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User Research Project
SMAD 404
8 November 2020

goals

1. educate on the importance of toxic-free living

2. provide tangible steps to embracing toxic-free living

3. curate an online community of both support & resources

design question

how might we improve the experience of females between the ages of 18 to 45 trying to remove toxic products from their lives?

research questions

1. what is the most beneficial way to understand research on a website?

2. what information do you primarily visit websites for?

3. how much time do you spend on the web a day?

4. what sources do you trust to learn educational content? (click all that apply)

5. how do you engage with like-minded individuals (those who enjoy the same trends and products as you)?

hypothesis

already known about the target audience

the concept of living toxic free has risen in popularity over the past few years, specifically within the age range of 22 to 45. this age range tends to be active on social media and engages with trends and influencers. the target audience also tends to be the people purchasing household and beauty products and are often the caretaker of the home.

assumptions and expectations about the target audience

1. the first and main assumption of the user audience is that they will actually be interested and engaged with the content. if no one is interested in going toxic-free, then the research and resources will be of no use to them.

2. the next assumption is that a website will be a beneficial way to group this information all together. with the popularity of easily accessible informational apps as well as social media, websites have decreased in necessity.

3. another assumption is that users want to join a community of influencers and friends. in order to curate a community on the web, the users must engage and depend on the information provided.

4. lastly, there is the assumption that the users will successfully be able to move towards removing toxic products from their lives by utilizing the research and provided tangible steps.

user research

strategy

in order to collect user research, an anonymous survey was sent to females between the ages of 18 and 55. the purpose of this survey was to gauge user's priorities and interests when using a website and engaging with research. the survey consisted of the five research questions at the basis of the user research project as well as a few extra questions.

the questions were as follows

- what is the most beneficial way to understand research on a website?
- what information do you primarily visit websites for?
- how much time do you spend on the web a day?
- what category of influencers do you engage with the most? (beauty, home, lifestyle, activity, etc.)
- what trends are you following at the moment?
- what sources do you trust to learn educational content?
- how do you engage with like-minded individuals (those who enjoy the same trends and products as you)?
- what is your favorite way to learn about trends or new products?

user research cont...

summary

upon analyzing research provided by the survey, a few key necessities were noted. first, it was made obvious that the target audience utilizes a variety of social platforms in order to explore information and follow trends. because it was found that information was utilized via online platforms, when creating the site, information must be aesetically organized and also provided with intentional purpose.

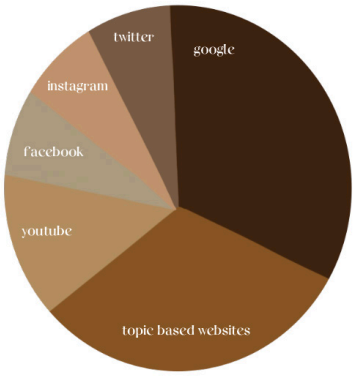
primarily visit websites for information

most beneficial way to understand research visuals

time spent online each day 5 hours (average)

through provided feedback on prefered use of online platforms, it became clear that the site will need to host social media applications content as well. if people tend to gravitate towards youtube, then videos as well as written research and resources will need to be included.

What sources do you trust to learn educational content?

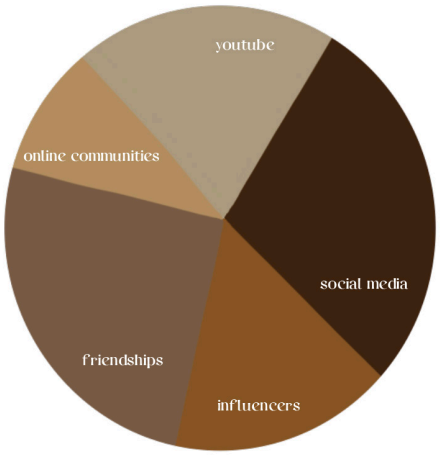


category of influencers

beauty
comedy
lifestyle
fitness
home
parenting

while research highlighted specifics in regard to how one prefers information, it also helped to speak to the community aspect of the potential website. while research and resources are helpful and necessary for many target users of this site, there are also those who are looking for a like-minded community.

how do you engage with like-minded individuals /those who enjoy the same trends and products as you?



design requirements

1. the website should have a **research aspect** because people will want to understand the importance of toxic-free living.

2. the website should host **implementable advice** because people will want to put their learned knowledge to use.

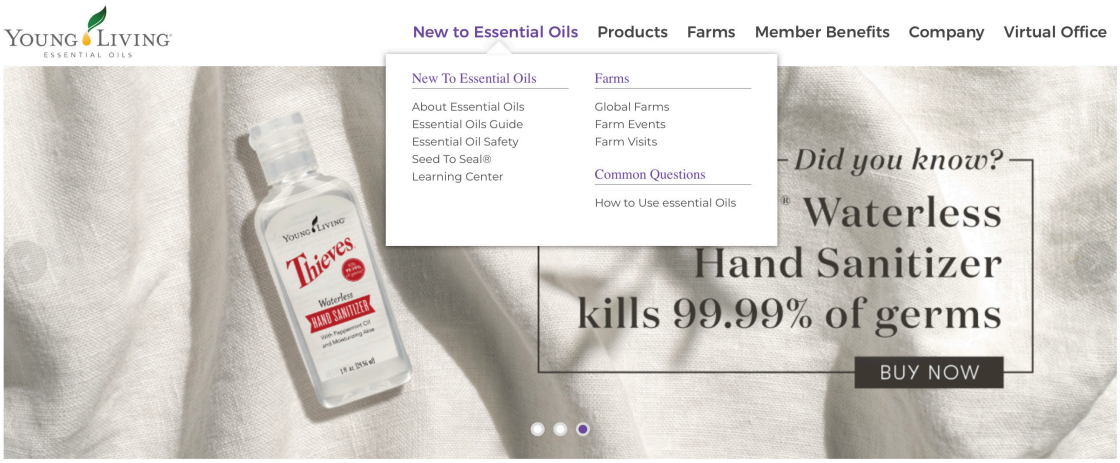
3. the website should have an **account page** because people will want to have a catered dashboard with saved information and personal information.

4. the website should be **easy to use** and quickly navigational because it will host a lot of information that will need to be organized well.

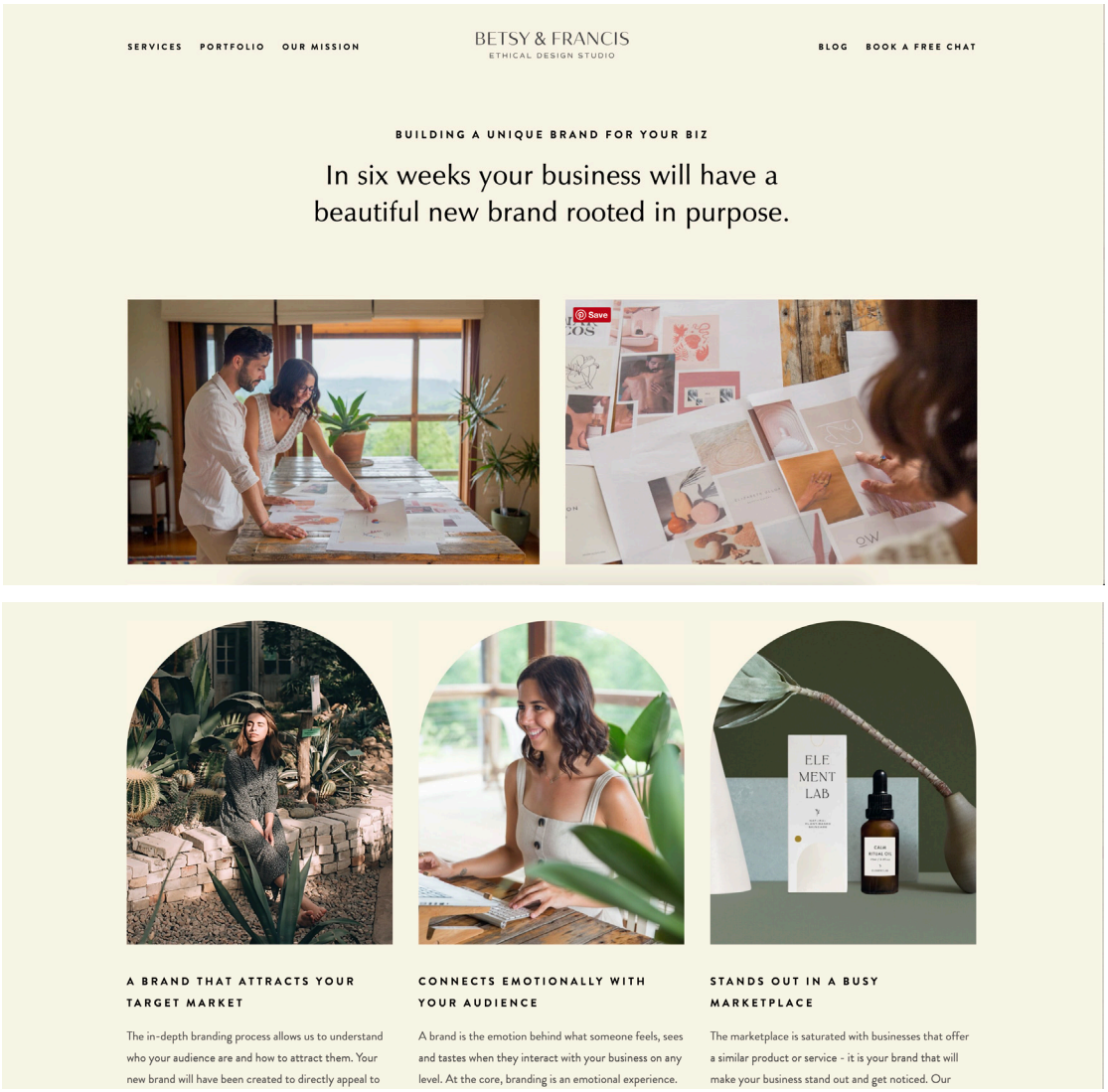
5. the website should be **trendy** and aesthetically pleasing because it is targeted towards a crowd that follows trends.

design inspiration

informational

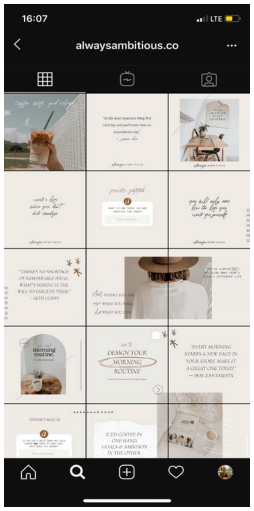


aesthetic



design specifics

color scheme



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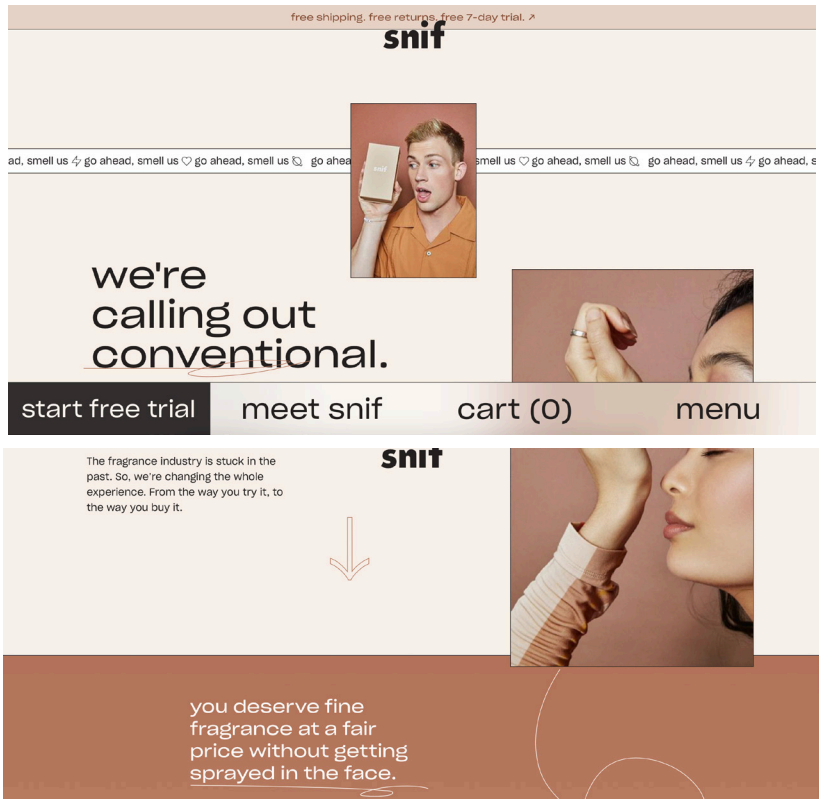
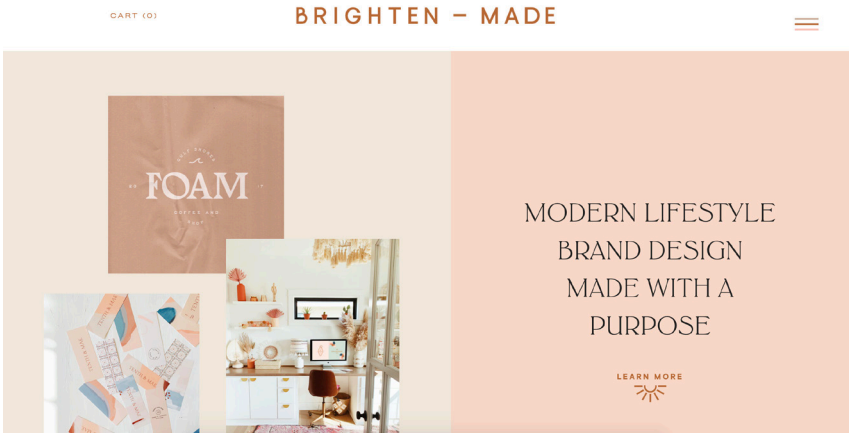
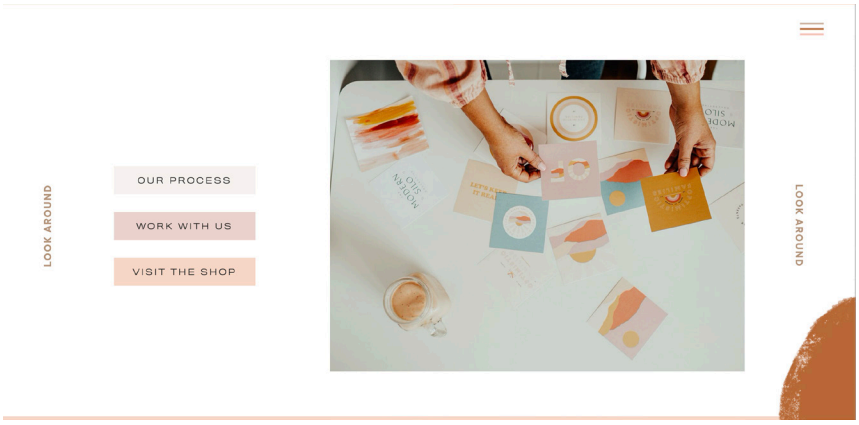


layout





color scheme & typography

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sub titles : casual regular

paragraph text : audrey regular

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"the more i research, the more frustrated i become with the amount of chemicals in every product i bring into our home. especially with a new baby, i want everything we use to be clean and healthy."

meet mason

28. new mom.

mason is a stay-at-home mom to a newborn living in raleigh, north carolina. she has dived head-first into motherhood, spending months researching best products for baby and home. before motherhood, mason worked as an interior designer and is fascinated by minimalistic design and low-waste living. inspired by both her occupation and research, mason is hoping to make the switch to toxic-free living but is at loss for where to start.

mason is most frustrated by the lack of concise resources and tips for switching to clean living. her main goal is to buy clean baby and home products, eventually switching to better personal care products as well. overwhelmed by opinions and research, mason is excited for the concrete steps this site will provide her in switching to toxic-free living.

representing 40% of target audience

"i just moved into my first apartment after college and it's important that i fill my new home with intentional products. i don't have money for much, so each thing i buy must be bought with purpose."

meet finn

21. recent grad.

finn just recently moved to new york city after graduating from college back in virginia. starting her new life means a new apartment, new job and a new lifestyle. she is passionate about sustainability and minimalistic living and interweaves this into her everyday life. due to lack of funds and her love for the environment, finn wants to purchase products that are toxic-free to benefit herself and the world she lives in.

while finn has a grip on making the switch to toxic-free living, she hopes to find friends in her area who are also passionate about intentional living. she is overwhelmed by resources and recommendations and hopes to find a community to discuss information with and that encourages each other in the sustainable lifestyle.

representing 32% of target audience

"i just want to feel healthy again, and if cutting chemicals out makes me feel like, i can function again, then i'm all ears. just let me see some research first."

meet gwinny

43. mid-life crisis.

gwinny has two kids in college, with two finishing up grade-school. she has seen a lot of fellow moms posting on facebook about toxic-free living, especially about the benefits of cutting chemicals out of the home as one ages. having lived in virginia her whole life, gwinny has been feeling stuck and down in life, and has made a vow to start focusing more on herself and her health. she is open to making the switch but would like more information about the positive impacts it has on one's health.

gwinny is interested in the concept of toxic-free living but is still a little skeptical. she hopes to utilize this site to have a concrete base where she can analyze various research. if she's going to take the time and spend the money to do something for herself, she wants to know every inch of information.

representing 28% of target audience