ARTTIFAI TECH

UI/UX Design

Project Idea: Online Cosmetics Shopping App

Aim:

To design a visually appealing and user-friendly **Cosmetics Shopping App UI** that provides an engaging shopping experience for beauty enthusiasts. The app will allow users to browse beauty products, explore recommendations, try on makeup using AR, and make seamless purchases.

Key Focus Areas:

- **Aesthetic & Elegant UI Design** suited for the beauty industry.
- **Smooth Shopping Experience** with **categorized product listings, smart search, and filters**.
- **Personalized Recommendations** based on user preferences and trends.
- **Augmented Reality (AR) Feature** for virtual makeup try-on.
- **Seamless Payment & Checkout System** for quick transactions.

Objectives:

User Interface (UI) Objectives:

- **Elegant and luxurious UI design** with high-quality product visuals.
- **Well-structured product categories** (Skincare, Makeup, Haircare, etc.).
- **Smooth animations and transitions** for interactive browsing.
- **Dark mode UI** for enhanced user experience.
- **Consistent branding** with aesthetic typography, colors, and icons.

User Experience (UX) Objectives:

- **Easy Navigation & Smart Filters** (by brand, skin type, price, etc.).
- **Personalized beauty product recommendations** based on past purchases.
- **Augmented Reality (AR) Try-On Feature** for testing makeup virtually.
- **Quick and seamless checkout process** with multiple payment options.
- **User Reviews & Ratings System** for better purchase decisions.
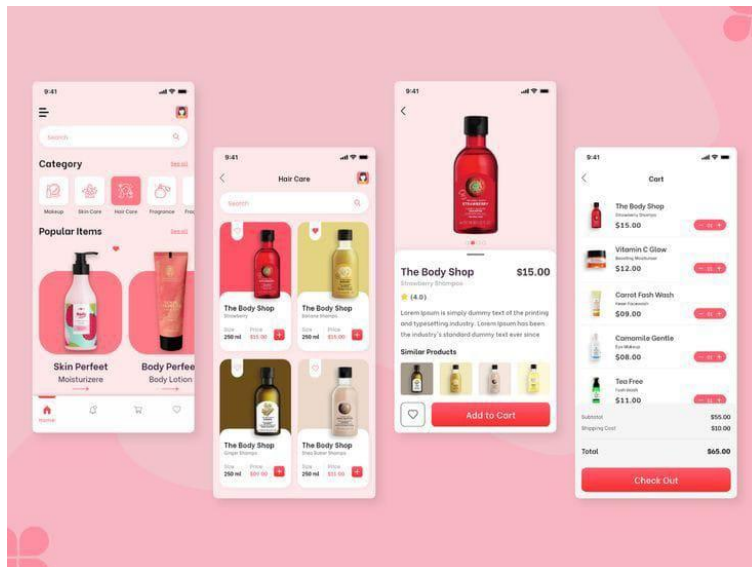- **Order Tracking & Push Notifications** for updates on purchases.

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Expected Output:

A high-fidelity **UI/UX prototype** of a **fully interactive Cosmetics Shopping App** with:

- **Aesthetic & Modern UI:** A sleek and stylish design with engaging visuals.
- **User-Friendly Navigation:** Easy-to-use interface for browsing products.
- **AR Try-On Feature:** A virtual makeup try-on for lipsticks, foundation, etc.
- **Smooth Shopping Flow:** From product discovery to checkout.
- **Responsive & Mobile-Optimized:** Works on **smartphones, tablets, and desktops**.
- **Interactive Prototype:** A clickable design in **Figma or Adobe XD** to test usability.

Sample Output:

Note:

- The completed project must be uploaded to the student's own GitHub repository.
- The GitHub repository must be public for evaluation purposes.
- The repository link should be submitted via the Google Form:
  https://forms.gle/tNFMkX5wt343vpCo7