

ESTÉE LAUDER

# *HOLIDAY GIFTS FROM HUSBANDS*



## Encouraging Husbands to Buy Gifts for Their Wives at EsteeLauder.com

Not just a wishlist feature, but finding the fundamentals and psychology behind why men buy or don't buy makeup for women

**Prototype:** [http:// link would go here](http://link would go here).

### **PROPOSAL DATE**

Nov 9 2015

### **UX DESIGNER**

Michael Touna

### **STATUS**

Example of Work.  
Not a real report

# Interviews

The interviews are real. I went to my local Starbucks and asks different men and women some questions about buying make up as a gift (without mentioning Estée Lauder). I would normally interview between 8-12 people. This is their true answers.

## Husband Interview

James Branson | Age: 38 | Married | Greenwich, CT

### ***Have you ever bought your wife makeup as a gift?***

No (laughs lightly about the idea).

### ***Why not?***

Wow, it's just too intimidating. I wouldn't even know where to begin. I have no idea about what she would like.

### ***Has your wife at any point asked you to buy her makeup?***

Yes, there was one time at a wedding when she asked to run to CVS and buy her eyeliner because she couldn't leave the group.

### ***How did your wife describe what to get her?***

She told me the exact color she needed and what the packaging would look like.

### ***If you had to buy your wife makeup as a gift, how would you do it?***

I...hmm...I would look for a gift set. Something that would have several different things.

### ***How would you choose between the different gift sets?***

The name. If the name fit my wife, I would probably get it.

### ***Would it help to know what is in it the gift set?***

No, not really. I would like to know how many items are in it. I wouldn't want to get a gift set that only had 2-3 things.

### ***How much would you spend?***

\$25-\$30.

### ***One last question. Have you ever asked about her makeup?***

Never.

## Couple Interview

Both from previous marriages, dating for a long time now | Greenwich, CT

### ***Have you ever bought her makeup as a gift?***

Never.

### ***Why not?***

It's too personal. I would just buy her perfume instead. But make sure it's something she would like. It would be worse to buy something she doesn't like than nothing at all.

### ***Has she ever asked you to buy makeup in an emergency?***

No, not really. She doesn't wear a lot. I think? If I had too, I would go into a makeup store like Sephora and ask the clerk for help.

### ***How much would you spend?***

\$85-\$100.

### ***Have you ever asked her about her makeup?***

No, but I do notice what colors she likes to wear. I could figure out the basics like base and eyeliner and stuff like that.

### ***Have you ever asked him to buy you makeup?***

Never. I would take too long to explain to him what I need.

### ***How would you describe to him what makeup to buy?***

I would tell him the general color I need. But for just something like eyeliner or such. Never for lipstick. Oh, god, never lipstick.

### ***Have you bought him cologne?***

Yes. I found a scent I really liked so I got it for him to wear.

### ***Would you like a gift set from your husband?***

Not sure. If it's just cremes and moisteners that would be ok. I would want to choose any colors.

# Interviews, cont.

## Wife Interview

Karen Maze | Age: 41 | Married | By Email

### ***Have you ever asked your husband to buy you makeup as a gift?***

No, for the same reason he has never asked me to fix the car :-)

### ***What stops you from asking him?***

I think it would be too difficult for him to choose the right thing. There are so many options, it is confusing sometimes even for me. It takes a long time to know what colors and other options work for yourself. It's really very personal and not something someone who doesn't use it would really be able to choose. Even other women don't buy makeup for each other much, in my experience. Lipstick is a possible exception - that's something one woman might buy for another. Unless you know exactly what the woman wants... EXACTLY, or it's likely to fail as a gift. Young girls/teens are different. They like to play around and experiment. But once you're an adult, you play less because it's expensive and you just get to know what you like.

### ***If you had to tell your husband to go to the store to get makeup in an emergency, how would you tell him to find what you need?***

I would look up what I needed online and send that to him, or send him with the empty container of what I ran out of. Usually color is very important and if it's wrong you feel silly and uncomfortable. Or if time allowed, have him go to a place like Sephora or Macy's where he could ask someone who knows about makeup products.

### ***If you could get what you liked, how do you feel about makeup as a Christmas gift?***

I like it. Tho makeup has become less of a fun thing at my age and more of a utilitarian thing. Fragrance would be more "fun". Or if there were a lotion or other cosmetic that seemed extravagant to me and I wouldn't buy it for myself, that would be very nice.  
karenmaze. com:

You have to be careful too about buying women things that are meant to solve a problem. Get an anti aging product that I didn't ask for specifically and I might think you are saying I look old

Also sets of things are more gifty - the latest line of lotions/fragrance from Estée for example. Tho from a husband it might seem a little impersonal if it's not asked for.

# Summary of Interviews

## ***From the woman's point:***

1. Afraid of getting makeup they won't use
2. Trying to explain to their husband about makeup
3. He would never understand her style

## ***From the husband's point:***

1. Too intimidating.
2. Too personal.
3. Wouldn't know where to start
4. Afraid to buy the wrong makeup and then get criticized for not knowing what she likes.



## Challenges

**I.** Convincing women to trust their husbands with buying makeup.

**2.** Having husbands feel comfortable buying makeup without educating them.

**3.** Having the husband get over the fear of buying the wrong gift and getting their wives mad.

**4.** Having women personalize the makeup they receive as a gift.

# Brainstorming Ideas

1. Focus on gift baskets women can customize. Then she shares her customized gift basket. Husband would receive email. He would know that she picked it herself so he wouldn't feel scared to buy it.
2. Send husband a “gift whisper”, an email telling them that his wife is interested in a certain makeup for Christmas. In the email would be the nearest Estée Lauder near him so he can get a clerk's help.
3. Wife selects up to 4 different pre-set gift baskets. Then she shares that with husband. Husband receives email that wife wants make up. When he visits the site from the email link, he is presented with just the pre-set gift baskets that the wife has pre-approved. He feels comfortable with choosing one.

# Define & Scope

The idea is to go beyond just having a wishlist, but to encourage a part of the market that may be scared to buy makeup – husbands and boyfriends.

From the interviews, the male market seems reluctant to buy for lack of knowledge and fear of being wrong.

This project will try to remove that barrier so husbands/boyfriends will feel free to spend money on beauty gifts.

We can already use the existing wishlist feature, so development would be limited to just developing a customizer for the women and the men's interface page.

Starting with the women, they will pick what they want exactly with a customizer gift basket interface.

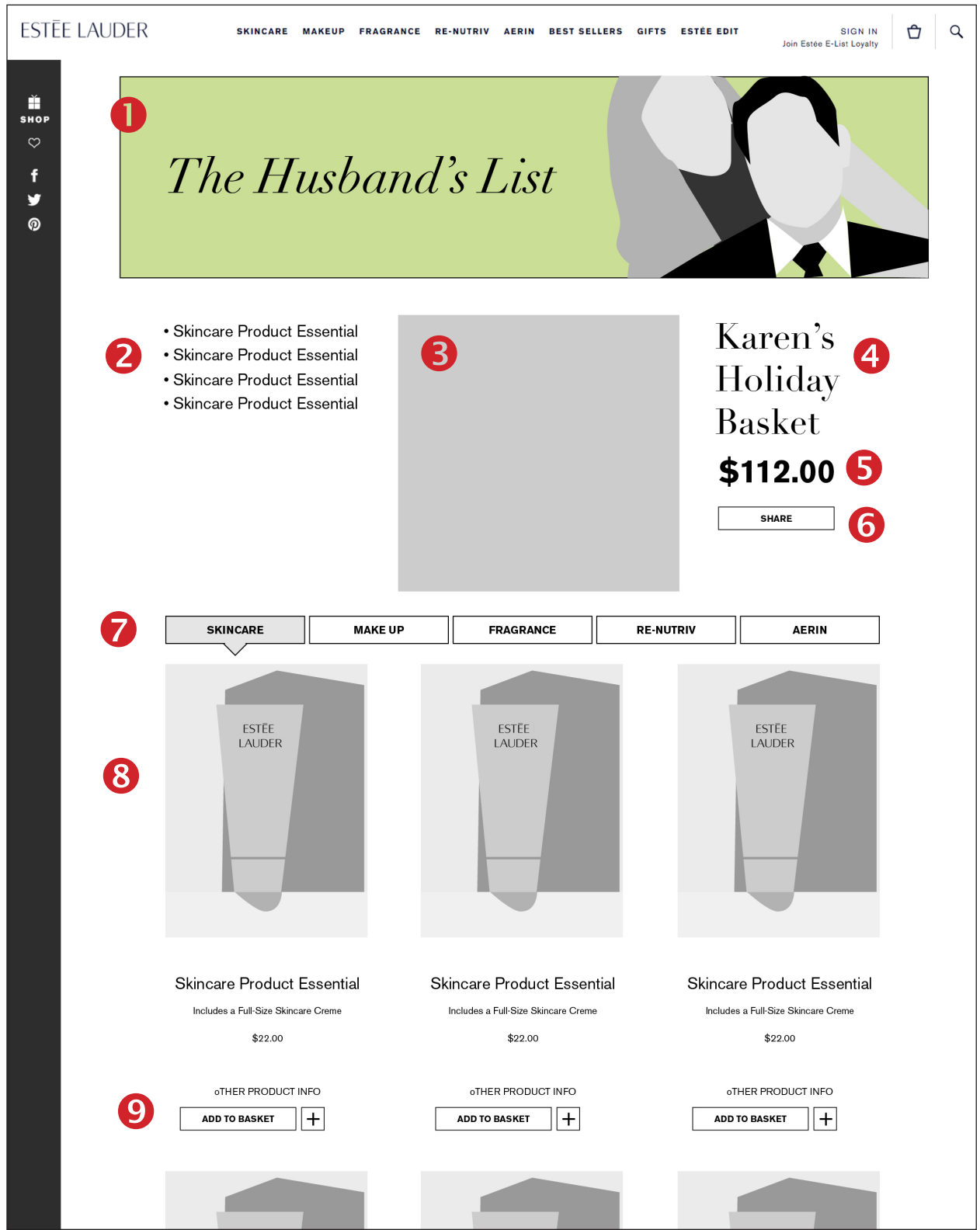
The men, after getting the share email, would just click the email link and then click BUY NOW (or possibly REMIND ME as well if it's too far from Christmas).

*In a full report, this would be more detailed with the reasons clearly explained.*



# Wireframe

In a full report, I would show all states in wireframes and annotate each feature.



*In a full report, I would also do the following for this project.*

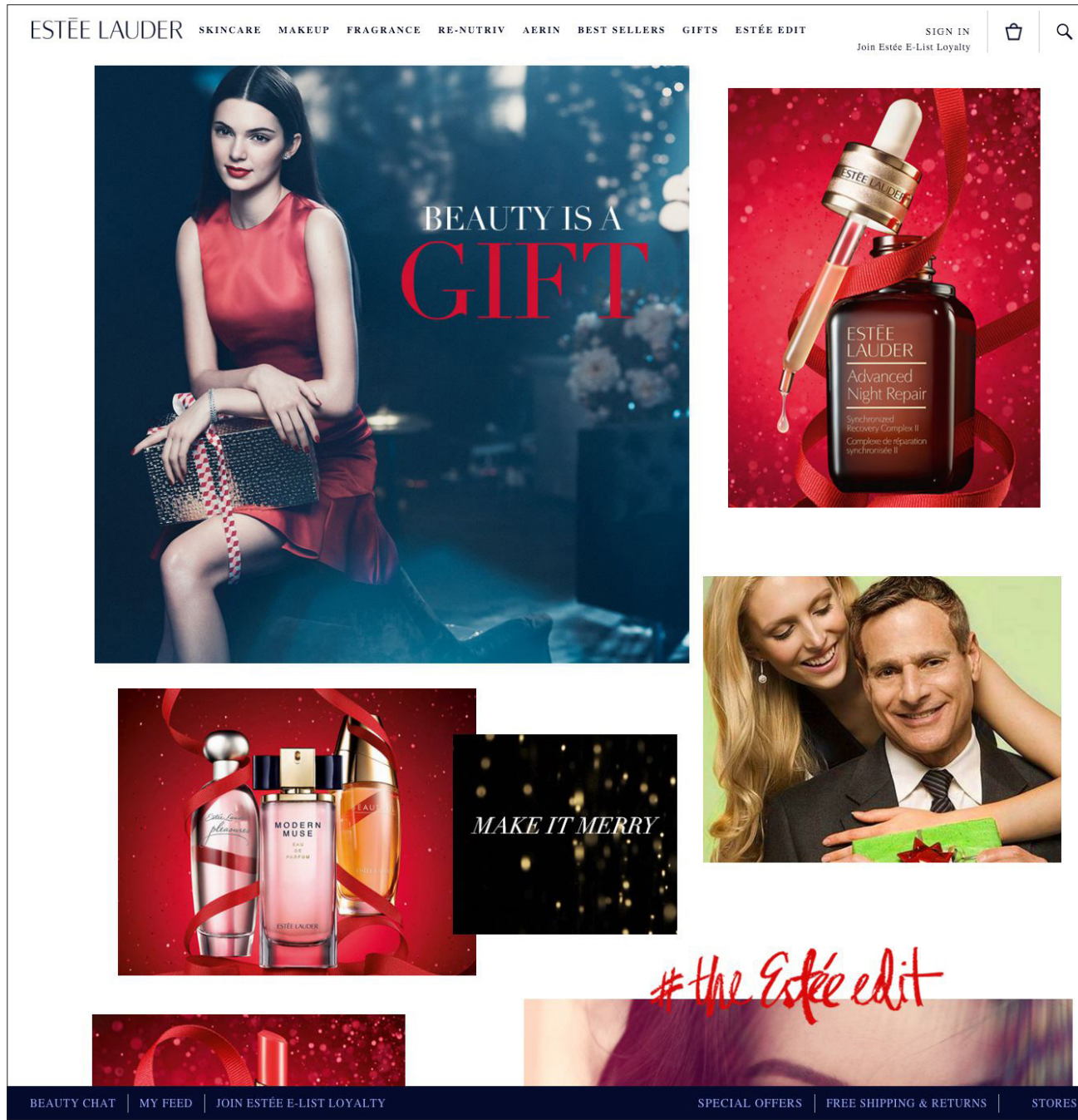
Competitive Analysis

User Flow and User Jobs

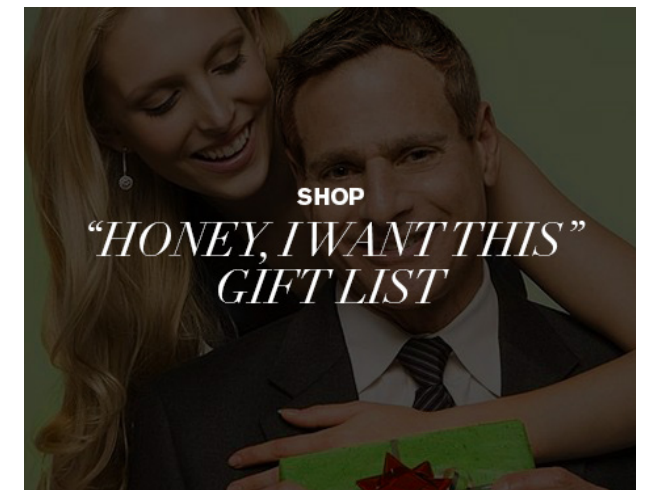
Analysis Data about Gift Buying on EL.com

Comments from Customers about Returned Gifts

# Prototype



## Rollover State





# Prototype

ESTÉE LAUDER

SKINCARE

MAKEUP

FRAGRANCE

RE-NUTRIV

AERIN

BEST SELLERS

GIFTS

ESTÉE EDIT

SIGN IN

Join Estée E-List Loyalty



## *“HONEY, I WANT THIS” GIFT LIST*



Product Details



LIMITED EDITION

### Global Anti-Aging Essentials

Includes a Full-Size Revitalizing  
Supreme Creme

GIFT SET

4-PIECE COLLECTION WORTH UP TO \$195.00

PRODUCT DETAILS

\$84.00

QTY: 1

ADD TO BAG

FREE STANDARD SHIPPING & RETURNS

When will it be delivered?



ADD TO WISH LIST

SKINCARE

MAKE UP

FRAGRANCE

RE-NUTRIV

AERIN