

MAKEUPBAG

Hailey Thorp | Interactive III | Spring 2015

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PROBLEM STATEMENT

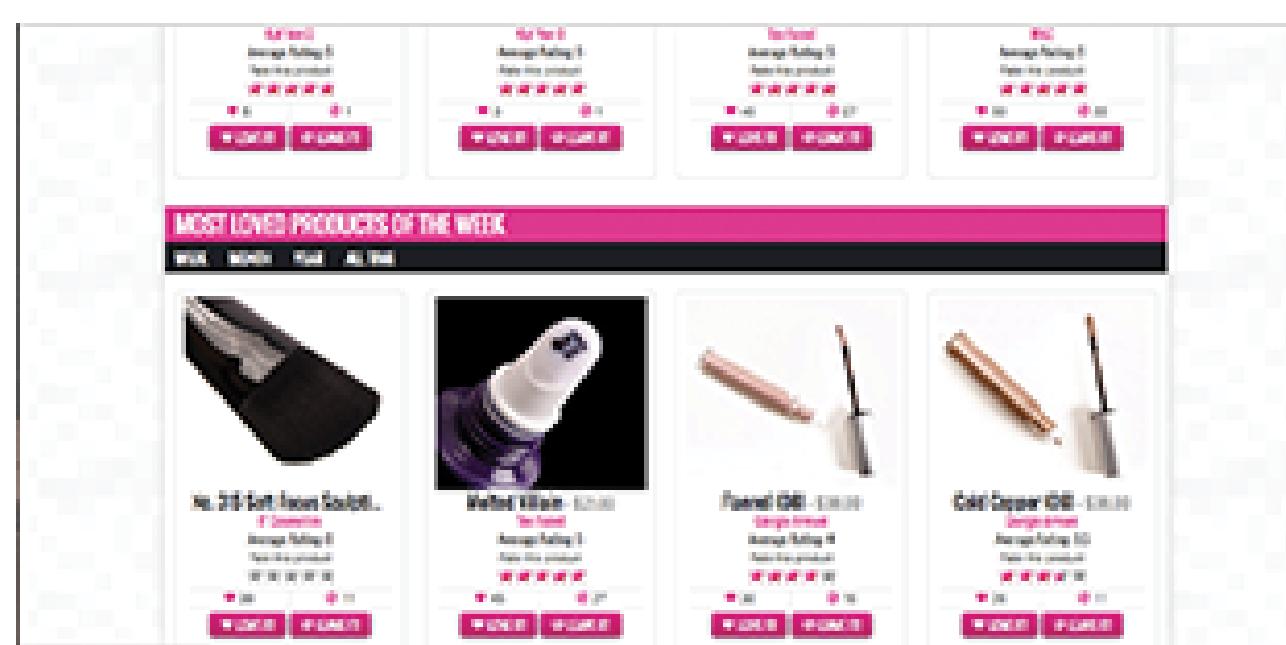
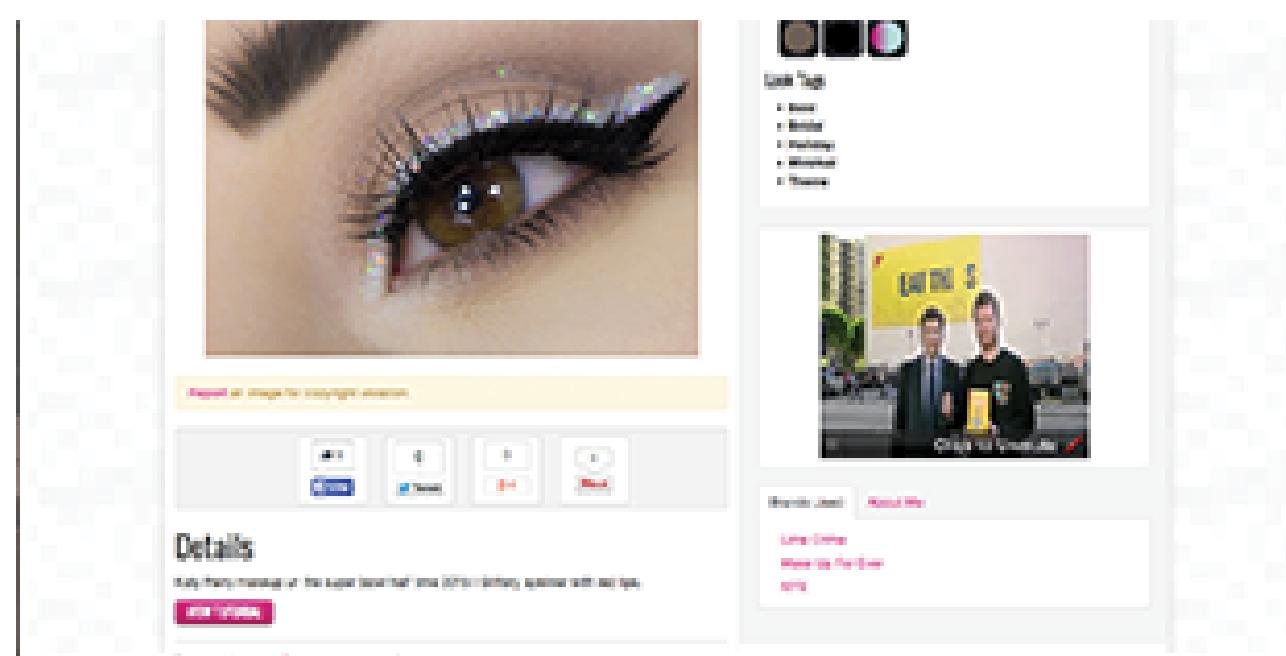
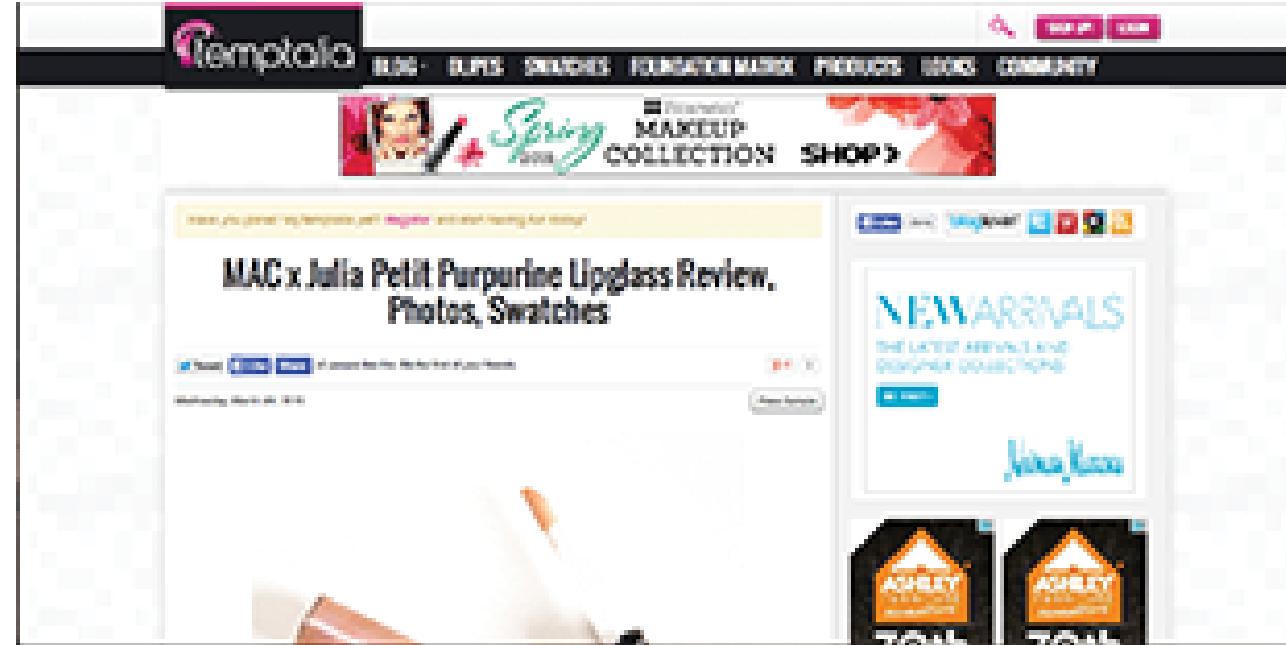
In apps that are not focused on makeup, users who want to post about it, have to list out every product they use, and write out their reviews by hand.

SOLUTION STATEMENT

With MakeupBag, users can list the products they used in each look with a simple tap of a finger. Photos, links and information on each product are easily accessible to their followers if they want to learn more in case they want to buy that product in the future.

RESEARCH & APPROACH

COMPETITIVE ANALYSIS: Temptalia



Temptalia is a blog/ makeup community that focuses on makeup reviews, dupes and makeup looks. For many, Temptalia is the first place they look when they want information on makeup.

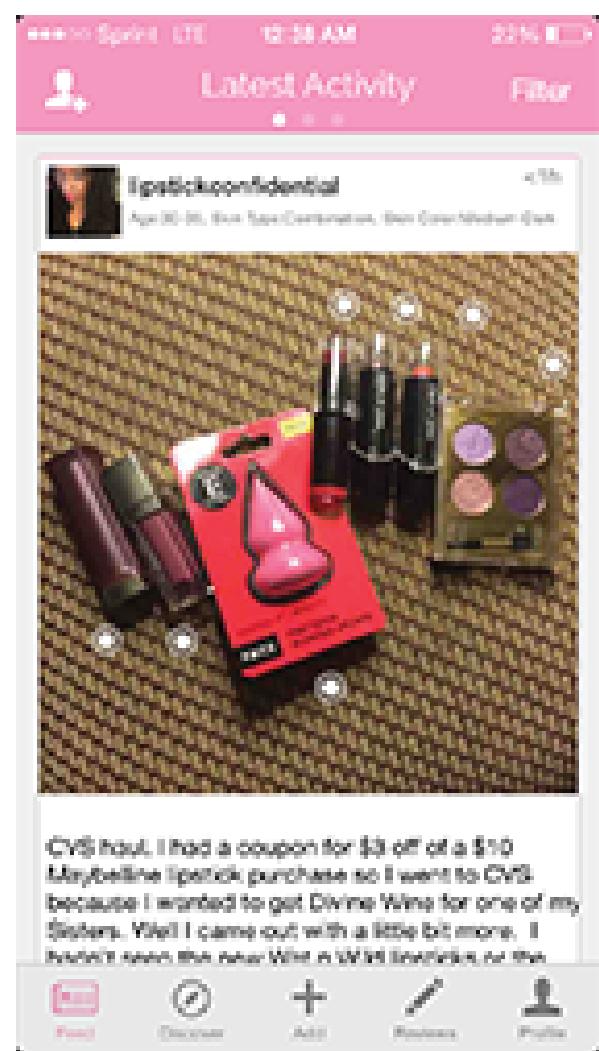
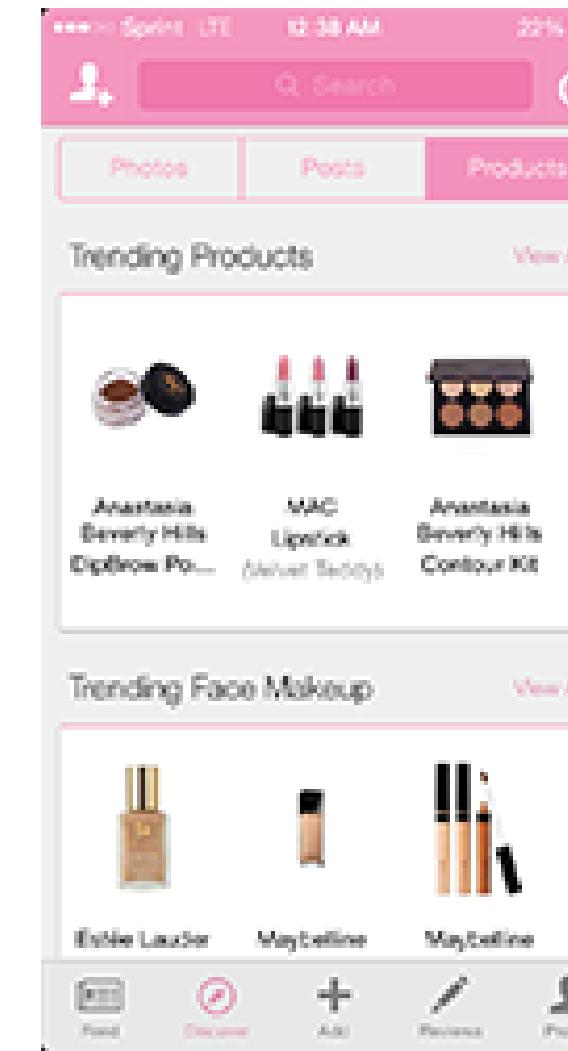
Pros

- It includes clear ratings and reviews and a huge amount of information
- Many of the looks included on the site have external links to tutorials. This is a very helpful element for the user.

Cons

- It is a non-responsive website and it does not display well on mobile browsers
- It has a clunky, big design and a huge amount of ads.
- This started out as mainly one person's blog. This is evident because a huge amount of the posts are made by one person. It would be better if the blog and the makeup site were two different things.

COMPETITIVE ANALYSIS: MakeupSocial



MakeupSocial is a social networking site geared towards makeup enthusiasts.

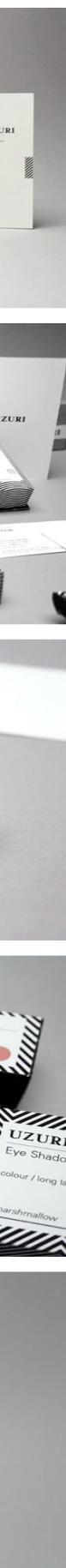
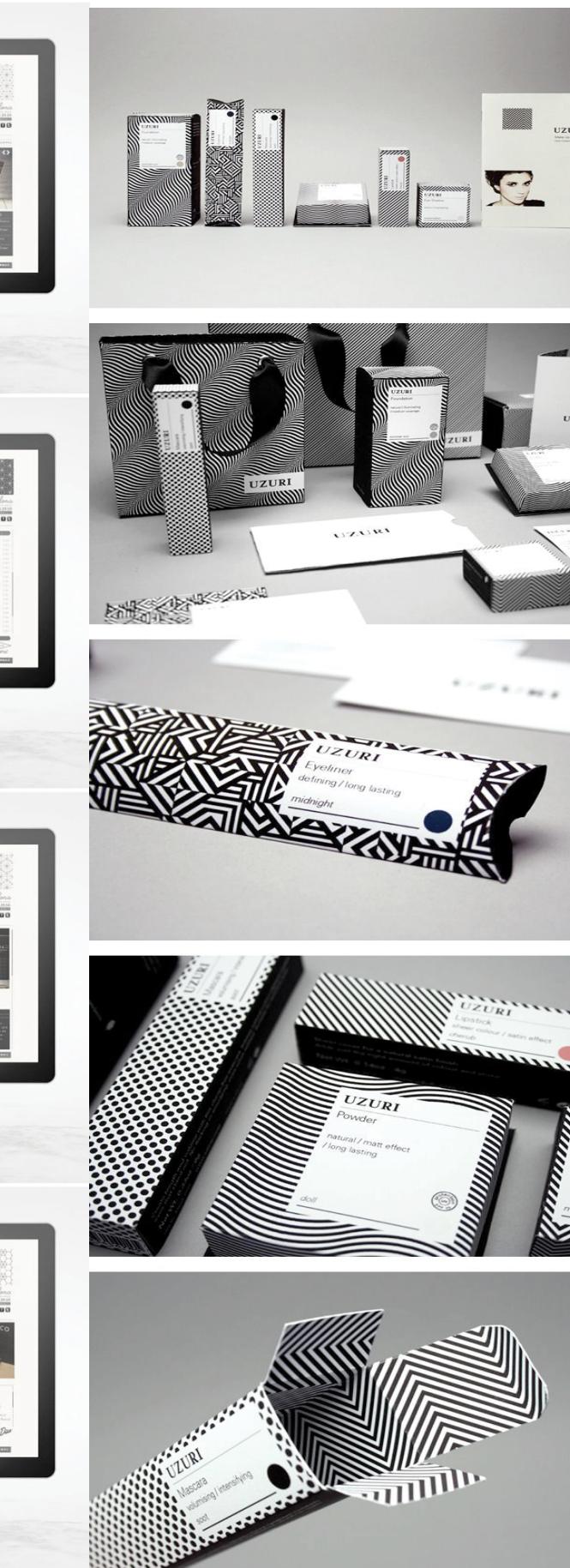
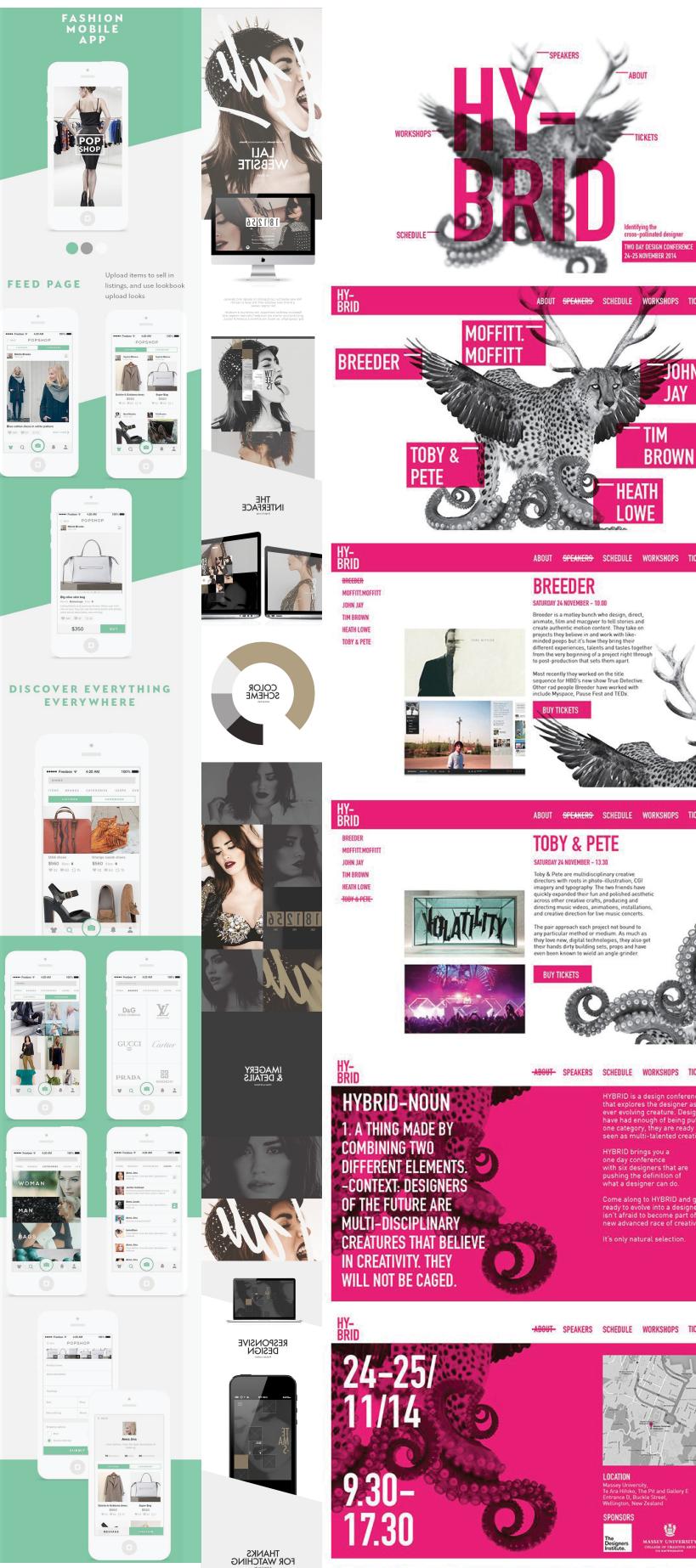
Pros

- MakeupSocial is pretty well organized and easy to use. It doesn't include any ancillary information or elements.
- When posting reviews, the input boxes are separated into categories like pros, cons, and additional comments. This is great for users because it helps organize the information and make the reviews more helpful.

Cons

- There is not section in the app specifically for dupes. That is definitely a negative because dupes are very important for makeup users.
- Many posts made by users are spam/ irrelevant. This can be very frustrating when users are simply looking for makeup.
- Users can tag products in a photo but it works like a pop-up over the photo. This is hard to read and it makes it difficult to post a lot of products.

VISUAL APPROACH



Style Keywords:

- Hip
- Modern
- Fresh
- Urban
- Crisp

Type Guide:

- Logo- Axis
- Header- Avenir Next Medium
- Body- Avenir Next Regular



USER PERSONA 1



Name Sara

Age 15

Hometown Seattle, WA

Occupation Student

"I love makeup so much! I wish I knew where to start."

Profile

Sara is a 15 year old girl from Seattle, Washington. She loves drawing, listening to music, and playing with her cat. She was recently a bridesmaid in her sister's wedding, and a makeup artist did her makeup for the day. She was amazed by how glamorous and different makeup made her look and decided she wanted to learn how to do makeup, and maybe even be a makeup artist one day. The only trouble is, every time she goes to CVS to buy makeup, she gets overwhelmed by all of the choices and doesn't know which products are good or not. Every time Sara tries searching the internet for good products and tips, she feels overpowered with the amount of information out there.

Goals

- Find good products that work for her.
- Find products that still fit her small budget.
- Get tips and tricks from experienced makeup artists.

Motivations

- She is very creative and loves expressing herself.
- Wants to invest her money in a new hobby.
- Finding makeup inspirations.

Frustrations

- Finding makeup looks that are easy for her to execute.
- Making sure she doesn't waste her money on bad products.

USER PERSONA 2



Name Elisabeth

Age 24

Hometown Harrisburg, PA

Occupation Makeup Artist

"Instagram is less than ideal for sharing makeup."

Profile

Elisabeth is a 24 year old makeup artist who grew up in Harrisburg, but moved to New York City to become a makeup artist when she turned 18. Elizabeth loves reading, playing guitar, and drawing. She has a huge Instagram following- 15, 700 followers. She mostly posts makeup looks, swatches, and makeup reviews. She loves how much she learns from other makeup artists on Instagram and how much attention it gives her work. The only problem is that Instagram isn't organized specifically for makeup, so it can be hard for her to find things like dupes, swatches, or looks, without having to sift through the many irrelevant posts in the tags. She also wishes it were easier to post the makeup she used in different looks.

Goals

- Bring even more attention to her work.
- Quickly and easily post product details with her looks.
- More easily get information on different products.

Motivations

- She wants to share her work with people who will appreciate it.
- She wants to see other makeup artists work and get inspiration from them.

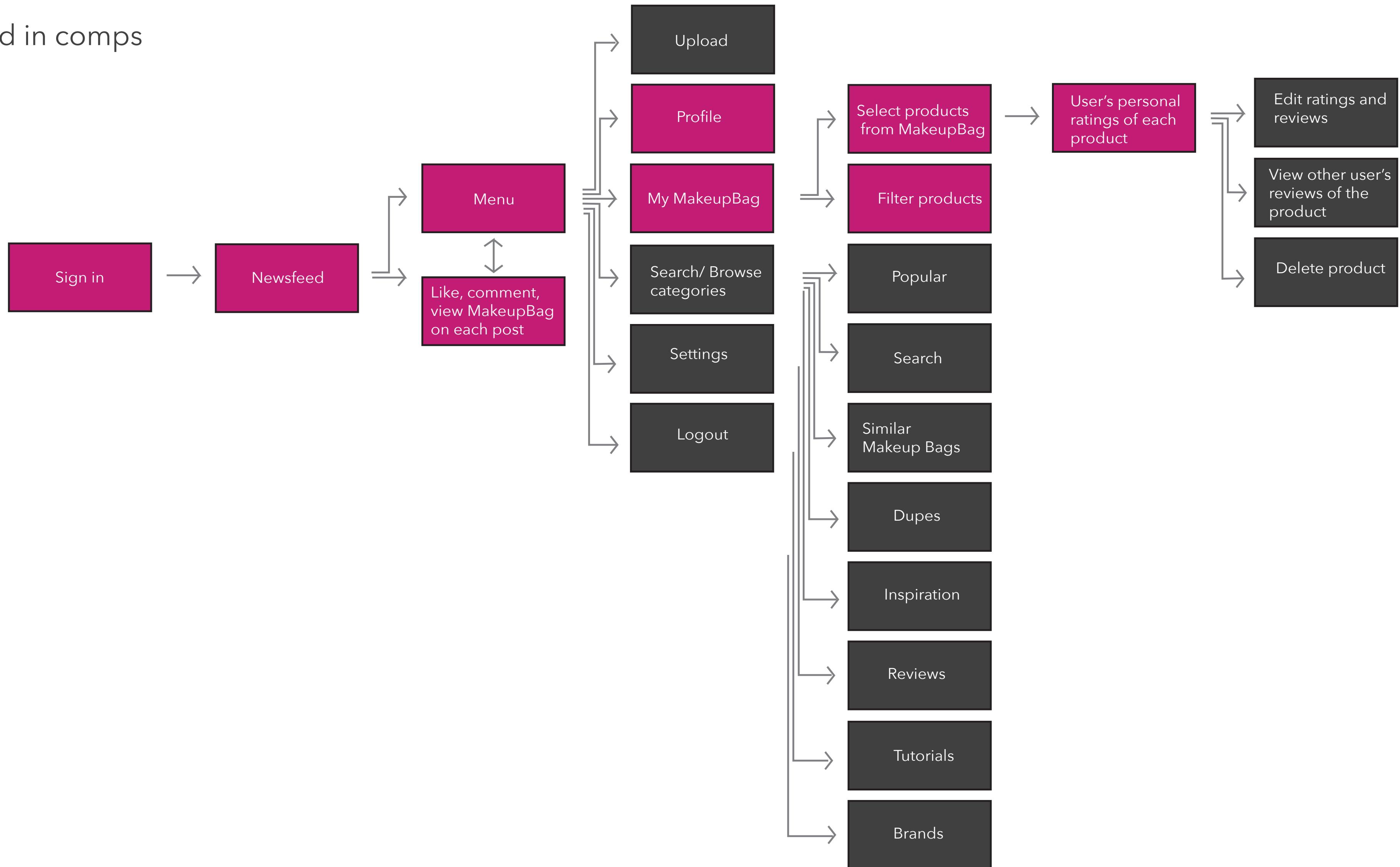
Frustrations

- Listing out every product she used in a look is a long, tedious process.
- Instagram was designed for all types of photo sharing and often displays photos that are irrelevant to her.

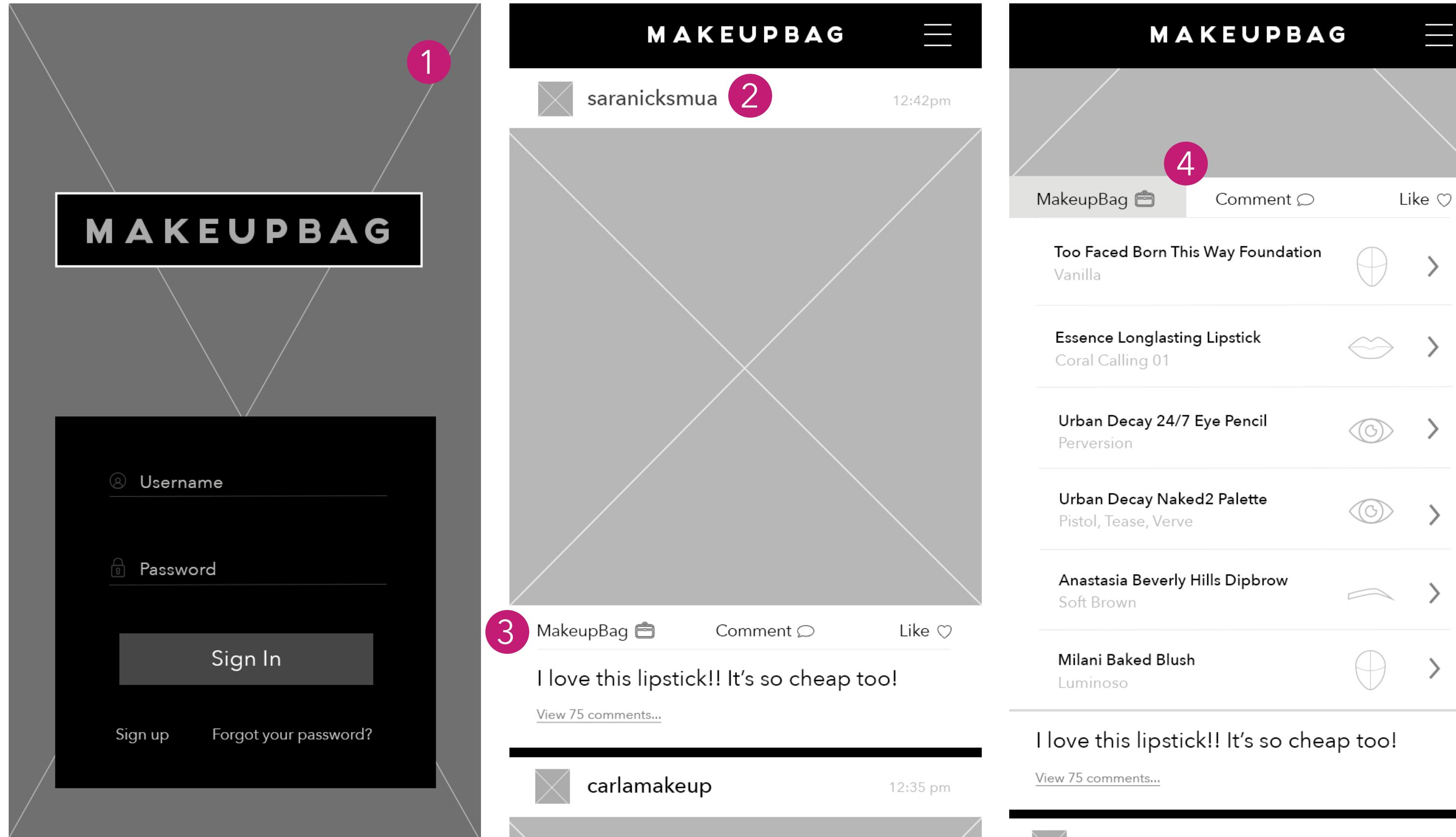
STRUCTURE & WIREFRAMES

INFORMATION ARCHITECTURE

- Illustrated in comps

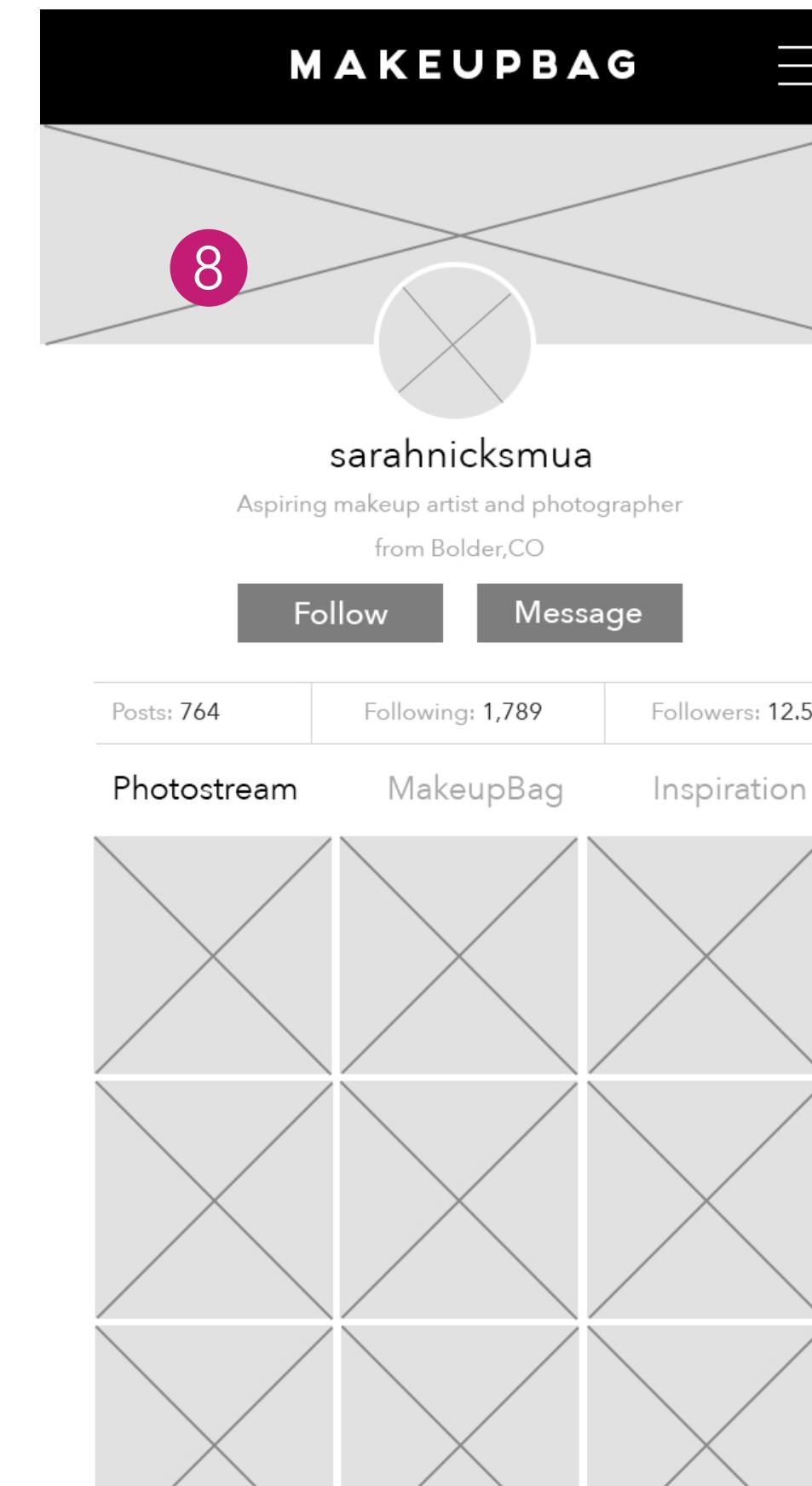
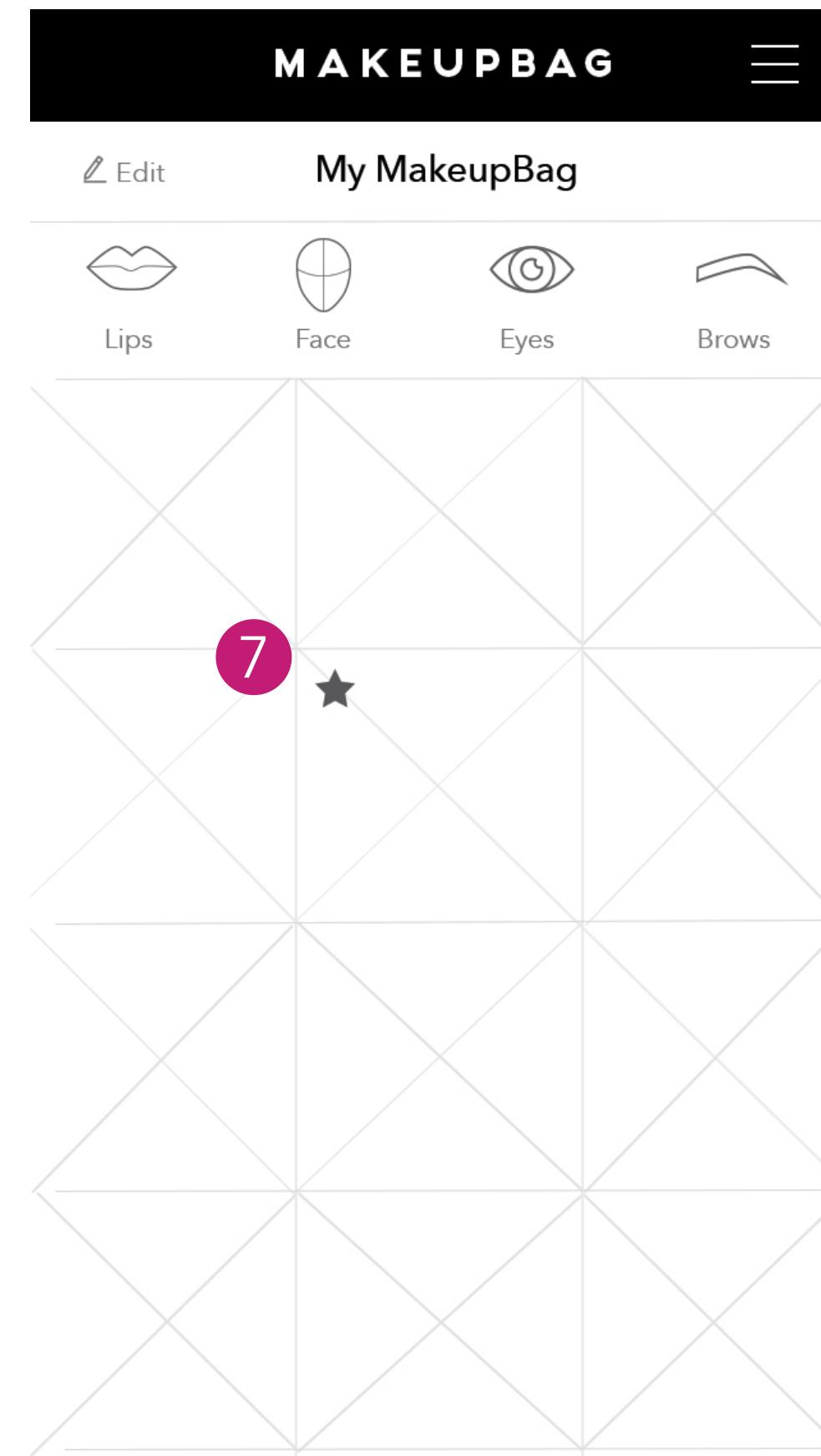
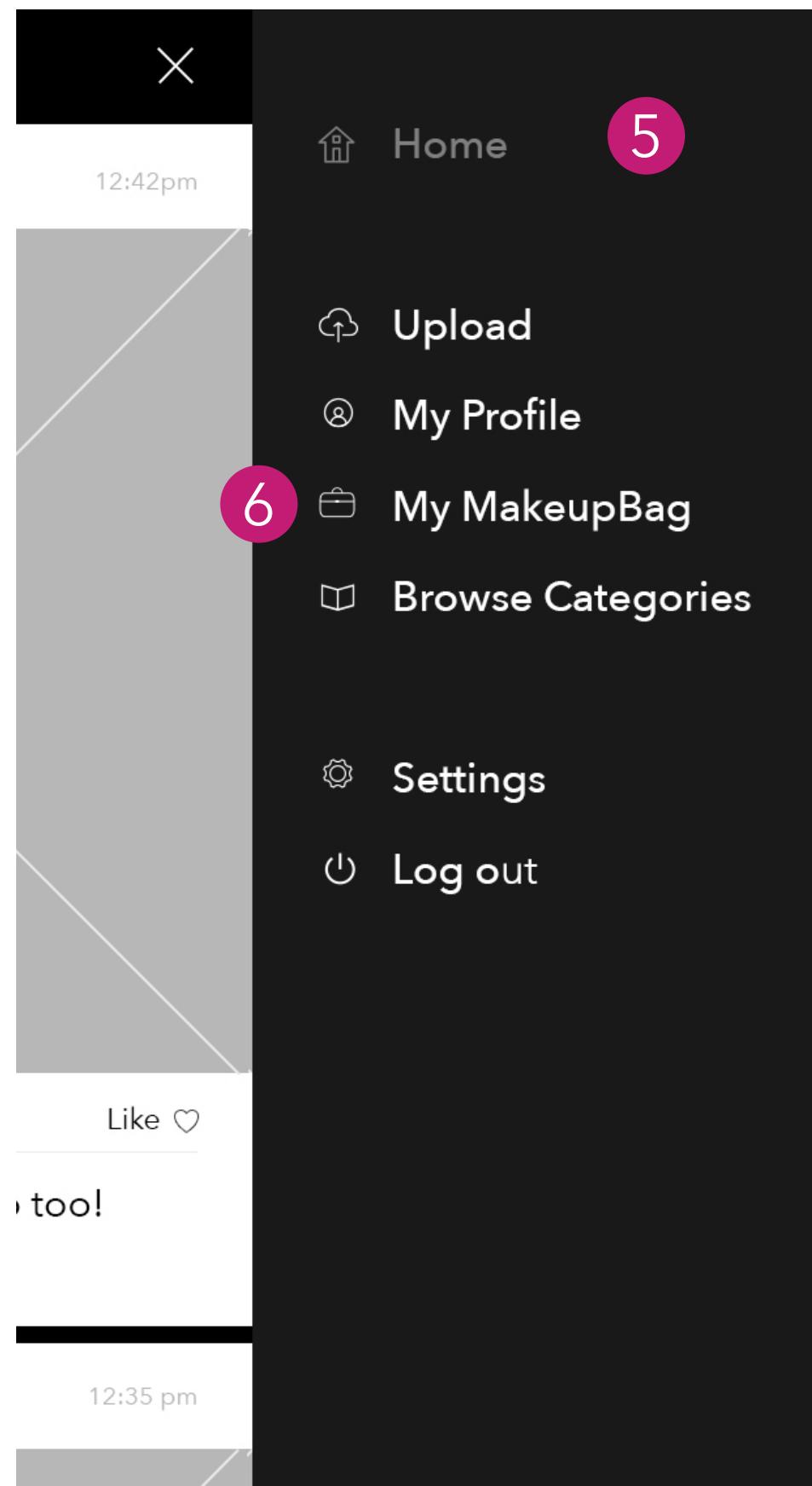


WIREFRAMES 1-3



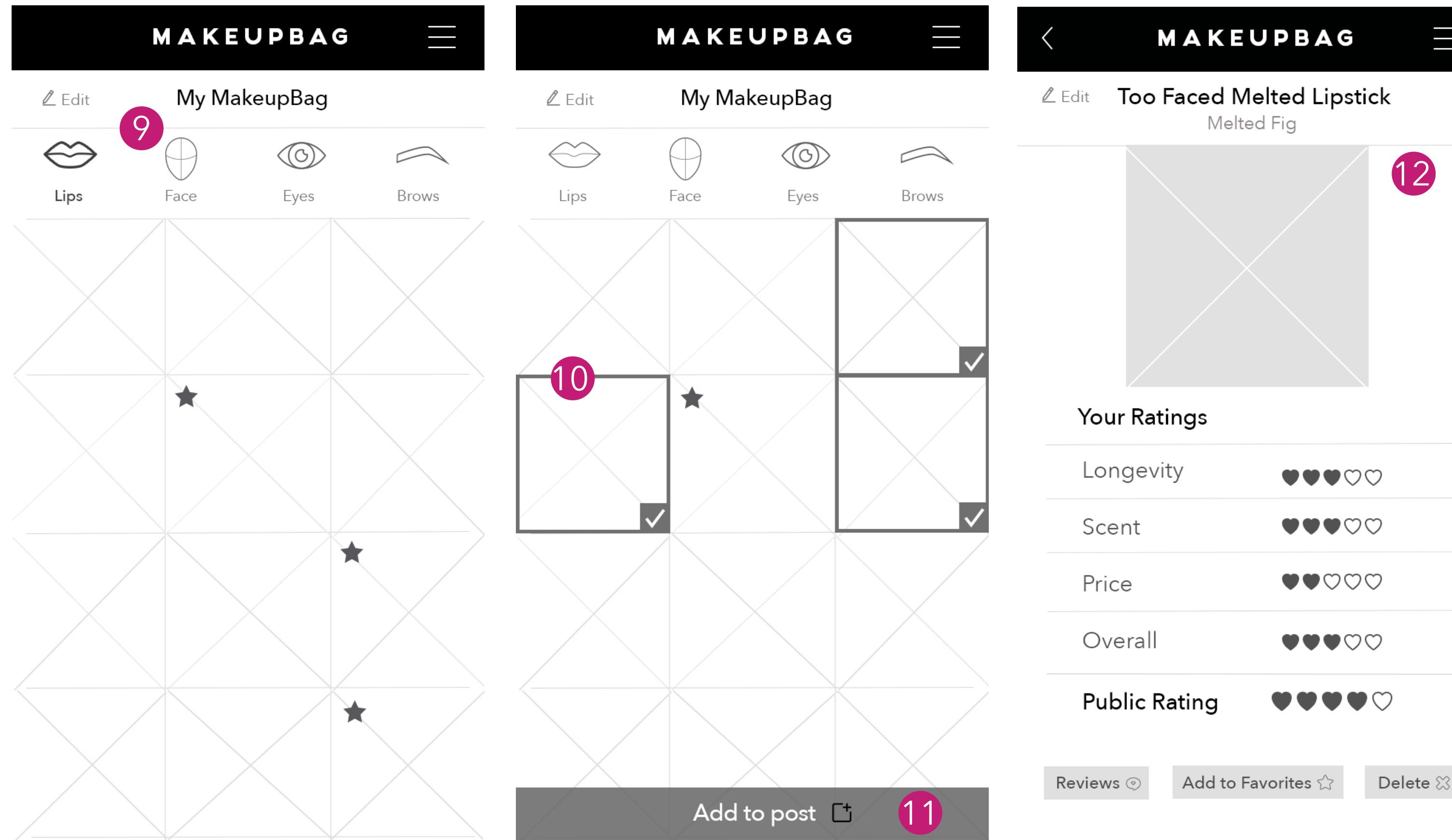
- 1) Login page
- 2) User's home or feed. Posts of people they follow go here.
- 3) Users can comment on and like each photo, as well as view the MakeupBag to view products used in the photo.
- 4) When the user selects MakeupBag, all of the products used in the photo are displayed along with the color and area on the face they used it (indicated by the icon.) They can select a product to view user reviews and photos of it.

WIREFRAMES 4-6



- 5) Users can access any part of the app from here.
- 6) By selecting "My MakeupBag, users can access all of the products they own, and add or edit them.
- 7) The user's favorite products are indicated with a star.
- 8) A user's profile.

WIREFRAMES 7-9



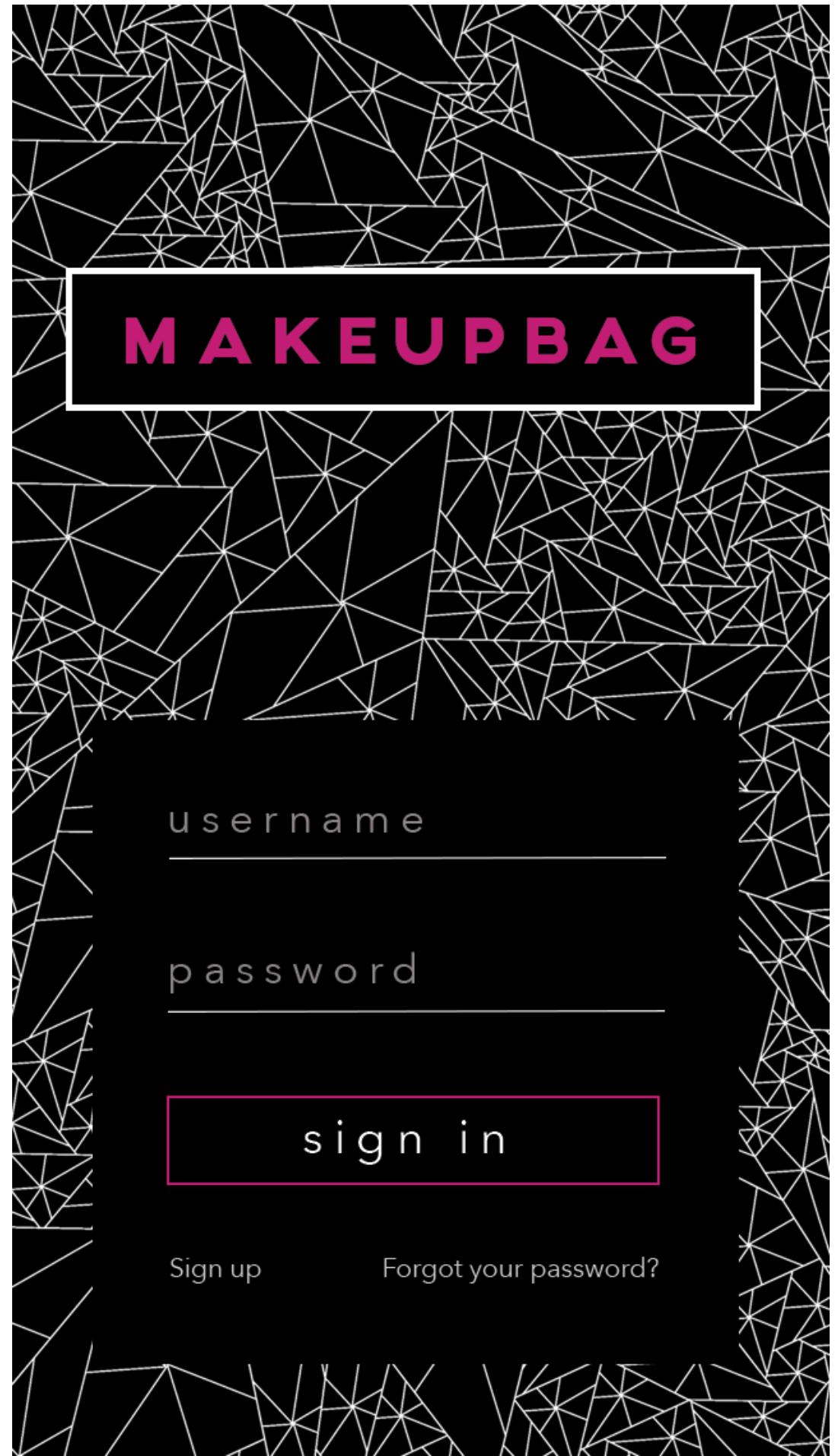
- 9) Users can quickly find products in their MakeupBag by filtering the products by their uses.
- 10) Users tap each product to add it to the MakeupBag of a particular post.
- 11) Once the user has selected the products, they press this button to add them to a certain post.
- 12) By double tapping on a product, users can rate the different factors of that product. They can also see the public's overall rating.

EDITS

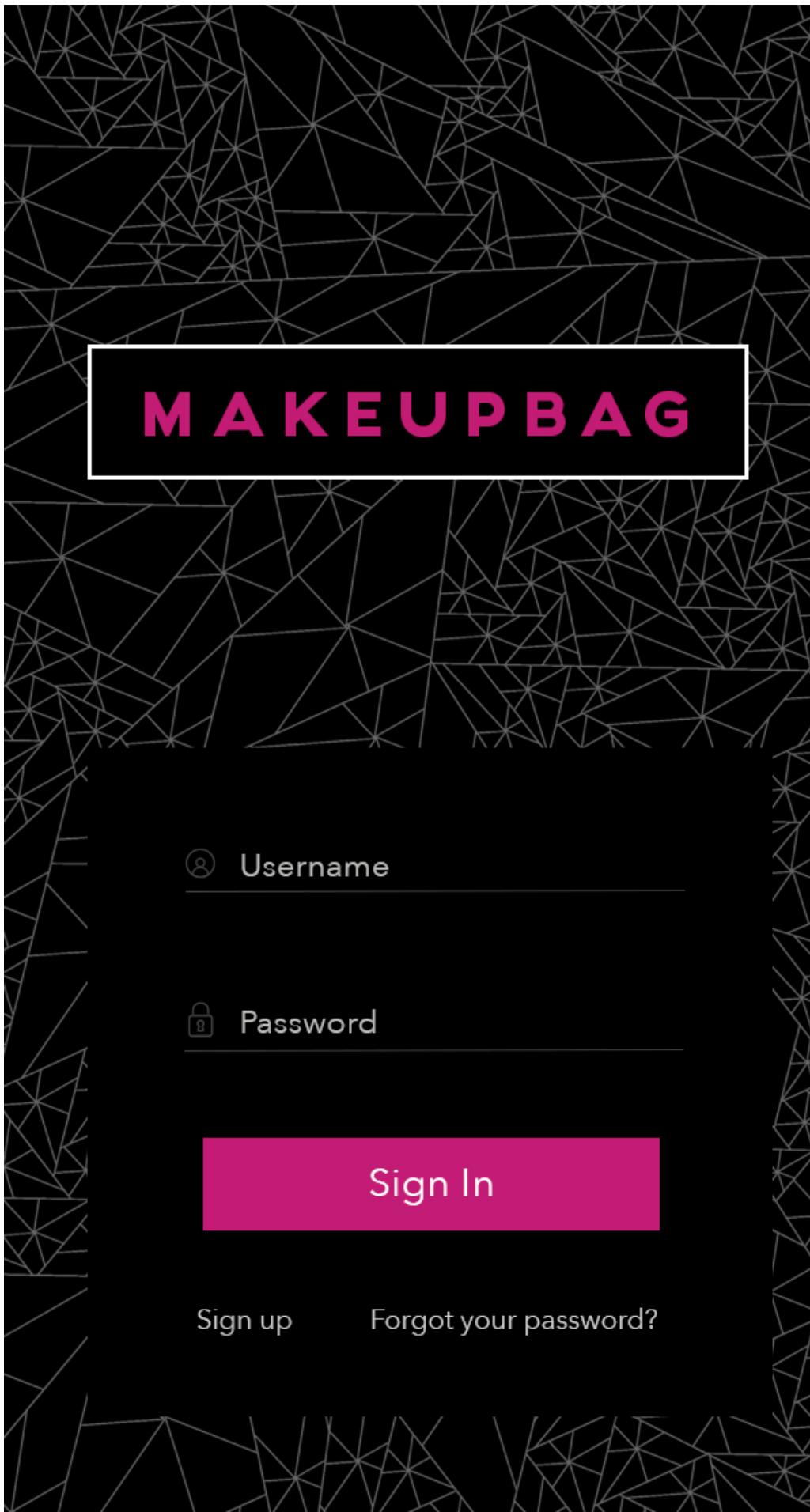
EDITS INTRODUCTION

I first designed Makeupbag for a class during my Sophomore year of college. When I was getting my portfolio together at the end of my Senior year, I decided to go through old projects to see if there was anything I could include or improve. Makeupbag was always a great concept to me even though the designs from two years earlier were not up to my current design standards. I decided to go through each and every comp and improve them. The difference between each is a great example of my development as a designer over the years.

LOG IN PAGE



2014

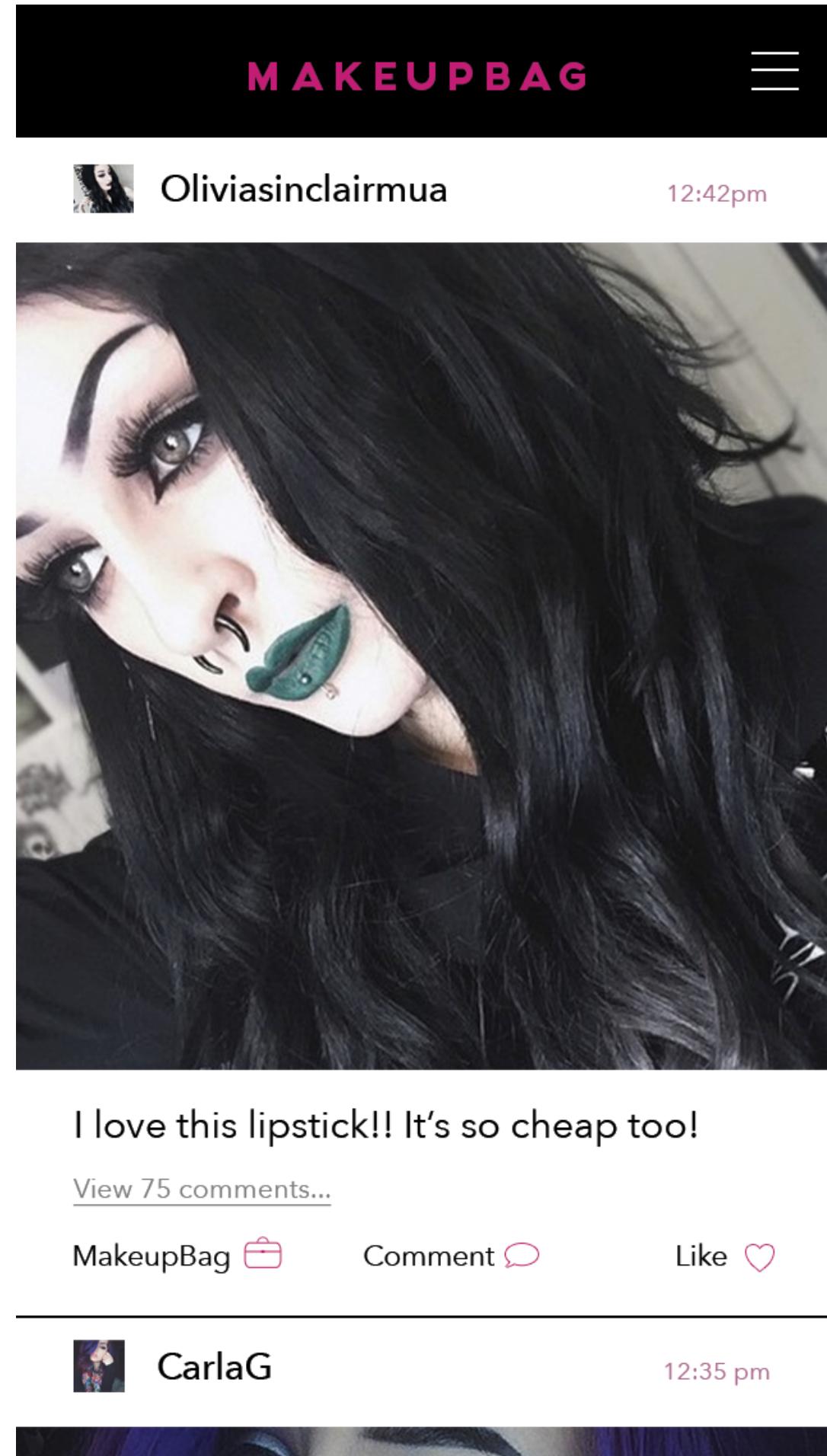


2016

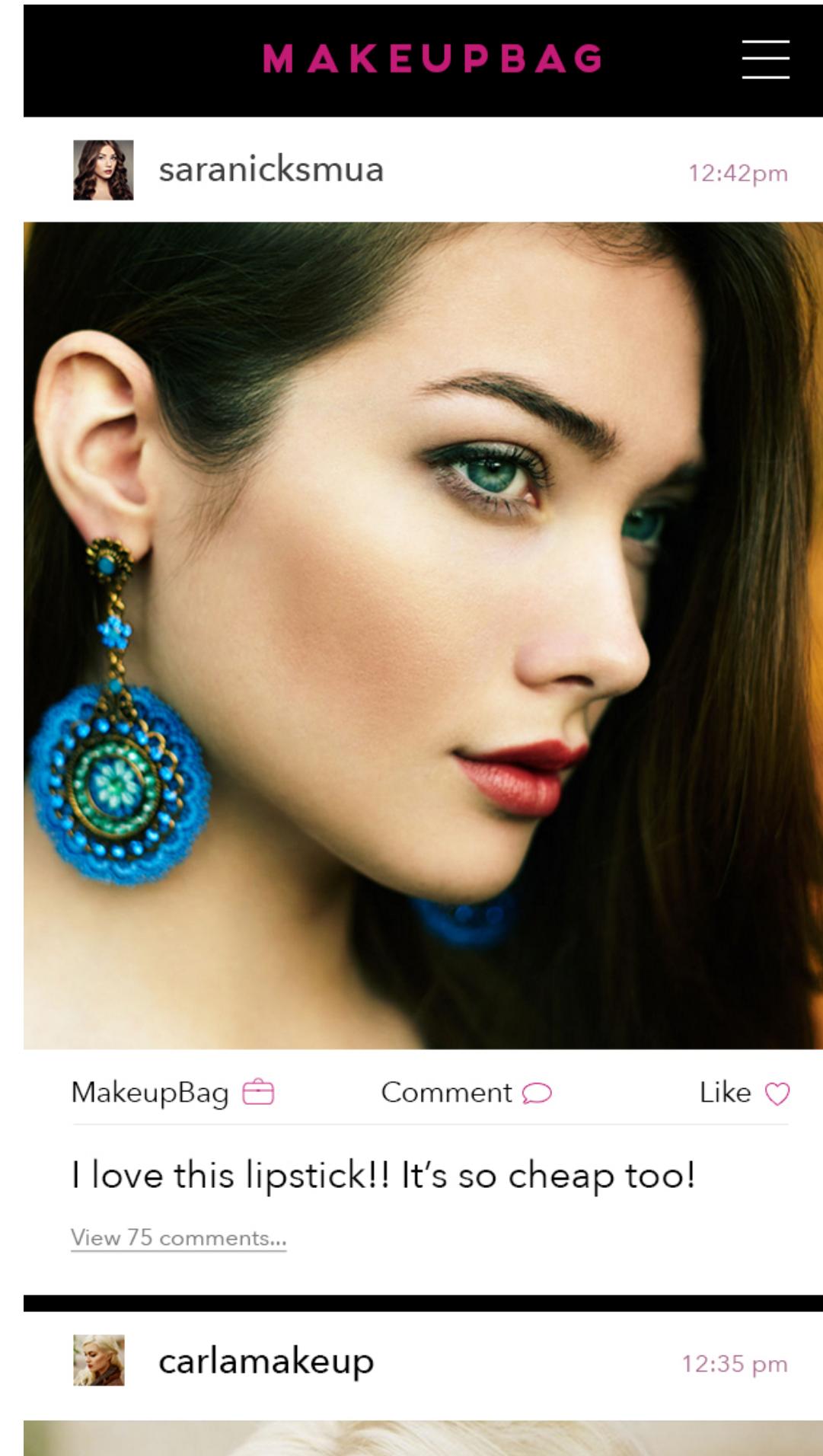
I always liked the look of this login page but I made a few adjustments in order to clean it up.

- **Reduce background opacity-** because the background is so busy, it interfered with the text.
- **Reduce type size and tracking**
- **Reduce size of Sign in Button and fill pink-** This gives the button more focus on the page.

HOME PAGE



2014

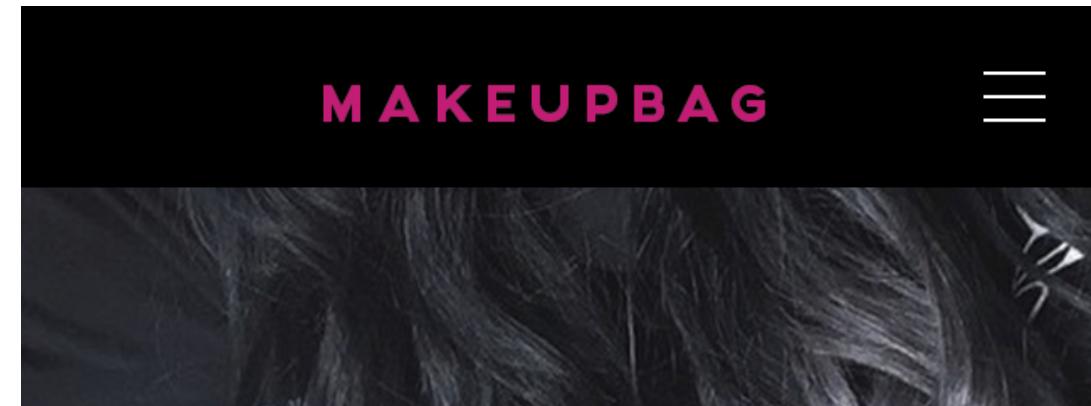


2016

Overall I thought this page was a bit too cramped and the format was confusing.

- **Increase space between posts-**
Adding space between each post makes it much easier to read
- **Move buttons above captions** - The buttons are more important than the caption so the user should see them first. The buttons under the caption also makes it easier for users to mistake them for part of the caption.

POST DETAILS



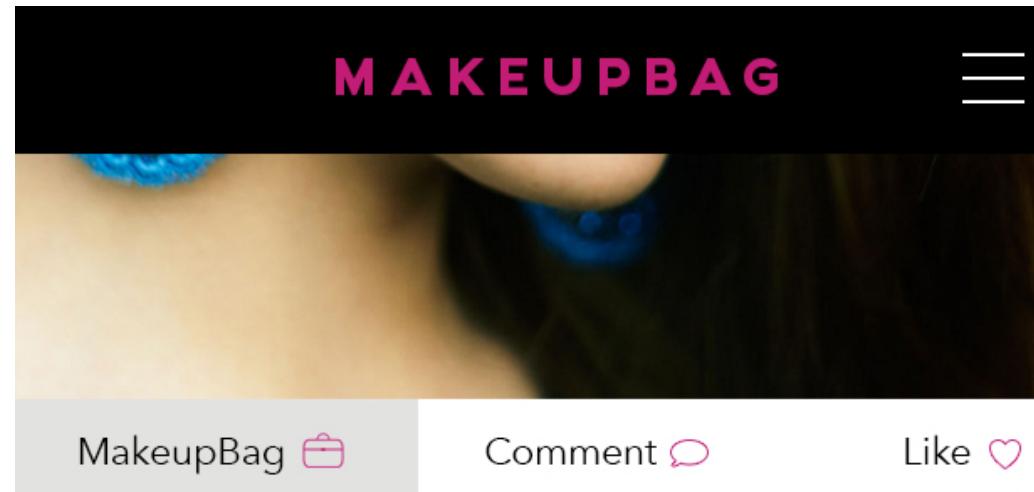
I love this lipstick!! It's so cheap too!

[View 75 comments...](#)

Comment Like

MakeupBag	
Rimmel Stay Matte Foundation 001 Ivory	>
LASplash Cosmetics Smitten Liptint 14307 Nagini	>
NYC Liquid Eyeliner 887 Black	>
Kat Von D Innerstellar Palette Night Crawler, Dios, Killing Moon	>
Anastasia Beverly Hills Dipbrow Granite	>
ELF Mineral Face Primer Lavender	>

2014



I love this lipstick!! It's so cheap too!

[View 75 comments...](#)

Too Faced Born This Way Foundation Vanilla	>
Essence Longlasting Lipstick Coral Calling 01	>
Urban Decay 24/7 Eye Pencil Perversion	>
Urban Decay Naked2 Palette Pistol, Tease, Verve	>
Anastasia Beverly Hills Dipbrow Soft Brown	>
Milani Baked Blush Luminoso	>

I love this lipstick!! It's so cheap too!

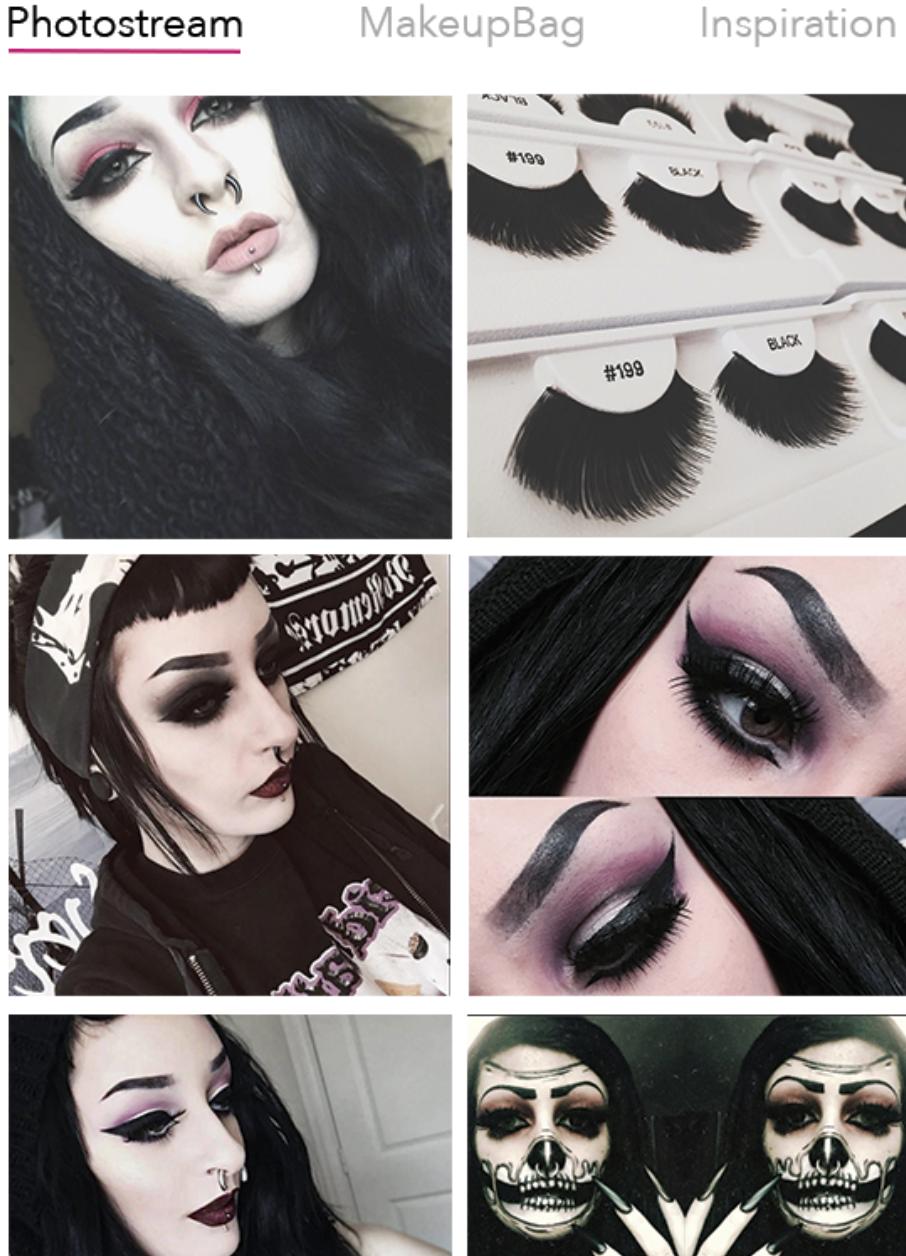
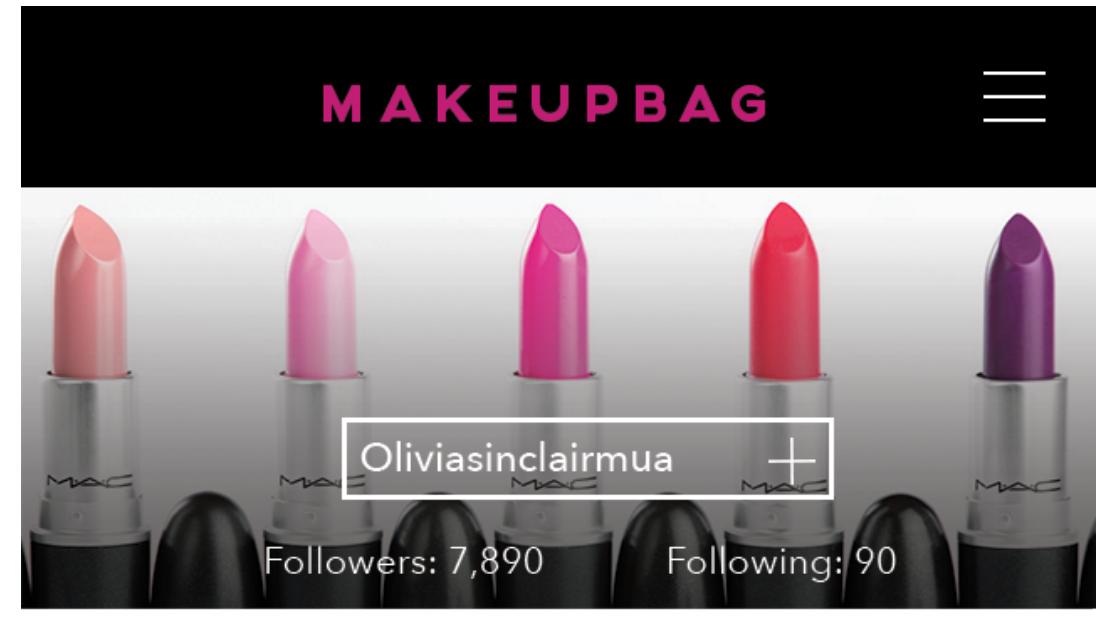
[View 75 comments...](#)

2016

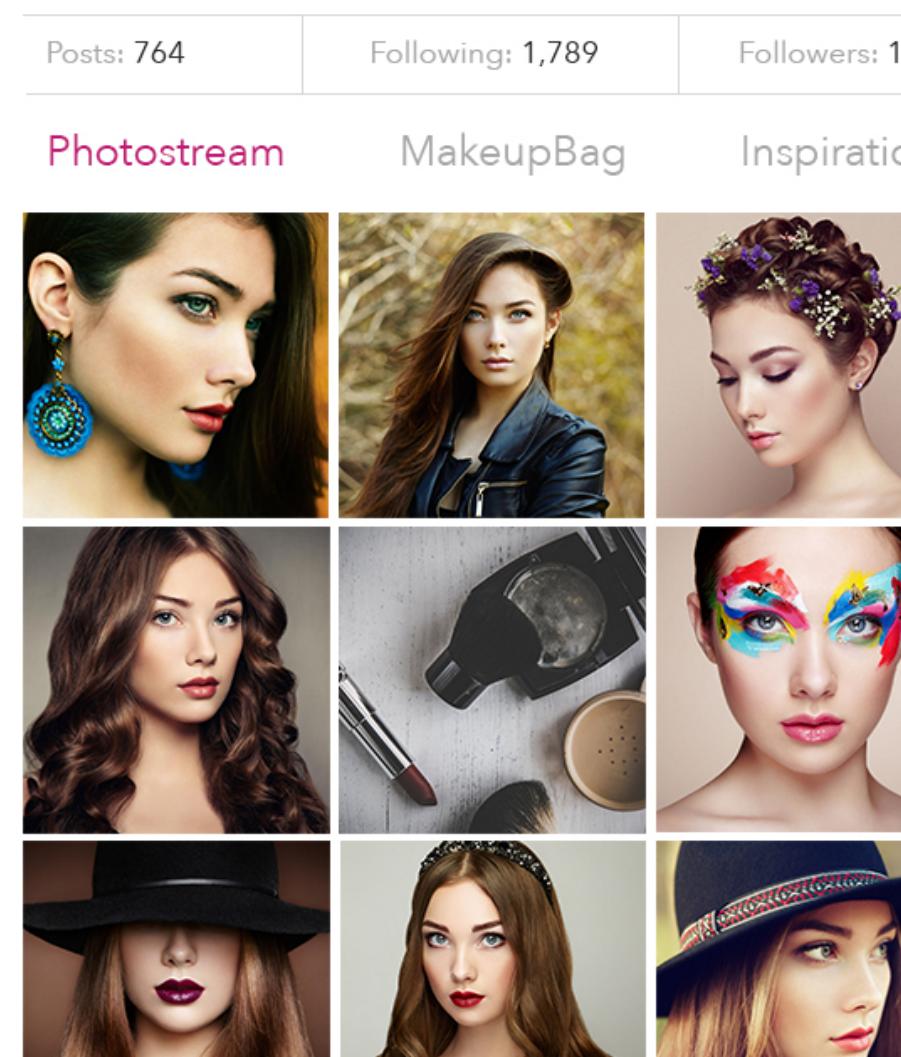
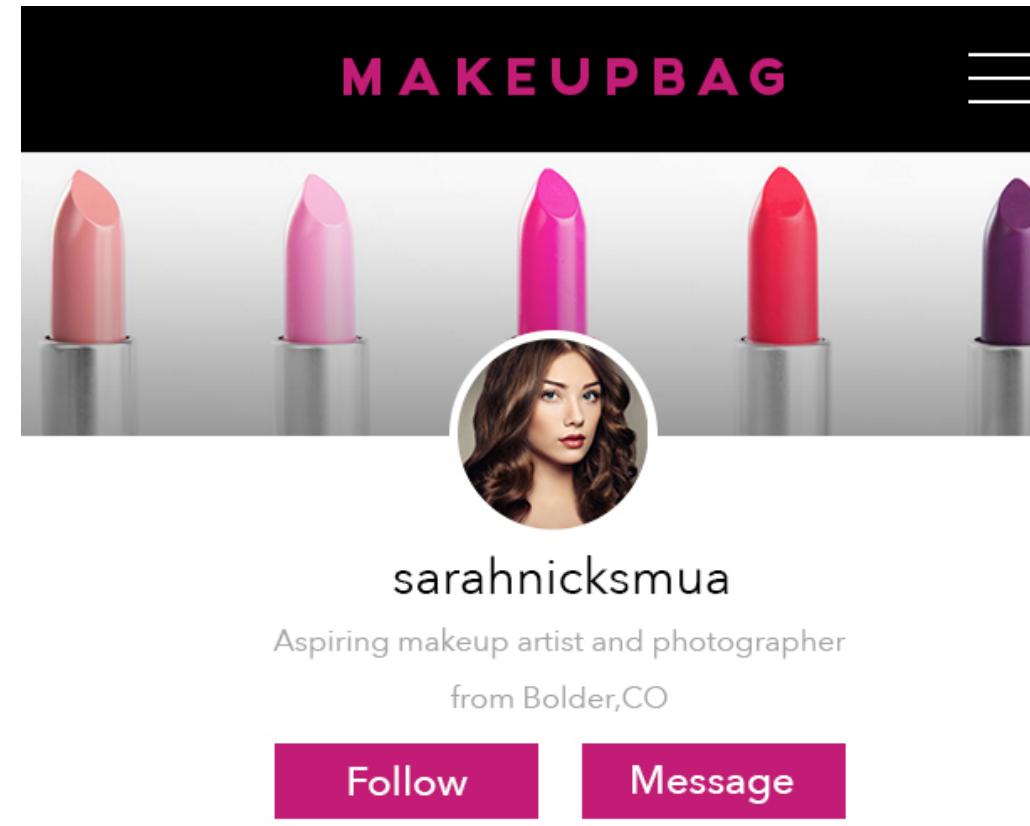
The main issue with this element was wasted space.

- **Keep selected button in line with the others-** Dropping the selected button beneath the others only confuses the layout of the page and wastes the space where the button was before.
- **Remove frame around products -** Framing the products looks awkward and wastes space in the margins.

USER PROFILE



2014

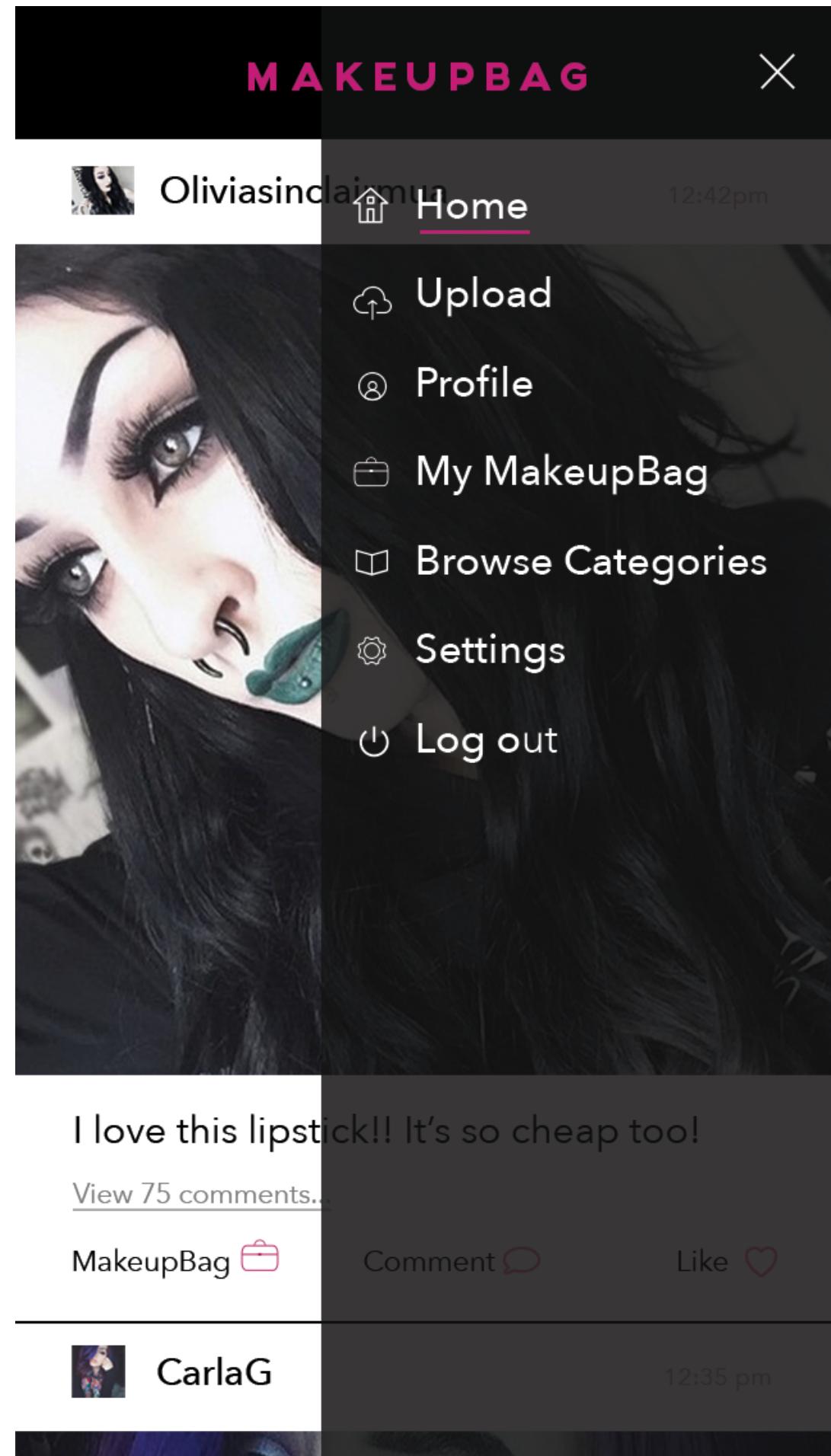


2016

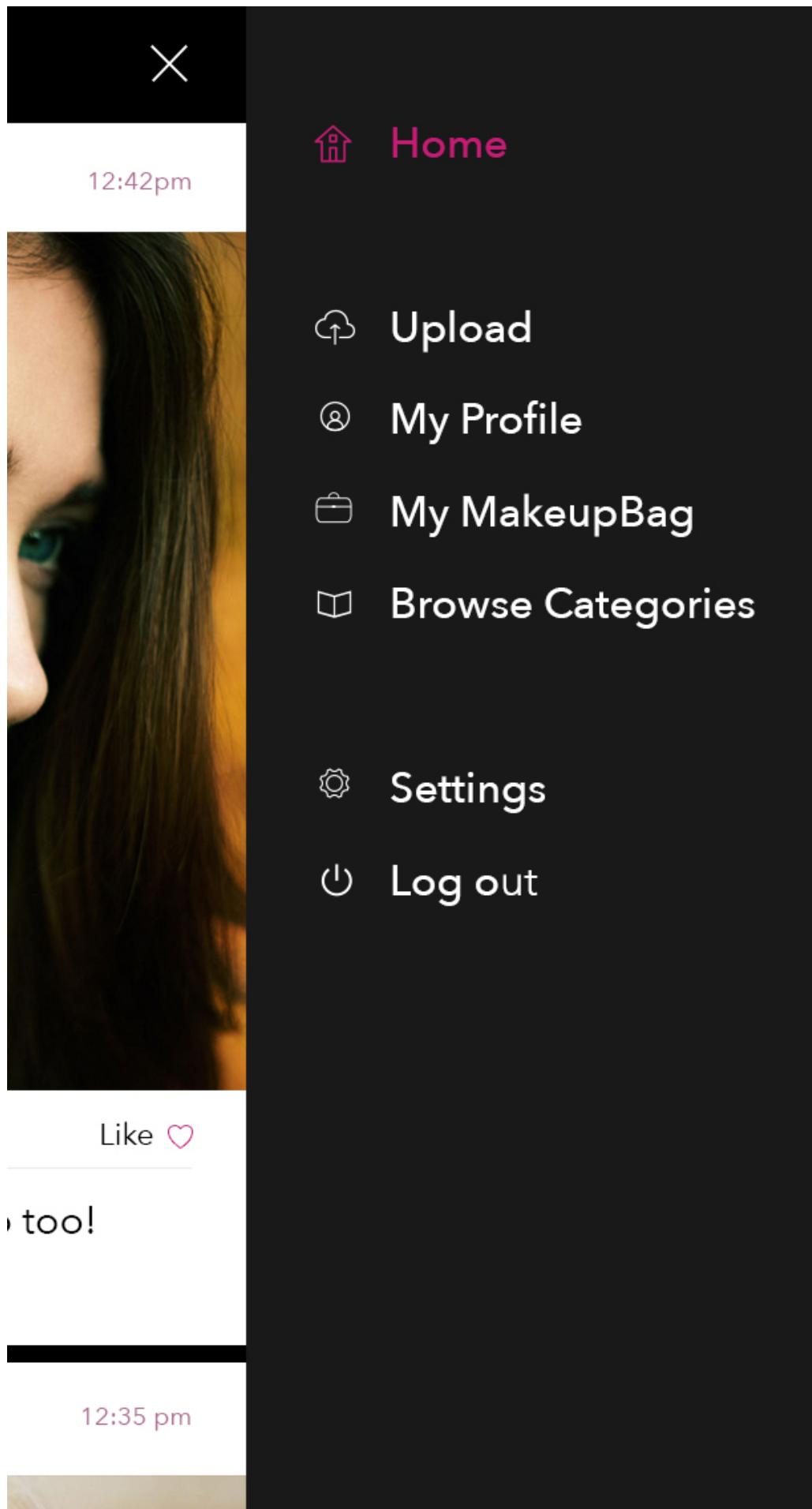
The user profile page was missing a few details and didn't look very cohesive.

- **Add profile picture, message button and user caption-** These are all elements that we have become accustomed to seeing on profile pages in every social media platform.
- **Reduce size of photo thumbnails and add a third column-** There is no reason for the thumbnails to be as large as they are in the old comp. It is once again a waste of space.

APP MENU



2014

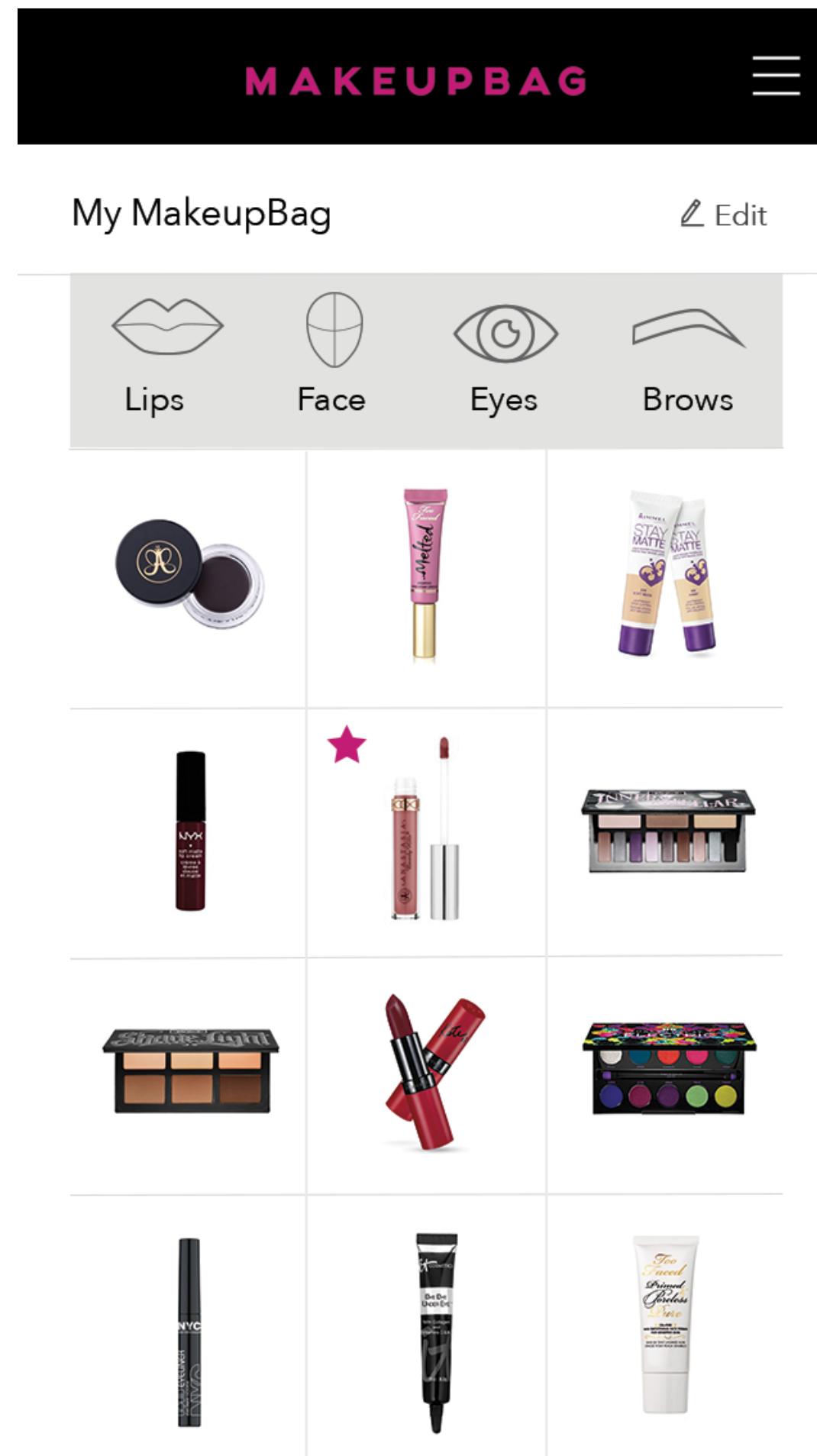


2016

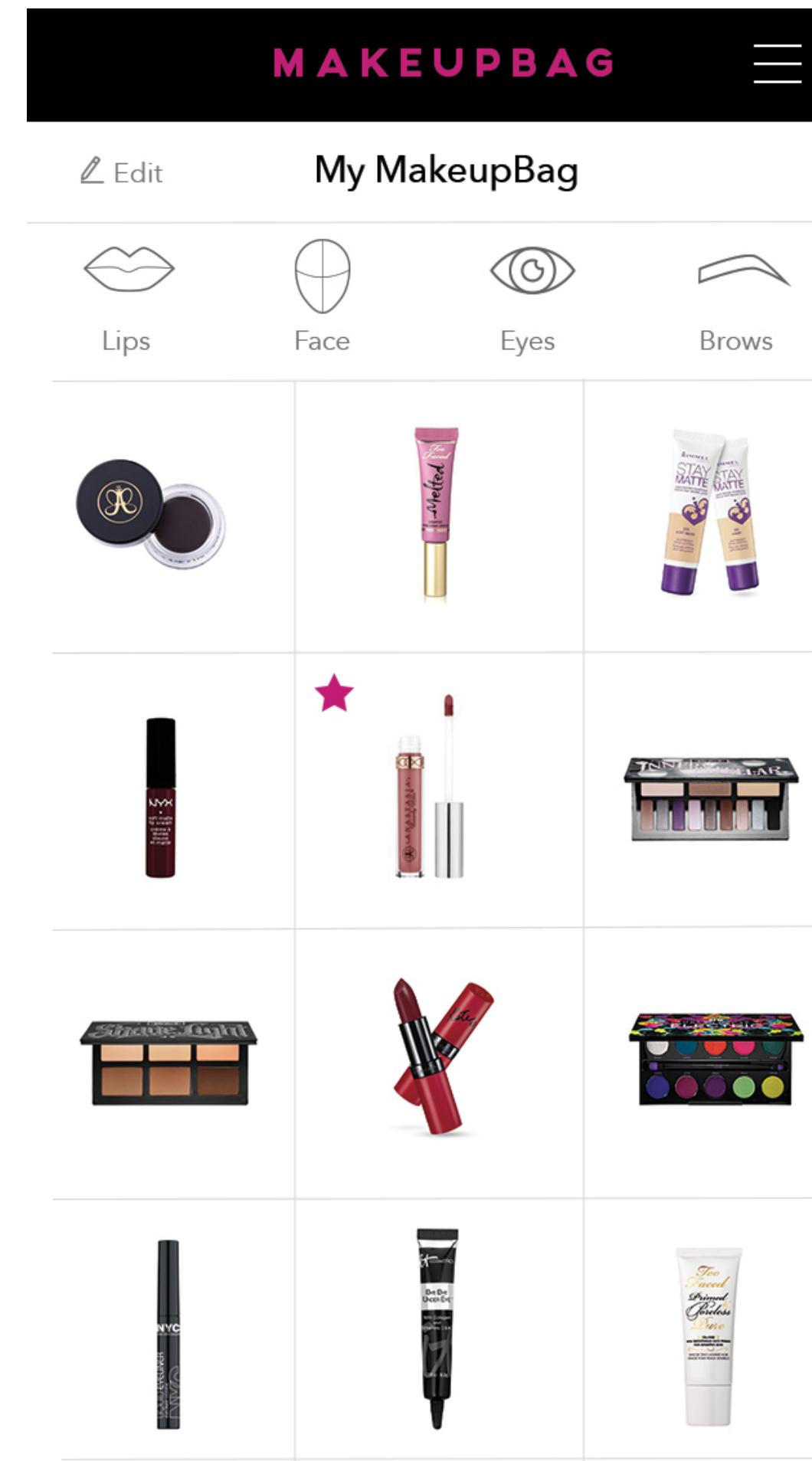
The original design of the menu was a bit cluttered and hard to read. I focused in spacing out elements and separating them from the rest of the app.

- **Slide the menu out from the side of the screen-** As an overlay, the menu is not separate enough from the other elements on the screen and it is hard to read.
- **Space out menu elements-** When the menu items are squished together it is hard to read.

MY MAKEUPBAG



2014

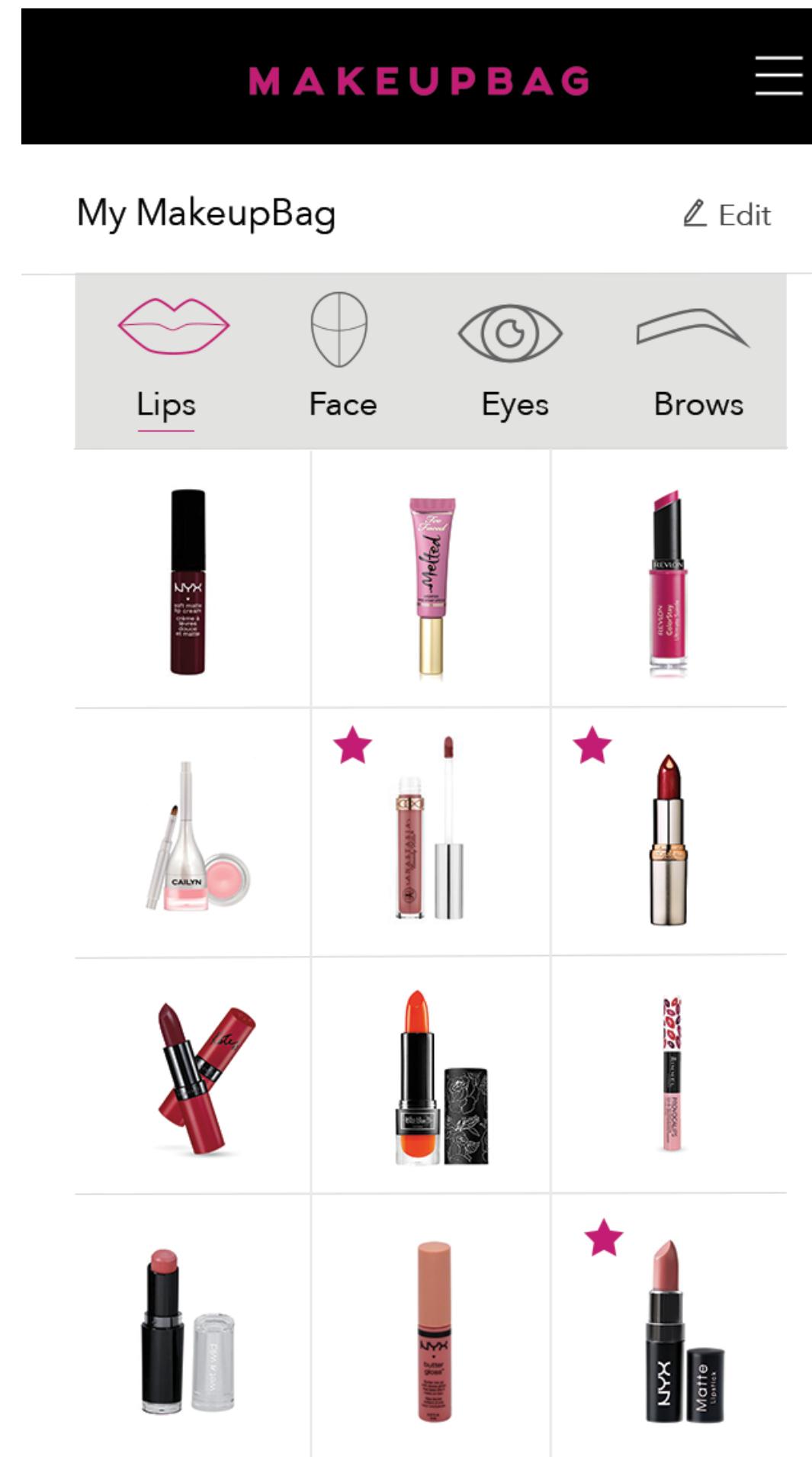


2016

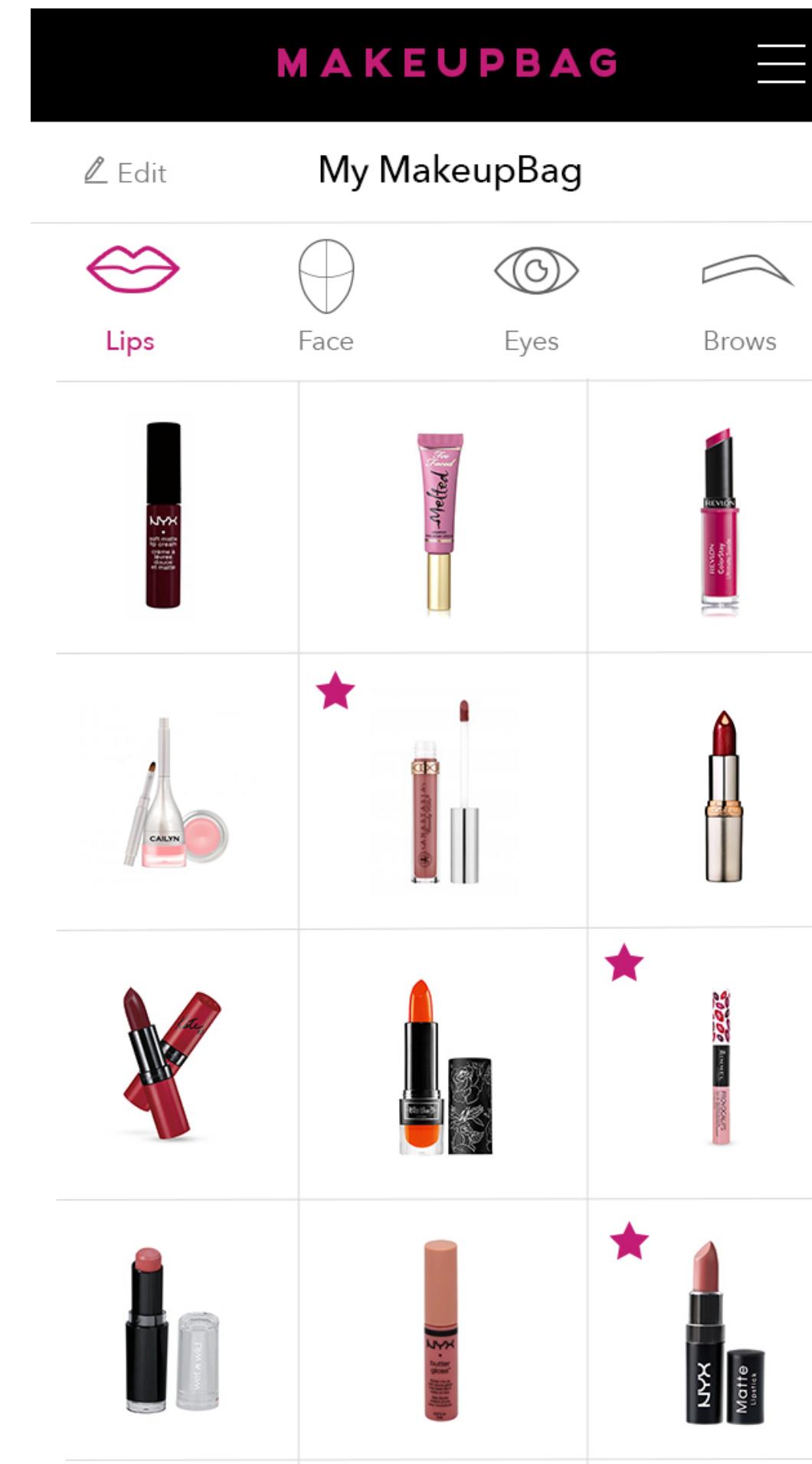
On this page I mostly focused on keeping the products the central focus of the page and clarify different parts.

- Remove grey background from filters- The grey makes it hard to understand what the filters are.
- Decrease space in header

FILTERED MAKEUPBAG



2014

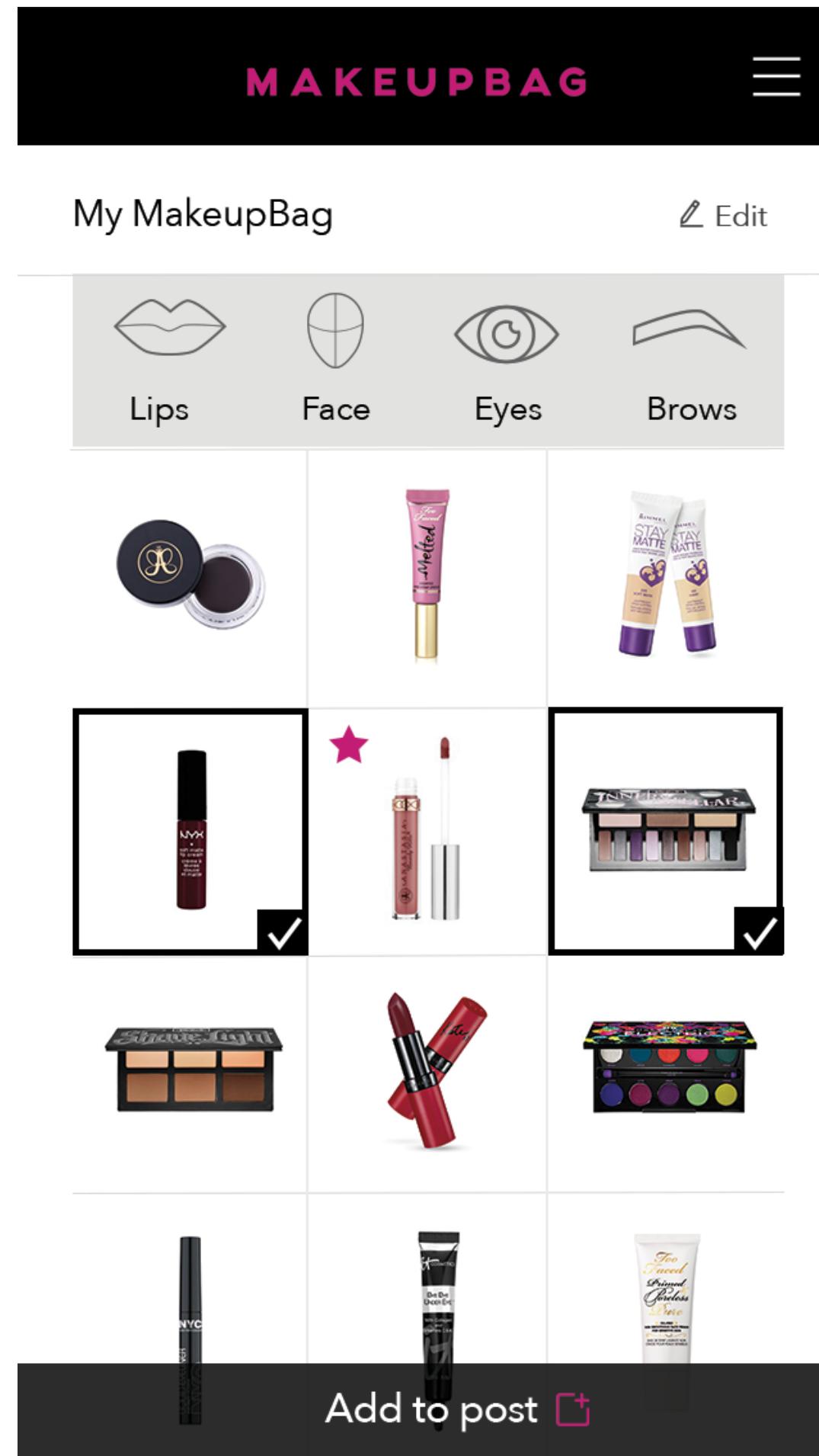


2016

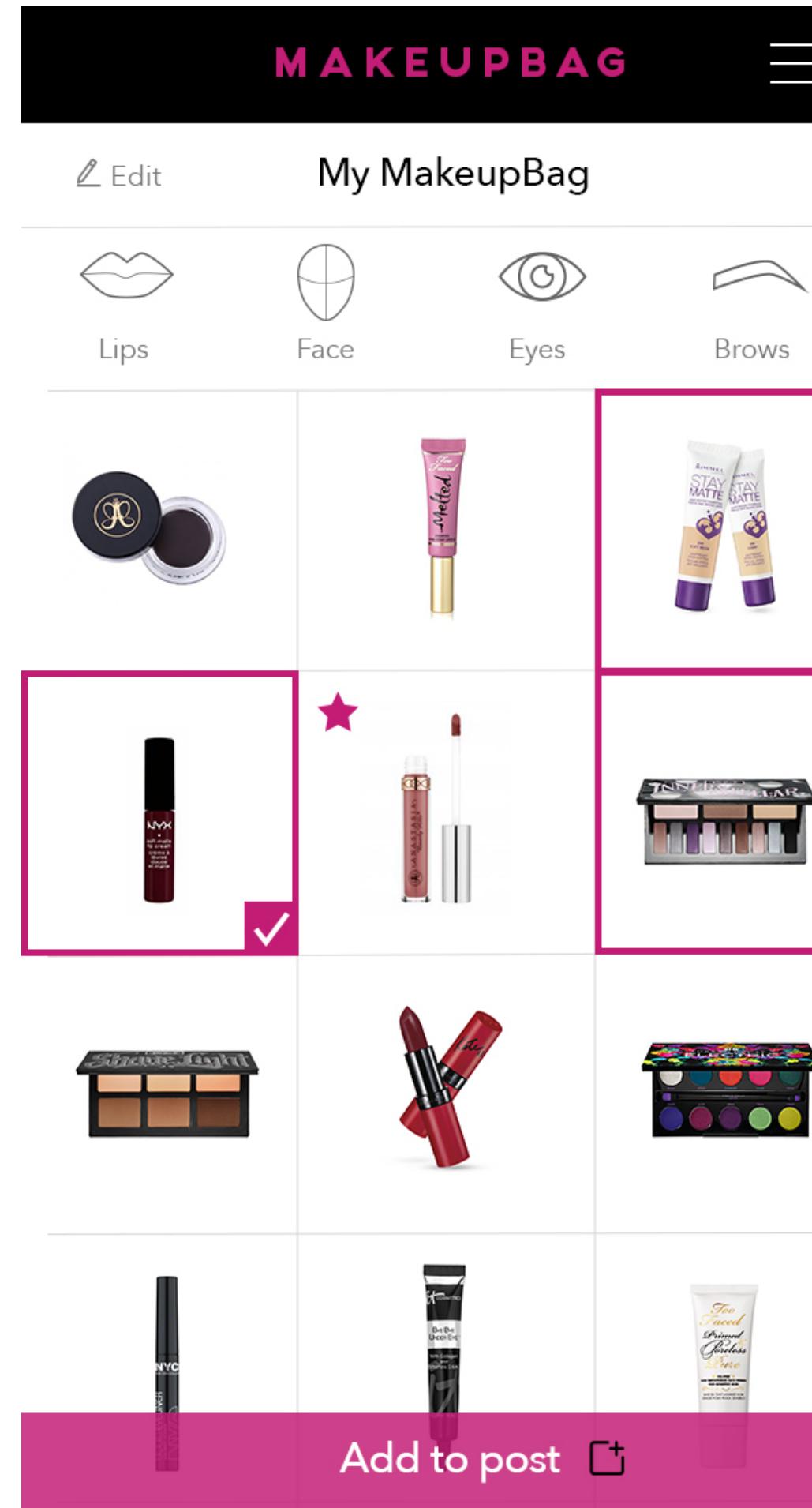
Since there is little difference between this page and the previous page, I didn't have to edit it very much.

- **Highlight the selected filter-** Having an underline under the selected filter title is unnecessary.

ADD PRODUCTS TO A POST



2014



2016

I was overall pretty happy with this page. It was just a matter of experimenting with different colors to increase contrast.

- Change highlight color to pink- Using pink as the highlight color allowed the selected products to stand out.

ADD PRODUCTS TO A POST



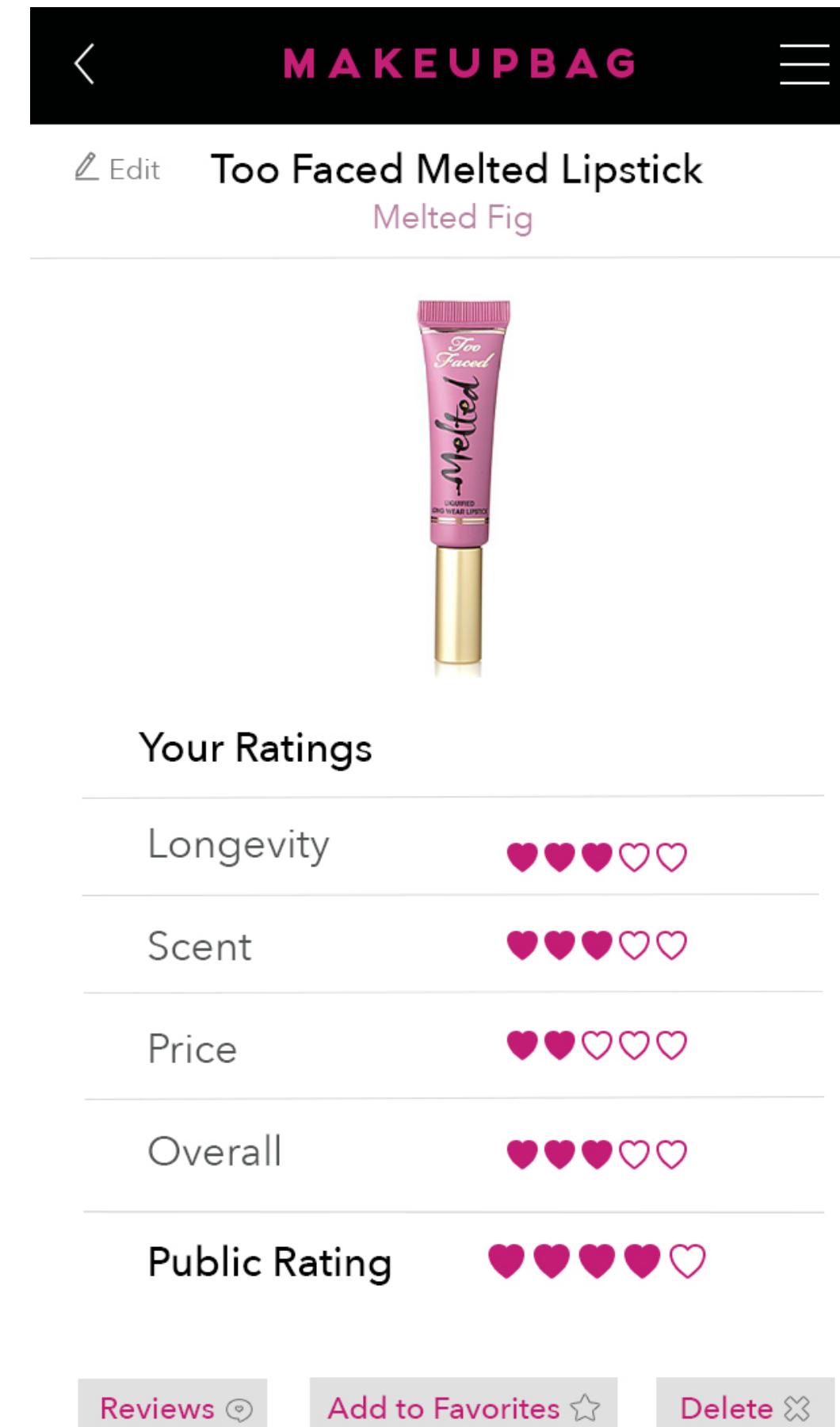
Too Faced Melted Lipstick
Melted Fig

Your Ratings:

Longevity:	★★★★★
Scent:	★★★★★
Price:	★★★★★
Overall:	★★★★★
Public Rating:	★★★★★

Reviews 0 Add to favorites  Delete 

2014



Too Faced Melted Lipstick
Melted Fig

Edit

Your Ratings

Longevity	★★★★★
Scent	★★★★★
Price	★★★★★
Overall	★★★★★
Public Rating	★★★★★

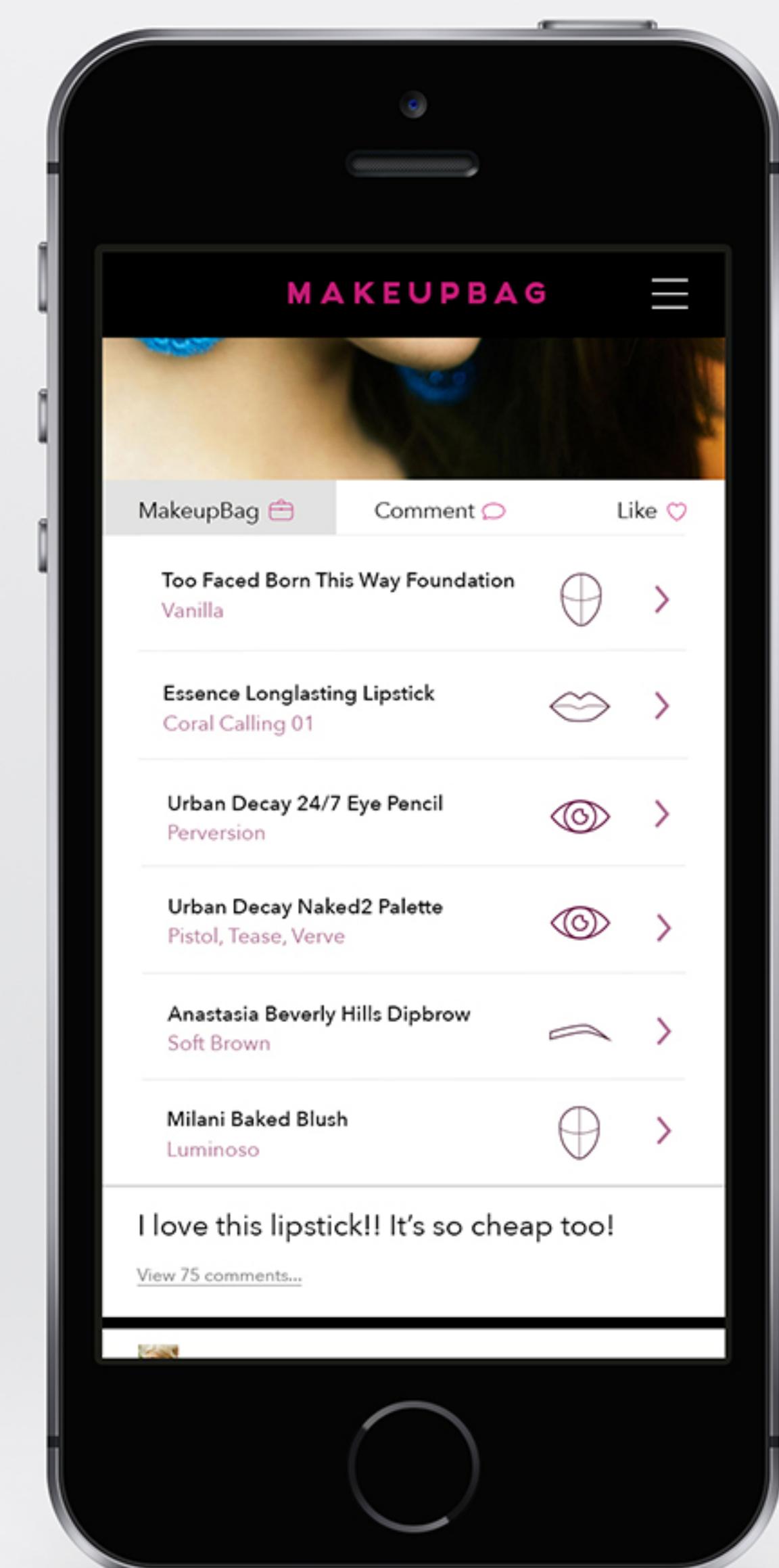
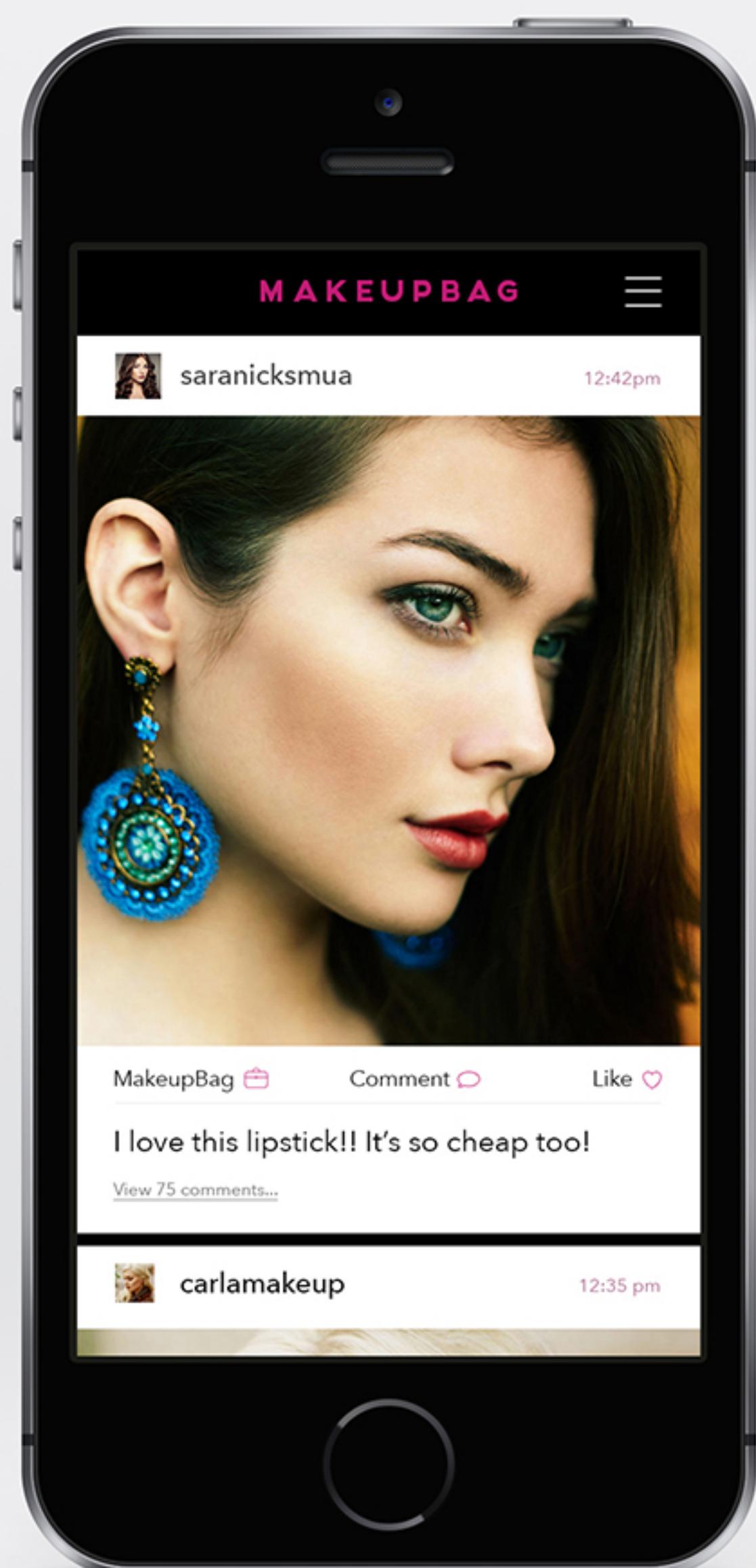
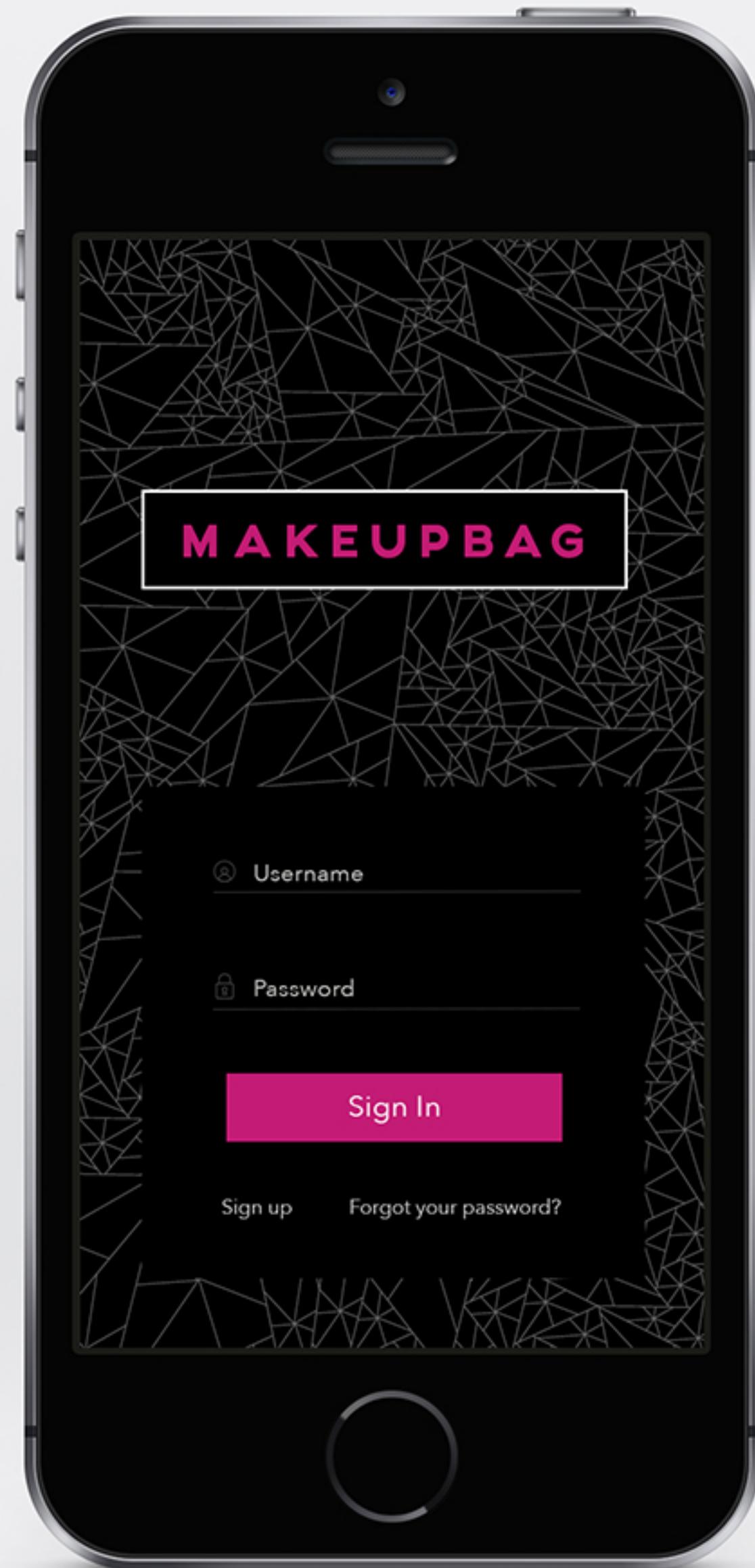
Reviews 0 Add to Favorites  Delete 

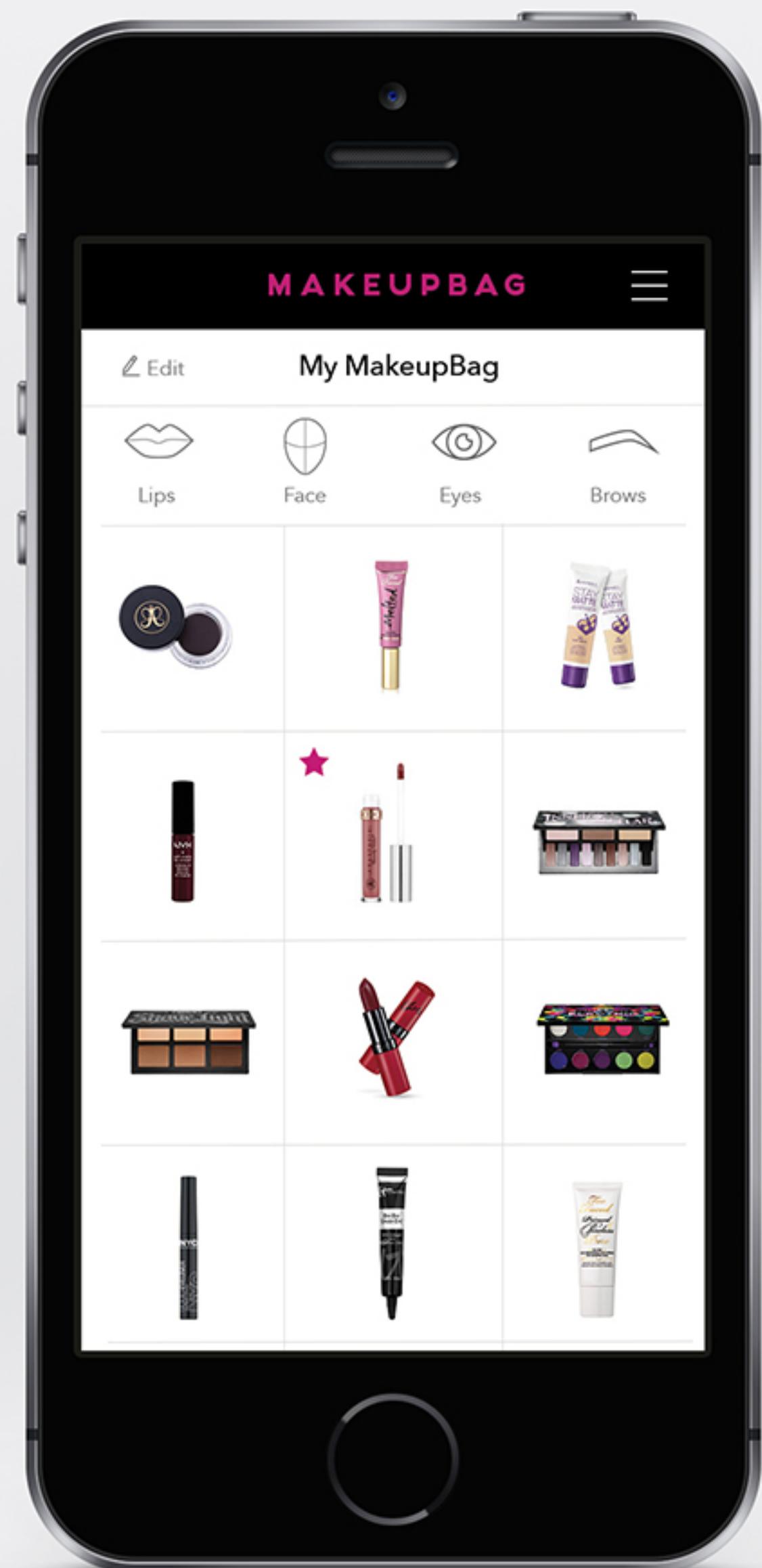
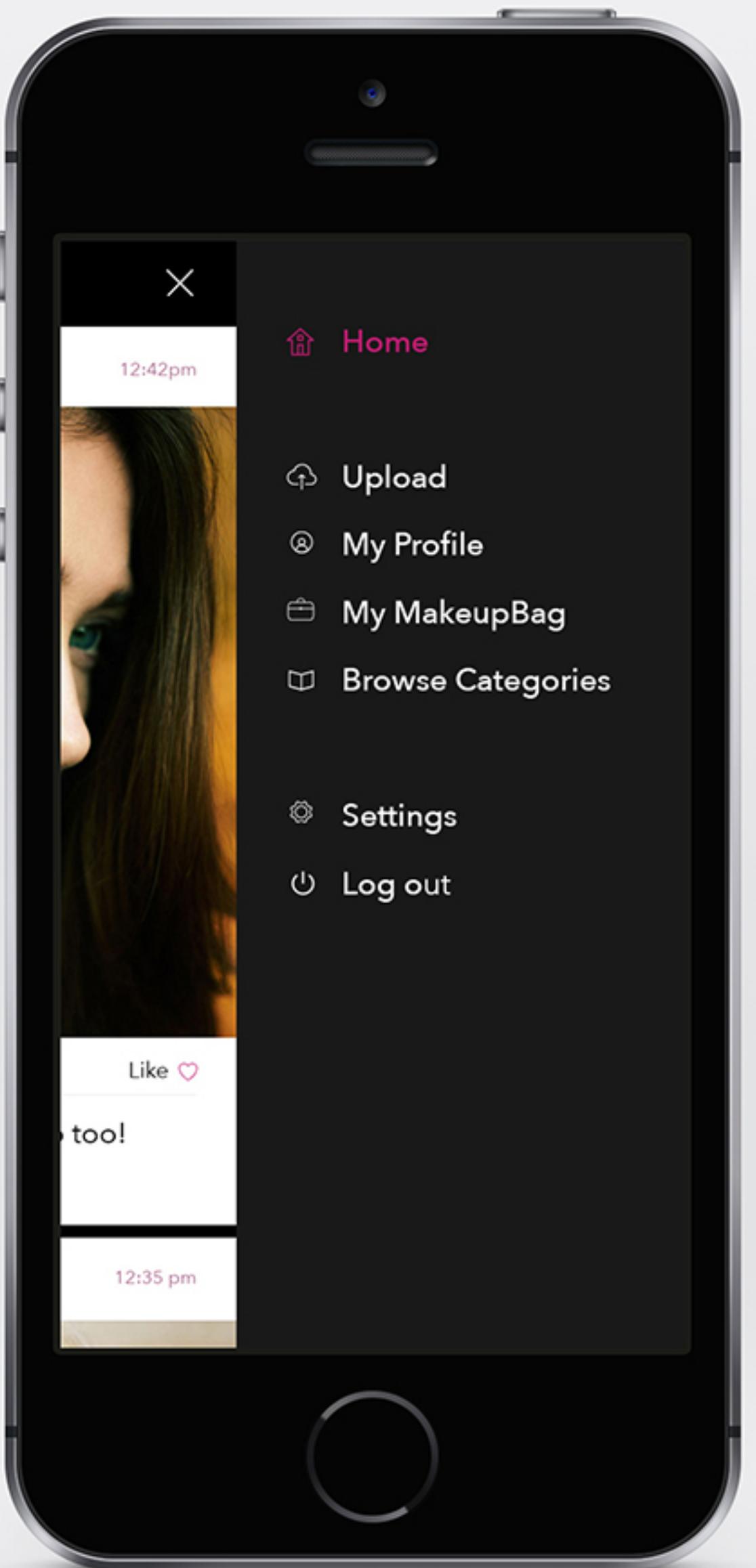
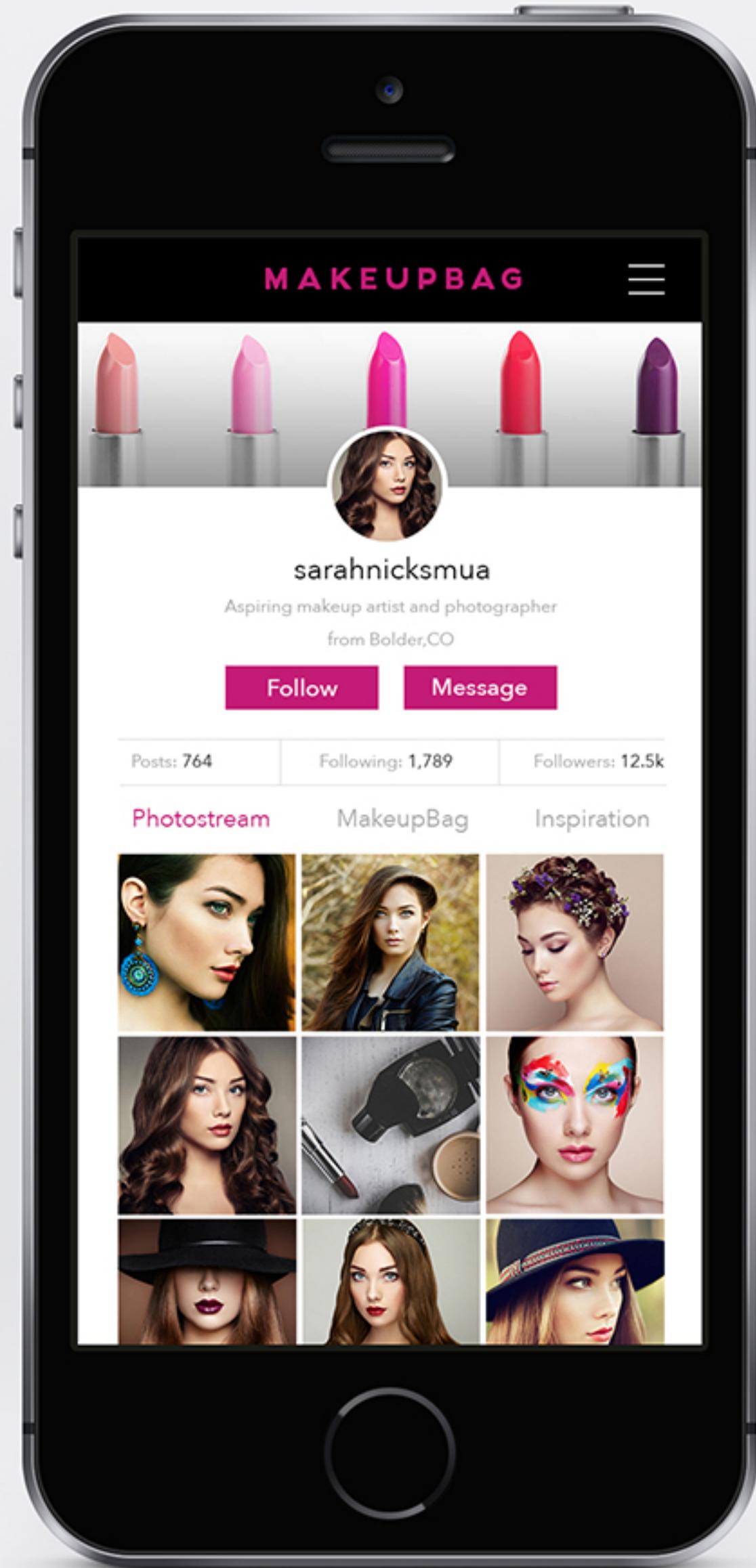
2016

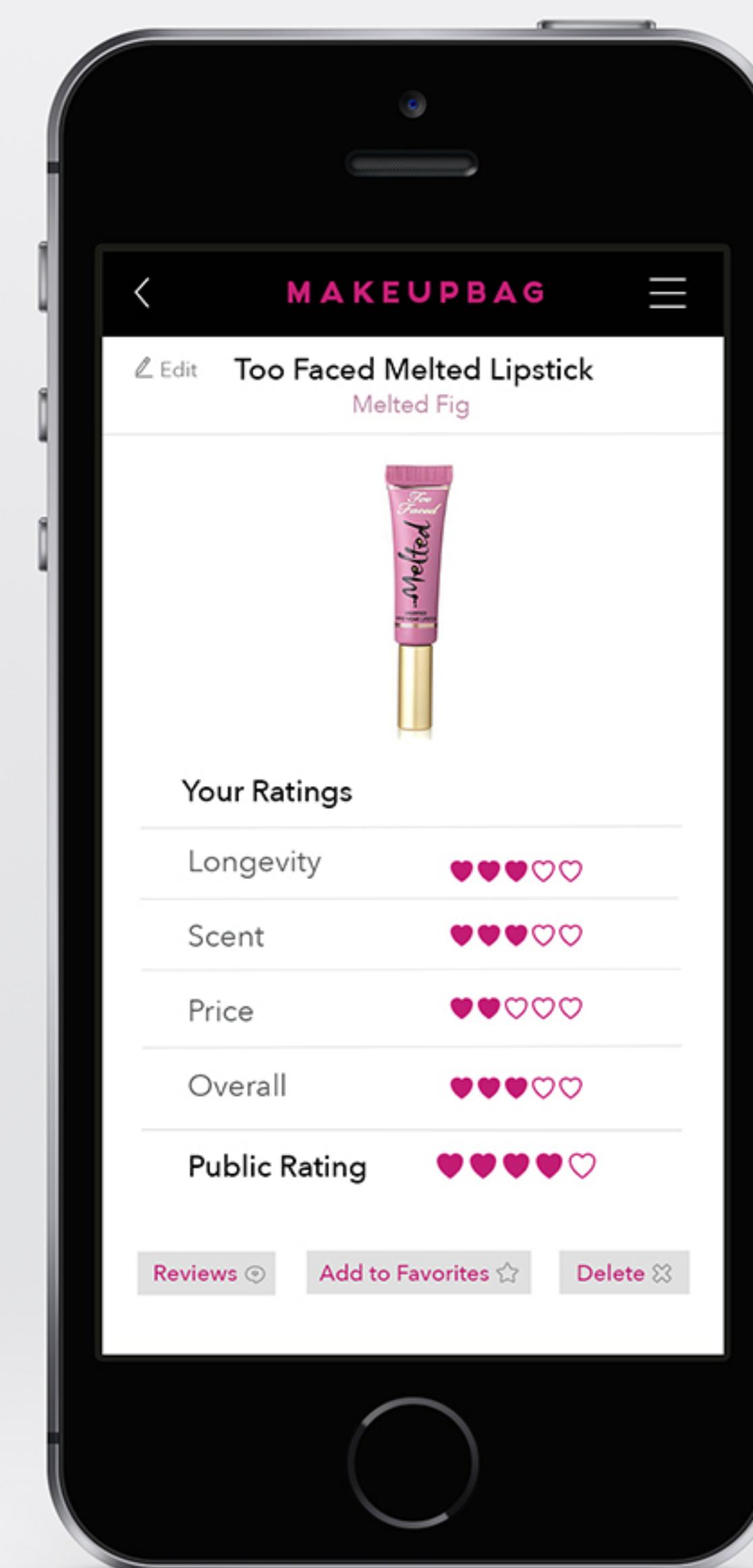
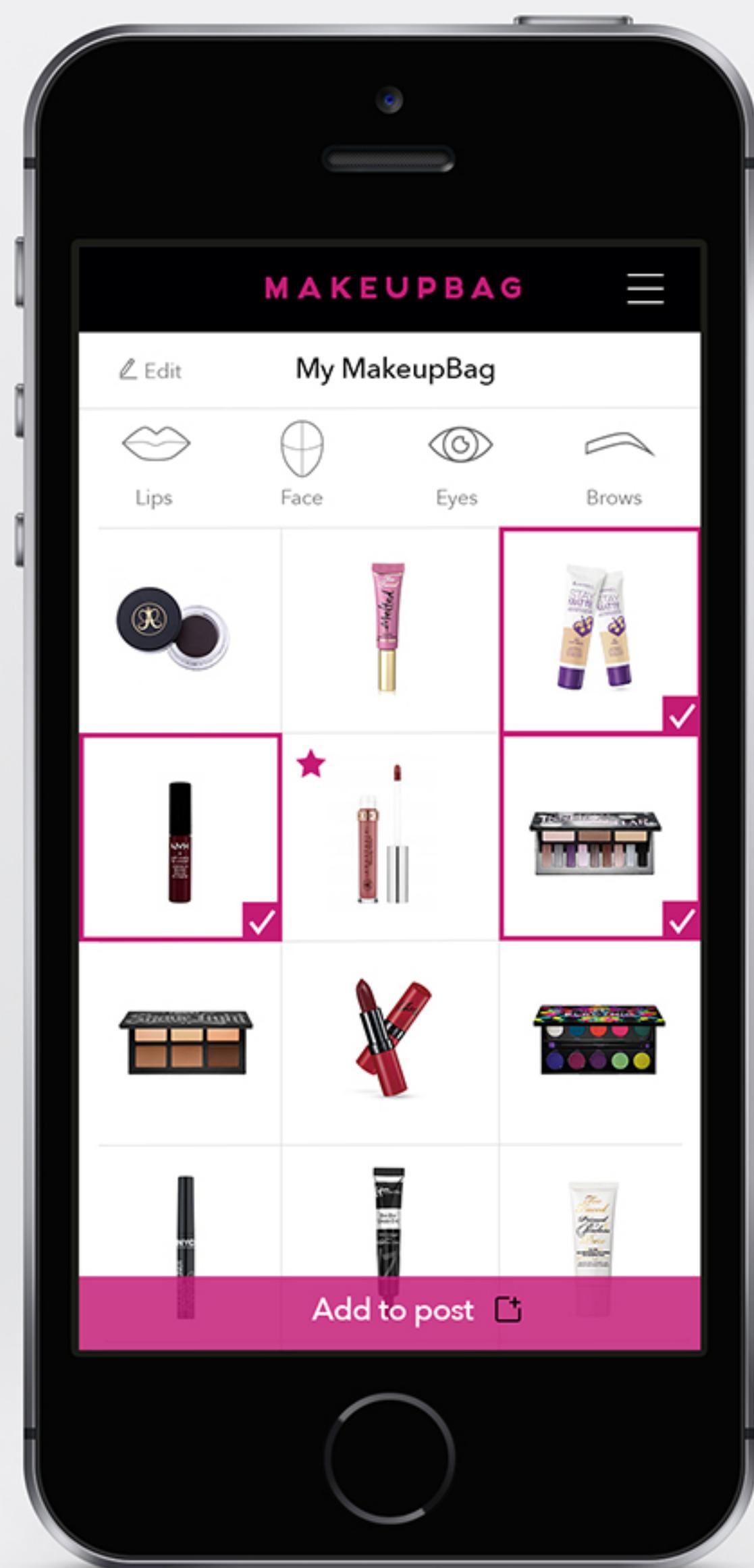
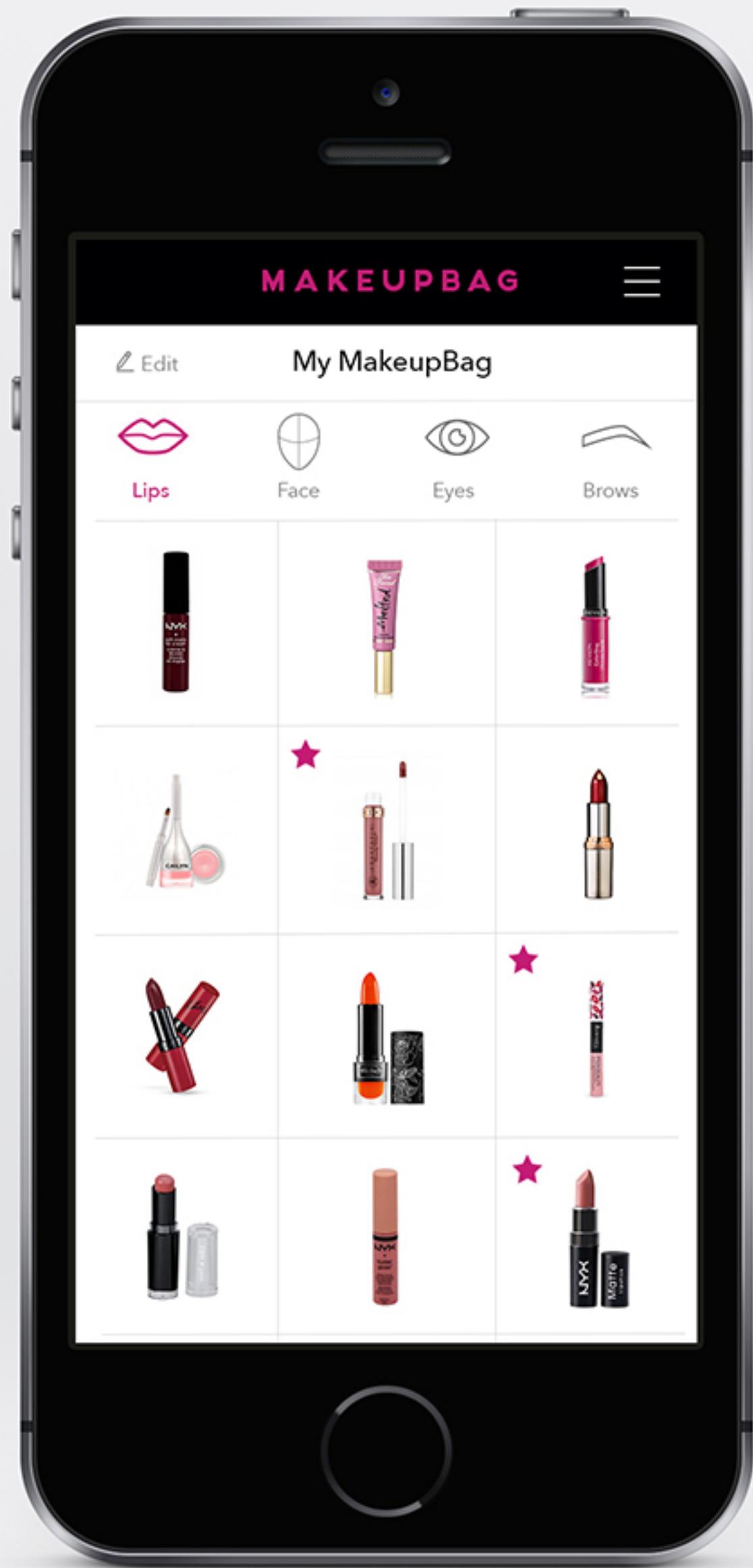
My main goal on this page was to clarify each specific element.

- **Change rating system to hearts-** It is unclear what the lipstick are trying to communicate. Hearts are often commonly used in rating systems and fit in with the feminine theme.
- **Add backgrounds around buttons-** Putting rectangles behind the buttons makes them more clearly buttons.

FINAL DESIGNS







THANK YOU