



# DISCOVERY PROJECT 1

ECODREAM DESIGN - SUSTAINABLE BAGS & BACKPACKS

**ECODREAM** IT'S A SUSTAINABLE FASHION BRAND, SPECIALIZED IN *ECO-FRIENDLY* BAGS AND BACKPACKS. THE PRODUCTS ARE MADE WITH DIFFERENT TYPES OF RECOVERY AND RECYCLED MATERIALS. THE RANGE OF OFFERS INCLUDE *VEGAN* AND *UPCYCLING* PRODUCTS. THE PRODUCTION IS ARTISANAL AND MADE IN ITALY.

### **SUSTAINABLE, SLOW & ETHICAL FASHION**

Ecodream was founded in 2014 with the intention of going against the fast-fashion trend and minimizing the environmental impact, with the aim of having a more ethical and sustainable future.

### **MATERIALS**

Ecodream gives a second life to materials which, although they have not yet lost their potential, are considered waste. The products are made with a series of recovered and/or recycled materials, including leather scraps, fabric remnants/surpluses, etc.



### **ARTISANAL AND LOCAL PRODUCTION**

Ecodream is located in Mugello (province of Florence), close to famous textile districts. These territories generate a large amount of waste materials. The production is entirely handcrafted and local, and is characterized by a strong attention to the detail in all the production phases.

### **THE SINGULARITY OF THE PRODUCT**

Reclaimed or recycled materials are often available in limited quantities and are sufficient for only one piece. The uniqueness of the products is the characteristic that distinguishes the brand.



## **CIRCULAR ECONOMY**

Ecodream minimize its waste materials, making them available on "The market of leftovers", in order to enhance the circular economy. The brand also offers the opportunity to regenerate the purchased products.



## **UPCYCLING**

Ecodream is involved in the creative experiment of recycling discarded materials, using materials totally alien to the world of fashion and perceived as waste.



## **ANIMAL RIGHTS**

The animal origin materials used are strictly leftovers. In addition, it's available a full VEGAN product line.



## **INITIATIVES**

The brand has joined several initiatives, including "WearMe30Times", which promotes the durability of fashion products. By taking and uploading 30 photos where the garment is used, the customer can receive a gift from the brand.



## **GOALS OF THE PRESENTATION**

<https://ecodreamdesign.it/>

### **ANALYSIS AS IS**

Analysis of the current website, evaluating usability and accessibility. Moreover, I will draw the map of the content, which will be used later for a possible reorganization.

### **TARGET AUDIENCE**

Identification of the target audience, in order to conduct the research methods on the correct user population. The results of the research methods will help us to confirm our analysis and find new relevant information about the target.

### **COMPETITORS ANALYSIS**

Analyze key competitors to identify their strengths, weaknesses, opportunities and improve the website.



# HEURISTIC ANALYSIS

## 1. VISIBILITY OF SYSTEM STATUS

- ✓ URLs are clear and help the user understand where he is located in the website
- ✓ The contact form confirms that the message has been sent successfully
- ✓ Ability to purchase the product immediately with Google Pay
- ✓ The website is responsive
- ✓ Creating an account is easy
- ✗ Images with links are unclear and do not help the user to understand where they lead
- ✗ In the *Home* section there is an extract of the *About* section, under the header "SUSTAINABLE BAGS & BACKPACKS". Again, the content is not clear and leads the user to think that by clicking on "Find out more" you can access the online shop
- ✗ It takes too many steps to access the products page and add a product to your cart
- ✗ Text links are not always clear and recognizable
- ✗ In the *Shop* section, it is not clear whether the product name refers to the image of the product above or below
- ✗ The main menu does not help you to recognize which page of the website you are browsing
- ✗ The texts of the pages have unclear structures, and a very low quality organization of header, subtitles, spacing, etc.
- ✗ There is no breadcrumb that helps the user to understand which page he's browsing
- ✗ Excessive scrolling: pages tend to be too long
- ✗ The product names in the *Shop* section are not clear at all
- ✗ The division between the two sections *Shop* and *Models* would not be necessary if the section *Shop* was better organized
- ✗ The *Shop* section in the main menu does not provide a drop-down menu that would help the user to directly reach the desired product category
- ✗ The *Shop* section, instead of giving priority to products, shows a short notice and information about payment methods, etc.

- ✗ The shopping cart icon is accessible only from the Shop section and not from any page of the website
- ✗ The menu is not placed on the side, so opening it takes up the whole screen (mobile)
- ✗ The possibility of ordering a custom product is not highlighted
- ✗ The purpose of the *Download* page is not clear (section *My account*)
- ✗ Product names are unclear and do not help the user to understand what product they refer to
- ✗ Clicking on the *Shop* section shows the categories of products, when it would be better to show all the products of the brand
- ✗ Some sections and categories of products are difficult to access

## **2. MATCH BETWEEN THE SYSTEM AND THE REAL WORLD**

- ✓ No codes are used
- ✓ The tone of voice is suitable for the type of audience

- ✓ The About section describes clearly the mission of the brand
- ✗ Not all subcategories are labeled appropriately

## **3. USER CONTROL AND FREEDOM**

- ✓ You can translate the website into different languages with the Google Translator feature
- ✓ You can resize the navigation window
- ✗ Given the absence of breadcrumbs, it is not always easy to understand where you are and how to return to the previous state

## **4. CONSISTENCY AND STANDARDS**

- ✓ Valuable content
- ✓ Reference to credible sources
- ✗ The shopping cart is not positioned as standard
- ✗ There is no footer

- ✗ Inconsistency between some titles and page content
- ✗ The *Shop* section is not organized following the standards of ecommerce websites
- ✗ The menu should be placed on the left to facilitate navigation (mobile)
- ✗ There is no search bar
- ✗ Information on T&Cs, shipping and returns, payment methods and product customization are not located in the footer

## 5. ERROR PREVENTION

- ✓ CTAs are clear
- ✓ It's easy to create an account or contact customer support
- ✗ Some links are not well recognizable and do not always lead where you expect
- ✗ Product names aren't clear
- ✗ The link to Google Maps is incorrect and does not show the proper showroom address

## 6. RECOGNITION RATHER THAN RECALL

- ✗ Images do not have the alt text
- ✗ It is not easy to recognize when you are on a page you have visited before
- ✗ Icons are few and not well placed
- ✗ Some pages are accessible only from text links contained in the texts of other pages
- ✗ It's not easy to find again a product you are interested in
- ✗ It's difficult to find the cart icon

## 7. FLEXIBILITY AND EFFICIENCY OF USE

- ✓ The user can dive into some of the subjects if desired
- ✗ There is no wishlist
- ✗ Content is not personalized to the user (no suggestions, etc.)
- ✗ It is impossible to buy a product with just a few clicks
- ✗ There is no search bar
- ✗ Content is not organized in a way that ensures an efficient use of the website

## **8. AESTHETIC AND MINIMALIST DESIGN**

- ✓ Quality images
- ✗ Pages include images, text or non-core content that distracts the user
- ✗ Website is not aesthetic: spacing, headers, subtitles do not follow a defined layout
- ✗ The design is not modern and is not aligned with the brand's mission statement
- ✗ Too much scrolling, pages are too long

## **9. HELP USERS RECOGNIZE, DIAGNOSE AND RECOVER FROM ERRORS**

- ✓ Error messages are clear

## **10. HELP AND DOCUMENTATION**

- ✓ It is possible to chat on Whatsapp to get a quicker response

- ✓ A list of retailers who have the brand's products available is provided
- ✗ Information on T&Cs, shipping and returns, and payment methods are not in the footer as per standard, but in the Shop section before the list of products
- ✗ There are no FAQs
- ✗ Customer support cannot be contacted by phone



## ? IS THE WEBSITE USABLE?

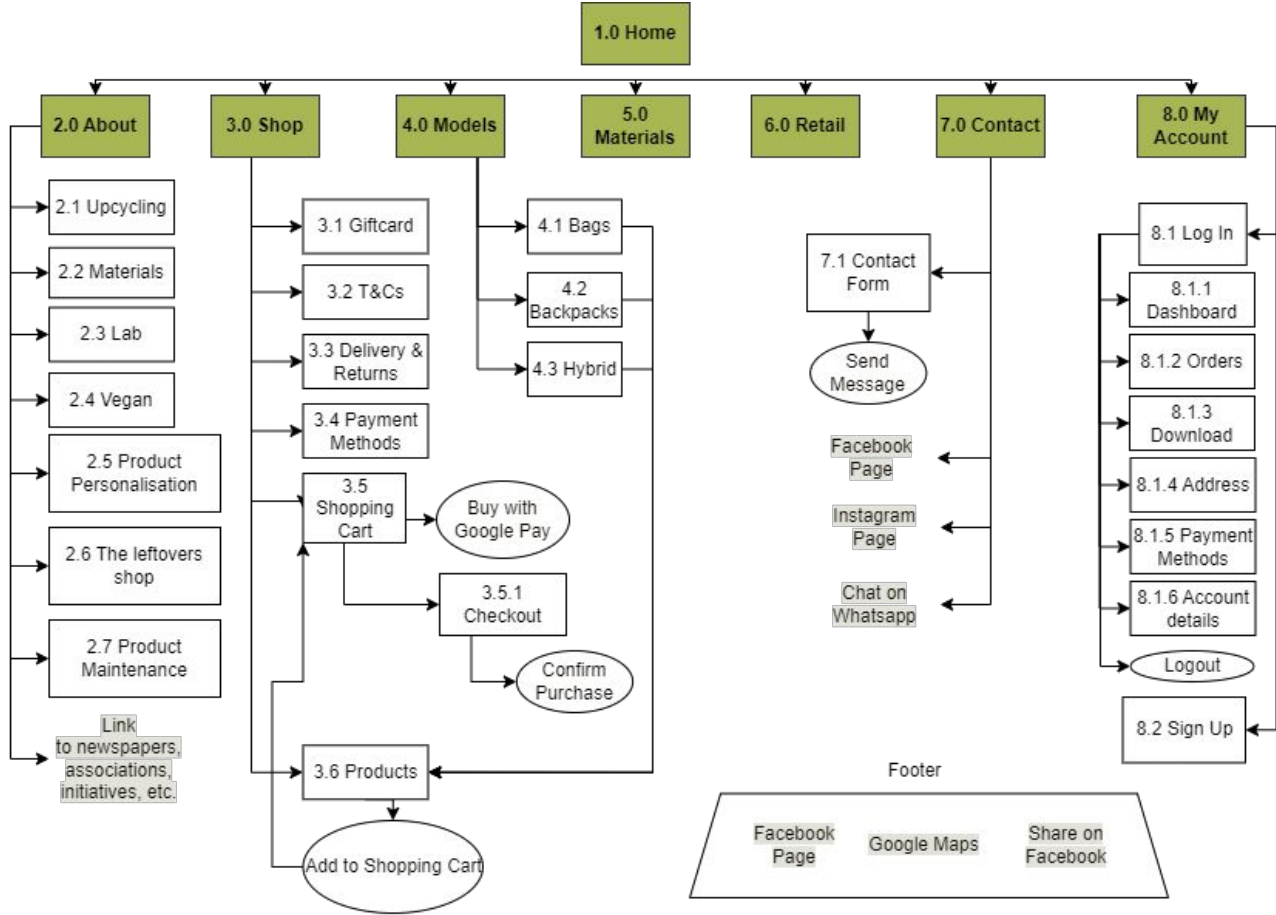
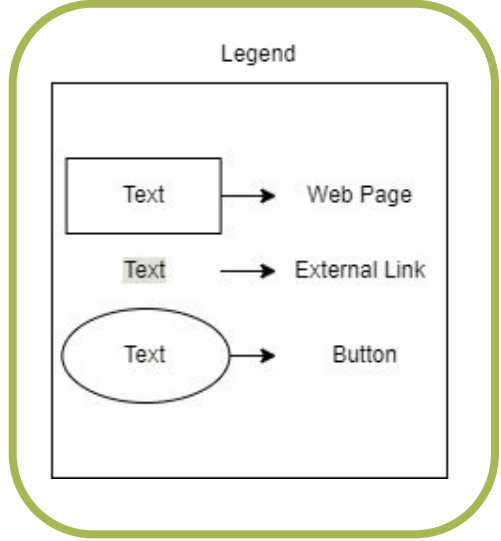
**Learnability:** the website is not very intuitive, and completing simple tasks may be more difficult than it should be. Sections are not always clear and may cause the user to leave the website.

**Efficiency:** even after becoming familiar with the website design, some of the major tasks such as purchasing a product require more steps than necessary and the user encounters too much friction.

**Memorability:** because of the disorganization of the content, a user returning to use the website after a period of activity will take a good amount of time to use it as before.

**Errors:** errors that the user may make are mainly caused by the unclear links and sections. In contrast, the contact, login, and registration procedures are effective and do not seem to cause any problems for the user.

**Satisfaction:** the use of the design is anything but satisfactory. The disorganized and unmodern layout makes using the website unpleasant, requiring too much effort from the user.





## WEB PAGES

**1.0 Home:** highlights the brand's values: sustainability & handmade in Italy. It also includes links to product categories, showrooms, retail stores, collaborations, articles, associations and initiatives.

**2.0 About:** details the brand's mission and contains numerous links to insights including upcycling, materials, etc.

**3.0 Shop:** includes information about the purchase of products, shopping cart, and products divided into categories.

**4.0 Models:** shows all the models available on the website divided into three categories.

**5.0 Materials:** delves into all materials used in the manufacture of products.

**6.0 Retail:** lists all the stores where the brand's products can be found.

**7.0 Contact:** indicates the address of the showroom and workshop. You can contact the customer service via contact form, whatsapp, social media or email.

**8.0 My Account:** you can sign up, log in, check and edit useful information, including orders, payment methods, etc.

## COMPETITORS ANALYSIS

I identified the 4 main competitors that have similar characteristics to Ecodream:

- Price range
- Mission: sustainability, recycled materials, circular economy, etc.
- Italian and made in Italy brands
- ecommerce

### Happy to bee

(<https://www.happytobee.it/>)

The brand was created to build an environmentally sustainable shopping experience, raise awareness of the importance of respecting the environment and bees, their work and their impact on our world.



### TOOitaly

(<https://www.tooitaly.it/>)

Tootaly bags are handcrafted, one by one, from designers, totally eco-friendly and made of recycled materials.



### Joy Italia

(<https://www.joyitalia.com/>)

Brand whose values are creativity, innovation, color, and respect. It is based on the desire to contribute to the creation of a cruelty-free fashion by not using animal-derived materials and offering an alternative to leather.











### Belt Bag Milano




(<https://www.beltbag.it/>)

Belt Bag, through a handcrafted upcycling process, makes unique and sustainable fashion accessories using belts in a creative way.



FEATURES INVENTORY					
Contact form	✓	✓	✗	✓	✗
Quick checkout	✓	✓	✓	✓	✓
Responsive design	✓	✓	✓	✓	✓
Sign Up/Login	✓	✓	✓	✓	✓
Breadcrumb	✗	✗	✓	✗	✗
Shop section drop-down menu with categories	✗	✓	✓	✗	✓
Other languages	✓	✗	✗	✓	✓
Footer	✗	✓	✓	✓	✓
Search bar	✗	✓	✓	✓	✓

FEATURES INVENTORY	ecodream				
Chat on Whatsapp	✓	✗	✓	✗	✗
Live chat	✗	✓	✓	✗	✗
Wishlist	✗	✗	✓	✓	✓
Prices in different currencies	✗	✗	✗	✗	✗
Bestsellers	✗	✗	✓	✗	✗
Payment options icons	✓	✓	✓	✓	✓
Sufficient number of payment options	✓	✓	✓	✓	✗
Buy now, pay later (ex: Klarna)	✗	✗	✗	✗	✗
Newsletter signup	✗	✓	✓	✗	✗

FEATURES INVENTORY	ecodream				
Social Media	✓	✓	✓	✓	✓
New products	✗	✗	✓	✓	✓
Related products	✓	✓	✓	✓	✓
Loyalty programs and rewards	✗	✗	✗	✗	✗
Filters	✗	✗	✓	✓	✓
Order by	✓	✗	✓	✗	✓
Show no. of products per page	✗	✗	✗	✗	✗
Reviews	✗	✓	✓	✓	✓
Share product	✗	✗	✗	✗	✗

FEATURES INVENTORY	ecodream				
Order history	✓	✓	✓	✓	✓
FAQ	✗	✗	✗	✓	✗
Return/exchange policy	✓	✗	✓	✓	✗
Blog	✗	✓	✓	✓	✗
Cash on delivery	✗	✗	✗	✗	✓
Product personalization	✓	✗	✗	✓	✗

Ecodream lacks many core features, like the **footer**, **search bar**, **wishlist**, and **newsletter**.

In addition, two interesting features that competitors have not implemented could be added: a **share button** (to share the product with friends without having to copy the url, convenient if the user is using the website from a mobile device) and a **buy now, pay later payment method** (e.g., Klarna).



## TARGET AUDIENCE

Ecodream's target audience consists mainly of women between 22 and 45 years old, who are passionate about fashion and sustainability.

### **AUDIENCE**

The brand speaks to women who have a passion for fashion, but at the same time care about the environment, paying attention to their daily actions, choosing sustainable and artisanal alternatives to fast-fashion, and trying to buy from small/medium enterprises.

### **AFFORDABLE PRICES**

Ecodream, by offering affordable prices, is perfect for those who are looking for a handmade, sought-after, quality product that can be defined as luxury because of its uniqueness, but is still affordable for those with a modest salary and lifestyle. It differs from many other handmade brands made in Italy, where the price range goes from €150 to €400.

### **TECH-SAVVY**

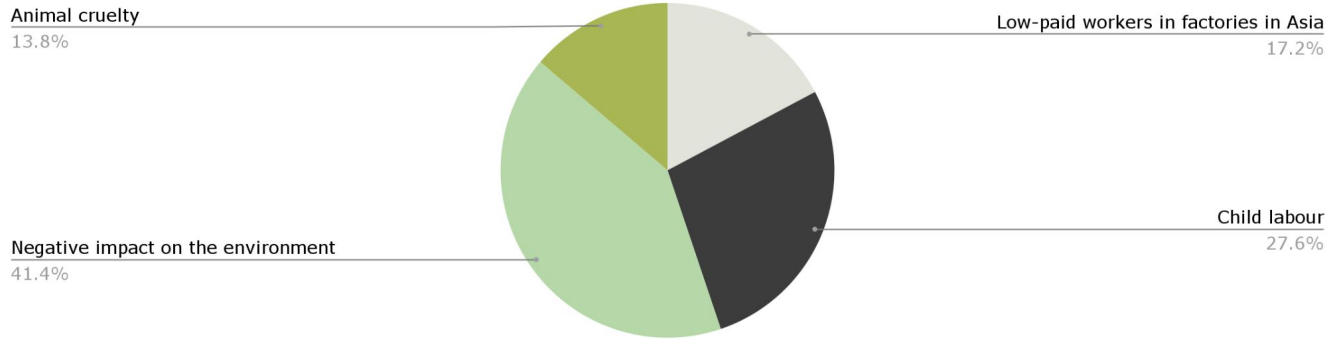
The target age group is accustomed to interacting with digital technologies and shopping online, using various devices. Users' purchasing decisions are influenced by influencers and social media.

# SURVEY

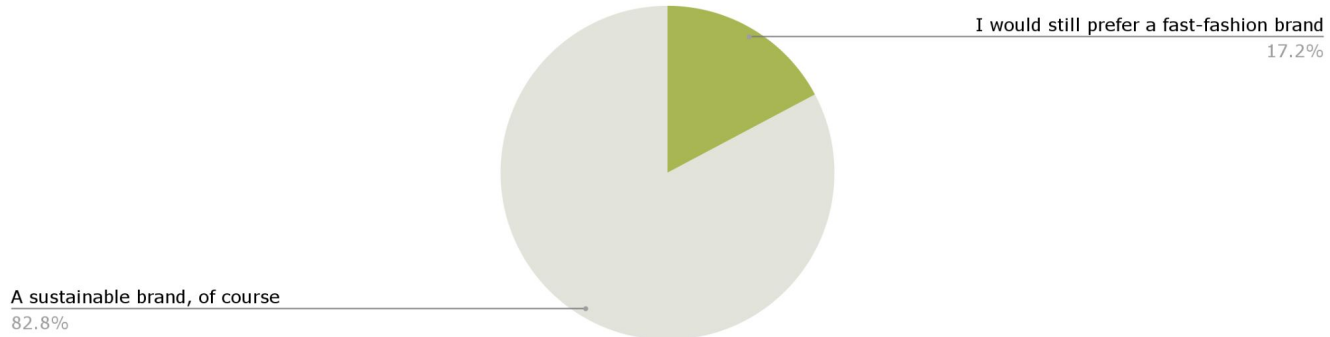
After analyzing the target audience, I submitted a 16 questions questionnaire to 29 women between 22 and 45 years old to understand specifically:

- How important they feel sustainability is and their views on certain aspects of this topic
- Their purchasing habits
- The price range they are willing to pay for a bag or backpack
- The number of bags and backpacks they currently own
- If they share their outfits on social media
- Their favourite brands of bags and backpacks
- Where they get their shopping inspiration from
- What are the features they look for in a bag or backpack

1) From a social, environmental and ethical perspective, what aspects concern you the most about the fashion industry's impact on the world?

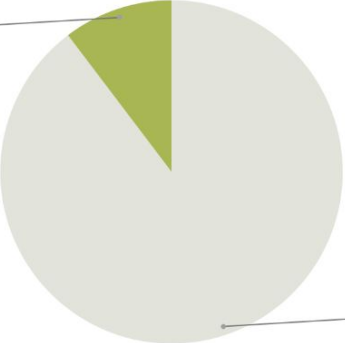


2) For the same price, would you choose a sustainable brand or a fast-fashion brand (like Zara, H&M, etc.)?



3) Do you think that the new sustainable clothing lines of the main multinationals (e.g. H&M, Zara, etc.) bring benefits to the environment or that they are used as a marketing strategy to show a fake commitment towards the environment?

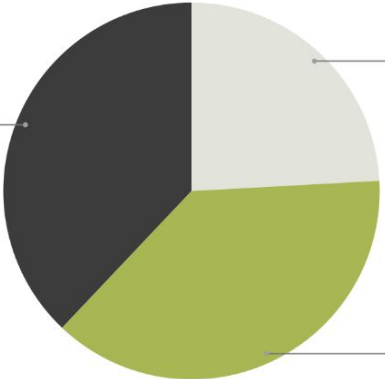
They bring real benefits to the environment and brands care about these issues  
10.3%



They are just a marketing strategy  
89.7%

4) Do you own any sustainable/eco friendly bags or backpacks?

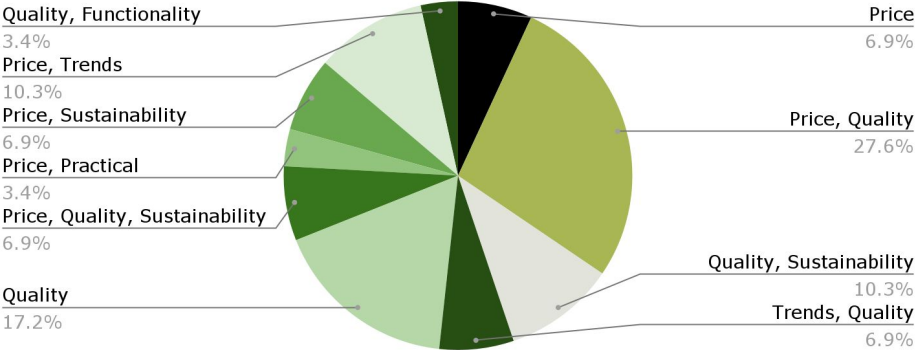
No, but other accessories or clothes  
37.9%



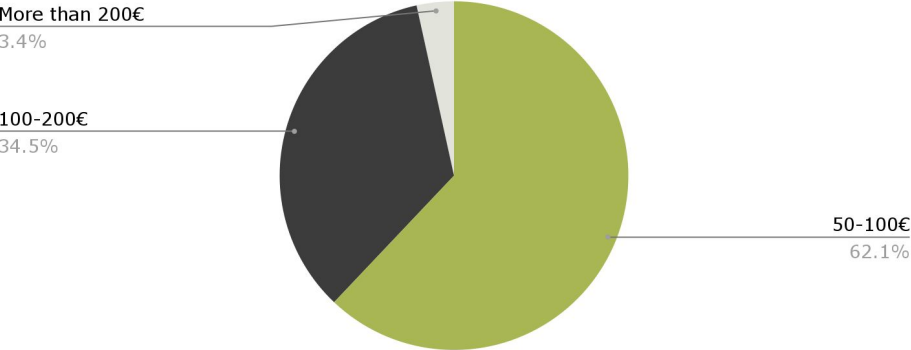
No  
24.1%

Yes, I do  
37.9%

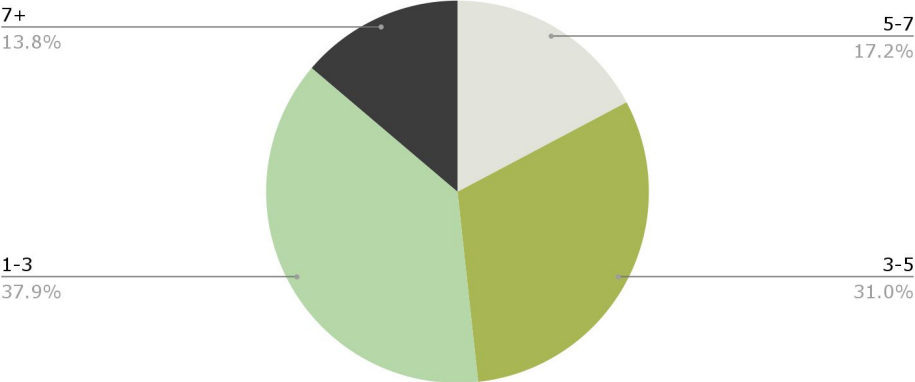
5) What do you consider more important when buying a bag or backpack? (Choose max. 2)



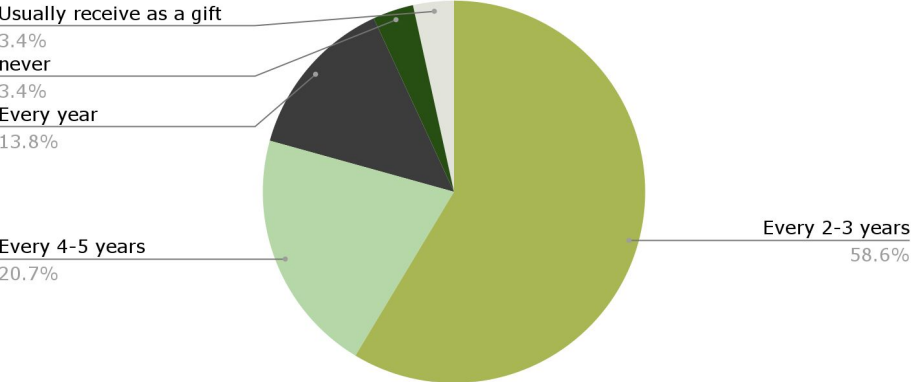
6) How much are you comfortable to spend for a good quality bag or backpack?



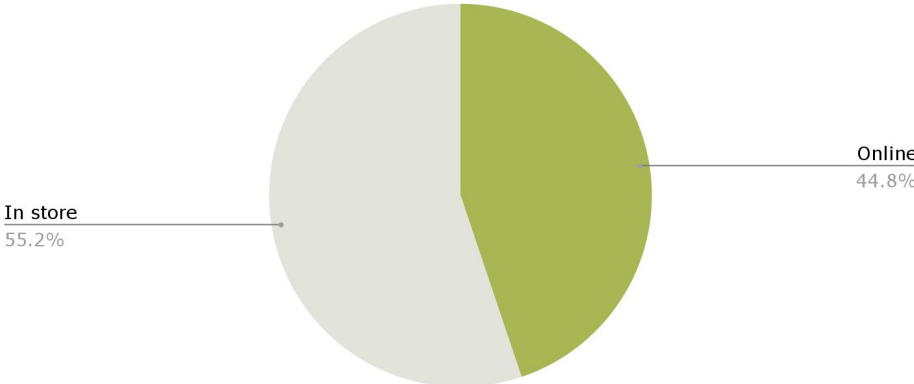
7) How many bags and backpacks do you currently own?



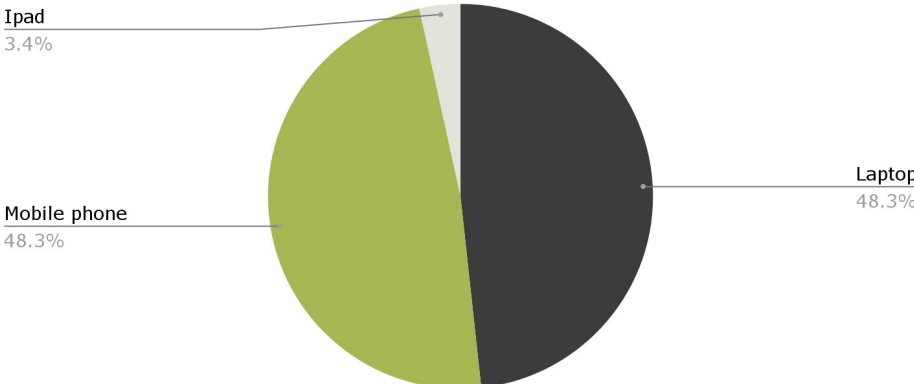
8) How often do you purchase a bag or a backpack?



9) Where do usually shop?



10) If you shop online, which device do you use?



11) What are your favourite bags & backpacks brands?

- |                      |                         |
|----------------------|-------------------------|
| Eastpak (5)          | Fjallraven (1)          |
| North Face (4)       | Coach (1)               |
| Parfois (3)          | Knomo (1)               |
| Lancaster (2)        | Zara (1)                |
| Kapton & Son (1)     | Herschel (1)            |
| Zadig & Voltaire (1) | National Geographic (1) |
| Millet (1)           | Piquadro (1)            |
| Michael Kors (1)     | Carhartt (1)            |
| Carpisa (1)          |                         |
| Twin Set (1)         |                         |
| XD Design (1)        |                         |
| Valentino (1)        |                         |
| Furla (1)            |                         |
| Uniqlo (1)           |                         |

12) Why?

- Ottima qualità (13)
- Ottimo design e stile (12)
- Ottimo prezzo (6)
- Rapporto qualità-prezzo (5)
- Durabilità (4)
- Di tendenza (3)
- Funzionale e pratico (2)
- Anti-furto (1)
- Capiente (1)

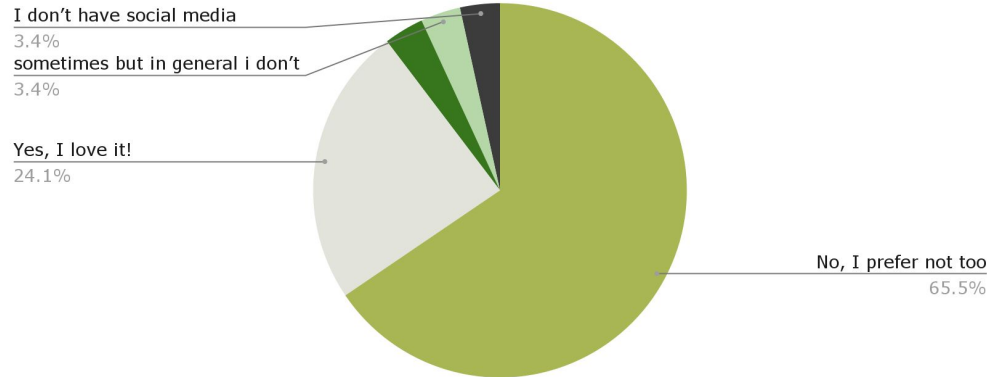
13) What would you change/add in the bags & backpacks you own to make them better?)

- Aggiungere più tasche (13)
- Utilizzo di materiali più sostenibili (5)
- Impermeabilità (3)
- Qualità del materiale e durabilità (3)
- Dimensioni (2)
- Design più minimalista (2)
- Utilizzo di materiali vegani (2)
- Cerniere più resistenti (2)
- Più tech (1)

14) Where do you mainly get your inspiration for shopping?

- Social Media (15)
  - Non specificato (6)
  - Instagram (6)
  - Pinterest (2)
  - TikTok (1)
- Looking around outside (7)
- Online shopping (6)
- Tendenze (2)
- TV/Film (2)
- Centro commerciale (1)

15) Do you share your outfits on social media?





## SURVEY RESULTS

- Sustainability is an important matter mainly from an environmental perspective (41.4%), although other aspects do not go unnoticed.
- Most women, for the same price, prefer to buy from a sustainable brand (82.8%) and are aware of how new sustainable product lines from major corporations are just a greenwashing strategy (89.7%). Despite this, as many as 24.1% of the respondents do not own any sustainable accessories or garments. We can observe how young people, not having many economic resources, prefer to buy from fast-fashion brands for convenience.

The aspects that women pay most attention to when they

- have to buy a handbag or a backpack are:
  - Price
  - Sustainability
  - Practicality
  - Quality
  - Trends

- More than half of the respondents prefer to stay in a price range between 50€ and 100€ (62.1%) and buy a bag or backpack every 2-3 years (58.6%).
- Regarding purchasing preferences, 55.2% of respondents prefer to buy in-store, while 44.8% prefer to buy online. When they opt for an online purchase, 48.3% prefer the phone and 48.3% prefer the computer. As a result, the UX has to be optimized on both devices.



## SUMMARY

### THE BRAND

Ecodream Design promotes a sustainable and ethical fashion. They handcraft all the items from discarded materials, making each product one-of-a-kind. They also cares deeply about animal rights issues and collaborates with various charitable initiatives.

### WEBSITE

The website can definitely be improved in many ways; it is not immediate and induces the user to leave before taking the desired action. Analyzing the competitors, we can see that the site lacks many of the basic e-commerce features, causing a competitive disadvantage.

### TARGET AUDIENCE

Ecodream's target audience consists of women between 22 and 45 years old, passionate about fashion and sustainability, and seeking a quality product that is affordable.

### SURVEY

The survey found that female respondents, despite their interest in sustainability, do not always opt for sustainable products because of the convenience of fast fashion brands. The target audience is definitely tech-savvy, but despite this, half of the respondents prefer to shop directly in boutiques.