



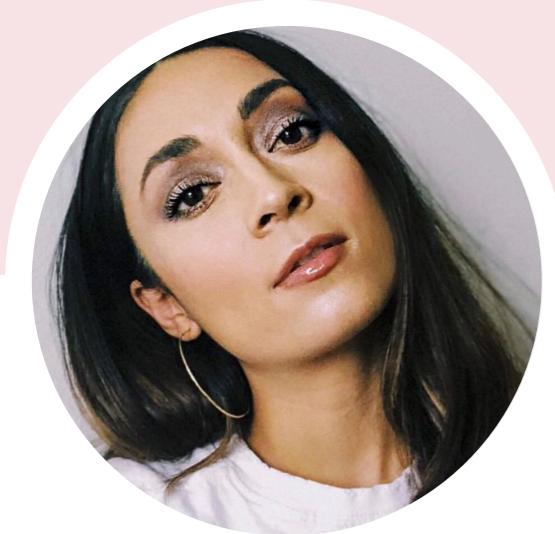


1. Glossier targets only a specific type of person  
(upper-middle class white millennials in large cities)
  
2. Glossier is largely inaccessible to most of its users,  
with stores only in Los Angeles and New York
  
2. The Glossier stores have extremely long wait times,  
creating some user frustration

*How can we reach a more diverse audience?*

# User personas

## Natalie, 21



### Background

**Occupation:** Barista

**Race:** Hispanic-Latina

**Makeup usage:** Daily

**Brands followed:** Glossier

+ Sephora

**Buy Glossier:** Yes

**In store or online:** In store

Natalie isn't a heavy makeup user, but is aware of her brands. She knows what she wants, but is open to exploring. She loves Glossier, but wishes it was more convenient and more inclusive.

### Likes

- fairly priced, good quality,  
+ cruelty free!
- pretty packaging and store design
- about enhancing natural features

### Dislikes

- has a reputation where only a certain kind of person can use it (white supermodel)
- not accessible to lower income people

### Obstacles

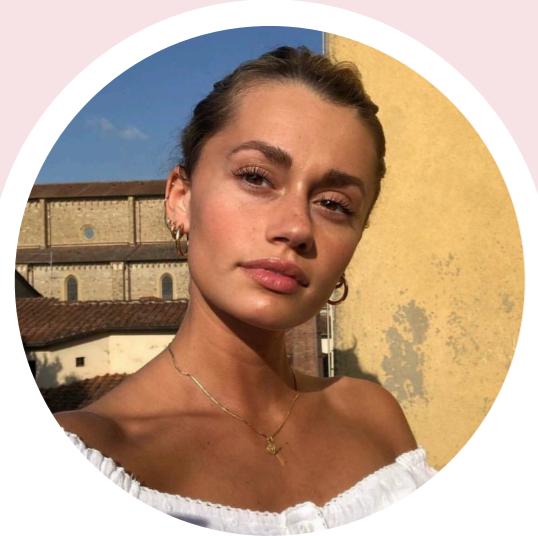
really far away from me, especially since it's in LA and it's harder to move around if you are lower income

“

**When you open your store in that area of town, you're gonna get a specific type of person only.**

# User personas

## Liza, 18



### Background

**Occupation:** Student

**Race:** White

**Makeup usage:** Daily

**Brands followed:** Glossier,  
Sephora, Milk

**Buy Glossier:** Yes

**In store or online:** Both

Liza is a loyal Glossier customer and loves using makeup. She prefers shopping in stores rather than online, and she visits the Glossier LA store often. She has also visited their NYC location and SF pop-up.

### Likes

- minimal store design makes the experience less overwhelming
- designer quality for drugstore price

### Dislikes

- the space is small and gets very crowded at peak times
- their products aren't available at other beauty retailers

### Obstacles

it would be nice if their products were sold at other beauty retailers so that I don't always have to go out of my way to visit their store

“

I love Glossier and it's aesthetic, but it needs to expand more to keep up with its popularity.



# User personas

## Diane, 48

As a busy mom who works part-time, Diane doesn't use makeup on a daily basis. She likes the idea behind Glossier, but doesn't live near a store and wants to see the products before buying them.

### Background

**Occupation:** Mom & part time

sales associate

**Race:** White

**Makeup usage:** 3-5 days/week

**Brands followed:** Doesn't use  
social media

**Buys Glossier:** No

**In store or online:** Has visited  
the website

### Likes

- their website is clean and easy to navigate
- they sell skincare products in addition to makeup

### Dislikes

- it is difficult to purchase makeup online because you can't try it on

### Obstacles

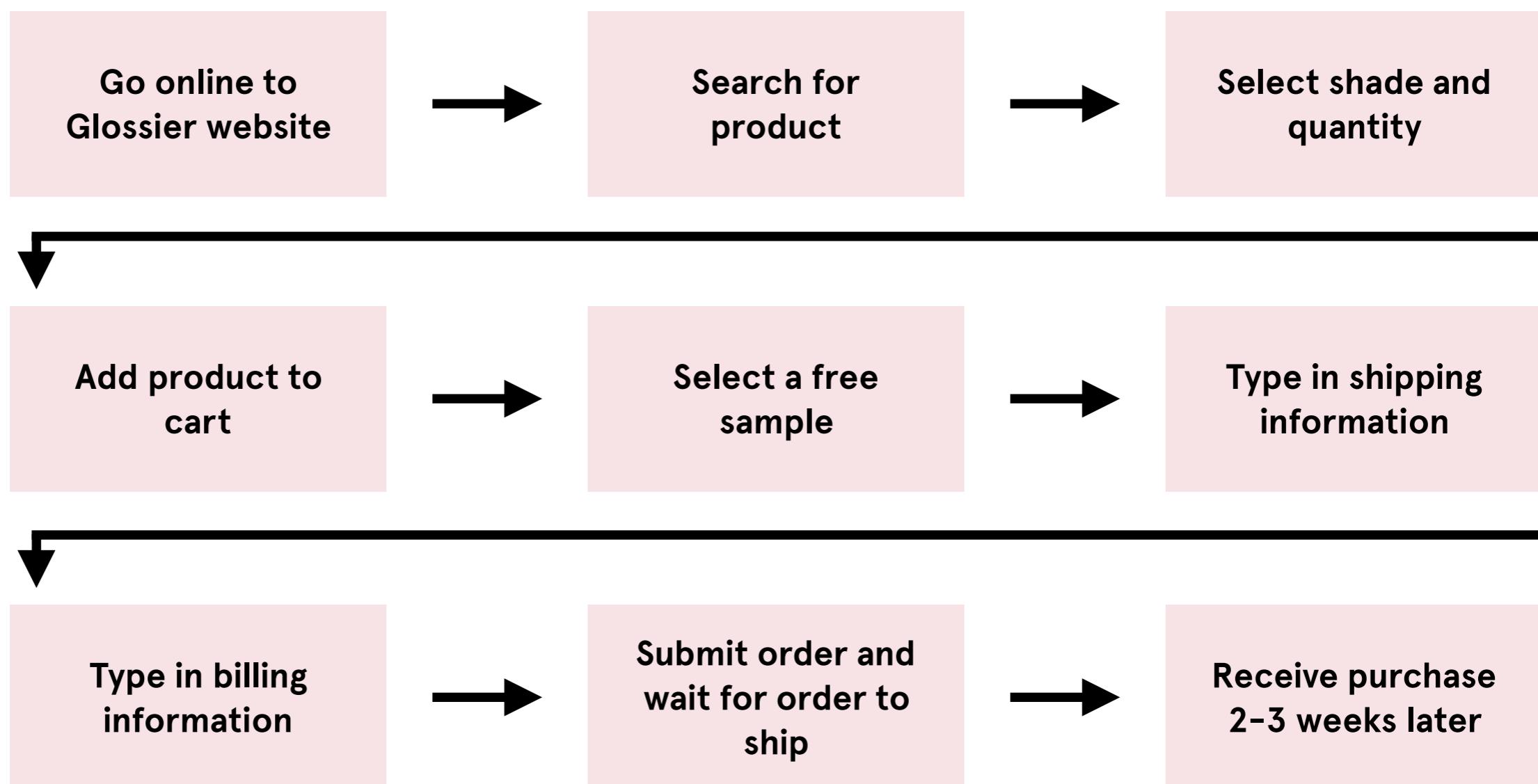
there are no retail locations where I live, and I want to be able to see and try the product before I buy it

“

Why can't it be easier for a non-makeup person to buy makeup?

## User scenario

Diane doesn't live in LA and is trying to purchase cloud paint online

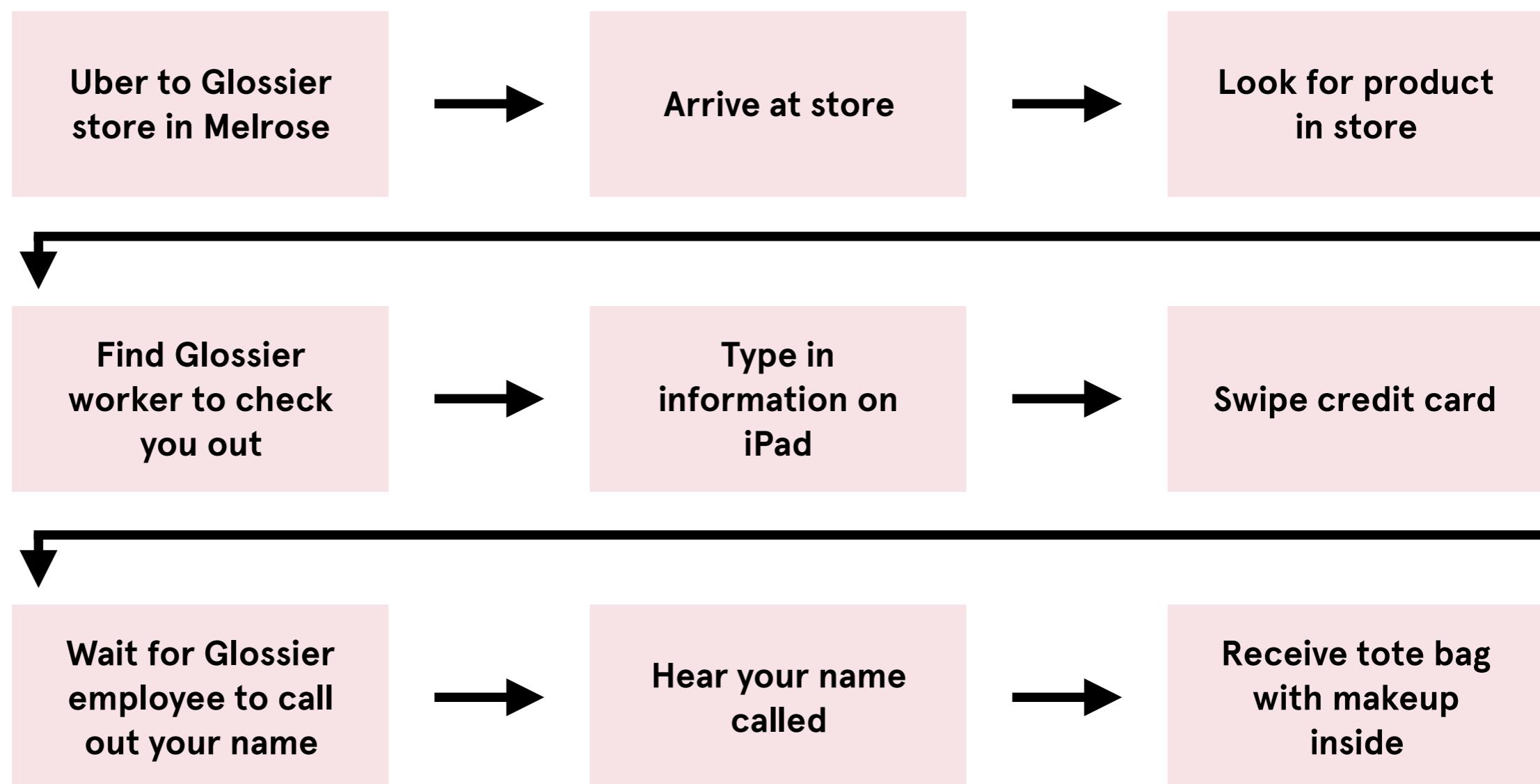


## Pain points

- Have to pay for shipping and handling
- Have to wait 2-3 weeks for product if you do not live in Los Angeles or New York and cannot go to the physical store

## User scenario

Natalie is trying to buy Lash Slick at the Glossier store.



## Pain points

- Melrose isn't in a convenient location
- Finding an employee is difficult
- Waiting for your products to be ready takes a really long time



- a pop up vending machine for Glossier products
  - people find the “secret location” from Glossier’s Instagram story
  - available in 8 different locations around the West Coast (Honolulu, San Diego, Venice Beach, San Francisco, Portland, Spokane, Seattle, and Vancouver)
  - users can collect custom stickers at each location with a purchase of a Glossier product
  - eventually scale for the rest of the United States

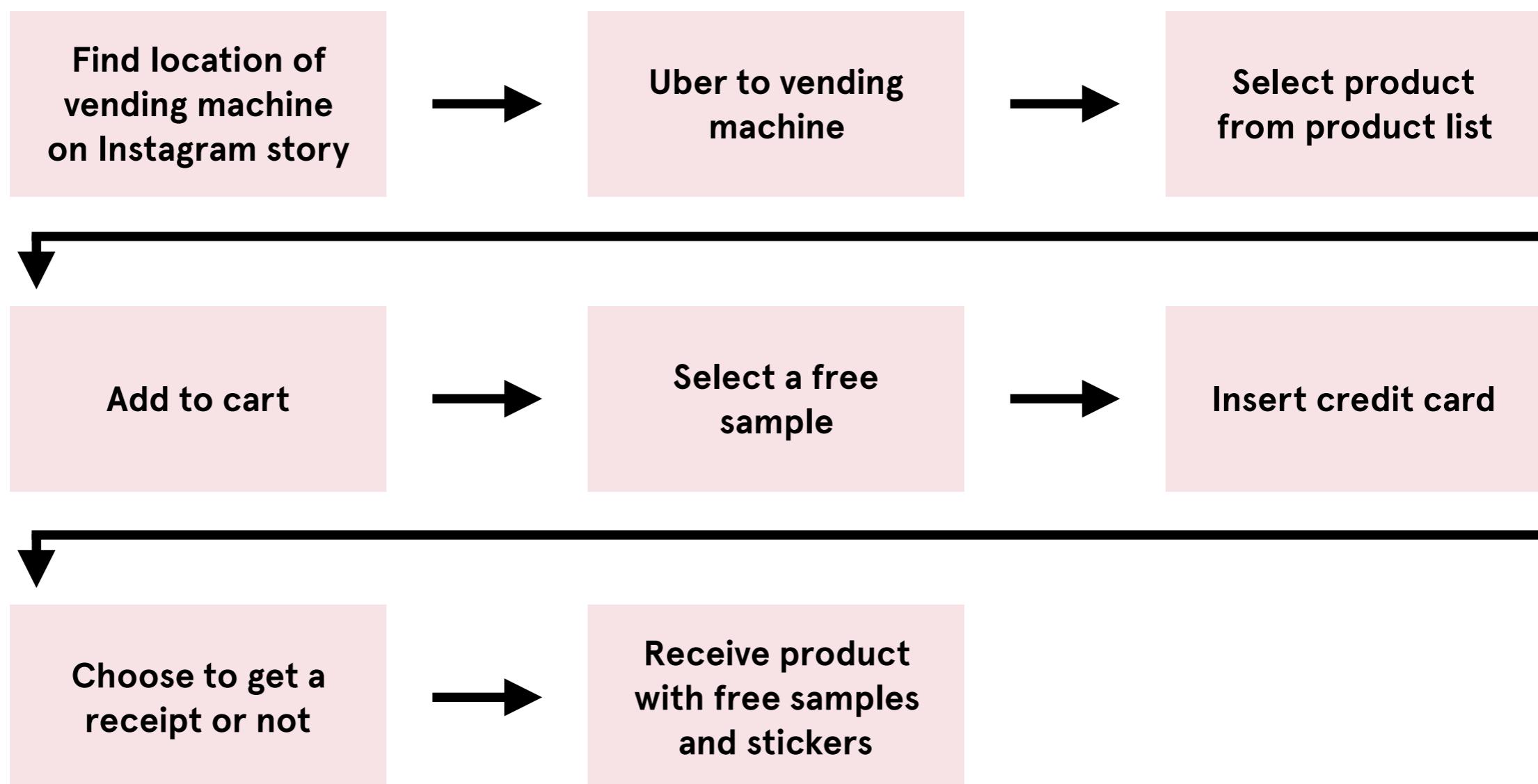
*Glossier vending machine*

1. Give the existing Glossier community something to be excited about
2. Extend the brand's reach by providing an accessible dispenser for people of all incomes and regions across the West Coast
3. Create a more interactive experience for brand users

*Glossier vending machine*

## Revised user flow

Glossier vending machine in eight different locations



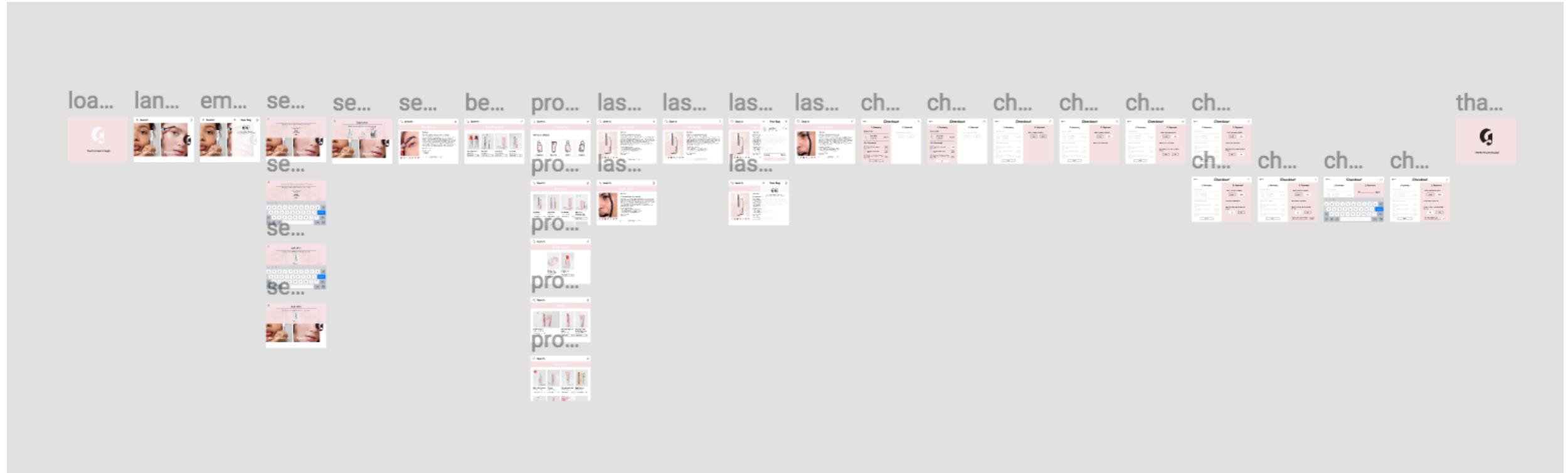
## What we changed

- Expanded location beyond Los Angeles to 8 locations
- Decreased wait time
- Option to sample new products
- Added new, limited edition stickers at each location
- Excluded unnecessary iPad information step in checkout



# Wireframes

# High fidelity screens



Search

Bestsellers

Products

Search

Products

Choose a category

- Fragrance
- Skincare
- Body
- Makeup

Search

Your Bag

Lash Slick

Lash Slick

Extensions without the extensions.

In a poll of Lash Slick users...  
- 94% of people said Lash Slick doesn't flake  
- 91% of people said Lash Slick doesn't smudge  
- 91% of people said Lash Slick lasts all day

Size: 8.5 g / 0.29 oz  
Shade: Black

Subtotal \$16.00

CHECKOUT

*Limited edition extras*  
**Glossier stickers**



SAN DIEGO

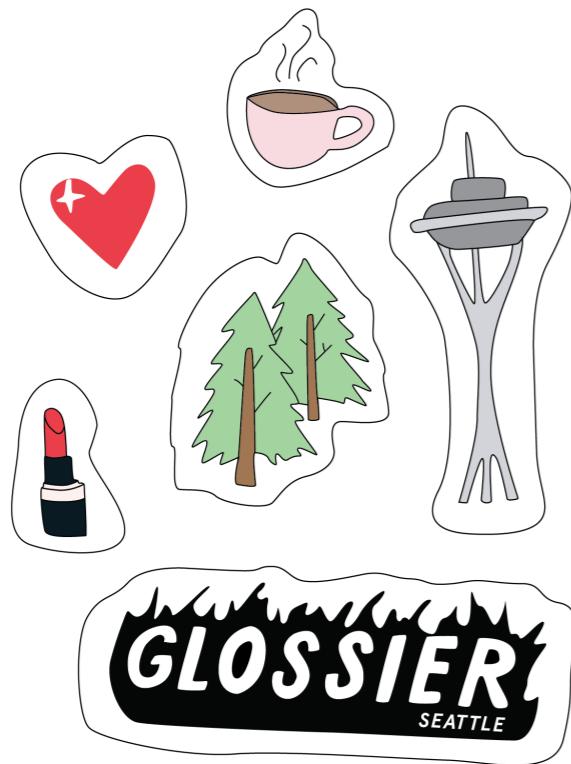


SAN FRANCISCO



VENICE

*Limited edition extras*  
**Glossier stickers**



SEATTLE



VANCOUVER



SPOKANE

*Limited edition extras*  
**Glossier stickers**



HONOLULU

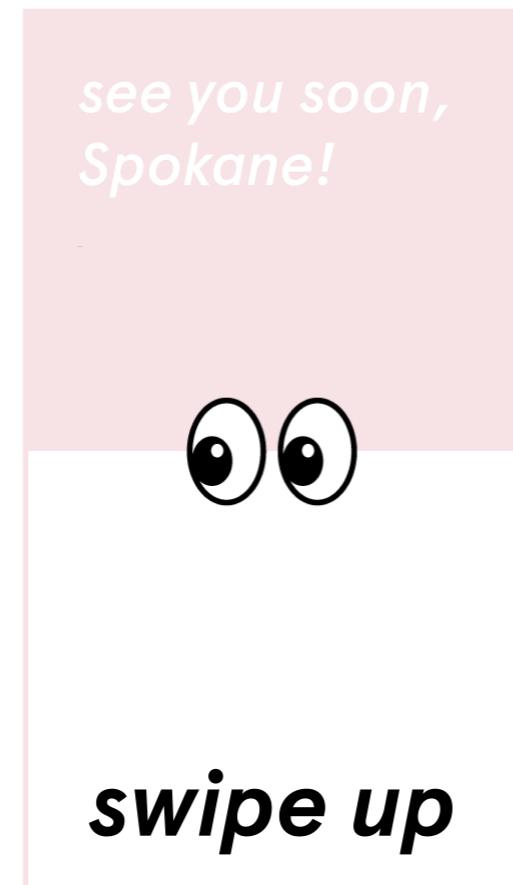


PORTLAND

*Find the vending machine*  
**Instagram story screens**



HONOLULU



SPOKANE



VENICE BEACH



SEATTLE

*Find the vending machine*  
**Instagram story screens**

**Hi Portland.**



**swipe up**

**PORLAND**



**VANCOUVER**

*san diego.  
san diego.  
swipe up*

**SAN DIEGO**

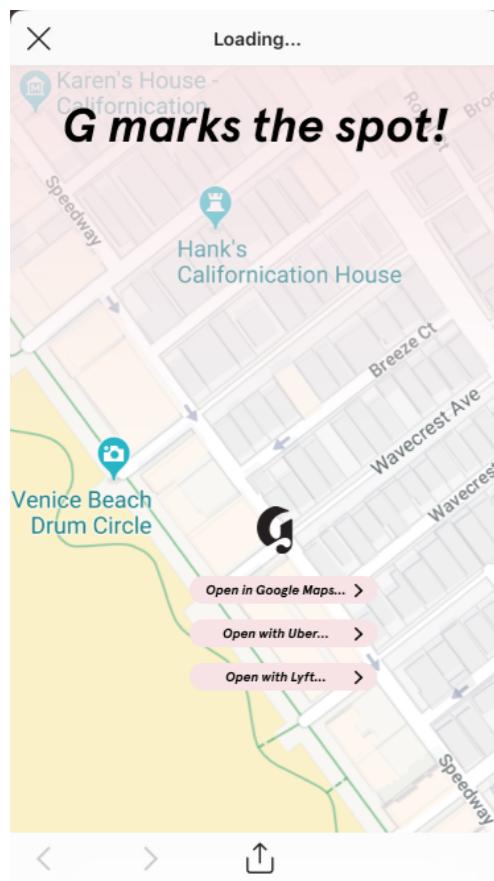
*San Francisco  
here we go!*



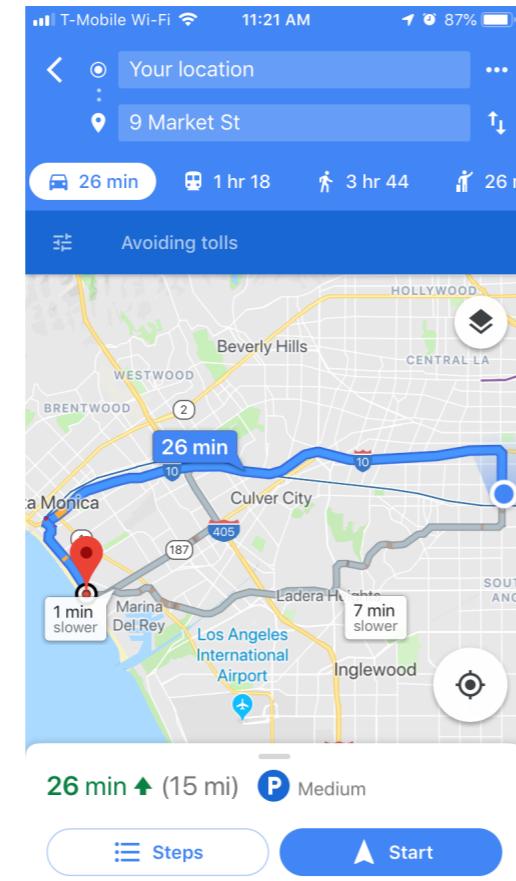
**SAN FRANCISCO**

# *G marks the spot*

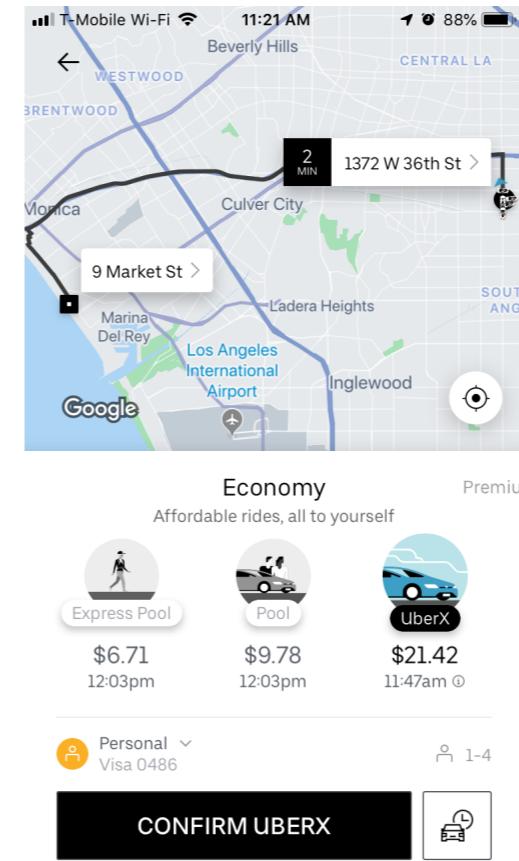
## **Swipe up**



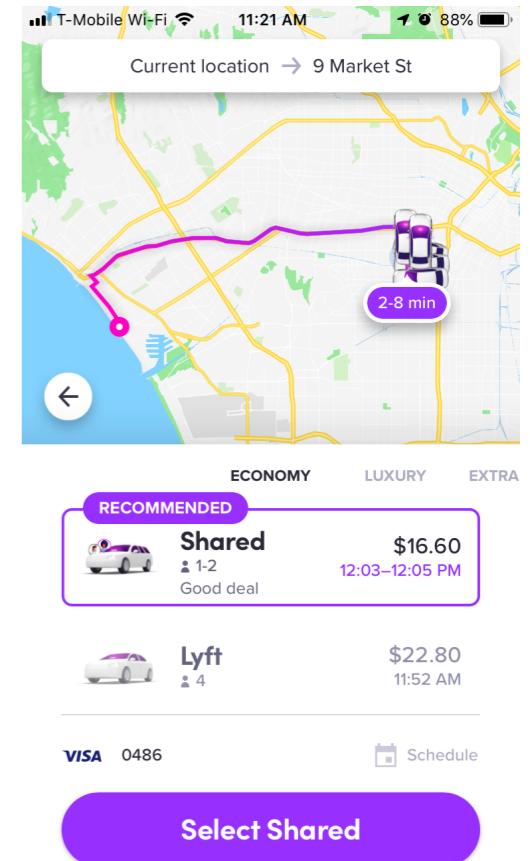
**SWIPE UP + FIND  
THE LOCATION**



**GOOGLE MAPS**



**UBER**



**LYFT**



# *The vending machine*

## **Cardboard creation**



# *The vending machine*

## **Painting it pink**



# *The vending machine*

## ***The final coat***



- Many users saw this as a useful product they would actually use
- Many users found this product and its accompanying UI (wireframes, Instagram story screens, and collectable stickers) to be on brand
- Many users found that this vending machine provided an effective solution to Glossier's lack of both accessibility and diversity

## User testing results

- + more choice for users (in the samples section)
- + easier searching (display product quickly)
- the Glossier logo, it was too distracting!

- Expand vending machine locations
- More low-income locations
- Use data from Glossier to determine broader customer profiles and give more insight into best locations
- More radical changes in screen designs??
- Ride service partnerships between Glossier and Lyft or Uber so that users can more easily get to vending machine locations
- Pitch this to Glossier!

*Focus on...*

- more vending machine locations (especially lower income)
- Instagrammable areas for the vending machine