

# **WEB DESIGN 2: A2**

# **WEBSITE PROPOSAL**

**PHI V BUI**

**21905474**

<b>1 PROJECT OVERVIEW</b>	3
OVERVIEW	3
CLIENT	3
TARGET AUDIENCE	5
<b>2 RESEARCH</b>	6
BRIEF BREAKDOWN & ANALYSIS	6
KEY NOTES	6
WEBSITE ANALYSIS - CASE 1	7
WEBSITE ANALYSIS - CASE 2	8
WEBSITE ANALYSIS - CASE 3	9
WEBSITE ANALYSIS - CASE 4	10
WEB DESIGN TRENDS	11
<b>3 IDEATION &amp; CONCEPTS</b>	12
KEY WORDS MINDMAP	12
INITIAL SKETCHES	13
INITIAL SKETCHES	14
DESIGN CONCEPT 1	15
DESIGN CONCEPT 2	17
DESIGN CONCEPT 3	19
<b>4 MOCKUPS</b>	21
<b>5 REFERENCES</b>	25

# 1 PROJECT OVERVIEW

## OVERVIEW

### SUBJECT MATTER

The Ailey DIY Lash Extensions product information site will be streamlined, single-page platform that highlights the unique benefits of Ailey's innovative lash kits. Unlike traditional strip lashes, which are often cheap, heavy, and uncomfortable, Ailey DIY Lash Extensions are lightweight, customizable, and designed for a natural, salon-quality look. The site will provide a concise overview of the product, detailed application instructions, and an easy path to purchase, catering to beauty enthusiasts seeking a premium, at-home lash solution that prioritizes comfort and style.

### CLIENT

Vivid Lash Boutique is a trusted name in the beauty industry, specializing in premium lash products that combine innovation, quality, and style. Renowned for their dedication to empowering individuals to embrace their beauty confidently, the boutique caters to a diverse clientele, from seasoned beauty enthusiasts to those new to lash care.

### BACKGROUND INFO

The demand for DIY lash solutions has surged in recent years due to the rising costs of maintaining salon-applied lashes, particularly in the aftermath of the pandemic. With increased financial pressures from higher interest rates and evolving consumer priorities, many beauty enthusiasts are seeking affordable alternatives without sacrificing quality or style. Ailey DIY Lash Extensions addresses this need by offering professional-grade lash kits designed for at-home use, empowering customers to achieve salon-worthy results on their own terms.



## SOLUTION FUNCTIONALITY & FEATURES

### 1. ***Product Awareness & Education***

The site emphasizes the superior quality of Ailey DIY Lash Extensions compared to traditional strip lashes. Through side-by-side comparisons, users can understand the key differences, such as Ailey's lightweight, customizable design versus the heavy, uncomfortable feel of strip lashes. This positions Ailey as the better alternative for achieving a natural, salon-quality finish at home.

### 2. ***Step-by-Step Guided Tutorials***

Users are provided with a detailed, easy-to-follow tutorial that walks them through every step of the application process. To ensure clarity and confidence, this guide is accompanied by an instructional video, offering a visual demonstration of the technique for flawless results.

### 3. ***User Reviews and Testimonials***

The platform features authentic reviews and testimonials from real users, sharing their experiences and results with Ailey DIY Lash Extensions. These stories provide social proof and help new customers feel confident in their purchase decision.

### 4. ***Simplified Purchasing Process***

A user-friendly e-commerce integration ensures that browsing and purchasing Ailey products is quick and hassle-free, making the transition from interest to ownership seamless.

## PROJECT GOALS

The goal of this project is to bring awareness of Ailey DIY Lash Extensions to the digital landscape by creating a responsive and user-friendly website that highlights the unique benefits of the product. The site will provide users with clear, step-by-step tutorials and video guides to make the lash application process easy and accessible. Through showcasing real user reviews and testimonials, the project aims to build trust and encourage both new and returning customers. The website will also feature a seamless e-commerce experience, increasing sales and conversions, while positioning Ailey as a leading brand in the DIY lash space. Ultimately, the goal is to enhance customer engagement, build brand loyalty, and establish Ailey as the go-to choice for premium at-home lash extensions.

## TARGET AUDIENCE

Primary	Secondary
Beauty-conscious individuals aged 15 to 45 who seek convenience, affordability, and premium-quality beauty solutions	<ul style="list-style-type: none"> <li>➤ Beauty professionals recommending DIY lash alternatives to their clients</li> <li>➤ Social media influencer looking to highlight innovative beauty products</li> </ul>

<p><b>Mia - The On-the-Go Professional</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px;"><b>Age:</b> 30</td><td rowspan="3" style="border: none; text-align: center; vertical-align: middle; width: 150px;"></td></tr> <tr> <td style="padding: 5px;"><b>Occupation:</b> Marketing Consultant</td></tr> <tr> <td style="padding: 5px;"><b>Location:</b> Sydney, AUS</td></tr> </table> <p><b>Lifestyle:</b> Mia is career-driven and always on the move. She values looking polished but doesn't have the time to commit to regular salon visits. She's confident in trying new beauty solutions, especially those that save her time and fit into her schedule.</p> <p><b>Goals:</b></p> <ul style="list-style-type: none"> <li>➤ Achieve a professional, polished look for work and networking events.</li> <li>➤ Discover efficient and high-quality beauty solutions</li> </ul> <p><b>Pain Points:</b></p> <ul style="list-style-type: none"> <li>➤ Limited time for beauty appointments</li> <li>➤ Hesitancy about DIY products due to perceived complexity and quality.</li> </ul>	<b>Age:</b> 30		<b>Occupation:</b> Marketing Consultant	<b>Location:</b> Sydney, AUS	<p><b>Emily - The Beauty Trendsetter</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px;"><b>Age:</b> 23</td><td rowspan="3" style="border: none; text-align: center; vertical-align: middle; width: 150px;"></td></tr> <tr> <td style="padding: 5px;"><b>Occupation:</b> Uni Student &amp; Beauty Content Creator</td></tr> <tr> <td style="padding: 5px;"><b>Location:</b> Melb, AUS</td></tr> </table> <p><b>Lifestyle:</b> Emily is passionate about beauty and make up trends, often sharing her experiences with her growing social media audience. She loves experimenting with innovative products and reviewing on stream.</p> <p><b>Goals:</b></p> <ul style="list-style-type: none"> <li>➤ Master new beauty techniques and share her results with her online community.</li> <li>➤ Find affordable and trendsetting products to enhance her content.</li> </ul> <p><b>Pain Points:</b></p> <ul style="list-style-type: none"> <li>➤ Budget constraints limit frequent salon visits</li> <li>➤ Difficulty finding DIY products that are both high-quality and beginner-friendly.</li> </ul>	<b>Age:</b> 23		<b>Occupation:</b> Uni Student & Beauty Content Creator	<b>Location:</b> Melb, AUS	<p><b>Karen - The Self-Care Advocate</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px;"><b>Age:</b> 38</td><td rowspan="3" style="border: none; text-align: center; vertical-align: middle; width: 150px;"></td></tr> <tr> <td style="padding: 5px;"><b>Occupation:</b> Stay-at-Home Parent</td></tr> <tr> <td style="padding: 5px;"><b>Location:</b> Brisbane, AUS</td></tr> </table> <p><b>Lifestyle:</b> Karen is a dedicated mother who enjoys carving out time for self-care. She prefers budget-friendly beauty solutions that fit into her busy lifestyle, allowing her to maintain her appearance while managing family responsibilities.</p> <p><b>Goals:</b></p> <ul style="list-style-type: none"> <li>➤ Maintain a polished, natural look with minimal expense and time investment.</li> <li>➤ Learn simple, effective beauty routines she can do at home.</li> </ul> <p><b>Pain Points:</b></p> <ul style="list-style-type: none"> <li>➤ Lack of time for regular salon treatments.</li> <li>➤ Concerns about the safety and ease of DIY products.</li> </ul>	<b>Age:</b> 38		<b>Occupation:</b> Stay-at-Home Parent	<b>Location:</b> Brisbane, AUS
<b>Age:</b> 30														
<b>Occupation:</b> Marketing Consultant														
<b>Location:</b> Sydney, AUS														
<b>Age:</b> 23														
<b>Occupation:</b> Uni Student & Beauty Content Creator														
<b>Location:</b> Melb, AUS														
<b>Age:</b> 38														
<b>Occupation:</b> Stay-at-Home Parent														
<b>Location:</b> Brisbane, AUS														

## 2 RESEARCH

### BRIEF BREAKDOWN & ANALYSIS

#### KEY NOTES

##### **Subject Matter**

DIY cluster lashes are a modern alternative to traditional strip lashes, designed to provide a more natural and customizable lash extension experience. Unlike strip lashes, which are applied as a single band across the eyelid, cluster lashes consist of small groups of lashes that can be individually placed. This allows for greater flexibility in achieving desired lash styles, ranging from subtle enhancements to dramatic looks, while also offering better comfort and durability for daily wear.

##### **Company**

Vivid Lash Boutique is renowned for its premium-quality lash products and expertise in lash care. Expanding into the DIY space, Ailey DIY Lash Extensions seeks to empower customers with affordable, high-quality kits that enable salon-quality results at home. This growth in DIY lashes reflects a broader trend driven by the post-pandemic financial crisis, as consumers seek cost-effective beauty solutions without compromising quality (Future Market Insights, The Brainy Insights).

# WEBSITE ANALYSIS - CASE 1

Name: INFINALUXE

Purpose: DIY Lash extensions e-commerce site

URL: <https://infinaluxe.com.au/>

## PROS

- Great usage of imagery and mission statement in the 'Above the fold' content.
- The flow works well from Statement -> application process -> testimonials. This is great for users who are looking for info.
- Clean symmetrical layout that directs the user down the page.
- Automated carousel for testimonials.
- Responsive layout.

## CONS

- Too much micro animations on screen which can be confusing for a user to follow.
- Interactive slider and elements that do nothing
- Call to Action buttons do not stand out enough. There are also 2 different variations of it which can be confusing.

## Usability

The flow of the site works well for my target audience - New users. Though there are many e-commerce sites that sell similar products, this site also aims to educate.

I had intended to go with a similar flow with education first, retail second.

The use of short thumbnail videos for the application tutorial works well, however it can be a little much if near other animations.

The carousel sliding testimonials section is a great way to add movement and draw user attention while showcasing other users feedback. This is a great idea and will be considered for my final piece.



FIG 4. Infinaluxe Home Page, Mobile View (Infinaluxe)



FIG 5. CTA buttons (Infinaluxe)

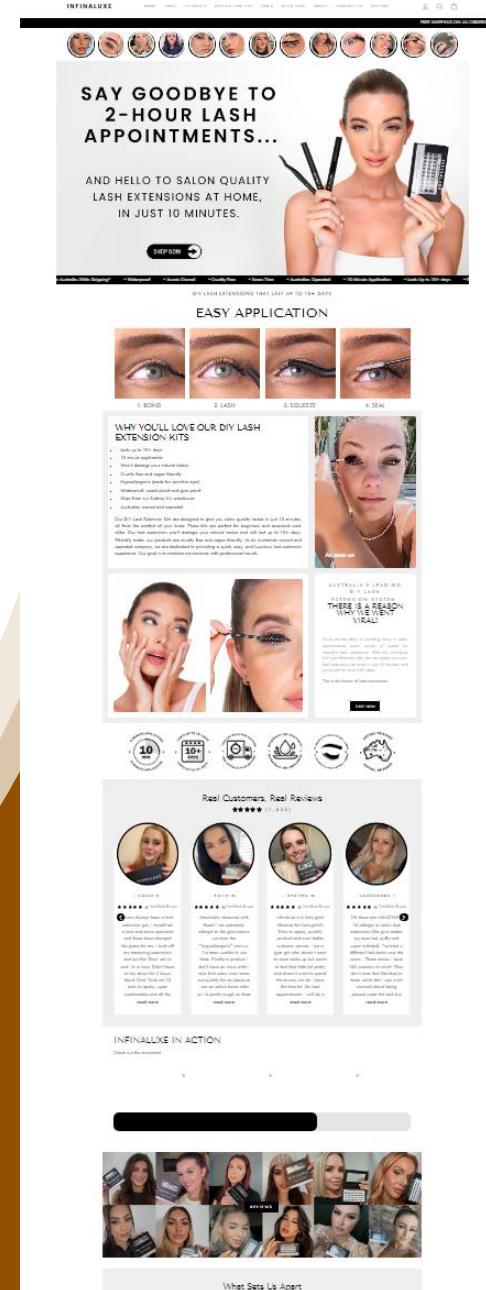


FIG 6. Infinaluxe Home Page, Desktop (Infinaluxe)

## WEBSITE ANALYSIS - CASE 2

Name: LASHFINITY

Purpose: Professional Lash products

URL: <https://lashfinity.ca/>

### PROS

- Large hero imagery and mission statement in the 'Above the fold' keeps it simple and clean
- Sections are clearly defined by alternating background colour.
- Product imagery is orderly and symmetrical. Laid out diagonally for visual dynamics
- Subtle animations like the right sliding colour change to the buttons, the background change when the user mouses over the navigation bar
- Responsive layout

### CONS

- Colour Palette is very monotone. Call to Action button colour could be contrasting help them stand out more.
- Very generic layout that's easily recognised. Flow is 'Above the fold' imagery -> Best Selling products -> additional products.

### Usability

The usage of subtle animations could be incorporated into my design to add a touch of class and assist user direction without obvious text usage.

I really like the navigation that is transparent and only highlights when the user mouses over it. It allows for more of the hero imagery to display, yet is present and clear when required.

The slow zoom when mousing over the categories at the bottom of the page is also quite commonly used nowadays and could be used for my site. However I wouldn't have it take so long to zoom like in this site.



Fig 7. Lashfinity Home Page, Mobile (Lashfinity)

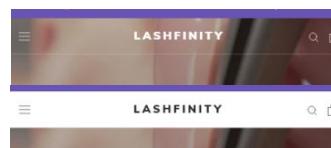


Fig 8. Lashfinity Nav bar (Lashfinity)

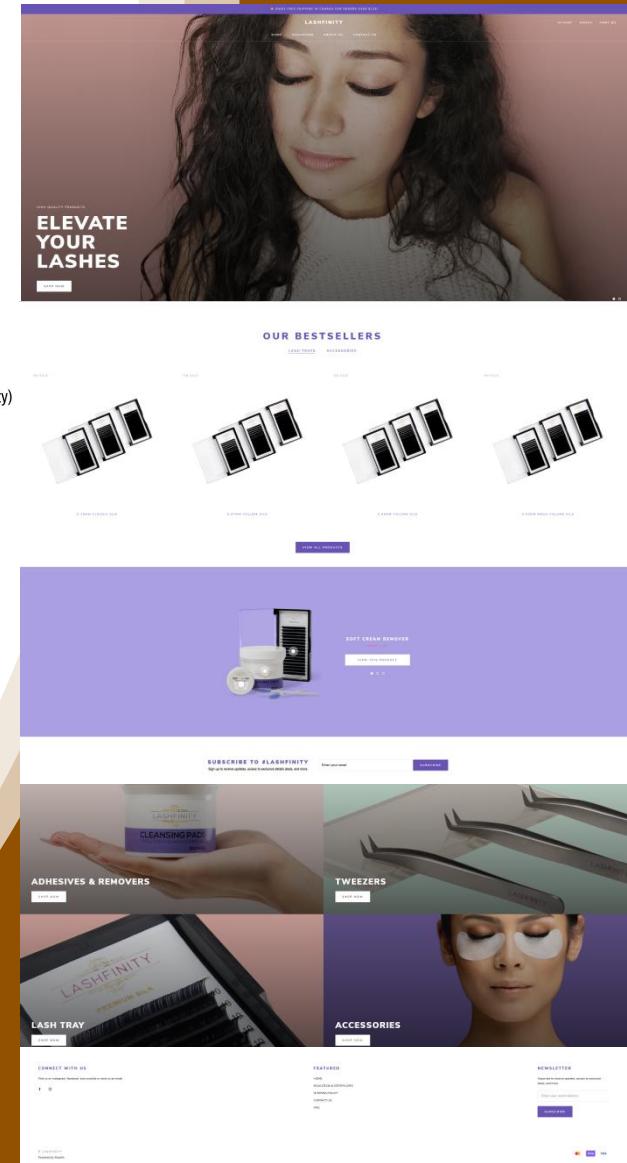


FIG 9. Lashfinity Home Page, Desktop (Lashfinity)

# WEBSITE ANALYSIS - CASE 3

Name: CITIZEN LASH

Purpose: E-commerce store for DIY Lash products

URL: <https://citizenlash.com/en-au>

## PROS

- Large automated carousel image slider for the 'Above the fold' section. Unlike other typical carousels, this site adds links to each slide that leads to different products. The images also have clean annotations.
- Very clean and subtle usage of mouse hover and image change for the products section.
- Video tutorial on product application.
- Responsive layout

## CONS

- The imagery used for the product mouse hover effect are all different. From hand shots to half face, to professional shots. Unsure as to the result they are trying to achieve.
- Hero image used halfway down the page lacks feedback for the elements that are clickable and show info.

## Usability

The usage of the carousel in the 'Above the fold' section with Call to action buttons that guide the user to different pages is a really useful feature that could simplify the amount of content. However, this seems quite advanced and would require some additional research before I could implement it in my proposed site.

Subtle image changes for the items list could be really eye-catching if done right. I feel like there's room to make it less confusing by using similar imagery instead of a mismatch of hand shots, half face images and professional looking shots.

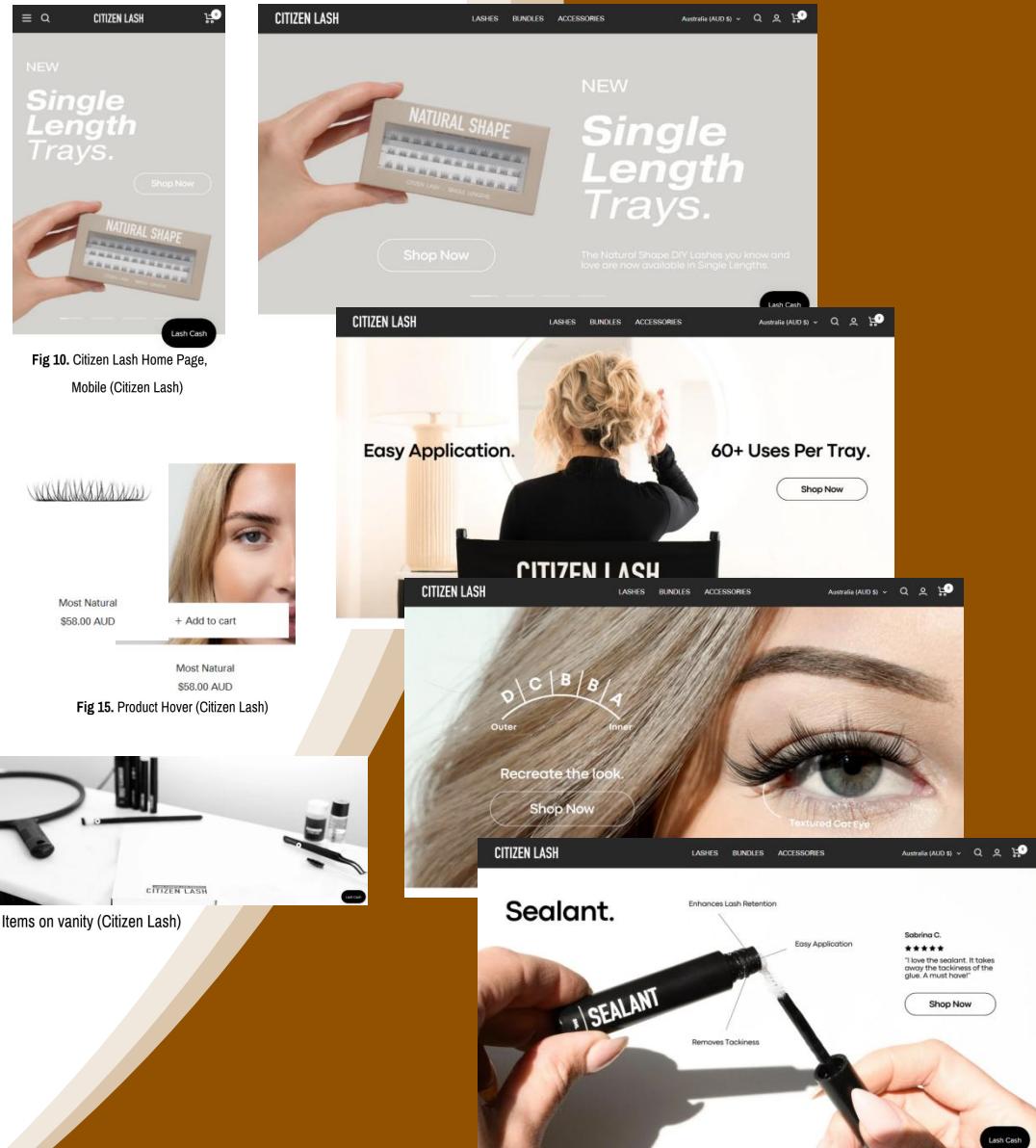


Fig 11-14. Citizen Lash Home Page, Desktop (Citizen Lash)

## WEBSITE ANALYSIS - CASE 4

Name: HETIME branding site by Studioelastik

Purpose: Demonstrate branding ideas for a male beauty product

URL: <https://www.studioelastik.com/hetime>

### PROS

- Very minimalistic approach that uses all imagery and little to no text to tell its story.
- Clean imagery balanced symmetrically in white space to help draw attention to the important content
- Subtle animation used on the logo in the top corner. It rotates as the user scrolls down the page.
- Responsive layout.

### CONS

- No clear divider for sections
- Lack of text can make it confusing at first and requires the user to look more at the product text to understand what the product.

### Usability

I came upon this while trying to look for the original HeTime products site that was recommended from another site. Though this is a concept artwork page by Studioelastik, I felt that some of the ideas here could be useful to my project.

The use of large imagery with white space could be usable. As the saying goes, 'A picture tells a thousand words'. Perhaps not to the extent that the whole website is just images though.

Repeated imagery of logo and packaging throughout the site would also discreetly and subtly tie the product to the company logo in the hopes of cementing its place in the user's mind. Very much like how so many people call a smart-phone an iPhone.



Fig 17. HeTime gallery, Mobile (studioelastik)

Fig 18. HeTime Image Gallery, Desktop (studioelastik)

# WEB DESIGN TRENDS

Key web design trends that would enhance my project idea:

## Micro Animations & Interactions

Micro animations are small, subtle animations that enhance user interaction by providing visual feedback and guiding navigation. They are effective in emphasizing important elements, signaling actions, and adding a modern touch to a website.

The [Van der Put](#) website uses micro animations in a way that enhances user experience while maintaining a clean and sophisticated look. Similarly, for my project, incorporating micro animations can help draw attention to key features like CTA buttons and thumbnails. For example, elements can fade in smoothly as the user scrolls, creating a dynamic and engaging experience.

## Minimalism

Minimalism is a web design trend that emphasizes simplicity by focusing on clean layouts, ample white space, and only the most essential elements. This approach reduces visual clutter, enhances readability, and ensures users can navigate the website with ease. By prioritizing function and clarity, minimalism creates an elegant, modern, and professional user experience.

The website [Moooor](#) showcases this minimalism through its clean design, balanced use of white space, and restrained typography. It uses high-quality visuals to draw attention to key content while maintaining an uncluttered interface, allowing users to focus entirely on the products and services showcased.

For my design, I could adopt similar principles of minimalism. My layout could feature a simple structure with generous white space around images and text to ensure clarity and visual appeal. Key sections, such as product categories and tutorials, could be organized in a grid layout, allowing users to find information easily.

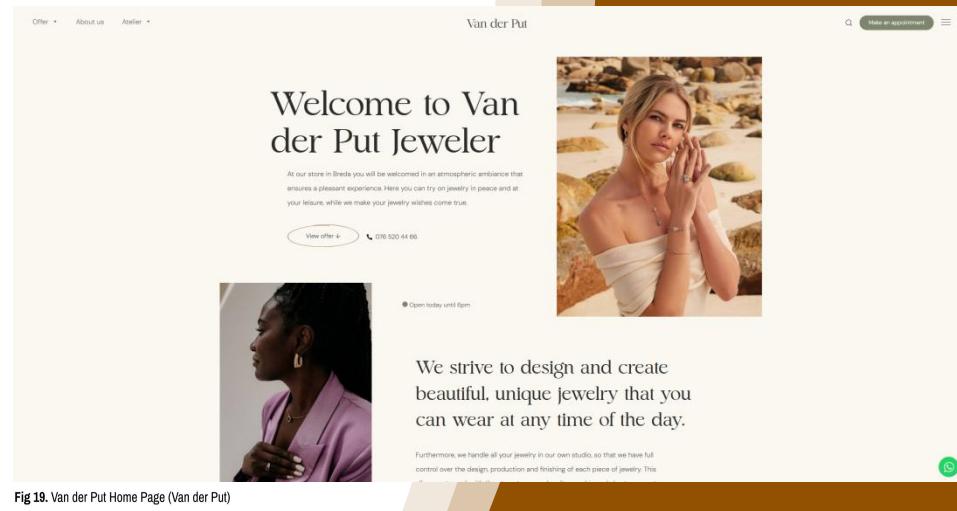


Fig 19. Van der Put Home Page (Van der Put)

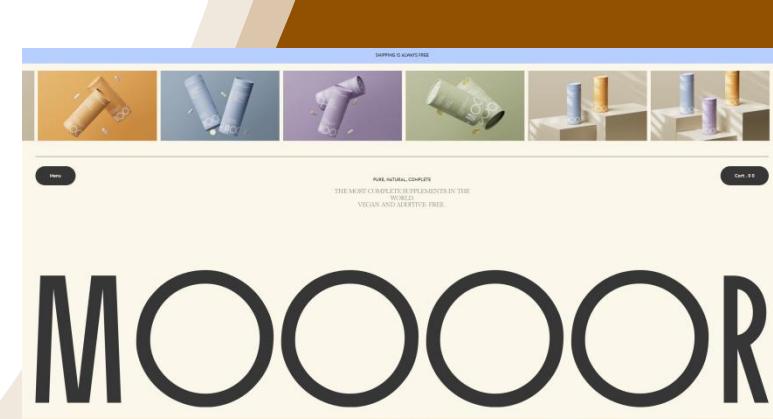


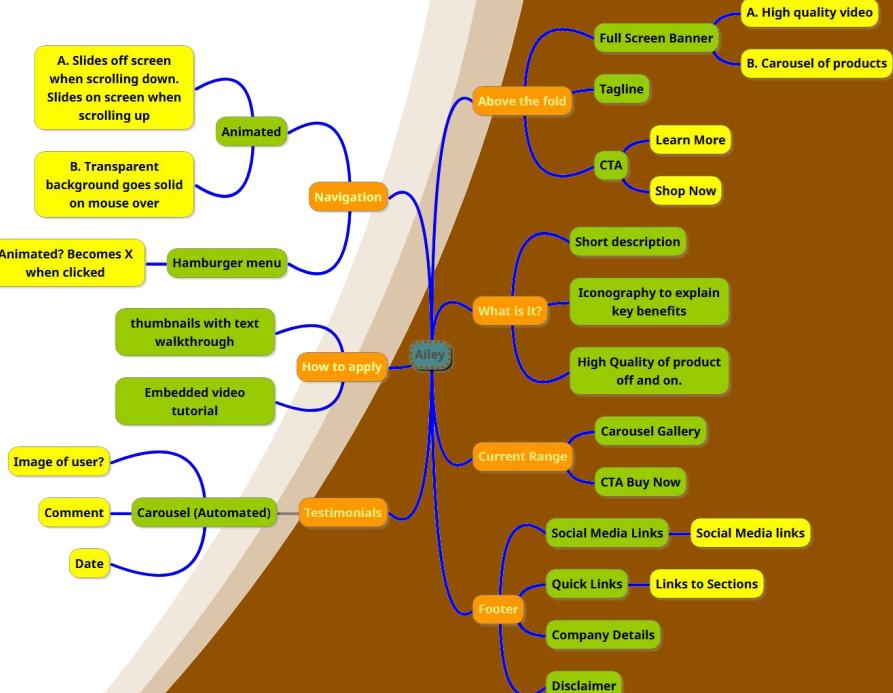
Fig 20. Mooor Home Page (Mooor)

# 3 IDEATION & CONCEPTS

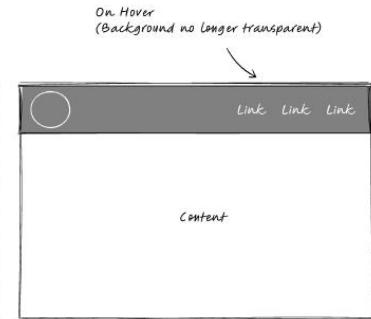
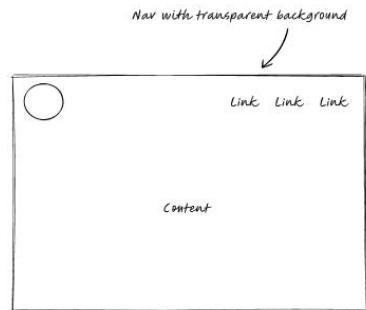
## KEY WORDS MINDMAP



## SITE CONTENT MINDMAP



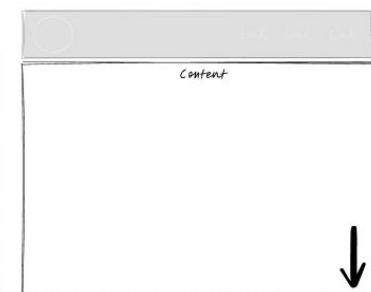
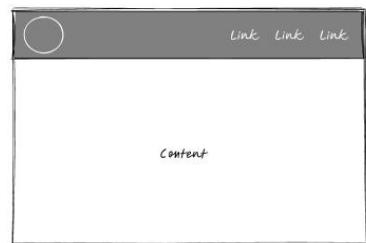
# INITIAL SKETCHES



## NAV STYLE 1

Simple Nav idea where hovering over it changes the background.

Good for placement over imagery



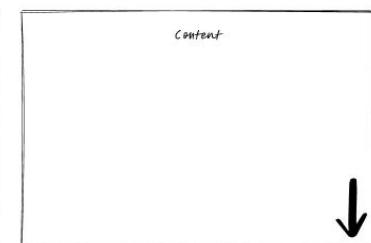
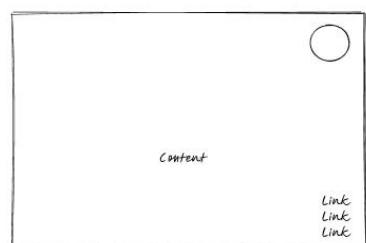
## NAV STYLE 2

Nav scrolls off screen when user scrolls down the page

When user scrolls up the slightest, the nav will slide back on screen

Handy for creating more viewing space

Down ↓



## NAV STYLE 3

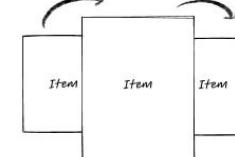
Combination of Nav style 1 and 2. However, the nav slides to the right

This would be good for Navs with fewer links?

Not sure how it'd work if there is imagery with various shades.

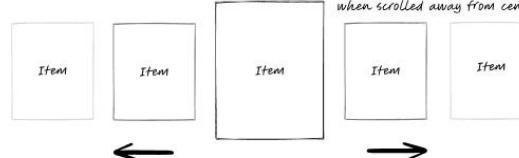
Link Link Link

## CAROUSEL STYLE 1



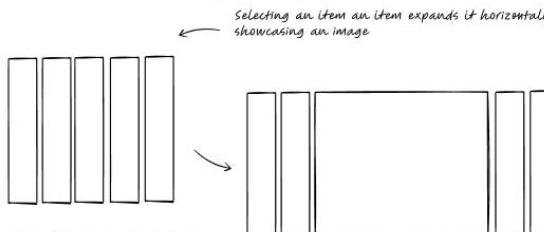
Displays up to 3 items, with the centre one in focus.  
The idea is to feel 3D like they're rolling from behind.

## CAROUSEL STYLE 2



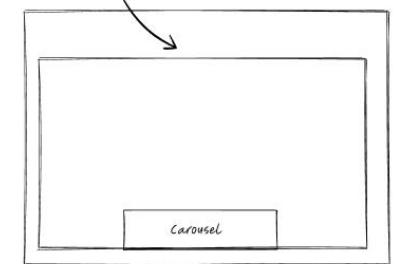
Selection enlarges when in centre focus  
Items not in focus become more transparent when scrolled away from centre

## CAROUSEL STYLE 3 (ACCORDION)

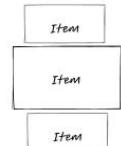


Selecting an item expands it horizontally showcasing an image  
When items are closed, users can see part of the imagery  
I see this style being used a lot.

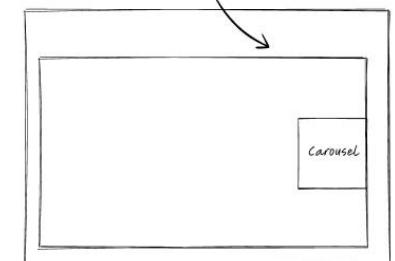
Optional - Larger image changes based on carousel selection.  
E.g. if the carousel uses Lash products then this larger image span can have images of eyes with the lashes applied.



This would work well with carousel style 1 and 2.  
Will allow more of the imagery to show.



Similar idea could be applied vertically with Carousel 1 or 2 Styles



# INITIAL SKETCHES

**SITE FLOW**

Breaks away from the typical e-commerce layout of showing product range straight after home page.

To cater to users who know the product, MUST HAVE CTA Links on each section. OR IN NAV would be best.

Target audience - New Users

**HOME PAGE IDEAS**

Solid or gradient colour

Images slide in from the left

**'WHAT IS IT' PAGE IDEAS**

Needs to be brief and to the point. Link to Application tutorial.

Maybe some icons for:  
- Lasts 7 days  
- X minutes to apply  
- what else?

description box will be covered once user starts clicking the tutorial steps

**TUTORIAL PAGE IDEAS**

Blend in also works. From transparent to visible. Can play with libraries for effect.

carousal style horizontal slider for description steps

**PRODUCTS SHOWCASE**

Minimalistic design

Asymmetrical design - uses more static imagery of product and branding

For mobile 1 testimonial at a time.  
For Larger Landscape screens perhaps 2 or 3.

Image in the background changes based on selected product

carousel style product selector (thumbnail images)

Larger image and description of selected product

products in a horizontal scroll list

category selector

## DESIGN CONCEPT 1

### RATIONALE

This design is centered around the themes of luxury and sophistication, with a color palette of black, white, gold, and silver chosen to reflect timeless elegance. These colors are synonymous with iconic luxury brands such as Coco Chanel and Cartier, evoking a sense of exclusivity and refinement. Black and white offer a clean, classic foundation, while gold and silver accents inject opulence and prestige into the design, elevating the brand's identity.

A minimalist approach has been adopted to ensure that the design remains uncluttered and high-end. The strategic use of large white spaces allows each section to breathe, helping to draw attention to the most important elements. This intentional negative space not only enhances the visual appeal but also creates a sense of refinement, giving the design a sophisticated, elegant feel.

The use of a symmetrical layout enforces a sense of balance and order, which are key principles in luxury design. The precision of the symmetrical elements communicates professionalism and reliability, instilling a sense of trust and quality. This careful arrangement reflects the brand's commitment to excellence and attention to detail.

To further enhance the experience, micro-animations are incorporated, such as content fading in as the user scrolls down. These subtle movements guide the user's focus without being distracting, adding an element of modern interactivity that complements the overall luxurious aesthetic. The smooth transitions and animations reinforce the refined atmosphere, ensuring that the user experience is both seamless and engaging.

### COLOR PALETTE

#000000

#FFFFFF

#FFD700

#COCOCO

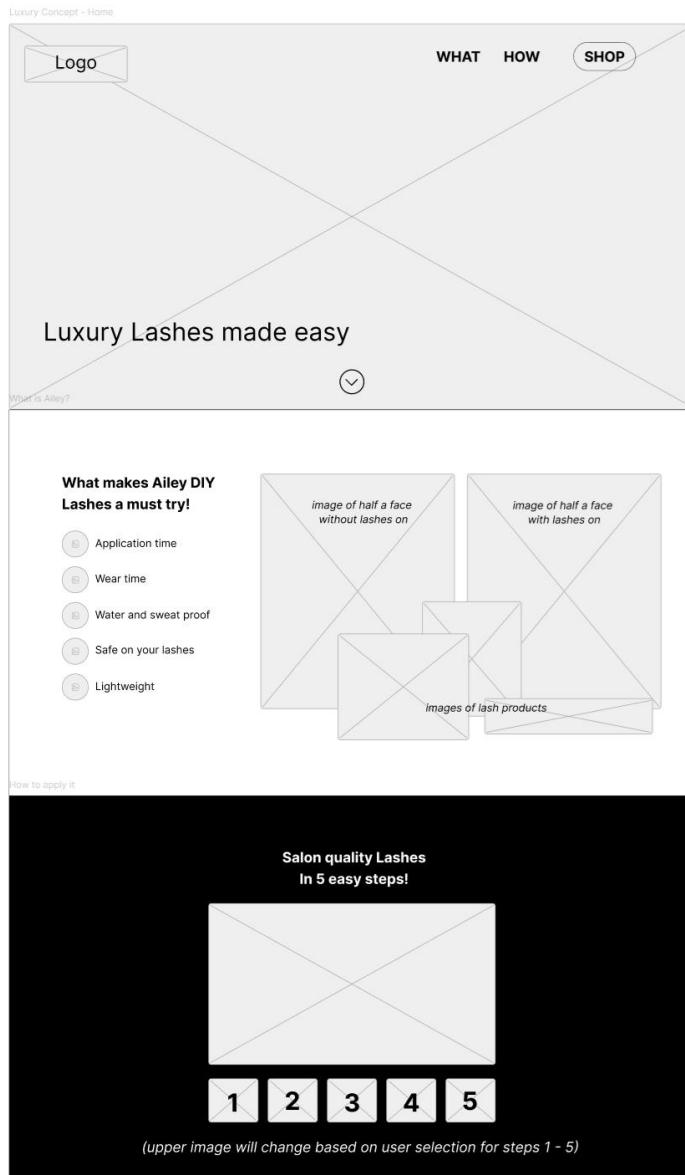
### MOODBOARD



Fig 21-28. Luxury images (Adobe Stock)

## WIREFRAMES

Simple Hero image background with a short catchy tagline



Use of style 2 Nav Concept  
Nav bar scrolls off screen when going down the page.  
It reappears as soon as user scrolls up.

Use of icons to assist with key points

Micro-animations site content fades in as user scrolls down to the section.

Sections are broken my alternating black and white backgrounds

User interaction  
pop up info when the user hovers over one of the products.

Background can use a marble gold texture that runs through the white and black sections. This creates continuity

## DESIGN CONCEPT 2

### RATIONALE

This theme is designed to appeal to a youthful and energetic audience, with a color palette that brings excitement and personality to the forefront. By using a mix of bold and vibrant colors the design exudes confidence, creativity, and modern flair. These striking colors not only appeal to a younger audience but also convey a sense of fun and energy, setting the tone for a dynamic brand experience.

The use of bold, fluid shapes and graphic illustrations throughout the design adds a playful touch, making the brand feel lively and fun while still maintaining a polished, chic appearance. These graphic elements create visual interest and inject personality into the layout, aligning with the preferences of a younger demographic who appreciate brands that stand out and express creativity.

Interactive hover effects and colorful gradients in the design further enhance the youthful vibe, keeping the user engaged with every interaction. These dynamic elements provide an element of surprise and delight, encouraging users to explore the site and interact with the content.

By incorporating playful micro-interactions like hover effects and scrolling animations, the site feels dynamic and interactive, creating a more engaging experience for users.

### COLOR PALETTE

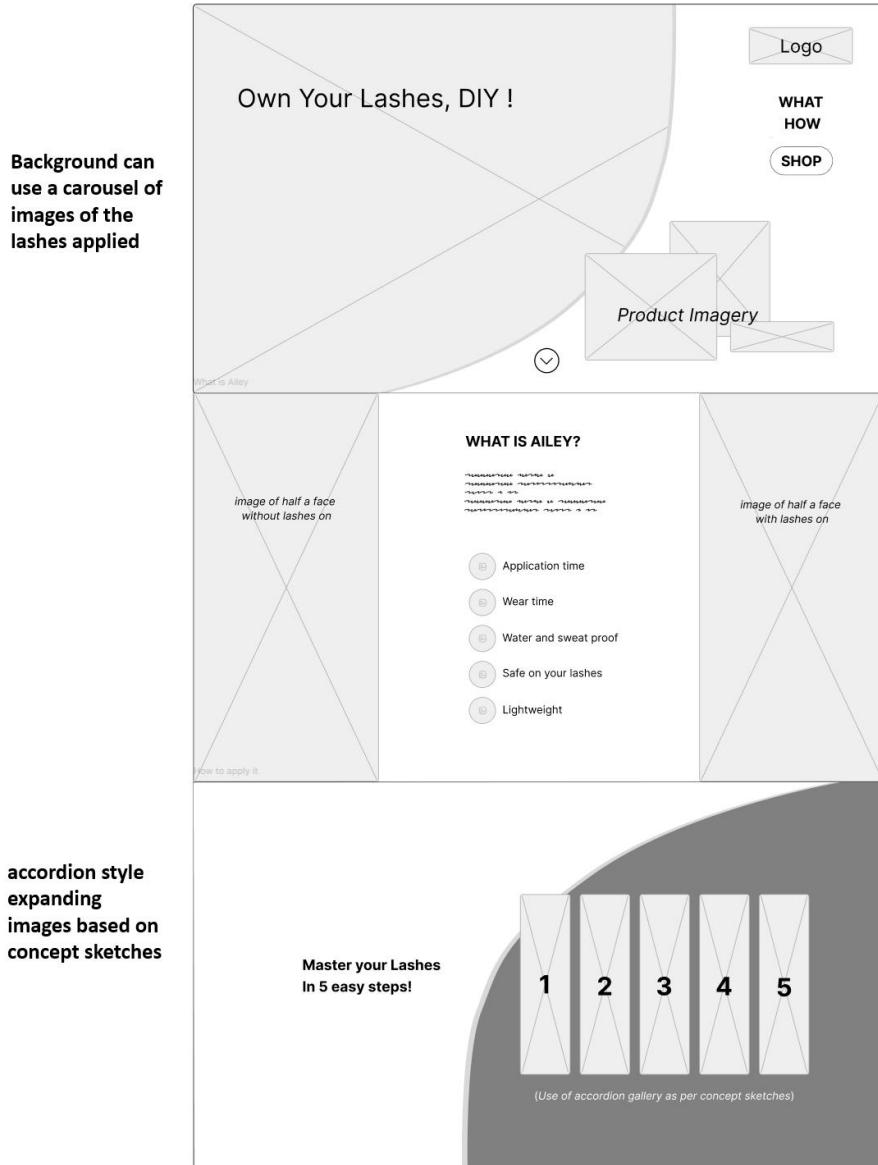


### MOODBOARD



Fig 29-36. Vibrant images (Adobe Stock)

## WIREFRAMES



Vertical Nav bar

Product imagery in the foreground on a textured layer

symmetrical content to funnel users downwards

white areas will have patterned logos with low opacity so it doesn't overpower the content

## DESIGN CONCEPT 3

### RATIONALE

This theme is designed to appeal to individuals seeking a balance between luxury and practicality in their beauty routines. By focusing on a sophisticated yet approachable aesthetic, the design aims to resonate with customers who value high-quality, salon-level results while embracing the convenience and affordability of DIY solutions. The neutral color palette conveys an elegant and refined atmosphere. These tones evoke trust, warmth, and a sense of premium quality, while the soft black accents provide contrast and a modern edge, ensuring the design feels contemporary and professional. This aims at appealing to both seasoned beauty enthusiasts and beginners in the DIY lash market.

The layout emphasizes usability and simplicity, featuring a clear visual hierarchy. The hero section, with its striking imagery and empowering tagline, immediately draws attention. The step-by-step guide in the following section simplifies the DIY process, reassuring customers that achieving salon-quality lashes is easy and accessible. Subtle micro animations such as colour changes or slight image zoom will be used on hover effect to add a touch of interactivity and sophistication, enhancing the user experience while maintaining the sleek and elegant aesthetic of the design.

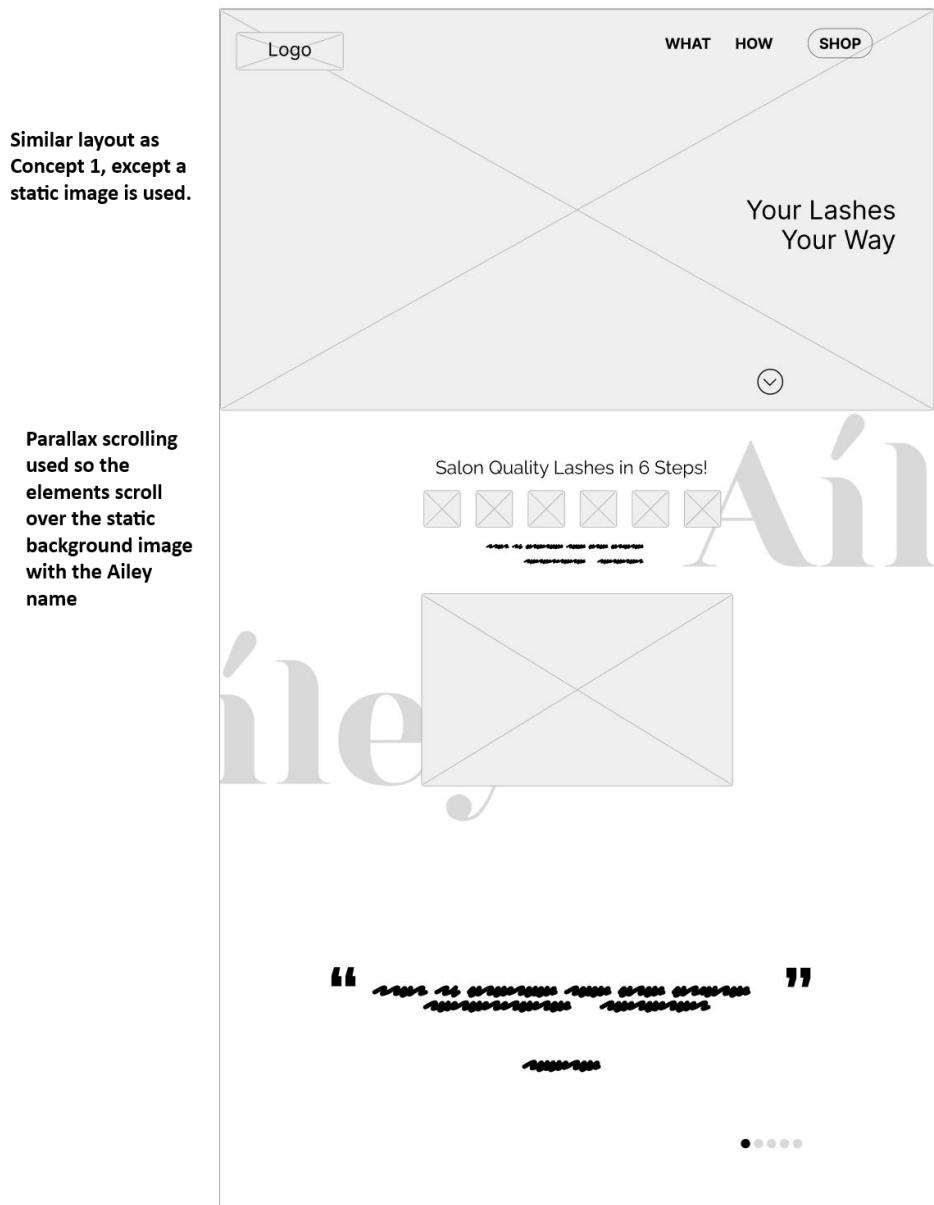
### COLOR PALETTE



### MOODBOARD



## WIREFRAMES



# 4 MOCKUPS

## SELECTION SUMMARY

I opted for a mix from all 3 concept designs.

To conform with the original brochure I chose to use the 3<sup>rd</sup> Concepts colour palette. Though it is a lot more muted than the other concepts, I quite like the simplicity and natural feel.

I've taken elements from each concept that I felt worked and put them all together in this final mock up. I have yet to really delve into the complexity of some of the animation work I'm envisioning so the end result for A3 may be slightly different to this proposal.

## NAVIGATION BAR

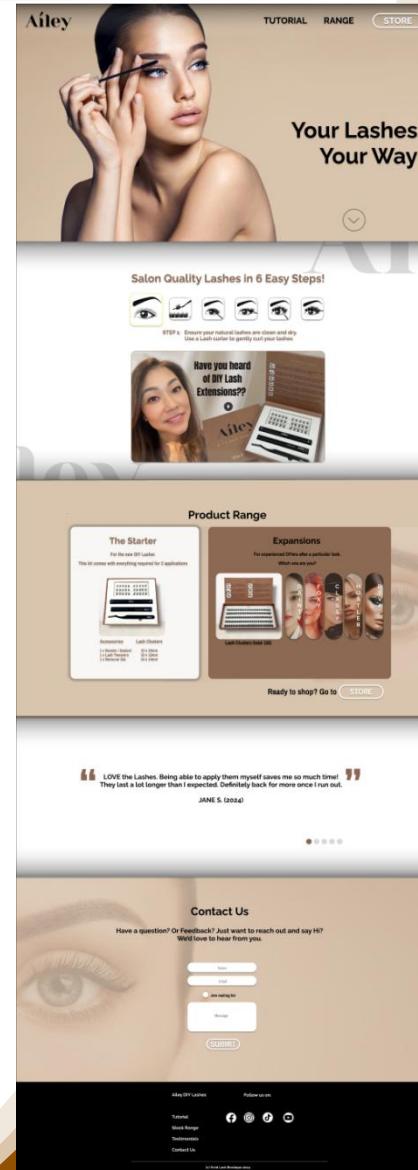
Interaction:

- Links will change colours on hover and click.
- Links will scroll down to their relevant section of the site.
- Navigation bar background will be a solid colour on hover.
- Clicking the Logo will return to the top of the page.

## FOOTER

Interactions:

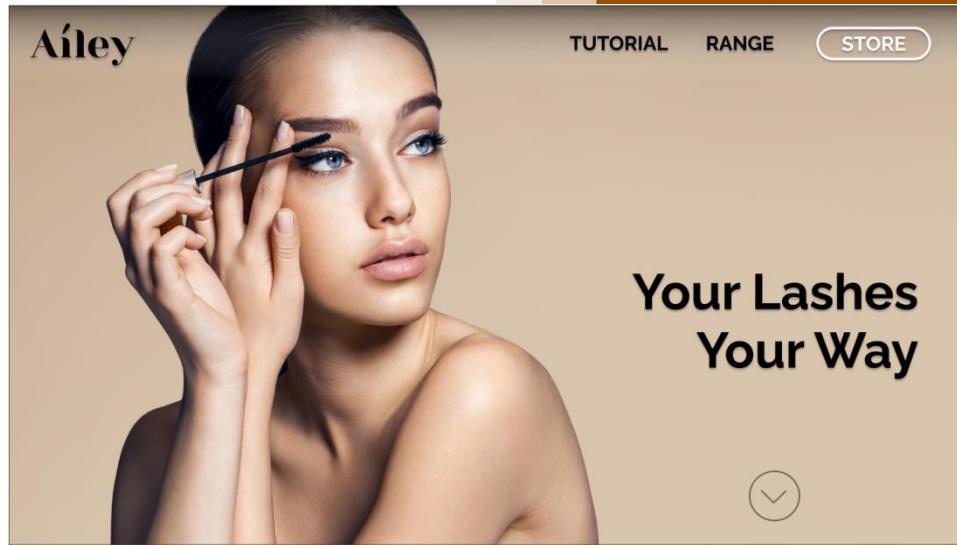
- Site specific links will scroll up to the associated section.
- Social Media links will not be working.



## HOME PAGE

### Interactions:

- Down chevron will scroll the page down to the next section. It will also fade out and be hidden unless the user returns to the home page.



## TUTORIAL PAGE

### Non interactive visuals:

- Transparent background used on this section so as to create a parallax effect as it scrolls up. The fixed background should be visible with the 'Ailey' text slowly moving across screen.
- Embedded youtube video.

### Interactions:

- Hovering over the steps will enlarge the hovered thumbnail and update the STEP info below it.
- User can watch the video tutorial directly.



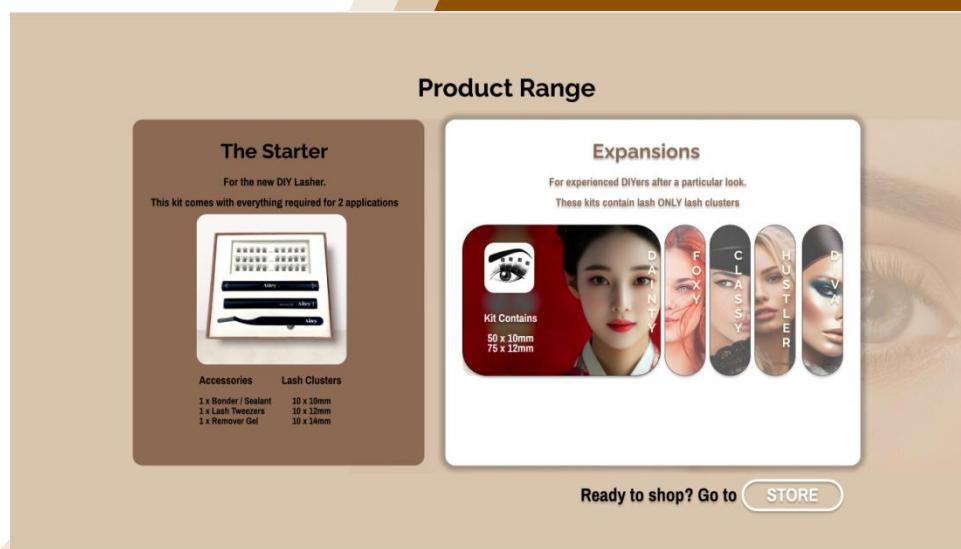
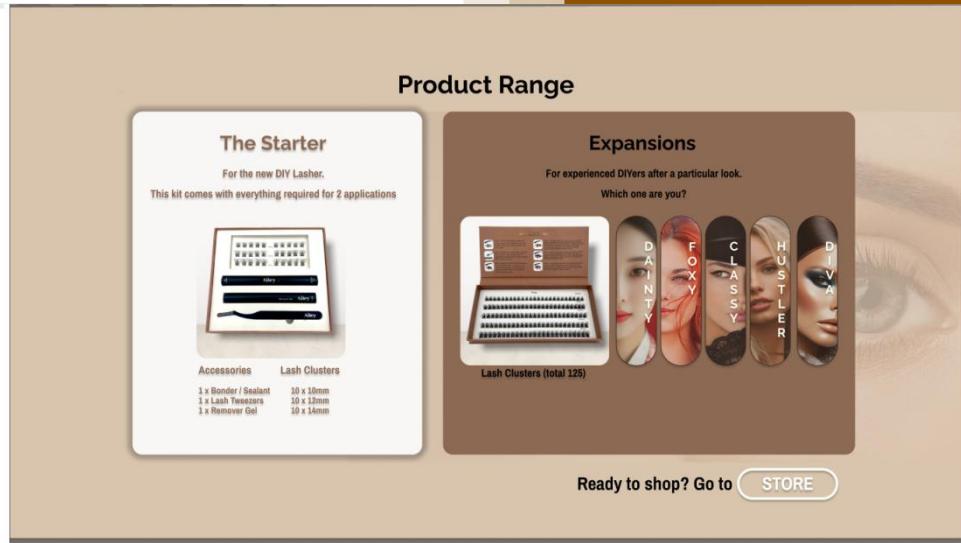
## PRODUCT RANGE PAGE

### Non Interactive Visuals:

- Elements will slide into view from the left and right accordingly as the user scrolls down

### Interactions:

- Hovering over either The Starter or Expansions will change the background and text colour. Glow effect used to make the hovered element look like it's popping out of the screen.
- All imagery will zoom on hover
- Hovering over the specific Lash Kits under Expansion will cause elements to scroll open to reveal more information on the associated kit.
- The Store button will not work currently.



## TESTIMONIALS

Non Interactive Visuals:

- Elements will fade into place as the user scrolls down to this section.
- Automated Carousel that will infinitely cycle through the testimonials.

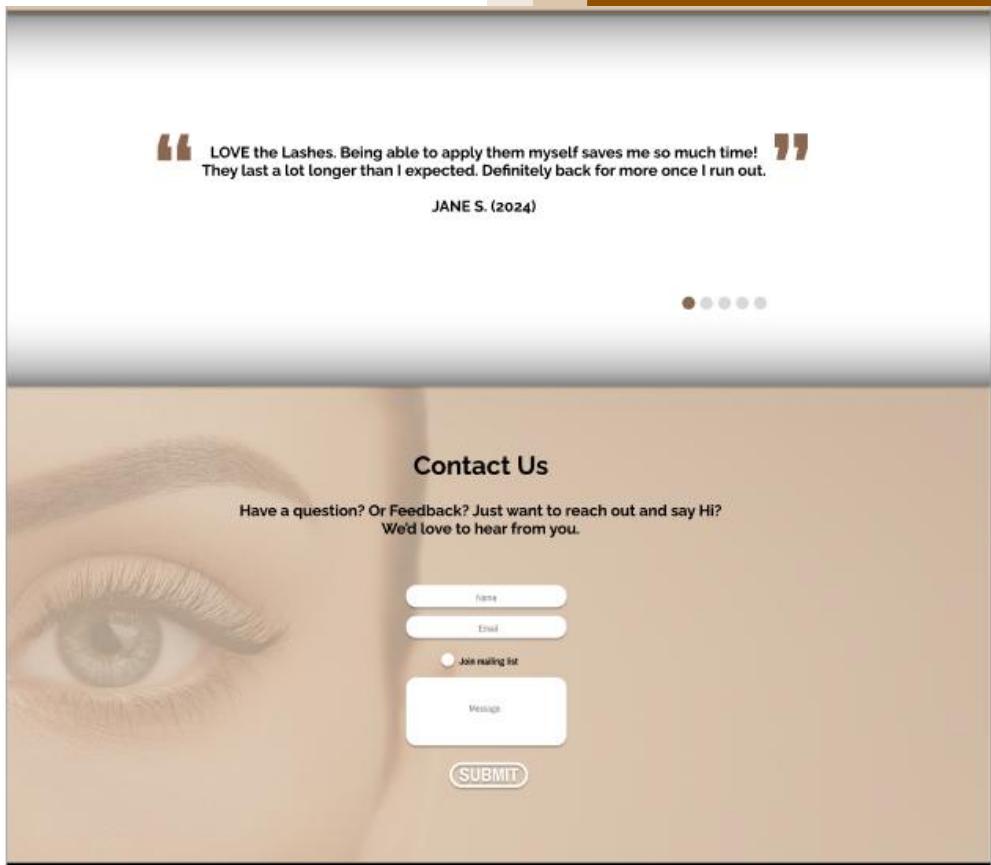
Interactions:

- The user can cycle through the testimonials via the dots on the bottom right corner of the section.

## CONTACT US

Interactions:

- The user can fill out the contact form and send it. However there will be no confirmation as the site wont be live



# O5 REFERENCES

## TEXT CITATION

Vivid Lash Boutique, 2024. Accessed 6<sup>th</sup> Jan, 2025.  
<https://www.vividlashboutique.com.au>

Infinaluxe, 2024. Accessed 6<sup>th</sup> Jan, 2025.  
<https://infinaluxe.com.au/>

Lashfinity, 2024. Accessed 6<sup>th</sup> Jan, 2025.  
<https://www.lashfinity.ca/>

Citizen Lash, 2024. Accessed 6<sup>th</sup> Jan, 2025  
<https://citizenlash.com/en-au>

The Brainy Insights 2022. "DIY Eyelash Extension Market Size by Material Type (Synthetics, & Natural), Product Type (Individual, Clusters, Strips, & Others), Sales Channel, Regions, Global Industry Analysis, Share, Growth, Trends, and Forecast 2022 to 2030". Accessed 6<sup>th</sup> Jan, 2025.  
<https://www.thebrainyinsights.com/report/diy-eyelash-extension-market-12728?srsltid=AfmBOoqC-zxQDshh4nddHVyVpfynjnos7jNZ-WubYtV8Lu-58wXzGgxK>

Future Market Insights, 2023. "DIY Eyelash Extension Market Outlook - 2023-2033". Accessed 6<sup>th</sup> Jan, 2025.  
<https://www.futuremarketinsights.com/reports/diy-eyelash-extension-market>

Van der Put, 2024. Accessed 6<sup>th</sup> Jan, 2025.  
<https://www.jeroenvanderput.nl/>

Moooor, 2024. Accessed 6<sup>th</sup> Jan, 2025.  
<https://www.moooor.com/>

## IMAGE CITATION

FIG 1-3. Vividlashboutique, accessed 6<sup>th</sup> Jan, 2025.

<https://www.vividlashboutique.com.au>

FIG 4-6. INFINALUXE, accessed 6<sup>th</sup> Jan, 2025.

<https://infinaluxe.com.au/>

FIG 7-9. Lashfinity, accessed 6<sup>th</sup> Jan, 2025.

<https://www.lashfinity.ca/>

FIG 10-16 Citizen Lash, accessed 6<sup>th</sup> Jan, 2025.

<https://citizenlash.com/en-au>

FIG 17-18 Studioelastik, accessed 6<sup>th</sup> Jan, 2025.

<https://www.studioelastik.com/hetime>

FIG 19 Van der Put, accessed 6<sup>th</sup> Jan, 2025.

<https://www.jeroenvanderput.nl/>

FIG 20 Moooor, accessed 6<sup>th</sup> Jan 2025.

<https://www.moooor.com/>

FIG 21-44 Adobe Stock, accessed from 6<sup>th</sup> to 16<sup>th</sup> Jan, 2025.