

## User Details

My website will allow users to search through a collection of fragrances for women. This website would be for someone who is looking to buy their first luxury fragrance and would like a way to quickly search through their options for something that fits their style. It could also be a source of recommendations for someone who already owns some perfumes, and wants to try something different or discover a brand/product they haven't heard of yet.

The data includes a list of a fragrance's main notes for a quick feeling of the scent's "vibe" and for mental categorization. It also includes a longer description of the fragrance to get a more detailed understanding of the scent and the way it's layered. The page also includes links to similar perfumes based on their notes. If a perfume sounds appealing but isn't exactly what they're looking for, they can continue their search for something that fits them better with a comparable perfume. It is also important to mention the price so users can stay within their price range.

```
"7": {
  "id": "7",
  "brand": "Jo Malone",
  "name": "Red Roses",
  "image":
    "https://media.johnlewiscontent.com/i/JohnLewis/231745632?fmt=auto&$background-off-white$
",
  "summary": "The timeless essence of modern romance. Inspired by a voluptuous blend of
seven of the world's most exquisite roses. With crushed violet leaves and a hint of lemon, it
unfolds like a bouquet of freshly cut flowers. Subtle notes of spearmint add a touch of vibrancy
and freshness. Clear and romantic.",
  "price": "$168",
  "notes": ["Lemon", "Mint", "Rose", "Violet", "Honey"],
  "similar": ["3", "5", "10"]
}
```

## Design

### Jo Malone, *Red Roses* \$168



#### **Notes:** Lemon, Mint, Rose, Violet, Honey

The timeless essence of modern romance. Inspired by a voluptuous blend of seven of the world's most exquisite roses. With crushed violet leaves and a hint of lemon, it unfolds like a bouquet of freshly cut flowers. Subtle notes of spearmint add a touch of vibrancy and freshness. Clear and romantic.

Similar to *Red Roses*

[Burberry, \*Her\*](#)

[Byredo, \*Bal d'Afrique\*](#)

[Maison Margiela, '\*REPLICA\*' \*On a Date\*](#)

## Annotated Design

<p>Jo Malone, <i>Red Roses</i> \$168</p>	
	<p><b>Notes:</b> Lemon, Mint, Rose, Violet, Honey</p> <p>The timeless essence of modern romance. Inspired by a voluptuous blend of seven of the world's most exquisite roses. With crushed violet leaves and a hint of lemon, it unfolds like a bouquet of freshly cut flowers. Subtle notes of spearmint add a touch of vibrancy and freshness. Clear and romantic.</p> <p>Similar to <i>Red Roses</i></p> <p><a href="#">Burberry, Her</a></p> <p><a href="#">Byredo, Bal d'Afrique</a></p> <p><a href="#">Maison Margiela, 'REPLICA' On a Date</a></p>

### Group 1

- Goal: inform user what perfume they are viewing and price range, helps make a quick judgment (name brand recognition, price range) at a glance of key info
- Most important information: the price range, as usually price is the main make-or-break factor when considering a perfume for purchase aside from scent
- For importance, I used the main color to resemble a heading. The name has slightly more priority over the price, so the price is in the lighter gray color.

### Group 2

- Goal: show what perfume bottle and label look like, provides physical representation of what scent the brand created or who their target audience is
- Most important information: the bottle design is most important because many people like collecting/displaying fragrances that are visually appealing, and it gives the most informative representation of what kind of scent the brand was going for
- To show importance, it is the largest element on the page.

### Group 3

- Goal: describe what the fragrance smells like, provides the user with the information necessary to picture the perfume without being able to physically smell it
- Most important info: the notes are most important as they describe the scent concisely and give the user a concrete idea of what scent they should be picturing
- Importance: "Notes" is bolded to draw the eyes and indicate it should be read before the description, but does not place too much importance over the description either

### Group 4

- Goal: recommend similar/related scents to the current page, guides users on how to continue their search
- Most important info: the “Similar” label is most important to inform the user why they might want to click the links, as the links to the other pages only include the fragrance names
- Importance: the Similar section is overall least relevant so its label is light gray, but the links use the accent color so it still draws the eye of a curious user