Eco-Friendly Shopping Interface

A User Interface Design Project

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Toolset: Figma | Adobe XD | Miro | Maze

1. Project Overview

As sustainability becomes a global priority, consumers are increasingly aware of their environmental impact. However, most e-commerce platforms fail to provide insights into product sustainability — such as carbon footprints, ethical sourcing, or recyclability.

The **Eco-Friendly Shopping Interface** project aims to design an intuitive, visually appealing, and transparent marketplace that empowers users to make informed, sustainable purchasing decisions.

2. Problem Statement

While online shopping is convenient, it often hides crucial information about environmental impact. Shoppers face challenges such as:

- Lack of **clear sustainability metrics** on products.
- **No filtering or sorting** for eco-friendly or locally sourced items.
- Limited **trust and transparency** in sustainability claims.
- Poor **visual cues** to identify responsible products.

This project addresses these gaps by creating an **eco-conscious e-commerce interface** that promotes transparency, responsibility, and user empowerment.

3. Project Objectives

- Highlight sustainability metrics such as **carbon footprint, ethical sourcing, and recyclability**.
- Build **trust** through transparent **eco-labels** and **verified sustainability reviews**.
- Use **clean visuals** and **green color palettes** to reflect eco-friendly branding.
- Enhance **filtering and recommendation systems** for local, reusable, or certified sustainable products.
- Deliver a **responsive, accessible prototype** optimized for both desktop and mobile.

4. Target Audience

• □ Environmentally conscious consumers.

□ Millennials and Gen Z users seeking sustainable alternatives.

□ Local artisans and sustainable brands.

□ NGOs or organizations promoting green consumerism.

5. Tools & Technologies

Purpose	Tool
Wireframing & UI Design	**Figma**, **Adobe XD**
User Journey Mapping	**Miro**
Usability Testing	**Maze**
Documentation & Collaboration	**Notion**, **Google Docs**

6. Research & Analysis

User Research

Conducted surveys and interviews to understand user preferences and pain points.

Key Findings:

- 76% of users want visibility into product sustainability.
- 62% distrust vague "eco-friendly" labels.
- 85% prefer filtering options like *Local*, *Reusable*, or *Ethically Sourced*.

Platform	Strengths	Weaknesses
Amazon	Wide variety, reviews	No eco-ratings, unclear sourcing
Etsy	Handmade, local products	Lacks carbon footprint info
EarthHero	Eco-focused marketplace	Smaller product catalog

Insight:
There's a need for a mainstream, transparent interface combining **Amazon's scale** and **EarthHero's sustainability clarity**.

7. Design Process (UX Flow)

Step 1: Empathize

Understand user needs and frustrations through surveys and persona creation.

Step 2: Define

Craft user stories:

- *"As an eco-conscious shopper, I want to see sustainability ratings, so I can buy responsibly."*
- *"As a user, I want to compare products based on environmental impact."*

Step 3: Ideate

Brainstorm features:

- Sustainability score on product cards.
- Eco-filter system (Carbon Score, Local Source, Reusable).
- Eco-badge verification for trusted products.
- Impact dashboard for users to track their carbon savings.

Step 4: Prototype

Create **low-fidelity wireframes** in Figma, then refine into **high-fidelity mockups** with a green-tone aesthetic.

Step 5: Test

Use **Maze** to conduct usability tests.
Metrics:

- Task completion rate (finding sustainable products).
- User satisfaction (via post-test survey).
- Average navigation time.

8. Key Features in the UI

Feature	Description
Sustainability Score	Displays carbon footprint, recyclability, and sourcing transparency.
Eco Filter System	Filter by *Local*, *Reusable*, *Carbon Neutral*, *Ethically Sourced*.
Verified Eco Labels	Trustworthy third-party certifications like Fair Trade, FSC, or GOTS.
Impact Dashboard	Tracks user's eco-savings over time.
Eco Reviews	Reviews highlight sustainability factors, not just product quality.
Visual Design	Clean UI with green hues, plant-based imagery, and natural textures.

9. Visual Design Guidelines

Color Palette:

- Primary Green #2E7D32
- Light Green #A5D6A7
- Earth Brown #6D4C41
- White #FFFFFF

- Neutral Gray #E0E0E0

Typography:

- Headings: *Montserrat Bold*
- Body: *Roboto Regular*
- Icons: *Feather Icons / Material Icons*

Design Language:

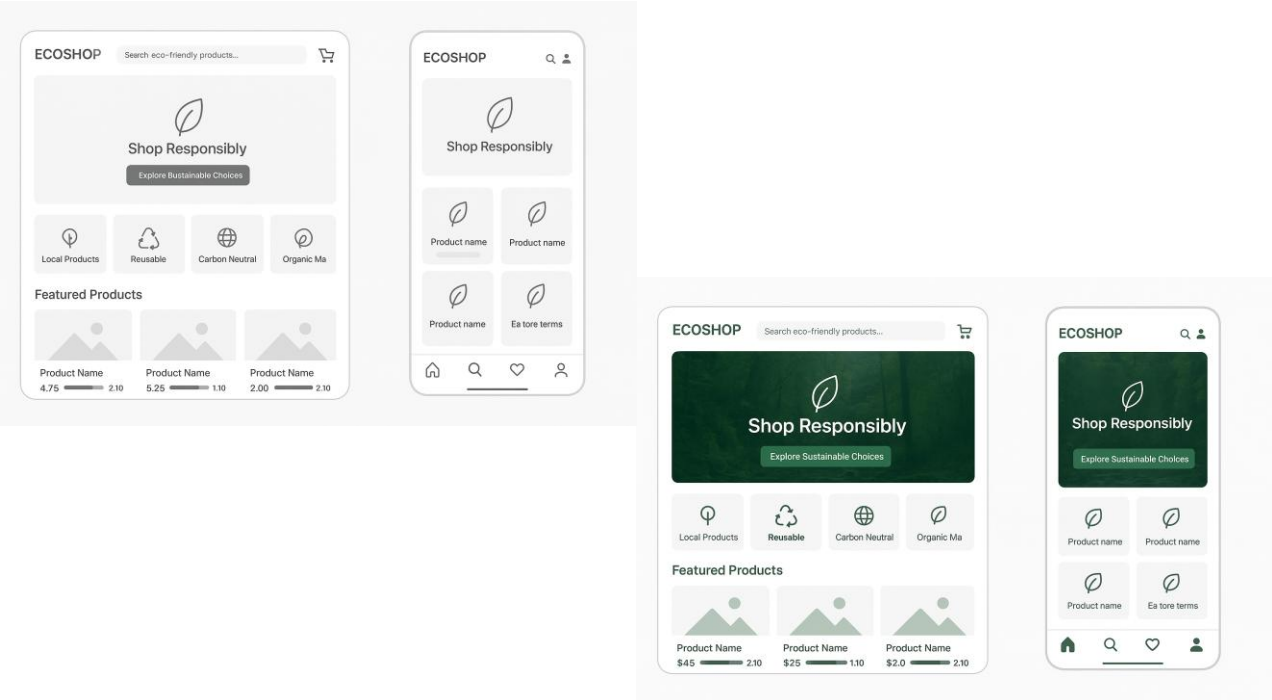
- Rounded corners for cards & buttons.
- Subtle shadows to imply depth.
- Organic shapes to represent nature.
- Accessibility-compliant contrasts.

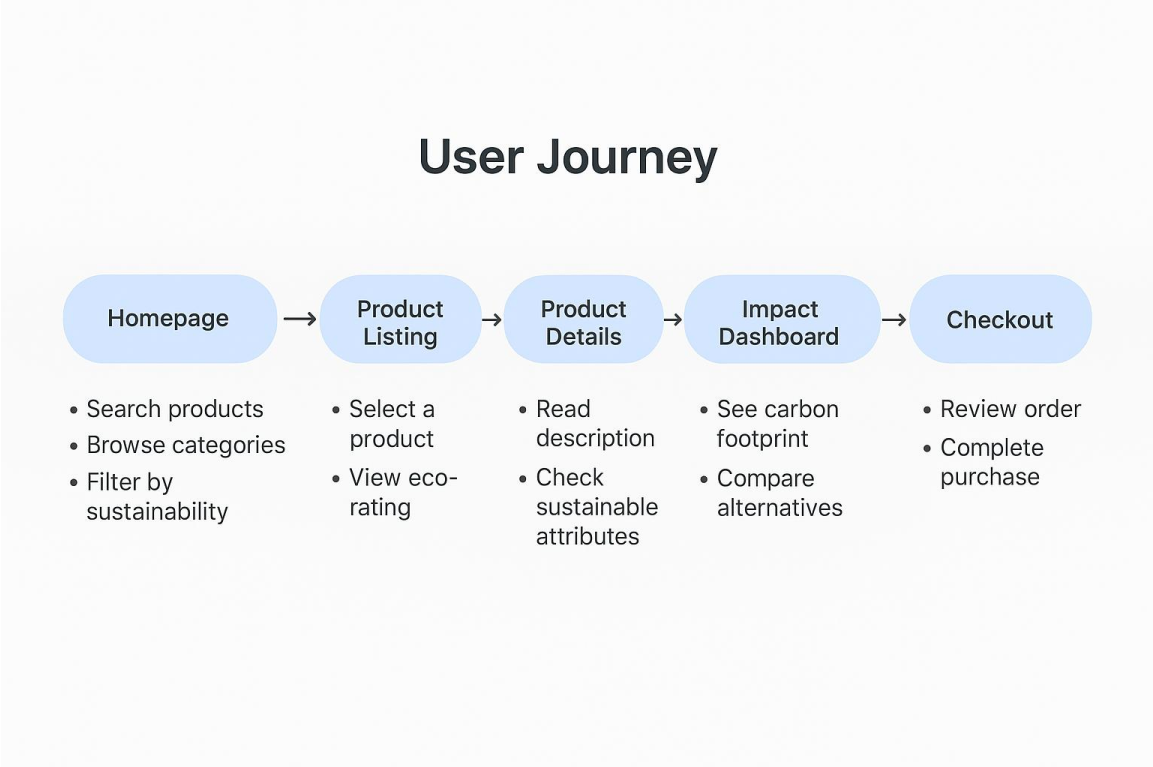
10. Prototype Overview

Pages in the Prototype:

1. **Home Page** – Showcases featured eco-friendly products.
2. **Product Listing Page** – Includes eco-filter system and sustainability scores.
3. **Product Details Page** – Shows eco-metrics, material origin, and verified labels.
4. **Impact Dashboard** – Personalized carbon savings tracker.
5. **Checkout Page** – Suggests eco-delivery options (carbon-neutral shipping).

Responsive Design:
Optimized for desktop, tablet, and mobile layouts.





11. Expected Outcomes

 A **fully interactive prototype** that emphasizes sustainability through clear metrics and visuals.

 Increased **awareness and engagement** with eco-friendly shopping.

 Encouragement of **responsible consumer behavior** through data transparency.

 A foundation for future **integration with real e-commerce platforms** or sustainability APIs.

12. Future Enhancements

 Integration with **blockchain** for verifiable product sourcing.

 Personalized recommendations based on user's **eco-preferences**.

 Gamified challenges to encourage green purchasing habits.

 Collaboration with NGOs for **impact-based donations**.

13. Deliverables

Deliverable	Description
UX Documentation	Problem statement, personas, user journeys, and wireframes.
Figma Prototype	Interactive UI screens (desktop + mobile).
Usability Report	Maze testing results with user feedback.
Final Presentation	Slides summarizing the process and prototype demo.

14. References

14. References

- Nielsen Norman Group: *Sustainable UX Design*
- Google Material Design: *Color and Accessibility Guidelines*
- EarthHero Marketplace
- UN Sustainable Development Goals (Goal 12 – Responsible Consumption)