



# How to enhance engagement and inspire sustainability through website and social media platforms

## Abstract

The project aims to enhance HD Design's engagement after initial social media exposure. Research shows expansion needs sustainability promotion and user experience improvement. Surveys reveal upcycled product purchases for savings, eco-concerns, and unique designs.

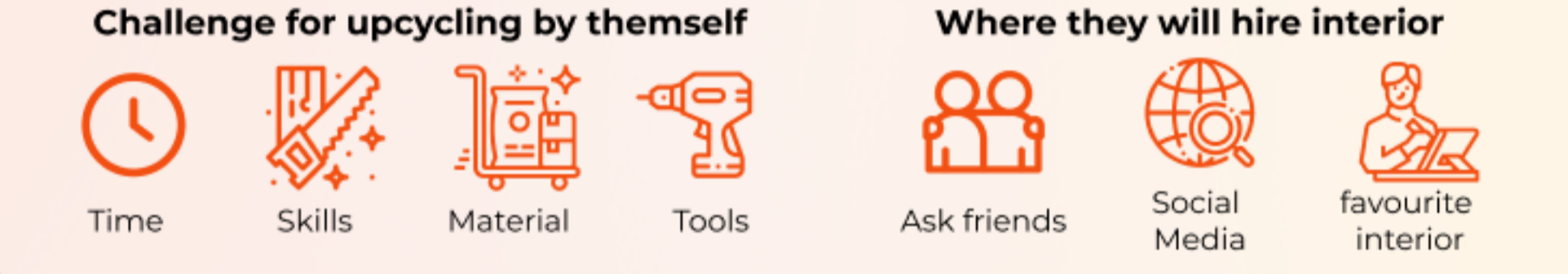
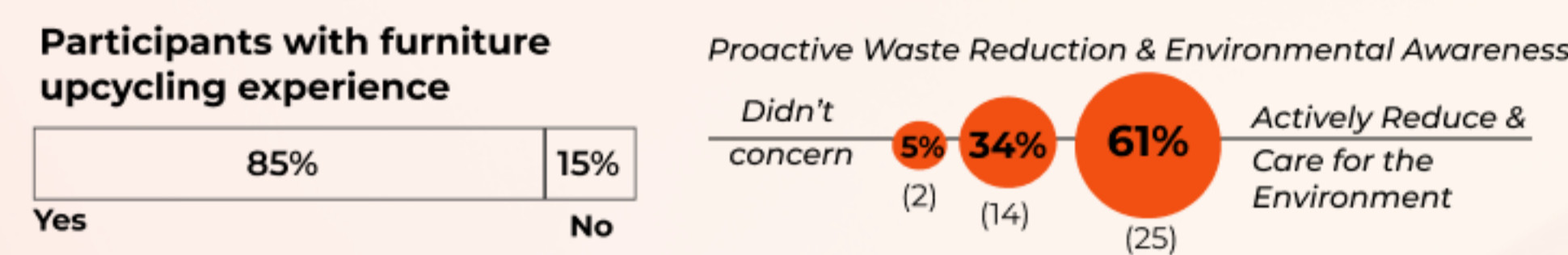
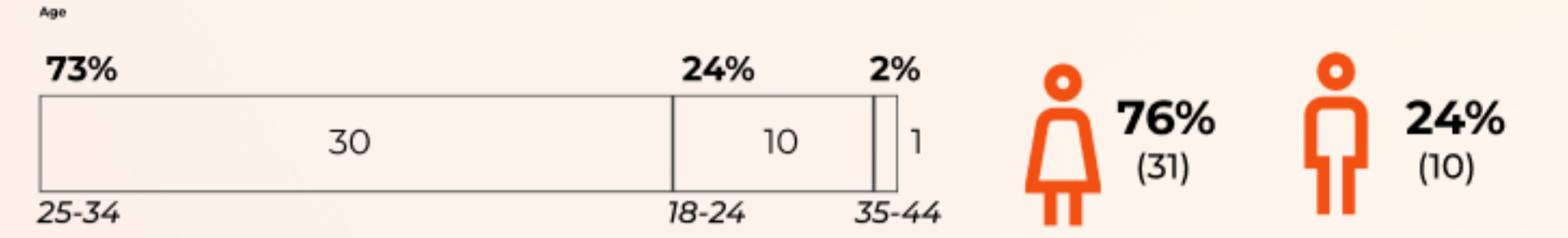
Researchers used techniques - research, interviews, eye tracking, and hi-fi prototype. Improved engagement requires a website redesign. Visits were extended by the new design, and information access was enhanced.

Testing insights inform improved content and understanding of customer needs. This project aims to explore ways to improve engagement and develop strategies for future content planning.

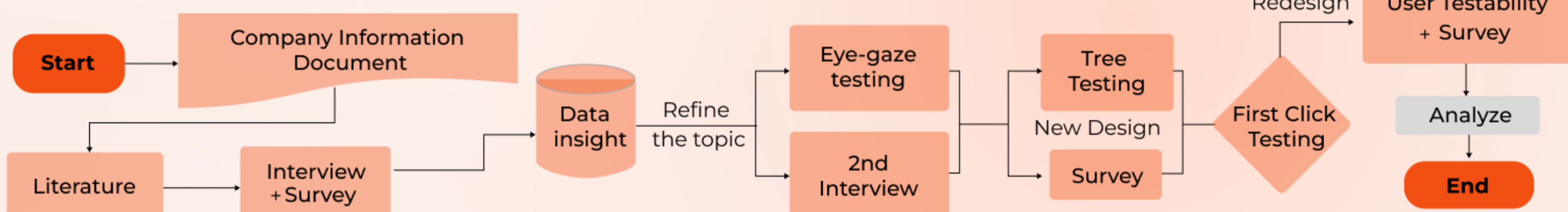
## Introduction & Background

HD Design is a company that specialises in the innovative upcycling of furniture and spaces. Their mission is to inspire people to embrace upcycling as a lifestyle choice and to provide affordable, sustainability-awareness, interior upcycling services. During the COVID-19 pandemic, HD Design focuses on homeware items such as tree pots, using social media platforms like Instagram, TikTok, and Facebook to share upcycling content. They have amassed a following of 91k Instagram users, mostly women, and are reaching a wide audience. To continue growing, they plan to expand their interior design services in the coming year

## Insights from 41 Participants [Interviews + Surveys]



## Study Methodology and Testing Result



## Upcycling perception

- Unveiling the Essence of Upcycling
- Behaviors and Perceptions

### Key Discoveries

- **Awareness & Purchase experience** is crucial for Upcycling Success
- **Motivation :** Cost savings, Environmental concern
- **Challenges :** Hygiene concerns, Specific items
- **People Lack of :** time, equipments, materials

## Challenges Observed

- **User Perception & Behavior Study:** Evaluate opinions and actions on HD Design's website and social media.

### Test Results

- **Font Overload and Small Font Size:** Led to content skipping
- **Lack of Upcycling Information:** Insufficient emphasis on upcycling
- **Insufficient Project Details&Images:** Limited showcase of projects

## Testing New Design Strategy

- New Redesign Strategy from feedback
- Suitability Testing
- Evaluating Information Architecture
- Error Identification"

### First Click Test Results

- 51 % Correct Responses
- User Rating: 3.9/5

### User Testability Test Results

- 76.7 % Correct Responses
- User Rating: 4.5/5

the need for a secondary button and user-friendly design to aid navigation.

## Conclusions

By conducting a thorough investigation, the project was able to identify the needs and challenges of users on the website and social media platforms. The goal was to improve engagement between the audience and the company.

User experience was enhanced by testing and gathering feedback, taking into account audience preferences, **sustainability, upcycling and the workload of entrepreneurs.** The insights gained from the redesigned website have highlighted user concerns and provided guidance for future enhancements.

## Future Work

### Main Focus:

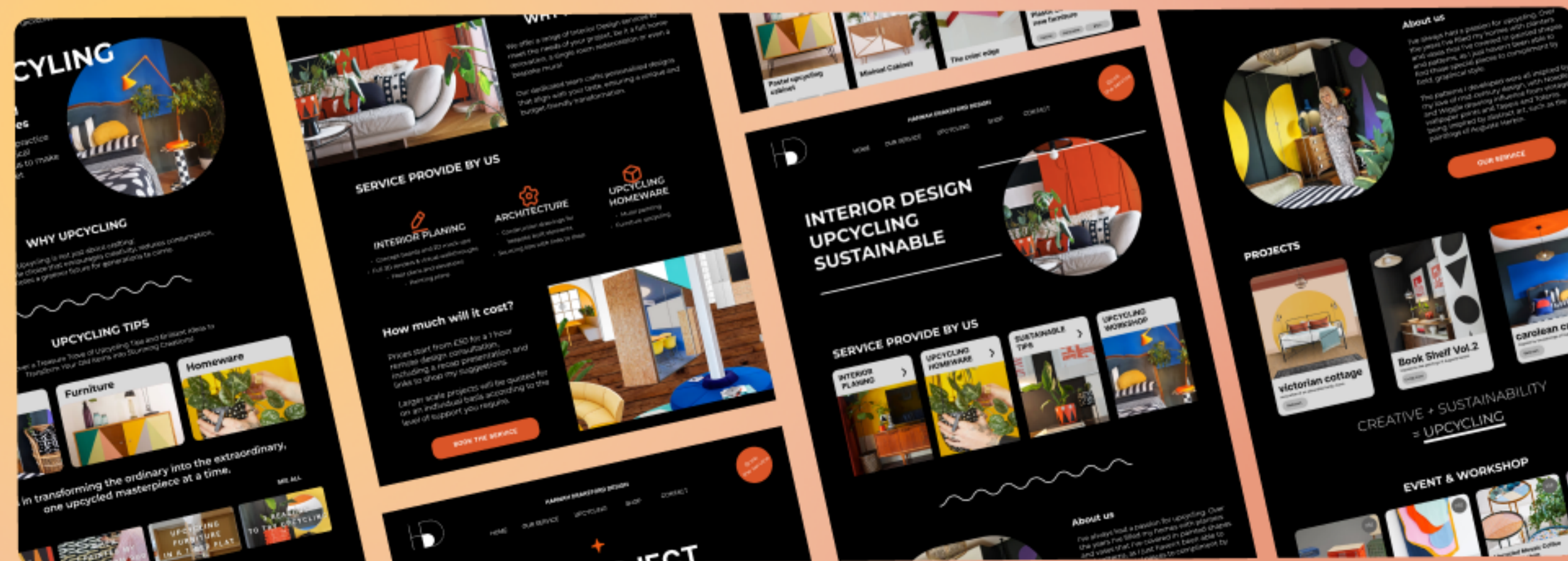
- Foster sustainable awareness
- Improve user experience

### Short Term

- Tailor website experience to various target groups.
- Improve booking system for efficiency.
- Simplify design for better customer understanding.
- Strengthen environmental awareness & upcycling practices.

### Booking System

Seamless Usage > Engage Customers > Exceed Expectations > Positive Experience = Reduce Time&Budget



## Key factor and Challenge from Upcycling Stake Holder

