

User Testing

The Sustainable FashHub

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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 above, 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 on 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.

User Testing

You have been brought here today for an opportunity to take part in the testing of this new website in the making. As the facilitator, I will be sharing with you a medium resolution prototype of **SFH** along with three tasks that I will ask you to perform. The current prototype should give you enough information and interactivity in order to complete these tasks, but is not a fully produced prototype. Once the tasks are completed, we will discuss your journey. You can tell me what you liked and what you thought lacked.

I will now list your tasks below and we can get started.

Task Number One: Navigate to a Sustainable Retailer blog article.

Task Number Two: Navigate to a sustainable fashion Infographic and share one to a social media outlet.

Task Number Three: Quick view the featured Jute Messenger Bag for purchase on the website.