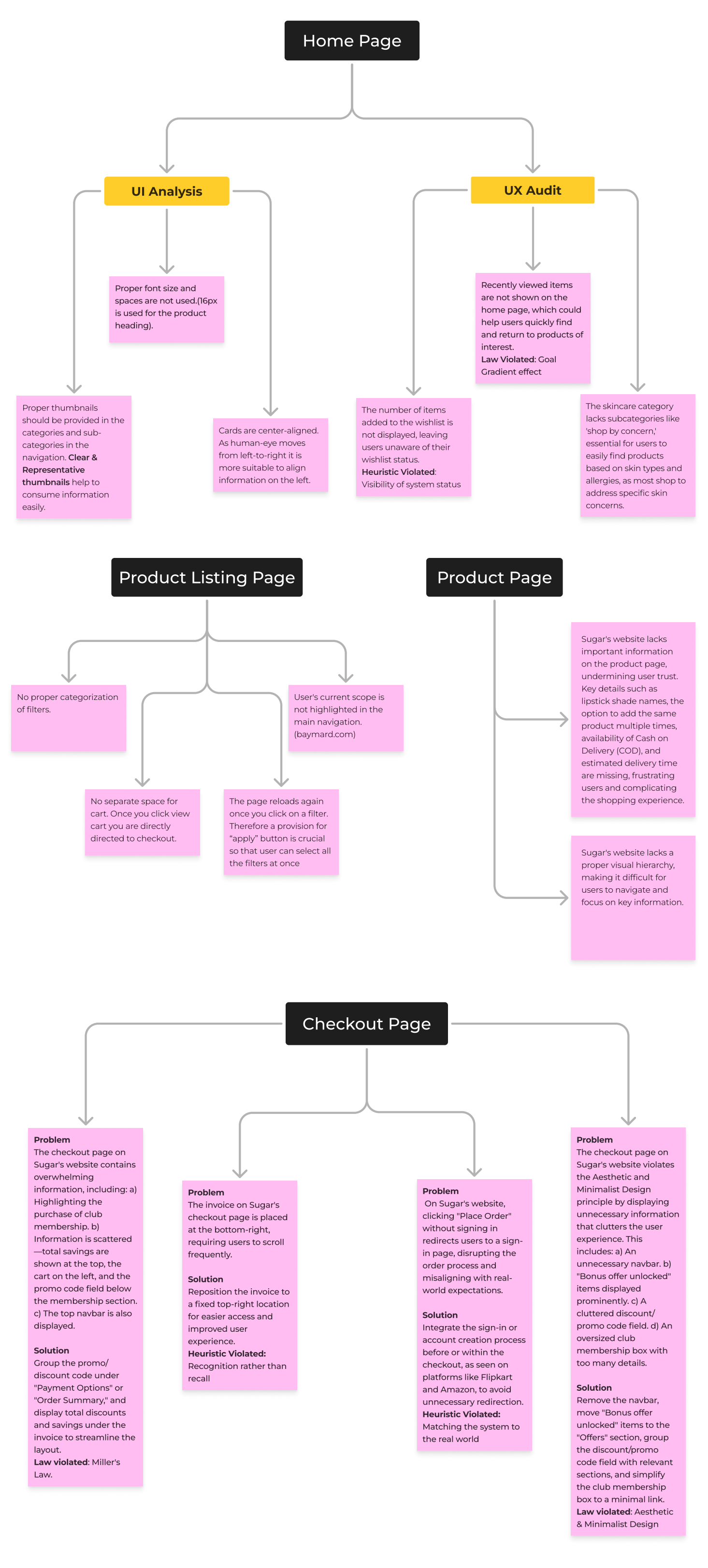

Home Page
UI Analysis
UX Audit
Product Listing Page
Product Page
Checkout Page

UI Analysis

Proper font size and spaces are not used.(16px is used for the product heading).

Proper thumbnails should be provided in the categories and sub-categories in the navigation. **Clear & Representative thumbnails** help to consume information easily.

Cards are center-aligned. As human-eye moves from left-to-right it is more suitable to align information on the left.

UX Audit

Recently viewed items are not shown on the home page, which could help users quickly find and return to products of interest.
Law Violated: Goal Gradient effect

The number of items added to the wishlist is not displayed, leaving users unaware of their wishlist status.
Heuristic Violated: Visibility of system status

The skincare category lacks subcategories like 'shop by concern,' essential for users to easily find products based on skin types and allergies, as most shop to address specific skin concerns.

Product Listing Page

No proper categorization of filters.

No separate space for cart. Once you click view cart you are directly directed to checkout.

The page reloads again once you click on a filter. Therefore a provision for "apply" button is crucial so that user can select all the filters at once

User's current scope is not highlighted in the main navigation. (baymard.com)

Product Page

Sugar's website lacks important information on the product page, undermining user trust. Key details such as lipstick shade names, the option to add the same product multiple times, availability of Cash on Delivery (COD), and estimated delivery time are missing, frustrating users and complicating the shopping experience.

Sugar's website lacks a proper visual hierarchy, making it difficult for users to navigate and focus on key information.

Checkout Page

Problem
The checkout page on Sugar's website contains overwhelming information, including: a) Highlighting the purchase of club membership. b) Information is scattered —total savings are shown at the top, the cart on the left, and the promo code field below the membership section. c) The top navbar is also displayed.

Solution
Group the promo/discount code under "Payment Options" or "Order Summary," and display total discounts and savings under the invoice to streamline the layout.
Law violated: Miller's Law.

Problem
The invoice on Sugar's checkout page is placed at the bottom-right, requiring users to scroll frequently.

Solution
Reposition the invoice to a fixed top-right location for easier access and improved user experience.
Heuristic Violated: Recognition rather than recall

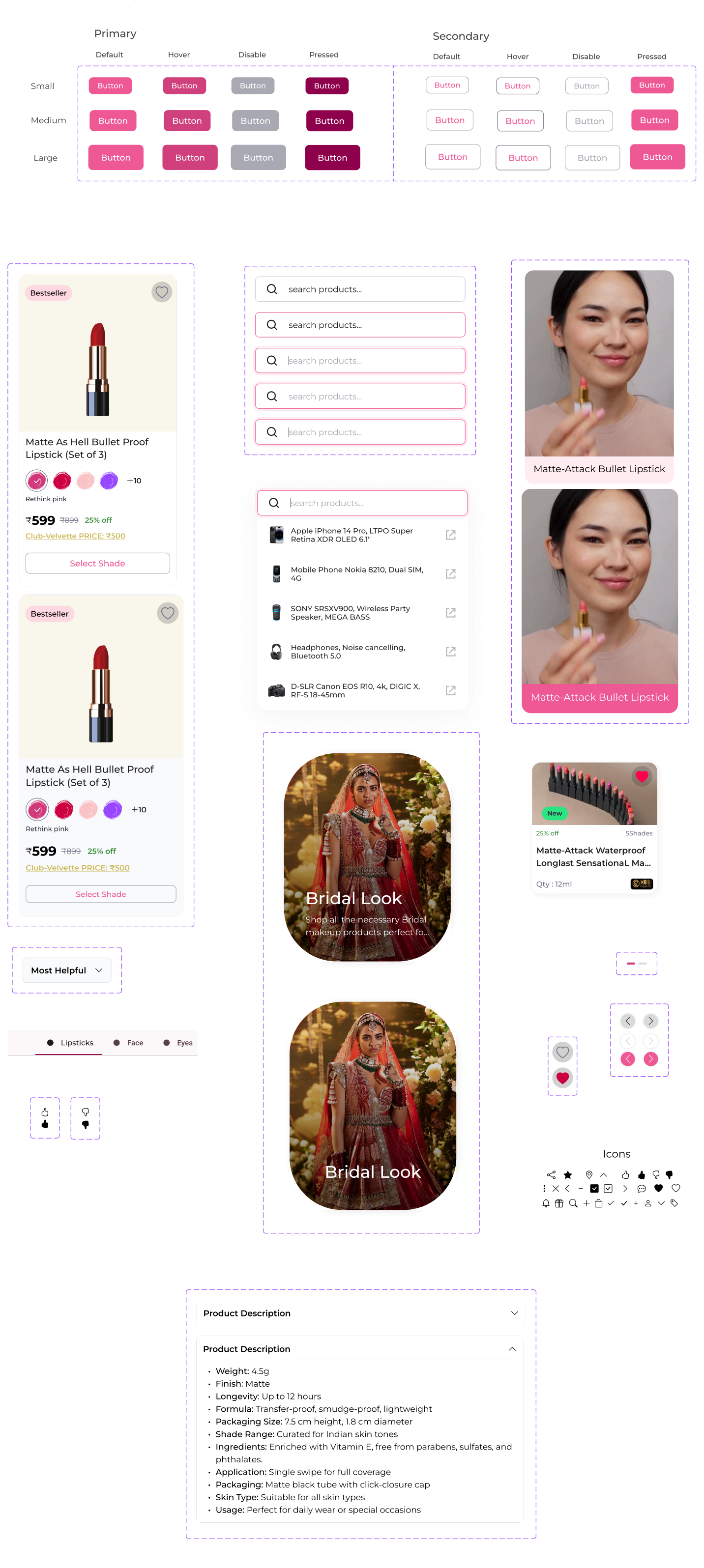
Problem
On Sugar's website, clicking "Place Order" without signing in redirects users to a sign-in page, disrupting the order process and misaligning with real-world expectations.

Solution
Integrate the sign-in or account creation process before or within the checkout, as seen on platforms like Flipkart and Amazon, to avoid unnecessary redirection.
Heuristic Violated: Matching the system to the real world

Problem
The checkout page on Sugar's website violates the Aesthetic and Minimalist Design principle by displaying unnecessary information that clutters the user experience. This includes: a) An unnecessary navbar. b) "Bonus offer unlocked" items displayed prominently. c) A cluttered discount/promo code field. d) An oversized club membership box with too many details.

Solution
Remove the navbar, move "Bonus offer unlocked" items to the "Offers" section, group the discount/promo code field with relevant sections, and simplify the club membership box to a minimal link.
Law violated: Aesthetic & Minimalist Design

Components


Primary
Secondary
Default
Hover
Disable
Pressed
Small
Medium
Large
Button
Bestseller
Matte As Hell Bullet Proof Lipstick (Set of 3)
+10
Rethink pink
₹599 ₹899 25% off
Club-Velvette PRICE: ₹500
Select Shade
search products...
Apple iPhone 14 Pro, LTPO Super Retina XDR OLED 6.1"
Mobile Phone Nokia 8210, Dual SIM, 4G
SONY SRSXV900, Wireless Party Speaker, MEGA BASS
Headphones, Noise cancelling, Bluetooth 5.0
D-SLR Canon EOS R10, 4k, DIGIC X, RF-S 18-45mm
Matte-Attack Bullet Lipstick
Bridal Look
Shop all the necessary Bridal makeup products perfect fo...
New
25% off
5Shades
Matte-Attack Waterproof Longlast Sensational Ma...
Qty : 12ml
Most Helpful
Lipsticks
Face
Eyes
Icons

Product Description

Product Description
- **Weight:** 4.5g
- **Finish:** Matte
- **Longevity:** Up to 12 hours
- **Formula:** Transfer-proof, smudge-proof, lightweight
- **Packaging Size:** 7.5 cm height, 1.8 cm diameter
- **Shade Range:** Curated for Indian skin tones
- **Ingredients:** Enriched with Vitamin E, free from parabens, sulfates, and phthalates.
- **Application:** Single swipe for full coverage
- **Packaging:** Matte black tube with click-closure cap
- **Skin Type:** Suitable for all skin types
- **Usage:** Perfect for daily wear or special occasions

Typography

It is used to present information with clarity and structure.

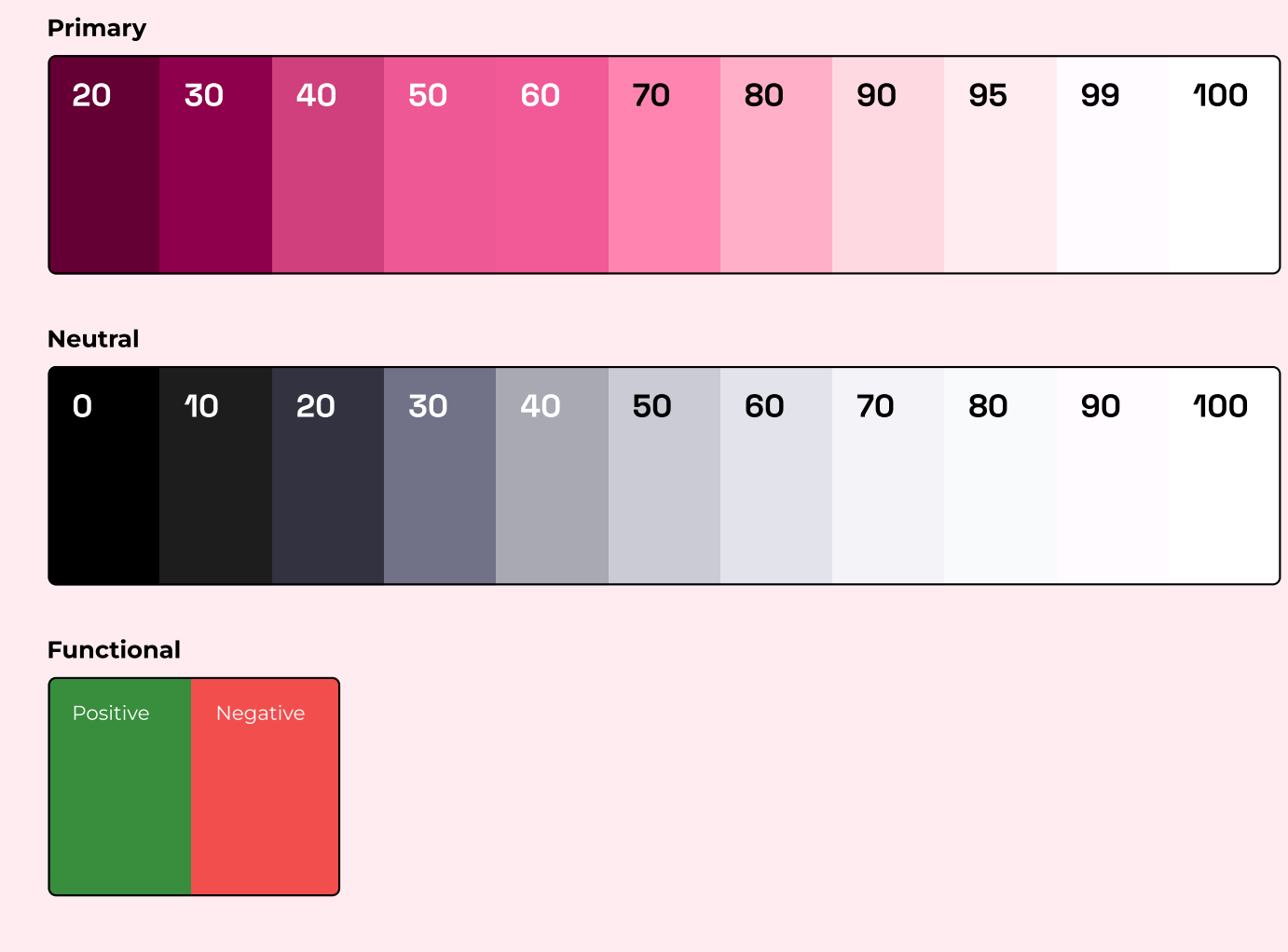
Base-value:16 Scale:1.25

Heading
- Small-Bold
- Base
- Medium
- Large
- X-large
- 2X-large
- 3X-large
- 4X-large

Body
- Caption
- Small
- Base
- Medium
- Body

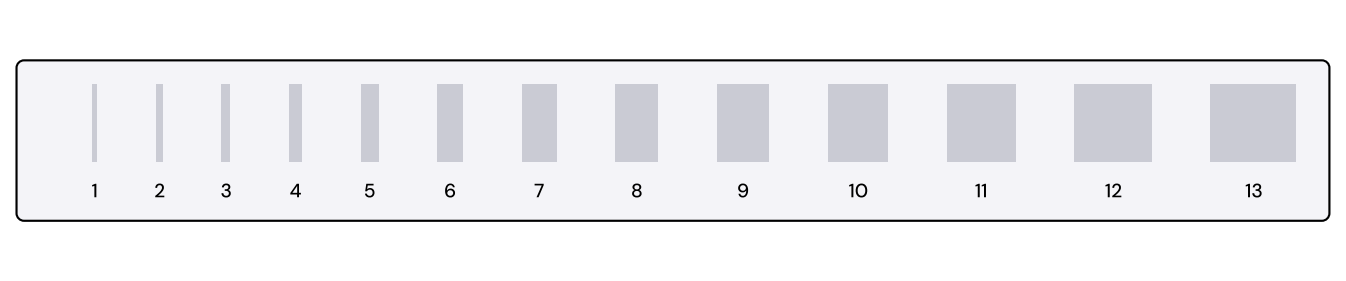
Colors

Use color to represent hierarchy, content, or value.


Primary
20
30
40
50
60
70
80
90
95
99
100
Neutral
0
10
20
30
40
50
60
70
80
90
100
Functional
Positive
Negative

Spacing

Using a modified 8px grid system keeps layouts consistent.


1
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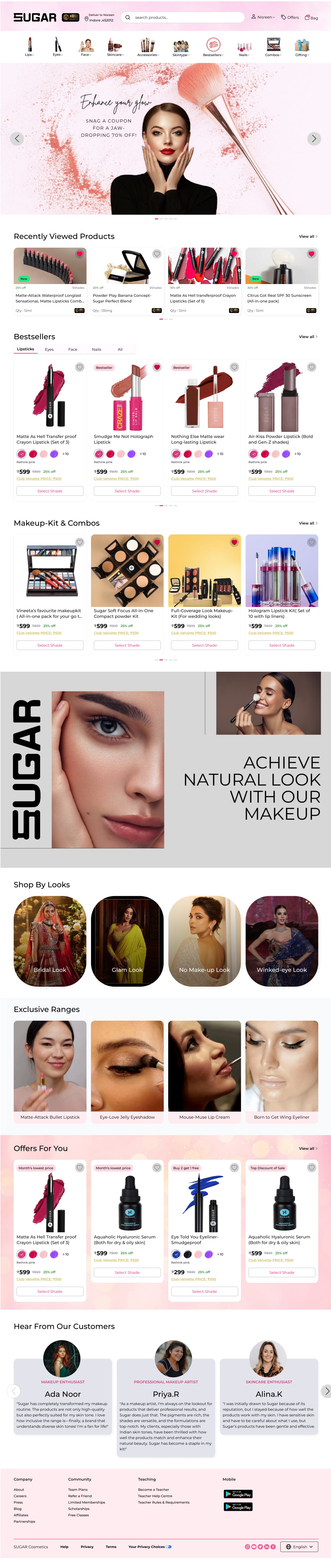
11
12
13

Home Page


SUGAR
Deliver to Nisreen
Indore ,452012
search products...
Nisreen
Offers
Bag
Lips
Eyes
Face
Skincare
Accessories
Skintype
Bestsellers
Nails
Combos
Gifting
Enhance your glow
SNAG A COUPON FOR A JAW-DROPPING 70% OFF!
Recently Viewed Products
View all
Bestsellers
Lipsticks
Eyes
Face
Nails
All
Makeup-Kit & Combos
ACHIEVE NATURAL LOOK WITH OUR MAKEUP
Shop By Looks
Bridal Look
Glam Look
No Make-up Look
Winked-eye Look
Exclusive Ranges
Matte-Attack Bullet Lipstick
Eye-Love Jelly Eyeshadow
Mouse-Muse Lip Cream
Born to Get Wing Eyeliner
Offers For You
Month's lowest price
Buy 2 get 1 free
Top Discount of Sale
Hear From Our Customers
Company
Community
Teaching
Mobile
SUGAR Cosmetics
Help
Privacy
Terms
Your Privacy Choices
English

Recently Viewed Products: Matte-Attack Waterproof Longlast Sensational, Matte Lipsticks Comb... (Qty : 12ml); Powder Play Banana Concept-Sugar Perfect Blend (Qty : 135mg); Matte As Hell transferproof Crayon Lipsticks (Set of 5) (Qty : 12ml); Citrus Got Real SPF 30 Sunscreen (All-in-one pack) (Qty : 12ml)

Bestsellers: Matte As Hell Transfer proof Crayon Lipstick (Set of 3); Smudge Me Not Holograph Lipstick; Nothing Else Matte wear Long-lasting Lipstick; Air-Kiss Powder Lipstick (Bold and Gen-Z shades) — ₹599 ₹899 25% off, Club-Velvette PRICE: ₹500, Select Shade

Makeup-Kit & Combos: Vineeta's favourite makeupkit (All-in-one pack for your go t...; Sugar Soft Focus All-in-One Compact powder Kit; Full-Coverage Look Makeup-Kit (For wedding looks); Hologram Lipstick Kit(Set of 10 with lip liners)

Offers For You: Matte As Hell Transfer proof Crayon Lipstick (Set of 3); Aquaholic Hyaluronic Serum (Both for dry & oily skin); Eye Told You Eyeliner-Smudgeproof (₹299); Aquaholic Hyaluronic Serum (Both for dry & oily skin)

Hear From Our Customers

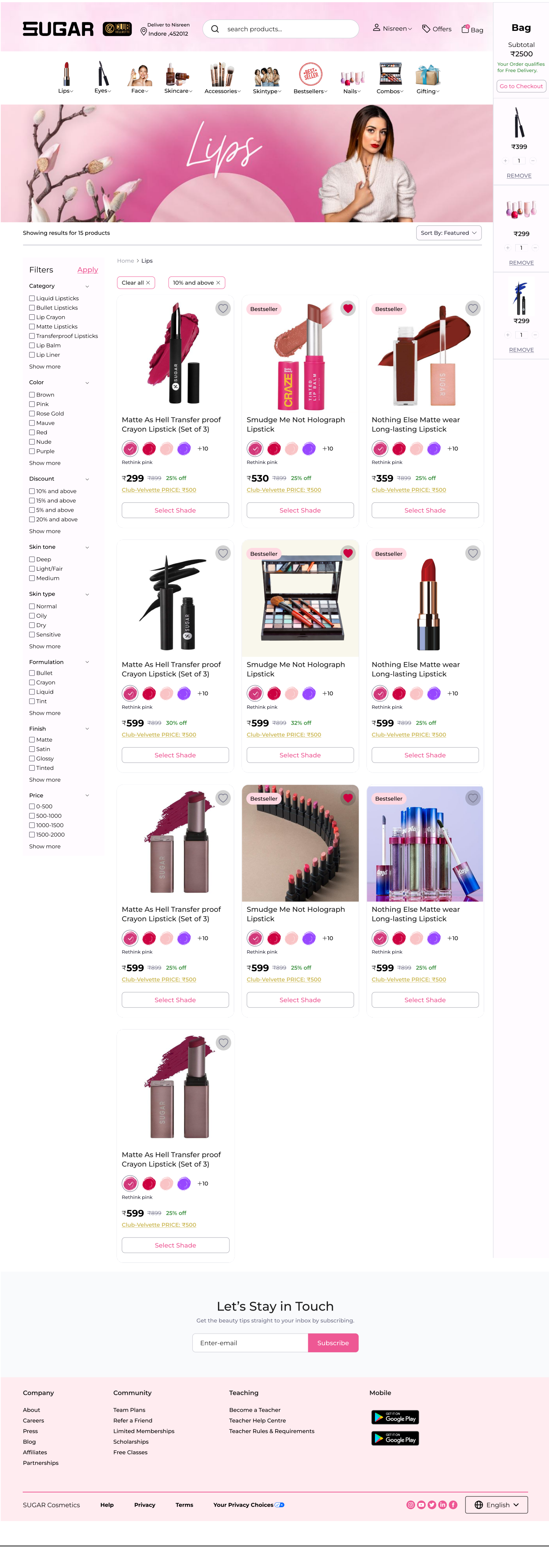
MAKEUP ENTHUSIAST — **Ada Noor**
"Sugar has completely transformed my makeup routine. The products are not only high-quality but also perfectly suited for my skin tone. I love how inclusive the range is—finally, a brand that understands diverse skin tones! I'm a fan for life!"

PROFESSIONAL MAKEUP ARTIST — **Priya.R**
"As a makeup artist, I'm always on the lookout for products that deliver professional results, and Sugar does just that. The pigments are rich, the shades are versatile, and the formulations are top-notch. My clients, especially those with Indian skin tones, have been thrilled with how well the products match and enhance their natural beauty. Sugar has become a staple in my kit!"

SKINCARE ENTHUSIAST — **Alina.K**
"I was initially drawn to Sugar because of its reputation, but I stayed because of how well the products work with my skin. I have sensitive skin and have to be careful about what I use, but Sugar's products have been gentle and effective.

Company: About, Careers, Press, Blog, Affiliates, Partnerships
Community: Team Plans, Refer a Friend, Limited Memberships, Scholarships, Free Classes
Teaching: Become a Teacher, Teacher Help Centre, Teacher Rules & Requirements

Product-Listing Page

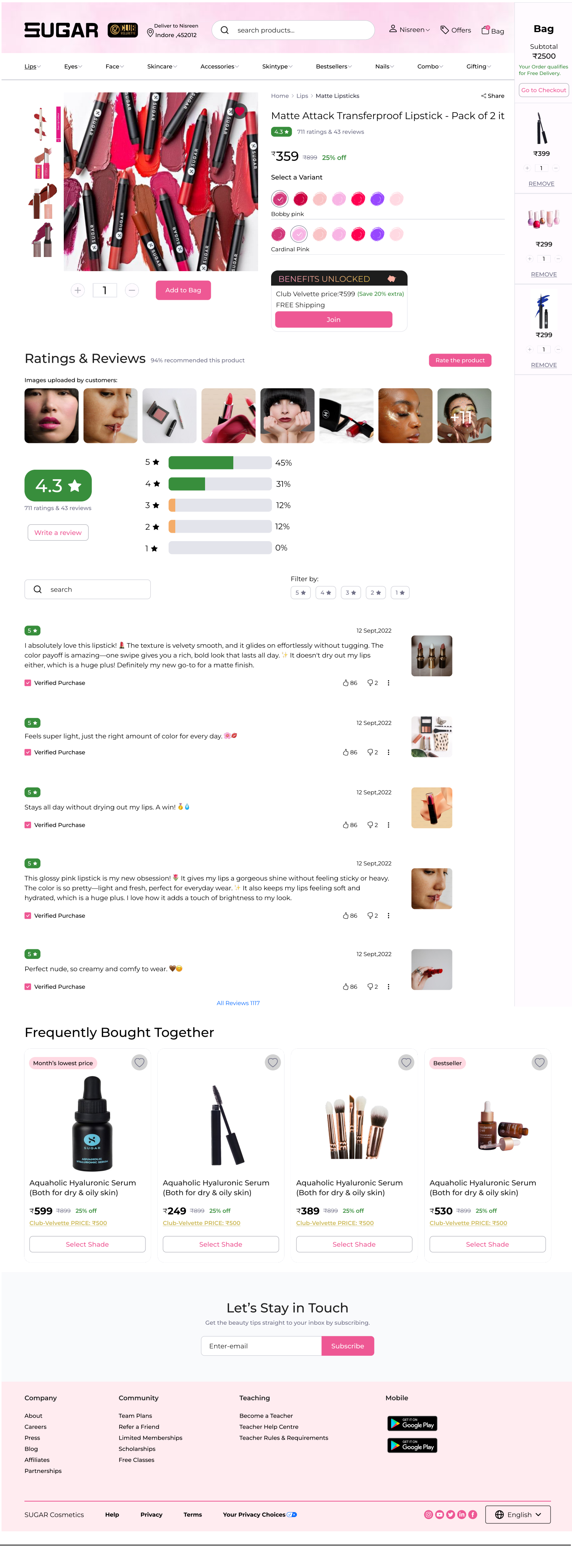

SUGAR
search products...
Bag
Subtotal
₹2500
Your Order qualifies for Free Delivery.
Go to Checkout
REMOVE
Lips
Showing results for 15 products
Sort By: Featured
Filters
Apply
Home > Lips
Clear all
10% and above
Bestseller
Select Shade
Let's Stay in Touch
Subscribe

Filters: Category — Liquid Lipsticks, Bullet Lipsticks, Lip Crayon, Matte Lipsticks, Transferproof Lipsticks, Lip Balm, Lip Liner, Show more; Color — Brown, Pink, Rose Gold, Mauve, Red, Nude, Purple, Show more; Discount — 10% and above, 15% and above, 5% and above, 20% and above, Show more; Skin tone — Deep, Light/Fair, Medium; Skin type — Normal, Oily, Dry, Sensitive, Show more; Formulation — Bullet, Crayon, Liquid, Tint, Show more; Finish — Matte, Satin, Glossy, Tinted, Show more; Price — 0-500, 500-1000, 1000-1500, 1500-2000, Show more

Products: Matte As Hell Transfer proof Crayon Lipstick (Set of 3) ₹299; Smudge Me Not Holograph Lipstick ₹530; Nothing Else Matte wear Long-lasting Lipstick ₹359; further cards ₹599 (25%, 30%, 32% off), Club-Velvette PRICE: ₹500

Let's Stay in Touch
Get the beauty tips straight to your inbox by subscribing.
Enter-email

Product Page


SUGAR
Lips
Eyes
Face
Skincare
Accessories
Skintype
Bestsellers
Nails
Combo
Gifting
Home > Lips > Matte Lipsticks
Share
Add to Bag
Bag
Subtotal
₹2500
Go to Checkout
REMOVE
Rate the product
Write a review
search
Filter by:
Verified Purchase
All Reviews 1117
Month's lowest price
Bestseller
Select Shade

Matte Attack Transferproof Lipstick - Pack of 2 it
4.3 ★ 711 ratings & 43 reviews
₹359 ₹899 25% off
Select a Variant: Bobby pink; Cardinal Pink
BENEFITS UNLOCKED — Club Velvette price:₹599 (Save 20% extra) FREE Shipping — Join

Ratings & Reviews — 94% recommended this product
Images uploaded by customers:
4.3 ★ — 711 ratings & 43 reviews

5 ★	45%
4 ★	31%
3 ★	12%
2 ★	12%
1 ★	0%

5 ★ — 12 Sept,2022 — I absolutely love this lipstick! 💄 The texture is velvety smooth, and it glides on effortlessly without tugging. The color payoff is amazing—one swipe gives you a rich, bold look that lasts all day. ✨ It doesn't dry out my lips either, which is a huge plus! Definitely my new go-to for a matte finish.

5 ★ — 12 Sept,2022 — Feels super light, just the right amount of color for every day. 🌸💋

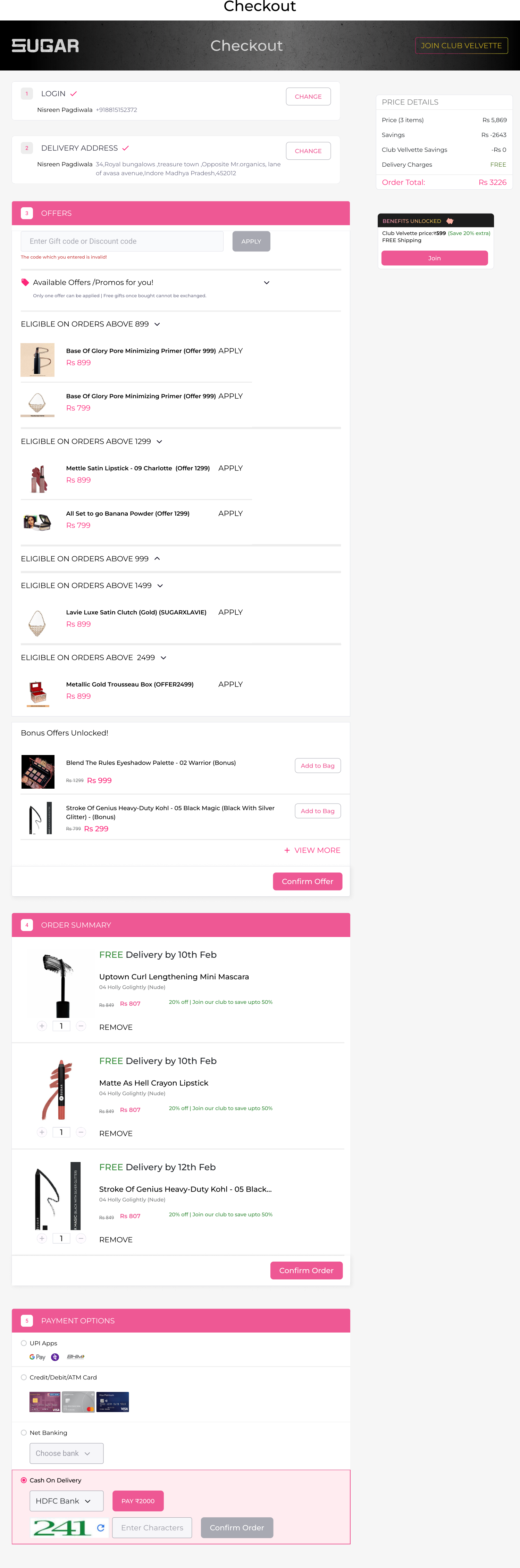
5 ★ — 12 Sept,2022 — Stays all day without drying out my lips. A win! 👌💧

5 ★ — 12 Sept,2022 — This glossy pink lipstick is my new obsession! 🌷 It gives my lips a gorgeous shine without feeling sticky or heavy. The color is so pretty—light and fresh, perfect for everyday wear. ✨ It also keeps my lips feeling soft and hydrated, which is a huge plus. I love how it adds a touch of brightness to my look.

5 ★ — 12 Sept,2022 — Perfect nude, so creamy and comfy to wear. 🤎😋

Frequently Bought Together: Aquaholic Hyaluronic Serum (Both for dry & oily skin) ₹599; ₹249; ₹389; ₹530 — 25% off, Club-Velvette PRICE: ₹500

Checkout


SUGAR
Checkout
JOIN CLUB VELVETTE
CHANGE
APPLY
Add to Bag
VIEW MORE
Confirm Offer
REMOVE
Confirm Order
G Pay
BHIM
Confirm Order

1 LOGIN ✓ — Nisreen Pagdiwala +918815152372
2 DELIVERY ADDRESS ✓ — Nisreen Pagdiwala 34,Royal bungalows ,treasure town ,Opposite Mr.organics, lane of avasa avenue,Indore Madhya Pradesh,452012

PRICE DETAILS	
Price (3 items)	Rs 5,869
Savings	Rs -2643
Club Vellvette Savings	-Rs 0
Delivery Charges	FREE
Order Total:	Rs 3226

BENEFITS UNLOCKED — Club Velvette price:₹599 (Save 20% extra) FREE Shipping — Join

3 OFFERS
Enter Gift code or Discount code — APPLY
The code which you entered is invalid!
Available Offers /Promos for you!
Only one offer can be applied | Free gifts once bought cannot be exchanged.

ELIGIBLE ON ORDERS ABOVE 899
- Base Of Glory Pore Minimizing Primer (Offer 999) APPLY — Rs 899
- Base Of Glory Pore Minimizing Primer (Offer 999) APPLY — Rs 799

ELIGIBLE ON ORDERS ABOVE 1299
- Mettle Satin Lipstick - 09 Charlotte (Offer 1299) APPLY — Rs 899
- All Set to go Banana Powder (Offer 1299) APPLY — Rs 799

ELIGIBLE ON ORDERS ABOVE 999

ELIGIBLE ON ORDERS ABOVE 1499
- Lavie Luxe Satin Clutch (Gold) (SUGARXLAVIE) APPLY — Rs 899

ELIGIBLE ON ORDERS ABOVE 2499
- Metallic Gold Trousseau Box (OFFER2499) APPLY — Rs 899

Bonus Offers Unlocked!
- Blend The Rules Eyeshadow Palette - 02 Warrior (Bonus) — Rs 1299 Rs 999 — Add to Bag
- Stroke Of Genius Heavy-Duty Kohl - 05 Black Magic (Black With Silver Glitter) - (Bonus) — Rs 799 Rs 299 — Add to Bag

4 ORDER SUMMARY
- FREE Delivery by 10th Feb — Uptown Curl Lengthening Mini Mascara — 04 Holly Golightly (Nude) — Rs 849 Rs 807 — 20% off | Join our club to save upto 50%
- FREE Delivery by 10th Feb — Matte As Hell Crayon Lipstick — 04 Holly Golightly (Nude) — Rs 849 Rs 807 — 20% off | Join our club to save upto 50%
- FREE Delivery by 12th Feb — Stroke Of Genius Heavy-Duty Kohl - 05 Black... — 04 Holly Golightly (Nude) — Rs 849 Rs 807 — 20% off | Join our club to save upto 50%

5 PAYMENT OPTIONS
○ UPI Apps
○ Credit/Debit/ATM Card
○ Net Banking — Choose bank
● Cash On Delivery — HDFC Bank — PAY ₹2000
241 — Enter Characters