

Lucid Design

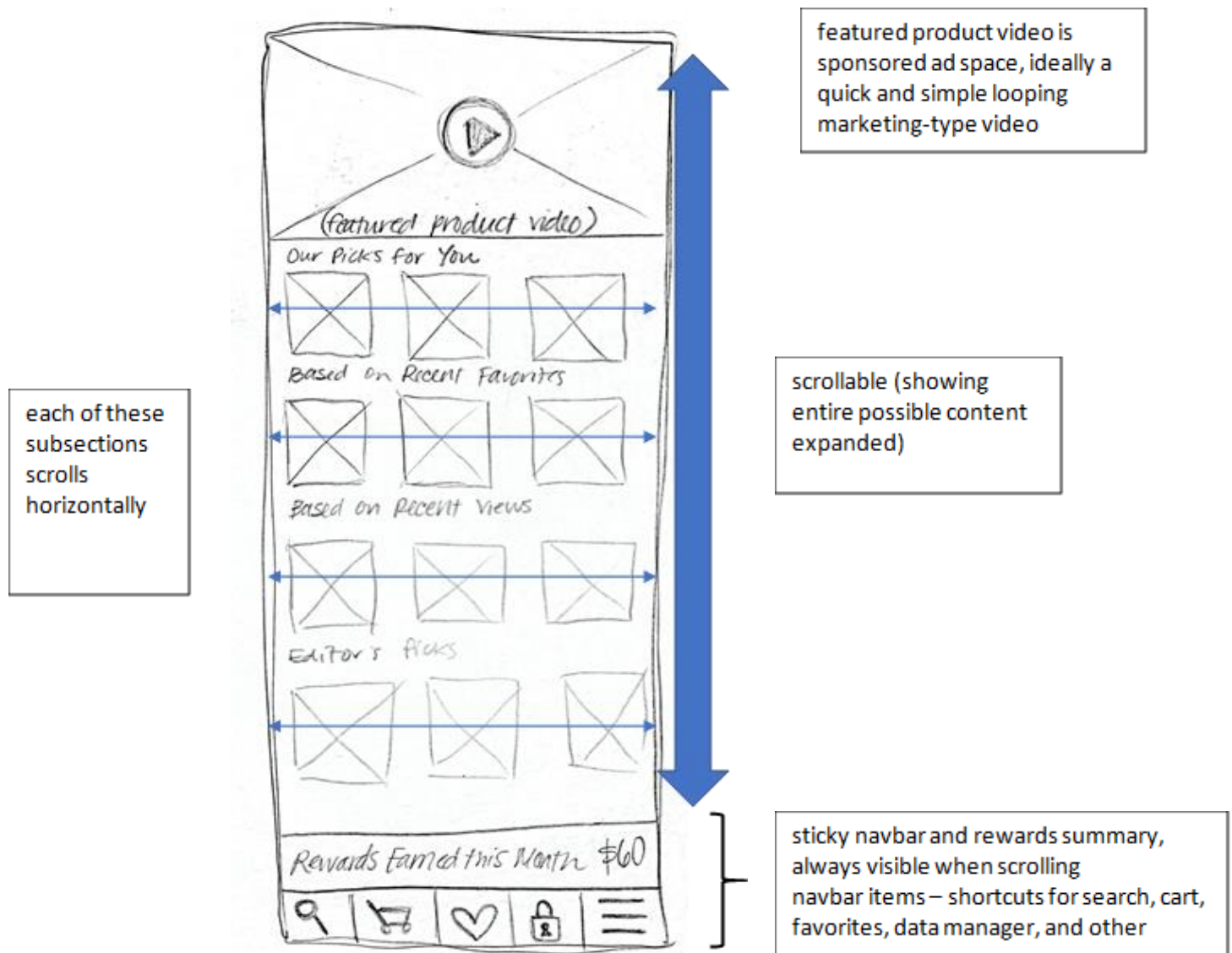
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Project Description

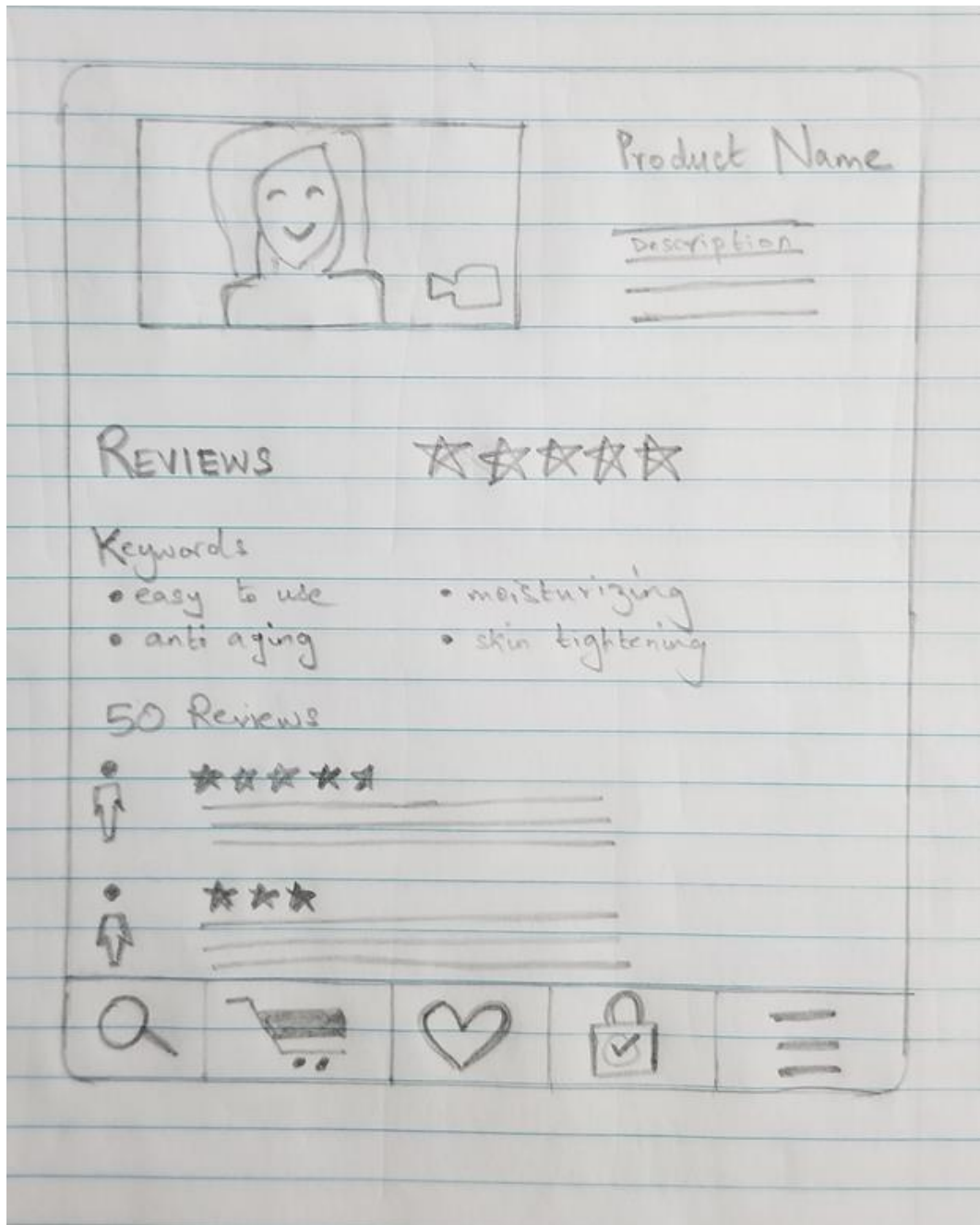
Brief Description of Project: Beauty Benefits is a paid app that gathers data from its users about their beauty product experiences. This data is anonymized and licensed to cosmetic and skincare companies, and in return for access to this data, Beauty Benefits users can receive free samples or full-size products from the companies who work with Beauty Benefits, or they can receive money directly

Final Re-sketches continued on next pages:

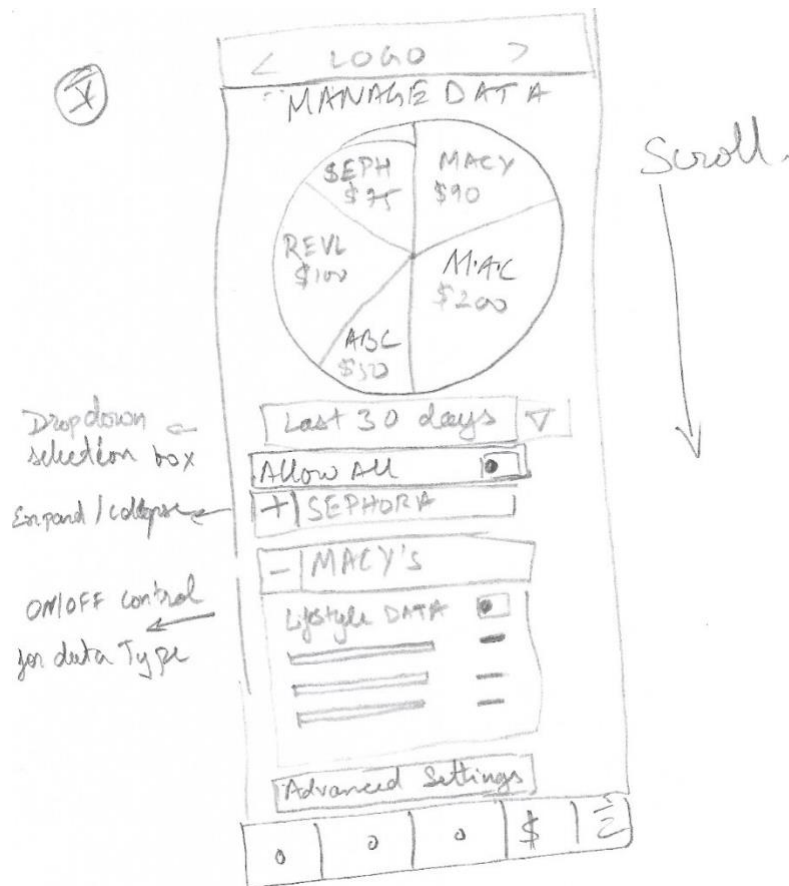
Home Page



For our home page, we wanted to make sure to keep it as simple as possible, so we only included a spot for a featured product video and product recommendations. At the bottom we have our ever-present navbar, and on the home page you can also see the rewards you've earned for the month in return for providing relevant beauty data to companies. The strengths of this design are that by keeping it straightforward, you don't intimidate the user with complex or unfamiliar actions. This home page is pretty familiar for anyone who has a shopping app on their phone. This design is better than the other home page designs in that it doesn't try to convey too much information to the user from the outset. It is more of an amalgam of many of our different ideas, but it ties in the recommendations focus for the home page and leaves the other pieces to other pages (namely the data management and product preferences aspects). A possible weakness of this design is that it could be a little boring, so we need to make sure that the colors/fonts/overall aesthetic pops in a modern, crisp sort of way.



On the product review page, we have Product description, Star ratings, Customer reviews and Keywords. We included video review because we wanted to show our customers what the products look like and how to use them in action. We also included keywords for each product so that customers read this section on top quickly and see if that product is useful to them. Then as they scroll down, they can see star ratings from other users and detailed review if they choose to. This caters to both categories of users; those that are in a hurry and those who want to do full research before they go ahead with buying that product.



This design seems to be the best fit for Manage Data page of the App. This page provides user with key insights about earnings/rewards and ability to control access to data to Beauty stores. The pie chart will be large enough for users to see the data clearly. This will help user digest is the data and glean key insights. Based on these insights' user can take action to control data access. Pie chart visually represents the share of total earnings by store. It should help the user quickly grasp which brands/store are paying the most.

The Expand/Collapse menu helps manage the complexity of Store and Data Type control. We have four types of data: Lifestyle, Appearance, Personal, Allergy