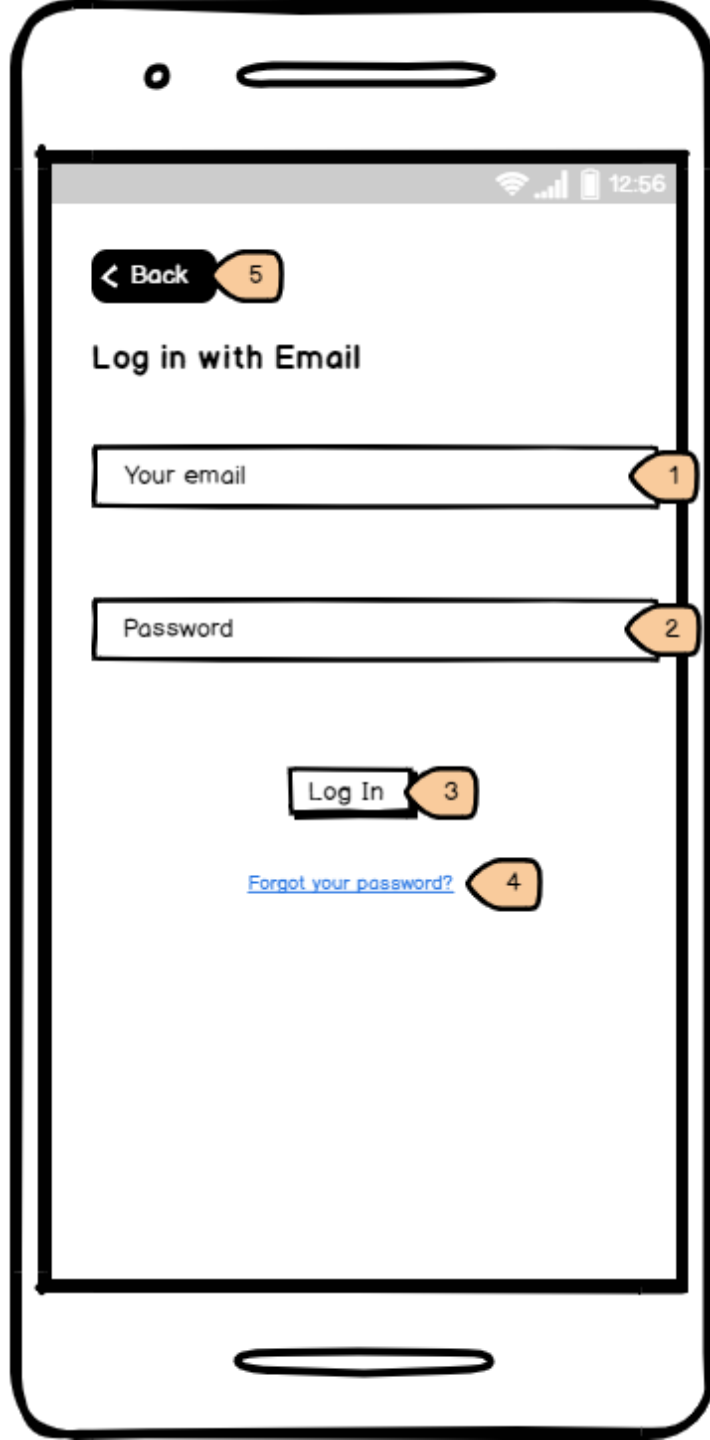


# Beauty Benefits

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## Launch

1	Select to Login with Facebook credentials
2	Select to Login with Google credentials
3	Select to Login with Email credentials
4	Select to Create a new account



# Beauty Benefits

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## Email Sign-In

1	Enter email address
2	Enter password
3	Select to login once credentials are put in
4	Select to retrieve password
5	Select to go back to launch screen and login options

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## Account Creation

1	Entry boxes for user data
2	Select to access date picker
3	Select to confirm account details and proceed to set preferences for account



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## Beauty Preferences – Partially Expanded

1	Expandable sections for user data collection, all closed by default when page is opened
2	Select to confirm beauty preferences and continue to set lifestyle preferences
3	Select to cancel setting up new account and go back to launch screen

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## Beauty Preferences – Other Sections

- 1 Select to get more information about Skin Type or Tone and what it means

Expanded section views

### ▼ Skin Type & Tone

What is your skin type and tone?

Skin type ▼



1

Options: Dry, Oily, Combination, Normal, or I Don't Know

Skin tone ▼



Options: Cool, Warm, Neutral, or I Don't Know

### ▼ Allergies & Sensitivities

Do you have any known allergies to skincare ingredients?

☐ Yes ☐ No

Please explain:

Only visible if "yes" is selected

Do you have sensitive skin?

☐ Yes ☐ No

### ▼ Skin Goals

What are your goals for your skin?

- |  |   |
|--|---|
| <input type="checkbox"/> Decrease Oiliness   | <input type="checkbox"/> Smaller Pores  |
| <input type="checkbox"/> Dewy Skin           | <input type="checkbox"/> Clear Skin     |
| <input type="checkbox"/> Youthful Skin       | <input type="checkbox"/> Smoother Skin  |
| <input type="checkbox"/> Wear More Sunscreen | <input type="checkbox"/> Even Skin Tone |

12:55

## Lifestyle Preferences

1 Demographics ? 2

Gender Marital Status

Ethnicity Location

Education Income

3 Values

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

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

What is the least important factor?

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

Finish & Get Recommendations 3

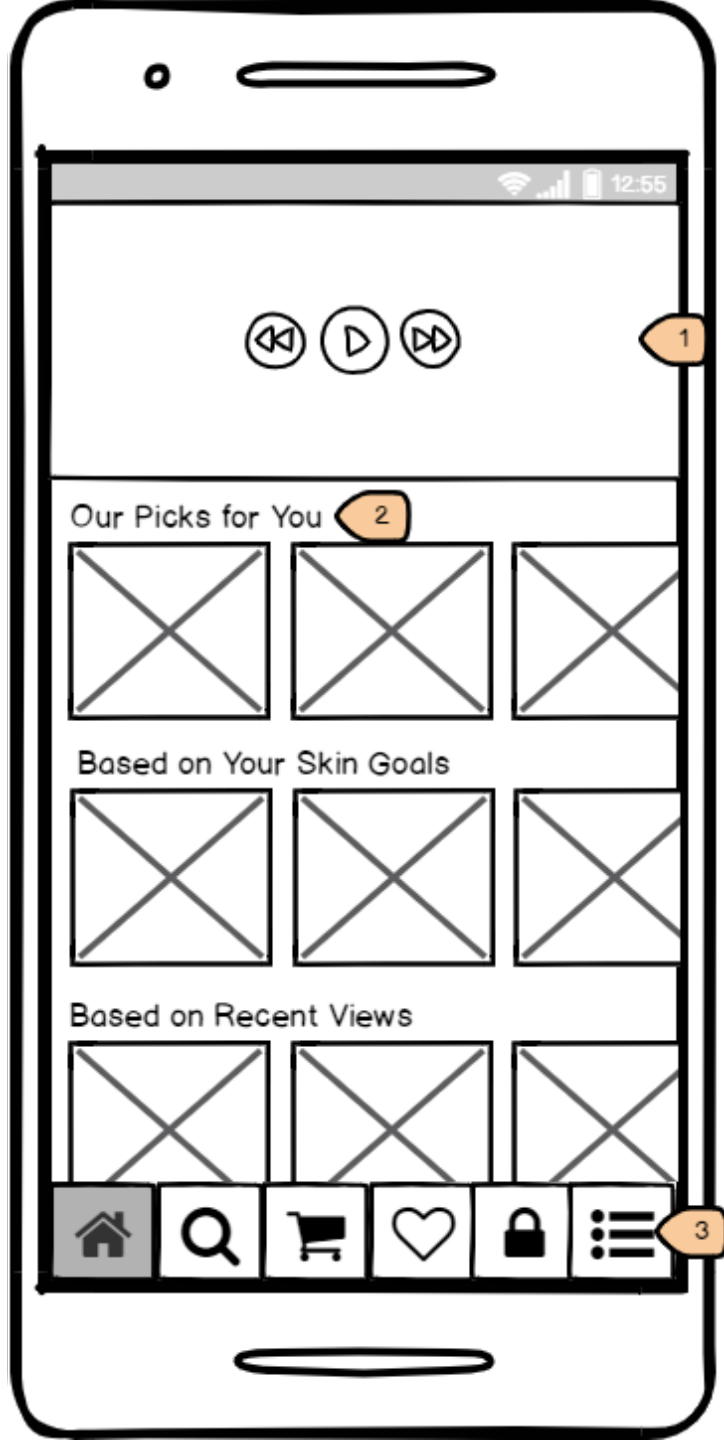
Cancel 4

# Beauty Benefits

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## Lifestyle Preferences

1	Expandable sections to get user data, closed by default when page is loaded
2	Select to get more information about what this section means and why we are looking for that information
3	Select to confirm account details and proceed to home page and recommendations
4	Cancel and return to Launch screen

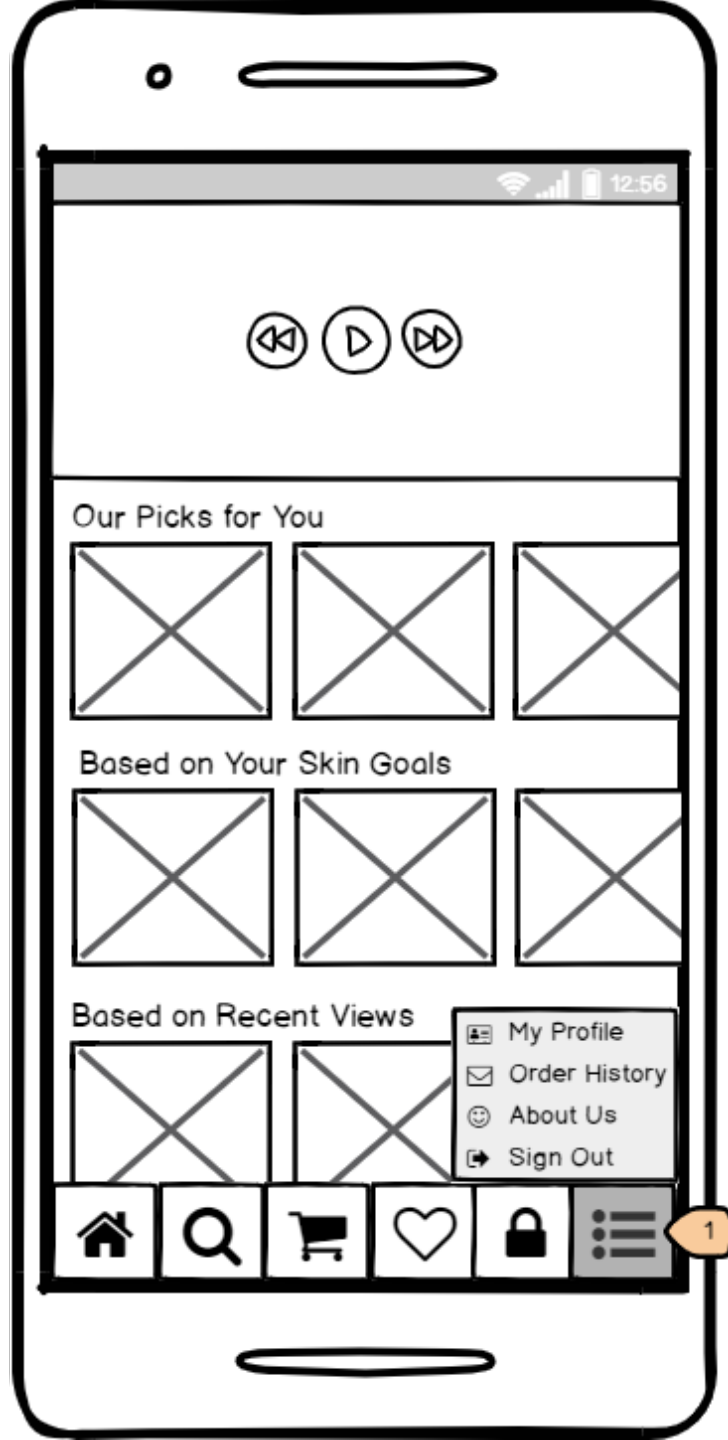


# Beauty Benefits

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## Home

1	Paid feature product/advertisement/promotional videos play here
2	This is the product recommendation section. Horizontal scroll for each section and vertical scroll on home page for different recommendations (Sections not seen: Editor's Picks, Based on Recent Favorites)
3	Sticky navbar is always visible on the bottom when the app is open, active page is shown to be selected



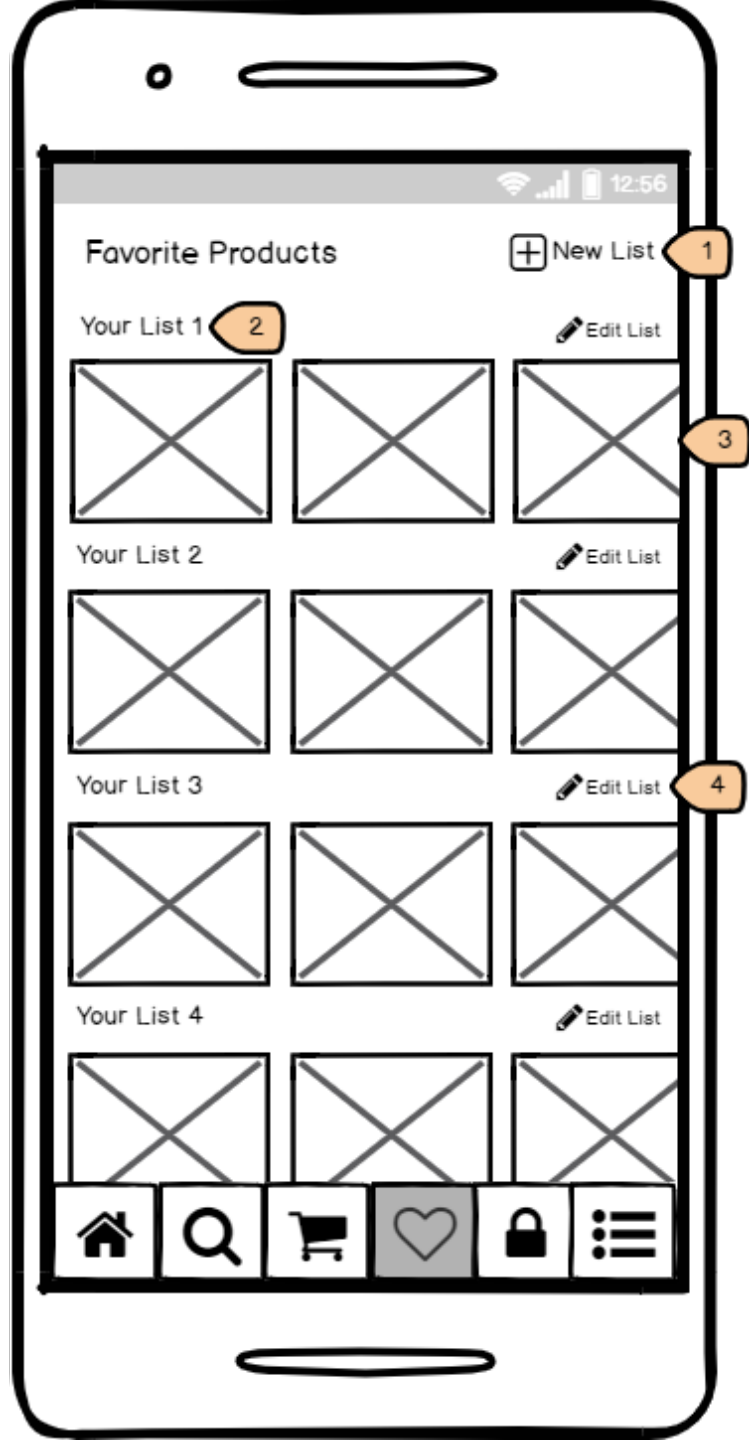
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## Home – Extras Menu

- 1 Hamburger menu when tapped shows additional menu options



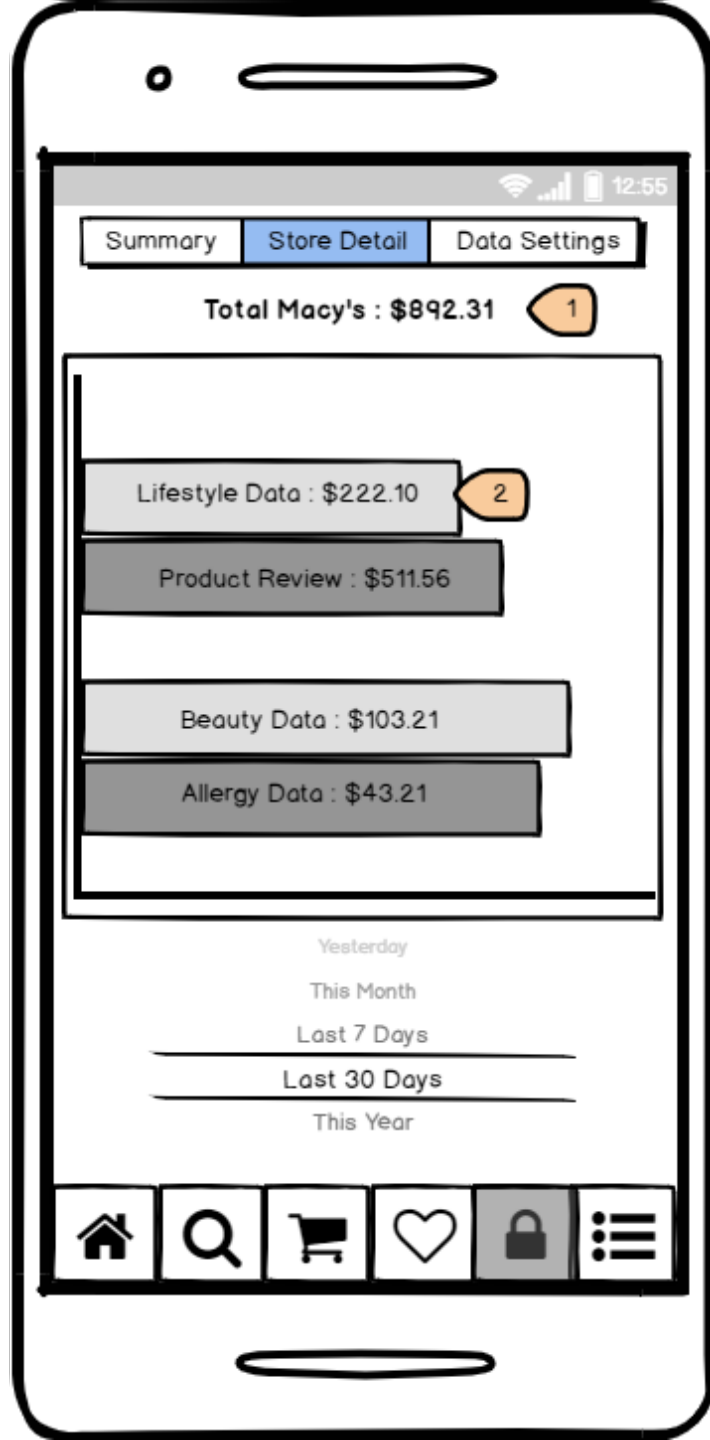


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## Favorite Products

1	Select to create a new list of favorite products
2	Select list name to show grid version of list
3	Vertical scroll for page and horizontal scroll for each list
4	Lists are editable



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## Data View – Store Detail

1	Total rewards from store selected
2	Breakdown of revenue by data types. User can tap on Data type to edit 'data settings'

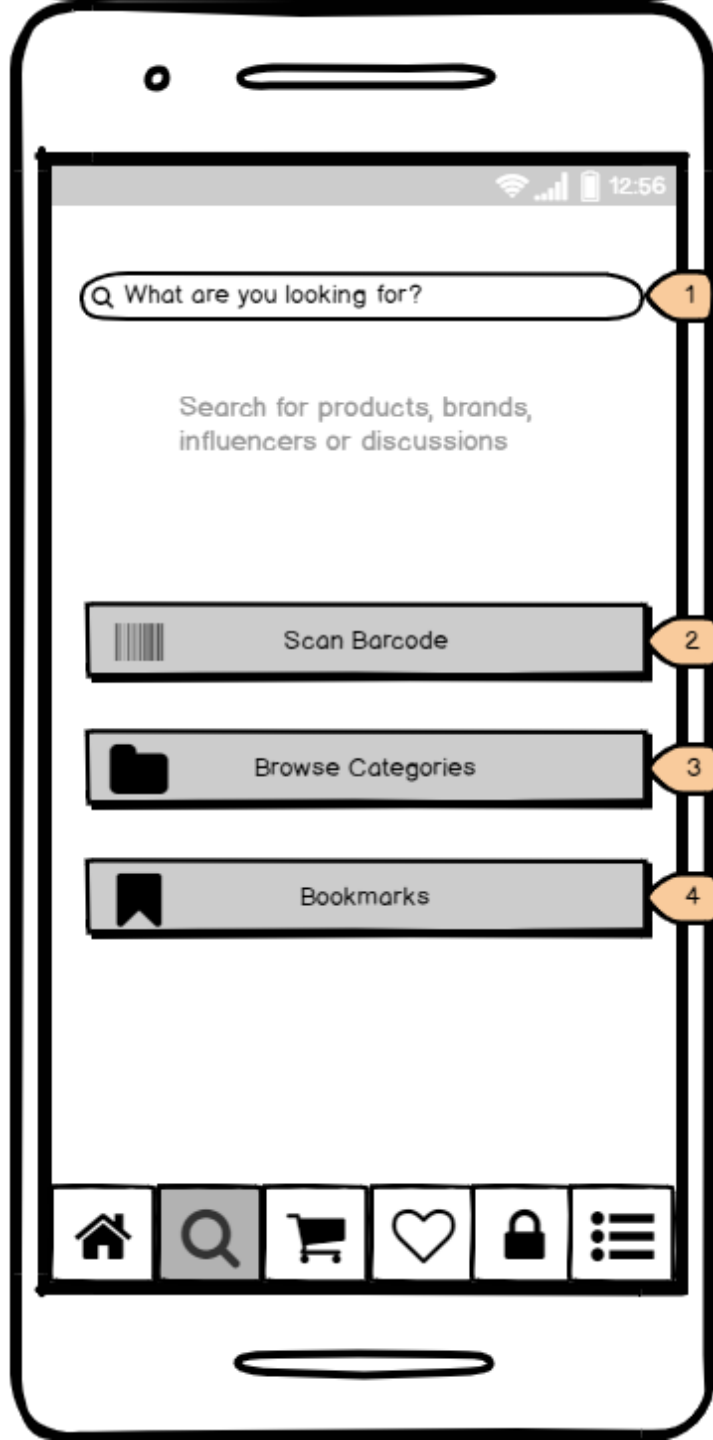


# Beauty Benefits

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## Data View – Data Settings

1	Store name search
2	User can turn off all data access for each store (toggle) or select specific data types (uncheck the box)
3	To confirm changes user clicks save or cancel to go back to 'store detail'

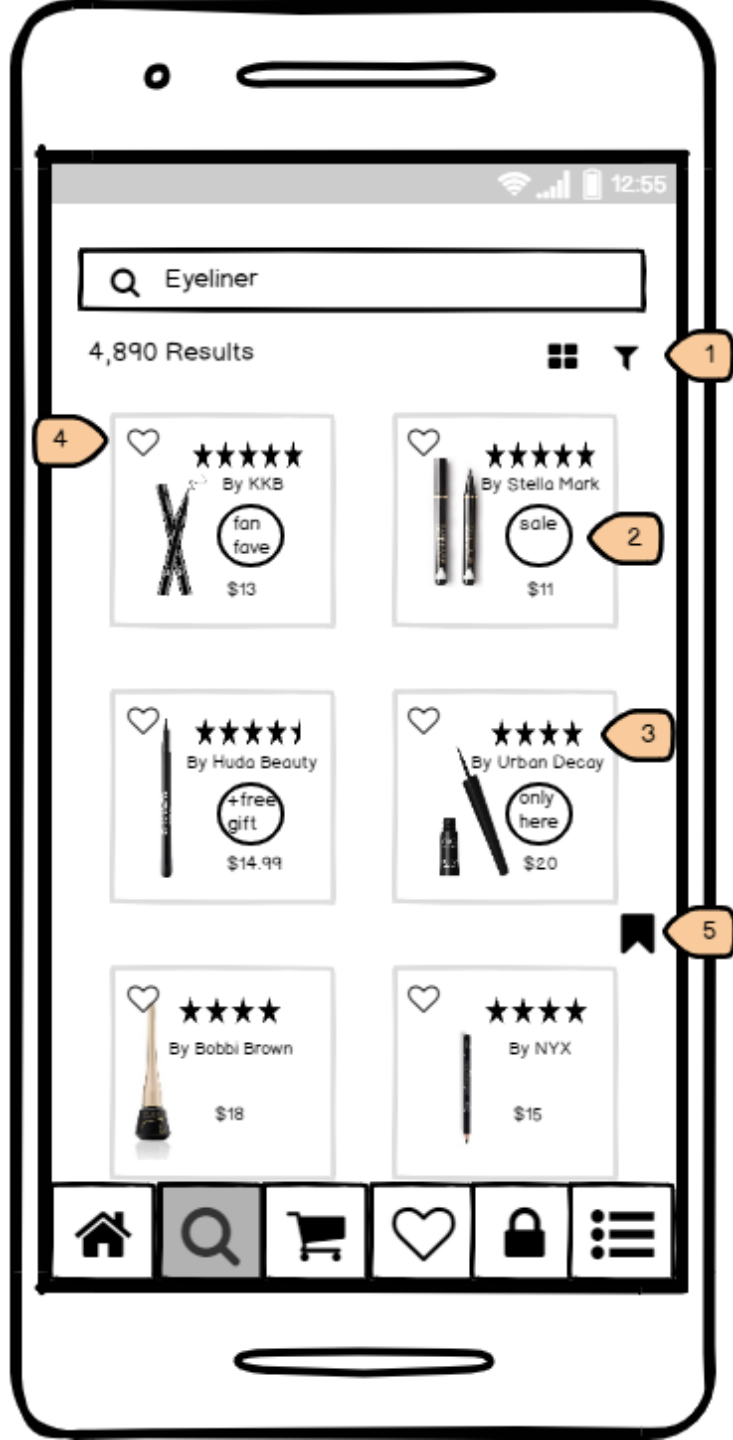


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## Search

1	Search bar remembers previous searches for easier access next time
2	Search for products by scanning them right away in the app, also for those who prefer not to type
3	Shows products by categories like eye makeup, face powders, foundations, etc.
4	View all Bookmarked pages



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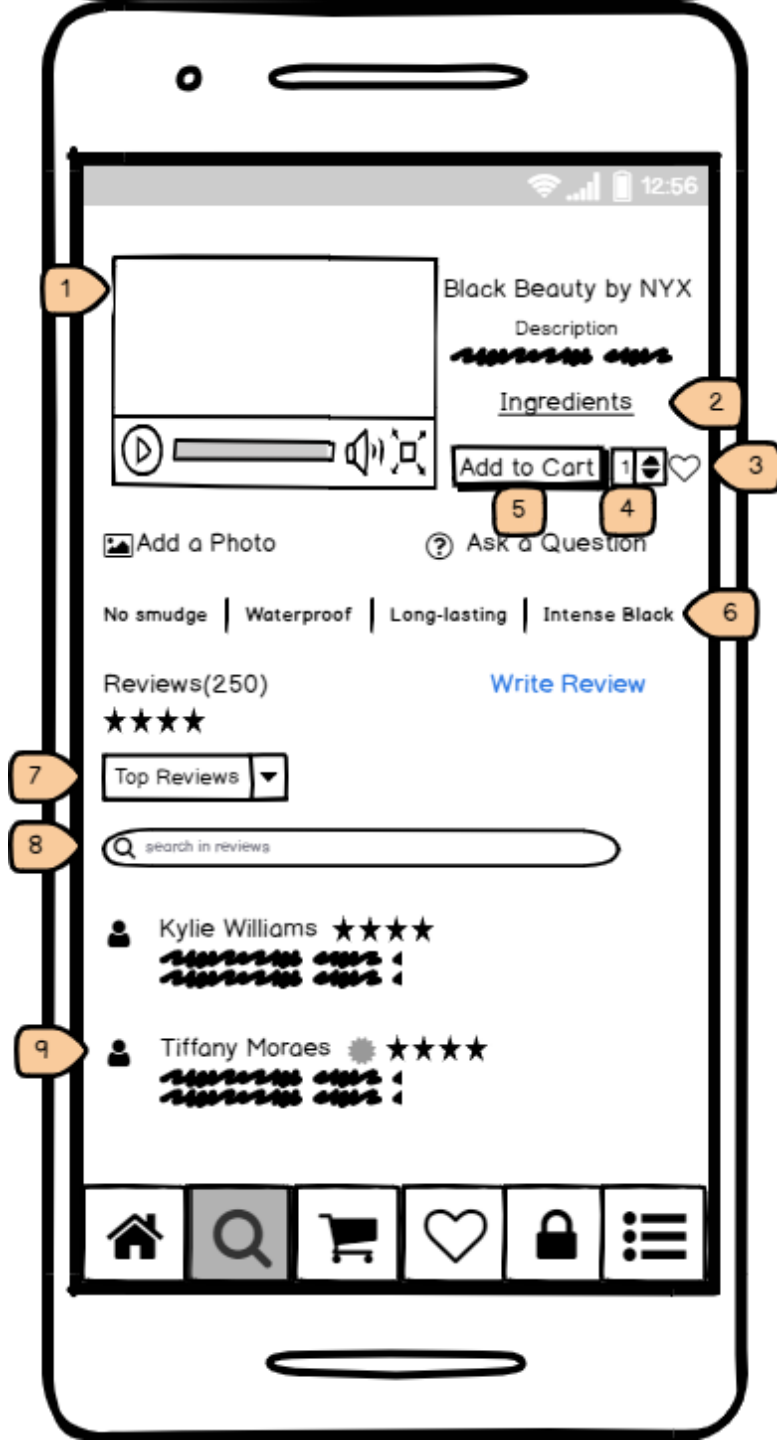
## Search - Results

1	Filter and Sort search results to find preferable products faster
2	Stickers are shown to identify certain products on sale, or those that come with special offers
3	Star rating as a result of cumulative reviews received from users, helps to identify likeability of a product
4	Favorite the items that you want to save and retrieve anytime
5	Press and hold screen to Bookmark current page

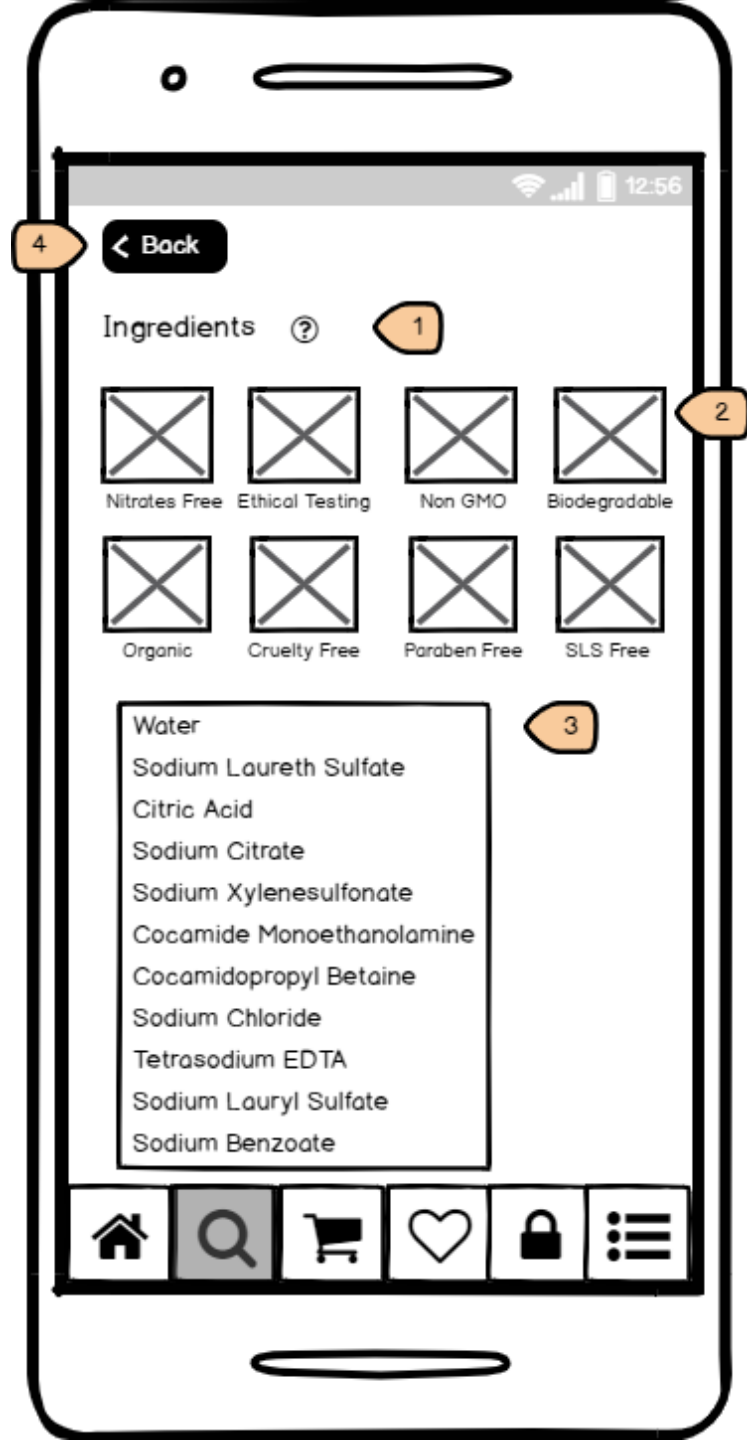
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## Products



1	Video review of the product to see it applied on a person and get a better idea of what it looks like on skin/hair
2	Ingredients link to another screen in the app to see detailed list and lab certifications
3	Favorite this product and add to a list
4	Adjust quantity of product to add to cart
5	Added items will appear in your cart with selected quantity
6	Keywords that best describe product and help in making quick decision about the product
7	Sort reviews to view - Top rated or Most Recent
8	Search for any words spanning the reviews section
9	Badge to identify expert reviews



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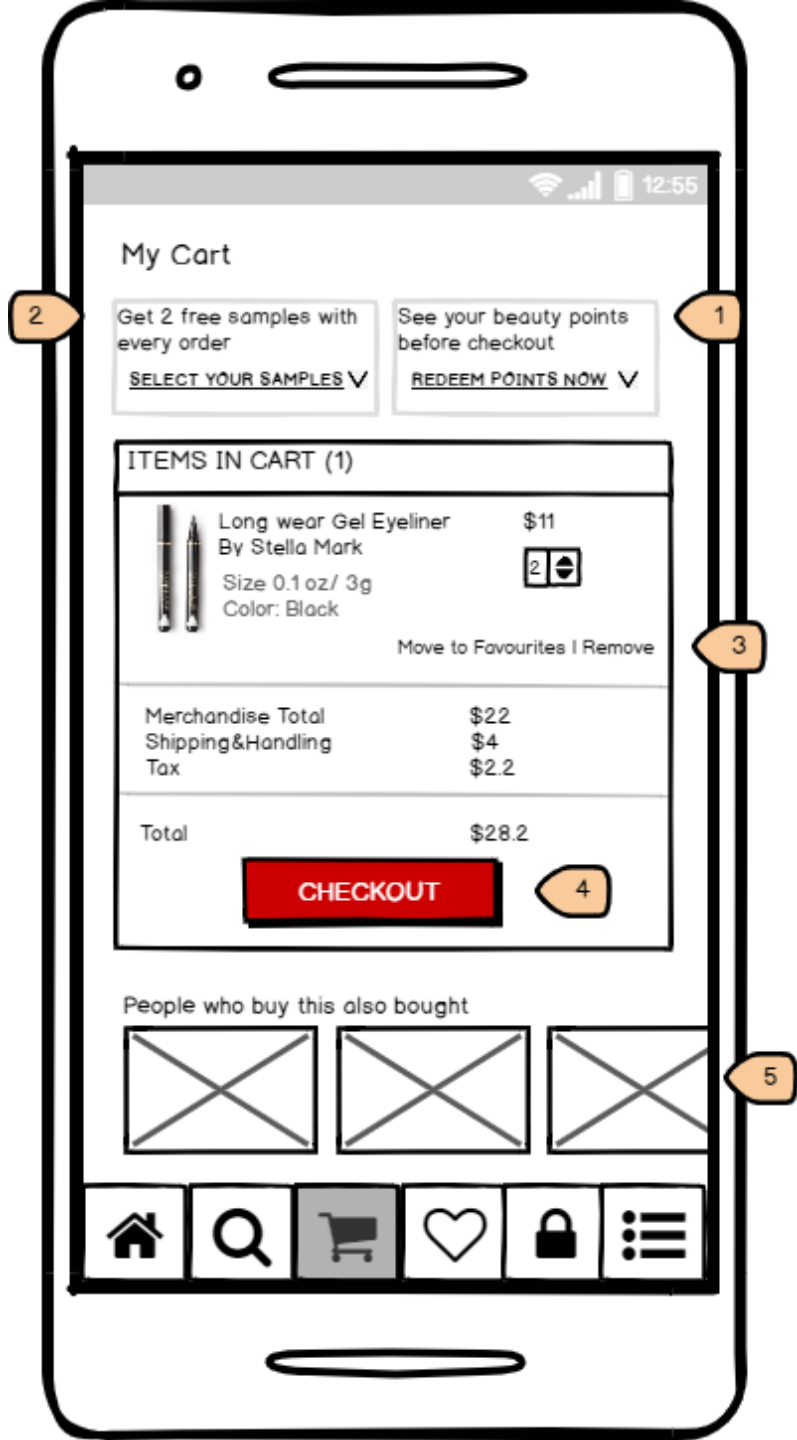
## Products - Ingredients

1	Clicking on the question mark icon reveals more information on what these terms mean
2	Associated lab certifications with icons
3	List of ingredients used in the product
4	Goes one screen back to Product page

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## Checkout



1	Final chance to redeem points and encourage to buy more
2	Free samples to encourage more experimentation and sale of all kinds of products in the future
3	Favorite it for quick access and to buy later if not now, Remove to purge from cart
4	Checkout displays message on confirmation of purchase and takes user to their Home page again
5	Recommendations to continue shopping and to add more items before final sale