Retouch Reviews

Final Major Project
BA WEB MEDIA
By Simeron Taak

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The Idea

Introduction

For my third year Final Major Project I decided I wanted to create a service which allows people to check reviews for beauty products all in one place to save them visiting 4 or 5 different websites, to look for reviews.

This is an idea which came to me as it was a service which I needed to use myself but of course it didn't exist. This is when I saw a gap in the market which I could potentially fill. This was my idea at its very initial stage, The more time I spent on the project the more it grew. I wanted to develop a 'Which best buy' aspect to the website, so that people trust the reviews which come from the website and want to revisit.

Some of the new features I thought about adding was a redirect button which take consumers to places where they can buy the product. As well as developing the service into an API which can be used by companies on their sites or as a way for them to check reviews for their products on different websites.

I have a strong passion for beauty and skincare. I find there are a lot of loop holes within the industry and I believe this service could help to resolve some of the loop holes. For example you can't refund makeup, but if a consumer checked my site before buying they might discover a reason why they should or shouldn't buy the product as well as being inspired by something new.

Another reason I wanted to undertake this project was to push my skills. I have experience in areas of this project, but some areas I had little to no experience. I wanted to learn as much as I could from this project and address certain areas I'm not so confident with. As I believe the best way to learn is in actual practice.
There are some links which you can click on just hover to find a link throughout the whole report.

Organisation

Where To Start

I wanted to make sure I was doing everything properly. I was forgetting a few little bits in the first few weeks, but it didn't take me long to take action on making sure I was organised throughout the whole project.

The research chart - to manage secondary content, such as all the sites I analysed, and contacted. This chart also listed features about competitor sites, such as if they have customer or expert reviews. I developed this as a chart as I believed it would be easy refer back to.

Tagging blog posts for my report- I used the tagging system on 4th floor to group the blog post into different categories to convey clear progression throughout the project which is easy to refer back to when writing the report. As well as tracking my individual progress.

Blogging every THURSDAY - to keep track of progression; what I had done during that week, and what I plan to do in the week ahead. This was a round up of what my lecturer's had said and what I was going to do with that information and what my plans were to progress my project forward.

Task manager - reminds me 2 days before I wanted the task done to make sure I have done it, I input all tasks for the week with deadlines. This way I was able to stay on top of deadlines and if I forgot there was always a reminder. I had this app installed on all my devices to ensure I was always up to date.

Pinterest - I set up a Pinterest account to look for inspiration and track anything I liked online. I also found this really useful to hold images and assets I was using, So I could also declare the content that wasn't mine. Which I used in my terms and conditions. Please see links blow

Final Major Project Pinterest

Final Report Pinterest
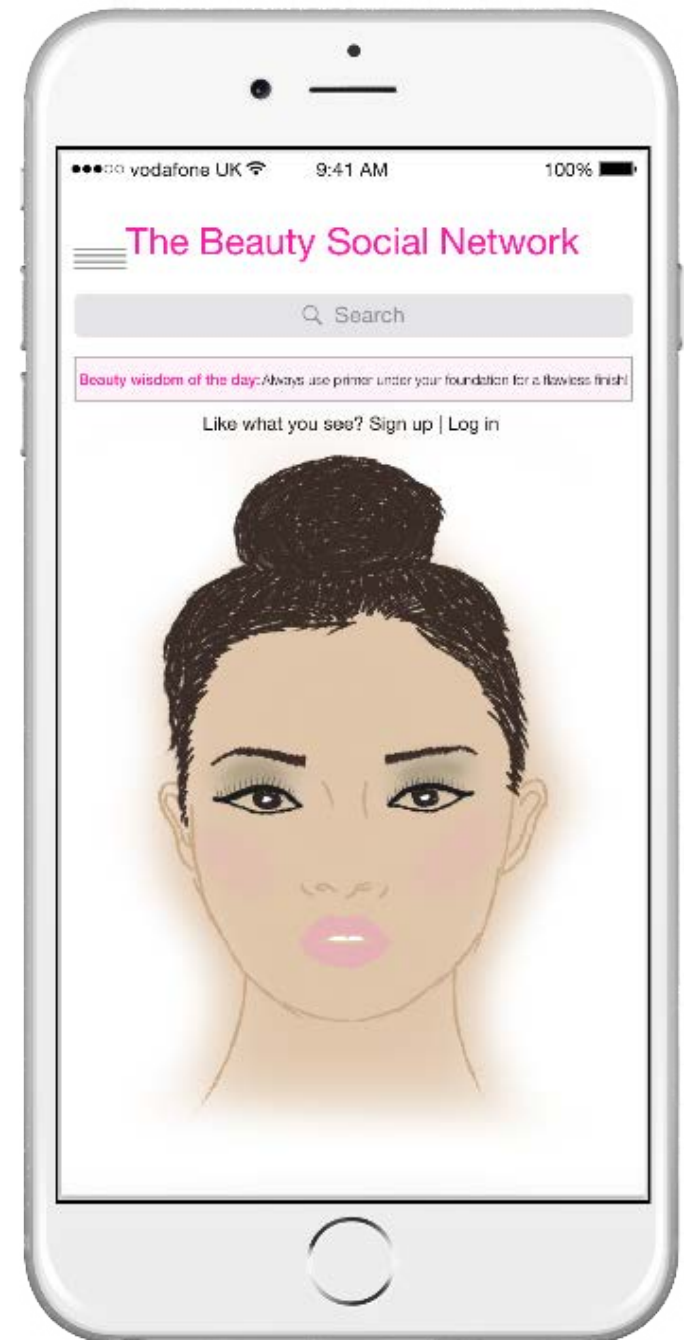
Ideas And Inspirations

The Ideas Stage

Eager to start my final major project. I started thinking towards the end of my second year about what I wanted to do. I considered some of the projects I had already been working on, which were the following:

The Beauty Social Network

I was deciding between the beauty social network which I was working on at the end of the second year. My reason for this was because I'd spent so much time on it, and I already had plans on how I would take the project forward and what I would do next. An example of this would be to fully complete the prototype I was working on. Get the target market to user test the product to evaluate if the service has potential, to be built into a viable service.

Screen shot of the Beauty Social Network

Decision Making Application

I also considered a decision-making application, which is another previous project I worked on during my second year. I found this project really interesting, as it was such a learning curve, being the first time I got to use JavaScript. I also had ideas to take this application forward, for example, adding a loop on the questions, so if the user should miss a set of questions the unselected question would come round the loop again, as the user could have missed the set of questions they were deciding between. I wanted to test the timer of the questions to find the right speed for the questions. The timer would need to be slow enough so the user can read the options, but quick enough so that they have to make a quick decision. Again these are just some of the thoughts I had for this application as well.

Screen shot of the Decision making application

New Ideas

I had a few other ideas too, for example, an application that helps remind consumers when to take their tablets.

I had the idea of helping people who are constantly late, so I wanted to maybe find a way that I could help people to be on time. The only issues with having with these ideas was that I was worried about these ideas holding my interest. I didn't want to get bored 3-4 weeks in.

But that was when it came to me! One day I was looking for some reviews for a makeup product, and I had to visit so many sites to get a general idea of if the product was any good. But I found I was looking at so many different sites just to get a few reviews to see if this product was any good.

This was when I got thinking! What if there was a service which provided all of the reviews I wanted, all in one place. To have a service which provides reviews pulled from all different places I think the sites would have to be split up into what experts in the in industry think, and what customers of the product think. I would like to be able to pull data from different sources to give a varied review on the products and help consumers make their decision.
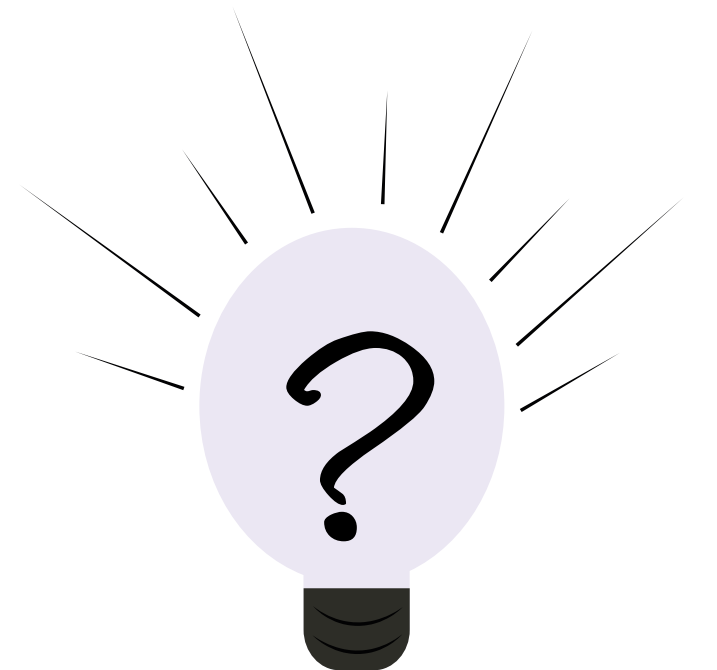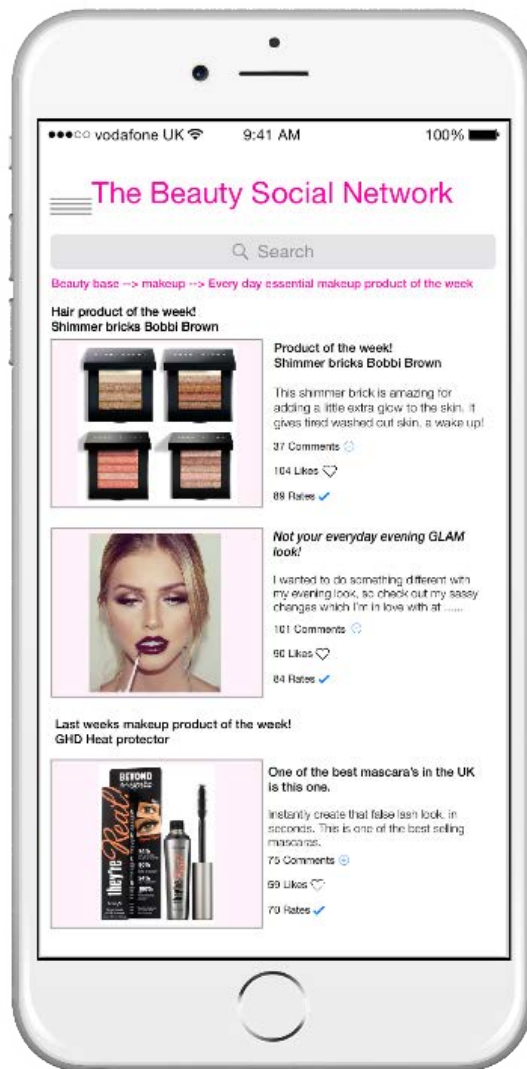
Screen shot of the Beauty Social Network

Deciding On A Project

I discussed my ideas with my lecturer about the beauty social network, and he did mention it would be a very big and full on project to undertake. After some thought about where the service currently is in terms of prototyping, and how much work out would take to get to a final product, and then try and populate the site. The project seems to ambitious given the time I have to complete the project.

I also pitched my other idea of a review site for beauty products. I want something which will allow people to only need to visit one site to find the reviews they are looking for, instead of having to visit various different sites just to get an idea of if they product they are looking at is worth buying or is a good product.

I thought about how I could make 'The Beauty review site' into a viable business. I would like to pitch the idea as an API which potentially other sites could use in their review sections.

Personal I was leaning towards 'The Beauty Review site' beauty in general is a strong interest of mine and this matched with getting to learn more JavaScript and further improving my coding skills.

Evaluating My Choice of Project

I decided to move forward with the beauty reviews service. Reasons being I have a strong passion for beauty, and it is a service I would use. This would also be a good opportunity to develop my coding skills.

One issue which may arise is how I would grab the reviews from the different sites. As some sites might use different of platforms for their review.

My lecturer mentioned a site which allows you to pull data from different areas and then put it into a Google spreadsheet. Then I can arrange the data how I want it and then use JavaScript to pull the reviews. This is something I have experience with. I can use some of the knowledge I gained when I created past applications to help me build this service.

The rest of the class helped me as they brought up vital points, for example; can people write reviews on the site.

I thought about including comparable features to the site so users can compare certain features. This could add value to the reviews so that the people who visit the site can make a better judgement. This is something which is present on the site 'Trip advisor'. I've used this site myself and the comparable features allow consumers to relate with in the reviews. So this is something I would consider implementing.

I was also introduced to 'Kimono'. This is a service which I could consider using, for structuring the functioning side of the service. I think this is something which I could use for either the initial stages or for the main structure of the site.

can I write
a review?..
. . . .

R✗

Sites of Inspiration

When I first thought about this beauty re-
view site idea, I was visited a technology site
called 'Reevoo'. Which compares the expert
reviews, customer reviews, price comparison,
related products and so on. This site looks at
product reviews from different sources and
customer reviews as part of there website.
This was a good site to look at for inspiration,
and is slightly similar to the type of site which
I wanted to create. So I thought this was a
good start for my research.

Expert   **Customer**

I am also aware of another site which has a
similar review service for films called 'Rotten
Tomatoes' It provides other services such as
what is being shown in the cinema, and pro-
vides statistics on which film is most popular
at the moment. Some of the main review
aspects on the review part of the site are;

- Showing times,
- Booking times,
- What the film percentage the film scored,
- Who the cast is,
- Film information,
- Interviews on the film,
- If you have any friends connected on the
sites what they think about the film if they
have written a review,
- What the critics think,
- Audience reviews on the film,
- Discussion forums,

This was quite interesting as I like the review
system that they have in place. It provides the
user with a very thorough review, of which the
user can make their own judgement about
the film.
I think these two sites will be useful when I
start to look closer into my research.

Research

At the start of this project I mapped out the research which I wanted to do, in order to judge certain aspects of this project. Some of which being if my project was viable. But research isn't something which just happens at the start of the project, it is something that happens throughout the whole project. Here is research I done, from start to finish.

Researching Kimono

For the idea I was perusing I needed to see if there were any tools which could help me make my idea a reality. I wanted to look into if I could use a tool to pull data from different websites, or if this was something I had to develop myself. I came across this tool called Kimono Labs and one of the first things which I discovered about using it was it's really easy and simple to use. This was useful to get an idea of what data it could pull. I found that it could actually pull near enough anything that you wanted. Which was perfect for me.

The second feature Kimono has is it re-pulls data. So it can refresh every 5 minutes or ten minutes etc, all depending on how long you want the data to refresh. Another really useful tool, this is something which I would be able to alter, after some testing.

I would need to look at Kimono in more detail to get an idea of its full complexity and what else can be done with the site. This will help me to see how much data I can manipulate and use for the service I'm trying to create. However something I only discovered much later in the project was that Kimono Labs has actually been discontinued, therefore I would have to look into a different means of pulling the data I need.

Research

Research Planning To Test The Market - Primary

There is one thing having an idea, but I have to see if there is a market for this service. I joined a range of different Facebook groups, around makeup and beauty. I thought this could be a good way of getting people who would be potential users to test out the service and perhaps fill out my survey if anyone is prepared to do it, I decided to become an active user first. I designed a survey which I want to post into the groups, that way I could see if target audience liked the idea and would use it.

I got the questions for my questionnaire looked at before I post them into the groups, as I wanted to make sure I haven't missed anything out. I've found in the past I have posted questionnaires and then only remember that its missing something. I got 2 people to fill out the questionnaire so I can see how much data it gives me and if any amendments need to be made, I made my questionnaire using Google sheets as they don't has a limit on the amount of people who can fill out the questionnaires.

I work at boots, I thought this would be a good chance to use this resource in my research. I spoke to my manager (at the time of writing) and he put me in contact with people and connections he had in branding, and in the beauty department for Boots. I thought this would be a good opportunity to find out what they think about my idea, for example if they think its good? If it's something which they think could be used, and also get them to fill out my questionnaire too.

Testing
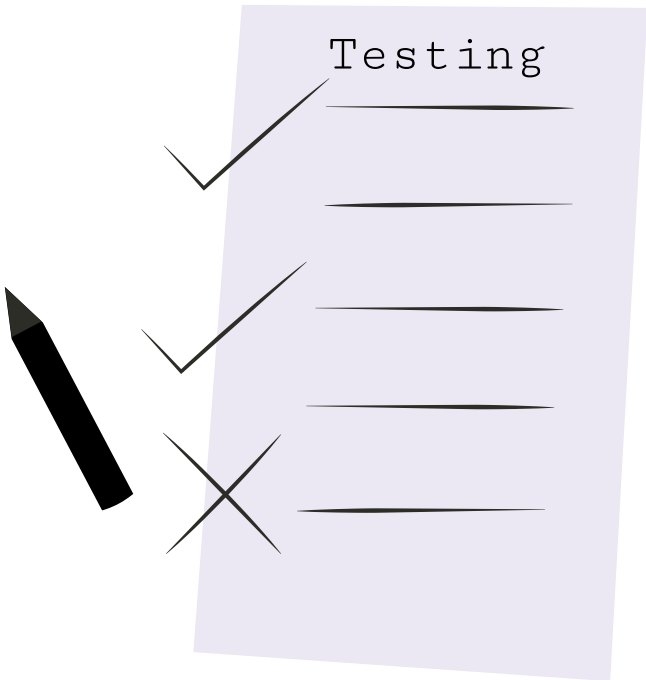
The Research Chart

I wanted to be organised from the start, so I have introduced a tagging system into my blog posts so that later on in the year it's easier for me to write my final report.

I broke my work down into chunks as suggested by my lecturer. I think this was a good idea, as it helped me plan and prepare my work.

I tagged all of my posts, which including the ones I had already done and making sure I tag every other post I'd done after that.

I made a chart as part of my research, I have made it so that I could research the sites which I was looking at, and the sites suggested for the participants who took part in the questionnaire. I wanted to do this so that I can make direct comparisons between all of the sites. I can then look at the good and bad points of the sites, and look at if there is anything which provides features which I might want to use when developing my own service.

I researched 100 sites around makeup and reviews, this included:

- Makeup brands
- Blogs/Vlogs
- Review websites
- Other sites

This helped me see if there was anything similar to my service already, and take features I liked from each site, as well as knowing what to avoid as well.

Name of company	Does it give reviews	Does it have a rating system	Customer reviews	Expert reviews	Notes
Retailer/ Online retailer					
charlottetilbury	y	n	y	y	Online retailer, has only recently opened a flagship store in covent garden. However does have some concession in John Lewis, and Selfridges. The site has a few online reviews, which you can see if you don't have an account, otherwise you have to log in to view the rest of the reviews on the site. So i think they pick the few they want to display, so maybe they don't display the not so good reviews. But this is a brand of makeup and this is there site. The user can also buy off the site.
John Lewis	y	y	y	n	Retail shop, both online and has stores. Provides the reviews of people who have brought the product possibly from the store or online. The site also provides the product descriptions provided by the brand itself. Possibly allow consumers to compare the the description and consumer reviews.
boots	y	y	y	n	Online retailer with actual stores as well. It has the brand discription online. There are also key parts on the customer reviews such as age and skin type, where the consumer is from. It also gives quite a nice feature where it tells you if the person writing a review is a top contributor, as well as a button the user can click to say if its helpful or no. The site provides customer reviews and brand discription.
					This is a very creative site. I think design wise

Screen shot of my research chart

Research

The questionnaire

I wanted to see if there was a market for my service and if so, what they wanted. I decided to conduct a questionnaire to help me. I included both quantitative and qualitative questions to provide me with the information that I needed. In total I devised 11 questions and got 76 people to fill out the questionnaire. I posted the questionnaire into various Facebook groups related to beauty, makeup and university groups, I got work colleges and beauty consultants, university students, and family and friends to complete it. This helped to provide me with a wide range of results to find out what people thought of the service. I asked questions such if people review beauty products, if they read reviews and where they read reviews, just to mentions a few. Here are some of the results of the questionnaire.

To create the questionnaire I used Google sheets and Google forms, as they have no limits on the amount of people who can complete the questionnaires. I was going to use 'Survey Monkey' having used them before, but you are limited to 100 responses and I was aiming for 100 or as many as possible. Google forms didn't have these restrictions. This also allowed me to use a new platform, as I have never used Google forms in-conjunction with Google sheets.

44% value both expert and customer reviews

Expert Or Customer Reviews?

I managed to identify some potential target audience which were 20 - 24 being the main audience, followed by 16 - 19, 25 - 29, 35 - 39, 40 -44, and 45-49 who are potential users as well. This helped me to establish who I was building the service for.

37.3% aged 20-24, target audience
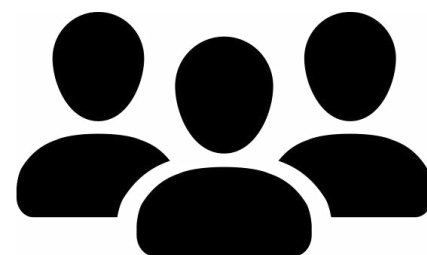
The Target Audience

When asked how many people value customer and expert reviews a bit 44% of people said both. This was key for the service as it acts as one of the main USP's.

62.7% check reviews before buying makeup

How Many People Check Reviews?

I need to find out how many people check reviews before buying a product, as this is what the service is all about 62.7% of people check reviews before buying makeup, this was good news as this meant this is a potential tool consumers could use to check reviews.

81.4% of people value rating systems

How Many People Value Rating Systems?

Not everyone has the time to read a whole review, so I wanted something which is just as valuable, and can be obtained at a glance. This is when I thought about a rating system. But I had to find out how valuable people find rating systems before implementing this. 81.4% of people did value rating system confirming the use of them for my review process. This was something which also grew as I implement other icons which can be seen at a glance and inform consumers on different types of information such as 'how many hours did the product last for'.

To find how what people consider the most which reviews of choosing a product I asked a separate question of

'What factors do you consider to be important when checking a review for a makeup product?' Based on these answers I was then able to select what I would have as options when people write their review and what will display for people who don't want to read the whole review.

Research

The Interviews - Primary

I interviewed the beauty manager for No.7 at the flagship boots store on Oxford Street. I wanted to find out what she thought about my idea and if it was something she thought could work well within boots and No.7.

Before the interview I went in and arranged a good time to see the manger, I did this after work on Saturday after speaking to my store manager, as he kindly got me in touch with the No.7 manger. I prepared a few questions which I wanted to ask, and also prepared a wireframe just for the product page to see what she thought about the design and usability of the service.

Overall the interview went really well, these are some of the questions I asked;

• What do you think of the concept?
• Is there anywhere you current go to find out about your beauty secrets and hacks.
• Do you read reviews? – Do you find them valuable?
• Do you think this is a service that No.7 could use on the boots site?

Above were the questions I went in with, I also asked slightly different questions depending on what the answers were. I found it was useful for me to have the questions which I had previously prepared to as a guide as they allowed me to build a conversation and making sure I had gathered all of the information I was after as well as any new information I had thought about during the interviews.

After speaking to the manager, one of the consultants was in, and the mangers suggested I interviewed her as well. I found this really useful, as during the first interview I gathered really useful feedback, such how No.7 would integrate my service into what they do. But during the second interview the consultant gave very useful feedback suggesting new features which I could add to the service and what she would like to see on the service as a user, and a consultant. One of the new features she suggested was to have a way of searching for certain ingredients and for the search to bring up recommended products, and if there is something new or in the news, to have the recommended products for this, so that consumers can view the products with the best reviews.

Feedback On The Wireframe

After showing the wireframe, to both manager and consultant they found the interface really easy to use, they understood what everything was, and on a whole everything looked clear. I asked if this could be something they could use with their customers and again they thought this could be something they use, as they thought everything was clear on the wireframe.
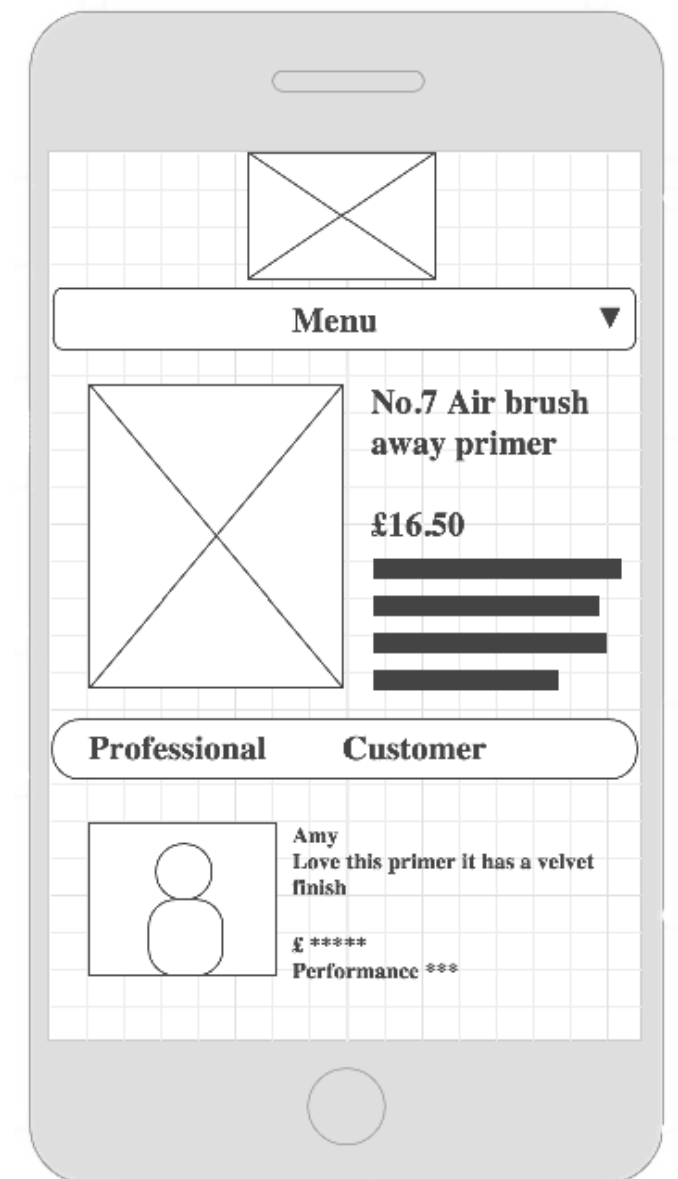

Image of the No7 manager and consultant at the flagship boots store

Image of digital wireframe I took to No.7 interview

Before The Interview - Primary And Secondary Research

I sent an email with the head of e commerce at 'Charlotte Tilbury' the makeup brand. I have previously interviewed her on a previous project, the UX unit, but I thought her thoughts would be really useful for the development for my research on my final major project.

One of the reasons why I wanted to do this project was because this is a service which I want to exist. When I look for new products or look for reviews its incredibly hard to get a general idea about if the product is any good.

I was actually looking for a review on a Charlotte Tilbury foundation which costs around £29. I think it's important to check reviews first to get an idea on if the product is any good as makeup can't be refunded. So while looking for the reviews I visited various different sites, maybe around 4 or 5 before I decided to stop. But some of the sites I visited I found quite useful they were:

·   Charlottetilbury
·   John Lewis
·   Makeup Alley
·   Lilypebbles

The reviews on each site where slightly different, for example some of the sites such as Charlotte Tilbury you had to be logged into see all the reviews. Therefore hard to make a judgement on the product. John Lewis had a range of different factors to compare and the reviews were various lengths, Makeup Alley were very in-depth, with Lily Pebbles being the longest.

MY MAKE UP REVOLUTION

Read the story behind my brand

Image of Charlotte Tilbury and model

The Interview

I had an interview with the head of e-commerce at the makeup brand 'Charlotte Tilbury' to discuss what she thinks about my idea. I had a list of questions ready for the interview to provide me with a rough guideline as to what to ask and to make sure that I didn't miss anything out and I got all of the information that I needed.

I used similar questions to the ones which I used for the 'No.7' interview, as I thought that interview went really well. I wanted to use slightly similar questions, although I was speaking to people who were working in slightly different departments, for example, I spoke to the No.7 business manager, and consultant. While at Charlotte Tilbury I spoke to the head of e-commerce, so I thought in advance that the opinions might be different.

Luckily I had a really good interview, Rachel really liked the idea and thought it would be a good service which could benefit both the consumer and the brands. Rachel gave me some ideas for features which I could include and new ways which the service could make money. These ideas were to; maybe have a link whereby the user can visit retailers which sell the product, then perhaps the site could get a cut of the sale, this was one idea which I hadn't previously thought about. But is something I would want to integrate into my service. As I believe this could add value to the service. Rachel also mentioned that it would be good for businesses to check on reviews from other websites, instead of having to check individual sites this could be a tool used by brands as well. I thought this also opened up another avenue that I could take my project in.

Sentiment Analysis

I was advised by my lecturers to look into sentiment analysis so that I could extract information which I could then put into my rating system. I was already aware that a lot of places charge for sentiment analysis tools, so I had to bare this in mind when I was looking. Ideally, I wanted to use something which was free or something which at least gave me a free trail. I did come across a few different sites which offer the services which were similar to what I was looking for. These sites were:

Google cloud platform – which I really liked I had a bit of a read through and it seemed to offer what I was looking for, in terms of you can edit all the setting and train the model to do what you want it to do.

Datum Box – Again I liked the look of this one as well it looked like it provided what I was looking for. What made this one even better was it looks like its free as well, which would be perfect if I wanted to continue this project after university as well.

Rapid Miner – This one was recommended on stack overflow, I don't know too much about it but it does cover analytic and works with predictions, so I thought it might be worth a look at. It does also say that it is open source as well which could help too.

Software Evolution – This one is an API and it about making sense of the human language. It looks quite good it lists all of the features it offers, for what I want for my service it looks like it provides what I need.

These were the main sentiment analysis tools I looked at, most of them looks quite good, but I look I would need a little bit of guidance on what would be best for me to use, as I think I would be using other API's to pull in the data from other sites. So it might be a case of trial and error to see what works best together.

I needed to make a few edits to the product page, like filter buttons which I forgot to put on, then I'll make them into digital wireframes. I looked into a site for re-ordering content which is something I wanted to have on my product page with the filters this is called 'Isotope' which I researched as a possibility for my final product.

I like this product because, it makes my eyelashes appear longer.......

Research

Terms And Conditions - Secondary

After speaking to my lecturer it reminded me that I needed to look into the terms and conditions of the websites which I want to use the reviews from and check that it is okay for me to use the reviews, and the same for bloggers. My lecturer mentioned it might be worth getting in touch with a few bloggers to see if I could partner with them.

I had the task of looking at the terms and conditions of the sites which I wanted to use for service. I didn't enjoy doing this task at all it was very dry and mundane which was what I was expecting but it was also time-consuming. It took me much long that I thought it was going to take and longer than the time I had allocated myself for the task. However-er! It is done, I looked at 50 sites or more. I composed a document with the name of the company, a link to their terms and conditions page, information regarding the 'use of content' of the site and a screen shot of the terms of conditions. As I was going along I also put the websites into the research chart I had made in Excel. The companies which had no reviews I didn't include in my T&C's doc but I did in the chart. The overall outcome was that I can't use the content of these sites unless I contact the companies. But I can use the content for personal use.

When I spoke to my lecturer James, he said that this would be okay as I was using it for personal use as it would just be used for educational use and I wouldn't be using it for commercial use. I did discuss with James if I should change my idea slightly so that I don't have such a copyright issue, but James advised me not to do that, and to stick with my main idea.

I spoke to Matteo as well about the same issue, and he too said I should stick with my idea and mention in my report that I had done the research and if I did want to make it into something commercial then I am aware of the steps that I would need to take in respect to contacting these companies.

My lecturer Matteo did mention that it might help just to contact some of the companies which I want to use the content from just to get a general idea if the companies might be on-board with the idea. I had also spoken to Charlotte Tilbury who said it would be something they would be interested in, as well as Boots.

I wanted drum up some interest around my service. To do this I sent out various emails to different companies which sell makeup. I picked the companies from the research chart I had previously made for checking site who sold makeup and had reviews on their site, they are same companies I checked the terms and conditions for as well. I went through that list and found the contact details for these companies and sent them emails with a brief overview of my idea and asking them if they would be interested. Some of the companies I contacted were John Lewis who kindly emailed back and pointed me in the right direction to speak to the right people. They did say they did say that they use an affiliate company and provided me with the name for that company for me to get in touch with. I have looked on their site and have seen that they work with many different companies. A few of the other companies such as Liz earl said they would contact me via phone, but didn't get back to me, De-benhams and House of Fraser wanted me to send them a letter with my business proposal. I contacted boots who said this is something which they are interested in, and they kindly send me an email. I didn't hear anything back from Charlotte Tilbury, although she did express on the phone that this would be something that they would be interested in.

I contacted a lot of bloggers, I added them to my research chart and reviewed their sites, on design and content. I developed an extra column to track which companies I had sent emails to, I did this for the businesses as well. One of the bloggers replied really quickly which I was happy about! This was 'British beauty blogger' I did email her back, in her first email, she did say she liked the idea, but I would love to have hear on board for this project.

Terms and Conditions

Agree Disagree

Wireframes

I spent some time developing the wireframes for this website. I wanted to make sure I hadn't missed anything, and I find that it helps me to go on a paper user journey to see how many clicks it takes to get anywhere, and if I had missed out any features. This was also good to put my ideas on paper.

Wireframes If I Include A Profile

I focused on how the review aspect would work if I were to integrate a profile page onto the site, what would the process be. This also helped me to establish the process people would have to go through to upload a review if this was a service I decided to provide.

The wiring framing process, helped me to realise what features were essential for example; the title of the review. I was also looking at the questionnaire which I had given out to try and establish what people value when reading a review. I went through all of the responses to the questionnaires and looked at what aspects showed up more than once. I put the most frequent aspects as the options which people could comment on. From the 76 responses I have these are the aspects people said they care about;

- Value for money,
- Skin type,
- Longevity,
- If it's waterproof,
- If it's recommendable.

Wireframes

Paper Wireframes - Initial Drawings

These are the initial design ideas I had for the service. I took a quick mock-up to the No7 interview but I hadn't really thought about how I wanted all the other pages to look. The next few pages go through all of the paper wireframes I did at the start of the project.

The Homepage

Below is my initial idea for the homepage. I wanted to present the user with options and a few products to provoke thoughts and interest the users to want to find out more. The page is made up of three sliders, every slide offers different information.

The first called 'Beauty Buzz' and it all about the latest trends, for example if something had appeared on TV or in a magazine. There is key information on both sides, on the left where the product was featured and on the right how many stars it has.

The second was the products which had recently been reviewed, as the consumer might find something which interests them there. On the left side it states when the review happened for example '2 days ago' and on the right its the name and star rating.
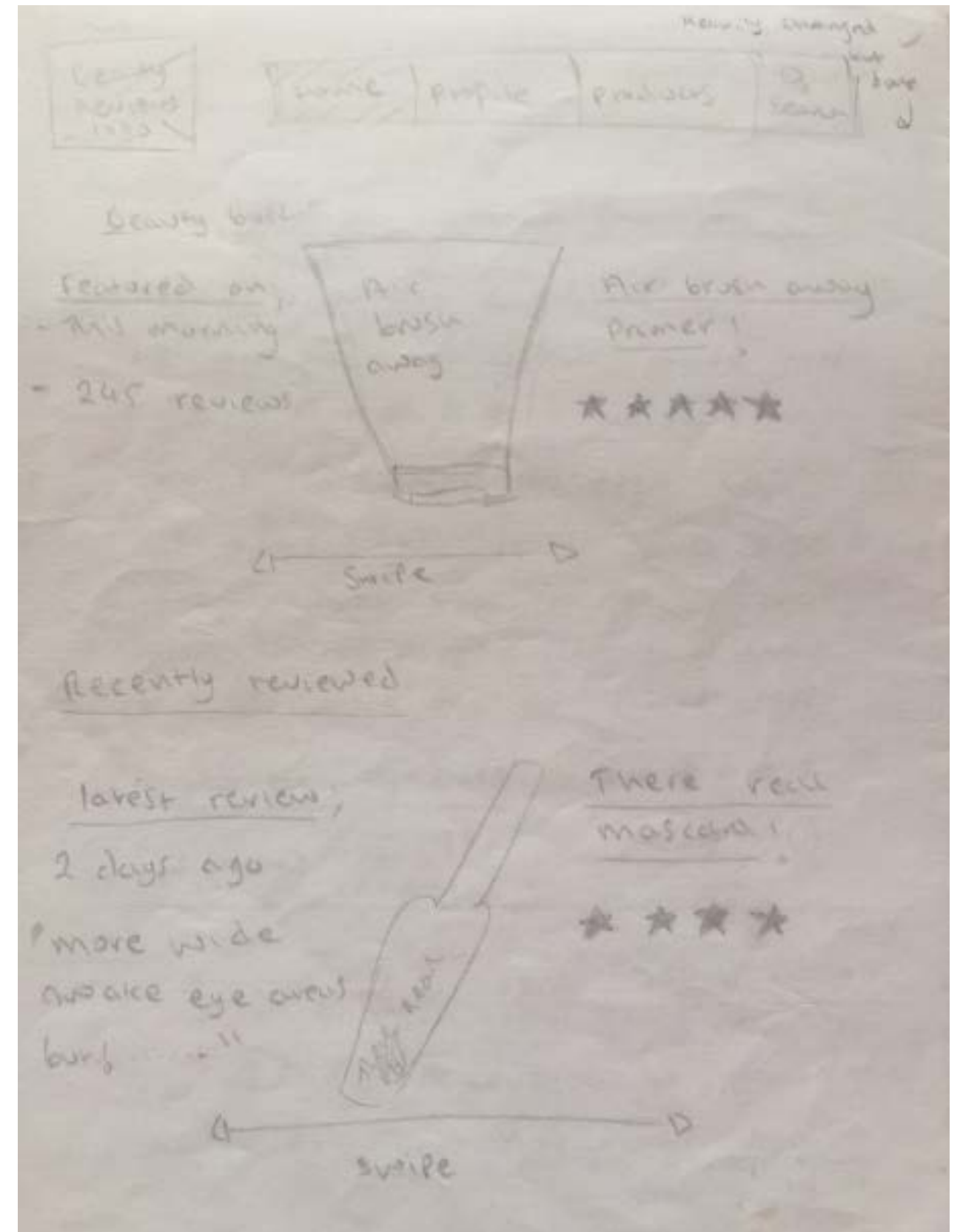
The Sign Up Page

Below is my initial idea for the sign up page. I have kept it fairly simple, as I think a long sign up can be off putting to fill out. There are a few extra elements on this page, as it asks the user for their 'skin type' and 'undertone' of the skin, these fields are not mandatory. However the reason they are there is to support the user if they write a review as all of these details will be filled out, They will have the option to edit these details when writing the review too. The only other feature on this page is the write a review link at the bottom this is just a little encouragement for the user to write a review.

The Profile Page

The profile page is where the user can change their profile picture, and edit their information, for example changing their skin type. The user can also view their reviews that they have already posted, and they can logout.

The Write A Review Page
This is the initial write a review page that I put together. I took the information which I got from the questionnaire which I conducted and I put together a rough sketch of where everything could go. There is the image, and title at the top, below that the user can write their review and then below that is a few options about the product for example if it was waterproof. The under that section is an opportunity for the user to edit their personal information, if the user edits it in this section it will only change for the review. Then the user can post their review.

The Search Section
I didn't want there to be an actual search page, only a page for the results. So when the user clicks on search they are presented with a search bar which appears similar to the spotlight search on Mac computers. When the user starts to type in a product, a list will appear to show suggestions from which the user can click on and see a 'quick view' of the product, which might just tell the user how many stars it has and how much it costs, then the user can view the full product profile, if they want to find out more.

The Full Review Section- customer
If the user wanted to see the full list of reviews this is what they would be presented with. Essentially this would go at the bottom of the product profile, but once the user had full scrolled down this is what they would see. It has the section name so in this case 'Customer' then the reviews.
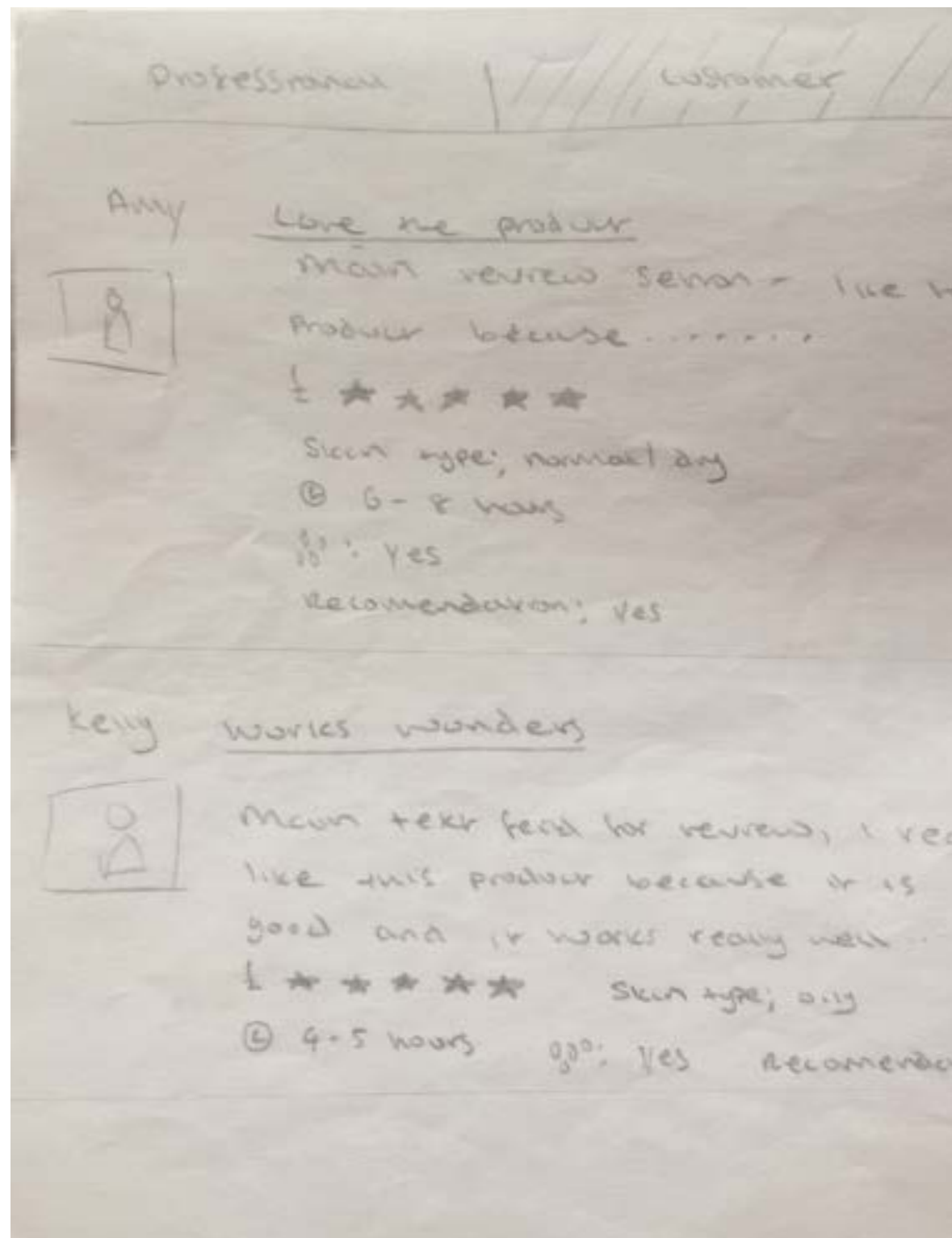
The Full Review Section - Expert
If the user wanted to see the full list of reviews this is what they would be presented with. Essentially this would go at the bottom of the product profile, but once the user had full scrolled down this is what they would see. It has the section name so in this case 'Expert' then the reviews. This section would look a little different from the customer reviews as the reviews might look more like blog entries, so in turn could potentially be longer and more in-depth.
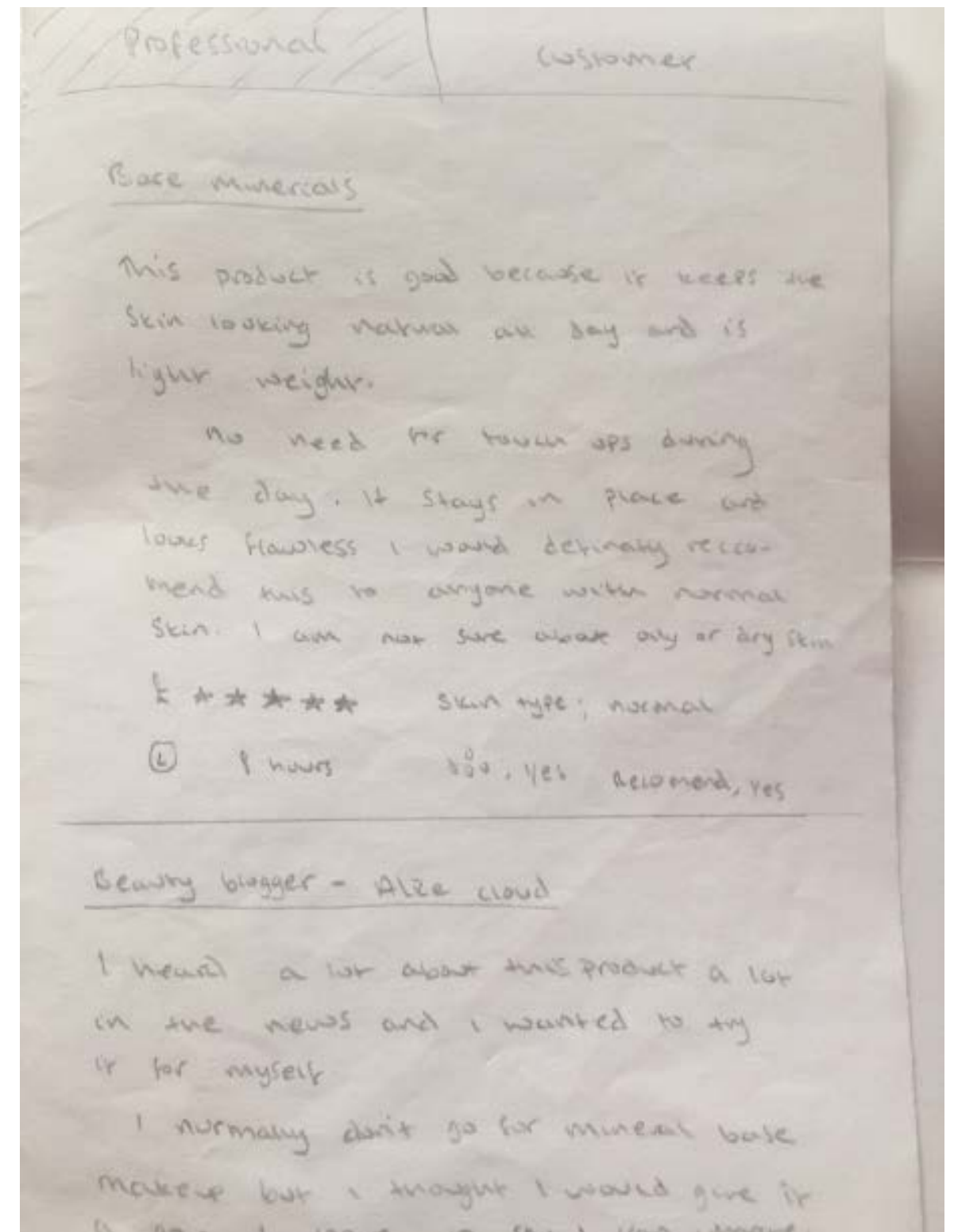
The Product Profile page
This is the page presented to people if they view a product. This page as the product description, image, price, size of product, then the categories of expert or customer reviews. The user can click between tabs to look at the different reviews.
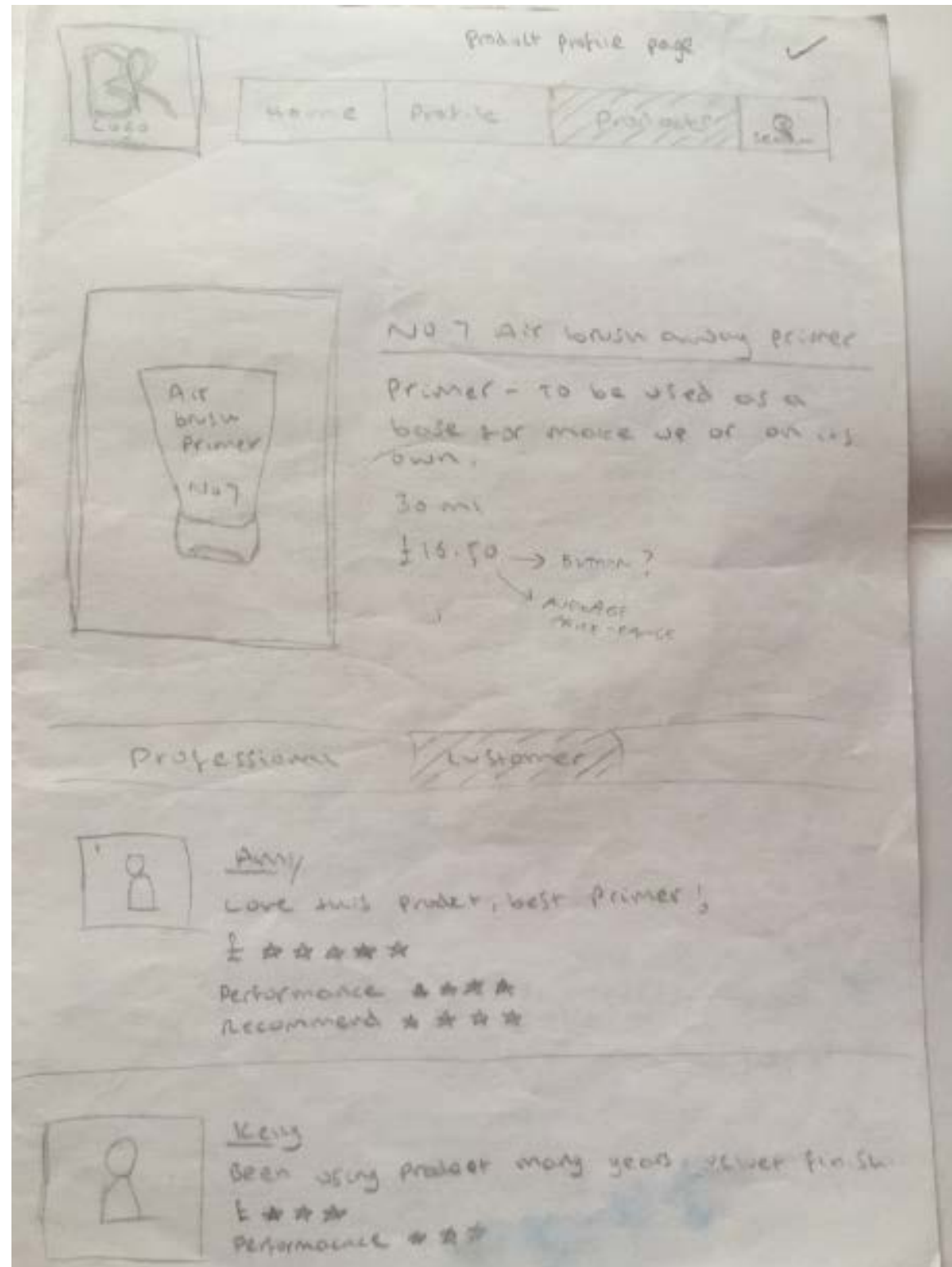
The Product page
If a customer just wants to browser they can visit the product page. This page has categories on it which the user can click on and then click a product to view the profile of.

Rx
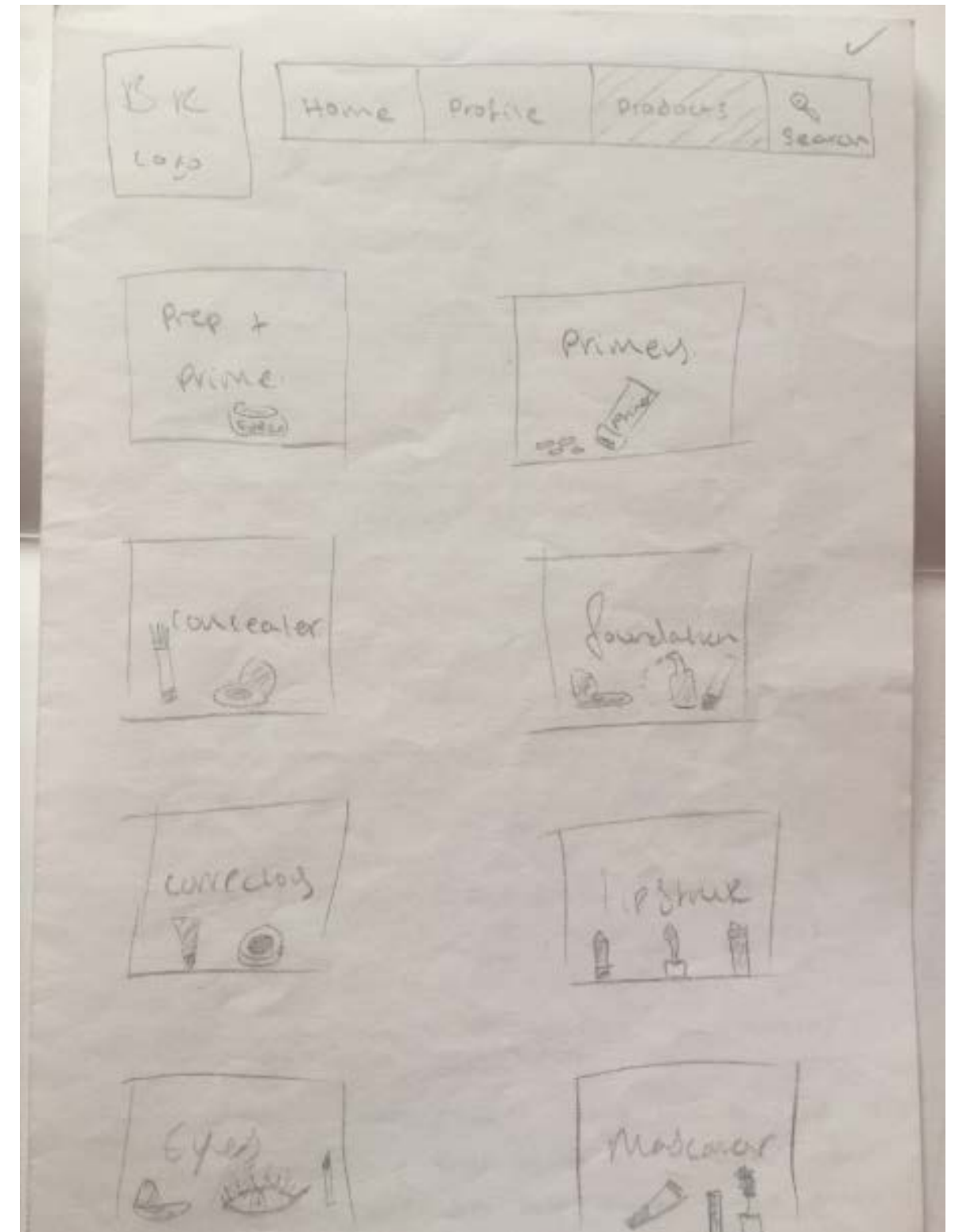
The Product - filter page

On the product filter page the user can have a quick look at a product, as within each products tile there will be little information such as the price and star rating, and maybe how many reviews it has. If the user clicks on the product they will be taken to the product profile.
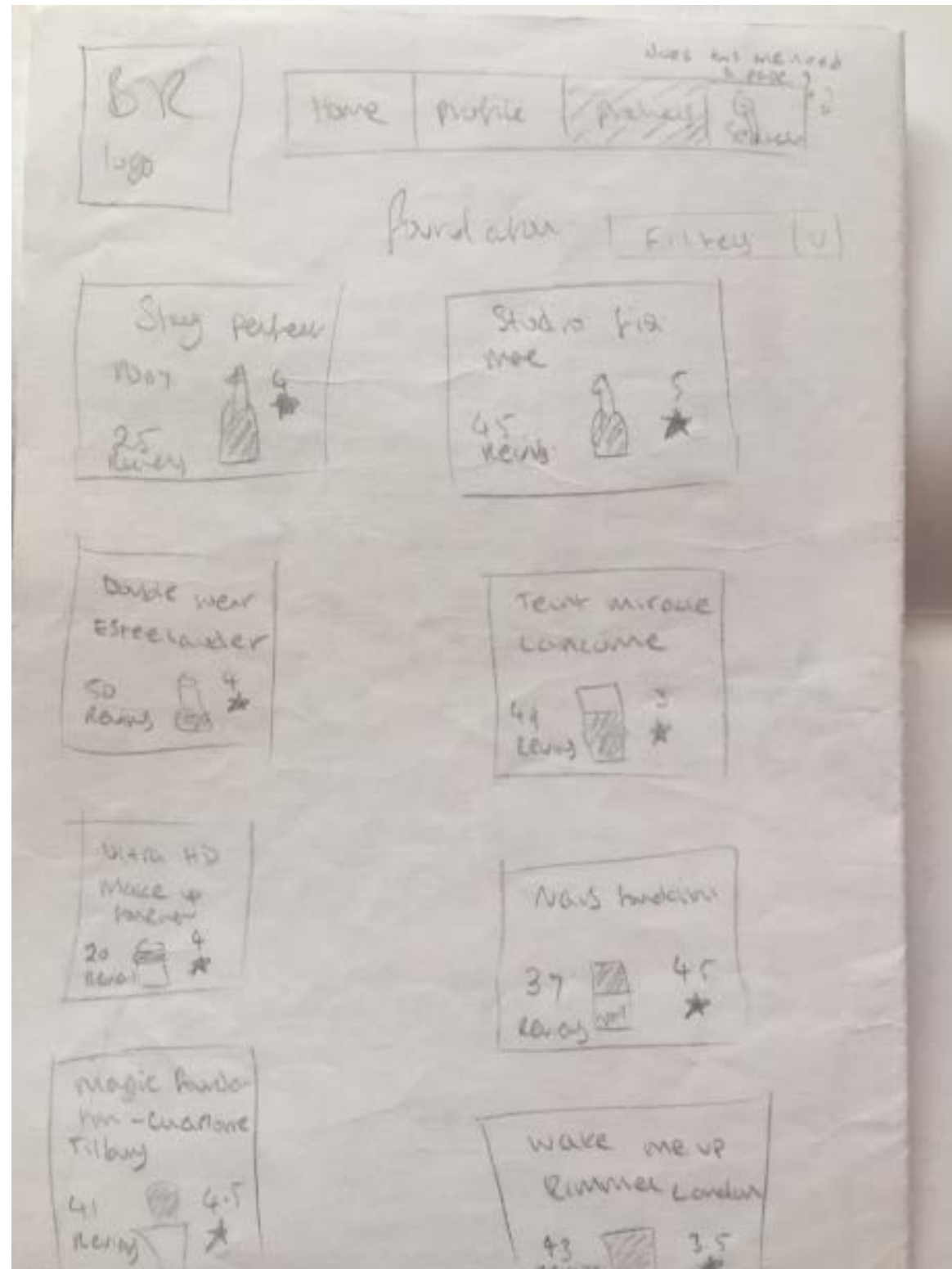
Profile Page?

When I designed the first wireframe, without thinking I put a 'profile' button on the menu bar. But as I'm pulling the reviews from other sites I didn't think I'd need a profile page? Unless I allow people to post reviews on the site, this was something I'd been asked this a few times. But I'm not sure if I wanted people to be able to post reviews on the site as I wanted it to be a collection of reviews from other sites, so I was unsure what to decide. But I decided that people should be able to write reviews on the site. I then needed to think about the criteria of the review? For this, I have to make sure that:

- I have the right balance in tick box options and open text fields.
- What options I want to give the users

To do this I put together a Type Form which I wanted to test on the target audience, to see how they found the process of filling out the form. Then using their feedback to make any amendments and then re-test the form. Then depending on that feedback I can decide if another Type form test needs to be carried out or if the new version works fine.

Developing What Consumers Want - Primary

One of the main features of the site is the review process and it is going to be what makes the content on the site rich. I looked into what should be in each review section for example: what will be rated; skin tone, value for money, how long it wears for, etc.

I used the results from the questionnaires and the feedback in the interviews to decide what should make up the reviewing process. I made a list which tallied up all the different aspects consumers wanted to know about. These are the aspects consumers valued the most:

- Value for money
- How long does the product last for
- Skin type
- Is the product waterproof

From existing review from other websites I plan to populate the review using sentiment analysis so that the factors listed above can be filled based on the existing review, that way everything will match.

I had to consider what kind of icons would work best for the rating system? For example; hearts or stars. I decided to go for stars as they are a symbol which people recognise on a standard rating system, and I wanted to try and keep certain aspects of the site conventional.

User Testing - Type Forms And Wireframes

I looked at 'Type forms' so that I could test how I should lay out the review. I decided to use 'Type forms' over google forms, just because I'd never used it before and once I'd started having a look at it I thought I might as well give it a go. I found it quite easy to use, it was quite nice, straight forward and it gave me several of options which fitted it really well with what I was trying to achieve. Some of the features were of great use to me were the rating symbols; so I could use the stars to visualise the experience, they had dropped down menus which helped provide a better user experience for the consumers. I was going to design 2 different forms, but once I'd done the first one I thought it might be better for me to test the first one and them with the feedback make changes and test second one to see if it improves the user experience.

After speaking to my lecturer I realised that I need to add another wireframe. I needed a 'general product page' wireframe, as I only had a user journeys for consumers who know what they want to check the review of and a user journey for a consumer who wants to write a review; but not for a user who was just browsing the site. I had a few ideas about how I wanted this page to look, for example, to have an 'a-z' at the top of the screen so that the user could define their search. I thought about having some kind of filters so that people could look for just foundations for example. In the end, I decided to go for a title design with main headings on them, for example:

- Prep and prime
- Primers
- Concealers
- Foundation
- Correctors
- Lipstick
- Eyes
- Mascara

Then when you click on one of the tiles for example 'foundation' all the titles change to all different foundations, with their average star rating, a number of reviews, the band and the name of the foundation. I was thinking about having the main product page as what's the most rated products.

Wireframes

User Journeys

I have created three different user journeys. For someone who is looking for a product review. So they know the product they want to find out more information about.
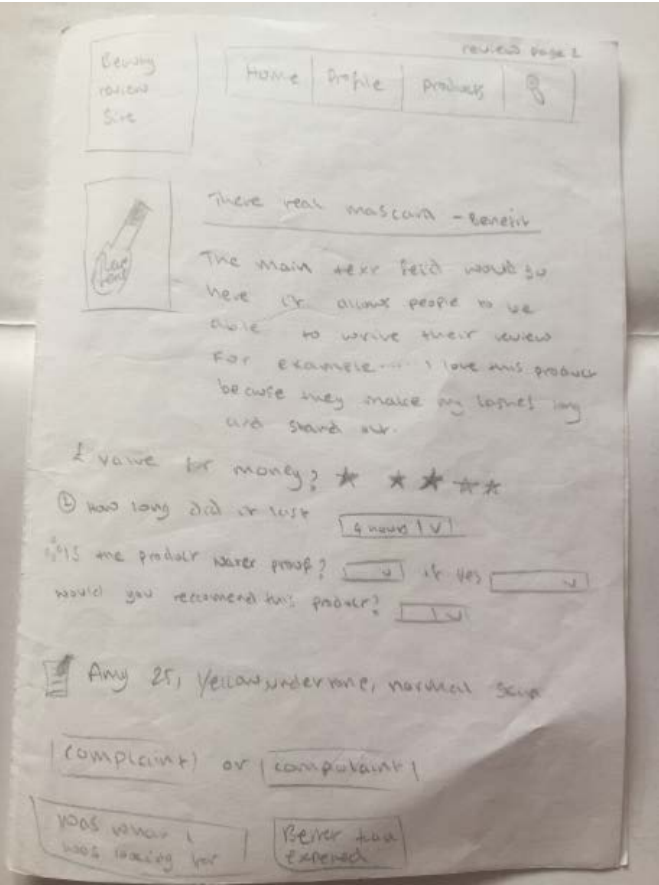
For someone who wants to review a product. This shows the process of their options of getting to the review process.

I have also included the user journey for someone who is just browsing and just wants to have a look at product and maybe find out a little more about them.
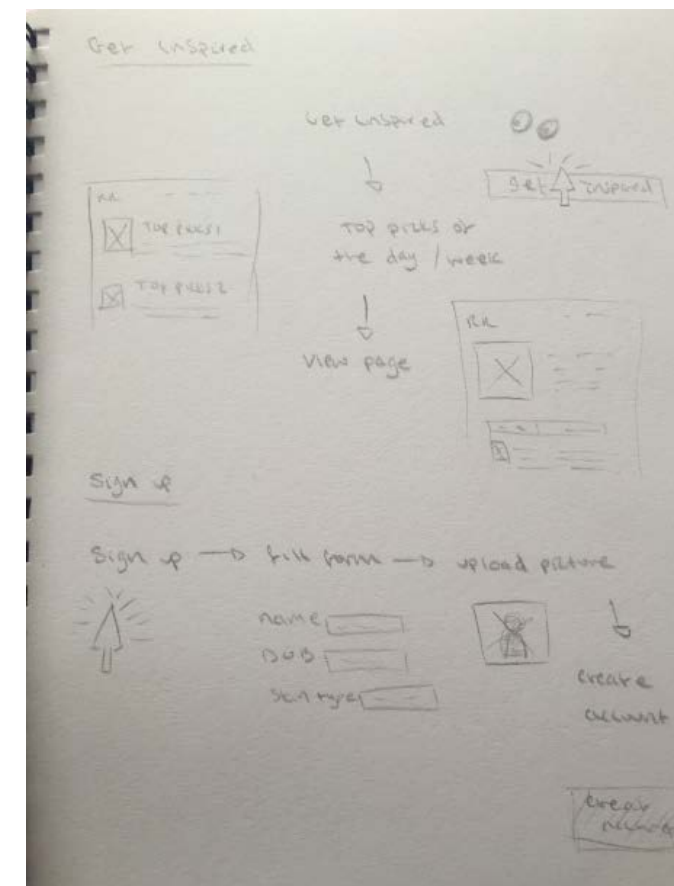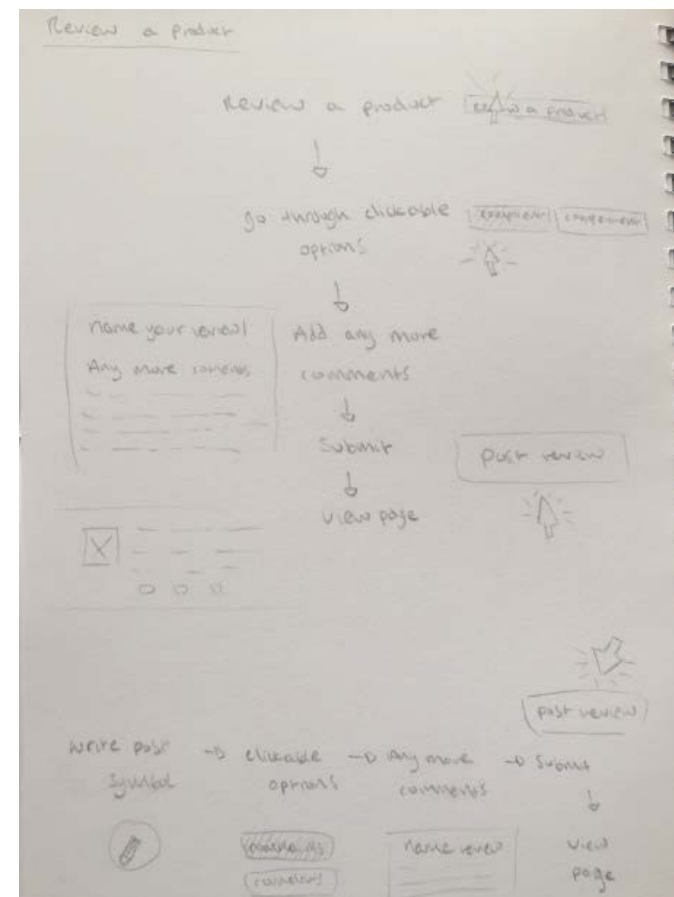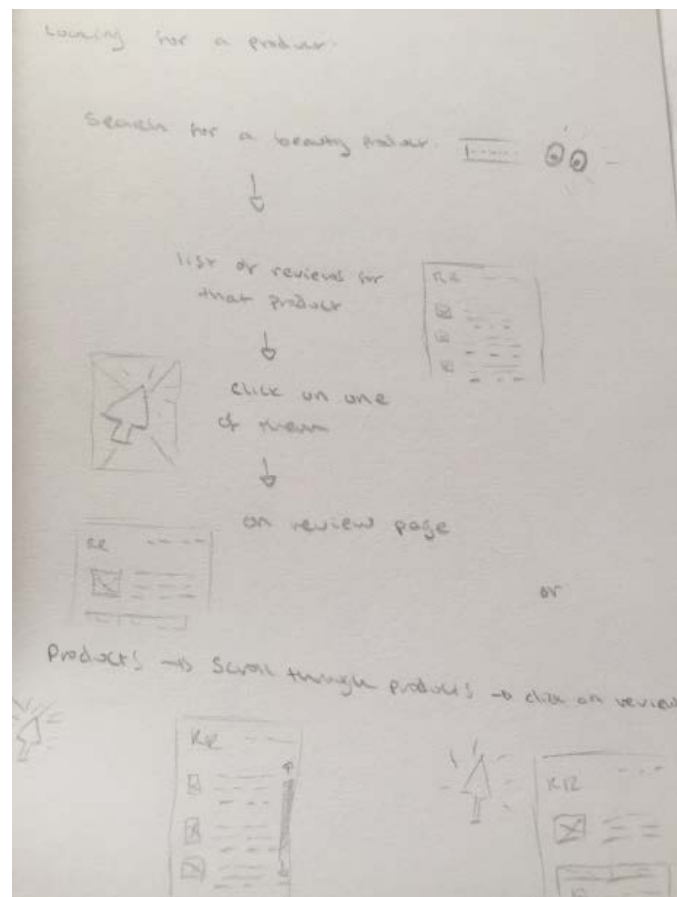
After The First Type Form Test

I took the feedback and made some amendments to the page. I added in an options where the user can decide if they are making a complaints or compliments. Under that a list of suggestions will appear where the user can check off any of the boxes if they relate to them.

Wireframes

Type Form Test1

I tested my type-forms I made to find out how people found the reviewing process as a consumer. In total I got 6 people to test my review process, I got people who range in all different industries to test my service. I got a few people who wear makeup, and a few people who work in retail, and a few people who are at university. I wanted the potential target audience to test the service so that I could see how they find the experience. I also wanted to get people who review in general so that I could get an idea of how they find the process to see if it is easy to go through, and how it compares to the reviews that they have written before. I wanted the university students to test it to see if they had an kind of critical feedback about the process or to see how I could improve the testing process as a whole for when I test again with the improvements from the feedback.
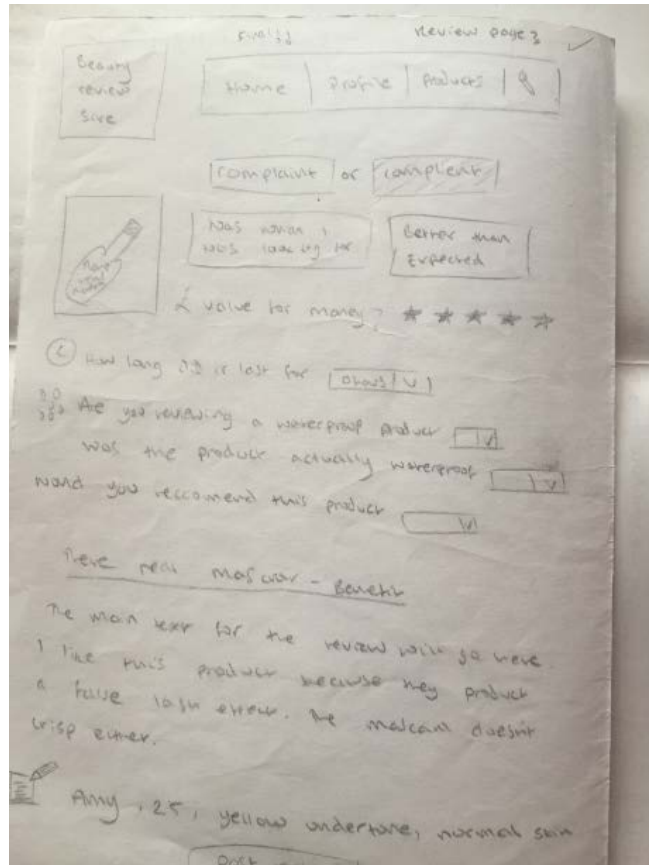
After speaking to the people who tested the type form and my lecturer I decided it would be worth running a second test. There were a fair few changes which I could make to the process for example changing the selection process. I made a list of all of the things which I changed for the second test and these were the following:

- Change the term 'longevity'
- Add progress bar so that people can see where they are up to in the review writing process.
- Reconsider how I can phrase the is it waterproof, how it can be integrated into the review process, and what if the product people are reviewing isn't waterproof.
- Summary before you submit- so that you can make some changes if you want.
- Options for why you do or don't like something – like on a online returns forms with the options.
- Where is the name of the review going to go – public or private
- Get everyone to review the same product

I planned to make the changes and test the second type form on a few people who tested it last time but also get a few new people to test it as well just to get a range of results.

After The First Type Form Test

After the second test I took the feedback and changed the wireframe again. On the second test their weren't so many changes. Some of the feedback couldn't be implemented because it was feedback of the platform I was using and not the review process itself.

Type Form Test 2

I think as I continue the design process I might test it again if I think it is necessary, but right now I don't think I need to. From what I have so far I think it is enough for me to develop my minimal viable product, and leave room for improvement at a later stage. From the feedback that I got, these are the things which I'll be changing, the initial bullet points are the feedback I was given. I have mentioned the lists of improvements and I have written next to each one how I will rectify the issue. Some of the feedback I got was given after I had made the changes, but I am still taking that feedback into consideration as well:

- More options where the waterproof options are, for example, have options like I don't know. And to be able to be redirected to some questions if they options don't accept the person filling out the review. – Probably redirect consumers to a different question, and include more options.
- Make the directions bolder for what I want the consumer to do, and what they should be doing next. – Give more description where the instructions need to go.
- Make it clear what direction the users need to be scrolling in when the option to scroll appears. – This won't be on the actual site, so maybe not make any changes here.
- Group together the rating and the complaint system. – Move the rating up to where the complaints go.
- Check spelling – change the spelling
- Move the first question to the end- the name you review section. – Just move the section
- Re-word the value for money question – considering if I will do this
- Add in 'would you buy it again', and how likely are you to recommend it. – Considering if I will do this

From this feedback, I have re-designed another wireframe on paper, and I have also mocked up a digital wireframe as well. contacting potential businesses and bloggers.

I worked on the type form as the sooner I made the amendments I could start user testing it and then amending my prototypes. I started with the list of feedback I made and I looked at how I was going to implement the changes to my wireframes to make the new type form test. Some of the key elements I changed were:
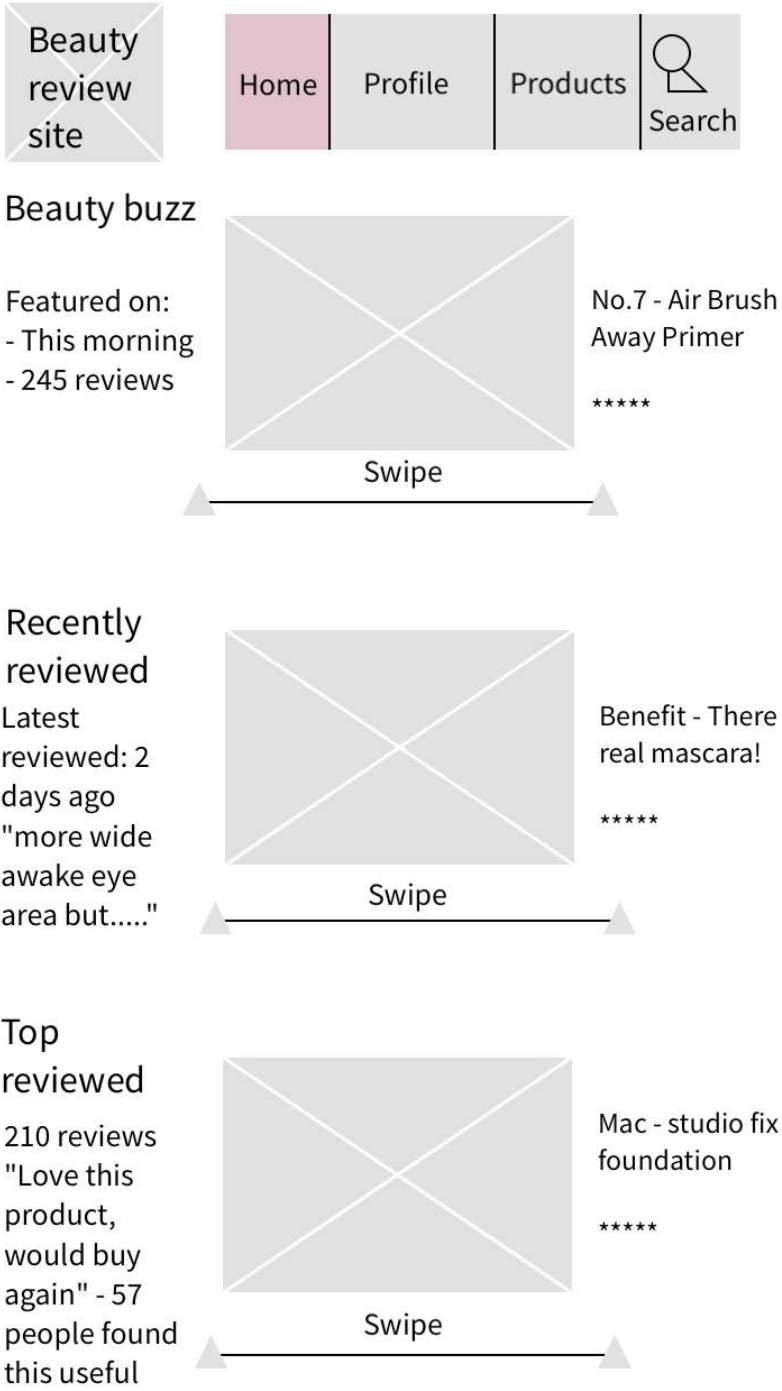
- Change some of the terminology used e.g. Longevity to 'how many hours does it wear'
- Devise other options for the waterproof options
- Added in options for how a consumer might feel about certain products
- Explain what will and will not be open for the public to see
- Also, make sure that next time I run the tests make sure that everyone is testing the same thing.

I set up the spreadsheet, which was the same as the first test that I did the first time to record what people put down as their answers. I don't really need the answers in particular, and interesting to see how they answer and I thought it would be good practice.
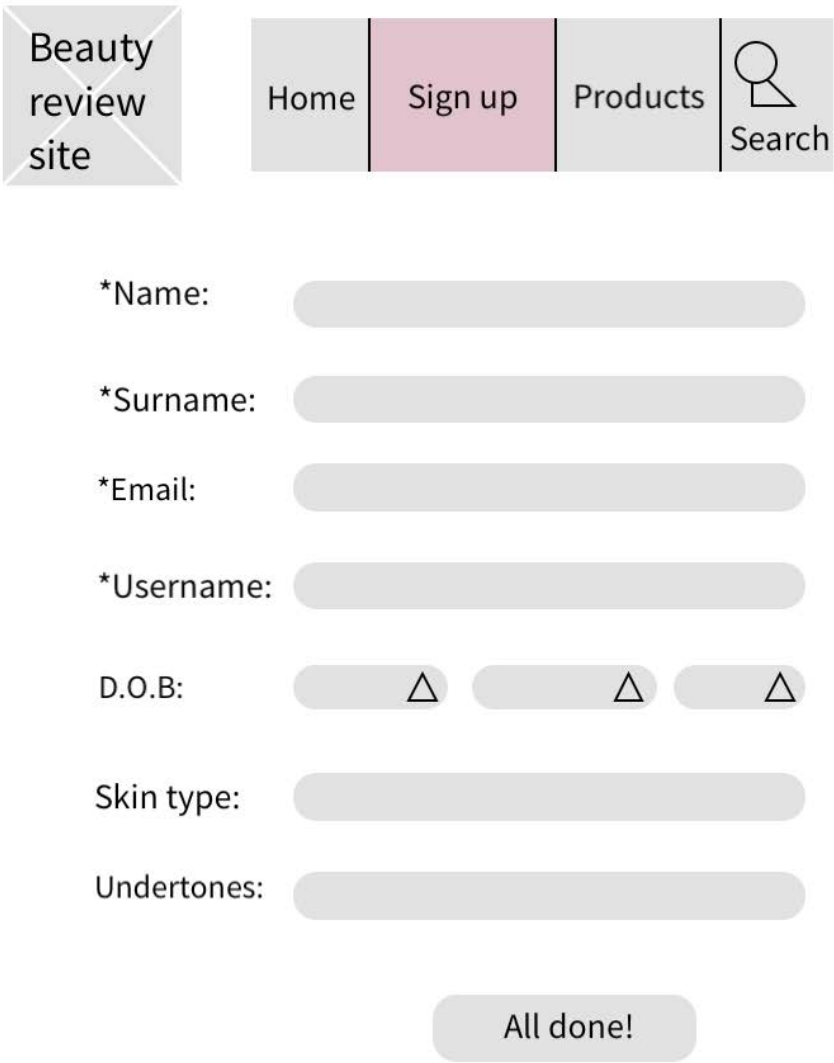
Digital Wireframes And User Testing

Digital Wireframes

Once I had finished all of the paper wire-frames I thought it would be a good idea to convert them into digital wireframes this way I would be able to get a better idea of what the designs looked like, in case anything need-ed changing or moving. To create the digital wireframes I used Adobe Comp.
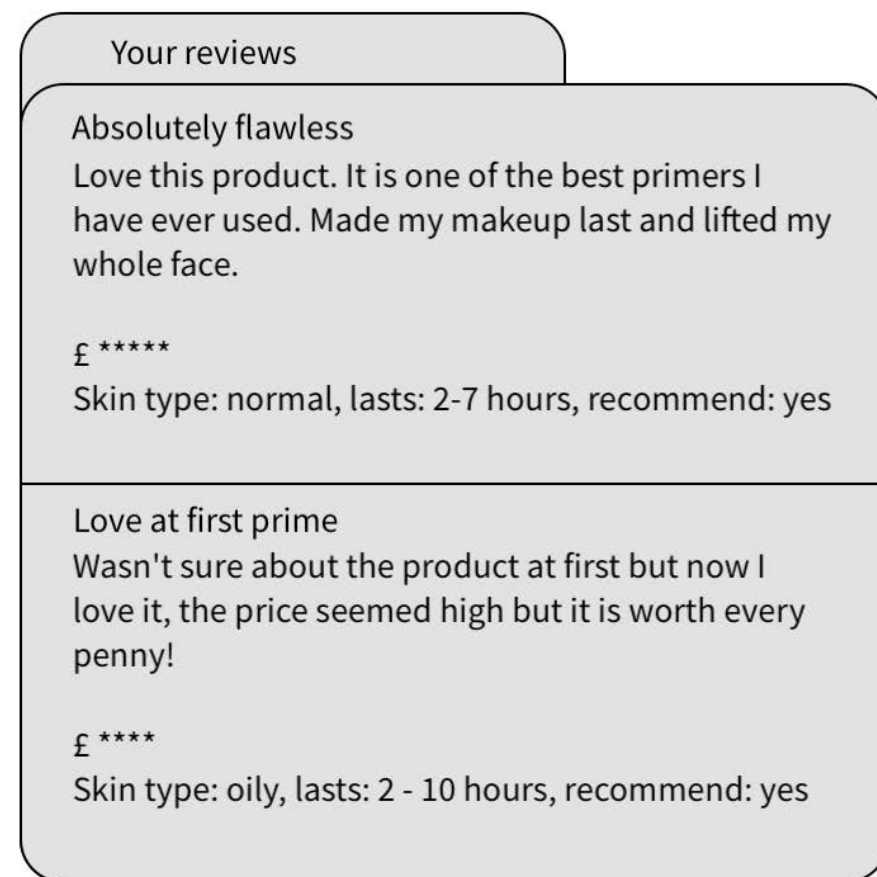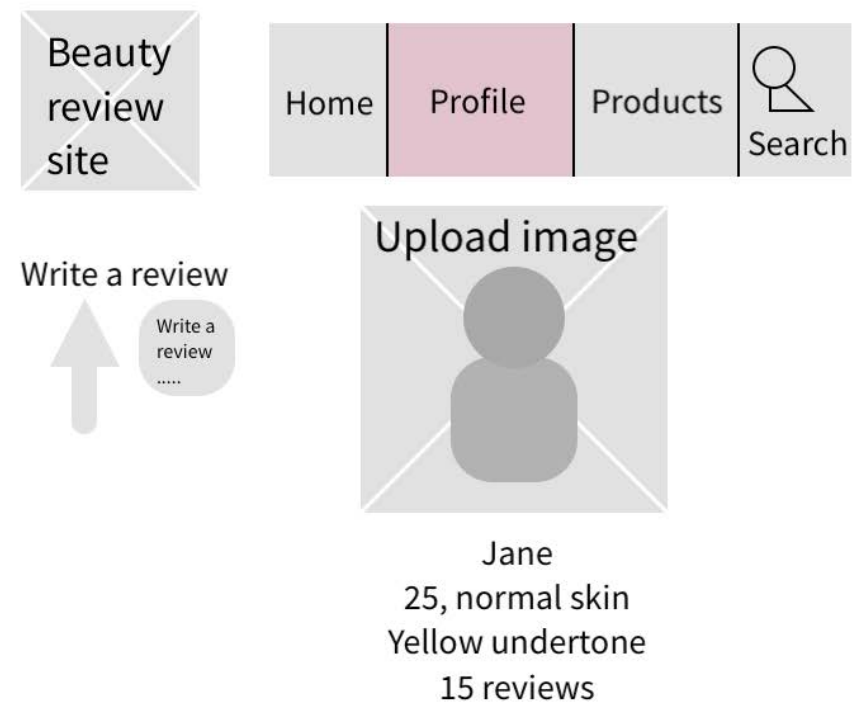
The Homepage

Beauty review site | Home | Profile | Products | Search

Beauty buzz

Featured on:
- This morning
- 245 reviews

No.7 - Air Brush Away Primer

*****

Swipe

Recently reviewed

Latest reviewed: 2 days ago "more wide awake eye area but....."

Benefit - There real mascara!

*****

Swipe

Top reviewed

210 reviews "Love this product, would buy again" - 57 people found this useful

Mac - studio fix foundation

*****

Swipe

The Sign Up Page

Beauty review site | Home | Sign up | Products | Search

*Name:

*Surname:

*Email:

*Username:

D.O.B: △   △   △

Skin type:

Undertones:

All done!

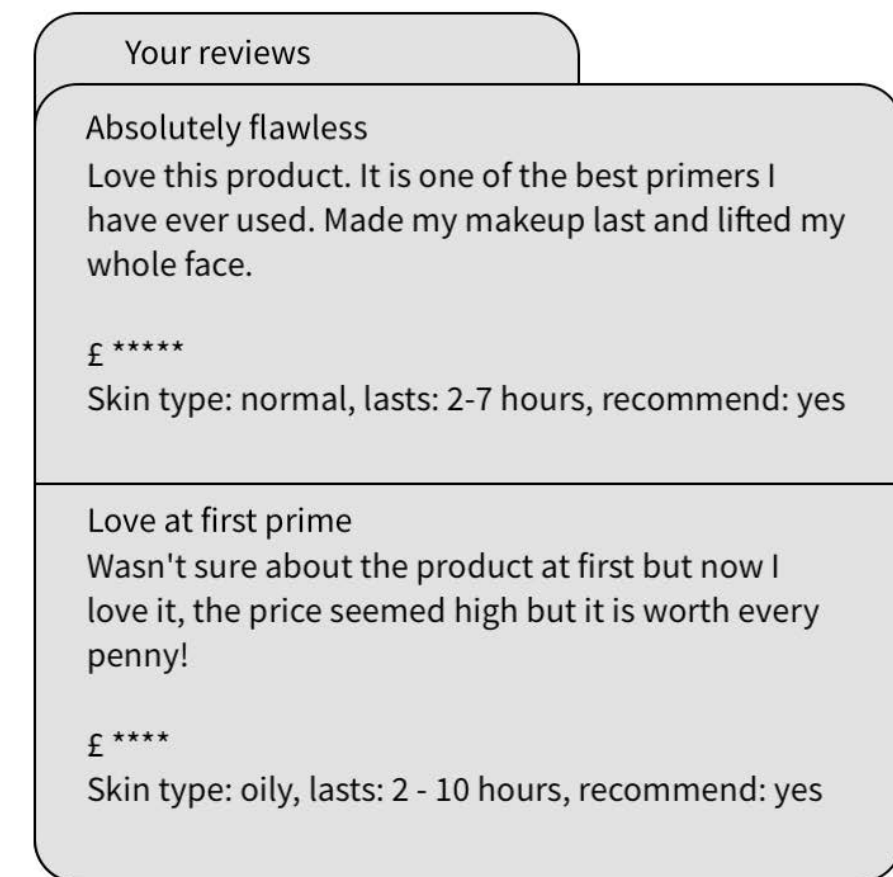# Write your first review!

Back to homepage

The Profile Page
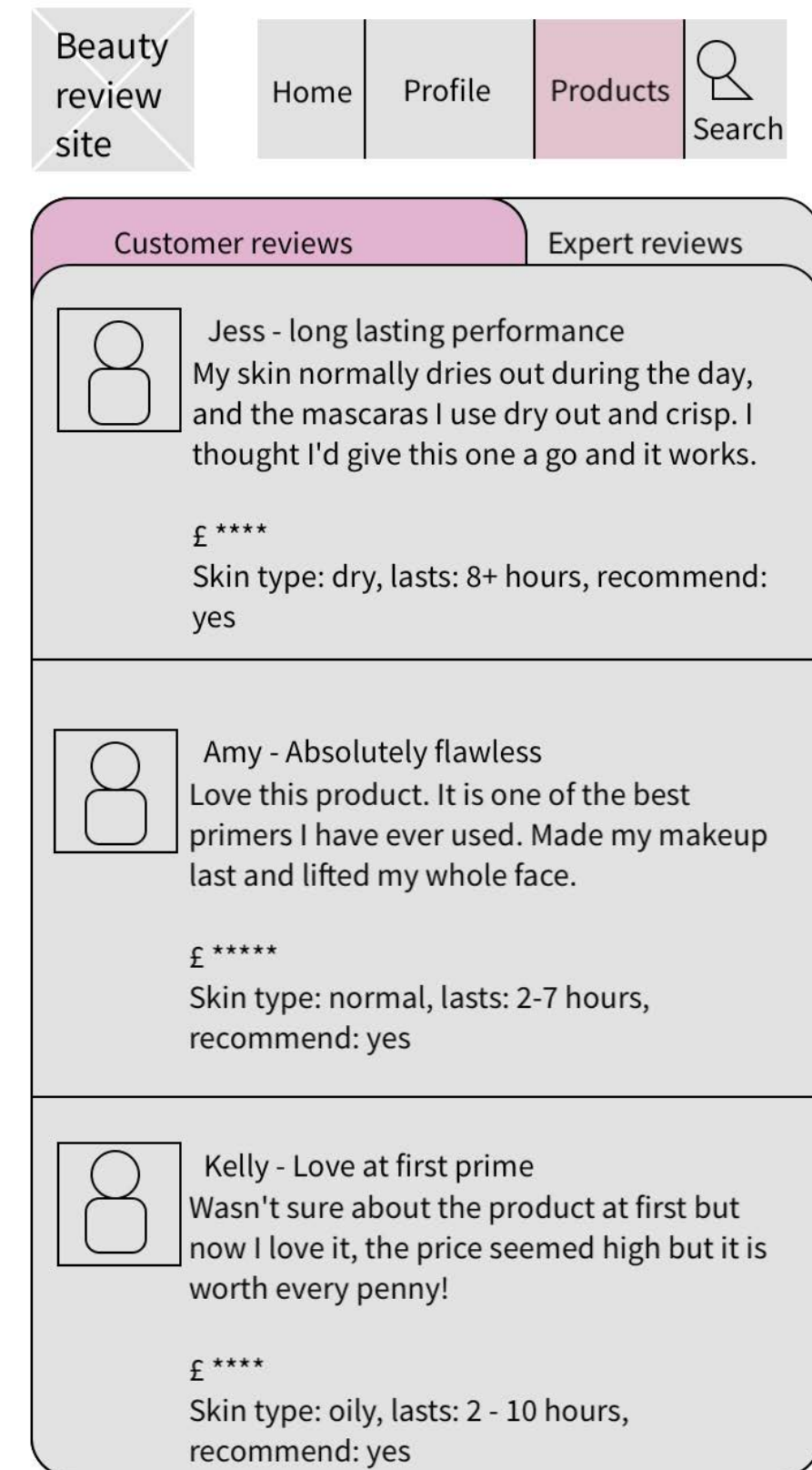
Beauty review site

Home | **Profile** | Products | Search

Write a review

↑ Write a review .....

Upload image

Jane
25, normal skin
Yellow undertone
15 reviews

Your reviews

Absolutely flawless
Love this product. It is one of the best primers I have ever used. Made my makeup last and lifted my whole face.

£ *****
Skin type: normal, lasts: 2-7 hours, recommend: yes

Love at first prime
Wasn't sure about the product at first but now I love it, the price seemed high but it is worth every penny!

£ ****
Skin type: oily, lasts: 2 - 10 hours, recommend: yes

The Write a review page Page

Beauty review site

Home | **Profile** | Products | Search

Write a review

↑ Write a review .....

Upload image

Jane
25, normal skin
Yellow undertone
15 reviews

Your reviews

Absolutely flawless
Love this product. It is one of the best primers I have ever used. Made my makeup last and lifted my whole face.

£ *****
Skin type: normal, lasts: 2-7 hours, recommend: yes

Love at first prime
Wasn't sure about the product at first but now I love it, the price seemed high but it is worth every penny!

£ ****
Skin type: oily, lasts: 2 - 10 hours, recommend: yes

Rx   Rx

Left page:

Beauty review site | Home | Profile | Products | Search

🔍 Search ....foundation

Double wear foundation

Stay perfect foundation

Studio fix fluid foundation

Studio fix fluid foundation

Quick view

Estée Lauder - double wear foundation
****

Medium - full coverage
All skin types
100 reviews

Stays all day and is one of the best selling for..... Click here

Right page:

Beauty review site | Home | Profile | Products | Search

Customer reviews | Expert reviews

Jess - long lasting performance
My skin normally dries out during the day, and the mascaras I use dry out and crisp. I thought I'd give this one a go and it works.

£ ****
Skin type: dry, lasts: 8+ hours, recommend: yes

Amy - Absolutely flawless
Love this product. It is one of the best primers I have ever used. Made my makeup last and lifted my whole face.

£ *****
Skin type: normal, lasts: 2-7 hours, recommend: yes

Kelly - Love at first prime
Wasn't sure about the product at first but now I love it, the price seemed high but it is worth every penny!

£ ****
Skin type: oily, lasts: 2 - 10 hours, recommend: yes

The Full Review Section - Expert

Beauty review site

Home | Profile | Products | Search

| Customer reviews | Expert reviews |

Bare minerals review - Megan Kelly

My skin normally dries out during the day, and the mascaras I use dry out and crisp. I thought I'd give this one a go and it works.

I heard a lot about the brand and I had only tried the minerals ones before and I wasn't too keen. But I thought I would give it another go as I had seen it a lot on Instagram.
I really liked the product it had really nice coverage and I didn't need to use a lot it did also last all day without smudging. It also didn't get any dry patches. ..See more

£ ****
Skin type: dry, lasts: 8+ hours, recommend: yes

Bare minerals - vs. Liquid - Katie wood
Wasn't sure about the product at first but now I love it, the price seemed high but it is worth every penny! Compared to liquid ....

£ ****
Skin type: oily, lasts: 2 - 10 hours, recommend: yes

The Product Profile Page

Beauty review site

Home | Profile | Products | Search

No.7: Air brush away primer

Primer - To be used as a base for makeup or on its own. This product also has anti - ageing ingredients.

30ml
£16.50 - £20

| Customer reviews | Expert reviews |

Amy - Absolutely flawless
Love this product. It is one of the best primers I have ever used. Made my makeup last and lifted my whole face.

£ *****
Skin type: normal, lasts: 2-7 hours, recommend: yes

Kelly - Love at first prime
Wasn't sure about the product at first but now I love it, the price seemed high but it is worth every penny!

£ ****
Skin type: oily, lasts: 2 - 10 hours, recommend: yes

The Product Page

The Product Filter Page

| Beauty review site | Home | Sign up | Products | Search |

Prep and prime	Primer
Concealer	Foundation
Prep and prime	Primer
Concealer	Foundation

| Beauty review site | Home | Sign up | Products | Search |

Foundation   Filter △

Stay perfect
No7
        4*

25 reviews

Studio fix
Mac
        5*

45 reviews

Double wear
Estée Lauder
        4*
50 reviews

Teint miracle
Lancôme
        3*
49 reviews

Ultra HD
Make up
forever   3*
49 reviews

Nars
foundation
        4.5*
49 reviews

Magic
foundation
Charlotte 4.5*
Tilbury

Wake me up
Rimmel
London   3.5*
49 reviews

Rx

Using Axure

After I finished all of the digital wireframes I decided to create a click-able prototype to user test. There was also another reason for me to create this prototype, which was to understand the user experience myself and help me to see if I have missed anything out, and understand if everything makes sense. This was also a chance to get to actually go through the motions of using the service.

This led me to ask questions such as 'how many clicks does it take to view a product profile?' And 'what options do you have when you land on the site' Using this prototype allowed me to fill the whole in my project before moving forward. One of the key issues I found was the profile / Sign up / login button, how was I got to be able to get round this problem? In an idea world I wanted the login and sign up options to show when you land on the site and then once logged in or once signed up the option would change to profile.

This is a link to the click-able prototype

The reason I used 'Axure' was becasue I had never used it before I had seen it before but never got the chance to actually use it. I had used 'Just In Mind' which I wanted to use for this project, but I thought this was an opportunity for me to learn a program and grow my skills. The more familiar I was getting with the program I noticed all the nice little touches I could add to my work, like active text fields, submit buttons and photo carousels which I thought would bring my concept to life a lot better. I managing to recreate everything within a few hours, it didn't take longer than a day to get the whole thing finished however when it came to testing I had some problems sending the link to myself, but in the end it sent and I tried to test it on my phone. While everything worked it wasn't to scale it was too small. But with a little zoom it got the job done, which was all I needed.

After speaking my lecturer he said it would be good for me to think about the design of the site I showed him the prototype I had done so far. I decided to prefect the design on one page resulting in the continuity of all the pages have the same design.

Design

Once I had finished prototyping I thought I should start to look into the building the structure and design of the site. I always had a theme and structure in mind, but not a design to be exact. The design process went on quite a journey, from where it start to where it ended up.

The Start

My lecturer James mentioned that maybe I should start looking into how I can build the site. After speaking to my lecturer Matteo, he made a good point about me not wasting time trying to build things which already exist instead it would be more efficient for me to spend my time building specific features which I want to include onto the site.

To start I worked on my prototype made from HTML and CSS. I wanted to do this just to get an idea of how my site would look and judge an idea of space and how I want the structure of the site. I looked at the digital wireframes which I had previously made and used that to start building my prototype. I had a few problems but overall I found building it quite good as it allowed me to build my skills. When I spoke to my lecturer he said it might be a good idea for me to convert the prototype into something I can develop into a template which I can upload to WordPress and develop further. I was advised to do this to using a Skeleton to start with as the structure and then build on top of it, as this is a responsive grid layout.

I started on developing the template for my website. I downloaded skeleton after watching a few videos to learn a little more. I set up a GitHub repository, which I'm usually not that good at, I looked online to see if I could find any help on how to set it up properly. I then spent many hours trying to figure out how to use skeleton I eventually got it, and I started to commit work when I thought it was worth committing. I committed when I thought it was necessary, I did come across a fair few problems in HTML and CSS, for example, I couldn't align my navigation bar, I couldn't get my logo image to fit either. But eventually, I got there in the end.

I added a footer to my existing template, I thought it was important to include one, this would be a good place for me to put any disclaimers and important links which I can't put in the main menu bar.

Design

First Attempt HTML And CSS

This is the first HTML and CSS prototype I made. This really helped me to see where everything would go and how much space to allow for each section of the website.

logo

menu bar

left text

beauty buzz
middle text

right text

recently reviewed
2 left text

top reviewed
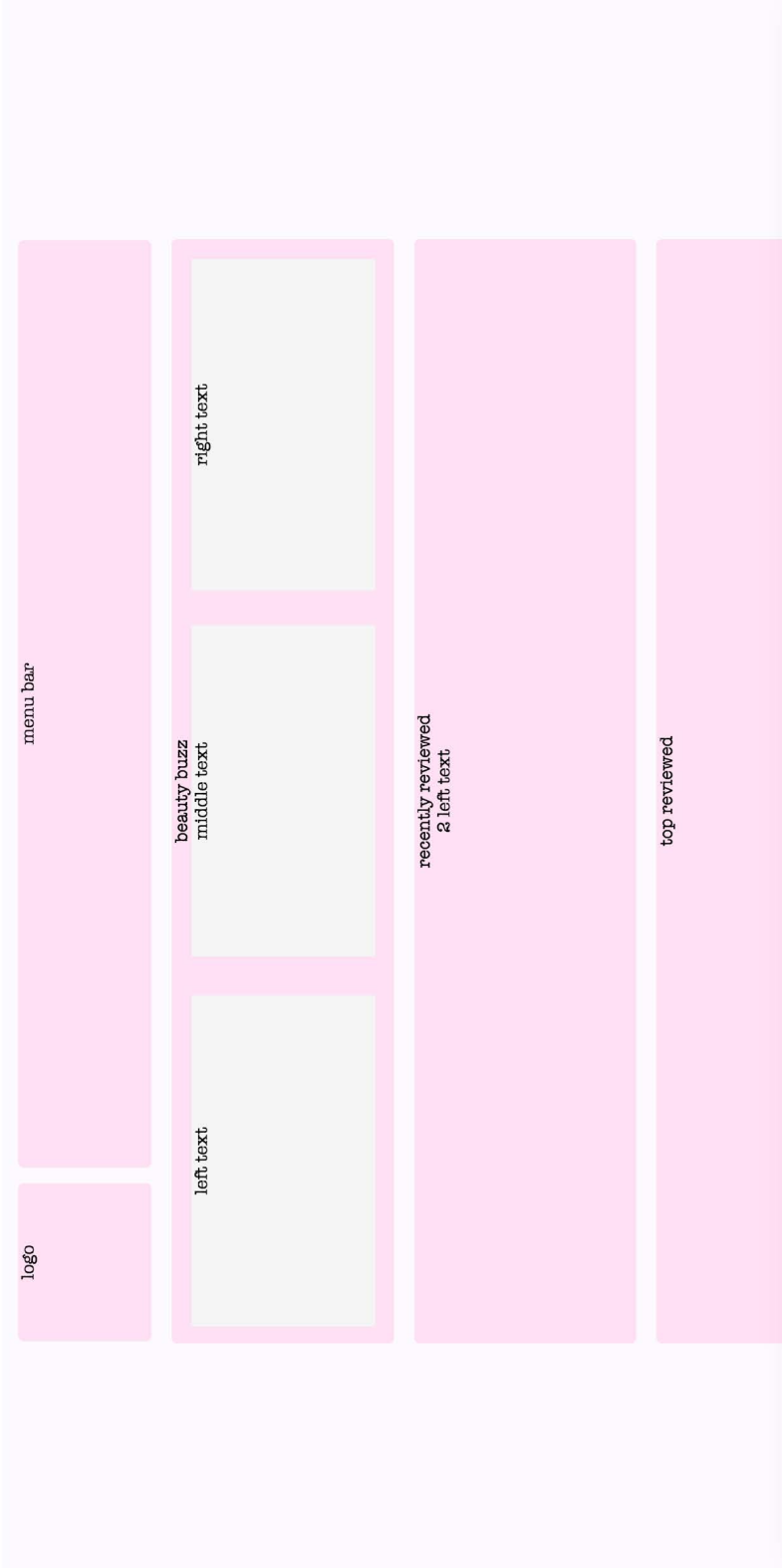
Design

Second Attempt HTML And CSS

For this prototype I used 'skeleton' which is the grid system I used to structure the site, and make sure it was responsive to some extent.

LOGO

Home

Profile

Product

Search

Beauty Buzz!
four some more text would go here about the product

where it was featured "this morning"
price
how many reviews
Then maybe some more information would go here for example the rating or something else

Recently Reviewed
In this section would be the recently reviewed products. For example:

Latest Review:

2 days ago

"More wide awake eye area but...."

Top Reviewed

Air brush away primer
This is where the text for the rating system would go

*****

Benefit - There real mascara

There might also be a little bit more information. For example the star rating

****

four

four

four

Design

Domains And Designs

I brought my website on the 29th of January 2016. I had a bit of a search for my name, as I wanted something that was simple and easy to remember. After having a look at what was available and what fitted in with the rest of my project I decided to go for 'Retouch' even though it said it was available, it turns out is wasn't when I went through to buy it as someone had reserved it. While looking for a new name I saw that 'Retouch reviews' was available and I thought that still works, so I decided to go for that domain and I brought .com and .co.uk as well. The sites redirect, so if you go to one it redirects you to the other.

Retouch Reviews

Make up review website

Hello world!

January 30, 2016

1 Comment

Welcome to WordPress. This is your first post. Edit or delete it, then start blogging!

Retouch Reviews / Proudly powered by WordPress

Screen shot of Retouch Reviews website once domain was brought

Design

The Theme

I realised I hadn't envisioned any kind of colour scheme or style. I thought about maybe pink and green like watermelon colour or purple and grey. Then I thought purple and green, I wasn't sure if I wanted two bright colours or one bright and one pastel, or two pastels. At first, I was leaning towards one bight and one pastel, but then after much searching, I decided to go for two pastel colour and use purple and green, and then black and white.

There was one font I really liked, I had seen it on someone's Behance account when I was writing my dissertation. The font is called 'Moon' I did get permission to use for the font for personal use, I believe covers this project as I am not taking this project to market and it is for the university. I did look at some similar Google font just in case, called Roboto rounded.

RETOUCH REVIEWS

Screen shot of the theme and font I plan to use

Inspiration

my site to look like I have visited numerous amounts of websites and I couldn't find anything which I like. The designs which I did like were the following:

I have started a Pinterest, and made a board for my final major project, this is where all the links are for the images below. My account name is simeron03, and the board is called 'final major project'

There were main sites which I was inspired by, I liked the use of space and bright colours, but struggled to make my site look like anything I really like. Every time I try and design something I like it always ends up looking like a mock-up or wire frame.

Final Major Project
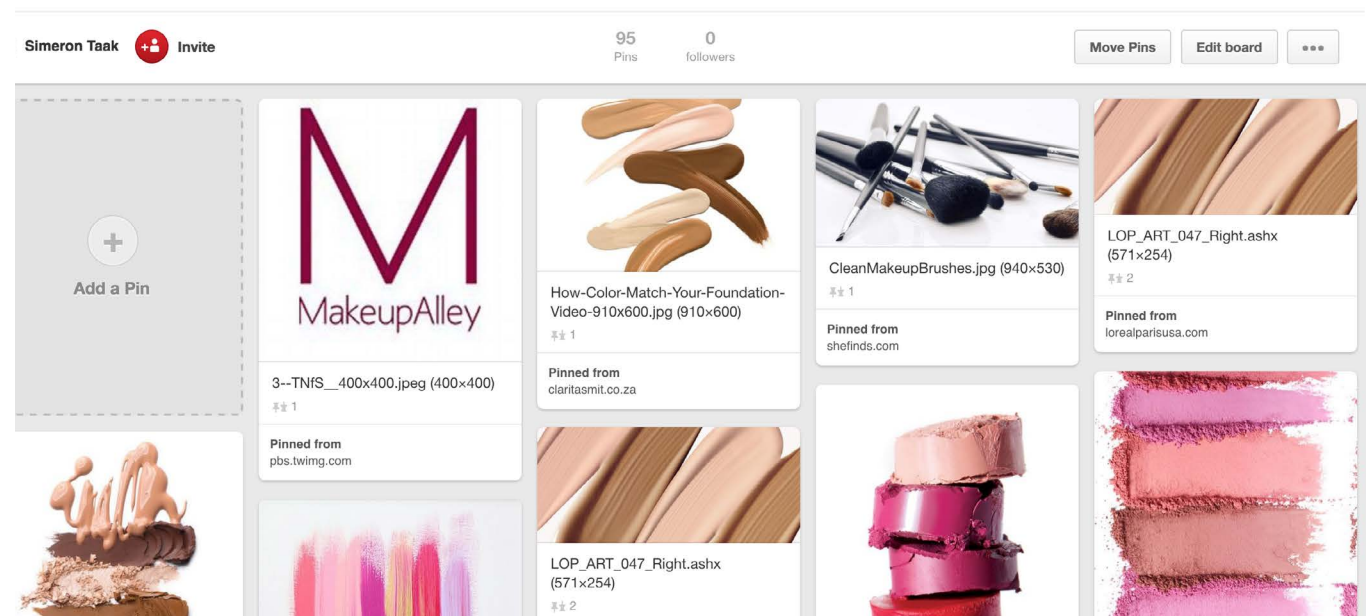
Screen shot of the Final Major Project mood board

The Fonts

I started to look at all different fonts, as I need a different font for the body of my text I started to look around to see if there were any fonts which I liked. I wanted something rounded that would match the moon font which I am using. Some of the sites which I used to help me are the following along with the fonts which I like and I might consider using are, Avenir-next-lt-pro, and Raleway.

I then used typecast to help me decide on fonts. This helped to filter out the fonts which I would be able to use for free from google fonts, there were other options but for what I was looking for, I only needed google fonts.

I was also shown this website for fonts which should help me see which fonts work well together. This website is called typecast and it will allow me to look at different design aspects around fonts such as line heights and so on. I have learnt that font can make or break a website so it's worth investing some time into to make sure that the font is right.

I used a few other sites such as where I liked the following fonts Gotham and Maison Neue Mono, I found these both on the website called 'fonts in use' this indicates where other places the fonts had been used. This site provided me with a lot of inspiration as to what kind of fonts I wanted to use for my own site. In particular, I liked Maison Neue Mono, I wanted something similar to this for the body of my text. Then a little more rounded font the titles. I did look at 'inconsolata' which is a google font.

I liked fonts such as inconsolata, and railway which are google font, I took them into typecast to see how I could edit them, for example, line heights, paddings, and margins and so on. While I was editing the fonts, I tried out some new ones as well, some of the possible contenders which I liked before I picked the final ones were;

Aaux Next, Adelle Sans, Rubik, Yantramanav, Poiret One, NTR, Nixie One, Mallanna, Istok Web, Comfortaa,, Bubbler one, Inconsolata, PT Sans Narrow, Lobster, Englebert

The fonts which I chose to go with was Cutive Mono for the body text and Railway for the headings (this is a combination I then switched in the report). I edited the line height to 35px while the font is 15px and 35px while the font is 20px. These were the main edits which I made, the were a few other changes but these were all in the CSS and HTML file which typecast give you when you design your font.

Raleway - it's easy to read and something a little different from typical body text.

Cute Mono - I like the typewriter look as it links into writing and I think writing reviews has been going for long its a nice little link, and its on trend. For example this new brand 'Grounded' which is a coffee scrub is one example.

Screen shot of 'Grounded' coffee scrub

Design

Logo

I had a few ideas for the logo at the start of the project, I wanted to work with the typography to create something which looked good and fitted in with the look and feel of the site.

Green and purple are the main colours of the theme so I made sure I included them, But I found black worked best for the main body of the logo.

I tired few different logos before I settled for the one that suited best. Originally I wanted something which looked hand-written as I found that links in well with reviews. But I found that didn't look as good when I tried to recreate the pencil drawing. Instead I used a play on words and used the 'R' twice and used makeup icons to relate back to the theme of the service.
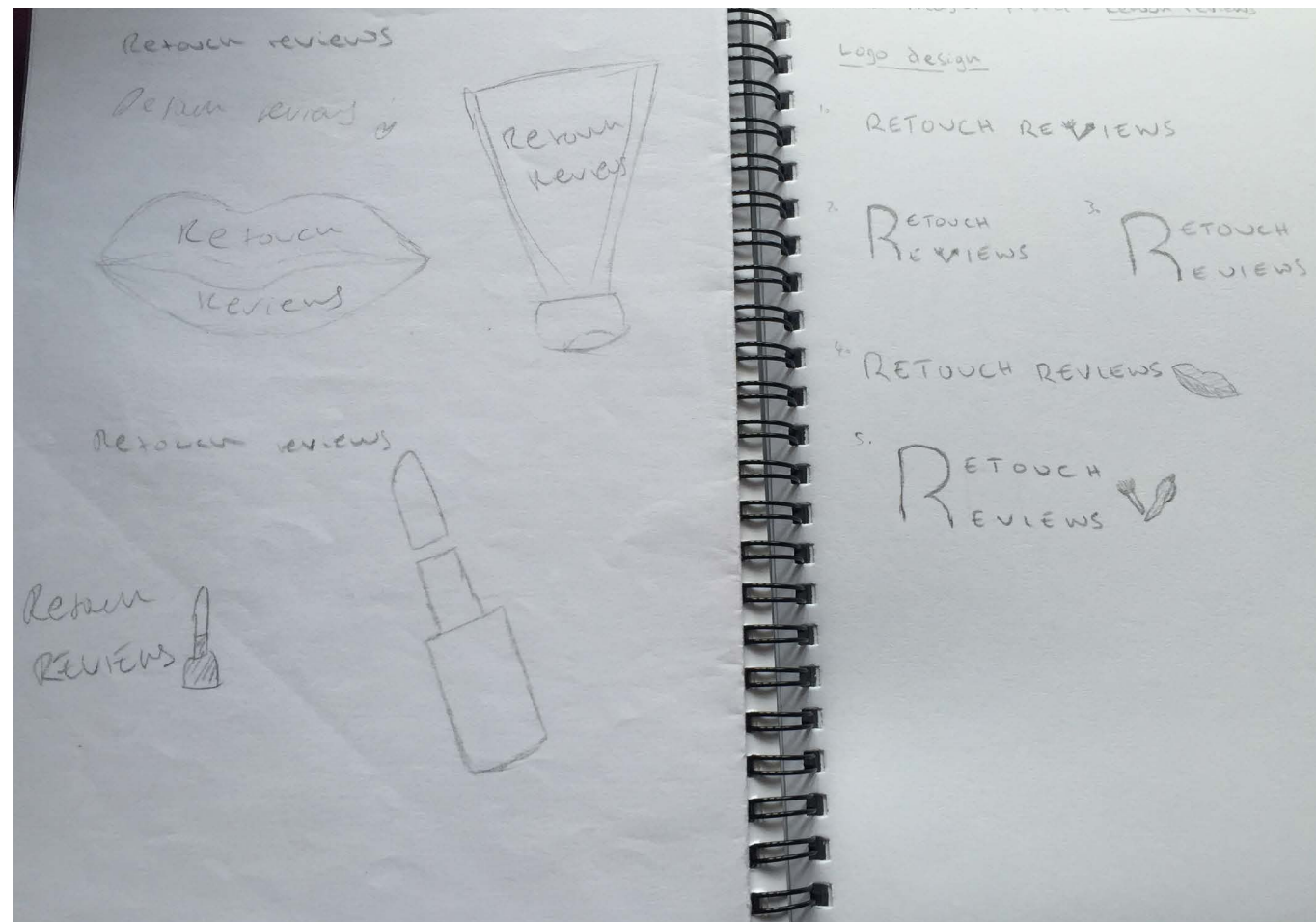
Screen shot of the paper design I started with
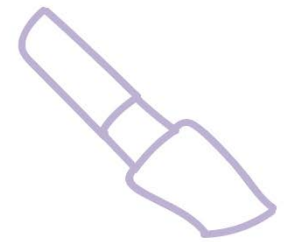
Screen shot of the first designs

Screen shot of the final design

Design

Design Options
Paper Design 1

Moving into the designs stage I decided to draw a few sketches on paper to give myself a better idea of what I was trying to create. I did two different designs in the hope that one would fit what I was going for. The idea in my head was to have something minimalistic as I wanted the main focus to be the content on the page.

This is Idea 1, I wanted three large sliders across the page and nothing else. They were going to be green and purple, then the large arrows would navigate the user between the different products.
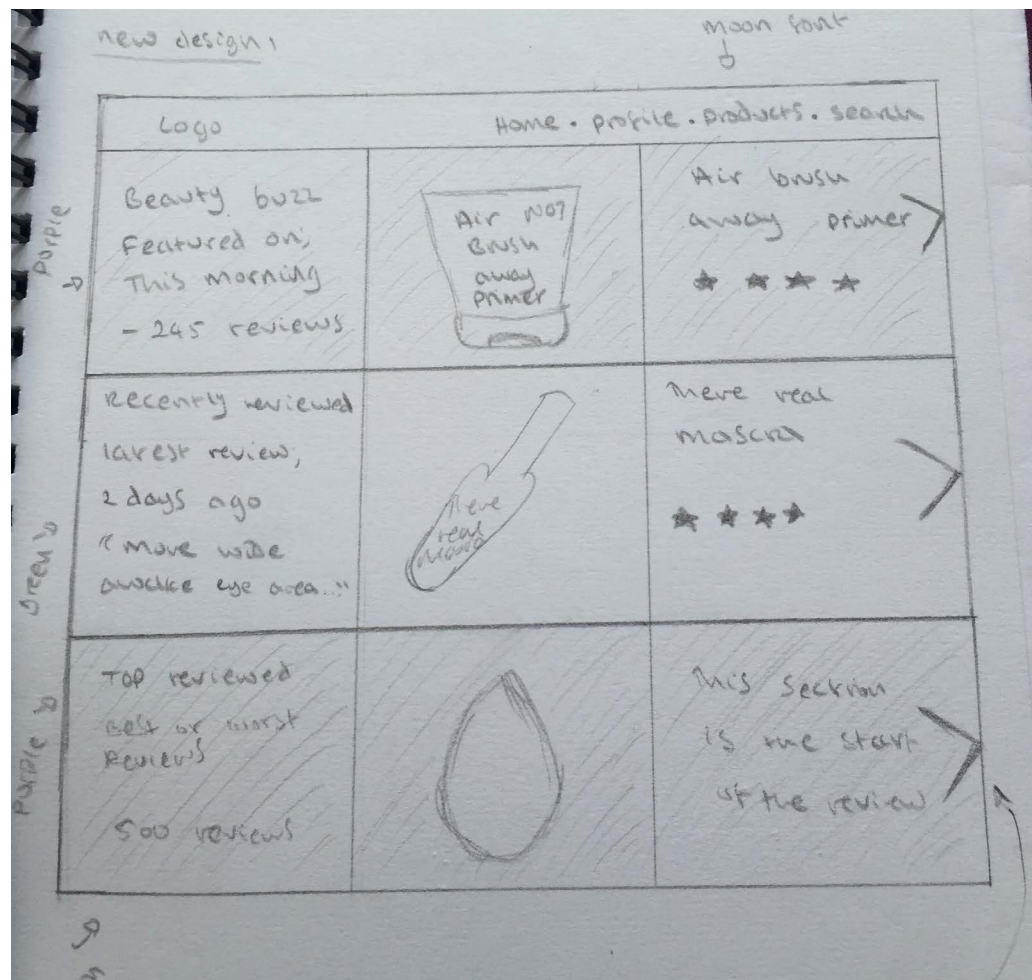
Screen shot of the first design idea

Design

Paper Design 2

This is Idea 2, I thought about using shapes, as I thought squares might look too boring, and too much like a mock-up. I decided to break it up with circles, there would be a line of squares followed by a line of circles, then another line of squares. The problem with this was that it made the middle line suggest it was something special, when it wasn't actually much different from the other rows.

Screen shot of the second design idea

Design

Design Options

I started to re-evaluating my options a little bit as I was really struggling with the design of my site, and I couldn't find any sites which I liked, having visited numerous amounts of websites. The few designs which I did like were very simple, minimalistic, and some contained lots of different colours, they all had pastel colours, some had bright colours with a lot of whitespace. From these designs I started to jigsaw together little bits from each site which I liked.

I liked the use of space and bright colours, but I am struggling to make my site look like anything I really like. I started to find every time I tried and design something it always ended up looking like a mock-up or wire frame.

I wanted to make the homepage perfect in terms of finding the right look so that I didn't have to keep going back and changing bits later. I looked at various different sites to help me.

I have sent a lot of different versions to Github just for backup as I'm also trying to make sure my site is responsive as well, so I've been doing a lot of research into media queries. I have made another in-depth list of what little bits of the theme need attention to make sure I remain organised.

This is the first version of the logo which I designed. I will be making edits to as since designing that logo I have thought about how I can improve it .

Screen shot of one of the earliest designs of the website

Design

Parallax-Scrolling

In my struggle to design this website I thought I would consider making my home page a parallax scroll, maybe it will enhance my design or help me to take a different design approach for the site. I would only have the homepage with a parallax scroll, to see how that might look.

I introduced a parallax scroll to the site as I thought that might be what the site is lacking to provide it with a little bit more structure.

I put some placeholder content in to flesh out the site. I also have a go at adding padding to the text which affected the images as well, I had a go at changing the images so it stayed big through adding a different class name. I thought about adding a line, but I ended up not going with that idea. I also had a look at getting rid of the boxes and maybe leaving them clear, but they didn't really look too good.

Screen shot of one of the parallax scroll feature working on the site with place-holder content

Back to the drawing board

I worked on some new designs for the website, after speaking to my lecturer about getting rid of the carousels on the website, I was shown this website about carousels, and why they aren't needed. This really made me think about the look of my site and what I really need on the homepage. I had a look at a few other sites again, but again I couldn't really find anything else which I liked the look of. So I started to think about what I want people to do when they hit landing page and what options they are presented. This gave me a new idea for the landing page, I designed a few sketches and digital wireframes to see if the idea I had in my head would actually look any good.

I liked the mail chimp site it was a little similar to the ones I had designed, I took inspiration from this site. One of the features I liked the most was the side panel which they have and how it works on mobile screens it was nicely responsive which I liked.

Although at this point of the design stage I feel like I have struggled to move forward I have also learnt a lot about design and what does and doesn't work. I also think it has helped me to produce more of a better design.

Screen shot of one of the new design that I customised, with place-holder content as the background

Bulk Of The Theme Is Done

The Theme

I begun working on the theme for my website once I had solid designs to work on. I have gone for a very minimalistic design so that the user can just focus on the content on the page rather than get distracted by everything else on the page.

Most of the wireframes which I had done in the first place have stayed the same and the only that really changed was the homepage. I changed this page quite a lot and now it only has three options for the user to select from. I went through all the different pages which I drew wireframes and made HTML and CSS pages of the sites.

The next stage

I needed to get my website onto WordPress, I always knew this would a challenge for me as I this is something I have never done before. While I have edited WordPress themes before I have never made my own theme. I looked at a few sites which have been recommended to me, but I had a look myself at a few sites. I came across a step by step of how to create your own custom theme such as spoongraphics. This started me off well, with getting a basic structure into place. But work still needed to be done to get the rest of the content in and structure the rest of the site properly.

Screen shot of one of the new design I came up with

WordPress

Rx

WordPress

Taking it over to wordpress

Once I'd have finished mocking up a HTML and CSS version of my website I needed to look at my options of taking my website over to WordPress.

I could of tried and upload my own theme which I did try or I could also use an existing theme which I would gut out the exiting theme and can input all of my templates into. Given the time I had left, I decided that it might be best to use and existing theme, apply my own CSS and input my own HTML templates so that I can have my work finished.

I had to download WordPress then using MAMP as a localhost so I could work on my site, initially I had a few troubles with the placement of things and what goes where but over time I found my way around PHP. The next step was to then get the rest of my site in order so that I can put it online.

WordPress

Trying to work with WordPress

I spent some time working out how to structure each page. I worked on getting the pages into WordPress, One i grasped how to work the pages element between Wordpress and PHP, I set myslelf tasks to get certain elements done.

The first was to get the pages sorted so I learnt how to make the pages and they get them into WordPress and get them to link to the menu bar.

After this stage I moved onto getting the pages dynamic, I had never done this before. Therefore I decided to get all the images across the site working once I figured out how to do it. This meant I could edit and change images in Wordpress without having to do it in the back-end of Wordpress. This meant I could work with the back-end of Wordpress instead which would be the proper way of creating a theme and getting my templates to work.

After the image were sorted I then had to learn how to make content such as text dynamic. I found this a little harder, but I managed to get help from my lecturer to get the rest of the content working dynamically.

I made individual product profile pages for every single demo product I had on the site as well as having pages for every link on the page. This way whenever I demo the website to someone they can view anything, and search for anything with a high chance that a product will show up. I got the information for the product pages from other websites all of which I featured in my terms and conditions page which explains I am working on a university project and this is not for commercial use.

WordPress development

I had to use plugins for the 'Write a review page' and the 'Sign up page' this was because I could customise these plugins to do what I want it do it, and it would work better than if I tried to make these functions work myself. I had a few issues getting these working as some of the plugins required me to make a few code edits in my PHP. With a bit of help I got this working.

I got the plugins working and then had to work on CSS, as everything worked fine within my template but when I transferred the templates over some CSS was needed to get everything working the way it should work. This bit took a lot of trial and error before I was able to get everything working, but it worked the way I wanted it to in the end.

JavaScript is what I chose to use for the background as I decided to have a background where the image changes every couple of seconds. I did a lot of research and looked at quite a few different things before I saw help from my lecturer, who advised me what to do.

Once that was all sorted I could work on the search. I couldn't the search how I wanted it with the spotlight. But what I did end with I was very happy with, it is a little search symbol which expands when you click on it. Again it took a lot of search to figure out how I could get the search results to connect to the search bar but I managed to get that working. But this was also when I realised that main search bar doesn't work! I spent some time trying to get this to work, I tried to apply the same principles that I used on the mini search bar, but of course that didn't work. So I had to look again for a different solution to get the search bar working, which luckily was successful. The style was also a mess on this page so I spent some time tidying it up as much as possible getting it to look presentable.

The Finished Product

Homepage

Search

Product Page

Product Page Filter

Product Profile Page

Product Profile - Review Section

Write A Review Page

Profile Page

Sign Up

Profile Page - Review Section

R𝗑

Search Results

Lancome face cream

The ideal combination of Vitamin enriched hydration and comprehensive protection. Bienfait Multi Vital features a unique complex of nurturing Vitamins E, CG and B5, plus high potency moisturization for 24 hour ideal hydration. UVA/UVB SPF 30 Sunscreen and essential antioxidant protection give skin what it needs to help fight the visible effects of environmental skin damage.

Product filter face cream

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Existing Users Log In

USERNAME

PASSWORD

☐ Remember Me

LOG IN

Forgot password? Click here to reset

New User? Click here to register

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Taking The Project forward

What's Next For Retouch Reviews?

Taking this project forward I want to develop this project further. There are elements of this project I didn't get a chance to do. But moving on from my minimum viable product I would want to:

Find a way of getting the reviews to display under the right product profile. This would be the first thing I would focus on as its one of the main functions to get my website to work.

Finding a suitable platform for the website to pull reviews from. As I mentioned in the report I wanted to use Kimono Labs, as it offered exactly what I was looking for. I would need to look into different platforms which I could potentially use to pull the reviews.

The current images on the site are from various different websites which I have spoken about in my terms and conditions. but in an ideal world I would want to take my own images for the content as well as the images the users can already upload.

Fix the link to upload an image on the profile page.

I wanted a hide and show tab in-between the customer and expert reviews so that users can click between the two to compare reviews.

I would also look at potential ways of making money for example developing the service into an API. Which is an idea I had from the start.

Challenges

Challenges I faced

On a whole this project was a challenge for me but I have no regrets on my decision to complete this project. There were parts of this project which came to my naturally and others I had to work to get a result. These were the challenges I faced:

The design

As I have previously mentioned in this report for some reason I struggled with the design. At times it was very frustrating that I didn't like any existing designs I saw and I was struggling to make simple decisions as a result as normally this isn't an issue. I did get there in the end I didn't give up on the design or become complacent. At times I felt like I was going backwards with the design. But now I look back I think it was all part of the process, it helped me realise I didn't like other designs because they weren't my service and I was expecting more than inspiration from these websites. I now know going on that development of design I was able to identify what I do and don't like and had I gone through this process I might not have come out the other end with the design I was happy with.

Integrating WordPress

Having used Wordpress befor I was aware of its capabilities, however I have never developed my own theme or gutted one of their themes and integrating my own theme. This was definatly a learning curve for me I leant PHP in the process and how to develop using WordPress. I have a few hicups along the way but I believe these happened from lack of knowledge, the more I worked and tried the more I understood and was able to do more on my own.

Thoroughly checking terms and conditions

I have worked with terms and conditions in the past and its no secret that its a dry area to work with. I didn't have the easiest of times trying to look for the loop wholes in businesses terms and conditions. I did try and contact them and go through all of the motions for getting permission to use their content, which is why I had to settle for using the content under educational use.

Finding something I can pull reviews from

While I appreciate what I was looking for wasn't the easiest and Kimono was perfect I did have to spend time look for a similar spider to help me generate the data I'm after.

Rx

Reflection

Looking Back On My Project

Having now presented my project I found this was a time to reflect on the whole project. I have definitely learnt so much throughout this project and it has been such a learning curve for me. This project allowed me to gain experience in every aspect of building an online service. I took the project from idea right though to completion. I have no regrets on my choice of project as it has engaged me throughout the project.

The project defiantily grew much faster than what I thought it would, I think I just about managed to keep with it. From the simple idea I had at the start of the project of combining reviews in one place to a service, which is a portal of reviews and somewhere people can go to get inspired. The more the project grew the more I thought I'd bitten off more than I could chew. But looking back I think that's a good thing becasuse this project really pushed me to skill up and learn new skills along the way. It has also shown me that if there is something you really want to create there is nothing stopping you from doing it, because design and code is creative and there is more than one way to get around a problem and there is always more than one solution. Although looking for solutions might not be easy, but that is all part of progression and the learning experience.

I was surprised that I found some aspects of this project difficult, for example the design process. Normal the design is something which comes to me naturally, but not in this case. At times I thought I was wasting time because I couldn't come up with a solution to any of my problems. But I now realise that I had to go through that whole process to come out the other end with the design that I finished with. Had I of settled on something I wouldn't have been happy with the end result and I believe this process has helped develop me into a better designer too.

I'm glad I stepped out my comfort zone a little bit for this project as I have come out the other side with so much experience, and a range of different skills.