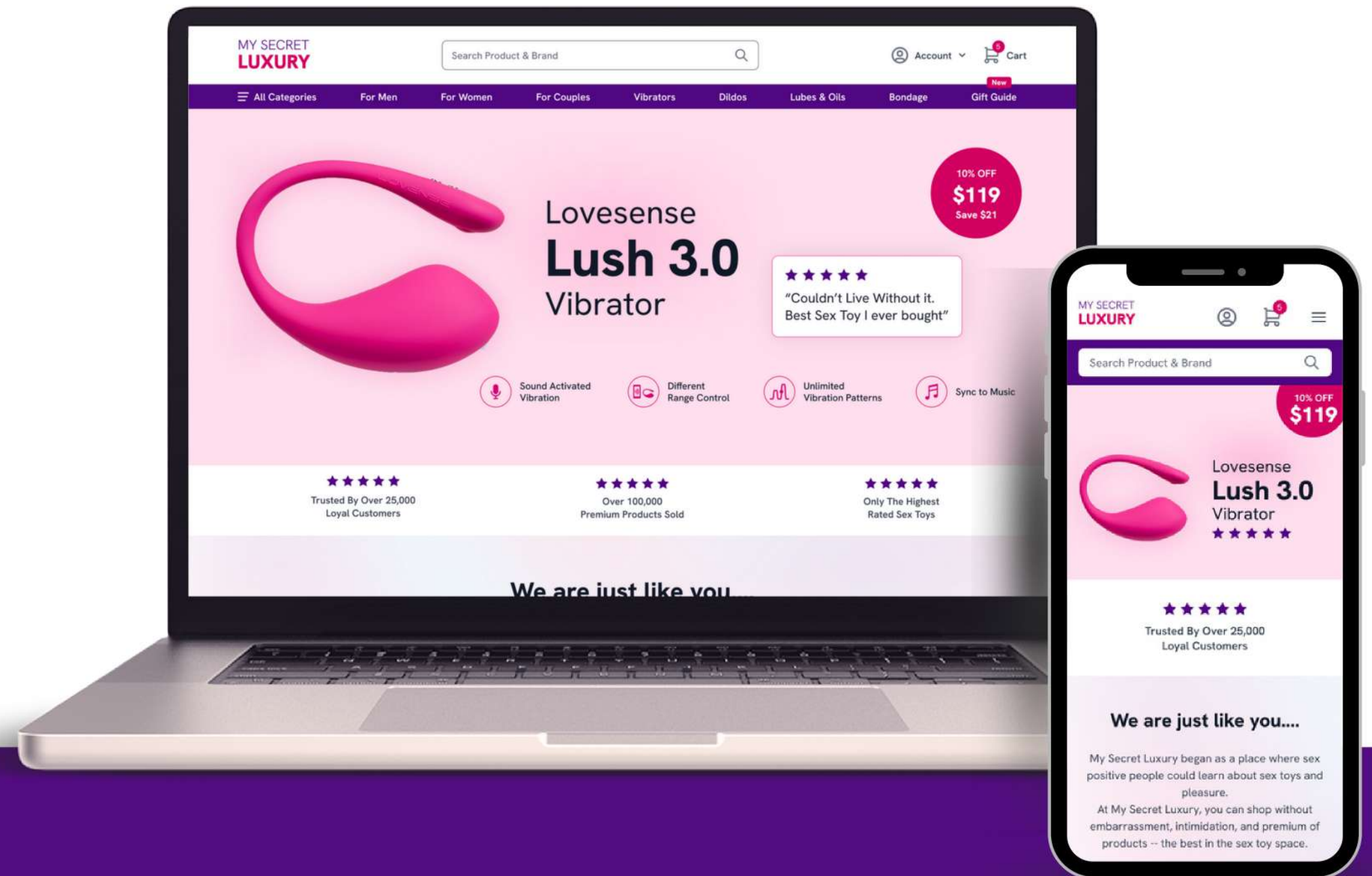


MY SECRET
LUXURY

ECOMMERCE UI/UX RE-DESIGN CASE STUDY



MY SECRET LUXURY

TOPICS

- 1 Overview
 - 2 Design Thinking Process
 - 3 Empathize
 - 4 Define
 - 5 Ideate
 - 6 Design
- 

OVERVIEW

My Secret Luxury is a leading online sex toys and adult product store. They are known for providing high-quality, body-safe products from well-known luxury brands designed to enhance your sexual experience.

In addition to providing high-quality products, they also offer a wealth of content about the products. For the users to purchase the best sex toys online, MSL have a team of customer service representatives dedicated to helping customers find the perfect products to meet your needs and answering any questions you might have.



DESIGN THINKING PROCESS



Empathize

User Research
User Interview
Problem Findings



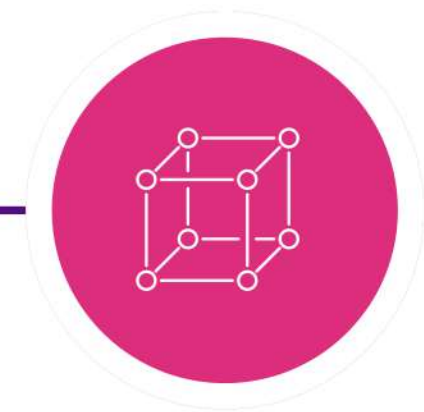
Define

Competitor Analysis
User Persona



Ideate

User Flow
Information Architecture



Design

Wireframe
UI Design

USER RESEARCH

My team and I have faced challenges in gathering information from surveys, as users were hesitant to provide details about the use of sex toys. Consequently, we extracted valuable insights from our previous website analytics data.

Users Age: 30 - 65

Gender: 65% Male and 35% Female (Often men are buying for women and women are buying for men)

Most of users are from US

Detail information like image & description for particular product is very important for them.

Most of user don't want to give good rating because of their privacy.

Users are struggling in getting FAQ related with product

I conducted interviews with actual customers to identify the challenges they encountered when purchasing sex toys and wellness products online. The following are the primary qualitative research questions prepared for the interviews.

Can you tell me a bit about yourself, your background, and your experiences with purchasing sex toys online?

What usually triggers your decision to look for sex toys online?

Have you encountered any challenges or difficulties when browsing or purchasing sex toys online?

What factors are most important to you when deciding to purchase a sex toy?

Can you describe your experience with different sex toy websites in terms of ease of use?

PROBLEMS FINDING

Problems finding help in understanding the gap between users and digital product, provide us opportunities for improvements.

- Users express high levels of concern about the privacy and discretion of their purchases.
- users report negative experiences with customer support after contacting them regarding a purchase.
- Users express low confidence in the security of their personal and financial information when making purchases.
- Users indicate that detailed product information is "Extremely Important" when deciding to purchase a sex toy online.
- Users express discomfort providing feedback on their experience with a sex toy website.
- Users express there is limited payment gateway to pay online.

SOLUTIONS

These solutions aim to address the identified challenges and fill the gap in the market.

- Enhance transparency in privacy policies, and prominently communicate discreet packaging and handling procedures on the website. Consider implementing privacy badges or credibility to build trust.
- Consider offering multiple channels for support, such as live chat, email, or phone. Also add the FAQ section to provide all the important questions and answers.
- Enhance security of website and clearly communicated to users. Also provide the discreet packaging, discreet billing to keep high level of privacy.
 - Provide detailed information about product, including high quality images and possibly videos.
- Provide feature for anonymous feedback so all user will be comfortable to provide feedback about product.
- Integrate all possible and available payment gateways to ensure a high level of accessibility for online payments.

COMPETITOR FEATURE ANALYSIS

			LELO	
Product details description like images and video	✓	✓	✓	✓
Robust easy search functionality for Quick product discovery	✗	✗	✗	✓
Discreet packaging and shipping with batch display to notify user	✓	✓	✓	✓
Discreet billing with batch display to notify user	✓	✓	✗	✗
Secure and standalone checkout process	✓	✗	✓	✓
Anonymous feedback	✗	✗	✗	✗

USER PERSONA



Rozalin Focker

Age: 45

Gender: Female

Occupation: Marketing Professional

Relationship Status: Married

MOTIVATIONS

- Seeking new experiences and products for personal pleasure.
- Values educational content on sexual wellness.
- Enjoys exploring and discovering new trends in the industry.

CONCERNS

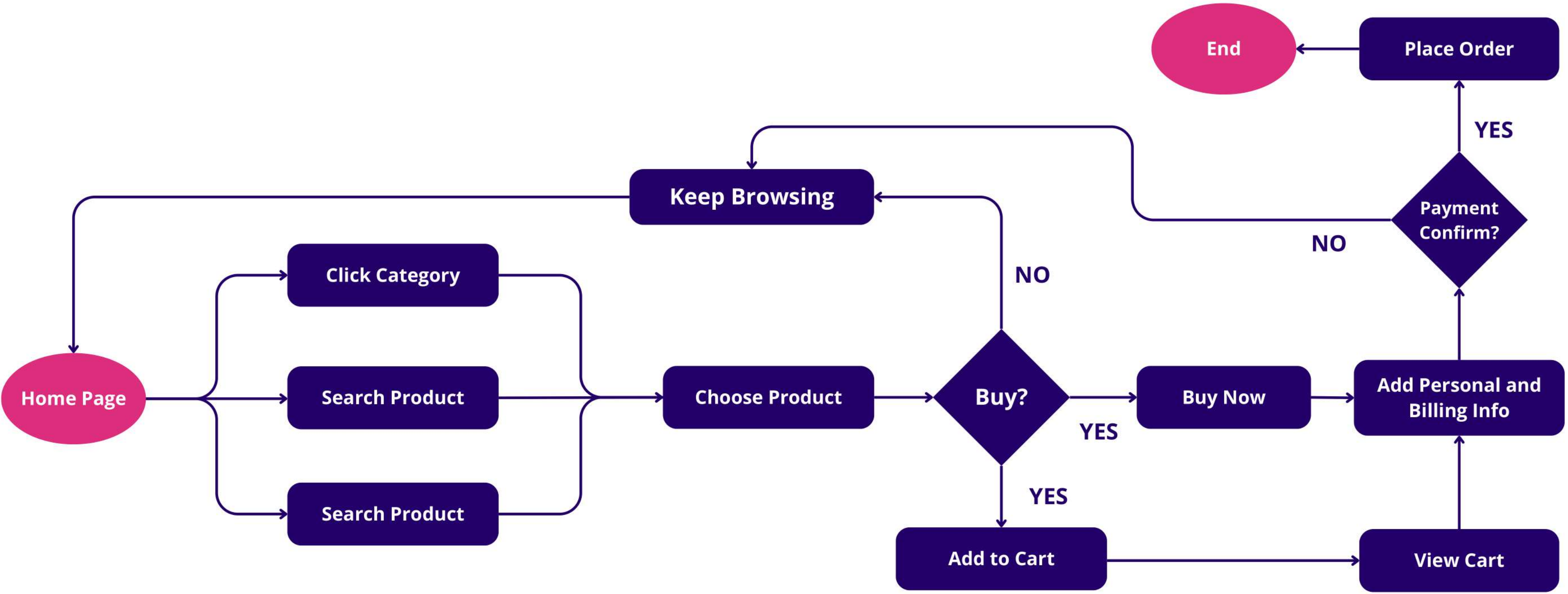
- Privacy and discreet packaging are crucial considerations for Rozalin.
- Wants clear and accurate product information.
- Reliability and security of online transactions.
- A desire for clear information on product usage and benefits.

Rozalin, in her mid forties, is a seasoned professional who values sexual wellness as an integral part of her life. She is open-minded and seeks new experiences, products, and trends in the sexual wellness industry. Discretion in her purchases is of utmost importance to her, and she appreciates a website that caters to her preferences while respecting her privacy.

GOALS

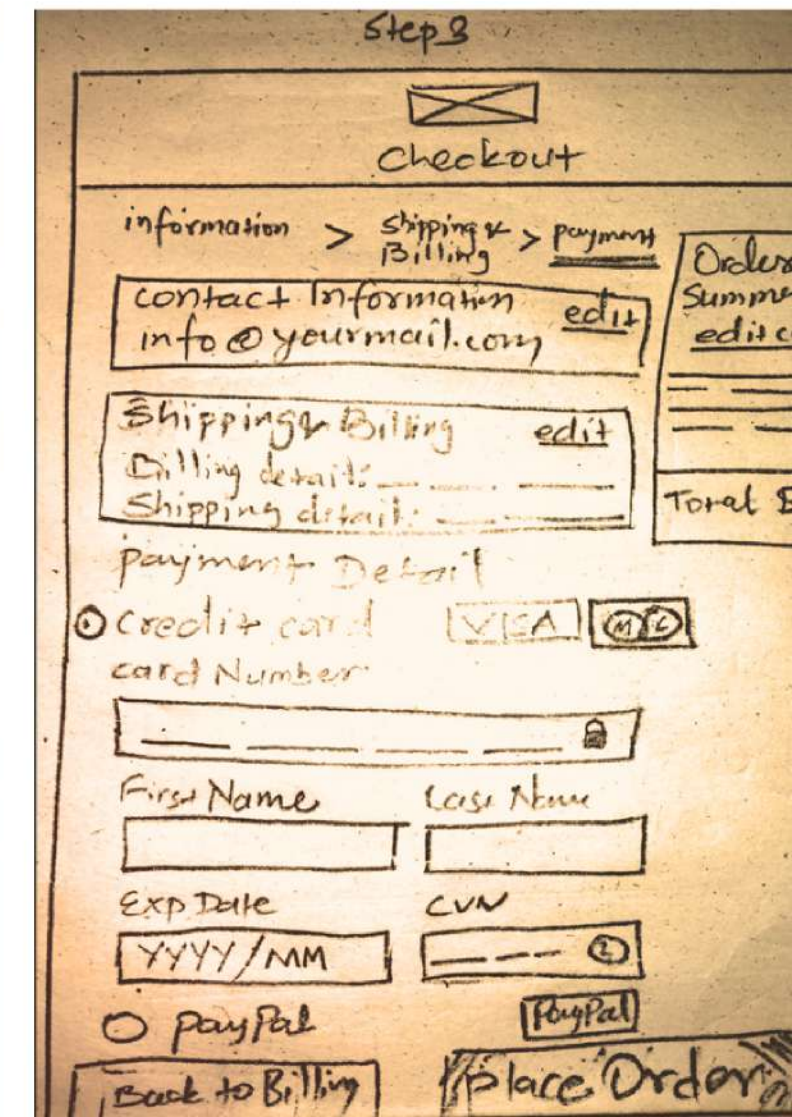
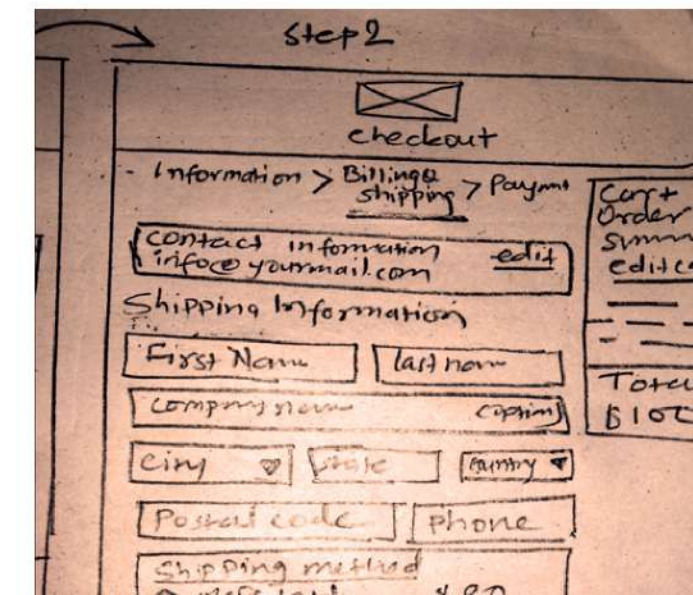
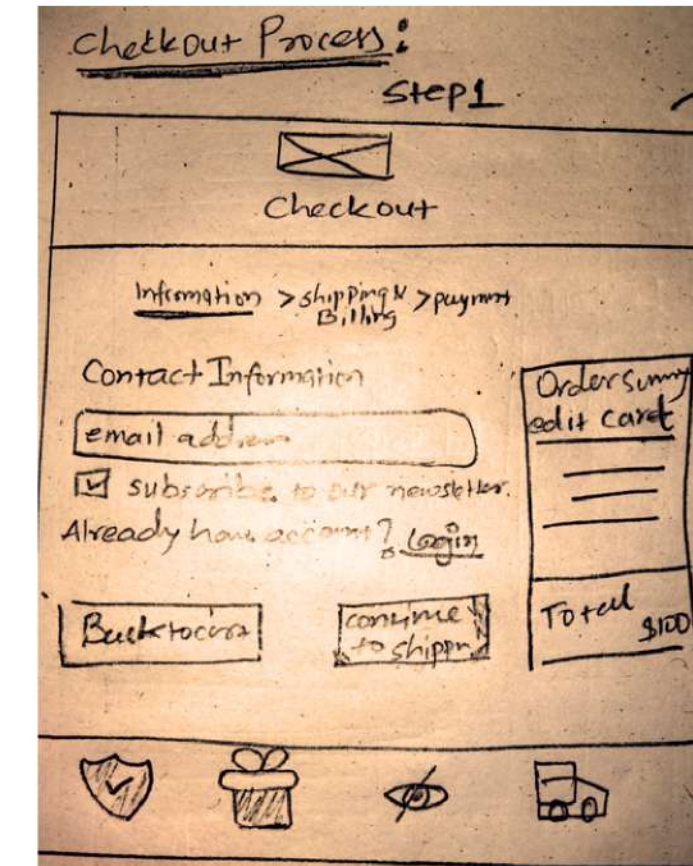
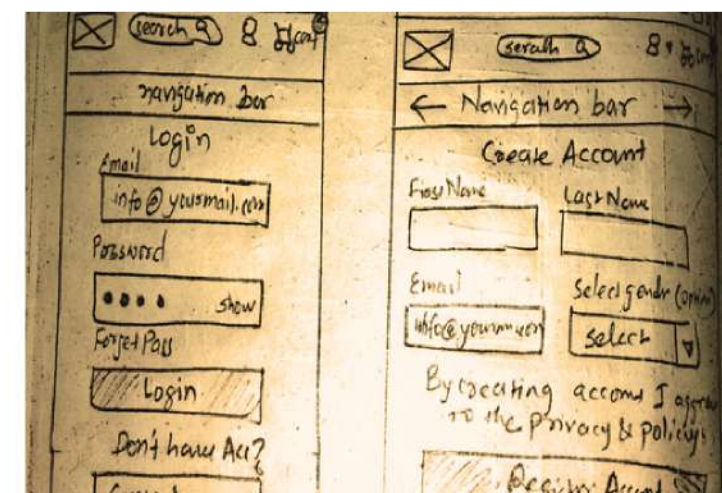
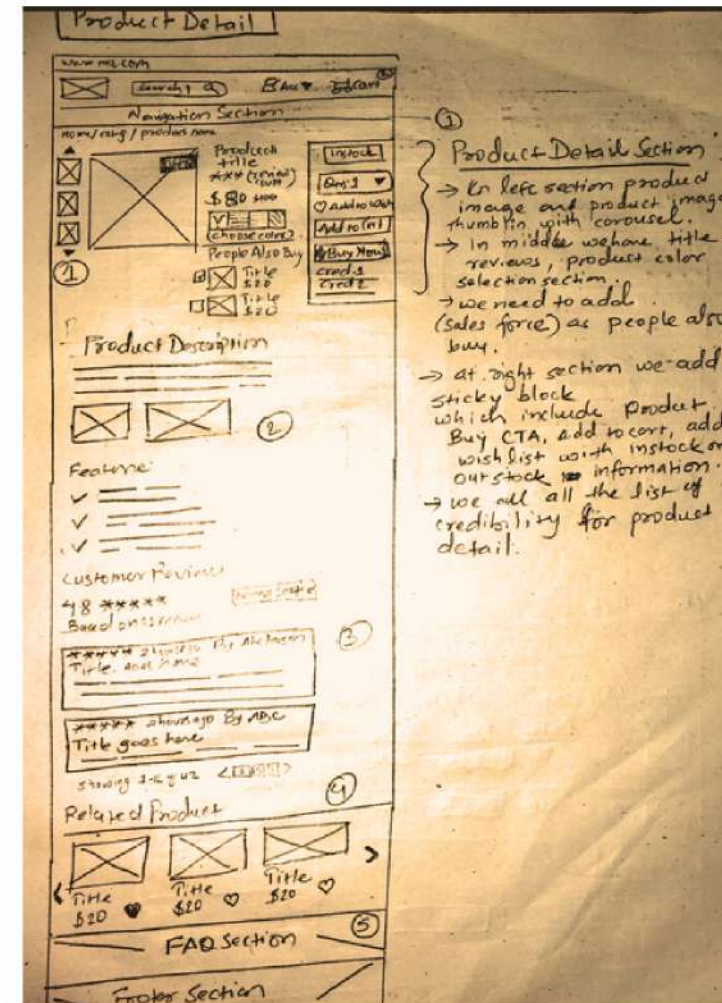
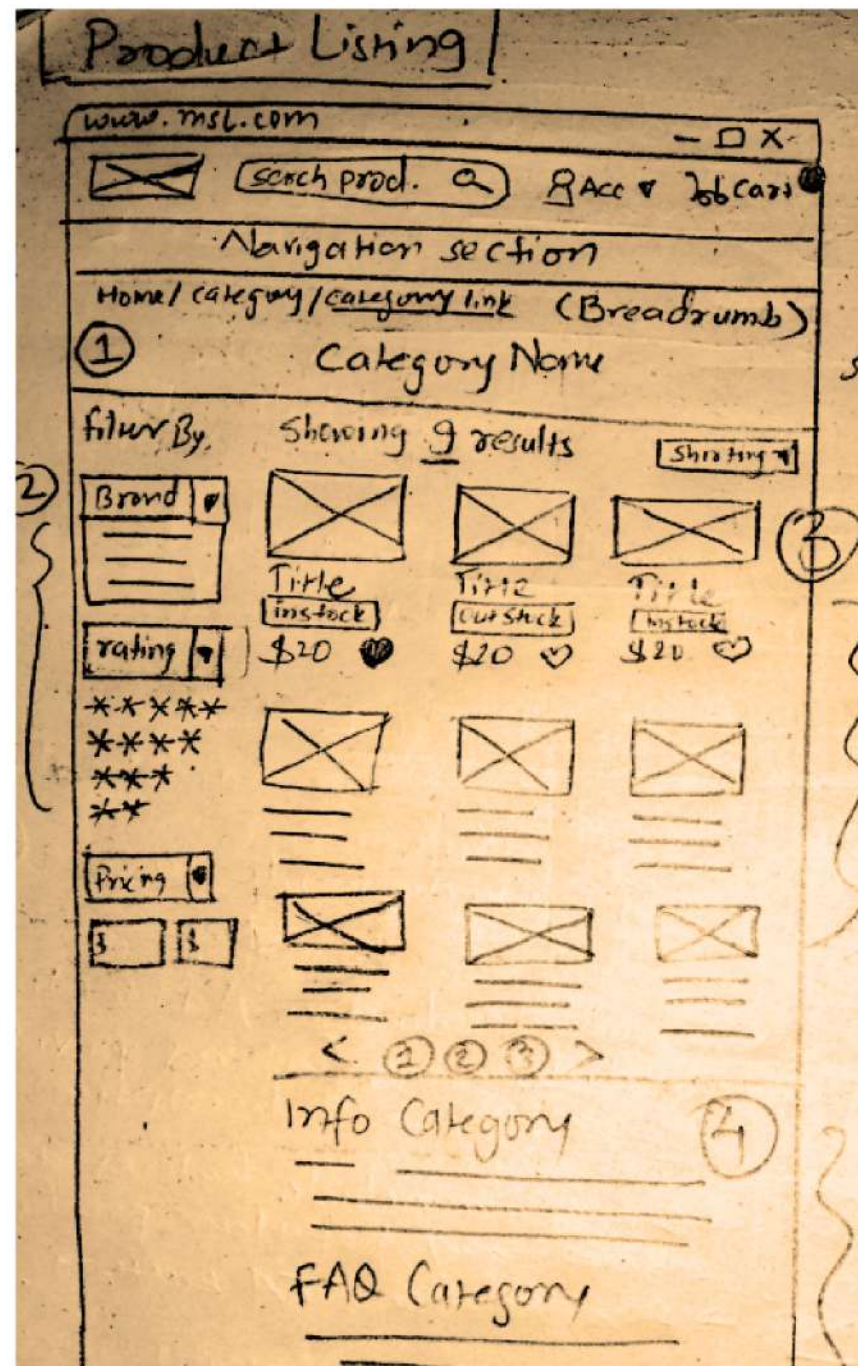
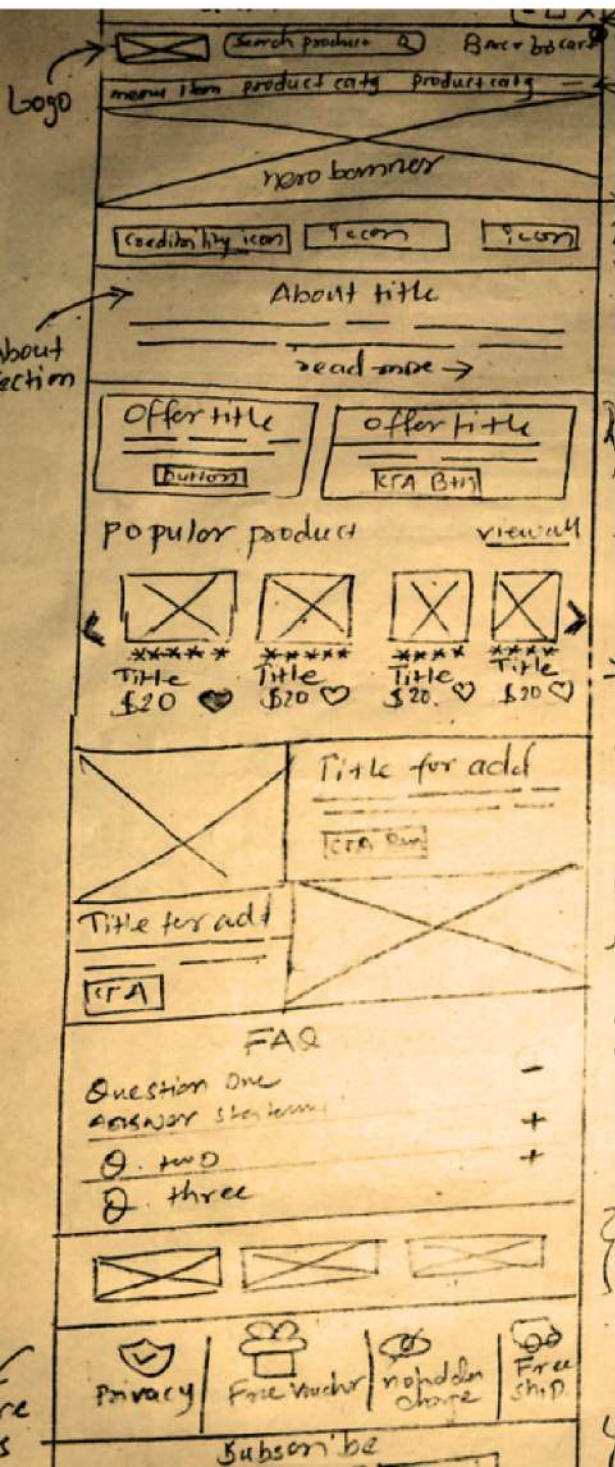
- Privacy and discreet packaging are crucial considerations for Rozalin.
- Wants clear and accurate product information.
- Reliability and security of online transactions.
- Ensure discreet delivery and billing.
- Buy product for her husband.

USER FLOW



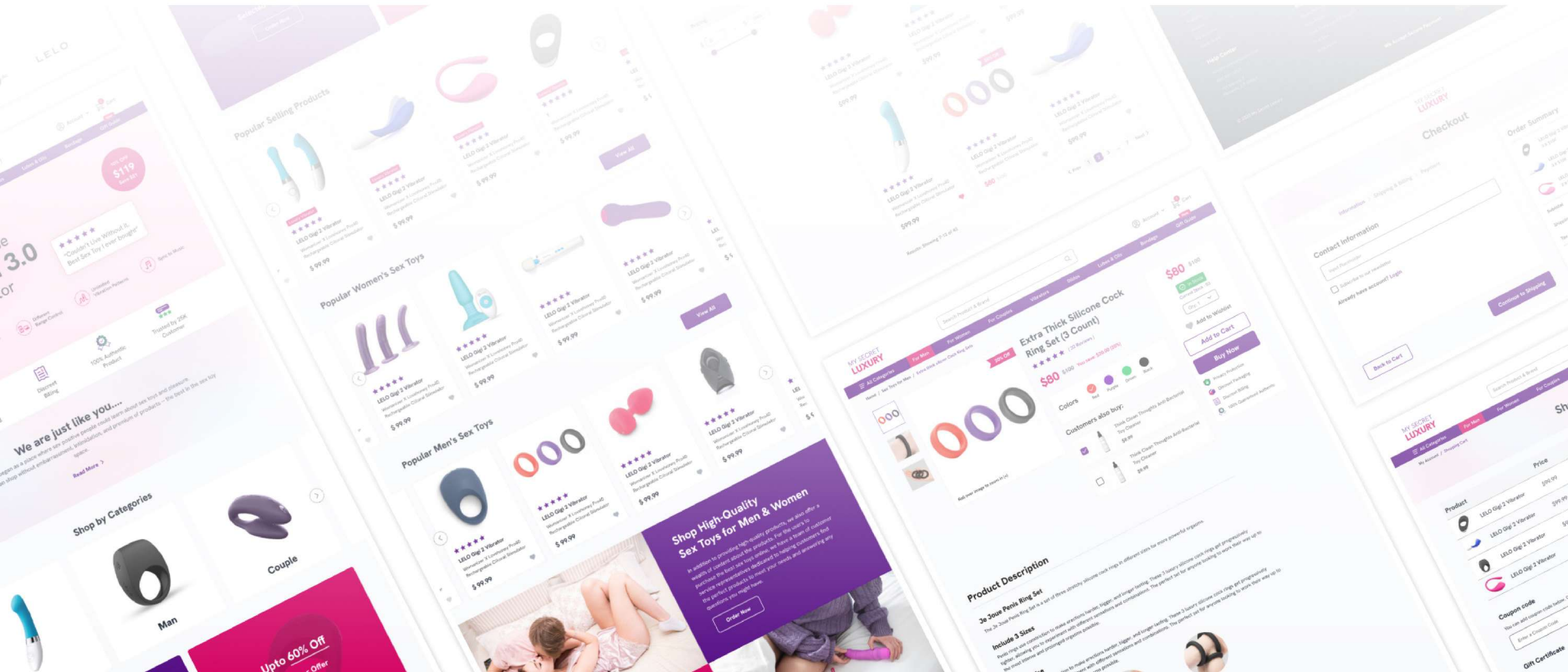
WIREFRAMES

Wireframes helps to validate design concept and give design to life. Wireframes can be drawn by hand or created digitally using software like Balsamiq, Figma etc.



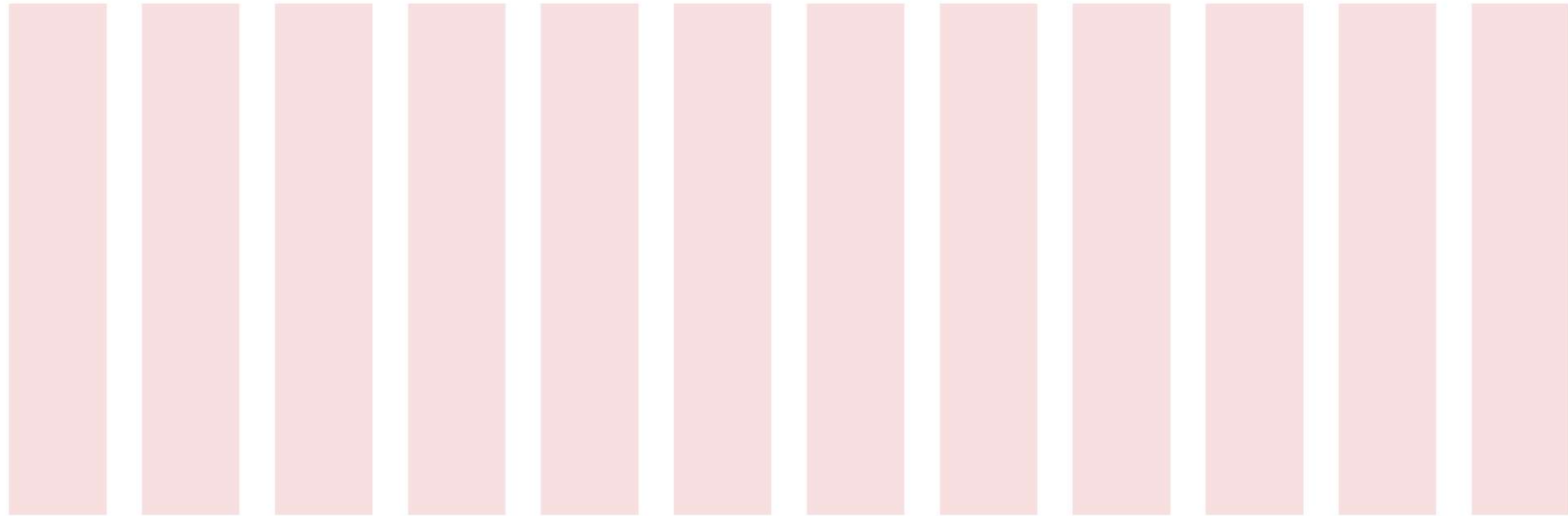
UI DESIGN

UI Design is craft of visual elements and interactive features of digital products.

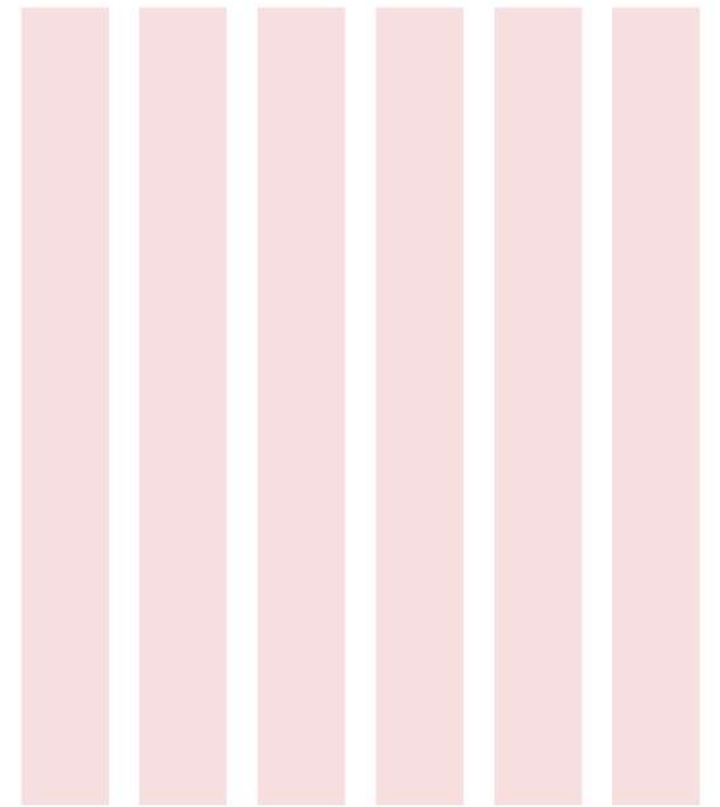


LAYOUT

Serve to provide structural organization, consistency, and alignment, offering a systematic framework that enhances efficiency, visual appeal, and adaptability across various mediums.



(Desktop) 12 Column Grid



(Mobile) 6 Column Grid

TYPOGRAPHY

Typography in website design is essential for readability, user experience, and conveying a cohesive brand identity through careful selection of fonts, styles, and hierarchy.

Semi Bold
Weight: 800

Hanken Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
023456789
!@#\$%^&*()_+.

Text Style	Font Size	Line Height
Hanken Grotesk / semi bold / display	64px	84px
The quick brown fox jumps..	40px	52px
Hanken Grotesk / semi bold / h1	33px	43px
The quick brown fox jumps over the lazy dog	27px	35px
Hanken Grotesk / semi bold / h2	23px	30px
The quick brown fox jumps over the lazy dog	19px	25px
Hanken Grotesk / semi bold / h3	16px	21px
The quick brown fox jumps over the lazy dog	16px	24px
Hanken Grotesk / semi bold / h4	14px	18px
The quick brown fox jumps over the lazy dog		
Hanken Grotesk / semi bold / h5		
The quick brown fox jumps over the lazy dog		
Hanken Grotesk / semi bold / h6		
The quick brown fox jumps over the lazy dog		
Hanken Grotesk / semi bold / p		

Regular
Weight: 400

Hanken Grotesk

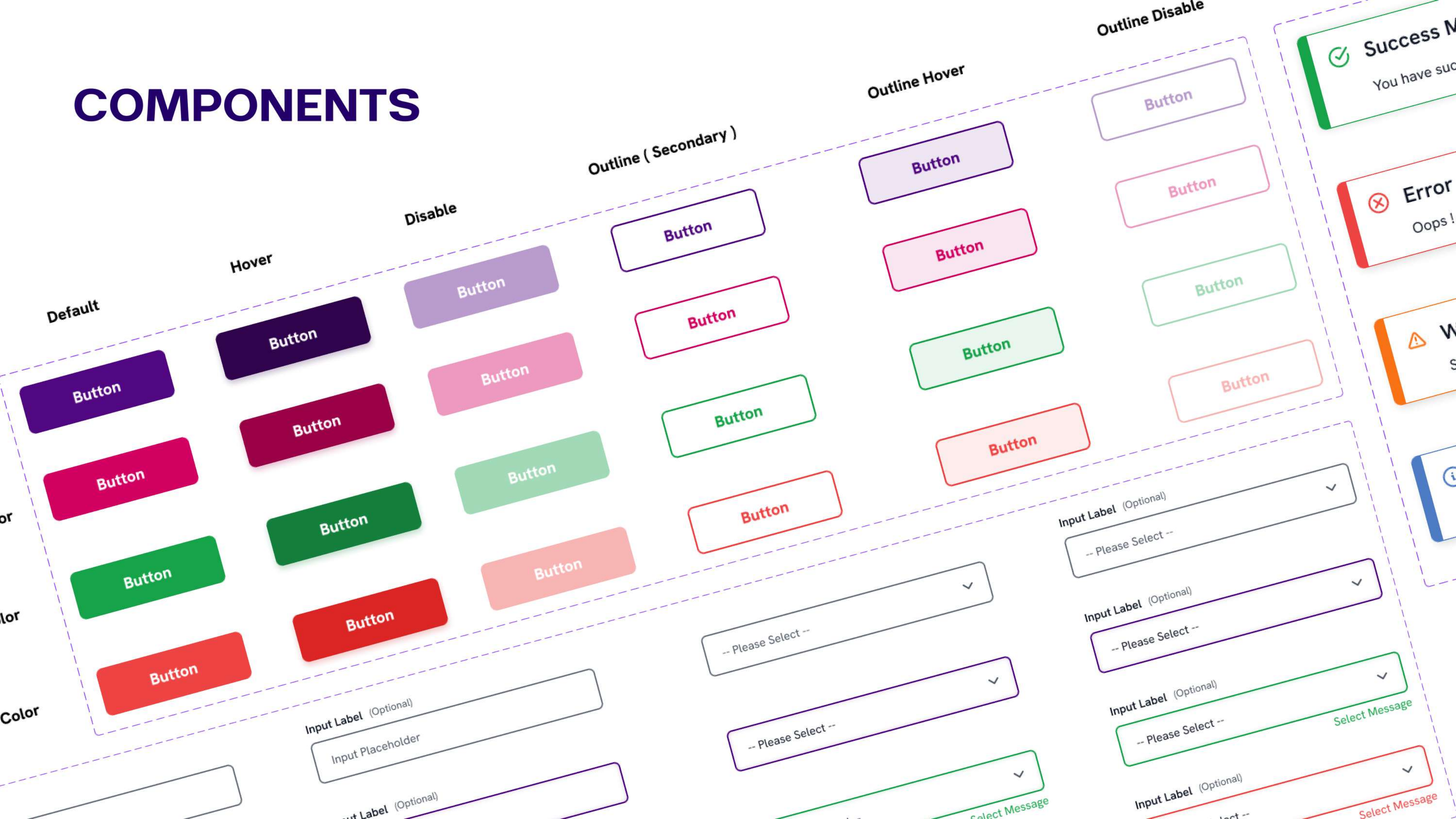
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
023456789
!@#\$%^&*()_+.

Text Style	Font Size	Line Height
Hanken Grotesk / Regular / display	64px	84px
The quick brown fox jumps..	40px	52px
Hanken Grotesk / Regular / h1	33px	43px
The quick brown fox jumps over the lazy dog	27px	35px
Hanken Grotesk / Regular / h2	23px	30px
The quick brown fox jumps over the lazy dog	19px	25px
Hanken Grotesk / Regular / h3	16px	21px
The quick brown fox jumps over the lazy dog	16px	24px
Hanken Grotesk / Regular / h4	14px	18px
The quick brown fox jumps over the lazy dog		
Hanken Grotesk / Regular / h5		
The quick brown fox jumps over the lazy dog		
Hanken Grotesk / Regular / h6		
The quick brown fox jumps over the lazy dog		
Hanken Grotesk / Regular / p		

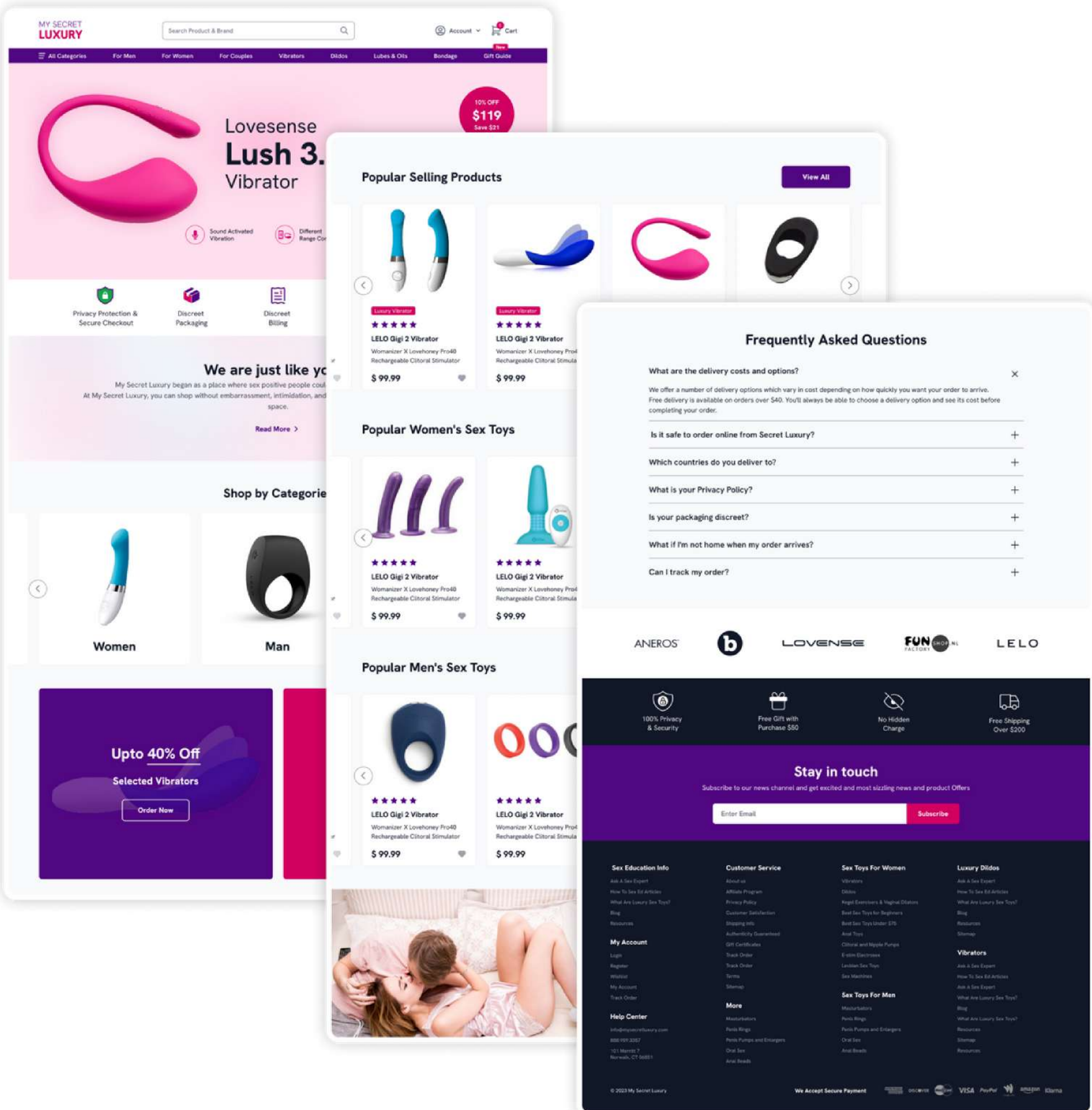
COLORS



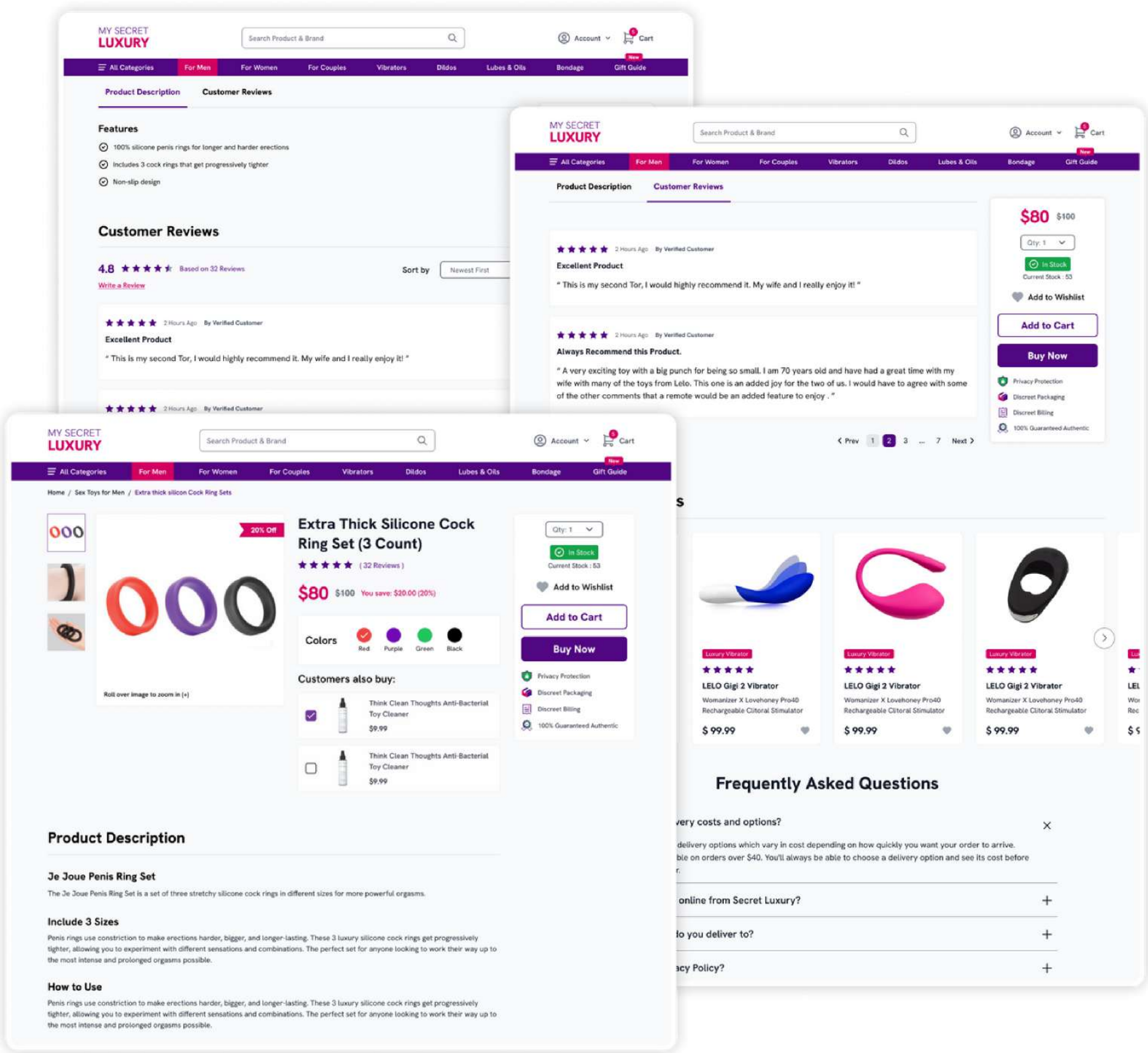
COMPONENTS



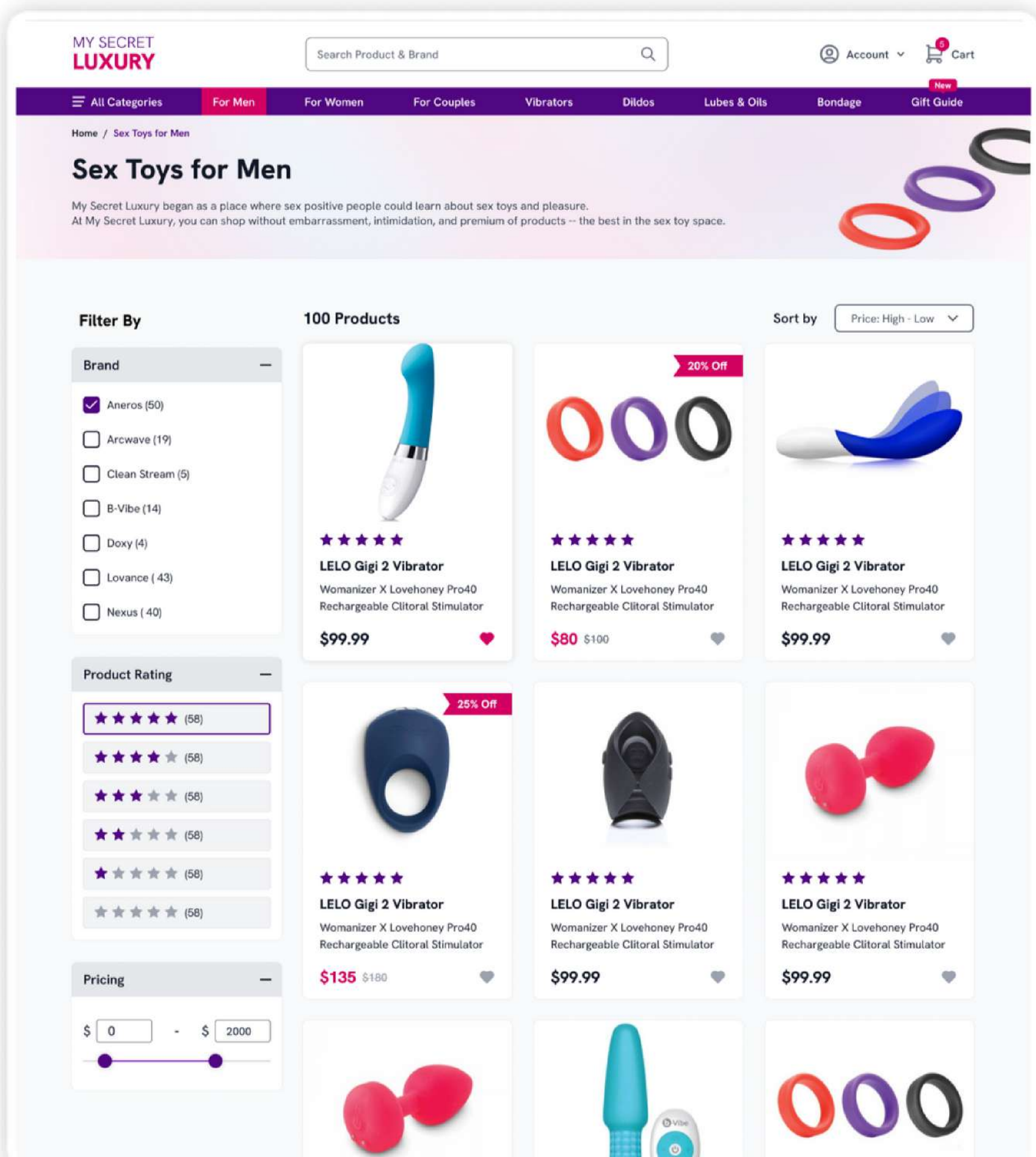
HOME PAGE



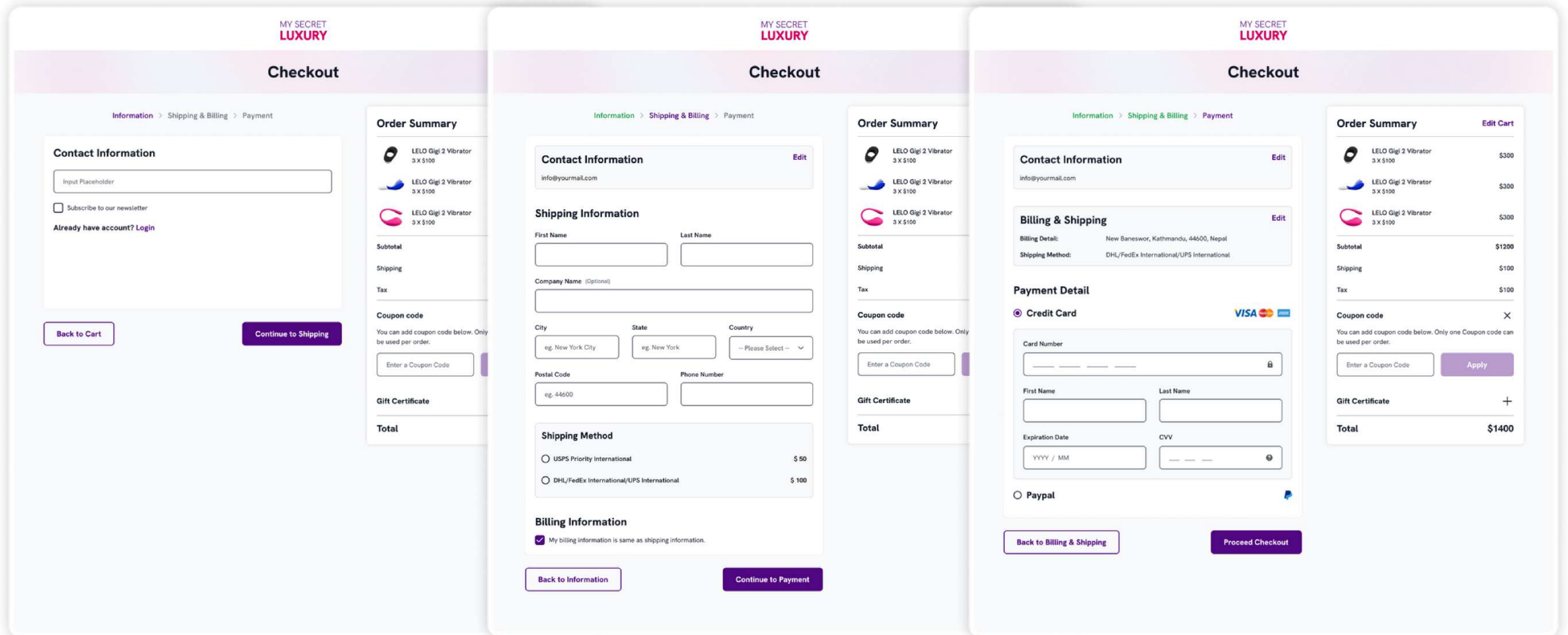
PRODUCT DETAIL PAGE



PRODUCT LISTING PAGE



CHECKOUT



OTHER PAGES

MY SECRET LUXURY

Search Product & Brand

Account

Cart

All Categories

For Men

For Women

For Couples

Vibrators

Dildos


Lubes & Oils

Bondage

Gift Guide

Home / Blog

Blog



Sex Toys


Vibrators

13th Mar 2023 • 3 Min. to Read

8 Best Sex Toys for Menopausal Women 2023

Menopause is a nasty word for many women. It changes your body, your mind, and your sex drive. The change in your hormones from menopause effects..

Read More >



Sex Toys


Vibrators

13th Mar 2023 • 3 Min. to Read

8 Best Sex Toys for Menopausal Women 2023

Menopause is a nasty word for many women. It changes your body, your mind, and your sex drive. The change in your hormones from menopause effects..

Read More >



Sex Toys


Vibrators

13th Mar 2023 • 3 Min. to Read

8 Best Sex Toys for Menopausal Women 2023

Menopause is a nasty word for many women. It changes your body, your mind, and your sex drive. The change in your hormones from

Read More >



Sex Toys


Vibrators

13th Mar 2023 • 3 Min. to Read

8 Best Sex Toys for Menopausal Women 2023

Menopause is a nasty word for many women. It changes your body, your mind, and your sex drive. The change in your hormones from

Read More >



Sex Toys

Vibrators

13th Mar 2023 • 3 Min. to Read

8 Best Sex Toys for Menopausal Women 2023

Menopause is a nasty word for many women. It changes your body, your mind, and your sex drive. The change in your hormones from

Read More >

MY SECRET LUXURY

Search Product & Brand

Account

Cart

All Categories

For Men

For Women

For Couples

Vibrators

Dildos

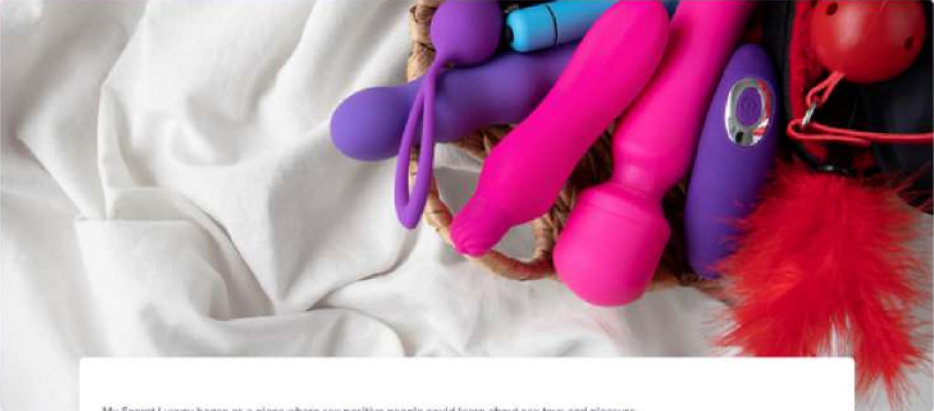
Lubes & Oils

Bondage

Gift Guide

Home / About us

About My Secret Luxury



My Secret Luxury began as a place where sex positive people could learn about sex toys and pleasure. My Secret LuxAt My Secret Luxury, you can shop without embarrassment, intimidation, and premium of products -- the best in the sex toy space. My Secret LuxAt My Secret Luxury, you can shop without embarrassment, intimidation, and premium of products -- the best in the sex toy space. My Secret LuxAt My Secret Luxury, you can shop without embarrassment, intimidation, and premium of products -- the best in the sex toy space.

Just like you, we want to learn and appreciate high-quality premium products that value design, innovation, and use body-safe materials for healthy and fun pleasure. We want to help you understand that quality products provide an infinite amount of pleasure and can help improve your sex life.

The My Secret Luxury Story . . .

One evening in the summer of 2011, we were in New York City on a date night. After dinner, while strolling around Greenwich Village, we found ourselves in front of a sex toy shop. We are not terribly adventurous or particularly kinky. However, we are very much in love and make an effort to keep our marriage fun and exciting. Our goal when we walked into that store was mostly curiosity.

So, one year later, My Secret Luxury was born. We started the business to deliver a luxurious, sophisticated, and discreet experience. We want everyone to learn about pleasure, discover innovative products, and shop in a secure environment where they can feel comfortable.

We realized there had to be a better way to learn about adult products and inspire romance. When we got home, we went online and struggled to find an online store that could offer the kind of products, education, and experience that people like us would like.

Rather than learning about some fun toys, or picking out a great massage oil, or buying some romantic scented candles, we walked out... empty handed. What should have been a fun and enticing experience left us feeling embarrassed and dirty - and not in a good way.

Our Business Is a Relationship... Not a One-Night Stand

Start Shopping Today

Your Passion Is Your Business

What happens in the bedroom stays in the bedroom. We don't pass judgment. We celebrate all genders and believe that romance can be expressed between any consenting adults. All packaging and billing is discreet to protect your

Quality Is Sexy & Healthy

Our product selection embodies superior design and materials direct from the manufacturers and is 100% guaranteed authentic. Variety is the spice of life, so we continually seek out the newest, most exciting, and highest quality products available.

Your Pleasure Is Our Priority

We understand that customer satisfaction is the lifeblood of our business. Customer inquiries will be treated efficiently, knowledgeably, and with integrity. All interactions will be prompt, accurate, and regarded with the highest level of respect and

MY SECRET LUXURY

Search Product & Brand

Account

Cart

All Categories

For Men

For Women

For Couples

Vibrators

Dildos

Lubes & Oils

Bondage

Gift Guide

Home / Blog / 8 Best Sex Toys for Menopausal Women 2023

8 Best Sex Toys for Menopausal Women 2023


Rozolin Focker

13th Mar 2023

3 Min. to Read

Sex Toys

Vibrators



Summary

Top Picks For The Best Sex Toys For Menopausal Women


Best Wand Massager: Le Wand Petite

Best Non-Phellic Dildo: Tantus Silk

Best Vibrating Dildo: Yedo Rialto

Best Clitoral Suction Toy: Womanizer Classic 2

Menopause is a nasty word for many women. It changes your body, your mind, and your sex drive. The change in your hormones from menopause effects how your body reacts sexually. You may not be as easily aroused as you once were and you may be less sensitive to touching or stroking. Due to the lower levels of estrogen, there can be less blood supply to the vagina. Unfortunately, that can affect vaginal lubrication, which means that the vagina is not wet enough for sex.



Little to no lubrication makes sex uncomfortable and painful. That translates to the frequency of sex going W A Y down. No matter how you slice it, menopause usually means less sex and intimacy for you and your partner. Unfortunately, many doctors don't know or recognize this. Why? Simply, because it's not being taught in med school and many doctors are not comfortable with using sex toys for sexual health and wellness. Vibrators and other adult products stimulate pelvic blood flow, which helps to create more vaginal moisture. More moisture means better sex! Plus, vaginal tissues are thinner and more delicate making the best sex toys for menopausal women different from what other women need.



THANK YOU !