

# THE BEAUTY BOARD

KALEIGH YANG

INTERACTIVE III / SPRING 2015



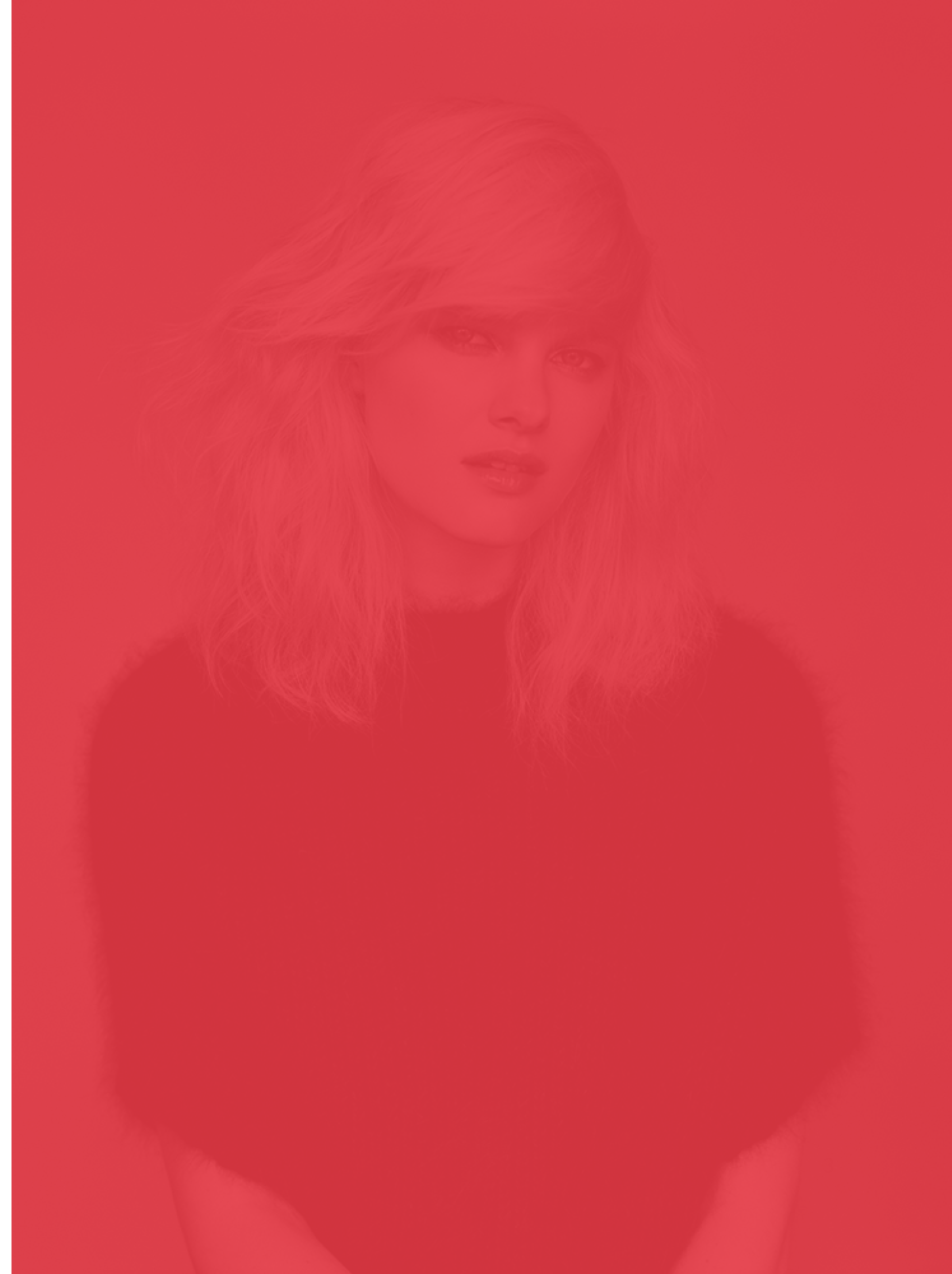
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## PROJECT BRIEF

An image upload and sharing application for mobile devices that allows users to create or choose an image on their device to upload and share with other subscribers of the application.



## SOLUTION

To create a mobile Sephora social shopping platform and community for beauty lovers and enthusiasts to find inspirations and keep updated on the latest trends.

## PROJECT GOALS

Considering the project brief, these are primary goals set.

### 01. COMMUNITY

To provide a platform for real people to upload photos and share different makeup looks. Encourages users to comment and connect with other users.

### 02. INSPIRATION

The *Lookbook* for makeup, allows the users to search different looks and collect inspirations. Users can create collections to organize their inspirations or favorite looks. Looking at specific looks will suggest recommendations.

### 03. SOCIAL SHOPPING PLATFORM

Looks uploaded by the users provide a products listing that allows other users to add the products to their wishlists to purchase from Sephora later.



## THE BRAND // MARKET

### DESCRIPTION

- modern
- innovative
- knowledgeable
- professional
- trend-setting

### COLORS



### DETAILS & FUNCTIONS

- has 12% of the beauty market in the US
- target market is all women from preteen to older, some men
- users value fashion and high quality beauty products
- The Beauty Board
  - users take photo/upload makeup looks
  - other users can “like” looks
  - products used are listed (shop this look)
  - share photo to other social networks
  - users can post comments
  - has some filtering options (type of care)
  - see related looks



# COMPETITOR ANALYSIS

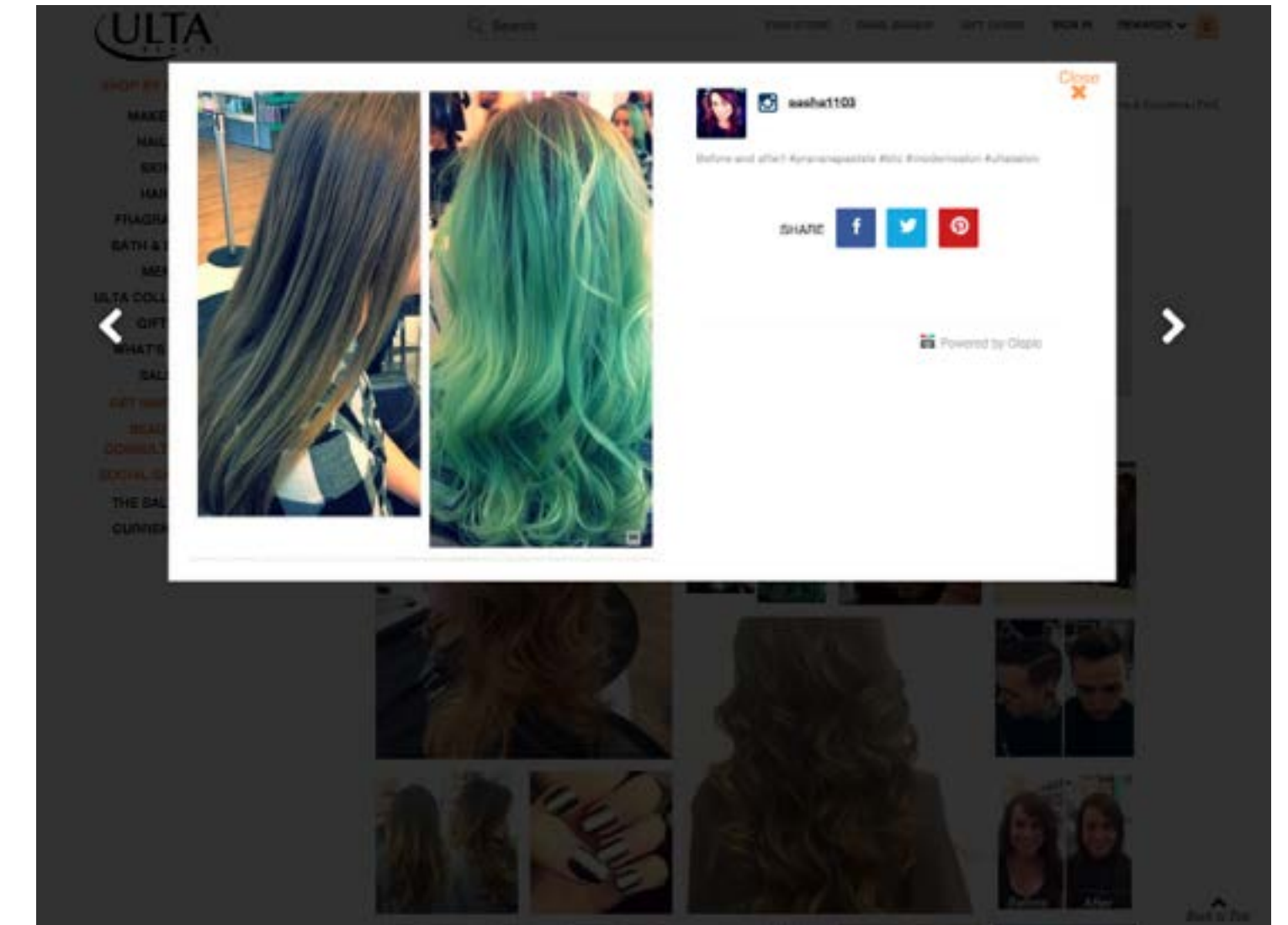
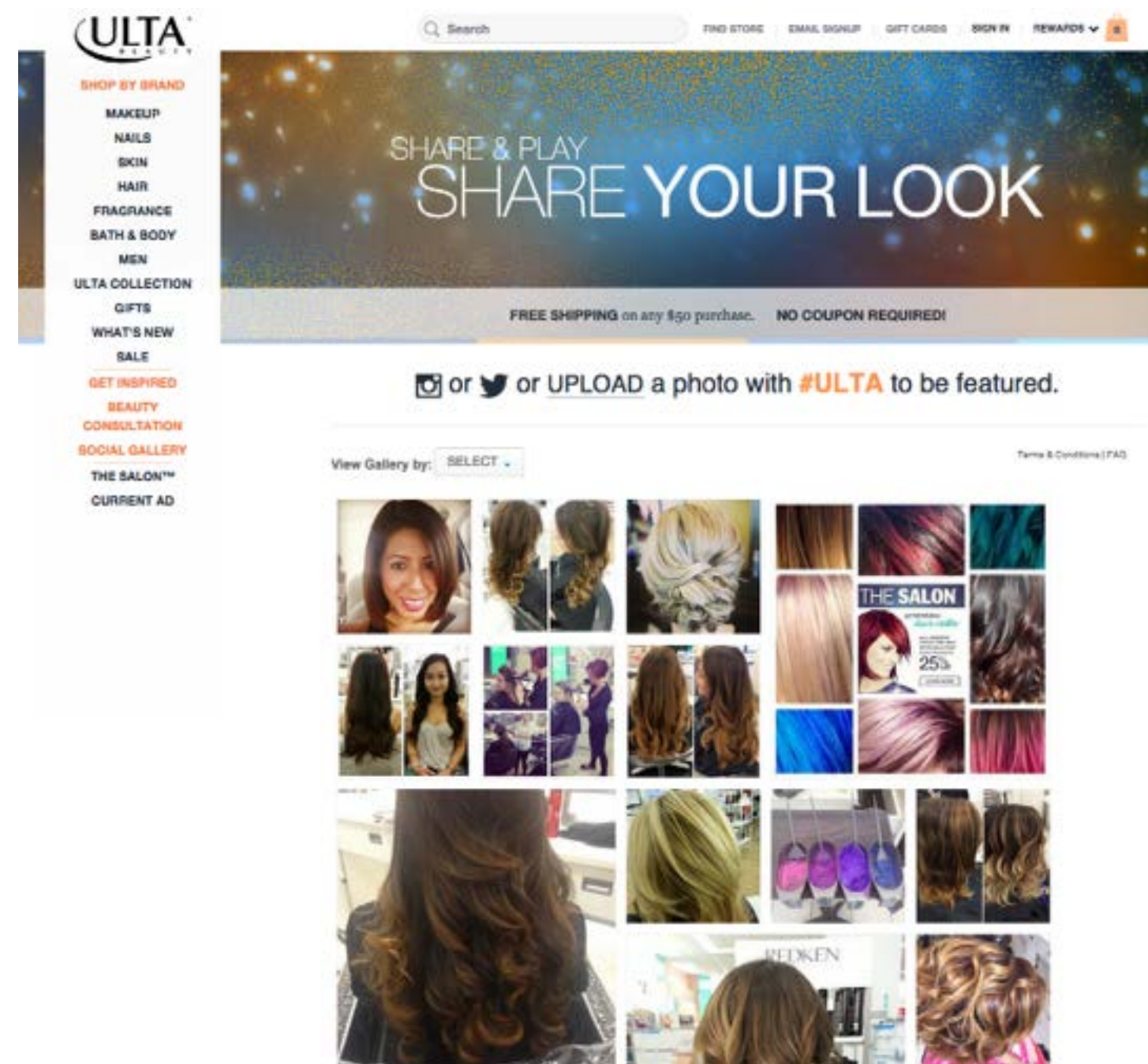
## // ULTA

### DETAILS & FUNCTIONS

Ulta's gallery site is cluttered. Users can upload photos or share to #ULTA to be featured in the social gallery. It lacks features, has limited gallery category / filter. Allows users to share photo to other social media.

### DESCRIPTION

- consistent
- budget-friendly
- one-stop shopping
- variety and value





# COMPETITOR ANALYSIS

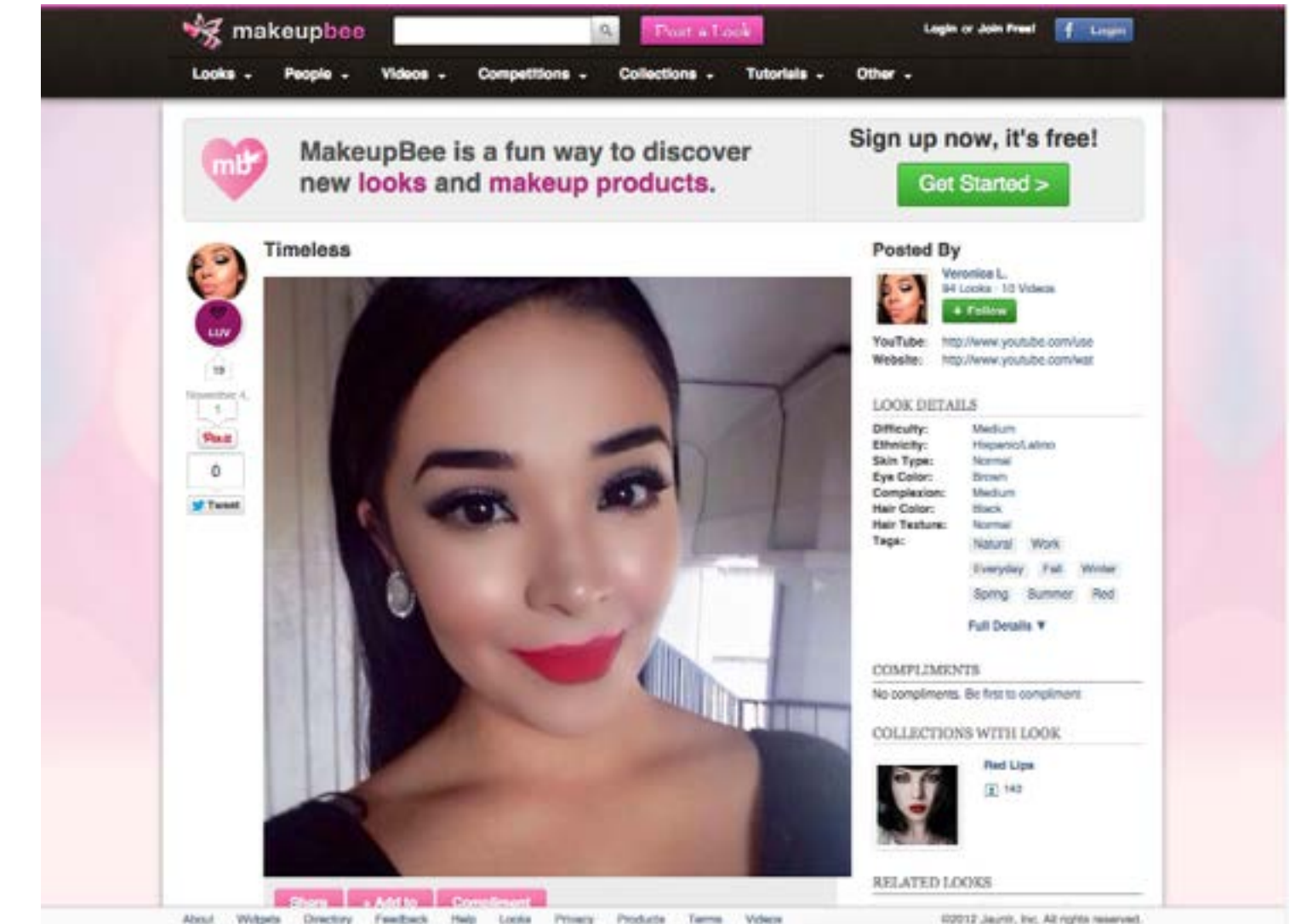
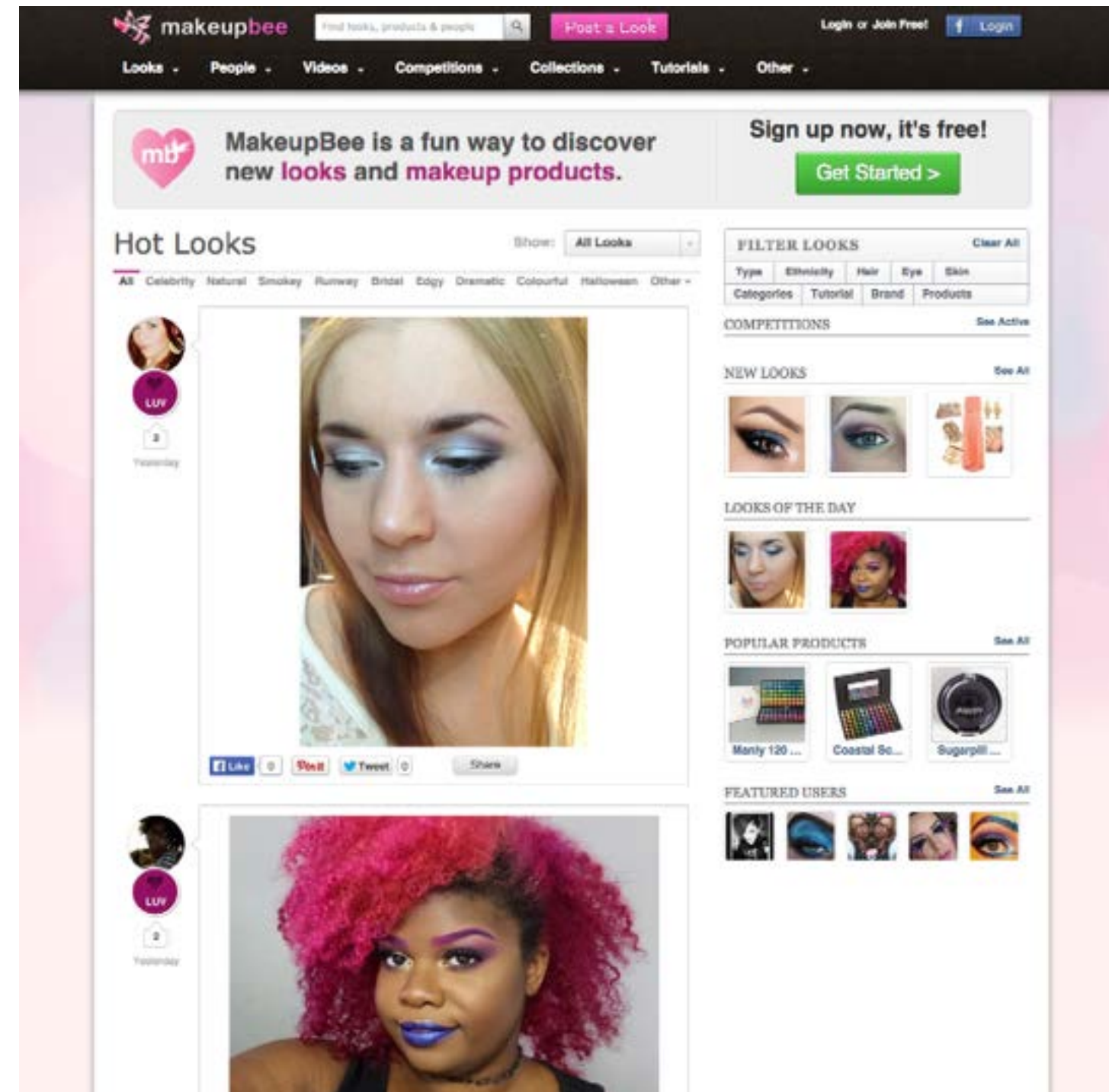
## // MAKEUPBEE

### DETAILS & FUNCTIONS

MakeupBee's uploaded looks has tags. Site has looks of the day. The users can filter looks to find specific looks. It also has competitions to engage users. There's tutorials and videos of looks. Users can browse other users, save collections and view featured products of the day.

### DESCRIPTION

- fun
- open audience
- makeup education





# COMPETITOR ANALYSIS

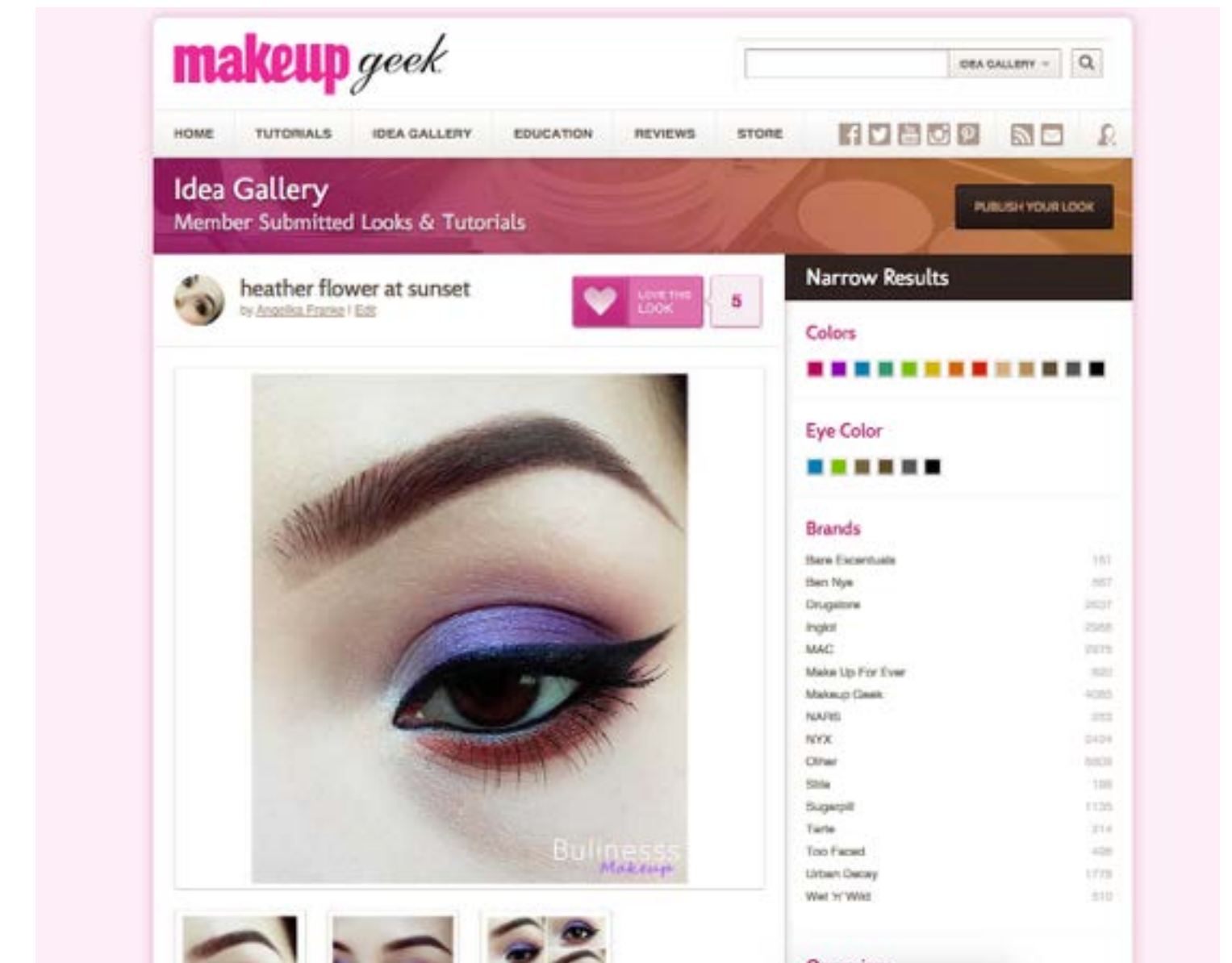
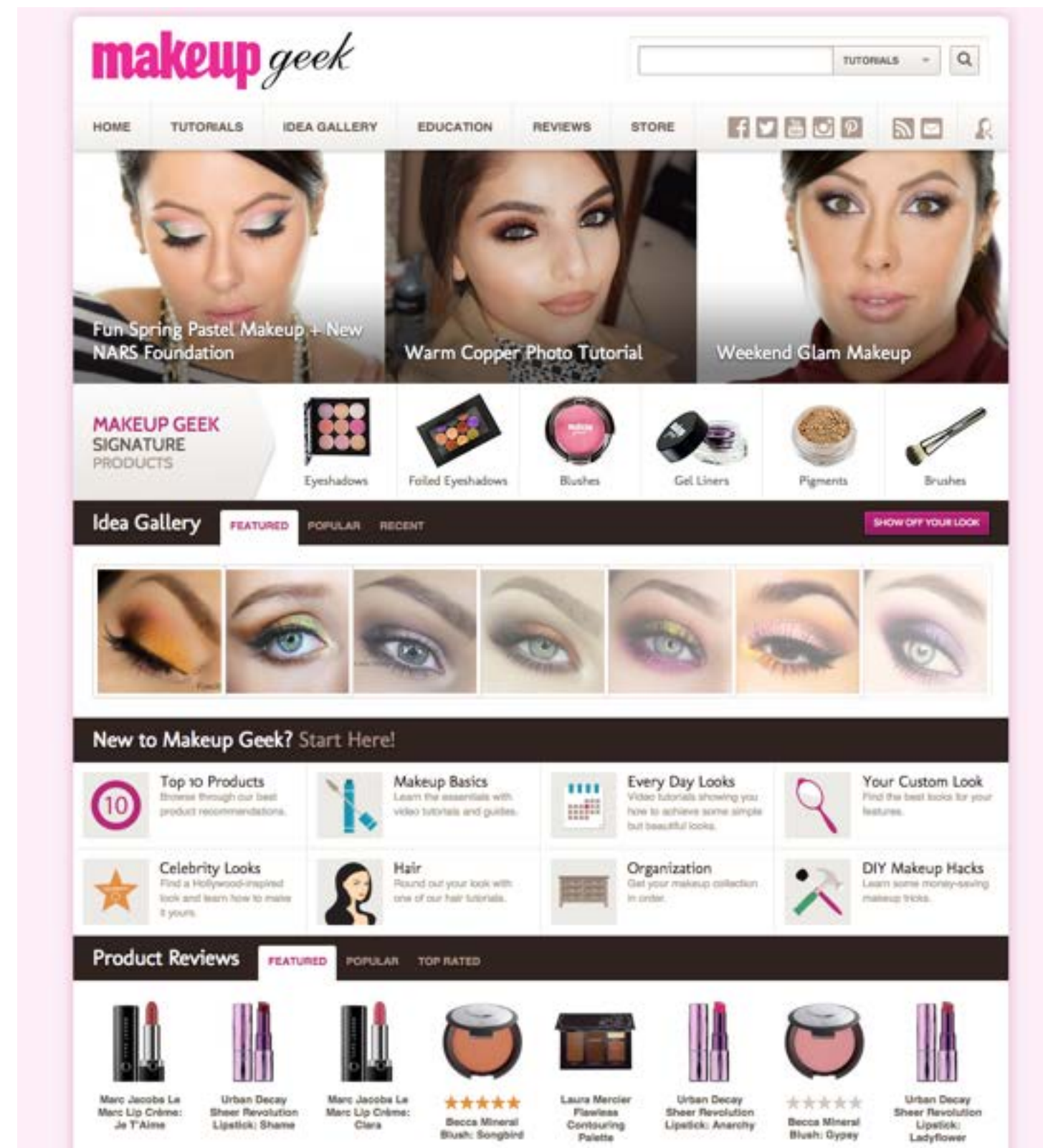
## // MAKEUPGEEK

### DETAILS & FUNCTIONS

Makeupgeek has the idea gallery, a place to show off makeup looks. Users can filter the gallery by brand, color, occasion, difficulty. This gallery focuses only on eye makeup. It also has reviews and tutorials and looks have links to company products.

### DESCRIPTION

- specific niche
- informative





# COMPETITOR ANALYSIS

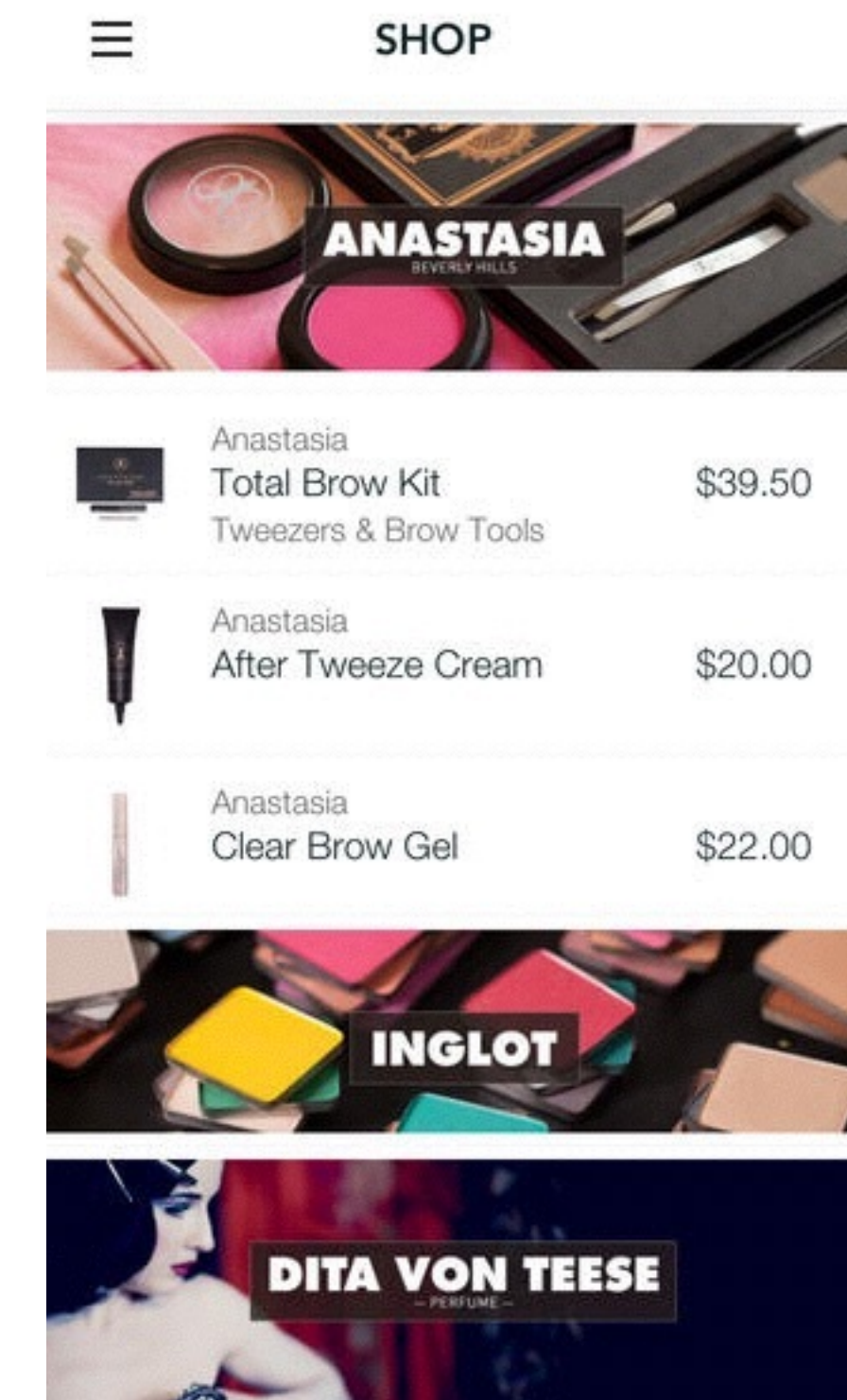
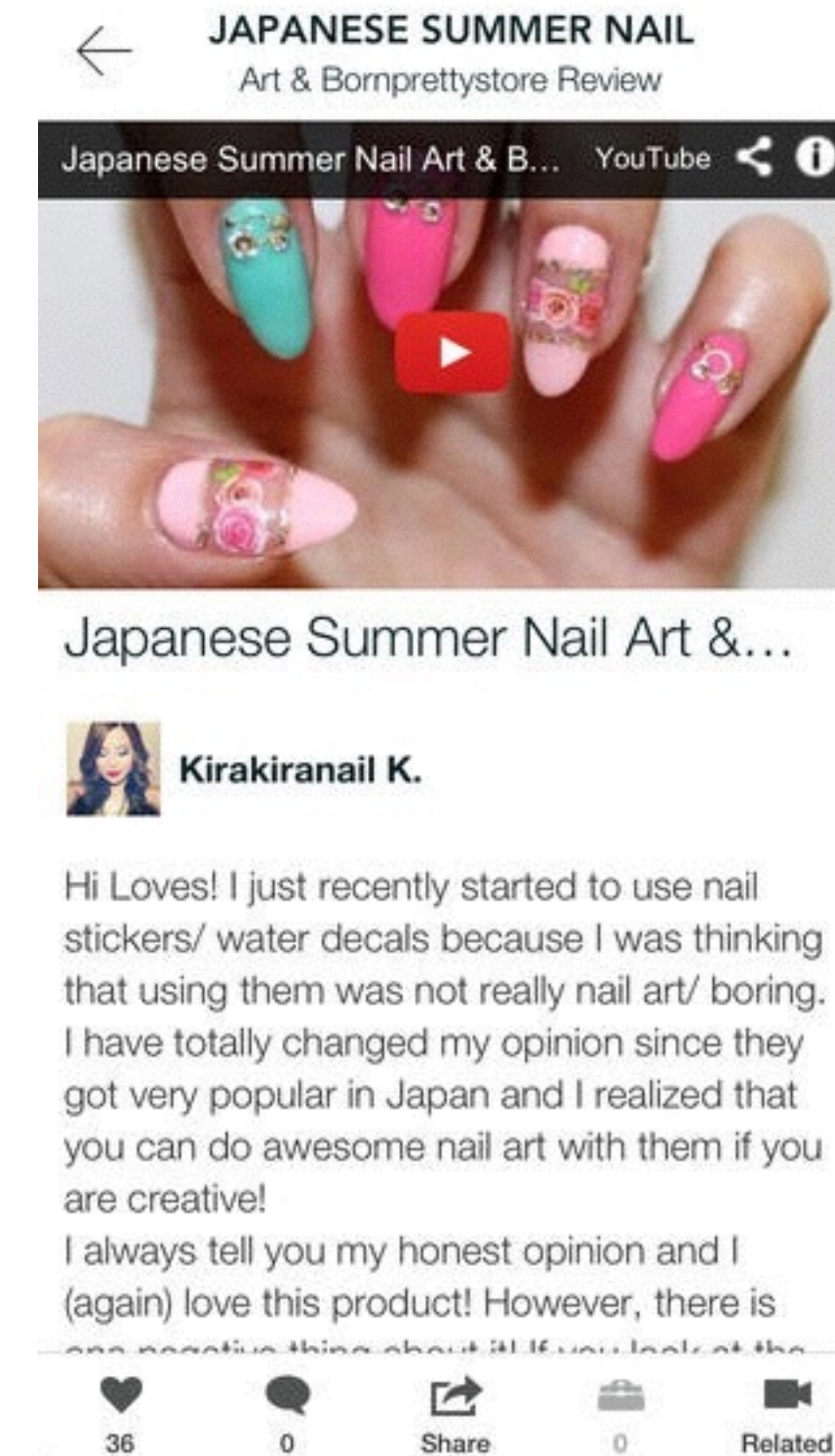
## // BEAUTYLISH

### DETAILS & FUNCTIONS

Beautylish is photo sharing community for all products. Users can create a beauty profile. They have the ability to comment on photos, like photos from other users, ability to sort and filter photos.

### DESCRIPTION

- uncluttered
- bare





# CHARLOTTE HALL

Female, 19

Freelance Makeup Artist

Young Millennial

## PERSONALITY

Creative                      Personable  
Adaptable                    Passionate  
Inventive                     Resourceful

## NARRATIVE

Charlotte was always interested in makeup. During high school, she often did her friends' makeup for school dances. After high school, Charlotte decided to pursue her dream of becoming a **makeup artist**. She attended a 6 month cosmetology school to develop her skill set further. She's always constantly flipping through fashion magazines to see the **latest trends** and the **latest season's runaway looks**.

She has done a few free fashion photo shoots and a wedding to build a portfolio. She needs a place to **network** and **connect to potential clients** who would be interested in her service.

## LIKES

Billy B  
Model Mayhem  
Fashion magazines

## DISLIKES

Low quality products

## EXPECTATIONS / GOALS

An additional platform for publicity / self-promotion  
Generate interest  
Gain clientele / networking

## QUOTE

*I created a look inspired by the color palette from the The Starry Night!*

## EXPERTISES / TECH



Connected on all devices, tech savvy  
Frequent Facebook user  
Constantly texting

## KEYWORDS / VALUES

Artistic / new looks

## BRAND RELATIONSHIP

Uses Sephora products for her service  
Very Important Beauty Insider  
In store experience to sample products



## NARRATIVE

After graduating with a MS degree, Michelle relocated from suburban area to New York City for new job as **an assistant publicist** for Nylon, a contemporary magazine for young female adults. She is constantly **plugged in** to social media and getting the word out for her company. As a publicist for the Nylon, she is a representation of the magazine so she needs to **look stylish and fashionable** for meetings and events. She wants to look the best she can and be successful. Michelle needs more knowledgeable with makeup so she needs a place to **gather inspirations, current trend** and **find products** to make sure she looks trendy.

## LIKES

Socializing, talking  
Coffee  
Being connected

## DISLIKES

Intolerance  
Slow-moving

## EXPECTATIONS / GOALS

To be on top of the latest makeup trends  
Find different makeup needed for various occasions  
Able to find high quality and lasting products

## QUOTE

*I really like Emma Watson's cover makeup for this month's issue.*

## EXPERTISES / TECH



Connected on all devices  
Technology savvy

## KEYWORDS / VALUES

Fashionable, trendy, current  
Easy & quick access  
Personalized experience

## BRAND RELATIONSHIP

Expect Sephora has products wanted  
Faith in high quality products

# MICHELLE KELLY

Female, 24

Recent MS Graduate

Assistant Publicist

## PERSONALITY

Friendly      Passionate  
Adventuresome      Initiative  
Fast-paced      Active



# APPLICATIONS OF INTEREST

## // PINTEREST

### 1 IMAGE FEED

A mosaic view of recently uploaded or relevant images.

### 2 VIEW COLLECTIONS

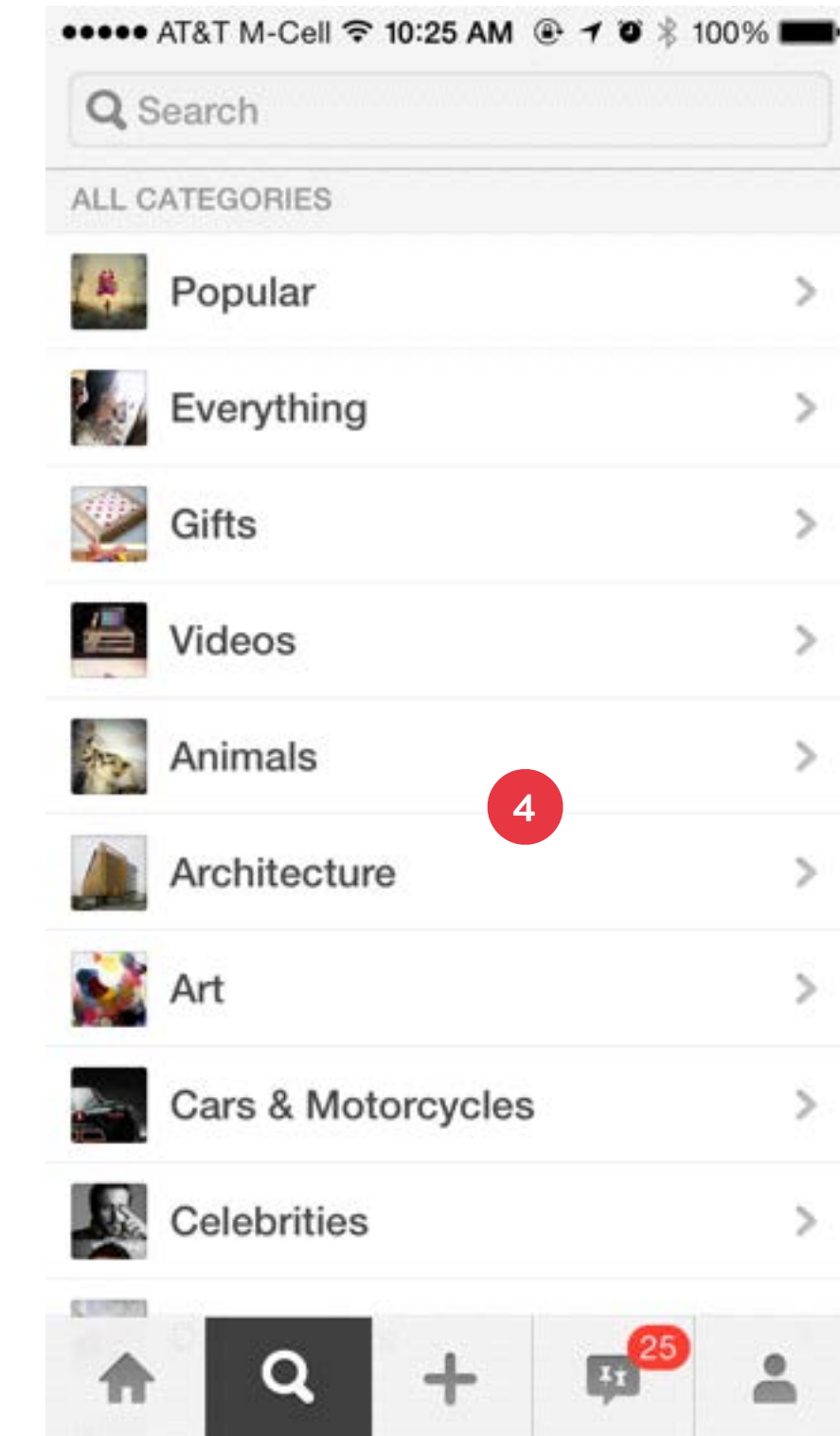
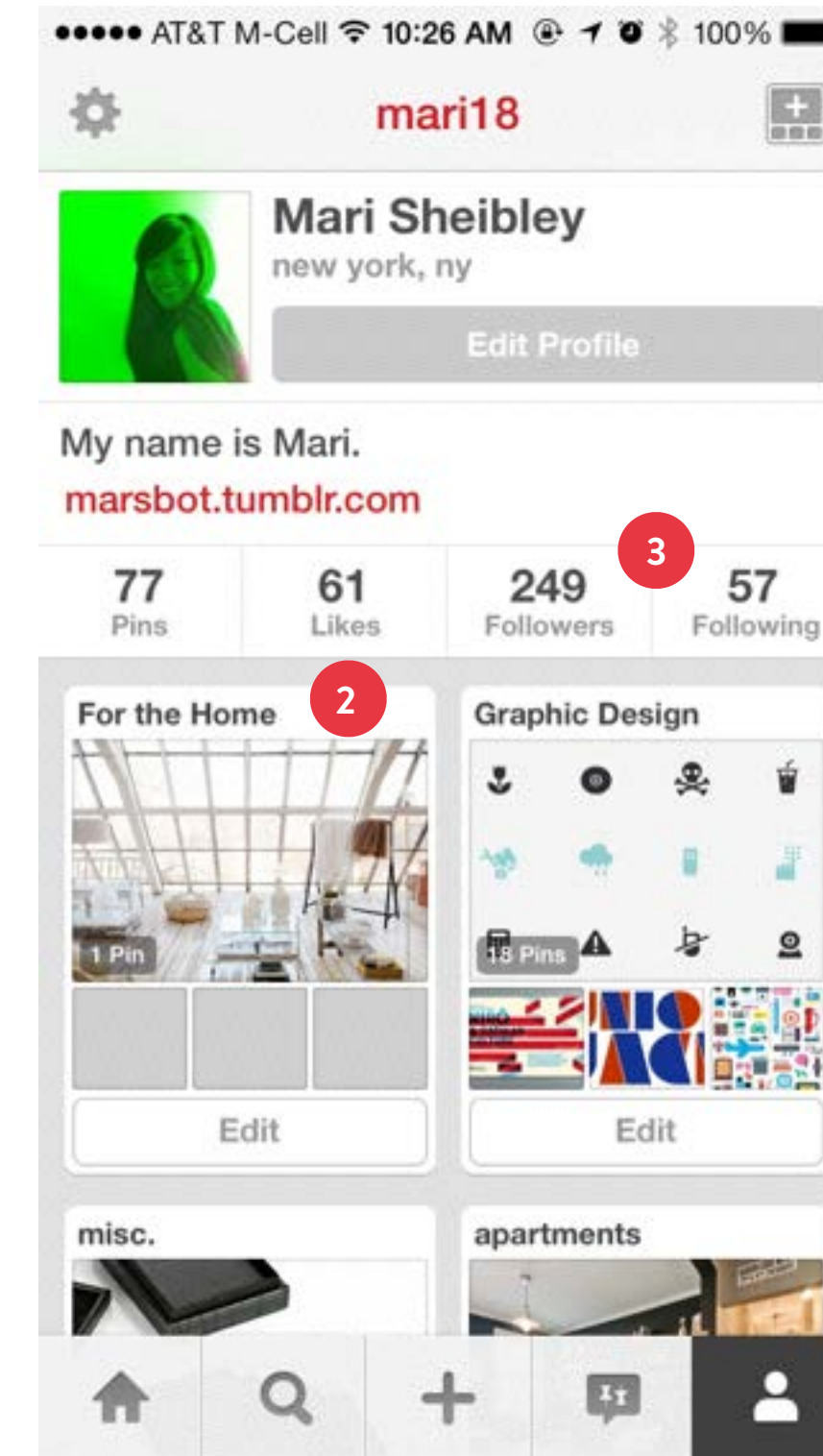
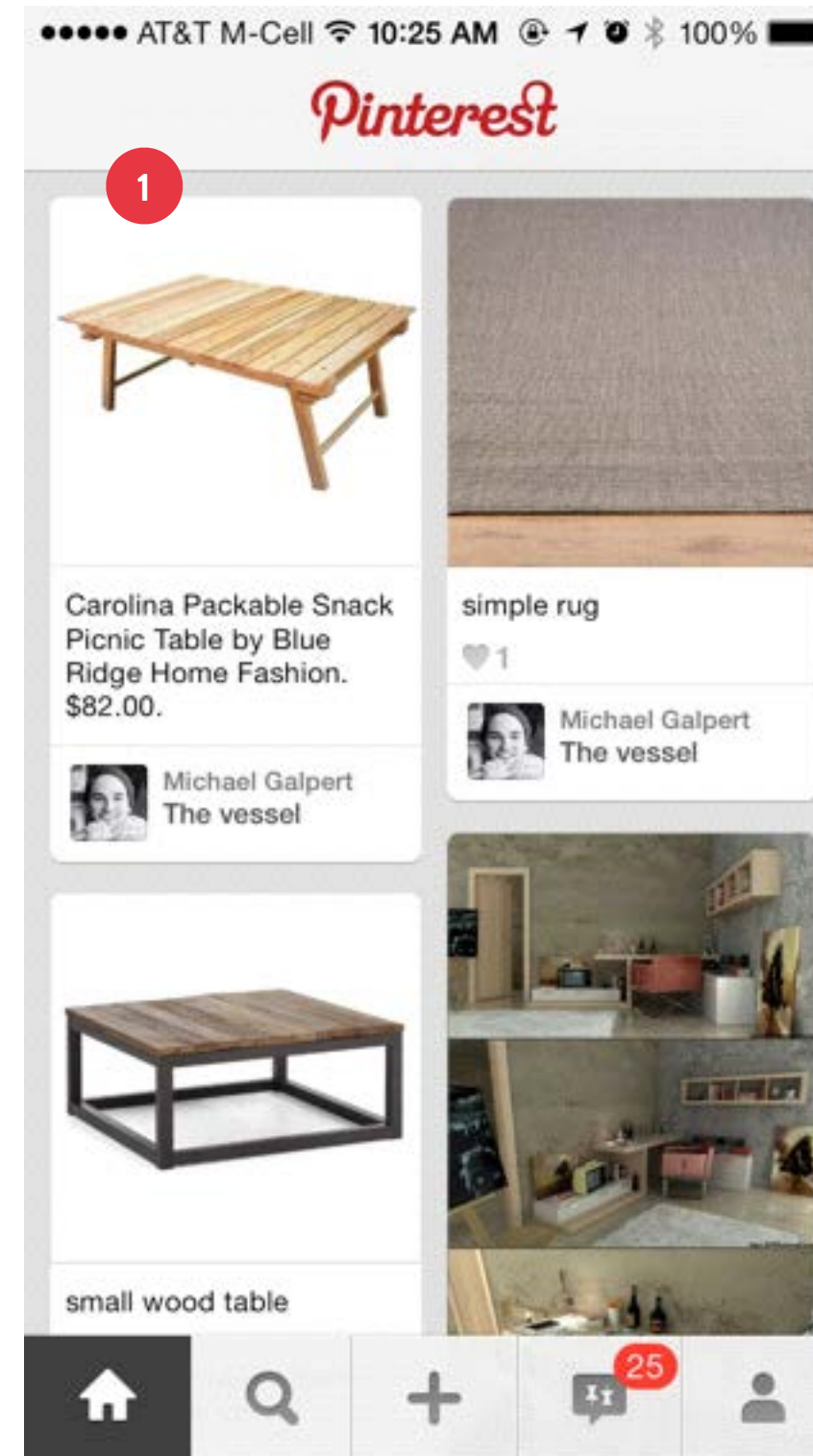
Able to gather save a collection of different images.

### 3 FOLLOWERS

See who is following the images that you're sharing.

### 4 CATEGORIES & SEARCH

Search and view different categories for looks.





# APPLICATIONS OF INTEREST

## // INSTAGRAM

### 1 IMAGE FEED

List view of recently images by the people the user follows.

### 2 GRID VIEW OF GALLERY

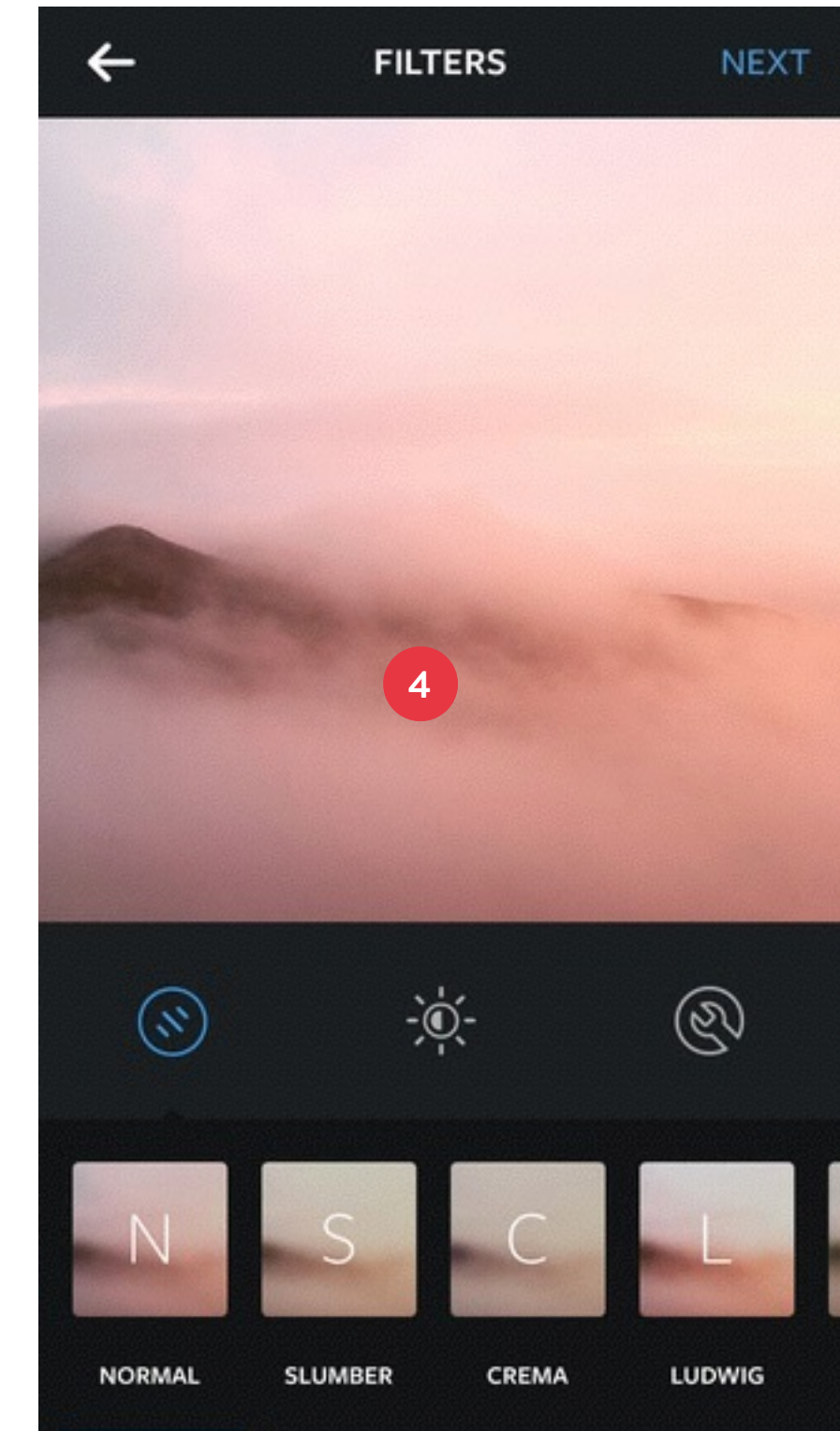
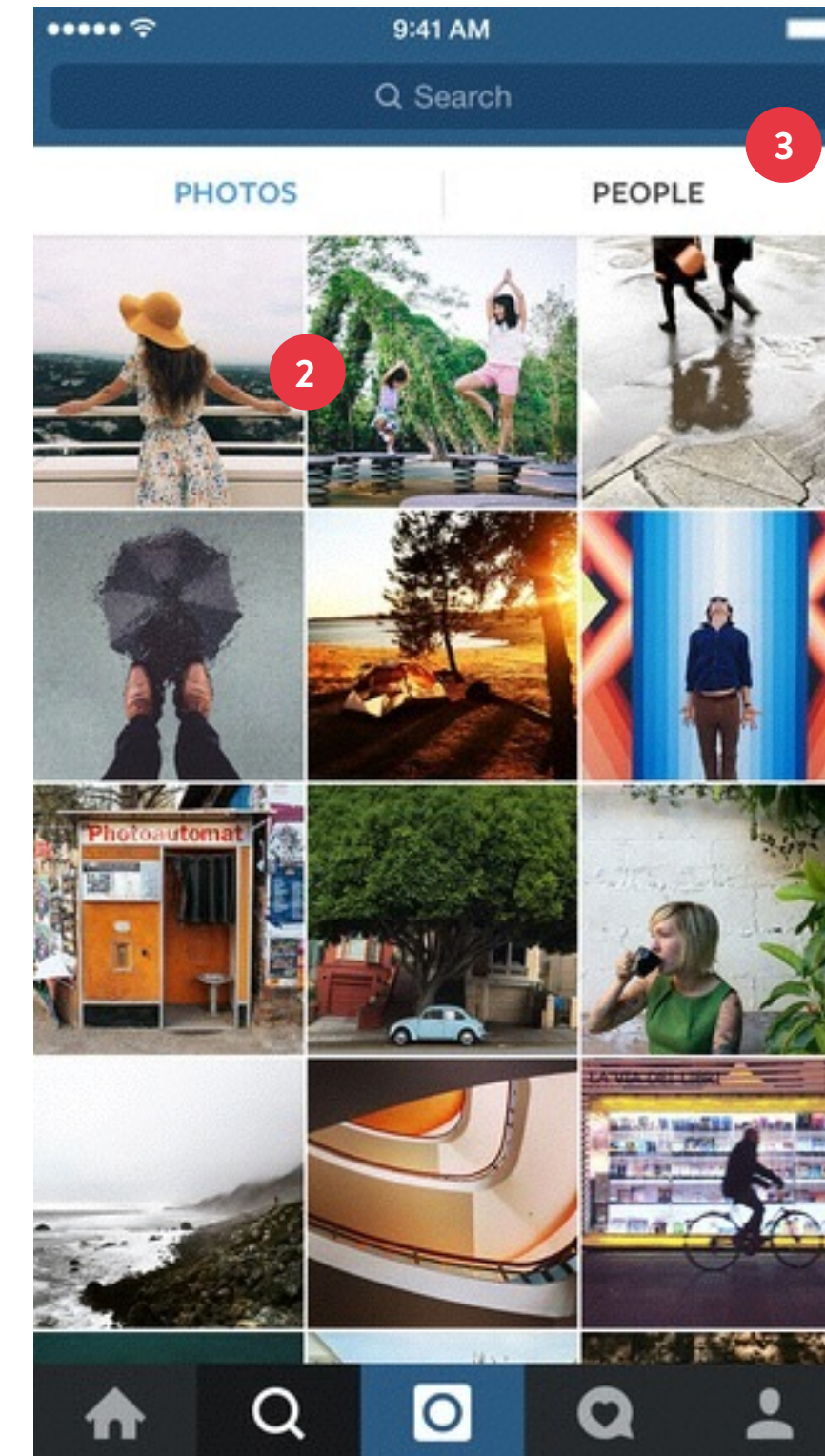
See a grid view of thumbnails of an user's images.

### 3 SEARCH

Search the whole Instagram gallery for photo hashtags.

### 4 EDITING

Editing images with different filters to upload to share.





## CORE FEATURES

These are the core features for the user that tie directly back to the project goals.

### 01. GALLERY

The dashboard of the mobile app is an ever updating feed of user submitted photos. The user can sort and filter through the gallery to find new and popular inspirations.

### 02. COLLECTION

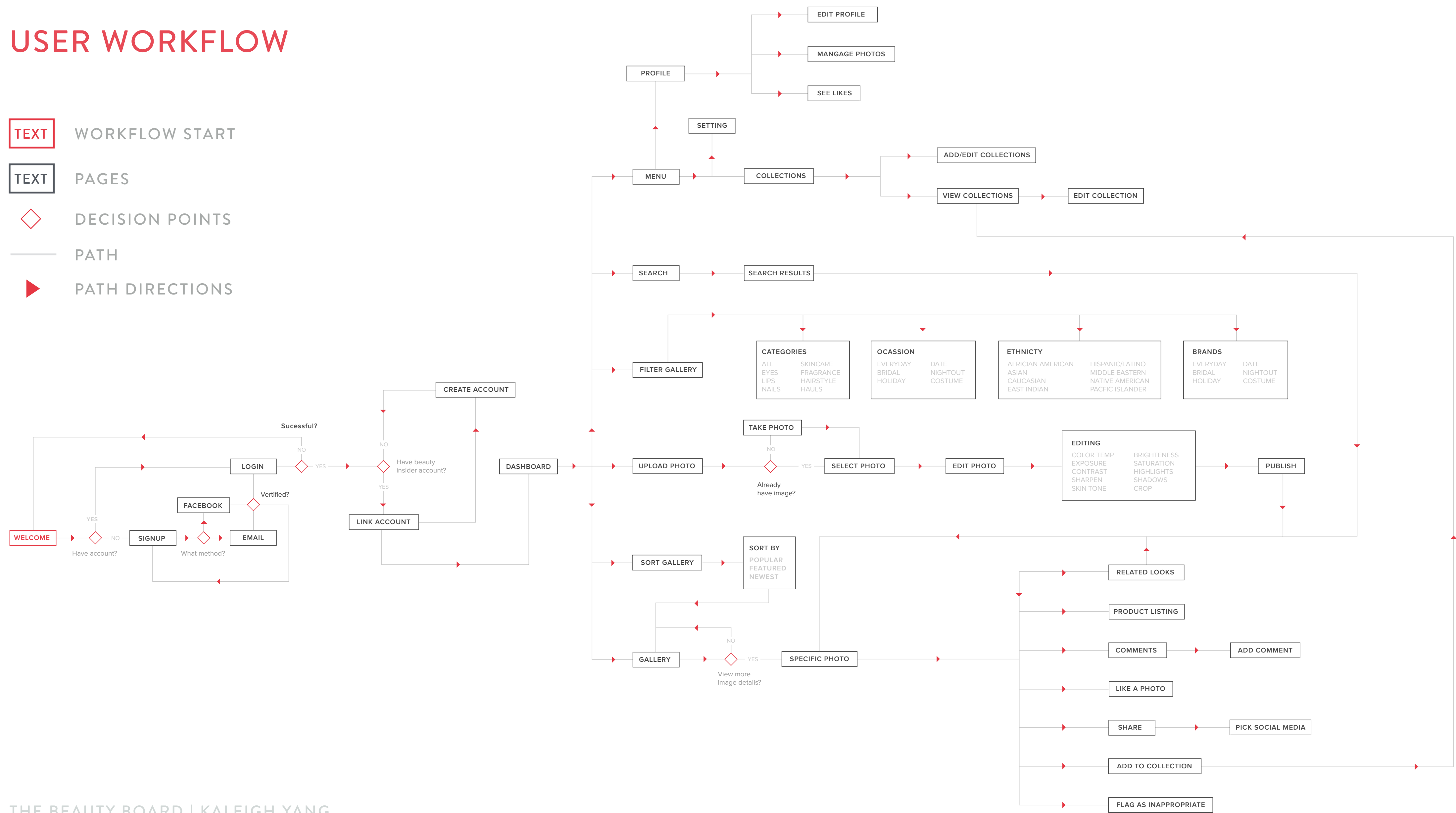
Users create collections to organize others' submitted photos for inspiration and reference. A user's collection can be review liked a magazine spread.

### 03. WISHLIST

When users review a photo posted by a user, they can see at a listings of the products used for that look. The user can add the products on to their wishlist, which can be reviewed and purchased on the Sephora website.

# USER WORKFLOW

- TEXT WORKFLOW START
- TEXT PAGES
- ◇ DECISION POINTS
- PATH
- ▶ PATH DIRECTIONS



## WIREFRAMES

01 LAUNCHPAD & SIGN IN

02 DASHBOARD & FILTER

03 MENU & PROFILE

04 COLLECTIONS

05 PHOTO

06 SHARED & ADD

07 CAMERA



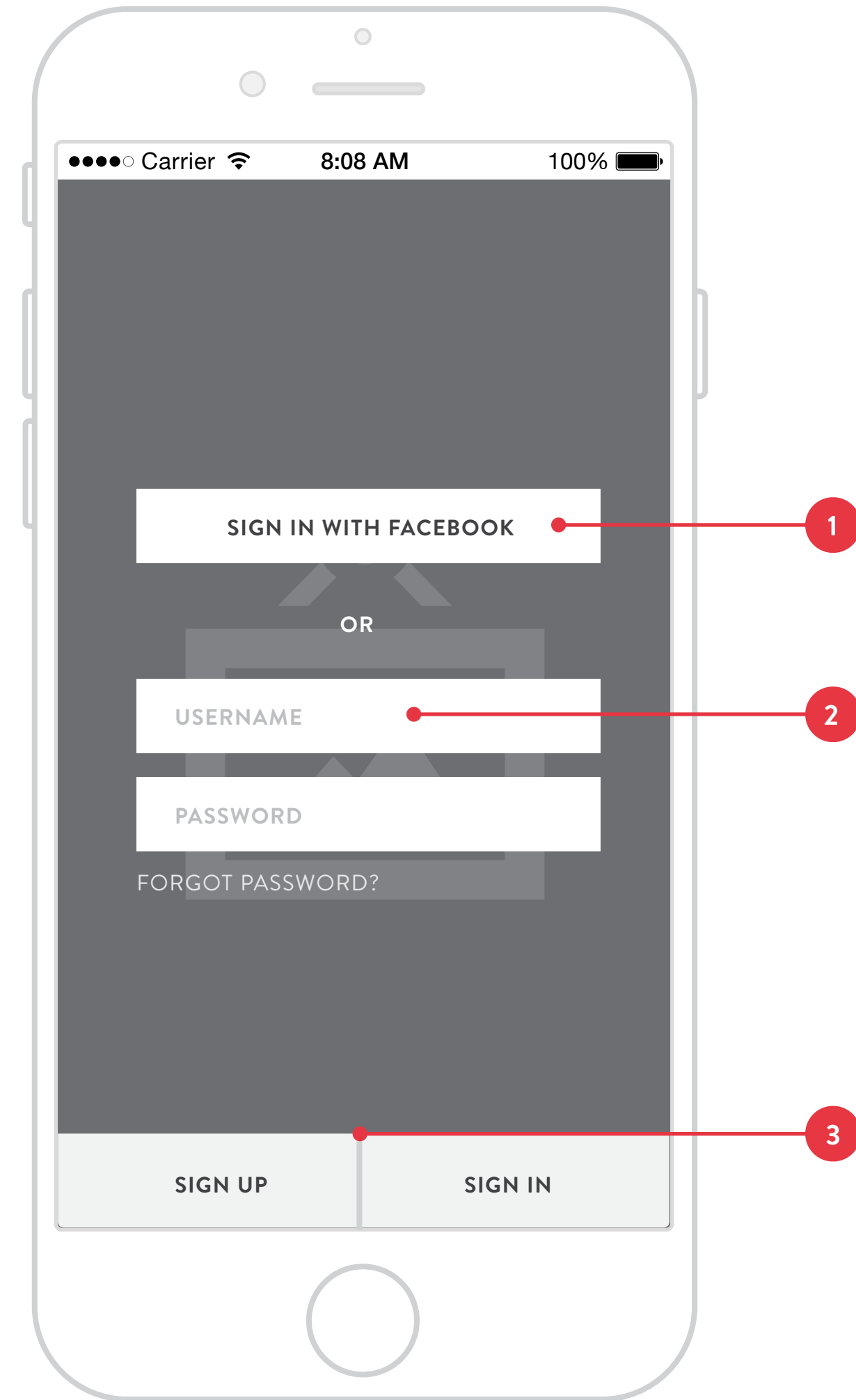
# WIREFRAMES

## // 01

### LAUNCHPAD & SIGN IN

When the user first opens the mobile app, the logo is displayed. The user can then login to their account or register if they currently do not have an account.

- 1 This option allows the users to connect to the mobile app quickly.
- 2 Straightforward and conventional form for user to login.
- 3 Having a tab system allows the user to easily switch through the two option for login or sign up.



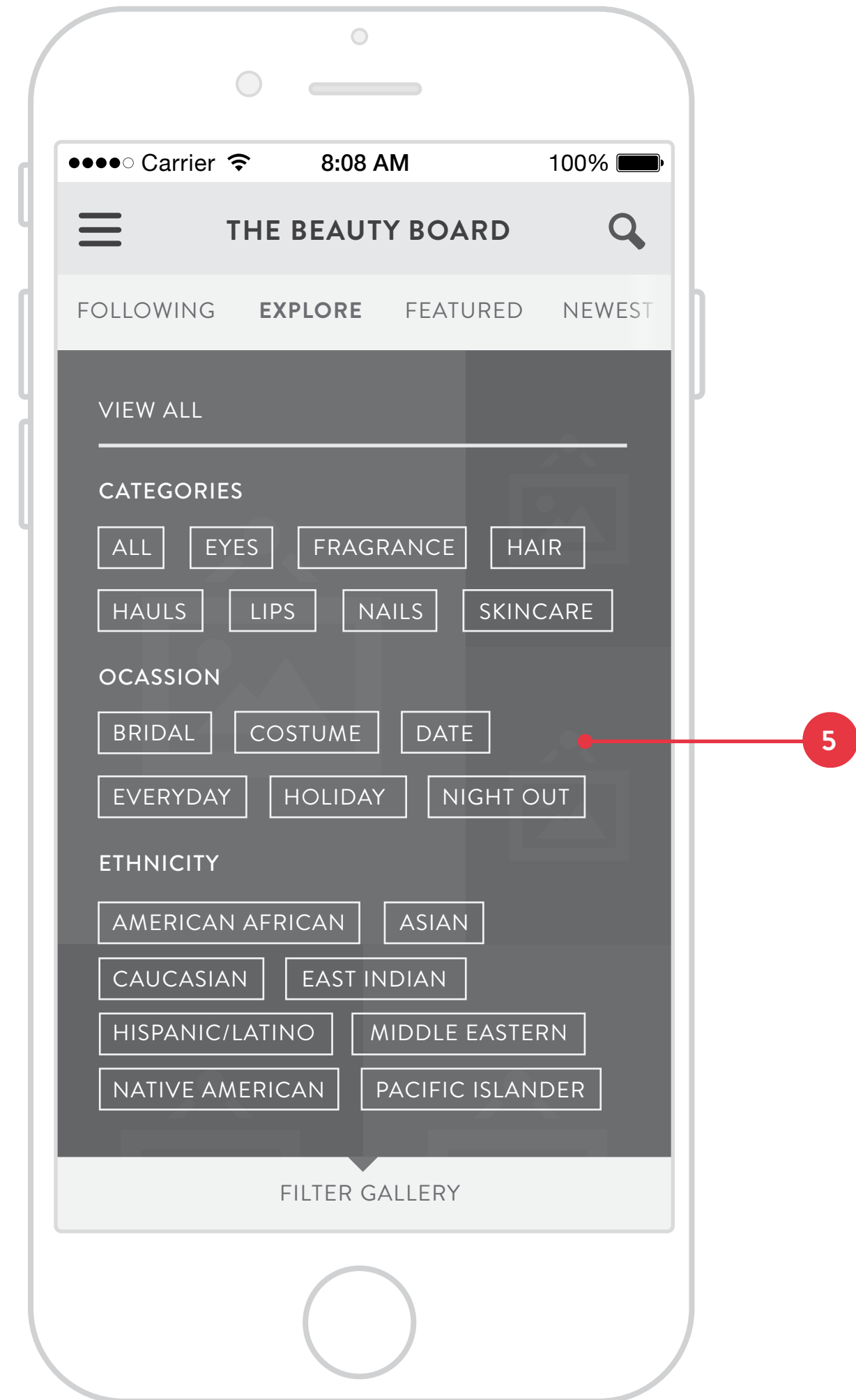
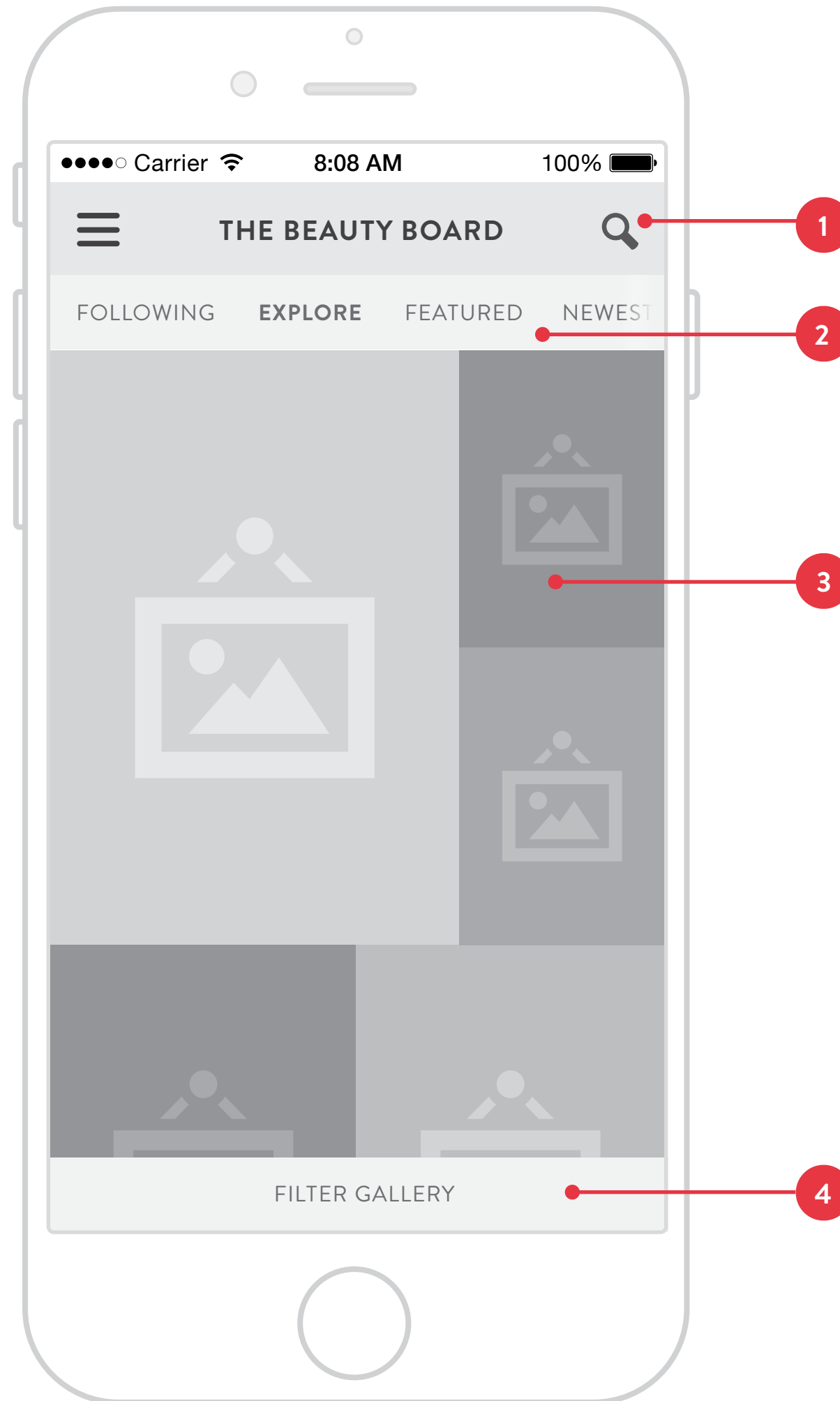
# WIREFRAMES

## // 02

### DASHBOARD & FILTER

The dashboard is the landing page. The users are greeted with a gallery of looks uploaded by other users, which can be sorted and filtered.

- 1 Search allows users to quickly locate an image they've already seen.
- 2 Secondary menu lets the users sort the gallery to their preference.
- 3 A simple mosaic system gallery.
- 4 The bottom filter tab lets the user to narrow down their searches.
- 5 The filter categories are laid out as a tag system so users can choose more than one category.





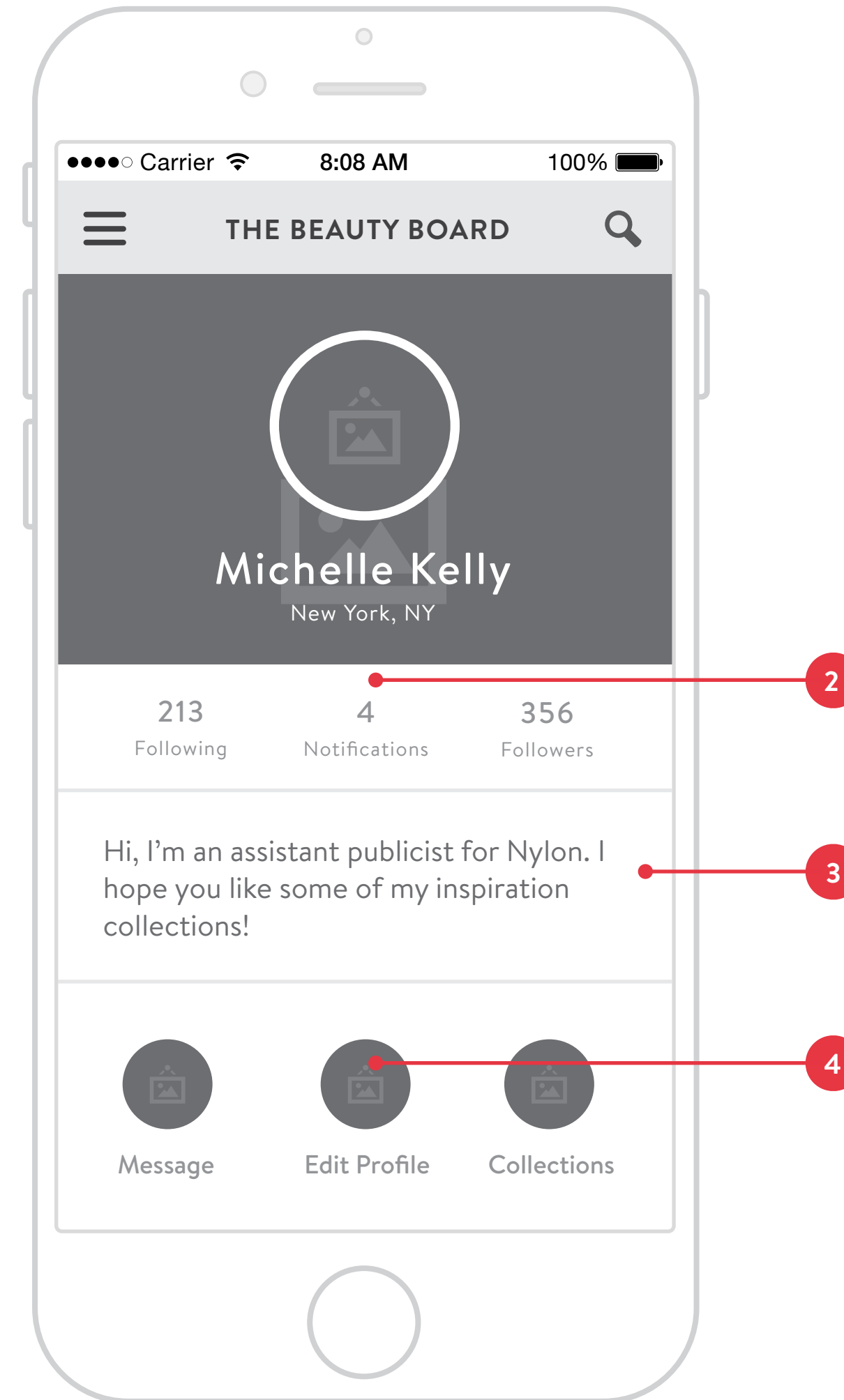
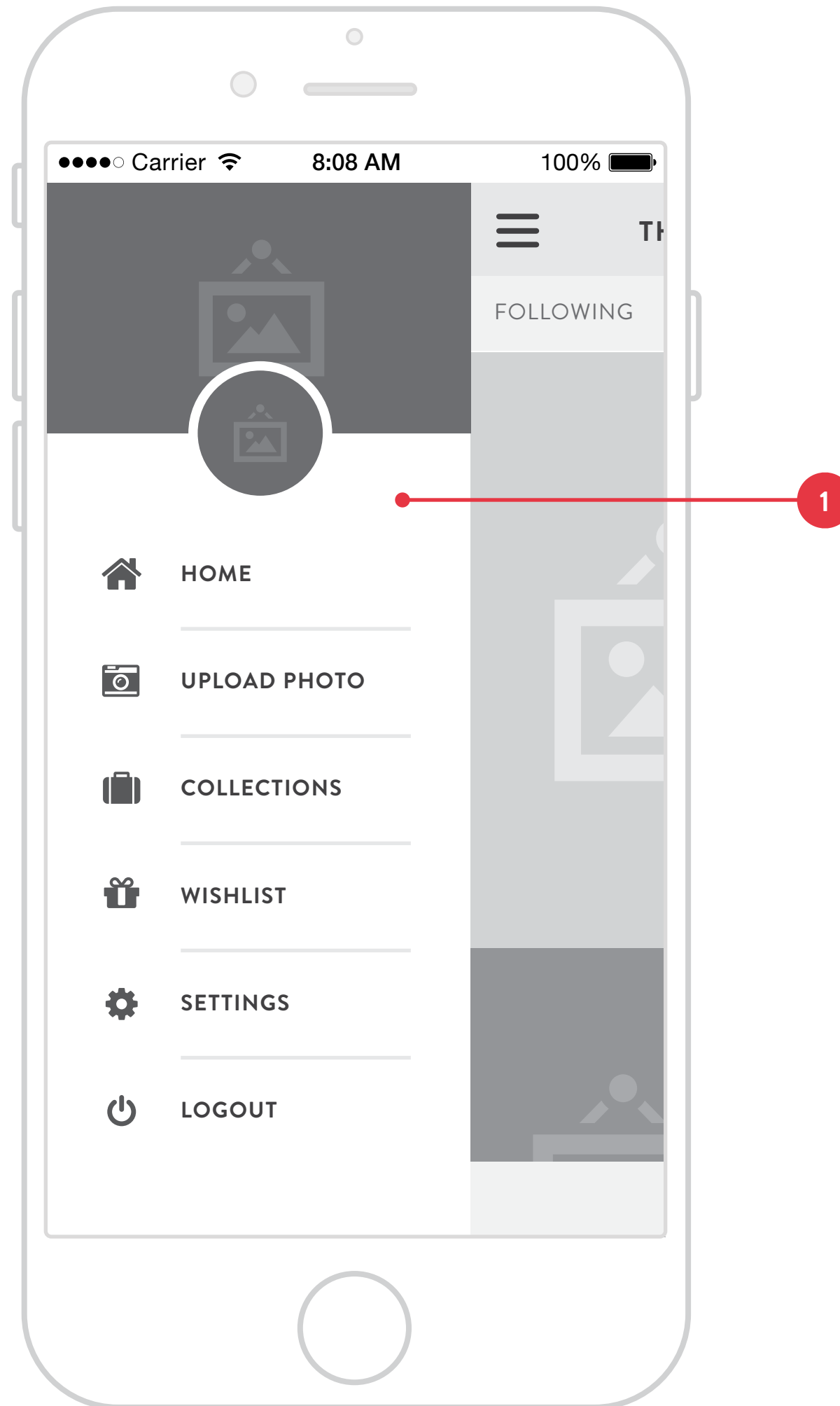
# WIREFRAMES

## // 03

### MENU & PROFILE

The hidden menu is always accessible. The menu slides from the left and pushes the content to the right. The profile is a public place for other users to find out more details about another user.

- 1 Tapping on the profile image leads to their own public profile page.
- 2 Lets user to know of new followers, only shows up on own's profile.
- 3 Personal user set profile text is here.
- 4 Allows the user to edit their profile, only shows up on own's profile.



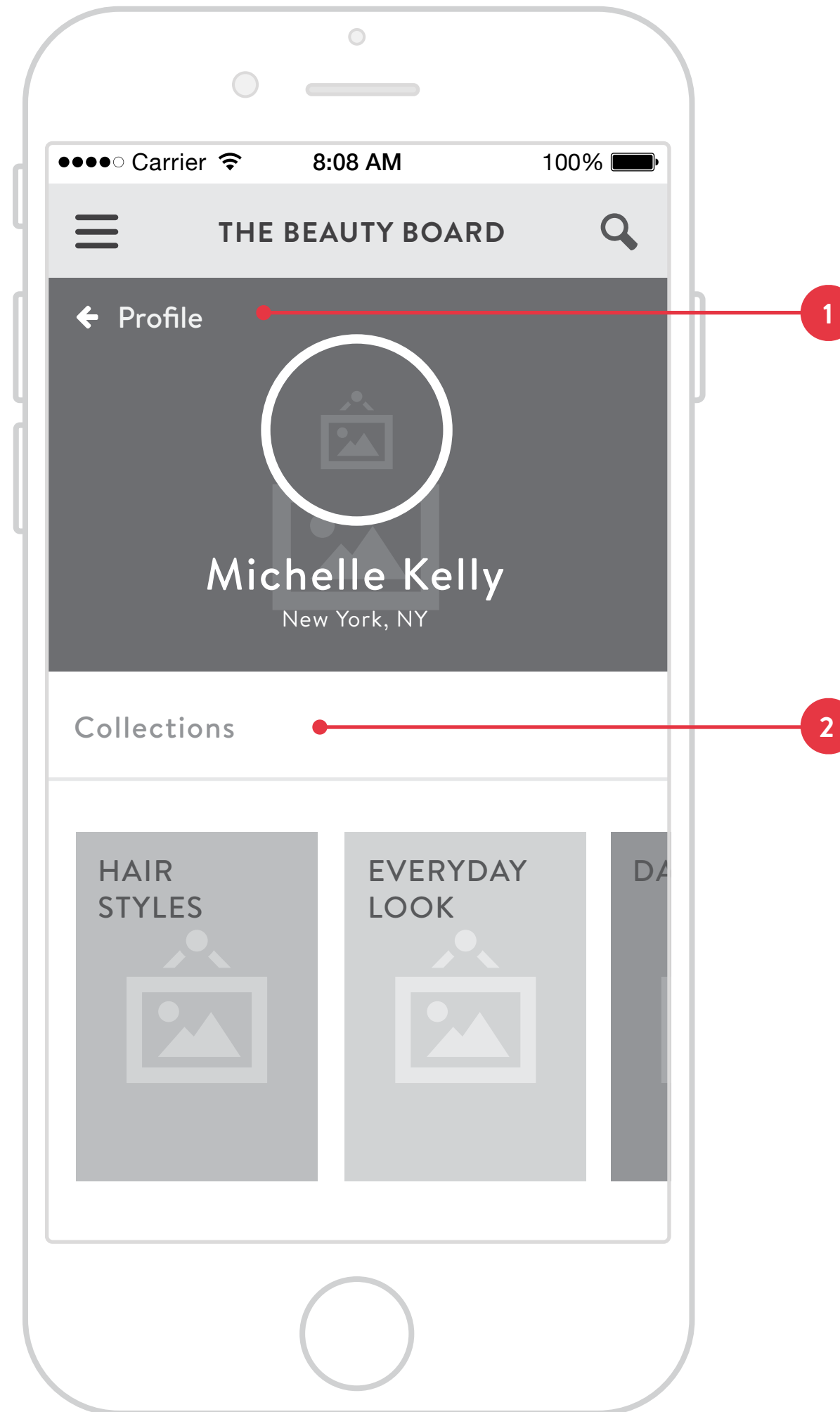
# WIREFRAMES

## // 04

### COLLECTIONS

From the user's profile, you can navigate to their collections. The collections are like magazines that user can swipe through and view.

- 1 Tapping on this takes the user back to the user's profile main page.
- 2 Collections is the user's curated photo galleries.
- 3 Photos in list view, one by one.
- 4 Slider to show where the user is at and allow them to scrub quickly.
- 5 Mini preview thumbnails that show the previous and future photos.





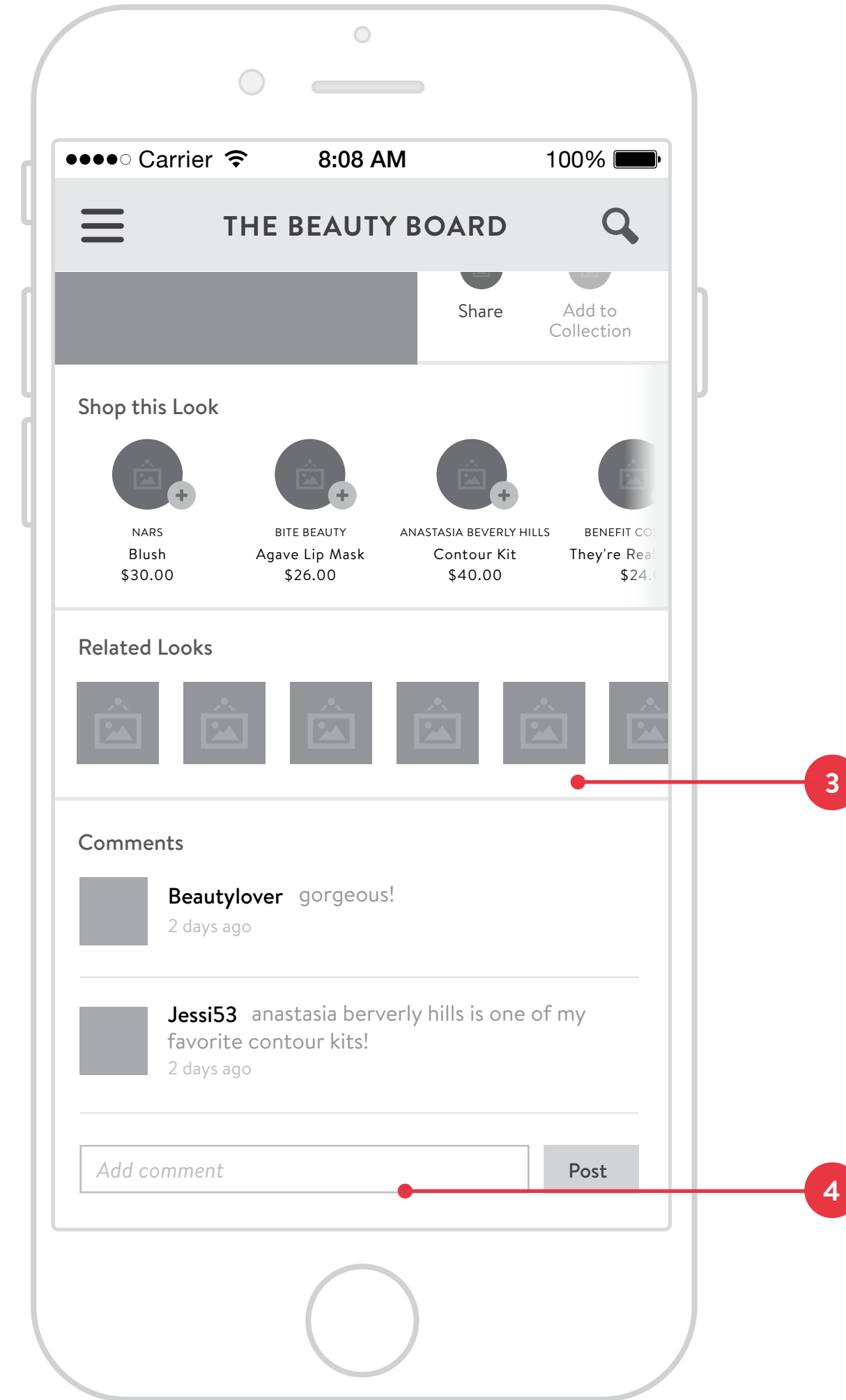
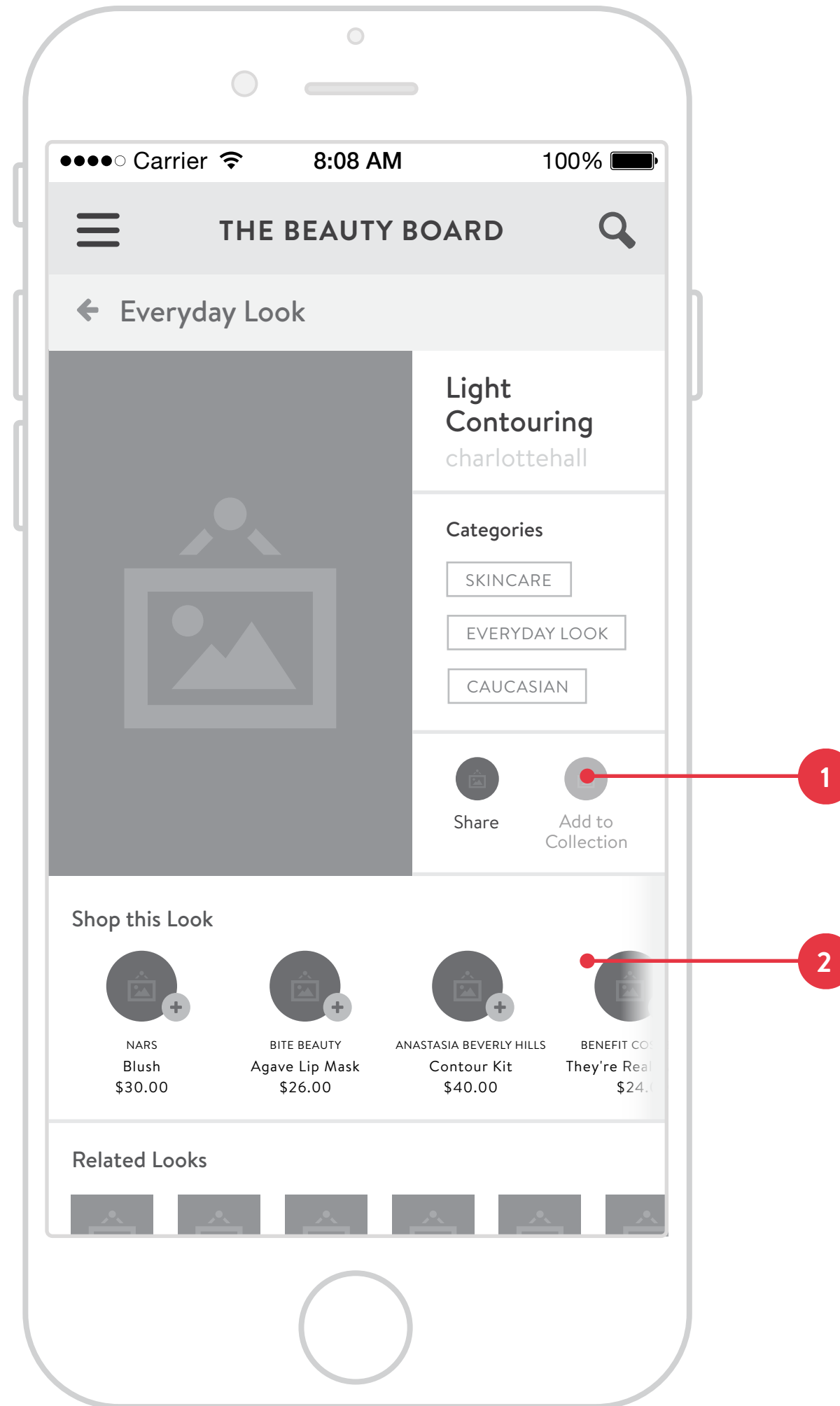
# WIREFRAMES

## // 05

### PHOTO

The individual photo page has all the details about that photo such as user, tags, product listings, related looks, and comments.

- 1 Adds the photo to a user's collection, grayed out if it already is.
- 2 The products used in the photo. Tap to add product to wishlist.
- 3 Related photo looks by other users.
- 4 Join the community conversation and add comments.



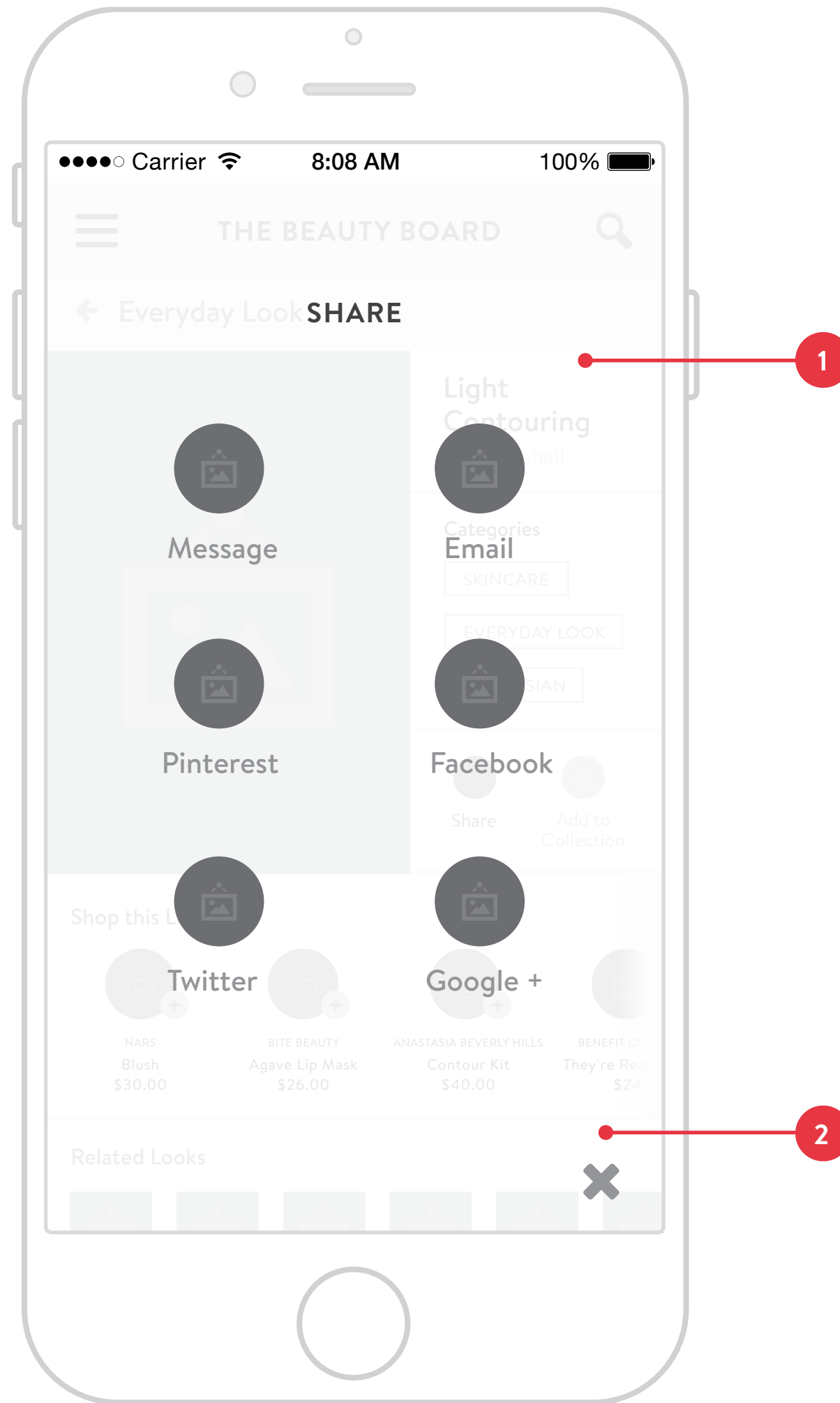
# WIREFRAMES

## // 06

### SHARED & ADD TO COLLECTION

The share or add to collection icons pulls up an secondary screen with more menu options for the user to pick from.

- 1 Overlay screen that lets the user focus on the current options.
- 2 The user can tap on the x or outside the icons to exit the screen.
- 3 Add photo to a new collection.
- 4 Swipe through to navigate through the other collections.





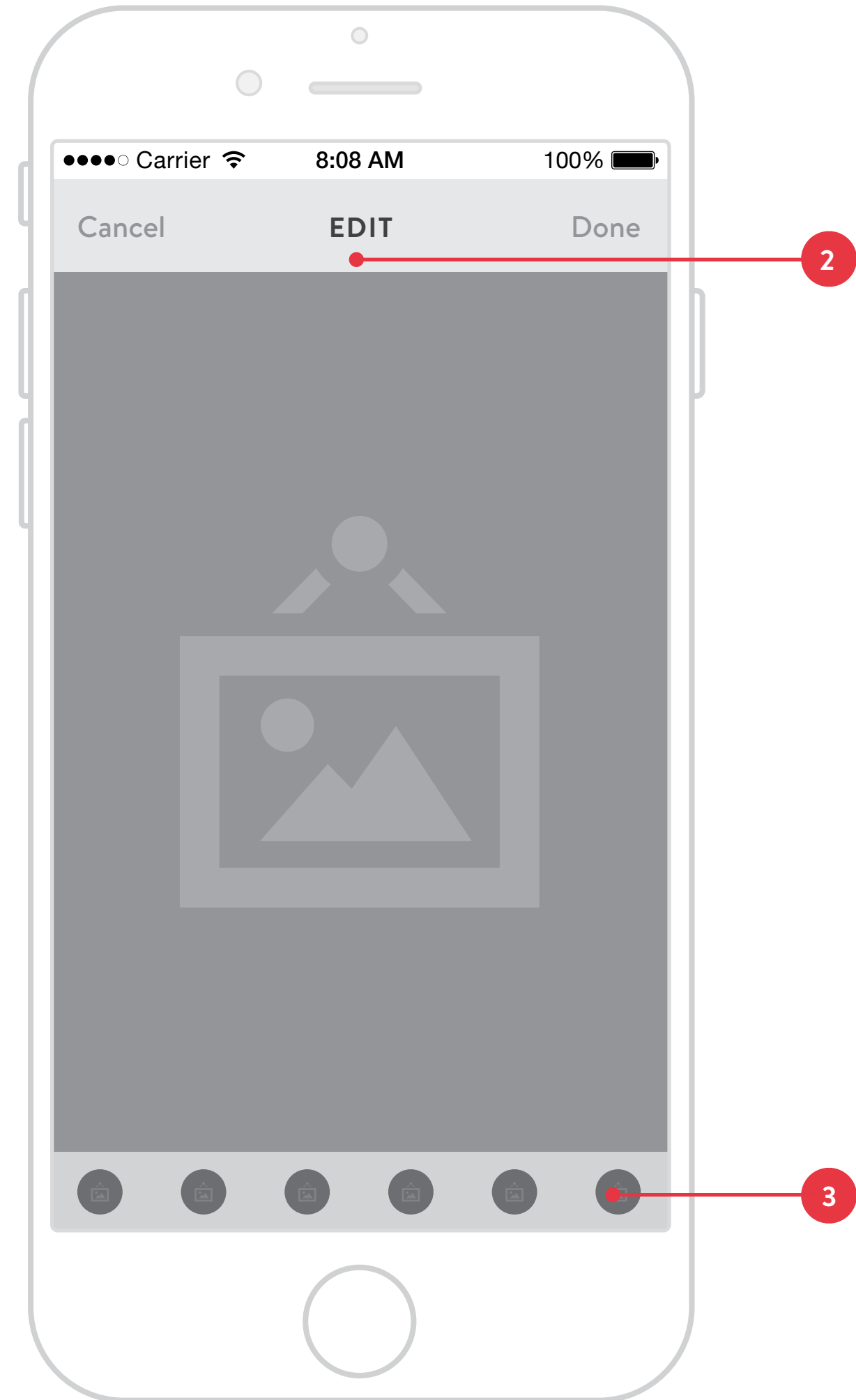
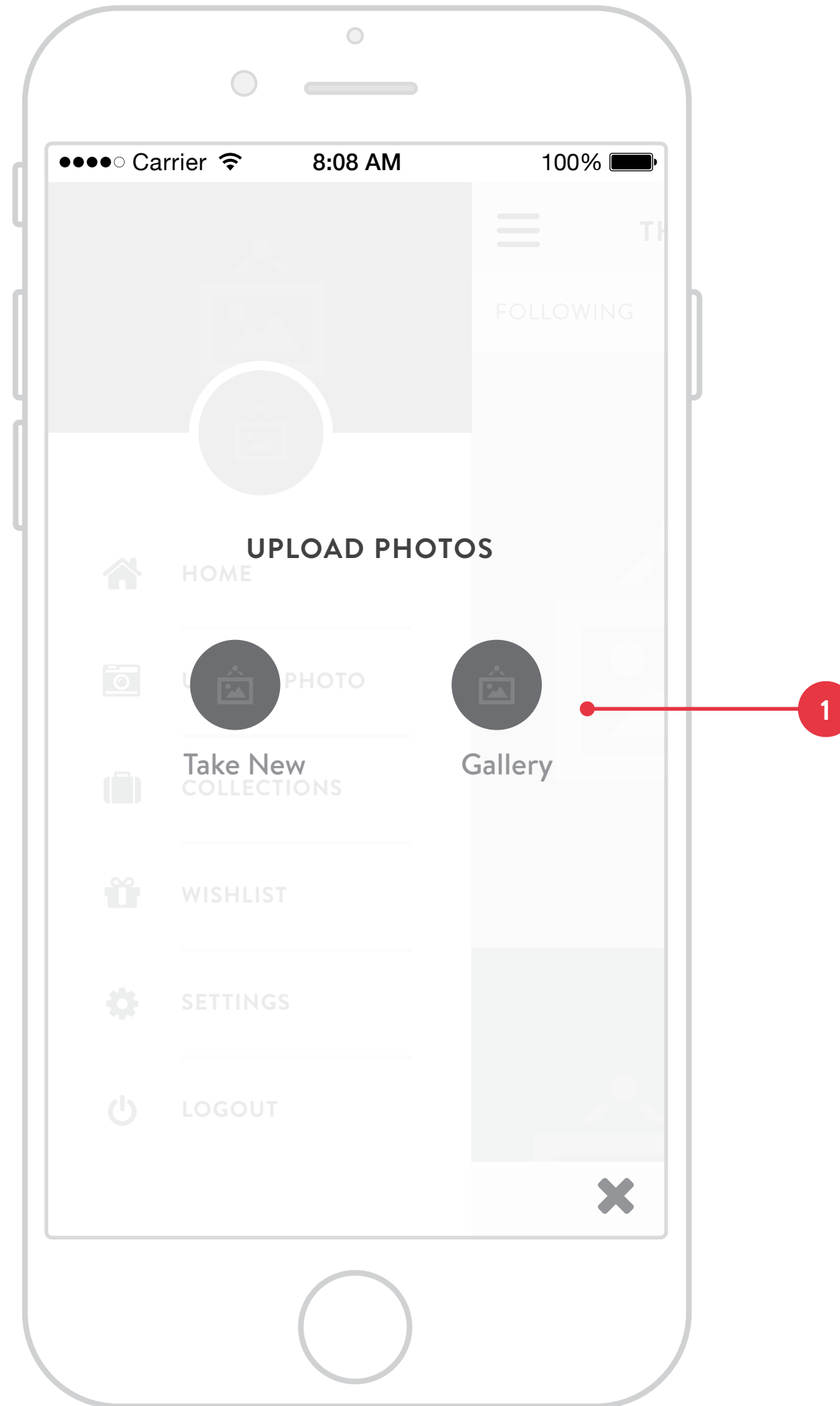
# WIREFRAMES

## // 07

### CAMERA

The user uploads an image to the Beauty Board, they pick the photo and edit the photo. When the user is finished, they pick a collection to add the photo to.

- 1 Lets the user take a photo or pick an already existing photo.
- 2 The menu structure changes so the user can focus on the task at hand. They can cancel anytime.
- 3 Different photo editing options such as color temperature, exposure, contrast, sharpen, and brightness.





# MOODBOARD

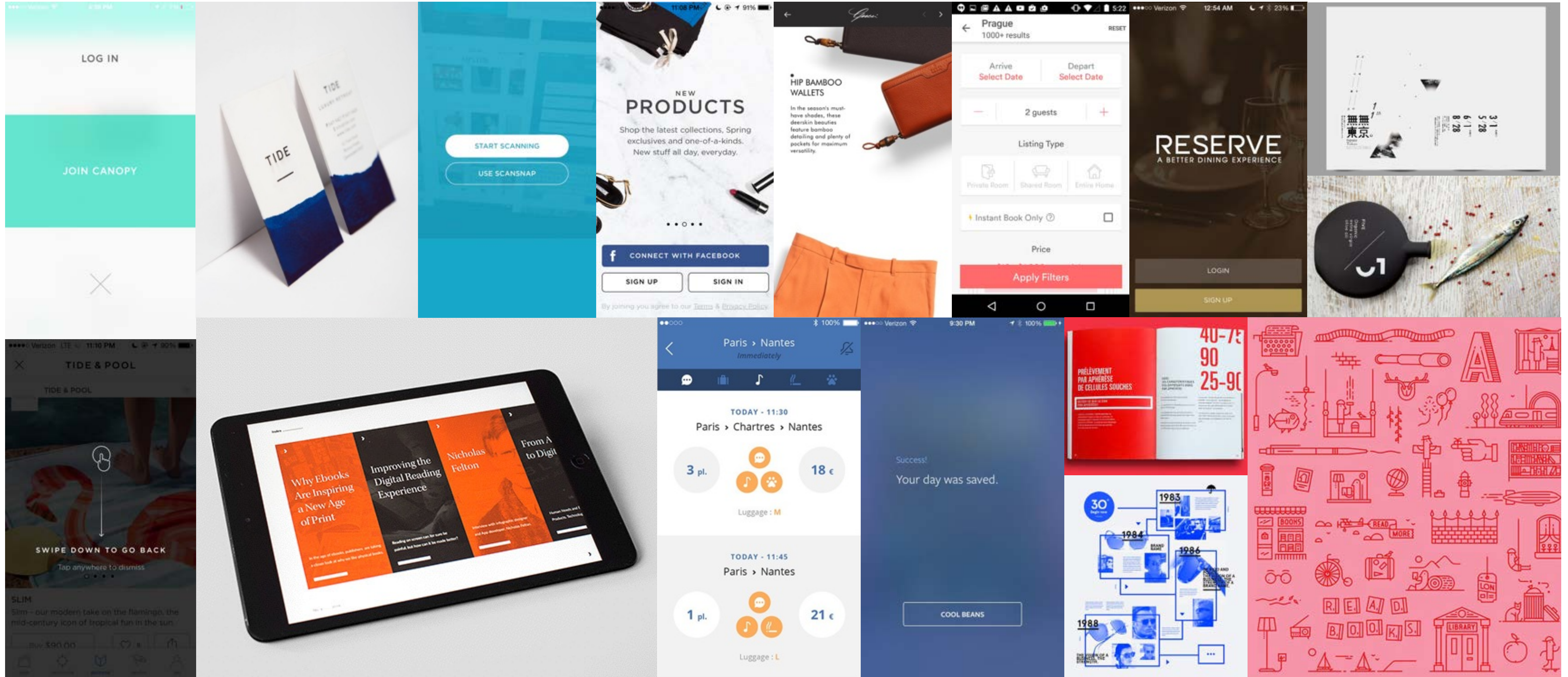
## // 01 FRESH + CLEAN + BRIGHT





# STYLE GUIDE

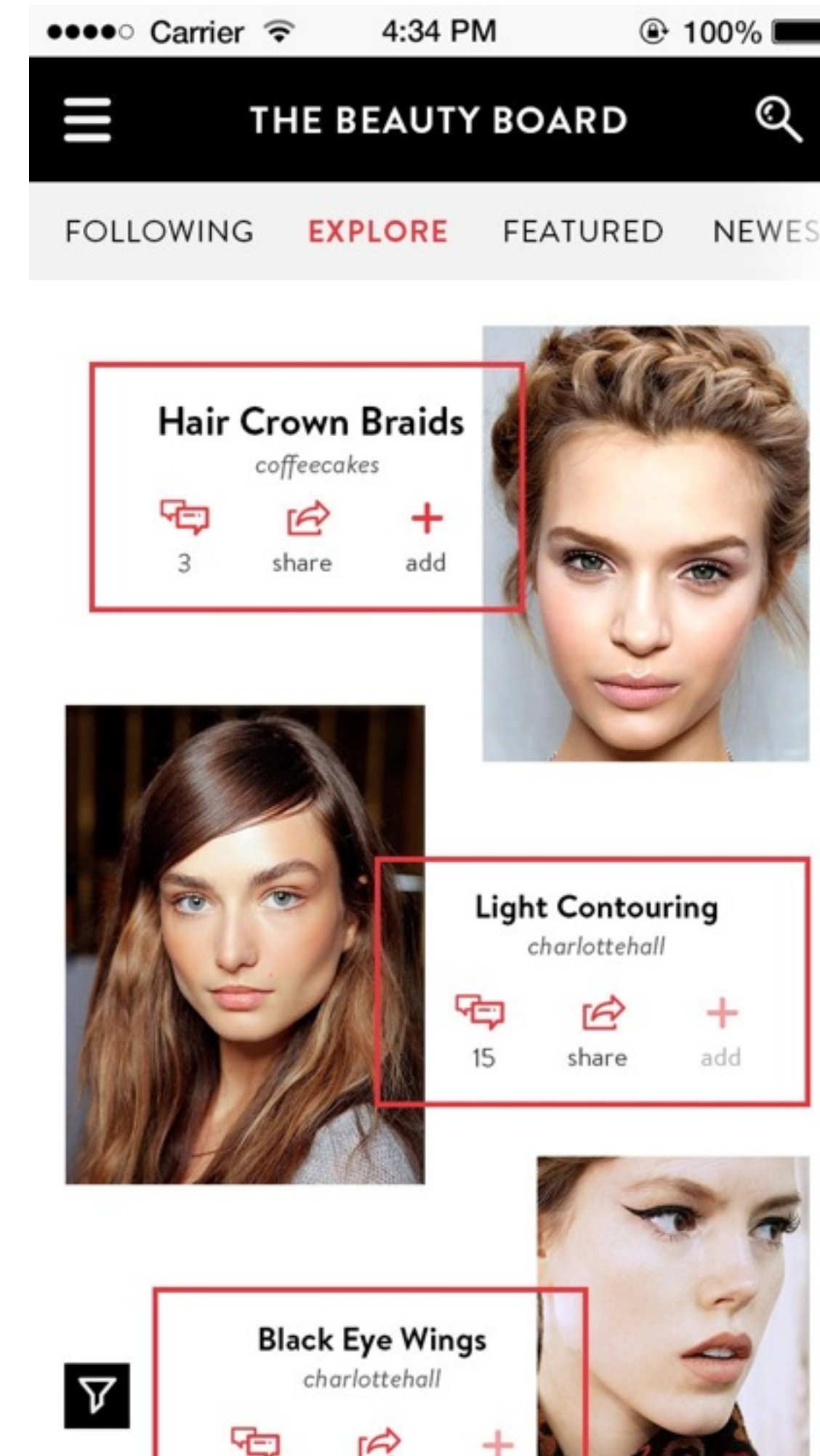
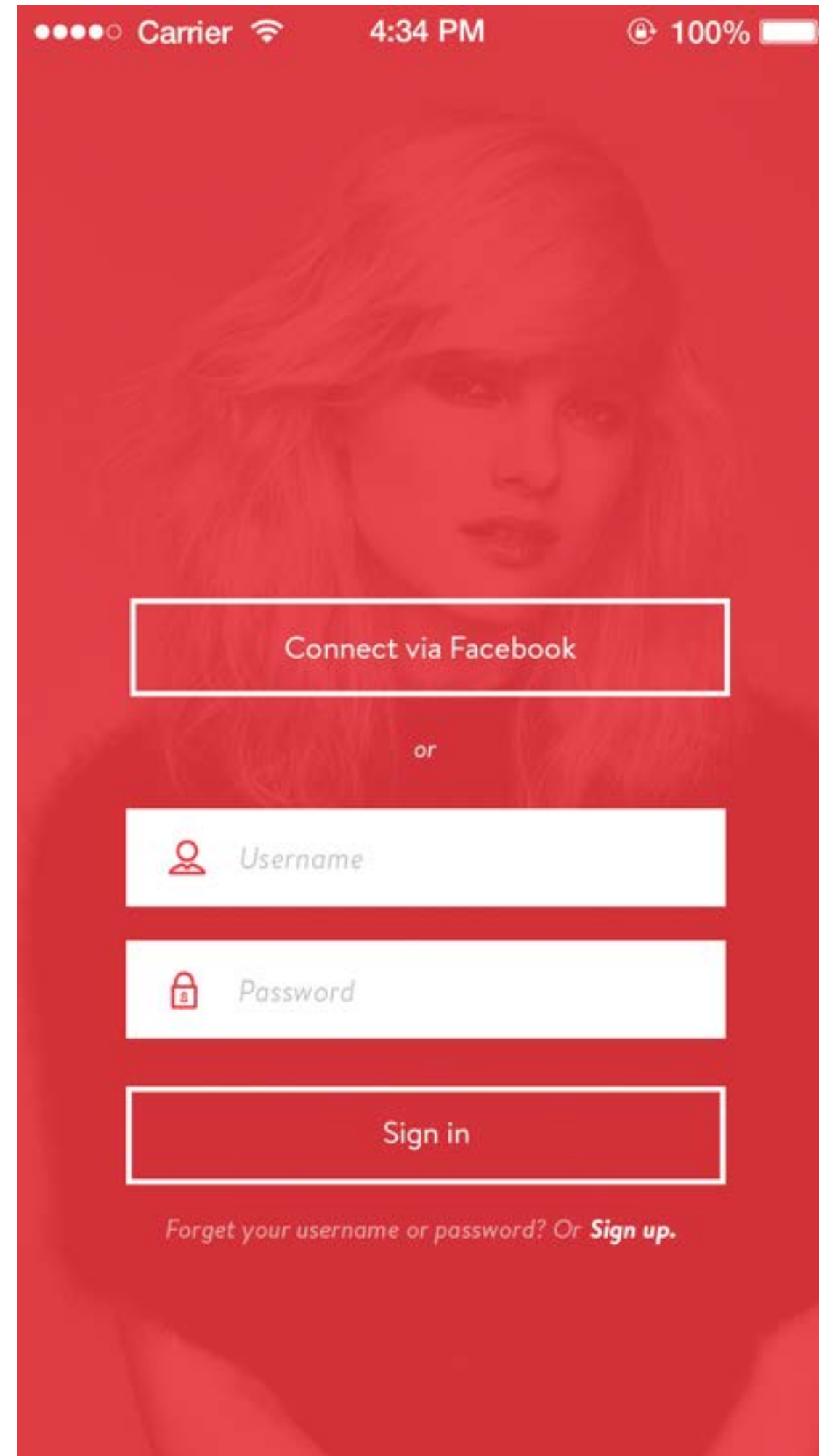
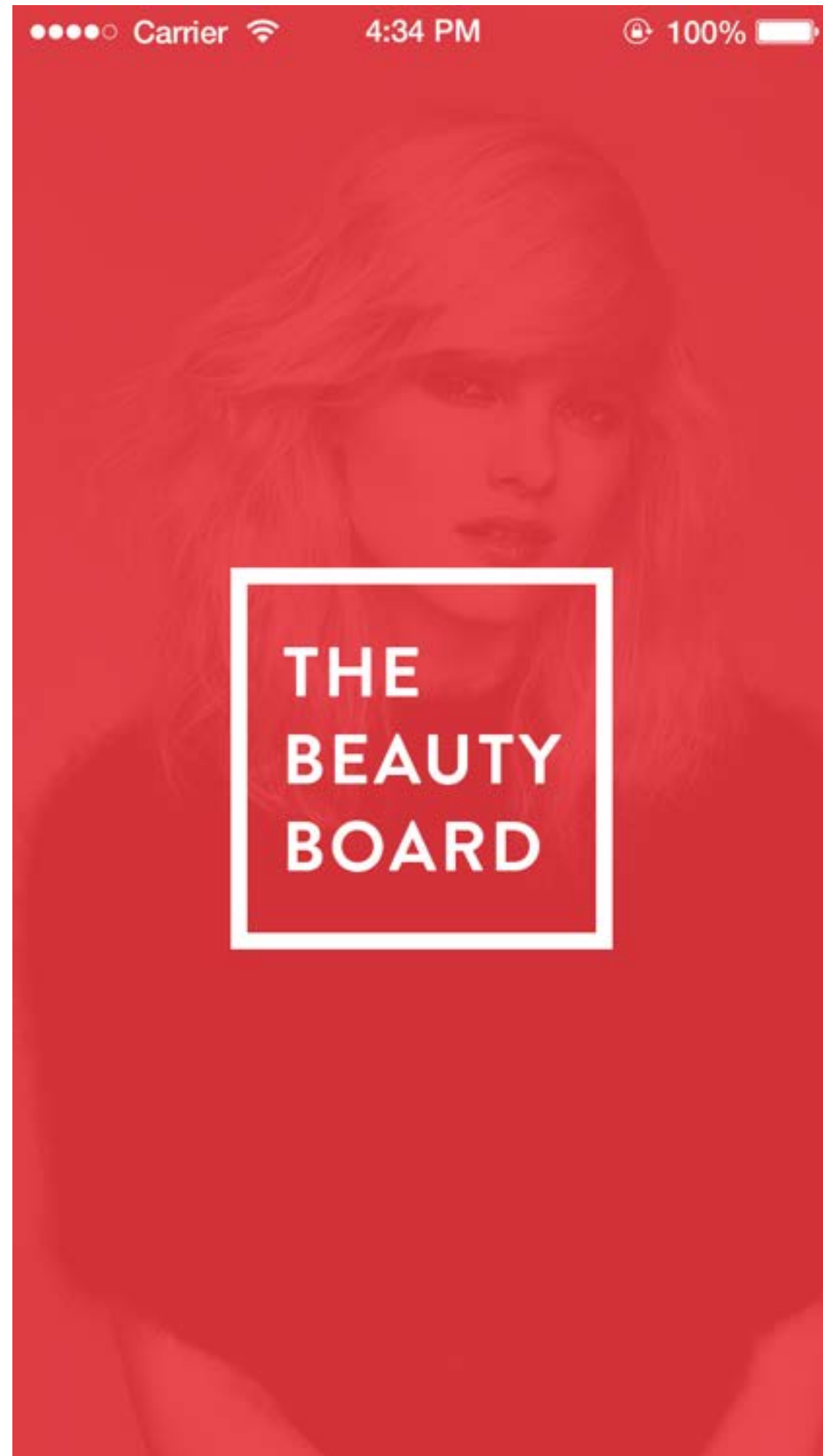
// 01





# DESIGN DIRECTION

// 0





# MOODBOARD

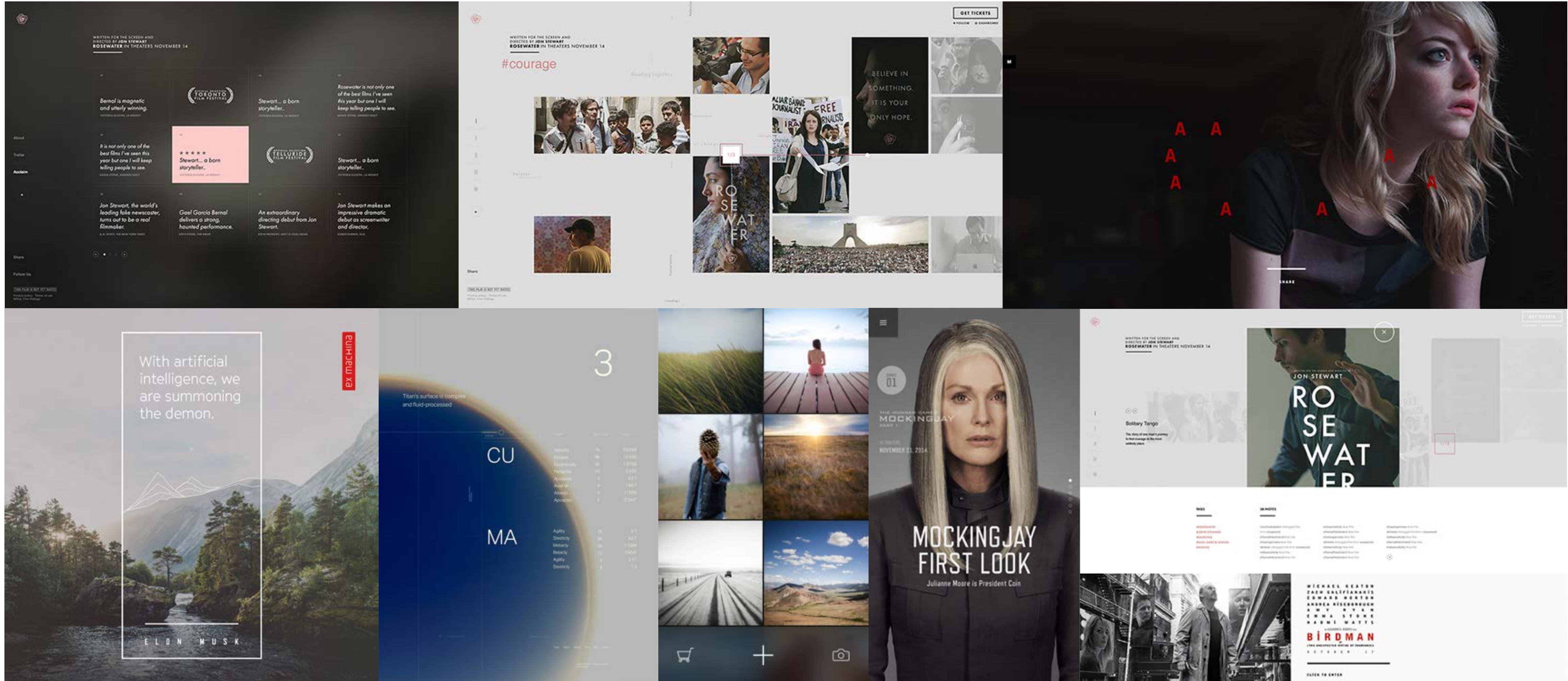
## // 02 DRAMATIC + LUSH + STYLIZED





# STYLE GUIDE

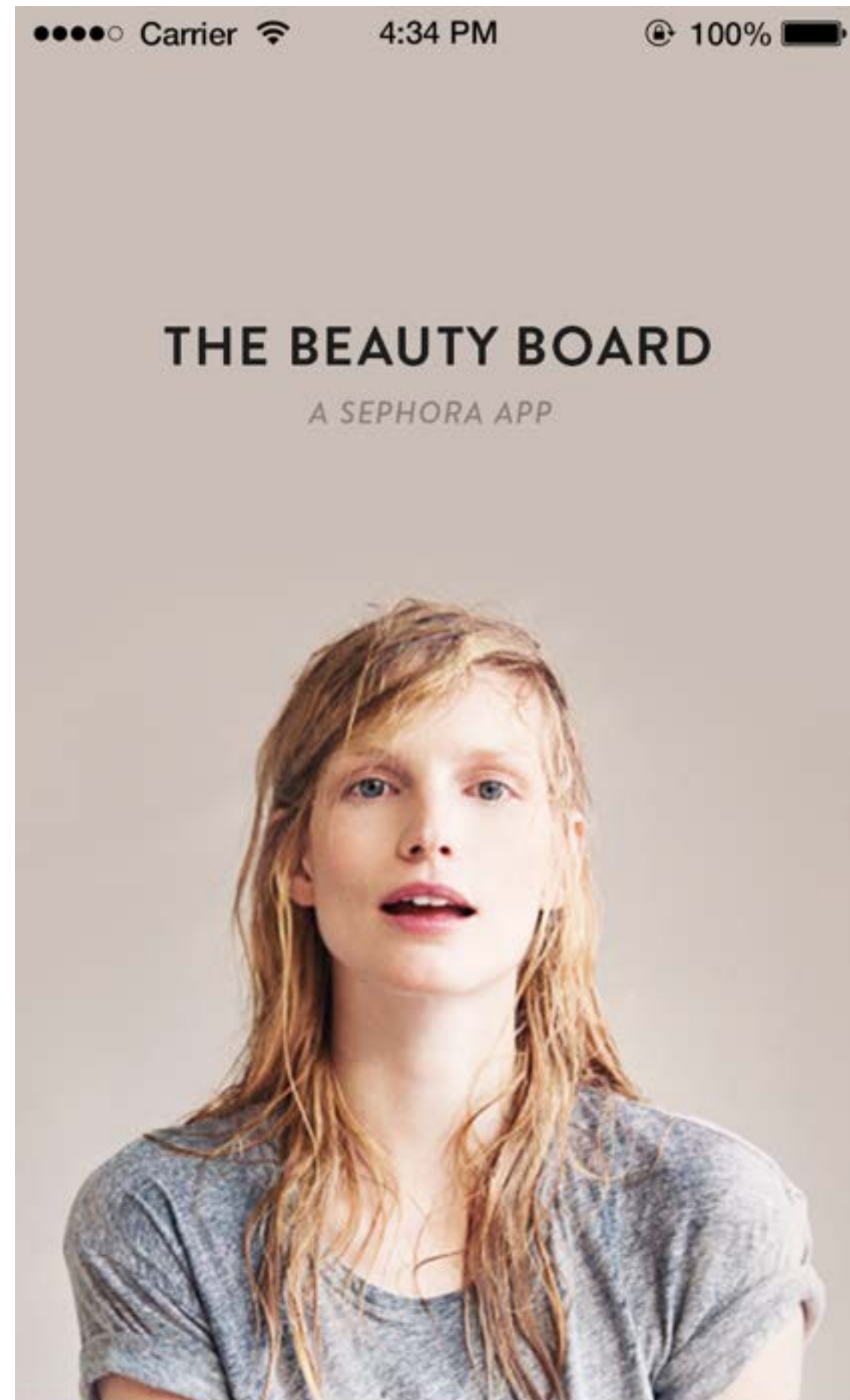
## // 02





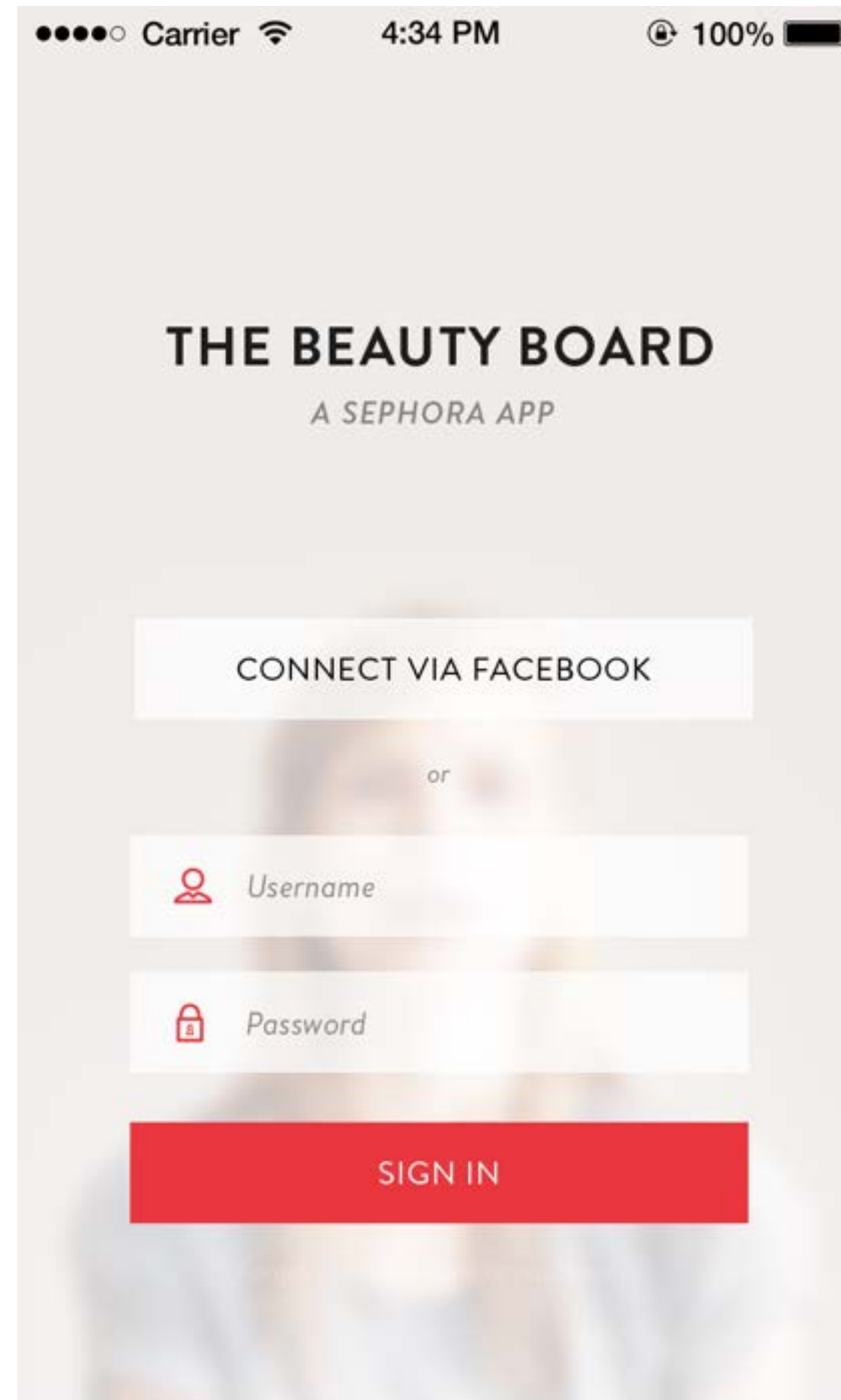
# DESIGN DIRECTION

// 0



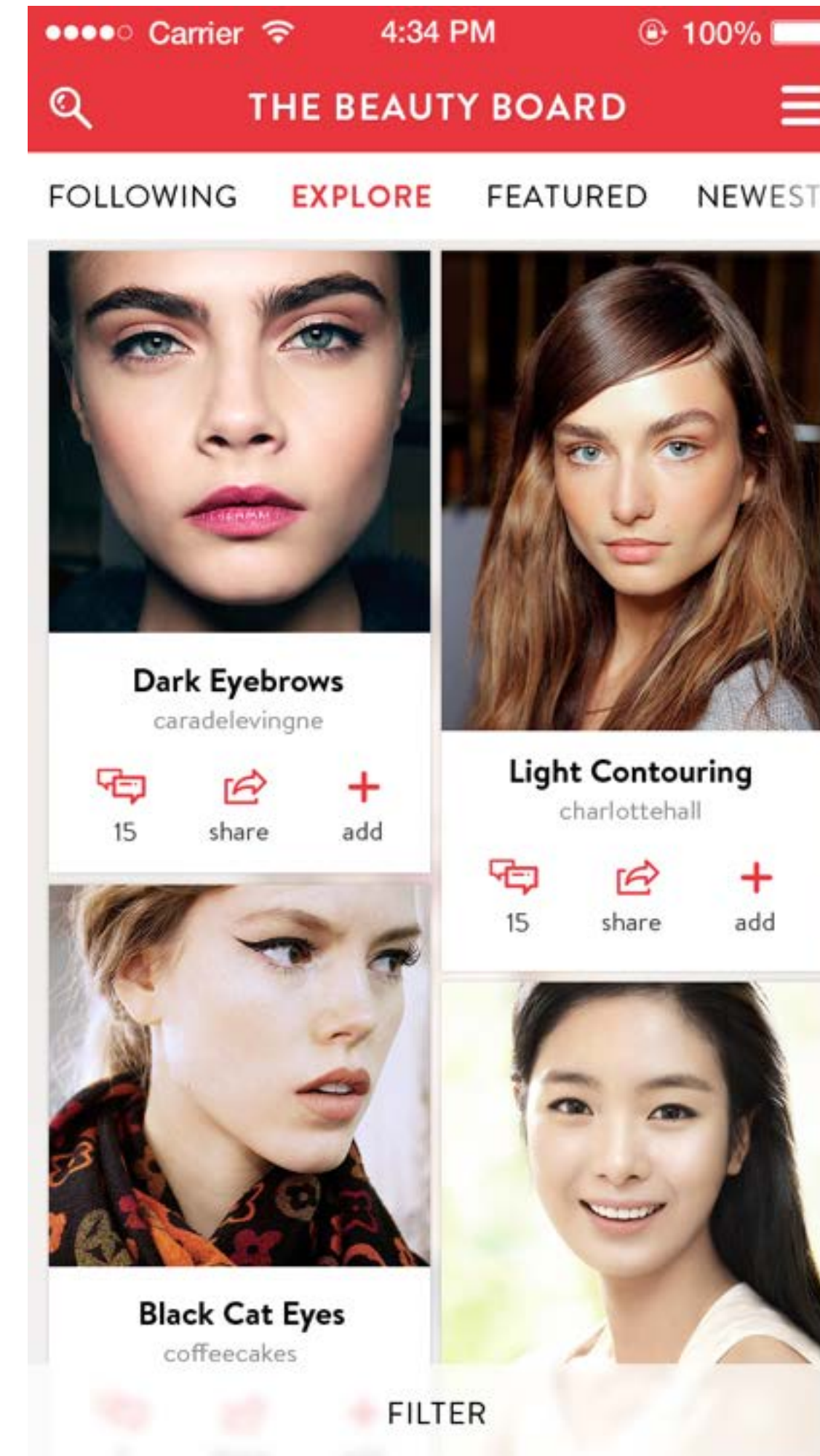
SIGN UP

SIGN IN



SIGN UP

SIGN IN





## FINAL IOS DESIGNS

01 LAUNCHPAD & SIGN IN

02 DASHBOARD & FILTER

03 MENU & PROFILE

04 COLLECTIONS & CAMERA

05 PHOTO

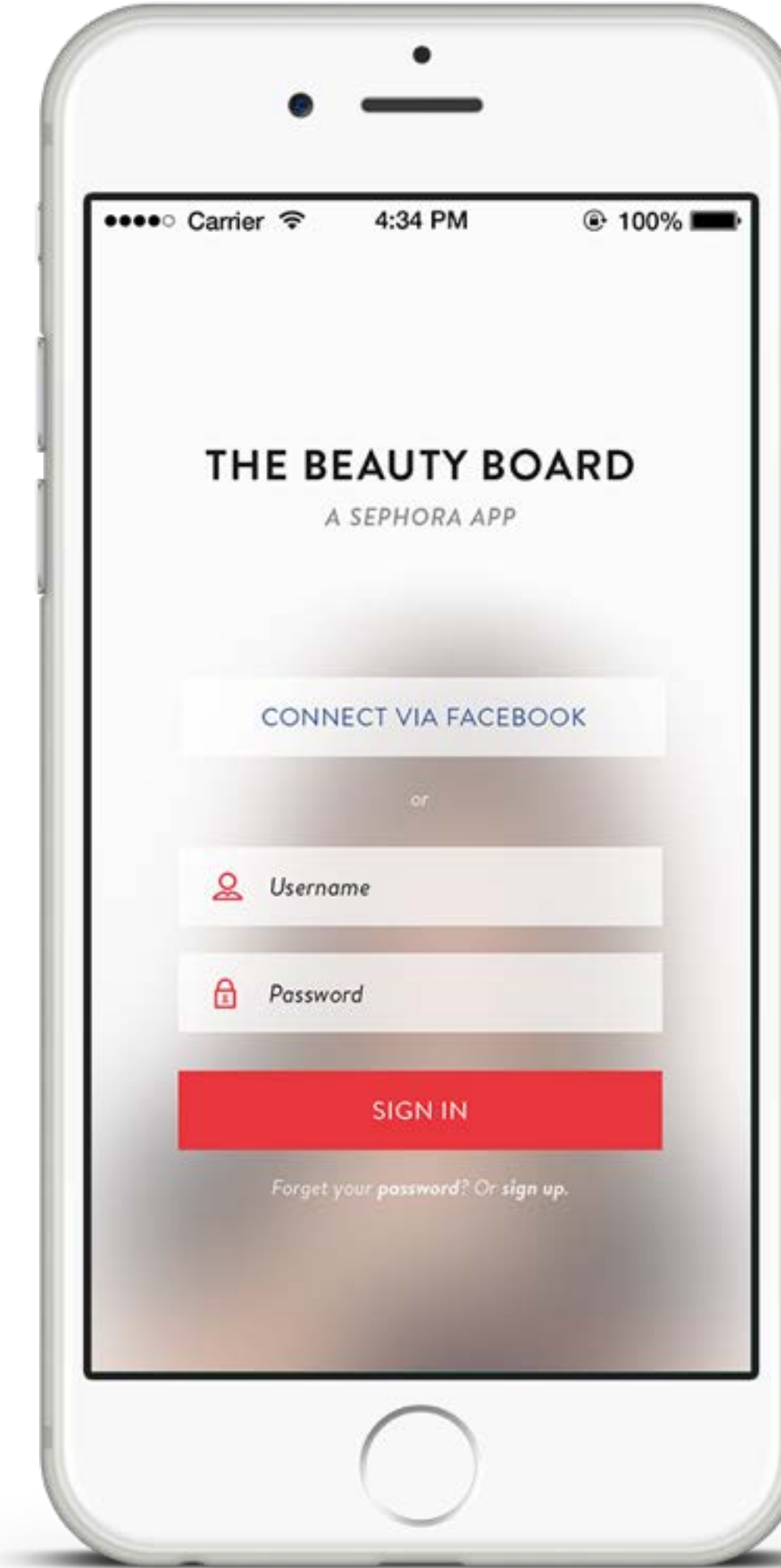
# FINAL IOS DESIGNS

## // 01

### LAUNCHPAD & SIGN IN

The launch screen of the application is a bright and happy image of someone wearing makeup. The logo branding is splashed on the top.

The login page has the image of the user blurred out and a white overlay over the top of the image. The user has the option to sign in via Facebook or the traditional email.





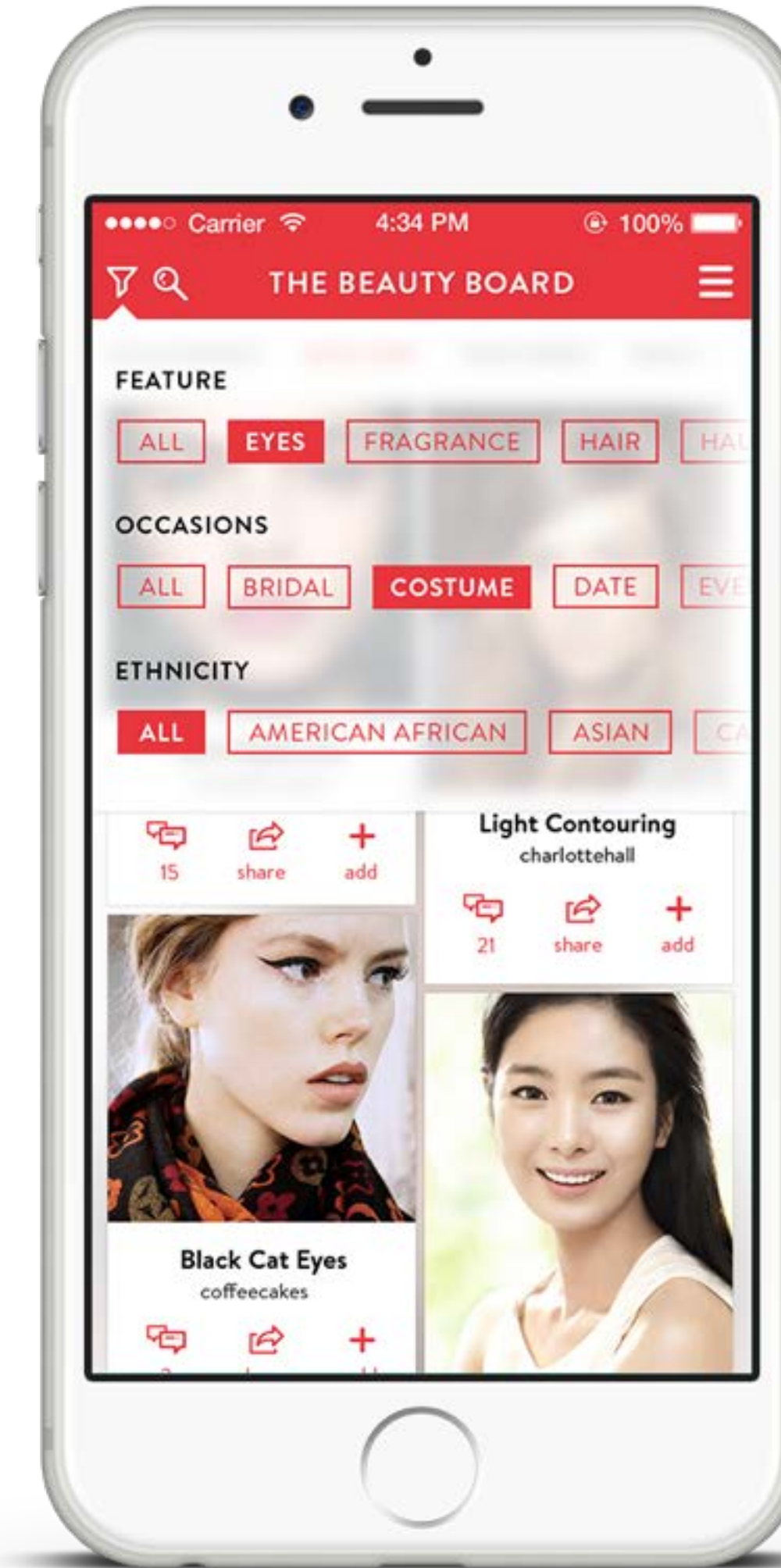
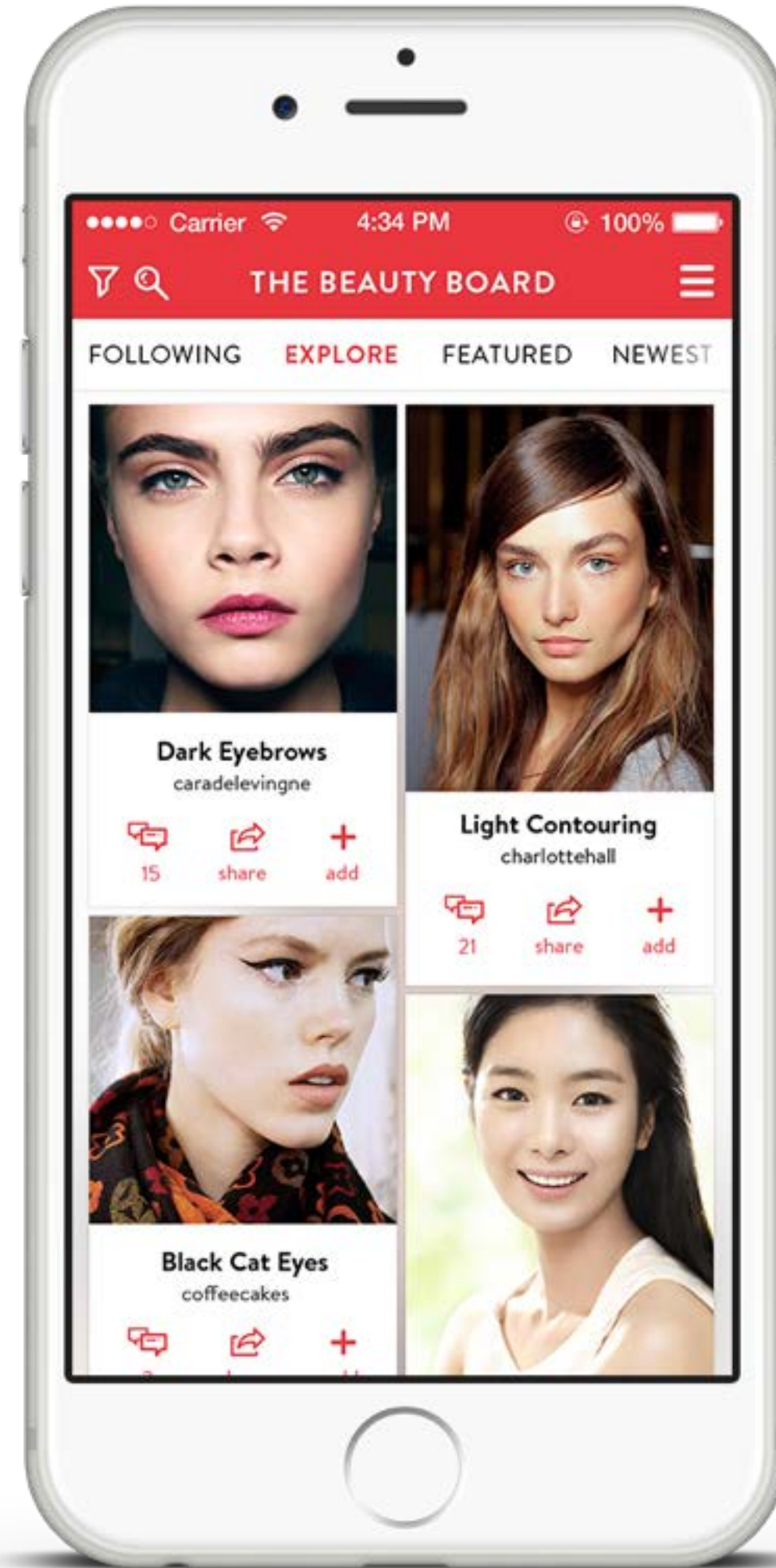
# FINAL IOS DESIGNS

## // 02

### DASHBOARD & FILTER

Once the user either creates an account or signs in, they are taken to the homepage of the app. The homepage is a gallery of different looks uploaded by other beauty lovers, which the user can sort and filter through.

The filter menu allows the user to select different tags to narrow down the look that they're searching for. The user can select multiple tags to broaden their search, if necessary.



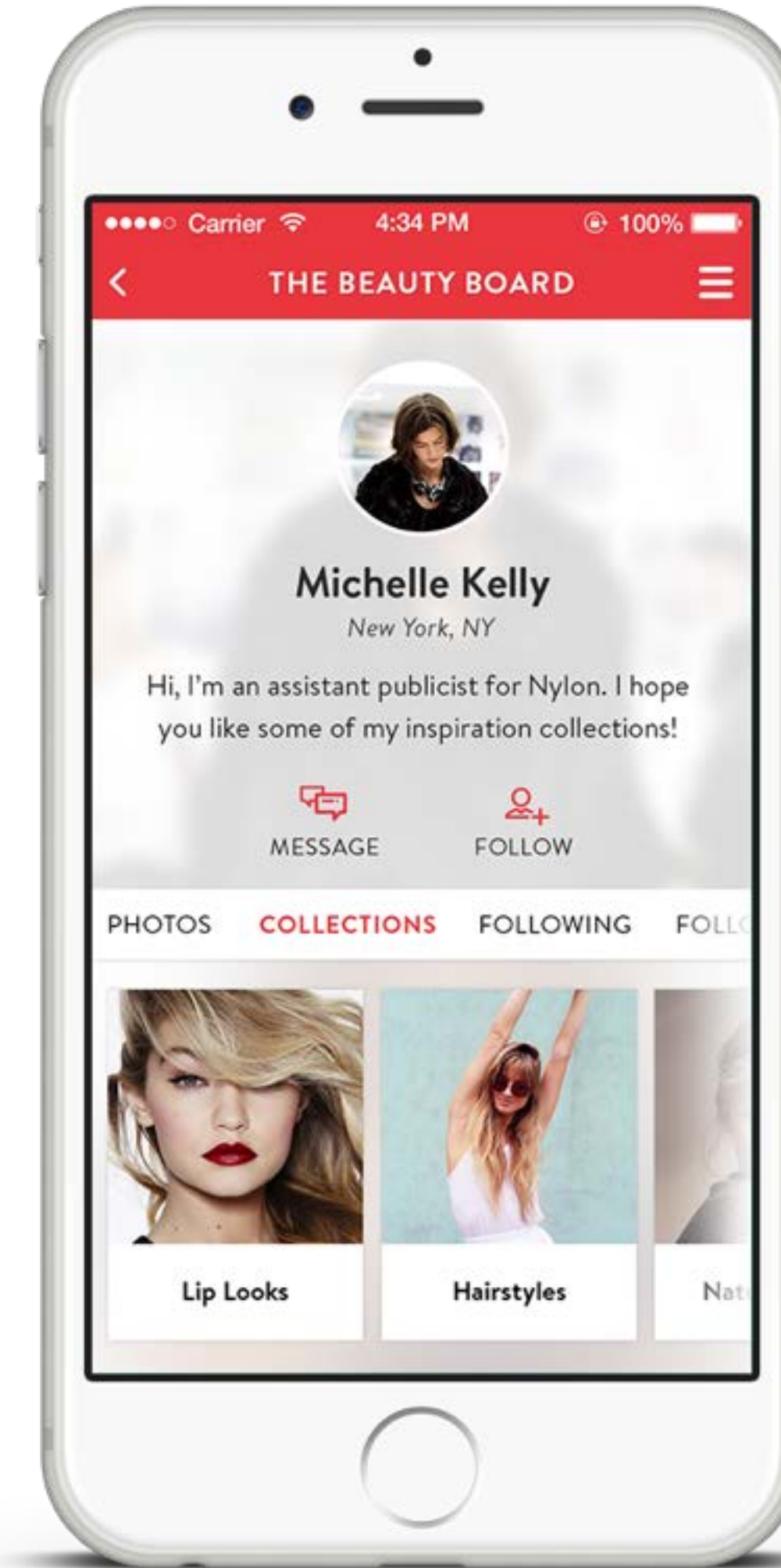
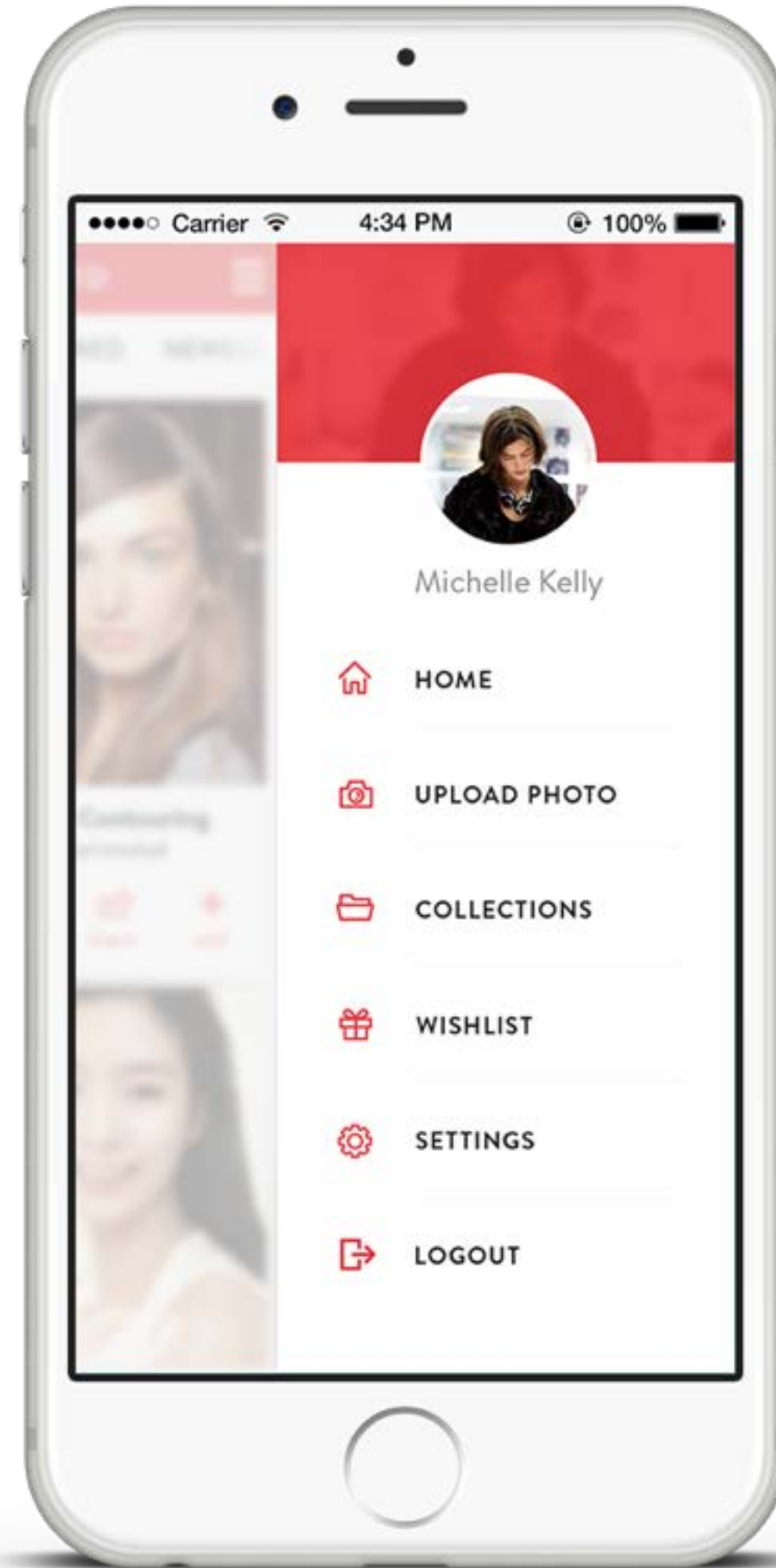
# FINAL IOS DESIGNS

## // 03

### MENU & PROFILE

The menu can be accessed anywhere with a tap on the hamburger icon. A menu slides out from the right.

The user's profile shows information about the user, such as the short summary and options to message and follow the user. A secondary menu allows the viewer to see the user's photos, collections, etc.





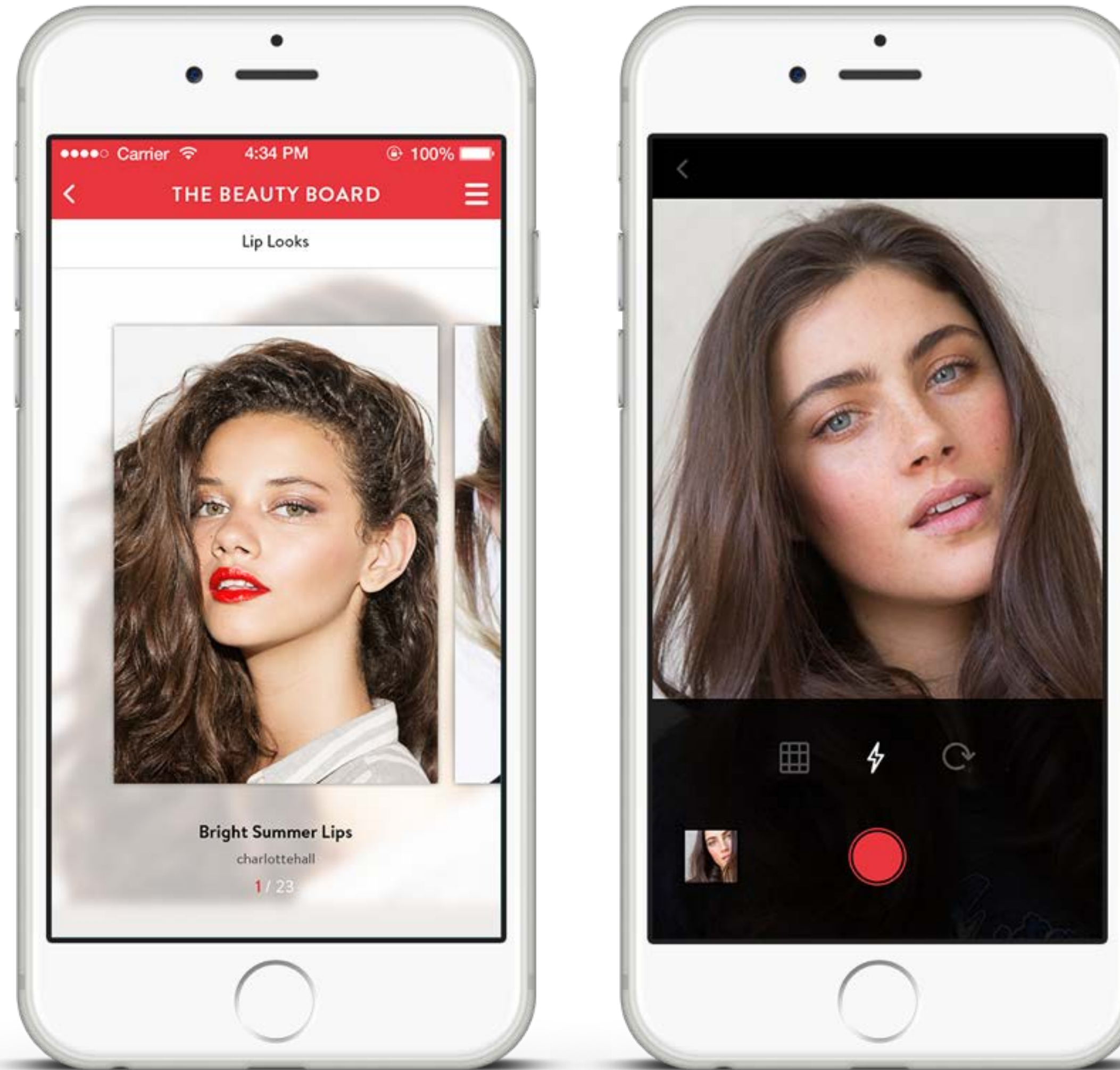
# FINAL IOS DESIGNS

## // 04

### COLLECTIONS & CAMERA

Viewing a collection allows the user to see an user's curated photos. The user can swipe through to view more of the collection.

The built in camera page of the app is very minimal so the user can focus on just taking the photo.





# FINAL IOS DESIGNS

## // 05

### PHOTO PAGE

The individual photo page provides in depth details about the photo. The user can add the photo to their collection or share the photo.

The users can see the products used in the look and add it to their wishlist, that the user can also view on the Sephora app or website. The user can also see the tags and related photos are also. Other beauty lovers can also leave comments and provide feedback to user.

