



# Encouraging Sustainable Online Shopping Habits with Verdant

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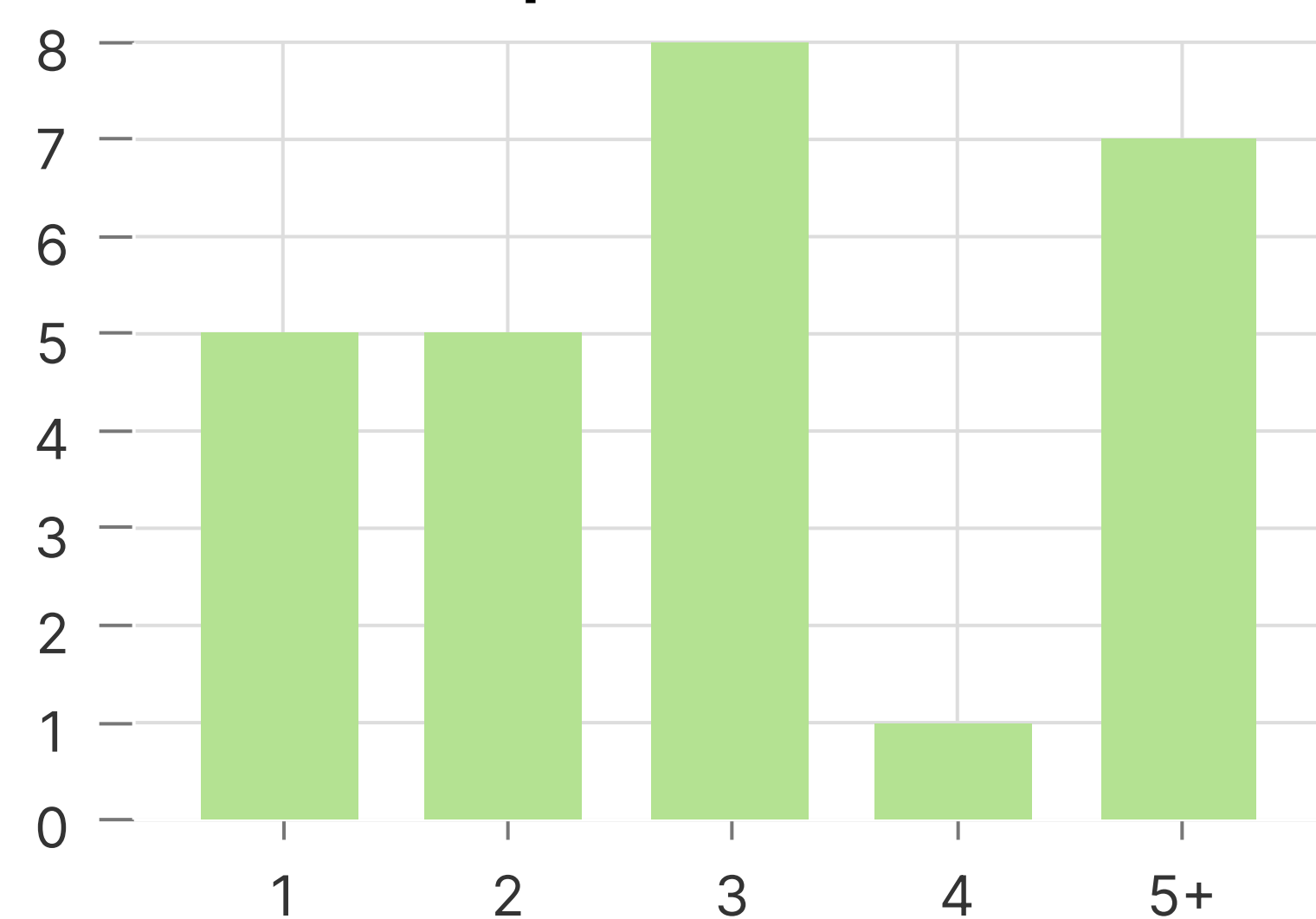
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## User research

We conducted **12 semi-structured user interviews** and sent out a user survey that got **26 responses**.

How many times do you shop online per month?



All of our respondents shop online at least once per month. Getting consumers to think about sustainability while shopping online can potentially have a big impact.

Factor	Average ranking
Price	1.4
Quality	1.8
Availability	2.3
Delivery speed	2.3
Brand	2.8
Sustainability	3.2

Average rankings range from 1 to 5, with lower average rankings representing greater importance to consumers.

**22 respondents** reported having intentional behaviors to be more sustainable, including conserving energy/water, recycling, and using public transportation.

Of the **8 respondents who do consider sustainability** when shopping, 4 respondents get their information from multiple sources.

## User personas

- The Indifferent Shopper** – A person who doesn't consider how sustainable their purchases are, even though they try to be more sustainable in other ways.
- The Climate Conscious Shopper** – A frequent online shopper who is interested in shopping sustainably.
- The Overconsumption Avoider** – A person who rarely buys new products because they try to avoid overconsumption.

## System overview



**Entry point.** This button persistently appears in the top right corner of the user's screen so that they don't have to deal with the smaller target that Google Chrome has.

Enter a brand name

Search

**Search.** If the website doesn't have a rating, this is what shows up by default. If the user clicks on the back button from a sustainability rating page, they are brought back to this page.

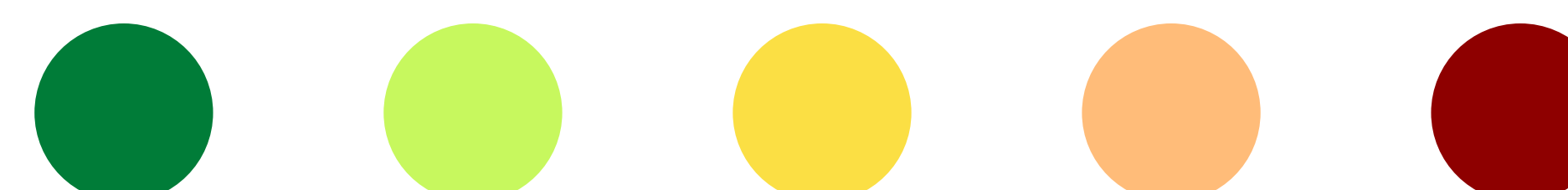
←

Adidas

43

Source: [Good on You](#)

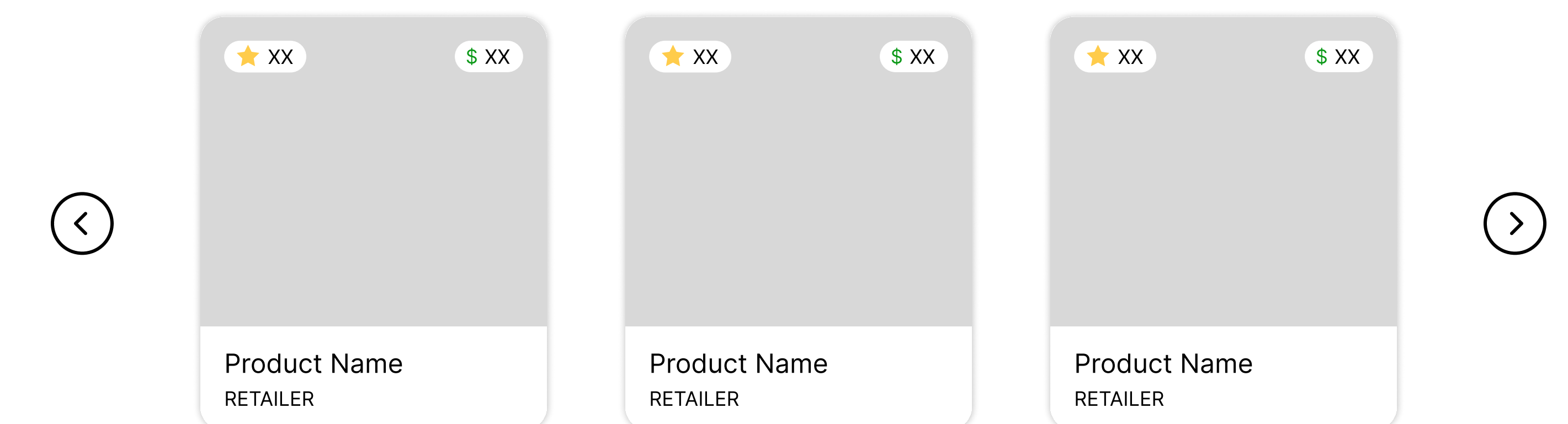
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People	44
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Animals	22
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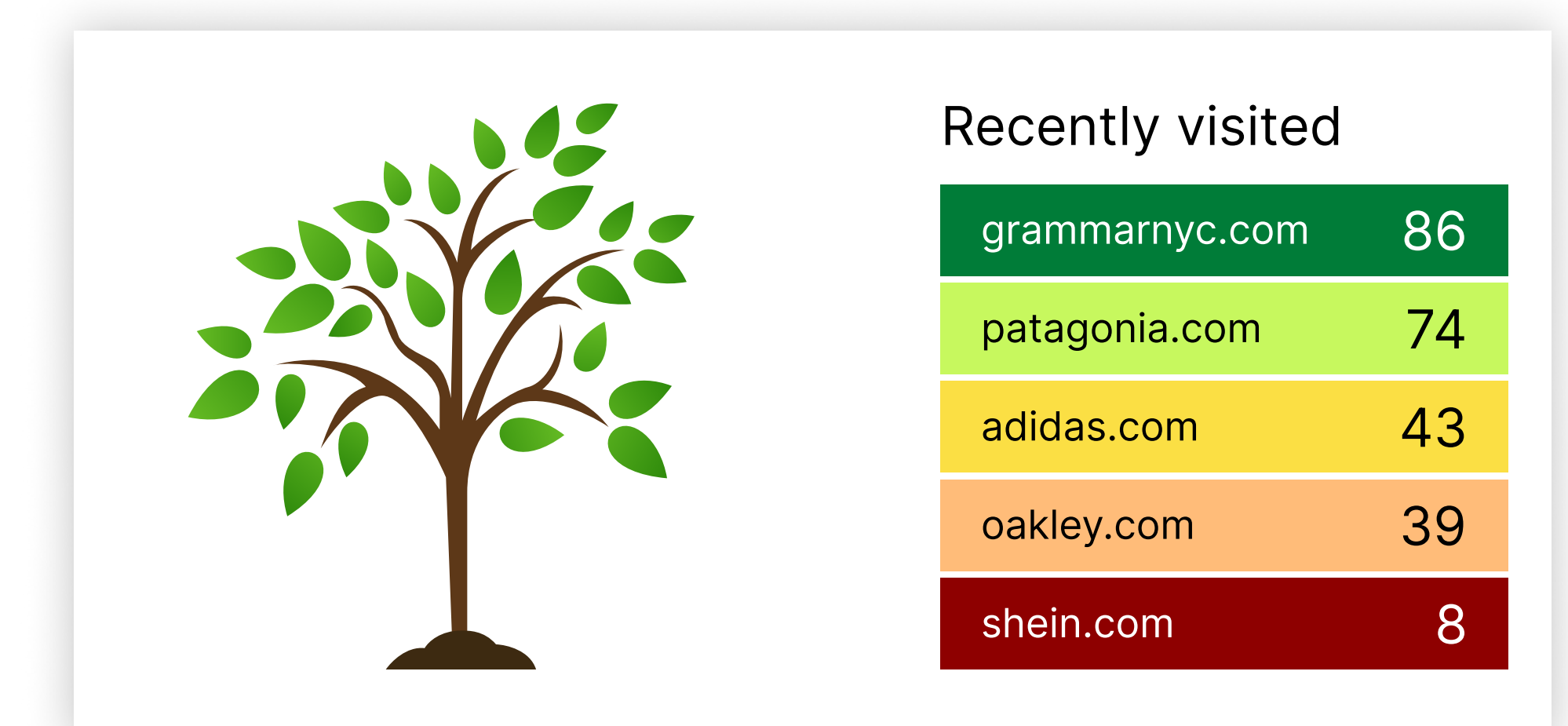
**Sustainability Rating.** The numeric scores were taken from **Good on You**, the world's leading source for fashion and beauty brand ratings. Clicking "Read more" presents a justification as to why a particular subscore was given.

## Evaluation & Future directions

- Users appreciate the simplicity of the design and the reliability of the information presented.
- This system has potential to be used as a comparison tool between brands.



**Sustainable Recommendations.** Suggest similar items from retailers have better sustainability ratings.



**Positive Reinforcement.** Track visited websites to create a simple summary of how sustainable a user's shopping habits are. Pair with a graphic of a tree that grows as you shop more sustainably.

## Summary

A lot of people incorporate **sustainable habits** into their daily lives, but these same people don't take sustainability into consideration when they are shopping online. This may be because they don't have **easy access to information** about the environmental impact of the products they buy.

**Verdant addresses this problem by aggregating reliable sustainability ratings into a Google Chrome extension.**