

ReDesign Typology

Maya Camilleri

What I am Redesigning

I will be redesigning Typology application. Their application isn't international, its only based in france, so i will be doing it international. There is going to be a slight change in the logo, changes in the navigation menu, typography and colour scheme. Through all pages there is going to be some changes for photos, layout and text. There is going to be changes in the user experience for better navigation and improve usability. For example, their photos are shown as video , sometimes it glitches when one plays the video so I will show them as photos only. Videos may cause accessibility issues. This will help to faster load pages and is more mobile friendly.

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 Persona

Francesca Borg

Age : 26
Location : Sliema, Malta
Occupation : Primary Teacher



"It's so hard to find products for my sensitive skin"

MOTIVATIONS

Francesca gets very emotional shopping products for her skin care because, she rarely finds products that have the ingredients for her skin needs. Recently she found 'Typology' after googling "natural ingredients for skin care" and reading other reviews online about the company.

GOALS

.Prefer natural ingredients
.Clear communication about the ingredients
.Minimalistic formulations

FRUSTRATIONS

. Not being able to filter available products by skin type
. No other recommended products when she's looking at a product she likes

Leon Becker

Age : 30
Location : Hamburg, Germany
Occupation : Interior Designer



"It's so hard to find natural ingredients in skin care products "

MOTIVATIONS

Leon gets very emotional shopping products for his skin care because, he rarely finds products that have natural ingredients for his skin needs. He found 'Typology' after his friend gave him a sample a product for his oily skin. He was impressed by the outcome.

GOALS

.Seeks for natural ingredients
.Get rid of his oily skin.

FRUSTRATIONS

. Not being able to find ingredients for his oily skin
.Products which aren't vegan and eco-friendly pack

Janit Pantea'

Age : 52
Location : Marseille, France
Occupation : Psychology



"I love to try different types of skin care products"

MOTIVATIONS

Janet loves to experiment with different skin care brands. She has been taking care of her skin from a young age. Recently she found 'Typology' after an advert on Instagram. She took a look at it and took interest at the reviews of the users.

GOALS

.Prefer natural ingredients
.Clear communication about the ingredients
.Formulations for every age

FRUSTRATIONS

. Not being able to filter available products by age
. Bestsellers product solds out

Similar applications

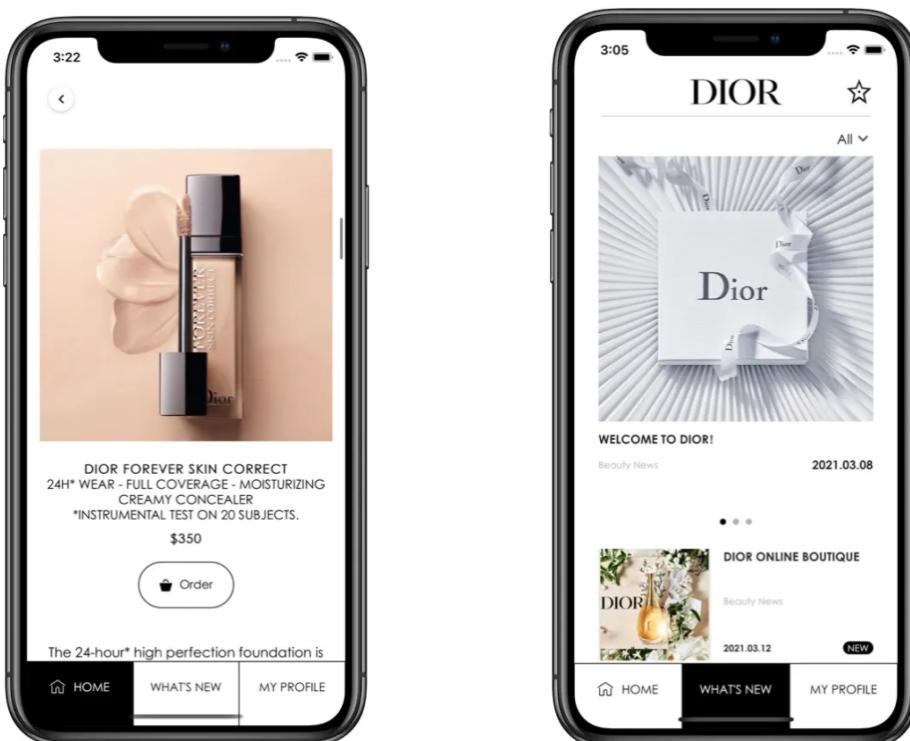
Dior Beauty

State how popular is Dior Beauty

Dior Beauty app is quite popular as Dior is a big brand. They have a popular feature where the users can explore and try on different makeup products virtually before making a purchase. One can find the perfect shade by trying the product on virtually. They can also take selfies wearing the Dior makeup products and share them on social media. The application mostly has good reviews all 5 star on the products, on the application it has 3.5 rating as many said that the app won't open, glitches. The last update done to the app was bug fixes and performance improvements. They update it regularly.

App design choices

Dior Beauty opts for sophisticated interface, mirroring the brand's overall image. Clean lines, high-quality visuals, and a pleasing colour scheme. In addition to showcasing the products, the app's visually appealing images and graphics that not only showcase the products but also tell a story about the brand's heritage, craftsmanship, and commitment to beauty. Dior Beauty emphasizes a user-friendly navigation. Dior focus on providing a premium experience, the app is made to make it easy for users to explore the product range, access personalized content, and make purchases easy. Dior maintains a consistent branding across its various platforms, ensuring that the app aligns seamlessly with the broader brand identity. The app includes features like augmented reality (AR) or virtual try-on. Users engaging in virtual try-on experiences should have a high-quality and immersive interaction with Dior's beauty products. Dior use the app as a platform for exclusive content, such as sneak peeks of upcoming collections, behind-the-scenes looks, or exclusive tutorials. This keeps users interested while also enhancing the brand's perceived exclusivity.



Functionalities

- Virtual Try-On: Dior include virtual try-on features. This allows users to virtually try on different makeup products.
- Product Catalog: A product catalog showcasing Dior's range of beauty products. Users can browse through different categories, view product details, and access information about shades and formulations.
- Personalization: user preferences, purchase history. This feature enhances the shopping experience by offering tailored suggestions.
- Tutorials and How-To Guides: Educational content such as makeup tutorials, beauty tips, and how-to guides
- Wishlist and Favourites: Users can create Wishlist, save favourite products, and receive notifications about product availability, promotions, or new releases.
- Shopping Cart and Checkout: Seamless shopping functionality with a user-friendly shopping cart and a secure checkout process.
- Barcode Scanner: A barcode scanning feature allow users to get instant product information and reviews by scanning Dior product barcodes in-store.
- Social Integration: Integration with social media platforms, allowing users to share their favourite products, looks, or purchases. This can contribute to a sense of community and user engagement.
- Push Notifications: Users receive notifications about new product launches, promotions, or personalized recommendations to keep them engaged with the app.

Strengths

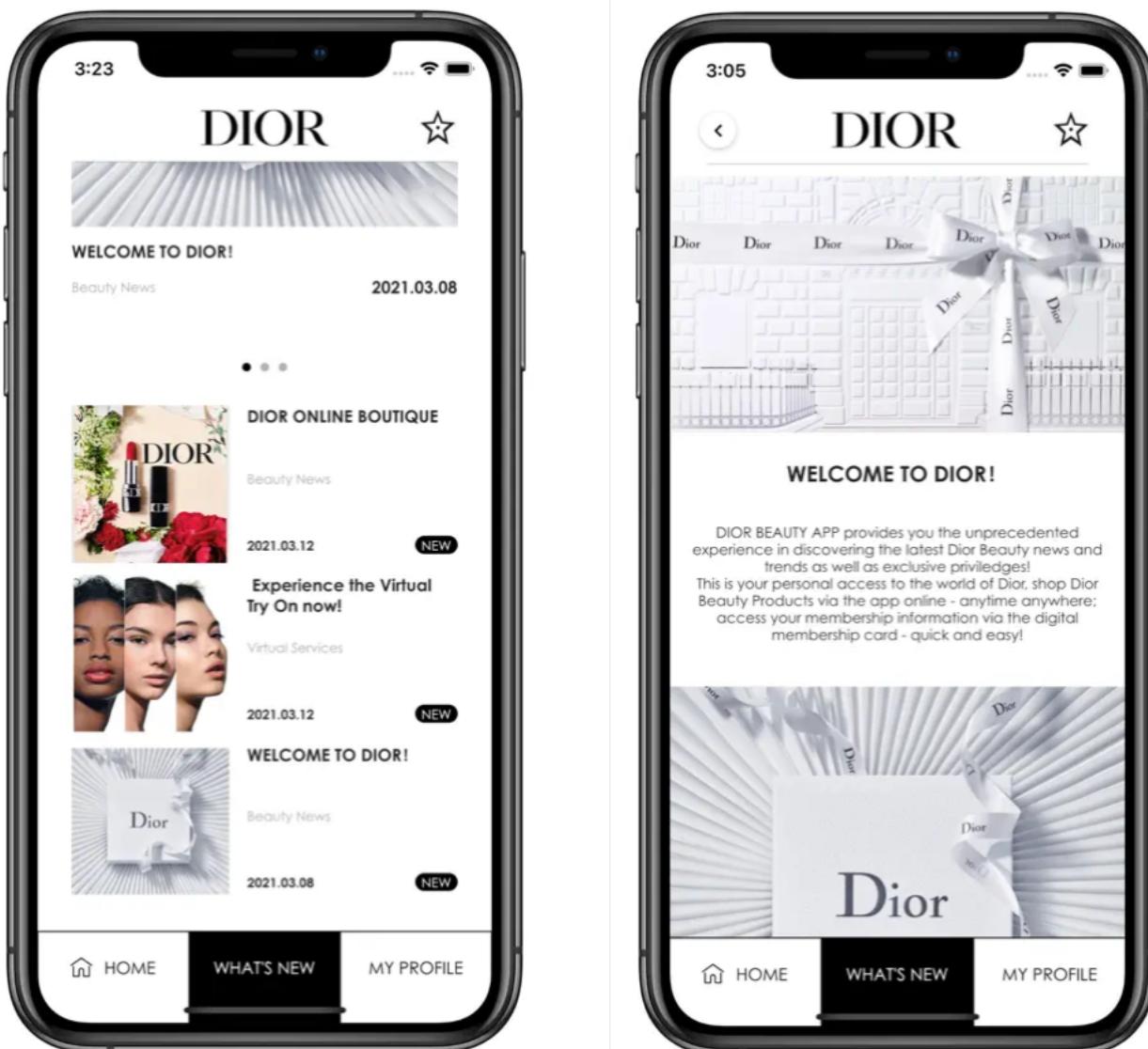
Dior Beauty have a lot of strengths. The virtual Try-On experience feature is a significant strength. It enhances the online shopping experience and helps customers make more informed purchasing decisions. An intuitive design in Dior app is known for it's aesthetic. The app contributes to a visually pleasing and user-friendly interface. Comprehensive product information which provides detailed information about DIOR beauty products, including ingredients, shades, and application tips helps users make well-informed choices. Personalization and recommendations on user preferences or purchase history, adds a layer of customization to the shopping experience, making it more enjoyable for individual users. Exclusive content such as behind-the-scenes looks, limited-edition releases, or tutorials can engage users and create a sense of exclusivity. This can be a powerful tool for building brand loyalty. Seamless shopping experience, a well-functioning shopping cart, secure checkout process, and easy navigation contribute to a seamless shopping experience. Innovative features showcase DIOR's commitment to innovation. Whether it's AR features, interactive content, or new functionalities, innovation can set the app apart. Social Integration allows the user to share their favourite DIOR beauty products or looks on social media. Dior Beauty gives users points with every purchase.

Weaknesses

Dior Beauty have some weakness. The app has a few technical issues, technical glitches or issues can impact the user experience. This might include crashes, slow loading times, or problems with virtual try-on features. The app has limited accessibility it's not available on all platforms. Complex avigation If the app has a complex or confusing navigation system, users may find it challenging to locate products or features. Limited product range, the app doesn't offer a comprehensive range of DIOR beauty products or fails to keep up with new releases, users may look for alternatives with a more extensive selection. Virtual Try-On Accuracy If the virtual try-on feature is not accurate in representing how DIOR products will look on the user.

Inadequate Customer Support a lack of responsive and effective customer support within the app can lead to frustration if users encounter issues or have questions.

Limited Educational Content if the app lacks educational content such as tutorials or beauty tips, it may miss an opportunity to engage users and enhance their knowledge of DIOR products.



Cult beauty

Cult Beauty is a well-known online beauty retailer that curates a selection of high-quality and sought-after beauty products. Their platform is known for offering a range of both popular and niche brands. The brand was created by beauty devotees. The last update they did was as fixing bugs and performance improvements. As rating the application has 4.9 as it functions quite good. The app isn't available in all countries. Its only available on iOS 11.2 as well, on iPhone, iPad, iPod touch and mac with M1 chip. As an app its free of charge.

App design choices

Cult Beauty app is a well-designed app which is easy to navigate and allows users to find products quickly. It includes categories, filters, and a clear menu structure. The app includes high quality images and a visually appealing layout. Cult beauty is user-friendly, with clear calls-to-action, easy checkout processes, and minimal friction in the user journey. The app offer a personalized recommendations based on user preferences, skin type, or past purchases. It also Includes user reviews and ratings for products which help customers make choices on the product. Cult Beauty has accessibility, ensuring that the interface is usable for individuals with different abilities.

Functionalities

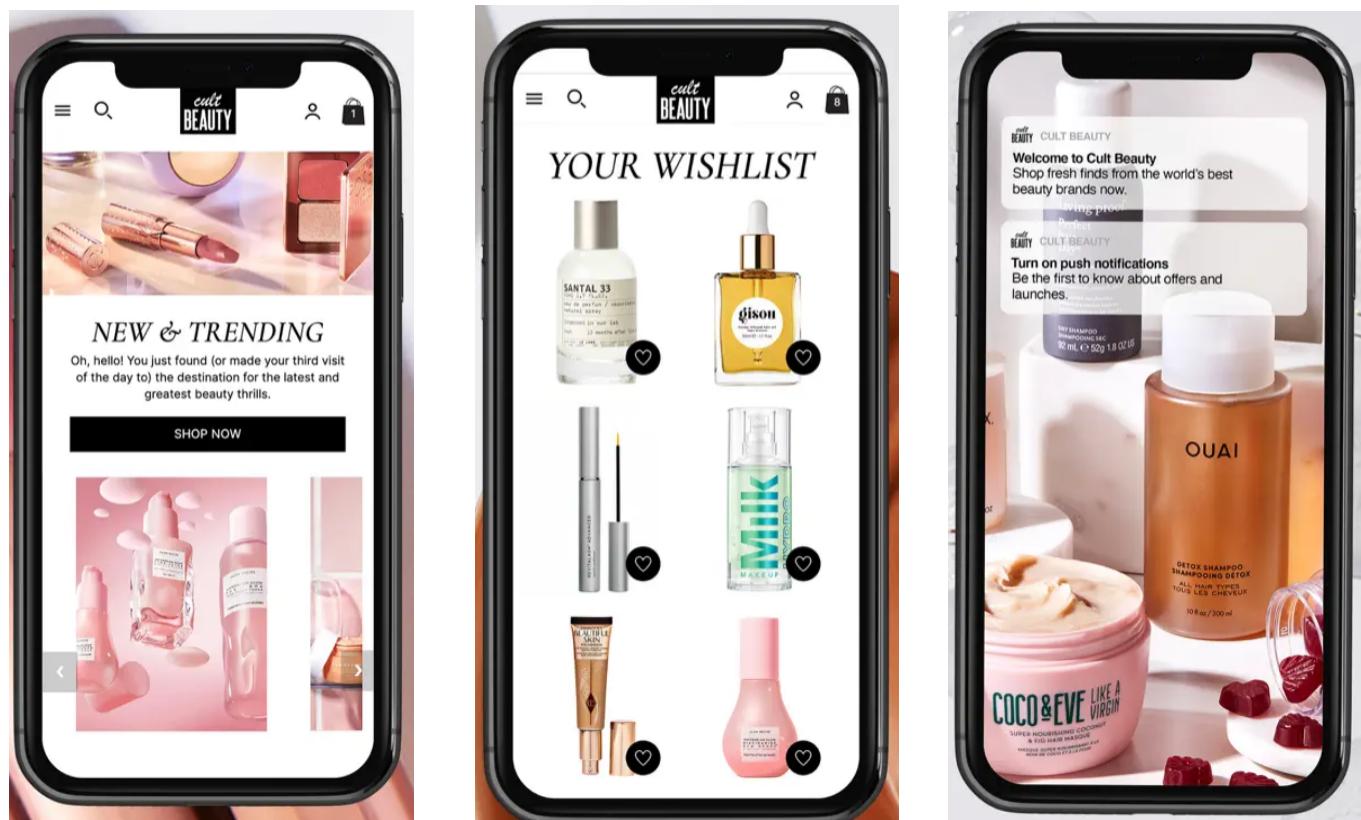
- 1. Product Browsing: Users can browse through a wide range of beauty products, sorted by categories such as skincare, makeup, haircare and more.
- 2. Search and Filters: A search function allows users to find specific products, while filters help choices based on brand, price range, ingredients and 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.

Strengths

Cult Beauty is known for curating a selection of high-quality and sought-after beauty products, both from popular and niche brands. This curated approach attracts customers. The platform offers a diverse range of beauty brands, catering to various preferences and needs. Including user reviews and ratings on the platform can build trust among customers, helping them make informed decisions about products. The app offers personalized recommendations based on user preferences or past purchases. Cult Beauty caters to a global audience, allowing customers from different regions to access and purchase their products.

Weaknesses

Cult Beauty has high-end and curated products which sometimes come with a higher price point. This limits the accessibility of certain products to a broader audience. Some niche or exclusive products may have limited availability, which can lead to frustration if customers are unable to purchase desired items. The beauty industry is highly competitive, with many online retailers offering similar products. Cult Beauty needs to continually differentiate itself to stand out in the market. Depending on the customer's location, shipping costs and delivery times can vary. This may affect the overall satisfaction of customers, especially if they experience delays or unexpected fees. As of the last update, Cult Beauty primarily operates as an online platform. A limited physical presence may limit opportunities for customers to experience products in-store before purchasing.

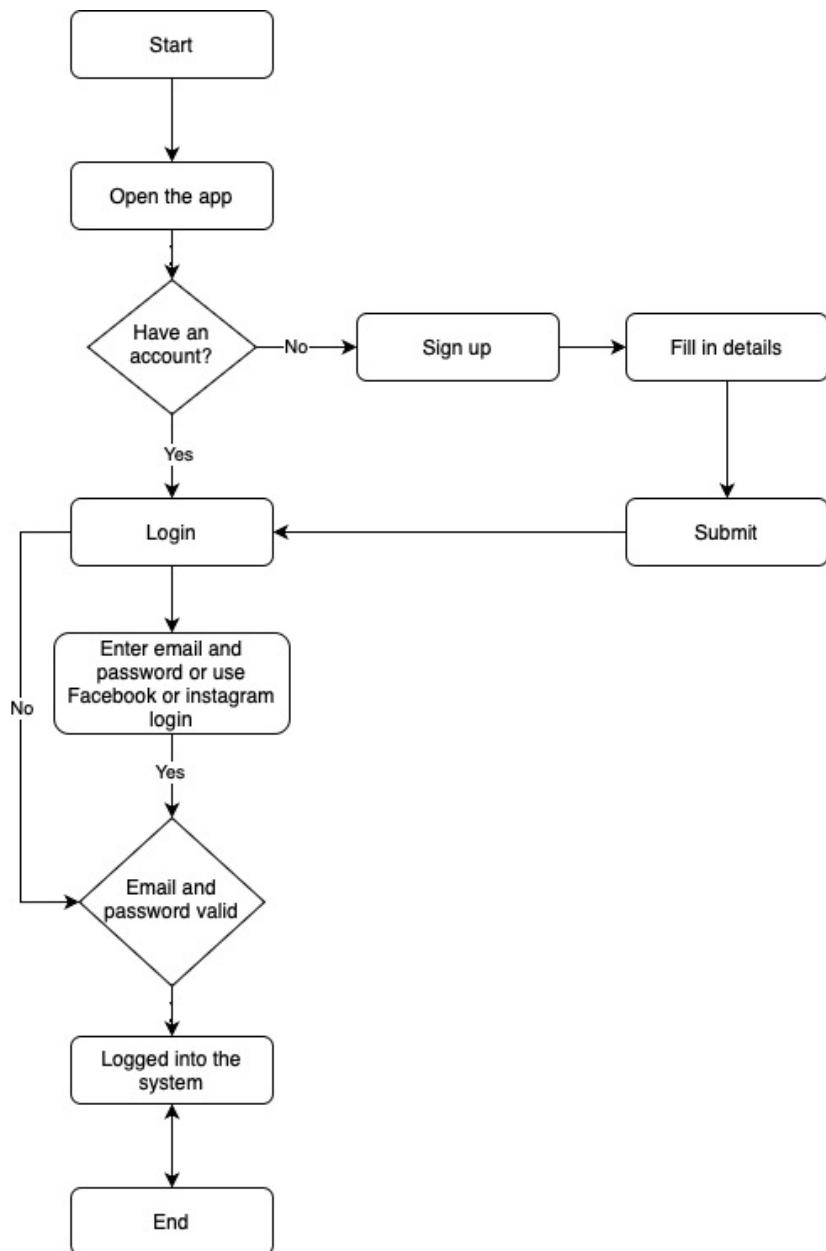


Functionality

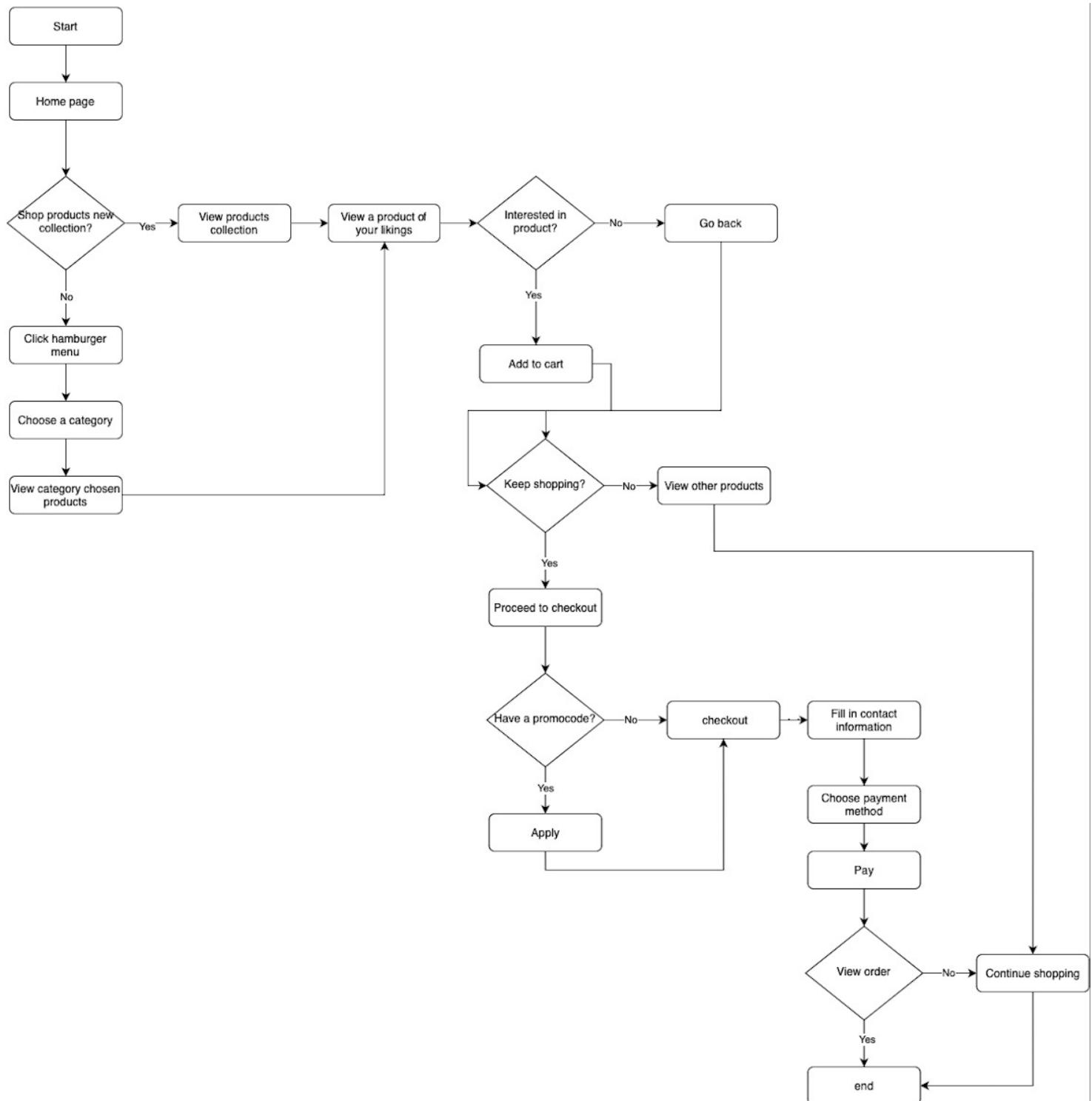
Search and Filters	The app will include a search bar and filters to help users quickly find specific products based on criteria such as price range and rooms
User account	Users can create accounts, log in, and manage their profiles. This functionality will include features like order history, saved items, and preferences.
Shopping cart	Users should be able to add items to their shopping cart, view cart, and proceed to checkout.
Checkout Process	A secure checkout process is essential, including options for payment, shipping address, and order review.
Payment Integration	Secure payment options such as credit/debit cards and digital wallets
Favourites	A feature allowing users to save items for future purchase or as a reminder.
Reviews and ratings	Users can read and leave reviews and ratings for products, helping others make informed decisions.
Gift cards	For recipients to use the gift card to choose their preferred items or services from the website. Offering gift cards can lead to increased sales, as people might purchase gift cards for others who may not have otherwise shopped on the website.

Flowcharts

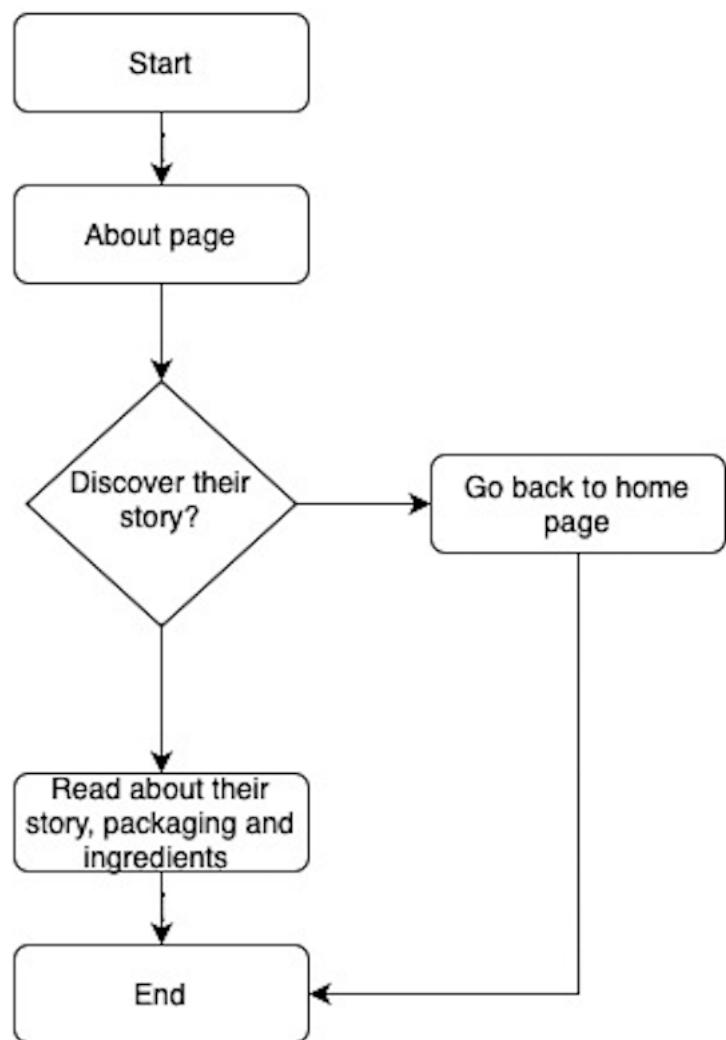
Login



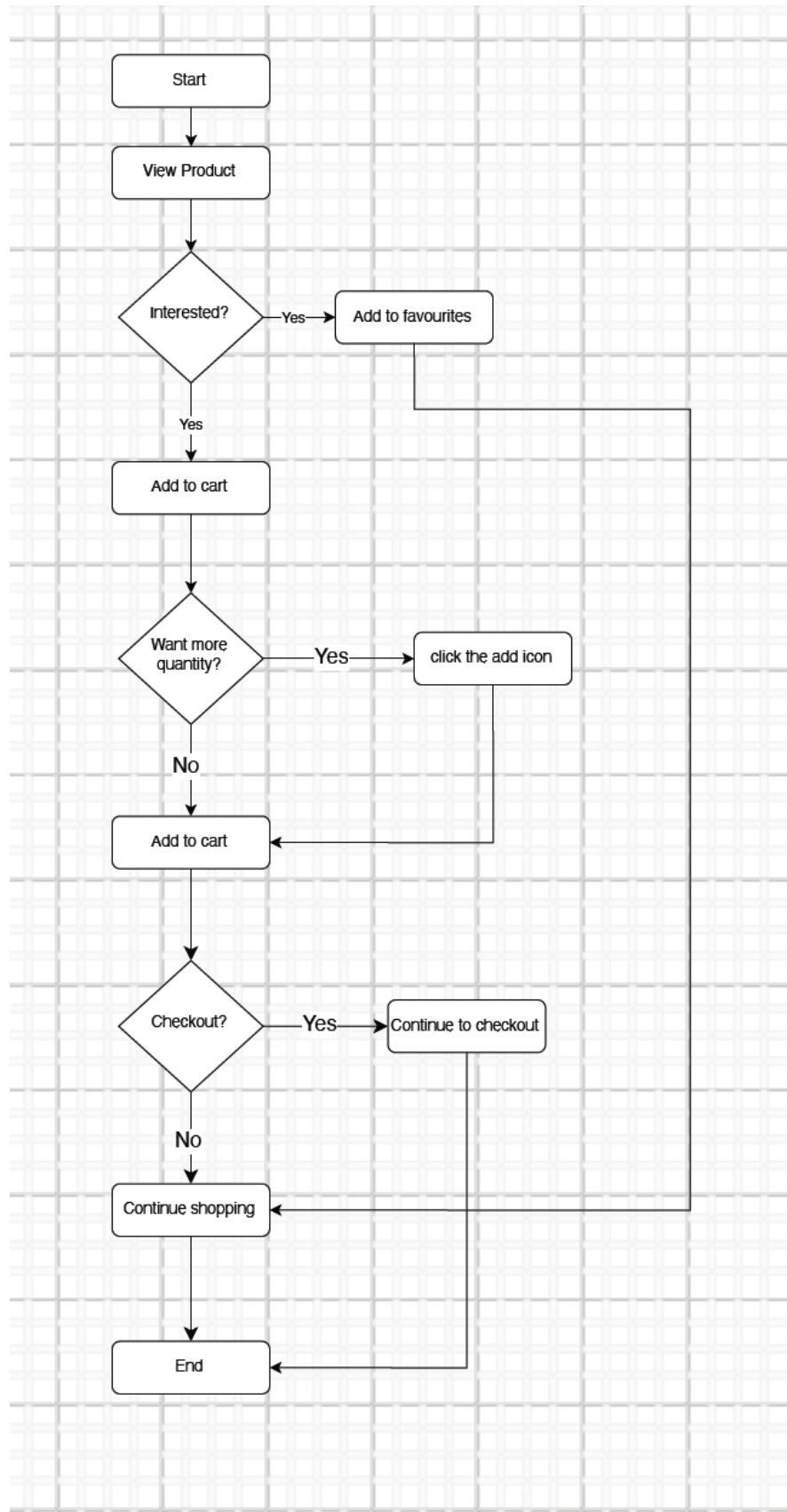
Home page and Cart



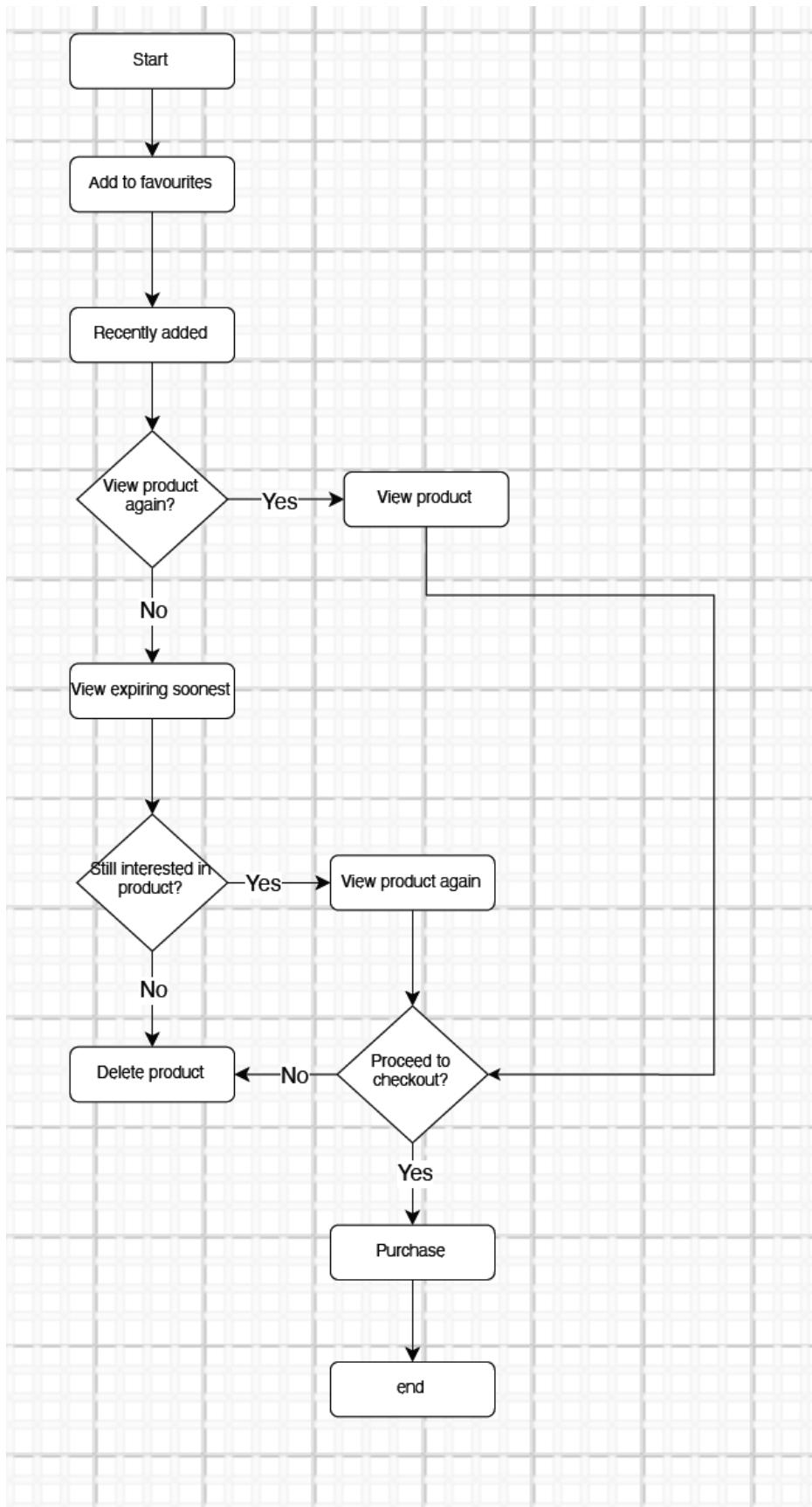
About Page



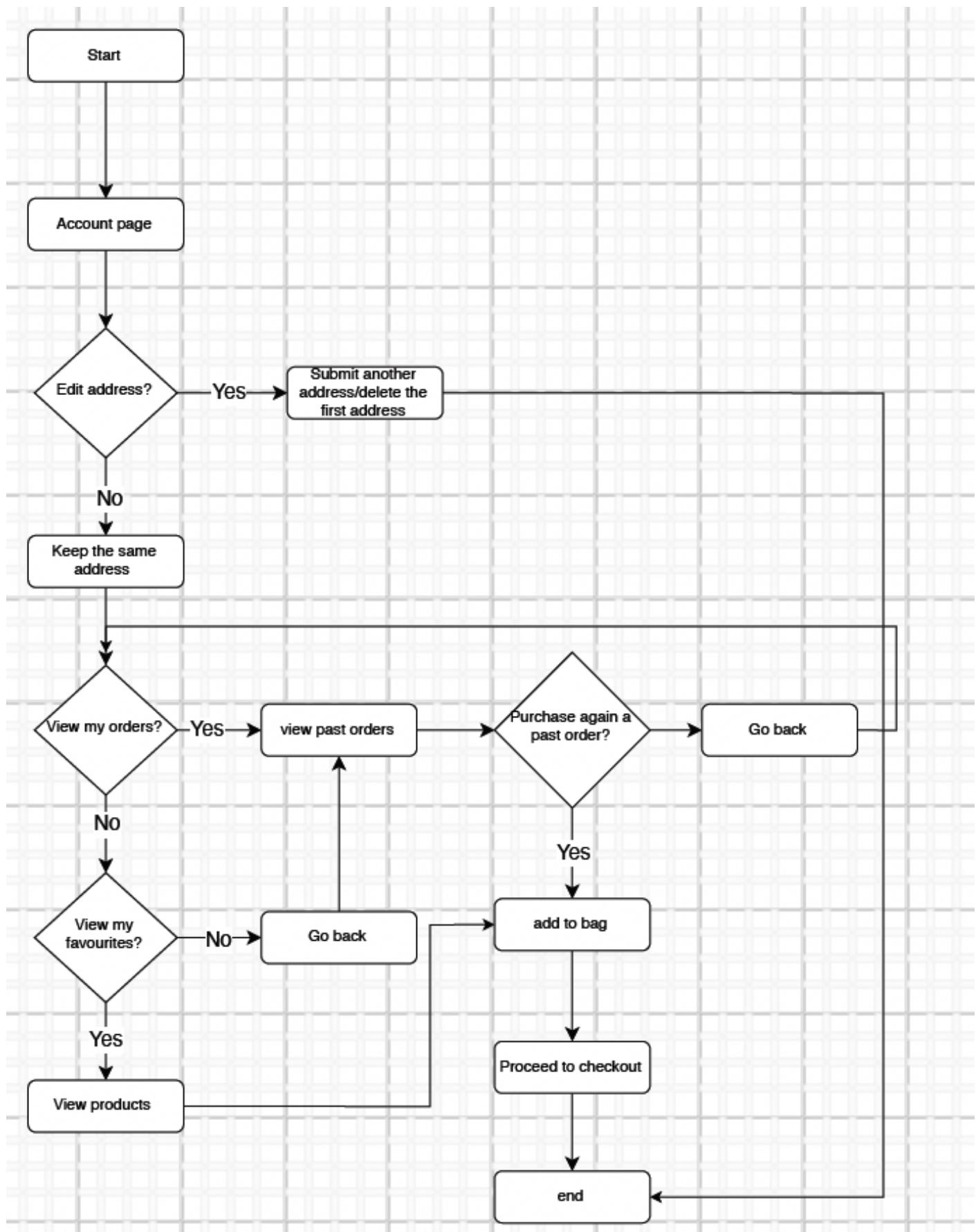
Product Page



Add to favourites Page



Add to favourites Page



IPO chart

Input	Process	Output
● User Log in and password	<ul style="list-style-type: none"> ● Check login and password match ● Load user account 	<ul style="list-style-type: none"> ● Login confirmation or re-enter details ● user Account
● Select product	<ul style="list-style-type: none"> ● Retrieve product details 	<ul style="list-style-type: none"> ● Product information page
● Add to cart	<ul style="list-style-type: none"> ● Add product to user's shopping cart ● Calculate total price of all products in shopping cart 	<ul style="list-style-type: none"> ● updated shopping cart ● total cost
● Payment Method	<ul style="list-style-type: none"> ● Process transaction 	<ul style="list-style-type: none"> ● Transaction receipt
● User search criteria	<ul style="list-style-type: none"> ● Run query based on user search criteria 	<ul style="list-style-type: none"> ● Search results
● Add to favourites	<ul style="list-style-type: none"> ● Add product to favourites page 	<ul style="list-style-type: none"> ● reminder to favourites products
● Shop collection	<ul style="list-style-type: none"> ● View collection of the product page 	<ul style="list-style-type: none"> ● Collection page
● Begin diagnostic test	<ul style="list-style-type: none"> ● Fill in the details about your skin 	<ul style="list-style-type: none"> ● Prescription
● Enter your email	<ul style="list-style-type: none"> ● Enter details 	<ul style="list-style-type: none"> ● Subscribe to newsletter

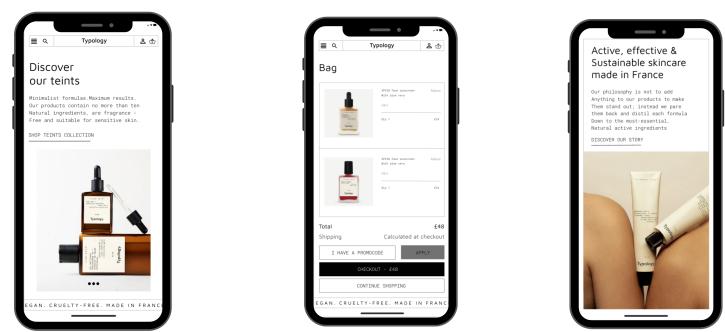
style guide

TYPOLOGY.

Colour scheme



Idea



Typography

Maven Pro Regular 20px

Roboto Mono Light 12px

Icons



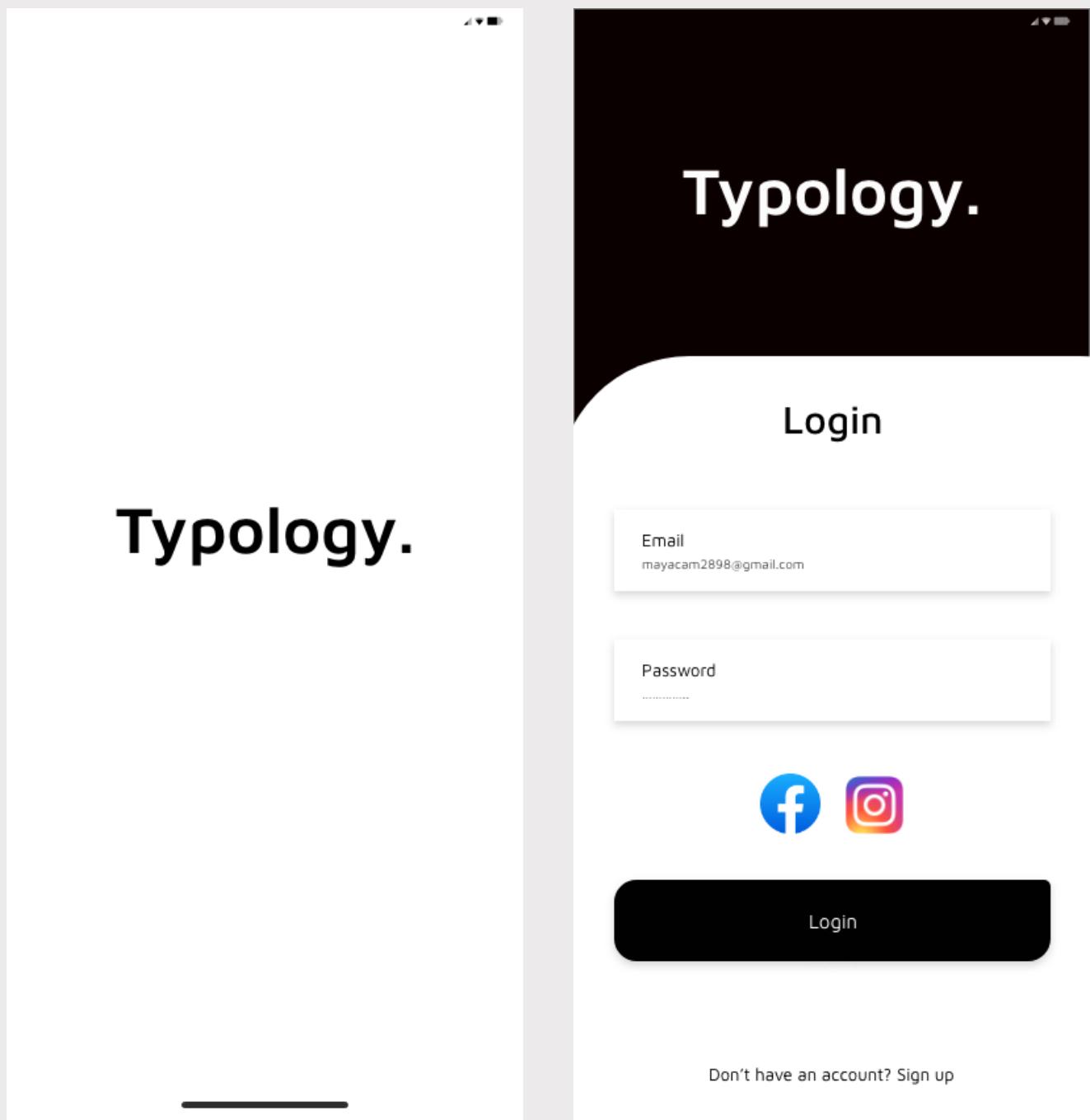
Buttons



Photos



Wireframes



Sign up

First Name
Maya

Last Name
Camilleri

Email
mayacam2898@gmail.com

Password
.....

Confirm Password
.....

Login

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

☰ Typology.

Discover our teints

Minimalist formulas. Maximum results.
Our products contain no more than ten Natural ingredients, are fragrance - Free and suitable for sensitive skin.

[SHOP TEINTS COLLECTION](#)

• • •

Home Search Profile Heart Cart

← Active, effective & Sustainable skincare made in France

Our philosophy is not to add Anything to our products to make Them stand out; instead we pare them back and distil each formula Down to the most-essential, Natural active ingredients

[DISCOVER OUR STORY](#)

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7:00

☰ Typology.

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LAB - 1002

Radiance Serum 11% Vitamin C

Description

Skin type	All skin types
Skin problem	Dull skin, tired skin
Action	Radiance

30 ml	15 ml	
-	01	+

ADD TO CART - £19

Home Search Profile Heart Bag

≡ Typology.

←

Recently added

	
SPF30 face sunscreen £24 With aloe vera	SPF30 face sunscreen £24 With aloe vera

Expiring soonest

	
SPF30 face sunscreen £24 With aloe vera	SPF30 face sunscreen £24 With aloe vera

Home Search Account Heart Cart



Maya Camilleri

[My Address >](#)[Account >](#)[My Orders >](#)[My Favourites >](#)[Buy Again >](#)[Language >](#)

Home Search Account Heart Cart

≡

Typology.

←

Cart

 SPF30 face sunscreen
With aloe vera
30ml
Qty 1 £24

 SPF30 face sunscreen
With aloe vera
30ml
Qty 1 £24

Total £48
Shipping Calculated at checkout

I HAVE A PROMOCODE

≡

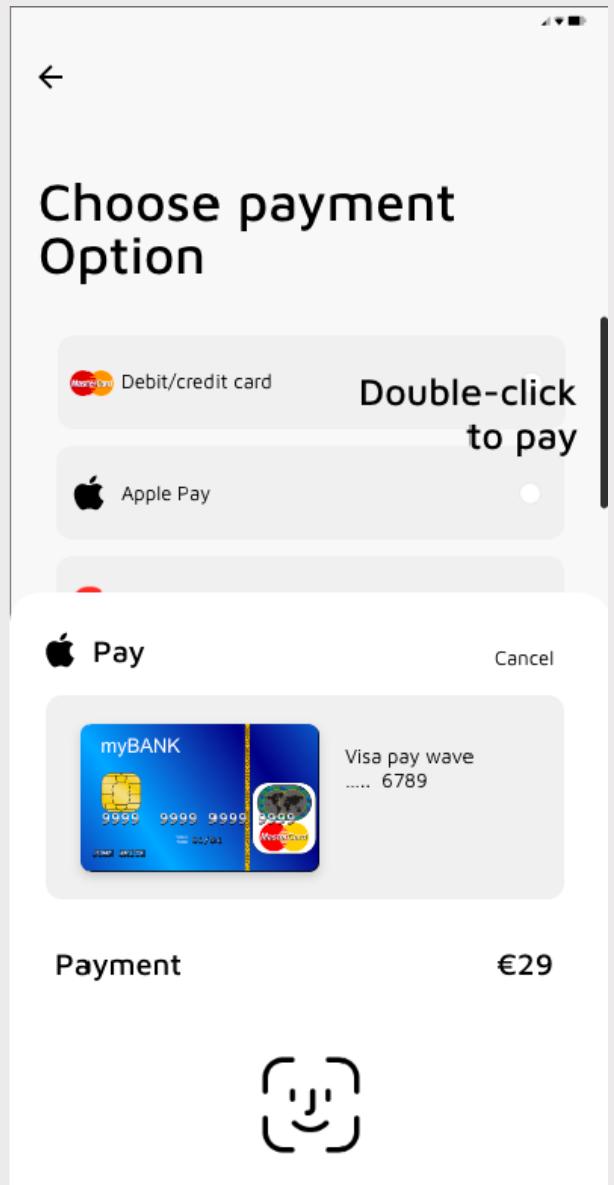
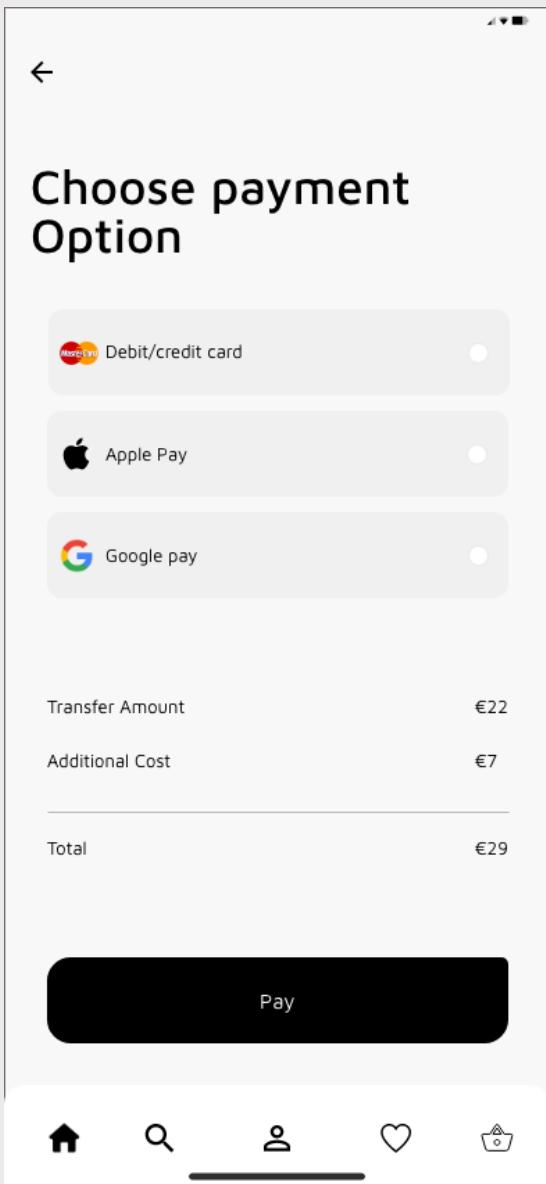
Typology.

←

Contact information

Keep me up to date on news and special offers





Typology.

Thank you for your order!

You can track your order in your personal account.

Your order number: **112548**



SPF30 face sunscreen
With aloe vera
30ml
£24



SPF30 face sunscreen
With aloe vera
30ml
£24

[CONTINUE SHOPPING](#)

