

beautify 

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Creating Beautify

Beautify came to life when I saw there was a gap in the market for a US-based luxury cosmetics webstore. Although there are other luxury beauty retailers that exist in the US such as Sephora and Ulta, they miss out on the consumers that desire luxury cosmetics goods from all over the world. This is where Beautify steps in.



Beautify's Start

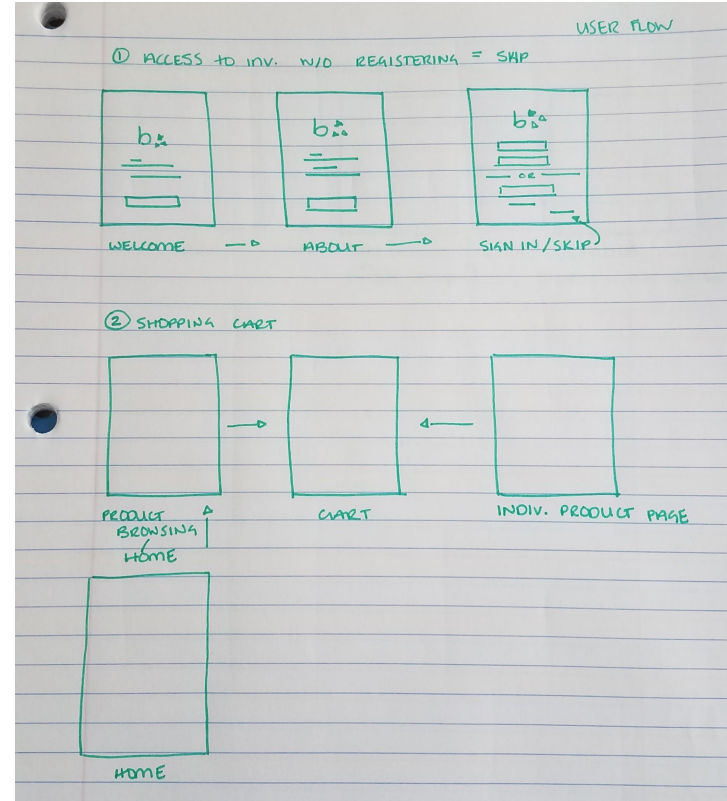
To appeal to the immediate gratification needs of the luxury consumer, Beautify was centered around four principles: the ability to have a shopping experience anywhere, swift checkout, easy searching filters, and a fast sign up.

To do this, however, Beautify also had to also be elegant, simple, and clean from a UI perspective. To visualize all these theories coming together, I created a rough draft of user flowcharts:

One for an easy sign up, easily accessible products, and one for checkout with many payment options.

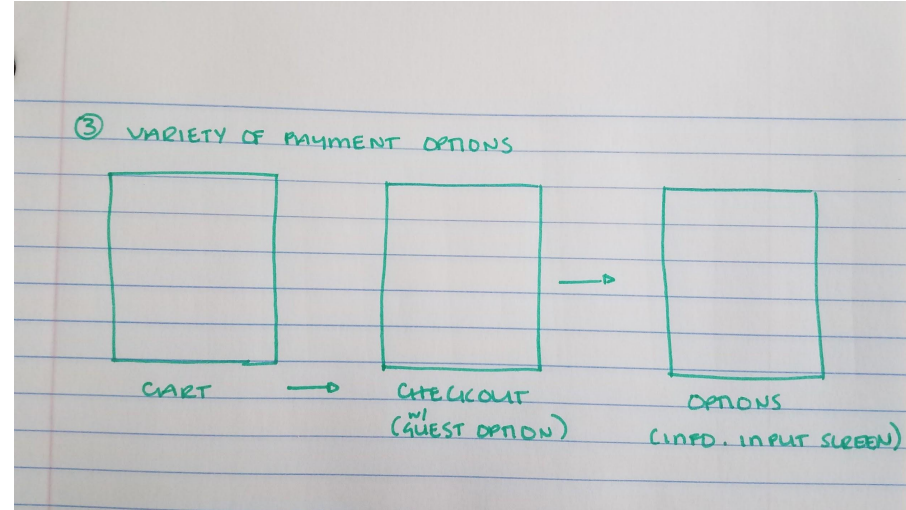
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1. Having a skip option and social media sign in during sign up allows users in a hurry to quickly grab the products they need without a hassle.
2. Having filters on both the search and product page allows users to find any product they desire.



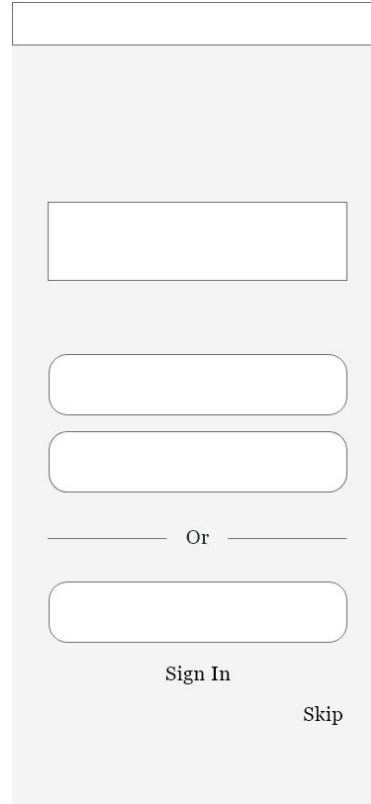
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3. Having many payment options makes the checkout process seamless, like the sign in option. It also creates a sense of familiarity with the app to the user since both processes mirror each other.

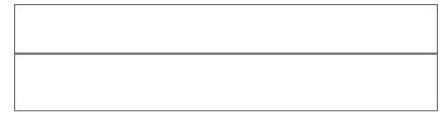


Wireframes

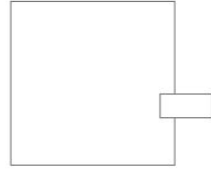
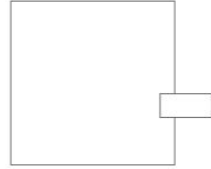
Once the flows were down, the wireframes came easier to mind. I created wireframes for each flow and built the rest of the remaining app pages around these flows, filling in any gaps I found in the process.



Sign In



User's Cart



Cart

Testing

With the wireframes finished, testing was on the way. I asked participants about my layout and checkout flow through the use of a working prototype to gain insight on any changes I needed to make.

Thanks to testing, I learned of a huge change I needed to make on my project for it to be successful.

Prototype Link:

<https://xd.adobe.com/view/0c21e42a-be7c-492a-683f-1231aa51a2a8-7a10/>

Issue	Error Rating	Suggestion(s)
Checkout Function Qty	1	If two items are added to the cart, it may be useful to have the qty. say 2 instead of listing each item individually.
Icon Size	1	I would make this plus sign smaller, it doesn't have enough space around it.
Colors	4	I would switch between the title color and text color - it is hard to read the green text but it could work better if it was used in the title color instead. Changing the colors of the background of the icon buttons to make them more appealing and easier to read.

Note:

0 = I don't agree that this is a usability problem at all

1 = Cosmetic problem only: need not be fixed unless extra time is available on project

2 = Minor usability problem: fixing this should be given low priority

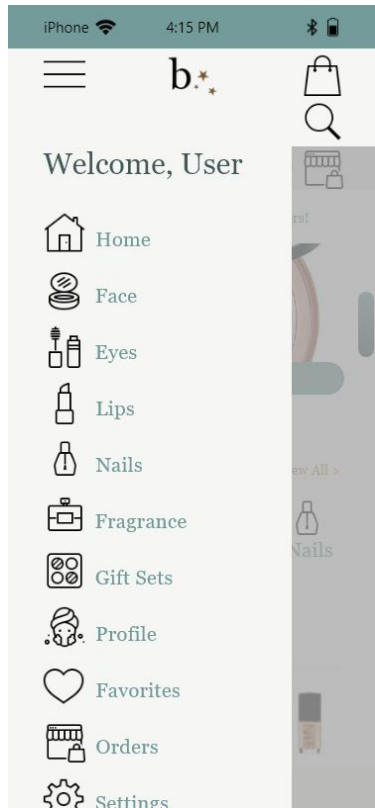
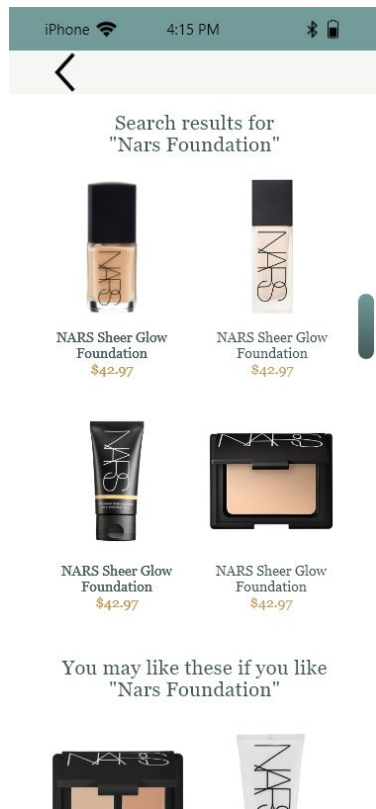
3 = Major usability problem: important to fix and should be given high priority

4 = Usability catastrophe: imperative to fix before product can be released

Colorblind

Turns out my original colorstory was too hard to read for users and my icons, while easy to press, were a tad too large.

Thanks to testing I scrapped my old colorstory and went an entirely new route.



Colorblind

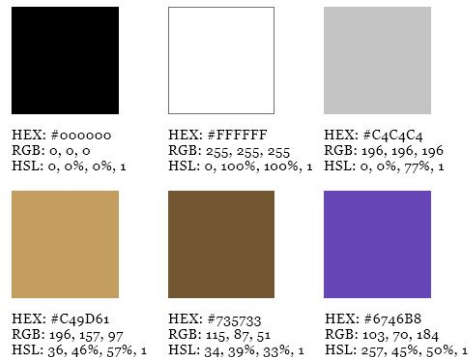
Turns out my original colorstory was too hard to read for users and my icons, while easy to press, were a tad too large.

Thanks to testing I scrapped my old colorstory and went an entirely new route. I decided to keep the gold but go for a more stark contrast to aid in reading- a black, white, and gold with a royal purple accent to convey luxury.

Before



After

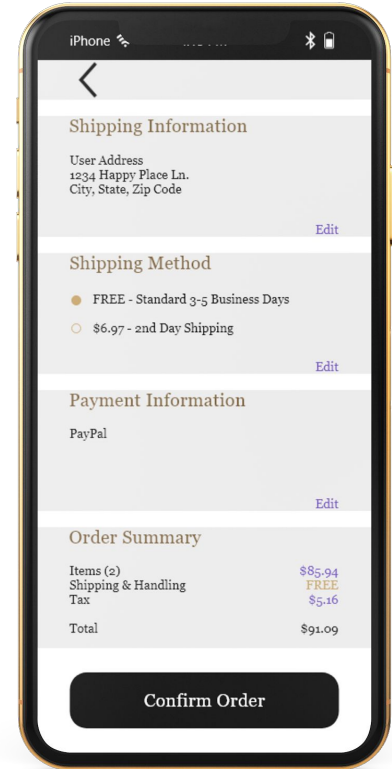
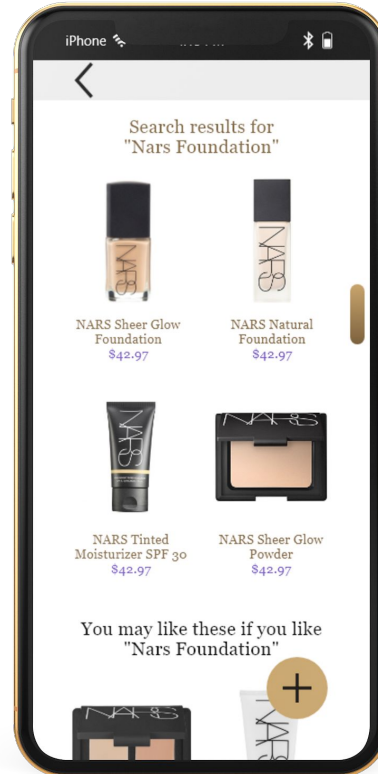
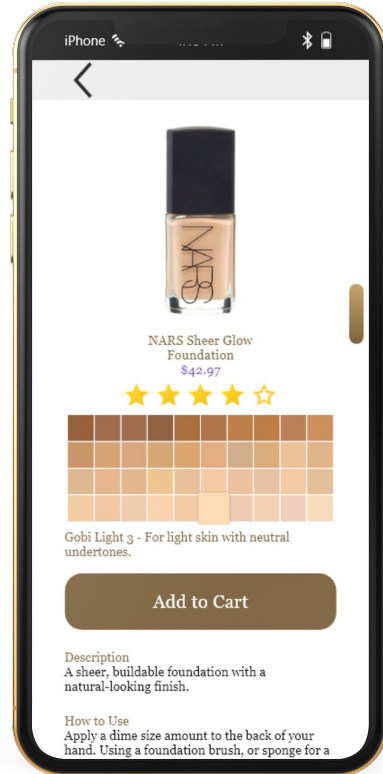
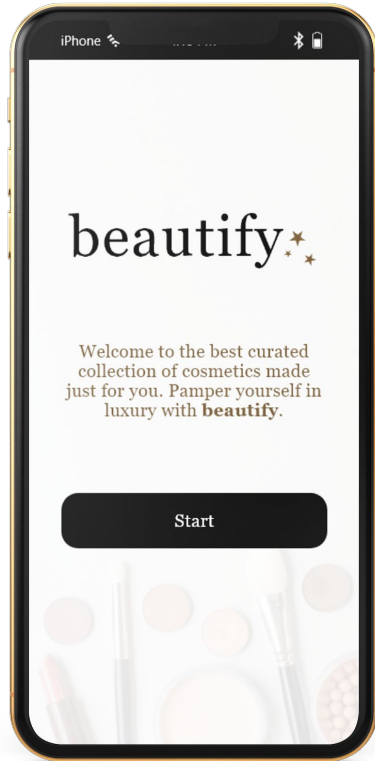


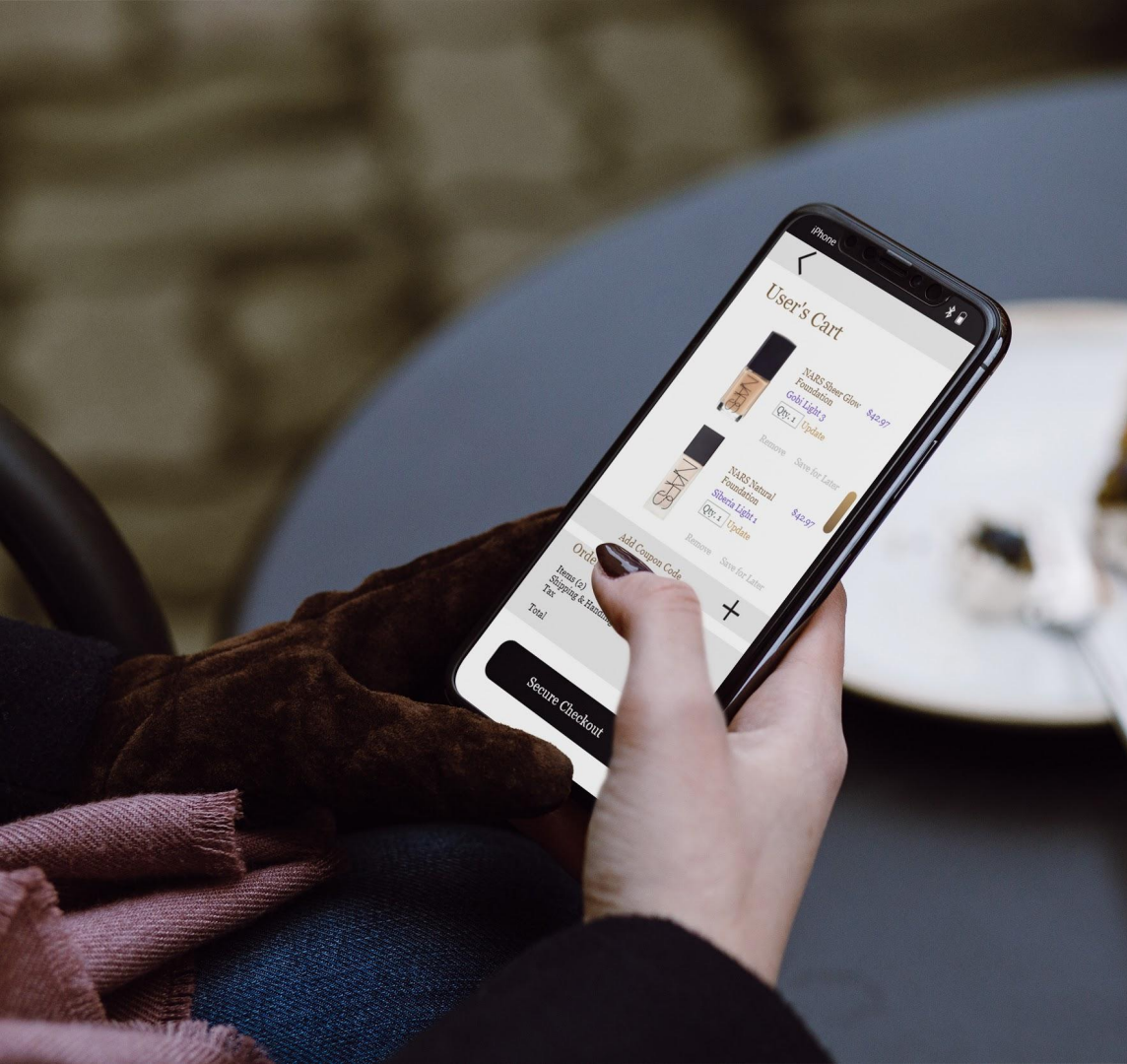
A New Start

With the colors fixed, I tested my app again. This time, it was easy to read for users, and with everything easier to view, the streamlined process were noted by users! With the wrong colors gone, other parts of my app were being noticed and appreciated. I was truly grateful for my participants. With this feedback, I created my final prototype and mockups.

Notes	<p>Checkout function is also easy with clear navigation flow. The total process took me around 20 to 25 seconds.</p> <p>Very clear checkout - once product selected took less than a minute to make a purchase.</p> <p>The layout and the user flow is great...!!!</p> <p>The checkout was easy and clear!</p> <p>Check out makes sense and I like that i can easily get back to the product list after I've made a payment. The continue shopping button is great here!</p>
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... and this was how Beautify was born!







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