

Lucid Design

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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.

Top User Stories

As a person motivated by rewards, I want to view and control my personal data that is currently being shared by the Beauty App with select beauty stores' loyalty programs and view rewards earned so that, I can understand the value of benefit I am receiving as a result of sharing my data with them.

Features required:

- View with names of loyalty programs current enrolled
- View of data points being accessed of loyalty program
- View of rewards earned from loyalty program
- Historical views
- Filters
- Data visualization
- View of Personal data and preferences
- Controls for managing access to data

As a person who buys products for her family, I want to see product recommendations that align with my values and preferences so that I don't have to weed through pages of products that don't align.

Features required:

- Product detail pages
- Product recommendation engine
- User settings – product preferences (allergens/sensitivities)
- User settings – values (eco-friendly, luxury, etc)

As a camera-friendly person, I want to share my experiences of beauty products with users through short videos that I can upload on the platform so that it can help other users to decide if they like the product (consistency of product, on-skin application, long-lasting, waterproof)

Features required:

- Upload and preview videos
- Add, Edit, Delete videos and video meta data
- Manage privacy settings of the video

Additional User Stories

- As a long time user of the brand, I want to compare old products to new releases so that people can see how the product evolved and decide if they want to continue buying it or not.
- As a person with family members who have sensitive skin, I want to rate the harshness of the product so that people can see if the product is suitable for their skin type as well.
- As a person who doesn't have a lot of time to write reviews, I want tags that I can choose for a particular product so that it makes a comprehensive review.
- As a person who uses high-end products, I want better rewards so that I am motivated to keep trying and reviewing products.
- As a loyal user of the salon, I want to be able to rate the beauty expert so that other people can see my review and benefit from it.
- As a user, I want to review products I've tried so that I and other users can benefit from aggregate opinions.
- As a person who loves trendy beauty products, I want to get personalized recommendations on beauty products so that I can discover the latest trends to look elegant.
- As a person who buys beauty products for her family, I want a beauty expert who can recommend safe products for my family members so that they are not exposed to rashes, skin irritation, etc.