

What I am Redesigning

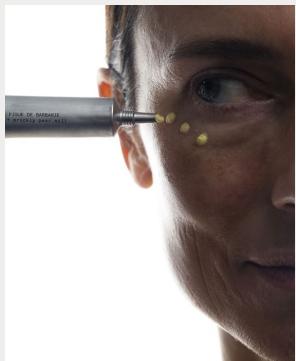
I will be redesigning Typology application because I have a passion for skincare, and I want to blend my interests creatively. The main goal is to create a better app that caters to an international audience, unlike the current version limited to France. I'll focus on improving the layout, making it 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

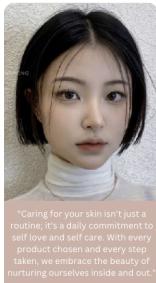
Kacy Pace

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. With every product chosen and every step taken, we embrace the beauty of nurturing ourselves inside and out."

Bio

Dedicated to self care and natural beauty, Kacy seeks effective skincare solutions amidst her busy lifestyle. With a commitment to authenticity and innovation, she explores the latest trends and products to enhance her radiant complexion. Skincare isn't just a routine for Kacy; it's a reflection of her dedication to nurturing her skin and embracing her natural beauty.

Frustrations

- Limited time available for skincare routines due to her demanding corporate job and busy lifestyle.
- Skincare products do not deliver the promised results or fail to meet her expectations.

Motivations

- She prefers user-friendly apps that align with her busy lifestyle and feels frustrated with apps that don't deliver promised results.
- Use technology to discover new brands and trends in skincare.
- She seeks effective and natural skincare products and enjoys discovering new brands and trends.
- Enhancing her skincare routine and achieving long-term skin health.
- Staying updated on the latest skincare trends and innovations, constantly seeking new brands and products. Exploring different skincare routines and experimenting with diverse skincare brands.

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. Whether he's in class or hanging out with friends, Ronan always makes time to take care of himself.

Motivations

- Learn about skincare because he believes it can improve his appearance and make him feel better about himself.

Goals

- To find simple and effective skincare routines that fit into his busy student life. He wants to learn how to take care of his skin properly so he can maintain a polished appearance without spending too much time or money.

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

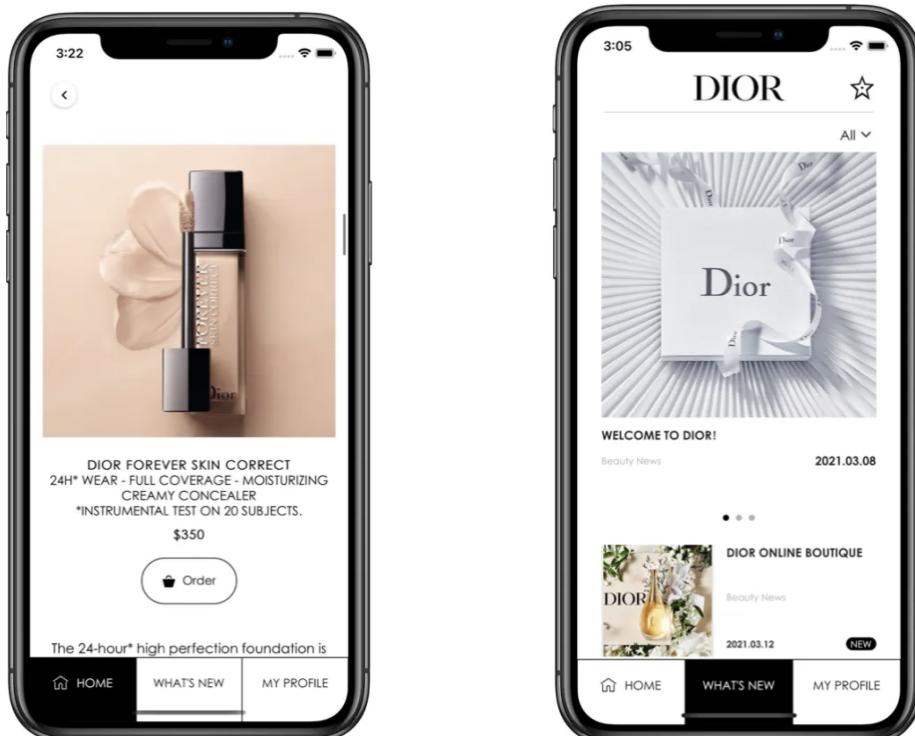
Dior Beauty

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

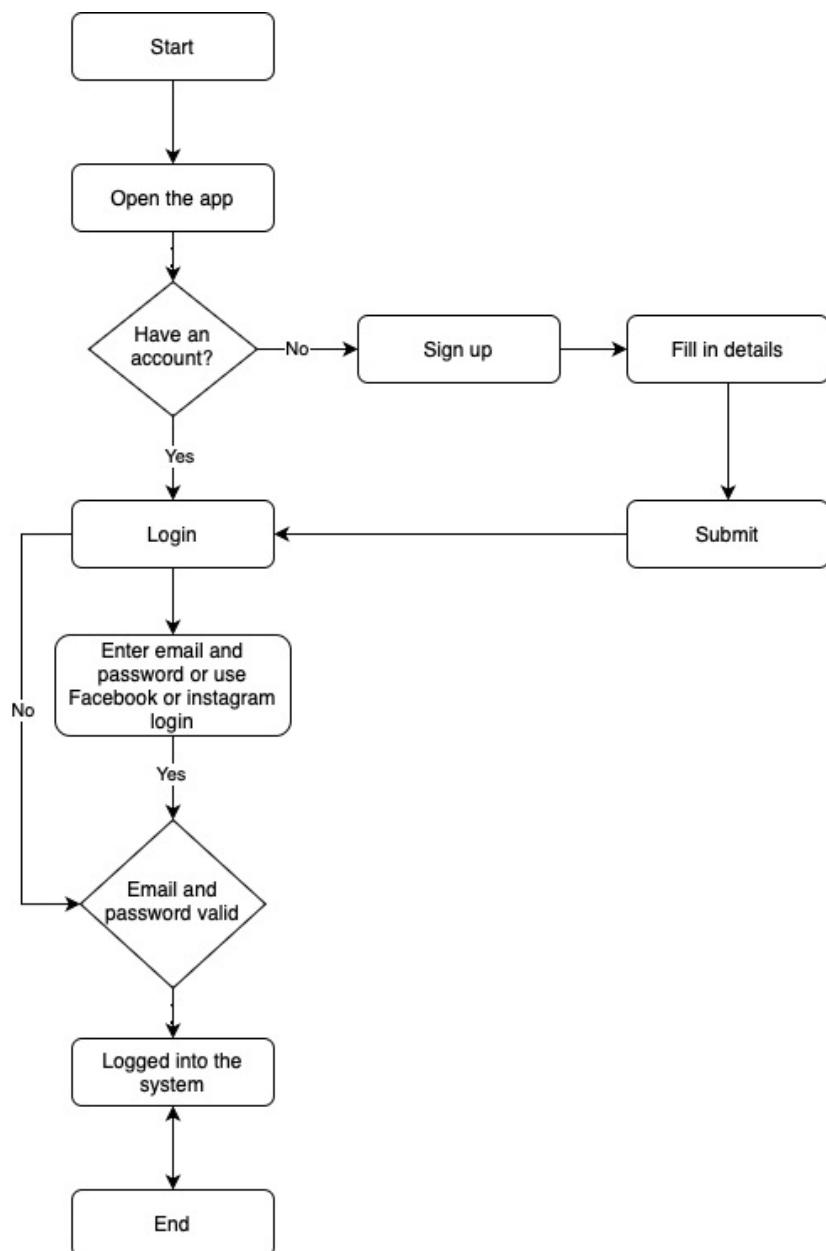
Dior Beauty have a lot of strengths. The virtual Try-On experience feature is a significant strength. It enhances the online shopping experience and helps customers make more informed purchasing decisions. An intuitive design in Dior app is known for it's aesthetic. The app contributes to a visually 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.

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



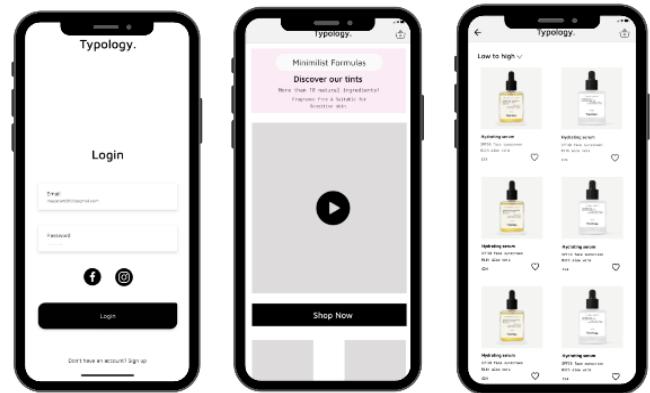
Style Guide

TYPOLOGY.

Colour scheme



Idea



Typography

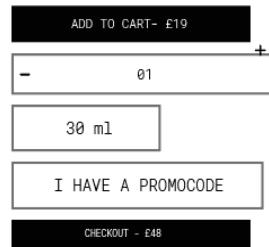
Maven Pro Regular 20px

Roboto Mono Light 12px

Icons



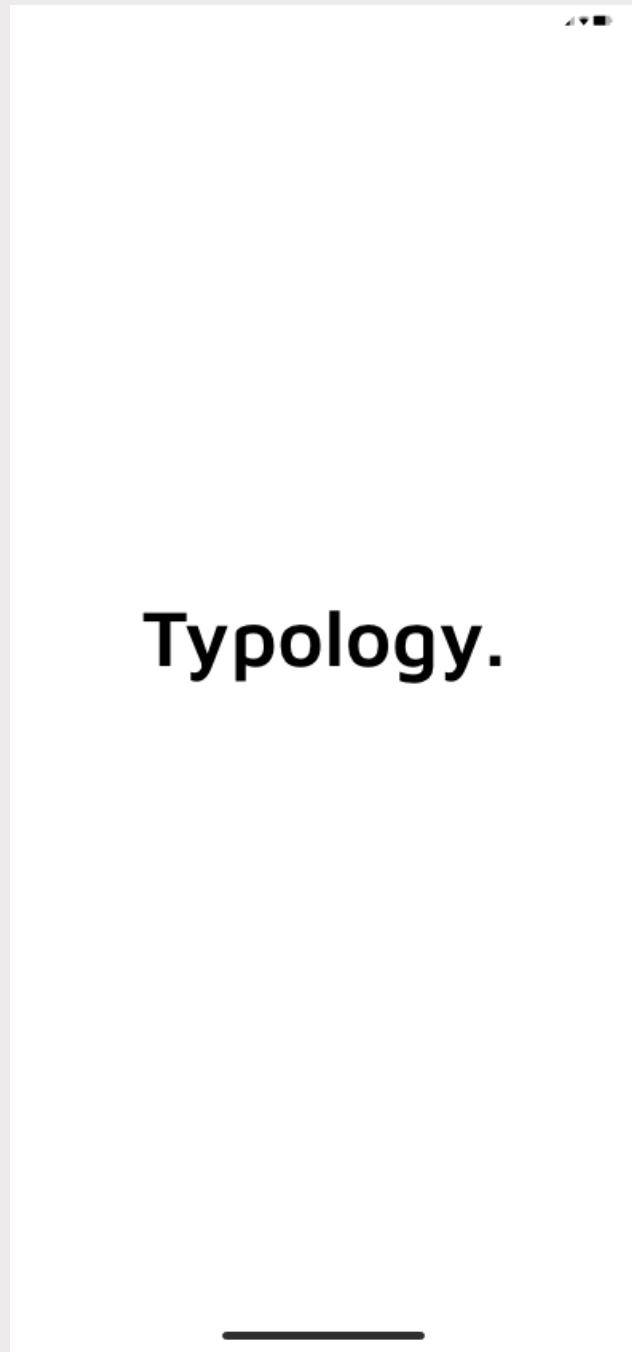
Buttons



Photos



Wireframes



Typology.

Login

Email
mayacam2898@gmail.com

Password
.....

f Instagram

Login

Don't have an account? Sign up

A wireframe of a login screen for a mobile application. The title "Typology." is at the top. Below it is the word "Login". There are two input fields: one for "Email" containing "mayacam2898@gmail.com" and one for "Password" with a dotted placeholder. Below the inputs are social media icons for Facebook (f) and Instagram. A large black button labeled "Login" is centered below the social media icons. At the bottom, there is a link "Don't have an account? Sign up". The screen has rounded corners and a white background.

←

Typology.

Sign up

First Name
Maya

Last Name
Camilleri

Email
mayacam2898@gmail.com

Password
.....

Confirm Password
.....

Login

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



← 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
With aloe vera
£24

Hydrating serum
SPF30 face sunscreen
With aloe vera
£24

Hydrating serum
SPF30 face sunscreen
With aloe vera
£24

Home
Search
Cart
User

← Typology. ⚡

"PLANTES - 1001"
ASSEMBLAGE BOTANIQUE
ÉCLAT A LA ROSE
BLANCHE
(Radiance
botanical blend
with white rose)
from
Typology.

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

Home
Search
Cart
User

 Hydrating serum
\$15.90
QTY 1

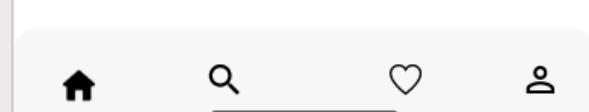
— 1 +

CHECKOUT ~ £48 Apple Pay



Search

New In



 Typology.

Hydrating serum



Add to cart Delete

 Maya Camilleri

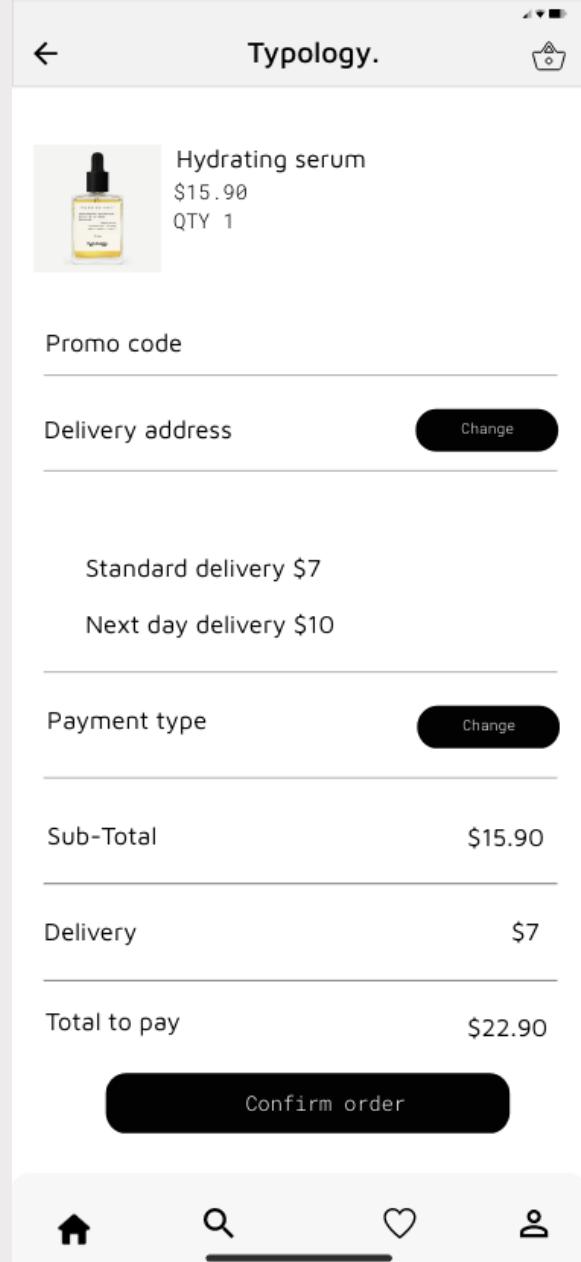
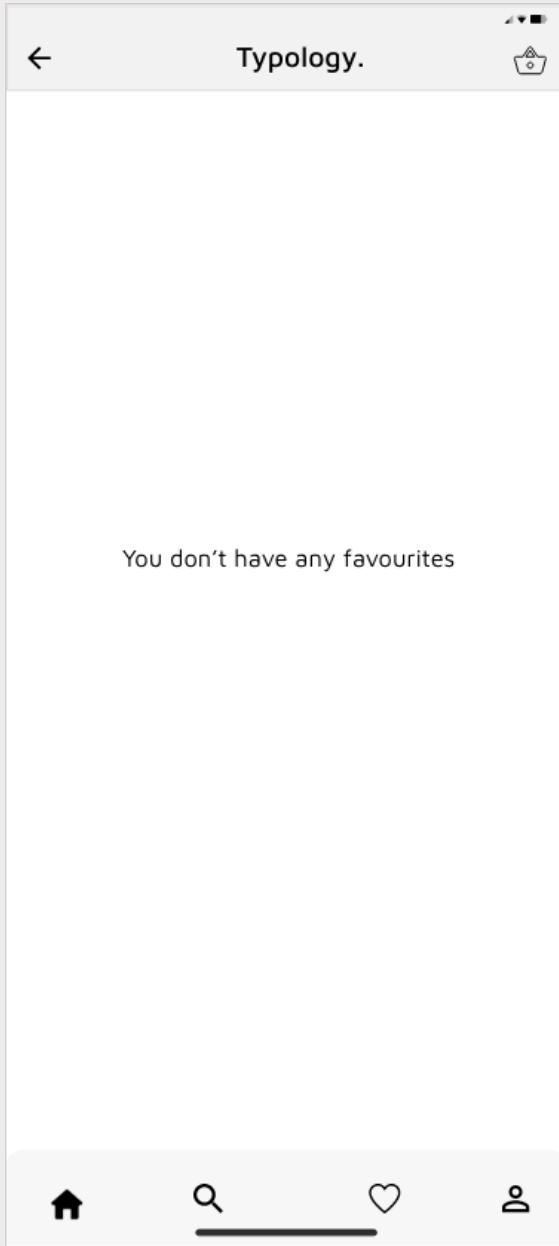
My orders >

Address >

Payment method >

Sign out



Confirm order



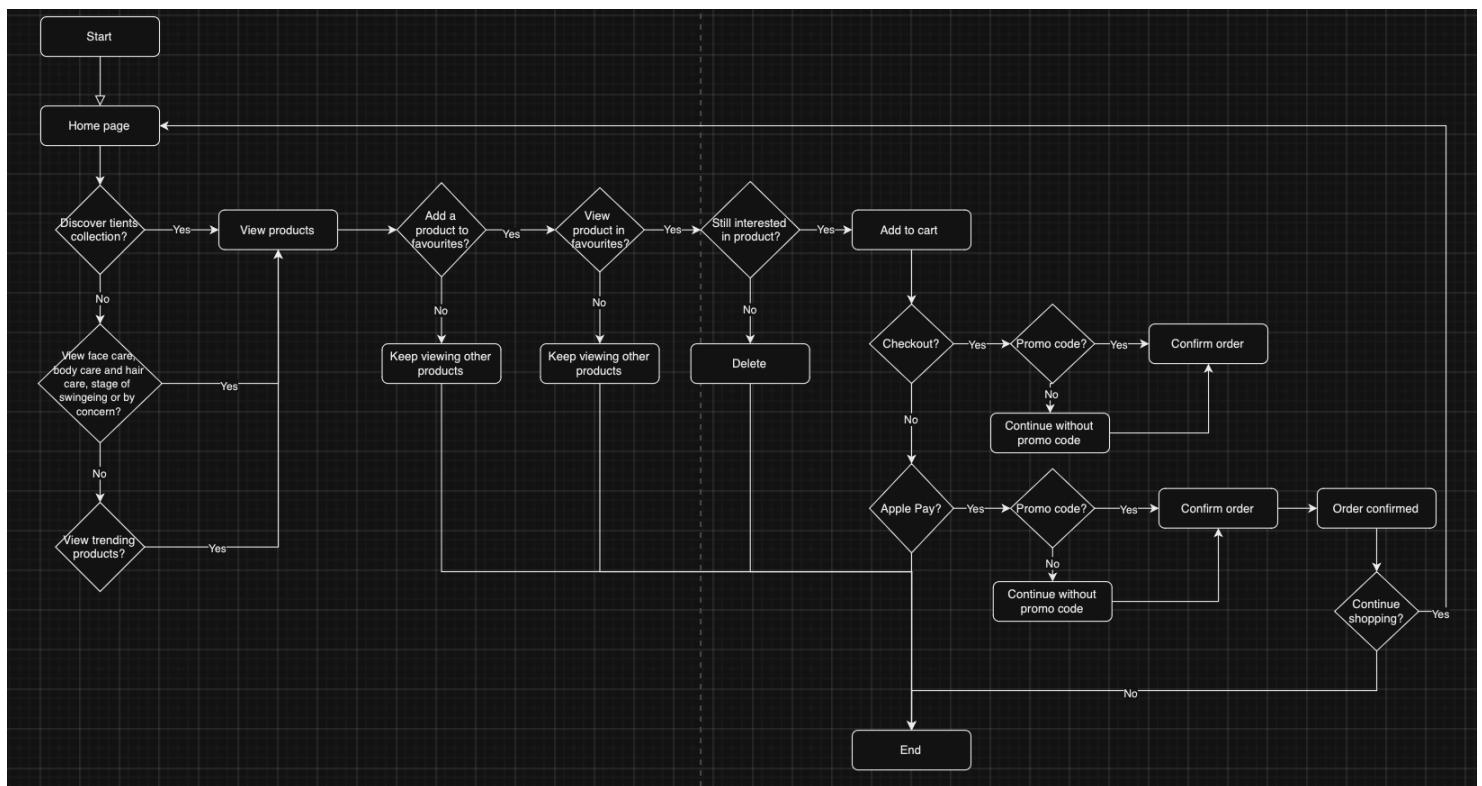
Thankyou for your order!

[Continue shopping](#)

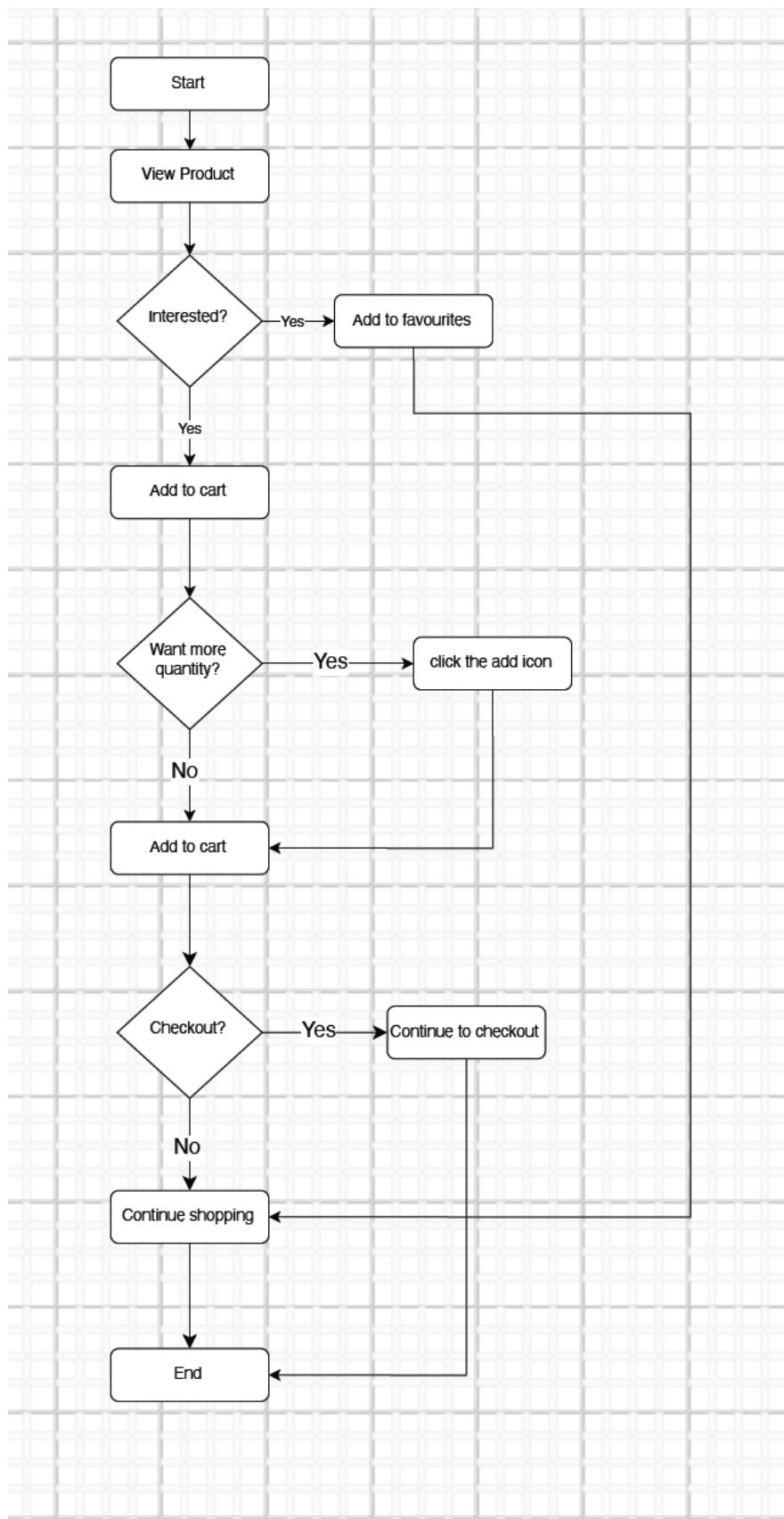
ReDesign Typology

Maya Camilleri

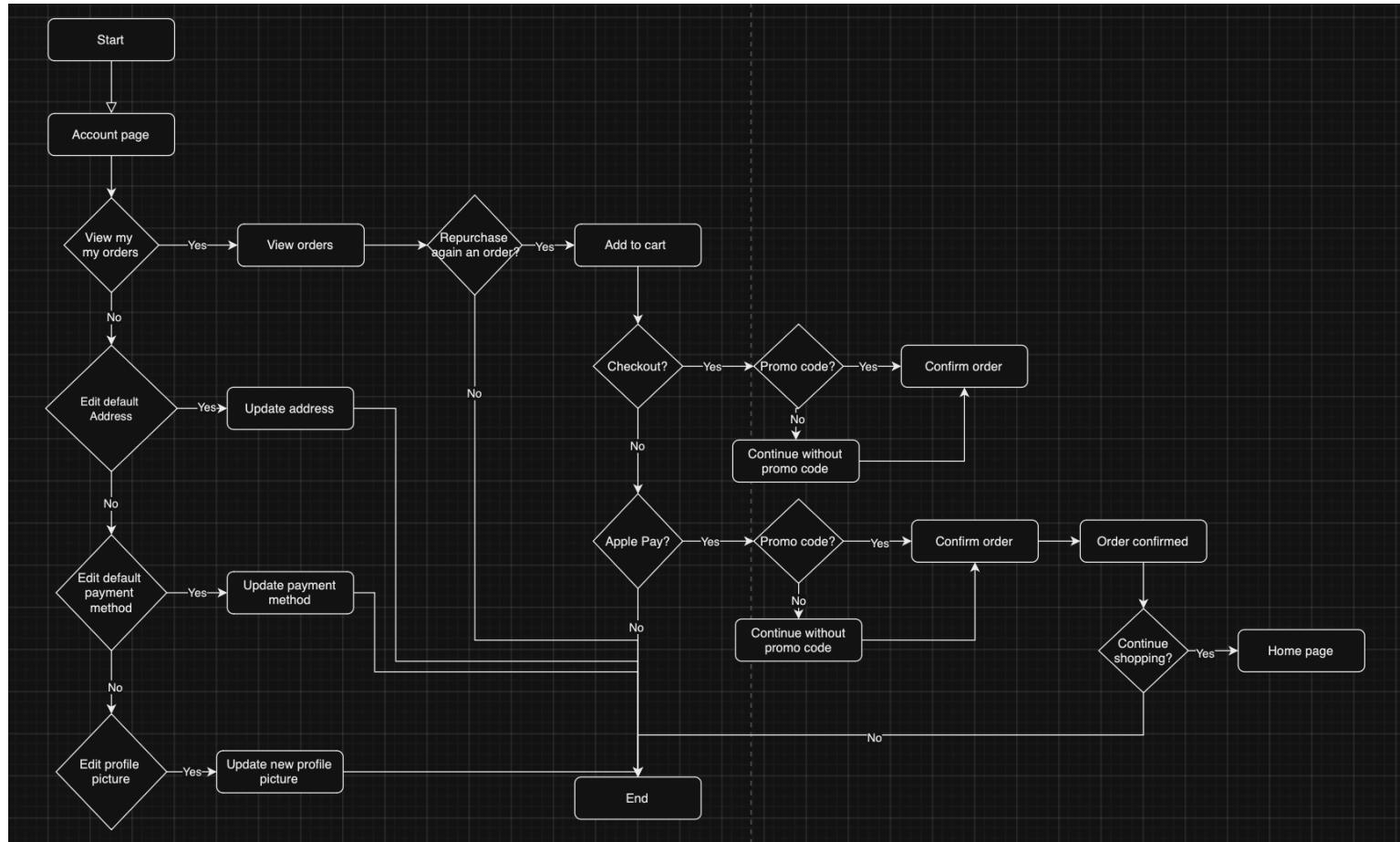
Home page, add to favourites and Cart



Product Page



My account Page



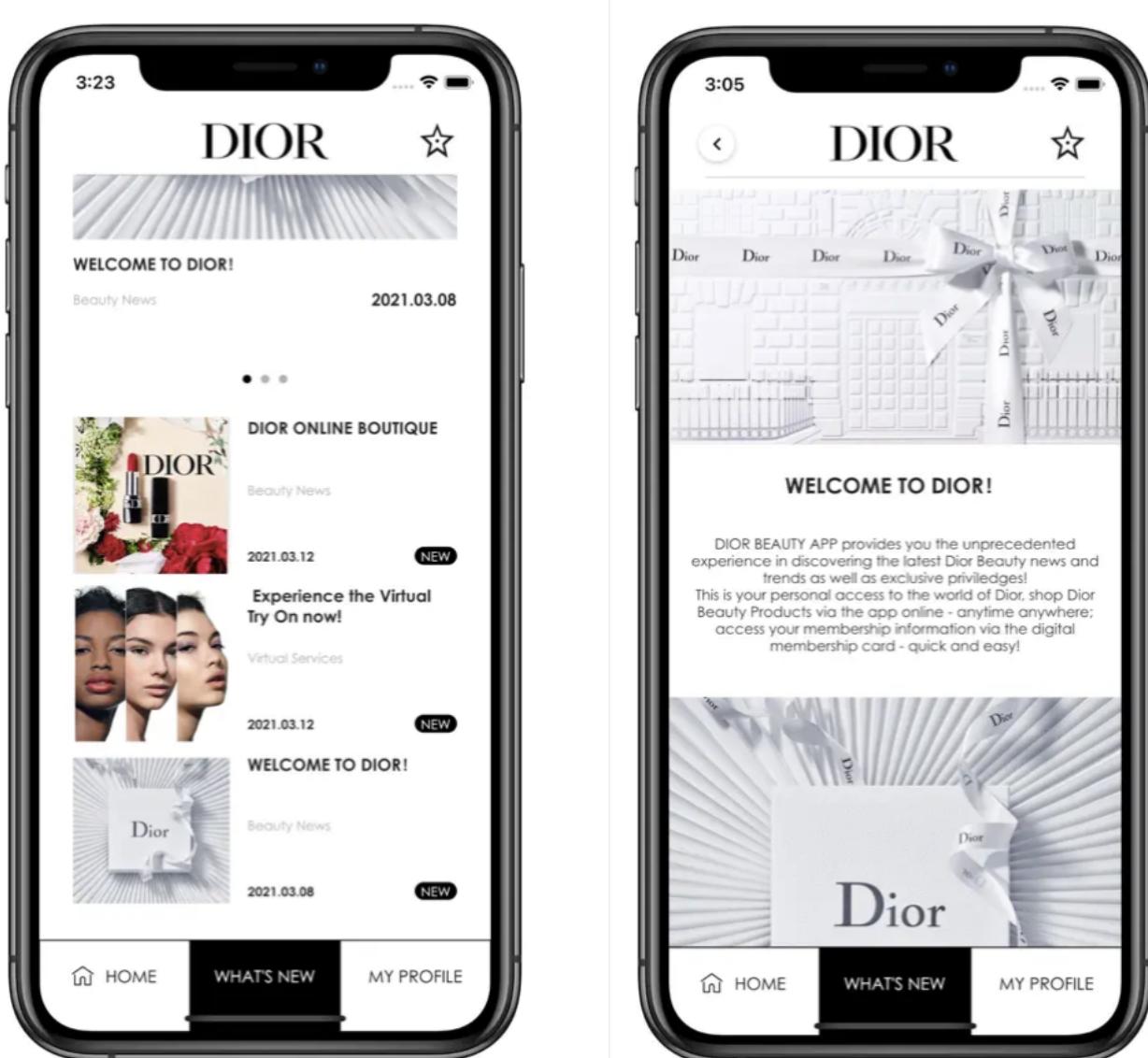
IPO chart

Input	Process	Output
User selects product browsing option	App displays product categories and subcategories.	User sees available categories and subcategories.
User enters search query or applies filters	App filters products based on search query or selected filters.	User sees refined product list according to their criteria.
User selects a product for more information	App retrieves and displays detailed product information.	User views product details, including ingredients and reviews.
User chooses to create an account	App prompts user to provide necessary information for account creation.	User account is successfully created.
User adds products to shopping cart	App adds selected products to the user's shopping cart.	User sees updated shopping cart with added products.
User adds products to wishlist	App adds selected products to the user's wishlist.	User's wishlist is updated with selected products.
User receives notifications	App sends notifications to user's device based on subscribed events	User receives notifications about promotions, discounts, etc.
User proceeds to checkout	App securely processes user's payment information and completes the transaction.	User receives confirmation of successful purchase.
User tracks order status	App retrieves and displays current status and tracking information of user's order.	User sees real-time updates on order status and shipping details.
User requests customer support	App provides options for user to contact customer support via chat, email, or phone.	User receives assistance or resolution to their issue.
User views past orders in order history	App retrieves and displays user's past order history with detailed transaction records.	User accesses a detailed record of their past transactions.
User leaves a review and rating for a product	App provides interface for user to submit a review and rating for a specific product.	User's review and rating are submitted and displayed.
User interacts with app on a smaller screen	App adjusts layout and elements to ensure optimal user experience on smaller screens.	User seamlessly interacts with the app on their device.

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

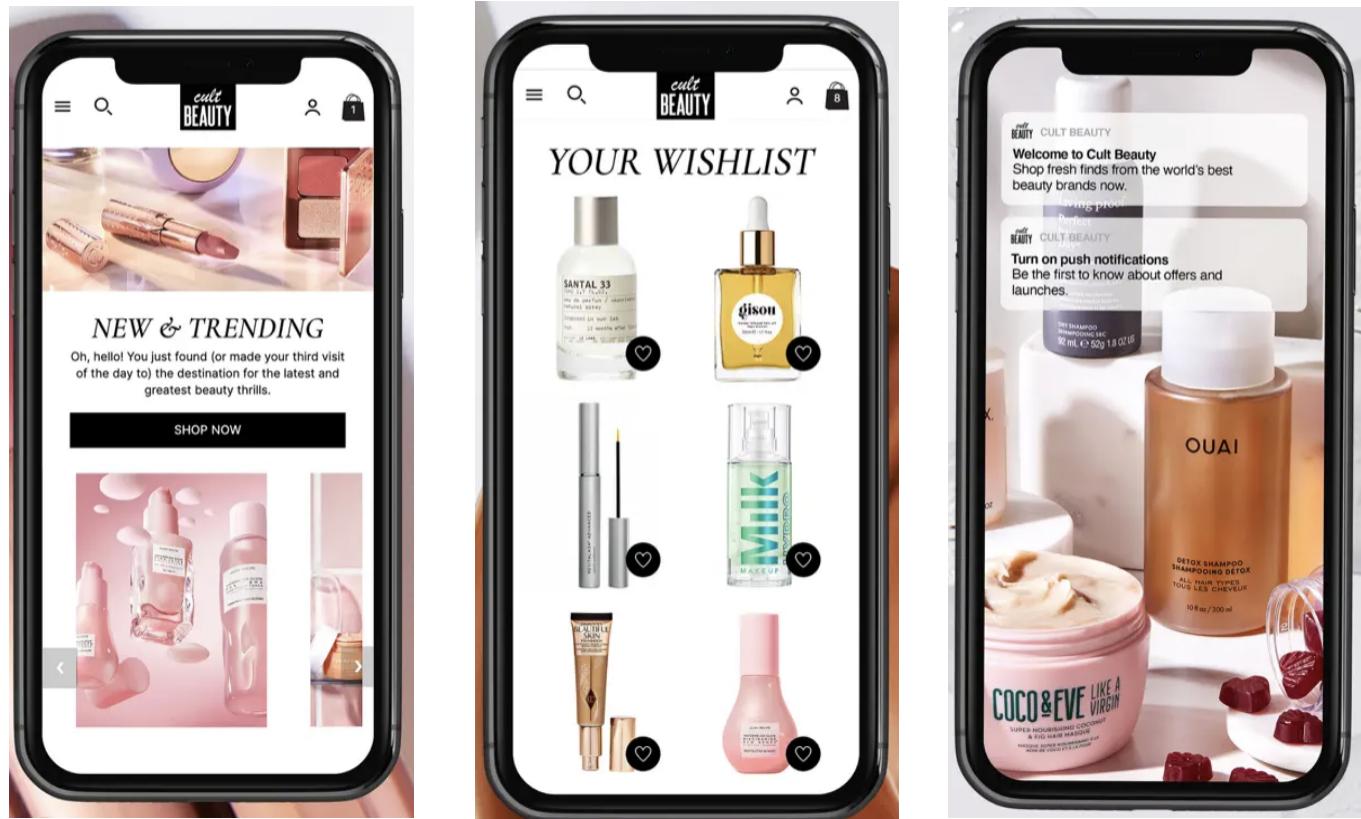
- 1. Product Browsing: Users can browse through a wide range of beauty products, sorted by categories such as skincare, makeup, haircare and more.
- 2. Search and Filters: A search function allows users to find specific products, while filters help choices based on brand, price range, ingredients and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



<https://apps.apple.com/gb/app/cult-beauty-beauty-makeup/id1589085216>

Design trends

I took inspiration from a redesigned app named Aesop. I liked the colour scheme, the theme and layout. Aesop is a brand known for high-quality skincare, haircare, and body care products like the one I'm creating.



I also made my research for other redesign Typology app. I took inspiration from the typography, features and colour scheme.



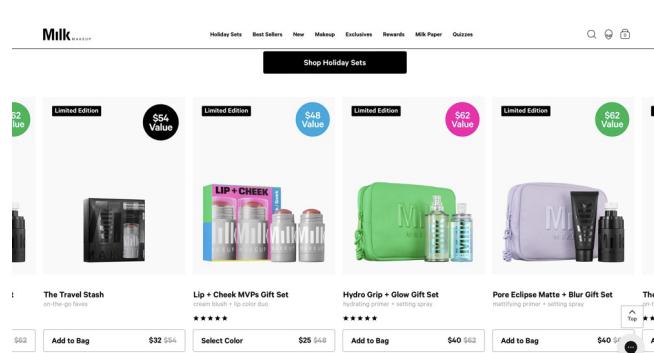
https://www.behance.net/gallery/171384015/E-commerce-Typology?tracking_source=search_projects|typology+redesign

'Milk makeup' is a website where I took inspiration. I like the idea of involving a carousel with trending products in the home page under the header. It helps me to make more sales.

A redesigned app on behance. I like the carousel design, the layout of the page. How the price is placed and the description under and then the buy now button.



<https://www.behance.net/gallery/180964735/Mobile-App-UI-Design-App-Page-E-commerce>



<https://milkmakeup.com>