

## Progress 6

### Goal:

- ✓ Start building GUI interface
- ✓ 'Competitor research' to see what other product recommendation systems look like
- ✓ Create UI design in illustrator

### Work Done:

- First, I read through MATLAB documentation and played around in the MATLAB App designer to find out what the capabilities were before designing.
- I then used illustrator to build out two simple UI windows that the user can input their personal skin needs and also information about the product they are after.

**Tell us about you!**

How old are you?  
0 10 20 30 40 50 60 70 80 90 100

What is your skin type?  
Normal Dry Combination Oily

Does your skin have any quirks?  
Sensitive Acne Prone Dryness  
Psoriasis Rosacea Eczema

Next

**Now, tells us what you're after**

What type of product are you in the market for?  
Moisturiser Eye Cream Cleanser Toner  
SPF Treatment Lip Care

What do you want to target?  
Aging Puffiness Texture Dehydration  
Acne & Breakouts Dullness Uneven Tone

What is your budget?  
0 10 20 30 40 50 60 70 80 90 100

Next

- At this stage I realised I should have done competitor research to see how other companies build out product recommendation systems.
- From this, I found that they are simple in design and lean heavily into imagery rather than overloading the user with text.

**IPSY** THE BEAUTY QUIZ

Take this fun quiz to help us personalize your beauty shopping and shipping experience.

What is your skin tone?  
FAIR LIGHT MEDIUM TAN DARK DEEP

NEXT

**Living proof**

free shipping + free returns! CREATE ACCOUNT | LOG IN

hair concerns? Our science-backed products have a solution for every strand.

QUESTION 2 OF 8

Left to its own devices, your natural hair is:

STRAIGHT WAVY CURLY COILY

BACK CONTINUE

**Foundation Finder**

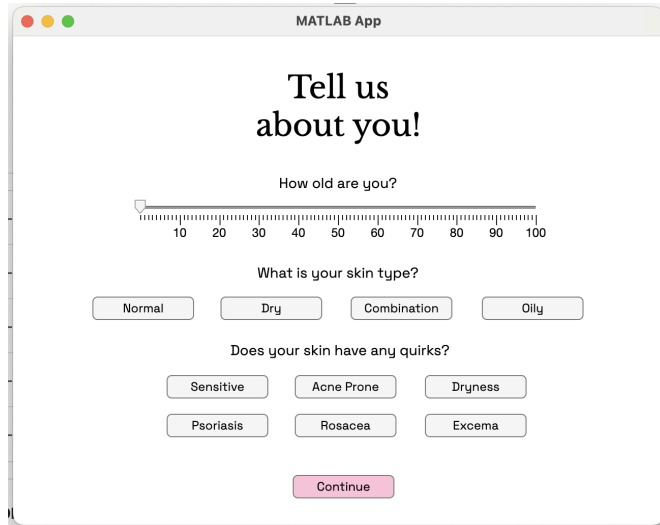
What's your skin type?

Dry. My skin is thirsty. Oily. Shiny by 10am. Normal. No special requests. Combo. A bit of both.

Back Next

### Test Case:

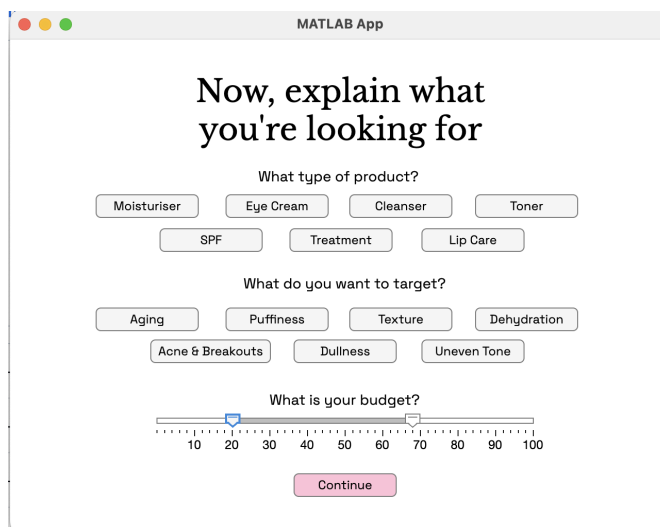
- All that was done in this stage was building out the user design interfaces, no interactivity yet. This means that when each of the files are run they sound and do show the interfaces with functionality (slider slides, buttons push) but that is it.



The first screen of the MATLAB App is titled "Tell us about you!". It contains three sections of questions:

- How old are you?** A horizontal slider with a range from 10 to 100. The slider is currently positioned at 10.
- What is your skin type?** Four buttons: "Normal", "Dry", "Combination", and "Oily".
- Does your skin have any quirks?** Six buttons: "Sensitive", "Acne Prone", "Dryness", "Psoriasis", "Rosacea", and "Eczema".

A pink "Continue" button is located at the bottom center of the screen.



The second screen of the MATLAB App is titled "Now, explain what you're looking for". It contains three sections of questions:

- What type of product?** Eight buttons: "Moisturiser", "Eye Cream", "Cleanser", "Toner", "SPF", "Treatment", and "Lip Care".
- What do you want to target?** Seven buttons: "Aging", "Puffiness", "Texture", "Dehydration", "Acne & Breakouts", "Dullness", and "Uneven Tone".
- What is your budget?** A horizontal slider with a range from 10 to 100. The slider is currently positioned at 20.

A pink "Continue" button is located at the bottom center of the screen.

### Reflection:

- From this stage I realised that I would have to extend the database to inclusive of imagery assets. As I had collected all the data from Mecca directly, by reading through the MATLAB documentation I found that if I could just collect product image URLs I could display them in my app rather than building a huge asset database that would home images for all 2,500+ products.
- Should I have the capacity, from my competitor research I should look into building out more user windows to allow for less text needed on each screen. This would allow me to use imagery and icons as cues and make for a more seamless experience.