

La Marque Challenge

INDUS VALLEY COSMETICS



Team Name:- AddVentures

**Team Members:- Vaibhavi Patel
Jatin Kashyap**



Problem Statement (Case 2):

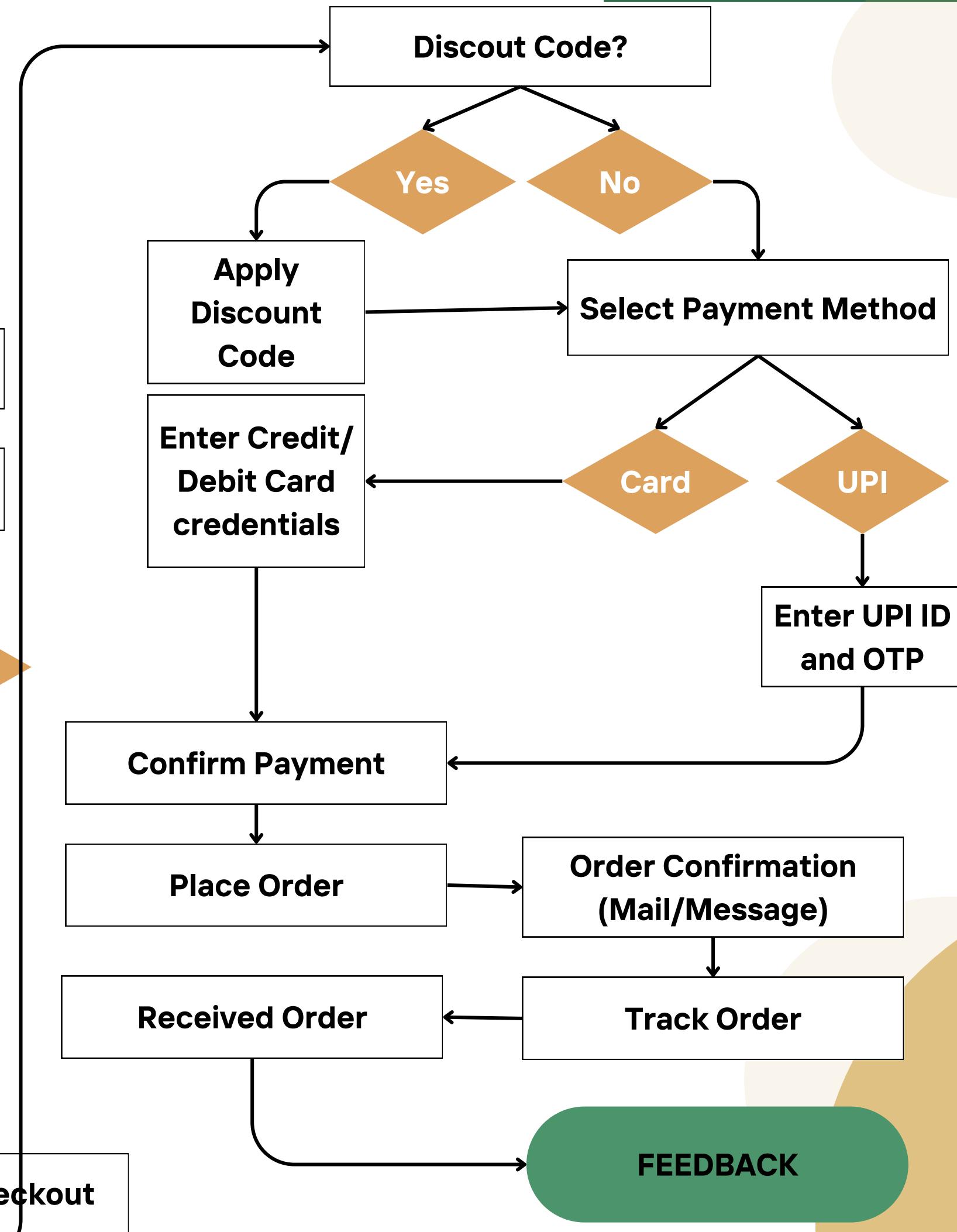
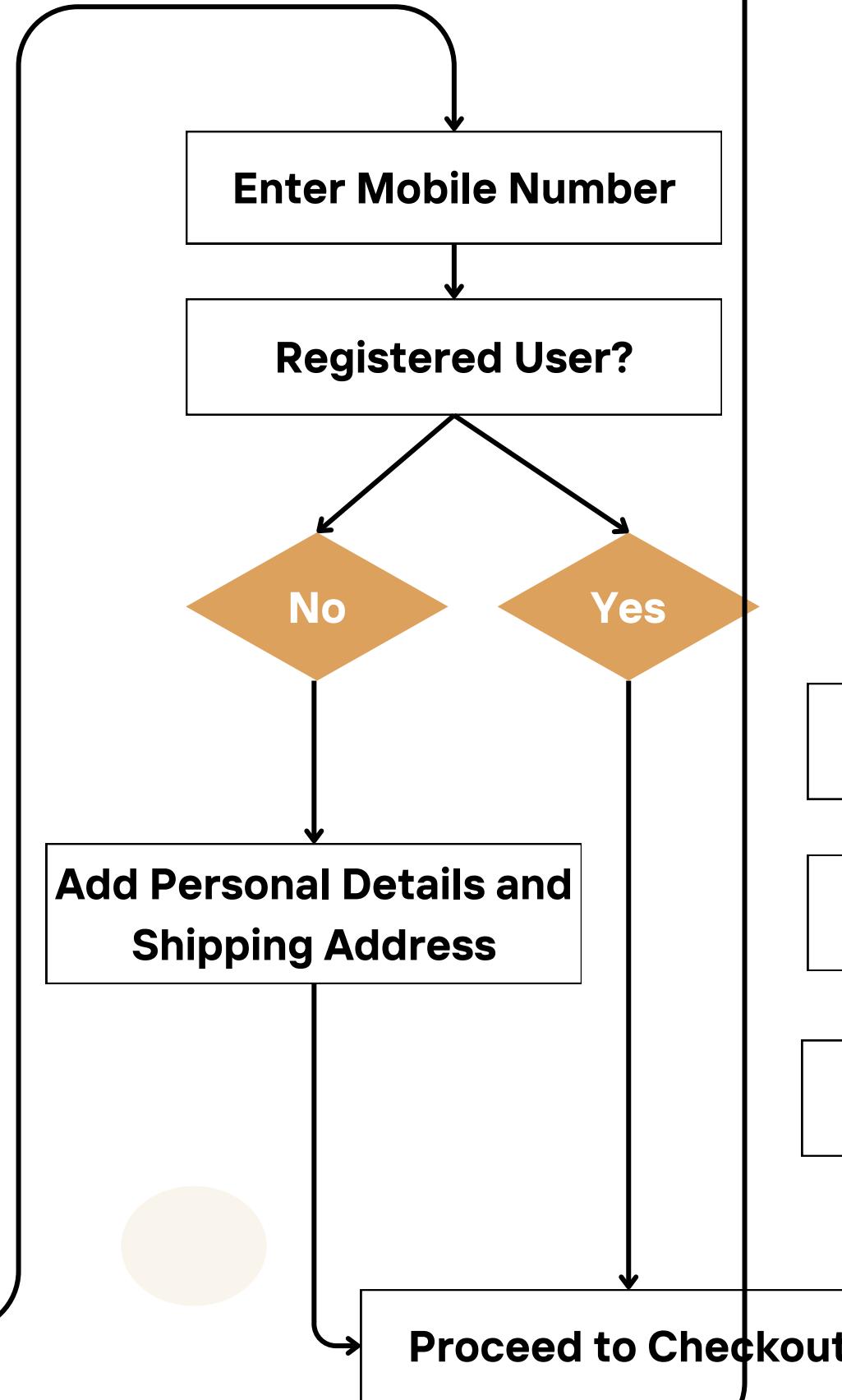
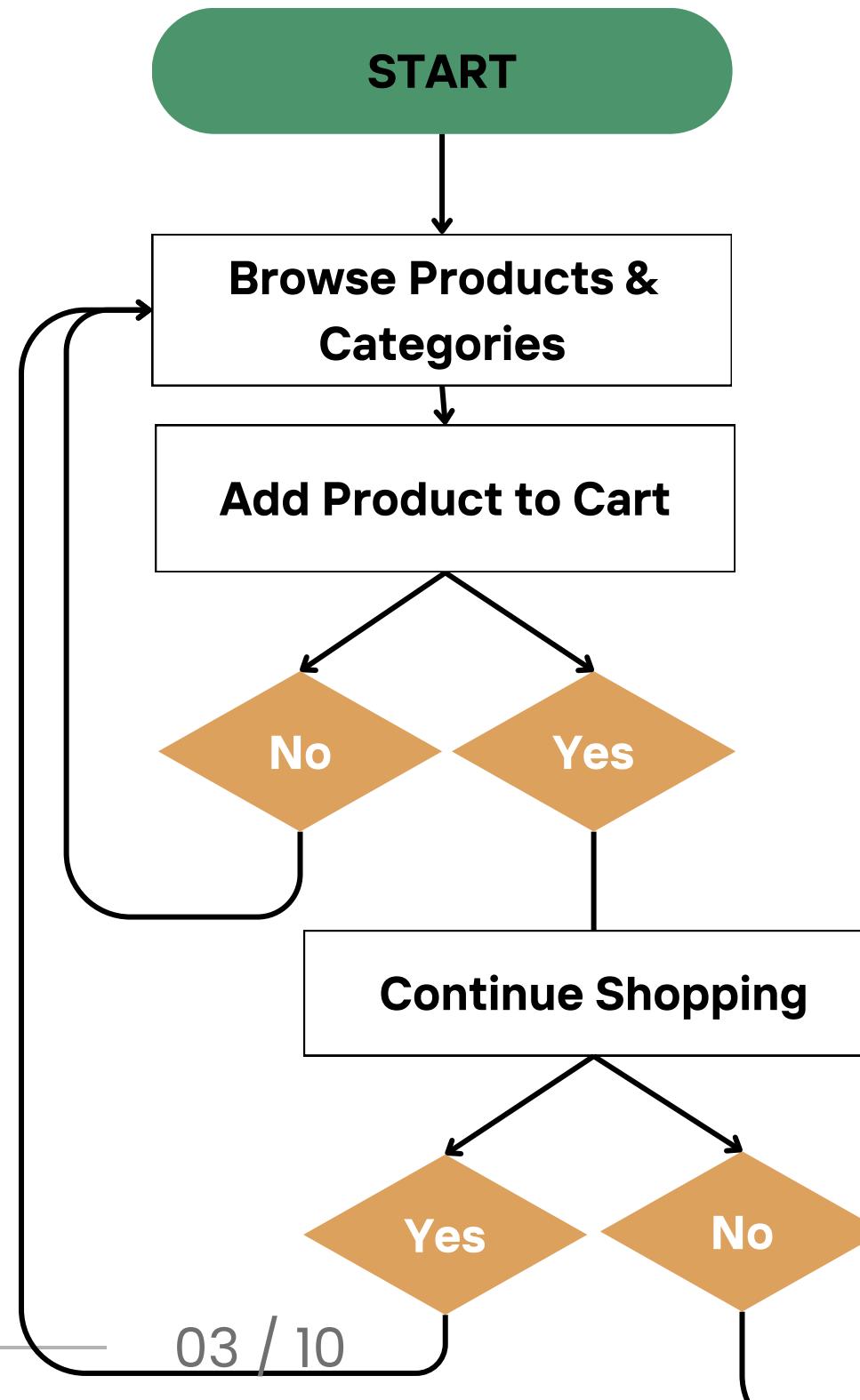
Revamp the UI/UX of Indus Valley Cosmetics' website to enhance user experience and visual appeal, focusing on improving color theory and graphics elements.

What we did:

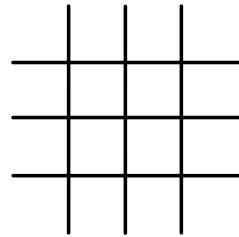
- User Flow
- UI-UX Prototype
- Enhanced the Color Scheme
- Optimized Graphic Elements
- Mobile Optimization
- Strategies to minimize Loading Speed

User Flow

Streamline for better Experience



Buyer's Persona



JINAL BARIYA

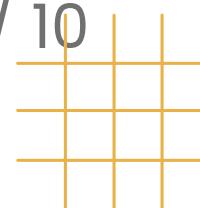
STUDENT

AGE : 21

GENDER : FEMALE

LOCATION : GUJARAT

INCOME : 3L-4L



PSYCHOGRAPHIC INFORMATION

- Lifestyle: Busy student life, attends classes, participates in extracurricular activities, socializes with friends.
- Values: Health-conscious, environmentally aware, interested in sustainability.
- Personality: Curious, socially active, trend-conscious.
- Hobbies: Reading, exploring new trends, hanging out with friends, participating in college events.

GOALS

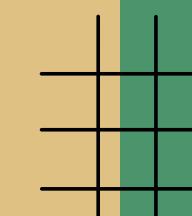
- Maintain clear, healthy skin with affordable natural products.
- Minimize exposure to harsh chemicals due to sensitive skin.
- Support environmentally friendly brands that align with her values.

CHALLENGES

- Budget constraints
- Limited time for beauty routines.
- Difficulty finding genuinely natural products that are affordable.

COMMUNICATION PREFERENCES:

- Prefers engaging content on Instagram and TikTok, such as tutorials and skincare tips.
- Enjoys interactive content like polls, quizzes, and influencer takeovers.
- Appreciates clear and straightforward information about product benefits and ingredients.



Color Scheme & Brand Alignment

Color Palette



- **Evoking Nature and Purity:** The greens (#2C6E49, #2C8E49) reflect natural, organic ingredients, emphasizing eco-friendliness and health.
- **Creating a Clean, Elegant Look:** The off-white (#F8F4ED) provides a minimalist background that complements the other colors, ensuring a sophisticated brand image.
- **Adding Warmth and Femininity:** The pinks (#BB6765, #E5969C) introduce warmth and a feminine touch, appealing to the target audience, especially young, trend-conscious consumers like students.
- **Ensuring Consistency:** This palette ensures a cohesive and professional look across all branding materials, enhancing brand recognition and recall.
- **Emotional Connection:** The combination of green and pink fosters trust, comfort, and a positive emotional connection with consumers.



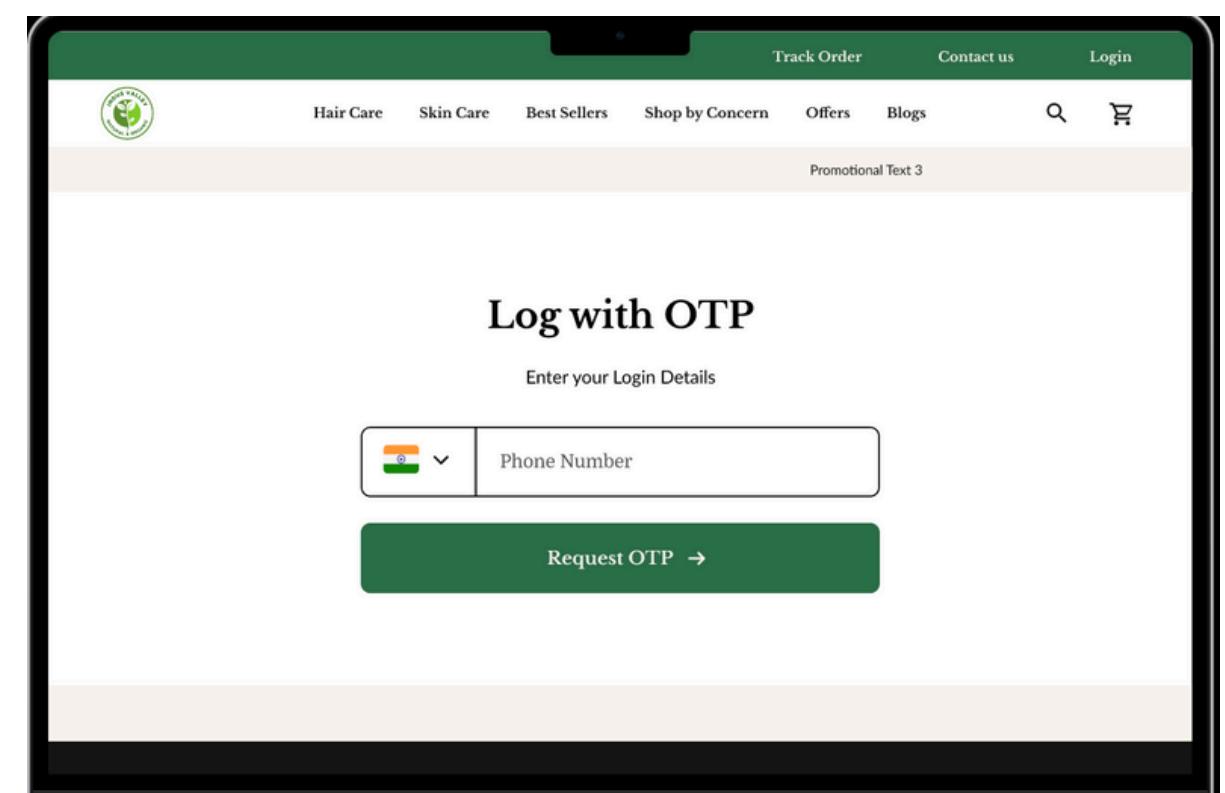
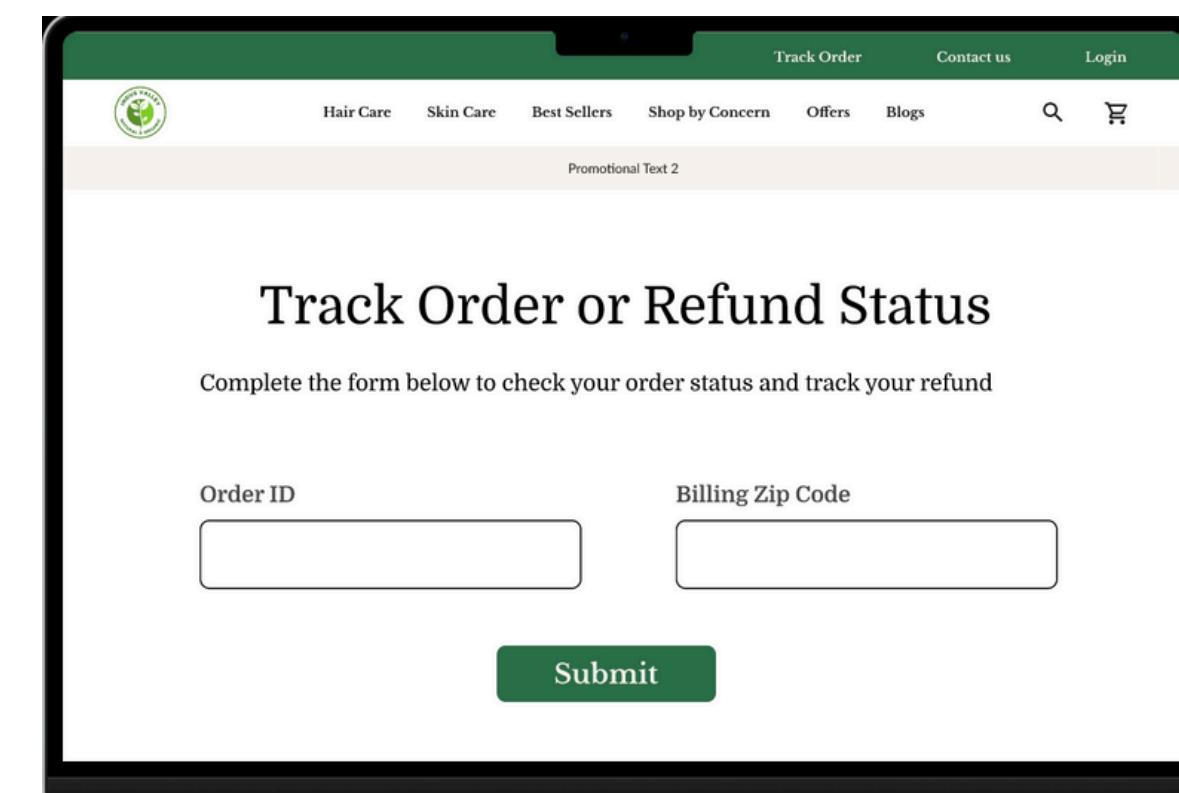
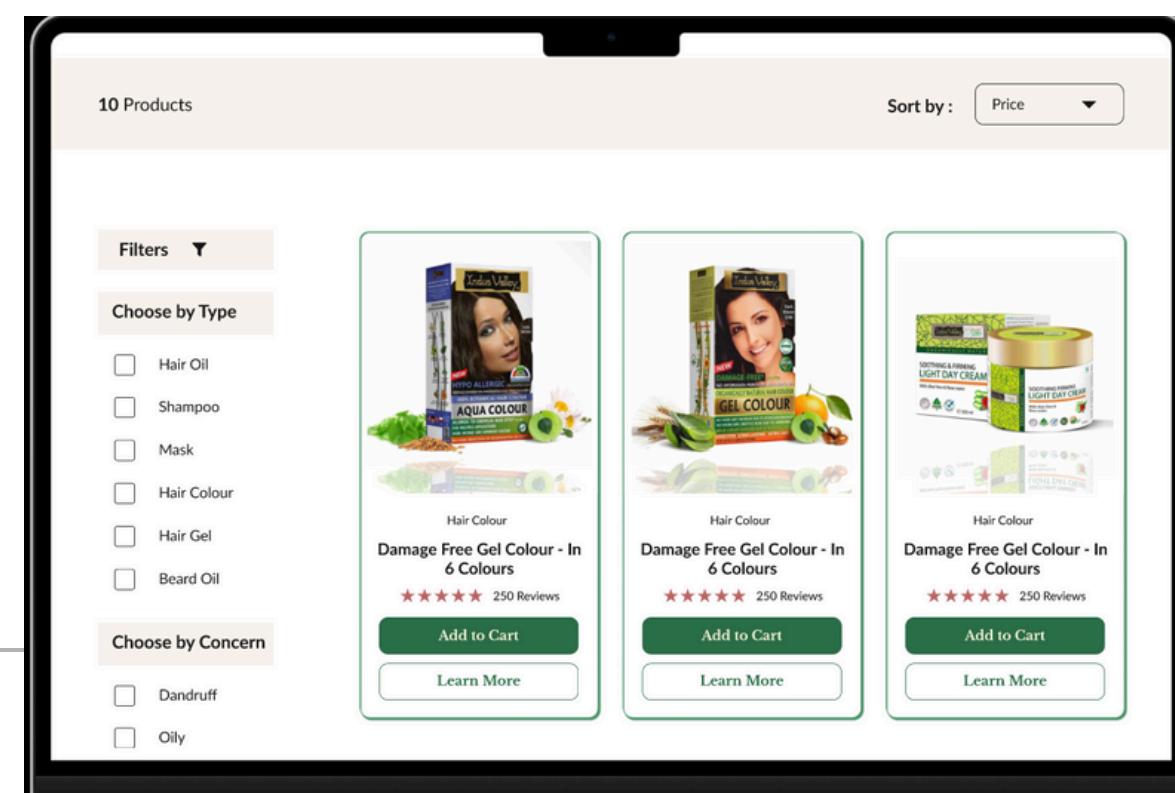
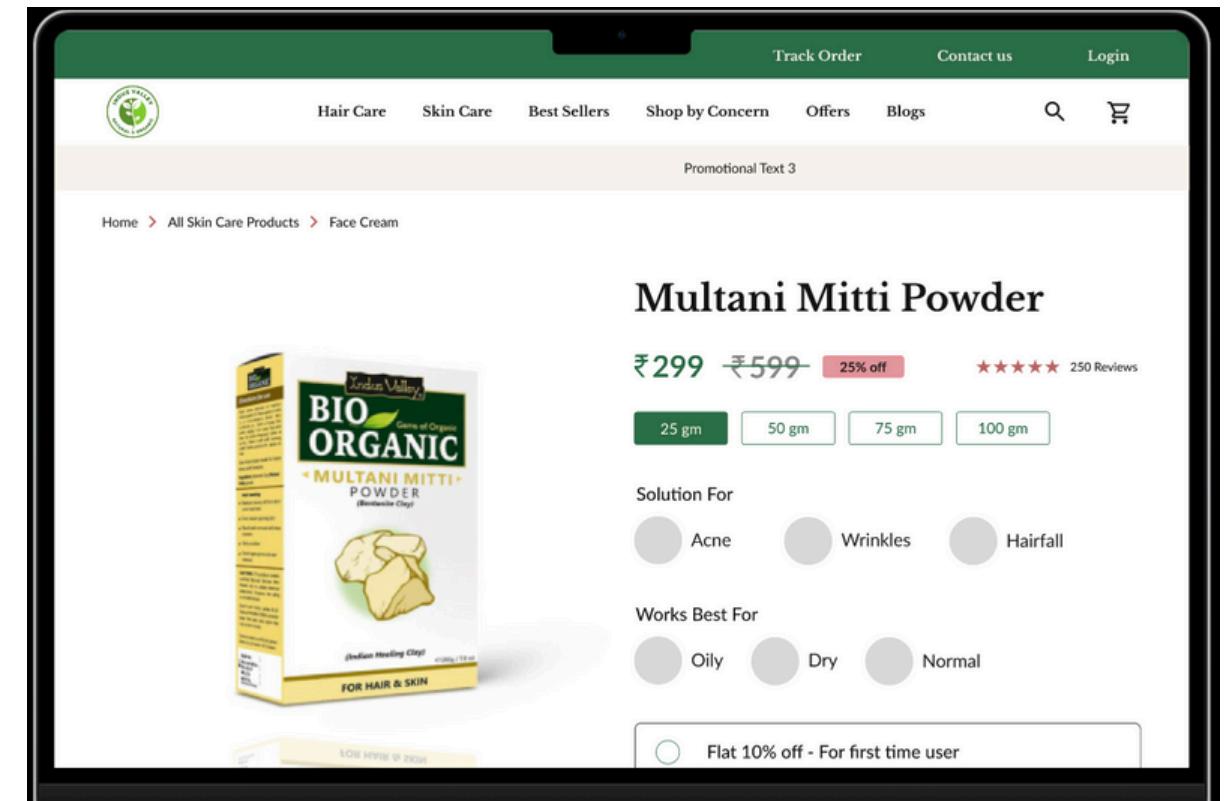
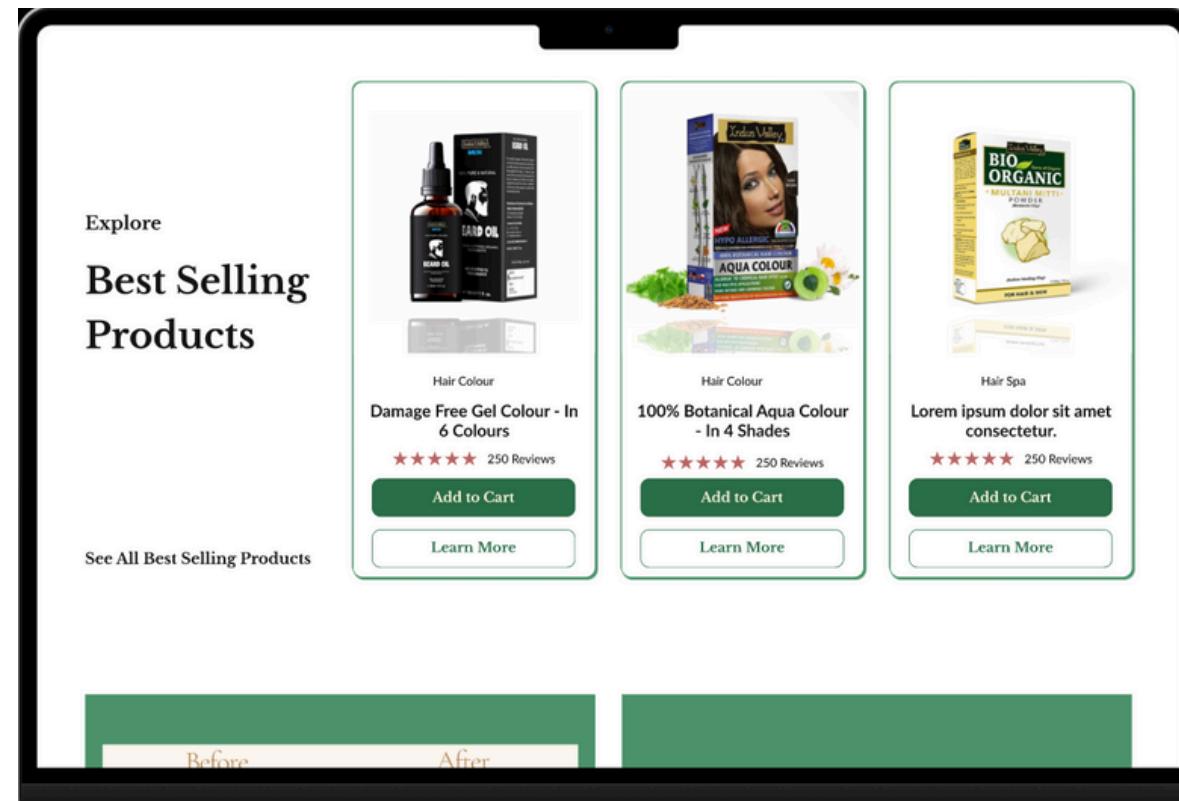
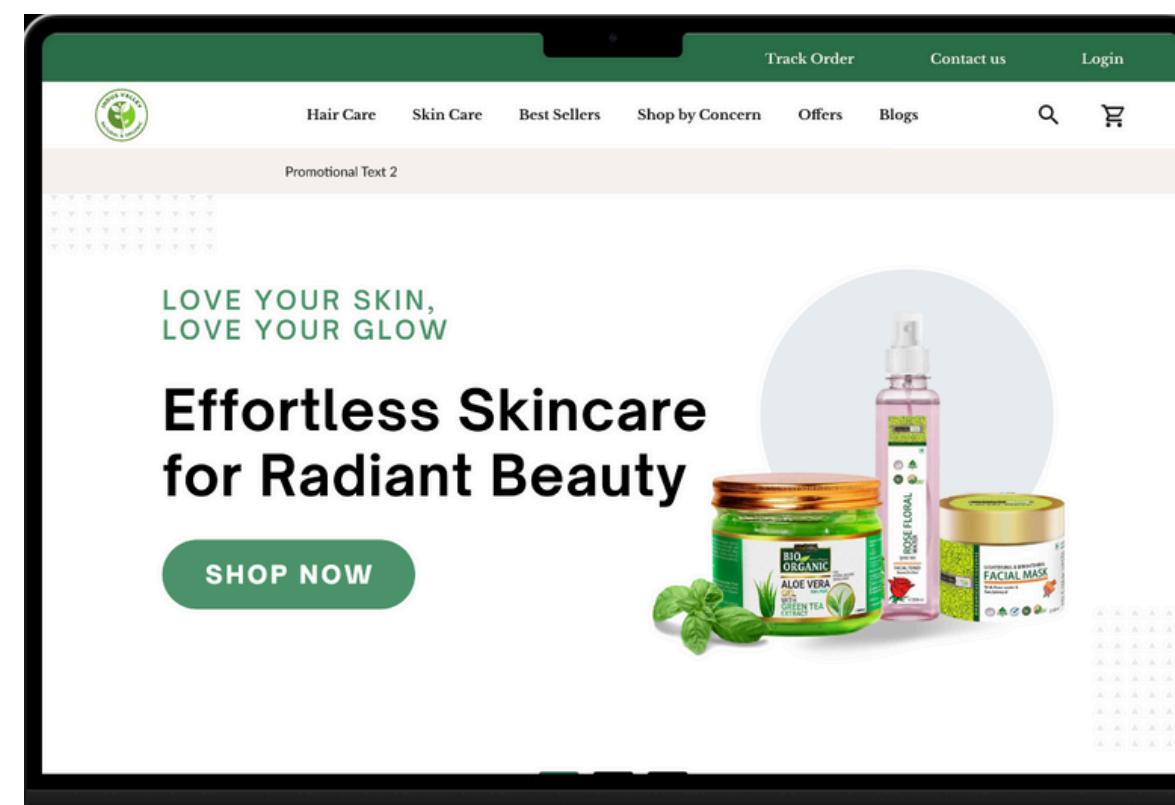


GRAPHICS OPTIMISATION

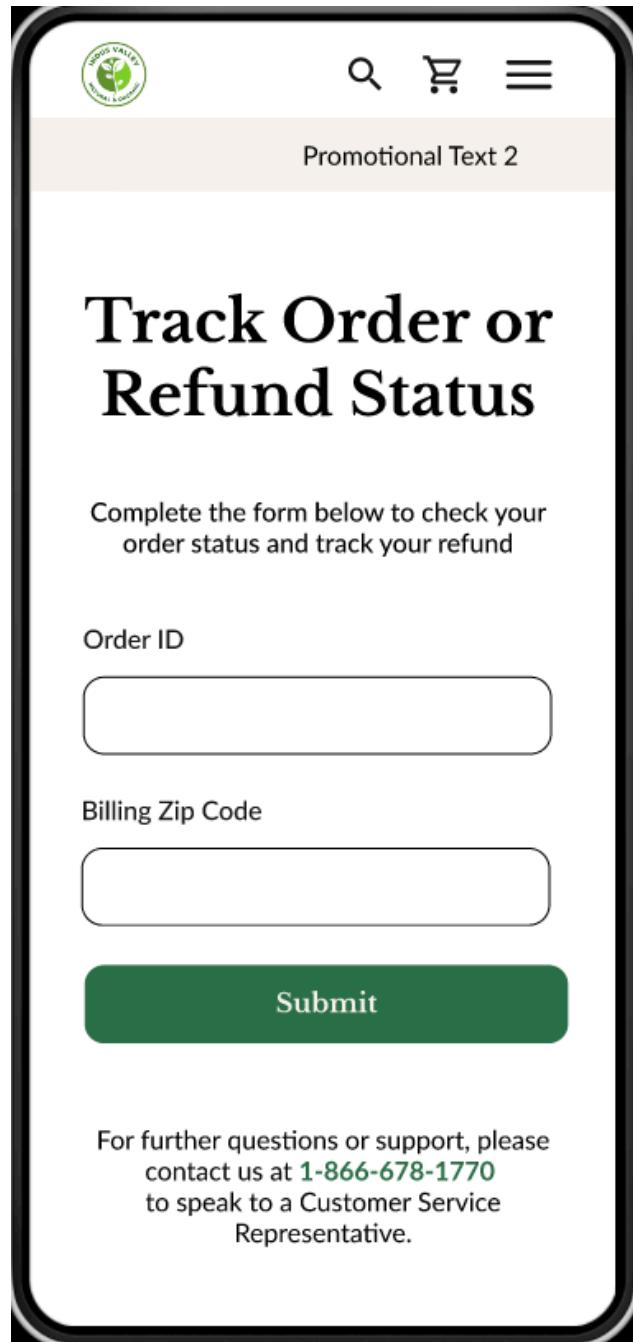
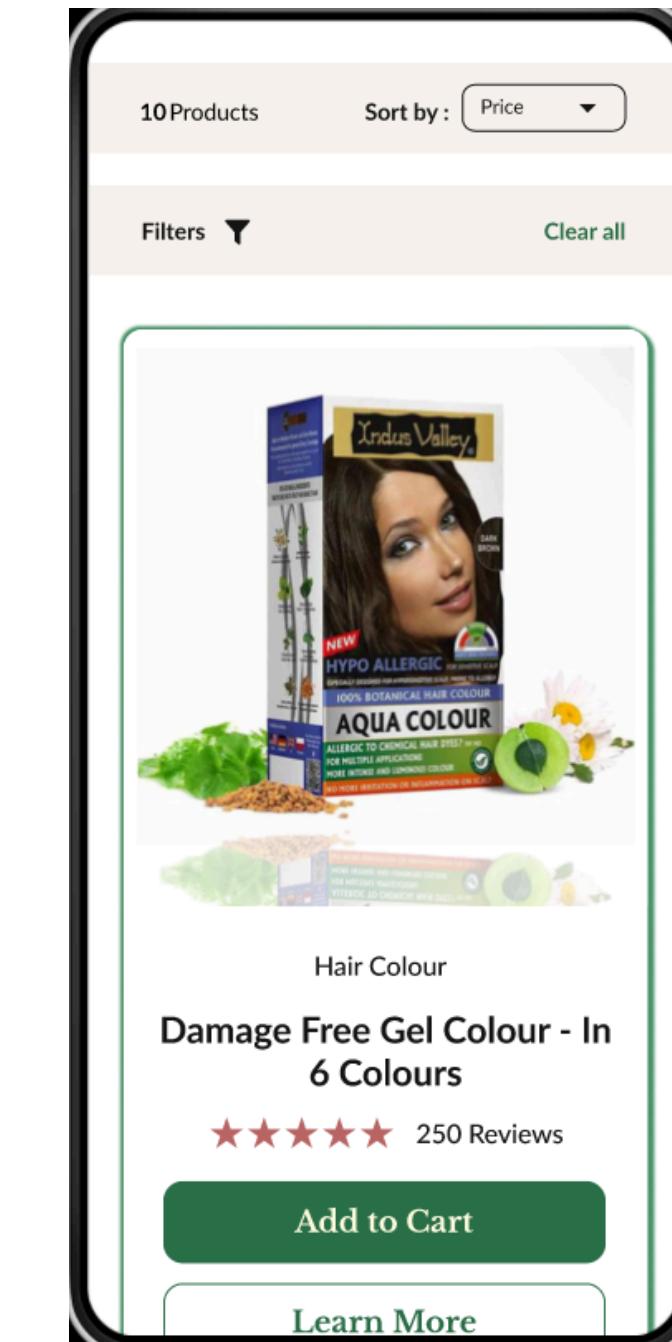
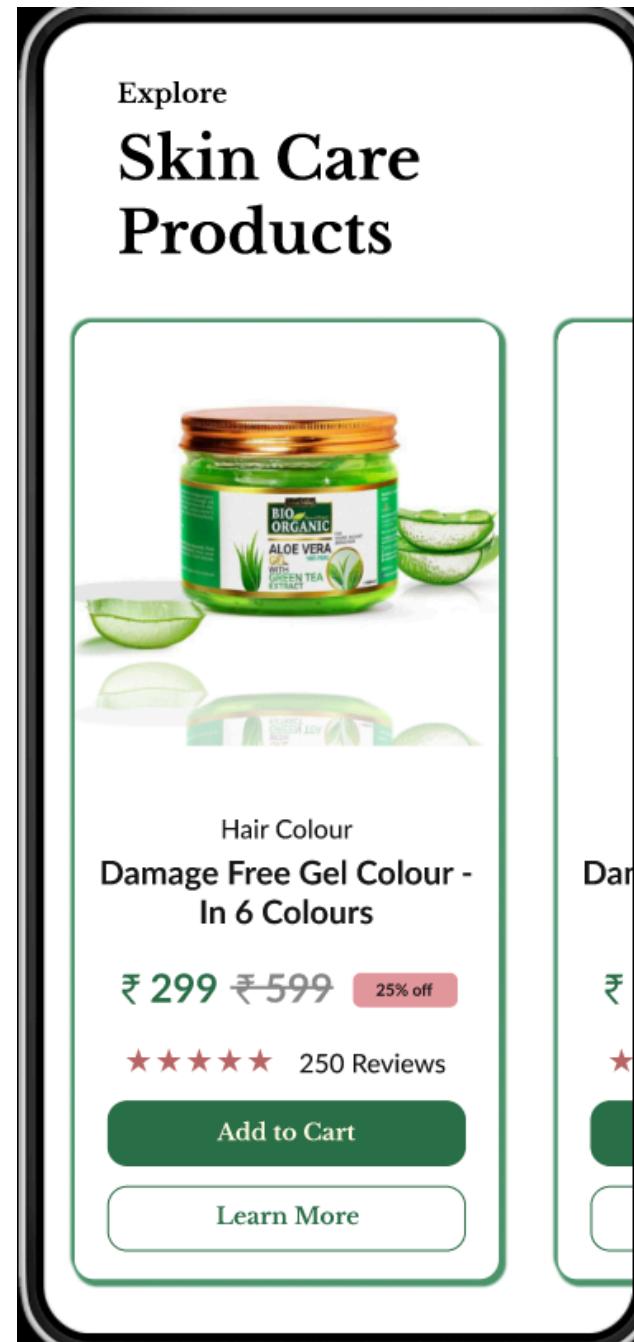
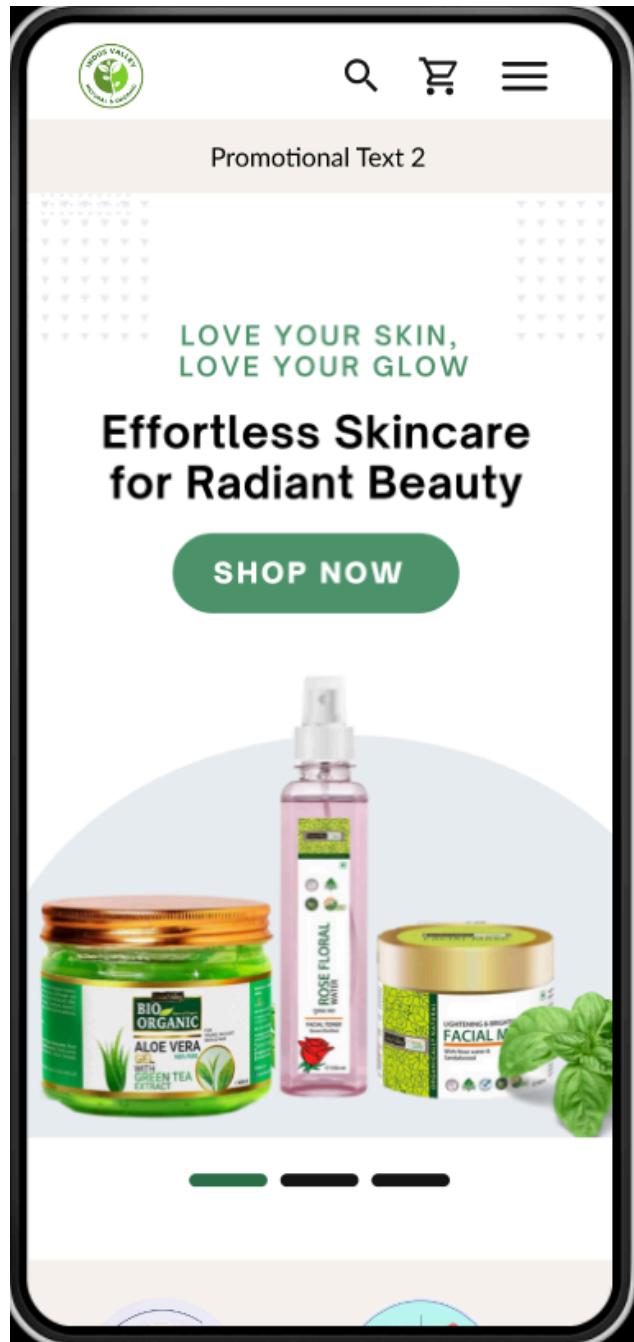
Off-white backgrounds provide a clean, minimalist look, while green accents emphasize purity and eco-friendliness.

Consistent use across all branding materials, from packaging to marketing, improves brand recognition, fosters trust, and creates a strong emotional connection with consumers.

Laptop Version



Mobile Version



Loading Speed

- **Convert JPG to WebP:** Convert all JPEG images to WebP format. This format is more efficient in terms of size and quality, which will lead to faster loading times. Shopify allows integration of WebP images, ensuring compatibility.
- **Utilize MERN Stack for Fast Loading:** Leveraging MERN (MongoDB, Express.js, React.js, Node.js) technology stack can indeed enhance loading speed. Utilize React.js for client-side rendering, ensuring faster initial page loads and smooth user interactions.
- **Optimize JavaScript Placement:** Place JavaScript at the bottom of the page to ensure critical content loads first. This prevents JavaScript from blocking the rendering of other elements on the page, enhancing perceived loading speed.
- **Browser Caching:** Configure server-side caching and leverage browser caching to store static resources locally on users' devices. This reduces the need to re-download resources on subsequent visits, resulting in faster loading times.



ALL LINKS

Drive Link

Drive Link - https://drive.google.com/drive/folders/1YM54-QoBIhHZoGL_dSQ8oNfkiUNW2Lf8?usp=sharing

Laptop Version Prototype

Laptop File - <https://www.figma.com/design/JZ3CwbjiKASZ1W1IzynKQK/Laptop-Version-Website?node-id=0-1&t=Opnmeu6XalbEkt4V-1>

Laptop Prototype - <https://www.figma.com/proto/JZ3CwbjiKASZ1W1IzynKQK/Laptop-Version-Website?page-id=0%3A1&node-id=3-2&viewport=-439%2C374%2C0.2&t=jvLPAZ0zmuDQ8CMx-1&scaling=scale-down&starting-point-node-id=3%3A2>

Mobile Version Prototype

Mobile File - <https://www.figma.com/design/jk9Bp7Z3O94IT0zfvXIre5/Mobile-Design?node-id=32-232&t=vfDDv2VQMjTW6z2G-1>

Mobile Prototype - <https://www.figma.com/proto/jk9Bp7Z3O94IT0zfvXIre5/Mobile-Design?page-id=0%3A1&node-id=3-542&viewport=1031%2C1295%2C0.36&t=5wyDv3li1DTAPhWy-1&scaling=scale-down&starting-point-node-id=3%3A542>