



# stickdex

Anindya Basu

A09972316

Aishika Kumar

A12493796

## Table of Contents

Executive Overview

User Personas

Diagram Flow

Wireframe

Risk Analysis

# Executive Overview

This report provides specifications for the proposed application – StickDex.

StickDex is an application that will allow its users to keep track of various lipsticks they own. This will help them assess what is already in their collection, and what they wish to purchase in the future.

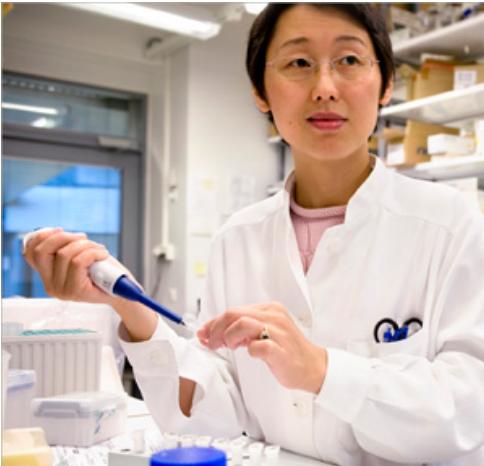
## Motivations:

- Make up professionals own so many different lipsticks and need a way to be able to keep track of what they have and what they need to restock.
- People who use lipstick might only wear a couple and would like a way to store the ones that work for them.
- Lipstick enthusiasts worry about having duplicates of the same type of lipstick.

## Features:

- Users will be able to upload pictures of their lipsticks, including the color, brand, and price of the lipsticks to keep track of their lipsticks.
- Users will be able to add lipsticks they wish to own to their collection and can toggle a field when they do own the lipstick
- Users are able to remove the lipstick from the database they run out of lipstick, or do not want a lipstick in their wish list.

# User Personas



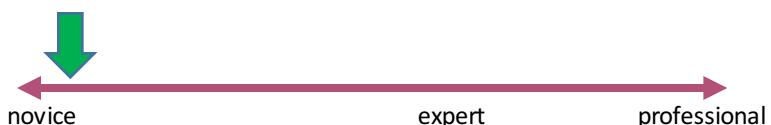
**Name: Eileen Shin**

**Age: 36**

**Occupation: Clinical Researcher**

**Status: Middle Class**

**Location: San Francisco**



*"I have a two lipsticks that I purchased ages ago, I don't remember where I bought them but I wish I could find them again - the brand and color name have both rubbed off of the tube."*

**Bio:** Eileen is a recent PhD graduate who is working in research and development at a prominent start up in the Bay Area. She has never been particularly fond of make up but has noticed many of her coworkers do. She doesn't remember the names of her lipsticks but she has a few that work nicely for her and wants to keep purchasing them.

## Goals:

- To keep track of lipsticks that work for her so she knows which one to purchase again

## Frustrations

- Often forgets which brand of lipstick she bought, and what exact color she bought

# User Personas



**Name: Nina Patel**

**Age: 23**

**Occupation: Student**

**Status: Middle Class**

**Location: Chicago**



*"I have a two lipsticks that I purchased ages ago, I don't remember where I bought them but I wish I could find them again - the brand and color name have both rubbed off of the tube."*

**Bio:** Nina is a college student who spends most of her time studying for the LSAT. She is getting into makeup as a hobby and has recently purchased a few basic essentials. She is excited to diversify her make up collection so that she can recreate make up looks she has seen on YouTube.

## Goals:

- To purchase more lip colors so that she can have a wide variety of colors

## Frustrations

- Doesn't understand which brands are good and what price points she should be purchasing lipsticks at
- Often can't remember what colors she needs

# User Personas



**Name: Christina Sierra**

**Age: 27**

**Occupation: Investment Banker**

**Status: Upper Middle Class**

**Location: New York City**



*"I really enjoy collecting lipsticks, and have dozens of them. I end up buying duplicates a lot though, since I can't remember which ones I have when I'm at the store"*

Bio: Christina Sierra is an investment banker in New York City. Living in one of the fashion capitals of the world, she likes to keep up with the newest trends, including those in makeup. Whenever a brand comes out with a new line in makeup, she is one of the first to purchase them. She always ends up with duplicates in her collection due to the fact that she owns such a large variety of lipsticks.

## Goals

- To own the latest trend in lipsticks so as to be up to date and topical with the makeup world

## Frustrations

- Often ends up with duplicates
- Forgets which colors they wanted when standing in store

# User Personas



**Name: Rick Williams**

**Age: 32**

**Occupation: Make Up Artist**

**Status: Upper Middle Class**

**Location: Los Angeles**



*"I need to restock lipsticks so often because my customers want me to swatch almost every lipstick I have in my bag."*

Bio: Rick is a high end make up artist in Los Angeles. He has been doing make up professionally for about 8 years, and she has multiple clients. His clients are always looking for their own unique looks, so he has to have a wide range of lipsticks to meet her clients' needs. Also, Williams runs out of lipsticks fast since she is using them a lot, so she wants a way to keep track of what lipsticks he needs to restock.

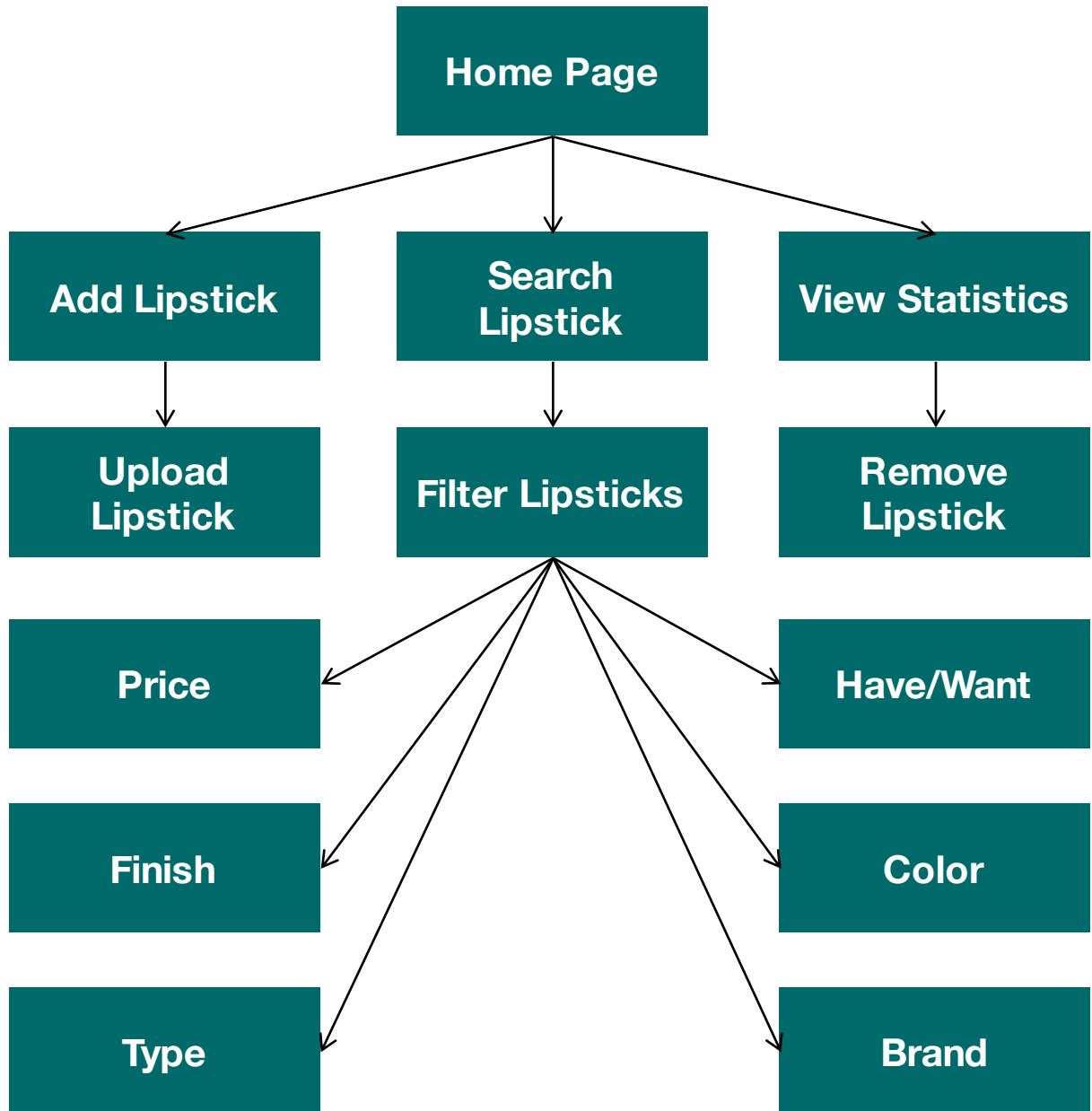
## Goals:

- To own as many colors and types of lipsticks to do his job better

## Frustrations

- Hard to keep track of which colors they are running low on or need to restock

# Flow Diagram



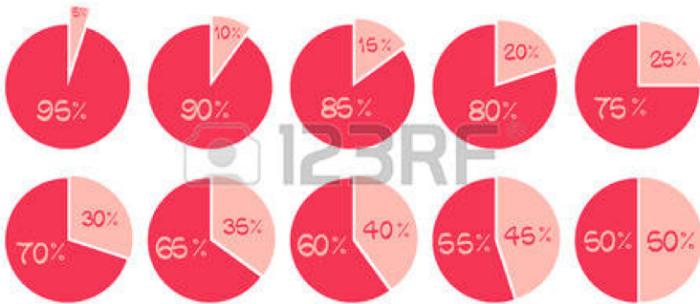
# Wireframes



Note:  
wireframes  
are **NOT**  
final

## My looks

40% of your lipsticks are dark red



## Current Collection



# Wireframes

*Wish List*

*Add a lipstick to your collection:*

Name:

Price:  Color:

Own?

*Note: wireframes are NOT final*

*My looks*

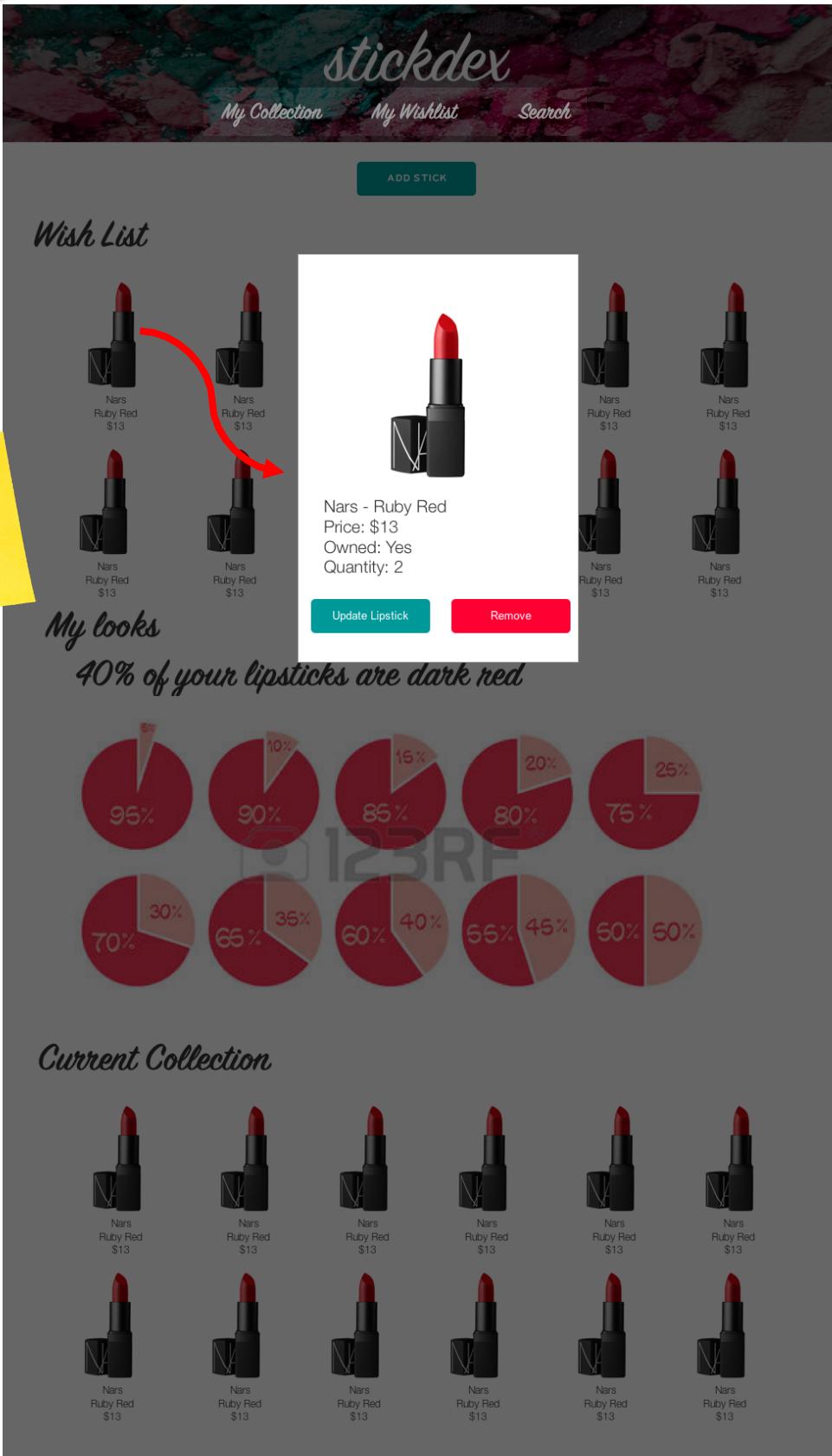
40% of your lipsticks are dark red

Lipstick Type	Percentage
Dark Red	40%
Red	30%
Pink	25%
Neutral	15%

*Current Collection*

Lipstick Type	Count
Nars Ruby Red \$13	12

# Wireframes



# Wireframes



*Sort by:*

Own

Price



Note:  
wireframes  
are **NOT**  
final



Nars  
Ruby Red  
\$13



Nars  
Ruby Red  
\$13



Nars  
Ruby Red  
\$13



Nars  
Ruby Red  
\$13



Nars  
Ruby Red  
\$13



Nars  
Ruby Red  
\$13



Nars  
Ruby Red  
\$13



Nars  
Ruby Red  
\$13



Nars  
Ruby Red  
\$13



Nars  
Ruby Red  
\$13



Nars  
Ruby Red  
\$13



Nars  
Ruby Red  
\$13

# Strength/Weakness

This section is a brief analysis on the strengths, weaknesses, and risks for this project.

## Strengths

- No such product currently exists in the market, the world of make up has yet to be breached by app developers and we believe this is a very unique market
- This product has capacity for monetization by make up stores and lipstick brands themselves
- Users will get relevant data when they need it to inform purchase decisions in stores

## Weaknesses

- Difficult to maintain UI look when users can not always provide images of good or consistent quality
- No access to existing API or database with lipstick information that allows predictive entering of data
- No integration with other existing accounts like a Sephora account, Facebook, Pinterest, etc.
- Lack of social features to engage users with friends

## Risks

- Statistics section will rely on third party framework, relying on code we do not own is risky and leaves us vulnerable to security risks
- No user authentication
- Storage issues if large number of images are uploaded or quality of images is too high