

## Assignment 5

MIS 6396 User Experience Design, Dr. Bill Hefley

4<sup>th</sup> May 2023, Spring 2023

### TEAM 2

**Team:** Sai Sneha Ajmira | Sonali Atul Joshi | Navya Sree Guduri | Liang Yuchen | Ramineni Yashwanth | Sudhagar Santhoshkumar

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### Contextual Inquiry & Personas

User Persona	Creator
Lily (Makeup Beginner)	Sai Sneha Ajmira
Rujuta Patil	Sonali Joshi
Clarie - Remote Professional	Navya Sree Guduri
Christine Miller	Yuchen Liang
Michelle Robinson	Ramineni Yashwanth
Vinoth IT Professional	Sudhagar Santhoshkumar

## Lily, Makeup Beginner (creator – Sai Sneha Ajmira)



Lily

### Demographic info

Age

24 year old

Location

New Jersey

Family Status

Single

Occupation

Administrative Assistant

Income level

USD 65,000 / annum

+ Add field

### Bio

Lily is a 24-year-old recent college graduate who has recently become interested in makeup. She has never been very confident in her ability to apply makeup, but she wants to learn how to enhance her features and feel more put together. She is overwhelmed by the variety of makeup products available in stores and is not sure where to start.

### Quote

“ I'm excited to try out makeup, but I feel overwhelmed with all the options available. I want something that's easy to use and suits my skin tone and preferences. I'm also looking for guidance on how to apply makeup correctly.

### Frustrations (pain points)

- Lily is overwhelmed by the vast selection of makeup products available in stores and is not sure where to start.
- She is also worried about wasting money on products that may not work for her.
- Additionally, she struggles with finding makeup that looks natural and enhances her features without looking too heavy or obvious.

### Motivations (goals)

- Lily's primary goal is to learn how to apply makeup to enhance her natural features and feel more confident in her appearance.
- She wants to find makeup products that are affordable, easy to use, and suitable for her skin tone and type.

### Factors influencing buying decisions

- Simple and easy to use.
- Affordable price range.
- Recommendations based on individual preferences and skin tone.
- Good reviews and ratings from other customers.
- Availability of tutorial videos and guides.

### Jobs to be Done


- Discovering and exploring new makeup styles.
- Finding products that suit individual preferences and skin tone.
- Learning makeup application techniques.
- Enhancing natural beauty and confidence in using makeup.
- Feeling accomplished in creating new makeup looks.

### Gains from my product

- Increased confidence in using makeup.
- Enhanced natural beauty.
- Convenience in finding the right products for individual needs.
- Greater knowledge about makeup application techniques.
- Sense of accomplishment in creating new makeup looks.

	INTERVIEW QUESTIONS
Q.	What first piqued your interest in makeup?
A.	I recently graduated from college and started working as Administrative Assistant and want to start caring more about my appearance. I believe makeup can help me feel more put together and confident in my appearance.
Q.	What are your main concerns when shopping for makeup?
A.	My main concerns are finding makeup products that are inexpensive, simple to use, and appropriate for my skin tone and type. I also want to make sure that the products I use look natural and enhance my features without being overpowering or obvious.
Q.	How do you usually choose which makeup products to buy?
A.	When deciding which makeup products to buy, I usually read online reviews and ask friends for recommendations.
Q.	What are your thoughts on the wide range of makeup products available in stores?
A.	The variety of makeup products available in stores overwhelms me. I'm not sure where to begin, and I'm afraid of wasting money on products that will not benefit me.
Q.	Have you ever had a negative experience with makeup that didn't work for you?
A.	Yes, I've had negative experiences with makeup in the past. Some products irritated my skin or did not appear natural on my skin.
Q.	What kinds of makeup looks do you want to experiment with?
A.	I'm interested in experimenting with both natural makeup looks for everyday wear and bolder makeup looks for special occasions.
Q.	When learning about makeup application techniques, how important is it for you to have access to tutorial videos and guides?
A.	I value having access to tutorial videos and guides. I'm new to makeup and need all the assistance I can get!
Q.	How would you describe your skin tone and type?
A.	My skin tone is fair with warm undertones, and I have combination skin.
Q.	What is your typical makeup budget?
A.	Because I don't have much money to spend on makeup, I usually set aside \$50 per month for makeup purchases.
Q.	What are your goals for utilizing Sephora's AI-powered beauty advisor?
A.	I want to improve my makeup confidence, learn new makeup application techniques, and feel accomplished when creating new makeup looks. Sephora's AI-powered beauty advisor appears to be an excellent tool for assisting me in accomplishing these goals.

## Rujuta Patil (creator – Sonali Joshi)

<div><div>RUJUTA PATIL</div><div><p>Rujuta is a mom of 2 beautiful daughters and a doctor working in Austin, Texas. She is a fun person and is busy for the entire day and week. One of her frustrations are not being able to meet her daughter's friend and attend her birthday.</p></div><div></div></div>	
DEMOGRAPHIC INFORMATION	GOALS AND NEEDS
<ul style="list-style-type: none"><li>• Age: 38</li><li>• Location: Austin, Texas</li><li>• Occupation: Working professional, mom of 2</li></ul>	<ul style="list-style-type: none"><li>• To be able to select the right shade of cosmetic for her daughter's friend</li><li>• To not worry about the refunds and order cancellations if the product isn't right</li></ul>
MOODS AND PERSONALITY	PROBLEMS AND CHALLENGES
<ul style="list-style-type: none"><li>• Extrovert</li><li>• Hardworking</li><li>• Loyal</li><li>• Confused</li><li>• Exhausted</li></ul>	<ul style="list-style-type: none"><li>• Due to her busy schedule, she is unable to take her daughters and her friends out for birthday shopping</li><li>• She does not understand her daughter's friends style choices and preferred cosmetics</li></ul>

## Interview Questions

Q. Hello Ms. Patil, nice to meet you and thank you for your time.

A. Thank you having me at this interview.

Q. Let's jump in, what are the problems you face with cosmetics nowadays?

A. It's difficult to understand Gen-Z and millennials style and cosmetic preferences. And then it is also difficult to match find the right type of shades.

Q. Yes, it is very difficult to understand fashion these days. So, what do you do to make sure there is no confusion around this?

A. I usually take me daughters shopping on the weekends and have conversations with them to understand their thought process. We also try on different shades of cosmetics to see which looks good.

Q. But there are so many things to remember, so how do you remember what their preferences are?

A. I usually write these things down in my notepad or mobile phone, but these products also keep changing over time.

Q. So then how do move ahead with this? What do you do when you have to buy gifts for your daughters and their friends?


A. I take them shopping to the mall or we do online shopping for the products.

Q. Thank you for your time, Ms. Patil, Is it ok If we contact you later with further questions?

A. Yes, I'd be happy to help.

## Clarie- Remote Professional (creator – Navya Sree Guduri)

### User Persona



### Clarie

Age 28  
Occupation Account Executive  
Location New York

Organized Loyal Driven

#### Goals + Needs

- Get the right shades of complexion products online.
- Be able to try complexion products before buying.
- Wants knowledgeable assistance to help her find the products that suit her skin type.

#### Pain Points

- Unable to try the complexion products in store before buying because of the health protocol.
- Has to return the product because of the wrong shade.

#### Bio

Claire is an account executive in a PR agency based in New York. Before the pandemic hit, she usually wears makeup everyday to work because she needs to meet clients almost everyday. However, when her company announced the work from home policy, she wears makeup less frequently.

Claire loves to buy products both online and offline, but when it comes to complexion products, she prefers to try it out before buying. She usually knows what products she wants and prefers the brands that she already knows it works for her. When she wants to explore new products, she would read product reviews from other makeup users before trying and making a decision.





#### Tech

Internet	<input type="checkbox"/>
Online Shopping	<input type="checkbox"/>
Brand Loyalty	<input type="checkbox"/>
Frequency	<input type="checkbox"/>

#### Brands

Bobbi Brown  
Becca  
Iman  
Medium  
Quora

#### Social Media

### Interview Questions

Q: Hello Ms. Claire, Good to see you!!

A: Hello, thank you for having me.

Q: How pandemic affected your makeup routine?

A: Since I work from home, there is no need to wear makeup regularly. I prefer wearing makeup for important video calls or on occasion.

Q: On what basis do you buy makeup products?

A: I research products, check what all ingredients are, and decide whether it suits my skin type or not. Also, I read product reviews and ratings before making a purchase.

Q: Do you prefer to buy makeup products online or offline?

A: I prefer to but offline so that I can test the product on my skin, if there is any skin irritation observed I can go for other products. I also buy online when I want to purchase the same product that used before.

Q: How important are product reviews for you before you purchase a product?

A: When purchasing a new product, I only rely on product review that helps me to know how it worked for others and how quality the product is.

Q: How do you test complexion products before buying?

A: I go to store and pick the nearest shades that suits me. I purchase the product that blends perfectly into my skin.

Q: What advice would you give to brands to improve their product quality?


A: I prefer brands that focus on quality, transparency, chemical-free, and customer service. This creates trust and loyalty to the customer.

Q: Thank you, Claire. Your answers are insightful, had good time talking to you!!

A: Thank you.



## Christine Miller (creator – Yuchen Liang)

	<b>Name:</b> Christine Miller
	<b>Age:</b> 22
	<b>Occupation:</b> Student
	<b>Status:</b> Single
	<b>Location:</b> Dallas
<b>Demographic Information:</b> Christine she is a full-time undergraduate student at The University of Texas at Dallas, she will be graduate in May this year and she is very excited for the graduation ceremony. Christine wants to have a beautiful make up and outfit on that day, and her best friend will taking some nice and memorable photos. Her family will attend the ceremony to celebrate graduation as well.	
<b>Mood:</b> Exciting and anticipating	
<b>Goals and Needs:</b>	
<ul style="list-style-type: none"><li>• Need a perfect make up on the day for ceremony</li></ul>	
<ul style="list-style-type: none"><li>• She wants to select perfect foundation, concealer, blush, eyeshadow, and mascara, then she can DIY make up by herself.</li></ul>	
<ul style="list-style-type: none"><li>• Free return is important as she may doesn't like the product.</li></ul>	
<ul style="list-style-type: none"><li>• Need pure and clean cosmetic product.</li></ul>	
<b>Pain Points</b>	
<ul style="list-style-type: none"><li>• She has sensitive, oily skin and some acnes, and ceremony will be hold on a hot day.</li></ul>	
<ul style="list-style-type: none"><li>• She is shy so don't want to communicate too much with in-store sales.</li></ul>	
<ul style="list-style-type: none"><li>• She does not know which style is more suitable for her face skin type, tone and other features.</li></ul>	

### Contextual Inquiry:

The following questionnaire to better understand the requirements of the persona:

1. Do you currently use any cosmetic product?

- Sometimes, I'm using foundations and light make up when I attend class. But I like watching beauty influencers channel on YouTube and Instagram, learning some technical tips how to do make up, and like to try products they shared with us.

2. What's your skin type?

- My skin is very sensitive, very often allergy to toxic make up so I must very carefully to choose product. And my skin easy to be oil when weather is hot, so I need foundation have strong oil-control function. I also have some acne need to be covered, so light but strong coverage concealer always attracts to me.

3. Is your allergy to cosmetic product before?

- Yes, like I said, I am allergic to toxic products, so I'm prefer pure clean brand which means their product safer.

4. Do you prefer in-store shopping or online shopping?


- I don't like shopping in-store as I am nervous when I talking to strangers, and I don't like sales following me when I in the store to trying products. So, I prefer online shopping as it is more comfortable for me.

5. Would you like to try AI-power beauty advisor?

- Yes, maybe AI-power beauty advisor can offer personalized recommendations and save time and money. I like the virtual-try on function and can't wait to have a try.



## Michelle Robinson (creator – Ramineni Yashwanth)



### Contextual Inquiry and User Persona

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## Michelle Robinson

Age: 25

Occupation: Marketing Executive

Marital Status: Single

Education: Bachelor's degree in Marketing

#### Goals and Motivations

- Sarah is a young professional who values her appearance and likes to present herself well.
- She is always on the lookout for new and innovative ways to enhance her look, but often finds herself short on time due to her busy work schedule.
- Her goal is to find an easy-to-use makeup app that can help her achieve her desired look quickly and effortlessly.

#### Challenges

- Sarah has a limited understanding of makeup and is often unsure of which products to use and how to apply them.
- She also struggles to find the time to experiment with different makeup looks due to her busy schedule.

#### Behavior

- Sarah is an early adopter of new technologies and enjoys using apps that simplify her daily routine.
- She is active on social media platforms and follows influencers who provide beauty tips and advice.
- Sarah is also price-conscious and prefers affordable makeup options.

#### Pain points

- Sarah values efficiency, simplicity, and affordability.
- She is frustrated by the time and effort required to achieve a flawless makeup look, and often feels overwhelmed by the range of makeup products available in the market.

Contextual inquiry:

Q1) Can you walk me through your current makeup routine? What are the products and tools you use?

A) My current makeup routine involves using a moisturizer, primer, foundation, concealer, mascara, blush, and lipstick. I apply the products with a combination of my fingers and makeup brushes.

Q2) What are the biggest challenges you face when it comes to applying makeup?

A) The biggest challenges I face include finding the right shade of foundation, blending the products evenly, and achieving a natural look without appearing too heavily made up.

Q3) How does makeup impact your confidence and appearance?

A) Makeup plays an important role in my appearance and confidence, especially when I have important meetings or presentations at work.

Q4) Have you ever used a makeup app before? If yes, can you tell me about your experience?

A) No, I haven't used any makeup app before.

Q5) What features would you like to see in an AI Makeup app?

A) I'd like to have features such as personalized product recommendations, Virtual try-ons and step by step tutorials

Q6) How do you feel about virtual try-on features that allow you to experiment with different makeup looks?

A) I think virtual try-on features are useful as it allows me to experiment with different makeup looks without having to purchase the products first.

Q7) How would you feel about using an AI Makeup app that recommends products based on your skin tone and preferences?

A) I find it appealing to use an AI Makeup app that recommends products based on my skin tone and preferences as it can save my time and help me find the right products easily.

## **ABOUT**

### **VINOTH, 40**

Vinothkumar is a working IT professional residing in the city of Plano in Dallas (Texas). One of his problems is he couldn't be able to suggest good and correct cosmetics for his wife. His wife has some language barriers to coordinate with the salesperson.

## **GOALS & NEEDS**

- To buy Good and Top 5 brand cosmetics.
- To avoid physical visit to the store due to COVID-19
- To get all cosmetics on the doorstep.
- To buy all cosmetic products in Online with an Advisor.
- Refund or replace to be done for the product(s) Damaged, Defect or Missing in transit.



Name: VINOTH

Age: 40

Location: Plano, Texas. 75024

Occupation: IT Professional

## **MOODS & PERSONALITY**

- Disciplined
- Friendly
- Dependent
- Confused
- Hard worker

## **CHALLENGES**

- Remember to get a Good Top brand.
- Travelling to the store to get Cosmetics.
- Heading to the store often to buy some products.

## **INTERVIEW QUESTIONS**

Q.	Hello Mr. Vinoth, Good to see you here!
A.	Hello, nice to meet you
Q.	Will step into the topic. What are the issues you faced while buying cosmetics?
A.	I am looking cosmetics for my wife; she is going for an Audition in New York.
Q.	What type of skin she has?
A.	She has Dry skin and becomes sensitive when cold.
Q.	Do you have any Skin allergy with cosmetic products?
A.	No. I don't have any allergy. But I prefer the 100% Natural & Organic products.
Q.	Would you like to buy here in-store or through our website?
A.	This is my First visit to this store. I can checkout now at the billing Counter. Do you have any offers or discounts?
Q.	No sir. Currently we don't have any offers. Thank you have a good One!
A.	It's my pleasure. Thank you, have a good day.



## System Concept Statement

Sephora 2.0's personalized AI beauty advisor analyses the user's skin tone, texture and facial features and gives different make up look suggestions to choose from and finally to give a personalized makeup product recommendation. Users can enhance their beauty with variety of options ranging from natural to bold looks to choose from within the Sephora's extensive inventory, making shopping more convenient and user friendly. To achieve precision in the look there would be series of video suggestions on how to achieve the makeup look they wish to get. This AI beauty advisor would be a revolution in the cosmetic industry keeping Sephora 2.0 ahead of the game in the industry by satisfying their user needs by giving most innovative, advanced, and personalized solutions to let the user discover their look, reducing the browsing time and shopping time to buy products that suit their style.

## Claims analysis

An AI Makeup App is very useful to everyone by offering customers individualized recommendations virtual try on functionality and from beginning to end tutorials of the AI Beauty make up App Could Transform the makeup Industry by making it simpler for users to obtain their desired styles as per the customer wish.

## Evidence:

- The new AI Beauty App can be simpler to obtain and more affordable and easy option access and user friendly for the users.
- The users who do not have access to professional makeup artists or who do not wants to spend money on makeup. This App will be a great fit for new users to grab some products easily.
- Like an In-store Experience we can get Individual suggestions for Skincare items that can be made by the AI Beauty App.
- It's Based on the user Skin tone, Preferences, Choices, taste and Past Purchasing behavior. This helps people find the best products faster and easier.
- User can Experience different & various types of makeup look using the app virtual trail feature without putting any items on their skin.
- This type of feature can assist people in deciding whether to buy a product or color after seeing how it looks on them first.
- This AI Beauty app step by step Training process can assist users in picking up new beauty skills and improving the efficiency of the makeup App. The users who are new to makeup or want to try a new different look can benefit the most from this.

Counter Claim:



**1. Extensive Product Testing**

**2. Customer Satisfaction Guarantee**

**3. Innovative and Trendsetting Products**

**4. High Quality Ingredients**

- A Professional Skilled makeup Artist's personal touch and skill may be impossible for an AI makeup tool and imitate.



## Counter Evidence:

- Even though an AI makeup App could not be able to completely replace the human touch of trained makeup artist it can still be a great resource for users who might not have access to one or who wants to try out different looks or styles on their own.
- The step by step tutorials on the app can give users professional advice on how to apply makeup and get the desired appearance on a Virtual Reality. It is very useful to the freshmen.
- Users may experiment with various makeup looks using the app's virtual try-on feature without having to go through the time-consuming and frustrating process of making mistakes.
- Instead of visiting a store and trying on items, some customers might find that purchasing makeup online is more convenient and private.
- Additionally, compared to a physical store, the AI makeup app can offer a wider variety of products and brands, enabling users to explore new options and make better Buying decisions.

## Impact Canvas

PEOPLE			
<b>EMPLOYEES</b> 1. What new skills will be required? - Employees works in tech department need expertise in maintaining the database and website.  2. Will training be required for employees? -Yes, in-store advisors need to be trained how AI-power beauty advisor works, how to use AI system, and trouble shooting.	<b>COMPETITORS</b> 1. Does this will make Sephora different with other cosmetic stores? - Yes, Sephora can differentiate itself from competitors and build stronger relationship with its customers.  2. Does this will help Sephora increasing market? - Yes, it will help Sephora broad its potential customers and expend market, increasing customer satisfaction and loyalty.	<b>SOCIETY</b> 1. Does it shift responsibility? - The responsibility still is Sephora's.  2. Can customer accept this new function? - Some customers may be exciting about this new feature, but some may concern about privacy and bio-information security.	<b>FRIENDS&amp;FAMILY</b> 1. Will this help to build connection between people? -Yes, it will help to build connections between friends and family.  2. Does this function has any risk? - AI beauty advises may be affected by the brightness of environment, sharpness of the lenses, etc. And some customers have privacy concerns.

<b>ENERGY CONSUMED</b> 1.How much energy is required to build this? - We will need large amount of energy for both hardware and software development and maintain.  2.Where is the energy sourced? - We will purchase both software and hardware needed from the market, and other supplies needed.	<b>MATERIAL CONSUMED</b> 1.What materials are used in this proposition? - It includes hardware such as computers, cameras, bioanalytical equipment. It may create waste after being used or fully depreciated.  2.How sustainable are these sources? - It depends on the quality of material being used, but we will try to use it as long as possible keeping cost-efficient and environment-friendly without reducing our service quality.	<b>WASTE, RE-USE&amp;RECYCLING</b> 1.What is the projected lifetime of this proposition? - We hope this function could run for a long time to build reputation and promote the revolution of beauty industry.  2. How much of it can be recycled? - Yes, some equipment such as computers and cameras can be recycled for other department use after being fully depreciated.	<b>DATA FOOTPRINT</b> 1. What data is captured? - Biological data via face scanning  2.Where is this data stored? - Data will be stored in a database or cloud-based storage system.  3. How to make sure data being stored safely? - Sephora will be implementing measures such as data encryption, access control, and backups. Only Sephora people and clients with authorization have access to the data. Firewalls, web defenders, and backup will be used by the expertise of Sephora tech department.
<b>THE WORLD</b>			

## Concept of Operations Document

### 1. Scope

The scope of our proposed system is the addition of a feature that is not yet seen in many beauty and cosmetic apps – Virtual-Try-On. This feature will allow users to scan their faces or upload a picture which will result in cosmetics suggestions from the algorithm. The algorithm will analyze the user’s facial features and based on that, provide tips and recommendations on different cosmetics, brands, and themes. Additionally, we will propose a new user interface for the Sephora app so that all functions and features align with the new feature. All users will have access to the Virtual-Try-On feature, and they can use this feature at home

without having to visit the store. The addition of this feature is to solve problems ranging from not knowing what makeup look suits your face to what different cosmetics one needs to complete a look.

## 2. Referenced Documents

- Perfect Corp: Beauty Advisor 1-on-1 (<https://www.perfectcorp.com/business/products/ba-1-on-1>)
- My Beauty Advisor (<https://mybeautyadvisor.com/>)
- Ulta Beauty (<https://www.ulta.com/innovation/experiences.html>)
- Maybelline (<https://www.maybelline.com/foundation-shade-finder>)
- Lenskart (<https://www.lenskart.com/compare-looks>)

## 3. Current System

The current system for beauty and cosmetic companies is that the users can purchase other products via the web or mobile applications, but to try different products, they need to visit the stores. At the stores, the users could get tips and recommendations from the consultants. Users also take online quizzes and answer questionnaires to understand their facial features. Post covid, since everything has become a remote setting, it has been difficult for users to go to their favorite stores to buy these products. All users want the ease of shopping from home. Hence, we have taken inspiration from 'Lenskart' and other apps (referenced documents) to add a new feature in the Sephora app that will allow users to scan their face or upload a picture, and based on that, an algorithm will give the users the results of their to-go makeup shade to complete a look. This feature creates a more personalized experience for all the users in the market, even if they like to shop online or in person, and has a higher probability of providing accurate suggestions.

## 4. Justification for and nature of changes

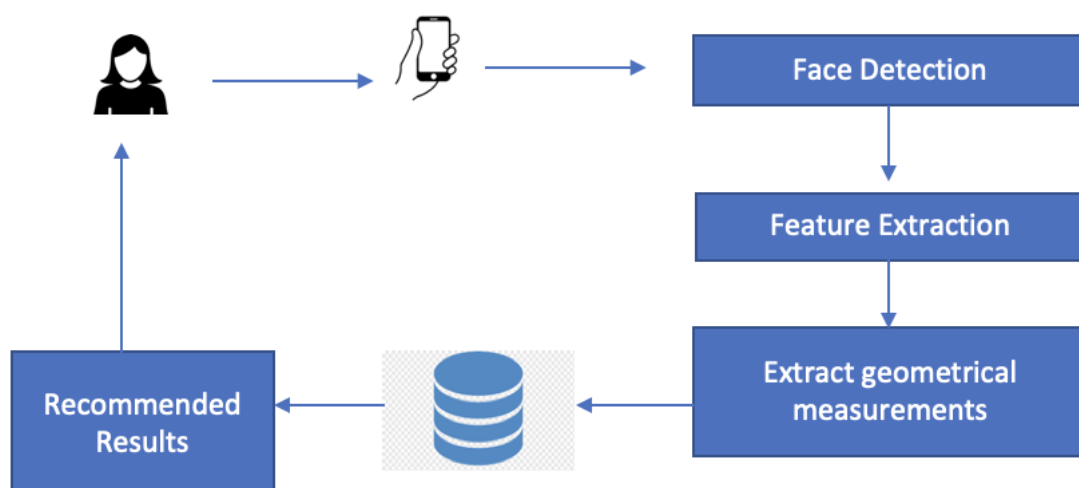
Introduction of the new feature – Virtual-Try-On, has several advantages over the current system. It allows users to complete the entire shopping experience on their devices without visiting the stores. Using mobile devices and completing the whole shopping experience regardless of location gives the users freedom and more time to shop for more things – it's the user's convenience at their fingertips. The feature gives more accurate suggestions and is intelligent in providing its recommendations. Since the recommendations are different for each user type or facial feature, the app offers a much more personalized experience, even for customers new to the app or the world of cosmetics. Another addition that we will be introducing to the app is the 'scan a product' feature. If the users are at home or in the Sephora store, they can scan the bar code of the Sephora product, and all the product details will be populated on the screen. This allows users to easily purchase items online without

looking and searching for them on the app. Users will be able to navigate through the app quickly and place orders.

## 5. Concepts for the proposed system

The proposed system is a Sephora AI beauty advisor, a software designed to recommend beauty products based on skin type, and preferences, according to customer needs. The system uses advanced machine learning and artificial intelligence algorithms to analyze the user's facial features and skin type to recommend products that best suit them. The system gets the face image as input and sends it to the pre-trained model. The model classifies the tasks and produces predictions according to face shape and skin condition with the best matching results.

The software application can be installed on mobiles and kiosks or even on the online website as an add-on feature to the existing website where users have the option to click on virtual try. The application allows users to upload a picture from a saved gallery or take a selfie to try different makeup looks of their favourite. The uploaded image sends to the AI model to detect the face and analyzes the customer's face and skin conditions to recommend products from different brands and price range. The proposed system can do well with AI to understand customer pain points and make sure there is no gap between online and in-store shopping experiences.



The challenges of using a face recognition system can generate low image quality and poor lighting. AI face recognition system is not 100% accurate and still needs improvements, this could lead people to wrong justification. Chances of invading people's privacy could be used to manipulate and control.

Overall, Sephora AI Beauty Advisor is a promising technology that, implemented properly can increase engagement and improve overall customer experience.

## 6. Operational Scenarios

Our new system Sephora AI beauty analyzer has new features to explore and can do many operations. Here as follows:

- a. Users should create an account on Sephora 2.0 application if they don't have one. Also, has the option to sign in through Google or Facebook account.
- b. As soon as login is done, the application takes to the landing home page where the user can go through the home page and check for beauty products and new arrivals.
- c. The user chooses to click on the virtual try-on option on the product and could be able to upload an image or use the camera for a selfie. Once uploaded, the User can select the type of makeup look they want and click on the get started button.
- d. Sephora 2.0 AI Beauty analyzer takes time to recommend products that suites their skin type, the app engages with the user to do an activity while waiting for the results page.
- e. Sephora AI Beauty analyzes their face shape and skin to provide recommended products in different price ranges.
- f. From the recommended list of the products page, users can search, sort, and filter the products as per their needs.
- g. At this point, the user is looking for more details about the product, rating, and reviews before deciding to purchase. Once the user decides to purchase a product, click on add to cart.
- h. Once the user verifies the cart and price, to check out the products that are in the cart, clicks on Proceed to Checkout to make payment.
- i. User can apply promotional code if any, enter a shipping address to deliver the product and chooses the convenient options for the payment methods like credit, debit, or PayPal, and clicks on Place Order.
- j. User profile, Order history, Shipping options, and Saved products if the user wants to make any changes to his/her profile and check saved products at their convenience.
- k. In case, the user doesn't like a product, the user can request to return the product and the amount will be refunded to the original account. There are two options the user can select, drop at the nearest store or ship back and click on confirm Return, the page redirects to the return confirmation page.

## 7. Summary of Impacts

The modern technology of AI has the potential to improve customer experience, increase efficiency, new product development, sustainability, and drive sales.

1. Operational Impacts on User: AI technology can analyze customer data and provide recommendations based on their preferences and needs. This could lead to an improved shopping experience, user engagement, and customer satisfaction and loyalty.
2. Impacts during Development: AI has the capability to develop personalized products. The technology supports analyzing customers' skin type, lifestyle, and preferences to satisfy customer needs. AI can impact the way we develop the application and can expect a better application under the existing system.
3. Organizational Impacts: As the system supports online shopping, there is no need to try hundreds of products in-store. AI is helpful to get the same satisfaction for user shopping online and promises there is no gap between in-store and online experiences. This could lead to improved operational efficiency and reduced wait times. By recommending products that are better suited for customers' skin type and condition, AI can analyze the product ingredients and help reduce waste and create sustainable products.
4. Temporary impacts on the system user: AI technologies can impact software deployment with an increase in the efficiency of control activities. Deployment is the stage where developers upgrade the programs and new versions of applications. Failure to execute processes correctly during deployment can lead to a high risk of executing software. AI can prevent developers from risk during deployment.

## 8. Analysis of the proposed system

TBD.

## 9. Notes

N/A.

## 10. Appendices

N/A.

## 11. Glossary

N/A.

## Wireframes

1. Users should be able to sign up if they don't have an account and/or sign into the application.

SEPHORA 2.0

LoginSignup

Login with Google

Login with Facebook

Forgot password?

SEPHORA 2.0

Forgot Password

Enter your mail

Reset your password

SEPHORA 2.0

Login

Username

Password

Forgot Password...?

Login

SEPHORA 2.0

Sign up

Firstname

Lastname

mail

username

Password

Signup

SEPHORA 2.0

Login with Facebook

email

Password

Login

SEPHORA 2.0

Login with Google

Choose your gmail account

xyz.019@gmail.com

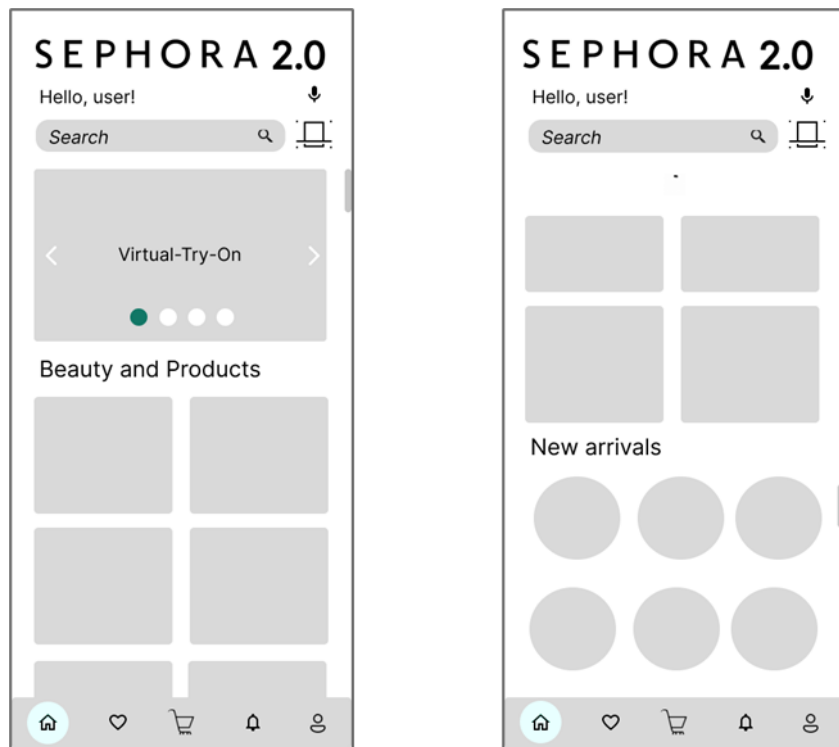
abc.efg@gmail.com

ydsubb.123@gmail.com

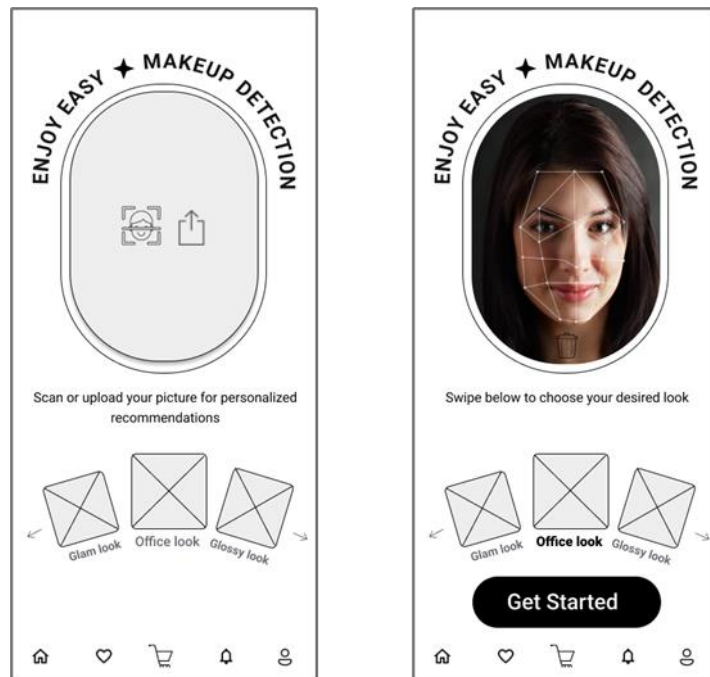
Login



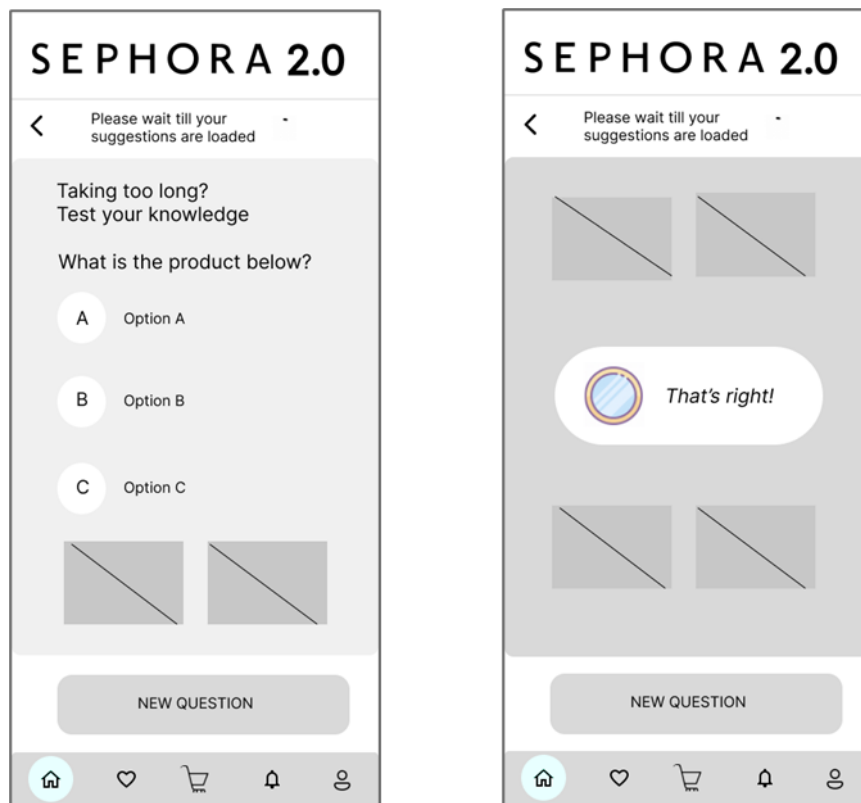
2. Users should be able to browse through the home page and view the home navigation.



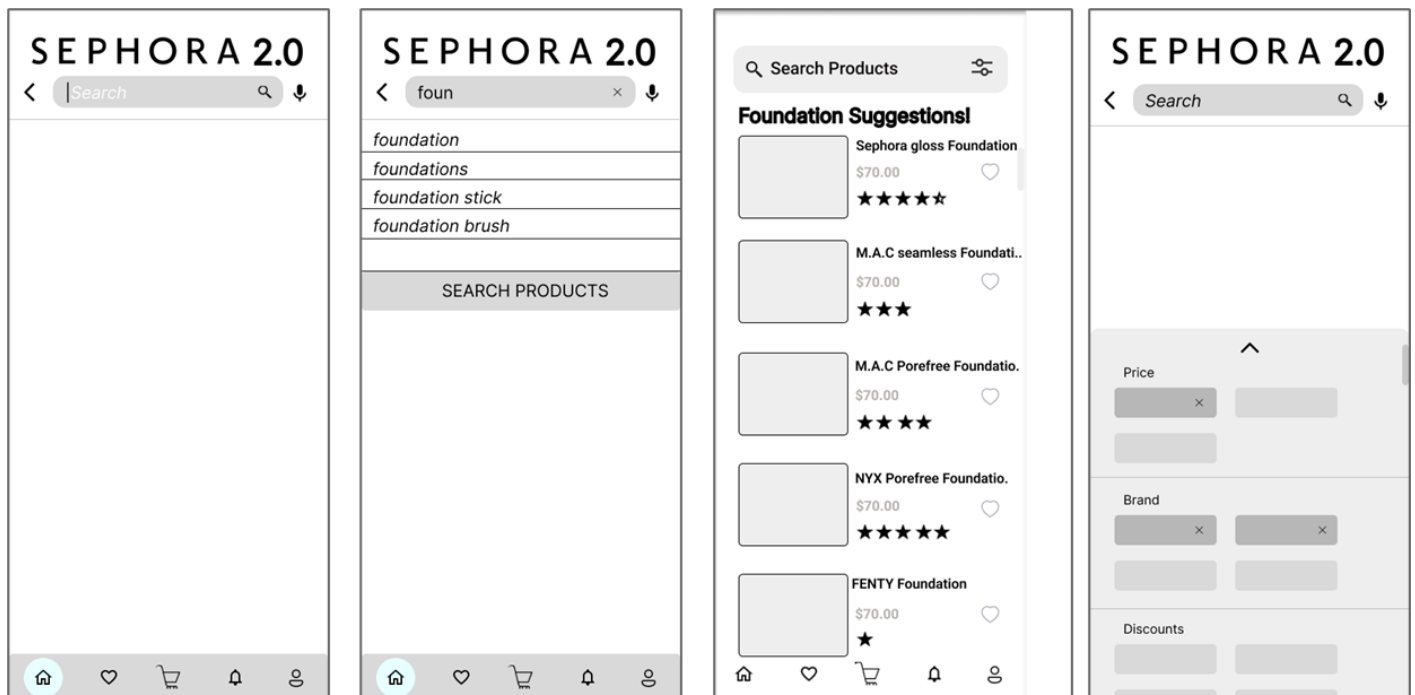
3. Virtual try-on of a product – Users should be able to upload an image or use the camera for a quick scan and should be able to view a page suggesting makeup looks and a list of recommended options in different price ranges.



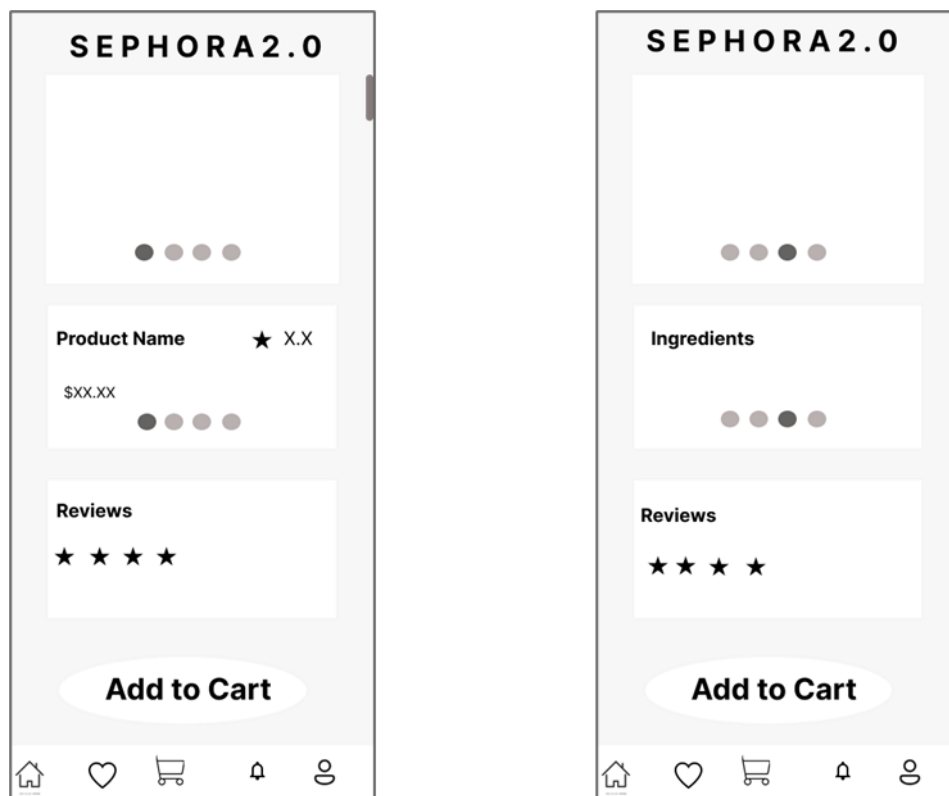
4. Users should be able to do an activity while they are waiting for the page to load.



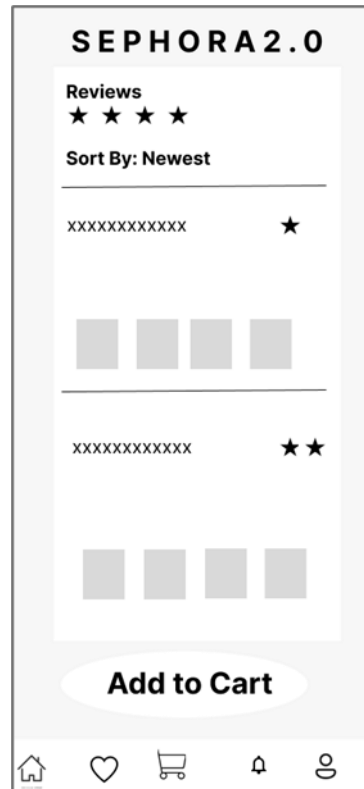
5. Users should be able to search, sort, and filter the list of products.



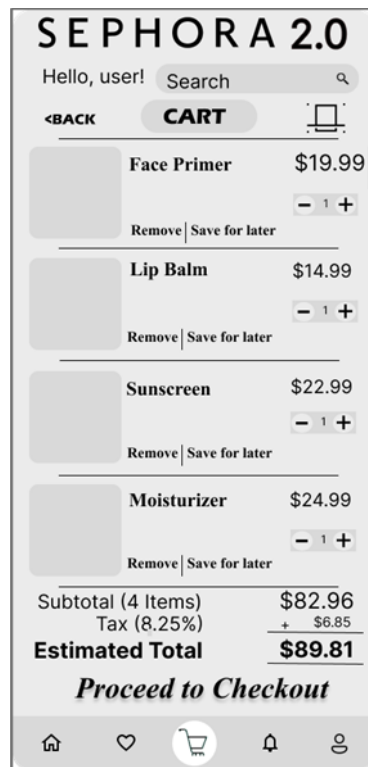
6. Users should be able to view specific details of a product.



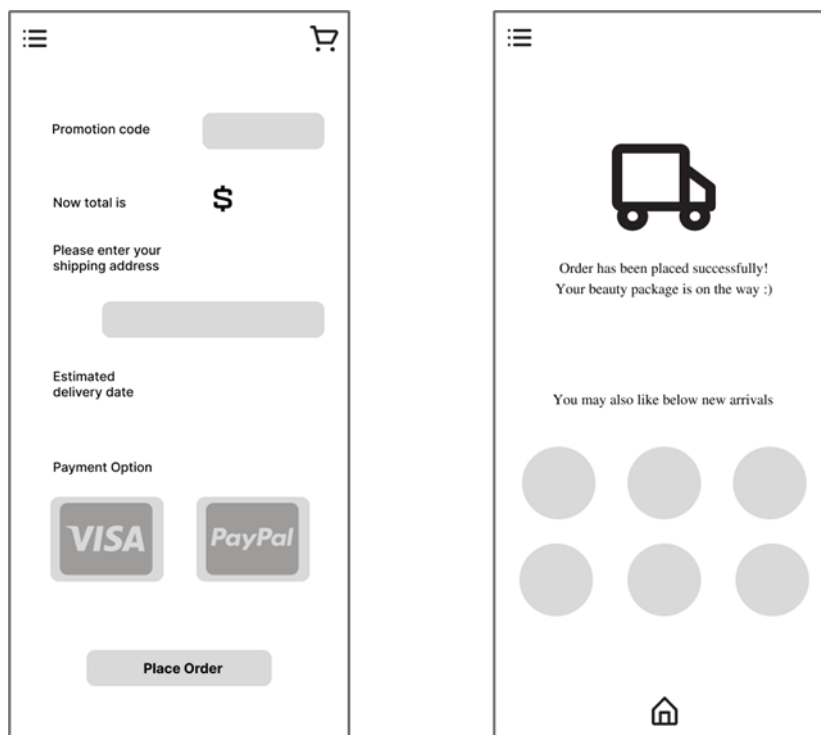
7. Users should be able to read the reviews and view ratings of a product.



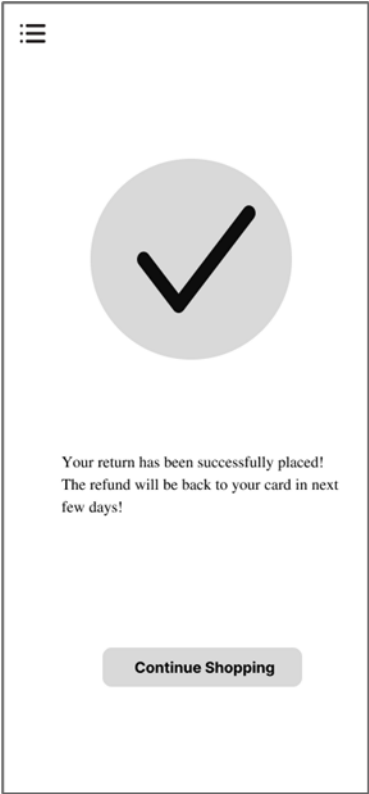
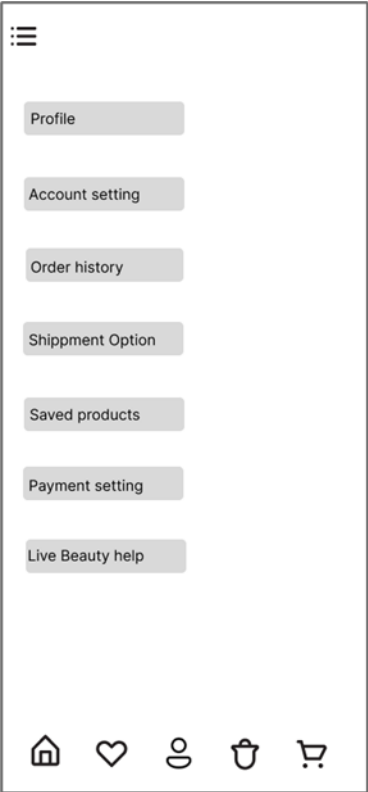
8. Users should be able to add a product to the cart, and the user should be able to view the products in the cart.



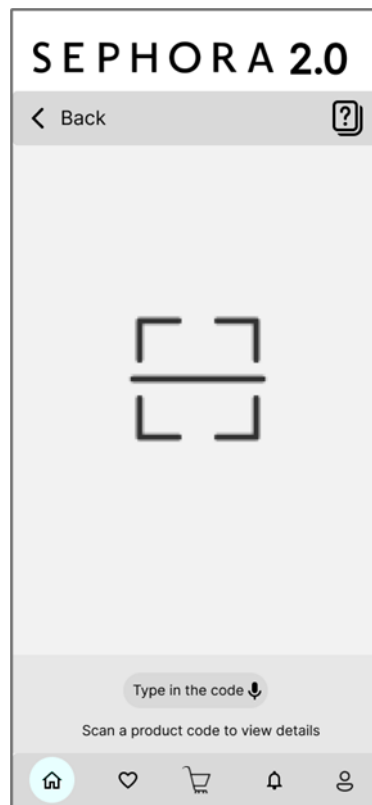
9. Users should be able to make a payment for the items in their cart.



10. Users should be able to return a product and request for refund.



11. Users should be able to scan a product's bar code to be able to get the product details.



## Appendix

### Contributions

#### Sai Sneha Ajmira –

1. Assignment 2-1 (Individual Assignment) – User persona ‘Lilly, Makeup Beginner’
2. Assignment 2-2 (Group Assignment) – System Concept Statement
1. Assignment 4 – User tasks:
  - a. **Virtual try-on of a product** – Users like beginners should be able to upload an image or use the camera for a quick scan and can make use of AI and get make up look suggestions and video tutorials on how to apply make up for their chosen look also makeup product suggestions based on their skin tone and look.

#### Sonali Atul Joshi –

1. Assignment 2-1 (Individual Assignment) – User persona ‘Rujuta Patil’
2. Assignment 2-5 (Group Assignment) – Writing the ‘Scope’, ‘Referenced Documents’, ‘Current System’, and ‘Justification for and nature of changes’ sections from Concept of Operations.

1. Assignment 4 – User tasks:

- a. Users should be able to browse through the home page and view the home navigation.
- b. Users should be able to do an activity while they are waiting for the page to load.
- c. Users should be able to search, sort, and filter the list of products.
- d. Users should be able to scan a product's bar code to be able to get the product details.

**Navya Sree Guduri –**

1. Assignment 2-1 (Individual Assignment) – User persona 'Clarie – Remote Professional'
2. Assignment 2-5 (Group Assignment) – Concepts for the proposed system, Operational Scenarios, Summary of Impacts
3. Assignment 4 – User tasks:
  - a. Users should be able to view specific details of a product.
  - b. Users should be able to read the reviews and view ratings of a product.

**Yuchen Liang –**

1. Assignment 2-1 (Individual Assignment) – User persona 'Christine Miller'
2. Assignment 2-4 (Group Assignment) – Impact canvas
3. Assignment 4 – User task:
  - a. Users should be able to make a payment for the items in their cart.
  - b. Users should be able to return a product and request for refund.

**Ramineni Yashwanth –**

1. Assignment 2-1 (Individual Assignment) – User persona 'Michelle Robinson'
2. Assignment 2-3 (Group Assignment) – Claims Analysis
3. Assignment 4 – User tasks:
  - a. Users should be able to sign up if they don't have an account and/or sign into the application.

**Sudhagar Santhoshkumar –**

1. Assignment 2-1 (Individual Assignment) – User persona 'Vinoth IT Professional'
2. Assignment 2-3 (Group Assignment) – Claims Analysis
3. Assignment 4 – User tasks:
  - a. Users should be able to add a product to the cart, and the user should be able to view the products in the cart.



## References

[1] Icons in figma - <https://icons8.com/>

[2] Figma prototype -

[https://www.figma.com/proto/dMDDr3D46QaUIzKSE8cLot/Assignment-5-\(Main\)?node-id=115-34&scaling=scale-down&page-id=0%3A1&starting-point-node-id=115%3A34&show-prototype-sidebar=1](https://www.figma.com/proto/dMDDr3D46QaUIzKSE8cLot/Assignment-5-(Main)?node-id=115-34&scaling=scale-down&page-id=0%3A1&starting-point-node-id=115%3A34&show-prototype-sidebar=1)