

# Isabella Smit

## RMDD Project

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# Inhoudsopgave

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# My project

Wat ga ik gebruiken en waarom?

## User scenario

The user want to pick a color of nail polish and the user has so many colors that the user wants to organize her colors and maybe even want to buy some new colors the user like.

With this app the user can put het color in and have an easy way to choose a new color to use next. Based on which colors the user already has, the user can get related colors which she may like to buy.

The user can search in the app to find the colors from certain brands and add them to the collection of the user. If all the colors are added, you can look trough them to find a nice color or the user can use the generator to choose a random color to wear if the user can't pick a color from her own collection. More features are that you can see your history of usage and if you have put in how much is left in the bottle you can see when your bottle is empty.

## Who is the user?

The user is a male or a female who likes to paint their nails and have a big/semi big collection of nail polish.

## What is the goal of the user?

It's helping the user mainly to keep track of colors the user own.

It helps the user to find a color to wear if they can't decide which color to wear

## Keywords

Relaxed

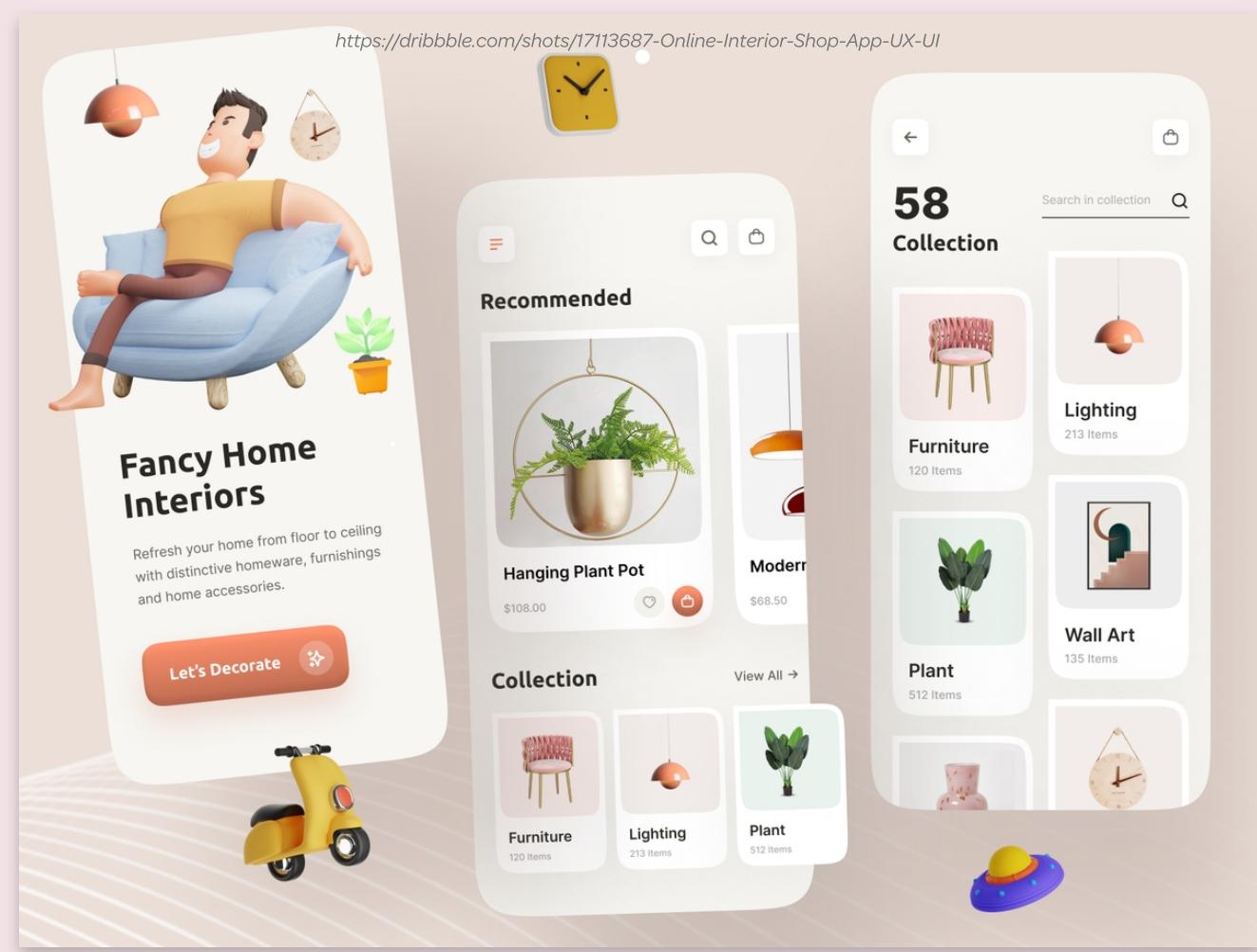
Clean

Beauty / Grooming

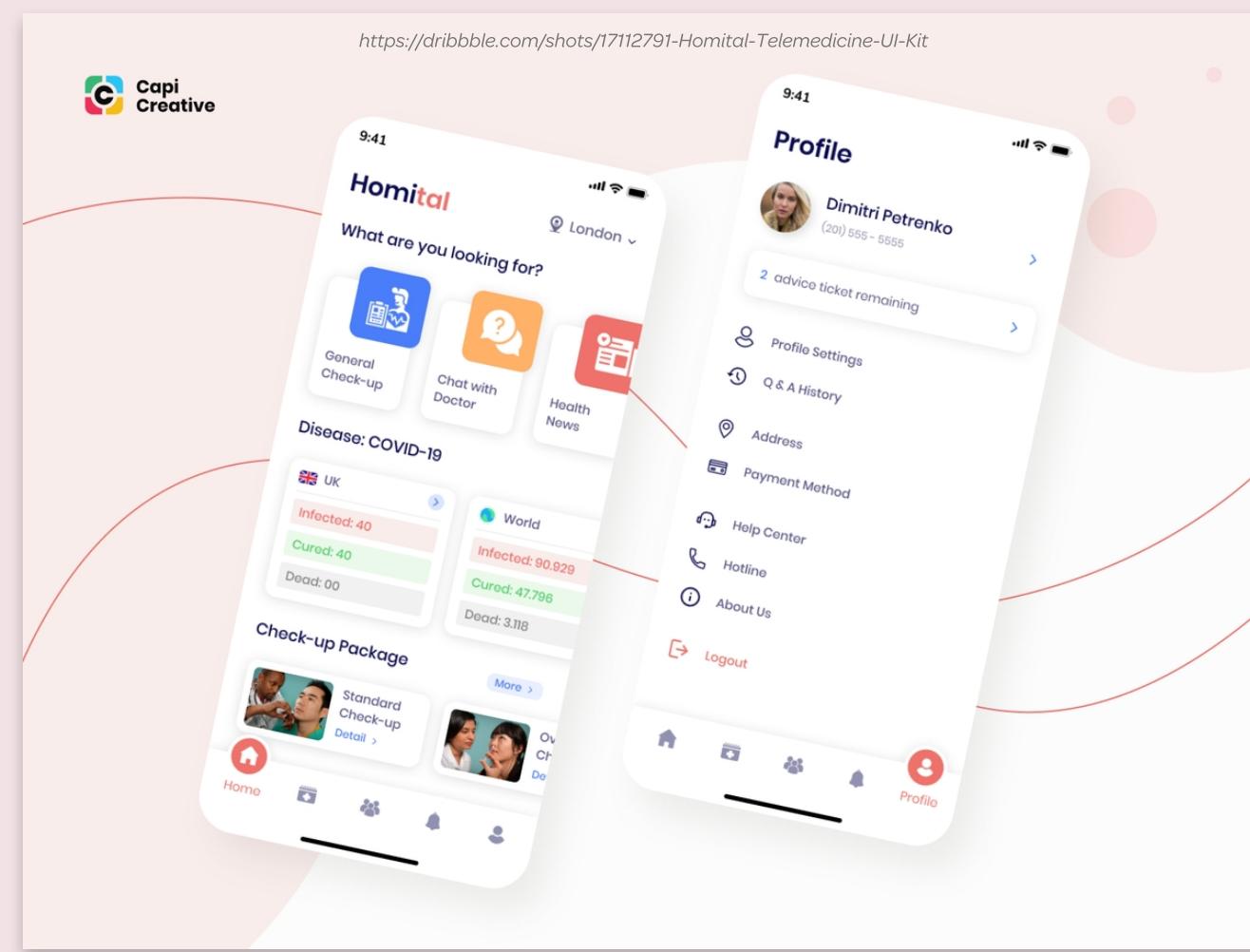


# Moodboard

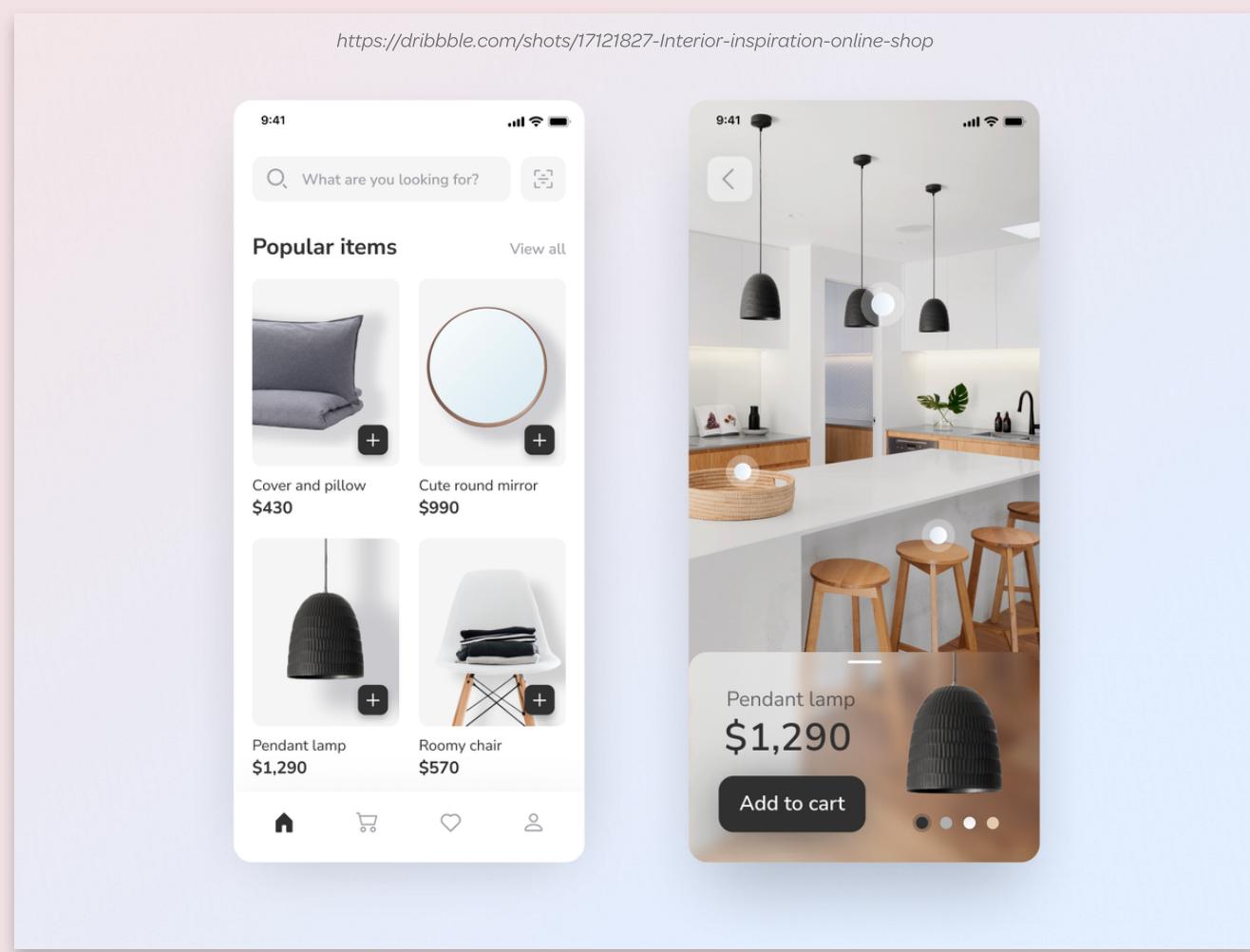
Wat kan ik gebruiken ter inspiratie?



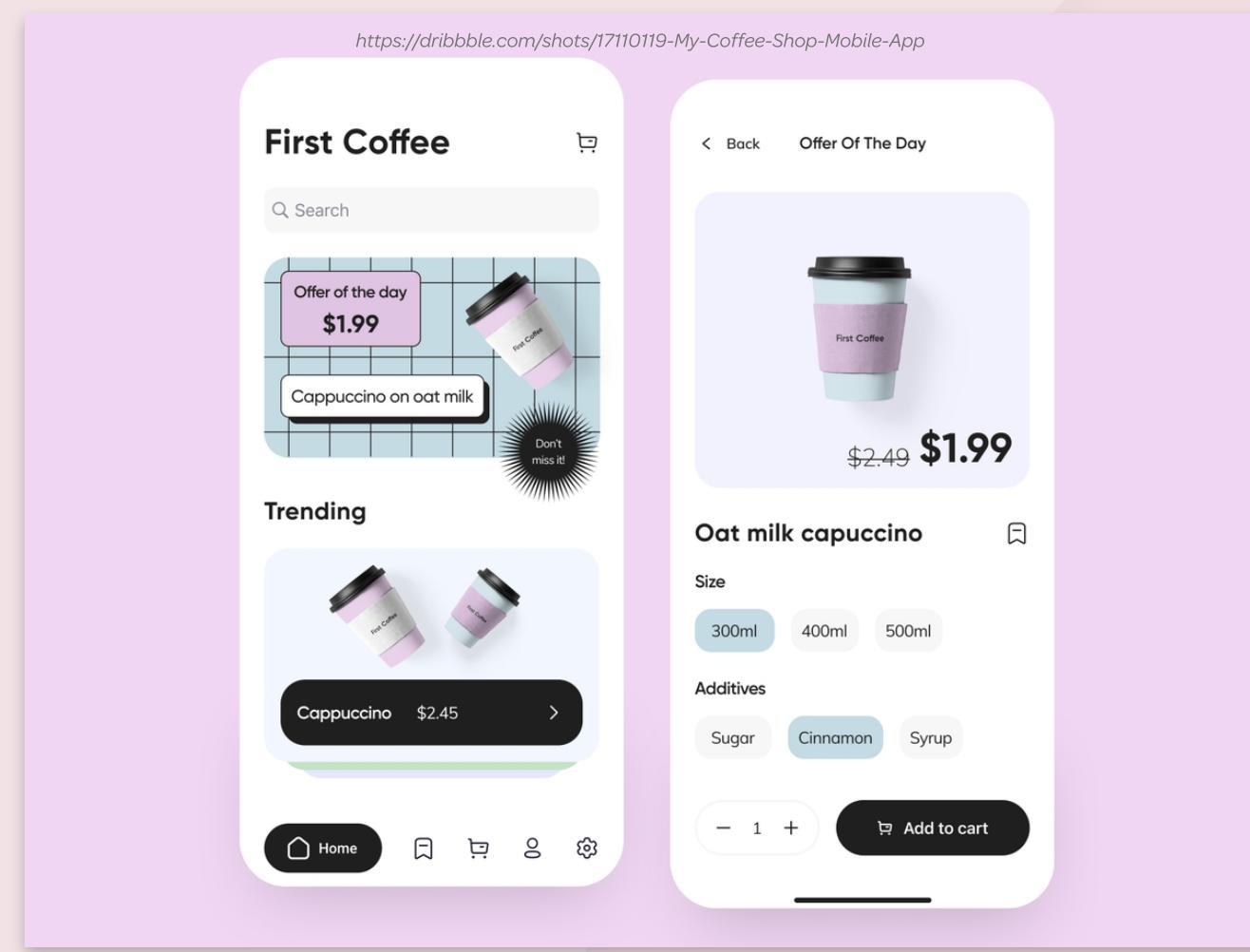
De vlakken op verschillende hoogtes + het aantal



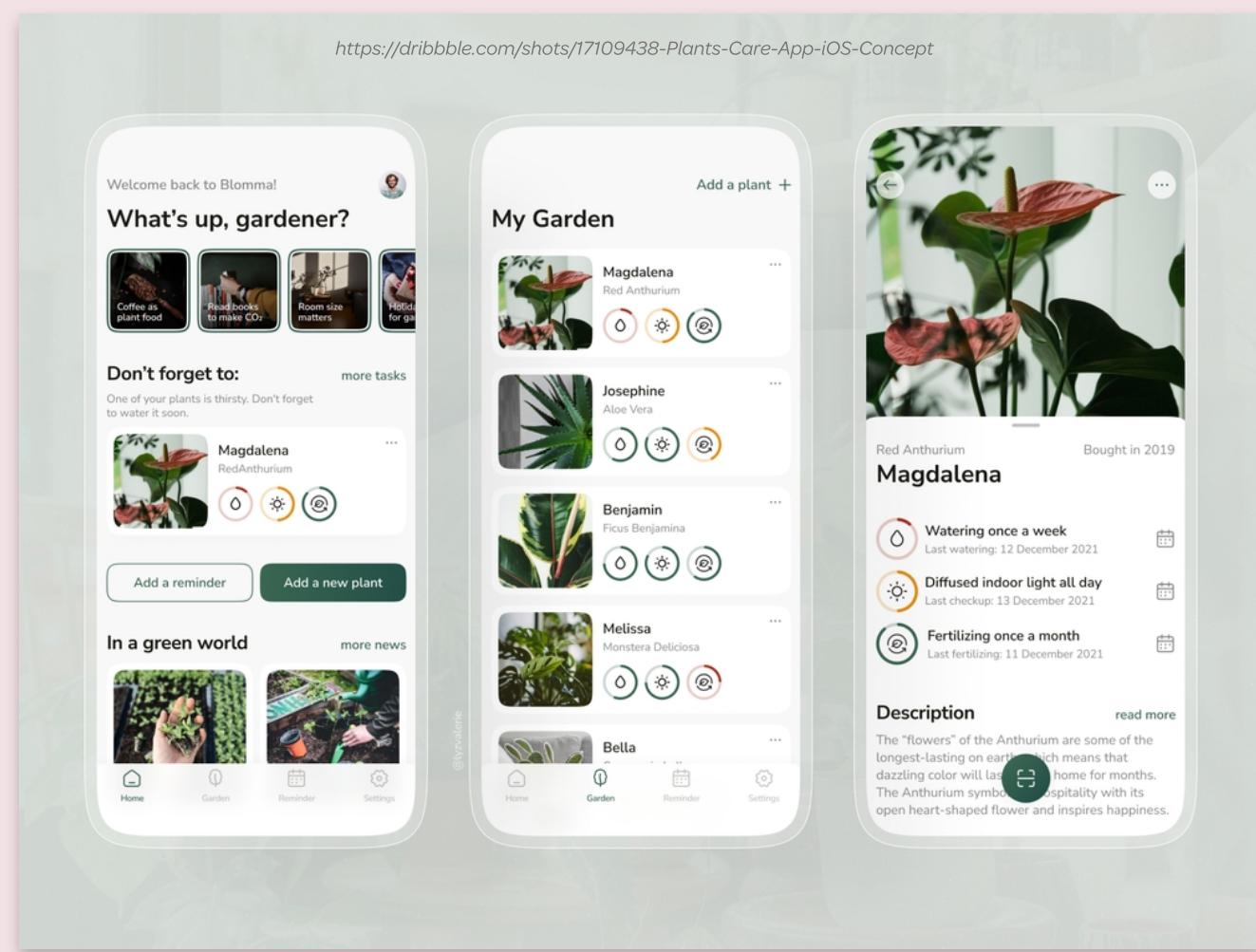
Een vraag op homescreen + mogelijke profiel indeling



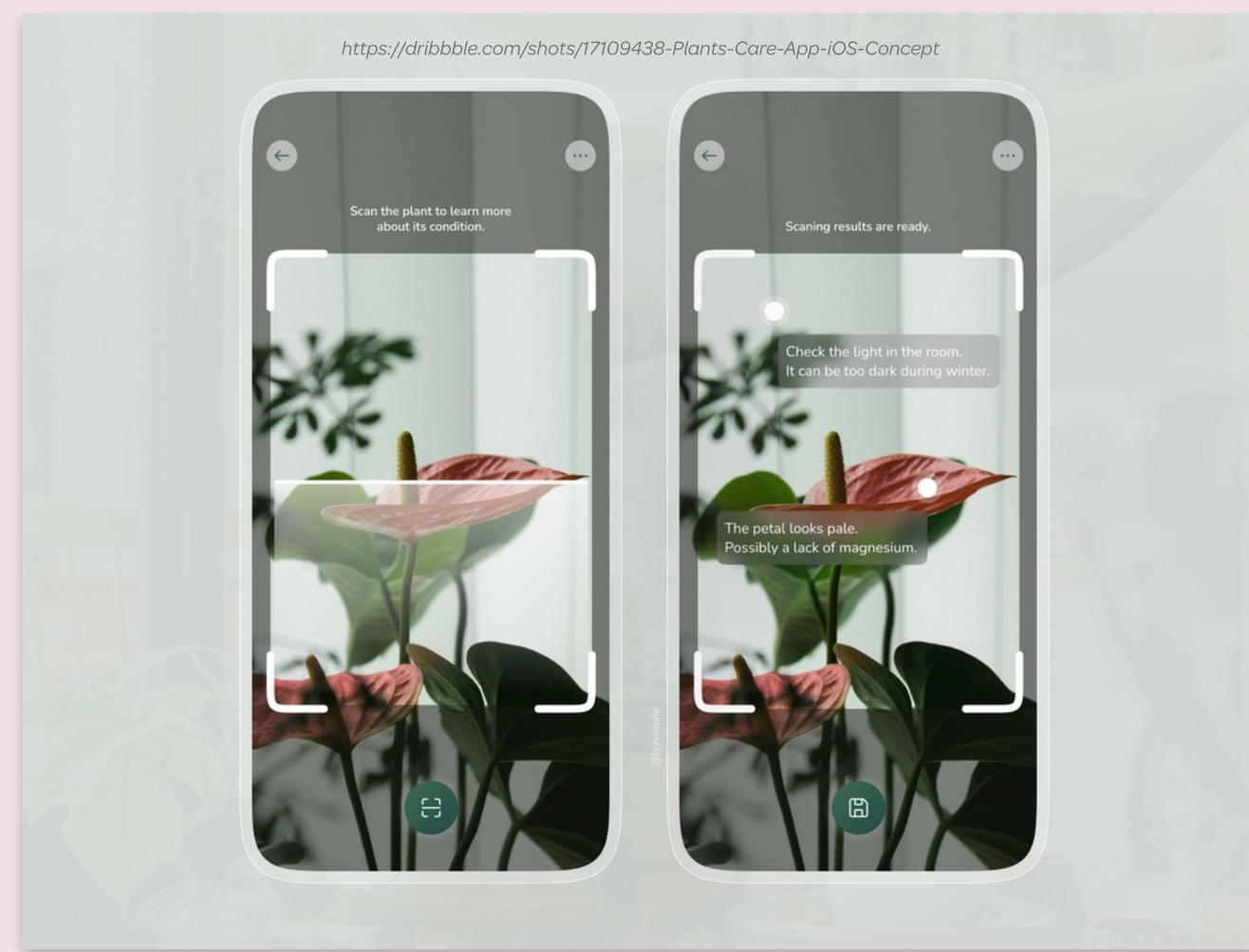
Fullscreen op een productpagina



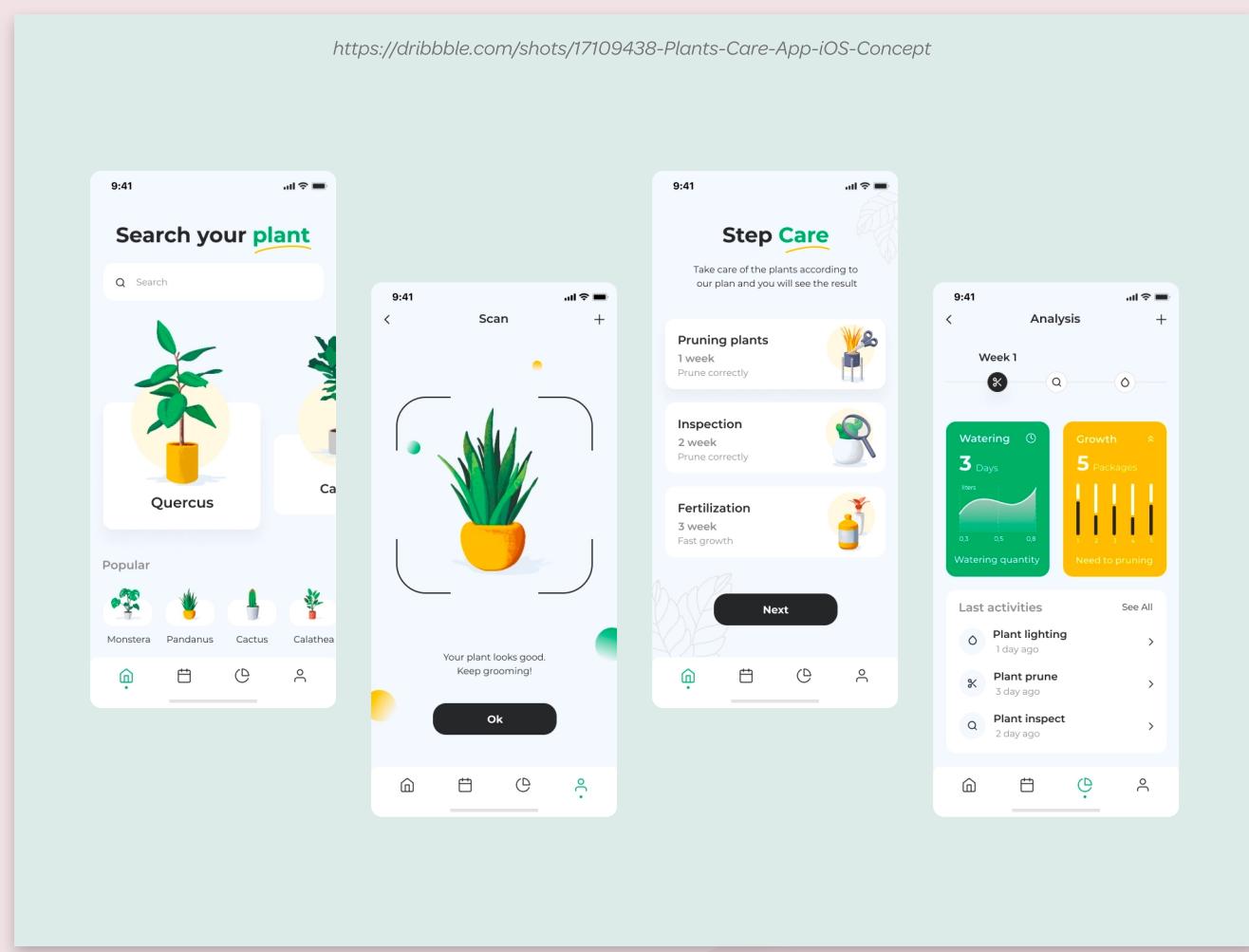
Het gebruik van vlakken + Active state buttons in het dock



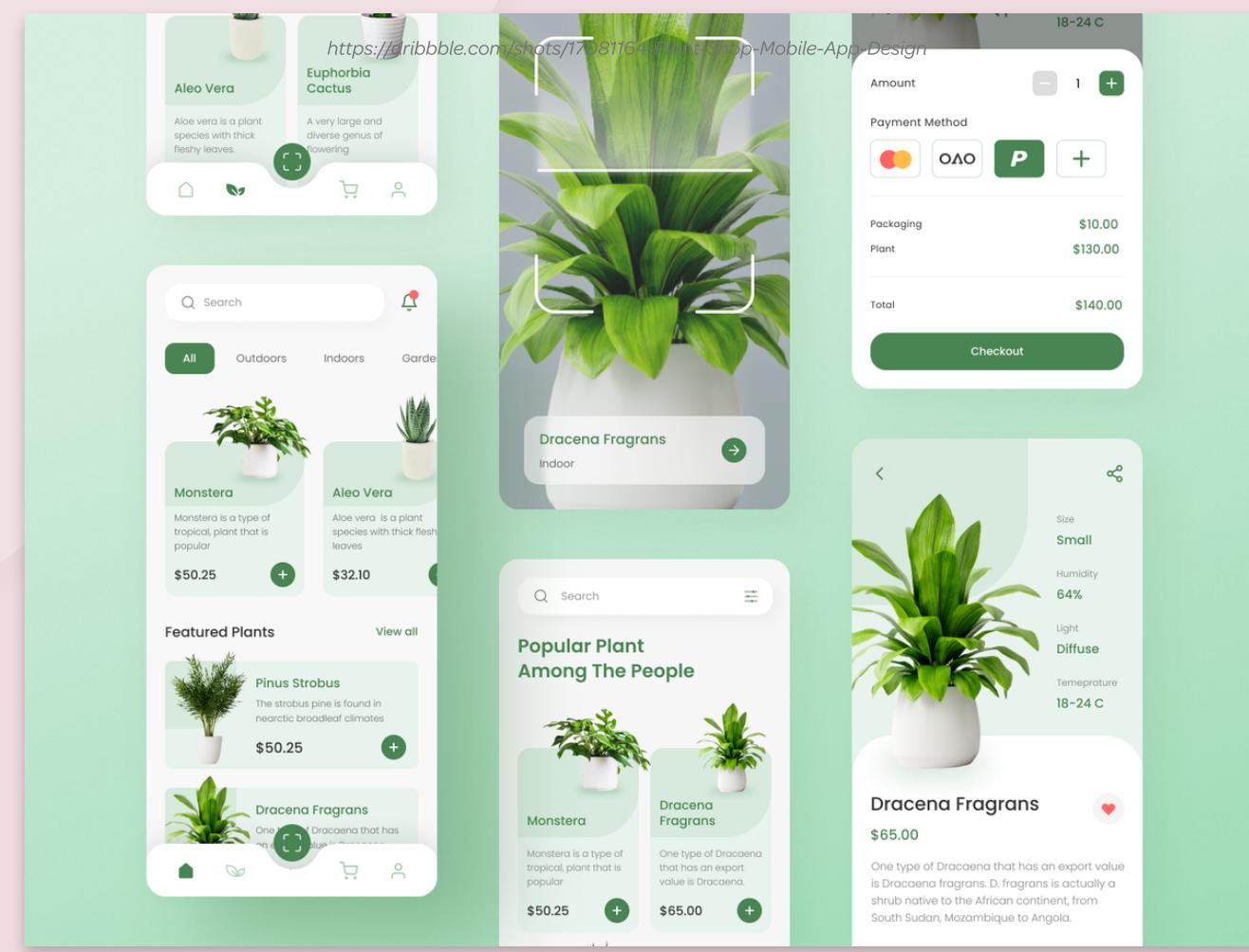
Het gebruik van indeling bij 'My Garden' om de collectie van owned nagellak weer te geven



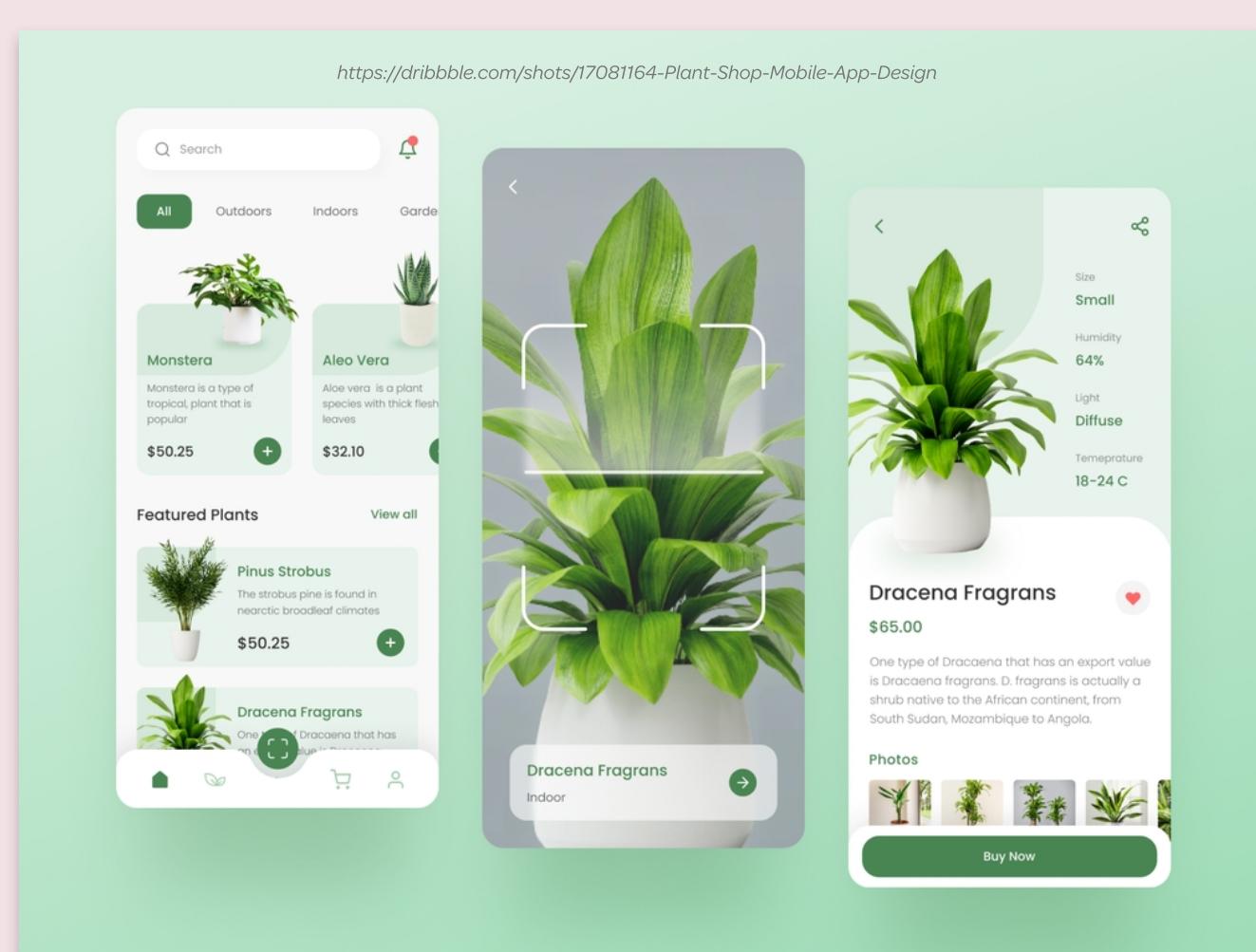
Het scannen van de plant vergelijkbaar met scannen van nagellak



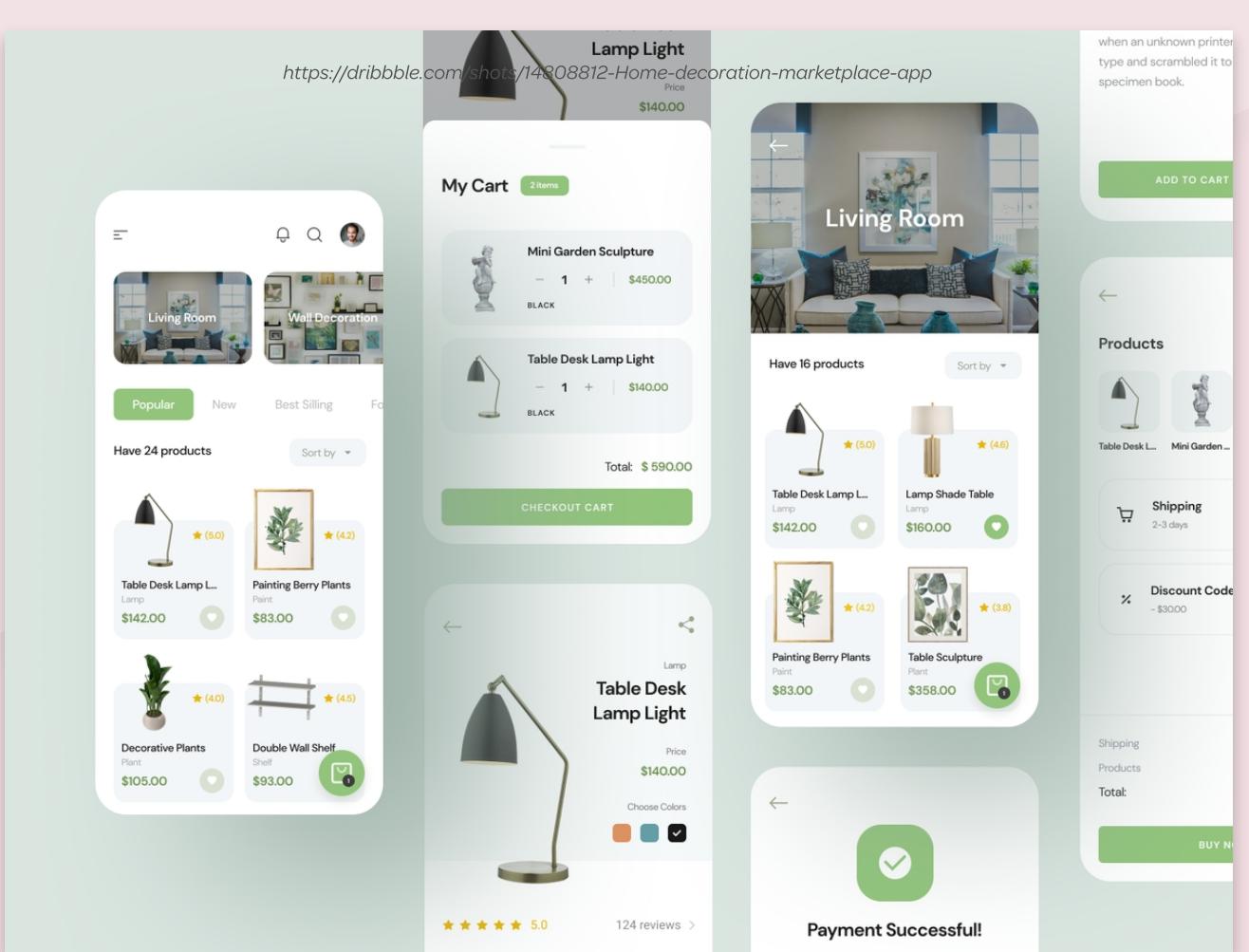
Het zoeken van een plant: zoeken van een kleur nagellak + de analyse kan je gebruiken voor geschiedenis van kleuren



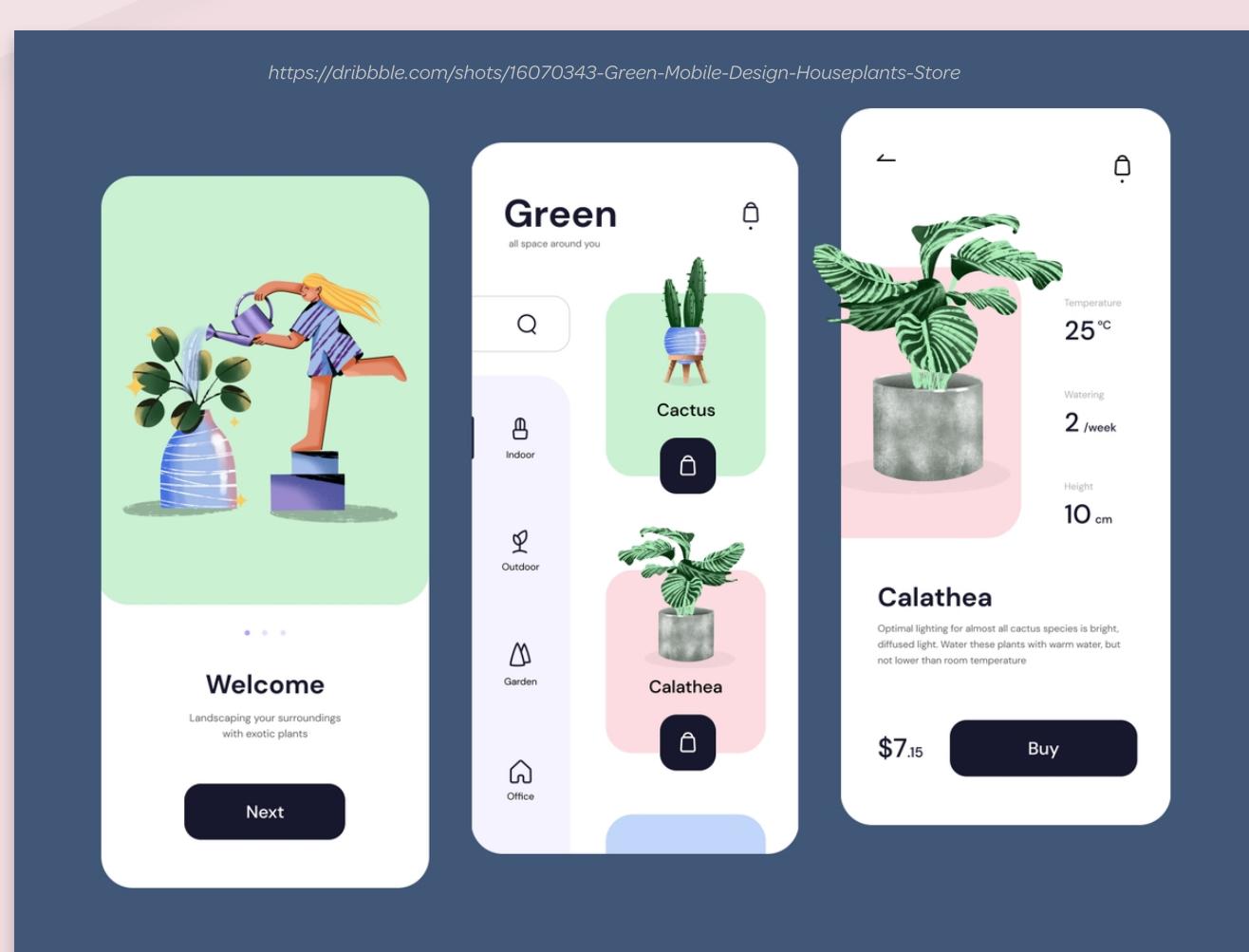
Het gebruik van vlakken en scan opties



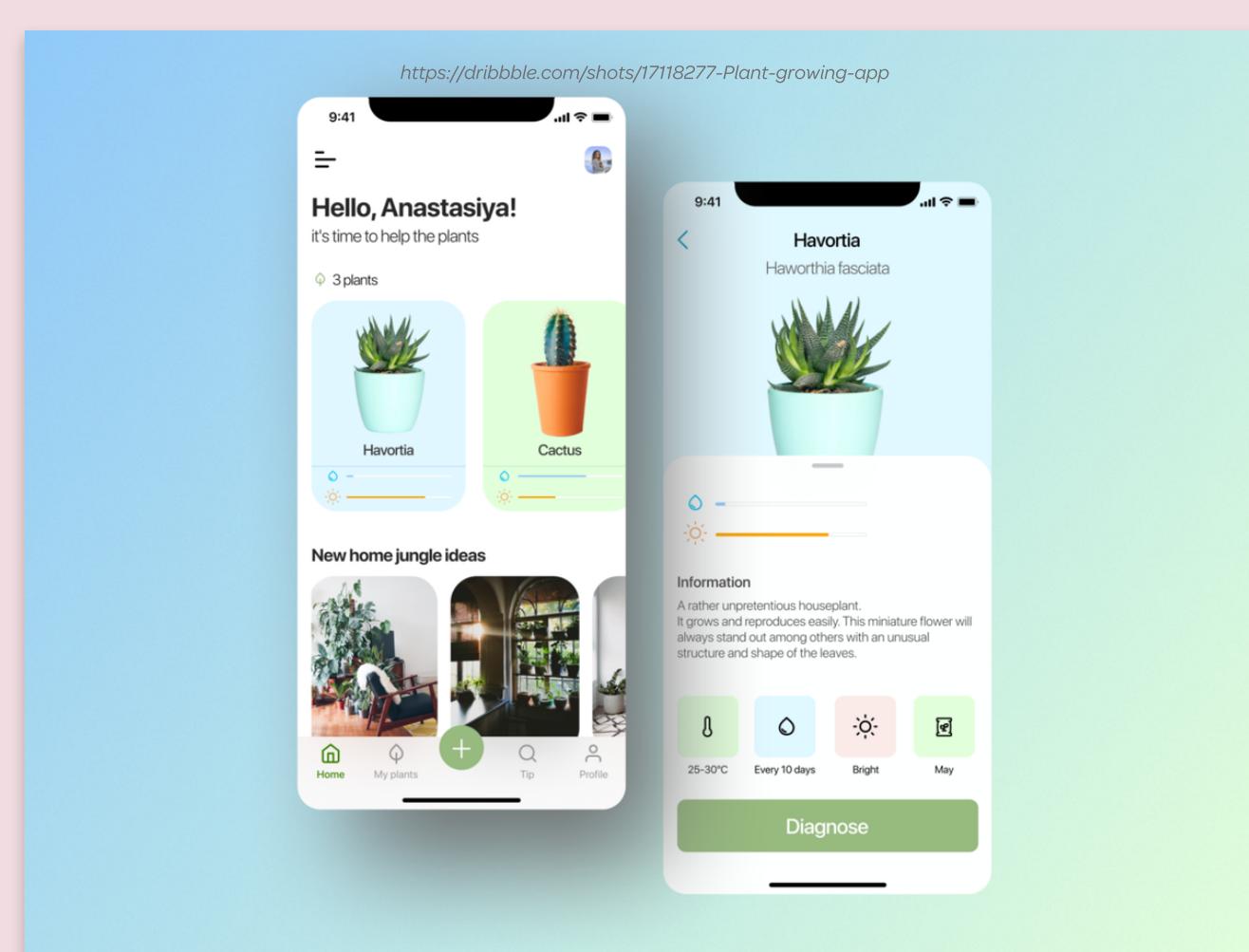
Homescreen indeling + screen van single plant



Het categoriseren van items + popup voor extra info



Clean design door het gebruik van vlakken en veel witruimte



Clean design + Indeling dock + kleuren voor categorie

# Job stories

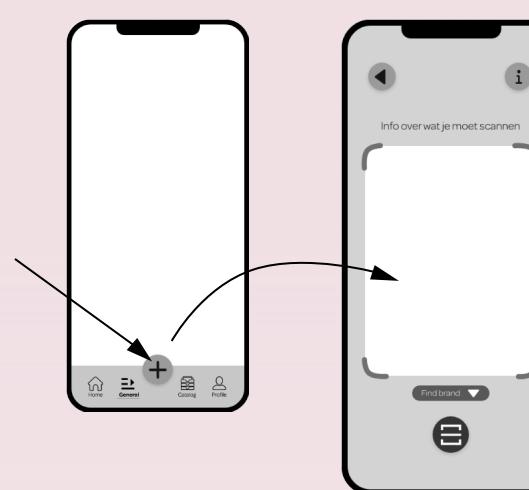
In welke mogelijke situaties kan de gebruiker zich bevinden?

When I want a new color to wear, I want to be able to go to my app so I can find a suiting color.

Here you can choose from different selections of colors from your own catalog (the colors, registered in the app, that you own personally). Then there will be a color picked for you if you can't decide which color to wear

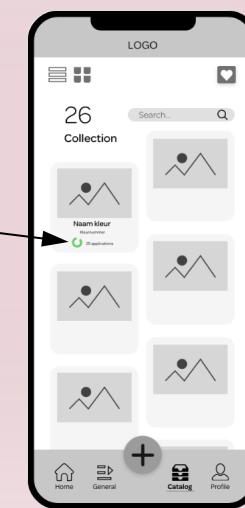


When I have bought a new color nail polish, I want to be able to go to my app so I can add the color to my collection



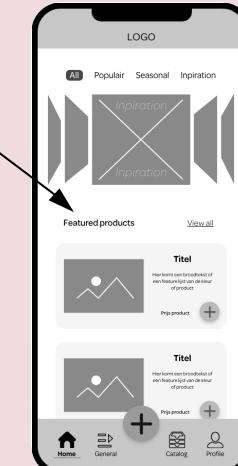
When I open the app, I want to see how much is left in the bottle, so I can see if I can use the color again or that I have to buy a new one.

Here's a quick visual view of how much is left in the bottle. Next to the pictogram can you see an expectation of how many times you can use the color.



When I want to buy a new color, I want the app to show me which color I may like, so i can buy the color

Here you see some featured colors. If you want to see more you can press on 'see all'.



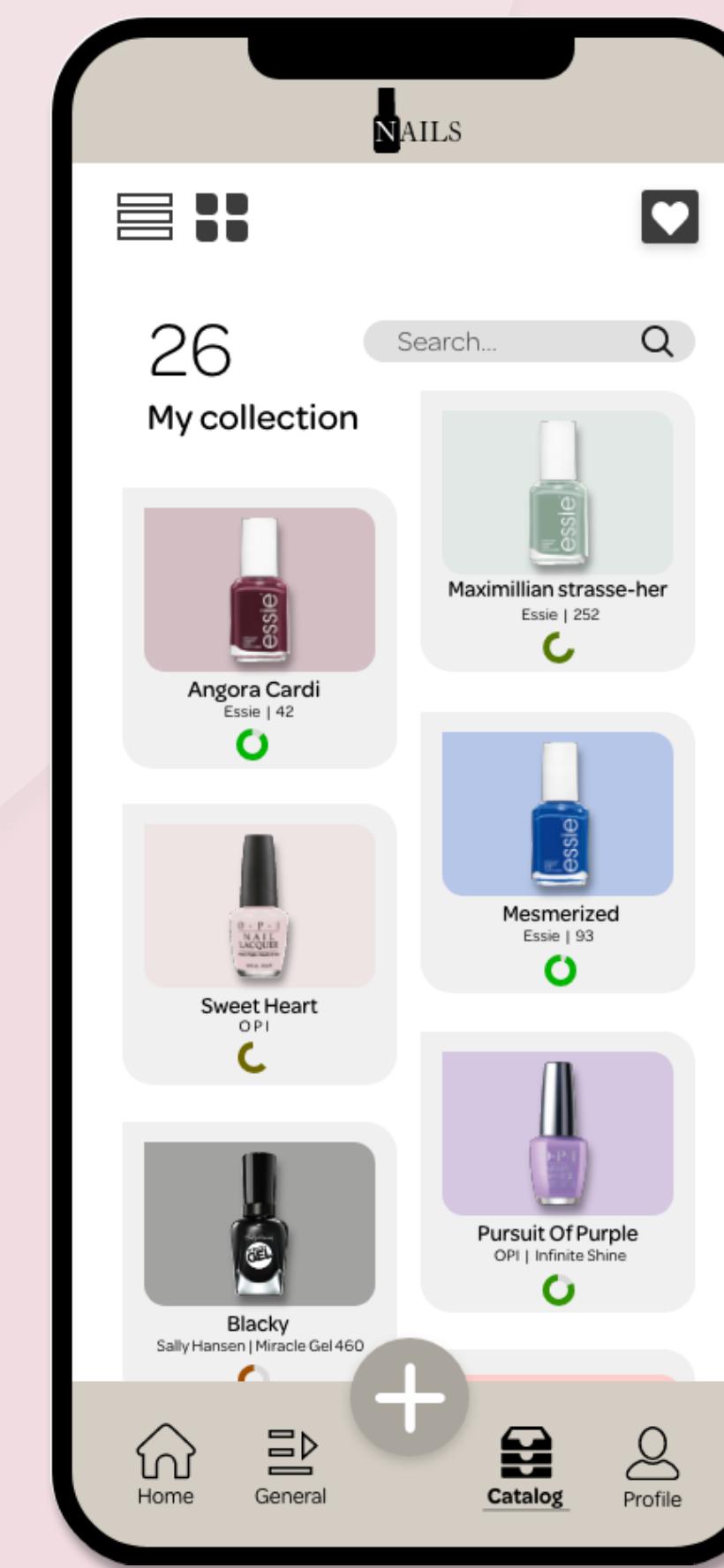
# User requirements

In welke mogelijke situaties kan de gebruiker zich bevinden?

The user should be able to keep track of their colors of nail polish on an easy way

The user should be able to be picked a color again if the user don't like the color

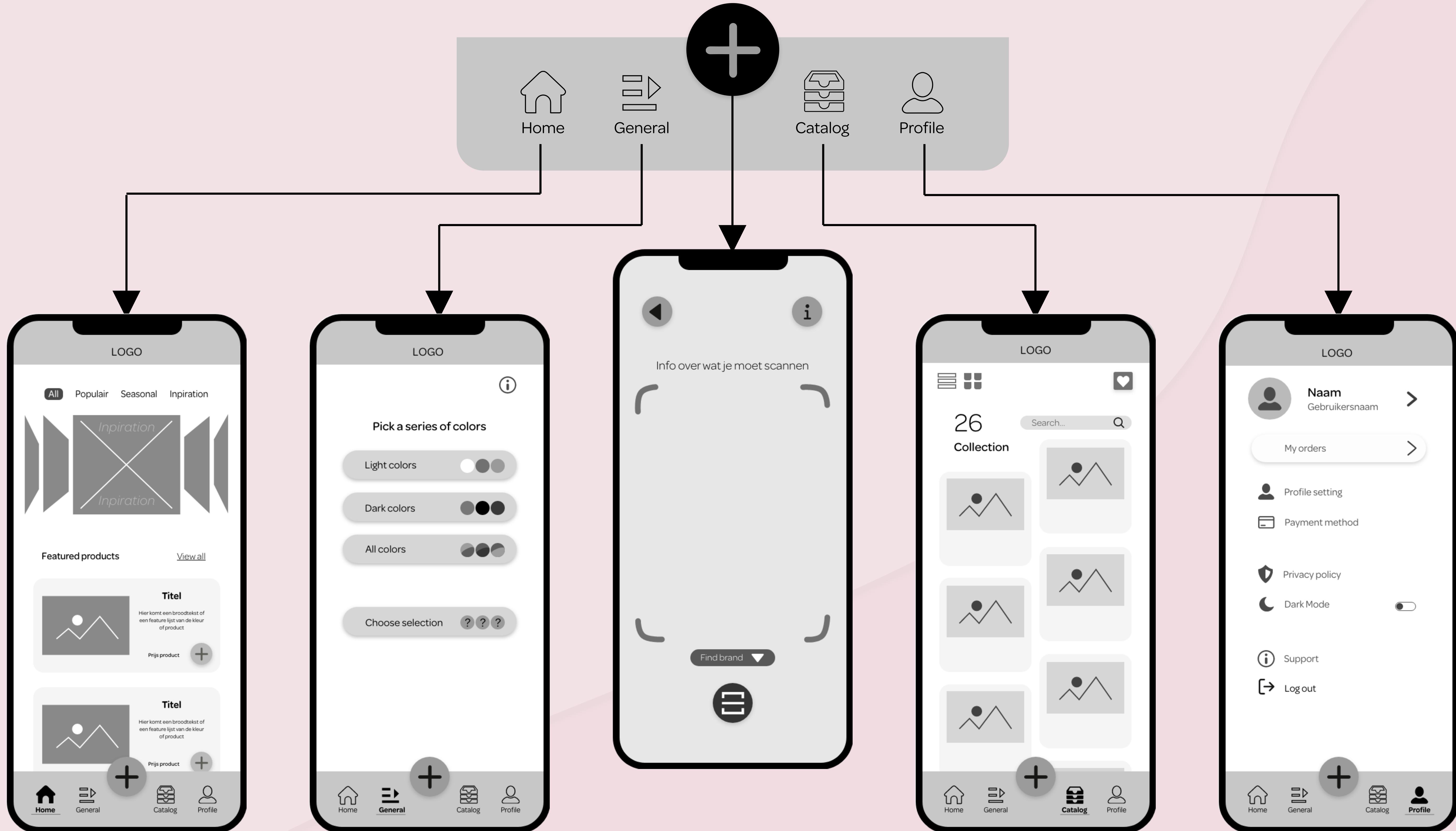
The user should be able to select the colors they want to be picked from, if the user can't decide which color to wear



The user should be able to buy different color in the app or on desktop if they want to

# Wire flow

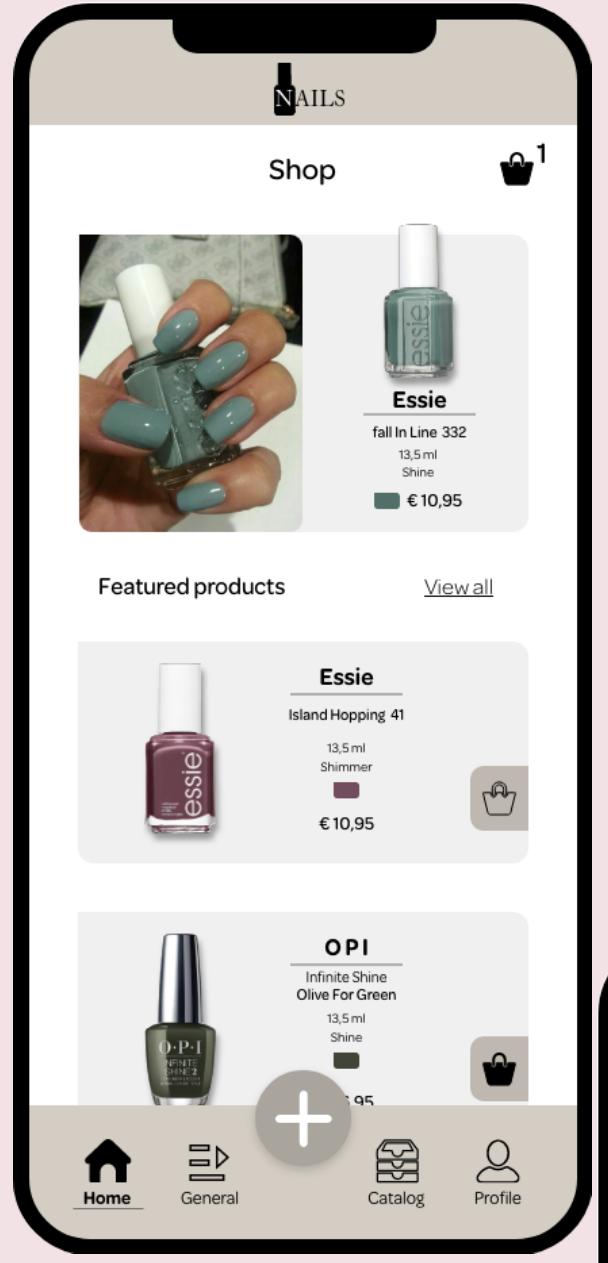
Wat zijn de hoofdschermen waar je een wireframe van kan maken?



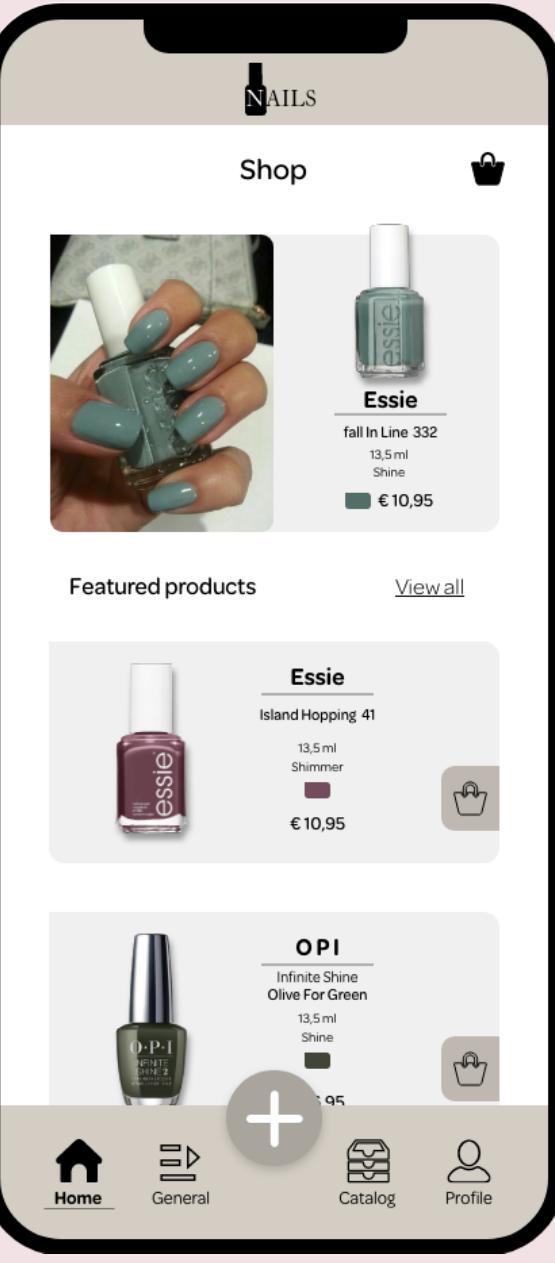
# Screen Designs | Mobile

De schermen van de mobile/tablet (mini) versie

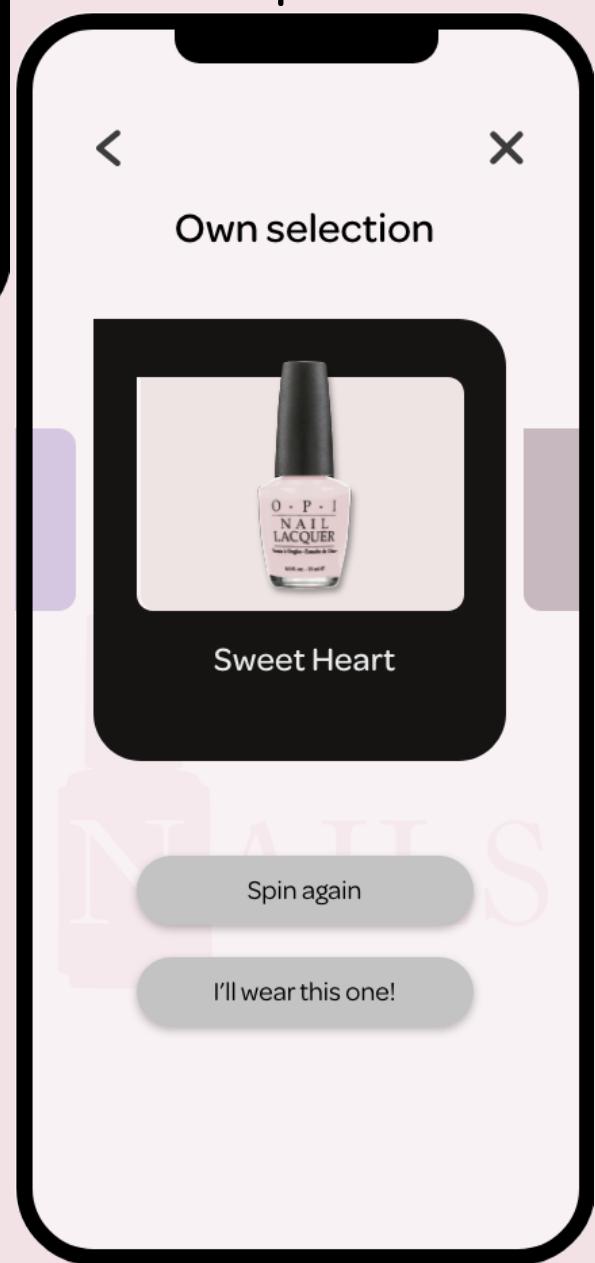
Home screen



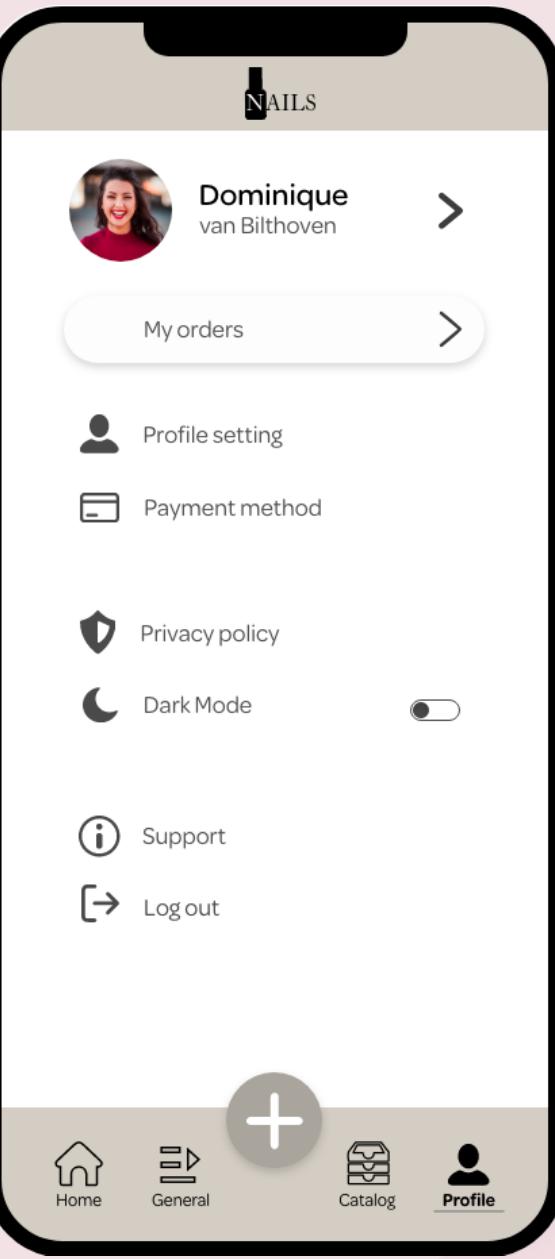
Home screen | Empty State



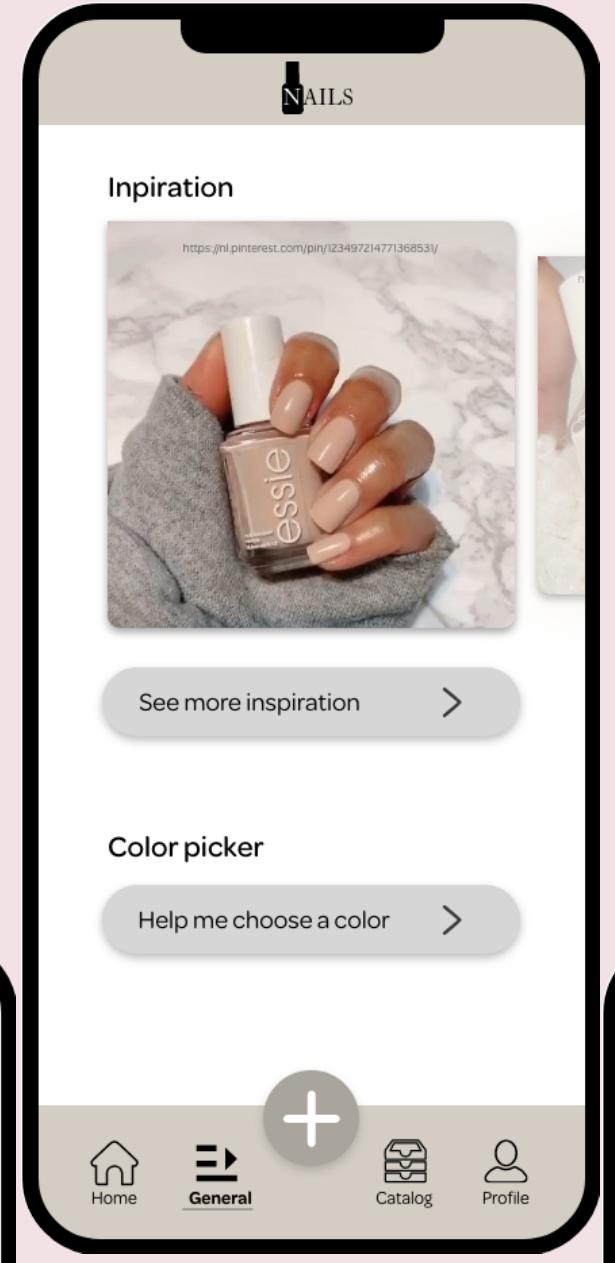
General |  
Color generator,  
Own selection  
spin



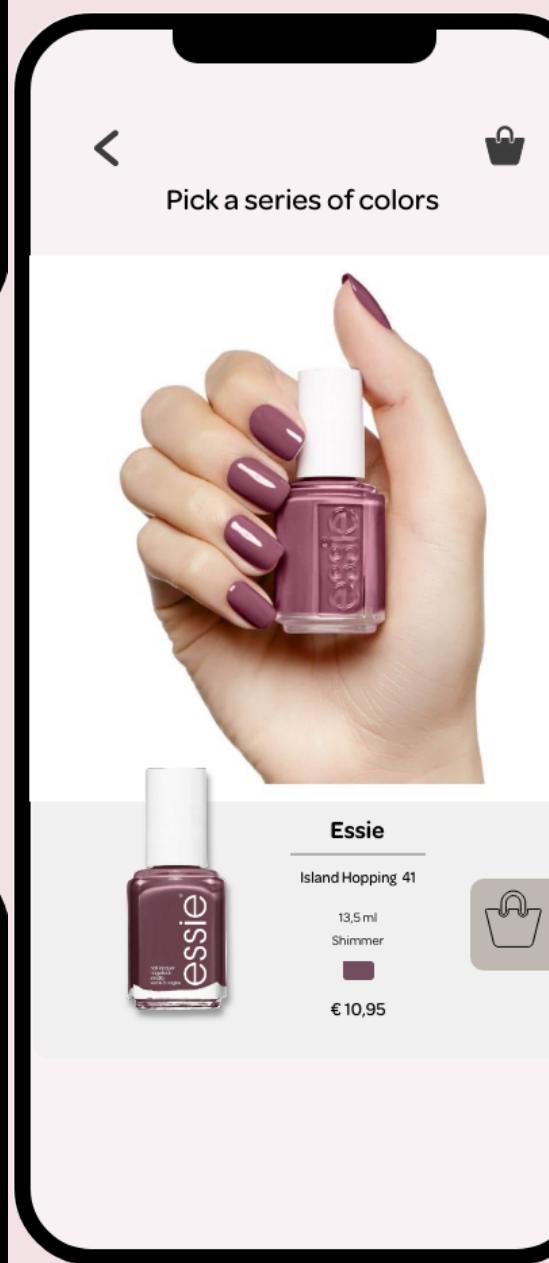
Profile screen



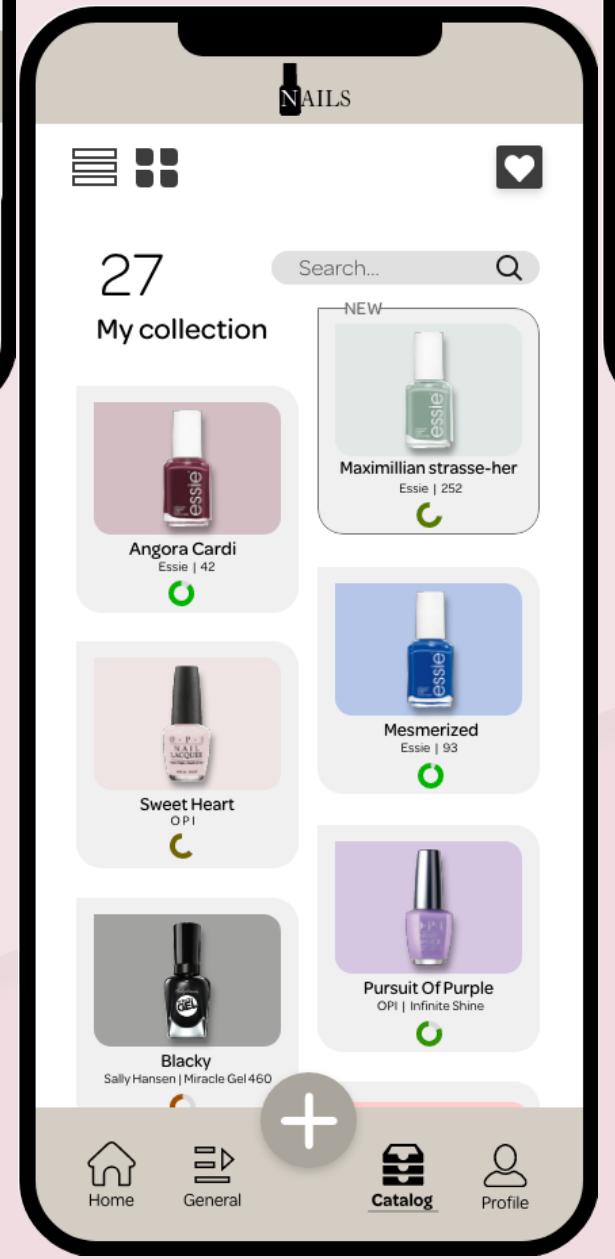
General screen



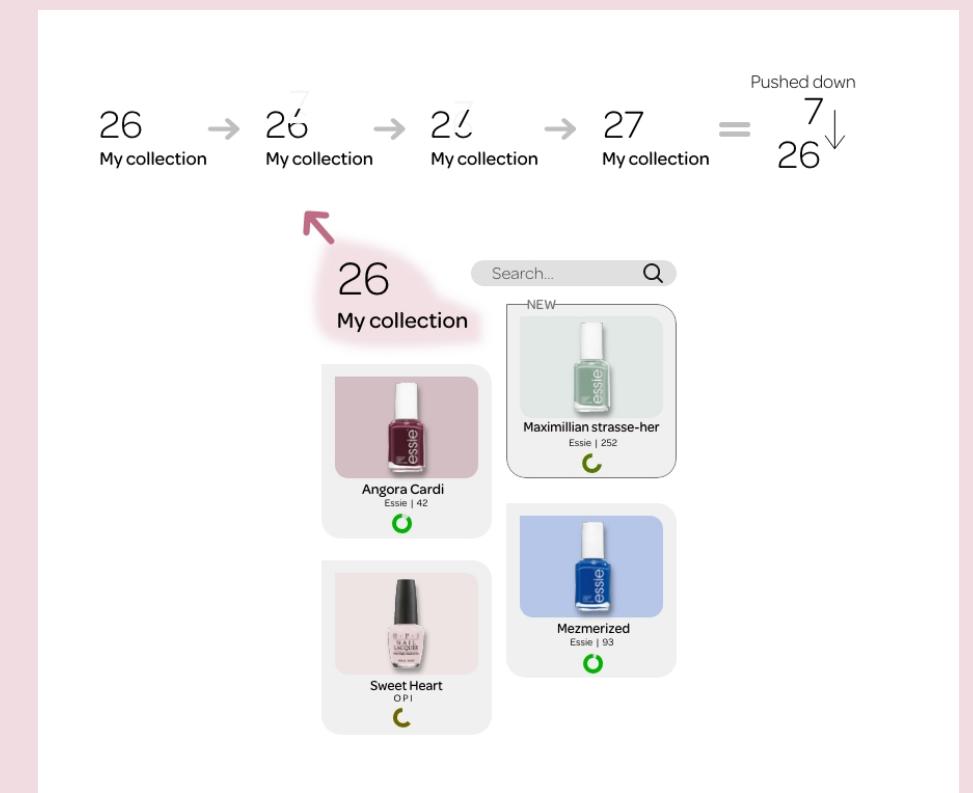
Shop | Product,  
Partial state



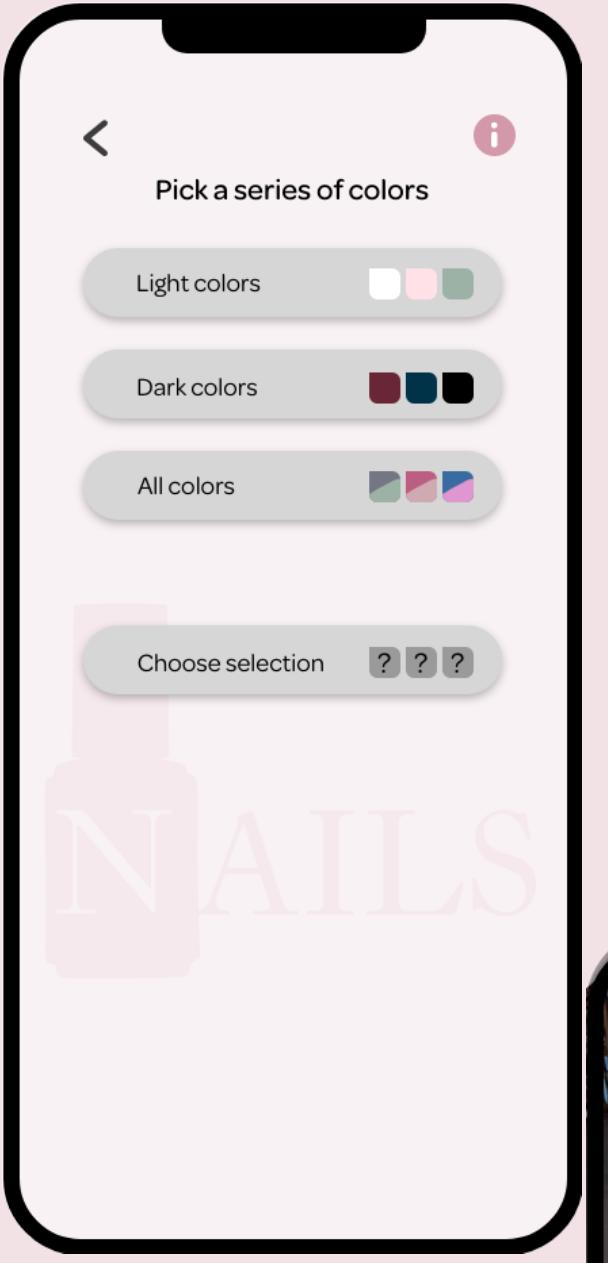
Catalog |  
New added



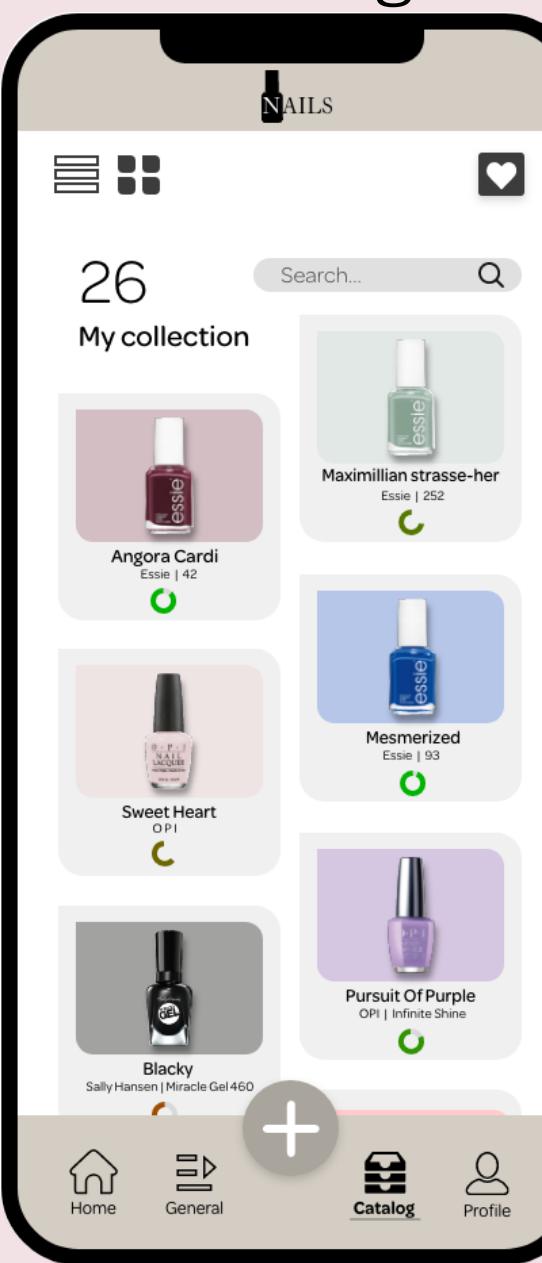
Catalog add |  
Micro interaction



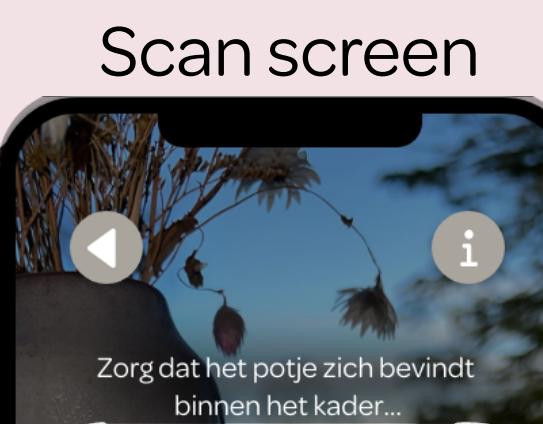
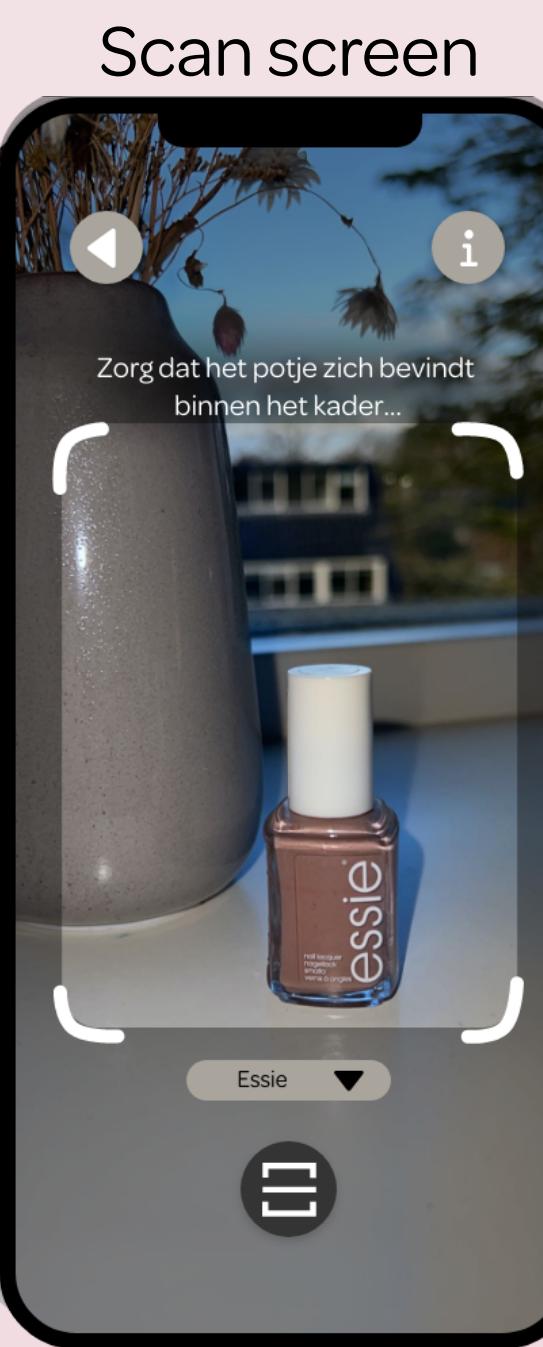
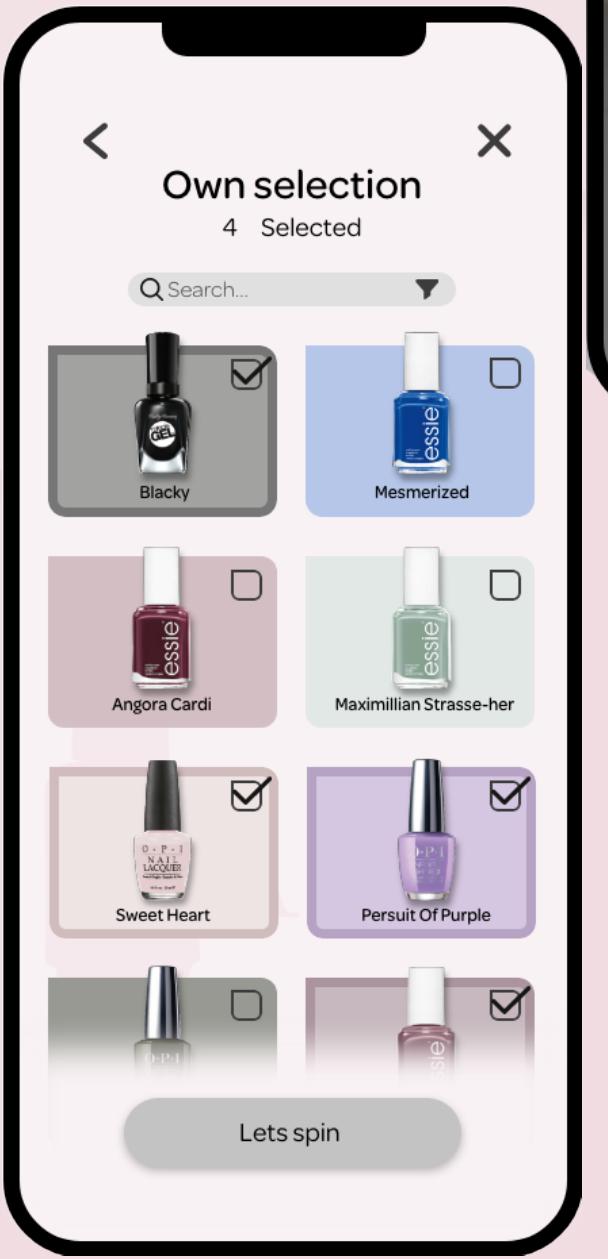
General | Color generator



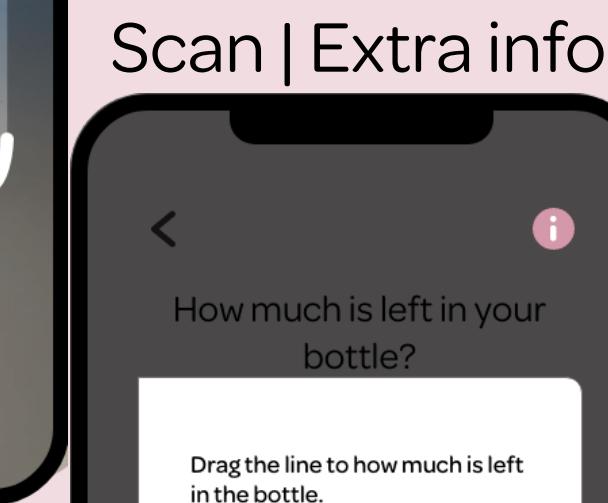
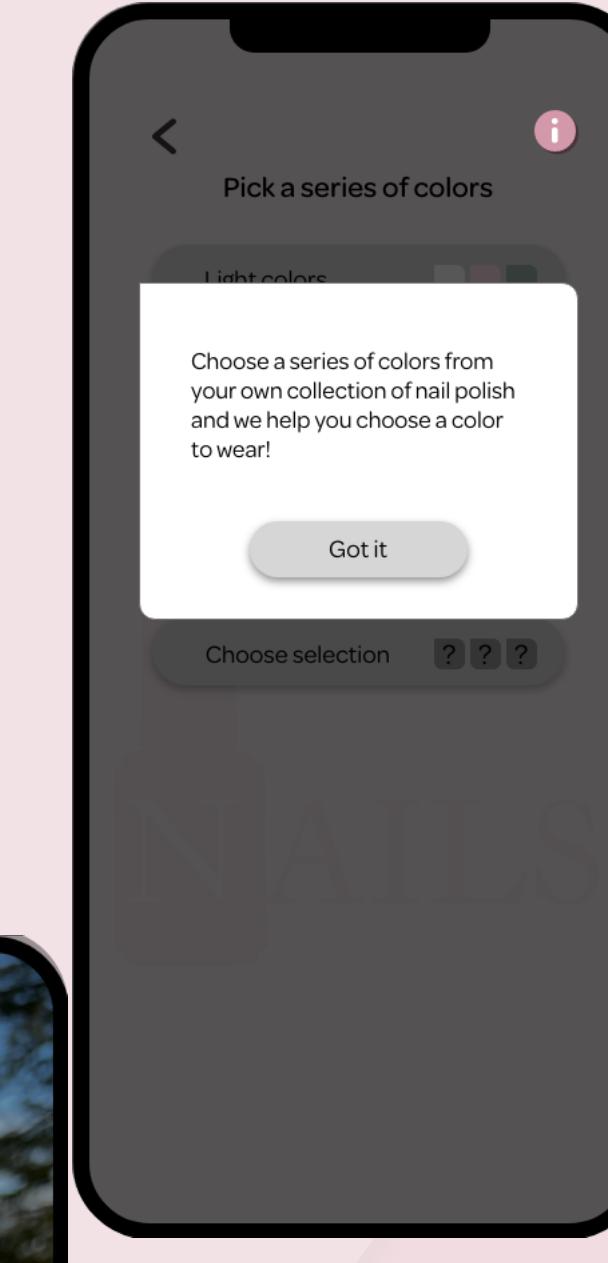
Catalog



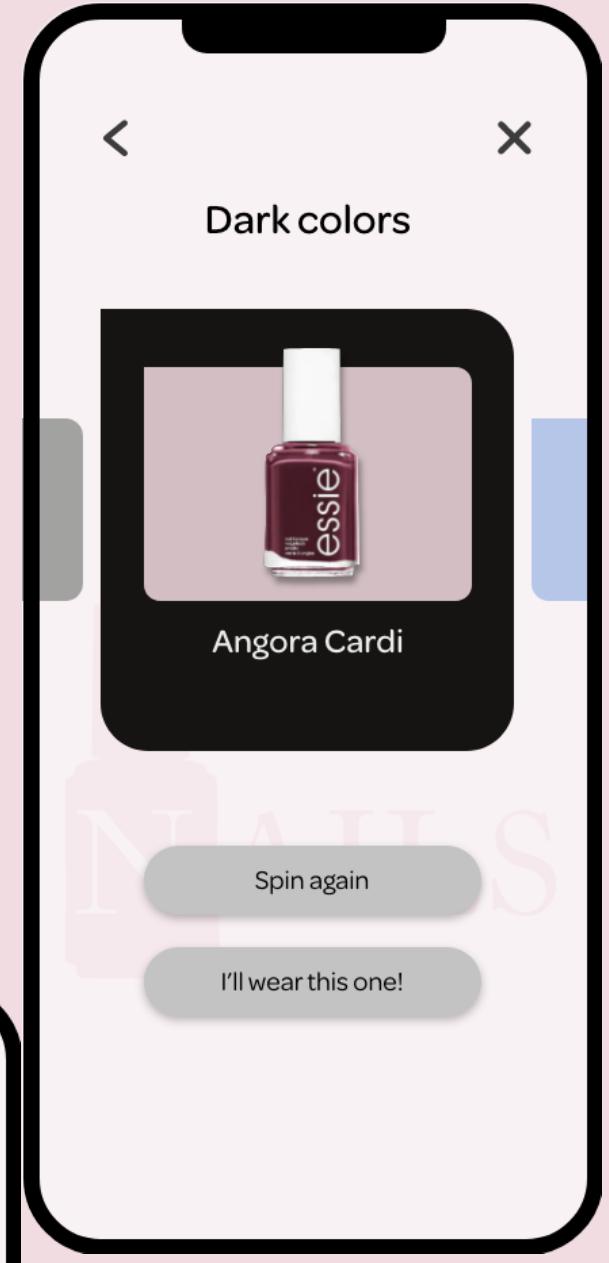
General |  
Color generator,  
Own selection



General | Extra info



General | Color generator,  
Dark colors

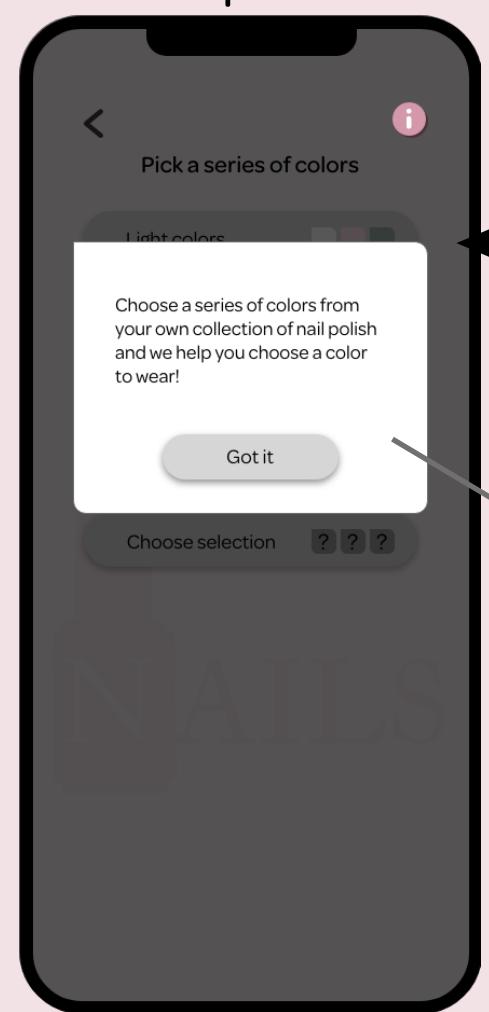


Scan | Volume

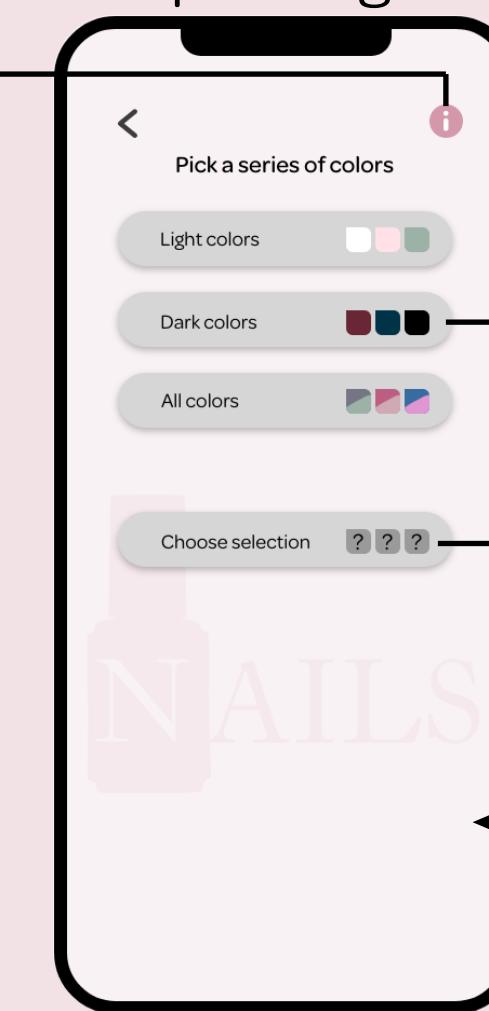


# Screen flow | Mobile

General | Extra info



General | Color generator

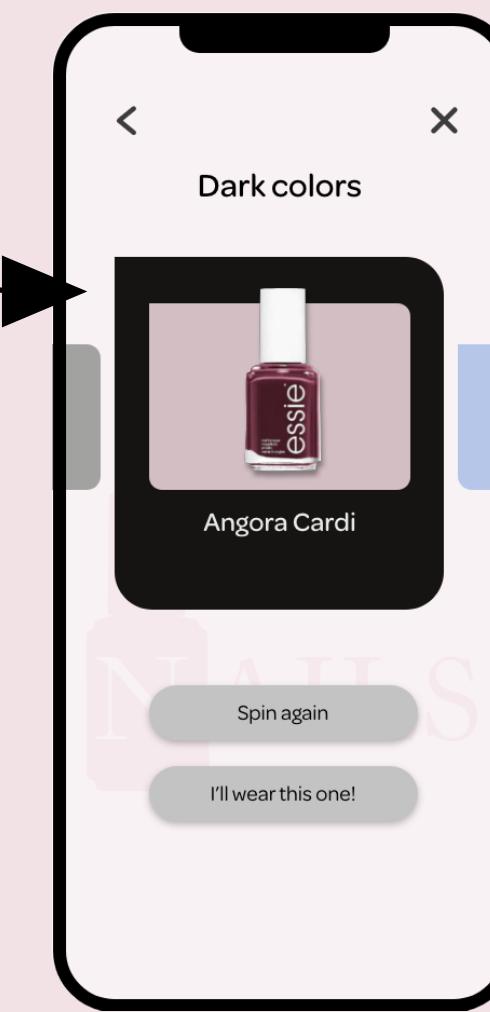


Here you get some extra information in case if it was not clear enough

De flow van de mobile/tablet (mini) designs

General | Color generator,

Dark colors



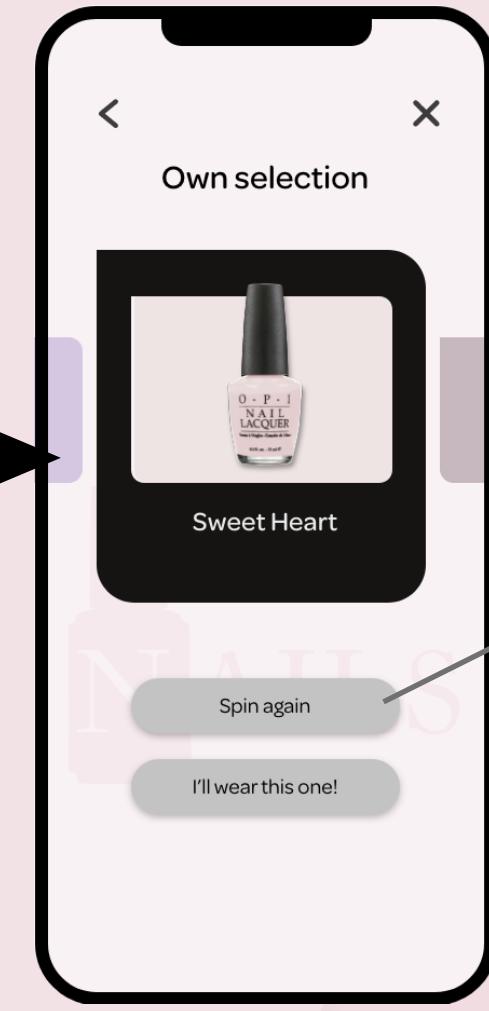
General | Color generator,

Own selection



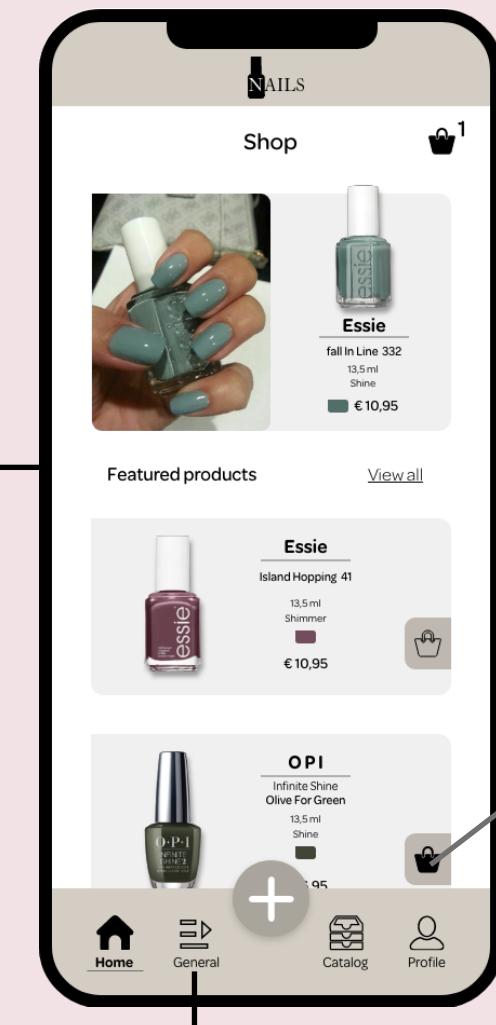
Here you can search for the brand or the color you want to add to the selection

General | Color generator,  
Own selection  
spin



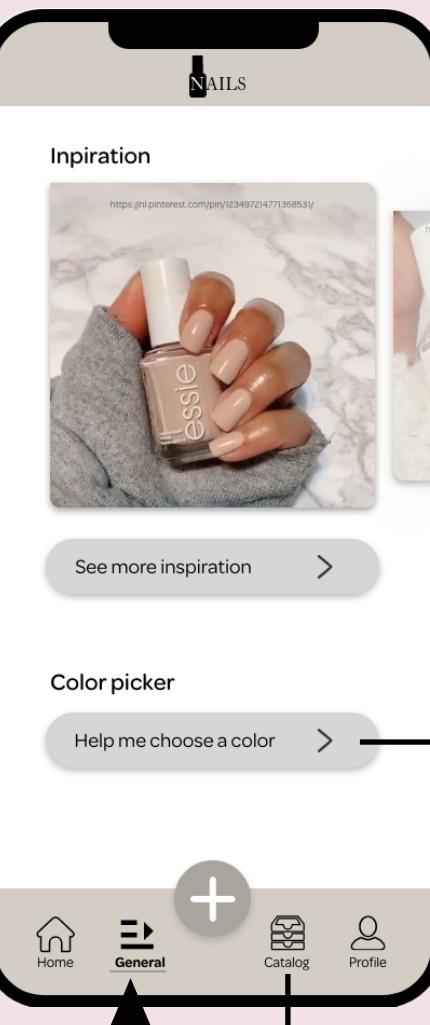
If you don't like the color picked for you, you can spin again to get another color

Home screen



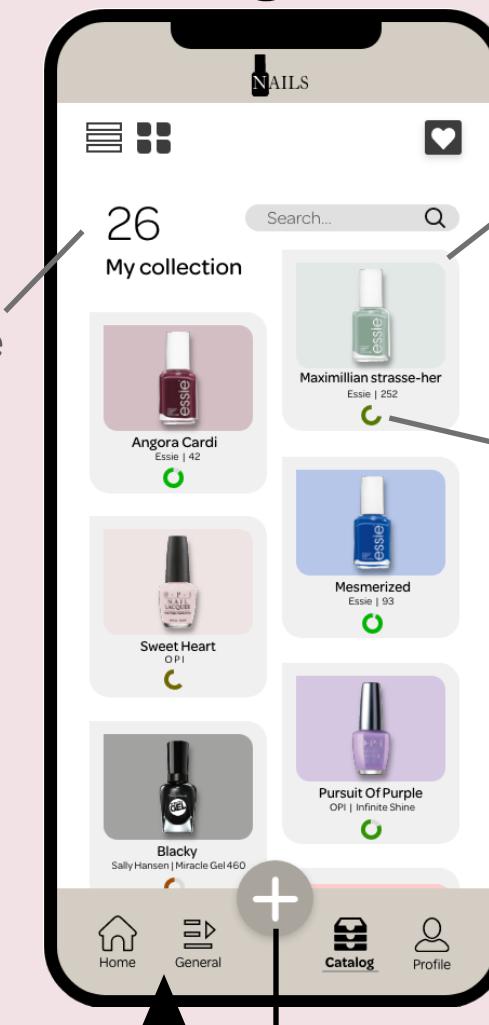
If you add a color to your basket the icon will be filled

General screen



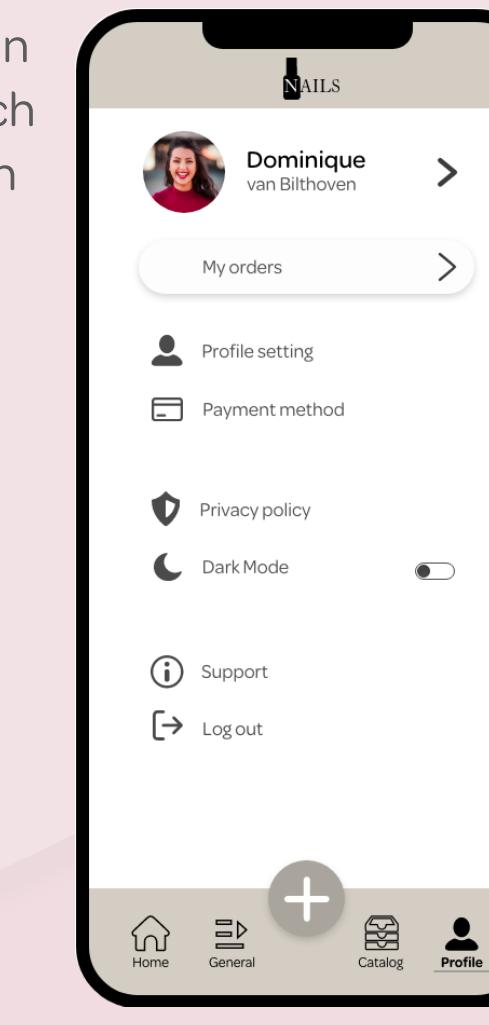
You can use this button/icon to add a product to your basket

Catalog screen



Here you see the amount of colors you have

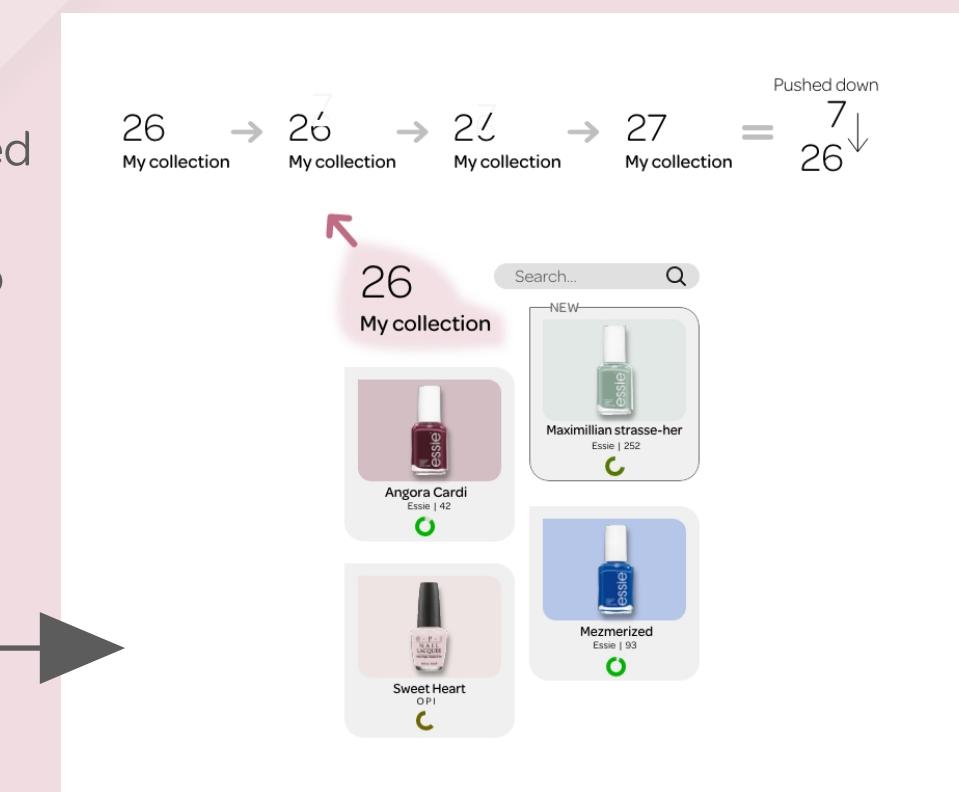
Profile screen



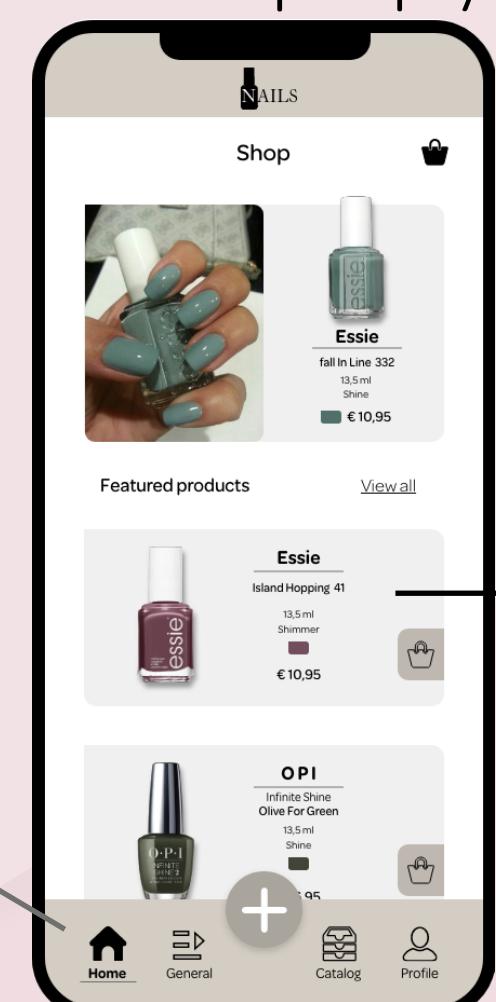
With your catalog you can easily see which colors you own en may use next time

Here you can see how much is left in the bottle

Catalog add | Micro interaction

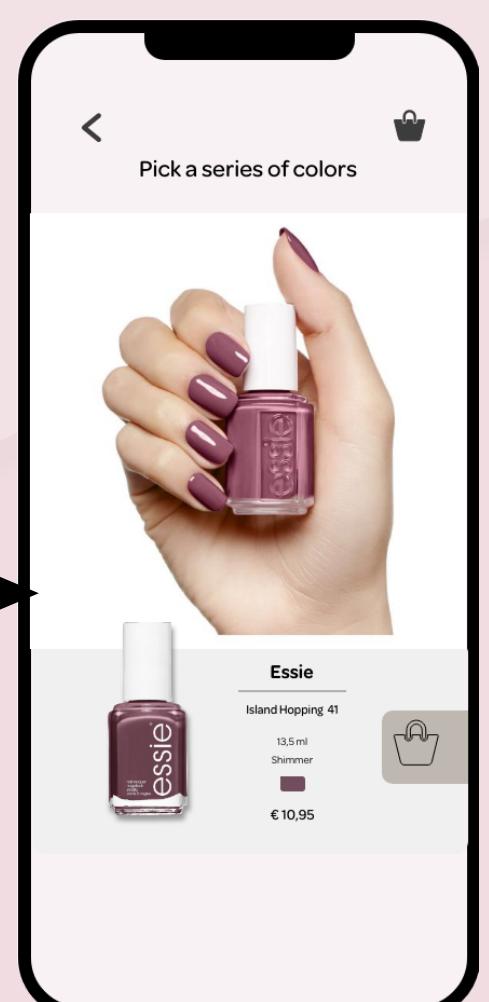


Home screen | Empty State



Ofcourse you can navigate back to previous screen troughout the dock

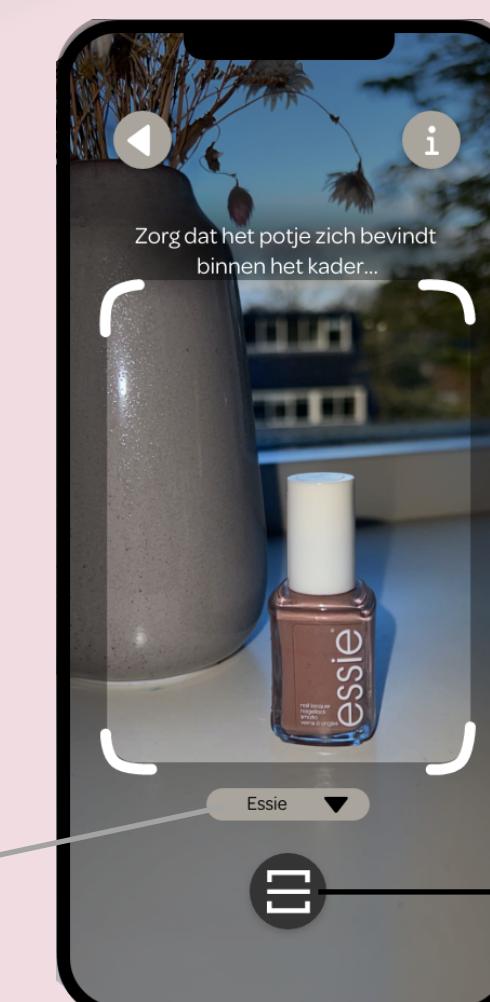
Shop | Product, Partial state



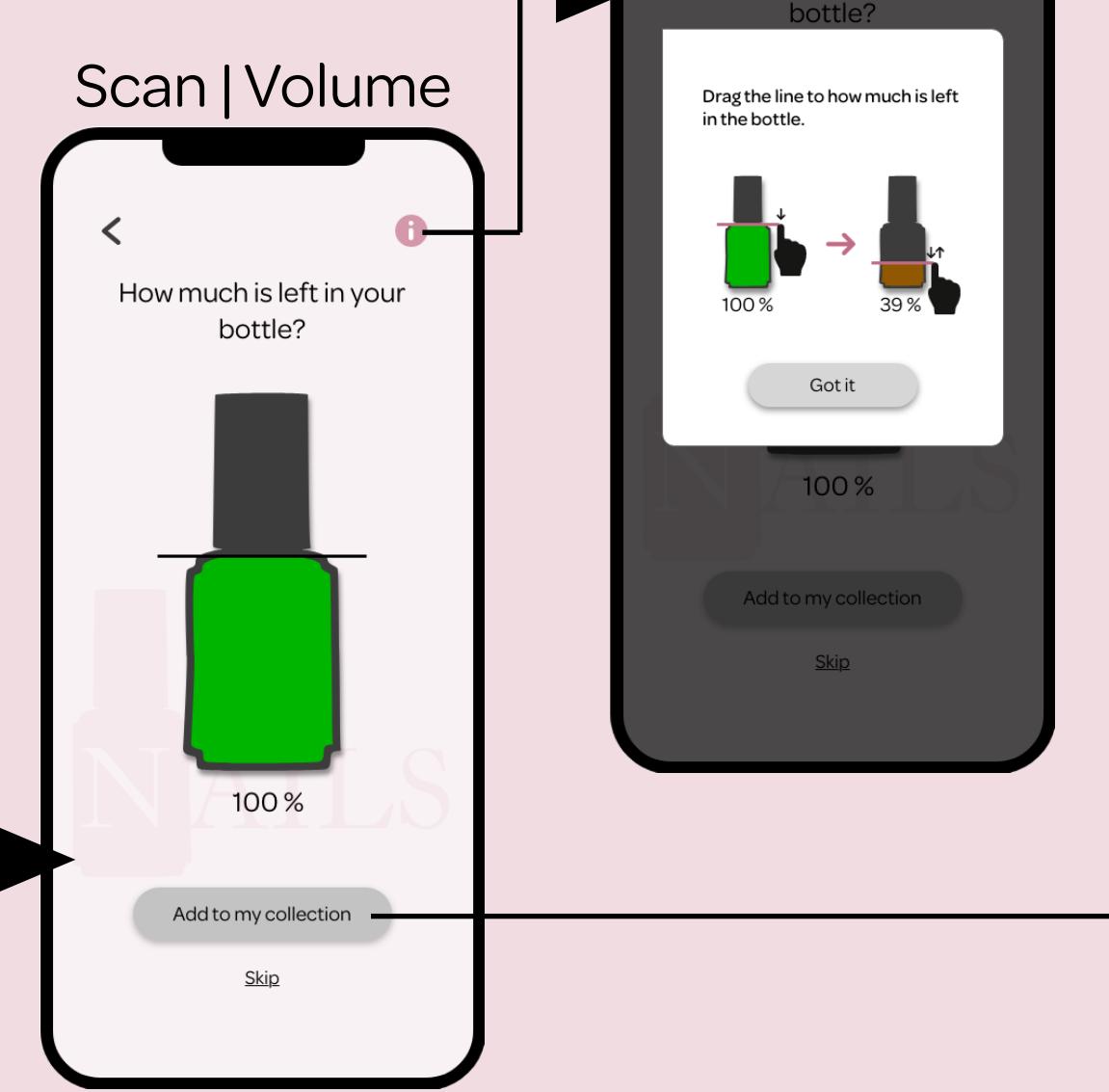
This screen is a partial state, because this screen does not have all the information the user must have

To get the right color you must select the brand you're searching for

Scan screen

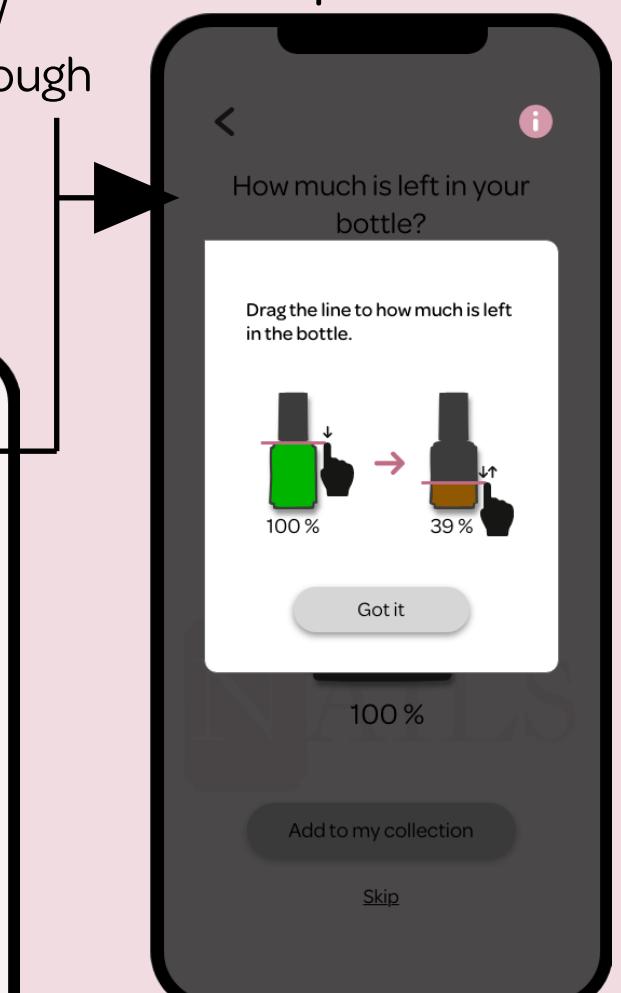


Scan | Volume

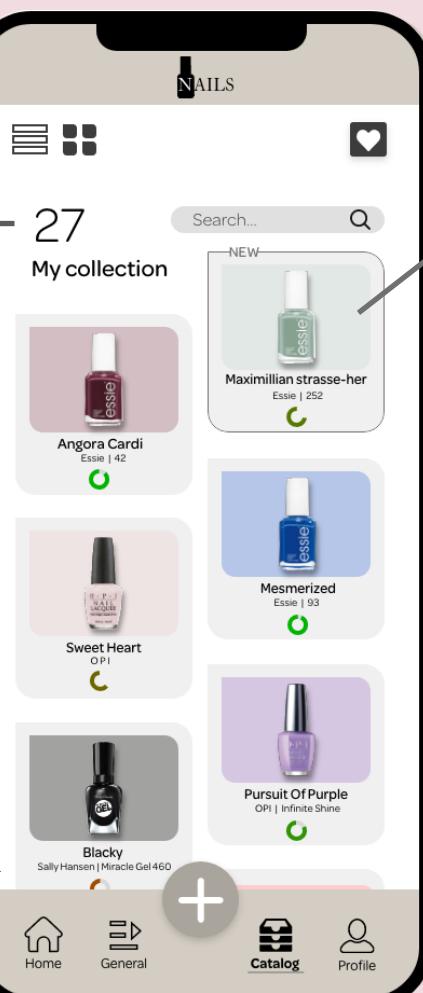


Here you can get the info of how to use/ navigate trough this screen

Scan | Extra info



Catalog | New added

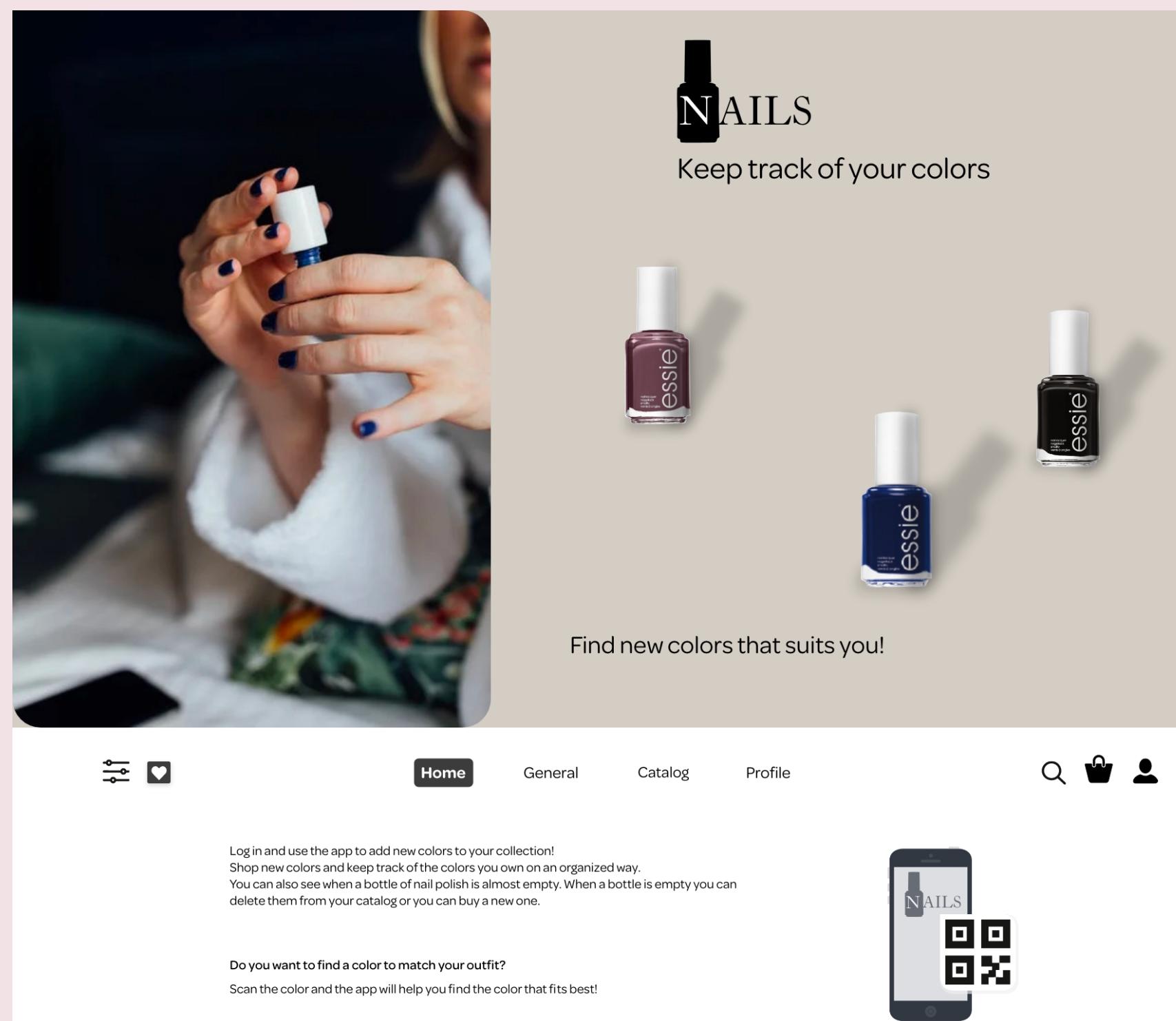


The new color is marked to show the user that something is changed and completed

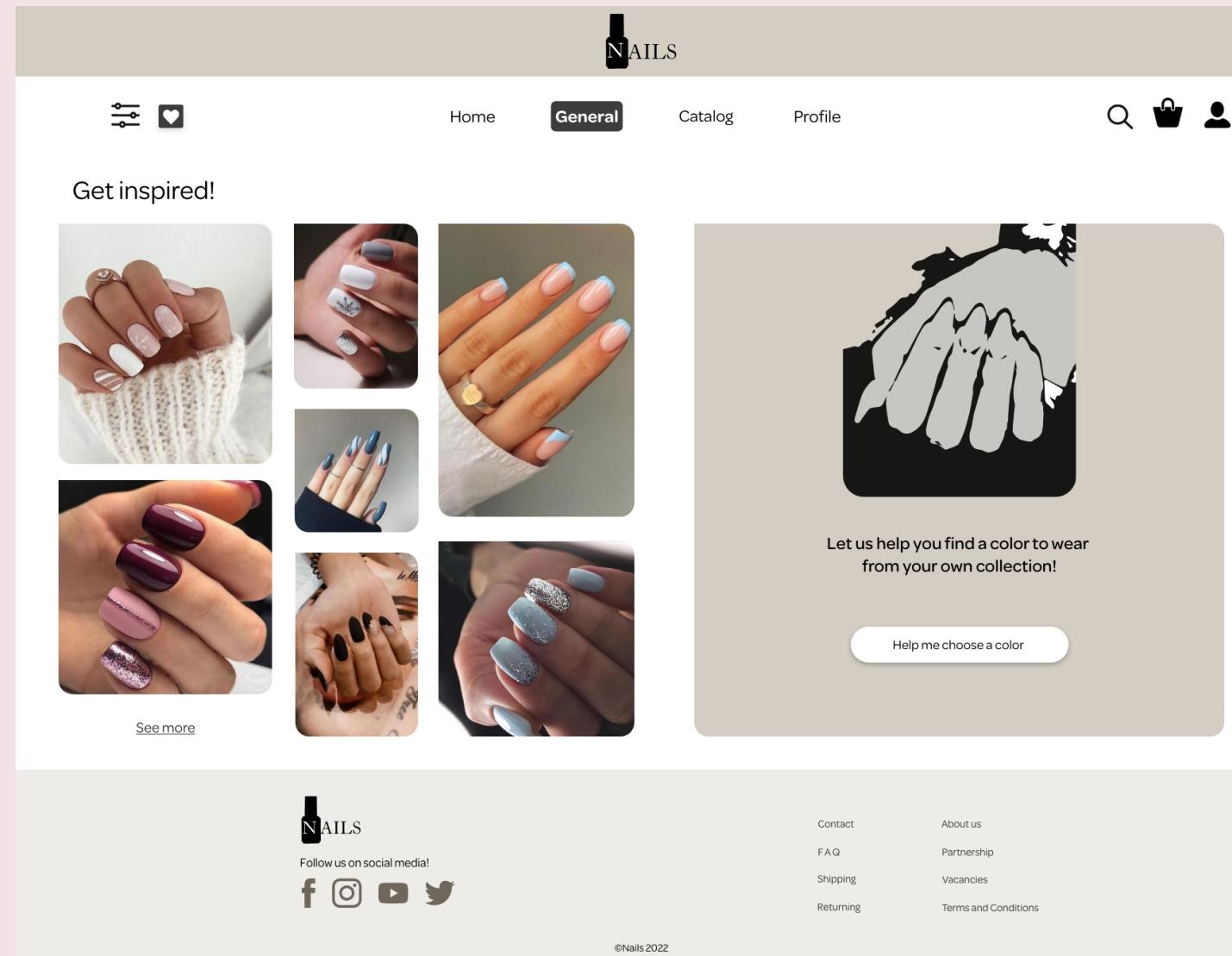
# Screen Designs | Desktop

De schermen van de desktop versie

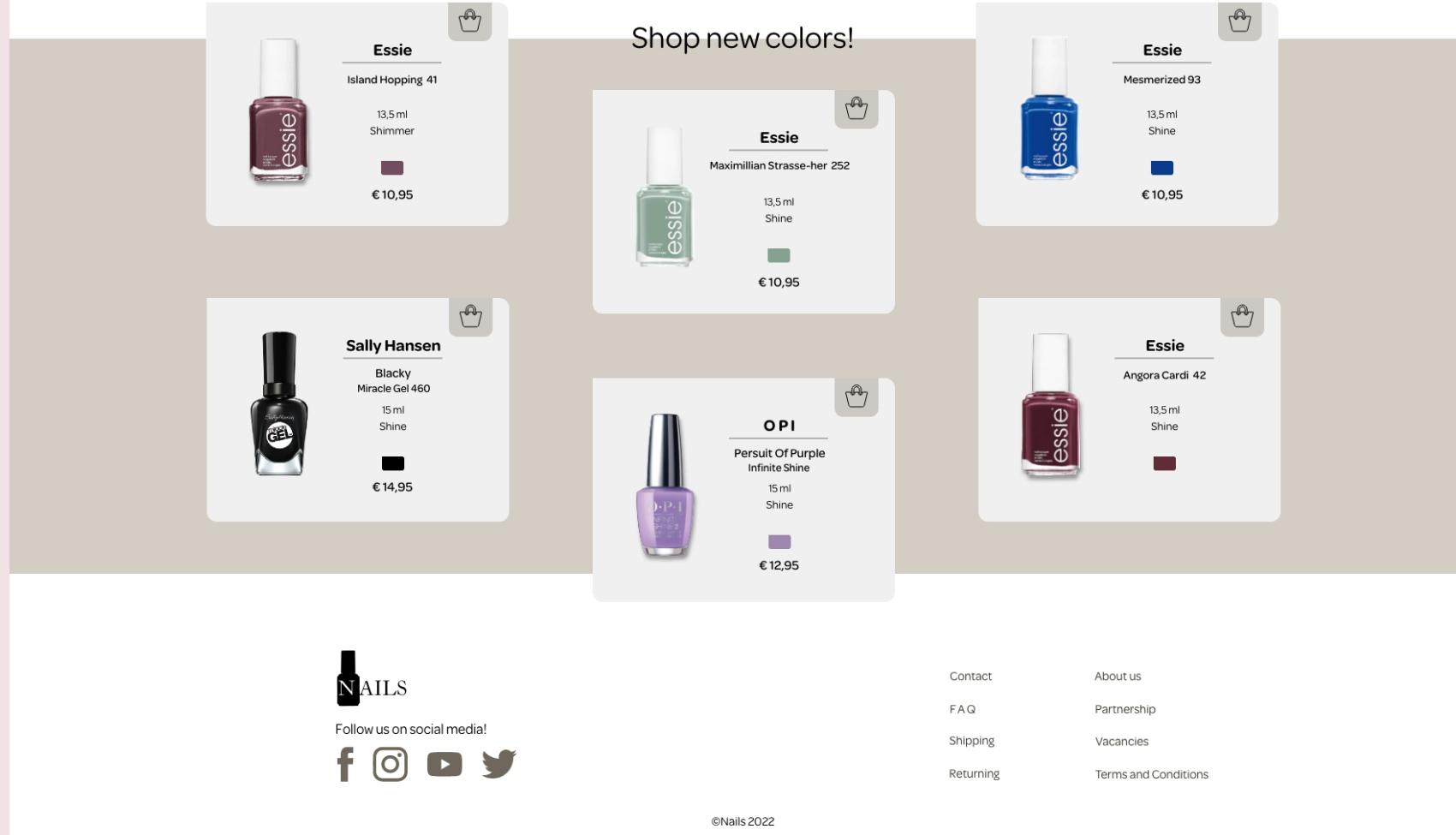
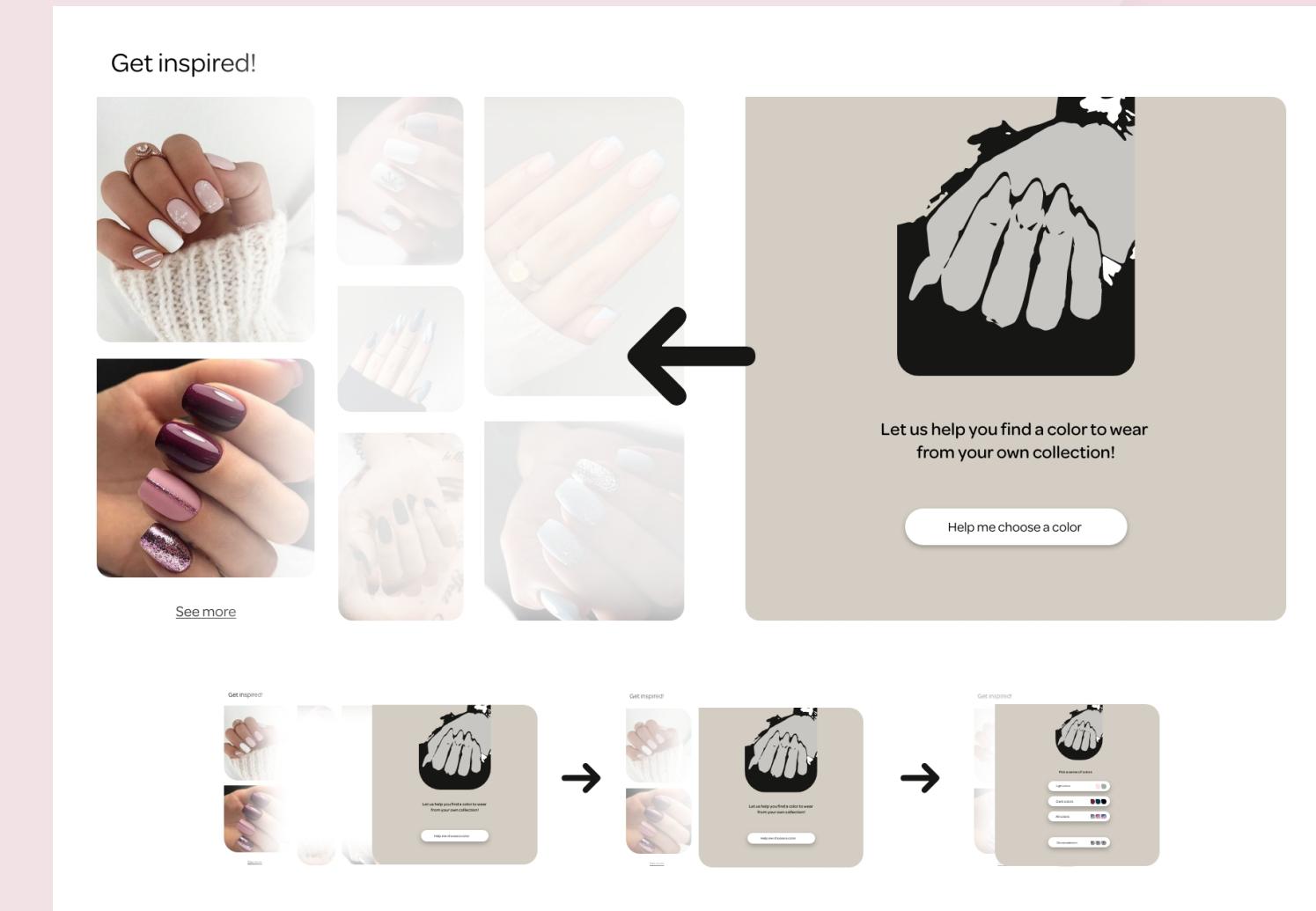
Home screen



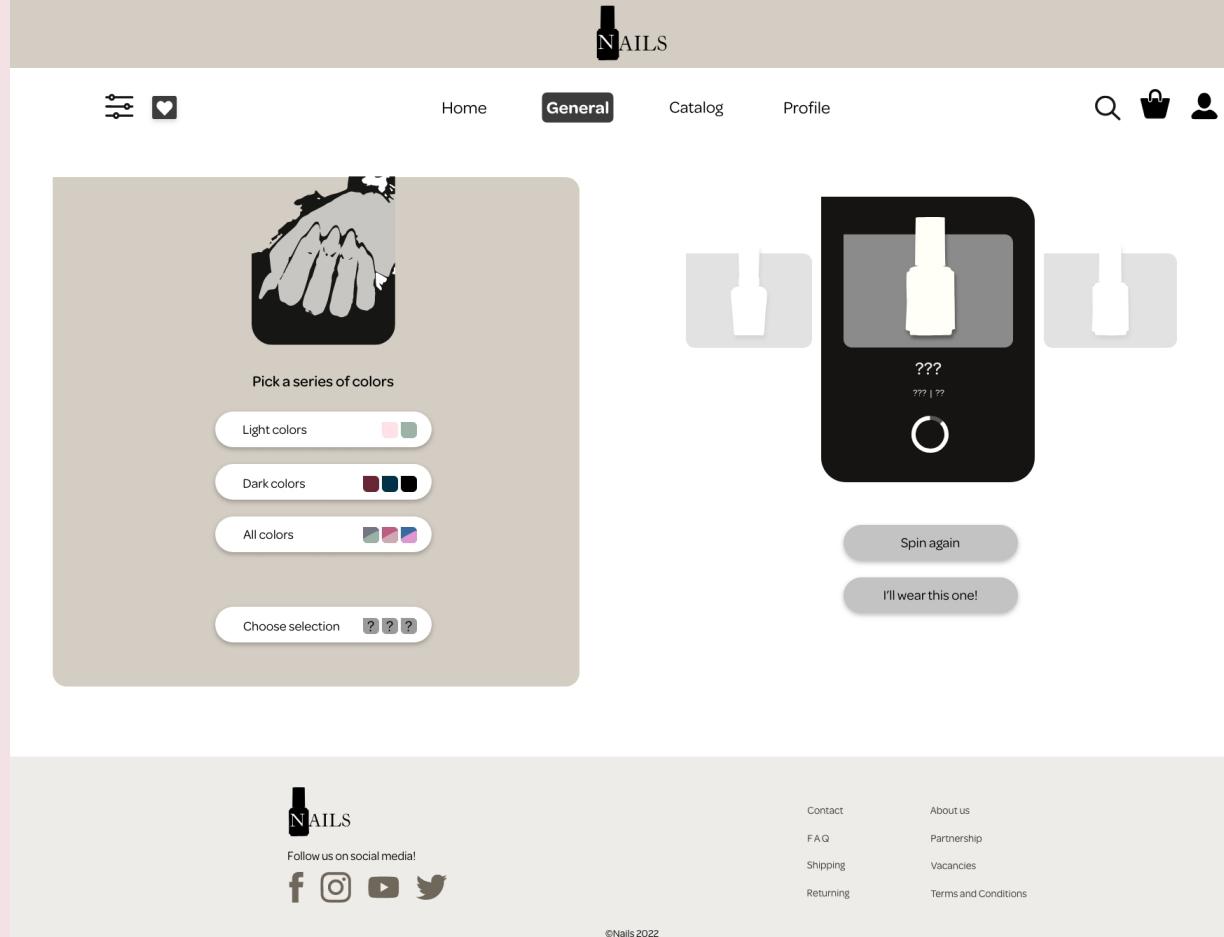
General



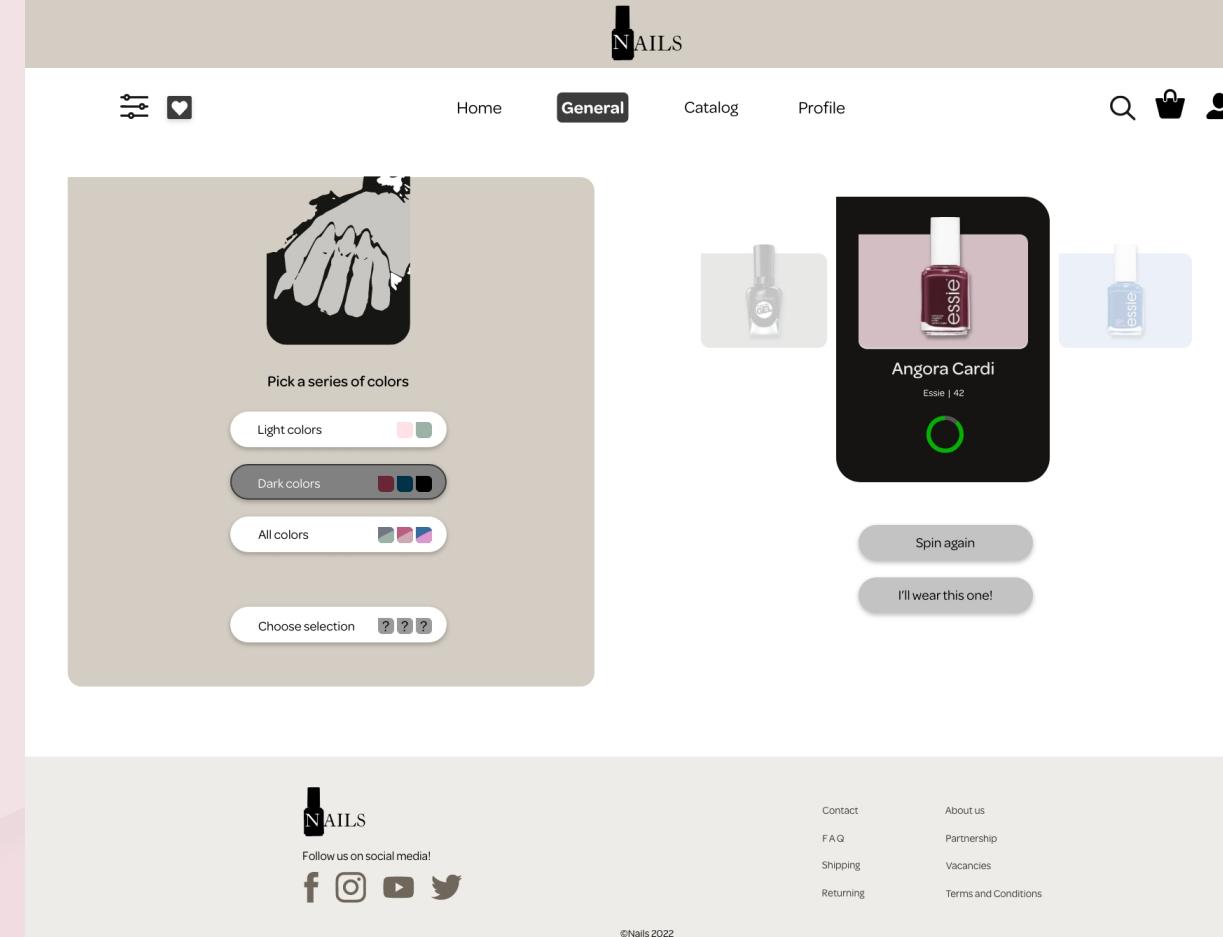
General | Micro interaction



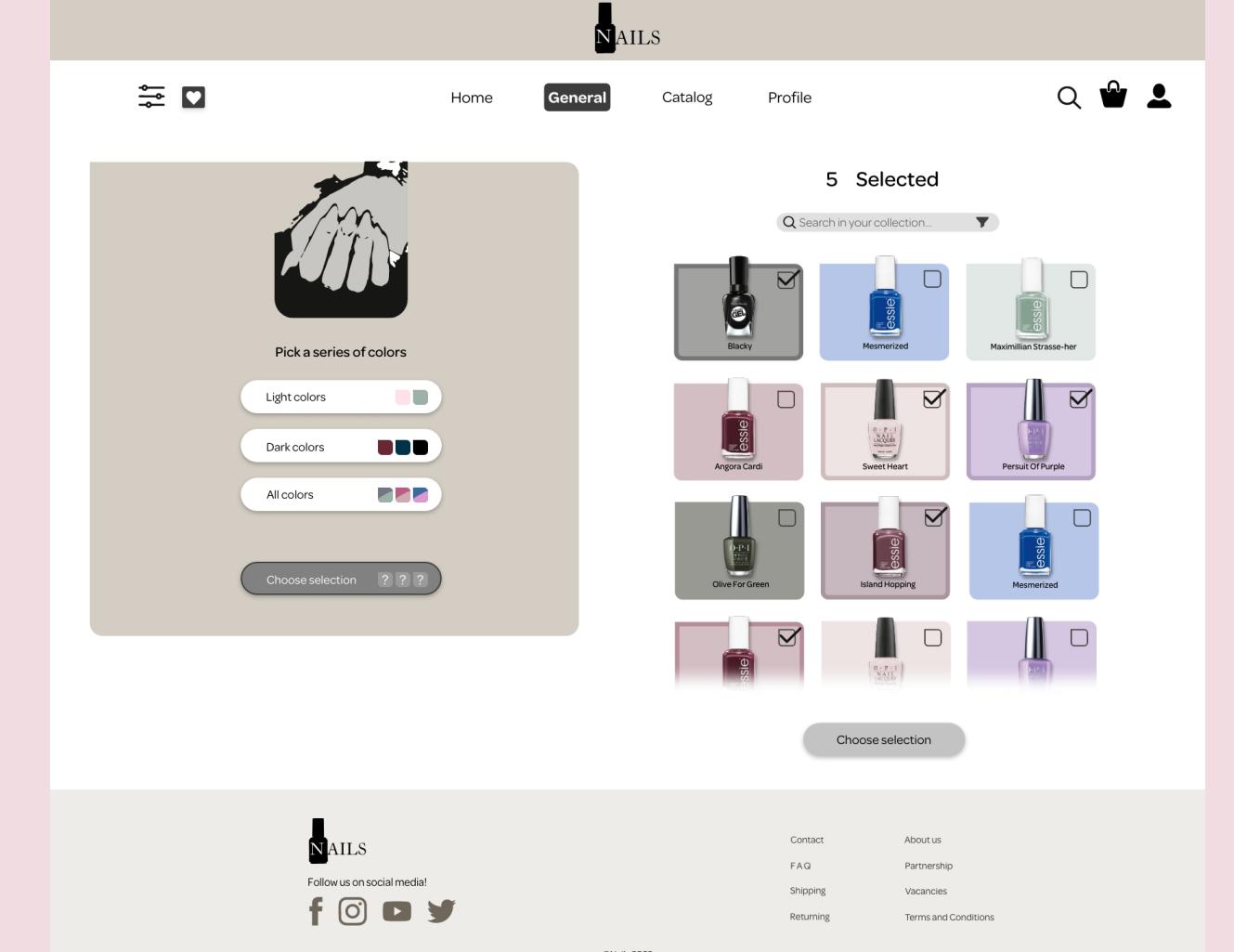
General | Color generator, Empty State



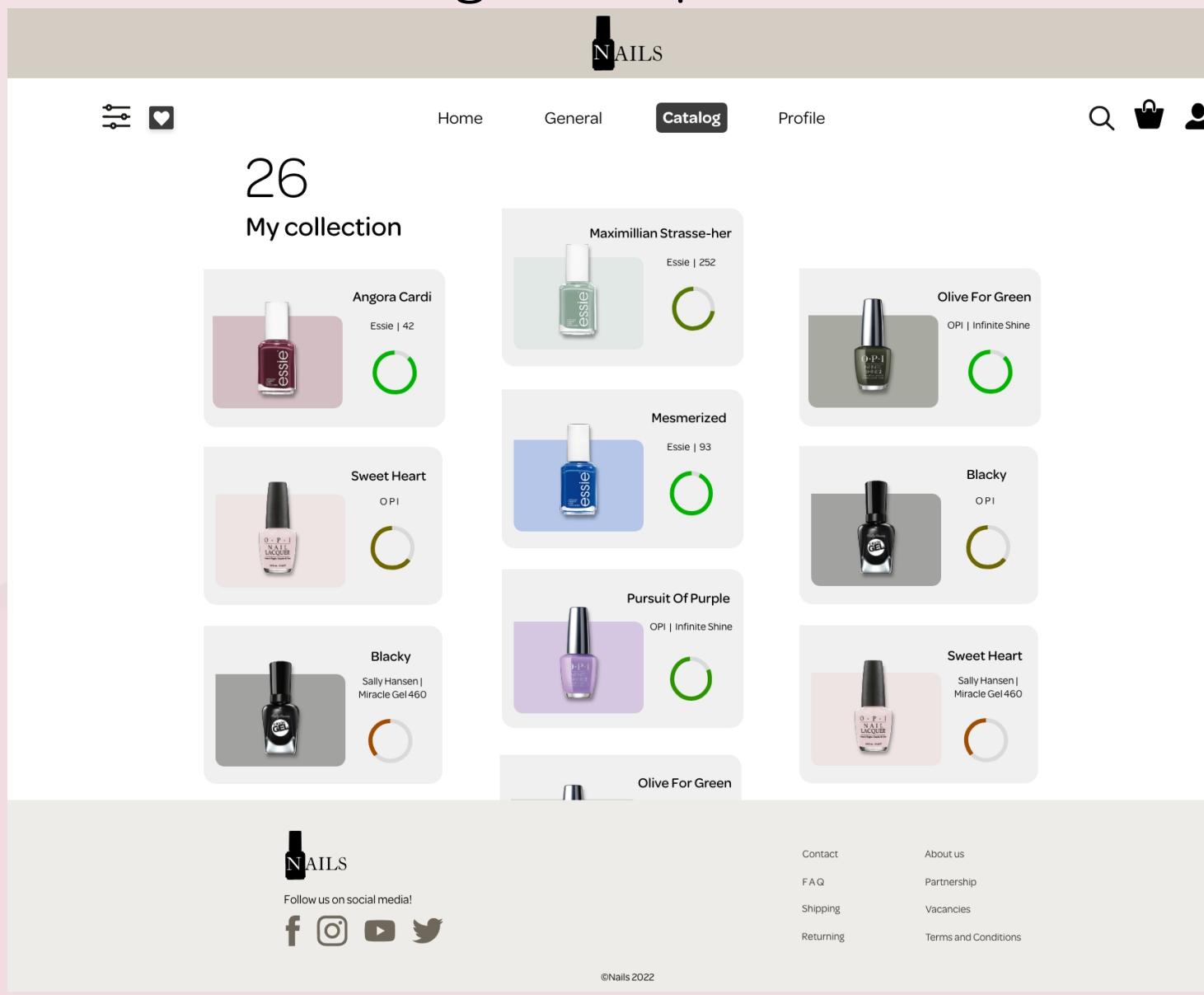
General | Color generator, Dark colors



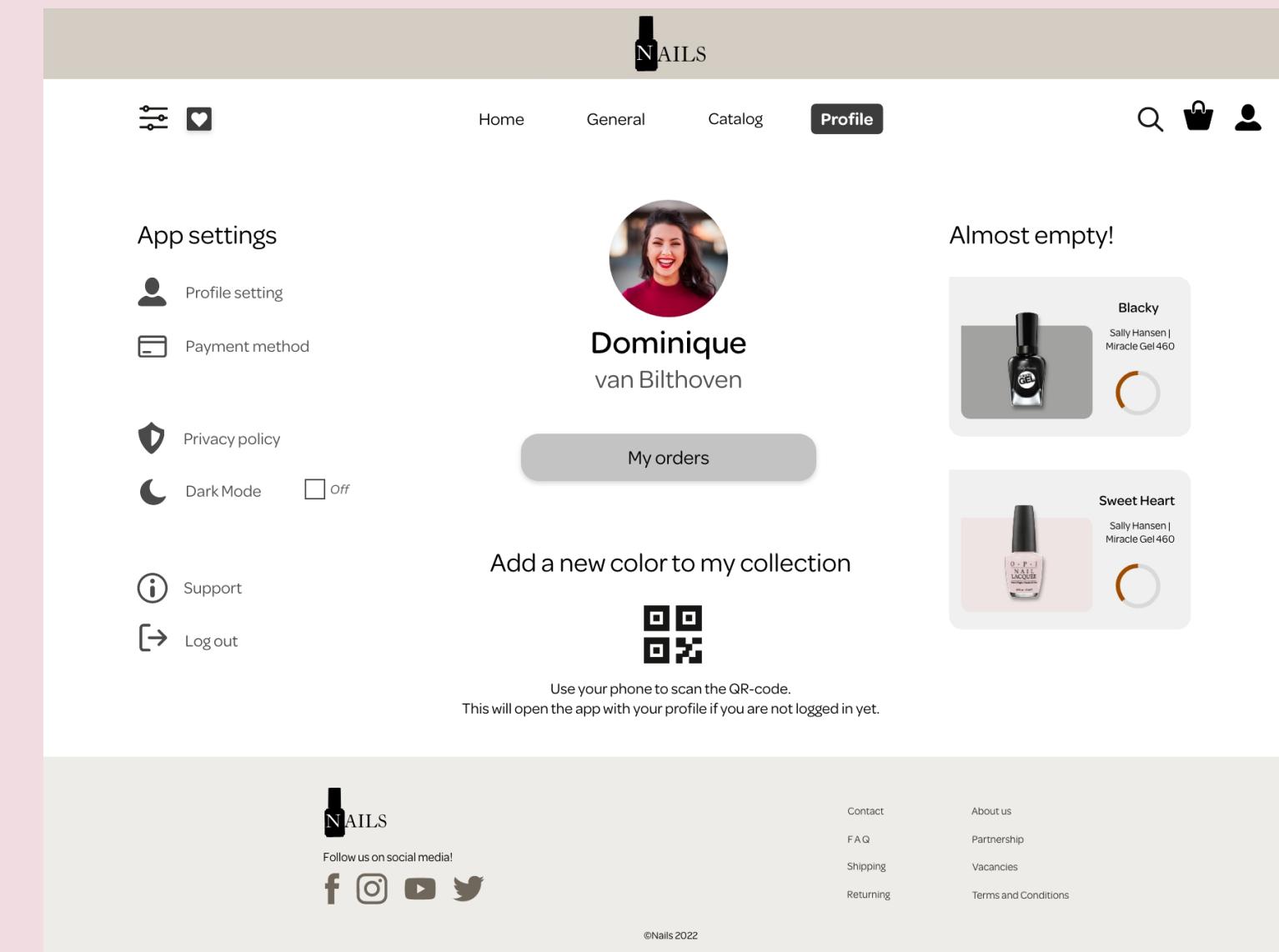
General | Color generator, Own selection



Catalog screen | Ideal State



Profile screen



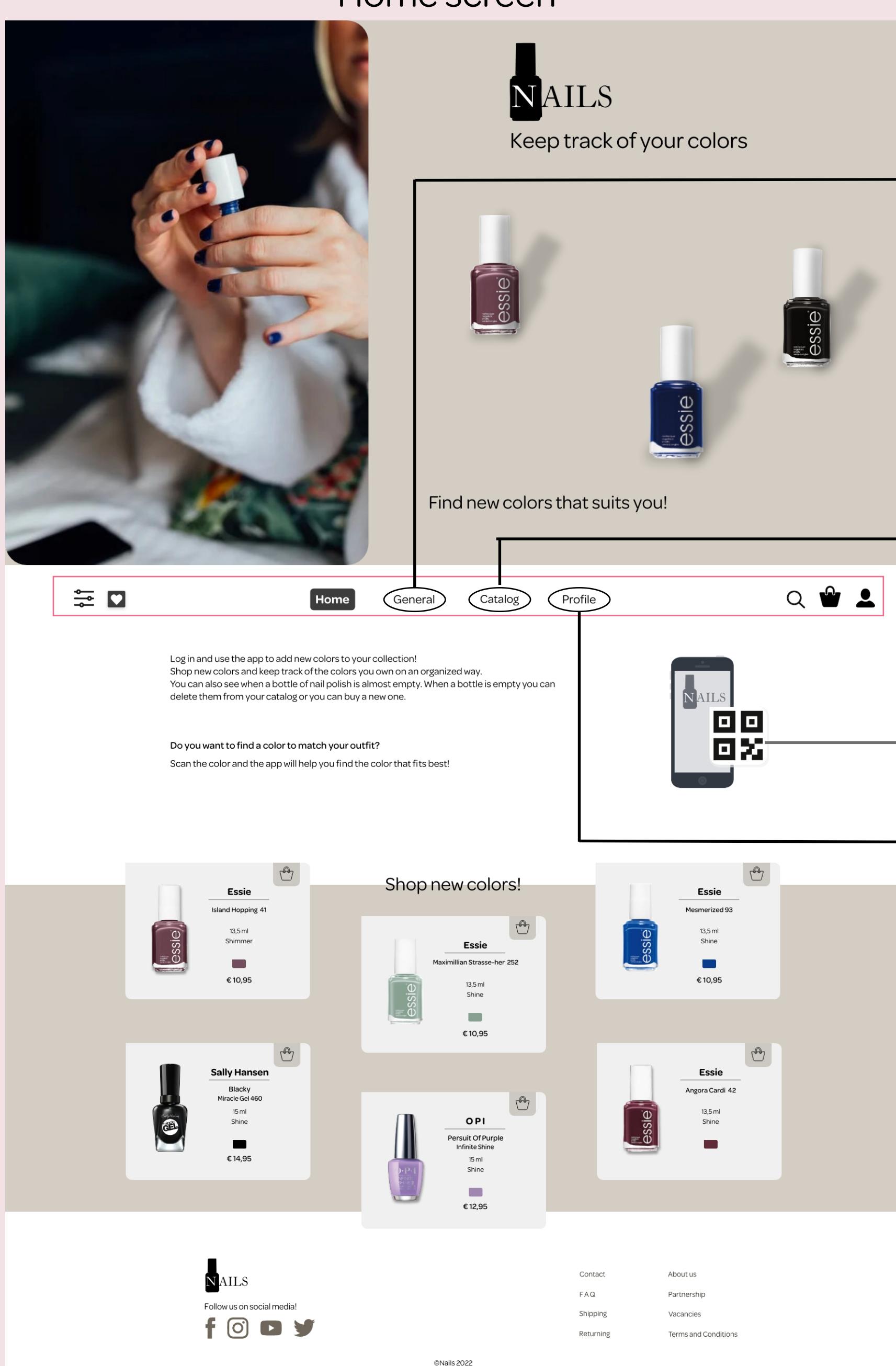
# Screen Flow | Desktop

General | Micro interaction



When clicked this micro interaction will show

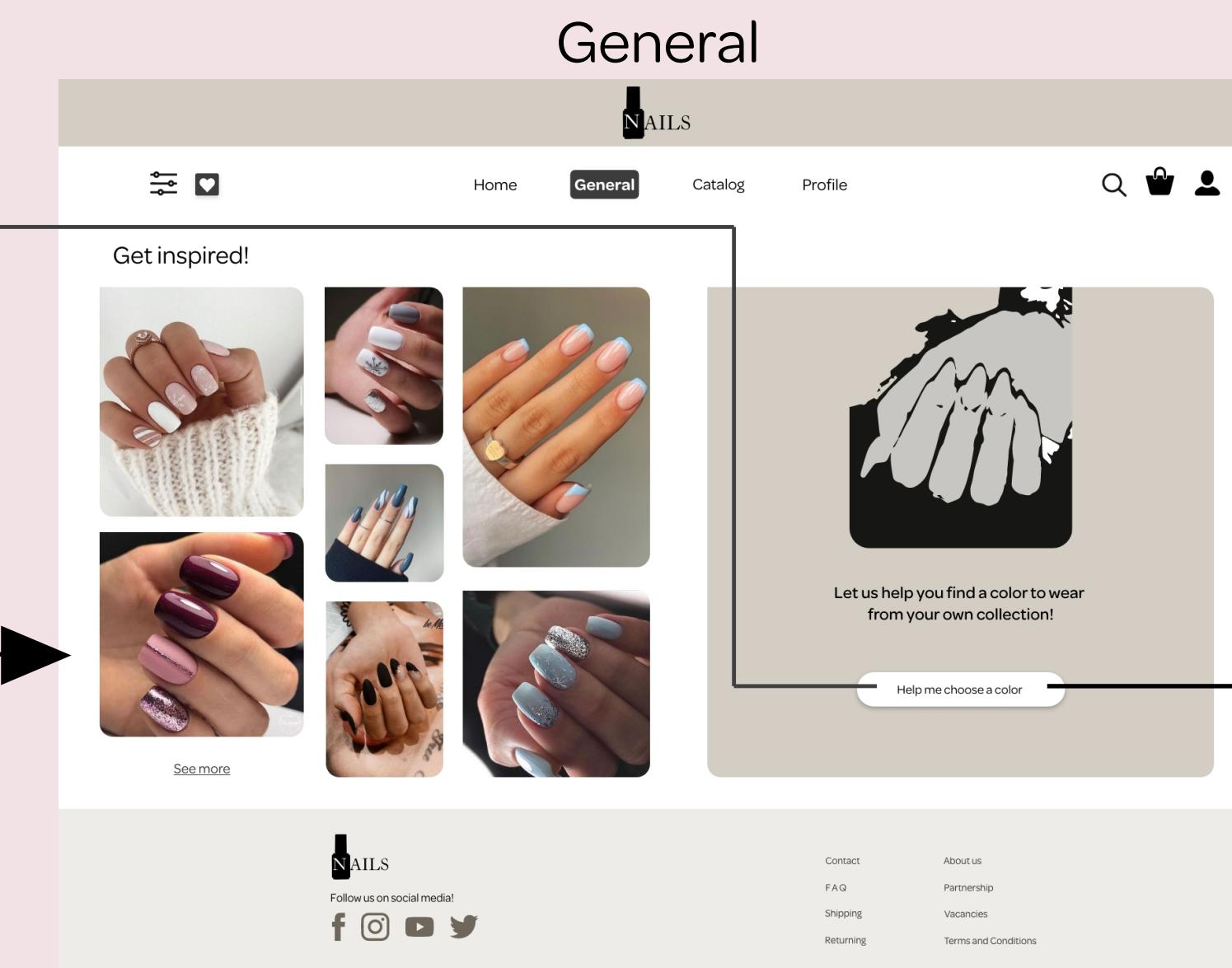
De flow van de desktop designs



Home screen

Dock is position sticky, so the dock will stay there when you scroll

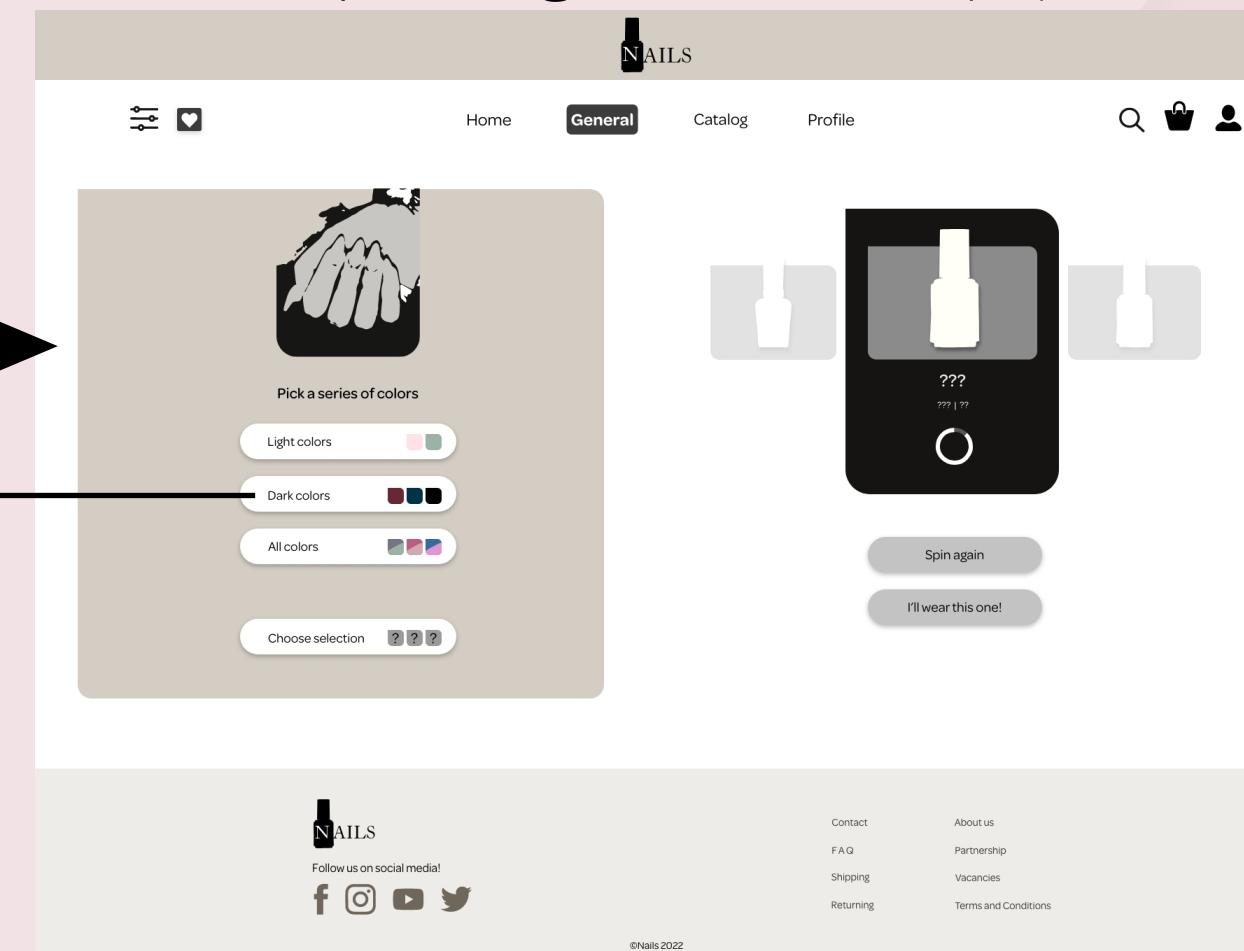
If you scan this QR-code on your mobile or tablet it will open the app



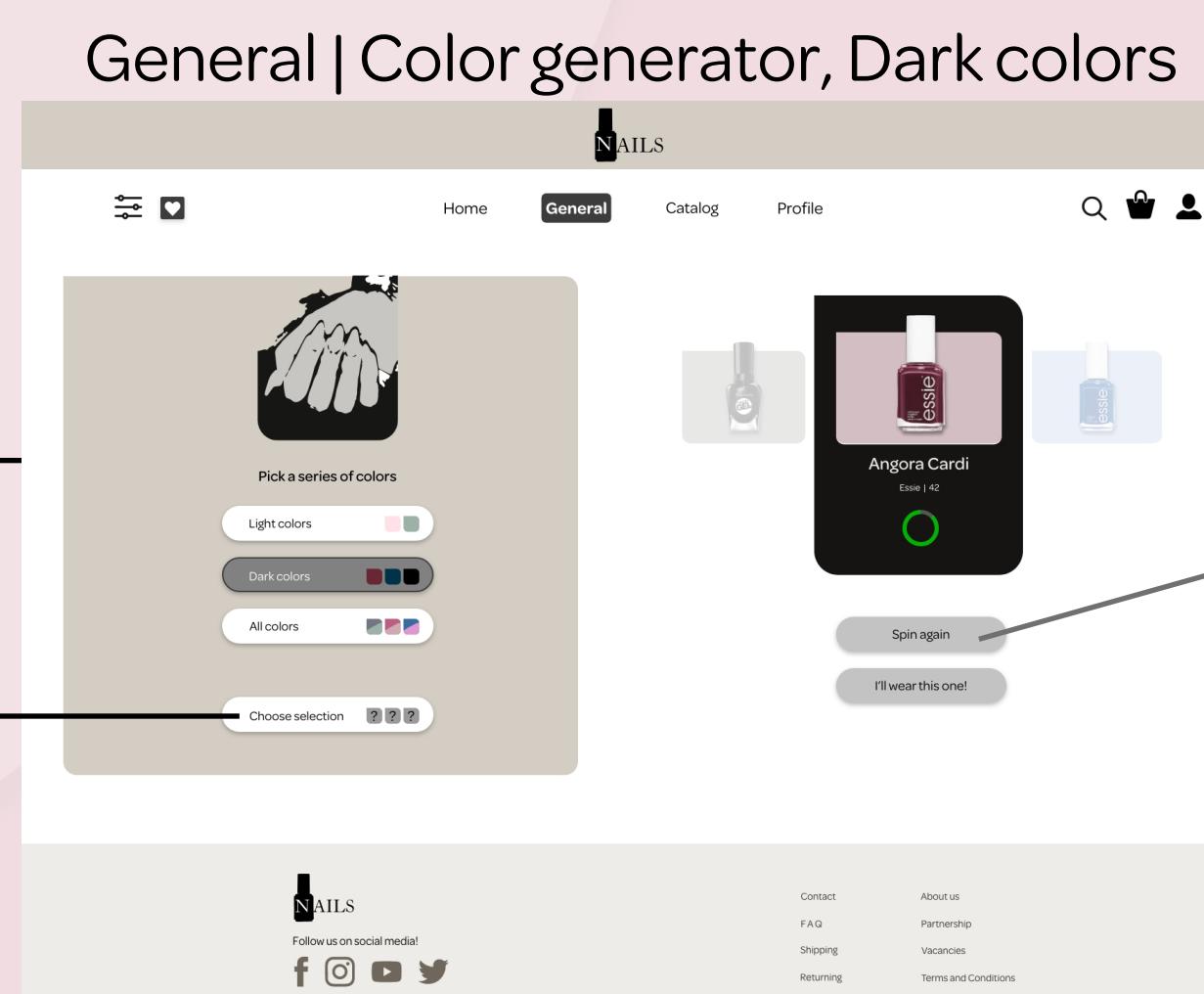
General

If the options are not selected, the colors will be empty

General | Color generator, Empty State

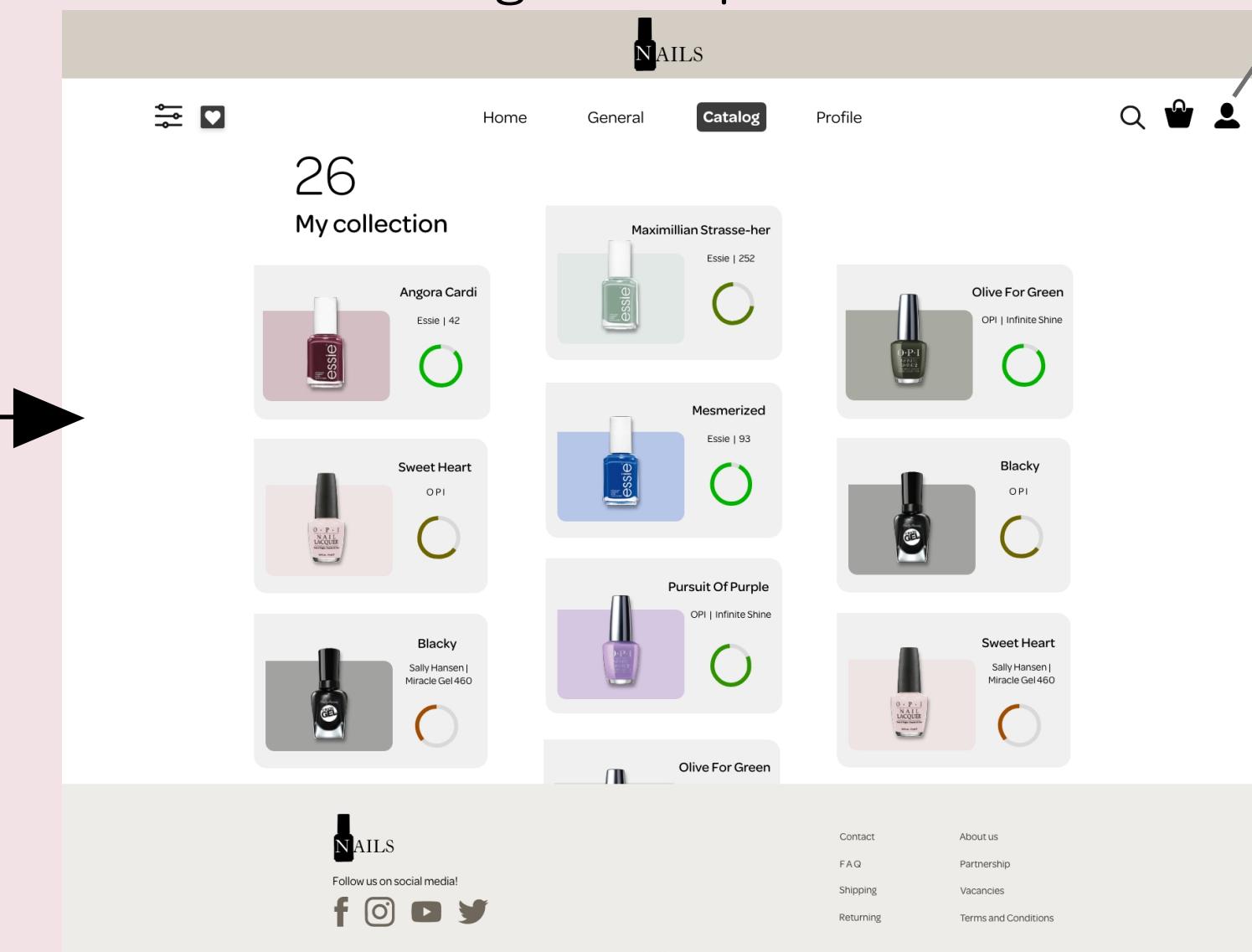


This profile icon will be navigate the user directly to 'profile settings'

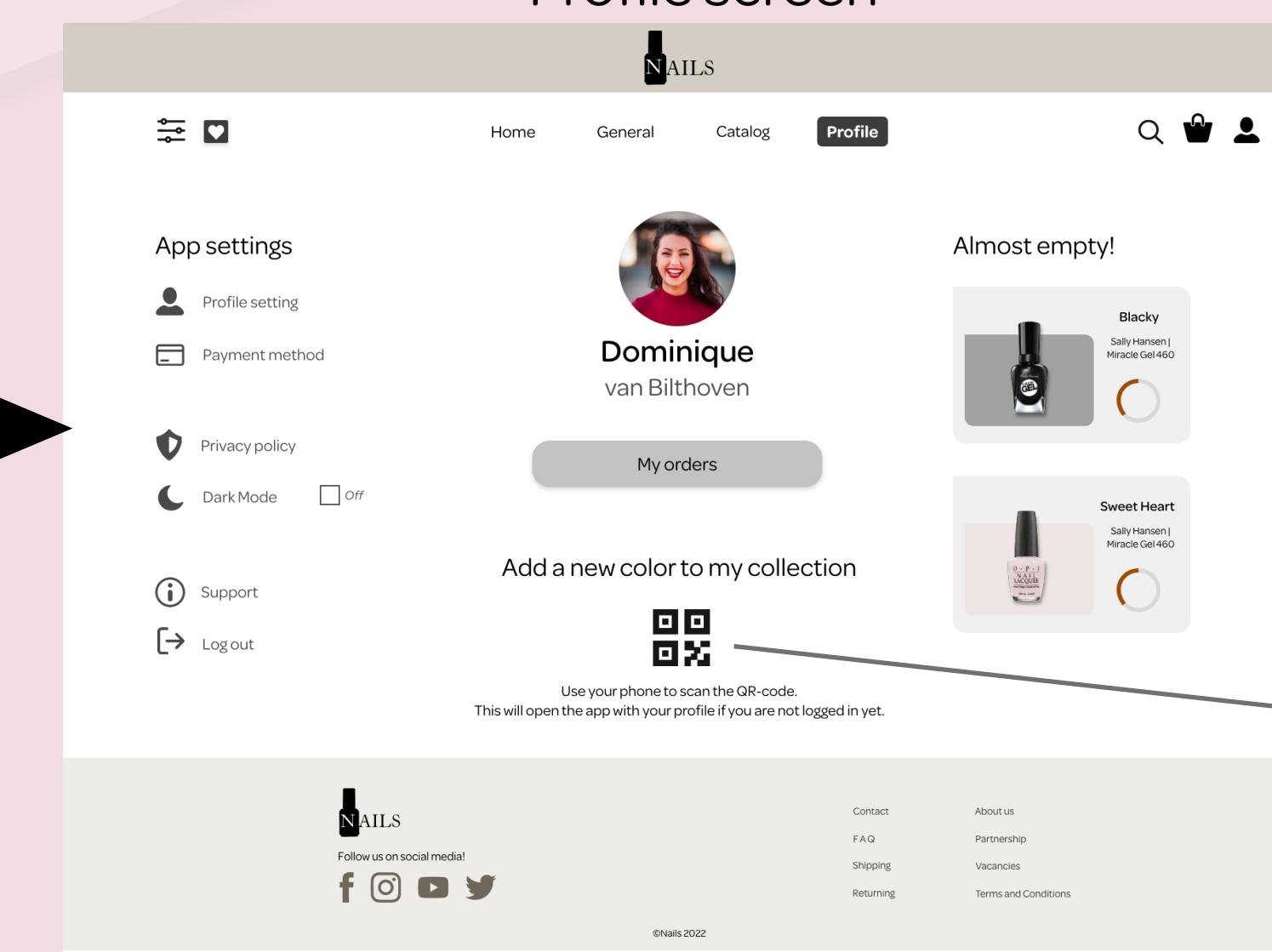


The selection will not change, but if spin again there will be an other color suggested for you

Catalog screen | Ideal State

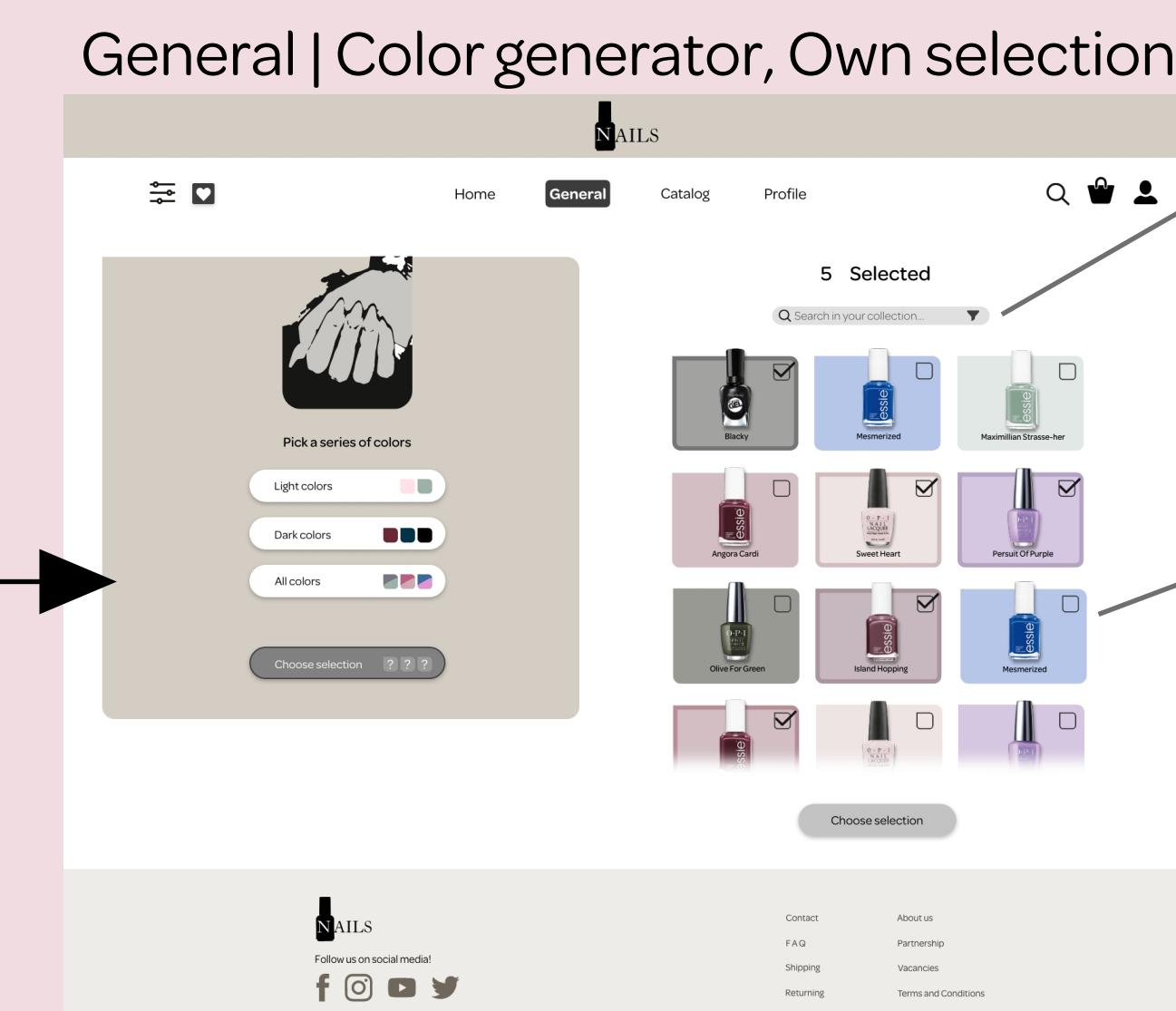


Profile screen



If you scan this QR-code on your mobile or tablet it will open the app and automatically log in with your profile

You can filter on a brand and you can search for a specific color



You can choose your own selection of colors from the colors you own

# Iteraties

Welke iteraties waren doorslaggevend

Je kan in de app zien hoeveel nagellak er in het flesje over is, maar werd er goed op gewezen dat scannen niet de meest gangbare optie was.. Er moest dus een andere oplossing komen. Je kan dus nu handmatig aangeven hoeveel er over is en je hebt de optie om het helemaal niet in te vullen.

Je moet het merk van een kleur aangeven, want anders kan je verschillende kleuren krijgen die overeenkomen met kleuren van een ander merk. Je kan nu als je een kleur gaat scannen/ toevoegen aan je catalog het merk invoeren, zodat een kleur snel en makkelijk kan vinden.

Het moet duidelijk zijn in de app wat je eigen collectie met kleuren is en welke kleuren je nog bij kan kopen. Ik heb dat opgelost door dat je in de app alleen kan shoppen op het hoofdscherm. Mocht je schuiven tussen de schermen gaan de gegevens van je winkelmandje niet verloren.

Ik kreeg ook een goeie aanvulling om de inspiratie te scheiden van de shop en toe te voegen bij het scherm waar je een kleur kan kiezen of voor je laten kiezen. Op die manier kan je dus zelf kijken voor een kleur bij de inspiratie of je kan de app je laten helpen door een selectie van kleuren aan te geven of zelf samen te stellen.