

Website Proposal:

# **The Sustainable FashHub**

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# Introduction

Prepared is a proposal for a website which fills the hole that is in the current online lifestyle catalog. This pitch lays out innovative solutions that combine the worlds of wellness, sustainability, and fashion into a well organized, one-stop hub for online audiences. All of this can be accomplished through the utilization of User Experience (UX), graphic design, and content expertise.



## Problem Statement

As the importance of environmental protection rises with each passing year, people are looking for different ways to do their part in sustaining our planet. Recently, trends have risen to help reduce the frequency of single use plastics. Many restaurants and cafés have replaced plastic straws with paper, or have rid them all together. Some cities have taken larger steps forward in sustainability, such as San Francisco. An ordinance which mandates residents to keep compostable items separate from trash has moved the city closer their zero-waste goal.

Despite these great efforts, there is still a long list of initiatives which need more focus if we want to reach the common goal of a healthier planet. Some of these initiatives are the reducing, reusing and recycling of textiles along with the sustainable fashion industry.

The internet has become saturated with wellness and lifestyle blogs which hint at sustainable fashion from time to time, but there has yet to be a place for enthusiasts to go and get all of their sustainable fashion updates. Not only is there a need for this information to be readily available for enthusiasts of the topic, but also to bring light to those who are in the dark.

# Proposed Solution

## The Sustainable FashHub (SFH)

As stated in the previous page of this proposal, the internet is missing a place for audiences to be educated on the practice and importance of sustainable fashion. **The Sustainable FashHub** is the answer to that problem. We aim to spread the word of sustainable fashion on a larger and more dedicated platform in hopes to make a mark in environmental protection.

This website will offer the following content:

- Fun alternatives to fashion that allow the reuse of old textiles
  - This can come in the form of tips, tutorials, etc.
- Updates on the latest sustainable fashion brands and how to support them
- Educational and data driven content that displays the importance of reusing and recycling clothing as it pertains to the overall sustainability of our planet and
- Highlighting what trends and brands to avoid in order to stay true to the sustainable fashion movement

Although at its core **SFH** will address important and serious topics, the goal of the website is to create a fun, creative, and educational environment for readers to return to daily for new content.

This solution not only hinges on content, but also the look at feel of the **SFH** website. Making a modern, relevant, user-friendly experience is crucial in achieving any of our goals.

Deeper details of the project are listed in the following sections of this proposal.

# Process // Project Artifacts

## Research

A large component of creating **SFH** lies in the preliminary research. With research we will be able to pinpoint our target market as well as what our target market will be looking for as far as content. Below are different tactics that will be used to ensure we are catering to the right users.

- Interviews
- Personas
- Empathy maps
- Journey maps

Research will also take place to collect potential content and reliable content sources. This will lead us to the next step.

## Information Architecture\*

Once we have a good grasp on what our users want to see from us as well as having a good idea of what information is available for utilization, an information architecture will be mapped out. Another crucial step in website creation that has a strong position in creating good UX.

A sitemap will be made to document all pages and links that will be on **SFH** with a goal in mind to create a simple and easy navigation. With that navigation we hope to keep the number of clicks it takes users to get to their final destination to a minimum.

## Wireframes\*

Moving on from information architecture we will jump into building wireframes. These wireframes are of great use when looking at functionality. Setting up bare-minimum

\*applies to both a desktop and mobile design of eth SHF website

## Process // Project Artifacts (continued)

frameworks allow onlookers to focus on the layout and object placement and usability of the site rather than graphic elements. This nearly blank canvas also makes revisions and reworking layouts easy and less time consuming.

### Low-res Prototype\*

After wireframes are squared away low-res prototypes will be tested internally to bring to light any flaws in the UX of the information architecture or object layout of the site.

### Graphic and UI Design\*

At this point graphics will come into play for the **SFH** website. Discussion and execution will take place on **SFH** branding, color scheme, imagery, and any additional CSS elements that make an impact graphically.

### Medium-res Prototype // User Testing\*

Graphic and UI elements will then be applied to clickable, medium-res prototypes that can be handed off to users for testing. Much like the low-res prototypes, this process allows for feedback on the function of the website. Receiving feedback on website aesthetics is also a part of this stage.

### High-res Prototype\*

Lastly and before the website build, a high-res prototype will be created. This prototype will mirror what the end product will look like. Final edits to the architecture and design of **SFH** will be applied to this piece.

\*applies to both a desktop and mobile design of eth SHF website

## Conclusion

# The Sustainable FashHub

From a designer's perspective, being able to work on a project such as The Sustainable FashHub would be one to look forward to as it combines a multitude of passions into one. Given the chance to apply my knowledge of digital marketing, UX, and graphic design to this project, we can create a unique and important place on the internet that will give back to our planet.

For any further information on this proposal feel free to reach out and a response will quickly follow.

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**Thank you:** Samantha Mantiglia