

## Artistic Statement

Introducing Aristocrat Beauty, the epitome of luxury in the world of unisex skincare. Our aesthetic is a captivating blend of sensuality, indulgence, and moody allure. With meticulous attention to detail, our color palette, imagery, and typography perfectly embodies Aristocrat's persona; delivering an enchanting and inspiring user experience.

Come and explore our world of premium skincare, where every product is crafted to indulge and pamper your senses. Let us take you on a magical journey of self-care and blissful rejuvenation.

• \* Lanique Peterson created all of the graphics, icons, wireframes, layouts, and typography modifications within this presentation for the website, with the exception of the photography which was outsourced \*

Lanique Lynn Peterson



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The homepage is designed with a responsive design to adapt to different devices. On mobile devices, the navigation turns into a hamburger icon to make it easier for users to navigate. When users click on the hamburger icon, a menu appears with product categories listed for easy access.

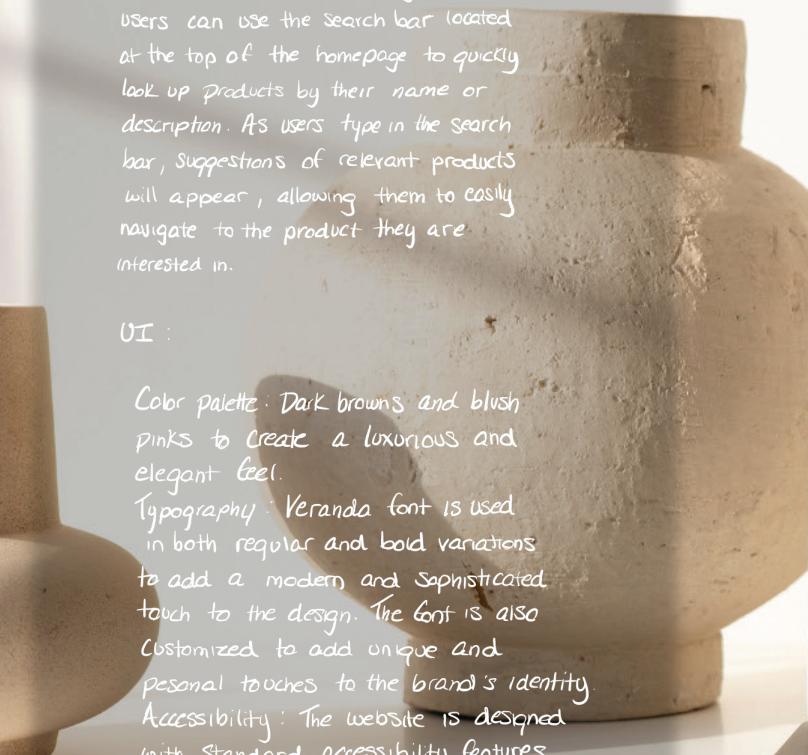
In addition to the hamburger menu, users can use the search bar located at the top of the homepage to quickly look up products by their name or description. As users type in the search bar, suggestions of relevant products will appear, allowing them to easily navigate to the product they are interested in.

UI :

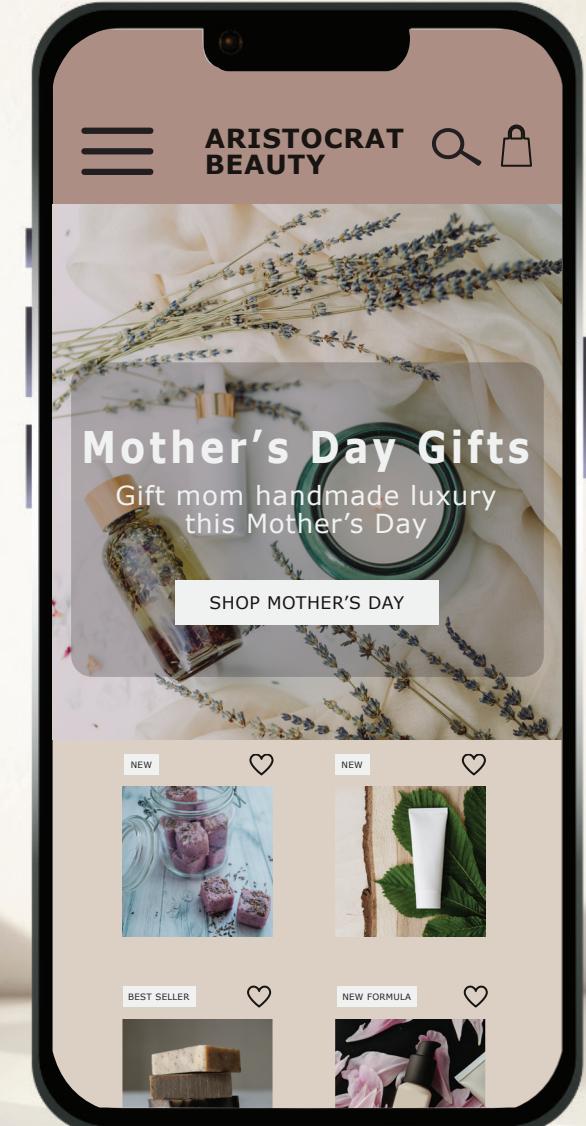
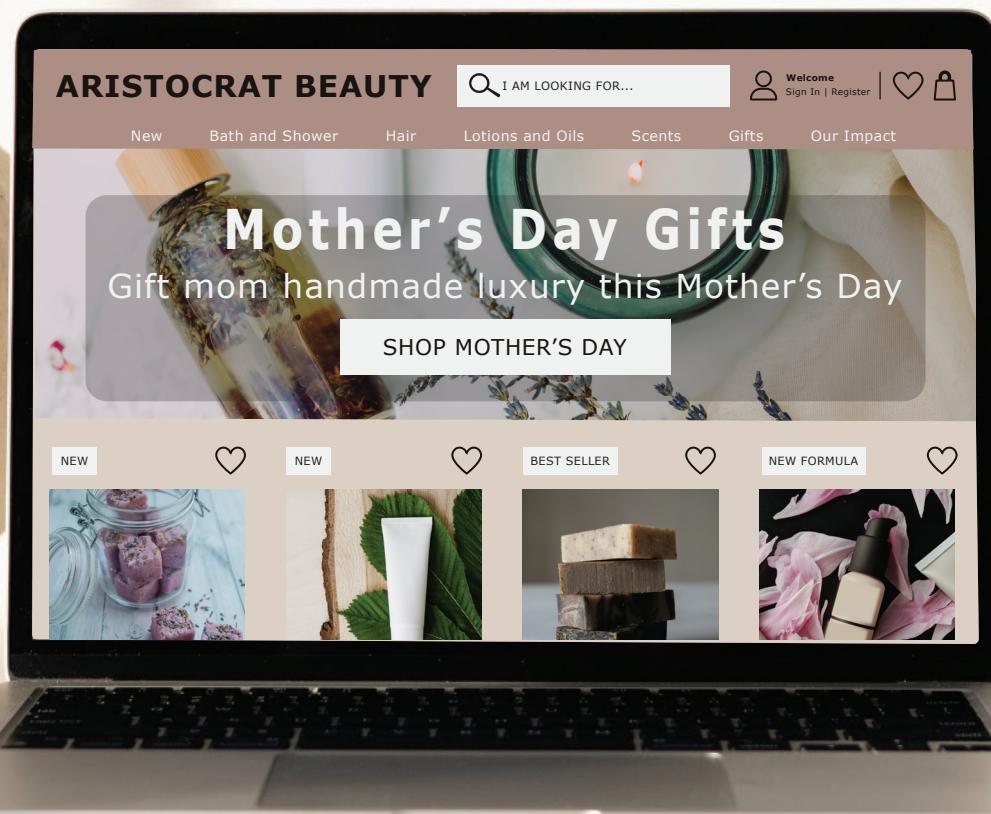
**Color palette:** Dark browns and blush pinks to create a luxurious and elegant feel.

**Typography:** Veranda font is used in both regular and bold variations to add a modern and sophisticated touch to the design. The font is also customized to add unique and personal touches to the brand's identity.

**Accessibility:** The website is designed with standard accessibility features, such as the use of alt tags for images, descriptive link text, high contrast mode, and keyboard navigation, to ensure that all users can access the website easily.

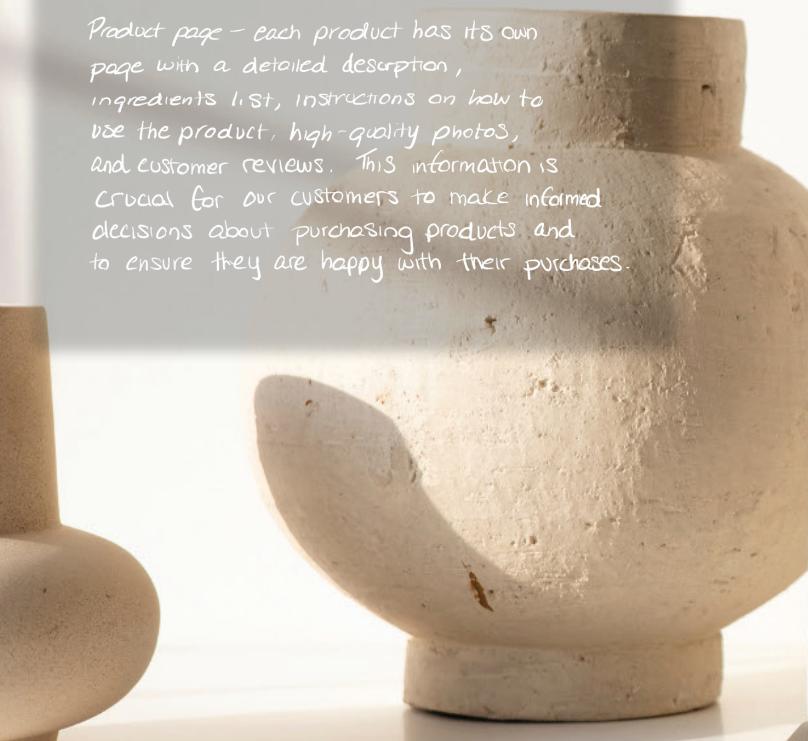


# Homepage

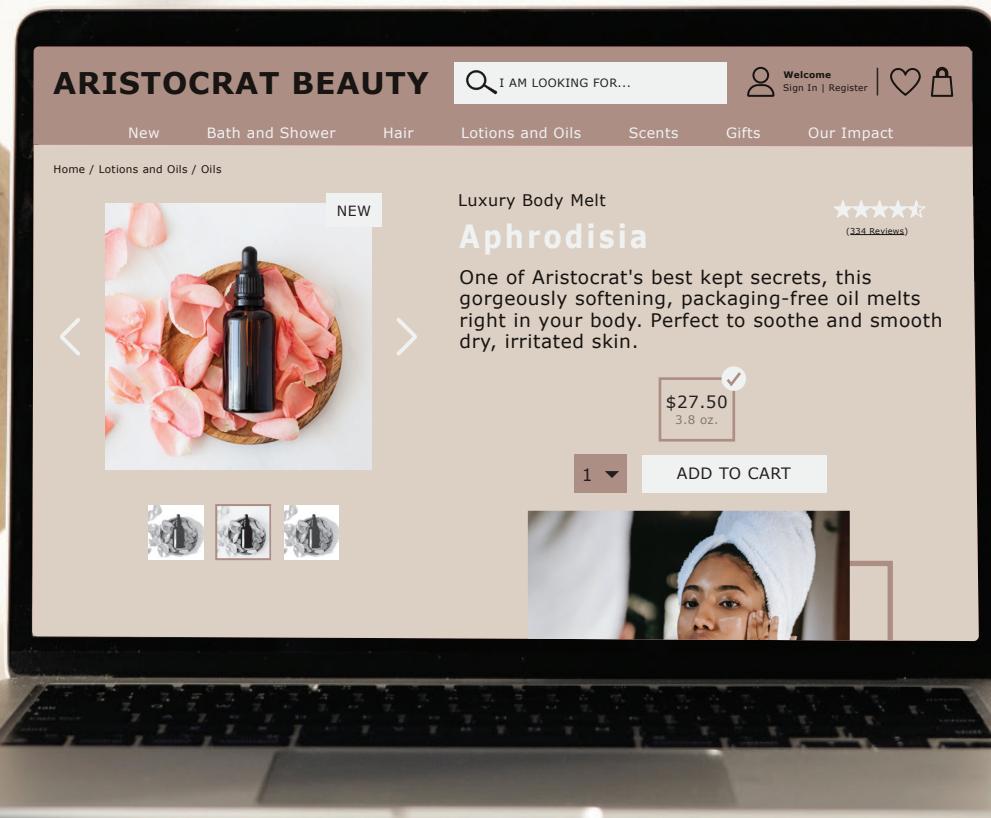


The product catalog page displays a catalog of the brand's skincare products. Users can browse products by category (e.g. lotions and oils, hair, scents) and filter by different attributes (e.g. price, skin concern, fragrance) to help them find the products they need easily.

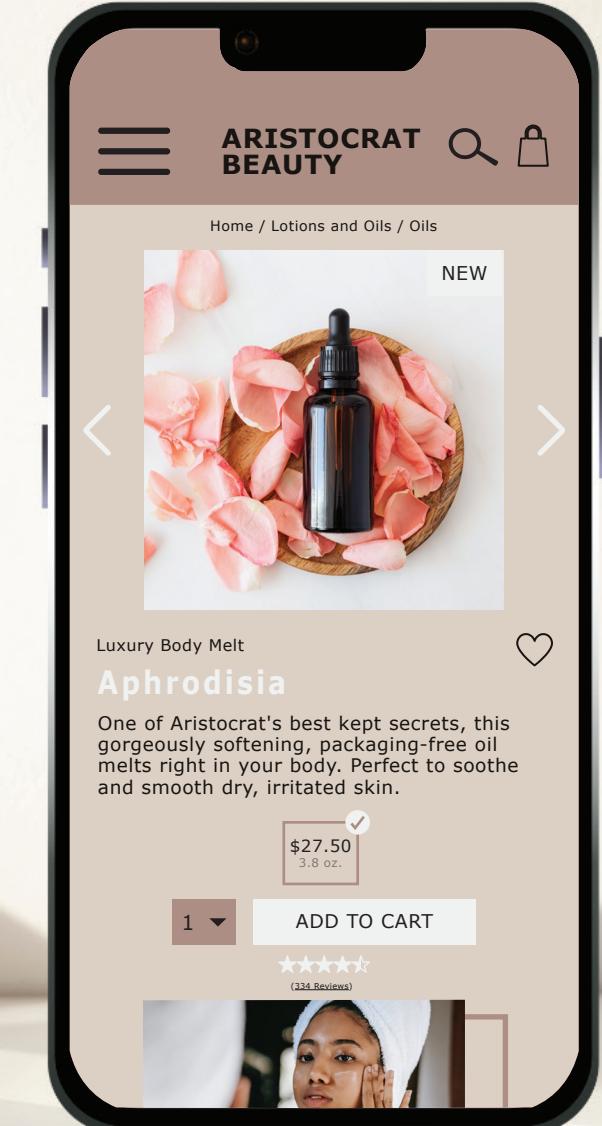
Product page - each product has its own page with a detailed description, ingredients list, instructions on how to use the product, high-quality photos, and customer reviews. This information is crucial for our customers to make informed decisions about purchasing products and to ensure they are happy with their purchases.



# Product page

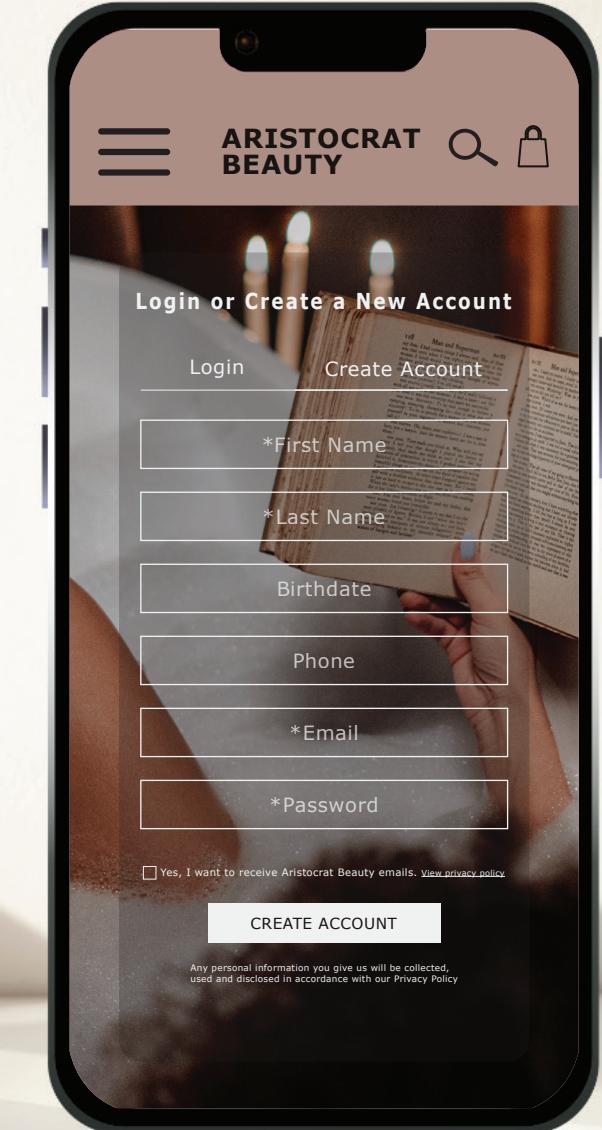
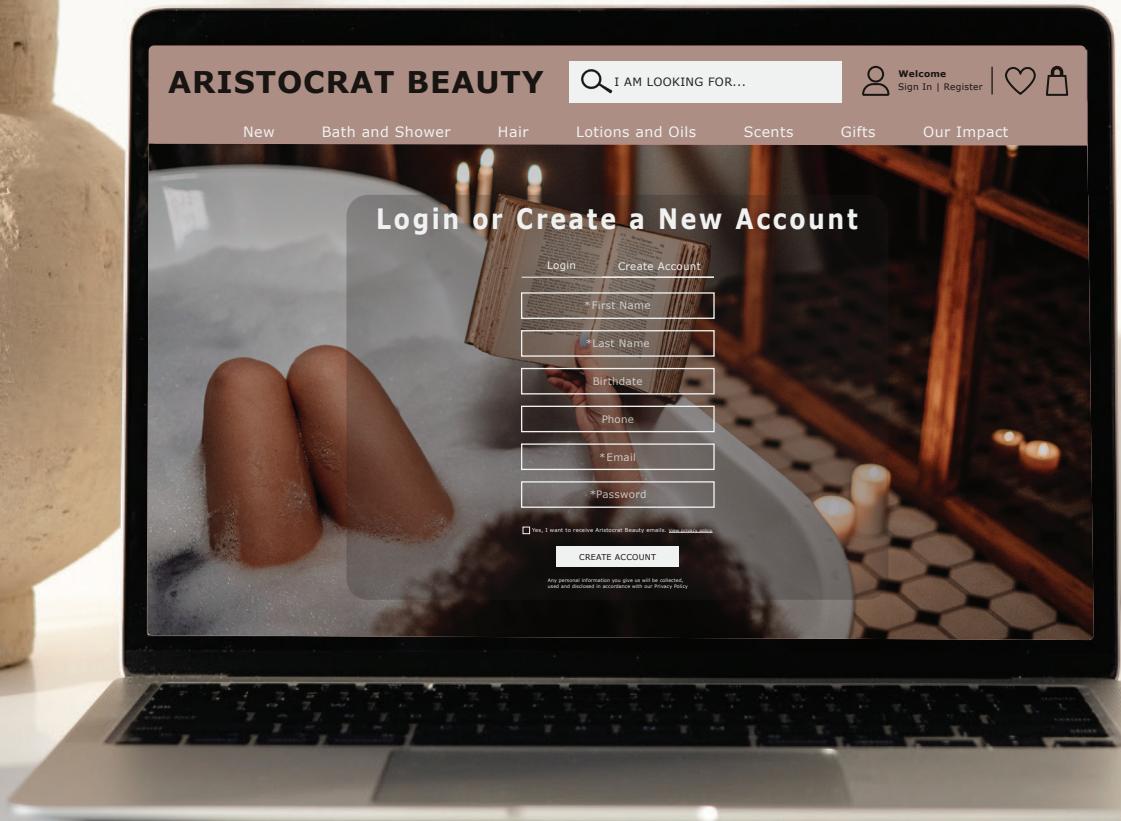


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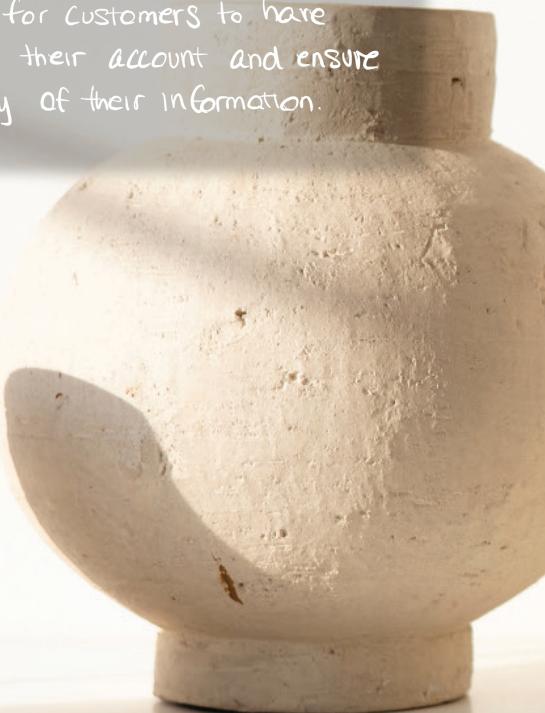


The user login/registration page allows users to create a new account or log in with an existing one. This feature is essential for customers to save their personal information, view order history, and manage payment methods.

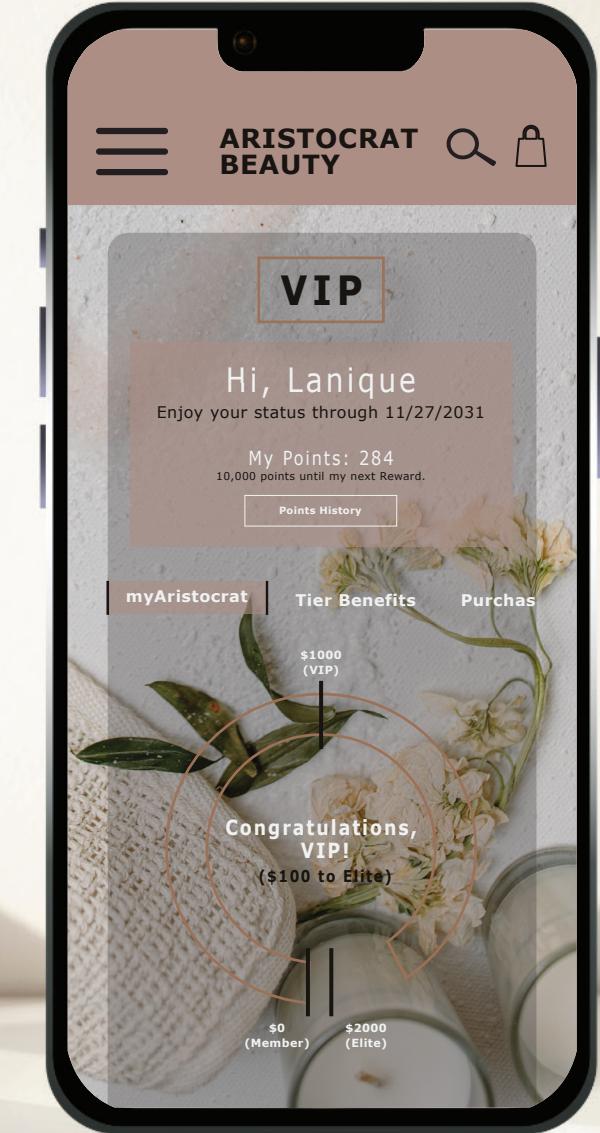
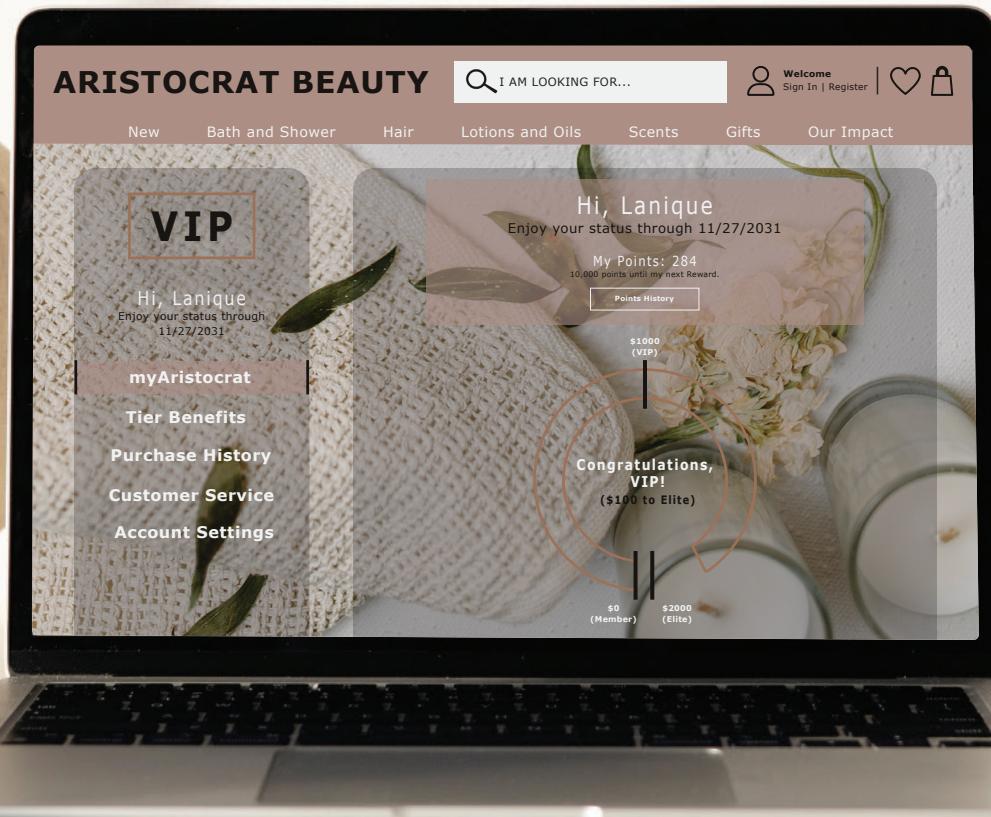
# User Login/Registration page



The account management page allows users to view and manage their account settings within the app. This includes the option to update their personal information, view their order history, and manage their payment methods, which is important for customers to have control over their account and ensure the accuracy of their information.



# Account Management page



The shopping cart page displays the products that users have added to their cart, as well as the total amount of items in their cart, the total price of the items, any discounts applied, and estimated shipping and tax costs. The number of items in the cart updates automatically as user adds or removes items from their cart.



# Shopping cart

ARISTOCRAT BEAUTY

I AM LOOKING FOR...

Welcome Sign In | Register | 7

New Bath and Shower Hair Lotions and Oils Scents Gifts Our Impact

Your Cart

Product	Quantity	Options
Maenad Sweat	1	<input checked="" type="radio"/> Ship to home <input type="radio"/> Pick up in-store Fifth Avenue
Adonize Erosion	3	<input checked="" type="radio"/> Ship to home <input type="radio"/> Pick up in-store Fifth Avenue
Volupté Glaze	1	<input checked="" type="radio"/> Ship to home <input type="radio"/> Pick up in-store Fifth Avenue
La Sensualité	1	<input checked="" type="radio"/> Ship to home

SUMMARY

Subtotal	\$226
Sales Tax	TBD
Shipping	Free
Total	\$226

CHECKOUT

PayPal

ARISTOCRAT BEAUTY

7

Your Cart

Product	Quantity	Options
Maenad Sweat	1	<input checked="" type="radio"/> Ship to home <input type="radio"/> Pick up in-store Fifth Avenue
Adonize Erosion	3	<input checked="" type="radio"/> Ship to home <input type="radio"/> Pick up in-store Fifth Avenue
Volupté Glaze	1	<input checked="" type="radio"/> Ship to home <input type="radio"/> Pick up in-store Fifth Avenue
La Sensualité	1	<input checked="" type="radio"/> Ship to home <input type="radio"/> Pick up in-store Fifth Avenue

The checkout page allows users to complete their purchases with a form for shipping and billing information, the option to apply any valid coupon codes, and the choice of payment method (e.g. credit card, PayPal). This feature is crucial for customers to finalize their purchases securely and efficiently.



# Checkout page

ARISTOCRAT BEAUTY

1. Information 2. Payment 3. Review

**Shipping Information**

First Name \_\_\_\_\_  
Last Name \_\_\_\_\_  
Address \_\_\_\_\_  
Phone Number \_\_\_\_\_  
Email \_\_\_\_\_

Yes, I want to receive Aristocrat Beauty emails! [View privacy policy](#)

**Choose a shipping method**

<input checked="" type="radio"/> Ground - 2-8 business days once shipped	Free
<input type="radio"/> Air - 2-4 business days once shipped	\$8.00
<input type="radio"/> Priority - 1-2 business days once shipped	\$23.68

**ORDER SUMMARY**

Subtotal	\$226
Taxes (NYS)	\$20.03
Shipping	Free
<b>Order Total</b>	<b>\$246.03</b>

Shipping to your home (7 items)

Maenad Sweat \$27.50 3.8 oz.   Qty 1
Adonize Erosion \$54.00 5 oz.   Qty 3
Volupté Glaze \$37.50 7.5 oz.   Qty 1

ARISTOCRAT BEAUTY

View order summary \$246.03

1. Information 2. Payment 3. Review

**Shipping Information**

First Name \_\_\_\_\_  
Last Name \_\_\_\_\_  
Address \_\_\_\_\_  
Phone Number \_\_\_\_\_  
Email \_\_\_\_\_

Yes, I want to receive Aristocrat Beauty emails! [View privacy policy](#)

**Choose a shipping method**

<input checked="" type="radio"/> Ground - 2-8 business days once shipped	Free
<input type="radio"/> Air - 2-4 business days once shipped	\$8.00

CONTINUE TO PAYMENT Order Total \$246.03

Order tracking - after a purchase is made, customers can track the status of their order within the site. This feature provides real-time updates on the delivery status and estimated delivery date, which is crucial for customers to keep track of their purchase and ensure they receive them on time.



# Order tracking

**ARISTOCRAT BEAUTY**

Order #20587517970  
This is 1 of 2 shipments in your order. [See Full Order](#)

**Delivered**  
Friday, Jan 15

Timeline:

- Ordered: Thu, Jan 14
- In Transit: Thu, Jan 14
- Out for Delivery: Fri, Jan 15
- Delivered: Fri, Jan 15

**Items In This Shipment**

[See Full Order](#)

	<b>Maenad Sweat</b> \$27.50 3.8 oz.   Qty 1
	<b>Adonize Erosion</b> \$54.00 5 oz.   Qty 3
	<b>Volupté Glaze</b> \$37.50 7.8 oz.   Qty 1

**Sign Up for Alerts**  
Sign up to receive delivery notifications for this shipment.

[Text Alert Sign Up](#)

**Need help?**  
If you need assistance or have questions about your order, please contact [support](#).

**We Value Your Feedback**  
Rate Your Delivery Experience

Good   Bad

**Note:**  
To get your items to you as quickly as possible, some items may ship separately from the closest store(s) and our various Distribution Centers. If applicable, click "See Full Order" to view.

**ARISTOCRAT BEAUTY**

Order #20587517970  
This is 1 of 2 shipments in your order. [See Full Order](#)

**Delivered**  
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Timeline:

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The Our Impact page allows users to toggle between different sections, including money donated and partnerships, in-kind donations to skin disease funds, and staff volunteerism with impact partners. This page offers a detailed overview of the brand's commitment to making a positive impact on society and the environment.



# Our impact page

A laptop displaying the Aristocrat Beauty website's 'Our Impact' page. The page features a header with the brand name 'ARISTOCRAT BEAUTY' and a search bar. Below the header, there are several small images showing people in various settings related to beauty and social impact. A main section titled 'Our Impact' contains text about the brand's commitment to making a positive impact on society and the environment. Another section titled 'By the Numbers' shows a large sum of '\$8.05M'.

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