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Rare Beauty's 🧴 Website UI/UX Analysis for Brand Growth ✨: What Works and What Needs Improvement



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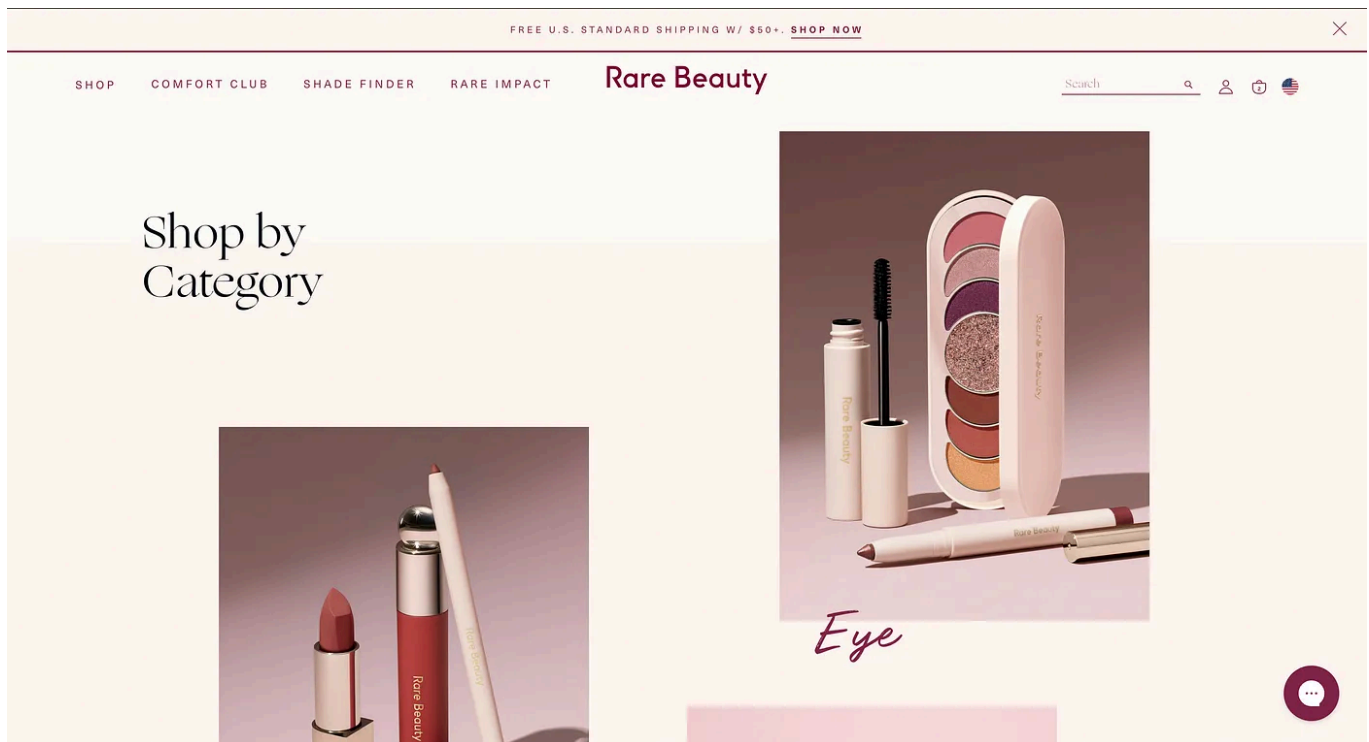
Abstract

This article presents a marketing-focused evaluation of Rare Beauty's official website, rarebeauty.com. The analysis explores how the site's UI/UX impacts user engagement, trust, and conversions. It highlights key strengths in visual branding and storytelling, while identifying areas for improvement, such as customer service visibility, mobile usability, and the absence of urgency triggers.

Introduction

Rare Beauty, founded by Selena Gomez, is a direct-to-consumer(D2C) cosmetics brand positioned around themes of inclusivity, authenticity, and

mental health advocacy. Its digital storefront is central to brand communication and customer interaction. This article analyzes the Rare Beauty website through a marketing and user experience lens to understand what enhances conversion and loyalty, and what may be holding the brand back.



What's Working Well

1. Rare Beauty's website delivers a visually coherent and emotionally aligned experience. The muted color palette, clean typography, and minimal design reinforce the brand's core messaging. These design choices support strong brand recall and create an immediate sense of calm and trust.
2. The product presentation is effective. Each item is accompanied by high-resolution images, swatches, and short video clips, allowing users to understand how the product performs across diverse skin tones. This

clarity builds trust and supports movement from **awareness to interest** in the conversion funnel.

3. User-generated content (UGC) and reviews are seamlessly integrated across the site. These social proof elements reinforce credibility and help users evaluate products more confidently, effectively pushing users from **interest to consideration**.
4. Mobile responsiveness is well-executed, with clean layouts, persistent cart functionality, and a smooth checkout flow. Hover-based “Add to Bag” features and clearly segmented product categories make browsing simple. These features help turn **consideration into intent**, contributing to reduced bounce rates and higher engagement during the mid-funnel stages.
5. The brand’s mission-driven messaging, particularly the Rare Impact Fund and founder storytelling, helps emotionally connect with visitors. This differentiation is strong at the **awareness stage**, drawing traffic through organic interest in the brand’s purpose.

Where the Website Faces Challenges

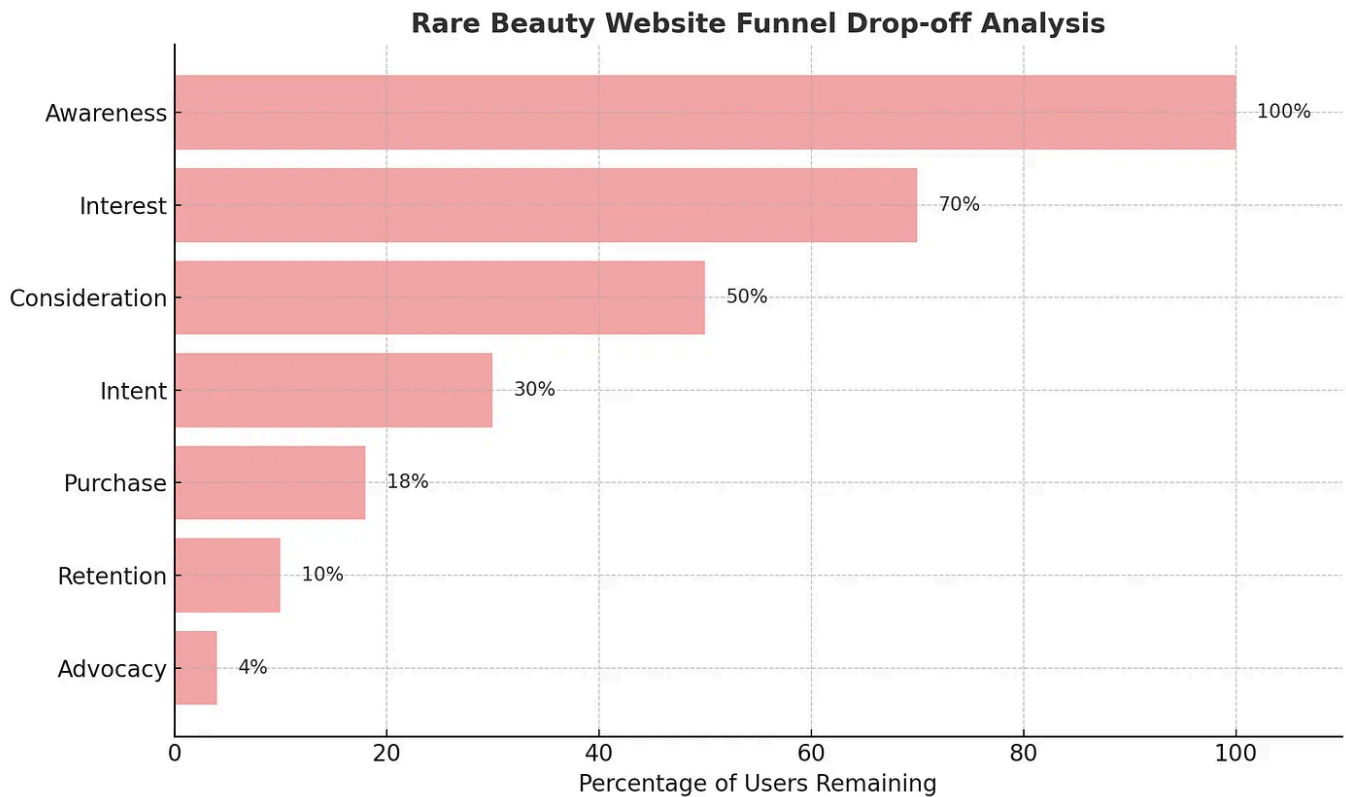
Despite a strong foundation, the website reveals several gaps that could hinder marketing performance and customer satisfaction.

1. Despite a strong top-of-funnel experience, Rare Beauty’s website shows several breakdowns as users approach the point of conversion and post-purchase engagement.
2. Customer support access is limited. As noted in Trustpilot reviews, users report long response times and unresolved issues. The lack of live chat or a visible support system weakens user confidence during checkout and

after purchase, affecting both the **intent-to-purchase** and **retention** stages of the funnel.

3. Order tracking and return policy details are not easily accessible. This lack of visibility causes uncertainty in the final steps of the buyer journey, making users hesitant to complete a purchase or return in the future, creating drop-offs between **intent and action**.
4. Although Rare Beauty promotes its packaging as accessible, there's no supportive content or certifications on the site to validate those claims. This creates a disconnect between the brand's messaging and its delivery, which can erode trust during the **consideration** phase for users seeking inclusive solutions.
5. Navigation, especially on mobile, presents friction. Horizontal scrolling and long product pages slow discovery and delay decisions. As highlighted in [Juphy's UX review](#), limited filtering options and layout clutter make it harder for users to explore efficiently, affecting the **interest-to-consideration** stage.
6. The site does not offer personalized experiences like skin tone matchers, quizzes, or product routines. These tools are standard in competitor sites and are proven to improve engagement and average order value. Without them, many users stall at the **consideration or intent** phases due to a lack of guidance.
7. Urgency triggers are also missing. There are no countdowns, limited-time offers, or free shipping prompts to drive conversions. As a result, many visitors lose momentum between **intent and purchase**, leading to avoidable cart abandonment.
8. Finally, the site experience is heavily U.S.-centric. International customers often face confusion about shipping policies, taxes, and returns. This creates friction at both the **consideration** and **retention**

stages, especially for users outside the U.S. who might otherwise be willing to purchase.



User retention steadily declines after initial engagement, with the sharpest drop-off occurring between the 'Intent' and 'Purchase' stages.

Addressing the Gaps with Growth Frameworks

Two established growth frameworks — AARRR and HEART — can guide Rare Beauty in resolving these issues strategically.

AARRR Framework

The AARRR framework — **Acquisition, Activation, Retention, Referral, Revenue** — focuses on identifying and improving each stage of the user journey.

- **Activation** (first-time engagement):

Introduce a **personalized onboarding flow**, such as a “Find Your Shade” quiz or “Build Your Routine” guide. This helps new users navigate the product catalog and builds early confidence in purchase decisions.

- **Revenue** (converting intent into purchase):

Add **urgency elements** like countdown timers, free shipping thresholds, or first-time buyer discounts to reduce cart abandonment. Promote **bundled kits** to increase average order value.

- **Retention** (encouraging repeat visits):

Implement a **loyalty program** that rewards repeat customers with early access, birthday gifts, or points-based discounts. Post-purchase emails can offer refill reminders, personalized product suggestions, or “how-to” content.

- **Referral** (user-driven growth):

Launch a **referral program** that allows users to share Rare Beauty with friends in exchange for rewards (e.g., \$10 off for them and a friend). Leverage influencer partnerships and UGC more directly through shareable content prompts.

- **Acquisition** (attracting users):

Rare Beauty already benefits from strong brand awareness through Selena Gomez. To scale acquisition further, the site can optimize landing pages for paid traffic, integrate influencer reviews natively, and experiment with social commerce tools.

2. HEART Framework: Improving Experience Quality

The HEART framework — **Happiness, Engagement, Adoption, Retention, Task Success** — is more user-centric and focuses on optimizing the emotional and functional elements of the digital experience.

- **Happiness:**

Improve customer service visibility by adding **live chat**, a more detailed **FAQ**, and a real-time **order tracking dashboard**. Offer survey-based post-purchase feedback to understand pain points and iterate quickly.

- **Engagement:**

Replace horizontal scroll carousels with vertically listed product grids on mobile. Add interactive elements like **product comparisons**, **swatch sliders**, or **mini video tutorials** to deepen time-on-page and exploration.

- **Adoption:**

Guide first-time users to bestsellers or curated sets with a “**Start Here**” **navigation tab**. Highlight **limited-edition drops** or **editor’s picks** to nudge hesitant shoppers into action.

- **Retention:**

Use **personalized email flows** after the first purchase that recommend complementary products, solicit reviews, or provide exclusive content. Encourage account creation with small incentives (e.g., free shipping on the next order).

- **Task Success:**

Simplify return and shipping information by adding a “**Returns & Delivery**” **button** on every product page and in the checkout flow. Reduce steps in the checkout process and offer guest checkout with optional account creation after purchase.

Conclusion

Rare Beauty’s website is visually cohesive and brand-aligned, but it falls short in functional areas critical to conversion and long-term loyalty. Funnel performance is strong in the early stages but drops off significantly during the intent and retention phases. While the site is visually consistent and

mobile-friendly, Rare Beauty can strengthen post-purchase flows, personalization, and support to improve conversion and retention metrics. By applying frameworks like AARRR and HEART, Rare Beauty can move from simply delivering a beautiful brand experience to building a high-performing, user-focused digital platform that converts and retains effectively.

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