

ReDesign Typology

Maya Camilleri

What I am Redesigning

I will be redesigning Typology application because I have a passion for skincare, and I want to blend my interests creatively. The main goal is to create a better app that caters to an international audience, unlike the current version limited to France. I'll focus on improving the layout, making it more visually appealing, and adjusting elements like the navigation menu, typography, and colour scheme. I aim for a natural colour palette to align with skincare themes. I'll also make changes to photos, text, and phrases to enhance the overall user experience, ensuring better navigation and improved usability. Since the app will be international, all text will be in English.

The purpose of the application

The purpose of Typology application is to provide a platform for individuals to discover and purchase skincare products. The app serves as an online store where customers can explore a range of skincare products, learn about the ingredients used, and make informed choices based on their skincare needs. Typology places emphasis on minimalistic formulations and clear communication about the ingredients in each product. This might include individuals who have sensitive skin, prefer natural ingredients, or value skincare products that are free from certain additives. The app likely also serves as a source of education about skincare, offering information on how to use their products and maintain a straightforward skincare routine. In addition to the e-commerce aspect, the app include content to further engage and educate the audience about skincare trends, tips, and the brand's values.

Target Audience

Typology's target audience is generally individuals who are interested in clean, minimalist skincare products with transparent ingredient lists. Typology doesn't necessarily target a specific age group, as their focus is more on the philosophy of simplicity and transparency in skincare. However, their products may particularly appeal to adults. It could attract a wide range of ages, from young adults to older individuals.



User Personas

Kacy Camilleri

Age: 25

Location: Marsaskala

Occupation: Works in a corporate job, values self-care and skincare routines.

Interest: Cooking and reading



"Caring for your skin isn't just a routine; it's a daily commitment to self love and self care."

Bio

Kacy wants skincare routine that works with her busy life. She likes trying new things to make her skin look great. Skincare isn't just something she does, it's how she takes care of herself and feels confident.

Motivations

- Kacy prefers using apps for skincare as due her busy life she doesn't have time to go buy products in reality.
- She enjoys discovering new brands and trends in skincare.
- Kacy seeks effective and natural skincare products to achieve long term skin health.
- Ability to save favorites for quick access.

Frustrations

- Limited time for skincare routines due to her job and busy lifestyle.
- Disappointment when skincare products fail to meet her expectations.
- Frustration with skincare apps not showing the latest trends.
- Frustrated with apps that lack user friendly features.

Goals

- Kacy's goal is to discover effective skincare products that address her specific skin concerns with natural ingredients.

Ronan Grech

Age: 20

Location: Mqabba

Occupation: student

Interest: football



"Embrace the journey of self care, for it's the path to radiance and confidence."

Bio

He goes to Mcast reading the subject Business. Ronan likes to look good. He knows washing his face is important. Ronan always makes time to take care of himself.

Motivations

- Motivated to discover a skincare routines in an app.
- Desires ease in making informed choices without endless searching
- Users leaving reviews with photos.

Frustrations

- Frustrated by skincare apps lacking user-friendly features
- Feels overwhelmed when apps are hard to navigate
- Difficulty finding needed information quickly
- Frustrated by complicated checkout processes in apps
- Desires convenient payment options like Apple Pay

Goals

- Seeks skincare app with user-friendly interface
- easy navigation and clear labelling for quick access to information.
- Find the ideal skincare app.
- Eco friendly ingredients.

Liam Borg

Age: 21

Location: Mosta

Occupation: student

Interest: Cars



"Unlock the potential of technology to reveal your natural radiance, one tap at a time."

Bio

Liam enjoys exploring the latest apps and digital platforms to enhance his daily life. He's known among his peers for his knack for finding the coolest new apps and sharing them with everyone. Liam is also diligent about leaving reviews and ratings for apps he tries, helping others discover the best tools for their needs.

Frustrations

- Encounters apps with confusing layouts or clunky interfaces. He values simplicity and ease of use in the apps he uses and becomes quickly frustrated when he struggles to navigate or understand an app's features.
- Liam is disappointed when apps have ugly colour scheme, leading him not to use the app again.

Motivations

- Motivated by the prospect of discovering innovative apps that streamline his daily routines and make his life easier.
- Exploring new features and functionalities and appreciates apps that offer unique and creative solutions to common problems.
- Leaving positive reviews and ratings for apps that exceed his expectations, knowing that his feedback can help other users.

Goals

- Find a skincare app with a sleek and intuitive layout that makes it easy for him to access relevant information and navigate the app's features.
- He seeks an app that offers personalized skincare recommendations based on his specific needs and preferences, allowing him to effortlessly discover new products and routines.
- Find a skincare app with a vibrant and engaging design that makes using the app a fun and enjoyable experience.

Similar applications

Dior Beauty

Design Choices

The app's design showcases the elegant and sophisticated style that Dior is known for, with a clean layout and typography with high quality imagery reflecting the brand's luxury status. The interface is simple and clean, focusing on important elements to keep the experience neat and easy to use. It effectively highlights the brand's products and campaigns. Dior ensures consistency in branding across its app, aligning with its established visual identity and maintaining brand recognition.

Functionalities

The app has a complete product catalog where users can browse and buy a wide variety of Dior's fashion items, cosmetics, fragrances, and accessories. It gives personalized recommendations and content based on what users like, have bought, and viewed, which keeps them interested in the brand.

Users can also access special content such as behind the scenes videos, fashion shows, and interviews with designers, giving them an immersive experience with the brand. Also it includes virtual try on features so users can test makeup products or try on virtual outfits, making online shopping more fun.

The app offers easy shopping, allowing users to buy items directly within the app, track their orders, and manage their account settings easily.

Strengths

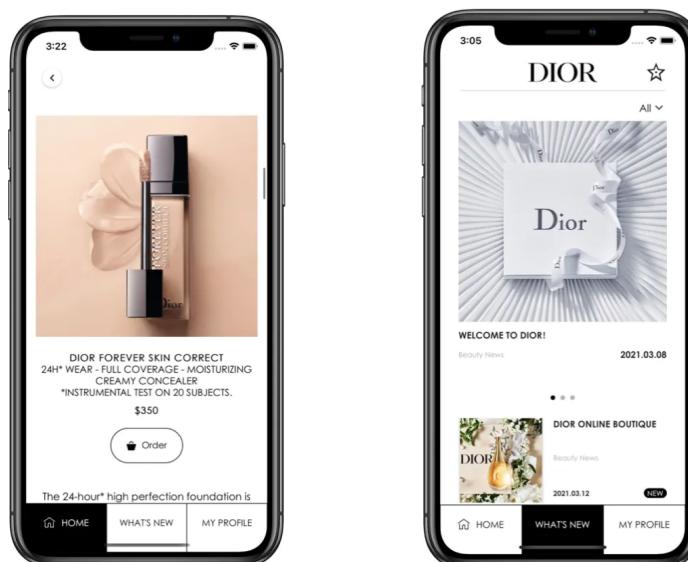
The app reinforces Dior's image of luxury and exclusivity, which appeals to its target audience and helps keep them loyal to the brand. With an easy to use interface and smooth navigation, the app makes it simple for users to find products, explore content, and make purchases.

Personalized recommendations and content keep users engaged and encourage them to come back, helping build a stronger connection with the audience. The app works well with Dior's other digital and physical channels, providing a consistent experience for users across different points of contact.

Weaknesses

The exclusive of Dior's brand may make the app less accessible to a broader audience, especially those who are not familiar with luxury fashion or can't afford Dior products. Depending on the app version and region, some features like virtual try on or exclusive content may not be available to all users, causing differences in user experience.

Like any digital platform, the app might face technical issues such as bugs, crashes, or slow loading times, which can impact user satisfaction and retention.



Cult beauty

Design Choices

The Cult Beauty app has a modern look that reflects the brand's focus on the latest beauty trends and products. The design uses bold colours, nice font, and lively images to grab the users' attention. The app is easy to use, with simple navigation, clear categories for products, and interactive features to keep users interested. Cult Beauty emphasize visual appeal with high quality images and videos to showcase products and create an engaging shopping experience.

Functionalities

The app provides access to a large selection of beauty products, including skincare, makeup, haircare, and fragrances from popular brands and new indie labels. Cult Beauty offers personalized product recommendations based on what users like, their skin type, and what they've bought before, helping them find new products that suit their needs.

The app also offers educational content like beauty tutorials, expert tips, and ingredient guides to help users learn more about products and make choices. Cult Beauty creates a community within the app where users can share reviews, recommendations, and beauty tips, boosting user engagement and loyalty.

The app includes shopping tools such as wish lists, saved items, and in-app purchasing options, making it easy for users to save their favorite products and buy them quickly.

Strengths

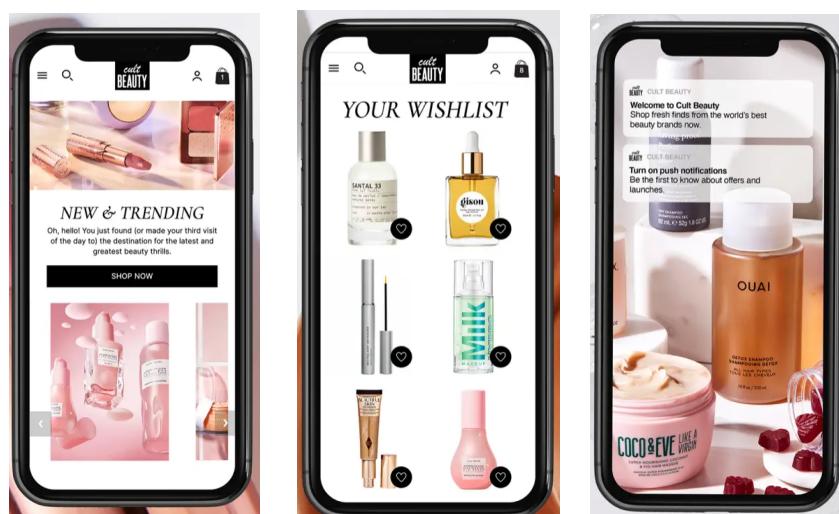
Cult Beauty offers a wide variety of beauty products, including both well known brands and niche labels, which appeals to a diverse range of users with different preferences. By giving personalized recommendations and educational content, Cult Beauty keeps users engaged and loyal, helping them connect more deeply with the brand.

Cult Beauty's focus on community involvement lets users connect with others who share similar interests, exchange experiences, and find new products through peer recommendations. This builds trust in the brand. The app might include innovative features like AR try on tools, virtual consultations with beauty experts, or fun shopping experiences, giving users different and interactive ways to discover and shop for beauty products.

Weaknesses

The beauty industry is very competitive, with many brands and retailers competing for customers' attention. Cult Beauty may struggle to stand out and keep its place in the market.

Like any digital platform, the Cult Beauty app may experience technical issues such as bugs, glitches, or slow loading times, which can affect user experience and satisfaction. Although Cult Beauty aims to appeal to a wide audience, its focus on trendy and high end beauty products might not be as accessible to users with different budgets or those who prefer more affordable options.

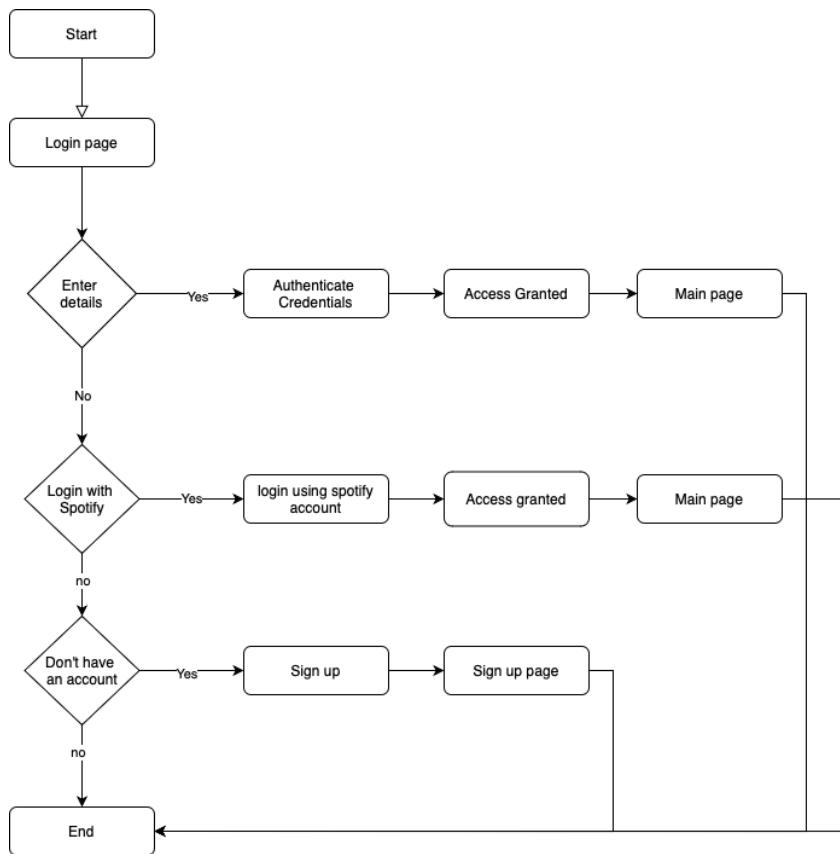


My Redesign Functionality

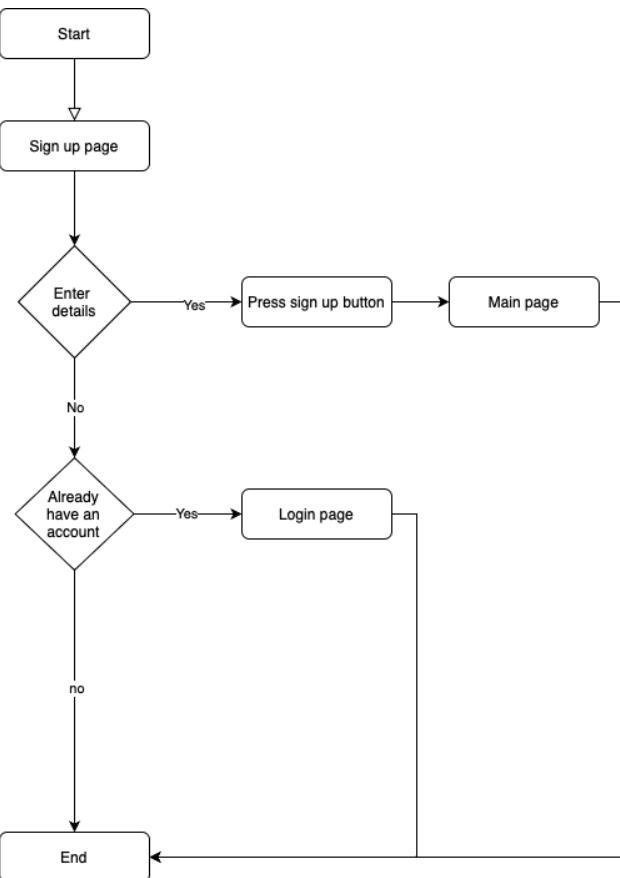
- 1. Product Browsing: Users can browse through a wide range of beauty products, sorted by categories such as skincare, makeup, haircare and more.
- 2. Search and Filters: A search function allows users to find specific products, while filters help choices based on brand, price range, ingredients and other.
- 3. Product Details: Each product listing includes detailed information, such as ingredients, usage instructions, and customer reviews.
- 4. User Accounts: Users can create accounts to save preferences, track orders, and access personalized recommendations.
- 5. Shopping Cart and Checkout: The app has a secure and easy to use shopping cart system, allowing users to add products and complete purchases seamlessly.
- 6. Wishlist: Users can create Wishlist to save products for future purchase or reference.
- 7. Notifications: Users receive notifications about promotions, discounts, or the availability of products on their Wishlist.
- 8. Secure Payments: The app provides secure payment options, ensuring the safety of users' financial information.
- 9. Order Tracking: Users can track the status of their orders, including shipping information.
- 10. Customer Support: allowing users to ask questions, get assistance, or resolve issues.
- 11. Order History: The order history is for users can access a detailed record of their past transactions. A history of past orders simplifies the reorder process and in case of returns or exchanges, the order history provides a reference point.
- .12 Reviews and ratings: Users can read and leave reviews and ratings for products, helping others to make decisions.
- 13. Responsive Design: Ensure the app layout is optimized for smaller screens, providing an intuitive and seamless user experience.

Flowcharts

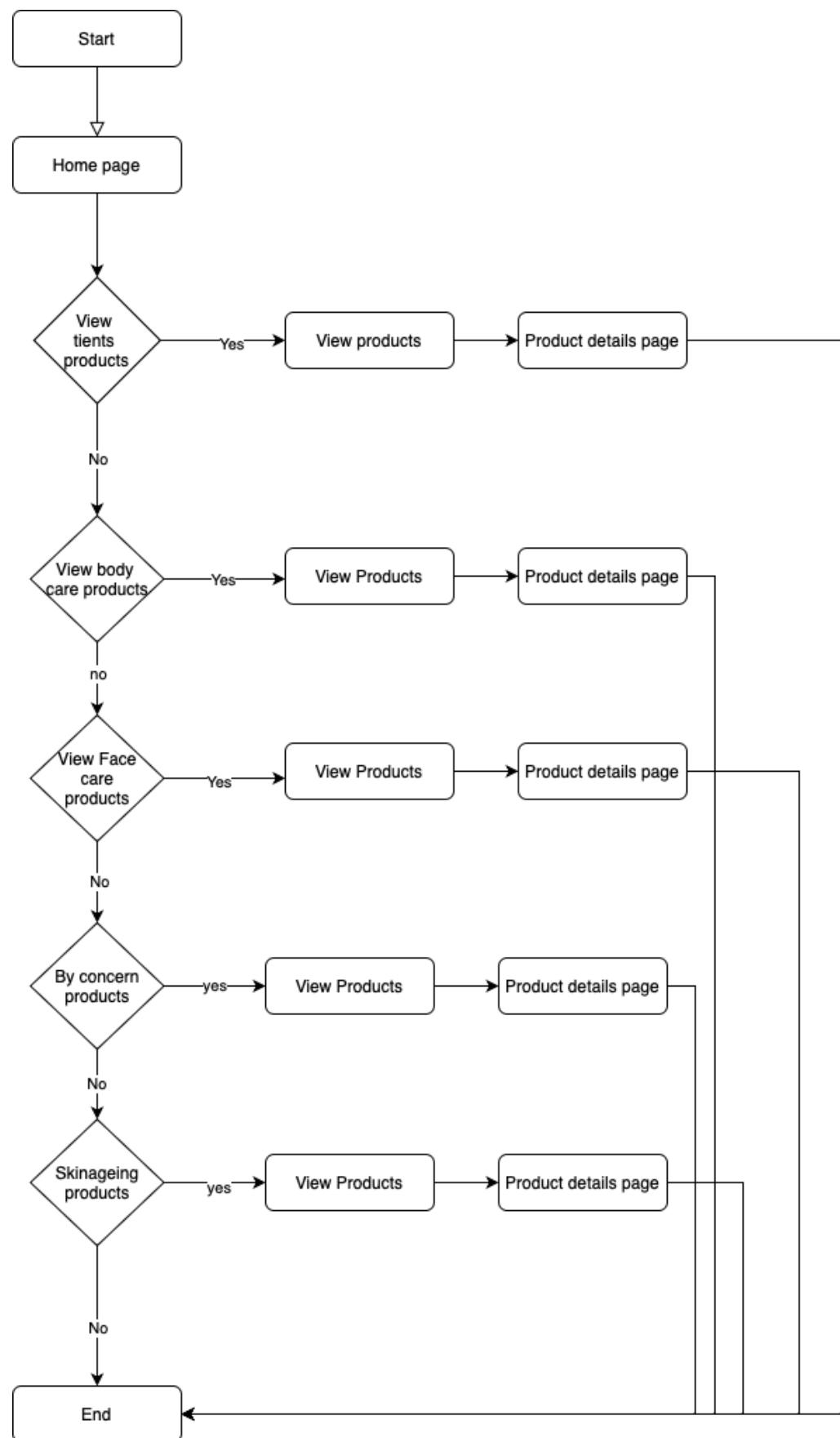
Login



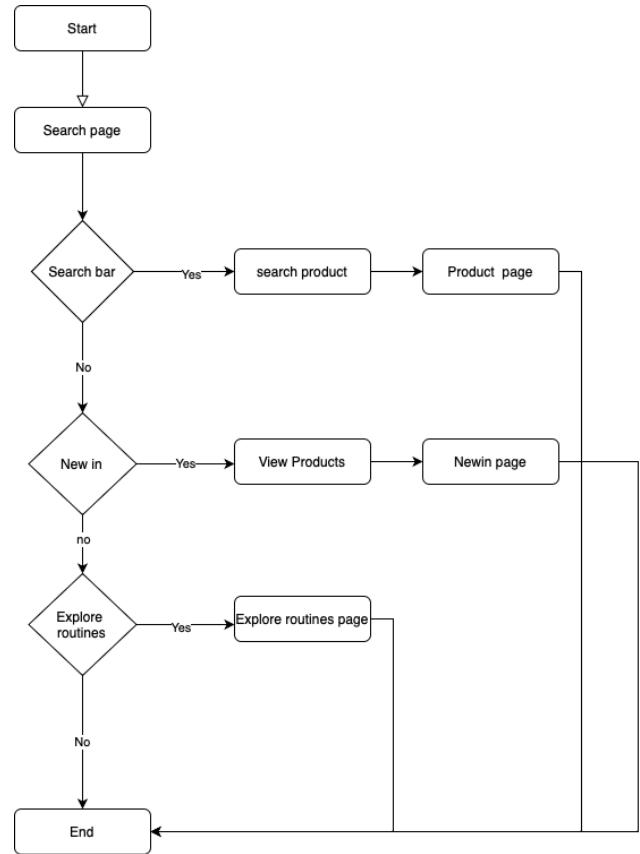
Sign up page



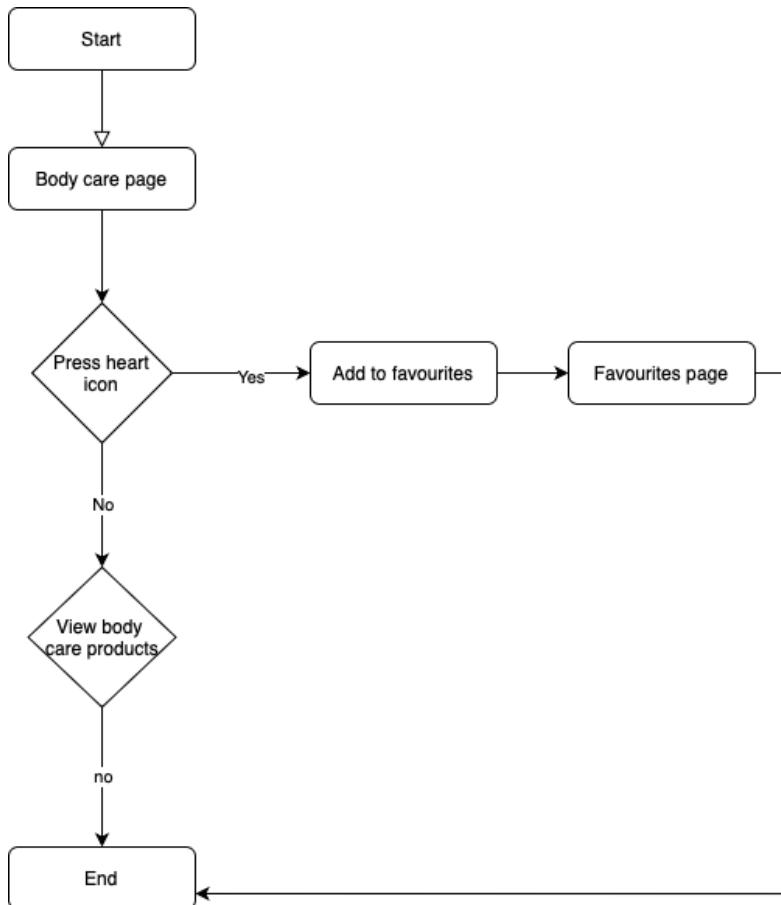
Home Page



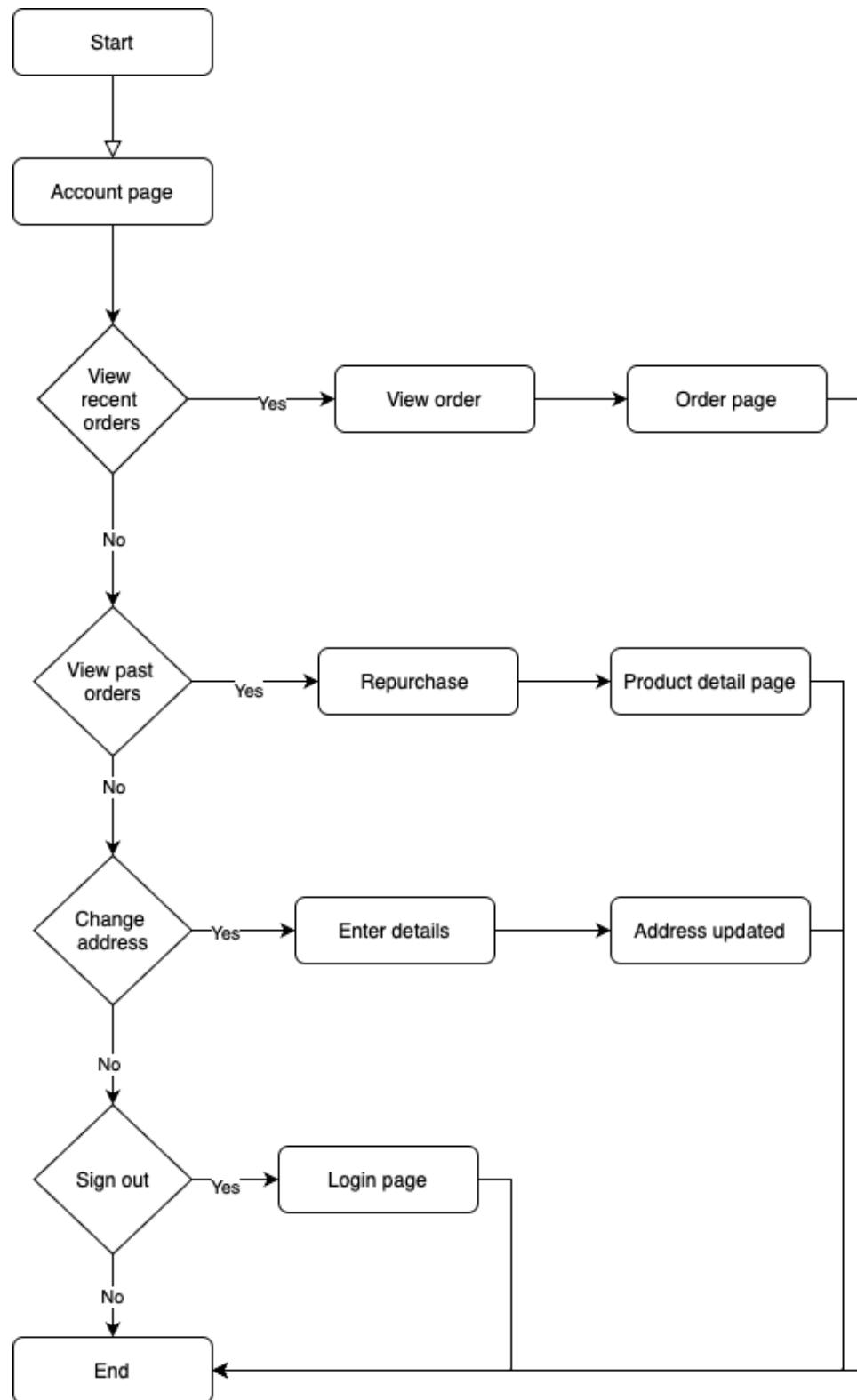
Search Page



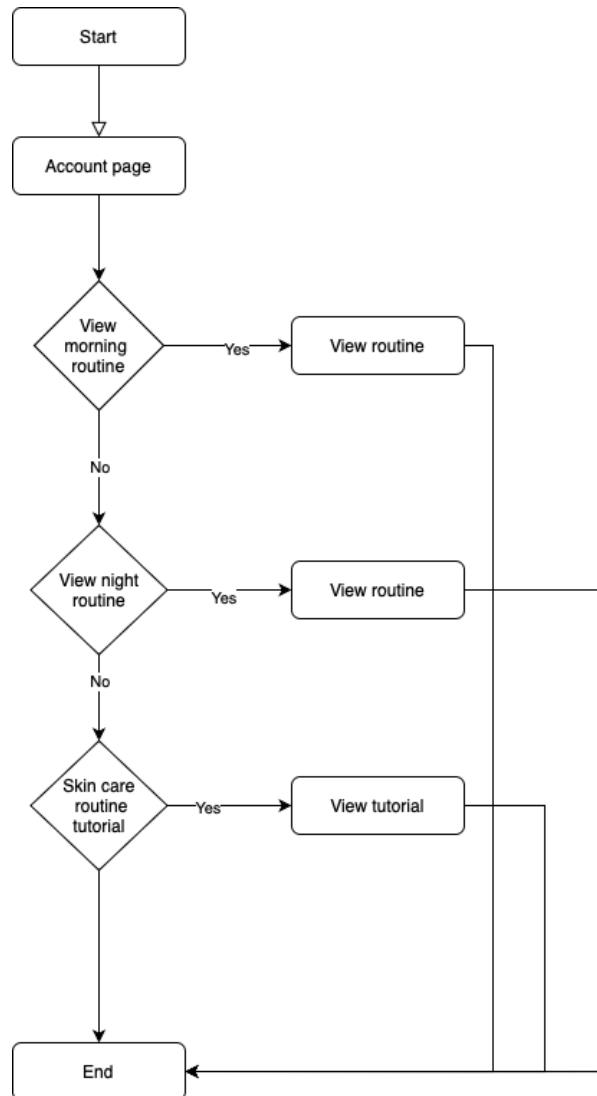
Add to Favourites Page



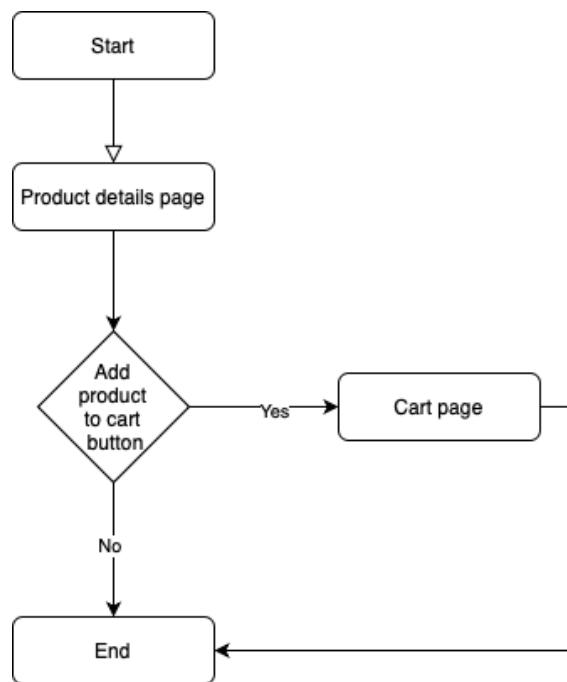
Account Page



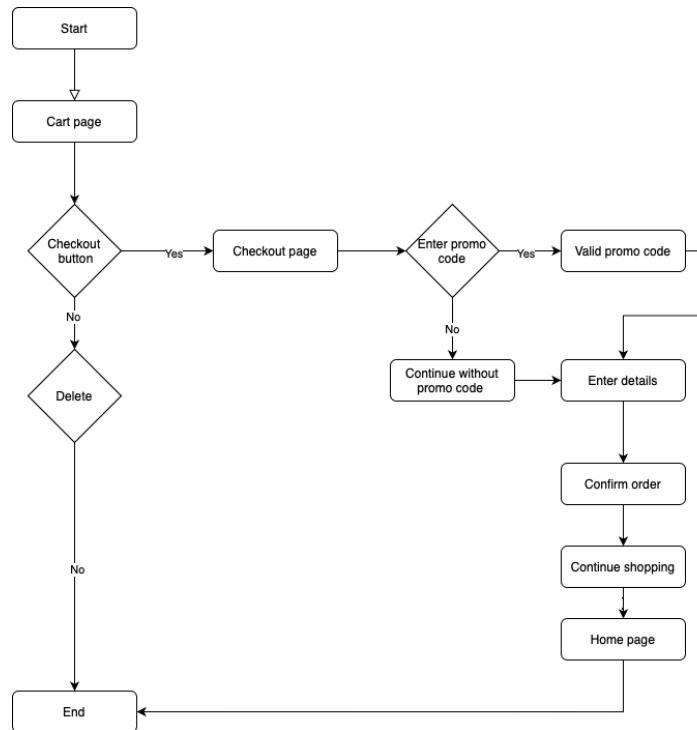
Explore routine page



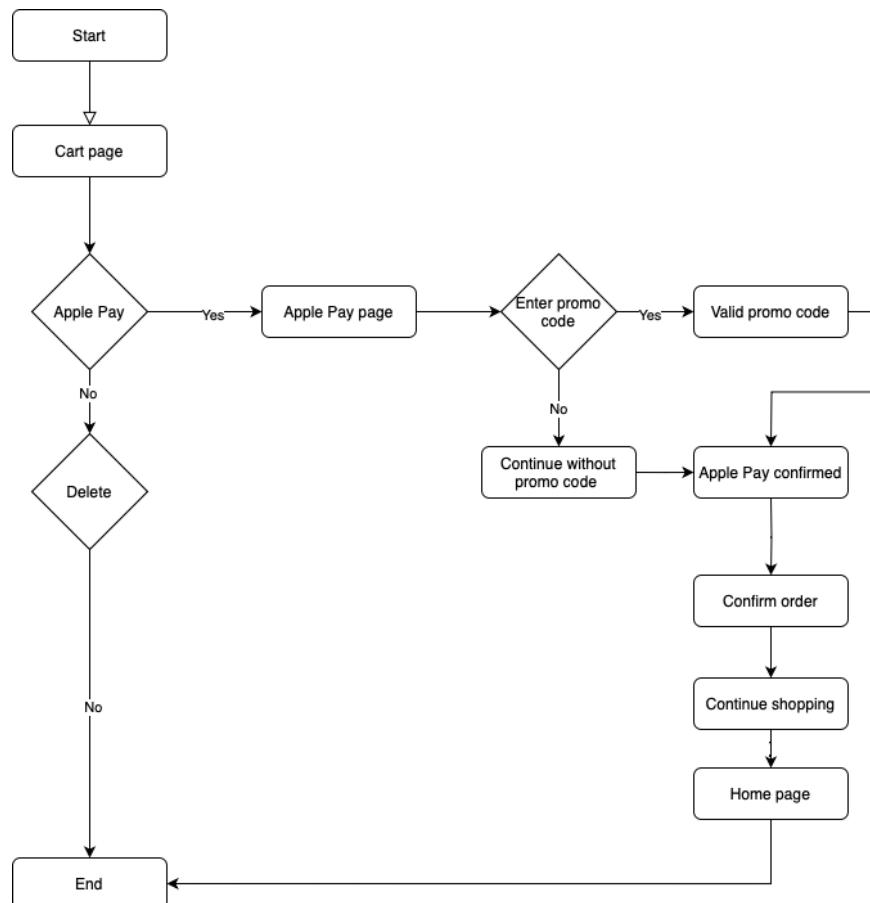
Add to cart page



Checkout process



Apple pay page



IPO chart

Input	Process	Output
User login	User enter their detail	App lunches into the home page
User sign up	App verifies user credentials and authetntication	User have created a new account and logged in the home page.
User uses search bar	Search bar give user suggestions	User sees available suggestions and choose what to search
User selects a specific product category	App retrieves and displays products within the selected category.	User views a list of products within the chosen category.
User applies filters	User clicks high to low	User views high cost products
User applies filters	User clicks low to high	User views low cost to high products
User selects a product for more information	App retrieves and displays detailed product information including price, description and customer reviews.	User views detailed product information to make an informed decision.
User adds the product to the shopping cart	App adds the selected product to the user's shopping cart.	User sees the updated shopping cart with the added product.
User navigates to the shopping cart	App displays the contents of the user's shopping cart.	User views the items currently in the shopping cart.
User proceeds to checkout	App guides the user through the checkout process	User completes the purchase and receives a confirmation message.
User adds the product to the favourites	App adds the selected product to the user's favourites.	User's favourites is updated with the selected product.
User navigates to the favourites	App displays the user's favourites with saved products.	User views the products they've saved for future purchase.
User views their past orders in order history	App retrieves and displays the user's past order history with detailed transaction records.	User accesses a detailed record of their past transactions for reorder or reference purposes.
User leaves a review and rating for a product	App provides an interface for the user to submit a review and rating for a specific product.	User's review and rating are submitted and displayed.
User interacts with the app on a smaller screen	App adjusts layout and elements to ensure optimal user experience on smaller screens.	User seamlessly interacts with the app, with elements and functionality optimized for smaller screen sizes.
User navigates to the skincare routines section	App retrieves and displays detailed information about the selected routine, including steps and tutorial.	User views them

Style Guide

TYPOLOGY.

Colour scheme

PEACH PINK
BLACK
GREY
WHITE BEIGE
F&F SEC
CHALK BEIGE
ETDAC

Buttons

ADD TO CART - £19
01
30 ml
I HAVE A PROMOCODE
CHECKOUT - £48

Errors

Email
maya
Please enter a valid email.

Typography

Maven Pro Regular 20px
Roboto Mono Light 12px

Icons

👤 🛍️ 🔎 ❤️

Dropdown lists

Low to High ▾
Hight to Low ▾

Search bar

bodycare
bodyconcern

Photos

Two product photos: one of three bottles and one of a tube being applied to skin.

Wireframes

Typology.

Login

Email
maya.cam2898@gmail.com

Password
.....

Login

Don't have an account? [Sign up](#)

Typology.

Sign up

First Name
Maya

Last Name
Camilleri

Email
mayacam2898@gmail.com

Password

Confirm Password

Login

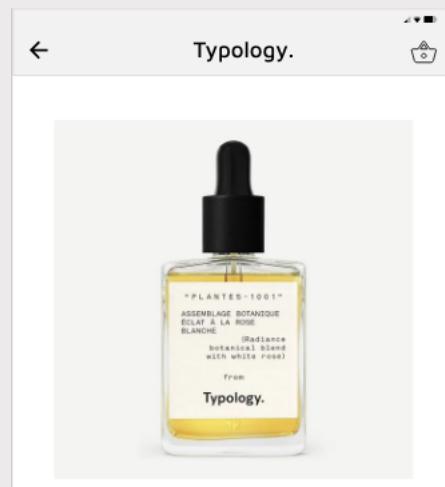
Don't have an account? [Login](#)

Typology.

Minimist Formulas
Discover our tints
More than 10 natural ingredients!
Fragrance free & suitable for
Sensitive skin



Shop Now



Radiance Serum 11% Vitamin C

★★★☆☆ 10 reviews

Price: \$15.90

ADD TO Bag

Lore ipsum dolor sit amet, consectetur adipiscing elit. Nunc sit amet odio purus. Donec porta ac felis et placerat. Maecenas sagittis nibh eget justo ultrices vulputate. Aliquam dignissim pulvinar semper. Praesent sit amet semper sapien. Ut venenatis urna nec scelerisque semper. Curabitur porttitor sed elit vel varius. Ut scelerisque nisi sed mollis posuere. Maecenas ac tincidunt dolor.

Mauris et mattis erat, id pellentesque nisi. Cras a ullamcorper ligula, iaculis iaculis tellus. Sed lobortis

Jon Doe

★★★☆☆

Lore ipsum dolor sit amet, consectetur adipiscing elit. Nunc sit amet odio purus. Donec porta ac felis et placerat. Maecenas sagittis nibh eget justo ultrices vulputate. Aliquam

Typology.

Low to high ▾

Hydrating serum
SPF30 face sunscreen
With aloe vera
£24

Hydrating serum
SPF30 face sunscreen
With aloe vera
£24

Hydrating serum
SPF30 face sunscreen
With aloe vera
£24

Hydrating serum
SPF30 face sunscreen
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£24

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With aloe vera
£24

Hydrating serum
SPF30 face sunscreen
With aloe vera
£24

Trending

Shop Now

Typology.



Begin diagnostic test

