Lucid Design: Beauty App Paper Prototype

Top three Tasks and Prototype:

1. Login/account creation and beauty questionnaire
   a. Login page
   b. Homepage
   c. Product Recommendations view on homepage
   d. Account creation
   e. Questionnaires
      i. Lifestyle info (demographic info, values – luxury, eco-friendly, etc)
      ii. Beauty info (skin info – skin type/tones/coloring, ingredient preferences, allergies/sensitivities)

Beauty Benefits

Login

username/email

[   ]
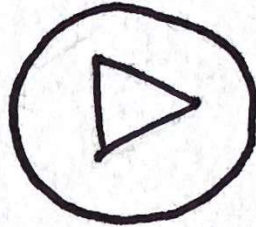
password

[   ]
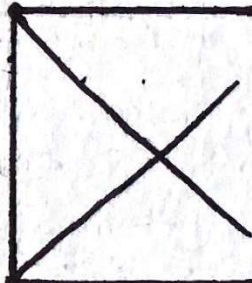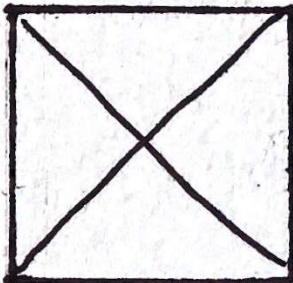
Forgot password?

[LOGIN]

[f Log in with Facebook]
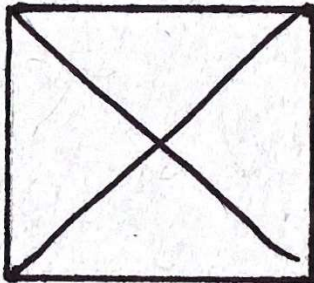
Don't have an account?
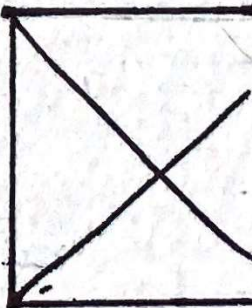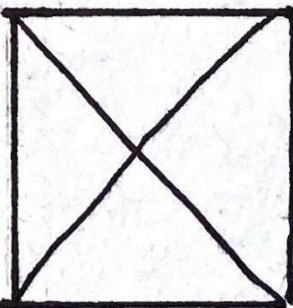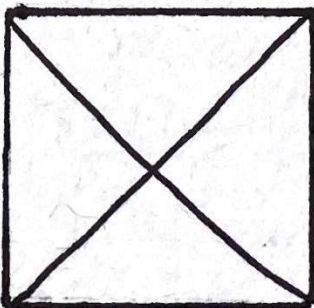
SIGN UP

Beauty Benefits

Our picks for You

Based on Your Skin Goals

Based on Recent Views

Create Your Account

email address

password

First Name   Last Name

Birthdate   country ▽

(MM/DD/YYYY)

☐ I agree to the Terms of use & Privacy Policy

[NEXT]

Lifestyle & Beauty Preferences →

When looking at products, what is the most important factor?

O Price   O Advertised claims
O Ingredients   O Packaging
O Luxury/Brand   O Smell/Texture
O Eco-friendly

What is the least important?

O Price   O Advertised claims
O ingredients   O Packaging
O Luxury/Brand   O Smell/Texture
O Eco-friendly

expanded

Lifestyle Preferences

— Demographics

Gender ▽	Marital Status ▽
Ethnicity ▽	Location ▽
Education ▽	Income ▽

+ Values

[FINISH]

Recommendations Ahead →

Skin Type

[dropdown ▽] { Dry, Oily, Combination, Normal, or I Don't Know

Skin Tone

[dropdown ▽] { Cool, Warm, Neutral, or I Don't Know

expanded

Mark your top skin concerns (up to 4):

☐ Acne ☐ Signs of Aging
☐ Pores ☐ Dark Spots
☐ Fine Lines ☐ Dullness
☐ Dark Circles ☐ Redness

expanded

Do you have any known allergies to skincare ingredients?

○ Yes ○ No
↳ Please Explain [_____]

Do you have sensitive skin?
○ Yes ○ No

expanded

Beauty Preferences

+ Skin Type & Tone

+ Primary Concerns

+ Allergies & Sensitivities

− Ingredient Preferences

Do you prefer products that are:
☐ Oil-free
☐ Petroleum-free
☐ Alcohol-free
☐ Noncomedogenic
☐ Dye-free

− Skin Goals

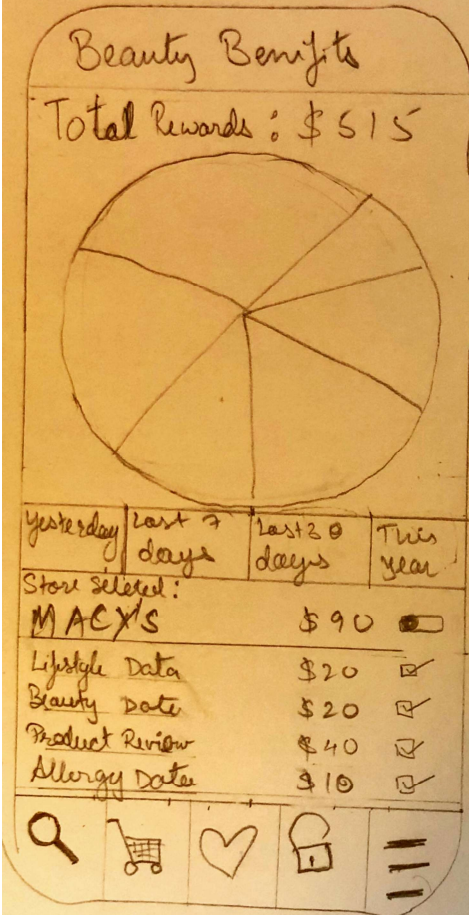☐ More sunscreen ☐ Smaller Pores
☐ Decrease oiliness ☐ Clear Skin
☐ Dewy Skin ☐ Smoother Skin
☐ Youthful Skin ☐ Even Skin tone

[NEXT]

Lifestyle Preferences →

2. View rewards earned from beauty stores and managing data access by beauty stores.

① View Data I   ② View Data II   ③ take action - All

$ Data Types

Beauty Benifits

Total Rewards : $515

Yesterday	Last 7 days	Last 30 days	This year

Store Selected:

MACY'S			$90	
Lifestyle Data			$20	☑
Beauty Data			$20	☑
Product Review			$40	☑
Allergy Data			$10	☑

🔍 🛒 ♡ 🔒 ☰

Beauty Benifits

L	B	P	A

Yesterday	Last 7 days	Last 30 days	This year

MACY'S			$90	

🔍 🛒 ♡ 🔒 ☰
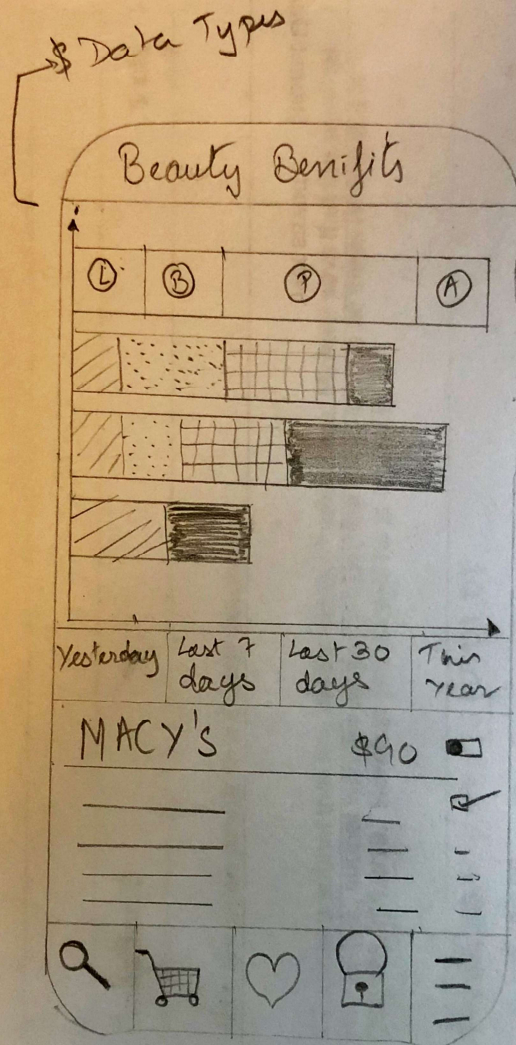
Beauty Benifits

Manage Data

Filter   Allow all   ▭

+	MACY'S	▭
+	SEPHORA	▭
−	REVLON	▭

− Lifestyle Data   ☑
_____
_____

− Beauty Data   ☑
_____

🔍 🛒 ♡ 🔒 ☰

3. Searching for products and purchasing products
   a. Search
   b. Shopping cart, checkout

Screen 1

CLINIQUE

★-★-★-★

[Add to Cart]

Ingredients

How to Use

Reviews

Keywords
- easy to use
- long lasting
- dark intense
- no-smudge

250 Reviews

★★★

★★★★★

Screen 2

Ingredients
- 🔴 Low Hazard Concern
- 🔴 High Hazard Concern
- 🟡 Allergen
- 🔵 Skin Irritant

Water	
Sodium Laureth....	
Citric Acid	🔵
Sodium Benzoate	🟣
Sodium Citrate	
Cocamide	
EDTA	
Triphosphate	
Glycerine	

Screen 3

My Cart

Get 2 samples free with every order
Select your samples ∨

Redeem your rewards

Items in Basket (i)

CLINIQUE
Long wear Eye Gel
$$ [1 ▾]

Move to Favorites | Remove

Total _____

[Check Out]