

Responsive Website

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Project overview



The product:

This website was created to provide beginners in makeup content in one place. To decrease the amount of time scrolling on social media.



Project duration:

May 2023- July 2023



Miss Jasz
Beauty Vlogger

Top Makeup Creators



About Us

We are dedicated to bringing quality makeup tutorials in one space without scrolling through social media.



Our Why

We want beginners at makeup to have tips and content in one place.

Project overview



The problem:

It takes time looking for a content creator that match user's skin tone, It can take hours looking for someone who matches your shade. This website will narrow it down.



The goal:

The goal of this project is to decrease the time spent looking for a content creator that matches your skin tone and provide users with a match through a quiz. The user will have access to content that matches their skin color.

Project overview



My role:

UX Designer & UX Researcher.



Responsibilities:

User research, wireframing, prototyping & mockups

User research: summary



The user research for this project was challenging. Users wanted more from low fidelity type and truly wanted to take quiz for be match with content creators to enhance their makeup skills. User research took two weeks to complete to truly understand users.

User personas



Mia Straw

Age: 27
Education: MPA
Hometown: Houston, TX
Family: Single
Occupation: Fashion Stylist

"Makeup is an enhancement to my beautiful soul"

Goals

- To find makeup tutorials in a timely fashion for women of color.

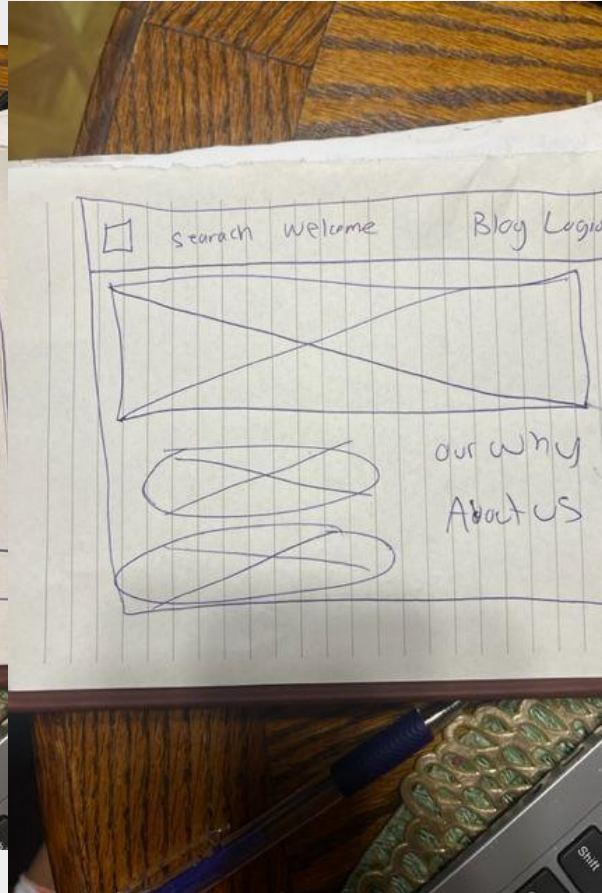
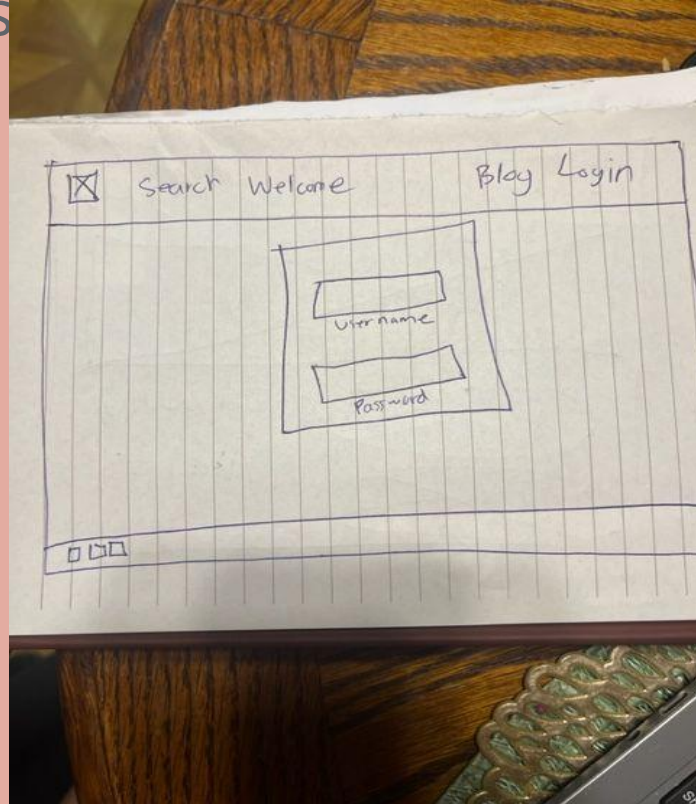
Frustrations

- Spends countless hours on social media looking for women that looks like her,

Mia graduated college a year early. She went into the workforce determined to climb the corporate ladder. After three years she felt stagnant. Her mom plant a seed of becoming a stylist for her keen eye for fashion. Some clients also need makeup to go with her outfit selections. She spends countless hours on social media looking for a fit for them.

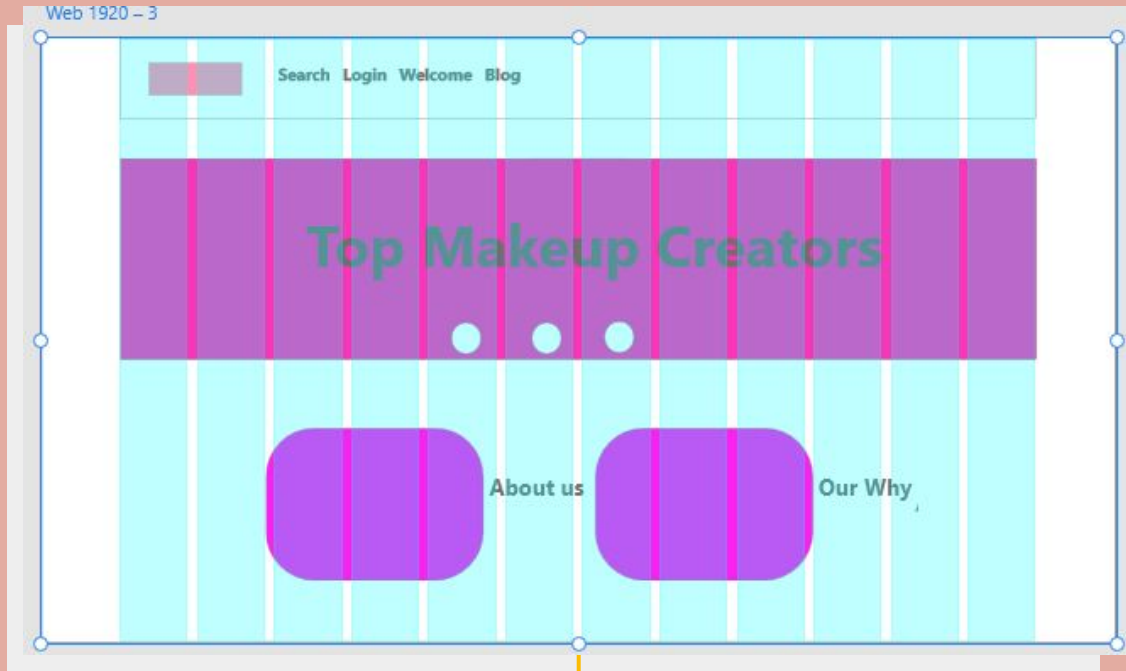
Paper wireframes

These wireframes are sketches that came to me for the vision of the website.



Digital wireframes

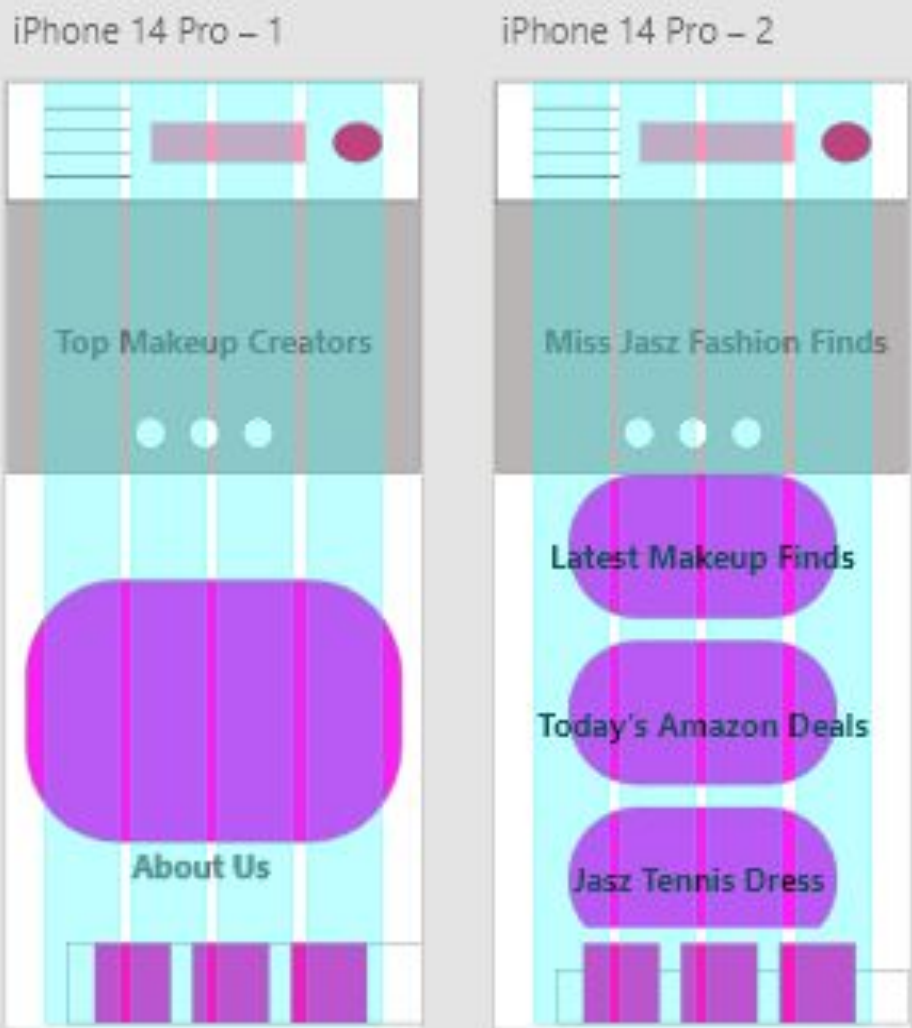
The home screen pictures were to include carousel pictures. Users feel like the focus should be on the overall goal of the website.



Description of the element and its benefit to the user

Digital wireframe screen size variation(s)

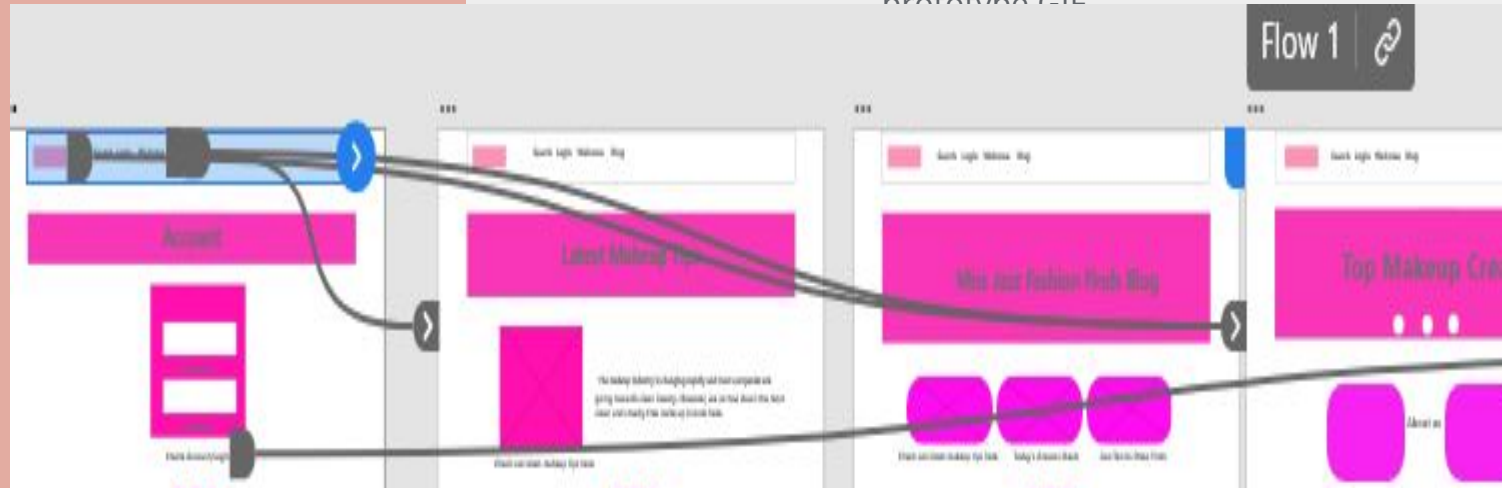
Users wanted less creation of the website with carousel images and to focus on overall purpose. The overall purpose is to bring tips to beginners in makeup without scrolling through social media constantly.



Low-fidelity prototype

<https://xd.adobe.com/view/8fce4109-b1e5-4f68-97ea-8b9e56914cb-b-da9d/>

Screenshot of
prototype with
connections or
prototype GIF



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

1

Finding

Users wanted website to be more focus on makeup content.

2

Finding

Users wanted to create account to start learning and applying better makeup techniques.

3

Finding

Users expressed gratitude for website being aimed towards beginners in makeup.

Mockups

[Your notes about goals and thought process + how you responded to and implemented peer feedback]

Before usability study

Mockup 1 before



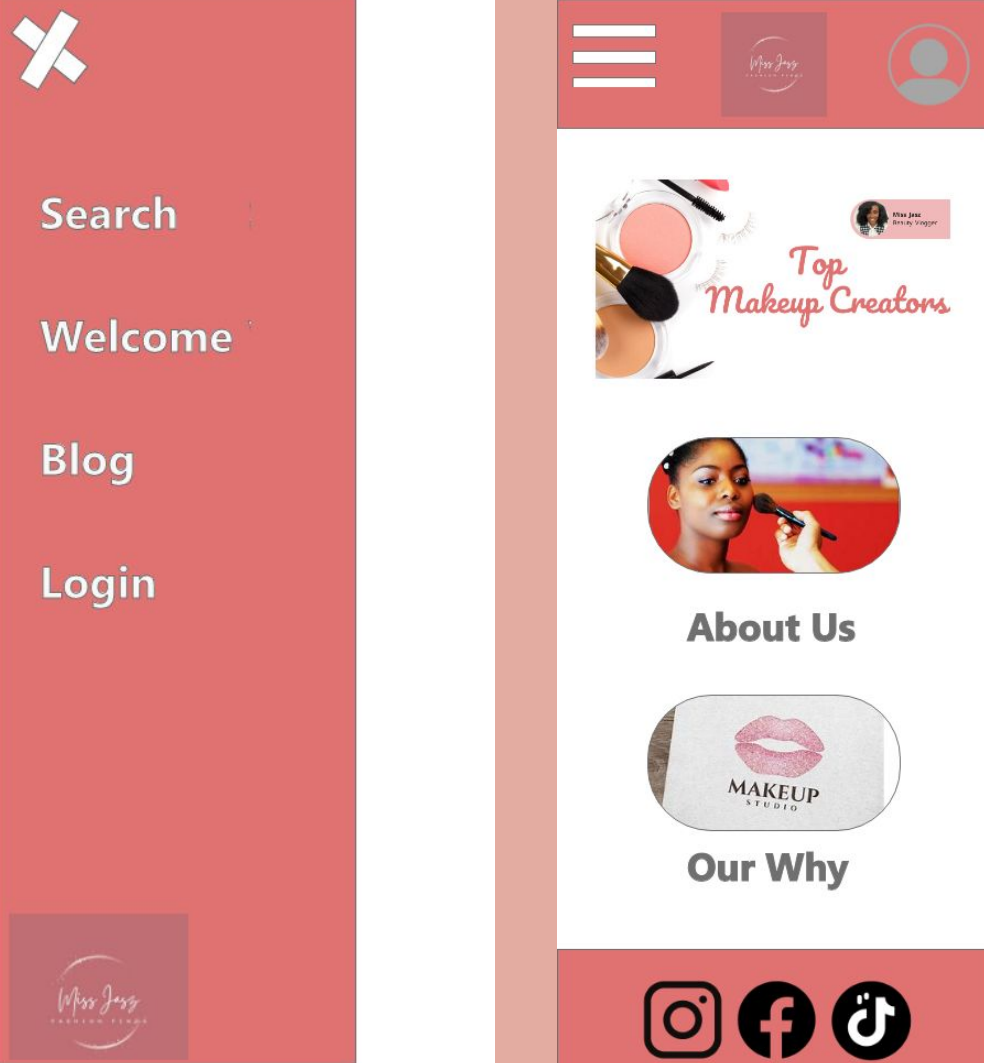
After usability study

Mockup 1 after

Mockups: Original screen size

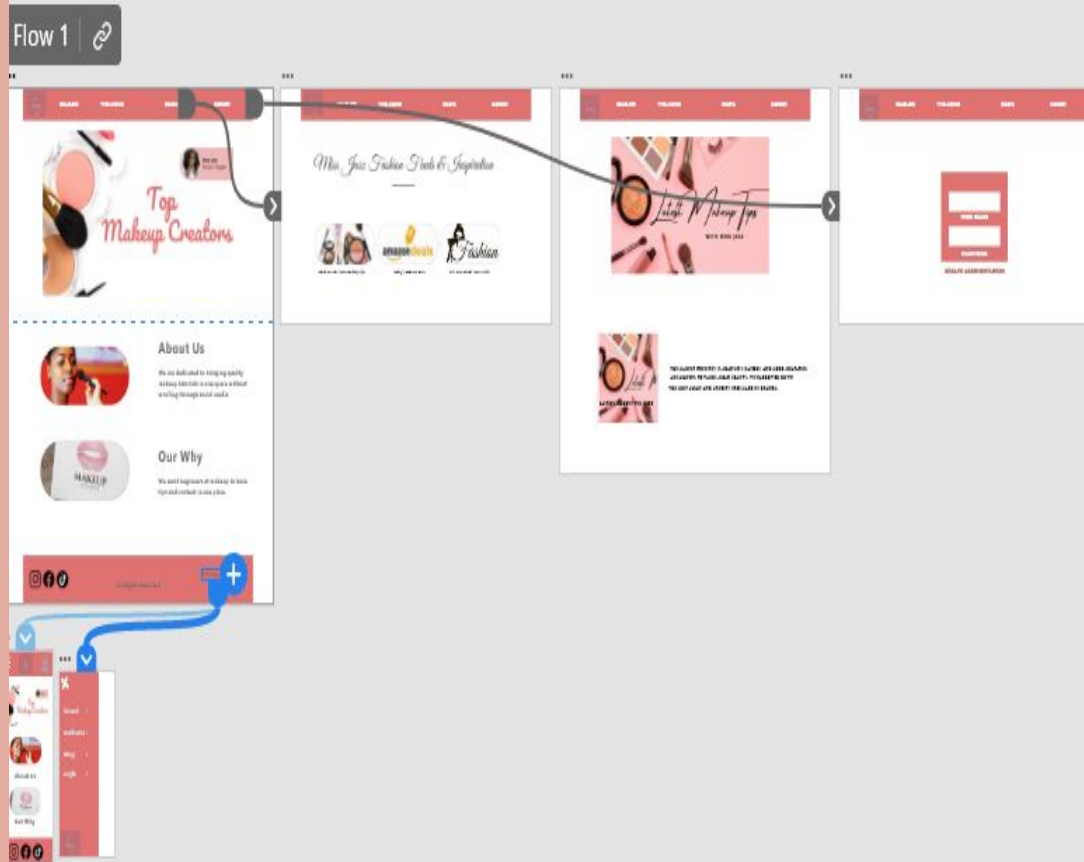


Mockups: Screen size variations



High-fidelity prototype

<https://xd.adobe.com/view/a2e70e4a-5f43-4e5d-a202-6db09fbe5ce4-f7b4/>



Accessibility considerations

1

Hierarchy headings will be an accessibility for this design. I want users to have the full experience no matter who is on the other side of the screen.

Let's connect!



Hope the presentation was good for you. Let's connect email is authethenticalllyou5@gmail.com