

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 to 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

1. Elegance and Sophistication: The app's design exudes Dior's signature elegance and sophistication, with a clean layout, refined typography, and high quality imagery reflecting the brand's luxury status.
2. Minimalistic Interface: The interface appears minimalistic, essential elements to maintain a clutter free experience while showcasing the brand's products and campaigns effectively.
3. Consistent Branding: Dior ensures consistency in branding across its app, aligning with its established visual identity and maintaining brand recognition.

Functionalities:

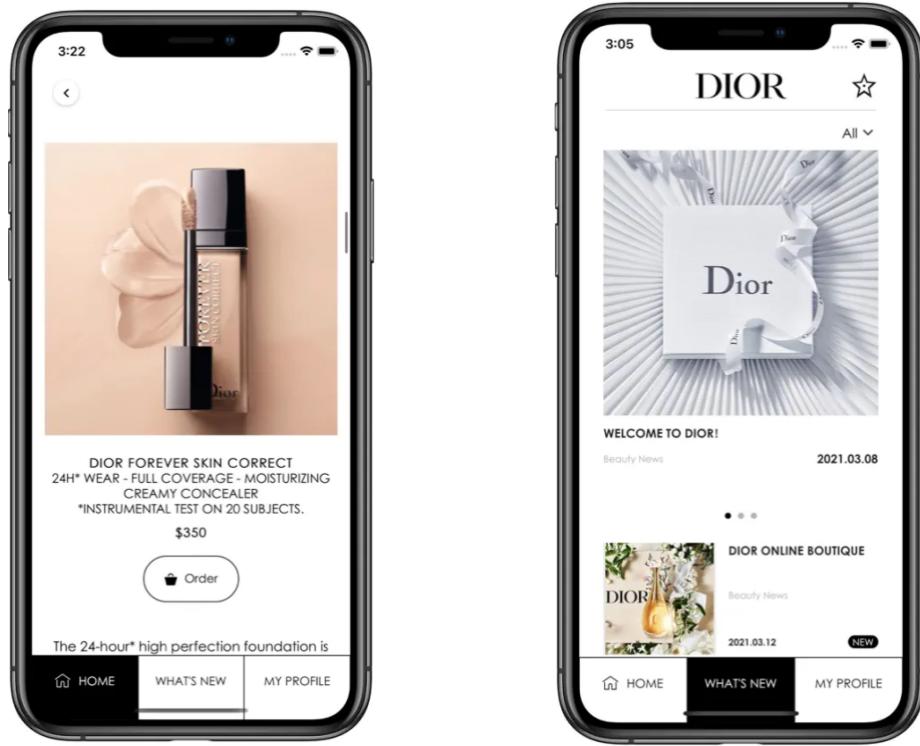
1. Product Catalog: The app features a comprehensive product catalog, allowing users to browse and shop Dior's extensive range of fashion items, cosmetics, fragrances, and accessories.
2. Personalised Experience: It offers personalised recommendations and content based on user preferences, purchase history, and browsing behavior, enhancing user engagement and loyalty.
3. Exclusive Content: Users can access exclusive content, such as behind the scenes footage, fashion shows, and interviews with designers, providing an immersive brand experience.
4. Virtual Try-On: Some versions of the app include virtual try-on features, enabling users to virtually test makeup products or try on virtual outfits, enhancing the online shopping experience.
5. Convenient Shopping: The app provides seamless shopping experiences, allowing users to make purchases directly within the app, track orders, and manage their account settings effortlessly.

Strengths:

1. Brand Image Reinforcement: The app effectively reinforces Dior's brand image of luxury, exclusivity, and sophistication, resonating with its target audience and maintaining brand loyalty.
2. User Experience: With its intuitive interface and smooth navigation, the app offers a user-friendly experience, making it easy for users to discover products, explore content, and make purchases.
3. Personalisation: By offering personalised recommendations and content, Dior enhances user engagement and encourages repeat visits, fostering a deeper connection with its audience.
4. Omnichannel Integration: The app seamlessly integrates with Dior's other digital and physical channels, creating a cohesive omnichannel experience for users across various touchpoints.

Weaknesses:

1. Accessibility: Dior's brand limit the app's accessibility to a broader audience, potentially excluding users who are less familiar with luxury fashion or unable to afford Dior products.
2. Limited Features for Some Users: Depending on the version and region, the app's features, such as virtual try-on or exclusive content, may not be available to all users, leading to disparities in user experience.
3. Technical Issues: The app may encounter technical glitches, such as bugs, crashes, or slow loading times, affecting user satisfaction and retention.



<https://apps.apple.com/hk/app/dior-beauty/id1559970195?l=en-GB>

Cult beauty

Design Choices:

1. Modern and Trendy Aesthetic: The Cult Beauty app features a modern and trendy aesthetic, reflecting the brand's focus on innovative beauty products and trends. This aesthetic may include bold colors, sleek typography, and vibrant imagery to capture the attention of users.
2. User Centric Design: The app provides a user-friendly experience, with intuitive navigation, clear categorization of products, and interactive elements to engage users.
3. Visual Appeal: Utilizing high-quality images and videos to showcase beauty products effectively and create an immersive shopping experience.

Functionalities:

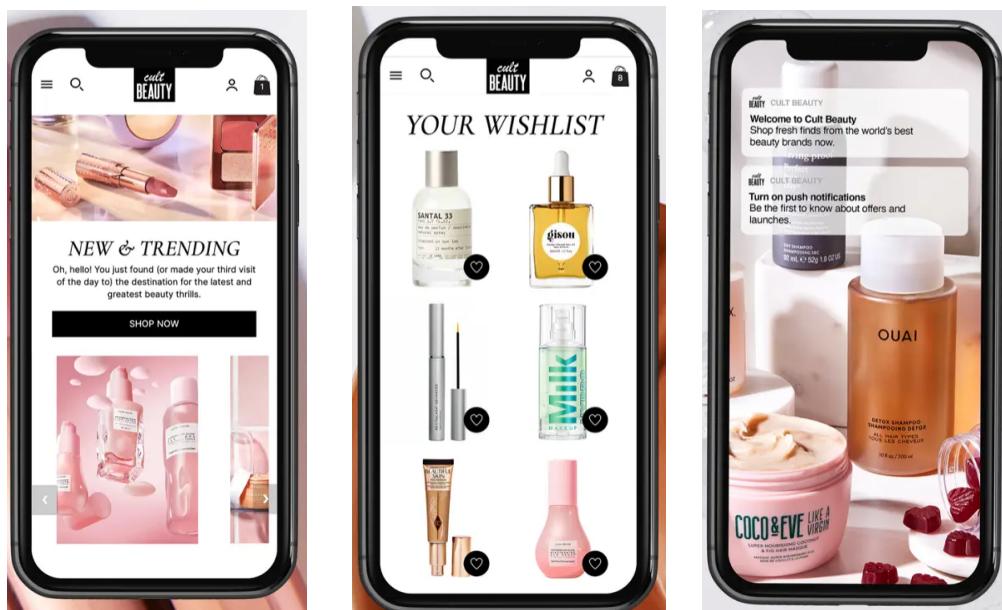
1. Extensive Product Range: The app offers access to a wide range of beauty products, including skincare, makeup, haircare, and fragrance, from both well known brands and emerging indie labels.
2. Product Recommendations: Cult Beauty provides personalised product recommendations based on user preferences, skin type, and previous purchases, helping users discover new products tailored to their needs.
3. Educational Content: The app may feature educational content such as beauty tutorials, expert tips, and ingredient guides to empower users with knowledge and help them make informed purchasing decisions.
4. Community Engagement: Cult Beauty allows users to share reviews, recommendations, and beauty tips with fellow enthusiasts, enhancing user engagement and loyalty.
5. Shopping Tools : Tools such as wish lists, saved items, and in app purchasing options, making it convenient for users to save their favorite products and complete purchases seamlessly.

Strengths:

1. Diverse Product Selection: Cult Beauty's extensive range of beauty products, including both established brands and niche labels, caters to a diverse audience with varying preferences and interests.
2. Personalisation: By offering personalised recommendations and educational content, Cult Beauty enhances user engagement and loyalty, fostering a deeper connection with its audience.
3. Community Building: Cult Beauty's focus on community engagement allows users to connect with like minded individuals, share experiences, and discover new products through peer recommendations, enhancing brand advocacy and trust.
4. Innovative Features: The app incorporate innovative features such as augmented reality (AR) try-on tools, virtual consultations with beauty experts, or gamified shopping experiences, providing users with unique and interactive ways to explore and shop for beauty products.

Weaknesses:

1. Competitive Market: The beauty industry is highly competitive, with numerous brands and retailers vying for consumer attention. Cult Beauty may face challenges in differentiating itself and maintaining a competitive edge in the market.
2. Technical Issues: Cult Beauty app may encounter technical issues such as bugs, glitches, or slow loading times, impacting user experience and satisfaction.
3. Limited Accessibility: While Cult Beauty aims to cater to a diverse audience, its focus on trendy and high-end beauty products may limit accessibility for users with varying budgets or preferences for more affordable options.



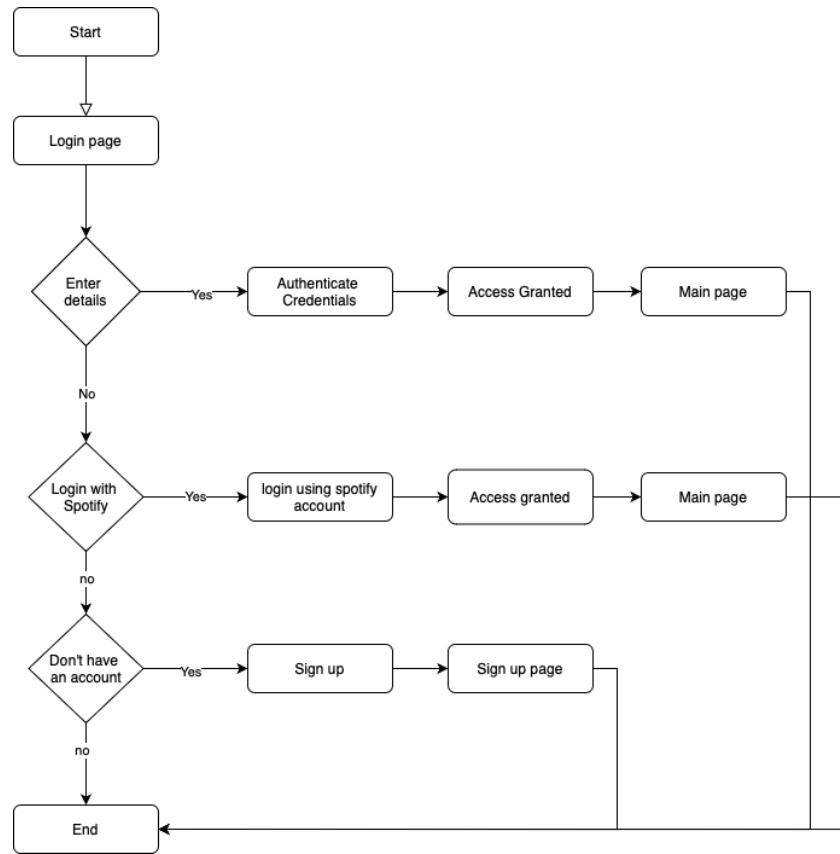
<https://apps.apple.com/gb/app/cult-beauty-beauty-makeup/id1589085216>

My Redesign Functionality

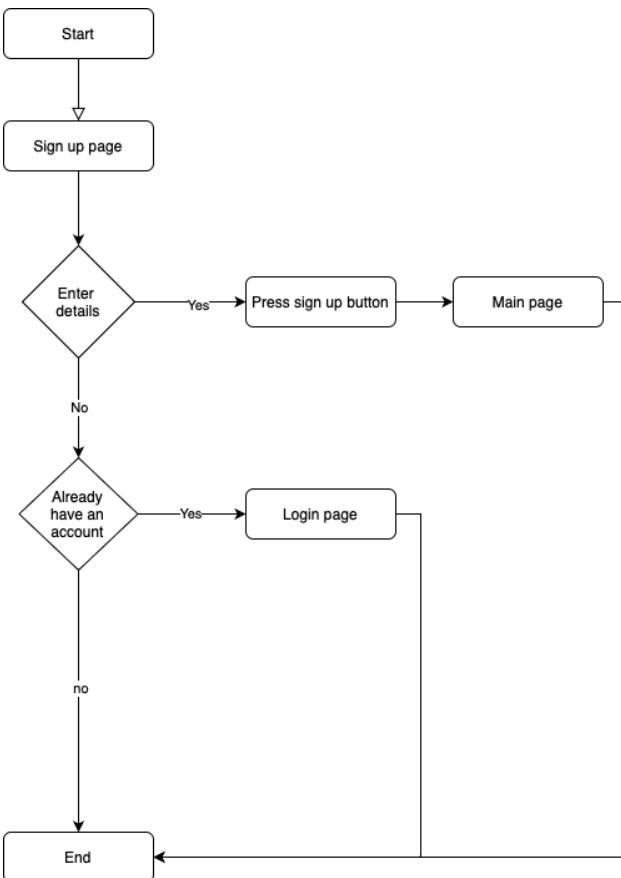
- 1. Product Browsing: Users can browse through a wide range of beauty products, sorted by categories such as skincare, makeup, haircare and more.
- 2. Search and Filters: A search function allows users to find specific products, while filters help choices based on brand, price range, ingredients and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

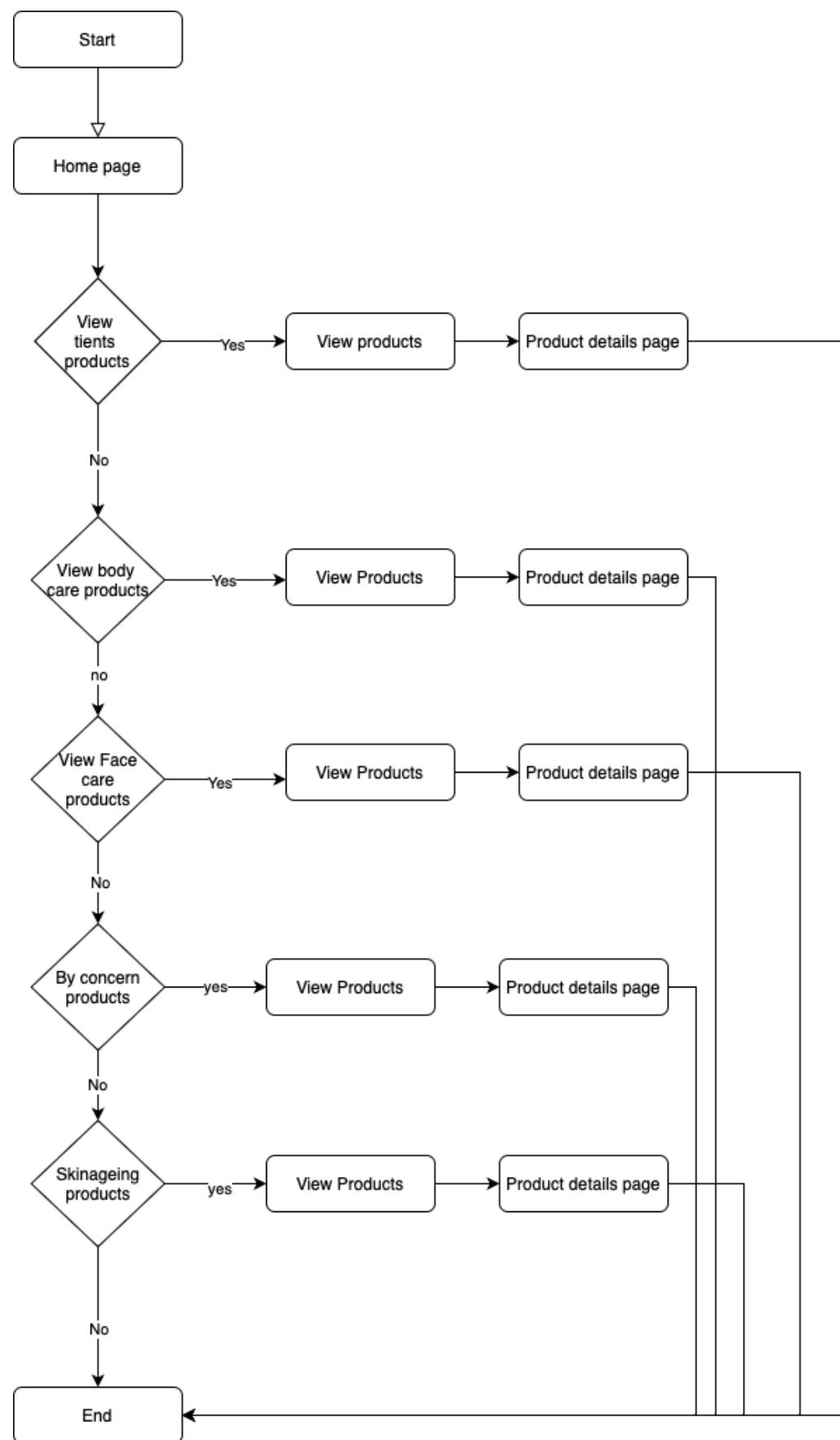
Login



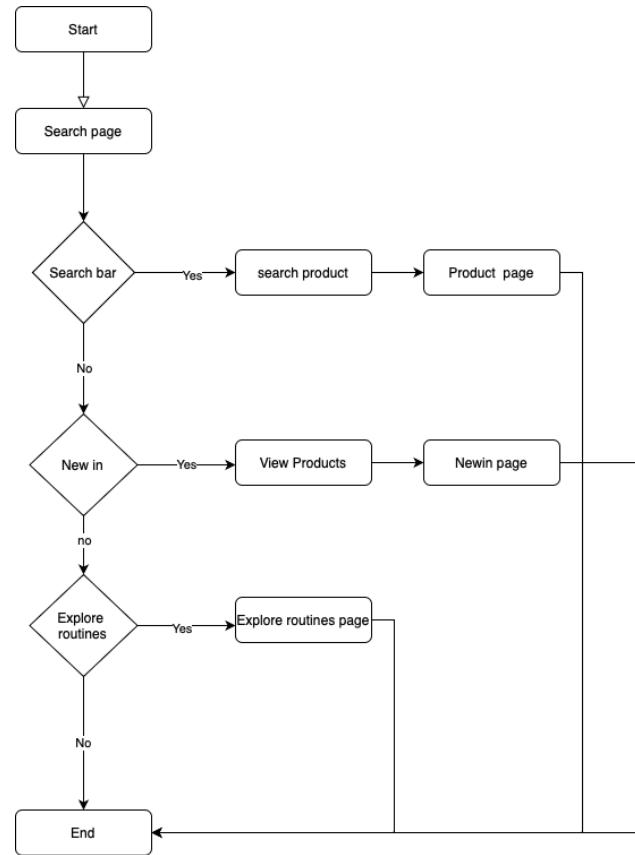
Sign up page



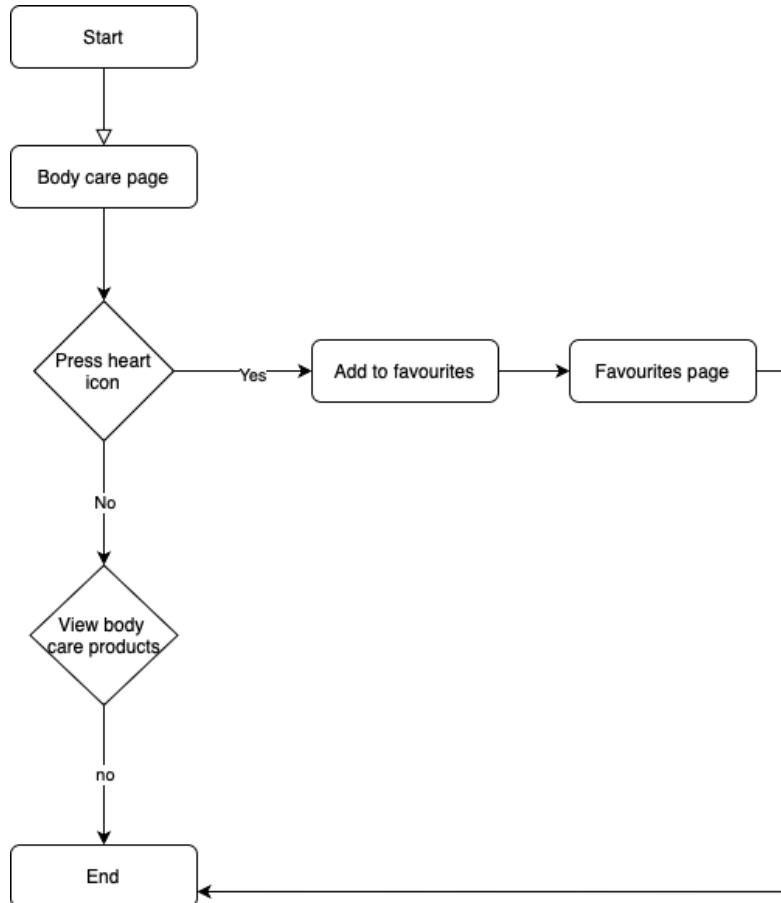
Home Page



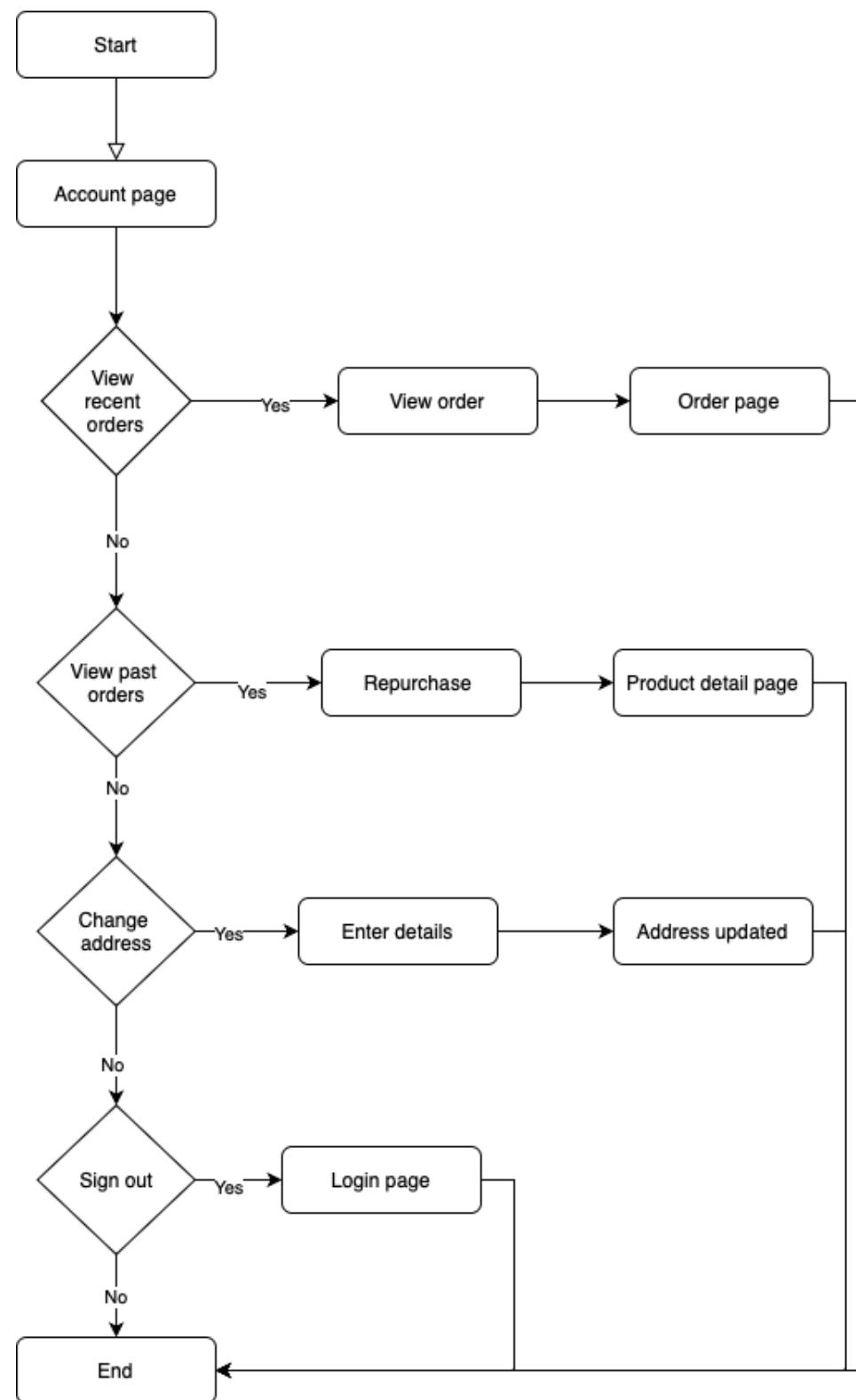
Search Page



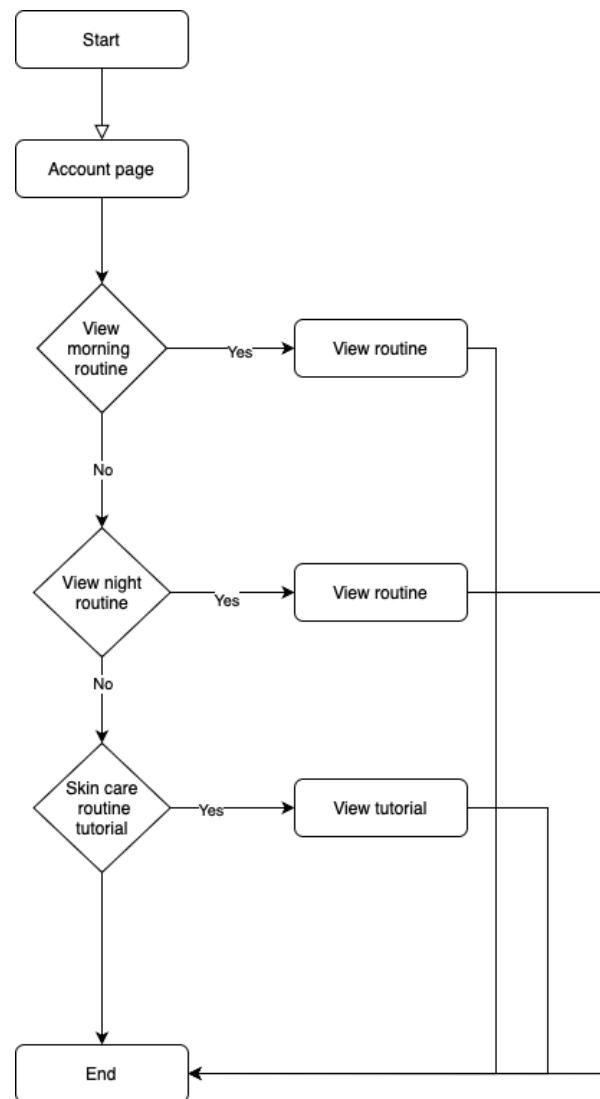
Add to Favourites Page



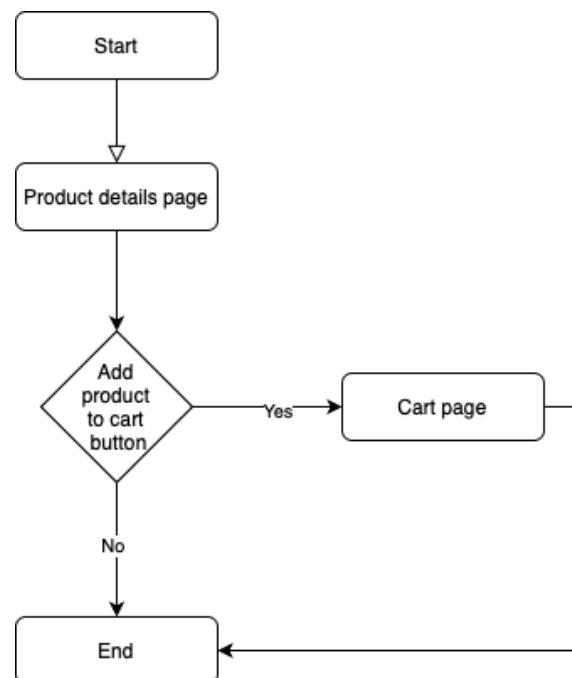
Account Page



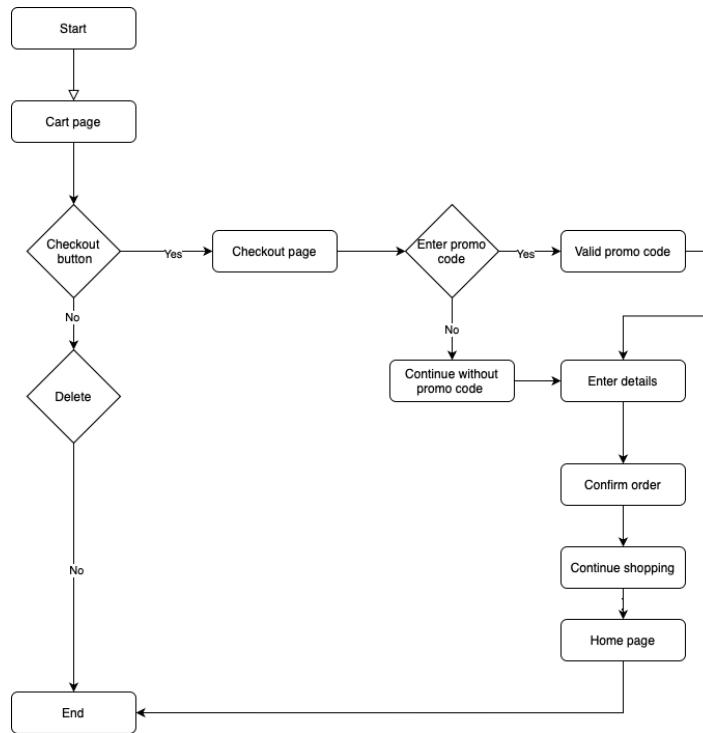
Explore routine page



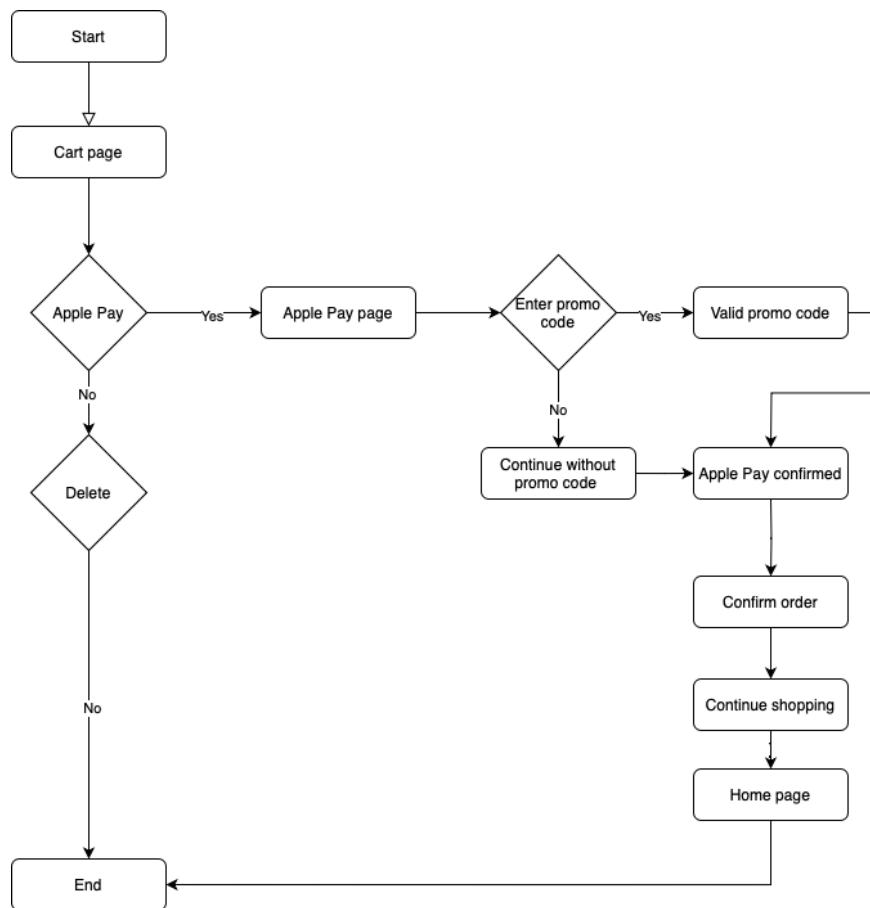
Add to cart page



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 authentication	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
F6F6EC
CHALK BEIGE
E1DACA

Buttons

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

Errors

Email
maya
Please enter a valid email.
First Name
Please enter a first name.

Typography

Maven Pro Regular 20px
Roboto Mono Light 12px

Icons

Icons

Buttons

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

Errors

Email
maya
Please enter a valid email.
First Name
Please enter a first name.

Dropdown lists

Low to High ▾
High to Low ▾

Search bar

bodycare
by concern

Photos

Photos

Wireframes

The wireframe illustrates a mobile application interface. At the top, there is a navigation bar with three dots on the right side. Below the navigation bar, the word "Typology." is displayed in a large, bold, black font. To the right of this, there is a "Login" button. Below the "Login" button is a form containing two input fields: "Email" and "Password". Underneath the password field is a "Forgot Password?" link. Below the form are two social media icons: a "f" for Facebook and an "i" inside a circle for Instagram. At the bottom of the screen is a large, dark blue rectangular button with the word "Login" in white. At the very bottom of the screen, there is a small, centered text link that reads "Don't have an account? Sign up".

Typology.

Sign up

First Name
Maja

Last Name
Carsten

Email
maja.carsten@typology.com

Password

Confirm Password
.....

Login

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

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

Shop Now

Trending

Begin diagnostic test

Radiance Serum 11%
Vitamin C

★★★☆☆ 10 reviews

\$15.00

ADD TO BAG

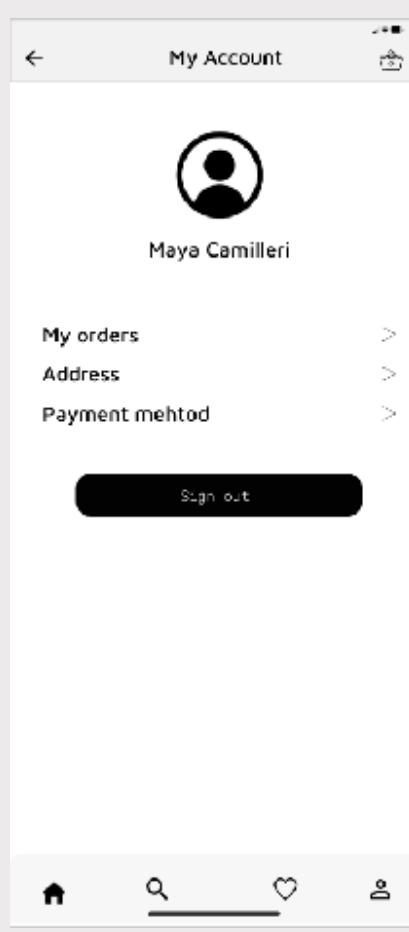
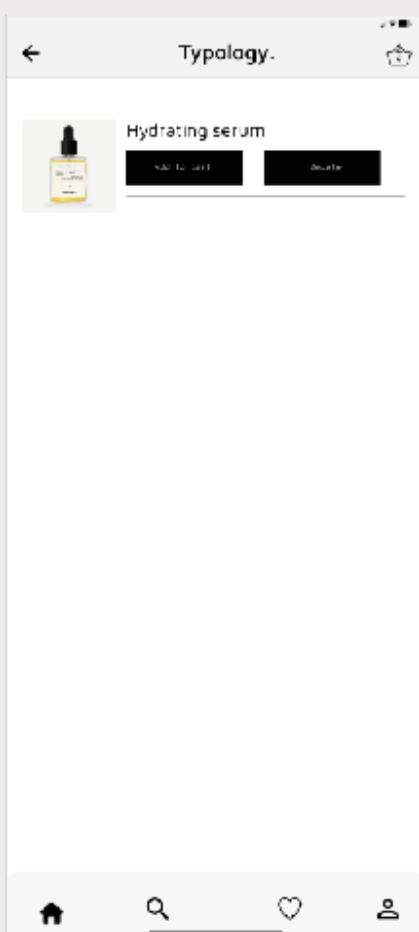
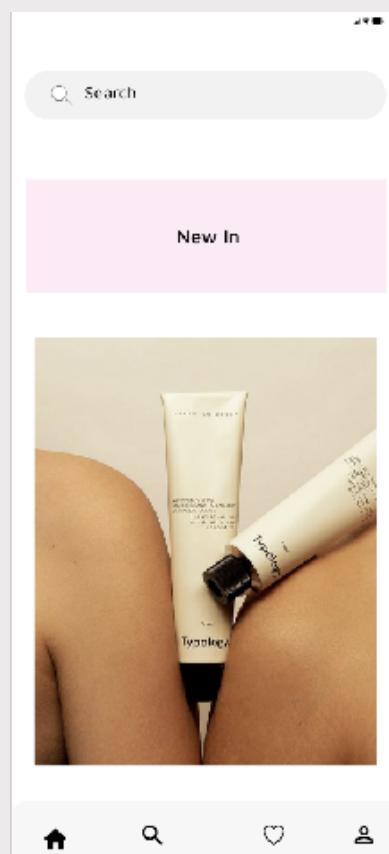
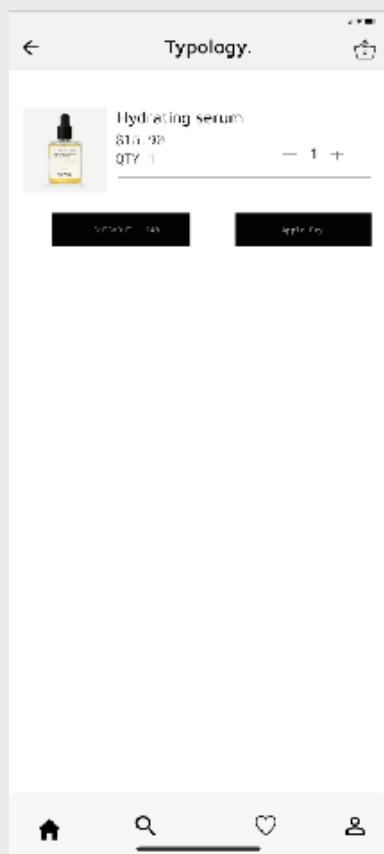
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR
ADIPISCING ELIT. HUNK SIT AMET ODIO
PURUS. DONEC PORTA SO FEELIS ET
PLACERAT. NAECONAS SAGITTIA RIBI EGAT
JUSTO ULRICES VULPUTATE. ALIQUAM
DIGNISSIM POLVINAR SEMPER. PRASSENT SIT
AMET CONPRA EAPIER. UT VENERNATIS URNA
NEO SEELERISQUE SEMPER. GURAKIBUR
PORTTITOR MED ELIT VEL VARIE. UT
SEELERISQUE NISI SED MOLLIS POSUERE.
MECCANAS AC TINCIDENT COLO.

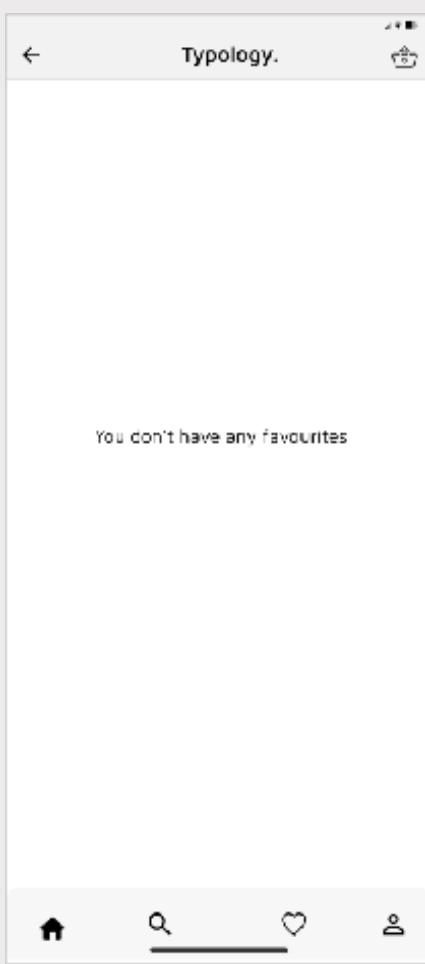
Meuris et mattis erat. id pellentesque
nisi. Cras a ullamcorper ligula.
Eosilis insculps bellus. Sed doboritla

Join the
★★★☆☆

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR
ADIPISCING ELIT. HUNK SIT AMET ODIO
PURUS. DONEC PORTA SO FEELIS ET
PLACERAT. NAECONAS SAGITTIA RIBI EGAT
JUSTO ULRICES VULPUTATE. ALIQUAM

Home Search Heart User





The screen shows a product card for 'Hydrating serum' priced at \$15.90. It includes a small image of the product, a quantity selector (0 to 1), and a 'Promo code' input field with a 'Change' button. Delivery options are listed as 'Standard delivery \$7' and 'Next day delivery \$10'. Payment type is set to 'charge'. The total cost breakdown is: Sub-Total \$15.90, Delivery \$7, and Total to pay \$22.90. A large 'Confirm order' button is at the bottom.

The screen shows a header with a back arrow and the brand name 'Typology.'. Below this, there is a large image of a hand holding a tube of 'Hydrating serum'. The text 'Thank you for your order!' is displayed, along with a 'Continue shopping' button.