

NatureBound

# User Research and Prototype

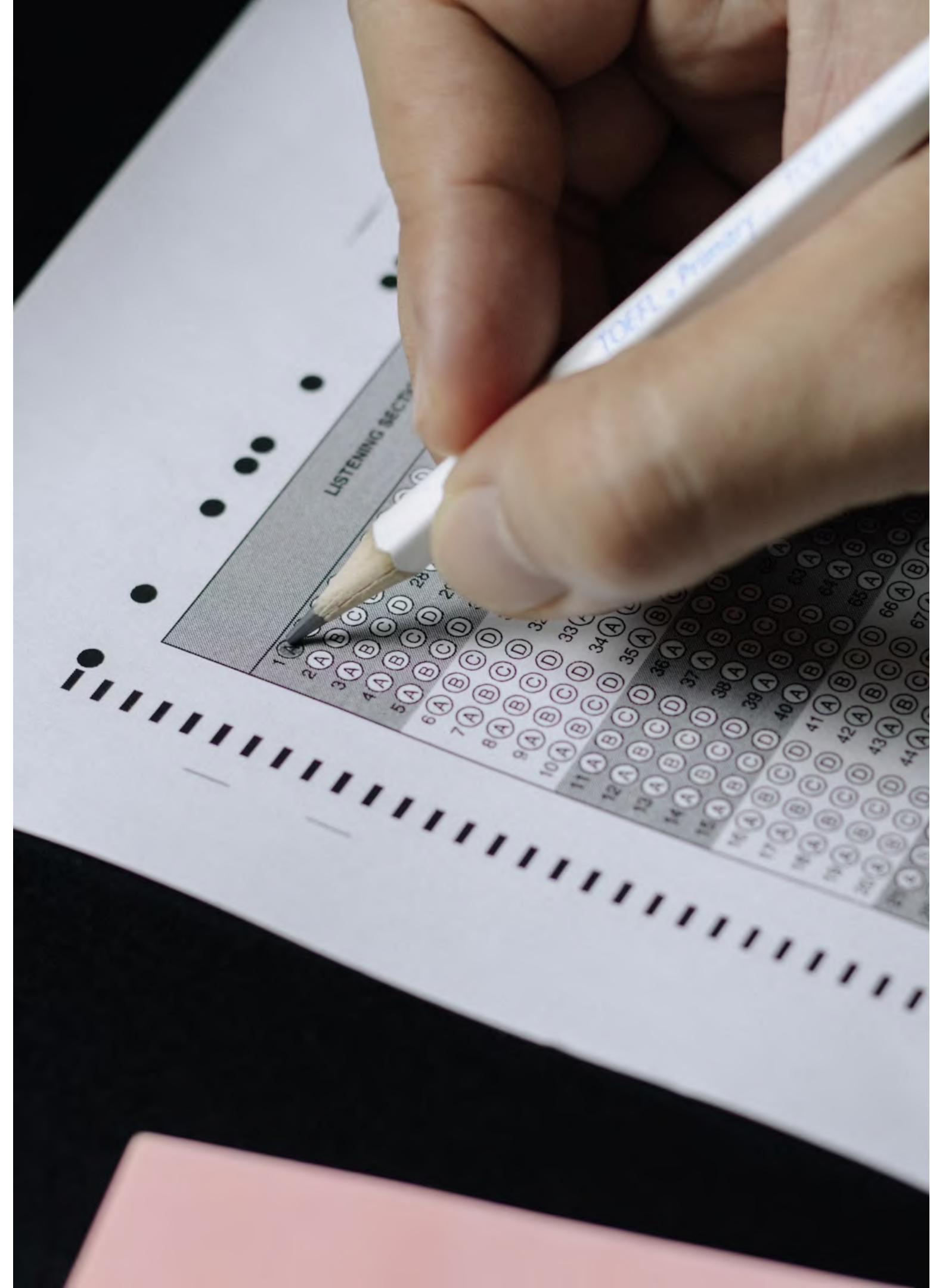
ADITYA RAJURKAR • UX CAPSTONE

USER RESEARCH

# Survey Questionnaire

for collecting demographic information and preferences

Try Pitch



## QUESTIONNAIRE

**1** Demographic

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**2** Shopping Habits

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**3** Sustainable Fashion

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**4** E-commerce preferences



## DEMOGRAPHIC

According to the survey, majority of the respondents fall under the 25-29 age range and are either students or employed full time.

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## Shopping Habits

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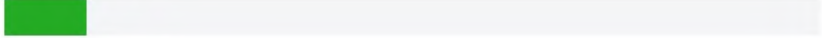
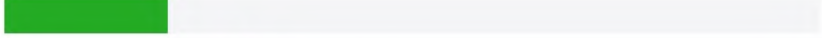
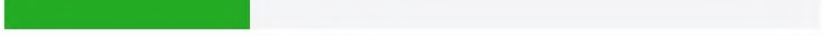

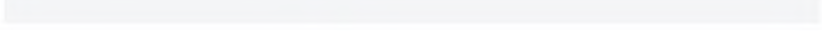
## Sustainable Fashion

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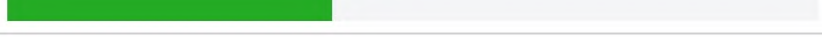

## E-commerce preferences

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### How often do you purchase fashion accessories online?

Answer	Percentage	Frequency
Multiple times a month		10%
Once a month		20%
A few times a year		30%
Rarely		40%
Never		0%

### What factors influence your decision to purchase clothing online?

Answer	Percentage	Frequency
Price		100%
Brand reputation		60%
Style and design		80%
Sustainability and ethical practices		10%
Customer reviews and ratings		50%
Convenience		40%
Other		0%

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## Shopping Habits

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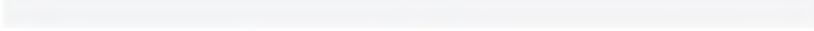



## Sustainable Fashion

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## E-commerce preferences

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### How important is sustainability when making clothing purchasing decisions?

Answer	Percentage	Frequency
Extremely important		0%
Very important		0%
Somewhat important		50%
Not very important		30%
Not at all important		20%

### What sustainable practices do you value the most?

Answer	Percentage	Frequency
Use of eco-friendly materials (organic cotton, re...		70%
Ethical manufacturing processes (fair wages, sa...		50%
Transparency in sourcing and production		40%
Minimal environmental impact (low carbon foot...		40%
Other		10%

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## Shopping Habits

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## Sustainable Fashion

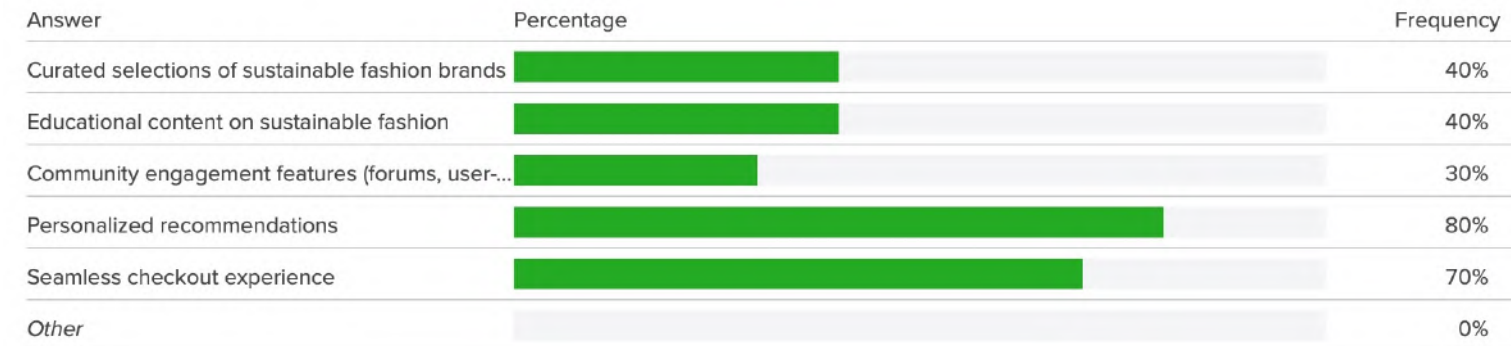
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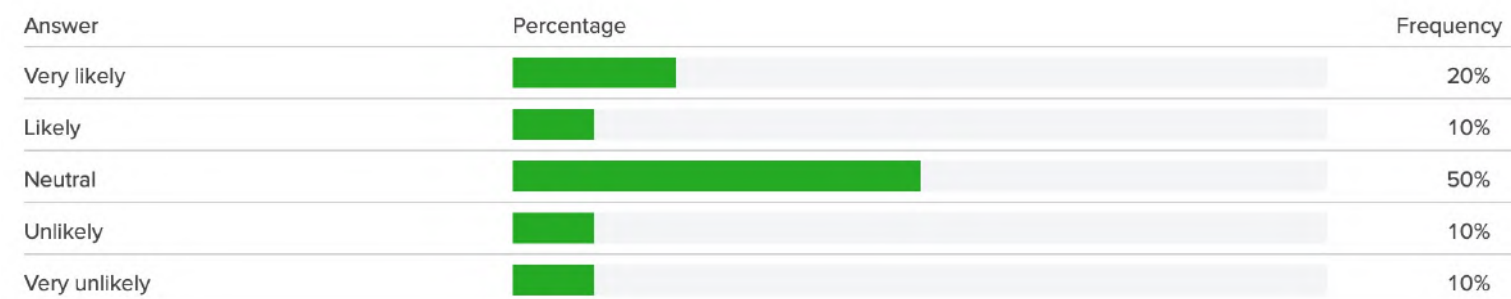
## E-commerce preferences

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### What features do you look for in an e-commerce platform for purchasing clothing?



### How likely are you to shop on an e-commerce platform that has curated brands prioritizing sustainability and ethical working practices?



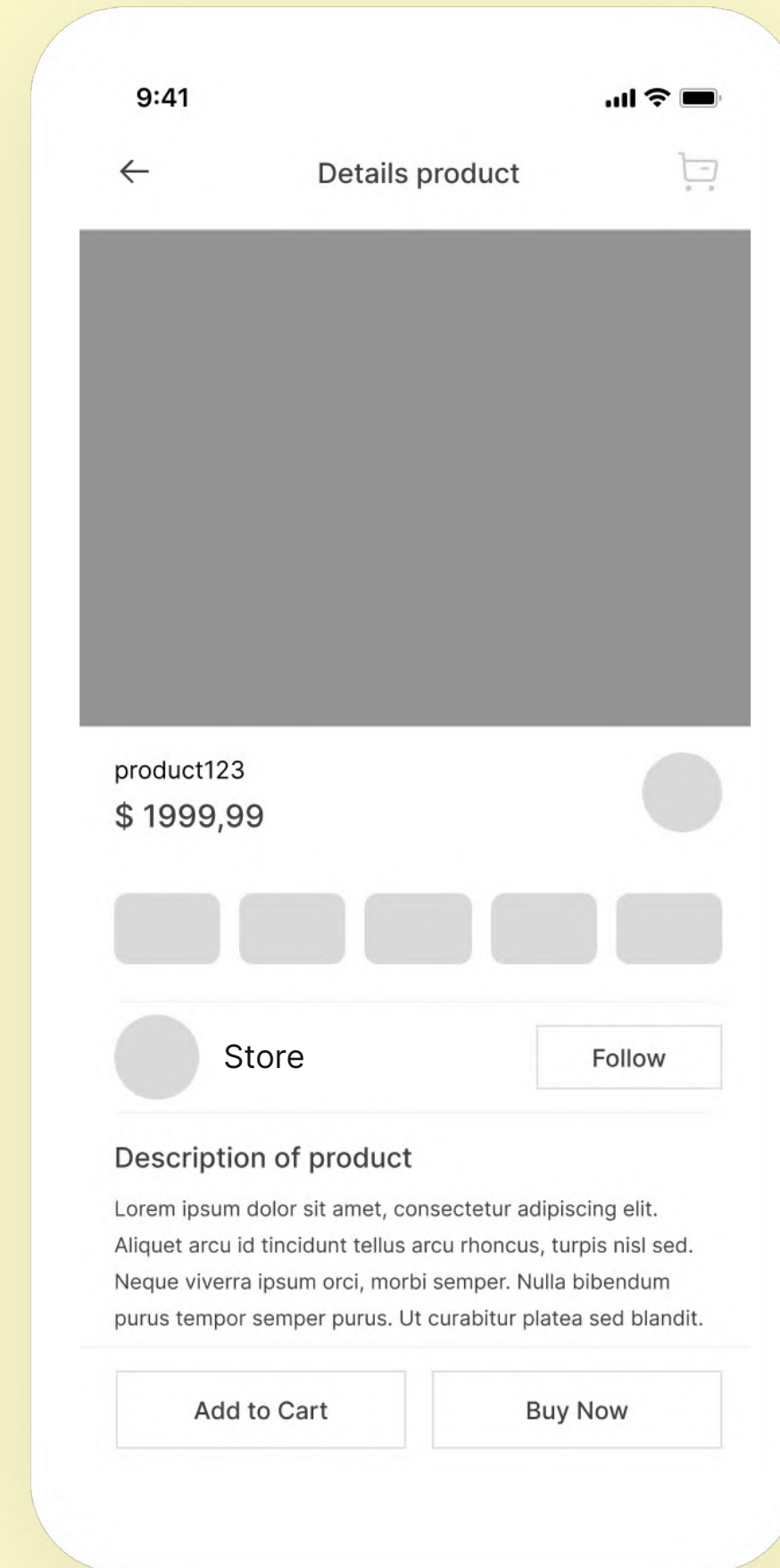
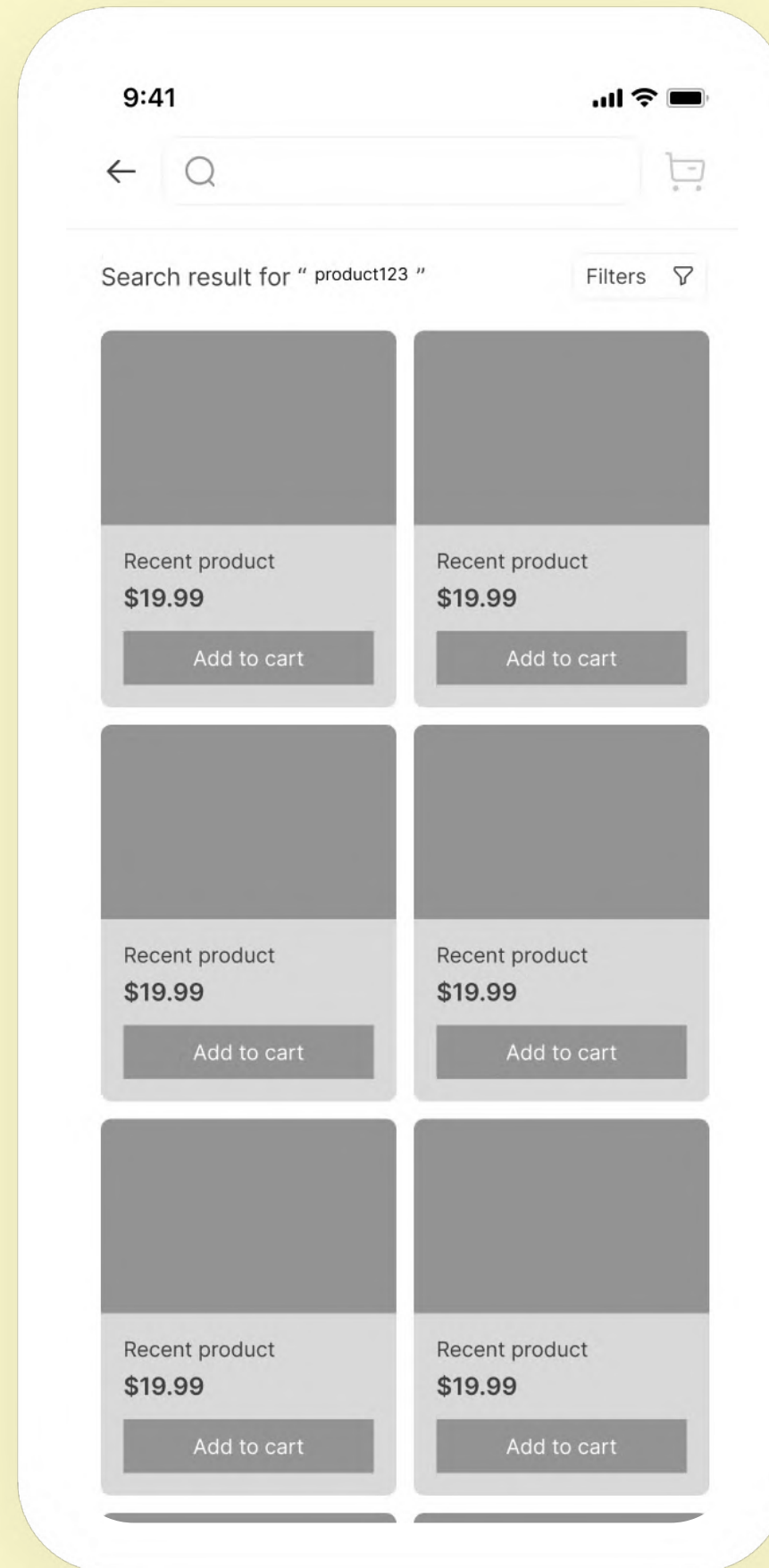
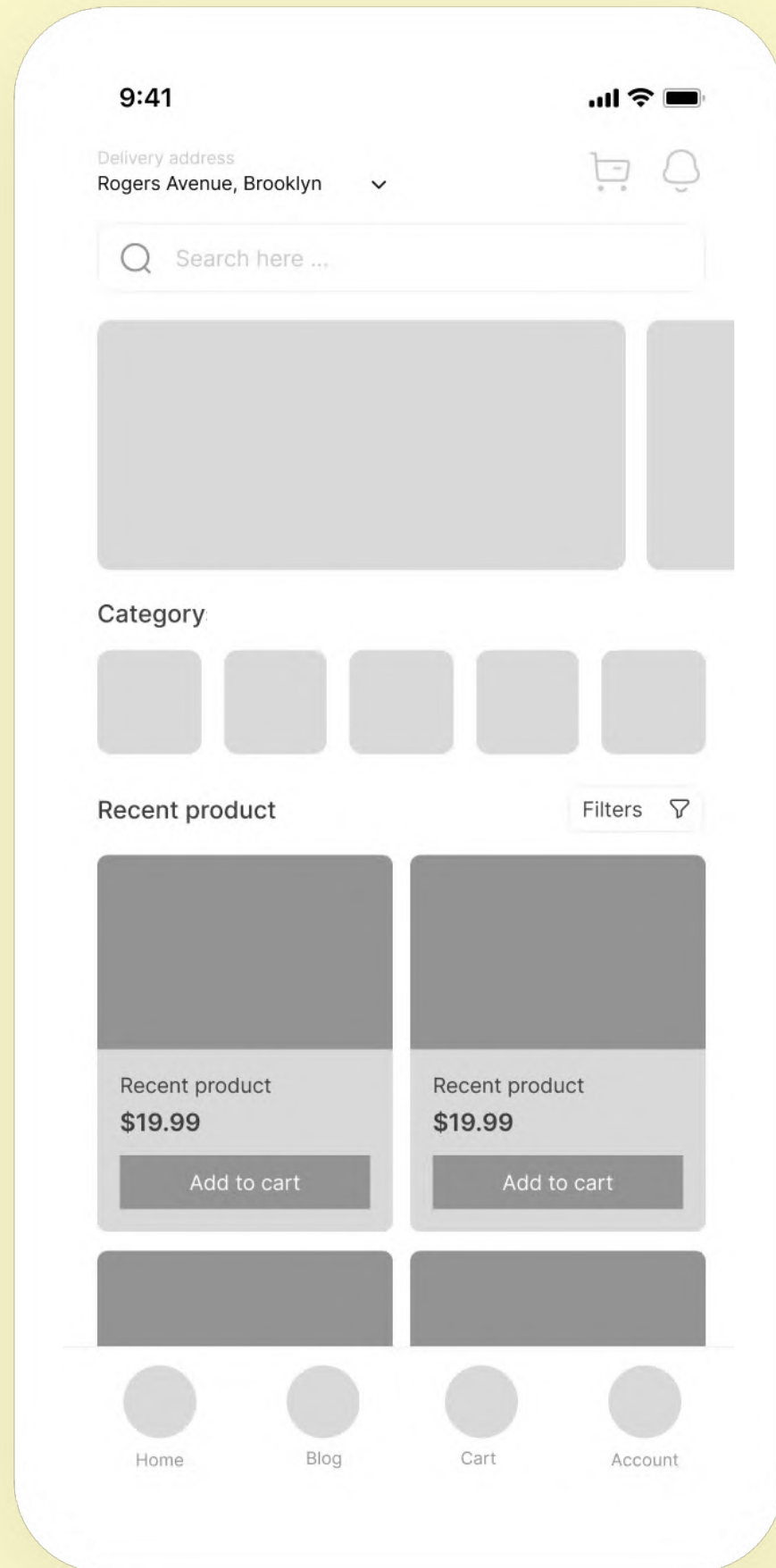
PROTOTYPE

# Initial prototype

Low-fidelity wireframes

Try Pitch





## NEXT STEPS

# Usability testing

To check if the app is user-friendly

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# Cognitive walkthroughs

To identify issues in the user journey

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# Moderated Interviews

To check for improvements in the content and UI design

**Thank you**



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