



1. STRIVE FOR CONSISTENCY

# Bobbi Brown

Shop Learn Q Search

B O B B I   B R O W N

[Email Sign Up](#)   [Sign in](#)   [Bag \(0\)](#)



Pink Glow



Highlighting Powder  
Pearl-infused illuminator

\$52.00

Add to bag



City Dawn



**Luxe Lipstick**  
Bold, skincare-infused lipstick

\$40.00

Add to bag



Best of Bobbi Brown Ultimate Gift Set  
Limited-edition 9-piece beauty & skincare set

\$99.00

Add to bag



M·A·C

MAC

GET A BEVELLED, SHIMMERING, AND GORGEOUS MAKEUP, EVERYWHERE. [SHOP](#)

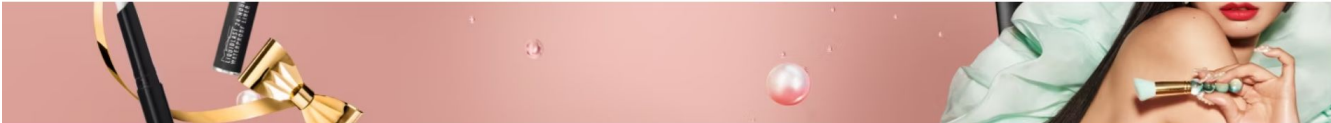
JOB/LOCALITY

SEARCH

PERSONALITY

SHARE


HOLIDAYNEWBEST-SELLERSLIPSFACEEYESBRUSHESEXPLORESERVICES



SHOP OUR HOLIDAY COLOUR COLLECTION

★★★★★ (3)

NEW



FIZZY FEELS LIP BALM

\$25.00


Holiday-exclusive product, pearlescent sparkly finish, moisturizing

TASTE FOR BUBBLES

SOLD OUT

★★★★★ (1)

NEW



EXTRA DIMENSION SKIN FINISH / BUBBLES & BOWS

\$40.00


Holiday-exclusive highlighter shade, metallic finish, 12-hour wear

WRAPPED IN GOLD

ADD TO BAG

★★★★★ (2)

NEW



POWDER KISS LIQUID LIP COLOUR / BUBBLES & BOWS

\$26.00

Holiday-exclusive shades, moisture-matte liquid lip colour, soft-focus/blurred colour

ANCIENTS COSMET

ADD TO BAG

## 2. Enable Frequent Users to Use Shortcuts

# Bobbi Brown

[Comprar](#)

[Aprende más](#)

[Q Buscar](#)

[Tendencias](#)

BLACK FRIDAY

NAVIDAD

NUEVO

LOS MÁS VENDIDOS

SERVICIOS VIRTUALES

OFERTAS

Comprar por

MAQUILLAJE

TRATAMIENTO

Acceso a BB

Encontrar una tienda

×

tick con compras +89€. Comprar Ahora


×

BB Club

Registrarse

Cesta (0)

B R O W N



# M·A·C

M·A·C

UP TO -40% DISCOUNT AND A LIPSTICK FOR THE PURCHASE OF 2 PRODUCTS!

Q SEARCH



CHRISTMAS

NEWS

SERVICES

BEST SELLERS

LIPS

FACE

EYES

BRUSHES

TREATMENT

EXPLORE

## NEWS

M A CSTACK Mask

Boldy Bare Kits

M A CX Stranger  
Things

Studio Radiance  
Primer

Long Live Glam 27

SEE EVERYTHING



### BUBBLES & BOWS

This Christmas... Give the gift of Glam, give the gift of M·A·C! You will not fail with our NEW Exclusive and Limited Edition Collection with new tones, textures and Kits.

[BUY NOW](#)



### FIX+ STAY OVER

Our most revolutionary setting spray with up to 16 hours of wear: perfect, set and keep your makeup at bay, all day.

[BUY NOW](#)



### NEW! CHILLI'S CREW

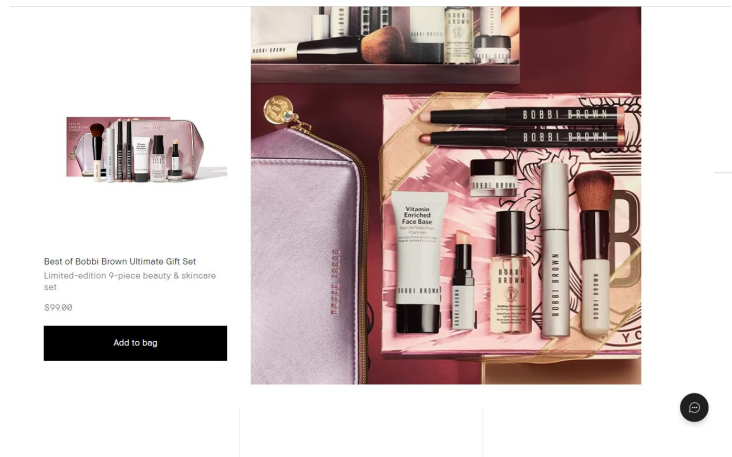
Find your Chili heat level with six NEW lip formulas from our #1 lipstick!

[BUY NOW](#)

### 3. Offer Informative Feedback



# Bobbi Brown



Best of Bobbi Brown Ultimate Gift Set  
Limited-edition 9-piece beauty & skincare  
set

\$99.00

Add to bag

## BOBBI BROWN

Email Sign Up Sign in Bag (1)

**PRE-BLACK FRIDAY EVENT**  
Create a free 8-piece set with  
any eligible \$60+ order.  
[CREATE YOUR SET](#)

### SHOPPING BAG


Enjoy Free Standard Shipping on any \$65+ order.


Notice: Bobbi Brown Online order return policy will be changing on 11/22/2022. Please  
find more details [here](#).






Congrats! We've applied Create your own 5-piece set to your cart. [Terms & Conditions apply.](#)

Good news! Your Shopping Bag qualifies you for one or more of our  
Limited Edition Offers. Proceed to Checkout to select your Offer(s).

PRODUCT	QUANTITY	PRICE	TOTAL
 BEST OF BOBBI BROWN ULTIMATE GIFT SET	1 	\$99.00	\$99.00
<a href="#">REMOVE</a>			




 Checkout


OFFER CODE

One offer code per order [SEE ALL OFFERS](#)

[Apply](#)

Join BB Access   
and earn 99 points with your purchase today.

SUB TOTAL	\$99.00
SHIPPING METHOD	FREE
ESTIMATED TOTAL	\$99.00

Pay in 4 interest-free installments of \$24.75 with 



# M·A·C

MAC

GET A FREE FULL-SIZED PRODUCT WITH \$40+ PURCHASE, 2 WITH \$80+ PURCHASE! SHOP

JOIN LOYALTY

Q SEARCH

HOLIDAY

NEW

BEST-SELLERS

LIPS

FACE

EYES

BRUSHES

EXPLORE

SERVICES

STAY CONTROL: COLOUR COLLECTION

★★★★★ (3)

NEW

FIZZY FEELS LIP BALM

★★★★★ (7)

NEW

EXTRA DIMENSION SKINFINISH / BUBBLES & BOWS

★★★★★ (2)

NEW

POWDER KISS LIQUID

Your Bag

Edit

Extra Dimension Skinfinish / Bubbles & Bows

WRAPPED IN GOLD

QTY: 1

\$40.00

SUBTOTAL

\$40.00

Free Shipping & Free Sat

MAC

GET \$15 OFF \$40+ PURCHASE, \$30 OFF \$100+ PURCHASE! SHOP

JOIN LOYALTY

Q SEARCH

HOLIDAY

NEW

BEST-SELLERS

LIPS

FACE

EYES

BRUSHES

EXPLORE

SERVICES

EXTRA DIMENSION SKINFINISH / BUBBLES & BOWS

SIZE: 9 G / 0.31 OZ

WRAPPED IN GOLD

-

1

+

\$40.00

\$40.00

MOVE TO FAVOURITES

GIFT OPTIONS

Gift wrap this order for \$4.95!

☐

No

\*Gift wrap not eligible for Pickup in store & Same day delivery.

STANDARD DELIVERY

Free Delivery With \$35+

Same Day Delivery, Pickup in Store, and more delivery options available in Checkout.

ESTIMATED TOTAL\$40.00

Or 4 installments of \$10.00 by **afterpay** ⓘ

Pay in 4 interest-free payments of \$10.00 with **PayPal**. [Learn more](#)

Join our loyalty program and earn 40 points on your purchase.

OFFER CODE

ENTER CODE HERE

APPLY

NEED HELP?

## 4. Design Dialog to Yield Closure

Bobbi Brown

**Thank you, your order has been placed.**

Please check your email for order confirmation and detailed delivery information or visit [Message Centre](#) to review your notifications.



**Tomorrow, March 16**

Estimated delivery



## 5. Offer Simple Error Handling

Please enter a password that is a minimum of 8 characters, including at least one upper case letter, one lower case letter, and one number.

ALREADY HAVE AN ACCOUNT?

CONTINUE

[Forgot your password?](#)

CONTINUE

DON'T HAVE AN ACCOUNT?

CREATE & JOIN **BBACCESS**

[Show Password](#)

When is your birthday?

MONTH

DAY

☐ Yes, I want to join BB Access. By clicking 'Join Now' I agree to BB Access [Terms & Conditions](#), Bobbi Brown [Privacy Policy](#) and, if I am a California resident, the [Notice of Financial Incentive](#). I also agree to the Bobbi Brown [Terms and Conditions](#)

☐ By clicking "Sign Up", I agree to the Bobbi Brown [Terms and Conditions](#) and [Privacy Policy](#).

SIGN UP



OR

# M·A·C

MAC

GET \$15 OFF \$60+ PURCHASE, \$30 OFF \$100+ PURCHASE! [SHOP](#)

[JOIN LOYALTY](#)

Q SEARCH



HOLIDAY

NEW

BEST-SELLERS

LIPS

FACE

EYES

BRUSHES

EXPLORE

SERVICES

Sign In

Create Account

We don't recognize your sign-in information, so give it another try. Please note password field is case-sensitive.

\*Email Address

ralmeidaquesada@gmail.com

\*Password



[Forgot Password?](#)

SIGN IN



## 6. Permit Easy Reversal of Actions





Undo Delete

## 7. Support Internal Locus of Control

# Bobbi Brown

Source: [www.irs.gov](http://www.irs.gov)



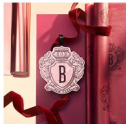
Chat with a makeup artist for gift-worthy beauty advice and more.

Chat room



On all orders when you join EE access.

Lewin, 1950)



Take gifting to the next level with free wrapping on every order. Select Gift Wrap at checkout.

[Show more](#)

Get all the news and info for all your needs

2240

Shop Learn  Search

B O B B I   B R O W N

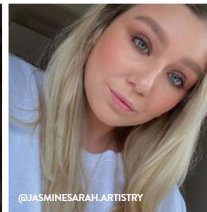
[Email Sign Up](#) [Sign in](#) [Bag \(0\)](#)

## #BOBBIBROWN COMMUNITY

Looking fresh-faced? Let's see it. Mention @bobbibrown to share.



MUA ARA



@JASMINESARAH-ARTISTRY



GROBBIBROWN



© 2000 AMPRO

 **Share Your Look**

[VIEW GALLERY](#)

# M·A·C

## WANT MORE HELP?



### ASK AN ARTIST

Get tips from the pros with an online or in-store consultation.

[MESSAGE US](#)

[BOOK AN APPOINTMENT](#)



### BUY ONLINE, PICK-UP IN-STORE

Need your holiday order ASAP?  
Pick up your online order in-store today.

[LEARN MORE](#)



### SHOP NOW, PAY LATER WITH AFTERPAY

Get all your holiday gifts you want today  
and pay after on all orders of \$35+.

[SHOP](#)

## #MACBUBBLESANDBOWS

Tag a pic with @maccosmeticsusa and #MACBUBBLESANDBOWS for a chance to be featured on our site!



[EMAIL](#) | [SERVICES](#) | [OFFERS](#) | [LOYALTY](#)

## 8. Reduce Short-Term Memory Load

# Bobbi Brown

[Comprar](#) [Aprende más](#) [🔍 Buscar](#)

BOBBI BROWN

[BB Club](#) [Registrarse](#) [Cesta \(1\)](#)

## BLACK FRIDAY -30% EN TODO

¡Inauguramos los días más negros del año con un **30% de DESCUENTO** en toda\* la web! Además, llévate un **REGALO** en tamaño venta con tus compras +89€. Si no corres ¡vuelan!

[Comprar Ahora](#)

\*Automático en el checkout por compras +35€. Excepto Minis y ediciones limitadas.



# M·A·C

M·A·C

UP TO -40% DISCOUNT AND A LIPSTICK FOR THE PURCHASE OF 2 PRODUCTS!

SEARCH



CHRISTMAS

NEWS

SERVICES

BEST SELLERS

LIPS

FACE

EYES

BRUSHES

TREATMENT

EXPLORE

GET THIS LIPSTICK FOR THE PURCHASE OF 2 PRODUCTS!

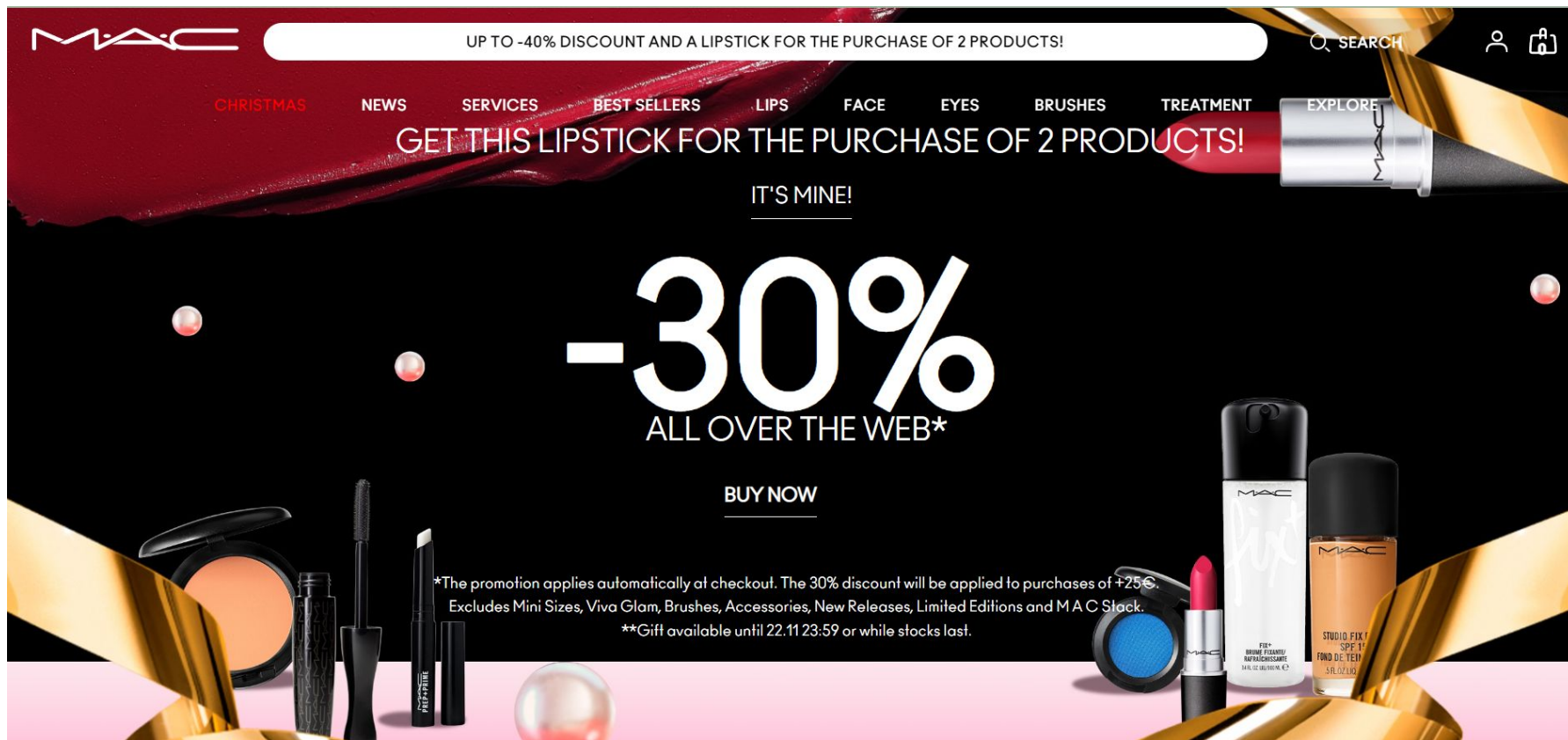
IT'S MINE!

**-30%**  
ALL OVER THE WEB\*

BUY NOW

\*The promotion applies automatically at checkout. The 30% discount will be applied to purchases of +25€. Excludes Mini Sizes, Viva Glam, Brushes, Accessories, New Releases, Limited Editions and M·A·C Stick.

\*\*Gift available until 22.11 23:59 or while stocks last.



		Participant 1	Participant 2	
1	I think that I would like to use this system frequently.	4	4	
2	I found the system unnecessarily complex.	0	0	
3	I thought the system was easy to use.	5	5	
4	I think that I would need the support of a technical person to be able to use this system.	1	0	
5	I found the various functions in this system were well integrated.	4	3	
6	I thought there was too much inconsistency in this system.	1	0	
7	I would imagine that most people would learn to use this system very quickly.	4	5	
8	I found the system very cumbersome to use.	0	0	
9	I felt very confident using the system.	5	5	
10	I needed to learn a lot of things before I could get going with this system	0	1	
				<b>Total Score</b>
	<b>SUS Scores</b>	100	102,5	101,25



# Golden Rules Comparative

MAC BOBBI BROWN

