

Configurator

Topic: Customizable Makeup Palette

Current Understanding: I recently saw a product like this in target, but everything needed to be purchased separately. As a makeup buyer, I think it could be super interesting and useful to create a palette online containing only products/ shades that I want.

Research: To learn more about this market, I need to look into the makeup industry as a whole. Would this product be popular? Is it desired? Do many people buy new makeup products online? I will start by looking at makeup brands, such as Fenty or Jaclyn Hill to see if they offer any palette customization. Next, I will look into stores such as Sephora and Ulta to see if they offer any similar services. During this phase I will also look at subscriptions such as Ipsy, which may offer the closest alternative on the market. Lastly, I can survey friends who also use makeup to gauge interest and get suggestions.

Final Product: For this product, I want to make a app and desktop version of the website that is fully interactive using Figma. I also want the configurator to lead to a final product mockup, so in this case the palette the customer just created. I want to really make this look like a theme-fitting website, with colors and designs that fit the beauty industry's aesthetics. As a design major, I am very excited to put a lot of time into the looks of this deliverable.

March 9th, 2022- Propose idea and begin research

March 21st, 2022- Finish up research and begin sketch

March 23rd, 2022- Finalize sketch

March 28th, 2022- Low Fidelity, Browser

March 30th, 2022- Low Fidelity, App

April 4th, 2022- Continue Low Fidelity for both

April 6th, 2022- Mid-Fidelity for both, start adding pictures/ designs

April 11th, 2022- Mid-Fidelity for both, start adding pictures/ designs

April 13th, 2022- High Fidelity, Browser

April 18th, 2022- High Fidelity, App

April 20th, 2022- Finishing touches/ interactions

April 25th, 2022- Finishing touches/ interactions

April 27th, 2022- Finished Configurator