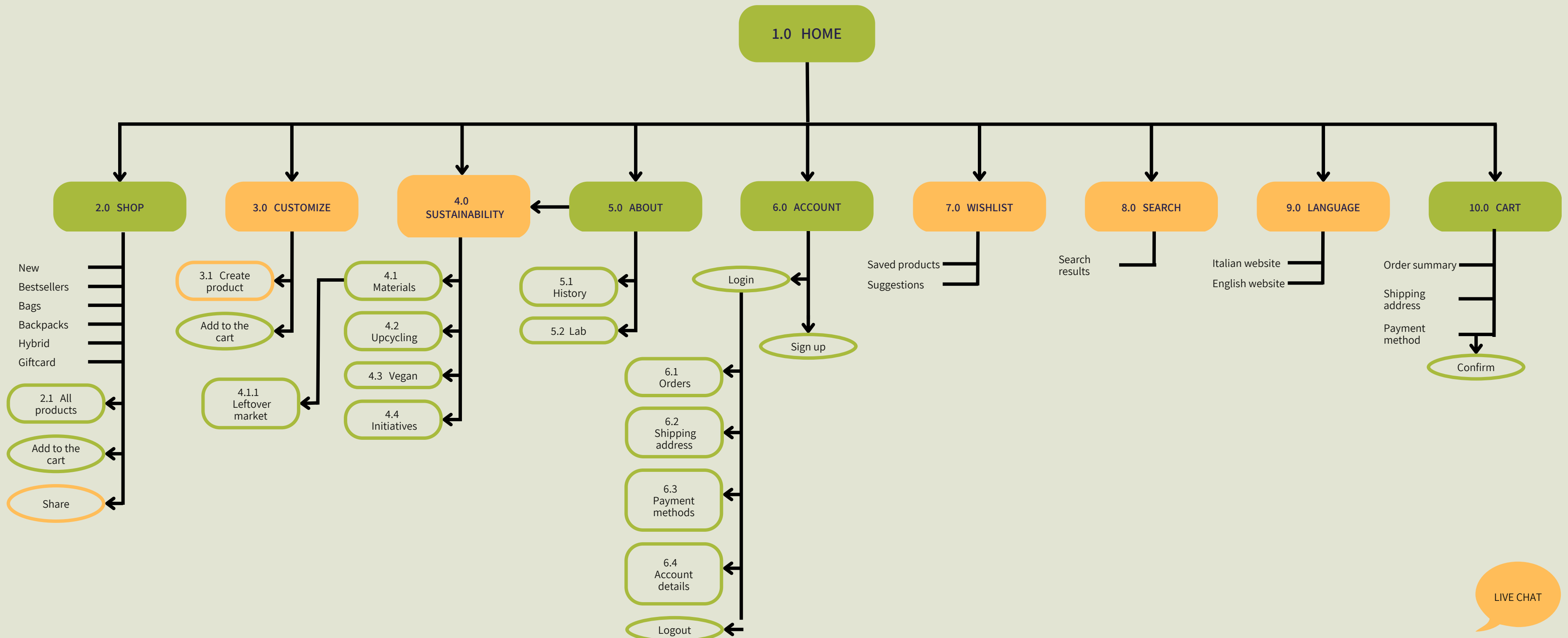
Goals

- Find a sustainable bag with a trendy design
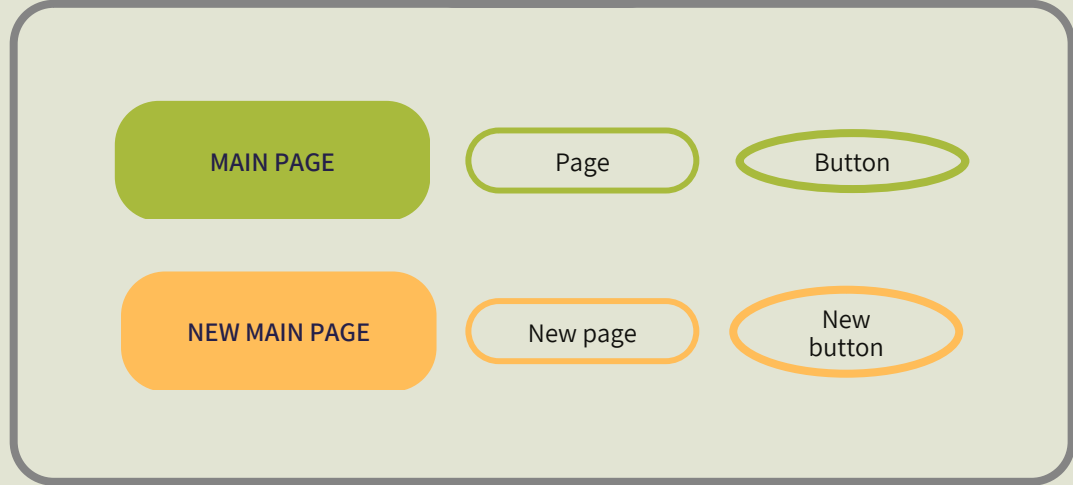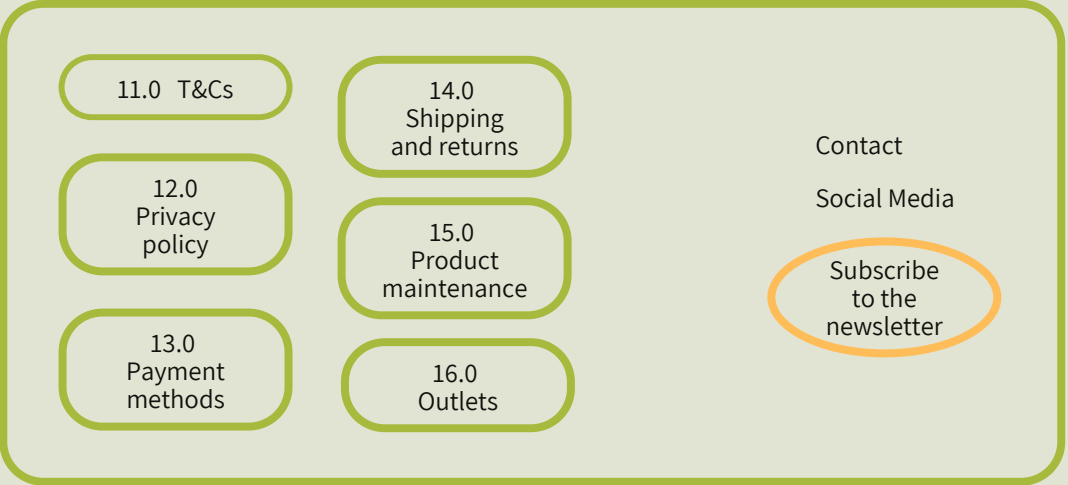- Don't spend too much

SEARCH	SHARING & FEEDBACK	BROWSE THE WEBSITE	CHECKOUT

ACTIVITIES

SEARCH
1. Looks for inspiration on social media
2. Searching for sustainable bags on Instagram finds an Ecodream reel
3. Saves the reel because she is interested
4. Opens the website and likes the minimalist and clean design
5. Looks forward to looking at the products and the prices are in line with her needs
6. Decides to create an account and adds the products she is interested in to the wishlist

SHARING & FEEDBACK
7. Shares photos with friends on Whatsapp, happy to have discovered Ecodream

BROWSE THE WEBSITE
8. Re-opens the website from mobile
9. Opens the wishlist and chooses one of the bags she had saved

CHECKOUT
10. Adds the bag to the shopping cart
11. Purchases with Google Pay

THOUGHTS

"Uhh I like these bags, what a nice brand!"

"My friends are thanking me for the suggestion!"

"Perfect, now I just have to choose which one among these!"

"Great! I can also do the quick checkout with Google Pay."

EXPECTATIONS

Finding a sustainable bag at an affordable price

Receive positive opinions from friends

Find a variety of products to choose from and an easy user experience

Complete the purchase quickly

EMOTIONS

Enthusiast

Happy

Satisfied

Pleased

TOUCHPOINTS

SOLVED PAIN POINTS

- The website is visually appealing and matches the brand's high-quality products
- User finds a well-curated social profile on Instagram
- There is a wishlist

- Mobile device navigation is optimized
- Website is fast and convenient

New

STEFANIA'S JOURNEY MAP

Scenario

Stefania is looking for a fashionable bag for daily use. She has no price restrictions and is always concerned about environmental issues, so she will undoubtedly choose a sustainable and made-in-Italy brand.

Goals

- Finding a sustainable and stylish bag
- Don't waste too much time browsing the web

	FEEDBACK	SEARCH AND BROWSE THE WEBSITE	CUSTOMIZE THE PRODUCT	PURCHASE
ACTIVITIES	**1.** Asks friends and colleagues for advice **2.** Notes a few brands on the phone	**3.** Googles directly for sustainable bags made in Italy **4.** Opens the top 4-5 websites, including Ecodream **5.** Remembers that a colleague recommended her this website **6.** Has a positive first impression of the website and opens the Shop page **7.** Likes the range of models and colors **8.** Finds out that you can also customize products	**9.** Starts customizing the product with the interactive feature on the website **10.** Makes several attempts until she creates the perfect bag for her	**11.** Adds the custom bag to the shopping cart **12.** She is pleased with her experience and subscribes to the newsletter to stay up to date
THOUGHTS	"I want a bag with a modern and elegant design from an environmentally friendly brand."	"I can have a customized handcrafted bag just for me!!!"	"This is so cool! I have too much fun customizing it."	"I can't wait to receive it!"
EXPECTATIONS	Finding interesting models	Find a quality sustainable bag brand with unique design	Have many customization options	Purchase the customized product quickly and conveniently
EMOTIONS	Curious	Enthusiast	Entertained	Happy
TOUCHPOINTS		G www	👤 www	www
SOLVED PAIN POINTS		• The first impression on the website is positive and gives authority to the brand • It is clear how product customization works and there is no need to contact customer support	• You can customize the product interactively and preview the bag created	• You can subscribe to the newsletter to stay up-to-date

New Information Architecture

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1.0 HOME

2.0 SHOP

New
Bestsellers
Bags
Backpacks
Hybrid
Giftcard

2.1 All products

Add to the cart

Share

3.0 CUSTOMIZE

3.1 Create product

Add to the cart

4.1.1 Leftover market

4.0 SUSTAINABILITY

4.1 Materials

4.2 Upcycling

4.3 Vegan

4.4 Initiatives

5.0 ABOUT

5.1 History

5.2 Lab

6.0 ACCOUNT

Login

Sign up

6.1 Orders

6.2 Shipping address

6.3 Payment methods

6.4 Account details

Logout

7.0 WISHLIST

Saved products
Suggestions

8.0 SEARCH

Search results

9.0 LANGUAGE

Italian website
English website

10.0 CART

Order summary

Shipping address

Payment method

Confirm

LIVE CHAT

LEGEND

MAIN PAGE
Page
Button

NEW MAIN PAGE
New page
New button

FOOTER

11.0 T&Cs

12.0 Privacy policy

13.0 Payment methods

14.0 Shipping and returns

15.0 Product maintenance

16.0 Outlets

Contact
Social Media

Subscribe to the newsletter

Added/edited web pages

1.0 HOME

The new Home consists of:
- News
- Bestsellers
- Product Categories
- Quotes from articles that change in real time (e.g., "They also put attention to detail by using environmentally friendly glues")
- Covered by (news outlets, etc.)
- Reviews
- Newsletter Subscription

2.0 SHOP

It has a drop-down menu with categories, a button for sharing products on main channels, and the ability to filter and sort products based on specific criteria.

3.0 CUSTOMIZE

An interactive function has been added that allows you to customize products by selecting from available materials and colours, and previewing them.

4.0 SUSTAINABILITY

Page added to the main menu to give brand promises relevance and authority. It is also accessible from the About page.

5.0 ABOUT

Page that tells the story and mission of the brand.

6.0 ACCOUNT

Optimized version, removing the Dashboard and Download sections.

7.0 WISHLIST

Added a Wishlist where the user can save products and get suggestions based on previous purchases and saved products. To view the Wishlist, you must first log in to your account.

8.0 SEARCH

Added search feature.

9.0 LANGUAGE

English version of the website.

10.0 CART

Among the payment methods, you can pay in instalments with Klarna and quickly with Google Pay.

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Slide Mentoring