

watsons

Assignment 1: UX Analysis Non-Game



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

UXG3570 User Research 2

Team 01 | Sheryl | Joanne | Tricia | Mikaela | Ye Jin | Joanna

Contents

1. Overview

Product Summary	Pg 5
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2. Project Scope

Design Approach	Pg 7
Testing Timeline	Pg 9

3. Analysis

Positive Aspects of Watsons	Pg 12
Negative Aspects of Watsons	Pg 13

4. User Personas

Primary Persona	Pg 34
Secondary Persona	Pg 34
User Journey	Pg 35
User Task Flow	Pg 36

Contents

5. Prototype

Low-Fi	Pg 38
Mid-Fi	Pg 50

6. User Testing Reports

User Testing Process	Pg 60
Primary User Testing Report	Pg 65
Secondary User Testing Report	Pg 68
User Testing Results	Pg 71
Improvements to Implement	Pg 72

7. Flowchart and Wireframes

Flowchart	Pg 78
Wireframes	Pg 79
Final Summary	Pg 90

8. Post-Mortem

Post-Mortem	Pg 92
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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.



Project Scope

Design Approach

The design approach for this research project follows the Design Thinking Process framework – Empathize, Define, Ideate, Prototype, and Test.

Empathize

Define

Ideate

Prototype

Test

Empathize: Understanding the Industry and Technology

The team will investigate how Augmented Reality (AR) and Artificial Intelligence (AI) are set to transform the health and beauty industry. Our research aims to uncover that, while many companies are successfully leveraging these technologies, Watsons' AR tools are expected to be less utilized compared to other competitors' offerings.

To gain a deeper understanding of user needs and experiences, we will conduct a survey focusing on Watsons' app, its AR technology, and general makeup preferences. This survey will provide insights into user behaviors, preferences, and challenges with AR features, helping us identify key opportunities to enhance their beauty and makeup interactions.

Define: Identifying User Pain Points and Preferences

Based on insights from our user research, we will analyze the data to identify core user needs and formulate clear problem statements that reflect their challenges and requirements.

Additionally, we will create primary and secondary personas to represent our target users. The primary persona will be a frequent makeup purchaser from Watsons, while the secondary persona will have a similar profile but may be a less frequent user or not currently a customer of Watsons for makeup.



Ideate: Exploring Opportunities for Improvement

Based on our research and survey findings, we will brainstorm potential solutions to address the gaps in Watsons' AR tools. We will explore ways to enhance interactivity, ease of use, and overall functionality, considering both improvements to existing features and new AR integration possibilities to elevate the user experience. Additionally, we will analyze successful apps in the market to learn from their strengths and effective strategies, helping us identify best practices and innovative features that can be adapted to improve Watsons' AR tools.



Prototype: Creating Early Solutions

We will develop both low-fidelity (low-fi) and mid-fidelity (mid-fi) paper prototypes to explore and refine design concepts for Watsons' AR tools. We will start with low-fi prototypes to test basic ideas and gather initial feedback on layout and functionality. Using these insights, we will then create mid-fi prototypes with more detailed designs and interactive elements to evaluate specific functionalities and user interactions.

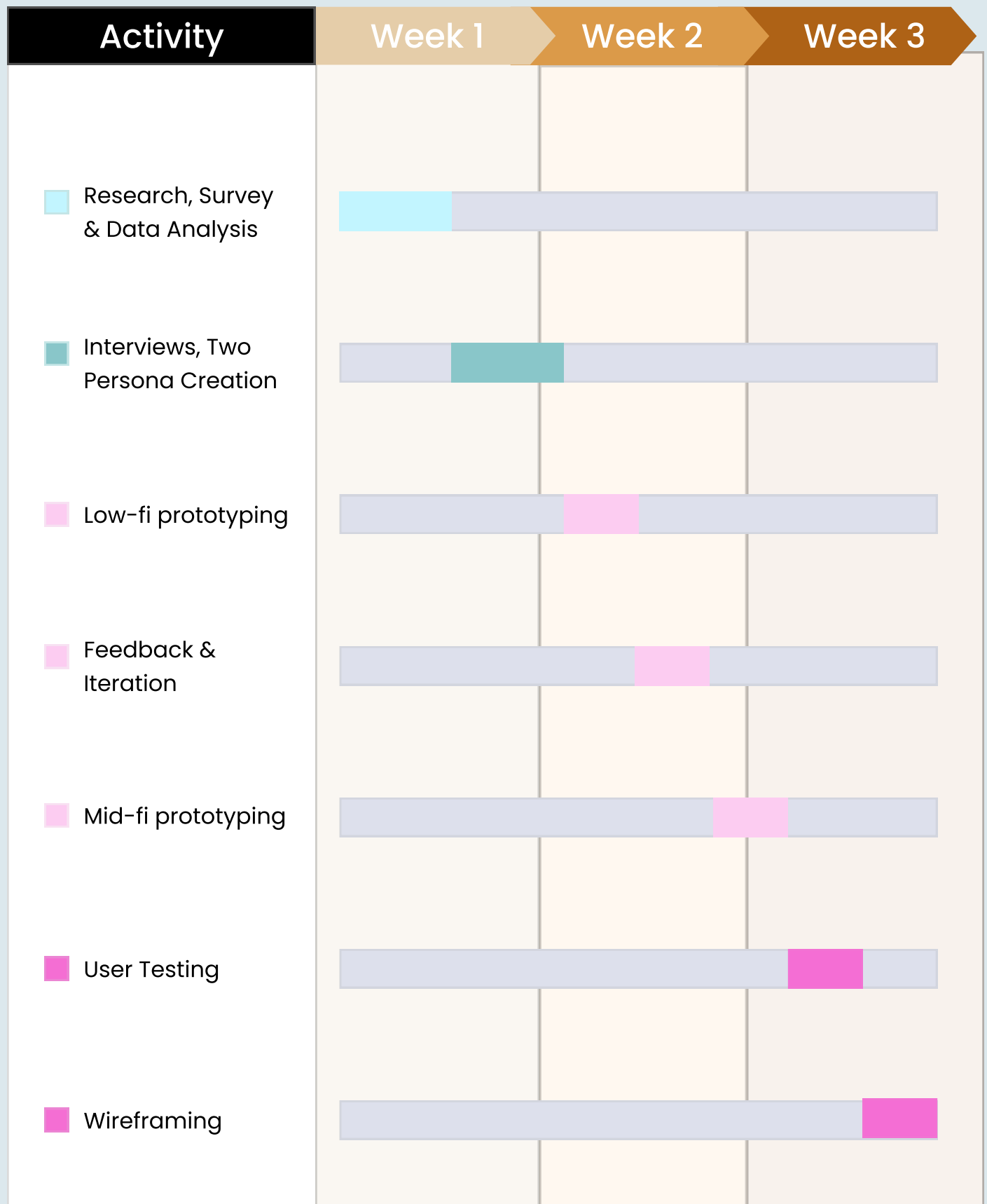


Test: Gathering Feedback and Refining Solutions

We will carry out user testing with 12 participants who resemble our primary and secondary personas. The testing will occur in two stages. First, we will use low-fidelity prototypes to collect initial feedback and make preliminary design adjustments. Subsequently, we will advance to testing mid-fidelity prototypes, which offer a more polished version of our solution. This phase will enable us to gather detailed feedback and refine the design further based on user interactions and insights.

Testing Timeline

Here is the scheduled timeline for the project.





Analysis

Watsons App Analysis

To gain a better understanding of the Watsons app, we tested the app ourselves, particularly looking at its usability and engagement, and documented both positive and negative aspects of the app. We used the Weinschenk and Barker classification to categorise our findings and used a severity level scale to rate its impact on the user. We will also be referencing other apps with similar features that could be used as inspiration for our prototype.

Legend

Severity Level 0

No Problem

Severity Level 1

Cosmetic Problem

Severity Level 2

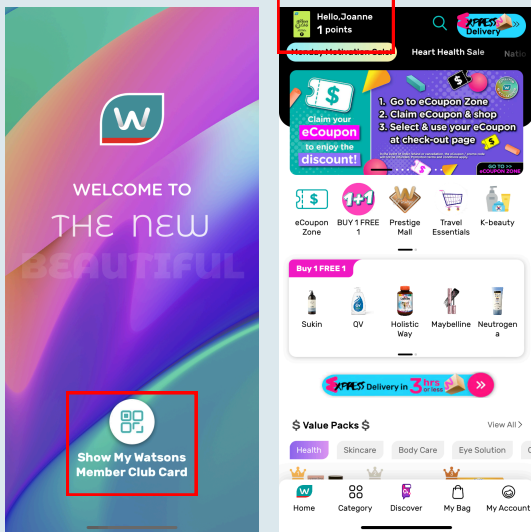
Minor Usability
Issue

Severity Level 3

Major Usability
Problem

Positive aspects of the Watsons app

Ease of access to the Watsons card



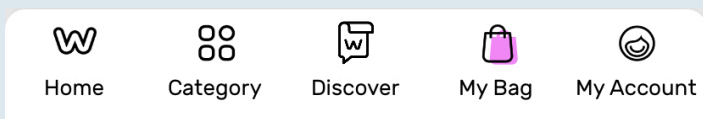
- Users can easily access their virtual Watsons card, as it is on the first splash screen when opening the Watsons app, and is on the top left hand corner of the main menu.
- For customers that do not have physical cards, this feature is very useful for those who need to use the virtual card, especially to accumulate points when shopping

Usage of graphics and icons

- The app uses many images and icons to help customers know what Watsons is currently selling
- Customers know almost instantly whether their product is discounted or is part of a promotion, and the meaning of the icons are clear

Usage of colour

- Colours are used to guide users in the app and provide a sense of direction. For example, the app highlights the icon of the page that the users are in at the navigation bar
- The app also has a consistent and strong use of colour by using the brand's colour palette in the app

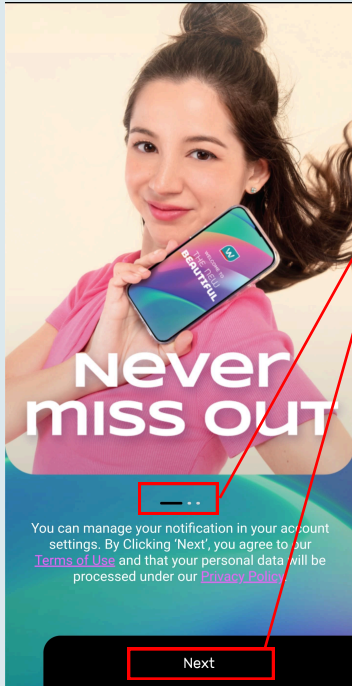


Negative aspects of the Watsons app

1. Predictability

The interface will behave in a manner such that users can accurately predict what will happen next.

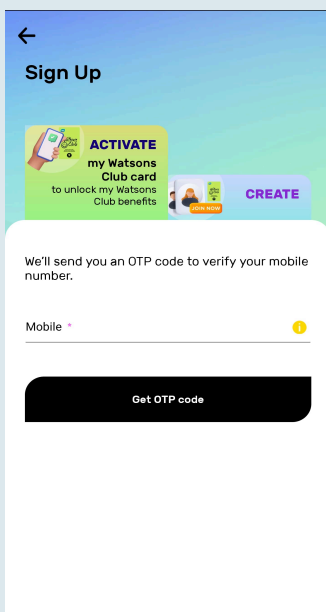
Login Screen



- This is one of the screens that users see when they open the app for the first time. It is part of the app's onboarding process to orientate customers to the app.
- This screen uses both a 'Next' button at the bottom right hand corner, and an ellipsis button in the middle of the screen to guide users to the next page.
- Notwithstanding that the ellipsis button is less noticeable than the button, having both buttons on screen is potentially confusing to the user, as they would not know whether to press the 'Next' button, or swipe right as indicated by the ellipsis tool
- Most importantly, nothing happens when the 'Next' button is pressed. Users eventually find out that they have to swipe right to go to the next page. This flow is not user friendly and can cause confusion since users have now experienced that they cannot trust the buttons in the Watsons app, since they do not act predictably.

Severity Level 2

Sign Up



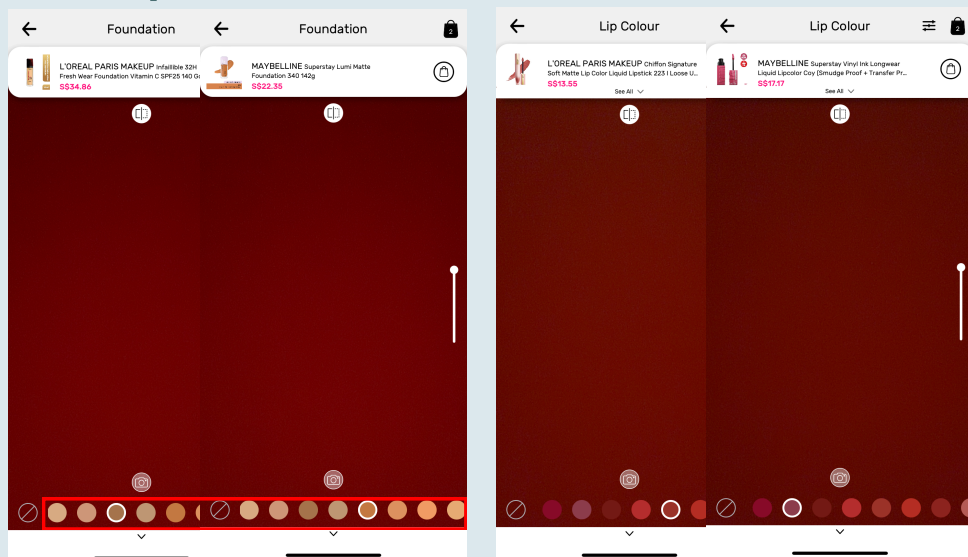
- This is the first screen that users see after they click the 'Sign Up' button. Users are immediately prompted to key in their phone number to receive a one time password.
- It is unclear to the user what the next steps will be, and why they are asked to provide their phone number. With most other apps, the process to sign up typically asks for at least identifiers like a username, an email, or mobile number, and to create a new password for their account.
- In the Watsons app, this onboarding process does not give the user any context and they are unclear about the process, potentially creating confusion, and cause some users to not sign up with the app.

Severity Level 3

1. Predictability

The interface will behave in a manner such that users can accurately predict what will happen next.

Make Up Assistant feature

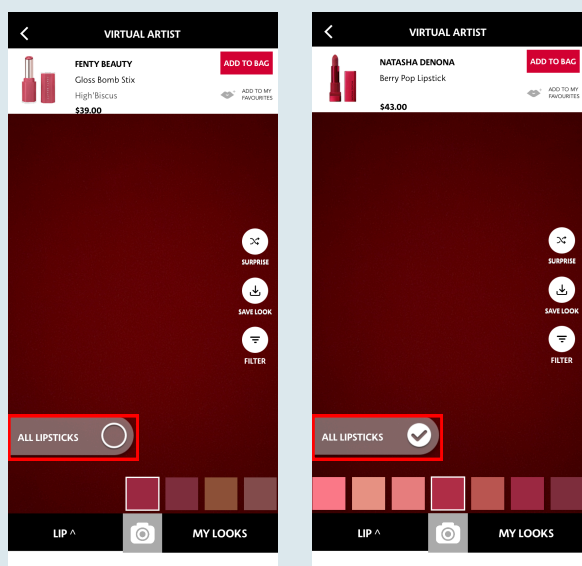


- This is an augmented reality (AR) filter that helps users see how make up products look on them before they buy it. Users click on the one of the circles at the bottom of the screen, and the colour of that product will appear on their face.

- However, users have little ability to control the brands and product line they are testing. For example, the first image shows users trying a foundation from one brand, but changes to a different foundation product just by choosing another shade. The same issue occurs with trying lipsticks as well.
- This is problematic as it is not made known to users that the colours they are trying are not exclusive to one product line, and that it is a combination of many different products. This could cause disappointment from users as they may have already decided on the brand and/or product line, and only need help deciding on a colour.

Severity Level 2

Referencing Sephora's virtual artist feature

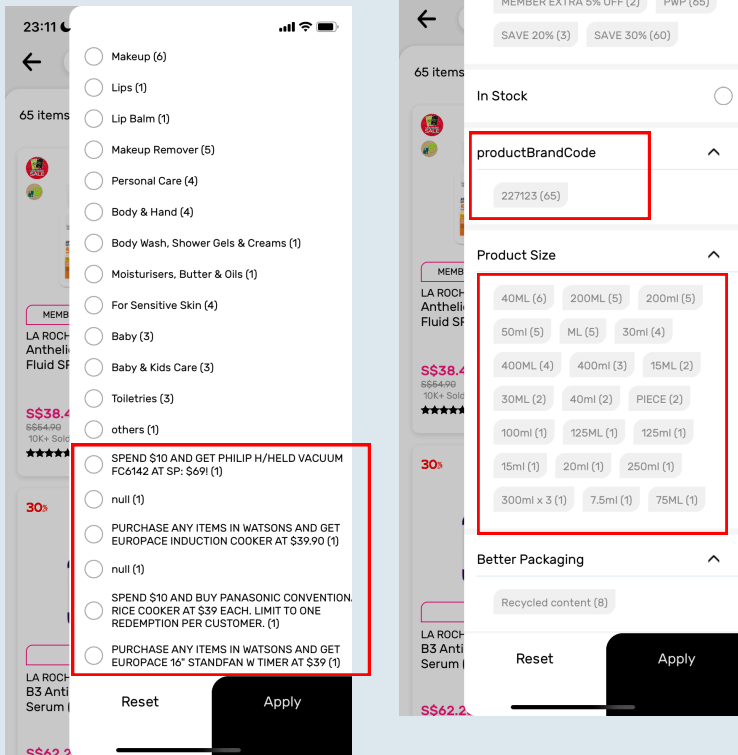


- Sephora also has an AR function that helps customers to virtually try on the product before buying it.
- Users must tick the 'All lipsticks' checkbox to try on available shades of lipstick from different brands. If the checkbox is not ticked, they are only shown the lipstick shades from their chosen product line.
- In this manner, the behaviour of the app is predictable to the users and they are able to understand and control the kind of information shown to them.

2. Consistency

The interface will be consistent.

Filter function



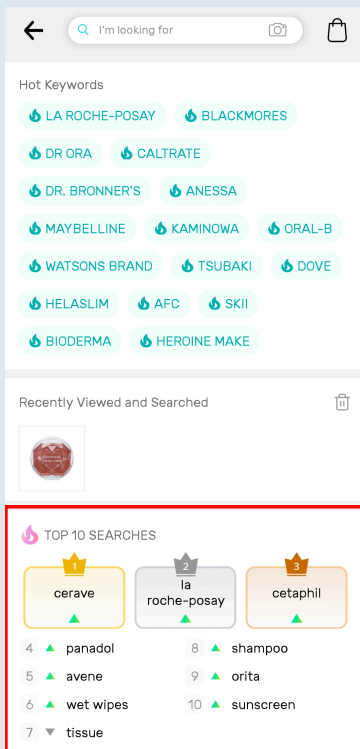
Severity Level 3

- On this page, customers select filters to determine the products they would like to see on screen.
- Some of these filters are consistent with the rest. For example, in the left image, store promotions are also part of the filters, and are not displayed in the same format as the rest. Filters in the product size category are inconsistent with the next, like '125ML', '125ml', 'PIECE' and ML'. There is a 'productBrandCode' category, which looks like it was meant for the developers, not customers.
- Filters like this are unclear as users are unsure which ones to pick, and if two filters with the same name but are formatted differently have distinct meanings.

2. Consistency

The interface will be consistent.

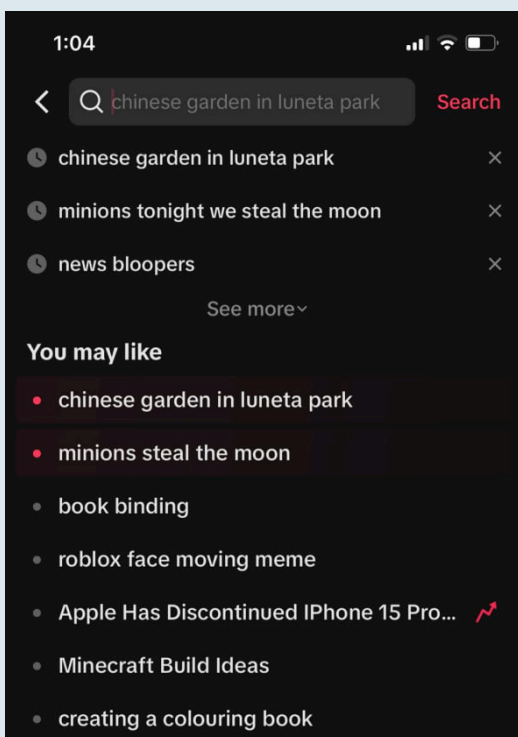
Search function



- This is the search function in the Watsons app. Users can see their recent search history, and popular brands and items others are looking for.
- Brand names are not consistent with each other, the brands under 'Hot Keywords' are capitalised, but those in 'Top 10 Searches' are not. It is not clear why there is this differentiation, and is confusing to users.
- The meaning of the arrows under 'Top 10 Searches', as well as the reason for its existence is unclear, and could leave users wondering what to make of the information they are given.

Severity Level 2

Referencing Tik Tok's search function

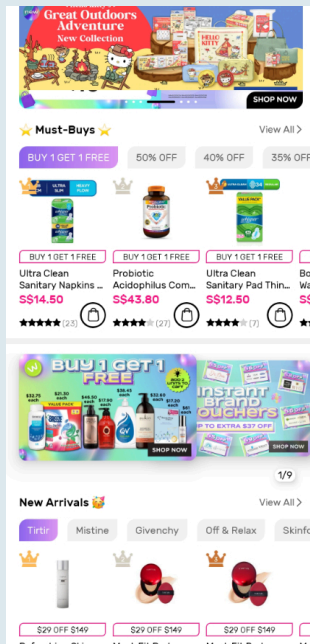
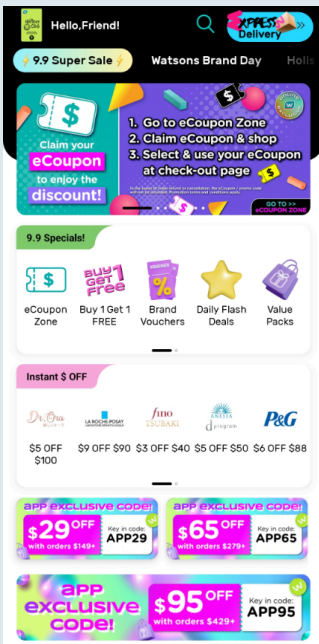


- In contrast, Tik Tok's search function looks cleaner and provides information that is more relevant to the user. The search results and suggested options are all formatted similarly, and so the user is able to read the information given clearly.
- Users are only shown their past search history, which appears immediately below the search bar, and some suggested options, which is located below their search history.
- This is more consistent with the behaviour of search functions in other apps, and so users will find this user experience smoother and more pleasant.

3. Human Limitations

The interface will not overload the user's cognitive, visual, auditory, tactile, or motor limits.

Main Menu Page



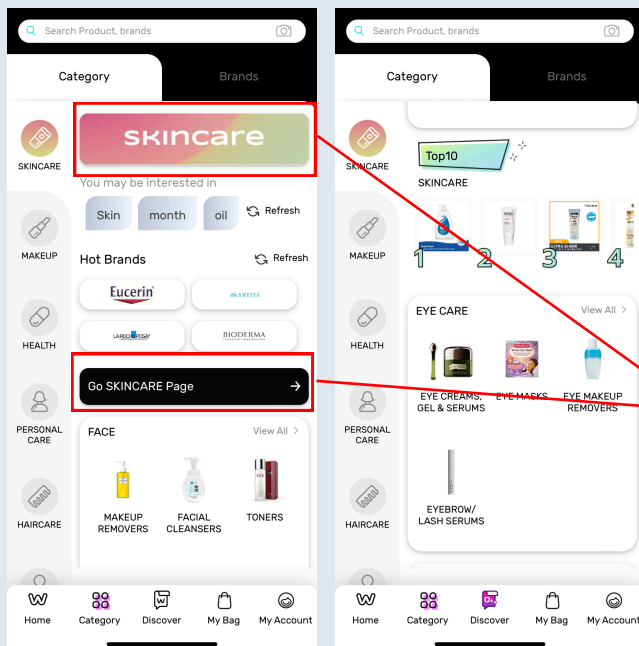
- The main menu page of the Watsons app shows the latest promotions from Watsons, special offers, recommended products and new arrivals to the store.
 - All the information is given to the user at once, there is little visual hierarchy to guide the user, and a lack of a cohesive colour scheme, resulting in a disorienting experience for people.
 - The search function, one of the most commonly used features, blends into the background amongst the other icons and graphics on the screen.
- When users are unsure of where to go, or what to do in the app, their tendency to stop using it is very high, and result in a loss of customers for Watsons.

Severity Level 3

3. Human Limitations

The interface will not overload the user's cognitive, visual, auditory, tactile, or motor limits.

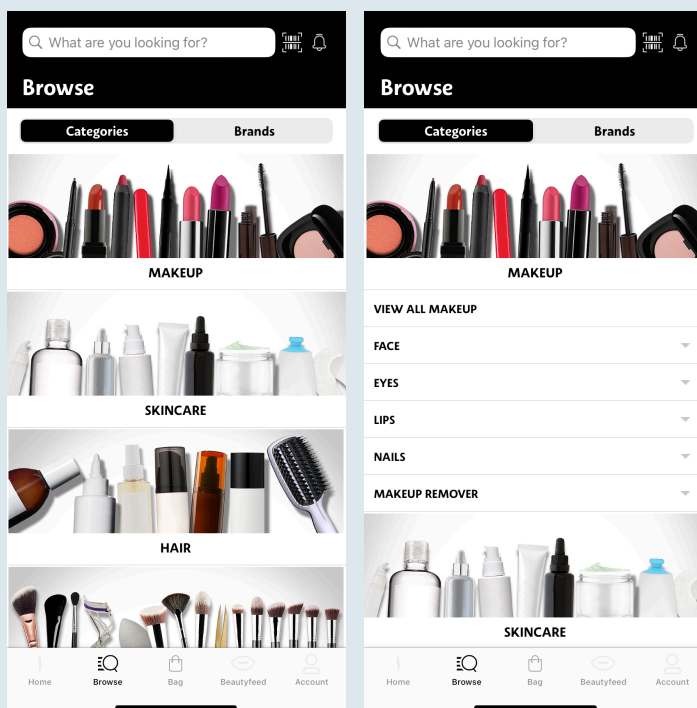
Category Page



Severity Level 2

- The Category function of the app is split into two sections, 'Category' and 'Brand'. Users either shop for items through their respective categories, or through the specific brand.
- While this page looks more visually organised than the main menu, there is no clear flow for the user to follow.
- The 'Skincare' button in pink serves as a title to the page, and does not work as a button. Yet, it is styled similarly to the 'Go to skincare page' button in black, which can cause confusion to the user. The list of 'Top 10' skincare products is nested in between the 'Face' and 'Eye care' categories, and so users are much less likely to see it.

Referencing Sephora's Browse page

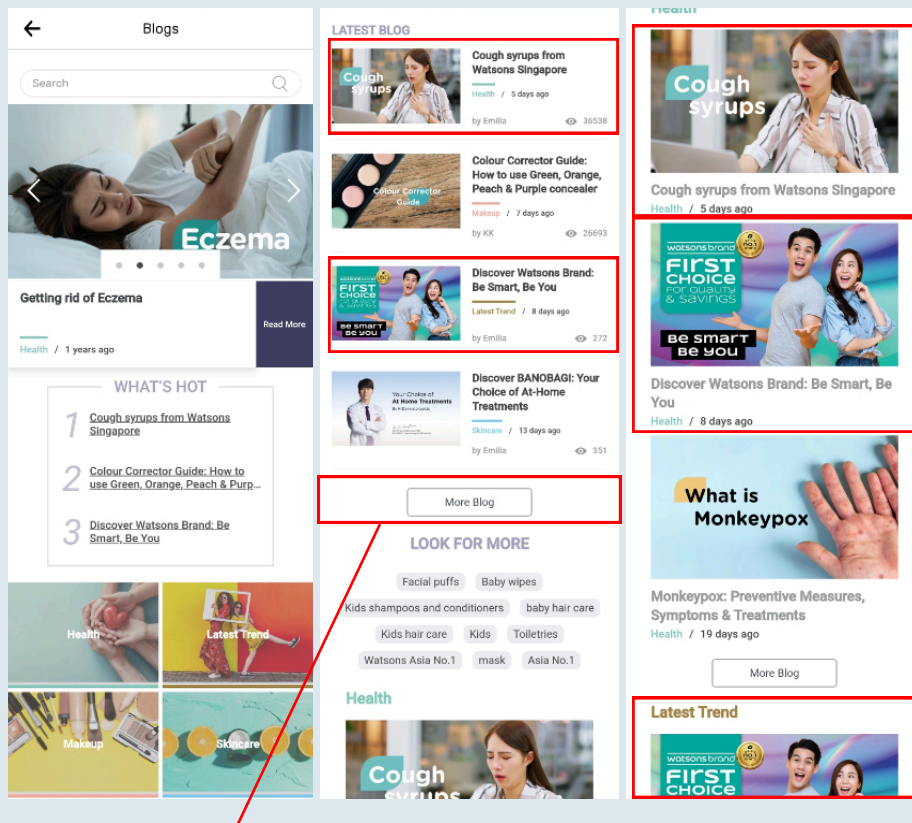


- Similar to Watsons' category page, Sephora's 'Browse' page is also split into two sections, Categories and Brands.
- Under categories, different groups of products are clearly presented, and when clicked on, reveals a drop down list for more specificity of product type.
- The information is presented clearly, in a manner that is easy to understand. There is clear visual hierarchy, and does not overwhelm users with an abundance of information. It helps users to get to their destination with minimal scrolling and clicking.

4. Fulfillment

The interface will provide a satisfying user experience.

Blog Feature



- The blog feature contains wellness, health, beauty and skincare essays, which helps customers to know the products they can get from Watsons to fulfill their specific needs.
- At a glance, users can see that a few of the articles are repeated in different categories, which could signal to users that the blog is not frequently updated by Watsons, and thus not worth looking up.

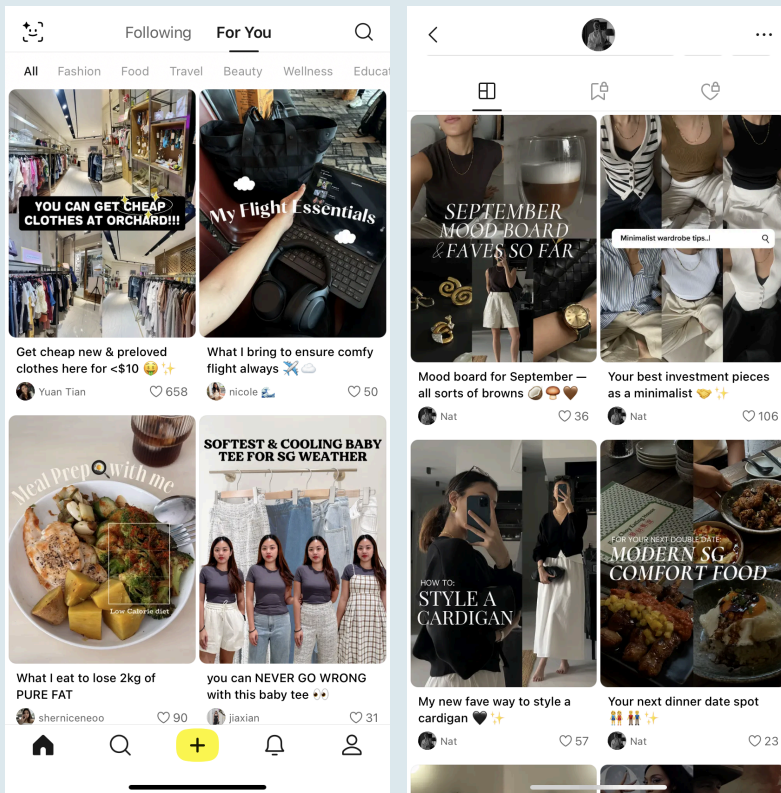
- The text 'More Blog' sounds clumsy and unnatural, and could add to the user's perception of the blog as something that the developers did not pay attention to and thus not worth the user's attention.
- The 'Look For More' function, which is meant to suggest results for the user, is nestled in between 'Latest blog' and 'Health', two different categories in the blog. This interrupts the blog feed, and leads to a disjointed user experience for customers.

Severity Level 2

4. Fulfillment

The interface will provide a satisfying user experience.

Referencing Lemon8's blog layout

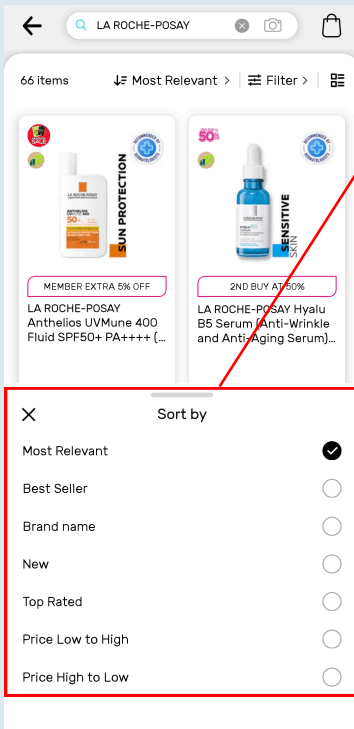


- Lemon8 is a video and photo-sharing app, focusing on photos and blog-style posts.
- They are using a two-column layout with UI cards to display their content. Each UI card has a main image, the title of the post, the name of the user, and the number of likes the post has.
- This layout is very similar to many popular social media apps, and users will not experience much difficulty navigating their discover page to find content they are looking for.

5. Forgiveness

The interface will make actions recoverable.

Sort by function



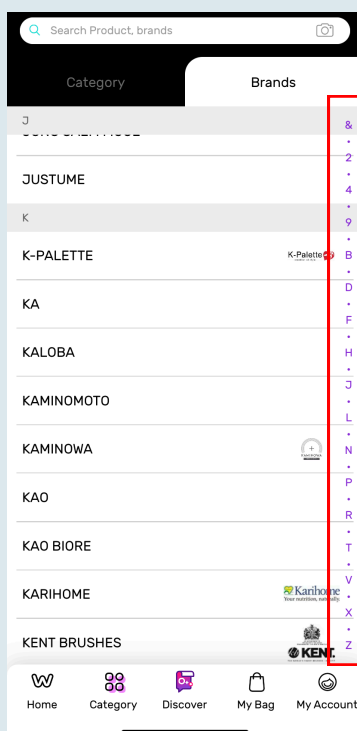
- When users find a product, they can choose the order that they want to see the items in by clicking on one of the options provided. After users make a choice, the items shown in screen immediately change to fit their chosen category.
- Customers are not prompted to confirm their choice, and so there is no chance for them to change their decision, even if it was a mistake. The user would have to resort the list of items shown on stage if they made the wrong choice.

Severity Level 2

6. Accuracy

The interface will be free from errors.

Brands Page



- Users can shop for brand specific items using this page in the app, which is a list of all the brands that Watsons carry.
- The bar on the right side of the screen is meant to help users arrive at a specific letter quickly without having to continuously scroll down the page, a tedious task.
- However, this bar does not work. Nothing happens on screen when it is clicked.
- This could become a source of frustration and anger for the user, since functions do not work as intended, and this is clearly a mistake from the app developers

Severity Level 3

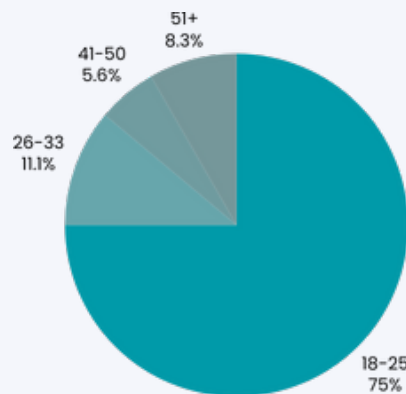
Survey Process

A survey was conducted to understand the needs and concerns of our target audience. Using the insights from the survey, we were able to narrow down our target audience of young adults to a specific age demographic for more precise targeting. The survey collected a total of **36 responses**. The link to the survey responses is [**here**](#).

Demographic Questions

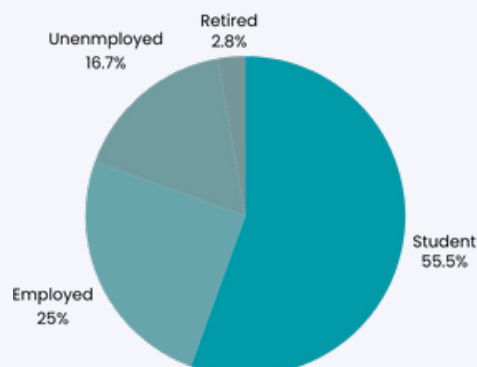
1. What is your age range?

This question helps us to determine the age range of our target audience of young adults and engage them for a follow up interview. **Most users are 18-25 years old.**



2. What is your occupation status?

This question helps us to determine the financial status of the user, allowing us to understand if they have a **source of disposable income** which can be used to buy makeup products.

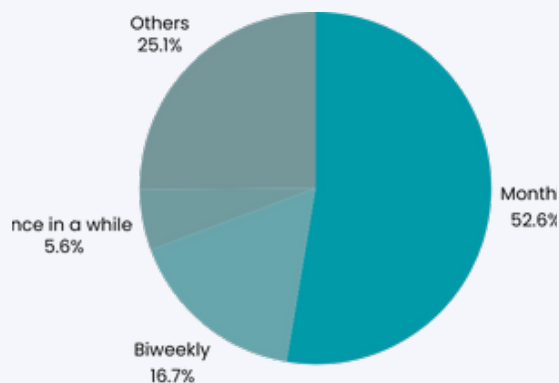


3. How frequently do you shop at Watsons?

4. Which products do you frequently purchase from Watsons?

These two questions help us to determine if the user falls into our Primary or Secondary persona based on their purchasing habits. Students and the Unemployed are assumed to have no income. Others are made up of singular responses.

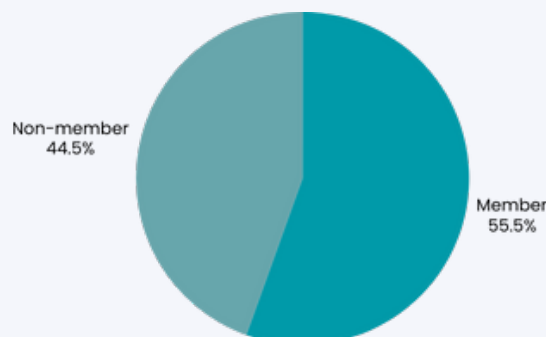
A list of common purchases are also consolidated below.



Survey Insights

Watsons membership uptake

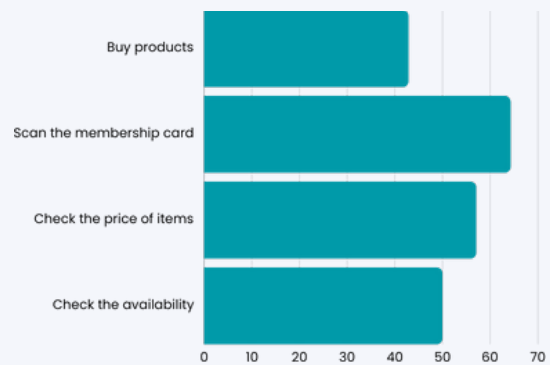
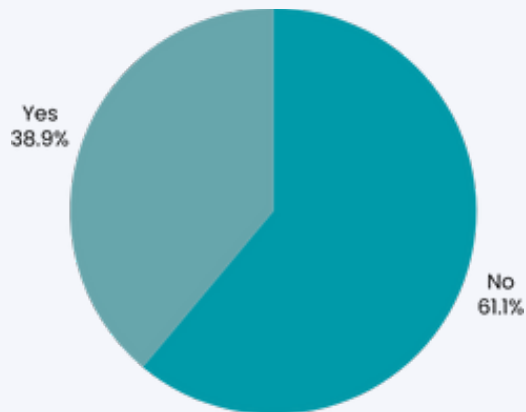
- Slightly more than half of the users surveyed are a Watsons member. The most common reason for not being a Watsons member is because they do not shop frequently enough at Watsons (68.8%). Out of the three interviewees, only one was not a member at Watsons.



Based on the results provided, creating an **initiative for consumers to shop with Watsons** might help to cultivate greater consumer loyalty and prompt non-members to sign up for a membership.

Watsons app usage

- More than half of the users (61.1%) surveyed do not use the Watsons app. Those who do use the app most frequently to scan the membership card when buying products in-store (64.3%). Only (42.9%) use the app to shop online, which is a lower than expected conversion rate for an app with a function of selling products.



Despite a large amount of consumers shopping at Watsons, they do not use the app's features. The app provides **various features** unable to be found in the in-store shopping experience, including an **AR (augmented reality) function** that might convert users to paying consumers, as such, these differentiating factors have to be **clearly marked** within the app to provide users with ease of access to these features.

Watsons app experience

- Almost half of the users (42.8%) rated the Watsons app **2 out of 4 or lower**, with 1 being a bad experience. When pinpointing the app's pain points, the reasons given are as follows:

UI is quite messy and dated

Looks complicated at times

The app is cluttered

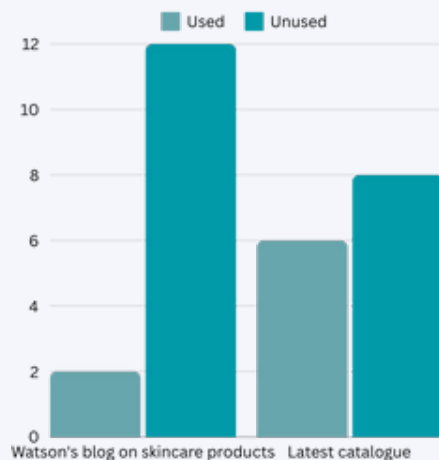
Not the most responsive design

It can get confusing to go to the pages I want to go to

Buttons are also not really intuitive enough

Laggy and unresponsive

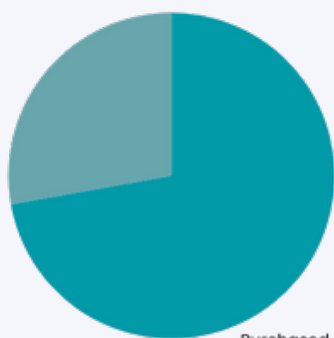
- The **least commonly used features** in the Watsons app is Watson's blog on skincare products, followed by the latest catalogue. A majority of Watson's app users have not explored these functions. These functions are related to makeup products and have potential to be featured more prominently in app.



Makeup purchase patterns

- A **majority (80.6%) of users surveyed purchase makeup products**, with **72.2%** having purchased makeup from Watsons before. This data helps us to separate our Primary and Secondary personas, with those in our Primary persona having purchased makeup from Watsons before and those in our Secondary persona having purchased makeup but not from Watsons before.

Have not purchased makeup from Watsons
27.8%



Purchased makeup from Watsons
72.2%

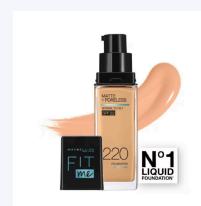
Top 3 makeup types purchased:



Lipstick



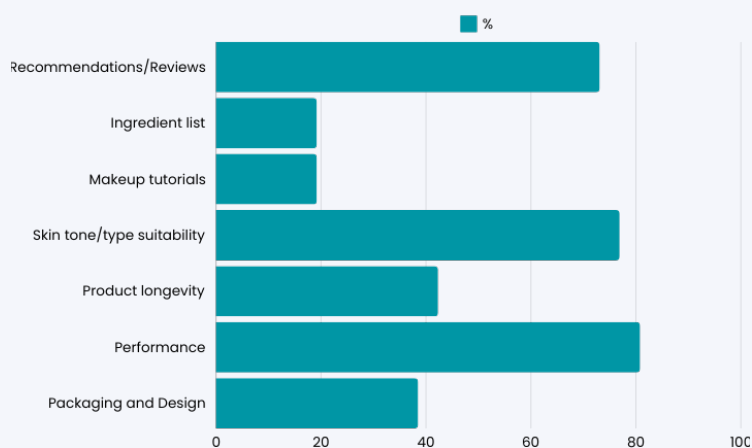
Concealer



Foundation

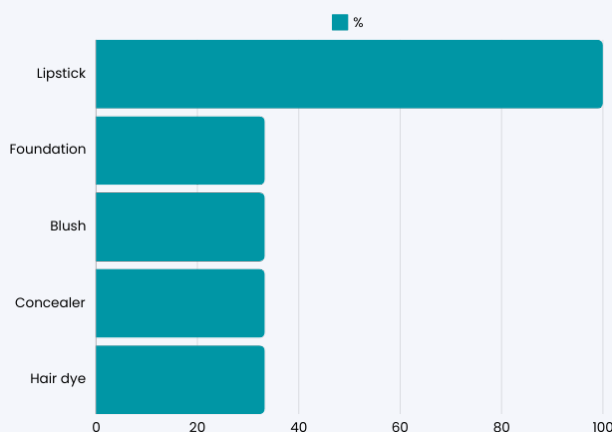
- A large majority (92.3%), purchased the makeup product **in-store**.
- Makeup is most commonly purchased for **everyday use** (65.4%), when there are sales/discounts (46.2%) and special occasions (43.2%).

- When buying makeup, what users most regularly look for include **product performance** (80.8%), whether it **suits their skin tone** (76.9%) and **recommendations and reviews** (73.1%). This can be advertised prominently in-app.



Experience with Augmented Reality (AR)

- A majority (**90.6%**) of users have not used the virtual makeup assistant AR (Augmented Reality) feature in the Watsons app before.
- Of those that have used the virtual makeup assistant AR (Augmented Reality) feature in the Watsons app before, **all (100%) of them have used the lipstick filter**, with that being the most common filter used. The filters not indicated in the graph below were not used by any users.

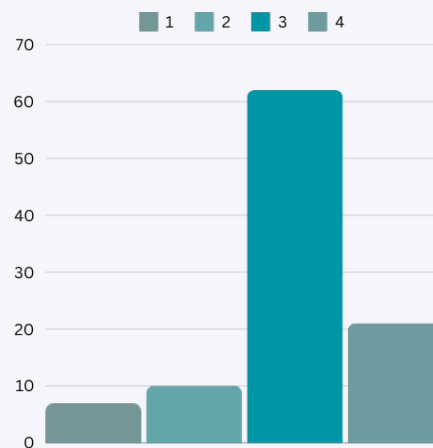


- 33.3% of users rated the Watson's AR feature **2 out of 4 or lower**, with 1 being a bad experience/least helpful. The reasons given are as follows:

Lighting might affect the shade

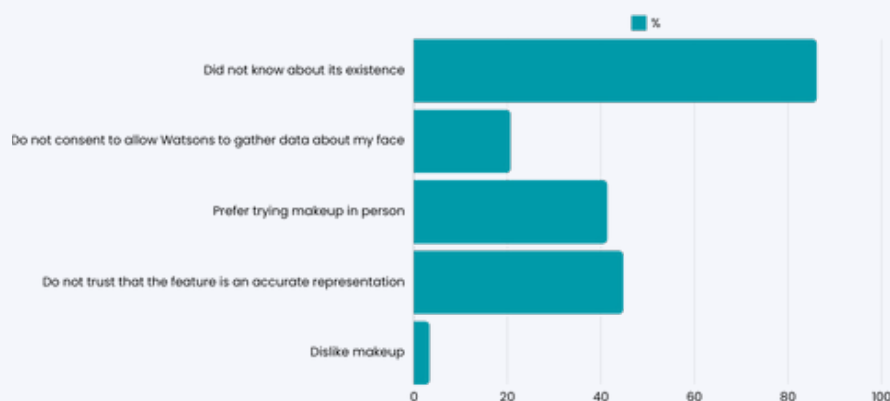
Unsure how accurate it is

- A majority (82.8%) indicated an openness level of **3 out of 4 or higher**, with 4 being extremely open to try out the virtual makeup assistant AR (Augmented Reality) feature in the Watsons app.

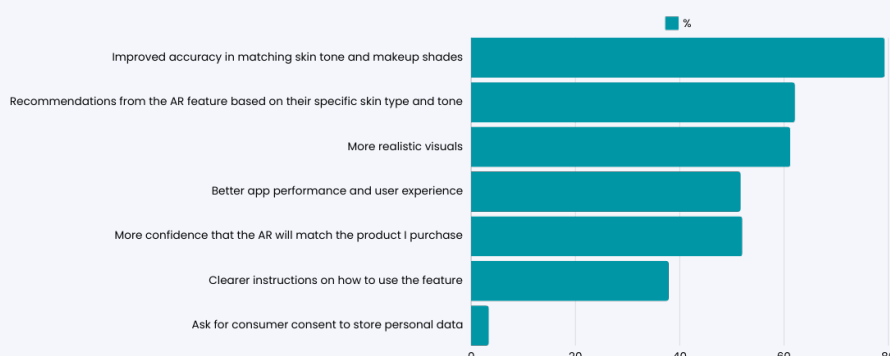


Level of openness

- For those that have not used the virtual makeup assistant AR (Augmented Reality) feature in the Watsons app before, **86.2% of users did not know about its existence**, followed by **44.8% of users not trusting** that the feature is an accurate representation and **41.4% preferring to try makeup in person**. The high amount of users not knowing about the AR feature's existence points to the pain point of the AR feature **not being easily navigable to and hidden**.



- **79.3% of users would be more likely to try the AR feature** if it had improved accuracy in matching skin tone and makeup shades. This is followed by the ability to get recommendations from the AR feature based on their specific skin type and tone (62.2%) and more realistic visuals (62.2%).



Interview Summary

- 75% of interviewees have a morning and night skincare routine.
- 75% of interviewees have prior knowledge of makeup and various beauty products.
- Interviewees purchase skincare products approximately every 2 months. For makeup, the purchase frequency varies between 3-6 months or when the product runs out.
- Most interviewees buy their products from Watson or Shopee.
- 50% of interviewees prefer testing color tones in-store.
- 50% of interviewees are aware of the Watson app, and 25% have used its AR function.
- 75% of interviewees believe that AR can help understand their skin and recommend suitable beauty products.
- 100% of interviewees are interested in an AR function that suggests products matching their skin tone.

The link to the interview responses is [here](#).

Key points of Preference and Pain points

1. Beauty product reviews boost confidence when a user purchases a beauty product
2. Make up tutorials with a link to the beauty products motivate users to purchase
3. AR filters help users to decide if they should buy the product to some extent
4. Bookmarking helps users look back at their previous products & recommendations
5. A category of recent results that the user has viewed or bought can be added
6. The current design of the Watson's app does not feel well categorized
7. Users prefer having a clear alert when the product is sold out
8. Differentiating their skin colour tone is a common pain point amongst the users
9. Accuracy of AR filter may not be reliable for user to understand product suitability

Interview Process

4 interviews were conducted to understand the experience, pain points and understanding of make up of the user's purchase of products at Watsons, with and without the Watsons App. **2 primary** and **2 secondary** users were interviewed.

To create a smooth flow of questionnaires, we divided the questions into sections aimed at understanding participants' knowledge of beauty products, shopping habits, familiarity with the Watsons app, and openness to AR technology.

The sections are as follows:

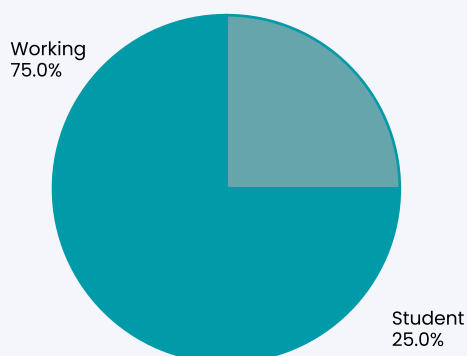
- **General Introduction**
- **Shopping Behavior**
- **Experience with Online Platforms**
- **Virtual and Augmented Reality Features**
- **Watsons App and its AR Features**
- **General Feedback on AR and Virtual Assistance**
- **Decision making**
- **Closing**

General Introduction

1. Introduce yourself and share a bit about your beauty and skincare routine
2. Why do you use makeup/beauty products?

These two questions help us understand the skincare routines and motivations of both our primary and secondary participants.

A list of common motivations and occupation data are also consolidated below.



Whiten Skin

Tanned Skin

Beauty Standards

Confidence

Sensitive Skin

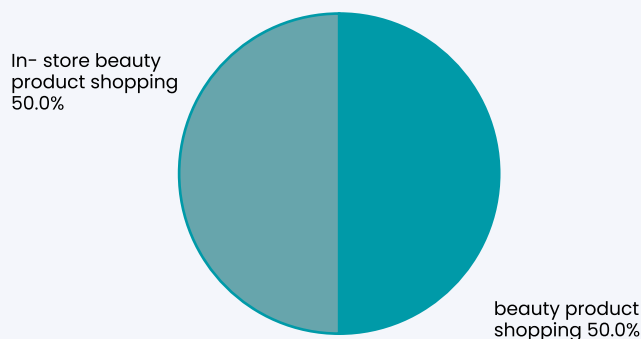
Make up Trends

Day/Night Skincare

Shopping Behavior and Experience with Online Platforms

3. How often do you shop for beauty or skincare products?
4. Where do you usually purchase your beauty or skincare products? (e.g., online, in-store)
5. Do you purchase makeup from Watsons? If not, why?
6. Do you prefer shopping online or in-store for beauty products? Why?

- Interviewees get their products from either Watson or Shoppe
- Interviewees get their skincare products in the range of every 2 months and make-up would vary up to 3-6 or when the product runs out
- 50% Interviewees prefer testing color tones in-store



Based on the results provided, understanding how often the participant's frequency of viewing and purchasing their products helps us gauge their experience and preference of shopping online or offline at Watsons.

Virtual and Augmented Reality Features

Watsons AR app usage

- 50 %of the Interviewees are aware of the Watson's app and 25% of them have used the AR function, mentioning the various reasons of pain points:

No Reviews for beauty product

Physical Assistance Reliability

Preference of In-store product

AR detection is not reliable for product purchase

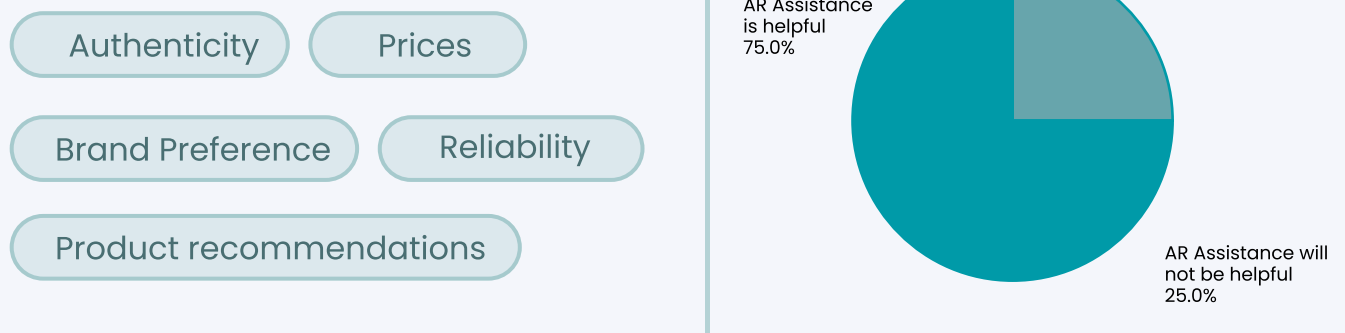
As indicated above, some participants know of the Watsons App but find the AR feature unhelpful due to inaccuracy and limited product details.

General Feedback on AR and Virtual Assistance

Challenges and Preference

- 75% of the Interviewees felt that AR will be able to help give an understanding of the users skin and provide suitable beauty products.
- 100% of the Interviewees would like to have AR function that recommends what products to match their skin tone

Some challenges when users attempt to find their desired beauty products and preference of AR assisting them in doing so are pointed out below:

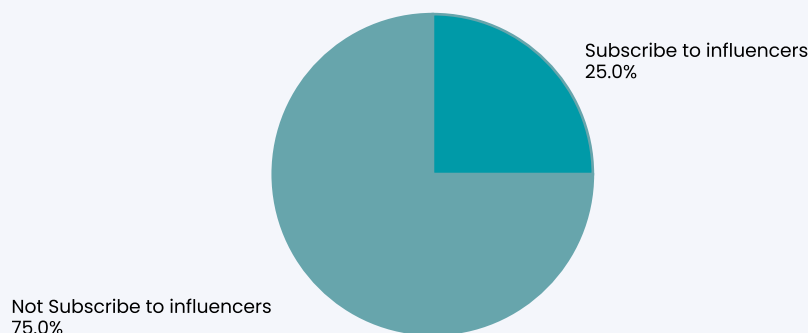


From the participants feedback, users generally desire a greater sense of reliability regarding pricing, recommendations and of their preferred assistance.

Decision Making and Closing

Beauty product recommendations and Shopping Experience

- 75% of the interviewee do not subscribe to make up channels or influencers for beauty products recommendations



Based on the results provided, including beauty logs and blogs could encourage and boost confidence of their choices of purchase and understanding of beauty products. With little consideration of subscription and more for viewing and bookmarking the recommendations.

Summary of our Findings

The analysis of the app, paired with insights from our surveys and interviews, helped us understand Watsons' customers more, their needs and challenges, and helped us narrow down the features to focus on in our prototype.

We found many issues with the Watsons app, such as:

- too much information displayed that is at times irrelevant, and becomes overwhelming for users
- inconsistent user interface
- unpredictable app behaviour

This is echoed by the responses in our interviews and surveys, where a majority of users said they:

- did not know about many app features
- was unwilling to use the app because they have bad experiences with it

However, what we find interesting is that many of our respondents said they were open and interested to trying out features like those using AR, which is already found in the Watsons app, to aid with their purchases. They felt it would help them make better purchasing decisions. Given that most of our respondents are students with limited disposable income, this would be important to them since they would want to avoid buying products that they do not use.


Therefore, when proposing a new design for the app, we have these priorities in mind:

- revamping the AR feature so that it is more easily found
- reducing the visual clutter of the app
- changing the layout of the blog section to have two columns and UI cards for easy reference to blog posts
- consistent use of buttons and icons



User Persona

User Persona: Primary



Jane

Design Intern

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

ABOUT

Age	25
Gender	Female
Location	Singapore
Status	Employed

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, both around colleagues and when meeting clients.

Determined Adaptable Curious

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

W Instagram YouTube

User Persona: Secondary



Abigail

Year 3 Uni Student

"I'm searching for makeup that not only matches my skin but also adapts to my daily life."

ABOUT

Age	23
Gender	Female
Location	Singapore
Status	Student

BIOGRAPHY

Abigail, a full-time student, enjoys putting on makeup and experimenting with different trends to find the best look for various occasions. She loves how makeup boosts her confidence and willingly gets up early to apply it, allowing her to feel ready and empowered for her daily classes.

Committed Creative Compassionate

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

lemon8 小红书 Instagram TikTok

Jane (Primary User Persona)'s User Journey

Jane's User Journey

EXPECTATIONS

A smooth experience buying a korean brand lipstick.

LOGIN INTO APP	LOCATE MAKEUP	CHOOSE A LIPSTICK	ADD TO CART	ITEM PURCHASE
<p>Jane wants to purchase a lipstick via the Watsons app.</p> <p>"I hope to find something affordable that suits me."</p> <p>MOOD</p> <ul style="list-style-type: none"> Happy <p>TOUCHPOINT(S)</p> <ul style="list-style-type: none"> Login page Home page 	<p>She feels overwhelmed but eventually finds the category page and locates the makeup section.</p> <p>"Wow, I'm not sure where to start looking..."</p> <p>MOOD</p> <ul style="list-style-type: none"> Confused <p>TOUCHPOINT(S)</p> <ul style="list-style-type: none"> Home page Category page Lipstick page 	<p>Jane reviews the product images and reads the description.</p> <p>"I'm not sure if the shade will reflect as well on me like in it did in the product photos..."</p> <p>MOOD</p> <ul style="list-style-type: none"> Curious <p>TOUCHPOINT(S)</p> <ul style="list-style-type: none"> Product page 	<p>Jane is unsure about the product but takes a leap of faith and adds it to her cart.</p> <p>"How I wish I could test the different shades before buying..."</p> <p>MOOD</p> <ul style="list-style-type: none"> Worried <p>TOUCHPOINT(S)</p> <ul style="list-style-type: none"> Product page My Bag page 	<p>Jane checks the items in her bag, then enters her personal details, chooses her delivery option, and completes the payment.</p> <p>"Phew, done with the purchase! Hopefully my choice is right..."</p> <p>MOOD</p> <ul style="list-style-type: none"> Happy <p>TOUCHPOINT(S)</p> <ul style="list-style-type: none"> My Bag page Checkout page Payment page

OPPORTUNITIES

Highlight Sales and Promotions:

Make the sales and promotions pages more prominent and easily accessible to ensure users can quickly find current deals and special offers.

Simplify Home Page:

Streamline the home page to reduce clutter, making it easier for users to find what they need without being overwhelmed by too many options.

Enhance the Makeup Try-On Feature:

Improve the makeup try-on feature by having the option to sheer the makeup colour and wishlist favourite shades.

Integrate a Shade-Matching Tool:

Develop and incorporate a shade-matching tool that recommends lipsticks based on the user's current makeup products or desired look, ensuring a better match.

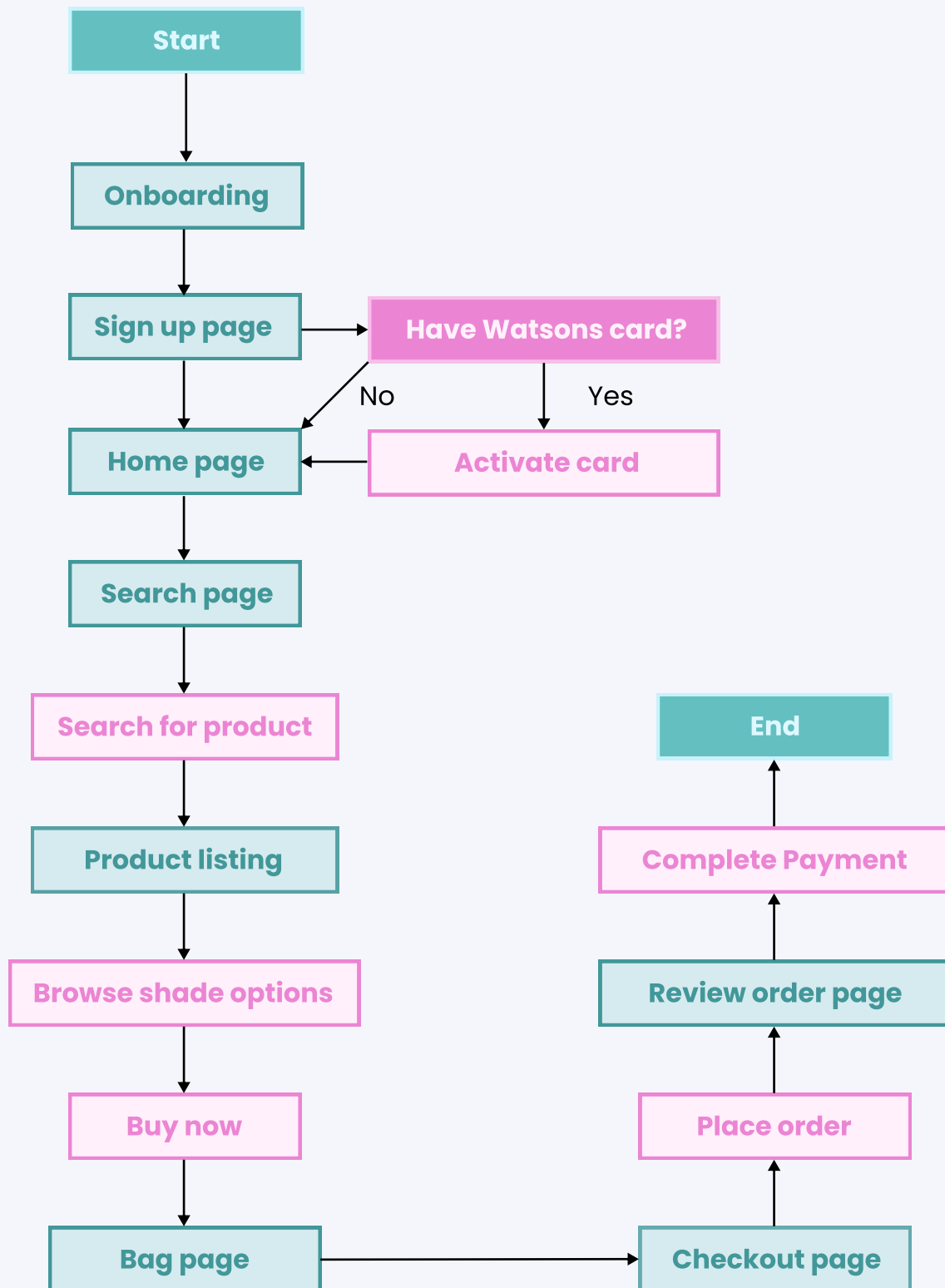
Personalize Recommendations:

Use data from users' preferences and previous purchases to offer tailored lipstick suggestions that align with their skin tone and style.

Include Customer Reviews:

Provide access to customer reviews and ratings for each product to help users make more informed decisions based on the experiences of others.

Jane (Primary User Persona)'s Task Flow



LEGEND

Start / End

Page

Decision

Action

The page features decorative elements in the corners: top-left and top-right have teal swirls with four-pointed stars; bottom-left has a teal swirl; bottom-right has a teal swirl with a four-pointed star and the page number 37.

Low-Fi

Low Fidelity Wireframes

The research aims to identify potential pain points and areas for improvement in the low-fidelity prototype to ensure a seamless experience in the final product.

Research Objectives

- a. Evaluate the clarity and effectiveness of the onboarding and welcome experience.
- b. Assess the usability and intuitiveness of the sign-up process and card activation.
- c. Identify user expectations and satisfaction with navigation on the home and search pages.
- d. Gather feedback on the AR and AI features (Beauty Cam and Beauty Scan) to understand their usability and appeal.
- e. Understand user preferences for product discovery and blog interactions.
- f. Examine the efficiency of the checkout process.

Low Fidelity Flowchart

The flowchart is shown below.

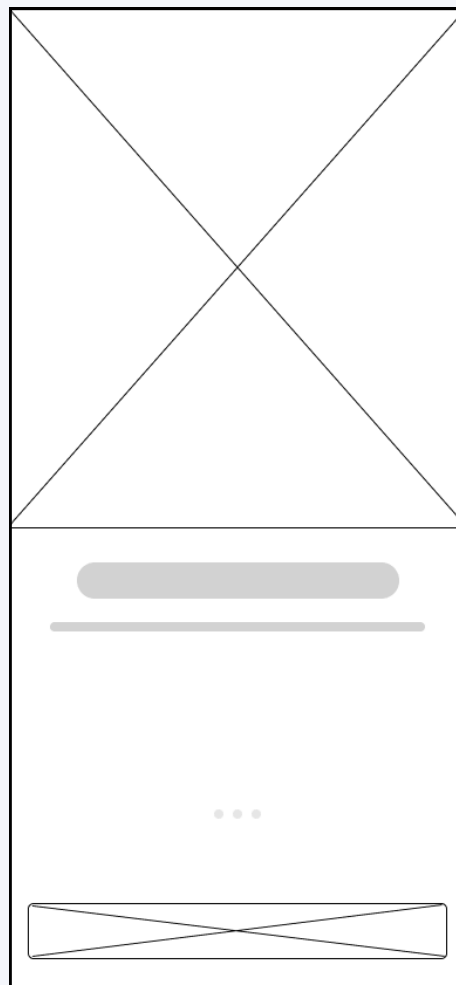
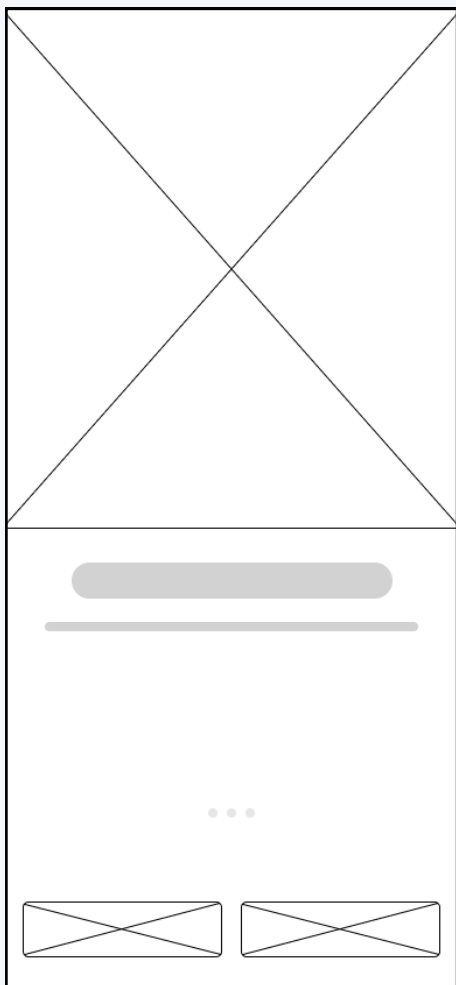
Page



Onboarding – Low Fidelity

Screen Description

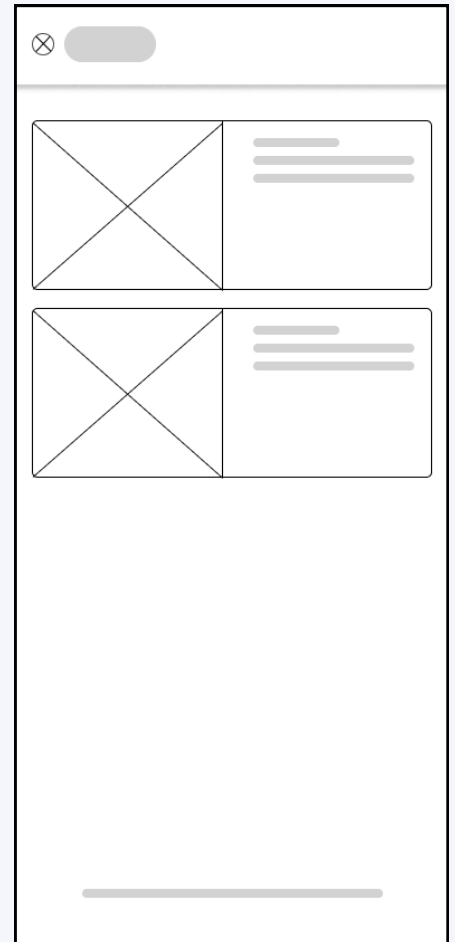
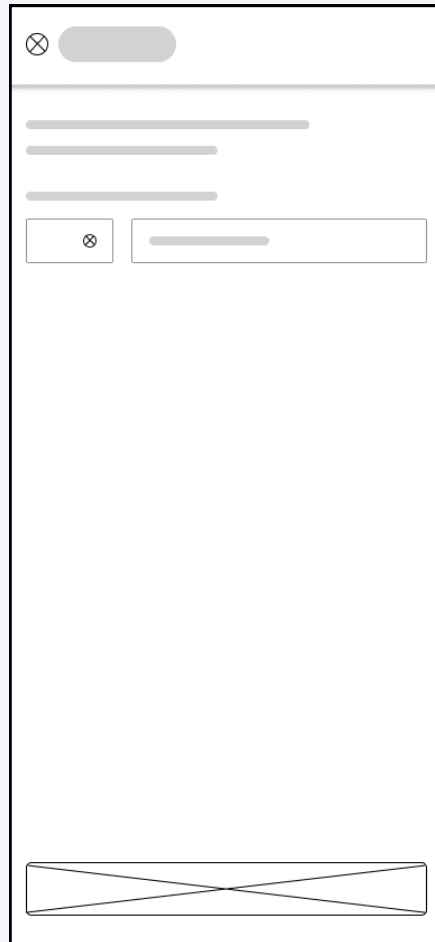
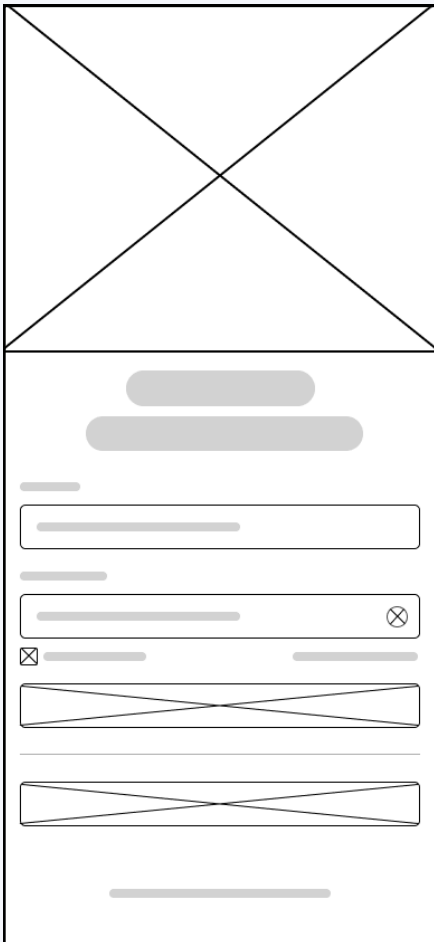
A screen showing the layout of images and possible text placement for the onboarding screen. Descriptions should cover app features. Buttons below are for Login functions.



Sign Up/Login, Sign Up, Activate Card – Low Fidelity

Screen Description

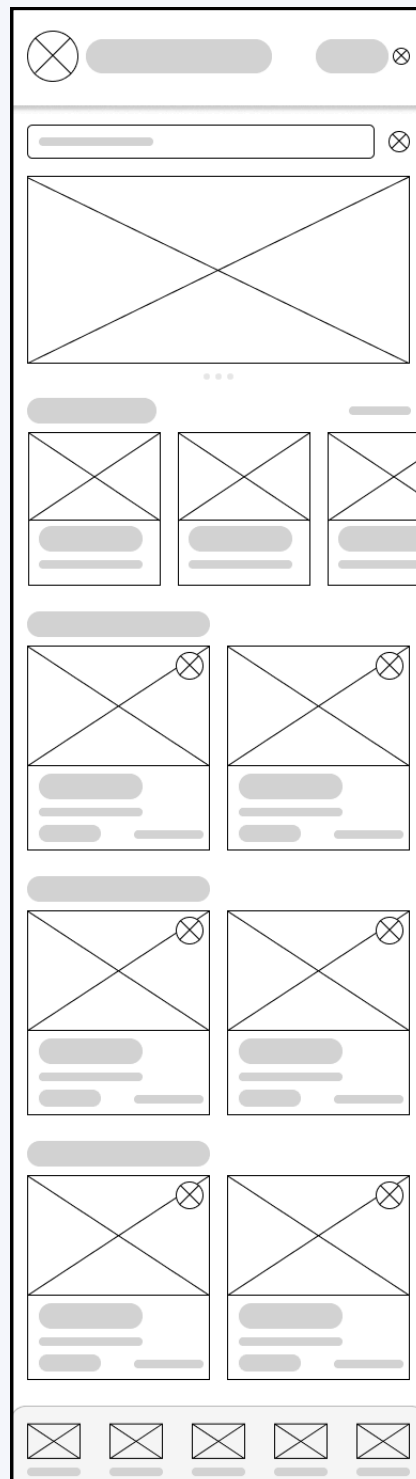
A screen with the sign up page requiring users to key in their details to log in. A feature to sign in as a guest will also be added. Currently, the Watsons card activation process uses an OTP system, which will be represented in the middle screen during sign up.



Home – Low Fidelity

Screen Description

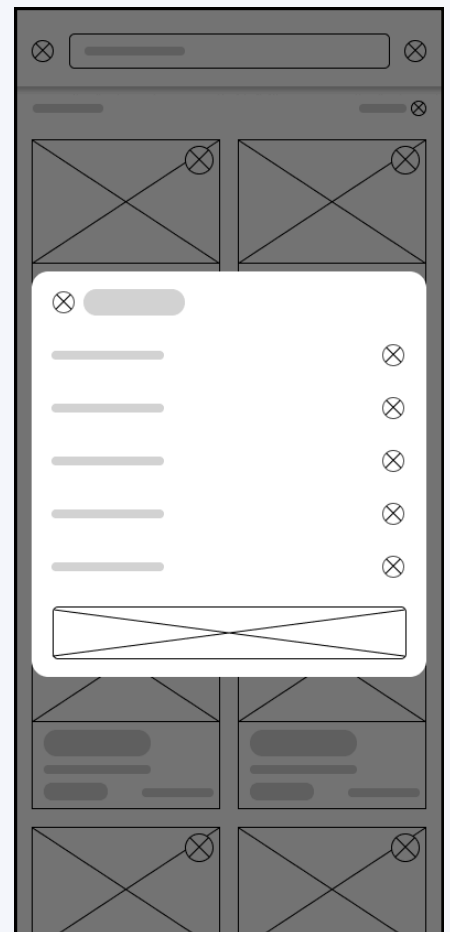
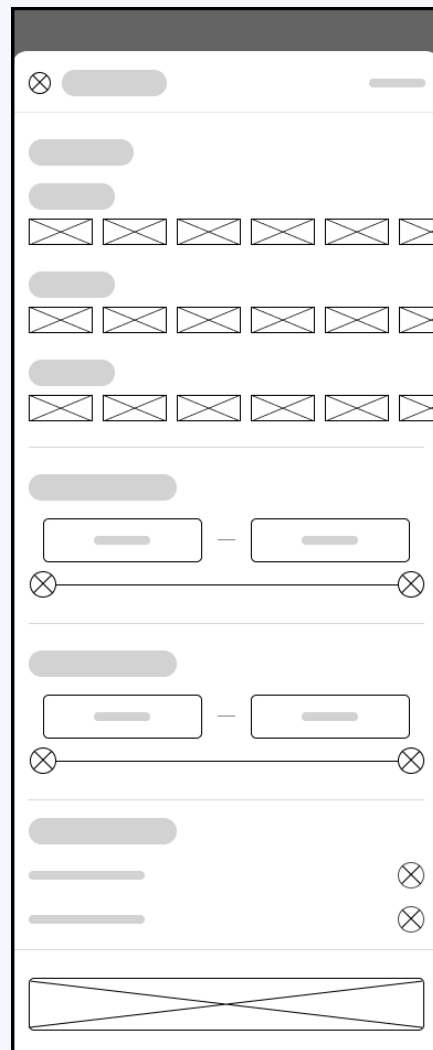
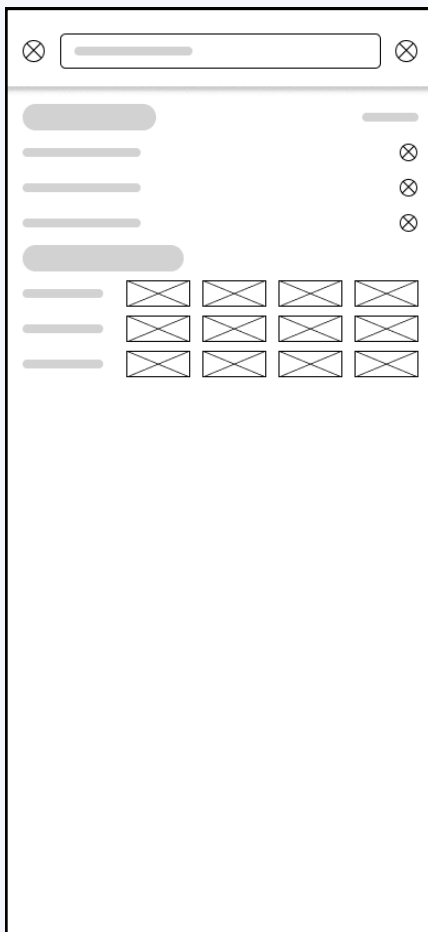
A screen showcasing the layout of products and categories in the home page. Icons and images will be added later. Taskbar is represented at the bottom as a sticky.



Search, Filter, Sort – Low Fidelity

Screen Description

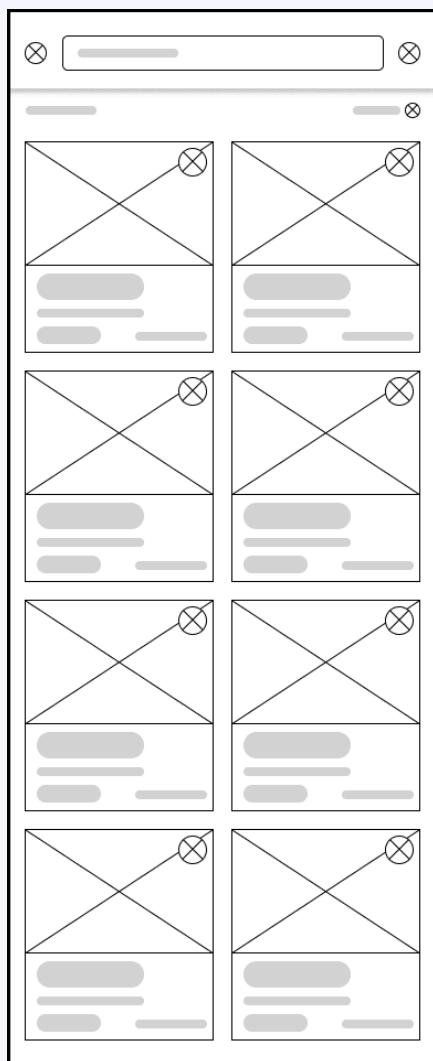
A screen detailing the possible filters to be added into the search function. Users will have the ability to toggle filters such as price in the search function. A separate Sort By function will be included in the product list page.



Product List, Product – Low Fidelity

Screen Description

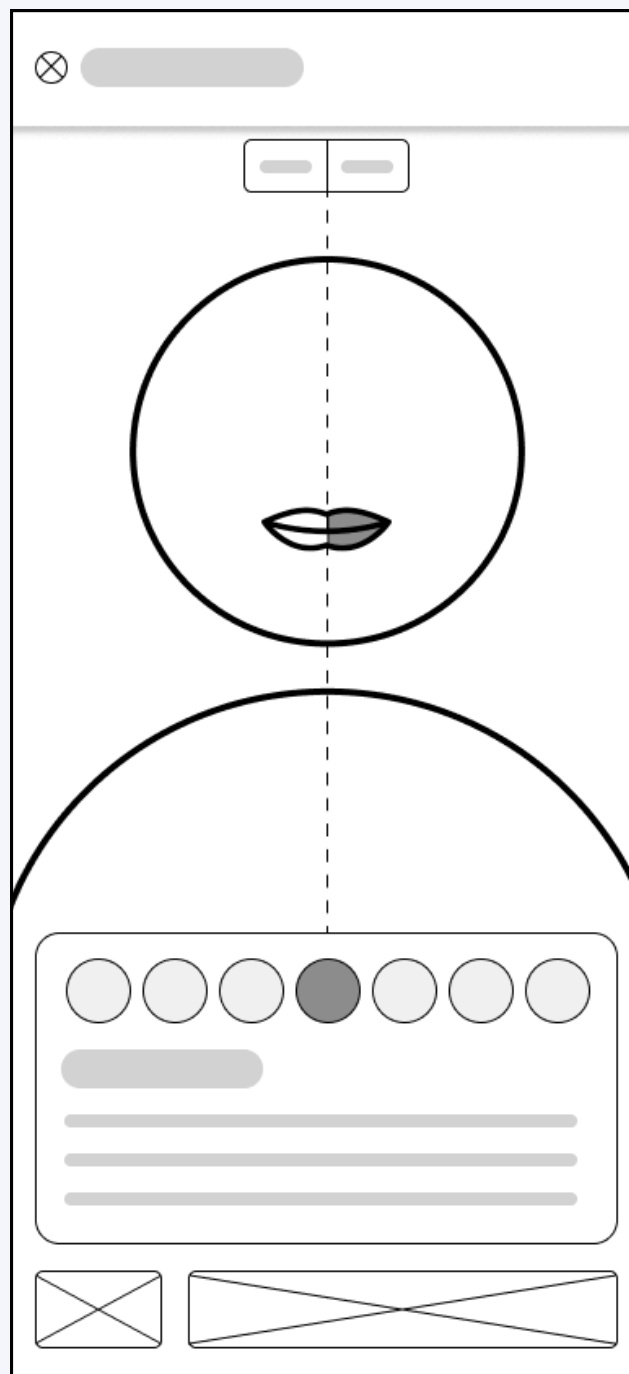
A screen showcasing the layout once a product is searched for presented in a list function. 2 items per row. The second screen showcases the layout for the product listing, with information such as product type, descriptions, will be added in.



Beauty Cam (AR) – Low Fidelity

Screen Description

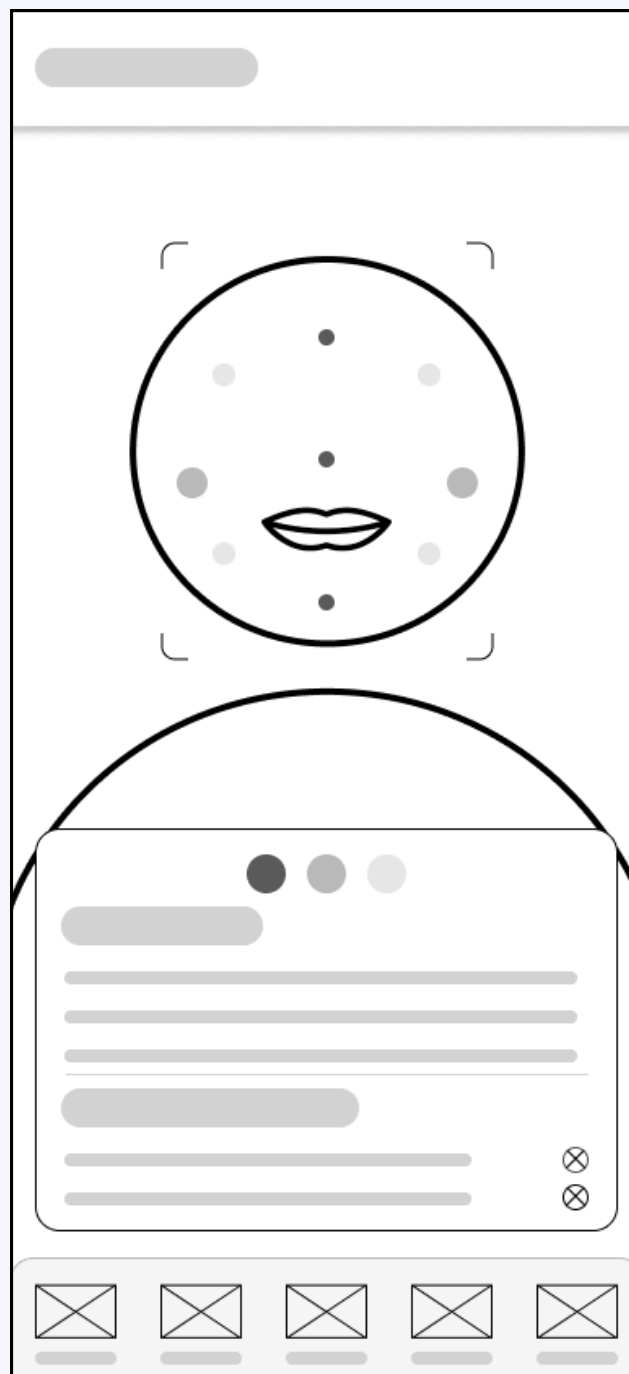
A screen with the Beauty Cam AR function illustrated in a before and after state.



Beauty Scan (AI) – Low Fidelity

Screen Description

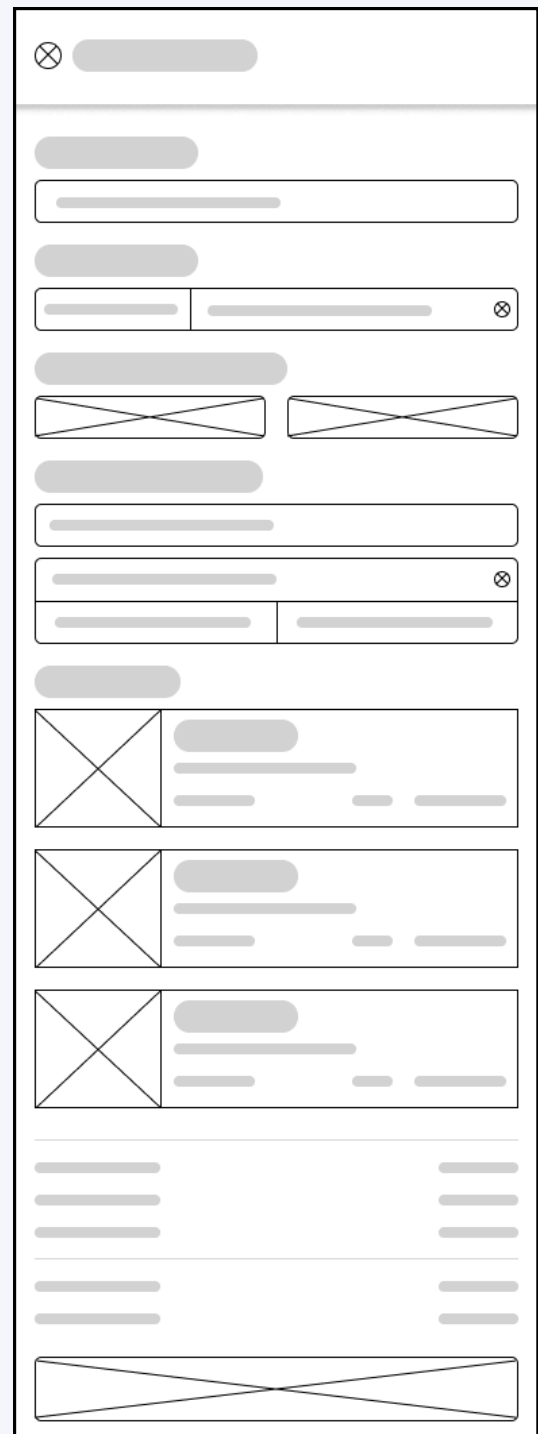
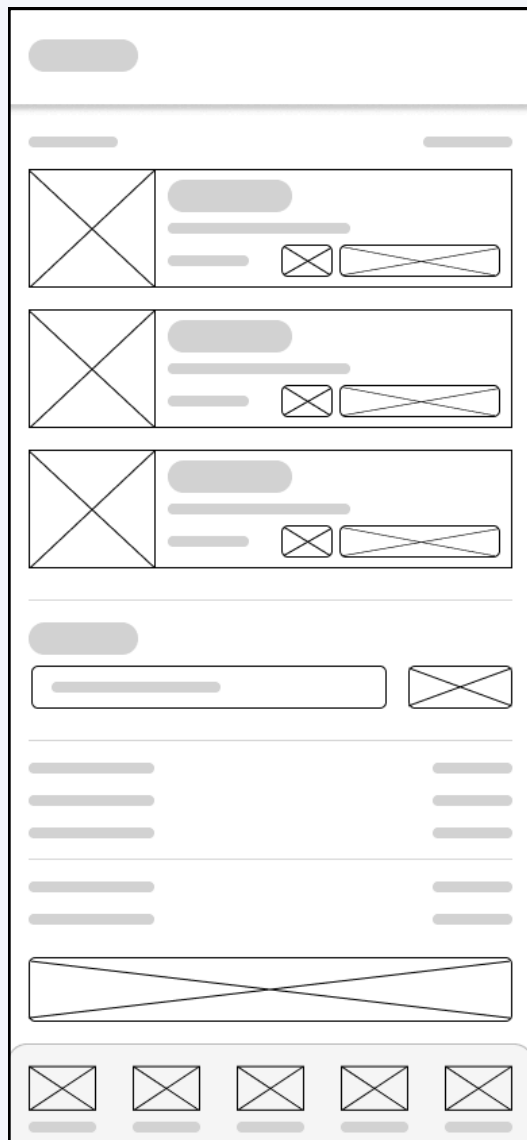
A screen with the Beauty Scan AR function showcasing the scanning capabilities and potential product recommendations that it offers.



Bag, Checkout – Low Fidelity

Screen Description

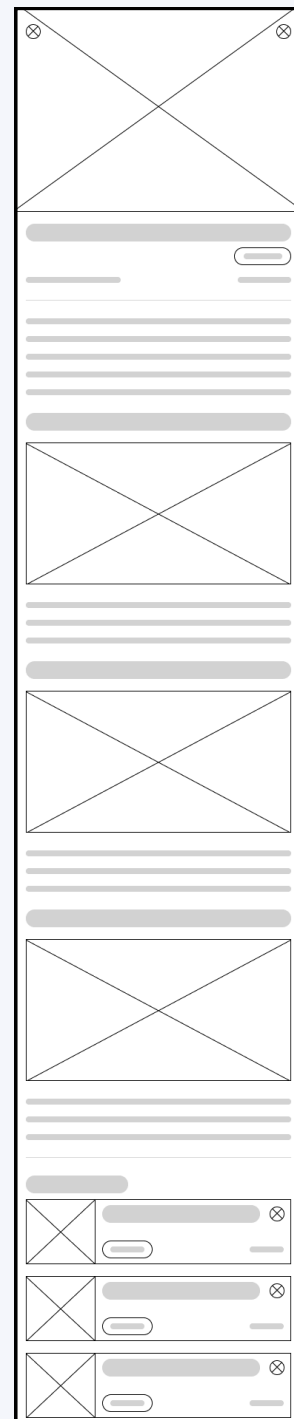
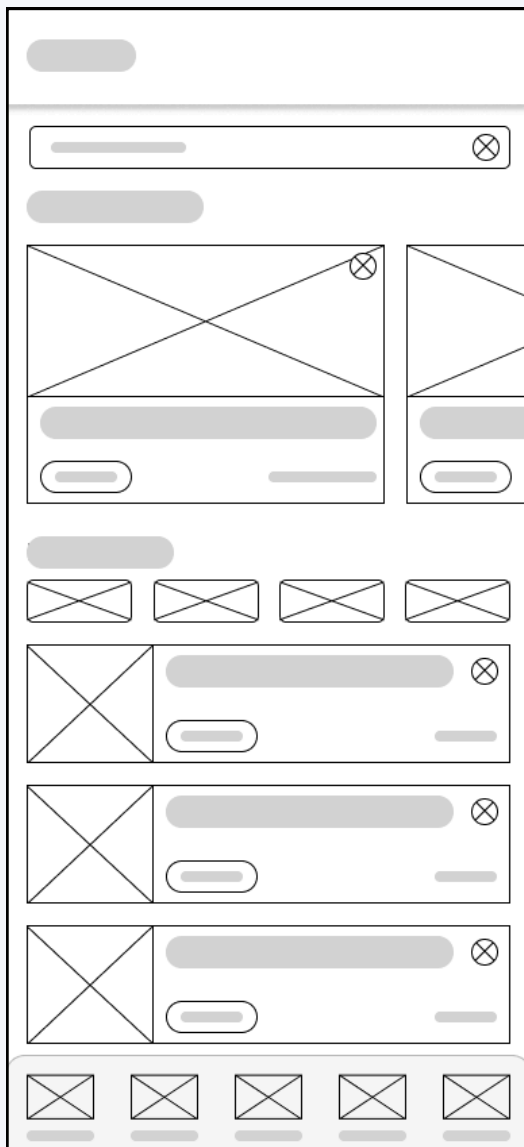
A screen showcasing the Bag and Checkout pages respectively. Information is presented in a clear manner, with block outs for price, quantity controls etc. A summary of items in your Bag will be provided at checkout.



Beautylog (Blog) – Low Fidelity

Screen Description

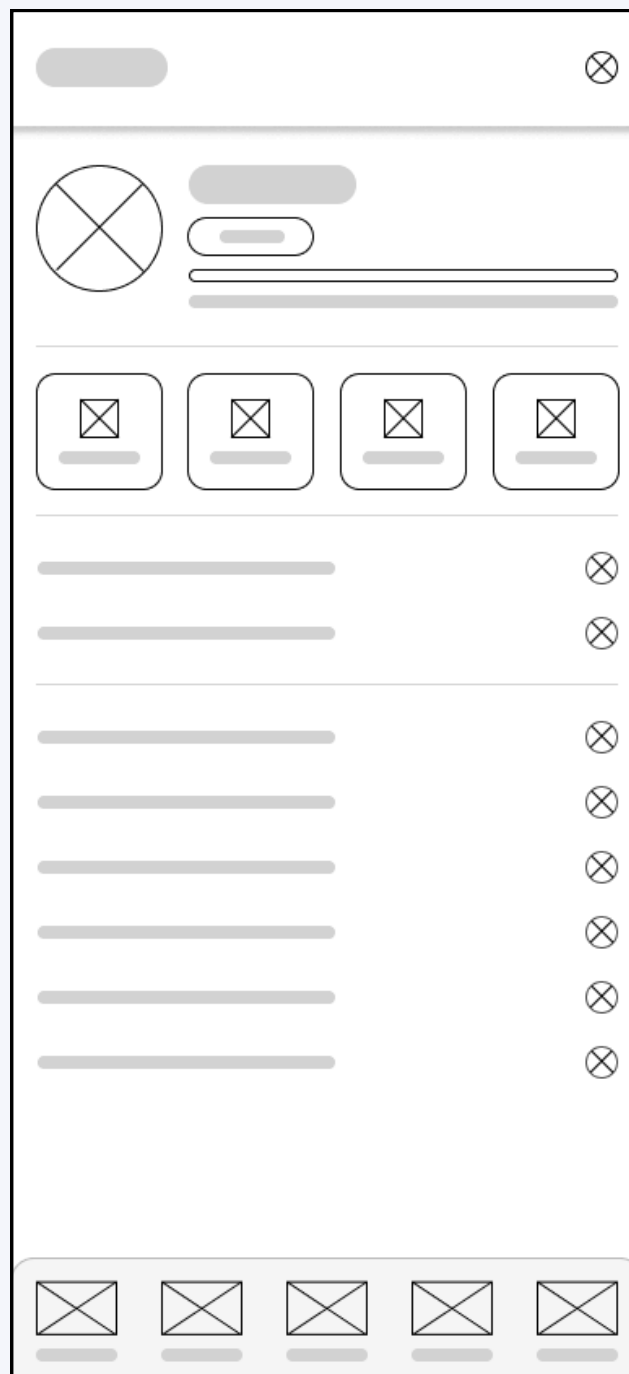
A screen showcasing a blog feature in the app that provides tips and tricks, along with beauty advice in a article format. After clicking on the article, users can read up more about how to identify products that suit them.



Profile – Low Fidelity

Screen Description

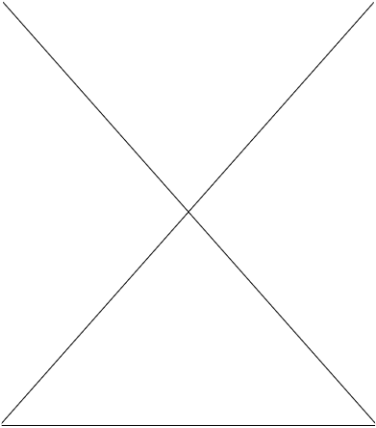
A screen showcasing the user's profile. Within the profile, there will be various settings that can track the user's activity over time and provide a helpful reference for them to find their coupons, likes, transaction history etc.





Medium-Fi

Onboarding – Medium Fidelity



Personalized Beauty

Discover beauty products tailored just for you.

● ● ●

Skip Next ○

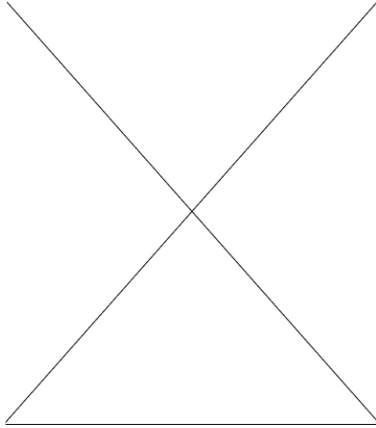


Effortless Shopping

Effortlessly find skincare and cosmetics that match your unique needs.

● ● ●

Skip Next ○



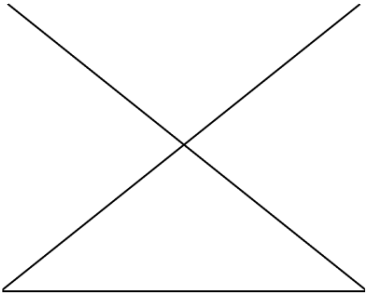
At Your Fingertips

Get expert recommendations based on your preferences and skin type.

● ● ●

Get Started ○

Login, Sign Up and Activate Card – Medium Fidelity



Welcome to The New Beautiful

Email

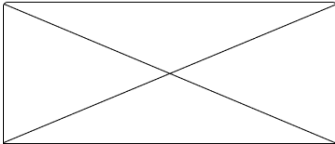
Password

☐ Remember Me [Forgot Password?](#)

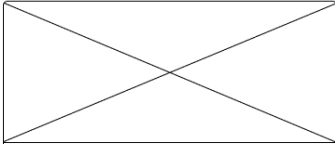
OR

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

☐ Sign Up



Activate
Activate Watsons Club card to unlock
Watsons Club benefits



Create
Create a new account
without Watsons Club membership

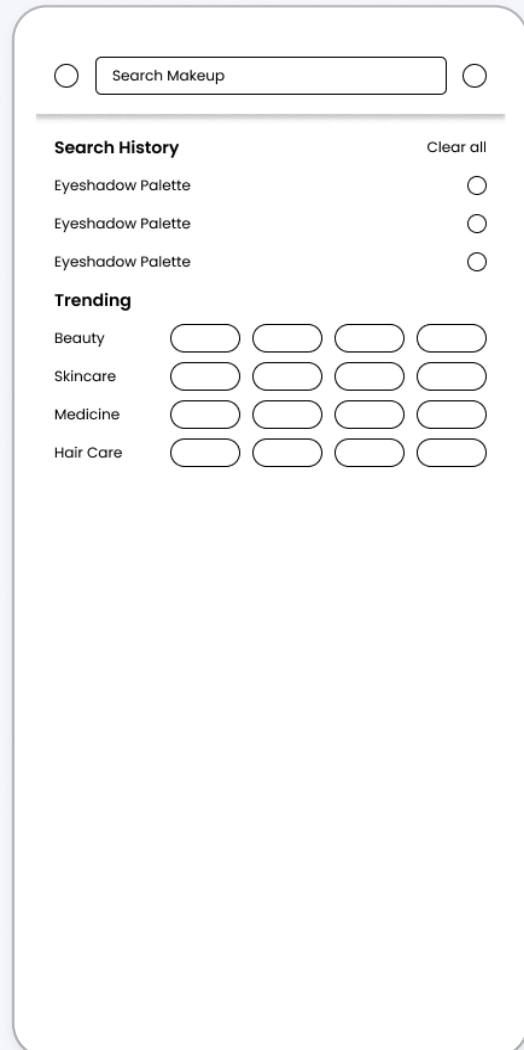
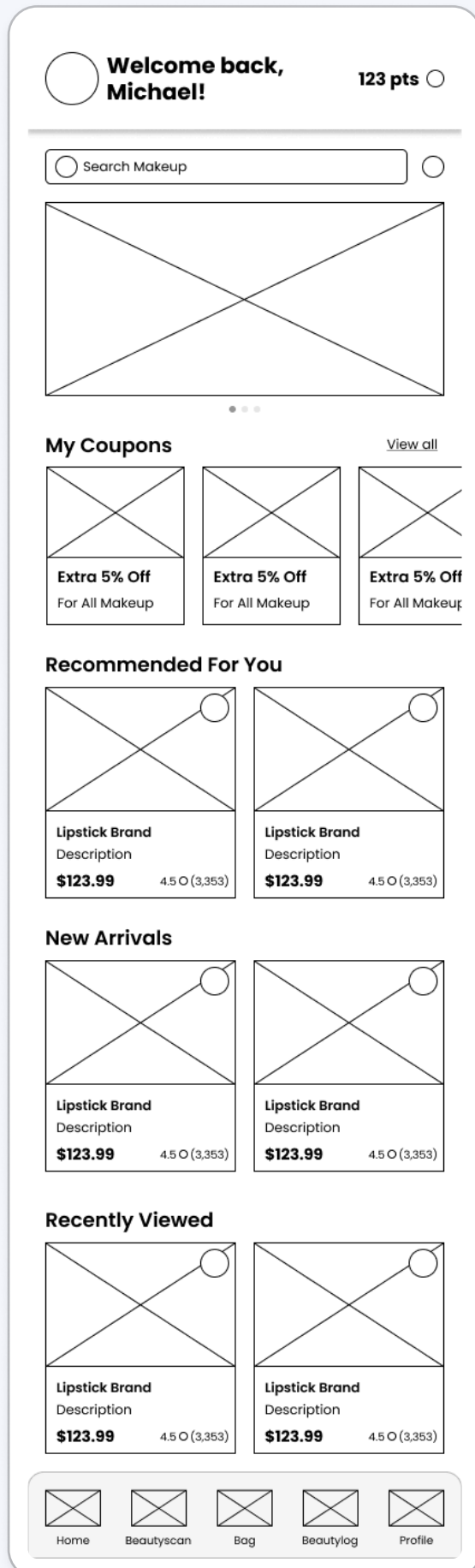
[Learn more about Watsons Club Benefits here.](#)

☐ Activate

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

Enter your phone number

Home and Search – Medium Fidelity



Product List, Filter, and Sort – Medium Fidelity

☐ **Filters** Clear all

Categories

Makeup

☐ Any ☐ Name ☐ Name ☐ Name ☐ Name ☐ Name

Skincare

☐ Any ☐ Name ☐ Name ☐ Name ☐ Name ☐ Name

Hair

☐ Any ☐ Name ☐ Name ☐ Name ☐ Name ☐ Name

Bath & Body

☐ Any ☐ Name ☐ Name ☐ Name ☐ Name ☐ Name

Pharmacy

☐ Any ☐ Name ☐ Name ☐ Name ☐ Name ☐ Name

Price range (\$)

—

Sizing Options (ml)

—

Delivery Options

Store Pick Up

☐

Home Delivery

☐

Apply

☐ ☐

50 items Sort ☐

Lipstick Brand

Description

\$123.99 4.5 O (3,353)

Lipstick Brand

Description

\$123.99 4.5 O (3,353)

Lipstick Brand

Description

\$123.99 4.5 O (3,353)

Lipstick Brand

Description

\$123.99 4.5 O (3,353)

Lipstick Brand

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\$123.99 4.5 O (3,353)

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\$123.99 4.5 O (3,353)

Lipstick Brand

Description

\$123.99 4.5 O (3,353)

Lipstick Brand

Description

\$123.99 4.5 O (3,353)

☐ ☐

50 items Sort ☐

Lipstick Brand

Description

\$123.99 4.5 O (3,353)

Lipstick Brand

Description

\$123.99 4.5 O (3,353)

Lipstick Brand

Description

\$123.99 4.5 O (3,353)

Lipstick Brand

Description

\$123.99 4.5 O (3,353)

☐ **Sort By:**

Most Relevant

☐

Newest

☐

Top rated

☐

Price low to high

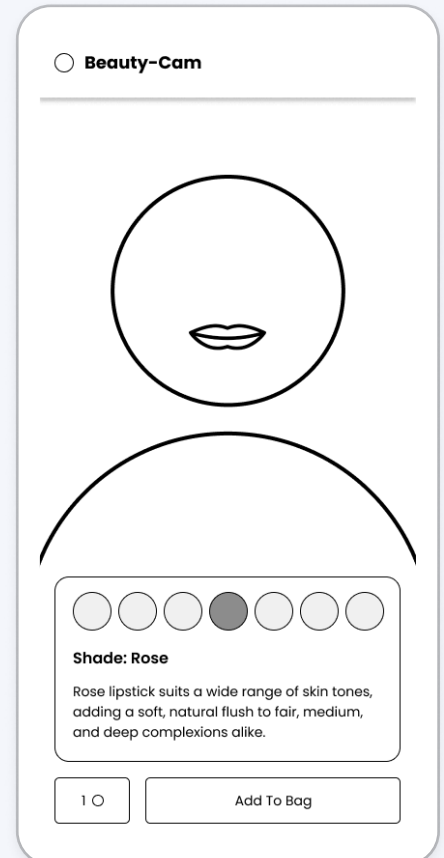
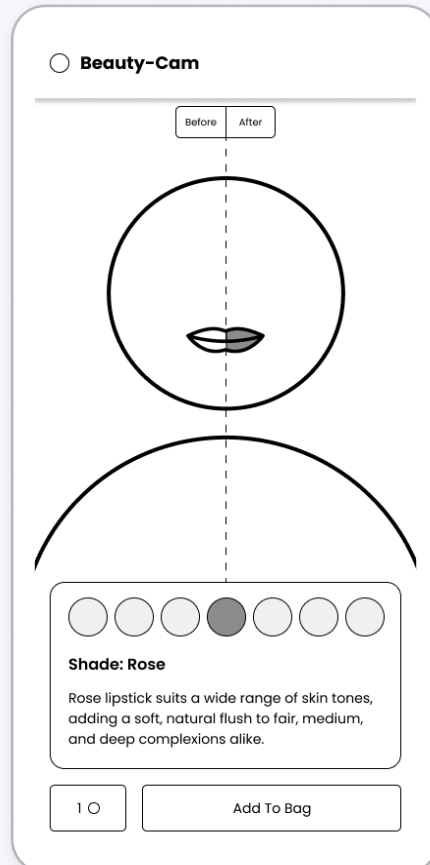
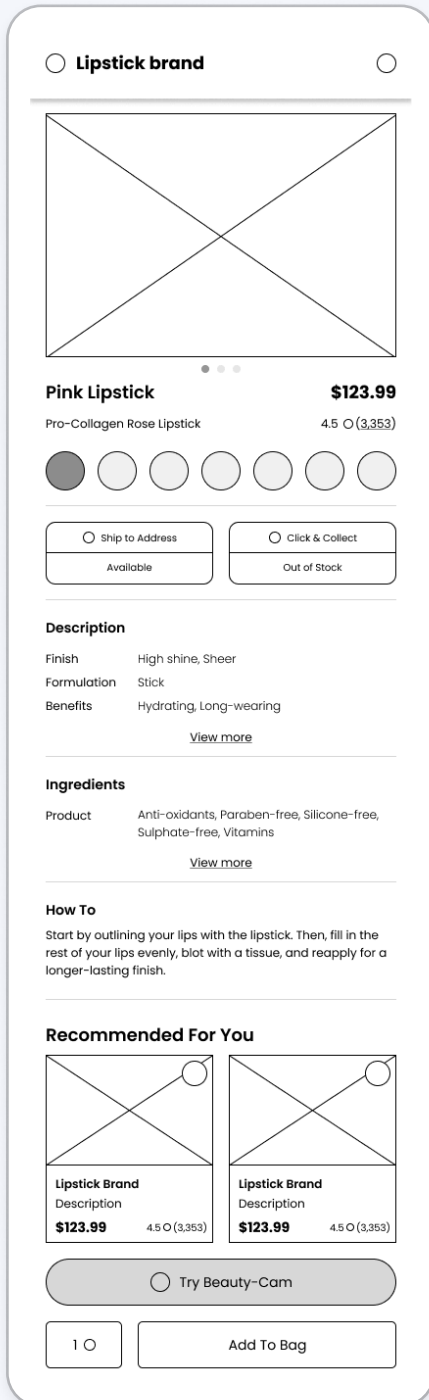
☐

Price high to low

☐

Apply

Product and AR Beauty Camera – Medium Fidelity

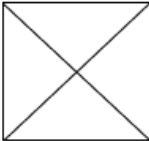
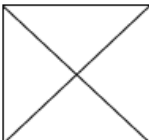
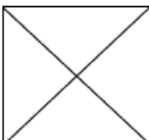


Bag and Checkout – Medium Fidelity

Bag

3 items

Edit

	Lipstick brand Pro-Collagen Rose Lipstick \$123.99 <input type="text" value="1"/> <input type="text" value="Shade: Rose"/>
	Another Lipstick brand Pro-Collagen Rose Lipstick \$123.99 <input type="text" value="1"/> <input type="text" value="Shade: Rose"/>
	Another Another Lipstick brand Pro-Collagen Rose Lipstick \$123.99 <input type="text" value="1"/> <input type="text" value="Shade: Rose"/>

Coupon Code

[View All Coupons](#)

Unit Price **\$123.99**

GST 9% (Included) **\$12.3**

Delivery Fee will be added in checkout

Subtotal **\$123.99**

Points Earned 123



Home



Beautyscan



Bag



Beautylog



Profile

Checkout

Email Address

Delivery Options

☐ Ship to Address

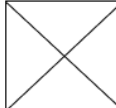
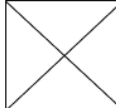
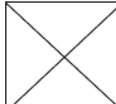
Select Payment Method

☐ Debit/Credit Card

☐ Paynow/Paylah

Card Details

Review Order

	Lipstick brand Pro-Collagen Rose Lipstick \$123.99 Qty: 1 Shade: Rose
	Lipstick brand Pro-Collagen Rose Lipstick \$123.99 Qty: 1 Shade: Rose
	Lipstick brand Pro-Collagen Rose Lipstick \$123.99 Qty: 1 Shade: Rose

Unit Price **\$123.99**

GST 9% (included) **\$12.3**

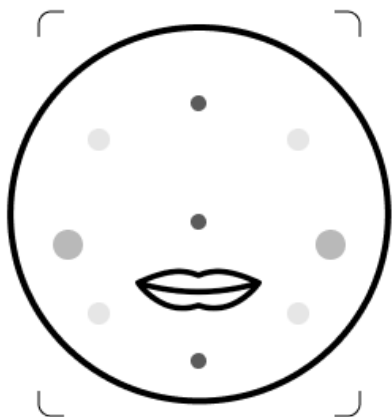
Delivery Fee \$5

Subtotal **\$123.99**

Points Earned 123

Skin Analysis AI - Medium Fidelity

Beautyscan



T-Zone (Forehead, Nose, and Chin)

Focus on controlling excess oil and shine in the T-zone without stripping your skin of moisture.

Recommended Products

La Roche-Posay Effaclar Mat Moisturizer



La Roche-Posay Effaclar Mat Moisturizer



Home



Beautyscan



Bag

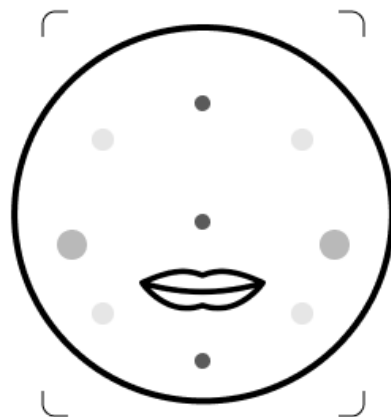


Beautylog



Profile

Beautyscan



Overall Face (Makeup Base)

Choose lightweight, oil-free makeup products that offer a matte finish to keep shine at bay throughout the day.

Recommended Products

NYX Professional Makeup Matte Setting Spray



NYX Professional Makeup Matte Setting Spray



Home



Beautyscan



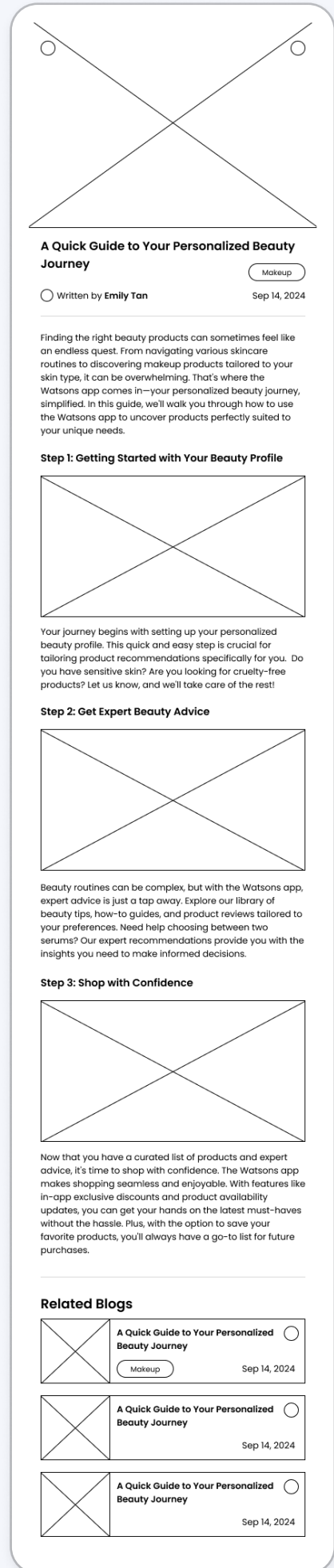
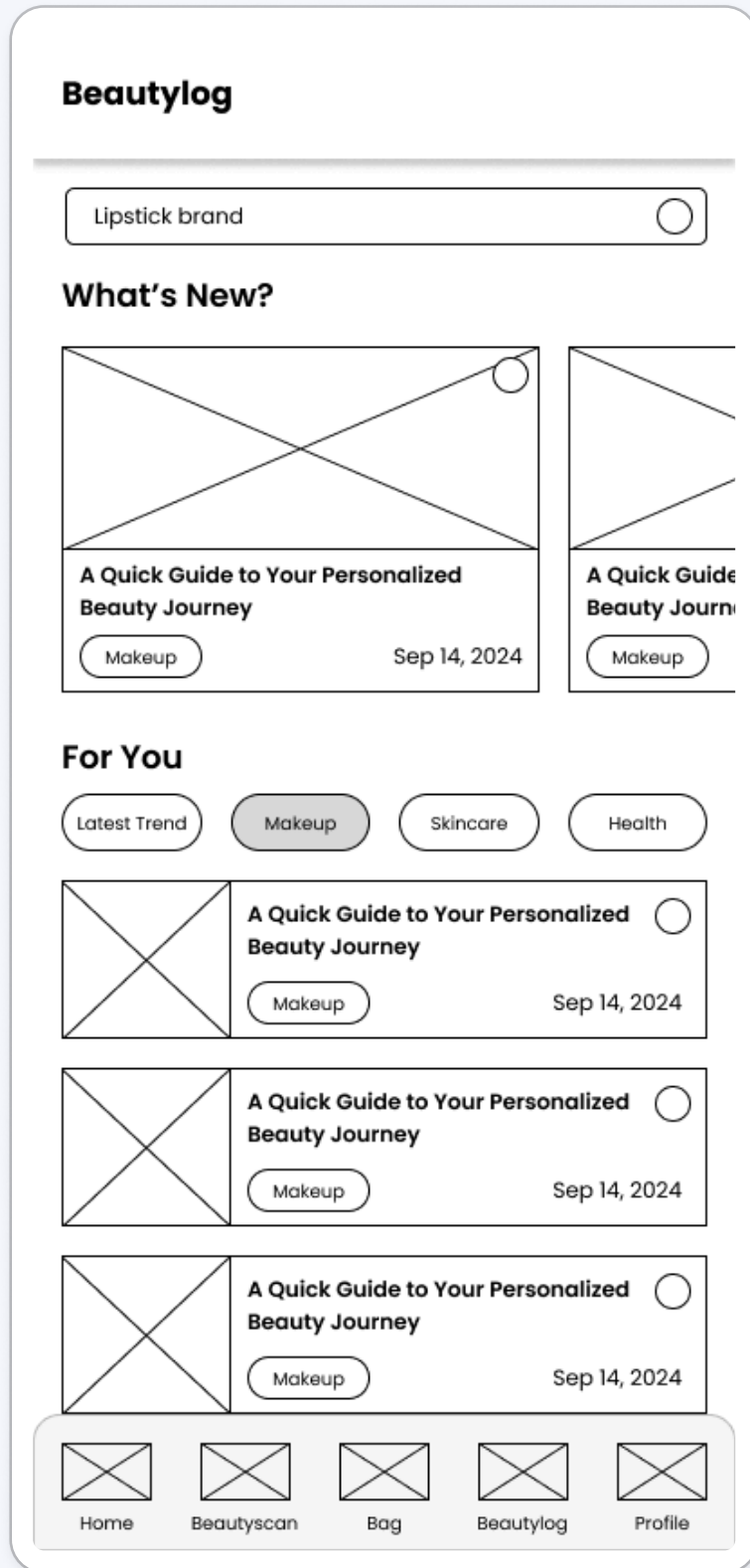
Bag



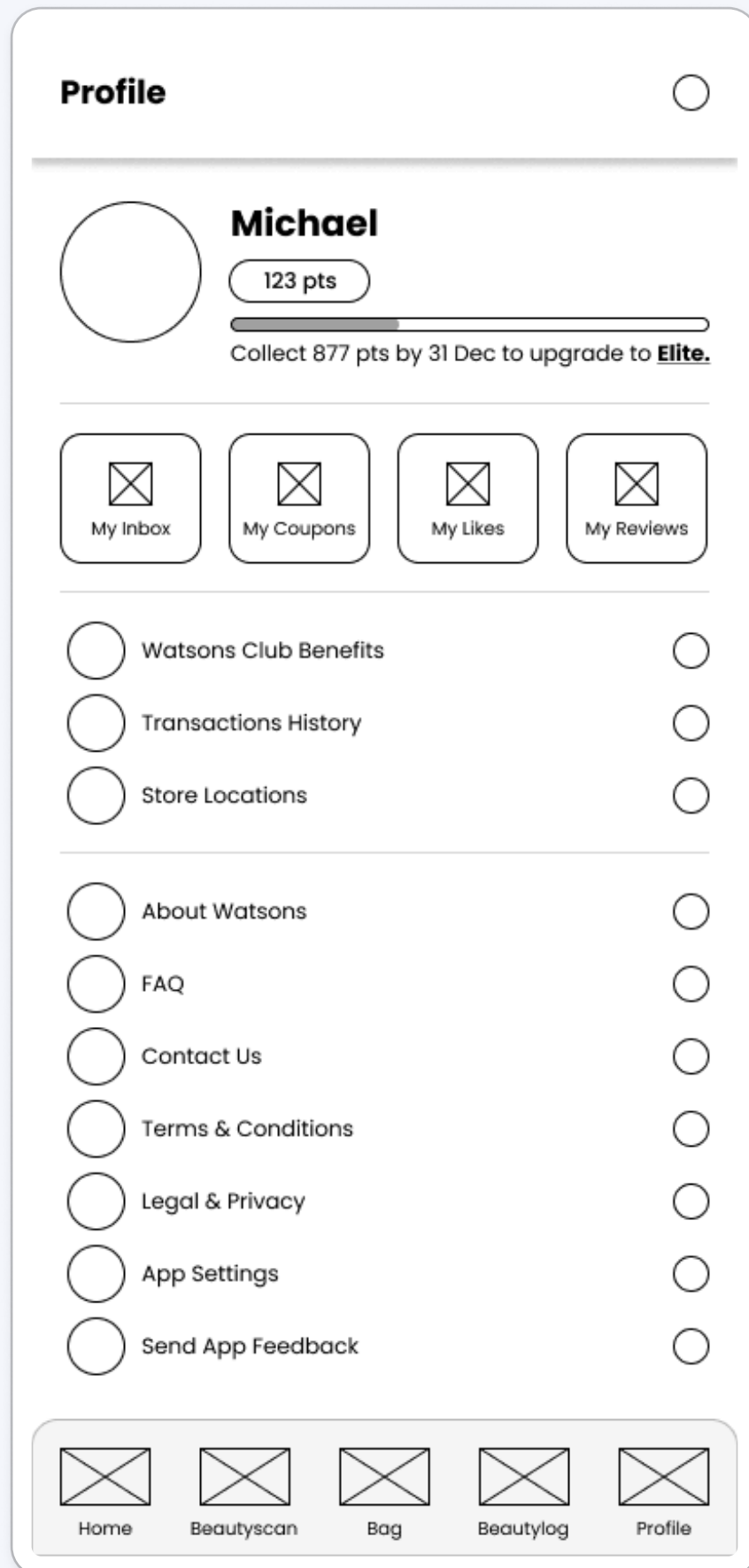
Beautylog



Profile



Profile – Medium Fidelity





User Testing

User Testing Process

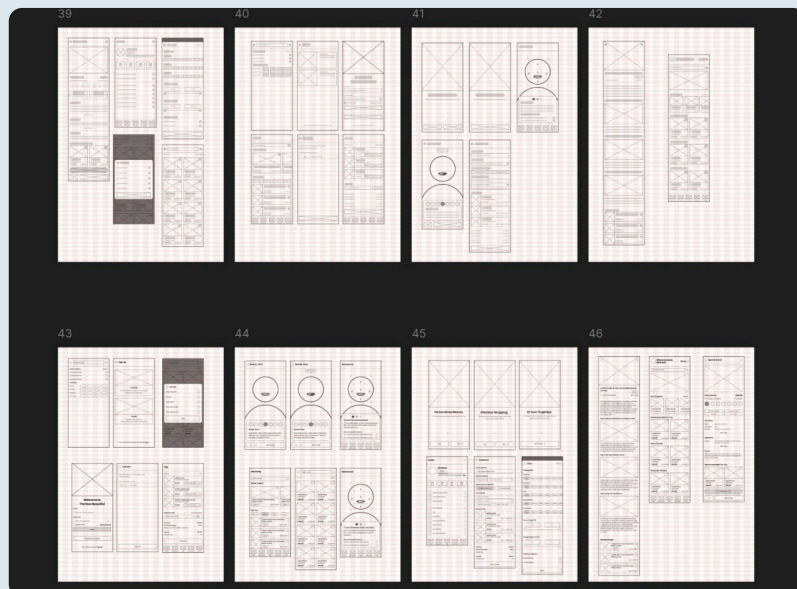
User testing was conducted with a total of **12 testers**.



6 Primary Audience and 6 Secondary Audience

The goal of the test sessions were to **identify common pain points and frustrations** amongst users for both the Low-fi and Mid-fi prototypes.

Afterwards, we performed a review of the insights gathered and **selected the relevant ones** to be implemented in each prototype respectively.



Paper Prototypes

The Low-fi and Mid-fi prototypes were **printed on paper and cut out**. Each user testing session had **2 facilitators**, with 1 facilitator asking the questions and 1 facilitator who wrote down the feedback received.

- The facilitator in charge of asking the questions would **present the paper prototype** and clarify any enquiries that the tester might have.
- The facilitator in charge of writing down the feedback received would **observe the tester's interactions** with the prototype and **take note of their feedback** on a Excel sheet.

The link to the user testing responses is [here](#).

User Testing Questions

Before formulating the questions, we came up with various research goals for each section of the prototype.

Demographic questions were first asked to the testers in order to determine if they fell in the category of our **Primary or Secondary target audience**. Following the demographic questions, the rest of the questions focused on the usability, layout, design and clarity of each section of the app.

As the questions went through each section in a detailed manner, the same set of questions were used for the Low-fi and Mid-fi user testing sessions. As such, we were able to **compare the feedback received** and implement the changes accordingly.

In order to prevent repeated questions, we were able to test with 12 different users.

Demographic Questions

- What is your age range?
- What is your occupation status?
- Have you bought makeup from Watsons before?

Question 3 determines if they are in our **Primary or Secondary target audience** group.

Testing Questions

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

Real-world scenario

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

This was followed by a detailed questioning of their experience with the prototypes section by section.

Onboarding section

Research Goal

Assess the clarity and appeal of the onboarding process.

Questions

- a. Is the onboarding flow easy to follow?
- b. Does the onboarding effectively communicate the app's value propositions?
- c. Are there any steps or information that feel unnecessary or overwhelming?

Sign Up/Login, Sign Up, Activate Card section

Research Goal

Evaluate the effectiveness of the welcome message and options, and test the ease of the sign-up process and card activation.

Questions

- a. Are the options provided (e.g., sign up, log in, continue as a guest) clear and easy to understand?
- b. Is the sign-up process straightforward and quick?
- c. Are there any difficulties encountered when activating the Watsons card?

Home section

Research Goal

Evaluate the effectiveness of the home page layout and navigation.

Questions

- a. Is the home page intuitive and easy to navigate?
- b. Do users find the key sections (e.g., categories, offers) easily?
- c. How do users feel about the overall design and content arrangement?

Search, Filter, Sort section

Research Goal

Test the search functionality, filtering and sorting options.

Questions

- a. Is the search function responsive and accurate?
- b. Are the filtering and sorting options easy to use and comprehensive?
- c. Do users feel they can quickly find what they are looking for?

Product List, Product section

Research Goal

Assess the clarity and usability of product listings and details.

Questions

- a. Is the product list easy to browse?
- b. Does the product page provide sufficient information for decision-making?
- c. Are there any missing details or features that users expect?

Beauty Cam (AR) section

Research Goal

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

Questions

- a. Is the AR feature easy to access and use?
- b. Does it enhance the product trial experience effectively?
- c. Are there any technical or usability issues encountered?

Bag, Checkout section

Research Goal

Assess the clarity and efficiency of the checkout process.

Questions

- a. Is the bag page easy to review and edit?
- b. Does the checkout process feel straightforward and secure?
- c. Are there any points where users feel uncertain or hesitant?

Beautylog (Blog) section

Research Goal

Understand user engagement and interest in blog content.

Questions

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

Profile section

Research Goal

Evaluate the profile setup and management process.

Questions

- a. Is the profile page easy to access 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 Report – Low-Fi

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 users testing the Low-Fi Prototype: 3

Key Results summary

- All users were able to successfully complete the real-world scenario with guidance
- Overall, the testers found the layout well organised
- Testers preferred a skip option to keep the onboarding short and quick
- Testers would prefer the search bar to be more clearly labelled
- Testers suggested being able to have a coupons section at checkout

Quotes from users

- On onboarding: "Feels like the button clicks takes too long. User prefers to swipe through or skip."
- On layout: "Good hierarchy of contents"
- On layout: "Could be improved with categories at the top. No comments about the layout otherwise."
- On search bar: "Took awhile to tell that it is a search bar."
- On coupons: "Good to show the coupons section here too (checkout), for users to apply the coupons."

Primary User Testing Report – Mid-Fi

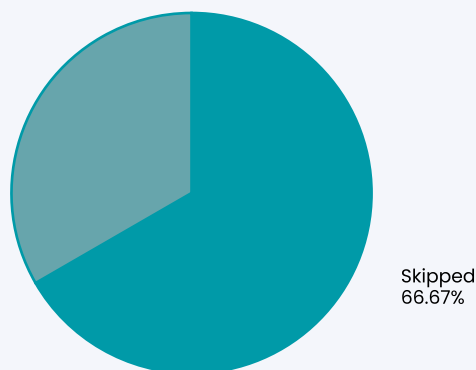
Primary User Persona 1 – Jane

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 users testing the Mid-Fi Prototype: 3

Key Results summary

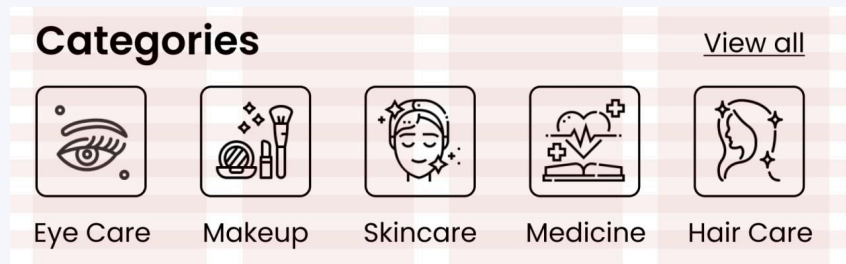
- 100% of testers were able to successfully complete the real-world scenario with minimal or no guidance
- 66.67% of testers found the skip button useful and chose to skip the onboarding



- The original name for the blog section was “Beautylog”, which a user found vague and not representative of all the items Watsons sold.
- 100% of testers wanted a product reviews section under product listing
- 66.7% of users wanted a edit profile button under “Profile”
- 66.67% of users wanted more recommendations to be provided at the end of the blog articles to give them more reason to read them.
- User suggested to have a taskbar at the blog article

Key Results summary

- Users suggested the usage of icons to make the filter options clearer



Sample Icons

Quotes from users

- On onboarding: “(I) usually skip the section as I already know what I want”
- On product listing: “I would like a rating/reviews section of the product”
- On product listing: “Need product reviews to be more obvious”
- On product listing: “Product reviews help me in my decision making”
- On profile: “Have a edit profile to manage the Watson’s account”
- On profile: “Edit profile/user settings are missing”
- On blog: “Can recommend products at the end (of beautylog)”
- On blog: “Beautylog (Blog) name is vague. Have a taskbar at Beautylog article”
- On blog: “Won’t use blog too often, rather it be personalized with a recommended articles section”
- On filters: “Filters might have clear icons to bring up sort by and filters”
- On filters “Circle placeholders are unclear”

Secondary User Testing Report – Low-Fi

Secondary User Persona 2 – 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 users testing the Low-Fi Prototype: 3

Key Results summary

- All testers were able to successfully complete the real-world scenario with guidance
- Overall, testers found the layout straightforward or requiring minimal changes
- 66.67% of testers found the filter option overwhelming
- 66.67% of testers liked the sliding AR function
- 33.33% of testers noted that the AR function felt gimmicky

Quotes from users

- On layout: "Very straightforward and easy to tell at a glance"
- On filters: "Feels overwhelming at first glance"
- On filters: "Quite a lot of options in the filters"
- On AR: "I like the before and after slider"
- On AR: "I like the sliding filters functionality"
- On AR: "Feels useless or a one time use kind of thing"

Secondary User Testing Report – Mid-Fi

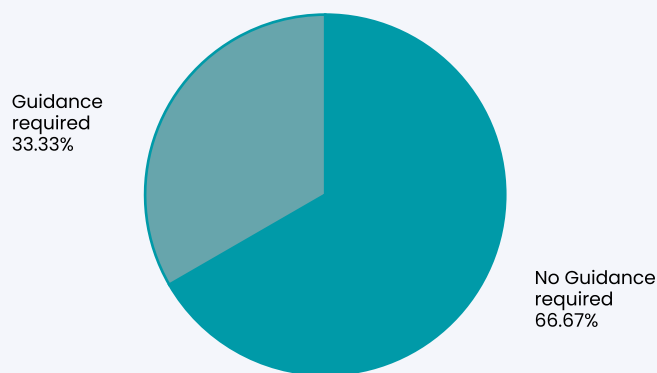
Secondary User Persona 2 – Abigail

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 users testing the Mid-Fi Prototype: 3

Key Results summary

- 66.7% of testers were able to successfully complete the real-world scenario with minimal or no guidance



- Tester noted that the skip button was a useful feature
- Tester found that the app's features could be elaborated more on in onboarding
- 66.7% of users found the Activate Card section confusing
- The original name for the AR features were "Beautyscan" and "BeautyCam", which was noted to be too similar and confusing
- Testers suggested having a Cool Tone, Warm Tone etc. for AR skin analysis
- Tester noted that the filters could be further improved by simplifying it
- Tester suggested changing the term "Out Of Stock" to "Unavailable" to standardise it with the "Available" term in product listing

- 100% of testers wanted a pop-up asking for camera access

Prefers having a pop up
due to privacy concerns
100%



Quotes from users

- On real-world scenario: Tester entered the beauty scan function but could not find the AR function for Lipstick (Beautyscan and Beautycam name is too similar)
- On onboarding: "Helpful skip button"
- On onboarding: "Underwhelming, could elaborate more on features"
- On sign up: "Activate card is confusing as does not have card"
- On sign up: "Confused to why the activate card is there after clicking sign up, should have a separate button"
- On AR: "Finds the Beautyscan naming is vague as the name is too similar with Beautycam"
- On AR "Want the Cool Tone, Warm Tone category."
- On AR: "Privacy matters"
- On filters: "Filters for categories are too broad, there are many different brands and types. Recommend that there should be a button to press for makeup, skincare etc. and the listings would load. So consolidate the categories into a broad one."
- On product page: "Click and collect option can be marked unavailable."

User Testing Results

User Testing results were collected upon asking the following questions:

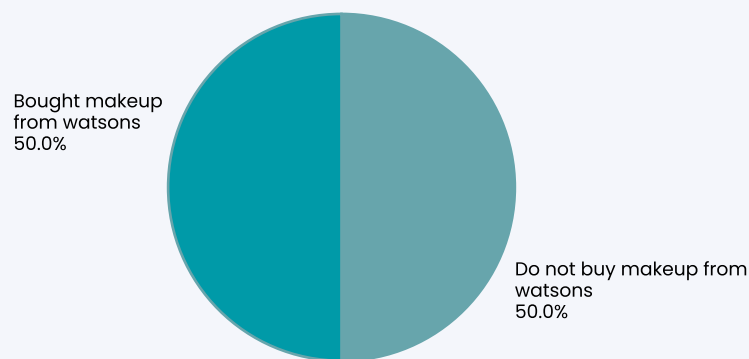
- What is your age range?
- What is your occupation status?

Most users were students within our target age range of 18–25.

Demographic Questions

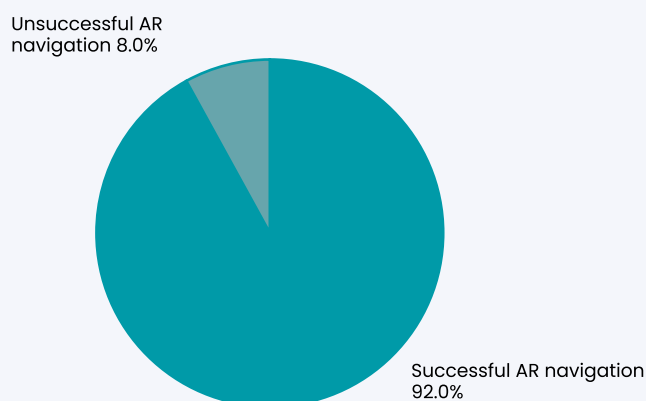
1. Have you bought makeup from Watsons before?

This question helps us to determine if the user testers are in our **Primary or Secondary target audience** group.



2. Try navigating to the AR feature in the app and purchase a Lipstick?

92% of the user testers could navigate to the AR feature of the application to test the Beauty Scan and Beauty Cam feature. And found it useful.



Improvements to implement

HIGH Priority

Onboarding/ Sign up

- Sign up and activate card buttons should be different at log in page. The current mid-fi prototype for sign up leads to activate card and its confusing to users as they unsure of the difference between create a watsons card and activating a watsons card
- Reduce words of "Create a card to Sign up" for a new card! and "Activate a new card"

Profile

- Have a Profile Settings button in the Profile page for users to edit

Product / Product Listing

- Have a product reviews section under product description
- Product listing: delivery options can be smaller as its calling for too much attention
- Product listing shades: greyed out shades = cannot be shipped (only collect in store)

Wish List function

- Users can access this function to refer to the products that they have added into a list to consider to purchase, making the experience of shopping more reliable and accessible

- **Category Page**

- Adding the Category page for users to refer to view the beauty products based on the types (e.g. oral care, skin care, sun care, hair care, decorative cosmetics, body care, perfumes, etc.)

- **Beauty-cam**

- Updating beauty cam layout, BeautyCam should be near the shade selection
- Add product picker and beauty-cam to Discover page
- Combine BeautyCam and BeautyScan into AR and Skin Analysis. Due to high misconception of BeautyCam and BeautyScan names are too similar + vague.

Improvements to implement

HIGH Priority

Beauty- Scan

- Have a pop up asking for camera consent mentioning no data is taken for the AR features to be enabled as many users are concerned about their privacy and data being taken without consent
- Suggestion for skin tone analysis – to match the skin tone and recommend relevant makeup products to the users

BeautyLog

- Beautylog article can have a bottom bar / task bar at the bottom

User Interface/ Icons, etc.

- Update shopping bag function to top right corner
- Add to bag, Bag and AR add to bag should have a + – quantity function for the product. For bag, can just remove the edit function and just have + – for quantity

Improvements to implement

MEDIUM Priority

Home

- Voucher / promotions should not be the first priority

Search function

- Searches feels too cluttered. Should make it more easy to read and click on each of them (e.g. Tiktok)

Onboarding

- During onboarding, be more specific about what features are offered by the app (e.g. AR) Current description is vague

Beauty Cam

- Before / After could be slide-able. User may toggle onto the colour to try and clear makeup to see difference.

Beautylog

- Having a two column layout, adding pictures, reducing text to save space and make things more engaging. Some users found the layout too basic, and texts lengthy.

User Interface/ Icons, etc.

- For the delivery options, 'Out of Stock' should change to 'Unavailable'

Improvements to implement

LOW Priority

Search

- Implement a search by image function at the search bar

Beauty Scan

- Three dots at the top of the BeautyScan is vague, would much rather have a label for palate choice and different placement away from the description.

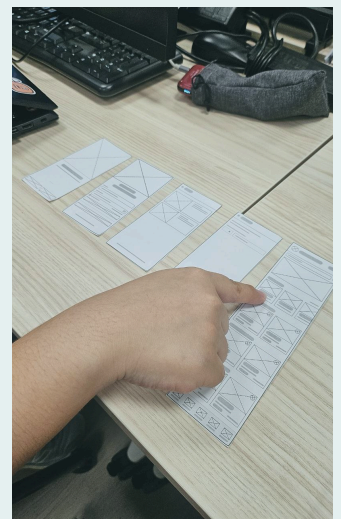
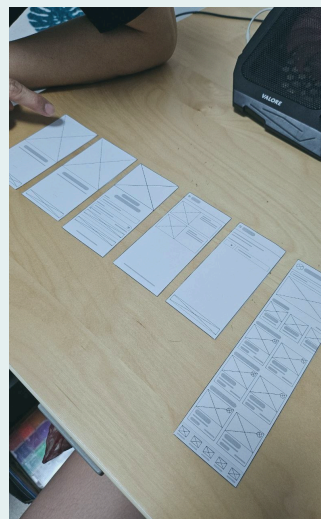
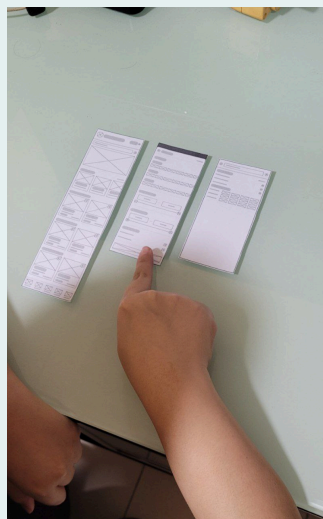
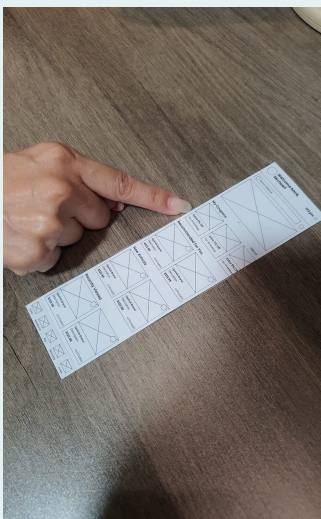
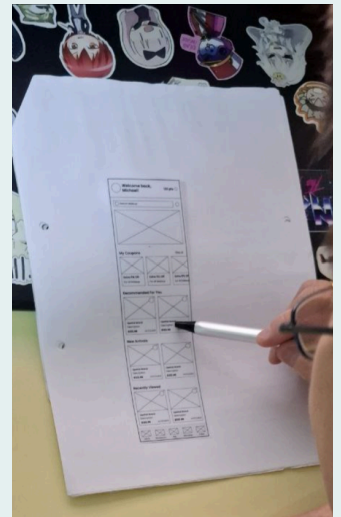
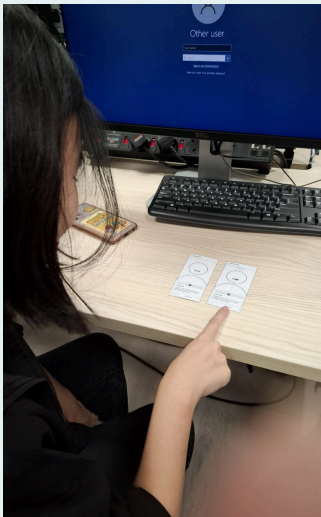
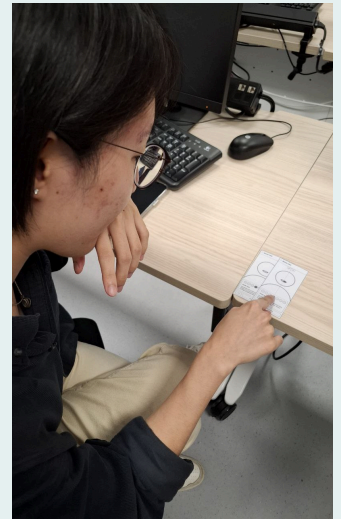
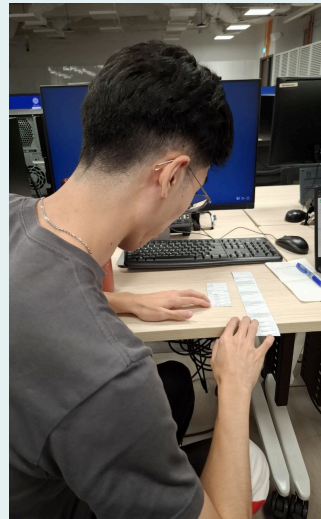
Beauty Cam

- Add an option to adjust opacity of the colour to put against skin tone
- Place beauty cam button near the lip colour choices instead. And make it a icon. Should not be stuck on the bottom together with the add to bag button. It is too bulky and not many people would want to use it.
- Too much information in the camera function. The function is for testing the colours, and users felt that they do not need to information about the product when they could do it at the product page. However, most users found the information helpful.

Profile

- Include the skin type profile (like e.g. summer bright tone, warm) so users can refer to it easily

User Testing Photos





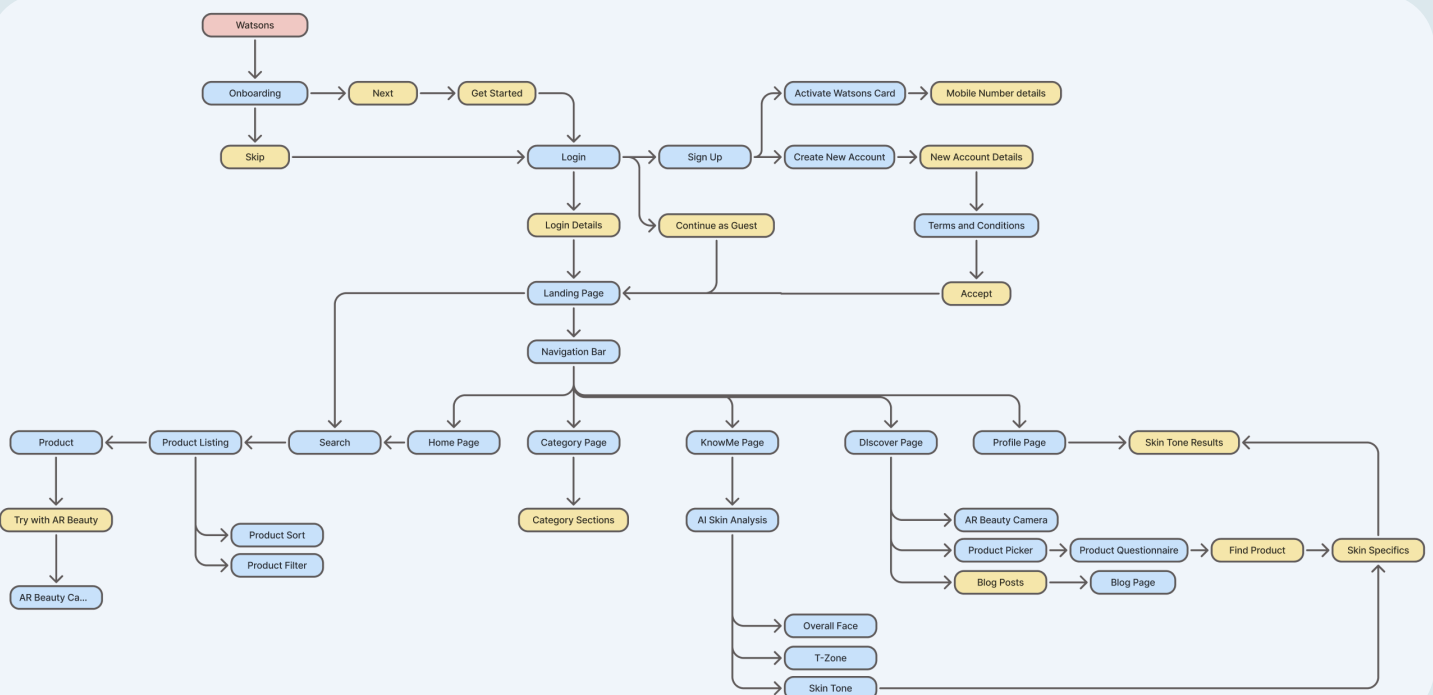
Wireframe

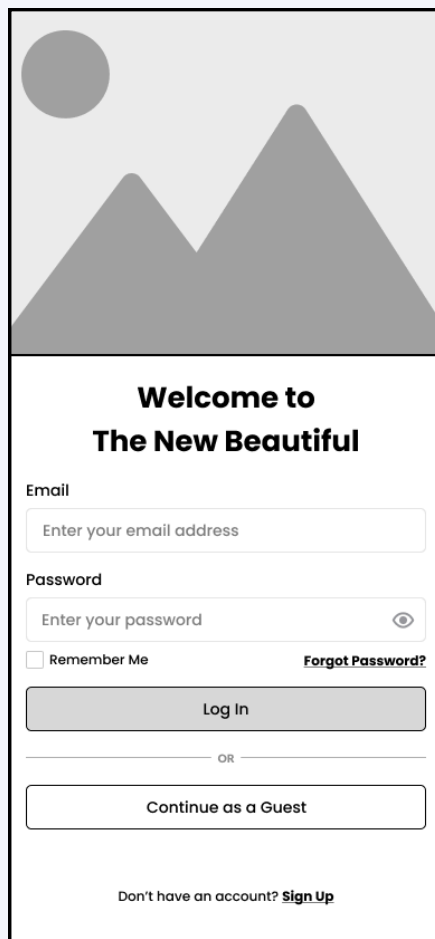
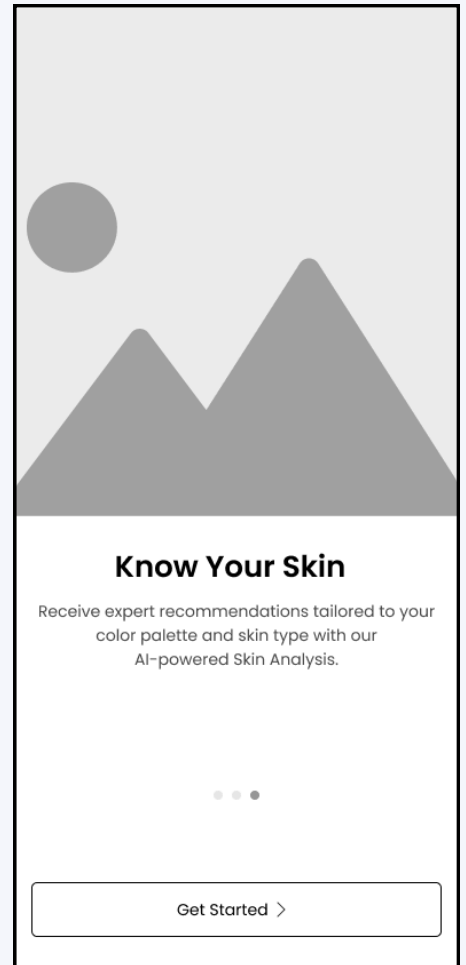
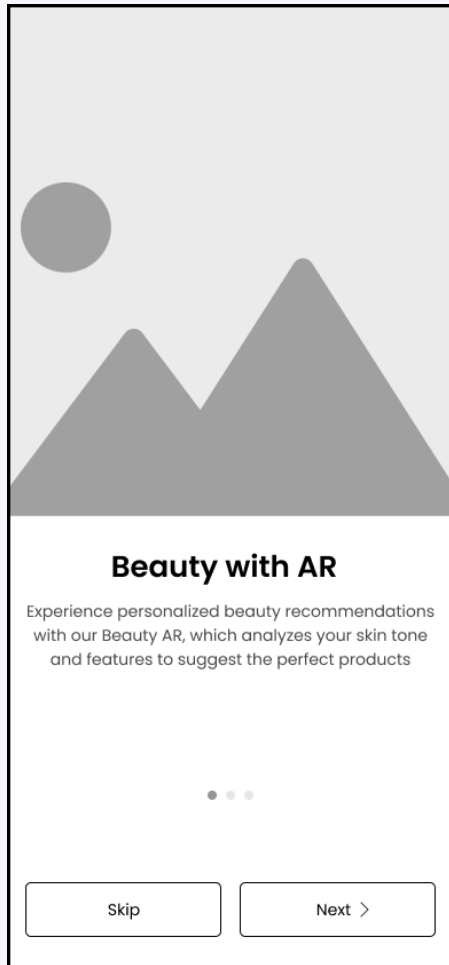
Medium Fidelity Flowchart

The flowchart below outlines the structure and hierarchical information layout of our Watsons App final proposal. The following wireframes are also from improvements made from the user testing sessions.

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


App Page Action






Onboarding - Creating a New Account

[←](#) **Sign Up**



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



Create New Account
Create a new account without Watsons Club membership

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

[←](#) **Activate Watsons Card**

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


[Get OTP](#)

[←](#) **Create New Account**

First Name

Last Name

Email

Password
 

[Continue](#)

[←](#) **Create New Account**

First Name

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

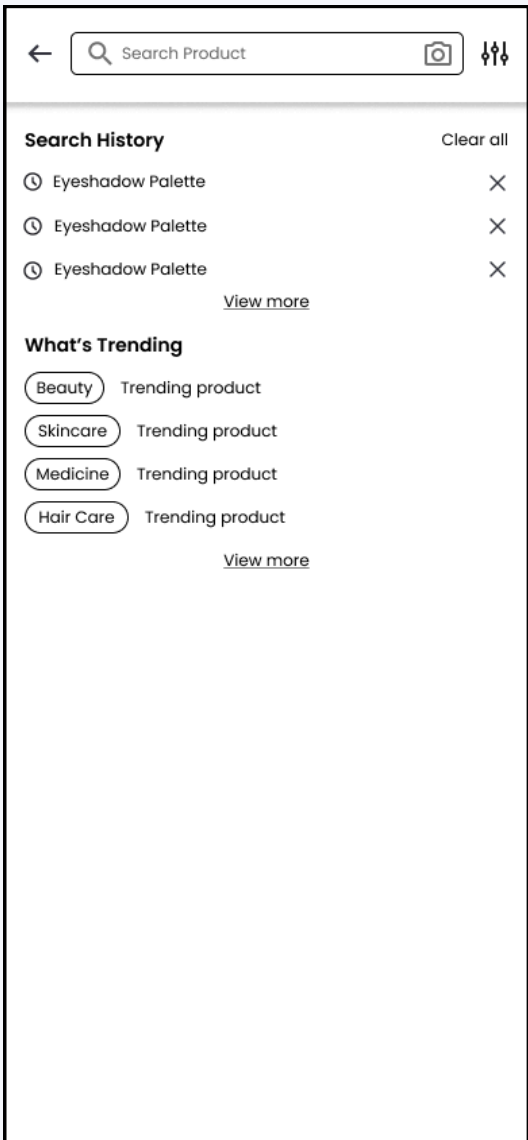
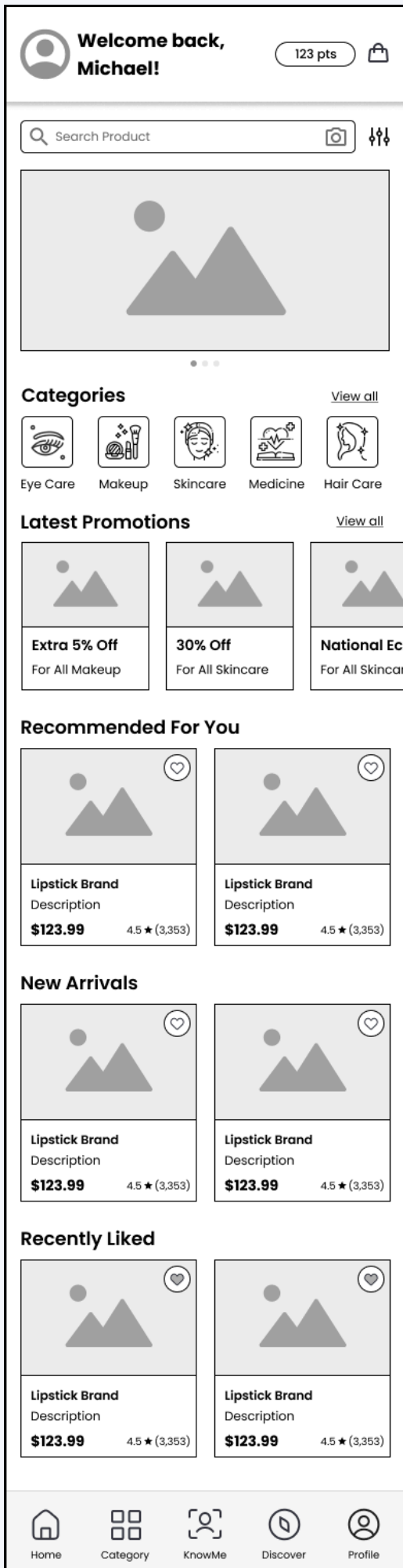
1.1. Eligibility: You must be at least 18 years old or have the consent of a legal guardian to use the App. 1.2. Updates: Watsons reserves the right to modify these Terms at any time. Your continued use of the App constitutes acceptance of the updated Terms.

2. User Obligations

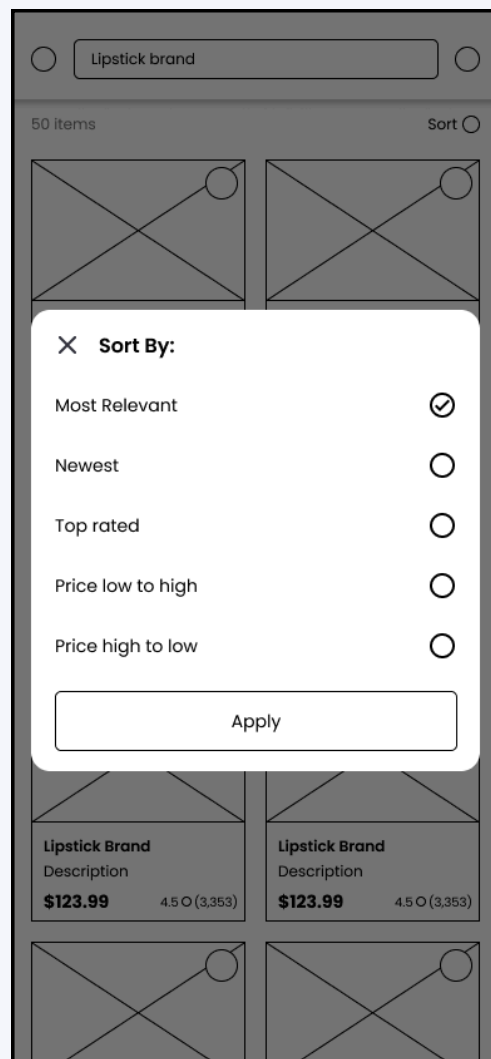
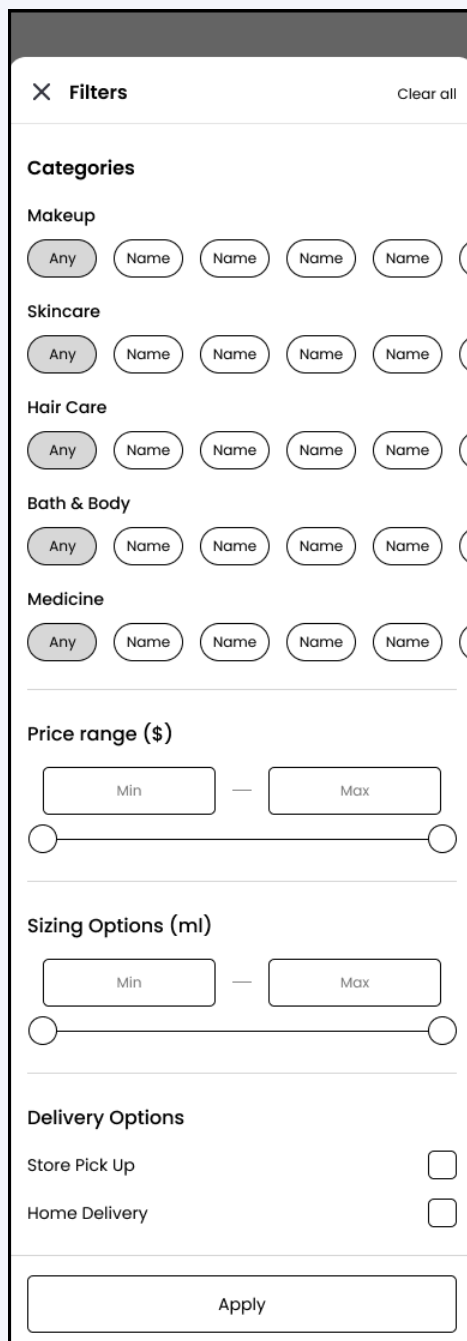
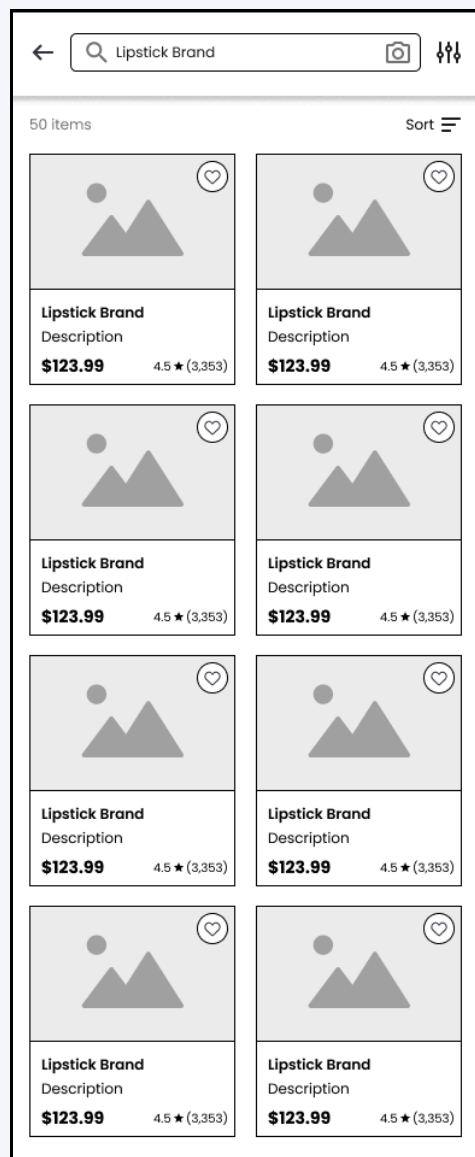
3.1. Personalization: The App uses AI to offer personalized product recommendations, virtual assistance, and customer support. The AI algorithms analyze user behavior, preferences, and interactions to improve your experience. Please refer to our [Privacy Policy](#) for more details on how we handle your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

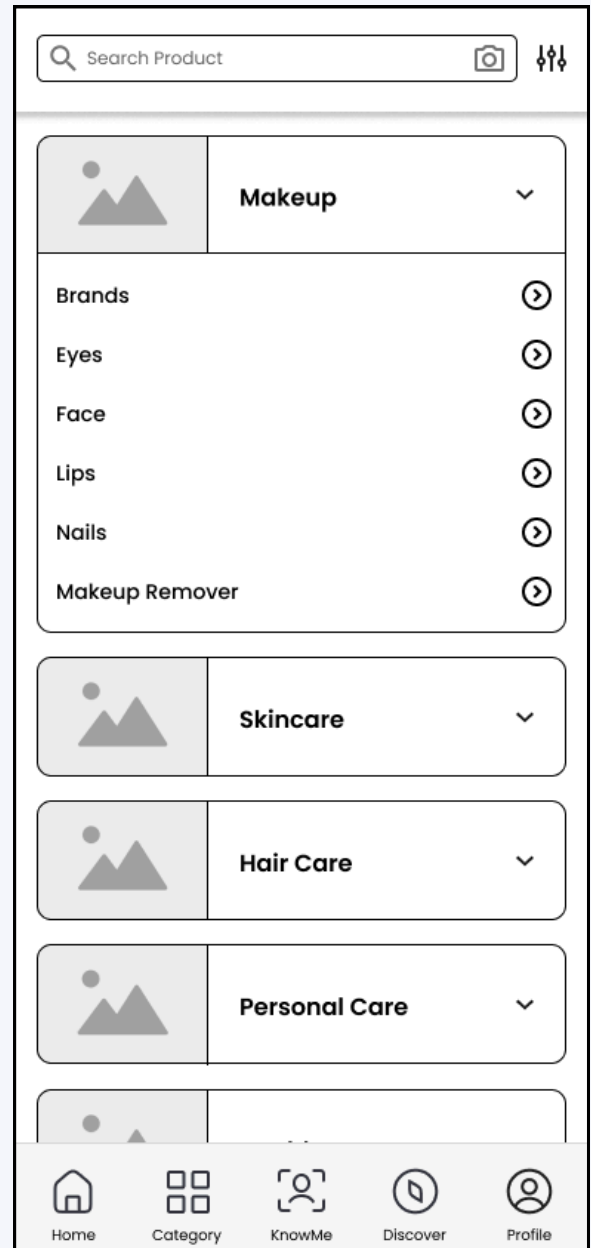
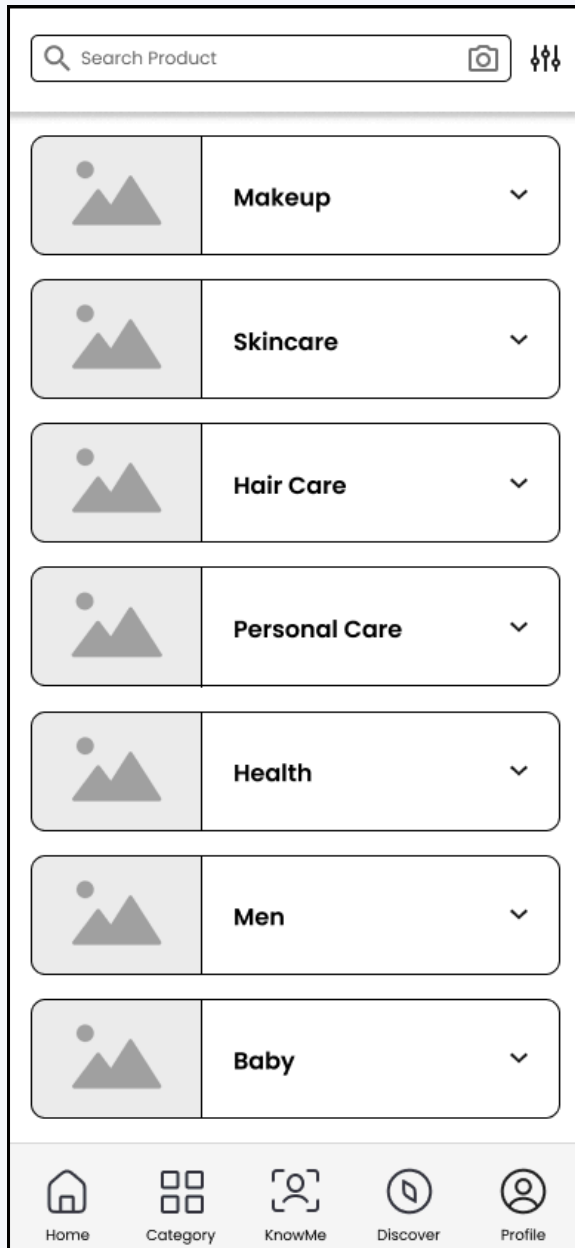
[Scroll down to view more](#) 

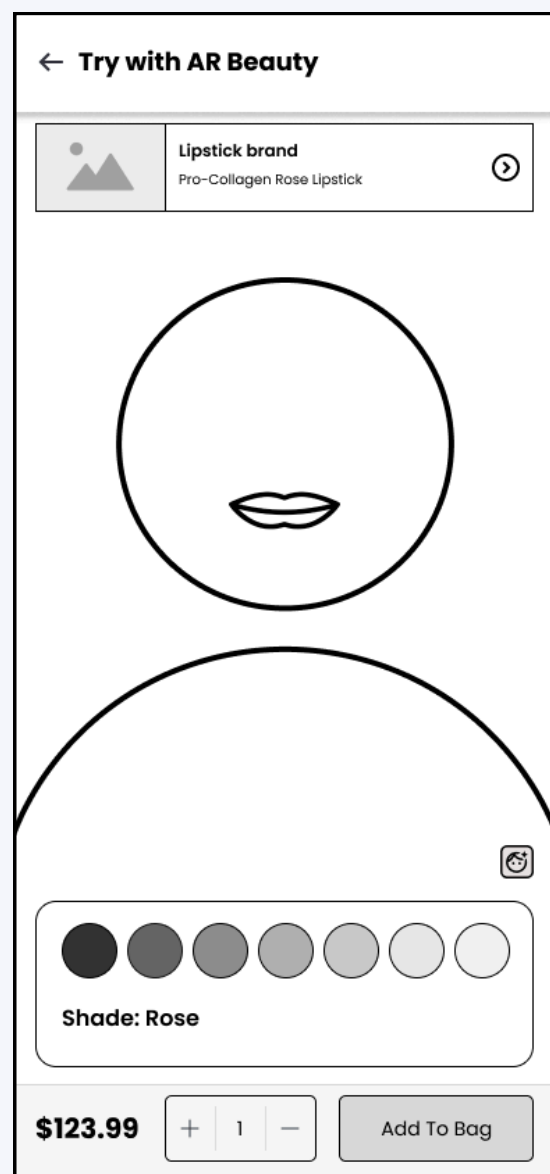
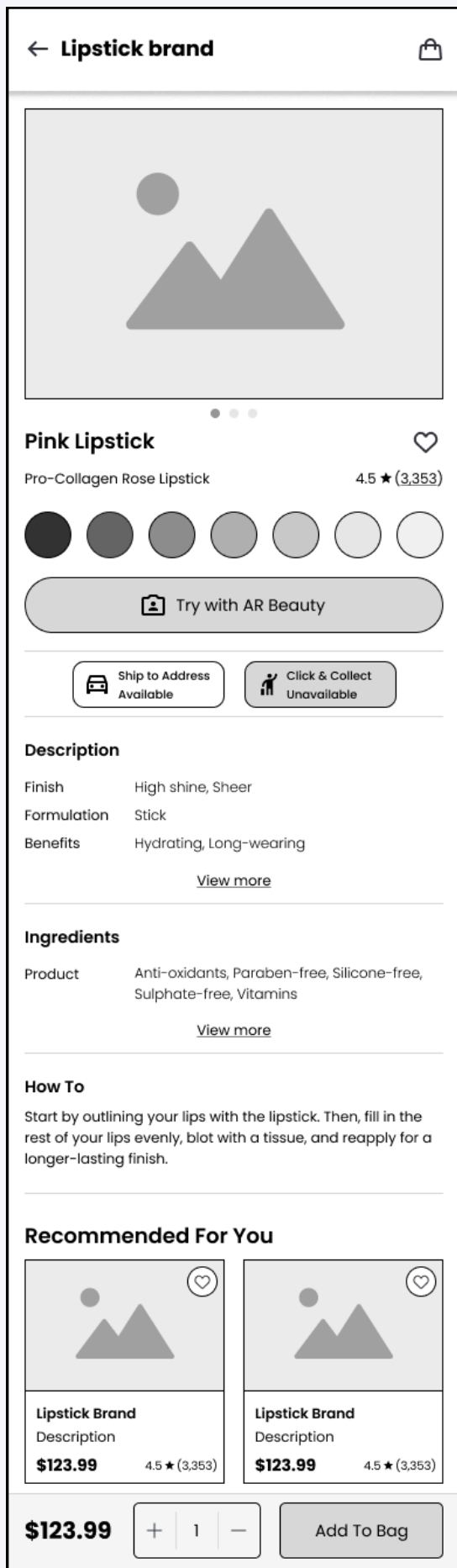
[Accept](#)



Search Results Page, Filter and Sort By Functions








← Bag

3 items

×



Lipstick brand

Pro-Collagen Rose Lipstick

\$123.99


Shade: Rose

+

1

-

×



Eyeshadow brand

Pro-Collagen Rose Lipstick

\$123.99


Shade: Rose

+

1

-

×



Blush brand

Pro-Collagen Rose Lipstick

\$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

 Home

 Category

 KnowMe

 Discover


 Profile

← Checkout

Email Address


watsonsguest@gmail.com


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

3 items

×



Lipstick brand

Pro-Collagen Rose Lipstick

\$123.99


Shade: Rose

+

1

-

×



Eyeshadow brand

Pro-Collagen Rose Lipstick

\$123.99


Shade: Rose

+

1

-

×



Blush brand

Pro-Collagen Rose Lipstick

\$123.99

Shade: Rose

+

1

-

Unit Price

\$123.99

GST 9% (Included)

\$12.3

Delivery Fee

\$5

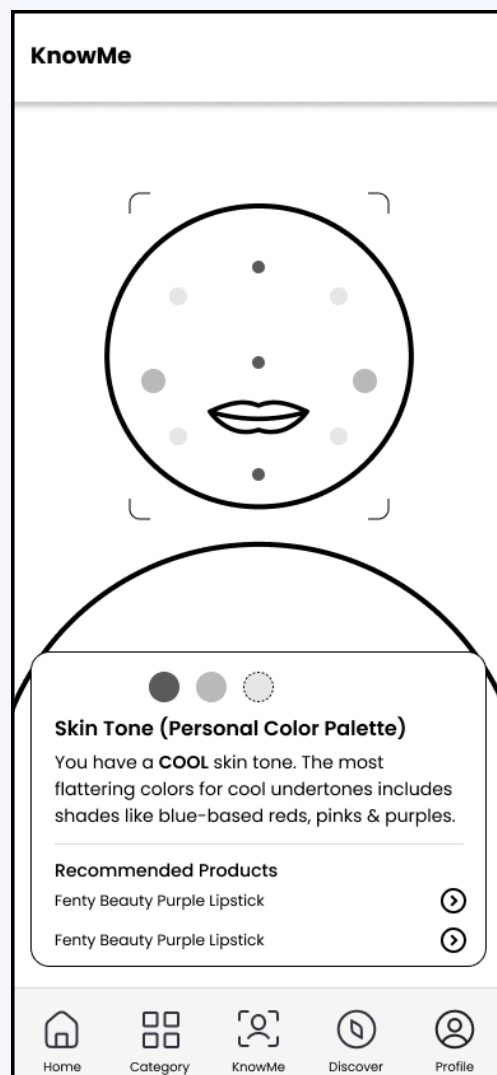
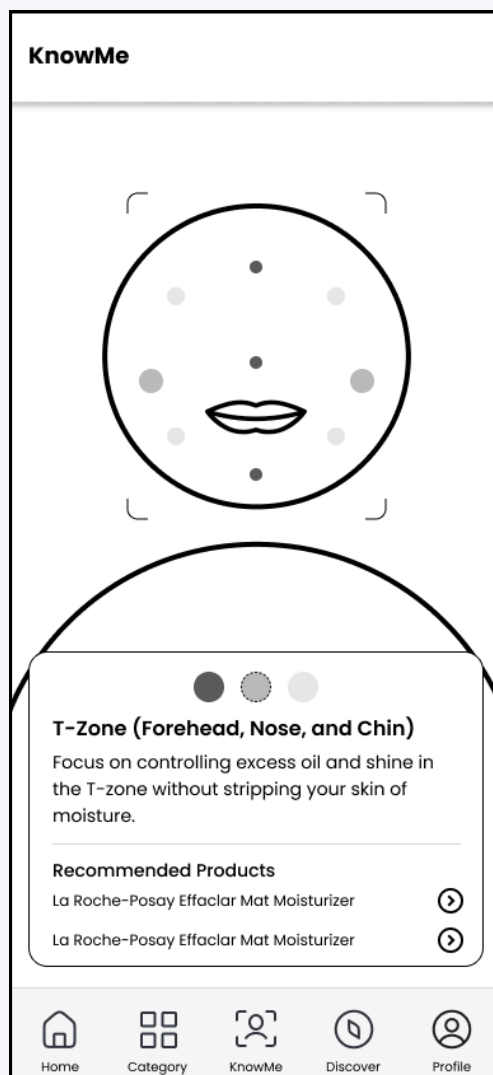
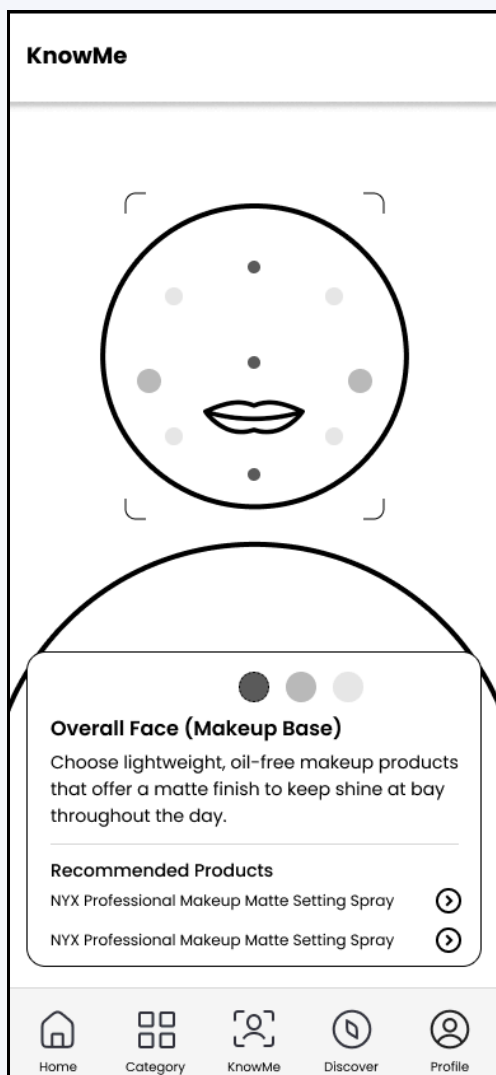
Subtotal

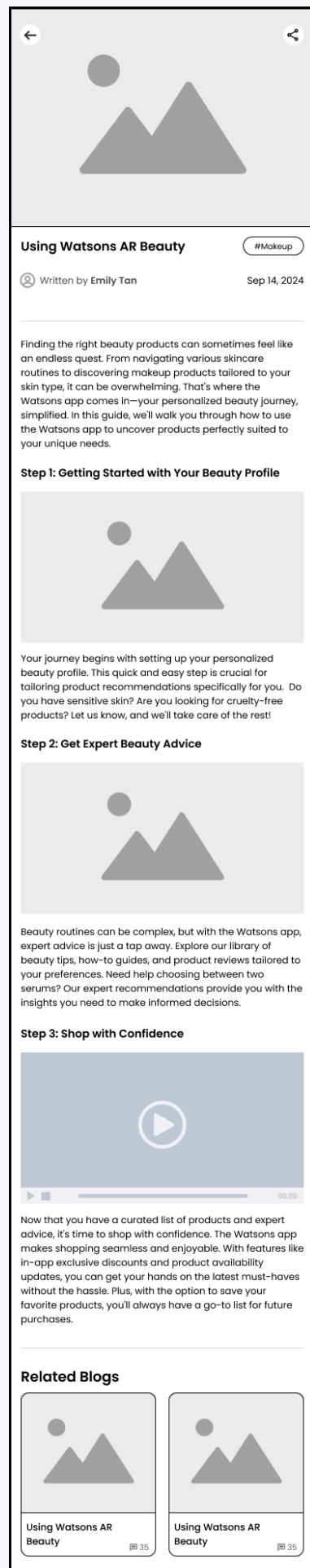
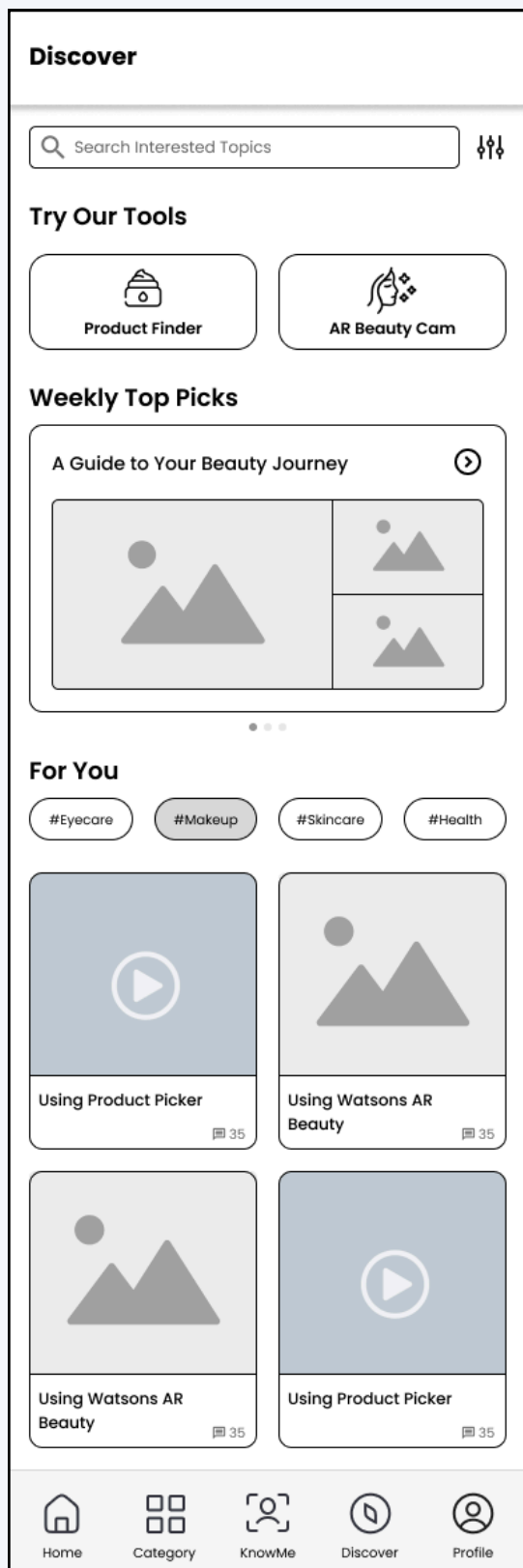
\$123.99

Points Earned

123

Place Order





Product Picker Page

← Product Picker

Which product would you like to find?

Select one from below:



Makeup



Skincare



Leg Care



Eye Care



Hair Care

← Product Picker

What are you looking for?

Select one from below:

Cleanser

Toner

Mask

Sunscreen

Moisturizer

← Product Picker

How does your skin feel in the morning?

Select one from below:

Calm, comfortable

Shiny, oily

Red, irritated

Tight, dull

← Product Picker

How is the climate of your environment?

Select one from below:

Cold, dry

Hot, dry

Cold, humid

Hot, humid

← Product Picker

What is/are your skin concerns?

Select one from below:

Acne

☐

Aging

☐

Dry skin

☐

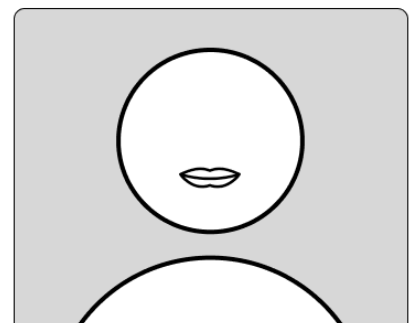
Dark spots

☐

← Product Picker

You have

Normal Skin





Normal skin is typically well-balanced, exhibiting an ideal mix of natural oils and moisture.

Here's a detailed analysis of normal skin:

- 1) Balanced Oil Production ▾
- 2) Even Skin Tone ▾
- 3) Smooth Texture ▾
- 4) Small to Medium Pores ▾

Profile













Michael


123 pts


Collect 877 pts by 31 Dec to upgrade to **Elite**.

Skin	The Colors that Suit You the Most					
COOL						


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>


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Home

Category

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Profile

Final Summary

Initial Findings

During our research process, we have identified a few main pain points:

- The Watsons app is overwhelming due to the amount of content and lack of hierarchy,
- Some features are hard to locate within the app,
- Users do not see significant value in using these tools, and
- There is a lack of consistency in its layout within the app.

During our user testing, we found that:

- The home page is cluttered with information, leading to confusion about where to start,
- The delivery options for products are unclear to the users,
- It gets confusing as the user navigates throughout the app due to the amount of sorting and filtering the app provides, and
- The makeup AR assistant does not meet user expectations and falls short of being as useful as anticipated.

Summary of Final Proposed Changes

Through the prototyping phase (low-fi and medium-fi), we have identified a few high severity issues that can aid us in further developing and improving the Watsons app:

- **Home page:** We streamlined the layout and established a clearer hierarchy to prevent users from feeling overwhelmed by excessive content.
- **Product page:** We increased user confidence by including a product review section within the page, and we clarified delivery possibilities by graying out shades of a makeup product, for example, to inform customers that that shade could not be shipped.
- **Makeup virtual assistant page:** We enhanced the functionality and user experience by making the page more accessible and appealing to use.



Post-Mortem

Post-Mortem

What we did well:

- Able to narrow down a primary and secondary persona quickly based on survey results and our own experience
- App analysis could be done rather quickly by collating the team's personal experience and inexperience with both the app and the shopping experience at Watsons
- Easily found people to test our prototype, and managed to gather useful feedback from them to iterate our proposed designs

What we could have done better:

- Unsure of the difference between a low-fidelity and mid-fidelity prototype, so we had spend some time clarifying the amount of detail that would go into each prototype
- Inexperience with conducting user testing with only a paper prototype, so many of the questions we came up with were unsuitable to be asked in the session
- Unsure of how to run the user testing session with our testers using a paper prototype, and how much guidance to give them while obtaining helpful feedback at the same time

What we learnt:

- We have to guide users through the low-fi prototype, since it only contains boxes of different shapes , and so it is difficult for them to imagine moving through the prototype without much context
- That removing colour from our prototypes was particularly helpful for the team's discussions and our users' feedback to be only limited to flow and functionality, and not be distracted by colour and aesthetics
- The team must be aligned on the features and functions to focus on in the prototype for our chosen persona before we divide the work for the assignment, as this affects the questions we ask in our surveys and user testing sessions