



# PURE BLISS BEAUTY

GIVE A GLOW

By

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# Problem Statement



According to studies, approximately 50% of people wash their faces with only water. 35% are oblivious to their skin type. 40% are unsure of what products to use for their issue.

The use of incorrect skincare products on the face is a common problem, resulting in a variety of skin and health problems. This problem is exacerbated by a lack of knowledge and awareness about the various skin types and the ingredients in skincare products.

Those that know the correct product don't frequently find it in stock, which further slows the healing process. We want to focus on this issue and discuss potential solutions.



# Solution

Create a website that serves as a one-stop shop for those with skin care issues who are unsure of where to begin or where to discover their choice of goods with a detailed, personalized prescription that is offered after taking their concerns into account.

# Product Objectives

1. Ensure Safety and Quality

2. Provide a wide range of products

3. Reinvent and Innovate

4. Website with clear content

5. Website Operation

6. Natural and Environment Friendly

7. Reach the intended market

8. Scale up the business



# Design System



- Multicolor glass morphism is a UI design method.
- Palettes of colors: #dcab98 (primary), #74443f (secondary)
- Font Style: Quattrocento (All Pages) Pages used: Face Scan Aclonica, Log in, Sign Up, Lost Password, and Home (Secondary)
- Devices: Mobile and Web
- Screen Layout Size- 14pro max(393X1012), Icons size- 50X45

# Target Audience

- According to survey findings, adolescents and middle-aged persons are the groups most likely to utilize and require a healthy skin care routine because these are the years when skin undergoes the most changes
- Thus, this age group will serve as our target audience for this project 16 to 50 years old

Teenagers

Adults

Working People

# User Segmentation

1. Topographic Segmentation

2. Technicalized Segmentation

3. Monetary Background

4. Association Segmentation

5. Characterstic Segmentation



# Design Process

The Design Process of the application-

1. Project Setup- We have project setup by adding frames and necessary components , pages which are structured properly
2. Design Planning- At first rough sketches of design and wireframes are implemented to get familiar with ideas and concepts
3. Design Iteration- Various pages are created using layouts, Masks, Components and Used refined interactions for enhancing design elements
4. Collaboration and Feedback: Figma is a collaborative design tool that allows team members to work together in real-time
5. Prototyping- We have used various prototyping features to test the usability and functionality of design
6. Error Handling- Used variants and components to create trigger which handles the error and also implemented Input Field Interaction using Interactive Components in Figma
7. Final Review- Finalized the design by running multiple tests to ensure the functionality is accurate and checking whether all interactions are working properly or not

# Personas



**Smitha**

**Age: 26**

**Work: Manager**

**Location: Boston**

**"I try new products to find one  
that works better for my skin."**

## Bio

As a Manager I wanted to look presentable in all my meetings. I struggle to find the right skin care products that matches for my skin concerns and routine.

## Frustrations

- Many Products to choose from
- Many reviews and resources
- Everyone has different skin concerns and types

## Goals and Needs

- Have healthy glowing skin
- Minimal daily care routine for skin

## Personality

- Introvert
- Focused
- Determined
- Independent



**Rachel**

**Age: 27**

**Work: Event Manager**

**Location: California**

**"I want super healthy natural glowing skin."**

### Bio

As a Event Manager I always wanted my skin to look healthy and neat. I struggle with acne and the products I choose should help me to control my acne.

### Frustrations

- Lot of Products has chemicals
- Many influencer recommended products

### Goals and Needs

- Have Good product that matches skin
- Usage of natural skin care products

### Personality

- Extrovert
- Sensitive
- Researcher



**Natalia**

**Age: 40**

**Work: Chef**

**Location: Boston**

**"I want products that cools my skin after all the work in the kitchen."**

### Bio

As a Chef my skin causes lot of redness due to heat generated in Kitchen. I wanted the products that heals my skin after long work day.

### Frustrations

- Many Products to choose from
- Many reviews and resources
- Everyone has different skin concerns and types

### Goals and Needs

- Products which reduce my skin redness
- Get normal healthy skin

### Personality

- Self-minded
- Introvert
- Experimental



**Jhon**

**Age: 22**

**Work: Athlete**

**Location: Texas**

**"I have very few products that matches my sensitive skin."**

### **Bio**

I am a gamer and I always wanted the products that protect my sensitive skin from harsh sun rays

### **Frustrations**

- Hard to choose the products
- Temporary results

### **Goals and Needs**

- The best minimal products
- Want effective results

### **Personality**

- Gym Freak
- Traveler
- Focused



**Richard**

**Age: 39**

**Work: Engineer**

**Location: Florida**

**"I want natural chemical free products for affordable prices."**

### Bio

I am minimal in all aspects where coming to skincare I always wanted less products with decent prices.

### Frustrations

- Numerous chemical Products
- High Price ranges

### Goals and Needs

- Products with less chemicals
- Helps skin in all ways

### Personality

- Hard working
- Self oriented
- Determined



**Joseph**

**Age: 23**

**Work: Student**

**Location: New York**

**"I do not have much skin problems but would like to maintain healthy skin care routine."**

## Bio

I am student where I do minimal skin care routine. I generally do site inspections in the construction area where my skin is tanned. I always check for products that helps my skin protect from harsh sun.

## Frustrations

- Hard choose products
- Never understand the products will match the skin or not
- Many options make me confuse

## Goals and Needs

- Have minimal skin care routine
- Get healthy skin

## Personality

- Broadminded
- Energetic
- Determined

# User Needs



- Each user uses the website for a distinct purpose. Some users look for a particular product, others look for all the products in a particular category, and yet others look for problems that can be solved
- We would have lost a customer if they were unable to find the items they were looking for
- Hence, we identified a number of user demands based on the different user types and their requirements

- 1.Variety of products
- 2.Formulation of products
- 3.Fragrance of products
- 4.One product - Multiple forms
- 5.Price Point
- 6.Customer reviews
- 7.When and how to use the product
- 8.Products for different skin concerns
- 9.Products for different skin types
- 10.Products for different age groups

# Use Cases

Use Case 1		Termination outcome	
Actor	Customer	4	The user then enters their payment card details.
Use Case Overview	The customer is clear about what he/she wants to buy	5	Finally, they complete the transaction and purchase the items.
Subject Area	Skin care and beauty		Customer finishes the transaction process
Actor(s)	The customer		
Precondition	The user should have a clear idea of what they intend to purchase	Alternative Flow 2A: The user wants the application to give suggestions based on their skin concern	
Basic Flow: Navigation flow of the application		2A1	This scenario describes the situation when user wants the application to give suggestions based on their skin concern
Description	This scenario explains the flow when the customer has a clear picture of what he wants to buy	2A2	The user either creates an account or logs in as a guest.
1	The user either creates an account or proceeds as a guest	2A3	They select the "Guide Me" option from the application's interface
2	The user browses the product catalog or uses the search bar to find specific items.	2A4	The camera function is activated, and the user grants the application permission to access it.
3	Once they find what they want, they add the products to their shopping cart.	2A5	AI technology scans the user's face to gather information.
			A quiz is presented to the user after the scanning process is complete.

2A6	Based on the user's responses to the quiz, the AI generates a detailed list of recommended products.		Upon opening the application, a pop-up related to onboarding will appear immediately.
2A7	The user can then select the products they want to purchase from the list of recommendations.		Skin care and beauty
2A8	Additionally, a search bar is available for the user to browse and add other products to their cart.		The user should either be aware of the name of the application or be able to easily find it at the top of a search engine.
2A9	The customer proceeds to checkout and completes the transaction.		Customer Onboarding
Precondition	<ul style="list-style-type: none"> <li>1. Should fill the questionnaire.</li> <li>2. Should enable camera access.</li> <li>3. Should have a device that has a camera.</li> </ul>		This scenario describes when the customer wants to go through the onboarding and learn more about the application.
Termination outcome	Customer finishes the transaction process.		
Use Case 2	Onboarding of customer	1	The user accesses the application through a search engine such as Google or Bing.
Actor	Customer	2	Onboarding slides appear on the screen.
Use Case Scenario	The customer is new to the application and doesn't know what happens on the application and how to use it.	3	If the user chooses to proceed, they navigate through the slides.
		4	Once the onboarding process is complete, the user lands on the home page of the app.

<b>Termination Outcome</b>	Customer successfully understands the flow of the application	<b>Precondition</b>	It is necessary for the user to complete the onboarding process.
<b>Alternative Flow 2A:</b> The user wants to explore the app by themselves		<b>Description</b>	After finishing the onboarding process customer navigates through the application
<b>Description</b>	This scenario describes the situation when user wants to explore the application themselves	<b>Basic Flow</b>	<ol style="list-style-type: none"> <li>1. The user will see a list of products along with their details and uses.</li> <li>2. The user selects the desired products.</li> <li>3. Based on the user's selections, personalized prescriptions an option to visit the diet plan page will be generated.</li> <li>4. The user proceeds to the checkout process.</li> <li>5. Finally, the user completes the purchase of the selected products.</li> </ol>
2A1	The user accesses the app through a search engine such as Google or Bing.	<b>Alternative Flow</b>	<ol style="list-style-type: none"> <li>1. The user chooses to select only a few products from the suggested list.</li> <li>2. Based on the selected products, a personalized prescription will be provided to the user, along with an option to visit the diet plan page.</li> <li>3. The user proceeds to the checkout process.</li> <li>4. Finally, the user completes the purchase of the selected products.</li> </ol>
2A2	Onboarding slides appear on the screen.		
2A3	The user clicks on skip button and will be redirected to home page of the app.		
<b>Termination outcome</b>	User understands the flow of the application.	<b>Termination Outcome</b>	Customer successfully places the order after onboarding.
<b>Use Case 3</b>	Application navigation after onboarding	<b>Use Case 4</b>	Sign In/ Sign Up flow
<b>Actor</b>	Customer		
<b>Subject Area</b>	Skin care and Beauty		

<b>Actor</b>	Customer	
<b>Subject Area</b>	Skin care and Beauty	
<b>Description</b>	This scenario explains the sign in/sign up process of the customer	
<b>Alternative Flow1</b>	<p>1. Launches the application.</p> <p>2. Creates a user account by providing all the necessary details</p> <p>3. Accesses the application.</p> <p>4. Exits the application.</p>	<p>2. Clicks on continue as guest</p> <p>3. Browses through the application</p> <p>4. Exits the application</p>
<b>Alternative Flow 2</b>	<p>1. Launches the application.</p> <p>2. Logs In into the application</p> <p>3. Accesses the application</p>	<b>Precondition</b> Should be aware that the application exists  <b>Termination outcome</b> User successfully logs in logs out or signs in and signs out of the application
<b>Alternative Flow 3</b>	<p>1. Launches the application.</p>	<b>Use Case 5</b> Purchasing the products  <b>Actor</b> Customer  <b>Use Case Overview</b> The customer is making a purchase on the application  <b>Subject Area</b> Skin care and beauty

<b>Actor(s)</b>	The customer	<b>5</b>	Customer receives the product and begins to use it as directed.
<b>Precondition</b>	<ul style="list-style-type: none"> <li>1. The customer has access to the application</li> <li>2. The product is in stock and available for purchase.</li> <li>3. Customer must have previously placed an order.</li> <li>4. Customer must have the product they want to return or exchange</li> </ul>	<b>Termination outcome</b>	customer has received the product successfully and is satisfied with it.
<b>Basic Flow:</b>			<b>Alternative Flow 2A: Customer is not satisfied with the product purchased</b>
			<b>Description</b>
<b>Description</b>	This scenario explains the flow when the customer is purchasing products.	<b>2A1</b>	This scenario describes the situation when the Customer is not satisfied with the product purchased
1	Customer selects the desired skin routine product on the application	<b>2A2</b>	Customer logs into the mobile app and customer views their previously placed orders.
2	Customer provides payment information and confirms the purchase.	<b>2A3</b>	Customer selects an order to view the details.
3	Customer order is placed	<b>2A4</b>	. Customer requests to return or exchange a product from the order.
4	The product is shipped to the customer's address.	<b>2A5</b>	Customer provides a reason for the return or exchange.
			Customer ships the product back to the company.

	<b>2A6</b>	Company processes the return or exchange.		
<b>Termination outcome</b>		customer successfully returned the product or exchanged the product	<b>3</b>	Customer asks about any available discounts or promotions.
<b>Use Case 6</b>		Contacting the customer service to place order	<b>4</b>	Customer service provides information about the current discounts and promotions.
<b>Actor</b>		Customer	<b>5</b>	Customer decides to make a purchase.
<b>Subject Area</b>		Skin care and Beauty	<b>6</b>	Customer service assists the customer in placing the order.
<b>Description</b>		This scenario describes when the Customer is having trouble placing the order on the app and is placing order through customer service	<b>7</b>	Customer confirms the order and makes payment.
<b>Basic Flow</b>			<b>8</b>	Order is confirmed and shipped to the customer.
<b>1</b>		Customer contacts customer service to inquire about the product.	<b>Precondition</b>	The customer must have access to the customer service department.
<b>2</b>		Customer service provides information about the product and its usage.	<b>Termination Outcome</b>	Customer has placed the order through customer service successfully.

<b>Use Case 7</b>	Adding products to wish list	<b>Alternative Flow 2</b>	1. Opens the products page 2. what's the products he or she likes 2. wish lists them for a later purchase.
<b>Actor</b>	Customer		
<b>Subject Area</b>	Skin care and Beauty		
<b>Description</b>	This scenario describes when the customer adds products to his wish list to purchase them later		Customer successfully adds products into wish list
<b>Precondition</b>	Customer must be logged into their account to access wish list.		
<b>Alternative Flow1</b>	<ol style="list-style-type: none"> <li>1. Opens products page</li> <li>2. selects the products he/she likes</li> <li>3. Adds the products to the cart</li> <li>4. Proceeds to check out and makes the transaction</li> <li>5. the order gets placed</li> </ol>	<b>Use Case 8</b>	Healthy Diet Page
		<b>Actor</b>	Customer
		<b>Subject Area</b>	Skin care and Beauty
		<b>Description</b>	This scenario explains the process after searching for the necessary product and landing on the healthy diet page
		<b>Precondition</b>	<ol style="list-style-type: none"> <li>1. Must have access to the app</li> <li>2. Must be aware existence of the healthy diet page</li> </ol>
		<b>Alternative Flow1</b>	1. After onboarding, customer clicks on the link to diet page.

	2. Goes through the healthy diet page	<b>Actor</b>	Customer
	3. Downloads the diet plans that he/she wants.	<b>Use Case Overview</b>	This scenario explains the checkout process
	4. Goes back to the page they were browsing products on and finishes purchase.	<b>Subject Area</b>	Skin care and beauty
	1. Customer opens the app.	<b>Actor(s)</b>	The customer
<b>Alternative Flow 2</b>	2. Clicks on healthy diet page	<b>Precondition</b>	Customer has to have products in their cart.
	3. Goes through the page.	<b>Basic Flow: Checkout</b>	This scenario explains when the customer is checking out.
	4. Exits the application		
<b>Alternative flow 3</b>	1. Might not open the link for healthy diet page		
	2. Directly purchases the products		
<b>Termination Outcome</b>	Goes through the healthy diet page and purchases the products	<b>Description</b>	After adding products to the cart customer proceeds to check out
		<b>1</b>	
		<b>2</b>	Customer enters the card details
		<b>4</b>	The user then enters their payment card details.
		<b>Termination outcome</b>	Customer finishes the transaction process
<b>Use Case 9</b>	Checkout process	<b>Alternative Flow 2A:</b> The user is given multiple payment options	

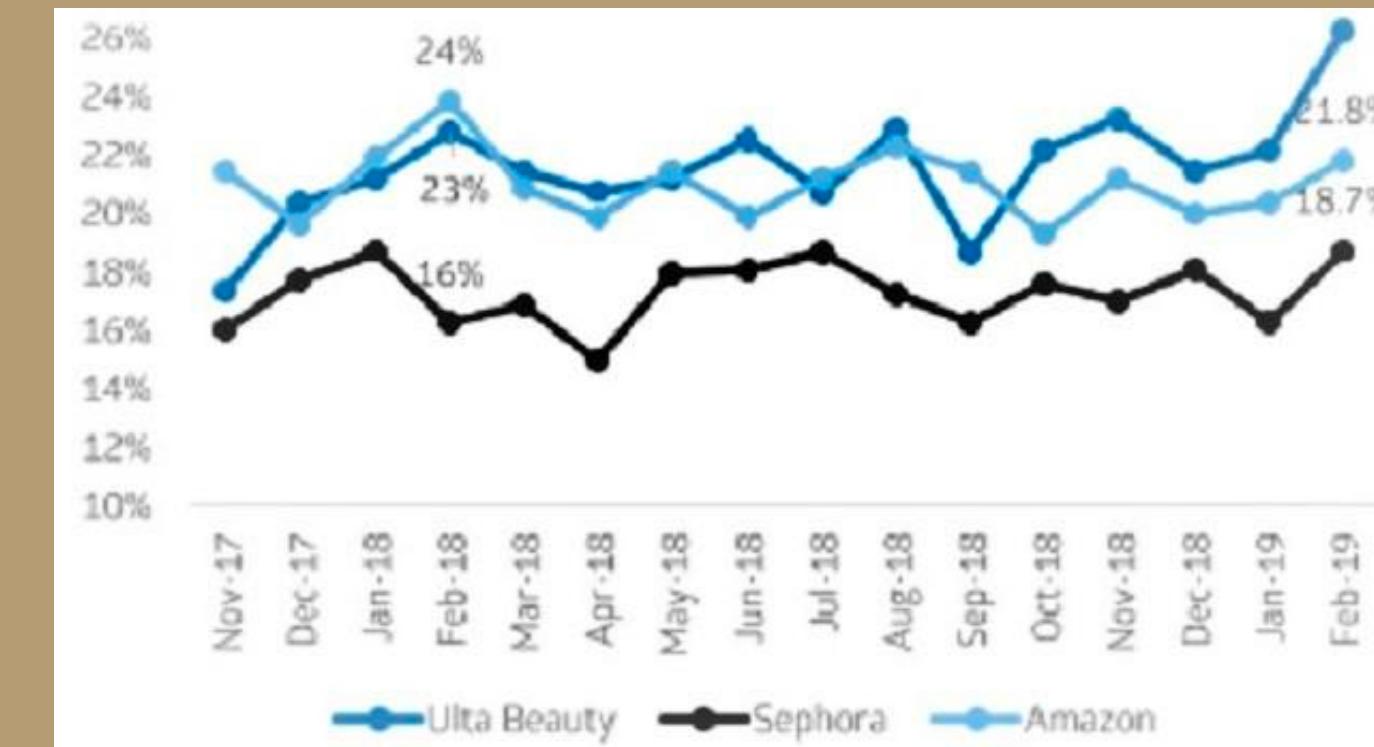
<b>Description</b>	This scenario describes when the customer selects the option other than debit or credit card.	<b>Termination outcome</b>	Customer doesn't buy anything.
<b>2A1</b>	After adding products to the cart customer proceeds to check out	<b>Alternative Flow 3A:</b> Customers payment didn't go through	
<b>2A2</b>	Customer is given options to choose payment method either apple pay or PayPal, payment in installments.	<b>Description</b>	This scenario describes when the customers' payment did not go through.
<b>2A3</b>	Customer chooses the best suitable option	<b>3A1</b>	After adding products to the cart customer proceeds to check out
<b>2A4</b>	Finishes the transaction and places the order	<b>3A2</b>	Customer finishes the transaction
<b>Termination outcome</b>	Customer finishes the transaction process.	<b>3A3</b>	Error occurs in the payment method, and it doesn't go through
<b>Alternative Flow 2B: No Transaction</b>		<b>3A4</b>	Redirects back again to the transaction page
<b>Description</b>	This scenario describes when the customer decides not to make the purchase	<b>Termination outcome</b>	Asks the customers to initiate the payment again
<b>2B1</b>	After adding products to the cart customer proceeds to check out	<b>Use Case 10</b>	Navigating through product catalogs
<b>2B2</b>	Customer decides not to buy anything	<b>Actor</b>	Customer
<b>2B3</b>	Customer exits the application	<b>Subject Area</b>	Skin care and Beauty

<b>Description</b>	This scenario describes when the customer browses through the products from the different categories available on the application.
<b>Precondition</b>	Should know the existence of the application. Should be able to browse it on search engines.
<b>Alternative Flow1</b>	<ol style="list-style-type: none"> <li>1. Launches application.</li>   <li>2. Browses through all the product categories available</li>   <li>3. Adds products into the cart</li>   <li>4. Proceeds to check out and makes the transaction</li>   <li>5. the order gets placed</li> </ol>
<b>Alternative Flow 2</b>	<ol style="list-style-type: none"> <li>1. Launches the page</li>   <li>2. Browses through all the product categories available</li>   <li>3. Browses the application and exits the application</li> </ol>
<b>Termination Outcome</b>	Customer browses through the application and explores all categories.

# Research Methods

## Competitive Analysis

- It's crucial to understand our rivals to prevent offering them an experience that is identical to or worse
- So, using information gathered from Google, we conducted a market analysis of the beauty sector and made an effort to pinpoint our main rivals
- According to our investigation, Sephora and Ulta Beauty are two of our main rivals.



## Implementation In Project

We identified these firms' problems and worked to find solutions. In addition, we compiled a list of user expectations that complemented our goals and were included into our product. Like:

1. The face scanning feature provides information the user might be unaware of or forget to mention.
2. Individualized prescription that instructs them on how, when, and where to take the substance.

# Research Methods



## User Interviews

- We conducted user interviews with several user groups to better understand their needs, wants, and the kind of solutions they anticipate receiving from skincare line companies.
- We derived our user needs from this.

## Implementation In Project

- In order to understand how they would like the material to be shown, what content they prefer to see, and how it should be structured appropriately, we conducted interviews with individuals as part of the design process
- After creating basic prototypes, we conducted interviews to learn about the users' responsiveness and made modifications as necessary to provide a positive user experience.
- Following the improvements, the response rate rose from 67% to 82%.

# Card Sorting

- In the Card Sorting method, users are tasked with classifying material into logical groupings
- Users are asked to categorize and organize a sequence of labelled cards into categories they believe are acceptable
- You may build an information architecture, work flow, menu layout, or website navigation pathways with the use of card sorting
- Card sorting is a simple, low-cost technique that may be used in person using cards, paper, or on digital platforms with various software tools
- We have chosen to use the conventional approach, or manual card sorting.
- To achieve better results, we have used both closed sorting and open sorting
- The approach was used while taking into account two users

# Open Card Sorting Result of User 1

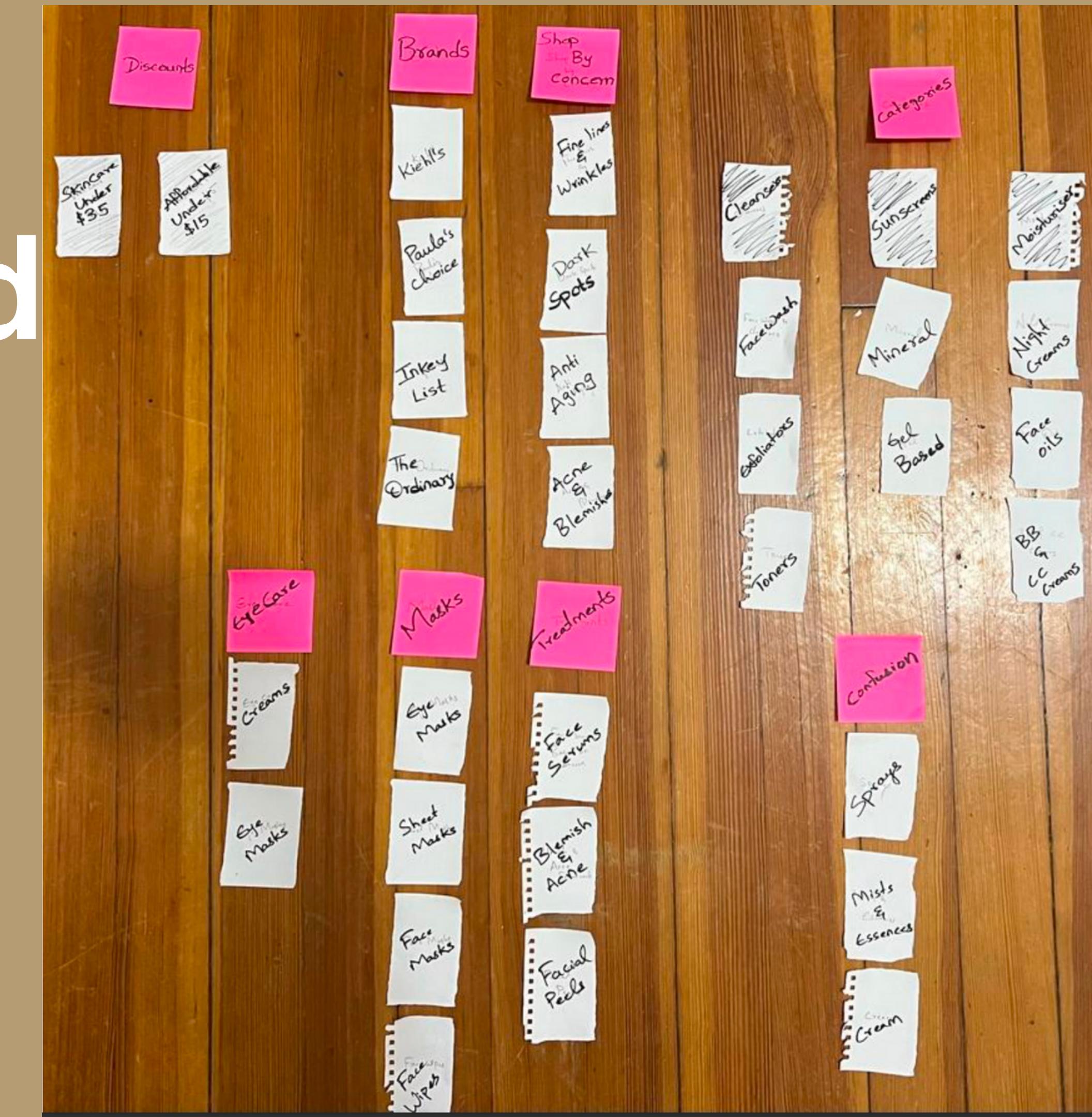


# Open Card Sorting

Result of User 2



# Closed Card Sorting Result of User 1



# Closed Card Sorting

Result of User 2

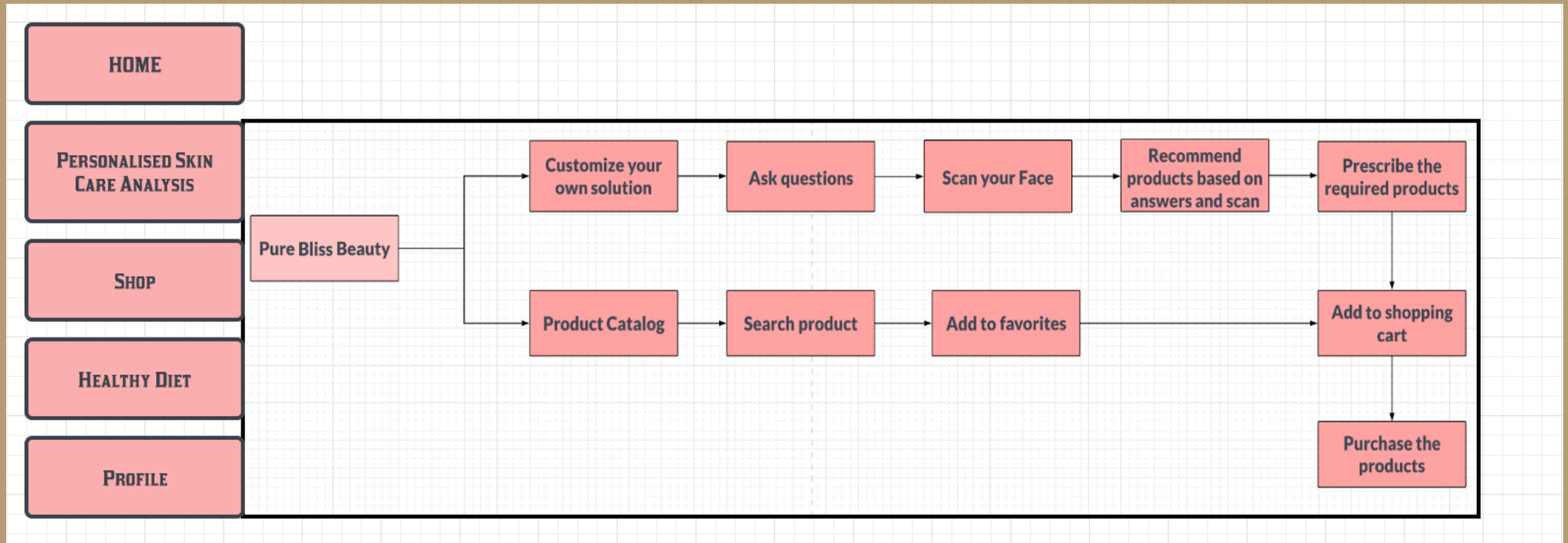


# Site Map

- An application's or website's sitemap is a hierarchical diagram that demonstrates how pages are ranked, connected, and labeled
- The sitemap is similar to the aerial view if a user flow is like the street view information
- It offers a thorough perspective, enabling teams to streamline, cut out superfluous pages, and preserve only what is essential
- You may check the user and SEO friendliness of connected pages using a UX sitemap
- With a sitemap, you can strategically position material where consumers will discover it and identify issue areas, such as pages with confusing labels



# User Workflow/Information Architecture



# Error Handling

1. To check errors we have used trigger which shows the state of the error
2. We have used Variants and components where we assigned certain keyboard input to show an error state and another keyboard input to go back to default state.
3. This type of validation is done using Input field interaction using Interactive components in Figma
4. Error States for Variants: In Figma, variations can have a variety of states, such as the hover or active states for buttons or the error states for form fields. It's crucial to make sure that the error states in versions containing error states are carefully planned and verified
5. Use of Consistent Components: Figma's components are made to be reused across many designs and displays. Utilizing components consistently can assist minimize mistakes and guarantee consistency in the design

# Usability Testing

## Objectives

We hoped to accomplish the following with the use of usability testing

- Quantity of user mistakes
- total number of users capable of doing all duties
- Time needed to complete a job number of persons that were unable to complete the job

## Tasks

Following the development of functional prototypes, we gave users chores to complete. They were questioned on several topics, including:

- Receive product recommendations and complete the checkout
- Find a recipe that you want to include into their daily life
- Add the things you want to the basket

# Results of Testing

	User 1	User 2	User 3	User 4
User Errors count	1	0	2	1
Completion of Task	3	2	4	4
Time Taken	2 min	3 min	5 min	4 min
Incompletion of Task	0	0	0	0

# The 5 Planes

## Summary

1. **Strategy Plane:** Using this method, the product objectives and user needs are shown.
2. **Scope Plane:** At this point, decisions are made on the app's Diet Plan, Face Scanning, Checkout Design, and other features.
3. **Structure Plane:** The labels, placements, and content of the website are chosen using this plane.
4. **Skeleton Plane:** This technique is used to organize and arrange the surface pieces while enhancing the content created in the structure plane. For example, a product page or customized solution stages.
5. **Surface Plane:** This plane approach is used to develop interactions, functional pictures, and pretty much all of the items on the home page.

Pure Bliss Beauty offers a customized solution to address users' concerns by utilizing a quiz followed by a face scan. The quiz gathers information on users' environment, allergies, and preferences, while the face scan identifies their skin type and issues. Even if users are unaware of their allergies, safe ingredients will be used in the recommended products.

After reviewing the suggested products, users have the flexibility to select the ones they wish to purchase. Following this, a personalized prescription is provided, detailing which product to use, when to use it, and what to apply on top.

# Onboarding





Skip

Welcome to Pure Bliss Beauty!

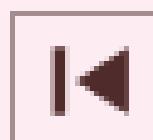
We have lot in store for you  
Let's explore them !





Skip

Want us to provide Mantra to  
your problem?  
Got you covered.  
Want to buy your go-to  
product?  
You are just a search away





Skip

Unlock exclusive offers, earn points on every purchase and many more by creating an account with us



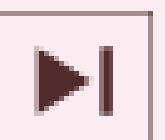
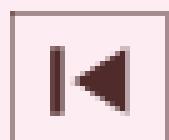


Pure Bliss Beauty

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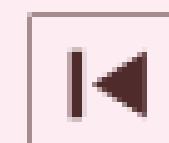
That's not it !

Recepies of healthy food and  
tips on healthy habits for  
different issues are provided  
to get you glow from inside





Let's dive in and get  
you started !



Continue



Any Queries?

# Thank You