

# Emerald Sustainable Shopping

The goal of this project was to create a human centered design which focused on a topic that I believe is important. For this case study I will demonstrate my process and present my final application design.

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CASE  
STUDY

# Brainstorm & Project Summary

The human centered problem I decided to build my app around is climate change. I believe this is an important problem for everyone so I wanted to design an app that made it easy for all people to take part in this movement against climate change. I then narrowed climate change down and chose to act on increasing the use of recyclable/biodegradable materials by supporting sustainable brands to decrease ocean pollution and waste.

I thought about the what's, who's, and why's of sustainability and came up with a project summary to help keep me on track during this process.

Brainstorm

# Research

Before conducting my research I came up with a goal; ***To learn about the way environmentally conscious people shop and what kind of features/content they would want on a sustainable shopping app.*** I wanted to get information about my targeted audience in order to effectively design a user-friendly app.

I created an online survey asking a series of questions about their demographics, how they like to shop now, and what they would like to see in a sustainable shopping app.

## What I learned...

1. Sustainable shopping can be difficult and/or expensive.
2. Clothing, food, and cosmetics/self-care products are most commonly shopped sustainably.
3. Shopping in store is preferred over ordering online.
4. Brand comparisons and ratings are helpful when choosing which product to buy.
5. Amazon, Depop, and Poshmark are most commonly used shopping apps.
6. Price and quality of a product are the most important deciding factors when purchasing an item.
7. Wish-list and “you may also like” features are helpful.
8. Searching for specific products and not just brands is helpful.
9. Shopping for food on an app might be inconvenient unless there is a cheap same-day delivery option.

# Research

# Use Case

In order to productively design a sustainable shopping app I needed to create a customer journey map which included making a scenario, user story, and use case that described a specific task someone could complete in my app. I chose this task because I want people to be able to read about/compare sustainable brands and their products.

**Scenario:** Katie is looking around online for a new pair of jeans. It's important to her to find good quality jeans but for less than 100 dollars. She also wants to support a brand that produces their clothes sustainably.

**User Story:** As a broke college student, I want to find the right brand of jeans, so that I can support ethical businesses.

- 1- User goes to the app store and downloads sustainable shopping app.
- 2- App downloads.
- 3- User opens app.
- 4- App provides option to sign up or log in.
- 5- User enters email and creates a password to make an account.
- 6- App displays allow notifications dialogue.
- 7- User taps okay on notifications dialogue.
- 8- App displays allow access to current location dialogue.
- 9- User taps okay on current location dialogue.
- 10- App displays homepage.
- 11- User taps categories button.
- 12- App displays categories.
- 13- User taps clothing button, then taps jeans button.
- 14- App displays a list of brands that produce sustainable jeans.
- 15- User taps on the brand Revice and reads their ratings.
- 16- User scrolls through Revice, looking at their description and pictures of jeans and finds a pair of jeans she likes and can afford.
- 17- User taps favorite button to add the brand Revice to their favorites list.
- 18- User is brought to their favorites list showing Revice was added.
- 19- User taps the back button and is brought back to Revice's brand page.
- 20- User taps on the jeans they like and is brought to an item details page.
- 21- User swipes through images of those jeans and reads details about this pair of jeans.
- 22- User taps on size 27 and taps add to cart.
- 23- App displays cart page showing one pair of Revice jeans.

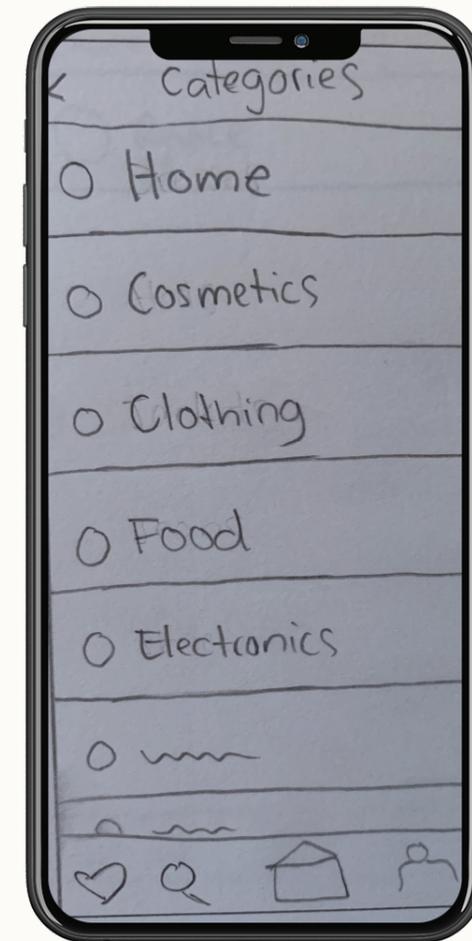
# Sketches & Paper Prototype

I created sketches of design components and my use case in a low-fidelity format. Starting at low-fidelity was important to get all my ideas down and keep my focus on user flow and experience rather than appearance.

I designed a paper prototype and learned that my overall user flow was intuitive to move through. Although, I did need to add a few components, rearrange my categories, and improve my use case to show a better picture of what my app is capable of.

Link to paper prototype:

[https://invis.io/PWZAA162Q5U#/434709317\\_Paper\\_Prototype\\_Page\\_01](https://invis.io/PWZAA162Q5U#/434709317_Paper_Prototype_Page_01)



# Sketches

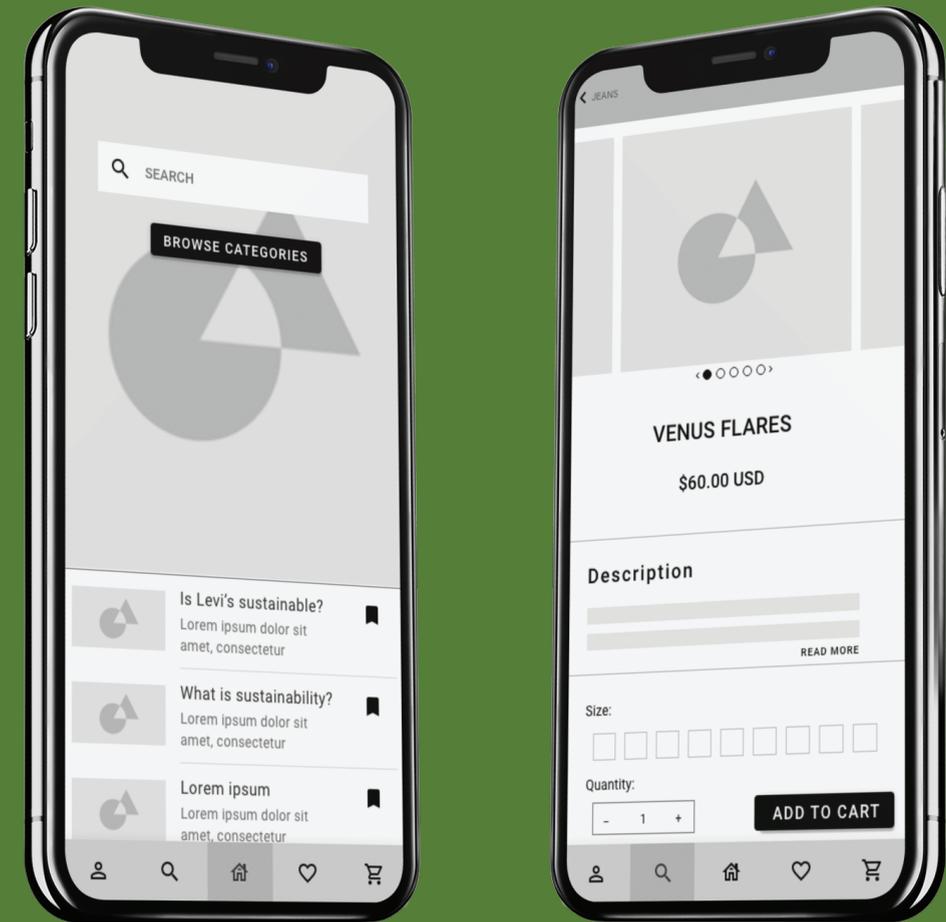
# Digital Wireframes & Mid-Fidelity Prototype

Once I developed my paper prototypes and learned what I needed to improve, I created digital wireframes without color or images in order to fully focus on user interactions. I made more detailed lists and cards and used and edited components from Material Design to develop an organized use case.

Using my digital wireframes I developed a mid-fidelity prototype to roughly demonstrate how a user may navigate and complete a task with my app.

Link to mid-fidelity prototype:

<https://xd.adobe.com/view/c7f9eb7e-56fc-4a26-9757-a4cfab6717a-5-92aa/>



After interacting with my mid-fidelity prototype I decided to only make a few changes with button size and placement but overall I was happy with how a user would complete this task on my app.

# Digital Wireframes

# Visual Mood Board & UI Kit

Creating a visual mood board allowed me to start thinking about appearance. By choosing my color palette, type color contrast, images, pattern, content, components, and typography that would be used throughout my app I was able to show a general idea of what my app would look like and use those details to begin designing my high-fidelity wireframes and prototype.

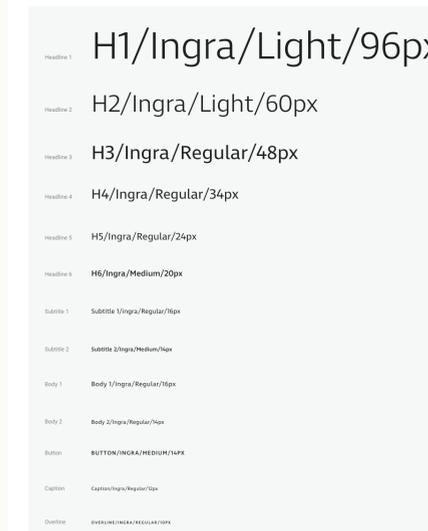
I wanted my app to have a minimalist design with few colors to not distract from the products being showcased. I also wanted to mainly use photography instead of illustrations.

In order to keep my high-fidelity wireframes and prototype organized and cohesive, I created a custom UI kit containing all of the components and icons used throughout my app. Many of the components I used are from Material Design and are customized to fit my app.

Color pallet: These color combinations will be used.



Typography: Ingra will be used throughout.



## Reka Fabian Visual Mood Board

Images: Photography like this will be placed throughout this app to showcase products and categories.

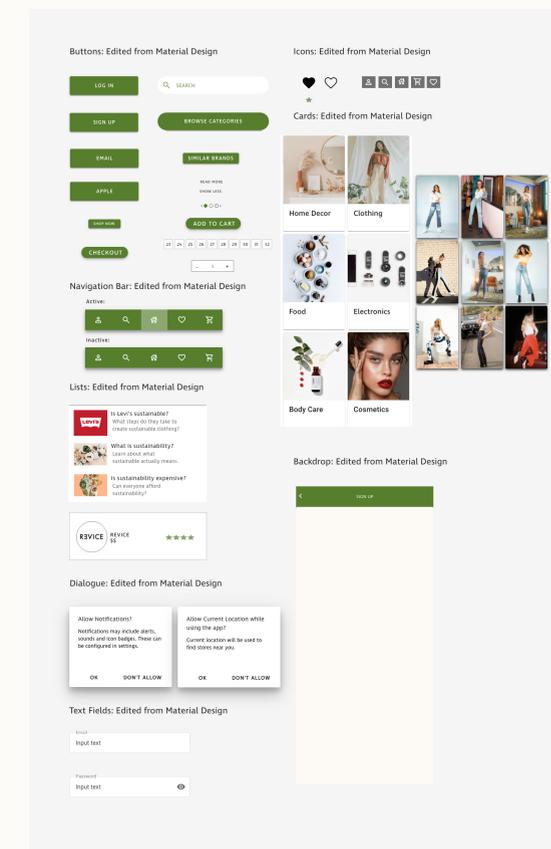


App Content: Cards like these will be used to showcase categories and products. Photography will be used instead of illustrations.



## Changes made from Material Design Components:

- All buttons in color were changed to green.
- Some buttons were given rounded corners.
- Most icons were changed to white and placed over a green navigation bar.
- Dialogues were changed to fit my apps needs.
- Backdrops were changed to green and either cream or white.
- Image cards were changed to fit my design.



# High-Fidelity Wireframes & Prototype

Once I gained a good understanding of what my app would look like I was able to complete a well thought out app screen design at 100% percent fidelity as well as an interactive prototype for my use case.

I focused on the final touches for my design and usability to present a complete task. This prototype demonstrates what my app would look like and how a user would move through it.

Link to final prototype:

<https://xd.adobe.com/view/95763c83-b84f-4bc9-aa5f-5d5548be2b6d-c025/?fullscreen>



# High-Fidelity