UX CASE STUDY

MINA NASR ESFAHANI
INM300

Project Overview

The aim is to create a user-friendly mobile app for NaturCycle, a pioneering cosmetic brand centered on sustainable beauty from recycled human waste. This app links eco-minded consumers to eco-friendly skincare, education, and a recycling program. Its focus is on sustainability, innovation, and environmental responsibility to build a robust brand presence.

PROBLEM

Finding sustainable skincare products can be difficult for eco-conscious consumers due to limited information on environmental impacts and scarce options. The cosmetics industry's waste exacerbates environmental issues. NaturCycle combats these challenges by providing a platform offering sustainable skincare and educating users on the positive impact of recycling human waste in cosmetics.

GOLS

Finding sustainable skincare products can be difficult for eco-conscious consumers due to limited information on environmental impacts and scarce options. The cosmetics industry's waste exacerbates environmental issues. NaturCycle combats these challenges by providing a platform offering sustainable skincare and educating users on the positive impact of recycling human waste in cosmetics.

MY ROLE

- Explored sustainable beauty app development, crafting wireframes, personas, and user flow charts.
- Contributed to UX/UI design, content curation, and community engagement strategies for the NaturCycle app.

PROJECT VISION

The NaturCycle project vision is to transform the beauty industry with an intuitive mobile app promoting sustainable practices. By connecting eco-conscious users to eco-friendly skincare derived from recycled human waste, NaturCycle empowers informed decisions and active participation in waste reduction, fostering a greener beauty approach.

GOALS AND IDEAS

- Create an engaging app for NaturCycle promoting sustainable beauty practices.
- Offer easy access to product catalog, personalized tools, and AR try-on.
- Educate users on human waste recycling benefits.
- Simplify waste submission, implement a loyalty program, and build a sustainability-focused community.
- Empower users in making eco-conscious skincare choices and reducing waste.

MEASUREMENT OF SUCCESS

- Measure success through KPIs: app downloads, active users, and retention rates.
- Track volume of waste materials collected and recycled via the app.
- Assess impact through user feedback, satisfaction surveys, and community engagement.
- Success hinges on promoting sustainable beauty practices and nurturing environmental responsibility among users..

UNCERTAINTIES

- KPIs: Track app downloads, active users, and retention rates for user engagement.
- Measure waste materials collected and recycled through the app.
- Assess impact via user feedback, satisfaction surveys, and community interaction.
- Success determined by promoting sustainable beauty and nurturing environmental responsibility among users.

RESEARCH

LUSH
Aesop.
AVEDA
David Santiago Rodriguez - Nat...
BURT'S BEES
Mina Nasr-NaturCycle
CLINIQUE

The Ordinary.

Lean
Canvas
NatureCycle
Problem
solution
unique value proposition
unfair advantage
customer segments
Key metrics
Channels
COST STRUCTURE
REVENUE STREAMS

LEAN CANVAS

KEY METRICS

- **User engagement**
- **Sales conversion rate**
- **offer Waste Submission**
- **Sales Funnel**
- **Partnerships and offers to costumers**

PROBLEM

- **Lack of Awareness:** Limited Awareness of Cosmetic Industry's Environmental Impact
- **Recycling Human Waste:**Need for Clear Recycling Program to Ensure Safety and Cleanliness
- **Market Overlap**: Many similar brands lack distinctiveness
- **Regulatory Compliance:** Using human waste in cosmetics
- **Material Challenges**
- **Recycling Human Waste:** Time and Energy Investment

CONSUMER SEGMENTS

- **Nature Lover**
- **Natural Beauty Enthusiasts**
- **Environmentally Conscious Individuals**
- **Innovative Product Enthusiasts**

COST STRUCTURE

- **Distribution Costs**
- **Regulatory and Compliance Costs**
- **Eco-Certifications and Environmental Studies**
- **Advertising costs**

UNIQUE VALUE PROPOSITION

- **Environmental Impact Information**
- **Environmental Awareness**
- **Personalization**
- **Exclusive Limited Products**

SOLUTION

- **Social Features:** Include forums, chat, and user-generated content to connect like-minded sustainability enthusiasts
- **NatureCycle App:** Informs about positive impacts of recycling human waste.
- **Customer Incentives:** Informs and rewards customers for recycling efforts, promoting participation.

UNFAIR ADVANTAGE

- **Unique Selling Point**
- **Comprehensive Customer Experience**
- **Industry Authority**

CHANNELS

- **TV and Social Media Advertising**
- **Fashion houses / make up academies / Beauty salonsExclusive Limited Products**
- **E-commerce platforms**
- **Promote at eco-friendly and naturalistic events and fairs**

Comparative Matrix

Featuers	LUSH	The Ordinary.	Aēsop.	AVEDA
Subscription Options	Available since February 2023	No	Yes	Yes
Education & Awareness	- Providing extensive educational content - Awareness of social and Environmental Innovation - Offers product and sustainability information	- Clinical and scientific research - Guide to offer suggestions - Short video instruction	- Sharing articles and stories - Sustainability Information - Educate customer eco-friendly skincare and self-care options	- Providing Educational Info - Hair Quiz - Educational blogs
Customer Support	- offers transparent delivery details - Contact options: Live chat, call, SMS	- Global and diverse customer base - Email only for product inquiries - Transparency - Product Guidance	- Live assistance - Click and Collect for faster, free product pickup - Live video consultation	- Live chat with customers - Hair tutorial videos - Free professional diagnosis
product catalog	- Diverse Range - In-Store Experience - Environmental Advocacy - Innovation	- Simplicity - Product Descriptions - Focused Offerings - Functional Packaging	- Unique Fragrances - Art and Design Collaborations - Personalized Recommendations - Global Presence	- Professional Salons - Holistic Approach - Plant-Powered Formulations
Mobile App	Yes	NO	NO	Yes
Accessibility	- Product Accessibility - Ethical Sourcing - Online Shopping - Physical Stores	- Accessibil online content - website usability for diverse disabilities - Accessibil online resources	- Website Accessibility - Appeals to diversity - Disability-friendly store design	- free assistive technology application - Appeals to diversity - User Inclusivity Features

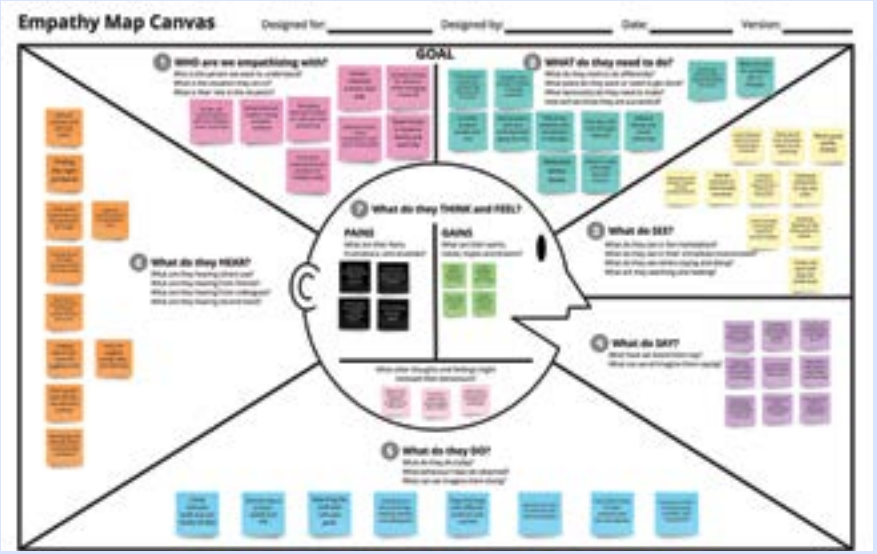
RESEARCH

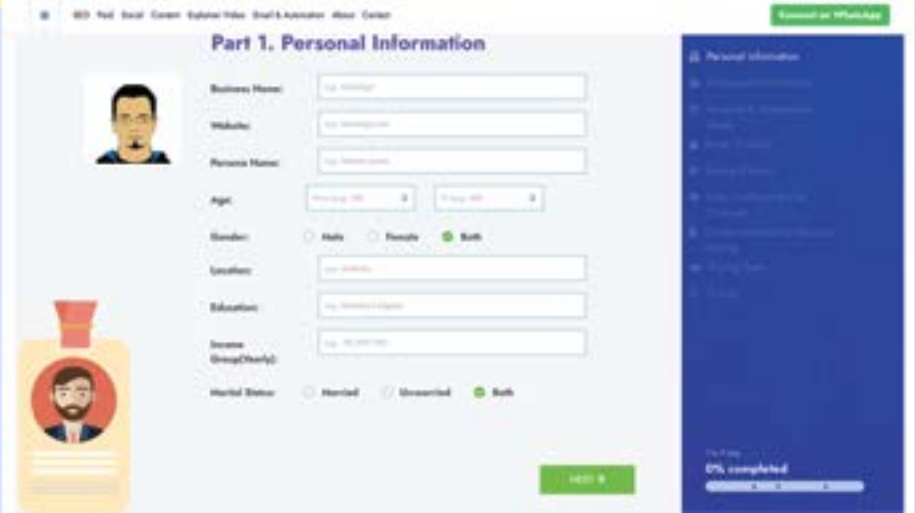
Step 1: Walk and talk

I've developed this set of questions divided into categories such as **Background**, **Goals** and **Aspirations, Challenges** and **Frustrations**, **Motivations**, **Behavior and Preferences**, **Values** and **Beliefs**, **Future Aspirations**, and **Products** and **Services Feedback** and Improvement. These questions are designed to extract valuable insights from a 35-year-old mother of two, offering you a deep understanding of her perspective

Step 2: Expand the conversation by asking more questions

- Can you share a recent experience that particularly motivated or excited you about beauty products?
- Do you currently use any specific products or services related to natural beauty? If so, can you share your experience with me?
- If you could change or improve something about your experience with skincare products, what would it be?





PERSONA

AGE:	35
OCCUPATION:	senior accountant
FAMILY:	married, 2 children
LOCATION:	Toronto, ON
CHARACTER:	Nurturing

Balancing finance and self-care

Kelly Anderson

BIO

Meet Kelly, a 35-year-old senior accountant, skilled in balancing family and career while prioritizing self-care through skincare. She's motivated by the joy of feeling pampered and believes it boosts her confidence. Yet, she grapples with skincare product quality, costs, and sensitivities. Kelly seeks harmony between her numbers-driven career and her passion for beauty and well-being.

FRUSTATIONS

- Fear of ineffective skincare products
- Concerns about skin sensitivities or allergies
- Anxiety about not achieving skincare goals
- Worries about product quality and cost
- Struggles to balance life's demands with self-care
- Struggling with peer pressure and skin sensitivities, making self-care difficult.

GOALS

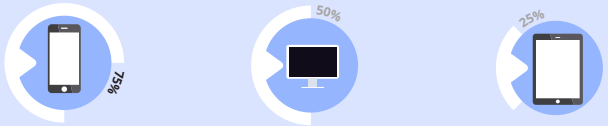
- Detailed persona for a 35-year-old woman, a senior accountant, and devoted mother.
- Notable traits: balanced, patient, and caring.
- Driven to achieve personal and professional success.
- Enthusiastic about self-care, particularly skincare.
- Goals include finding skincare products for pampering, anti-aging, and boosting social confidence.
- Seeks stress relief.
- Struggles with sensitive skin and allergies

> **“Embracing balance, nurturing strength, and pursuing dreams – the essence of my extraordinary journey.”**

MOTIVATIONS

Incentive		Self-Improvement	
Fear		Personal Wellness	
Growth		Confidence	
Power		Anti-Aging	
Social		Stress Reduction	

PREFERRED TOOLS



PREFERRED CHANNELS

Sephora · Amazon · Brand specific websites · Local Drugstores

PERSONALITIES

Balanced · PatientCaring · Independent · Goal-Oriented · Resilient · Ambitious

EMPATHY MAP

Designer: **Mina Nasr Esfahani**
Type of User: **Qualitative**
Name: **Kelly Anderson**
Date: **October 2023**

Validated

THINK

- Find a skincare routine and products that align with self-care goals
- Handle peer pressure about beauty standards like a boss
- Balance family and career effectively

FEEL

- Effectively address skin sensitivities or allergies
- Lots of skincare stuff out there, all claiming to be special
- Consider product quality and cost
- Make choices for sensitive skin or allergies

HEAR

- Family-career balancing acts, the good and the tough
- Coming across the latest skincare trends and buzz online
- Latest tips for looking youthful and staying relaxed from her social circle
- tricks for juggling family, work, and self-care
- suggesting skincare products that worked for them

DO

- Spend more time on self-care, like skincare routines
- Experimenting with different products and routines
- Using skincare stuff, but not totally thrilled

SAY

- Balancing family, career, and self-care can be tough
- Shares experiences with skin sensitivities and allergies affecting her choices
- Talks about self-care as a way to feel more balanced

SEE

- online tutorials and reading stuff from skincare experts
- Scanning reviews to see what works for others
- Following influencers for tips and tricks
- Looking for solutions to regular skincare stuff they're dealing with
- Family and work stuff keep her pretty busy

GAINS

- Fear of not finding effective skincare products
- Frustrated with skincare costs and beauty standards pressure
- Anxious about skin sensitivities or allergies impacting her choices
- Not achieving skincare goals

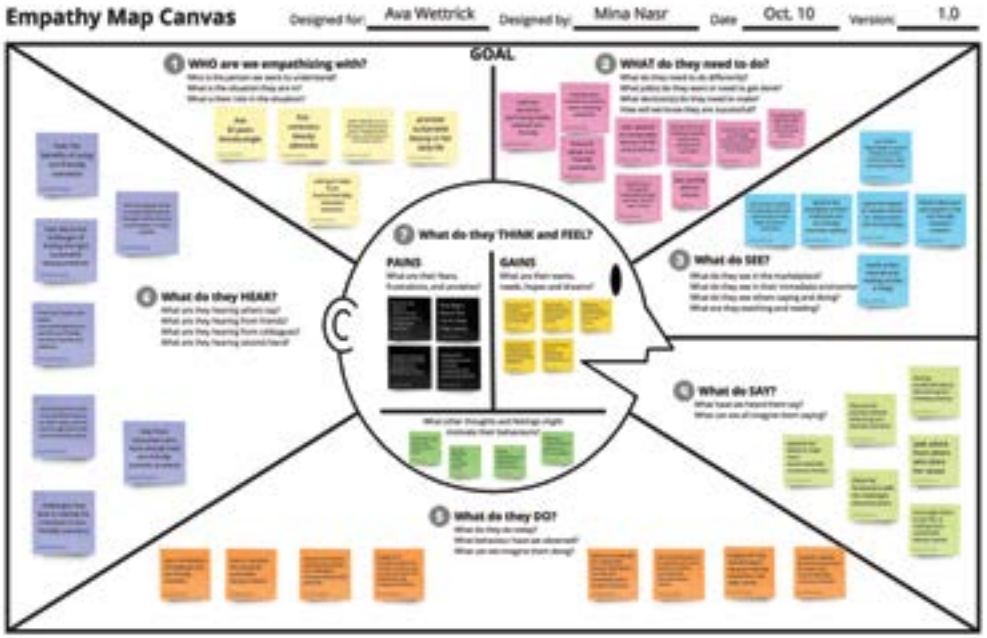
PAINS

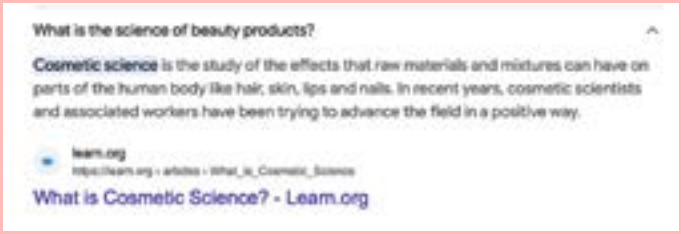
- Needs affordable skincare within budget
- Wants effective skincare for well-being
- Hopes to defy beauty standards and boost confidence
- Achieving pampering, confidence, stress reduction, and

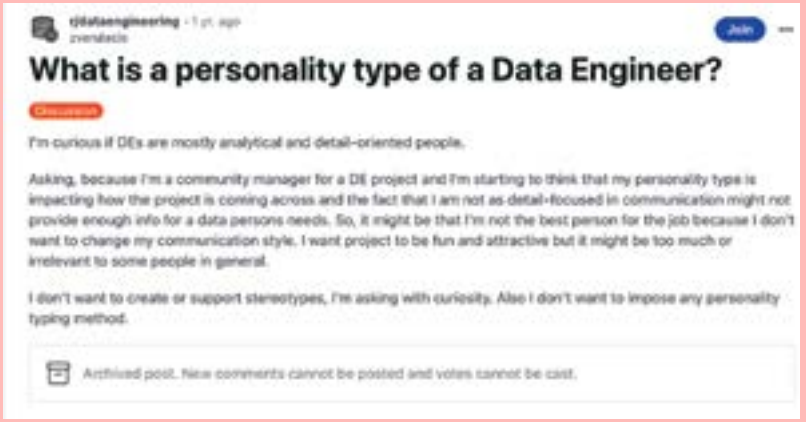
RESEARCH

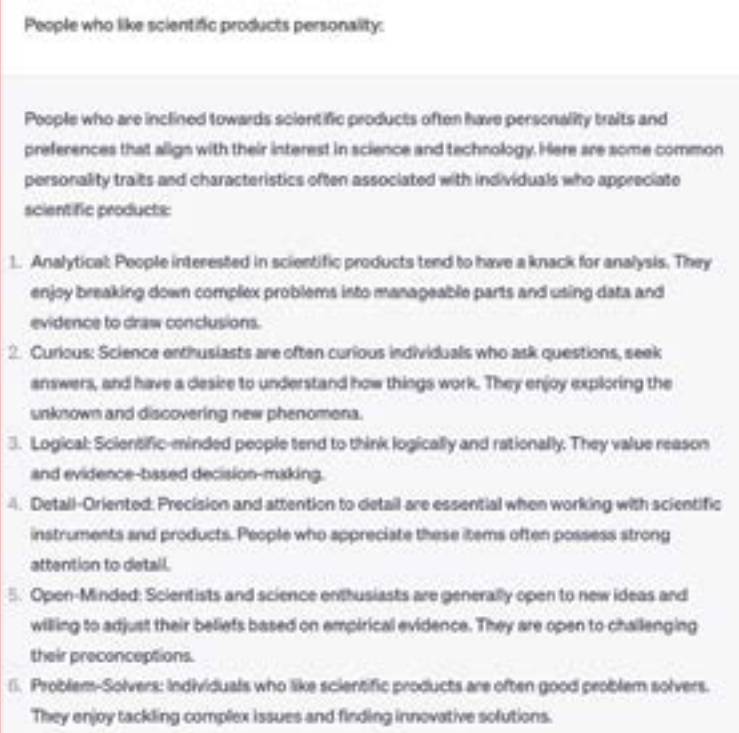
Quantitative
Goal Orientated
Primary Research
Engage/Browse
Mina Nasr Esfahani

About
Experience
AWS Data Engineer
Researcher and Teaching Assistant
Software engineer


Empathy Map Canvas
Designed for: Ava Wettrick
Designed by: Mina Nasr
Date: Oct. 10
Version: 1.0
GOAL
1 WHO are we empathizing with?
2 WHAT do they need to do?
3 What do they THINK and FEEL?
PAINS
GAINS
4 What do they HEAR?
5 What do SEE?
6 What do SAY?
7 What do they DO?


What is the science of beauty products?
Cosmetic science is the study of the effects that raw materials and mixtures can have on parts of the human body like hair, skin, lips and nails. In recent years, cosmetic scientists and associated workers have been trying to advance the field in a positive way.
learn.org
What is Cosmetic Science? - Learn.org


r/dataengineering
Join
What is a personality type of a Data Engineer?
Discussion
I'm curious if DEs are mostly analytical and detail-oriented people.
Asking, because I'm a community manager for a DE project and I'm starting to think that my personality type is impacting how the project is coming across and the fact that I am not as detail-focused in communication might not provide enough info for a data persons needs. So, it might be that I'm not the best person for the job because I don't want to change my communication style. I want project to be fun and attractive but it might be too much or irrelevant to some people in general.
I don't want to create or support stereotypes, I'm asking with curiosity. Also I don't want to impose any personality typing method.
Archived post. New comments cannot be posted and votes cannot be cast.


People who like scientific products personality:
People who are inclined towards scientific products often have personality traits and preferences that align with their interest in science and technology. Here are some common personality traits and characteristics often associated with individuals who appreciate scientific products:
1. Analytical: People interested in scientific products tend to have a knack for analysis. They enjoy breaking down complex problems into manageable parts and using data and evidence to draw conclusions.
2. Curious: Science enthusiasts are often curious individuals who ask questions, seek answers, and have a desire to understand how things work. They enjoy exploring the unknown and discovering new phenomena.
3. Logical: Scientific-minded people tend to think logically and rationally. They value reason and evidence-based decision-making.
4. Detail-Oriented: Precision and attention to detail are essential when working with scientific instruments and products. People who appreciate these items often possess strong attention to detail.
5. Open-Minded: Scientists and science enthusiasts are generally open to new ideas and willing to adjust their beliefs based on empirical evidence. They are open to challenging their preconceptions.
6. Problem-Solvers: Individuals who like scientific products are often good problem solvers. They enjoy tackling complex issues and finding innovative solutions.

PERSONA

GOALS

- Showcase her passionate commitment to eco-friendly cosmetics and sustainability
- Transition to eco-friendly cosmetics
- Stay informed on sustainable beauty trends
- Achieve satisfaction and align with environmental values
- Acknowledges challenges: maintenance, formula changes, research
- Strong commitment to eco-friendly beauty

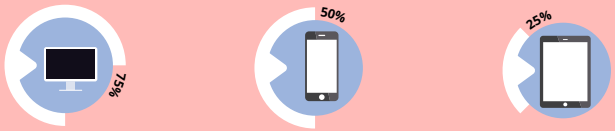
FRUSTATIONS

- Eco-friendly price premiums while valuing cost-effectiveness
- Curiosity drives research, but eco-friendly product search overwhelms efficiency-focused Ava
- Constant changes feel disruptive, require extra effort to adapt
- Changing product formulas
- Craving consistency and dependability in her daily life

"In Ava's world, sustainability isn't just a choice; it's a way of life – tech-savvy, heart-driven, and always innovating."

MOTIVATIONS

PREFERRED TOOLS



PREFERRED CHANNELS

PERSONALITIES

Curious | Innovative | Independent

Goal-Oriented | Persevering | Resourceful

AGE: 32
OCCUPATION: Data Engineer
FAMILY: single
LOCATION: Montreal, QC
CHARACTER: Creative Networker

Driving sustainability through innovation

Ava Wettrick

BIO

Introducing Ava, , a 32-year-old data engineer dedicated to eco-friendly cosmetics, innovation, and sustainability. Despite challenges like changing product formulations, research, and costs, her unwavering motivation is rooted in sustainable beauty, self-care, and environmental advocacy. Ava is a pioneer in conscientious beauty.

EMPATHY MAP

THINK

- Stay updated on sustainable beauty trends and practices
- Choosing eco-friendly brands and products
- Increase sense of alignment with her values of environmental advocacy

FEEL

- Responsible and motivated to show the way
- Concerned about the environmental impact of conventional cosmetics
- Annoyed by the constant changes in product formulas

HEAR

- Discussing the impact of sustainable beauty on their daily routines and its alignment with environmental values
- Recommendations for specific eco-friendly cosmetic brands and products
- Challenges of finding the right sustainable beauty products
- Challenges they face in making the transition to eco-friendly cosmetics

DO

- Observe her actively seeking information on sustainable beauty practices and products
- Look to transition more towards sustainable beauty products
- Use a combination of traditional and eco-friendly cosmetics

SAY

- Expresse her desire to make more environmentally conscious choices
- Seek advice from others who share her values
- Sharing excitement about discovering eco-friendly products

SEE

- Observe the availability of both traditional and eco-friendly cosmetics options
- Follow influencers and experts in the eco-friendly cosmetics industry
- Watch online tutorials and reading articles or blogs
- Notice the impact of beauty choices on daily routine and surroundings

Designer: **Mina Nasr Esfahani**
Type of User: **Quantitative**
Name: **Ava Wettrick**
Date: **October 2023**

Validated

GAINS

- Fear of Conventional Cosmetics' Impact
- Fear of Potential Harm
- Maintaining Eco-Friendly Beauty Costs
- Formula Changes and Research Frustration

PAINS

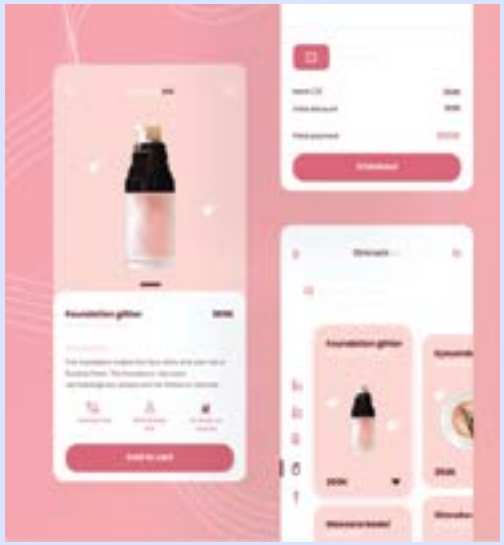
- Access to Eco-Friendly Info and Products
- Shift to Sustainable Beauty
- Inspire others to Reduce her environmental footprintnce
- Sustainability, Self-Care, and Advocacy
- Minimize Environmental Impact with Cosmetics

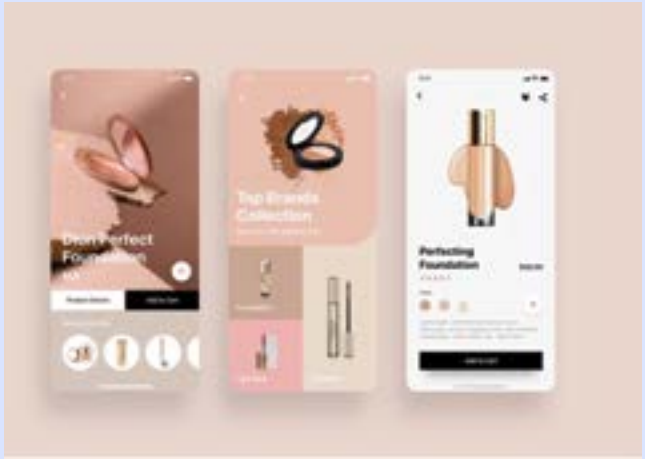
JOURNEY MAP

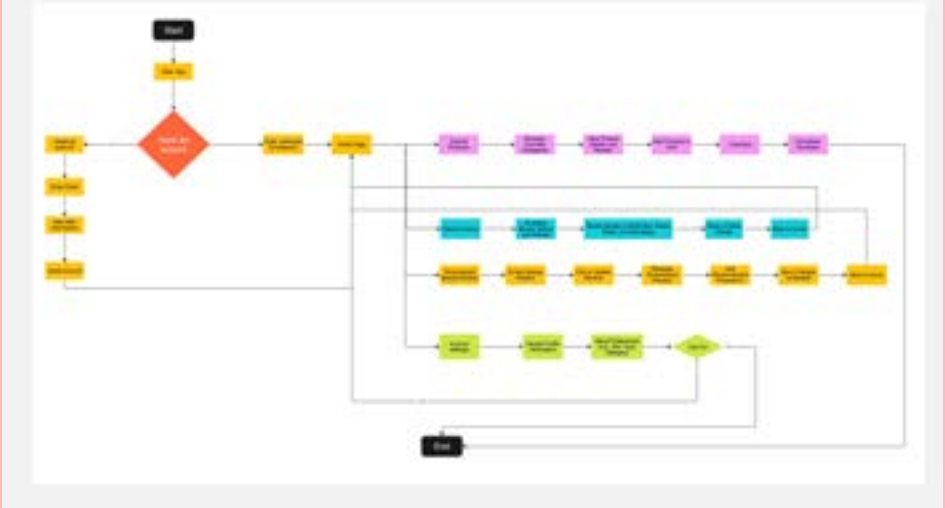
Kelly's Goal: Balancing Finance and Self-care

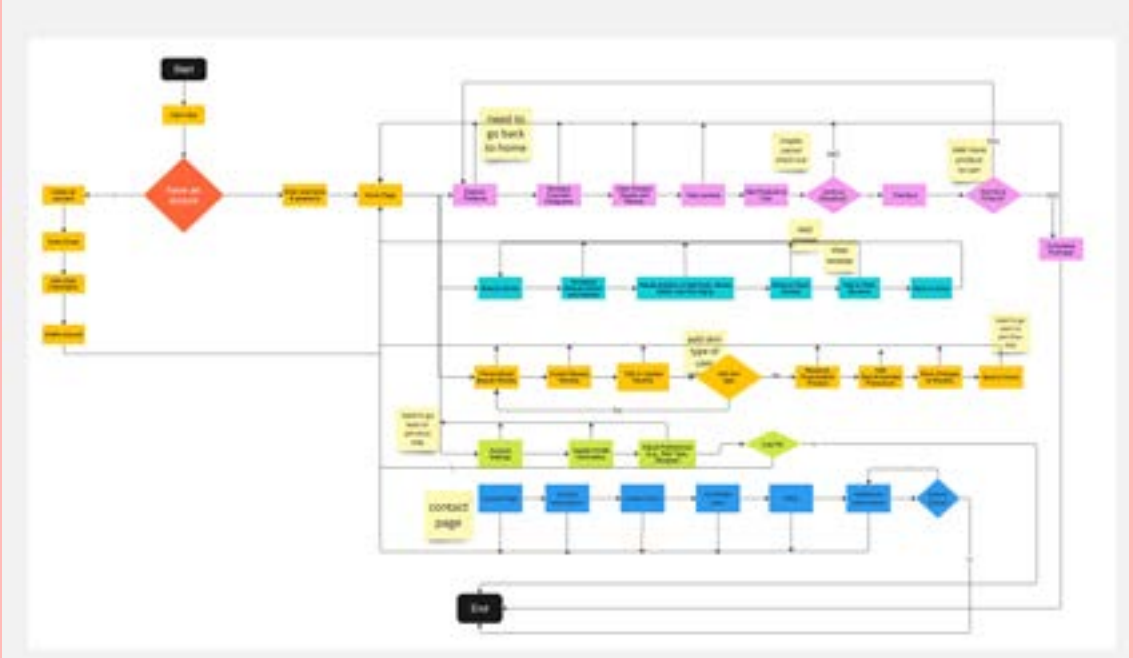
Phase	Explore	Discover	Research & Evaluate	Select	Purchase	Complete
Doing	Enters the app Exploring cosme-tic products	Browses through cosmetic categories	Checks product reviews and ratings from other customers	Select a specific product	Complete purchase	Final adjustments & completes the purchase
Thinking	Finding products that align with their skincare and self-care goals while staying within her budget.	Specific type of cosmetic products they need or want to explore.	Whether the product features and benefits meet her self-care needs and if it's reasona-bly priced	Product's value and how it fits into their self-care routine and budget.	Cost, payment method, and the impact of the purchase on her finances.	reflects on their choices and how they've successfu-lly balanced their self-care needs with their financial considerations.
Feeling	Kelly feels excited to explore the wide range of cosmetic products available	Kelly confidently explores skincare, Beauty Advice, and Personalized Beauty Routine categories.	Kelly's curiosity grows as she checks product details and reviews, boosting her confidence and caution.	Kelly feels a sense of accomplish-ment when they add a product to the cart.	Kelly feels torn between exploring more and finalizing her purchase but ultimately chooses to proceed with the purchase	Kelly feels a sense of accom-plishment and satisfaction.
Potential opportunities	Add filters and sorting options in categories for easier and more efficient product searching	Offer personalized product recommendation s based on her history for easier discovery.	Offer personalized product recommendation s based on her history for easier discovery.	Add a 'Save for Later' feature for users to bookmark products	Provide secure payment options and transparent shipping details for a hassle-free checkout	Deliver a smooth post-purchase experience with order tracking, confirmations, and feedback options

RESEARCH







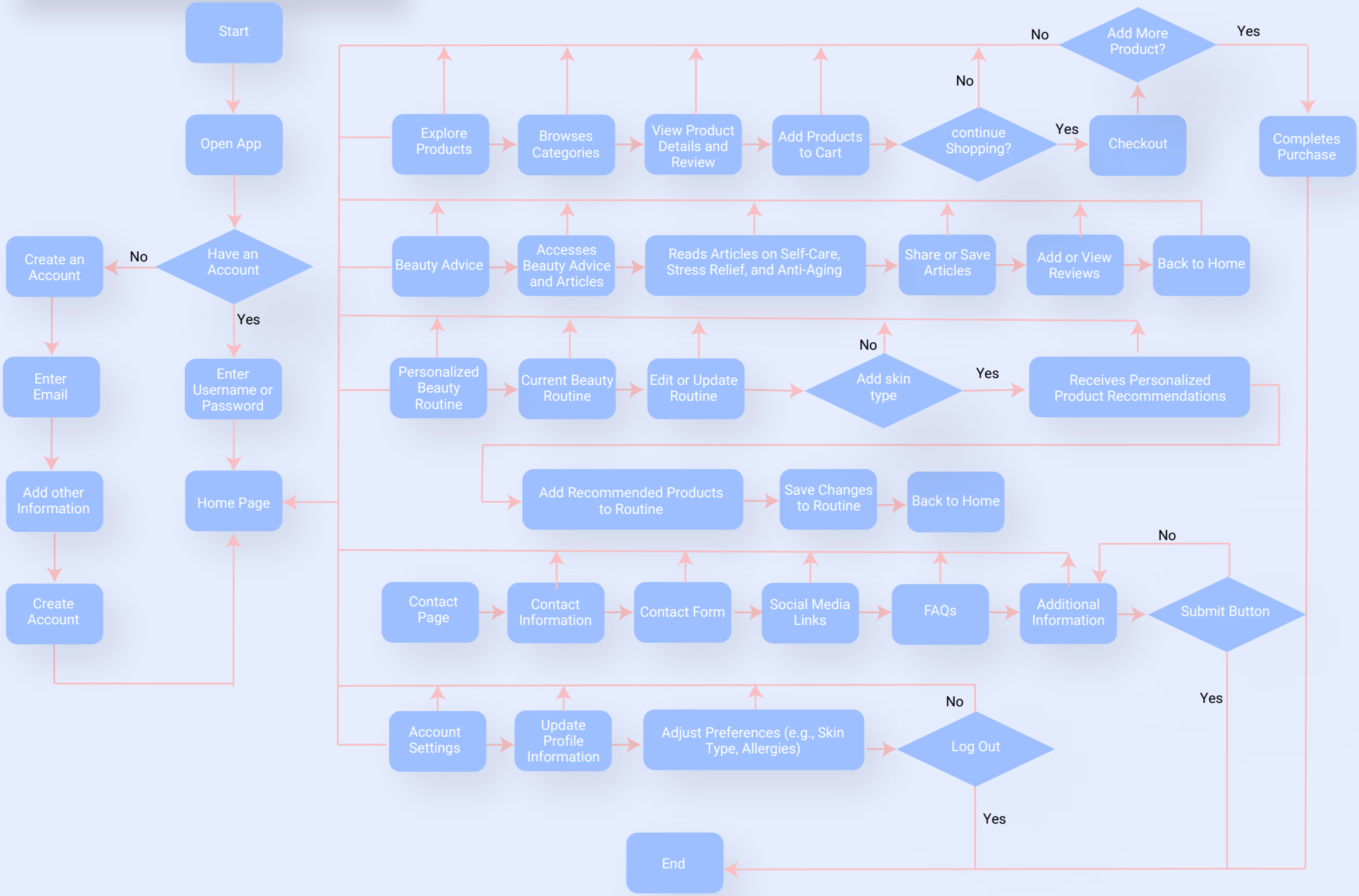


ASSUMPTIVE FLOW

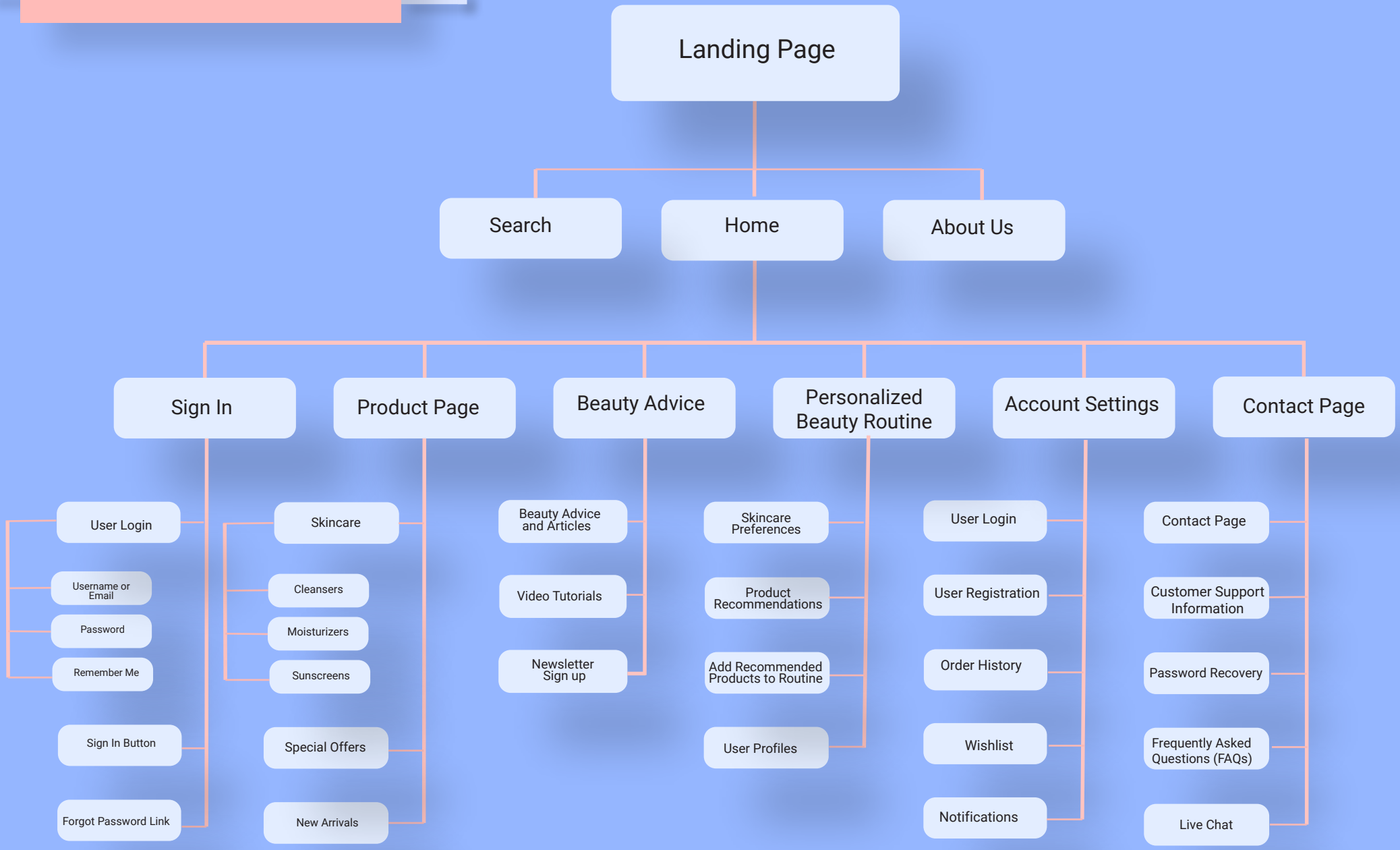
FEEDBACKS

- Clear home page navigation
- Add "Cancel Checkout" for cart flexibility
- Streamline product adding to the cart
- Personalized recommendations based on skin type
- Enable user reviews and viewing
- Improve step navigation
- Create an accessible contact page

VALIDATED FLOW

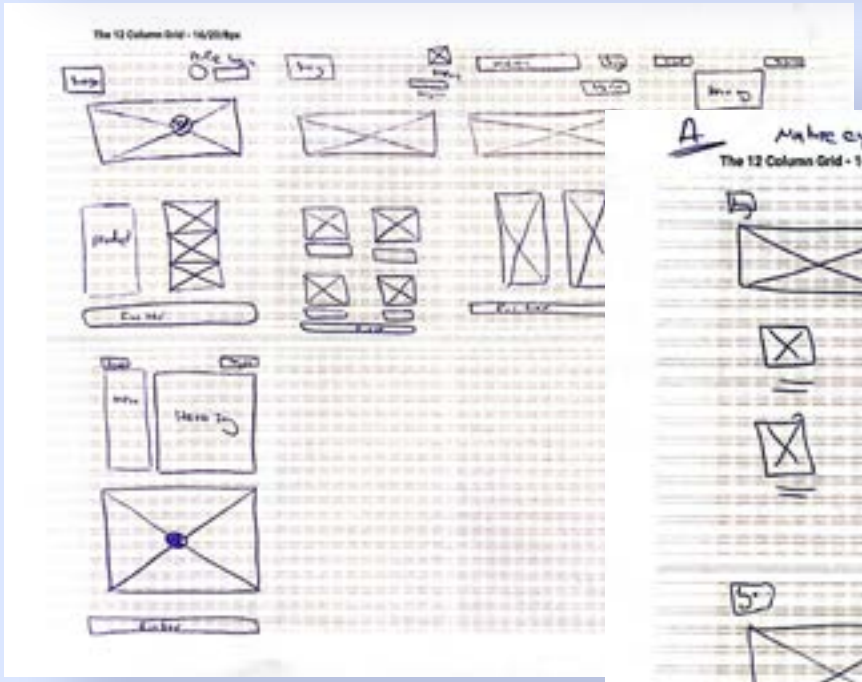


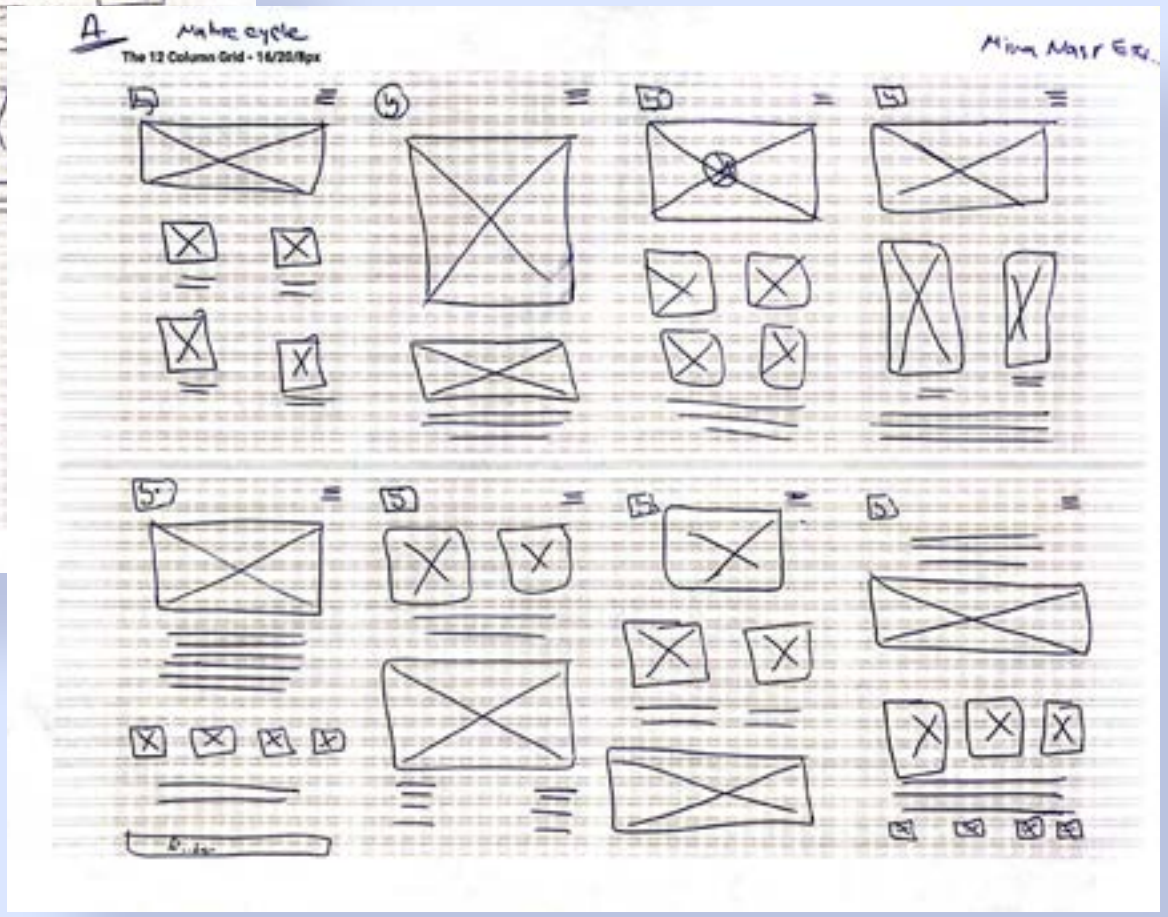
IA SITEMAP


Landing Page
Search
Home
About Us
Sign In
Product Page
Beauty Advice
Personalized Beauty Routine
Account Settings
Contact Page
User Login
Username or Email
Password
Remember Me
Sign In Button
Forgot Password Link
Skincare
Cleansers
Moisturizers
Sunscreens
Special Offers
New Arrivals
Beauty Advice and Articles
Video Tutorials
Newsletter Sign up
Skincare Preferences
Product Recommendations
Add Recommended Products to Routine
User Profiles
User Login
User Registration
Order History
Wishlist
Notifications
Contact Page
Customer Support Information
Password Recovery
Frequently Asked Questions (FAQs)
Live Chat

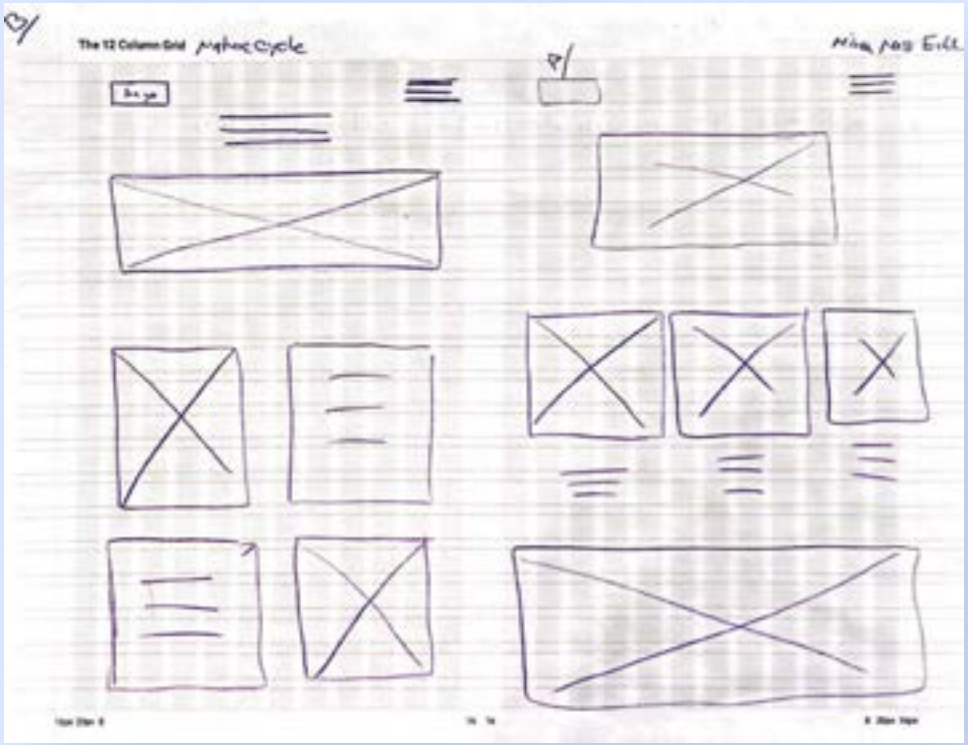
RESEARCH

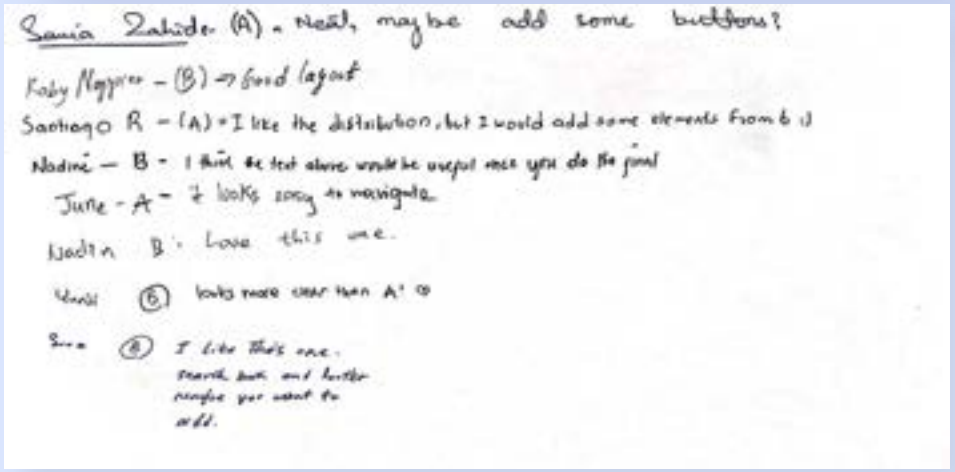
Speed sketches, sketch of users path based on validated flow





A/B TESTING





Tester A

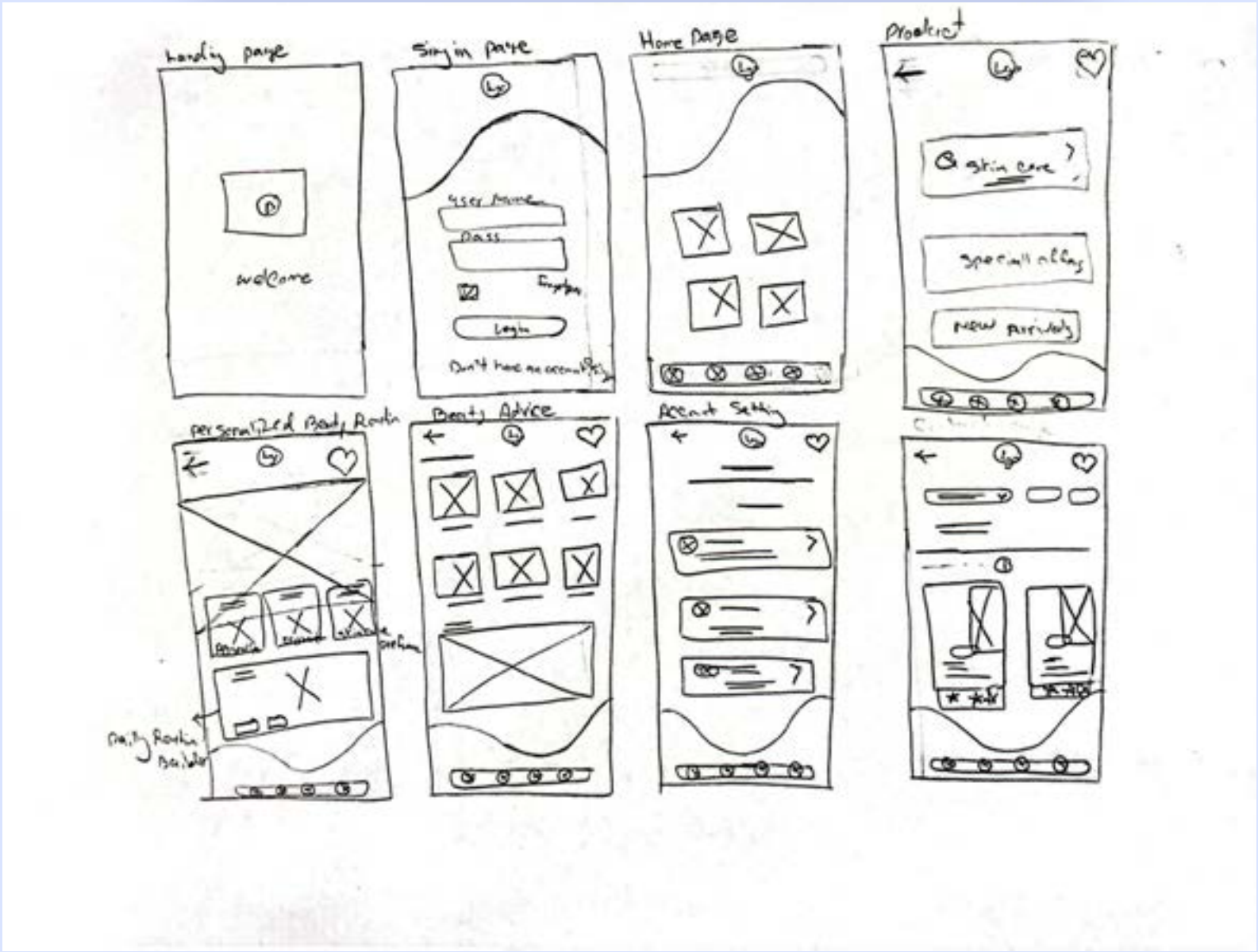
- Requesting to potentially add a button
- I am into the distribution, but it needs a few more elements
- It appears easy to navigate

Tester B

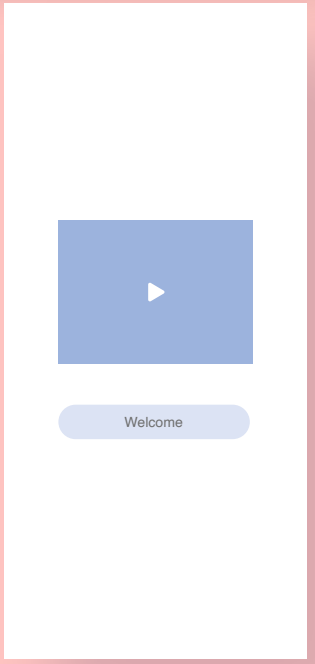
- Good layout.
- I think the text above would be useful once you finalize it.
- I love this one.
- it looks clearer than option A.
- I like this one. Maybe we need to add a search box and footer to the final version.

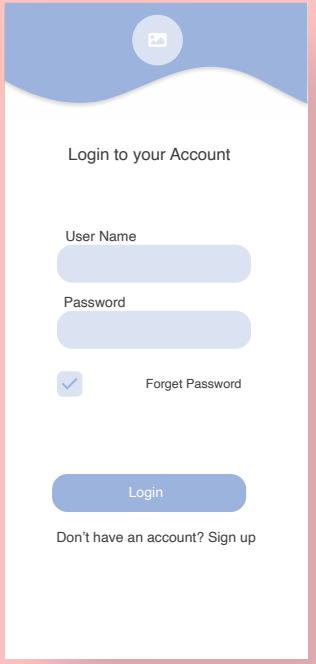
SKETCHES

Sketch of users path based on validated flow

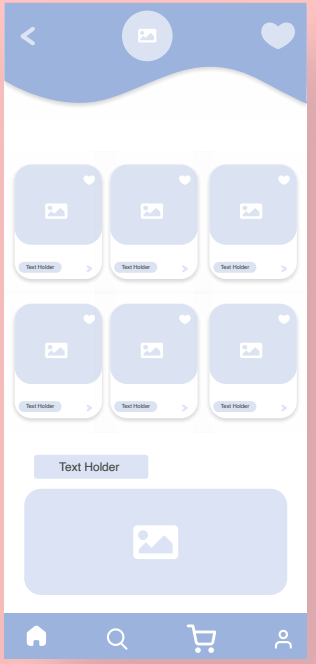


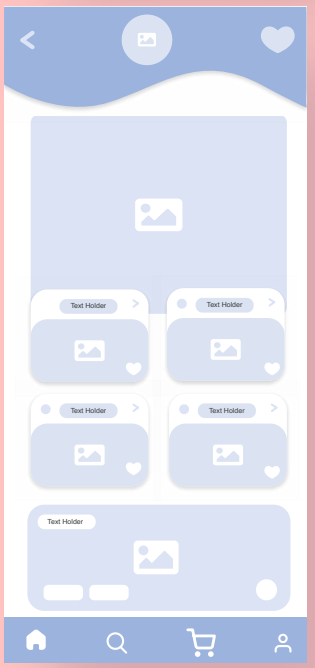
MID-FI

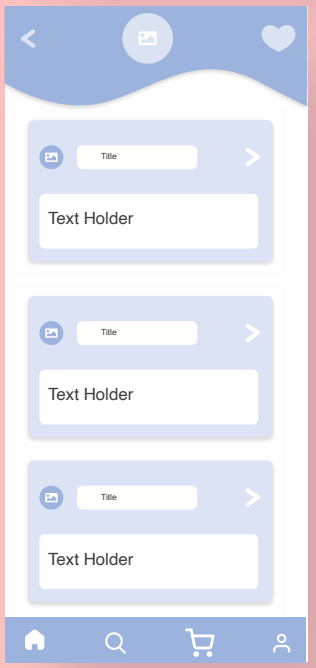

Welcome

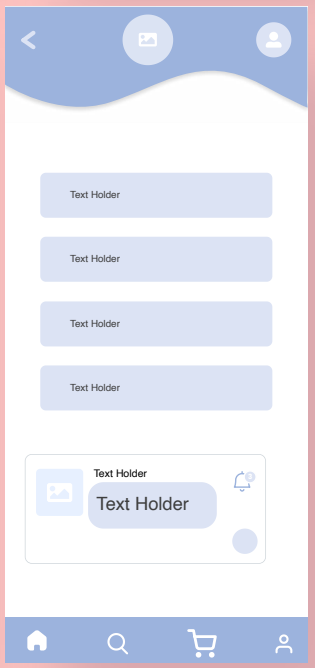

Login to your Account
User Name
Password
Forget Password
Login
Don't have an account? Sign up

Text Holder


Text Holder


Text Holder

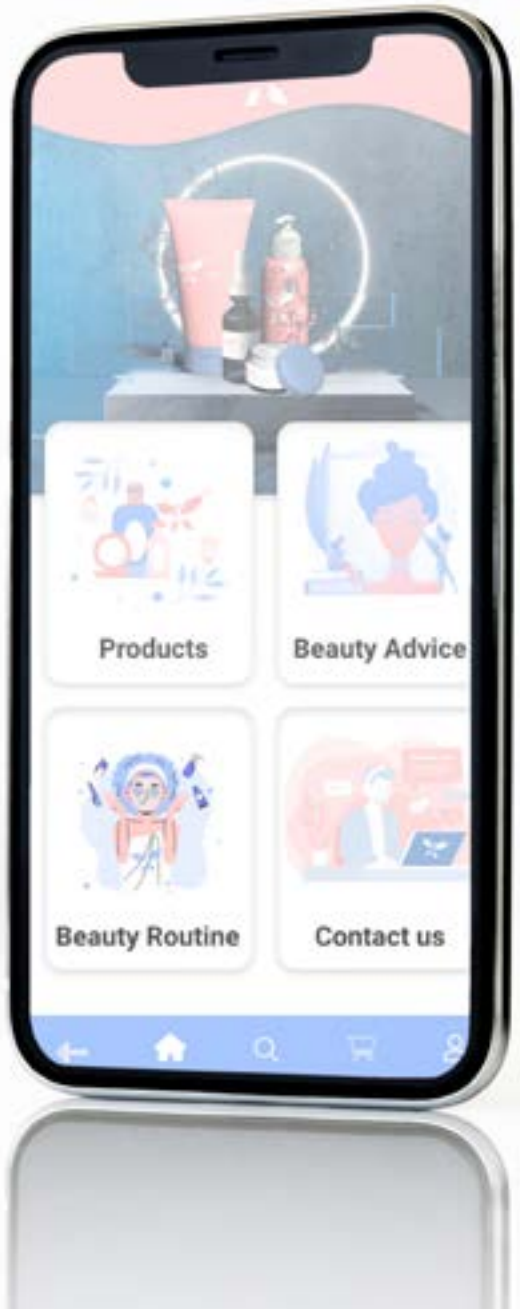

Title
Text Holder
Title
Text Holder
Title
Text Holder


Text Holder
Text Holder
Text Holder
Text Holder
Text Holder
Text Holder

Text Holder

HI-FI PROTOTYPE

https://xd.adobe.com/view/5c534304-e546-40bb-aef4-be969b3fcb3e-0900/



REFECTIONS

Throughout this project, I've led key aspects like UX/UI design, content creation, and community engagement for NaturCycle's app. Crafting its vision, I contributed to sustainable beauty promotion and user-centricity. My work on wireframes and user flow charts translated concepts into practical design. This experience enriched my skills in app development, sustainability advocacy, and collaborative teamwork, aligning user needs with environmental values.