

UI/UX Designer | Full Stack Developer

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Brief

With growing concerns about **environmental impact**, consumers seek **eco-friendly shopping alternatives**, but most e-commerce platforms lack clear **sustainability indicators** and **incentives**. This project aims to design a **sustainability-focused e-commerce platform** that provides transparency on **product sustainability**, rewards **eco-conscious choices**, and **tracks product lifecycle**.



Table of contents

01

Discover

Introduction, What's Trending, History,
Market Analysis & Competitors

02

Define

Persona, Empathy Map, CJM, Problem
Statement & HMW Statements

03

Dream

Concept Direction &
Brainstorming

04

Design

Low-Fidelity Wireframes, High-Fidelity
Wireframes & CJM (to be)

01

DISCOVER



Domain Introduction

FMCG (fast moving consumer goods)

Fast-Moving Consumer Goods (FMCG) are **everyday products** like **food, beverages, personal care items,** and **household goods**. These products sell quickly and are produced in **large quantities**.

In recent years, sustainability has become a big focus in the FMCG industry. Many brands are trying to **reduce plastic waste, lower carbon emissions,** and use **eco-friendly packaging**. Consumers are also looking for **greener options**, which is pushing companies to **adopt better practices**.





Eco-Innovation: **What's Trending?**

Eco-Friendly Packaging

Sustainable packaging solutions reduce environmental impact through recyclable, **biodegradable materials.**

Circular Economy Initiatives

Circular economy models like product resale, repair, and recycling extend product life and **reduce waste.**

Transparent Supply Chains

Consumers prioritize ethical sourcing and transparent supply chains for fair labor and environmentally **friendly practices.**

Technological Innovations

AI and AR enhance personalized shopping experiences and improve **operational efficiency.**

Carbon Footprint Management

Businesses focus on carbon accounting to measure and reduce carbon **footprints effectively.**

Social Commerce and Consumer Behavior

Social media platforms make shopping easier but require balancing convenience with **sustainable consumption.**



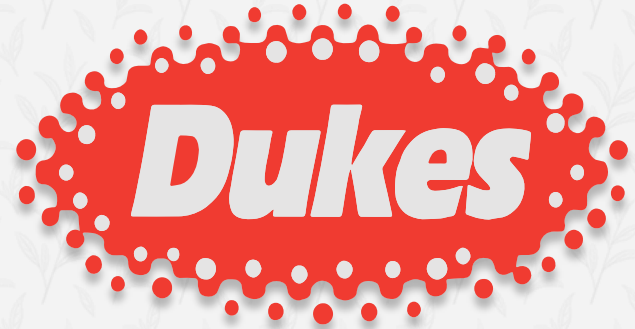
Brand Introduction

Dukes India (1988)

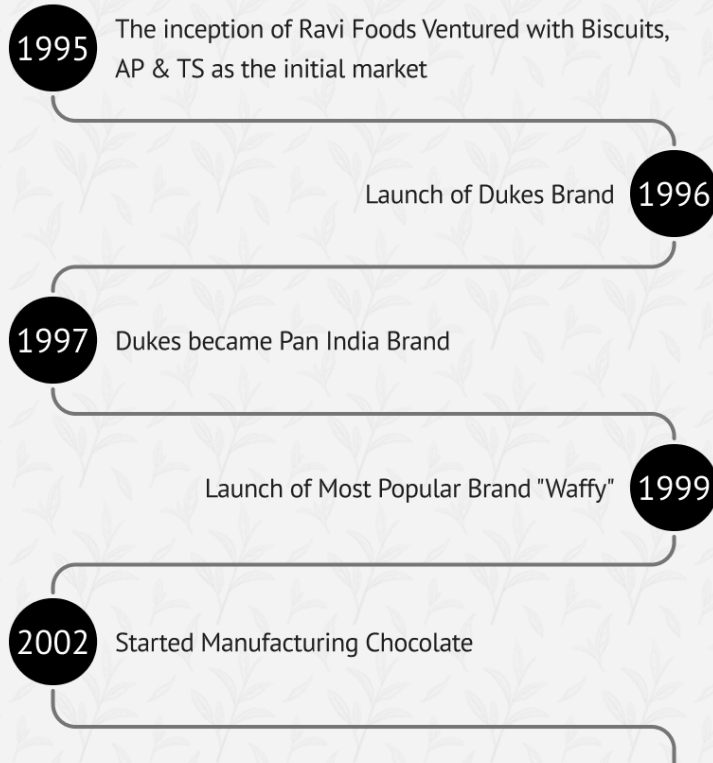
Dukes India is a well-known **FMCG brand** in India, mainly recognized for its **biscuits, wafers, chocolates, and confectionery products.**



The brand has been in the market for years and is popular for its wide range of **affordable** and **tasty snacks.**

Dukes focuses on **quality, taste, and affordability,** making it a trusted name among **Indian consumers.**



History **Dukes India**





Started Manufacturing Confectionery

2004

2011

Apeda Export Awards (Outstanding Export Performance)

Market Leader in the Wafer category in MT

2013

2017

Recognized as World's 100 greatest brands and leader (Asia & GCC) by PwC

Expanding into new categories - Center Filled Chewing gum

2021

2022

Setting up of cracker line

Setting up of cake line

2023





Market analysis



Dukes India (1988)

- The Indian **FMCG market** was valued at **\$230.14 billion** in 2023, with a projected growth to **\$1,288.50 billion** by 2030, showing a **27.9% CAGR**.
- **Dukes India** specializes in **biscuits, wafers, chocolates, and confectionery**, with biscuits contributing **50%** of its **\$66 million revenue in 2012**.
- Major **FMCG players** in India include **Britannia, Parle, ITC, Nestlé, and Mondelez (Cadbury)**.
- Key **market trends** include **premiumization**, a focus on **healthier snacks**, and the growth of **e-commerce**.
- **Challenges** in the sector include rising **commodity prices** and intense competition requiring constant **innovation**.





Dukes India

FY 2023–24 Highlights

- Dukes India increased its production capacity to **25,000 tonnes per annum**, aiming to meet growing market demand.
- Initiated the use of recyclable materials in packaging to **reduce** environmental impact.
- Focused on eradicating **hunger, poverty, and malnutrition** through various programs.
- Supported initiatives to improve **healthcare infrastructure** and **promote primary education** in underserved communities.
- Engaged in activities aimed at preserving **Indian art and culture**.



Competitor Introduction

....



1

Britannia

Leading brand in biscuits, cakes, and dairy products across India.



2

Parle

Popular for biscuits, snacks, and confectionery, widely loved in India.



3

ITC Sunfeast

Known for quality biscuits and cakes in the Indian market.



4

Nestlé

Global food company renowned for chocolates, confectionery, and beverages.



5

Mondelez

Famous for chocolates, biscuits (Oreo), and beverages like Bournvita.

...

SWOT (Britannia)

Strength

- Strong Global Brand.
- Wide Product Portfolio.
- Extensive Distribution Network.
- Digital marketing and e-commerce integration.

Opportunities

- Upcoming dairy products.
- Demanding healthier products.
- Enter foreign markets.
- Strengthen D2C channels



Weakness

- Over dependence on biscuit business.
- Limited global presence
- Dairy business struggles.

Threats

- Intense Competition
- Rising Raw Material Costs

SWOT (Parle)

Strength

- Market Leadership Iconic brands like Parle-G.
- Extensive distribution network.
- Affordable products.
- Strong brand loyalty.

Opportunities

- Rising demand for healthier products.
- Expanding e-commerce and D2C.
- Leverage social media marketing.
- Product diversification into snacks



Weakness

- Slow digital adoption.
- Limited focus on premium products.
- Dependence on Parle-G.
- Low innovation in new products.

Threats

- Intense Competition.
- Rising raw material costs.
- Shifting preference for premium and health-focused offerings

Primary Research Questions

Personal Interview

- Do you usually check if a product is **eco-friendly** or **sustainable** before buying it? **Why or why not?**
- What kind of **sustainable practices** would you like to see in **brands** that sell **snacks and biscuits**?
- Would you prefer buying from a **brand** that is **transparent** about its **environmental efforts**?
- What would **encourage you** to choose a **sustainable product** over a **regular** one — **price, rewards, packaging, or something else?**
- If a **shopping app** showed how much **carbon footprint** your **purchases** generate, would that **affect your buying decisions?**
- Do you think features like **repair, reuse, or recycling tracking** can work for **snack product packaging?**



Primary Research Insights

Personal Interview

- Most users had **heard of sustainable products**, but only **few** have checked for **sustainability labels** when shopping. They felt it's still not **easy to identify** which **brands** are **eco-friendly**.
- All users **agreed** that they would **prefer to buy** from a **brand** that clearly shows their **sustainability efforts** like using **recycled packaging** or **reducing plastic use**.
- Many of the users said that **discounts, cashback, or eco-points** would make them more likely to choose a **greener option**, even if it **costs slightly more**.
- Most users brought up **concerns** about **plastic-heavy packaging** in **snacks**.
- Most people didn't think it made sense to track how **biscuits and wafers** are **reused, repaired, or recycled**. But they liked **simpler ideas**, like using **refillable containers** or **wrappers that can break down naturally**.



02

DEFINE





Aditi Sharma

Age : 27
Occupation : IT Professional
Location : Bangalore, India
Income : ₹ 35,000/month
Lifestyle : Urban, socially aware, health & eco-conscious

Bio:

An eco-conscious millennial who prefers sustainable products but struggles with unclear labels and limited eco-options on online platforms.

Goals:

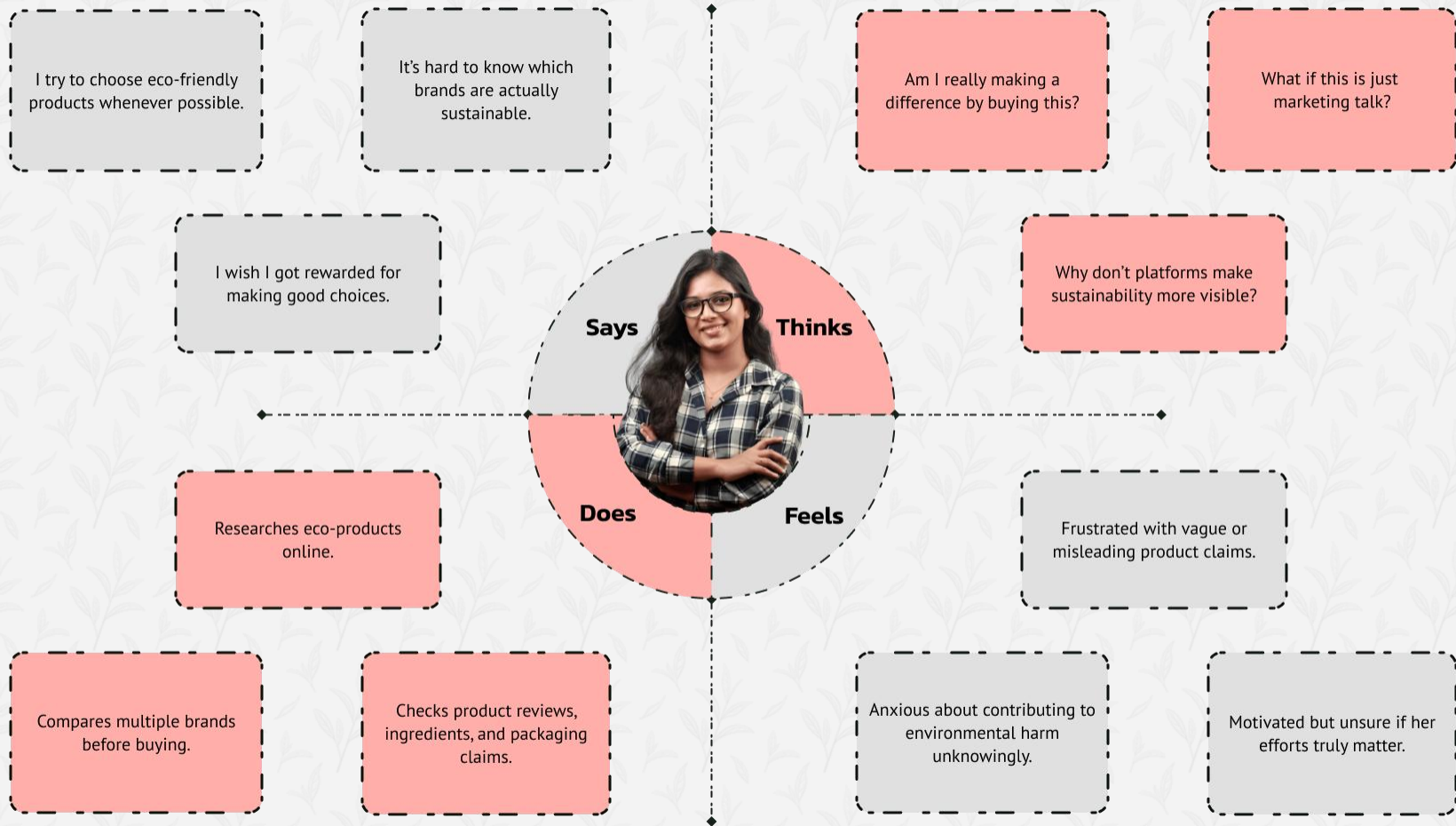
- Shop responsibly with minimal environmental impact.
- Support genuinely sustainable brands.
- Track carbon footprint from online purchases.
- Reduce single-use plastic and packaging waste.

Frustrations/Pain Points:

- Difficulty verifying if a product is truly eco-friendly.
- Gets misled by greenwashing and marketing buzzwords.
- Lack of incentives or rewards for choosing sustainable products.
- No tracking of environmental impact post-purchase.

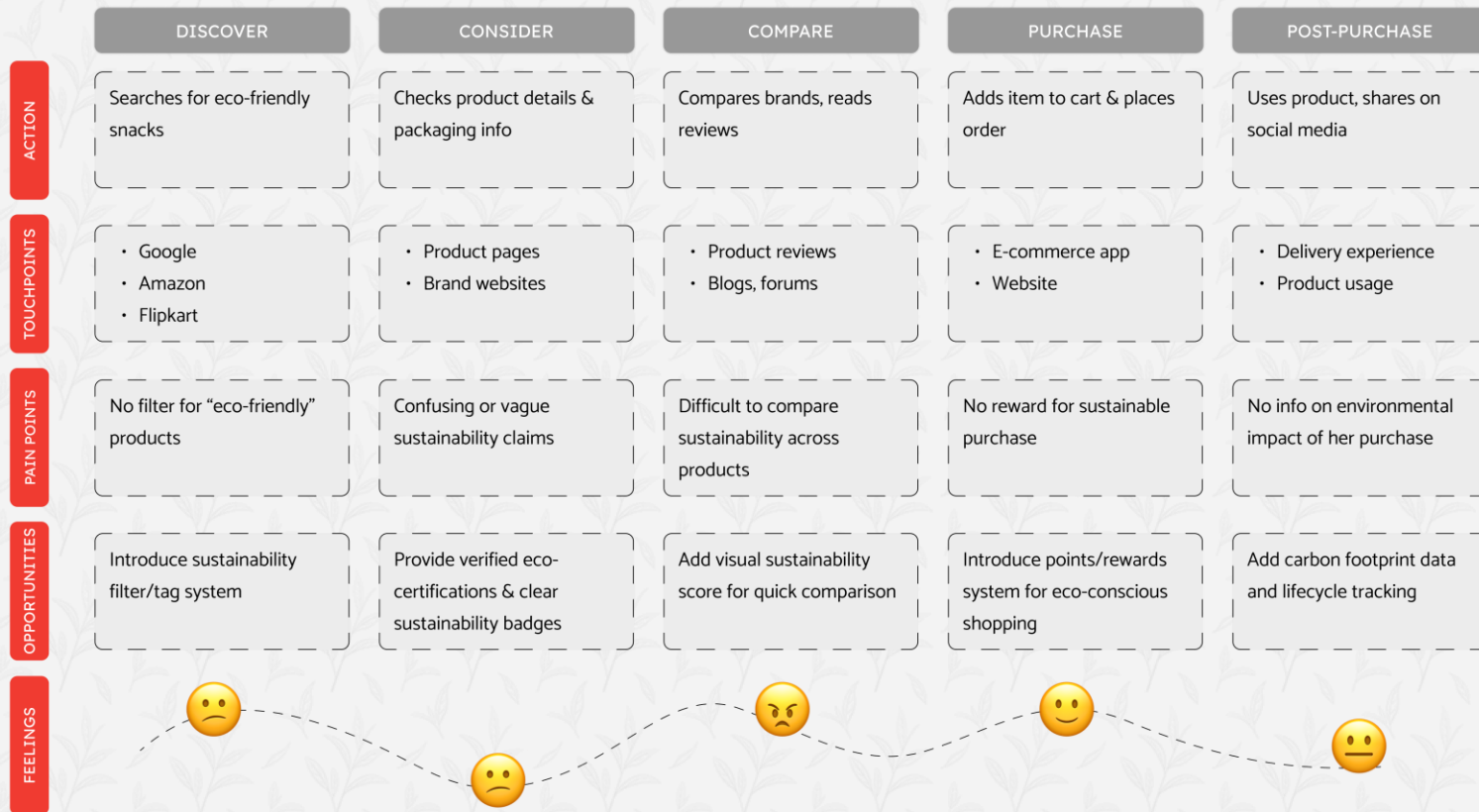
Tech Comfort Level:

Highly comfortable with tech,
Uses apps like **Amazon, Swiggy, Myntra**, and **Google Pay** daily.



CJM (as is)

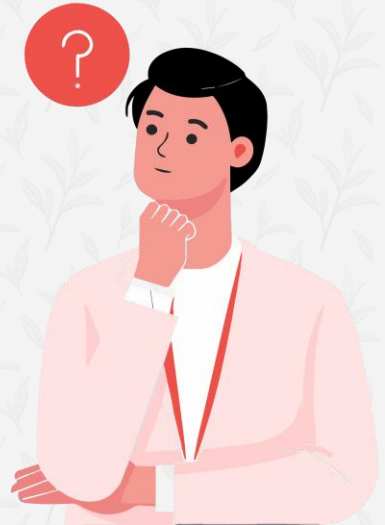
A user is trying to purchase eco-friendly snacks through an e-commerce platform and finding products that align with sustainable values.



Problem Statement

Modern **e-commerce platforms** lack **transparency** in **product sustainability**, making it difficult for users to identify genuinely **eco-friendly options**.

There is also **no motivation** or **reward system** that encourages users to adopt **sustainable shopping habits**, resulting in **low engagement** with **eco-conscious choices**.



HMW Statements



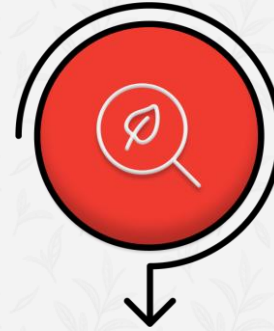
How might we
make it easier for
users to identify
truly sustainable
products while
shopping online?



How might we
motivate and
reward users for
choosing
environmentally
responsible
products?



How might we
provide clear and
trustworthy
sustainability
metrics during
the shopping
experience?









How might we
help users track the
environmental
impact of their
purchases post-
delivery?

03

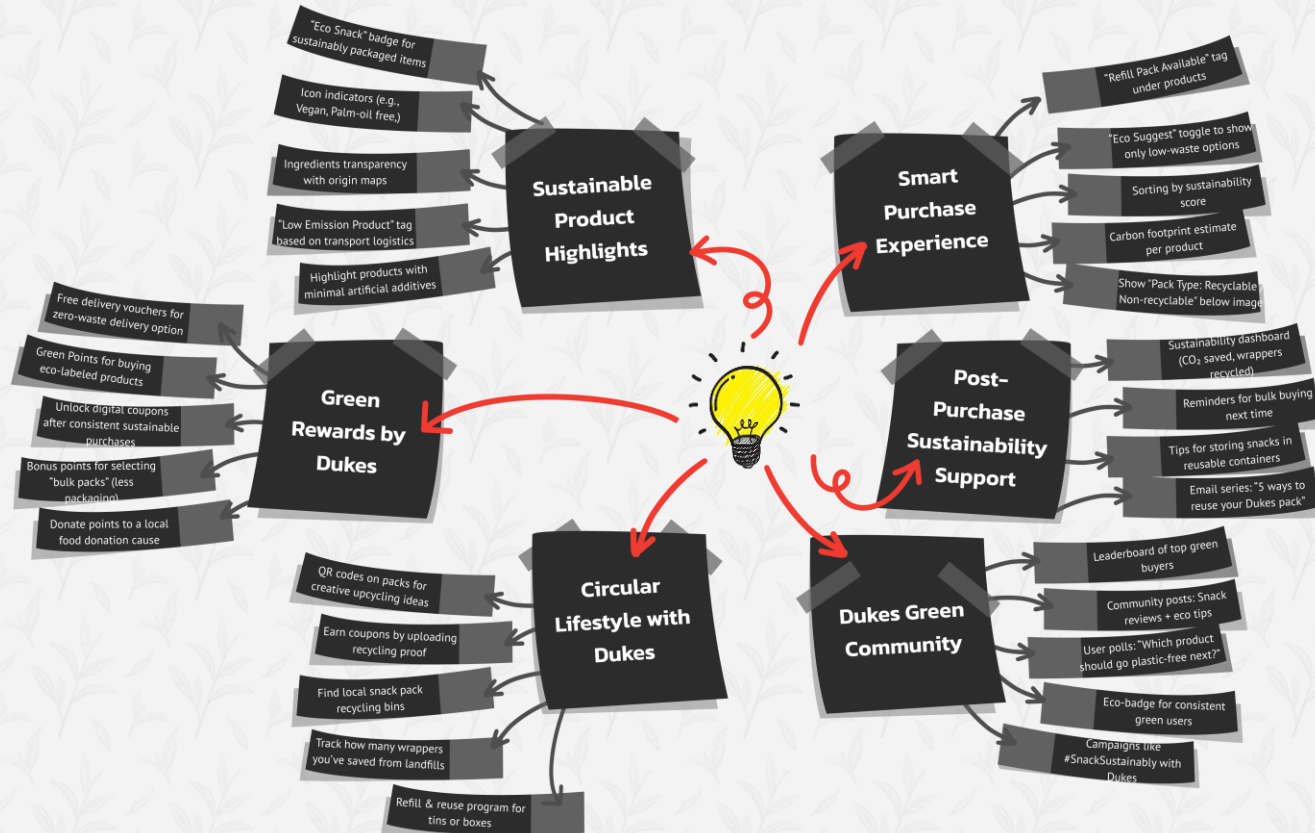
DREAM



Concept **Directions**

	 Sustainability Score Tagging	 Eco-Rewards System	 Carbon Impact Tracker	 Product Lifecycle Assistant	 Verified Sustainable Filter	 Sustainability Journey Dashboard
Description	Visual score based on eco-factors	Earn points for choosing sustainable products	Shows carbon footprint saved after purchase	Tracks refill, reuse, recycling options	Filters for certified green products	Personal dashboard to view total impact
Benefits	Easy understanding, visual appeal	Discounts, free delivery, donations	Shows carbon footprint saved	Refill alerts, drop-off locations	Transparency, easy discovery	Tracks CO2 saved, waste reduced

Brainstorming

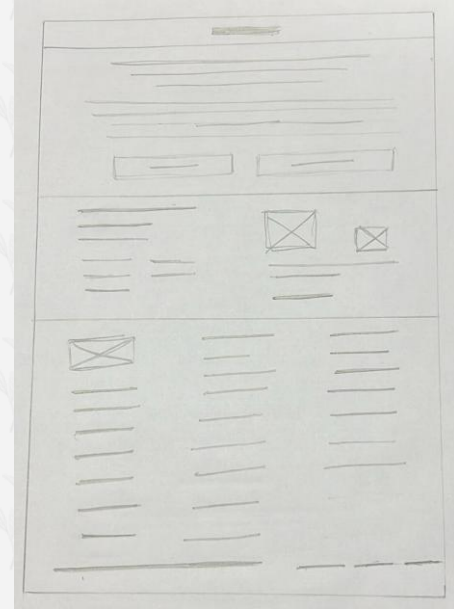
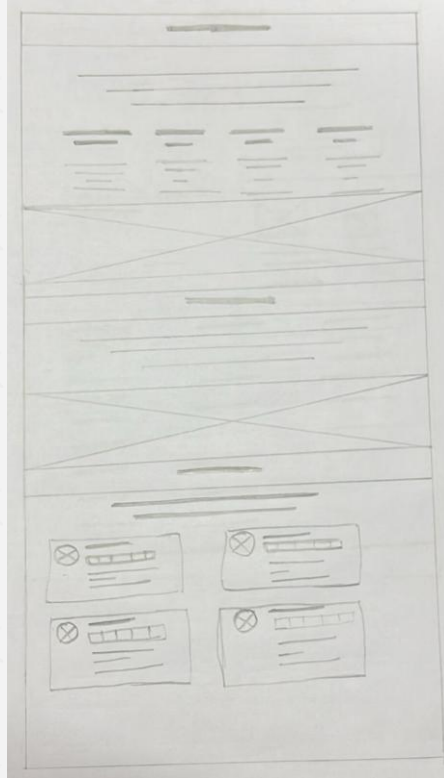
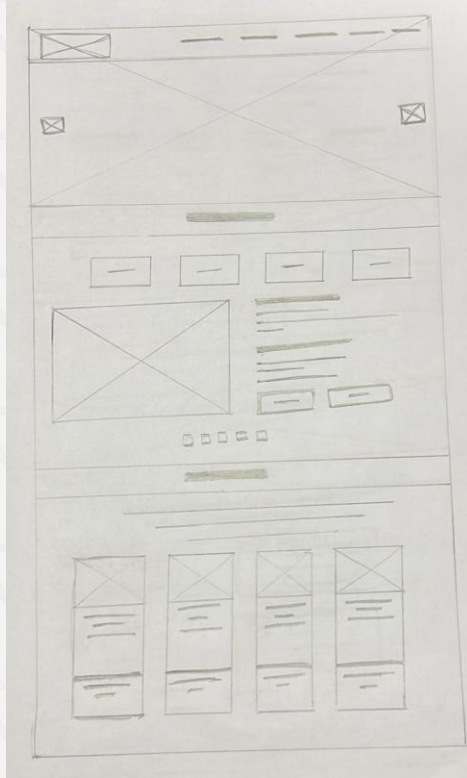


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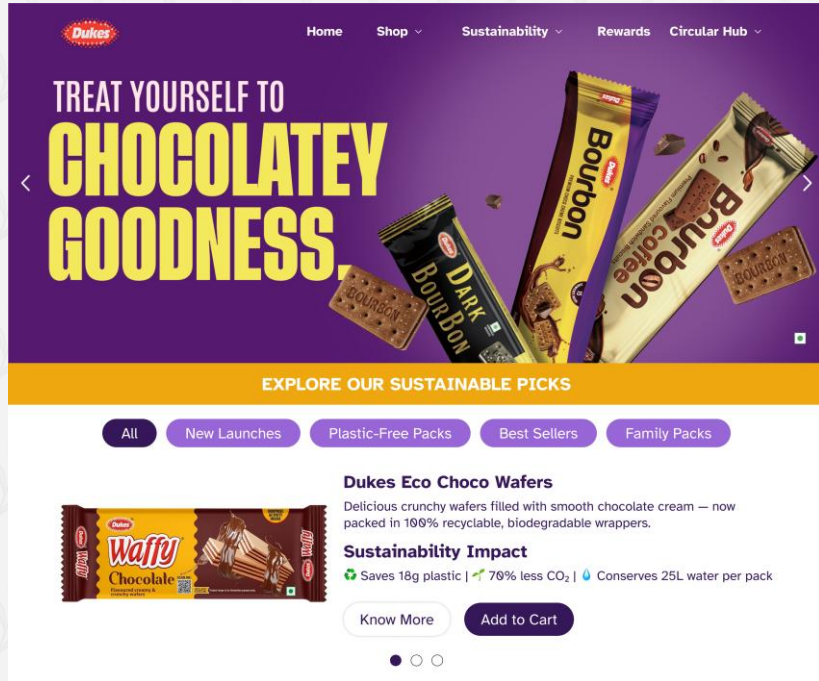
DESIGN



Low-Fidelity Wireframes



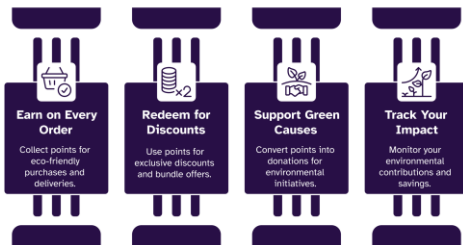
High-Fidelity Wireframes



High-Fidelity Wireframes

DUKES GREEN REWARDS

Every sustainable purchase earns you Green Points. Redeem them for exciting discounts, exclusive offers, or even contribute to environmental causes — making your shopping habits count beyond the cart.



WHAT OUR ECO-SHOPPERS SAY

From better taste to a better planet — here's what our community says about shopping sustainably with Dukes.



Rhea M.
★★★★★

I love how easy it is to see a product's eco-score. Makes guilt-free snacking real!



Nikhil S.
★★★★★

The green rewards program actually motivated me to recycle more. Great initiative!



Ananya R.
★★★★★

Clean ingredients, no plastic guilt, and I earn points? Dukes nailed it.



Aarav J.
★★★★★

I never thought snacking could feel this responsible. "Dukes makes going green so effortless."

OUR PROMISE TO THE PLANET

We're more than a snack brand — we're a movement towards mindful consumption.

At Dukes, we're committed to reducing our environmental footprint through recyclable packaging, conscious sourcing, and customer empowerment. Every step we take is a promise to make tomorrow greener — one bite at a time.

[Explore Our Eco-Journey](#)

[Start Shopping Consciously](#)

Want to see how far we've come in building a greener tomorrow?



[2023 Sustainability Report](#) → [2020 Sustainability Report](#) →
[2022 Sustainability Report](#) → [2019 Sustainability Report](#) →
[2021 Sustainability Report](#) →

"Sustainability is not a trend for us — it's a responsibility. Every choice we make is towards a cleaner, greener India."

Dukes India Sustainability Team



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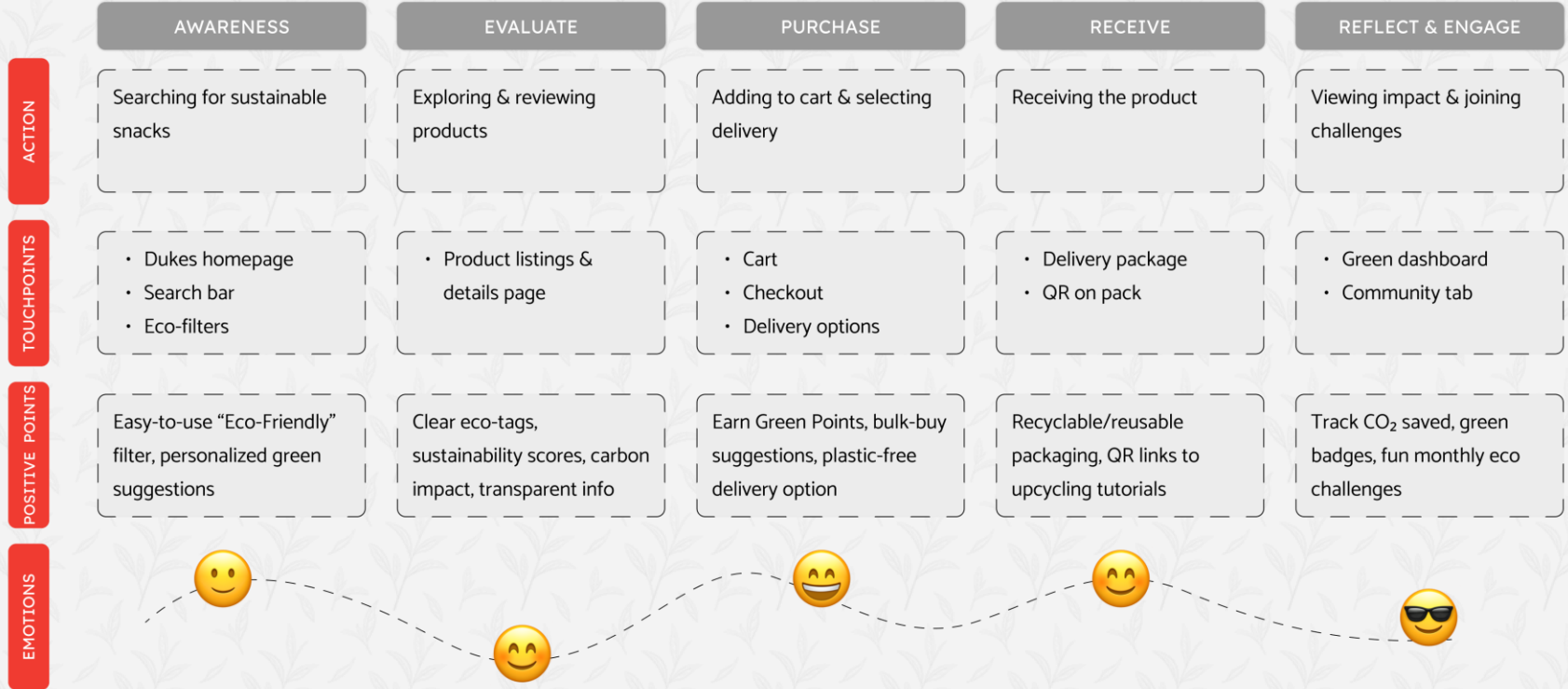
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CJM (to be)

A student buys from Dukes' eco-friendly line, chooses plastic-free delivery, tracks carbon savings, and joins eco-challenges.



Conclusion

This project aimed to bridge the gap between **sustainability** and **user-centric design** by creating a **platform** that empowers users to make **eco-friendly shopping choices**. Through strategic **UX research**, **competitor analysis**, and **user-driven insights**, Crafted a solution that not only promotes **responsible consumption** but also aligns with the **brand's vision**.

The final outcome demonstrates how **thoughtful design** can drive **behavioral change**, enhance **brand value**, and contribute to a **greener future**. With the proposed **features** and **sustainable touchpoints**, this **e-commerce solution** for **Dukes India** lays the foundation for a **smarter, cleaner**, and more **conscious** way to shop.





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Thank you

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