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Group 4

Beauty House Cosmetics

1. Description of Client's Needs

Beauty House Cosmetics is a growing brand in the beauty industry, offering a wide range of products such as skincare, foundation, lip care, and makeup accessories. The client needs a **professional yet welcoming online presence** that can serve both as an informative platform and an e-commerce solution.

Their primary needs include:

- A **responsive and attractive website and mobile app** that mirrors their elegant brand.
- **Easy-to-use interfaces** for browsing and purchasing products.
- A way to display **categories clearly** (e.g. face products, eye products, etc.).
- A **user login/registration** system with saved preferences.
- Integration of a **blog** to educate users and boost SEO.
- A clean and memorable **logo** that speaks to beauty and self-care.

2. User-Centred Design

To ensure the platform is user-friendly, I followed the **user-centred design process**:

1. **User Research:**
   I created personas for typical users, such as university students, working women, and skincare enthusiasts. Most want fast access to products, clear pricing, and mobile-first design.
2. **Design Decisions:**
   I chose soft colors and minimal clutter to keep the focus on products. Navigation was placed in intuitive spots, and I made sure all text was readable across devices.

3. **Accessibility:**
   I made sure all buttons were large enough to tap and used clear labels and icons. The mobile version has swipeable elements for easier interaction.

3. Wireframes for Web Page and Mobile App

I created detailed wireframes for both the **web page and mobile application**. These show where key elements like the navigation bar, product images, login form, and shopping cart are located.

Web Page Wireframe Features:
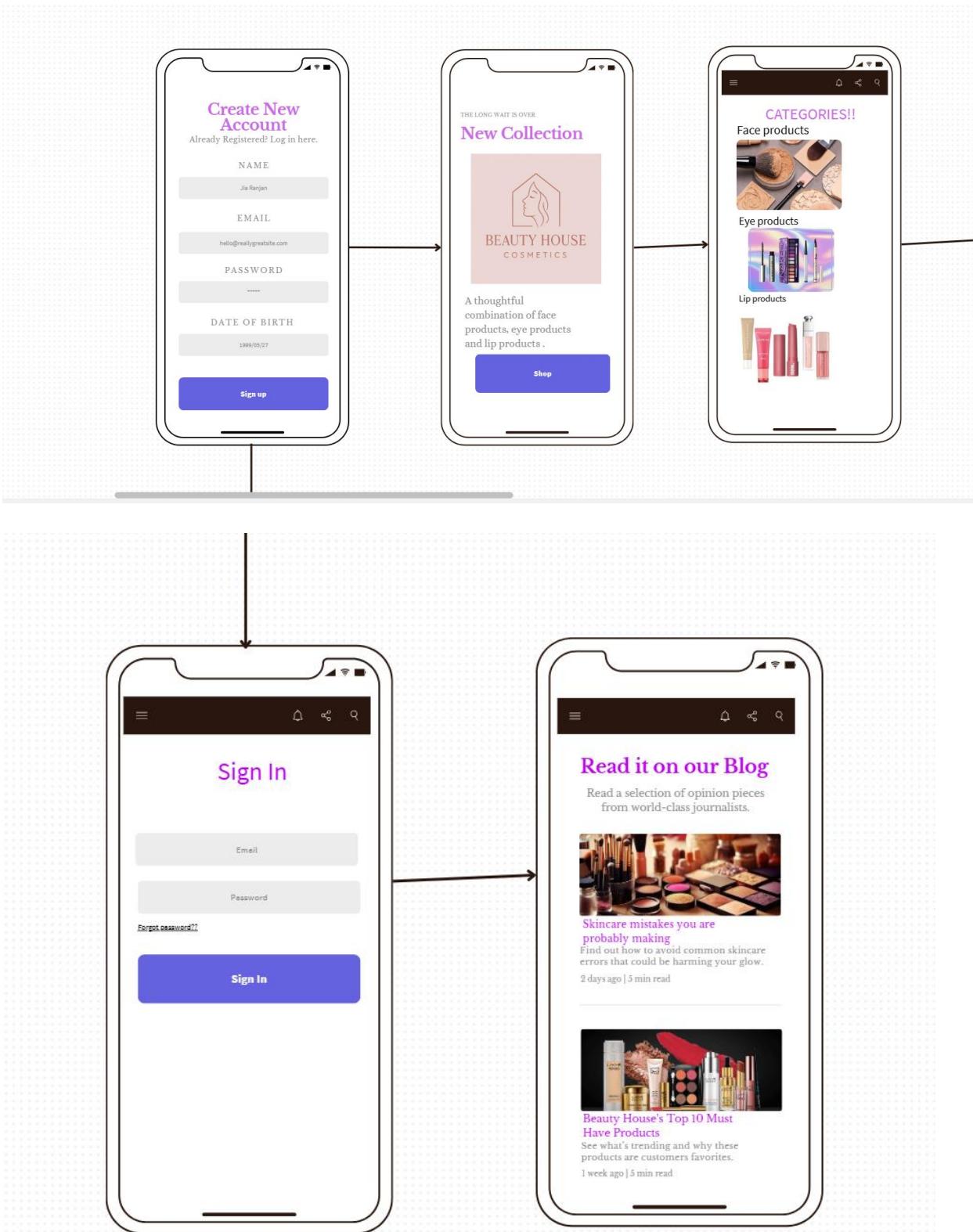
- Header with logo, menu (Shop, Blog, Contact)
- Search bar for finding products
- Hero image with call-to-action (Shop Now)
- Category sections (Face, Eyes, Lips)
- Footer with newsletter signup
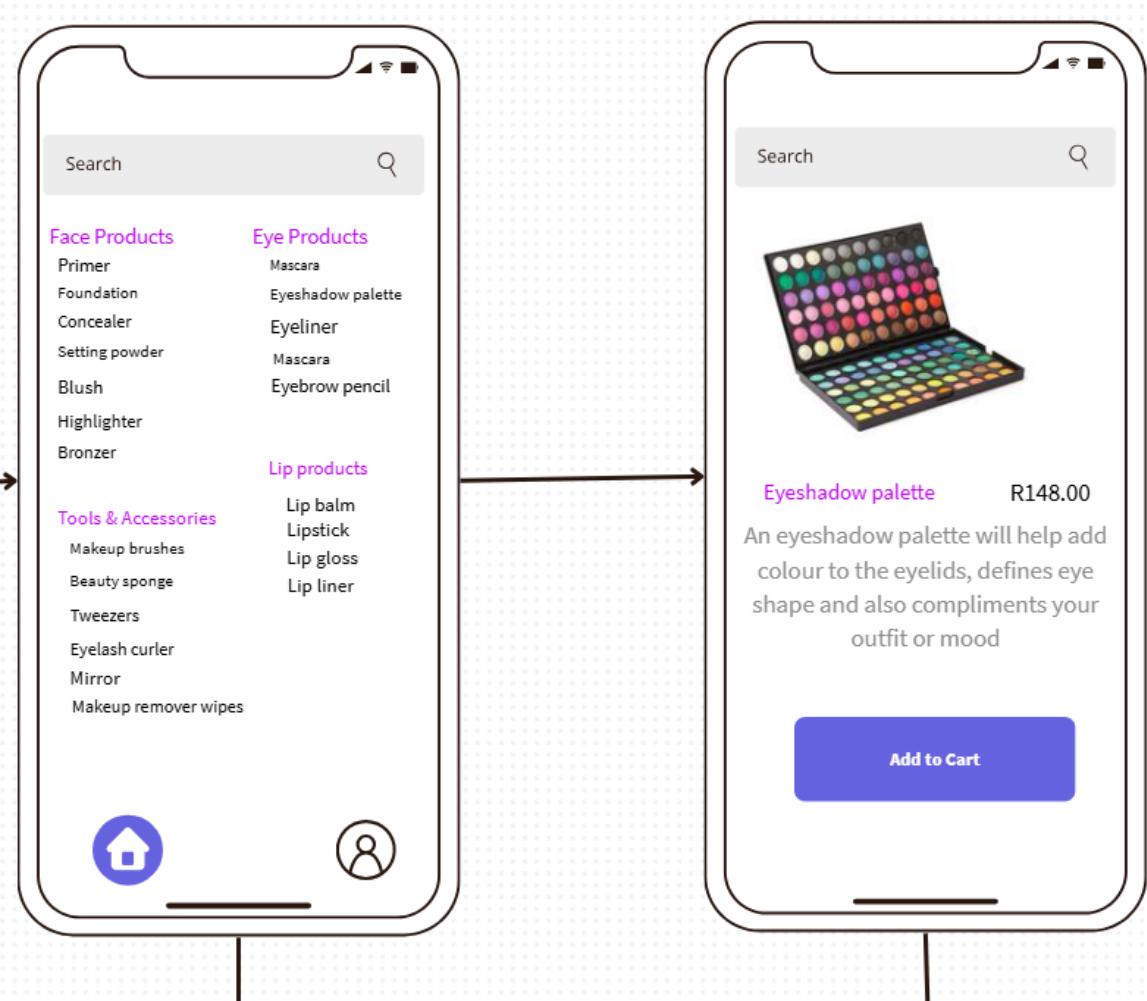
Mobile App Wireframe Features:

- Login and sign-up screens
- Homepage with banner and latest collection
- Bottom navigation (Home, Categories, Cart, Account)
- Blog integration with recent articles
- Product detail pages with "Add to Cart"

Here are the wireframe images: for both the mobile and website wireframes
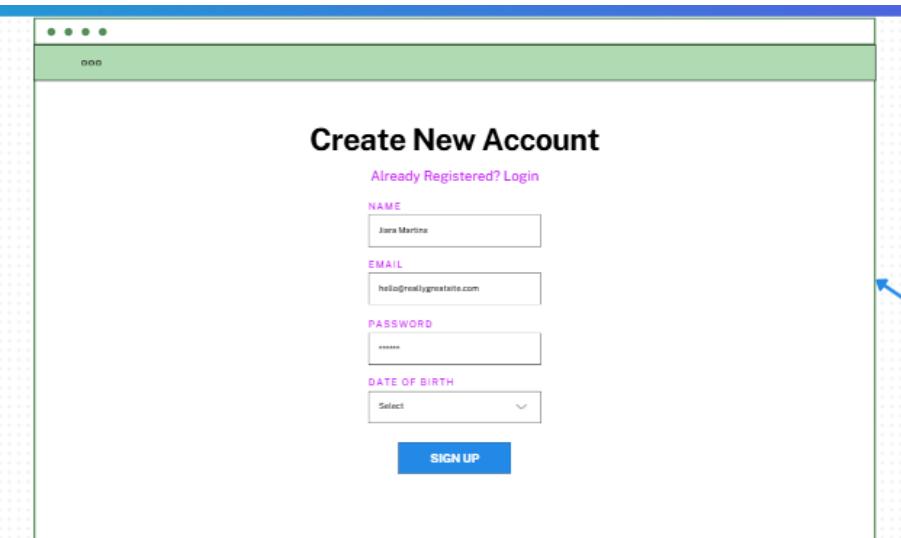
This is the wireframe for the mobile app.

Create New Account

Already Registered? Log in here.

NAME

Jia Ranjan

EMAIL

hello@reallygreatsite.com

PASSWORD

•••••

DATE OF BIRTH

1999/08/27

Sign up

THE LONG WAIT IS OVER

New Collection

BEAUTY HOUSE
C O S M E T I C S

A thoughtful combination of face products, eye products and lip products .

Shop

CATEGORIES!!

Face products

Eye products

Lip products

Sign In

Email

Password

Forgot password??

Sign In

Read it on our Blog

Read a selection of opinion pieces from world-class journalists.

Skincare mistakes you are probably making
Find out how to avoid common skincare errors that could be harming your glow.

2 days ago | 5 min read

Beauty House's Top 10 Must Have Products
See what's trending and why these products are customers favorites.

1 week ago | 5 min read

Screen 1

Search 🔍

Face Products
Primer
Foundation
Concealer
Setting powder
Blush
Highlighter
Bronzer

Tools & Accessories
Makeup brushes
Beauty sponge
Tweezers
Eyelash curler
Mirror
Makeup remover wipes

Eye Products
Mascara
Eyeshadow palette
Eyeliner
Mascara
Eyebrow pencil

Lip products
Lip balm
Lipstick
Lip gloss
Lip liner

Screen 2

Search 🔍

Eyeshadow palette   R148.00

An eyeshadow palette will help add colour to the eyelids, defines eye shape and also compliments your outfit or mood

Add to Cart

FACE PRODUCTS

Setting power
R200

Concealer
R100

Primer
R120

Foundation
R112

Cart

Setting power
R200.00

Eyeshadow palette
R148.00

Lip stick
R85.00

Subtotal   R433

Checkout

Here is a wireframe for the website

Create New Account

Already Registered? Login

NAME

Jiara Martins

EMAIL

hello@reallygreatsite.com

PASSWORD

••••••

DATE OF BIRTH

Select

SIGN UP

Log in

EMAIL

hello@reallygreatsite.com

PASSWORD

••••••

SIGN IN

New Collection

A thoughtful combination of Face, Lip and Eye products, check us out on our blog

JOIN NOW

LOG IN
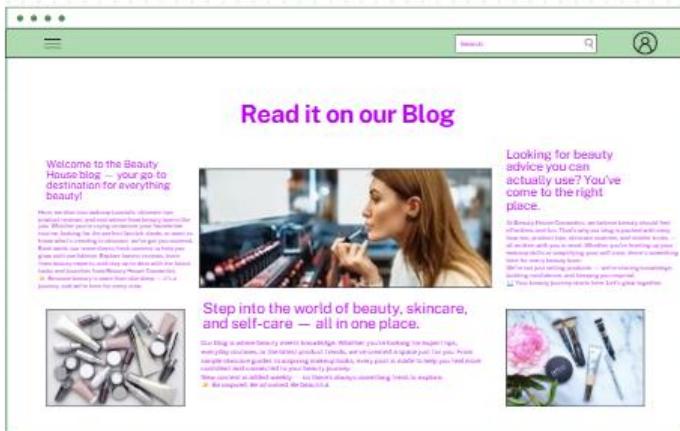
LEARN MORE

About Us

At Beauty House Cosmetics, we believe that beauty is a form of self-expression, and everyone deserves to feel confident in their own skin. Founded with passion and purpose, our mission is to provide high-quality, affordable beauty products that empower you to look and feel your best every day.

From skincare essentials to show-stopping makeup, our curated collections are thoughtfully designed for all skin types, tones, and styles. Whether you're a beauty beginner or a makeup pro, we're here to inspire creativity, celebrate individuality, and bring a little more glam into your routine.

We're not just a cosmetics brand — we're a beauty community. Join us as we continue to redefine beauty on your terms.

Beauty is for everyone. Beauty starts here.
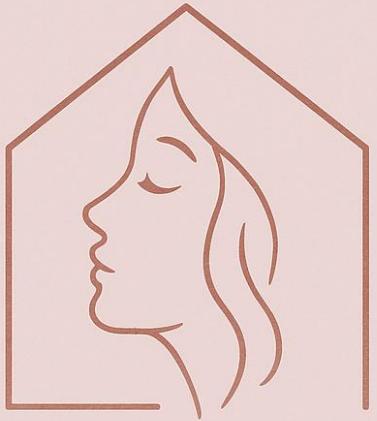
4. Logo Design

I designed a simple but effective logo that represents **Beauty House Cosmetics**. The concept includes:

- A soft pink or rose gold color palette (linked to beauty and femininity).
- A minimalist profile outline of a woman to represent elegance.
- Serif-style fonts for a professional and timeless appearance.

Here is Logo Design:

BEAUTY HOUSE

COSMETICS