



GREENSPECTOR App Scan

Initiate an eco-design approach

The Parfums Christian DIOR maison wishes to integrate a software eco-design approach on its e-commerce website.

- Identified stakes

Customer retention: thanks to a more sober and efficient user journey

To raise awareness of digital sobriety benefits among internal stakeholders

- Greenspector's role

« App Scan » measurement campaign: an eco-design benchmark to compare Dior's website with other LVMH Group and competitors' sites.

- Benefits

Identification of the key improvement points to reduce the environmental impact of the customer's journey on the website

The site's ranking on the Greenspector **Digital Sobriety Index** is known among key competitors.

Dior

