

EcoVogue

Vegan Fashion Wear & News



By Teresa Bembury, UX/UI Designer | July 2023

Project overview



Social Cause: EcoVogue Vegan Fashion Web and Mobile Site

The site aims to facilitate an audience desires is to find premium vegan fashion that embodies luxury, elegance, and conscientiousness while bridging social awareness with Vegan News



Project duration: June -July, 2023



Project overview



The problem:

Consumers are now facing the crucial task of aligning their fashion choices with their concern for a healthier planet and more ethical supply chains. Urgent action is required to educate and empower individuals to prioritize sustainable fashion, foster responsible consumption, and support brands that uphold eco-friendly materials, ethical production processes, and fair labor practices.



The goal:

The goal to facilitate the target audience desires is to find premium vegan fashion that embodies luxury, elegance, and conscientiousness while bridging social awareness with Vegan fashion news.

Project overview



My Role:

- UX Designer and Research



Responsibilities:

- Concept to Delivery
- Paper and digital wire framing
- Conducting usability studies
- Conducting interviews
- Low and high-fidelity prototyping
- Accounting for accessibility
- Iterating on designs

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps



User Research: Summary



In my user research, I provided an overview of my project background, goals, research questions, KPIs, and methodology. The project background explained the reasons behind the study, including understanding the user journey and identifying pain points. My goals were to understand why students were using the site and evaluate its ease of use. I developed three research questions focused on the effectiveness of the user flow and visual elements of the site. To measure the user experience, I identified three key performance indicators: user error rate and the balance between search and navigation. To satisfy my research goals and answer the research questions, I conducted a moderated usability study. This methodology allowed me to gain valuable insights and improve the user experience.

User Research: Pain Points

1

Limited Availability

Compared to fast fashion, the range of sustainable fashion choices may be more limited, making it challenging for consumers to find specific styles, sizes, or items they desire

2

Boring Fashion Trends and Styles

Sustainable fashion has historically been associated with more basic or bohemian aesthetics, leaving consumers with specific style preferences feeling limited in their choices.

3

Lack of Awareness

Many consumers may lack awareness or knowledge about sustainable fashion, including which brands are truly sustainable and how to identify eco-friendly materials

4

Transparency and Greenwashing

Determining the authenticity and transparency of brands' sustainability claims can be a challenge, making it harder to trust and support truly sustainable fashion options



Emily Green

Age: 55 years old

Education: B.A. Economics

Hometown: New York

Family: Single

Occupation: Gvmt Lawyer

“I find it overwhelming to navigate through the vast landscape of sustainable fashion brands and determine their credibility.”

Goals

Looking for vegan fashion wear that is free from any animal-derived materials, such as leather, fur, silk, or wool, and instead, opt for synthetic or plant-based alternatives.

Frustrations

Limited availability of sustainable fashion options. Compared to fast fashion, the range of sustainable fashion choices are more limited, making it challenging for Sarah to find specific styles, sizes, or items she desire.

Emily browses websites on her desktop like a scavenger hunt. She is happy to see choices in the universe. Sarah struggles to differentiate between genuinely sustainable fashion brands and those that engage in greenwashing.

She finds it becomes overwhelming and time-consuming to research and verify the sustainability claims of each brand.



Mark Davis

Age: 35 years old

Education: M.A. Science

Hometown: Atlanta, Georgia

Family: Single

Occupation: Environmental
Activist

“I want to support sustainable fashion but struggle to find brands that align with my values and ethics.”

Goals

To find vegan and sustainable fashion wear that is sourced ethically, ensuring that no animal cruelty or exploitation is involved in the production process.

Frustrations

Mark seeks full transparency in the supply chain and production processes of sustainable fashion brands. He faces difficulty finding brands that align with his high ethical standards and values, including fair labor practices and animal cruelty-free products.

Mark travels often and prefers minimalistic and timeless fashion, but many sustainable brands lean towards bohemian or eclectic styles. Finding items to purchase using his mobile phone is often required.

Mark wants simple work wear designs within the sustainable fashion realm is an ideal reality.

User Journey Map

Reviewing Emily's journey helped me identified that a Site that incorporates Vegan fashion wear that can compete with style to high end design brands, as well as be a source updated Vegan Fashion industry is a perfect combination for social consciousness in its category

Persona: Emily Green

Goal: Looking for vegan fashion wear that is free from any animal-derived materials, such as leather, fur, silk, or wool, and instead, opt for synthetic or plant-based alternatives.

ACTION	Expand Your Research	Connect with the Community	Seek out Sustainable and Vegan Marketplaces	Explore Independent Designers	Engage with Existing Brands
TASK LIST	Explore a wide range of sustainable and vegan fashion brands.	Seek out lesser-known brands and emerging designers.	Discover online marketplaces specializing in sustainable and vegan fashion.	Look for independent designers who prioritize sustainable and vegan practices.	Reach out to existing brands to express interest in sustainable and vegan fashion options.
FEELING ADJECTIVE	Inquisitive, determined.	Supportive, connected.	Optimistic, hopeful.	Adventurous, inspired.	Proactive, persuasive.
IMPROVEMENT OPPORTUNITIES	Seek out lesser-known brands and emerging designers.	Collaborate with others to discover new shopping opportunities.	Provide feedback to marketplaces for improvement.	Advocate for more visibility of independent sustainable designers.	Encourage brands to expand their sustainable and vegan offerings.

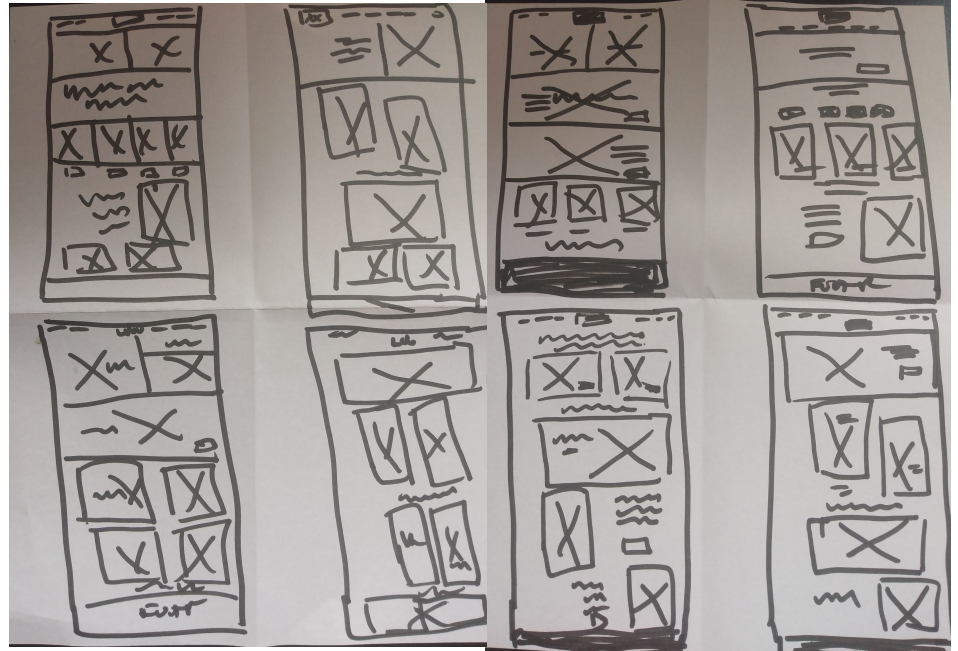
Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies



Paper Wireframes

My initial goal in creating the home page was to visualize what formatting would look like. I knew for sure I wanted bold large dynamic photos on each page.



SiteMap

Home

Vegan
Leathers ▾

Tencel-
Lyocell

Vegan For
Men

Faux
Fur

About Us

Blog/
News

Contact
,

Cactus
Leather

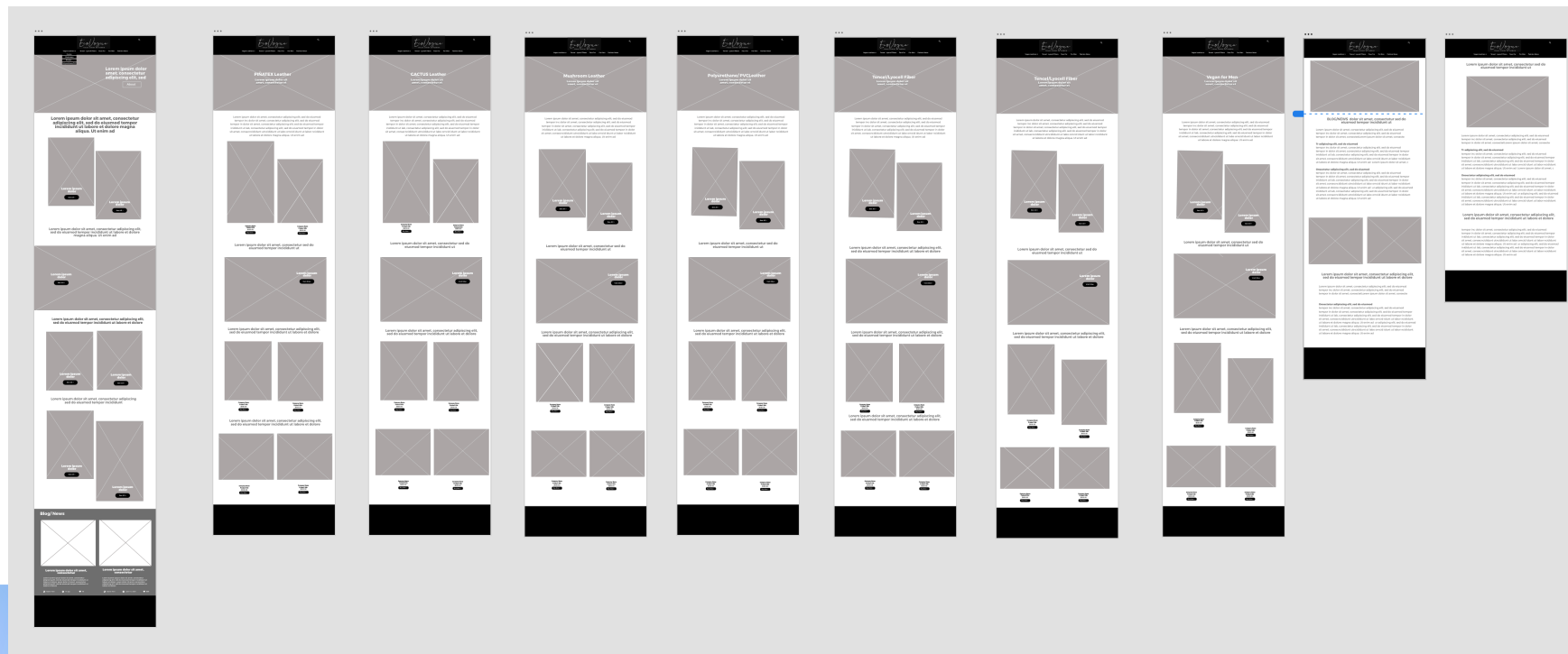
Mushroom
Leather

Pinatez
Leather

Polyurethane
& PVC

Digital Wireframes

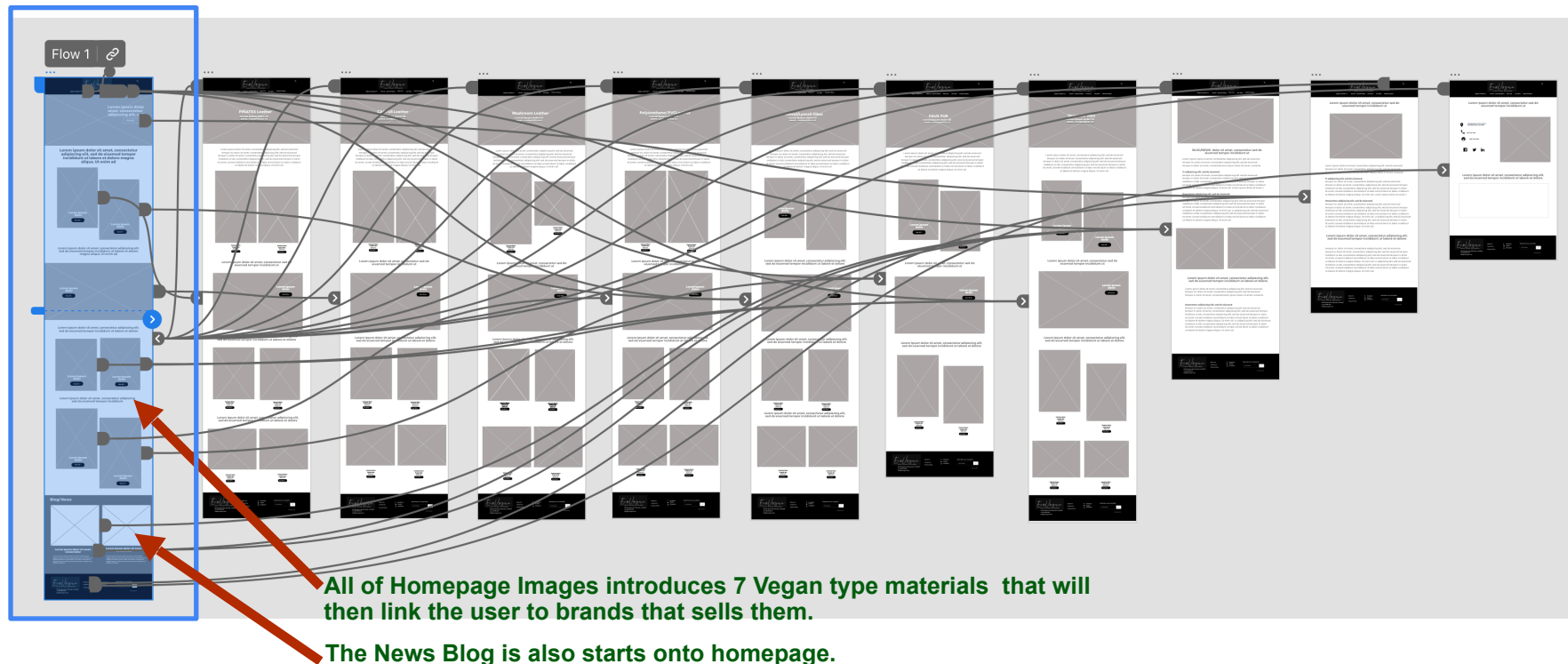
The EcoVogue User flow gives the user a showcase of Social Conscious Vegan categories starting from the home page.



Low-Fidelity Wireframe

The user flow goal is to give a clear path for users to choose Vegan Wear interest types

<https://xd.adobe.com/view/5daa4c6b-ccc4-474c-8654-d00fca083da7-08f9/>



Usability Study Findings

This website introducing audience to different type of Vegan fashion Brands by connecting them directly to their site. The brands will fulfill any purchase interest. EcoVogue acts only as an affiliate while using its Fashion News section to spread awareness for the social cause.

Round 1 findings

- 1 Understanding if the site is an e-commerce site only was not clear
- 2 Search Bar Missing
- 3 Action to Create an Account info can be more obvious

Round 2 findings

- 1 Mentor Page needed a separate Admin Page separated from Profile page
- 2 Next # Page indicator required for pages with multi Mentor Profile by Subject
- 3 More clarity on Mentor Availability needed

Refining the design

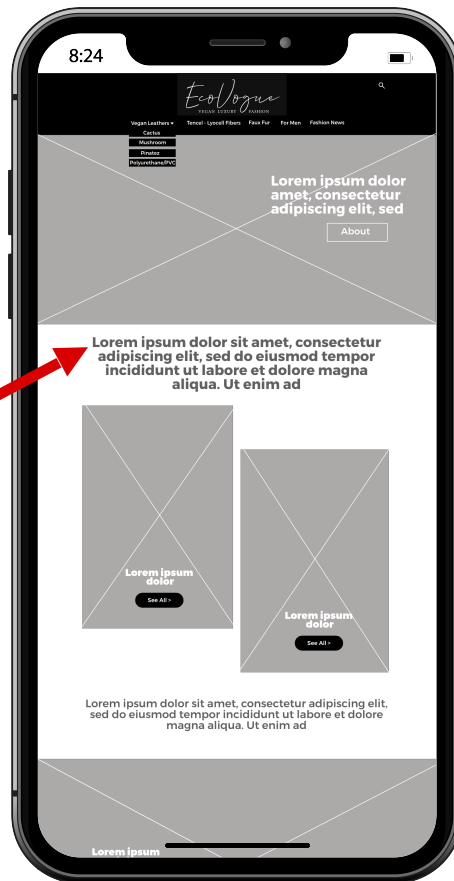
- Mockups
- High-fidelity prototype
- Accessibility



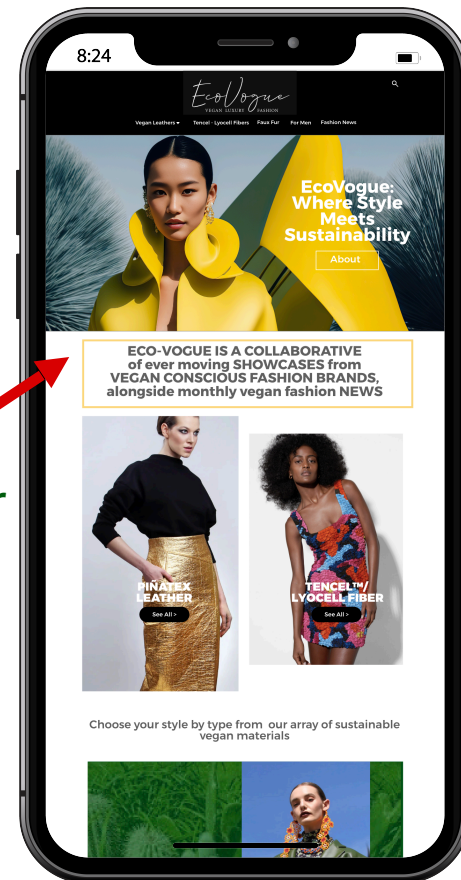
Mockups

It was essential to let the audience know on the HomePage that the site will feature brand names who specializes Vegan wear. With that they are not surprised that the products featured takes them to the brand's site for purchases. The Lorem Ipsum text did not give the clarity

Before



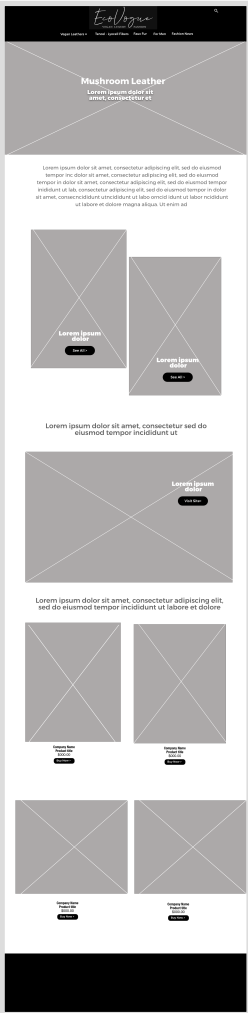
After



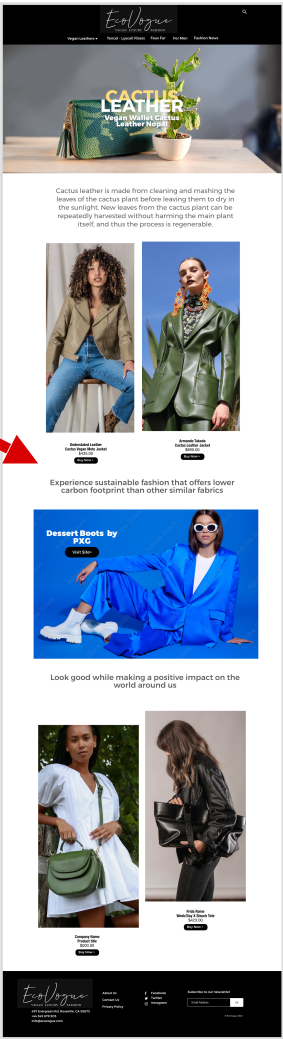
Mockups

Each page has a feature image, where audience can visit the brand's site directly to see all they have to offer and/or buy the product featured

Before



After



User can visit Brand's Site directly to see all they have to offer or buy the product featured

Mockups

- iPhone 14 Pro Max – 1

<https://xd.adobe.com/view/7f078b9b-46da-4738-9eb0-95ae9d5d3983-2a54/>

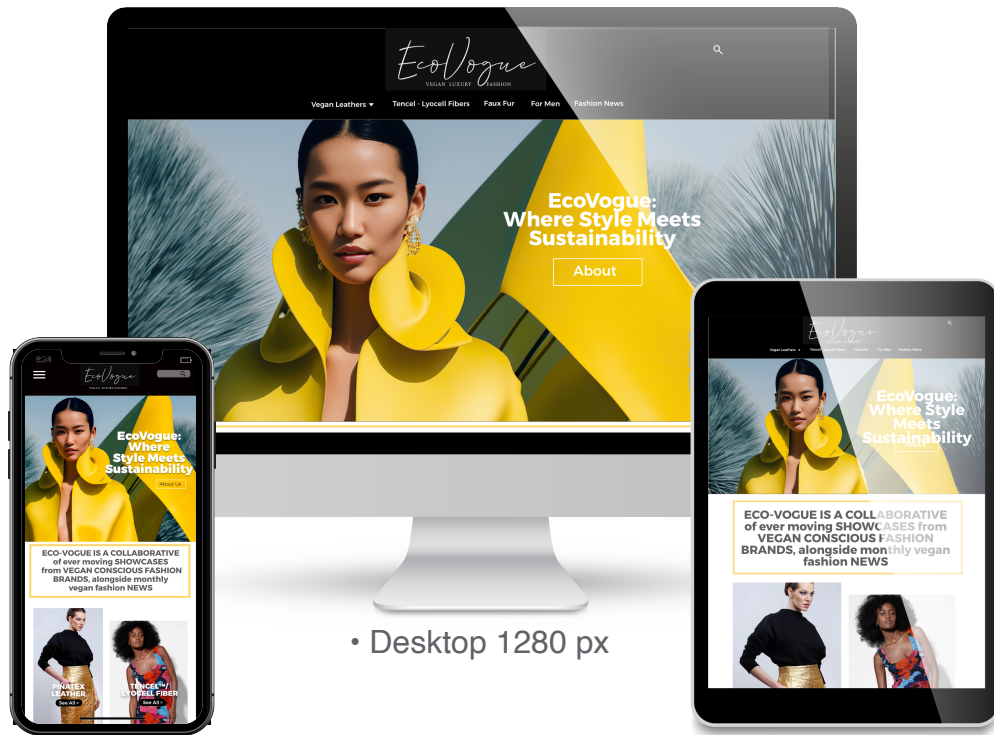
- Desktop 1280 px

<https://xd.adobe.com/view/fbca4d06-12a1-4d79-ba8b-a2046d75109e-ae99/>

Note: All vegan wear product shots are from affiliates.

Clicking on it will take you off the site.

Get the full experience by visiting the prototype link



• Desktop 1280 px

- iPhone 14 Pro Max – 1

Double click over iPhone ProMax .mp4 play button. to view click- through

- iPad Pro 12.9in Tablet

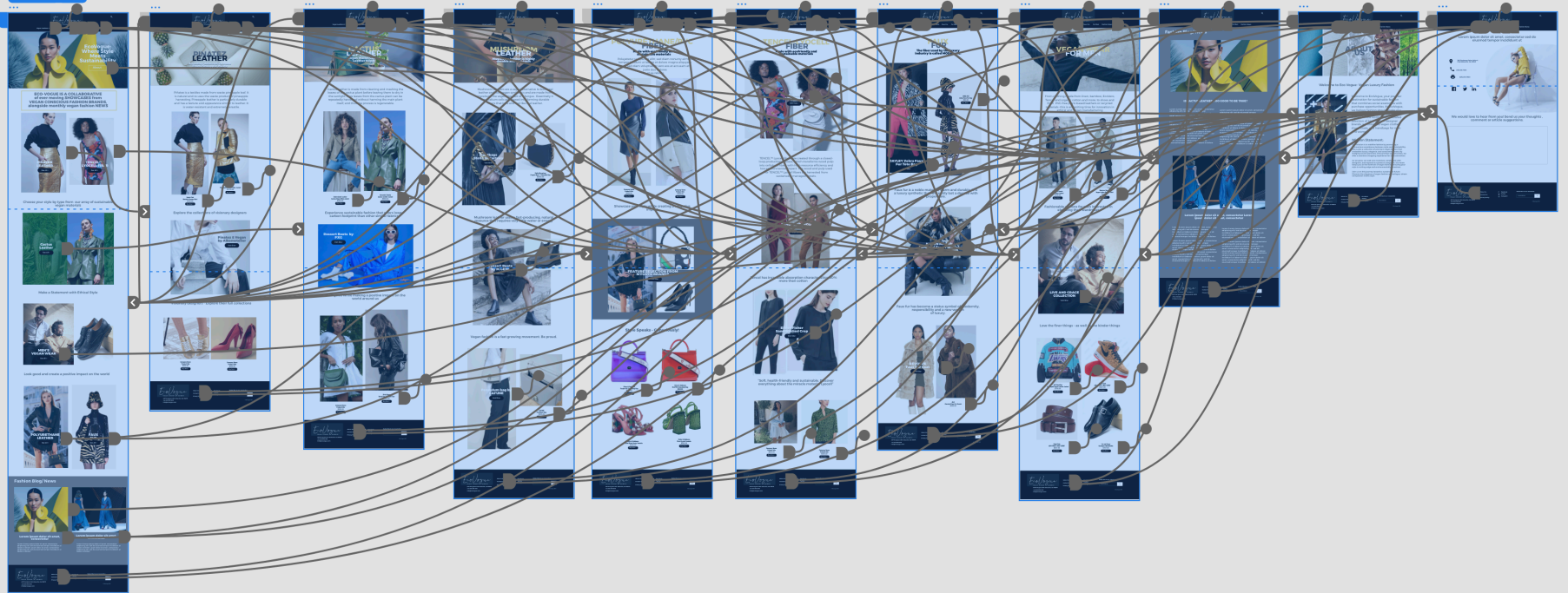
<https://xd.adobe.com/view/286b5365-890c-4f2e-990a-273d327a582c-7d38/?fullscreen>



High-Fidelity Prototype

<https://xd.adobe.com/view/286b5365-890c-4f2e-990a-273d327a582c-7d38/?fullscreen>

Flow 1



Accessibility Considerations

1

Accessibility opportunity shows large images on page to tell the story of vegan leather types

2

Accessibility consideration number two was that I assured no copy content was below font size 18 points.

3

Accessibility consideration number three was that I assure the color contrast was bold against white type as needed.

Going forward

- Takeaways
- Next steps



Takeaways



Impact:

The fashion industry's conventional practices and fast fashion culture have led to significant environmental and social issues, necessitating the need for buying sustainable fashion. The production and disposal of clothing contribute to pollution, water scarcity, and excessive carbon emissions, exacerbating the already dire state of the planet. Additionally, the exploitation of workers in the garment industry and the prevalence of unethical labor practices have created a humanitarian crisis



What I learned:

Consumers, now more than ever, face the challenge of aligning their fashion choices with their desire for a healthier planet and more ethical supply chains. There is an urgent need to educate and empower individuals to prioritize sustainable fashion, promote responsible consumption, and support brands that are committed to eco-friendly materials, ethical production processes, and fair labor practices.

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Next Steps

1

Newer usability test convinced me to expand the user experience by showing more vegan wear options.

2

Create an email notification button that will prompt subscribers of new brands showcases, and news blog

3

Possibly build the site with chat box section for like minded individuals who want to talk to each other.

Let's Connect!



Feel free to reach out to me with questions,
and/or interest in working together

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Thank you!