

BEAUTY *Benefits*

CPSC 5220 User Experience Design

Lucid Design – Laura, Nazneen, Harshal

Beauty Benefits

Users

- Data Dignity for users
- Privacy and Data Security

Business Model

- Subscription
- Merchandise sales

Technology

- iOS & Android App
- Exclusive and Personalized Beauty content

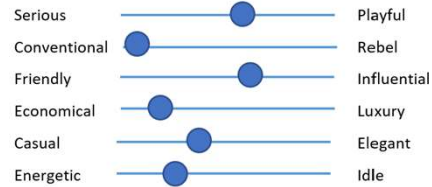
Annie Wilson

Demographic Information:

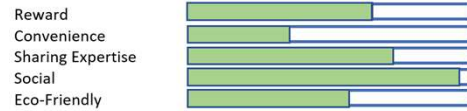
- 27-year-old female
- Work – Account Manager
- Location – Seattle, WA
- Archetype – Aspiring Mentor

Keywords:

- Technology Savvy
- Camera Friendly
- Loyalty Card holder
- Beauty Enthusiast



Motivations:



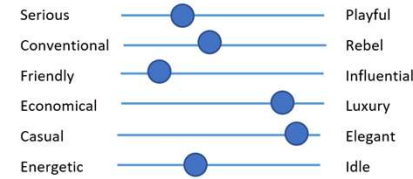
Renee Bell

Demographic Information:

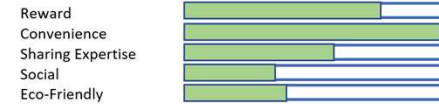
- 45-year-old female
- Work – VP of Marketing
- Family of 4
- Location – Houston, TX
- Archetype – Queen Bee

Keywords:

- Tech Novice
- Luxury Seeker
- Strive for Comfort
- Skincare Devotee



Motivations:



Personas

Top Scenarios

1

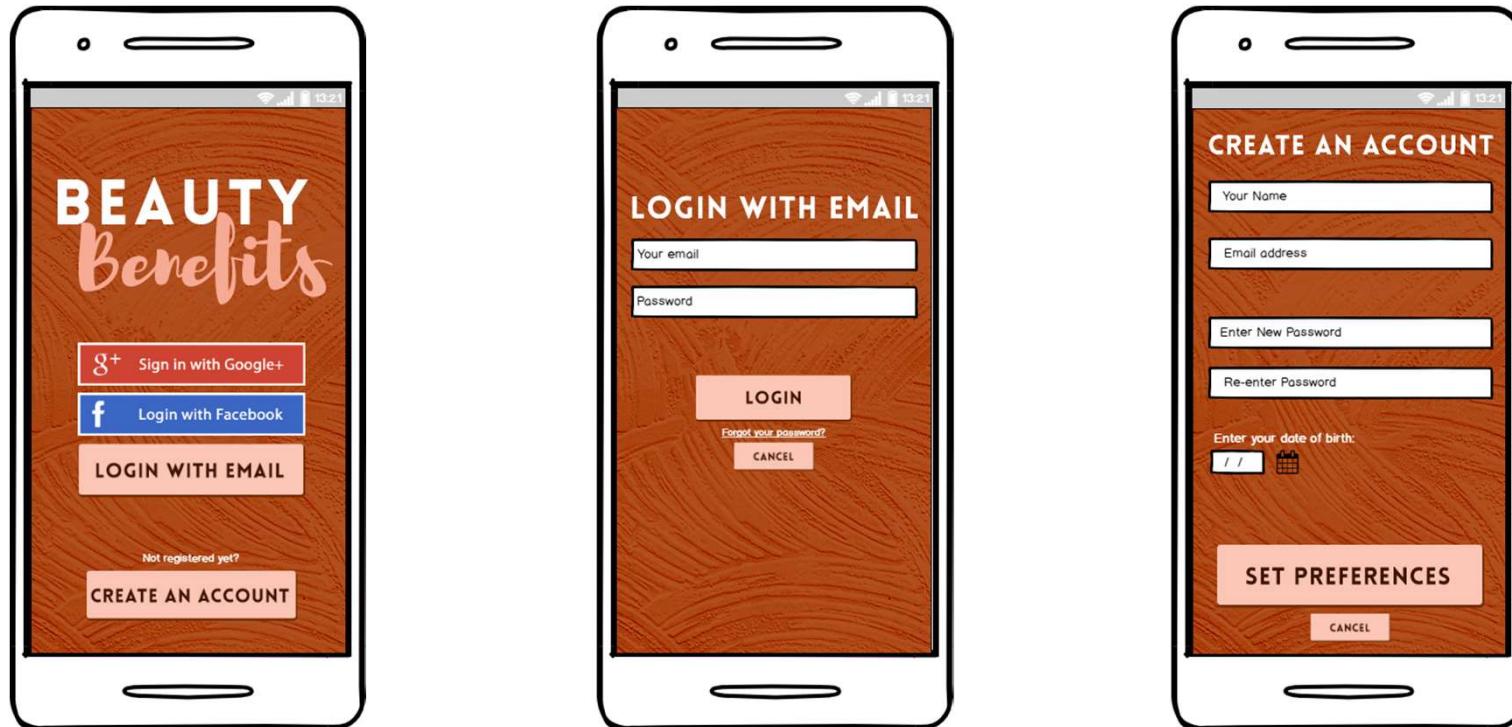
- Data Onboarding
- Enable user to provide beauty preferences data to view personalized content

2

- Shopping Experience
- Enable user to engage with merchandise – search, research, buy & review

3

- Manage Data
- View rewards and manage data access to Store Loyalty programs



Sign-in

Data Onboarding



BEAUTY PREFERENCES

> SKIN TYPE & TONE

▼ PRIMARY SKIN CONCERNS

Mark your top skin concerns (up to 4):

<input type="checkbox"/> Acne	<input type="checkbox"/> Signs of Aging
<input type="checkbox"/> Pores	<input type="checkbox"/> Dark Spots
<input type="checkbox"/> Fine Lines	<input type="checkbox"/> Dullness
<input type="checkbox"/> Dark Circles	<input type="checkbox"/> Redness

> ALLERGIES & SENSITIVITIES

▼ INGREDIENT PREFERENCES

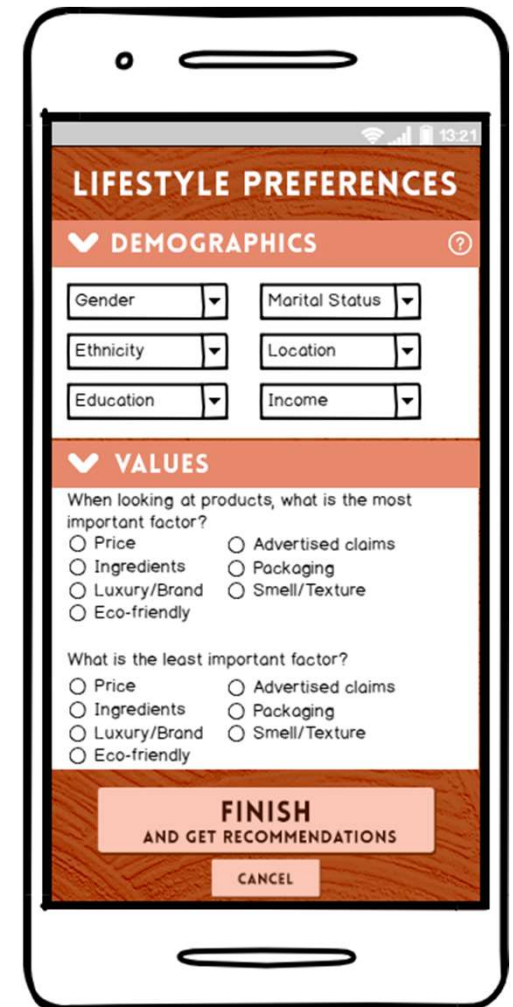
Do you prefer products that are:

<input type="checkbox"/> Oil-Free	<input type="checkbox"/> Noncomedogenic
<input type="checkbox"/> Petroleum-Free	<input type="checkbox"/> Dye-Free
<input type="checkbox"/> Alcohol-Free	

> SKIN GOALS

CONTINUE PREFERENCES

CANCEL



LIFESTYLE PREFERENCES

▼ DEMOGRAPHICS

Gender	Marital Status
Ethnicity	Location
Education	Income

▼ VALUES

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

<input type="radio"/> Price	<input type="radio"/> Advertised claims
<input type="radio"/> Ingredients	<input type="radio"/> Packaging
<input type="radio"/> Luxury/Brand	<input type="radio"/> Smell/Texture
<input type="radio"/> Eco-friendly	

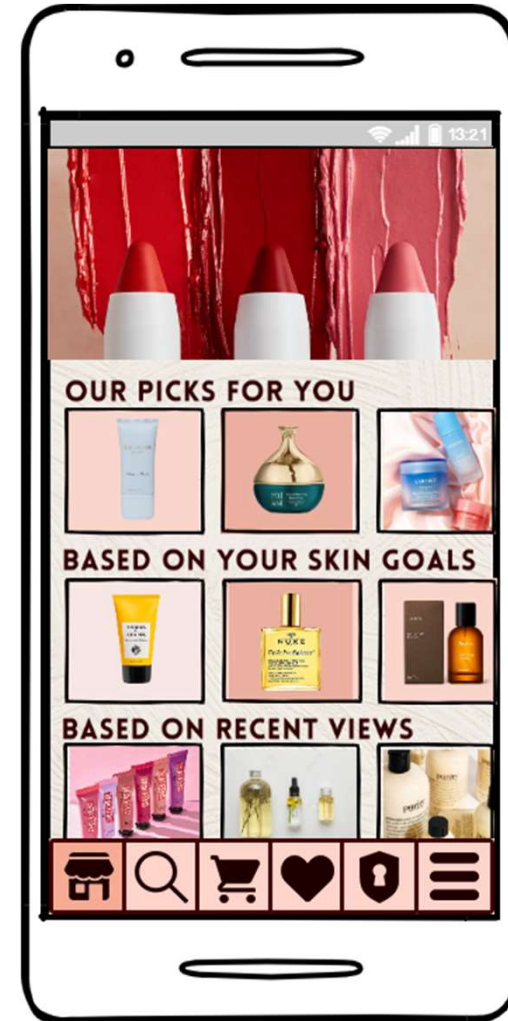
What is the least important factor?

<input type="radio"/> Price	<input type="radio"/> Advertised claims
<input type="radio"/> Ingredients	<input type="radio"/> Packaging
<input type="radio"/> Luxury/Brand	<input type="radio"/> Smell/Texture
<input type="radio"/> Eco-friendly	

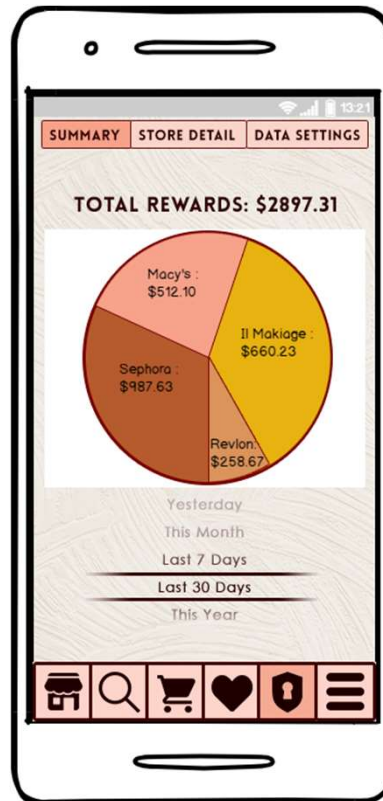
FINISH AND GET RECOMMENDATIONS

CANCEL

Home Screen with Personalized Content



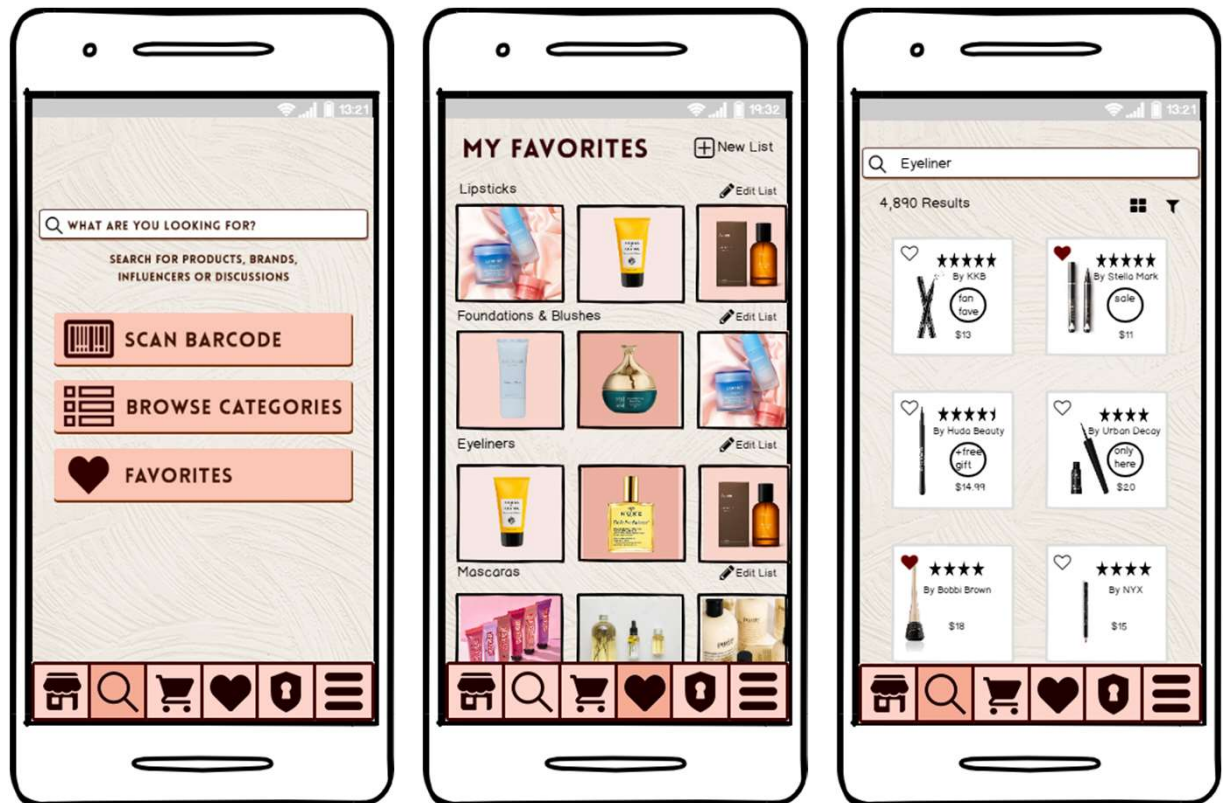
Rewards & Data Settings

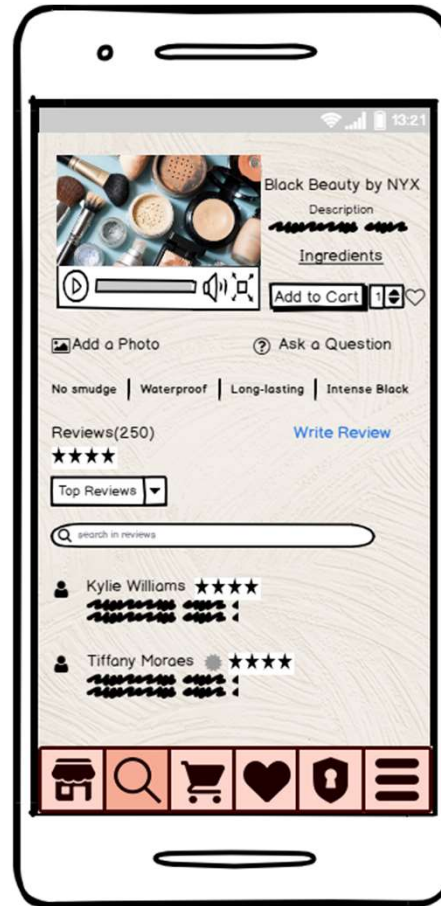
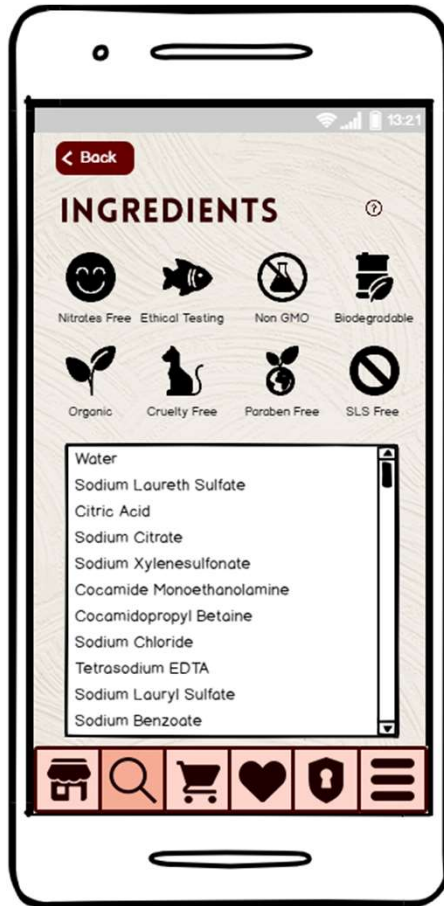


Mobile app screen showing 'DATA SETTINGS'. The screen includes a navigation bar with 'SUMMARY', 'STORE DETAIL', and 'DATA SETTINGS'. Below the navigation bar, there is a search bar labeled 'SEARCH BY STORE NAME'. The settings are organized by store, each with a toggle switch and a list of data categories with checkboxes. At the bottom, there are 'CANCEL' and 'SAVE' buttons. A bottom navigation bar contains icons for home, search, cart, heart, shield, and menu.

Store	Lifestyle Data	Beauty Data	Product Reviews	Allergy Data
MACY'S	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SEPHORA	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
REVLON	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
IL MAKIAGE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

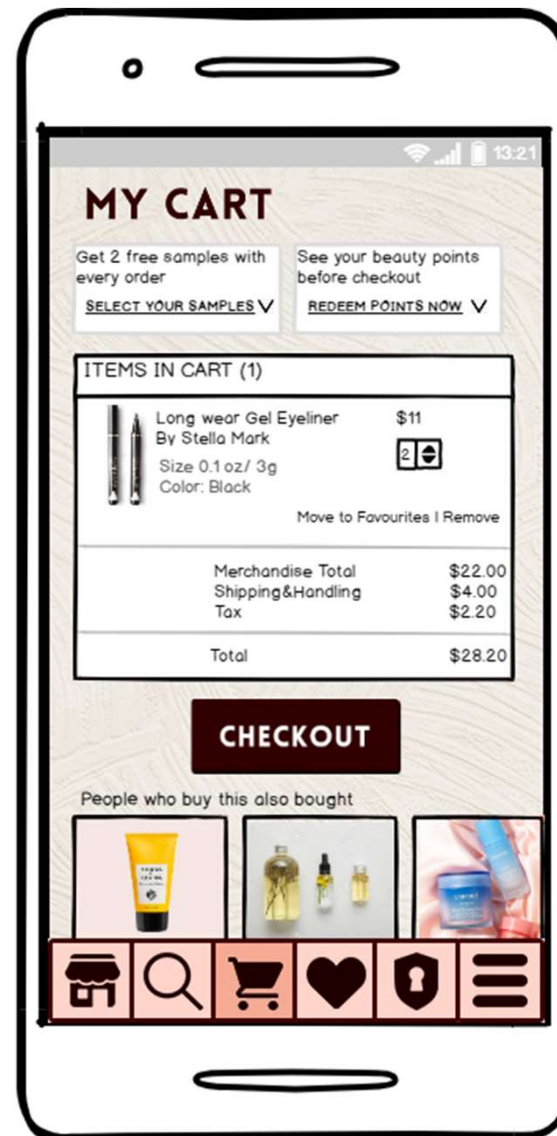
Search Products





Product
Research

Shopping Cart



Thank You

- Lucid Design