

WEBSITE REDESIGN

UX/UI CASE STUDY

2025

# ECODREAM



**SUSTAINABLE  
FASHION  
BRAND**

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# Brand

Ecodream is an independent **sustainable fashion brand** specializing in eco-friendly bags, backpacks, and accessories made from reclaimed and recycled materials, such as production scraps, surplus stock, and excess fabrics.

The production is artisan, **vegan**, and entirely **made in Italy**, embracing the principles of sustainable fashion, slow fashion, and ethical fashion.

A key element is **upcycling**, creatively transforming discarded materials into fashion accessories.

The materials used include leather scraps, surplus fabrics, used inner tubes, PVC banners, and Piñatex, a plant-based leather alternative derived from pineapple waste.

OVERVIEW



# Goals

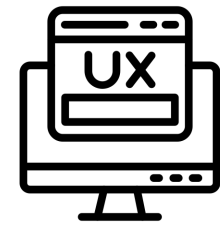
My goal is to **analyze** the website through an in-depth “as is” analysis, using tools such as heuristic evaluation (based on Nielsen’s 10 heuristics), competitor research, target definition, user interviews, and the creation of personas and user journeys.

This process will help **identify** critical points and areas for improvement, aiming to optimize the user experience and make the website more effective, intuitive, and aligned with user needs.

After this phase, I will work on the complete **redesign** of the interface, including wireframing, design system creation, and high-fidelity prototyping.

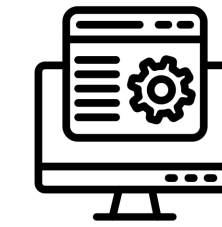
Finally, I will conduct a **usability test** to validate the proposed solutions and assess the effectiveness of the implemented improvements.

# Design Process



## Discovery

Research and analysis to understand users, context, and competitors.



## Wireframing

Creation of low-fidelity layouts to define structure and navigation.



## Prototyping

Development of a high-fidelity interactive prototype for testing.



## User Testing

Evaluation of usability and user experience to identify improvements.

**DISCOVERY**

# Analysis as is

The **heuristic evaluation** of EcoDream highlighted several strengths, such as clear navigation categories, simple language, consistent layout, and high-quality content and images.

However, the main issues can be grouped into:

- **Unclear navigation:** missing breadcrumbs, search bar and key icons (cart, filters, wishlist).
- **Content structure:** excessive scrolling, poorly visible or misleading links and images that don't match user expectations.
- **Checkout & interactions:** lack of back/exit options, unhelpful error messages, absence of FAQs and customer reviews.
- **Branding & consistency:** weak logo compared to competitors and inconsistent terminology across languages/labels.



# Competitors

The selected competitors are all small to medium-sized **Made in Italy companies**, with a particular focus on eco-sustainability.

The purpose of this study is to analyze the pros and cons of other websites in order to assess the **strengths** and **weaknesses** of Ecodream Design.

	eco dream	NI-DO	EUTERPE	WOO	TOB
Responsive design	✓	✓	✓	✓	✓
Login/registrazione	✓	✗	✓	✓	✓
Altre lingue	✓	✗	✓	✓	✗
Barra di ricerca	✗	✗	✓	✓	✓
Icona carrello visibile	✗	✓	✓	✓	✓
About	✓	✓	✓	✓	✓
Wishlist	✗	✗	✗	✓	✗
Articoli simili/conigliati	✗	✗	✗	✓	✓
Bestseller	✗	✗	✓	✓	✓

## Insight:

The competitor analysis highlighted that WOO and EUTERPE provide the most complete set of features.

**EcoDream** stands out for its multilingual website, competitive prices, and detailed product descriptions, but shows some weaknesses: the lack of a search bar, filters, and dedicated sections for new arrivals or best sellers, as well as no customer reviews and a cart icon that is not always visible.

# Target & Survey

The brand mainly targets **women (65%)** aged 25–55, also includes men thanks to gender-neutral products.

**A survey** (43 participants, Google Forms) confirmed these insights: users value eco-sustainable products, with a focus on **recycled materials (60%), environmental respect (53%),** and **material quality (77%).**

They are willing to spend **€50–150 for Made in Italy** items and prefer shopping via smartphone. The main pain points are lack of reviews, high shipping costs, and long delivery times, while for UX they consider search bars, filters, and reviews essential.



# PERSONAS & JOURNEY MAP



# MARTINA

28 | Milan | Graphic Designer freelance

## BIO

Martina is a freelance graphic designer who works mainly from home or coworking spaces. Passionate about minimalist design and sustainability, she tries to live consciously, making **eco-friendly choices** in every aspect of her life, from fashion and accessories to food.

She loves to travel, both for work and leisure, and is always looking for functional, stylish, and environmentally responsible products. She is very active on social media, where she shares ideas on design, sustainable living and eco-friendly products.

## FRUSTRATIONS

Often disappointed by brands engaging in **greenwashing** and by the lack of practical, spacious eco-friendly bags suitable for carrying her laptop and design tools.

## GOALS & NEEDS

She wants a backpack that is both **functional** and **elegant**, suitable for business meetings and weekend trips; she values durability, quality, and sustainability and is willing to invest more to get them.

## SOCIAL



## DEVICE





# MARCO

35 | Rome | Environmental engineer

## BIO

Marco is an environmental engineer working for a multinational energy company, specializing in sustainability and ecological transition projects. Based in Rome, he frequently travels across Europe for conferences and business meetings.

**Passionate about nature** and sustainable living, he prefers investing in **high-quality products** with a reduced environmental impact. On his trips, he needs a backpack that is functional, spacious, yet professional and stylish. In his free time, he enjoys exploring new cities.

## FRUSTRATIONS

Struggles to find backpacks that are both professional-looking and practical; disappointed by the **poor durability** of some eco-friendly products that wear out quickly.

## GOALS & NEEDS

Wants a long-lasting backpack with good internal organization for carrying his laptop and essentials. He looks for **eco-friendly materials** and brands that demonstrate transparency and real environmental commitment.

## SOCIAL



## DEVICE





# GIULIA

23 | Florence | Design & Communication Student (blind)

## BIO

Giulia is a 24-year-old university student enrolled in a Design and Communication program. She divides her time between classes, creative projects, studying at the library, and extracurricular activities. **Passionate about sustainable fashion**, she closely follows eco-design trends, relying on podcasts, audio reviews, and friends' recommendations to stay updated.

Despite her limited student budget, she is willing to **invest in a quality bag**: functional, spacious enough for her laptop and books, stylish, and eco-friendly. Giulia has been **blind** since birth and uses accessibility tools such as screen readers, voice commands, and braille keyboards to navigate and interact with online content.

## FRUSTRATIONS

Bags that are not durable and wear out quickly; difficulty finding models that **combine style with practicality**; inaccessible websites lacking alt text for images, proper labels for buttons, or well-structured navigation.

## GOALS & NEEDS

She looks for a **durable, spacious, and fashionable** bag suitable for both university and social occasions. She needs accessible websites with clearly labeled buttons and links, detailed product descriptions (covering design, materials, and features), and a simplified, well-structured navigation flow.

### SOCIAL



### DEVICE





# MARTINA

## Journey Map

### SCENARIO

While searching online for eco-friendly backpacks, Martina comes across the Ecodream website, which seems to match all her needs.

### GOALS AND EXPECTATIONS

To buy an eco-sustainable backpack that is stylish yet practical, suitable for both short trips and work, with enough space for her laptop and design tools.

#### DISCOVERY

Intrigued by the brand's values, she decides to explore further to see if there is a product for her.

#### NAVIGATION

1. From the homepage, she clicks on *About* to learn more about the brand's story. She is impressed by the amount of information but also feels overwhelmed by the excessive text.
2. She then browses the *Models* section, where she finds the HYBRID category, which seems perfect, but struggles to add it to the cart.
3. Returning to the *Homepage*, she tries the *Shop* section and finally finds what she likes.

#### SELECTION

She easily adds the product to the cart.

#### PURCHASE

She is pleasantly surprised to discover that registration is not required, allowing her to complete the checkout more quickly.

Activities

Thoughts and emotions

Touch point

"Wow! This looks like a Made in Italy brand that fits me perfectly, I'd love to know more."

- Web
- Homepage

"There's so much information... I feel a bit confused."

- Home
- About
- Modelli > hybrid
- Shop

"The Hybrid model is great! But how do I add it to the cart?"

"Perfect, I've found the right color in the Shop, I'm adding it to the cart!"

- CTA add to the cart

"Amazing, I don't even need to register!"

- Check-out

## Pain Point & Opportunities

- Improve the About section by shortening the text, enhancing readability, and restructuring content.
- Create a single Shop section that contains all the product models.
- Add a permanent header with the cart icon visible across all pages.



# MARCO

## Journey Map

### SCENARIO

During a business trip, Marco notices some Made in Italy backpacks in a shop window that catch his attention. Once back home, he decides to search for them online.

### GOALS AND EXPECTATIONS

He wants to buy a work backpack that is functional, spacious, but also elegant and professional.

#### DISCOVERY

From the homepage, he registers via *My Account* and logs in.

#### NAVIGATION

1. He tries to use a search bar to find the product directly, but it's missing.
2. He then moves to the Shop section, where he selects the UB category and finds a model he likes.
3. Before purchasing, he wants to check some reviews but cannot find any.

#### SELECTION

Despite this, he trusts his first impression of the brand and adds the product to the cart.

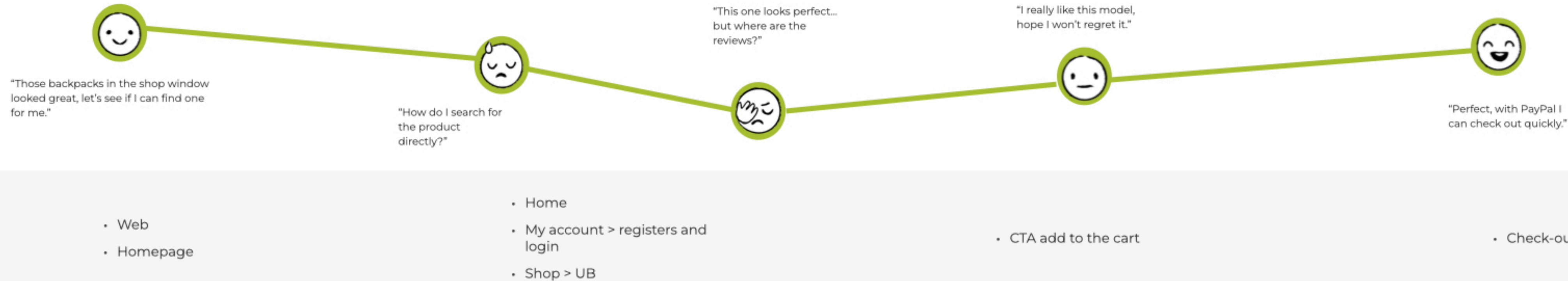
#### PURCHASE

He fills in his details and quickly completes the order by paying with PayPal.

Activities

Thoughts and emotions

Touch point



## Pain Point & Opportunities

- Add a search bar with icon for direct product search.
- Introduce a Reviews section.
- Add breadcrumbs across all pages to improve navigation.



# GIULIA

## Journey Map

### SCENARIO

At university, Giulia hears about the brand Ecodream from a friend. Curious to know more, she searches for it online. Being blind since birth, she uses a screen reader and needs a website that is clearly structured and accessible.

### GOALS AND EXPECTATIONS

She wants to buy a spacious, durable, and stylish bag suitable for both university and social occasions. The product must be sustainable and preferably vegan.

#### DISCOVERY

She accesses the website via a web search and opens the menu.

#### NAVIGATION

1. She visits the *About* section but immediately faces issues: overly long texts, no structured headings (e.g., H1, H2), and unclear links.
2. In the *Shop* section, product pages are not accessible: images lack alt-text and information is poorly organized.

#### SELECTION

Frustrated by the absence of wishlist and accessible filters, and by the difficulty in comparing products.

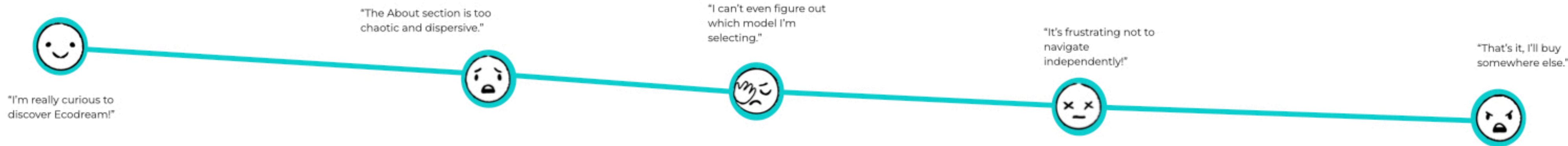
#### PURCHASE

Giulia gives up and decides to buy from another brand that ensures better accessibility.

Activities

Thoughts and emotions

Touch point



- Instagram
- Homepage

- Home
- About
- Shop

## Pain Point & Opportunities

- Review and optimize HTML code for accessibility.
- Modernize the design while following WCAG guidelines.
- Add a wishlist and search filters compatible with screen readers.

# Opportunities

The analysis revealed several opportunities to enhance both the **structure** and **user experience** of the website.

First, the homepage should be reorganized, keeping only relevant information and giving more prominence to products.

The content hierarchy and visual consistency should be improved to create a **more intuitive and modern browsing experience**.

The About section needs lighter text, clearer structure, and highlighted links.

From a **functional** and **accessibility** perspective, it's important to:

- Merge “Shop” and “Models” sections for a smoother navigation flow.
- Add a search bar, breadcrumb, and recognizable icons.
- Keep the header and cart icon always visible.
- Introduce reviews, wishlist, filters, FAQ, and new products.
- Improve contrast, focus indicators, alt texts, and ARIA labels to ensure a fully accessible experience.

# NEW JOURNEY MAP



# MARTINA

## Journey Map

### SCENARIO

While searching online for eco-friendly backpacks, Martina comes across the Ecodream website, which seems to match all her needs.

### GOALS AND EXPECTATIONS

To buy an eco-sustainable backpack that is stylish yet practical, suitable for both short trips and work, with enough space for her laptop and design tools.

#### DISCOVERY

Intrigued by the brand's features, Martina decides to explore further to see if there's a product that suits her needs.

#### NAVIGATION

1. From the homepage, she clicks on About to learn more about the brand's story and origins. She's impressed by its qualities and deeply appreciates its values.
2. Next, she visits the Shop section, where she finds several models including the Hybrid line, that seem perfect for her.

#### SELECTION

Thanks to the clear content layout, she quickly identifies her favorite model and easily adds it to the cart.

#### PURCHASE

To her surprise, she discovers that registration isn't required, allowing her to complete the checkout process quickly and effortlessly.

Activities

Thoughts and emotions

"Wow! It really seems like a Made in Italy brand that fits me perfectly, I'd love to know more!"



"This brand truly shares my values!"



"The HYBRID model looks amazing. I think it's just what I need."



"Finally found the perfect color in the Shop, adding it to my cart!"



"Awesome, I don't even need to register!"



Touch point

- Web
- Homepage

- Home
- About
- Modelli > hybrid
- Shop

- CTA add to the cart

- Check-out



# MARCO

## Journey Map

### SCENARIO

During a business trip, Marco notices some Made in Italy backpacks in a shop window that catch his attention. Once back home, he decides to search for them online.

### GOALS AND EXPECTATIONS

He wants to buy a work backpack that is functional, spacious, but also elegant and professional.

#### DISCOVERY

Intrigued by the backpacks he saw in the store window, Marco decides to search online to see if he can find the perfect one for him.

#### NAVIGATION

1. From the homepage, he goes to the Account section, marked by the person icon, where he registers and logs in quickly.
2. Back on the homepage, he uses the search bar to instantly find all available backpack options, including the UB category, which he particularly likes.

#### SELECTION

After choosing his favorite model, he checks the reviews, which are very positive and feels confident about his purchase.

#### PURCHASE

He adds the product to the cart, enters his details, and completes the payment through PayPal, finalizing the order quickly and securely.

Activities

Thoughts and emotions

Touch point

"The backpacks looked great in the store window, let's see if I can find one for me."

"It was super easy to find all the products!"

"Wow, the reviews are really positive!"

"I really like this model. I'll take it!"

"With PayPal, I can finish my order in no time."

- Web
- Homepage

- Home
- Il mio account > iscrizione e login
- Shop > UB

- CTA add to the cart

- Check-out



# GIULIA

## Journey Map

### SCENARIO

At university, Giulia hears about the brand Ecodream from a friend. Curious to know more, she searches for it online. Being blind since birth, she uses a screen reader and needs a website that is clearly structured and accessible.

### GOALS AND EXPECTATIONS

She wants to buy a spacious, durable, and stylish bag suitable for both university and social occasions. The product must be sustainable and preferably vegan.

#### DISCOVERY

#### NAVIGATION

#### SELECTION

#### PURCHASE

Activities

Giulia accesses the website through a web search and, after opening the menu, navigates to the *About* section to learn more about the brand.

1. Using her screen reader, she easily browses the content thanks to a clear structure with well-defined headings and concise texts highlighting key information. Links include alternative descriptions that help her immediately understand their destination.
2. In the Shop section, she finds fully accessible product pages: each image has detailed descriptions, and the information is clearly and intuitively organized.

She quickly finds the perfect bag for her and adds it to the cart.

She completes the purchase by paying with her credit card.

Thoughts and emotions



"I'm really curious to learn more about Ecodream!"



"I love how clear the content is!"



"I can't decide, the descriptions make them all sound beautiful."



"This bag seems perfect!"



"Wow! It was so easy to navigate this site. I'll definitely shop here again!"

Touch point

- Instagram
- Homepage

- Home
- About
- Shop

- CTA add to the cart

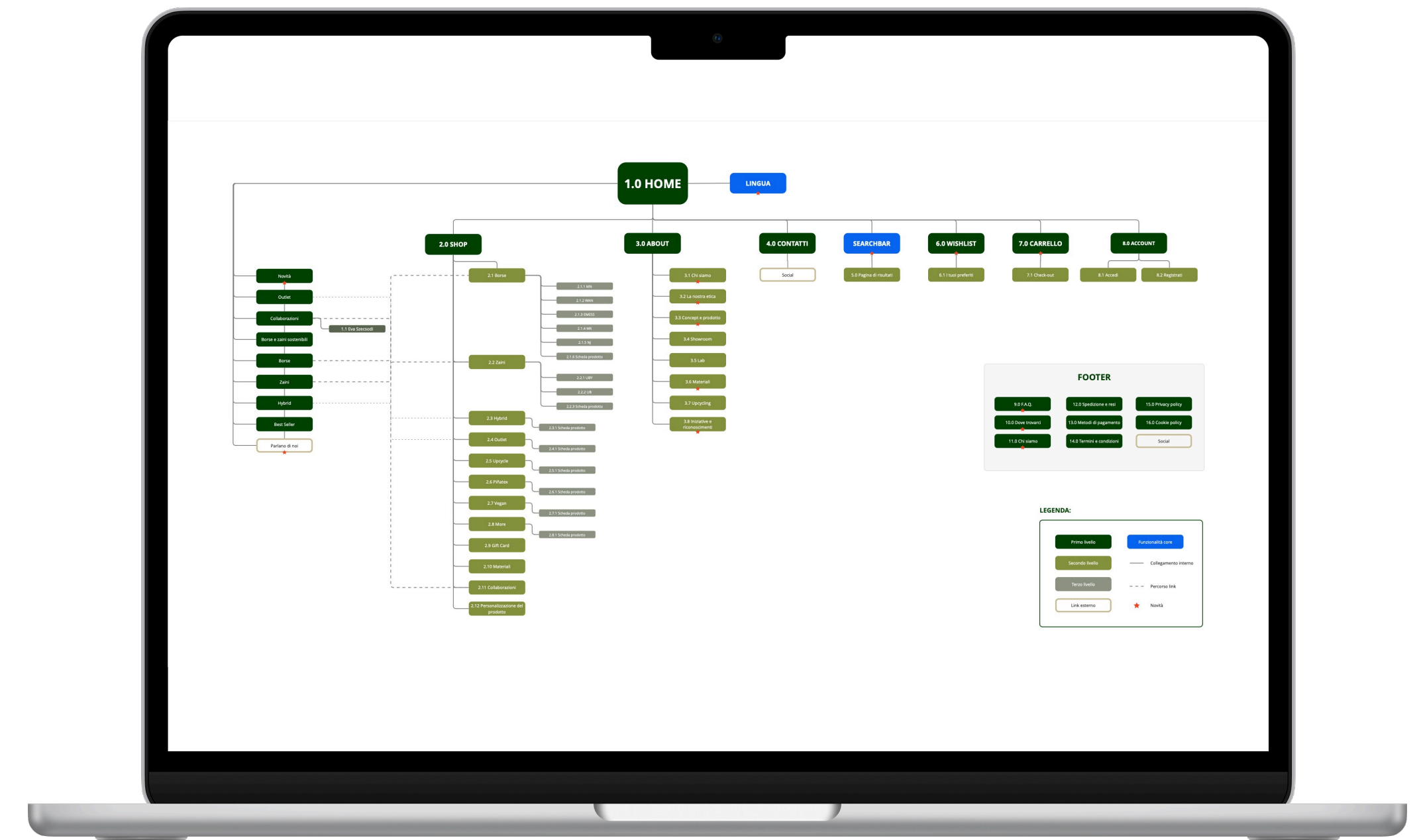
- Check-out

# SITEMAP

# Sitemap



# NEW Sitemap



**ACCESSIBILITY**

# HOMEPAGE

✗ The logo has no alternative text.

✓ Add an alt attribute to the logo image, briefly describing its content

✗ The search bar is missing.

✓ Implement a search bar with a visible and accessible label.

✗ The menu placed in the center is unusual and may be inconvenient for users with motor impairments.

✓ Redesign the menu layout, positioning it in a standard location (e.g., top left or right).

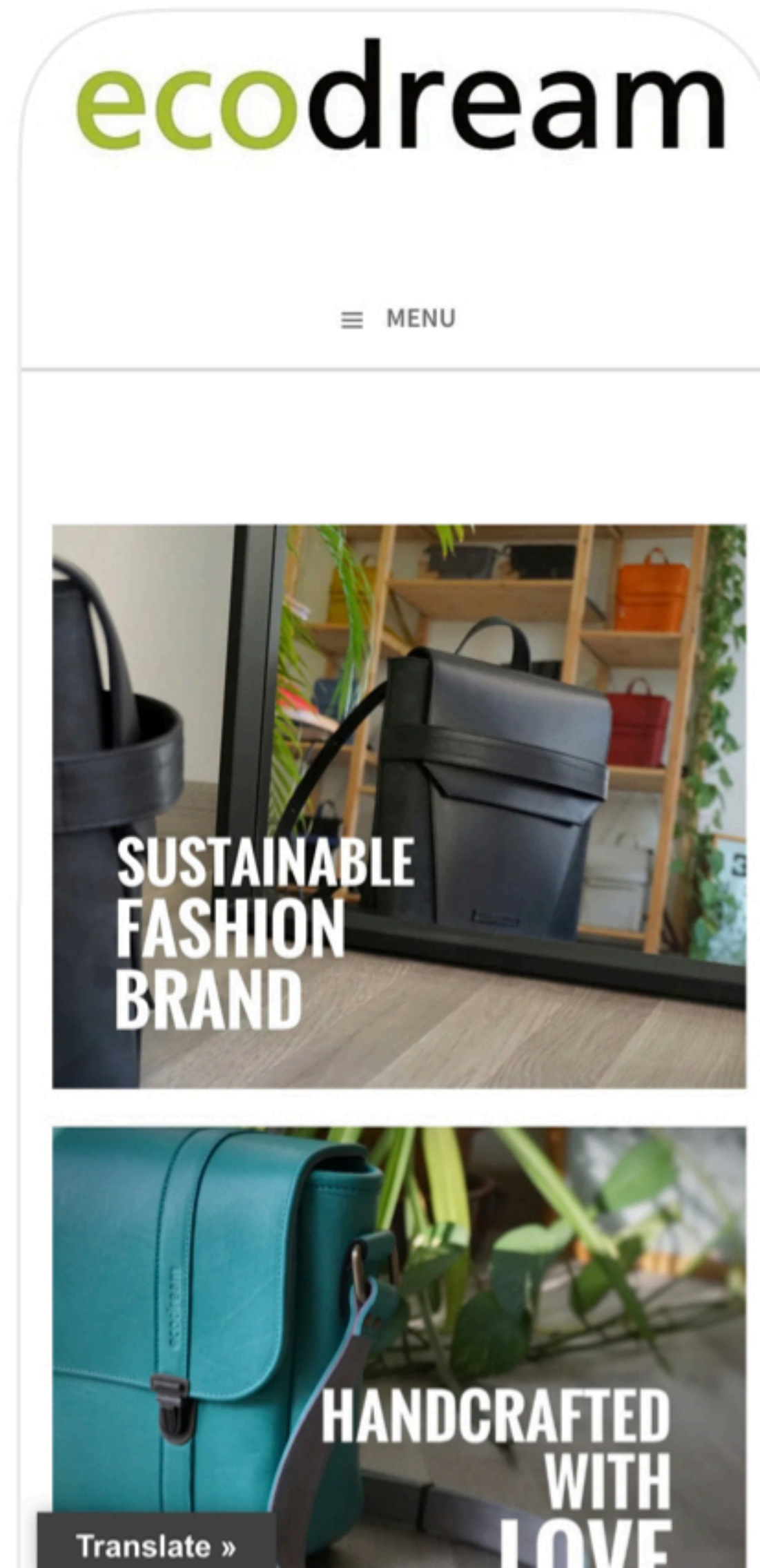
✗ The cart icon is missing.

✓ Add a cart icon with a text label or an aria-label attribute.

✗ Images with titles such as "Sustainable fashion" or "Made in Italy" may mislead users into thinking they are informative sections, when in fact they all link to the shop.

✓ Add a descriptive text or an icon next to the titles to clearly indicate that they link to the shop.

## ACCESSIBILITY



## BORSE & ZAINI SOSTENIBILI

**ecodream** è un brand indipendente di moda sostenibile, specializzato in borse, zaini ed accessori *eco-friendly*. I nostri prodotti sono realizzati con varie tipologie di materiali di recupero e/o riciclati, principalmente scarti di produzione, rimanenze di magazzino ed eccedenze. Tutti i prodotti sono *eco-sostenibili*. Le proposte includono prodotti *vegan* ed *upcycling*. La produzione è artigianale ed è totalmente *Made in Italy*.

SCOPRI DI PIÙ



✗ The text has low contrast.

✓ Improve text-to-background color contrast, meeting the minimum 4.5:1 ratio.

✗ Images have no alternative text.

✓ Add a descriptive alt attribute to all images.

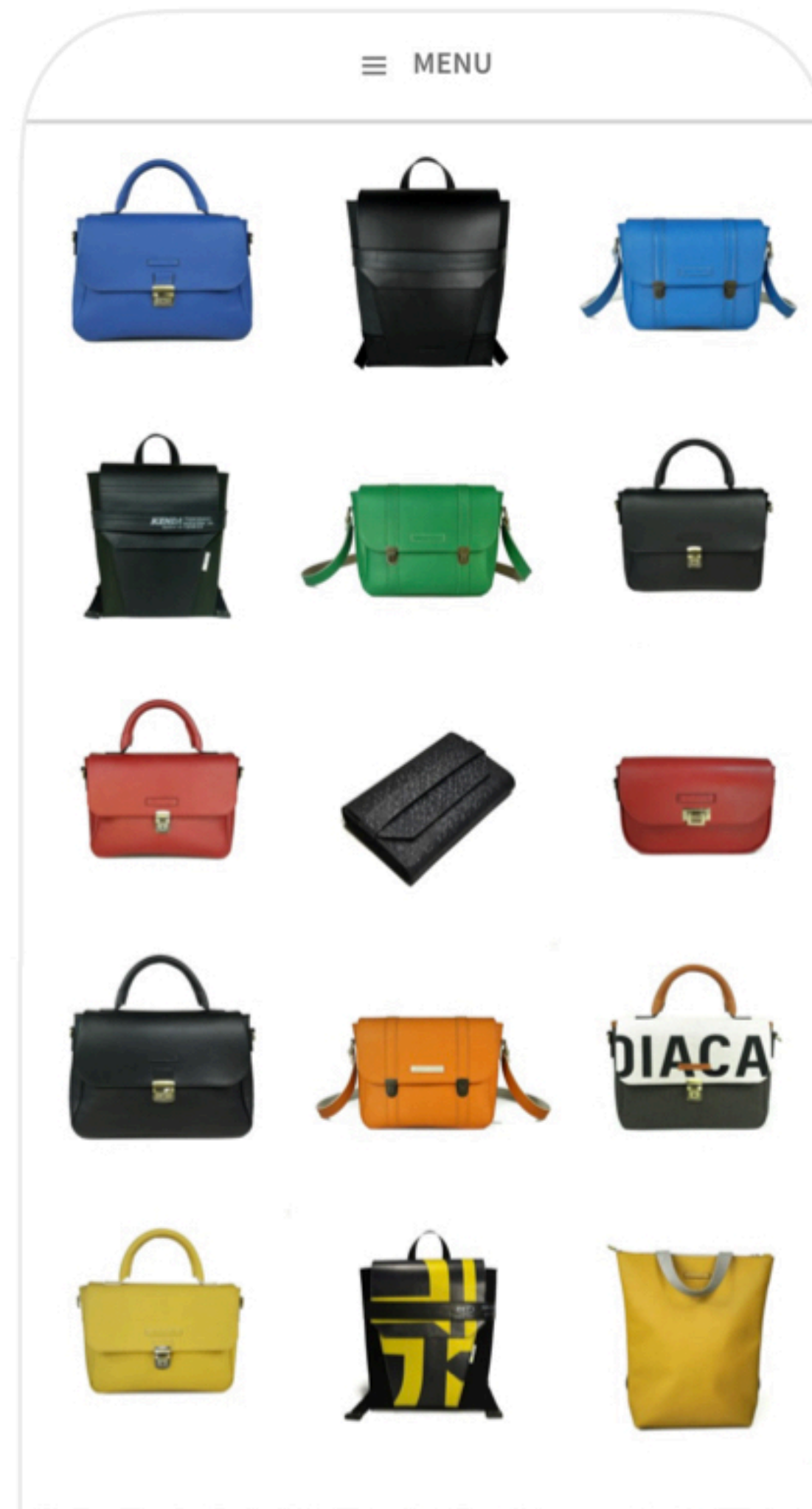
# HOMEPAGE

✗ The difference between static images and those linking to other pages is unclear.

✓ Highlight clickable images with a border or icon, and add an aria-label explaining the action.

✗ The focus indicator is barely visible.

✓ Customize the CSS style of the focus indicator to make it more noticeable.



✗ Use of overly technical terminology.

✓ Simplify the language and use terms that are easy for everyone to understand, avoiding technical jargon.

# ABOUT

✗ Missing hierarchical titles: H1 tags are not properly followed by H2 and H3.

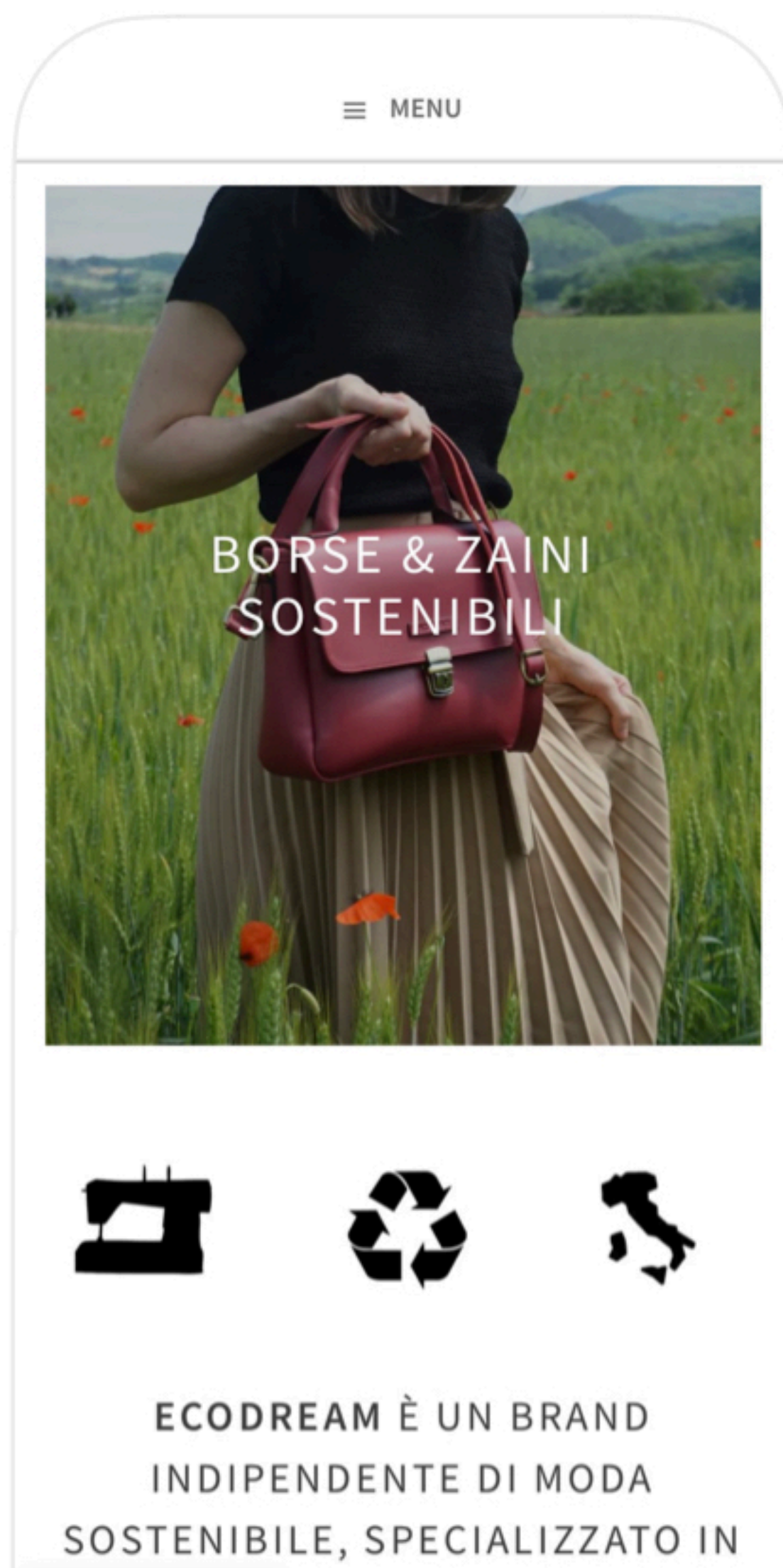
✓ Organize headings following a logical hierarchy (H1 > H2 > H3) to improve screen reader navigation.

✗ Missing table of contents.

✓ Create a summary or table of contents with internal links to different page sections.

✗ Images lack alternative text.

✓ Add descriptive alternative text to all images.



≡ MENU

## L'APPROCCIO SOSTENIBILE NEL NOSTRO MODELLO D'IMPRESA

L'industria della moda è uno dei settori economici più impattanti sotto il profilo ambientale. La produzione delle materie prime necessarie alla *fashion industry* genera il consumo di un volume importantissimo di risorse del pianeta e il rilascio nell'ambiente di ingenti quantità di sostanze tossiche e dannose. Negli ultimi anni si è assistito ad un modello di consumo sempre più orientato alla *fast fashion*. I prodotti moda sono sempre più visti come un bene usa e getta, andando a generare ogni anno una quantità smisurata di rifiuti. A questo si aggiunge una rilevante quantità di materiale che le aziende della moda, e non, scartano. Materiali che potrebbero essere ancora immessi nel ciclo produttivo, ma che le aziende, per tutta una serie di ragioni, preferiscono scartare.

Il nostro brand nasce dalla volontà di avere un modello diverso rispetto a quello che ha caratterizzato il mondo della moda negli ultimi decenni.

Nel nostro operato interiorizziamo i valori della

✗ Headings are not recognized by the focus indicator.

✓ Make headings focusable by the focus indicator.

✗ Texts are too long with few bold keywords.

✓ Break long paragraphs into shorter sections and use bold to highlight key information.

✗ Links are not visually distinct from regular text.

✓ Apply a specific CSS style for links, such as a different color and underline.

✗ Link destinations are not specified.

✓ Use descriptive link text and add ARIA labels.

# SHOP

✗ Terms, conditions, and payment methods are positioned at the top, which is unusual and may confuse users.

✓ Move these elements to the footer.

✗ Text contrast is too low.

✓ Improve text contrast for better readability.

✗ Links are not clearly highlighted and may blend in with body text.

✓ Use a distinct CSS style for links, such as color differentiation and underlining.



✗ The focus indicator does not correctly highlight elements.

✓ Adjust the CSS style of the focus indicator to make it more visible.

✗ Product category options are not highlighted by the focus indicator.

✓ Ensure all product categories are focusable.

✗ Missing alternative descriptions for product category cover images.

✓ Add alternative text for all category images.

# PRODUCT PAGE

✗ The title "UBY" does not clearly describe the product.

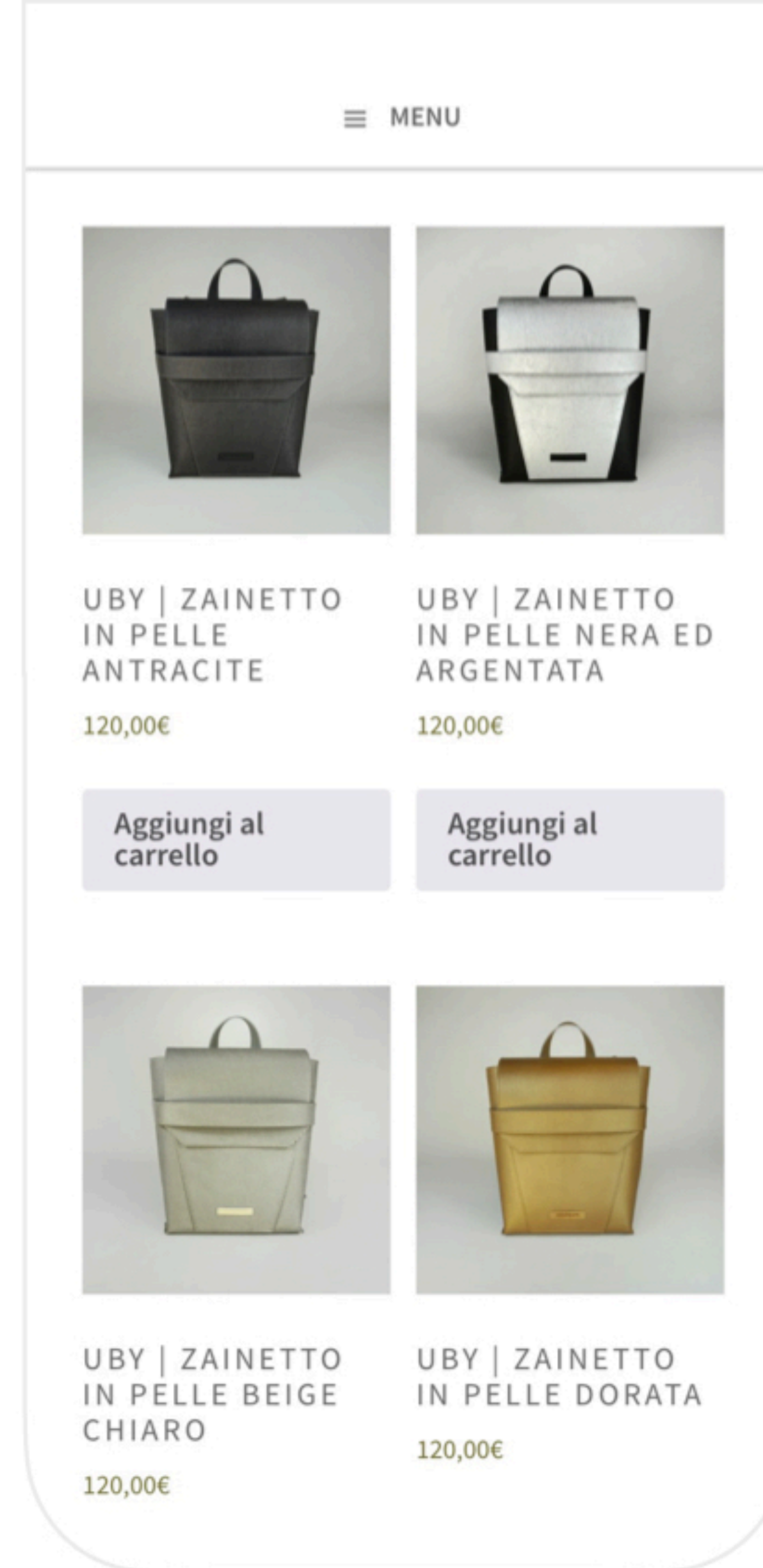
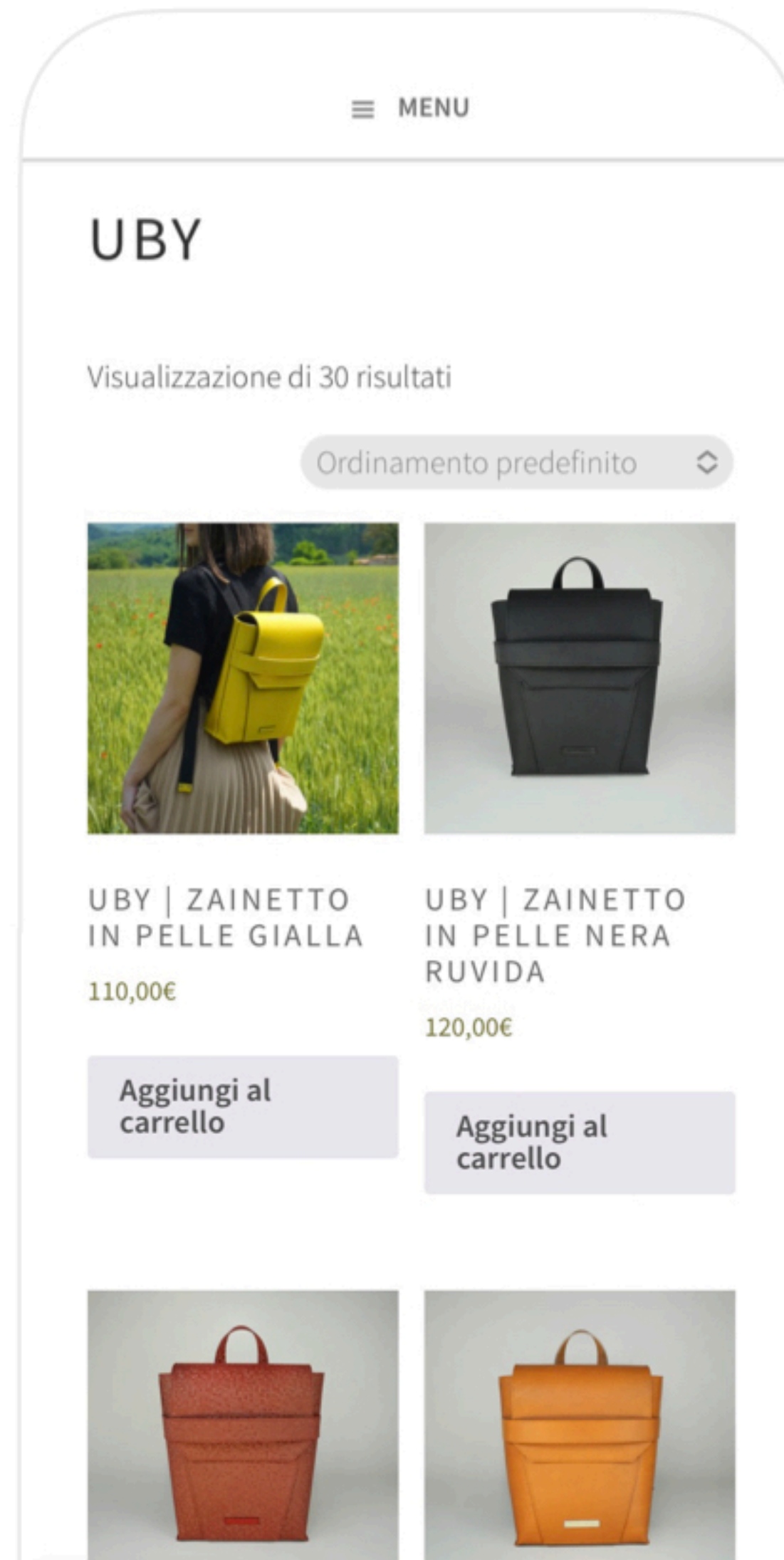
✓ Use clear, descriptive language, avoiding overly generic terms or unexplained acronyms.

✗ Missing filters to help users refine their search.

✓ Implement search filters.

✗ Missing breadcrumb navigation.

✓ Add a breadcrumb trail.



✗ Product titles and prices have low contrast.

✓ Improve the contrast between titles and prices.

✗ Product types are not correctly highlighted by the focus indicator.

✓ Adjust CSS for a clearer visual focus.

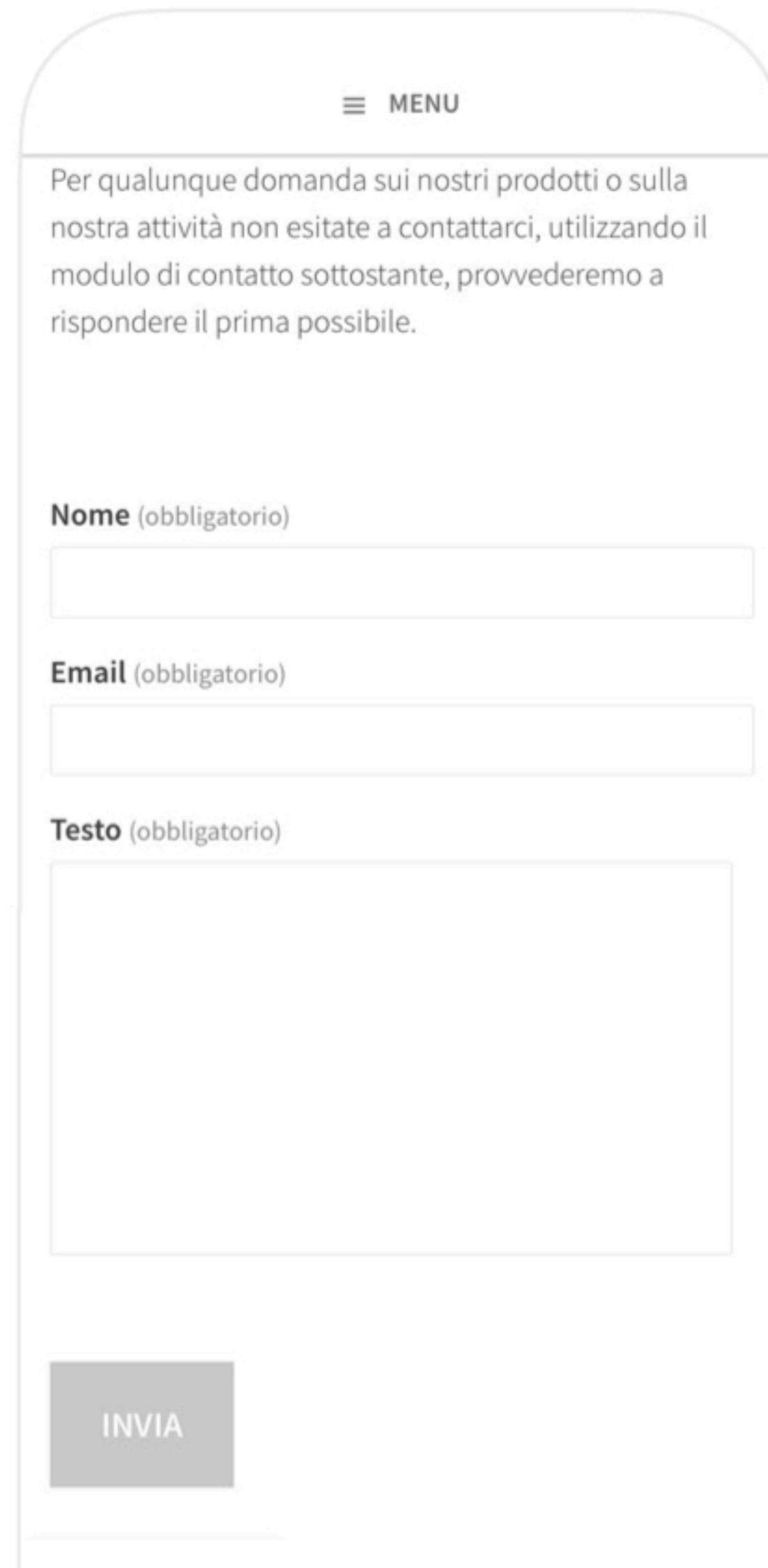
# CONTACTS

✗ Texts have insufficient contrast.

✓ Improve text contrast.

✗ The “Send” button doesn’t light up on hover or get highlighted by focus, causing confusion.

✓ Enhance the visual feedback of the “Send” button.



☰ MENU

Per qualunque domanda sui nostri prodotti o sulla nostra attività non esitate a contattarci, utilizzando il modulo di contatto sottostante, provvederemo a rispondere il prima possibile.

**Nome** (obbligatorio)

**Email** (obbligatorio)

**Testo** (obbligatorio)

INVIA



☰ MENU

Seguiteci sui nostri profili social per approfondire il progetto, scoprire i modelli, le novità e le iniziative.

Potete contattarci anche tramite messaggio **WhatsApp**, cliccando sull'icona sottostante (*dal Lunedì al Venerdì, dalle ore 10 alle 18*).

*Si prega di usare solo messaggistica WhatsApp, non verrà risposto a chiamate, videochiamate o SMS. [Il servizio è riservato ai consumatori finali.](#)*

 **Chat su WhatsApp**

✗ The focus indicator does not highlight buttons such as Instagram, Facebook, or WhatsApp chat.

✓ Modify the CSS focus indicator style to make them more visible.

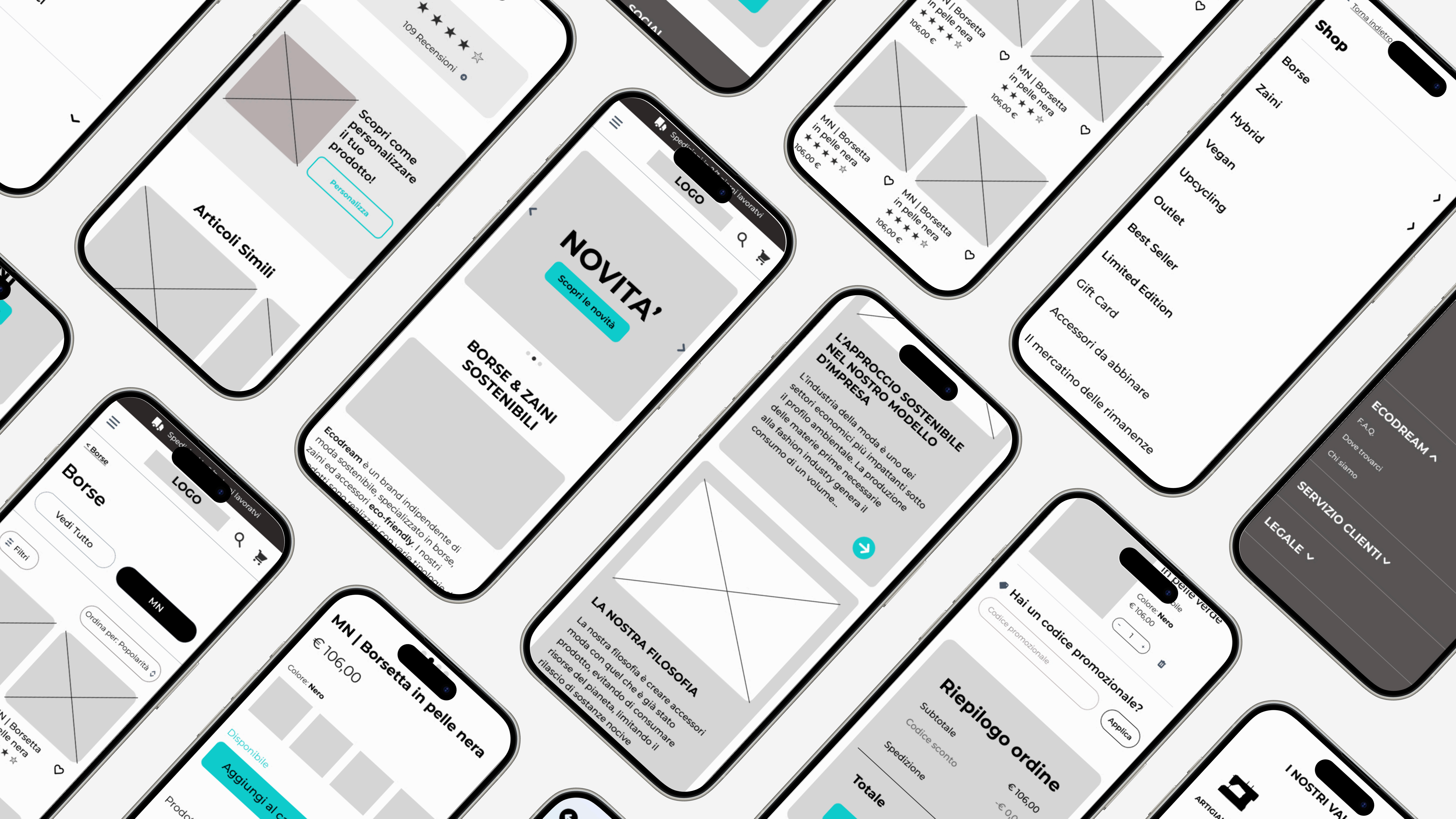
✗ Some ARIA labels are missing for buttons and links.

✓ Add ARIA labels where missing.

✗ Links are hard to notice because they look too similar to the text.

✓ Use a distinct CSS style for links, such as a different color and underline.

# WIREFRAMING



109 Recensioni

Scopri come personalizzare il tuo prodotto!

Personalizza

Articoli Simili

LOGO

NOVITA'

Scopri le novità

BORSE & ZAINI SOSTENIBILI

Ecodream è un brand indipendente di moda sostenibile, specializzato in borse, zaini ed accessori eco-friendly. I nostri prodotti sono realizzati con varie tipologie...

MN | Borsetta in pelle nera  
★★★★★  
106,00 €

MN | Borsetta in pelle nera  
★★★★★  
106,00 €

MN | Borsetta in pelle nera  
★★★★★  
106,00 €

MN | Borsetta in pelle nera  
★★★★★  
106,00 €

Shop

Borse

Zaini

Hybrid

Vegan

Upcycling

Outlet

Best Seller

Limited Edition

Gift Card

Accessori da abbinare

Il mercatino delle rimanenze

ECODREAM

F.A.Q.  
Dove trovarci  
Chi siamo

SERVIZIO CLIENTI

LEGALE

L'APPROCCIO SOSTENIBILE NEL NOSTRO MODELLO D'IMPRESA

L'industria della moda è uno dei settori economici più impattanti sotto il profilo ambientale. La produzione delle materie prime necessarie alla fashion industry genera il consumo di un volume...

LA NOSTRA FILOSOFIA

La nostra filosofia è creare accessori moda con quel che è già stato prodotto, evitando di consumare risorse del pianeta, limitando il rilascio di sostanze nocive

Hai un codice promozionale?

Codice promozionale

Applica

Riepilogo ordine

Subtotale

Codice sconto

Spedizione

Totale

€106,00

-€0,00

MN | Borsetta in pelle nera  
€106,00

Colore: Nero

Disponibile

Aggiungi al carrello

Borse

Vedi Tutto

Filtri

MN

Ordina per: Popolarità

I NOSTRI VALORI

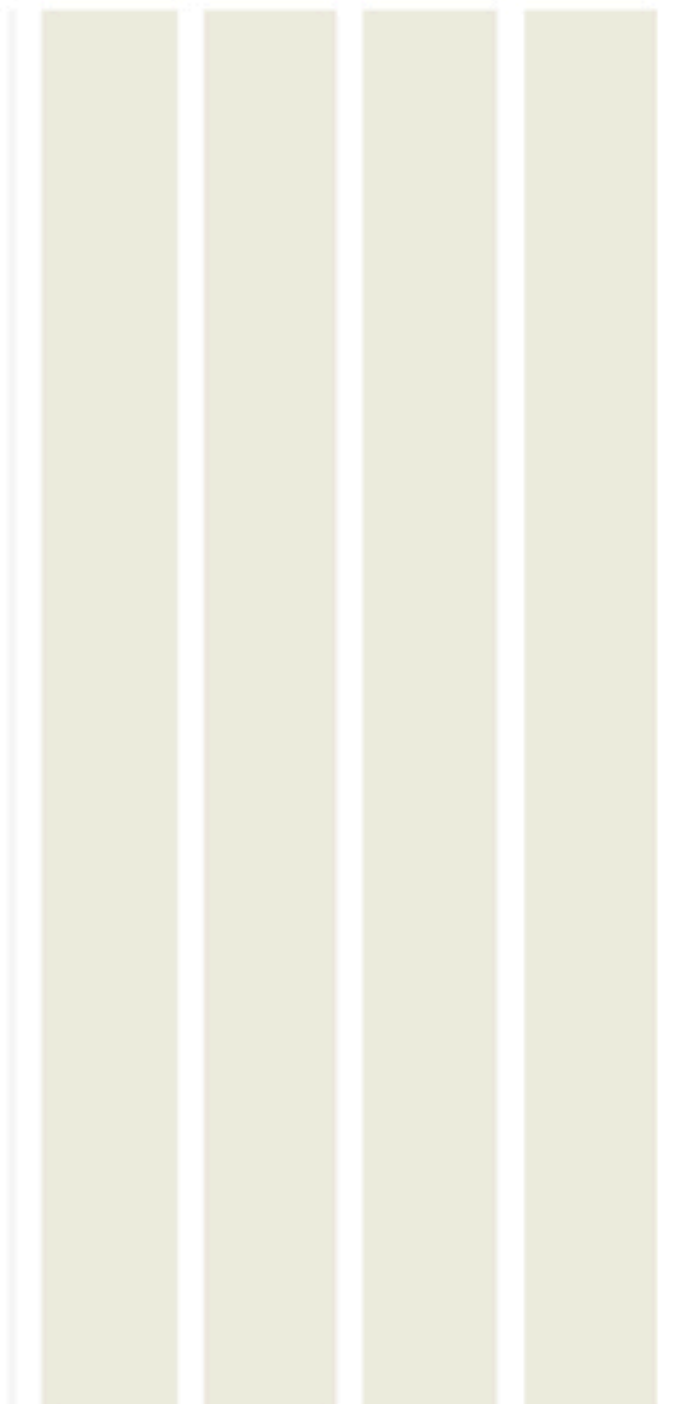
ARTICOLI

# DESIGN SYSTEM

# GRIDS



12 column  
stretch  
gutter 24  
margin 40



4 column  
stretch  
gutter 16  
margin 16

# TIPOGRAPHY

## Montserrat

The typographic system is based on the Montserrat font, chosen for its readability and neutrality.

I used different sizes and weights to create a clear visual hierarchy and ensure consistency among the interface elements.

**Aa**

**Typographic scale:** Harmonic scale (1.25)

**H1 - 61px**

**Montserrat**

**H2 - 49px**

**Montserrat**

**H3 - 31px**

**Montserrat**

**H4 - 25px**

Montserrat

**H5 - 20px**

Montserrat

**Body - 16px**

Montserrat

**Small - 13px**

Montserrat

# COLOR PALETTE

The color palette is designed to ensure **consistency**, **accessibility**, and **clarity** within the interface.

The two primary greens are used for elements such as text, titles, buttons, and active components, ensuring strong readability and visual identity.

The neutral colors, white, black and beige, support the visual hierarchy.

Red, finally, is reserved for error states and alert messages, such as form field validation, to ensure immediacy and recognizability of critical situations.

## Primary colors



#3D4A1F



#657126

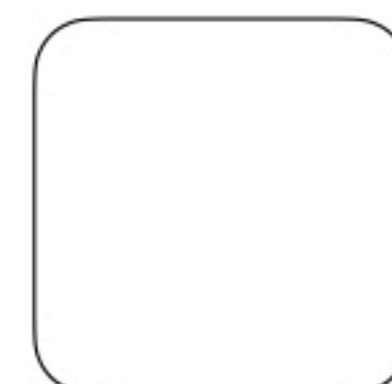
## Secondary colors



#302E2E



#C7BD93



#FFFFFF



#A5322B

# COMPONENTS

**Statico**      **Hover**      **Disabilitato**

Primary button



Secondary button



Button



Clickable text

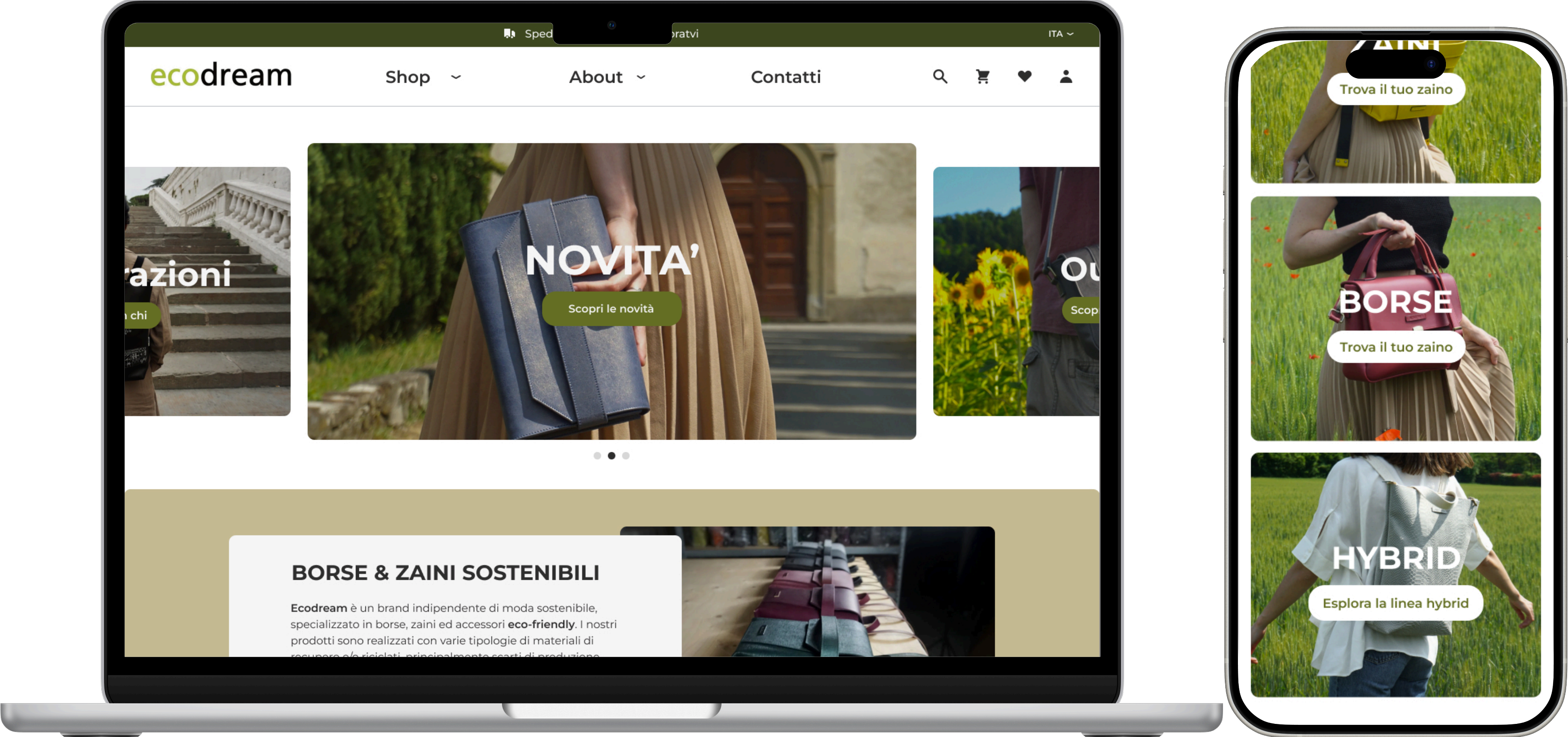


## ICONS

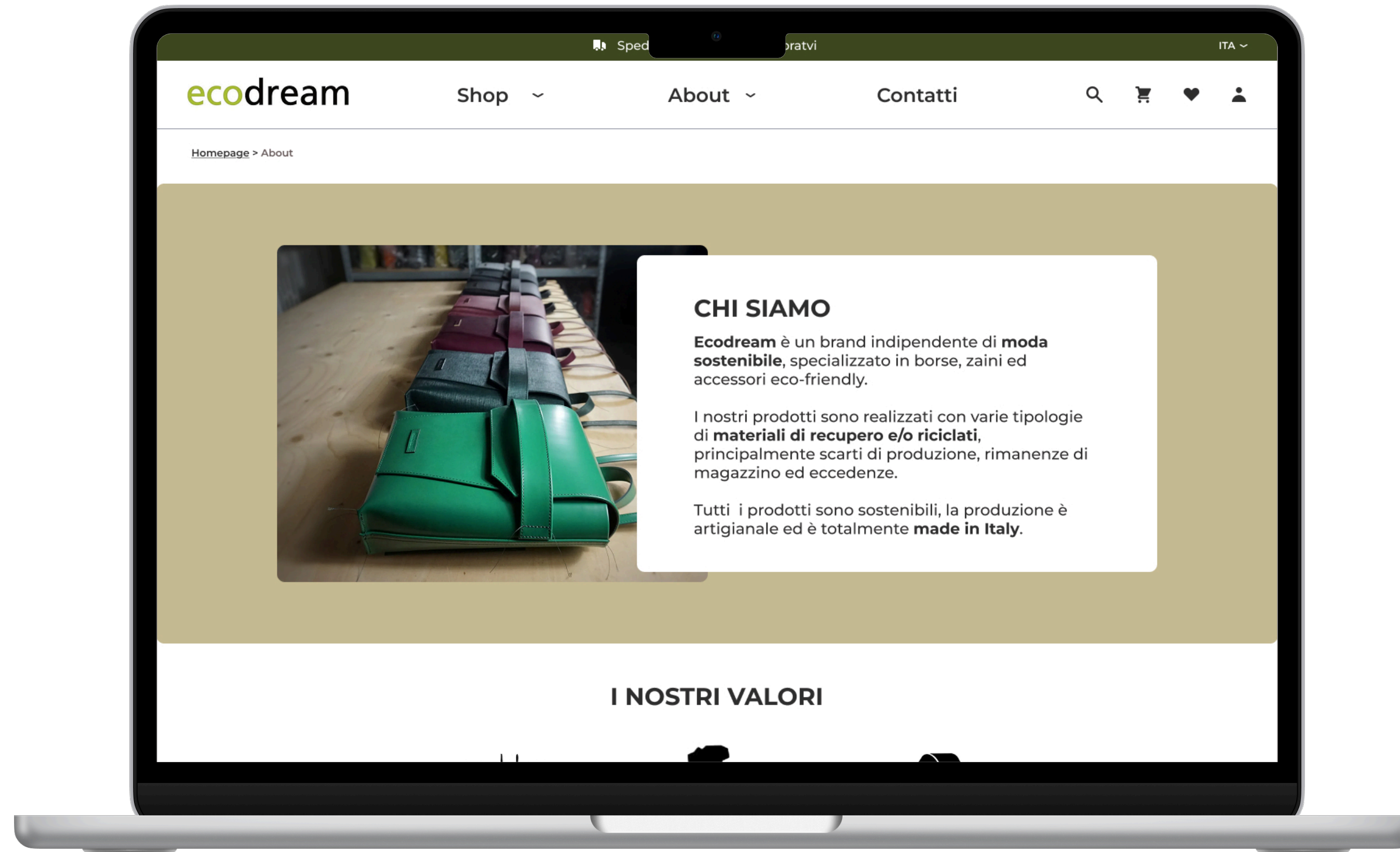


# USER INTERFACE

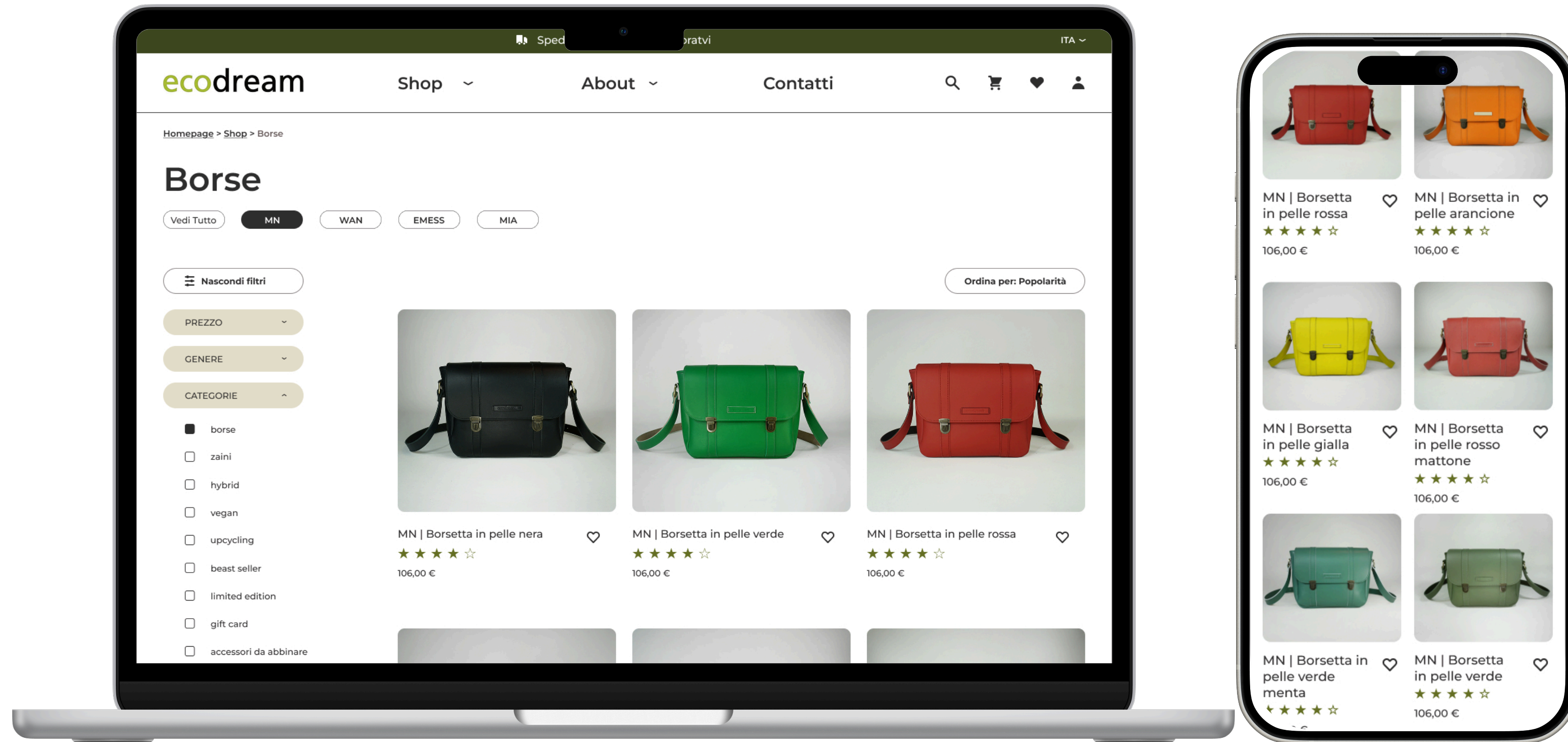
# HOMEPAGE



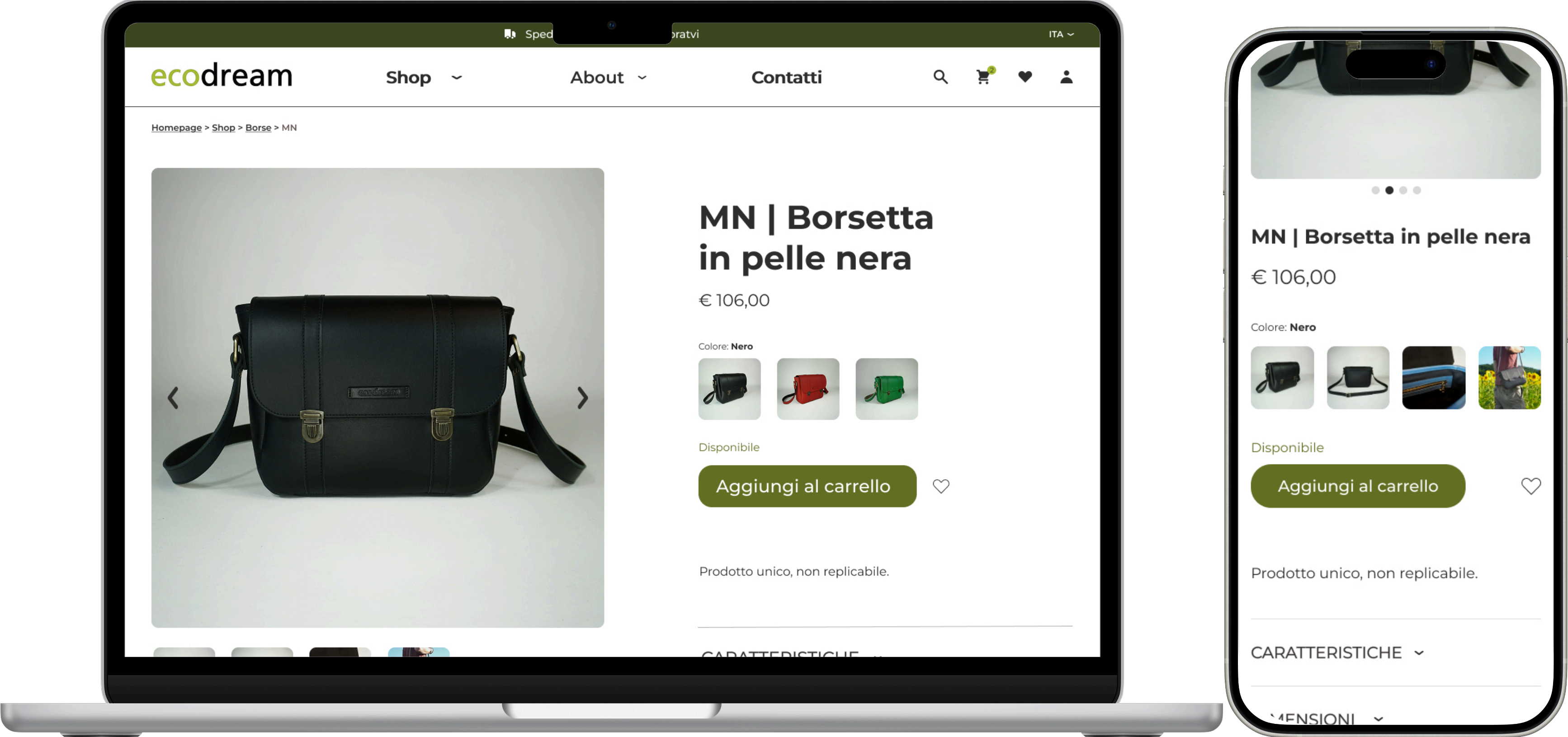
# ABOUT



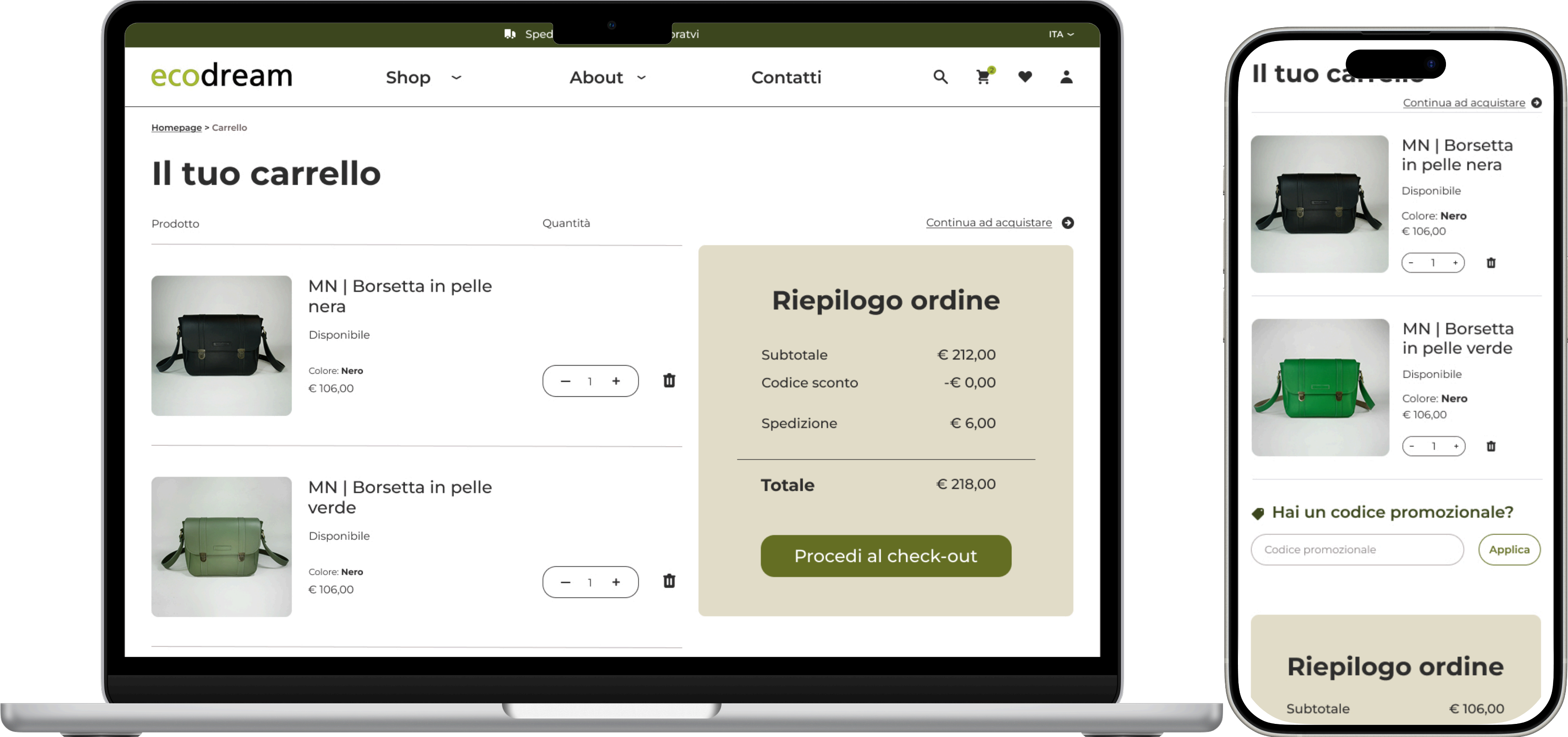
# SHOP



# PRODUCT PAGE



# CART



# USER TESTING

# Test

I conducted a **moderated remote usability** test to observe in real time how users interact with the mobile prototype of Ecodream's e-commerce website.

This approach allowed me to evaluate navigation efficiency and gather **qualitative insights** to identify usability issues, confusion points, and improvement opportunities.

During the sessions, participants shared their screens and verbalized their thoughts, providing a deeper understanding of their reasoning and difficulties.

The **prototype included** key screens:

- Homepage and brand information
- Navigation menu
- Product page
- Cart
- Support/FAQ page

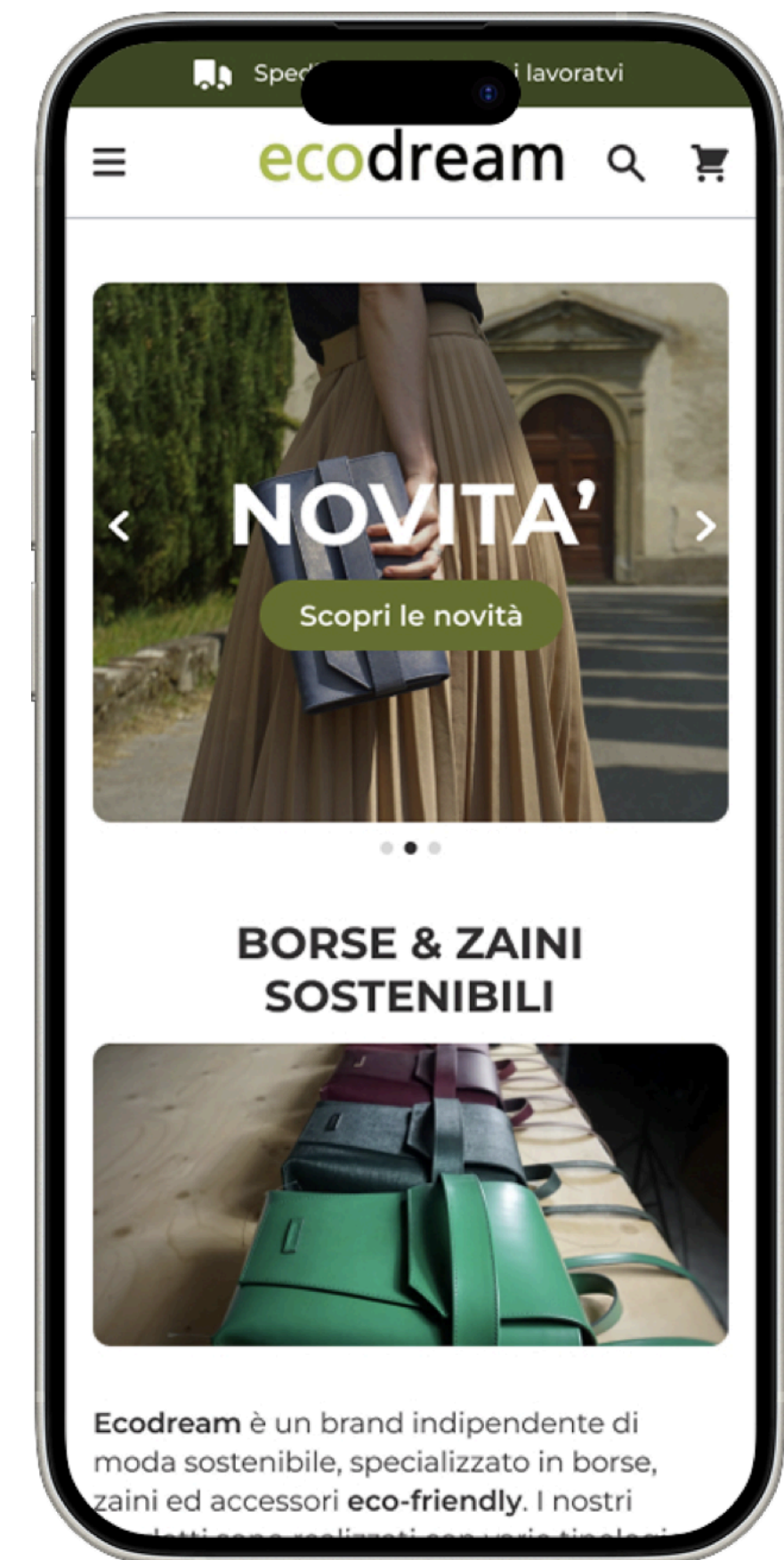
# Insights and Improvements

**Testing with three users** confirmed an intuitive and clear navigation, with an average rating of 4/5.

**Participants appreciated the clean structure** and ease of product search, but struggled to find return information and found some labels unclear (About, Clearance Market).

## Summary:

- Simple navigation, accessible catalog, appreciated design.
- Practical info hard to find, some labels confusing.
- Improve clarity of section names and make FAQ, returns, and contacts easier to reach from the main menu.



**Mobile Prototype**

**THANK YOU!**

**Samuela Buttini**