

# ReDesign Typology

## About the project

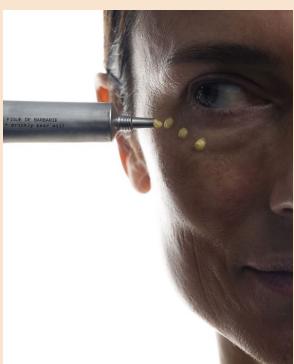
Typology is a cosmetic brand of millennials founded by a co-founder Made.com Ning Li, which stands out for products that are not subjected to abuse, which are made from simple ingredients, eco-friendly packaged and manufactured in France.



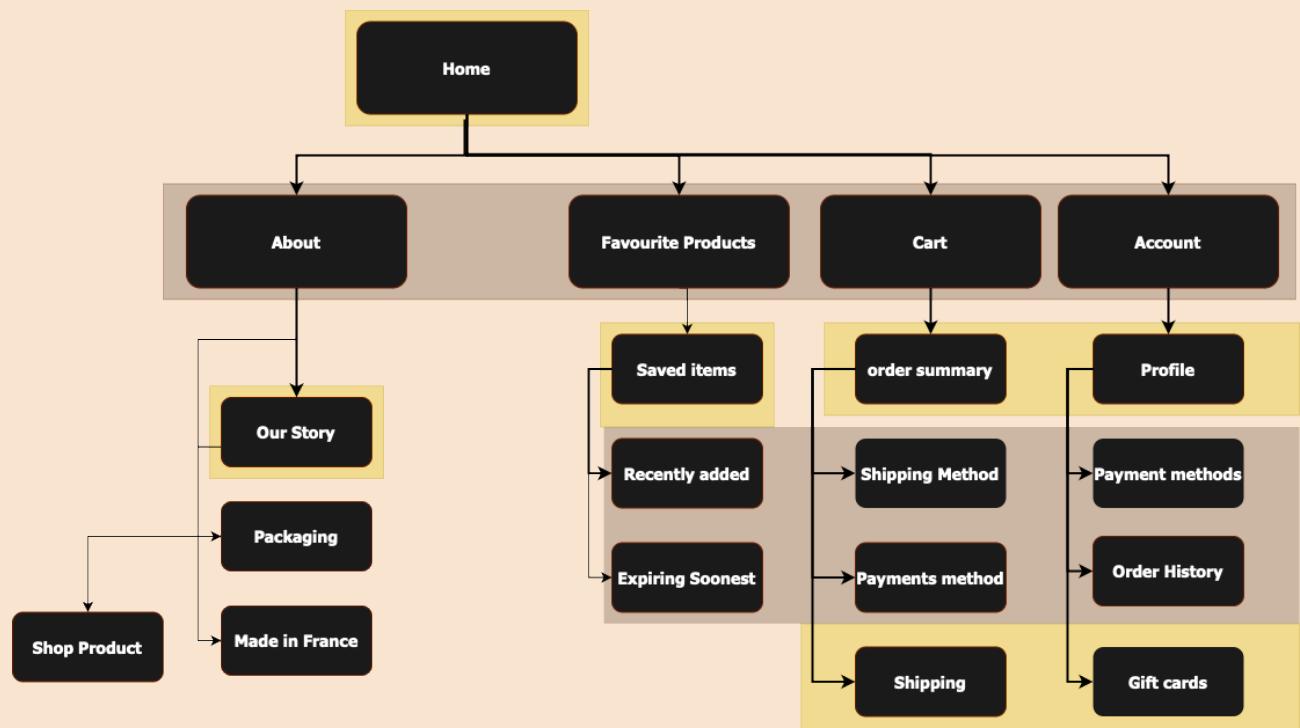
## The purpose of the application

I will be redesigning Typology website. The purpose of Typology website is to provide a platform for individuals to discover and purchase skincare products. The website 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 website 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 website include content to further engage and educate the audience about skincare trends, tips, and the brand's values. Ultimately, the goal is to create a user-friendly online space for individuals seeking clean and transparent skincare solutions.

The brand often targets those who are looking for effective, no-nonsense solutions. 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, especially those who appreciate clean, minimalistic formulations.



## Sitemap

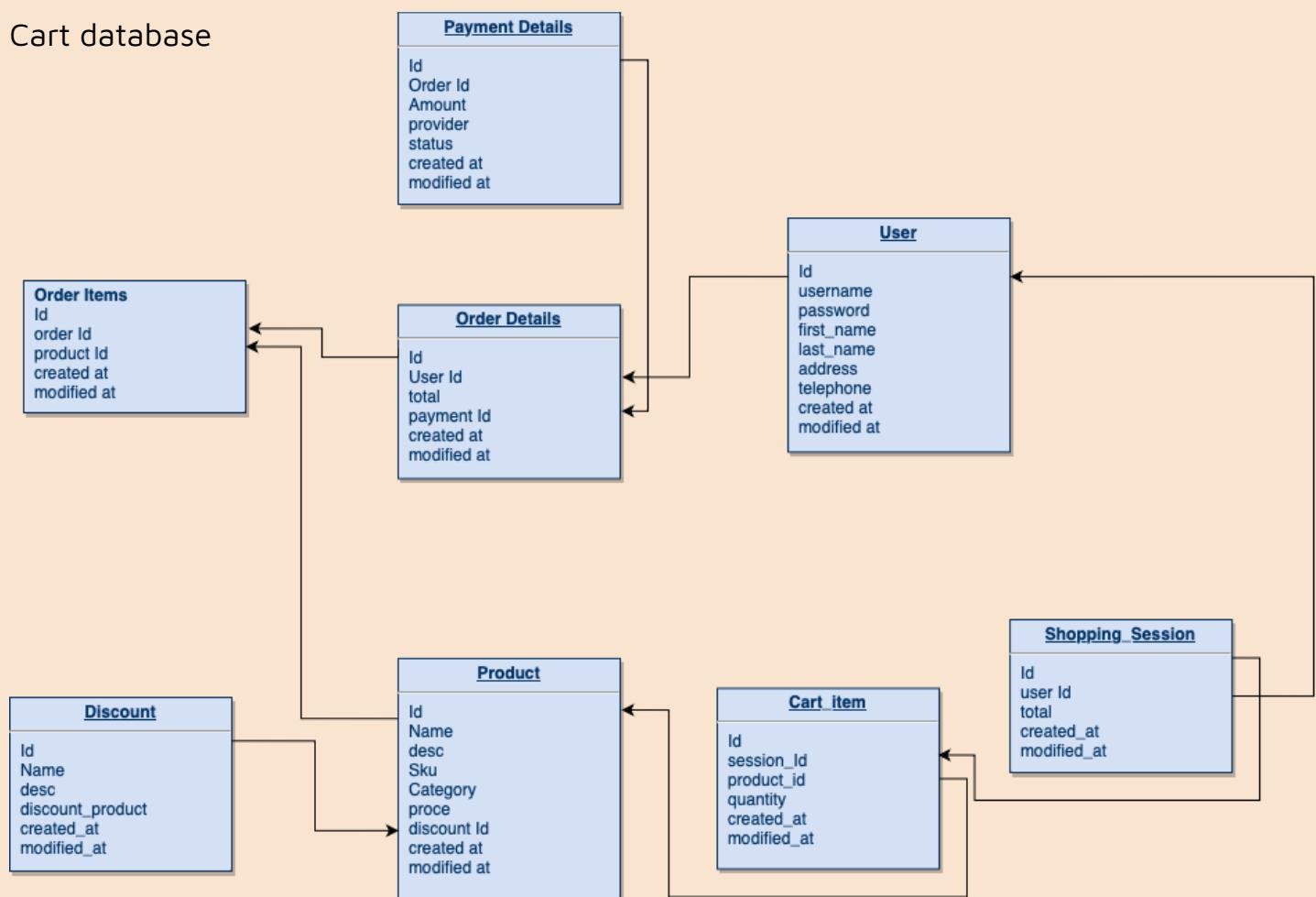


## IPO Diagram

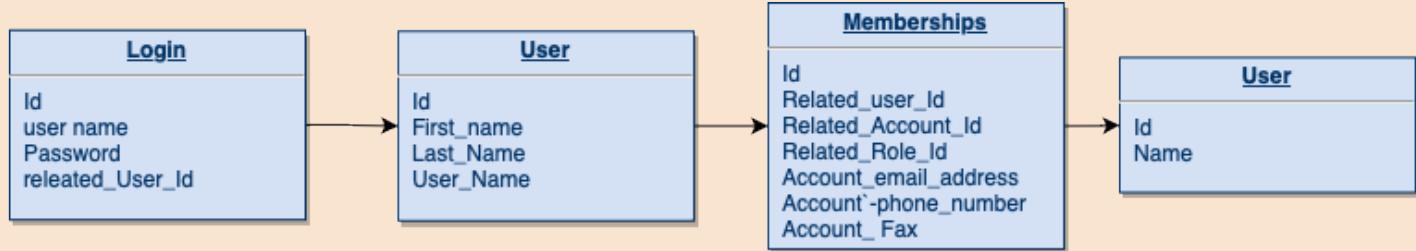
Input	Process	Output
<ul style="list-style-type: none"> <li>● User Log in and password</li> </ul>	<ul style="list-style-type: none"> <li>● Check login and password match</li> <li>● Load user account</li> </ul>	<ul style="list-style-type: none"> <li>● Login confirmation or re-enter details</li> <li>●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

## Database Model

### Cart database



### Login database



## Base Functions

Account	Login Edit account details
Product management	Delete product Edit new product Create new Product
Products page	
Product Page	
Order Management	Create order Edit order cancel order

## Functionality

Functionality	Notes	Points
Whishlist	Add Product Remove Product	1
Shopping cart	Add product remove product create order modify product quantity	3
Review system	crate review linked product Delete review includes rating update review	2
Review approval system	Client account can only create reviews	1

# Wireframes

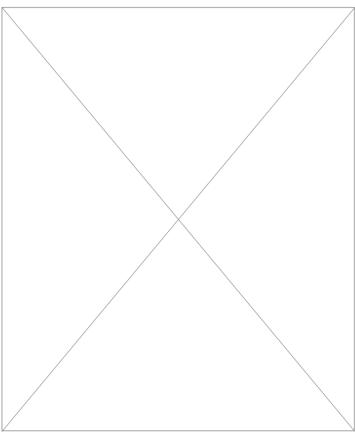
## Home page

The wireframe illustrates the layout of the home page:

- Header:** Products, About, **TYPOLGY.**, Search icon, Heart icon, Shopping cart icon, Account.
- Section 1:** Discover our tincts. A large square placeholder with a large 'X' and a small '01/04' at the bottom right.
- Section 2:** VEGAN, CRUELTY FREE, MADE IN FRANCE repeated four times.
- Section 3:** Bestsellers. A grid of four squares, each containing a large 'X' and a small horizontal bar below it.
- Section 4:** Shop all bestsellers.
- Section 5:** Special Collection. A large square placeholder with a large 'X' and a small horizontal bar below it.
- Section 6:** Understand your skin and its complex needs. A large triangle placeholder with a central button labeled "Begin Diagnostic test".
- Footer:**
  - We seek the essential. Our formulations are pared back to functional, safe ingredients. Made in France, shipped worldwide.
  - Global dropdown menu.
  - Subscribe to our newsletter input field.
  - Certified B Corporation logo: PETA APPROVED VEGAN.

## About Page

Products      About      **TYPOLOGY.**         Account



<      >

VEGAN. CRUELTY FREE. MADE IN FRANCE    VEGAN. CRUELTY FREE. MADE IN FRANCE    VEGAN. CRUELTY FREE. MADE IN FRANCE    VEGA

**We seek the essential.  
Our formulations are pared back to functional,  
safe ingredients.  
Made in France, shipped worldwide.**

**Certified**  
  
Corporation

{ PETA - APPROVED }  
VEGAN

Global ▾

Subscribe to our newsletter  
Enter your email

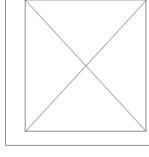
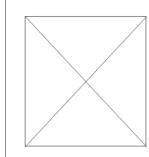
## Cart Page

Products      About      **TYPOLOGY.**         Account



**Welcome  
Maya**

**Shopping cart**

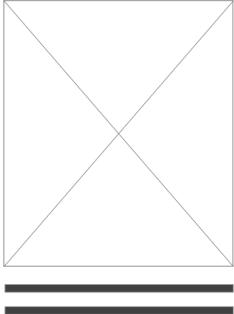
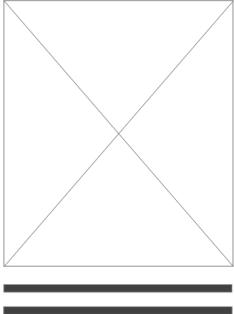
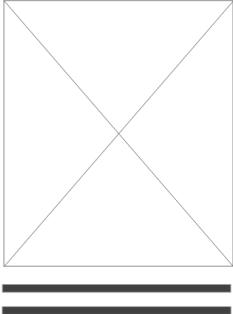
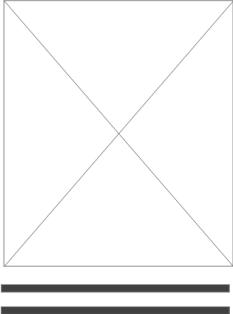


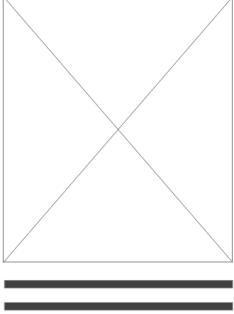
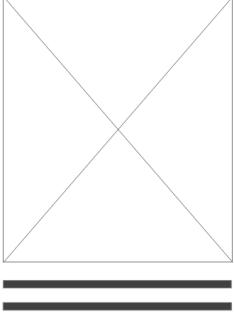
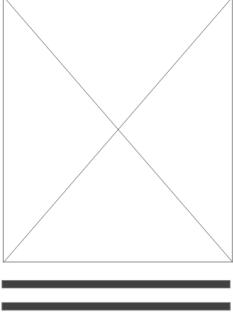
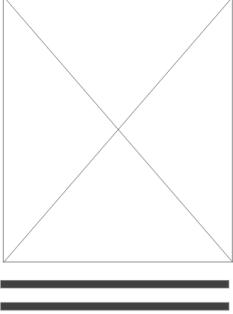
**My Favourites**

Products      About      **TYPOLOGY.**         Account

**BY EDIT**

New Arrivals ▾

1 2 3

VEGAN. CRUELTY FREE. MADE IN FRANCE

**We seek the essential.  
Our formulations are pared back to functional,  
safe ingredients.  
Made in France, shipped worldwide.**

**Certified**



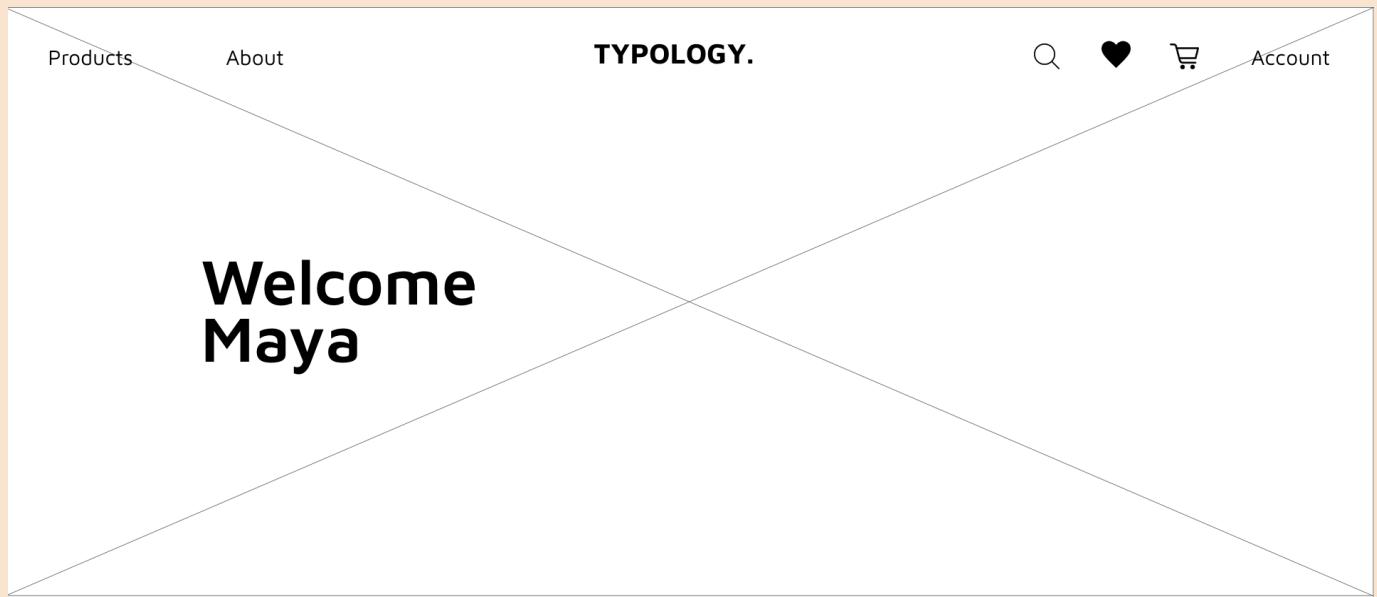
Corporation



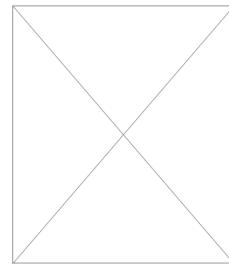
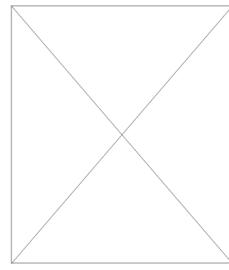
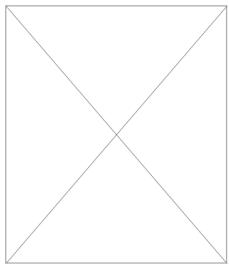
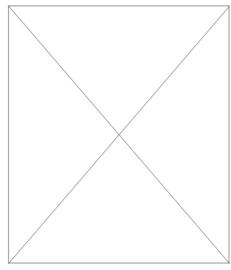
Global ▾

**Subscribe to our newsletter**

Enter your email



## My Favourites



VEGAN. CRUELTY FREE. MADE IN FRANCE   VEGAN. CRUELTY FREE. MADE IN FRANCE   VEGAN. CRUELTY FREE. MADE IN FRANCE   VEGAN. CRUELTY FREE. MADE IN FRANCE

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{ PETA - APPROVED }  
VEGAN

Global ▾

Subscribe to our newsletter

Enter your email

Products      About      **TYPOLOGY.**         Account

# Welcome Maya

**My Orders** 

**My Favourites** 

**My Address** 

**Buy Again** 

VEGAN. CRUELTY FREE. MADE IN FRANCE    VEGAN. CRUELTY FREE. MADE IN FRANCE    VEGAN. CRUELTY FREE. MADE IN FRANCE    VEGAN. CRUELTY FREE. MADE IN FRANCE

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**Certified**  
  
Corporation

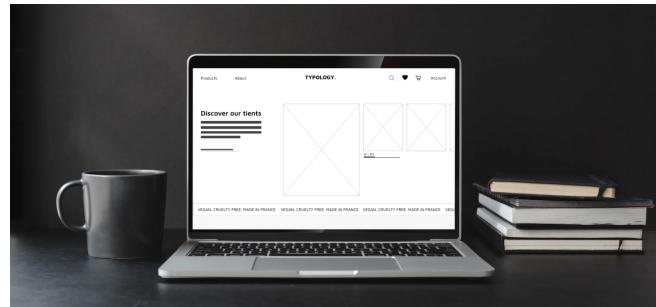
# Style Guide

## TYPOLOGY.

### Colour scheme



### Idea



### Typography

Maven Pro Regular 20px

Roboto Mono Light 12px

### Icons



### Buttons



### Photos

