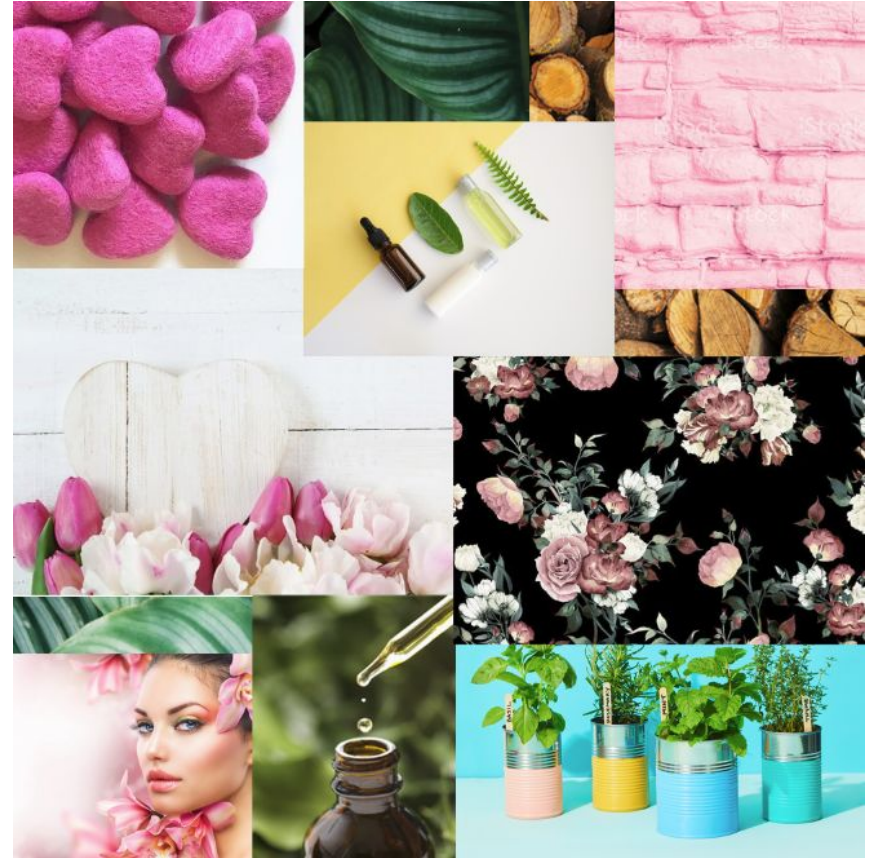
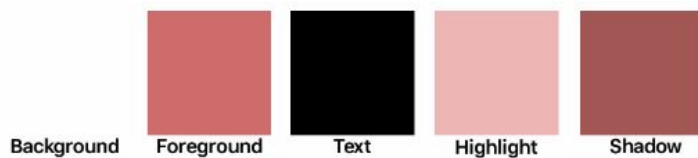


Vibrant
cosmetics

Yena Kim

What is Vibrant?

- It is cosmetics brand
- It is vegan and vegetarian
- It is free of preservatives and harmful chemicals
- It is cruelty free
- It is 100% natural and organic
- Palette



Mood Board

Vibrant on Mobile

Opportunities

- We allow quick access to our products.
- Simple and easy-to-read layout.
- Always available
- Possible opportunities on social media coverage as mobile app
- Flexible customization

Challenges

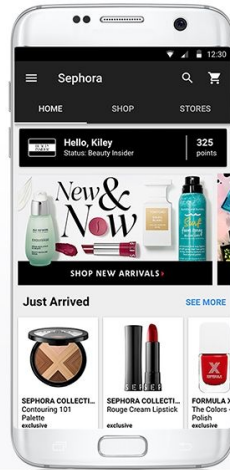
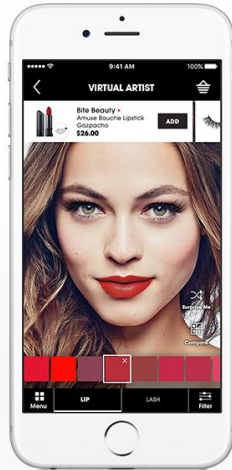
- (General) limited space
- Conflicts in visual ques
- Working with limited screen
- Lack of knowledge in mobile development

Competitors: Sephora

Make Beauty Mobile

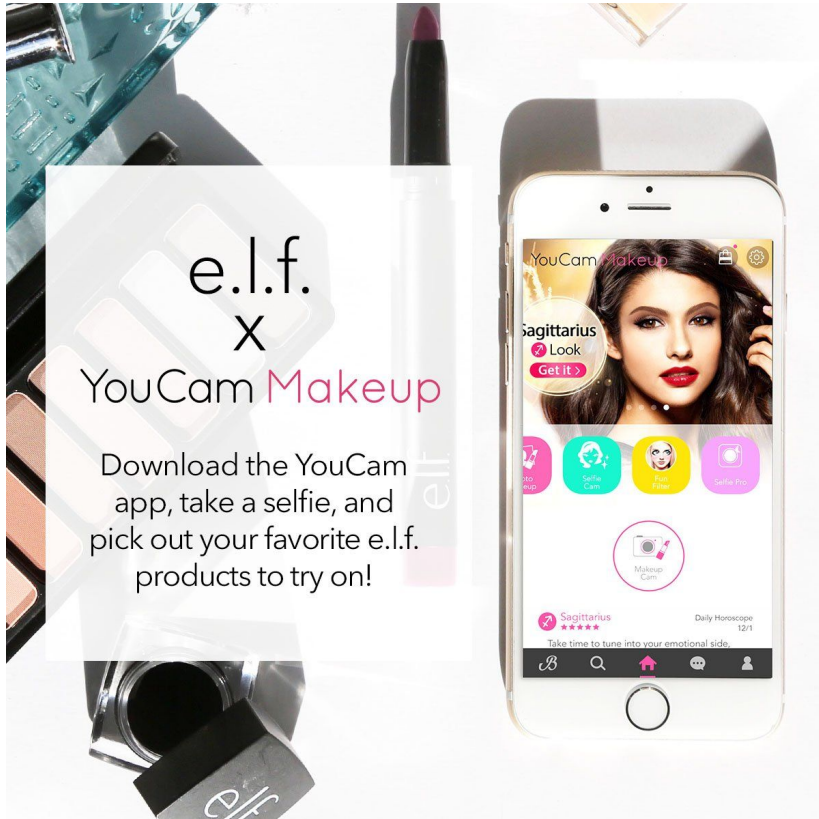
Download the Sephora App for instant, on-the-go access to exclusive offers, beauty tutorials, and more. Text "APP" to 79014 to get started.*

*Standard message and data rates may apply.



- Founded in 1969
- Well-known cosmetics company
- Build-in beauty tester/tutorial app
- Features 300+ different brands
- Similar layout as Vibrant

Competitors: e.l.f. Cosmetics



The image shows a smartphone displaying the e.l.f. YouCam Makeup app interface. The app features a central image of a woman's face with various makeup filters and icons for different features like 'Selfie Cam', 'Makeup Cam', and 'Selfie Pro'. A 'Sagittarius Look' is highlighted with a 'Get it >' button. The background of the slide shows various e.l.f. cosmetics products like lipsticks, eyeshadow palettes, and a compact.

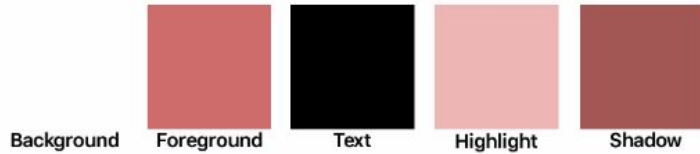
e.l.f.
X
YouCam Makeup

Download the YouCam app, take a selfie, and pick out your favorite e.l.f. products to try on!

- Founded in 2004
- Affordable and widely available
- Can be found in: Target, CVS, Nordstrom, etc
- Collaboration with other applications

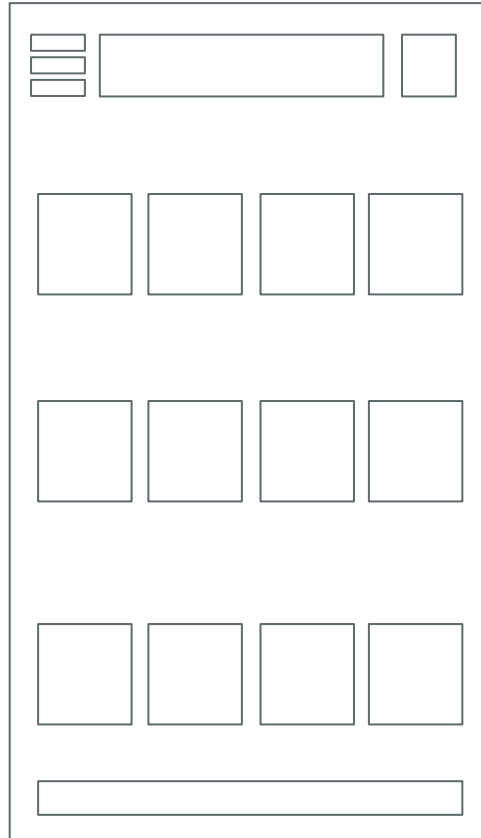
Vibrant: Foundation

Palette

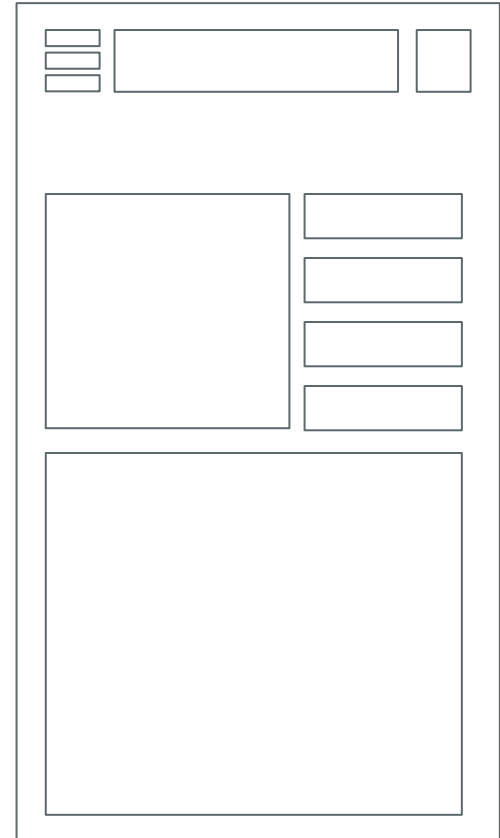


Key Features

- Newly Arrivals
- Best Sellers
- Deals/Promotions
- Social Media
- Search
- Side Menu



Basic Layout_Home

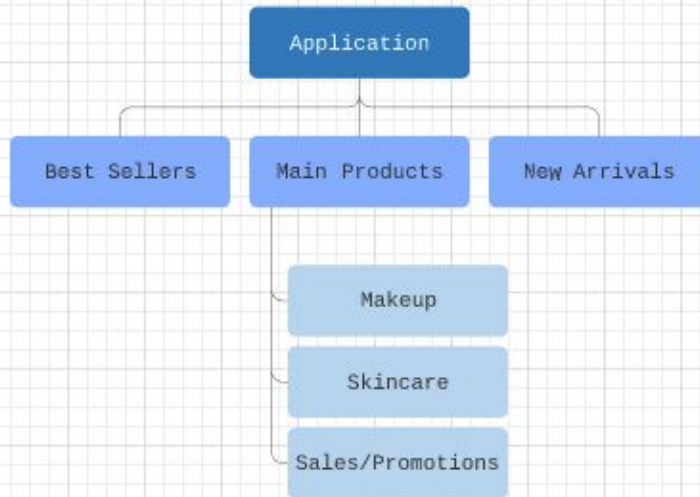


Basic Layout_Item

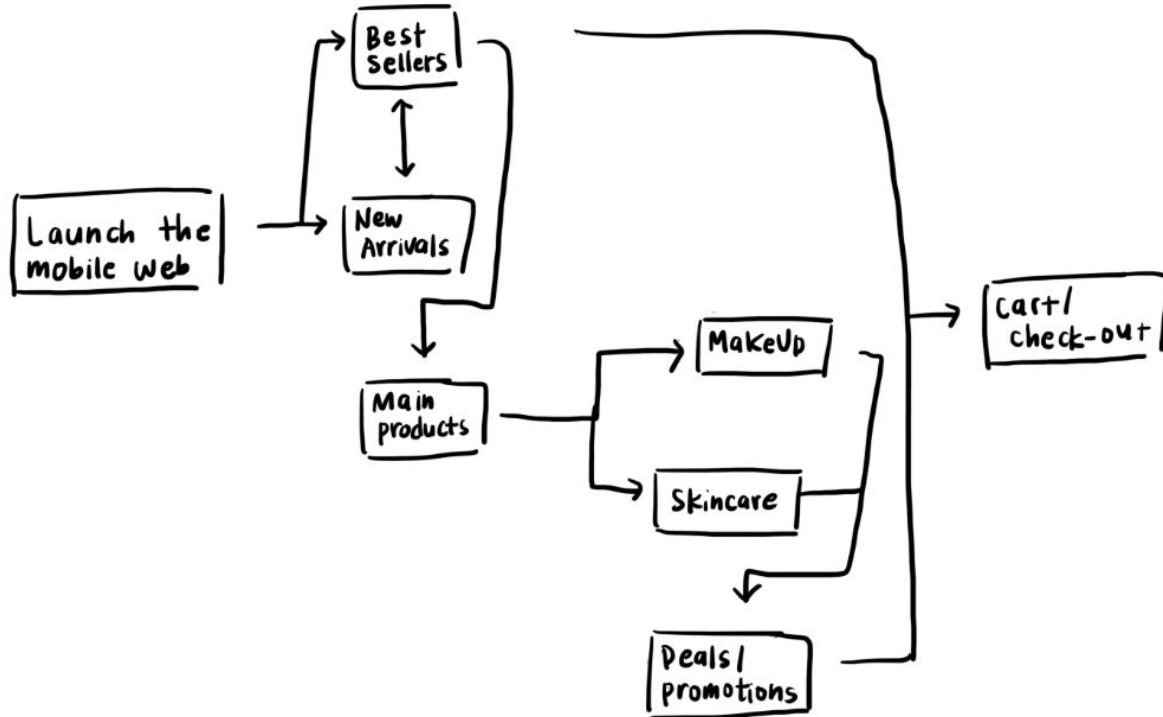
Information Architecture Diagram

MakeUp Mobile Web Design

Yena Kim | September 30, 2019



User Flow Diagram



Paper Prototype



Paper Prototype [Feedback]

Pros

- Easy navigation and simple buttons allow quick access.
- Clean and chic looks is attractive towards female audiences
- Flexible to adaptations and add-ons

Cons

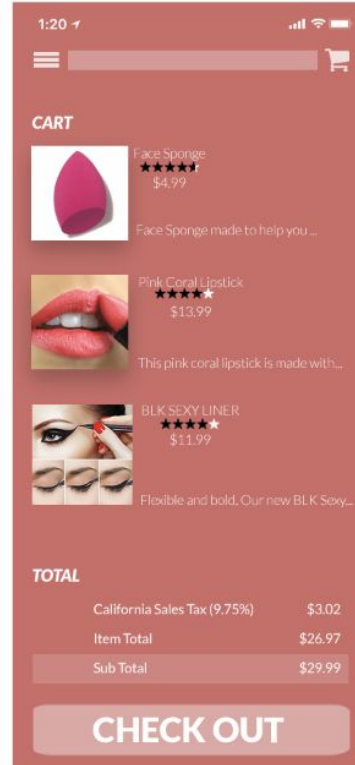
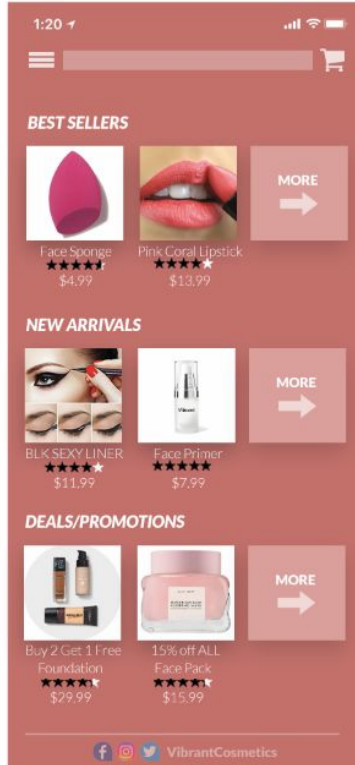
- Possible Visual Clutter
- Menu bar wasn't available on all pages
- Wanted more in-depth and/or detailed prototype

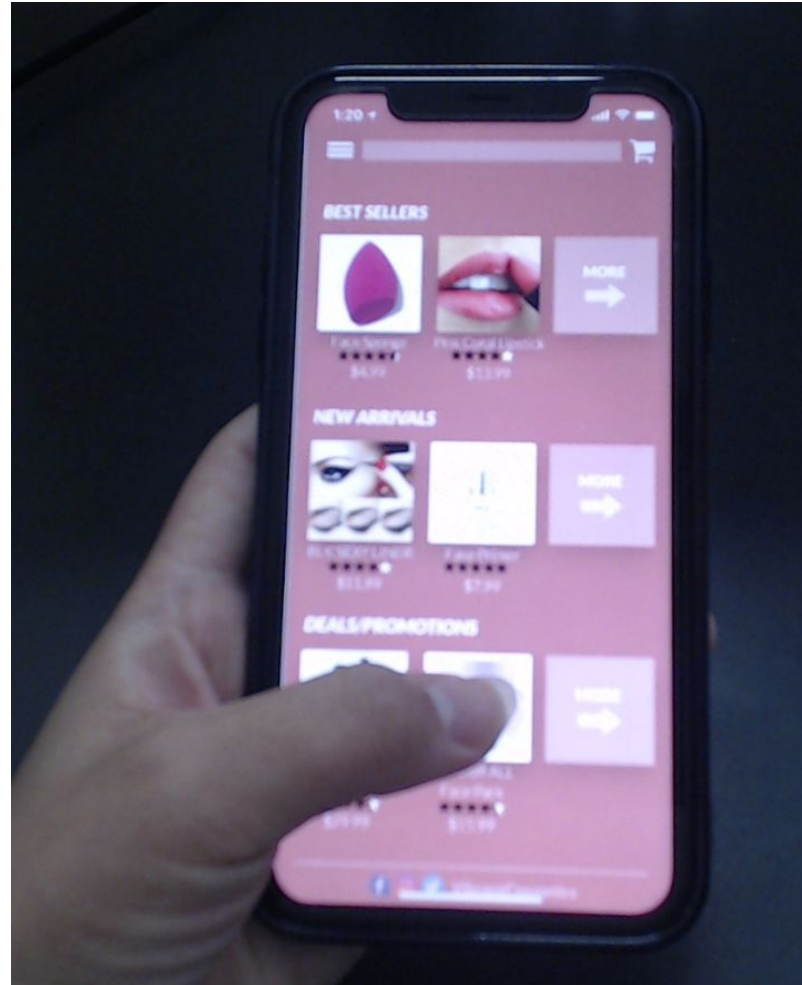
Paper Prototype [Analysis]

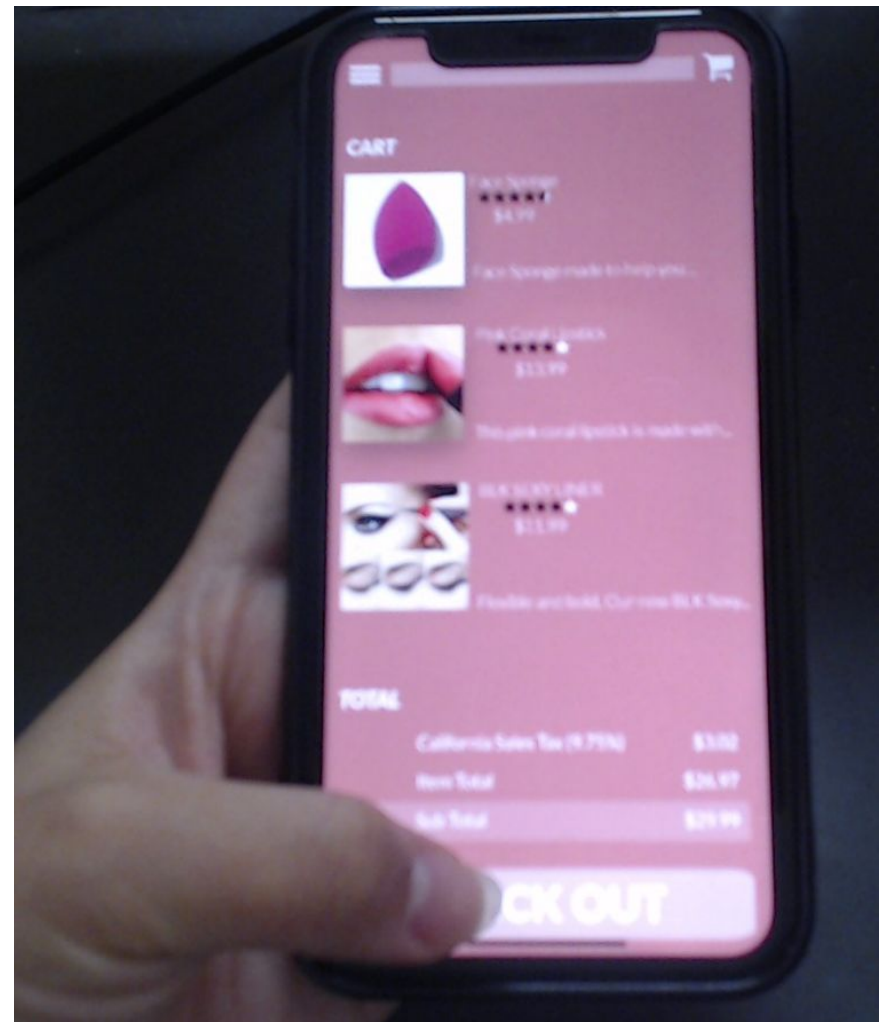
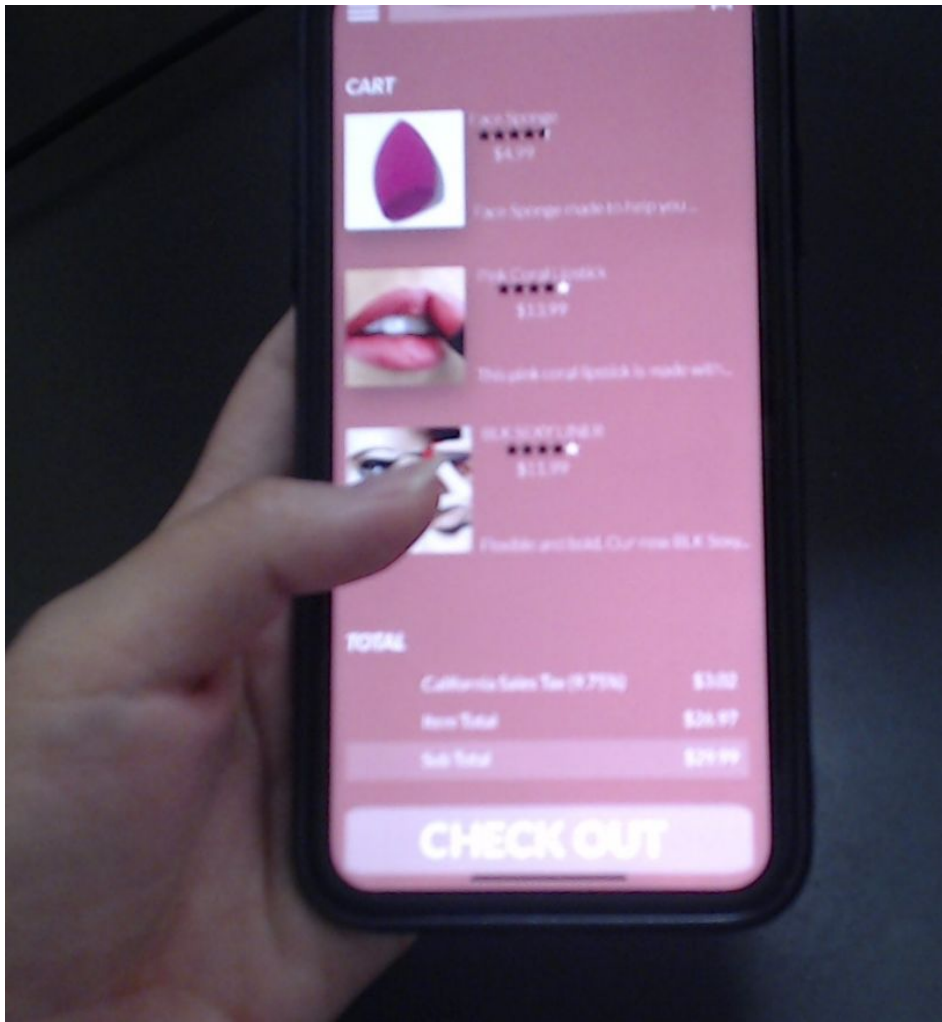
For this testing process, I have asked 5 females in different age groups were given paper prototype along with questions to be answered. Age groups were the following: 3 between 21-35, 1 between 36-50, and last between 50-65. All of them seem to agree that application design was simple enough to understand and navigate easily. However, they also strongly felt that maybe it's too 'simple' or possibly 'lack' information depends on the needs of users. For example, if the user is trying to 'view all', they might be confused unless I give strong visual cues. Additionally, mentioned above in the cons, there might be a visual clutter depends on the images selected on the home page as it's mostly photos and examples of products.

To further develop the products, I would like to work mode exclusively with color palettes and make second prototype with colors and actual images. To test it out, I will print out color paper prototypes and ask the same series of questions and have different groups test and see if I receive different feedback.

Hi-Fidelity Prototype







Future Possibilities

As I worked on Vibrant's mobile application, I think I was able to understand the importance of flexibility and adaptations. While as a designer, we may think something is near 'perfection' to our standards, sometimes is not so friendly to the users. While I was able to make a Hi-Fidelity on mobile application, I would like to be able to actually make a mock-up application, if possible, and really work around with the settings and more in-depth design.

Furthermore, while I worked with very limited palette this time, I would like to work with more variety of colors and designs to really live up to its name 'Vibrant'. If I am able to utilize more colors and palette in future design of this app, I believe that I will be able to attract more users. I would also like to be able to run more user testings and continue to fix the design.