



CustomiseMe

Team 2 - Soapalishious

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Link: <https://thordiskara.github.io/CustomiseMe/>

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Introduction

This project examines the current design of CustomiseMe's website and creates a solution for the design to be more UX friendly based on research and analyses and describes every optimized element. The research includes benchmark and trend research and the elements include for instance colorscheme, typography and photography.

Problem area

The owners of CustomiseMe experience that their customers have a hard time understanding the different elements on the customize page when creating their own soap. This could lead to that the customers don't go through with the purchase as it is not visually clear for the user what the elements are representing. Furthermore the owners were not fully satisfied with the structure and color scheme on the website.

Problem formulation

How can the 'customize soap' page on the website of CustomiseMe.dk be optimized by using UX knowledge, to make sure that the customer finds the information they seek on the website and does not stop the process of creating a soap before purchasing it?

Introduction II

About the company

Piero and Rodrigo are the owners of the company and they are very passionate about sustainability and ecology. As they started the CustomiseMe startup to sell the soap bars and customers can create their own soap by mixing scents, shapes and colours. This year they will launch three new products that are lip balms, hand creams and shampoo bars.

In their workshop customers can know about the ingredients and benefits of using natural and plant-based ingredients.

Target audience

Their target audience is mostly focuses towards 20-25 year old women, as they are the majority of the customers in the cosmetic market. It also targets people that enjoy DiY (Do it Yourself) since one of the things that differentiates the company from others similar is the possibility of creating your own soap. Since they focus on sustainability and being environmentally conscious that would attract people that have the same values and those who are from the middle-class and have high education.

*See BMC in appendix A

Benchmark Research

Benchmark Research is used as a source of inspiration where you search for existing products in your niche that are solving the same problem but can be improved.

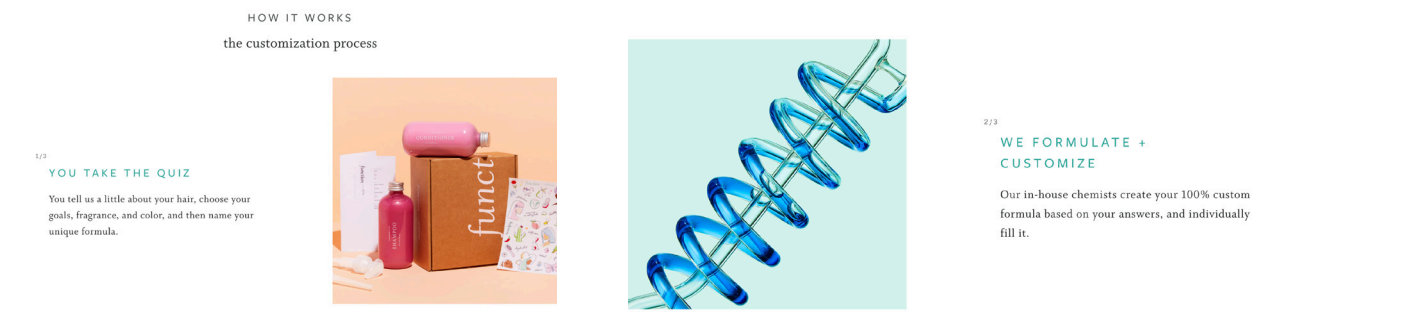
In our benchmark research we focused on looking at companies that sell customized cosmetic products to see how they their user flow was and what elements were important to make the process clear and easy for the customer.

Insights

We found that www.functionofbeauty.com use quizzes to filter down what the customer needs and provide targeted products and they list out the benefits of each ingredient.



They also have a clear description about how the process works and what steps the customer has to take to be able to customize their own product.



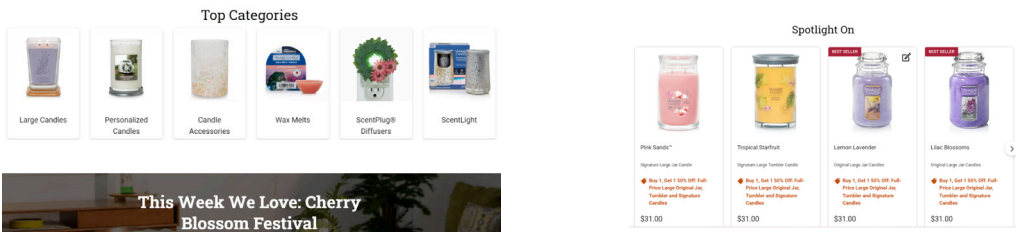
Trend Research

Trend research is the method of collecting data and information that is popular in the market right now. It helps to gather information to get ideas and inspiration for your web design and to see design patterns that are being used today.

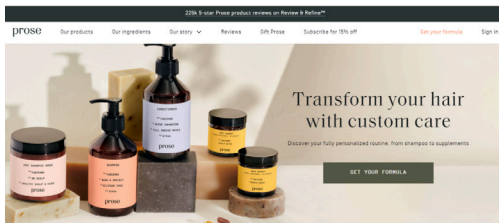
References:
* <https://www.yankeecandle.com/>
** <https://prose.com/>
*** <https://www.functionofbeauty.com/>

Design Patterns

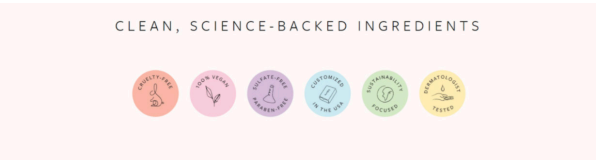
We noticed that having top categories and new products on the landing page was a common pattern in webshop design.*



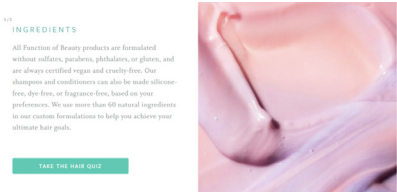
Choosing calm, warm, soft colors for cosmetic webshops.**



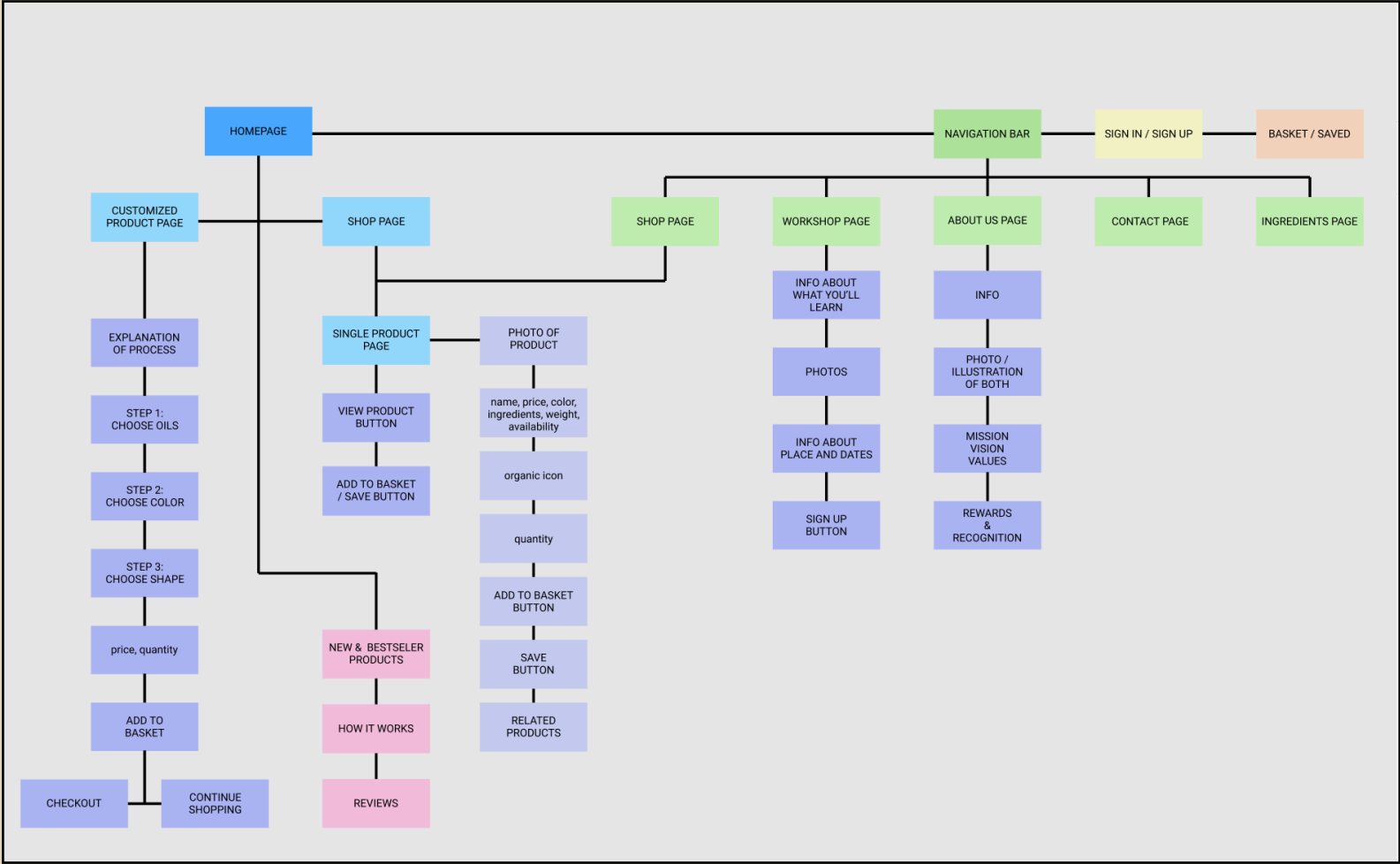
Having options in the circles like showing colors, oils and shapes.***



Explanation of the product ingredients makes it easy for customers to know which ingredients are used and also helps them customise the product.***



Information Architecture



*See card sorting in appendix B

Visual Concept I

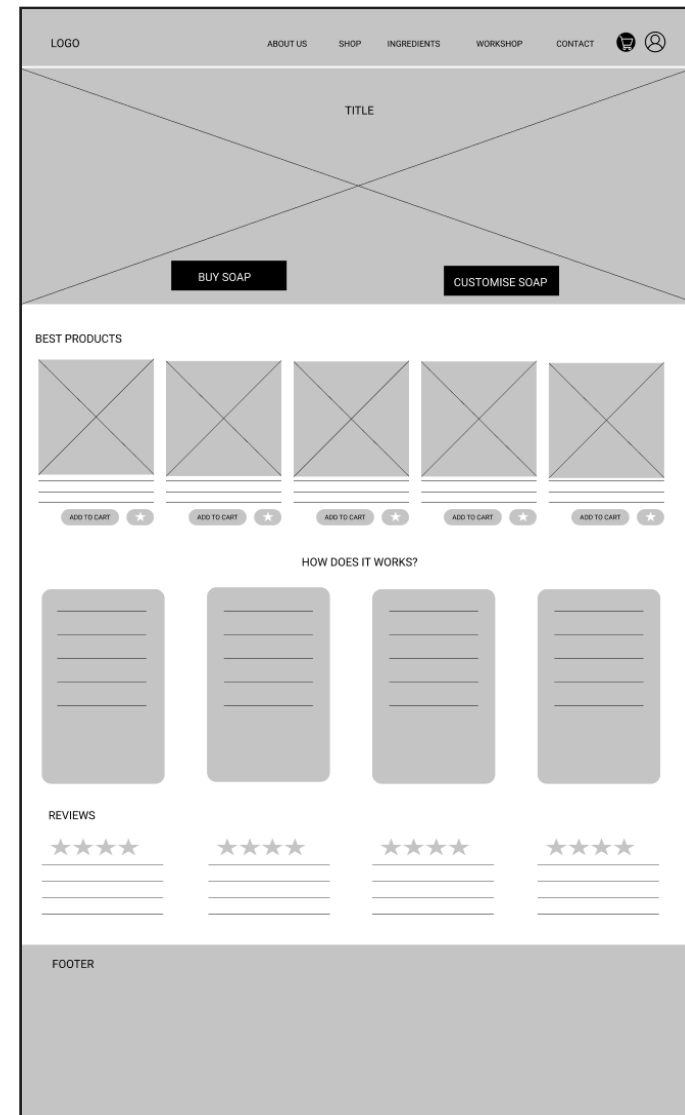
Idea development

For the website, we decided on the landing page logo at the upper left corner and navigation bar on the right side with links to other pages and some icons like add to basket, sign up. After that, have an image as background and divide it into two sections, one is having the buy soap button which is directly linked to the shop web page and second is customise soap which is linked to the customised web page where customers can create their own shop. Then we put some best soap products with name, price, add to cart and save button. After that it has different columns named How it works In which we put the sign up page, customise page, place your order and receive it at home. At last we put reviews with ratings.

In the footer we have faq, address, logo and slogans, socials, cookies and privacy policy and at last shipping and delivery.

Wireframes

LANDING PAGE



Visual Concept II

Idea development

Customise Page

This page has the soap image at the center and explanation of the process. Then have 4 columns and 2 rows of the essential oil (pick max 2). After that, have the color option with 10 different colors. And at last choose the shape of the soap from 6 different shapes. Quantity for the soap is just below the finish button.

Product List Page

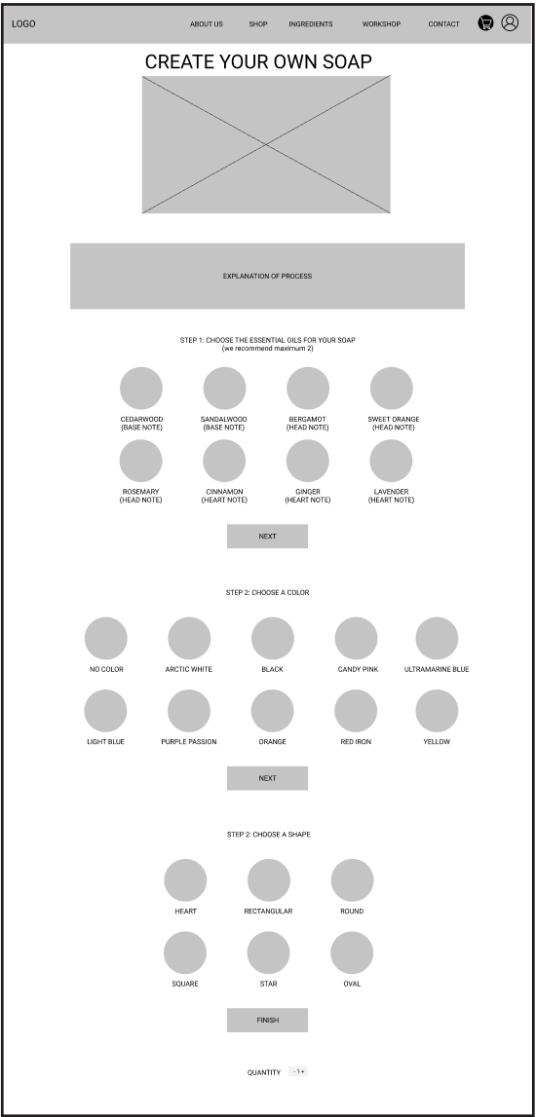
With the same navigation and footer we put different soaps with their image and description like name, price, view, add to cart and save button.

Single Product Page

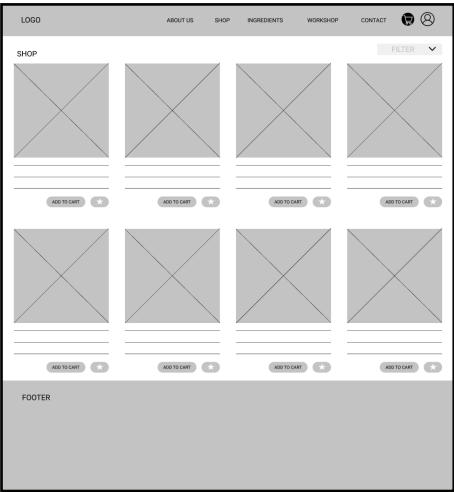
This page has the image of the particular soap with its description like name, price, color, ingredients, weight, availability and quantity. Just below it shows some related soaps to it.

Wireframes

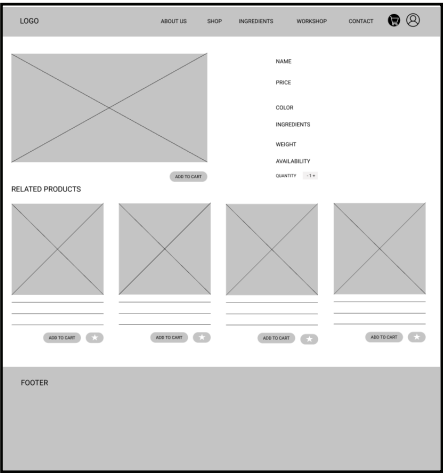
CUSTOMISE PAGE



PRODUCT LIST PAGE



SINGLE PRODUCT PAGE



Style Guide

CustomiseMe

Version 1

Logo

CustomiseMe made it clear that they like their logo as it is. Therefore we decided to keep their existing logo but with a minor change. We got rid of the green C in the logo, as we wanted to go a different way with the color scheme on the website. This made the logo being black on white as the most optimal color.



CustomiseMe



For our typography we decided to use Josephin Sans with regular weight for our main headings and light weight for our sub-headings. The font is elegant and simple and can be exaggerated with different weights.

For our text we used Lexend with a light weight because we thought it made the text readable and has the same simplicity as the headings.

Heading

Font: Josephin Sans - regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Subheading

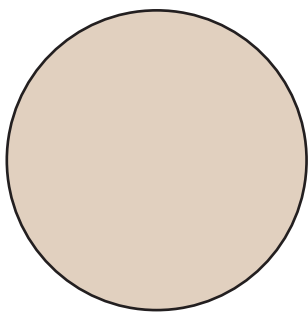
Font: Josephin Sans - light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Text

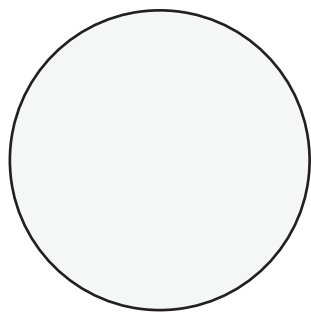
Font: Lexend - light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Colors

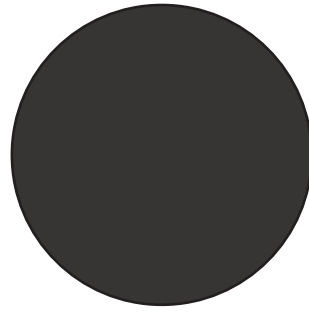
We decided to go with a off-white for the main color on the body of the website, due to the fact that a clean white would be too harsh for the eye and we wanted a more soft calming color. For the secondary color we have two versions of black. One being all black, which is for the text on the page as well as for the logo. This is good for the readability on the page. The other black is more a dark gray, this is used for icons and footers. This is used as it is more pleasant for the eye to look at instead of a harsh black, which again refers to the softness and calming website we are aiming at. For our forth color we used a beige-light brown color. This is mainly used for assets such as icons and boxes to divide information from each other. We chose this color as it is warm, clean, calming, soft, stylish as well as fashionable and connotes being healthy. Lastly we have an accent color of soft-pink which is mainly used for buttons. Since the other colors are neautral this color are more eyecatching to the user.



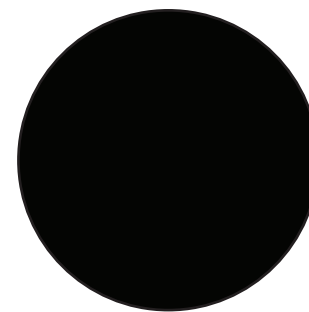
Hex: #e1d0bf
RGB: 225/208/191



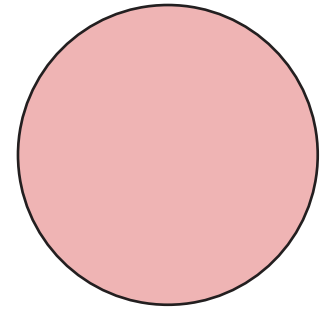
Hex: #f4f4f4
RGB: 244/244/244



Hex: #373635
RGB: 55/54/53



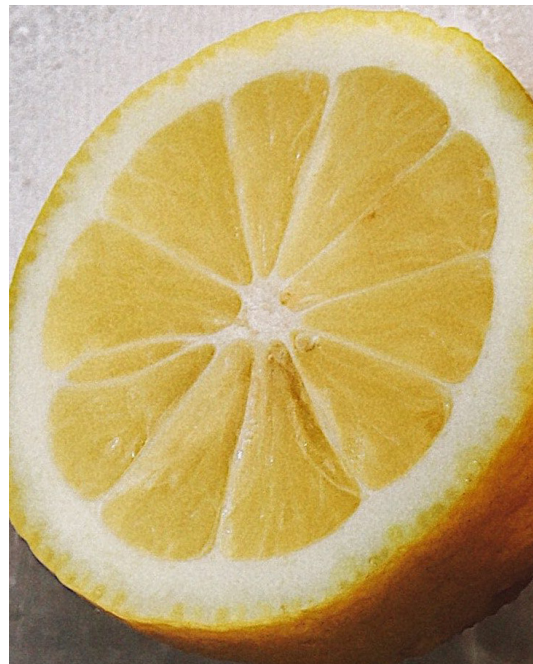
Hex: #000000
RGB: 0/0/0



Hex: #EDB3B4
RGB: 237/179/180

Photography style

For the photos of the site, as the headers, ingredients and the actual products, our goal was to give them a natural and clean style. It was important to choose colors that harmonize with the hues of the site, like beige, white, if colorful, then not overly harsh. Direct sunlight meeting with darkened bottles, creating interesting shadows and patterns, soft light on the soaps and ingredient textures, to make them easier on the eyes, creating the feeling of a warm and organic environment, just like the ones the products fit most into.



Technical documentation

Styleing

To make sure we have consistency in the look of the webpage, we made a css style with variables for the main elements. This includes font families, font sizes as well as the colors and seizing for the different elements. This was important to make sure we all used for instance the same size in margins so that the page did not jump in size. Furthermore we created some basic styling on the h1 to h4 and the p so that whenever one of us was working on a branch all the elements had the same style.

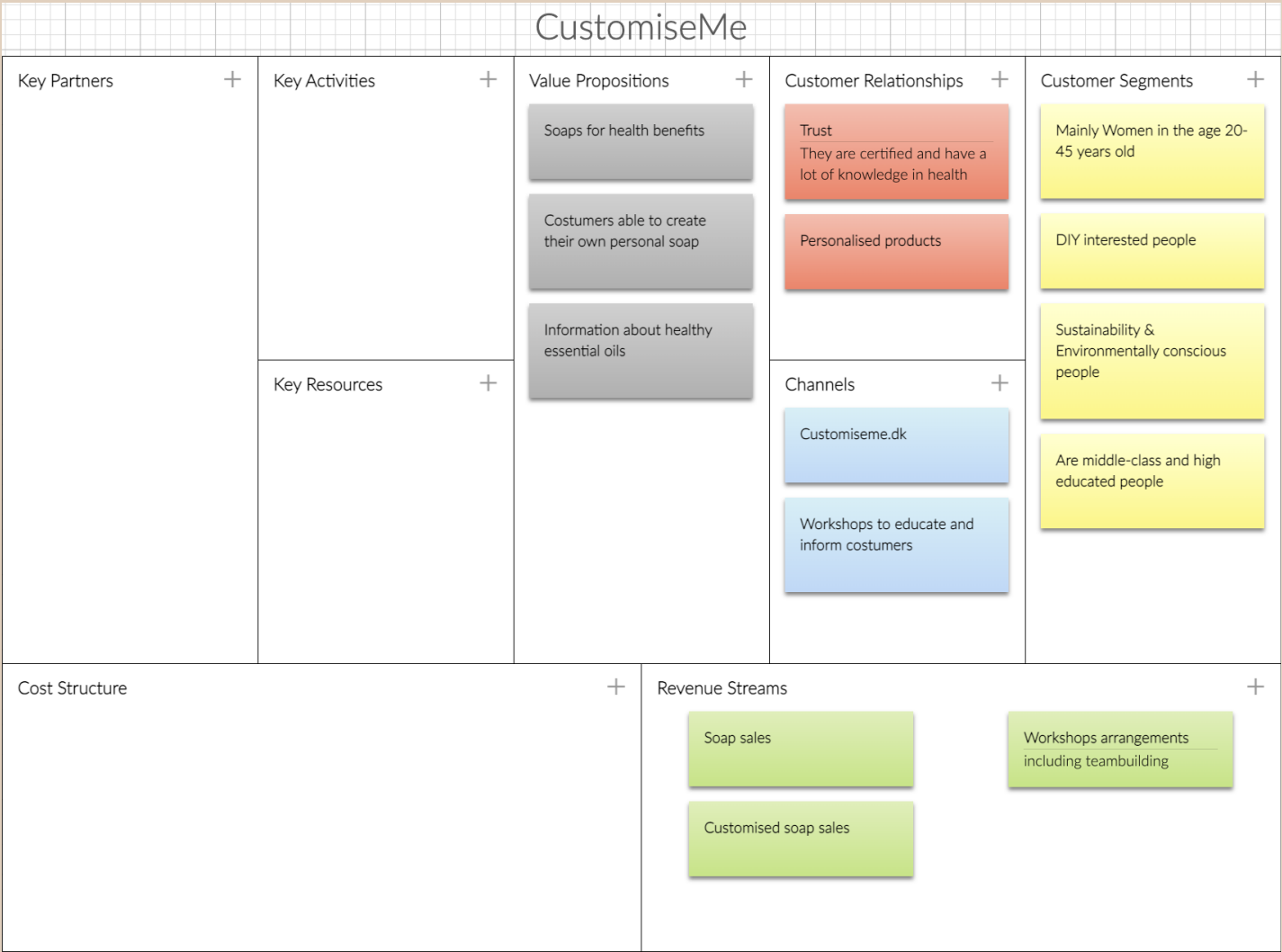
Structure

We used GitHub to share our work, where every team member coded their individual webpages. The navigation and footer were coded individually and then added to each page. On our product list page we used grids where the values were autofill and “min-max”, so each article could be adjusted according to the screen size.

We created a database with restdb where we put in the variables image, price, color, weight, availability, ingredients, essential oils, shape and certification. We then used a template in HTML and filled that up with the information from the database using JavaScript. We did that by using the endpoint and API key as the constant and then fetched the data from the URL.

Appendix A

BMC



Card Sorting

When starting to set up the user-flow of our website we used the card sorting designmethod to visualise the elements findabilty. This helped us create a structure for the sites navigation and for us to make sure we weren't repeating navigational elements.

