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CO-DEVELOPMENT OF A NEW WEBSITE WITH POTENTIAL CUSTOMERS

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The present Master's thesis approaches website production from the service design point of view. Service design involves the customer in the design process. The service studied in this thesis did not have any customers when the study started because it was in the initial stages of being created. Thus, instead of existing customers the study involved potential customers in the development process. They are interested in the subject and need this kind of service.

The objective of the website is to serve customers interested in ecological and animal-friendly consumption. If one is willing to make sustainable consumption choices in his or her life, this is a good tool for learning more about ecological and animal-friendly products and services. It will make the customers' decision-making easier by introducing products and services.

The frame of reference of the thesis consists of service design, ecological and animal-friendly consumption, website usability and content strategy. The research is looking for answers to the questions "what are the aspects people are most interested in ecological and animal-friendly consumption?" and "what should be taken into consideration in website usability?". The theory and methods applied in the study focus on service design. The process follows the four steps of the double-diamond design process: discover, define, develop (ideate) and deliver (prototype). Versatile methods and tools were used to explore the real needs of the customers and the best practices to meet these needs. The process utilized benchmarking, research wall, canvases, diary study, workshops, service blueprint, interview, mapping and user test. These methods were used to identify what are the interests of the potential customers and what they want from the new service. As a result, the main interests and needs of the potential customers were defined and the structure of the service was designed. A website and Instagram-account focusing on sustainable consumption were designed and taken into use.

Minttu Lindholm

UUDEN NETTISIVUN VALMISTAMINEN YHTEISTYÖSSÄ POTENTIAALISTEN ASIAKKAIDEN KANSSA

Opinnäytetyössä perehdytään uuden nettisivun suunnitteluun ja toteuttamiseen palvelumuotoilun näkökulmasta. Palvelu on uusi, joten sillä ei ole vielä aloitustilanteessa asiakkaita. Asiakkaan osallistaminen kehitystyöhön on keskeinen lähestymistapa palvelumuotoilussa, joten uuden palvelun muotoilu toteutetaan yhdessä palvelusta kiinnostuneiden, potentiaalisten asiakkaiden kanssa.

Opinnäytetyön viitekehys koostuu palvelumuotoilusta, ekologisesta ja eläinystävällisestä kuluttamisesta, nettisivujen käytettävyydestä ja sisältöstrategiasta. Sivusto esittelee vegaanista ja ekologista elämäntapaa tukevia tuotteita, palveluita ja tapahtumia. Tutkimuksessa etsitään vastauksia kysymyksiin "mistä asioista ihmiset ovat kiinnostuneita puhuttaessa ekologisesta ja eläinystävällisestä kuluttamisesta?" ja "mitä nettisivujen käytettävyydessä tulisi ottaa huomioon?". Käytetty teoria ja metodit liittyvät palvelumuotoiluun. Prosessi noudattaa "tuplatimantti"-muotoiluprosessin vaiheita: tutki, määrittele, kehitä (ideoi) ja välitä (prototypoi). Erilaisia metodeja ja työkaluja hyödynnettiin monipuolisesti asiakkaiden todellisten tarpeiden ymmärtämiseksi ja näihin tarpeisiin vastaamiseksi. Prosessissa hyödynnettiin benchamarkkausta, tutkimusseinää, kanvaaseja, päiväkirjatutkimusta, workshoppeja, palvelun läpivalaisua, haastettelua, kartoituksia ja käyttäjätestiä. Näiden metodien avulla pyrittiin selvittämään asiakkaiden todelliset kiinnostuksen kohteet ja mitä he haluavat palvelulta. Tuloksena asiakkaiden kiinnostuksen kohteet ja tarpeet määriteltiin ja muotoiltiin tarpeisiin vastaava palvelu. Opinnäytetyön tuloksena kestävää kuluttamista käsittelevä nettisivu ja Instagram-tili suunniteltiin ja otettiin käyttöön.

ASIASANAT:

Kestävä kulutus, palvelumuotoilu, käytettävyys, nettisivut, yhteiskehittäminen

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INTRODUCTION

The business landscape has gone through multiple changes during the past decades. Globalization and technology together have opened the doors for worldwide consumption hysteria. The options available to consumers are expanding with dispatch and it has made it laborious for a consumer to appraise the supply and the backgrounds of the products and services. On the other hand, consumers have more information regarding services and products than ever before. People want to consume services and products which are in line with their values and identity. But it is no more only about what people want. Continuing population growth has made it too heavy for the planet to carry all the growing needs of people. Nature can not handle the consumption demands people have put on it. Both companies and consumers have to start doing more sustainable choices and actions. Consumers—especially Millennials—increasingly want brands that embrace purpose and sustainability (White et al. 2019).

One aspect to view sustainability is to pay attention to the conditions of the animals. Unprecedented extinction threatens species and that thereby the economy, food production, and health. The biggest causes of the decline of populations are the overconsumption of natural resources and changes in land use. (WWF b 2019.) Key drivers of biodiversity decline are overexploitation and agriculture to the extent of all the plant, amphibian, reptile, bird and mammal species that have gone extinct since AD 1500, 75% were harmed by overexploitation or agricultural activity or both (WWF 2018).

An incredible amount of species have become extinct because of human actions. The ones still existing are forced to live their lives without a chance to species-typical behavior to serve human needs. This is mostly because of the power production of dairy and meat products which has also the greatest responsibility for climate change. Currently, food production is the single largest contributor to greenhouse gases worldwide and one of the major causes of the decline in the world's wildlife (WWF a 2019).

In Finland, eighty percent of farmland is used to produce feed for animals. Food waste is born by feeding the farm animals with the food which could be used to feed people. Process spend a huge amount of energy and natural resources. Besides, it costs animals and people's health. (Lymberly & Oakeshott 2014, 9–10). Finland has signed an international convention to protect biodiversity (The Convention on Biological Diversity). The aim is to even out the use of natural resources to the level which will not exceed the carrying capacity of nature. (WWF 2019 b.)

Finland might not be the forerunner country that comes to animal rights but numerous vegan and cruelty-free products and services have been coming into the markets during the 2010s. Because the trend around animal-friendly consumer choices is only

growing consumers are searching for information about supply and different options. Generally, responsible consumption can be already seen in consumption choices that Finns do. Research done by Finnish market research company named Kantar TNS shows that over a half of Finnish consumers choose responsibility entry marked products always or often while shopping everyday products and that people consider everyday consumption choices remarkable (Luomu-lehti 2019, 53). It is still not enough. Finnish carbon footprint is among the highest (figure 1). Finland overshoot day is every year earlier and in 2019 it was at the beginning of April (figure 2). Finnish consumer can accelerate Finland's transition to carbon-neutral society by doing sustainable choices in everyday life.
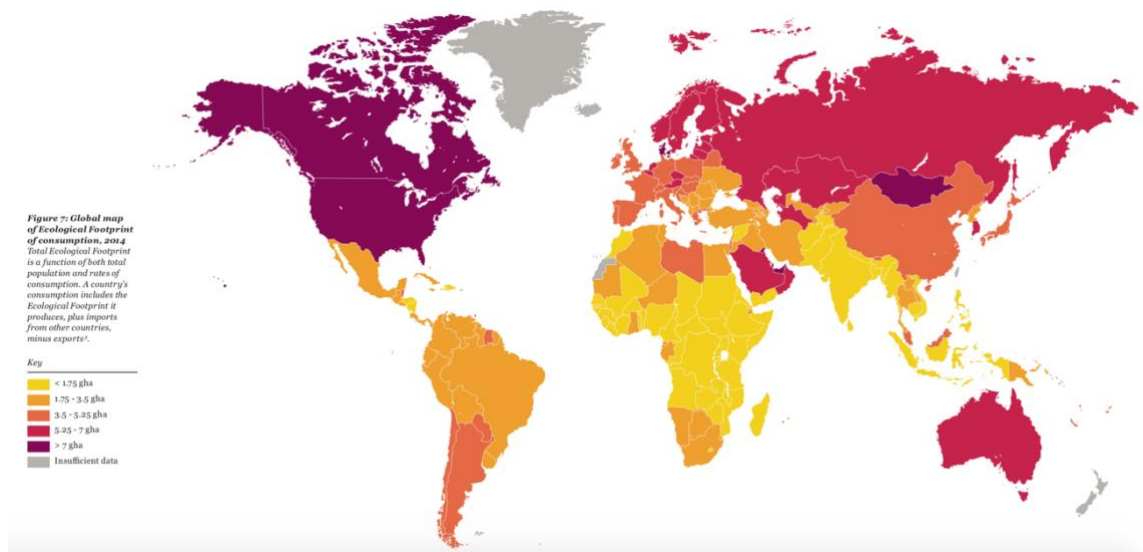

Figure 1. Global map of economical footprint of consumption 2014 (WWF 2018).

Country Overshoot Days 2019

When would Earth Overshoot Day land if the world's population lived like...

Dec 14 | Ecuador   Dec 18 | Indonesia
Dec 7 | Iraq
Dec 5 | Nicaragua
Dec 1 | Cuba
Nov 25 | Egypt
Nov 13 | Guatemala
Nov 6 | Uruguay
Oct 30 | Ghana

Feb 11 | Qatar
Feb 16 | Luxembourg

Oct 18 | Colombia
Oct 17 | El Salvador

Mar 8 | United Arab Emirates
Mar 11 | Kuwait
Mar 15 | United States of America
Mar 18 | Canada

Oct 8 | Viet Nam

Mar 29 | Denmark
Mar 31 | Australia
Apr 3 | Sweden
Apr 6 | Finland, Belgium, Saudi Arabia
Apr 10 | Republic of Korea
Apr 12 | Singapore
Apr 18 | Norway
Apr 26 | Russia
Apr 27 | Slovenia, Ireland
May 3 | Israel, Germany
May 4 | Netherlands
May 6 | New Zealand
May 9 | Switzerland
May 13 | Japan

Sep 23 | Peru
Sep 22 | Panama
Sep 17 | Gabon

Sep 5 | Algeria, Djibouti

Aug 28 | Thailand
Aug 23 | Venezuela
Aug 17 | Mexico
Aug 10 | Costa Rica

May 15 | Italy   May 14 | France
May 19 | Chile   May 17 | United Kingdom
                  May 20 | Greece
May 26 | Portugal
May 28 | Spain

Jul 31 | Brazil
Jul 24 | Ukraine, Paraguay
Jul 12 | Romania
Jul 8 | South Africa
Jul 6 | Iran, Bolivia

Jun 9 | Bahamas
Jun 12 | Montenegro
Jun 14 | China
Jun 26 | Argentina

Figure 2. Country overshoot days 2019 (Earth Overshoot Day 2019).

> "Earth Overshoot Day marks the date when, according to calculations, people's consumption exceeds the Earth's biocapacity, or the capacity to generate renewable resources and process the carbon dioxide released into the atmosphere from the burning of fossil fuels. At our current rate of consumption, we would need 1.75 Earths to support our demand on the ecosystem." (Ministry of the Environment 2019.)

Technology is harnessed to track and guide people's interests. It has become hard for companies to introduce their supply without paying attention to the power of digital platforms. Algorithms affect our purchasing processes and choices as consumers and shown supply can be assorted for example by ethical choices (Gerdt & Eskelinen 2018, 33). The experiences and recommendations of other consumers also guide decision-making (Gerdt & Eskelinen 2018, 35). Consumers are more demanding than before and companies need to respond to customer expectations if they are willing to succeed. Digitalization and globalization have diversified the competition between companies and competitors are at the same time each other's customers or in the same ecosystem promoting the demand of the whole industry, product or solution (Gerdt & Eskelinen 2018, 52). Online services and content should be designed in a customer-friendly way to be useful. Customer experience starts already before the actual contact between the customer and the service provider. Content guides also the technical implementation since the technique should support the presentation of the content. (Tanni & Keronen 2013, 104–105.)

There are calculations that expect Finnish consumption to double by 2060 (Ministry of the Environment 2019). To avoid it people must encourage each other towards a circular economy. Health, food, and security depend on the conservation of biodiversity (WWF 2018). Humans are social animals and will follow the actions of others, particularly on ethical matters. Consumers are looking for positive feelings such as happiness, pride and the warm glow that comes from doing good. People need correct information and education framed in a tangible way that makes them care. (Hardisty, White & Habib 2019.)

1.1 Objective of the research and research questions

It can be time-consuming trying to find animal-friendly and ecological products and services since so many products are tested by animals and includes ingredients from animals. This research considers animal-friendly and ecological consumption choices. Research will find out what are the interests and concerns of people interested in ecological and animal-friendly lifestyle to design a website which concider this subject. The website aggregates the content and provide quick-access answers. The website encourages consumers to consider these aspects while doing their buying decisions. The website is for people interested in products and services which have been produced by taking into consideration animal welfare. The website will introduce also the producers when possible. Content is based on consumer habits, service and product desires and other thoughts people interested in animal welfare and ecological choices have. To understand and define the customer needs for the content the research is approached with service design methods and tools.

Research questions

1) What has to be taken into consideration when designing a website for customers interested in ecological and animal friendly consumption?

2) What aspects should be paid attention to in website design?

1.2 Frame of reference

The thesis frame of reference (figure 3) consists of service design theory and implementation of service design process, methods and tools in creating a new digital service as a website. The main scope is in understanding the interests of potential customers and how the service should be designed to answer on these interests effectively. Potential customers are people interested in the ecological and animal-friendly lifestyle and consumption. As the research proceeds the service takes shape.

The objective of this thesis is to produce a tangible service product by combining these factors.

Since the objective is to create a service product the development process is based on service design theory. The service will be formatted as a website that requires design thinking to be combined with the research of the website usability. To make sure that the service will be found by the potential customers and that it will serve them in the most useful way the content and delivery need to be carefully defined and strategically designed.

Figure 3. Frame of Reference.

1.3 Service design process chart and methods

Process build from several stages starting from the definition of the subject. Service design is a nonlinear and iterative process but it can be articulated in an outline

structure (Stickdorn 2017, 124). The process of this thesis is designed in the frame of double diamond model (figure 4).
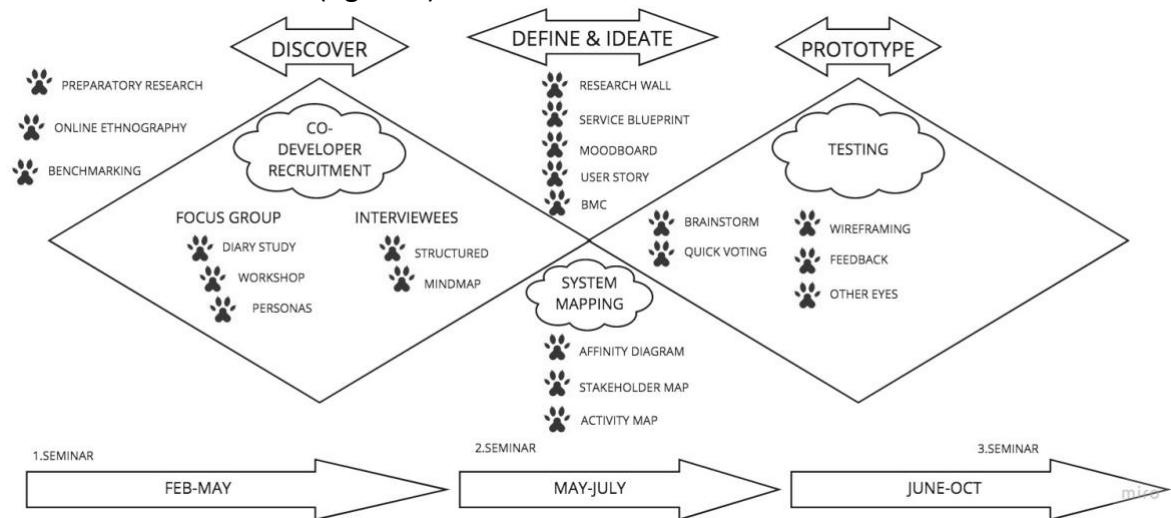

Figure 4. Service design process chart (Lindholm 2019, Based on British Design Council's Double Diamond Model).

British Design Council has created and named the double diamond design process model in 2005. The model is divided into four phases — discover, define, develop and deliver. It is popular and well used in the visualizations of design processes. (Lipiec 2019.) The iterative four steps of discovering, define, develop and deliver are a basic approachs to structure such a complex design process. (Stickdorn 2017, 126.) The discover phase is an exploration of the subject. The defining phase produces a focused research plan and in this phase, the research starts to produce research material. The developing phase is a reflection of the findings and processing it further. In the delivery phase the idea will be implemented and the final stage of delivery the service will be launched. The proposed process is a rough framework and it is considered as a prescriptive, nonlinear how-to-guide (Stickdorn 2017, 126.)

Service is connected with time and consists of touchpoints – the people, information, products, and spaces that encounter. Service design is the process of defining these touchpoints and their interaction with each other and with the users. (Design Council.) Too many times development projects concentrate to refine one part of the service at the cost of the overall experience. Creating a unified experience requires the complete integration of the different phases, both among themselves and with all the operations of the organization (figure 4) (Gerdt & Eskelinen 2018, 237).

The service design process can produce various outcomes. It can mean abstract organizational structures, operational processes, service experiences and even concrete physical objects (Stickdorn & Schneider 2017, 14). As presented earlier, the process is iterative including exploration, creation, reflection and implementation

phases (Stickdorn & Schneider 2017, 122–123). Usually, the process is nonlinear and stages are repeated. The process starts with the designing of the process.

In this research, the process alternates the stages of exploration, creation, reflection and implementation. The objective of the research becomes clear after defining the problem, brainstorming and sketching a solution and looking for information from the current situation. The research plan was structured into the frame of the double diamond model. At starting point design process is about discovery, gathering inspiration and insights, identifying the user needs and improving the preliminary ideas. Research started with discovering phase that included finding and defining information by doing preparatory research, benchmarking and interviewing. The next stage is analyzing and defining the findings. After the information is gathered it is analyzed and processed with a research wall and several service design methods and tools. In the end, the service is prototyped and tested with potential customers. In the final phase, the service will be launched and feedback will be gathered (Design Council). After the launch, the development process will continue even though the project comes to an end.

DESIGN THINKING AND SERVICE DESIGN

Business relies on design. By creating, marketing, and delivering value, the design is used to make sure that the outcome is what business believes will be effective enough to connect to the customers and help them perceive the value they are looking for. (Newbery & Farnham 2013, 5.) Design thinking is an iterative process that seeks to understand the user, question assumptions and redefine problems with the intention of identifying alternative strategies and solutions that might not be immediately obvious with the initial level of understanding. It provides a solution-based approach to problem-solving and a wide collection of empathic methods to understand and analyze how users interact with products and services. This is what makes design thinking a human-centered procedure that comes to improving and creating products and services. (Interaction Design Foundation 2019 a.)

Service design is an interdisciplinary approach for creating and developing better services. It combines different methods and tools from various disciplines (Stickdorn & Schneider 2017, 29) such as ethnography, consumer research, interaction design, product design, industrial design, service marketing and corporate strategy (Service Design Toolkit 2019) to enable evolving and involving research work. Stickdorn (et al. 2018, 27) defines service design as a "human-centered, collaborative, interdisciplinary, iterative approach which uses research, prototyping, and a set of easily understood activities and visualization tools". It concentrates on creating and orchestrating the experiences that meet the needs of the business, the user, and other stakeholders (Stickdorn et al. 2018, 27). There can be seen six characteristic service design principles.

Six principles of service design

1. Human-centered: Consideration of the experiences of all the people affected by the service.
2. Collaborative: Stakeholders of various backgrounds and functions should be actively engaged in the service design process.
3. Iterative: Service design is an exploratory, adaptive, and experimental approach, iterating toward implementation.
4. Sequential: The service should be visualized and orchestrated as a sequence of interrelated actions.
5. Real: Needs should be researched in reality, ideas prototyped in reality, and intangible values evidenced as physical or digital reality.
6. Holistic: Services should sustainably address the needs of all stakeholders through the entire service and across the business.

(Stickdorn et al. 2018, 27.)

1.1 Methods and tools

The idea for a service should be tested and developed with a potential customer to avoid mistakes, to create better value and even find more progressive ideas. Access to the customer information is highly important in doing successful experience design. Design process has to include a well-thought-out research plan that can provide the right observation, analysis, and insight development to get a real picture of the customer. (Newbury & Farnham 2013, 105-106.) This plan can be approached by defining the methods and tools used in design process.

Service design itself is a method. It is used to improve the quality of a service. Method approach design thinking human-driven way by considering the needs and requirements of users and by looking for solutions in co-operation with the users and other stakeholders. (Service Design Tookit 2019.) Methods used in service design are procedures which help to define how to approach and analyse the information which is needed in service improvement and designing new services. Methods are how-to-guides for the process stages.

Depending on perspective service design can be seen as a mindset, process, toolset or management approach (Stickdorn et al. 2018, 21-22). Service design process can be approached by various methods. Principally the goal is to gather understanding. In this research design process follows the idea of 'Double Diamond' -model (figure 4) by moving between the discover, define, develop and deliver phases. Most tools and methods can be adapted by modifying the level of detail, doing fast sketching or developing in-depth, subject to the outcomes expected or time and resources available (Design Council). In this thesis the service design process has been approached with several methods as preparatory research, focus group, interview and workshops. Service design process applies different kind of tools in creating and analysing information. Tools help to visualize and concretize the work and in co-operation they are useful in ensuring that everyone can see things in a same way. Toolkit of this research includes system maps, service prototypes and business strategy canvases.

1.2 Co-creation of value

The creation and development of value-chains have been traditionally kept inside the companies and even without any contact with the assumed customer (Prahalad & Ramaswamy 2004, 6). But the change has started and more often also the customer is part of the creation and development processes. The conscious consumer of today usually wants to be involved. Operating together in every part of the creation and development phases can produce benefits, savings, and success for both parts - to the companies and their customers. Value has to be jointly created by both to find out the way to the new sources of competitive advantage (Prahalad & Ramaswamy 2004, 7).

Value has been originally conceived as embedded intangible goods, while it is now perceived as co-created among various social and economic actors during the process of use (Sangiorgi 2013, 96). This also means that value can not be stored and there exists no value for the service or product before it is in use. Value is co-created within multiple interacting actors and their resources. Producers should think about how they can better serve customers and support their value-generating processes. (Sangiorgi 2013, 97.) Instead of looking for new goods customers only want something which either helps them to solve a problem or some other way to help them to reach their goals. While it happens they expect organizations to provide an experience, that reaches or exceeds their expectations, fits in with their lives, and meets their emotional needs. (Stickdorn 2018, 5.)

An effective design should be able to motivate users' participation in the value co-production bringing in their competences, resources, and effort. Searching for opportunities to improve 'value in use' is done by observing and understanding users there where value is co-created. (Sangiorgi 2013, 98.) Usually, things are seen as people want, not as they are. Successful value creation asks for conversation and careful listening. To get new insights one must put her assumptions aside and find out the honest understanding and connection to the one being empathized. (Lim 2014.) Dialogue, access, risk-benefits, and transparency are the building blocks of interactions for co-creation of value according to the Prahalads and Ramaswamys DART-model (figure 5). The model has been used in this thesis to analyze the risks and benefits of the co-development. The interaction starts with dialogue. It must center around issues interest to both sides. Transparency and access are about getting as much information as needed from both sides. It supports a meaningful dialog. (Prahalad & Ramaswamy 2004, 9.) Risk-assessment is the result of the previous. It is truthful decision-making based on the dialogue, access, and transparency between the members of co-operation. Result of interaction is built on honesty, trust, and freedom (Rossi 2017).
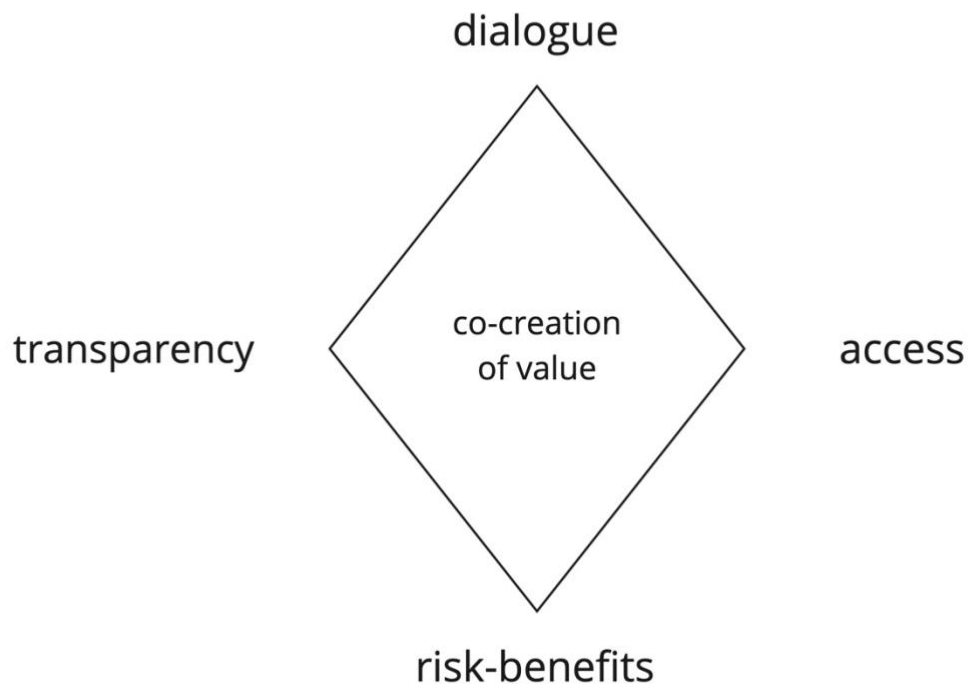
Figure 5. DART-model (Prahalad & Ramaswamy 2004, 9).

Co-creation is about *joint* creation of value within the customer and company by allowing the customer to co-construct the service experience to suit her needs. Problem is defined and solved together. Dialog requires interactivity, deep engagement, and the ability and readiness to understand both sides. Equality is the key to fluent dialog. (Prahalad & Ramaswamy 2004, 8-9.)

Maintenance of a website community seals in multiple risks and benefits what comes to co-creating value with customers (figure 6). Acquiring even a small number of followers can take a long time. A big number of blogs will never succeed. Creating a community takes time. Customers can be asked to join the co-creation from the very beginning. Customers can help in defining their needs and interests which help the blog writer concentrate on the right things. Involving the customers into the co-creation increases customer loyalty. It can also produce new business ideas. Co-creation sets the attention directly on consumer-service provider interaction as the locus of value creation (Prahalad & Ramaswamy 2004, 10). The time of each member will be saved when the right information and learning is shared between the customer and the service provider. It will be easier to create engagement between the parts by understanding the needs and motives for the use of the service.

Co-creation includes some risks too. Good dialogue and carefully chosen methods will help to avoid the risks. There exists a risk for misunderstandings which can lead to the loss of customers and extra costs. The results of the co-creation are derivative of

participating customers' interests and know-how. Versatile engagement and regularity are challenges in co-creation development work.
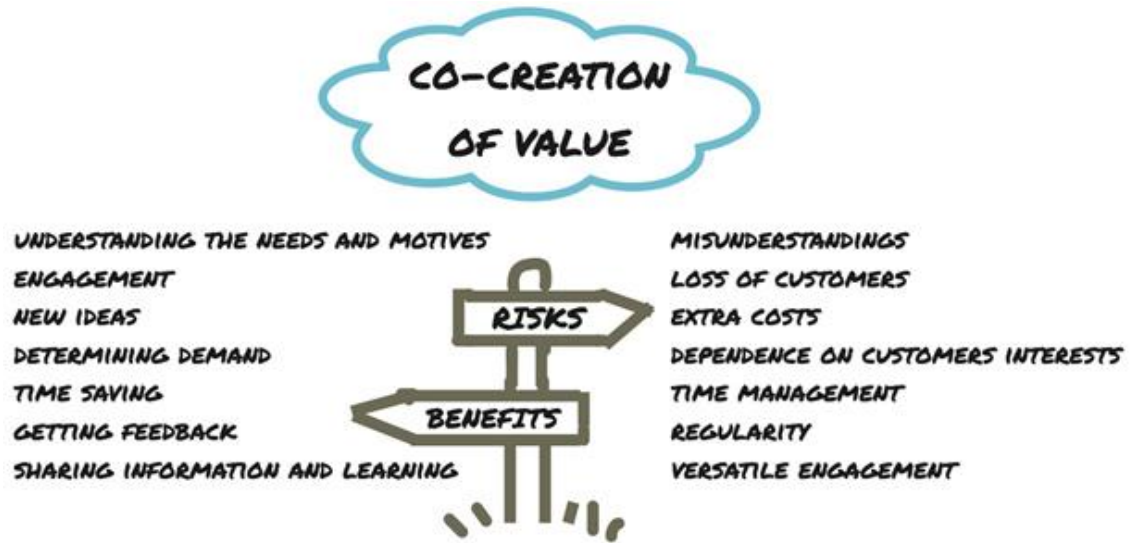

Figure 6. Co-creation of value (Lindholm 2019).

ANIMAL-FRIENDLY AND ECOLOGICAL CONSUMPTION

> Our children are afraid of what remains for them from the planet after past generations' consumption hysteria. Incomprehensible disregard regarding self-inflicted disadvantages is ignored by blaming others. It can be read and heard how the offenders to climate problems are alleged to be the citizens of India, China or other countries but not the tiny Finland. The fact is that Finnish people consume five times more than an average citizen of India and twenty times more than Bangladeshi. (Luonnonsuojelija 1/2019, 30.)

There exist multiple opinions and points of views concerning the question of what is animal-friendly and ecological consumption. In this study, the word ecological considers the relationships between living things and their environments and efficient and sparing consumption of energy and resources. Word ecological is used as a synonym for the pair of words ecological sustainability. Ecological sustainability means that, based on a long-term view, the productivity of the waters, soil and ecosystem should be conserved and unwanted impacts on the natural environment and people's health should be decreased to a level that nature and humanity can handle (Löf 2018). In practice, it can mean various things to different people depending on their values, experiences and knowledge base. Some people do not consider these aspects at all while doing their consumption decisions whereas others try to buy only ecologically sustainable and vegan products or try to avoid all possible consumption. Eco-friendly products are the ones that do not harm the environment whether in their production, use or disposal (Conserve Energy Future 2019). Every product has impacts from raw materials to production, transportation, use and until the end of its lifecycle (Iannuzzi 2017, xiii).

Animal-friendly products and services do not support testing on animals, use an ingredient of animal origin or cause harm to the animals any other way. Ecological and animal-friendly consumption can be seen as consumption which causes as little as possible harm to the ecosystem and takes into account animal welfare. Morally examined, humans should avoid exploiting other beings, which involves treating other beings as instruments for people's purposes (Aaltola 2004, 250) or at least start to have serious conversations about the limits and levels of exploitation. In the 2000s a bigger group of people would like to do sustainable and animal-friendly choices but find it too difficult or time-consuming to get to know what they should choose and do. In liberal democracies, citizen participation is essential in decision-making but it is difficult if the citizens do not have enough knowledge where to base the decisions. Sustainable choices might be also more expensive.

The most significant regulation considering animal welfare that the EU has adjusted is in Annex to Directive 98/58/EC: "All animals must have access to feed at intervals appropriate to their physiological needs" (European Union Strategy for the Protection and Welfare of Animals 2012–2015, 5). For farm animals or other exploited animals, it is not much. Animals have to be able to implement species-typical behavior and it is

directly related to under what kind of conditions they live through their life. Things like the structure of the barn floor might have cardinal importance in animals' life but the consumers' chance to compare this kind of difference in products is impossible (Lappalainen 2012, 11). In the European Union animal welfare strategy consumer awareness has been raised to be a key factor affecting animal welfare. The objective is to increase consumer awareness of animal welfare. Animal welfare labeling systems and marketing need to be controlled and schools should teach animal ethics and welfare. (Kupsala 2015, 81.) An EU-wide survey proves that animal welfare is a major issue for 64% of the population. Still, the concern for animal welfare is only one of the factors affecting consumers' choice and often this aspect does not come up since they are not always well informed about the methods of production and their impact on the welfare of animals. Consumer decisions are largely driven by price and directly verifiable characteristics of food products. (European Union Strategy for the Protection and Welfare of Animals 2012-2015, 5.) Since the research is from the early 2010's the number of concerned consumers has increased afterward. Consumers need to get information from food production and about animal welfare to do ethically sustainable, informed decisions in groceries and restaurants. In a democratic society, people should be able to discuss freely food production and companies must act transparently. (Lappalainen 2012, 11, 19.) Information needs to be easily accessible and understandable.

Finnish meat and milk consumption are at a record level but the first time in history turning to decline. One reason for the decline in meat consumption is the increase in vegetable consumption and the introduction of vegetable-based meat substitutes. Increasing health and environmental awareness in consumer decision-making has rapidly increased the market for plant-based products. (Arovuori et al. 2019.) Agricultural emissions are high (almost 15 Mt/year) due to beef production and the decomposition of peat. To reduce emissions meat consumption should be cut down a quarter from current according to the YK health organization recommendation. Ecological and sustainable consumption requires also the production of longer-lasting wood products, reducing industrial and air service emissions, more sustainable transportation options and rejecting fossil fuels. (Luonnonsuojelija 2019, 20-21). These issues are global and part of the United Nations Sustainable Development Agenda 2030 which takes into consideration many perspectives of sustainability (figure 7). The realization and success of this agenda will rely on participating countries' sustainable development policies, plans, and programs, and will be led by countries (United Nations 2019). Government has responsibility in the implementation work but individuals responsibility should not be underestimated either.

Figure 7. Sustainable development goals 2030 (United Nations 2015).

The program takes stand for more sustainable actions by defining seventeen concrete goals for a better future of the planet earth. Subjects consider social, ecological, economic and cultural sustainability. Consumption choices have a connection to most of the goals. By paying attention to own consumption choices people can prevent poverty, hunger and climate change and promote good health and well-being of people, other animals, and nature. Responsible production and consumption are one of 17 Global Goals that include to the 2030 Agenda for Sustainable Development. To ensure sustainable consumption and production the ecological footprints should be reduced by changing the way goods and resources are produced and consumed (Sustainable development goals fund 2019).

Everyday life and health depend on a healthy planet. Nature can not be taken for granted anymore and current unsustainable production and lifestyle must come to an end. (WWF 2018, 4–5.) Continuous degradation is influencing many ways on species, environment, and ecosystems (WWF 2018, 6). The Living Planet Index has demonstrated an overall decline of 60% in species population sizes between 1970 and 2014. There was once species like golden toat, Caspian tiger, Formosan clouded leopard and many others which all are now extinct due to secret hunting, climate change and loss of living space. Right now millions of animal and plant species are in

danger of extinction due to some reasons. Huge amounts of species are also suffering from deterioration in the quality of life due to pollution from industry and agriculture. (WWF 2019 b.)In addition to the big decisions and guidelines the government, industry, agriculture, big companies, and international cooperation must establish also the consumers must combine their forces to stop unethical and unsustainable operations.

WEBSITE DESIGN

A website is a compilation of publicly accessible sites with a domain name (Techopedia 2019). As digitalization has become a general commodity almost every person, company and community has a web presence. It is said that what Google can not find do not exist. Technology has made it possible for actors from different sides of the world and over industry boundaries to contact online. Services, products, and information move fast from person to another and people can connect easily according to their interests regardless of time and place.

This website concentrates to share information about animal-friendly and ecological consumption choices and habits. It should serve essential, reliable and easily approachable issues to be helpful for the people who use it. The reliability of the posts means that content is justified and transparent. Essential content should invite reflection in customers' thoughts and approachability signifies considering the customers' perspective. (Tanni & Keronen 2013, 27.) People with different kinds of interests are involved in the process to identify the hot topics and motivating factors around the subject. Useful content provides a solution to the specific problem of the recipient (Isokangas & Vassinen 2011, 67).

3.1 Strategies

The strategy describes the totality of means which help to achieve the targets (Kananen 2013, 17). Online communication and content should be planned to produce conversions. Content affects also on website searchability. The content design should take into account the target group and its needs, communication goals, text style, and communication topics and channels. (Kananen 2013, 40-41.) Strategical relationships and activities are listed in the business model canvas, value proposition canvas, service blueprint, affinity diagram, posting plan, and stakeholder map.

3.1.1 Content strategy

Content strategy should fulfill producers' needs and consumers' expectations. Content strategy is a way to build an interesting continuum of content that propels the customer through the different network channels. By understanding the customer needs website can help customers orientate their actions new way and reach benefits. Content marketing strategy answer to the questions what the brand is about, who is it talking to, in which touchpoints and formats it is talking, who produce the content and when, how the content is advertised and how the success is measured. (Kananen 2013, 40, Tanni & Keronen 2013, 13.)

Persuasive content brings up new insights by producing applying examples and interpretations from the customer perspective (Tanni & Keronen 2013, 100). Impressive content produces involved customers (Tanni & Keronen 2013, 95). Building a successful online community is based on trust between the author and the members. Reaching readers and building the relationship takes time. The website should produce value for the customer to be useful. Trust is based on transparency, conformity, the subtlety of influencing and valuation of the members. Transparency can be promoted by presenting honestly the author and the purpose of the website. Conformity means that the idea and action remain consistent. Influencing should be based on providing and sharing solutions not to push marketing. The author should evaluate all the effort and time that the customers devote to the service. Their loyalty can be earned by showing respect to them. (Kananen 2013, 115-117.)

The website should have a goal that can be estimable and measured. When measuring sales is not an option it must be determinable in other ways. Content should reach consumers who are looking for information about ecological and animal-friendly products and services. Consumers are from different kinds of consumption groups which all have their own needs and action channels (Kananen 2013, 44). The core message which should affect on chosen consumer segment can be build up by understanding consumers' motives (Kananen 2013, 52). Measuring helps to understand how the content work. It is difficult and mostly guessing to define a numerical measurement scale at the beginning to estimate how the content works. (Tanni & Keronen 2013, 170.) Along with the contents of the number of functionality will be measured by observing how the number of visitors and popularity of the website and Instagram-account will progress.

Although the website does not provide a chance for shopping, the AIDA-model can be used to plan and measure the goals and use of the website (figure 8). AIDA-model is developed by Elmo Lewis and it is build up from four stages which measure the consumer behavior. (Kananen 2013, 63.)

Figure 8. AIDA model (Optimonk).

Attention should be obtained by efficient search engine optimization (Kananen 2013, 63) and marketing. Attention can be measured by counting the visitors to the websites. After attention has been obtained the customer should get interested in the offering (Kananen 2013, 63). Interest can be measured by analyzing the time visitors spend on the websites and how they move there. In this case, desire can be also measured from the duration of visit on the pages and from the movement inside the website. Desire and action can be analyzed by the actions and conversions customers take. These can be for example joining the mail list, sharing the content, commenting blog articles or some other contact/action customer might take considering the website. The final goal is to get the customer to embrace the information given through the website, estimate own consumption choices and target consumption choices according to ecological and animal-friendly consumption. The efficiency of the websites can be calculated by proportioning the conversions to the total traffic of the websites (Kananen 2013, 75).

Analyzing the traffic of the websites help to understand how the customers use it. Understanding the use enables to do development plans and intensify the website. Analyzing tools help to collect information about the traffic levels on the website, how the visitors behave, what they do and how they react. To optimize the website to work as wanted the current state of the site needs to be analyzed and then plan and accomplish the change measures. Optimization is mainly testing and learning from experiences. (Kananen 2013, 75-76.)

3.1.2 Communication strategy

Consumer behavior data has shown that people around the world are interested to buy products that are made by responsible actors and from ones that have ecological attributes (Iannuzzi 2017, xv). Since the overall selection of products is so wide consumers can find it too laborious and timeconsuming to study the backgrounds and ingredients of each product. Properly targeted, clear and fluent marketing should make it easier for consumers to find the products which meet their needs and values. Without interesting content, the website can not reach followers. In addition to creating valuable and interesting content to own websites, it is important to be seen also in other channels. (Tanni & Keronen 2013, 51.) The aim is to produce reachable, binding and activating content. Reachable message guides readers towards the engaging content which keep readers coming back to the website. Reaching messages can be seen in momentary message channels like Instagram and engaging content lives in time-resistant channels like websites.

3.1.3 Discoverability

The website's objective is to reach traffic on the sites (Kananen 2013, 55). Visitors can end up to the pages by using search engines if the website is search engine optimized. Google is one of the biggest and most used search engines. Search engines try to find websites that match best on the search. Placement to the first page of the search results is important because consumers pay attention only to the top of the search results (Kananen 2013, 83). Search engine optimization can be enhanced in several ways. Search engines prefer websites that regularly go through changes and updates (Kananen 2013, 75). Websites can reach better discoverability also by producing shareable contents to social media. This is called social media optimization (SMO). (Tanni & Keronen 2013, 79.)

3.2 Website usability and measurement

From the customer's perspective, it is an interface that connects them to the business. Digital customer experience development consists of the speed of the service, personalization, and user-friendliness supported by the well built technological environment (Gerdt & Eskelinen 2018, 56-57). Service should be real-time, customer information should be carefully handled and made use of. Technology has to be easy and intuitive to use for the customer. Ease of use reflects straight to customer loyalty (Gerdt & Eskelinen 2018, 59).

The creation of the web pages does not require extensive IT-skills. Wordpress and other content management software offer advanced and user-friendly templates that

can be taken fast into use. Technology alone is not enough because the website has to look attractive and the most important thing is the content (Kananen 2013, 29). The website visitor concludes at first glance whether the pages are meant for him/her (target group), what does it offer (company core message) and what solution does it offer (Kananen 2013, 32).

The visual analysis can be done before the website is released but also by following the customer traffic. A large amount of quick exists can be explained by the bad visual or technical shape of the website. Observing a real user gives a good idea of how users interact with the site. Before publishing the website can be tested also with software that is planned to measure the behave of an average visitor. Technical functionality can be tested with several tools to measure how users interact with the site and to get more information to supplement the development ideas. All this qualitative and quantitative assessment of the design helps in improving the overall user experience and validating the assumptions on which the design is conceptualized. (Bhavya 2017.)

The structure, visuality and technical elements of the website were chosen in cooperation with the potential customers of the website. Prototype is visualized with maps, research walls, service blueprints, personas and wireframing. Usability-design has followed the common web design practices by trying to keep the navigation simple, showing the core message on the top of the home page and locating the search field in the header.

Usability can be tested and measured. A usability test is qualitative research that is a guiding and corrective action. The usability test should show the possible problems and weaknesses of the service so that the designer can repair the identified deficiencies. Usability research observes what the user does and user experience research sorts out what the user feels, experiences and thinks (Pyyhtiä et al. 2017, 108-110.)

The usability test should point out the problem areas in the use of the service. It should also tell can the customers use the service as it is meant to and does it meet their needs. A test person can move around freely in the web service or be guided to do tasks. It is also important to see what the user does not do. In addition to usability problems tests can produce useful information about the layout, the convenience of the service and how the content is affecting on user experience. It is beneficial for a designer to follow the action. (Pyyhtiä et al. 2017, 112-113.)

Customers of the service are the users of the website. Good usability is the key to successful customer experience. The use of a digital service should be easy, effective and pleasant. Good digital usability means good customer service. Features have to be in good order, logical, clear and understandable. Usability is part of the user experience. (Pyyhtiä et al. 2017, 107.) User experience design provides meaningful and relevant experiences to users (Interaction Design Foundation 2019 b). User experience is individual, situational and based on emotions and image (Filenius 2015, 25).

Successful customer experience boosts customer loyalty which releases company resources from seeking new customers continually. A functional user experience is approached by doing user-centered design. In user-centered design, process designer focuses on the user and their needs in each phase of the design process and involves the user throughout the design process (Interaction Design Foundation 2019 c). The design process which takes into consideration the needs of users, customers, active stakeholders, and passive stakeholders is called human experience design. (Pagán 2018.)

When people search for something from the online sources they are not willing to use their brain on solving how to find information and how to use the website. They will use their brains on processing the actual information they are looking for. The website should be so clear to use that the user can understand immediately how it works (Krug 2006, 18). This is why website structures are generally so similar. People have accustomed to a certain order in structures and significantly different kinds of structures confuse them. Usually, people do not use the time to orient themselves to the website by reading them but more by scanning them and hoping to hit on something interesting (Krug 2006, 22). To ensure that the customer will see and understand immediately what the website is all about the site should have a clear visual hierarchy, it should follow common practices and be divided separated areas. Customer needs to find easily the clickable items. (Krug 2006, 31.) Users should never have to question the integrity of a service. The colors, fonts, and icons should be presented the same way throughout the system. (Babich 2018.)

Measurement

Usability can be measured in several ways. Websites traffic and use will be actively monitored and analyzed with the help of Google analytics. Before planning any new measures web-analytics should be based on the questions of what will be measured, how it will be measured, where to get the material for measurement and how will the measures be implemented (Kananen 2013, 91).

Digital customer experience can be measured at least from four points of view which are technology and processes, digital presence, customer experience feedback, and culture. Service culture should chase good customer experience and processes and technology should contribute to the fulfillment of culture value proposition. Social media enables companies to identify gaps, offer proactive customer service and raise awareness and discoverability. Social media's impact on awareness, reputation management, and customer service is growing. (Gerdt & Eskelinen 2018, 82-83.)
One option is to measure people's readiness to recommend the service. It will tell if the customer is pleased with the result of the customer interaction and ready to share the positive experience with others. Net Promoter Score (NPS) is a tool developed for reviewing the customers' willingness to recommend. (Gerdt & Eskelinen 2018, 80.) It measures customer experience by grouping the satisfaction level to promoters,

passives, and detractors. Subtracting the percentage of detractors from the percentage of promoters yields the net promoter score. (Satmetrix 2019.)

The level of customer satisfaction is deduced by analyzing the various sources of customer data and other information. The process development should pay attention to the following areas

• Recognize the points of the customer process that do not run smoothly

• What are the unnecessary functions which do not improve the customer experience and can be removed

• Follow the time, trends and innovations and learn from new technologies which help to develop the process

(Gerdt & Eskelinen 2018, 84.)

3.3 Products, services and campaigns

Consumers acquire information from the Internet to apply support for their purchase decisions. They are not looking for advertisements but information and opinions from other consumers' experiences. Push marketing does not answer anymore to the needs of consumers who are willing to decide by themselves their information sources. Consumers do their purchasing decisions usually by other consumers' recommendation and these recommendations are searched on the Internet. (Kananen 2013, 156.)

Simple presentation of products and its features does not promote good differentiation from others or even produce useful information for the reader. Customer does not necessarily understand the difference between different products if the differences are not introduced in a customer-friendly way. The product must be presented in a way that clarifies how it would benefit the customer and make a change in his/her everyday life. This can be presented in a way that clarifies the changes during the process (use) or by demonstrating the results. (Tanni & Keronen 2013, 86-89.) The same goes for services.

3.4 Blog

The planned website will have subpages considering the services, products, events, and campaigns. One main thing is the blog which introduces monthly or even weekly one new topical product/service/producer/other things considering the subject. Customers can join the mail list and get first the news. They can also comment on the posts. Customers will be involved to discuss the topics and they will be asked what they would like to read next from the website.

Blogging is guidance and giving advice. Efficient and functional blog writing takes time. Very few writings gather an audience by themselves so one must invest in increasing

the readership. Good content is the key to get a permanent audience. (Kananen 2013, 157.)

Tens of thousands of new blogs are published every day globally. There is competition from readers so the subject and customer segment needs to be carefully considered. Writing asks for passion and familiarity with the subject. Writing is a continuous process. Readers appreciate expertise and profit they can get from it. The writer should be able to produce valuable and unique information to the reader in an interesting way. (Kananen 2013, 150.)

The Internet offers multiple free blog platforms that can be taken into use by signing into the system. Wordpress is one of the most popular and advanced systems. Getting own domain is recommended because it increases credibility. WordPress.org -pages are customizable and have many features, free themes, and free add-ons. It is also popular because it is easy and simple to handle. It offers support service and it is free except for web hosting. Naming the blog should be also carefully considered because it will affect on findability in search engines. Interactivity is part of blogging which means that usually, readers have a chance to comment on the writings. General practice is that the author accepts the comments before they are published on the site. To be credible and trustworthy the blogger should introduce herself to the readers. (Kananen 151-152, 155-156.)

Gathering the audience takes time. Discoverability can be promoted by linking own website to other suitable pages and online communities which are related to the subject. Search engine optimizing boost discoverability. Updates are recommended to do once a week. Search engines react to refurbished pages better than to the ones unchanged. Changes increase websites PageRange (PR) -a value which can also grow from good linking. (Kananen 2013, 152-153.)

CONTENT RESEARCH

4.1 Preparatory research

The thesis work started by doing online preparatory research to gather and analyze the current knowledge about the subject. Preparatory research includes searching for information about the industry, organizations, similar offerings, and customers' perspectives about the research problem, their background, perceptions and internal disagreements or interplays. Preparatory research is useful in defining the key insights. The purpose is to understand where the target group influence, what are the hot topics and search for information. (Stickdorn 2018, 118.)

Prepararory research shows up the influences of globalization and people's increased interest in ethical issues. Global competition has increased explosively the number of options but as a result, also customers' requirements level has risen. People value quality over amount. An interesting phenomenon is a counterforce to the enormous amount of consumption. People's concern about climate and anxiety about consuming has been discharged by consuming as little as possible and by favoring borrowing, sharing, and recycling. Different kind of peer-to-peer platforms like Airbnb have enabled the trust-based businesses and additional income acquisition to the ordinary consumers. (Gerdt & Eskelinen 2018, 61.)

4.1.1 Benchmarking

Benchmarking is a method to compare different or similar products, services or the customer experiences in order to identify the best practices (Curedale 2013, 49). Benchmarking helps to compare different options and get ideas for the own execution. Benchmarking was started with the help of an online ethnography as a self-ethnographic research focusing on online experiences. Suitable online communities were defined by the subject. (Stickdorn et al 2018, 120.) Findings are documented by listing the good elements and important observations (figure 9). Useful platforms, communities and practices are added to the affinity diagram (appendix 5).

Research combines benchmarking to competitor analysis. Analysis started by testing suitable headwords with Google. Analysis demonstrated how each words or sentences are linked in Googles search engine. Analysis produced a list of competitors to each word and sentence. Further analysis was done by comparing the sites to get more qualitative information about the ratio and differences of competitors and own websites (figure 8). Analysis concentrated to score the websites. Quantitative analysis results can get explanations after selected websites and evaluation criteria are chosen and websites been rated (Kananen 2013, 84).

Technology and digitalization have contributed the rise up of ethical themes and issues which means that supply chains have become more transparent and news about unwanted operating models spread quickly (Gerdt & Eskelinen 2018, 61). Especially personal blogs have been seen as reliable information sources. New blogs and websites about topical issues are opened daily around the world. Any website found by using the search engine Google was not offering a same kind of service as the one being developed. It can be seen that there are many websites dealing with ethical issues from the point of view of health and to save natural resources but only a few of them challenge the way how the animals are treated in this world and why consumption habits should be changed for that reason and not for the human needs. It can be instantly seen that there is a place for this kind of a website.

Analysis was done by doing Google searches with same kind of words and word combinations which could be used while trying to find information considering ecological and animal-friendly consumption. Websites were chosen from the first ten search results of each search on the basis of including a blog or sharing otherwise similarities/same ideas with the service in preparation. Used keywords were combinations of the words ecological, consumption, animalfriendly, consumer, ethical, blog, cruelty free, vegan, sustainable, animal protection, animal welfare, lifestyle, organic, domestic. Thirty searches were done both in Finnish and English.

WEBSITE	Visuality (colors, typography, pictures, stand out, clarity, uniformity, personality)	Technique (order, navigation, functionality)	Content (writing style, length, comments/followers effectiveness, attractivity, topicality)	NOTES
ekoarki.fi	4	3	4	+informative, possibility to shop the products, descriptive name
Ekompi elämä	3	3	4	+informative, genuine -visuality could be improved
Rabbit glow	4	4	4	+fine typography and logo, target group clear defined -ads impair the visuality and the user experience
Design wash	4	3	4	+clear, beautyful visualization -challenging navigation, target group/topic incoherent
SYÖHYVÄÄ.FI	4	4	5	+clear navigation and visuality, compact writing style and clear target
THE TREE KISSER	3	3	4	+introduce concrete options, clear purpose -quite noisy ambience

Figure 9. Benchmarking results.

Benchmarking analysis is build on scoring the visual and technical layout of the website and the quality of the content (figure 9). Visual analysis take into consideration the colors, typography, pictures, stand out, clarity, uniformity and personality. Technical analysis take into account the fluency of the order, navigation and functionality of the

website. The content was rated by giving attention to the writing style, length, quality and amount of the commenting and followers, effectiveness, attractivity and topicality. Each part was scored at the rate from one to five. One point means poor achievement while five means excellent. Two means that idea and attempt can be seen but it is not very good. Three means it is good, but more could be done and four means that it is almost perfect.

Websites visuality, technique and content were analysed by author with the help of online website analyzers (woorank.com and nibbler.silktide.com). These tools scan websites and give evaluations and suggestions for improvements. Most of the websites have interesting and valid content but the technique and visuality could be improved. It gets challenging as more content becomes available. Clear structure and navigation are one of the most important elements. Website should guide its users. Websites which can clearly introduce their object in the landing page are persuasive. Analysis was useful as it helped to pay attention on these elements in creation of a new website. While creating a new website special attention was given for clear visuality and navigation. Main subjects can be easily found when landed in the page and there are only few subpages if any. Writing style was choosed to be casual but informative. Colors follows the same theme through the website.

4.1.2 Research wall

The research wall was taken into use right from the start when the number of details regarding the whole research process started to feel large and tangled (figure 10). The research wall helps to visualize, synthesize and organize the data. While research progresses wall can be used on collecting findings in one visual platform and identifying patterns within the data (Stickdorn 2018, 128.)
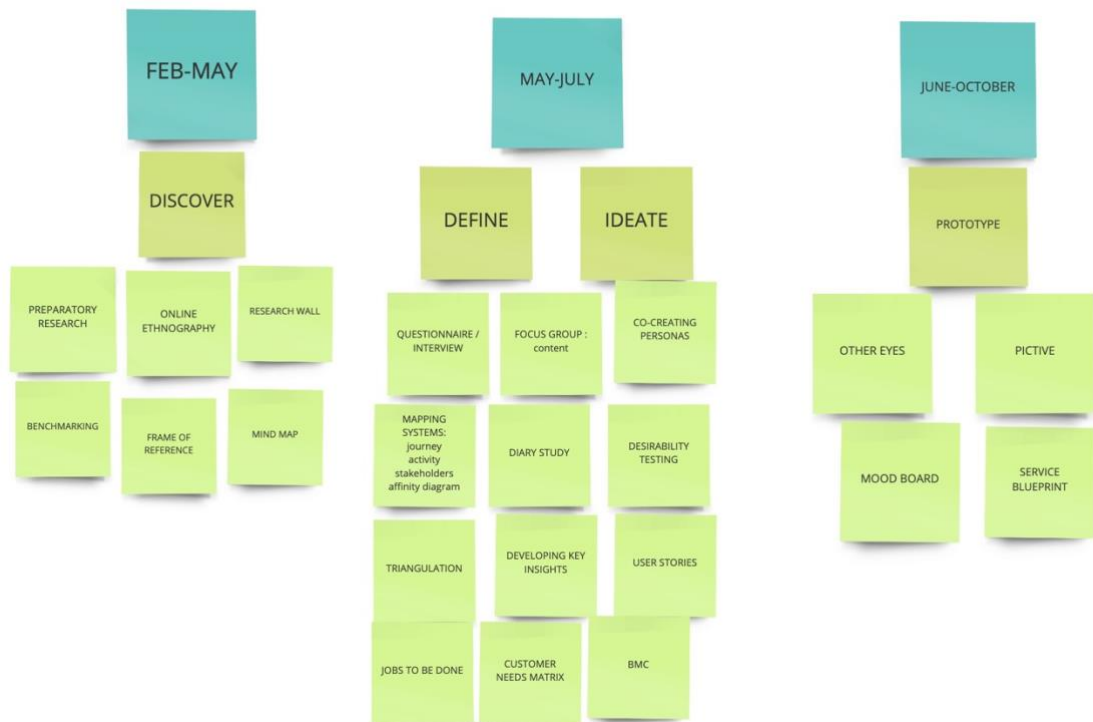
Figure 10. Research wall.

Research wall was done with post-it tags on authors living room wall. Figure above is a digitally executed copy of the initial phase. At the first stage the research wall was organized in the timeframe of the reasearch process and its main stages. In the beginning it was used to outline what methods and tools would be used to take the research process succesfully from start to finish. Methods and tools were organized to the time period by dividing them to phases of dicover, define, ideate and prototype.

Research wall expanded during the reasearch moved forward. Content ideas, stakeholders and other attentions were attached into it for further exploration. The final version of it was ten times bigger than the one in the picture. Each method and tool post-it tag started to collect new ideas around them. All the time during the process new ideas ended up on the wall and some ideas or things which were already done or decided to remove from the research moved to the trash to keep the wall effective and up to date. Wall gathered ideas, questions and information about the process stages, methods, tools and topics, events and actors related to the subject. It included photos and screenshots as as a separate digital folder. Photos and screenshots saved useful ideas, text resources and figures gathered from lessons, workshops, books, magazines, meetings and internet. This kind of visual structuring of the process and different parts of it helped to see the patterns and entirety at a glance.

4.1.3 Business model canvas and value proposition canvas

The first drafts of the business model canvas and value proposition canvas were done after preparatory research was started. Final versions were created after the workshops were held (appendix 7, figure 11). At the starting point the new service concept was only an idea in author's head so it was necessary to start creating a frame and visualization of it which help to introduce the idea for the stakeholders and explain what is their role in the process. Business model canvas and value proposition canvases were suitable tools for this. All digital products and services are part of a complex ecosystem. Prototyping ease to understand the networks and relationships between different forces. Business model canvas is a common tool for prototyping comprehensively the early core of the business model. (Stickdorn 2018, 74.)

Business model canvas is a simple template considering nine core building blocks of any business. Value propositions is an important block as it summarizes the offering and includes the unique selling proposition that distinguishes offering from its competitors. In the business model canvas can be described also the customer segments, channels, customer relationships, key activities, key resources, key partners, cost structure and revenue streams. (Stickdorn 2018, 76-79.) Business model canvas helps to outline and plan a different kind of cooperation opportunities.

The business model canvas was used to compact and sharpen the most important features of the service. The form was filled out and supplemented several times to ensure that the designing was following the customer needs. In the first round, the form was filled out without the customers. In the second and third rounds, the form was thought out and supplemented with the potential customers ideas. As considered the most important part of the form the value proposition was first written open on every round and after that all the other "boxes".

By identifying the customer segments website is able to concentrate the message and supply according to demand to the customers who share interest towards ecological and animalfriendly lifestyle. Customer relationship is build on customers need for information about ethical choices. Author search, buy and test products and services which meet the criteria, share information on the website and show where consumer can find suitable products and services. Value proposition and key activities aim to the same target, sharing understandable information how to promote vegan lifestyle.

The value proposition was supplemented on 5th of June together with three potential users to gather more knowledge about customers' needs and opinions. Potential customers were defined to be the ones interested in the subject. Age and gender were not in official criteria since people value basis matters more. Common interest towards ecological and animal-friendly consumption was most important.

Value proposition canvas concentrates more specifically on the customers' pains and gains. It will answer the questions considering what the customer is trying to

accomplish (Cuofano 2019.) Thesis value proposition canvas is based on Strategyzer value proposition canvas model (figure 11) and created with Miro -tool.
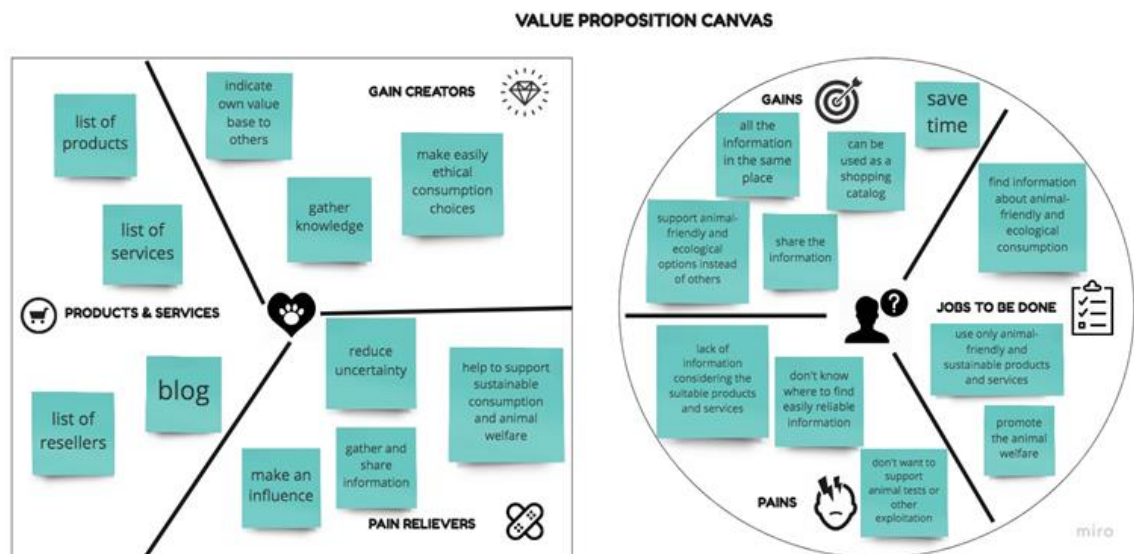

Figure 11. Value proposition canvas (Lindholm 2019).

Customers aim to do consumption choices which advance the nature conservation and promote animal conditions and treatment. In value propositions customers defined their gain creators be information and possibilities which make it easier for them to do ethical consumption choices. Pain relievers are the ones making them feel more secure about the consumption choices they do and the facts they get to reduce the uncertainty. Blog which share information and list of resellers, products and services produce value that can be utilized quickly and easily without studying and searching for information all day long.

4.2 Mapping systems

"System maps" cover multiple visualizations of ecosystems around products and services. Maps can be created from various perspectives depending on the purpose. They can also be helpful in using other service design tools. (Stickdorn 2018, 130.) In this thesis mapping is used especially to implement holistic thinking, develop customer insights, understand, where friction exists between the needs of different market segments, eliminate potential failure points and for designing and improving systems (figure 12). Mapping methods can advance planning and developing multiple ways and from various perspectives. A viewpoint can be for example strategical, technical or connected to the customer relationships (Curedale 2016 a, 15).
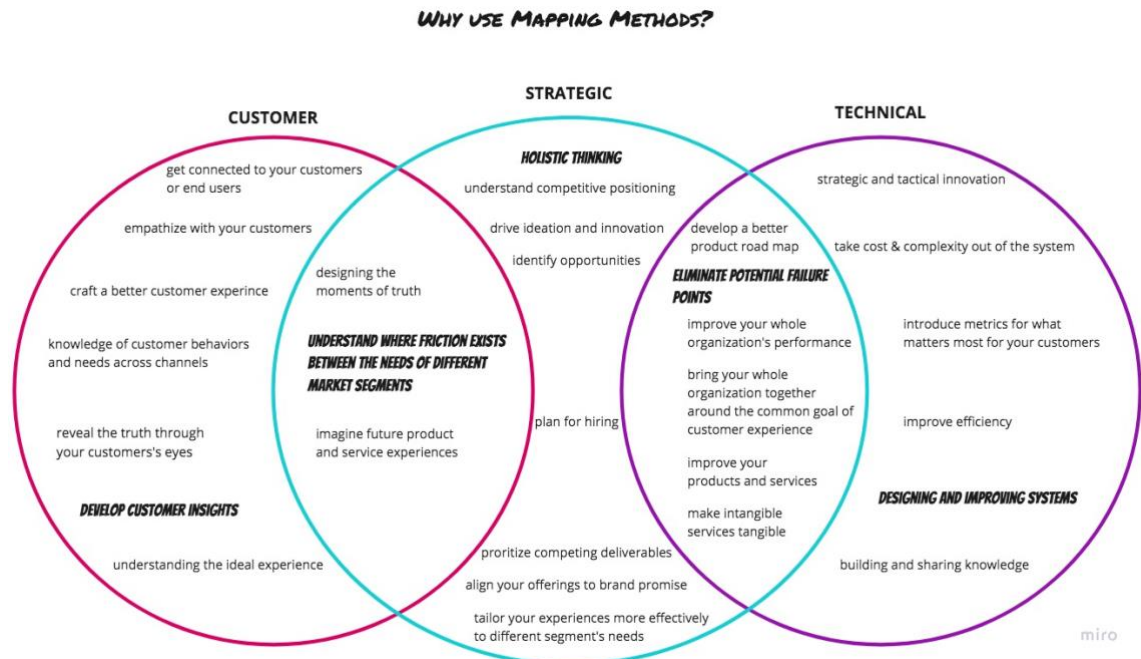
Figure 12. Use of mapping methods (Based on Curedale 2016 a / Visualization: Lindholm 2019).

Author has visualized the benefits of mapping in relation to the research strategical, technical and customer point of view. Visualization is created with the help of Miro - tool. Visualization has sharpened the focus of the research. It has been vital to understand what the potential customers are looking for, how they behave and how the customer insights can be developed. Holistic thinking is a key to long term success within the product. This includes involving the customer in the process and planning how to meet their needs in a long run. Mapping ease organizing the process and different parts of it. Technique is an inevitable part of the product which means that systems need to support its functionality and customer experince. Affinity diagram has aggregated different parts of mapping, ideas, plans and attentions into one diagram. It organize related matters and indicates relationships.

4.2.1 Affinity diagram

The use of the affinity diagram and activity map tools are combined in this research. Affinity diagram helps to analyze large amounts of data. It can be useful in discovering relationships and valuable in organizing data to find out profitable design directions. (Curedale 2013, 95.) Activity map clears up the key activities what business do. It brings up the company's strategic position in relation to company activities. (Curedale 2013, 43.)

Research has taken advantage of both maps by combining the use of them (appendix 5). Affinity diagram has been a key tool for the project. It put together all the substantive information regarding the maintenance and future use of the service. Affinity diagram was complemented after each stage of the project from the very beginning to the end of the project. It is a useful tool to keep up together all the most important parts of the service. Activity map is melted into it to point out the key activities of the business.

4.2.2 Stakeholder map

A stakeholder map is useful to build right at the beginning of the project to identify the key stakeholders and their relationships. A stakeholder map can help to discover risks and ways to influence other stakeholders. (Curedale 2013, 235.) It can also reveal hidden business opportunities.

Depending on the perspective map can be compiled in different ways. Usually, stakeholders are divided into three different sectors either by their importance to a business or by their relationship. Relationships between stakeholders are visualized to show them interdependencies. Stakeholder map was created together with potential customers and other stakeholders (figure 13). First draft was created in spring 2019 within author and fellow students. It was complemented during the year 2019 in workshops and with persons behind the personas. Turku animal rights center, authors study partners and test group some to mention.

Creating and maintaining a website require co-operation with several stakeholders. In technical sense website co-operates with hosting and site program. To create content the stakeholder list expands. People consume many kinds of products and services in different kind of environments and contexts. Because the website content is not limited for example to food or cosmetics consumerism it means that stakeholder list is long. Matter has been approached by listing the most signifigant partners what comes to consumerism. Author searched information from these actors and was in contact with them to create interesting content to the website.
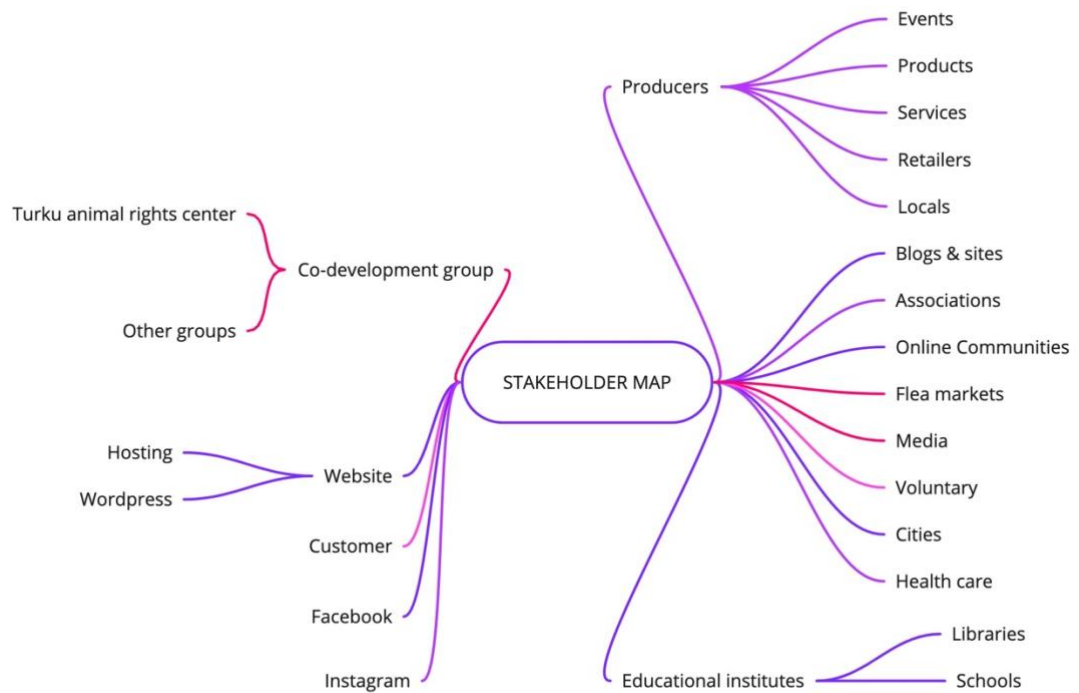
Figure 13. Stakeholder map.

4.3 Website's focus group

The focus group is a qualitative interview research method. A group of selected people is invited to discuss the topic. By asking questions purpose is to understand more about the perceptions, opinions, ideas, or attitude toward the given topic (Stickdorn et al. 2018, 123.) A focus group is used to understand how a specific subject is discussed (Newbury & Farnham 2013, 107).

The focus group was gathered from Turku Animal Rights Center. Group of five members met at Novia yrkeshögskolan in the beginning of April 2019. Association was chosen to involve people interested in the subject and to gain the most in-depth information. Sharing the information happened in several stages over the diary study and workshop. Insights gathered from diary study and workshops were used in the content creation of the website. Focus group working will be opened in next chapters.

4.3.1 Diary study

Diary study was kept during March and April 2019 after the service design process was planned and the preparatory research had started. The material was gathered by using the diary study and focus group workshop. Diary study involves participants record

specific observations, feelings or interactions (Curedale 2013, 124). The benefit of the diary study is that it can capture data by minimizing the influence of the researcher (Curedale 2016 b, 117).

Four participants were recruited from Turku Animal Rights Center. Two other persons interested in animal-friendly and ecological consumption also participated in the diary study. People were contacted via email and asked if they were willing to participate in the study. The purpose of the study and research method was introduced online and people who felt interested registered their participation by email. Six registered participants got diary study material and instructions by email and they had three weeks to accomplish the work. Participants kept the diary for a day or several days to capture diversely observations and opinions around the topic (appendix 1). A focus group workshop was planned to be held after filling the diaries.

The findings of the diary study were compiled to two different charts (figure 14 & 15). One chart was about participants' habits and thoughts considering ecological and animal-friendly consumption. Another was a compilation of brands, products, and services they favor.
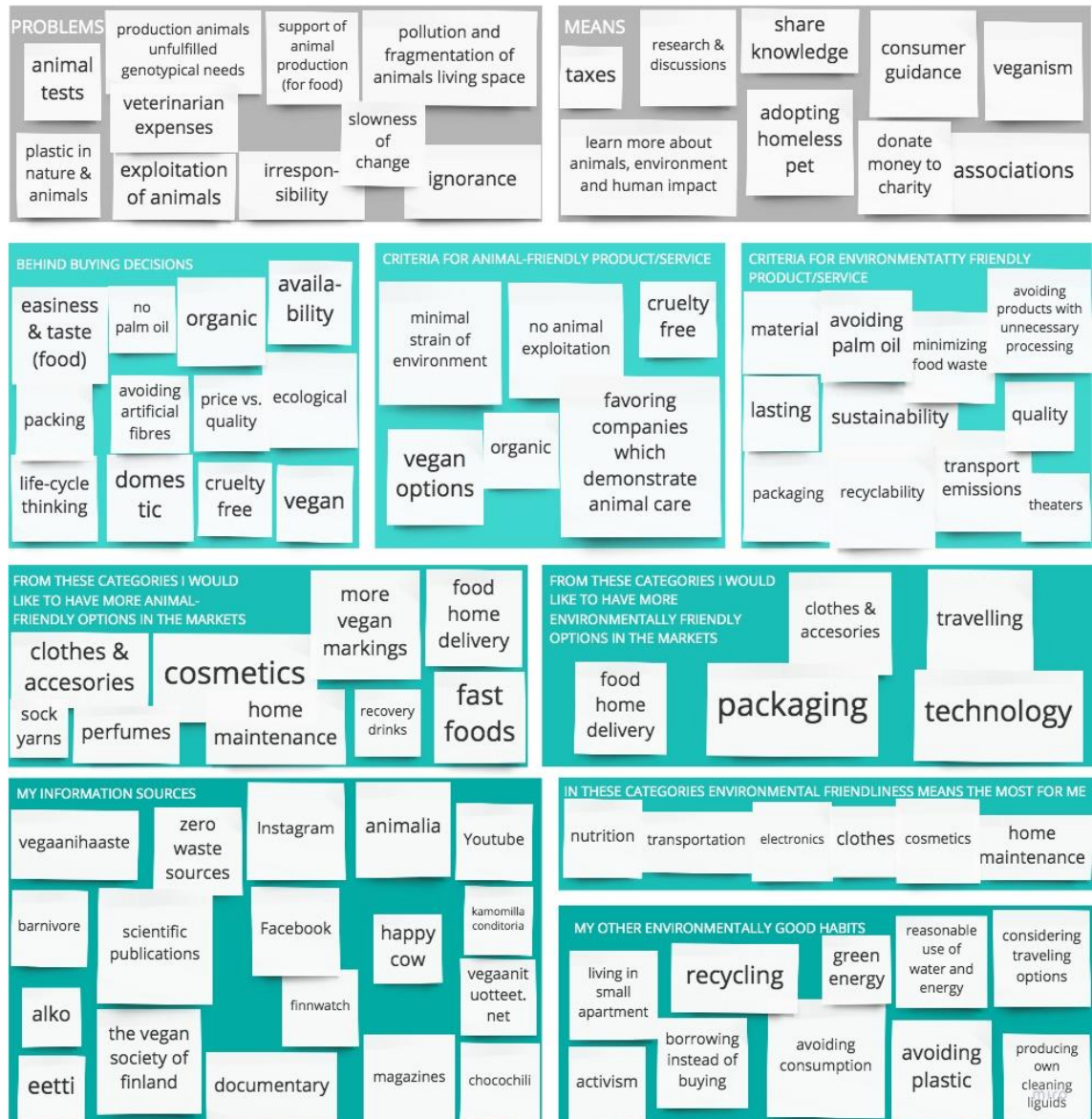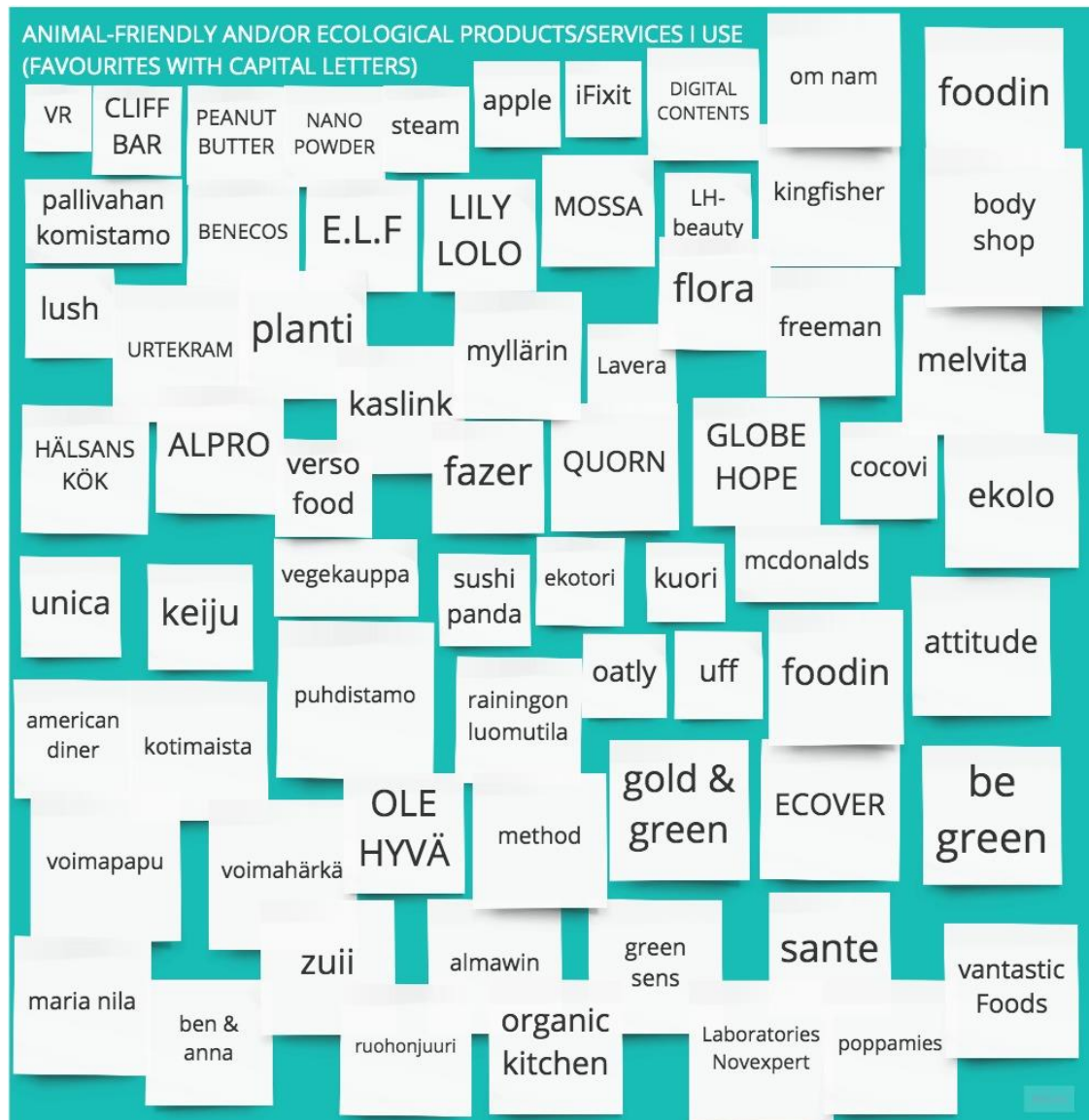
Figure 14. Diary study findings.

Figure 15. Diary study findings (2).

Diary study findings gave inspiration and topics for the content creation of the website. Animal production for human/other animals needs and pollution appear to be the major concerns what comes to problems regarding animal welfare and environment. Sharing and searching information, research and discussions, studying and veganism are ways to influence and interfere to the problems. There are many things influencing on people bying decicions. The way consumer products are produced and packed causes concern on humans. Participants define animal-friendly product be the ones with no animal exploitation, cruelty free, organic and with minimal strain of environment. Environmental-friendliness regards avoiding palm oil, overall sustainability, quality, recyclability, attention to materials, lasting and packacing and avoiding products with unnecessary processing.

They were also asked what kind of products and services they would like to see more on markets. Overall in every category more environmentally- and animal-friendly products and clear marking/certificates are welcome. Participants choose environmentally-friendly options especially in nutrition, transportation, electronics, clothes, cosmetics and home maintenance.

Every year new producers try to make their way to the markets. More and more of them respects animal welfare and vulnerable nature of the earth because these are the things people are concerned about. Participants listed animal-friendly and ecological brands, products and services they are familiar with. Among them seems to be evenly both domestic and foreign actors. Website lists animal-friendly products and service providers to help readers find producers easily and reliably from one place. Website will research producers and write about them to the website's blog.

4.3.2 Workshop

People who participated in the diary study were asked to join the workshop. The workshop was held at 10th of April 2019 at the University of Novia after the diaries were filled and before starting the technical designing of the website. The time for the workshop was scheduled with four attendants. Also, other people interested in the subject were welcome to share their thoughts and ideas but finally the group size was four plus author.

Purpose and expectations

The workshop was held to gather more understanding, ideas, concrete opinions and point of views considering animal-friendly and ecological consumption and lifestyle. The use of time had to be planned precisely since there were reserved only one hour for the co-design. Participants knew the topic well so there were not any troubles in moving on rapidly. Since participants are potential archetypes of the website customers they were the right persons to help to define the customer personalities.

Workshop technique and selected tools

Workshop facilitation demands careful planning and preparation. The workshop was facilitated by the project owner. The occasion started with the introduction of the project, workshop technique, persona tool, and megatrend cards. The workshop technique was used to brainstorm and collaboratively collect data. The collaboration was hoped to produce versatile ideas and aspects.

Persona is an archetypal character presenting a specific group of users in a role which shares common goals, attitudes or objectives regarding the use of certain product or

service (appendix 8). Personas are user models which are synthesized directly from observations of real people. (Curedale 2013, 219.) Persona is a generally used tool in service design. It defines customer archetypes by focusing on particular types of customer motivation or behavior. Creating user personas works as defining the target groups for the service. Definition answer to the questions like who are the customers, what characters define her/him, what is she/he interested in and what frustrates her/him. The purpose is to think through what customer's problems service can solve and where the potential customers' influence. (Kananen 2013, 18.)

Megatrend cards contain various trends that are believed to be already affecting on peoples lives, society and thus also world's future (Sitra 2018). Cards describe global phenomena that have a remarkable effect on the planet. Cards were used to generate thoughts and ideas.

Creating a safe space

Service design methods and tools can be unfamiliar to many people and using them can make them feel insecure. The facilitator's task is to encourage participants to give their best for the practice. Safe space and trust are built up using a mix of techniques in planning phases and during the workshop. (Stickdorn et al. 2018, 399.)
People were invited to come just as they were. The room was rearranged with participants and seating/standing spots were chosen by participants. The session started when the facilitator introduced herself and the project. After introduction participants were allowed to introduce themselves. Before the most demanding parts of the workshop, people were guided to warm up with light thinking exercises which suppose to encourage them to think, try and share what they had in their minds.

Selection and organization of the activities (appendix 2)

Before the workshop started author re-arranged the classroom to serve the purpose. When the participants had arrived they introduced themselves and author introduced the research and workshop process. The workshop enabled working both alone and together to produce insights as much as possible during the reserved time. It started with warm-up task where participants were asked to choose one company/person from social media/association/blog that is personally following or other wise find it interesting. Then each were telling with few sentences why they choose what they did, what is best in it and what expectations or hopes they have considering it.

Second task was named hot topics. Each participant chose five megatrend cards which they thought were important from the perspective of animal-friendly and ecological consumption. They were supposed to think through what connections subject of the card have to animal-friendly and ecological consumption and wrote down to post-it notes as many ideas of connections they got in five minutes. Next participants divided

to pairs, red through each other's cards and ideas and continued five minutes brainstorming with pair. In last phase of hot topics they red every participants cards and continued brainstorming within the whole group.

Final task was creating personas (appendix 6). Author gave a demonstration of the template and participants filled it with their own informations. After the workshop author made the tabulation of the cards (appendix 3) and grouped the post-it notes. Topics were categorized and coded (figure 16).

Figure 16. Summary of hot topics.

Findings

As an outcome of the workshop, three user personas (appendix 6) were created and a large number of customer insights were gathered. User personas were created during the June 2019 based on the information that was collected from workshop participants. Fourth persona was created with another potential customer from author's own contacts. This person is interested in animal rights, resist animal exploitation and try to live respecting the nature. Personas are based on these persons. The workshop produced useful information from potential customers, their thoughts, worries and world views. Ideas and thoughts were collected to a chart including the topics of the cards and participants' thoughts related to them (appendix 4). The list was further processed by the author by categorizing the thoughts under the few main themes (figure 16). These "hot topics" turned out to be education, transportation, work, co-ownership, technology, communality, recycling, and nutrition.

Education is effective way to influence on people knowledge and decisions. Through education can be influenced on people approach to equality, globality, wellbeing, consumer bahavior and how to prevent the climate change. Working conditions are under big changes and attention should be paid on ways and structures of working. It is important to find a balance between growth targets and world carrying capacity. Technology and transportation are in progress. Technology is expected to prodive solutions in health care problems, working and living solutions, nutrition, monitoring resources and actions and to many other things. Towards puplic transportation is increasing demand and expectations. Co-ownership and communality becomes trendy. Sharing is one solution to prevent consumption culture. Recycling diversifies and new, easier ways of recycling are emerging. Food production must decrease its negative impacts on environment and peoples health as a result plant-based nutrition increase.

These observations will be key topics of the website. Subjects will be the red line of the blog writings. Participants represents potential customers and their interests. These are topical matters around the world and regards extensive discussion. Blog is safe and easy platform for discussion about topical matters and different kind of thoughts and ideas. Megatrend cards evokes thinking possible and even impossible directions of development. It is useful to improve future thinking skills to see and understand the changes.

WEBSITE DEVELOPMENT

5.1 Interview

Content marketing expert Netta Arola from content marketing agency Serein was interviewed considering the website creation. The interview was held to gather professional insights about content marketing and website creation. The interview focused on the quality of the content, structure and technical issues. The purpose was to point out the most important things in the creation and use of a new website and find out the best and most cost-effective options for implementation. Useful insights and effective solutions can be found out by interviewing experts and extreme users (Curedale 2013, 181). The interview was held 9th of April. The interview supplemented the information gathered during the preparatory research.

The interview started with the question "what are the most important things to take into account when creating a new website?". Arola shared her answer to four main categories which are technology, content, visuality, and structure. Website technology must work well. The website should be search engine optimized, have good speed, be safe to be used and responsive. Content should be easy to understand, personalized and clear. Channels should work together consistently and their visual appearance should be modern. The structure of the website needs to ensure a good flow within a site. Setting up a website should be taken into consideration which system base will be selected, what is the websites objective and the ratio of the objective to the budget.

The interviewee was also asked what website program she recommends, what are the main points in creating a marketing strategy, what is important to consider when utilizing social media concerning the website, what are the pros and cons of blogging and how to use a newsletter. Interview notes are part of the affinity diagram (appendix 5).

Arola said that the most important building block of the website is well working technology which includes search engine optimization, download speed, security and responsiveness. Another important matter is understandable content and personality. She asks to pay attention also for visuality. Website should work visually and have consistent structure. Good visual look brings added value and it can be improved multiple ways for example by using pictures and videos.

She advised to consider whether to choose an open or closed source system depending on what kind of use is the website for and how much money will be budgeted to maintenance and achievement of objectives. She recommend open source system like Wordpress because of free add-ons, international support, themes own discussion forums, and because questions can be asked straight from developers and for search engine optimization. Hosting can be international and domain is worth

to have with own name since the website is real marketing channel and domain name affects on credibility.

The main pieces of marketing strategy are customers, content, the main function of the website, service design point of view and customer informations. She also add creativity to the list because distinctiveness is desirable. Social media serves website by dragging customers from social media channels to the website. Social media should create traffic and affect positively to algorithms. Consistency should stay through different channels. Blogging is valid if it answer on customer needs and if it can offer value to the customers. Blogging gives possibilities in search engine optimization especially if it is able to produce long form text. Through the blog customers gain more information. As a newsletter tool, Arola recommend Mailchimp and MailerLite which are both free to use at the beginning. In customer communication attention should pe paid on GDPR-instuctions, to the function of the content and its responsiveness. Newsletters have to offer useful information.

5.2 Service blueprint

The work around customer experience starts by outlining the customer path (Gerdt & Eskelinen 2018, 236). The service blueprint is a typical way to describe the different levels and activities of service. Service blueprint builds on the frontstage experience visualized in a customer journey map, but add layers of depth pointing relationships and dependencies between frontstage and backstage processes (Stickdorn 2018, 54). The basis of the service blueprint is that there may be multiple levels of effort that need to arise to deliver value at a specific stage through specific touchpoints. It demonstrates which touchpoints are used in the experience, which helps in designing more effective ways to use them or to detect a need for a new touchpoint. (Newbery & Farnham 2013, 140.)

Service blueprint was created by using the content management and creation tools of Miro. It is based on the steps of the customer journey. The customer journey was drafted at the beginning of the project by the author (the first line of the service blueprint). Other stages and steps were defined after the customer journey steps were definened. All the stages and steps were revised and updated with the potential customers in the wireframe workshop and during the usability test (appendix 8). The service was blueprinted by following the steps of a potential customer. Customer goals are defined to compare how the functions respond to customer needs. Website serve information. Customer want to find out information about ethical products and services. What are they, how are they produced, what are the differences between different products and where they can be found. It should help the customer do ethically sustainable consumption decisions. Website structure and content aim to respond on these goals. The technology aspect was chosen to take into account the different devices and features service needs to be delivered effectively. Front stage and backstage actions were defined to remember what service provider need to do during each customer steps.

5.3 Wireframe

Wireframing is a way to plan and arrange a website service functions and layout at the structural level. A wireframe takes into consideration user needs and user journeys. Wireframes are done early in the development process to set up the essential structure of a page before visual design and content is added. (ExperienceUX 2019.) In successful digital user experience, the customer needs are understood right, processes support the implementation of the customer need, systems support the processes and the usability of the website shows the understanding of the customer behavior (Filenius 2015, 30).

It is useful to test the ideas by prototyping before direct launching. Wireframing was done together with the potential customers to find out how they would like to arrange the functions of the website. Three participants from the authors' contacts were asked to join the workshop at the beginning of summer 2019. Participants were accustomed to websites and social media users. Each of them had some experience in website development. The author presented the idea of the thesis and workshop and asked if they would be interested to do cooperation. Since these people were interested in the subject, they wanted to involve.

The structure, functions and the visual frame of the service are prototyped by using the wireframing technique. Rough versions of the different screens of the interface were sketched on the paper to explore how the different parts of the service work together (Stickdorn 2018, 236-237). Ideas for suitable name, logo, structure, and content of the website were innovated in the workshops with potential customers. Some of them had professional knowhow considering website usability, digital marketing, and graphic design. These skills were not necessary so also ordinary web-users were able to attend to the planning as well. Group also dealt with value proposition canvas (figure 11) and prepared three mood boards (figures 19-21) considering the theme of the website. Mood boards were done to see how potential users envision the website.

The first group of three participants took a look at the service blueprint (appendix 8) and the business model canvas (appendix 7) 5th of June. At the next stage, the facilitator of the workshop introduced the value proposition canvas (figure 11) to the group and it was discussed and fulfilled together. Workshops continued by wireframing the structure of the website. After the idea of the service was introduced the participants started to list functions they thought the website should include. Ideas were written down to post-it notes. Post-its are an easy, quick and cheap way to prototype the service. Workshop participants were informed about the objective of the website and the wireframing method. Participants had fifteen minutes to explore different kind of websites and blogs. During the search, they kept a memo about the good and bad elements they found. Some outlined the structure already to the paper. Each idea and opinion were discussed to find out what kind of functions and structures support the digital user experience. After discussion, the post-it notes were organized to picture the desired structure of the website (figure 17).

Figure 17. Draft of the structure of the website.

Website was structured to be easy to use for blog reader and for people looking for information about animal-friendly and ecological products and services. Products, services, events and campaigns concerning the subject were designed to have their own subpages. Website administrator is recommended to be introduced especially in the websites which include personal style blog. There is also a place for advertisements if website wants to sell advertisement space. Search field ease finding specific matters from the website. Instagram is important part of the concept so Instagram feed will be shown in the front page. Most popular posts show readers what writings are interesting amongst the other readers. Tag cloud helps to find specific matters from the website. Pictures shows the picture galleria of the website and archives stores blog posts.

5.3.1 Name and logo workshop

The idea of the name and logo workshop was to gather ideas for the name and logo by using the brainstorming method and mind mapping tool. Using mind map enables to consider as many different design directions as possible and create a "thought cloud" which help in collecting the thoughts, generating ideas, getting into a creative flow and associating words with images and symbols (Airey 2015, 80).

The logo is a part of the company's brand identity (Airey 2015, 170). With functional branding, businesses can increase their product's perceived value and establish longlasting customer relationships (Airey 2015, 6). Perceived value is based on the trust which has been built up and strengthened after every time the customer happens to see the same visual identity. Logos help to remember experiences with companies. The desirable logo should be simple, relevant, enduring, distinctive, memorable, and adaptable. (Airey 2015, 21-22.)

Name and logo ideas were gathered by brainstorming within the workshop group of three persons in 5th of June. Brainstorming workshops compose brainwriting and brainstorming methods. Brainstorming is a quick method to generate ideas and brainwriting allows participants to think and share their ideas in silence (Stickdorn 2018, 180). Ideas were written down, discussed and shared to accelerate idea generation.

Name workshop

The workshop group gathered to brainstorm name ideas. Group members' task was to ideate as many name ideas as they can with the project owner. There were altogether ten minutes for brainwriting and brainstorming. The first five minutes each group member was brainwriting alone and then ideas were shown to others and discussed shortly. The other five minutes continued with brainwriting and refining the ideas. The supplies were simple. Only blank papers, pencils and refreshments were needed. The workshop produced many good ideas for the name (appendix 9).
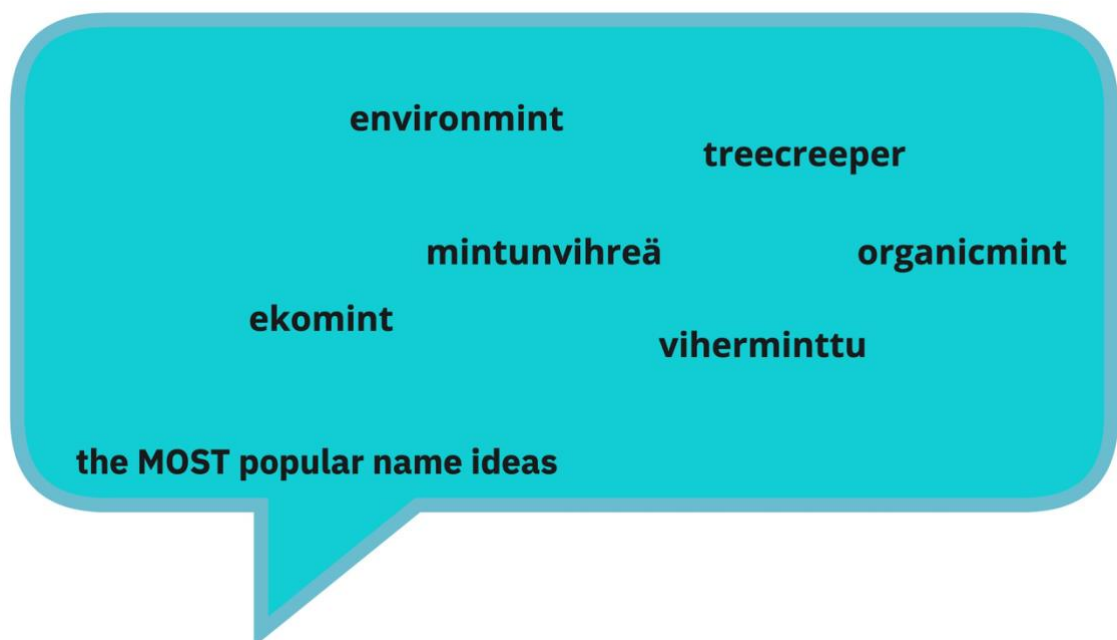

Figure 18. Name ideas.

After the brainwriting group discussed the name ideas and voted the best ones (figure 18). With one consent group finally decided that the name Mintunvihreä (mint green) fits best for the website. The name describes a funny way the nature of the website and have a reference to writers name which is Minttu and it is also short and easy to remember. Name got registered at patent registration and domain mintunvihrea.com is reserved for the website.

Logo workshop

Brainstorming was implemented 5th of June with three persons plus the project owner. One of the participants was very likely going to use the website. Another participant was interested in the subject and the third participant was not aware of the subject but had a good knowledge of website usability. Group started to ideate logos for the website with pens and papers. Participants were allowed to use internet sources, but none did. First ideas were generated in silence and written down and then shared, discussed and developed further. Ideas were presented by words, drawings, and symbols. The workshop took fifteen minutes and it produced several sketches that were all in their way suitable alternatives to be the name and logo of the website. Group agreed about the simplicity of the name and logo and it can be seen in the drafts (picture 1). When the time was up group discussed the drawings and what ideas they gave for the project. Since there were not overwhelming winners participants voted for the best features. Natural elements like leaves were favorites. The project group did not have very good graphic design skills, so it decided to use mostly typography in the logo. The public will most likely look at the logo for a second or two, so it had to be clear (Airey 2015, 162). The logo draft was outlined to the paper and later on project owner designed it with Adobe Illustrator. The final form of the logo was made by the author but the draft is sketched with potential customers. The logo is a combination of the name and a symbol (figure 19). All strong logos have one single feature that takes place in people's memory and help to stand out from others (Airey 2015, 164). In this case, it is a figure of mint green paw with heart-shaped nails (figures 17–18).

Picture 1. Drafts made at logo workshop.

Figure 19. Address bar icon, address bar icon (option 2), logo.

Mood board workshop

Workshop was held 5ᵗʰ of June within three participants. Each group member designed a mood board to picture the theme, colors, fonts, and atmosphere of the website as they would like to see it (figure 20-22). Mood boards were done together with potential customers of the website to find out how possible customers see a suitable

layout for the website. Three participants from project owners' own contacts joined the workshop and prepared each their mood board. They were asked to add fonts, colors, and pictures which they thought would be suitable to describe the website. Other features they could decide on their own. There were fifteen minutes to search, decide and add the features on the mood boards. After fifteen minutes mood boards were displayed to others. Moodboard which received most votes was chosen to guide the actual selection of the theme, colors, and fonts of the website. The workshop group discussed the chosen features and unified all the most liked features to one "final" mood board (figure 23). What came to the visuality group decided that earthy colors mixed with mint green would be the best option. Website which share information should have clear and easy to read fonts. Illustration can be down to earth but playful. The final mood board was used in the creation of the website.
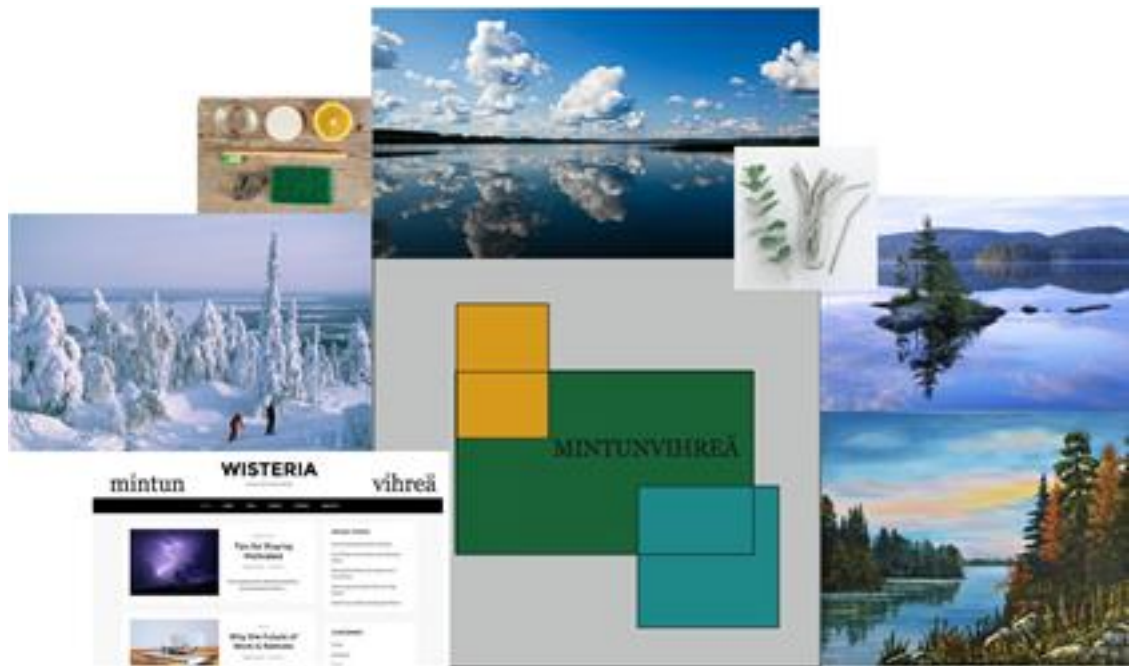

Figure 20. Mood board 1.
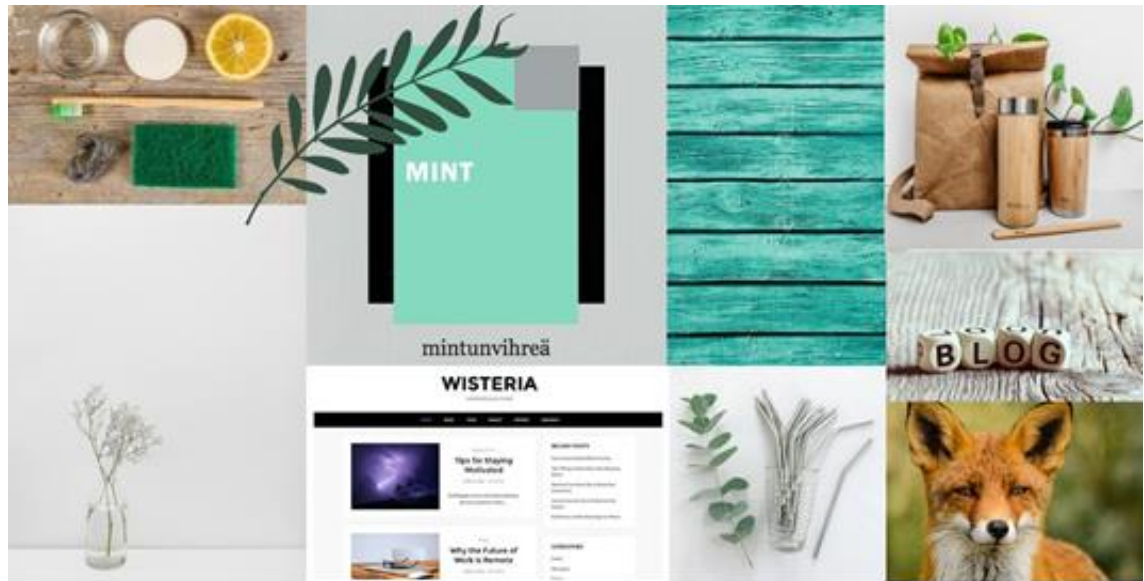
Figure 21. Mood board 2.

Figure 22. Mood board 3.

Figure 23. Mood board final.

After all the wireframing was done the next phase was to find the most suitable theme from Wordpress. The selection was based on the mix of the wireframe, mood board, and supply. The website was adapted to display as close as possible the functions and structure which were chosen in the wireframing workshops. The author explored different website theme alternatives from the Wordpress with the workshop participants. Each member monitored the technical and visual elements of the themes and brought up the best matching findings. Any of the selected themes did not fulfill all the requirements workshop group had set up for the structure. It was not a problem since all the participants thought that the theme the group choose was good enough by including all the most necessary functions (picture 2).
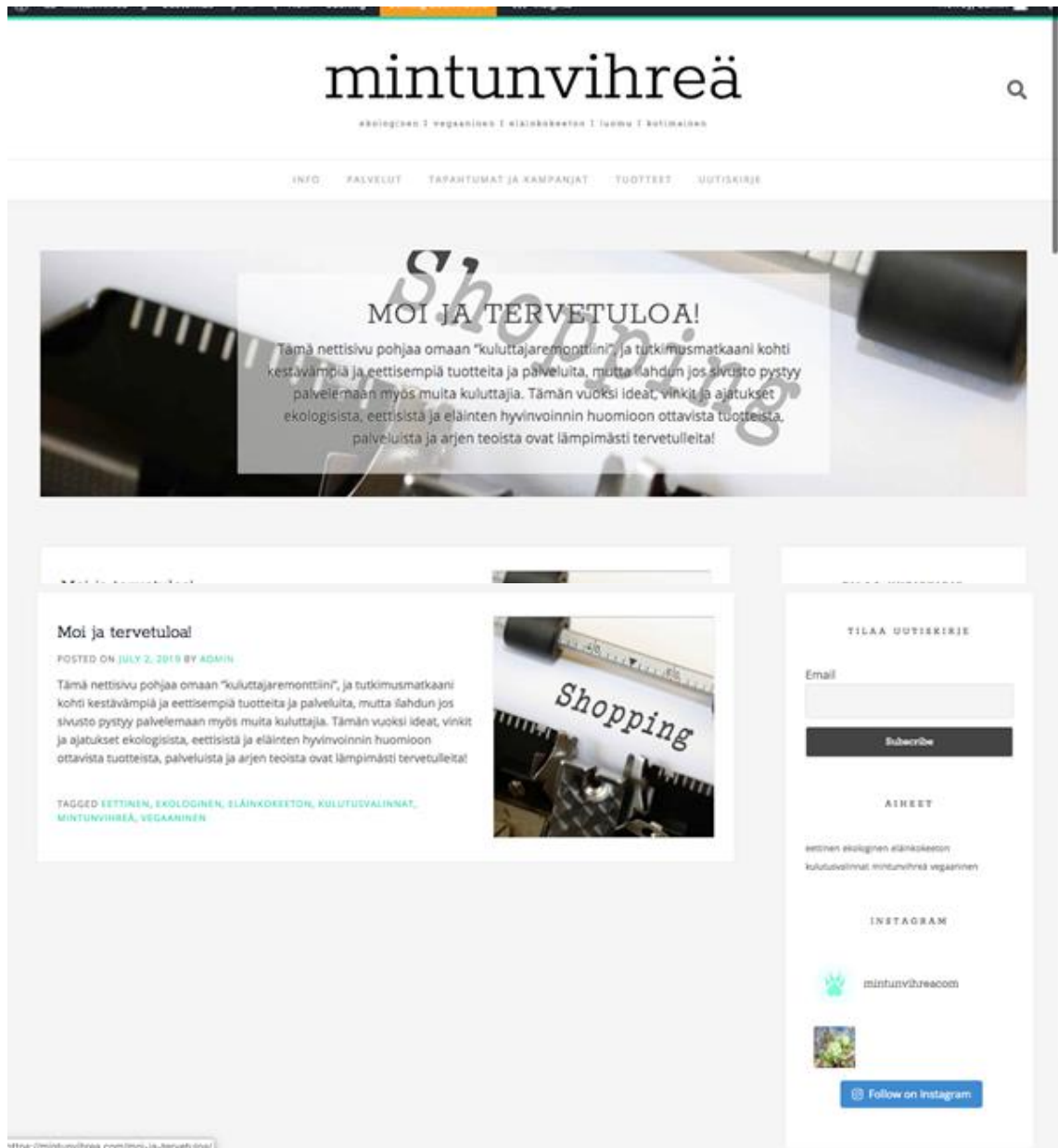
Picture 2. Layout of the website.

5.3.2 Front page

The structure, visuality and technical elements of the front page (picture 2) were chosen in cooperation with the potential users of the website. Workshop participants browsed Wordpress theme options in their own time. The author contacted separately each participant to gather their suggestions for a suitable theme. The design team decided that the website should have a peaceful and clear look and it should be simple to navigate. The front page should convince the customer to stay on the site. The

landing page needs to incorporate elements that attract traffic, educate visitors, and invite conversions to serve different audiences from different origins (Kolowich 2017). Sidebar functions, structure, subpage contents, and font colors and sizes were chosen together with the group. A lot is defined by the theme which means that every small detail can not be modified as the group would have wanted to.

5.4 Tests

Testing rounds started after the content was added on the website and the structure was organized. The first test person was the thesis writer as the site administrator. The creator of the webpage can test the site as a user by browsing the site, searching content, clicking categories and using pagination by clicking on anything that can be found (Friedman 2013, 251). After the first test round was held on July, three persons were asked to test the use of the website before publishing on 18th of August to get feedback about the visual and technical functionality and content. The goal was to gather customer insights and develop the layout and functions of the website. In the usability test, one user at the time visited the site and was asked to think about what the site was all about and perform given tasks (Krug 2006, 133). A usability test is done by using other eyes method. Other eyes method is exploited to get opinions from people outside the project group (Curedale 2013, 246). The new viewer can give new ideas or identify unseen problems and at the same time website usability will be tested. Feedback is gathered to develop further content, layout, and usability. Features have to be in good order, logical, clear and understandable. Usability is part of the user experience. (Pyyhtiä et al. 2017, 107.) The ideal number of testers is three to four persons. A test person does not have to have other skills than some experience from using the websites. (Krug 2006, 138-139.) A usability test is a method to perceive how easy to use the website is by testing it with real users. Users are being observed by a researcher while being asked to accomplish tasks, to see how they experience the process and to ensure that they are achieving their goals quickly and easily. If several people experience similar problems, recommendations will be made to overcome these usability issues. (Experience UX, 2019.)

One of the testers was not familiar with this kind of a service. Others were closer to the actual customer segment. The test group gave valuable feedback which enabled the project owner to develop the service further. Testing produced material to analyze and structure the user segments and their journeys.

Tests produced information about how the customers saw and felt about the visual and technical features of the website and what they thought about the content. Subjects evaluated by test group (appendix 10):

Visual elements of the website
- typography
- coloring

- Illustration
- distinctness
- clarity
- uniformity
- personality

Technical elements of the website
- structure
- navigation
- functionality

Content of the website
- writing style
- length
- comments
- influence

After the test rounds were completed the feedback was analyzed and the website was developed further. The feedback was processed by analyzing which parts needed changes and which were already received working well.

Visual element of the website
Color theme of the pictures added later have to match with the colors of the website. Typography works well. Customers would like to see more illustration so pictures and videos should be added when content replenish. Distinctness is not at its height but it is not a problem. It is more important that the structure and visuality is clear and originality comes through the content. The purpose of the website could stand out better when customer land to the site. Uniformity does not break between the subpages and home page. Personality can be shown even more.

Technical elements of the website
Structure is clear but blog and home page are asked to be added to the page list (headers). Functionality is good even though hyperlinks could be added to speed up the customer service.

Content of the website
Content is yet to explode mut at this stage message is clear and text is easy to understand. Length of the lists and blog posts can grow so long that it can complicate the customer experience and use of the page. Content need to be organized while content expands.

Comments
Comment field enables discussion between the website administrator and customers. Comment field is useful tool in creating useful content and to understand customer needs and goals.

Development at this point was mostly a fine adjustment of the structure. Subpage order was changed and multiple notes were done regarding the future of the website. The website worked well at this point but there came up many notes to remember and take into account as the content expands. Notes are based on test material which can be seen in appendix 10.

CONCEPT

The designed website introduces products, services, events, campaigns and producers which take animal welfare and sustainability into consideration in their manufacturing, production and message. The service concept defines to whom the service is made, what it offers, and how it will be delivered (figure 24).
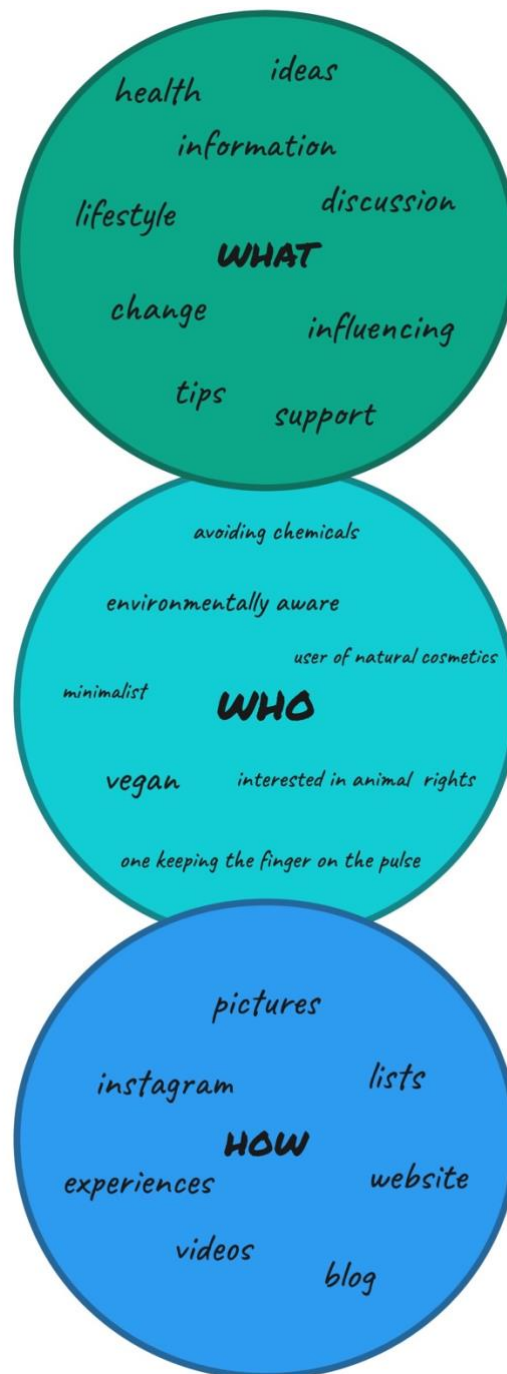

Figure 24. Service concept.

Service is delivered through the website and Instagram. It offers information and ideas about how to promote a healthy and environmentally friendly lifestyle. Service is designed for people interested in the environment, animal rights, vegan lifestyle, and toxic-free cosmetics and home cleaning products. Website customers can share their thoughts in comment sections, both on the website and on Instagram. The website address is mintunvihrea.com and Instagram account is named mintunvihreacom (picture 3).
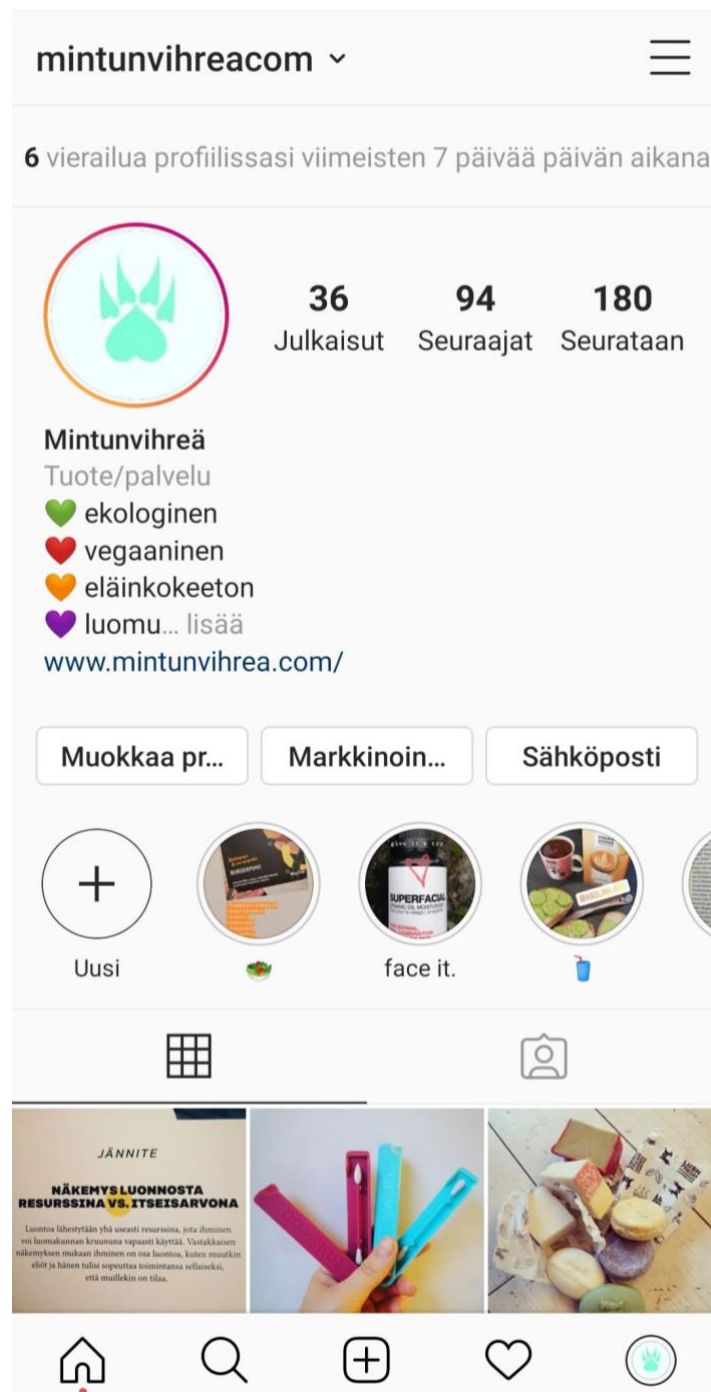
Picture 3. Mintunvihreacom Instagram account.

Customer journeys

The service can be used for different purposes. It can be used to increase ones knowledge about animal-friendly and ecological consumption, to find sustainable service providers or vegan products, events and campaingns. In figures 25-28 are presented the customer journeys of four customer personas. These personas (appendix 6) are interested in ecological sustainability and animal rights.

Customer journeys were created by following the interests and needs of four potential customer. These persons are the ones behind created personas. Tina, Anita, Sophia and Andy were looking for information regarding animal-friendly and ecological consumption and that is how they ended up to the mintunvihrea.com -website.

The AIDA-model (figure 8) realized in each journey. First Mintunvihreä obtain customer's attention and then the interest. After the interest has been achieved the content captures the visitor and evoke the desire. Desire and actions fill up when customer join the mail list and start to follow the account on Instagram.
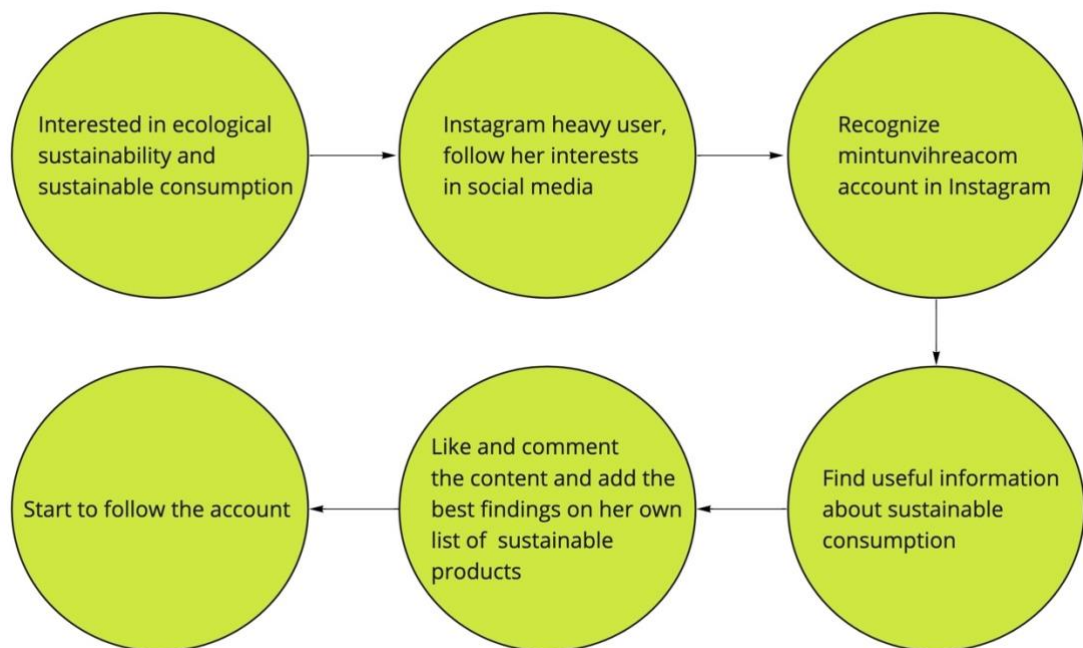
Tina's customer journey

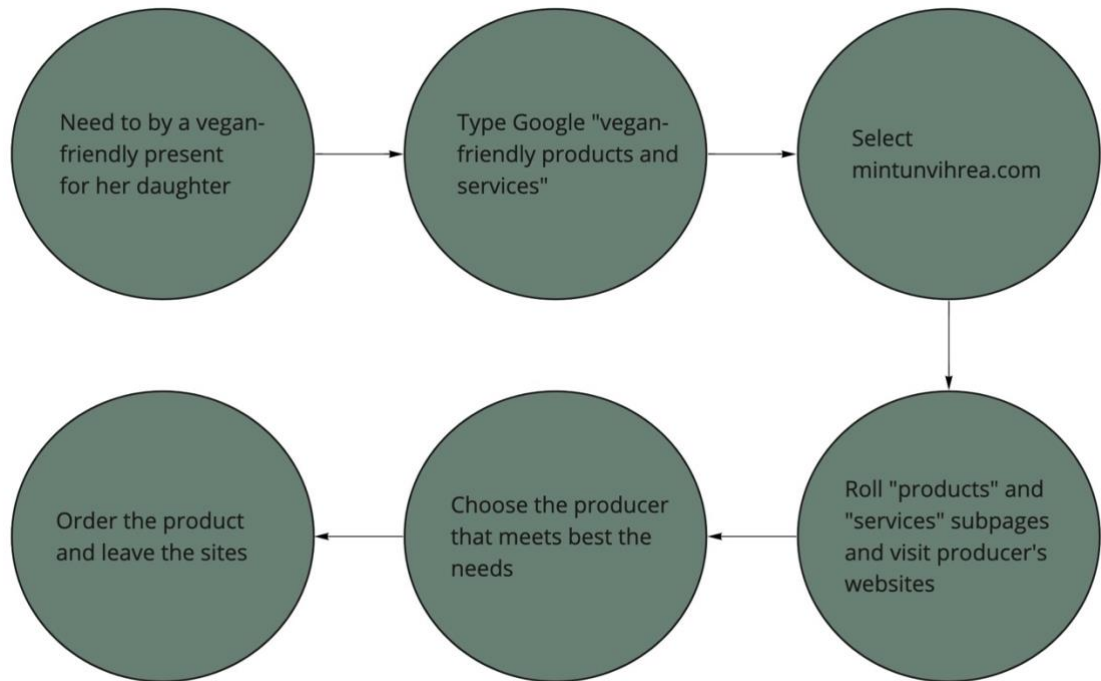Figure 25. Tina's customer journey

Anita's customer journey

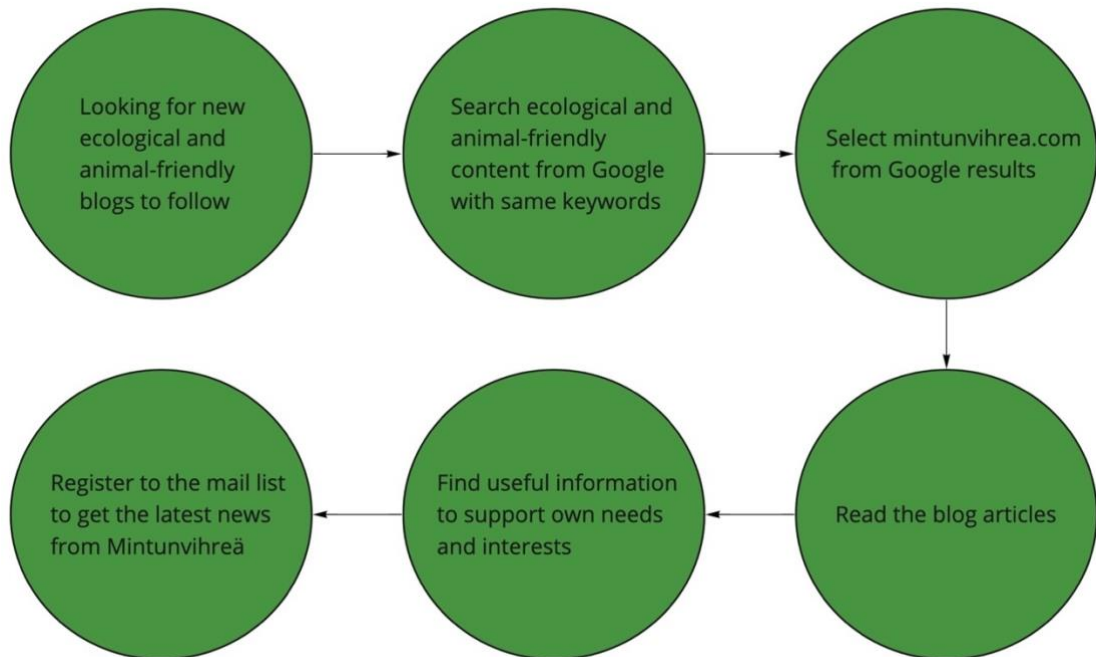Figure 26. Anita's customer journey

Sophia's customer journey

Figure 27. Sophia's customer journey

Andy's customer journey
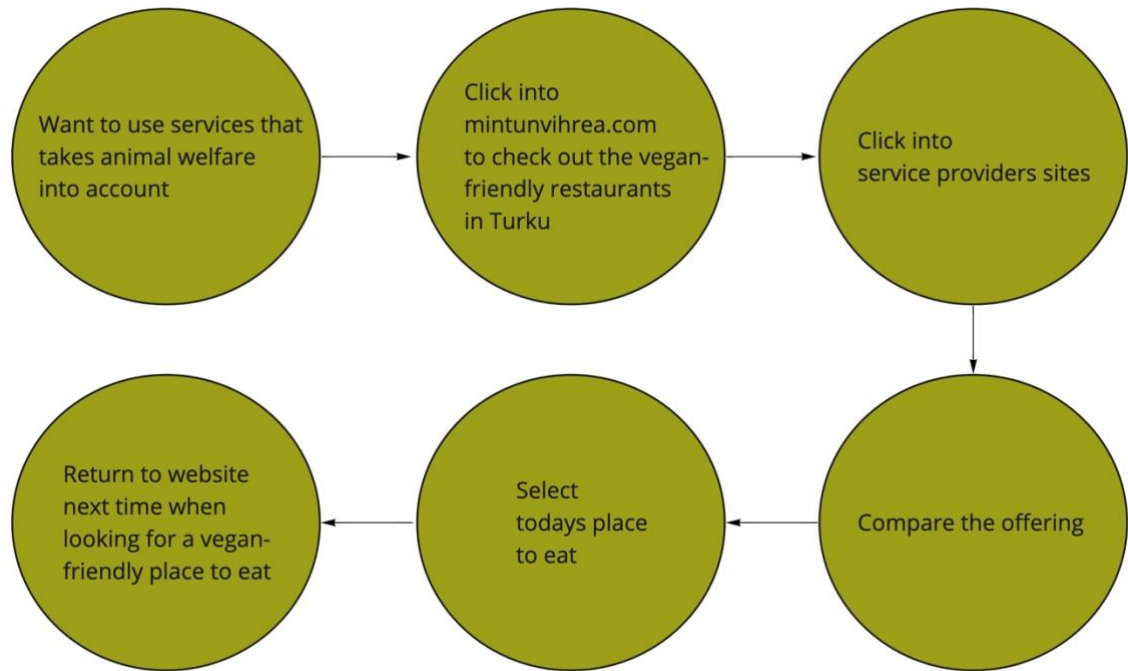

Figure 28. Andy's customer journey

DISCUSSION AND CONCLUSIONS

Research progressed in several stages and produced comprehensively useful information. The frame of reference included multiple subjects which were all intertwined through various research methods and tools. Frame of reference formed as if by itself but selected tools and methods were carefully considered and chosen from wide range of options. All used methods were profitable in the terms of result.

7.1 Subject background

Green movements have increased their support over the years. People are worried about the state of the world. The world is stumbling upon human ingenuity. Power production of food and goods has squeezed the living space from animals and people and poisoned the air, soil, and water systems around the world. Hundreds of thousands of bees are transported around the world to pollinate the plantations. In cheap labor countries, people do the pollination on behalf of bees by climbing into the trees and whimpering plants with chicken feathers. Why? Because the air, soil, and plants are covered with pesticides and artificial fertilizer which kill everything else than the one plant processed to survive and feed the people or more often animals bred for human food. Farm animals are packed to cramped and manure covered sheds and cages to be sucked dry and killed. Does that sound like a sustainable and economical solution? No it does not and it is not. And the least it is ethical. The world is in bad shape and it is caused by homo sapiens. The unethical and unsustainable habits of people must come to an end. There is no more time for the prosecution of others and escaping of responsibility which belongs to every human being. The big company in China or some state in the United States can not change the game alone. The most important thing is the change in individuals' consumption behavior. Consumers together have the biggest power but they need help, guidance and education to understand what are the right things to do. Climate change, unethical treatment of animals, people and cultures and increasingly growing exploitation of natural sources have stopped people to think and counteract. More and more people are speaking for the conservation of nature and looking for information and ways to act more sustainably. The created website is for that need and to help people to find ways to do more sustainable and ethical choices. The goal of the website is to serve customers interested in ecological and animal-friendly consumption. If one is willing to do sustainable consumption choices in her life, this is a good tool for her to learn more about ecological and animal-friendly products and services. At least it will tell what those products and services are to ease customer's shopping decision making.

7.2 Findings of the research

This research has searched answers to the questions "what has to be taken into consideration when designing a website for customers interested in ecological and animal friendly consumption?" and "what aspects should be paid attention in website design?". Research has studied the possibilities for service design in the context of website design. Insights were gathered with the help of several methods and tools including diary study, interview, workshops, personas, service blueprint, business model canvas and customer journeys.

Service design process, methods and tools offer a pragmatic approach for designing a new website in a customer-oriented manner. Customer interests, needs and concerns need to be taken into account when designing a website concidering ecological and animal-friendly consumption. These drivers are the main reasons people may end up to use this kind of a website. Good knowledge of the state of the world and various influencing factors and their relations and impacts on each others is important. The concept of ecology and animal-friendliness engages to almost everything what is going on in environment and society. People's increased interest in ethical issues is the result of people's concern about climate, their own wellbeing and other creature's wellbeing. Value-proposition canvas revealed that customers want content which help them to increase their own knowledge, make it easier for them to do more sustainable consumption choices and make possible for them to indicate their own value base to others for example by sharing contents that they find valuable and important. The content must be presented in a way that clarifies how it would benefit the customer and make a change in his/her everyday life. Matters people are most interested and concerned are related to technology, education, work, transportation, communality, co-ownership, recycling and nutrition. The growing interest in animal-friendly and ecological consumption can be seen in the criteria consumers set on their shopping. People don't want to strain the environment or exploit animals. They are favoring companies that provide organic and vegan options and demonstrate an interest in animal welfare. Customers want sustainable, recyclable and long-lasting products. Animal testing, use of plastics, exploitation of animals and polluting effect are seen as problems which restrict buying of many products. Consumers are also frustrated with the slowness of change, irresponsibility, and ignorance for the sustainability of some companies, policy-makers, and other consumers. Sharing the knowledge, learning more about the subject, guidance of consumers and also fixing the taxation of unsustainable products are seen as ways to promote sustainable development.

According to the DART-model the co-creation of value is at its best build up with good dialogue, access, evaluation of risks and benefits and transparency of the process. Value has to be jointly created together to determine the way to the new sources of competitive advantage. In creation of a new website the potential customers have been involved in the process by asking about their opinions, needs and concerns. Potential customers have been designing the structure, name, logo, content and communication strategy in workshops with the website administrator.

Creating and maintaining a website consist of many pieces. It requires skills in marketing, content production, and customer understanding not to mention technical skills. The content design should take into account the target group and its needs, communication goals, text style, and communication topics and channels. On website' discoverability need to pe paid attention if the target is to gather visibility or increase traffic on the website. Technology has to be easy and intuitive to use for the customer. Usability can be tested and measured to improve the functionality. Good usability is the key to successful customer experience. The usability of the website has to be faultless. The customer is unwilling to spend his time on a poorly performing website. Developing the customer base of the website and blog asks for time in the world where new websites are popping out like mushrooms in the rain and search engines are largely determining the discoverability of the sites. The supply is wide why the growth-oriented sites should design the content to be search engine optimized. Discoverability is part of the customer experience. Development of the customer experience is not a single project, but a continuum that consists of different stages of the customer path and projects that develop sub-areas. This research has introduced one way to create a new service product and the development process will continue until the end of the lifecycle of this particular product. The creation and development of services and products is people-oriented, observant and empathic research.

7.3 Prospects to the future

Research subject is topical. Interest towards ecological consumption and nature conservation has been growing strongly around the world and it seems that it only accelerates. Korona-pandemic has shown how nature started to heal itself right after people were forced to decrease the polluting activities. Virus which apparently got its start from live animal market in China has made people pay even more attention to the origin of food. There exist demand for information and tools which help people to live healthy way and by respecting nature. Created website is a tool for this purpose. By keeping the customers involved in the development process also in the future website can stay focused on customers real needs. Next steps will be to research how to structure the website as its content expands and how to involve customers to the content production. Website structure need to stay clear to use or otherwise it will not be helpful but tangled. Customers interestd in subject might have important knowledge and sharing it amongst other users of the website could benefit them all. All this produces a lot content so as not to become a mere forum website need to stay well organized. Since technology develop rapidly it might be that website as we know it now will change its shape in the future. Artificial intelligence can give answers on how the extensive content can be easily organized and used. As so often also now it showed up that there are always more connected topics to explore as the research progressed. Customers points of interest and criteria for the need of information need to be studied in the next stage to understand how to engage them as site users. As research continues main focus will stay in impoving the customer experience.

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Attachments

Appendix 1 Diary Study Form

Rakas päiväkirja,
Maailma on merkillisellä tolalla. Yritysten pyrkiessä tehostamaan tuotantojaan tuntuu, että eläinten ja muun luonnon hyvinvoinnista huolehtiminen on unohtunut. Olen tässä pohtinut miten pystyisin itse vaikuttamaan eläinten- ja ympäristönsuojelun tehostamiseen. Uskon, että kulutusvalinnoillani ja arjen pienillä teoilla ja päätöksillä pystyn ainakin vaikuttamaan asioihin. Aion nyt pitää muutaman päivän kirjaa eläinten- ja ympäristönsuojeluun liittyvistä ajatuksistani, keskittyen erityisesti hankintatilanteisiin liittyvään päätöksentekoon. Tuon siinä ohessa vapaasti esille myös mitä ikinä mieleeni juolahtaa aiheeseen liittyen.

Minua huolestuttaa eniten eläinten hyvinvointiin liittyen nämä asiat:
Näillä keinoin olen pyrkinyt omalta osaltani edistämään eläinten hyvinvointia maailmassa:
Nämä asiat ovat minulle merkityksellisiä ostopäätösten teossa:
Nämä ovat kriteereitäni eläinystävälliselle tuotteelle/palvelulle:
Näihin asioihin kiinnitän huomiota tehdessäni ympäristöystävällisiä kulutusvalintoja:
Näiden yritysten eläin- ja/tai ympäristöystävällisiä tuotteita/palveluita kulutan:
Nämä ovat eläinystävälliset ja/tai ekologiset kriteerini huomioivat lempituotteeni:
Nämä ovat eläinystävälliset ja/tai ekologiset kriteerini huomioivat lempipalveluni:
Näissä tuote- tai palvelukategorioissa ympäristöystävällisyydellä on minulle eniten merkitystä:
Näistä tuotteista ja/tai palveluista kaipaisin markkinoille (lisää) eläinystävällisesti valmistettuja vaihtoehtoja:
Näistä tuotteista tai palveluista kaipaisin markkinoille (lisää) ympäristöystävällisempiä vaihtoehtoja:
Eläin- ja/tai ympäristöystävällisten kulutusvalintojen tekemisen tueksi seuraan näitä toimijoita/saan tietoa näistä lähteistä (esim. blogit, järjestöt, yritykset, sosiaalisen median yhteisöt):
Pystyn tekemään eläin- ja ympäristöystävällisiä tekoja muutenkin kuin kulutusvalintojani suuntaamalla. Muita eläin- ja ympäristöystävällisiä tekojani/tapojani ovat:
PALAUTETTA/KOMMENTTEJA KYSELYSTÄ:

TRANSLATED VERSION
Dear Diary,
The world is in a remarkable state. As companies strive to improve their production, it seems that the welfare of animals and nature has been ignored. I've been pondering how I could promote the welfare of the nature and animals and the improvement of environmental protection for my part. I believe that I can influence through my consumption choices and the small acts and decisions of everyday life. I will write down my thoughts regarding animal and environmental protection, with a particular focus on decision-making related to procurement of products and services. I am also free to point out what ever comes to my mind regarding to the subject.

I am most concerned about these issues regarding animal welfare:
By these means I have sought to promote animal welfare in the world, for my part:
These things are important to me in making purchasing decisions:
These are my criteria for an animal-friendly product / service:

I pay attention to these things when making environmentally friendly consumption choices:
I consume animal and / or environmentally -friendly products / services of these companies:
These are my favourite products considering my animal-friendly and / or ecological criteria:
These are my favourite services considering my animal-friendly and / or ecological criteria:
In these product or service categories, environmental friendliness is most important to me:
For these products and / or services I would like to have more animal-friendly alternatives on market:
For these products or services I would like to have more environmentally friendly alternatives on market:
To support my animal and / or environmentally friendly consumption choices,
I follow these actors / get information from these sources (e.g. blogs, organizations, companies , social media communities):
I can do animal and environmentally friendly actions other than by targeting my consumption c hoices. My other animal and environmentally friendly actions / habits are:
FEEDBACK / COMMENTS FROM THE QUESTIONS:

Appendix 2 Workshop flow chart

Workshop flow chart:

The Arrangements before the participants arrived
1. Re-arrangement of the tables in the classroom
2. Various goods on the tables to make the place feel less like a classroom and more like home and to produce ideas
3. Refreshments and snacks on the tables
4. Power Point-show to visualize the workshop process
5. Music to make the atmosphere more relaxed
6. Preparing the persona templates
7. Pens, stickers, and papers on each table

The events during the workshop
1. Refreshments to the participants
2. Introduction of the facilitator, the project and workshop method
3. First task: warm-up. Choosing one company/person from social media/association/blog that is followed or other wise to finding it interesting (2 minutes)
4. Introductions of the participants and telling with few sentences why each chooses what they did, what is best in it, what expectations or hopes they have considering it
5. Second task: hot topics.
   - Each participant choose five megatrend cards which they think are somehow important from the perspective of animal-friendly and ecological consumption
   - Think through what connections subject of the card have to animal-friendly and ecological consumption and write down to post-it notes as many ideas as get in five minutes
   - Make pairs, read through each other's cards and ideas and continue five minutes brainstorming with pair

- Read every participants cards and continue brainstorming with the whole group

6. Third task: persona. Demonstration of the template and time to fill it with own information.
7. Thanks for the participation and closure of the event.

After the workshop

1. Tabulation of the cards (appendix 2) and post-it notes.
2. Grouping of the post-it notes (picture 3).
3. Categorizing and coding of the post-it notes (picture 4).

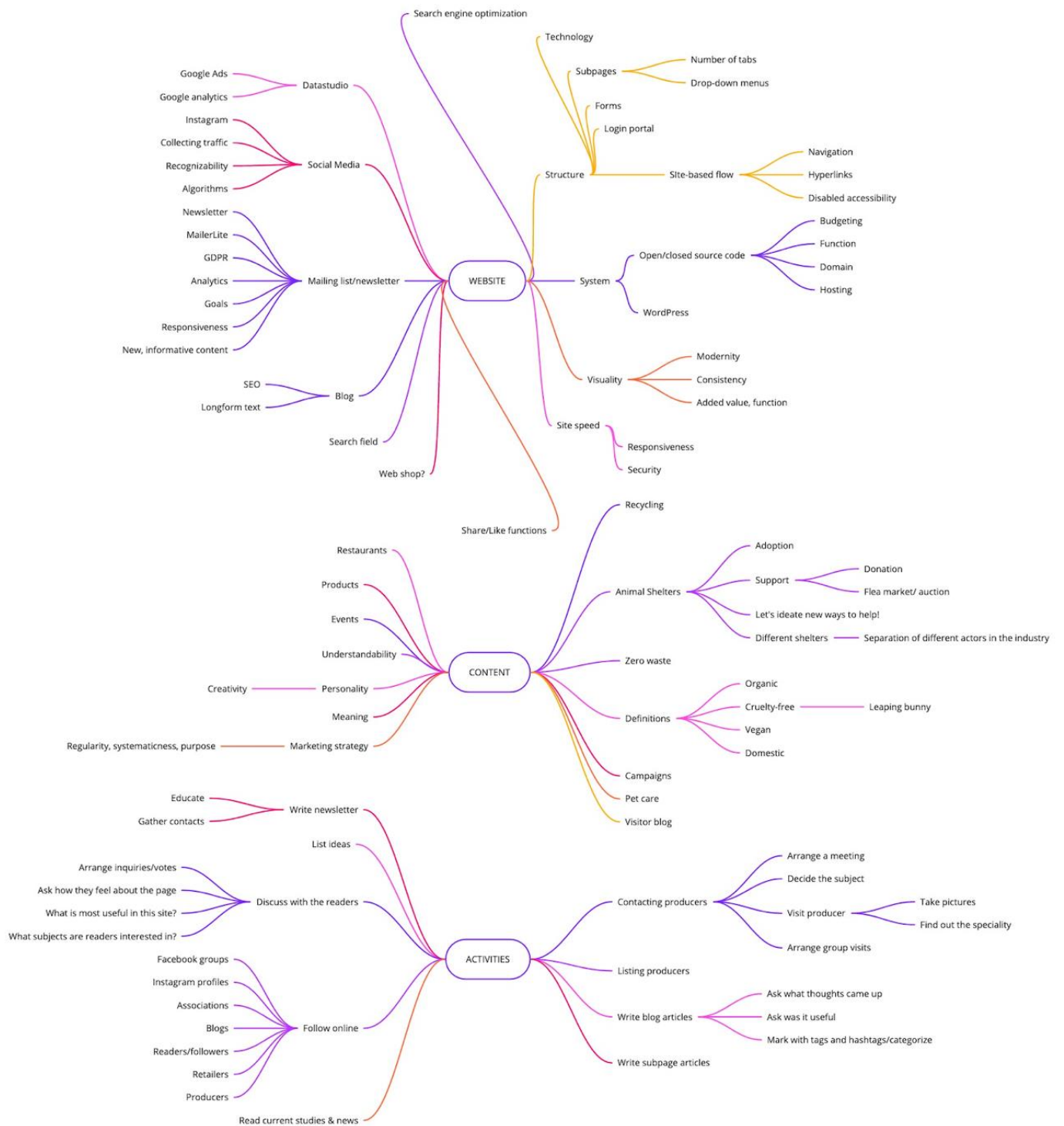Appendix 3 Workshop coding stage

Appendix 4 Hot topics workshop findings

ELINIKÄINEN OPPIMINEN MUUTTUU HYVEESTÄ VÄLTTÄMÄTTÖMYYDEKSI	- parempi perusturva - koulutus osaksi työtä - lyhyemmät tutkinnot - yrittäjyys - palaute kansalaisille oman kulutuksen vaikutuksista (kännykän tai tietokoneen välityksellä) - etätyö toisessa maassa - perustulo - yhdessä työskentely
MAAILMANKANSALAISUUS YLEISTYY	- junayhteydet - ymmärrys lisääntyy/hyvinvointi - lentämisen haittavero - liikkumisen vaikutus
PAIKALLISUUS VAHVISTUU	- ihmiset osallistumaan ruoantuotantoon - sosiaaliset vaikutukset - lähiruoka - julkiset liikenneyhteydet kaupunkeihin - kuljetusmatkat - yhteisöllisyys ja sen luoma hyvinvointi - hävikin minimointi
TALOUDEN REUNAEHDOT TIUKENTUVAT	- vähäisten resurssien tehokkaampi ja järkevämpi käyttäminen - fuusiot ja "kansallistaminen" - irti talouskasvun tavoittelusta - yritysten rooli - palveluiden merkitys - vastuullisuus verotuksen kautta
KAUPUNGISTUMINEN JATKUU	- ruoan kasvattaminen omalla parvekkeella tai kasvikaapissa tms - yhteispihat - lyhyemmät välimatkat - viherkatot - puistot - yhteydet luontoalueille - yhteisasuminen - julkinen liikenne

	▪ tiivis asuminen: ekologisuus ▪ tiivis asuminen: sosiaaliset ongelmat ▪ yhteiset viljelypalstat
UUDENLAISET PERHE- JA ASUMISMUODOT	▪ ekologisuus ▪ kumppanuusvanhemmuus ▪ suvaitsevaisuus ▪ perheiden kommuunit/yhteisöt
MERKITYKSELLISYYS LIIKETOIMINNASSA JA JOHTAMISESSA KOROSTUU	▪ globaali vastuu ▪ kulutuksen väheneminen ▪ pois "pakko olla hyötyä" ajattelusta ▪ tyytyväisyys/terveys ▪ tuotteista ja niiden tuotantoketjuista enemmän tietoa -> ohjaa kulutusta ja tuotantoa ▪ ideologiat
TYTTÖJEN JA NAISTEN ASEMAN VAHVISTUMINEN	▪ tasa-arvokasvatus ▪ naisten rooli ympäristöongelmien ratkaisussa ▪ koulutus ▪ sähköiset palvelut tasoittavat ▪ sovellukset ehkäisyneuvonnassa
HYPERKONNEKTIIVISUUS SYVENEE	▪ riippuvuusriskit ▪ mahdollisuus elää ilman nettiä ▪ energiaystävällisyys ▪ liikkumisen tarve vähenee ▪ ymmärrys kulutusvalinnoista ▪ laitteiden keskinäinen kommunikaatio
GLOBAALI PÄÄTÖKSENTEKO JA LÄHIDEMOKRATIA KAIPAAVAT VAHVISTUSTA	▪ globaalikasvatus ▪ tieto tuotteiden alkuperästä ▪ ilmastonmuutoksen ehkäisy opsiin
ROBOTISAATIO	▪ työpaikat uusittava ▪ ihmisille enemmän vapaa-aikaa -> sosiaalisuus ▪ sovitusvaatekaupat (sovitetaan ja tilataan keskusvarastolta) ▪ vähemmän ruuhkia (jatkuva liikenteen seuranta)
FIKSUT TAVARAT JA PALVELUT YLEISTYVÄT	▪ elinkaariajattelu ▪ kuntien rooli palveluiden tarjonnassa

	- ostamisen apuna - sovellukset kierrätyksen apuna
KIERTOTALOUDEN MERKITYS	- yhteisöllisyys - kirpputorit - kirjastojen uudistuminen (ompelukoneet ym.) - vastuunotto ja sen merkitys kasvaa - kierrätysteknologioiden kehitys - vaatelainaamo - palvelut kulutuksen ohi - resurssien ja prosessien jatkuva seuranta (teknologia) - palveluihin (esim. korjauspalvelut) veroalennuksia, muun kulutuksen hinnan nousu
ORGANISMIEN OHJELMOINTI ARKIPÄIVÄISTYY	- materiaalien uudelleenkäyttö - lääkkeiden testaus ja tutkinta ihmissoluviljelmillä - personoitu ravinto (sopii elimistölle, geenitestaus, suoliston mikrobien testaus) - kierrätyksen tehostuminen - laboratorio liha, maito, kananmunat ym. - muovin hajotus mikrobeilla - saastuneiden maa-alueiden puhdistus mikrobeilla - biohajoavat muovit/materiaalit - ravintoaineet kasvistuotteissa paremmin imeytyviä ja ihmiskehon hyödynnettävissä
YMMÄRRYS MAAPALLON KANTOKYVYSTÄ KASVAA	- palveluiden merkitys - tiede - yhteisöllisyys - taloudellisen kasvun ei tule olla tavoitteena yli kestävyyden - mielenosoitukset - sosiaalinen oikeudenmukaisuus - kulutuskulttuurin loppu
TEKOÄLYN KÄYTTÖ LAAJENEE	- terveydenhuolto uudistuu - riskit valtasuhteissa - tekoäly-ystävät yksinäisille - tekoälypoliitikot - tiedon pimitys

	▪ big datan käyttö ratkaisuissa
UUSIUTUVA ENERGIA HALPENEE	▪ maaseuduilla pienvoimalat (tuuli, aurinko…) ▪ sisältöpalvelujen tuotto energiaystävällisempää ▪ kulutus lisääntyy ▪ aurinkopaneelit kerrostalojen katoille
TAITOJEN MERKITYS KASVAA	▪ vanhat taidot kunniaan (leipominen, rakentaminen…) ▪ luovan kirjoittamisen korostaminen ▪ sosiaalinen media ▪ koulutuksen uudistuminen ▪ opetuksen kehittäminen tasapuoliseksi ▪ yksilöiden vahvuudet ▪ kommunikointitaidot ▪ yhteistyö
VERTAIS- JA JAKAMISTALOUS YLEISTYVÄT	▪ yhteiset olohuoneet/kerhotilat ▪ sosiaalisuus ▪ vastuun oppiminen ▪ korjattavuus ▪ turhan tavaran määrä vähenee ▪ yhteisöllisyys ▪ "nettikirjastot" (yksityinen omaisuus vapaasti lainattavissa) ▪ julkiset tilat esim. pyörän huoltamiseen kerrostaloissa
TOIMEENTULON EPÄVARMUUS LISÄÄNTYY	▪ vapaaehtoistyö ▪ perustulo ▪ tavaroiden yhteiskäyttö ▪ globaali yhteistyö ▪ yhteisöllisyyden paluu

Appendix 5 Affinity Diagram

WEBSITE
- Search engine optimization
- Technology
- Subpages
  - Number of tabs
  - Drop-down menus
- Forms
- Login portal
- Structure
- Site-based flow
  - Navigation
  - Hyperlinks
  - Disabled accessibility
- System
  - Open/closed source code
    - Budgeting
    - Function
    - Domain
    - Hosting
  - WordPress
- Visuality
  - Modernity
  - Consistency
  - Added value, function
- Site speed
  - Responsiveness
  - Security
- Datastudio
  - Google Ads
  - Google analytics
- Social Media
  - Instagram
  - Collecting traffic
  - Recognizability
  - Algorithms
- Mailing list/newsletter
  - Newsletter
  - MailerLite
  - GDPR
  - Analytics
  - Goals
  - Responsiveness
  - New, informative content
- Blog
  - SEO
  - Longform text
- Search field
- Web shop?
- Share/Like functions

CONTENT
- Recycling
- Animal Shelters
  - Adoption
  - Support
    - Donation
    - Flea market/ auction
  - Let's ideate new ways to help!
  - Different shelters — Separation of different actors in the industry
- Zero waste
- Definitions
  - Organic
  - Cruelty-free — Leaping bunny
  - Vegan
  - Domestic
- Campaigns
- Pet care
- Visitor blog
- Restaurants
- Products
- Events
- Understandability
- Personality — Creativity
- Meaning
- Marketing strategy — Regularity, systematicness, purpose

ACTIVITIES
- Write newsletter
  - Educate
  - Gather contacts
- List ideas
- Discuss with the readers
  - Arrange inquiries/votes
  - Ask how they feel about the page
  - What is most useful in this site?
  - What subjects are readers interested in?
- Follow online
  - Facebook groups
  - Instagram profiles
  - Associations
  - Blogs
  - Readers/followers
  - Retailers
  - Producers
- Read current studies & news
- Contacting producers
  - Arrange a meeting
  - Decide the subject
  - Visit producer
    - Take pictures
    - Find out the speciality
  - Arrange group visits
- Listing producers
- Write blog articles
  - Ask what thoughts came up
  - Ask was it useful
  - Mark with tags and hashtags/categorize
- Write subpage articles

cheerful, social, optimistic and temperamental

Sophia, 29, Kaarina

Living in two-room apartment with her roommate and dog

teacher

INTERESTS
veganism, animal rights, ecology, handicraft, reading, woods, camping, gardening, animals

GOALS
have a meaningful job that i love, and where i can feel that i'm doing something good for the world and mankind, own family, adopted child, ecological lifestyle
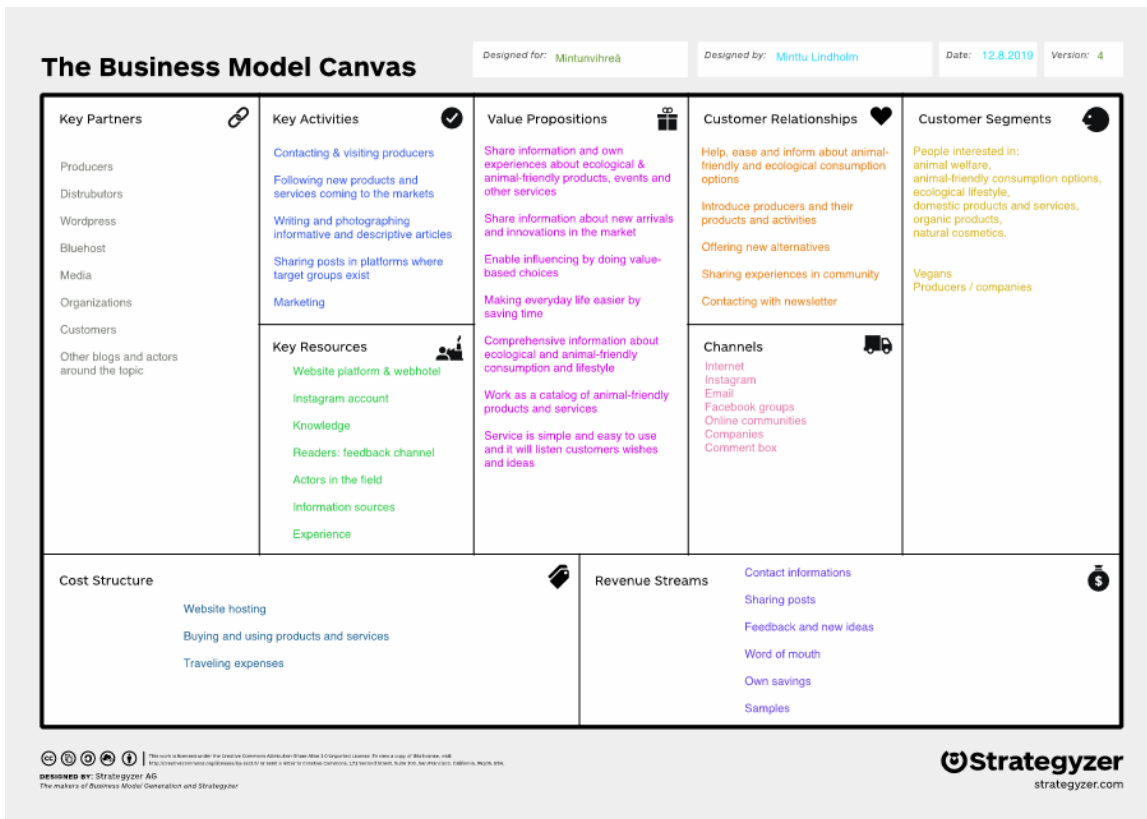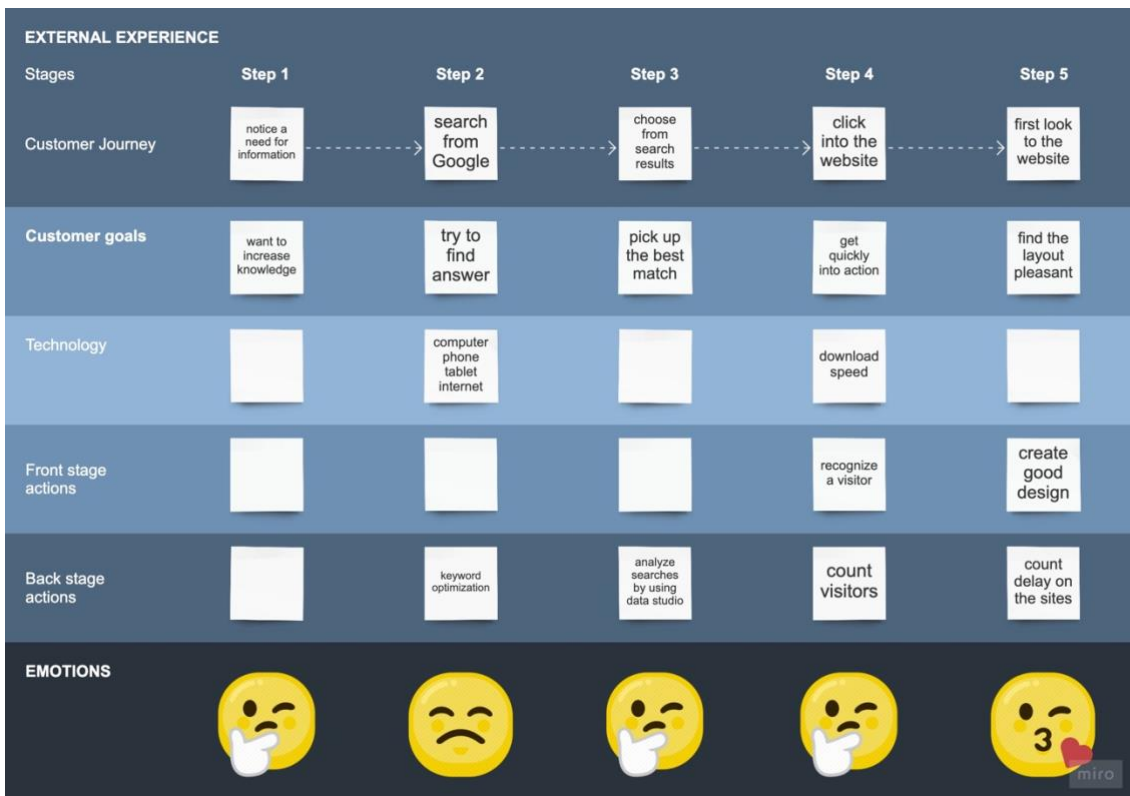
VALUES
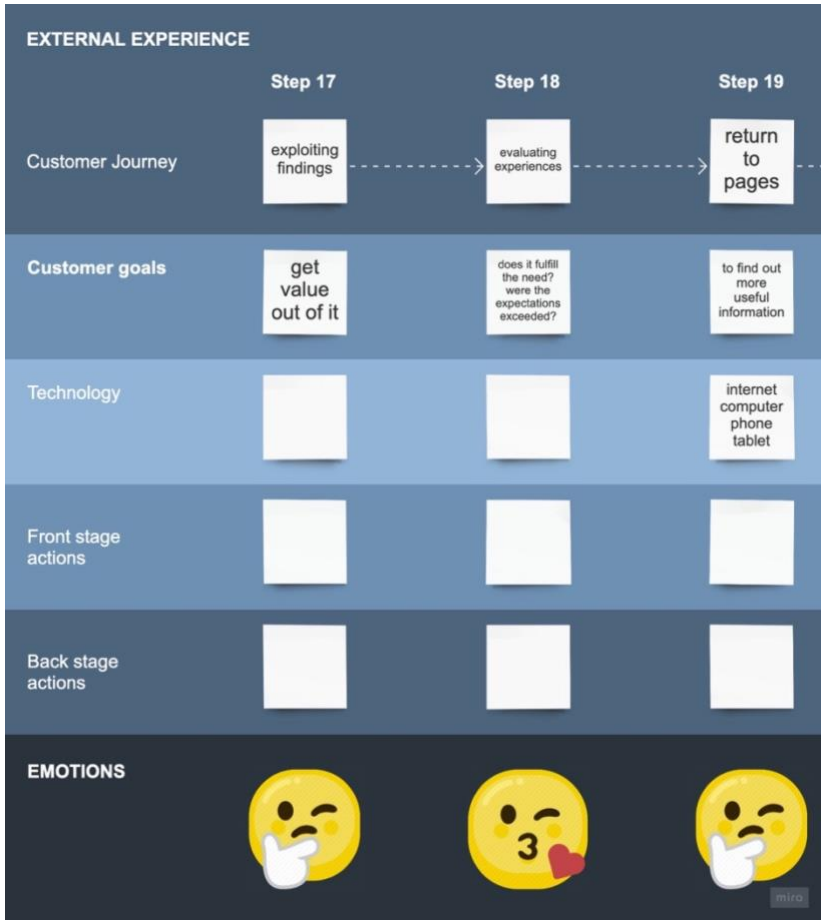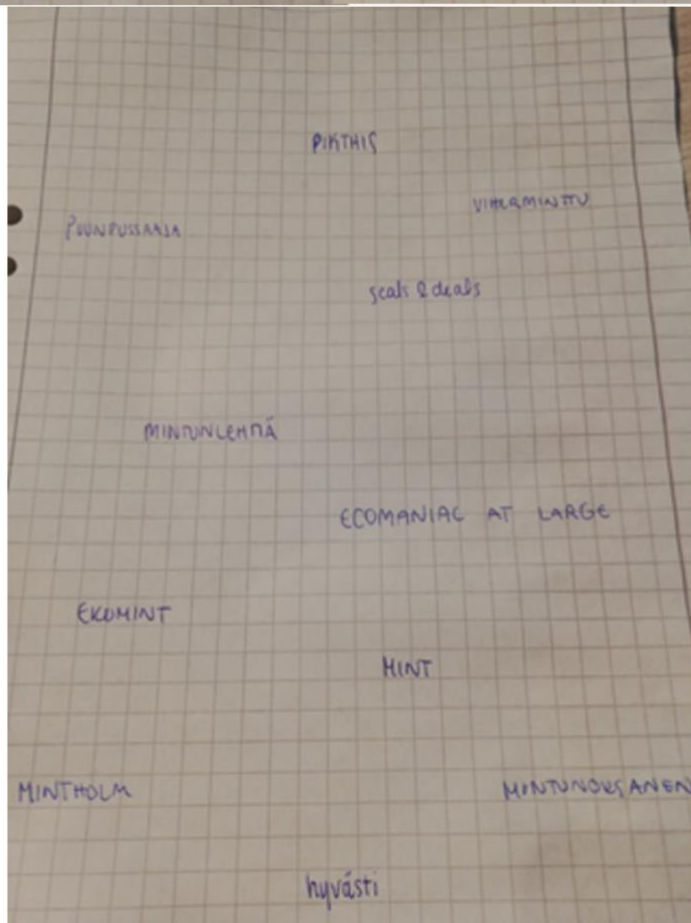ecology, equality, helping the weak

FRUSTRATE
people's indifference

Appendix 7 Business Model Canvas

Appendix 8 Service Blueprint

EXTERNAL EXPERIENCE

Time evidence	Step 6	Step 7	Step 8	Step 9	Step 10
Customer Journey	scroll down	click to subpage	scroll subpages	use the search	get the results
Customer goals	find the content and functionality suitable	take a look how subpages are build	take a look on the whole content	try to find something specific	get options
Technology	layout order	download speed		search field function	list results
Front stage actions	offer interesting and current topics	Interesting content and good layout	functional and simple headlining		
Back stage actions	analyze movement	monitor options	monitor chaining	use search words to optimize the content	analyze searches

EMOTIONS

EXTERNAL EXPERIENCE

	Step 11	Step 12	Step 13	Step 15	Step 16
Customer Journey	evaluate equivalence	click into article	want to share	to the mail list	exit from the page
Customer goals	find suitable information, tips, products & services	find it useful	tell to friends about it	want to stay tuned	have a feeling visit was profitable
Technology		Comment field	share buttons	registration system	pop-up window
Front stage actions	writing in news model	ask thoughts and opinions	social media share options	ask to join the mailing list	ask for feedback
Back stage actions	analyze choices	ask for comments		contact information lists	

EMOTIONS

Appendix 9 Name workshop

environmint

organic Mint

organic IT

Mintunvihreä

treecreeper

yap

bork

uhanalainen endangered

precarious

vulnerable

betterbeing

slow is beautiful

luonnollisesti

mintush

luontokanava

viheriö

luonnonvarainen

cruelty free thing

PIKTHIS

VIHREÄMINTTU

PUUNPUSSAAJA

seals & deals

MINTUNLEHTÄ

ECOMANIAC AT LARGE

EKOMINT

HINT

MINTHOLM

MINTUNOUSANEN

hyvästi

Test group consist from 35-year old pregnant woman ⬥ , 29-year old man ⬥ and 27-year old woman ⬥ .

Visual elements of the website

Coloring
Comments:

The current landscape of color in website design is peaceful but also playful. I like it.

For the first glance it felt a bit too official for this kind of purpose but not after I used it a while.

I find it a bit boring but maybe the color landscape will get more joyful when there will appear more pictures.

Typography

Clear and easy to read.

I like it. Simple and clear.

Nice way to use small and capital letters. Easy to read.

Illustration

I don't like if website is full of pictures but in this case, there could be few more. Every subpage does not have to include pictures but maybe like every second or at least most of the blog posts.

More pictures could have been used. Pictures affects to the atmosphere so you should consider what kind of pictures works best.

At this point there is not many pictures but I think that not so many even should be added. The message is in the text and people are mostly looking for information not pictures. Blog posts can include pictures which deliver more useful information about the service or product to the reader.

Distinctness

Website stand out from other this kind of sites with its clear and goal oriented layout. The structure is quite usual, but it is more an advantage than a bad thing.

👤 🙂 Usually this kind of sites can be very messy and hard to use but this website stand out with its clarity and purpose.

👤 😐 Hard to say where to compare at but at least it is personal and has its "own thing".

Clarity

👤 😐 When I arrived to the website I found it a bit unclear what is its purpose. But it clarified quickly after some clicking and reading. The purpose of each page is clear. I don't know how clear it remains when the content grow.

👤 🙂 At this point the clarity is at its peak! Each subpage has its own thing and there is not multiple subpages behind another.

🙂 Website is easy to navigate. I wonder how easy it will be to find information from it in the future when there will be even more links and posts. Tags probably ease the search.

Uniformity

👤 🙂 Typography, colors and writing style seems to remain from subpage to another which is good.

👤 🙂 I feel all the time that I am in the same website while hopping inside it, so I guess that it means that the uniformity is in a good shape.

👤 🙂 Buttons, fonts, colors and ideology seems to be following the same formula through the website.

Personality

👤 😐 Writer could show her persona even more. This is a personal blog so the persona can be shown. Readers are also interested in the blog writers.

👤 🙂 There exists many blogs about minimalism, vegan diet and how to live ecologically but not this kind of blog plus direct "shopping list". I think the website is personal by its purpose. Writer has introduced herself but we'll see how she will make use of her lifestyle in the blog writing.

👤 🙂 Even though the website is quite simple and theme very usual it manage to bring up the message in personal tune. Still something to work on in the future to keep it personal.

Technical elements of the website

Structure

👤 🙂 I like this kind of clear structure. Those multi-dimensional page jungles only make people irritated. Keep it simple! And don't put too much pictures either!

👤🙂 Structure is quite clear. Blog should have own headline too in the row of subpages. It is good that it don't have too many pages or too long pages.

👤🙂 Website is easy to use and understand so the structure works well. The sidebar with tags, newsletter subscription and social media link is very nice and useful.

Navigation

👤🙂 Navigation follow the same line with structure, meaning it is simple and easy to use. I'm not sure should there be also own headline to main page and blog. Other problems I do not see.

👤🙂 I like to use the search-function to find information I am looking for. It is good that there is tags to guide readers to whatever they are looking for but also to arouse interest in other things too.

👤🙂 Navigation is otherwise simple, but I find it easier if all the pages could be found from the page row (blog and entrance page too).

Functionality

👤🙂 The structure of the website supports well its functionality. Joining the email list seems to work. Tags make it easy to find what one is looking for. Maybe blog post text can include hyperlinks to the subpages and and homepages of the products and services.

👤🙂 I think it could be nice if the author would have mentioned one of her favorite services/products out of each provider/company in connection with the list of hyperlinks. Though it would make the list be even longer and harder to use. All in all the compact structure of the website ensure great functionality. Don't lose the focus of the website or it will lose its good functionality.

👤🙂 I'm not sure if the publishing date of the post need to include hyperlink but maybe someone will get use out of it. I'm wondering should the campaigns and events page include some hyperlinks or more information about them. Speed of the website seems to be good.

Content of the website
Writing style

👤🙂 There is not yet too many posts to evaluate but I would say that writing style is fluent and genuine. The message gets clear and text is easy to understand. I like it.

👤🙂 Writing style is clear. I hate to read texts which linger so I appreciate writing style which is moving fast and give the gen.

👤🙂 I'm not sure if it is the content itself or the writing style but this is not so much something I would search to read. Writing style seems to be fluent and the subject something that author is familiar with. If the intention is to inform people who are not so familiar with the subject then remember to keep it understandable.

Length

Blog post length is just right. Long enough to be informative and short enough to be able to read it from start to the end. Subpages are compact, not too much information.

There is already quite many companies and providers in the lists. It is not too long yet but it might be that you have to reconsider the structure after the list extended. Blog post length is ok.

The length of the blog post is good but as we talked the posts about products and services could include abstract and lifts for busy readers.

Comments

If readers have possibility to comment the posts it would be good to be taken into account already in the writing stage. Author can involve the readers to discuss about the subject.

Allowing the discussion between the readers can give you valuable information about them.

Well I guess the blogs should include commenting option for the readers. What benefit it provides – I don't know. Maybe you can ask something from them.

Influence

Since I'm interested in the subject I will absolutely keep visiting the website. The content is already good in the subpages, but the blog is still in the early stages. Can't wait for the next posts!

Well it got me interested in the subject so I'm sure I will be coming back to the website. At this point the amount of the services and products listed in the website is good but blog does not offer much information yet (only one post).

I have not been so into these kinds of products and services, but with the help of this site I could start to pay more attention on what I buy and use. I believe that many people (and animal) can get benefit out of this.