glowgreen

LIFE + COMMUNITY

MAY 05, 2024





Website Design Proposal

for GlowGreen

Spring 2024
PWRT1-GC1025:
Principles of Information Architecture
Professor Fusilier

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PROJECT OVERVIEW

GlowGreen is an informational website and community focused on promoting sustainable living. Although sustainable methods are often perceived as expensive or exclusive, GlowGreen offers solutions to individuals in their early 20s to mid-30s looking to embrace a greener lifestyle. This demographic typically seeks to develop their identity and establish a routine in their lifestyle. Unfortunately, transitioning to a new life stage can easily lead to overconsumption and excessive spending. GlowGreen aims to guide these individuals with fashionable and sustainable topics that yield long-term benefits. From casual blog posts sharing sustainable tips to a direct shopping site featuring our favorite eco-friendly products, our website serves as a "one-stop shop" for users. We will also feature segments titled "Community," where users can share their favorite local sustainability-practicing stores (e.g., coffee shops), and "Recipe," where we share easy-to-make vegan recipes. We hope that these contents will help users feel less isolated and lost when navigating a new city and lifestyle. GlowGreen focuses on fostering a safe community, especially for users who are unsure where to begin their sustainability journey. Through our platform, we hope that we can all learn from each other and contribute to making our planet a better place!

PROJECT APPROACH

We will adopt an agile approach to develop this website, incorporating feedback along the way. As the core mission of GlowGreen is to create a community, we will prioritize close communication and collaboration between our designers and engineers. After completing each major milestone, we will conduct a stakeholder review. Simultaneously, our team will operate on a sprint schedule, allowing stakeholders to provide feedback and suggestions at any time. Overall planning and scheduling will be carefully determined in the beginning, along with the establishment of the roles and responsibilities of the project members. We will then develop the website components during each major milestone.

SCOPE OF WORK

#	Major Milestones	ETA
1	Creation of “About” page	2024/02/11
2	Creation of Navigation and Header/Footers	2024/02/18
3	Creation of “Home” and “Recipe” page	2024/02/25
4	Creation of “Shopping” page	2024/03/03
5	Creation of “Community” page	2024/03/10
6	Creation of “Content” pages	2024/03/24
7	Overall Organization and Updates	2024/04/21
8	Completion of Proposal Document Draft	2024/04/26
9	Final Stakeholder Presentation of Proposal	2024/05/05

USER RESEARCH, PART 1

USER GROUP 1

This group consists of highly motivated, career-driven individuals who primarily identify as female, ages 25-34 years old. They are educated, socially aware, and active on social media. They are highly attuned to popular culture and current trends, consuming content frequently throughout the day. Accessibility and content simplicity are critical, as they are likely to consume content during their commute or while waiting in line. They value a seamless shopping experience that can be completed within the time it takes for their oat milk latte to be made. This group seeks information about products that will help them live a sustainable lifestyle. They are willing to try new things, especially if they are trending or aesthetically pleasing. Price is not a major concern for them, but they do value brand ethics and reputation. To cater to this target group, it is important to highlight the brand image of the products we share. We will also need an aesthetically pleasing website and customer experience, as they value the visual aspect of the products they use.

Interview Question 1: What social issue are you curious about?
Interview Question 2: What brands are you currently interested in? Why?
Interview Question 3: What is your ideal lifestyle?
Interview Question 4: What does your average day in the life look like?
Interview Question 5: Where is your favorite place to shop? Why?

USER RESEARCH, PART 1 (CONT.)

USER GROUP 2

This group consists of curious and outgoing college students who primarily identify as female, ages 18-24 years old. They are still figuring out their identities, experiencing living away from home for the first time. Surrounded by diverse individuals with various interests, they are always craving knowledge. Their main information sources are social media and word-of-mouth within their social circles. Although they use social media, it is primarily to consume content posted by their friends, so they are not actively seeking new trends. Therefore, peer reviews and experiences significantly influence their decision-making process. Financially constrained, they are looking for frugal ways of living, which can sometimes mean living sustainably. This group seeks tips for living a healthy lifestyle and finding their community, as they are looking for a comfort zone. Thus, they will appreciate a safe and user-friendly guide about sustainable local coffee shops and stores, such as thrift stores. Due to their limited income, they are not too willing to try new products or ideas, but are eager to research things they are interested in. For this target group, it will be important to highlight the impact their actions can make, whether it be through living sustainably or through the products or tips highlighted on the website. They respect brands and products that positively impact our community, however small the effect may be.

Interview Question 1: What is a social issue that is currently a hot topic among you and your friends?
Interview Question 2: What does your ideal lifestyle look like?
Interview Question 3: Where is your favorite place to spend time? Why?
Interview Question 4: If you had more time available in your schedule, what would you like to learn more about? What are you curious about?
Interview Question 5: If money was not an issue, what is something that you look for in a brand or product?

USER REQUIREMENTS

(The requirements below feature quotes from user interviews)

1. Share recommendations for sustainable products

- *"…Like sustainable sponge for dishwasher, or toothbrush, etc."*

2. Share recommendations for stores practicing sustainability

- *"It will be great if I get some information about stores that sell sustainable stuff, especially daily use, at not expensive prices."*

3. Have an organized design with categories for easy navigation

- *"If the site is selling sustainable products, categories would be great like Amazon (food, lifestyle, etc.) because it is more straightforward."*

4. Share the impact of living sustainably

- *"It will be good [to understand] how our sustainable lifestyle affects the environment to recognize the impact."*

PERSONAS & SCENARIOS

PERSONA 1

Age: 32 years
Sex: Female
Location: New York City, NY
Education: Graduate and above



Laura Chen

Corporate Lawyer

BACKGROUND

Laura lives in a modern condo in the city and has a keen eye for design, quality, and sustainability. She works with high-profile clients and leads a fast-paced, busy lifestyle. She has a successful career and prefers to invest in products that are durable, beautifully designed, and have a minimal impact on the environment.

BEHAVIORS

Despite her busy schedule, Laura is willing to invest time and resources in brands that are transparent about their sustainability practices. She appreciates businesses that provide detailed product information, enabling her to make informed purchasing decisions quickly.

GOALS

Laura's primary goal is to find a high-end, sustainable website that caters to her needs as a busy, fashion-forward professional. She is looking for a website that offers a wide range of luxurious, eco-friendly products, from clothing to home décor, and provides a seamless online shopping experience.

VALUES

Laura values quality, style, and sustainability. She is willing to pay a premium for high-quality, sustainable products that do not compromise on style and comfort. Moreover, she values her time and appreciates a user-friendly shopping experience that caters to her busy lifestyle.

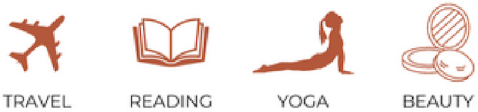
CHALLENGES

Laura often struggles to find time to research each product's sustainability credentials due to her busy schedule. She finds it difficult to locate a single platform that offers a wide range of high-end, sustainable products that align with her lifestyle and taste.

FAVORITE WEBSITES

- High-end sustainable fashion retailers
- Luxury lifestyle blogs with a focus on sustainability
- Online home décor stores featuring eco-friendly products

TASTES AND HOBBIES



PERSONAS & SCENARIOS (CONT.)

PERSONA 2

Age: 20 years
Sex: Female
Location: Chicago, IL
Education: (current) Undergraduate



Chloe Smith

College Student

BACKGROUND

Chloe is a Communications major at a university, and is known for her fashionable style and influence on campus. She is highly engaged in college life, participating in various student organizations and campus events. Recently, she has become increasingly aware of the importance of sustainability and wants her lifestyle, including her fashion choices, to reflect this value.

BEHAVIORS

Chloe is diligent about researching brands before making a purchase. She appreciates brands that are open about their manufacturing processes and the steps they are taking towards sustainability. She values platforms that offer a variety of content formats, including articles, videos, and podcasts.

GOALS

Chloe's main goal is to transition to a sustainable life without compromising the latest trends. She wants a platform that provides engaging content on sustainable practices and shares inspiring stories of individuals and brands making a difference.

VALUES

Chloe values eco-friendliness, style, and affordability. She is more likely to invest in brands that balance all three, offering trendy, eco-friendly products at an affordable price point. It is an added plus if the product or brand is popular among her peers.

CHALLENGES

Chloe finds it challenging to identify trendy, sustainable brands that do not compromise on style or overprice their items. She also finds it difficult to verify the authenticity of some brands' sustainability claims.

FAVORITE WEBSITES

- Instagram
- Pinterest
- Documentary streaming platforms
- Trendy sustainable fashion blogs
- Online fashion retailers with a sustainable focus.

TASTES AND HOBBIES



USER EXPERIENCE JOURNEY MAPS

PERSONA 1

This journey map focuses on the user, Laura Chen, a busy professional living in the city. She is looking for a simple, stylish website to purchase credible, sustainable products. Not wanting to spend extended periods online, she desires a reliable platform for researching or making decisions. She is willing to pay a premium price for high-quality products. She has chic taste and prefers brands/products that enhance her image. Capturing her interest may be challenging, but once gained, her loyalty will make her an active user.



User #1 Journey Map

Curated for the persona of Laura Chen: Looking to purchase products/brands that are of high value and sustainable

	STAGE 1: AWARENESS	STAGE 2: CONSIDERATION	STAGE 3: DECISION	STAGE 4: RETENTION	STAGE 5: ADVOCACY
TOUCHPOINT/ ACTIONS	• Instagram influencer promo • Featured on popular lifestyle blogs • Printed ads at subway stations	• Visit official website • Read online reviews	• Purchase product online • If location is close by, visit store physically	• Online promotional codes for next purchase • Loyalty rewards (online and/or physical store)	• Shares review of on Instagram (stories) • Shares review to friends
THINKING	• "What's this aesthetically pleasing product that I keep seeing around me?" • "Oh! It's a sustainable brand/product! I've been wanting to become more eco-friendly!"	• "Stylish and simple interface is so nice" • "I need to see reviews" • "What is this prouct/brand about"	• "Ugh, please don't make me visit multiple online webpages to make one purchase" • "Oh my god. Do I have to enter in my information, AGAIN?!" • "How do I just quickly buy this." • "If the store is close to my office, can I just stop by after the gym to pick it up?"	• "OOOOH! $15 off my next order if I spend more than $50? That's basically free in girl math." • "Loyalty rewards!! Birthday freebies! Oh this is great"	• "The packaging of this new product is so pretty. This needs to go on my story with my new coffee mug." • "I need to tell my girlfriends about this during our next brunch session"
FEELINGS	🤨	🤔	😕	😍	😌
PAIN POINTS	• Unaesthetic brand image • Brand ad is self-explanatory (does not need further research)	• Messy interface • No online reviews on products • No detailed information of product/brand	• Cannot easily purchase product (will guide user to a different shopping platform)	• No rewards or specific initiatives to make purchase through select site again → Why should user purchase from our site again?	• Product/brand is not valuable enough to spark interest of friends or put user in a positive position
OPPORTUNITIES	• Increase visibility of brand and website → Capture the interest of the user to visit the website	• Simple interface for easy navigation • Make the reviews credible • Include product/brand description in simple/understandable terms	• Quick and hassle-less shopping experience that does not require lots of detail inputs	• Customized user experience	• Create an "exclusive" feeling of being part of a "special" community

USER EXPERIENCE JOURNEY MAPS (CONT.)

PERSONA 2

This journey map focuses on the user, Chloe Smith, a Communications major in college. She is seeking a website that offers credible, engaging sustainability content. She wants to transition into a sustainable and fashionable lifestyle, but is on a limited budget. She is interested in social issues and politics, and values brand narratives and ethical practices. She enjoys the feeling of being part of a community, as she is still discovering herself and her interests. Therefore, she prefers brands with a personal voice and interactive content. The concept of an exclusive community appeals to her, so brand ambassador programs and freebies that can be earned through certain qualifications are attractive to her. She is a valuable user who will be engaged with the brand at the early stages of the journey, but can also easily leave if the brand image does not align with her values.



User #2 Journey Map

Curated for the persona of Chloe Smith: Looking to engage in a sustainable lifestyle at an affordable price.

	STAGE 1: AWARENESS	STAGE 2: CONSIDERATION	STAGE 3: DECISION	STAGE 4: RETENTION	STAGE 5: ADVOCACY
TOUCHPOINT/ ACTIONS	• Instagram feeds (does not need to be a celebrity influencer) • Pinterest feeds • Sees brand name sticker on waterbottles/laptops • Tiktok video feeds (from creators that have a similar lifestyle as user)	• Visit official website • Watch review content on TikTok, YouTube, and Instagram • Read reviews on blogs	• Engage with website content through the blog posts and other media • Bookmarks website to easily access when unwinding from studying	• Website frequently posts content in the form of different media • Website frequently updates on the brand's social media channel	• Shares brand on Instagram as brand ambassador
THINKING	• "Is this a new sustainable channel? What does it do? Why is everyone talking about it everywhere? What's special about it?"	• "Woah, there's a ton of content on here. It's not just a blog, but also offers different media mediums?" • "Are the sources reliable?" • "What is the story behind the brand/founders?"	• "Okay, this is actually pretty cool. I can listen to their podcast while walking" • "They have easy to make vegan recipes that I can make with ingredients I have in my dorm!" • "Oh wow, they just posted about recommended documentaries on sustainability. Guess that's what I'm doing Friday night."	• "New blog posted every Monday! It's like a modern digital newspaper I guess" • "That video they posted on TikTok last night was so funny. I love how close they are with their community."	• "Oh my gosh. I got selected to be their brand ambassador! Discounted purchases and freebies! I can now put their sticker on my waterbottle to rep them!"
FEELINGS	🧐	🤨	🙂	😌	😍
PAIN POINTS	• The brand caters mainly to celebrities and high-end customers, giving a feeling of being unattainable	• No detailed information of product/brand • Information and content is not sourced and/or not credible • No brand story or specific brand image	• Not enough content to maintain the attention of the user (one visit only) • Not enough variation in content (why should I just use this site when other channels have more content?)	• Brand feels distant with users • Brand doesn't post content at engaging times of the day	• Physical way to show off brand is unavailable
OPPORTUNITIES	• Increase visibility of brand and website → Capture the interest of the user to visit the website • Make the brand relatable and easy to approach	• Cite credible sources and always include detailed information • Focus on brand story, and how each brand or product is working to achieve a specific goal	• Post different forms of content, whether it be blog posts, recipes, podcasts, recommendations, etc. Encourage the user to keep coming back for more	• Create a way to check-in with users for feedback (ex: engage with comments section, Q/A sessions, shout-outs to their users)	• College students love freebies and exclusivity. Create an "ambassador" program that makes the user feel like an exclusive insider

CONTENT INVENTORY

No.	Navigation Title	Page Name	Content Format	Content Length	Purpose	Audience	Periodic Updates*	Comment
0.0	Home	Home	Text, Images	Page Size: 5.7 KB Word Count: 53	Landing page for visitors	New Users, Returning Users	No	Main image may be updated per season or yearly, but content will not change
1.0	About	About GlowGreen	Text, Images	Page Size: 12.1 KB Word Count: 463	About company and history	New Users	No	
2.0	Recipe							
2.1	Ava's OGs	Ava's Cozy (Vegan!) Recipes	Text, Link Previews, Internal Links	Word Count: 87	Main page for this content. This will show the previews of the latest blog posts within this content.	New Users, Returning Users	Yes (as blog content will be updated)	Difference between 2.1 and 2.2 is that 2.1 is more catered towards "cozy" and "simple" meals.
2.1.1		(Blog Post #1) Ava's Weekend Salad	Blog Post (Text, Images)	Word Count: 165		New Users, Returning Users	No	
2.1.2		(Blog Post #2) 4C's – Comfort Chocolate-Chip Cookies	Blog Post (Text, Images)	Word Count: 270		New Users, Returning Users	No	
2.2	Vegan Noms	Our Vegan Recipe Cookbook	Text, Link Previews, Internal Links	Word Count: 55	Main page for this content. This will show the previews to the latest blog posts within this content.	New Users, Returning Users	Yes (as blog content will be updated)	This content will also feature submissions from 5.5
2.2.1		(Blog Post #1) One-Pot Pesto Pasta	Blog Post (Text, Images)	Word Count: 161		New Users, Returning Users	No	
2.2.2		(Blog Post #2) Stuffed Portobello Mushrooms with Quinoa	Blog Post (Text, Images)	Word Count: 257		New Users, Returning Users	No	
3.0	Shopping	The GlowGreen Store	Text, Images, Internal Links, eCommerce	Page Size: 9.4 KB Word Count: 125	Online Store (can shop and checkout all within the same website)	New Users, Returning Users	Yes (as item selection will be constantly updated)	Images are previews to an internal link that will show more information about the product. Page size will change after actual eCommerce function is enabled.
4.0	Community	Our Community Recommendations	Text, Map Application (Widget)	Page Size: 6.3 KB Word Count: 108	Interactive map featuring community recommendations.	New Users, Returning Users	Yes (as community recommendations will be constantly updated)	Featured categories include: apparel, activity, café, dining, grocery
5.0	Content							
5.1	Blog	The GlowGreen Blog	Text, Link Previews, Internal Links	Word Count: 71	Main page for this content. This will show the previews of the latest blog posts within this content.	New Users, Returning Users	Yes (as blog content will be updated)	This content will also feature submissions from 5.5
5.1.1		(Blog Post #1) Planet Earth: Not Just a Cool Place to Hang Out	Blog Post (Text, Images)	Word Count: 290		New Users, Returning Users	No	
5.1.2		(Blog Post #2) Embracing Eco-Friendly Beauty	Blog Post (Text, Images)	Word Count: 162+		New Users, Returning Users	No	
5.2	Our Recs	Our Recommendations	Text, Link Previews, Internal Links	Word Count: 59	Main page for this content. This will show the previews of the latest blog posts within this content.	New Users, Returning Users	Yes (as blog content will be updated)	This content will also feature submissions from 5.5
5.2.1		(Blog Post #1) Documentaries about "Veganism"	Blog Post (Text, Images)	Word Count: 148		New Users, Returning Users	No	
5.2.2		(Blog Post #2) Sustainable Music Festivals Around the World	Blog Post (Text, Images)	Word Count: 167+		New Users, Returning Users	No	
5.2.3		(Blog Post #3) Major Sustainable Brands	Blog Post (Text, Images)	Word Count: 165+		New Users, Returning Users	No	
5.3	Our Media	Our Media	Text, SNS Application (Widget)	Page Size: 6.0 KB Word Count: 94	Shares GlowGreen's SNS accounts	New Users, Returning Users	No	
5.4	Our Impact	Our Impact	Text, Interactive Chart Application (Widget)	Page Size: 6.0 KB Word Count: 101	Shares GlowGreen's impact on the community	New Users, Returning Users	Yes (automatically updated)	The interactive chart will be automatically updated when new data is available.
5.5	Talk to Us	Talk to Us!	Text, Contact Form (plugin)	Page Size: 5.2 KB Word Count: 55	Users can submit questions, feedback and/or content.	Returning Users	No	

*The content on this page will be updated periodically with new information, not just seasonal or for major changes.
**Details on plugins and widgets will be explained in the Website Prototype documents

SITE MAP & TASK FLOW

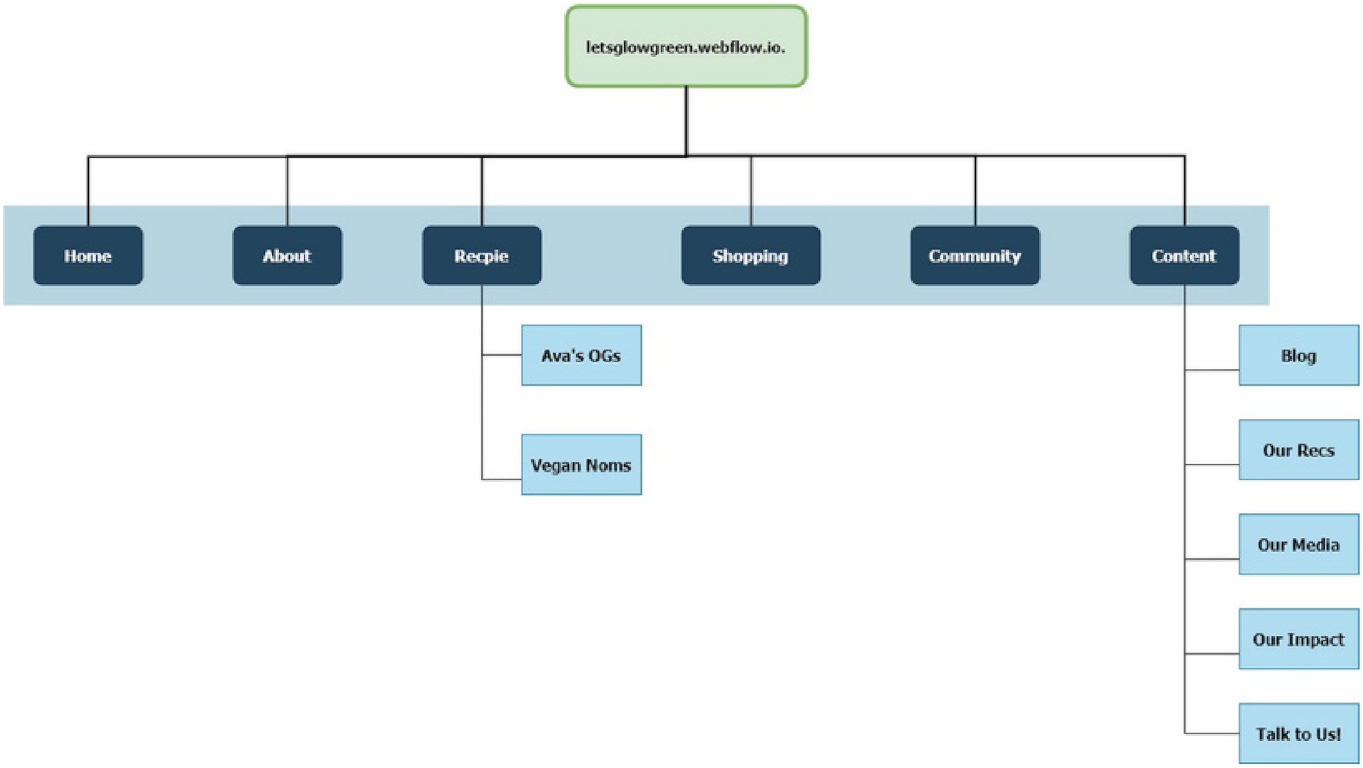
SITE MAP

The current setup of the site's navigation bar reflects the site map. As the platform develops, we plan to expand the subsections for "Recipes" and "Content." The "Recipes" section will have subsections tailored to different dietary habits and restrictions. The "Content" page is divided into corresponding subsections to help users easily access their desired content. The contents within this "Content" page are interconnected (i.e., products featured in "Blog" may also appear in "Our Recs"). While the "Shopping" and "Community" pages may appear to need subsections, we've determined it is unnecessary as these pages already have navigation within them. Additionally, our studies indicate that users looking to shop or find local recommendations are specifically seeking those contents and may not spend as much time browsing other parts of the website.

CURRENT NAVIGATION BAR



SITE MAP

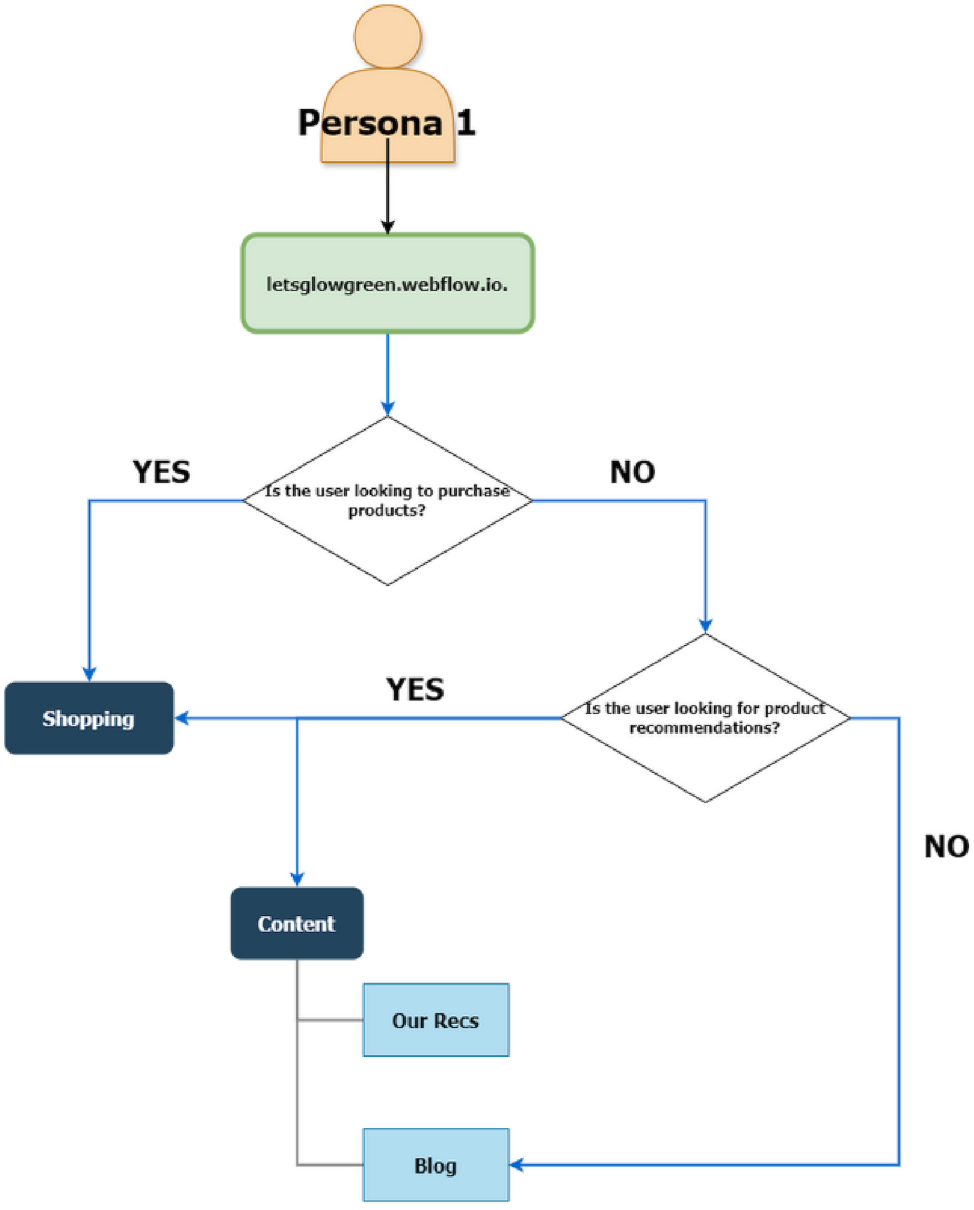


SITE MAP & TASK FLOW (CONT.)

PERSONA 1

This task flow focuses on the user persona, Laura Chen. Her needs are simple: she is looking to purchase credible, fashionable, and sustainable products. She also enjoys consuming content in the form of blogs when she has the time. She relies on reviews and brand image when making decisions.



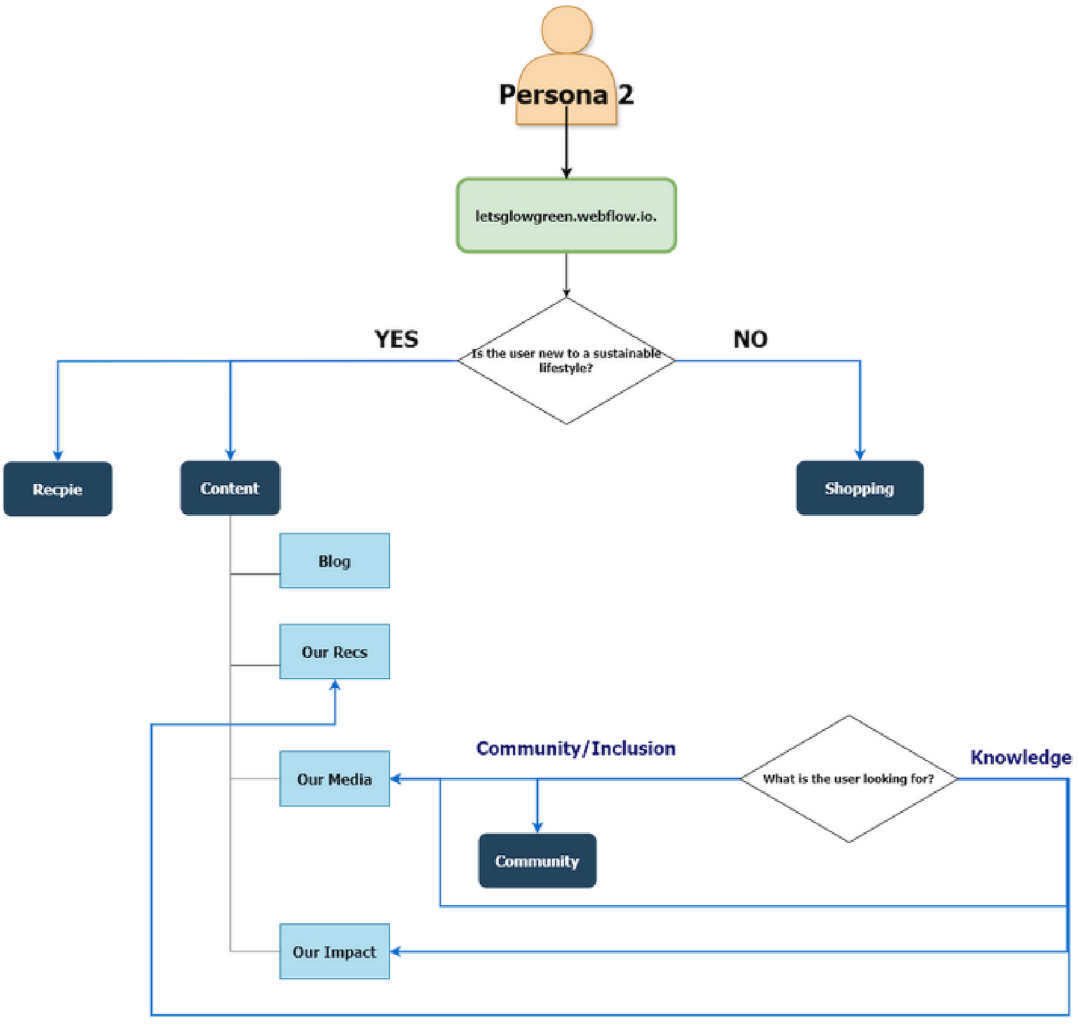


SITE MAP & TASK FLOW (CONT.)

PERSONA 2

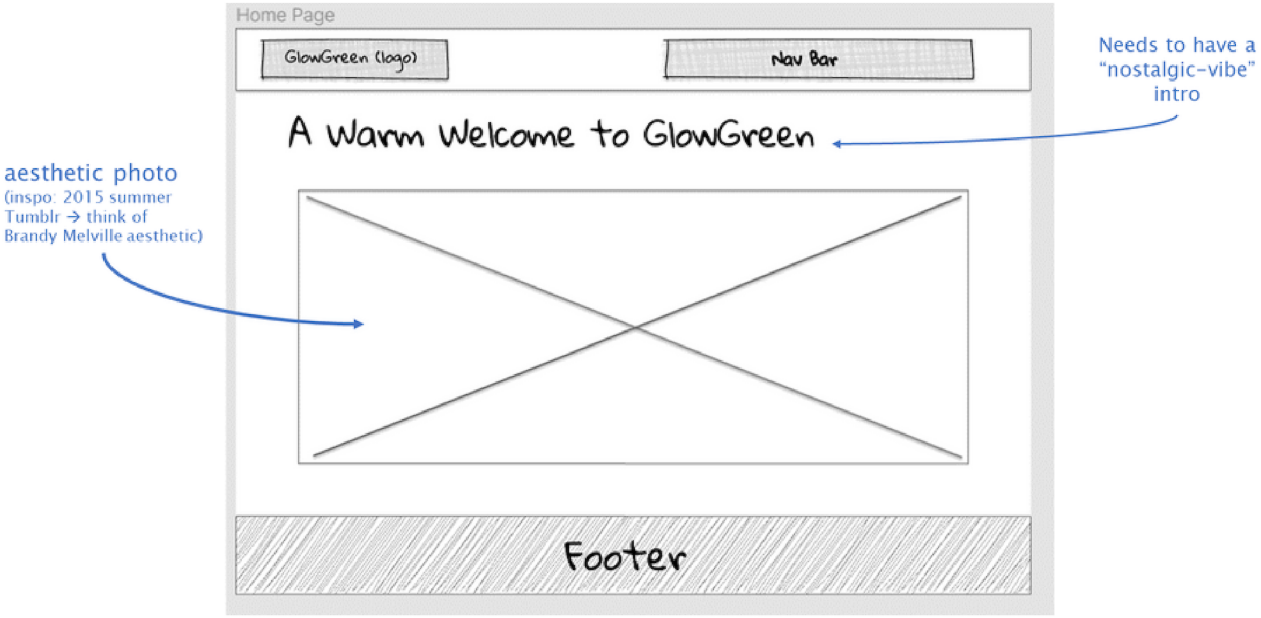
This task flow focuses on the user persona, Chloe Smith. Her needs are more complex as she seeks a website offering credible and engaging sustainability content. Since the "Shopping" page is designed for those who know what they want, it may be challenging for her to navigate at first. Thus, if Chloe does not have much knowledge about sustainable living, we encourage her to start with our casual content, like "Recipes," "Blog," and "Our Recs." This will introduce her to the sustainable lifestyle and widely used products. To further her knowledge, Chloe can explore the "Our Media" section featuring podcasts and "Our Impact" to understand the positive effects a sustainable lifestyle can have on our communities. If she is looking for a community, she can utilize "Our Media" to join online user communities like Discord, or visit the "Community" section to find local stores recommended by our users.



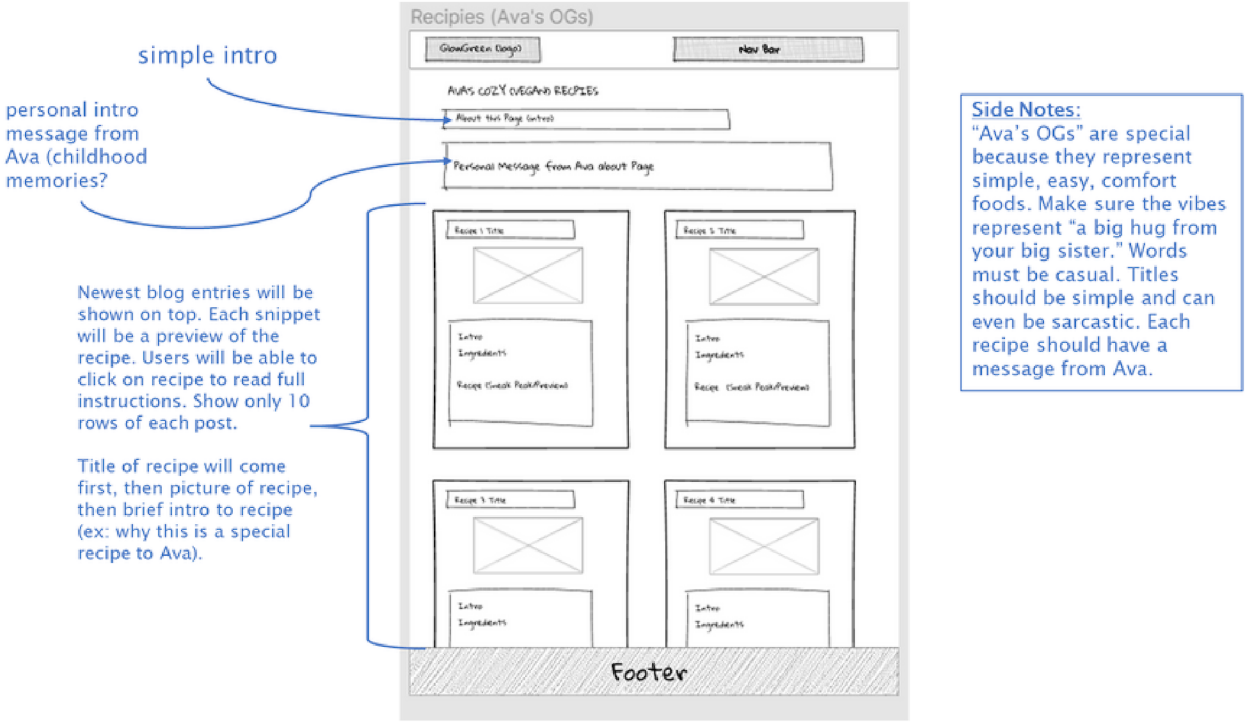


WIREFRAMES

A) Home Page: This is the landing page of the website. It should be aesthetic, simple, and even mysterious to encourage users to explore the page.

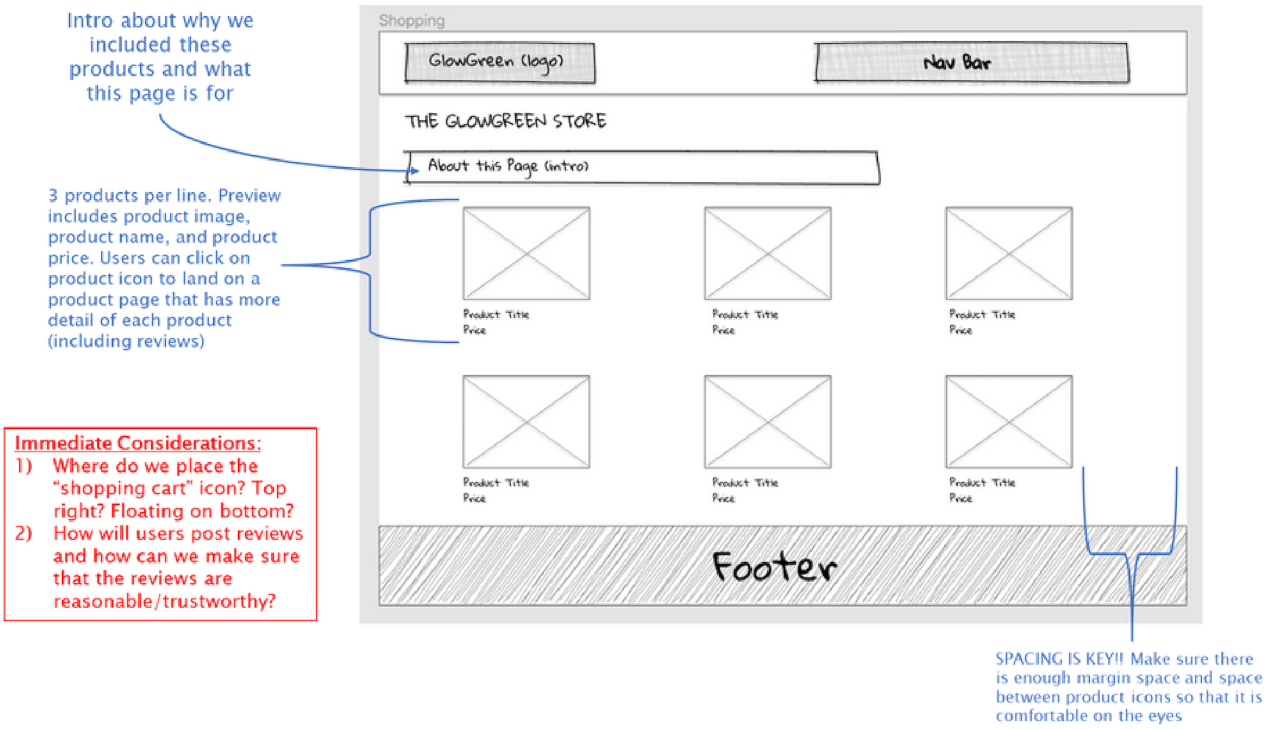


B) Recipes (ex: Ava's OGs): This is a sample page for one of the recipe pages. The other pages featuring blog content will have a similar layout. The latest posts will be shown on top, only revealing a few preview lines of the content to encourage users to engage with the content.



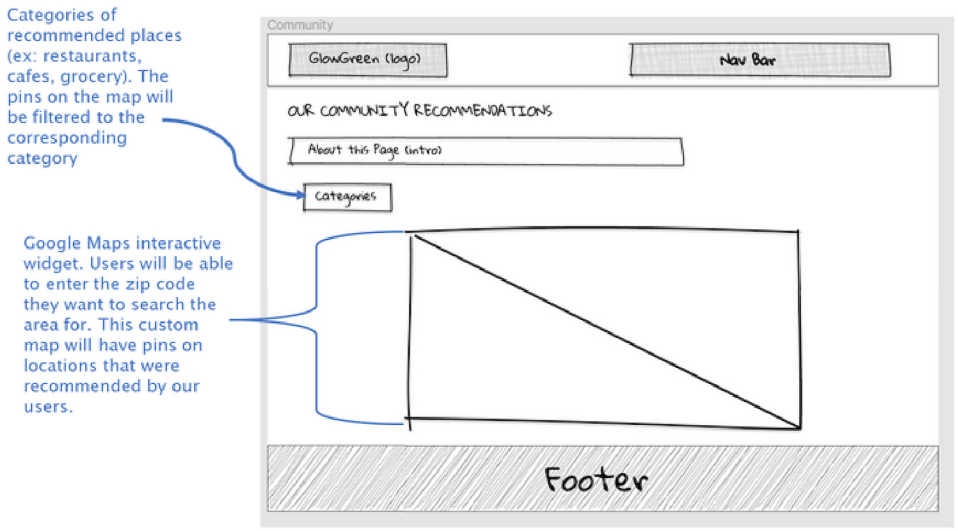
WIREFRAMES (CONT.)

C) Shopping: The online shopping page for the recommended products. This page will need to also be mobile-friendly so that users can instantaneously make a quick purchase.



Immediate Considerations:
1) Where do we place the "shopping cart" icon? Top right? Floating on bottom?
2) How will users post reviews and how can we make sure that the reviews are reasonable/trustworthy?

D) Community: The page where users can gain information about local eco-friendly businesses and points of interest.



Side Notes:
For future updates, include an easy submission form where users can submit their recommendations. They will need to include a brief description of why they recommend it and we will have our team review it against our internal guidelines. Only positive comments/messages will be accepted.

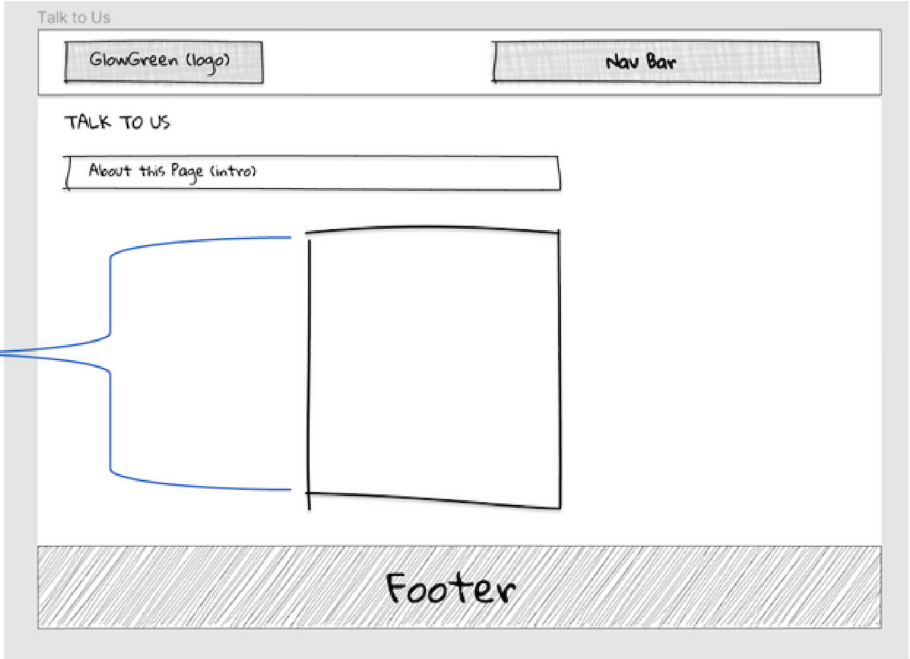
The messages/comments will be able to be viewed when users hover on the location pin. No stars/ratings, just positive comments celebrating our local businesses!

Immediate Considerations:
1) Where do we include the "enter the zip code!" feature? Is it directly on the map? Under the page title? Next to "Categories?

WIREFRAMES (CONT.)

E) Talk to Us: The self-service page for users to submit feedback, support requests, and content.

Contact form plugin. This is for users to send us feedback, questions, and even content submission. Make sure that there is an "attachment submission" aspect so users can upload images/files for their submission or even for their questions. Since submitted content may be used for our website, be sure to include approval button (consent) for "Terms and Conditions." Update the "Terms and Conditions" periodically.



USER RESEARCH, PART 2

OBJECTIVES

Gain a deeper understanding of whether the current layout of the pages aids navigation, or if there is any content that users would like to see more or less of. Gain insight into word choice, aesthetics, and organization. Understand the website's pain points and what might prevent the user from using this website regularly.

RESEARCH METHODOLOGY

We conducted online, unmoderated user research tests, where we asked users questions about the website. Most questions were answered on a numeric scale of 1 to 5, but each section also included open-ended questions to gather qualitative feedback about the site.

For appropriate test users, we selected individuals who matched our user personas. Due to resource limitations, we were unable to find a user who is currently an undergraduate student (persona 2). However, we found test users who embodied the characteristics of the persona.

USER RESEARCH, PART 2 (CONT.)

INTERVIEWEE PROFILES



{TEST USER 1}

Name: Naya
Age: Late 20s
Education: Undergraduate
Occupation: Full-time teacher in a foreign country



{TEST USER 2}

Name: Abhi
Age: Mid 30s
Education: Graduate and above
Occupation: Engineer at a Fortune 100 company



{TEST USER 3}

Name: Helen
Age: Early 30s
Education: Graduate and above
Occupation: Program Manager at a Fortune 100 company

RESEARCH QUESTIONS

"Ava's OGs": https://letsglowgreen.webflow.io/recipes/avas-ogs
- How would you rate the aesthetics of the page?
- How would you rate the content of the page?
- How would you rate the navigation of the page? (are you able to easily find the information you are looking for?)
- How likely would you return to this page in the future?
- Does the title and explanation make sense to you?
- Do you have any suggestions to improve the page? [free response]

"Shopping": https://letsglowgreen.webflow.io/shopping
- How would you rate the aesthetics of the page?
- How would you rate the content of the page?
- How would you rate the navigation of the page? (are you able to easily find the information you are looking for?)
- How likely would you return to this page in the future?
- Does the title and explanation make sense to you?
- Do you have any suggestions to improve the page? [free response]

"Community": https://letsglowgreen.webflow.io/community
- How would you rate the aesthetics of the page?
- How would you rate the content of the page?
- How would you rate the usability of the page?
- How likely would you return to this page in the future?
- Does the title and explanation make sense to you?
- Do you have any suggestions to improve the page? [free response]

"Our Recs": https://letsglowgreen.webflow.io/content/glowgreenrecs
- How would you rate the aesthetics of the page?
- How would you rate the content of the page?
- How would you rate the navigation of the page? (are you able to easily find the information you are looking for?)
- How likely would you return to this page in the future?
- Does the title and explanation make sense to you?
- Do you have any suggestions to improve the page? [free response]

"Talk to Us!": https://letsglowgreen.webflow.io/content/talk-to-us
- How would you rate the aesthetics of the page?
- How would you rate the navigation of the page? (are you able to easily find the information you are looking for?)
- Does the title and explanation make sense to you?
- Do you have any suggestions to improve the page? [free response]

Overall
- How would you rate your overall impression of the website?
- Did you find the navigation of our website easy to use?
- What was your favorite thing about the website? [free response]
- What are areas you think are areas for improvement on the website (ex: any new features?)? [free response]
- How likely are you to recommend our website to others? [free response]
- If this website was available, do you think you would use it? Why or why not? [free response]

USER RESEARCH, PART 2 (CONT.)

RESEARCH FEEDBACKANALYSIS

User research was conducted between April 18, 2024 and April 22, 2024.

FAVORITE ASPECTS OF WEBSITE

- *"Shopping"*
- *"Each tab is showing the clear information and well navigates the user to find the information. I love [that] the design is simple and clear."*
- *"I loved how simple and aesthetically pleasing the whole website is!"*

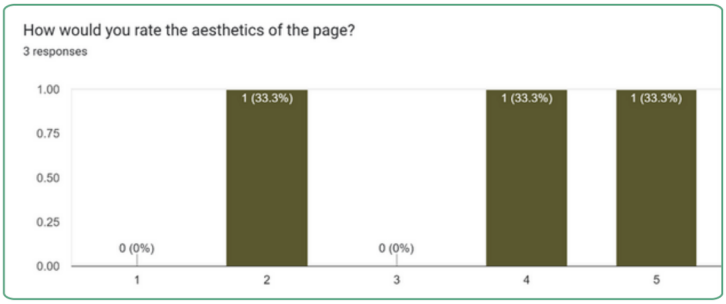
AREAS FOR IMPROVEMENT (QUALITATIVE FEEDBACK)

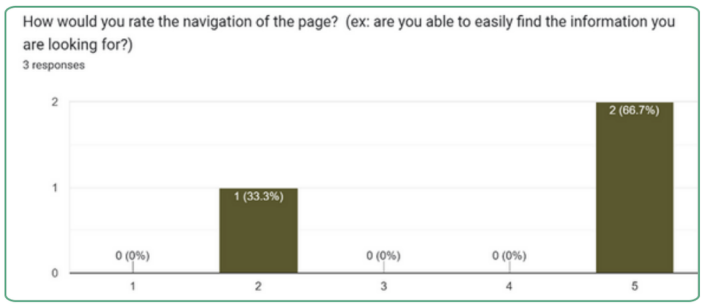
- *"About Section could be changed to make it easier to read (add a picture)"*
- *"Linking SNS in the "talk to us" will help user to link with the page easier."*
- *"I think that there could be more interactive tabs or perhaps an AI chatbot that pops up to help with more direct questions"*

AREAS FOR IMPROVEMENT (QUANTITATIVE FEEDBACK)

Questions were asked to be responded on a numerical scale from 1 to 5, with 1 representing "very dissatisfied"/"very unlikely"/"no" and 5 representing "very satisfied"/"very likely"/"yes."

- FEEDBACK FOR "OUR RECS"





NEXT ACTIONS

PAGE/CATEGORY	FEEDBACK (paraphrased)	NEXT ACTIONS	WORK STATUS
Shopping	Include a function to compare prices and selected product	Add filter function on top to sort by price, categories	Not Yet
Community	Place the "category" button in a more obvious location	Change the color and size of the button to make it more obvious. Make the text size of the introduction section smaller and more subtle	DONE
Our Recs	Add images in the posts	Place images at the beginning of the blog posts, just like the recipe content	DONE
Talk to Us	Link SNS account for easier input	Add SNS handles to the overall website and for the feedback page. Add a section for users to be able to add their SNS handle to be able to communicate with the brand via SNS.	WIP
About	Make it easier to read (ex: add a picture)	Talk about what the website is about in the beginning, and then the letter from the founders' afterward.	DONE
Overall	Include interactive tabs or an AI chatbot that pops up to help with more direct questions	Add AI chatbot for "Shopping" page, "Community" page, and "Talk to Us." Since the other pages are blog posts, it may be challenging to include an AI chatbot in the initial stages of the development	DONE