

watsons

Assignment 2: Interactive Prototype Non-game



How might we **virtually assist** young adults to discover beauty products that are suitable for them?

UXG3570 User Research 2

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Overview

About Watsons

Watsons is Singapore's leading beauty and health retailer with more than 100 stores located islandwide. Aligned with its philosophy of bringing 'more' to customers' lives, Watsons inspires and enables every one of our customers to look good and feel great so they can enjoy life to the fullest.

WHAT

Background information

Watsons is part of the AS Watson Group, the world's largest international health and beauty retailer, providing tech-enabled retail experience to customers offline and online.

WHO

Target Audience

- Young adults, mainly females from ages 18 to 35
- Middle to low income customers who benefit from special discounts and offers.

WHY

App's Purpose

Watsons's mission is to help customers look their best, make positive choices, and feel amazing every day. They offer a diverse selection of brands and products, alongside personalized advice and health, beauty, and personal care consultations.

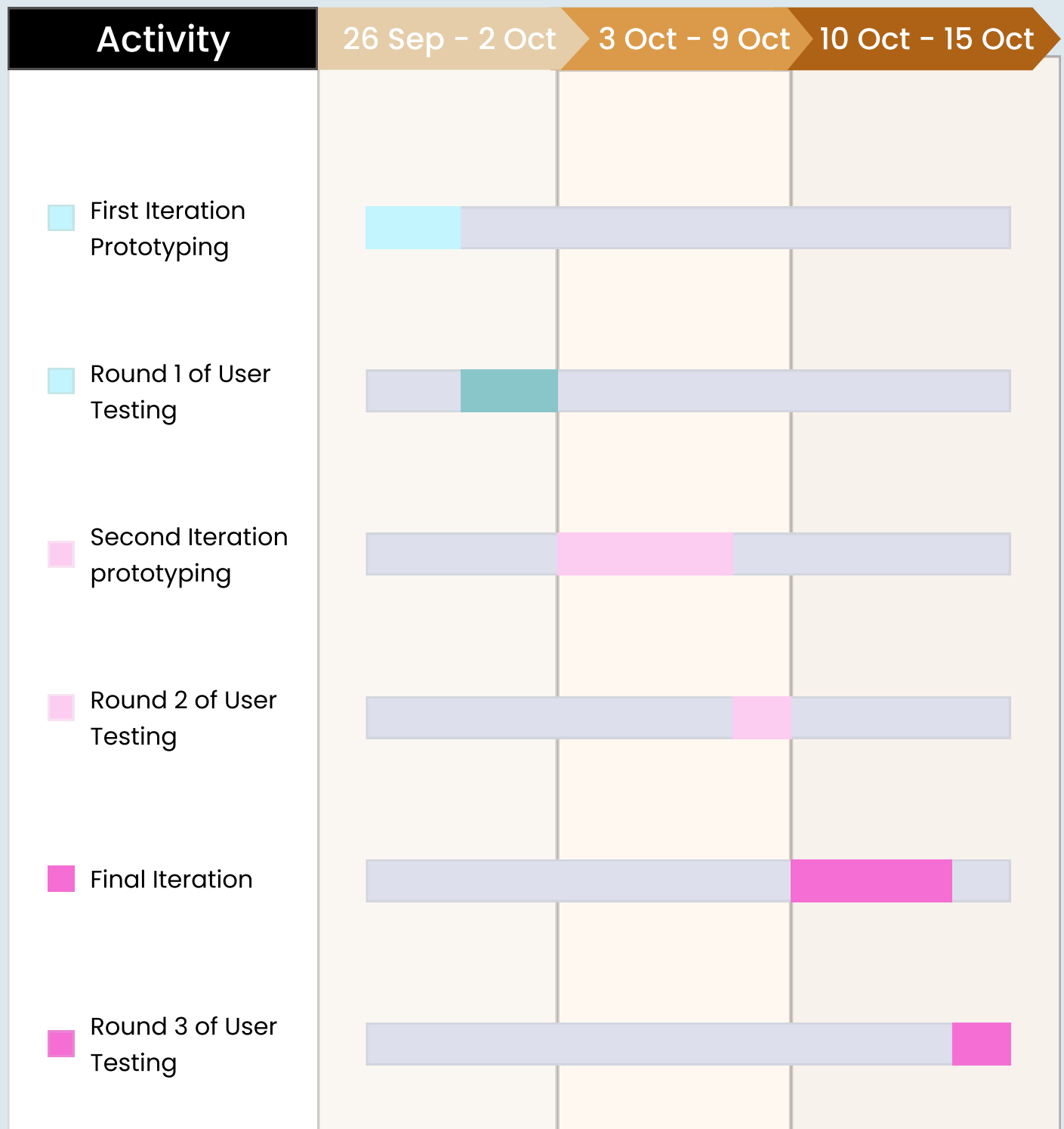
HOW

Provided Services & Features

- **Personalized quizzes:** to find the right product, from facial mask to toothbrush.
- **#ColourMe:** AR makeup assistant
- **Skinfie Lab:** AR scan of your skin to provide recommended products for skincare.
- **Click & Collect:** Allow purchase from the app and pick them up from the store.

Testing Timeline

Here is the scheduled timeline for the project.





User Personas

User Persona: Primary

- Exploring makeup as a new way to express herself
- Recent graduate in design, early 20s, urban dweller
- Comfortable with technology
- Does not want to spend too much money on makeup



Jane

Design Intern

"I want to dabble in makeup as I want to be more professional at my workplace."

ABOUT

Age 25
Gender Female
Status Employed

PERSONALITY

Determined

Curious

Adaptable

BIOGRAPHY

Jane, a recent design graduate and new intern, wants to make a strong impression in her workplace. Now that she has some spending power, she's decided to explore makeup to enhance her professional appearance.

OPENNESS



SPENDING POWER



TECH SAVVINESS



FREQUENCY OF MAKEUP USAGE



PROFICIENCY IN MAKEUP USAGE



GOALS

- Find makeup that will match her appearance and style efficiently.
- Save money on makeup products

FRUSTRATIONS

- Worried that the makeup products do not reflect what is being shown online.
- Have to trust that the products will match her skin type.

APPS



FAVOURITE BRAND(S)



User Persona: Secondary

- Experienced make up user
- Full time student, early 20s, urban dweller
- Pays close attention to the latest beauty and make up trends
- Sometimes feels overwhelmed by all the offerings in the market



Abigail

Year 3 Uni Student

"I'm searching for makeup that matches my skin and adapts to my daily life."

ABOUT

Age 23
Gender Female
Status Student

PERSONALITY

Committed

Creative

Compassionate

BIOGRAPHY

Abigail is a full-time student who loves experimenting with makeup trends for different occasions. She finds that makeup boosts her confidence and often wakes up early to apply it, feeling empowered and ready for her classes.

OPENNESS



SPENDING POWER



TECH SAVVINESS



FREQUENCY OF MAKEUP USAGE



PROFICIENCY IN MAKEUP USAGE



GOALS

- Achieve confidence with perfect makeup looks for any occasion.
- Find makeup products that align with her skin type and lifestyle

FRUSTRATIONS

- Feeling overwhelmed by too many makeup options
- Recommended products often don't suit her needs

APPS



FAVOURITE BRAND(S)

NYX SEPHORA Aveeno GARNIER



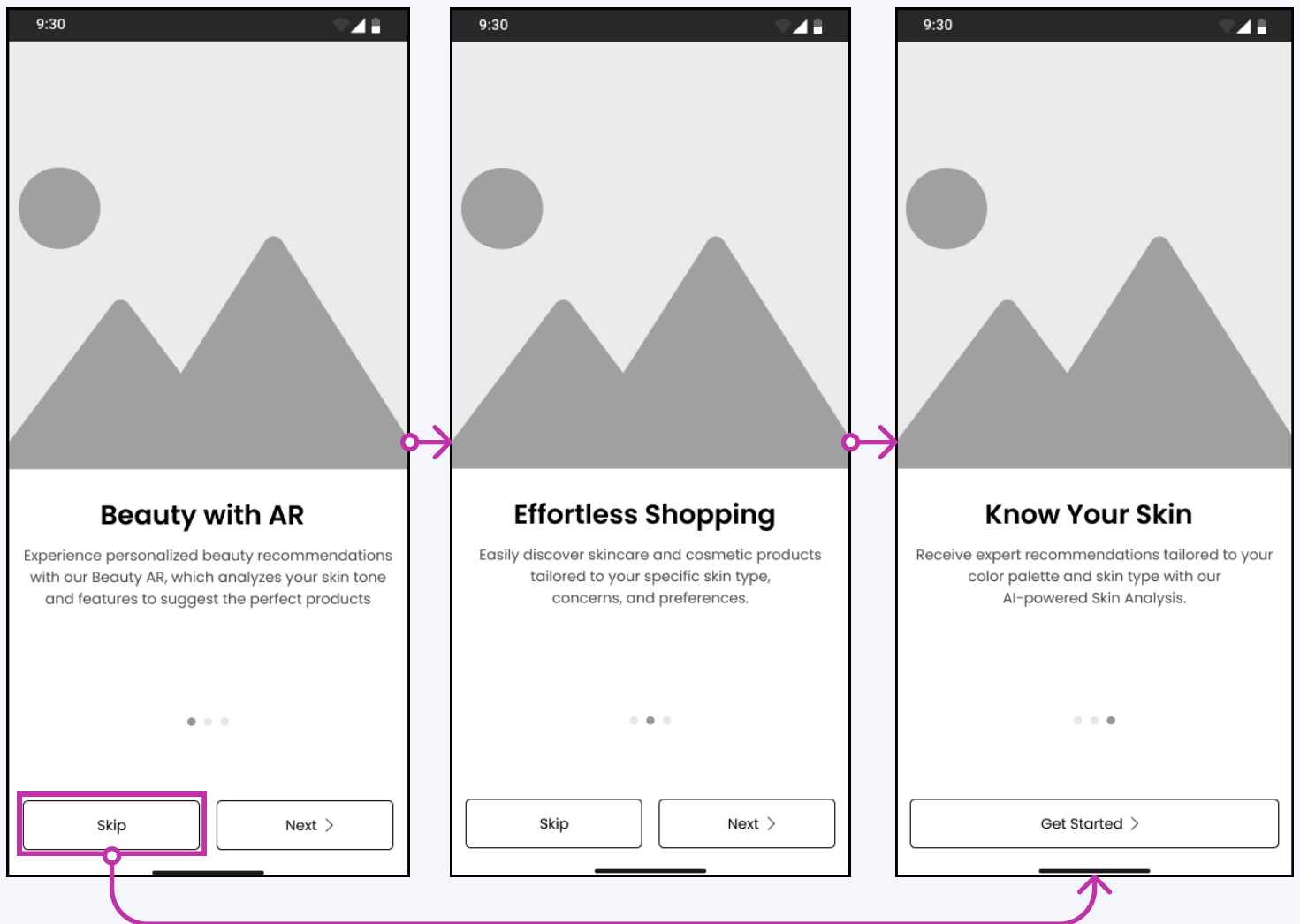
First Iteration



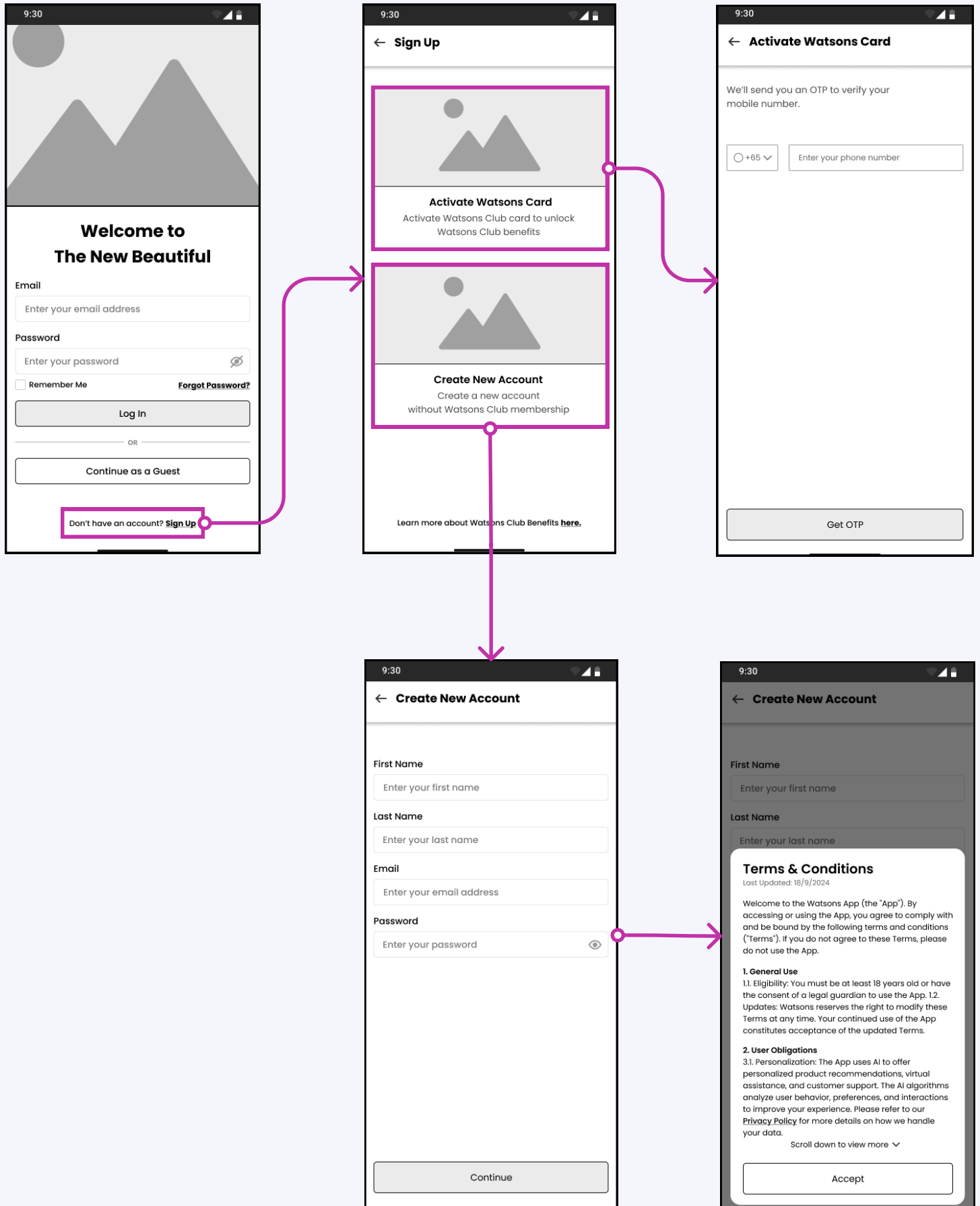
Wireframes

First Iteration
Prototype Link

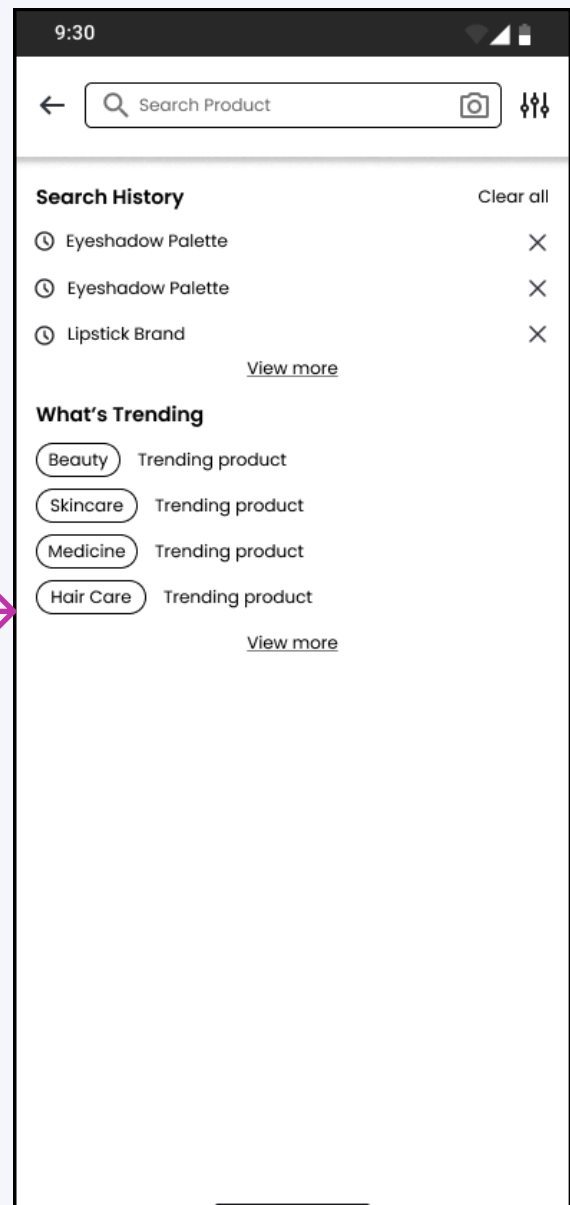
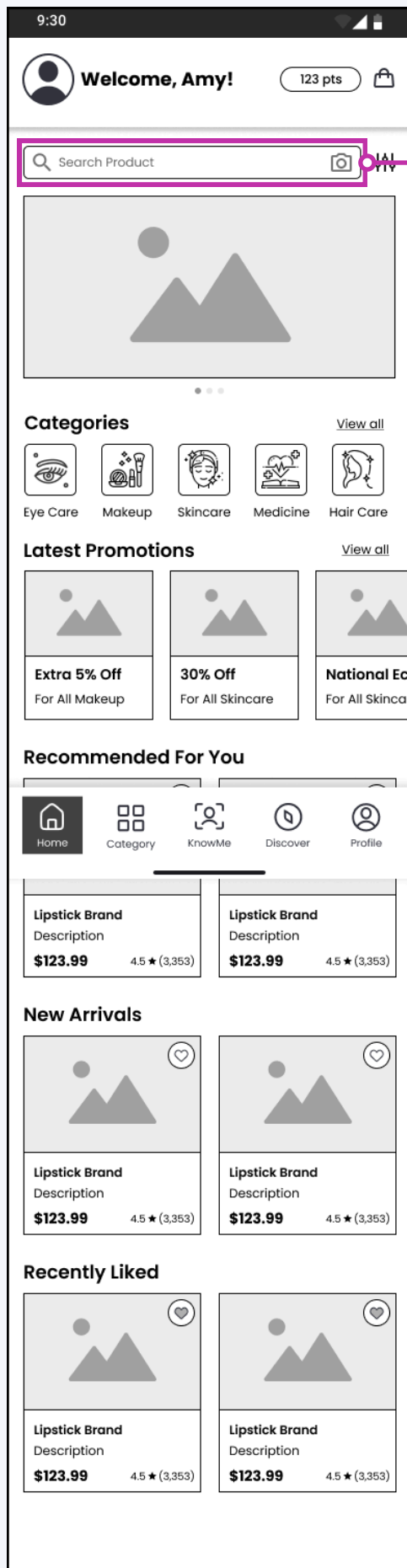
Onboarding – First Iteration



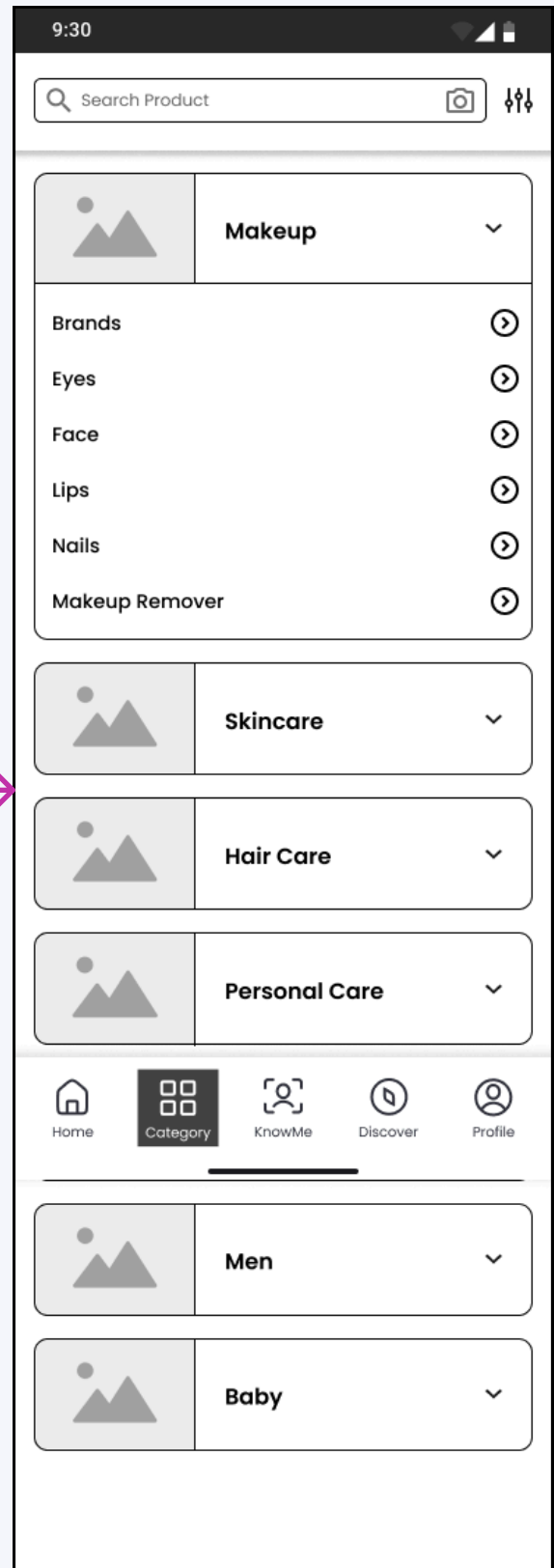
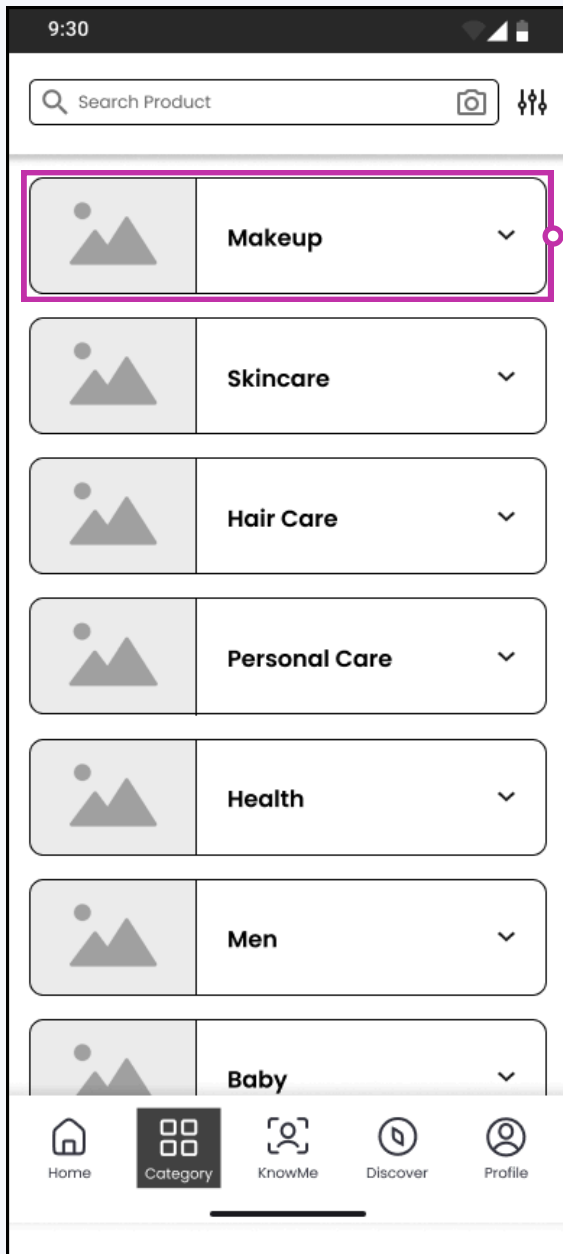
Login, Sign Up and Activate Card – First Iteration



Home and Search – First Iteration



Category - First Iteration



Product List, Filter, and Sort – First Iteration

9:30

Filters Clear all

Categories

Makeup

Any Face Lips Nails Eyes

Skincare

Any Face Eyes Derma

Hair Care

Any Shampoo Conditioner Treatment

Personal Care

Any Body Hand Oral Feminine

Health

Any Vitamins Food Drink

Men

Any Skin Body Hand Hair

Baby

Any Pregnancy Care Family Planning

Price range (\$)

Min — Max

Sizing Options (ml)

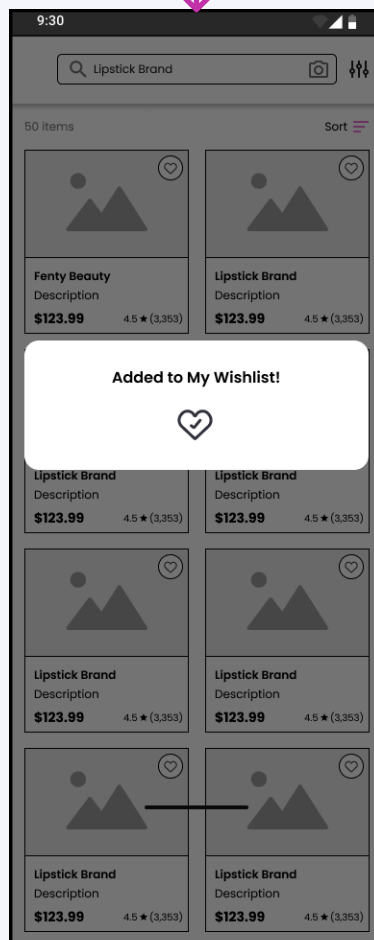
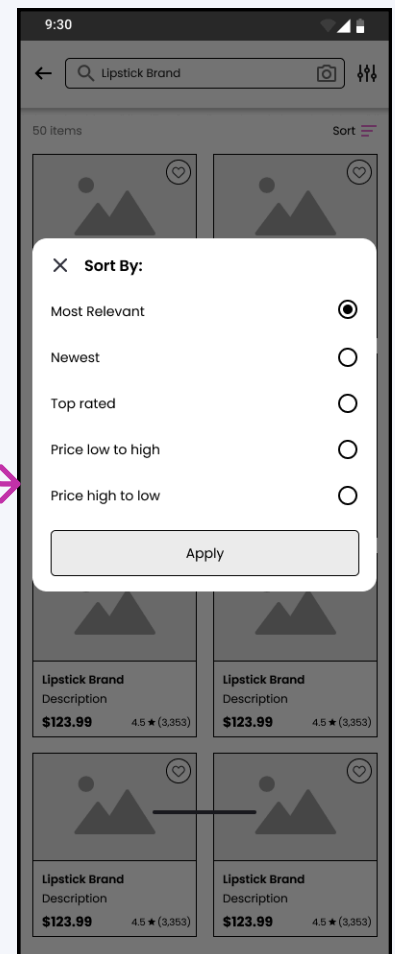
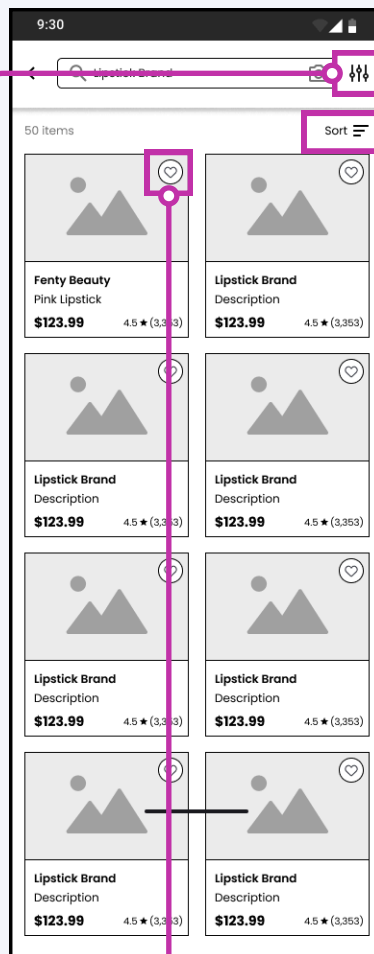
Min — Max

Delivery Options

Store Pick Up ☐

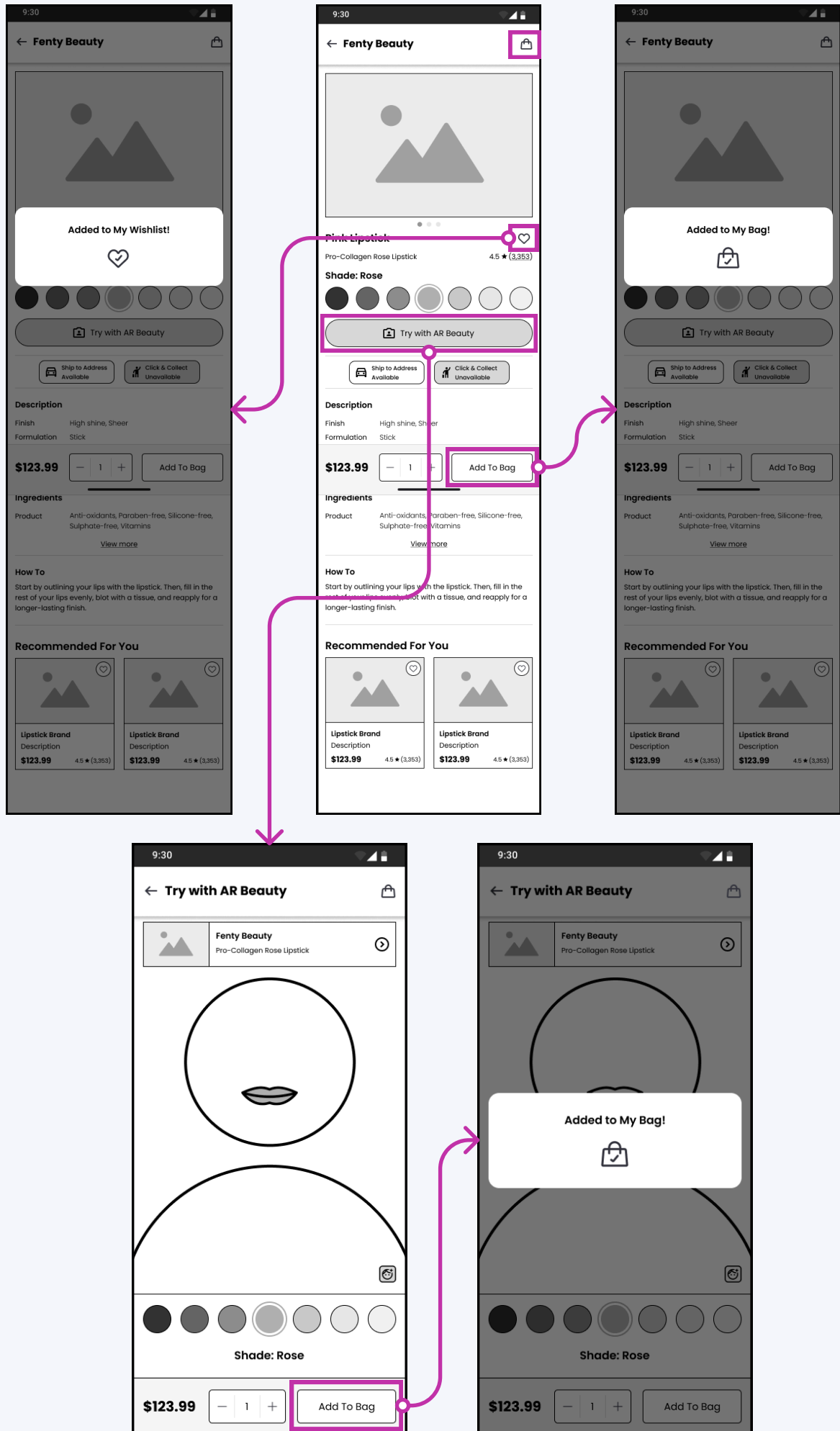
Home Delivery ☐

Apply

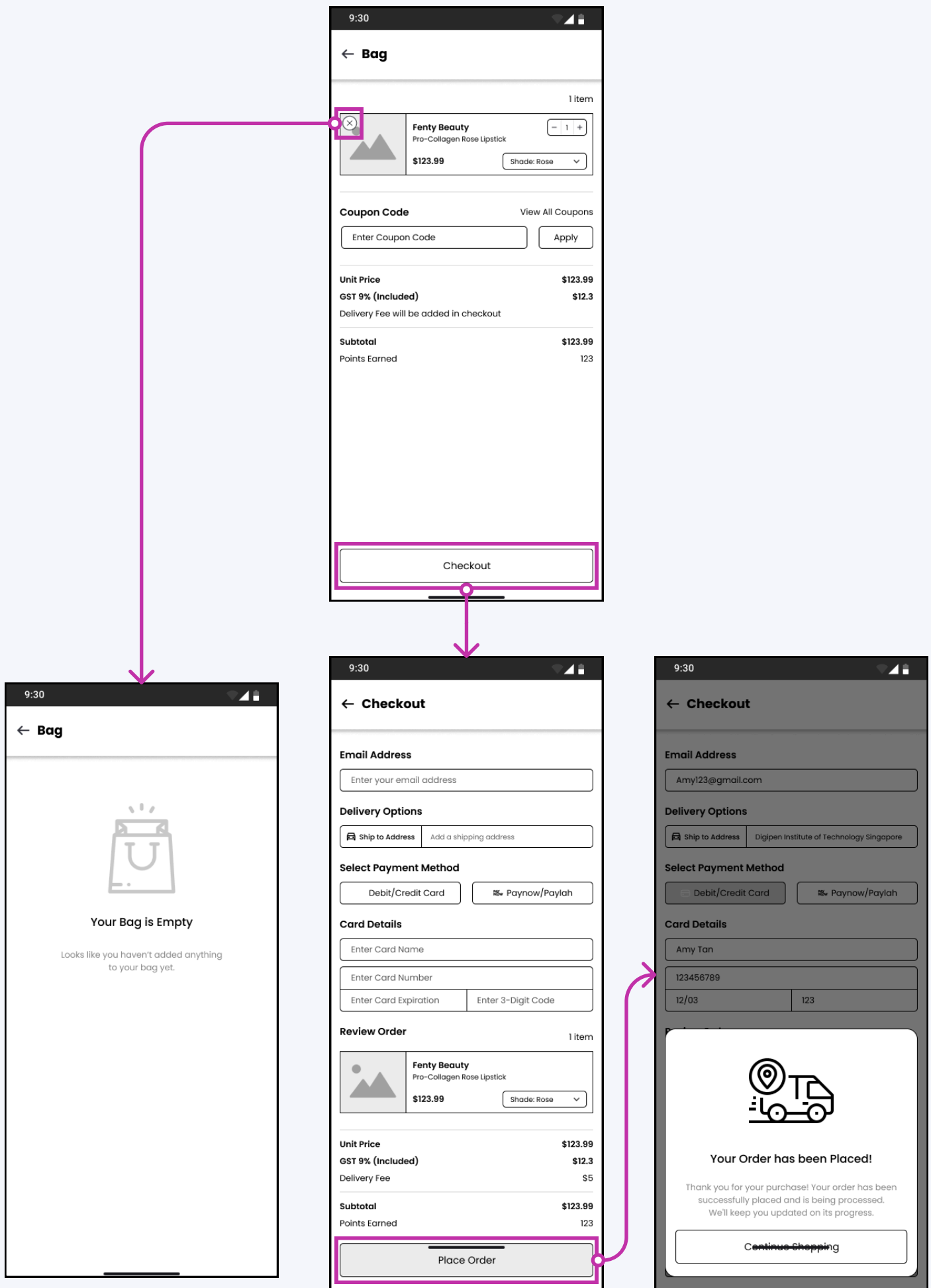


Liking an item triggers
a pop-up window

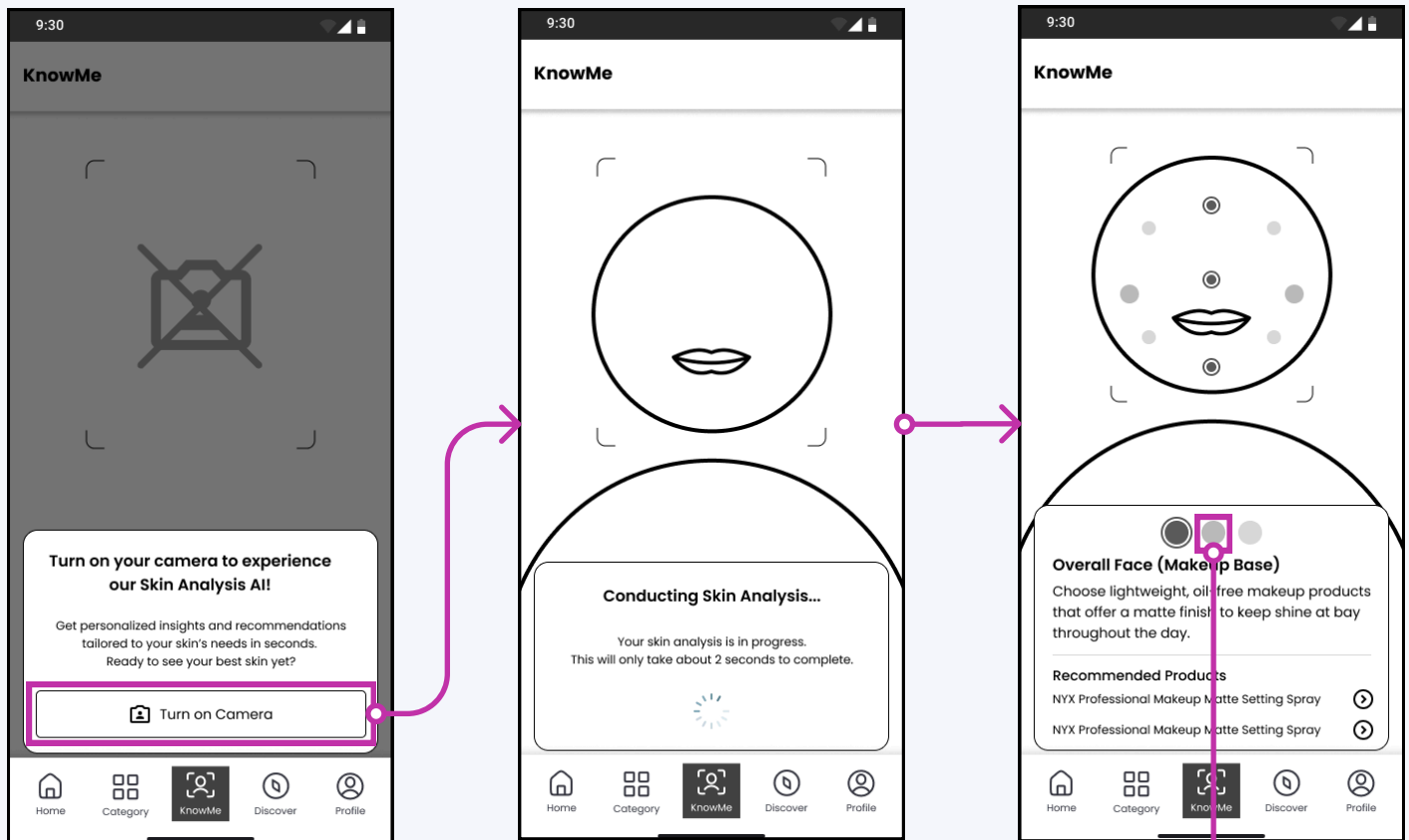
Product and AR Beauty Camera – First Iteration



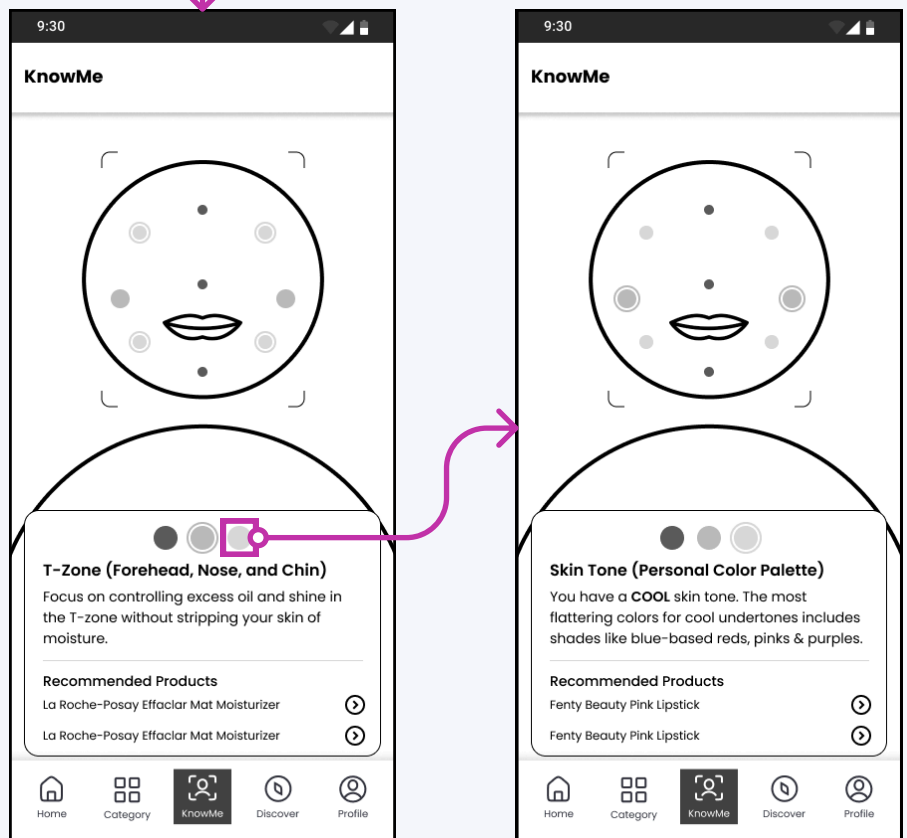
Bag and Checkout – First Iteration



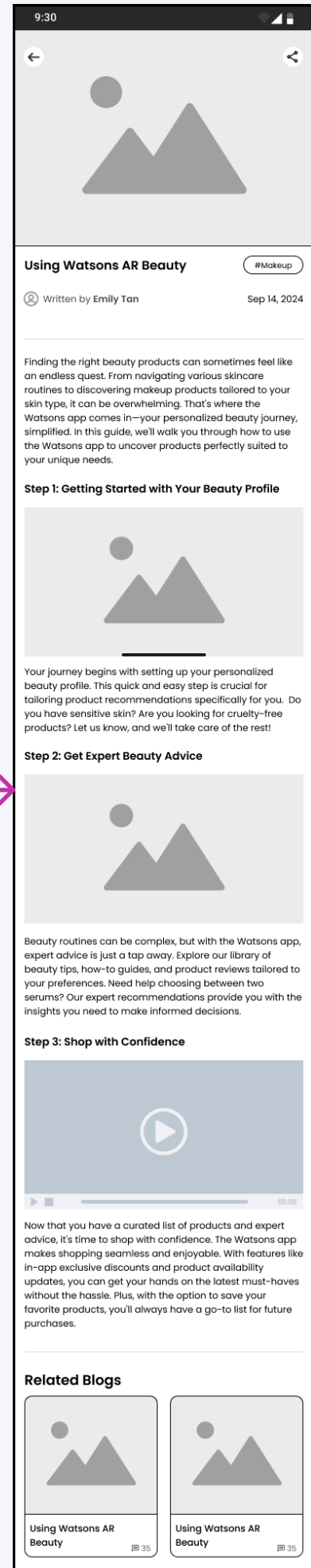
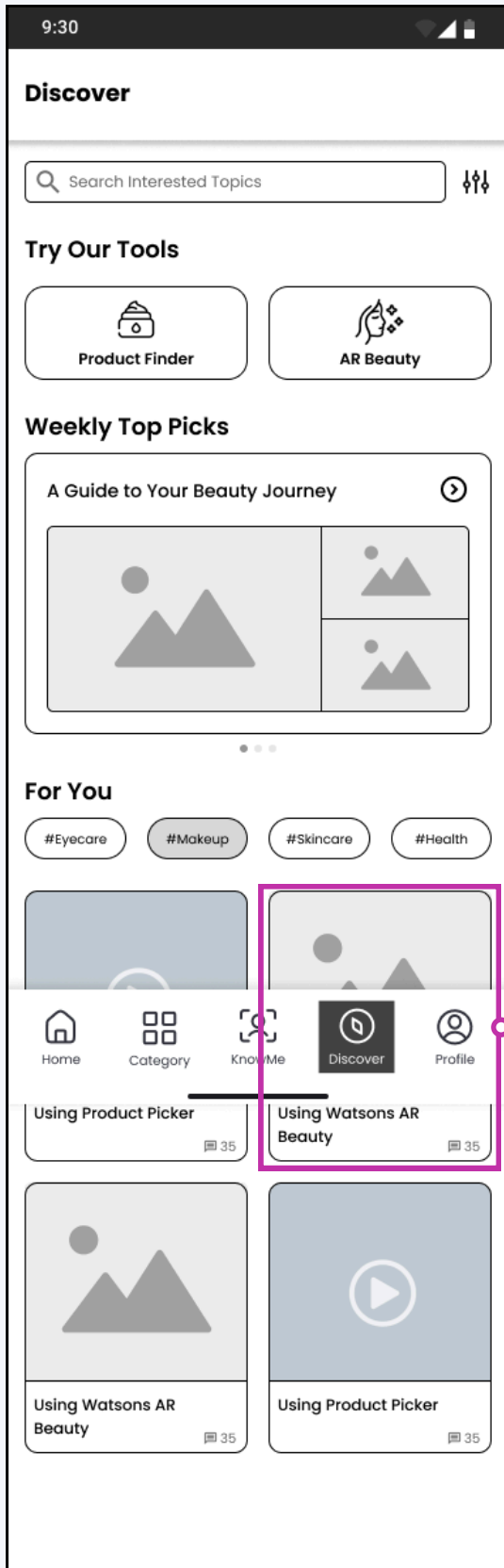
KnowMe- First Iteration



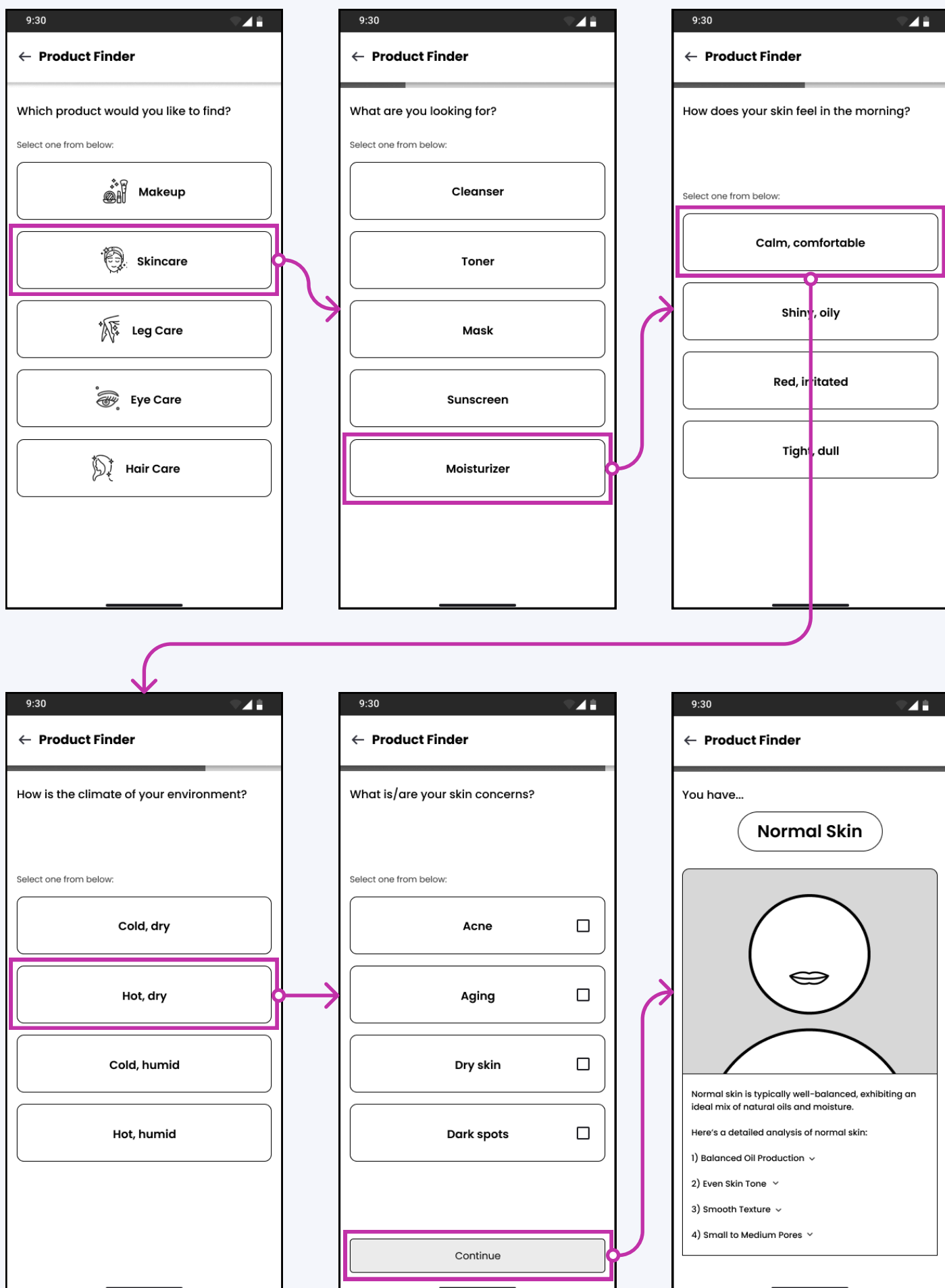
Prompt for user to turn on the camera



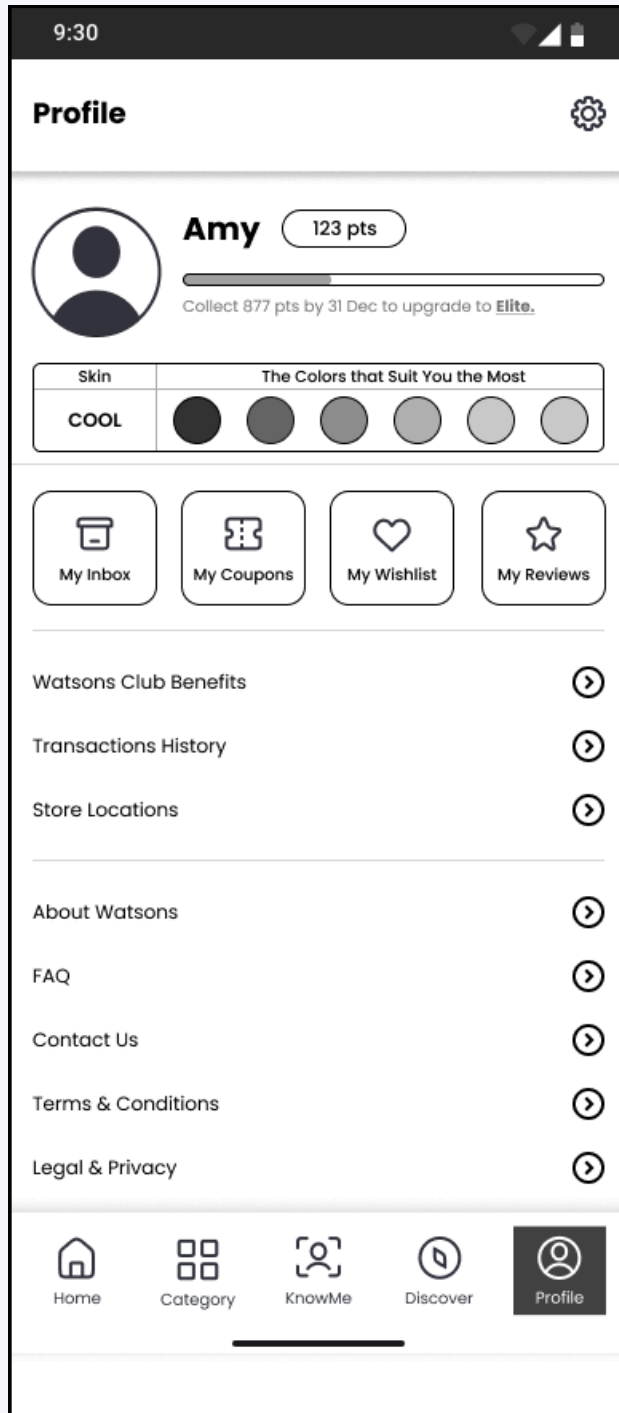
Discover – First Iteration



Product Finder – First Iteration



Profile – First Iteration



Summarized results of skin analysis
will be shown at the profile



User Testing



User Testing Process – First Iteration

During question formulation, we **updated and specified** our various research goals for each section of the prototype.

We **added more questions** about our users' demographic profile. With more information about their experiences, especially in relation to Augmented Reality, we determined if they fell into our Primary or Secondary target audience through the **filter question**.

Users were given **little to no guidance** when engaging with the real-world scenario question, followed by questions that went through each section in a detailed manner.

As new features were added to the app since our original lo-fi and mid-fi prototypes, **new questions were created to test those sections**.

Demographic Questions

- Could you introduce yourself and share a bit about your beauty and skincare routine?
- Do you recall any experiences with Augmented Reality technology?
- Are you familiar with the Watsons brand?

If the answer to the above question is no, a short description detailing Watson's services will be shared with the tester:

Watsons is a leading beauty and health brand with over a 100 stores islandwide. They sell a variety of products, including skincare, cosmetics, toiletries and more. They have been leveraging AR technology in their shopping app to market to consumers.

Question to determine if they are in our Primary or Secondary target group

- Have you bought makeup from Watsons before?

Testing Questions

We started off by presenting a real-world scenario to our users, with the intent of observing their navigation patterns as they utilised the prototypes.

Real-world scenario

- Try navigating to the AR beauty feature in the app and purchase a Lipstick

This was followed by a detailed survey of their experience with the first iteration of the prototypes section by section.

Onboarding section

Research Goal

Try scrolling through the onboarding section, assess its appeal

Questions

- a. Is the layout of the onboarding section appealing?
- b. Does the text effectively communicate the app's value propositions?
- c. Do you find the buttons (Next, Skip) presented during onboarding useful?

Sign Up/Login, Sign Up, Activate Card section

Research Goal

Read the welcome message, select either the Log In or Sign up options and test for ease of use and clarity.

Questions

- a. Is the welcome message "Welcome to The New Beautiful" appealing?
- b. Were you able to locate either the Log In or Sign Up options and complete the process easily?
- c. Did you understand the process of card activation as an alternative Sign Up method?

Home section

Research Goal

Navigate through the home page, and note the effectiveness of the icons and categories.

Questions

- a. Is the taskbar at the bottom of the screen useful?
- b. Are the icons and categories clear and easily understandable?
- c. How do users feel about the overall design and content arrangement?

Search, Filter, Sort section

Research Goal

Test the search functionality, search history and usefulness of search features

Questions

- a. Are the features under search (History, What's Trending) useful?
- b. Are the filtering options easy to find and readable?
- c. Do users feel they can quickly find what they are looking for?

Product List, Product section

Research Goal

Navigate to and click on a product listing. Assess the clarity and usability of said listing

Questions

- a. Is the product list easy to browse?
- b. Does the product page provide sufficient information for decision-making or is the information overwhelming?
- c. When adding the product to your Bag, is the process of product selection easy to use?

AR Beauty (AR) section

Research Goal

Evaluate the usability and appeal of the AR Beauty (Augmented Reality) feature.

Questions

- a. Do you find this feature useful in decision-making?
- b. Do you have any concerns regarding this feature?
- c. What would encourage you to use this feature more?

KnowMe (AR) section

Research Goal

Evaluate the usability and appeal of the KnowMe AR (Augmented Reality) feature.

Questions

- a. Is each section of the KnowMe Analysis easily understood and accessible?
- b. Does it enhance the product trial experience effectively?
- c. Are the recommended products under KnowMe useful?

Bag, Checkout section

Research Goal

Assess the clarity and efficiency of the bag and checkout process.

Questions

- a. Is the Bag page easy to review and edit?
- b. Describe the process of Coupon application based on what you see in the Bag page
- c. Are there any points where users feel uncertain or hesitant?

Discover section

Research Goal

Understand user engagement and interest in Discover content (Articles, Tools) etc.

Questions

- a. Is the Discover page easy to navigate?
- b. Do users find the content categories easily understandable and appealing?
- c. How often do they anticipate using this section of the app?

Product Picker section

Research Goal

Try the Product Picker function and determine its usefulness and clarity

Questions

- a. Are the questions clear and comprehensive?
- b. Does this quiz allow you to gain a better understanding of your skin type?
- c. How reliable and useful do you find the results?

Profile section

Research Goal

Evaluate the profile setup and management process.

Questions

- a. Are the contents in the profile page easy to understand and update?
- b. Do users feel they have sufficient control over their personal information and preferences?
- c. Are there any features they expect in the profile section that are currently missing?

Primary User Testing Analysis – First Iteration

Primary User Persona 1 – Jane

Jane is a young and cost-aware adult starting out in the makeup space. She purchases makeup from Watsons for her internship, experimenting with the makeup types found in order to determine which shade and brand is suitable for her.

No of Primary users testing the First Iteration Prototype: 3

Primary User Profile Breakdown

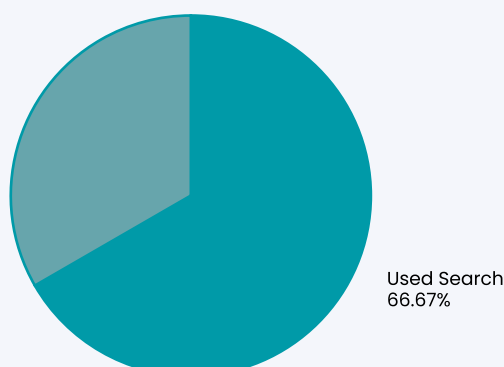
User Tester 1: 18–25 years old. Shops at Watsons Singapore and Malaysia, not picky about makeup/cosmetic products. Not confident with picking her colour tone.

User Tester 2: 18–25 years old. She shops at Watsons and Guardian. Just started using skincare and makeup products.

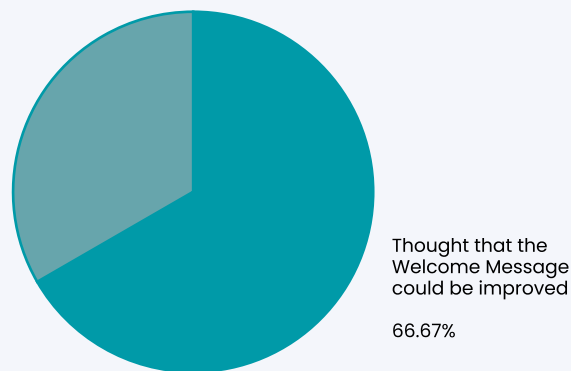
User Tester 3: 18–25 years old. She buys various types of makeup from Watsons to experiment with, such as concealer, eyeshadow etc. Has a day and night skincare routine.

Key Results summary

- 100% of testers were able to successfully complete the real-world scenario with minimal or no guidance
- 66.67% of testers used the search function to complete the real-world scenario



- 66.67% of testers found that the Login welcome message “Welcome to the new beautiful” could be improved by making it more enthusiastic with a ! and changing the word beautiful to cater to both a male and female audience



- A tester suggested to change the word “Activate” Watsons card to “Link” Watsons card unless the process actually activates the Watsons card from an unactive state
- A tester suggested that the product listings can have a drop down function for each section so as to not overwhelm the user
- 66.67% of testers want the reviews section to be clearer and more obvious, with with its own section in the product listing
- A tester expressed confusion at whether the “Ship to Address” is a button
- Testers pointed out that the turn on your camera prompt is not there for AR Beauty even though it is there for KnowMe, suggested to add the camera prompt to AR Beauty.
- Testers are unsure of the difference between of KnowMe and Product Finder as they both provide an analysis of the user’s skin type at the end.
- Testers suggested Product Finder to be distinguished from KnowMe by positioning it as a general analysis, directing the user to the KnowMe section after the end of the quiz for a deeper analysis. Additionally, Product Finder can recommend specific types of products at the end according to what the user selects in the quiz
- Testers found the Product Finder to be a good alternative for those that were not keen to use the KnowMe function due to privacy concerns
- A tester suggested a “Read More” button under each article for the Discover section

- 100% of testers felt that the Coupon Application process is unclear, might need extra screens to showcase its flow (Where to get Coupons etc.)
- 100% of testers suggested different ways to improve the Product Picker. Improvements included adding questions about allergies and how the product should feel on the skin. Also can provide a list of suggested products in the results.

Quotes from testers

Welcome Message

- "Watson's app is used for all males and females, so not sure if beautiful is the right word."
- "Message could be more enthusiastic."

Sign Up/Activate

- "Suggest to change the word activate to link up."

Product Listing

- "Easy to browse, not complicated. But drop down menus would be good."
- "Review section is not clear and clickable."
- "Thought that Ship to address is a button. If it is a button, should put it after description. Wants user reviews."

AR Beauty

- "Worry of the app attempting to intrude on privacy to know my location. Having a "Do you consent prompt" would be useful for AR."

Discover

- "Feels that the Product picker is a general version of the KnowMe, maybe it can direct to KnowMe at the end for a more detailed analysis."

- "Was unclear that the blog articles were clickable. The title was confusing. Maybe we need a read more button under each article."

Checkout

- "Not sure where to get a new coupon, cause view all coupons seem to be the existing coupons that the users have."
- "Is there a Subpage to see if coupon is applicable for the product?"

Product Picker

- "Feels that the qns are not really directed to picking products, want a recommendation of the products that are being picked at the end."
- "The people who have experience might want more specific questions. Questions like how would you like the product on your skin or if its a sensory safe product."

Overall Design

- "Very Minimalist, pretty standard, not too cluttered, clean."
- "Most icons are easily understood even with no words."

Secondary User Testing Analysis – First Iteration

Secondary User Persona – Abigail

Abigail is a young and savvy person who enjoys shopping online and looking at social media for makeup products from trendy and popular brands. She spends a good amount of time perfecting her makeup skills. Makeup boosts her confidence.

No of Secondary users testing the First Iteration Prototype: 3

Secondary User Profile Breakdown

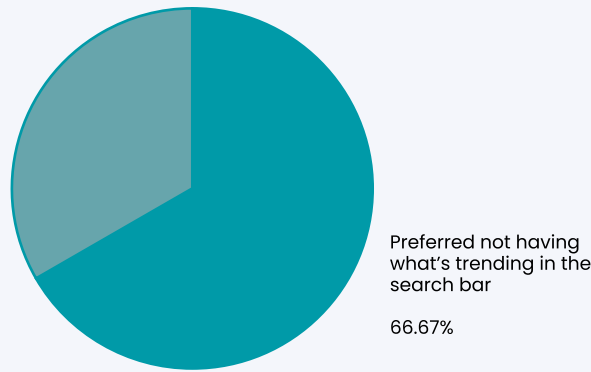
User Tester 1: 18–25 years old. Have little knowledge of skincare. Uses moisturizer and spray toner from family recommendations.

User Tester 2: 18–25 years old. Uses foundation and concealer. He shops for some beauty products at shops like Unity, Guardian and Watsons and sometimes Shopee.

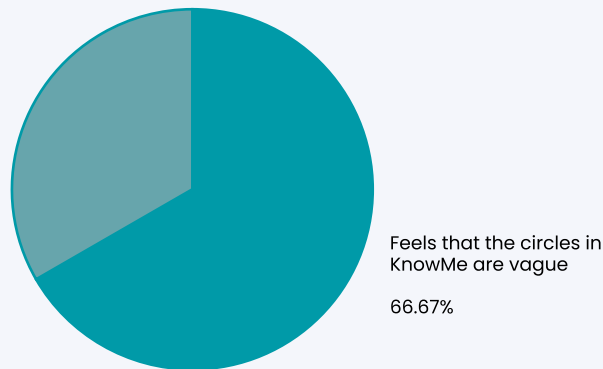
User Tester 3: 18–25 years old. She started using beauty products and skincare this year. Tried facial treatment and buys skincare products from the facial treatment store.

Key Results summary

- All users were able to purchase a lipstick and view the AR feature of the app without guidance
- 66.67% of testers found the onboarding message lengthy and could be shortened
- 66.67% of the users preferred not to have the what's trending in the search bar



- Testers are unsure of Activate Card as a sign up alternative. Activate and Create new account is still confusing to users
- A tester felt that the message would be more enthusiastic if there was a "!" added at the end in the welcome message of the log in and sign up



- 66.67% of the users felt that 3 circles of the KnowMe are vague and prefer a swipe to view the skin analysis
- Testers felt that the KnowMe function enhances the product trial experience of learning about their skin and recommendations
- A tester wants the disclaimer in the AR functions to mention that it won't store the user's data
- A tester would not explore the app and go to the search bar as he already knows what he would like to buy
- A tester suggested that he would like to see the bag icon being present throughout the various pages
- A tester recommended changing the Product Finder Icon to more accurately represent what it does as the current one is generic

Onboarding

- "It looks pleasing to read. But the 3 lines of text is too long to read. Rather skip through."

Log in/ Sign up

- "Seems like an easier way to log in but was wondering if its a physical or digital card. Also, instead of a button for create an account, maybe I can create just a new account at the same page."

Search

- "All Secondary users felt that the Search History was more useful than the What's trending function."

Discover

- "Not sure if they are answering the questions accurately."
- "Product finder icon looks like a poop."
- "Weekly top picks is not clear. Will users be able to post their own content. Strikes it as a social media screen. Product picker and AR beauty is useful but know me feels less of a priority."

KnowMe

- "Concerned about the app is accurate and if under different lighting? Would feel secured with a consultant of the KnowMe for recommended, and not fully trust camera."

Bag

- “I suggest an addition of a buy now feature that allows them to transition to the checkout automatically.”

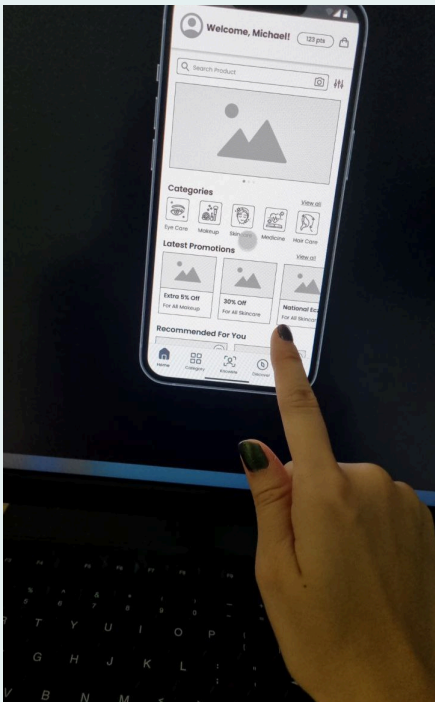
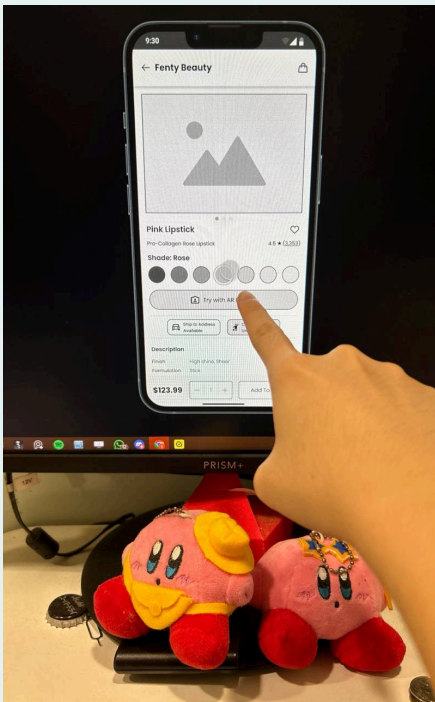
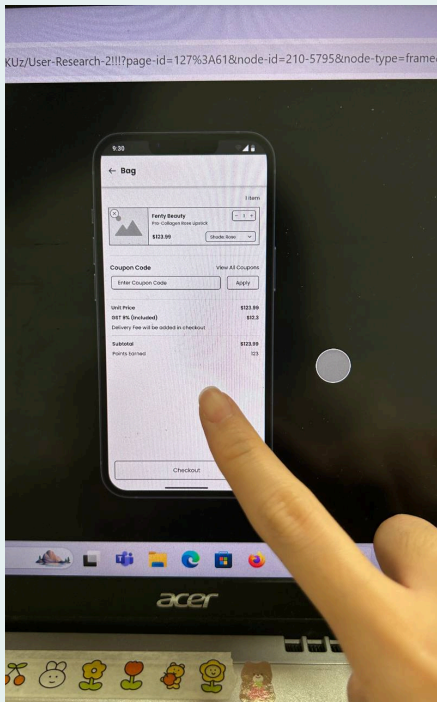
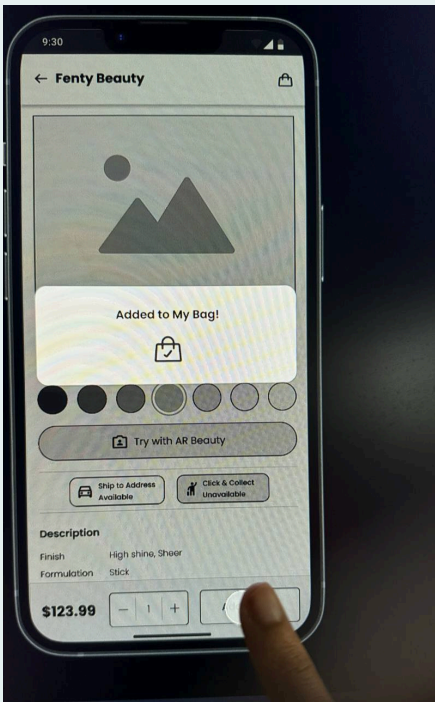
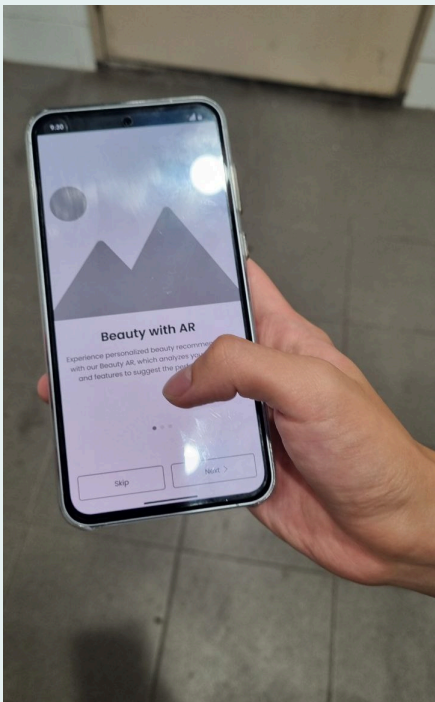
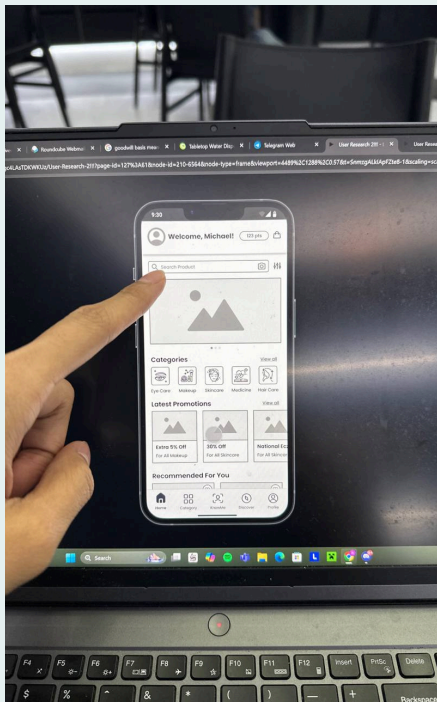
Product

- “User reviews preferably. Good to note for allergies with the ingredient list. Prefer to have price of the lipstick shown at the bottom.”

Product List

- “Easy to browse. Straightforward. But would be better to have highlight boards to show top brands.”

User Testing Photos





Second Iteration





What's New?

What's New?

New Color Scheme

- A softer, more user-friendly color palette has been introduced to replace the original scheme

Added Colors and Images

- Visual elements, including colors and product images, have been updated for a more appealing user experience

Shortened Onboarding Process

- The onboarding flow has been streamlined, addressing user feedback that it was too lengthy

More Enthusiastic Welcome Message

- The welcome message has been updated to use more inclusive language to cater to all users

Improved Reviews Section

- Reviews now have their own distinct section within the product listing to increase visibility

Clearer "Ship to Address" Button

- Based on tester feedback, the "Ship to Address" button has been updated for clarity

AR Beauty Camera Prompt

- A camera prompt has been added for the AR Beauty feature, similar to the one already in place for the KnowMe function

Bag Icon Visibility

- The bag icon has been made visible across all pages for easier access

Clearer Distinction Between KnowMe and Product Finder

- Product Finder has been positioned as a general skin analysis, while KnowMe offers a deeper analysis post-quiz

Product Finder Customization

- Product Finder now recommends specific products based on user quiz selections.

Additional Product Information in KnowMe

- More detailed product recommendations are provided to enhance the product trial experience

Simplified KnowMe and Product Finder Icons

- The Product Finder icon has been redesigned to better reflect its functionality

Trending Products Removed from Search Bar

- Based on feedback, the trending products feature has been removed from the search bar.

Aim of Updates

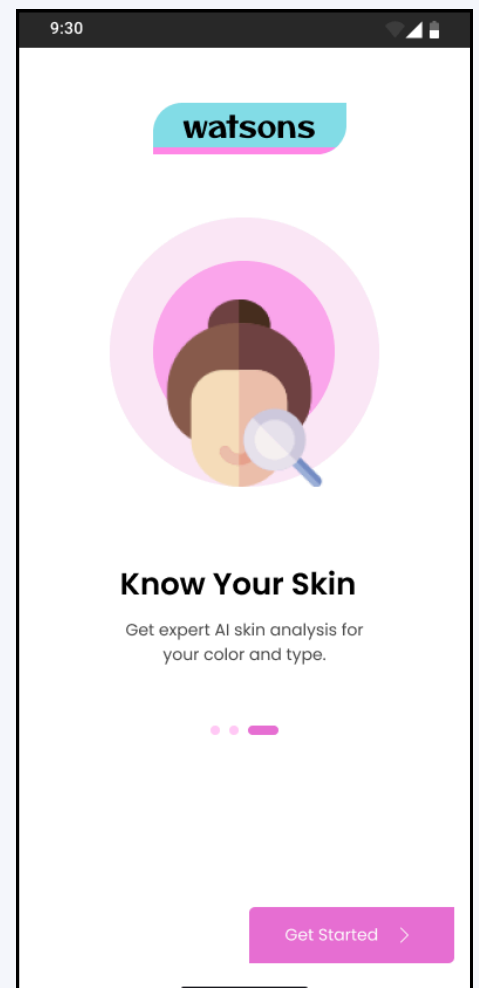
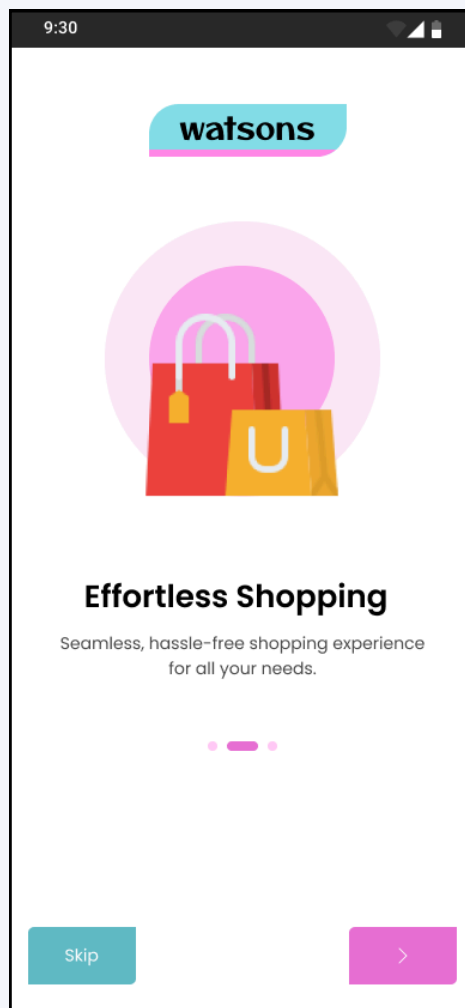
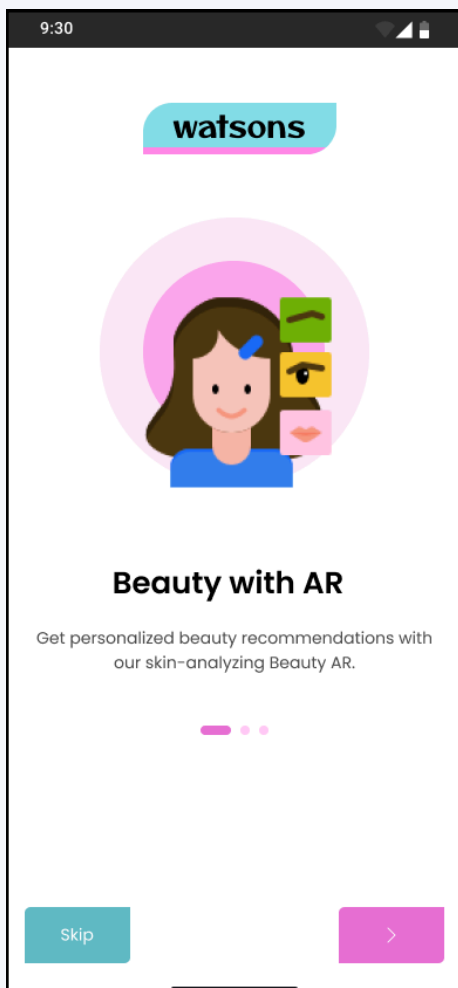
These updates aim to make navigation smoother, provide clearer and more relevant product information, and ensure a more intuitive interface for users.



Wireframes


Second Iteration Prototype Link

Onboarding – Second Iteration



Login, Sign Up and Activate Card – Second Iteration

9:30



Welcome to The New watsons

Email

Enter your email address

Password

Enter your password

☐ Remember Me [Forgot Password?](#)

Login

OR


Continue as Guest

Don't have an account? [Sign Up](#)

9:30

← Sign Up


If you have an existing Watsons card...



members get more

Activate Watsons Card
Activate Watsons Club card to unlock Watsons Club benefits

If you **do not** have an existing Watsons card...



Create New Account
Create a new account without Watsons Club membership

[Learn more about Watsons Club Benefits here.](#)

9:30

← Activate Watsons Card

We'll send you an OTP to verify your mobile number.

Get OTP

9:30

← Create New Account

First Name

Enter your first name

Last Name

Enter your last name

Email

Enter your email address

Password

Enter your password

Continue

9:30

← Create New Account

First Name

Enter your first name

Last Name

Enter your last name

Terms & Conditions
Last Updated: 18/9/2024

Welcome to the Watsons App (the "App"). By accessing or using the App, you agree to comply with and be bound by the following terms and conditions ("Terms"). If you do not agree to these Terms, please do not use the App.

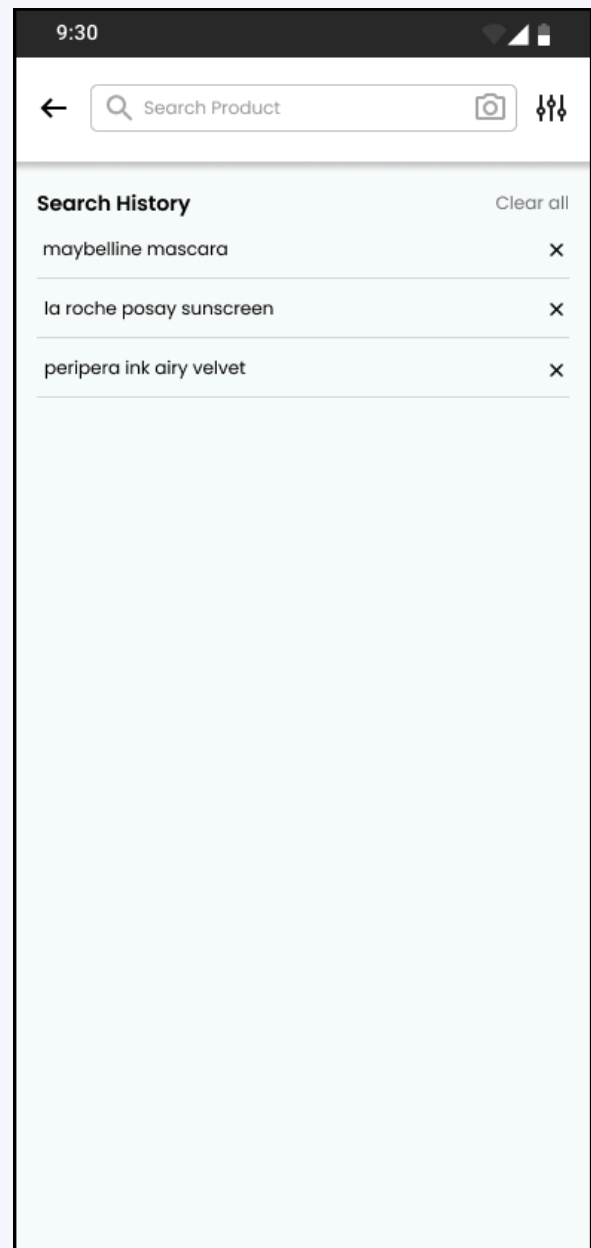
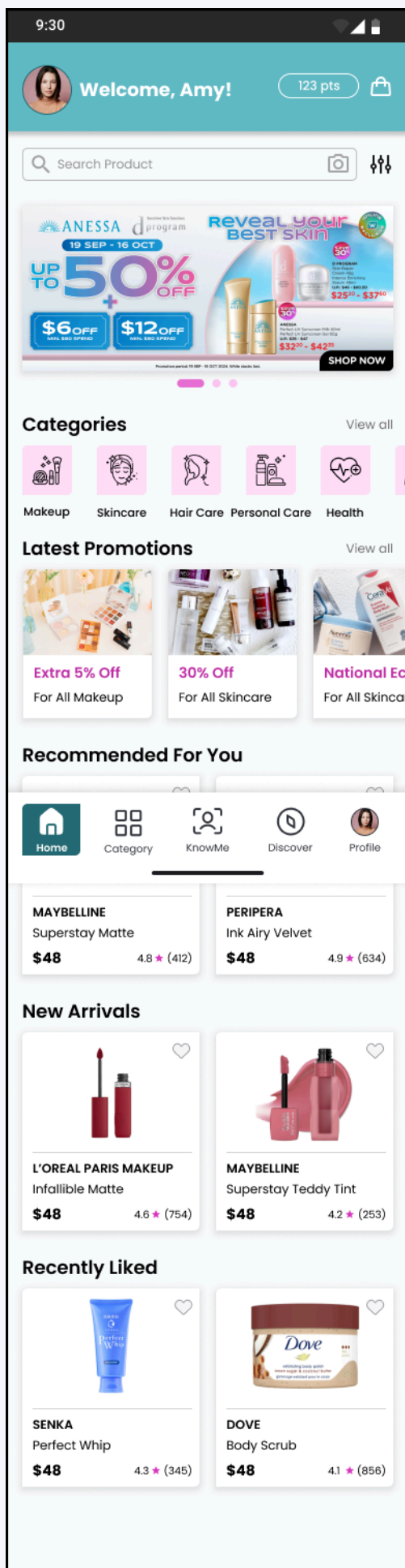
1. General Use
1.1. Eligibility: You must be at least 18 years old or have the consent of a legal guardian to use the App. 1.2. Updates: Watsons reserves the right to modify these Terms at any time. Your continued use of the App constitutes acceptance of the updated Terms.

2. User Obligations
3.1. Personalization: The App uses AI to offer personalized product recommendations, virtual assistance, and customer support. The AI algorithms analyze user behavior, preferences, and interactions to improve your experience. Please refer to our [Privacy Policy](#) for more details on how we handle your data.

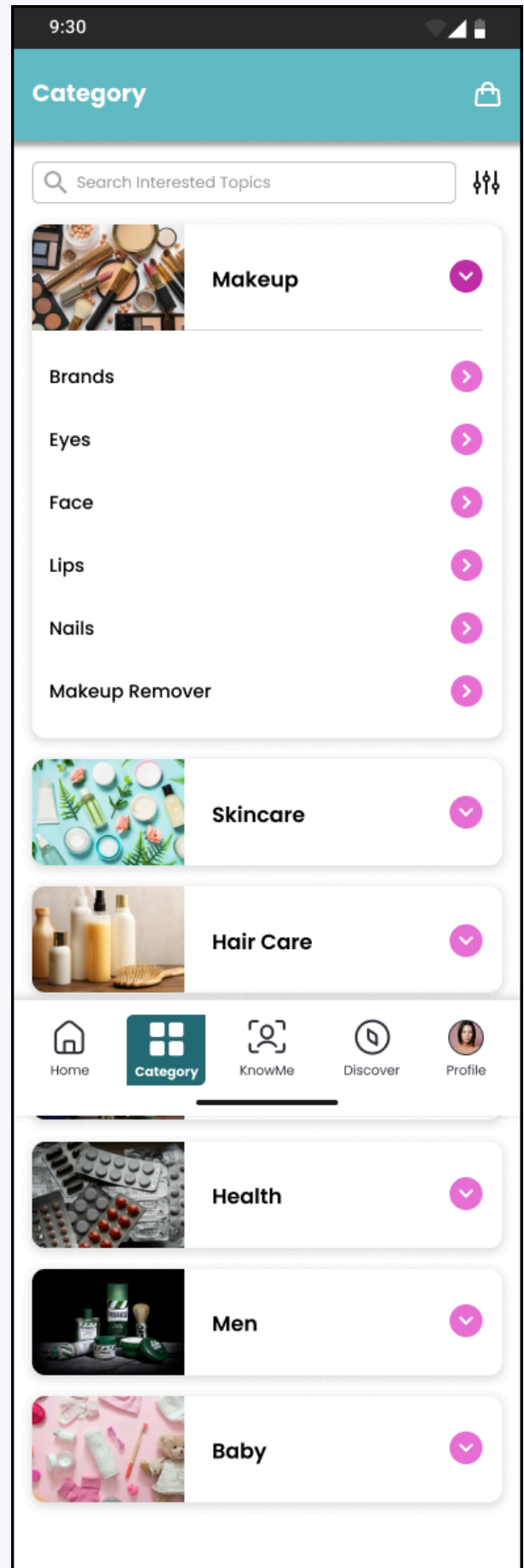
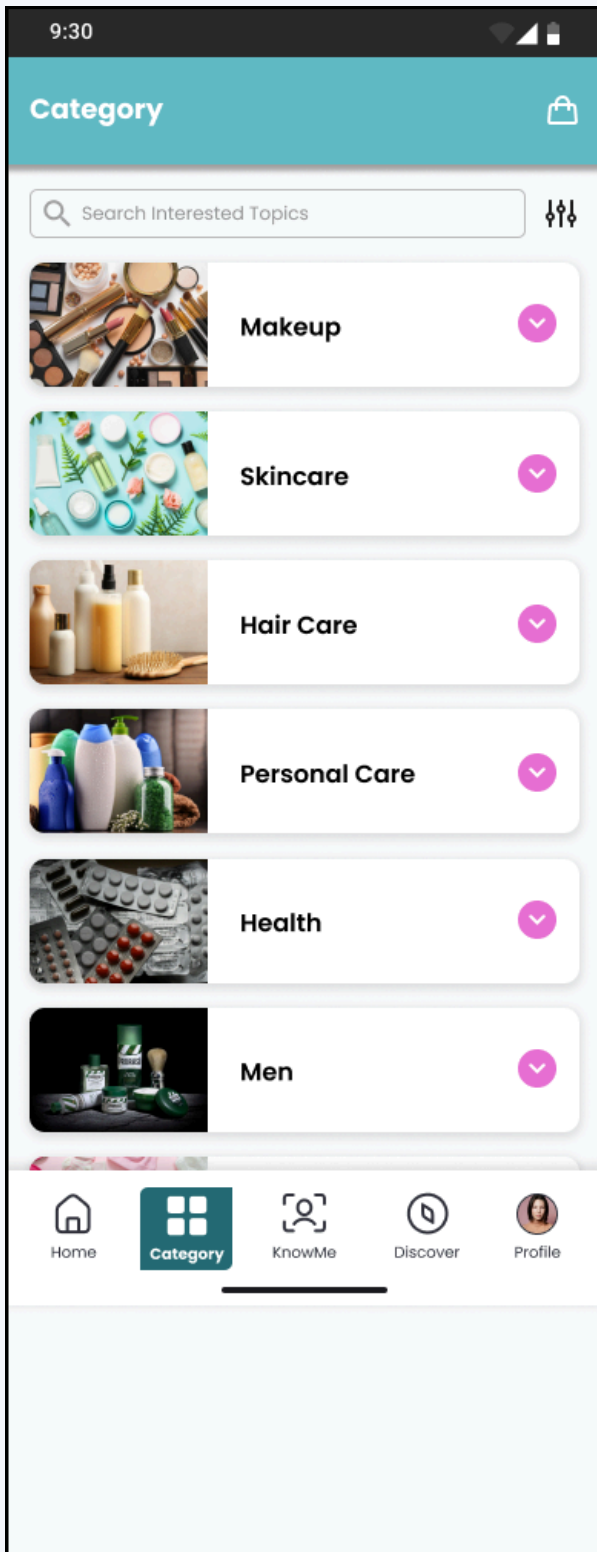
Scroll down to view more

Continue

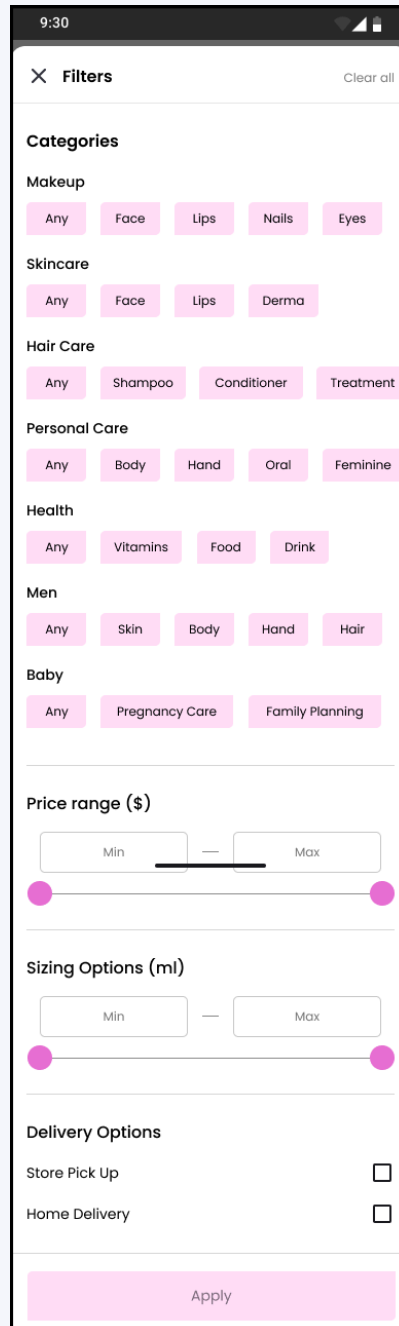
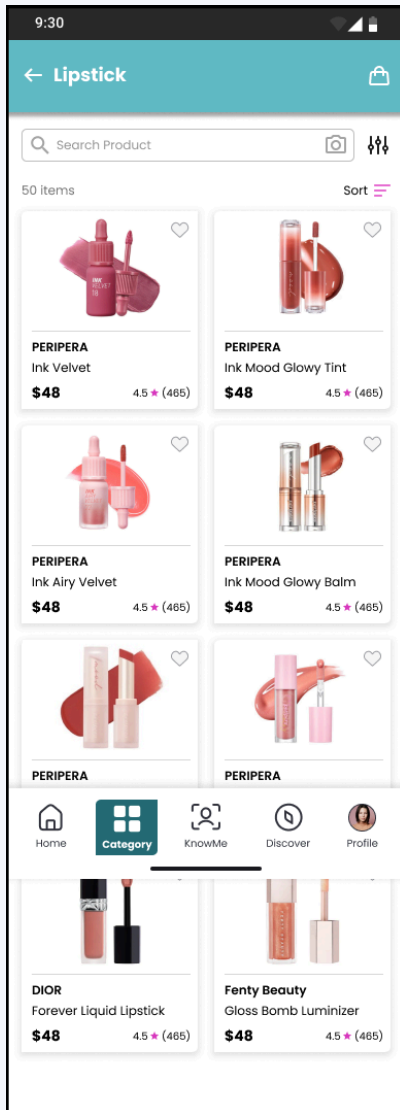
Home and Search – Second Iteration



Category – Second Iteration



Product List, Filter, and Sort – Second Iteration



Sort By:

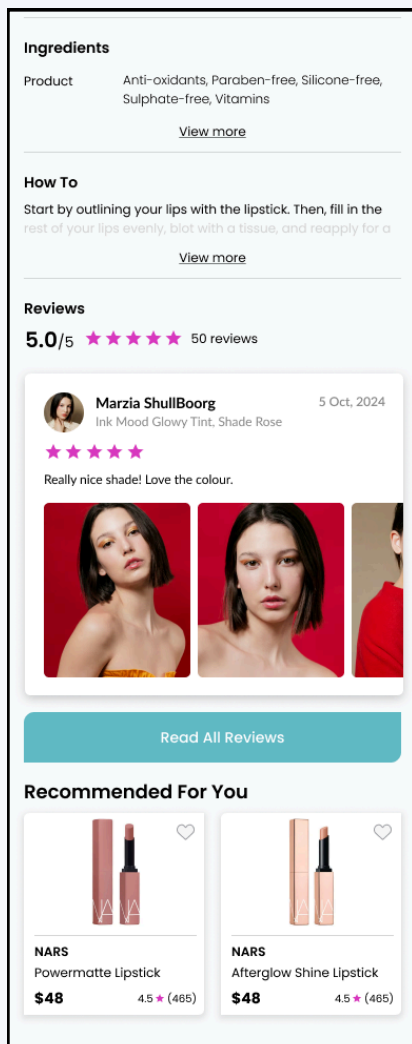
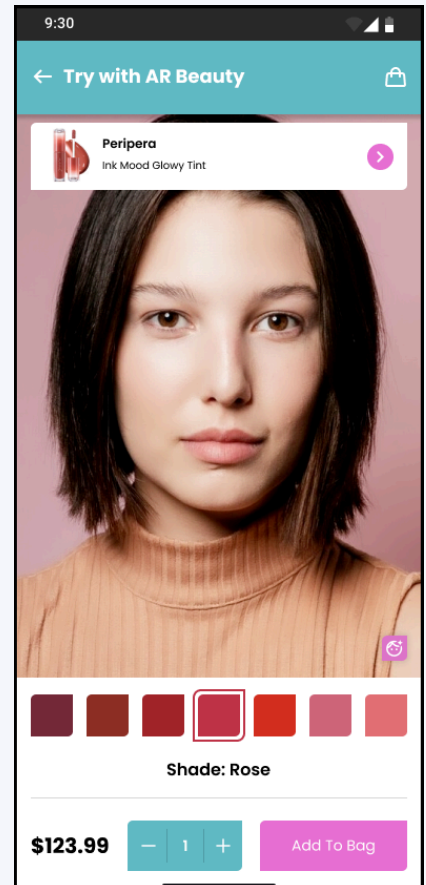
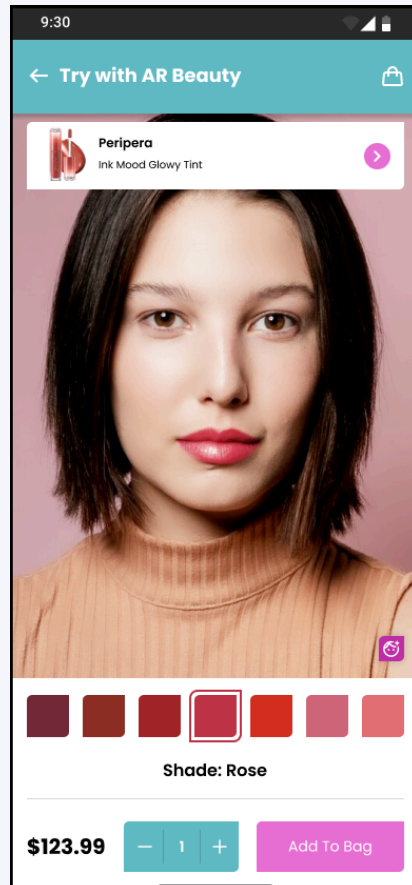
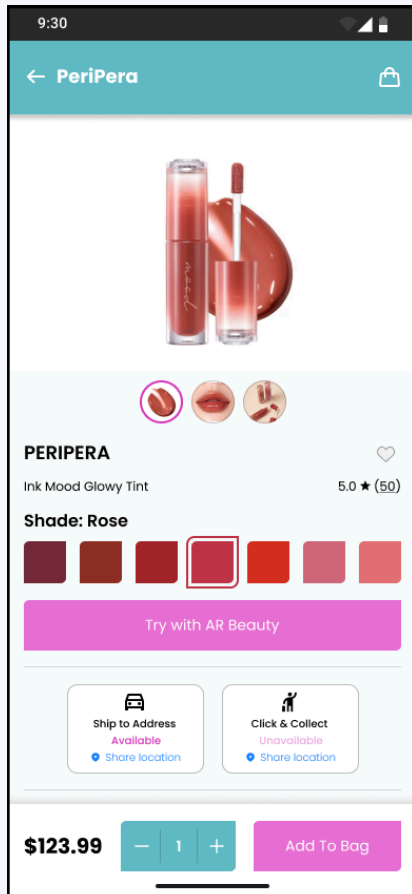
- Most Relevant ☒
- Newest ☐
- Top rated ☐
- Price low to high ☐
- Price high to low ☐

Pop-up window for Sort feature and adding to wishlist

Added to My Wishlist!



Product and AR Beauty Camera – Second Iteration

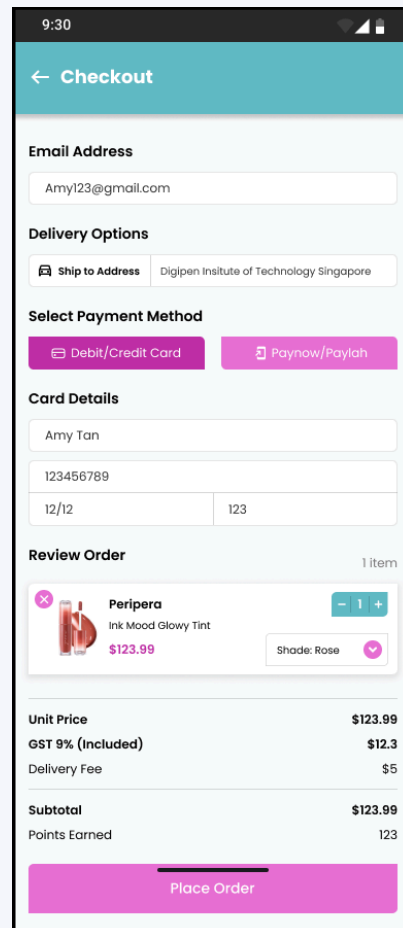
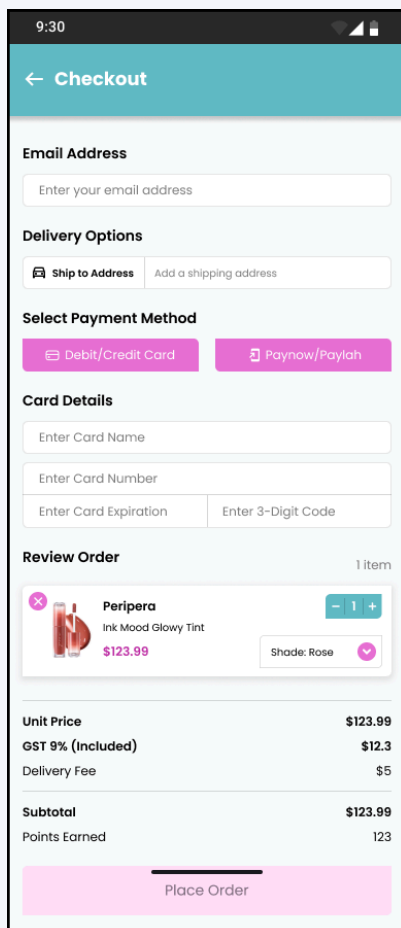
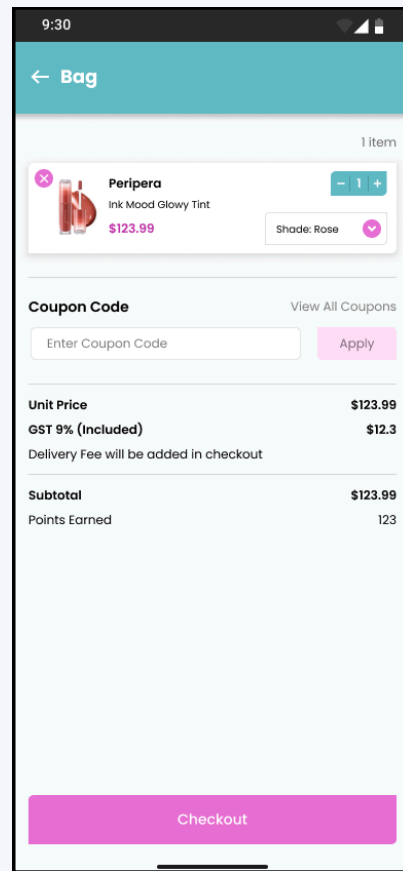
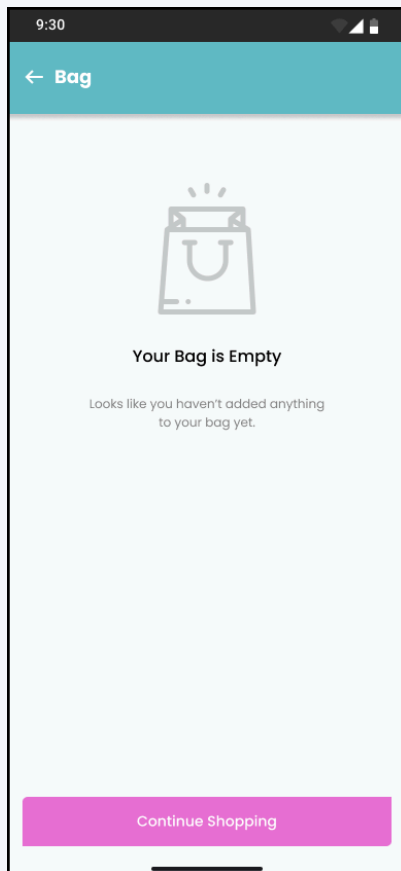


Pop-up window for adding to Bag

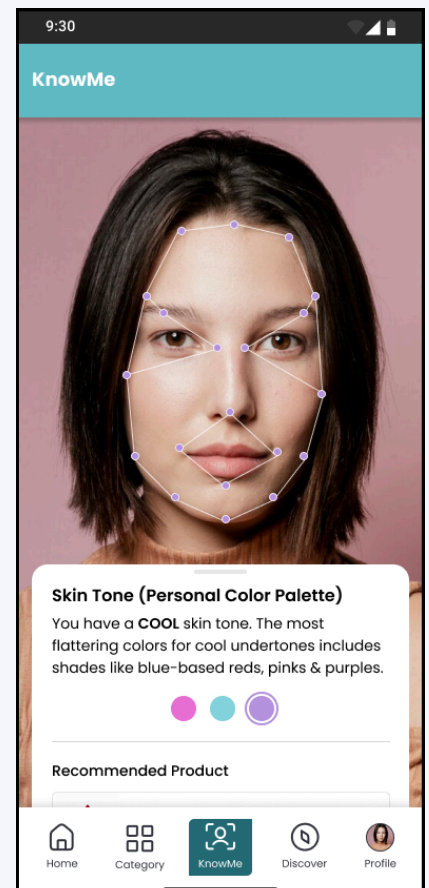
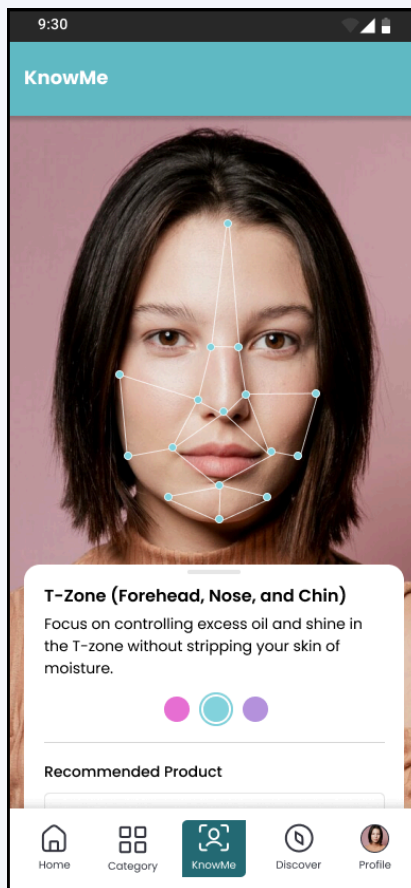
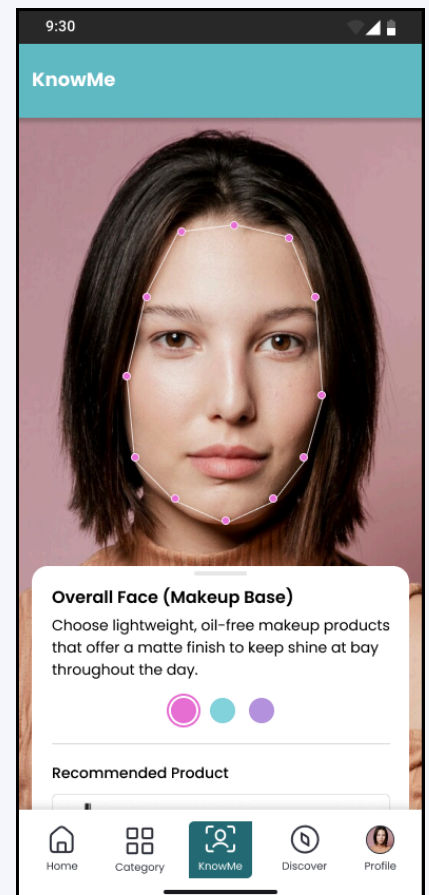
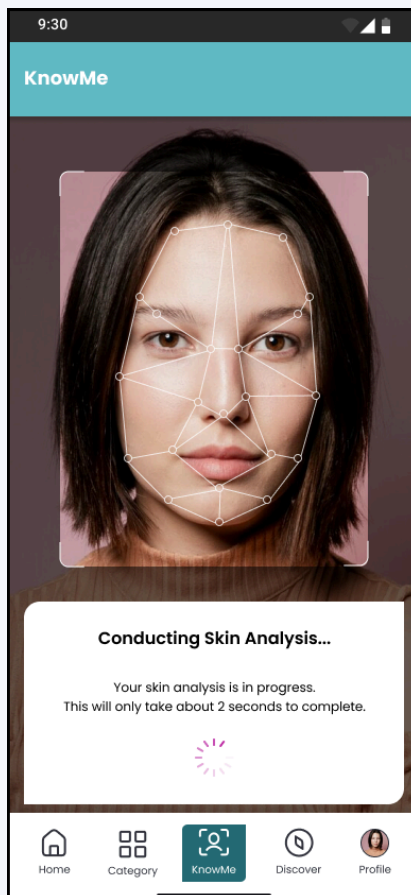
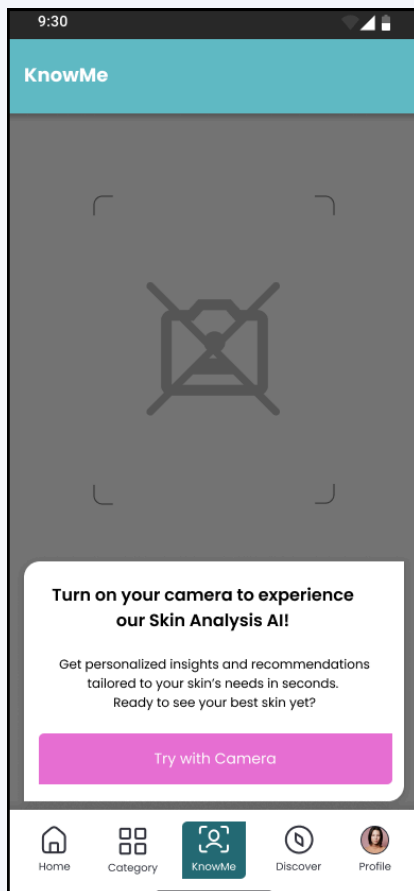
Added to My Bag!



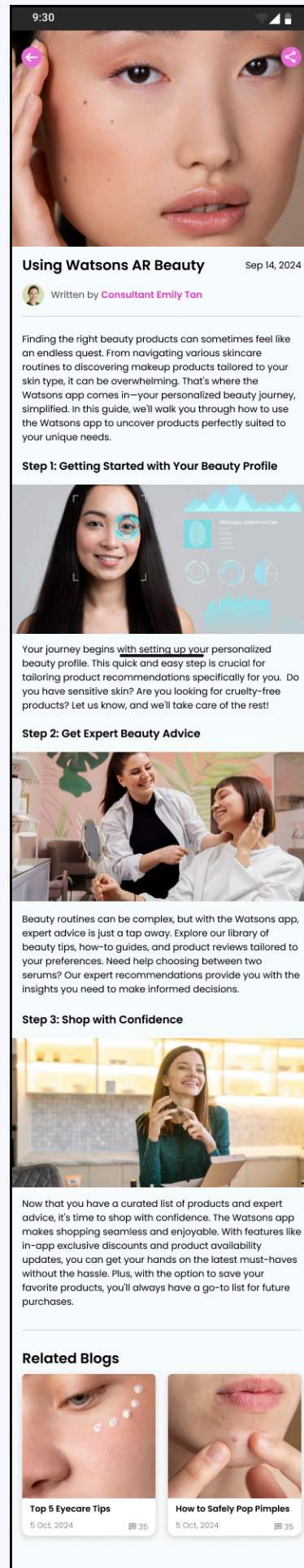
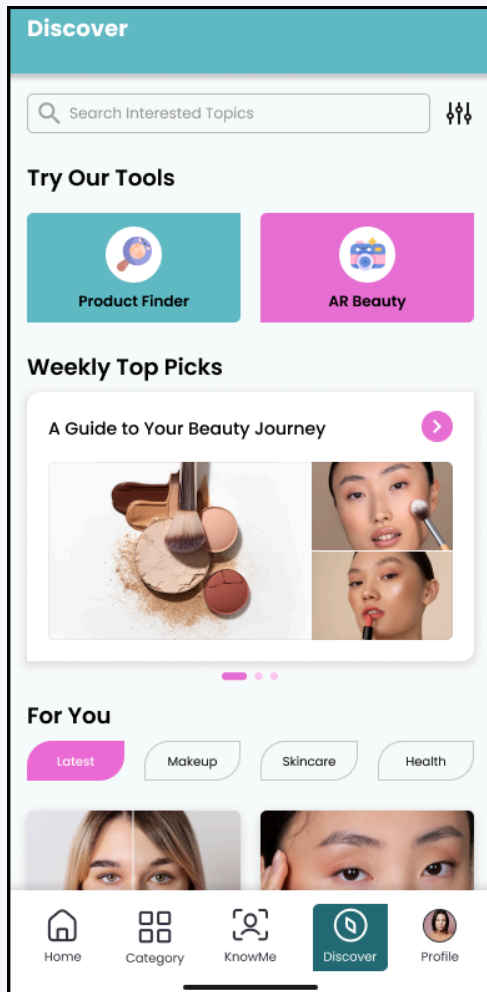
Bag and Checkout – Second Iteration



KnowMe- Second Iteration



Discover – Second Iteration



Product Finder – Second Iteration

9:30

← Product Finder

Which product would you like to find?

Select one from below:

- Makeup
- Skincare
- Legcare
- Eyecare
- Haircare

9:30

← Product Finder

What are you looking for?

Select one from below:

- Cleanser
- Toner
- Mask
- Sunscreen
- Moisturiser

9:30

← Product Finder

How does your skin feel in the morning?

Select one from below:

- Calm, comfortable
- Shiny, oily
- Red, irritated
- Tight, dull

9:30

← Product Finder

What is the climate of your environment?

Select one from below:

- Cold, dry
- Hot, dry
- Cold, humid
- Hot, humid

9:30

← Product Finder

How would you like the product to feel on your skin?

Select one from below:

- Lightweight and breathable
- Rich and moisturising
- Cooling and soothing
- Matte and non-greasy

9:30

← Product Finder

Do you have any skin allergies?

Select one from below:

- None
- Fragrance
- Parabens
- Sulfates
- Essential oils

9:30

← Product Finder

What is/are your skin concerns?

Select one from below:

- Acne ☐
- Aging ☐
- Dry Skin ☐
- Dark Spots ☐






Continue

9:30

← Product Finder

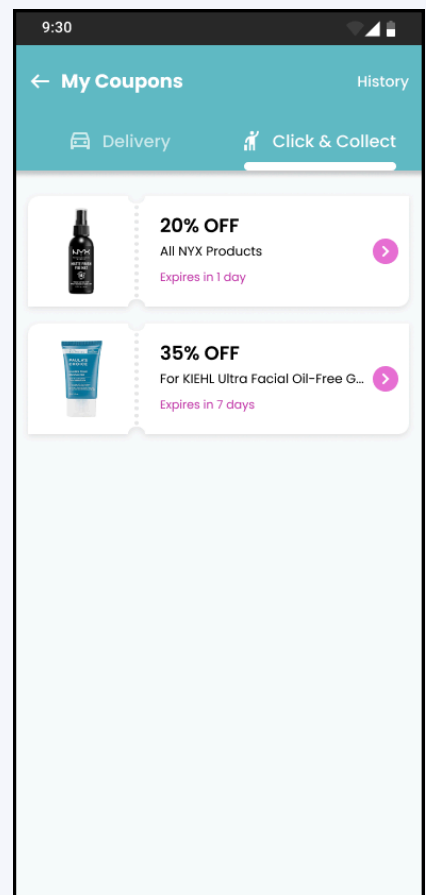
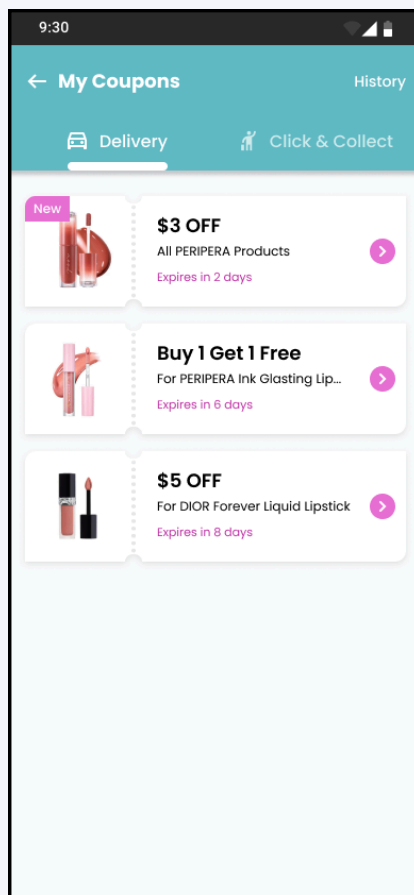
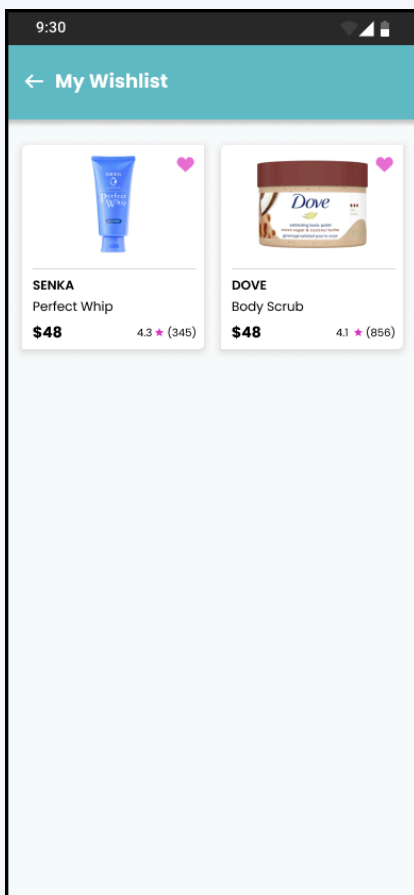
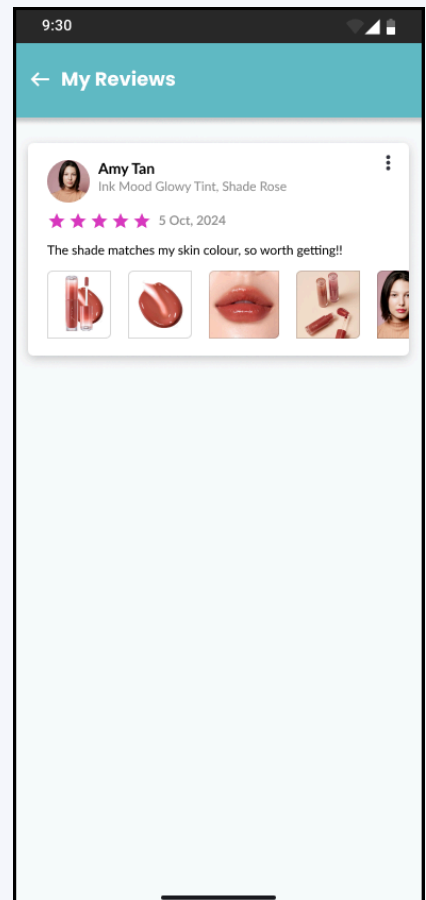
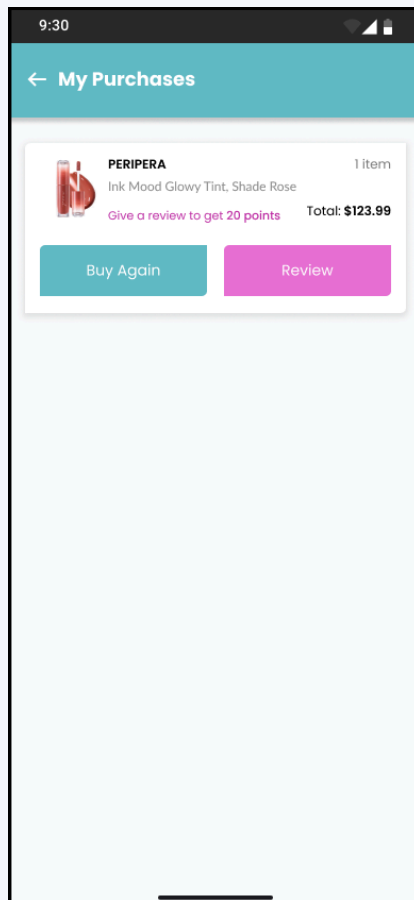
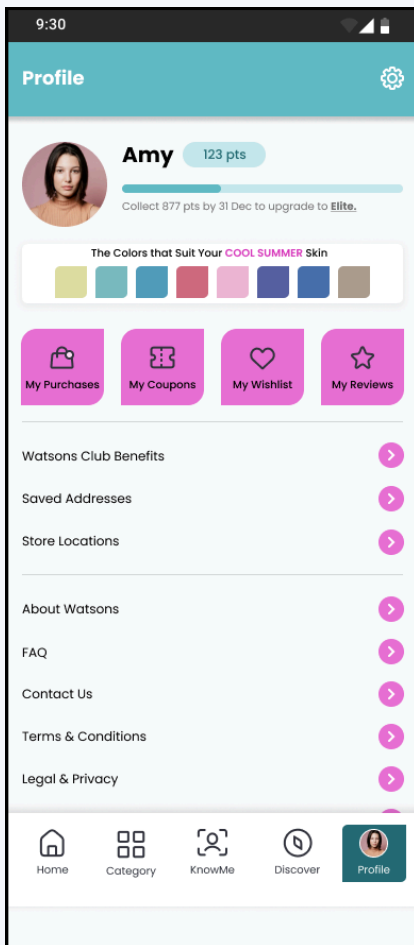
Your results show you have oily skin, which produces excess natural oils and may appear shiny.

Here's a list of suggested skincare products:

-  **Neutrogena Hydro Boost Water Gel**
Lightweight gel moisturizer that controls oil and hydrates. >
-  **La Roche-Posay Effaclar Mat Moisturizer**
Oil-absorbing, mattifying moisturizer designed for oily skin. >
-  **Cetaphil PRO Oil Absorbing Moisturizer**
Non-greasy formula with SPF, ideal for acne-prone, oily skin. >
-  **CeraVe PM Facial Moisturizing Lotion**
Lightweight, non-comedogenic night moisturizer for oily skin. >
-  **The Ordinary Niacinamide 10% + Zinc 1%**
Helps reduce excess oil and blemishes with a matte finish. >

Go back to Discover

Profile – Second Iteration





User Testing



User Testing Process – Second Iteration

For the second iteration, we sought to ask more **general questions** about the layout and process of the app, encouraging more open ended answers in order to identify **areas to focus** on towards the third iteration.

Users were given **no guidance** when engaging with the real-world scenario question, followed by questions that went through each section in a detailed manner.

As new features were added to the app since our original lo-fi and mid-fi prototypes, **new questions were created to test those sections.**

We also presented **more real-world scenario questions** to the user as a form of activity in order to better understand their usage patterns.

Demographic Questions

- Could you introduce yourself and share a bit about your beauty and skincare routine?
- Do you recall any experiences with Augmented Reality technology?
- Are you familiar with the Watsons brand?

If the answer to the above question is no, a short description detailing Watson's services will be shared with the tester:

Watsons is a leading beauty and health brand with over a 100 stores islandwide. They sell a variety of products, including skincare, cosmetics, toiletries and more. They have been leveraging AR technology in their shopping app to market to consumers.

Question to determine if they are in our Primary or Secondary target group

- Have you bought makeup from Watsons before?

General Questions

Research Goal

Receive general user feedback based on observations and open ended questions

Questions

- a. What are your opinions on the onboarding section?
- b. Is the navigation bar at the bottom of the screen useful?
- c. Are the icons intuitive?

Activity 1

Research Goal

Observe general purchase flow of makeup products for our target audience, asking questions about the process flow after.

Real-world scenario

- Buy lipstick on Watsons app using the AR feature

Questions

- a. Are you able to find the product you are looking for with ease?
- b. What are your thoughts about the product listing page?
- c. Is the product page informative enough? Why?
- d. Are the features under search (History, What's Trending) helpful?
- e. What do you think of the search filtering options in the app?
- f. How do you find the checking out process?
- g. How do you find this activity? Share with me your experience.

Activity 2

Research Goal

Observe engagement with AR features among our target audience, asking questions about the process flow after.

Real-world scenario

- Explore KnowMe and share with me your thoughts about it

Questions

- a. Is each section of the KnowMe Analysis easily understood and accessible?
- b. What do you like about this feature?
- c. What do you dislike about this feature?
- d. What would encourage you to use this feature more?
- e. Are the recommended products under KnowMe useful?
- f. Overall, does this feature allow you to better understand your skin type?
- g. How credible do you find the results?
- h. Overall, do you find the feature useful in your decision making?

Miscellaneous Questions

Research Goal

Identify other key areas of interest/change and probe the target audience on these sections.

Questions

- a. What are your thoughts about the Profile page?
- b. What are your thoughts about the Discover page?
- c. What are your thoughts on the rebranded Watsons logo?
- d. Does this change your opinion about Watsons?

Primary User Testing Analysis – Second Iteration

Primary User Persona 1 – Jane

Jane is a young and cost-aware adult starting out in the makeup space. She purchases makeup from Watsons for her internship, experimenting with the makeup types found in order to determine which shade and brand is suitable for her.

No of Primary users testing the Second Iteration Prototype: 3

Primary User Profile Breakdown

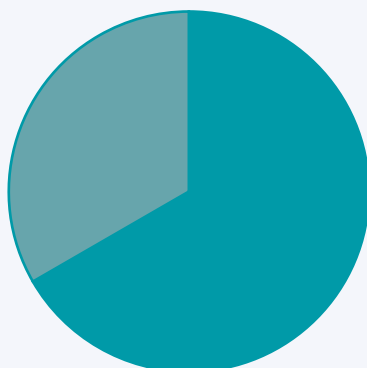
User Tester 1: Mid 20s. She shops at Watsons for her day and night skincare and makeup products, looking for discounts in the space.

User Tester 2: Mid 20s. Working as a design intern. Has a skincare routine that she follows, buys makeup for special events like weddings.

User Tester 3: Early 30s. Utilises different makeup products, including primer, foundation, concealer etc. Applies makeup for work and meeting clients.

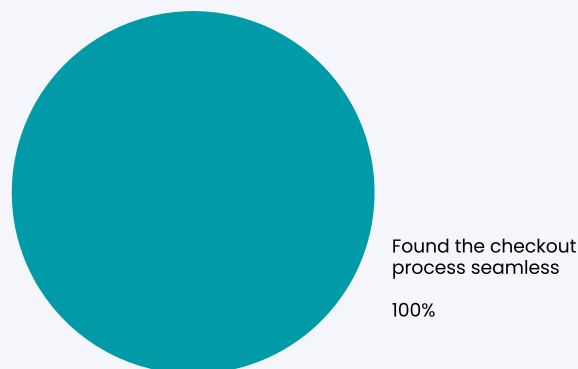
Key Results summary

- 66.7% of testers were able to successfully complete the real-world scenario with minimal or no guidance
- A tester suggested the reintroduction of the What's Trending feature as they find it useful and regularly used



Activity 1 Completion Rate
66.67%

- 66.67% of testers found that the amount of vertical scroll used in the search filter options to be overwhelming. They suggested the introduction of a horizontal scroll or read more function, as well as adding more colour variation
- 100% of testers found the checking out process seamless and simple



- A tester suggested that the AR features indicate lighting requirements
- A tester expressed confusion at the circular KnowMe toggles to go to the next section of the skin analysis, suggesting the addition of a one word header to let the users know that there are different sections
- A tester suggested that the KnowMe AR feature could elaborate more on the tester's skin type (E.g. If they have an oily skin or a different type of skin).
- A tester suggested that the KnowMe AR feature could indicate which products to avoid for their particular skin type. Additionally, they hoped for a way to speak live with a beauty consultant on their skin needs. This would be useful for the tester to confirm the accuracy of their results
- A tester suggested that the information about the recommended products under KnowMe can be saved into a history
- 100% of testers wanted more information in KnowMe about their skin type



- 100% of testers found the KnowMe section useful

- Having a live agent chat was brought up again when asking the tester questions about the profile section
- A tester suggested the blogs can lead to the product listing feature
- A tester suggested renaming “For You” to “Articles For You” under Discover

Quotes from testers

Search Feature

- “What’s trending is missing. I will look at hot searches and see what people are buying these days actually.”
- “Instead of horizontal scroll, have a 'show more options' to show more or make the vertical scroll scrollable”
- “Feels overwhelming at first glance, too many of the same vertical scroll functionality and the same colors too.”

Checkout Feature

- “ I love that you can add to bag even though you are in another feature. The checking out process is seamless.”
- “Checking out process is seamless, with all the information out there in white and black.”

AR Beauty

- “I think its fine, I like the option to be able to use AR technology to test the products, even though there may be some requirements (e.g. lighting and stuffs).”

KnowMe

- “Not sure what the colors of the circle buttons mean (pink, blue and purple), maybe add one word header to let the users know.”

- “It did not mention what skin type she is, it would be nice to know for people who do not know.”
- “The AR tool does not tell you what you cannot use. People will have no choice but to fall back to asking beauty consultants for advice. I would hope for something more accurate, like asking a beauty consultant, or have ways to make sure the results have higher accuracy.”
- “Recommended products can be stored as history so that the user wouldn't be recommended the same products”
- “It does, especially if it's a beginner or someone with severe skin issues, so this will be very helpful. (maybe have a section just for sensitive skin)”
- “It would be more useful, if there are more details on why she got the results (it doesn't mention if she is e.g. acne prone or have a combi skin type).”
- “I think it helps me to confirm my current skin condition, rather than telling me what's wrong.”
- “(Useful) Yes. I will read up on the products before deciding if it is worth purchasing and if it is really suitable for me.”
- “Very useful, because it tells her which product will look good on her skin”
- “Yes, very useful and tailored to her skin type, feels very personalised.”

Profile

- “It would be good to have a live chat function for customer service for any enquiries, purchasing issues.”

Discover

- “Have the blogs leading it to the KnowMe feature or the product listings.”
- “Maybe the header for 'For You' can be 'Articles For You'.”

Secondary User Testing Analysis – Second Iteration

Secondary User Persona – Abigail

Abigail is a young and savvy person who enjoys shopping online and looking at social media for makeup products from trendy and popular brands. She spends a good amount of time perfecting her makeup skills. Makeup boosts her confidence.

No of Secondary users testing the Second Iteration Prototype: 4

Secondary User Profile Breakdown

User Tester 1: 26–30 years old. Does both skincare and makeup daily.

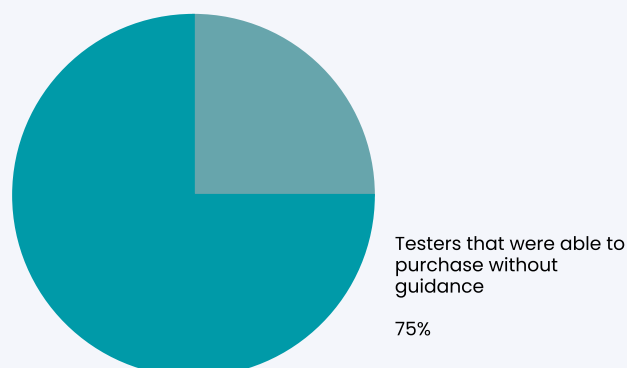
User Tester 2: 18–25 years old. Cleanses her face and uses moisturizer, uses only a little bit of makeup.

User Tester 3: 18–25 years old. She has a skincare routine and does light makeup.

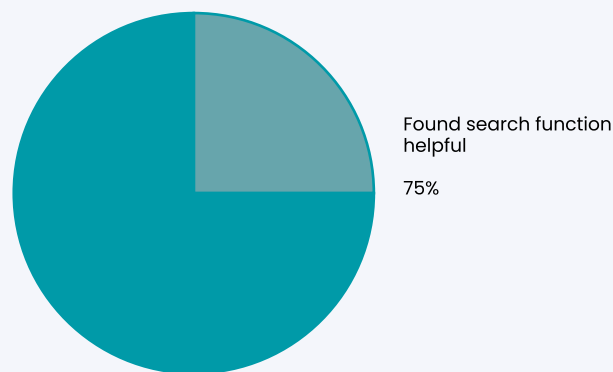
User Tester 4: 18–25 years old. She uses cleansers, moisturizers and does makeup for occasional events.

Key Results summary

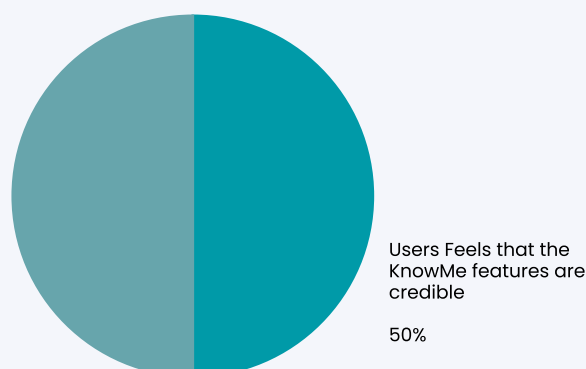
- 75% of the testers were able to purchase a lipstick and view the AR feature of the app without guidance
- A tester suggested to add a product finder description in the onboarding section



- 75% of the testers found the onboarding easy to use
- 75% of the users felt that the search function was helpful



- A tester mentioned that “sizing options” sounds like its more for clothing products
- A tester suggests to have a progression indicator for questions in Product Picker
- 75% of the testers felt that the checkout was clear and fast
- A tester mentioned how they did not know that the 3 coloured dots in the KnowMe section was clickable
- All testers found the recommendations in KnowMe very useful
- 25% of the testers trust the KnowMe feature, and would rather rely on a salesperson for recommendations for skincare products.
- A tester would like to see gamification within the app, to enable them to be driven by incentives go back to the app
- All testers found the Watsons app products tailored to them as a user, and feel that they will visit the app more frequently with the KnowMe and Product Finder Feature
- 50% of the testers feel that the KnowMe features are credible



Onboarding

- "The personalised tips sounds unique, I will want to try it out."
- "Add product finder description in the onboarding section (basically any USP should be talked about in the onboarding section)."

Log in/ Sign up

- "The login page is the usual login page, the advertisement, the preview of the app is not bad."

Search

- "Search bar in category is not working well."
- "I think it is important to have the search feature, as users may have a brand in mind already."
- "Sizing options sounds like its more for clothing products."

Discover

- "It would be nice to have a step progression indicator like 0/5 questions answered" (For the Product Finder questions)
- "This provides alot of written articles, self care tips, I think it is quite interesting."
- "Product finder gave me questions to find out about my condition... which I think its not bad. its useful. And it gives me a list of products... and I could see more and decide from there. Its good. Its like AR beauty, shows everything."

KnowMe

- “Would like to have a header for the product to be under specific condition of the face.”
- “There is but not very often. I think it will be good if the input button can share about skin conditions, like cos I have sensitive skin. Quite useful.”
- “I think this is not bad, they will tell me my skin tone and what colour suits me, and recommend me the products.”

Bag

- “Quite well guided, only need to fill in the required info, prices are reflected every well with the whole summary.”

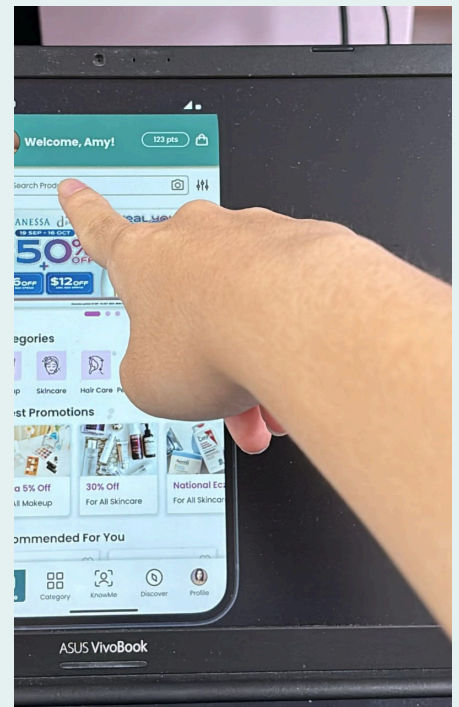
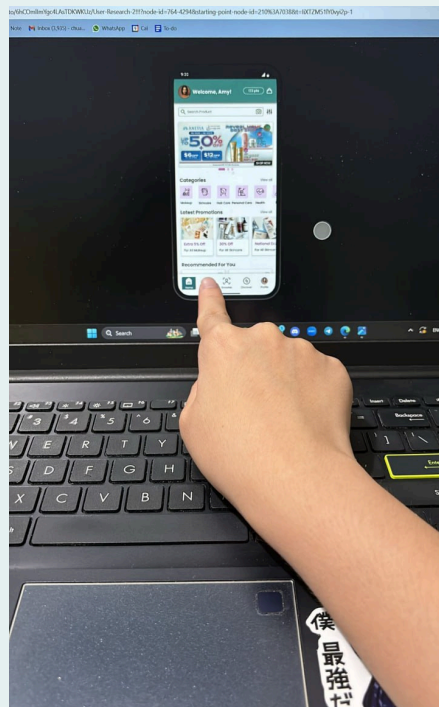
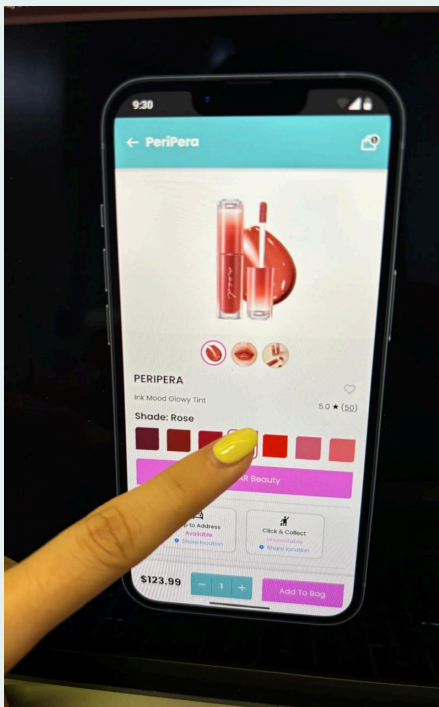
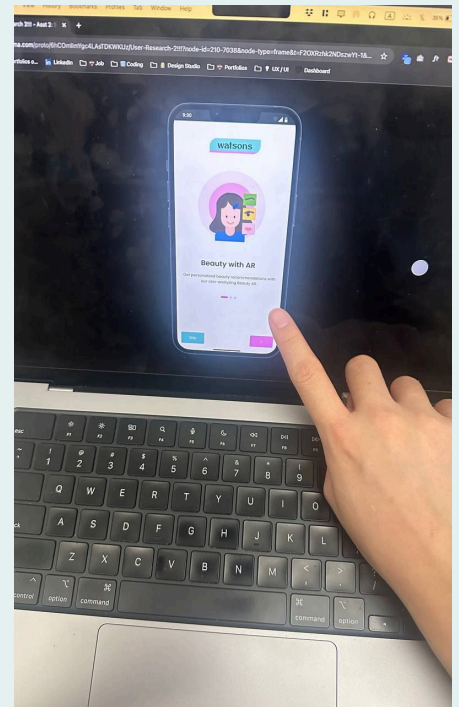
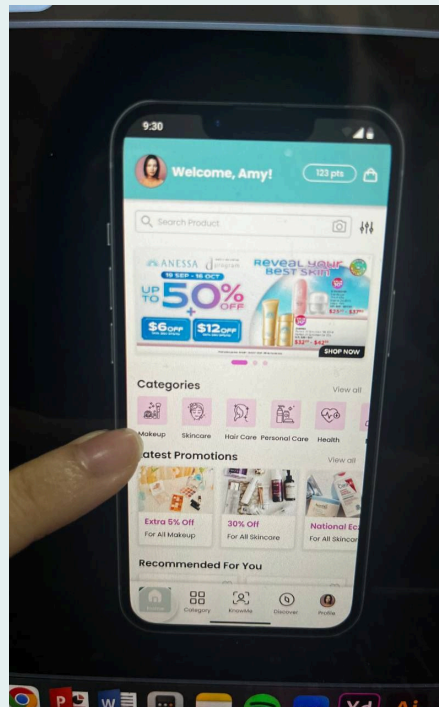
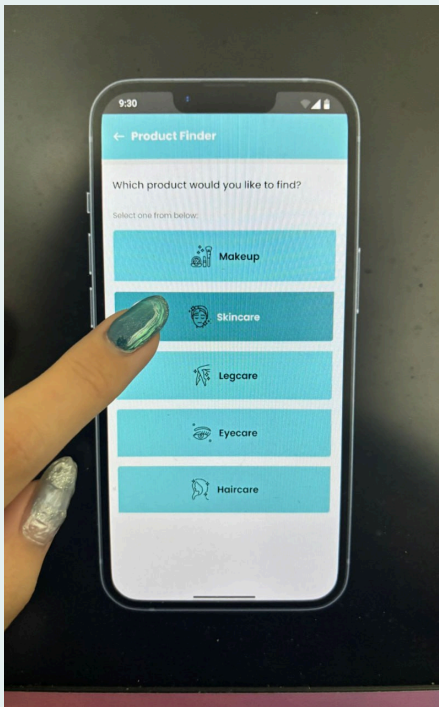
Profile

- “Mental model that my purchases and transaction history is grouped together, and not separated.”
- “I don't want to keep taking picture, and I want to be able to straight go to the results instead. (saving of results).”

Product List

- “Straightforward, relevant, tend to look out for values such as pricing, ratings, followed by user review count and then the brand and the product name, as well as the option to favourite.”
- “Will look out for product ingredients (skin care allergies), reviews of the products especially if those that have more images and more words on it. I will filter the reviews to see what people are talking about for each type of rating.”

User Testing Photos





Final Iteration



What's New?

What's New?

Enhanced Search Bar

- Increased visibility to prevent it from appearing disabled

Best Sellers on Home Page

- Added a new section featuring top-selling products

Skincare Product List

- Created a dedicated page for skincare products with links to recommended items

Product Finder on Onboarding

- Integrated the product finder into the onboarding experience

KnowMe Linked After Product Finder

- Users are now redirected to KnowMe for skin analysis after using the product finder

Trending Products Restored

- Reintroduced trending products, showing top 1-3 items on the home page

Brands in Category Tab

- Added a new tab to browse products by brand

Product Finder Structured with Q1/6

- Improved structure of the Product Finder starting with Question 1/6

Transaction History Removed

- The transaction history section has been removed from user profiles and will now be under My Purchases

Enhanced Blog Links

- Added more relevant links in blogs, such as AR Beauty or product recommendations

Larger AR Camera Button

- Increased the size of the AR camera toggle button for better accessibility

More Product Reviews

- Product pages now display additional reviews

Empty Pages for "My" Sections

- Created placeholder pages for "My" sections like Wishlist and Purchases

Detailed Skin Analysis in KnowMe

- KnowMe now provides deeper analysis and guidance for skin concerns

Improved Product Recommendations in KnowMe

- More detailed product recommendations are now available

Product Shades with Visuals

- Added shade options and visuals to product pages

Clearer Colour Options in KnowMe

- Color options are now labeled with clear word titles for easier selection

Products to Avoid in KnowMe

- KnowMe suggests products to avoid based on skin analysis

Save Results in KnowMe & Profile

- Skin analysis results can now be saved in KnowMe and profiles

Lighting Recommendation in KnowMe

- Suggested using natural lighting for accurate skin analysis

More Information on KnowMe Products

- Expanded product details similar to Product Finder

Live Chat with Beauty Advisors

- Introduced live chat with Watsons' beauty advisors in KnowMe

Aim of Updates

These updates aim to improve the user experience with better navigation, personalized product recommendations, and enhanced features across the app.

Final Iteration
Prototype Link



User Testing



User Testing Process – Final Iteration

We interviewed **1 primary user** in order to receive polishing feedback based on our final iteration. The question formulation process made use of **techniques** from the first and second iterations, incorporating **more activities** in order to get testers to self navigate and for us to observe that process.

We started off with the **Demographic questions** to learn more about the tester.

There are a total of **5 activities** covering different sections of the app, with probing questions asked under each activity.

Miscellaneous questions were also included in order to cover sections that were **easily overlooked or missed** during navigation.

Demographic Questions

- Could you introduce yourself and share a bit about your beauty and skincare routine?
- Do you recall any experiences with Augmented Reality technology?
- Are you familiar with the Watsons brand?

If the answer to the above question is no, a short description detailing Watson's services will be shared with the tester:

Watsons is a leading beauty and health brand with over a 100 stores islandwide. They sell a variety of products, including skincare, cosmetics, toiletries and more. They have been leveraging AR technology in their shopping app to market to consumers.

Question to determine if they are in our Primary or Secondary target group

- Have you bought makeup from Watsons before?

Activity 1

Research Goal

Observe the tester's sign in and sign up navigation. Ask them about their thought process during the process and ways to further improve the experience.

Real-world scenario

- Try signing up for an account in the Watson's App, afterwards, try logging in

Questions

- a. What was your thought process when signing up?
- b. Is the information presented during onboarding easy to understand?
- c. Are the onboarding animations appealing?

Activity 2

Research Goal

Observe the user's purchase flow and probe about their experience and possible difficulties.

Real-world scenario

- Try signing up for an account in the Watson's App, afterwards, try logging in

Questions

- a. Did you face any difficulties with navigation? What are they?
- b. Did you face any difficulties recognising the icons used?
- c. Is the layout clear and simple to navigate?
- d. Is the product listing page informative enough?
- e. Is the checking out process clear to you?
- f. Is there anything you wish could be added to improve your decision making or purchasing process?

Activity 3

Research Goal

Observe their navigation to the Browse page and their ability to find product categories using the page. Secondly, the usage of the search feature, linked in Browse.

Real-world scenario

- Navigate to the browse page and use it to find the PeriPera lipstick product listing

Questions

- a. Is the Browse page clear and easily understandable?
- b. Is the separation between Category and Brand useful?
- c. Are the features under search (History, What's Trending) useful?

Activity 4

Research Goal

Observe the tester's experience with KnowMe, as well as the newly implemented features such as Live Chat

Real-world scenario

- Navigate to the KnowMe page and try out the skin analysis process

Questions

- a. Is each section of the KnowMe Analysis easily understood and accessible?
- b. What is your opinion on the live chat feature?
- c. Are the recommended products under KnowMe useful?
- d. Overall, does this feature allow you to better understand your skin type?

Activity 5

Research Goal

Observe engagement with the Discover page and ask about their experiences with the features under Discover such as the Product Finder and For You

Real-world scenario

- Navigate to the Discover page and try out the Product Finder. Afterwards, read an article in Discover.

Questions

- a. Was the navigation process clear for each feature?
- b. Did you find the Product Finder feature simple and easily understandable?
- c. Do you find these features useful and how can we make it more useful to you?

Miscellaneous Questions

Research Goal

Identify other key areas of interest/change and probe the target audience on these sections.

Questions

- a. What are your thoughts about the Profile page?
- b. What are your thoughts on the rebranded Watsons logo?
- c. What are your thoughts on the colour scheme of the app?
- d. Do you have any other comments about the app?

Primary User Testing Analysis – Final Iteration

Primary User Persona 1 – Jane

Jane is a young and cost-aware adult starting out in the makeup space. She purchases makeup from Watsons for her internship, experimenting with the makeup types found in order to determine which shade and brand is suitable for her.

No of Primary users testing the Final Iteration Prototype: 1

Primary User Profile Breakdown

User Tester 1: 18–25 years old. Uses Skincare products, buys makeup for mum occasionally. Also purchases other essentials from Watsons like body wash etc.

Key Results summary

- During sign up, the user had a little trouble finding the sign up button but managed to find it, rest of the process was smooth
- When trying to purchase the lipstick, the tester kept trying to click the category buttons. They should be clickable
- The AR beauty needs a turn on camera prompt under each product
- Suggestion to add the number of sales under each product listing
- "What's Trending" in search bar can be changed to Trending Brands or Bestselling Brands
- Tester suggested to shorten the article in Discover to more of a summary because it was too wordy

- Tester finds that the Watsons logo has a bit too much blank space at the sides of the Watsons word vs the logo background. Also the Watsons logo in the onboarding pages are inconsistent in length.
- My Coupons page back button is bugged in prototype, to be fixed

Quotes from testers

AR Beauty

- “I couldn’t tell that the AR Beauty was supposed to use my camera because there was no prompt.”

Product Listing

- “Product listing page looks ok, but can add the number of sales or any possible discounts under each product listing.”

Search Feature

- “Under what's trending, it looks like it is referring to the brand category, maybe want to change to brands trending or bestsellers.”

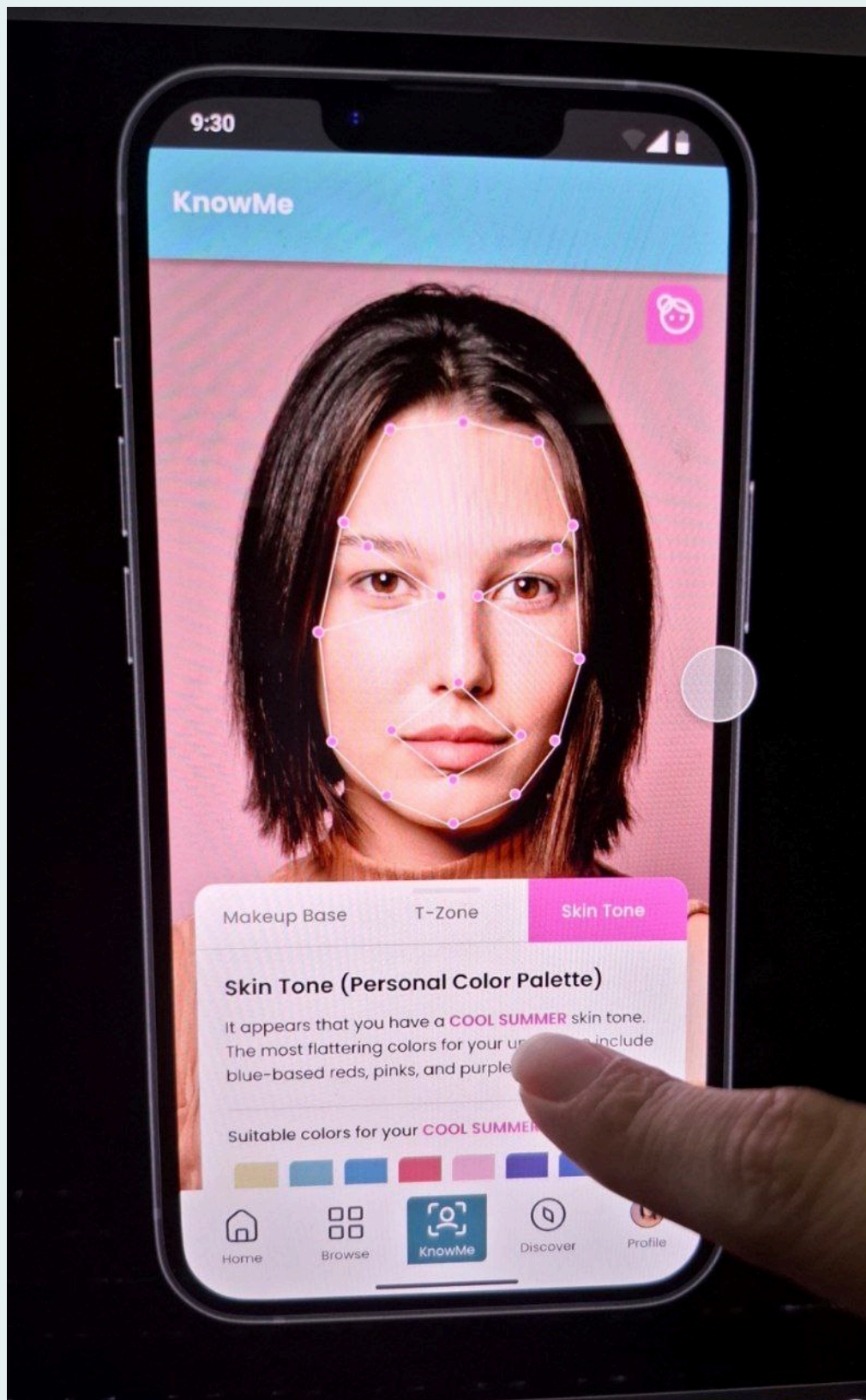
Discover

- “The article is too wordy, I prefer more of a summary,”

Logo Design

- “I find that the logo has a bit too much blank space at the sides.”

User Testing Photos



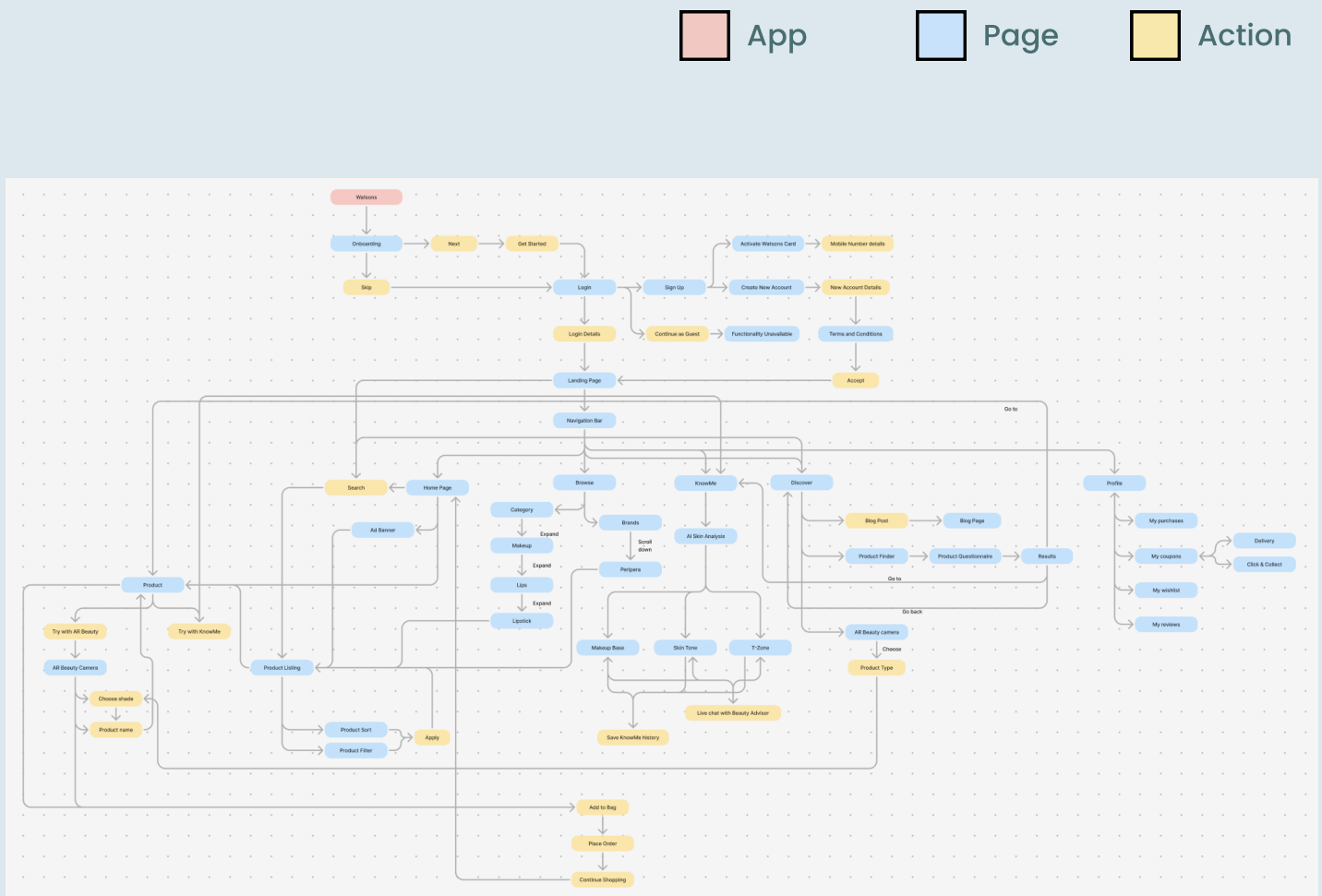


Flowchart

Final Iteration Flowchart

The flowchart below outlines the structure and hierarchical information layout of our Watsons App final iteration proposal, which include the improvements made from multiple user testing sessions and iterations.

The link to the flowchart for better viewing is under [Flowchart Link](#).

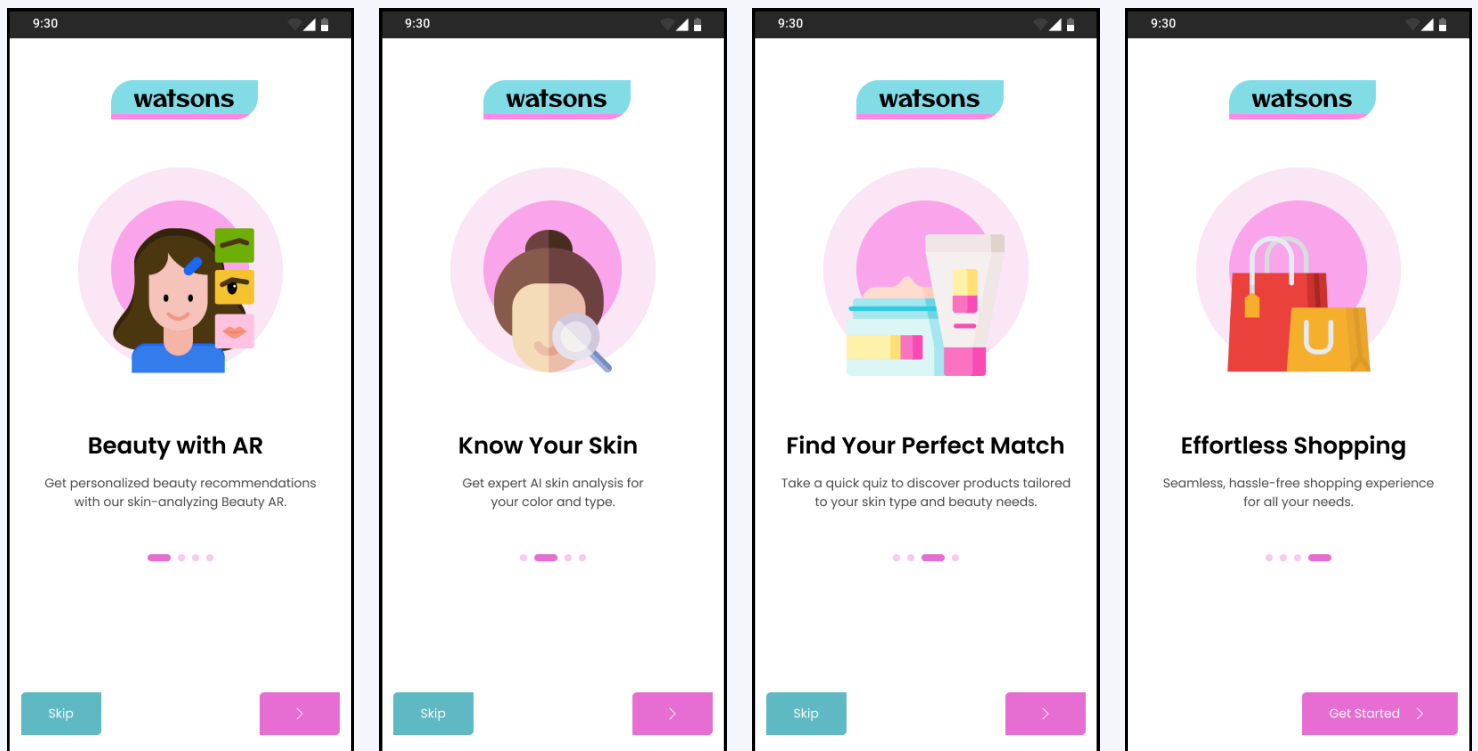
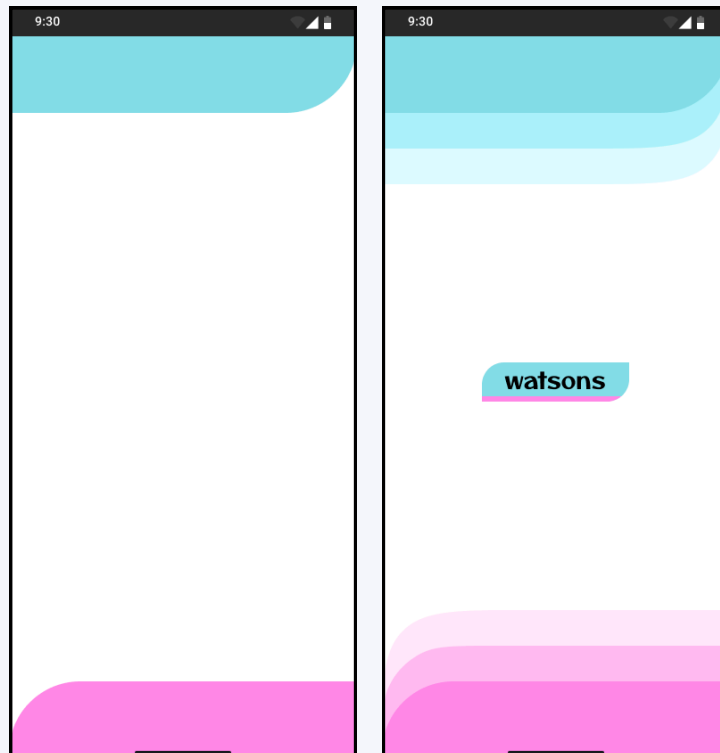




Wireframes

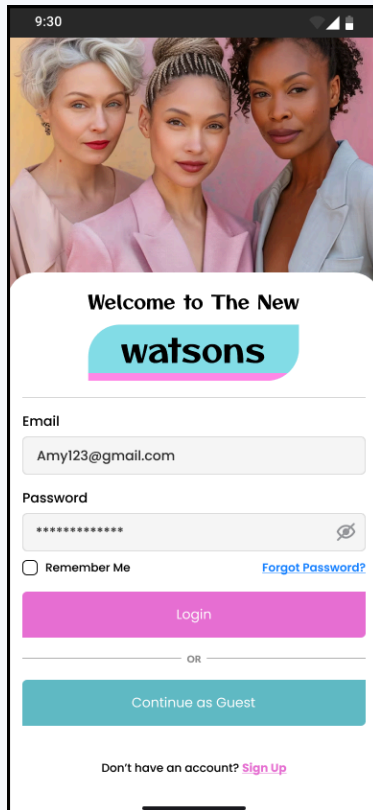
Onboarding – Final Iteration

The splash screen displays the brand logo and a welcome message, setting the initial tone for the user experience as the app loads. The Onboarding page introduces new users to the app's features, guiding them through key functionalities to ensure a smooth navigation experience.



Login, Sign Up and Activate Card – Final Iteration

Users can easily log in or create an account here, with options to activate their Watsons card, all designed for efficient account management.



9:30

Welcome to The New
watsons

Email
Amyl23@gmail.com

Password

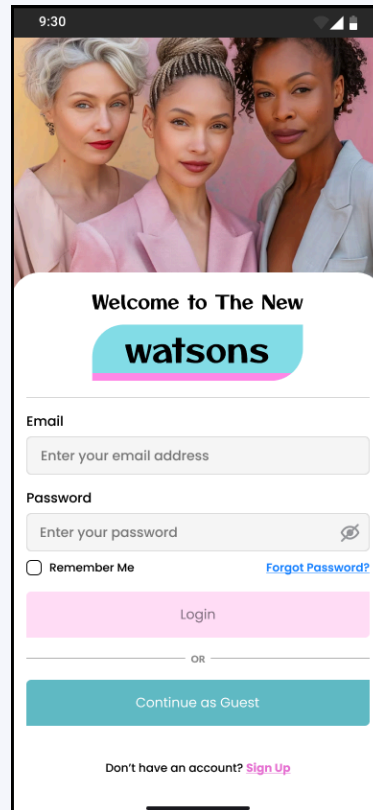
☐ Remember Me [Forgot Password?](#)

Login

OR

Continue as Guest

Don't have an account? [Sign Up](#)



9:30

Welcome to The New
watsons

Email
Enter your email address

Password
Enter your password

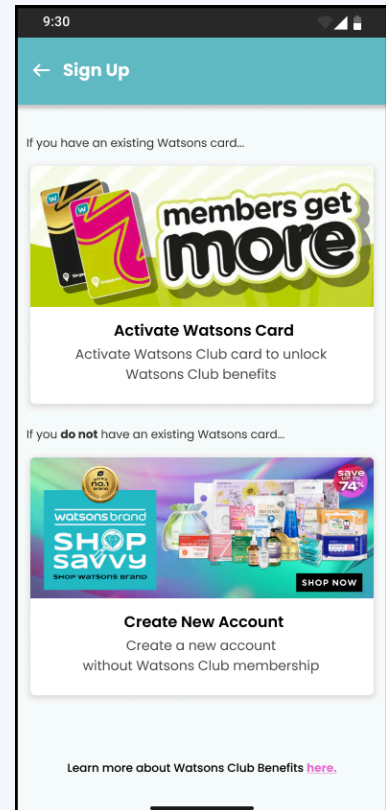
☐ Remember Me [Forgot Password?](#)

Login

OR

Continue as Guest

Don't have an account? [Sign Up](#)



9:30

← Sign Up

If you have an existing Watsons card...

members get more

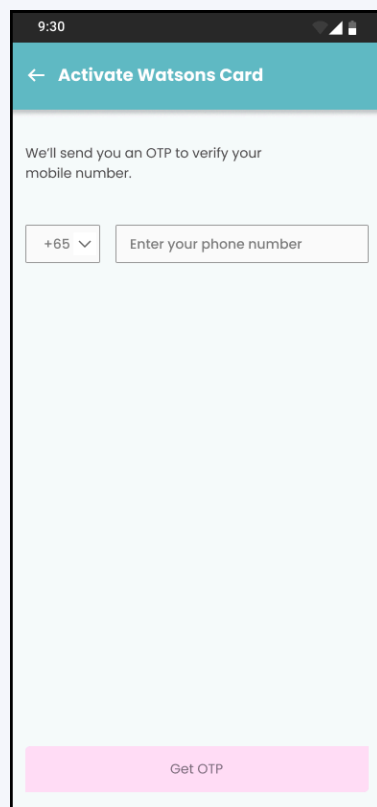
Activate Watsons Card
Activate Watsons Club card to unlock Watsons Club benefits

If you **do not** have an existing Watsons card...

SHOP savvy
SHOP WATSONS BRAND

Create New Account
Create a new account without Watsons Club membership

Learn more about Watsons Club Benefits [here](#).



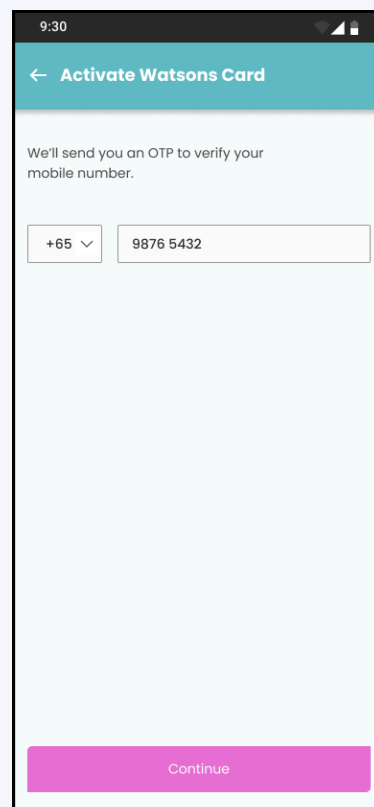
9:30

← Activate Watsons Card

We'll send you an OTP to verify your mobile number.

+65 ▾ Enter your phone number

Get OTP



9:30

← Activate Watsons Card

We'll send you an OTP to verify your mobile number.

+65 ▾ 9876 5432

Continue

This section allows for new account creation with a clear agreement to terms, complemented by loading screens that provide reassurance during processing.

9:30

← Create New Account

First Name

Enter your first name

Last Name

Enter your last name

Email

Enter your email address

Password

Enter your password

Continue

9:30

← Create New Account

First Name

Amy

Last Name

Tan

Email

Amy123@gmail.com

Password

Continue

9:30

← Create New Account

First Name

Amy

Last Name

Tan

Terms & Conditions

Last Updated: 18/9/2024

Welcome to the Watsons App (the "App"). By accessing or using the App, you agree to comply with and be bound by the following terms and conditions ("Terms"). If you do not agree to these Terms, please do not use the App.

1. General Use

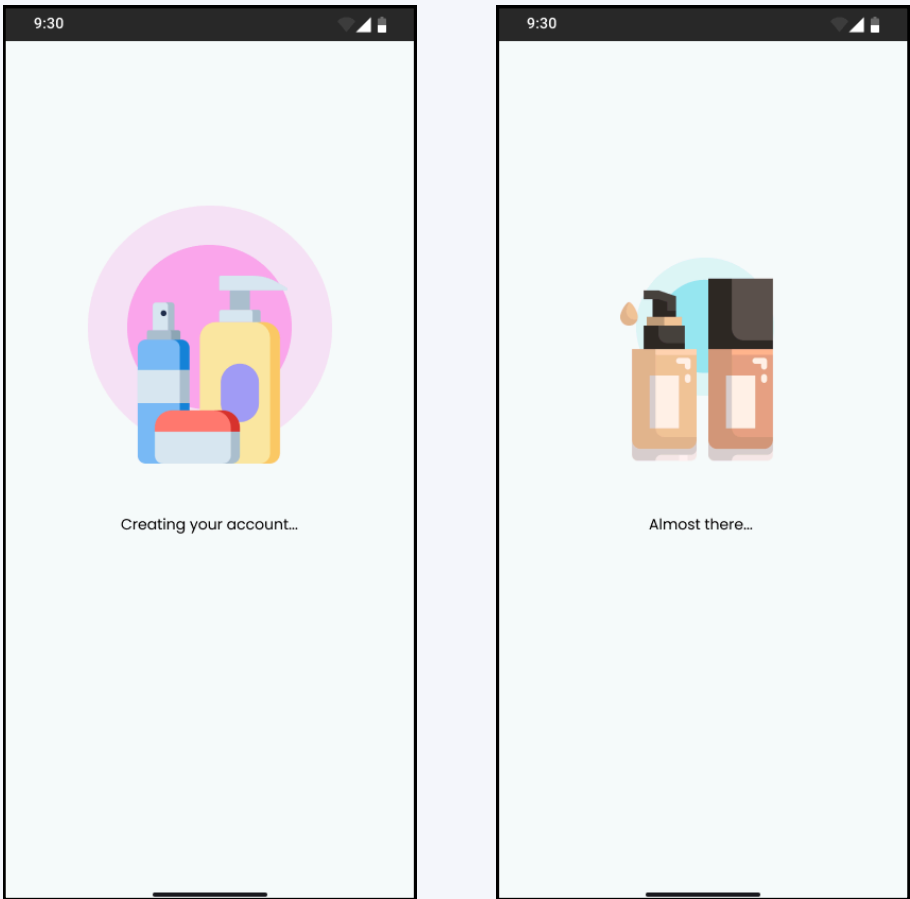
1.1. Eligibility: You must be at least 18 years old or have the consent of a legal guardian to use the App. 1.2. Updates: Watsons reserves the right to modify these Terms at any time. Your continued use of the App constitutes acceptance of the updated Terms.

2. User Obligations

3.1. Personalization: The App uses AI to offer personalized product recommendations, virtual assistance, and customer support. The AI algorithms analyze user behavior, preferences, and interactions to improve your experience. Please refer to our [Privacy Policy](#) for more details on how we handle your data.

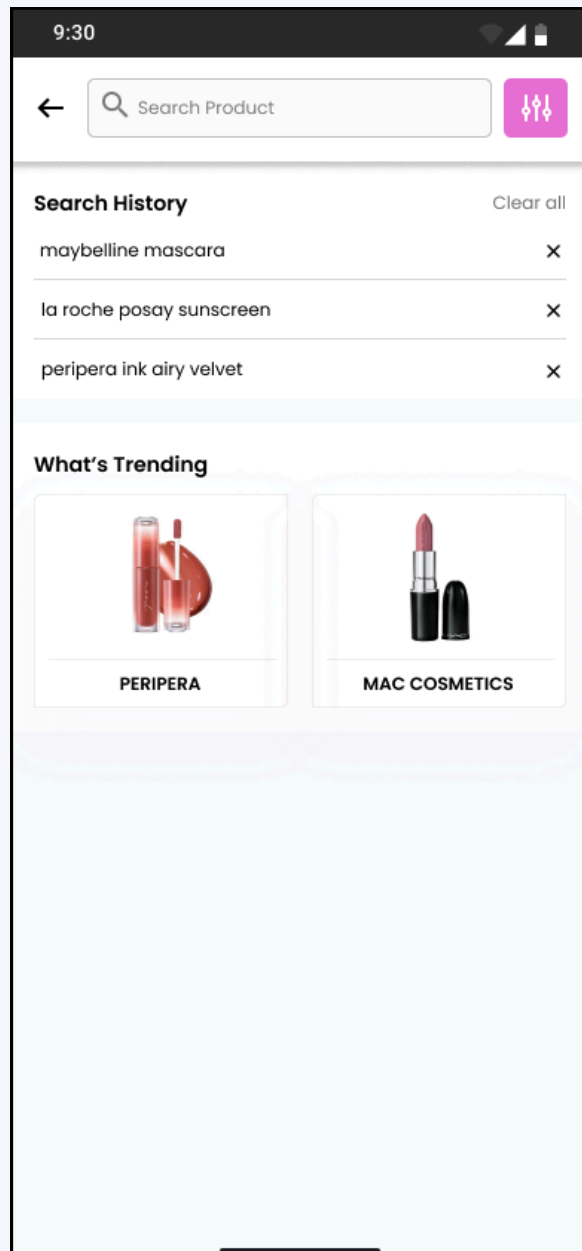
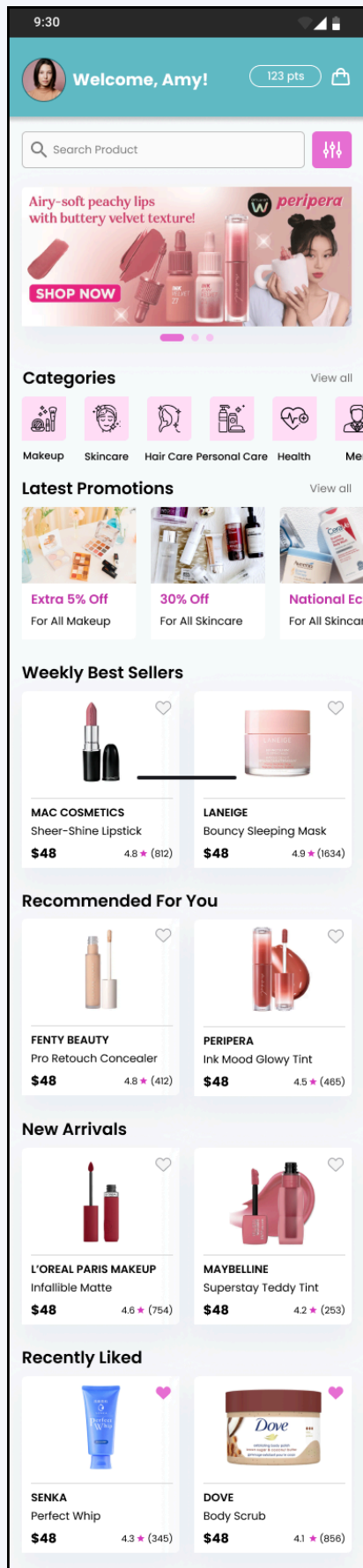
Scroll down to view more

Continue



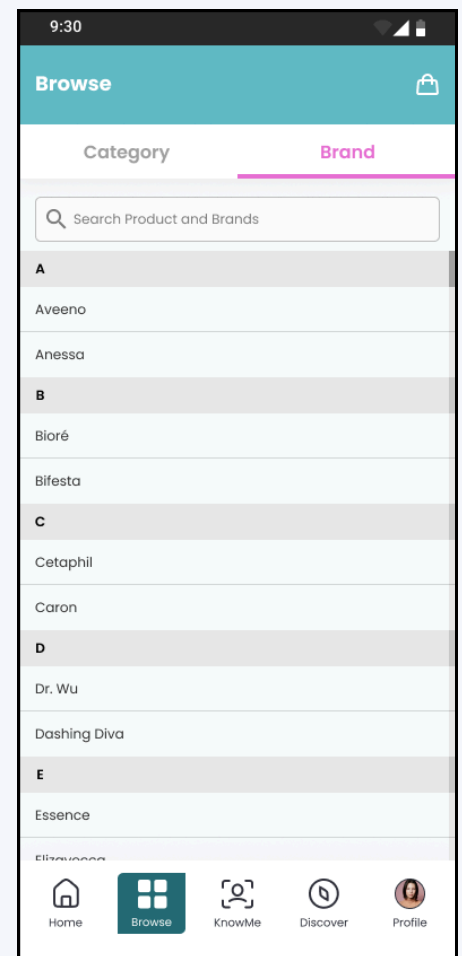
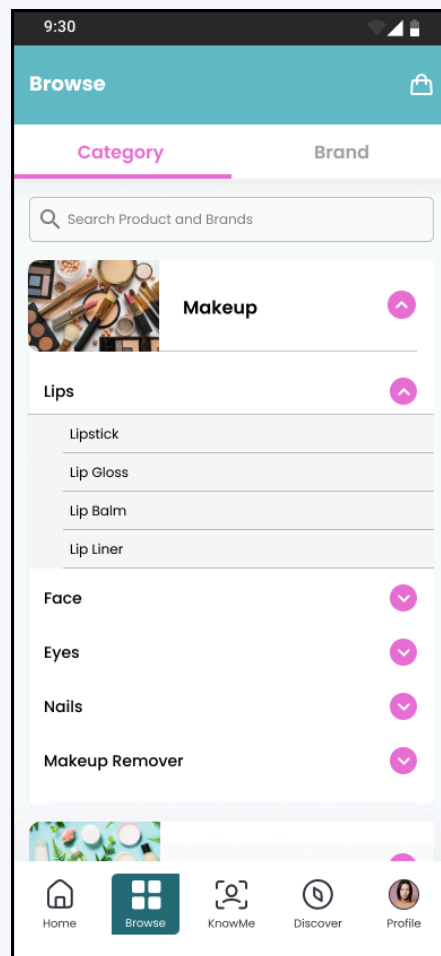
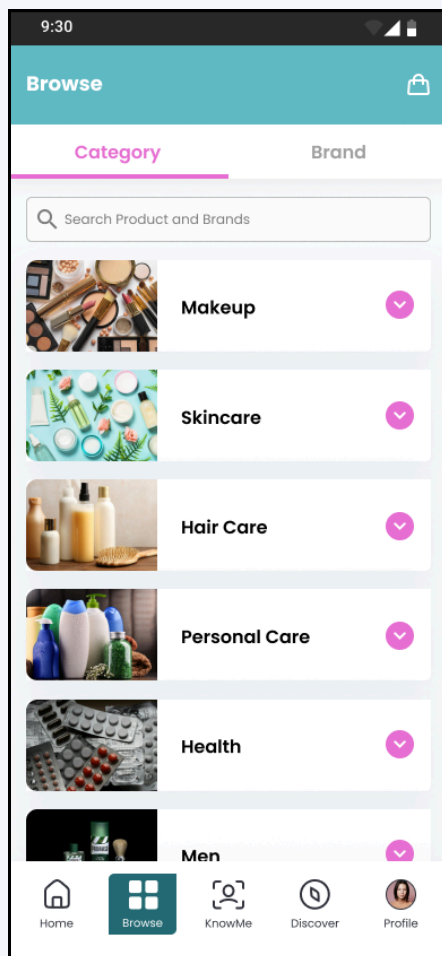
Home and Search – Final Iteration

The home page showcases popular products and a search bar for easy navigation, helping users discover trending beauty items quickly.



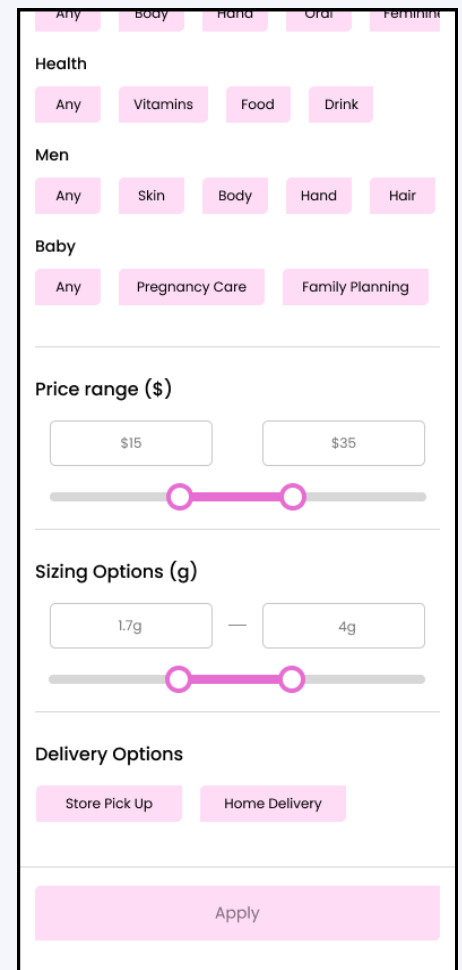
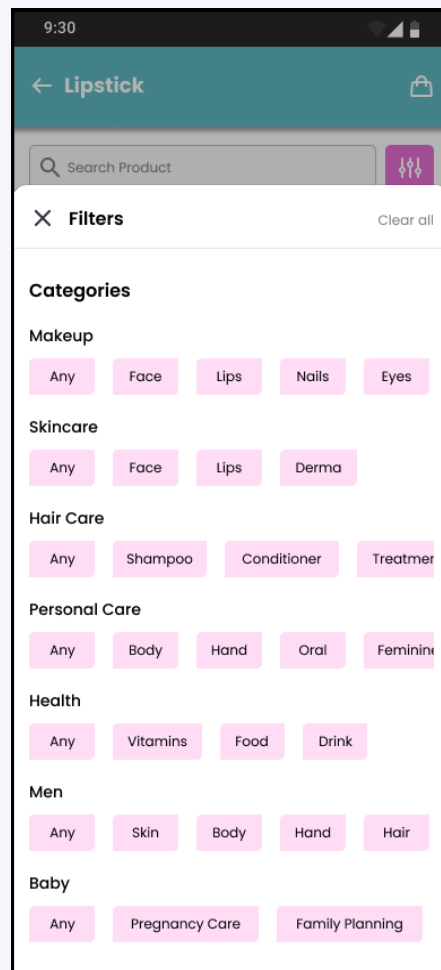
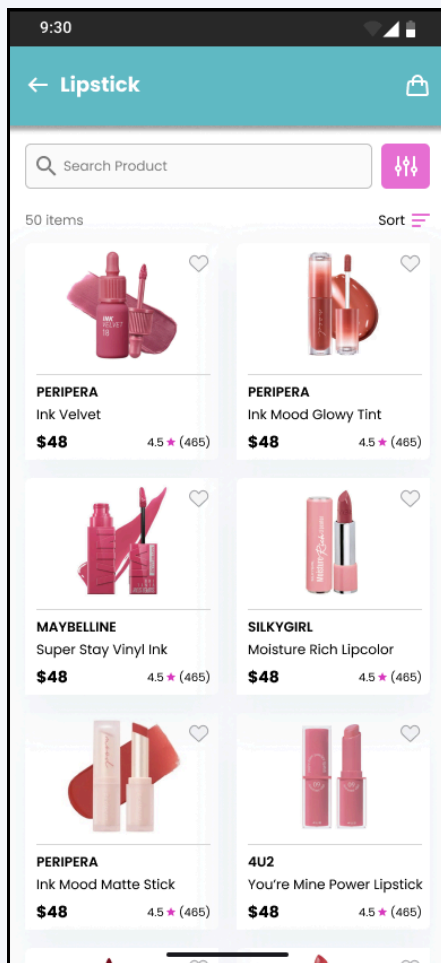
Category – Final Iteration

Organised by categories and brands, this section facilitates product exploration, allowing users to browse their favourite products more efficiently.



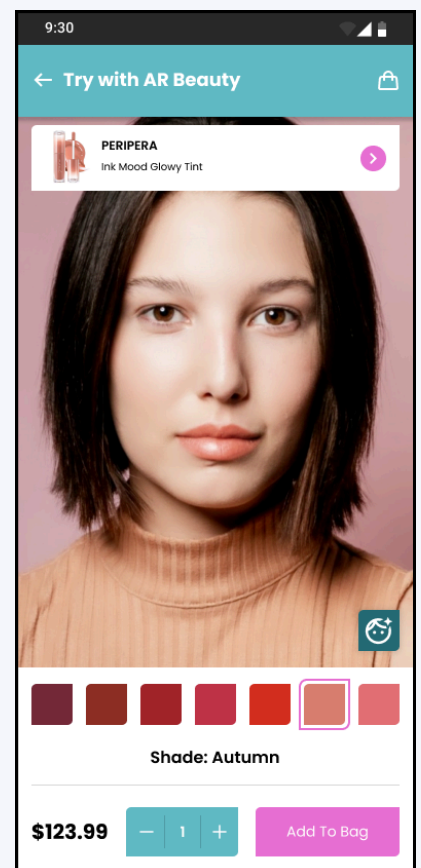
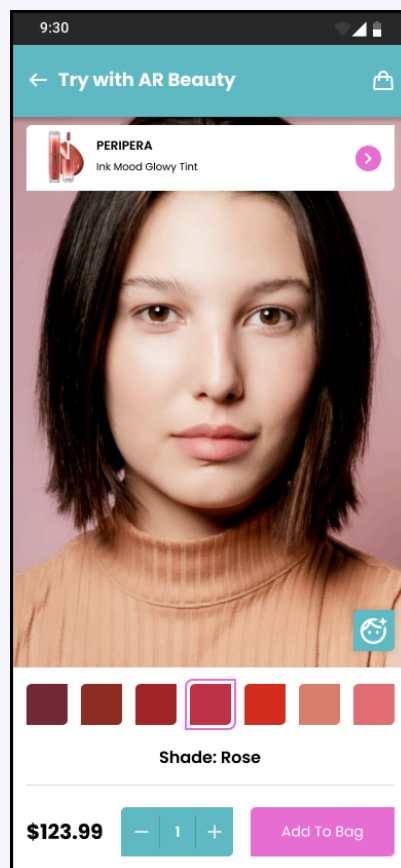
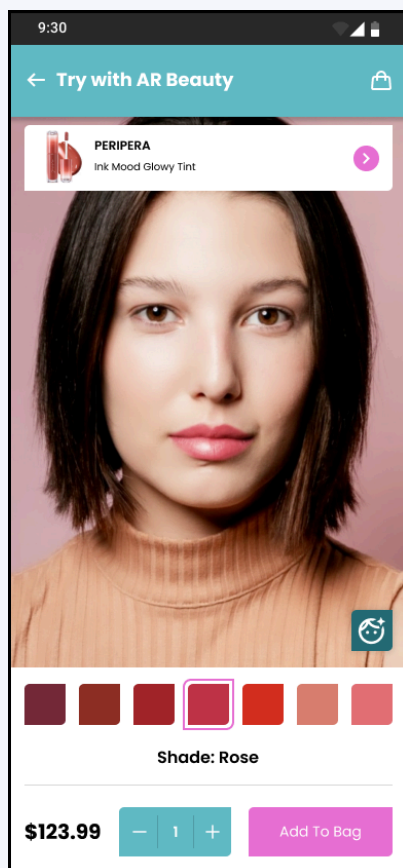
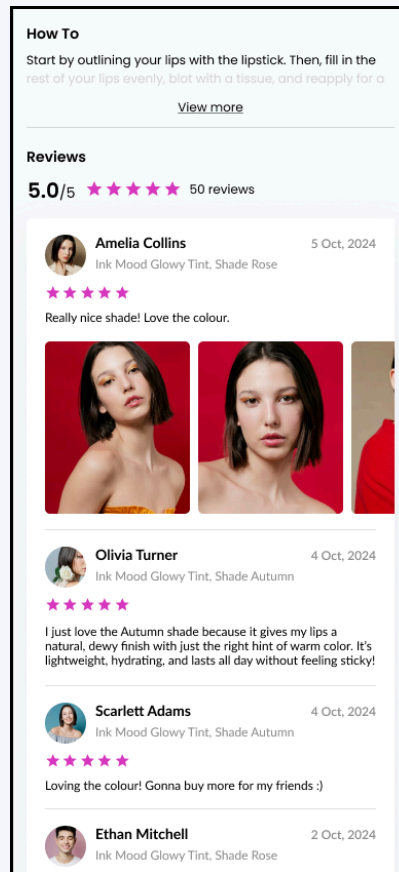
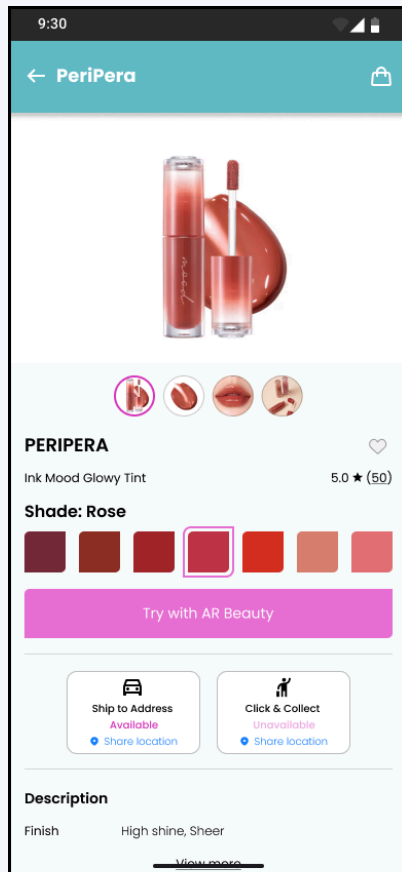
Product List, Filter, and Sort – Final Iteration

Here, users can view product listings with options to filter and sort, enhancing their ability to find suitable products based on personal preferences.



Product and AR Beauty Camera – Final Iteration

Each product page includes detailed information, user reviews, and an AR camera feature for virtual try-ons, aiding in informed purchasing decisions.




Bag and Checkout –Final Iteration

The bag page allows users to review their selected items and proceed through a streamlined checkout process.

9:30

← Bag

1 item

 **Peripera**
Ink Mood Glow Tint
\$123.99

Shade: Rose

- 1 +

Coupon Code

View All Coupons

Enter Coupon Code

Apply

Unit Price

\$123.99

GST 9% (Included)

\$12.3

Delivery Fee will be added in checkout

Subtotal

\$123.99

Points Earned

123

Checkout

9:30

← Checkout

Email Address

Enter your email address

Delivery Options

Ship to Address

Add a shipping address

Select Payment Method

Debit/Credit Card

Paynow/Paylah

Card Details

Enter Card Name


Enter Card Number

Enter Card Expiration

Enter 3-Digit Code

Review Order

1 item

 **Peripera**
Ink Mood Glow Tint
\$123.99

Shade: Rose

Unit Price

\$123.99

GST 9% (Included)

\$12.3

Delivery Fee

\$5

Subtotal

\$123.99

Points Earned

123

Place Order

9:30

← Checkout

Email Address

Amy123@gmail.com

Delivery Options

Ship to Address

Digipen Institute of Technology Singapore

Select Payment Method

Debit/Credit Card

Paynow/Paylah

Card Details

Amy Tan


123456789

12/12

123

Review Order

1 item

 **Peripera**
Ink Mood Glow Tint
\$123.99

Shade: Rose

Unit Price

\$123.99

GST 9% (Included)

\$12.3

Delivery Fee

\$5

Subtotal

\$123.99


Points Earned

123

Place Order

9:30

← Bag



Your Bag is Empty

It looks like you haven't added any items to your bag yet.
Start shopping to find your must-haves
and add them here!

Continue Shopping

Pop-up window for placing order



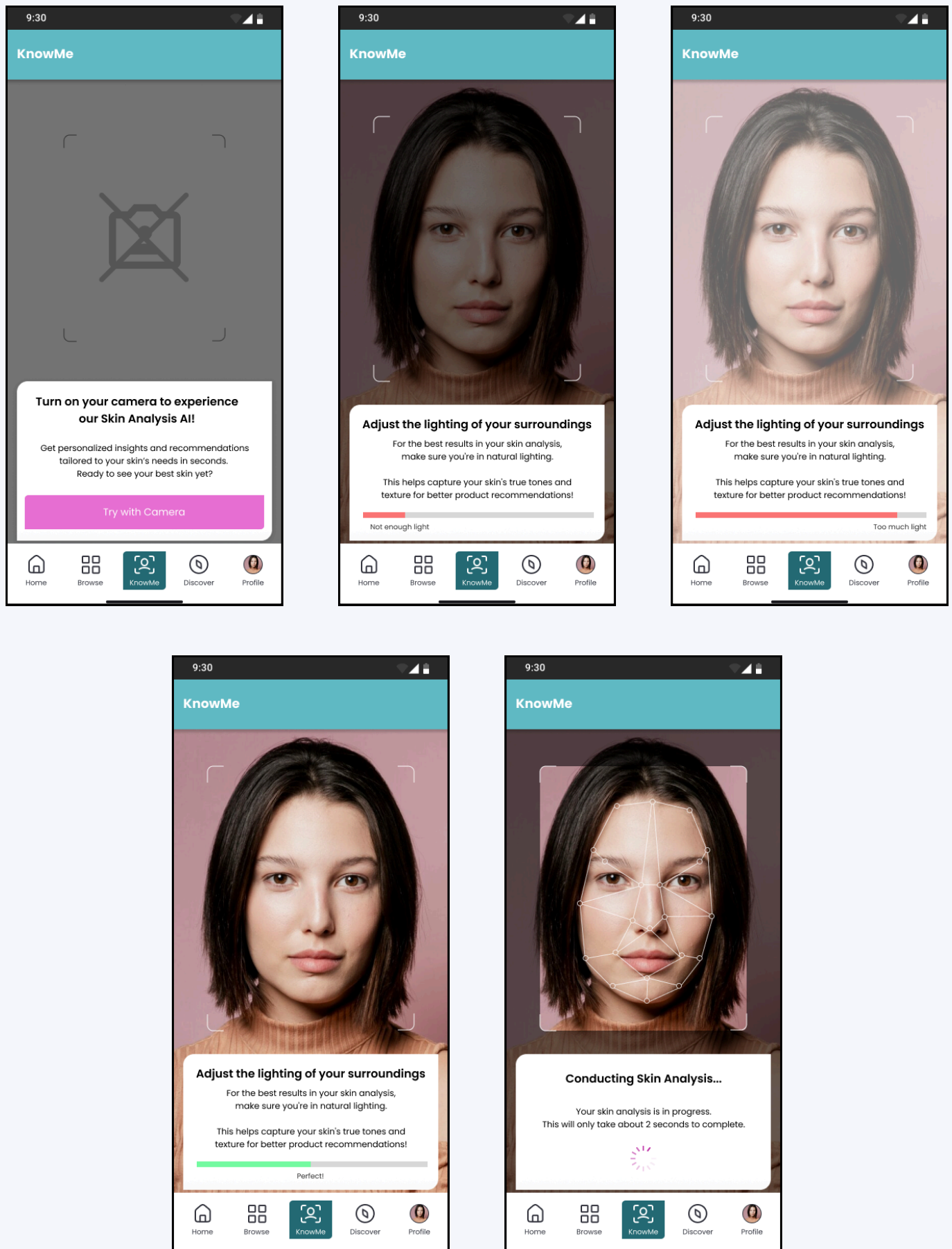
Your Order has been Placed!

Thank you for your purchase! Your order has been successfully placed and is being processed. We'll keep you updated on its progress.

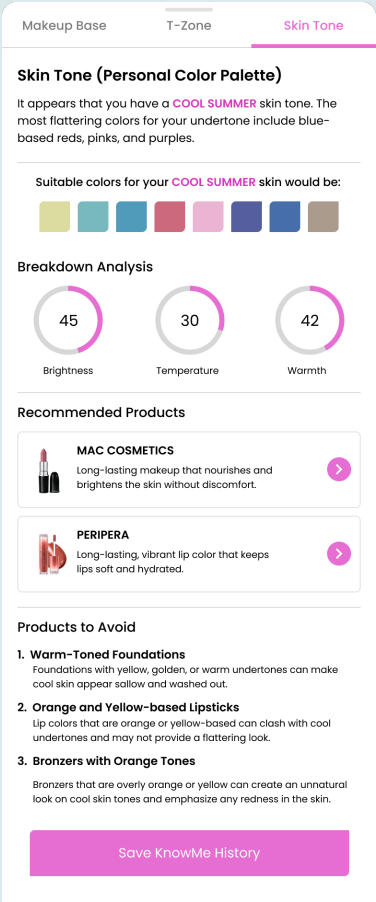
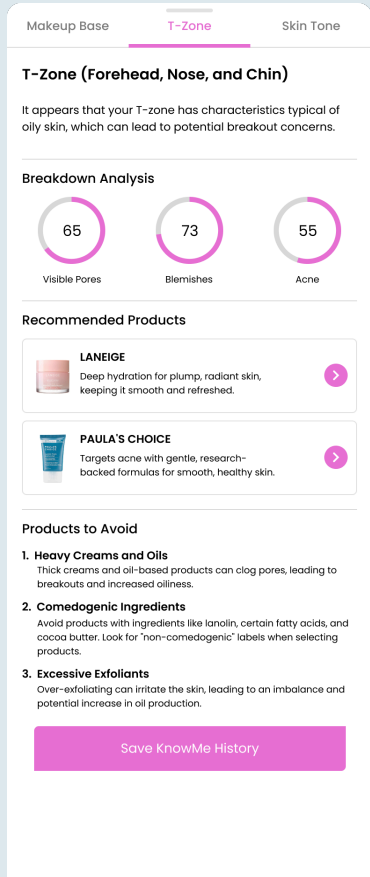
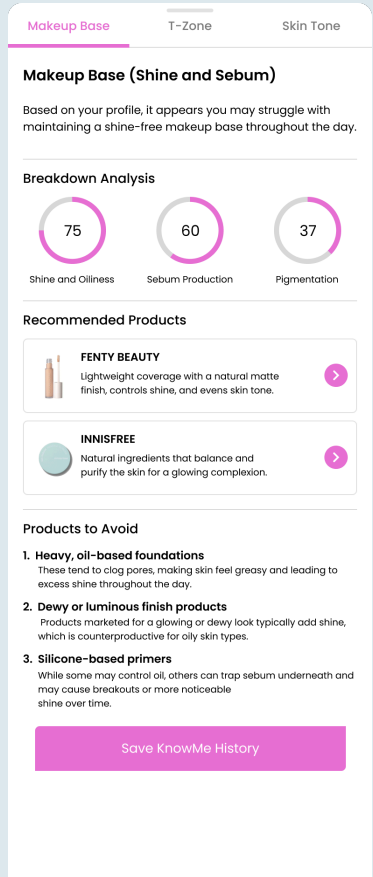
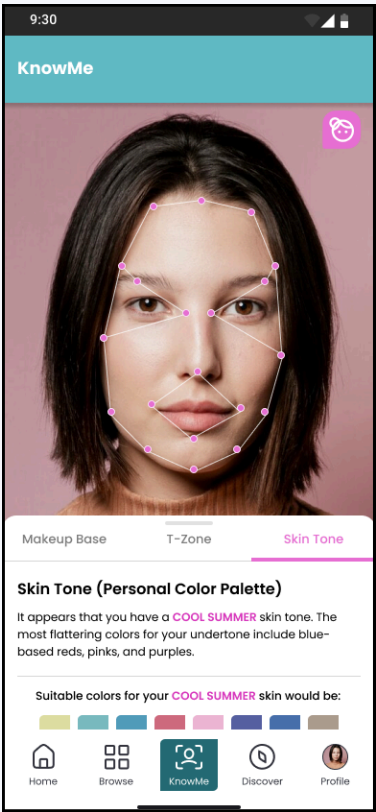
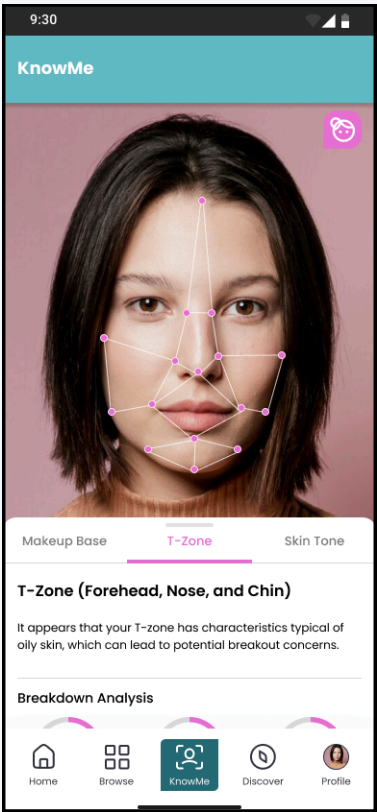
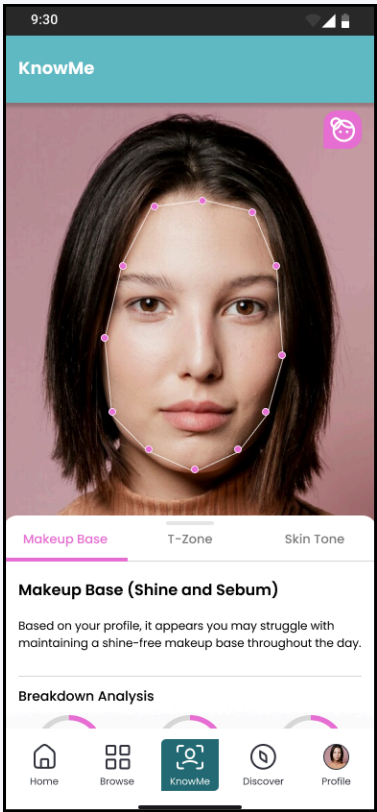
Continue Shopping

KnowMe- Final Iteration

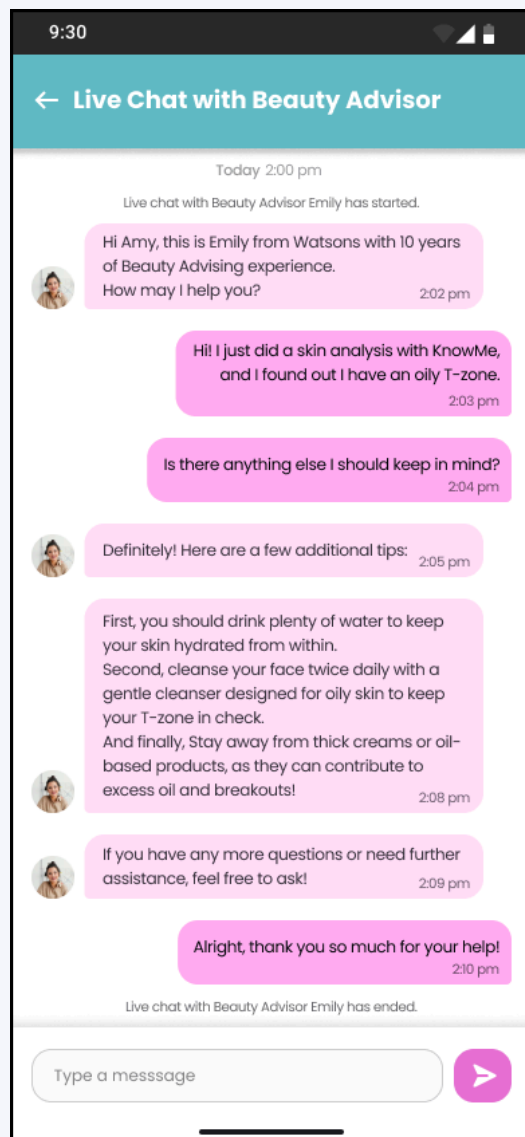
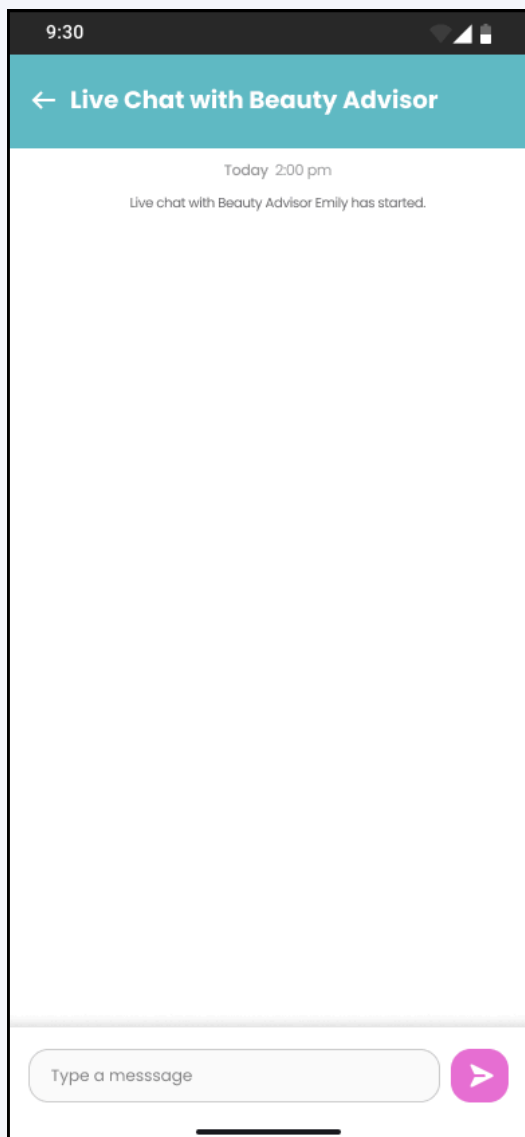
The KnowMe page features a camera inspection tool to assess skin conditions under optimal lighting.



KnowMe also provides users with a thorough skin analysis and personalized product recommendations.

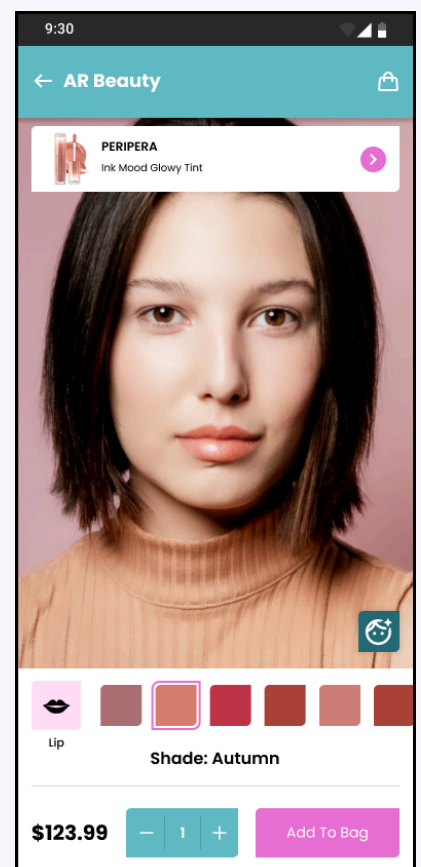
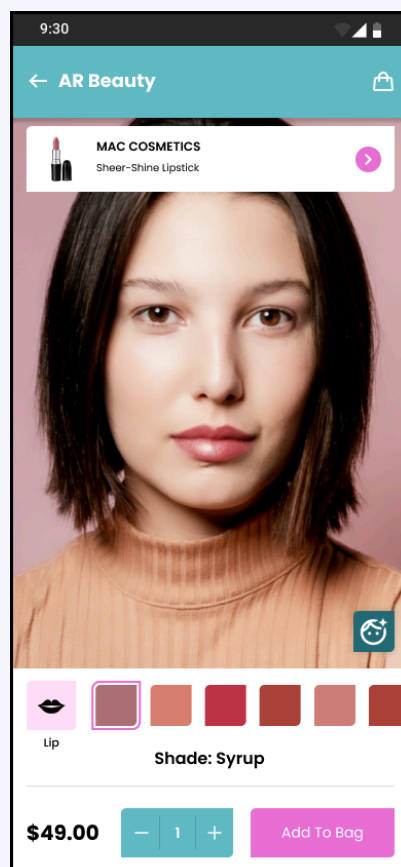
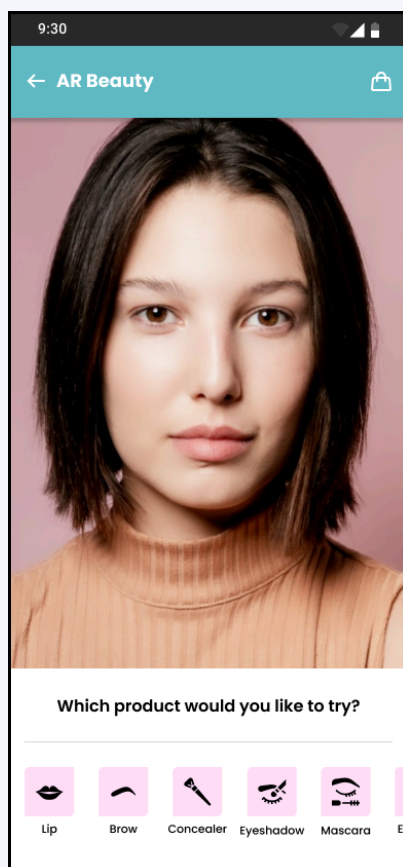
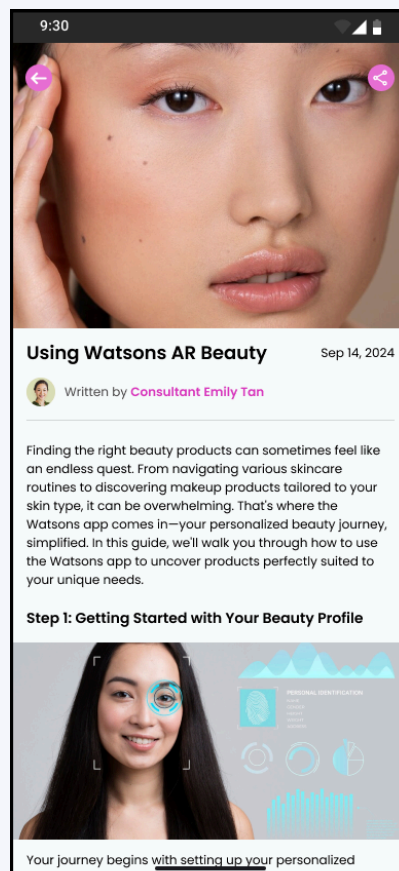
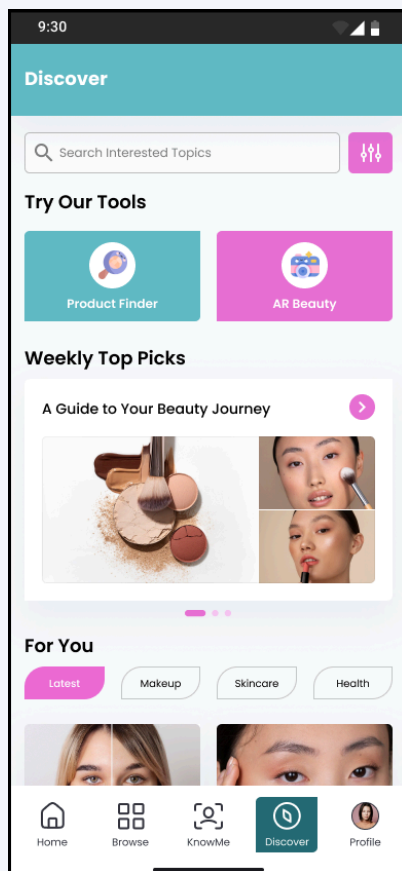


A live chat option is also provided that helps to connect users with beauty advisors currently working in Watsons for real-time assistance. This can be particularly beneficial for users who may feel overwhelmed by the wide range of products available or those who seek reassurance about the advice given by KnowMe's AI Skin analysis.

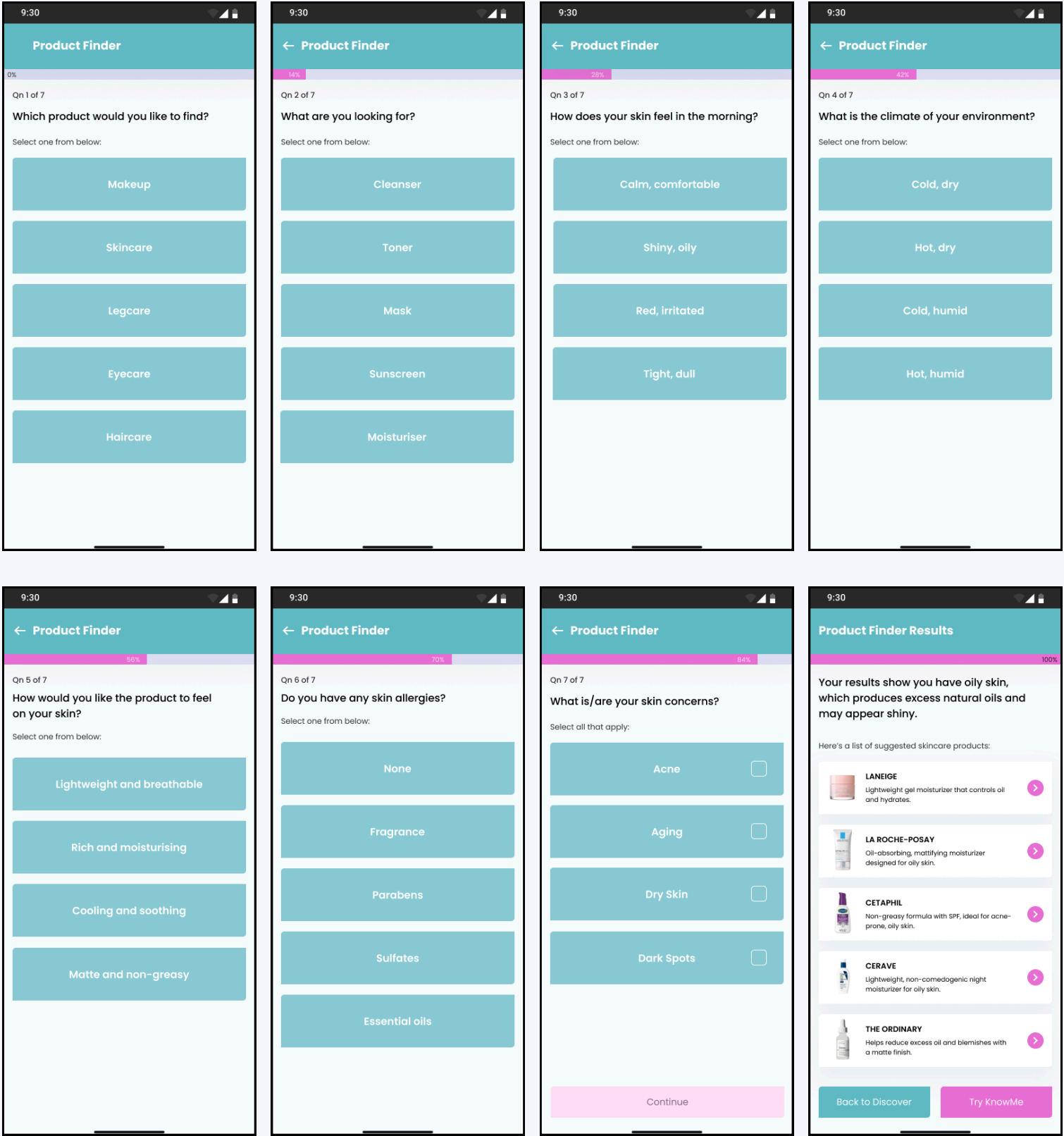


Discover – Final Iteration

The Discover page offers a selection of beauty-related blogs, insights, the product finder feature, along with access to the AR camera for virtual try-ons.

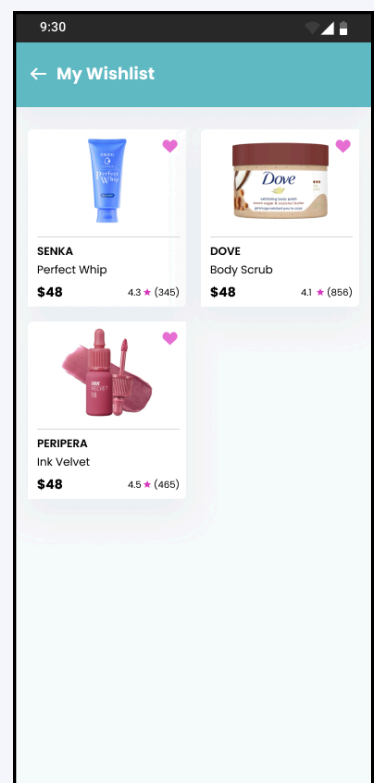
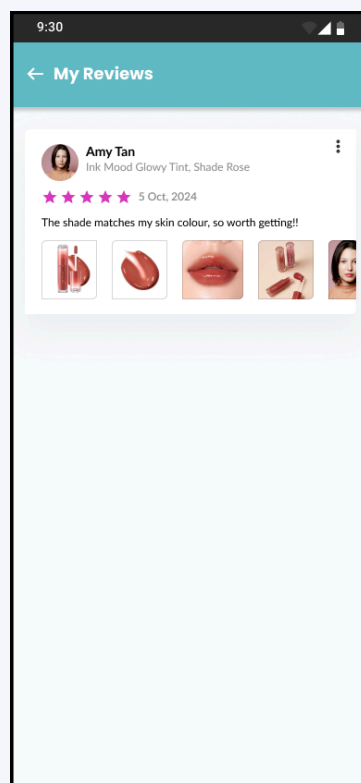
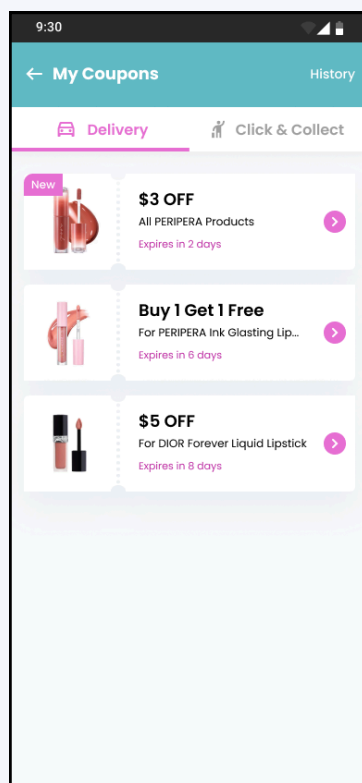
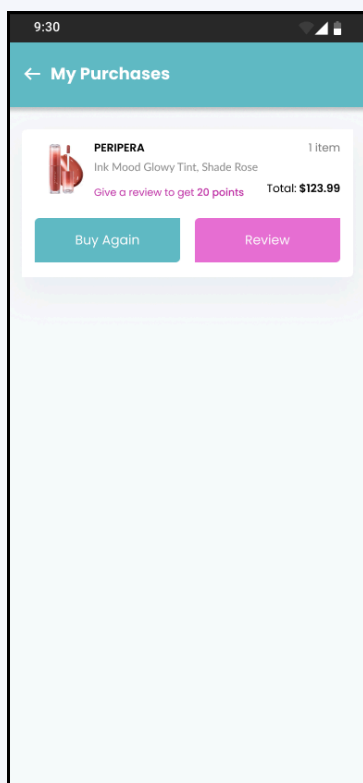
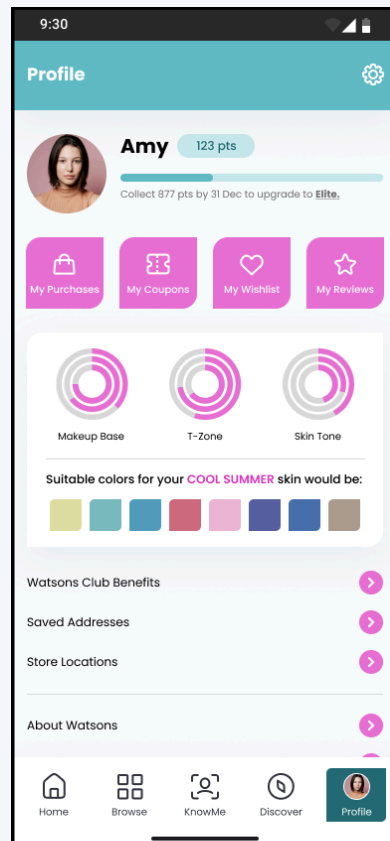
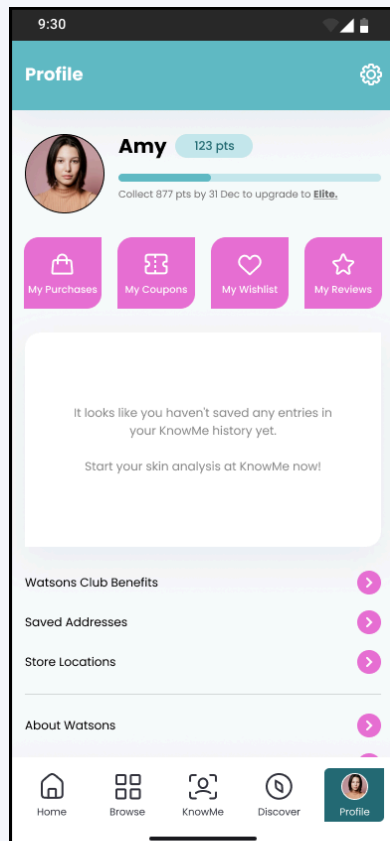


The Product Finder feature utilizes a quiz format that prompts users to answer questions related to their skin type, concerns, and preferences. Based on their responses, the system generates customized product suggestions, helping users find items that best suit their needs.



Profile – Final Iteration

The profile page summarizes the user's KnowMe results after taking the skin analysis, and provides quick access to their purchases, saved coupons, wishlist, and submitted reviews. This consolidated view enhances user engagement by making relevant information readily accessible.





Final Summary

Research Findings and Focus

During our initial research and user testing, the key issues identified revolved around usability, navigation, and clarity across various features of the app. Our respondents consistently mentioned difficulties in distinguishing interactive elements, confusion between related tools like KnowMe and Product Finder, and insufficient feedback on product recommendations.

The primary focus of our redesign was to streamline the user experience by addressing these pain points, while still keeping the essential functionality of the app intact. Through iterations of design, user testing, and feature integration, we crafted solutions to improve the overall interface.

What were the high-level problems and how did we solve them?

Unclear Navigation and Confusing Interface

Problem

Users found the navigation unintuitive, especially between similar features like KnowMe and Product Finder. Additionally, the search bar was often overlooked due to its dull, grey appearance, leading to user confusion.

Solution

We implemented a clearer visual hierarchy, such as increasing the prominence of the search bar with enhanced visibility, and making the AR camera button larger for better accessibility. We also streamlined KnowMe and Product Finder, providing clearer distinctions and directing users from the product finder quiz to a deeper analysis in KnowMe.

Lack of Depth in Product Recommendations

Problem

Users wanted more detailed feedback on their skin analysis, with specific guidance on products to use and avoid. The recommendations in KnowMe were not providing enough depth, and users felt they lacked important information.

Solution

We enriched KnowMe by adding more detailed product recommendations based on skin analysis, and expanded the information available for each product. We also integrated suggestions on products to avoid based on the user's skin type, making the feature more personalized and actionable.

Lack of Visual Clarity

Problem

Users expressed difficulty in distinguishing between interactive elements, such as color options, shade variations, and buttons.

Solution

We improved visual clarity by adding word labels for color options, introducing clearer button designs, and using visuals for product shades to make selections easier and more intuitive.

Redundant Features and Missing Feedback

Problem

Features like transaction history and a lengthy onboarding message were either redundant or not well-received by users. At the same time, testers highlighted the absence of prompts for enabling the camera in certain features like AR Beauty.

Solution

We removed the transaction history from user profiles, improving clarity by only keeping purchase history. The onboarding message was shortened, making the app feel less cumbersome for new users. We also added missing prompts to activate the camera for features like AR Beauty, ensuring consistency throughout the app.



Post-Mortem

Post-Mortem

What we did well:

- We set deadlines for tasks before we began the assignment, which helped the team with time management and coordination
- Clear communication during the project helped us set expectations and coordinate our workflows, especially for user testing and prototyping.
- We received productive feedback from our testers.

What we could have done better:

- Our time estimation could have gone better. We mistakenly budgeted the same amount of time for each task, but as the iterations got more complex, more time was needed, especially with designing and prototyping.

What we learnt:

- Advanced prototyping in Figma is key to making the prototype feel dynamic and responsive.
- Prioritising high-priority items when evaluating suggestions from testers allowed us to stay focused and avoid feeling overwhelmed.