



Saving Makeup Waste: A Startup Pitch

As a consumer, I have a passion for makeup and the beauty industry. Learning about the business behind cosmetics has always fascinated me. I've had an idea floating around my head for some time, so began a preliminary project around saving makeup waste for my senior degree project in late 2017. Having experienced my own disappointments with products that don't work for my skin texture and skin tone, I felt there was a consumer pain point that hasn't been solved effectively by the market yet.

Beauty Retailer Interviews

To learn more about makeup returns, I called local beauty retainer locations (nationwide chains: Sephora, Ulta Beauty, and Nordstrom). I learned that foundations were consistently the most returned cosmetics product - it's often hard to find the correct shade and formula/coverage type. Stores have to dispose of returned cosmetics--in the case of Sephora, employees ("cast members") are instructed to "damage them out", so that the products can be sent to corporate HQ/recycling (the cases can be reused). The manager I spoke with stated that Sephora's yearly returns as a percentage of sales averaged to be ~6%. Using this estimation and extrapolating it to the US cosmetics market of \$62.46 Bil, \$3.75 Billion dollars of sales is lost each year in returns (Statistica). In the case of Nordstrom, when a product is returned in the

store, it's sent to be processed by the logistics team. The item is ultimately sent back to the vendor who will dispose of it/recycle the packaging, and reimburse Nordstrom. I was interested to find that retailers have lenient return policies because they emphasize customer service and don't pay for damaged/returned items. So makeup waste is not the retailer's problem; cost is rather absorbed by the brand/manufacturer.

Beauty Industry Research

I did more research into the cosmetics industry and found a few general trends:

- There is no more one-size-fits-all shopping
- Customers want to try before they buy a product
- There is rising interest of indie brands (expressive/personalized brands)
- Purchases are planned ahead of time and well researched

Millennials are heavy cosmetics buyers, and higher income people (with more disposable income) are more likely to buy more cosmetics. In the US, 44% of 18-24 year olds, 40% of 25-34 year olds 1/3 of 35-44 year olds (women) purchase cosmetics. Interestingly, women aged 65-74 purchase more than those aged 55-64.

Sources: [BeautyStat](#) - [FranchiseHelp](#) - [eMarketer](#)

Consumer Needs: 1. Personalization (product fit) | 2. Intimacy (Brand relation) | 3. Socialization (community)

Brand needs: 1. Return on investment | 2. Customer retention | 3. Sales & analytics

While brainstorming, I concluded that a B2B double-sided market with a B2C app would be best to reach the target demographic while attracting paying cosmetics companies with analytics. A brief literature review and competitive analysis is summarized below:

Literature Reviews

Dennis, Steve. "Many Unhappy Returns: E-commerce's Achilles Heel." *Forbes*, Forbes Magazine, 9 August 2017,
<https://www.forbes.com/sites/stevendennis/2017/08/09/many-unhappy-returns-e-commercials-achilles-heel/>. Accessed 6 Sept. 2017.

Steve Dennis is a contributor to Forbes Magazine in the areas of retail growth and innovation, with almost 30 years of retail experience. He states that online retail has many variable costs associated with it, and some e-commerce companies don't make a profit because revenues are less than the (more unpredictable) cost of goods sold. He also states that physical products purchased online have return rates of 25-40%; return rates or costs of reverse logistics must be mitigated significantly to turn online retail profitable. He also cites a startup called TrueFit, which uses technology/AI to help customers choose the right product (shoe fitting).

Kestenbaum, Richard. "How The Beauty Industry Is Adapting To Change." *Forbes*, Forbes Magazine, 21 June 2017, www.forbes.com/sites/richardkestonbaum/2017/06/19/how-the-beauty-industry-is-adapting-to-change/. Accessed 6 Sept. 2017.

Richard Kestenbaum is a contributor to Forbes Magazine in the areas of retail, fashion, consumer behavior and consumer products, with over three decades of experience in sectors. He attended the 2017 WWD Beauty Summit and gave a brief overview of what he believes are the most important points related to how the beauty industry is adapting to change. He cites the CEOs of many influential beauty brands and ultimately highlighted the following information and opinions: 1) the beauty industry is becoming more fast-paced and saturated--to survive companies must adapt. 2) With increased technology, consumers crave authenticity. Traditional media has been taken over by social media. 3) Millennial women are confident, caring, and open to change, requiring a high level of consumer intimacy. Overall Kestenbaum suggests that adaptability and intimacy in this new environment are important factors to successful beauty businesses.

Competitive Analysis

Initial research indicates that there is no direct competitor to the proposed solution. Some retailers such as Nordstrom and Sephora have a generous return policy to attract frequent spenders and maintain customer satisfaction. Lower end cosmetics are often tossed out when returned, while some higher end cosmetics are sent back to brands with feedback. The cost of returns rest on different people (manufacturers, brands, and vendors), depending on the business arrangement. Businesses have internal processes to review sales and return rates as well as brand perceptions, but these abilities are limited by the resources they have. An outsourced software solution focusing on the technology to individualize cosmetics may fill a niche previously unoccupied, helping both customers and sellers alike.

Indirect Competitor: [GlamST](#)

GlamST is a virtual makeup platform with a B2B business model geared towards beauty brands and retailers. Their software allows women to try on makeup through mobile and tablet apps. They aim to increase purchases and customer engagement as well as provide analytics and behavioral insights. This might be an effective solution for online cosmetic buyers to virtually try on a product before buying, ideally increasing purchase rates and decreasing return rates. However, GlamST is not a centralized user-based application, lacking the social momentum and virality factor that might otherwise be available in a consumer app. Additionally, as a B2B organization GlamST does not connect with individual customers and build a repertoire, something the proposed solution does.

Indirect Competitor: [Ipsy](#)

Ipsy is a popular beauty subscription box in which a person creates an account, fills in information such as skin tone, hair/eye color, brands and retailers they shop with, and personal beauty concerns. Ipsy then delivers a few personalized samples to the door. Ipsy only sends samples, not full-sized products, and their questionnaire is very basic. For examples, they ask for skintone, but not undertone. While samples may be in the same skin tone range, the product can look very different depending on how neutral or yellow/pink-based an individual is. In addition, Ipsy uses brand recognition as a selling point (low monthly subscription cost for the chance to try products by the brands you love), but doesn't offer much in terms of building brand relationships and socialization in the beauty community, which are both important elements to the proposed solution.

Indirect Competitor: [Matchco](#)

Matchco is a startup that promises to match the tone of skin for a custom-blended foundation. They are a software-based solution that analyzes a new user's skin tone through an app available in the Apple store. Once a person is analyzed (submitting pictures of the wrists, forehead, and cheeks), a custom foundation is created, which arrives within one week of purchase. The company only sells foundation at this time. While the idea and technology is similar to the spirit of the proposed solution, Matchco is very different in scope and purpose. Matchco's foundation is \$50 a bottle, making it much less affordable than many other products on the market today. Matchco is a cosmetic and technology brand selling one specialty product, and does not address the overall waste in cosmetic industry returns.

Indirect Competitor: [Happy Returns](#)

Happy Returns is a VC-funded startup that operates B2B by working with retailers. They offer a point of return in-person to promote goodwill and increase foot traffic in brick-and-mortar stores or malls, which they believe will increase sales. They generate revenue by charging stores a per-item fee (with shipping) but decrease overall return shipping costs because they consolidate multiple returns. Overall they aim to decrease reverse logistics costs and increase retailer engagement, but Happy Returns is very indirectly related to the proposed solution, as the app would aim to reduce return costs by preventing it in the first place.

Business Prospectus

Although online retail has steadily increased in popularity, a major problem for retailers (and a frustration for customers) is the high rate of returns. Sometimes products aren't as advertised or don't fit an individual. Other times, a customer might buy variations of the same product to see which fits best before returning the rest. Businesses lose money in reverse logistics (shipping, handling, restocking) as these products are returned. Beyond monetary loss, a business's reputation and relationship with the customer may also be harmed. This problem is especially relevant to the cosmetic industry because it creates excessive waste. While a returned garment can be resold, returned health and beauty products are discarded for fear of contamination. By preventing product dissatisfaction and returns in the first place, cosmetic companies will increase their revenue and strengthen their customer relationships. Current marketing trends suggest customer relationships are created at an individual level. Brands are narrowcasting in the hopes of personalizing the buying experience. With this ecommerce climate in mind, a SaaS solution is proposed to address the problem of excessive waste. Software has the ability to quickly adapt to industry changes while still delivering a valuable service to its constituencies. By creating a dynamic database of personalized shopping profiles, a mobile app platform with supporting web services can succeed in a two-sided market. Customers can engage in a social app platform that crowdsources cosmetic reviews while retaining each individual user's product preferences. Businesses can personalize their ads and omni channel touch points while saving time, money, and their brand reputations. Overall this solution aims to maximize efficiency, minimize waste, and satisfy those involved in supporting the cosmetics industry.

After doing some market research, I brainstormed different solutions and took some notes. Below is my initial Lean Business Model Canvas:

The Business Model Canvas

Designed for:

Makeup Saving App Concept

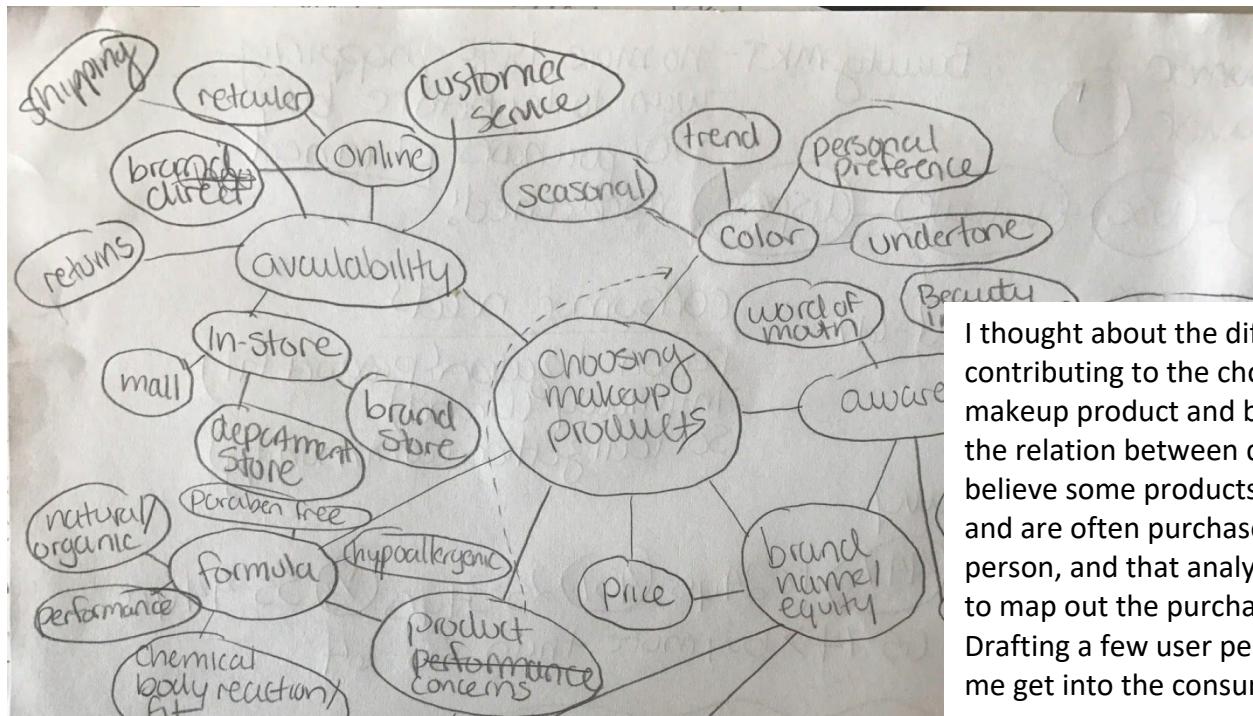
Designed by:

Ying

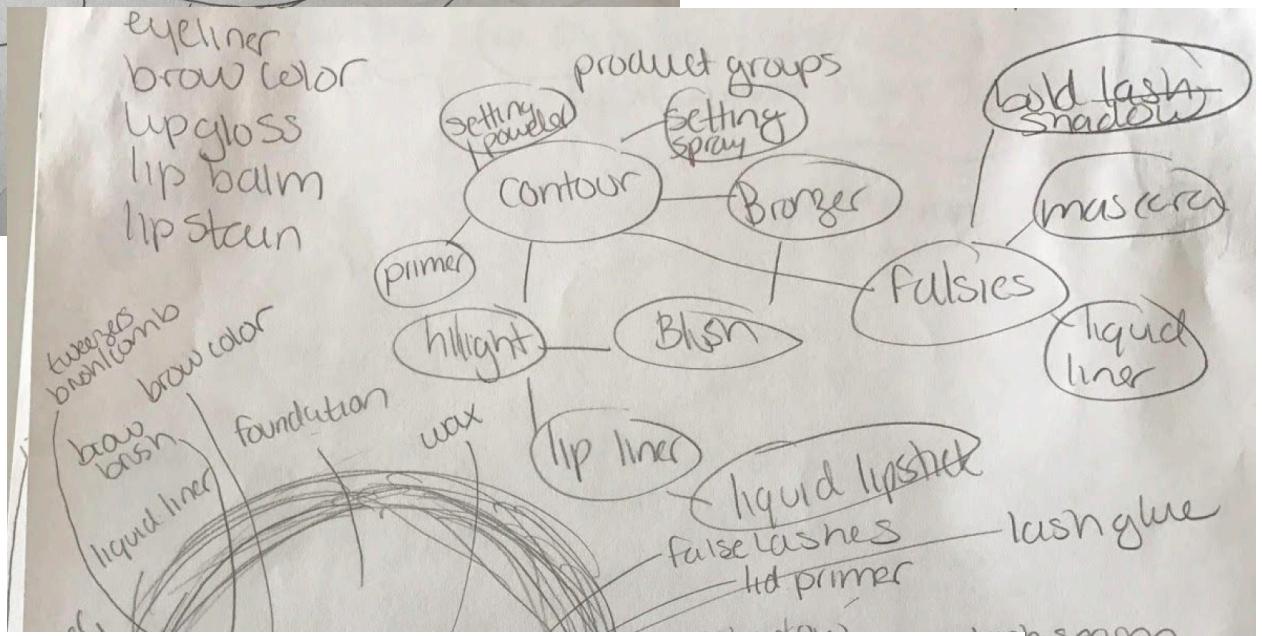
On: dd/mm/yyyy

Iteration #

<p>Problem</p> <p>top 3 problems</p> <ul style="list-style-type: none"> - Makeup industry has wasted products (loss) - High reverse logistics cost - Individual product fit difficulty - Brand disconnection (reputation may be affected) 	<p>Solution</p> <p>top 3 features</p> <ul style="list-style-type: none"> - Brand interaction - Personalized profile/user analytics - Social platform 	<p>Unique value proposition</p> <p>single, clean, compelling message that states why you are different and worth buying</p> <p>Providing a centralized platform connecting beauty brands with consumers and each other, aiming to improve customer satisfaction and overall brand return on investment</p>	<p>Unfair advantage</p> <p>can't be easily copied or bought</p> <ul style="list-style-type: none"> - Simple UI/UX interface - Social/brand integration and relationship management 	<p>Customer Segments</p> <p>target customers</p> <ul style="list-style-type: none"> - Millennial women - Older women - Upper/middle class - Beauty conscious - Beauty influencers
<p>Key metrics</p> <p>key activities you measure</p> <ul style="list-style-type: none"> - # Active users - # Social media shoutouts - # Referrals - % Users retained - Cost of customer acquisition - # Transactions in-app - # Ad click throughs 			<p>Channels</p> <p>path to customers</p> <ul style="list-style-type: none"> - Social media - App market - Supporting website - Traditional media <ul style="list-style-type: none"> - Print - Magazine - Shows/Exhibits 	
<p>Cost Structure</p> <p>What are the most important costs inherent in our business model?</p> <p>Which Key Resources are most expensive?</p> <p>Which Key Activities are most expensive?</p> <p>App/web development, Database maintenance, UI/UX development, Salesforce, Social media API integration</p>		<p>Revenue Streams</p> <p>For what value are our customers really willing to pay?</p> <p>For what do they currently pay?</p> <p>How are they currently paying?</p> <p>How would they prefer to pay?</p> <p>How much does each Revenue Stream contribute to overall revenues?</p> <p>Ad clickthroughs/placement, Content strategy plans, Brand analytics subscriptions, Product purchases, Discount buy model</p>		



I thought about the different factors contributing to the choice of a certain makeup product and began thinking about the relation between different items - I believe some products go hand-in-hand and are often purchased by the same person, and that analytics could be useful to map out the purchasing behavior. Drafting a few user personas also helped me get into the consumer mindset.



Related products based on looks - items can correlate with each other, can be analyzed in the back end of the consumer app. For example, large synthetic face brush with liquid foundation, fake lashes + lash glue, or buying complementary products from the same brand.

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Light Look

- BB & CC Cream
- Tinted moisturizer
- Foundation
- Concealer
- Blush
- Highlight
- Light shadow
- Mascara
- Eyeliner pencil
- Brow color
- Lip gloss
- Lip balm

Medium Look

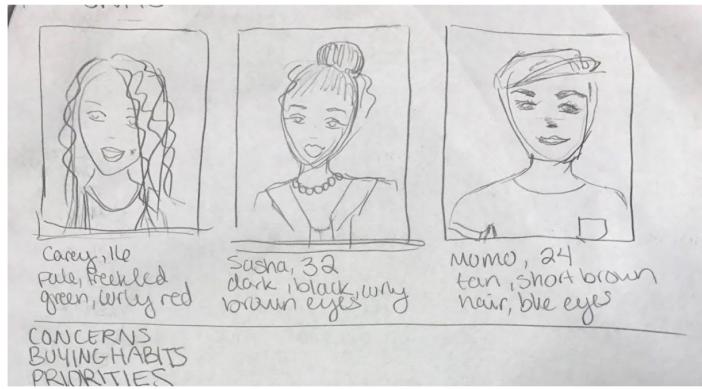
- + Primer
- + Bronzer
- + Eye primer
- + Dark shadow
- + Lip stain
- + Lipstick

Heavy Look

- + Color correcting
- + Setting spray
- + Contour
- + False lashes
- + Lash glue
- + Lip liner
- + Liquid lipstick

shadow
brushes
angled
brush
fan brush
brush
products

User Personas



Draft - choosing three personas that span different demographics (still under millennials, targeted customer base) with different needs/styles and taste, in an effort to visualize for better UI/UX design of the application.

Corey: young teen, a little insecure, wears simple makeup but wants to be bolder and practice new styles, still in the stage of learning to love what she looks like. Looking for tutorials and drug-store brand, has very pale skin that's often hard to foundation-match.

Sasha: early thirties, black woman in the professional workforce who is very confident in who she is. Wears minimal makeup to work but loves to dress up when she goes out. Notices that her skin concerns and beauty needs have changed as she has aged, looking for new, high performance products (luxury brands) that she can rely on.

Momo: mid twenties, social media influencer, makeup junkie. Very passionate about self-expression through makeup. Has a large YouTube and Instagram following. Often posts tutorials for his subscribers, and will stay up-to-date on the latest makeup trends and products. Wants to connect with other beauty influencers. Always trying new products, but has a few tried and true products/favorite brands.

Demographics

Age: 22
Gender: Female
Location: Columbus, OH
Occupation: Full-time Student
Income: Entry-level (\$65,000)

Challenges

Concerns
Product formula
Product performance
Price
Brand
Availability
Vegan/cruelty free

I then concentrated on the app content. To offer a personalized experience, I brainstormed different questions to ask users. Overall these were split into personal makeup preference, style, and purchase behavior questions.

Coding Profile Responses

Makeup Fit Qs- Personal

Age Hair color
Gender Eye color
Ethnicity Skin color
 - undertone
 - texture/type

Style preferences

experience w/ makeup - Likert scale (5)
↳ product comfortable using / emphasis
eyes - lips - cheeks
willingness to try new things- Likert scale (5)
pick style: -minimalistic



-bold
-in between/varied

beauty goals: want to learn more / try to get
better at: eyes, lips, contour/cheeks
-pretty comfortable w/ all products

Brand/preferences

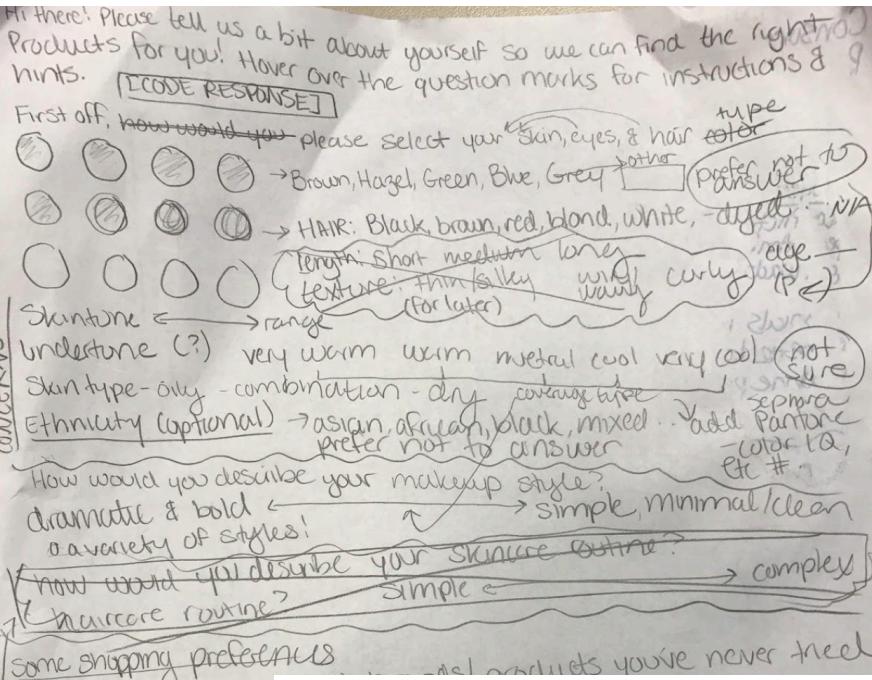
Pick some of your favorite brands... .

↳ type in your own makeup buying pref:

where do you shop? online - instore

-Sephora -ulta - brand site -Macy's -nordstrom

↳ type in other department store
cosmetics retailers



what do you think
about? like
the
what do you us
Online — in
retailers — br
do you have any
now
Sensitive is your

Looked through custom makeup/beauty apps and websites to see what they did (screenshots below--taken from indirect competitors: MatchCo, Function of Beauty, Sephora, and Ipsy). Need to create ultimate key - code individual responses to create a beauty profile for each person that allows custom product suggestions and targeted advertisements

Overall these companies ask for unique preferences from an individual and code responses in the back end so they are more likely to match the right product to the right users. This is an important functionality for a personalized beauty experience. Below are some questions brainstormed in the "create your account" phase for this new app solution, broken into three main categories: 1) personal makeup fit, 2) makeup style/preferences, and 3) shopping/brand preference.

Primary Fit Questions

1. What is your age?
2. What is your gender?
3. What is your ethnicity?
4. What is your hair color?
5. What is your eye color?
6. What is your skin color?
 - a. What is your undertone?
 - b. What is your skin texture/type?

Reasoning

1. Recording demographics, with marketing generation implications and generational beauty concern. Baby boomers are likely not going to be early technology adopters, and are projected to be a very small percentage of app users. Brand loyal, luxury brand focus with anti-aging, moisturizing skin concerns and subtle/classic makeup recommendations. Primary product recommendation: eye cream, moisturizer, sun protection, concealer, mascara, brow products, rouge, and lipstick. Older users being advertised more youthful-looking yet sophisticated products. Getting increasingly less brand loyal with following generations (X,Y,Z) with makeup preferences increasing in number of products used and differing styles (self expression). Rise of indie brands, innovative products.
2. Primarily for recording demographics, app itself geared towards women (US test market) and non-cis men due to social US acceptance of makeup product users (and masculine culture)
3. Primarily for recording demographics, with some cultural implications (for trends, beauty product and looks, etc. For example African American subculture in US spend x10 more on beauty/cosmetics than caucasians, are very influenced by music and style, event marketing, etc. Can be used for future analytics.
4. Color theory - helps with suggesting new products and related looks
5. Color theory - opposite colors on the color wheel create contrast and dynamic pop (for example, golden-orange-brown color for blue eyes). Can be used for color products such as lipstick, eyeliner, eyeshadow, highlighter, and blush.
6. Important implications for foundation, which is a beauty product with one of the highest percentages of returns. Formula recommendation can depend on skin type (powder for oily skin, liquid for dry skin, stick for combination skin, etc.) coverage preference (loose powder for light coverage, powder-to-cream for medium coverage, liquid for full coverage, etc.), skin concerns (large pores, redness, hydration) and undertone (neutral, pink, or yellow undertone, and to what degrees--dark formulas can risk looking very ashy on darker skins).

Beauty Preference Questions

1. Rate your experience with makeup (Likert 5 point scale)
2. Rate your willingness to try new things (Likert 5 point scale)
3. Pick the best description of your style
4. What products are you comfortable using?
5. What products would you like to get better at using?

Reasoning

1. Can gauge a consumer's familiarity with cosmetic products - help elevate their experience by curating content, for example bringing in relevant intermediate/difficult tutorials for people very experienced with makeup--more complex looks and front-line innovative products with trial focus. For beginners, more introduction, basic tips/tricks, finding and trying new types of product focus.
2. Willingness to try new things - correlates to ads and product suggestions the app offers a user, placing the right product suggestions in front of the right people - can also correlate with a user's response rate and buying habit once establishing a longer history in-app
3. Description of style: from minimal to bold, and varies. Minimal products: light, sheer formulas most likely including bb creams, highlighters, lip gloss, mascara, etc. leaning towards natural and organic, cruelty-free characteristics. Bold products: dark colors, heavy pigments, more number and variety of products, leaning towards product performance factors. Can also correlate buying habit to makeup preferences - for example, if someone is young, answers wearing "minimal" makeup and is "1-very inexperienced", but answers 5. with "eyeshadow", they may be wanting to go outside their comfort zone and try new eyeshadow products but might not know how to begin. Targeted ads, tutorials focused on eye makeup (content suggestion) and suggested products within the app can educate the consumer and lead to purchases instigated.
4. Gauging experience and what user currently feels comfortable with, product-wise. Intelligent app can use these preferences to suggest new and related products
5. Combined with 3. and 4. can be good indicators of product interest, and subsequently personalized app-ads and product placement.

Brand Purchase Questions

1. Please pick some of your favorite brands
2. Makeup buying preference: -online, -in-store - combination
3. Where do you shop?

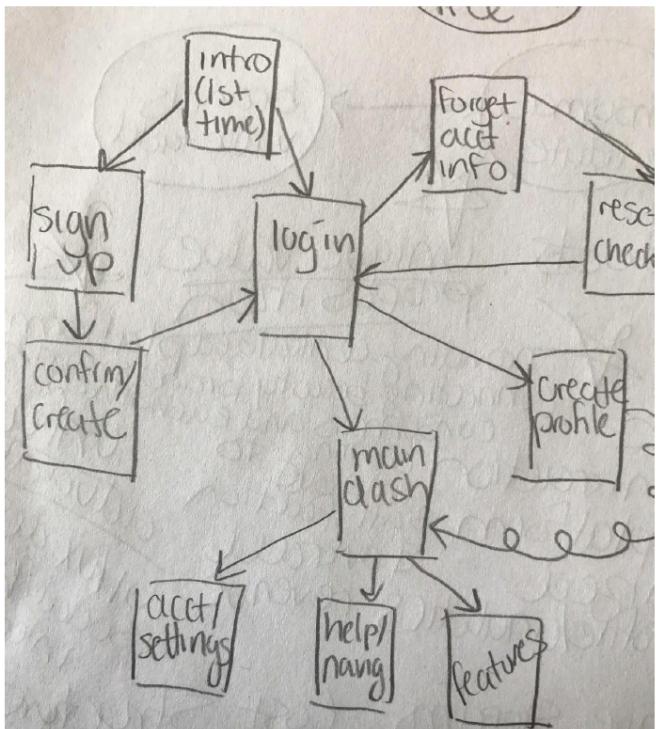
Reasoning

All three questions try to gauge customer's current buying habits. Favorite brands - can reinforce the style of makeup they prefer (for example, some looks are associated with certain brands. Kat Von D: dark and bold, tarte: playful, colorful, Too Faced: cute, bright). Can also see favorite brands and product interest for future reference. Makeup shopping preference - helping target ads. Location of shopping: 1) drugstore (CVS, Walgreens), 2) cosmetic retailers (Sephora, Ulta) 3) department stores (Macy's, Nordstrom) and 4) brand stores (Bobbi Brown, NARS). Indicates buying habits and income level/makeup buying pain (drugstore to high end).

App Development

I began to sketch out user flows and tasks. I did a closed card sorting exercises where I had participants sort items into the categories that made most sense to them before designing the app.

App Development



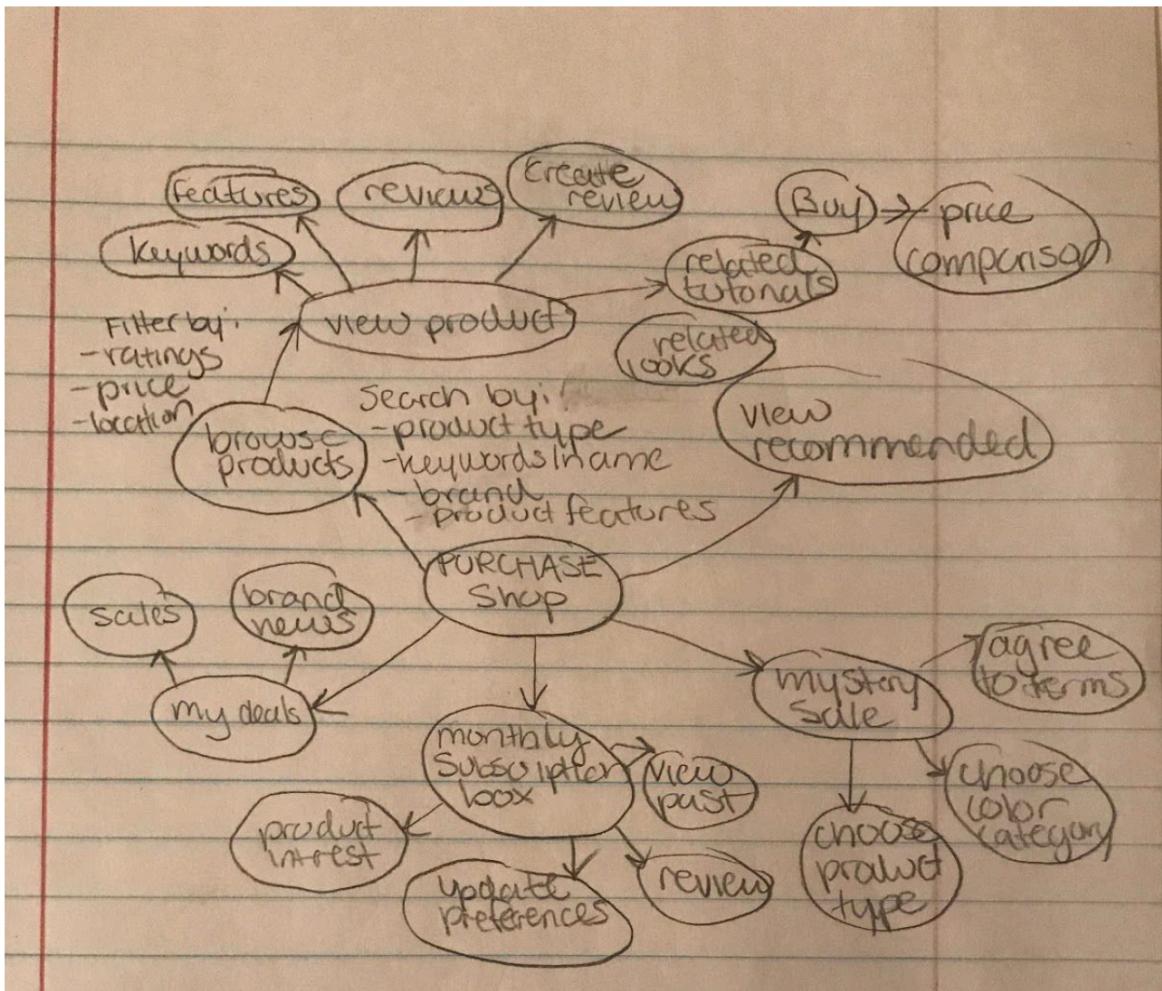
--Main app flow pages

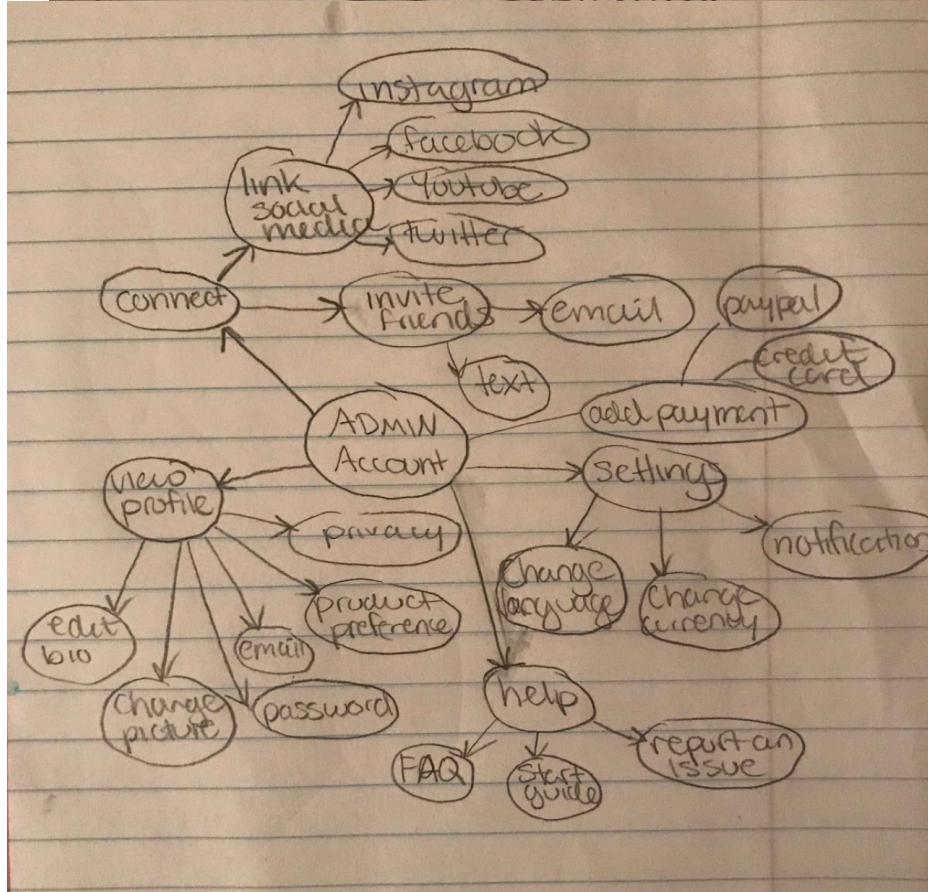
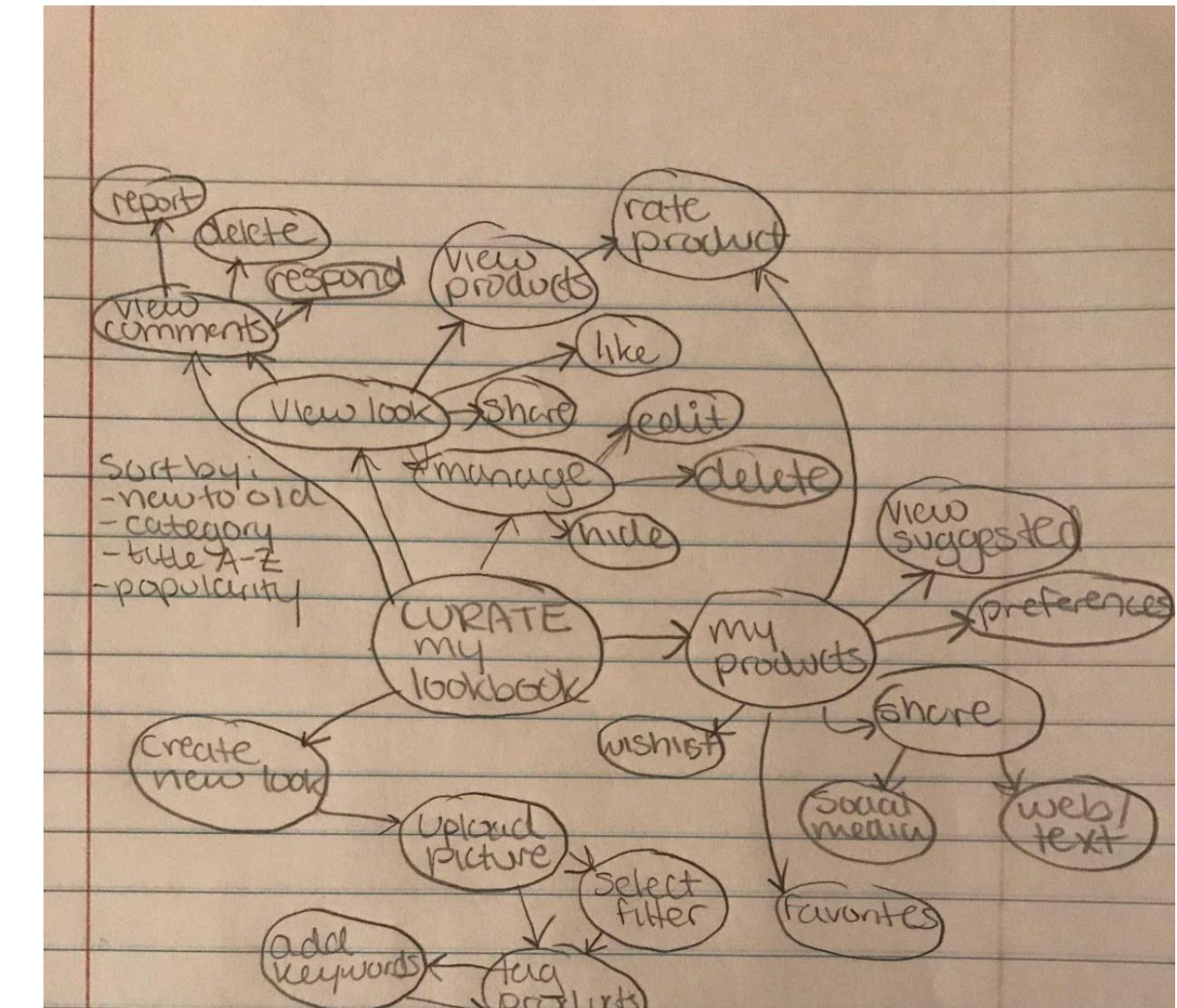
IMPORTANT APP FEATURES

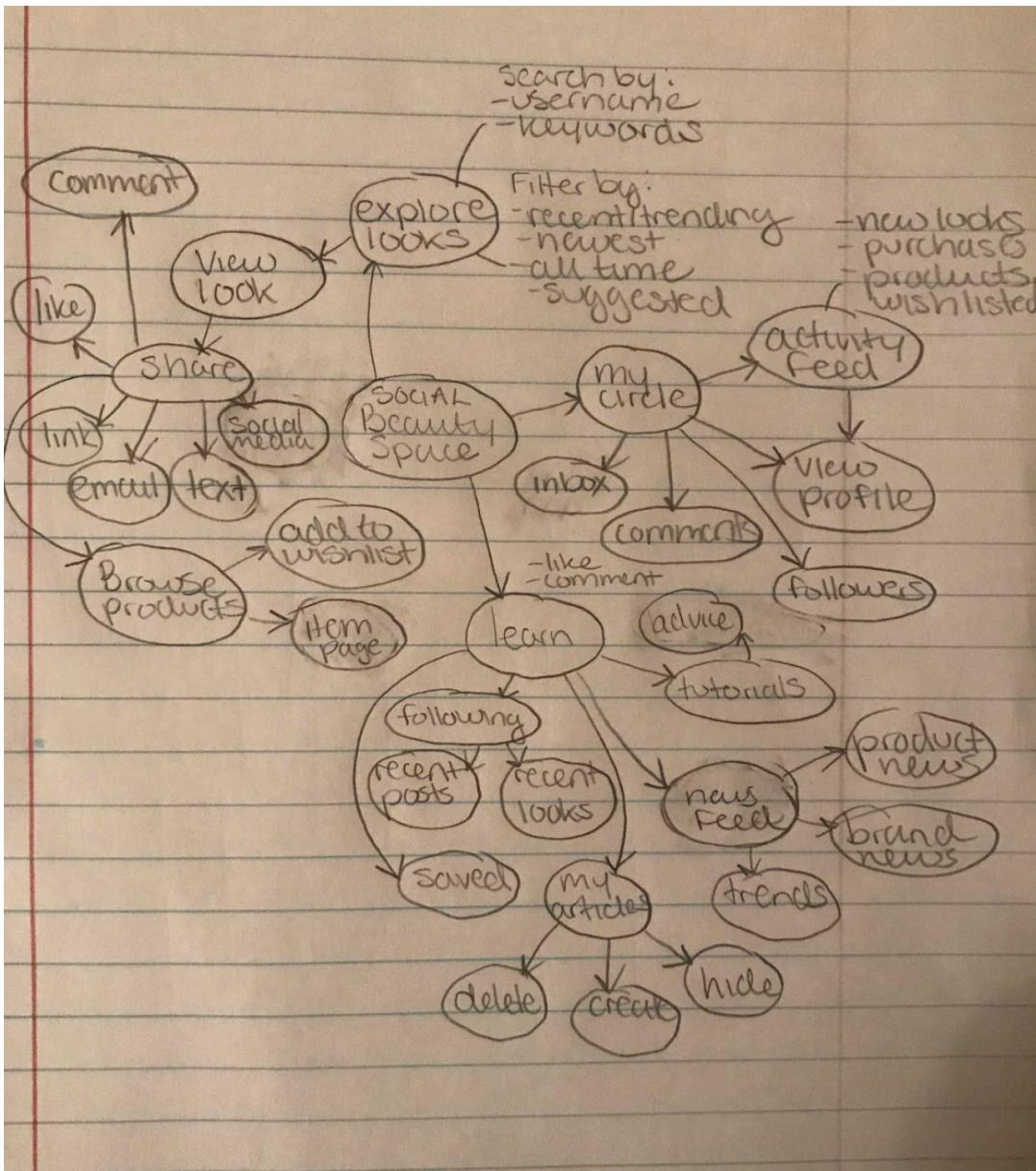
1. Connect with friends
 - a. Connect social media
2. Explore
 - a. Relevant beauty
 - b. Culture/space
 - c. Seasonal/trends
 - d. Product releases
3. Shop
 - a. Deals/Promotions
 - b. Finals Sales
 - c. No return-discounts
 - d. Sort by brand
 - e. Sort by interests
 - f. Sort by taste
 - g. Tutorials/News

Creating an Account

Actions/User flows







Latest Trends Post a Review View Personalized Deals See Product Review My Favorite Brands View Friend's Lookbooks	My Lookbook My Favorite Products 1 item	Connect Link Social Media Accounts 1 item	Shop View My Past Purchases View my Wishlist Shop by Personal Preference 3 items	Explore Latest Product News 1 item	Learn Beauty Blog Tips & Tutorials 2 items
Account Settings Change Profile Picture Change Password Change Email Address Help 5 items					

The final navigation menu/task list (edited with feedback from the card sorting exercise) can be found below:

Navigation Menu

New menu items/flow based off of card sort results:

Beauty Space - SOCIAL CONTENT

- Explore makeup looks
 - Recent
 - All time
 - Newest
 - Suggested
- My friends/social circle
 - Comments/messages
 - Followers
 - Activity feed
 - New look posted
 - New purchases
 - New products wishlist
- Learn
 - Blogs
 - Following
 - Tutorials

My Lookbook - CURATE

- View looks
 - By category
 - By newest - oldest
 - By titles A-Z
 - By popularity
- View comments
- Create new look
 - Upload picture
 - Tag products
 - Add keywords
 - Privacy settings
 - Choose category
 - Social share
 - Send to friends
- My products
 - Favorites
 - Wishlist
 - Personal preference
 - Related suggestions

Shop - PURCHASE

- Browse products
 - By brand
 - By product type
- Filter products

- By ratings
- By price
- By location
- Personalized deals
- Suggested products
- Weekly sample box
 - Choose product interests
- Mystery sale
 - Choose product type
 - Choose color category
 - Agree to sales terms

Account - ADMINISTRATIVE

- Connect
 - Link Social Media
 - Instagram
 - Twitter
 - Facebook
 - Youtube
- Payment Method
 - Add credit card
 - Add Paypal account
 - Add eBay account
- Edit Profile
 - Change picture
 - Change password
 - Change email address
 - Change public bio
 - Change search/privacy settings
 - Change product preferences
- App Settings
 - Change language
 - Change currency
- Help
 - FAQ
 - Quick Start Guide
 - Report an issue

Sketches & Wireframes

After getting down the navigation and user flow, I started sketching what each screen on the app would look like. I played around with a few concepts before bringing them onto my computer and creating wireframes.

App Idea

Information so we can give you a personalized experience!

Demographic(s)

What is your hair color? (radio buttons)

What is your eye color? (radio buttons)

What is your skintone? (radio buttons)

Underline skin type: **indie!** **host tucks**

Rate your experience with makeup: **experienced**

Rate your willingness to try new things: **curious**

Pick the best description of your style: **simple/medium looks**

What products are you currently using? (emojis)

Get better @? **new** **old**

Please pick some of your favorite brands:

tarte	KVD	Colourpop
benefit	too faced	Bite beauty
NARS	marc jacobs	urban decay

where do you shop for makeup? (checkboxes)

Online, In-store, Both

Where do you shop? Click all that apply

Drugstore, Retailers, Dept. brand

All done! Welcome to APP IDEA.

Switch order → add picture

Fit To 3 PAGES!

This is your homepage - updates, suggestions, news, trends

Recent

Title: Username 167

brief description (optional)

share + 107 comments

comment view

Items / Items

manage Sort by: edit | delete

Item title, brand, picture

75% recommend

features: cruelty-free, vegan, natural

Personal match:

Related, Wishlist, Review

load picture

camera albums

(crop/select) Picture

products

+ keywords

tag products

category

privacy settings

my circle

explore

discover or add my circle

wishlist

Brand Product Search

?

HOME PAGE SUMMARY

Name: Username: Password: Email: bio: connect link social media invite friends link accounts app settings change language sign in preferences notifications help FAQ Start guide report an issue

Username _____

Email _____

[Create Account](#)

Create Profile

Please add some more information so we can give you a personalized experience!

First Name _____ Last Name _____

Female Male Ethnicity _____

mm/dd/yy [+ Add Profile Picture](#)

What is your hair color? [Blonde](#) >

What is your eye color? [Hazel](#) >

What is your skintone? [Med-Light](#) >

Undertone [Yellow](#) [Pink](#) [Neutral](#) Skin type [Normal](#) [Dry](#) [Oily](#) [Combo](#)

[Next >](#)

Create Profile

Just a few more questions so we can get a sense of your makeup preference!

Rate your experience with makeup [Average](#) >

Rate your willingness to try new products [Willing](#) >

Pick the best description of your style [Minimal/simple](#) [Bold/dramatic](#) [Varies](#)

What products are you comfortable using? [Shadow](#) [Liner](#) >

What products would you like to get better at using? [Contour](#) [Color Correct](#) >

How do you buy makeup? [Online](#)

Where do you buy makeup? [Beauty Retailers](#) [Drugstores](#) [Department Stores](#) [Brand Stores](#)

Please select all that apply:

[Next >](#)

Create Profile

Please pick some of your favorite brands

COLOURPOP [Too Faced](#) [BITE](#) [theBalm](#)

[V](#) [NARS](#) [tarte](#) [benefit](#)

Add some of your holy grail products

Product Name	Brand	Product Name	Brand
Style/Color		Style/Color	

Link your social media accounts [Or Skip for Now](#)

[P](#) [T](#) [F](#) [I](#) [G+](#)

Please read our [Terms of Service & Privacy Statement](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut labore dolore magna aliquam erat...

[I Agree](#) [Finish](#)

Recent Comments

[Love that new look!...](#) Today, 9:10pm Username

[Wanna collaborate?...](#) Sunday, 2:30pm Username

[Thought of you when...](#) Sunday, 11:00am Username

[Winter is just around...](#) Friday, 7:55pm Username

[Who would've thought...](#) Friday, 3:23pm Username

News Feed

Line item - news info, announcement, relevant story

Activity Feed

Action related to user account: actions, comments, likes

[Profile](#) [Bag](#) [Eye](#) [Settings](#)

Beauty Space

Explore

12 Winter Trends [Shayla W.](#) 3157

The Midas Touch [Carrie L.](#) 254

Love Yourself [Alex Z.](#) 534

My Circle

View By [Username Name](#) [Username Name](#) [Username Name](#)

[Most Recent](#) [Most Influential](#) [Most Similar Names A-Z](#)

Followers Short bio/timeline # Followers Short bio/timeline # Followers Short bio/timeline

Learn

Contouring 101: Shadowplay When in doubt always fake Layering Lips

[Profile](#) [Bag](#) [Eye](#) [Settings](#)

Shop

Product Search

Keyword, Product Type, Name, Brand... [Search](#)

+ Advanced

My Deals

10% off Brand 5% off Product BOGO Collection Free Gift w/ Purchase

Wishlist

Product Brand Product Brand Product Brand Product Brand

Custom Product Services

Mystery Sale Sample Box

[Profile](#) [Bag](#) [Eye](#) [Settings](#)

My Lookbook

Create a New Look

Browse Looks

Sort By [Most Recent](#) [Popularity](#) [Category](#) [Title](#)

Manage My Lookbook

My Products

Sort By [Favorites](#) [Brands](#) [Product Type](#) [Category](#)

Manage My Products [Edit](#)

[Profile](#) [Bag](#) [Eye](#) [Settings](#)

Account

Name: _____ Username: _____ First, Last: _____ Password: _____ Email: _____

This is a short bio about the user, customizable, simple with a character limit

Link social media accounts

[P](#) [T](#) [F](#) [I](#) [G+](#)

Username: _____ Password: _____ Go

Invite friends

Email: _____ Text: _____ Link: _____

App Settings

Text Size: _____ Color Mode: _____ Contrast: _____

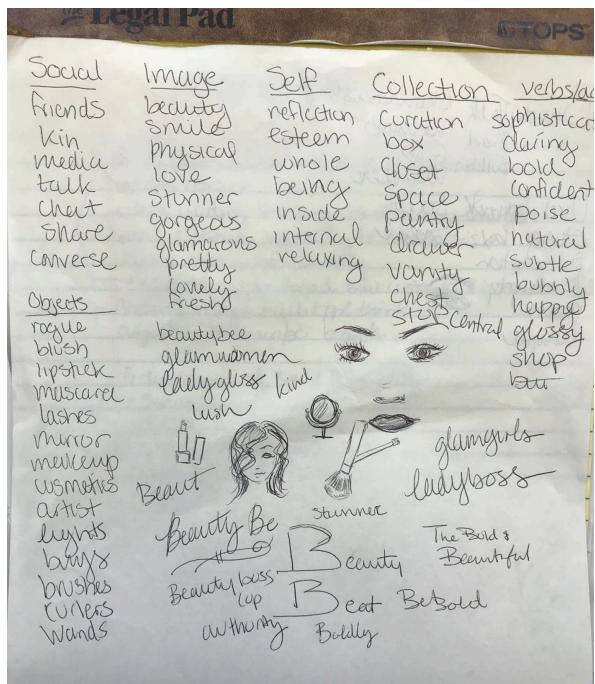
Notifications

On Off Help FAQ Report a Problem

[Profile](#) [Bag](#) [Eye](#) [Settings](#)

Branding

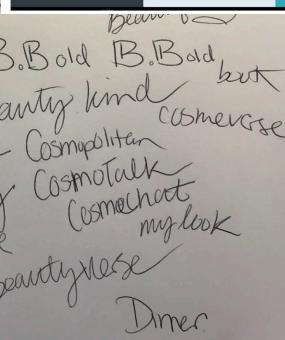
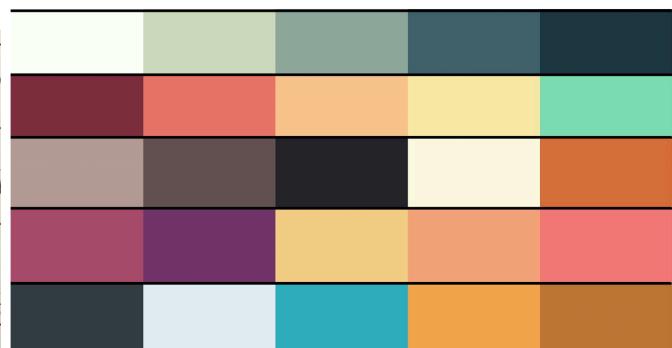
I added some color into the mix and started to brand the app.



Design Inspiration

Inspiring, potential app color palettes

Overall want cleaner contrast, simple with a lot of white space - will be less colorful in-app, something more like the first row with one more accent color. Thinking neutral/beige tan, dark color, bright accent, and white/off white?



Create Profile

Please add some more information so we can give you a personalized experience!

First Name _____ Last Name _____
 Female Male Ethnicity _____
 mm/dd/yy Add Picture

What is your hair color?
 Black Brown Red Yellow

What is your eye color?
 Brown Green Blue Brown

Username _____ Email _____ Create Account

My Lookbook

Create a New Look +

Browse Looks

What is your skintone?
 Undertone: Yellow Pink Neutral
 Skin Type: Normal Dry Oily Combo

Rate your experience with makeup _____ Average

Rate your willingness to try new products _____ Average

My Products

How do you buy makeup?
 Online

Beauty Space

Explore Winter Trends Sheryl W. 137 Midas Touch Carrie L. 254

My Circle Sasha B. Ale... View By: Most Recent, Most Influential, Most Similar, Names A-Z

Learn Contour 101 Smokey Eye

Shop

Product Search Keyword, Type, Name, Brand... Q

My Deals FRIENDS & FAMILY color your world with 30% OFF

Wishlist KVD Sinner UD Smokey

KVD Sinner UD Smokey

However, I wasn't happy with how the mockups were turning out so I went back and revisited the wireframe, this time transitioning into Adobe XD for some design automation.

The wireframe illustrates the following screens:

- iPhone 6/7 - 1:** Create Profile screen with placeholder text and input fields for First Name, Last Name, Gender, Ethnicity, and Date of Birth.
- iPhone 6/7 - 2:** Create Profile screen with color swatches for hair and eye colors.
- iPhone 6/7 - 3:** Create Profile screen with a grid for favorite brands.
- iPhone 6/7 - 4:** Home page with a welcome message, navigation bar, social media links, and a terms of service/privacy statement.
- iPhone 6/7 - 5:** Home page with a navigation bar and a "Create new look!" button.
- iPhone 6/7 - 6:** Home page with a navigation bar, social media links, and a "Finish" button.
- iPhone 6/7 - 7:** Shop screen with a product search bar and a deals section.
- iPhone 6/7 - 8:** My Lookbook screen with a "Create a New Look" button and a browse looks section.
- iPhone 6/7 - 9:** My Lookbook screen with a color guide and a "Sort By" dropdown.
- iPhone 6/7 - 10:** Beauty Space screen with explore, my circle, learn, and shop sections.
- iPhone 6/7 - 11:** Shop screen with a "Sort By" dropdown.
- iPhone 6/7 - 12:** My Lookbook screen with a "Sort By" dropdown.
- iPhone 6/7 - 13:** Beauty Space screen with a "Sort By" dropdown.

The Adobe XD interface on the left shows various design tools like the color palette, character styles, and symbols panel.